



The **Home-based** business  
you can  
**balance** with your **lifestyle**

[Book 15min call to find out more](#)



**Workplace Cleaning Solutions Franchise is a flexible & agile business model that allows you to BUILD, GROW & SCALE profitably & sustainably.**

# Why commercial cleaning?

[Book 15min call to find out more](#)

## Cleaning is HIGH on the agenda

There has never been a better time to be a part of such an innovative & important sector. Outsourcing roles, like cleaning is much more cost effective for UK businesses so using a Commercial Cleaning Service plays a huge part of most businesses resourcing strategy.



**COMMERCIAL  
CLEANING IS NEEDED  
EVERYWHERE; NOW  
MORE THAN EVER.**

Offices, schools, hospitals, factories, showrooms, surgeries. Every workspace needs to be kept hygienically clean

**NEEDED**



The cleaning industry is one of the largest industry employers in the UK. 636,300 are employed to provide daily cleaning services to buildings.



**£55.5 B**

The Cleaning Industry contributed £55.5 billion to the UK economy (reported in 2018) and is rapidly rising.

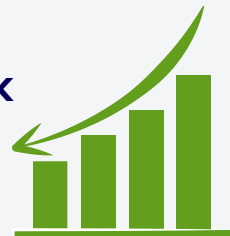
New research released by the British Cleaning Council (BCC) has cemented the cleaning, hygiene and waste sector's position as one of the UK's top ten industries.



**STABLE**

Commercial cleaning is one of the few industries not affected by seasonal or economic influences

**MAKING IT A LOWER RISK  
BUSINESS OPTION TO  
INVEST IN**



**RESPECTED**

**THE REPORT ALSO HIGHLIGHTS THE CHANGE IN PUBLIC ATTITUDES WHICH HAS PUT CLEANING AND HYGIENE AT THE TOP OF THE AGENDA AND BROUGHT WIDESPREAD RECOGNITION FOR THE VITAL WORK OF THE SECTOR'S PREVIOUSLY INVISIBLE WORKFORCE.**



# How it works for **you**

[Book 15min call to find out more](#)

## Build

No vans, no office,  
no employed staff,  
no cleaning  
materials



First in class  
professional  
development &  
training programme



Pre-loaded database  
automates all your  
paperwork & email  
communication

- By using experienced sub-contracted cleaners you do not have the overwhelm or expense of being an employer straight away
- This means you can take on commercial cleaning clients more quickly & start building your income stream
- You do not need to buy expensive cleaning materials, office space or vans. You can work from home which enables you to flex this business around other commitments
- You will get first class professional development & training to build your knowledge base & confidence as a business owner
- We have simple, yet powerful marketing strategies to help you build your network & client base.
- Your WPCS database is pre-loaded with all the paperwork, contracts & professional email communication which reduces admin time through smart automation

# How it works for **you**

[Book 15min call to find out more](#)

## **Grow**

Freelance consultant  
to do your client &  
cleaner appointments



Expand your  
business services to  
your clients using  
3rd party providers



Transition to  
employed cleaning  
teams

- We help you source & train a freelance consultant to do your client & cleaner appointments, allowing you more time to focus on your business
- We show you how to source & assess 3rd party service providers, like commercial carpet cleaners, external window cleaners & commercial landscapers, for example. so you can expand your service offerings to your current & future clients to increase your income potential
- As you become more confident as a commercial cleaning business owner, we help you to build out employed cleaning teams as you take on bigger, more lucrative cleaning contracts
- Our professional development & training programme guides you on how to keep your business profitable as you grow, help keep you financially accountable to your business and make smart forecasting decisions as you take your business up each next level



# How it works for **you**

[Book 15min call to find out more](#)

## Scale

Show you how to step back from daily operations allowing you to work 1-2 days a week



Set up satellite managers to maximise all postcode areas of your franchise to full profitability



Take extended business services in-house to increase profitability

- We show you how to introduce satellite managers to maximize your area to its full profit potential.
- As they develop you can take even more of a step back from your business to spend time on other personal or professional pursuits
- We show you how to assess your business services to see if taking them in-house is more profitable (setting up your own laundry service for serviced accommodation, having your own equipment, owning vans rather than renting are just some examples)
- We show you the best way to set up premises so you have a head office, how to source the right location, what type of property. Whether to own or rent
- We show you how to work with your management team to keep them financially accountable to your business, motivated to drive success & increased profitability enabling them to become comfortable with forecast planning





