

Newsletter

Company News

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Did you know we are now an Employee Ownership Trust?



years of invaluable experience with us. It also motivates everyone to go above and beyond in the services we provide for our customers.

This transition to an EOT was only made possible by our Chairman and Founder, Nick Dee Shapland. He founded the company over 30 years ago and has transformed it from one man and a van driving around Newbury, into a multi million pound business employing over 400 people. Nick stated: "When I started as a man in a van if you asked me if I would end up having an HR department I would have laughed at you. It has been quite a journey." We believe both our

customers and our people will benefit from the continuity that the EOT brings to our working relationships.

We have won many awards over the years and were delighted to add another two to our collection recently at the ServiceMaster Clean Contract Services Summer Summit 2023. An interesting day of talks was followed by an awards dinner in the evening where we won North Star Growth awards – one for more than £500k of growth per annum and one for more than £1m growth in 5 years. Well done to everyone in the team that has helped to make this possible!

Expansion of our Area to Bristol, Bath & Avon

We are pleased to announce the acquisition of the ServiceMaster Clean franchise area for Avon & Bath. This will help to accelerate our growth plans and significantly broaden our market opportunities. To this end we have obtained a new satellite office in Bristol which we moved into on the 1st February 2023. Currently we are recruiting for a New Business & Account

Manager and we have just appointed a new Field Manager – both of whom will be based at this office. The new Bristol satellite office provides on the doorstep service for our existing customers as well as new ones. We have taken on several sites via the acquisition in Bath and Bristol. We see fantastic opportunities for us across this area, so watch this space!



Recent New Business Wins

We are delighted to have won several new contracts recently, and some of them have been in business sectors that are new to us. We are now working with a couple of training centres. One of them has been providing high quality apprenticeships and training to organisations and young people across West Berkshire and beyond since 1983. They have trained over 15,000 apprentices in a range of occupations from accounting to warehousing. We have also started working with a specialist forklift truck training centre. They have a 15,000 sq ft centre containing four state of the art air-conditioned training rooms and three large fully equipped diagnostic workshops, plus an outdoor demonstration area. This allows them to deliver fully integrated training to the Lift Truck and Powered Access engineering



industry. For both companies we will be cleaning their specialist training rooms in addition to their regular office spaces.

We are also happy to have new contracts cleaning for two transport businesses. The first operates a modern fleet of coaches on day excursions, contracts and private hires. As part of our agreement with them we will be cleaning

all of their coach fleet – including the use of special back-pack battery operated vacuums to allow full mobile cleaning within each vehicle. A local dial a ride bus service for people with restricted mobility in Berkshire have also recently appointed us to clean their offices. We very much look forward to working with both companies.

