

# CHANGING PERCEPTIONS IN THE CLEANING INDUSTRY



## British Cleaning Council's Conference 2014 **Speakers' Information**



# Doug Cooke

Chairman of British Cleaning Council and  
CEO of Principle Cleaning Services

**Role at event:** Welcome Note Speaker and Industry Question Time Panel Guest



Doug Cooke has 40 years' experience in the cleaning industry. He co-founded Principle Cleaning Services in 1989 after working for major cleaning organisations. He recognised a need in the market place for a high quality and operational focused cleaning company and Principle Cleaning Services has since developed into a successful, sustainable and professional cleaning company employing over 1500 staff.

Highly respected by his peers and colleagues, Doug currently holds the position of Chairman of the British Cleaning Council (BCC).

He played rugby for various clubs including Saracens and now referees at weekends. He is also a keen windsurfer and skier and plays an active role as a Trustee of The London Centre for Children with Cerebral Palsy.



Based in North London, Principle Cleaning Services is a customer focused business with exceptional service levels led by a highly experienced, motivated senior management team. The company provides cleaning and associated services to large and medium organisations throughout London and the UK, specialising in financial services, legal, media, professional and prestigious buildings.

Principle Cleaning Services has a number of prestigious clients including The Gherkin, Lloyd's of London, Shakespeare's Globe Theatre, Broadgate Estates and Cancer Research UK.



## Alan Dediccoat

**Role at event:** Master of Ceremonies and Industry Question Time Panel Chair

Alan Dediccoat is known to millions of viewers as ‘The Voice of the Balls’, providing instant commentary for the National Lottery draws on BBC One. He’s also the voice of ‘Strictly Come Dancing’ (and its US counterpart on ABC, ‘Dancing with the Stars’).

Regular listeners to BBC Radio 2 will be familiar with his voice as he’s the station’s daytime newsreader. And for many years, Alan joined in the lively breakfast banter with Sir Terry Wogan on his early morning radio show.

## Stephen Kerr

Regional Sales Leader UK, Ireland & Benelux  
Kimberly Clark Professional

**Role at event:** Speaker  
**Presentation:** Creating Exceptional Workplaces



I joined KCP from university but left the business in 1997 to become the sales director of a KCP distributor. In 2004 I set up my own sales management consultancy and in 2005 I ran for a seat in parliament: I came second! I returned to K-C in 2006 and have managed the key account management team in the UK and Ireland, been the account manager for Bunzl in Europe and I’ve been in my current role since 1 September 2010.

I am an active member of the Church our family belongs to. I love all things political and have a passion for British history. I am a late convert to the wonders of English cricket! I also follow the fortunes and tribulations of Celtic FC.

I’m married to Yvonne – the best decision I ever made! We have four children and are the proud grandparents to Elijah (3) and Farrah (2), Anastasia (1) and Sofia (4 months) with a fifth baby due to arrive early in the New Year!

# Christopher Nicholas

## Sumwot Social

**Role at event:** Speaker  
**Presentation:** How To Be Nosey, Listen And Post Great Content



**Sumwot**  
**SOCIAL™**  
effective social media strategies

My early career was spent working in the world of Design and Branding – working with such clients as the Bosch Group, The British Standards Institute (BSI) and a host of professional services including large Law and Accountancy Practices.

From here I moved into Customer Publishing working with such brands as Vauxhall, Chevrolet and Flybe Airlines. This was around the time that Social Media and digital marketing were starting to become more engrained in the world of business and everyday life.

In 2009 I decided to strike out on my own using the knowledge gained working in the corporate world and my back ground in marketing and I formed Sumwot Social. With the purpose of helping people get the most from using Social Media & Digital platforms to better communicate with their current & potential clients.

Our clients are often aware of Social Media – but they don't want to get caught in the trap of “everyone else is doing it, so I suppose we should?” We guide them through what Social Media & Digital Marketing can mean for their business and create a bespoke plan with realistic targets, ensuring they get the most out of the this form of marketing and more importantly integrate it with their current marketing strategy and business plan.

