

# How to enter



**Golden Service  
Awards 2026**

**Golden Service Awards**  
0203 468 0923  
[gsa@suzannehowe.com](mailto:gsa@suzannehowe.com)

[goldenserviceawards.co.uk](https://goldenserviceawards.co.uk) · Entries close on **Friday, 17th October 2025**

## Welcome

### Celebrating Excellence, Impact, and 34 Years of Industry Pride

**At Kimberly-Clark Professional™, we believe in the power of people and in 2026, we are proud to once again honour the everyday heroes who make our world cleaner, safer, and better for all. The Golden Service Awards return as a celebration of excellence, dedication, and the incredible impact of our industry.**

Now in its 34th year, the Golden Service Awards has become a beacon of recognition and pride. On Thursday, 21st May 2026, we will gather at the London Hilton on Park Lane to celebrate the individuals and teams who go above and beyond; not just in their work, but in the difference, they make to lives and communities.

We are especially excited to welcome back the Going the Extra Mile Award, a heartfelt tribute to those whose passion and perseverance continue to inspire.

First introduced in 2022, this award recognises the extraordinary eQorts that often go unseen but are always deeply felt.

This year, we are also proud to partner with Bowel Cancer UK, the UK's leading bowel cancer charity. Through our 'Get Comfortable' campaign, we are working together to raise awareness, break taboos, and support early diagnosis. Just as our industry champions dignity, wellbeing, and care, Bowel Cancer UK is transforming lives through education, advocacy, and support. Together, we are creating meaningful change — where it matters most.

We're deeply grateful to our sponsors for making this celebration possible, a warm thank you to our returning partners: gold sponsor Kärcher, silver sponsor Nationwide, and bronze sponsor Pearroc. We also welcome new bronze sponsors Numatic, B-Sure Installations and Recycling, and Odorbac, along with our Industry Partner, the Cleaning and Support Services Association (CSSA).

To help you shine, we have created this **How to Enter** guide which is your essential resource for everything from entry criteria to expert tips. It is designed to help you tell your story and showcase the brilliance of your team.

We can't wait to celebrate your achievements, let's make 2026 a year of recognition, inspiration, and pride in everything we do.




**Craig Bowman**  
 Commercial Director  
 UK and Ireland  
 Kimberly-Clark Professional™



## The Judging Process

The British Institute of Cleaning Science (BICSc) will be judging the Kimberly-Clark Professional™ Golden Service Awards 2026. BICSc will manage the process and review applications. The application process is entirely online, similar to the previous procedure.

In the first stage of judging, applications will be reviewed, and points will be awarded based on the written evidence submitted. Please ensure all relevant information and documents are submitted online. The highest-scoring applications will be shortlisted, and the finalists for each category will be selected. The finalists will be listed on our website ([goldenserviceawards.co.uk](https://goldenserviceawards.co.uk)) and featured in the media.

Once the finalists are agreed upon and announced, one of the judges will be in contact to arrange the second stage of the judging process. For most awards, the second stage will involve a site visit, which will take place in January and February 2026. If your category does not require a site visit, a telephone interview will be arranged instead.

A team of experienced judges has been appointed to visit each of the nominated premises. Each category will be assessed by a single judge to ensure fairness. The judges will follow BICSc Standards and Best Practice, with a head judge and a compliance officer overseeing the process.

During the site visit, the standards achieved on the day, as well as the background procedures and policies used, will be assessed. The judging process will also evaluate innovation, staff training, diversity and inclusion, sustainability, and client relationships.

Please note that the size of the business is not a determining factor, but rather the quality of the service provided to clients.

Judges look forward to meeting all participants and wish them success with their entries.




