



the clean

PROFESSIONAL CLEANING SINCE 2003

ACCELERATING INTO THE FUTURE

We dive into Longbridge Town Centre – the cornerstone of our community!

DEE'S LEGACY

Dedicated to Dee's lasting legacy we reflect on her impact within we clean.

we clean **GREEN**

The Journey To Net Zero – We are proud to announce our journey to Net Zero and our long term sustainability mandate.

ISSUE 4



This publication is printed on eco-friendly and recycled paper.

welcome to 'the clean'

We now look forward with fresh optimism to better times ahead.

Welcome to the 4th edition of 'The Clean' our very own in house publication produced to highlight success stories within our organisation, staff development and personal achievements, plus updates on new business, company awards and accreditations.

As the UK emerges from an unprecedented period of Government Restrictions on our social freedoms and working practices in order to limit the impact of the COVID 19 pandemic we now look forward with more optimism for better times ahead despite the challenges presented by the current backdrop of worldwide uncertainty with our thoughts and prayers very much with the people of Ukraine at this time!

Despite the difficulties presented by COVID 19 over the past two years **we clean** has continued to operate at near capacity to ensure that our clients and particularly those delivering essential services have remained open and safe for business. Again we would like to take this opportunity to applaud the outstanding commitment and dedication of our frontline cleaning teams in ensuring the delivery of our services during these challenging and unprecedented times!

Despite the onset of economic slowdown during the past 2 years **we clean** has continued to grow organically building upon its reputation for 'doing the job right' reflected in a number of long standing and pivotal clients committing their current cleaning contracts with **we clean** for extended periods of time appreciating the flexibility and partnership approach we have taken with their organisations during the pandemic.

In this issue of **The Clean** we focus on the internal processes we as an organisation have implemented and continue to evolve in order to meet the future cleaning demands of the 'new normal' that will determine workplace environments for the future.

Our immediate focus will be to ensure we deliver 'sustainable' cleaning methodologies that will help protect

the environment for our future generations as we face up to the challenges presented by Climate Change! To this end **we clean** has embarked upon its own journey to become Net Zero by 2030 through the implementation of a number of green initiatives formalised within our internal environmental management system **we clean GREEN!**

This will include:

- Implementation of 'Green Sense' Fully Eco Label approved chemicals
- Full recyclable system of all plastic containers used on client premises
- Chemical Free Cleaning Processes in low risk environments
- Bamboo composition Micro Fibre Cloths to protect aquatic systems
- Continued transition to a fully Electric Vehicle company fleet

To support our commitment to being a greener and safer organisation highlighting our successes in the area of sustainability and corporate responsibility the company web site has been fully refreshed in order to focus on these key credentials that will continue to set **we clean** apart from its competitors.

Please take the opportunity to review our new web site at www.wecleanltd.com, watch our informative videos and engage with our various social media platforms to ensure you remain fully updated on the progress and good news stories generated within the business.

Finally, we would like to thank all of our clients for their continued support of the **we clean** brand and particular thanks to all of our cleaning teams for their continued commitment and desire to be the very 'best' in our industry!


David Harker


Paul Concannon

A **we clean** Hat-Trick!

We were absolutely delighted to be re-accredited for the 'Investors in People' award for a third time in the summer of 2021 and as a people business we felt it only fitting to focus on this fantastic achievement in the latest edition of 'The Clean'!

Investors in People is the internationally recognised standard for people management, defining what it takes to lead, support, and manage people effectively to achieve sustainable results.

When being examined against the Investors in People framework there are 9 key indicators upon which an organisation and its staff are judged:

- **Leading and Inspiring People**
- **Living the organisations values and behaviours**
- **Empowering and involving people**
- **Managing performance**
- **Recognising and rewarding high performance**
- **Structuring work**
- **Building capability**
- **Delivering continuous improvement**
- **Creating sustainable success**

Scoring well above the average across all of the above indicators, the examiners were pleased to see a 'really positive culture' within **we clean** commenting:

"All management are approachable and supportive there is clear commitment to providing and developing a quality service through effective people management that will have in the long term the minimal environmental impact".

