

# Storeroom2010

An Island charity dedicated to helping Island people



## GENERAL REPORT



### **Cowes Men's Shed**

A Community Project brought to the Island by Storeroom2010. Generously supported by various local and national funders, including the National Lottery Reaching Communities Fund

Company Number 7488966

Charity Number 1142010

# **Storeroom Main Objectives**

**Our three main objectives are:**

**1) The prevention and relief of poverty by supplying donated furniture and household goods at minimal cost to people in need.**

**2) The protection and preservation of the environment by encouraging re-use / recycling of donated furniture and household goods.**

**3) The relief of unemployment for the benefit of the public in such ways as may be thought fit; including the provision of training, employment, work experience and volunteering opportunities.**

## **Storeroom Mission Statement**

To provide and support the improvement of economic and environmental wellbeing through the reuse of items and materials.

Using furniture donated by Island residents, we can offer a good variety of items, at competitive prices, to those who are less fortunate, enabling all to make their living space into a home.

We empower individuals from many backgrounds to find the confidence to work within a team, encouraging self-development and aiming to increase their self-esteem.

By collecting donations of household items, we are diverting possible treasures from the landfill site, keeping our environment healthy and Islanders comfortable.



# 2010 **Storereroom**

## **Storereroom2010** **The Isle of Wight's leading furniture re-use charity**

We are a small independent charity, operating without the benefits of statutory funding. Situated on the Isle of Wight in an area which suffers disproportionately high unemployment and child poverty compared to many other areas in the UK, Storereroom2010 enables disadvantaged families to affordably furnish their homes, improve their quality of life and keep their dignity. Our doors are open to everyone

At Storereroom2010, furniture (that may otherwise have been taken to Isle of Wight landfill sites) donated by Island residents is utilised, facilitating availability of affordable furnishing; this also minimises impact on the environment. Storereroom actively encourages and enables Island residents to reuse, thereby helping their community and the environment too. Our figures for 2025 show we have assisted with the reuse of approximately 160,500kgs of furniture and household goods, saving this from being deposited in our Island landfill. It's difficult to imagine that weight, so think of around 7,000 two seater sofas instead!

Clients in need can be referred to Storereroom by one of around 60 support agencies (statutory and voluntary) across the IOW; referred clients then benefit from a discount on a substantial proportion of our stock, on our already very reasonable prices.

Storereroom2010 provides volunteer opportunities and work experience to those seeking a route to employment, enabling people to build confidence and transferable skills within a framework of support. We have seen people 'change' over the space of just a few days and become more socially interactive and pleased they have found something they can do and enjoy. Since we opened in 2010, over 50 people have moved into paid work from a volunteer or work experience position at Storereroom



*1 Mariners Way, Cowes, PO31 8PD  
Open Tuesday to Saturday 10am-4pm*

During 2025 Storereroom received referrals for almost 300 disadvantaged people. This group received extra discounts on basic stock items. Some people/families made no payment for the goods supplied at all, as their Housing Association are engaged in a partnership scheme with us, in order to help their most needy and vulnerable clients.

We welcomed over 5,400 paying customers who purchased more than 16,000 items, with more than 1,900 people making donations of their unwanted, but reusable furniture and household goods to us.

The Island Probation Service send clients to Storereroom who are required to work unpaid hours. Community Payback Individuals often find themselves motivated by the industrious, but enjoyable community environment at Storereroom2010 and some chose to stay on as volunteers.

In a nutshell the purpose of Storereroom2010 charity and its objectives are threefold: -

- The prevention and relief of poverty by supplying donated furniture and household goods at minimal cost to people in need.
- The protection and preservation of the environment by encouraging re-use/recycling of donated furniture and household goods.

- The relief of unemployment for the benefit of the public in such ways as may be thought fit, including the provision of training, employment, work experience and volunteering opportunities.

Storeroom is different from other charities which collect furniture for re-sale, as they are often looking to achieve the best possible profits to help their cause/purpose. Storeroom simply wants serviceable legally compliant furniture which can then be offered at affordable prices to those in our community who really need it.