**Neil Spencer-Cook**  
 Group Managing Director  
 The British Institute of  
 Cleaning Science (BICSc)  
 Head of Judging

## Key Dates

**Monday, 14th July 2025**

**Open for Entry**

**Tuesday, 29th July 2025**

**Webinar**

**Friday, 17th October 2025**

**Entry deadline**

**November 2025**

**First round of judging**

**Monday, 8th December 2025**

**Finalists announced**

**January and February 2026**

**Site visits**

**Thursday, 21st May 2026**

**Awards Ceremony**



## Introduction



This booklet has been designed to help guide you through the entry process for the Kimberly-Clark Professional™ Golden Service Awards 2026, including the judges' rules, hints and tips and frequently asked questions.

Each category is detailed in this document with the judge's specific criteria.

You do not have to be a customer of Kimberly-Clark Professional™ or registered with any trade association to enter the Kimberly-Clark Professional™ Golden Service Awards 2026.

For further information contact:

**Suzanne Howe**

0203 468 0923 | [gsa@suzannehowe.com](mailto:gsa@suzannehowe.com)

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## Hints and tips for entering the awards

- Read this document carefully. Marks are awarded for answers to every relevant question. It could make the difference between becoming a finalist or not.
- The entry system allows certificates to be uploaded.
- Use your written submission to show the judges what makes your contract, company, premises, nominated site supervisor or cleaning operative stand out.
- Be conscious of the award title and criteria when submitting your application, especially when submitting multiple entries for the same category and/or from the same company. Each application **MUST** be unique and clearly state why the judges should consider the entry.
- The judges will need a good understanding of the contract nominated in terms of site layout and difficulties faced as well as the effectiveness of staff and client communication. Explain how teamwork, good management and techniques are used to address your particular premises and cleaning needs.
- At the site visit, judges will be looking for attributes (of the site supervisor and cleaning operative, who have been nominated) such as dedication, good technique, and certificated competence.
- Please ensure any pictures or logos that are uploaded are of a good quality, high resolution and at least 300 dpi or 1mb.
- All entries will receive a confirmation email saying your entry has been received. Check your spam and double check you have entered your email address correctly. If you do not receive an email, your entry has not been submitted and will need to be sent again.

## Entry Check List

- Contact details for the person responsible for the application
- Marketing contact for logos, jpegs and sentence about the company
- Client contact details
- Relevant certificates for certified accreditations and training programmes:
  - Investors in People (IIP)
  - BS EN ISO 90001: 2015 Quality Management System
  - BS EN ISO 14001: 2015 Environmental Management System (for the premises you are nominating)
  - CHAS Safe Contractor Accreditation
  - ISSA CIMS
  - Living Wage Accreditation
  - BICSc accredited training centre/hub
  - NVQ/QCF Qualification
  - College/University Award, Certificate of Diploma
  - IOSH (Working or Managing Safely) Accredited Person
  - NEBOSH General Certificate Accredited Person
  - Health & Safety ISO 450001
- A client testimonial for categories 1-9, 15 and 16 is required, which includes the name of the company, director/manager's name and title, and a sentence to say that he/she has read the entry and it complies with the work undertaken. This should be provided as a PDF
- 1,000 words (maximum) submission
- Cleaning Operative and Site Supervisor submissions up to 500 words each (optional for categories 1-9, and 16)

## Frequently Asked Questions

**Q. Can I save my entry/ies as I go along?**

A. Yes, you can if you are entering different categories. If you are entering multiple entries in one category, we recommend you finish one entry before entering the second.

**Q. Can I submit multiple entries for the Awards?**

A. Yes, but each entry must be paid for and entered separately.

**Q. Does everyone have to pay to enter?**

A. Yes. All entries require payment of £130 plus VAT (£156)

**Q. Can both contract cleaning companies and in-house teams enter?**

A. Yes

**Q. My company is very small, can I still enter?**

A. Yes, it is not the size of the business that is important, but the quality of the service provided.

**Q. What are the main criteria for the judges?**

A. Cleaning standards, training, staff management, innovation and client relationship are the main criteria which will be assessed.