# The **Home-based** business you can **balance** with your **lifestyle**

[Book 15min call to find out more](#)



“

**What makes Workplace Cleaning Solutions Franchise so appealing is the ability to run your business 1-2 days a week from anywhere**

”





# Why choose us?

[Book 15min call to find out more](#)

## Tried & Tested Business Model since 2005

**PROVEN BUSINESS MODEL THAT WORKS**

Workplace Cleaning Solutions Commercial Cleaning has been cleaning businesses since 2005. With a proven track record of success, deep insights to consumer behaviour & delivering excellence in customer service you can feel confident in our brand



## You are not on your own!

**THE MOST SUPPORTED CLEANING FRANCHISE**

You will be part of a business community and have the help & support you need to build your entrepreneurial confidence to thrive and enjoy the journey of running your own enterprise.

## Part of a reputable National Team

**BRAND RECOGNITION**

You become part of a reputable National Team with brand recognition helping you speak confidently to clients with the backing of our BRAND, examples of why other clients use our services to quickly establish client trust by reputation



## Step into a fully branded business

**WE HAVE ROBUST SUPPORT PACKAGE**

You don't have to think or worry about designing a website, social media, putting together contracts or even how to craft emails. We've got you covered!

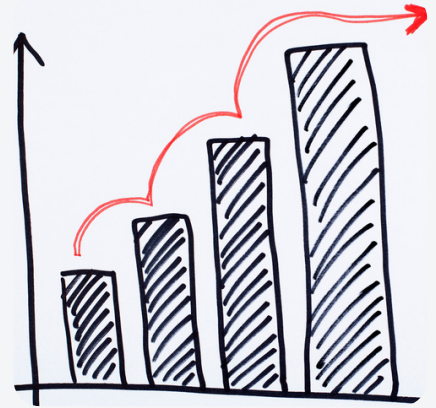
# Why choose us?

[Book 15min call to find out more](#)

## Higher re-sale value

**IF YOU COME TO SELL YOUR BUSINESS**

The re-sale value of your business goes up by 30% as part of a franchise which means if you come to sell your business you can do so with more confidence because the person buying your business will also get the help & support they needs



## More likely to stay in business for longer

**BECAUSE YOU HAVE THE SUPPORT & STRUCTURE YOU NEED**

92% of franchise owned businesses are still trading after 2yrs compared to 86% of independent businesses failing inside 18mths

## Learn how to live a BALANCED life

**USING UNIQUE LEVERAGE MODEL**

Our business model is about YOU having a balanced lifestyle, not creating a stressful job. We encourage you to run your business using our unique leverage model allowing you to make a profit & enjoy life



## WPCS Business Community

**JOIN OUR GROWING PROFESSIONAL COMMUNITY**

The WPCS Community is growing, so you will get to work with like-minded people, learn from their experiences, network and be a part of an exciting industry.





# What's **included** in your Franchise Package

[Book 15min call to find out more](#)

**Our business services programme is UNIQUE to the Commercial Cleaning Franchise arena and exclusive to WPCS Franchisees. We are the only franchise to offer this full range of in-house services so you can keep focused on growing your business sustainably.**

## GET THE BEST START

01



**To give your business the very best start we have included a robust personal development & training programme plus practical business services to boost your success.**

## REAL VALUE

**It is important that all the business services have real value. We have carefully crafted each service so they can be leveraged to save you time, make your business more profitable, less stressful & help you meet your overall business goals.**



02

## EXPERTS

03



**All our business services are either carried out by our experienced in-house team or expert 3rd party service providers. can improve your marketing efforts.**

## RIGOROUS VETTING

**Every business service has gone through a rigorous vetting process and is subject to 6 monthly reviews from both our in-house review team & bi-annual surveys from our franchisees.**



04

## NATIONAL ADVANTAGE

05



**We use our leverage as a National enterprise to get business services at a reduced cost which we then pass on to you. This allows you to run your business more efficiently & profitably**

