

An independent, family-owned contract cleaning company that puts the customer first



EMPOWER • LEAD • DELIGHT



Save trees.
Please do
not print this
report.

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Helping our Planet

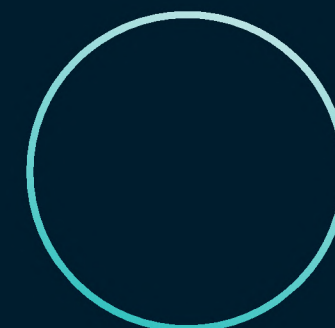
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Introduction



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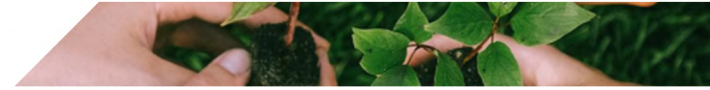
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Foreword

Voted by a panel of 1 500 film artists, critics and historians as the most memorable quotation of all time from an American film, is the line, “Frankly, my dear, I don’t give a damn,” spoken by Rhett Butler in the 1939 American Civil War epic, *Gone with the Wind*. Whilst it was a memorable film and Clark Gable played the part of Rhett Butler brilliantly, I’m not sure that the line would have received my vote, as the sentiment behind it is contradictory to NuServe’s ethos and work ethics. The truth is that we care, and we care very much – whether it be about the people around us or the environment that takes care of us.

That is why the five pillars of B Corp align so well with what is at the forefront of our thinking, and why they form an integral part of our growth plan. We care about our **customers** – it’s not a fluke that our turnover increased organically by 45% this year. Our customers know that we care about them, and we listen to their needs and wants.

We care about our **community** – our continued commitment to our chosen charity means that so many of our employees happily give of their time to volunteer (and this year we’ve even involved some of our suppliers as well!). We’d like to be able to help even more people.

We care about our **environment** – we continue our efforts to reduce waste by educating our customers in waste management and keeping ourselves informed of innovations. The same applies to the products we use.

This year, by creating awareness of the impact of travel, we recorded a massive and very pleasing reduction in our carbon emissions. We’re continually on the lookout for ways to improve even further.

We care about **governance** – and that is why we value our B Corp accreditation so highly, as it is one of the measures we use to gauge our achievements. We are extremely proud that our BCorp score moved from 80 to 100 points in 2023!

We care about our **workers** – and having been a part of NuServe’s HR Department for many years, this area is probably closest to my heart.

This year we changed the departmental name from Human Relations (HR) to People Operations. Collectively we felt that the new name better described the department’s aim to always be supportive and collaborative, and to work hand in hand with our entire Operations team, rather than be seen to only be involved with the employee life cycle and poor performance or behaviour. Happy workers have a far more productive impact on our business.

As a Living Wage Service Provider, we’ll always promote the real Living Wage when submitting tenders and when speaking to existing customers, as we believe that our very hard working, and sometimes “invisible to the customer’s eye and therefore forgotten” cleaning staff deserve a fair wage.

As I retire from my position as People Operations Director after 15 years with NuServe, I have learnt that personal and company growth means being open to innovation and change whilst not letting go of your core values. For me, those values have been fairness and caring, which sit together congruously.

At NuServe, we care about CARING, and I feel sure that, had we been on a panel selecting a momentous quotation, our vote would have gone to one written by Fred Rogers, highly lauded American TV producer, who said, “We live in a world in which we need to share responsibility. It’s easy to say ‘It’s not my child, not my community, not my world, not my problem’. Then there are those who see the need and respond. I consider those people my heroes.”

We will continually strive to be one of Fred’s heroes.



Yvonne Duke
HR Director
September 2024

Yvonne Duke



Fred Rogers





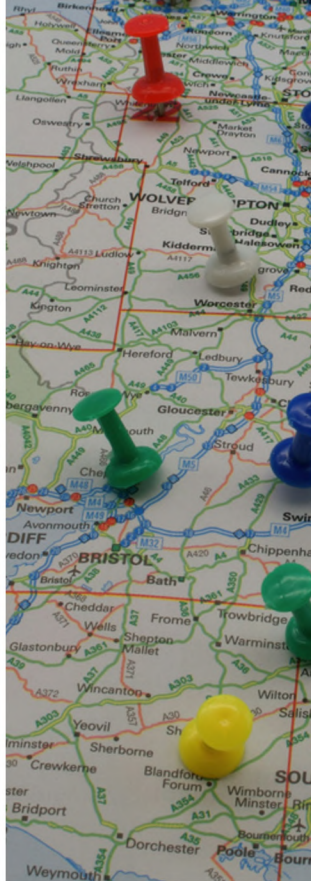
61%

of NuServe employees identify as female



6.70%

gender pay gap



5

new county locations



41

different nationalities represented in our workforce



45%

business growth in the last year



381

full-time equivalent employees

About NuServe



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Being B Corp

NuServe is the longest standing B Corp in the facilities industry! The cleaning industry has come a long way since our last report in 2022 when we were the only B Corp-certified facilities company. It's great to see more businesses doing better.

