

Press release
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Hackney Homes residents team up with Dulux Trade to revamp estate

Residents at Lea View House have revamped the communal areas on their estates with vibrant paint they won as part of the Transforming Communities initiative run by Dulux Trade.

Monika Hazleton, from the Tenants and Residents Association at Lea View House who entered the competition on behalf of Hackney Homes, said: "Our communal areas, corridors and stairwells used to be places that people stopped to chat in, and we had a nice community feel for a while. As the areas started to look dated, people became less keen to spend more time there than was necessary, and it got to the stage where people weren't even stopping to say hello to each other any more. It's really important in a community like this that people continue to get to know their neighbours, but the lack of warmth in the communal areas prevented this."

Lea View House was selected as one of three winners to receive a stunning Dulux Trade transformation worth £2,000, complete with specification support and colour guidance from the leading paint company's experts. After extensive consultation with Lea View House residents, Dulux Trade identified that by sprucing up the communal areas at the property, it could improve the residents' quality of life on a daily basis, and help boost tenant satisfaction levels .

The Dulux Trade Colour Studio created a variety of refreshing colour schemes for each of the communal areas to be made over at Lea View House, and the Dulux Trade Specification Account Manager suggested products that would stand up to the heavy traffic they are subject to. Vibrant reds, regal blues, zesty yellows and fresh greens were used to give the corridors and stair wells a real lift. Because the walls were painted with Dulux Trade Diamond products, which are ten times more durable and ten times more stain resistant than standard emulsions, they are set to stay looking smart and welcoming for years to come. All painting work was carried out by Hackney Homes Direct Labour Decorators and managed by Hackney Homes, with close and regular consultation with the residents.

Speaking about the makeover, a female resident that lives in the block that was given a green colour theme, said: "The painting work has got people talking to each other again. Nowadays, neighbours keep to themselves but the makeover brought the community back together.

"It's now patently evident that the majority of the residents care about their surroundings, and if a piece of graffiti appears, the residents can touch up the damage with the left over paint. I'm pleased to say that persistence of the do-gooders in our community has worked!"

A resident in the blue block reinforced these views: “There’s been much talk about the makeover. The colour itself is very relaxing, and it’s something we’re proud of when we show our friends and family around. The blue block residents are now getting together to fundraise for new things like carpet. If that doesn’t show renewed community spirit, I don’t know what does!”

Monika explains that residents in all the redecorated blocks have gained a new confidence and energy from the Transforming Communities scheme. “The fact that there are people out there that care about how other people live has restored their faith in humanity. They’re far happier to go out of their front doors, and are proud to come back home at the end of the day.

“I can’t express enough how grateful we are to all the people involved for their good will, time, money, paint and other materials.”

For more information on Transforming Communities, visit http://www.icipaints.co.uk/housing/transforming_communities.jsp

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Notes to editors:

- Hackney Homes is an arms-length management organisation managing around 30,000 council properties in the borough of Hackney.
- ICI Paints AkzoNobel is the world’s leading decorative coatings company and number one in the world for decorative paints and performance coatings. Its portfolio includes market-leading brands such as Cuprinol Trade, Dulux Trade, Glidden Trade, Hammerite, Polycell Trade, and Sikksens.
- ICI Paints AkzoNobel is continuously working to develop new and differentiated products and services to meet customer needs, and is the leader in environmental sustainability. Experts in colour with an unrivalled colour range, the company ultimately offers specifiers, contractors and decorators the support they need to do a great job.
- The company’s leadership in formulation science, combined with its commitment to improve the environmental footprint of its products throughout their life cycles is the perfect combination for the journey ‘Step Towards Greener’. Although decorative coatings contribute less than two per cent of the total amount of VOCs emitted in the UK, ICI

Paints AkzoNobel is at the forefront of implementing the new regulations regarding VOCs which came into force on 1st January 2010.