

Case study:

# Measuring success - Real Life Roomsets

**Kym Bradbury**  
Country Communication Manager  
IKEA UK and Ireland

**SHELTER**





**“Most things still  
remain to be  
done.”**

Ingvar Kamprad, IKEA Founder





Everyone  
deserves a place  
to call home



Could you live here?

Thousands of families experiencing homelessness have to.

With one household becoming homeless every 4 minutes in England, IKEA and Shelter have created this roomset to highlight the scale of the issue and reality of the unfit living conditions many are forced to endure as a result - not for one night or a few days, but often months on end.

This room is based on a real-life example of Channah and her family from the North West. When they became homeless, they were forced to live in cramped, dangerous, and unfit temporary accommodation just like this.

IKEA have joined forces with Shelter because we're committed to defending the one thing we all value most: home. Together, as part of our long-term partnership, we are calling on the Government to build 90,000 new social homes a year to address the housing emergency.

To get involved with the campaign visit [IKEA.co.uk/shelter](https://www.ikea.co.uk/shelter)



Together we can make a difference  
Scan the QR to make a donation

If you're facing housing issues or homelessness, visit Shelter's advice pages for help. [See \[shelter.org.uk\]\(https://www.shelter.org.uk\)](https://www.shelter.org.uk)



SHELTER



# Real life roomsets





# families experiencing homelessness have to.

When a family is forced to leave their home, it's not just the physical space they lose, but the sense of stability and security that comes with it. For many families, this is a daily struggle, and the impact on their lives can be devastating. They are often forced to live in cramped, overcrowded spaces, and the uncertainty of where they will sleep next is a constant worry.

This is the story of a family who lost their home. When they became homeless, they were forced to live in cramped, overcrowded spaces, and the uncertainty of where they will sleep next is a constant worry.

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SHELTER







Birmingham



Warrington




Bristol



Hammersmith





To create a better  
everyday life for  
the many people





**Better homes**  
for customers



**Better lives**  
for people



**Better planet**  
for all



**Hej!**

**Better company** for  
now and future  
generations



**ATTENTION  
METRICS**



**KNOW & FEEL  
METRICS**



**DO (BEHAVIOUR)  
METRICS**

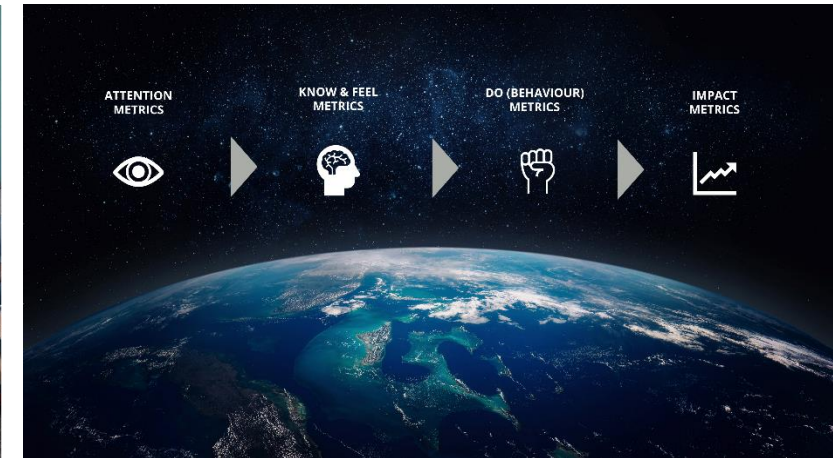
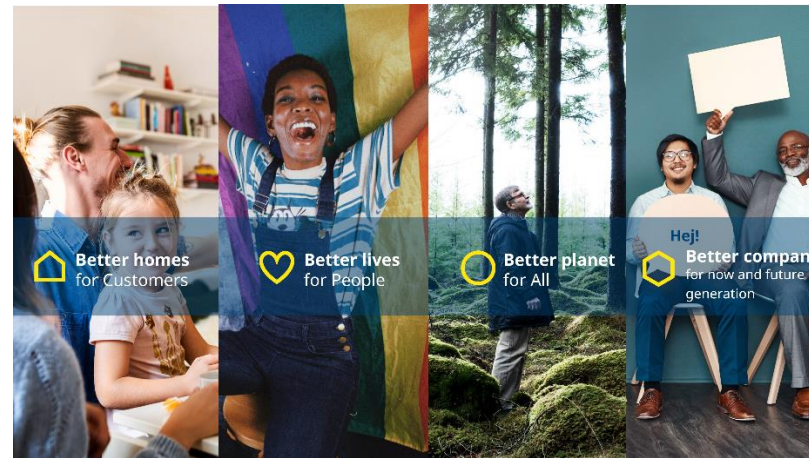
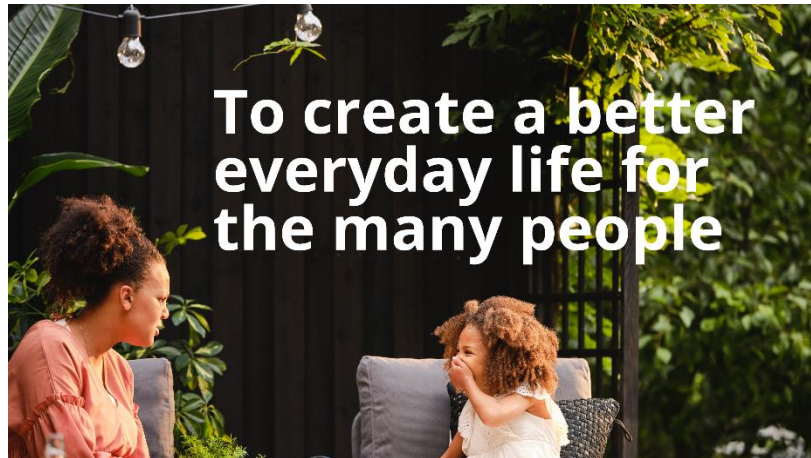