Shifting Attitudes Since Covid

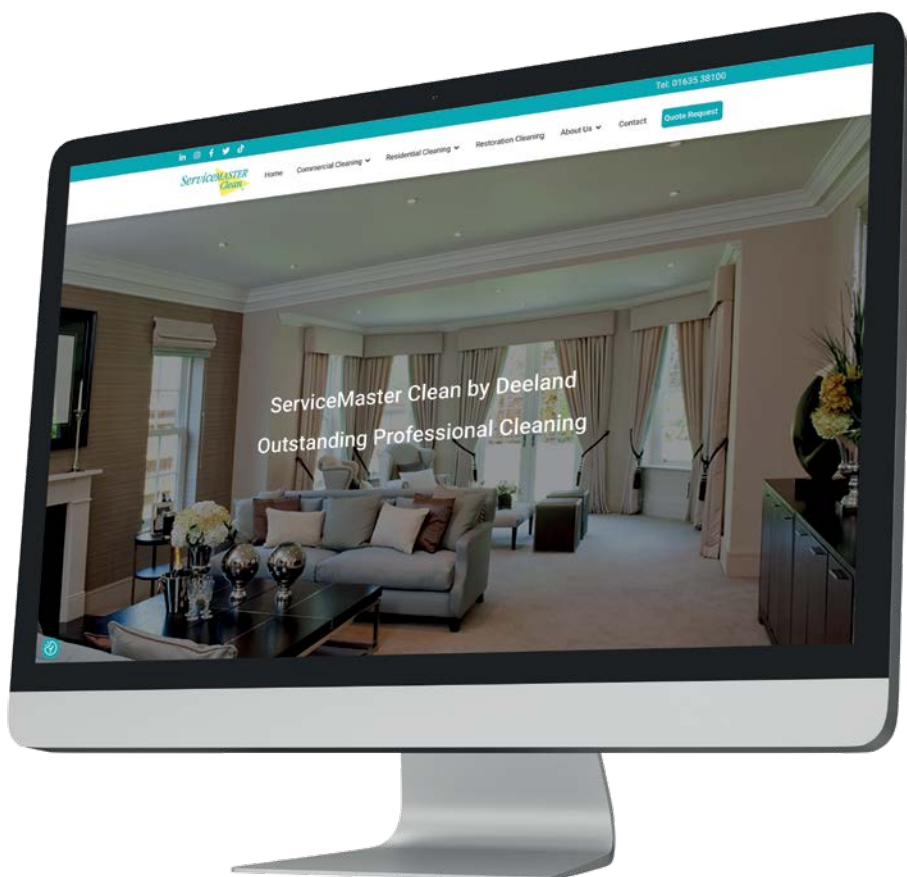
Since the pandemic it is fair to say that the general public are far more alert to cleanliness than they've ever been. This is backed up by an independent survey of 359 UK respondents on changing attitudes to cleaning, which revealed that 82% of respondents are more aware of how they clean since the pandemic

began. Correspondingly, we have seen an emergent trend whereby people can see the real value in professional cleaning as a service. There has been a shift away from institutions being happy to use an in-house individual towards contract cleaning with a company like ServiceMaster Clean by Deeland.

Since the pandemic professional cleaning businesses have highlighted to customers the daily service provided in cleaning, sanitising and, importantly, infection control measures. This reassures our customers that, should another pandemic occur, ServiceMaster by Deeland has the sanitisation methods to take care of their needs. During Covid we worked with every one of our customers to deliver daily sanitising and infection control measures. Certain business sectors such as medical centres and schools also asked us for more frequent services like lunchtime cleans. The true value of audited, monitored and professional cleaning is now much more fully appreciated. More people (and, by extension, businesses and organisations) than ever are thinking about why cleaning is important to them – not just as a hygiene habit, but as a proactive measure against risk.



New Website Launch & Social Media



We are pleased to announce the relaunch of our website, not only making it look much more up to date but also making it much easier to navigate direct to the services that you require, whether that is more information on our commercial or residential cleaning services or specific cleaning types, for example carpet or upholstery cleaning. Additionally, we now have a 'Get A Quote' button, so you can quickly and easily get a quote for your cleaning needs straight from the website.

Our new 'Latest News' section will be regularly updated with articles such as insider 'top tips' from our professional cleaning experts, plus lots of 'before' and 'after' shots so you can see the dramatic difference that ServiceMaster

Clean by Deeland has made on its most recent cleaning jobs. We will also be starting a series of 'Meet The Team' interviews with our staff, many of whom have been with us for many years. It's always fascinating to hear the stories of people who work with us, and what has led to them becoming a part of the ServiceMaster Clean by Deeland team.

We are now also on Facebook, Instagram, Twitter, Linked In, YouTube and TikTok. We will be sharing technical cleaning tips, 'before and after' transformations and time lapsed 'satisfying cleaning' videos to name but a few. Please do follow us to see what we've been up to and witness the sparkling cleanliness we leave in our wake!

 www.linkedin.com/company/1250694

 www.instagram.com/servicemastercleanbydeeland

 www.facebook.com/ServicemasterThamesValley

 www.twitter.com/SM_Newbury

Business Culture

Annual Conference & Award



In March 2023 we held our company Annual Conference. It is always fantastic to get the whole ServiceMaster Clean by Deeland team together in one place and this event was no exception. Topics covered included updates from each of our Communal, Commercial and Residential managers on developments in our various business areas, and plans for growth in the coming year including the expansion of our franchise area into Bristol, Bath and Avon.

