

SHARE

A LIBRARY OF THINGS

IMPACT ASSESSMENT

2019



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This short report outlines the **environmental, economic and social impacts** of Frome's Share Shop, a 'Library of Things' where instead of books people can borrow household, garden, DIY and other 'occasional use' items. Started in 2015, the Share Shop concept is intended to **reduce waste, reduce pollution, save people money and cultivate community**. The following assessment attempts to quantify some of these results as well as to draw out the wider impact of its role in the **shift from an economy founded on individual consumption and ownership to one based on community sharing and use**.

SHARE Shop Background

SHARE - a library of things is a project run by Edventure Frome CIC, in partnership with Frome Town Council and the Cheese & Grain. It was set up in 2015 by students on the edventure: START-UP course in community entrepreneurship with funding and support from Frome Town Council.

The concept in this form has been in existence at least since 2012 when a 'borrowing shop' was established in Berlin, Germany (though the history of organised community sharing goes back to the toy and tool libraries of the first half of the 20th century), and as with one of Frome's other stand-out projects, the Community Fridge, the town was the first to make the idea a reality in the UK. In much the same way as the Frome Community Fridge was a simple, and in hindsight an 'obvious', response to the problem of food waste, **the Share Shop was an innovative, proactive and simple response to the problem of mass production and disposal of seldom-used items and its associated environmental impact.**

In the space of two months the enterprise was researched, designed, budgeted, marketed and physically created by the students to become the first high street share shop in the UK. Running now for four years, **the Share Shop makes available over 700 items to borrow for a small fee - from lawnmowers and power tools to blenders, wine glasses and bunting - with a total of 1280 members over 4 years and 374 current paid subscriptions.**

SHARE Shop Purpose

“The average drill is used for only 13 minutes in its entire lifetime.”

This fact is central to the Share Shop’s purpose. It asks, quite simply, **why should every household own an item that is only seldom used - with all of the environmental, resource consumption and waste issues that mass production creates - when we, as a community, can share it instead?** And what if that act of sharing not only lessened our impact on the planet, but also helped us to interact with each other more, bringing us together, saving us money, and improving our wellbeing?

Reducing consumption is a necessity for reducing pollution, physical waste and greenhouse gas emissions, and the Share Shop aims to make it possible for households to avoid adding the purchase of certain high-impact and low-use items to their environmental footprint. The Share Shop has acquired items that are typically used only rarely and which for many of us are not only expensive to purchase but also inconvenient to store. With **3 lawn mowers, 14 electric drills, 10 tents, 13 carpet cleaners and 1 massage chair - among hundreds more, large and small - the shop has items to cover common needs from DIY projects to camping trips, parties to house moves, as well as a range of craft and hobby items** to satisfy curiosities, enable ‘try before you buy’, occupy rainy Sundays, and to offer new experiences.

Beyond the simple act of borrowing lies a broader purpose too - the hope that by creating a space for exchange, people will be encouraged and able to come together not only to share lawnmowers but also to **share knowledge, advice, skills, ideas, conversation and friendship**.

Today Share Shops and Libraries of Things exist in nine towns throughout the UK, and in the Netherlands, Germany, Finland, North America, Ghana, and China - as well as informally throughout societies across the world.

Consumption & its Environmental Impact

Consumption is at the heart of our impact on the environment - in 2016 the **UK's greenhouse gas emissions were 784 million tonnes, or 12 tonnes per person, and consumer spending accounted for 147 million tonnes of this, or 2.2 tonnes per person.**

Manufactured goods account for 20% of household greenhouse gas emissions - roughly the same proportion as for each of housing, transportation and food - and **make up a big part of the 223 million tonnes of waste generated by the UK in 2016**, more than 5 million tonnes of which was exported to other countries. These are the figures that the Share Shop exists to reduce, and in the case of expensive and underutilised items these reductions can be made with benefits for, rather than sacrifices by, households.

Consumption is universal and some of its impact is from goods that are necessary for survival and wellbeing, but much of it can be reduced. Its scale, impact and level of sustainability also varies widely. **In reality every person in the UK does not contribute 12 tonnes of greenhouse gas emissions** - in this country, as across the world, consumption and environmental impact increase as income increases. Those with more financial resources consume more natural resources and emit more greenhouse gases.

Consumption is also at the heart of the dominant economic and political systems in place across most of the world, however, and efforts to counteract human impact on the ecosystem require more than individual consumer action. At present, spending and consumption boost Gross Domestic Product (GDP) - the most commonly used indicator of national progress and political success - and annual growth is required by our debt-based economic system. As such their reduction is not encouraged through government policy.

