

FRANCHISE PROSPECTUS

2026/27



# Franchise Information Pack

Build a commercial cleaning business you can call your own

[franchise.welpol.co.uk](https://franchise.welpol.co.uk)

# Welcome to Welpol Contract Cleaning

Formed in 2020, Welpol launched initially as a pilot programme in the North West. As with our original brand, Well Polished, we wanted to test our business model before launching as a franchise opportunity.

**2020**

## Pilot programme

Launched initially as a pilot programme in the North West to test the model.

**IN-HOUSE**

## Concept proven

That experience of operating the business model in-house gave us invaluable insight and proved the concept undoubtedly.

**TODAY**

## Hundreds of clients

Fast forward to the present day, we currently partner with hundreds of different businesses each week in helping keep their premises clean.

## The team behind Welpol

Welpol Contract Cleaning is managed by the same team who run our hugely successful sister company, Well Polished Franchising. The team have a wealth of experience between them, with backgrounds in:

Customer service

Marketing

Recruitment

Business management

### FAMILY-RUN

As a family-run company, our core values of support and guidance are at the heart of everything we do.

When you join Welpol Contract Cleaning, you're not just stepping into a lucrative business you can truly call your own, you're also becoming part of a collaborative, forward-thinking community.

# What do we do?

We provide a commercial cleaning service that clients can count on.

Our aim is to introduce a tailored approach to the commercial cleaning industry. From our initial site visit to the bespoke quotation, we want our clients to feel that the experience has been entirely focused on their needs and requirements.

1 Initial site visit



2 Bespoke quotation



3 Focused on your needs

Here at Welpol, we offer our unrivalled services across all industries



Offices

Hospitality  
venues

Retail stores



Warehouses



Surgeries



Salons and spas

Hotels and  
AirbnbsEducational  
premises

## A company business owners can rely on

When it comes to improving and maintaining the cleanliness and general aesthetic of any premises, business owners need a company they can rely on.

Here at Welpol, our aim is to surpass all expectations. We do this by providing a flexible and tailored service that suits the client's needs, alongside trustworthy and reliable cleaners they can count on.

We aim to offer our experience and reputation in order to transform any workplace.

