



Seven years of impact

2017–2024

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Foreword

Charlie Walker, Managing Director

Our cleaners are likely to be more satisfied, in their work, than the staff of the offices in which they are cleaning.

I love this finding from the below report! From the outset our mission has been to be a different kind of cleaning company: to address low pay, insecure work,¹ and poor working conditions within the cleaning sector, whilst at the same time providing an excellent service to our clients. A desire to demonstrate that a new business model can thrive, lead and begin to change the practices of the UK commercial cleaning sector.

It started with a church worker listening and hearing the experiences of low paid cleaners working in the City of London. The listening didn't reveal a need for more prayer, or church services or charity, but for fair pay and proper value in the workplace. A vision for a business which genuinely addressed the unjust experiences of its workers was birthed.

Clean for Good now employs 75 cleaners, across 54 sites in London (March 2024). Since 2017 we have increased the wages of 123 cleaners who were previously earning less than the London Living wage.

Ours is the story of how the founding team, three charities and some daring individual investors came together, rolled up their sleeves, and set up a cleaning business which makes things better for our cleaners, clients, and the environment every single day.

It has involved much hard work from the original visionary and founding team before my time, but I am delighted to say that we now operate as an accredited Living Wage employer, a member of the Social Enterprise UK community, a certified B-Corp, and winner of several awards along the way. We strive to combine our ethical passion, rooted in the Christian faith, with professional excellence in a mainstream commercial context.

We commissioned Eido to carry out independent research for our first externally published impact report, and we are delighted with the findings. Please do check out the progress we have made in the report below.

Charlie Walker

¹ Some 3.4 million UK workers are in work that is insecure & being paid less than the real living wage (Report by the living wage foundation - ['Precarious pay & uncertain hours'](#) - Joe Richardson August 2023)

At a glance

Cleaners

Employees said that **Clean for Good had transformed their experience of the cleaning sector**. While many had previously lacked basic benefits, worked long hours for low pay, and felt under-appreciated for their work, Clean for Good employees now:

- Were seen and recognised for their work
- Were paid the London Living Wage and received better benefits in regards to pension, sick pay, and annual leave
- Had strong positive relationships with their line managers

These changes were reflected in both employees' quantitative data (**83 percent** of those who had held other cleaning jobs thought that Clean for Good was better) and in their open-answer responses. As one employee commented,

"[It's] a complete change: I can earn more and work less; I can spend time with my family... I can be paid fairly. [It's a] big change; I'm happy."

Customers

Customers valued that Clean for Good combined an outstanding service with the exceptional treatment of cleaners: **"We chose Clean for Good as we were impressed by their values, but the service has been equally impressive"**, they said. On a 10-point scale measuring how likely they would be to recommend Clean for Good, **85 percent** gave answers of 9 or higher, and **96 percent** gave answers of 7 or higher.

Furthermore, interviewees (from partner organisations, campaigns, and other cleaning companies) emphasised that Clean for Good provides a powerful **proof of concept** for the cleaning sector. Unethical cleaning practices are sometimes justified through claims that these practices are the only way to make a profit in the cleaning industry. As a profitable cleaning company, with a turnover of more than £1m, that treats its employees well while delivering a high quality of work, **Clean for Good has demonstrated that a different model is possible.**

How is Clean for Good different?

- 1. Fair Pay** - We are a fully accredited Living Wage Employer paying the London Living Wage (or more) for every hour worked
- 2. Dignified Employment** - We directly employ our cleaners, with no zero-hour contracts, and on terms and conditions above statutory minimums – including occupational sick pay, 25 days holiday plus bank holidays, and a decent pension
- 3. Good Management** - We manage our cleaners professionally and invest in their training and development
- 4. Environmentally responsible** - We operate to high environmental standards, using some of the most eco-friendly cleaning products in the UK, and techniques which minimise consumption and maximise eco-techniques².
- 5. Ethically sourced** - We have an ethical supply chain – working hard to source products and services from responsible companies – including our cleaning products, uniforms, employer insurance, and mobile phones



² Our usual cleaning approach for office-based environments is microfibre cloths and water, an effective approach which also minimises the use of chemicals.

Clean for Good Timeline



Listening exercise undertaken by St Andrew-by-the-Wardrobe in 2014 which birthed the vision for CfG.

Miriam Wakefield pitched the Clean for Good vision at a Dragons Den event run by Church Mission Society at Greenbelt and won!



The 3 'A' shareholders St Andrew-by-the-Wardrobe, Church Mission Society and The Centre for Theology and Community all invested. CfG – a business with a distinct social purpose was born.

Founding Principals

- 1. every cleaner must be paid the real living wage and
- 2. every cleaner have guaranteed contractual hours

In 2017 Clean for Good was officially launched.



Coverage on Channel 4 news, Guardian and our First Campaign.

Florentina was the very first cleaner and Aston-Mansfield was the first client paving the way for fairer cleaning across the capital.



In February 2022 50 cleaners were on the payroll.



In 2020 Clean for Good became members of Social Enterprise UK. Every business should have a social purpose.



During Covid all staff were paid 100% of their wages.



CfG won the Natwest/Pioneer Post Trailblazing award in 2020. One of several!



The office at St Georges-in-the-East was established.



Clean for Good became part of the 'Make London a Living Wage City' campaign run by Citizens UK



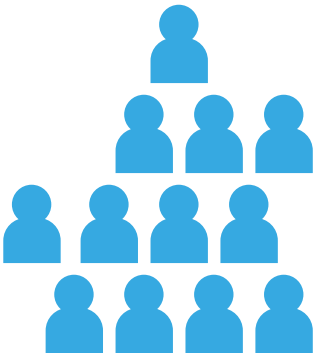
December 2022. The first ever carol service for cleaners in partnership with St Katharine Cree



B-Corp certification was achieved in January 2023. This involved a rigorous assessment of CfG social and environmental standards.




February 2024: Turnover hit £1m



In March 2024 CfG employed 75 cleaners across 54 sites.

Employees





IMPACT AREA

Workers

B-CORP SCORE

40.2

out of 50

Learn what your company can do to contribute to your employees' financial, physical, professional, and social well-being.