Through a flat-line management structure we have continued to support all of our 500 frontline Cleaning Operatives via regular management contact ensuring that staff feel empowered to carry out the committed levels of service our clients expect and this is supported by a number of motivational initiatives implemented throughout the year including:

- **Dee Richards Pride Award Champion Awards Programme**
- **Attendances bonuses for staff**
- **Annual Christmas loyalty payments**
- **Birthday cards**

Management staff are continually encouraged to evolve and excel within their roles with regular one-to-one review meetings allowing the Directors of **we clean** to identify clear development pathways for progression with every employee having their personal development tracked via our comprehensive companywide 'Training Matrix'.

This Training Matrix is overseen by the Company's dedicated in-House Training Manager who delivers a number of critical 'Cleaning' specific training programmes whilst utilizing the support of the British Institute of Cleaning Science (BICSc) and Environmental Excellence Training and Development partners to deliver enhanced learning in the management



of Infection Prevention Controls, Environmental Awareness and Customer Service courses that keep us at the forefront of the Cleaning Industry!

The Investors in People audit also identified and were extremely impressed by the opportunities within **we clean** to develop meaningful careers and progress to Senior Management roles within the organization from frontline cleaning positions.

The Company can be very proud that employees such as Maureen Francis and Charlene Bowen are now experienced Contract Managers after starting with the business as site Cleaning Managers, whilst the likes of Jean Green, Sean Wright, Melissa Rowe and Baba Seckan are all now operating in Contract Management Support roles after beginning their journey with **we clean** as frontline Cleaning Operatives.

David Holmes-McClure, our dedicated Health & Safety Manager who initially joined **we clean** via a TUPE transfer from an in-house service team at Brindleyplace Estates back in 2013 has blossomed within the business from an Estate Service Operative to our NEBOSH qualified dedicated Company Health & Safety Manager!

Likewise, Rachael Peacock, who started with **we clean** as our Head Office Receptionist has recently received the advanced Level 4 Diploma from the Chartered Institute of Purchasing and Supply management (CIPS) having been fully supported by the business to develop her professionalism and become the Company's Purchasing and Fleet Coordinator.

Gaynor Powell, HR & Office Manager has worked immensely hard orchestrating our IIP re-accreditation, made even more challenging this time round due to the ongoing COVID-19 pandemic, however she was delighted with the way the re-evaluation of our internal 'people management' processes went commenting:

"I am absolutely thrilled that **we clean** have been re-accredited as an 'Investor in People' business once again! It has been a remarkable team effort from everyone within our organisation and it demonstrates the value that we place upon our people, we don't just talk the talk we actually walk the walk and we are genuinely a people business".

In the formal feedback from the IIP Assessor we were advised that our score was well above the average for the Cleaning Industry. Communication within the company was described as excellent, with staff stating they felt well informed of what is happening within the business ranging from day-to-day activities to more longer-term future plans such as growing our service offering and broadening our geographical reach.

Everyone assessed within this process fully understood the core values and ethos of our business and what it truly means to work for **we clean**.



we clean accelerates Into The Future @ Longbridge

We were delighted to recently extend our contract with Longbridge Town Centre, furthering our relationship with leading property management consultants Colliers International whilst strengthening the links we have with this iconic area of Birmingham!

As detailed in the 3rd edition of The Clean, Longbridge is famed for its rich engineering history and is a name synonymous with the Motor Industry, however in more recent times Longbridge has ‘re-engineered’ itself and is certainly not looking back as it accelerates towards a new and exciting future.....

Yes the production assembly boom of the 60’s and 70’s is now firmly in the rear-view mirror as new initiatives and a mammoth £1 billion investment has set Longbridge Town Centre and the surrounding areas on to a different road, breathing new life into this proud community and making it the place to be for retail, work and leisure.

Ideally situated a few miles south of Birmingham city centre, St Modwen and Colliers are regenerating this once powerhouse of the automotive industry, Park Point (St Modwen’s Headquarters), Seven House, the Innovation Centre and Two / Three Devon Way have already been constructed within the Technology Park.

