

# How to enter



Golden Service  
Awards 2024

## Golden Service Awards

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[www.goldenserviceawards.co.uk](http://www.goldenserviceawards.co.uk)

Follow on Twitter @GoldenServAward

Entries close on **Friday, 27th October 2023**

## Welcome

**We continue to live and work through a VUCA (volatile, uncertain, complex, ambiguous) environment. It is both a turbulent and remarkable era where we have all adjusted to embrace a world with a spotlight firmly on the performance of the cleaning and hygiene sector. Therefore, it is with excitement and pride that we bring you the Kimberly-Clark Professional™ Golden Service Awards 2024 (GSA).**

At the last Awards in May 2022, we celebrated being together again and the outstanding achievements of the industry and its people, during challenging times. Therefore, we hope that facility management companies, contract cleaning companies and in-house cleaning teams will celebrate their efforts and talents by showcasing their exceptional standards in the face of continuing difficult and demanding times.

At Kimberly-Clark Professional™ we remain passionate about creating Exceptional Workplaces and our mission to make a positive impact on the world by keeping people healthy, safe and sustainable.

We are proud that over the last 31 years the Golden Service Awards has become the number one event in the industry calendar. This special event, which in 2024 is returning to the London Hilton, Park Lane, gives all of us the opportunity to celebrate and acknowledge the very best our industry has to offer.

With our diverse categories all companies have the chance to honour their latest talents and achievements, plus at this challenging financial and social time in history, to commemorate the extraordinary contribution of the cleaning and FM industries. To honour such achievements the Golden Service Awards 2024 has two new categories: Social Impact recognising positive impact on people and communities, and Cleaning Team of the Year for outstanding contributions.

We would also like to thank our sponsors, whom despite a challenging environment, are once again helping us to make the awards an event to remember. Thank you to our new gold sponsor

Kärcher, our returning silver sponsors Nationwide and Bunzl Cleaning and Hygiene Supplies who are joined this year by new silver sponsor Soap20 and new Bronze sponsor BioVate Hygienics.

We look forward to receiving your entries and hope that this 'How to enter' document will be an invaluable tool to completing your entry and maximising your success. It contains important criteria information, useful expert hints and tips as well as FAQ's and details about the judging process.




**Craig Bowman**  
General Manager  
UK and Ireland  
Kimberly-Clark Professional™

## The Judging Process

The British Institute of Cleaning Science (BICSc) is delighted to be judging the Kimberly-Clark Professional™ Golden Service Awards 2024 for the seventh time.

**We look forward to managing the process and reviewing your applications.**

During the first stage we will complete a review of your application, and award points based on the written evidence you have submitted. The highest scoring applications will be shortlisted and as such the finalists are selected for each category. The finalists will be listed on the website [www.goldenserviceawards.co.uk](http://www.goldenserviceawards.co.uk) and featured in the media.

Once the finalists have been agreed and announced one of our experienced judges will get in contact with you to arrange the second stage of the judging process.

The second stage of the judging will be a site visit for most of the awards and will take place between December 2023 and January 2024. If the category you have entered does not require a site visit, then a telephone interview will be arranged.

We have appointed a team of experienced judges who will visit each of the nominated premises. Only one judge is responsible for each category so that all entries are equally assessed.

Our judges will work to the BICSc Standards and Best Practice document, and in addition, there will be a head judge and someone in charge of compliance.

We will be judging standards achieved on the day of the visit, along with looking at the background procedures and policies used. The process is not just about following the specification for the entry into the awards. Innovation, staff training, diversity and inclusion, as well as sustainability and client relationships are among the additional criteria which will be assessed.

Please also consider, it is not the size of your business that's important, it is the quality of the service you provide to your clients.

The judges look forward to meeting you all and good luck with your entries.




**Neil Spencer-Cook**  
Managing Director  
The British Institute of  
Cleaning Science (BICSc)  
Head of Judging

## Key Dates

**Tuesday, 18th July 2023**  
Open for Entry

**Wednesday, 26th July 2023**  
Webinar

**Friday, 27th October 2023**  
Entry deadline

**Monday, 20th November 2023**  
First round of judging

**Monday, 4th December 2023**  
Finalists announced

**December 2023 to January 2024**  
Site visits

**Thursday, 23rd May 2024**  
Awards Ceremony



## Introduction



This booklet has been designed to help guide you through the entry process for the Kimberly-Clark Professional™ Golden Service Awards 2024 from the judges' rules, hints and tips and frequently asked questions.