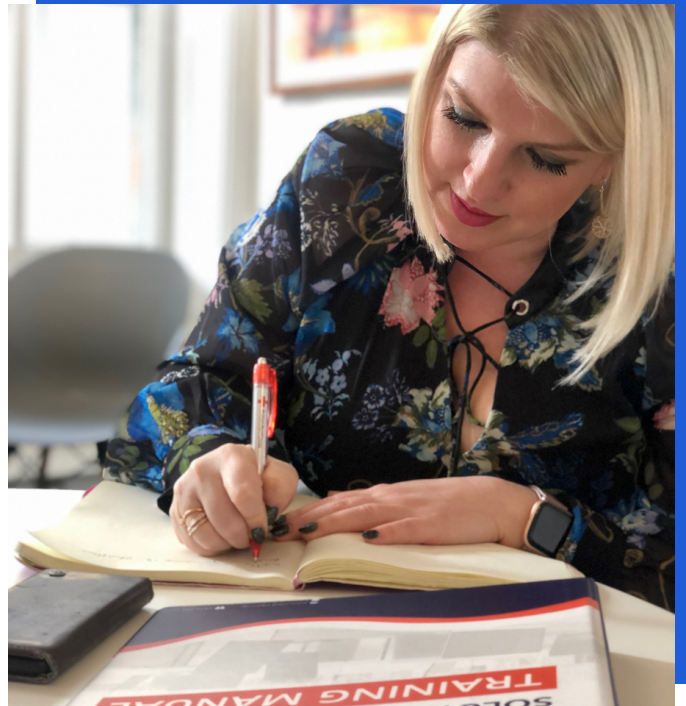
# What's **included** in your Franchise Package

[Book 15min call to find out more](#)

## **The home-based, fully branded commercial cleaning business**

**Your Franchise Package allows for the first 3mths of the key business services to be included giving you time to sign up clients and generate an income**

**You also get a stationary pack, marketing launch package plus first in class professional development & training.**



**All your paperwork, contracts & email communication are pre-loaded on the database (which is also part of you on-going business services package)**

**You are provided with a professional email system, landline and website with client enquiry form.**

**Your professional development & training is on-going and part of your franchise package.**

**The WPCS Business model has been tried & tested since 2005 resulting in consistent profitability year on year (even throughout the pandemic)**





# Your Marketing BOOST Package

[Book 15min call to find out more](#)

## What's included in your franchise?

A **3-month Marketing Campaign** to generate CLIENT LEADS to your Local WPCS Branch

### GOOGLE ADS (PPC/PAID ADVERTISING)

Using GOOGLE ADS (also known as PPC or PAID TRAFFIC) we apply our expert strategies to drive traffic to your website.

Using KEYWORDS from people looking for Business Cleaning Services in Your Area, we help direct them straight to you

Mobile friendly, content rich & user friendly navigation, your WPCS Local Branch Website has been designed with your clients in mind.

Packed with HIGH VALUE blogs, simple ENQUIRY Form directed straight to your system & alert notifications & striking visuals showing your Business Cleaning Services

### GOOGLE PROFILE (FORMALLY, GOOGLE MY BUSINESS)

### SOCIAL MEDIA PLATFORMS (FACEBOOK / INSTAGRAM / TWITTER)

With all your social media platform banners done for you, your Local WPCS Branch is fully branded giving consumer confidence.

With weekly posts of HIGH VALUE content & smart HASHTAG strategies, designed to attract organic traffic and encourage engagement



# Your Marketing BOOST Package

[Book 15min call to find out more](#)

## What's included in your franchise?

A **3-month Marketing Campaign** to generate **CLIENT LEADS** to your Local WPCS Branch

### **SOCIAL MEDIA PLATFORMS**

(FACEBOOK / INSTAGRAM /  
TWITTER)

With all your social media platform banners done for you, your Local WPCS Branch is fully branded giving consumer confidence.

With weekly posts of HIGH VALUE content & smart HASHTAG strategies, designed to attract organic traffic and encourage engagement

We will create your GOOGLE Profile page using KEYWORDS & clear marketing messages about your BUSINESS CLEANING SERVICES.

We will post on a weekly basis to build up ORGANIC TRAFFIC and make you rank higher in GOOGLE searches

### **YOUR WPCS LOCAL BRANCH WEBSITE**

### **SEARCH ENGINE OPTIMISATION (SEO)**

SEO stands for Search Engine Optimisation and is the stealth ninja of driving traffic to your website to generate leads to your Local WPCS Branch.

Our WPCS SEO expert uses the GOOGLE ANALYTICS build organic traffic to your site & help to keep your Local WPCS Business on PAGE ONE of GOOGLE searches for Business Cleaning Services





# Your Marketing BOOST Package

[Book 15min call to find out more](#)

## What's included in your franchise?

A **3-month Marketing Campaign** to generate CLIENT LEADS to your Local WPCS Branch

### DIRECT EMAIL CAMPAIGN

We will send out direct emails to 100's of businesses in your local area to promote your cleaning business service & let local business owners know that you are ready to offer your cleaning services.