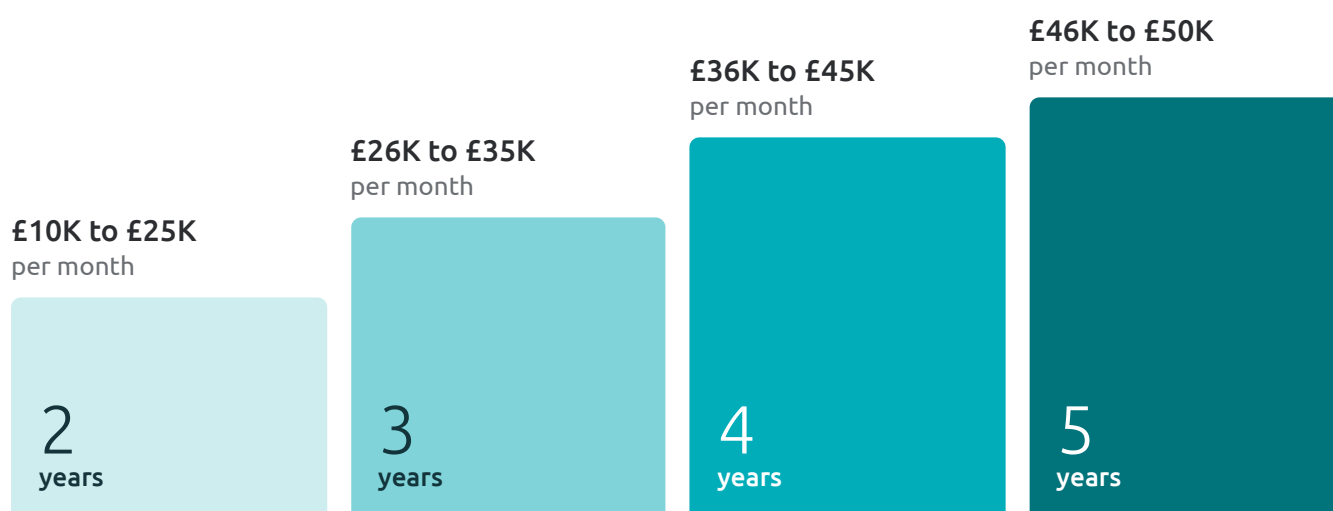
# Your Growth Guarantee

At Welpol, we don't believe in a one-size-fits-all franchise. Some people want to build a strong £10,000-a-month business. Others have their sights set on £30,000, £40,000 or even £50,000 a month. That's why our franchise opportunity is designed differently.

You choose the level of monthly turnover you want us to guarantee, from £10,000 to £50,000, and we give you a clear timeframe in which we commit to helping you achieve it.

## GUARANTEED MONTHLY TURNOVER

## GUARANTEED TIMEFRAME



## Scale whenever you are ready

Your initial guarantee doesn't have to define the size of your business forever. You can increase your guaranteed turnover at any point, allowing you to start with an investment and growth target that suits your circumstances today, then scale further as your confidence, experience and business grow.

$$\begin{array}{ccc}
 \text{+£1,000} & & \text{+£1,000} \\
 \text{guaranteed} & = & \text{additional} \\
 \text{monthly turnover} & & \text{investment}
 \end{array}$$

For every additional £1,000 of guaranteed monthly turnover, the additional investment is £1,000, giving you a simple and transparent route to building a significantly larger business over time.

# And when we say guaranteed, we mean it.

Your turnover target isn't simply a forecast or an illustration of what you might achieve.

## It's a commitment from us.

From lead generation and national sales support to training, mentoring, systems and ongoing business development, our team works alongside you to generate opportunities, win contracts and build the recurring client base needed to reach your agreed target.



Lead generation and  
national sales  
support



Training



Mentoring



Systems



Ongoing business  
development

Generate  
opportunities

Win contracts

Build a recurring client  
base

Reach your agreed  
target



### OUR PROMISE

If you meet your obligations under the programme and we don't achieve your guaranteed monthly turnover within the agreed timeframe, **we'll refund the shortfall.**

# Why Welpol?

There's plenty of commercial cleaning franchises out there, so why should you choose Welpol? Our aim is to become the biggest commercial cleaning franchise operation in the UK and we want to work with franchisees that share our ambition.

01

## Unrivalled Support and Growth

Not only do we give you the tools, the systems and the business model to success, we also give you endless support and business development assistance to ensure you reach the levels you want to achieve.

02

## Embracing Technology

Technology is at the heart of how we make running a Welpol franchise as simple and efficient as possible.

Our bespoke management system, Welpol Manager, has been designed specifically around the day-to-day needs of a commercial cleaning business. It gives you one central place to manage your clients and cleaners, while clever integrations help streamline everything from onboarding new employees and producing employment documentation to creating professional quotations and signing new clients electronically.

By automating and simplifying many of the time-consuming administrative tasks involved in running a commercial cleaning company, our technology allows you to spend less time on paperwork and more time focusing on your clients, your team and growing your business. And because Welpol Manager is our own bespoke system, we can continue to develop and evolve it alongside the needs of our franchise network.



### Welpol Manager

Our own bespoke system, in one central place

- ✓ Manage clients and cleaners
- ✓ Produce employment documentation
- ✓ Sign new clients electronically
- ✓ Onboard new employees
- ✓ Create professional quotations
- ✓ Evolves with our network



### Connecteam

Connecteam is the scheduling, time tracking and operational software we use.

