

**thinking about a  
new direction?**



**maybe a clean start?**





## Welcome to New City Franchising

After several years of providing commercial cleaning services to the UK's major property developers and larger commercial operations, New City have seen consistent demand to expand their operations geographically and have now agreed to grant franchises to suitably qualified applicants in order that the brand can continue its growth and enjoy even greater coverage throughout the UK...

New City have been trading in the contract cleaning business since November 2000 and during that time have seen a truly impressive growth in sales volumes with an average year-on-year growth of 47% per annum in Sales Volumes

(figures to financial y/e 2007).

In order to satisfy our customer demand, we are actively seeking franchise partners to work together with us, following our tried and tested systems and building successful businesses throughout the UK whilst enjoying the security of being part of a trusted national brand. This is a highly lucrative management franchise and we are therefore only offering this opportunity to carefully selected applicants.

Building any successful business is not easy – there is hard work to be done and it takes time for the rewards to be generated, but we will

guide you through setting up your business, building your teams, marketing your services and everything else that you need so that you can start generating income as quickly as possible.

You can quickly establish yourself in your own local area and your business will begin to grow. By following our unique business system we will initiate the marketing for your territory and you will then enjoy excellent repeat business and referrals from your own (very) satisfied customers. We're here to ensure that your business matches your ambitions, and grows at the pace that you want it to.

If you are ambitious, hard-working and would like to build your own successful management franchise with support from experienced industry professionals then please read on, and if you decide this could be the business for you then don't delay, just give us a call right away and we'll arrange for a meeting to discuss this fantastic opportunity in more detail.

I look forward to hearing from you

**Caroline Meredith**  
Managing Director



## How does the business work?

Just to make one thing clear, our franchisees are NOT cleaners; in fact our systems do not allow franchisees to handle any of the cleaning work themselves! The New City franchise is very much a management business. Our franchisees' role is to build relationships with the clients, recruit and manage a team of cleaners, and ensure that our extremely high quality standards are met (or exceeded) by regular monitoring and management of the processes, providing feedback and responding to the needs of the client.

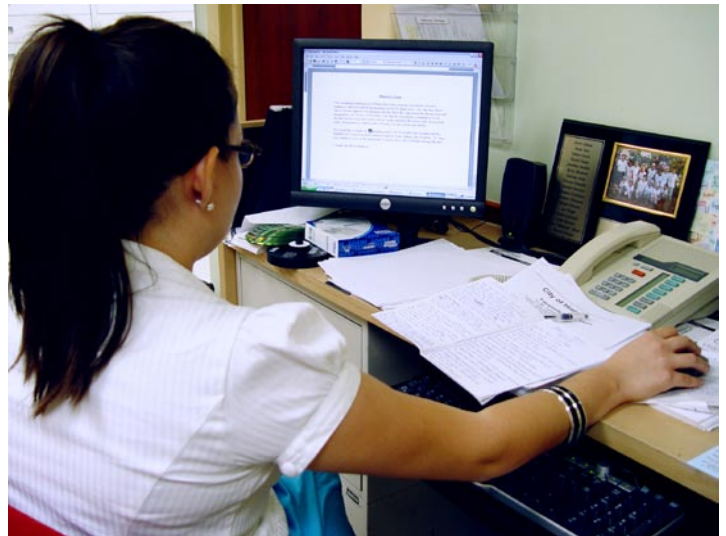
It is by following our carefully developed systems that we have managed to secure many high-level clients on a long-term basis, and it is by following these same systems that you will too!

We will handle marketing campaigns throughout your territory, and pass you the leads and responses which our campaigns generate. You will then follow these leads up using our carefully developed systems to maximise the opportunities, and from there the relationship with the clients becomes yours to nurture and develop.

