

A woman with dark curly hair, wearing a white short-sleeved polo shirt with the 'we clean' logo and dark trousers, is operating a large white floor buffer on a polished gym floor. In the background, there is gym equipment, including a 'Jordan' brand machine and a rack of dumbbells. The overall scene is brightly lit, emphasizing the cleanliness of the environment.

the clean

PROFESSIONAL CLEANING SINCE 2003

PRIDE CHAMPION:

Into its 8th year, this is the highest accolade within our organisation!

20TH ANNIVERSARY :

We reflect on an amazing night of memories at The British Motor Museum!

A SHINING LIGHT TO PARADISE:

How do our team keep Birmingham's most sustainable commercial building clean? We tell all!

Bringing in 2024...



Welcome to the 6th edition of ‘The Clean’, our very own in-house publication produced to highlight success stories within our business, staff development and personal achievements, plus updates on new business, company awards and accreditations.

As we move forward now into 2024 we can look back with a real sense of pride on what was a momentous 2023, a year that marked our 20th year of trading, duly celebrated in true style at the British Motor Museum, Gaydon back in July.

The evening allowed our Head Office Staff, Contract Management Team, Senior Site Cleaning Managers and past Dee Richards Pride Award winners the opportunity to reflect on their own journey with we clean and then party the night away! We were also joined by a number of longstanding clients and supply partners, who generously gave their time to support our special Anniversary event, much of the night is captured via photographs that can be found in the centre spread of this edition of The Clean.

We now look forward with real optimism and determination to the opportunities 2024 will bring our organisation and we are delighted to already announce some new client relationships that have recently commenced with MAPP Facilities, SnowDome (Tamworth), Thwaites Limited, Ree Automotive and Aston University.

Our Contract Management Team continues to evolve with the recent introduction of Ryan Halford who will be working within our South & East Operational Business Unit headed up by Richard Wharton Operational Business Manager and we look forward to seeing this area of our business grow expansively over the coming 12 months.

The Head Office function has been bolstered by the return of Racheal Peacock to oversee our future Procurement Strategy whilst providing invaluable Fleet Management to our ever-growing fleet of Fully Electric Vehicles. Our Payroll and HR team has seen the introduction of Jessica Powell to drive our recruitment, company employment procedures and policies which are all critical to supporting our ever-expanding team of Frontline Cleaning Operatives that now number over 600. In addition Stephanie Toone joins as Payroll Administration Support to ensure our 2 weekly payroll remains the most efficient in our industry.

As the business continues to solidify itself as a highly recognisable £12m regional cleaning contractor, we appreciate that many challenges lie ahead within our sector. We are as a management team fully focussed on meeting the ever-demanding need for sustainable cleaning services, more efficient cleaning methodologies and the appropriate adoption of AI, whilst always remembering that essentially we remain a ‘people business’ and our objective will always be to ensure all of our staff feel embraced in our Company ethos!

We are very proud that during 2023 we were able to launch our Employment Assistance Programme (EAP) that is there to ‘confidentially’ support all of our staff during periods of personal difficulty and this hopefully will ensure we retain a very happy, engaged and loyal team of valued staff for the future!

We would like to take this opportunity of wishing everyone associated with our organisation every health, happiness and good fortune for the year ahead!


David Harker


Paul Concannon

Nick Jeywright Pride Champion 2023

Now into its 8th Year the annual Pride Awards programme is a lasting memorial to our ‘Dee Richards’ who more than anyone epitomised the unique we clean ethos. Hence to be recognised as a ‘Dee Richards Pride Award Champion’ is the ultimate accolade within our organisation - with the deserving recipient clearly demonstrating that they have consistently gone ‘above and beyond’.

Over the past 12 month’s no one within the we clean has been more deserving of this recognition than Nicholas Jeywright, our Contract Management Support based in Milton Keynes and we are delighted to announce him as our Dee Richards Pride Award Champion for 2023!



Nick Joined we clean following a TUPE transfer back in 2019 and initially kicked off his career as Cleaning Location Manager for the Norfolk & Ashton Buildings, a large, tenanted office facility in the centre of Milton Keynes that we service on behalf of property company CEG.

Nick’s incredible enthusiasm and passion immediately shone through, his style of management was very much to ‘lead by example’ and with his dedication to do the job right, he has ensured that he has developed a really ‘effective and committed’ cleaning team within Milton Keynes.

