

UK Cleaning Career Development Zone launched

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A new website launched at the Cleaning Show this week (March 18) will transform how cleaning sector staff find out about careers development and training opportunities, and will help attract new recruits to the industry.

The UK Cleaning Career Development Zone (www.ukcleaning.org.uk) brings together information about industry training and development courses in one place for the first time, where they can be easily accessed online.

It features details of over 40 courses at frontline, supervisory and management levels and for support roles, submitted by 16 education and training bodies from across the sector as well as industry case studies, information for employers and useful links.

Industry personnel will easily be able to find the training they need to succeed in their careers on the UK Cleaning Career Development Zone, whether that means moving upwards or sideways into cleaning roles in other sectors such as hospitality, healthcare, education, engineering, manufacturing or local government, to name just a few areas employing industry staff.

Making this information more accessible will help make the sector a more attractive destination for newcomers, who will be able to find out more easily how to advance and succeed in their careers.

A new publicity campaign promoting the website will also highlight the attractions of the industry to new joiners, with the strapline 'The sky's the limit'.

The British Cleaning Council (BCC) developed the new website in consultation with members. It expects

more courses to be featured on the site as time progresses.

BCC Chair Delia Cannings launched the website during her opening talk on the first day of the Cleaning Show.

Delia said: "This is a hugely exciting project for the whole of the cleaning and hygiene industry and it could be a game-changer in terms of helping staff progress, and in helping attract new recruits.

"The UK Cleaning Career Development Zone helps address the lack of educational structure in terms of pathways for staff progression in the sector.

"The sector has been crying out for years for disparate course information offered by different training bodies to be brought together in one place online, where it is easy to access. Visit the Zone to find out about the training you need to succeed in your career.

"Our publicity campaign for the website will highlight the incredible career opportunities the sector offers, in order to encourage new joiners. Our message to them is 'make a career in the cleaning and hygiene sector and the sky's the limit'."

Visit the Zone at www.ukcleaning.org.uk from March 18. Watch out for further information via industry media, social media and on Linked In under the hashtag #somanyoportunities.