Fully on brand, clear marketing messages about your WPCS Local Branch Cleaning Services, personalised with your profile picture for higher conversion.

You will be supplied with 500 2 fold sales leaflets.

With striking design & dynamic content. We will show you the most efficient ways to deliver your leaflets for maximum impact

### SALES LEAFLETS

### LINKEDIN (PERSONAL PROFILE)

We will give a fully branded LinkedIn Banner for your personal profile & show you how to word your statement sections to help attract the right people to your network.

We will do weekly posts for you on your LinkedIn personal profile



# Your Marketing BOOST Package

[Book 15min call to find out more](#)

**What's included in your franchise?**

**A 3-month Marketing Campaign** to generate **CLIENT LEADS** to your Local WPCS Branch

## AFTER 3 MONTHS

Once we have completed your 3 month Marketing Campaign you can either choose to continue on with using our business services or self manage the following options

- Google Ads (PPC)
- Social Media Posts
- Google Profile Posts
- LinkedIn Posts
- Direct email campaign

Once you have delivered your first 500 leaflets to local business, you can purchase more leaflets in increments of 500

As part of your Monthly Franchise Management Fee, we will keep providing you with the following marketing business services

- Your Local WPCS Branch Website
- SEO
- LinkedIn Company Page (we will manage all the content & posts)

**CONTINUE AS PART  
OF YOUR PACKAGE**





# WPCS GOLD STANDARD CALL ANSWERING SERVICE

[Book 15min call to find out more](#)

## WPCS GOLD STANDARD CALL ANSWERING SERVICE

**First 3 mths FREE** as part of your package

- Landline with local area code (up to 2 lines come with your package; additional landlines can be added for a small administrative fee)
- Line cover from Monday - Friday 8.30AM to 5.30PM (\*excluding Bank Holidays). That averages 45hrs a week of phone cover
- Professional messaging service for out of hours calls, all messages are returned by the reception service
- All calls handled by a fully training phone receptionist trained on WPCS processes
- Information (digital brochures) emailed out to potential clients
- Follow up on warm leads (outbound calls)
- Cleaner applications called & qualified
- References for cleaner applications



**After 3 months you then have the option to either self-manage your landlines or continue this business service at a preferential rate**



# Fully branded, **done for you** website

[Book 15min call to find out more](#)

## Website

**Part of your package  
(on-going)**

- Beautifully crafted, visually appealing & content rich website. All done for you.
- Personalised with sales video unique to you show casing your services, franchise area & team
- Flexible options to add more services as your business grows
- Robust optimisation strategies consistently applied to keep the site relevant & Google friendly



- Striking brand images and simple navigation to retain potential client interest and options to contact you
- Direct booking form, simple to complete, mobile friendly for ease of use. Sent directly to our reception service so each lead is dealt with in a consistent, professional & timely manner

- Recruitment page dedicated to attracting high caliber applicants for any of the job roles available within your franchise area. This could include, sub-contracted cleaners, freelance appointment consultants, employed cleaners & cleaning managers

**This business service is part of your on-going package  
so there is **no additional fee****





# Stationary pack

[Book 15min call to find out more](#)

## Stationary pack

### Business Cards

- You will get 250 fully branded large business cards with all your details; feel confident at networking events
- Designed by our in-house marketing team to make you stand out from the crowd
- High impact design with clear & succinct information to help you your message across to potential clients

**1st Pack is part of your package**



## WPCS advertising flyers



- As part of your WPCS sustainable stationary pack, you will get 500 leaflets made from uncoated recycled material
- Your flyers can also be recycled after use for a more sustainable print marketing solution
- All flyers have been designed & content crafted by our in-house design & copy write team with all your personalised details added

**Any additional stationary can be purchased as you need it through our business services**

# Stationary pack

[Book 15min call to find out more](#)

## Sustainable stationary pack (continued)

**1st Pack is part of your package**

### Presentation Folder



- Your WPCS documentation folder to keep any paperwork, pens, calculators, your smart phone and WPCS ONE Business Card in one place
- Look professional and have what you need to hand for client appointments (either for you or your appointment Freelancer)
- Additional folders can be purchased from our WPCS Business Services Team
- Made from non-animal products