Summer 2025 saw us celebrate our 15<sup>th</sup> birthday. We are very proud of all we have achieved in these years, including the purchase of our current Cowes Men's Sheds community project premises in 2015 (loan from NatWest, funding from Clothworkers Foundation) and in 2016 the purchase of our main premises (loan from SASC and funding from Power to Change and Garfield Weston Foundation). These purchases have helped to secure Storeroom's long term future for the benefit of everyone.

From January 2014 to April 2018, Storeroom ran a Skills Gap training project, sadly this closed due to insufficient forward funding. Grant monies were received from many generous funders both on and off the Isle of Wight, which helped Storeroom2010 to finance the Education Project. Teaching staff were employed as required and we saw 678 learners. Of these, 152 people attended for an activity and 526 learners took an accredited course and gained a certificate to show prospective employers their achievement. The learners' new trades-based skills would have helped them in their home lives as well as with employment opportunities. Around 20% of the learners went on into employment, self-employment, or further education when they finished their course, or in some cases, courses. Storeroom Education was a registered NOCN Centre No. 30000877.



Storeroom received the IW Chamber of Commerce, Business Awards for Excellence in the Business in the Community Awards 2016. At this award ceremony we met Fred Dinenage, who kindly agreed to become our Patron in 2017 and keeps in contact monthly. Fred loves to hear our news!

We were delighted to receive The Queen's Award for Voluntary Service, the MBE for Volunteer Groups.



**The Queen's Award  
for Voluntary Service**

Our customers continue to support Storeroom charity and despite the current financial difficulties so many are experiencing, they still come to us. Without the public's unwavering loyalty and the generous donation of their free time by our volunteers, we would not be here to serve our Island Community.

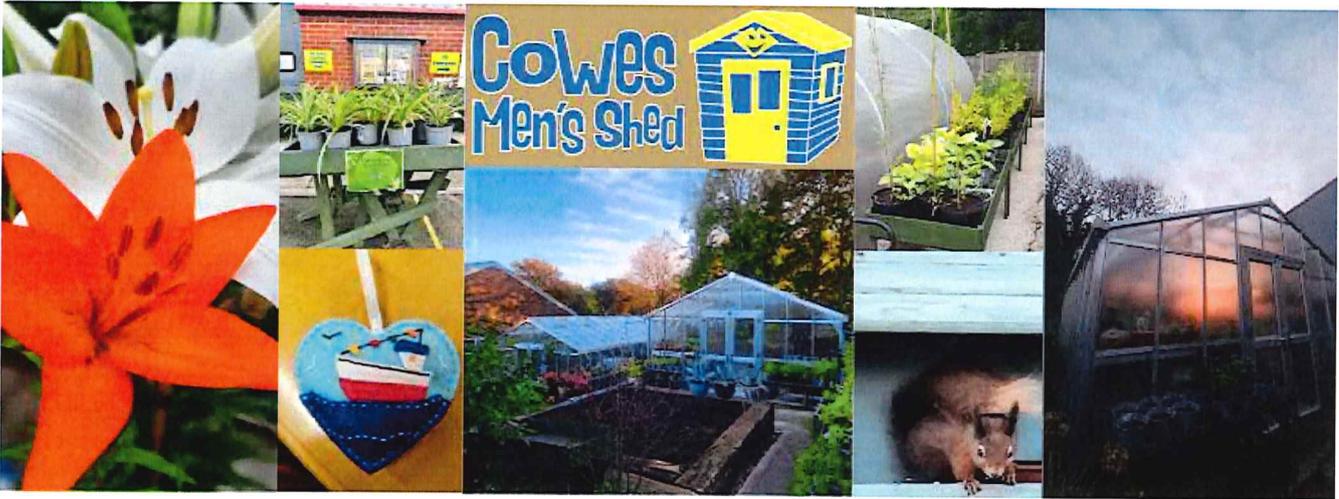
Keeping Storeroom2010 open to everyone who would benefit from affordable furniture is our main priority.



**Storeroom's current Community Project** is the Cowes Men's Shed which opened in May 2018. Supported by funders, both local and national, the Shed has over 200 members aged 18+ and 30% are women.

