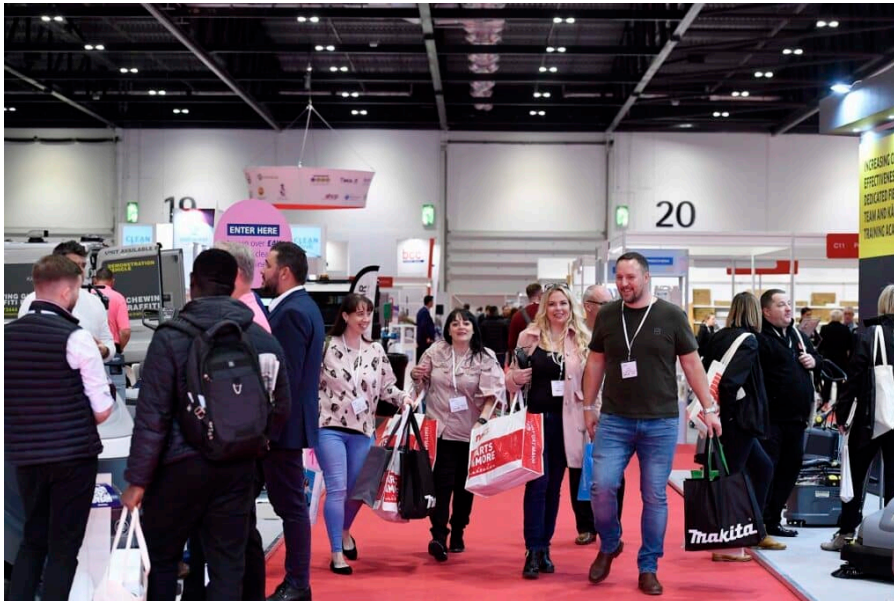


# Driving Change in 2023: The Cleaning Show unites industry experts to discuss latest trends

2 years ago



Recruitment, training and sustainability are among the notable trends set to be discussed at [The Cleaning Show 2023](#), which returns to the ExCeL, London from 14-16 March 2023.

Under the banner 'The Cleaning Sector in 2023 – Driving Change', the full line-up of this year's conference programme is now available online, highlighting the topics and speakers set to encourage learning, discussion and debate around the key topics facing a modern cleaning and hygiene sector, buoyed by greater public and political recognition earned during the COVID crisis.

Expert speakers from across the sector – including members of leading trade associations and industry organisations – will take a deep dive into a range of topics including recruitment pressures post-Brexit training and education, sustainability and climate change, employee wellbeing, technology and more. Attendees can also join keynote sessions presented by representatives from Dettol Pro Solutions and highlights from the CSSA's 'Innovation Showcase' programme.

Looking to the future

To kick start the conference programme, Jim Melvin, Chairman of the British Cleaning Council (BCC), will review the BCC's stated aims in his session '*The Cleaning Sector Post-Pandemic – Progress, Obstacles and the Future*' (14 March, 11:00). Here, Jim will review the successes and failures of the past 12 months, the key priorities moving forward.

Also discussing the future of the industry, Paul Ashton, Chairman of the CSSA, will be joined by

representatives from Infogrid, Softbank and ICE to discuss *'The future of cleaning – The role of data in driving positive change'* (14 March, 12:00). This session will help attendees understand the significance of data, the key benefits and how to overcome related challenges.

Paul Ashton will return on day two with representatives from Birkin, Bunzl and OCS to delve into *'The future of cleaning – How technology is creating career opportunities'* (15 March, 12:00). Here, the panel will answer questions such as, why did they choose to work in the industry? How do they see the industry changing because of technology? What technology do they feel will have the biggest impact? and more.

Meanwhile, a new panel discussion for this year's event will honour *'Hygiene innovation for the future'* (15 March, 14:00). It will be moderated by Louisa Moore, communications and sustainability leader, Kimberly-Clark Professional EMEA who will guide panellists through the trends – good and bad – that have emerged, along with the biggest challenges now facing the industry.

