



[www.jcwes.com](http://www.jcwes.com)

# Leisure Client Case Study: PureGym

*Mechanical, electrical and fabric maintenance contract with well-respected leisure brand*



# One step at a time...

Working with a well respected, leisure brand providing national hard facilities services across their whole property portfolio



Building long lasting business relationships is what we do best. We view every contact we make as an important cog in the evolution of our company. This is very true of a consultant who, having worked with and successfully won an important commercial contract, then asked us to get involved in a new opportunity – of a much larger scale!



This very consultant who we had worked so closely with just a year before, introduced us to PureGym. PureGym were undergoing a huge revamp of their facilities maintenance procedures and were looking for innovative service providers to be involved in their forthcoming tender process.



Of course, an opportunity like this doesn't come along every day and we welcomed the challenge, although we understood that, following a PureGym moto, we should take it one step at a time...



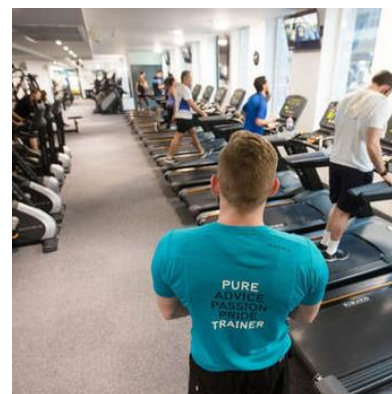
# The prospect

PureGym was founded in 2008 and, in a short space of time, has become the UK's leading gym chain and a pioneer of the low cost, high quality fitness experience. The company now operates over 270 gyms with more than one million members. They offer affordable 24/7 gym access with flexible memberships.

PureGym have big plans for the future too with a target to grow their portfolio to 450 by 2022.

PureGym is extremely customer focused and take pride in the condition of every single one of their gyms. Even having a lamp out is not acceptable to their Gym Managers. It is this high level of service expectation that brought them to look to change the way they managed their buildings, from the CAFM system they used to the review of every service provider, a complete overhaul was due, thus the in-depth tender process began.

In April 2019, following a full, highly competitive tender process, we were successful and was awarded a 3 + 2 year term contract for FM Hard Services across the PureGym portfolio.



# Our responsibilities

FM Hard Services covers a multitude of services and expertise. As we prepared for the mobilisation of the contract and subsequent 'go live' date we increased our workforce to ensure that any deficiencies in skills and areas were filled from both employed engineers as well as building on our subcontracted workforce. We are now responsible for:

- Ensuring continuous service delivery for all service requests through the cloud-based Verisae CAFM System.
- Via Verisae we provide service provisions for:
  - fault reporting and arranging and progressing works;
  - general enquiries;
  - site maintenance requests;
  - full 24/7 reactive cover including out of hours emergencies;
  - interface with JCWES' sub-contractors to organise and coordinate service delivery and ensure their compliance documentation is maintained on the CAFM System;
  - collation and provision of contract management information; and
  - invoicing and billing.
- The Planned Maintenance Programme covers:
  - Statutory | To ensure legal compliance.
  - Mandatory | To ensure regulatory and sector/organisation compliance.
  - Function Critical | To maintain business critical assets and avoid under/over maintain applicable.
  - Discretionary | To maintain non-critical assets and meet non-business critical commitments.

# One step further...

It would be fair to say that mobilising this valuable contract has come with its fair share of challenges. As we do with all of our clients, we view any new contract as an opportunity to build a relationship. One where both parties have the ability to evolve around the services required and enhance both the workplace environment and the way in which we communicate.

To ensure that we provide the maintenance services required, we have quickly adapted our existing business to work with PureGym expectations. This has included setting up and providing adaptable and responsive handyman services during core service hours. We have developed and implemented a central Helpdesk team with strategic leadership that is fully aligned with the PureGym senior team in a collaborative partnership. They are responsible for various reporting measures, the coordination of Regional JCW Service Desks and providing strategic direction for the contract.

We also have the ability to contribute towards the development of PureGym’s vision for an estate strategy for the Forward Maintenance Register to ensure that compliance, resilience and productivity are maximised, whilst at the same time reducing costs. We also provide Projects and Minor Works capability, incorporating design and project management and including CDM.

When looking to target and win new business, we are always prepared to go one step further. We not only ensure that our clients buildings are compliant, we are also able to adapt to suit each clients own nuances. This enables us to, not just meet expectations, but to exceed them – together.

# Would you like to read more?



## Sharing our industry expertise

As a specialist provider of mechanical and electrical maintenance and installation services we are a hub of industry knowledge and experience and are often asked for advice and guidance from our clients. We believe in giving added value to every customer, every visit and always go the extra mile. As part of our services we began to publish a range of useful eBooks for our customers, each providing information on legislation, compliance requirements and best and top on general good practice with regard to installations and asset maintenance.

We are delighted to share these with you, for free, all available in one area of our website. So, welcome to our new JCW Publications page!

We hope that our shared knowledge will help you for more proactive and preventative with regard to your building assets and that this in turn will help your company/business save time and money.

If you would like to be kept informed of when new eBooks become available, please subscribe by completing the form to the right and we will be sure to advise you when our next eBook is launched.

Name \*

First Name  Last Name

Email Address \*

## Project related eBooks



### A Guide to HVAC Project Planning

Download this eBook to find out more about:

- How you can prepare for your next installation project
- Service provider selection considerations
- Top 5 low tips and interesting facts
- Gain a little insight into how your service provider provides their service



### A Guide to R32 Refrigerant

Download this eBook to find out more about:

- Current legislation with regard to HFC gases (Hydro Fluoro Carbon)
- The differences in refrigerant available
- The pros and cons of R32
- What the future may hold for HVAC systems
- Resources with regard to Project Planning and Service Provider Selection
- Answer some Frequently Asked Questions

[Browse JCW eBooks](#)

[Browse JCW Case Studies](#)

[Visit JCW Website](#)