Predominantly aimed at seniors, the Shed provides a well-equipped carpentry workshop, hobby room, gardens with seating area, raised beds and two glasshouses. Shedders are encouraged to enjoy the company of others, complete projects for themselves, their friends and families, or maybe assist with philanthropic projects for local churches, schools and our hospital. Some members make or refurbish items to sell at Storeroom to raise funds towards the Shed's running costs. However, we do not expect anyone to take part in any project not of their own choosing

Our Community Project received almost 100 visitors, including local dignitaries, and saw 1,632 members attendances over the last year.





## General information about Cowes Men's Shed

We are members of the UKMSA (UK Men's Sheds Association) and our Shed has the longest opening hours of any on the Isle of Wight; Monday to Friday, 10am-3pm. We offer free membership to everyone aged 18+, so that no one in our community is excluded. Despite the name, at present women currently form 30% of our total membership, which as of December 2025 stood at around 200.

The Shed opened on 14 May 2018: a community project brought to you by Storeroom2010 furniture reuse charity and supported by various local and national funders. The Shed has a carpentry workshop, which is very well equipped, an exterior horticulture area with raised beds, two glasshouses, seating area, red squirrel and bird feeding stations. Over the years we have received many kind donations of items such as chop saws, pillar drills, a table router, lathes and more for the carpentry workshop, also some shrubs and plants for the horticulture areas from our members. We have purchased larger equipment with money from various funds who were happy to help.

Men in Sheds is a great concept and there is a national organisation (UKMSA) which offers us support in making Cowes into a great Shed! The negative impact of loneliness and social isolation on mental and physical health are well documented. Surveys from Mental Health Charities have found millions of people feel lonely daily. Men typically find it more difficult to build social connections and rarely share personal concerns or worries. Sheds are about meeting like-minded people and possibly having someone to share your worries with too. Men are more likely to talk about their troubles when working shoulder to shoulder with others.

A Men's Shed (or Shed) is like a garden shed – a place to pursue practical interests at leisure, to practice skills and enjoy making and mending. The difference is that garden sheds and their activities are often solitary in nature, while Men's Sheds are the opposite. They're about social connections and friendship building, sharing skills and knowledge, and of course, a lot of laughter. Sheds are whatever the members (or Sheddies as they are called) want them to be. Whatever the activity, the essence of a Shed is not a building, but the connections and relationships between its members.

Sheds can also mean having fun again, sharing skills and knowledge, gaining a renewed sense of purpose (often lost when people retire) and belonging. Typical activities in Sheds vary greatly, but at Cowes Men's Shed we offer carpentry and horticulture activities all year round. People can try out new activities or rediscover old hobbies, utilise their skills and share learning, enjoy the company of others and maybe become more active too. There is parking locally, and the Cowes Park and Ride Bus Stop is just a two-minute walk along the road; so easy access for everyone.



*Our most recent anonymous survey of Shed members provided some enlightening responses: 90% agreed or strongly agreed that attending the Shed improved their general health and wellbeing.*

*100% agreed or strongly agreed the Shed had made them more active and that they had made new friends at the Shed.*

*85% agreed or strongly agreed that attending the Shed helps reduce stress, anxiety and/or depression whilst 100% agreed or strongly agreed that their quality of life had improved.*

*Some of the survey feedback we've received includes:*

*It's such a positive amenity to the many people that choose to come along.*

*Since joining the Shed my mental health has improved and I've made new friends and learnt new skills.*

*Since losing my partner, I've found a sanctuary here. I can't live alone. I missed having company.*

*I have really enjoyed myself at the Shed. Meeting people from all over the country makes it interesting. It has made me try a talent I didn't know I had.*

*Since I have been a member of the Shed, I feel a sense of belonging to a group that will help me improve on making things.*

*Thank you everyone here. I love it. I have lost everything, and I miss my late wife. That was the end of everything but here has saved me. Thank you.*

Predominantly, Storeroom's community project addresses the issues of isolation and loneliness. It helps prevent people from succumbing to boredom or depression through lack of social interaction. For those who are unemployed it helps with confidence building. There are over 800,000 chronically lonely people in the country and their situation impacts on their health. Nationally the ageing percentage of our population who are over 65 is growing and with this growth are health and depression issues from retirees who feel they have lost their personal identity and purpose. According to the Royal College of General Practitioners, "Loneliness poses a greater risk to health than diabetes".

