THE VOICE

British Cleaning Council
The Voice of the Cleaning Industry

A Newsletter from the British Cleaning Council (BCC)

Autumn 2014

BCC CHAIRMAN THANKS DELEGATES AND SPONSORS AFTER A HUGELY SUCCESSFUL CONFERENCE

Cleaning industry professionals from across the UK gathered at Dexter House in London on November 6th for the BCC's 5th annual conference.

Ruby McGregor-Smith

The one day event was sold out well in advance and delegates were treated to a superb array of keynote speeches written around the theme of the day 'changing perceptions'.

The first speaker on stage was Stephen Kerr from headline sponsor Kimberly-Clark Professional, who spoke about the importance of creating exceptional workplaces.

Christopher Nicholas from digital tech firm Sumwot Social spoke next, sharing tips on how to run a successful social media campaign for business.

One of the most thought-provoking deliveries of the day came from the morning's next speaker, CEO of Mitie, Ruby McGregor-Smith. Ruby spoke passionately about embracing new innovations, like social media and promoting diversity. Warming to the theme of the day she said perceptions of outsourcing haven't always been positive, citing the Olympics and electronic tagging as examples. But added that perceptions can change when a company can prove it can innovate, provide quality services and offer opportunities for employees to succeed in their careers regardless of background or gender.

Continued overleaf...

KEYNOTE **HIGHLIGHTS**

CONTINUED FROM FRONT PAGE...

Chairman Doug Cooke with Caroline Reilly

The day took a slightly different turn next, with a speech and video from Marc Crank, CEO of the London Centre for Children with Cerebral Palsy - this year's conference charity. Delegates were visibly moved with the courage and fortitude of the children in the video and the BCC is very proud to donate £10 from each ticket sale to the charity this year.

Up next was Ken Hanslip from one of this year's sponsors NSL Validation Solutions, he reminded everyone of the huge potential fines for companies that fail to complete the correct paperwork when employing migrant labour.

The final presentation of the morning came from Tony Anderson, who was formerly marketing guru for maverick airline boss Stelios Haji-Ioannou. Tony shared a number of amusing anecdotes from the early days of EasyJet, and revealed some of the marketing master strokes that helped the airline get off the ground.

Lunch was served in Dexter House's impressive restaurant which enjoys marvellous views of the Tower of London, a popular attraction at the time due to the impressive poppy installation.

After lunch conference witnessed one of the key moments of the day, when BCC Chairman Doug Cooke was able to announce to delegates that the BCC was joining the Living Wage Foundation, signing the licence on stage with Living Wage programme manager Caroline Reilly present.

Peter Spalton, body language expert, was next on stage with a hugely entertaining workshop on making first impressions count. Delegates were invited to role play a networking event and Peter offered tips as to the correct techniques for making that all important first meeting count.

Peter Spalton

Paul Lewis

"This year's conference exceeded every target set – from attendee numbers to quality of speakers..."

Sandy Aird

Alice Teague, Head of Policy at the Equality and Human Rights Commission, then gave a presentation on 'The Invisible Workforce', the title of their recent report into the sector.

Sponsor Paul Lewis, Managing Director at Reintec, a real conference favourite, gave an entertaining and detailed presentation about changing perceptions in the 'hire in cleaning' sector.

The final speaker of the afternoon was Sandy Aird, Managing Director for Enhance Cleaning, who explained why he thinks it's important to pay the Living Wage. His presentation focused on the last four years of his company paying Living Wage.

His research found that staff turnover was reduced, his staff's general attitude to the company had improved greatly, and more loyalty was shown to clients. He admitted that there were increased costs, but said the reputational benefits to his business far outweighed the downsides.

After Sandy's passionate defence of the Living Wage, conference moved on to the last event of the day, the popular Q&A discussion, which this year included; BCC Chairman Doug Cooke, Alice Teague from EHRC, Chris Cracknell, Chief Executive of OCS Group, Stephen Kerr from Kimberly-Clark Professional and Caroline Reilly from the Living Wage Foundation.