**Q. When is the closing date for entries?**

A. Friday, 17th October 2025.

**Q. Do I have to be a customer of Kimberly-Clark Professional™ or registered with any trade association to enter?**

A. No.

**Q. What if I don't have any certificates?**

A. If you cannot provide proof of certification at the site visit, you will lose points on your entry which could make the difference in becoming a winner or not.

**Q. How much does it cost?**

A. The cost to enter the awards is £130 plus VAT (£156). Tickets to the awards ceremony cost £275 plus VAT (£330). There are no discounts for buying multiple tickets. No refunds will be given on entries or tickets once purchased.

**Q. How do I pay for my entry and/or ticket and where do I send it to?**

A. Please pay by direct transfer on receipt of an invoice from Suzanne Howe Communications.

The bank details are as follows:

**HSBC**

**Suzanne Howe Communications Limited**

Sort Code: **40-43-44**

Account Number: **31561987**

Unfortunately, we are unable to accept credit card payments.

The bank account has changed in the last two years. Please check the money is paid to the new bank account to avoid delays. Any queries, please email [annie@suzannehowe.com](mailto:annie@suzannehowe.com).



## Frequently Asked Questions continued...

### Q. How does the judging process work?

- A. At the first stage, the judging panel will consider the application on the basis of written evidence submitted. Finalists will then be selected for a site visit.

### Q. How will I know if I am a finalist?

- A. You will receive an email from the organisers and a member of the judging panel will contact you to arrange a site visit. There will also be a list on the website from Monday, 8th December 2025.

### Q. When do site visits take place?

- A. Between January and February 2026.

### Q. How do I enter a cleaning operative and/or site supervisor?

- A. A site supervisor and/or cleaning operative can be entered into categories 1 – 9, and 16. They are not separate awards.

### Q. Does my nominated cleaning operative and/or site supervisor have to be present during a site visit?

- A. Yes, or they will be disqualified from the application.

### Q. Will I be informed if my application has been unsuccessful?

- A. Yes, or they will be disqualified from the application.

### Q. When will I find out if I have won?

- A. Winners will be announced at the Kimberly-Clark Professional™ Golden Service Awards 2026 at the London Hilton, Park Lane on Thursday, 21st May 2026.

### Q. Do I need to send anything with the application form?

- A. Not at the initial entry stage.





# Award Categories

## 1 Healthcare

To include hospitals, care homes, surgeries, clinics, and dentists



Healthcare  
sponsored by

**K'ARCHER**

- Judges will be looking for high standards of cleanliness, a good understanding of the site, teamwork, good management skills, difficulties faced and how they have been overcome, effectiveness of staff and good communication with clients
- The knowledge and understanding of PAS and the new healthcare standards for cleaning and hygiene will also need to be demonstrated
- A cleaning operative and supervisor can be added to your entry
- There will be a site visit from a BICSc auditor
- A client testimonial is required which includes the name of the company, director/manager's name and title, and a sentence to say that he/she has read the entry and it complies with the work undertaken. This should be provided as a PDF

## 2 Education

To include pre-schools, nurseries, primary schools, secondary schools, universities, and colleges



Education  
sponsored by



- Judges will be looking for high standards of cleanliness, a good understanding of the site, teamwork, good management skills, difficulties faced and how they have been overcome, effectiveness of staff and good communication with clients
- An understanding of how the service impacts the users of the building is also important, in particular the importance of hygiene factors affecting children/students
- A cleaning operative and supervisor can be added to your entry
- There will be a site visit from a BICSc auditor
- A client testimonial is required which includes the name of the company, director/manager's name and title, and a sentence to say that he/she has read the entry and it complies with the work undertaken. This should be provided as a PDF

