



### **Mission**

To create a currency that is a demonstrable, systemic driver of a fairer, sustainable low carbon economy for the Bristol region.

### **Is there a link with Transition?**

The Bristol Pound scheme emerged from the Transition Bristol Money and Economic Forum.

### **Your product or service – how much does it help improve resilience in your local community or elsewhere?**

A local complimentary currency open to all independently owned businesses based in the city region, plus primary producers up to 50 miles outside the city. This builds connections between businesses, with communities and individuals. The economy is also, therefore, more transparent to consumers and enables them to make choices with a view to short and long term social and environmental goals in mind.

### **Employees**

4 part time staff plus 3 directors.

### **Are you in profit? If not, when do you anticipate being so? How long have you been trading?**

For the account year ending: 31/12/2011, the figures are as follows:

Total income for the year (A) £8850

Total expenditure for the year (B) £5365

Total savings or reserves at the year end £3489

### **What is your company structure and why did you choose it?**

A CIC is easy to set up and locks assets into our community. In addition, we operate in conjunction with the Bristol Credit Union.

### **What about financial sustainability? Are you trading or part-trading without money?**

Combined funding plus scheme revenues 2012/13: Initial funds: Tudor Trust, Local individual donations, Local Authority, DECC. Seniorage from paper pounds, TEXT2PAY and online payments revenue, range of research funding trader membership fees, public service payments from LA, EU development funding.

### **Are you looking to build more common wealth & ownership and is priority your profit sharing and/or community benefits versus more traditional investor returns?**

Profit sharing through re-circulation of local wealth combined with non-profit banking.

### **Localisation – are you sourcing, distributing and interacting locally?**

Yes and enabling other diverse actors in the region to begin this process.

### Climate impacts – negative, beneficial or neutral?

Beneficial: shorter supply chains and localised production allows localised control of inputs and reduces dependency on fossil fuel intensive transport

The Bristol Pound is viewed by the Local Authority as a key underpinning for all their aspirations to develop Bristol as a sustainable city region. A local/regional currency is a structural intervention that over time can steer the region's economy to a very different place. It is a big ask for businesses and individuals alike, but without such structural interventions it is almost impossible to achieve the qualitative and quantitative changes required.