Recap on what a B Corporation is...

In addition to financial decisions, NuServe is legally bound to consider the impact of our business on our people and the planet in a transparent and accountable manner. All B Corps must re-certify every three years to ensure that they continue to meet the environmental and social standards. In the years between, we are required to complete an annual impact report to show the wonderful progress we're making.

In this report we aim to measure and shine a light on our promise to both people and planet. We remain astutely aware that business can be a force for good and has an impact on our workers, customers, suppliers, community, and the environment.



- 50.9 Median Score for Ordinary Businesses
- 80 Qualifies for B Corp Certification
- 80.1 NuServe's 2020 score
- 100 NuServe's 2023 score
- 161 highest scoring B Corp in the UK

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B Corp 2023 Recertification



Read our previous Positive Impact Reports: [2021](#) | [2022](#) | [2023](#)



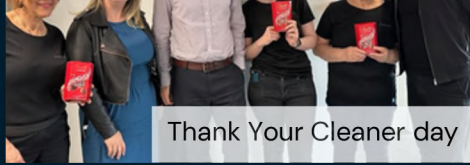
SEP 22

JAN 23



Planet Mark Awards

OCT 22



Thank Your Cleaner day

FEB 23



100% electric fleet

NOV 22

MAR 23



The Cleaning Show Scavenger Hunt & Metsa Sustainability Awards

SEP 22

APR 23



Workplace Event

AUG 23

MAY 23



Volunteering with Royal Trinity Hospice charity shops

JUN 23



Downsized Gatwick office

JUL 23



Certificate of Excellence at Cleaning Excellence Awards

SEP 23

NOV 23



Watford hub opening

DEC 23



Colouring in by Freya

2023 Catch up

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Growth, not just a mindset



45%
Turnover
increase

National
footprint
growth

New Industry:
Film &
Production

Senior
Leadership

New Region:
Manchester

New Industry:
Public space

New Region:
Watford

Increased
social media
presence

2023/24 was a bumper year for NuServe, with substantial growth.

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Empower. Lead. Delight.

*Our ethos.
This is what we stand for.*

Ensure 85% of materials are non-toxic and sustainable.

Eliminate single-use plastic in the NuServe supply chain.

Increase employee engagement to boost staff retention.

Become carbon net zero by 2030 by reducing Scope 1, 2 and 3 emissions and remaining carbon neutral until such time.

Pay 100% of the workforce the real Living Wage.

EGS GOALS



VISION

Our vision is to create a workplace where people love to work, where everyone is empowered to be a change-maker, where 'the usual' doesn't cut it, and where delighting our customers and protecting our planet is at the forefront of everything we do.



MISSION

We're in the business of clean, but we're also in the business of change. We empower our team to lead the charge, shake up the norm, and find fresh ways to make our customers smile. Our sights are set on £30m by 2030, and we're getting there by daring to be different.



MOTTO

Empower. Lead. Delight.

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Step Challenge



NuServe stepped out this summer by challenging employees to walk 10,000-steps a day for the 21 (working) days of August 2024. The individual goal is 210,000 steps, which equates to about 5 miles per day.

COMMUNITY

Vivobarefoot, a client and fellow B Corp, provided gifts for the winners of the step challenges.

CUSTOMERS

Our customers benefitted from more managers walking to site visits, which has a positive impact on their carbon emissions. This will reflect in NuServe's bespoke client Scope 3 reports.

ENVIRONMENT

Improved understanding of the travel hierarchy will reduce business travel, bringing us closer to NuServe's carbon net zero goals.

WORKERS

We focused on making the process fun and engaging for employees, ensuring ideas were employee-led. Walking 10,000 steps a day has considerable mental and physical well-being benefits for staff.

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● People Operations



Brett Walker

Diana Guvara

Ilaria Ricci

Lorraine Gravett

Nicola Jordan

Yvonne Duke

Our HR department rebranded and is now known as **People Operations** or, perhaps more affectionately, as People Ops.

Without workers, NuServe as a service business would not be a business. People Ops is here for the people.

“HR has the unfortunate reputation of being connected heavily with compliance and correction. We are that, but we’re also more. Yes, to mitigate risks to our employees and the company, we need to ensure that we remain compliant, but a large part of our role is offering support to every aspect of our business,” explains previous People Operations Director, Yvonne Duke.