Of the 71,290 households currently on the Isle of Wight, one in six is a person aged 65 or over living alone. Older people, aged 70 years and over, make up 21.4% of the population compared to 13.6% nationally. We are tackling the stigma surrounding mental health and suicide by providing a space for members to feel comfortable and confident in discussing their mental health whilst being creative and productive.

The Shed Project's objective is to provide a comfortable, safe place where people who need company can go to combat feelings of isolation and depression and can meet others, socialise, practice hobbies; they can make things and drink a cuppa together! 'Shedders' are often retired, but anyone aged 18+ is welcomed. We have seen unemployed people gain confidence and be able to establish new routines and social skills, which have helped in securing paid work. Retired people have a wealth of knowledge they can pass onto the younger generation, helping them in many ways – and vice versa.

Our Shed Project is an innovative response to the many issues mentioned within this document. We find that other Men in Sheds Projects on the Island are not really fulfilling the original concept of being there for people when they need company. We are providing somewhere people can go to make a positive difference by working on projects for other charities and good causes. We are open 5 days a week, 50 weeks a year and enable people to dabble in carpentry and horticulture projects as they wish. 'Shedders' participating may want to help upcycle, repair furniture or assist with horticultural projects where items could be sold to raise funds for the Shed, but this is not compulsory, we never expect our members to take on a project not of their own choosing. Some members decide to make bird boxes and garden trugs all out of wood scraps and bits of old pallets, ready for Storeroom to sell to support the Shed, along with plants grown in the gardens and glasshouses.

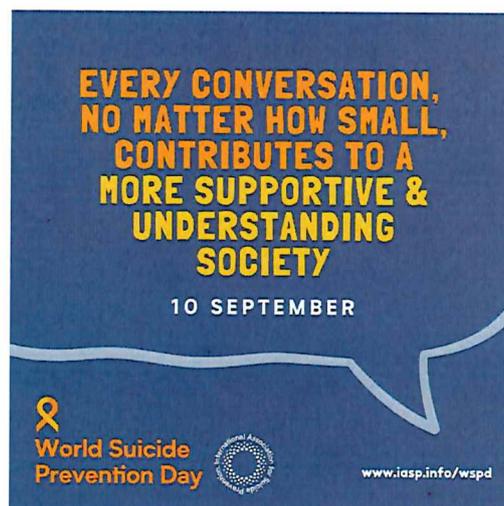
We believe Storeroom2010's Cowes Men's Shed will continue to gain in popularity, providing companionship and company for people of all ages over 18, but especially to retired people who suffer from loneliness and isolation, the client target group we are advertising to attract. We target social isolation in a community where, looking forward, the ageing of the Island's population is set to continue with projections suggesting that by 2030 almost 34.5% of the population will be aged 65 or older, 17.3% aged 75 or older and 4.9% aged 85 or older.

The proportion of the 85 years and over population is expected to increase from 5,378 to 7,358 people by 2030 – an increase of 36.8%.

Many of these groups are lonely or bored, some suffering with mental health issues which could be helped by getting out, meeting people and participating in projects for good causes. The UKMSA, believe older people, especially men, can benefit from the company, conversation, creativity and connections that a Shed environment can provide. It is said that Sheds are playing a particularly important part in meeting the needs of older people – particularly older men, who often feel that traditional services targeted at older people are not right for them. The creative, productive nature of Sheds provides an activity around which people can form bonds and networks, which go on to benefit them outside of the Shed itself.

Engaging people in our gardens has had a noticeably therapeutic effect. Many members do not have access to a garden and do not wish to travel to any public green spaces. Introducing them to the Shed, allowing them to enjoy the sunshine, the bird song and other wildlife is a breath of fresh air that has a positive effect on their physical and mental health. Inspiring people to participate in altruistic projects in the workshop fosters a sense of togetherness and giving something back to their community. It really is about building up the confidence and self-worth of people who have faced a series of challenges. We are helping people who may be feeling totally alone, seeing that they are happy and have what they need and beyond; letting our community know that there are people who care about their health and well-being.

When Men's Sheds thrive,  
they change lives.  
Support the movement at  
[www.menssheds.org.uk](http://www.menssheds.org.uk)



# Storeroom2010's Awards

In 2011 our first award was from Wight Mind, for our outstanding contribution to Mental Health Services on the Island; for our work in providing people recovering from mental health problems with volunteer opportunities and supporting them into work.



