



Nuserve's Positive Impact Report

An independent, family-owned contract cleaning company putting the customer first.



Nu

September 2022

Certified



Corporation[®]

bcorporation.net

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Save trees.
Please do
not print this
report.

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About NuServe

Foreword

NuServe has been a B Corporation bellwether in the facilities industry for two years now, as the United Kingdom's only B Corp certified cleaning company.

And there are palpable reasons why we are currently the only one – the cleaning industry is not your typical 9-to-5 start up with 11-50 full-time employees on LinkedIn and working from one centralised office.

The facilities industry has a historically low-paid contracted workforce, inherently poor retention rates (p 26) and operates from 100's of sites dotted around the country.

Like with many businesses, a hefty amount of our carbon sits in Scope 3. The industry has deep supply chains with raw materials, products and equipment travelling from far-flung places.

We'd also be greenwashing if we said we have a solution for sustainably disposing nitrile gloves or microfibre cloths. But we're trying to ask questions that technology hasn't got a truly sustainable end-of-life solution to yet.

It's dizzying, nuanced, and at times feels like Mark Mason's *KFC bucket full of Rubik's Cubes*, complete with unintended consequences.

With our **company's roots in South Africa**, it was Desmond Tutu who offered this not-so-vegan sage advice; *"there is only one way to eat an elephant: one bite at a time."* This wisdom, coupled with countless materiality assessments, is how we tackle sustainability issues, for people and planet.

Whilst cleaning often goes unnoticed until something is *not* done, this under-valued industry has a massive impact on buildings and the people inside them.

We have an obligation to understand and check the ingredients in the detergents we expose our staff and clients to. **Ninety percent of NuServe's cleaning agents are powerful plant-based products, inspired by natural processes** (see page 14).

It's an elephantine undertaking but **changing hearts and mindsets of employees** is one of our biggest challenges. Without becoming a *paper pusher*, time must be spent persuading employees firstly not to print needlessly, and then secondly, that the 100% recycled 'horrible brown paper,' has a lovely ivory hue and a bygone-Charles-Darwin feel to it.

It is alarming when, during a waste workshop, South American employees know first-hand about western countries' uncontrolled dumping of waste to low-income countries.

Sadly, it is their home countries that are most affected by climate change, but even in the relative cushiness of the UK, our operatives are the most impacted by floods and heatwaves. If infrastructure fails, they cannot get to work and therefore will not be paid.

Of the Five pillars of B Corp, Community, Customers, Environment, Governance, Workers; Workers is the one that worries us. Simon Duke mentioned in his 2021 Foreword, that as **a family-run business**, we aim to **reduce working family poverty**.

Among many other industries, the cleaning industry systemically offers 'bad jobs'. We have been focusing on the **Good Job Strategy** to improve staff productivity and drive by investing in employees in low-paying positions.

NuServe is a **Living Wage service provider** (Page 28), and we encourage clients to pay the

NuServe is the United Kingdom's only B Corp certified commercial cleaning company.

real Living Wage. Ironically, the elephant in the room is that many companies paying below the real Living Wage have substantial sums for CSR budgets.

It turns out the **business of nature and the nature of business** are too far removed from each other as both value efficiency, resources, and time.

Sustainable solutions are niggly and pioneering at the beginning, but when they finally come together it should **make business sense and hit the triple bottom line**. One recent example, which was uncharted territory for Nuserve was the procurement of part of our uniforms from charity shops (page 15).

The goal is to be carbon net zero by 2030, where we will emerge with our biodegradable palm leaf bucket filled with solved recycled HDPE Rubik's cubes covered in positive microbes, so that we can **share this planet with future generations** of people (and elephants).

Regards



Georgina Lockwood
Sustainability Officer



What it means to be B Corp...

At the time of publishing this report (31 August 2022, NuServe was the only B Corp certified facilities company in the United Kingdom.

What does it mean to be a B Corporation?

In addition to financial decisions, NuServe is legally bound to consider the impact of our business on our people and the planet in a transparent and accountable manner.

All B Corps must re-certify every three years to ensure they continue to meet the environmental and social standards. In the years between, we are required to complete an annual impact report to show the progress we're making.

