

IMPACT REPORT 2024

WGC

Since 1974

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01 A MESSAGE FROM OUR CEO

After 50 years in business, I'm thrilled to share WGC's first annual impact report with you. This report tells our story from our humble beginnings to how our approach is evolving. It explains what's important to us, and our ambitions for the future. It draws a line in the sand and is full of intention.

A lot has changed since WGC was founded in 1974, providing window cleaning services to London-based businesses. As the company has grown, moving into hotel housekeeping and facilities management (for which we're

now best known), we have learned a lot about our people and our customers. That said, nothing catalysed us to change our way of working more than the COVID-19 pandemic in 2020-2021.

Whilst our people had always been important to us, pre-pandemic we took a customer-first approach, always flexing to their needs and requests. That evolved during and after lockdown. To service our partners that remained open, we needed to attract the best team members who were prepared to work in the challenging conditions brought about by COVID-19, and assure the highest levels of cleanliness in public spaces. This led us to adopt a truly people-first approach.

Putting our people first had far-reaching benefits for our employees and partners that we couldn't have anticipated. Our staff turnover rate more than

halved. This meant less stress for our support team and more consistency and higher standards for our partners. We felt justified increasing our prices because it meant (where contracts allowed) we could pay our people at least a Real Living Wage.

As well as thinking about the financial security of our people, we are taking action to protect the health and well-being of our employees in a variety of ways. This includes training mental health champions, providing additional healthcare, and pioneering effective, but less harmful, cleaning products, to name a few.

Our people live in communities and we know that when communities thrive, we are all happier and healthier. In 2025 we'll be launching the WGC Foundation supporting initiatives designed to create opportunities and promote healthy, positive outcomes for the communities we live and work in.

We're listening to our partners too and adapting our systems and processes to meet their environmental reporting standards. We know we can carry out our work whilst reducing our environmental impact and have plans in the pipeline to better understand how. This includes recruiting a new Sustainability Manager to the team.

Finally, we are strengthening our internal governance to ensure we can continue to support our people and communities, respect the environment and run a financially sustainable business long into the future.

I am looking forward to the continuation of our journey. For more about our aspirations going forward, take a moment to read Tom Coppin's 'looking forward' view at the end of this report.

