

THE BIG
ISSUE
IN THE NORTH

Annual Survey of
Vendors
1997

£5

THE BIG
STEP

Contents

1. INTRODUCTION	3
2. SUMMARY	3
3. WHO ARE OUR VENDORS?.....	4
4. BECOMING HOMELESS.....	5
5 .VENDOR'S HOUSING SITUATION.....	6
6. PROBLEMS FACING VENDORS.....	7
7. SELLING THE BIG ISSUE	8
8. USING THE BIG STEP.....	9
9. METHODOLOGY.....	10
APPENDIX	
A. THE QUESTIONNAIRE.....	11

THE BIG ISSUE IN THE NORTH

Registered Office
Virginia House
5-7 Great Ancoats Street
Manchester M4 5AD

after March 1998
135 - 141 Oldham St
Manchester M4 1LL

Tel: 0161-834 6300
Fax: 0161-832 3237

Company Reg No: 3026628

THE BIG STEP

Registered Office
Virginia House
5-7 Great Ancoats Street
Manchester M4 5AD

after March 1998
135 - 141 Oldham St
Manchester M4 1LL

Tel: 0161-834 6300
Fax: 0161-832 3237

Reg Charity No: 1056041
Company Reg No: 3164559

Copyright

Copyright belongs to The Big Issue in the North / The Big Step.

Printed and published January 1998.

Acknowledgements

Thanks for help and support to: all the vendors who took part in the survey, and all the Big Issue in the North and The Big Step staff who assisted with the study.

Contact:

Simon Danczuk, Research Co-ordinator

Preface

The Big Issue in the North and The Big Step is embarking on the development of a monitoring process to influence its strategy and planning process.

The first stage in developing this process has been to survey all its regular vendors to collect basic demographic, housing and social information. This report, which builds upon a previous survey conducted in 1996, provides findings from this 1997 survey.

Future stages in the development of this monitoring process will be to collect similar information from all vendors who join The Big Issue, collect information on the type of support provided to all vendors, and to devise a monitoring system which measures The Big Step programme, achievements and outcomes.

This report, as part of that monitoring process, provides some very interesting findings with regard to the 'make-up' of our vendors, the reasons they became homeless, the problems they face, and how successful The Big Issue has been in assisting vendors.

1. Introduction

During October and November of 1997 Big Issue in the North and Big Step staff conducted a survey of all current vendors.

The survey was conducted as part of the 're-badging' process, whereby all current vendors are asked to change their badge number, are advised about the length of time they have spent selling the magazine and whether they need to be directed to another zone from where they currently sell the magazine.

There were a number of reasons for conducting the survey and these were:

- To inform The Big Issue in the North and The Big Step staff about the nature and the situation that vendors face.
- To provide information which would assist with the development of policies both internally and externally.
- To collect information which would assist with the organisation's strategy for developing funding opportunities.
- To produce statistical information which can build on previous research and assist with the development of a longitudinal study.
- To act as an opportunity for The Big Step caseworkers to introduce vendors to The Big Step programme.

This report is divided into nine sections, with the second providing a summary of the main findings from the survey, and sections three to eight giving more in depth analysis of the survey results. Section nine describes the research methodology used.

** Please note that figures in the tables have been rounded up to the nearest percentage figure*

2. Summary

2.1. Introduction

Set out below are the key findings to come out of the study and further detail is offered in sections three to nine.

2.2. Who are our vendors

- 87% of our vendors are male, whilst 13% are female. This is a growth in female vendors from 5% in 1996.
- 96% of our vendors are white and the remainder are either black or of an 'other' ethnic group.
- 29% of our vendors are under 25 years old, whilst 83% are under 35. This compares to 43% under 25 years old and 87% under 35 in our 1996 study.
- Female vendors were younger than their male counterparts, with 46% of them under 25 years old compared to 27% of males.
- 47% of vendors have been homeless for at least 3 years, and this compares to 50% in the 1996 study.

2.3. Becoming homeless

- 65% of vendors became homeless before they were 25 years old, compared to 78% in last year's survey.
- Women are more likely to become homeless at a younger age, with 58% becoming homeless before they are 21 years old, compared to 42% of men.
- 24% of vendors became homeless due to leaving home because of problems and 24% became homeless because they split up with their partner. The figures in the 1996 survey were 33% and 17% respectively.
- In this year's survey 23% of vendors in Liverpool became homeless due to leaving prison, compared to just 7% in Manchester and 2% in Leeds.
- Last year's study showed that 34% of vendors had been in local authority care at some time and this year's study shows little change at 31%.
- This study showed that vendors who had been in care were more likely to: have a disability or long term illness; have been homeless for over 3 years; have become homeless younger; and have slept rough during the last 12 months.

