



# Stirling Council Commercialisation Initiative

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# Specialised Cleaning

- Objectives
- Services on offer
- Market Research
- Next Steps
- Future Possibilities

# Background

- Inspiration
- Lens presentation

# Objectives

- Provide an on-going income for Stirling Council that may reduce cuts elsewhere.
- To allow us to deliver services in-house that we are currently outsourcing.
- To continuously review our services and ensure we pro-actively address areas for improvement.
- To offer new employment opportunities to existing staff and create new jobs.

## Services On Offer

- Sparkle Clean
- Bodily fluids (blood, urine, faeces)
- Trauma Cleaning (after accidents)
- Sharps removal
- Infection control (outbreaks of Noro-virus etc.)
- Fleet Cleaning
- Building cleaning (Retail units, Offices, Nursing homes etc.)
- Post Event Clean up

# Market Research

- Is there a need for these services?
- Is there local competition?
- Can we price match competitors?

## Next Steps

- Training
- Investment
- Branding and Promotion
- Target Customers

## Further Possibilities

- Joined up approach with complementary services
- One stop shop service
  - Wedding Services
  - Funeral Services
  - Event Management



# Summary

- Income generation is essential, we need to act and adapt
- We can work with existing resources to minimise risk
- Any investment compliments what we are already doing
- Not just financially rewarding, we are investing in people
- Unlimited growth opportunities by working in conjunction with others

Thank you