The voice of Strictly Come Dancing and the National Lottery, Alan Dedicoat, was a superb MC for the day and it was his dulcet tones that brought the day's proceedings to an end.

This year's conference exceeded every target set – from attendee numbers to quality of speakers and sponsor and exhibitor numbers, and the BCC would like to extend a huge thanks to all delegates and sponsors, with a special thanks to our conference partners Suzanne Howe Communications.

The 5th Annual

CHANGING P

6th Novem

BCC Conference

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LIVING WAGE AND CONFERENCE TOP OF AGENDA AT BCC COUNCIL MEETING IN MIDLANDS

The offices of Environmental Excellence in the West Midlands was the venue for the BCC Council meeting in October.

Council members were able to discuss the recent EHRC report for the first time, and all agreed that BCC members and their clients adhere to the very highest standards, but nevertheless, the Council agreed to join the EHRC taskforce.

With The Cleaning Show now very much on the horizon the Council heard that pre-registration ticket sales were the highest they've ever been at this stage before a show, and that extra floor space was being opened up at the Excel to cope with demand from sponsors.

The day finished with a superb lunch courtesy of Delia Cannings and her team, and the Council would like to thank everyone at the West Midlands training centre for hosting the meeting.

RED CARPET ROLLED OUT AT BICSc HOLLYWOOD THEMED AWARDS DINNER

The BICSc Annual Awards took place on the 18th of September 2014 at the Forest of Arden Hotel & Country Club, Birmingham, and this year saw a Hollywood themed event to recognise and reward those that have excelled in maintaining high standards via training and assessment across the industry.

On arrival guests were greeted by Hollywood themed walk about characters including an elegant Marilyn Monroe character handing refreshments to guests from her white feathery table dress.

The Annual Awards Ceremony followed shortly afterwards with inspired speeches from CEO of BICSc Stan Atkins and the Chairman of the Institute Bill McMillan. One of the key messages was furthering the dignity of the cleaning operative. 'A cleaner is something that you clean a table with, the person participating in the act of cleaning, is known as a cleaning operative.' Stan Atkins later stated that 'Anybody can clean, but only people that have been trained correctly have the ability to clean properly'. **www.bics.org.uk**

THE BUILDING FUTURES GROUP BECOMES LIVING WAGE EMPLOYER

The Building Futures Group has become an accredited Living Wage Employer. The new UK Living Wage rate was raised to £7.85 per hour last month, and in the ten years the campaign has been running it has lifted over 45,000 people out of poverty.

Sarah Bentley, Chief Executive said: "We are very pleased to have been accredited as a living wage employer. "This is an important initiative and The Building Futures Group is committed to supporting its employees and the activity of the Living Wage Foundation.

WAMITAB SECURES FUNDING FROM SKILLS AGENCY

Getting government funding for any project these days isn't easy, but Wamitab has pulled it off, with the announcement that it's been awarded funds from the Skills Funding Agency (SFA)

The extra resources will help those already working or preparing to work in the cleaning industry in England, and Wamitab CEO Chris James is delighted they've secured extra funding in austere times, and says he hopes more people will now be able to get the skills they need.

He said: "We urge you to make use of the funding for this suite of cleaning qualifications as it has been hard won, and we are keen to see that the industry gets the maximum benefit from its availability."

www.wamitab.org.uk

KEEP BRITAIN TIDY ANNOUNCE DIAMOND JUBILEE AWARDS

Keep Britain Tidy is celebrating its 60th birthday and to mark the milestone the charity has announced it is to offer a number of Jubilee awards.

