



DUNELM LAUNCHES NEW TALENT PROGRAMME FOR UNDERREPRESENTED ETHNIC GROUPS

- ***Over 80 colleagues from across the business embarking on development scheme***
- ***Programme will involve a combination of skills development, networking opportunities, and tailored resources***

Dunelm, the UK's largest homewares retailer, is today launching its brand-new talent programme, "Reach", to empower colleagues from underrepresented ethnic groups to reach their potential within the business.

The "Reach" Programme aims to improve representation and further embed our culture of belonging through identifying and investing in talented colleagues who identify as coming from an underrepresented ethnic group and supporting their progression within Dunelm.

As of today, 82 colleagues begin the programme, having put themselves forward to take part. The scheme has been carefully designed in partnership with 'inclusion in' to address the specific challenges and barriers that colleagues from underrepresented ethnic groups may face in their career journeys.

"Reach" aims to provide the support and guidance needed to help our talented colleagues reach their potential at Dunelm, covering the following areas:

- **Skills and personal growth** - we will offer workshops and training sessions that focus on skills such as confidence, unlocking potential and personal brand, ensuring participants are well-equipped to excel in their career.
- **Connection** - colleagues will have a chance to connect, share experiences, and cheer each other on.
- **Career advancement** - sessions will focus on career steps at Dunelm and support participants to identify and pursue career advancement opportunities within the organisation.

Over the next six months, participants will hear from and connect with role models from within Dunelm and outside of the business to be inspired, expand contacts and broaden horizons.

Amanda Cox, Stores and People Director at Dunelm, commented: "We believe that when everyone has an equal opportunity to succeed, we all win."

We're committed to creating an inclusive workplace where everyone feels that they belong and can thrive. We know that different backgrounds bring unique perspectives and talents to the table. "Reach" is our way of making sure everyone gets the support they need to shine."

ENDS

Notes to Editors:

About Dunelm

Dunelm is the UK's market leader in homewares with a purpose 'to help create the joy of truly feeling at home, now and for generations to come'. Its specialist customer proposition offers value, quality, choice and style across an extensive range of products, spanning multiple homewares and furniture categories and including services such as Made to Measure window treatments.

The business was founded in 1979 by the Adderley family, beginning as a curtains stall on Leicester market before expanding its store footprint. The business has grown to 183 stores across the UK and has developed a successful online offer through [dunelm.com](https://www.dunelm.com) which includes home delivery and Click & Collect options. Most stores include Pausa coffee shops, where customers can enjoy a range of hot and cold food and drinks.

From its textiles heritage in areas such as bedding, curtains, cushions, quilts and pillows, Dunelm has built a comprehensive offer as 'The Home of Homes' including furniture, kitchenware, dining, lighting, outdoor, decoration and DIY. The business predominantly sells specialist own-brand products sourced from long-term, committed suppliers.

Dunelm is headquartered in Leicester and employs over 11,000 colleagues.