

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 the Bristol Pound scheme 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.

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

- Promoting Bristol Pound as a local currency and endorsing its aims;
- Seeking out Bristol Pound business members as suppliers where possible, and paying those suppliers in Bristol Pounds;
- Offering support to Bristol Pound business members to help them use Bristol Pounds as seamlessly as possible, for example by speaking at business events and explaining how you enable transactions in Bristol Pounds in your business; and
- Contributing 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, offering to part pay salaries in Bristol Pounds, or hosting networking events for members and potential members.

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 you with a certificate;
3. We will offer you the opportunity to speak at our events;
4. We will provide training and / or presentations for your staff about the Bristol Pound; and
5. We will supply you with a range of promotional materials for the Bristol Pound.