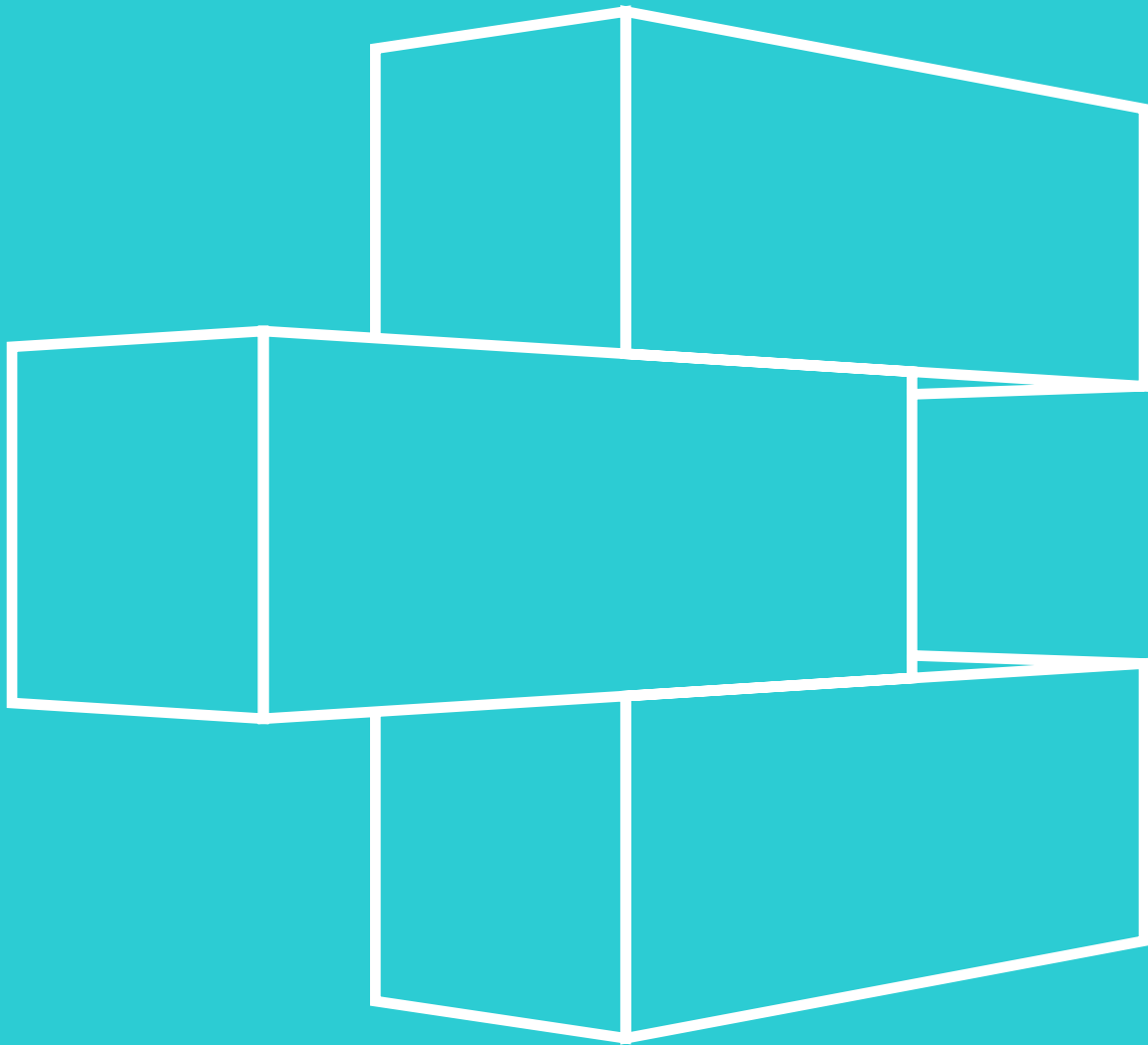


BIG
ISSUE
RECRUIT

Work That Works for You



Our Unique Value Proposition

■ Since 2021, the UK has been experiencing an employment crisis, with demand for workers in key sectors such as care, hospitality and manufacturing causing significant concern. Though the vacancy rate has come down since its peak in 2022, there are currently 900,000 vacant roles on offer and the combined effects of Brexit and the great resignation post Covid-19 continue to impact the supply of workers¹.

In contrast, the UK unemployment rate is starting to creep up and is currently at 4.2% with 1.44m people registered as unemployed². Employers continue to report significant skills gaps (financial, digital and life skills as well as technical skills), which prevent them from filling roles adequately.

There are over 14 million people in the UK trapped in poverty, 4 million of whom are experiencing destitution³. Their situation is being exacerbated by the cost-of-living crisis and would benefit from better employment but many have barriers to entry in to the traditional labour market.