The Keep Britain Tidy Diamond Jubilee Awards will celebrate the breadth, diversity and scale of the charity's work, and also the partnerships and the people the charity is involved with. The award winners will be announced at a high-profile awards ceremony in Liverpool on Thursday 12 February 2015.

www.keepbritaintidy.org

Do you have any news or events you would like to share? Then we would love to hear from you. To submit your article or details of your event email The Voice at: press@britishcleaningcouncil.org

CHSA SAY ACCREDITATION SCHEMES REPRESENT THE ONLY PROTECTION IN THE FACE OF CUTS TO TRADING STANDARDS

According to a report published by the Trading Standards Institute, trading standards budgets in England and Wales are being slashed by an average of 40%. With the scandal of horsemeat in the food chain still at the forefront of people's minds and the need to protect consumers from potentially dangerous counterfeit goods, trading standards is unlikely to be tackling the cheats in the cleaning and hygiene industry. Buyers of soft tissue and plastic refuse sacks need to turn to the CHSA Manufacturing Standards Accreditation Schemes to be certain they get what they pay for.

"There is a belief that trading standards is active in policing rogue traders, but with the scale of the budget cuts, now more than ever this is not the case," explained Stephen Harrison, Chair of the CHSA. "Our Accreditation Schemes are now the only guarantee available to buyers of soft tissue products and plastic refuse sacks. Buying fully audited accredited product from CHSA members means they can be certain they are getting what they pay for, away from home paper products that match the stated dimensions and plastic refuse sacks that are fit for purpose."

www.chsa.co.uk

CIWM AND ESA ANNOUNCE CLOSER PARTNERSHIP AND A NEW 'VOICE' FOR THE WASTE AND RESOURCE MANAGEMENT INDUSTRY

The Chartered Institution of Wastes Management (CIWM) and the Environmental Services Association (ESA) have announced a raft of initiatives that will see the two organisations working more closely in partnership. Alongside moves to align and strengthen the policy and technical activities of the two bodies, the headline message is the creation of a powerful new 'voice' for the waste and resource management industry.

David Beadle, CIWM's immediate Past President who has been heavily involved in drawing up the agreement, outlined how the closer partnership will work."We have agreed that our respective technical groups will work together so we can create a greater 'gene pool' of ideas and evidence… Drawing on this more robust body of evidence, we want and need to show that we have a strong industry opinion and voice."

www.ciwm.co.uk

LIST OF BCC MEMBERS

ASSOCIATION OF BUILDING CLEANING DSPS
www.abcdsp.org.uk

ASSOCIATION OF HEALTHCARE CLEANING PROFESSIONALS
www.abcdsp.org.uk

BRITISH ASSOCIATION FOR CHEMICAL SPECIALITIES
www.bacsnet.org

BRITISH ASSOCIATION FOR CLEANING IN HIGHER EDUCATION (BACHE)
www.bache.org.uk

BRITISH INSTITUTE OF CLEANING SCIENCE
www.bics.org.uk

BRITISH TOILET ASSOCIATION
www.britloos.co.uk

THE BUILDING FUTURES GROUP
www.thebuildingfuturesgroup.com

CHARTERED INSTITUTE OF ENVIRONMENTAL HEALTH
www.cieh.org

CHARTERED INSTITUTION OF WASTES MANAGEMENT
www.ciwm.co.uk

CLEANING & HYGIENE SUPPLIERS' ASSOCIATION
www.chsa.co.uk

FEDERATION OF WINDOW CLEANERS
www.f-w-c.co.uk

INDUSTRIAL CLEANING MACHINE MANUFACTURERS` ASSOCIATION
www.icmma.org.uk

KEEP BRITAIN TIDY
www.keepbritaintidy.org

KEEP WALES TIDY
www.keepwalestidy.org

NATIONAL CARPET CLEANERS ASSOCIATION
www.ncca.co.uk

THE NATIONAL ASSOCIATION OF WHEELED BIN WASHERS
www.nawbw.co.uk

THE UK CLEANING PRODUCTS INDUSTRY ASSOCIATION
www.ukcpi.org

UK HOUSEKEEPERS ASSOCIATION
www.ukha.co.uk

WAMITAB
www.wamitab.org.uk

WORSHIPFUL COMPANY OF ENVIRONMENTAL CLEANERS
www.wc-ec.com

SELDEN RESEARCH: THE RIGHT FORMULA FOR SUCCESS

Famed for its natural spring water and Georgian architecture, the picturesque village of Buxton in the Peak District seems as far removed from commerce and industry as it's possible to get. But nestled in the dales is one of the cleaning industry's most innovative and successful companies.

