

ANNUAL IMPACT REPORT 2022

Executive Summary



**BIG
ISSUE
GROUP**

Certified



Corporation

[BIGISSUE.COM](https://bigissue.com)

Introduction

At Big Issue Group, we change lives through enterprise. Right now, our work is needed more than ever. Just months into 2022, the UK was witnessing war in Europe, spiralling living costs, and continuing increases in poverty and hardship. Food prices are now higher than they have been for 45 years¹, 7.2 million people are going without basic necessities and 4.7 million are behind on their bills².

In 2022, we grew our team of Big Issue vendors. They turned to us for a legitimate income and earned a collective £3.76 million. This income, as well as our work signposting to additional support services, is particularly important to vendors during the current cost of living crisis. Out of the 3,637 vendors, 899 sold the Big Issue for the first time in 2022 – highlighting how many are in financial need for the first time.

We are continuing to innovate and develop new products to bring about new economic opportunities. In September 2022, we launched our new venture: Big Issue Recruit. The service supports people facing barriers to employment back into sustainable work. We also brought out our first two fleets of Big Issue E-Bikes, in Bristol and Aberdeen. In doing so we created 13 new jobs, paying Living Wage to individuals previously facing long-term unemployment.

This builds on our history of delivering social impact and also shows our commitment to more sustainable initiatives moving forward. Through investing into purpose-led organisations like us, we can change the lives of even more people. In 2022, Big Issue Invest funded and assisted 138 social enterprises and charities, who in turn have worked with over 2 million people. Most of these organisations are delivering solutions that tackle poverty.

In the first year of our new strategy we have made great strides towards achieving our goals, growing our reach by 58%, but we still have more work to do.

A stylized, handwritten signature in black ink, appearing to read "Paul Cheal".

Paul Cheal – Big Issue Group CEO

A stylized, handwritten signature in black ink, appearing to read "Nigel Kershaw".

Nigel Kershaw – Big Issue Group Chair

¹ Office of National Statistics, UK Consumer Price Inflation, October 2022, [Link](#).

² Joseph Rowntree Foundation's Cost of Living Tracker, winter 2022-23, [Link](#).

Changing Lives Through Enterprise

Our **Vision** is a world that works for everyone.

Our **Mission** is to create innovative solutions through enterprise, to unlock social and economic opportunities.

Our **Values** are:

INCLUSIVE

We believe in a fair, open, and inclusive world and treat everyone with respect.

ADAPTIVE

We are quick to respond to changing circumstances to deliver solutions that drive positive change for ourselves and those we work with now and for future generations.

COLLABORATIVE

We encourage open and honest communication and teamwork in order that people and ideas can thrive.

ENTREPRENEURIAL

We are passionate about empowering people to design and create opportunities that drive change and growth for themselves and for others.



2022 in numbers

Our five-year goal is for 11-million people to engage with our products and be positively impacted by our services in 2026. To achieve this goal, we work across three distinct pillars:

INNOVATION

Creating innovative solutions and income generating opportunities for marginalised people.



3,637

Big Issue vendors
(10% increase on 2021).

899

vendors sold the Big Issue
for the first time in 2022.

2.22 million

copies of the Big Issue Magazine
sold (34% increase on 2021).

£3.76 million

collectively earned by vendors
(38% increase on 2021).

404

additional vendors supported to
accept cashless payments.

226

vendors supported with free data
through our partnership with
O2 Telefonica and Good Things
Foundation National Databank.

5,813

customers supporting
with a subscription to the
Big Issue magazine.

3,189

customers shopping with Big Issue
Shop (41% increase on 2021).

PREVENTION

Offering direct support to help individuals avoid poverty while influencing, through campaigns and journalism, for meaningful social change.



1,174

vendors supported by our additional
support and signposting services
in areas like housing, health and
education.

£64

eyecare voucher for every
vendor through our partnership
with Specsavers.

13

new jobs created by Big Issue
E-Bikes in Bristol and Aberdeen.

7

new journalists trained through
our Breakthrough programme.

The first customers are now being
supported into employment by our
new Big Issue Recruit service.

5 million

people engaging with our
content at bigissue.com.

360,000

of whom read our advice articles
during the cost-of-living crisis.

INVESTMENT

Investment and lending opportunities for sustainable business, focused on delivering positive social and environmental impact.



138

social enterprises supported
with investments.

£37.5 million

in current investments and
available for new investments.

2.1 million

end customers reached by
companies we have invested in.

The first enterprise launched
through our new Enterprise
Programme by a Big Issue vendor.

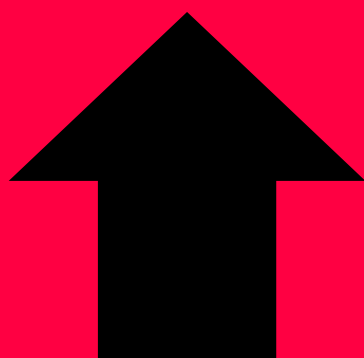
63

investment options available
to the public through
The Big Exchange.

Our progress so far against our Five-Year Strategy

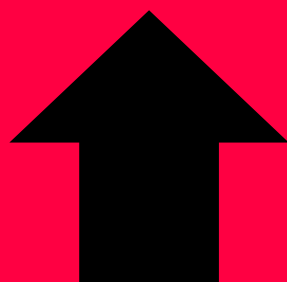
In the first year of our five-year strategy we have grown the number of customers engaging with our products and being positively impacted by our services by 58%.
This puts us more than halfway towards our strategy goal for 2026.

2026 **11 million**



2022

7.4 million



2021

4.7 million

58% Annual
Customer Growth,
including:



91%
growth in investment
end customers



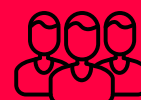
50%
growth in
bigissue.com readers



41%
growth in Big Issue
Shop customers



34%
growth in Big Issue
magazine buyers



10%
growth in Big Issue
vendor numbers

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To see the full detail of our work in 2022 and how we are progressing towards achieving our strategy goals, please visit bigissue.com to see our full Annual Impact Report.

Thank you for your interest in learning about our work and supporting Big Issue Group.



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