**IMPACT  
METRICS**





# Measuring success: Real Life Roomsets









11.3k page views

## IKEA and Shelter launches 'Real Life Roomsets', revealing the realities of the UK housing emergency

Together with our national charity partner, Shelter, we have today launched 'Real Life Roomsets' in four IKEA stores. Alongside new research that reveals public opinion around the housing emergency in the UK, our new campaign aims to raise awareness of the issue and highlight the real living conditions of those who are forced into temporary accommodation as a result.

112.2k reach

ikeauk and sheltercharity

Liked by grace\_verity and 1,012 others

ikeauk One in every 208 people in England is currently experiencing homelessness, with thousands more likely to lose their homes by the end of the year because of the cost-of-living crisis... more

View all 39 comments

7 March

IKEA UK @IKEAUK

Together with our national charity partner @Shelter, today we have launched Real Life Roomsets, a new campaign revealing the realities of the housing emergency in the UK. To find out more and get involved, visit [bit.ly/3J049jb](https://bit.ly/3J049jb)

19:06 · 07/03/2023 from Earth · 6,630 Views

10 Retweets 5 Quotes 25 Likes

Organic social pick-up goes far & wide!

thearchbishopofbanterbury

Loreal Stokes @LorealStokes

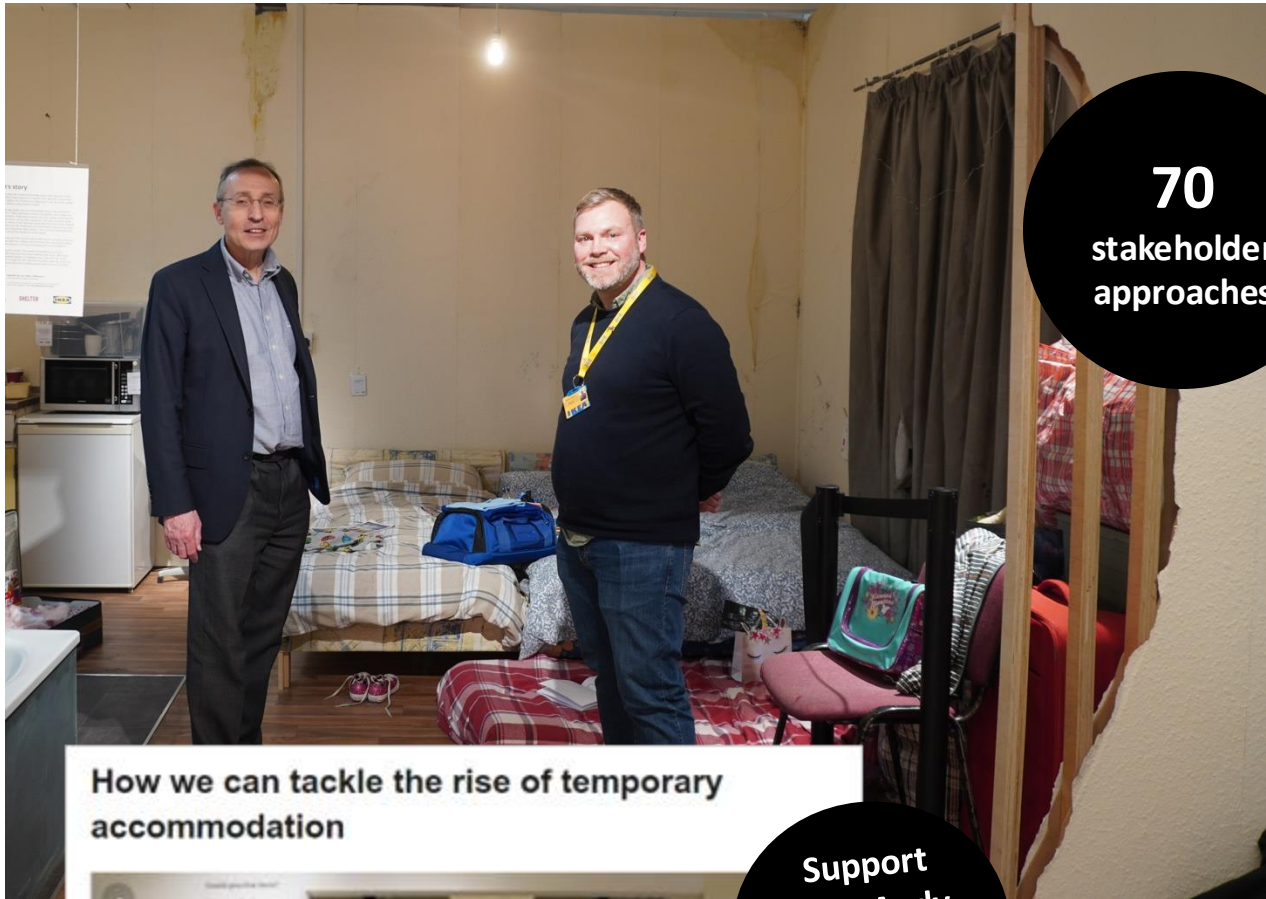
I saw this in Ikea earlier and it hit home how important it is to not take your life for granted. Such a powerful campaign and very well place. I haven't stop thinking about it since.

Could you live here?

Liked by charlie\_easter and 127,289 others

thearchbishopofbanterbury Very powerful 🙏





70  
stakeholder  
approaches

REAL LIFE ROOMSETS CAMPAIGN TOOLKIT

## Everyone deserves a place to call home

IKEA and Shelter are calling on the Government to build 90,000 new social homes a year to end the housing emergency. Why? Because everyone deserves a safe place to call home.