Our business is changing lives through enterprise. The Big Issue Group creates and unlocks opportunities for people living in poverty to earn, learn, and thrive. That is why we launched Big Issue Recruit. To support people with barriers employment, find sustainable, fulfilling roles and to help employers' source motivated, work ready candidates.



90%
of candidates retained in our first year of business



¹<https://www.statista.com/statistics/283771/monthly-job-vacancies-in-the-united-kingdom-uk/>
²<https://commonslibrary.parliament.uk/research-briefings/cbp-9366/>
³<https://www.jrf.org.uk/uk-poverty-2024-the-essential-guide-to-understanding-poverty-in-the-uk>

How can BIR help?

■ BIR is a responsible, inclusive, end-to-end method of recruitment which fills posts, reduces the risk (and therefore cost) of churn and generates significant and quantifiable social value. In our first year we created almost £800,000 in social value equating to every £1 spent on BIR generating £2.80 in social value⁴.

We work with people from a diverse range of backgrounds who are experiencing poverty. We seek to understand their long-term goals and immediate needs, remove their barriers to employment and provide the necessary skills and support to enable them to enter the job market.

Our candidates range from Big Issue magazine vendors keen to move into alternative employment, to prison leavers, to those with skills gaps, to people experiencing social, health, financial or digital barriers to work.

Our service will enable employers to source committed, 'work ready' candidates, from a largely untapped talent pool of candidates. The average cost of employee churn is currently estimated at £11,000 per employee⁵, rising to £30,000 for employees earning over £25,000/annum, considering all associated resource costs⁶.

By investing in candidates who want a sustainable career, but have barriers to employment, you could save between £4-7,000 per placement.



In our first year we
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£800,000

in social value



⁴<https://wordpress.bigissue.com/wp-content/uploads/2024/01/BIG-ISSUE-Recruit-Y1-FINAL.pdf>

⁵<https://croner.co.uk/resources/culture-performance/cost-of-staff-turnover/>

⁶<https://www.brighthr.com/articles/culture-and-performance/staff-turnover/employee-turnover-costs/>

Why work with us?

BIR has been designed by drawing from the Big Issue's 30 years of experience

supporting vulnerable members of society with income generation opportunities and wrap-around care (including housing support, health, financial and digital inclusion, education, training and employability).

We know that by giving people access to sustainable careers, we will reduce the risk of people falling into unemployment and homelessness in the wake of Covid-19 and cost-of-living crisis.

BIR is a person-centric, holistic service and candidates will be supported pre, during and post-placement to sustain them in their roles for the long term.

- We will work with candidates pre-placement, through a cycle of assessment, coaching and intervention, to achieve a 'work ready' status. This will ensure they are in a stable environment, have the right knowledge and skills for the job and have the confidence and resilience to begin a placement.
- We will coach candidates through selection processes and into placements and broker their relationship with their new manager.
- We will maintain our relationship with candidates post-placement, continuing the cycle of assessment, coaching and intervention, to support them through their lifestyle change and overcome any issues arising in the process.

We can offer tailored support to hiring managers to prepare and then work with people with complex needs or specific barriers to employment, to best sustain the placements.

We have diverse talent pools to draw from and customers will be able to utilise tools like our Big Issue Jobs site.

Candidates could have ongoing access to our support, training and development packages.

We can provide an annual impact report to our partners, demonstrating the social value of their service, through Social Return on Investment and / or Social Value TOMs methodology.

Our packages

Perm / Contract Placements

Preparation

- **Workplace assessment and report**, looking at both the physical and cultural environment, with recommendations on how to facilitate a diverse and inclusive workforce and support people entering employment (£1000 / approx 2 days assessment and report)
- **Enabling success training** for hiring managers, teams and key personal to build resilience within the team and develop tools and tactics to foster inclusive workplaces (£1000 / approx 2 days covering preparation and delivery)

Ongoing partnership options

(pricing on request)

- **Annual impact report**, based on SROI or Social Values TOMs methodology, detailing the social value of this service and individual case studies
- **Corporate communications** through BIR media channels

Permanant Recruitment – from 10% annual salary⁵

- **Recruitment** of work ready candidates
- **A dedicated work coach** for a minimum of three months pre / during / post placement to support candidates throughout their transition into work
- **Tailored support and guidance** for hiring managers build resilient and inclusive environments for BIR recruits

(Temporary and Outsourced recruitment available on request)

⁵ Tiered pricing:	
Candidate's Remuneration	Percentage payable as the Fee
£0 to £19,999	10%
£20,000 to £29,999	10%
£30,000 to £39,999	12.5%
£40,000 and above	15%

Contact us at:

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