Usually working from home you will run a small team of cleaners, perhaps only 3 or 4 initially, and as this team will be field-based much of your role will be to ensure that the systems and standards are being maintained

by regular monitoring and client visits. As time goes on you will build a reputation for providing the highest quality of service in your area and – just as we did initially – you will find that referrals become an important source of new clients. As you get busier you may want to take on an Area Manager, and we will guide you through the steps to take this important decision, ultimately taking your business forward to the next level.

We will even remove one of the largest headaches for many new businesses, that of credit control and debt recovery. We will handle all invoicing and debtor management for you, leaving you free to concentrate on the more enjoyable (and more rewarding) aspects of building your business.





## The Market

The UK commercial cleaning market is estimated to be worth £3 billion, and when you look around you'll realise that every business, office block and public building needs regular cleaning, sometimes several times per week. As a direct result of this commercial cleaning is one of the UK's fastest growing market sectors. If you then add to the mix our speciality areas of New Home cleaning and Show Home preparation you will have the opportunity to build a simple, easy to operate and tremendously profitable business of your own, whilst using our proven systems and strength of brand to ensure that once you gain a customer you not only keep them, but that they are happy to recommend you to other businesses just like theirs.



## What about training?

Don't worry about the initial start-up of your new business, especially if it is your first transition from employee to business owner. You will not be alone at any stage as we are here to ensure that you are successful, we are all in this together!

Our training and assessment system is specifically tailored to ensure that every aspect of the business is thoroughly covered, from sales & marketing; recruitment of staff; monitoring quality standards; operational training; finances and record keeping – in short, everything that you need to get your business up and running successfully as quickly as possible. But that is just the beginning...



## Our support systems

It is extremely important to us that you are supported every step of the way from initial launch through development of the business to meet your own needs and aspirations. Remember, we have already done all of this ourselves and really understand everything that is required to operate your business successfully.

All businesses rely on a steady flow of incoming enquiries from potential customers, and as part of our commitment to you we will be continually monitoring and tailoring the marketing for your area to suit your needs. Similarly we understand the issues you will face when recruiting and managing your team of cleaners; looking after your clients and maintaining the quality standards so again we will be working very closely with you, assisting you all of the way to ensure that this process runs smoothly and easily.

We operate a unique “Tailored Support System” through which we ensure that you always receive the support you need, when you need it. New to record keeping and reporting? Don’t worry; we can guide you through all of this. Concerned about staff management? We have systems and personnel on-hand ready to assist you with whatever you need. Marketing worries? Let us run another campaign for you.

Our reputation is in your hands, and for this reason we will be working very closely alongside you to ensure that everything works successfully; the clients are happy, you’re happy and we’re happy. It is this process that has built New City into what it is today – no detail left unchecked, everything performed to the highest standard.



## What is the investment level?

We have a clear and open policy on fees, to ensure that everyone joining the New City franchise network knows what to expect and where their money is being used.

There is an initial Franchise Package fee of £24,500 plus VAT which comprises everything you will need to get your business up and running, including:

- Full business development planning support
- Marketing literature and promotional items package
- System Manuals and Operational Guides
- An exclusive operating territory
- Full Head Office operational training
- Full marketing launch activity in your territory
- Plus all of the equipment you will need for your

cleaning team, including:

- Heavy Duty Carpet Cleaning Machine
- Cleaner's Equipment Packs
- Uniforms and Tabards
- IT Equipment
- Stationery packs

- Brand new fully liveried Ford Transit Connect van\*

\*(Please note: the van will be subject to a lease agreement)





## Our ongoing fees

We charge our franchisees a very small management services fee of 6.5% and ask for contributions to a national marketing fund of just 2.5%.

## Can I get finance?

We have good relationships with the main High Street banks, most of whom will advance you between 50% and 70% of the funding required. They will of course require you to present them with a business plan showing how you intend to build your business, and we will be pleased to assist you in the production of this.




