

A WORKS CO. MANUAL · NO. 21

The Conservatory Cleaning Works

*How to build a recurring round cleaning the roofs that
go green.*

The Works Co. · Trade manuals

How to build a profitable conservatory and roof cleaning business in the UK

The Works Co. — Conservatory Cleaning, v1.0, 2026. £47.

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How to use this manual

This is a working manual, not a book to read once and shelve. Treat it the way a tradesperson treats a good tool: pick it up, use it on the job, put it back where you can find it.

Read it in two passes.

The first pass is straight through, start to finish, in an evening or two. Do not stop to take notes. You are building a map of the whole business — how the roof clean is priced, why you never walk on a conservatory roof, what the kit costs, what the work earns across a year. You will not remember every figure, and you do not need to yet. You only need the shape of it.

The second pass is slow and with a pen. This time you stop at each chapter, open the matching toolkit file, and put your own numbers in. Your town, your van, your prices, your week. By the end of the second pass you have stopped reading about a business and started building one.

The manual is one of three parts. You own all three:

- **The manual** — the thinking, the method, the pricing, the safety, the year. This is the book you are reading.
- **The 10-file Excel toolkit** — the spreadsheets that turn the thinking into your own figures: a scorecard, a P&L tracker, a pricing calculator, a job database, a method statement, a risk assessment, a quality checklist, a quote template, a pipeline tracker and a first-90-days plan. Open each one as its chapter tells you to.
- **The 60-prompt AI library** — ready-made prompts for an AI assistant that draft your quotes, replies, marketing copy, review requests and admin in minutes instead of hours. Paste, adjust the details, send.

Use them together. A chapter explains the idea, the toolkit file makes it yours, and the prompt library does the typing.

What's in the bundle

Everything you bought sits in one folder: this manual as a PDF, the ten toolkit spreadsheets, and the prompt library. Appendix A indexes the toolkit file by file. Appendix B explains how to get the most from the prompts. The supplier directory, glossary and source list are at the back.

If, by the end of the first pass, you decide this work is not for you, ask for your money back the same day at refunds@theworksco.co.uk and keep every file. We mean that. We would rather you spent the £47 on a coffee with someone you love than on a manual for a business that wasn't yours.

And when you do stay: updates are free for life. As prices, kit and the trade move, we revise the manual and toolkit, and you get the new versions at no extra cost.

Now turn the page and let's get to work.

PART ONE

The Foundations

The Conservatory Cleaning Opportunity

On a cold, bright Monday in March, Trevor parks his van outside a 1990s semi in Solihull. The conservatory on the back is Victorian-style, five facets, a glass roof that has not been touched in three years. From the patio it looks less like glass and more like a pond lid: green algae in the grooves, black spots of lichen along the glazing bars, a tidemark of moss creeping out of the box gutter. The owner, a woman in her sixties, meets him at the side gate and says what nearly every customer says first. "I assumed someone would have to get up on the roof. I've been told it's not safe."

Trevor tells her nobody is going up there. He will not, and nor should anyone. He runs a hose from the tank in his van to a carbon pole, extends it up and over the roof from the ground, and starts working the soft brush across the glass with pure water running through it. The green lifts in sheets. He works the gutters, the white uPVC frames, the little finial on the ridge. He rinses the lot with pure water so it dries without a single spot or smear. Thirty-five minutes after he started, the roof is clear and the conservatory looks years younger. The job is £120.

She pays, then stands in her own conservatory looking up through clean glass at the sky, slightly amazed. While Trevor is winding in his hose, the man from next door leans over the fence. He has watched the whole thing. "How much for mine?"

That is the business in one scene. A visible problem the owner cannot fix and cannot safely reach. A method that solves it from the ground in under an hour. A price that reflects the result, not the hours. And a neighbour who saw it happen and wants the same. This chapter is about why that scene is worth building a business around, and whether it should be yours.

Why conservatory cleaning, and why now

There are millions of conservatories and orangeries on UK homes. They went up in waves through the 1990s and 2000s, and most of them are now old enough to look tired. The roof is the part that ages worst and fastest. Algae, moss and lichen love a damp, north-facing pane of glass or polycarbonate, and once a roof goes green the owner sees it every time they sit down for a cup of tea. It is a problem that announces itself.

