

LIBRARY OF THINGS

libraryofthings.co.uk
@libraryofthings



Definition

Library of Things

'laɪbrəri: əv 'θɪŋz

noun

A friendly place where people come to borrow useful things and learn how to use them

Mission

To make borrowing better than buying.

By better, we mean

- more affordable
- more convenient
- more socially rewarding

The London 'flagship'

Having run a shoestring prototype in a public library and crowdfunded £15,000, Library of Things launched its first trading outlet in July 2016 in a shipping container space in West Norwood, South London.

Local people come to borrow useful items like DIY tools, gardening stuff and camping kit and learn how to use them – through 1-to-1 tutorials and group workshops.



A community-powered business

How it works:

1. Browse Things in-store or online (<http://libraryofthings.co.uk/catalogue>)
2. Become a member for a small fee (starting at £10 / month) OR choose 'pay as you go'
3. Borrow Things for your home, projects or adventures. Learn how to use them in a demo with trained Librarian
4. Host, lead or attend a workshop eg. woodworking or mending



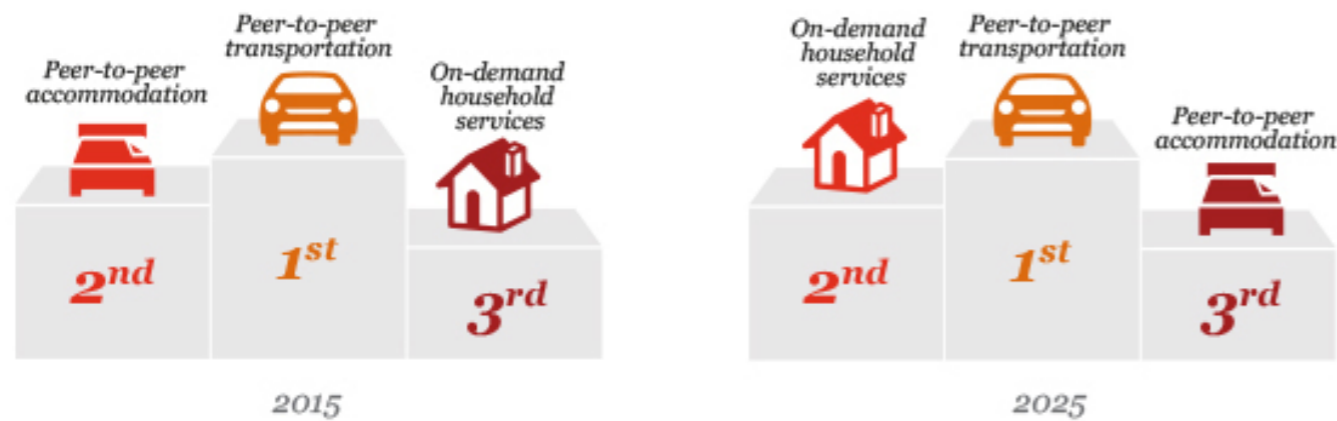
...aligned with global trends

Global Agenda

8 predictions for the world in 2030

1. **All products will have become services.** “I don't own anything. I don't own a car. I don't own a house. I don't own any appliances or any clothes,” writes Danish MP Ida Auken. Shopping is a distant memory in the city of 2030, whose inhabitants have cracked clean energy and borrow what they need on demand. It

Sharing economy platform revenues in Europe



Source: 2016 PwC analysis

Guardian sustainable business
international social enterprise

Is the Library of Things an answer to our peak stuff problem?

