



# Furlong Flooring®

First choice flooring for every room

**CREATING  
WARM,  
WELCOMING  
HOMES**

 **Places  
for People**



*Furlong Flooring is partnering with one of the UK's leading housing associations, Places for People, in order to provide a range of flooring solutions for tenants and help futureproof its affordable housing stock.*

Places for People is a social enterprise that strives to create thriving communities for all residents. A key part of its mission involves ensuring their most vulnerable tenants have access to the essentials for comfortable living upon moving into a new Places for People home. However, securing affordable flooring solutions has historically presented a challenge which is why Furlong is rising to challenge to meet this need.

**"We spend about £250 million through our supply chain annually,"** explained Marcus Hulme, Places Impact Director at Places for People. **"When commissioning suppliers, we expect them to not only provide quality products but to support our vision of empowering communities across economic and social measures."**

Answering that call, Furlong Flooring has stepped forward as an invaluable partner. The two organisations have launched an innovative partnership that will see Furlong provide flooring materials to Places for People tenants facing economic hardship.

**"For many of our social housing residents, covering even basic costs can be an enormous burden,"** said Marcus Hulme. **"A decent carpet transforms a property into a true home, offering a warm, welcoming environment - especially for families with children."**

Previously, Places for People provided £1000 vouchers for tenants to purchase their own flooring at retailers like Carpetright. However, those funds were only sufficient enough to carpet more than a room or two. Through Furlong's generous support, residents will now receive flooring for their entire home.

The initial rollout will focus on Places for People's Lancashire properties, with a local third-party fitter installing Furlong's popular Avondale carpet range throughout living spaces, bedrooms and other high-traffic areas. Resilient luxury vinyl tile (LVT) or rigid core Endura SPC flooring may also be specified for kitchens and bathrooms.

**"A house is not a house until it becomes a home,"** said Hulme. **"Furlong's diverse, high-performance product catalogue will enable us to create that warm homely environment while being fantastic partners committed to our mission."**

As the relationship progresses, Places for People aims to standardise on the Furlong flooring solutions across all void properties being renovated and turned over to new residents. The housing provider manages over 200,000 homes spanning retirement villages, student accommodation, specialist assisted living and traditional social housing tenures.

Hulme emphasised the Furlong partnership aligns perfectly with Places for People's core values of corporate social responsibility and community empowerment.

**"We are a business, but one driven by the purpose of affecting positive change,"** he stated. **"Having Furlong's support will truly make a difference with people most in need of our services. We're eager to see this partnership expand nationwide."**

For Furlong Flooring, the collaboration exemplifies the company's vision of not simply providing quality flooring products, but utilising its resources and expertise to drive meaningful societal impact.

**"Places for People shares our passion for improving lives through innovation, empowerment and community-centric support,"** said Garry Martin, Managing Director, Furlong Flooring (Wales). **"We're honoured to assist this inspiring initiative and getting vulnerable populations back on their feet. This partnership truly embodies the best of what purposeful business can achieve."**