2.4. Vendor's housing situation

- 17% of our vendors currently sleep rough, compared to 13% in the 1996 survey.
- 21% are also currently staying in hostels and 22% have been resettled in homes. 18% are staying on friends floors, 10% are in bed and breakfasts and 6% are staying in squats.

3. Who are our vendors?

- 81% of vendors had slept rough during the last 12 months and this is an 11% increase on last year's study.
- Those vendors who had slept rough during the last 12 months faced more problems and felt less motivated and confident about tackling them.

2.5. Problems facing vendors

- 42% of vendors described themselves as having a disability or long term illness.
- When vendors were asked to list the problems they faced, 55% mentioned accommodation, 55% said drugs or alcohol, and 40% said financial problems.
- Not surprisingly, those sleeping rough (75%) and those squatting (75%) had problems around accommodation.
- Those sleeping rough (65%) were also the ones most likely to have problems around drugs or alcohol. Vendors resettled in homes (52%) were the group most likely to identify financial problems.
- Overall, vendors were quite motivated and confident about addressing their problems, though there were differences between different groups of vendors.

2.6. Selling The Big Issue

- 64% of vendors had a regular pitch from where to sell The Big Issue.
- 71% of Liverpool vendors had a regular pitch, compared to 62% of Manchester vendors and 63% of Leeds vendors.
- 77% of vendors considered themselves to have regular customers.
- 68% of female vendors had regular customers, compared to 78% of male vendors.
- 78% of vendors said selling The Big Issue had improved their self esteem and 83% believed it had improved their motivation to actually change things in their life.

2.7. Using The Big Step

- Overall, 76% of vendors had some understanding of The Big Step. However, there were differences between offices with 99% in Manchester, 78% in Liverpool, and 54% in Leeds having some understanding.
- Just over half (51%) of vendors were either on The Big Step programme or wanted to make an appointment to go on it.
- Liverpool vendors (62%) were the most eager to make appointments with Big Step case workers, compared to 53% of Manchester vendors and 43% of Leeds vendors.

3.1. Introduction

This section provides the main characteristics of our vendors, particularly, in relation to gender, ethnicity, age and length of homelessness.

3.2. Gender

Although the vast majority of vendors are male (87%), the proportion that are female has grown from just 5% in 1996 to 13% in 1997.

Table 3.1. Gender by office

	Manchester	Liverpool	Leeds	Total
Male	87%	89%	85%	87%
Female	13%	11%	15%	13%
<i>Total</i>	100%	100%	100%	100%

There are also small regional differences, as the table above shows, with our Leeds office having the highest proportion of female vendors and Liverpool having the highest proportion of male vendors.

3.3. Ethnicity

Nearly all vendors describe their ethnicity as 'white', with only 4% describing themselves as 'black' or belonging to an 'other' ethnic minority group. This shows little change from last year's survey, where only 6% described themselves as either 'black' or of mixed race.

None of the ethnic minority vendors were female, though there were regional differences, with Liverpool having the highest proportion of ethnic minority vendors (6%) and Manchester having the lowest (2%).

Table 3.2. Ethnicity by office

	Manchester	Liverpool	Leeds	Total
White	98%	94%	96%	96%
Black Caribbean		2%		
Black African			1%	
Black Other		2%	1%	1%
Chinese		2%		
Other	2%	2%	2%	2%
<i>Total</i>	100%	100%	100%	100%

3.4. Age of vendors

Comparisons between this year's survey and last year's show that our vendors appear to be made up of slightly older people. Last year's study showed that 44% of vendors were aged 25 or under, whilst this year the study shows that just 29% belong to this age group. This said, overall our vendors remain relatively young with 83% of our vendors aged 35 or under this year, compared to 87% in this age group last year.

4. Becoming homeless

In terms of gender, female vendors were younger than their male counterparts, with 46% of them being aged 25 or under compared to 27% of males being in this age group. There were no significant differences between offices.

