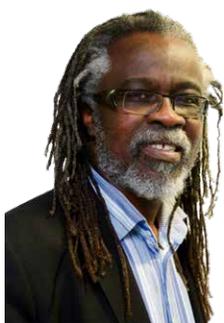


BRIXTON BID

WE'RE TALKING BUSINESS

Brixton BID is a not-for-profit organisation dedicated to strengthening Brixton's diverse business culture. We represent more than 650 levy-paying businesses in the local area and work to develop new and exciting opportunities for Brixton. Local business voted in November 2018 for the BID to continue its work for another five years.

For the record ...



Michael Smith, Director of the Brixton Business Improvement District, on music, memories and the importance of protecting our local economy

For as long as most of us can remember, Brixton has been the place to shop for vinyl records. Reggae, rare groove, ska, garage, rockers. You name it and Brixton had it. We had vinyl music specialists prepared to sell you vintage vinyl or to it from you.

Some people can still recall buying or simply browsing records at Desmond's Hip City - Railton Road in the 70s and pristine dub plates from Blacker Dread - Coldharbour Lane.

DJs and music lovers were responsible for record sales back then. Now, superfans reportedly account for more than 71% of the 4.2 million vinyl records sold in the UK in 2018.

Without these superfans, who today are prepared to pay more than £50 for a "rare mint" 10" 45rpm selection, some very famous vinyl stores 'good for browsing records' and the purchasing of the odd selection faded away in the 90s and early 2000.

Record shops in and out of Brixton come to mind, Dub Vendor on Lavender Hill, and Our Price and Red Records on Brixton High Street.

The vinyl market in Brixton is healthy, vibrant and very visible. Lion Vibes, Pure Vinyl, Supertone, Universal Roots, Container Records and Soul Proprietors, a little out of town on Elm Park, all appear to have gotten the mix between browsing and sales right.

Vinyl enthusiasts and superfans are not just leaving these stores with rare dub plates but also with knowledge gained from music specialists that could not be had online.

Live music

Like vinyl record shops, Brixton was also famous for live music venues. But with the imminent closure of Club 414 in May, Brixton will lose another live music venue to add to a

trail of fading memories.

Few people will now be able to imagine Brixton Town Hall as a live music venue. The Coach and Horses, The Fridge, The Atlantic, all gone as live music venues.

Where in Brixton will young musicians of the future get their chance to perform? These venues opened doors for performers some of whom later became famous: Courtney Pine, Linton Kwesi Johnson, The Alabama 3 ... to name but a few.

Big ticket venues such as the O2 Academy and the Electric are still pulling crowds. And while venues like the Effra Hall Tavern and Hootananny do sterling work, small bands and new and upcoming performers are running out of local places to perform.

Local is vital

The concept of local is vital for organisations like Business Improvement Districts (BIDs). They operate locally and focus on adding value to local economies.

Preventing the decline of local economies and the demise of local businesses is important to BIDs.

We see threats in the closure of local newspapers and the demise of High Streets.

We campaign and support better deals for local business rate payers. Our levy collected from local businesses is used to provide additional security for local businesses, public realm development and improvements and destination planning.

Liveable neighbourhood and clean air projects are important to BIDs. We see the benefit in them for local businesses.

The Brixton BID is in full support of opportunities such as the Greater London Authority's Cleaner Heat Cashback scheme for businesses (<http://bit.ly/GLA-CHC>).

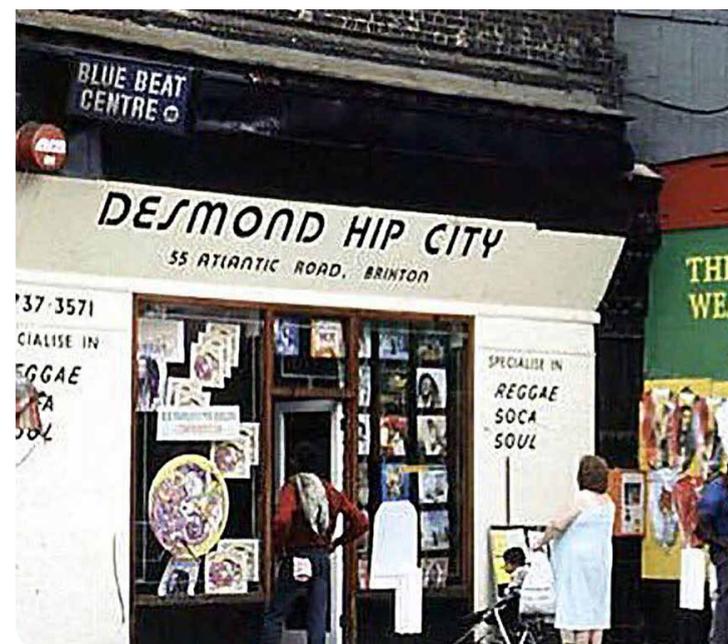
And we are driving our Brixton BID Zipvan project offering better rates for local businesses and access to an electric Zipvan.

Our local campaign to assist the removal of graffiti from walls and shutters is in full swing. Please report graffiti affecting your business – email graffiti@lambeth.gov.uk or call 020 7926 9000. Visit our website for more information on the Brixton Bid and to see some of the other things we do.

For the record, Brixton will never get over saying goodbye to the iconic 414.



While sellers of vinyl in Brixton have gone – from Desmond's Hip City to Blacker Dread – it remains a major centre for non-digital music and the culture.



Music was always his passion

Brixton resident and vinyl lover Nick Lucas launched Soul Proprietors in July 2017, funded by a redundancy payment.

