

# the clean

PROFESSIONAL CLEANING SINCE 2003

## DRIVING A GREENER FUTURE IN CLEANING:

How we clean embraces sustainability and continues to reduce its carbon footprint


## A SPECIALIST STAR:

A closer look at the 2025 Pride Champion and the expertise within the we clean Specialist Cleaning Division

## THE FUTURE SHINES BRIGHT:

Youth comes to the fore as a new era of talent emerges

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ISSUE 8

# Directors Foreword

Welcome to the 8th 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.

We are now almost at the end of another Financial Year and we are pleased to report that the organisation, despite the backdrop of huge geo-political uncertainty arising from the conflicts within the Middle East, is on track to deliver some strong trading results reflecting a year of consolidation.

As owners and Directors of the business we would like to place on record once again our 'sincere thanks' for the tremendous amount of hard work invested by all members of our team in making the **we clean** brand synonymous with professionalism, integrity and genuine pride!

It is particularly satisfying that nearly a third of our 680 plus workforce have been working for the business and our clients so diligently for 10 years or more, in-fact this year we have the honour of recognising and celebrating the loyalty of certain staff members who have been with organisation for 20 years! We are genuinely humbled by the incredible loyalty and commitment demonstrated by these staff to **we clean** over so many years!

During the 2025-26 trading year we are pleased to announce some interesting contract wins including the Silverstone Museum home of the British Formula One Grand Prix and this has recently been complimented by the award of the vibrant F1 Arcade entertainment and hospitality venue located at the heart of the Paradise development in Birmingham. These contract wins highlight our unique strengths within the Events / Heritage public cleaning space that demand the highest level of professional cleaning and staff presentation.

The Cleaning Industry is going through some of the most radical changes to its standard operating practices since the inception of the outsourced cleaning contract market some 50 years ago, in-particular the ever-growing presence of AI is re-shaping the way the industry is meeting its service delivery. We continue to monitor carefully these new innovations as they come into the marketplace and will ensure that these are 'appropriately' incorporated into our daily operations to deliver long term efficiencies for both our valued cleaning staff and our diverse client base.

As always, we are grateful for the strong supplier partnerships that **we clean** continues to build that provide valuable support, advice and practical demonstration of how the right implementation of new technologies, data capturing processing and modern cleaning equipment can deliver real tangible performance enhancement to our daily operations and long-term sustainable cleaning solutions!

The 17th June 2026 we will mark the 10 Year anniversary of the passing of our much loved former Contract Manager Dee Richards, as part of our ongoing memorial to Dee we have the Annual Dee Richards Pride Awards programme and we are immensely proud to feature in this addition of 'The Clean' our 2025/26 Champion Pride Award winner James Alcock from the **we clean** Specialist Cleaning Division. Since



joining the organisation back in October 2019 he has epitomised wholeheartedly the unique **we clean** ethos of delivering professional cleaning with huge integrity and engaging humility. This central feature within The Clean highlights why he is so deserving of this very special Dee Richards Champion Pride Award!

Moving forward we acknowledge that there are many challenges that lie ahead and as a team we must continue to be collectively resourceful to stay at the forefront of the Cleaning Industry with the delivery of 'Cleaning Excellence' which we will achieve through hard work, innovative sustainable cleaning practices and a genuine desire to do the job right!

  
David Harker

  
Paul Concannon



## Taking Centre Stage: 20 Years at the Birmingham Hippodrome

For over two decades, we clean has proudly supported one of the UK's most iconic theatres, playing a vital role behind the scenes at the Birmingham Hippodrome.

The longevity of this partnership reflects the strength of the relationship built between **we clean** and the Birmingham Hippodrome. Having successfully retained the contract through multiple re-tender processes, we have consistently demonstrated our ability to evolve alongside the venue and meet its changing requirements.

Matthew Horsfield, Facilities Manager at Birmingham Hippodrome, added:

**"WE CLEAN HAVE BEEN A TRUSTED PARTNER TO THE HIPPODROME FOR MANY YEARS, AND THEIR TEAM CONSISTENTLY DELIVER TO A VERY HIGH STANDARD. I RECENTLY ATTENDED A TOOLBOX TALK DELIVERED BY DIRECTOR PAUL CONCANNON, WHICH REALLY REINFORCED THE TEAM ETHOS AND PASSION THAT BOTH ORGANISATIONS SHARE."**

**ANY SUCCESSFUL SUPPLIER AND CLIENT PARTNERSHIP IS BUILT ON TRUST, AND WE ARE FORTUNATE TO HAVE A TRULY COLLABORATIVE RELATIONSHIP HERE."**

Our on-site team embodies the **we clean** ethos, demonstrating professionalism, reliability and pride in the service they deliver. The Birmingham Hippodrome remains a flagship contract for **we clean**, a benchmark for service excellence and one that we are incredibly proud to support.