Regina Venckuviene was CfG’s first staff appointment, as cleaning manager, in 2017. She had previously worked as a cleaner in a hotel where she was paid £2 per room with wages given to her in an envelope. She describes her

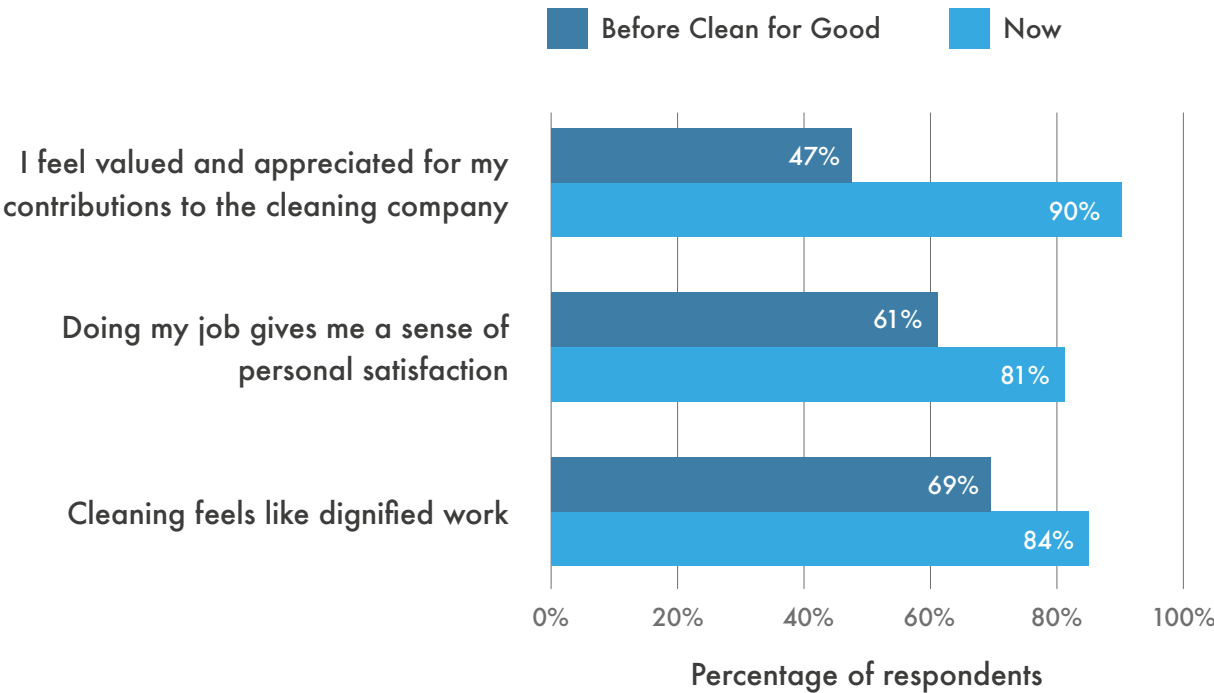
time at the hotel ‘like being in a prison’. She moved cleaning company, worked hard, earning around £5 per hour, before becoming a cleaning manager at a different company. She describes working 11/12 hours per day and often doing deep cleans on the weekend for months at a time, ‘I was just surviving trying to look after myself and my family’.

‘Clean for Good was totally different from day one, there was complete honesty in everything; from speaking with cleaners, to liaising with clients and from my manager. The company treated everyone the same. I remember previously working in the hotel and turning up to work with my leg in real pain and wobbling out of control and my manager simply said to go back home and come back when you’re ready. In Clean for Good that would never happen the cleaner would be supported and continued to be paid through the sick pay scheme.

Before I was thinking constantly about the job, myself and my family and how to get by. Since joining CfG I have been able to save for a car, to pay my mortgage and I can plan for a holiday and actually take the time off. I’m happier, and have loved helping CfG grow. I’ve never thought of leaving, it is for me the best company’

7 years on and Regina is still on staff and the longest serving employee at Clean for Good.

Changes in employee experience



Source: Clean for Good: Employees survey, Eido Research 2024

Clean for Good employees celebrated the difference that Clean for Good had made in their experience of work: **“Clean for Good is totally different [from other] companies that I have worked for”**, they said. “It feels like the people really care about you. **It seems... like the most important person is the cleaner”**.

While other cleaning companies had often exploited cleaners, paying them the minimum wage or less and offering poor working conditions, Clean for Good reflected the value they brought to society by paying the London Living Wage and treating them fairly. While just 47 percent of respondents who had held other cleaning roles said they had felt valued and appreciated in those jobs, **90 percent felt valued and appreciated at Clean for Good.**

Importantly, employees also credited Clean for Good with improvements in the extent to which they took satisfaction in their jobs and saw cleaning as dignified work. When asked to what extent Clean for Good was responsible for the changes shown in the graph above, nine in ten employees thought that Clean for Good was at least somewhat responsible, while seven in ten thought it was responsible “completely” or “a lot”.³

Employees also compared Clean for Good favourably to other cleaning agencies: **83 percent of employees who had held other cleaning positions thought Clean for Good was better.**

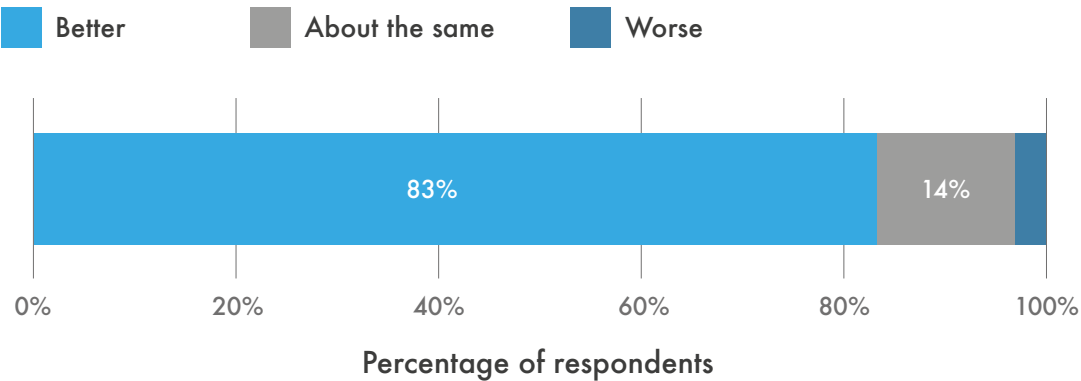
³ 91 percent at least somewhat responsible, 72 percent responsible “completely” (34 percent) or “a lot” (38 percent).



The annual Clean for Good staff BBQ

How did Clean for Good compare?

This graph shows how respondents rated Clean for Good by comparison to other cleaning companies.



