STYLED.

A FREE GUIDE

THE RENOVATION ROADMAP

A no-jargon, step-by-step guide to creating a home that feels cohesive, considered and completely yours



HELLO, AND WELCOME



Renovating your home is one of the most exciting things you'll ever do. It can also be one of the most overwhelming.

There are decisions at every turn, a language that seems designed to keep you guessing, and a quiet worry that you'll spend a great deal and still end up with a home that doesn't quite feel right.

I created this guide for the many clients I speak to who know exactly how they want their home to feel, but aren't sure where to begin.

Before interiors, I spent years in hospitality, where every detail is designed around how people feel in a space. I bring that same thinking to every home I work on, and to this guide.

It walks you through the renovation journey in the order a designer would, one calm step at a time, so you always know what comes next and why it matters. Whether you're just getting started or already planning, use it to make decisions with confidence.

Tash

FOUNDER, STYLED. · SBID-ACCREDITED INTERIOR DESIGNER

YOUR ROADMAP AT A GLANCE

Read it through once, then come back to each step as you reach it. Every stage builds on the one before, so resist the temptation to skip ahead to the fun part. The order is where the calm comes from.

01 START WITH HOW YOU WANT TO LIVE

02 SET A REALISTIC BUDGET

03 FIND YOUR STYLE, THEN EDIT IT

04 PLAN THE LAYOUT FIRST

05 THINK ABOUT LIGHT AND SERVICES EARLY

06 CREATE A THREAD THROUGH EVERY ROOM

07 CHOOSE FINISHES THAT WORK HARD

08 BRIEF YOUR TRADES AND STAY IN CONTROL

09 LAYER, STYLE AND LIVE IN IT



01 START WITH HOW YOU WANT TO LIVE

Before paint charts and Pinterest boards comes a simpler question. How do you want your home to work, and how do you want it to feel?



WHAT TO DO

01
Walk through each room and note what isn't working, whether that's too little storage, poor light or a layout that sends everyone through the kitchen.

02
Think about real life, not show-home life. Who uses each space, when, and for what?

03
Choose three words for how you want your home to feel, such as calm, welcoming and layered, and use them to filter every decision.

04
Write it all down. This is your brief, and it is the most valuable document in your renovation.

A DESIGNER'S NOTE

The most beautiful rooms start with the least glamorous questions. A clear brief saves more money than any discount code.

02 SET A REALISTIC BUDGET

A budget isn't there to limit you. It gives every decision a frame, so you can spend with confidence rather than worry.



WHAT TO DO

01
Decide the total you're comfortable spending, then work backwards room by room.

02
Set aside a contingency of 10 to 20 percent, as older homes often hold a surprise or two once walls are opened up.

03
Remember the costs people forget, such as design fees, delivery, waste removal, decorating and the finishing touches.

04
Rank your priorities. Spend on what you touch and use every day, and save where restraint won't be noticed.

A DESIGNER'S NOTE

If the budget only works when everything goes perfectly, it doesn't work yet. Build in breathing room from the start.

03 FIND YOUR STYLE, THEN EDIT IT

Gathering inspiration is the joyful part. The real skill is knowing what to leave out.



