

#MakeOneChange in your home this April

Submitted by: Kin Communications2

Friday, 29 March 2019

- New research reveals that 69% of the UK do not love their homes
- National Home Improvement Month begins this month
- Win £750 of goodies to get you started

Embargoed until 00:01 Monday 1st April 2019

This April is National Home Improvement Month (NHIM), and as the name suggests - it's an awareness campaign organised by the British Home Enhancement Trade Association (BHETA) encouraging people to improve their homes during the month of April.

After research conducted by BHETA found almost three quarters of us (69%) across the UK don't love our homes, only 21% feel proud of our homes and 10% of us feel embarrassed by their homes – NHIM have called upon home-dwellers to make one change - big or small.

The announcement comes after a number of survey respondents reportedly felt home improvements were overwhelming, didn't know where to begin or just avoided it altogether because they felt they didn't have enough knowledge to make changes. Research found that a staggering 30% of people in the UK felt uncomfortable hanging pictures, 40% felt uncomfortable putting together flat pack furniture, and only 39% of survey respondents felt comfortable re-designing their gardens. Additionally, when we make a DIY to-do list for home improvements, an overwhelming 41% of us are destined to never tick off the jobs that need doing.

With mixed reactions regarding our homes, NHIM ambassadors Julia Kendall (DIY SOS, 60 Minute Makeover), and Georgina Burnett (TV presenter, property and DIY interiors expert) recommend prioritising your home by starting with just one change to get you started.

As Julia notes, "Making home improvements can be addictive but it can also become overwhelming if there's too much to do," she says. "That's why the aim of National Home Improvement Month is simply to encourage people to make one change."

In addition, Georgina Burnett comments "So many people lead busy and often stressful lives, so the emotional benefits of improving your home environment are immeasurable. We all need a home that supports our day to day living."

A home is what you make of it, and to celebrate NHIM – we are challenging you to make one change with the opportunity to win £750 worth of fantastic home improvement goodies from National Home Improvement Sponsors Harris, Valspar Paints and Schneider Electrics.

The lucky winner will receive £750 worth of decorating and electrical labour, along with a host of useful products, including practical paint brushes and rollers, gorgeous paint in your choice of colour as well as switches and sockets for that special finishing touch!

All you have to do is email us a picture of your home improvements to info@homeimprovementmonth.co.uk,

along with the reasons that you decided to #MakeOneChange (in no more than 30 words) before 30th April 2019.

As the saying goes, 'Home is where the heart is,' and with spring bringing lighter, warmer days - National Home Improvement Month will be the best time to kick-start your home improvement journey.

For more information please visit:

<http://www.homeimprovementmonth.co.uk/>

- Ends -

For information on the #MakeOneChange challenge please visit the National Home Improvement Month website.

For further information, images or a copy of the full research, please contact Tom on Thomas@kincomms.com or Amy Boreham on Amy@kincomms.com. Alternatively you can call 02039587175.

NOTES FOR EDITORS

National Home Improvement Month is supported by the British Home Enhancement Trade Association (BHETA), the leading UK trade association for manufacturers, suppliers and distributors in the home enhancement market, including home improvement (DIY), garden, housewares and small electricals.

ABOUT THE RESEARCH

The research was carried out online from 15-19 November 2018 by Vital Research on behalf of BHETA. The research sample comprised 2,001 UK home owners. All research conducted adheres to the UK Market Research Society (MRS) code of conduct (2014) and all research processes comply with the DPA (1998).

OFFICIAL AMBASSADORS

More information on the official ambassadors is available via the respective websites for Julia Kendell and Georgina Burnett

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