New social enterprise lending everything from spades to wetsuits is one of a new breed of organisations pitched as a democratic alternative to Uber and Airbnb



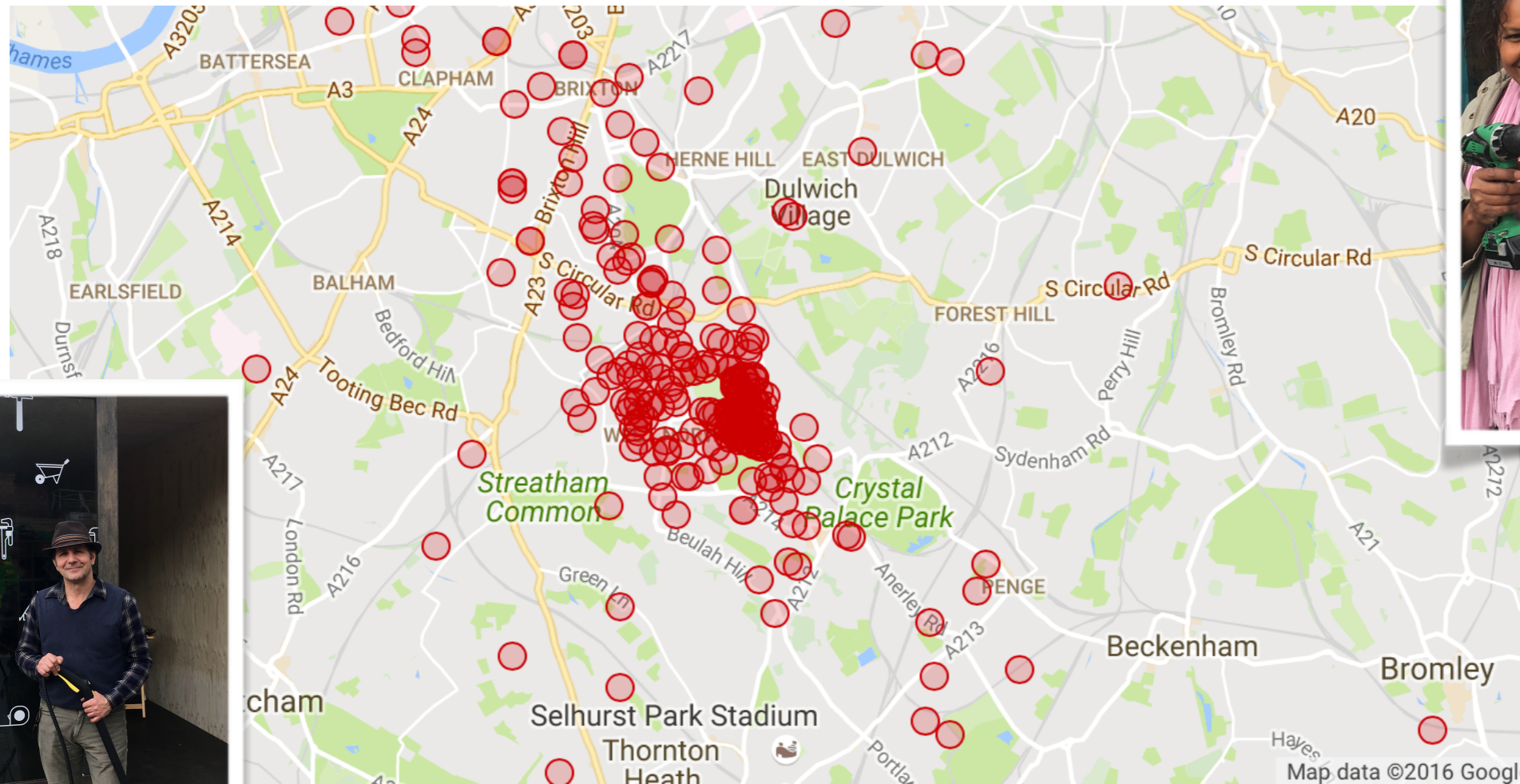
A growing member base

Total members (April 2017): 420

Regular borrowers: currently 20% of members

Geographical distribution: 80% of members are a walk or bus ride away

User groups: Low income (35%), young families & young professionals (40%), civic and enterprise projects (25%)



Powerful social impact

By providing access to affordable things, practical skills and local networks, Library of Things

- **Increases wellbeing:** One member said, 'Damp in my council house is making my son ill. I can't afford a dehumidifier; they cost £200!'
- **Increases confidence:** Member Debra learned to use a drill with a Librarian, affixed her curtain rails herself and came back beaming.
- **Increases civic participation:** Member Sabine started an apple festival on her estate using the gazebo and PA system.
- **Increases entrepreneurship:** Members Sue and Dugald borrowed chairs, drinks dispensers & music speakers for first-time market stalls
- **Increases cohesion & trust:** Many neighbours have met for the first time at Library of Things

 **Library of Things** added 2 new photos.
Published by Rebecca Trevalyan [?] · 25 August 2016 · 

What a busy day of borrowing!