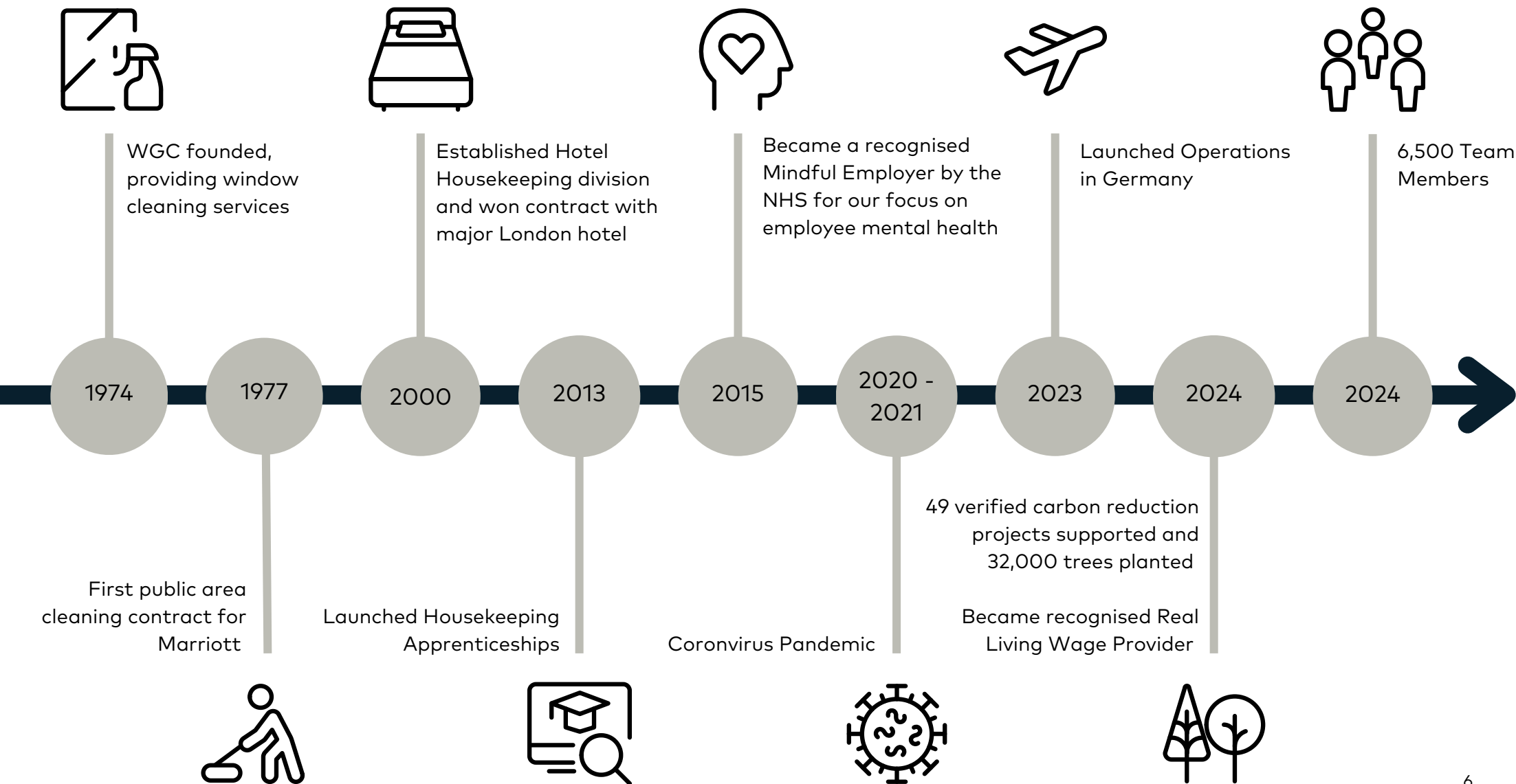


Martin Birch, CEO





02 OUR STORY SO FAR





03 SETTING NEW STANDARDS

Industry Challenges

The work of the housekeeping and facilities management industry is often hidden from public view, despite the fact that it ensures the comfort of millions of people, every day. Staff can be undervalued with low pay and zero hours contracts aren't uncommon. Health issues can arise from the physical nature of the work and the chemical products used. Contracts with hotels in particular tend to be short (2 years) and, as they are won and lost, workers are routinely transferred from one employer to another.

Companies like WGC, who manage housekeeping functions also have the challenge of managing teams that are spread over large geographical areas. Employees can often feel closer

to the culture of the hotel or building they work in than the culture of their employer. The broad geographical nature can also make it harder to monitor and influence good environmental practices across all sites.

At WGC, we're aware of these challenges. We believe it's high time to set new industry standards and are already asking ourselves the following challenging questions to help us achieve this.

We've made it our mission to excel in service delivery sustainably and to rise to these challenges and, as you'll see, this approach is already making a difference to our people, partners and communities.

How do we:

- Ensure better job security for our people?
- Protect the health and well-being of our employees?
- Empower our housekeeping teams to fulfil their potential?
- Engage with partners to ensure all employees are paid a Real Living Wage?
- Help our teams feel connected to our culture when they are so geographically spread and embedded within partner sites?
- Have a positive impact on the communities we work in?
- Support our partners in their Net Zero journey?
- Decarbonise our operations whilst maintaining / enhancing the quality of our work?
- Balance growth with a desire to reduce our carbon footprint?
- Put in place systems and processes to enable change, measure progress, and ensure we are working on the most impactful activities?



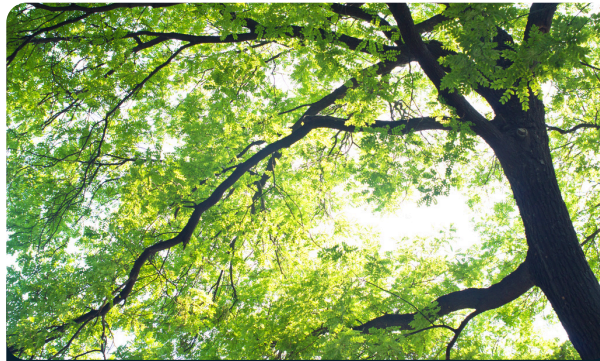


04 OUR APPROACH TO IMPACT



People

Our people-first vision includes our support staff, operational teams and the communities in which we live and work.



Planet

Working sustainably means understanding and reducing our carbon footprint, limiting our water usage, reducing the amount of waste produced, and innovating to eliminate harmful chemicals from our operations.



Governance

We can only achieve our vision and mission by having the right resources, processes and policies in place.



05 PEOPLE: EMPOWERING OUR PEOPLE AND COMMUNITIES

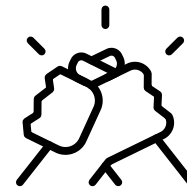
How do we:

- Protect the health and well-being of our employees?
- Empower our housekeeping and facilities management teams to fulfill their potential?
- Ensure better job security for our people?
- Engage with clients to ensure all employees are paid a Real Living Wage?
- Help our teams feel supported and connected to our culture when they are so geographically spread and embedded within our client's sites?
- Have a positive impact on the communities we work in?



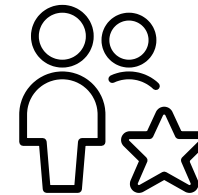
Vision: People first

WGC's Values



Personable

working with us is
a great
experience



Proud

being proud of
what we do



Progressive

never staying
still

PEOPLE

Empowering our People

We think about our people and our communities together, because they are inextricably linked. We recruit our people from the communities in which our partners are based. We also give back to these communities supporting local charitable organisations creating further connection.

Health, Well-being and Inclusion

Open door sessions

It's important to us that our teams feel heard, supported, connected and part of a team, particularly when they are so geographically spread.

Since January 2024 we have transformed the way we connect

with our teams through the introduction of Open Door Sessions. These weekly forums bring together managers across the business to discuss various themes including bullying, sexual harassment, absences, equality and inclusion, right to work, religion and more. They have proved hugely popular as a platform for open dialogue, collaboration, and trust-building between HR, leadership, and frontline managers.

Attendance at the
Open Door Sessions
has seen 1,050 logins
to date

The Open Door Sessions were launched with the following objectives:

- **Promote equity:** Ensure all managers have equal access to resources, guidance, and opportunities to voice concerns or share ideas.