Table 3.3. Age of vendors by gender

	Male	Female	Total
16-20	5%	15%	6%
21-25	22%	31%	23%
26-30	34%	33%	34%
31-35	20%	15%	20%
36-40	7%	3%	6%
41-45	6%	3%	5%
46-50	3%		3%
Over 50	2%		2%
<i>Total</i>	100%	100%	100%

3.5 Length of homelessness

Last year's survey showed that 51% of vendors had been homeless for at least three years and this year's study shows little change, with 47% falling into this category.

Whilst there were no gender differences in terms of length of homelessness, there were differences between offices. As the table below shows Liverpool vendors were more likely to have been homeless for a shorter period of time, when compared to both Manchester and Leeds.

Table 3.4. Length of homelessness by office

	Manchester	Liverpool	Leeds	Total
<3 months	1%	5%	2%	2%
3-6 months	5%	8%	9%	7%
6-12 months	8%	21%	14%	13%
1-2 years	18%	19%	14%	17%
2-3 years	16%	17%	9%	13%
3-5 years	21%	16%	14%	17%
5-10 years	15%	11%	22%	17%
10 years >	17%	3%	16%	13%
<i>Total</i>	100%	100%	100%	100%

4.1. Introduction

The main reasons for becoming homeless and the age at which vendors became homeless are examined in this section.

4.2. Age becoming homeless

This year's study shows, as did last year's, that our vendors become homeless at quite an early age. Last year 78% of vendors were homeless by the time they were 25 years old, compared to 65% this year.

This year's study also shows that women are more likely to become homeless at a younger age, with 58% becoming homeless before they are 21 years old, compared to 42% of men.

Differences between offices were also identified, with vendors in Liverpool having become homeless at a slightly older age than those in Manchester and Leeds. The table below shows differences between offices in more detail.

Table 4.1. Age becoming homeless by office

	Manchester	Liverpool	Leeds	Total
<16	8%	7%	9%	8%
16-20	38%	30%	37%	36%
21-25	18%	18%	26%	21%
26-30	19%	21%	12%	16%
31-35	8%	13%	9%	10%
36-40	5%	3%	2%	3%
41-45	2%	7%	2%	3%
46-50	1%	2%	1%	1%
50>	2%		1%	1%
<i>Total</i>	100%	100%	100%	100%

4.3. Reasons for becoming homeless

As the table below shows the two main reasons for becoming homeless were problems at home or splitting up with partner. This broadly matches last year's findings, though there is a greater proportion of vendors, this year, stating 'other' reasons for becoming homeless. This is mainly accounted for by the number of vendors who said they became homeless due to choice, particularly to go travelling, or refused to state their reasons why. Differences between cities were most apparent in relation to those becoming homeless due to leaving prison (23% in Liverpool, 7% in Manchester, and 2% in Leeds) and those with 'other' reasons (30% in Leeds, 16% in Liverpool and 8% in Manchester). This latter point confirms anecdotal evidence that a greater proportion of vendors using the Leeds office are former travellers.

5. Vendor's housing situation

Table 4.2. Reasons for becoming homeless. 1996/1997 compared

	1996	1997
Leaving care	8%	8%
Leaving prison	10%	8%
Kicked out by family	15%	8%
Split up with partner	17%	24%
Evicted	8%	6%
Left home due to problems	33%	24%
Repossession of home	3%	2%
Other	6%	19%
Total	100%	100%

4.4. Local authority care

The number of vendors who have been in local authority care at some time during their childhood continues to be of concern. Last year's study showed that 34% of vendors had been in care and this year's study shows little change at 31%. Leeds had the lowest proportion of vendors who had been in care (26% compared to 33% in Liverpool and 35% in Manchester), though this may be attributed to the type of people making up those vendors.

Having been in local authority care appeared to correlate with a number of other disadvantages faced by vendors. This year's study showed that vendors who had been in care: were more likely to have a disability or long term illness (52% compared to 38% of vendors not having been in care); were more likely to have been homeless for over three years (55% compared to 44% who had not been in care); were more likely to become homeless younger (73% of those who had been in care became homeless before they were 25 years old compared to 62% of those who had not); and were more likely to have slept rough during the last 12 months (85% compared to 79% of those who had not been in care).

5.1. Introduction

Most vendors are vulnerably accommodated and this section examines the issue in more depth.

5.2. Current housing

The type of housing that vendors find themselves in has not changed dramatically between this year's survey and last year's. As the table below shows there appears to have been an increase in vendors sleeping rough and the number of vendors who have been resettled in a home. On the point of resettlement it should be noted that rehousing of a homeless vendor does not necessarily equate with sustainable resettlement — often it is only the start of the resettlement process. For this reason vendors who secure accommodation are allowed to continue selling The Big Issue in the North magazine for up to 12 months after moving into their new home.