That is the heart of why this trade works. The demand is **visible**. You are not trying to persuade someone they have a problem; the green roof has already done that. You are

offering the one thing they want and cannot do themselves. They will not climb up there, and they are right not to. A conservatory roof will not take a person's weight. People fall through them. So the work waits for someone with the kit and the method to do it safely.

The method is the second reason now is a good time. The whole job is done with a **water-fed pole and pure (deionised) water** from the ground. A telescopic carbon pole reaches across the roof so your weight never goes near it. Pure water carries no minerals, so it lifts the dirt and dries spot-free with no chemicals and no squeegee. It is the same safe, established method professional window cleaners use, applied to a bigger, greener surface. The kit is proven, the consumables are cheap, and the result is dramatic.

It is worth being clear about what that method is not. It is not a pressure washer blasting the roof, which can drive water past seals and crack tired polycarbonate. It is not a ladder propped against the gutter with someone leaning out over the glass. And it is most certainly not anyone walking, kneeling or sitting on the roof. The pole-and-pure-water approach is gentle by design — it protects the customer's seals, sealant and glazing as much as it protects you. That gentleness is part of what you sell. When an owner has been quoted by a cowboy who wanted to climb up there, your safe ground-based method is the reason they choose you and the reason they trust you back next year.

The third reason is that this is **recurring** work that **cross-sells**. A roof that has been cleaned will green up again over a year or two, especially the shaded, damp-facing ones. Most customers settle into an annual or twice-yearly clean once they have seen the difference, which means a single good job today becomes a line in your diary for years. And the customers overlap almost perfectly with window cleaning and gutter clearing. If you already run a window round, conservatory cleaning is the highest-value add-on you can bolt onto it. If you do not, conservatory cleaning is a natural doorway into window and gutter work. The neighbour leaning over the fence is not a fluke. It is how this trade spreads.

There is a fourth reason, quieter than the others but worth naming: the **value per job is high relative to the time**. A window clean might earn you fifteen or twenty pounds in ten minutes. A conservatory roof earns you sixty to a hundred and fifty for half an hour to an hour. The job is bigger, the result is more dramatic, and the customer values it more because they could not have done it themselves. That is a good combination to build a week around.

COACH MOMENT — Sell the result, not the hours. Trevor's job took thirty-five minutes and earned £120. New operators feel guilty about that and start apologising, or knocking money off because "it was quick". Do not. The customer is not paying for your time. They are paying for a clean roof they

could not reach, done safely, with no mess and no risk to their property. The speed is the skill. Price the outcome.

What the work actually is

The headline job is the **roof clean**, because the roof is what goes green and what the owner can see. But a full conservatory clean is really a small stack of jobs, and each one adds value.

- **The roof** — glass or polycarbonate panels, cleaned from the ground with the pole and pure water, getting into the glazing bars and gullies where the algae sits thickest.
- **The frames and finials** — the white uPVC, cleaned with the pole and, where the plastic has gone dull or oxidised, brought back with a specialist uPVC cleaner or restorer.
- **The box gutters** — the hidden gutters where the conservatory meets the house, cleared of the moss and debris that cause leaks and overflow.
- **The interior** — optional, priced per job, for customers who want the inside of the glass done too.

You can sell the roof on its own, but you should learn to quote the whole conservatory, because the frames and gutters are quick add-ons that lift the ticket. While the pole is already set up and the water is already running, doing the frames takes minutes and the box gutters only a little longer. The customer gets a finished conservatory rather than a clean roof above grubby frames, and you get twenty to eighty pounds more for a few extra minutes of work you were half-doing anyway. Chapter 7 covers pricing in detail; the canonical figures are simple enough to keep in your head now.

Job	Price (UK, 2026)
Conservatory roof clean (small lean-to to large Victorian/Edwardian)	£60–£150
uPVC frame and finial cleaning	+£20–£40
Box- gutter clearing	+£20–£40
Interior clean	priced per job
Typical full conservatory (roof + frames + gutters)	£80–£180

So Trevor's £120 in Solihull sits right in the middle of the range: a roof clean with the frames and gutters done at the same time. Forty minutes of work, on the way to the next street.