Each category is detailed in this document with the judge's specific criteria.

You do not have to be a customer of Kimberly-Clark Professional™ or registered with any trade association to enter the Kimberly-Clark Professional™ Golden Service Awards 2024.

For further information contact:

**Suzanne Howe**

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## Hints and tips for entering the awards

- Read this document carefully. Marks are awarded for answers to every relevant question. It could make the difference between becoming a finalist or not.
- The entry system allows certificates to be uploaded.
- Use your written submission to show the judges what makes your contract, company, premises, nominated site supervisor or cleaning operative stand out.
- Be conscious of the award title and criteria when submitting your application, especially when submitting multiple entries for the same category and/or from the same company. Each application **MUST** be unique and clearly state why the judges should consider the entry.
- The judges will need a good understanding of the contract nominated in terms of site layout and difficulties faced as well as the effectiveness of staff and client communication. Explain how teamwork, good management and techniques are used to address your particular premises and cleaning needs.
- At the site visit, judges will be looking for the following attributes of site supervisor and cleaning operative have been nominated such as dedication, good technique, and certificated competence.
- Please ensure any pictures or logos that are uploaded are high resolution, at least 300 dpi.

## Entry Check List

- Contact details for the person responsible for the application
- Marketing contact for logos, jpegs, etc.
- Client contact details
- Relevant certificates – certified accreditations and training programmes:
  - Investors in People (IIP)
  - BS EN ISO 90001: 2015 Quality Management System
  - BS EN ISO 14001: 2015 Environmental Management System (for the premises you are nominating)
  - CHAS Safe Contractor Accreditation
  - ISSA CIMS
  - Living Wage Accreditation
  - BICSc accredited training centre/hub
  - NVQ/QCF Qualification
  - College/University Award, Certificate of Diploma
  - IOSH (Working or Managing Safely) Accredited Person
  - NEBOSH General Certificate Accredited Person
  - Health & Safety ISO 450001
- A client testimonial (proving the submission is an accurate reflection of work undertaken)
- 1,000 words (maximum) submission
- Cleaning Operative and Site Supervisor submissions up to 500 words each (optional for categories 1-10)

## Frequently Asked Questions

### Q. Can I save my entry/ies as I go along?

- A. Yes, you can if you are entering different categories. If you are entering multiple entries in one category, we recommend you finish one entry before entering the second.

### Q. Can I submit multiple entries for the Awards?

- A. Yes, but each entry must be paid for and entered separately.

### Q. Does everyone have to pay to enter?

- A. Yes. All entries require payment.

### Q. Can both contract cleaning companies and in-house teams enter?

- A. Yes

### Q. My company is very small, can I still enter?

- A. Yes, it is not the size of the business that is important, but the quality of the service provided.

### Q. What are the main criteria for the judges?

- A. Cleaning standards, training, staff management, innovation and client relationship are the main criteria which will be assessed.

### Q. When is the closing date for entries?

- A. Friday, 27th October 2023.

### Q. Do I have to be a customer of Kimberly-Clark Professional™ or registered with any trade association to enter?

- A. No.

### Q. What if I don't have any certificates?

- A. If you cannot provide proof of certification at the site visit, you will lose points on your entry which could make the difference in becoming a winner or not.

### Q. How much does it cost?

- A. To enter the awards, it costs £130 plus VAT (£156), and to buy a ticket for the awards ceremony, it costs £250 plus VAT (£300).

### Q. How do I pay for my entry and/or ticket and where do I send it to?

- A. Please pay by direct transfer on receipt of an invoice from Suzanne Howe Communications.

The bank details are as follows:

**HSBC**

**Suzanne Howe Communications**

Sort Code: **40-43-41**

Account Number: **41501208**

Unfortunately, we are unable to accept credit card payments.