Nick, who has worked in sales in different parts of the country, decided to settle in Brixton more than 10

years ago.

He says music has always been his passion: "I spent about four years in and out of charity shops, antique shops and car boot sales and was surprised at the gems I discovered," he says.

There were records worth

Brixton is our vinyl nation

Over the years have come and gone to Red Records and Blacker Records are of the growing market cultures that embrace it



hundreds going for just a couple of quid. Eventually, I was able to pay rent with the money earned selling rare records that I procured for next to nothing from unexpected places. "It got to the point where I had too much of a good thing, so the next step was

opening a shop."

Nick also puts on live appearances, including one by Skinnyman last year

- Soul Proprietors
64 Elm Park, SW2 2UB
■ 07532 492196
- soul-proprietors.business.site

A sense of community for everyone to enjoy

Claudia Wilson moved her Pure Vinyl Records into the Ferndale Road shop it now occupies as part of the Squire & Partners redevelopment in September 2017.

It had been in the Reliance Arcade since 2015 – very much part of the community. And Claudia strives to create a sense of community in Pure Vinyl by providing a free and social space for everyone to enjoy.

Born and raised on Brixton, she played behind the decks at Mango Landin' – now a block of flats on Brixton Water Lane.

After it closed, she set up a Saturday stall outside a record store owned by her friend Simon in Brixton Village, selling records and playing music to help him when he was ill. For two years, she was doing what she loved.



Unhappy in her full-time job, and following words of wisdom from her mother, Claudia packed it in to set up her shop in the Reliance Arcade. She has never looked back.

Music was a way of life for all of her family. In the 1960s the radiogram in the front room alongside a stack of her father's blue beat records was the

centrepiece in Claudia's home.

Recalling her start as a vinyl seller, she says: "Getting Reliance was an achievement. That place was my sanctuary".

It was, she says, a heart-wrenching decision, to move to her new shop. But it means she can display a wider selection of her favourite records and, with other members of the community, host events.

"I pride myself on my records – the records I have in this shop are my own selection," she says.

Her speciality? Finding 7" soul records.

- Pure Vinyl Records
The Department Store, 246 Ferndale Road, SW9 8FR
■ 020 3598 5272
■ facebook.com/purevinylondon

Based in Brixton – and one of the first in the world

LionVibes in Brixton Village began life as a local market stall. Since 1997 it has been an online shop, selling vinyl to enthusiasts across the globe – one of the oldest and most established retailers of original reggae vinyl in the world.

Today there are two websites – one for new music and the other for vintage. Prices for vintage records range from £2 to £750.

In 2016 Lion Vibes opened a retail shop in Brixton Village in the former premises of another vinyl vendor – Music Temple.

Owner Matt Downs, whose home town is Brixton, spent five years selling records from the stall and then began to visit Jamaica to record music for his LionVibes label.

He says LionVibes at 98 Brixton

Village, is near the historic sites of Alton Ellis' All Tone record shop, Desmond's Hip City – part of Jamaican entrepreneur Lee Gopthal's Muzic City chain – Joe's Record Shack, and the Soferno B label and sound system.

- LionVibes Record Shop, 98 Granville Arcade, Brixton Village, SW9 8PS
■ 07459 221925
■ lionvibes.com

Reggae, garage and jungle fly out of the door

There is a rich history of playing, recording and listening to music in Brixton and all of that history, bands, DJs, labels, parties, records, is channelled through the local customers, says Container Records' Jack Christie.

"The demand for certain sounds definitely shapes our stock. You couldn't get away with not selling reggae in Brixton, of course, and it being South London, sounds like UK garage and

jungle fly out the door," he says.

Record Store Day on 13 April this year came at a bit of a lull point in the year. "Winter and summer are good but spring would otherwise be a bit flat," says Jack.

"It's very popular and by far our biggest day of the year, and the extra income helps us survive, as it's not the most lucrative market.

"We use Record Store Day as an excuse to host a record label market.

This year was our biggest yet, we had 20 tables hosted by some of our favourite record labels and an area dedicated to second-hand digging, and DJs in the event space and the shop until late.

"We'll be back next year with another big party on the day!" [18 April].

- Container Records
Pop Brixton, SW9 8PQ
■ 07977 300074
■ containerrecords.com

It began with a sound system

Supertone Records at 110 Acre Lane began life as a sound system in 1969 and played all over the country.

In 1984 owner Wally B opened the shop to sell reggae along with soul, calypso and soca and is now known all over the world for its stocks of reggae music and is visited regularly by top names in the genre.

Supertone also reissues vintage reggae on its own label, letting a new generation listen to historic tracks that might otherwise disappear. Its Brixton shop contains many thousands of now-deleted 7" reggae singles.

Alex Caramellino from Italy works on reissues. Arriving in London 10 years ago he got a job with Supertone working on the mail order department and creating a website. Since 2012 he has run his own label, Jah Fingers Music from Brixton.

- Supertone Records
110 Acre Lane, SW2 5RA
■ 020 7737 7761
■ supertonerecords.co.uk



Want sauce with that?

Universal Roots Records is in the former Reliance Arcade premises of Claudia Wilson's Pure Vinyl and, like other Brixton vinyl shops, has its own label.

As well as vinyl, proprietor Markie Lyrics (above) sells merchandise including Howl at the Moon Sound System Sauce.

- Universal Roots Records
33-35 Reliance Arcade, 451 Brixton Road, SW9 8JZ
■ 020 7326 1783
■ facebook.com/UniversalRootsRecords



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