The three income brackets

It helps to be honest about what this earns, because the honest numbers are good enough that they do not need inflating. Where you land depends on whether this is a sideline, a full-time job, or a business with vans and staff.

- **Part-time or add-on round: £8,000–£20,000 a year.** Conservatory cleaning bolted onto a window round, or run at weekends. A handful of jobs a week, mostly cross-sold from customers you already have.
- **Full-time solo, or a strong add-on to a window round: £25,000–£45,000 a year.** You out on the pole most days, a steady book of recurring conservatory and window work, the round dense enough that you are not driving more than cleaning.
- **With staff or a wider exterior-cleaning business: £70,000–£150,000+ in revenue.** Two or three vans, the conservatory work part of a bundled exterior-cleaning offer — windows, gutters, fascias, solar, softwashing — with you running the round rather than working it.

Notice the shape. The biggest numbers come from **bundling and density**, not from charging more per roof. The pole rig that cleans a conservatory roof also cleans windows, solar panels, fascias and gutters. One round, one van, several services, the same customers, the same patch of streets. Density is the quiet lever: when your jobs are close together you spend your day cleaning rather than driving, and every extra service you sell to an existing customer costs you almost nothing to win. Chapter 12 lays out that add-on stack in full, and Chapter 11 covers how to build the round dense enough to make it pay.

MENTOR MOMENT — The bracket you reach depends on the round, not the roof. Anyone can clean a conservatory roof well within a few weeks. The operators who reach the top bracket are not better at the brush. They are better at building a dense, recurring round and selling more than one service to each customer. When you read the rest of this manual, pay closest attention to the chapters on customers, recurring work and the add-on stack. That is where the money lives. The cleaning is the easy part.

Who it suits, and who it doesn't

We would rather be honest now than take your £47 and watch you regret it. This trade suits some people and not others.

It suits you if:

- You are comfortable working outdoors with a pole and a water tank, in most weathers.
- You are careful and patient. The value here is the finish — a spot-free roof and clean frames — and that rewards someone who takes pride in the result.

- You are safety-minded, and you will never, under any pressure, be tempted to climb onto a conservatory roof.
- You are organised enough to run a recurring round and remember who is due.
- You can sell a result. A before-and-after photo and a friendly knock on a door with a green roof is most of your marketing.

It is not for you if:

- You would be tempted up onto a roof to "save time". That instinct will eventually hurt you or break someone's property. This is the one rule that does not bend.
- You are careless with delicate things. Seals, sealant and polycarbonate do not forgive harsh chemicals or pressure washing. The whole method is gentle on purpose.
- You are uncomfortable with the equipment, or you do not want to learn the pure-water system. It is not complicated, but you do have to understand it.
- You want money without showing up. This is real work, done in real weather, for real customers.

If that second list is you, close the manual. We would rather you spent the £47 on a coffee with someone you love than on a manual for a business that was never going to be yours. The refund is same-day and no-friction (refunds@theworksco.co.uk), and you keep the materials.

How to use this manual, the Toolkit and the Prompt Library

What you have bought is three things: this manual, a **10-file Excel toolkit**, and a **60-prompt AI library**, for £47, with free updates for life.

The **manual** is the thinking and the method, in order. Part One gets you legal and set up. Part Two is the craft — the pole-and-pure-water rig and the cleaning method, including the never-on-the-roof rule taught properly. Part Three is customers and pricing, the make-or-break of the whole thing. Parts Four to Seven take you from one-off jobs to a recurring, bundled round and on toward a real business. You can read it straight through, or jump to what you need.

The **Toolkit** is the manual made practical. The self-assessment scorecard in Chapter 2 (toolkit 01), the accounting starter (toolkit 02), the job tracker and CRM (toolkit 03), the pricing calculator (toolkit 04), the quality standards (toolkit 07), the quote template (toolkit 08) and the 90-day checklist (toolkit 10) all do the admin so you can do the cleaning.

