

MAKE THE MOST OF THE BRISTOL POUND – FOR BUSINESS.

Welcome!

It's great to have you on board as a Trader member of the Bristol Pound local currency scheme.

You've joined in with the Bristol Pound to help your business, make a better city, society and environment. Thank you for being involved. Together we can make a big difference.

This guide will support you in making the very most of the Bristol Pound – helping your business, the whole scheme and the local economy to flourish.

Accepting the Bristol Pound helps introduce new customers to your business, creates more connections between you and the local community it opens up more channels for local business-to-business (B2B) trade. So the more you can encourage and support the Bristol Pound, the more benefits there'll be for your business, and all the businesses in the scheme. Altogether, that means lots of great things for Bristol!

We've divided the actions that will get you going with the Bristol Pound into two areas:

- **Basics**

...things you should definitely do right now or the scheme just won't work for you.

- **Advanced**

...other things you can do to make sure both the £B scheme and your business benefits.

BASICS:

1. Understand what the Bristol Pound is all about (across your business).

Understanding the core values and vision of the Bristol Pound scheme will help you to excite your staff. An enthusiastic and positive reaction from staff will help encourage customers to spend more Bristol Pounds with you again and again!

Actions:

- Watch these short videos all about the £B – share them with your staff:

[What is the Bristol Pound?](#) - £B Director Chris Sunderland explains what the scheme is all about.

[Why use Bristol Pounds?](#) - £B Director Ciaran Mundy explains why we all should use Bristol Pounds.

2. Get £Branded Up: show people you accept Bristol Pounds.

The £B brand helps members of the scheme find you, and makes your business stand out on the high street. It highlights you as a local independent business with independent values, and also acts a recruitment tool, bringing in more Bristol Pound users into the scheme who will be looking to spend their £Bs in your business.

Actions:

- Put your **WE DO** window sticker on clear display where everybody can see it.
- Download the [Bristol Pound logo](#) and use it on your website, invoices, menus, flyers, leaflets...everywhere. Make sure it's clear that you accept Bristol Pounds.
- Download or order more Point of Sale material from our website: <http://bristolpound.org/poster>
- ...Or if you're a creative type, use the [£B logo and Styleguide](#) to designs your own Bristol Pound signage.

3. Front-of-house ready – Staff trained

Your staff can play a key role in informing a customer's perception of the Bristol Pound. £Bs help to nudge customers towards new local businesses like yours, so make sure your staff are ready to receive them with open arms!

Actions:

- Download this [Staff Training checklist](#) to make sure your staff are clued up with everything they need to know.

Show your staff this [video of how TXT2PAY works](#).

Book a free Bristol Pound training session for your staff. Email:

trader@bristolpound.org or call **0117 929 8642**

4. Promote yourself to customers online

The Bristol Pound operates a free online and printed directory for all Bristol Pound traders. We are also highly active on social media, especially Twitter, on which we have a large following. Make the most of these free opportunities to promote your business.

Actions:

- Access your profile on the Bristol Pound Directory – add content, keywords and an image. Every Bristol Pound business can access their page on the [Bristol Pound Directory](#) and are listed on our [new Mobile App](#).
- If you can, add a [special offer](#) to attract extra customers to your business: bristolpound.org/login (These offers are all displayed online and on the App).
- On Twitter? Tweet about accepting Bristol Pounds! Who will be your first customer? Tweet about your special offers. Make sure to mention that you accept [@BristolPound](#) and we will retweet you! [\[Download the Bristol Pound Twitter Guide\]](#).
- Show that you accept Bristol Pounds on your own website (it will make £B members, and others, more likely to use your business). Download £B logos here: bristolpound.org/poster.

Basics – done!

You should be all ready to receive Bristol Pounds. The power of a local currency really happens when it's circulating within the network. So the next important step is to find ways of spending in Bristol Pounds. When you're ready, we are here to help...

