

Statement from the Association of Professional Declutterers and Organisers (APDO)

The Association of Professional Declutterers and Organisers (APDO) welcomes the growing public conversation around the impact of clutter and the benefits of living in more organised spaces. However, in response to the recent television programme *How to Clean Up for Cash*, we feel it is important to clarify that the approach portrayed in the show does not reflect the core values and professional standards upheld by our members.

At APDO, we promote a client-centred, compassionate, and ethical approach to decluttering and organising. Our work is grounded in supporting individuals to make sustainable, meaningful changes to their homes and lives – changes that prioritise wellbeing, functionality, and personal circumstances over quick financial gain or entertainment value.

Programmes that frame decluttering primarily as a means of generating profit risk oversimplifying what is often a complex and deeply personal process. For many people, possessions are closely tied to memory, identity, and emotional wellbeing. Effective decluttering requires sensitivity – and importantly – collaboration and consent, not pressure, urgency, or a focus on monetary outcomes.

Our members are professionals who adhere to a code of ethics, and who operate in the spirit of values that centre on respect, confidentiality, and the long-term interests of the client. While television formats may prioritise dramatic transformations and financial narratives, real-life organising is rarely about speed or spectacle – it is about empowering people to regain control of their environments in a way that is manageable, lasting and consensual.

We encourage anyone seeking support with decluttering or organising to engage with professionals who follow recognised standards of practice. APDO remains committed to raising awareness of responsible, supportive approaches that genuinely improve people's quality of life, beyond what can be captured in a television format. APDO welcomes engagement with broadcasters and media producers at the planning stage to help ensure accurate, ethical representation of decluttering and organising in future broadcasts.

Pitch for Lightbulb, from Sian

. Decluttering Isn't Drama: Why Consent Matters More Than Cash

As a Professional Organiser and President of the Association of Professional Declutterers and Organisers (APDO), I'm keen to bring a reality check to the current conversation around decluttering. In response to ITV's show 'How to Clean Up for Cash', APDO has this week released a statement clarifying that the approach portrayed in the show doesn't reflect the core values and professional standards that APDO expects from the Professional Organisers within its membership.

Shows like How to Clean Up for Cash may make compelling TV, but they risk misrepresenting the profession – particularly when consent and collaboration are not clearly at the forefront. In our work, consent is non-negotiable: clients must be fully involved in decisions about their belongings. Removing items without clear, informed agreement isn't just bad practice – it undermines trust and can cause real distress. Decluttering is often a deeply personal process, tied to identity, memory, and wellbeing, and it requires sensitivity, not speed or spectacle. I'm available to provide expert insight, real-life perspectives, and commentary to help ensure media coverage reflects the ethical, human reality behind this growing industry