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Above and Beyonds



65 Above and Beyond Awards in 2024.

Albena Mansur | Alex Dias Pereira | Ana Hernandez Montealegre | Anariza Caramet | Appiah Darko | Augustine Kyere | Brett Walker | Carlos Saldarriaga Rave | Cindy Marin Orozco | Danna Diaz Aponte | Darren Purchase | Deborah Woodward | Diana Mejia Lopez | Eduardo Avila | Edwin Ayala Villamarin | **Edwin Ayala Villamarin** | Edwin Jaramillo Loaza | Elena-Maria Tofan | Elizabeth West | Faber Franco Castaneda | **Faber Franco Castaneda** | Fabiola Quispe Cuellar | Fanny Mera Enriquez | Giuliani dos Santos Brancalion | Isatou Jallow Touray | Jamila Reis | Jazmine Firpo Gonzalez | Jessica Berrones Parades | Jhakson Osorio Castaneda | Jhennifer Nicchio Silva | Jhon Salazar Carmona | Joaquin Gomez | John Marin | John Salazar Carmona | Louise Williams | Luis Couto De Sousa | Malam Lessy | Marcio de Assis Santos | Maria Andrews | Maria Fernandez Rios | Maria Mendes | Mark Birkhead | Matilde Orozco Rivera | Menel Djeddet | Michelle Bloss | Oscar Velez Henao | Pual Enriquez Segovia | Ramiro Gomez | Robert Morley | Rodrigo Martins Braga | Romulo Salvador | Ronald Wahyudi | Rosa Revelo | Roy Allen | Rui Da Costa Pereira | Samantha Cotterill | Sandra Diaz Rosero | Sarah Turnwell | Sergi Ibarra Rosero | Sheila Temple | Shirley Cousins | Telmo Rafael | Vicente Roig Berzosa | **Vicente Roig Berzosa** | Yamileth Roque

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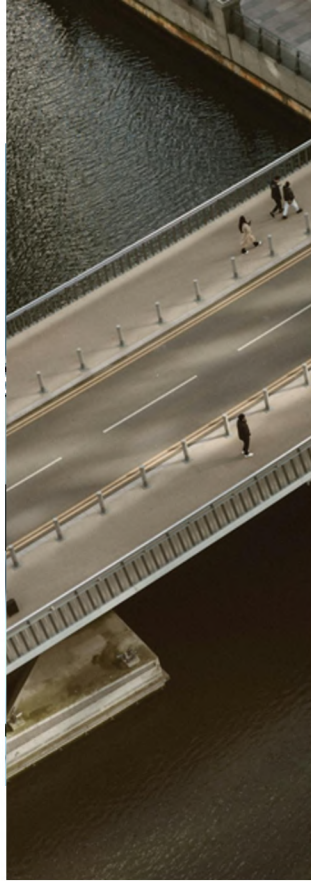




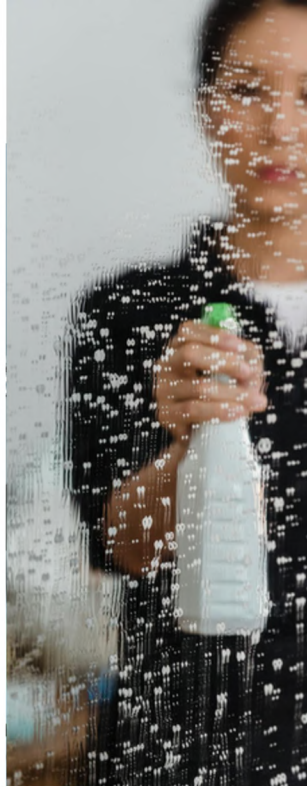
100%
electric
fleet



Scope 3
fully measured
emissions



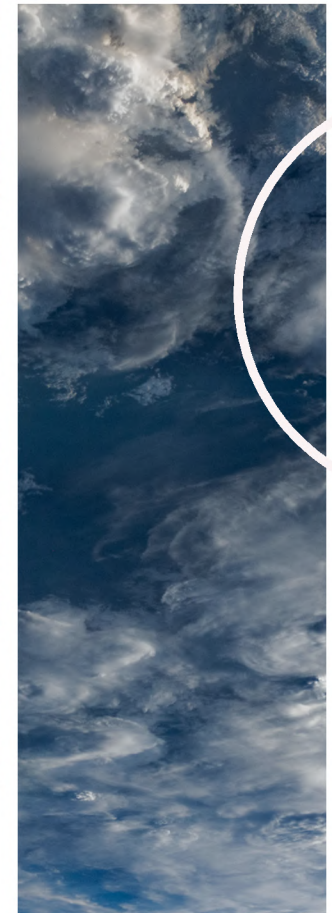
6,164,136
steps in the
August Step
Challenge