Source: Clean for Good: Employees survey, Eido Research 2024

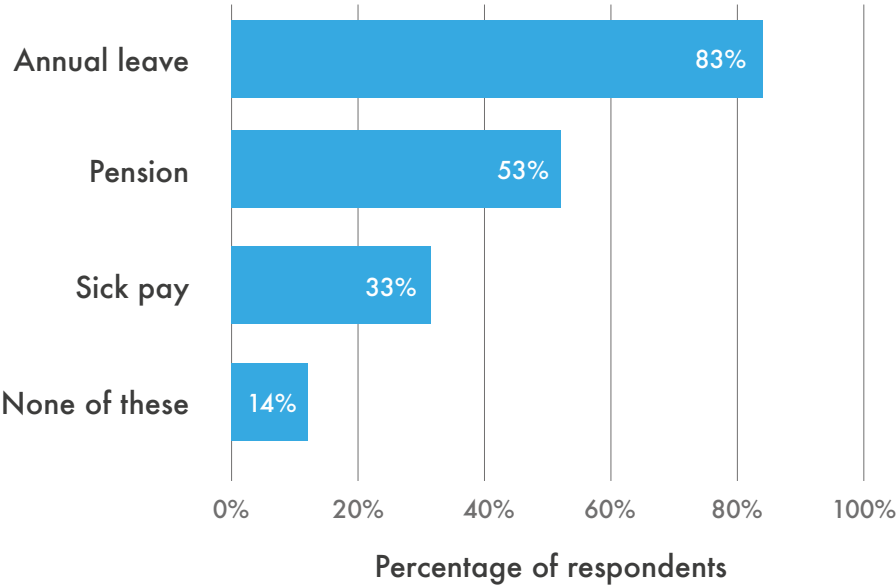
One of the primary reasons that employees saw Clean for Good as better than other cleaning companies may have been the benefits it provided. **Before Clean for Good, 17 percent of employees said they were not able to take any annual leave, and nearly half (47 percent) said they did not have a pension in place** – despite both being a statutory right.⁴ **Only 33 percent said they had sick pay,**⁵ and more than one in ten (14 percent) had not had any of the benefits shown in the next chart.

⁴ Employees who had held previous cleaning jobs were asked “Did you have the following at other cleaning companies before coming to Clean for Good?”, given the response options of “sick pay”, “annual leave”, and “pension”, and told to tick all that apply. It is possible that employees who did not say they had access to these benefits may have been unaware that they were available to them.

⁵ It was unclear whether respondents were referring to statutory or occupational sick pay. Future questions will be amended to distinguish between the two.

Employee benefits before Clean for Good

This graph shows the proportion of employees who had annual leave, pension, and sick pay before working for Clean for Good.



Source: Clean for Good: Employees survey, Eido Research 2024

Not only did Clean for Good provide enhanced annual leave, pension, and sick pay to all employees: **all employees (100 percent) thought that Clean for Good’s pension and annual leave policies were equal to or better than what they had received at other companies.**⁶ Although some employees (just 12) did benefit from their sick pay policies at other companies, of these 12, ten thought that Clean for Good’s sick pay policy was better than or equal to what they had received from other employers.

Employees also spoke highly of the support provided by their line managers: 86 percent were very or extremely satisfied with their line manager’s guidance and feedback, and 81 percent said the same for the support their line managers provided to help them succeed in their role.

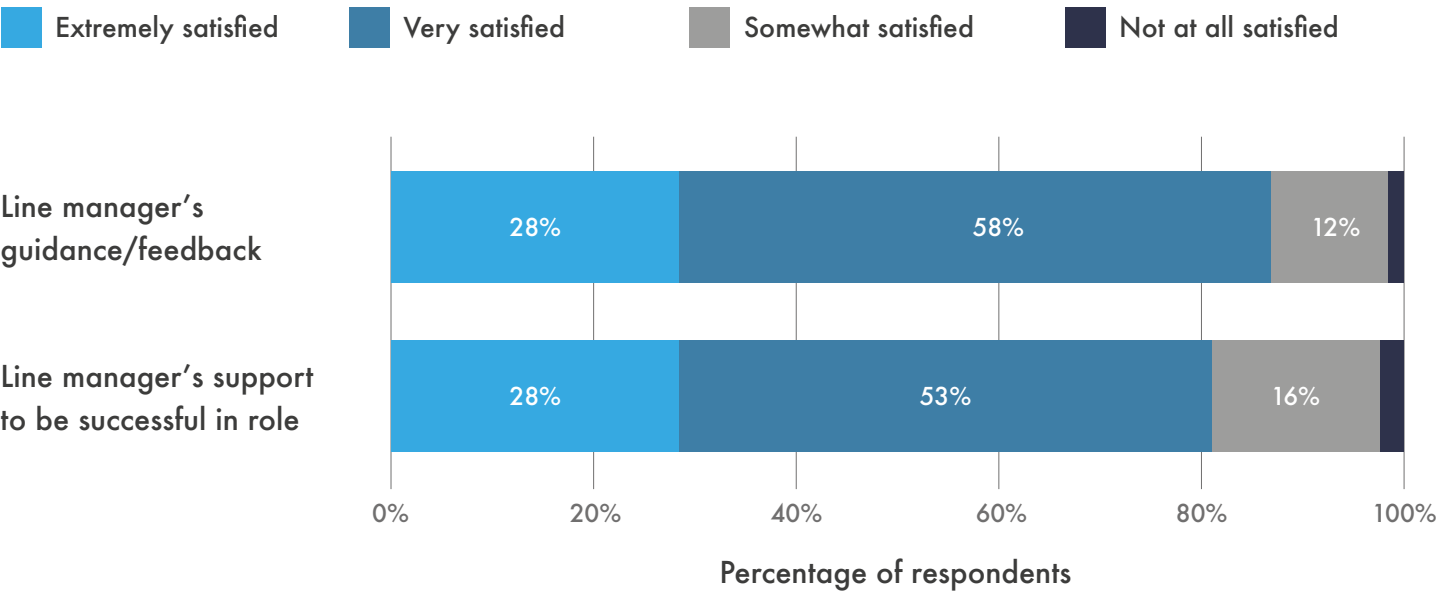
Staff member: Dayana Julian



⁶ Pension – better than other employers: 74 percent. Equal to other employers: 26 percent (sample size: 19). Annual leave – better than other employers: 63 percent. Equal to other employers: 37 percent (sample size: 30).

Satisfaction with line manager

This graph shows how satisfied respondents were with their line manager’s guidance/feedback and the support their line manager provided to enable them to succeed.



Source: Clean for Good: Employees survey, Eido Research 2024

Perhaps employees’ highest praise for Clean for Good, however, came in their open-answer responses. Employees said they were treated well – by which they primarily meant that Clean for Good was honest, fair, and held to its values – that they were paid fairly and on time (many had been paid late by other companies), and that they were offered opportunities for personal development. Some also mentioned that, thanks to Clean for Good, they now had better managers and working materials and an improved work/ life balance.

“It’s a company that concerns itself with the wellbeing of its employees”
one respondent said simply.

Others expressed similar ideas:

“I’ve really liked working for this company since they look out for the safety and wellbeing of their employees. I also have a manager who is excellent as a boss and a person.”