- ✓ Geo-fenced time clock
- ✓ Forms for initial visits
- ✓ Employee chat functionality
- ✓ Company-wide announcements
- ✓ Shift scheduling
- ✓ Implementation and quality audits
- ✓ Training courses
- ✓ Payroll and invoicing reports

03

## Valuable Partnerships

We have direct partnerships with three specialist companies:



### A cleaning chemical supplier

- ✓ Guaranteeing more favourable rates
- ✓ Free delivery direct to any site in the UK



### HR and employment law specialists

A company offering expertise and resources to help businesses navigate complex HR and employment law regulations whilst managing their workforce effectively.



### A health and safety consultant

Ensuring all our documentation and processes are in line with health and safety regulations.

#### INCLUDED

**Paid for centrally**

These partnerships are paid for centrally and give our franchisees peace of mind that they are always compliant with health and safety and HR laws, whilst also allowing them to focus on what matters to them: building their business.

04

## Industry Accreditations

The commercial cleaning industry is undoubtedly a competitive market, so ensuring our brand stands out amongst the crowd is key. ISO accreditations have become an expectation of contract cleaning companies for many clients, and as a franchisee, you will benefit from our centrally held accreditations at no additional cost.



“ Our aim is to become the biggest commercial cleaning franchise operation in the UK, and we want to work with franchisees that share our ambition.

# Franchise Package

Our franchise package offers a complete, growth-focused solution for building a successful contract cleaning business. We provide everything you need to get started, including comprehensive training, ongoing support, proven systems, and marketing tools tailored for success. You'll gain access to industry-leading processes, guidance from experts, and the essential resources to operate efficiently. With Welpol's trusted brand, you'll have the foundations to scale your business confidently, backed by a team invested in your growth.

## What's included

### SALES AND GROWTH

- ✓ Guaranteed monthly turnover of your choice
- ✓ Centralised lead generation
- ✓ No sales experience required, we do all the selling for you!
- ✓ Option to grow your turnover at your preferred pace
- ✓ Unlimited growth opportunities with non-exclusive franchise

### TECHNOLOGY

- ✓ Access to Welpol Manager, our powerful web-based management application
- ✓ Access to intelligent scheduling and timesheet tracking software
- ✓ High specification iPad with Apple Pencil (or Samsung)

### TRAINING AND SUPPORT

- ✓ Comprehensive and bespoke training programme
- ✓ 3 month close mentoring
- ✓ Access to HR and employment law helpline 24/7
- ✓ Start hands-on or not depending on your situation

### BRAND AND MARKETING

- ✓ Right to use the Welpol logo and branding
- ✓ Assisted social media marketing on Facebook and LinkedIn
- ✓ Bespoke design service free of charge

### SUPPLIES

- ✓ Initial supply of cleaning products and staff uniforms
- ✓ Preferential rates with an eco-friendly, national supplier of cleaning products and equipment

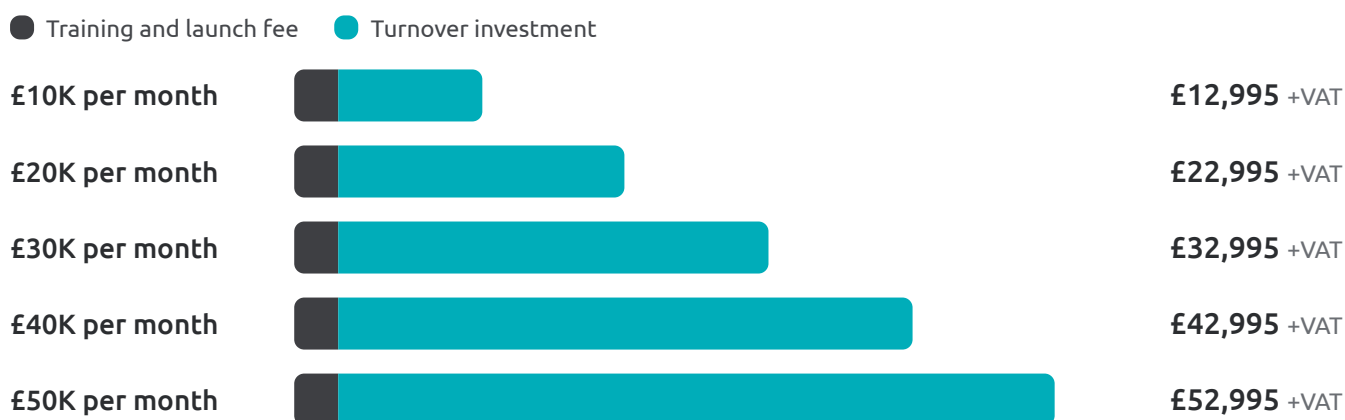
# How much does a Welpol franchise cost?

