

TRANSITION TOWN BRIXTON

The Brixton Pound (B£) project has been initiated by Transition Town Brixton (TTB), a community-led organisation for action on energy issues and climate change. TTB seeks to engage the whole community in visioning, planning and achieving Transition to a better low energy future, where local resilience is key. TTB working groups focus on "energy descent" in all areas of our lives – business and economy, skills and training, food and growing, buildings, transport, waste and resources, and more.

To find out more or get involved, visit
www.transitiontownbrixton.org
www.brixtonpound.org

Issuing points

Get your B£s here:
A&L Hardware & Garden Supplies, 98 Acre Lane, SW2 5QN
Cheques for Cash, 5 Atlantic Road, SW9 8HX
Dynamic Discount Market, 230-242 Brixton Hill, SW2 1HF
Morleys of Brixton, 472-488 Brixton Road, SW9 8EH
Olley's Fish Experience, Herne Hill, SE24 9AA
Opus Coffee and Sandwiches, 89 Acre Lane, SW2 5TN
Rosie's Deli Cafe, 14e Market Row, Brixton Market, SW9 8LD
Sesami Delicatessen, 307 Railton Road, Herne Hill, SE24 0JN

Exchange points

To change B£s back to sterling, go to:
Cheques for Cash, 5 Atlantic Road, SW9 8HX
Dynamic Discount Market, 230-242 Brixton Hill, SW2 1HF

For an up to date list of issuing and exchange points please visit
www.brixtonpound.org

Supporters



The Fridge Nightclub and Venue



Businesses that accept the Brixton Pound

This list is updated weekly on our website www.brixtonpound.org
Ask your favourite local shop or trader if they take the B£ yet! These do:

Arts, crafts and design: ASC Studios, Brand Web Designs, Brockwell Art Services, Diverse Gifts, HERD, Mark Rowe Photographer, Simulacra Studio, Staffan Gnosspeilius, Steve Double Photography, The Wonderful World Of...

Butchers: Dombey Meats, Just Fresh, Philip Butchers

Children: Bambinos, Okido Studio, Ralph's Gifts

Clothes and fashion: Artz Designer Wear, Geometric Designs, HQ Brixton, Leftovers, Lisette & the Fox, My Trainers - Brixton, NDamus, One Stop Fashion, Pempasie, Roseby's Fashion, Secondo, Stardust, Total Pryde, Webster's Shoes

Community: Brixton St Vincent's Community Centre, Bureau of Silly Ideas, Remade in Brixton Work-shop, The Community Shop (TTB, Friends of Brixton Market, B£ and Brixton Market Traders Federation)

Cosmetics, beauty and therapies: Adornment, Aroma Therapy, Brixton Therapy Centre, Classic Cosmetics, Hairy Jayne, Nubian Natural

Department stores: Morley's of Brixton

Essential services and legal: A Smile Dry Cleaners, All Trades Builders Ltd, Cars and Chaffeurs, Century 21 Estate Agents, Poleo Traditional Dry Cleaners, Triple Care Ltd, Ziadies Solicitors

Florists: Flowers24hours.co.uk, The Flower Lady, thinking flowers?

General & convenience stores: Brixton Food, Brixton News, D Convenience, Dynamic Discount Market, Hope Food Store, McKinson

Grocers, greengrocers, delis, specialist food stores and suppliers: A & C Co. Continental Grocers, Brixton Cornecopia, Brixton Foodland, Brixton Tea Party, Brixton Whole Foods, Happy Shopper, New Park Fruiterers, Ossie's Fresh Ginger, Riverford Home Delivery, Rosie's Deli Cafe, Sana Food Store, Sesami Deli, Spoon Deli, Sweet Tooth, Wa-Zo-Ba, Wild Caper

Health and alternative: Amaru, Clapham Common Clinic, Dynamic Homeopathy, Hill Rise Pharmacy, Joy Yoga Studios, Karen Livesey Shiatsu Massage, Need Massage therapy, S G Manning Pharmacy

Home, hardware and DIY: A & L Hardware and Garden, ANS Home Furnishings, Bazaar Bazaar, Dulwich Energy, ESR Gas & Heating, Pound & Plus

Jewellery: Full Moon Designs, Veronique Designs

Market stalls: Brixton Arts and Craft Market, Cakehole, Farmers Market (some stalls only), Fillings Caribbean, In Bedding with John, Stormtrooper, Stuart the Watchman, Yummy Boutique. You can also spend the B£ on a range of other market stalls around Pope's Road, Brixton Station Road and Electric Avenue. Look out for the B£ sign...

