

SBFM extends partnership with PureGym

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Leading soft services facilities management provider [SBFM](#) has secured a two-year contract extension with PureGym, the UK's leading gym operator. Under the renewed contract, SBFM will be responsible for the provision of new equipment to support further operational efficiencies across the gym provider's expanding estate. This renewal is one of SBFM's recent contract extensions with clients in the leisure, hospitality and retail sectors.

As part of the extension, over 800 SBFM cleaning operatives will be deployed across 435 PureGym locations throughout the UK, an increase from 323 gyms at the start of the agreement. SBFM will fulfil core cleaning services and train cleaners to support additional management tasks, including audits and training new starters. SBFM will utilise its flexible workforce model to better manage holiday periods, sickness cover and operational demands, adding resilience across PureGym's sites.

PureGym first partnered with SBFM in 2022, and decided to renew its contract due to the service provider's commitment to maintaining clean gyms through a bespoke technology suite, featuring dashboards, operational reports and a customer portal. Technological innovation was a key factor in SBFM winning the original tender and continues to deliver benefits. SBFM's strong data focus and continuously improving approach, including ongoing trials to work more effectively, have delivered significant operational savings and a strategic efficiency programme.

SBFM and PureGym collaborate in the former's *Evolve* programme, which supports disadvantaged groups entering cleaning positions and having the opportunity to progress into wider roles within SBFM and PureGym. The success is underpinned by dedicated operational teams and an ultimate customer focus in all ways of working.

Johanna Annetts, Business Unit Director at SBFM, and lead on PureGym delivery, said: "We have built an

optimal relationship by streamlining our delivery to help PureGym remain the cost-competitive, flexible gym choice on the market. We're supporting new formats of gyms and redesigning our cleaning models to fit its innovations, ensuring we evolve alongside its business needs."

Martyn Brett-Lee, UK Managing Director at PureGym, said: "Cleanliness is a priority when it comes to creating a great experience and providing the best spaces for our members. SBFM has been helping us achieve that for years, and we're delighted to continue this successful partnership as we expand our estate across the UK."