



Introducing Streetclub.co.uk



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WHAT IS STREETCLUB?

A simple set of online tools to
enable neighbours to talk,
share and plan together!



INSERT VIDEO HERE

This fits our business purpose at the highest level



“Better Homes” are in better communities

**Be “Net Positive” and support the
communities where our stores are situated**

The easy way to talk, share and plan with your neighbours

Ever thought how much more social, helpful and rewarding it would be if you had an easy way to keep everyone in touch? That's where Streetclub can help!

The handy navigation buttons make it easy to see or post the right kind of message



Start a discussion with your neighbours about the things that matter on your street



Post offers and wants - an easy way to share, borrow and save in your street



Organise and invite your neighbours to local events



Ask your fellow club members for truly local recommendations



Send an instant message via streetmail to your members



Choose to receive email notifications as often or as little as you like

Perfect for Residents' Associations, Community Groups, Tenant groups... in fact, almost any local group

You can switch between chats in your own streetclub and those in your local area

Invite your neighbours here if you know their email address - if not, then we have posters and invitations you can print off in the Get Started button.

At a glance, see where club members are and any upcoming events. Upload a logo or picture to represent your street!

Streetclub.co.uk works on mobile and tablet too!



"We've always been a really community-minded street, lending a hand, sharing, having a BBQ, and just being helpful when we need it. Streetclub makes it easier to let each other know what's going on, plan a street party and ask for help, or share the odd tool - and it's great to keep these conversations separate from other social networks. With Streetclub, we're making our street an even better place to live!"

Fir Street, Wales



This type of network is growing in the US...

Neighbors who know each other, look out for each other.

93%

say it's important for neighbors to look out for one another.

Over **67%** of homeowners feel safer when they know their neighbors.



35%

of people who know their neighbors reported that they've shared information with them about crime & safety.

79% of people that use an online neighborhood forum talk with their neighbors in-person at least once a month.

Where is it working best – real examples:

Adopted by existing association



Missing Cats

Local Plans

Resident's newsletter

New development



Recommendations

Parking issues

Managing Agent

3 steps to a connected and sustainable community...



TALK

**Create
community
resilience**

**“support
network”**



SHARE

**Collaborative
consumption**

**“lend me a tool,
share a skill”**



PLAN

**Improve social
wellbeing
outcomes**

“feel connected”

Collaborative Consumption – two motivations

Zilok Rent anything online!

As heard on Chris Evan's show! **BBC RADIO 2**

AUTO CRAFT EVENTS HIGH TECH LEISURE LUXURY HOUSE VACATION **PRO SPACE**

SEARCH FOR something to rent What? drill advanced search Where? london Search

NEED SOMETHING SPECIFIC? POST AN ITEM for rent Ask for a quote OK

drill Rental around london

You didn't find what you were looking for? Let people know!

Power-Tools **Gardening**

☐ Drills (2) ☐ Roto-tillers (1)

Features **Price** **Distance**

☐ Items with image (2) ☐ 0 to 5 GBP (3) ☐ < 0.6 mi (0)

☐ Items without deposit (0) ☐ 5 to 20 GBP (0) ☐ < 1.2 mi (0)

☐ Members pro (0) ☐ 20 to 100 GBP (0) ☐ < 3.1 mi (1)

☐ Members private (3) ☐ 100 to 1000 GBP (0) ☒ < 6.2 mi (3)

Items **Renters** **Sort by** Distance (the nearest)

Picture	Item	Renter	Price/day	Address	Distance	Action
	DRILL Bosch Cordless Drill Driver 18V Lithium-Ion.	Individual Account	£ 5.00	W2 3 Paddington	2.7 mi	BOOK NOW!
	TILLER: FLYMO POWER HOE (ELECTRIC MINI ROTAVATOR) 11m FLEX This drills into hard soil to make it soft. Comes on an 11 meter mains flex.	Individual Account	£ 5.00	SW14 8BP London	6.2 mi	BOOK NOW!
	ELECTRIC DRILL power drill with drill bits	Individual Account	£ 5.00	W9 2AU London	3.5 mi	BOOK NOW!

Peer to Peer monetised

The Telegraph

Search - enhanced by Google

Monday 12 November 2012

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HOME > PROPERTY > **INTERIORS AND SHOPPING**

Eco living: try out collaborative consumption

Sarah Lonsdale meets "collaborative consumers" who are swapping, lending, borrowing and sharing with their neighbours to cut costs and reduce waste.

