

**CSSA**  
CLEANING & SUPPORT SERVICES ASSOCIATION

# The Clean Start Initiative

Reimagining Careers in the Cleaning Industry

## 2024

Learn more at  
[cssa-uk.co.uk/clean-start](https://cssa-uk.co.uk/clean-start)

**CLEAN START**



REIMAGINING CAREERS  
IN THE CLEANING INDUSTRY

# Contents

- Mission
- The Cleaning Industry
- Why the initiative?
- Get Involved
- Case Studies
- Let's Work Together



# The Cleaning Industry.

The cleaning industry is a billion-pound global commerce, and according to the British Cleaning Council (BCC) reports economic contribution from the cleaning sector was over £54.5 billion in 2018, with overall turnover increasing by 28% since 2013.



**5%**

Of the UK's entire workforce are cleaning operatives



**1.7M**

People employed in UK Cleaning Industry



**No 5**

UK for employing cleaning professionals globally



**66,000+**

Cleaning businesses in UK

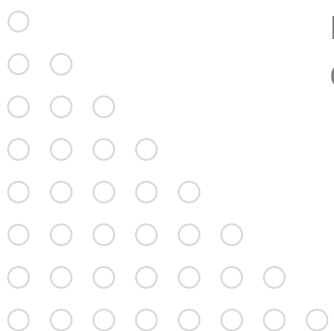


# It's time to re-think about a career within the cleaning industry.



Far from the common image of a 'mop and bucket' role, the cleaning industry is a leader in AI and Robotic Technology, innovations to protect our planet, and global business opportunities, meaning there are opportunities to enter roles from Engineering to Accounting, Chemistry to Software Development, Sales, HR and Customer Service.

Whether you are a school leaver looking to enter employment instead of higher education, a graduate, or a professional considering a career change to a new sector, the cleaning industry can offer rewarding career opportunities for your future.



# Why The Clean Start Initiative was launched

Many commercial cleaning companies, institutions and associations agree on the job vacancy challenges within the UK cleaning sector and a concern for the aging workforce.

We want to encourage fresh talent to discover the amazing opportunities available in the cleaning industry.



**1/4**

Aging workforce of 55 years and over



**59%**

Cleaning Operatives in part time roles



**2022**

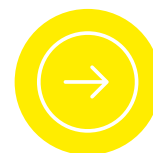
The cleaning industry continued to grow but employee numbers remained static

# Case Studies

the best way to share  
inspirational stories



We have curated a selection of case studies highlighting the varied and exciting roles available within the cleaning industry, from chemistry to robotics, as well as stories of career changes and balancing work / life responsibilities.



Read and download them online at  
[www.cssa-uk.co.uk/clean-start](http://www.cssa-uk.co.uk/clean-start)



# Get Involved



## Contact us

Get in touch with us to learn more about The Clean Start Initiative and ask any questions:  
[admin@cssa-uk.co.uk](mailto:admin@cssa-uk.co.uk)



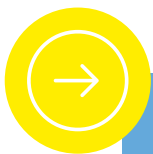
## Storytelling

We want to hear about you and your journey, your business, new starters, apprentices and promotions.



## Promote

We would love it if you could spread the word, share social posts and use the logo in your activities.  
[#cssacleanstart](https://twitter.com/cssacleanstart)



We encourage our members and associates to learn more about Inspiring the Future, the flagship service of the Education and Employers charity who connect workplace volunteers with schools and colleges to broaden children and young people's horizons, raise their aspirations and increase their motivation to learn.

**inspiring**  
the  
**future**

[inspiringthefuture.org](http://inspiringthefuture.org)





# Next Steps

If you aspire to work in an industry that has ground breaking innovations in sustainability and want a career with great opportunities where you'll help create safer environments every day, the below information is a great way to start.



## The Cleaning Industry Careers Guide

Here you can find information about various routes into the cleaning industry for differing levels of experience and qualifications and get access to work experience opportunities, first job tips, salary examples and discover youth-friendly employers who want to help you get ahead!



## Cleaning Hygiene Operative Apprenticeship

For cleaning and hygiene sector employers interested in accessing funds to develop your workforce, the Level 2 Cleaning Hygiene Operative Apprenticeship is now live and will enable industry businesses to invest in their staff, providing employees an opportunity to access a recognised work-related cleaning qualification.






Contact

# Let's Work Together

The Clean Start Initiative is a national campaign from the CSSA and driven by Daniel Cross, a former teacher, committee member for the CSSA Northern Community Group and UK Marketing Manager for Tennant Company.



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Mission

The Clean Start mission is simple:  
**To change people's perceptions of the Cleaning Industry.**



We want to move away from the basic 'mop and bucket' connotations and offer a truthful and clear insight into the roles and career opportunities available in this global industry so that fresh talent and the next generation of leaders view this industry as the right career path.

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