

LIBRARY OF THINGS

On a mission to make borrowing better than buying for people and planet

May 2023

The problem

Consumerism isn't working



For individuals

80% of household items are used less than once per month



For communities

1 in 7 shops are empty – town centres need innovative offers



For the planet

If everyone in the world consumed as we do in the UK, we'd need 3.5 planets of resources



Where we started A grassroots movement

Started by three women founders in a shipping container
in a car park in south London in 2014!



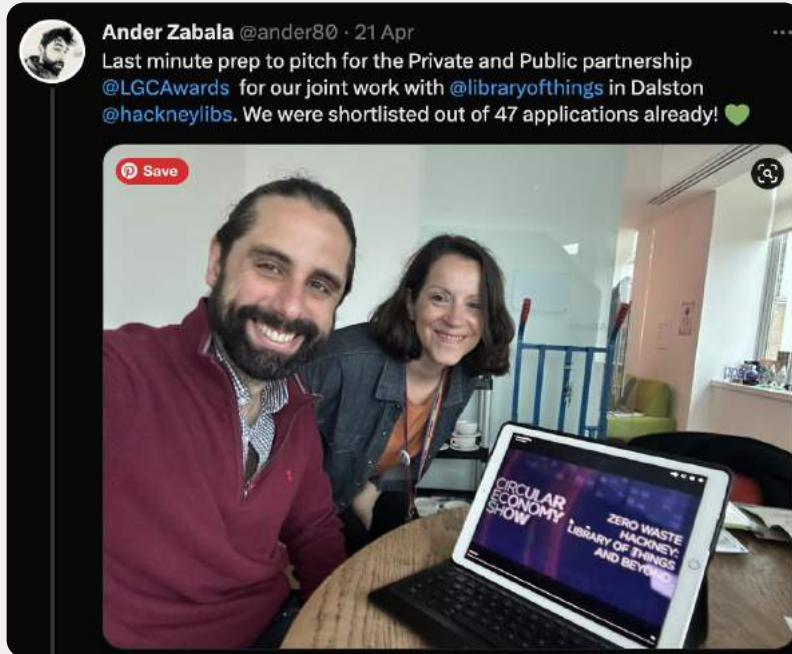
Purpose Before Profit

The primary purpose of the Company is to have a material positive impact on society and the environment, taken as a whole. In particular, the Company shall run a business that aims to make borrowing better than buying – more **affordable**, **convenient**, **socially-rewarding** and **environmentally friendly**.

Library of Things
Articles of Association



Multiple council partnerships...



- ✓ A collaborative partner with 8+ years of experience
- ✓ Live in 11 London neighbourhoods, soon in 10 more – commissioned by London councils
- ✓ Offers 25% concession rate for low income residents
- ✓ A social enterprise with a stewardship governance structure, held accountable by a 'Mission Guardian' to uphold LoT's purpose before profit ethos & hold veto rights over key matters

“This social enterprise is great because it's affordable for our people...and its great for the climate in reducing waste and is part of our Net Zero 2040 commitment.”

Cllr Mete Coban

**Cabinet Member for Energy,
Waste, Transport and Public
Realm,**

Hackney Council



Our partners



Commissioning partners



Grassroots & Host Space partners

An item rental service enabling sustainable consumption



What's included

- ✓ Self-service kiosk with high quality tools
- ✓ Digital platform designed to drive behaviour change for residents
- ✓ LoT provides item maintenance and telephone customer support
- ✓ Marketing resources, digital assets, monthly performance reviews
- ✓ Regular impact reports showing waste saved