The Annual meeting also holds the Avril Bannister Employee of the year award. Every month we have a staff 'Oscar' where one team member is singled out for particular praise and for going above and beyond, and then at the end of the year all twelve 'Oscar' winners are entered for the Avril Bannister Award. We are delighted to announce Helen Chenery as the winner for 2022. She has worked as Payroll Administrator since August 2021. During that time she has taken on this role with ease, learning our many systems and processes and always ensuring she has the right information as legislation changes. In addition to payroll, her role has expanded to include sending out monthly newsletters, updates and bulletins, all of which she has taken on efficiently and with good grace. Her colleagues find her approachable and helpful, where nothing is too much trouble. Huge congratulations to Helen, who is a very valuable member of the accounts team. She wins a glass trophy and a bonus in her pay packet by way of a thank you for all her hard work.

Quality Assurance

Continuing Investment in Fleet & Equipment

Our commitment to high quality service provision is demonstrated by our continual investment both in our fleet and in specialist cleaning equipment. We have spent over £200k in the last year alone on 6 new vans,



fully fitted out with our own water tanks to enable us to guarantee our 'gold standard' cleaning no matter the location. Looking to the future we are planning to purchase several new vehicles over the next few years and we are also looking at electric and hybrid options.

We also continue to invest in specialist cleaning equipment to ensure that the cleaning services we provide are of the highest quality. We have purchased several new pieces of machinery in the last year including three new condensing dehumidifiers, scrubber dryers, portable carpet cleaners and Rota machines. This



photo is a great example of just one of our specialist pieces of kit, and there is a clue to its purpose in the background of the photo. It may look like a rocket launcher, but in fact it is a specialist rug spin dryer. It is used by our rug cleaning teams to dry rugs after cleaning at one of our sites in Berkshire. Continuing investment is key to ensure the maintenance of an outstanding quality of service.

Feedback

What Do Our Customers Say About Us?

"ServiceMaster have been serving us for many, many years now and we are thoroughly happy with the service that they continue to provide. Most importantly, the cleaning is to a very high standard and any extra requests are always accommodated. They are reliable and professional, but also friendly. I would thoroughly recommend using them." **Facilities Manager, Architecture Firm**

"We have been working with Service Master for nearly 20 years across multiple sites. The quality of cleaning provided has always been to a high standard and the management of the staff, supplies, quality control and relationship with us has been proactive, professional and responsive throughout all those years." **Office Manager, Print Specialists**

"We use the services of ServiceMaster across all of our buildings, and have developed an excellent working relationship during our tenure. The standards they set continue to exceed our expectations, and when additional requests are made, they react quickly and positively to these. The on-site teams are reliable, helpful and always go the extra mile to ensure all parts of our business are maintained and cleaned to the highest standard." **Premises & Facilities Manager, Building Society**

"Our preschool building is always clean and tidy and ready for the children to come in and explore thanks to Ania our cleaner from ServiceMaster." **School Business Manager, Local Pre-School**

"The support from ServiceMaster at the practice has been great. We have been with this company for over three years and the service provided is fantastic." **Practice Manager, Local Doctors' Surgery**

Our People

It's Our People That Make The Difference



Andre Gottemaker
Managing Director



Jane Paisley
Business Services
Director



Abbigale May
New Business &
Development Director



Tania Gostling
Communal Services
Manager



Inga Parnell
Commercial Services
Manager



Juanita Holloway
Head of HR Operations



For further information on any of our the services provided by ServiceMaster Clean by Deeland please visit our new website www.servicemasternewbury.co.uk

Tel: 01635 38100 Email: enquiries@servicemasternewbury.co.uk