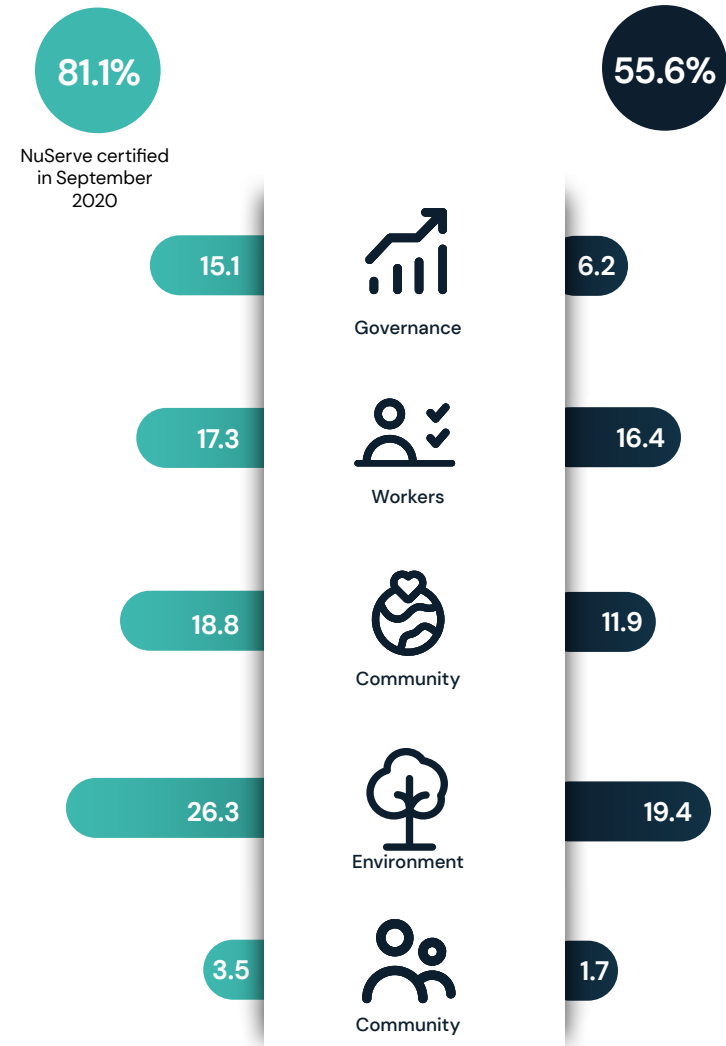
Our second Positive Impact Report

In this report we aim to measure and highlight our ongoing commitment to both people and planet, as well as identify areas of improvement.

As a company we understand that our decisions have an impact on our workers, customers, suppliers, community, and the environment.

Read our 2021 [Positive Impact Report](#) here.

NuServe vs Industry



Our mission

To quote the words of Nelson Mandela, 'vision without action is just a dream, action without vision just passes the time, and vision with action can change the world.'

In October 2021, we developed five internal goals to help us honour our mission statement.

INCLUSIVELY
SHARED
Innovation through ACES



Ensure 85% of materials are non-toxic and sustainable.



Become carbon net zero by 2030 by reducing Scope 1, 2 and 3 emissions and remaining Carbon neutral until such time.



Increase employee engagement to boost staff retention.

MISSION STATEMENT

To uphold the right to good work and fair pay, to protect our people and planet, and to deliver a quality service that honours the trust afforded to us.

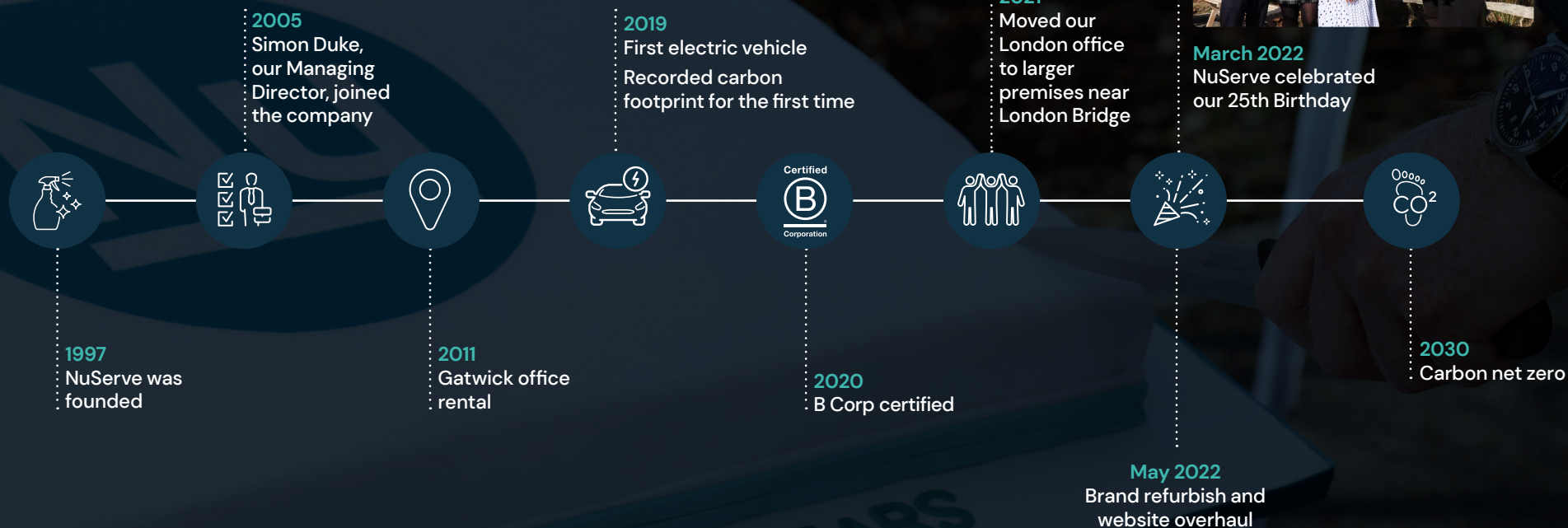


Eliminate single-use plastic in the NuServe supply chain.



Pay 100% of the workforce the real Living Wage.

Our timeline



You might have noticed that we have changed things with a new look.

