

Homebase open its first store in over six years

- *The home and garden experts return to Cheltenham, creating 29 new jobs*
- *The brand-new store brings customers more inspiration than ever with a fresh, modern design*

Milton Keynes, UK: 22 May 2021 – Today Homebase has opened its first brand-new store in Cheltenham. The opening marks a milestone moment for the home and garden experts being the first new store to open in six years.

Located on Tewkesbury Road, the new 36,591 sq. ft store is the one-stop-shop for the products, expertise and inspiration customers need to fix, improve or transform their homes and gardens. Following the successful roll out of inspirational and on-trend small format stores, this new store puts inspiration front and centre with plenty of on-trend ideas and everything customers need for any home or garden project.

The new store has created 29 jobs in the local area and these team members have been provided with externally accredited training, including City & Guilds gardening and kitchen design qualifications, to help customers create homes and gardens they love.

For those looking to redecorate, the store features a Dulux Paint Desk, which offers a paint mixing service, and popular brands including Homebase Paint, Crown, Farrow & Ball, ELLE Decoration and Craig & Rose.

Customers will also be able to shop home furniture and accessories, from occasional chairs and cushions to lighting and candles. One of the most popular trends of the year, wall panelling, is available ready-made and a wide range of tools and hardware to make any DIY task simple. Flooring and tiling options to suit all styles and budgets can be found in-store to complete any home improvement project. House Beautiful and Country Living wallpaper, furniture and home accessories are also available in-store, as part of Homebase's partnership with leading premium content and experience business, Hearst UK.

The 12,500 sq. ft garden centre* has everything customers need to refresh their outdoor spaces with plenty of plants, pots, garden care. With more than 40 years of gardening expertise, Homebase's specially trained team members will help customers with the products, advice and inspiration they need for any outdoor space, from balconies to lawns. With the nation welcoming friends and family back into our homes and gardens as lockdown restrictions continue to ease, hard to find outdoor furniture, spas and barbecues are will be available to buy in-store.

The showroom has a variety of kitchen and Bathstore bathroom designs on show, including the exclusive House Beautiful and Country Living kitchens, and features high-quality appliances from brands including Bosch, Neff and Miele. Expert advice is on hand from Homebase's team members

who can turn customers' design ideas into a reality through free design consultations, using Homebase's 3D visualisation software.

Grant Anderson, Homebase Retail Director, comments: "I'm really proud that we're returning to Cheltenham and our brilliant store team is ready to welcome customers old and new, bringing them the products, style and advice they need to complete any home or garden project.

"This store looks completely different to those we've had in the town in the past – it's designed to make shopping with us easier than ever. From clever QR codes that show customers how to recreate the look in their own homes to the helpful advice our team can offer, we're ready to inspire the local community."

'Order and Collect' is also available, making it even easier for customers to buy products from Homebase's full range of more than 35,000 products, either online for pick up in-store within the hour or order in-store for home delivery.

Following from Homebase's recent campaign, 'A Home For All', wildflowers have been planted in the car park to feed bees and butterflies in a bid to boost biodiversity. These will bloom in the summer months, providing much-needed food and habitats for wildlife. Much of the nation's naturally occurring wildflowers are in decline and customers can increase biodiversity in their own outdoor spaces with wildflower seeds available to purchase in-store.

Homebase has previously had two stores in Cheltenham between 1993 and 2019.

* in addition to the 36,591 sq. ft store

Ends

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About Homebase:

Founded in 1979, we are the home and garden experts. We're a one-stop-shop for the products, expertise and inspiration home makers need to fix, improve or transform their homes and gardens.

Homebase has 152 stores and 15 standalone Bathstore stores employing over 5,600 people across the UK and Ireland, whose specialist knowledge sits at the heart of the friendly and inspiring service Homebase offers its customers. New high street stores DECORATE by Homebase, Kitchens by Homebase and small format Homebase have also been launched around the UK with more planned.

Our wide range of products cover garden, decorating, home furnishings, kitchens, bathrooms and fitted bedrooms, and everything you need for everyday repair and maintenance, complemented by partnerships with leading brands, such as Hearst UK, ELLE Decoration, Villery & Boch, Bosch, NEFF and Roux Kitchens. We have everything you need for your home and garden projects under one roof.



Our inspirational new store layouts are helping millions of customers combine extensive on-trend collections with the ideas, advice, partners and tools to create a home they love.

For more information visit <https://www.homebase.co.uk/about-us/who-we-are>.