



# THE BIG LONDON NIGHT WALK

FRIDAY 3RD MARCH 2017

STREETS YOU KNOW,  
STORIES YOU DON'T

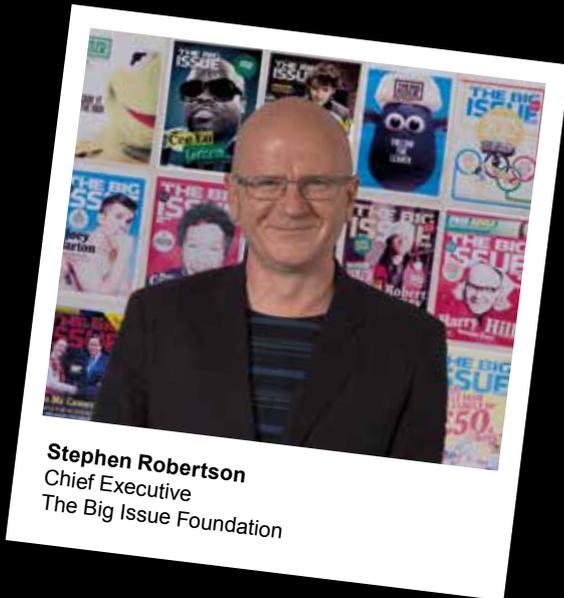


Information Pack

[WWW.BIGISSUE.ORG.UK/WALK](http://WWW.BIGISSUE.ORG.UK/WALK)

 @TBIF #BigNightWalk

 /TheBigIssueFoundation



**Stephen Robertson**  
Chief Executive  
The Big Issue Foundation

“Homelessness is a big issue. In fact the past few years have seen the biggest rise in homelessness in decades, especially in the capital. Nearly 100 people turn to The Big Issue each week, often at a time of extreme poverty and utter personal crisis. They’re looking for an opportunity to work for a better life.

When someone is new to rough sleeping they keep moving at night, they have to keep walking to keep safe. That’s why we hold a Night Walk, it helps people to discover their city and connect to a challenge faced by people we are supporting. On our Night Walk you will have the chance to chat to people who have experienced it for real.

It’s a challenge to complete the walk, but it’s also a very memorable, insightful and enjoyable experience! Join us and you’ll see your capital in a whole new light, hear eye-opening stories from Big Issue vendors and know that you’re supporting the fight against poverty and homelessness.”



## Walk this way!

Join The Big London Night Walk and you'll see some of the capital's most memorable sights in a different light! The 20km route will take you around the city, passing iconic sights such as the London Eye and the spectacular views along the River Thames.

At the rest stops along the way, you will learn more about the work of The Big Issue Foundation and hear inspirational and insightful stories from Big Issue vendors who have turned their lives around with our support.

The route will start and finish at St John's Church, Waterloo, home to one of The Big Issue Foundation's distribution points. Here you will hear from former vendors, the CEO of The Big Issue Foundation and a London choir to get you motivated before we set you off in waves.

# Step by step

## Date & time

Friday 3rd March 2017

Sign in will take place between 7.30pm and 8pm at St John's Church, Waterloo. Participants will receive a health and safety briefing and be set off in waves from 9pm.

## Distance & duration

The route is 20km, that's just under 13 miles, and not far off a half marathon. Your finish time will depend on how fast you walk, and how long you stop, but is likely to be between 2am and 5am. Please be aware that not all forms of public transport may be working when you finish the event and you should plan your journey home in advance. You'll be welcome to wait at St John's Church until transport reopens.

## It's not all walk, walk, walk!

There will be rest stops along the route, where you will be able to pick up snacks and drinks. You'll also have the opportunity to learn more about how we support Big Issue vendors who have turned their lives around with our support.

This year, we will have a new route and new rest stops which will take us to different parts of the city including: University of Westminster Marylebone campus and Conway Hall.



## Fee & fundraising

There is a £25 registration fee to join the walk, or just £20 per person in a group of five. We ask you to pledge to raise a minimum of £220 to take part. The money you raise will enable us to support hard-working Big Issue vendors to take their next steps forward.

