

BDP Topic Approval Summary

Proposed UK startup: Eco-friendly home cleaning service

1. Proposed topic or working title

Development of an Eco-Friendly Home Cleaning Service for Households in the UK.

2. Business problem or unmet need

Busy households may not have enough time to clean their homes regularly. Some customers also prefer cleaning products with a lower environmental impact, but need a service that is convenient, reliable and reasonably priced.

3. Proposed business response

The startup would provide domestic cleaning appointments using suitable lower-impact cleaning products where practical. Customers could book regular or one-off cleans online or by phone. The service would focus on reliability, clear prices and flexible appointment times.

4. Target customers and scope

The initial target market would be households and busy professionals in one UK town or local area. Starting in a limited area would keep travel, marketing and operating costs manageable. The business could begin as an owner-operated service before considering expansion.

5. Early evidence of demand

The UK has an established cleaning-services sector, indicating that cleaning is a recognised commercial activity. The British Cleaning Council reported 78,915 businesses operating in the cleaning, hygiene and waste industry in 2025; this shows an active market, although it does not by itself prove demand for this specific idea. Demand should be tested through a short survey of local households and a review of local competitors and prices. (British Cleaning Council, 2026).

6. Aim and feasibility

The BDP would assess whether a small eco-friendly domestic cleaning service could be commercially viable in one UK town. It would investigate customer demand, competitors, pricing, marketing, equipment and product costs, travel, insurance, and expected income and expenses. Information can be gathered from public sources, supplier prices, competitor websites and a simple local survey. Main challenges include building trust, finding customers, managing travel time and checking the cost and suitability of cleaning products.

Initial sources (English-language and publicly accessible)

1. British Cleaning Council (2026), "Research shows steady growth in the cleaning, hygiene and waste industry." [Open source](#).
2. Department for Business and Trade (2025), "Business population estimates for the UK and regions 2025." [Open source](#). This provides wider context on the UK small-business environment.

Note: This is a draft for discussion with your supervisor. The published sector figures show market activity, not confirmed demand for this particular startup. Add findings from local customer research before developing the full BDP.