- **Drive inclusion:** Create an environment where managers from diverse sites and backgrounds can collaborate and learn from each other and bridge the gap between HR and the wider team
- **Enhance transparency:** Offer real-time updates on policies, business decisions, and HR initiatives to build trust and confidence.
- **Strengthen relationships:** Foster deeper connections between managers and HR, transforming perceptions of HR as an accessible and supportive partner.

Example sessions have included a Ramadan discussion where our colleague, Rayhanul, shared insights about its significance and how managers can better support Muslim employees during this period. Another on Menopause highlighted a topic relevant to many, encouraging empathy and understanding.

"One of the key successes of the Open Door Sessions has been the substantial improvement in compliance and knowledge across the team. By providing consistent, accessible training and support, we have seen a significant reduction in common HR-related errors and an increase in adherence to company policies and procedures. This has not only improved operational efficiency but also contributed to a fairer and more consistent experience for employees across all sites."

Rob McKellar-McCarthy,
Associate
Director,
People



PEOPLE

Open Door Sessions

“

The Open Door Sessions have become such a vital part of my weekly routine. They are a welcoming space where I can connect with my colleagues, exchange ideas, and gain insights that resonate both in my professional journey and personal life. The topics we cover are not only informative but incredibly relevant, helping us navigate everyday challenges and sharpen our skills in real-time.

”

“

I enjoyed the topic on racism and discrimination. It's good to know that WGC does not tolerate such behaviour and it would be dealt with should we face such things in the workplace. It shows that WGC truly cares about their staff wellbeing. As a company, it's not just words you speak but the action you take as well.

”

“

The Open Door sessions have been so helpful, I know I can talk to HR and get any advice I need. I've learned so much that I feel I'm getting better at my job.

”

“

Each time I attend, I walk away with new strategies, fresh perspectives, and a deeper connection to our team. It's not merely training; it's an enriching community dedicated to growth and support. I am genuinely grateful to be a part of this experience.

”

“

What truly stands out for me is the culture of openness and approachability that our HR team fosters. Here, I feel free to ask questions, seek guidance, and share my own thoughts without hesitation. Knowing that my input is valued creates an empowering environment, where collaboration and learning take centre stage.

”

PEOPLE

Focus on Mental Health

WGC works in partnership with the Workplace Mental Health Charter and has trained 13 Mental Health Champions to date. Mental Health Champions are team members who have voluntarily agreed to take training with a view to improving mental health awareness and education in our workplaces. They help create a culture where their colleagues feel comfortable seeking help if needed.

**13 Mental
Health
Champions
Trained**

One of our Champions is Anna Majcher, People Engagement Coordinator: "I found the Mental Health Champion training incredibly beneficial from a personal perspective. It helped me navigate my own circumstances and better manage my mindset during challenging times.

The training gave me the confidence to listen empathetically and without judgement. I focused on being a supportive listener rather than offering advice and instead, directed individuals to the resources available on the app.

I have also been able to advocate for workplace adjustments which have been well received. It has provided me with invaluable skills that continue to benefit both myself and those I support"

In 2024 the team won Includability Committed Employer of the Year for unwavering focus on well-being, mental health and inclusion.

“ Thank you to our dedicated colleagues who go above and beyond every day. They're not just committed to their work but also to understanding mental health to help each other. With Mental Health Champions across all levels of the organisation we're breaking the stigma around Mental Health from the inside out. Thanks to the Includability Verification process, colleagues at WGC have been able to build incredible partnerships to allow for meaningful change not just within WGC but also in their personal lives.

Martin Birch, CEO



PEOPLE

Access to Healthcare

Because we know when people work full time and have family and other commitments it can be hard to access the healthcare they need, we now provide access to HSF Assist for all our employees. This gives them access to:

- A GP advice line where they can have a consultation via phone or video and have any medication sent directly to them.
- A counselling service of up to 6 sessions delivered locally, online or on the phone, access to guided self-help modules and signposting to useful services.
- Support for legal, debt and life management issues.
- Prescriptions to your door.



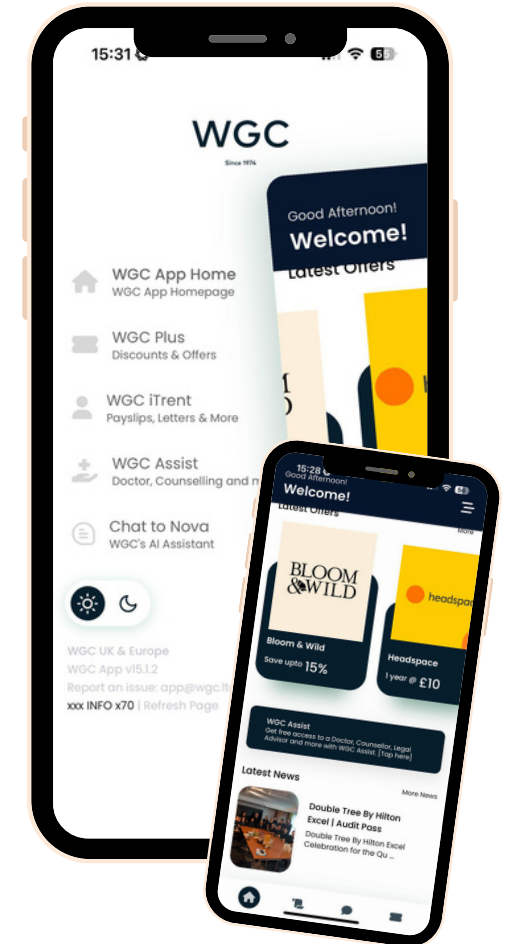
**WGC Support Team
Member**



Communication & Training

One of the challenges of our business is how to train and communicate with a workforce that is so geographically spread and embedded within our partners' sites. To help keep our teams connected, our new mobile application WGC App will launch in Q1 2025. Via the app, our people will be able to:

- Consult their payslips.
- Keep up to date with WGC news such as new partner wins and other useful information.
- Find out about and attend lunch & learn sessions.
- Learn about colleague milestones and successes.
- Complete required training modules.
- Access well-being content, help and advice.



