

A.P.S.E Seminar - Chester

29th January 2014

DOUG COOKE

Chairman BCC

Chief Executive



UNDERCOVER BOSS HYBRID CLEANING AND CURRENT MARKET



A few things about me

42 Years Industry Experience

Ops Manager to Ops Director

1989 formed Principle Cleaning

1500 employees, £21 million

Chairman of the BCC

Director at CSSA

Personal

Magistrate

Ex rugby player & ref

Skiing

Travel



apse

I windsurf too...



“UNDERCOVER BOSS”

BOSS



“UNDERCOVER BOSS” CLEANER



NIGHT CLEANING

TRAVEL – 19:30 – 20:30 underground

MEDIA CO' - 4000 staff, nine floors, open plan, cellular offices/meeting rooms

ARRIVED – 21:00 no induction – David from Sweden

TEAM WORK – 'flow cleaning' by floor, toilets & entrances separately

CLEANED – 500-600 desks in small team

SUPERVISION – 'fingermarks' rapido, little English, Solicitor? Policeman?

EVENING MEAL - poor facilities

EVERYTHING CLEANED – executive floor last

TOUGH HARD WORK – sore fingers!

TIRED STAFF – minimum rate of pay

LITTLE REWARD – motivation, job satisfaction – HIGH TURNOVER

FINISHED AT 6:00am – bed at 9.00am

CANCER?

THE HIDDEN WORKFORCE



DAYTIME CLEANING

NO NEED to clean everything every day

DESKS EMPTY – 25 – 30%, meetings, holiday

TRIALLED HALF FLOOR

OPERATION – 06:00, executive areas/toilets

FULL TIME CLEANERS – per floor

BATTERY – vacuums

FLEXIBLE STAFF

BENEFITS

ENERGY – energy saving, savings on security

SAVINGS – less done

PR & staff see cleaners

TEAM WORK – satisfied, motivated cleaners

HIGHER WAGES – London Living Wage

An ETHICAL more sustainable workforce

Better respect for facilities 3 years in operation



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HYBRID CLEANING

The Apse logo consists of a purple oval shape with the word "apse" written inside in a white, lowercase, sans-serif font. A thin, light green wavy line runs horizontally across the bottom of the slide, passing behind the Apse logo.

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HYBRID CLEANING

BEFORE (Sometimes still the case)

P/T Cleaning out of hours

F/T cleaning nights – large buildings

Minimum wage

Hidden workforce / High T/O

Low esteem / Poor image

Immigration?

NOW & FUTURE

Fewer P/T

F/T cleaning: 6:00-22:00 –7/8 hour shifts, LLW

Flexibility/multi tasking

Better relationships / Career Opportunities

Respect for premises

Registered trademark – Hybrid Cleaning

Currently in 13 large contracts



We don't want this...



SUPPORT SERVICES

Porterage

Post room

Reception

Telephonist

Hostess Service

Grounds maintenance



CURRENT MARKET



Last 20 years, 2 major recessions

Margins – GP : 27-32% reducing to 20-25%

After 2008 – GP 17.5% - 20%

Productivity up 2500 sq ft / hr – 5/6000 sq ft / hr

Competition from major companies and FM Companies

BUT

Room for quality, cost effective cleaning companies



THANK YOU!

Q & A

