



How our teams integrate social enterprises across the UK

We deliver our cleaning services across the UK through a simplified, flexible operating model that removes the limitations of traditional, top-heavy structures. This approach gives our clients greater consistency, efficiency and strategic focus, while maintaining the agility needed to respond to local needs.

A common misconception about a national delivery model is its reliance on large, centralised suppliers. At Churchill, our national accounts structure is designed to strengthen, not replace, local supply chains. We work closely with regional suppliers, social enterprises and community-based organisations to ensure that our clients benefit from sustainable and socially responsible procurement at every site. This includes not only the products we purchase, but also the way we recruit colleagues – partnering with social enterprises to create meaningful employment opportunities in the communities we serve.



Case study



What social enterprises are and why we use them

Social enterprises are businesses that place social or environmental missions at the heart of their operations, reinvesting a significant proportion of profits into initiatives that create positive change. By working with social enterprises, we support organisations that prioritise ethical production, environmental sustainability and wider community benefit. This approach enables us to align our services with our own and our clients' ESG ambitions, reduce environmental impact and generate meaningful social value through everyday procurement decisions.

Across our national accounts, we partner with several UK-based social enterprises, including Amplify Goods and its washroom brand RE:MIND, as well as Serious Tissues. These partners were selected for their strong sustainability credentials, community impact and UK-centred production. We also work with Northern Rights in the North East which supports sustainable recruitment into our transport contracts.

Amplify Goods

Based in London and operating across the UK, Amplify Goods was founded in 2021 with a mission to reimagine business as a force for good. As a diverse, women-owned and women-led organisation, it creates sustainable hygiene products while reinvesting its profits into mental health and wellbeing initiatives and creating job opportunities for people facing barriers to employment, including homelessness and disability.

Its RE:MIND range offers natural, vegan and ethically sourced hand and body care products, designed to deliver both environmental and social impact. Central to this is the RE:MIND Forever Glass system, a premium refill-first alternative to single-use plastic bottles. The dishwasher-safe amber glass bottles are built to last and are paired with durable metal pumps tested to 50,000 presses, helping to eliminate disposable plastic packaging. The bottles are designed, printed and packed in the UK, supporting local supply chains.

Every Forever bottle sold funds 15 minutes of living-wage work experience, helping individuals build skills, confidence and pathways into long-term, stable employment. Amplify Goods partners with organisations such as Crisis, Beam and Your Place to deliver this impact.

The RE:MIND range is widely used across our national accounts for its environmental benefits, high quality formulation and measurable contribution to social value.



Amplify Goods.

Case study



Serious Tissues

Headquartered in London with manufacturing based in Blackburn, Serious Tissues is another key partner that produces recycled toilet paper, facial tissues and kitchen towels made entirely from post-consumer waste. Its products are carbon neutral, plastic-free and designed to minimise environmental impact through UK-based production and reduced transportation emissions. Serious Tissues plants one tree for every roll sold, contributing to more than 1.1 million trees planted worldwide since 2023. To ensure transparency and credibility, Serious Tissues partners with veritree, a restoration platform that uses blockchain technology to verify and track the impact of every tree planted. These initiatives also create local jobs, enhance skills and promote sustainable livelihoods, demonstrating the wider social value that ethical procurement choices can support.

Social recruitment through Northern Rights

Our teams also work with social enterprises to support inclusive recruitment. In the North East, since 2017 we have been working in partnership with Northern Rights, a long-established social enterprise that helps people facing barriers to work, such as long-term unemployment, limited work experience or health challenges, secure sustainable employment. More than sixty people have joined our business through this partnership, many of whom now play key roles across our North East transport cleaning teams. By working with a social enterprise for recruitment, we create local employment opportunities that transform lives while strengthening the communities we work within.



SERIOUS



Where we utilise social enterprises

Social enterprise products are embedded across a number of contracts within our national portfolio, demonstrating how a national delivery model can retain strong local impact.



Multistory, Birmingham – JLL managed site

Following the redevelopment of Birmingham's Multistory, we worked in close partnership with our client, JLL, to introduce several initiatives to reduce waste, support social value, and enhance the occupier experience – aligning with the building's net-zero carbon and wellbeing objectives. As part of this work, we introduced RE:MIND hand and body care products, demonstrating how practical innovation in everyday cleaning operations can advance Multistory's ESG commitments. While this approach is embedded across all JLL-managed properties we support, Multistory stands as a strong example of how innovative procurement and service delivery can contribute to our clients' vision for truly sustainable workplaces.

Leading global design and engineering consultancy – CBRE managed sites

Through our longstanding partnership with CBRE, we recently delivered a collaborative project to introduce sustainable cleaning, hygiene, and waste management solutions for a leading consultancy client. This work aligned daily operations with the ESG commitments of all parties involved. As part of the project, we replaced traditional soaps and body washes with RE:MIND products at 15 client's sites and within the welfare rooms across the portfolio. With naturally derived ingredients and reusable glass bottles, the introduction of this range reduced waste, supported charitable projects and strengthened the environmental performance of the sites. Profits from the RE:MIND range are redirected to social and environmental initiatives, creating further positive impact beyond the workplace.

Arup

Following several months of research and product trials, we agreed a new range of sustainable and socially responsible consumables with Arup, introducing Serious Tissues and the RE:MIND hand and body care range across ten sites. As part of this rollout, Arup purchased 69 RE:MIND Forever Glass bottles and brackets, supporting the circular packaging model while providing a long-lasting, refill-first solution for washrooms. These purchases helped generate an estimated 17.3 hours of paid employment through Amplify Goods for people facing barriers to work, created almost £4,000 in social value, and avoided or recovered the equivalent of 57 single-use plastic bottles alongside 6.6kg of reused materials. Arup is now using us to procure all of these type of consumables across all of its sites, demonstrating trust in our expertise and approach. This will ensure consistency, strong supply chain governance, and maximum social value impact across its portfolio.





These are just some examples of how our teams integrate sustainable choices into everyday operations, delivering benefits for our clients, our suppliers and the wider community.

Our national accounts model is designed to deliver consistency and operational excellence at scale while maintaining the agility to support local suppliers. By embedding sustainability, social responsibility and ethical procurement and inclusive recruitment into everyday operations, we ensure that our national approach delivers value for our clients and has a positive impact within the communities we work within.