As a cornerstone of Birmingham's cultural landscape, the Hippodrome welcomes hundreds of thousands of visitors each year. This creates a fast-paced environment where cleaning standards must remain consistently exceptional, something our team has delivered with professionalism and precision for almost 20 years.

We provide a fully integrated cleaning solution tailored to the demands of this prestigious venue, including daily cleaning, window cleaning, specialist floor restoration, hygiene services and the supply of washroom consumables.

Alongside planned periodic works, we also deliver reactive support to ensure the venue maintains the highest standards regardless of performance schedules or visitor numbers.

The scale and complexity of the Hippodrome cannot be understated. From the main auditorium and hospitality areas to backstage dressing rooms, studios and ancillary spaces, each area requires a tailored approach and meticulous attention to detail.

Overseeing this key contract is David Holmes-McClure, whose own journey reflects the values of resilience and dedication. Having joined **we clean** as an Estate Cleaning Operative in 2013, David progressed to Hippodrome Site Cleaning Manager before moving into his current role as Company Health & Safety Manager. Given the importance of the Hippodrome contract, he continues to maintain close operational oversight.

David is supported by Site Cleaning Manager Winston Scott and Assistant Site Cleaning Manager Julia Morris, who together bring more than 25 years of Hippodrome cleaning experience and continue to drive exceptional standards across the site.

Reflecting on this long-standing partnership, David commented:

"The Hippodrome is a unique and demanding environment, and it requires a team that can adapt quickly while maintaining absolute consistency in standards. I'm incredibly proud of the team on site, they fully embrace our ethos and deliver a level of service that truly reflects what we truly stand for as a business."

# Driving a Greener Future in Cleaning

Sustainability is no longer a future ambition for we clean, it is embedded into the way we operate every day.

As a business, we recognise the responsibility we hold not only to our clients, but to the wider environment and the communities in which we serve.

Our ESG strategy is built around delivering meaningful, measurable change, ensuring we continue to reduce our environmental impact while creating long-term social value across every contract and every region we operate in.

At the core of this approach is a comprehensive carbon measurement and reporting framework. Aligned with the GHG Protocol and a number of UN Sustainable Development Goals, we actively monitor and benchmark our Scope 1, 2 and 3 emissions across our fleet, offices, workforce and supply chain.

This data is independently verified through our partnership with Planet Mark, providing complete transparency and accountability while enabling us to track progress against our Net Zero target by 2040.

By fully understanding our carbon footprint, we are able to make informed, data-led decisions that drive meaningful reductions in emissions. From transitioning our fleet towards electric vehicles, to improving energy efficiency across our operations and working closely with our extensive supply chain, sustainability is embedded into every operational decision we make.



A key element of our environmental strategy is the transition towards chemical-free and low-impact cleaning solutions. Through the introduction and rollout of Vireo3, an innovative probiotic-based cleaning product, we have been able to deliver a deep and long-lasting clean without the use of harsh chemicals.

**FREE FROM BIOCIDES, CHLORINE BLEACH AND PHOSPHATES, VIREO3 OFFERS A SAFER, MORE SUSTAINABLE ALTERNATIVE THAT ALIGNS WITH BOTH OUR ENVIRONMENTAL COMMITMENTS AND THE WELLBEING OF OUR STAFF AND CLIENTS ALIKE.**

Alongside this, our partnership with Made Blue supports access to clean drinking water in communities around the world, while also driving water-saving initiatives across our own operations. By reducing chemical usage and improving cleaning efficiency, we are actively lowering water consumption while contributing to a wider positive global impact.

Technology and innovation continue to play a central role in our ESG journey. Through the adoption of cobotics and advanced cleaning equipment, we are improving productivity while reducing resource consumption.

Machinery such as the i-mop pro provides real-time insights into cleaning performance, including usage, downtime and operational efficiency. This enables us to optimise cleaning schedules, reduce unnecessary machine use and ensure maximum efficiency across our contracts.

This commitment to innovation is further strengthened through our move towards fully data-driven cleaning and governance.

The upcoming launch of the we clean dashboard will provide both our teams and our clients with real-time visibility of audit scores, machine usage, performance metrics and service delivery data. This level of transparency not only enhances accountability but also enables continuous improvement across every site.



Smart dispensing systems are also being introduced to ensure accurate chemical usage, reducing waste while improving consistency and cost control. These systems form part of a wider strategy to eliminate inefficiencies and embed smarter, more sustainable practices into our day-to-day operations.