The **Prompt Library** is for the writing and the marketing — quotes, customer messages, your Google Business Profile, the spring campaign, before-and-after captions. Drop your details into a prompt and let it draft the words, then make them yours.

Use all three together. Read a chapter, open the matching toolkit file, lean on the prompts for the words. That is the fastest way from this page to a paid job.

What success looks like in one year

Picture Trevor twelve months on. He registered as a sole trader, sorted his public liability insurance covering glass, polycarbonate, seals and the structure, and put together a pole-and-pure-water rig for a little over £2,000 — well inside the £1,000–£3,500 range. He spent his first weeks knocking on doors with visibly green roofs, building a portfolio of before-and-after photos, and asking every happy customer for the house next door.

A year in, he has a book of recurring conservatory customers on annual and twice-yearly cleans, and he has cross-sold window and gutter work to a good share of them. The spring lift — when every roof in Solihull has gone green over winter — kept him fully booked from March to May. He is earning comfortably in the full-time solo bracket and turning down enough work to think about a second pair of hands.

None of that came from a trick. It came from a visible problem, a safe method, a fair price, and a round that grows because each clean roof is an advertisement and each happy customer has a neighbour. That neighbour leaning over the fence in the opening scene is the whole model in miniature.

Next, Chapter 2 helps you decide honestly whether this is for you, with a scorecard you can score yourself against before you spend another pound.

Is This For You?

It is a wet Wednesday in Telford, and Bev is standing on a customer's lawn in March, looking up at a Victorian conservatory roof that has gone the colour of pond water. She has a carbon pole resting against her shoulder, pure water running through the soft brush at the top of it, and both feet flat on the grass. She has not climbed anything. She will not climb anything. Forty minutes from now the glass will be clear, the white frames will be white again, the box gutter will be clear of moss, and the owner will hand her £120 and ask whether she also does the neighbour's.

That is the whole trade, more or less. Bev is not an athlete, an engineer, or a salesperson by training. She used to do the school run and a bit of bookkeeping. What she has is patience, a careful hand, a firm rule about never going up on a roof, and the willingness to knock on a door and say "I can get that green off for you." If that sounds like a version of you that you could imagine, this chapter is here to help you decide honestly.

We will be straight with you throughout. This is not a trade for everyone, and we would rather you worked that out on page two than three months and £1,500 of kit later.

What the job actually asks of you

The core method is genuinely low-skill. You stand on the ground, you reach across the roof with a telescopic pole, and you let pure water and a soft brush do the work. There is no qualification, no apprenticeship, no secret technique that takes years. Most people can produce a decent clean within a few jobs. That is the honest good news.

The value, then, is not in some rare skill. It is in two things: the **result** and the **cross-sell**. The result is the before-and-after — a roof that was green and is now clear, photographed and shown to the next customer. The cross-sell is that almost everyone with a conservatory also has windows and gutters, and almost everyone on a window round has, or knows someone with, a conservatory. The money is made by being reliable, careful, and present on the same streets again and again, not by being the most talented brush-handler in Shropshire.

So the question "is this for you?" is really three questions. Are you comfortable with the equipment and the method? Are you safe and patient enough to do it well? And are you organised and willing enough to win the work? Let us take each honestly.

Green lights: the markers that say yes

You are likely a good fit if several of these ring true.

You are comfortable with the pole and the pure-water method, or willing to become so. A water-fed pole at full extension across a two-storey Victorian roof has weight and wobble. It is not heavy work in the way digging is, but it asks for steadiness and a feel for the brush head you cannot quite see. People who like working with their hands and tools tend to take to it within a week.

You are careful and patient enough to want a clean finish. Conservatory roofs are fiddly. The grime sits in the glazing bars, the gullies, and around the finials, and a rushed job leaves streaks that show the moment the glass dries. The operators who do well are the ones who would rather spend an extra ten minutes than leave a customer disappointed. If you take quiet satisfaction in a thing being properly done, that is the right instinct.

