

Churchill Group Welcomes Principle into its Group of Specialist Businesses

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[Churchill Group](#) has welcomed Principle, one of London's most established specialist commercial cleaning providers, into its group of businesses. With more than 37 years of experience, a strong reputation and deep expertise across London's landmark buildings, Principle and Churchill's Portfolio business will merge. This will see the Principle brand continue to operate under its well-recognised identity, with Churchill's Portfolio brand transitioning into it over the coming months.

The combination brings together two culturally aligned, employee-owned organisations with a shared focus on empowering teams, building long-term partnerships, and delivering positive social impact through responsible business. Churchill's employee-owned structure was a key factor in Principle's decision to join the group and merge with Portfolio, ensuring its people remain central to future success.

This integration strengthens and simplifies Churchill's specialist cleaning capability in London, creating a more innovative and enhanced offer for clients under a single, unified brand.

Strategic rationale

- Cultural alignment and shared values: Both businesses prioritise people, service quality and long-term client relationships. Their shared commitment to employee empowerment and responsible operations formed a core foundation for the future
- Employee Ownership at the heart: As part of Churchill's employee-owned structure, Principle's team will continue to work within an employee-owned business, supporting engagement, retention and service excellence. This move sees the second and fifth largest EOTs in the UK coming together
- Two best in class providers becoming even better together: The combination of Principle's long-

standing reputation for quality across London's landmark buildings and Churchill's specialist business structure, innovation capability and social impact programmes create a strengthened offer for clients and more opportunities for employees

- Greater opportunity for innovation and social impact: The integration unlocks additional investment in technology, sustainable cleaning solutions and community-led initiatives, enhancing the value delivered to clients and society

James Bradley, Group CEO of Churchill Group, said:

"Principle has been a respected name in our sector for decades. What immediately stood out was the cultural alignment between our two businesses, our shared focus on people, on doing the right thing, and on building meaningful client partnerships. Bringing Principle into our employee-owned group means we can create even greater opportunity for our teams and deliver an even stronger specialist service for our clients for the long-term. This is two of London's best cleaning providers coming together to become something even better."

Douglas Cooke, Executive Chairman, Principle Cleaning, added:

"Building Principle over the past 37 years has been an immense privilege. From the very beginning, we centred our work on people, the colleagues who brought their expertise and dedication, and the customers who trusted us to care for their environments.

As we looked to the future, finding the right home for Principle mattered deeply. Churchill's commitment to people, quality, and employee ownership aligns completely with the values on which Principle was built. Their specialist focus and their culture make this a natural and positive next step.

Seeing two employee-owned businesses coming together is also really exciting for me and gives me real confidence in the path ahead."