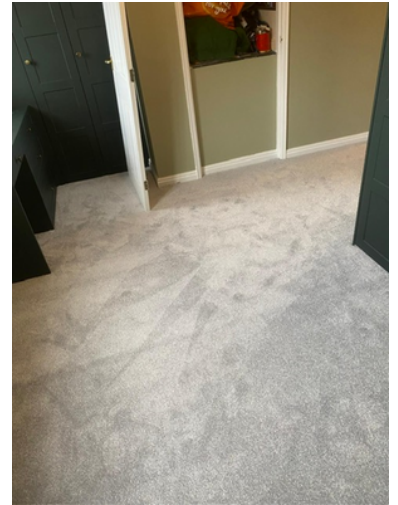




Case Study: Floors fur Thee

Floors Fur Thee is a Social Enterprise who operate a commercial flooring business while offering free or subsidised flooring support to individuals and families in need. Based in Wigan, they are committed to ensuring that safe, warm flooring is accessible to everyone, regardless of income.

The organisation's trading activity generates revenue that directly supports its social purpose through three main strands: a flooring retail shop that reinvests profits into the CIC. They receive referrals from charities and the social sector to support individuals and families most in need, and a sustainability mission to prevent new waste flooring from going to landfill by intercepting materials and making high-quality flooring accessible to low-income households. While the team can deliver across all flooring types, the majority of their in-kind work focuses on landings, staircases, and children's bedrooms – spaces that can make the greatest difference to family life. Their ambition is to expand their reach and raise their profile, building wider awareness of the social value they bring to local communities so they can offer flooring support in-kind to more people, across more areas, and create even greater social and environmental impact.



While Floors Fur Thee had strong trading operations and social impact, they needed help to better communicate their social impact.

Floors Fur Thee required targeted business development support, including building relationships with stakeholders and increasing their visibility within local community networks.

E26 Thematic Areas:

Through support from Wigan and Leigh Community Charity, Floors Fur Thee received bespoke development support and participated in a podcast feature designed to highlight their social enterprise model and local impact.

Contract Bidding and Marketing – Support was focused on helping Floors Fur Thee increase visibility with commissioners and community partners by better articulating their value proposition.

Demonstrating Social Impact – Through the podcast and business support, the organisation was guided in showcasing how their trading activity translates into community benefit.

Outcomes:

Floors Fur Thee are now delivering contracted work for the local authority.



Their profile has also been raised through a podcast feature that tells their story in an accessible, engaging format.

Insights and Lessons:

Social enterprises with strong trading models often need help articulating their social value clearly to attract contracts and funding.

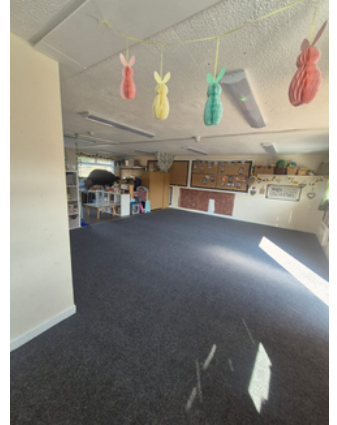
Telling your story through accessible formats like podcasts can open doors to new partnerships and community understanding.



Case Study: Floors fur Thee

Questions for other Social Enterprise organisations:

- Are you clearly communicating how your business activity translates into social value?
- Could digital storytelling or media help build awareness of your impact among local stakeholders?
- Do you know what commissioners are looking for when awarding contracts?



Link: <https://www.facebook.com/p/Floors-fur-thee-100081649341586/>,
[https://www.youtube.com/supported_browsers?
next_url=https%3A%2F%2Fwww.youtube.com%2Fwatch%
3Fv%3DyulZX9nrD1w](https://www.youtube.com/supported_browsers?next_url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DyulZX9nrD1w)

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