Affordability



LIBRARY OF THINGS

Rent 17 household items for £5 or under

More items available online

Save 25% concession membership

Learn new skills

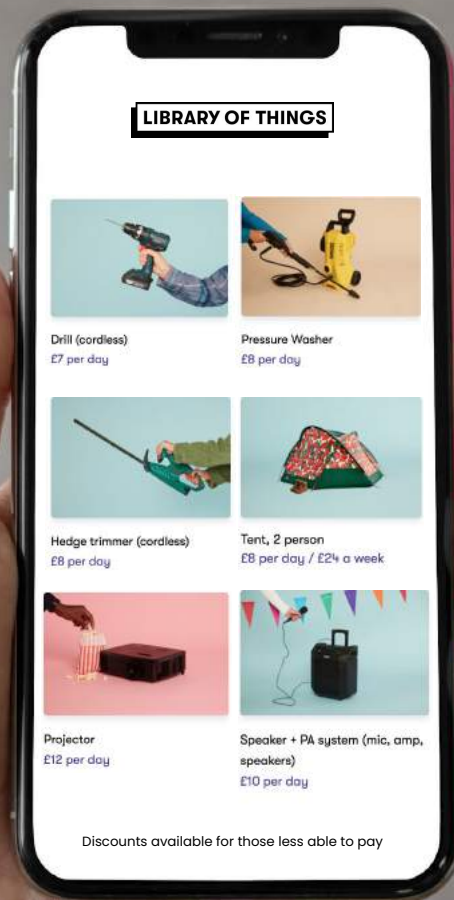
Get started online
Q libraryofthings.co.uk/sutton

In partnership with


The graphic features a central image of a man in a pink shirt holding a power drill. Surrounding this are several smaller images: a cordless drill, a sewing machine, a pair of pliers, a colorful bag, a woman using a level, and a power drill. Text bubbles highlight 'More items available online', 'Save 25% concession membership', and 'Learn new skills'. At the bottom, there is a call to action 'Get started online' with a QR code and the website URL, and a partnership logo for Sutton.

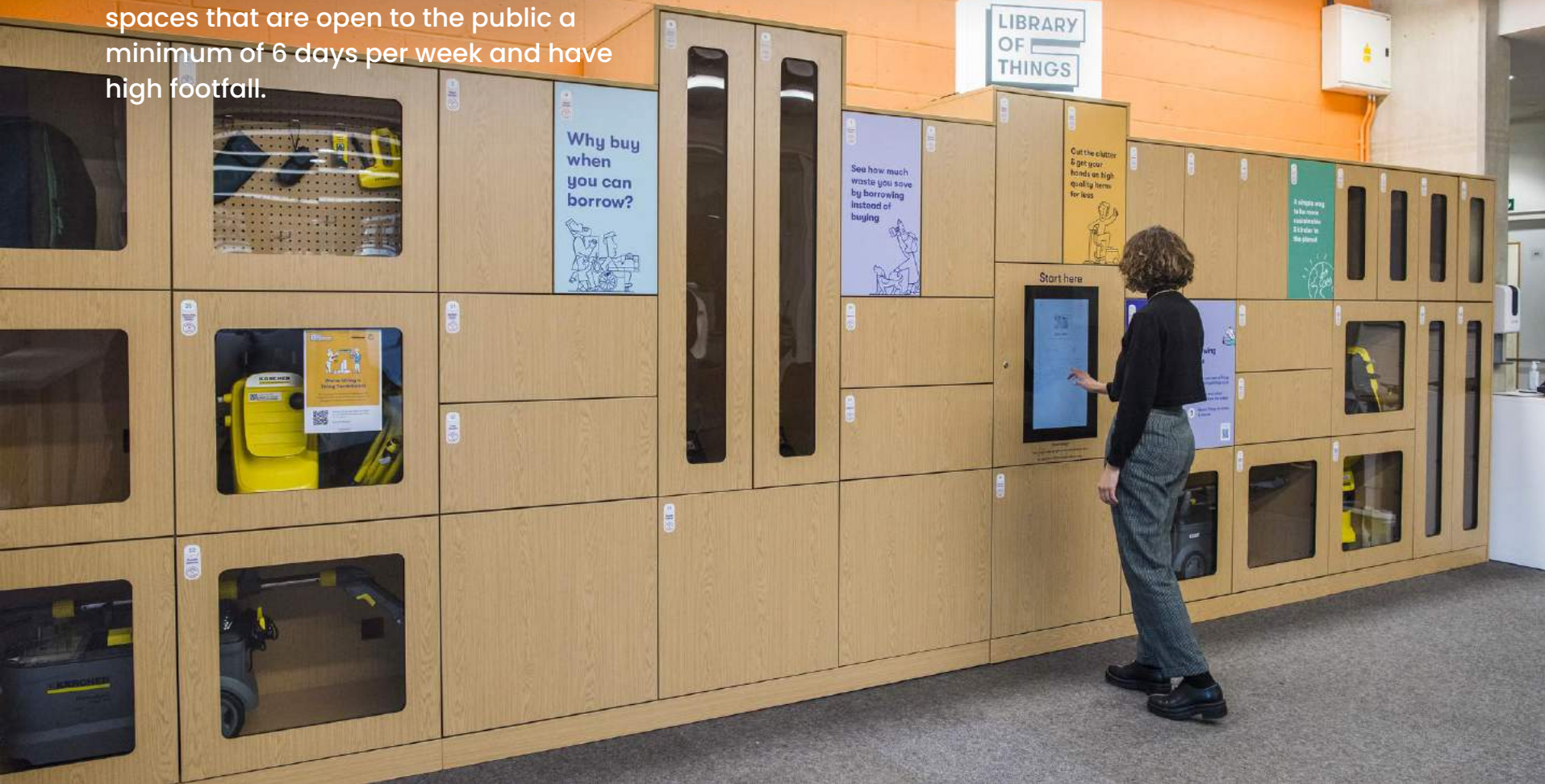
- ✓ We offer highly competitive prices in comparison to commercial outfits
- ✓ Our 25% concession rate is available to anyone who needs a more competitive price - no questions asked, it's there for anyone who needs it
- ✓ We work with councils to develop a free rentals programme funded by Cost of Living budgets