ADVANCED:

Boosting circulation - spending, re-spending & creating Bristol Pounds

The Bristol Pound is all about spending locally to keep the currency circulating. This is how the Bristol Pound can have a truly mighty impact – so unless you really have to, don't break the circulation!

If all businesses who accept the Bristol Pound try and spend as many £Bs as they can, numerous opportunities for existing and new businesses will be created.

That's why we are very keen to help you re-spend all of your £Bs.

And remember: You don't need to wait until you've received £Bs before you can start spending them.

1. Spending, re-spending and creating Bristol Pounds:

It's easy to [transfer money into your own £B account](#) to make payments to other suppliers on the scheme. The message is simple: spend £B whenever you can, and as much as you can. The bigger the scheme gets, the better it becomes for all local businesses and local people. It's here to help all its members. So the more we use it, the more power we have.

Actions:

- When you need something, check the [Bristol Pound Trader Directory](#) to see if you can get it in £B. If you can't, then give us a call.
- Phone us up to see how we can help you to find new suppliers, or to use your account more efficiently - **0117 929 8642**
- Check which of your suppliers are already accepting Bristol Pounds and make sure you pay them in £Bs. If you are not sure how to pay online, check the Bristol Pound [User Guide](#).
- Come to the next Business-to-Business Monthly Mingle – bristolpound.org/events, where all Bristol Pound businesses are welcome to meet and socialise.
- Help recruit your existing suppliers to the Bristol Pound scheme – [\[download this pro-forma letter\]](#) and send it to all your suppliers, encouraging them to join the Bristol Pound.
- Send us a list of your suppliers and we'll help encourage them to join too.
- Pay your Business Rates to Bristol City Council [\[see final page of the User Guide\]](#). You can do this even if you haven't received enough in £Bs by paying sterling into your £B account. Paying business rates from your £B account passes on the local spending commitment to the council – a powerful boost to the local economy.

- If you get really stuck, convert your Bristol Pounds back to sterling at no charge. Please treat this as a last resort, because it takes money out of the scheme. Before you do this, give us the chance to help you spend your £Bs – get in touch.

2. Give Bristol Pound as change to customers.

Giving change in Bristol Pounds is [a brilliant way to engage customers](#), and keep £Bs circulating in the local economy – have fun with it!

Actions:

- Find out where your nearest [Bristol Pound Cash Point](#) is located – either get a float of £Bs for sterling, withdraw some paper £Bs from your electronic account.
- Put up some [“£B the change”](#) stickers, so customers know to ask about it.

3. Promote the Bristol Pound to your staff with a payroll scheme.

You believe in the Bristol Pound and you want it to grow. Share your belief with your staff so more people are using £Bs. Offering to part pay staff in £B is a great way of encouraging **them** to participate. We advertise the companies that offer a £B payroll scheme, so it's a great way to gain exposure for your company.

Actions:

- Get in touch with the Bristol Pound team for an initial conversation – **0117 929 8642**
- [\[Download a £B Payroll document\]](#) to circulate to your payroll team.
- [\[Download a £B Payroll document\]](#) to circulate to your staff.

4. Online payment integration – ecommerce.

A huge number of payments are now done online – Bristol Pounds can be used to buy things online, and we don't want you to miss out!

Actions:

- Visit bristolpound.org/ecommerce and read up on the various options for integrating £B into your online trading.

5. Accounting, managing and re-spending your Bristol Pound account.

Bristol Pounds should be treated the same as Sterling, as both paper and digital £Bs are backed 1-1 with Sterling so from a tax and accounting perspective, you need to account for them in the same way.

Actions:

- Get in touch if you need any support: mike@bristolpound.org. We can put you in contact with another £B trader who has already integrated £Bs into their system.

contact: trader@bristolpound.org Phone: **0117 929 8642** Twitter: [@BristolPound](https://twitter.com/BristolPound)

Web: <http://bristolpound.org>



That's it! If you've ticked all of these things off, you're doing just about all you can to support the £B. So keep it up, and encourage others to follow in your footsteps!