NuServe in numbers



1997

founded by South African born Vincent Lockwood.

58%

of us support a charitable cause.

3

offices in the UK: London, Gatwick, and Coventry.

5

other locations including Dublin.

Only **37.5%** of us use reusable water bottles.

60% identify as female.

40% identify as male.

46

the number of different countries that our employees hail from.

25%

of us cycle to work.

Cobotics

In early 2022, NuServe introduced cleaning robots to key sites. The robots clean beside operatives, but focus on mundane repetitive tasks. This frees up the operatives' time to focus on responsive or deep cleaning, providing value for the customer.

Cobotics is the industry term for robots cleaning alongside operatives.





17th June 2022



10th February 2022



14th January 2022



8th December 2021



19th August 2022



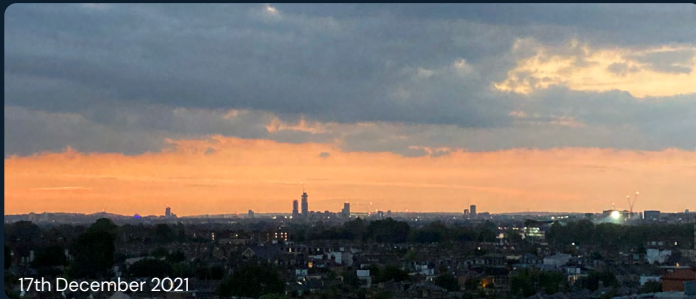
28th January 2022

Hidden figures

NuServe developed a sunrise/sunset photo series as part of our new social media content plan – we asked our staff to share an inspiring image of twilight or daybreak on route to, or at work.

Cleaning is crepuscular, taking place in the very early mornings or late at night, the red-eye shift, so to speak. Our aim was to highlight the unsociable shifts our staff work, as well as show off the diversity of the locations we access.

The photographs are shared on Twitter at the exact time of day the photograph was taken on the nearest Friday.



17th December 2021



30th December 2021



4th February 2022



15th December 2021



26th August 2022



4th October 2022



Helping our planet

Environmental impact overview



60%

of our fleet is comprised of electric vehicles.



1616

fruit trees planted in Africa to help people on the breadline in Tanzania, collaboratively won a Green Apple Award for this project.



90%

of our cleaning supplies and materials are plant-based and chemical free.



62

old iMops, part of our cleaning machinery, were recycled by our janitorial provider and thus avoided landfill.



21

acres of rainforest carbon sinks protected on behalf of new clients.

How are we doing on our environmental goals?

| <i>In 2021, we said:</i> | <i>We are still grappling with:</i> | <i>In 2022, we achieved:</i> | <i>Comments</i> |
|---|-------------------------------------|------------------------------|--|
| Carbon footprint – continue to reduce and offset our carbon emissions. | | ✓ | <i>Excellent news, we continued to reduce our carbon footprint.</i> |
| Electric fleet – convert fleet to 100% electric. | ✓ | | <i>Electric vehicles are popular! We're on a waiting list and the date for our new vehicles was pushed back.</i> |
| Electricity use – set up systems to reduce electricity use in our offices. | ✓ | | <i>We moved offices and are attempting to work with a new landlord.</i> |
| Recycling and waste streams – train staff to have a better understanding of waste streams and recycling rates for clients. | | ✓ | <i>We had training with our managers but there is still work to be done.</i> |
| Scope 3 carbon emissions – understand and monitor the company's Scope 3 carbon emissions. | ✓ | | <i>This is a big undertaking with a lot of stakeholders but we are taking it in our stride.</i> |
| Single-use plastic – reduce single-use plastic going onto clients' sites. | ✓ | | <i>This is not fully in our control but we working on it.</i> |
| Supply chain and procurement – make better procurement decisions for both people and planet, abiding by circular economy principles. | | ✓ | <i>90% of detergents are green and derived from nature-based processes.</i> |
| Tree planting and rainforest protection – continue to preserve the natural world and mitigate climate change via by planting trees and protecting carbon-rich habitats on behalf of our clients. | | ✓ | <i>We're on track in our contribution in protecting the lungs of our earth.</i> |

Supply chain and procurement

In 2022, we have been working towards understanding our quarterly material orders to better inform procurement decisions and prioritise our supply chain.

As a cleaning company, we have a responsibility to our workers, customers, and the environment when we consider the products we expose them to.

This initiative will guide the mapping of our supply chain and Scope 3 emission reductions going forward.