[www.sumwotsocial.com](http://www.sumwotsocial.com)  
[christopher@sumwotsocial.com](mailto:christopher@sumwotsocial.com)

# Ruby McGregor-Smith, CBE

Chief Executive of Mitie Group plc, the strategic outsourcing company

**Role at event:** Speaker  
**Presentation:** Changing Perceptions



Ruby joined Mitie in 2002 and was appointed as CEO in 2007. She is one of a small number of women holding the position of Chief Executive in the FTSE 250 or FTSE 100 and is the first Asian woman to be appointed in such a role within that group of companies.

Since joining, she has seen Mitie grow its revenue from £0.5bn to over £2.0bn, continuing its unbroken track record of profit and revenue growth.



# Marc Crank

Chief Executive of the London Centre for Children with Cerebral Palsy

**Role at event:** Charity Partner  
**Presentation:** The London Centre for Children with Cerebral Palsy: An inspirational short film on the work and achievements of the children and staff



Chief Executive of the London Centre for Children with Cerebral Palsy for last 5 years. Has served as a Chief Executive for various regional charities for last 15 years. Also serves on the board of a number of Charities with a particular focus on equality, inclusion and training. Married and originally from Cheshire but currently living mostly in London.



# Ken Hanslip

Account Director with NSL Validation Solutions

**Role at event:** Speaker  
**Presentation:** Brushing Up On The Right To Work Rules



Ken Hanslip is an Account Director with NSL Validation Solutions, part of the NSL Services Group. NSL Validation Solutions offers managed right to work vetting and screening services and both manual and automatic identity document validation systems from Keesing Technologies, the world's leading authority in identity document verification.

Ken has extensive fraud investigation experience having worked both in the London Metropolitan Police and the Benefit Fraud Investigation Service. Ken is a member of a Home Office consultative group for illegal migrant working prevention and is a recognised identity document fraud expert.



# Peter Spalton

Marketing Consultant and professional Communications Coach

**Role at event:** Workshop Presenter  
**Presentation:** Make Your First Impression Count



After a career of 28 years in sales and marketing, Peter is a well-respected expert on human interaction, social skills and non-verbal communication. He has worked as a freelancer since 1989 and combines selling skills with the science of body language and the art of non-sexual seduction. His speciality is to help people repair their broken body language and learn how to build instant rapport and create trust. The press call him the "Body Boffin" and he frequently gives advice to newspapers and lifestyle magazines. He does a couple of live radio slots every month and has appeared live on all the national TV channels as well as most local radio stations around the country.

Peter has eight published books including two on marketing and one under the Dragons' Den brand - 'The Perfect Pitch'. You can visit him on the web at [www.spalton.co.uk](http://www.spalton.co.uk)

# Tony Anderson

Former Sales and Marketing Director for easyJet

**Role at event:** Keynote Speaker  
**Presentation:** On A Wing And A Prayer



After rising through the Marketing ranks at British Airways and Thomas Cook, Tony turned from gamekeeper to poacher when he was appointed Sales and Marketing Director of easyJet six months before the airline's first flight. As the start-up airline's third employee he worked closely with Stelios to launch and build the company that became a major force in European aviation. Tony went on to become the first Marketing Director for the easyGroup taking the easy brand into new business areas ranging from car rental and cinemas to a chain of giant internet cafes. He has held positions on the board of several of Stelios's companies. In 2011 Tony was re-hired by Sir Stelios Haji-loannou to work on new projects inside and outside of the travel sector.

Outside of travel Tony has held senior positions including Directorships at online bank Egg, and TNS now part of the WPP Group. Tony is a Director at the education services company, Bell and an adviser to Cambridge start-ups and early stage companies. He has lectured at some of the world's top universities including Cambridge University, Imperial College and Fudan University Shanghai. He has been hired as an event speaker by leading international companies including BT, o2, SAP, Yahoo, DHL and Microsoft.

Marketing Magazine has previously ranked him among the top marketing names in the UK and he has been a finalist for the Marketeer of the Year award. Tony featured in the June 2013 BBC 2 documentary "Flights and fights" and has been interviewed on many occasions by BBC Radio 4, Radio 5 and local radio.

