



Wimbledon

One of the World's Most Prestigious Sporting Events

The Championships at Wimbledon conducted annually by the All England Lawn Tennis and Croquet Club is one of the world's most prestigious sporting events.

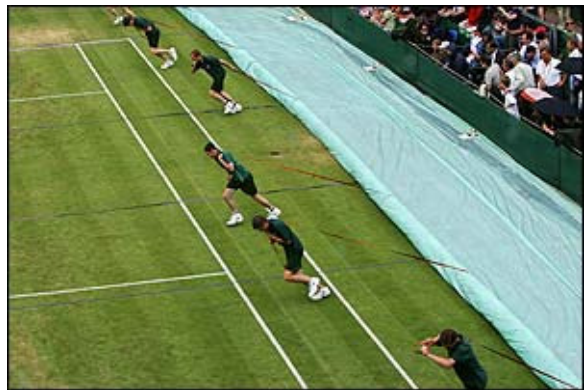
The Lawn Tennis Championships at Wimbledon have developed from the garden party atmosphere of the meeting in 1877, witnessed by a few hundred spectators, to a highly professional tournament attracting an attendance of over 500,000 people and through the press, radio, internet and television, a following of millions throughout the world.

The event has been held on the present site since 1922 and has made London SW19 among the most famous sporting address in the world.

The AELTC has continued to develop and re-develop the site since 1922 and the current site now bears no resemblance to the original tennis club. By 2009, the Centre Court will be fully redeveloped including the installation of a retractable roof.

In 2001 the AELTC awarded Cleanevent the contract to provide cleaning, waste management and court covering services to The Championships. Given that the AELTC had retained their previous contractor for 17 years, and that this was to be the first contract awarded to Cleanevent in the UK, it was a major endorsement of the Cleanevent global brand.

It is not just about cleaning- it is about ensuring the overall presentation is the best in the world. Cleanevent staff members are frequently seen by television audiences around the world when called on to provide quick court covering services in wet weather conditions.



"Since 2001, Cleanevent has continued to meet the high presentation standards of the AELTC on a daily basis. The company now provides the year round day cleaning of Wimbledon and all its facilities."



The All England Lawn Tennis and Croquet Club at Wimbledon is renowned for the presentation of what is the most famous, picturesque and historic of the four Grand Slam venues.

The Club's discerning standards and the reputation of the Championships set extremely high demands for cleaning and waste management services.

Responsibility & Partnership

On a daily basis, Cleanevent takes responsibility for the facilities at Wimbledon. Over the years, the company has become a strategic partner in the successful presentation of the venue.

AELTC Buildings and Services Manager, John Cox, said in reference to Cleanevent: "The Club's standards are extremely high and thorough good management and a willingness to accept their client's brief, these standards are maintained.

"Their management ethos and operational set-up mean that they approach all problems with a positive attitude that is refreshing to see in a service industry contractor. I have no hesitation in recommending their services."

Global Resources

The AELTC requirement for uncompromising presentation standards, ensures that the Wimbledon experience is optimized for their patrons.

With access to a global pool of managers and supervisors, trained at the world's leading events, Cleanevent is able to deploy highly capable personnel on a consistent basis.

Cleanevent operations at Wimbledon are supported by a cast of more than 400 precinct managers, area supervisors, court attendants and cleaning personnel.

Many of the team members return to the Championships every year, thereby providing continuity of service and ensuring that the Club's high standards are maintained.

"Their management ethos and operational set-up means that they approach all problems with a positive attitude that is refreshing to see in a service industry contractor"

John Cox, AELTC Building & Services Manager

Service Flexibility

Cleanevent's ability to recruit, mobilize and deploy a large well-trained workforce were recognized by the AELTC when they awarded Cleanevent the contract to provide all the court covering services. With the unpredictability of the weather during the English summer, this is a crucial role performed by Cleanevent personnel.

For every minute of rain that falls on the courts, up to an hour of play time can be lost, so Cleanevent must be able to deploy a large number of attendants at a moments notice.

The performance of these personnel is witnessed by a worldwide television audience. The delivery of additional tasks, outside of core cleaning services, is characteristic of our attitude to operations.

It also reflects a willingness to assist venue and event managers in any way possible to ensure the success of their events and the enjoyment of their patrons.

Cleanevent is committed to the success of the Wimbledon Championships on an ongoing basis. Like the players on the Centre Court, the company strives to improve its performance year after year to deliver an enjoyable tournament for spectators and a successful event for the AELTC.



*No matter the crowd capacity, Cleanevent
Is up for the challenge*

For more information about ways that Cleanevent can help your event or venue with cleaning and waste management services, please contact your local Cleanevent office or visit us on the Web.

www.cleanevent.com

**It's the things
you don't see that
make all the difference**