Specialist shops and services: Bookmongers, Brixton Cycles, Empress Bellydance, Incense Ltd, The Party Shop

Music: Blacker Dread Muzik Store, HQ Brixton, R-1 Music

Off-licences: High Spirits, House of Bottles

Pubs, clubs and bars: Angel Bar & Restaurant, Brixton Bar and Grill, Brixton Comedy Club, Dogstar, The Fridge Nightclub and Venue, The Hand in Hand, Hootananny, Mango Landin, Southside Bar, The Windmill, The White Horse

Restaurants, cafes and take-aways: Bombay Inn, Bushman Cafe, Cafe Roha, Etta's Seafood Kitchen, Franco Manca's Sourdough Pizza, Healthy Eaters, Honest Foods, Jam, Khamsa, May Foods, Negril, Olive Tree, Olley's Fish Experience, Opus, Pizzaman, Pullens, Refill, Rosie's Deli Cafe, San Marino Italian Coffee Bar, Satay, Spice Hut, The Lido Cafe, The Lounge

Schools: Corpus Christi Primary School

Technology: Alf Electronics Ltd, Brixton Cafe / Fones4Free

www.brixtonpound.org
The Brixton Pound
User's Guide
Money that sticks to Brixton

B£

- Accepted at over 130 independent businesses in Brixton
- Don't forget to ask for your change in Brixton Pounds



What is it?

The Brixton Pound (B£) is money that sticks to Brixton. It's designed to support Brixton businesses and encourage local trade and production. It's a complementary currency, working alongside (not replacing) pounds sterling, for use by independent local shops and traders. The B£ is the UK's first local currency in an urban area.

Why use it?

If you're a local business, the B£ benefits you by:

- Promoting your business through the B£ leaflets and website
- Helping you to find local suppliers, or to supply other local businesses
- Adding to positive perceptions of Brixton's strong community and diverse economy

Sign up as a trader: www.brixtonpound.org

If you're a shopper, the B£ benefits you by:

- Bringing you special offers exclusive to B£ users
- Ensuring that more of the money you spend in Brixton stays here, helping Brixton businesses thrive in the face of recession and fierce competition from chain stores
- Working to reduce Brixton's carbon footprint by supplying more of its needs locally

Join the 1000 Club: www.brixtonpound.org

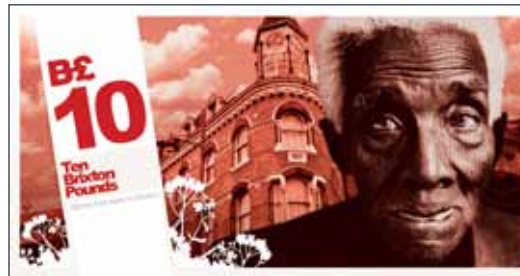
The B£ can be used with a growing number of participating independent businesses in Brixton. It is highly secure: notes are printed on watermarked paper by specialist secure printers, and incorporate a customized hologram, embossing, numbering, and other security features.



B£1 with Olive Morris



B£5 with James Lovelock



B£10 with CLR James



B£20 with Vincent Van Gogh



Reverse of notes

How do you use it?

- Exchange pounds sterling for B£s at issuing points
- Spend B£s with participating businesses (instead of sterling or in part-payment)
- Ask for B£s in your change
- Accept B£s yourself if you trade in Brixton
- Ask your staff or suppliers if they will accept (part) payment in B£s
- Give B£s as gifts or to pay for informal activities, e.g. baby-sitting
- Keep them circulating! If you're a business the B£ group can help you find local suppliers
- If you need to change them back to sterling, visit an exchange point

See overleaf or visit our website for lists of issuing points, participating businesses and exchange points.

Expiry date

The first issue of B£s, launched on 17 September 2009, are valid until 30 September 2011. You can use them to pay for goods and services until that date, redeem them for sterling at an exchange point, or exchange them for the next issue of the B£ when it is made available (before the expiry date of the current issue).

The image of Olive Morris is reproduced by kind permission of her family and the Remember Olive Collective. All rights reserved.

The Brixton Pound is not legal tender and no business is obliged to accept it. It works as a voucher or token that can be traded with anyone who lives or does business locally and agrees to accept it.

Leaflet printed on 100% recycled paper.