In order to comply with the UK Climate Change Act 2008; to follow the 2015 Paris Agreement; and to meet the new Net-Zero by 2050 target, **the UK excludes all emissions related to the production of goods that it imports** - as

42% 'Reduction in UK emissions' between 1990 and 2016

(UK Committee on Climate Change, 2019)

1% Reduction in UK CO₂ emissions between 1990 and 2016
when impact of goods imported into the UK included

(DEFRA, "UK Carbon Footprint 1990-2009 & 2007-2016")

2% Increase in UK CO₂ emissions between 1990 and 2016
when aviation and shipping included

(DBEIS, "Annual Statement of Emissions 2016")

well as those relating to shipping and aviation - from its stated emissions. A study based on data from 2006 showed that **UK greenhouse gas emissions were 51% higher when the emissions associated with all that we consume were factored in** - one of the largest gaps between production and consumption in the world.

So while official figures today report a 42% reduction in emissions since 1990, total UK CO₂ emissions in 2016 were in reality almost unchanged, reducing by only 1% when imports were included - and *increasing* by 2% when **aviation and shipping were factored in**. The headline figure claiming a reduction in emissions is "*due to the UK economy further moving from a manufacturing base to a service base with a greater dependence upon imports and their associated embedded emissions*", according to DEFRA - in other words, it is down almost entirely to the exporting of manufacturing emissions to countries such as China, India and Germany, and is therefore not in fact a reduction at all, but simply a *relocation*.

In this context, the Share Shop is a small but significant *practical* as well as an *ideological* challenge to the status quo's continuing ecological damage, as the following figures on economic and environmental impact demonstrate.

The SHARE Shop's Environmental Impact

The global environment benefits in a number of ways by people's use of the Share Shop, as the previous section will have made clear. By encouraging a reduction in consumption of new items and the shared use of *already existing* products a number of negative impacts that would contribute to ecological damage will have been reduced or avoided entirely:

- **Resource extraction:** material, fossil fuels, waste, water;
- **Manufacturing:** fossil fuels, waste, water;
- **Transportation:** fossil fuels, air pollution;
- **Waste:** landfill/incineration/export, transportation;
- **Emissions & Pollution:** greenhouse gases, water, local air.

In the absence of a full lifecycle analysis of each item, it is possible to estimate the Share Shop's positive environmental impact from the amount of consumer spending that would have occurred were the items purchased instead of borrowed (this number is explained in the next section).

Using figures from the European Environment Agency for the carbon-intensity per Euro of consumer spending in the 'household furnishings and equipment' category, it can be calculated that **roughly 92 tonnes of greenhouse gases would have been induced in one year were all borrowed items purchased new instead of being borrowed from the Share Shop.**

The EEA also produce a figure for the material intensity of each Euro of consumer spending in the same category - the average amount of physical material throughput required in manufacturing these products. Using this figure reveals that **117,000 kg of material input was avoided in one year by borrowing instead of buying, from Frome's Share Shop alone.**

A similar figure for the waste-intensity of each Euro spent in the manufacturing sector suggests that **roughly 10 tonnes of waste would have been generated at the manufacturing stage if all items borrowed in one year were instead produced new** (note that this is only manufacturing waste and

is not inclusive of the eventual waste that would arise at the end of these products' lifetime).

In addition to this is the impact from the manufacture and disposal of packaging waste. Were each of the 1,435 items borrowed in a year bought new instead, they would each have brought with them packaging of plastic and cardboard - for the product itself and additionally for its delivery to retailers and/or its delivery on to the consumer - which as well as being manufactured from fossil fuels and trees, would require transportation to recycling or disposal facilities. **In the UK in 2017 waste from packaging alone accounted for 11.5 million tonnes.**

The ultimate disposal of the product is the final additional impact to factor in - whether because of end-of-life, breakage, upgrade/replacement, or the end of worthwhile ownership. Within the global market for products, repairing something locally is often more expensive than having a replacement shipped from the other side of the world (something that the Share Shop's Repair Cafe is attempting to address). The 'obsolescence-by-design' of many cheaply-manufactured items and the persistent push to replace and upgrade encourages this turnover of goods. While it is hard to quantify precise savings, it is clear that **having one pool of goods shared by 374 people, rather than 374 pools of goods used by one person, ensures products have the maximum useful lifetime, with minimum rates of disposal and replacement.**