Operating under Richard Wharton, Operational Business Manager, Nick has continued to excel progressing to the role of Contract Management Support during the past 12 months where he has provided invaluable support to Richard in evolving our commercial presence within the Milton Keynes area.

As a result, Richard had no hesitation in putting Nick forward for this year’s Champion Award, commenting:

“I COULDN’T BE PROUDER OF NICK RECEIVING THIS MOST PRESTIGIOUS AWARD AND I AM GENUINELY DELIGHTED FOR HIM. NICK HAS PROGRESSED BRILLIANTLY OVER THE PAST 12 MONTHS AND CERTAINLY DESERVES THIS FORMAL RECOGNITION HAVING DISPLAYED CONSISTENTLY THE QUALITIES REQUIRED OF A DEE RICHARDS CHAMPION DURING HIS TIME WITH THE BUSINESS”.

For example:

- **Long term commitment to his role (3 years +)** – Nick has worked for we clean since TUPE transferring to us in March 2019 and has taken on the role of Location Manager and more recently Contract Management Support with incredible enthusiasm and passion.
- **Immaculate personal presentation** - Nick is always well turned out and is regularly nagging me for new uniform so that he can present himself in the best light – testament to his professionalism.
- **Unfailing Reliability** - I have every confidence in Nick and his dedication to his role. He is willing to drop into work at a



moment’s notice, with a ‘Client First’ attitude that is required to exceed expectations.

- **Inherent Integrity** – I never have to worry about whether Nick is carrying out my requests and with his new responsibility of CMS looking after a number of properties he has risen to the role delivering a stable management structure in Milton Keynes.
- **A Team Player** – Nick demonstrates his willingness to be a ‘team player’ with his numerous cleaning staff in Milton Keynes and many times he will take on work for the benefit of the team to allow them to focus on other key areas.
- **Genuinely going the extra mile to support the reputation of our business and proud to work for we clean** – Nick has always delivered an excellent service on behalf of we clean for CEG. Various Building Managers have sang Nick’s praises and this has continued with Jasmin Padmore the new Building Manager for CEG at Norfolk + Ashton who recently emailed to express her gratitude in the manner in which Nick dealt with a major flood at 5.30am on a Monday morning a few weeks back within the Buildings bin store.

Paul Concannon Director was quick to echo Richard’s observations:

“WHEN I FIRST MET NICK SHORTLY AFTER HIS TUPE TRANSFER MY FIRST IMPRESSIONS OF HIM WERE VERY POSITIVE – HE CLEARLY HAD A PASSION AND LOYALTY TO THE 3 BUILDINGS HE MANAGED IN MILTON KEYNES AND HE WAS KEEN TO CONTINUE PROVIDING UNFAILING RELIABILITY TO OUR CLIENT BUT WITH THE SUPPORT OF ‘WE CLEAN’.

More importantly, for me Nick over time has shown himself to be someone with immense ‘integrity’ and we have been able to trust him to deliver outstanding levels of professionalism and service standards to this key client within our ever growing portfolio – and this despite him being based 70+ miles from our own Head Office Facility.

Nick is more than deserving of the Dee Richards Pride Award Champion Trophy, he is a fantastic ambassador for the ‘we clean’ brand displaying consistently the unique attributes that allows our business to set itself apart from the ‘Industry Norms’ and we are very proud to have Nick within our Team!

Many Congratulations Nick!



'ESG in Focus!

In this bumper double page 'ESG Spread' we delve into the processes, mechanisms and of course the people, who ensure we are leading the way when it comes to 'Green Cleaning', 'Supporting Our People' and ensuring we are fully compliant with all of the latest regulatory requirements and Governance!

First up... Sustainability

Here at we clean we are on a genuine long-term sustainability journey and through our Environmental Management System (EMS) we clean GREEN, we are producing 'tangible' results as we head firmly towards our goal of Net Zero Status by 2030.

At the heart of our strategic thinking is to be wholly driven by our environmental consciousness and we are proud to be making genuine dents on the organisation's carbon footprint.