Tents and sleeping bags for Natalie and Paul, a lesson in wallpaper steaming for Joslin, a carpet cleaner for Tarek, a vacuum cleaner for Paul and a tea urn for Diane and her community event!



Library of Things @libraryofthings · Sep 10

And the Big Dig is underway for Tritton Vale Pocket Garden! Happy we can support with the tools & gardening gear


 TVPG, EdibleGipsyHill, Gipsy Hill Market and Community Shop



  5  8  



Library of Things shared Incredible Edible Gipsy Hill's video.

Published by Rebecca Trevalyan [?] · 9 September 2016 · 

Who's coming along to Gipsy Hill Market tomorrow, 10am-4pm?

Delicious juices, fresh fruit and veg, and piping hot dumplings whipped up by Community Shop's star chef, Trish.



824 Views

Incredible Edible Gipsy Hill

6 September 2016 · 

GIPSY HILL MARKET VIDEO: Our latest video dedicated to the new Gipsy Hill market. It's on this Saturday 10th, lots of great food and a nice crowd. The Library o...

[See more](#)

A stock base of high quality things



Cleaning



Catering



Gardening



Adventuring



DIY



Hobbying



Proven demand

◆ Total times loaned

▼ Total fees

Carpet Cleaner	54	417.25
Power Drill, Combi	28	125.00
Hand Sander	20	92.50
Steam Cleaner	18	83.50
Sewing Machine	12	68.50
Ukulele	12	24.00
Jig Saw	11	44.25



PENDING

1

[VIEW LIST](#)



ON LOAN

23

[VIEW LIST](#)



OVERDUE

2

[VIEW LIST](#)

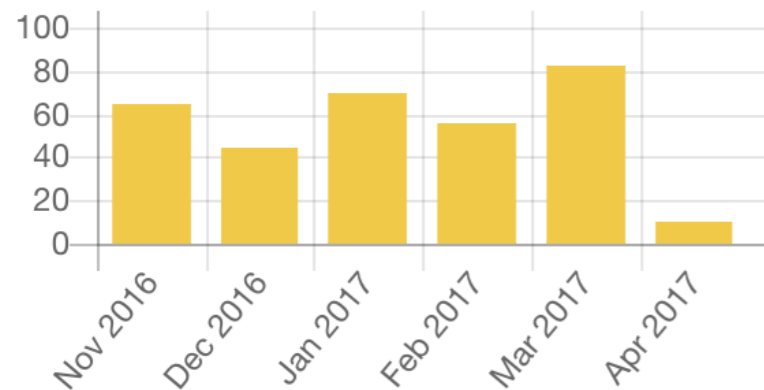


RESERVATIONS

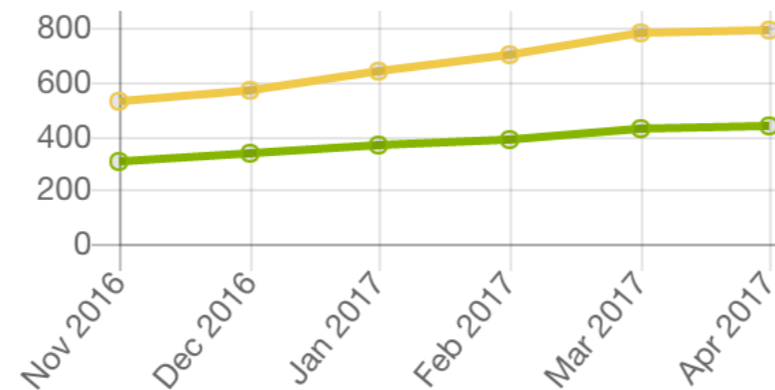
16

[VIEW LIST](#)

