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Principle Windows announced as UK’s second largest operator

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Principle Windows, the vertical cleaning division of Principle Cleaning Services, has become the second largest window cleaning operation in the UK.

The division, which employs over 100 people and has a turnover of over £7 million, has a market share of 3.4 per cent, according to an industry report by IBISWorld[1].

Principle Windows has grown from humble beginnings in 2013 when it had four employees from East London Business Alliance – a non-profit making organisation, which gives local people the opportunity to get back to work.

It is now IRATA accredited and has a group of IRATA-trained abseilers, a five-strong management team, a technical lead and full-time safety and administrative support. Principle Windows also launched a Centre of Excellence facility in Stratford in 2019 and has developed bespoke, real time reporting through its drop marking platform.

David Saville, managing director of vertical at Principle Cleaning Services, said: “For our window cleaning operation to be the second largest in the UK in a highly competitive industry is significant, particularly when our portfolio currently only covers the London market.

“Although we operate in a mature sector with many operators, our strategy is to continue to grow organically through continued investment in our people, innovation, sustainability and the use of technology, to deliver even greater benefits for our clients.”

The report highlights that the UK window cleaning industry is worth over £200 million with revenue forecast to rise by almost 19 per cent in 2021-22 and grow at a compound annual rate of 9.4 per cent to £343.7 million by 2026-7. The private sector accounts for just over 49 per cent of industry revenue with the public sector accounting for almost 31 per cent and individual households just under 20 per cent.

The South East of England has the highest number of window cleaning operators with 18.4 per cent of the market, the North West has 10.4 per cent, the East of England and London has 10.2 per cent and the South West, 10.1 per cent. Scotland, which is the only region to require window cleaners to be licensed, has 8.3 per cent, with other UK regions totalling 42.6 per cent.