

City FM secures new customer partnership with the UK's largest holiday park operator

3 years ago



City FM is delighted to announce it has secured a significant contract with Parkdean Resorts.

Parkdean Resorts operate 67 holiday parks in some of the UK's finest beauty spots. Their estate includes a wide range of accommodation options, from static caravans to luxury lodges and glamping, as well as touring and camping pitches.

The new contract launches on 1st March 2022 and is centred around a collaborative and strategic partnership. City will provide a 24/7 Service Desk, asset verification survey, planned preventative maintenance (PPM), compliance, job scheduling and management of all regional and national subcontractors. This will deliver compliance, transparency, efficiencies, live data analytics and asset cycle intelligence with tangible service improvements.



We're looking forward to working with City FM.

This partnership will drive significant improvements and efficiencies across our maintenance activities.



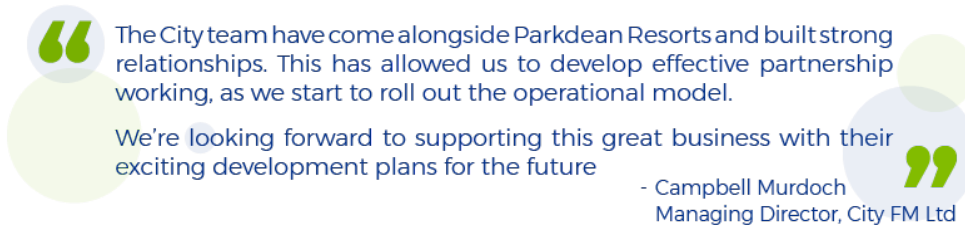
- David Lodge
Property Director, Parkdean Resorts

A partnership based on shared values

Each Parkdean Resort has a range of on-site facilities, including leisure and dining areas, requiring expert

knowledge to maintain. The company's strong focus on delivering fantastic customer experiences makes City the ideal partner to maintain them.

Prior to this contract, Parkdean's 67 holiday parks were managed at a local level, working with over 800 suppliers and contractors. In partnership we have established a new solution which identifies and delivers significant benefits to Parkdean Resorts and their customers.



A bespoke operational plan driven by data

Through a collaborative partnership, City and Parkdean Resorts will deliver a data-driven FM solution tailored to every site's requirement incorporating fabric and asset condition. Capturing and combining data from existing systems and detailed surveys, we will achieve real-time visibility of the estate performance, enabling accurate forecasting of planned maintenance, reactive maintenance, and capital expenditure.

- **Proactive 24/7 Service Desk**
City's highly experienced Service Desk will operate as a proactive liaison between Parkdean Resorts and the field teams, managing jobs from inception to closure. A direct line phone number and online portal will bring simplicity for Parkdean staff, technicians, and contractors when logging service requests and following up on activities increasing response and completion times.
- **Managing subcontractors**
As well as streamlining maintenance processes for subcontractors, we'll support Parkdean in sourcing, onboarding, and managing a range of external best in class contractors. Live reporting on compliance, reactive, quoted works and contractor performance will enable active management of the contractor base consistently maintaining standards.
- **Asset verification and condition assessments**
QR tagged assets and inventory will create a data warehouse for lifecycle costing, capital and operational planning.
- **Full visibility of total maintenance costs**
By interrogating FM spend at a granular level, we will provide cost detail on spend per discipline, per contractor, parts vs labour, hours on-site and first-time fix. Robust controls with accurate consolidated reports and processes will drive efficiencies and improved ROI.

Parkdean Resorts join a growing list of City partnerships within the leisure and hospitality industry.

Image credit: City FM