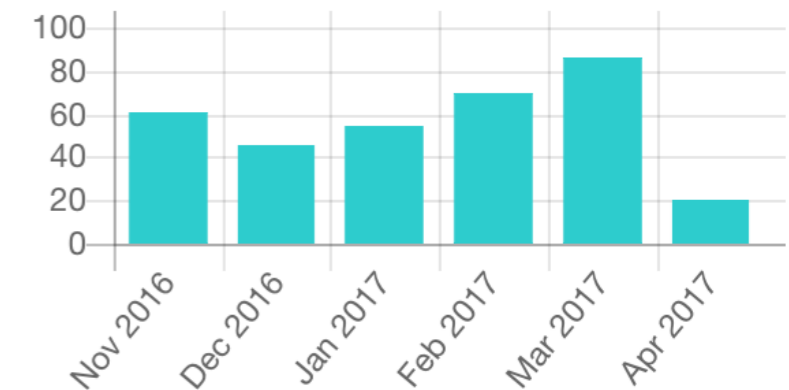
New contacts



Total number of **contacts** / **memberships**



Loans per month



Stock partnerships in progress

Library of Things only stocks products from extraordinary brands. All products must be

- intuitive and user-friendly
- highly durable even with extensive use
- from leading household brands

Having received stock sponsorship from B&Q, Patagonia, Berghaus and Hitachi, Library of Things is now developing longer-term partnerships with 10 extraordinary brands.

Groups like Bosch and Karcher are interested in partnering with Library of Things to

- Gain product insight through customer feedback
- Have 'guys on the ground', actively demonstrating and championing their products
- Gain brand exposure through press and marketing



Cleaning



Catering



DIY



Adventuring

Towards a grant-free business model (gross profit)

The aim is for each Library of Things 'node' to be financially self-sufficient. See below the income less cost of sales (direct costs) for the London node. Y2 estimates are contingent on 0.8FTE staff member (see next page). Economies of scale mean that cost of sales drop significantly when 2 or more nodes work together – to bulk buy stock or merchandise for example (not reflected here).

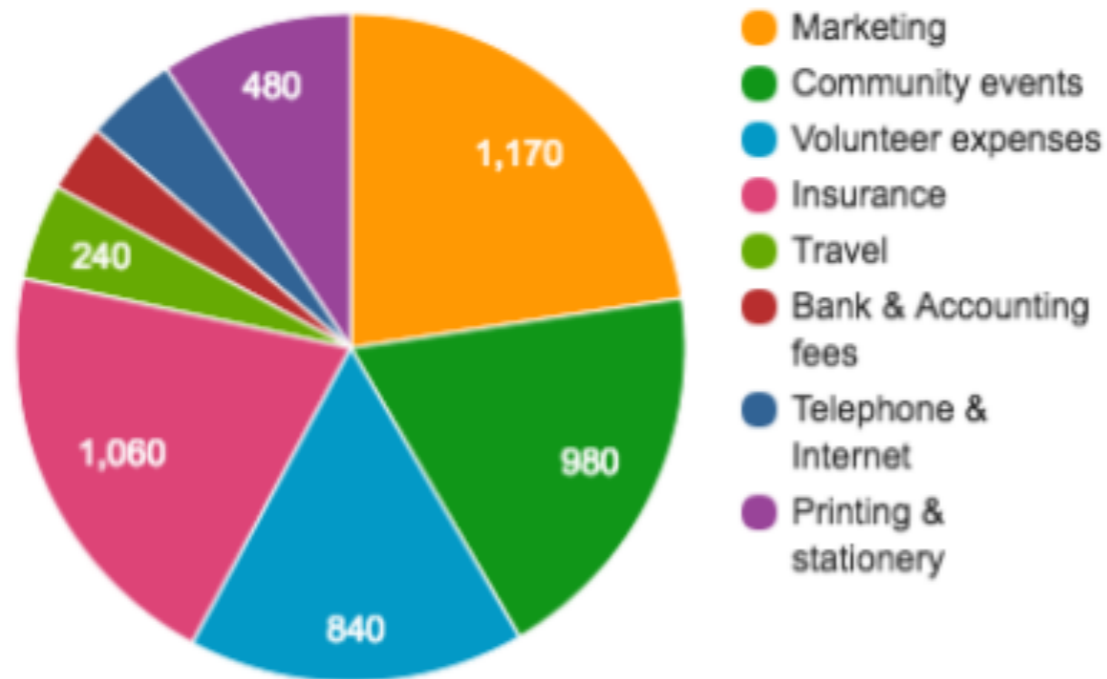
Income	Y1 estimates	Y2 estimates	Assumptions
Borrowing	£2,605.50	£8,410.61	Min. 3, max. 12 borrows per day, 3 days per week. Ave borrow £5. 0-400 members Y1, 400-1000 members Y2
Membership	£0.00	£4,980.00	3 tiers: Individual (£10 / month), household (£20), organisation (£30). 40% of users purchase membership.
Learning	£0.00	£2,760.00	Meet-ups (15 pax, £5pp, fortnightly). Masterclasses (8 pax, £60pp, 2 per year). 50:50 split with facilitator.
Micro retail	£563.00	£2,274.00	T-shirts (gross margin 58%), tote bags (gross margin 20%), local honey (gross margin 15%)
Total income	£3,168.50	£18,424.61	
Less cost of sales			
Stock	£1,585.00	£6,000	20% of stock base is donated.
Stock maintenance	£320.00	£960.00	
Merchandise (micro-retail)	£1,510.00	£1,040.00	
Workshop delivery (learning)	£0.00	£840.00	Materials sourced from surplus / waste streams, so low-cost
Processing fees	£83.04	£456.87	Stripe processing: 20p + 2% per transaction
Total cost of sales	£3,498.04	£9,296.87	
Gross profit	-£329.54	£9,127.74	