### Q. How does the judging process work?

- A. At the first stage, the judging panel will consider the application on the basis of written evidence submitted. Finalists will then be selected for a site visit.



## Frequently Asked Questions continued...

**Q. How will I know if I am a finalist?**

A. A member of the judging panel will contact you to arrange a site visit. There will also be a list on the website from early December 2023.

**Q. When do site visits take place?**

A. Between December 2023 and January 2024.

**Q. How do I enter a cleaning operative and/or site supervisor?**

A. A site supervisor and/or cleaning operative can be entered into categories 1 – 10. They are not separate awards.

**Q. Does my nominated cleaning operative and/or site supervisor have to be present during a site visit?**

A. Yes, or they will be disqualified from the application.

**Q. Will I be informed if my application has been unsuccessful?**

A. Yes, by email.

**Q. When will I find out if I have won?**

A. Winners will be announced at the Kimberly-Clark Professional™ Golden Service Awards 2024 at the London Hilton, Park Lane on Thursday, 23rd May 2024.

**Q. Do I need to send anything with the application form?**

A. Not at the initial entry stage.



# Award Categories

## 1 Healthcare

To include care homes, surgeries, clinics, and dentists



Healthcare  
sponsored by

**K'ARCHER**

- Judges will be looking for high standards of cleanliness, a good understanding of the site, teamwork, good management skills, difficulties faced and how they have been overcome, effectiveness of staff and good communication with clients
- The knowledge and understanding of PAS and the new healthcare standards for cleaning and hygiene will also need to be demonstrated
- There will be a site visit from a BICSc auditor
- A client testimonial is required which should include the name of the company, director's name and title, and a sentence to say that he/she has read the entry and it complies with the work undertaken

## 2 Education

To include pre-schools, nurseries, primary schools, secondary schools, universities, and colleges



Education  
sponsored by

SOAP<sub>2</sub>

- Judges will be looking for high standards of cleanliness, a good understanding of the site, teamwork, good management skills, difficulties faced and how they have been overcome, effectiveness of staff and good communication with clients
- An understanding of how the service impacts the users of the building is also important, in particular the importance of hygiene factors affecting children/students
- There will be a site visit from a BICSc auditor
- A client testimonial is required which should include the name of the company, director's name and title, and a sentence to say that he/she has read the entry and it complies with the work undertaken



### 3 Office areas below 10,000m<sup>2</sup>

For all or part of a building



### 4 Office areas between 10,000 and 30,000m<sup>2</sup>

For all or part of a building



### 5 Office areas over 30,000m<sup>2</sup>

For all or part of a building



- Judges will be looking for high standards of cleanliness, a good understanding of the site, teamwork, good management skills, difficulties faced and how they have been overcome, effectiveness of staff and good communication with clients
- An understanding of how the service impacts the users of the building is also important
- There will be a site visit from a BICSc auditor
- A client testimonial is required which should include the name of the company, director's name and title, and a sentence to say that he/she has read the entry and it complies with the work undertaken

## 6 Retail/Shopping Malls under 100,000m<sup>2</sup>



## 7 Retail/Shopping Malls over 100,000m<sup>2</sup>



## 8 Leisure

To include stadiums, outdoor shopping malls and plazas, theme parks, airports, and stations



- Judges will be looking for high standards of cleanliness, a good understanding of the site, teamwork, good management skills, difficulties faced and how they have been overcome, effectiveness of staff and good communication with clients
- An understanding of how the service impacts the users of the building is also important, in particular the importance of hygiene factors affected by external environments
- There will be a site visit from a BICSc auditor
- A client testimonial is required which should include the name of the company, director's name and title, and a sentence to say that he/she has read the entry and it complies with the work undertaken

## 9 Hospitality

To include hotels, restaurants, cafes, and holiday parks



- Judges will be looking for high standards of cleanliness, a good understanding of the site, teamwork, good management skills, difficulties faced and how they have been overcome, effectiveness of staff and good communication with clients
- An understanding of how the service impacts the guests and users of the building is also important, in particular the importance of hygiene factors affected by the high levels of occupancy
- There will be a site visit from a BICSc auditor
- A client testimonial is required which should include the name of the company, director's name and title, and a sentence to say that he/she has read the entry and it complies with the work undertaken