The total investment for a Welpol franchise depends on the level of turnover you choose. Your investment is built around the size of the business you want to create.

Rather than offering a single, fixed franchise package, Welpol allows you to choose the level of monthly turnover you want us to guarantee, from £10,000 right through to £50,000. Every franchise begins with a one-off training and launch fee, followed by an investment of £1,000 for every £1,000 of guaranteed monthly turnover.



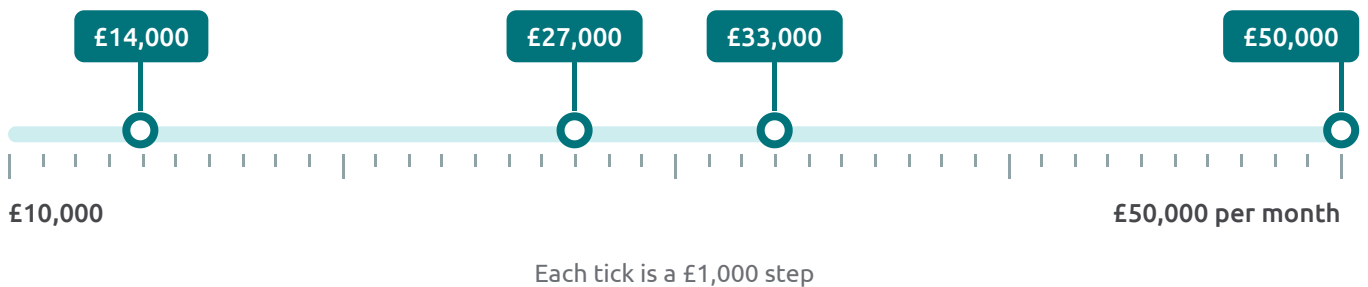
## Total upfront investment by guaranteed monthly turnover



You don't need to decide on day one how big your Welpol business will ultimately become.

# Grow at your own pace

Your guaranteed turnover can be set at any level between £10,000 and £50,000 per month, in £1,000 increments. So whether your target is £14,000, £27,000, £33,000 or £50,000 per month, you can choose a level that suits your ambitions, investment and circumstances.



## NOT PERMANENT

And that decision isn't permanent. You can increase your guaranteed turnover at any point as your business grows.

## UPGRADING IS SIMPLE

**+£1,000** further investment for every additional £1,000 of guaranteed monthly turnover

**£2,995** training and launch fee is only paid once

## START TODAY

At the right level for you



## SCALE LATER

As you grow

This gives you the flexibility to start at the right level for you today and scale your business as your confidence, capacity and ambitions grow.

# Funding Your Franchise

Starting any new business requires more than the initial franchise investment.



1

## Your Welpol package

Alongside the cost of your chosen Welpol package, you'll need sufficient working capital.



2

## Working capital

To support the day-to-day operation and growth of your business. This may include recruitment, wages, equipment and other expenses that arise as new contracts are secured.



3

## Personal finances

It's equally important to consider your personal finances.

12

MONTHS OF  
PERSONAL  
OUTGOINGS

Building a substantial commercial cleaning business takes time, and you shouldn't expect your franchise to replace your existing income immediately. We therefore require franchisees to have a realistic plan for covering their personal living costs while the business becomes established, and recommend having sufficient funds to support your personal outgoings for at least the first 12 months.