92 tonnes CO₂e Amount of greenhouse gas emissions avoided in one year as a result of using the Share Shop

117,000 kg Amount of material usage avoided in one year as a result of using the Share Shop

10 tonnes Amount of manufacturing waste avoided in one year of using the Share Shop

Given the impossibility of tracking all of the production emissions of all of the items manufactured globally to be sold in the UK, these figures are likely an underestimate of their total impact, but taking them as guide **that is a physical impact on the environment amounting to 219 tonnes (plus packaging waste and final disposal) - of material resources, greenhouse gas emissions, and waste - avoided by the simple act of a small number of people sharing a small number of items.**

Despite recycling rates and energy efficiency measures, the best means for reducing environmental impact remains **avoiding manufacturing and supply chain impacts in the first place.** As stated in a report to DEFRA in 2011, “the challenge is how to address this given that increasing levels of product consumption appear to be fundamental to UK economic growth.”

It's clear that were the sharing of resources in this way a common activity throughout the world - not just in every town but in every neighbourhood, village, community, apartment block or even street - a significant reduction in planetary harm would be made with very little personal sacrifice (or even with significant personal gain, when the social and community-building aspects of sharing are included).

As the research quoted below reveals, **the desire to be producing and consuming differently exists among the majority of people.** The barriers that exist are chiefly ones of political will, overcoming the inertia of the status quo, and the irrationality of the present economic system.

“Seventy percent of the 10,574 people surveyed in 29 countries believe that overconsumption is putting our planet and society at risk; half say they could happily live without most of the items they own and two-thirds make it a point to rid themselves of unneeded possessions at least once a year.

This emerging way of thinking is driving a new economic model that focuses on community and collaboration over accumulation and ownership. Sixty-five percent of respondents agree: “Our society would be better off if people shared more and owned less.”

Havas Worldwide, 2014

The Economics of the SHARE Shop

Frome's Share Shop has over 700 items available to borrow. Between April 2018 and April 2019, **476 of these items were checked-out a total of 1,435 times by 374 users**. Beyond the lawns mowed, holes drilled, hedges trimmed and camping holidays enjoyed, what does this year of borrowing look like in economic terms?

£21,900 Retail value of all items in Share Shop

£1,270 Share Shop borrow value of all items

£4,108 Spent on borrowing in one year

£66,800 Amount that would have been spent to buy these items

The Share Shop makes almost **£22,000 worth of items available to anyone to borrow for an average price of £2.40**. When we factor in the year's (2018/19) total borrowing - with multiple check-outs of each item by different users - the total spent to borrow them (excluding membership fees) is just over **£4,000**. **If each person had purchased the item instead of borrowing it, the total would equate to just under £70,000 of retail spending in one year.**

This number is the central finding to emerge from this report. It quantifies the Share Shop's good-sense approach to the use of resources on a finite planet, and constitutes its challenge to both the consumption-based economic system and *claimed* attempts to reduce the UK's environmental impact. **It demonstrates that it is possible to achieve the utility of £70,000 worth of buying for only £4,000, with no increase in material throughput, manufacturing emissions or waste** - whilst preserving this stock of items for continued use the next year.

At an individual level the Share Shop has a significant impact on household finances. Taking the most-borrowed items as examples it's possible to see the affordability of the Share Shop when compared with purchasing or traditional hiring arrangements, as the following table shows.

Item	Number of Borrows (in 1 year)	Cost to Buy*	Cost to Borrow**	Total Purchasing Spend Avoided***
Electric Drill	63	£70-£100	£3-5	£5010
Tent	63	£80-£350	£3-8	£9255
Bunting	50	£6	£2	£300
Sander	44	£25	£3	£1006
Lawn Mower	41	£80	£5	£2400
Camping Mat	38	£10	£1	£380
Hedge Trimmer	36	£35	£3	£1260
Tea Urn	26	£50	£7	£1300
Camping Chair	23	£20	£2	£460
Sewing Machine	23	£75	£4	£1605
Strimmer	22	£30	£4	£660
Gazebo	21	£100	£8	£2100
Projector	21	£200	£5	£3400
Wallpaper Steamer	16	£39	£3	£624
Angle Grinder	16	£65	£3	£1040
Circular Saw	15	£50	£5	£750
Pressure Washer	13	£80	£5	£1040
Carpet Cleaner	13	£160	£10	£2080
Dehydrator	11	£30	£3	£330
Electric Jigsaw	11	£55	£4	£605
Tile Cutter	11	£15	£2	£165
Bell Tent	10	£290	£7.50	£2030

*Average retail price for low/mid-range item from most commonly used retailers.