## 10 Manufacturing

Factories – across all sectors including food, processing plants and power stations



- Judges will be looking for high standards of cleanliness, a good understanding of the site, teamwork, good management skills, difficulties faced and how they have been overcome, effectiveness of staff and good communication with clients
- An understanding of how the service impacts the manufacturing process and the hygiene levels required
- There will be a site visit from a BICSc auditor
- A client testimonial is required which should include the name of the company, director's name and title, and a sentence to say that he/she has read the entry and it complies with the work undertaken



## 11 Sustainability Leadership

For companies that have taken significant steps in their responsibility of the environment



Sustainability  
Leadership  
sponsored by



- Judges will be looking for a company with a suitable Environmental Management System in place that brings an obvious benefit to both the organisation and individuals involved
- The company must also be able to show results which can be quantified and linked to original objectives as well as training which has resulted in certification or accreditation

Environmental records can include:

- Records of significant environmental aspects
- Records of environmental meetings
- Environmental performance information
- Legal compliance records
- Communication with interested parties
- Suitable Environmental Management Systems
- This award will not require a site visit or a client testimonial

## 12 Social Impact

For companies that have made a significant positive impact on people and communities



Social Impact  
sponsored by



- Judges will be looking for a company that can demonstrate how they are making a positive difference to people and communities, this could be through ongoing programmes, projects, or partnerships

Examples include:

- Local, national community projects and/or volunteering
- Apprentice, mentoring and advisory schemes, work experience, outreach, and career opportunities
- Tackling economic inequality
- Challenge stigmas, championing equality and the progress of minorities
- Product donations, charity events, charitable giving
- Implementation of the social value model and/or UN SDGs
- This award will not require a site visit or a client testimonial

## 13 Inclusion & Diversity

For businesses that have the best initiative which demonstrates the company practices inclusion and diversity



- Diversity in the workplace promotes acceptance, respect and working together despite differences in race, gender, age, religion, and sexual orientation for example
- The judges will be looking for the best initiative which demonstrates the company practices diversity and inclusion.

### Examples include:

- Cultural training
- Parental leave for men and women
- LGBT+ forums and groups
- A workplace that is comfortable for employees with mental or physical disabilities
- Language training
- Diversity awareness programmes
- This award will not require a site visit or a client testimonial

## 14 Training

For cleaning service companies with excellent innovative training strategies that give consideration to the national training policy



- Companies can enter specific projects or organisation-wide training for this category

### The judges will be looking for:

- Training which links clearly to the organisation's needs and helps to move the business forward
- Training which links to the industry's training and development strategies and brings an obvious benefit to both the organisation and individuals involved
- Results which can be quantified and linked to original objectives
- Training which has results in certification or accreditation
- There will be a site visit from a BICSc auditor

## 15 Small business

For contract cleaning or FM companies with a turnover of £3 million or under



- The judges will be looking for evidence of excellence in staff training, sustainable operations, and health and safety
- The judges will also want to look at and discuss the company's current business plan as well as financial, sales, and marketing strategies
- The evidence supplied should demonstrate that all clients benefit from the evidence put forward
- Evidence of client surveys and action will strengthen an application
- This award will not require a site visit or a client testimonial

## 16 Cleaning Team of the Year

For excellent performance by a cleaning team



- The judges will be looking for a cleaning team who have a thorough understanding and knowledge of the site and show outstanding dedication to the customer
- They will also be looking for a cleaning team who communicate together clearly and have ideally undertaken relevant training programmes

### Please note:

- If a cleaning team are put forward for this award, they must be available for an interview at the site visit with representation at the awards ceremony
- If your site application does not make it through to the next stage the cleaning team will no longer be eligible



# Bonus Categories

## Site Supervisor of the Year

For excellent performance by a site supervisor  
Optional entry into categories 1 – 10



- The judges will be looking for a site supervisor who has a thorough understanding and knowledge of the site, demonstrates exceptional leadership and management skills and shows outstanding dedication to the customer
- They will also be looking for a site supervisor with clear communication skills who has ideally undertaken relevant training programmes