Selden Research Ltd is a family run firm that has been developing and manufacturing chemical cleaning products for both the professional and retail industries for over forty years. It produces over 55 million litres of cleaning and hygiene chemicals each year for use by industrial and commercial cleaning companies, and employs 145 people at its Derbyshire plant.

Sales Director Mark Woodhead is proud of his company's success, but also of its ethos and values. In addition to a strong commitment to sustainability, and environmental protection, Mark says treating each client as an individual, whatever their sector, is vital to everything they do.

Selden is the UK's leading independent producer of professional cleaning and hygiene chemicals, and Mark is confident that further sustained growth is well within their grasp. He says innovation comes as standard at Selden and is glad they continued with their program of R&D during the recent recession when others where cutting back. Mark says; "In this market if you're standing still you are actually falling behind, so we kept our research going and it's starting to pay dividends."

One of those dividends came in 2012 when Selden purchased a lifetime licence to manufacture and sell products under the Jeyes Professional Brand. All Jeyes Professional branded products are now manufactured at the plant in Buxton.

Mark is a member of the CHSA, and is also a former Chairman of the BCC and still attends every meeting, taking a very proactive part in Council decisions. He says it's a very exciting time for the industry, with the London Cleaning Show on the horizon, but it's not without its challenges.

The changes in EU regulations concerning the importing and use of chemicals is still giving the industry cause for concern. REACH (Registration, Evaluation and Authorisation of Chemicals) aims to improve the safety and environmental impact of chemicals through the identification of their intrinsic properties. It came into force in 2007, but Mark says many people in the industry still haven't got a clear idea of how to deal with these new complex changes.

But he says the team at Selden have spent a great deal of time trying to work through this, and will publish some ideas in the New Year.

It's very evident in every aspect of its business that Selden likes to incorporate the very latest ideas and technology wherever it can. The computer controlled warehouse system, new state-of-the-art labelling machine, the research laboratory, and solar panels on the roof which power the production line are proof of this. And with owner-directors at the helm, guiding the firm in the right direction, Selden's success story looks set to continue well into the future.

www.selden.co.uk

THE CLEANING SHOW 2015: EXCITEMENT BUILDING AHEAD OF LONDON SHOW

With just 3 months to go until the Cleaning Show opens its doors, the organiser has revealed that virtually all stand space has been reserved, with new companies signing up and existing exhibitors extending their space allocation. But if you haven't already confirmed your space, don't panic – additional space is currently being negotiated to ensure all exhibitors can be accommodated at the event.

The Cleaning Show takes place from 10-12 March 2015 at London's ExCel Exhibition Centre. The event is organised by BCCE Ltd, a company jointly owned by the British Cleaning Council and Quartz Business Media. The event's Platinum Sponsor is Mitie.

"We're delighted that sales activity continues to increase, as the message about our plans for the Cleaning Show continues to spread," said Steve Diprose, VP at Quartz Business Media. "Our plans for the move to London are bearing fruit, and this is creating a lot of interest amongst exhibitors and visitors alike."

If you wish to share a place on the BCC's stand at the Cleaning Show you can find details on the website where you can also view The Cleaning Show video, produced by the BCC:

www.britishcleaningcouncil.org/the-cleaning-show.

THE CLEANING SHOW 2015
10 -12 MARCH 2015 • EXCEL • LONDON

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