

CO-WORKING

Maker Wharf

Make Time For What Matters



Preface

Developing and managing spaces for both work and community can take a lot of time and money to do well. Whether in the form of empty outdoor land, or indoor buildings awaiting redevelopment or simply in common and shared spaces. Despite all the advances in property-related technology, or "prop-tech", Place-making, facilities and property management, and community management remain clunky and slow-moving fields of endeavour, ill-suited to the digital age. At the same time work itself is changing, creating new opportunities through technology and the world of on-demand services, as well as challenges around inclusion, access and stress as entrepreneurs and workers of different kinds adapt to the always-on nature of the internet and social media.

It's time to make time for what matters. We need to start by understanding that work is a function of time and that what people need are not just desks and office space, but places to work out of rest which promote productivity and counteract stress. These can include traditionally built commercial spaces made of glass and steel, with the usual floorplate designs, or they can also include spaces that are more popup in nature, closer to where people live and need to be; in churches and community buildings, in outdoor contexts such as car parks and derelict land awaiting redevelopment, warehouses and office blocks whose longer-term purpose has not been decided, and indeed even the common spaces within existing buildings that have been refurbished and developed already. At Maker Wharf we focus on creating popup- and ongoing islands of rest for productive work and community, whilst supporting the development of self-managing teams who look after sites starting with building community and extending out into facilities and property management. We achieve this by harnessing technology and partners to deliver far more than is typically available through traditional property and facilities and community management.

The Challenge

At Maker Wharf we believe everyone works best out of rest. We work with space owners to make their lives easier by helping establish self-managing communities within their buildings and land that facilitate restful rhythms of work, bringing activity into places which would otherwise remain dormant or under-utilised. We believe that such buildings are often managed and laid out in a wasteful way. They apply layers of services often outsourced to third parties that do not always facilitate community and stakeholders knowing each other, nor harness popup and other multi-use techniques to get better utilisation of spaces.

Achieving this vision will not be easy. The world has become accustomed to the traditional commercial development model, with ownership of buildings and land changing relatively frequently and less of an incentive to create spaces longer term, connecting with local communities. However, by applying innovation, social entrepreneurship, expertise in multi-use and pop-up techniques, and with the help of high-quality partners, we believe we can together nurture environments that enable productive work to take place, which simultaneously can be harnessed by local groups and those in need where appropriate. They also provide the kinds of facilities and ethos that will make for vibrant spaces. In a world in which the intention is increasing around longer-term ownership and stewardship of sites, Maker Wharf represents a potential agency of choice for those tired with the outmoded model of traditional property management.

Maker Wharf Framework

Maker Wharf supports space owners in establishing branded local entities (formal or informal) that can take care of the place-making functions traditionally, outsourced to third parties. A team is established comprising (for reduced rates where applicable) existing tenants and new ones brought in by Maker Wharf (normally national or international in nature), suppliers, paid staff, and even community representatives, to whom tasks are delegated collectively relating to the community, facilities, and property management of the building or spaces. Over time and depending on the potential of a given space, Maker Wharf and such teams can facilitate the establishment of popup and longer-term food outlets, co-working spaces, shared leisure spaces, and mixed-use reception areas harnessing innovative furniture design, smart layouts, technology to enable self-service around room and desk booking; payment and access.

In addition to building local teams, Maker Wharf curates a growing and global community of interesting individuals and organisations who enjoy hotdesking in new and interesting spaces, under the banner of the "Gym of Rest". These individuals and groups bring connectivity, and rhythms of restful working to any space that is not fully being utilised, and hotdesk where our systems indicate spaces are empty - ensuring that such spaces remain vibrant even when their existing hotdesk or popup tenants are not using them on a given day or week. This ensures that such spaces not only include local entrepreneurs and creatives but that there is a city-to-city connection fostering innovation and exchange of ideas beyond those contained within a particular locality. Gym of Rest members not only seek to work in a productive yet restful way, but to also come together to

run social activities, including those that support the needy, and harness a growing community of life, fitness, and wellness related coaches who help them achieve breakthrough in different areas of their lives and work.

Towards a true sharing economy

Beyond an initial consultancy role during the planning and setup stage, Maker Wharf will benefit together with space owners from any surpluses generated in partnership with local teams that have been established, through local membership fees of co-working and other types of shared spaces net of operating costs and any third party fit out and startup related capital costs, and in the ever more efficient yet quality orientated ways of managing such spaces, over time where appropriate extending into facilities and property management functions on top of community management and curation.

The main source of sustainability for Maker Wharf will be through its agency function, bringing in new and innovative tenants mainly from the sharing economy, who are continuously looking for spaces close to those with smartphones from which to deliver and store inventory, and to which they will direct their users to access various services. The rents generated by such tenants, who in general will pay for fit-out and infrastructure, will be shared with space owners, and where there are opportunities for the facilities they install to be reused by the wider community in a given space or building, these will be explored. For example, where kitchens are created to create on-demand food preparation facilities, these would be harnessed where possible to also enable local

training of food chefs and to cook for communities both on-site and in the local area. Opportunities will also often be explored to link the workers in the building and those in need, with shared spaces on site which can enable them to be inspired and even be trained up out of their normal work, to build skills and rhythms of work that will make them more productive and personally more prosperous over time and prepared for the future of work.

Benefits to Stakeholders

There will be many benefits to a wide range of stakeholders who choose to get involved in, finance, and partner with Maker Wharf

- For space owners, more efficient and intensive use of underutilised and common space, and access to expertise, tenants, and resources to enable popup and multi-use activity on-site operated in a self-managing way over time
- For governments and public authorities, a way of bringing in community amenities -even where buildings that would normally be set aside for them are no longer available in a given area or too costly to build and operate on their own
- For potential tenants and users of such spaces, more innovative, inclusive, and interesting environments that you can have a say in and help build together for a range of financial and non-financial benefits, with a focus on rest and productivity
- For charities and those working with the vulnerable, real-work environments that promote rest and not stress, with the potential for job creation in the spheres of space and facilities management, as well as long-term exposure to the future of work
- For investors, a means of making a social impact efficiently, and tapping into income streams and returns that might often be overlooked as part of a wider real-estate investment strategy over multiple years (particularly if ways can be found to tap into tenant revenue in exchange for affordable base rents)
- For employers a chance to provide authentic, productive, and inclusive environments in the community, with the opportunity to shape the amenities within a space or building, and inspire employees to develop themselves and get involved in making a difference

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