### 3 Office areas below 10,000m<sup>2</sup>

For all or part of a building



- Judges will be looking for high standards of cleanliness, a good understanding of the site, teamwork, good management skills, difficulties faced and how they have been overcome, effectiveness of staff and good communication with clients
- An understanding of how the service impacts the users of the building is also important
- A cleaning operative and supervisor can be added to your entry
- There will be a site visit from a BICSc auditor
- A client testimonial is required which includes the name of the company, director/manager's name and title, and a sentence to say that he/she has read the entry and it complies with the work undertaken. This should be provided as a PDF

### 4 Office areas between 10,000 and 30,000m<sup>2</sup>

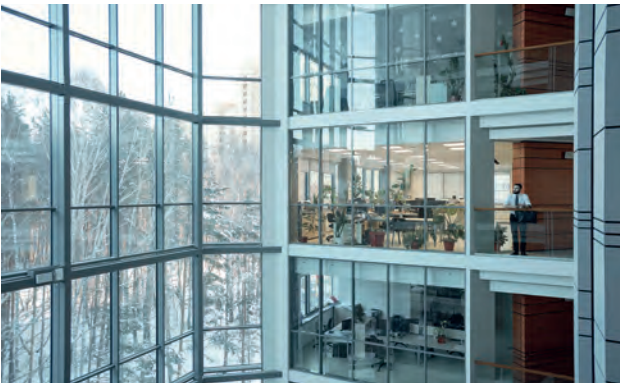
For all or part of a building



- Judges will be looking for high standards of cleanliness, a good understanding of the site, teamwork, good management skills, difficulties faced and how they have been overcome, effectiveness of staff and good communication with clients
- An understanding of how the service impacts the users of the building is also important
- A cleaning operative and supervisor can be added to your entry
- There will be a site visit from a BICSc auditor
- A client testimonial is required which includes the name of the company, director/manager's name and title, and a sentence to say that he/she has read the entry and it complies with the work undertaken. This should be provided as a PDF

## 5 Office areas over 30,000m<sup>2</sup>

For all or part of a building



- Judges will be looking for high standards of cleanliness, a good understanding of the site, teamwork, good management skills, difficulties faced and how they have been overcome, effectiveness of staff and good communication with clients
- An understanding of how the service impacts the users of the building is also important
- A cleaning operative and supervisor can be added to your entry
- There will be a site visit from a BICSc auditor
- A client testimonial is required which includes the name of the company, director/manager's name and title, and a sentence to say that he/she has read the entry and it complies with the work undertaken. This should be provided as a PDF

## 6 Retail/Shopping Malls under 100,000m<sup>2</sup>



- Judges will be looking for high standards of cleanliness, a good understanding of the site, teamwork, good management skills, difficulties faced and how they have been overcome, effectiveness of staff and good communication with clients
- An understanding of how the service impacts the users of the building is also important, in particular the importance of hygiene factors affected by external environments
- A cleaning operative and supervisor can be added to your entry
- There will be a site visit from a BICSc auditor
- A client testimonial is required which includes the name of the company, director/manager's name and title, and a sentence to say that he/she has read the entry and it complies with the work undertaken. This should be provided as a PDF

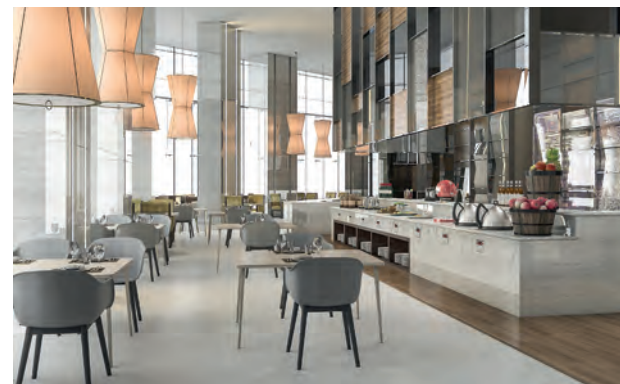
## 7 Retail/Shopping Malls over 100,000m<sup>2</sup>



