

## Newsletter

Company News

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### We Are Award Winners!



It's been quite a remarkable few months for us in the business. In June we were delighted to find out that we had been shortlisted for the British Institute of Cleaning Science (BICSc) Award for Environmental and Social Governance. BICSc had a 50% higher turnout for applications than last year, and we were up against thousands of cleaning companies from around the world, so being in the top three is a huge achievement for us. We attended a very smart awards dinner at The Belfry in September. Unfortunately we didn't return home with a trophy, but we did have a fantastic evening. Huge congratulations to all the other finalists and all the winners.

In July we heard that we had been shortlisted for the British Franchise Association's HSBC Best In Class Multi Unit Multi Brand Award. This recognises excellence in multi-unit franchising and

looks at growth strategies, company cultures and franchisor relationships that have helped to build successful businesses. A formal presentation to the judges was followed by a day filming interviews, which actually proved to be quite nerve-racking in front of all the cameras. Although we did not win we are still honoured to be named as finalists and are in very good company, listed alongside other large blue chip franchise brands.

Finally, in September, we were thrilled to find out that we have won the WhichFranchise award for Great British Franchisee 2024! This award recognises outstanding franchisees who have demonstrated the ability to perform exceptionally well in all areas of their business. We were surprised by our Great British Franchisee Award as our franchisor popped up in the office to present us with the framed certificate

and filmed it for use on social media. Feedback from the judges included the following "Highly dedicated to supporting staff and clients. Effective use of technology to drive the business forward. Standards are very important to them and they have implemented many formal processes to ensure they are maintained." The short video of this moment is available to watch on our social media channels if you would like to watch what happened!

This has been a fantastic set of achievements for us, and none of it would have been possible without the hard work of our amazing team. We hope you join us in celebrating these accolades. Our aim is always to provide outstanding professional cleaning services to you, and we want to thank you all for your continued support.

## Robotic Cleaning – The Future?

Within facilities management and commercial cleaning we are witnessing the continued growth of automation and robotics, particularly in automating mundane and repetitive tasks.

Data Bridge Market Research forecasts that the autonomous robot market will grow at an annual rate of about 19.7% from 2024 to 2030, reaching \$11.6bn by 2030. Within this, cleaning robots are one of the fastest-growing segments in robotics.

Cleaning robots are like dependable, consistent employees working in the background. They free up time for employees and boost the productivity of cleaning crews, making operations quicker and more effective, which benefits the company's bottom line.

Cleaning robots also enhance workplace safety by minimising human error. This is especially important for overnight cleaning shifts, where fatigue can lead to mistakes and accidents. Moreover, cleaning robots can mitigate water and chemical usage, thereby promoting sustainability. For example, Tennant AMR machines reduce environmental impact

in seven key areas, including energy use, CO2 emissions and air quality.

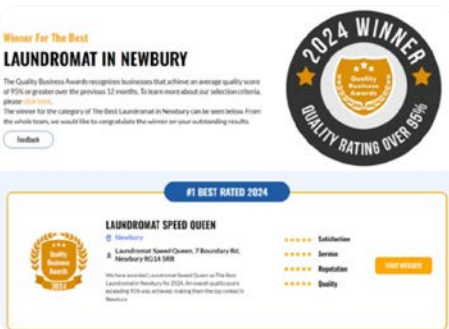
Contrary to common misconceptions, the rise of robotics doesn't mean job displacement. Robots are designed to handle routine, rule-based tasks, complementing rather than replacing human capabilities. Pairing humans with robots establishes a symbiotic relationship, leveraging technical tasks suitable for machines while allowing humans to focus on more complex endeavours requiring creativity and judgment. The adoption of robotics fosters collaboration, enhancing operational performance. For this reason we are currently trialling I-Vac Cobicot at ServiceMaster by Deeland. It is designed to work in co-operation with a cleaner, hence its name Cobicot.

We can expect to see a symbiotic alliance grow between robots and humans. According to Goldman Sachs, 85% of employment growth over the last 80 years came from new technologies, so we can assume that robotics will generate more opportunities than it will eradicate.

Additionally, cleaning robots help retain employees by relieving staff from mundane tasks, enhancing job satisfaction and performance. Training associated with managing cleaning robots advances workers' skills, boosting confidence and expanding career prospects. This flexibility and empowerment translate to happier, more motivated employees, ultimately reducing staff turnover.

By showcasing reliability, performance, and sustainability, cleaning robots can actively enhance a company's brand image. The presence of cleaning robots demonstrates a visible commitment to both hygiene and innovation. Furthermore, beyond their original purpose to clean, these robots allow businesses to stay ahead of the game, become more productive and grow sustainably in a competitive field. As automated cleaning technology continues to gain ground, companies that grasp the significant potential in these types of innovative solutions are those that stand to gain the most.

## Speed Queen Launderette Award



In August our sister company, the Speed Queen Launderette, was awarded the Quality Business Awards 2024 accolade of The Best Launderette In Newbury. The Quality Business Awards recognise businesses that achieve an overall quality score exceeding 95% over the previous 12 months. The Speed Queen achieved 5 star reviews across satisfaction, service, reputation and quality, making them the top ranked launderette in Newbury. Well done to our team that made this happen!

## Match My Project Donation

Sovereign Network Group is a housing association with which we have worked in partnership for over 20 years. They have launched a social value initiative called Match My Project which looks to match donated

items to various worthy causes in the local area. We were very pleased to be their first donor, and to donate eighteen phones, via Match My Project, to Megan from the Bishops Green Community Association.