Majority of our quarterly material spend



Eco-friendly cleaning products



Nitrile gloves



Microfibre cloths



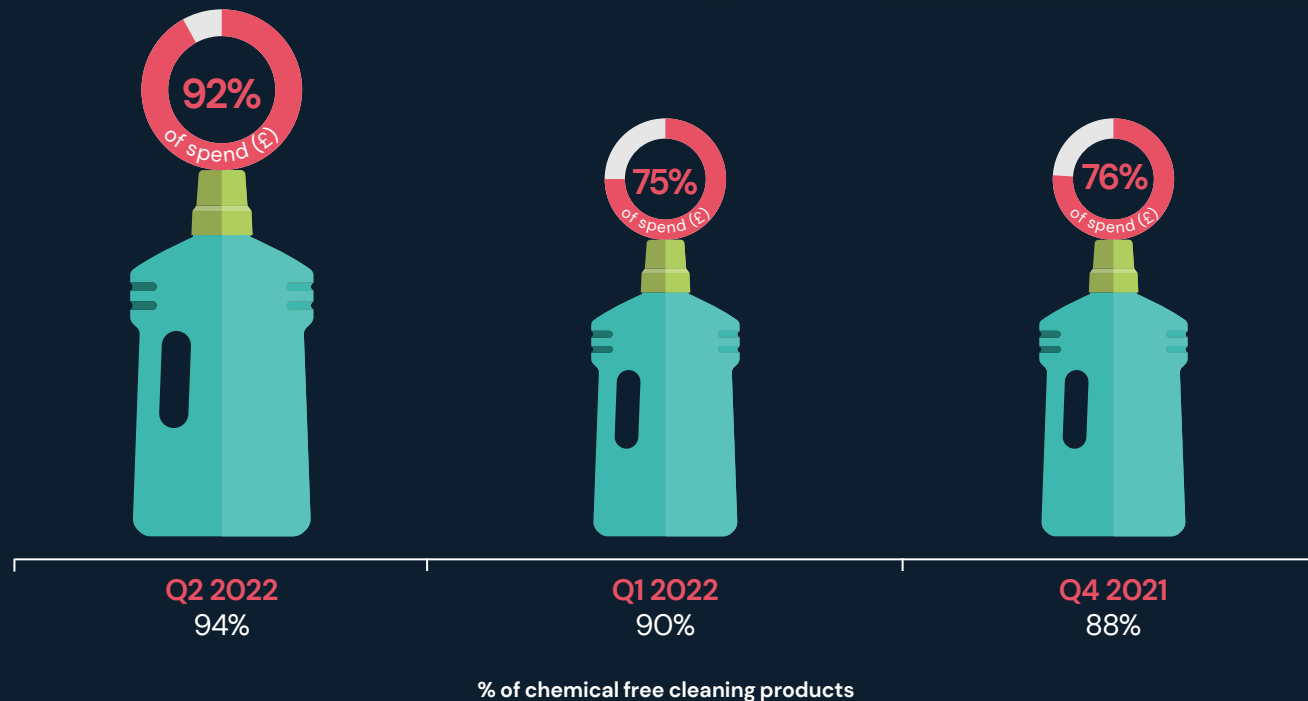
Mop heads



Mop systems



Trolleys & carts



*Figures as per close of Q2 (end of June)

Giving (and circling) back

Uniform procurement doesn't need to cost the earth. NuServe began obtaining part of our uniforms from Royal Trinity Hospice (RTH) charity shops in 2021, a decision which hits the triple bottom line by:

Supporting a social cause

The Royal Trinity Hospice Charity shops are responsible for raising half of the hospice's annual funds. In 2022, the hospice must raise over £11m to supplement the funding from the NHS; the charity shops are expected to account for just over a half of this figure. Annually, RTH supports on average 2,400 Londoners in palliative care.

Further to this, diversity, equality, and inclusion discussions unfolded as female managers did not feel comfortable in collared work shirts. Thus, we adapted the programme so that employees could purchase their own clothes for work and get reimbursed for charity shop receipts.

Procuring uniforms from RTH opened a conversation with our employees about consumer habits and fast fashion as not everyone was onboard initially.

Reducing our carbon footprint

Fast fashion means RTH charity shops receive 20-25 tonnes of unwanted clothing a month and go on to sell approximately 30,000 donated items monthly. RTH passes on any unsold items to a reputable textile recycling merchant.



Saving us money

Our budget per shirt was £25 and we purchased the shirts from RTH for £18. The shirts are new and of excellent quality, donated to RTH by a high-end retail brand and valued at circa £90 per shirt.

