



# WHAT ARE THEY

UK , GERMANY, USA  
PRINTED NOTES

Chiemgauer:

€5.1m 600 businesses

est.

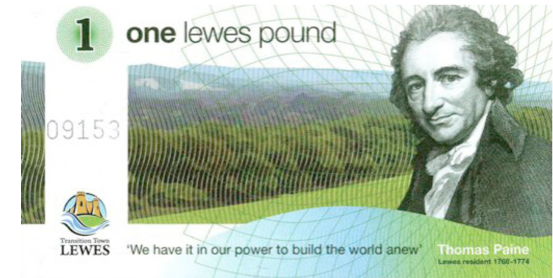
2,500 people regular use

€100,000 for community/charity

Totnes Pound



*Keep them circulating!*



# Simple, Fast & Secure





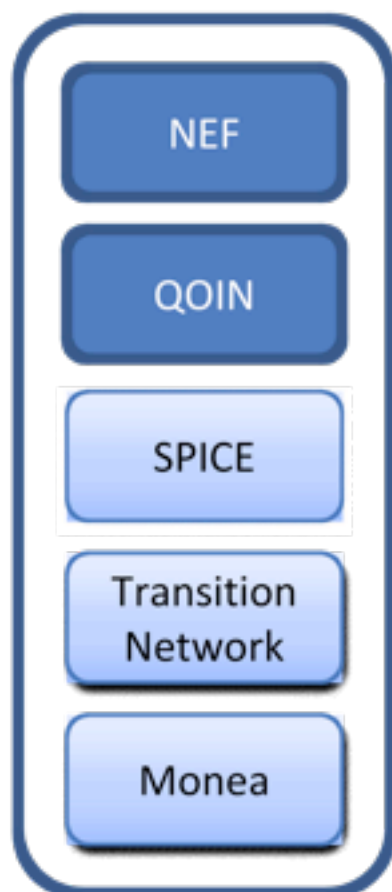
## IMPACT

- 30 projects set up in community organisations in South Wales from 2005-08, the number of people actively giving their time to the community rose from 278 people to 2981
- University of Wales study of Spice's projects, 86% reported that they had learnt a new skill and 72% felt a stronger sense of community.
- Blaengarw almost half the community engaged, 783 giving time, 33 new groups inc. a food cooperative.
- Bettws 500 young people active, drop off in crime of 17%.

# Monea

## Governing Structure of Unincorporated Membership Association

### Member Organisations



One representative from each Member  
Revolving Chair  
Monthly meetings\*

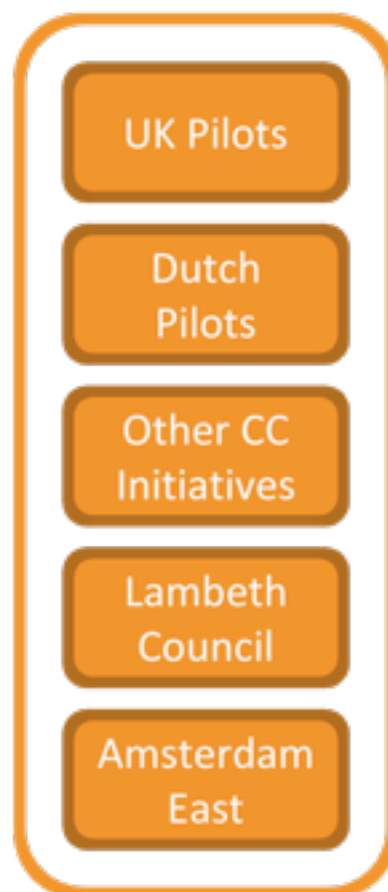


Decisions are binding on the Members

\* Meetings can be over skype or conference call. Monthly is the minimum

Membership is open to Community Currency Expert Organisations and Community Currency Network Organisations that agree to abide by the Code of Ethics

### Stakeholders



One representative from each Member  
Elected Chair  
Quarterly meetings\*\*



Recommendations are advisory to the Management Board

\*\* OR instead - No meetings but regular structured consultations for views on key decisions. Eg using Survey Monkey.