One in every 258 people in England are currently experiencing homelessness, with one in five people in the UK worried about losing their home as a result of the cost of living crisis. In the past year, in order to keep up with their housing costs, 18% of people in the UK say they have taken on additional work, 7% have skipped meals and a further quarter (25%) would consider it. This has to change.

Together, IKEA and Shelter have created 'Real Life Roomsets' to raise awareness of this issue and highlight the real living conditions of families who are homeless who have to live in accommodation provided by councils, known as 'temporary accommodation'.

The roomsets, which are a stark contrast to those found in IKEA's famously inspiring and well-designed showrooms, are based on the real stories of people living locally to the stores involved. Each roomset highlights the cramped, dangerous, and unhygienic spaces that an increasing number of people in the UK are forced to experience when living in temporary accommodation.

### The rise of temporary accommodation

Councils have a legal duty to accommodate families who are homeless and provide temporary accommodation until suitable permanent accommodation is available. However, a chronic lack of social housing and the freeze to housing benefit means councils now find they have very few options to prevent a growing number of families from becoming homeless. The [reliance on temporary accommodation](#) has therefore grown significantly over recent years.

The need for temporary accommodation has been catalysed by a lack of investment in decent and genuinely affordable social housing. The focus has shifted to building a range of affordable types of homes, which are not affordable to those on lower wages. This takes investment away from the only real solution to the housing emergency: building social housing.