Towards a grant-free business model (overheads)

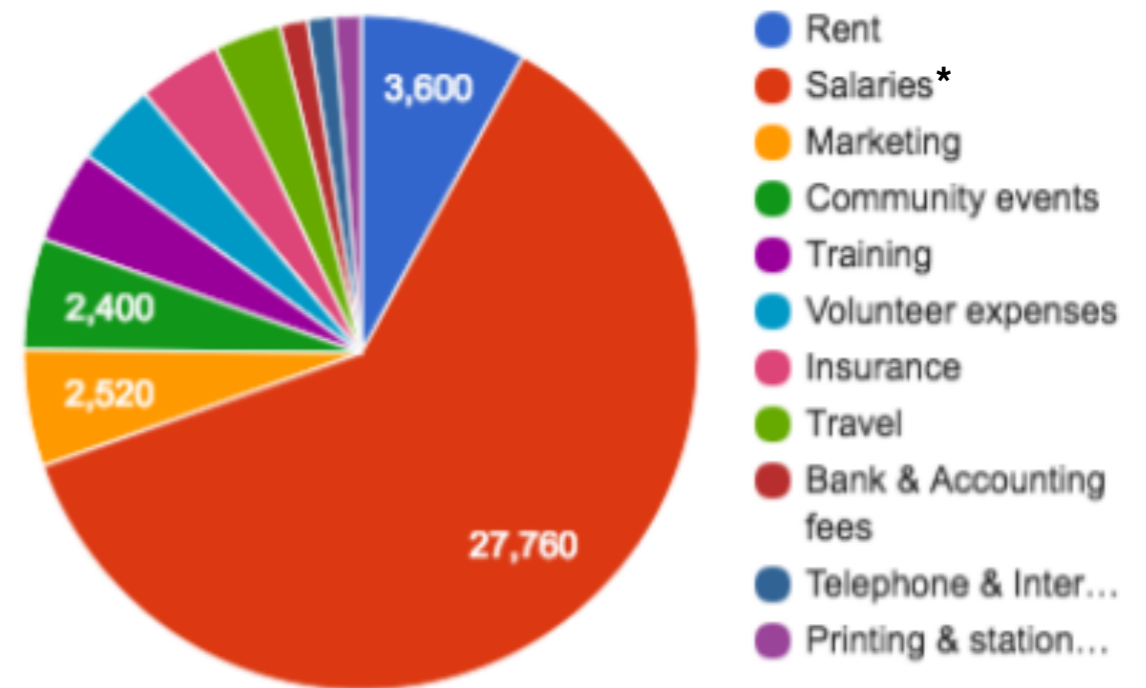
Rather than a standalone service, LoT can be one ‘lego block’ among others, in a community hub like a library, park, community shop or workspace. It might sit alongside services like makerspaces, childcare provision, community cinema, renewable energy provision and/or advice, book lending etc. As such, it can reduce its overheads dramatically by sharing costs like salaries, rent, utilities and insurance.