“Clean for Good taught me everything I know about cleaning, and they value my work. People are always ready to help you with everything. Also, the salary is good and on time.”

“Clean for Good is totally different from another company I have worked for. I am very happy to be working for Clean for Good because it has given me... flexibility in my working time. Clean for Good truly hold [to] their value[s] as [a] cleaning company.”

As might be expected, given employees’ praise for the company, Clean for Good also had a high employee Net Promoter Score (62 – generally considered “excellent” across all industries).⁷ In fact, Clean for Good’s employee Net Promoter Score was higher than the industry average for many of the customer organisations its cleaners served (23 for professional service sector employees, such as lawyers and architects, and 22 for financial services), suggesting that Clean for Good employees might be at least as satisfied with their jobs as the office workers in the buildings they clean.⁸



Staff members: Maria Dewan & Maritza Walker

⁷ Employee Net Promoter Score is calculated by asking respondents to rate how likely they would be to recommend their company as a place to work on a scale from 0 to 10, and then subtracting the percentage of “detractors” (respondents who gave an answers between 0 and 6) from the percentage of “promoters” (respondents who gave an answer of 9 or 10). (“Passives”, or respondents who gave an answer of 7 or 8, are not factored into the score.)

⁸ See <https://blog.perceptyx.com/employee-net-promoter-score> for a selection of industry averages.

Staff profile

Florentina was the first ever cleaner employed by Clean for Good in August 2017 and in March 2024 she still works on various client sites. She used to work for £6 an hour at a fried chicken shop. She was paid exclusively in cash because the shop owner did not want to give her a contract. Sometimes, she was not paid at all if the shop owner did not think they had made enough money that week.

She also worked 10 hours a week at a cleaning agency that contracted her on £8.50 per hour, but only actually paid £7.50.

Now, Florentina works for Clean for Good, earning the London Living Wage of £13.15 per hour, and able to access decent employee benefits.



Since she now earns more money, Florentina has been able to work fewer hours and spend more time with her family. With her increased earnings and paid holiday leave, Florentina has been able to visit her children in her home country, Romania.

Hear more of Florentina’s and Giovanni’s story via the QR code or on this link: <http://bit.ly/3YAZH1P>



Customers

A selection of our customers

IMPACT AREA

Customers

B-CORP SCORE

1.6

out of 5

Learn what your company can do to improve the value that you create for your direct customers and the consumers of your products or services.

Employee Goal for 2024-25

Enhance the formal and accredited staff training across all levels of the organisation. Long-term ambition to have the best training programme of a similar sized employer in the commercial cleaning context.

“We came across Clean for Good through our tendering process and were impressed with their attention to detail, willingness to work in our fairly demanding environment, and TUPE⁹ over our cleaning team from the previous supplier which was important to us. It’s most definitely a partnership, not simply a contract, and we look forward to working with them for many years.”

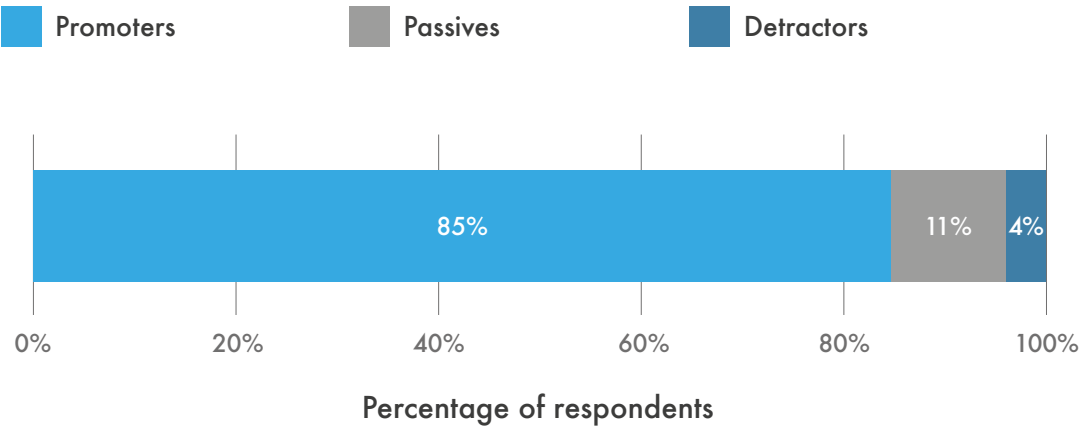
The Connection at St Martin-in-the-Fields



⁹ Transfer of Undertakings (Protection of Employment) or TUPE is the legislation that is followed when a new cleaning provider is taken on. It protects the contractual right to an ongoing job, offering protection to the employee, but isn’t respected by all in the cleaning industry.

Customer Net Promoter Score

This graph shows what percentage of Clean for Good customers are promoters, passives, and detractors.



Source: Clean for Good: Customer survey, Eido Research 2024

Customers were highly enthusiastic about the difference Clean for Good had made to their organisations. On a 10-point scale measuring how likely they would be to recommend Clean for Good to others, **85 percent** gave answers of 9 or higher (“promoters” in the graph above), and just 4 percent gave answers of 6 or lower. **This yields a Customer Net Promoter Score of 81** – considered “excellent” by the creator of the Net Promoter Score, Bain & Company, and higher than companies such as Starbucks (77), John Lewis (68), and Netflix (67).¹⁰

Net Promoter Score

81



2019 - Natwest and Pioneer’s post as a top-100 social businesses

¹⁰ See benchmarks [here](#).

From our partners at Better Society Capital:

“We were looking for a new cleaning partner, one that would provide a reliably good service as well as being socially impactful. The cleaning sector is quite transient with a high turnover of staff which can lead to inconsistent service. We were impressed by Clean for Good’s offering; the way it supports its staff by paying London Living Wage on defined terms and conditions - refusing to provide zero-hour contracts, using an ethical supply chain and has positive testimonials from existing clients. Since working with the team our office space is cleaner and any issues that arise are dealt with promptly due to great communication.”



Mary Hinojosa is the CfG cleaner at Better Society Capital

When asked to describe their experience of working with Clean for Good, **the most common theme that customers mentioned was the quality of Clean for Good’s work.**

Specifically, customers appreciated Clean for Good’s high standard of cleaning, and the fact that Clean for Good was efficient, **reliable**, and made things easy for its customers. As respondents commented:

Reliable

“We had real problems with other companies previously with lack of attendance but not being aware in advance. The communication was all off. With Clean for Good the communication is good and they always find cover.”

— “I’ve been really impressed by the difference in service, communication, standards and expectations.... We chose Clean for Good as we were impressed by their values but the service has been equally impressive.”

“The efficiency the team have is like no other! If anything needs doing they sort it swiftly and to a very high standard.” —

“Everything is always really clean - so the process feels smooth. I never have to send emails about the cleaning quality.”