**For standard, subscriber and supporter members.

***Figure takes into account multiple-borrows of an item by the same person, so will not in all cases equate to borrows x cost.

The high-cost and low-use of many of these items in effect **locks up large amounts of money in garages, cupboards and storage units** - for those who can afford them - and makes ownership impossible for those who cannot.

If the average drill costs £85 and is used for 13 minutes, each minute of use costs £6.50. The same drill borrowed from the Share Shop and used for the same length of time costs just 30p per minute.

As well as the clear environmental benefit of the shared-use model there is also a **democratisation of access to items and the services that they provide**, which can have notable positive knock-on social impacts. Consider the unkempt lawn for want of access to a lawnmower; the withholding of tenant deposits for want of access to a carpet cleaner; or the exclusion from a camping holiday for want of tent, sleeping bag and mat. **The Share Shop reduces the financial hurdle of these tools, items and experiences from tens and hundreds of pounds to only a few pounds.**

As well as the financial barrier there is also the issue of space. Many people living in flats or houses with limited storage space are unable to keep a full range of garden equipment or DIY tools, and similarly those who rent are often prohibited from ownership of larger, hard-to-move items. Equally, those who do have access to storage space may prefer to use it more productively, and the Share Shop offers this possibility.

For those already using rather than owning by hiring a tool or item as and when it is required, hire costs can also be significant and are financially prohibitive for many. **The Share Shop offers an affordable alternative to these traditional hire services. As an example, a wallpaper steamer costs £17.60 per day to hire from a typical DIY store, or £52.80 over a 3-day project. By contrast borrowing one from the Share Shop costs £3 for a week.** A router will cost £28.46 per day or £85.38 over 3 days. Using the Share Shop's is only £4. Or a carpet cleaner, such as the one renters are often forced to hire upon the end of their tenancy and use as fast as possible at £23 per day, can be borrowed and used at a more sedate pace instead for £10 from the Share Shop. **Whereas hiring is a for-profit arrangement, borrowing is a socially-**

based sharing of common resources, run not-for-profit and with fees only going towards the storage, organisation and upkeep of inventory.

Gardening tools are the items most regularly borrowed multiple times by the same people - often once or twice a year for maintenance and upkeep - particularly in cases where cost or space would be prohibitive.

This new perspective - from *ownership* to *use*, and from *exclusivity* to *openness* - is a part of a broader reconceptualisation of our relationship with 'things' and the work they do for us, which is discussed further towards the end of this report.

In terms of the Share Shop's place within the broader context of the UK and the global economic system, there is a superficially benign but fundamentally radical dual nature to its existence. On the one hand it is a small physical presence in a small town making up part of a small movement of sharing and borrowing projects in the UK and globally, but on the other hand **by its very nature it challenges the functioning of the economic system, the imperative of consumption and the drive for growth.**

With projects of this nature there is generally a point at which the idealism of what they are doing - or simply the good sense - comes up against the cold, hard edge of the present economic system. **That the Share Shop could only have come into being and persist with donations, volunteer labour, socially-minded entrepreneurship and reliable, regular funding from the Town Council is not a reflection on its 'un-economic' nature, but an indictment of the logic of the existing mainstream economic system.**

"When you hear that something makes economic sense, this means it makes the opposite of common sense. Those sensible men and women who run the world's treasuries and central banks, who see an indefinite rise in consumption as normal and necessary, are berserkers: smashing through the wonders of the living world, destroying the prosperity of future generations to sustain a set of figures that bear ever less relation to general welfare. Green consumerism, material decoupling, sustainable growth: all are illusions, designed to justify an economic model that is driving us to catastrophe."

George Monbiot

Today the Share Shop is approaching the point of breaking even, covering two paid part-time managers and day-to-day running costs, but still requires subsidised rent and business rate relief, funding via the Town Council and Edventure, and plenty of volunteer staffing (and unpaid additional management hours) to function.