- Judges will be looking for high standards of cleanliness, a good understanding of the site, teamwork, good management skills, difficulties faced and how they have been overcome, effectiveness of staff and good communication with clients
- An understanding of how the service impacts the users of the building is also important, in particular the importance of hygiene factors affected by external environments
- A cleaning operative and supervisor can be added to your entry
- There will be a site visit from a BICSc auditor
- A client testimonial is required which includes the name of the company, director/manager's name and title, and a sentence to say that he/she has read the entry and it complies with the work undertaken. This should be provided as a PDF

## 8 Leisure and Hospitality

To include stadiums, outdoor shopping malls and plazas, theme parks, airports, stations, hotels, restaurants and holiday parks



- Judges will be looking for high standards of cleanliness, a good understanding of the site, teamwork, good management skills, difficulties faced and how they have been overcome, effectiveness of staff and good communication with clients
- An understanding of how the service impacts the guests and users of the building is also important, in particular the importance of hygiene factors affected by the high levels of occupancy
- A cleaning operative and supervisor can be added to your entry
- There will be a site visit from a BICSc auditor
- A client testimonial is required which includes the name of the company, director/manager's name and title, and a sentence to say that he/she has read the entry and it complies with the work undertaken. This should be provided as a PDF



## 9 Manufacturing

Factories – across all sectors including food, processing plants and power stations



Manufacturing  
sponsored by



- Judges will be looking for high standards of cleanliness, a good understanding of the site, teamwork, good management skills, difficulties faced and how they have been overcome, effectiveness of staff and good communication with clients
- An understanding of how the service impacts the manufacturing process and the hygiene levels required
- A cleaning operative and supervisor can be added to your entry
- There will be a site visit from a BICSc auditor
- A client testimonial is required which includes the name of the company, director/manager's name and title, and a sentence to say that he/she has read the entry and it complies with the work undertaken. This should be provided as a PDF

## 10 Sustainability Leadership

For companies that have taken significant steps in their responsibility of the environment



Sustainability  
Leadership  
sponsored by



- Judges will be looking for a company with a suitable Environmental Management System in place that brings an obvious benefit to both the organisation and individuals involved
- The company must also be able to show results which can be quantified and linked to original objectives as well as training which has resulted in certification or accreditation

**Environmental records can include:**

- Records of significant environmental aspects
- Records of environmental meetings
- Environmental performance information
- Legal compliance records
- Communication with interested parties
- Suitable Environmental Management Systems

This award will not require a site visit or a client testimonial

## 11 Social Impact

For companies that have made a significant positive impact on people and communities



Social Impact  
sponsored by

**Nationwide®**  
HYGIENE GROUP

- Judges will be looking for a company that can demonstrate how they are making a positive difference to people and communities. This could be through ongoing programmes, projects, or partnerships

### Examples include:

- Local, national community projects and/or volunteering
- Apprentice, mentoring and advisory schemes, work experience, outreach, and career opportunities
- Tackling economic inequality
- Challenging stigmas, championing equality and the progress of minorities
- Product donations, charity events, charitable giving
- Implementation of the social value model and/or UN SDG's

This award will not require a site visit or a client testimonial

## 12 Inclusion & Diversity

For businesses that have the best initiative which demonstrates the company practises inclusion and diversity



- Diversity in the workplace promotes acceptance, respect and working together despite differences in race, gender, age, religion, and sexual orientation for example
- The judges will be looking for the best initiative which demonstrates the company practises diversity and inclusion.

### Examples include:

- Cultural training
- Parental leave for men and women
- LGBT+ forums and groups
- A workplace that is comfortable for employees with mental or physical disabilities
- Language training
- Diversity awareness programmes

This award will not require a site visit or a client testimonial

## 13 Training

For cleaning service companies with excellent innovative training strategies that give consideration to the national training policy



Training  
Sponsored by



- Companies can enter specific projects or organisation-wide training for this category

The judges will be looking for:

- Training which links clearly to the organisation's needs and helps to move the business forward
- Training which links to the industry's training and development strategies and brings an obvious benefit to both the organisation and individuals involved
- Results which can be quantified and linked to original objectives
- Training which has results in certification or accreditation

There will be a site visit from a BICSc auditor.