This finding is highly encouraging, as one of Clean for Good’s founding objectives was to prove that it was possible to create a cleaning company that treated cleaners well whilst also providing an excellent service. Customers indicated that this objective had been achieved.

Respondents also praised Clean for Good’s ethics – describing it as a trusted company, which was considerate, fair, caring, and honest towards its customers and employees – and emphasised its **clear communication** with clients, its flexibility, and its affordability.

As customers observed:

Clear communication

This was highlighted during the pandemic when the majority of client sites closed and CfG continued to pay 100% of wages to their cleaners. This was made possible by working and communicating closely with customers, with whom a discounted ‘furlough’ invoiced amount was agreed, even when buildings were closed.

“Clean for Good is a company that inspires trust; I particularly like that they care about their cleaners and delivering a good service.”

“[Clean for Good provides] excellent communication and service, which makes it efficient for us to monitor our cleaning, and easy because they manage our cleaning supplies.”

“In a cut-throat area of business, it’s nice to do business with suppliers that are motivated to do the right thing.”

“We think they provide an excellent service at a fair price for all.”

The graph below shows how customers ranked the importance of various characteristics of a cleaning company; high scores (close to the maximum of 5) indicate a high degree of importance. Customers ranked treatment of employees and quality of cleaning as the characteristics they valued most in a cleaning company, suggesting that Clean for Good’s ability to deliver on both of these priorities may account for its continued growth.

What did customer value most?

We asked respondents to rank what they were looking for in a cleaning company in order of importance.



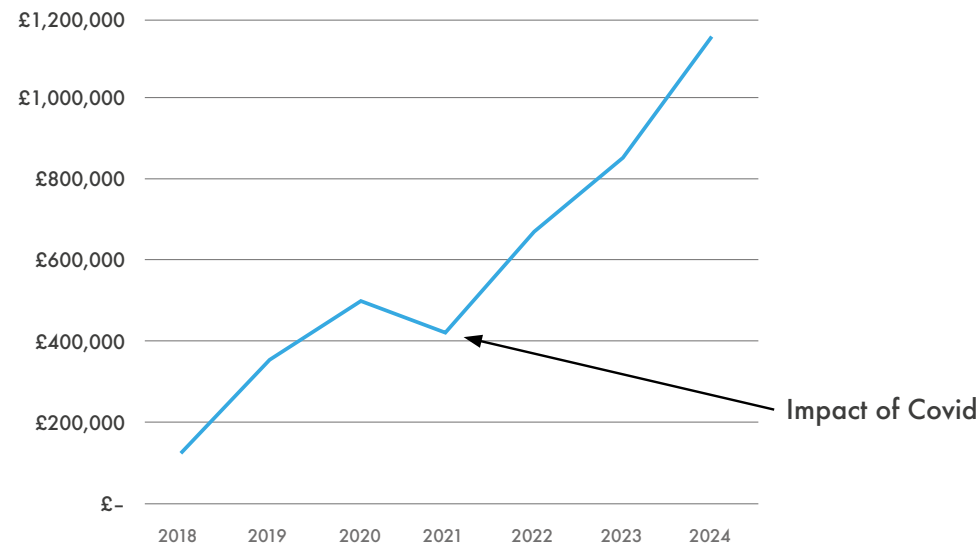
Source: Clean for Good: Customer survey, Eido Research 2024



Living Wage Champion Award 2021: Awarded the “Against All Odds” Award for leadership in bringing change to the cleaning sector.

Clean for Good has continued to grow its turnover year on year. More clients have got on board with the vision and are helping to lead the change within the sector

This graph shows Clean for Good’s annual turnover between 2018 and 2024.

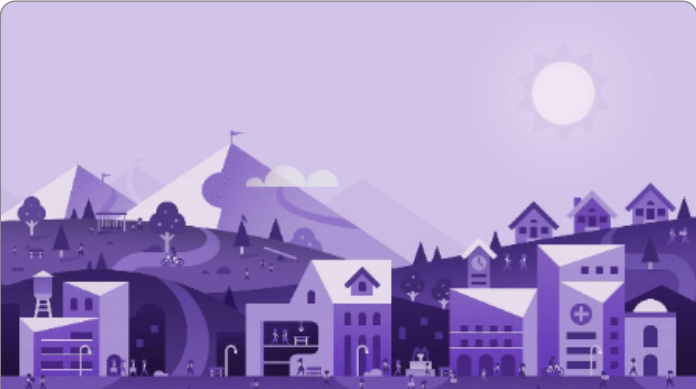


Source: Clean for Good: Annual Accounts

Community

In addition to measuring Clean for Good’s impact on employees and customers, we also asked partner organisations, clients, and former staff about the extent to which Clean for Good had begun to change the wider cleaning sector.

Interviewees said that Clean for Good had begun to change the sector through **proof of concept**, **advocacy**, and **collaboration**.



IMPACT AREA
Community

B-CORP SCORE
35.0
out of 50

Learn what your company can do to contribute to the economic and social well-being of the communities in which it operates.

Annual staff BBQ



Customer Goal for 2024-25

Enhance the quality assurance process for customers: through a more regular pattern of site visits, embedding a formal complaint policy and enhanced PAT testing of electrical equipment

Proof of concept

Interviews suggested that the main way Clean for Good had begun to influence the sector was through **proof of concept**: Unethical cleaning practices are sometimes justified through claims that these practices are the only way to make a profit in the cleaning industry. As a profitable cleaning company that treats its employees well while delivering a high quality of work, Clean for Good has demonstrated that this does not need to be the case.

One recent example of this was **Clean for Good’s 2023 decision to distribute profits, for the first time, to both shareholders and cleaners**. As this decision demonstrated, not only was it possible for Clean for Good to make a profit as an ethical cleaning company: this profit could then be used in the interests of both shareholders and cleaners. Charlie Walker, Managing Director of Clean for Good, shared how the decision was made:

“ A note from Charlie, Managing Director

Having already paid our first-ever corporation tax bill and recouped all of the original investment into CfG, we made further profits on top of that. The directors had previously pre-empted this moment by agreeing a profit-sharing policy ahead of ever making a profit, and so after review we applied the policy to distribute some of those profits to the cleaning team. In fact, over 30 cleaners who had worked for us during 2022-23 were eligible to receive some of the profit share. The response has been humbling. More than the “thank yous” was the overwhelming sense of being seen, of being valued, of work being recognised.

At the same time we also made our first-ever dividend payments to shareholders (70% are charities), and this, too, felt significant. I remember the CfG board instructing its original funders that any money given to start up CfG was not a grant, not something to be written off, but an investment that should expect a return. The first financial return for our founding investors was realised in 2023!