You are safety-minded — genuinely, not just on paper. This is the big one. The single rule of this trade is that you **never walk or kneel on a conservatory roof**. It will not take your weight, and you can fall through it. The whole selling point of the ground-based pole method is that nobody goes up there. If you are the kind of person who will reach for the pole and stay on the grass even when a stubborn patch is tempting you upward, you have the right temperament. If you are not, please read the red lights carefully.

You are organised. Recurring work is where the money steadies — annual and biannual cleans, booked and reminded. That needs you to keep a simple record of who, where, when last, and when next. Nothing fancy; the Job tracker in the toolkit does it for you. But you have to actually use it.

You can do the before-and-after sell. You do not need to be a smooth talker. You need to be willing to take two photos, show them to the next person, and say a clear price out loud without flinching. Much of this trade sells itself if you let the results speak. A green roof is a problem the owner can see from their own kitchen, which means you are never inventing a need or talking anyone into anything — you are pointing at something they already wanted fixed and telling them you can fix it safely. If you can do that without apologising for your own price, you have the only sales skill this trade needs.

None of these five has to be perfect on day one. Think of them as a balance rather than a checklist: a gap in one is often carried by a strength in another. Someone quiet who will not enjoy door-knocking can still thrive by partnering with a window cleaner who already has the round. Someone slow with the pole at first but obsessive about a clean finish will build a reputation that markets itself. The combinations that do not work are the ones where the gap is in safety or care, because those are not gaps you can compensate around — they are the ones that cost you money and customers.

COACH MOMENT Do not wait until you feel "ready" on all five. Nobody starts confident with the pole. Bev's first three roofs took her over an hour each and she left a streak on the second one and went back to redo it for free. Comfort with the equipment is the one green light you can simply build by doing. The ones that matter from day one are the temperament ones: careful, patient, and safe. You either have those or you choose them. The rest is practice.

Red lights: the markers that say think again

Be just as honest with yourself here. Some of these are dealbreakers, not wrinkles.

You would climb on a conservatory roof to "just reach that bit." This is the dealbreaker. If you read the safety rule above and a small voice said "well, on a flat lean-to it would be fine," this trade carries a real risk for you. People are seriously hurt going through conservatory roofs every year. The method exists precisely so you never have to. If you cannot trust yourself to stay on the ground, do not start.

You are careless with delicate surfaces. Polycarbonate scratches. Seals perish if you attack them with harsh chemicals or pressure. A conservatory is glass, plastic, sealant, and trim, and the gentle pure-water method protects all of it. An operator who likes to blast things, or who reaches for strong chemicals to save time, will eventually cause damage — and a cracked roof panel or a leaking seal turns a £120 job into a bill you pay. If "gentle and patient" is not your natural setting, this is a warning.

You are genuinely uncomfortable with the equipment. Some people try a water-fed pole and never make peace with it. The reach unsettles them, the water management irritates them, the setup feels like a faff. That is allowed. Better to find out on a borrowed rig or a trial day than after you have spent on your own.

You will not do the marketing. The method is easy; getting customers is the actual job (which is why Chapter 6 is the longest in this manual). If you will not knock on doors, post in the local Facebook group, or ask a window cleaner about a partnership, the cleanest roof in Telford earns you nothing.

MENTOR MOMENT In twenty years around this trade, the operators who failed almost never failed at the cleaning. They failed because they would not market, or because they cut a corner that cost them. The single most expensive mistake I have seen was a man who stepped onto a polycarbonate lean-to to save reaching with the pole, put his foot straight through it, and paid £900 for a new roof section out of a £140 job — plus the customer he lost and the two referrals that customer would have sent. Stay on the ground. It is not caution for its own sake; it is the economics of the whole business.

The honest reality of the work

Let us paint it plainly, neither rosy nor grim.

The work is physical but not punishing. You are on your feet, often in cold or wet weather, holding a pole that gets heavier the longer the job runs. Spring is your busy season — after winter the roofs are visibly green and the phone is busiest — and you will be glad of the lift, but you will be working in March drizzle to earn it. Summer and autumn are steadier; deep winter is quieter and a good time for admin, marketing, and the indoor add-ons.

