



APSE Presentation

March 28th 2019

Kate Sumner – Cleaning, Site Support & Help at Hand Manager
Telford & Wrekin Council

Part of Telford and Wrekin Council
Commercial Services



Welcome Introduction



- Telford & Wrekin - Famous Ironbridge
- Designated New Town 1963
- Unitary Authority since 1998 – was part of Shropshire County Council
- Covers 112 square miles
- Continued Expansion Commercial / residential growth

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Presentation



- Our Journey, Challenges, future goals
- Service back ground
- Service information
- Brand
- Marketing
- Savings
- Added value / USPs

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Cleaning Service - background



- Has operated in different ways
- Stand alone
- Catering & Cleaning
- Facilities Management
- Restructured 2016
- Commercial Services – Leisure, Catering, Arthog, Transport, Cleaning, Property, ICT – income generation

Service Information



- Operates as Stand alone service with in Commercial services
- Annual turn over 2.6 million
- Deliver cleaning
- Help at Hand – Service for elderly, assisting independent living
- Employee over 390 staff
- Manage / deliver cleaning to 140 sites, schools, Council & Commercial buildings
- School caretaking

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What we deliver

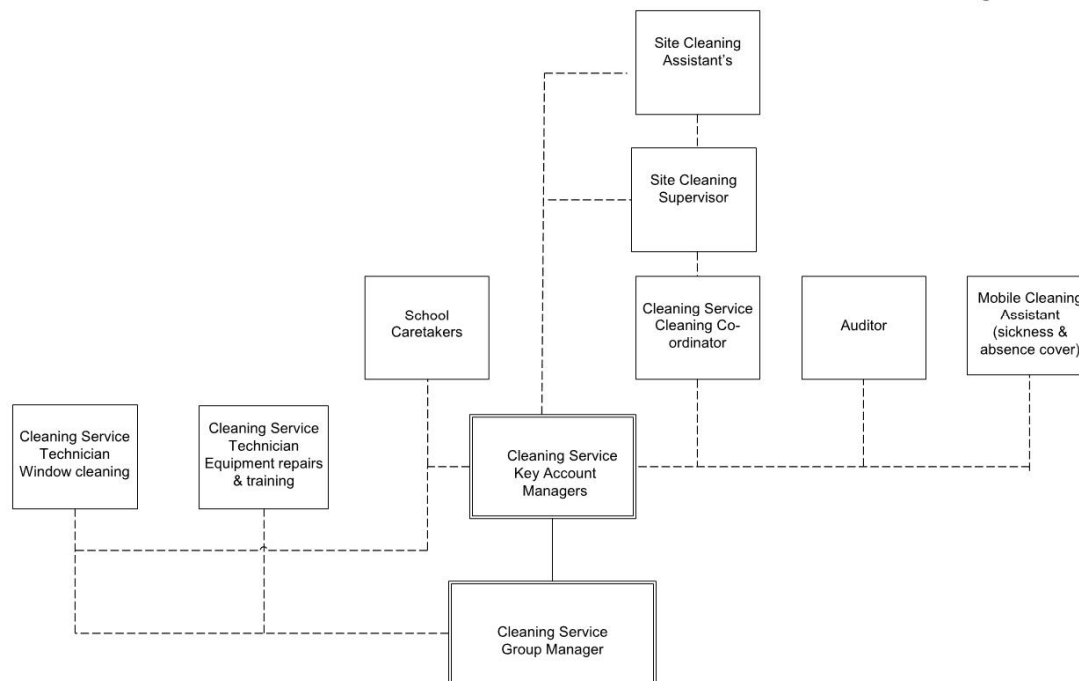


- Daily cleaning service – schools, Leisure sites, Civic Offices, Libraries, Nurseries, Office accommodation, Football Pavilions
- Site Support (Caretaking) from 2018 – 30 school sites
- Infection control cleaning
- Training / Floor care and advice
- Window cleaning
- Help at Hand – 250 elderly customers (domestic support, food shopping, washing, ironing, changing beds, visiting)

Cleaning Structure from 2016



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Help at Hand

- Started 15 years ago
- Service elderly community / independent living
- Household tasks
- Bed making / changing
- Washing / ironing
- Basic Food preparation
- Prescription collection
- Shopping / accompanied shopping



Help at Hand



- Customers
- Delivering average 280 hours per week
- 40 employees – various hours
- Cost £13.90 ph.
- Low operational cost / no materials / equipment
- Locate in areas / route plan



How it works

- General enquiry – public / social worker / family
- Assessment / customer requirements
- Risk assessment of home / chemicals
- Emergency contact
- Allocate worker
- Review – annually
- DBS checks / safe guarding

Help at Hand- Promotion



- Updated marketing material
- Advertising
- Networking
- Road shows / social media
- Employee more flexible contracts

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Promoting Service



- Aim to deliver 450 hours
- Working adult services
- Trust in Council brand
- Aging population
- Assist savings other council budgets

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Cleaning

- Manage cleaning for Internal Property
- Educational Sites
- Reviewed operational property
- Reduced cleaning specification





Savings

- Reduced cleaning specification for Civic Buildings
- Supported review reducing number operational property
- Open Plan offices
- Hot desking / mobile working
- Cleaning reduced by 63.50 hours per week 228.50 to 165 – main building (saved £34,310)
- Employees responsible for kitchen, desk space, central bins
- Delivered £120k savings last financial year

Savings



- Transfer buildings Parish / town councils
- Produced internal savings
- Allowed Cleaning to also secure cleaning contracts
- Discount to Parish / town councils buying into 3 Council services (discount funded centrally)

Brand



- Why we wanted a brand
- SWAT analyses – reviewed service
- Felt we needed identity
- Professional Image
- Design brief
- Lets Clean – launched

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Marketing

- Launched new brand to employees
- Value of cleaning employees
- Marketing material / professional information
- Web site
- Improved communication – news letters
- New services
- Schools – directory services



Introduce Mobile Post



- Repairs in house
- Loan specialist equipment
- Income generation post / set target
- Commercial carpet cleaning
- Commercial steam cleaning – school toilets



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Service Growth

- Introduction – Lets Clean
- Professional material
- Secured new contracts
- 3 Academy Schools
- 2 schools outside the Authority
- 1 Private Nursery
- 1 Community Centre
- 1 Church

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Site Support (caretaking)

- Transferred to us April 2018
- Evaluation service
- Re branded – Site Support , PPE
- 3 mobile Site support
- Training, Site H&S, playground inspection, Ladder training, legionella, asbestos
- Meet each half term net work / support
- Growth area



Added Value / USPs



- Schools -promoting hand washing / Glow boxes / teaching material
- Infection control
- Tidy classroom / toilet certificates



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Green Achiever



- Awarded for supporting environment / using environmentally friendly cleaning material
- Environmental Policy
- Recycling
- Energy efficient cleaning equipment
- Supporting ECO schools



Employee Training / Development



- New Training / induction process – schools includes safe guarding / prevent training
- Employees access on line learning
- Cleaning Caretaking workshops / raise profile / value
- Partnership working local cleaning specialist provider
- Member BICs



Current position

- Out turned – surplus position
- Maintained school business
- Schools who experienced private sector returning
- Proactive Relationship schools / Head Teachers / Business Managers
- Planning future / Site Support relief caretakers / accredited training
- Site Auditing
- Promoting marketing services / tendering new business /



THANK YOU

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