PEOPLE

Careers: Employee Stories

At WGC, we believe in the value of internal promotion. Recognising and investing in the people who have committed time and energy to the company rewards their dedication and hard work whilst allowing us to benefit from their knowledge and experience gained on the ground.

A number of our support staff started out their careers with WGC in operational roles, including our **Head of Health, Safety & Well-being, Dorota Biernacka**.

"I started my journey with WGC in July 2004 as a room attendant at the Hilton London Metropole hotel. After a year, I became a supervisor and after another year, a Training Manager responsible for training and recruiting new room attendants and supervisors. For each of these roles I was offered internal training. I also completed the Hilton training program for Trainers.

In March 2008, I was promoted to Building Manager and was responsible for one of the hotel wings. I held that position until November 2009 when I was promoted to Head Housekeeper within our apartments division. I was looking after a challenging and widespread operation within London and external areas such as St Alban's and in March 2013 I was promoted to Operations Manager of the same division. In February 2017, after working with the apartment division for 7.5 years, I moved to the operations team looking after hotels as an Area Manager.

Health and Safety was an important element of all these positions. As an Area Manager, I was given Level 2 Risk Assessment training and obtained a certification in Portable Appliance Testing. I always enjoyed the health and safety parts of the job and making sure our teams are safe.

Following the correct procedures to protect them has always been important to me. In May 2023, when our Health and Safety Manager took maternity leave, I was offered to cover her role. The company provided me with NEBOSH (National Examination Board in Occupational Safety and Health) training and having successfully completed this, I stayed on as Head of Health, Safety and Well-being.

Being part of the Operations team for so long has helped me do my current job better as I understand the challenges they are facing on the ground and the way they are working. After so many years WGC has become like a second family which has supported me over the years and presented opportunities to grow and develop my career. I am lucky to have worked with really amazing people, some I consider as mentors who were not only there on a professional level but also as friends providing a great support system."

Dorota Biernacka
Head of Health, Safety & Well-being



PEOPLE

John Raponi started his career at WGC as a part time Linen Porter. He is now **Regional Operations Director**. John's story:

"Fifteen years ago, I took my first step into the industry working for WGC as a part-time linen porter at the Premier Inn in Birmingham. At the time, I had no idea how much this job would shape my future. What started as a simple role soon became the foundation of a career built on hard work, learning, and growth. Six months later, I became a full time Supervisor there, then Assistant Head Housekeeper and in June 2012 I became Head Housekeeper.

I embraced every opportunity that came my way, proving to myself and others that dedication and perseverance can open doors. With each promotion, I took on new challenges, learned from incredible mentors, and developed the skills needed to lead teams and drive operations at a regional level. I climbed the ranks steadily moving into the position of Area Manager in 2013, Regional Manager in 2015, Deputy Operations Director in August 2016 and later, in 2019, Operations Director for the North Division. In May 2023 I started in my current role as Regional Operations Director, which includes our European (German) operations. The journey hasn't always been easy. There were long hours, difficult decisions, and moments of self-doubt. but through it all, I stayed committed to growing personally and professionally. I've learned that leadership isn't just about managing people—it's about inspiring them, supporting them, and creating a culture where everyone has the opportunity to succeed, just as I did."



Rachel Shirley started as a receptionist, working her way up to **People Coordinator** over her 7 years with the company. Rachel's story:

"I began my career at WGC in 2017 as a receptionist at the Head Office. During this time I was trained in fire safety, health & safety and fleet management. Recognising my potential, WGC promoted me to Head Office Coordinator in 2018 with a broader set of administrative responsibilities including Payroll and Human Resources.

In 2021, I became a HR Administrator, playing a key role in streamlining administrative processes ensuring employees and managers received timely and effective assistance. Then, in April 2024, I was delighted to have my experience and skills recognised with

a promotion to People Coordinator. I have a strong focus on compliance and operational excellence and have completed Right to Work training, supporting WGC's commitment to its employees and business integrity. My progress at WGC reflects my personal development but also the trust put in me and opportunities provided by WGC."

PEOPLE

Real Living Wage

It is important to us at WGC that our people are paid a Real Living Wage. This is the only UK wage rate based on the actual cost of living. It makes a huge difference to our people in terms of their productivity, mental health, relationships and more.

The Real Living Wage is £12.60 per hour outside of London and £13.85 in London.

We have been working towards increasing the number of our people on a Real Living Wage since 2024 and are recognised as a Real Living Wage Service Provider. This doesn't mean that all of our people receive a Real Living Wage (yet), but we are working to achieve this. One way we try to raise awareness amongst our partners is to submit all tenders with a Real Living Wage Option.

Who is paid the Real Living Wage (or above) at WGC?