The money is real and it scales by how you build it. As a part-time or add-on round, conservatory cleaning brings in roughly **£8,000–£20,000 a year**. Full-time solo, or as a strong add-on to a window round, it sits around **£25,000–£45,000 a year**. With staff and a wider exterior-cleaning business, revenue of **£70,000–£150,000 and beyond** is achievable. Those are honest brackets, and where you land depends far more on whether you build a recurring round than on how fast you clean a single roof.

The per-job figures are good for the time. A roof clean — the headline job — runs **£60–£150** by size, from a small lean-to to a large Victorian or Edwardian. Cleaning the uPVC frames and finials adds **£20–£40**; clearing the box gutters adds **£20–£40**. A typical full conservatory of roof, frames, and gutters comes to **£80–£180**. Bev's £120 Wednesday job was a mid-sized roof with the frames done — entirely ordinary for the trade.

The start cost is modest by business standards: **£1,000–£3,500** for the water-fed pole system, the pure-water setup, a tank and a vehicle, plus the uPVC products. If you already run a window or solar round, you own most of the rig already, which is why the cross-sell is such a natural fit. Chapter 4 walks the kit list in full.

A word on the day-to-day, so you go in with clear eyes. A typical conservatory job takes thirty minutes to an hour from setting up the pole to packing the rig away, plus travel between jobs. You will spend time managing water — filling the tank, watching your resin or filters, keeping the pure water genuinely pure so the glass dries spotless. You will deal with the weather, because pure water and a gentle method work in light rain but not in a downpour or a hard frost, and you will sometimes rebook a customer because the sky decided otherwise. And you will spend a real share of each week not cleaning at all, but quoting, photographing, posting, and reminding last year's customers that their roof is due again. The cleaning is the easy hour; the round is the business.

What you will not get is glamour or a quiet phone that never needs chasing. What you will get, if you suit it, is a low-skill core method, a strong visible result that markets itself, and recurring annual work that compounds into a dependable round.

A self-assessment you can actually score

Before you go further, score yourself honestly against the markers above. Toolkit file **01, the Self-Assessment Scorecard**, turns this chapter into a simple set of weighted questions you answer one to five — covering comfort with the equipment, patience and care, the safety temperament, how organised you are, and your willingness to market and sell. It totals your answers and tells you plainly whether you are a strong fit, a fit-with-gaps, or someone who should probably pause.

Use it properly. Answer as you are, not as you would like to be. A low score on "willing to market" is not a reason for shame; it is useful information that might point you to partnering with an existing window cleaner rather than going it alone. A low score on the safety question is a reason to stop. The scorecard exists so you make this decision with your eyes open, on paper, rather than on a hunch.

When you have your number, come back and read the income brackets again with it in mind. A part-time, add-on path forgives a lot of gaps. A full-time solo leap forgives fewer.

If the answer is no

Some readers will work through this and conclude, honestly, that it is not for them — the heights make them uneasy even from the ground, the equipment never clicks, or the marketing fills them with dread. That is a good outcome, not a failure. Knowing it now has saved you money and months.

Which is the right moment for our promise. The whole bundle — this manual, the ten-file Excel toolkit, and the sixty-prompt AI library — costs **£47**. If you decide today that this trade is not yours, write to refunds@theworksco.co.uk and we refund you the same day, with no friction and no questions, and you keep every file. We would rather you spent the £47 on a coffee with someone you love than on a manual for a business that was never going to be yours.

We say that because we mean it, and because a refund you take cleanly today costs us far less than a bad fit who blames the trade later.

If the answer is yes

If you reached the end of the scorecard with a strong number — comfortable enough with the method, careful and patient, genuinely safe, organised enough, and willing to win the work — then you are exactly who this manual is written for. You do not need to be the finished article. Bev was not. You need the right temperament and a willingness to start.

From here the manual gets practical. Chapter 3 sets up the business properly — sole trader or limited, HMRC, insurance, and the **£90,000 VAT threshold** — so you are legal and protected before you touch a roof. Then we move to the kit, the method, and the part that decides everything: finding your customers. Mark your scorecard, keep it, and turn the page.

That was Chapter 1.

The other twenty chapters, the Excel toolkit and the
AI prompt library are in the full bundle.

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