

# The Brixton Pound

## Supporting local economy with the Brixton Pound

The Brixton Pound (GB) is a local currency that is available as an alternative to the pound sterling. The first trading day of the Brixton Pound was on 18 September 2009 with 80 local businesses accepting the currency. The Brixton Pound aims to boost the local economy and build a mutual support system amongst independent businesses by tying local shoppers to local shops and by encouraging local shops to source goods and services locally. The notes are available in B  1, B  5, B  10 and B  20 denominations and depict local celebrities such as the community activist Olive Morris and the environmentalist James Lovelock. Lambeth council has endorsed the project which the New Economics Foundation helped to develop. On September 29, 2011, the Brixton Pound launched an electronic version of the currency where users can pay by text message.  



Project author or developer:  
**Brixton**

Where:  
**GB / United Kingdom / Devon**

Website:  
**[www.brixtonpound.org](http://www.brixtonpound.org)**