89.93%
of eco-cleaning
detergents



4228
fruit trees
planted



64.5%
in carbon
emissions for
2023

Environmental Impact Overview:

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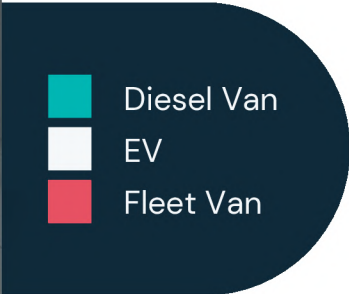
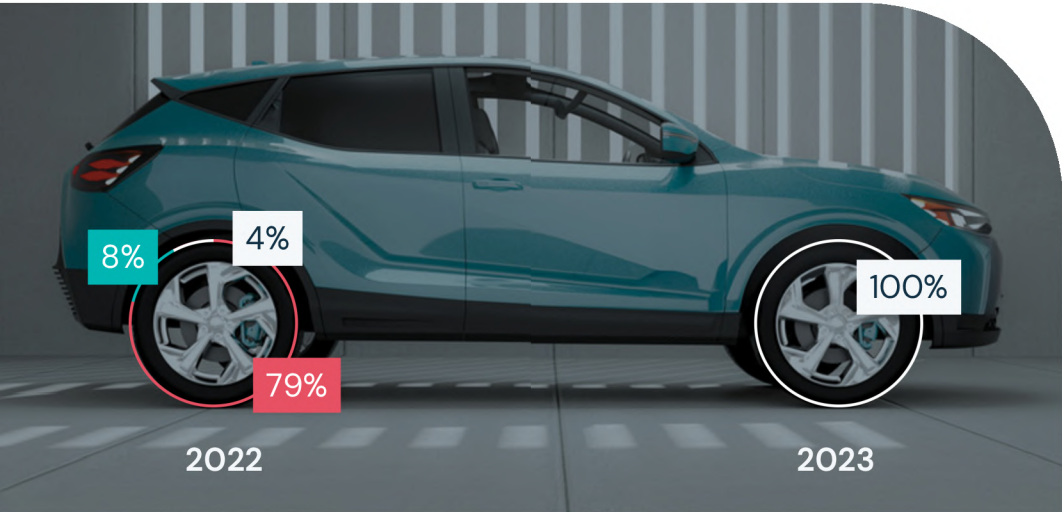


We have taken charge of our fleet. 100% of NuServe's fleet is electric, resulting in a 69.7% reduction in 2023's fleet emissions.

Electric Fleet

This is not to say it hasn't been a culture shock for our drivers and the team:

1. Outside London, reliable charging stations have been few and far between.
2. Long distance travel needs to be carefully planned due to battery life.
3. It has taken longer to fully convert to an electric fleet due to waiting lists for EV.
4. It's expensive due to the cost of energy.
5. We are not able to enforce strictly using renewable energy to charge vehicles.



“Feeling on it like a car bonnet –”

our Scope 1 emissions are currently ZERO.

