

Mrs Buckét Announces Changes to its Senior Management Team

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[Mrs Buckét](#), the award-winning commercial cleaning company, has announced key changes to its senior management team.

Leading the changes, Kate Ablett has been promoted to Managing Director. Previously People and Operations Director, Kate now steps into founder Rachael Flanagan's former role. Rachael, who founded the business in 2005, moves into the position of CEO, allowing her to focus on the strategic projection of the business and continue as an inspiring brand ambassador for Mrs Buckét.

Swansea-born Kate, who now lives in Caerphilly, has been with Mrs Buckét for four years. She joined as Head of People, where she played a key role in introducing the company's senior leadership team. She later progressed to People and Operations Director, managing that team and overseeing operational performance.

In her new role as Managing Director, Kate will continue to lead the senior leadership team while focusing on driving efficiency and productivity across the business.

Key priorities include embedding recently introduced systems such as the client portal to enhance customer experience, optimising the accounting system, introducing new time and attendance processes, and maximising the output of the HR system. Continuing to grow, retain and attract both customers and colleagues will also be central to her role.

Kate Ablett said: "I'm thrilled to step into the role of Managing Director. One of the things I love most about Mrs Buckét is that anything is possible - you can grow ideas, you can change and you can try new things, and Rachael is fully supportive of all of this. It's an environment where people can genuinely contribute

and make a difference.

“It’s about building people with the right capabilities around you – it’s a great environment to be in. As a working mum of two, it’s important to me to work for a business that allows you to show up as your whole self while still getting your work done. Mrs Buckét truly enables that.”

Moving into the senior leadership team is Siwan Morgan, who has been appointed Senior Business Development Manager. Previously Business Development Manager at Mrs Buckét, Siwan’s promotion comes at a pivotal time as the company accelerates its growth strategy.

In her new role, Siwan will play a vital role in supporting all sales activity across the business, working closely with teams to streamline processes, nurture prospects and ensure every potential client experiences a seamless journey from initial enquiry through to onboarding.

As a key member of the team, she will drive the development and success of new sales opportunities, manage the sales pipeline, engage prospective clients and ensure the smooth onboarding of new customers.

Siwan said: “I’m really looking forward to stepping into this new role. I really enjoy the diverse nature of my work, which enables me to speak with a wide range of clients from different sectors – no two days are the same!”

She added: “As a Welsh speaker, I value the opportunity to speak Welsh in a professional capacity. The role also gives me a great work-life balance. Rachael is really inspiring and supportive. As a busy mum of three, there is nowhere I would rather work.”

Founder and newly appointed CEO Rachael Flanagan said the changes mark a significant milestone for the business: “This is an incredibly exciting time for Mrs Buckét. After achieving 30% growth in 2025 and welcoming more than 30 new clients, it’s vital we have the right leadership structure in place to support our continued expansion.

“Kate has been instrumental in shaping our senior leadership team and strengthening our operations over the past four years. Her passion for people, performance and progress makes her the ideal Managing Director to lead the business day-to-day.

“I’m also delighted to welcome Siwan onto the senior leadership team. Her drive, energy and commitment to delivering an outstanding client journey will be pivotal as we continue to grow.”

Rachael added: “Moving into the CEO role allows me to focus on the strategic direction of the business and continue championing our brand, our people and our purpose. We are building something very special at Mrs Buckét.”