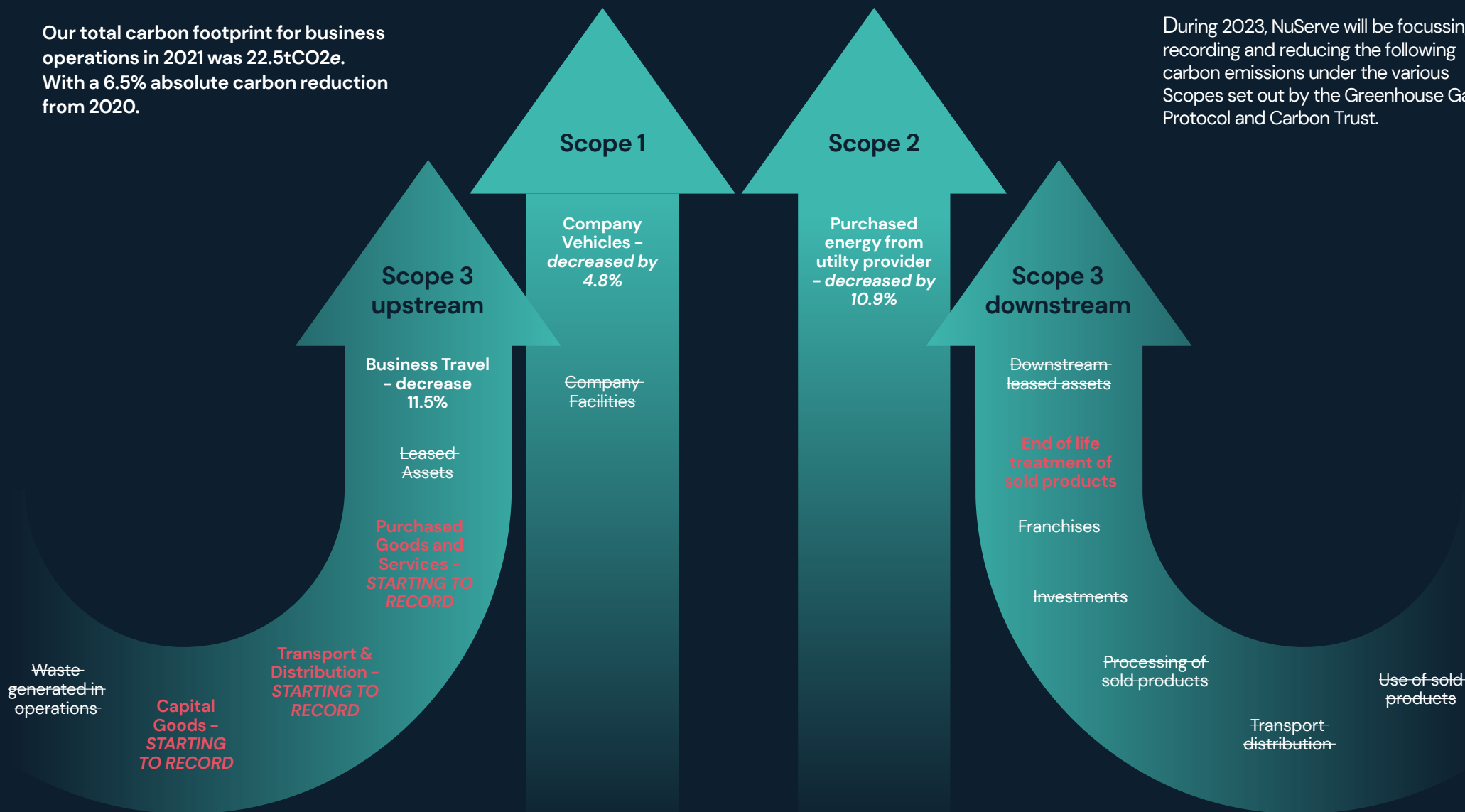
*All figures are provided by Royal Trinity Hospice.

Scope 3



Our total carbon footprint for business operations in 2021 was 22.5tCO₂e. With a 6.5% absolute carbon reduction from 2020.

During 2023, NuServe will be focussing on recording and reducing the following carbon emissions under the various Scopes set out by the Greenhouse Gas Protocol and Carbon Trust.