WHAT TO DO

01
Save images freely at first, on Pinterest, Instagram or in a folder of magazine pages.

02
Look for patterns. The colours, materials and shapes that keep appearing are your style talking.

03
Edit ruthlessly, removing anything that doesn't suit your home's architecture, light or brief.

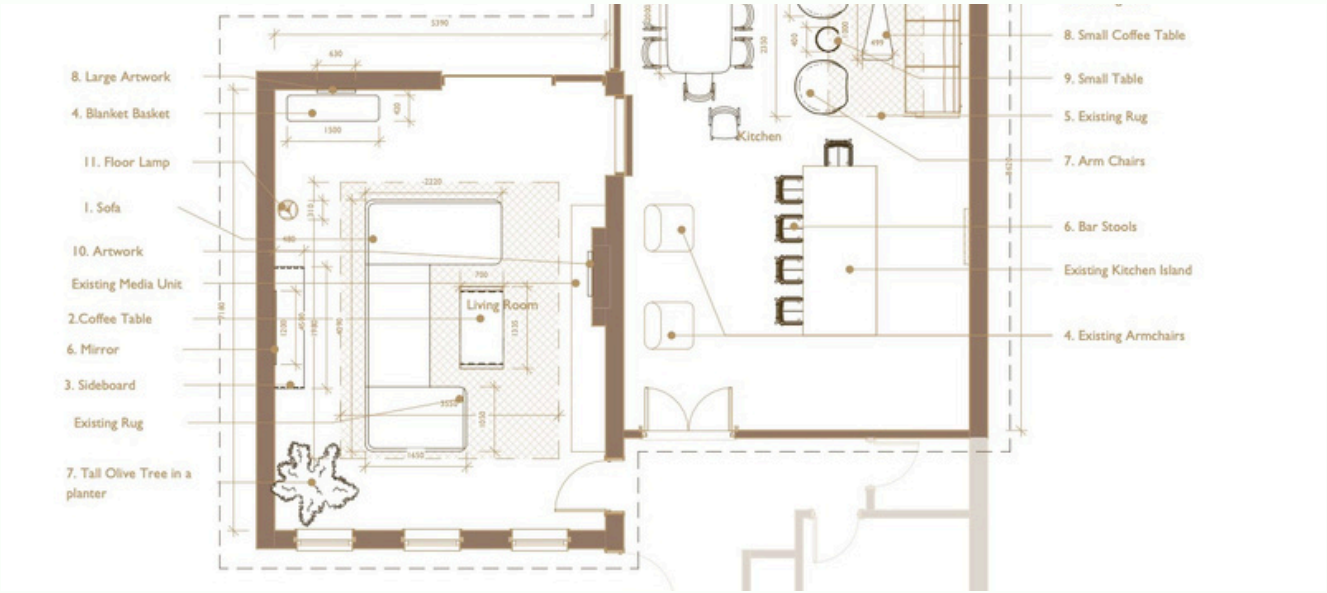
04
Pull the best into one mood board per room and check they sit happily side by side.

A DESIGNER'S NOTE

Loving a hundred different looks is normal. A cohesive home comes from choosing one direction and letting the rest go.

04 PLAN THE LAYOUT FIRST

Layout is the foundation everything else sits on. Get it right and the beautiful details fall into place far more easily.



WHAT TO DO

01
Measure each room carefully, including windows, doors, radiators and ceiling heights.

02
Draw a simple floor plan to scale and map how you move through the space.

03
Place your key furniture on the plan before choosing anything else.

04
Check the practical details. Can doors open fully, is there room around the table, and where will coats, bins and the TV live?

A DESIGNER'S NOTE

Most rooms that feel not quite right have a layout problem, not a styling problem. Plan on paper before you spend.

05 THINK ABOUT LIGHT AND SERVICES EARLY

Lighting, sockets and plumbing are fixed long before the paint goes on. Builders call this stage first fix, and once walls are plastered, changes become costly.



WHAT TO DO

01
Plan lighting in layers, with overhead light for tasks, lamps and wall lights for atmosphere, and accent light for artwork or shelving.

02
Mark every socket, switch and light on your floor plan, based on where furniture will sit.

03
Settle plumbing positions for kitchens and bathrooms now, as moving them later is expensive.

04
Don't forget the unseen essentials of ventilation, heating and enough power for the way you live.

A DESIGNER'S NOTE

Lighting is the biggest influence on how a room feels in the evening. Treat it as part of the design, never an after thought.

06 CREATE A THREAD THROUGH EVERY ROOM

Cohesion is what makes a home feel calm and considered. It comes from a quiet thread that connects one room to the next.



WHAT TO DO

01
Choose a core palette of three to five colours and materials to use throughout your home.

02
Let each room have its own character, but repeat at least one colour, finish or material from the rooms either side.

03
Keep hallways, landings and open-plan areas simple, as they are the connectors that set the tone.

04
Stand in each doorway and look through to the next room. Do the two spaces feel related?

A DESIGNER'S NOTE

You don't need every room to match. You need every room to feel as though it belongs to the same home.

