

## SBFM secures landmark contract with PureGym

3 years ago



SBFM, the fastest growing soft facilities management company in the UK and Ireland, has secured a landmark five-year contract with the UK's largest gym operator, PureGym. This will see SBFM deliver a full suite of commercial cleaning services across all of PureGym's UK gyms.

SBFM's innovation-led approach will transform outcomes for PureGym by delivering a 21st century cleaning service underpinned by intelligent use of technology, data and an unrivalled level of transparency to provide exceptional standards and enhance the member experience.

PureGym provides members with flexible, low-cost monthly memberships with no contractual commitment. Most of its gyms are open 24/7 and they all offer a full range of top-of-the-line equipment, including cardiovascular equipment, fixed-resistance and free weights, as well as instructor-led classes.

PureGym has approximately 1.7 million members across more than 525 clubs, predominantly in the UK and Europe and recently announced plans to double the number of clubs in its portfolio, with a target of reaching more than 1,000 clubs globally by 2030.

Colin Shute, Group Chief Executive Officer (CEO) of SBFM, said: "We are delighted that PureGym has chosen us as their long-term facilities management partner. It is great to see that our expertise and experience as providers of commercial cleaning and soft FM services for the leisure industry has been reflected in this commission for one of the foremost gym operators in Europe.

"With this historic partnership we are further strengthening our position as market leaders in leisure and hospitality. Our people are already working tirelessly to ensure PureGym's facilities remain clean, hygienic and safe for those who visit them. We very much look forward to building a strong, lasting partnership with

PureGym over the coming years.”

Rebecca Passmore, UK Managing Director at PureGym, added: “We are delighted to welcome SBFM as our facilities management partner for our expanding gym network. At PureGym we are driven by a clear sense of mission and purpose – “Inspiring a Healthier World” – and this expands to making sure we offer all our members a clean, hygienic and safe environment in which to work out.

“Having a reliable and effective cleaning partner like SBFM in place will allow us to safeguard the health and wellbeing of all our members across the UK, and continue to provide the very best gym experience.”

The contract between the two Yorkshire-based companies – both of which have headquarters in Leeds – commenced on 1 September 2022.

For further information, please visit: [www.sb-fm.co.uk](http://www.sb-fm.co.uk)