## Your fundraising will support our vendors' next steps

The Big Issue Foundation addresses the wider needs of our vendors, beyond earning an income. The charity supports vendors to access healthcare, housing, banking and to rebuild their aspirations.

To begin your fundraising simply set up a fundraising page at: [www.virginmoneygiving.com](http://www.virginmoneygiving.com)

This is the easiest way to collect your sponsorship, and you can add any offline fundraising you may do, such as cake sales and pub quizzes.

Don't worry if you've not fundraised before, we will give you ideas, inspiration, confidence and support to reach and hopefully exceed your £220 individual target.

The journey away from the streets can be very complex, but it can be made easier by some of these simple things that we fund for our vendors:

- £9 funds a flu vaccine to keep a vendor healthy through winter.
- £20 buys a supermarket voucher for our Vendor of the Month Award, increasing motivation and aspirations.
- £77.50 helps buy a passport, needed as ID to open a bank account, get a library card or access to basic healthcare.
- £150 funds the support needed to help a vendor complete an application to secure safe housing.



**George**  
Big Issue vendor

Walk with us! To register visit  
[WWW.BIGISSUE.ORG.UK/WALK](http://WWW.BIGISSUE.ORG.UK/WALK)

 @TBIF #BigNightWalk

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# James' journey to a better life

James Bowen is a former Big Issue vendor and his story has been read by over 3 million people across the world in his book *A Street Cat Named Bob*. The book shows how James' unlikely friendship with Bob helped him get over his addictions to heroin and methadone.

"The day I met Bob my life changed forever. I was no longer invisible. People not only stopped and bought a copy of The Big Issue from me but often stopped to talk to me," James commented.

James and Bob have attended many of our Night Walks, including when James was a Big Issue vendor. At our last Night Walk, James reflected that walking at night "is a survival tactic for someone on the street".

"It makes me proud that the book has opened people's eyes to how The Big Issue works. That selling The Big Issue is an actual job! The work that The Big Issue Foundation does in supporting Big Issue vendors is so vital."



James & Bob  
Starting the Big London Night Walk 2015

## FAQs

### How do I sign up?

Go to [www.bigissue.org.uk/walk](http://www.bigissue.org.uk/walk). You just need to enter a few details, and pay the £25 registration fee per person, or £100 for a team of five. It only takes a few minutes!

### I'm thinking of coming on my own, will there be other people like me?

Yes! We have lots of people who register for the walk on their own. We'll help to connect you with other solo walkers on the night, so you can share the experience with others if you want to, and maybe even leave with a few new friends.

### How fit do I need to be to take part?

Walking through the night is not an easy challenge, but with a basic level of fitness it is achievable. Once you've registered, we suggest you go out for a walk of at least half the distance (10km) to help you understand the scale of the challenge and your ability to complete it. It is your responsibility to make sure you are fit and healthy enough to take part safely. For those who do struggle to complete the route there will be night bus information and support at each of the stops.

### What are the age restrictions?

We ask that young people aged 16 years and younger are accompanied by a participating adult, and that all participants are over 12 years of age at the time of the event. There's no upper age limit but, as mentioned above, you must be confident you can complete the challenge.

### Can I walk in fancy dress?

Of course! Feel free to wear something that will liven up the event for you and those around you. Please do make sure that you will be comfortable enough to walk the entire distance in the outfit.

### What do I get for taking part?

We'll provide you with:

- A map of the route on the night
- Refreshments and toilet facilities at the start, finish and four rest stops
- An event-branded top
- First aid support in case you should need it
- A finisher's medal
- An alternative and unforgettable night out in London!

### What if I have more questions?

No problem! There are more answers on our website at [www.bigissue.org.uk/walkfaqs](http://www.bigissue.org.uk/walkfaqs).

If your question isn't answered there then email us at: [events@bigissue.com](mailto:events@bigissue.com) or call 020 7526 3459.

Now you've read all about it  
we'd love you to step this way  
and register to join us!