As the table below shows, vendors in Liverpool are most likely to be sleeping rough and least likely to have been resettled in a home. Leeds has the lowest proportion living in Bed & Breakfasts but has the highest proportion in 'other' accommodation, which is mainly caravans on sites. Manchester has the lowest proportion in hostels, but has the highest proportion resettled.

Table 5.1. Current housing by office and comparisons between 1996-1997

	Manchester	Liverpool	Leeds	1996	1997
				<i>total</i>	<i>total</i>
Sleeping rough	19%	27%	11%	13%	17%
Squatting	9%	3%	4%	11%	6%
Bed & Breakfast	13%	19%	2%	9%	10%
Hostel	13%	25%	27%	21%	21%
Friends floor	18%	13%	21%	24%	18%
Resettled in home*	28%	8%	24%	13%	22%
Other		5%	11%	9%	6%
Total	100%	100%	100%	100%	100%

* Note: Resettled for less than 12 months

5.3. Having slept rough

Both this year's and last year's surveys asked vendors whether they had slept rough during the last 12 months. The figures show that there has been an eleven percent increase in the number of vendors having slept rough at some time in the last 12 months, with the 1996 survey showing that 70% had slept rough and the 1997 survey showing that 81% had done so.

This year's study also showed differences between the three cities, with nearly all (92%) Liverpool vendors having slept rough during the last 12 months, compared

6. Problems facing vendors

to 78% in Leeds and 77% in Manchester. Female vendors were less likely to have slept rough (69%) compared to male vendors (82%).

Perhaps not surprisingly, vendors who had slept rough during the last 12 months were more likely to identify having problems and felt less motivated and confident in dealing with them. As the table below shows, these vendors were more likely to mention accommodation, drugs or alcohol, employment and health problems. Whilst the table below also shows that 10% of vendors who had slept rough during the last twelve months had no problems, it must be borne in mind that some vendors situation may have changed since sleeping rough and, perhaps, more importantly vendors do not always easily identify with what the general public may perceive to be 'problems'.

When these vendors were asked to 'score' their motivation and confidence, on a scale of one to ten, they were also less likely to give a 'score' over five. Thirty two percent of vendors who had slept rough 'scored' their motivation at five or less and 41% 'scored' their confidence at five or less. This compares, to those not having slept rough, at 20% and 29% respectively.

Table 5.2. Experiencing problems by slept rough in last 12 months

Slept rough in last year?	Yes	No
Accommodation	59%	41%
Drugs or alcohol	57%	46%
Employment	39%	32%
Financial	41%	39%
Education or training	16%	14%
Offending	16%	11%
Health problems	37%	32%
None	10%	18%
Other		2%

** Note percentages total more than 100% as more than one response could be given.*

6.1. Introduction

This section examines in more detail the problems that our vendors face, considers their motivation and confidence to be able to address these problems, and provides information about the number of vendors who perceive themselves to have a disability or long term illness.

6.2. Disability and long term illness

Of the vendors surveyed 42% said they had either a disability or long term illness. When the vendors were asked, later on in the survey, to note what problems they were experiencing in life only 36% said they had health problems. This appears to confirm the findings from last year's report which clearly showed that whilst many vendors suffer from a whole range of health problems, such issues do not feature strongly in their list of problems because they have more pressing concerns, such as accommodation, finances and drug dependency.

There were no significant differences between the three offices or gender, in terms of those vendors who defined themselves as having a disability or long term illness. As stated earlier those who had been in local authority care were more likely to have a disability or long term illness and those currently living in squats (53%), in hostels (49%) or who were resettled in a home (47%) were also more likely to define themselves in this way.

6.3. Problems in life

Vendors were asked what problems they currently experienced in life and, overall, the main ones were, as the table below shows, accommodation, drug or alcohol use and financial problems. Forty percent or more were identified as having such problems.

There also appeared to be significant differences in the type of problems faced by vendors in the different offices. Vendors in Manchester and Liverpool more readily identified drugs or alcohol problems, nearly all Liverpool vendors identified accommodation as a problem (presumably reflecting the high proportion of rough sleepers) and Leeds vendors were much more likely to identify themselves as having no problems. This latter point, as stated earlier, perhaps reflects the higher proportion of travellers who use the Leeds office and have chosen, to some extent, the life style they lead.