More recently the Digbeth Dining Club have taken residence within ‘Herbert’s Yard’ and this is proving to be immensely popular attracting ‘Brummies’ from all over the City whilst the biggest M & S store in the Midlands also calls Longbridge its home.

On the horizon, is the development of One and Two Park Square which is set to offer 150,000 sqft of unrivalled Grade A office space in West Longbridge creating a distinctive and flexible commercial opportunity in the form of adaptable logistic and R&D space.

Following our successful tender with Colliers International we have continued to provide an exemplary cleaning service through our dedicated team of 20 frontline on-site staff, whilst our Contract Management Team work closely with Mathew Jones General Manager for the Estate who is supported by Liz Steele Associate Director for Colliers with Mathew commenting:

“Since **we clean** took over the contract for cleaning here at Longbridge shopping park in November 2019, I have been really impressed with both their communication and commitment to the site.



I have been really impressed with **we clean** and their partnership working approach as well as their ability to adapt to the constantly changing needs of the site during the challenges of the Covid- 19 pandemic.

Their communication and ability to adapt to changes has been second to none which has allowed us as the managing agent to ensure we are getting the best value of service for our tenants, whilst providing a clean and safe environment for our customers”.

This multi-faceted contract requires the need for a number of cleaning disciplines from External Estate Cleaning to Internal Daily Office Cleaning, whilst also providing Waste Management Services and Full Front of House Concierge and Housekeeping Duties throughout the day.

With such an array of differing cleaning disciplines to cover it is critical that the right equipment and machinery is employed within the contract and it was extremely satisfying that as part of our Contract Extension with Longbridge a significant six figure sum investment was made to ensure that our onsite team have the right tools at hand to do the job right!

At the centre piece of this capital investment is the Industrial Urban 2260 Road Sweeper an innovative multifunctional machine effective at removing dirt and debris from large indoor and outdoor car park areas and internal roadways keeping kerb edges extremely clean and drain points clear.

Other equipment supplied included the market leader ‘Gladiator’ Chewing Gum removal machine, Hot Water Pressure Washer with portable bowser and a pedestrian scrub drier plus a battery powered tug buggy for the safe and environmentally friendly transportation of waste bins across the estate.

All the Estate cleaning staff members together with some of the Security Team underwent rigorous training where step by step guidance and practical demonstrations were offered, this was all overseen by our Training Manger, Duncan Thomson and Health & Safety Manager David Holmes-McClure.

Duncan commented:

“The new machinery supplied is cutting edge and places us firmly at the forefront of the cleaning industry. It enables our team to carry out the full scope of cleaning works and meet the very high standards set by Colliers and St Modwen’s across the Longbridge Town Centre and wider estate”.

Everybody at **we clean** is immensely proud of this contract, it is on our doorstep and so many of the team have grown up locally and with a new 3 year partnership agreement firmly in place **we clean** can also look forward to accelerating into the future at Longbridge!”



The Urban Revolution

We make no secret of our pride for Birmingham with the **we clean brand having been associated with many of the iconic venues and landmarks within this great City since the Company’s inception back in 2003, with our ever evolving partnership with Paradise Birmingham being particularly special.....**

The exciting Paradise development marks the latest chapter in Birmingham’s image evolution, a forward thinking and bold regeneration at the heart of the City incorporating the regions rich heritage whilst establishing itself as the ‘go-to’ area for those seeking pristine Office, Retail and Leisure space.

Paradise is the biggest and most revolutionary commercial development outside of London with the seven-hectare site incorporating varying complexities including a dual-carriageway running beneath it, a district heating plant room as well as being adjacent to the Grade I listed Birmingham Town Hall.

When fully completed in 2028, the development will comprise 1.8 million ft² (167,225 m²) with an expansive new public realm as well as up to ten new high-quality buildings to house Offices, Shops, Bars, Cafés, Restaurants and a marquee Hotel.

Our own journey within Paradise dates back to 2008 where we worked within the old Paradise Forum and adjacent Chamberlain House Office complex prior to its demolition and this association enabled a seamless transition and mobilization to initially oversee the cleaning of the ‘Paradise Walkway’ a key pedestrian artery for the City which marked the first phase of this major re-development!

