

Worcester Homebase store reveals new look

Homebase Press release - 1st May 2014



A £1,000 donation is being made to a local charity to mark the re-opening of the Homebase store on Elgar Retail Park this Friday (2nd May).

Colleagues voted unanimously for Acorn's Children's Hospice – a Worcester based charity offering care for life limited and life threatened children and young people, and their families – to receive the donation.

A representative from Acorns Children's Hospice will be on hand to accept the donation from store manager Chris Cullinan before cutting the ribbon on Friday 2 May at 9.30am.

"We're delighted to be able to make this donation to Acorns Children's Hospice," says store manager Chris. "We continue to play a big part in our local community, and believe this donation will go a long way to helping the invaluable service of care that the charity's volunteers provide for children, young people and their families."

The new-look store on Elgar Retail Park, off Blackpole Road has a Decorating Ideas & Advice Centre, offering touch screen technology to help customers to transform the look of rooms in their homes. A free interior design service is also available, where City & Guilds trained decorating consultants can help them create personalised mood boards using real swatches of flooring, tiling, wallpaper and paint materials.

After spending some time in the decorating centre and browsing products, customers can extend their stay in store by reflecting on ideas for their home in our brand new café.

How to get the job done is a dilemma for many homeowners, and there is now a DIY Zone offering even more ways to gather ideas and advice for DIY projects. This includes a demo zone where customers can get tips on projects and how to use power tools, a vast range of renowned power tool brands such as Stanley and Bosch, and services such as door key cutting and tool hire.

The move forms part of a redevelopment programme that includes investment in stores and services that are designed to offer home and garden inspiration to customers.

Paul Loft, Managing Director for Homebase said: “Investment in our stores and use of technology is a vital part of our long-term plan to offer a customer experience that can’t be found anywhere else.

“We’re also committed to the on-going development of customer service and colleague training, which is a key part of the new store format and a major part of Homebase’s development.”

Homebase products are also even more accessible to customers with its online ‘Reserve & Collect’ service and new fast delivery options. Exclusive brands such as kitchens by Hygena and Schreiber, a Mini Habitat store and paint by Farrow & Ball will also be available at the store.

Offering a new and inspirational approach to gardening, the garden centre is laid out into three distinct zones to help customers create a great outdoor living space, however big or small their garden, patio or balcony.

The Grow Your Own Zone gives those wanting to produce their own fruit and vegetables a vast array of products.

The Plant Zone has garden plants laid out according to their needs, making it easier to plant for shady borders or sunny spots.

The Building Zone allows customers to make a considered choice when selecting the right shed or arbour – all of which are available to take home the same day.

Matthew Compton, Head of Garden for Homebase, says: “We understand that customers are seeing their outdoor space as an extension of their homes. They want to be inspired, but also want solutions to make gardening easier, so we have adapted the garden centre to reflect their changing needs.”

For anyone looking for tips and advice on planting, a wide range of ‘how to’ leaflets are available in store, as well as helpful videos that can be found on the Homebase YouTube channel.

The store is Wi-Fi enabled and colleagues have been equipped with tablet devices and headsets to help communication and customer service.

Link: <https://www.homeretailgroup.com/>