

FOR IMMEDIATE RELEASE

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Size matters to a nation of hoarders.

As a new report by the Royal Institute of British Architects (RIBA) entitled 'The Case for Space' points out that 'many feel that newly built homes aren't big enough', the UK's leading Clutter Coach says she has been helping people deal with the practical consequences of smaller homes for the past 9 years.

It's Wednesday and, for some inexplicable reason, Wednesdays are always busy for Clare Baker, a Clutter Coach who specialises in helping people clear their clutter and get organised. '2 - 4pm on a Wednesday is our peak time for enquiries' explains Clare. I've no idea why. Perhaps people have spent the previous weekend trying to declutter on their own, failed, and can't face the prospect of the approaching weekend's attempts to declutter being just as futile.

'A large proportion of the people I work with are people who are downsizing to smaller homes and need help to declutter their belongings' says Clare. 'After I tell them bluntly that there is no way to fit the equivalent of a spacious 3 bedroom home into a new-build 2 bedroom home and have much space left, they then have a moment of realisation that storage and organisation is not going to solve this problem but instead they are going to have to let go of some of their belongings. That's tough talking for someone who struggles to let go of their belongings, just in case it comes in useful, and that's when we discover just how ingrained the British Hoarding habit really is. People struggle to accept that if they're moving to a smaller home there simply isn't as much space for all their stuff. There's no such thing as a tardis where there's more space on the inside than appears on the outside.'

More than 2 million of us are, at any one point, clearing the clutter to create more space, according to a survey by Clare and her team at www.clutterclearing.net - up half a million since 2008. And according to Clare Baker who runs www.clutterclearing.net the reason more people are seeking help to declutter is simple.

'Many of my clients are people who are downsizing for a variety of reasons - economic circumstances, children have left home, taking the equity out of their homes, moving to a new area where you get less space for the same price. Initially, many decide to keep their clutter and put their excess belongings in storage - that hoarding gene rearing it's ugly head again - but they discover after a year and on average £1,500 in fees for extra space, that their budget can no longer afford to keep the spare belongings they believe they need to keep. Some try to convince themselves that the downsizing is only temporary and now realise that the economic downturn is not as short term as they had hoped. Ultimately they have all realised that they've got too many things for the space they have available and it's more economic to declutter than to hold on to everything. That's when they call us - and they usually have this lightbulb moment on a Wednesday afternoon between 2-4pm.'

According to Clare, many are actually finding that doing their Clutter Clearing is boosting their income. '60% of my clients make considerably more money out of their unnecessary clutter than they spend on dealing with it. After enquiring about help they decide to seek out a 'cheaper' option, but once they've tried to do it on their own, decided to be 'ruthless' and failed, paid over £1,500 to have their clutter in off site storage for a year, or cluttered up their homes with MORE clutter since they moved into their new, smaller home, they get in touch again.'

I had a lady who found a Beatrice Potter 1st edition (worth £6,500) in a cardboard box in the bottom of a wardrobe, a lady who found a bank book that was 27 years old and turned out to have earned £4,276 interest over the term and a gentleman who found a cellar he didn't even know he had.'

More commonly people find cash in their clutter (coins and notes), unused store vouchers, unbanked cheques, share dividends, and unwanted items they can sell on internet auction sites or at car boot sales.

Clare's 5 top tips for anyone who needs more space and can't afford to move are:

1. Think about what space you NEED and how you intend to use that space. A spare bedroom will always be a junk room if we have no desire or need to use it as anything else.
2. Ask yourself how many of one particular item you actually NEED at any one time in your home. You probably don't NEED 14 identical handbags like one of Clare's clients had. Is it the buzz of buying a bargain that you NEED rather than the 'thing'?
3. Is your home more like a warehouse than a home? Can you realistically go and buy another one if you need it? You probably don't NEED to buy a years supply of soup if it means you'll be having it every day for the next 52 weeks, like one of Clare's clients did (and they expired within 6 months anyway).
4. Be realistic, not ruthless. If you've only used one notepad in the last month, do you really need 24 spare ones in the cupboard 'just in case'? 78% of Clare's clients could open their own stationary shop with their 'useful' buys.
5. Ask yourself – which is more important – having the things 'just in case' or having more space to use right now? You can't have both and Doctor Who is the only person who owns a tardis.

For interviews with Clare Baker, contact Clare Baker on 01295 275030 or 0777 5897955 or email: clare@cdc-uk.net Visit www.clutterclearing.net for more information.

About Clare Baker

Clare Baker, Clutter Clearing Clare and BBC Radio regular guest had her own clutter challenge back in 2001. By identifying and implementing the process that she now uses with her worldwide clients, she was able to clear her clutter and has stayed clutter free ever since. She now helps clients around the world by coaching them how to clear their clutter using the same method she used. Clutter Clearing Clare is not only a sought-after Clutter Coach, but has also worked with some well known celebrities whose reputations would shrivel if their followers even found out that Clare had coached them to clear their clutter. For more information, visit Clare's website at: www.clutterclearing.net

Media Contact:

Clare Baker

01295 275030 or 0777 5897955

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The case for space by the Royal Institute of British Architects (Riba)

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About clutterclearing.net

clutterclearing.net is a coaching business that coaches and supports people at a Practical Level to Achieve a Permanently Clutter Free and Organised Home using the principles of NLP.

Clare works with people at a practical level in the UK and around the world such as Canada, America, New Zealand and Japan without the need to visit their home.