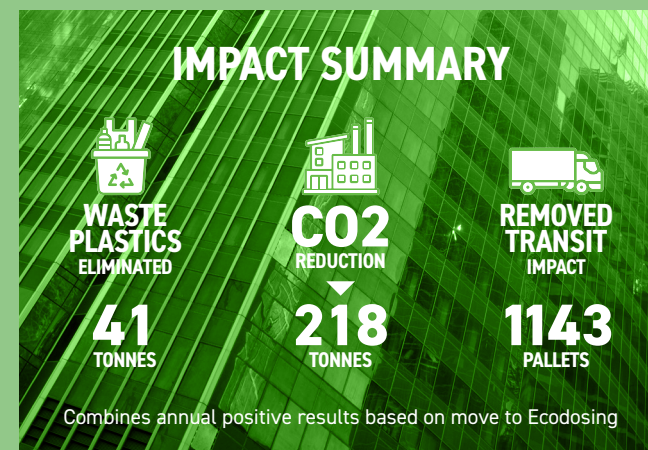
We have bucked the trend of shouting from the rooftops about the newest 'sustainability fad' or fancy trend but instead implemented genuine operational efficiencies which have actually reduced our daily environmental output.

This has been highlighted by comprehensively measuring and analysing each aspect of our service delivery, whether it be Daily Cleaning Services, Fleet of Company Vehicles, our Specialist Cleaning Processes, Head Office function or warehousing systems. Through this process of precisely establishing our current carbon and other greenhouse gas output's we have been able to formulate short, medium and long term goals.

We were delighted to recently bring to our frontline operations the 'GreenSense' and Eco Dosing ZERO cleaning chemical range in conjunction with our long-term supply partner Merton Group UK.

These industry first chemicals are EU Ecolabel Certified and comply with a tough set of criteria established by a panel of experts from a number of stakeholders, including consumer organisations and industry that take the whole product life cycle into account!

Substances contained in the products are highly biodegradable, reducing damage when they flow into waste water systems. Packaging is also reduced and fitness-for-use criteria guarantee the efficient performance of the product through a robust recycling scheme so that this chemical cleaning range can claim to be entirely Net Zero from 'Cradle to Grave'.



In addition we are very proud to have over 50% of the company fleet fully electrified with 12 EV's now supporting our frontline operations helping to reduce our CO2g per/km from 135g in 2018 to 78 in 2023 a staggering 42% reduction - a meaningful feat given the independent research from the European Climate Foundation highlighted that electric vehicles produce around 15 tonnes of CO2 from construction through to scrapping, compared to an average of 32 tonnes for the equivalent petrol or diesel car, halving greenhouse gas emissions produced during the lifetime of the vehicles.

The recent introduction of all new, locally sourced branded vacuums has also supported our sustainability cause by shortening substantially the supply chain to bring these important pieces of equipment to market! We continue to evolve and adapt our own process to fall in-line with our clients own sustainability goals, this was highlighted with when partnering with One Centenary Way (OCW), the latest addition within the Paradise redevelopment and 'Birmingham's Greenest Building' where we are trialling 'chemical free' cleaning.

Corporate Social Responsibility

As well as reducing our environmental footprint we have also embraced the wider ESG objectives that have been gathering pace over the last 5 years.

We understand that it isn't simply enough to be environmentally friendly, we must also ensure we continue to support and embrace

our 600+ staff and the local communities in which they and we operate – this is a genuine cornerstone of the we clean brand and our ethos that runs deep within our organisation.

With a 600+ workforce we clean has focussed and valued the importance of the Investors in people (IIP) accreditation since 2012, and we are immensely proud to be recognised as a 'People Business'. Through a flat-line management structure we have continued to support all of our frontline Cleaning Operatives through regular management contact ensuring that staff feel empowered to carry out the high levels of service our clients expect. We employ a number of motivational initiatives throughout the year such as:

- Dee Richards Pride Award Champion Award Programme
- Two weekly attendance bonuses for staff
- Annual Christmas loyalty bonuses
- Birthday cards
- In-House Company Magazine

As well as continually supporting our cleaning staff we also support a number of Charitable Trusts within our local communities:



BIRMINGHAM CHILDRENS HOSPITAL – WE ARE INCREDIBLY PROUD TO PARTNER WITH THE BIRMINGHAM CHILDRENS HOSPITAL, A CHARITABLE TRUST THAT IS VERY CLOSE TO OUR HEART.

