

## Bristol Pound Business Champions

The Bristol Pound is a digital and paper currency made for (and by) the people of Bristol. It is complementary to Sterling, with 1 Bristol Pound (£B) equivalent to 1 Pound Sterling. Bristol Pounds can be spent in hundreds of Bristol businesses right across the city. They can also be used to pay business rates, council tax, energy bills and for public transport.

The aim of Bristol Pound is to support Bristol's local and independent businesses, keeping Bristol's wealth circulating within Bristol to create a fairer, more inclusive and resilient local economy with vibrant high streets and communities.

Business Champions endorse and support the work of Bristol Pound. By signing up to become a Business Champion, businesses commit to:

- **SPEND** Bristol Pounds
- **PROMOTE** the use of Bristol Pound
- **SUPPORT** Bristol Pound

Spend Business Champions seek out Bristol Pound business members as suppliers where possible, and pay those suppliers in Bristol Pounds - providing liquidity to the closed loop system of Bristol Pound.

Promote Business Champions publicly show their endorsement of Bristol Pound as a local currency and support its aims. They contribute to finding innovative ways of using and promoting the currency, for example, running a suggestion reward programme using Bristol Pounds, running a Bristol Pound cash point for staff to exchange Sterling for Bristol Pounds or paying a local charity of the year a proportion in Bristol Pound.

Support Business Champions offer support to Bristol Pound by hosting networking events for members, or by offering support to Bristol Pound business members to help them use Bristol Pound as seamlessly as possible. For example, you may speak at business events and explain how you enable transactions in Bristol Pounds in your business.

### What Business Champions can expect from Bristol Pound

- 1) We will promote you as a Bristol Pound Champion via our website, social media and in press releases;
- 2) We will provide support and training to staff on Bristol Pound processes;
- 3) We will provide help, support and training to your suppliers in accepting Bristol Pounds;
- 4) We will award you with a certificate;
- 5) We will offer you the opportunity to speak at our events; and
- 6) We will provide information and/or presentations for your staff about Bristol Pound.