Case Study
Ceredigion County Council

With a resident population of around 75,000 and more than 2.6 million visitors for holidays, short breaks and days out every year, there’s never a dull day for cleaning services manager Jasmine Wilson, who brings more than 40 years’ experience to her role at Ceredigion County Council, in Mid Wales.

As a firm believer in the power of education and qualifications, Jasmine has campaigned throughout her career to raise standards, pilot new apprenticeships and support the development of internationally recognised training schemes that challenge perceptions of the cleaning industry and its personnel. Under her watch, Ceredigion County Council has been a driving force for progressing and developing standards in public convenience cleaning, becoming the first to achieve the 2001 Charter Mark for Excellence in the provision of public services.

With just two supervisors and 180 cleaners, Jasmine and her team are responsible for maintaining those high standards in offices, schools, libraries and leisure facilities across Ceredigion, with district community public conveniences representing a very large and important part of the job.

People often don’t realise what it takes to keep a building clean and tidy. We have to deliver certainty and reliability, with a quality promise not only for our residents and ratepayers, but also for millions of visitors who contribute to the region’s tourist economy every year. “

“But when expectations are high and budgets are tighter than they’ve ever been,” says Jasmine, you can’t just throw money at a problem. “It takes experience and communication to recognise it – and teamwork to solve it.

Jasmine Wilson
Cleaning Services Manager
THE PROBLEM

Although they may be cleaned up to four times a day in the summer season, Ceredigion's public conveniences are all unmanned – and to protect against random acts of vandalism, all were traditionally equipped with robust, metal paper tissue dispensers.

“Users and staff alike commented on how untidy the facilities looked,” explains Jasmine. “It wasn’t that they were dirty – but the accumulation of little, ripped pieces of paper gave that appearance, creating a less than positive perception of cleanliness – as well as creating extra work.”

THE SOLUTION

After visiting Ceredigion’s public conveniences to assess the problem first-hand, Arrow recommended a new dispensing system that would still provide a robust solution in unmanned environments but with improved appearance and greater capacity.

Following a trial installation of the new system, the roll dispensers proved to be a less wasteful solution that reduced ongoing running costs after just one season. They are now installed everywhere – and in 2015, for the first time ever – Jasmine’s team received 100% good-excellent feedback from their ongoing user survey: a proud moment, for Jasmine and her team, which she says now includes Arrow.

Jasmine Wilson
Cleaning Services Manager

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Customer care is one of Arrow’s great strengths, all staff have the same aim and work collectively to achieve this.