The hospital sees some c640,000 visits per year and provides exceptional care and treatment, working tirelessly to provide the very best support to children within our community. We donate as much as possible and raised a considerable sum at our 20th Anniversary Gala last summer whilst also becoming a 'Magic Maker' for the hospital at Christmas.



ALBION FOUNDATION – THE ALBION FOUNDATION IS A VERY RECOGNISABLE BRAND WITHIN THE LOCAL COMMUNITY AND WE ARE IN AWE OF THE FANTASTIC WORK THAT THEY CARRY OUT ACROSS THE REGION AND THE COUNTRY AS A WHOLE.

Although we have partnered with West Bromwich Albion Football Club for over 5 years we recognise that the Albion Foundation is a standalone charitable trust and as a result we are keen to pledge our financial support allowing them the opportunity to continue to carry out the fantastic work they do week in week out across our community!



NOAH CHECKLEY - WE ARE ABSOLUTELY DELIGHTED TO BE SPONSORING FUTURE RACING TALENT NAMELY NOAH CHECKLEY SON OF OUR PAYROLL LEAD CHRISTINE CHECKLEY WHO LIVES IN THE VICINITY OF OUR HEAD OFFICE IN RUBERY!

Noah is a budding racing car driver with a passion for motorsport and is determined to further his career as a driver and as an organisation we clean were only too happy to help a young man realise his dreams and further substantiate our roots within the local area!

Governance

The "G" in ESG pertains to the governance factors of decision-making, from we clean policymaking to the distribution of rights and responsibilities among different individual in each of our specific company departments.

Governance also incorporates our Accreditations that provide the backbone of our operational and administrative processes, critical to the ongoing development of our organisation. Whether it be Investors in People (IIP), RoSPA Health & Safety Awards, our Trade Associations or the three ISO Certifications we hold, we clean remains fully invested in achieving accredited status and delivering services consistently to established industry standards.

With the Company having 600+ directly employed staff it is imperative that we follow correct protocols, carrying out due diligence and maintaining all Health, Safety, Quality and Environmental procedures.

Key Stats

- **600,000** cleaning hours delivered over the past 12 months
- **30% of employees** have been with the company for over 10 years
- **600** Management, Administration and Cleaning Staff
- **100 tonnes** of CO2 saved

In summary, we are focused on being fully compliant with ESG guidelines whilst maintaining the reliable and quality service we pride ourselves upon.

Our staff and clients are at the heart of all corporate decisions within we clean and we are continually striving to improve and be more environmentally conscious, ethical and a true champion for the cleaning industry as a whole.





20th

ANNIVERSARY
-Gala Dinner-



Our Leading Lady That's Director of HR – Gaynor Powell

GAYNOR HAS BEEN AN INTEGRAL PART OF WE CLEAN SINCE ITS INCEPTION BACK IN 2003 WHERE SHE WAS INSTRUMENTAL IN LAYING THE SOLID FOUNDATIONS FOR THE COMPANY'S SUCCESSFUL DEVELOPMENT OVER THE PAST 20 YEARS.

AS AN EVER-PRESENT THROUGHOUT THIS PERIOD OF GROWTH GAYNOR HAS SEEN WE CLEAN DEVELOP FROM A A HANDFUL OF EMPLOYEES INTO ONE THAT NOW EMPLOYS OVER 600 MANAGEMENT, ADMINISTRATIVE AND FRONT LINE CLEANING STAFF SERVICING OVER 300 KEY CLIENT ACCOUNTS.



During her time with the Company, Gaynor has developed her own professional career, completing several CIPD qualification that has assisted her greatly in managing a very demanding and large HR function but one that offers an immense amount of job satisfaction.

In 2015 we clean established a formal Company Board consisting of David Harker / Paul Concannon Directors and owner managers of the business together with Steve Rawlings and Tim Byng Directors of our Specialist Cleaning Division supported by a Non-Executive Director – Keith Dixon.

Gaynor was quickly appointed to the Board in early 2016 to assist with the Strategic Direction of the we clean brand as we cement our position as the premier provider of Commercial Cleaning Services within the Birmingham and wider Midland's region.

Gaynor's contribution to the business over so many years was appropriately recognised at the we clean 20th Anniversary Gala Dinner held at the British Motor Museum in July 2023 where she received a very special Dee Richards '20 Year Anniversary' Pride Award whilst being unveiled as our newly appointed Director of HR!