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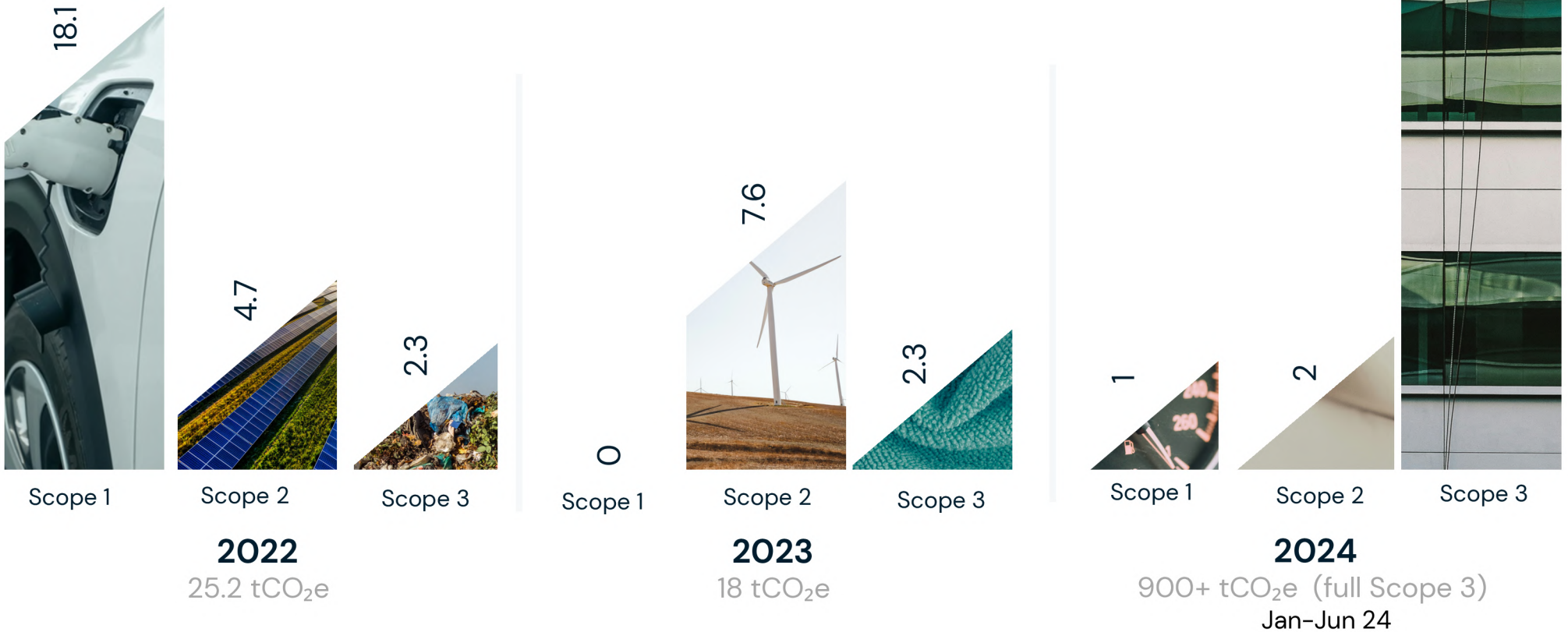
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Carbon Emissions

There is no planet B! NuServe is thrilled to share that our market-based emissions fell 23.7% in 2023 (23.6 to 18.0 tCO₂e). Our Scope 1 emissions fell to zero, as NuServe moved to an electric fleet during the reporting period.



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Carbon Reporting

2024
was a big year:

Switched carbon accounting provider from Planet Mark to Emitwise.

Now measuring our full Scope 3.

NuServe is providing detailed Scope 3 reports to our clients as part of our service.

All UK businesses will need to be carbon net zero by 2050 and NuServe is here to help support our clients on their net Zero journey. This is why we have pushed reporting boundaries by offering our clients comprehensive carbon reports for our service allowing them to take control of their carbon emissions.

Benefits of our reports:

- Increased frequency of reporting
- Both technical and relatable for different audiences
- Verified by a third-party
- Reports produced on-site and client-level
- Produced using physical data (kW), (mi) etc...
- Can help guide better procurement decisions

Scope 3
reporting for clients:

NuServe is providing detailed Scope 3 reports to our clients for our service.

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Business travel was the largest source of carbon emissions in 2023, accounting for 53.5% of measured emissions during the reporting period.

NuServe is taking steps in the right direction by focusing on the Travel Hierarchy to reduce carbon and save money and time.

Travel Hierarchy

PROJECT PROCESS:

Oct 2023: Business travel identified as an ESG target area.

Nov 2023: Scope 3 training conducted for management.

Dec 2023: Reminder of travel hierarchy report.

Apr 2024: Pre-travel hierarchy survey conducted; employees requested posters, a competition, and more training.

Jul 2024: Travel hierarchy training provided; mode of transport added to site visit forms for client Scope 3 reports.

Aug 2024: Step count challenge among employees.

Sep 2024: Post-competition and training survey conducted.

Nov 2024: Travel posters included in the budget timeline.