- All staff not tied to partner contracts (our support team).
- In London 52% of workers.
- In the rest of our operations, 61% of workers.



Being on the Real Living Wage makes a difference to me and has a very positive effect on my financial situation. I absolutely do not feel that I have to do more work because I am paid more. I finally feel that someone appreciates my hard work and doesn't let me work for the minimum wage.

WGC Room Attendant

Empowering Communities

Recruiting people from communities local to our contracts is at the heart of our approach to empowering communities. This forges an important connection between local business and community.

In Cardiff, we're working in collaboration with the council's Into Work Advice Service and local Job Centres to find suitable candidates.

Area Manager, Malgorzata Zajac works closely with Cardiff Council: "Working with Cardiff Council and the local Job Centre presents a unique opportunity for WGC to not only promote our company but, more importantly, to support those in our community who are hardest to reach. Building relationships with local authorities enables us to make a meaningful impact in helping people secure jobs."

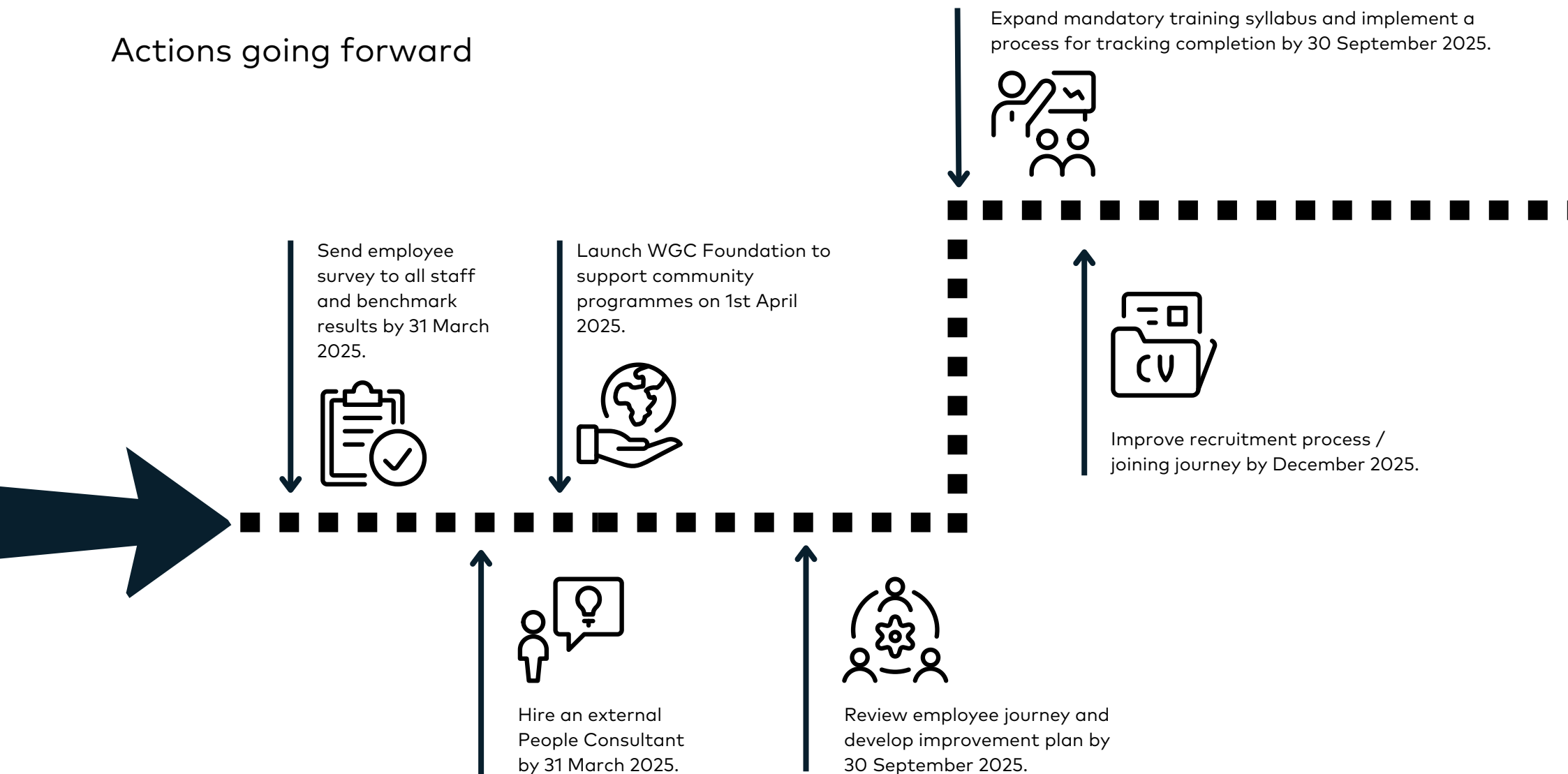
We are grateful to have been given the opportunity to work with a strong, independent and supportive company such as WGC. I'm sure you will agree this collaboration has been beneficial for both parties.

Wendy Boyd, Employer Liaison / Work Placement Office, Cardiff Council

We aspire to become a fully certified Real Living Wage employer by the end of 2027.

PEOPLE

Actions going forward





06 PLANET: RESPECT FOR THE ENVIRONMENT



How do we:

- Protect the health and well-being of our employees?
- Decarbonise our operations whilst maintaining / enhancing the quality of our work?
- Support our clients in their Net Zero journey?
- Balance growth with a desire to reduce our carbon footprint?