The walkway has now evolved into the main Paradise public realm and welcomes a footfall of over 40,000 people on average each day totaling a staggering 14m visitors to Paradise each year and it is the responsibility of the **we clean** team on-site to ensure that this area looks immaculate at all times whatever the elements throw at us!

This stunning public realm is overlooked by the impressive national Headquarters for PWC, whilst the likes of DLA Piper, Arup, Mazars and Knight Frank are among the other high-profile blue-chip organisations to have secured long-term leases to occupy Grade A office space within Chamberlain Square.

Our cleaning presence has remained steadfast across ‘Paradise’ throughout the COVID-19 pandemic, our on-site dedicated Cleaning Team showing outstanding levels of commitment, providing a very professional, presentable and courteous service delivery at all times. As we emerge from the pandemic it is great to see Paradise attracting so much public interest with the re-opening of bars and restaurants such as Dishoom, Tai Rosa, Vinoteca and more recently Albert Schloss!

Our client at Paradise, Mukesh Puri, Associate Director, Avison Young commented:

“Having worked with **we clean** for over 5 years I have found them to be so flexible in their approach and versatile in their service delivery working with us and our clients to get the required standard for each property and not applying a one size fits all approach. With

regular contact at every level the day to day delivery is managed at a very close level and any changes in requirement can be transitioned very quickly”.

“It is very much a one team approach as opposed to the traditional client and supplier relationship with **we clean** uniforming their teams under ‘Paradise’ branding to be absorbed in the wider site strategy. When required there is always a member of the Operation team available who are supported brilliantly by the Contract Management team to ensure the service is delivered to the very best standard”.

“The **we clean** team at Paradise take pride in their work come rain, shine or snow and are keeping the Paradise estate safe and clean to the highest of standards and they have been particularly supportive in the management of the waste streams on site ensuring that Paradise remains fully on track to meet its ‘net zero waste’ to landfill targets”!



The on-site Cleaning Team is led by Sean Wright who has a wealth of experience with **we clean** and fully embraces our unique company ethos ‘to do the job right’ and this enthusiasm is perfectly complemented by the support of Darren McLean who has a vast knowledge of Estate Cleaning Management ensuring that no stone is left unturned! Darren commented:

“We have a fantastic team here, they are totally dedicated and work hard in all conditions. It is important that we work conscientiously and are mindful of the huge number of pedestrians that walk through the estate each day and so the team must be well presented and ‘customer service orientated at all times”.

Dubbed as the fastest growing city in the UK, this is an immensely exciting time for the West Midlands region with unprecedented commercial development, the future arrival of HS2, and the summer commencement of the 2022 Commonwealth Games ‘Paradise’ will certainly be at the heart of everything Birmingham has to offer!

Our ‘Dear Dee’ Remembered

Dee had this innate ability to recruit and identify the right calibre of cleaning staff required by the business



The 17th June 2021 marked the 5 year anniversary of the passing of Dorothy Richards... ‘Our Dee’ as she was affectionately known by her many friends, colleagues and clients of **we clean** and we thought it fitting to dedicate this key feature article of ‘The Clean’ to her lasting legacy!

It is fair to say that there was and will only ever be - one ‘Dee Richards’ a lady whose wonderful charisma, total commitment and passion to do the job right made lasting impressions not only on our business but for many who continue to work with us today!

Dee really did live and breathe **we clean** and epitomised more than anyone the unique Company Ethos that has emanated through the organisation since its inception back in 2003.

Directors Paul Concannon and David Harker reflected on those early years working alongside Dee:

“Dee joined us shortly after the formation of the company and quickly grasped the ethos and vision we had for our fledgling business. Her work ethic, enduring personality and inherent integrity formed a bedrock for the future development of our service delivery and operational team, she was certainly the driving force behind our early success”

Dee had this innate ability to recruit and identify the right calibre of cleaning staff required by the business and then be able to harness them through enthusiasm, motivational support and appropriate training into effective Cleaning Teams!

