

ICS Cleaning Case Study

# Parkway Cinema Beverley

Commercial Cleaning work for an Independently owned, Independently minded cinema in the historic East Yorkshire town.

ICS Cleaning Ltd.

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***“It was clear from the beginning that the staff needed a morale boost and standards needed to be raised.”***

**- Lisa Elm Area Manager ICS Cleaning**

## ICS Cleaning Case Study

# Getting it right at the first opportunity

*“For any business like Parkway who are operating in an incredibly competitive market, getting the simple things right such as providing a clean environment for their customers is vitally important.”*



**Chris Turner,**  
Managing Director  
ICS Cleaning Ltd.

### Parkway Cinemas

Parkway Entertainment Company Ltd. was founded in 1983, by Gerald Parkes and his wife Denise. The business has always been fiercely independent, seeking to show the widest range of films and events in a genuinely welcoming environment.

[www.beverley.parkwaycinemas.co.uk/about-us](http://www.beverley.parkwaycinemas.co.uk/about-us)



**“ICS provide an Excellent service. The staff are very friendly, flexible and offer times to suit us”.**



**Summary**

*Client :*

Parkway Cinema

*Service Provided :*

Commercial Cleaning

*Location :*

Beverley,  
East Yorkshire

*Sector :*

Entertainment

## Initial Brief

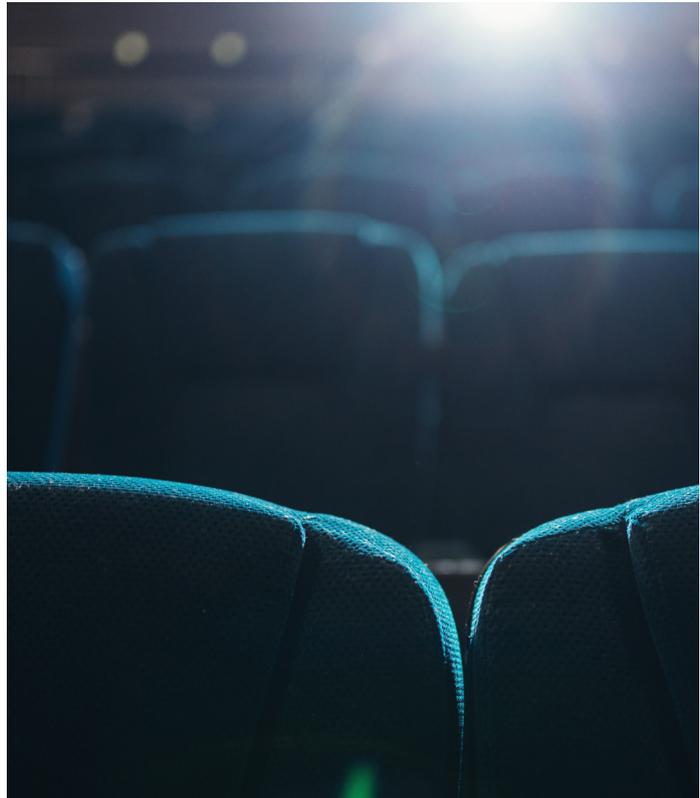
As providers of a variety of accredited Cleaning Services, ICS Cleaning were approached to deliver a bespoke Commercial Cleaning Service package for a popular local independent entertainment venue.

## Challenges

Having taken over from a local competitor, there were a number of significant issues. The service was poor and cleaning standards needed to be improved. ICS worked closely with the client, suppliers and cleaning staff to propose an alternative solution.

## Outcome

As a result, the cinema looks much better and all staff are far more contented in their work. The customers of this versatile and successful venue are now able to enjoy their time in surroundings which meet the standard of entertainment and service provided.



# Service Spotlight: Commercial Cleaning Services

**Independent Cleaning Services (ICS) is one of the largest independent contract and commercial cleaning suppliers in the North of England.**

We provide Commercial Cleaning Services to businesses in Hull, Grimsby, Scunthorpe, Lincoln, Leeds, Sheffield, Bradford, and Manchester.

We offer a variety of commercial cleaning services to a broad range of customers, always using the newest innovative and environmentally sustainable techniques, including the latest microfiber technology, clear water mopping systems, chemical dilution and Eco H2o technology.

We're proud to work in partnership with our suppliers, Bunzl, Rubbermaid and Tennant, ensuring we're always up to date with new innovations.

We have more than 500 dedicated employees who share our total commitment to working in partnership with our customers.

**Whatever commercial cleaning service you're looking for, we're sure to be experts in delivering it.**

We know that quality cleaning forms an essential and integral part of day-to-day business. Therefore we pride ourselves on the quality of our service and our attention to detail.

We take an individual approach to every contract, adapting our cleaning services to suit our clients' business. Wherever we work, we seek new methods to enhance our services whilst reducing environmental impact.



## Why Choose ICS Cleaning?

- We maintain and clean all types of business and commercial facilities, having extensive experience in dealing with a broad client base and a range of commercial environments including manufacturing, food processing and both public and private sectors.
- Our tailored services are specifically designed to meet your requirements. We offer a bespoke, accountable, transparent and open-book solution to cleaning service management based on quality and our attention to detail.
- We really pride ourselves on our friendly, reliable staff and we work with all our clients to provide a bespoke cleaning specification and schedule for to suit individual requirements – whether daily, weekly, monthly or periodic duties.



**We are one of the largest independent commercial cleaning providers in the North of England.**

Established in Hull more than 30 years ago, we offer a full range of cleaning services to a variety of customers, including: office cleaning, commercial cleaning, school cleaning, retail and leisure cleaning, shopping centre cleaning, industrial cleaning, factory cleaning, car park cleaning, pressure cleaning, washroom services, feminine hygiene, janitorial supplies, grounds maintenance, fire and flood restoration, graffiti removal and handyman services.

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*Our team has an in-depth understanding of innovative and effective cleaning methods in any environment, together with our numerous long-term relationships with our ever-growing workforce and customer base.*





*ICS Cleaning Ltd.*

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