The London node does not currently share staff resource in such a hub, as reflected in Y2 below – but rent and some utilities are sponsored by host organisation Community Shop.

y1 £5,200 total



y2 £45,000 total



***Salaries (est.)**

Community Activator 0.4 FTE, £25,000 pro rata (grant funded)

The plan

Short term

Grow revenue streams

- Launch subscription membership
- Upgrade stock
- Click & collect borrowing
- Hire Community Activator

Mid-term

Reduce overheads

- Stock partnerships with top brands
- Self-service borrowing
- Co-locate in community sharing hubs

Long term

Grow the movement

- LoT peer network
- LoT hub
- LoT Bootcamp++

The long-term plan: Growing the movement

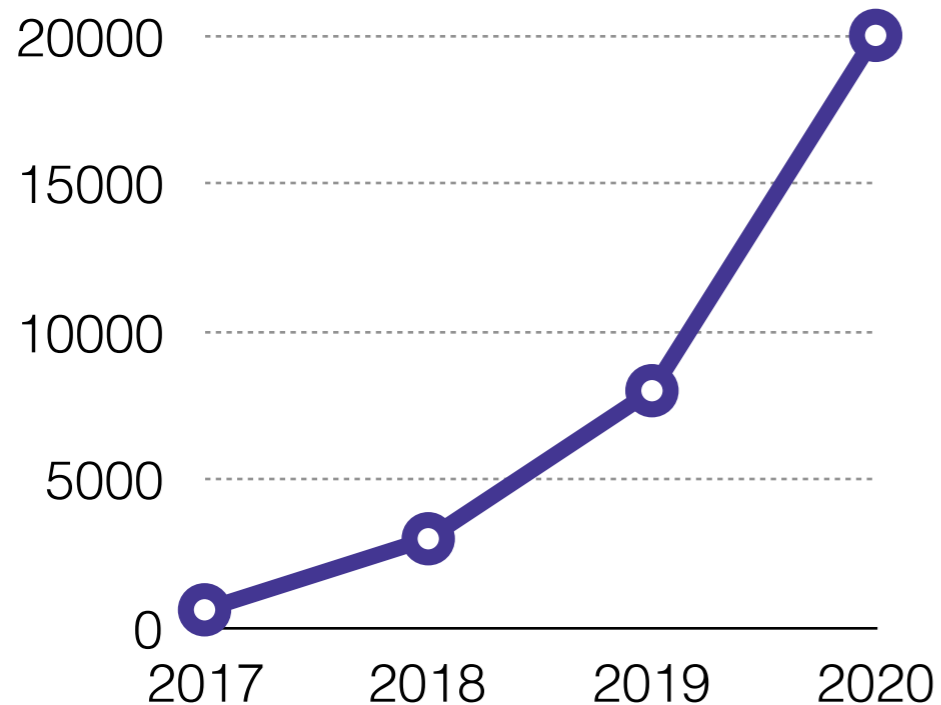
The team has received 100s of requests for support to set up Libraries of Things elsewhere – from both the UK and abroad.

To test how best to respond to that demand, Library of Things has piloted its Bootcamp Scaling Programme. Accompanied by an online 'Toolkit' of resources like brand assets, item data, liability waivers and interview frameworks, the Bootcamp has brought together 3 teams a community-led library, a high street regeneration project and a housing association. These teams have attended 3 weekends, learned the basics, built trust, and continue to support each other online and offline afterwards.

In future, this Bootcamp might become a 'Civic Design School' for similar projects eg. makerspaces / people's fridges, accompanied by an open source online hub for project how-to guides.