## Digital Information Brochures

- Our digital brochures bring important information alive
- Every digital brochure presents information about your business in an engaging & stimulating way
- By having digital brochures (rather than printed) you can keep information agile to changes and have a more sustainable way to present information without unnecessary printing saving trees as well as printing costs



**Any additional stationary can be purchased as you need it through our business services**



# WPCS **simple to use** Database System

[Book 15min call to find out more](#)

## Data Information System

**Part of your package  
(on-going)**

- The WPCS Database has been designed to be effective & user-friendly
- A simple to use system that keeps all your data in one place
- Cloud-based, so it can be accessed from anywhere, go on the go!
- Pre-loaded with all your paperwork, contract, templates & brochures
- Automation set up for sending nurture emails to leads, clients & cleaners
- Email templates for pre-loaded communication with clients, cleaners & suppliers



**This business service is part of your on-going  
package so there is **no additional fee****



# Administration & consultant support

[Book 15min call to find out more](#)

## Administration Business Services

- Company formation & VAT registration completed with all correct documentation sent to you as part of your initial franchise package
- Free HMRC Tax investigation cover (up to £100,000) when you use our preferred partners tax services
- On-going accountancy services are available to you by our trusted accountancy partners given to you at preferential rates as a WPCS franchisee
- Unique professional email addresses created for you and your business team

## Consultant Support Services

- You have access to our centralised HR Support
- Our highly qualified and knowledgeable HR experts have a deep understanding of employment law. Whether you need HR services for support with employment contracts, managing disciplinaries, maternity, or anything else on your journey as an employer or sub-contract service provider we have you covered.
- You have access to our centralised Health & Safety Support.
- To make sure you are following all guidelines correctly and meet your H&S due diligence, our highly qualified and knowledgeable H&S experts are there to give you the most up to date advice & guidance

**This business service is part of your on-going package so there is **no additional fee****





# Professional Development & Training Programme

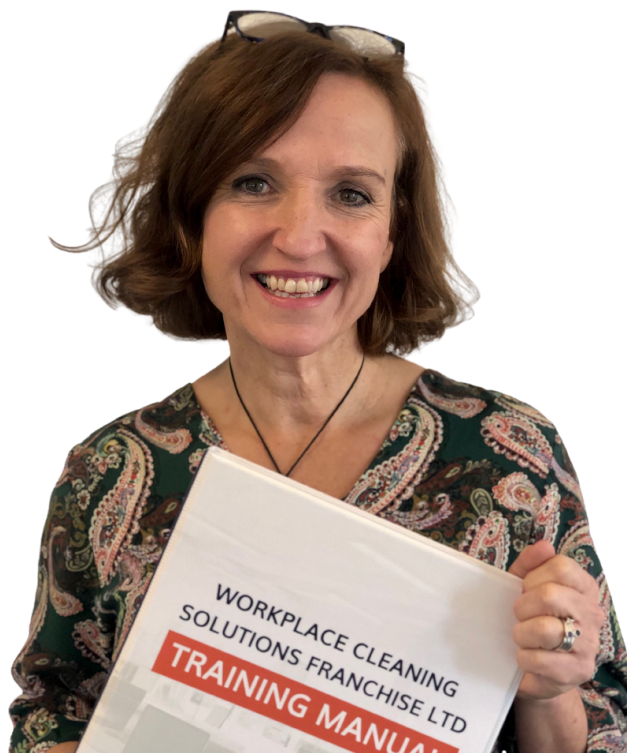
[Book 15min call to find out more](#)

**WPCS Franchise has one of the most elite franchise training programmes in the UK.**

**Created and delivered by Ann Brebner, & Catherine Fitch, using their combined cleaning business experience of 30 years, they have build a multi-channel training solutions with a combination of onsite, video & step by step training to help you build up your confidence levels more quickly.**

## Onsite training

- Your initial training will be conducted onsite (in Northampton) to fast track your knowledge base & show you how to run a successful commercial cleaning company
- You will be given your manual to keep a copy of your businesses processes & procedures



- You will have access to **continued onsite training year on year** to help you stay on track, take time to work on your overall business goals, network & collaborate with other franchisee, share best practice and converse with like minded people.

