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Cleanology's fair pay campaign pays off

Cleanology's long term commitment to fair pay in the cleaning industry has resulted in a win at last night's prestigious Living Wage Champion Awards.

CEO Dominic Ponniah celebrated the win with staff, saying: "Of all the awards Cleanology has won in recent years, this has the most significance. It means so much to our team, which campaigns tirelessly to make Cleanology a Living Wage company. In an industry known for low pay and fast turnover of staff, we are committed to changing the landscape, and we are unbelievably proud to receive recognition for our work."

Cleanology was the winner of the Recognised Service Provider 2021 category. Since 2017, the company has almost doubled the number of employees receiving the Real Living Wage. As well as promoting fair pay among clients through awareness-raising events and annual reviews, it includes a Real Living Wage option in every new bid and makes it clear that this is the preferred way of working. Forty per cent of bids include the Real Living Wage as a mandatory element.

In 2019, Cleanology commissioned the first independent research into attitudes around wage levels and perceptions towards cleaners' pay.

Ponniah added: "Fair pay is a basic right. Signing up to the Real Living Wage offers employees security and gives a clear message that they are valued. In return, we are rewarded with greater loyalty and more thorough work. We will continue to push for the Real Living Wage throughout our organisation."

Laura Gardiner, Director of the Living Wage Foundation, which organised the awards, said: “Despite the challenges of the past 18 months, the Living Wage movement has never been stronger – we’ve continued to grow, welcoming our 7,000th employer, and tonight we come together to recognise some of the outstanding work these employers have done. The Living Wage Champion Awards 2021 are a fantastic opportunity to celebrate the importance of a wage that truly covers the cost of living and the value this provides for workers and businesses, and I congratulate Cleanology on their deserved award.”

The annual [Living Wage Champion Awards](#) celebrate notable employers that pay the Real Living Wage. This year, they recognised 20 years of the Living Wage campaign. Last night’s awards were hosted by Yolanda Brown, well-known saxophonist, composer and broadcaster. The awards were sponsored by Aviva.

Visit: <https://cleanology.com/services/office/>

Ends



Dominic Ponniah, CEO, Cleanology
Winner of the Recognised Service Provider 2021 category

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Notes for editors:

- Cleanology is a commercial cleaning firm with around 700 employees. It includes a Real Living Wage option in every new bid and makes it clear that this is the preferred way of working.
- In 2017, 18% of staff received a Real Living Wage rate of pay. Today, that has increased to 35%.
- In 2017, 24% of clients were paying the Real Living Wage. Today that has risen to 47%, through persistent, positive promotion.
- We organise a Living Wage Awareness month, during which we campaign to increase awareness of the benefits and drive greater participation.
- In 2019, Cleanology commissioned the first independent research into attitudes around wage levels and perceptions towards cleaners' pay.
 - We have used the results to promote the Real Living Wage in positive articles throughout the media and Cleanology's CEO has also spoken at conferences.
 - Findings included that while 63% of employees are concerned that cleaners should be paid fairly, only 39% have an accurate idea of the real figures on pay.