Membership is open to Community Currency Initiatives using Monea and Local Authorities supporting Monea. Agreement to abide by the Code of Ethics is a requirement of using Monea



# The Bristol Pound Scheme

City and surrounding region

Electronic and printed

300 independent businesses

1000 account holders





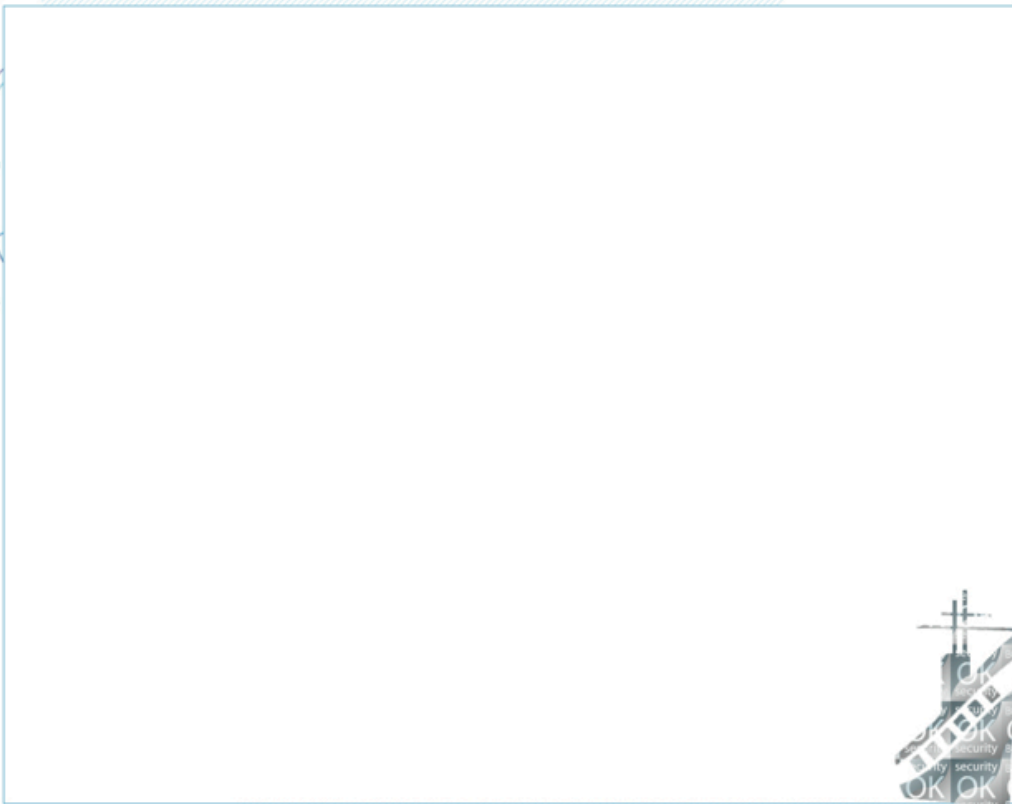
# 10



BP10 000001



WITH THANKS TO WINNERS NAME FOR THE ARTWORK.



FOR A LIST OF TRADERS AND ISSUING POINTS VISIT [WWW.BRISTOLPOUND.ORG](http://WWW.BRISTOLPOUND.ORG)



# £10

## TEN BRISTOL POUNDS

*People of Bristol*  
BACKED BY  
BRISTOL CREDIT UNION

# Bristol Pound Farm-Link

- Regional Suppliers of fresh fruit, veg, meat and dairy
- Primary production is a special case
- Haulage costs rising
- Reduced/zero redemption fees





# Why city-wide?

- Big enough to feel significant
- Well resourced development and support
- Financially sustainable through transaction fees



# 7 Key Benefits to traders

- Direct access to new customers through major employer payroll schemes and ongoing public sign up events.
- Build loyalty with powerful branding to compete effectively with big companies
- Free city wide continuous marketing, print and TV, online, social media, community groups, clubs, colleges and more
- Free mobile for first 50 retail businesses to open their account
- Bonus of 5% extra £B on the first £100k deposits to incentivise spending
- Direct Business to Business trading and networking
- Fast, low cost secure text payments. Receive funds into your account in seconds. No waiting for third parties to process your money.



# The Potential

- More customers spending money with independent traders
- Improved cash flow for members of the scheme
- Build a green and resilient local to regional economy



# WHO runs the Bristol Pound?

- Bristol Pound CIC
- Bristol Credit Union
- Multi stakeholder board
- Everyone who joins the scheme



# Key characteristics

- legal
- secure
- simple
- a market place for local businesses
- a systemic driver to boost localisation





# What it's not. . . .

(RUMOURS AND MYTHS)

- a tax dodge
- a LETS scheme
- a profit making venture for the organisers
- a Council project
- a replacement for Sterling



**BRISTOL  
POUND**  
Our city, our money, our future.



# When?

- Media launch 6th Feb 2012
  - 1+million people in 1 week
- Public events and Volunteer programme
  - running now and through 2012
- Go live – May/June 2012
  - full spectrum media coverage and widespread public engagement.