Browse our website to reserve items



Collect and return items to our kiosk

Our self-serve kiosks work in mixed use community hubs, libraries, reuse/repair spaces that are open to the public a minimum of 6 days per week and have high footfall.



Who you're helping



Ana
32, recently moved to the area

"Library of Things means I can do projects without clogging up my small living space. I'm trying to be more eco-friendly too"



Amma
48, local mother of 2

"I don't want to spend a fortune buying these tools when I only use them a couple of times a year"



Leon
43, father of 2

"I borrowed the drill to put up a curtain rail and it made the job 100 times easier! I'll definitely be borrowing again."

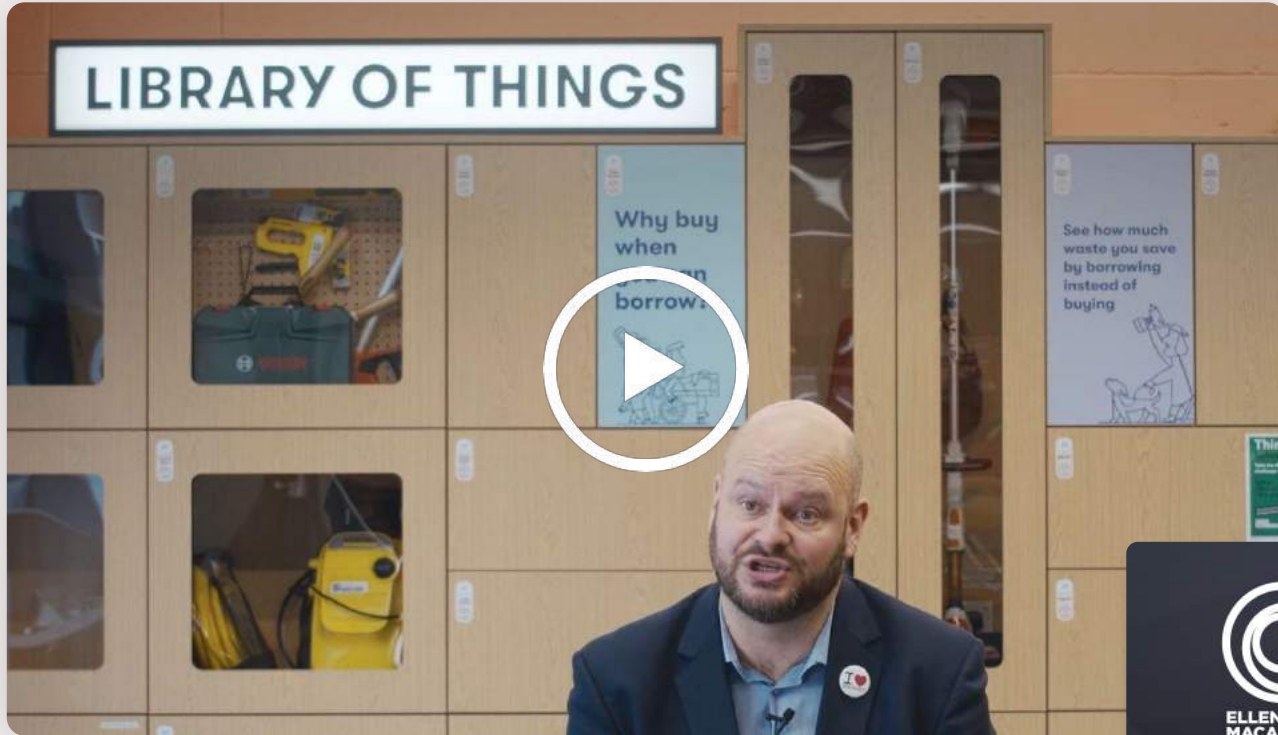
Media

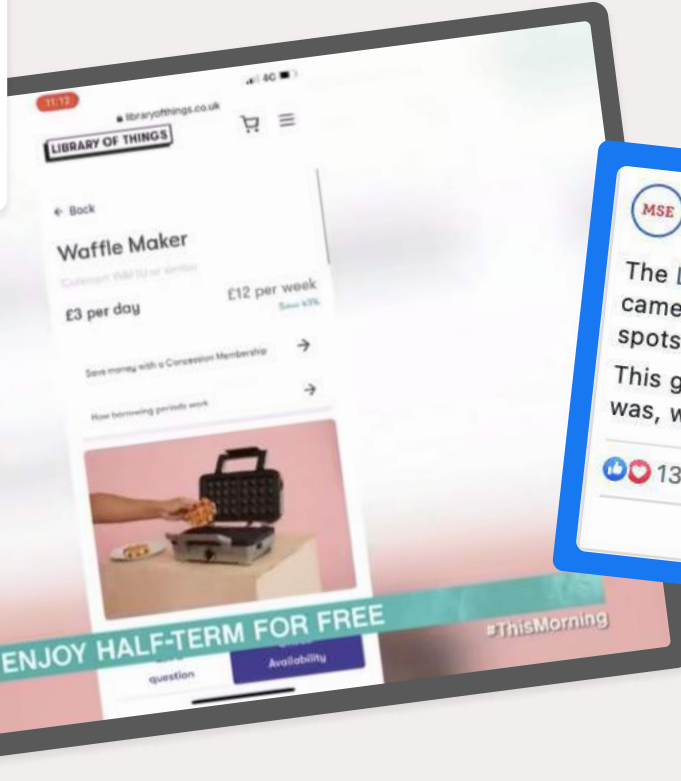
Watch: See how Library of Things works in the community with BBC News



BBC
NEWS

Ellen MacArthur Foundation: Circular Economy Show





Quarterly impact & borrowing reports

Our reporting **Quarterly impact report**



Number of borrows



**Money saved by
residents**



Carbon saved



**Amount of electrical
waste diverted from
landfill**



**Number of
concession
borrowers**



**Quarterly Income
Expenditure
Statements**
**(Statement of costs and
income)**

