

PRESS RELEASE

Friday 22nd August 2008

As another Bank Holiday and the 'great home clear-out' approaches, new research shows that only than 1 in 10 of us (10.4%) will recycle our unwanted clutter - but over half of us (50.7%) will give it to charity.

The results are from an on-line survey run by The Clutter Clearing Consultancy and give us a new insight into the habits and challenges of clutterholics across the UK and are particularly useful for anyone planning a clearout or DIY session during the upcoming Bank Holiday.

Other figures from the survey show that:

- * Clothes clutter makes up the majority of people's clutter - with 1 in 5 (20.69%) of people saying it is their biggest problem with clutter
- * General paperwork makes up much of people's clutter - with 19.4% of people saying this is the main type of clutter that they have
- * Over 1 in 6 people (14.9%) say that our clutter contains a mixture of everything
- * Over half of us (55.3%) are turning to the internet to find help with our clutter
- * 87% of those who have clutter that's out of control admit to sorting through it and creating piles of clutter - and then giving up and pushing it to the side

To help people make the most of the bank holiday weekend and actually succeeding Clare has put together 5 top tips:

1. Do one room at a time. If you have a lot of clutter (see our examples on the website: [Clutter Examples](#) . Expect to clear a room that is 10% cluttered per day
2. Make sure you're clear about what you want to achieve. You know you don't want the clutter, but what do you want instead? Draw a floor plan and get specific on what you do and don't want the room to look like, smell like, feel like.
3. Reward yourself when you've done some clutter clearing. Whether it's sitting down with a drink, going out for a meal or having a relaxing bath, do something that is your way of saying 'well done' to yourself.
4. Give children a clutter clearing activity so that they can help without getting in the way - e.g. give them 4 bin bags and tell them they need to go through all the clutter in their room and put all their toys in one, dirty clothes in another, school things in another and rubbish in another.
5. Go through the children's school uniform and toys so that you have stored away things that you don't need for the new school term. If you're not planning more children, do you really need to keep the baby toys and clothes?

As Clare explains, with house prices continuing to fall, families are less able to move to bigger homes but instead are having to make the most of the space they have. For many, this means clearing the amount of stuff they have and turning it into cash. 'We loan our clients a banner so they can have a garage or front garden sale to turn their unwanted clutter into much needed cash. It's another part of our focus on practical help for people and is proving very popular - it's easier than a car boot sale if you've got a lot to get rid of and is cheaper. We've had clients who have made hundreds of pounds by clearing the clutter then selling it.

Clare has been helping people with their excess clutter in the UK since 2004 and is now taking on local consultants across the country. 'There are so many people who need help that I need consultants to help me. Helping people clear their clutter is not about doing it for them, it's about enabling them to make the decisions and giving them a process to follow – after all, it's not my place to make judgements on other people's belongings. If it was as simple as that I'd save them some money and tell them to get a skip!'

'We've helped lots of people in lots of different ways and found some quite unusual finds' says Clare. 'We're currently trying to find a new home for a pickled monkey called Pedro who was found on a dining room table. He's currently resident in my downstairs cloakroom and we're hoping he'll find a new owner over the Bank Holiday. We've also had:

Snappy clutter A Stuffed Crocodile – found in the bedroom;
Reading clutter Beatrice Potter 1st edition (worth £6,500) – found in a cardboard box in the bottom of a wardrobe of a lady who was de-cluttering after losing her husband and moving into a home;
Snack clutter A tin of soup from 1947 – a little out of date it was given to a local museum;
Loving clutter A letter from a friend 15 years ago – it wasn't clutter as the owner wrote to the person again, re-established contact and ended up marrying him;
Banked clutter An envelope with a Christmas gift of £5 from 1982 from a now dead Aunty - £5 which was never acknowledged and the Aunt never thanked;
Valuable clutter A bank book that was 27 years old and turned out to have earned £4,276 interest over the term;
Attractive clutter A necklace made out of melted down silver farthings by Amerindians in the Amazon rain forest of Guyana, South America (featured in the recent BBC Lost Land of the Jaguars programme) which was given to a lady on the day she accepted her missionary husband's proposal;
Chatter clutter A full set of baby teeth;
Pet clutter Dead mice – a very common clutter item! – mice often like to eat the clutter! And the ashes of a beloved pet;
Reading clutter 12 years worth of newspapers;
Shopping clutter A war ration book;
Yummy clutter 13 year old chocolate;
Historic clutter The deeds of the first owner of a Victorian house being de-cluttered – from 1876;
Hidden clutter A cellar – the owner didn't know they had one.

To find out more about Clare and her work with Clutter, log onto <http://www.clutterclearing.net/clare.php> or call her on

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Notes to editors:

1. Clare Baker can be contacted on 0777 5897955, 01295 275030, 0203 3030 152 or 01604 269 129.
2. Clare Baker is available for interviews, discussions, phone-ins etc on clutter clearing issues.
3. Clare Baker has contributed to articles on the issue of clutter for many well known magazines, newspapers and radio stations. (visit <http://www.clutterclearing.net/news.htm> to see a full list)
4. The Clutter Clearing Consultancy is the only clutter clearing business that offers FREE practical help for de-cluttering.
5. People can learn how to de-clutter in several ways – either by providing a 1-2-1 home consultation, a group consultation, a telephone consultation or buying her unique eBooks and workbooks to help people get started and find a process to follow.
6. Clare Baker runs The Clutter Clearing Consultancy – www.clutterclearing.net.
7. The Clutter Clearing Consultancy has a weekly FREE top tip that people can sign up for on-line at <http://www.clutterclearing.net/toptips.htm>
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