The fruits of her work and dedication to developing her Cleaning Staff is very much felt throughout the organisation today with a number operatives who worked closely with Dee during her 13 years with the company now holding key operational management positions within the business. A number of them took the time to reflect on their time with Dee and what she meant to them both on a professional and personal level with our Birmingham North Contract Manager Maureen Francis being a particular protégé of Dee’s support and guidance!

“I was recruited by Dee when National Express re-opened their new Coach Station facility in Digbeth initially as a cleaning operative where she put me and a number of other new recruits through a rigorous induction programme where she spelled out in no uncertain terms what it meant to work for **we clean** and the expectations she and the business demanded! Dee clearly identified something in me and quickly took me under her wing making me Location Manager for this large contract and began nurturing my managerial skills – she was really tough on me at times but I look back now and realise she was giving me the grounding to take on a future Contract Management position within the business”.

Maureen continues:

“She really encouraged me to further my career and made me her Contract Management Support which was a real honour because at that point we were all aware of Dee’s battle with Multiple Myeloma so the fact that she trusted me to work so closely with her during this difficult time was very humbling. She taught me how to interact with clients professionally, to support and manage staff with consistency whilst acknowledging that we all make mistakes which you should always own up too but very much learn from”

“Dee was more than just a work colleague she was a very dear friend and looking back she helped me become the woman I am today, even after all these years we miss her so much and she will ever having a lasting legacy at **we clean**”.

Another member of staff who benefited greatly from working closely with Dee is Sean Wright our inaugural Pride Award Champion back in 2015 who was recognized at firsthand by Dee for his commitment and enthusiasm in carrying out his role as Location Manager at Brindleyplace Number Eleven Building. The fact that it was Dee who identified his contribution to the business still means a great deal to Sean all these years later when he says:

“Dee was a wonderful woman, her ability to manage and motivate cleaning staff inspired me, she certainly knew how to keep us in check but she genuinely cared for us and she is greatly missed! For Dee to nominate me as the first **we clean** Pride Award Champion is an immense honour and one that I will always hold dear and there is no doubt that the progression I have enjoyed with the business in more recent years is down to the fantastic support and guidance she offered me before her sad passing”.

Dee’s influence in and around Brindleyplace where she worked diligently for 13 years fostering the reputation of **we clean** for providing service excellence is reflected in the development of Baba Seckan our Internal Cleaning Manager at Brindleyplace who worked for nearly 6 years under the tutelage of Dee on this most prestigious contract location.

Baba recalls:

“I was actually working for another cleaning contractor on site back in 2010 but was aware of the great job **we clean** were doing in looking after the common areas of the managed buildings at Brindleyplace. It was clear that Dee ran a very efficient and well-motivated cleaning team, she approached me several times to join her team and eventually the timing was right to leave which turned out to be the best decision of my cleaning career”

Baba continued;

“I learned so much about people management from Dee and this has held me in such good stead in more recent times as I manage my own cleaning teams here at Brindleyplace. She was an inspiration, a beautiful human being and my ‘boss’ – and it was her drive to do the job right that helped me win Attendant



of the Year at the National Loo of the Year awards ceremony two years running. There isn’t a day that goes by where I don’t think of her”

There are so many others within the organisation who were touched by Dee’s enduring personality and passion for **we clean** that this article could not do justice but final reflections were offered by Directors Paul and David:

“Dee was such a great personality, her enthusiasm and love for life was infectious - when she walked into a room it lit up! She was hugely respected by both our clients and the many cleaning staff who worked under her guidance, **we clean** was very much in her heart and she passionately help grow the brand and the organisation it is today”!

“There will never be another Dee Richards and we all miss her terribly not just as a work colleague but as a very dear friend – she would often affectionately refer to us as her boys and these bonds will never be broken. Before her passing we told her that the **we clean** Pride Awards would be renamed the ‘Dee Richards Pride Awards’ in recognition of her outstanding contribution to the business and we believe this provided her with some comfort as she neared her final days knowing that her lasting legacy will be forever remembered by everyone associated with **we clean**”!

God Bless you Dee – Rest in Peace.

Our A Team

The ultimate objective of everyone at **we clean** is to maintain and deliver safe working environments for all!