The impact you can make... ...over 4 years in your neighbourhood

5,000

people borrowing
items

10,000

item rentals

£145k

saved collectively
by borrowers¹

20,000

extra visits to
community
spaces

60%

of borrowers say
they're more likely
to repair or
recycle

100 tonnes

carbon emissions
spared through
landfill & purchase
prevention¹

40 tonnes

waste spared
from landfill¹

1,000+

skills events &
volunteering
participants²

¹ Data estimated based on 3 years' experience of item borrowing, events & user surveys at Crystal Palace LoT. Landfill, CO2 and financial savings assume 1 in 4 borrows prevents a purchase. Source: LoT's impact calculator & sales/ CRM system

² Source: Self-reported milestones for Nesta grant. Note this impact only possible if additional sponsorship or volunteer capacity secured for skills programme.

Note: Data & borrowing rates will vary between neighbourhoods

Sample Quarterly Report Extract

Borrowing & impact

Metric	Crystal Palace		All LoT	
	Qtr to Mar-23	All time	Qtr to Mar-23	All time
Things borrowed	375	6,216	2,591	19,774
People borrowing	295	3,189	2,039	11,378
% Concession	6%	3%	9%	7%
Saved by residents	£12k	£201k	£84k	£640k
Waste prevented	2.6t	31.9t	18t	110t
Carbon saved	4.9t	69.2t	34t	228t
Extra visitors	1k	16k	6k	49k