NatWest



RBS  
*The Royal Bank of Scotland*



HSBC



Lloyds TSB

## What can I earn?

As with any business, the profit that you generate depends very much on how well you run your business and the effort that you put in. Before you make the decision to join the New City franchise network, we will run through some very detailed financial projections and ensure that you have a thorough understanding of the financial aspects of the business as well as the practical and operational sides. At this stage we will be able to provide you with guidance on business planning and funding and give you an honest appraisal of the extent to which you could develop your business, based on your own needs, aspirations and ambition.

Most importantly, we will work with you to ensure that this business meets your own personal goals. We understand that everyone has different earnings expectations, lifestyle commitments, time pressures and financial obligations. Our role is to ensure that you get out of this business everything that you want, and enjoy it in the process! The rewards for building a successful business are significant, and not just financially; the freedom and independence of running your own business really count when you know that you can rely on the back-up and support of a dedicated franchisor.



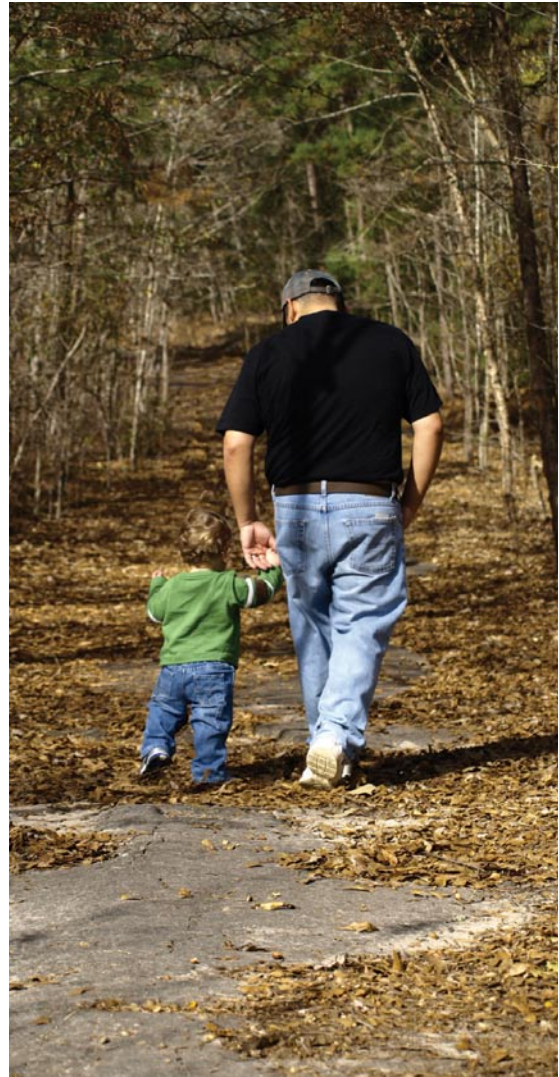
## Is this the right franchise opportunity for me?

We will make every effort to help you to make a properly informed decision on whether or not this exciting business is right for you. It is in our interest as much as it is in yours that your new business is successful and that it is one that you continue to enjoy and benefit from.

The training is tailored to ensure that franchise suits both experienced managers and ambitious entrepreneurs with no experience in the commercial cleaning sector.

There is no benefit to us in recruiting you as a New City Franchisee if you would not enjoy the business and benefit from it as a long-term investment, so we will always help you in any way we can to ensure that this is the right opportunity for you. The good news about franchising is that most new bona fide franchise start-ups are successful where other small business start-ups may fail. This is because franchisees use tried and tested business systems, avoid the cost of business development, use an already established and marketed national brand and are well supported by the franchisor's headquarters.

*New City Franchising support the commitment to ethical franchising; **we only succeed if you succeed** - it is therefore very much in our interest to work with you to develop your business to its full potential!*



## About New City

New City is a national cleaning company that was originally launched in Telford, Shropshire in November 2000. Growing from a very small company employing less than 5 staff members primarily carrying out show home cleaning for housebuilders and property developers, to a rapidly growing operation with a team of over 80 cleaners handling a wide variety of contracts for commercial cleaning in addition to the original core new home business.