As an alternative regular income stream **the Share Shop is currently seeking local businesses to sponsor a category of items with a monthly donation.** At present the local independent music shop, Raves from the Grave, sponsor the Music & Media items, and estate agents Hunter French sponsor Home & Garden. **Sponsors for the 8 remaining categories would provide a reliable monthly income to allow the shop to do more, including acquiring new high-demand items to further increase its positive impact.**

That this support for the Share Shop remains forthcoming is a credit to the thinking and action of the Town Council, the effort of staff and volunteers, and the people of Frome - and a sign that **the concept is ideally suited to the environmental, social and economic challenges of the present.**

Voices from the SHARE Shop

*"I've found ShareFrome so useful for hiring those one-off tools. **The rental is much cheaper than commercial hire shops and I can quickly nip into town and get what I'm missing.** I also appreciate that it's a community enterprise that I'm happy to support in trying to reduce the ownership of STUFF!"*

SHARE Shop Borrower

*"I joined the SHARE Shop because I wanted to support such an amazing project. I had my family coming to camp nearby and we needed multiple items, like a gazebo, camping table, etc. **which would have cost us hundreds of pounds brand new and would have rarely been used. Instead we were able to borrow everything we needed for under £20** including a paddling pool which kept the kids entertained for hours! Every town needs a share shop, they make so much sense. I've got my eye on the preserving equipment and the spinning wheel which I'd never be able to afford otherwise."*

Ellis, First-time SHARE Shop Borrower

"I feel like sharing is a really important way forward for us. We're buying less things and we are throwing less away."

Charley

*"I have always believed in sharing within communities. I remember my Dad buying an electric mower with a group of neighbours in the '60s and it seeming such a great idea to me all those years ago. Throughout my life I have tried to share anything I have with friends, family and neighbours, I think it is a great principal. **We try to teach our children to share, so why shouldn't we?** When Share was being set up I thought here was my chance to really promote and support sharing within the community I live."*

Ann, SHARE Shop Volunteer

*"We need to be throwing away less and sharing is one way to address this. The idea that people who no longer need some of their 'stuff' and can bring it to the Share Shop so that others can benefit from it is great. Economically for people in the community it makes sense to either borrow something for a short while rather than buy or try something before you buy so that you know whether you really need it or not. **The shop is a very friendly and welcoming place for the community and having somewhere where you can communally share things has to be a positive towards building a sense of community.**"*

Nick, SHARE Shop Borrower

*"What a great idea to have things that people can just borrow. **Why do we need to own everything - why do we have to have our own lawnmower, our own strimmer...?**"*

Karen

Beyond Borrowing - Wider Impact

The material impacts of the Share Shop are tangible, countable and easily conveyed in a number, whether that is kilos of waste, tonnes of greenhouse gases, or thousands of pounds. The impact beyond the environmental and economic is harder to quantify but no less important.

There are two types of social impact arising from the existence and use of the Share Shop. The first is more immediate, shorter-term, and apprehensible, while the second is slower, less obvious, and part of a longer-term shift on a more conceptual and cultural level.

Among its primary social impacts here-and-now is its physical existence as a hub, a place where people meet and connect, as staff, as volunteers, as borrowers, and as curious browsers. As a shop on the high street that sits outside of the usual transactional and business structures, people are freed from their typical roles as consumer and salesperson/cashier and **usual patterns of behaviour are shaken-up by the interaction of borrowing and lending**. In a time of increasing automation and fast-paced and frenetic checkouts the slower, more personal, more involved face-to-face experience of borrowing is a welcome aspect of the Share Shop, of particular importance to people, often older, who may lack regular interaction.

It is also an **invaluable resource for the networks of groups, charities, community projects and campaigners in the town who regularly borrow items for their events, meetings and projects**, many of which benefit the town - such as Incredible Edible's use of the gardening tools to grow free edible plants, or the Community Fridge's use of the DIY tools to expand the Community Larder. In this way the Share Shop is **a facilitator of further community engagement and positive outcomes**.

As host of the Repair Cafes, and with a noticeboard in-store to connect those with needs with those offering skills (language teaching, gardening, musical instrument lessons), it also **offers a network of support that is both economically and socially beneficial, solving problems, sharing knowledge and skills, fostering communication and community, and saving money**.

Lastly, as the first of its kind in the UK the Share Shop (along with the Community Fridge) garnered a lot of attention in the media and has **contributed to Frome's image - and its reality - as a place that does things differently**. Being located on the high street (in contrast to most of the other shops of this type which are generally located within libraries, community hubs or on industrial estates) the shop is visible and accessible to the uninitiated. Many people passing by are curious, ask questions, and experience the oft-repeated revelation of **"that's such a great idea!" and "why isn't there one of these in every town?!"**, and interest is regularly expressed in taking the idea back to their own communities. **In actively sharing the**

resources used and knowledge gained in setting up and running the Share Shop, the work done by those in Frome is able to feed into and spread the growth of Share Shops and their positive impacts around the country.

