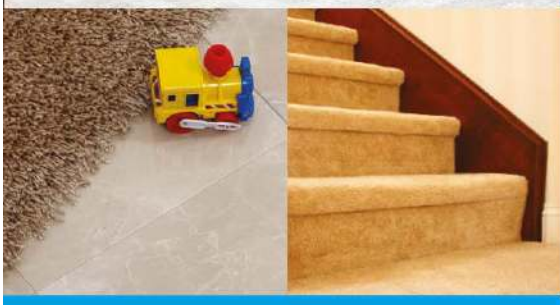




NATIONAL CARPET CLEANERS ASSOCIATION

MEMBERSHIP GUIDE



Cleaning the Nation's
Carpets and Upholstery

ncca.co.uk

SERVICE WITH INTEGRITY SINCE 1968

Welcome to the **National Carpet Cleaners Association**

The NCCA was formed in 1968 as a non-profit organisation, which simply means that all funds go back in to supporting the membership. Being part of a recognised organisation will assure your customers that you are trustworthy and reputable and, in choosing to gain the qualifications and register with an official body, that you are a professional.

The Association is here to give you as much support as you require and help you build a successful and reputable business. In return members are required to adhere to the Code of Practice and follow best practice for carpet cleaning tasks, set out in PAS86.

The NCCA also aims to keep members fully up-to-date with the latest industry news and developments, to assist them in improving their business, expanding their services and remaining safe in the industry. The most valuable sources of information are the NCCA website and the private Facebook groups.

The Association has been acknowledged by TrustMark (Government Endorsed Standards), for its training and support procedures and only NCCA members can become eligible to register with this official trusted trade scheme.

This guide provides a summary of information relevant to new members. It covers the specifics of the above, along with details of the membership structure, legalities, rules, benefits and training. The accompanying email will confirm your membership, including your membership number, membership certificate and other useful information.

We wish you every success with whichever path you decide to take your business and remember the NCCA team are here to help should you require any advice or guidance.

1. Standards

The NCCA exists to set minimum standards and promote professionalism in the Carpet & Upholstery cleaning industry. All members sign and abide by the NCCA Code of Practice upon application.

Code of Practice

(The following is a summary of the Code of Practice)

- 1. Customer Service and Satisfaction** is one of the most important aspects of the Code of Practice. Members are required to adhere to the relevant standards regarding due diligence, industry standards, the One to One Rule, PAS86 and timely and effective communications.
- 2. Pricing** should be fair and offer value for money. The Association does not seek to impose a price structure on its members but retains the right to investigate prices charged should a complaint be received.
- 3. Advertising** should be truthful, honest, clear and unambiguous and comply with the official CAP Advertising Codes at all times.
- 4. Complaints** must be acknowledged within 24 hours, investigated within 14 days and rectified within 28 days should the member be found to be at fault. Should the NCCA be required to arbitrate in any dispute, the Association's decision is binding on the member.
- 5. Owners Risk Clauses** are generally not consistent with the Code of Practice, but can be considered in certain circumstances.
- 6. Breaches** of the Code of Practice may result in expulsion from the Association or a probationary period during which further breaches will result in summary expulsion.
- 7. Publicity** of the Code of Practice is provided by the Association, however members are required to make the existence of the Code known to their customers and provide a copy if it is requested in the event of a complaint or dispute.

PAS 86

Professional Inspection, Maintenance, Cleaning and Restoration of Textile Floor Coverings, provides a statement of industry best practice for the actual tasks of cleaning carpets.

This is an officially recognised document and may be referred to by insurers and the legal profession should a complaint arise against a cleaning company or its employees. Failure to confirm compliance with PAS86 recommendation may affect the outcome in the event of a claim.



It is therefore recommended that all carpet cleaning businesses keep at least one copy of PAS86 for reference purposes and that staff are made aware of the procedures and processes recommended therein.