Top of the swaps: Meriel Lenfesty with items available at Ecomodo

By Sarah Lonsdale
9:52AM BST 08 Oct 2012

1 Comment

Shortly after Tracy Currer moved to Lymington in the New Forest, she lent her tall stepadders to a complete stranger who needed to cut his garden hedges. "The ladders came back a few days later, in the same

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PROPERTY SEARCH

FOR SALE TO RENT HOME VALUES SOLD PRICES

Location

Enter place name or area

e.g. Oxford or NW3

Min price No min Max price No max

Type Show all Beds No min

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SEARCH

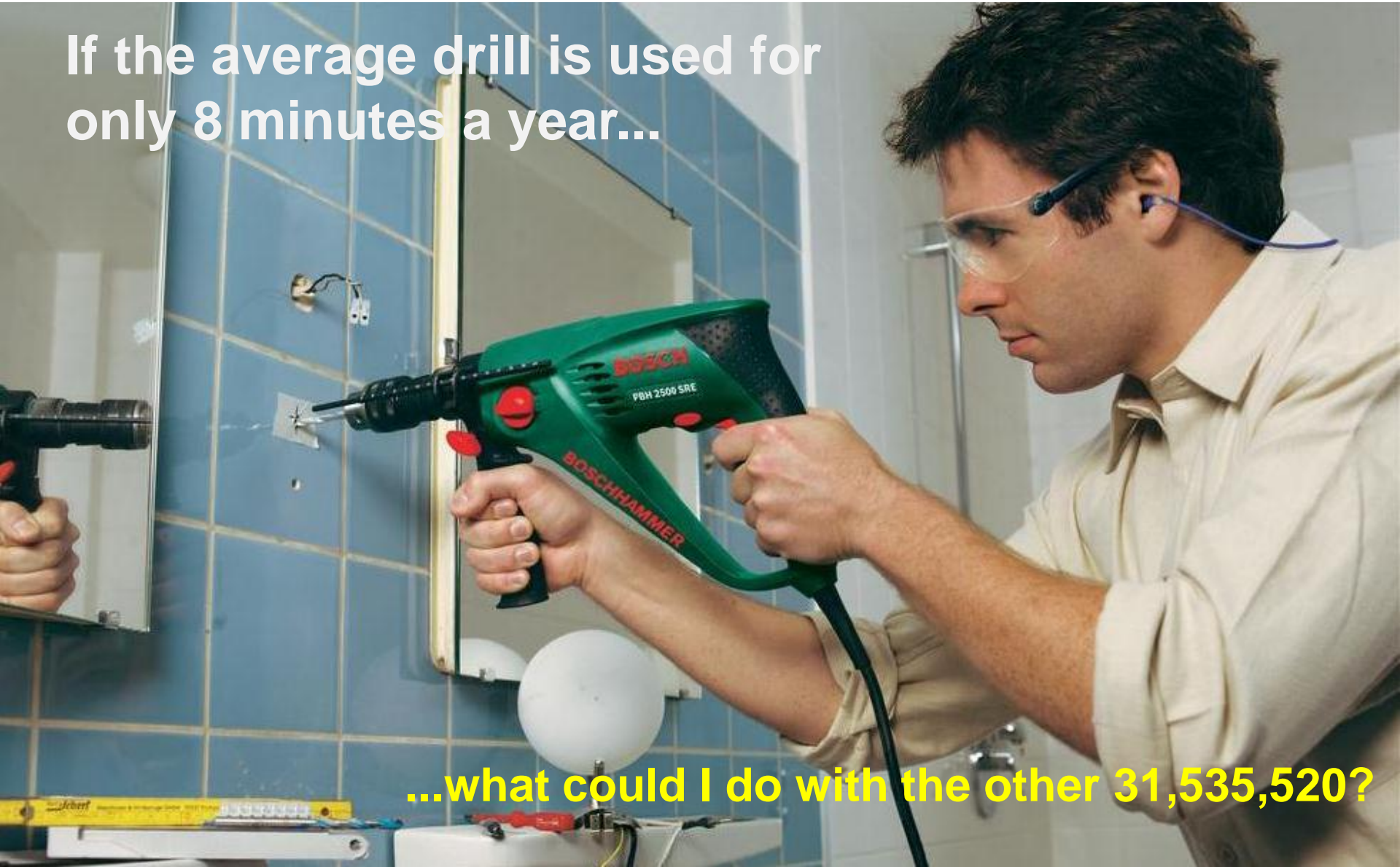
TELEGRAPH MASTERPIECE INSURANCE

Socially-driven

Moving from the sidelines into 'normal'

Sharing tools is a strong theme..but not the only one

If the average drill is used for only 8 minutes a year...



...what could I do with the other 31,535,520?

3 ways to deliver value to B&Q and be sustainable

**Help and
Advice at
Street level**

Collaboration

**Love where
you live**

**Breaks down
barriers to DIY
projects**

**Encourages a
sustainable
business model**

**Creates the desire
to improve**



Activate Market

Of course, this is what it's really all about!



Thank you



streetclub.co.uk

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