### Please note:

- If a supervisor is put forward for this award, they must be available for an interview at the site visit and they must attend the awards ceremony
- If you are entering a supervisor for more than one award, please ensure they are nominated on each application form. The supervisor will only be interviewed once
- If your site application does not make it through to the next stage the supervisor will no longer be eligible

## Cleaning Operative of the Year

For excellent performance by a cleaning operative  
Optional entry into categories 1 – 10



Cleaning Operative  
of the Year  
sponsored by

**Nationwide**  
HYGIENE GROUP

- The judges will be looking for a cleaning operative who has a thorough understanding and knowledge of the site and shows outstanding dedication to the customer
- They will also be looking for a cleaning operative with clear communication skills who has ideally undertaken relevant training programmes

### Please note:

- If a cleaning operative is put forward for this award, they must be available for an interview at the site visit and they must attend the awards ceremony
- If you are entering a cleaning operative for more than one award, please ensure they are nominated on each application form. The cleaning operative will only be interviewed once
- If your site application does not make it through to the next stage the cleaning operative will no longer be eligible

## Conditions of Entry

- Each entry will be subject to an application fee £130 + VAT (£156.00).  
  
A nominated site supervisor and/or cleaning operative from the entered premises may be put forward for an award (Categories 1 – 10) at no extra charge.
- Applicants may enter sites that have been submitted in previous years.
- If fewer than three entries in a category meet the criteria, the judging panel reserves the right to consolidate the entries into another category.
- Each finalist must be available to be visited by a site judge at a time convenient during, December 2023 and January 2024, with consideration for school holiday periods. All applicants, including any nominated cleaning operatives and site supervisors MUST be present at the time of the judge's visit.
- Entries will become the property of the organisers and will not be returned.
- You must answer every relevant question in order to qualify.
- Closing date for entries is Friday, 27th October 2023.
- The decision of the judging panel will be final, and no correspondence will be entered into.
- Winners will be announced at an awards ceremony at London Hilton, Park Lane on Thursday, 23rd May 2024.

## Judges' Rules

- One judge shall be assigned for marking each category.
- If your application does not make it through to the next stage, the site supervisor and/or cleaning operative will no longer be eligible.
- The judge will contact the principle person listed on the application form to arrange a convenient date for all parties to carry out the site survey. This must be someone specifically assigned to that site.
- Once a date has been confirmed any cancellations may result in the nomination being rejected.
- The nominated site supervisor and/or cleaning operative should be available during the visit, otherwise, their nomination may be rejected. Every effort should be made for their attendance.
- The preliminary focus and consideration will be the cleaning process and cleaning standards on site. This will be covered in the judges' scoring process. They will also expect to see the following documents:
  1. COSHH assessments & SDS sheets
  2. Risk Assessments task related
  3. Method Statements/SSOW
  4. Portable Appliance Testing records
  5. Quality control records
  6. Training and development records
  7. Evidence of submitted company certifications might need to be shown to the judge if unable to submit online during the application process

## Judges' Rules continued...

- Documents that do not relate to the nominated category will not be considered by the judges, unless specifically requested.
- Further evidence of such documentation/information may be requested on the day of the site visit.
- The author of the client testimonial may, if they wish, be available on the day of the site visit for a 10-15 minute meeting with the judge. However, this is not a requirement. It should be noted that the judge meeting with the client will not accrue any points as these have already been accounted for during the stage one process.
- The judge will decide which areas are to be viewed rather than a pre-determined walk round. Ideally the judge will want to see the area(s) for which the nominated site supervisor and/or cleaning operative has responsibility.
- Any meetings/presentations with operational departments should be outlined pre-visit to the judge, who may put a restriction on attendee numbers. We recommend a maximum of three.
- Invitations to lunch cannot be accepted, however light refreshments will be welcomed.
- Judges cannot enter into discussions with a nominee about comparisons with other sites/nominees.
- All judges' marking forms and company information gathered will remain confidential until the GSA agrees a date for its destruction. However, the judges will jointly discuss the supervisor and cleaning operative nominations.
- The judges will have the final decision as to whether each application is in the correct category. This will be carried out at the paper judging stage. The entry could be moved to a more relevant category. The company will be notified.





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