Our second award was from the IW Chamber of Commerce, Business Awards for Excellence – Business in the Community Award 2016.



Our third achievement was The Queen's Award for Voluntary Service, the MBE for Volunteer Groups, received in 2017.



We attended the Isle of Wight Radio, Best in Business Awards in 2022, where we were Highly Commended for the Best Green/Eco Business of the year.

We also attended the Community Awards in 2023 and were delighted to be a finalist and to receive a Highly Commended certificate for the "People Focused Project of the year". So many great Charities across the Island winning amazing awards.



In 2025, we attended the BBC Radio Solent, Make a Difference Awards. We were rewarded the 'Highly Commended Community Group Award'.

**We continue to thrive for more awards in 2026 and in the future.**

# Our Social Media Pages

## Facebook

To find us on Facebook, search for Storeroom2010. When you visit our page, please don't forget to hit the **like & follow** button!

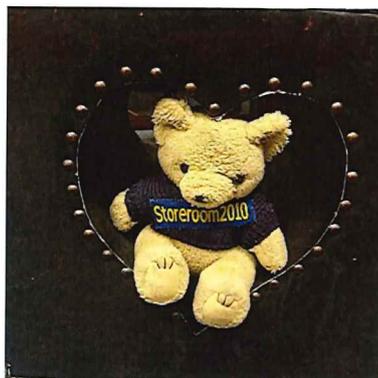
You will find some fun posts on our Facebook page.

**Sunday & Mondays** - we play a word anagram game; the item is hidden in the picture we have posted AND we have a quiz. We post a cropped photo of an item, and our Facebook followers try to work out what it is. Answers are always shown later that day.



**Saturdays** – Is our "Find Ted" day, he often likes to hide around the shop and warehouse.

Here is our friend Ted:



## [Storeroom2010 Selling Page](#)

Also, on Facebook we have "Storeroom2010 selling page". On this page we mostly show our current available stock for sale. No measurements, just pictures and prices. However, any questions are welcome, and the team will always get back to you.



Charity furniture shop & warehouse - Registered Charity  
1142010  
ALL STOCK MUST BE SEEN IN PERSON!

## [Instagram](#)

If you prefer to look at mostly photos, you could check out our Instagram page. To find us on Instagram, search for @storeroom2010.



## [Storeroom2010 website](#)

Find us at [www.storeroom.org.uk](http://www.storeroom.org.uk)

Lots of information about us, how to get help if in need, how to contact us and a page to meet our wonderful team!

# Friends of Storeroom2010

We are grateful for all your support!



**Community  
Action  
Isle of Wight**  
*at the Riverside*



**wightbay**



**The Footprint Trust**  
Reg Charity No. 1106024



## **Southern Housing**

In December 2022 a single charitable housing association, Southern Housing, was formed by bringing together Southern Housing Group and Optivo.

As one of England's largest housing associations, providing over 77,000 homes across London, South East, Isle of Wight and Midlands. Whether it's traditional social housing, shared ownership, affordable rent, private market rent, or outright sales, they offer a range of services to communities across the south- east of England with the promise to;

- maintain and improve our local presence. They now have more colleagues, services and homes in their communities.
- prioritising delivering excellent customer services by investing in digital tools and flexible services that suit customers' needs
- delivering improved repair services by moving more repairs and estate services in-house. They will have greater control over quality and communication
- put Residents at the heart of developing their service offer and will set their priorities
- have improved resilience and financial strength with the capacity to deliver on their commitments.

Southern Housing also work with their customers and in communities to provide activities, information, and advice that improve the neighbourhoods their customers live in and their individual lives.

## **Southern Housing working in partnership with Storeroom 2010**

Southern Housing provide a furniture and household goods fund which the Storeroom manages. Southern Housing has helped over 170 of their tenants in need, by purchasing over 1,000 items through Storeroom. (figures from 2019 to 2025)



## **Sovereign Network Group**

SNG (Sovereign Network Group) was formed in October 2023 through the merger of Sovereign and Network Homes.

