

Voids Paint proposal Customer Involvement Report Customer Stream Lead – Beverley Mathers

Introduction

The Customer Involvement team were approached to carry out consultation with customers to gather their feedback on the paint colour used on the walls of homes in the void period.

In most cases where Thirteen are requested to do a full or part all decoration the default paint used has been Magnolia paint for walls and white paint to ceilings skirtings and doors and frames.

The head of Voids proposes that the use of Magnolia is outdated and proposes to change the specification to present all white.

The **aim** of the consultation is to gather customer feedback on the proposals to paint walls white. This allows the customers influence the change to white paint in all void properties.

Benefits

- Presents bright, clean rooms ready for modern day living and will appeal to most customers (neutral) for the letting process.
- Provides a blank canvas for customers to adapt, is easy to keep clean and maintain.
- Readily available materials
- Reduces time in void turnaround by up to 1 day for full house decoration as less time on finishing lines between ceiling wall / skirtings etc.
- Improve safety reduces demand for working at height and stairwells and on step ladders but currently finishing lines are required.

Consultation

The involved customer database were consulted via email and survey to outline the proposal including the benefits of this change. The survey was added to Microsoft Forms to allow them to give their feedback digitally and anonymously if they wished.

The survey was composed of three multiple choice questions –

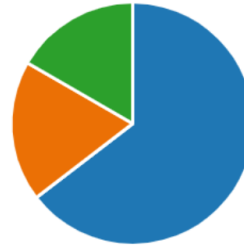
1. Which colour wall paint would you prefer?
2. Do you think it is a good decision to change from cream to white paint?
3. Any thoughts or questions?

Responses to survey

1. Which colour wall paint would you prefer?

[More Details](#)

● White	31
● Magnolia (cream)	9
● Either is fine	8



2. Do you think it is a good decision to change from cream to white paint?

[More Details](#)

● Yes	35
● No	8
● I am unsure	5



3. Any thoughts or questions?

I think if it looks nice, why not. At the same time, I would expect white to be cheaper that's why this proposal is being put forward.

Whilst white is good and gives a blank canvas some people may be unable to redecorate straight away and white can get dirty very quickly. Maybe the tenant should be asked if possible beforehand. It would also make them feel they get an input to the property.

When I moved in to my thirteen house 3 years ago parts of the house such as the bedrooms and living room were left the decor from the previous tenants and I had strip loads of wallpaper off and paint it all myself. As a single parent on maternity leave when moving in to my first house I would have loved it to be all painted white or magnolia to make it all fresh and have a blank canvas to work on as money was tight. The hall way, downstairs going up the stairs and landing had all been painted white. The kitchen, downstairs toilet and bathroom were also all painted white by thirteen before moving in which was a big help. I think people will often change the colour of the walls to suit their taste so white or magnolia are both suitable to make it a nice fresh canvas.

When I moved in, I didn't get the benefit of any fresh paint.

Magnolia (cream) is a welcoming warm colour whereas white painted rooms can be looked on as cold, sterile.

White is too stark, cream blends in with most colours!

Jim was a decorator and says cream covers better than white

In modern time folk prefer cream as it's still a blank canvas and portrays a warm feeling instead of cold white clinical feeling.

White brings much more light into a room and easy to co-ordinate wallpaper.

Most people moving into a new home will change the colour to their individual taste.

White is easy to repaint over

no

Also perhaps consider the paint finish, using silk for a longevity.

Great for accessorising

White makes a place look cleaner and brighter

I've said either because I personally prefer cream-coloured walls but I do understand that all white would be quicker to paint

No

I think people would prefer white to cream.

white is cleaner fresher looking.

None.

saves time and money if using same paint on ceiling and walls, I had them do that when they put my wet room in, painter was over the moon!

Heather - I agree with changing it to white

Michelle - I prefer white

I would like it white

Danny - White definitely cream looks tacky always has

Jeannette - definitely white

would make it cleaner looking for new tenant and also easy for them to start again

There are so many different shades of "cream" on the market, that even magnolia is often painted over especially as it can be quite peachy in colour.

Grey carpets and furniture are also currently a popular choice, so having white walls not only saves residents having to repaint the magnolia, but easier to repaint with a colour of their choice.

No

The colour does not matter whether cream or white, as I cannot see either as I am blind. I guess that it is a quicker turn round for letting than white would be preferred.

I think it is a better idea white it makes everything look brighter.

WHY DO THEY SOMETIMES ONLY DO ONE ROOM WHEN ALL WALLS NEED PAINTING

Thirteen always use cream so it's good to change.

Findings

- High majority of customers find white paint preferential.
- High majority of customers agree to changing from magnolia to white paint.