

How has the cleaning sector coped with recruitment issues?

3 years ago



Insight from Nick Winstone, Co-founder, Biovate Hygienics

Experienced environmental entrepreneur Nick Winstone launched Biovate Hygienics, a pioneering manufacturer of sustainable and carbon neutral cleaning products, last year with a bold pledge to establish it as the country's 'go to' brand for sustainable and carbon neutral cleaning products. His commitment to safeguarding the environment is shared by members of the team he assembled at the start-up, and this is a key component of the recruitment strategy at the award-winning start-up.

Mr Winstone says: "The BioVate team is inspired by its passion for people, the planet, and achieving excellence. It believes in the power of teamwork and collaboration. Team members inspire each other every day to push boundaries and create innovative solutions that make a positive impact on people's lives.

"They are deeply committed to sustainability and protecting our precious planet. Through eco-friendly practices, responsible sourcing, and minimising environmental footprint, they aim to contribute to a greener future for generations to come.

"It is important to Biovate's founders that they appeal to people who would like to make a difference to the planet within their work and are passionate about sustainability".

New recruits to the company - known as 'Biovaters' - find themselves working in A-rated energy efficient offices in an idyllic former manor house in Northamptonshire countryside near Towcester, powered by sustainable energy. Ten percent of the company's profits are shared with employees and staff have access to a gym at the office, as well as a counsellor, paid for by the company. These are just some of the

employment perks on offer at Biovate Hygienics helping to keep a settled team and avoiding the high churn associated with some companies in the commercial cleaning sector.

The company, which has been named as this year's Start-up Business of the Year at the European Cleaning and Hygiene Awards, encourages staff to take a break from their hectic routine away from the office by meeting at local hospitality establishments for a team lunch to boost morale. This is part of a clear commitment to make the company a fun place to work and assist employees in preserving a successful work/life balance.

Mr Winstone added: "Biovate's recruitment strategy has been based on developing a 'talent pipeline'. To attract and retain talent it takes an unconventional recruitment approach, by looking externally and internally at the industry to secure the right people to support growth. To ensure it continues to support growth, it looks at the people, their skill sets and how they will fit into the team's culture, first and foremost. Also vitally important to Biovate's journey is tapping into former colleagues with relevant industry experience who have bought into the start-up's vision and want to be on board. They are part of Biovate's 'Talent Pipeline' of continuing conversations".

During the coming months Biovate expects to launch a new expansion drive and the company will be recruiting for roles as catering engineers, technical sales managers, hybrid engineer/ sales roles and account managers, who will be responsible for managing relationships with the company's distribution partners.