To address these challenges we need to understand our carbon footprint with a view to reducing it, limit our water usage, reduce the amount of waste produced, and continue to innovate to eliminate harmful chemicals from our operations.

Learnings

Our work to date with Includability and through benchmarking ourselves with EcoVadis, has highlighted that our primary focus has been our People pillar. This is no bad thing. In fact, we're very proud of this point, but it's shone a light on the fact that we need to put more time and resources into improving our data, particularly in relation to our environmental impact.

PLANET


Carbon footprint

We estimated elements of our head office carbon footprint in the year ending 30 September 2023 to inform our purchase of carbon credits. It was a first attempt to understand our emissions. We measured gas, electricity, petrol and diesel used in company cars, business travel and estimated our home-working emissions. We used spend-based calculations which isn't the most accurate method for calculating and we recognise it wasn't a comprehensive approach which is why we haven't published the details here. The result of our calculations was to fund the planting of 35,225 trees with Ecologi, helping avoid 783.8 tonnes of CO₂e since 2022.

We know that buying carbon credits doesn't absolve us from the responsibility of reducing our emissions. That's why we will be appointing a Sustainability Manager in the first quarter of 2025 and tasking them to work with a carbon consultancy to conduct a comprehensive audit of last year's emissions. With this information we will set a reduction target and start working on strategies to achieve it.



35,225 TREES
FUNDED



783.8 tCO₂e
AVOIDED

Transition to electric (and hybrid) vehicles

We're already taking action to limit certain emissions within our business. Transitioning our vehicle fleet is one. We are working with Lex Autolease to switch our current fleet of 45 vehicles away from petrol / diesel to electric and hybrid models.

VEHICLE FUEL TYPE	% OF FLEET as at 30th Sept. 2024
Diesel / Petrol	38%
Hybrid	55%
Electric	7%

PLANET

Cleaning Products

When we started out (and for years afterwards), we used market-leading cleaning products that included bleach and other harmful chemicals. The pandemic caused us to reconsider our products. To combat the SARS CoV2 pathogen, we switched to Aqueous Ozone water-based cleaning products, which our teams preferred, but which some of our partners were unsure about as they felt they didn't provide the long-lasting clean they needed.

Always open to new innovations we're currently piloting a switch to probiotic products which are:

- ✓ biodegradable
- ✓ plant-based and probiotic
- ✓ not tested on animals
- ✓ delivered in recycled bottles
- ✓ made in the UK

As well as reducing exposure to harmful chemicals, this move reduces the number of plastic bottles used thanks to the fact that one 5 litre container contains enough product for up to 125 spray bottles. Our partners are happier with this product too as it provides a better, longer-lasting clean.

How does it work?

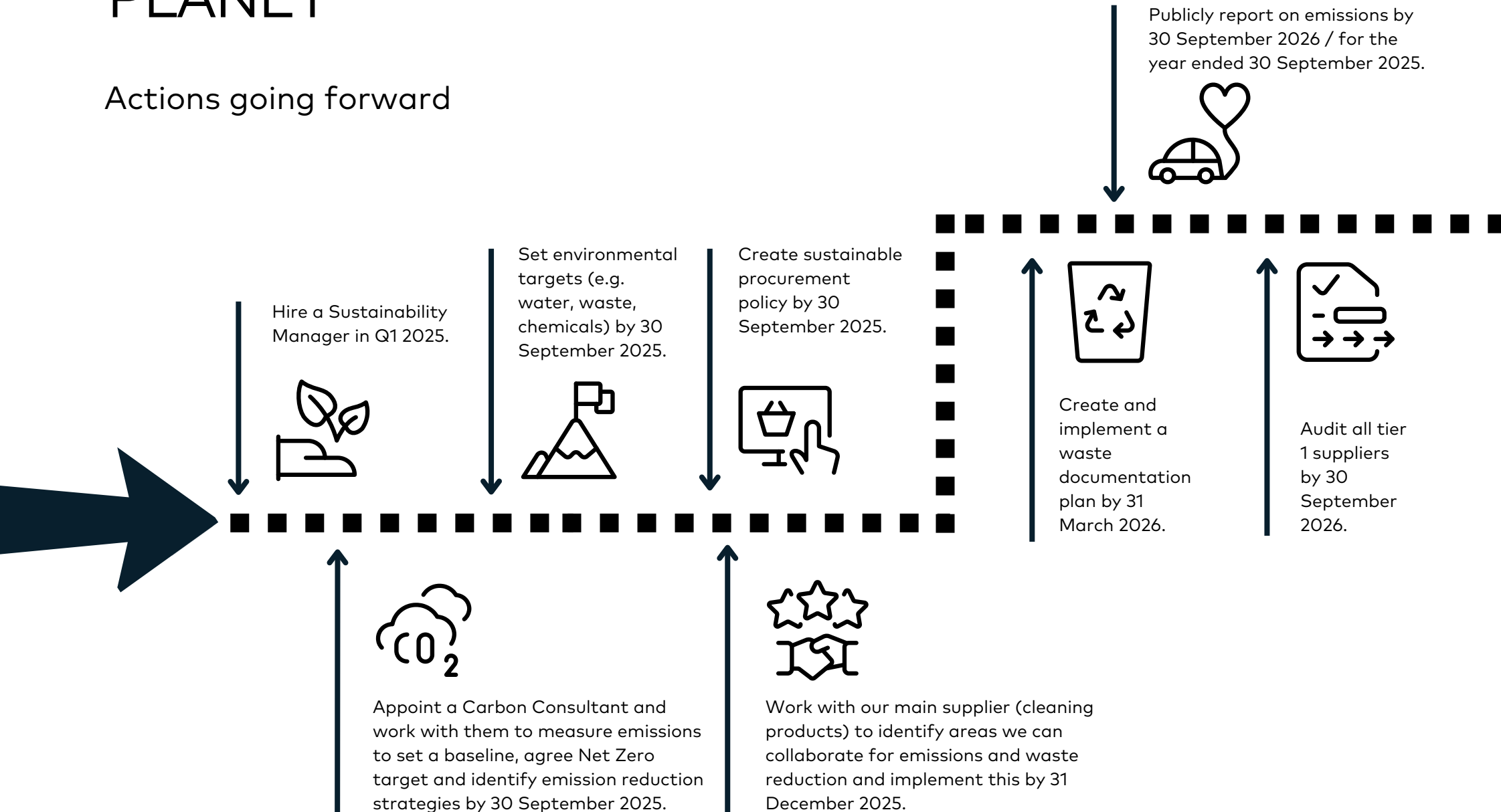
It uses a blend of natural microorganisms that work in combination with each other. This results in an instant clean but moreover, the product continues to work after application, degrading organic waste thanks to the way the bacteria continuously adapt to the environment producing completely harmless enzymes to deal with any ongoing dirt.