How to kickstart a Library of Things in your community



Collect community Interest

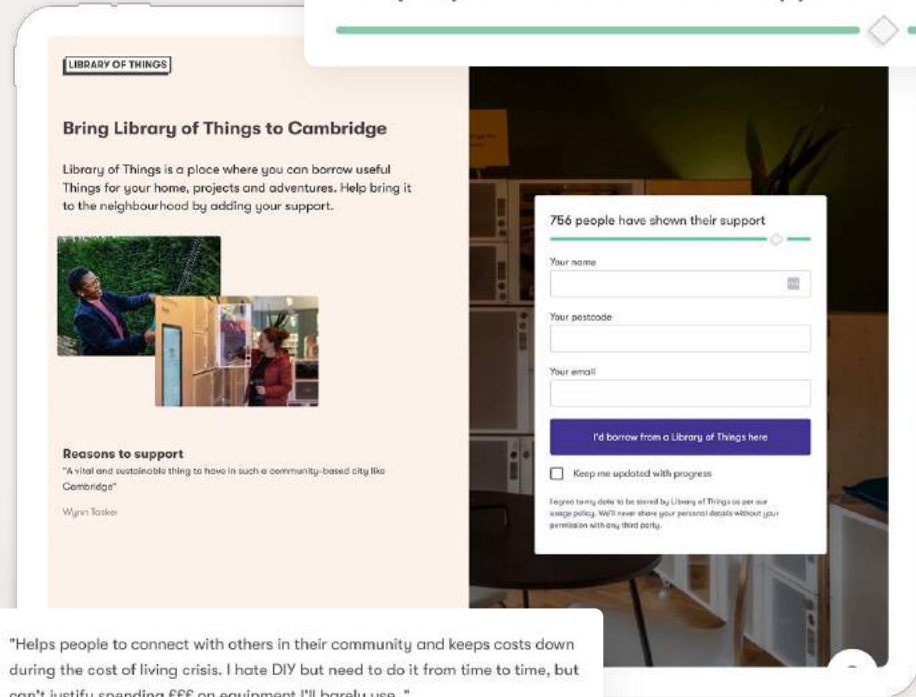
Local authority

- Gather 500 registrations of interest from the community
- Hold community assemblies/webinars
- Hold internal cross-departmental information sessions about the aims and impact of the project

Library of Things

- Provide digital assets for community surveys
- Outline best practices
- Advise on site selection

756 people have shown their support



LIBRARY OF THINGS

Bring Library of Things to Cambridge

Library of Things is a place where you can borrow useful Things for your home, projects and adventures. Help bring it to the neighbourhood by adding your support.



Reasons to support

"A vital and sustainable thing to have in such a community-based city like Cambridge"

Wynin Tasker

756 people have shown their support

Your name

Your postcode

Your email

I'd borrow from a Library of Things here

Keep me updated with progress

Agree to my data to be stored by Library of Things as per our usage policy. We'll never share your personal details without your permission with any third party.

"Helps people to connect with others in their community and keeps costs down during the cost of living crisis. I hate DIY but need to do it from time to time, but can't justify spending £££ on equipment I'll barely use. "

Ms Grace Jessup

"In this cost of living crisis, what better way to save money than to borrow from your community? Cambridge needs one!"

Jenny

Run Community Consultation

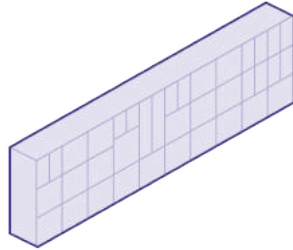


Identify a space

See our criteria for what makes a good space [here](#).

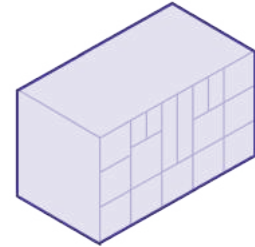
Option 1

7 metres
of wall space



Option 2

5.2sq metres
of floor space



**How to maximise the impact
in the community over the
long term**

How we work together

What Library of Things provides



Off-the-shelf item rental service at a fraction of the cost of in-house delivery



Fully-trained maintenance technician and telephone support during opening hours



Ongoing training and resources on marketing best practices to support your team



Network with other council sustainability teams and local sustainability leaders.

