



Earn from your idle assets!

With UK industry in decline, unemployment on the rise, household incomes at their lowest level for years and properties being repossessed at a rate of one every 14 minutes*, there's little wonder people are getting thrifty!

One year on and The Borrowers are gaining momentum. We're not talking about the little people under the floorboards increasing in population, but the website that helps individuals not only save money (by borrowing items instead of buying new), but also helps them earn a little extra by hiring out their belongings, property, land, gardens, skills and even animals!

Somerset businesswoman, Lynn Bunniss set up the website, www.theborrowers.co.uk, to give people an opportunity to advertise their property and possessions, either for rent, for sharing with others, or swapping for something else.

Lynn said: "There are few of us without cupboards, lofts and garages bursting with stuff that we either no longer use, or only need once in a blue moon. A tent, for example, or pair of skis, a rotavator or an old computer. Or all those tools bought for renovating your home that have only been used once and are now relegated to the garage. Perhaps a spare saddle or even your old wedding dress. We've all got a host of items that can be put to good use."

Gumtree recently estimated that the average UK home has nearly £600 worth of unused items**. Collectively, we all own millions of £'s worth of equipment, tools, sports gear, musical instruments, home and garden items, as well as clothes and accessories, books, CD's and gadgets - all sitting idle.

With the UK economy unlikely to get any easier for some time, hiring and borrowing is now on trend. Transition movements are on the increase and the resurrection of the good old fashioned concept of sharing with your neighbours is beginning to return to our lives. Websites like www.theborrowers.co.uk are ideally positioned to support this renewed activity.

Lynn added "There's no better time to make the most of the things you own and rent them out, or simply share them with your neighbours. Since launching in Autumn 2010 we've had over 1.5 million hits and it's becoming more and more fashionable to borrow rather than buy new".

When asked what's been the most popular advert, Lynn replied "We had a pony for share recently because the owner didn't want to sell the horse she'd out-grown - she received 28 calls in 3 days and now has a regular rider for her horse".

The website offers lenders the chance to include a comprehensive description with up to 3 photos of their items and, for adverts placed in the Land/Garden, Property and Possessions categories, the service is free.

* Credit Action

** The Guardian

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