



**Press Release**  
**February 10<sup>th</sup> 2020**

## **Good Directions bespoke 1500mm clock features on new development**

***A large clock made by Good Directions provides a striking feature on the wall of a redeveloped housing association complex in south London.***

Loughborough Park in Lambeth, London, used to comprise 390 flats built in 1938 and before the redevelopment it failed to meet the government's Decent Homes standard. The Guinness Partnership carried out a £100m redevelopment to provide 487 new homes for social rent, affordable rent and shared ownership.

All now have modern kitchens and bathrooms, lower running costs through improved energy efficiency, improved security and private balconies.



When the building was demolished, the original feature clock was to be restored ready to take pride of place on the new building.

However, the original clock dial was sadly lost, so Good Directions was provided with photos from which the team drew a replica of the original dial and hands.

Manufactured in metal, powder coated white and with individual numerals separate from the surrounding chapter rings just like the original, the clock now makes a striking feature on the new brickwork.

Good Directions installed the clock after the completion of the new flats using its heavy duty CL300 electric mechanism, fitted with Good Directions' resynchroniser to automatically adjust the clock after power failures and seasonal time changes.

The clock is now a permanent reminder of times both old and new and remains a feature to enjoy for more decades to come.

**Ends**

Good Directions  
Tel: 01489 797773  
Email: [Info@Good-Directions.co.uk](mailto:Info@Good-Directions.co.uk)  
Web: <https://www.gooddirections.co.uk>