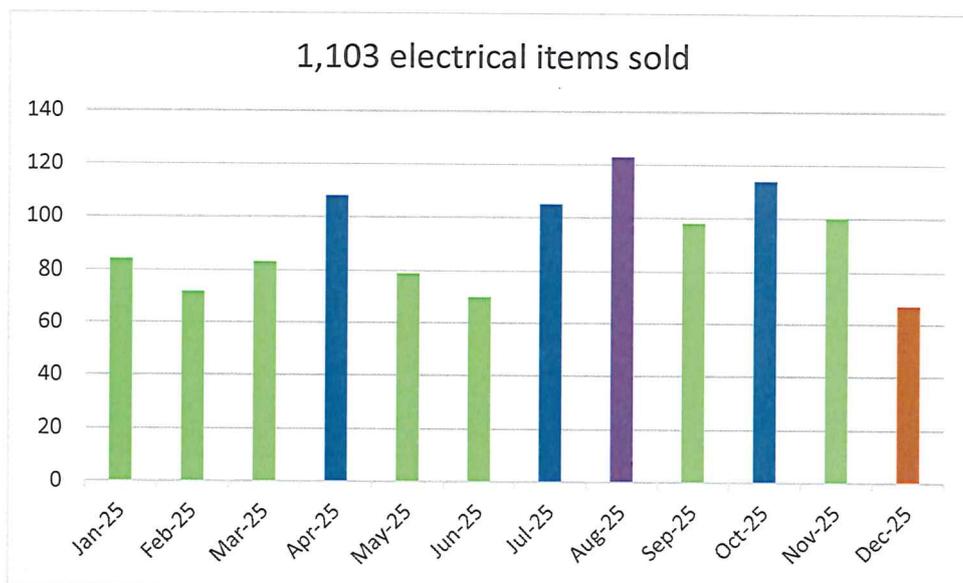
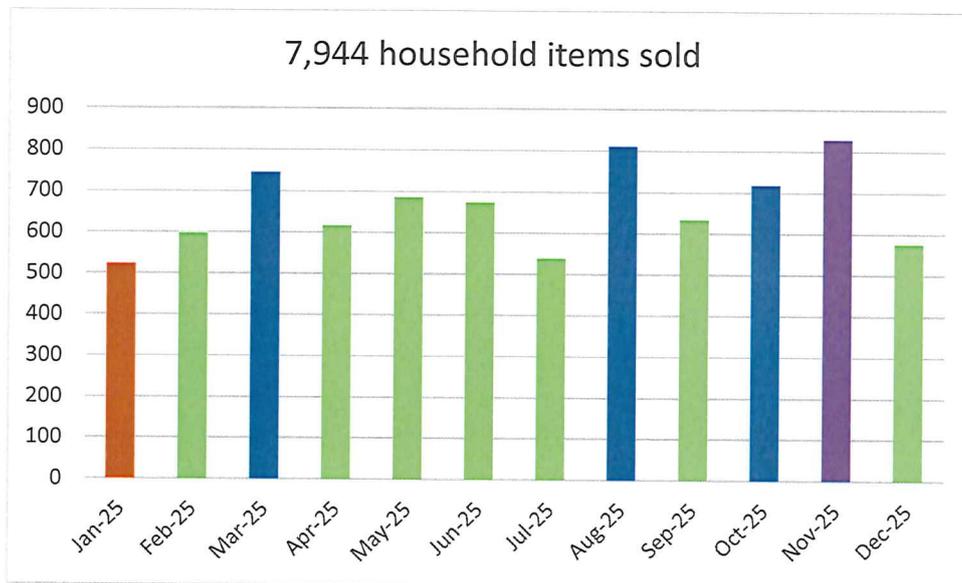
Their purpose is to provide good, affordable homes that are the foundation for a better life - and their vision is thriving communities, over generations. SNG provide over 84,000 homes and invest in communities across the South, West and East of England, including London, as well as aim to create thousands of new affordable homes every year.

Everything SNG earns, is reinvested so that their customers - now and in the future - have a sustainable home in a thriving community.

## **SNG working in partnership with Storeroom2010**

SNG provide a furniture grant fund to help residents in need and, since October 2021, they have worked with Storeroom to deliver this support to its residents on the island. Together we have helped over 80 of their residents, who have purchased over 450 items from Storeroom (figures from Oct 2021 to Dec 2025).