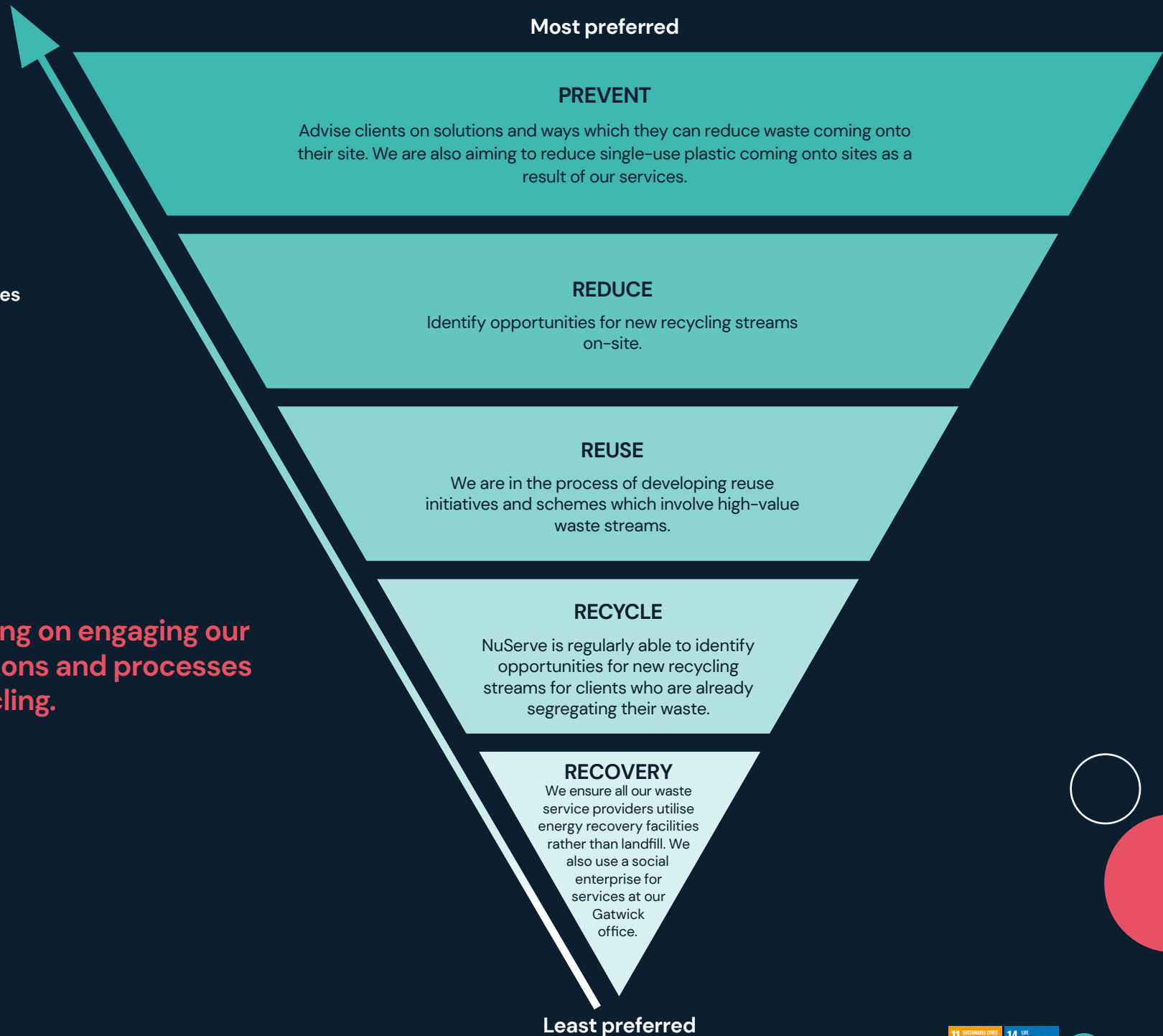


Waste training

Waste management, in our own offices and at our clients' sites, is a high impact area for NuServe.

NuServe, by applying the waste hierarchy approach, aims to help our clients:

In 2023, we will be working on engaging our operatives in conversations and processes around waste and recycling.



Goals & projects for 2022/23



Carbon Reduction Plan



Focus on the reduction of our Scope 1 and 2 carbon emissions

Creating a management policy and setting up best practise training on:

- Electricity
- Paper
- Waste
- Business travel



Begin reporting and finding solutions to track our Scope 3 carbon emissions

Conducting a life cycle assessment and begin mapping our supply chain, focused on 80% of our material spend.



Grow our understanding and find solutions for ongoing environmental challenges

- Single use plastic in supply chain arriving on site
- Solution to recording managers' commutes
- Understand operatives' commutes and site placements
- Waste engagement initiatives for operatives



Helping people



Social impact overview



60

hours of volunteering completed



£774.07

worth of uniforms purchased from charity shops in support of Royal Trinity Hospice



5,156

completed lessons on our online training platform for operatives



54%

paid the real living wage



1

successful apprenticeship scheme



£7,650

donations made



10

members on D&I council

How are we doing on our social impact goals

| <i>In 2021, we said:</i> | <i>We are still grappling with:</i> | <i>In 2022, we achieved:</i> | <i>Comments</i> |
|--|-------------------------------------|------------------------------|--|
| Accurately measure employee retention – with the aim to improve. | | ✓ | <i>We're measuring but we need solutions.</i> |
| Apprenticeship – offer an apprenticeship scheme. | | ✓ | <i>Done!</i> |
| Cycle Scheme – trial a cycle to work scheme programme to incentivise supervisors. | | ✓ | <i>We trialled it.</i> |
| D&I Council – respond to feedback and implement feasible changes discussed in D&I meetings. | | ✓ | <i>Going well, read about our success on page 25.</i> |
| English lessons – staff have asked NuServe to facilitate language lessons. | | ✓ | <i>We had 60 operatives interested in lessons which we were able to facilitate. This project has revealed a need for clearer communication channels.</i> |
| Living Wage percentage – needs improvement via ongoing reporting and account management training. | | ✓ | <i>In June 2022, 100% of our staff who work outside of London were paid the real Living Wage.</i> |
| Volunteering – increase volunteering hours. | | ✓ | <i>There is always time to volunteer more.</i> |

Apprenticeship

In September 2021, NuServe took on our first ever apprentice. Zachary Hayes Li, from East Croydon, is completing a 15-month marketing assistant apprenticeship through Straight A Training supported by NuServe.

Zac works with NuServe four days a week with one day dedicated to his studies. He has yet to make a cup of tea, as the marketing department keeps him very busy: managing our social media accounts, website updates, SEO strategy, employee engagement campaigns, taking photographs and completing awards entries.

His studies with Straight A Training cover the key knowledge, skills, and behaviours in the field of marketing including marketing principles, ethics, technologies, and trends.

"I decided to do a marketing apprenticeship because I wanted to get lived-through experience working on marketing projects, while simultaneously studying towards a qualification.

It's important to me to do work that aligns with my values, so NuServe stood out to me as a B Corp with a sustainability ethos.

Learning has been as much a part of my actual role at NuServe as my tutoring with Straight A Training; I've been lucky enough to have great support from my manager and my tutor.

I've enjoyed the variety of tasks in the apprenticeship- from social media to helping create reports. I feel like I've gained a well-rounded practical knowledge in marketing."

Zachary Hayes Li

 [LinkedIn](#)

Charity work



NuServe has gifted in kind £5,196 of cleaning services to FareShare Food Bank in the West Midlands. FareShare is a charitable food redistributor, supplying nutritious surplus food from across the food industry to charities across the United Kingdom.