Gaynor is a positive flag bearer not only for all of the women currently working within we clean but for the many women working throughout industry and commerce where she has highlighted that through hard work, resilience and a genuine passion for her role, you can become a real leader and influence.

Brimming with pride from a successful 20th Anniversary Gala Dinner that she was so heavily involved in orchestrating, together with her possession of a Dee Richards Pride Award, a past leading lady within the business – Gaynor reflected on her career to date, women within the workplace and several other topics:

So Gaynor, tell us about your journey with we clean? How did you join and what are your memories from the 'early years'?

I have had a friendship with Directors Paul, David, Steve and Tim for nearly 30 years – thinking about that makes me very feel old! I had worked with them all previously at 'We Are Cleaning' a large Regional Cleaning business that was bought out by ISS a Multinational FM firm company back in 2002.

When establishing we clean Directors Paul and David were determined to map out a clear career path for me with the opportunity to complete various individual training courses - the highlight being the completion of my Chartered Institute of Personnel and Development (CIPD) Diploma in 2011! They clearly understood at the very outset in those formative years how important a robust and compliant Human Resource function was going to be for ongoing development of the business!

What does it mean to be a female Board Member and now Director within this ever-evolving commercial cleaning organisation?

I am very proud to be a member of the Company Board, it has allowed me the opportunity to contribute to the decisions that drives we clean forward! It is very interesting to review the past performance of the organisation against the backdrop of an ever-changing market, learning from those experiences and then engaging plans of action to provide the ongoing support for the Company.

Currently only circa 20% of Board Seats are made up of women in the UK, so to have a place in our boardroom and to have my voice heard is extremely important to me and I certainly think our approach to diversity in general is one of the key 'cornerstones' that helps create our unique Company Ethos! It is so satisfying to know that I have a genuine say in the future direction of we clean.

What is it about we clean that you feel fosters successful career opportunities for women within the business?

We are very inclusive and promote diversity, we identify talent regardless of gender or race and always look to internally promote individuals from within and provide the relevant training for all employees to further themselves and have lengthy careers within we clean.

It is fantastic to see the likes of Debbie Rhodes, Jane Shields, Maureen Francis, Charlene Bowen and Karen Lord all holding responsible operational positions within the business. At the Company Head Office we have Amanda Headland who oversees our entire 'ISO Accreditation Management System' which is critical to the long term sustainability of the business whilst Rachael Peacock has professionally developed within in her Procurement Role.

Of course on a personal level I am immensely proud to have Jessica Powell my Daughter now operating within our Head Office function too as our HR & Recruitment Coordinator! With so many frontline cleaning staff as well as the importance of recruiting the correct calibre staff and Jess has taken to the role brilliantly over the past 18 months.

This wide representation of women illustrates that we as a business genuinely encourage females to develop their careers and grow within we clean and I am very confident that as the organisation continues to evolve over the coming years ahead there will be further female representation in our Boardroom!

What have been the main challenges for we clean to overcome in recent years and what trends do you see emerging within the Industry over the coming years?

The COVID-19 pandemic was a massive shock to the system – nobody could have predicted the events that occurred and looking back now it seems a very surreal period of time.

As always, we tried to place our staff at the heart of our decision-making and ensure that both their job roles but more importantly their livelihoods were protected as far as possible. The business and the working landscape has shifted quite dramatically post Covid and we very are conscious when recruiting that candidate expectations are now very different and sometimes quite varied!

When recruiting it is our philosophy to foster emerging talent and encourage staff to form genuine careers with we clean.

In terms of emerging trends the way our clients now function has also dramatically shifted, gone are the days of packed office spaces full of rows of desks and waste paper bins – Hybrid collaborative working is here to stay, hence the make-up of the office has changed resulting in our operational team having to alter our service offering!

We continue to place great emphasis on staff training to meet the new requirements and ensure we remain at the very forefront of the Midlands cleaning market.

What are your passions outside of the workplace?

I am married and have twins aged 25 and of course our



beloved dog - Doris. I particularly enjoy spending time with my large circle of family and friends and enjoy long walks in the countryside. In addition, I love to travel and experience new cultures and I like many others look forward to getting away on holiday as much as possible!