# Sales 2025





**ADAM - COWES MEN  
SHED LEADER**



**YVE - VOLUNTEER**



**JESS - ADMIN AND  
VOLUNTEER REP**



**JANE - VOLUNTEER**



**JAKE - Trainee  
Maintenance &  
Operations Assistant**

# THE TEAM



**KEV - DRIVER**



**NICK - CEO**



**KERRI - MANAGER**



**GLENN - VOLUNTEER**



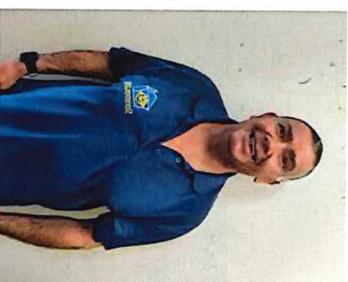
**BEV - VOLUNTEER**



**KEITH - VOLUNTEER**



**SAM - SHOP AND  
WAREHOUSE ASSISTANT**



**STEVE - RETAIL  
MANAGER**

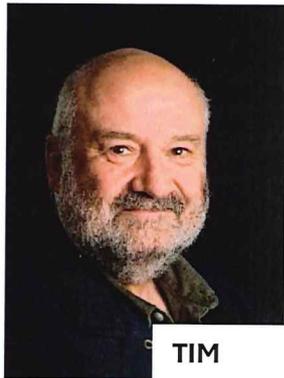
**CRAIG - DRIVER**



**CAMERA  
SHY**

**A FEW VOLUNTEERS  
ALSO CAMERA SHY!**

# TRUSTEES



**TIM**

Tim is also a Trustee of our parent charity (Real World Trust) and was part of the initial set up of the original Storeroom project. He is delighted that despite funding being withdrawn in 2010 that Storeroom is still going strong. Mr Day still has many connections within the IOW NHS service and is acutely aware of the needs of their clients and families.



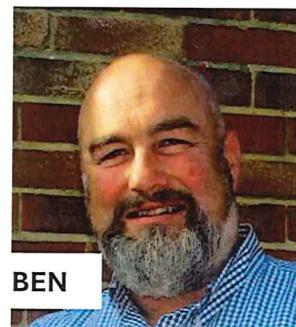
**REX**

Rex has been an auctioneer since 1972 and has worked for various firms, but latterly HRD Auction Rooms in Brading. He is delighted to have been able to help Storeroom2010 to re-use non-auction items. Now Rex is taking gentle semi-retirement he wishes to use his experience to assist Storeroom2010 however he can



**TERESA**

Teresa comes from a long and diverse background in nursing and innovation from general hospital coronary care, primary care, public health, clinical commissioning and third sector. After she qualified as a Public Health Practitioner, she specialised in sexual health and wellbeing for all ages. She has always been an innovator and keen to develop, engage and take an active role in championing new and effective developments such as digital integration and interoperability. Teresa is featured in the NHS 60 celebration book of extraordinary people



**BEN**

Ben is the founder and Managing Director of Rouse Limited, a financial services company on the Isle of Wight. Ben is committed to helping as many people as possible to realise the value of financial planning for life and to supporting and assisting worthy causes and charities, including Storeroom2010.



**LIZ**

Liz has held directorships, non-executive directorships and trusteeships in the private, public and charitable sectors. She holds a judicial appointment sitting on First Tier Tribunals for people detained under the Mental Health Act, is on the Joint Audit Committee for the Police and Crime Commissioner and the Chief Constable of Hampshire Police and is a regional representative for the National Residential Landlords Association so understands the housing issues facing people in the private rental sector.



**WENDY**

Before moving to the Isle of Wight in 2004, Wendy had a varied career in banking, various administrative positions and the leisure industry. Wendy helped her husband Nick, now Storeroom's CEO, set up Storeroom2010 and worked mostly within the office until her retirement in 2025. Her latter years were mostly spent applying for grant funding for Storeroom's Community Projects



**PADDY**

Paddy is a retired Charity Chief Executive who founded and ran Real World Trust. In addition to Storeroom2010, he is a Mental Health Act Review Manager for IOW NHS Trust, a Trustee of Community Action, West Wight Sports and Community Centre, and Healthwatch Isle of Wight.