A client testimonial is not required

## 14 Small business

For contract cleaning or FM companies with a turnover of £3 million or under



- The judges will be looking for evidence of excellence in staff training, sustainable operations, and health and safety
- The judges will also want to look at and discuss the company's current business plan as well as financial, sales, and marketing strategies
- The evidence supplied should demonstrate that all clients benefit from the evidence put forward
- Evidence of client surveys and action will strengthen an application

This will not require a site visit or a client testimonial

## 15 Going the extra mile

For individuals, teams, leaders or businesses that have gone the extra mile in the last 12 months (July 24 to June 25) for a client



Going the extra mile  
sponsored by

**Numatic**

- Judges will be looking for high standards of cleanliness, good management skills, difficulties faced and how they have been overcome, effectiveness of staff and good communication with clients
- In addition to this the judges will be looking for clear examples of how the company has gone the extra mile. Details required
  - Why did the person, team or business have to go the extra mile
  - The impact it had on the client
  - Innovation, systems, skills that were implemented
  - Personal resilience or dedication shown
  - Measurement outcomes
- A client testimonial is required which includes the name of the company, director/manager's name and title, and a sentence to say that he/she has read the entry and it complies with the work undertaken. This should be provided as a PDF

This award will not require a site visit

## 16 Cleaning Team of the Year

For excellent performance by a cleaning team



Cleaning Team  
of the year  
sponsored by

**OdorBac**  
— Beyond Cleaning —

- The judges will be looking for a cleaning team who have a thorough understanding and knowledge of the site and show outstanding dedication to the customer
- They will also be looking for a cleaning team who communicate together clearly and have ideally undertaken relevant training programmes

Please note:

- If a cleaning team are put forward for this award, they must be available for an interview at the site visit with representation at the awards ceremony
- A cleaning operative and supervisor can be added to your entry

There will be a site visit and a client testimonial is required



## 17 Supervisor of the Year

For excellent performance by a site supervisor

The supervisor can be entered free for categories 1-9



- The judges will be looking for a site supervisor who has a thorough understanding and knowledge of the site, demonstrates exceptional leadership and management skills and shows outstanding dedication to the customer
- They will also be looking for a site supervisor with clear communication skills who has ideally undertaken relevant training programmes

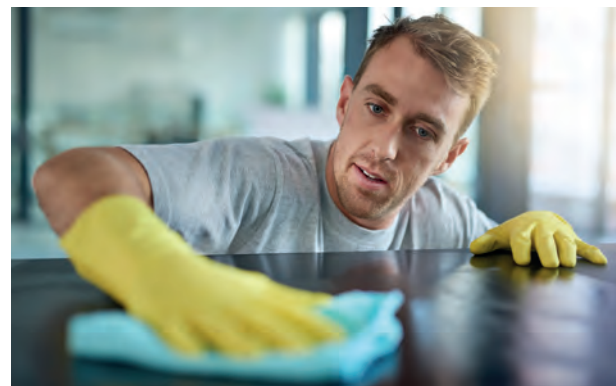
### Please note:

- If a supervisor is put forward for this award, they must be available for an interview at the site visit and they must attend the awards ceremony
- If you are entering a supervisor for more than one award, please ensure they are nominated on each application form. The supervisor will only be interviewed once
- If your site application does not make it through to the next stage, the supervisor will no longer be eligible