We have continuously adapted our service offering to ensure that we are at the forefront of modern cleaning, with a particular focus in more recent times on the management of infection prevention and control measures to combat COVID-19! At the cutting edge of our battle with COVID-19 is the **we clean** Specialist Cleaning Division – Our very own A Team!



This team of industry experts carry out a range of Specialist Cleaning Services that include Fogging Sanitisation Cleans for office environments, Industrial Steam Cleaning of washroom facilities, Emergency Flood and Fire Restoration works as well as the delivery of professional carpet cleaning and upholstery maintenance programmes.

Our sanitisation fogging service has been of critical support to our clients who wish for every square inch of their premises to be effectively treated to ensure all but 0.1% of enveloped viruses, pathogens and bacteria have been eradicated which is essential in the event of a confirmed COVID-19 case. Utilising innovative directional fogging and anti-bacterial cleaning methods we are able to provide a premium and comprehensive service that will deliver a safe working environment and give you and your staff the peace of mind to carry out your daily functions.

Tim Byng, Specialist Division Director has carried out extensive Fogging Sanitisation Cleans and is convinced of its safety credentials:

“In the unfortunate event of a confirmed case we will react immediately to a client request to ensure that we make their premises safe for use as soon as possible but from there we would recommend a planned periodic programme of directional fogging in order to provide a more sustained defense against future COVID outbreaks within their workplace environment. Our team possess a wealth of experience within the industry and we strive to use as far as possible only environmentally friendly chemicals to minimize any harm on the environment when carrying out our works.”

As the working landscape changes with people moving towards a more flexible working approach it is more imperative than ever that workspaces are regularly cleaned and sanitized to prevent the spread of COVID-19 and other viruses and diseases which is very much at the core of daily operations delivered by a 500+ frontline team of cleaning operatives!

However the Specialist Division is on hand to undertake more extensive regenerative or restorative works as highlighted recently in delivering a deep cleaning programme to the newly re-opened Electric Cinema in Birmingham! As the City’s oldest cinema it has endured a long hiatus of closure shutting its doors well before the onset of the COVID-19 pandemic, however with the help of our Specialist Cleaning Team who carried extensive carpet cleaning and upholstery restoration works together with an intense hygienic steam clean of all washroom facilities the cinema has received a new lease of life and is welcoming the public back through its doors once more.

In addition to the above disciplines, the **we clean** Specialist Cleaning Division recently begun undertaking more complex pressure washing works, carrying out extensive pressure washing works at The Hawthorns in readiness for the welcome return of supporters back into the stadium after the enforced period of playing games behind closed doors!

Steve Rawlings, Specialist Cleaning Division Director commented:

“We have always had the scope to carry out pressure washing works having completed programmes for a number of our clients however we have invested heavily in large trailer based Hot Water Industrial Pressure Washing Equipment and are now able to increase the range and complexity of these works. We already work closely with West Bromwich Albion FC on a number of other specialist projects such as periodic carpet cleaning and so we were excited to further our relationship and help get The Hawthorns ready for the upcoming season.”

The experience our team possess, together with constant training and the ever evolving utilization of innovative equipment means our ‘A Team’ are helping people work safely and securely, and helping the Country get back to work!



we clean **GREEN**

– A Journey To Net Zero



We understand that there is a growing need for both businesses and governments to limit global warming to no more than 1.5°C, to protect human health and economic growth. It is predicted that at the current rate of CO2 emissions, we have until 2030 – just over two business cycles – before we reach this threshold of dangerously irreversible climate change.

There is now an urgent need for all organisations, however large or small, public and private, to incorporate achieving net zero within their short, medium and long term corporate business strategies. A number of leading companies, Institutional investors and a host of Countries around the world have committed to achieving net zero emissions, embracing the opportunity to drive innovation, increase competitiveness, and stimulate sustainable growth!

For over a decade we have been committed to reducing and minimising our own environmental footprint to ensure that we are 'doing our bit', however at **we clean** as proud market leaders within the Cleaning Industry we are genuinely determined to improve still further our environmental and sustainability credentials as we embark upon a committed journey to 'Net Zero'!