And lastly... What is it that makes working for we clean so special?

It is not a family business, but it certainly feels like a family business – and that I believe makes it so special! Now into our 20th year of trading I would be lying if I was to say that there haven't been some 'lows' but these have certainly been outweighed by the many, many high points we have experienced on our journey to date!

At we clean you are provided with the freedom and responsibility to take control of your own role and I feel that this is reflected in the committed work our people carry out here on a daily basis.

I have loved my time working within such a 'can do' environment over the past 20 years and very much look forward to the future with we clean and playing my part in its continued success!

David Harker Director reflected on Gaynor's huge contribution to the business when noting:

“GAYNOR IS FIRST AND FOREMOST A WONDERFUL PERSON WITH TREMENDOUS ‘INTEGRITY’ WHO CARES PASSIONATELY ABOUT HER ROLE WITHIN THE BUSINESS. SHE IS FULLY DESERVING OF HER NEW TITLE AS ‘HR DIRECTOR’. HER PROFESSIONALISM AND DILIGENCE HAS DELIVERED CRITICAL IMPROVEMENTS TO THE DAY TO DAY RUNNING OF OUR COMPANY OPERATIONS AND HER CONTRIBUTIONS TO THE MAIN BOARD HAS ENSURED WE CLEAN CONTINUES TO EVOLVE ITS BRAND IDENTITY”

'A Shining Light to Paradise'!

Commercial office space has always been at the very core of our daily operations and this aspect of the business has gone from strength to strength in recent years with our brand becoming synonymous with daily Commercial Office Cleaning across Birmingham and the wider Midlands region.



Most recently we were delighted to be appointed as the approved Cleaning Contractor for the stunning new 13 storey office facility One Centenary Way (OCW), one of Birmingham's newest and most sustainable commercial facilities located in Paradise Birmingham which is now recognised as the jewel in the crown for the Regions Office, Commercial and Leisure landscape!

The building, designed by Howells Architects and constructed by main contractor Sir Robert McAlpine, offers 280,000 sq ft of space across thirteen floors and is one of the largest commercial buildings in the city.

The facility itself is an architectural 'masterpiece' as designers have had to address a number of below ground constraints - primarily being the A38 Queensway Tunnel that runs directly underneath the building all made possible by the incorporation of a 'Vierendeel Exoskeleton' construction design where the building façade provides the essential stability.

Sustainability is very much at the core of the OCW offering with basement floors providing scope for the city's first public cycle hub that is big enough to house more than 300 bikes whilst the large underground car park will boast 20 EV charging points all designed to encourage a more environmentally friendly commute into the city!

As the approved cleaning contractor of Managing Agents Avison Young for the delivery of cleaning across the Paradise estate, we were incredibly proud to be comprehensively involved in getting this new state of the art facility 'presentation ready' for its recent launch event in mid - October which was a stunning success!

Heading up the mobilisation team is our long standing Contract Manager Debbie Rhodes who will be aligning the daily cleaning regime on site to accommodate the staggered opening of the building to a number of high profile Tenants including Arup, JLL and Goldman Sachs who have already committed to taking significant office space within this prestigious development.

As we head into our 5th year of operational activity across the Paradise Estate the opportunity to reinforce our brand within this new stunning office development in the city of Birmingham is one in which we are immensely proud, Director Paul Concannon commenting:

"AS AN ORGANISATION WE PRIDE OURSELVES ON BEING ALL ABOUT BIRMINGHAM, LOOKING AFTER A NUMBER OF ICONIC BUILDINGS AND VENUES THROUGHOUT OUR GREAT CITY, HENCE WE WERE GENUINELY THRILLED TO HAVE THE OPPORTUNITY TO PROVIDE DAILY CLEANING SERVICES TO ONE CENTENARY WAY (OCW), THE MOST ADVANCED COMMERCIAL OFFICE SETTING IN THE CITY, COMPLEMENTING OUR GROWING PORTFOLIO OF MARQUEE BUILDINGS."

This newest addition to Birmingham's commercial market is certainly a 'Jewel in the Crown' and we are relishing the opportunity to continue reinforcing our position as the 'go to' Cleaning Contractor for businesses, institutions and venues seeking a company that genuinely wants to deliver 'sustainable cleaning' for their properties!



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