07 CHOOSE FINISHES THAT WORK HARD

Flooring, tiles, worktops and paint are where your home's character comes through. Choose them for life as well as looks.



WHAT TO DO

01
Order samples and view them in your own home, in daylight and in the evening.

02
Think about how each surface will be used. Busy kitchens, muddy boots and steamy bathrooms all need finishes that can cope.

03
Look at samples together on one board, alongside your palette, rather than one at a time.

04
Check lead times early, as some tiles, kitchens and made-to-measure pieces take weeks or months to arrive.

A DESIGNER'S NOTE

Function first, then beauty. The right finish is one you'll still love on a rainy Tuesday five years from now.

08 BRIEF YOUR TRADES AND STAY IN CONTROL

Clear information is the best way to protect your budget, your timeline and your peace of mind.



WHAT TO DO

01
Make as many decisions as possible before work begins, as changes mid-build are where costs and delays creep in.

02
Give every trade the same information, including plans, lighting layout and chosen finishes.

03
Ask for detailed written quotes so you can compare like with like, and check what is and isn't included.

04
Agree a schedule of works, the order in which each job happens, and keep a simple log of decisions as you go.

A DESIGNER'S NOTE

Builders build what they're given. The clearer your plans, the closer thefinished home will be to the one you imagined.

09 LAYER, STYLE AND LIVE IN IT

The final layer is what turns a finished renovation into a home. Take your time, as this part rewards patience.



WHAT TO DO

01
Start with the larger pieces, such as a sofa, bed or rug, then build around them.

02
Layer texture through linen, wool, timber, stone and plants for warmth without adding colour.

03
Bring in lamps, artwork and objects that mean something to you.

04
Live in the space before filling every corner, as rooms often tell you what they need once you use them.

A DESIGNER'S NOTE

A home shouldn't be finished in a weekend. The most personal rooms are collected over time.

JARGON, DECODED

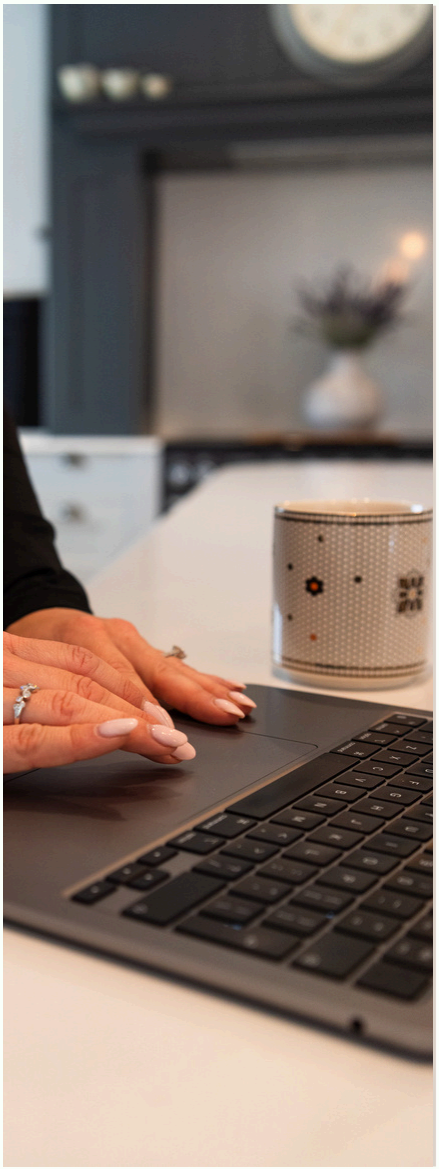
The words you'll hear most often, in plain English.