Our **we clean** GREEN Environmental Management System demands that we review regularly our business activities and great steps have already been taken on this front, utilising environmentally friendly fully recycled consumable paper products, eco-label cleaning chemicals as well as introducing electric vehicles to our company fleet which have helped halve our emissions.

Our fleet of electric vehicles have already saved over 70 tonnes of CO2 since their inception over 3 years ago, and as the charging infrastructure continues to improve we have plans in place to further expand our electric fleet and reduce our emissions further to fall in line with UK Governments own emission targets.

Our ISO 14001 accreditation reinforces our position as a 'Green Cleaning' company and we take great pride in aligning ourselves with our clients own environmental and sustainability aspirations whilst being fully supported by our principal supplier partner Merton UK Group whose company mission statement is centered on 'Working Towards a Safer Environment'!

On key locations where we input thousands of cleaning hours per annum it is imperative that we closely micro-manage our environmental output and constantly evolve our operations to dovetail with the client's goals whether this be through minimising waste or implementing workable recycling schemes.

As standard, all staff undergo regular training on the use of correct Cleaning Techniques and applications however in more recent times we have tailored our training to ensure that all Cleaning Operatives are conscious and fully understand the impact of our operations on the environment even down to how they may travel to and from work!

As part of our formal journey to Net Zero we are in the process of establishing exactly our current carbon and other greenhouse gas output through a fully comprehensive baseline assessment which once complete will then enable us to formulate short, medium and long term goals which we will achieve by 2030 when we propose to be fully Net Zero!

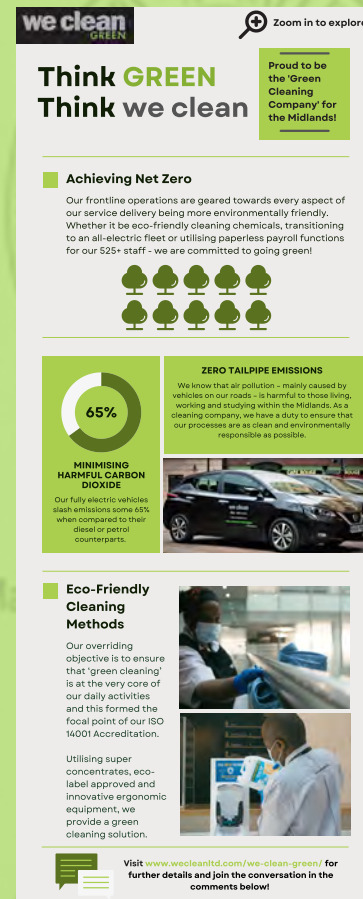
David Holmes-McClure, Quality/Health & Safety Manager who himself drives an electric company car together with Amanda Headland who oversees our ISO 14001 Environmental standard are spearheading the 'we clean green' strategy with David commenting:

"On our journey to become a net zero business we have already implemented the following measures:

- Upgrading our company fleet to newer more efficient vehicles that produce less CO2 emissions. Working in line with Birmingham city council's objective of becoming carbon neutral by 2030, we have introduced fully electric vehicles to our fleet to reduce our emissions to zero within our city centre operations.
- We have begun to make use of virtual meetings and home working to therefore reducing our travel times which in turn reduces our emissions output.
- Since 2014 we have been using super concentrated chemicals which reduces the amount of packaging we throw away. All our paper products we supply to clients are all 100% recycled.

Looking ahead, we will be looking at more measures to further reduce our emissions and impact on the environment by looking at using renewable energy suppliers and green energy tariffs for head office. Working with our suppliers to implement reusable containers for our chemicals to work towards zero waste from chemical use plus using products that have been given an EU EcoLabel which is a label of environmental excellence that is awarded to products that meet high environmental standards throughout their lifecycle. Training for our employees on the importance of environmental awareness and how to lessen their own impact on the environment."

As an eco-friendly organisation **we clean** is committed to providing and developing quality, green cleaning services that will minimize our environmental impact, so our own journey towards Net Zero will allow us to play our part in safeguarding the planet and its precious natural resources for future generations!



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