The pilot has so far been a success with both our teams and partners.



PLANET

Actions going forward





07 GOVERNANCE: ACCOUNTABILITY, TRANSPARENCY & EFFECTIVENESS

How do we:

- Empower our people and communities, respect the environment, whilst running a financially sustainable business?

Our Structure

We have recognised the need to improve our governance. Whilst there is still a lot to do, we have made some material changes including reinstating our Executive Committee (ExCo), and evolving the role of our Chief Information Officer, Tom Coppin and his Executive Assistant, Sarah Anderson-Smith, to kick start the process.



Melanie Troiano
CFO



Jas Sian
COMMERCIAL
DIRECTOR - UK



Tom Coppin
CIO



Dawn Richardson
ASSOCIATE
DIRECTOR -
PAYROLL



Yulia Sitnikova
DEPUTY FINANCE
DIRECTOR



**Rob McKellar-
McCarthy**
ASSOCIATE
DIRECTOR -
PEOPLE



Dorota Biernacka
HEAD OF HEALTH,
SAFETY &
WELLBEING



Anne Parfitt
HEAD OF
LEARNING &
DEVELOPMENT



Adrian Cuff
COMMERCIAL
DIRECTOR -
EUROPE



Katrin Samadi
OPERATIONS
DIRECTOR -
GERMANY



Magda Drweiga
OPERATIONS
DIRECTOR -
SOUTH &
LONDON



John Raponi
OPERATIONS
DIRECTOR -
NORTH & EUROPE

GOVERNANCE

Ecovadis & ISO14001

To assess our business for Environmental, Social and Governance (ESG) risks, meet our sustainability goals and drive impact, we have started benchmarking our business using the Ecovadis platform. We plan to expand our use of the platform to continue to evaluate our operations and identify areas for improvement. Completing the assessment process will allow us to transparently share our progress with our clients and partners.

We are also beginning work to obtain ISO14001 certification, a standard for establishing an Environmental Management System (EMS). This process benchmarks our progress to date, helps us identify measures

to improve our environmental performance, aids compliance with regulation and signals our commitment to ongoing environmental improvement.



B Corp

To be a certified B Corp company is to balance profit and purpose and act in the interests of all stakeholders including suppliers, employees, the environment and the wider community, not just shareholders.

In 2024, WGC began working with **Laura Slack**, B Corp Consultant with a view to completing the B Impact Assessment to assess our impact across the five categories of governance, workers, community, the environment, and customers. Our goal is to become B Corp certified to demonstrate our commitment to our business being a force for good.

