

we do

look at what



Beaver Cleaning

Local commitment –
local impact

Beaver Cleaning are a family run cleaning company based in Bristol. As the first company in their sector to sign-up to the Bristol Living Wage they take a firm interest in the communities in which they operate. We really liked the concept of a local business going the extra mile when they asked us to help communicate their commitment to clients and customers.

The need

Bristol has long been associated with innovative businesses that understand and respond to the needs of their local community and environment. Beaver Cleaning with its commitment to training and developing a local workforce and offering clients services that reduce their own environmental footprint had a great story to tell. And one that would be well received by clients from across public, private and third sectors.

Our role

We asked ourselves the question: how does a local business use the principles of CSR simply, effectively and in a way that resonates with stakeholders. Our answer was a straightforward policy document that defined their commitment to five key issues – clients, people, community, economy and environment. Simple messaging conveyed the company's ambitions, supported by key stats that demonstrated just what this means for the company, the client and the local community.

The output

We provided Beaver Cleaning with a crisp, concise document that set out just what the company believes in. They're now using it as a conversation starter with prospective clients, and as an added value piece within tender and contract submissions.



We wanted a way of telling clients and other organisations about our commitment to supporting local communities. The document Future Proof gave us did just that!

Joe Butler, Managing Director, Beaver Cleaning Services



1st cleaning company to endorse the Bristol Living Wage



Working with public, private and third sector clients

25+ local workforce all trained to NVQ Level 2

Products and services that reduce a client's environmental footprint



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