ST CATHERINE'S
HOSPICE

Donations:
£7,650

mace
foundation

CRAWLEY SWIMMING CLUB

S.A.I.N.T
south africans in need trust



We have also come full circle with Royal Trinity Hospice by donating unwanted or lost clothing from clients as well as volunteering at the RTH clothing depot in Balham.



Diversity, equity & inclusion

Meet our D&I council



Cindy Marin



Cristian Cano



Darren Purchase



Ewelina Rodak



Festus Egbeyemi



Georgina Lockwood



Lauren Smith



Mike Ugwu



Rildo Montano Garcia



Yvonne Duke

Diversity, equity & inclusion

Our D&I Council was formed in 2021, and council members meet monthly to brainstorm ways to make NuServe a better and more inclusive place to work. Collectively, the council overcomes issues on site and sets the agenda for our Diversity, Equity, and Inclusion calendar. Our D&I Council has a direct line to the senior management team.

Here are some of the ideas being implemented because of the D&I Council's suggestions:



Birthday Cards

Everyone at NuServe now receives a birthday card.



On-site team meetings

At the request of the teams, managers meet with them, rather than just having one-to-ones with the supervisor.



Team of the Month Award

Awards are now given to teams as well as individuals.



Christmas Chocolates

We sent festive chocolates to all staff for the first time.



Set the D&I calendar for NuServe

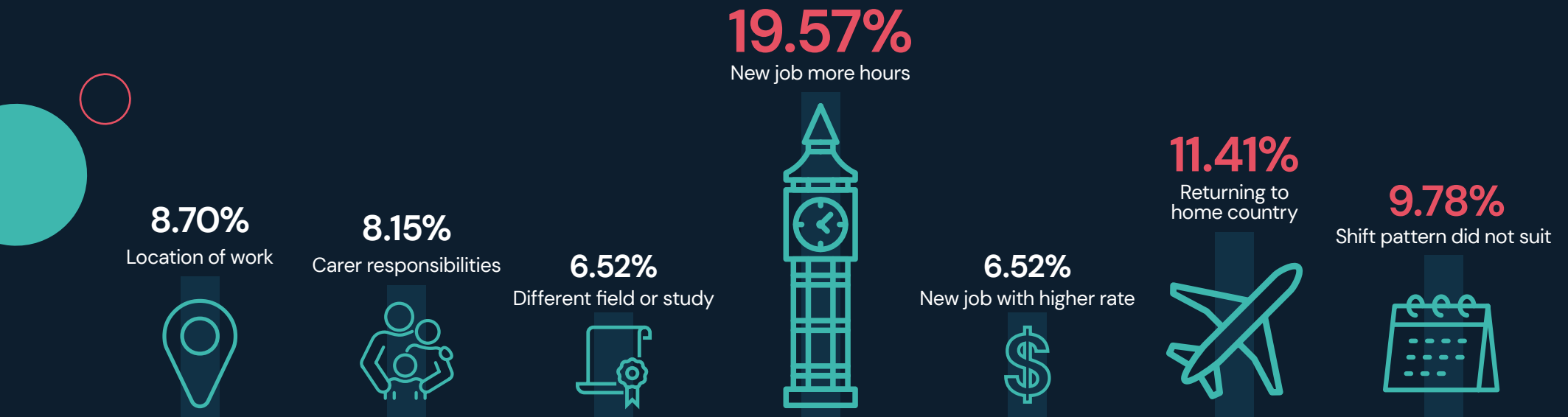
We acknowledged and created awareness for a couple of important days such as *Show Racism the Red Card Day* in October.

Employee retention

One of NuServe's primary goals is to **improve employee retention**. A loyal workforce means our customers receive a better service, less management time is spent on recruitment, and, as a company, we are in a better position to invest in training and skills development for our staff

Our family values mean staff retention among full-time employees is high at NuServe; however, staff retention among contract workers is lower. Sadly, this is a universal truth across the cleaning industry.

Over the course of 2021/22 we have been monitoring the key reasons for operatives leaving our employ, with the aim of mitigating the leading causes with clients in the future. We have already begun exploring **innovative ways** in which we can implement The Good Job Strategy on sites, focusing on improving employee productivity, contribution, and motivation by investing in employees in low-paying positions.

