



**Press release
March 2023**

Dunelm Signs the Menopause Workplace Pledge

The UK's leading homewares retailer, Dunelm, has signed up to the Menopause Workplace Pledge, committing to making their organisation a supportive and understanding place for colleagues going through the menopause.

In signing the menopause pledge, Dunelm commits to recognising that the menopause can be an issue in the workplace, actively supporting and informing their affected colleagues and encouraging all colleagues to talk openly, positively, and respectfully about the menopause.

This is Dunelm's latest step to address the societal issue that impacts many of their colleagues and customers, following the launch in 2022 of their internal menopause policy and subsequent MenopauzZz campaign, headed up by Lisa Snowdon, which highlighted the many sleep related issues experienced by those going through menopause or perimenopause.

Within Dunelm's menopause policy, there are several initiatives designed to support colleagues. Trained menopause buddies help create a network of colleagues, who have been trained to listen, offer a safe space and signpost to further help and support. Dunelm store managers have also received dedicated menopause awareness training plus Dunelm have also created a shared colleague experience, to normalise talking about menopause and help to create an open and supportive culture, including e-learning modules for all colleagues.

Amanda Cox, Dunelm's Stores and People Director, said "I'm delighted that at Dunelm we have been able to create a framework that really supports and empowers our colleagues, as we understand that symptoms of the menopause can cause challenges in both work and home life."

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For more information contact: [add in email address]

Notes to Editors

About Dunelm – www.dunelm.com

Dunelm is the largest homewares retailer in the UK with over 175 stores nationwide and an online webstore at dunelm.com, offering customers a wide range of quality homeware items from bedding, sofas, curtains, cushions, quilts and pillows, to kitchenware and dining, lighting, wall art and rugs, as well as premium brands such as Dorma and Fogarty and a wide range of furniture.

Dunelm is one of the few national retailers to offer a comprehensive selection of curtain fabrics on the roll and owns a specialist UK facility dedicated to producing made-to-measure curtains. It also offers a wide range of made to order furniture in a wide range of fabrics

Originally founded in 1979 as a market stall business, selling ready-made curtains, the first Dunelm shop was opened in Leicester in 1984. Over the following years, the business developed into a successful chain of high street shops before expanding into broader homewares categories after the opening of the first Dunelm superstore in 1991. Dunelm's headquarters are in Syston, Leicestershire.