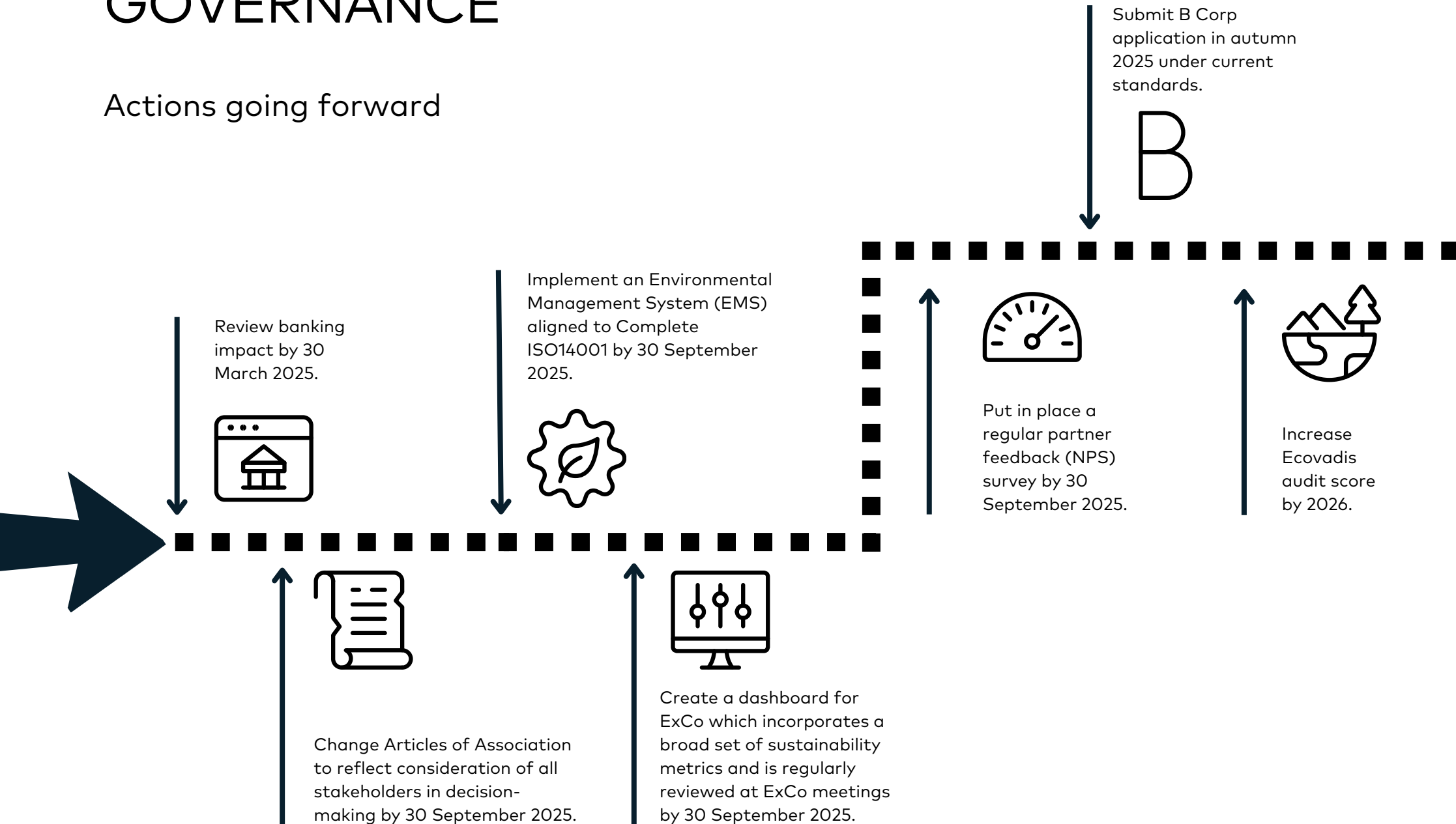
In our initial assessment we fell short of the 80 points needed to

make the application but we now have plans in place to improve our score and expect to be able to make our submission in autumn 2025.



GOVERNANCE

Actions going forward





08 LOOKING FORWARD

Looking ahead, the future at WGC has never felt more inspiring. As we enter the next exciting chapter of our journey, the whole team remains deeply committed to creating positive change across every aspect of our business. Sustainability is no longer simply an ambition, it is embedded in our strategic vision, shaping the decisions we make and the partnerships we build.

Our focus in the coming months will see us expanding our environmental initiatives, significantly reducing our carbon footprint, and working closely with our partners and suppliers to innovate together. The imminent arrival of our new Sustainability Manager is a real sea change, as they lead our comprehensive carbon audit and drive impactful action towards Net Zero. Collaboration with suppliers will be key, as we look to enhance sustainability across our supply chain, jointly striving for measurable improvements in

emissions, waste reduction and sustainable product development.

Exciting initiatives are already underway, from our pilot programme using biodegradable, plant-based probiotic cleaning products, to accelerating the transition to an entirely electric vehicle fleet. We will also continue investing in our people, recognising their well-being and development as essential to our success. The upcoming launch of the WGC Foundation in 2025 will further deepen our positive impact, creating lasting change across the UK through meaningful community projects and partnerships.

Internally, we're reinforcing our governance structures to maintain transparency, accountability, and effectiveness, ensuring we continue to lead responsibly. Achieving our EcoVadis goals and pursuing the respected B Corp accreditation

will further demonstrate our unwavering commitment to being a truly responsible business.

As we look ahead, we see an opportunity not just to grow our business sustainably, but to lead our industry into a brighter, cleaner and more equitable future. Our teams are deeply committed to achieving the ambitious goals set out in this report.

The journey ahead promises challenges, but with our talented teams, dedicated partners and collective determination, the future at WGC is bright indeed. Together, we will make a lasting positive impact for our people, our planet, and our communities.

As we close out the report, I want to thank our CEO, Martin Birch, for his leadership and support in ensuring sustainability and our wider impact goals are at the top of the agenda.

Thank you to our amazing impact gurus and partners on this journey, Hannah Keartland, Nicky Leach, Heather Davies and Laura Slack. Your genuine and candid guidance has undoubtedly helped us build a more meaningful sustainability roadmap and unflinching impact report that gives a real insight into WGC progress and aspirations.

Finally, thank you to Sarah Anderson-Smith for never wavering in the delivery of our sustainability objectives and this high-quality report.

Tom Coppin

Tom Coppin, CIO



Connect with us

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WGC

Since 1974