Step Challenge Results

- 1 Sarah Smith
- 2 Richard Lockwood
- 3 Alexandre Perriera

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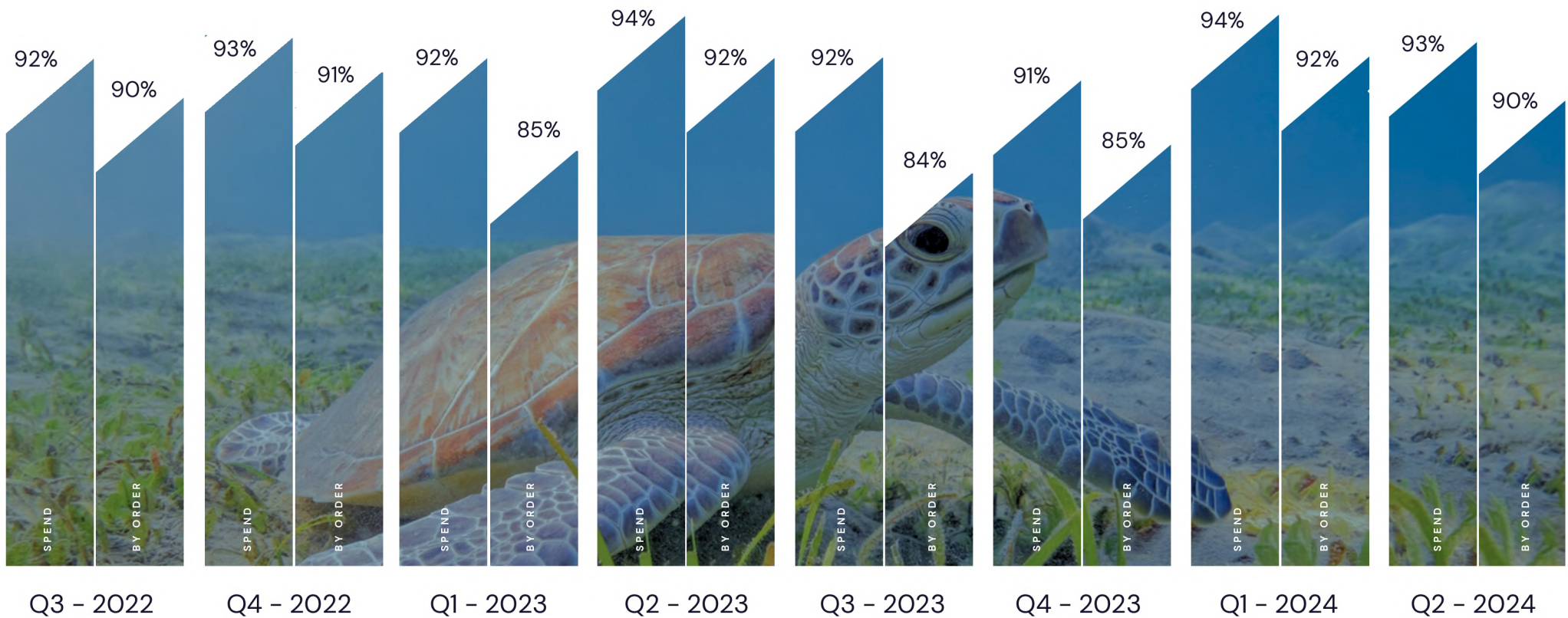
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Cleaning Agents

NuServe continues to monitor our eco-detergents, which we are proud to say remains above 85% of our detergent spend. The use of powerful plant-based detergents mitigates the impact of cleaning products on waterways. Using eco-products also prevents our operatives from being exposed to harmful chemicals that cause allergies.



Case Study: Microfibre Cloths

cut (one's) cloth

"The team has been very receptive, appreciating the balance between safety and sustainability. Clients have also responded positively, noting the reduced environmental impact and increased efficiency in our cleaning processes."

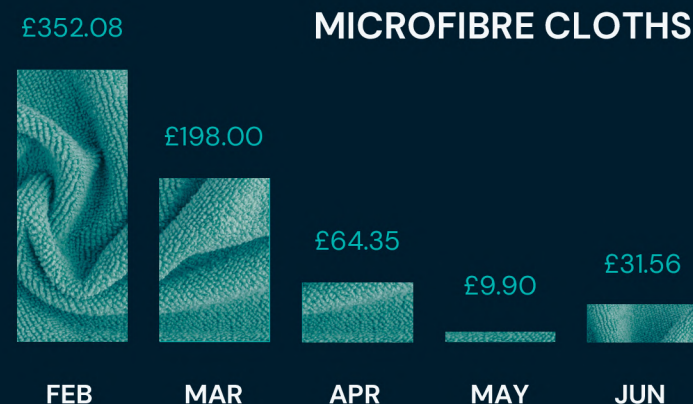
NuServe took on a new client in February and we are proud to say that under the guidance of Cindy Marin we have massively reduced usage and spend on microfibre cloths – balancing sustainability and safety.

Cindy has achieved this by increasing training with a focus on the 'why' and the environmental impact cloths have at end-of-life.

Operational changes have been made to include a weekly stock inventory. Cloths are now disinfected and washed on-site instead of being thrown away. Operatives are allocated microfibre cloths, and are issued new ones on return of the worn cloths, which will be used for deep cleans.

Microfibre cloths are fantastic for reducing water usage and picking up dirt; however, after the '500 washes' there is no way of recycling the polyester material.

It is vital to ensure you maximise usage without compromising on cleaning standards before end-of-life.



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Case Study: Compostable Gloves

Lessons learned

Nitrile glove consumption and waste is an environmental concern within the cleaning industry – operatives can use up to three sets in a shift, and more if they split. With no way of recycling them, these single-use gloves end up in general waste destined for landfill or incineration. It needs to be said: nitrile gloves are an important part of health & safety.