## Our Skilled Staff

Keeping our team highly trained remains at the core of our company philosophy, so we were very pleased that Antia Pye, our Residential Services Manager, passed her British Damage Management Association (BDMA) accreditations exam this summer to become a Claims Technician. Our ServiceMaster Restore services deal with clients who are in very stressful situations, having recently suffered a fire or flood, so having well trained and professional people to look after them can make all the difference. Well done to Antia on passing this qualification.



## New Business wins

We have had a very strong few months for new business wins. We are really pleased to have acquired a new contract to keep a large shopping centre clean, as well as the residential communal areas on the upper floors of the building. We are also now providing expert cleaning services to a large waste management site in Newbury. Our existing business areas have also seen significant new business wins with several more schools, offices and medical surgeries now relying on our outstanding professional cleaning services.

## Macmillan Coffee Morning & Sebastian's Action Trust 100 Mile Challenge

This year we have continued our support of several charities. The Macmillan coffee morning ensured a delicious array of treats for us on 27th September, and we also held a 'name the bear' competition in the office too. Sebastian's Action Trust is another charity that we have supported for some time now. It was set up as the last wishes of a 9 year old boy, and they offer help and support to the families of children with life-limiting illnesses. In addition to donating an upholstery clean to their site The Bluebells – a beautiful home from home providing respite care – a team of our staff also undertook their charitable challenge to run, walk, cycle or swim 100 miles in October. This involved extensive training most lunchtimes, with groups of people striding out the office in their trainers most days, walking and talking to help raise valuable donations. The office staff have never been so fit!



Well done to all involved, raising valuable funds for a very worthy cause.

## Celebrating Our Team

We are incredibly proud of our team, some of whom have been with us for many years and really do feel like part of the ServiceMaster by Deeland family. Three of them have reached big milestones recently – Jane Paisley, our Business Services Director, who has been with the company for 25 years, Tania Gostling, our Communal Services Manager, and Inga Parnell, our Commercial Manager, both of whom have been with us for 20 years. Huge thanks to all three for helping make the company what it is today!



## Sponsorship – Falkland CC – A great season!



Over the summer we continued our association with Falkland Cricket Club in Newbury as Headline Sponsors. The club has had a fantastic season, and finished by winning the Thames Valley Cricket League Division 1 as champions! This means that they will now be promoted to the Home Counties Cricket League. It's been ten years since Falkland took on the best in the region in that league, but a fantastic season with many wins

has seen them power to the top of the table. Skipper James Bird said "Promotion is the goal...it would be massive for the club" and that is exactly what they have achieved. The 3rd team also saw promotion, so all in all an excellent season for the club. Well done! We also continue our association with several other local clubs, including Newbury Rugby Club and Swindon Supermarines RFC.

## Meet the Team: Abby May

Meet the team. Our people are at the heart of what we do, so we are continuing our 'meet the team' series with Abby May, our New Business Director, telling us about how she once served Madonna a half pint of Guinness and has now come to be a key part of the ServiceMaster Clean By Deeland team.

Abby started her career as a health and fitness instructor in Bath. Although she enjoyed it, her natural 'people skills' meant she wanted less lone working so, having always also done part time pub waitressing jobs as well, she decided to go into the hospitality industry. She leased and ran a series of gastro pubs, taking businesses that weren't performing so well and turning them around to make them successful dining destinations. After several years, and lots of weekend

working, she decided it was time for a change and so did a fast track admin course in order to find a more office based position. She moved to Newbury and joined ServiceMaster Clean By Deeland after Nick Dee Shapland, our founder, met her and created a job for her knowing her personality was a perfect fit for the company. Eleven years later and Abby is now our New Business Development Director. Her natural sales skills should have been obvious from an early age as she recalls waitressing shifts where the chef would challenge the front of house staff to sell the last 3 Seabass – and Abby was usually the recipient of the chocolate fudge cake reward! Working in hospitality meant she met several celebrities over the years, including the Pet Shop Boys, Simply Red and, her best claim to fame, serving Madonna her Guinness.



Although fitness is no longer her career it certainly remains a passion and she loves swimming in the new Newbury Lido and walks everywhere she can, including to work. She and her partner, Paul, love to go coastal walking at the weekends. They are also season ticket holders at Reading Football Club and never miss a home match!

### Feedback

## What Do Our Customers Say About Us?

*"We have a strong and long-established relationship with ServiceMaster, who provide us with a full cleaning solution across multiple premises. The ServiceMaster team are always adaptable, responsive and professional which makes our relationship with them as our chosen cleaning provider more like a partnership, working together to achieve our goals."*

### Premises & Facilities Manager, Building Society

*"I just wanted to say a big thank you to you and your team for all the support you've given us with extra cleans and deep cleans this year. We're very grateful for all your efforts and supporting us with delivering services to our customers."*

### Grounds & Estates Manager, Housing Association

*"I am writing to provide a strong reference for ServiceMaster, who our company have been using for over 15 years for our office cleaning. We have been consistently impressed with their professionalism, attention to detail, reliability, and flexibility in accommodating our needs."*

*I highly recommend Servicemaster to anyone in need of reliable and high-quality cleaning services, with great, accessible customer service. I would not consider changing them."*

### Workplace & Administrative Lead, Commercial Offices in Reading

## It's Our People That Make The Difference



Andre Gottemaker  
Managing Director



Jane Paisley  
Business Services  
Director



Abby 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.servicemasterbydeeland.co.uk](http://www.servicemasterbydeeland.co.uk)

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