And so, in the month of December 2023, cleaners, investors, and the public purse all felt the growing reach of CfG. We were genuinely creating something that benefits all, not just those at the top!

”

Advocacy

Clean for Good’s advocacy for cleaners has led to more conversations within the cleaning sector and more companies thinking about the ethics of cleaning. Clean for Good has been a core member of the service-provision strand of the Make London a Living Wage City campaign since it was launched in 2021 by Citizens UK and Trust for London. Through this campaign, Clean for Good reaches out to other cleaning service providers to begin a conversation about becoming accredited Living Wage employers.

As further examples of this claim, interviewees pointed to Clean for Good’s efforts to make cleaners more visible through its art exhibition and poetry competition.

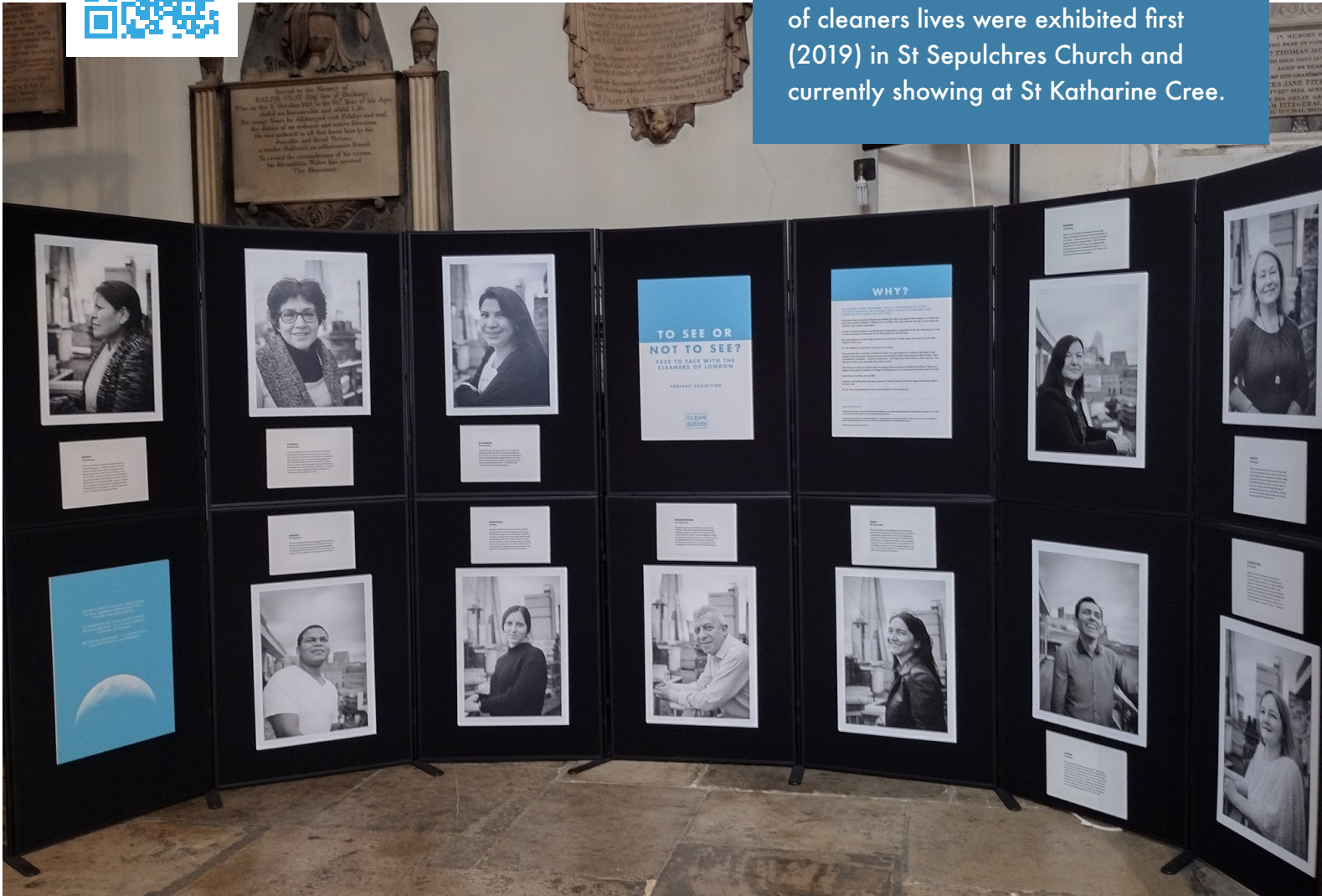
Fin Watkinson, Campaigns Manager at the Living Wage Foundation states,

“Clean for Good are a fantastic example of a Living Wage Employer in a really challenging sector. They are not only committed to paying the London Living Wage to all their employees, but have also shown real leadership in advocating the importance of the Living Wage across the sector. We’re grateful to the whole team for their support and look forward to continuing to work with them in the future.”



www.cleanforgood.co.uk/facetoface

‘To see or not to see? Face to face with the cleaners of London’. The portraits together with the stories of cleaners lives were exhibited first (2019) in St Sepulchres Church and currently showing at St Katharine Cree.



A new national poetry competition celebrating the UK's key workers



During the pandemic, Clean for Good held a poetry competition to celebrate the lives of the UK's key workers (not just cleaners, but everyone who kept things ticking over during Covid).

Covid revealed just how much we rely on shopworkers, couriers, nurses, teachers, cleaners, careers – everyone who kept going to work every day, rain or shine, to serve their neighbours. Many are also amongst the lowest-paid workers in the country.

So we wanted to do something which would help us to celebrate the lives, stories, and work of these millions of people. And poetry is a great way of connecting with hearts and minds. We created this competition to help more people understand the important work these people do and to build support for valuing their contribution to our national life.



www.poetryforgood.org.uk

Collaboration

Furthermore, interviewees emphasised that Clean for Good was generous in sharing insights with, and sometimes referring customers to, partner organisations. "I think it's fantastic what they do, and fantastic that they're trying to help others along the same journey, rather than using it as their USP", one said. "They're doing the right thing, rather than using it as a way of separating themselves from the competition."

Antoinette Daniel, founder of Just Helpers (another ethical cleaning company), shared that **"Clean for Good have been really good advocates for us as a domestic cleaning organisation. There's a generosity in them as a cleaning organisation, in their understanding of collaboration, and not just being a powerhouse alone"**.

Clean for Good seek to collaborate, with strong partnerships across their supply chain. In 2020 they became the first cleaning company in the UK to be awarded the Fair Tax Mark - an independent confirmation that CfG approach to paying tax is fair and transparent.

But more is possible...