**This business service is part of your on-going package so there is **no additional fee****



# Professional Development & Training Programme

[Book 15min call to find out more](#)

## WPCS Training & Community HUB

- The WPCS Training & Community HUB is packed with practical "how-to" & explainer videos to take you through essential business practices step by step.
- The WPCS Training & Community HUB is hosted on a mobile friendly platform for easy access & on the go learning
- You can revisit the training material as often as you need to to help boost your confidence as a business owner
- You can ask questions using the Business Questions Forum
- Connect & collaborate with other franchisees in the Community section



**This business service is part of your on-going package so there is **no additional fee****



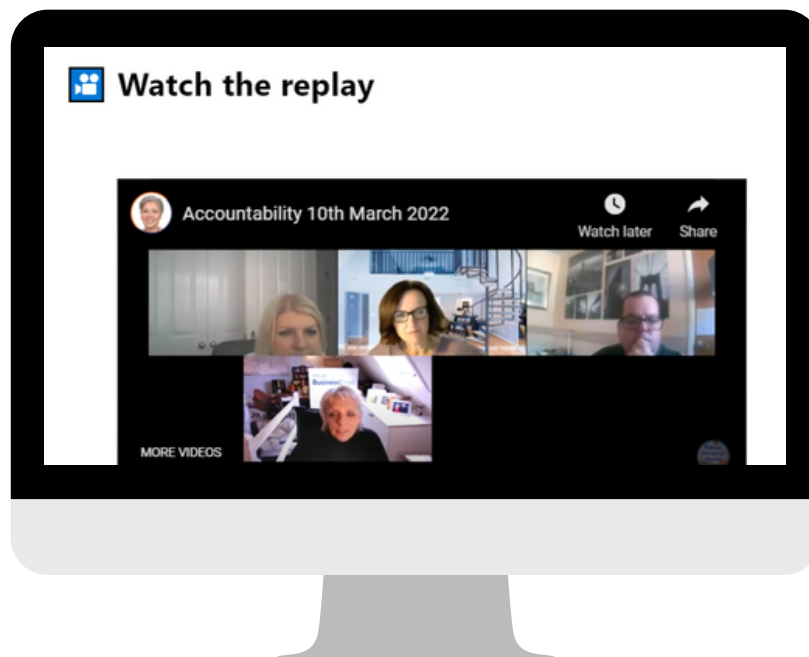


# Professional Development & Training Programme

[Book 15min call to find out more](#)

## Monthly Accountability Video Calls

- Each month (except August), the WPCS Management Team will host a LIVE video call to help keep you on track & accountable
- This business service is to help keep you motivated and overcome any stops or blocks you may be experiencing
- Each call is recorded & made available to re-watch at your convenience
- This element of our training is what really sets us apart. You get direct & LIVE access to a WPCS Business Coach every month to give you real time help and practical solutions



**This business service is part of your on-going package so there is **no additional fee****



# Professional Development & Training Programme

[Book 15min call to find out more](#)

“**The WPCS Franchise professional development programme has given me so much confidence as a new business owner**





# What's the investment?

[Book 15min call to find out more](#)

**In time, you can expect to see a (pre tax) profit of between £70k-£100K with an investment of:**

Licence, Territory &  
Initial Training

£12K + VAT (one off fee)

Monthly Franchise Fee  
(fixed)

£295 + VAT (per month)



**A more detailed breakdown is given on your initial call with us to explain typical running costs for this business**



**Finance options are available & we can support you through a Government backed lending scheme**



**Because WPCS Franchise Ltd's business model does not require you to buy vans, cleaning equipment, employ staff or work from an office, you set up costs are massively reduced**



# Who are we?

[Book 15min call to find out more](#)



**Ann Brebner**



**When Ann left her role as Detective Constable at the Metropolitan Police Force over 18 years ago, it was with one goal in mind – to create a fulfilling and flexible career around her young family.**

**Her twin boys were still babies when she took the leap and set up a cleaning company. Realising the power of collaboration when it comes to running a business and with her naturally caring and compassionate nature, Ann took a lead role in a local networking group where she became a trusted and reliable mentor for likeminded business owners. She later set up a company specialising in commercial cleaning, and Workplace Cleaning Solutions was born.**

**Ann is now empowering others to replicate her successes, to build their own rewarding businesses through the Workplace Cleaning Solutions brand, in a sustainable and environmentally friendly way.**

**Plus our amazing, experienced  
WPCS Business Support Team**





# Who are we?

[Book 15min call to find out more](#)



**Catherine Fitch**



**Catherine has always held a strong belief that everyone should be able to enjoy their lives and love what they do. After the birth of her son, this belief became her lifelong passion.**

**Driven by her desire for a better work-life balance, Catherine stepped away from her corporate career where she had over 20 years' experience in training, coaching and recruitment and a Masters in HR Management, and moved into commercial & domestic cleaning.**

