



LEWES DISTRICT BUSINESS START-UP

CLAUDINE CLEANS

Company Info

CLAUDINE CLEANS
PEACEHAVEN



[@claudinecleans](https://www.instagram.com/claudinecleans)



Where it started

Claudine began working as an ecological cleaner in 2021. For four years, she operated as a sole trader, cleaning domestic properties across Lewes using sustainable methods that aligned with her values.

Claudine developed an intimate understanding of the cleaning industry from the ground up. Yet despite her drive, scaling the business felt out of reach.

“ *I’ve always aimed to build a business and become an ethical employer. But I didn’t know how to make that leap.*

”

About LD Start-up

Lewes District Start-Up (LD Start-up) is a support scheme to help residents start and grow new businesses, with a particular focus on community wealth-building, co-operatives and other social enterprises.

From turning an entrepreneurial idea or sidehustle into reality, to scaling and growing a recent start up, LD Start-up is there to help.

It is a series of in-person workshops, resources and webinars with leading business mentors.

It is funded by Lewes District Council. It runs until March 2027.

***“ It's very well run.
There was a level of
continuity that made me
feel really supported ”***

The LD Start-up Experience

Claudine joined LD Start-up in summer 2024, beginning with the **Business Basics** set of 3 webinars and workshops on marketing and business finance. She followed that up, taking part in **Preparing to Grow** in January 2025, where she had 1:1 mentoring with an experienced founder and took part in peer networking.

LD Start-up came at just the right time: a pause in her physical work, due to surgery and recovery, gave her a space to focus on strategy and self-reflection.

“ *It gave me the headspace I didn’t have before. And the fact it was based in Lewes and in-person made all the difference.* ”

The LD Start-up Experience

A **Business Basics** workshop at Lewes Football Club was both a welcoming environment and a chance to really develop Claudine's business plan.

The **Preparing to Grow** mentoring proved to be a turning point in her journey, challenging her thinking and giving her the clarity and confidence to move forward.

She connected with other business owners throughout LDStartup. These relationships have continued beyond it.

Providing a new network of shared learning and local opportunities.

“ *It helped me
believe: I can do this
too, just in my own
time*

”

What changed?

The biggest shift for Claudine was her mindset

Value Proposition

Developing business values distinct from personal values

Build the Team

Clarifying the need for employee commitment over casual engagement

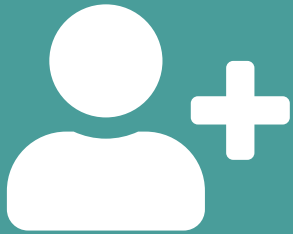
Plan for Launch

Drafting a full business plan to support investment



What's Next?

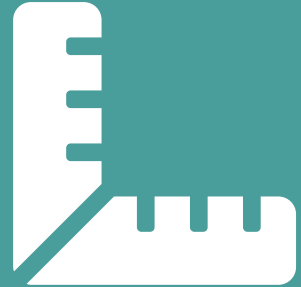
Claudine Cleans has been registered as a new business. Claudine is writing her business plan and preparing to secure finance. She plans to:



Employ at least one team member on payroll



Invest in a dedicated company vehicle



Move from frontline cleaning into management



“

Before, I was always just making it work: scrimping, doing everything myself. Now, I'm thinking long-term.

– CLAUDINE ERNSTZEN, FOUNDER, CLAUDINE CLEANS

Inspired?

Explore LD Start-up and how it could help your business take the next step.



ldstartup.co.uk

