



No Small Change - Toolkit 5: Brixton Pound Example

In 2012 the Brixton Pound (B£) launched a project called Payroll Local which enabled Lambeth Council staff to take some B£s directly in their salary.

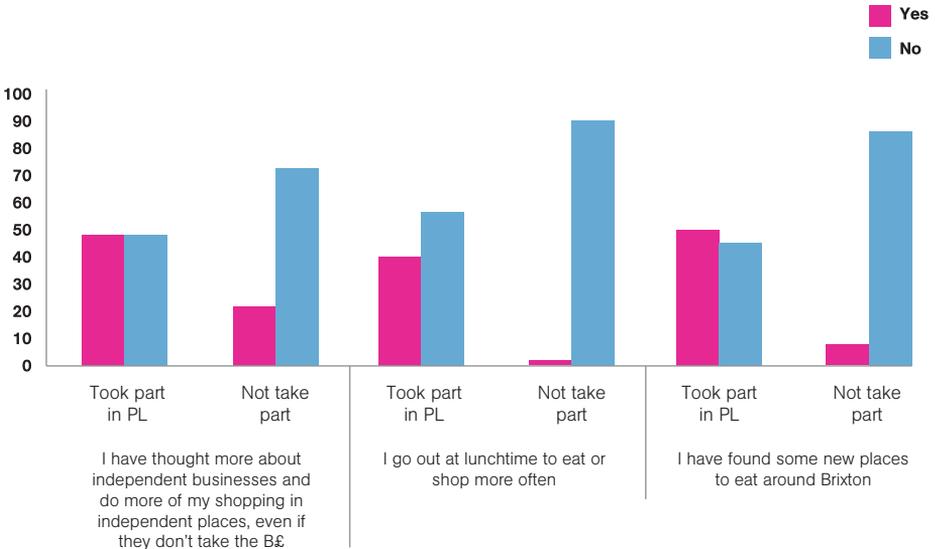
After the project had been going for a year, the B£ implemented an outcomes questionnaire to see what had changed for people who went on to take B£s in their salary and use the currency. They were also able to invite people who did not sign up to the scheme but had initially expressed some interest and compare their outcomes to those who had taken part.

Some initial results from this are presented in the graphs below. There are two groups:

- ‘Took part in PL’ are staff who signed up to the Payroll Local scheme and took some B£ in their monthly salary.
- ‘Did Not take part’ are staff who expressed some interest in the B£ by completing a research survey before the project started. These people typically were supporters of the B£ but not users and they all had at least some experience of using the currency because they were given some B£ as a reward for completing the survey – although they may not have spent these.

Figure 15: Brixton pound survey results on spending

Have you changed the way you spend money in any of the following ways?



Comparing these two groups is interesting as a common critique of currencies like the B£ is that they are only used by people that already do their shopping in local shops. In this case we are able to look within the self-selected group of people who have some interest in using a local currency to see if there are differences between using it on a regular basis and just hearing about it (and possibly using it once or twice).

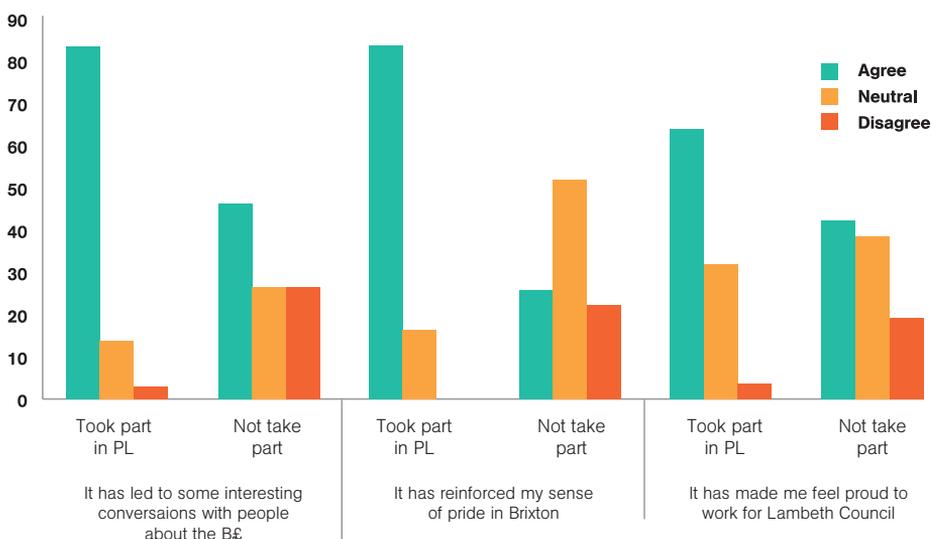
The results found that:

- Most changes were only experienced by people who signed up to Payroll Local. For example, 40% of people who took B£s in their salary reported going out at lunchtime in Brixton more, compared to less than 2% of those who didn't.

- There were some outcomes for people who didn't sign up to the project. For example, over 40% felt it showed that Lambeth Council was innovative and 25% felt reinforced pride in Brixton even if they didn't actually take part. These reports were still lower than those who took B&S in their salary.

Figure 16: Brixton pound survey outcomes not related to spending

Has the Brixton Pound had any other outcomes which are not directly related to how or where you spend your money?



If you are thinking about doing a study like this, there are a couple of things to consider:

- You will need people's contact details and permission to contact them again to do a follow-up survey.
- You may have to provide incentives for people to take part, especially those who did not sign up to your project. In this case, staff were given B£10 for the first survey and a free cupcake in a participating business in the second survey.