## A full-time commitment

While our flexible model allows you to choose the pace and scale of your growth, a Welpol franchise is not designed to be a part-time business. Building and managing your franchise requires full-time commitment. You'll need to be available during normal working hours to:



Manage your team



Support clients



Attend meetings



Respond to opportunities

For this reason, maintaining a separate full-time job alongside your franchise would generally not be realistic. The exception may be where your existing employment takes place predominantly outside the normal working hours required by the franchise and therefore doesn't affect your ability to fully commit to the business.

If you're planning to retain other employment when you launch, we'll discuss this with you as part of the franchise process to make sure you have a realistic plan for managing both your time and your finances.

# Need to earn while you build?

One of the most important conversations we'll have with you before you join Welpol is about your financial circumstances.

Every franchisee starts from a different position. Some have savings available to cover their personal outgoings while they build the business. Others need their new franchise to begin generating a personal income much sooner. Neither position automatically makes you more or less suited to Welpol, but it does affect how we recommend you approach those important first months.

We'll talk openly with you about your current income, personal financial commitments, available savings and working capital so that together we can establish a realistic plan for your launch. We want you to build your business from a financially sustainable position, rather than feeling under pressure to take money out of it before it is ready.

## TWO WAYS TO APPROACH YOUR FIRST MONTHS



### MANAGED FROM DAY ONE

#### You have sufficient personal capital

If you have sufficient personal capital to support yourself, you may choose to employ cleaners to fulfil your contracts from the outset, allowing you to focus your time on managing your team, looking after clients and growing the business.



### HANDS-ON TO START

#### You need an income sooner

You can take a more hands-on approach initially. By completing some of the cleaning hours within your own contracts, the money that would otherwise be paid to an employed cleaner can provide you with an income while your business becomes established.



#### As your turnover grows

This doesn't mean choosing a different type of franchise or committing to cleaning indefinitely. As your turnover increases and your financial position allows, you can recruit cleaners to take over those hours and gradually move yourself away from service delivery.

For some franchisees, that transition may happen relatively quickly. Others may choose to remain hands-on for longer. What matters is that we agree a realistic plan from the outset that works with your financial circumstances and supports the long-term growth of the business.

“ Our aim isn't simply to sell you a franchise. It's to make sure you have the financial foundations, working capital and realistic income plan needed to give your Welpol business the best possible chance of success.



## Funding Options

It is your responsibility to ensure you have sufficient funding in place before starting your franchise. Due to the nature of our turnover guarantee, we do not offer direct payment plans.

Depending on your circumstances, funding options may include:



**Personal savings**



**Personal finance or  
business loan**



**Government-backed  
Start Up Loan**

We can discuss the funding requirements and different routes available with you during the franchise process.

# Understanding The Numbers

Every Welpol franchise will look slightly different depending on your chosen turnover level, the contracts you secure and how you choose to operate your business. However, there are a few key figures that can help you understand the potential of the model.

## Average Client Value

**£1,000**

approximate monthly spend of our average commercial cleaning client

**£20,000** monthly turnover could represent around **20** regular clients



*This is an average. Individual contracts can vary significantly in size and value.*

## Our 20% Gross Profit Aim

Our model is designed around an aim of achieving approximately a 20% operating profit margin once your business is established. As a simple illustration:

**£20,000**  
turnover per month

× 12  
→

**£240,000**  
annual turnover

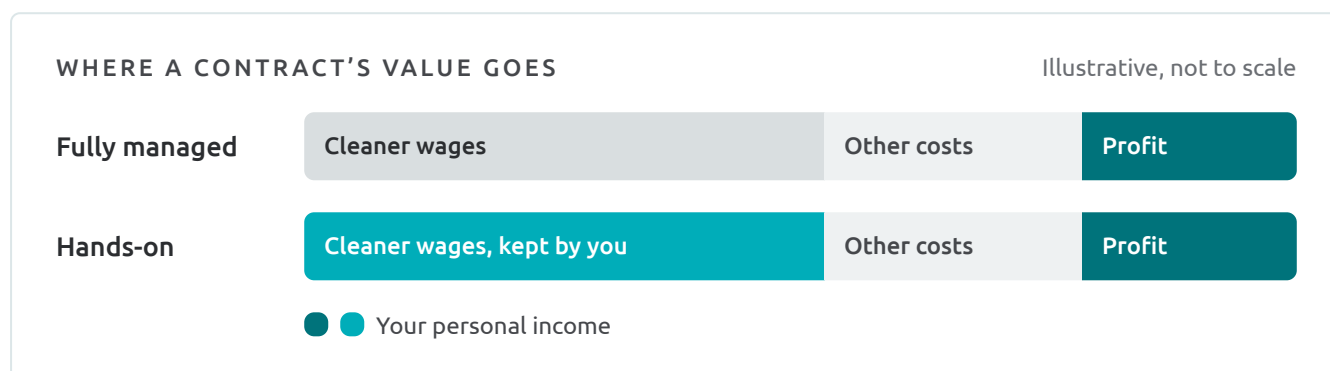
20%  
→

**£48,000**  
approx. annual operating profit

**i** Actual profitability will depend on factors including wage rates, contract pricing, recruitment costs and other business expenses, so this should be viewed as an illustration rather than a guaranteed level of profit.

# What if you do some cleaning yourself?

Your potential personal income can look different if you choose to undertake some cleaning yourself, particularly during the early stages of your franchise.



When you personally fulfil cleaning hours, you retain the money that would otherwise have been paid as cleaner wages, in addition to the underlying profit generated by the contract.

This can provide an additional source of personal income while you're building the business and can be particularly useful for franchisees who don't want to rely entirely on savings during their start-up period.

As the business grows, those cleaning hours can gradually be passed to employed cleaners, allowing you to move towards a fully managed operation.

## The Ultimate Flexible Franchise

We don't believe a generic financial illustration can accurately represent every Welpol franchise. During the sales process, we'll work with you to understand your chosen guaranteed turnover level, how you intend to operate the business and your personal financial requirements.

We'll then produce a detailed Profit and Loss forecast specifically for your proposed franchise, so you can see the anticipated income, costs and profitability at your chosen turnover level before making your final decision.

1

### We understand your plans

Turnover level, how you'll operate and your finances

2

### Your detailed Profit and Loss forecast

Anticipated income, costs and profitability

3

### You make your final decision

With the full picture at your chosen level

# Is it right for you?

Starting a Welpol commercial cleaning franchise is an exciting opportunity, but it's important to consider whether it's the right fit for you.

Our most successful franchisees are driven, customer-focused, and committed to delivering high-quality service. While we take care of lead generation and sales, you'll be responsible for managing your cleaning teams, ensuring excellent service standards, and building strong relationships with your clients.

## WE TAKE CARE OF

- ✓ Lead generation
- ✓ Sales

## YOU'LL BE RESPONSIBLE FOR

- ✓ Managing your cleaning teams
- ✓ Ensuring excellent service standards
- ✓ Building strong relationships with your clients

If you're looking for a business with a proven model, recurring revenue, and the flexibility to grow at your own pace, Welpol could be the perfect fit. With our full support, structured growth plan, and unlimited earning potential, this is an opportunity to take control of your future and build a business that works for you.



GET IN TOUCH

# Take the next step

If you are as excited as we are about the opportunity, take the next step and get in touch today. We'll be happy to discuss an opportunity to suit you and answer any of your questions.



Call Janine  
**0151 808 0898**



Message us on WhatsApp  
**07700 159492**



Drop us an email  
**franchise@welpol.co.uk**



Visit our website  
**franchise.welpol.co.uk**