In terms of gender, female vendors were more likely to have concerns around education or training (26% compared to 15% for men), finances (53% compared to 38% of men), and health problems (53% compared to 34% of men). In contrast, male vendors had more concerns around employment issues (39% compared to 29% of women).

Analysis was also conducted to identify any correlation between current housing situation and problems faced by vendors. Perhaps not surprisingly, those currently sleeping rough (78%) and those squatting (75%) were

7. Selling The Big Issue

much more likely to have problems around accommodation. In relation to drug or alcohol problems it was those sleeping rough (65%) who were most likely to identify with this problem. In contrast, it was those vendors sleeping on friends floors (44%) who were least likely to have these types of problems, perhaps due to the anti-social behaviour associated with the problem. Two other interesting results are that 25% of those squatting, more than any other group of vendors, have problems around offending and vendors resettled in homes (52%) are the group most likely to identify financial problems.

Table 6.1. Vendors problems by office

	Manchester	Liverpool	Leeds	Total
Accommodation	48%	92%	43%	55%
Drugs or alcohol	71%	63%	37%	55%
Employment	32%	34%	45%	38%
Financial	30%	35%	52%	40%
Education or training	16%	18%	15%	16%
Offending	17%	11%	15%	15%
Health problems	38%	31%	37%	36%
None	8%	2%	20%	12%
Other	2%			1%

* Note percentages total more than 100% as more than one response could be given.

6.4. Motivation and confidence in addressing problems

Overall, vendors felt quite positive about addressing the problems that they faced, with 69% 'scoring' between six and ten (on a scale of 0-10) in relation to feeling motivated and 61% 'scoring' between six and ten in relation to their level of confidence in addressing their problems.

However, these quite positive results hide some concerns in relation to particular groups of vendors. The survey showed that whilst 70% of male vendors 'scored' their motivation at six or over, only 66% of females 'scored' it in this way. More startling was that 63% of male vendors 'scored' their confidence at six or above, though only 48% of female vendors gave their confidence this 'score'.

There were also differences between vendors who were in different housing situations. As one might expect those sleeping rough or squatting were the ones most likely to have lower levels of motivation and confidence.

7.1. Introduction

A number of questions were asked around selling The Big Issue, including whether they have a regular pitch, whether they have regular customers, and how selling the magazine has assisted them. These issues are examined in this section.

7.2. Regular pitch, regular customers

Nearly two thirds (64%) of all vendors surveyed had a regular pitch and over three quarters (77%) had regular customers. Whilst there were no differences between the offices in terms of those with regular customers, Liverpool did have the highest proportion of vendors (71%) with a regular pitch. This compares to Manchester which had 62% with a regular pitch and Leeds who had 63%.

Although there were no significant differences between male and female vendors, when it came to having a regular pitch (64% of males had and 68% of females had a pitch) women (68%) were less likely to have regular customers, compared to men (78%).

7.3. Improving self esteem and motivation

It is encouraging to see that 78% of vendors said that selling The Big Issue had improved their self esteem, and that 83% believed it had improved their motivation to actually change things in their life.

As the table below shows there were slight differences between offices, in terms of raising self esteem and motivation, particularly in relation to Liverpool.

Table 7.1. Selling magazine raises motivation and self-esteem by office

	Manchester	Liverpool	Leeds	Total
Self esteem	84%	57%	83%	78%
Motivation	89%	79%	80%	83%

8. Using The Big Step

8.1. Introduction

The final issues addressed in the questionnaire were whether vendors understood what The Big Step was about and whether they wanted to make an appointment with a case worker to discuss the possibility of enrolling onto The Big Step.

8.2. Understanding The Big Step

As the table below shows, overall, three quarters of the vendors (76%) had some understanding of The Big Step, though there were different degrees of understanding amongst vendors from each office.

Table 8.1. Understanding of The Big Step by office

	Understand	Don't understand
Manchester	99%	1%
Liverpool	78%	22%
Leeds	54%	46%
Total	76%	24%

As the above table shows, Manchester vendors were most familiar with the programme, followed by vendors in Liverpool and, finally, Leeds. This, undoubtedly, reflects the time the programme has been established in each city.

8.3. Appointments with Big Step case workers

Only just over half (51%) of vendors were either on The Big Step or wanted to make an appointment. Again, there were differences between offices (see table below) with Liverpool having the highest proportion of vendors prepared to make appointments followed by Manchester and then Leeds. It is possible that these results reflect the higher proportion of vendors in Liverpool sleeping rough and requiring immediate assistance and Leeds vendors who, as shown earlier, had identified fewer problems requiring assistance.