This leads into the final aspect of the Share Shop's impact - the less obvious, longer term shift. However highly practical its day-to-day lending of power tools and gardening equipment is, it is also part of a broader reconceptualisation - of ownership, of resources, of value, and of each other.

The most fundamental of these is **the shift from *private ownership and exclusivity to use and communality***. The existence and utilisation of this stock of shared items shows that the true value of 'things' lies in their use and what they can do for us, and reveals that this is not necessarily the same thing as, or doesn't necessitate, ownership.

Separating use from ownership has the practical effect of allowing one item to do useful work for hundreds of people - a highly efficient use of resources, both economically and environmentally.

The elevation of use over ownership has a historical precedent in the form of 'usufruct', the principle whereby unused things - whether they be land, machinery, or tools - are at the disposition of anyone in the community who can make use of them. In societies where usufruct has been the guiding principle the right to use a resource so long as that resource is preserved for others to use has been enshrined. Today usufruct is a part of the growing conception of the 'commons' which, broadly speaking, advocates the ecological and social sustainability of shared rather than private ownership, and recognises the need to steward, rather than consume, the planet's resources.

As well as having a rightful place within the ideas and practice of the commons, **the Share Shop is also a core aspect of the growing understanding of the need for a circular or 'regenerative' economy**. Whereas the existing economy is linear - beginning with raw materials and ending up with waste - and is structured in such a way that producing more at ever faster rates is

prioritised over maintaining what we already have, a circular or regenerative economy is one that has long-lasting design, maintenance, repair, re-use, refurbishing, re-making and recycling at its core. Getting the most out of everything that we mine and manufacture and the energy that we use, and then turning them into something else that can be used again, is essential in the transition towards a genuinely sustainable way of living.

A circular economy recognises that there is no 'away' for us to throw unwanted things - that a 'cradle to grave' view of products must instead become 'cradle to cradle'.

Lastly and most basically, the Share Shop generates thoughts and questions over the nature of value. As is the case with the Frome Community Fridge - where food items that were once a commodity only accessible with money all of a sudden become freely available to the whole community - **the Share Shop's provision of nearly £22,000 worth of items for use at very low cost provokes a reconsideration of the value of ownership.** When we buy an item are we actually paying for its occasional usefulness, and in fact having to *put up with* owning it the rest of the time? Would it be better just to pay for the usefulness alone? **If hundreds of people can use one item, why are we led to believe that each of us need to own everything we could ever possibly need? Why should some of us own so much that sits idle, while so many have the need for things but no way of accessing them?** The concepts of mutually-beneficial cooperation and reciprocity - or mutual aid - appear out of the simple day-to-day operation of the Share Shop, with significant ripple effects for how we think of private property, how we envisage our community, and how we see each other.

All of these shifts in perspective and the gradual normalisation of this way of utilising items and addressing needs will gradually increase the acceptance and instinctive use of Share Shops and Libraries of Things. Redecorating this weekend? Borrow the wallpaper steamer for £3, don't buy one for £60! Planning a wedding and put off by all the things that you need to buy and will never use again? Borrow them! Have a friend visiting and its raining and you might get bored? Borrow a guitar or a ukelele or a keyboard!

At the close of this reporting period SHARE Frome has just broken its monthly usage record by a significant margin, as well as its annual takings record with 5 months of the year still to go. This success offers the financial ability to acquire more high quality items to borrow which in turn boosts demand and usage, a positive feedback loop leading to ever-increasing sharing, and ever-decreasing consumption. **This is when a material intervention becomes a cultural change.**

Frome SHARE Shop Summary

In one year (2018/19):

- Greenhouse Gas Emissions Avoided: **92 tonnes**
- Raw Material Use Avoided: **117 tonnes**
- Manufacturing Waste Avoided: **10 tonnes**
- Number of Items Available to Borrow: **748**
- Retail Value of Items Available to Borrow: **£21,900**
- Number of Items Borrowed: **1,435**
- Equivalent Retail Value of Items Borrowed: **£66,800**
- Total Spent on Borrowing: **£4,108**
- Average Borrow Fee: **£2.40**
- Most Borrowed Item: **Electric Drill & Tent (63x)**
- Total Members (since 2015): **1280**

