

CHSA

Cleaning and Hygiene
Suppliers Association

2021



Annual Review 2021

**Our Standards. Your Guarantee.
It's never been more important**

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Advancing the Cleaning & Hygiene Supply Industry

Dedicated to improving the standards of the industry. An engaging knowledgeable, responsible leader delivering high quality support and recognition to members.

Against the continued backdrop of the Coronavirus pandemic and the ongoing difficulties in the supply chain, 2021 has been another challenging year. Even with this backdrop, the CHSA has been incredibly active.

Making a mark with the new brand

Following the achievement of our strategic goal of every member of the CHSA being Accredited, we renewed our strategic priorities and re-invigorated our brand.

Our strategic priorities are:

- To be a responsible leader of the cleaning and hygiene industry;
- To enable our members to be active, connected and supported;
- And to inform and educate our members and the wider cleaning and hygiene community

Committed to standards

We launched our first Accreditation Scheme in 1997. Today we have Schemes for manufacturers of paper-based and woven products, of plastic-based products, of cotton-based products and of cleaning chemicals, and for distributors of cleaning and hygiene products. This autumn we began developing our fifth Scheme, for General Manufacturers. It will be formally launched in 2022.

Each Scheme includes our rigorous Code of Practice, the combination guaranteeing our members:

- Trade ethically and sustainably;
- Provide quality, fit for purpose products; and
- Make sure what's on the box is what's in the box.

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A responsible leader

The All-Party Parliamentary Group.

The pandemic highlighted the importance of the cleaning and hygiene sector in keeping work and public places safe. Working with our colleagues in the British Cleaning Council, we have been instrumental in setting up the All-Party Parliamentary Group for the Cleaning & Hygiene Sector. Our goal is to put the sector at the top of the agenda of legislators.

Roadmap to Sustainability

This year we set up our 'Roadmap To Sustainability'. With the support of expertise from within our membership and with the input of those who responded to our survey, we are now in the process of developing a practical programme designed to help our members move towards more sustainable practices and policies.

Close collaboration with the CSSA

We continue to collaborate with the CSSA to spread awareness of the Accreditation Schemes throughout the supply chain. Members joined us at the CSSA's Annual Dinner at the Savoy and we sponsored the Innovation Showcase, participating in the assessment panels and joining the CSSA on the Innovation Showcase stand at the Cleaning Show.

We are also an active supporter of the CSSA's Clean Start campaign, providing case studies and promoting the campaign on social media and in the eNewsletter. Clean Start promotes cleaning industry careers to young people.

Celebrating the industry's talent

We are proud to play our part supporting the sector through our sponsorship of the Kimberly-Clark Professional Golden Service Awards. The Awards are a celebration of the talent and commitment amongst those on the frontline of cleaning and hygiene. The winners will be announced at the Intercontinental Park Lane in May 2022.



**Moving
towards more
sustainable
practices and
policies.**



Active, connected and supported members

Soaring membership applications

Applications soared in the pandemic, as all sorts of organisations wanted to benefit from the credibility offered by CHSA membership. We have been careful to accept for membership only those organisations with a tangible track record, good references and which have passed the audit conducted by our Independent Inspector. Maintaining the value of the Accreditation Scheme Mark is fundamental.

Coming together at the Cleaning Show

After such a long time in isolation, we held a joint reception, open to members of the CHSA and the CSSA, at the Cleaning Show. More than 120 members joined us.

Marketing support at the Cleaning Show

We offered pull-ups and leaflets promoting the Accreditation Schemes to every CHSA member attending the Cleaning Show. As a result, the Accreditation Schemes and our new look and feel were present all over the show.

Undergraduate bursary

This year was the seventh in our rejuvenated bursary programme, open only to the children of our members' employees. We were delighted to award £4,500 to Chloe Dunn, Phoebe Stevenson and Molly Black. They joined the 11 other talented young people who have benefited from the bursary since 2015.

Taking care of your mental health

Recognising the challenges presented by the pandemic, from isolation to anxiety, we hosted a mental health webinar, titled 'How Are We Doing', for our members and the wider industry.





Informing and educating members and the wider cleaning and hygiene industry

Buyer Beware

Demand for cleaning and hygiene products soared in the pandemic. The unscrupulous have made the most of the opportunity. They created businesses overnight, claiming expertise, knowledge and product excellence. We have campaigned to help buyers differentiate between the unscrupulous but apparently credible companies and those trading ethically. The campaign involved articles in the cleaning, FM and care management media and we took centre stage at the Cleaning Show as part of the Conference programme.

8 Moments of Targeted Hygiene

We partnered with member SC Johnson Professional to deliver a webinar on the '8 Moments of Targeted Hygiene'. The webinar, available now on our YouTube channel, shows contract cleaners and facilities managers how to break the chain.

Keeping members up to date on industry issues and initiatives.

In the media

We placed adverts and feature articles in the cleaning, FM and care management media, promoting the value of the Accreditation Schemes.

Particular highlights in the media include:

- Tomorrows Care: an article on the new brand
- BCC's The Voice: articles on the new brand and on buyer beware
- Care Home Management: an article on buyer beware
- Tomorrow's Health & Safety: an article on buyer beware
- FMUK: an article on buyer beware to coincide with the Cleaning Show
- Cleaning & Maintenance: an article on buyer beware

Throughout the year, we maintained a presence on LinkedIn and Twitter with a slow but steady growth in followers.

Our eNewsletter

Our monthly eNewsletter for members and industry influencers leads with CHSA and industry information and included news stories from members.

Looking ahead to 2022

- The launch of the Accreditation Scheme for General Manufacturers
- Evolution of our governing Council to ensure equal representation from each Scheme
- The roll out of the Roadmap to Sustainability
- Our 2022 Gala Ball is taking place in May at the Staverton Park Estate
- The 2022 Undergraduate Bursary
- The Kimberly-Clark Professional Golden Service Awards
- Continued participation in the APPG for the Cleaning Industry.



Our Governing Council

- Lorcan Mekitarian (Berry bpi): Chairman

Manufacturing members

- Tracey Black (SC Johnson Professional)
- Richard Dyson (Greyland)
- Paul Fleetwood (Cromwell Polythene)
- Liam McNally (Diversey UK)
- Ben Naidu (Harrison Wipes)
- Paul Wilkes (Polaris)
- Mark Woodhead (Selden Research)

Distributor members

- Darren Broad (Nationwide)
- David Bruce (DJB Cleaning Supplies)
- David Cousins (Bunzl Cleaning & Hygiene Supplies)
- Joanne Gilliard (Jangro)
- Mark Goddard (Maxima)
- Darren Williamson (Arco)

Vice Presidents

- David Garcia: Treasurer
- Mike Stubbs: Chairman of the Accreditation Schemes
- Stephen Harrison: Immediate Past Chairman
- Jeff Bell
- Trevor Iles

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