**Here she met Ann and, quickly recognising their shared mindset and ideals, Catherine became a business partner in Workplace Cleaning Solutions. She has since been instrumental in looking at innovative ways to bring more efficiencies to the business, and has an ambitious vision for their unique franchise model to be unlike any other in the industry.**

**Plus our amazing, experienced  
WPCS Business Support Team**

# What's the next step?

[Book 15min call to find out more](#)

“

**If the content of this brochure has sparked your curiosity & raised more questions about this opportunity, then Ann & Catherine are happy to answer them for you.**

**Having a conversation is the quickest & most accurate way to get the specific information you need to make an informed decision on whether this opportunity is right for you.**

”

**To find out how you can have a home-based business that balances with your lifestyle**

**Book 15min call now!**



# FRANCHISE case study

[Book 15min call to find out more](#)

**The professional training has been excellent, I am now confidently seeing clients and winning contracts. I get so much support from Ann, Catherine & The WPCS Team.**

## Keith's journey ....

**Keith has gone from knowing nothing about the Commercial Cleaning Industry to confidently meeting clients, conducting risk assessments, interviewing cleaners & so much more!**



**Keith Loryman**

WPCS Business Owner,  
Northampton East



**Keith has been dedicated his networking activities which has meant he is becoming well known in his business area.**

**Keith has proudly secured commercial cleaning contracts in a few months of fully focusing on his business**

# FRANCHISE case study

[Book 15min call to find out more](#)

**"I am excited about the potential"**

– Keith Lorryman

## THE GOALS

**Keith has an ambitious vision to build a sustainable family business with his daughter before he retires. He now runs the Workplace Cleaning Solutions franchise for Northampton East, which includes the towns of Wellingborough, Kettering and Corby, and is well on the way to achieving his goal.**

## MEET KEITH...

The father-of-two daughters has a background in property compliance, as well as hotel and restaurant management, but had been seeking a new business opportunity.

"I had been looking for a rewarding and challenging opportunity that would allow me to work together with my daughter Hannah on for some time," revealed Keith.

**"I came across Workplace Cleaning Solutions while looking for a businesses prospect to invest in, and it was perfect.**

"I was attracted to the idea of becoming a franchisee as soon as I met Catherine and Ann, as it's clearly something that Hannah and I can work on and develop.

"It's a really good business model that can grow in terms of the potential income, and to have Ann and Catherine mentoring us means that Hannah and I will pick up lots of tips about becoming a successful business owners."

## WHY WORKPLACE?

**Keith explained that one of the big appeals is the unique model that allows Workplace franchisees to build and grow their commercial cleaning business by leveraging the skills of experts to focus on what's important.**



**Keith Lorryman**

WPCS Business Owner,  
Northampton East



# FRANCHISE case study

[Book 15min call to find out more](#)

**He especially loves the support they have been given, which has enabled them to get up and running very quickly, and is looking forward to eventually employing teams of cleaners and more lucrative contracts as they grow.**

"It's very much about leveraging existing services and other people's expertise to create a better work-life balance, while still making a profitable business," said Keith.

**"There is lots of support, such as people who can do your social media for you, and people who can do all the recruitment of the cleaners, leaving us to focus on running the business.**

"It's the full package because they provide these services and business development.

**"Catherine and Ann impressed me with their professional approach, and their warmth and generosity. They are very authentic and passionate."**

## THE FUTURE

The ambition for Keith in the long term is to have a successful family business that he can fully hand over to his daughter, but he acknowledges that having the flexibility and ability to balance other things in life is just as important.

**He says that is one of the key reasons why he did lots of research on franchisee options before making the decision to invest in his future with Workplace.**

"I did my due diligence and this opportunity seemed really good because the information about it all was really detailed, such as the Q&As they supplied, which answered most of my questions," Keith explained.

"I am excited about the potential and about building a family business with my daughter, who really liked the idea of being self-employed.

**"The dream for me is to hand a viable and sustainable business over to Hannah in five years' time and then retire!"**





# FRANCHISE case study

[Book 15min call to find out more](#)

**"They are the perfect people to help you run it successfully"**

– Barry O'Connor

## THE GOALS

Barry runs the Workplace Cleaning Solutions franchise for Coventry Central with a strong focus to build a successful commercial cleaning business in a sustainable and flexible way. He makes sure to maximise the unique business model that Workplace provides as he strives towards his goal.