### Joining the campaign

To help tackle the issue and demand for change, IKEA are also joining Shelter's campaign to amend the Levelling Up and Regeneration Bill with a new Infrastructure Levy to make it clear that the only type of housing that is truly affordable is social housing.

Write to your local MP. Ask them to support the campaign and be an ally in parliament. Share our assets on social media using: [#EndTheHousingEmergency](#). Download: [Sign up to the campaign](#). Follow: [@IKEAUK](#) and [@Shelter](#) to stay up-to-date on the campaign.

74%

The UK Government's Levelling Up and Regeneration Bill sets out how the Government will drive forward its levelling up agenda and make good on the promises they have made, including the [breakdown of inequalities in social housing](#).

SHELTER IKEA

REAL LIFE ROOMSETS CAMPAIGN TOOLKIT

## Get involved the campaign! #BuildSocialHousing

There are a few ways to join IKEA and Shelter's campaign, starting with writing to your local MP or sharing your thoughts on social media. We need MPs from across the political spectrum to unite behind this campaign and demand change. With your support, we can build even more momentum behind our call to build 90,000 new social homes a year.

To help you along the way, we have made a template to make writing to your local MP easy - use as much or as little as you want. We've also made a few infographics for you to share on social media.

### How to find your local representative:

You can search for your MP [here](#). Or find out how to get in touch through [Twitter](#), [Facebook](#), or [Instagram](#).

If you are in Scotland, Wales or Northern Ireland, you can also write to your local representative in the devolved administrations. When you type in your postcode, you can find the details of your devolved representatives so you can write to them asking for their support for IKEA and Shelter's campaign.

### A better future: Call on the government to build social housing

As a local representative I am asking you to offer your support to IKEA and Shelter's campaign. The Government to build 90,000 social homes a year to help [end the housing emergency](#).

The governments have failed to build the necessary number of social homes. Last year, only 15,000 were built in England, leading to a net loss of 14,000 homes. The knock-on effect is a large number of families living in unsuitable or temporary accommodation. Since 2012, the number of people in temporary accommodation has risen by 74%.

This 74% rise has included families being placed in converted office blocks, expensive B&Bs and hotels, with conditions notorious for being poor quality, unstable and insecure.

Today there are also over 120,000 children growing up in temporary accommodation with research by Shelter showing that 35% of parents in temporary accommodation say their children do not have a bed of their own.

When you don't know how long you're going to be living somewhere, you can't sleep, it's cold, and the place you're staying is dirty and too small, holding down a job, education or staying healthy becomes much harder.

Nobody should have to experience this.

If the Government considers an amendment to the Levelling Up and Regeneration Bill, we have an opportunity to make it clear that the only type of housing that is truly affordable is social housing.

I am calling on you to support and [sign up](#) to Shelter's campaign and join us in making a difference. By doing this, we can finally bring an end to the housing emergency.

Kind regards,  
Campaigner!

SHELTER IKEA

660  
downloads

## How we can tackle the rise of temporary accommodation



Support  
from Andy  
Slaughter  
MP

Andy Slaughter MP | IKEA  
@hammersmithandy



Labour party  
conference in  
October



## Post campaign analysis

**+27%**

increase in people feeling IKEA is  
“definitely committed to helping  
those in local communities”

**+20%**

increase in perceptions that IKEA is  
a business that is “committed to  
doing good”

**+16%**

increase in feelings of trust towards  
IKEA

## Longer-term measures

**+3%**

increase in Positive Impact  
Perception vs previous year

**+2%**

increase in Consumer Trust vs  
previous year

**+2%**

increase in Stakeholder Trust vs  
previous year



**ATTENTION  
METRICS**



**KNOW & FEEL  
METRICS**



**DO (BEHAVIOUR)  
METRICS**



**IMPACT  
METRICS**





**This is not  
child's play.**





# Key learnings

# 1.

Success lives in both the short and long term.

# 2.

The stronger the integration, the bigger the impact.

# 3.

Don't wait for perfection, start with what you have.





“Most things still remain to be done. Let’s continue to be a **group of positive fanatics who stubbornly and persistently refuse to accept the impossible.** What we want to do, we can do and will do together. A glorious future!”

Ingvar Kamprad, The Testament of a Furniture Dealer, 1976