Table 8.2. Appointment with case worker by office

	Appointment	No appointment
Manchester	53%	47%
Liverpool	62%	38%
Leeds	43%	57%
Total	51%	49%

Those vendors settled in a home were also the vendors most likely to be either already on The Big Step or prepared to make an appointment with a Big Step case worker. Although this might appear contradictory, in that they appear the ones requiring least help because they are resettled, the situation is likely to be quite different for a number of reasons. First, these vendors may have gained the accommodation via The Big Step and wish to continue using the programme. Second, those in resettled accommodation have started addressing their most important problem — accommodation — and may well wish to start addressing other problems. Third, many vendors who are sleeping rough will put a low premium on attending appointments and will put a higher premium on time out selling the magazine.

9. Methodology

9.1. Introduction

The various stages of the research process are highlighted below.

9.2. Planning

So as to initiate the research process a draft methodology was produced identifying the various steps required to complete the survey. Following feedback from various staff within The Big Issue in the North and The Big Step a final version of the methodology was produced which was to act as the 'blueprint' for the study.

As the survey was to be conducted as part of the 're-badging' process it was felt necessary to call a meeting of both distribution staff (those conducting the re-badging process) and Big Step staff (those explaining what the programme is about and conducting the interviews). At this meeting deadlines were established and the whole process was finalised.

9.3. Sample

The aim of the study was to interview all current vendors. This was broadly achieved with 295 vendors taking part, 109 (37%) in Manchester, 123 (42%) in Leeds, and 63 (21%) in Liverpool.

9.4. Questionnaire design

A draft questionnaire was designed which allowed us to examine the relevant issues and took as little time to administer as possible. It was important to minimise the questionnaires length because a large number of interviews would take place during a short period of time, vendors put a high premium on their time because they could be out selling the magazine, and it was felt that vendors, who would not be offered an incentive to take part, would be reluctant to answer a lengthy questionnaire.

Following feedback from a wide range of staff a final questionnaire was produced (see appendix 'A').

9.5. Fieldwork

A briefing paper giving advice on how to use the questionnaire was produced and circulated to the three offices, a long with copies of the questionnaire.

Case workers, and occasionally distribution staff, then administered the questionnaire with each current vendor as they came in to be 're-badged'.

Case workers always stressed the confidential nature of the survey and assisted vendors with completing the questionnaire. All interviews took place in a separate office, away from the distribution area.

All interviews were completed during the second half of October and the first half of November, 1997.

9.6. Data preparation

All completed questionnaires were handed to the researcher who directly input them into SPSS (a statistical computer software package). Direct entry of questionnaires minimised any possible inaccuracies, ensured confidentiality within the organisation, and allowed certain questions to be coded as they were entered into the software.

A quality check was conducted on those vendors who had said they were sleeping rough. This was done by checking, with distribution, as to whether they had provided proof of homelessness.

9.7. Data analysis

Following the entry of all questionnaires into SPSS, frequency tables were produced to provide some initial results. Following this a number of cross tabulations were produced which concentrated on: office; gender; age; ethnicity; age became homeless; been in local authority care; slept rough in last 12 months; current housing situation; and problems faced by vendors.

The tables produced in SPSS were rounded to the nearest percentage figure. For example, any percentage figure which was less than 0.5% was rounded to 0% and any figure over 0.5% was rounded to 1%.

9.8. Report writing

A draft report was produced and circulated amongst staff. Following this consultation a final report was produced.

This report is sponsored by Irwell Valley Housing Association, which has paid for all the costs of printing the report. Irwell Valley's sponsorship means that money raised from the sale of this report can be spent on The Big Step activities.

The Big Issue in the North magazine was set up in 1991 to give homeless people the chance to make an income. It campaigns on behalf of homeless people and highlights the major social issues of the day. It allows homeless people to voice their views and opinions.

The Big Step is a registered charity and is independent of The Big Issue in the North Ltd. The Big Step charity exists to provide vendors of The Big Issue in the North with realistic and achievable options to move on from selling the magazine and away from homelessness. The Big Step concentrates on five key areas, which are housing, employment and training, financial services, drugs and alcohol, and health. This work involves Big Step caseworkers using the best service providers to help vendors move from the streets, to a home, and into a job.