## MEET BARRY...

Barry has been running a cleaning business for many years in the domestic market – this is how he got to know Ann Brebner and became interested in the Workplace Cleaning Solutions franchise opportunity.

"I became the owner of a domestic cleaning business in 2004, but it was always in the back of my mind to build a commercially-focused cleaning business," he explained.

"It was something that I have been toying with because of lot of my domestic customers also had businesses, so it seemed like there could be natural opportunities there."

Having made the decision, Barry has no regrets, and points to the character and experience of Workplace's owners as why he is confident that he will achieve his goals.



**Barry O'Connor**

WPCS Business Owner,  
Coventry Central



# FRANCHISE case study

[Book 15min call to find out more](#)

"They are a great team to work with!" he said. "Both Ann and Catherine are very committed and driven by what they want to do."

**"Catherine has the corporate background and experience which is very useful, and Ann is more customer-facing which is how she has built a great reputation. Both of them are very good at what they do and are very professional and committed in their approach and how they work."**

## WHY WORKPLACE?

Apart from the experience of Ann and Catherine, a key driver for Barry in deciding to become a franchisee has been the business model that is in place, which enables franchisees to get set up very quickly by leveraging existing services.

**Combined with Workplace's values and philosophy around the importance of a healthy work-life balance, Barry believes it all adds up to a great opportunity.**

"They want to run the business in the right way, and they have a plan in place, so I think it all makes sense."



**"The support framework they have in place is very important," he said. "I want to make money, Workplace's approach is very good because having that support network in place frees me up as the business owner to get more clients."**

**They take all those time-consuming and tricky jobs away and give them to people who are experienced in that field, so I can concentrate on developing the business and on things like networking."**

# FRANCHISE case study

[Book 15min call to find out more](#)

“They want to run the business in the right way, and they have a plan in place, so I think it all makes sense.”

Barry's advice to people who may be thinking of investing and becoming a franchisee is to arrange a meeting and understand how it all works.

“I would say speak to Ann and Catherine, and you will see they are very genuine people and want to help you build a successful business,” he said. “Their approach is very much to guide and support you on the way, but you will still be running the business, and they will help you when you need it.”

“What Ann and Catherine are doing for this industry is cutting edge. It's tailored towards common business needs, and they have put a package together for franchisees that is ready to roll.

**“They are the perfect people to help you run it successfully.”**

## Barry's journey so far....

One of my recent cleaning contracts has totally transformed my business, bringing me an annual revenue of £65K and giving me the potential for the growth I am looking for in my Commercial Cleaning Business.



I feel more confident now about speaking to clients, having the full brand of Workplace Cleaning Solutions behind me I can feel more assured about what I can offer as a business owner.



# Our **CORE** Values

[Book 15min call to find out more](#)



## **Sustainability**

The ability to be maintained with a strong emphasis on balance. At the heart of all innovations is to create something that allows long term strategies to be applied to reduce stress and increase happiness.



## **Integrity**

The state of being whole. We recognise the whole picture of running a commercial cleaning business. That means the impact on the franchisees wider community, like family. We look to create solutions that allow every factor to be taken into consideration.



## **Collaboration**

The action of working with someone to produce something. Our mission is to empower our franchisees so they come from a place of strategy not fear. We share our knowledge & experiences to allow this and create a safe place to discuss options on how to move forward.



## **Innovation**

A new method. It is important that we create solutions specific to our franchisees and design with them in mind, always. Our innovations are born from feeling frustrated at the lack of general understanding and perception of the cleaning industry. We challenge that on a daily basis and remain constant advocates through our innovations.



## **Practical**

Be effective in real circumstances. We create solutions that can be applied now to allow our franchisees to apply simply & effectively. All our services are tested on current cleaning enterprises to ensure they work in real life.



## **Happiness**

A sense of well-being. This is our most important core value. We strive to deliver practical & innovative services that allow our franchisees to step back and enjoy a full & balanced life of their choosing. Giving them the space & time to work on their well-being whilst running a profitable & sustainable business with joy.

# What's the next step?

[Book 15min call to find out more](#)

“

**If the content of this brochure has sparked your curiosity & raised more questions about this opportunity, then Ann & Catherine are happy to answer them for you.**

**Having a conversation is the quickest & most accurate way to get the specific information you need to make an informed decision on whether this opportunity is right for you.**

”

**To find out how you can have a business that balances with your lifestyle**

**Book 15min call now!**