2. NCCA Logo

The NCCA is widely recognised by industry, government and the general public as the authoritative source for carpet and upholstery cleaning in this country. The logo is the trademark of the Association and members of all levels can make use of their specific logo to promote themselves as registered and/or recommended by the Association. Use of the logo in marketing and promotion is restricted to current members only. However, the logo used must be correct for the membership level of the company and, where possible, include their membership number. A logo, specific to your company, has been supplied via email.



Members are encouraged to report any cases of suspected logo misuse to the office via <https://ncca.co.uk/logo-misuse/>

3. The Membership Structure

The NCCA has a tiered membership structure from Associate Member to Senior Member. Companies can progress through the levels of membership by fulfilling additional criteria, such as length of service and further training. Each member has their membership level on their directory listing.

All Members of the Association must provide proof of both Public Liability and Treatment Risk insurance cover. Confirmation that current insurance is in place must be provided to the NCCA office every year in order to renew membership subscription.

Membership Tiers and Criteria

Associate Member

All companies new to the Association/industry will begin at Associate Member level. It should be noted that the Association is not, primarily, a referral organisation, but any direct recommendations passed on must be to registered companies with industry experience. Associate Members will be listed on the NCCA website for any customers wishing to clarify their accreditation.

After one year of membership, Associate Members may progress to Member level, provided they fulfil the necessary criteria (detailed below), and be eligible for direct referrals.

Associate Members are entitled to use a specific NCCA logo, with the words “Associate Member” and their membership number beneath (this will be provided with the welcome pack). Use of any other logo variation is prohibited and may result in expulsion from the Association. Copies of the specific logo can be provided by the office in various formats or sent direct to printers/signwriters should they be required.

To achieve Member status (the next level), Associate Members must be registered with the NCCA for one year and must undertake a recognised course on advanced spot and stain removal.

Member Level

Once Member level has been achieved, companies will be eligible for direct customer referrals from the office – along with all the benefits available at Associate Member level.

A Member can remain at this level indefinitely if they so wish. However, after two years, an application can be made for Advanced Member level.

In order to become eligible for Advanced membership, the owner/operator or a company employee must be allocated as the Head Technician. This representative must then attend, or confirm completion of, one additional training course during the company's time as a Member. The subject of the course is the Technician's choice but it must be through a recognised training provider.

There are many courses, seminars and other educational events available in the industry and the NCCA highly recommends regular attendance and updated learning for all members and their employees regardless of their level or plans to progress.

Advanced Member Level

Once a Member has fulfilled the criteria detailed above they may apply for Advanced membership. If successful, an applicant will receive a new logo and be eligible to advertise as an Advanced Member. This level includes the full range of membership benefits, along with automatic eligibility for TrustMark registration (see end of section 6).

A Member can remain at Advanced level, without the constraints of further training or criteria (though the Association does recommend continued education at all levels). However, after five years an application can be made for Senior Member level.

In order to become eligible for Senior membership, the owner/operator or a company employee must be allocated as the Head Technician (unless progressing from Advanced level as the Head Technician has already been allocated). This representative must then attend, or confirm completion of, four additional training courses during their time as a registered member. The subjects of the courses are again the Technician's choice but must be through recognised training providers.

Senior Member Level

After a total of seven years continuous membership, companies that fulfil the criteria as previously stated can apply for Senior Membership. This is the final level of progression within the NCCA membership structure and additional criteria regarding training are in place to maintain this status.

The allocated Head Technician is required to gain additional recognised training qualifications every three years in order for a company to remain eligible for Senior Membership and advertise

as such. The Association considers education the most important factor in achieving the highest industry standards and our Senior Members demonstrate this with a commitment to ongoing training and continued learning.

4. One to One Rule

The One to One Rule was introduced in 2007 to ensure that all technicians employed by NCCA registered companies had some form of recognised training. All members, of any level, must comply with the Rule and provide confirmation of relevant qualifications for all employees permitted to clean carpets or upholstery. Along with further advancing the professionalism of the Association, and separating the membership from their competitors, the One to One rule will go some way to assist an employer to improve their image and to minimise potential problems or complaints in regard to the service provided by their company.