While interviewees stressed how Clean for Good had already begun to improve the cleaning sector, they also observed that Clean for Good's influence was currently strongest in London and in church circles. Clean for Good is growing its influence nationally through advocacy with the Living Wage Foundation and bringing together ethical cleaning companies to campaign on the importance of paying the living wage, but it would need to considerably increase resource and strategic attention to advocacy to change the sector as a whole.



Community Goal for 2024-25

Strategic consideration of advocacy within the business model, and how this could be better resourced and implemented

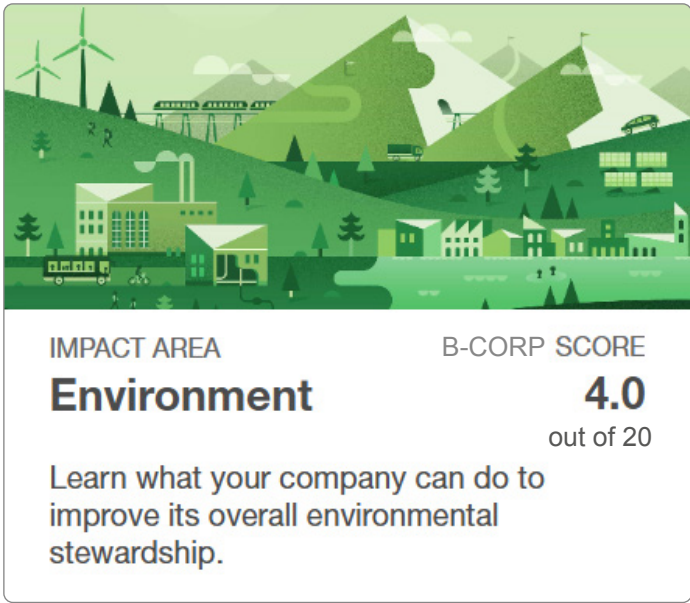


2020 Natwest and Pioneer's post Top 25 Trailblazing Newcomers in the UK - a recognition of our achievement in establishing Clean for Good as a successful and viable Social Business in just three years.

Environment

Clean for Good is committed to achieving the highest environmental standards across its operations and supply chain. This is done in a number of ways, but three primary methods are outlined below:

- **Chemicals** – The principal chemicals used in our regular cleaning (i.e., 90%+ of our chemical usage) are Delphis Eco chemicals with the independent EU Eco Label and delivered in bottles made of 100% recycled plastic. Clean for Good believes that these are the most sustainable chemicals in the UK today.
- **Uniforms** –All uniforms are WRAP certified, and free of any “sweatshop” manufacturing. Materials used are Oeko Tex approved, which attests to the environmental standards applied in manufacturing.
- **Disposable Gloves** – Our policy is to buy biodegradable nitrile gloves. There are important health and safety reasons for using disposable gloves, but some are available which biodegrade significantly faster than conventional gloves, and we prioritise purchase of these whenever supply allows.



Within Clean for Good’s environmental management policy, there is an ambition to reach zero harm by working towards (a) both zero net carbon emissions and (b) Zero waste to landfill.

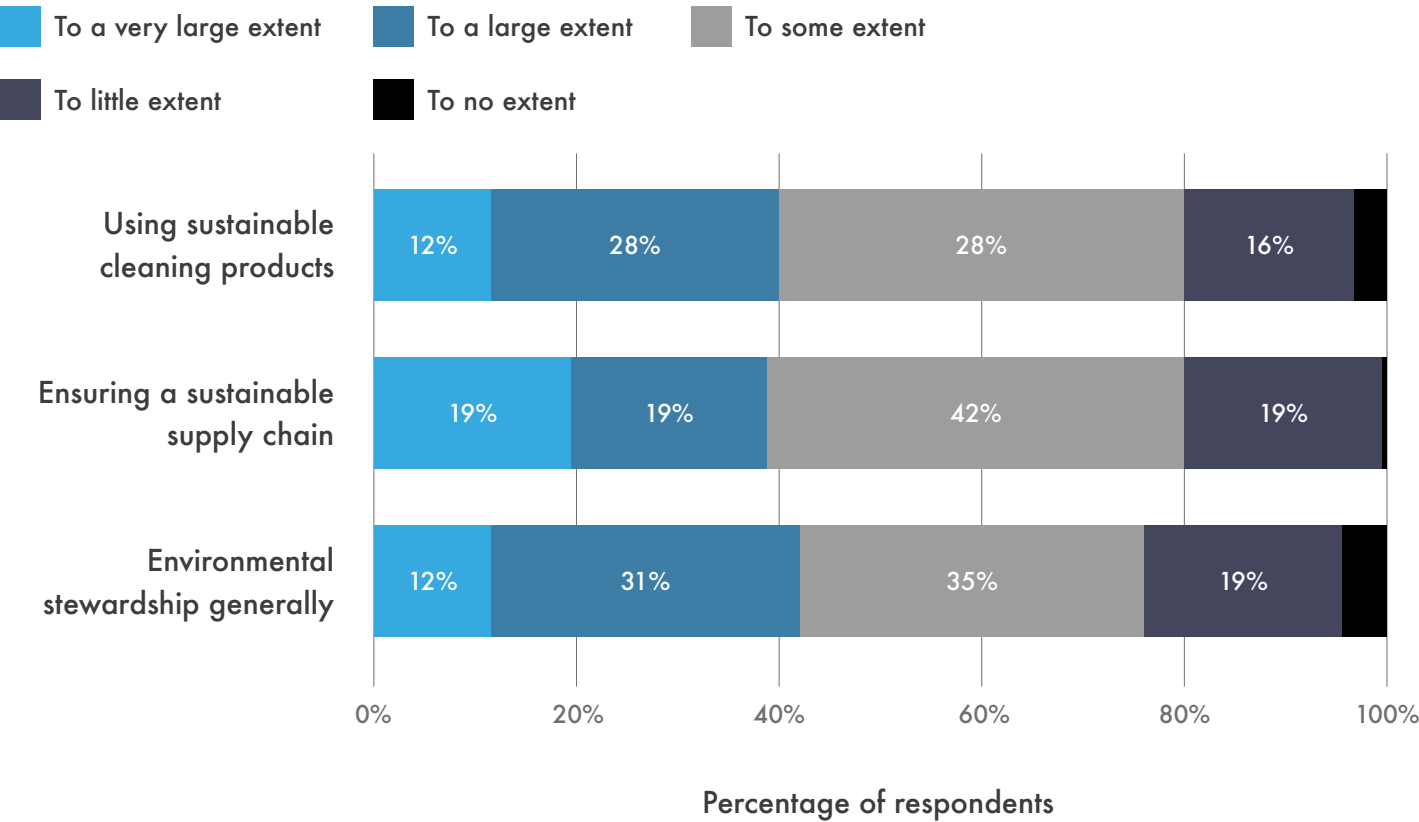


Maria Dewan cleaning at St Georges-in-the-East

Clean for Good’s commitment to environmental stewardship also seems to be having **a real, (although somewhat limited)** effect on customers. While 80 percent of customers said that Clean for Good had increased their commitment to using sustainable cleaning products at least to some extent, only 40 percent said that Clean for Good had increased their commitment to a large extent or more. Similar patterns held for customers’ commitment to a sustainable supply chain and environmental stewardship more widely: 81 and 77 percent (respectively) felt that Clean for Good had had at least some influence on these commitments, but only 38 and 42 percent thought that Clean for Good had influenced them to a large extent or more.