Thus, NuServe alongside another cleaning company and our janitorial providers were aiming to disrupt the system by using compostable gloves with a direct end-of-life to industrial compost heaps, whilst keeping transport minimal.

What we learned:

The plan went well until we learned that there is a massive misconception that the terms 'biodegradable' and 'disintegration' are synonymous. Sadly, we could not find a quality glove that was truly biodegradable by UK composting standards. Natural latex will biodegrade but the additives contribute to chemical leaching and microplastics.

What we advise:

Wiscycling and greenwashing is prevalent. Do not pay the green premium without considering the end-of-life for your product. Most 'biodegradable' gloves on the market are:

MORE EXPENSIVE



WILL BREAK DOWN IN LANDFILL WITH THE RIGHT MICROBES



NOT BIODEGRADABLE BUT RATHER DISINTEGRABLE (GREENWASHING)



HOWEVER, MOST OF THE UK'S GENERAL ENDS UP IN INCINERATION, SO THE PRODUCT THAT WOULD BREAK DOWN IN LANDFILL IS BURNED



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Case Study: Simpler Recycling Reforms



Businesses need to offer a paper cup take-back scheme.

Alternatively, they should switch to reusable ceramics, remembering to train employees and adjust cleaning hours to accommodate this process



Food waste needs to be segregated at source with a separate collection.

Food waste has value for composting or waste-to-energy; however, once it rots it's offensive and contaminates all other waste streams. From our visit to First Mile's sacktory tour, we witnessed people handling general waste contaminated by food - very unpleasant work. Keep recycling clean and food waste out of general waste.



Clean and dry glass and cartons will be added to DMR, along with paper, cardboard, tin and hard plastics.

NuServe endorses these changes as they aim to reduce general waste, the most harmful or 'wasteful' stream, and optimises recycling in accordance with the waste hierarchy.

The Simpler Recycling reforms is a set of UK legislative reforms, that will impact businesses on 31 March 2025. Here are the changes that need to be made to be compliant.

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Environmental Goals

How NuServe is measuring up against our eco goals

In 2023, we said:	We're still grappling with:	In 2023/24 we achieved:	Comments:
Carbon Reduction Plan	✓		We're a fast-growing SME who have managed to reduce our emissions by 67%. Until the accuracy of some our data improves it will be hard to accurately create a reduction plan, but we do try!
Scope 1 & 2 reduction		✓	Brilliant, our Scope 1 is net zero. We are moving offices in December 2024, so we are expecting Scope 2 to fluctuate. We are having challenges with incumbent landlords getting the information needed for reporting.
Report on Scope 3		✓	Great News! 2024 will be the first year we measure our full Scope 3. We are also offering detailed bespoke Scope 3 reports to our clients for our services.
Plastic and waste: <ul style="list-style-type: none"> • Single-use plastic in supply chain • Waste engagement for operatives 	✓		Plastic remains an issue, but we have set up a waste management toolbox talk (for operatives) inline with the Simpler Recycling Reforms.
Record manager's business travel		✓	Superb news, we have resolved this.
Operative commutes and placements	✓		And... We're halfway there! But we're using estimates and assumptions. We're proud of what we have achieved so far.

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Goals for 2024/25



- 1 Understand CSRD reporting
- 2 Improve impact materials, like microfibre cloths and gloves
- 3 Supply chain engagement in net zero ambitions
- 4 Improve the accuracy of carbon emissions data
- 5 Reduce and optimise electricity usage
- 6 Implement Simpler Recycling Reforms in accordance with the waste hierarchy

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Helping People

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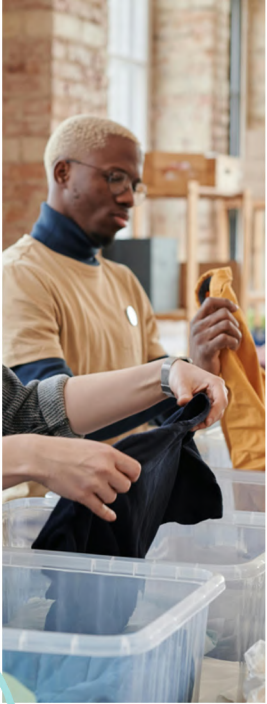


COMMUNITY



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45

Hours Volunteering

£646.49

VSCE Spend

1424.5

Hours of Training

85%

Real Living Wage

1

Apprenticeship

£11,335

Donations

65

Above and Beyond Awards

Social Impact Overview:



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Apprenticeship

NuServe has taken on Menel Djevdet as a Payroll Administrator Apprentice for 18 months in collaboration with Chartered Institute of Payroll Professionals (CIPP).