It is important to remember that the idea of the One to One rule is to ensure that everyone cleaning soft furnishings has at least some basic knowledge of their trade. It does not change the requirements for anyone who wishes to become an Associate Member of the Association. It is still necessary for a new member to either attend the NCCA Professional Carpet & Upholstery Cleaning course or the equivalent course/s through one of the approved training providers, as well as an advanced Spot & Stain Removal course to become a Member.

The idea behind the One to One rule is to ensure minimum training is in place, but that by no means implies the minimum is enough. If it is your policy to send employees on full training programmes, we feel this is very beneficial and a good model for the business. The more training your staff receive the greater their contribution to your company and the Association actively encourages ongoing education and regular training.

Please see the NCCA Website for more information on the One to One Rule, there is a helpful question and answer page here:

<https://ncca.co.uk/member-documents/>

If you have any queries regarding the rule, contact the NCCA office.

5. Association Rules

The NCCA is governed by the Articles of Association. The latest version of this official document will have been provided with the application form and all members are requested to read through the full Articles to better understand the Association rules and legalities. However, the below summary will provide details of the most important regulations and legally enforced items.

- Upon subscription to the NCCA, all members must sign and agree to abide by the Articles of Association (AoA) and Code of Practice.
- The NCCA is limited by guarantee and under UK law each member is liable for a £2 fee if the company were to be wound up.
- Members may resign from the NCCA, but must provide notice in writing in line with Article 4 of the AoA.
- The NCCA is run by a Board of Directors elected from the membership. The Directors are volunteers and each run their own carpet and upholstery cleaning business. Roles are assigned to each Board member including Company Secretary. Directors also hold positions overseeing membership, training, technical, marketing and other responsibilities.
- Directors communicate regularly and arrange meetings to discuss NCCA affairs and make decisions to develop and progress the Association.
- A General Meeting is held annually in accordance with the AoA (Articles 8 through 19). All members are encouraged to attend and be involved in discussions regarding the past year, current standing and major decisions affecting the future of the Association.

The NCCA was established to set minimum standards in the industry. By doing so it provides support for cleaning companies, assisting them in developing from their foundations to becoming reputable and distinguished service providers. Association benefits range from a variety of sources and the NCCA is always looking to introduce new advantages to being registered. We try to support all our members to the fullest extent we can, whether they have been established for two months or twenty years. However, it does require members to utilise the Association and benefits in order to make the NCCA work for them. This is your organisation, making the most of what is available to you will go a long way in assisting to create a successful venture.

6. Benefits of Membership

There are many benefits of membership, which are reviewed and updated on an annual basis. For more information about the various services and schemes available to members, click each section below. <https://ncca.co.uk/member-benefits/>

7. Continued Learning

As well as providing training, the NCCA accepts courses run by some of the Corporate Members. These courses do not just maintain, but improve the standards required for membership and encourage growth in the number of members, ensuring the future strength of the NCCA. This enables the Association to continue promoting the professionalism of its members to the general public, insurers, cleaning industry, Government and commerce, bringing benefits to all.

Details of Corporate Members and other organisations that offer NCCA training, can be found here: <https://ncca.co.uk/corporate-members/>

NCCA Training Courses

- Professional Carpet & Upholstery Cleaning
- Advanced Spot & Stain Treatment and Removal
- Fine Fabrics
- Commercial Cleaning
- Rug Cleaning
- Curtain Cleaning & Anti-Soil Protection
- Carpet Repair
- Textile Insect Pest Control
- Water Damage Awareness

A full list of available training can be found on the NCCA website: <https://ncca.co.uk/training>

All courses run by the NCCA are held at the Museum of Carpet, Kidderminster unless stated otherwise on the website. Ample accommodation is available in the vicinity of DY10 1AZ.



National Carpet Cleaners Association
Museum of Carpet
Stour Vale Mill, Green Street
Kidderminster
DY10 1AZ

Email: admin@ncca.co.uk
Telephone: 0116 271 9550
Website: <https://ncca.co.uk>



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