**OUR ESG COMMITMENTS EXTEND BEYOND ENVIRONMENTAL IMPACT AND INTO THE COMMUNITIES IN WHICH WE SERVE. WE ARE PROUD TO CONTINUE TO SUPPORT SEVERAL CHARITABLE AND COMMUNITY-FOCUSED ORGANISATIONS, INCLUDING BIRMINGHAM CHILDREN'S HOSPITAL AND THE ALBION FOUNDATION. THROUGH FUNDRAISING, VOLUNTEERING AND LONG-TERM PARTNERSHIPS, WE ARE COMMITTED TO MAKING A POSITIVE AND LASTING DIFFERENCE WITHIN OUR LOCAL COMMUNITIES.**

At the same time, our supply chain continues to play a critical role in supporting our long-term sustainability goals.

By working closely with partners such as Chespack Hygiene, Merton Group, Safeguard Pest Control, UKDA and H2O Restorations we ensure that the products, materials and services we procure are completely aligned with our own environmental and ethical standards. This collaborative



Non-toxic cleaning solutions

**2,000** litres of diluted hazardous chemicals prevented from use since 2024

**we clean**  
AND PROUD OF IT



**60%** Product consolidation achieved

Creating Impact Together

**3** Good health and well-being

**12** Responsible consumption & production

**14** Life below water

**24,000**

Litres of clean drinking water donated on behalf of We Clean since 2024



Creating a positive impact for people and the planet



approach enables us to drive sustainability not only within our own internal operations, but across our wider value chain.

Governance underpins every aspect of our ESG strategy. Through robust internal processes, regular auditing and transparent reporting, we ensure that sustainability is not just an ambition, but a measurable and accountable part of our business. Senior leadership oversight, combined with clear targets and ongoing monitoring, ensures we remain on track to deliver against our commitments.

As we look ahead, our focus remains on continuous improvement. With ambitious targets in place, including the electrification of our fleet, the reduction of Scope 3 emissions and our commitment to Net Zero by 2040, we are confident in our ability to drive meaningful and lasting change.

Sustainability is not a standalone initiative at we clean, it is fundamental to who we are as a business. Through innovation, collaboration and a commitment to doing the right thing, we are proud to be driving a greener future in cleaning.



# A Specialist Star: James Alcock Named Dee Richards Pride Champion 2025



We are extremely proud to announce James Alcock as our Dee Richards PRIDE Champion for 2025, the highest individual recognition within our organisation, an award that celebrates those who consistently embody the values, behaviours, and standards that defined Dee Richards and continue to guide we clean today.

Additionally, James receiving this coveted company award is also a reflection of something much broader: the continued strength and evolution of our Specialist Cleaning Division, a team that plays a critical role within we clean and often operates at the point where technical expertise, urgency, and precision must converge together.

## A DIVISION BUILT ON COMPLEXITY AND RESPONSE

The Specialist Division has an integral part of the we clean service offering since our inception back 2003. It is a team defined not by routine work, but by complexity. The work is varied, technical, and frequently delivered in challenging environments where attention to detail and reliability are essential.

It is also a division that operates beyond standard hours, often responding to urgent requirements, emergency callouts, and situations where immediate, effective action is required. These are environments where consistency matters, but so does judgement and where experience can make a measurable difference to outcomes.

Alongside this, the team provides essential support across the wider business, stepping in to deliver specialist interventions when required and ensuring continuity of service for clients across multiple sectors.

## GROWTH, EXPERIENCE AND A NEW GENERATION

Under the leadership of Specialist Division Directors Tim Byng and Steve Rawlings, the division continues to benefit from a depth of operational experience that has shaped its standards and reputation over many years.

Their guidance has helped to build a strong platform of knowledge, technical capability, and accountability. Within

that structure, individuals such as James have been able to develop in a highly practical, hands-on environment where learning is driven by real operational demand.

James's development has been significant over time, shaped through close 'hands on' working with Tim and Steve and grounded in a clear understanding of how the business operates at its most demanding level. He now demonstrates a strong grasp of not only the technical requirements of his role, but also the wider expectations of we clean, particularly around service quality, responsibility, and professionalism under pressure.

At the same time, the division itself is evolving.

In recent years, there has been a noticeable shift in team composition, with a growing number of under-25's joining the Specialist Division. This has brought fresh energy, adaptability, and a strong willingness to learn into the team environment.

This generational change has also supported the adoption of new technologies and more modern approaches to specialist cleaning delivery, allowing the division to remain responsive, efficient, and forward-looking while maintaining its core standards.