According to his line manager, Louise Williams, Djevdet is a “god send”, showing great aptitude while taking on responsibility for the following tasks:

- Employee contract amendments
- Processing leavers
- Performing HPA calculations for cover employees
- Processing sicknesses and SSP for employees
- Running the Operatives payroll on SelectPay
- Processing the pay run
- Checking variances on sites at the end of the pay run
- Running the mid-monthly payroll meeting with Service Managers

I decided to go into payroll because I've been surrounded by numbers my whole life. My family members have always been in IT or Finance and it felt, and still feels, natural to me.

My experience has been nothing but nurturing and excellent. With the support of my colleagues, manager, and those providing the apprenticeship, I've thrived in this environment and have felt like I have a voice and an impact.

NuServe is an excellent company with high morals, efficiency, and ethical standards. It's the perfect place not only to learn, but to continue, my career in Payroll.

Menel Djevdet



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Royal Trinity Hospice

NuServe’s relationship with our charity partners has extended beyond the 45 hours of volunteering and the £646.49 spent on work clothing.

We have come full circle as we also offer a value-add service to clients by facilitating RTH collections for lost property, reducing our clients’ waste and helping RTH with stock.

Procuring uniforms from RTH opened a conversation with our employees about consumer habits and fast fashion as not everyone was onboard initially. Further to this we support all their events.

Since 2021, NuServe has been purchasing work attire from Royal Trinity Hospice, a decision which has social, environmental, and economic impact by saving us money without compromising on quality, reducing our carbon footprint by keeping unwanted clothing in circulation longer, and supporting Londoners in palliative care whilst adding social benefit by creating inclusive work attire across gender lines.



Living wage rates

Proudly, NuServe is a Living Wage service provider, which means that we commit to holding regular conversations with our clients about the benefits of paying the real Living Wage, and the impact this has on our operatives.

Aware of the benefits of paying the Real Living Wage, NuServe monitors the percentage of our employees who are paid the Real Living Wage and have shown a notable increase. Some of the benefits of paying the RLW are increased staff retention, greater focus at work, and less financially stressed employees.

In April 2025, the national Living Wage is expected to rise by 6.7%. NuServe is preparing for all possible outcomes, and we will continue to monitor the situation.



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Retention

NuServe monitors employee retention among wage workers:



Did not like the work

The type of client can impact an operative's choice to stay, with hospitals and schools being a challenge to recruit for.



Health issues

The type of client can impact an operative's choice to stay, with hospitals and schools being a challenge to recruit for.



Location

The commute to the client was an issue.



New job more hours

Cleaning contracts less than two hours struggle to retain staff.



Returning to home country

A trend we have observed due to the cost of living.



Shift pattern did not suit

Childcare, day jobs and schedule changes.



Other

Reasons unknown.

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WhatsApp Communication

In the past, NuServe has struggled to get engagement from operatives, and continuous suggestions stemming from the D&I council pointed to mobile communications.

Thus, we have increased mobile communication via WhatsApp which has not only helped recruitment but also helped everyone feel more connected and informed about company news.

It's a simple solution that requires some hands-on management and dedication from the Recruitment Coordinator. The results have been worth it!



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Social Goals

How NuServe is measuring up against our social goals

In 2023, we said:	We're still grappling with:	In 2023/24 we achieved:	Comments:
Explore site incentives for operatives			We must do better.
Continue to respond to D&I council feedback			Oh, dear. Rapid growth meant our teams became overstretched and our D&I council fell away. Nevertheless, our new People Operations director is on a mission to reinstate it come November 2024
Real Living Wage figure needed to improve.			WOW! In our last B Corp report 54% of our operatives earned the Real Living Wage, now 85% of our operatives earn the RLW. With new labour laws, it will be interesting to watch this figure in April 2024.
Understanding of operative commutes and site placements			We have worked out a way to monitor it but need to be more active in placing operatives closer to their place of residence.
Work out a way to communicate with operatives more effectively to spark engagement.			Eureka! We are now communicating with our teams more frequently in a manner that suits them.

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Goals for 2024/25



- 1 Improve transparency of company's Code of Ethics and policies
- 2 Restore our Equality, Equity, Diversity and Inclusion committee
- 3 Offer employee benefits, which could be financial services, healthcare support or life skills training.
- 4 Employee review processes in the form of 360 degree feedback, exit interviews, and written guidance for career development.
- 5 Explore new socially impactful and innovative recruitment opportunities.

GOVERNANCE

ENVIRONMENT

CUSTOMER

COMMUNITY

WORKERS

