

Homestore's aim:	
Provide inexpensive, good quality furniture and white goods to east Londoners living on a low income.	
Homestore's outcomes	Key results in 2015/16
<p>Low-income households can access a choice of essential, good quality furniture and white goods.</p> <p>a) <i>Number and diversity (geographical and social) of low-income households registered.</i></p> <p>b) <i>Turnover of goods.</i></p> <p>c) <i>Quality and range of goods for sale.</i></p> <p>d) <i>Customer satisfaction through qualitative feedback (e.g. 3C forms, comment books, annual service user survey & other consultation)</i></p>	<p>1,927 customers accessed a choice of essential, good quality furniture and new white goods at Homestore.</p> <p>7,030 items of furniture were sold.</p> <p>100% of those surveyed would recommend Homestore to friends and family.</p> <p>Homestore passed its annual Furniture Reuse Network audit and was once again recommended to retain its award as a Furniture Reuse Centre of Business Excellence status.</p> <p>167 organisations working on the frontline of poverty, including SAAFA and Age UK refer people on the basis of Homestore's long-established reputation.</p>
<p>The pressure of debt on low-income households is reduced.</p> <p>a) <i>Savings on furniture bought (based on 1/3 price & free delivery, annual service user survey)</i></p> <p>b) <i>Savings on "white goods" bought (free delivery = £20 per purchase, annual service user survey)</i></p>	<p>Affordable furniture meant that customers saved an estimated £210,706 against prices elsewhere.</p> <p>£14.23 is the average price of a Homestore item. Deliveries are free. Homestore's manager visited four local charity shops and compared the prices of 139 items to similar stock at Homestore. We learned that Homestore's prices are set at a quarter of the cost of items found in nearby charity shops.</p>



Monitoring & Evaluation framework

Homestore's key outcomes

<p>Furniture is diverted from landfill.</p>	<p>205.2 tonnes of donated furniture were sold. Homestore continues to use fuel-efficient vans whilst running an office that limits its use of paper.</p>
<ul style="list-style-type: none"> a) <i>Amount of furniture reused/saved from landfill</i> b) <i>New and repeated sources of donated goods.</i> c) <i>Amount of publicity generated.</i> d) <i>Carbon Footprint/carbon reduction plan</i> 	
<p>Volunteers gain a useful and socially rewarding experience.</p>	<p>Homestore's team of 5 was supported by 51 volunteers and 26 trainees who gained valuable skills, training experience and references from us.</p>
<ul style="list-style-type: none"> a) <i>Number, length and type of volunteer placements</i> b) <i>Planned volunteer placements</i> c) <i>Feedback from volunteers on impact (exit/annual interviews, questionnaire tracking long term impact and other consultation)</i> 	<p>100% of those surveyed describe their time with Homestore as good or excellent.</p> <p><i>"I work with hundreds of charities and none of them offer the level of professional development and job search support that Homestore does"</i> - Neneh Kamal, who works at Urban Futures (a charity who refer six-month work placements to Homestore).</p>