

DEATH OF THE BANK HOLIDAY DIY RITUAL

Submitted by: Mason Media

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THE British male's tradition of spending Bank Holidays doing DIY around the home would appear to be a thing of the past.

It seems that the majority of men would rather spend time seeing family and friends, visiting the countryside or seaside or even jetting abroad for a few days.

0800handyman, the professional handyman service, is being deluged with calls from homeowners who no longer have the time or desire for DIY.

The most common call-outs are for drilling expertise to hang pictures, mirrors and notice-boards, carpentry such as assembling furniture and electrical work.

But more unusual assignments have included:

- freeing a naked woman who got her toe stuck in the taps of her bath;
- collecting timber in a millionaire's Bentley;
- assembling a child's solar system mobile in the correct planetary order;
- cutting a chopping board in half so it fits in the dishwasher;
- building miniature cornices for a child's dolls house;
- fitting an extra low spy hole in a front door so a 4ft 10in cleaner could see outside.

0800handyman is on track to double its turnover from £500,000 to more than £1million this year. The company plans to launch up to 50 further franchises across the UK in the next 12 months.

The company, which has its head office in London, is growing rapidly on the back of people's reluctance to spend time tackling DIY.

A survey for Standard Life Bank earlier this week revealed that a staggering 93 per cent of men will employ a professional handyman in the next 12 months rather than tackle the job themselves.

The study labelled this new craze Done For You (DFY) as opposed to DIY.

0800handymen charge £30 for the first half hour and £20 for each half hour after that and typically focus on jobs lasting between half an hour and half a day.

Oxford graduate Bruce Greig, 0800handyman managing director, said: "People tell us they don't have

the time or desire for DIY these days and like the idea of calling someone like us out to do it for them.

“People are working longer hours and families are too busy ferrying children from one event to the next. The last thing they want to do is spend their precious weekends up a ladder with a drill or a paintbrush in their hand.”

Bruce, 29, set up his company after waiting at home for three days for a plumber to fix a leaking tap. In the end, he did it himself and three years later has built one of the UK’s fastest growing franchise operations.

NOTE TO EDITORS

- Media enquiries and photograph requests to Nick Mason on 0151 348 4293 or 07903 237008
- For more information about 0800handyman visit the website at www.0800handyman.co.uk
- 0800handyman currently has franchises covering Surrey, Middlesex, Hampshire, Berkshire, Sussex and Devon.