

## Navigating new horizons in the UK cleaning industry

3 years ago



The announcement of the new regional community groups at the [Cleaning and Support Services Association \(CSSA\)](#) annual luncheon was described as a milestone for the association. “The overwhelming response and keen interest from members to get involved was truly heartening,” said a spokesperson.

The association announced its aim is to anchor it as the leading light in the UK cleaning industry and bridge gaps by connecting professionals, amplifying shared knowledge, and ensuring both face-to-face and online interactions remain meaningful and accessible.

The CSSA said it is deeply invested in stimulating impactful transformations and benchmarking standards in the cleaning industry.

With an aim to create the ultimate support network, it is fostering an environment where each member feels heard, empowered, and driven to raise our collective industry profile. The association’s diverse offerings range from industry insights and thought-provoking guest sessions to dynamic Q&As and relevant online content, combined with an open invitation for collaborative networking opportunities.

Leading the CSSA, its chair Daisy Hunter provides strategic leadership, with Jo Gilliard backing as a pivotal board sponsor, supported by Matt Burtinshaw as its guiding light in ESG matters, with Laine Morris advancing HR, diversity and inclusion.

Combined with the efforts of other officers and the support of members, the CSSA said it is “passionately charting a promising course”.