

Start and Run a UK Cleaning Business

Templates, Checklists & Guides

SPARKLEGO LTD (USparkle) - usparkle.app

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Cleaning Business Start-up Checklist

Tick each step as you go. Most people can complete this in 2 to 4 weeks.

Week 1 — Set up the business

- ☐ Choose sole trader or limited company (Companies House, about £50).
- ☐ Register with HMRC for Self Assessment or Corporation Tax.
- ☐ Open a separate business bank account.
- ☐ Pick a name and check the web domain is free.

Week 1 — Insurance

- ☐ Public liability insurance (most clients ask for £5m).
- ☐ Employers' liability if you employ anyone (legally required, usually £10m).
- ☐ Keys and goods-in-trust cover for home cleaning.

Week 2 — Paperwork

- ☐ Risk assessments and COSHH sheets.
- ☐ Health & safety, complaints and privacy policies.
- ☐ Terms and conditions and a cancellation policy.
- ☐ Register with the ICO (data protection fee, about £40).

Week 2 — Kit

- ☐ Colour-coded cloths and mops (red toilets, blue general, green kitchens, yellow washrooms).
- ☐ Vacuum, microfibre, spray bottles, labelled chemicals, gloves and PPE.
- ☐ A simple uniform or branded top.

Week 3 — Prices

- ☐ Work out your hourly cost (wages, travel, products, insurance).
- ☐ Check local competitor prices.
- ☐ Set a minimum booking (for example 2 hours).

Week 3-4 — First customers

- ☐ Google Business Profile with photos.
- ☐ Leaflets to 500 nearby homes and offices.
- ☐ Ask friends for first bookings and reviews.

- ☐ Join local Facebook groups and Nextdoor.
- ☐ Register on council and housing association supplier lists.

Ongoing

- ☐ Keep every receipt; file tax returns on time.
- ☐ Ask every happy customer for a review.
- ☐ Review risk assessments and insurance every year.

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How to Price Cleaning Jobs

Price too low and you work for nothing; too high and you lose the job. Use this simple method.

1. Work out your true cost per hour

Cleaner pay (at least National Living Wage, or what your self-employed cleaners charge)

+ Travel (time and fuel) per job

+ Products and equipment (typically £1-£2 per hour)

+ Insurance, phone, software, advertising (divide yearly cost by hours worked)

= Cost per hour. Add 25-40% profit to get your hourly rate.

2. Worked example

Cleaner £13.00 + travel £2.00 + products £1.50 + overheads £2.50 = £19.00 cost.

Add 30% profit: £19.00 x 1.3 = **£24.70 per hour** (round to £25).

3. Estimating hours

Regular home clean: 1 bedroom 2h, 2 bed 2.5-3h, 3 bed 3-4h.

Deep clean: roughly double a regular clean.

End of tenancy: 1 bed 4-5h, 2 bed 6-7h, 3 bed 8-10h.

Offices: about 200-250 m² per hour for a routine clean.

4. Extras to charge for

Inside oven £20-£40, inside fridge £10-£20, windows inside £15-£30, ironing per hour, weekend or same-day +20-30%.

5. Quoting

Always quote a fixed price for one-off jobs after seeing photos or visiting.

Set a minimum booking (e.g. 2 hours).

Put the quote in writing with what's included and what isn't.

Review prices every year in April when minimum wage rises.

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Cleaning Contracts & Terms Templates

Replace every [BRACKET]. Have a solicitor check them for your business if you can.

1. Customer Terms & Conditions

Services. [Company] will provide the cleaning described in your booking confirmation.

Prices & payment. Prices are as quoted. Payment is due [on booking / within 7 days of invoice]. Late payments may incur interest under the Late Payment of Commercial Debts Act (business customers).

Cancellation. Cancel free with 48 hours' notice. Less than 48 hours: [50]% charge. Less than 24 hours or no access: full charge.

Access & keys. You must give safe access, water and electricity. Keys are stored securely and coded, never labelled with your address.

Complaints. Tell us within 48 hours and we'll re-clean free of charge.

Breakages. Report within 48 hours. We hold public liability insurance up to £[5]m. We are not liable for pre-existing damage or items not fixed securely.

Consumer rights. Home customers who book online have 14 days to cancel, unless they ask us to start sooner. Nothing here affects your statutory rights.

2. Self-Employed Cleaner Agreement

This agreement is between [Company] and [Cleaner name], who is self-employed and not an employee.

The cleaner chooses which jobs to accept, may send a suitably vetted substitute, provides [own/some] equipment, and is responsible for their own tax and National Insurance.

The cleaner will follow the customer's instructions and [Company]'s health and safety rules, keep customer information confidential and hold a valid DBS check where required.

Fees: [£ per hour / per job], paid [weekly] against invoices. Either party may end this agreement with [7] days' notice.

Signed (Company) _____ Signed (Cleaner) _____ Date _____

3. Quote Template

Quote no: ____ Date: ____ Valid for 30 days

Customer: _____ Address: _____

Service: _____ Frequency: _____

Estimated hours: ____ x £ ____ = £ ____

Extras: _____ £ ____

Total: £ ____ (We are not VAT registered / VAT at 20% included)

Accept by replying to this email or signing: _____