The commercial cleaning division has generated a wealth of new contracts. After the completion of the new Inland Revenue building in Coventry, New City successfully cleaned 10,000sqm of office space and continues to complete similar projects across the UK in both new and refurbished buildings for clients including Birmingham Chamber of Commerce and Industry; One2One Cyber Cafe's and numerous public and private sector office blocks. On average, New City's Telford Territory currently secures between 7 and 10 new contracts per month.

(Figures to August 2008)



## Meet the Directors

Heading New City and working in Partnership are Caroline Meredith & Laura Scattergood.



Caroline is an accomplished professional with over 10 years experience in the cleaning industry and was awarded the '2002 Shell Livewire 'Young Entrepreneur of the Year Award' along with the 'JCB & Prince's Trust Business of the Year Award 2002' for her work in creating and developing the New City concept. The Prince's Trust have also approached Caroline to become a mentor for start-up businesses, using her knowledge and experience to offer advice to people thinking of setting up their own business. It is this knowledge, coupled with a passion for quality and service which makes the New City team ideally placed to nurture and develop individual franchise territories.



Laura now holds the position of Sales Director having joined New City in February 2001 initially as a Sales Assistant. From the outset Laura played a key role in the development of the company and shared Caroline's passion and drive to move the company forward and away from the stereotypical 'cleaning company' image. She immediately took on the shared responsibility to develop the business and from this an equal partnership emerged. Laura is directly responsible for the training, support and management of the franchisees to ensure that their businesses continue to expand and meet their own needs and aspirations. Having had first-hand experience of all of the issues that a franchisee is ever likely to face, Laura can offer an unparalleled level of support as the franchisees launch and develop their businesses.

## Hear what our clients have to say:

These are just a few comments received from some of our regular clients. Please remember that it is because of our unique systems and quality standards that we receive such glowing recommendations. As a franchisee of New City you will have access to and be fully trained in the exact same systems and standards. It is this, coupled with your own positive determination and hard work that will ensure your business receives recommendations such as these, and enables you to build your own successful business under New City's highly-respected brand.



### Venables

**Work Description:** Office Cleaning

*"At Venables we have been delighted with the quality and service provided to us by New City. They operate a unique system which provides us with tremendous reassurance that the work will be carried out reliably, efficiently and economically. For these reasons we will continue to use New City for all of our Office cleaning requirements and have no hesitation in recommending them to others."*

### Brimar Plastics

**Work Description:** Office Cleaning

*"Over the years we have tried a number of different suppliers for our contract cleaning services, and none have ever come up to the standards reached – and consistently maintained – by New City. They really do have a different approach, and their attention to detail and reliability are second to none. We are very pleased to continue our excellent working relationship with New City and look forward to working with them for many years to come."*

### David Austin Roses

**Work Description:** Office Cleaning

*"New City offer a very refreshing change to the conventional office cleaning companies. We have never seen any other supplier use such thorough systems for Quality Control, and they really do care about the feedback they receive. This is apparent throughout the team; everyone from the cleaning operatives through to the admin staff, accounts department and ultimately the directors clearly care passionately about delivering an excellent service, which is exactly what they do!"*

## Miller Homes (Midlands)

**Work Description:** Site Cleaning, Window Cleaning & Carpet Cleaning

*“One of the main problems we faced before our agreement with New City was with regard to our client questionnaires that our customers fill in. The main focus of a global organization like ourselves is to ensure that we receive nothing but positive feedback from our customers. This wasn’t the case, as the responses were genuinely disappointing, so we had to improve, enter New City. The results have been nothing but positive, and the only question I now ask myself is why didn’t we use New City from the start?”*