Closing the Conference Theatre on day one, three CSSA Innovation Showcase finalists will take to the stage for the *'CSSA Innovation Showcase Presentations – The future of cleaning'* (14 March, 15:00), to provide an overview of their innovation and explain how it is relevant to the future of the industry, including the key benefits.

#### Addressing emerging trends

Sustainability and climate change in the cleaning sector remains top of the agenda for many businesses and brands, as well as rising in consumer expectations. Other trends making an impact on the industry up for discussion during this year's programme include recruitment pressures post-Brexit, obstacles within training and education and employee wellbeing.

Nina Wyers, marketing and brand director, The Floorbrite Group will address the issue of climate change and the role of the cleaning sector in reducing its impact during her session *'Cleaning for climate change'* (15 March, 10:30). Elsewhere, Delia Cannings, Director at Environmental Excellence Training Development Ltd., and deputy chair of the British Cleaning Council (BCC), will stress the importance of training for cleaning and hygiene operatives to reduce risk factors whilst creating safer spaces. During her presentation *'Education Opportunities for the Cleaning Industry'* (15 March, 11:00), she will provide visitors with an understanding of the value of training, designed to assist with succession planning for the future.

Also urging the value of employees and the significance of front line workers in the cleaning sector, Kelsey Hargreaves, BICSc youth ambassador, will address the difficulties in recruiting and retaining staff in her session, *'Youth employment: Less talking, more action'* (14 March, 14:00). Kelsey will explore how and why the industry fails to attract a new generation of cleaning professionals, exploring the ways in which the sector can combat issues with youth employment.

#### Facing the truth

Other highlights of the programme will see a technical presentation led by Peter Thistlethwaite, technical projects manager at MSL Solution Providers, who will inform attendees on two of the most popular techniques of decontaminating cleanrooms: ultraviolet light systems and automated chemical misting (airborne automated disinfection systems). With recent changes to regulations concerning both of these decontamination systems, visitors are invited to join Peter in his session *'Whole-room disinfection – the impact of changes to regulations'* on 16 March, 10:30 to learn more.

Meanwhile, Elise Craig, programme manager of the Living Wage Foundation and Dominic Ponniah, CEO at Cleanology will discuss the living wage in '*Paying a wage based on the cost of living – why it's the right thing to do for your staff and for your business*' (16 March, 11:00), while Fiona Bowman, Managing Director for Dysart 57 Ltd. will return to the stage following her hard-hitting 2022 session 'Hidden in plain sight' (16 March, 11:00). She will offer advice on how to support staff experiencing domestic abuse.

Neil Nixon, conference director for the Cleaning Show 2023, said: "Knowledge and learning are at the heart of the modern cleaning and hygiene sectors – learning from experience gained during the pandemic, learning from each other, and learning from mistakes made. The cleaning sector has been re-energised by its role during the pandemic, and the agenda continues to be driven by a strong and determined British Cleaning Council.

"This conference will promote discussion and debate on what has been achieved, what needs to be done, and what resources are available in meeting the objectives of a critical sector providing an essential service at a time of limited budgets and recruitment challenges. This year more than ever engagement is key to ensuring that the cleaning sector continues its current upwards trajectory."

Paul Sweeney, Event Director, The Cleaning Show, added: "The cleaning industry is at a crucial turning point, with many suppliers and manufacturers tackling the ongoing issues of the cost-of-living crisis amongst other global problems. We are thrilled to welcome the industry's experts to the Conference Theatre in March to hear about the latest trends and challenges.

"I am confident visitors will leave with a greater understanding of the efforts being made to adapt to the new challenges faced, embracing the tools and strategies to overcome them with a fresh outlook on what is achievable. The cleaning and hygiene sectors are filled with so many new and exciting opportunities. We're excited to see people reconnect at the show and immerse themselves in the future of this highly valuable and exciting industry." Registration for The Cleaning Show 2023 is now open. To register for your free pass to attend and to find out more about this year's event, visit <https://cleaningshow.co.uk/london/>