



STREET WISE

AN INDEPENDENT STREET PAPER



MEDIA KIT

Our Mission

To empower those who are homeless to re-establish their place in society.

Our Vision

At StreetWise, we believe that homelessness cannot be solved by individuals but by communities.

Our Difference

Our aim is for StreetWise homeless vendors, readers, staff, volunteers and our partners to build a community to enable homeless individuals to get healthy, solvent, retrained and educated, employed, and ultimately re-housed. Participants and not recipients.

The Market

The homeless street paper is a global phenomenon which came to the UK in 1991. For the past 25 years there has been only one “paid for street media” publication, which has hinged its content on self-described “high brow populism” - The Big Issue. In the quarter of a century the Big Issue has been offered on the UK’s streets, the content has remained “high brow populist” but the homeless are no longer the core focus of its structure, its cover price has continued to increase, and fewer and fewer vendors seen on our streets.

This does not signal a decline in homelessness, on the contrary, the number of rough sleepers in our towns and cities has increased year on year, with over 4000 counted by Crisis in 2016. We’ve been out talking to them and given the opportunity, many would engage with our programme. They want to sell street publications that earn them a cash income and enable them to save for a future we will help them envisage and realise.

The Readership

StreetWise readership will be members of our community, from all walks of life. They will appreciate inclusive content, produced in the centre ground, fair, balanced, with a right to reply. Our readership will understand that StreetWise publications are a tool to drive our vendor programme but not at the expense of quality.

Our Publications

Four publications: StreetWise (weekly), Stood Down, Under the Rainbow and Crash (monthly).

Why?

As well as producing a mainstream, weekly read, which will appeal to a cross-section of the general public, we wanted to acknowledge particularly marginalised groups of homeless people: armed forces veterans, members of the LGBTQ community, and young homeless people between 18 - 34 years old.

Who founded StreetWise?



Dave Wotherspoon: been there (homeless), done that (slept rough, in night shelters, hostels and under piers). Been homeless alone and homeless with his children. Sold the Big Issue (at times up to 1500 copies a week). This Royal Engineers veteran’s lived experience and reflection on what his 28 year-old self would have made the most of, had it been available, is the basis and driver for the StreetWise system.

Jennifer Marshall: started as Dave’s customer, progressed to friend and ideas and ambitions excavator. Having an eclectic mix of skills and professional experience which spans journalism, academia, editorial, corporate, non-profit and the NHS, Jennifer will be driving the production of the publications.