## 18 Cleaning Operative of the Year

For excellent performance by a cleaning operative

The cleaning operative can be entered free for categories 1-9



Cleaning Operative  
of the year  
sponsored by

**Cleaning**  
MATTERS

- The judges will be looking for a cleaning operative who has a thorough understanding and knowledge of the site and shows outstanding dedication to the customer
- They will also be looking for a cleaning operative with clear communication skills who has ideally undertaken relevant training programmes

### Please note:

- If a cleaning operative is put forward for this award, they must be available for an interview at the site visit and they must attend the awards ceremony
- If you are entering a cleaning operative for more than one award, please ensure they are nominated on each application form. The cleaning operative will only be interviewed once
- If your site application does not make it through to the next stage, the cleaning operative will no longer be eligible

## Conditions of Entry

- Each entry will be subject to an application fee £130 + VAT (£156.00).
  - A nominated site supervisor and/or cleaning operative from the entered premises may be put forward for an award (categories 1-9, and 16) at no extra charge.
  - Applicants may enter sites that have been submitted in previous years.
  - If fewer than three entries in a category meet the criteria, the judging panel reserves the right to consolidate the entries into another category.
  - Each finalist must be available to be visited by a site judge at a time convenient during, January and February 2026, with consideration for school holiday periods. All applicants, including any nominated cleaning operatives and site supervisors **MUST** be present at the time of the judge's visit.
- Entries will become the property of the organisers and will not be returned.
  - You must answer every relevant question in order to qualify.
  - Closing date for entries is Friday, 17th October 2025
  - Late entries will not be accepted and additional documents sent after submission will not be accepted or scored.
  - The decision of the judging panel will be final, and no correspondence will be entered into.
  - Winners will be announced at an awards ceremony at London Hilton on Park Lane on Thursday, 21st May 2026.

## Judges' Rules

- One judge shall be assigned for marking each category.
- If your application does not make it through to the next stage, the site supervisor and/or cleaning operative will no longer be eligible.
- The judge will contact the principle person listed on the application form to arrange a convenient date for all parties to carry out the site survey. This must be someone specifically assigned to that site.
- Once a date has been confirmed any cancellations may result in the nomination being rejected.
- The nominated site supervisor and/or cleaning operative should be available during the visit, otherwise, their nomination may be rejected. Every effort should be made for their attendance.

## Judges' Rules continued...

- The preliminary focus and consideration will be the cleaning process and cleaning standards on site. This will be covered in the judges' scoring process. They will also expect to see the following documents:
  1. COSHH assessments & SDS sheets
  2. Risk Assessments task related
  3. Method Statements/SSOW
  4. Portable Appliance Testing records
  5. Quality control records
  6. Training and development records
  7. Evidence of submitted company certifications might need to be shown to the judge if unable to submit online during the application process
- Documents that do not relate to the nominated category will not be considered by the judges, unless specifically requested.
- Further evidence of such documentation/information may be requested on the day of the site visit.
- The author of the client testimonial may, if they wish, be available on the day of the site visit for a 10-15 minute meeting with the judge. However, this is not a requirement. It should be noted that the judge meeting with the client will not accrue any points as these have already been accounted for during the first round of judging.
- The judge will decide which areas are to be viewed rather than a predetermined walk round. Ideally the judge will want to see the area(s) for which the nominated site supervisor and/or cleaning operative has responsibility.
- Any meetings/presentations with operational departments should be outlined pre-visit to the judge, who may put a restriction on attendee numbers. We recommend a maximum of three.
- Invitations to lunch cannot be accepted, however light refreshments will be welcomed.
- Judges cannot enter into discussions with a nominee about comparisons with other sites/nominees.
- All judges' marking forms and company information gathered will remain confidential until the GSA agrees a date for its destruction. However, the judges will jointly discuss the supervisor and cleaning operative nominations.
- The judges will have the final decision as to whether each application is in the correct category. This will be carried out at the paper judging stage. The entry could be moved to a more relevant category. The company will be notified.





**Kimberly-Clark™**  
PROFESSIONAL

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