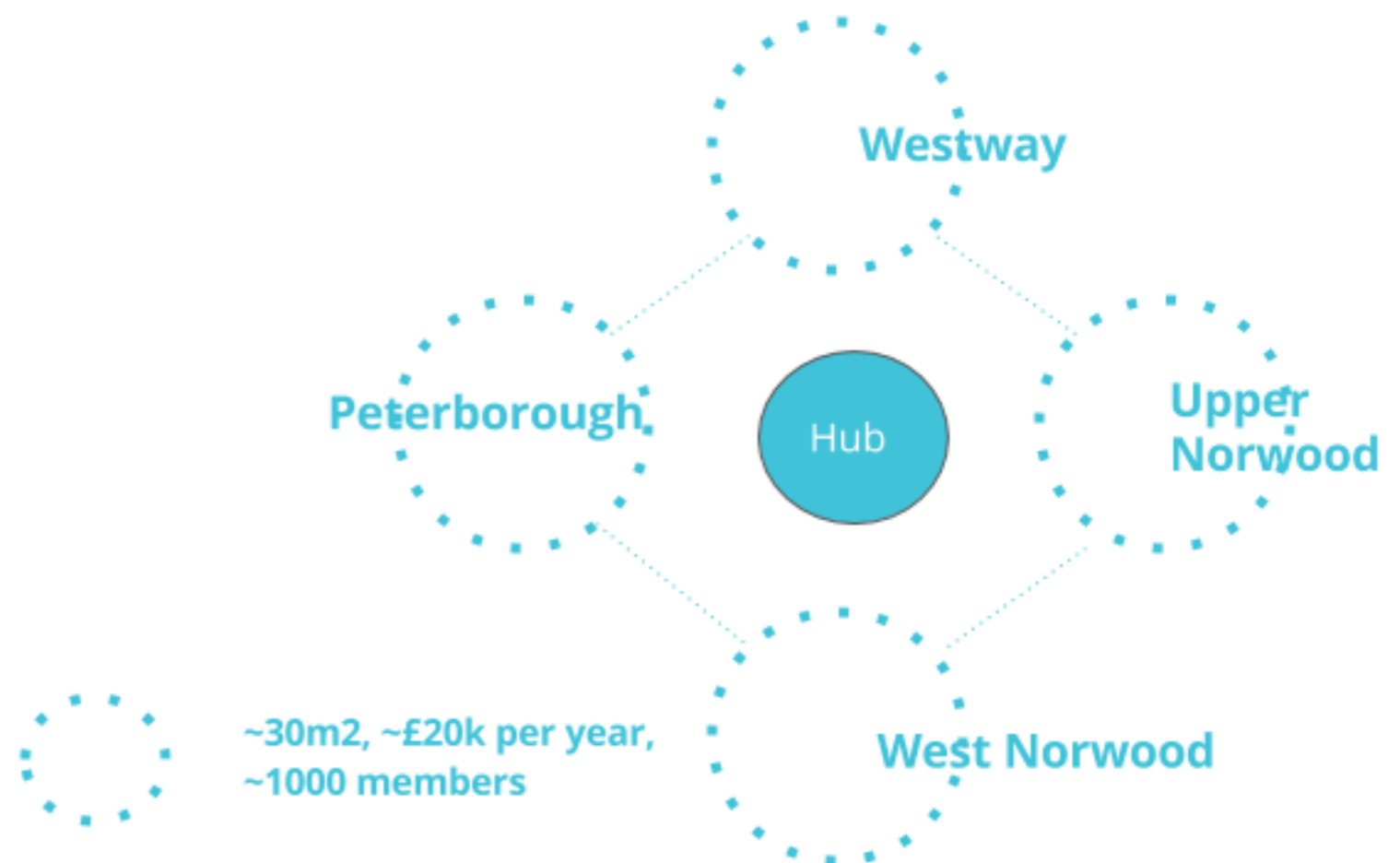
Growth in borrowers over time

Borrowers



Library of Things peer network

Nodes supported by a central 'hub'. Hub develops strategic partnerships, invests tech/ branding. Is owned by nodes.