Impact on customers

This graph shows the extent to which Clean for Good has increased their customers’s commitment to each of these three factors.



Source: Clean for Good: Employees survey, Eido Research 2024

Environmental Goal for 2024-25

In 2024-25 Clean for Good will publish its path to net zero report.

B Corp

[View our profile](#)



Clean for Good is one of the first Living Wage employer and B Corp-certified commercial cleaning companies in the UK.

Yenny Satizabal, a cleaner at Clean for Good remarks:

"It is an excellent company, and I can say that it is the best I have been able to work for. I have received good treatment from my managers. They have been very correct and punctual with the payments; they are very generous because they pay for sick days, at times when I was very sick. They were very understanding with me and immediately sent me home until I got better and could return to my job. In a few words, it is an excellent company."

One of the reasons Clean for Good went for the accreditation was B Corp’s commitment to aims beyond shareholder profit. This aligns strongly with their own values. B Corp’s accreditation requires you to “lock in” to your articles consideration of your staff, suppliers, community, and the environment, when decisions are taken by the Directors – these priorities were already locked into Clean for Good’s founding objectives, so this was an easy thing to agree to.

Moreover, the B Corp accreditation looks across an organisations’ supply chain to assess what environmental and social standards are met. It assessed the impact of the cleaning products used, mobile phones purchased, and even the sourcing of the uniforms used by Clean for Good staff.



Yenny cleaning at Trustpilot

The B Corp certification process is rigorous. It covers five key impact areas of Governance, Workers, Community, Environment and Customers. The applicants are required to reach a benchmark score of over 80. Clean for Good scored 97.6 out of 140 whilst providing evidence of socially and environmentally responsible practices relating to energy supplies, waste and water use, worker compensation, diversity, and corporate transparency.

This accreditation should provide confidence to customers, the original founders and investors, and a continued commitment to employees that they matter and are deeply valued.




Governance

Clean for Goods’ overall mission and engagement around its social and environmental impact, ethics, and transparency is measured by B Corp within the ‘Governance’ section. This section also evaluates the ability of a company to protect their mission. This was something Clean for Good had ‘locked’ into their articles right from the outset but enhanced through the accreditation process.

Moreover, as part of the accreditation, Clean for Good are committed to producing an annual impact report, with specific goals for each year. In the table below they have identified and summarised their main goals for 2024-25. They are committed to reviewing these goals in their 2024-25 annual impact report:

Area	Main Goals for 2024-25
Governance	Develop and embed an Equality, Diversity and Inclusivity policy
Workers	Enhance formal and accredited staff training across all levels of the organisation
Community	Strategic consideration of advocacy within the business model and how this could be better resourced and implemented
Environment	In 2024-25 Clean for Good will publish its path to net zero report
Customers	Enhance quality assurance process for customers, through a more regular pattern of site visits, production of a formal complaint policy, and annual PAT testing of electrical equipment



IMPACT AREA

Governance

B-CORP SCORE

16.7

out of 20

Learn what your company can do to enhance policies and practices pertaining to its mission, ethics, accountability and transparency.

Governance Goal for 2024-25

Develop and embed on Equality, Diversity and Inclusivity policy.

Looking forward

While Clean for Good can be proud of the difference it has made for employees and customers alike, there is much more to be done. How can Clean for Good build on the achievements demonstrated in this report to change the cleaning sector as a whole?

Expand proof of concept

One of the primary findings of this report is that Clean for Good has shown that it is possible to run a profitable, growing cleaning company while treating employees well. However, it has demonstrated this primarily within London. Since Clean for Good has a vision to change the cleaning industry across the UK, how can it make the case for this vision in the rest of the country?

Some possibilities include directly replicating Clean for Good's model in other locations, franchising it to others who would like to do so, or offering guidance to other cleaning companies seeking to treat workers ethically. Clean for Good should carefully consider which of these options to pursue.

Motivate the wider sector

While Clean for Good has produced significant change for its employees and customers, in influencing the wider cleaning industry it has largely concentrated on working with partners who already have a vision for treating cleaners fairly. How can it influence the wider sector, including companies which are not currently motivated to change?

One option would be to devote more resources and staff time to advocacy. Specifically, Clean for Good staff have suggested drafting and publicising a Cleaning Accountability Framework, which would put pressure on the industry by documenting what good cleaning looks like in practice. However, in considering this option, Clean for Good should bear in mind that interviewees emphasised that Clean for Good's primary contribution was its proof of concept; advocacy should not distract from Clean for Good's most important role as a demonstration that the ethical treatment of cleaners is possible.

Be more staff-led

Both employees and clients gave Clean for Good very high Net Promoter Scores, but employees expressed a desire for more training and help with the cost of living crisis. To meet these needs, Clean for Good should consider giving staff more sway in organisational decisions – shifting control away from the board and directors. This approach could help to meet the specific needs expressed by staff (training, help with cost of living), as well as equipping Clean for Good to continue to prioritise the interests of staff in future decisions.

Set the pace

Since the Labour government plans to increase the minimum wage, there is now likely to be less difference between the minimum wage and the London Living Wage. **This gives Clean for Good an opportunity.** How can Clean for Good continue to model fairer treatment for cleaners – perhaps by improving their benefits package or guaranteeing hours? Low pay is far from the only injustice cleaners experience, and by staying ahead of the sector, Clean for Good can continue to push the industry to give cleaners a fairer deal.

Our partners

Here are the list of partner organisations referenced in the above report and links to their website if you would like to find out more:

- Clean for Good are an accredited member of the [B-Corp](#)
- Clean for Good uniforms are sourced from - [Corporate Togs](#)
- Our preferred supplier of cleaning products on our clients sites is [Delphis-Eco](#)
- The research for this report was carried out by [Eido Research](#)
- We are the first UK cleaning company to receive the [Fair Tax Mark](#)
- [The Living Wage Foundation](#) calculate the London Living Wage
- Clean for Good is an accredited member of the [Social Enterprise UK](#)
- Clean for Good is on the Pioneer Post - [Top 100 Social Business list](#)

[Clean for Good](#)

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