## Morris Homes (West Midlands)

**Work Description:** Show-Home Cleaning, Carpet Cleaning & Window Cleaning

*“We have a strong working relationship with New City as they have worked on various sites for us, and always offer ‘value for money’. We now class them as a ‘preferred supplier’, as their cleaners work hard to ensure that nothing is missed, and as a company their top class service ensures that they always offer exceptional value for money. We hope we can continue to build on our established relationship and move forward together.”*

## Bryant Homes (East Mids) by Taylor Woodrow Developments Ltd

**Work Description:** Show-Home Cleaning, Window Cleaning & Carpet Cleaning

*“New City ensures that their cleaning standards are always to a high level, and by having regular contact with me, they also ensure that we are happy at all times. The cleaning questionnaires work well because they make sure that the cleaners know their standards cannot drop, which also shows us that they are committed to being competitive whilst offering the best service possible. We hope this continues in the foreseeable future.”*

## George Wimpey Homes (Midlands)

**Work Description:** Show-Home Cleaning, Window Cleaning & Carpet Cleaning

*“We have used other cleaning companies before New City, and the results were never as positive as what they are today. We can only thank them for all the extra effort they have put in to get things right for us, as they always meet time requirements, and always in budget. We have never been happier with the service provided to us, and I can only see this relationship blossom further. Thank you for your ongoing service to George Wimpey (Midlands), and long may it continue!”*

## Persimmon Homes (Mercia Division)

**Work Description:** Show-Home Cleaning, Carpet Cleaning & Window Cleaning

*“As one of the country’s leading house builders, providing quality homes in attractive locations means that everything else has to be up to scratch. Working with New City ensures that standards are never second best, and we have always maintained an excellent working relationship with New City, and expect this to continue in the future.”*

## **Our Current Office Cleaning Clients Include:**



- **Athena Vehicle Leasing**
- **Venables Sawmills**
- **Brimar Plastics**
- **Yarrington Ltd**
- **ITR Limited**
- **Montgomery Wildlife Trust**
- **Randlay School**
- **Rockford IT Ltd**
- **David Austin Roses**
- **Cellpath Ltd**



## **Our Current Building Clients Include:**



- **Midland Heart Homes**
- **TaylorWimpey Homes**
- **Walton Homes**
- **Cameron Homes**
- **Miller Homes Ltd**
- **Persimmon Homes**
- **Charles Church Homes**
- **Cherry Tree Homes**
- **Crest Homes**
- **Morris Homes**
- **Malamar Homes Ltd**
- **Parkridge Homes**

## Your next step

Naturally you will want to know much more about the New City franchise offering before you take things further, so call our Franchise Support Team now on **0800 511 8815** to arrange for a more in depth discussion about this opportunity – we will talk you through all that is involved in becoming part of this exciting and lucrative business, and provide you with all of the information you will need to decide if this is for you. All of our discussions will be in the strictest confidence and with no obligation on either part, but don't expect any "hard sell"; we're very protective about our brand, and will need to ensure that you're happy with us and we're happy with you before we even begin to take things further.

We hope you have found this information helpful and look forward to hearing if this is could be the clean start you have been looking for!



### **New City Contract Cleaning Ltd**

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University of Wolverhampton,  
Priorslee,  
Telford,  
TF2 9FT

Telephone Number: **0800 511 8815**

Fax Number: 01952 200 738

Email: [franchise@newcity.biz](mailto:franchise@newcity.biz)

[www.newcity.biz](http://www.newcity.biz)



“A Company recognise as not just a cleaning company, but as a comercial service provider that offers the highest standard of service to customers and companies. Through our hard work, dedication and professionalism, New City will be the market leader and a company that competitors aspire to.”

**[www.newcity.biz](http://www.newcity.biz)**

Email: [franchise@newcity.biz](mailto:franchise@newcity.biz)

# The Nations Local Cleaning Company

# new City

**The Nations Local  
Cleaning Company**



supported by



**Business  
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This business was initially supported by  
The Prince's Trust

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