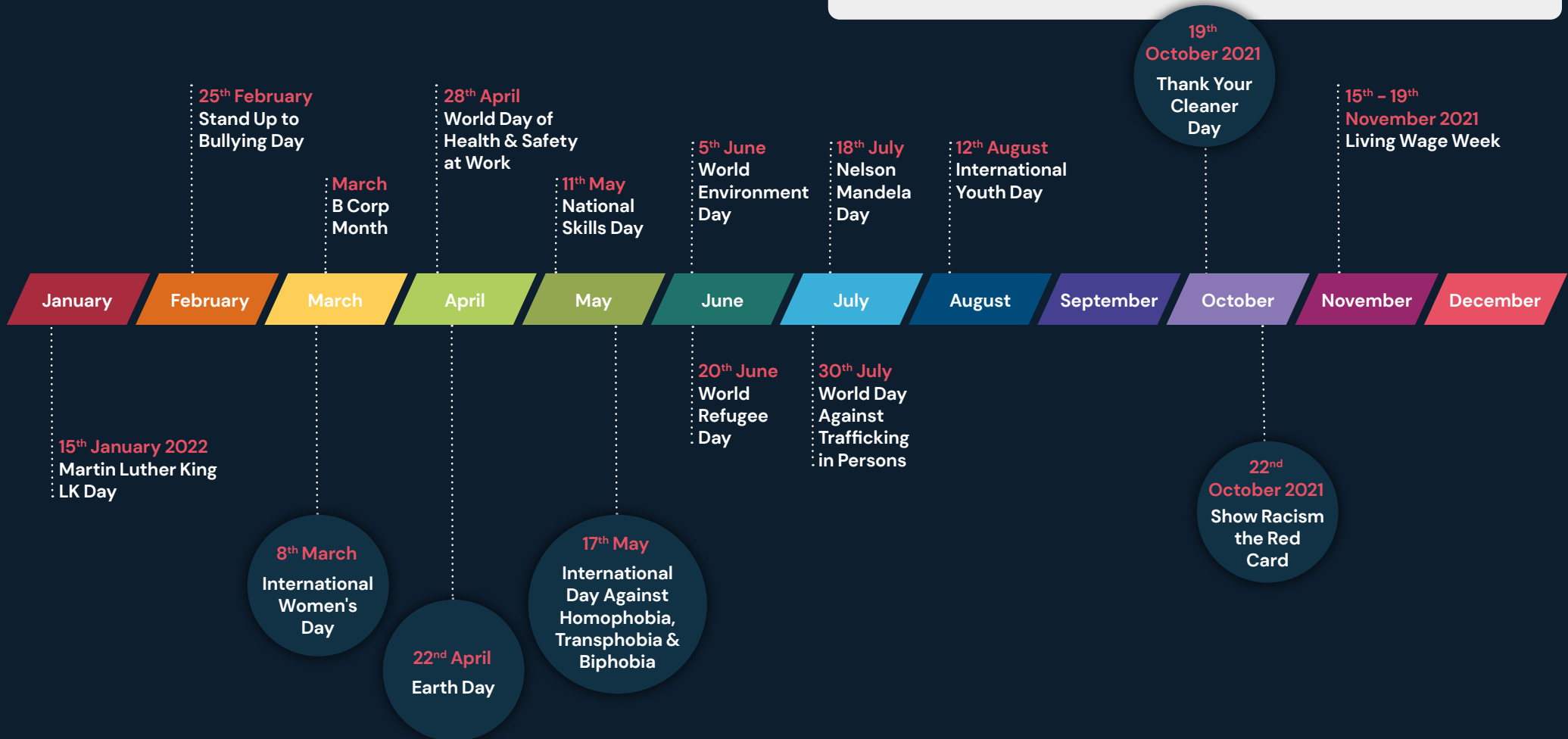


From 1 September 2021 to 31 August 2022, the leading reasons for operatives leaving our employment are:

Social impact drives

When last did you thank your office cleaner?

Operatives are the unsung heroes of the pandemic; it was thanks to their hard work that business could continue as usual. Sometimes they are the treasured housekeeper and valued member of the day-to-day workforce. More frequently, cleaning teams are hidden figures working red-eye hours to get the job done. All too often cleaning is a thankless task, but not on **THANK YOUR CLEANER DAY!**



The real Living Wage

5.5 million workers in the United Kingdom earn less than the real Living Wage. That's one in five people in the working population who are struggling to afford the basics amongst the cost-of-living surge.

NuServe is a **Living Wage service provider**, our aim is to pay all our frontline workers the real Living Wage. It is not common knowledge that the rate of pay for operatives is determined by the client/site and not by the commercial cleaning company.

Paying the real Living Wage means low-paid workers can reliably cover the essentials such as food, heating, transport to work, housing, and taking care of their children, as well as having the capability to cover unexpected expenses in life.

NuServe is a **family business with family values**, and we want our staff to be able to support their families without working themselves to the bone. People deserve to be able to spend time with their families. Thus, we are working with our clients to **restructure contracts in a pioneering manner** so that operatives can earn a fair rate and still deliver the same quality service.

We also know from experience that employees who are done right by and paid fairly are more committed, loyal, and professional. One of the primary reasons for operatives leaving a job is the rate of pay, due to the negative impact it has on their health, family life, mental wellbeing, and job performance.

What our operatives say earning the real Living Wage...

"Impacts my life, because I am a single mother. I have two children to support, and my expenses are high. I am not likely to accept a job that isn't the real Living Wage."

LIANY

"Makes a massive difference because everything is more expensive, and I have a family to support. I can see the change in my team when they earn the real Living Wage, they are more motivated and want to work harder."

FERNANDO



Goals & projects for 2022/23



Explore further on-site incentives for operatives.



Work out a way to engage operatives as well as communicate with staff more effectively.



Continue to respond to D&I Council feedback and implement feasible changes discussed in D&I meetings.



Living Wage Percentage - needs improvement via ongoing reporting and management training.



Grow our understanding and find solutions for our operatives' commutes and site placements as part of retention.



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