

Dunelm launches collaboration with Airtasker

Collaboration provides help for customers with their home projects whilst supporting local community employment



Home-related DIY, from constructing flat pack furniture, to putting up a new mirror, is something you either relish or dread. For the those in the latter category, Dunelm, the UK's largest homewares retailer, has collaborated with Airtasker, the local services marketplace, to provide a new, community-based solution.

Customers in need of skilled specialists can now connect with local 'Taskers' who have the time, skills, and equipment to help with their project, taking any unnecessary stress away from building and installing their beds, wardrobes, drawers and tables.

The collaboration will also create attractive new and flexible employment opportunities for Taskers in the local communities of Dunelm stores who relish the challenge of assembling furniture to earn some extra money in the current cost-of-living crisis.

Following a successful trial across 18 stores, which created more than 500 tasks, the service will now be promoted across all 180 Dunelm stores and on Dunelm.com. Customers can find out more about how to use the service and access a £15 introductory discount.

The most popular furniture products that Dunelm customers requested help assembling included beds (24.5%), wardrobes (21.2%), drawers (13.8%), tables (11%) and chairs (6.2%).

Tasks also involved a wide range of other Dunelm products including lighting, mirrors and bathroom cabinets.

Jemma Williams, Director of Business Development at Dunelm, said: "Whilst some customers relish the opportunity to put their hands to work, we're conscious that for others the prospect of furniture assembly is something to dread.

Our collaboration with Airtasker gives customers the option to take these jobs off their plates, connecting them with skilled local 'Taskers' whilst supporting the local economy in our store communities. The response from both customers and Taskers to date has been encouraging, so we look forward to extending the partnership across our full store estate and online."

Tim Fung, CEO of Airtasker, said: "Furniture assembly is one of Airtasker's most in-demand services, representing more than 15% of tasks posted each year. Many of these tasks were organically from Dunelm's customers, so this collaboration was a natural fit.

"Not only can Dunelm's customers get help with assembly, but in doing so, we're able to create more work opportunities for local communities and help locals, help locals (literally!) It's a win-win!"

Dunelm's collaboration with Airtasker is just one of many initiatives aimed at supporting both customers and the local community, from local charity projects to its 'Home to Home' homewares donation scheme, part of Dunelm's wider commitment to a circular economy.

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Notes to editor:

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About Airtasker

[Airtasker](#) is a local services marketplace that connects people who need work done with people who want to work.

With its mission to empower people to realise the full value of their skills, Airtasker aims to have a positive impact on the future of work by creating truly flexible opportunities to work and earn income.

Since launching in Australia in 2012, Airtasker has grown its global community to over 4.7 million members across countries including Australia, the UK and the United States. The marketplace services 1.2 million unique paying customers.

Visit airtasker.com/uk or download the app on the App Store or Google Play.

While the average cost of getting a 'Tasker' to help with furniture assembly varies, most customers post tasks worth between £75-£100. Getting a large, bulky wardrobe assembled can cost around £125 while assembling a smaller item, such as a TV unit, can be done for as little as £35.

Anyone interested in becoming a Tasker is able to view what they could earn through Airtasker with its [Side Hustle Calculator](#).

Earning potentials include:

- Assembling furniture (£416)
- Pick-up and delivery (£312)
- Painting (£901)
- Cleaning (£409)

**Over one month doing just two tasks a week*

Sources: *The average earnings for some of our top Taskers was £4,763 per month or an average of £29,951 for the year (*based on earnings of our top 20 Taskers, May 2022).

About Dunelm

Dunelm is the largest homewares retailer in the UK with 180 stores nationwide and an online webstore at [dunelm.com](https://www.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.