## RECOGNISING JAMES ALCOCK

James has become a key part of this structure. Known for his consistency, calm approach, and reliability, he is someone who can be trusted in demanding situations where outcomes matter and standards cannot slip.

His development under Tim and Steve's tutelage has been steady and considered, and he now operates with a clear understanding of both the technical and behavioural expectations required within the Specialist Division. Tim Byng and Steve Rawlings commented:

"James has developed significantly over the years, not just in terms of technical ability but in his understanding of what we clean stands for. He is dependable, professional, and consistent, particularly in challenging or time-critical



situations. This recognition is thoroughly deserved." Reflecting on receiving the award, James said:

**"I'M INCREDIBLY PROUD TO RECEIVE THIS AWARD. I DIDN'T KNOW DEE PERSONALLY, BUT THROUGH TIM AND STEVE I'VE HEARD A LOT ABOUT HER VALUES AND THE STANDARDS SHE SET. TO BE RECOGNISED WITH AN AWARD IN HER NAME MEANS A GREAT DEAL. I'M PROUD TO BE PART OF A TEAM THAT GENUINELY CARES ABOUT DOING THINGS THE RIGHT WAY."**

The importance of the Specialist Division — and James's role within it — was also endorsed by we clean Directors Paul and David:

"The Specialist Division is a vital part of our business, enabling us to support clients with complex and time-critical requirements. James has made a strong and consistent contribution to this area since joining, not only through his technical ability but more importantly through his professional attitude, reliability and passion to do the job right!

## A FITTING CONCLUSION TO THE PRIDE AWARDS

The Dee Richards PRIDE Champion award recognises more than performance. It reflects character, consistency, and contribution to the wider culture of the business.

James embodies fully these qualities, his work, and the way he approaches it, reflects the principles that continue to define we clean, even in the most demanding circumstances and continues to drive the business forward!

There is no doubt that Dee herself would have been immensely proud of what James represents and brings to organisation in her name!



# CLEANING for the FUTURE

Data, technology and smarter service delivery at **we clean**



**Cleaning is evolving. While it remains a people-led industry, the way services are managed and delivered is becoming increasingly driven by data, visibility and smarter operational systems.**

At **we clean**, technology is being implemented to support frontline teams, improve consistency and provide clients with greater transparency across service delivery.

## THE **we clean** PORTAL

Central to this development is the **we clean** Portal, a live operational platform that provides real-time visibility across contracts and sites.

The system allows teams and clients to monitor cleaning activity, track task completion, review SLA performance and identify trends across locations. Rather than relying solely on retrospective audits, contract managers can now address issues in real time and maintain greater operational oversight.

Rachael Peacock, Procurement Administrator, said: "From a procurement and performance perspective, the visibility this gives both us and our clients a real step forward. We can comprehensively report on client financial data, audits and also have full visibility on where efficiencies can be made and how our teams are operating in real time."

The portal also supports reporting, accountability and communication, helping clients gain clearer insight into service delivery across their estates.

## SMART EQUIPMENT AND COBOTICS

Alongside digital systems, **we clean** is continuing to introduce smarter equipment designed to improve efficiency and consistency.



This includes the deployment of the i-mop 40 Pro at sites such as One Centenary Way, where data-enabled equipment is helping teams maintain standards across large environments while reducing downtime and improving productivity.

Connected machines can provide operational insight including runtime, battery performance and usage patterns, allowing teams to optimise performance and reduce unnecessary waste.

Cobotic technology is also being introduced to support repetitive cleaning tasks, enabling operatives to focus on detailed and high-touch areas where human judgement remains essential.

## A PEOPLE-LED APPROACH

Despite advances in technology, cleaning remains a service delivered by people.

At **we clean**, investment in training and operational support remains central to the business, ensuring teams are equipped to use new systems effectively while maintaining the service standards clients expect.

Technology is not replacing operatives. It is providing better tools, better information and improved visibility to support service delivery.

As the industry continues to evolve, **we clean** is focused on combining people, process and technology to deliver smarter, more transparent and more efficient cleaning services across commercial, educational and public environments.



# The Future Shines Bright @ **we clean**



**Sustained growth in any service-led business depends on the ability to develop people faster than the organisation expands. At **we clean**, this philosophy sits at the heart of our approach to training, succession planning and long-term capability.**

Across our Birmingham city centre portfolio, this investment in people is already delivering results. Melissa Rowe and Dale Brewer, both of whom began their careers in frontline cleaning roles under the guidance of Contract Manager Debbie Rhodes, have progressed into key operational positions as Contract Management Supports. Their development reflects our commitment to creating opportunities through structured mentoring and ongoing support.