BRIEF	A written summary of what you want, what you need and how you want your home to feel.
CONTINGENCY	Money set aside for the unexpected.
FIRST FIX	Cables and pipes installed before the walls are plastered.
SECOND FIX	Fitting the visible parts, such as sockets, switches, taps and lights, after plastering.
SCHEDULE OF WORKS	A list of every job in order, so each trade quotes on the same thing.
LEAD TIME	How long an item takes to arrive after you order it.
ELEVATION	A drawing of a wall seen straight on, showing where tiles, units and fittings sit.
JOINERY	Made-to-measure woodwork such as alcove cupboards, wardrobes and shelving.
SNAGGING	The list of small finishing faults to be put right before a job is signed off.
MOOD BOARD	A collection of images, colours and samples that captures the look of a room.
BUILDING REGULATIONS	The legal standards for safety, structure and energy that most building work must meet.

BEFORE WORK BEGINS

Tick these off and you'll start your renovation calm, organised and in control.

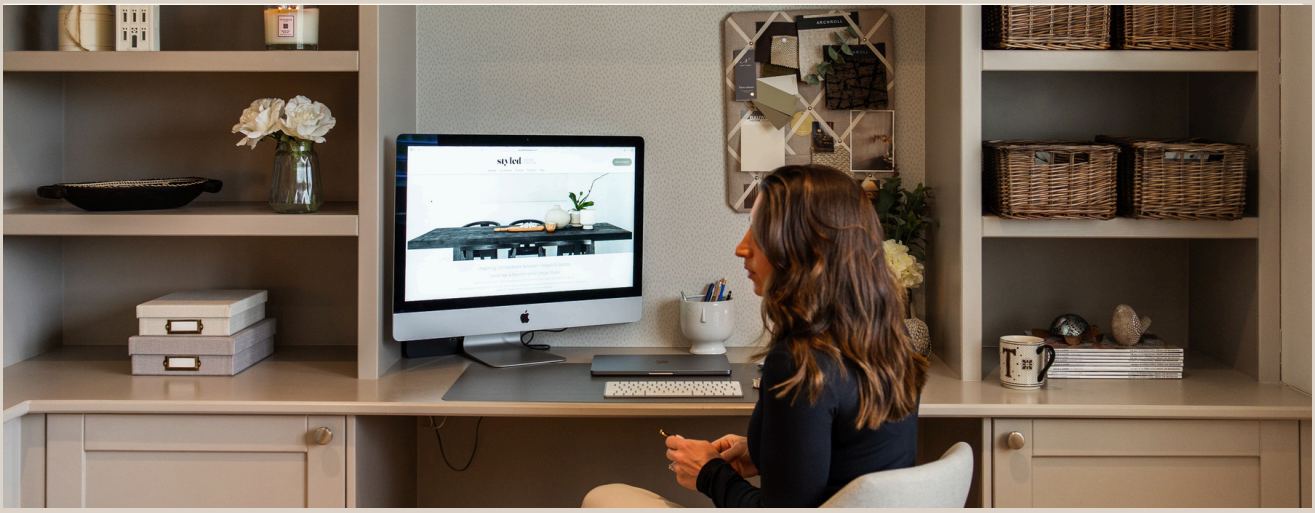
- [ ] I've written a brief for every room
- [ ] I know my total budget, including contingency
- [ ] I've chosen one style direction and a core palette
- [ ] I have a measured floor plan with furniture placed
- [ ] Lighting, sockets and switches are marked on the plan
- [ ] My finishes are chosen and samples approved
- [ ] I know the lead times for key items
- [ ] I have detailed written quotes to compare
- [ ] A schedule of works is agreed
- [ ] I've planned where we'll live and cook during the work



WHEREVER YOU ARE IN YOUR JOURNEY

YOU DON'T HAVE TO FIGURE IT OUT ALONE

This guide gives you the roadmap. If you'd like a designer beside you as you follow it, we're here to help at whichever stage you're at.



ONE-TO-ONE DESIGN CALL

A focused video call to talk through your plans, answer your questions and set a clear direction.

ONLINE INTERIOR DESIGN

Room-by-room design for furniture, colour and styling, delivered online wherever you are.

RENOVATION INTERIOR DESIGN

Layouts, finishes and technical detail for the bigger changes.

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A complete design and project service for homes in and around Cambridge.

BOOK A ONE-TO-ONE DESIGN CALL

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