

# 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](http://www.transitiontownbrixton.org)  
[www.brixtonpound.org](http://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](http://www.brixtonpound.org)

## Supporters



Lambeth Council

**morleys**

Morleys of Brixton

**A&L HARDWARE & GARDEN SUPPLIES**

A&L Hardware & Garden Supplies

**negril**

Negril Restaurant



economics as if people and the planet mattered

nef (the new economics foundation)



The Fridge Nightclub and Venue



Opus Coffee and Sandwiches

## Businesses that accept the Brixton Pound

This list is updated weekly on our website [www.brixtonpound.org](http://www.brixtonpound.org)

Ask your favourite local shop or trader if they take the B£ yet! These do:

**Acre Lane:** A&L Hardware and Garden Supplies, Artz Designer Wear, Cafe Roha, Century 21 Estate Agents, Costcutter, Jenny Ellis Partnership Estate Agents, Khamsa Restaurant, McKinson Store, Opus Coffee and Sandwiches, R-1 Music, Upstairs Bar and Restaurant, Ziadies Solicitors

**Arts & Crafts Market (Friday and Saturday, Tunstall Road):** Full Moon Designs - jewellery, Geometric Designs - clothing, NDamus - bags and accessories, Veronique Designs - jewellery

**Atlantic Road:** A&C Co. Continental Grocers, Brixton Bar and Grill, Brixton Wholefoods, Diverse Gifts, Just Fresh Halal Butchers and Fishmonger, Nubian Natural Bodycare, The Lounge Bar / Cafe, Total Pryde Clothing and Accessories

**Brixton Hill:** Alf Electronics, Dynamic Discount Market, Hill Rise Pharmacy, Negril Jamaican Restaurant, Pempamsie African Clothing and Crafts, S G Manning Pharmacy, Southside Bar, The Fridge Nightclub and Venue, White Horse Bar

**Brixton Market Arcades:** Brixton Foodland, Dombey Meats, Hope Food Store, HQ Brixton Hip Hop, May Foods Ghanaian Restaurant, Philip Butchers, Roseby's Fashion, Rosie's Deli Cafe, Wa-Zo-Bia African Food Store and Restaurant, Wild Caper Delicatessen

**Brixton Road:** Adornment, Brixton News, Brixton Therapy Centre, Brixton's Bazaar, Morley's Department Store, San Marino Italian Coffee Bar, Webster's Shoes

**Brixton Station Road:** Bambinos Children's Clothing, Brixton Cafe / Fones4Free, Brixton Farmers Market (Sundays only - some stalls, please ask), Bushman Cafe, Spice Hut Takeaway

**Brixton Village:** Sana Food Store, The Party Shop

**Brixton Water Lane:** Mango Landin Bar / Restaurant, Real Taste Caribbean Cuisine

**Coldharbour Lane:** Angel Bar & Restaurant, Blacker Dread Muzik Store, Bookmongers, Brixton Comedy Club @Dogstar, D Convenience store, Dogstar, Honest Foods Cafe, House of Bottles Off Licence, Satay, Secondo Vintage Clothing and Cafe

**Effra Road / Tulse Hill:** Hootananny Bar / Venue and Hostel, Jam Cafe

**Electric Avenue:** ANS Home Furnishings, Atlantic Silk Fabrics, Aziz Cash & Carry, Brixton Food, Healthy Eaters Caribbean Take Away & Restaurant, In Bedding with John

**Herne Hill area:** Brockwell Art Services, Olley's Fish Experience, Pullens Dining Room & Bar, Sesami Deli, The Flower Lady

**New Park Road:** New Park Fruiterers, Spoon Deli Cafe, The Hand in Hand

**Pope's Road:** Pound & Plus Household Goods, Stormtrooper Accessories, Stuart the Watchman Watches and Repairs

**Stockwell Road:** Brixton Cycles, My Trainers Brixton, Staffan Gnosspelius (Artist, Printmaker - ASC Studios)

**Other:** A Smile Dry Cleaners (Ascot Parade), All Trades Builders, Amaru Hemp Foods, Aroma Therapy, Black Essence Services, Brand Web Designs, Brixton Tea Party - festival caterer, Bureau of Silly Ideas (community networking and inventions), Cakehole (cake stall, Oval Farmers Market), Clapham Common Clinic, Classic Cosmetics, Dulwich Energy (Energy Performance Assessment), Dynamic Homeopathy, Empress Bellydance, ESR Gas & Heating, Flowers24hours, Mark Rowe - photographer, Need Massage Therapy, Ossie's Fresh Ginger - ginger beer and juice, Refill Caribbean Take-Away (Trinity Gardens), Riverford Organic Delivery Service, Simulacra Studio (photography and design), Steve Double Photography, The Lido Cafe (Brockwell Lido, Dulwich Road), The Windmill Pub / Music Venue (Blenheim Gardens), Thinking Flowers

[www.brixtonpound.org](http://www.brixtonpound.org)  
**The Brixton Pound**  
**User's Guide**  
Money that sticks to Brixton

# B£

"My heart will always be in Brixton."  
Olive Morris



# 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.thebrixtonpound.org](http://www.thebrixtonpound.org)

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

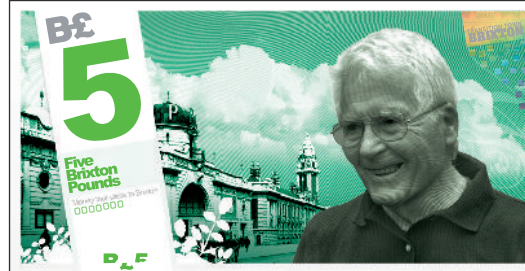
- Bringing you special offers exclusive to B£ users
- Ensuring that more of the money you spend in Brixton stays here, helping Brixton businesses thrive in the face of recession and fierce competition from chain stores
- Working to reduce Brixton's carbon footprint by supplying more of its needs locally

Join the 1000 Club: [www.thebrixtonpound.org](http://www.thebrixtonpound.org)

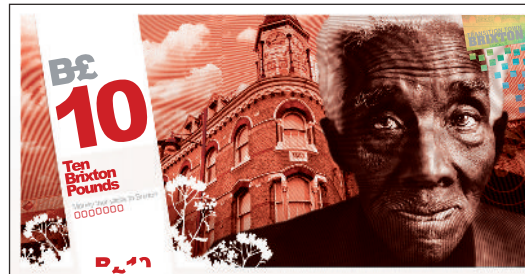
The B£ can be used with a growing number of participating independent businesses in Brixton. It is highly secure: notes are printed on watermarked paper by specialist secure printers, and incorporate a customized hologram, embossing, numbering, and other security features.



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.*