This emphasis on progression is equally evident within our specialist cleaning division, where a new generation of technicians, including Kyron Yirmak (19), Libby Bullock (19), Josh Hunt (19) and Harvey Kemp (18), are undergoing training in advanced cleaning methodologies and technologies. This includes specialist certifications such as window cleaning, helping to strengthen our technical capability and future-proof our service offering.

Their development is supported by Specialist Division Directors Tim Byng and Steve Rawlings, alongside Team Manager James Alcock, who provides day-to-day mentorship. Together, they ensure valuable industry knowledge and specialist skills are transferred to the next generation of cleaning professionals.

In parallel, we have established a Leaders Group to provide emerging talent with a voice in shaping the future of the business. Comprising Jack Dowdeswell, Ben Concannon, Jess Powell, Rachael Peacock, Stephanie Toone and Ryan Halford, the group meets regularly to discuss operational challenges, strategic opportunities and business improvement initiatives.

Supported by Non-Executive Director Keith Dixon, the Leaders Group provides a valuable mechanism for upward feedback, ensuring ideas from across the organisation contribute to Board-level decision-making while reinforcing a culture of openness, accountability and innovation.

What distinguishes this approach is the balance between developing younger talent and harnessing the expertise of experienced leaders. Training & Mobilisation Manager Duncan Thomson continues to play a key role in training and development, bringing decades of industry knowledge, while Keith Dixon's commercial experience provides valuable strategic guidance.

By combining structured development pathways, strong mentorship and open dialogue, we are building a workforce that is both capable and resilient. As the business continues to grow, this approach ensures continuity without stagnation, encouraging new ideas while respecting experience and strengthening capability.

Ultimately, investing in people is not simply about training; it is about building a pipeline of future leaders. At **we clean**, that pipeline is already taking shape.

## A Day in the Life of 'One of our Own' – Maureen Francis



In a sector defined by consistency and reliability, the role of a Contract Manager is often best understood through the pace, judgement and experience that shape the working day.

For Maureen Francis, Contract Manager for North Birmingham, that experience has been built over more than 15 years with **we clean**. Beginning her career as a Cleaning Operative, Maureen developed her understanding of the industry from the ground up. Under the stewardship of the late Dee Richards, with whom she shared a close working relationship, she gained not only technical knowledge but also an appreciation for the standards, discipline and professionalism required to deliver exceptional service. That influence continues to shape her approach today.

Maureen's progression through the business is testament to both her commitment and ability. She is now responsible for a diverse portfolio of sites, including prominent office locations such as Tricorn House, 54 Hagley Road and 1 Newhall Street, alongside a number of educational facilities.

Her day begins with regular site visits, reflecting the importance she places on visibility, engagement and maintaining standards. These visits allow her to assess cleaning quality, support on-site teams and engage directly with clients to ensure expectations are consistently met.

Managing multiple sites across North Birmingham requires careful planning, clear communication and effective resource allocation. From commercial offices to educational environments, each contract presents its own operational challenges and requirements.

Over time, Maureen has developed into a highly effective operator whose ability to build strong relationships

with both staff and clients is central to her success. In recent years she has been supported by Margaret Baker, Contract Management Support Manager, whose oversight of key compliance requirements allows Maureen to focus on delivering operational excellence across her portfolio.

Reflecting on her 15-year journey, Maureen commented:

"It has gone so quickly! It seems like yesterday operating with Dee all those years ago. She was such a special influence on my life, and I really did look up to her. I miss her immensely, but I know she would be so proud!

Similarly, Birmingham has changed so much over the years, but I have grown and evolved myself and work with amazing staff and clients who make coming to work each day a pleasure!"



Alongside managing day-to-day operations, Maureen and Margaret play an important role in developing cleaning teams through mentoring, guidance and regular engagement. This is particularly important within educational settings, where operational requirements must be balanced with safeguarding considerations.

What distinguishes effective contract management is not simply the ability to respond to challenges, but the ability to anticipate them. Whether preparing for increased footfall, managing reactive works or adapting service delivery, the role requires both foresight and adaptability.

Across her portfolio, Maureen continues to demonstrate a disciplined and consistent approach, underpinned by experience, trust and strong relationships. Her journey from Cleaning Operative to Contract Manager reflects the opportunities available within **we clean** for those who wish to build meaningful careers within the industry.

Behind every well-maintained environment is a dedicated team, and behind that team is leadership built on experience, commitment and genuine pride in delivering excellent service.



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AND PROUD OF IT!

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**Reliability**

**Partnership**

**Innovation**

**Progression**

**Working Together**

*'A desire & passion to do the job right'*

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