Library of Things Bootcamp

What does a LOCAL SHARING HUB look like?

@libraryofthings
@peoplesfridge

WHAT ABOUT CUTTING PEOPLE'S COSTS?



RENT IT FOR £10!

COULD PRODUCTS DESIGNED TO BE DISSASSEMBLED?



#OPEN COOP

INTRODUCING:



BUT WHAT ABOUT TECHNOLOGY?

BUT THE POINT IS THAT THE THINGS BRING HUMANS THROUGH THE DOOR...



WHAT WILL PEOPLE SHARE WITH THEIR NEIGHBOURS?



LADDERS?



DRILL?



FOOD?



OR EVEN DEBT?

AND WHAT ABOUT COOPS?

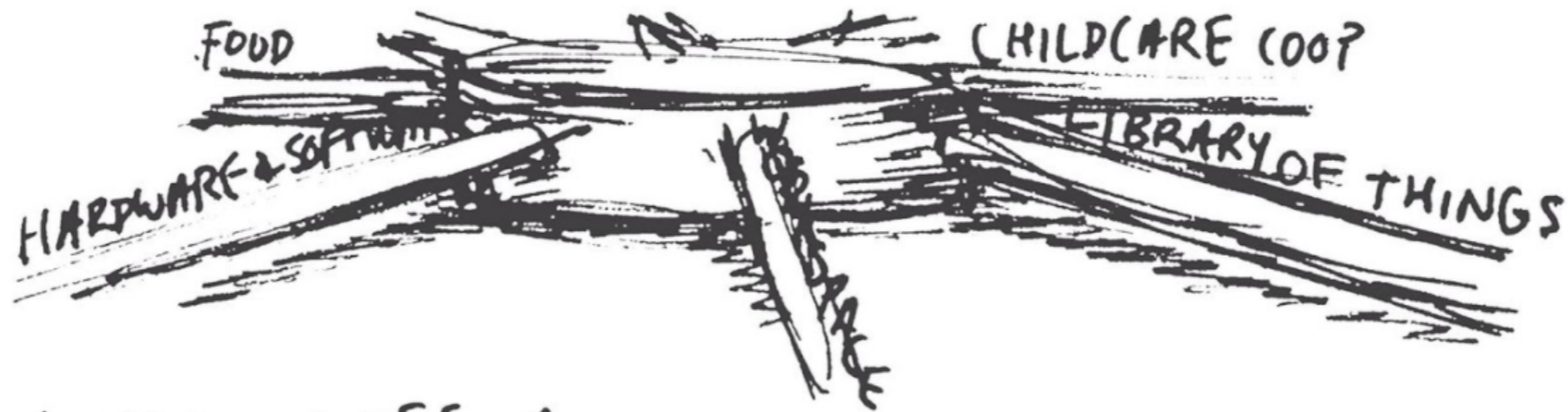
ENHANCING SOCIAL RELATIONS

THESE THINGS AREN'T SUSTAINABLE IN ISOLATION

BUT TOGETHER...

@BRYANMATHERS
CC-BY-ND

STREET HUB



WHAT DOES A
LOCALLY-OWNED SHARING HUB
LOOK LIKE?

#OPENCOOP

@BRYANMMATHERS

The team

The three directors, Emma Shaw, Sophia Wyatt and Rebecca Trevalyan, have experience of starting and developing projects ranging from government-backed urban innovation centres to food brands to community incubators and workspaces. They have collectively fundraised over £200,000+, and managed teams of up to 25 people.

The London flagship is now powered by 8 passionate local people recruited and trained by the directors. They contribute time each week in exchange for unlimited borrows, learning opportunities and a sense of community.

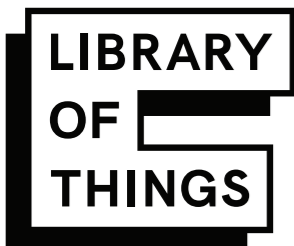
An informal advisory board includes a social investment expert, a social franchising practitioner and the CEO of a successful retail operation.



Collect experiences, not things.

Learn new skills.

Connect with their neighbours and neighbourhoods in new ways.



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