What the Council provides



Cross-council team to amplify awareness of the service internally and externally



Leads ongoing marketing and engagement to recruit new users to the service



Embed and promote behaviour change to help meet NetZero targets



Sponsor free borrows for residents and funding for skills programme (optional)

The start-up and operating costs

LoT: Cost & Fees

Set-up costs (Fixed)

£20,000 Fabrication/Installation

£10,000 Items for rent

£15,000 LoT fee

£45,000 Total set-up cost

Operating costs

- LoT retains rental income
- LoT uses rental income to employ maintenance technician & community marketer
- Where rental income does not cover all the operating costs, the shortfall is covered by the council
- Please see Licensor Operating Contribution document

LoT: Optional Services

(additional funding required)

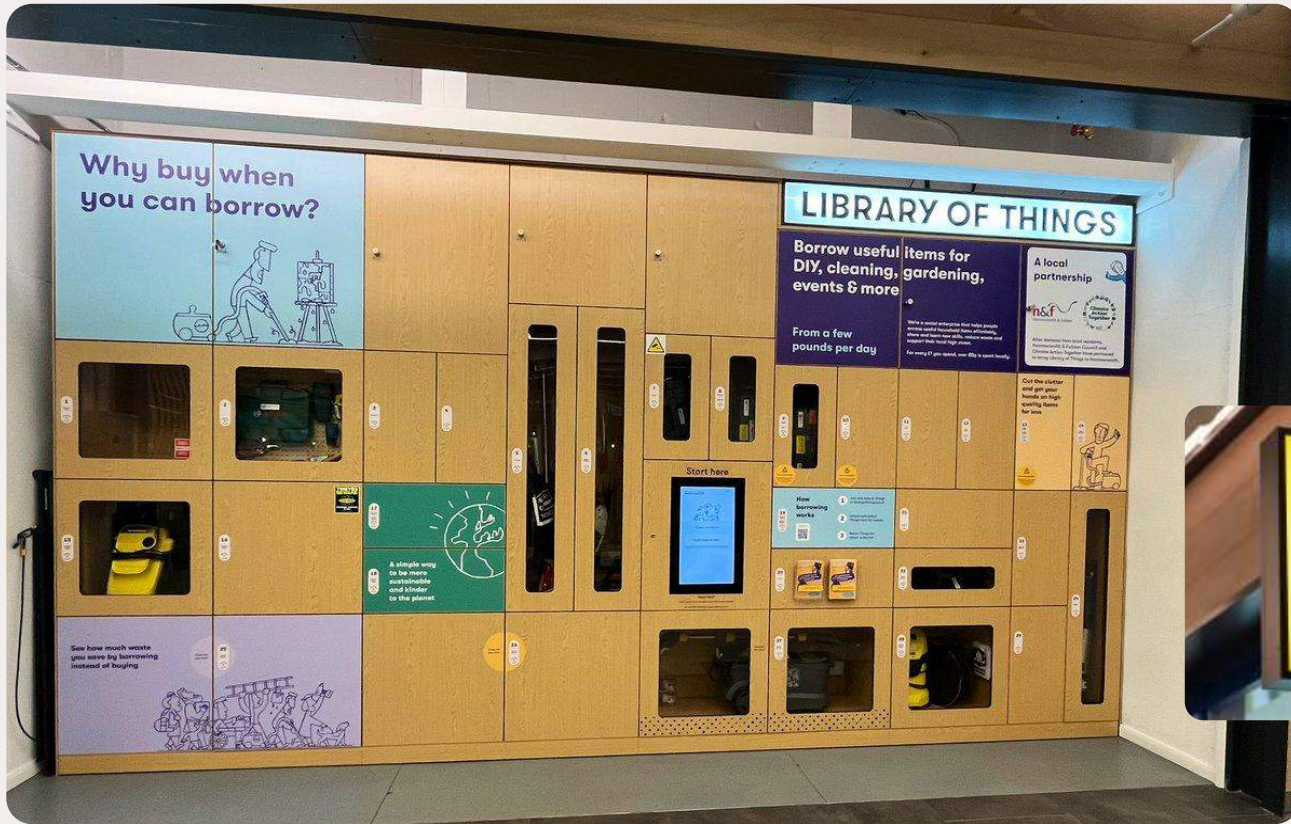
Power Behaviour Change in Your Community

- Pre-opening feasibility study
- Sponsor items
- Limited period of free rentals to residents
- Annual programme of Skill Share classes eg. DIY/sewing/repair workshops



Kiosk Pictures

Shopping centre



Public Library





Thank you!

Contact

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