# Alice Teague

Programme Head - Economy and Employment at the  
Equality and Human Rights Commission

**Role at event:** Speaker and Industry Question Time Panel Guest

**Presentation:** The Invisible Workforce



Alice Teague is a Programme Head at the Equality and Human Rights Commission. Alice's work covers a range of topics within the Economy and Employment team. Her role predominantly involves working with businesses and supporting them to understand their equality and human rights responsibilities in the workplace.

For the last 12 months Alice's main focus has been leading the work examining employment and procurement practices in the cleaning sector, which culminated in the publication of 'The Invisible Workforce' report in August 2014. She is also responsible for developing the Commission's work programme on business and human rights, and supporting SMEs with the practical application of equality and human rights in the workplace.

Prior to working for the Commission and its predecessor the Commission for Racial Equality, Alice worked for the Federation of Small Businesses for five years leading on national policy across a wide range of areas including business support, and learning and skills.



# Paul Lewis

Managing Director, Reintec

**Role at event:** Speaker  
**Presentation:** Changing Perceptions: Hire In Cleaning



I am the Managing Director of Reintec, part of the HSS Hire Group, which also includes our new TecServ acquisition. Reintec offers flexible cleaning equipment plans, as well as management and maintenance services. I started at HSS Hire in 2010, and we launched Reintec because we saw an opportunity to change a market through innovation. There is no doubt that we have started that journey, but I believe there is still so much that can be done and that remains my long term vision for the business. Change is good. I lead by example and help the people around me to deliver in turn making sure that we achieve overall objectives, however my biggest strength in terms of this role is the belief I have in the business and my ability to execute the plan to drive it forwards.

# Sandy Aird

Managing Director of Enhance Office Cleaning Ltd

**Role at event:** Speaker  
**Presentation:** Why Pay A Living Wage?



Sandy was enticed into the industry 26 years ago as part of RCO Support Services Plc's graduate recruitment program. For the last 20 years he's been a board director of contract cleaning organisations.

Enhance Office Cleaning is a new business he set up in 2010 and it has allowed him to focus from the beginning on the issues which he feels are really important. One of which is ensuring that cleaners are respected for the important job they perform and rewarded fairly by receiving at least a Living Wage.

## Chris Cracknell

Chief Executive OCS Group Ltd



Chris Cracknell - Chief Executive joined OCS Group in 1977 and after holding posts in the UK and overseas was appointed to the Group Board in 1985. OCS Group Ltd, a facilities services company Founded in 1900, operates across five continents, managing over 90,000 staff. Sales exceeded £827m in the year to March 2013 – around a quarter of which came from operations in Asia Pacific. OCS Group ranked 71 in the Sunday Times Top Track 100 in June 2014.

Chris is involved in various external positions such as a Director of the Institute of Family Businesses Research Foundation and a Governor of Eastbourne College. Until recently Chris was Director and Treasurer of the World Federation of Building Service Contractors and also held the position of Chair of Asset Skills, the sector skills council in the UK for facilities management, housing, property, planning, cleaning and parking markets.

Chris has established and supported a wide range of sustainable community initiatives including the OCS Young Sports Person Awards in the UK and the PCS Foundation in Thailand, which provides education and scholarships to communities and staff.

It is his considerable experience, combined with a passion for the perennial development of innovative service solutions that positions Chris as an industry thought leader. These attributes have led him to be invited to speak at numerous events, including the London Business School Master Class on 'Global Business Leaders', a Climate Change Summit in Amsterdam, the 2014 New York World Federation of Building Service Contractors, the 2014 World FM Congress in Dubai and BSCAI Congresses.

## Caroline Reilly

Programme Manager (Service Providers and Support)  
Living Wage Foundation



Caroline is a Programme Manager for the Living Wage Foundation who have awarded over 1000 accredited employers with the Living Wage Trademark. Those that hold the trademark are legally committed to paying the Living Wage to all people that work on their premises.

Caroline has developed and manages the Foundation's Recognition award for Service Providers, enabling employers that provide staff to others raise a Living Wage solution in addition to their usual costing. She represents the Foundation on the Equality and Human Rights Commission Taskforce group which looks at employment practices in the Cleaning Sector.

Caroline is an English graduate from the University of Liverpool and has had roles within Project Management, HR and Communications for PwC, Deloitte, London 2012 and the Red Cross.



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