



Monitoring & Evaluation framework

Homestore's key outcomes

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 2016/17
<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>2,122 unique customers accessed a choice of essential, good quality furniture and new white goods at Homestore. (981 new customers).</p> <p>6,648 items of furniture were sold</p> <p>94% of customers surveyed rated Homestore as excellent or good.</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>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 £196,151 against prices elsewhere.</p> <p>£11.91 is the average price of a Homestore item. Deliveries are free. This compares to local second-hand shops which charge an average of £52.82 and often charge for deliveries.</p>
<p>Furniture is diverted from landfill.</p> <p>a) <i>Amount of furniture reused/saved from landfill</i></p> <p>b) <i>New and repeated sources of donated goods.</i></p> <p>c) <i>Amount of publicity generated.</i></p> <p>d) <i>Carbon Footprint/carbon reduction plan</i></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>
<p>Volunteers gain a useful and socially rewarding experience.</p> <p>a) <i>Number, length and type of volunteer placements</i></p> <p>b) <i>Planned volunteer placements</i></p> <p>c) <i>Feedback from volunteers on impact (exit/annual interviews, questionnaire tracking long term impact and other consultation)</i></p>	<p>Homestore's team of 4 was supported by 60 new volunteers who gained valuable skills, training experience and references from us. Volunteers gave 1,553 days of their time.</p> <p>Our current offer to volunteers includes intensive training, interview coaching, weekly job updates and three-monthly supervisions to identify personal and professional goals.</p>