





I am extremely proud of the passion, drive, and commitment of our people in successfully delivering our strategic ambitions. Over the past years, we have experienced significant change and renewal across all aspects of our business operations.

From a position of strategic strength, our accelerated pace of change has been the only constant, and this had led to the introduction of many new work streams, work practices and technological innovations.

We took the bold step to refresh our branding with a fresh design based on our heritage, trading history, and commitment to excellence. Using a new digital-ready palette of vibrant colours, we are propelling our brand forward which reflects our new and existing customer offer.

Developing our workforce for the future has always been at the very heart of our business operations. Our James Frew Academy continues to deliver award winning Modern Apprenticeships which is not only important but is essential to ensuring our teams are best equipped to meet current and future demands.

We continue to deliver best value for our customers and our long-standing collaborative partnerships with key clients is a distinctive capability. Across all business units, we can demonstrate an alignment towards achieving the best outcomes for customers, clients and end users.

Over the past few years, we have transformed our work practices through the successful deployment of digital technologies which have improved our competitiveness, reduced our carbon footprint, and enhanced the services we provide. These digital innovations have been welcomed by our customers and clients alike, and re-enforced our position as a market leader in the sectors in which we operate. **Roddy Frew** Managing Director

Our strategic planning takes good account of changes to industry practice, legislation, and environmental and societal impact. The decarbonisation of buildings and electrification of heat strategies present James Frew with extra-ordinary opportunities to grow our teams through upskilling, diversification of work streams, and developing new product offerings. REW

As a result, we have introduced new workstreams such as retrofit energy measures, an on-demand reactive maintenance, and alteration and extensions to domestic properties. These new workstreams provide excellent opportunities to develop our apprentices, extend our reach within the communities we operate in. Culturally, we have great people, excellent systems and a strong desire to go above and beyond for our clients and customers alike. These cornerstones will stand us in good stead as we progress our strategic ambitions going forward.

Winning two Ayrshire Chamber of Commerce awards confirms we are consistently on the right track and making a significant difference.

Looking forward, we will continue to progress our digital strategy, collaborate with our key partners and stakeholders, and deliver our strategic ambition. I believe our vision, strategic priorities and values reflect our successful trading history, our commitment to customers, and our passion for excellence. We are immensely proud of our heritage, and I would like to extend my thanks to everyone who has invested their time in contributing to our continued success.

Our Vision

To be the best in everything we do

Strategic Priorities

- Deliver operational excellence in everything we do as business
- Continually improve our competitiveness

2024-27 Strategy

- Maintain and grow our existing business functions
- Develop our workforce to support our strategic vision
- Explore new markets to further enhance our customer offer
- Introduce smarter ways of working to benefit our staff and customers

Our Values





James Frew Ltd was formed in 1911 and Scotland, providing integrated property reactive maintenance, renewables, buil

1911



Formed in 1911 by James Frew the great grandfather of the present Managing Director, when he bought a local plumbing company for £25.





The firm moved into plumbing and heating contracting under the guidance of the founder's son Alexander Frew who controlled the firm from 1946–1975.



On 3rd April 1961 the company was incorporated under the Companies Act, 1948 and became James Frew and Son (Plumbing and Heating) Limited.



1975

From 1975 until 2015, the company expanded greatly under the direction of Richard Frew, the third generation of the Frew family leading the Company.



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A full r

2011



Centenary celebrations with the company donating monies to local worthwhile charities.

2017



James Frew Limited Plumbing & Heating Academy launched at West College Scotland Paisley

2019



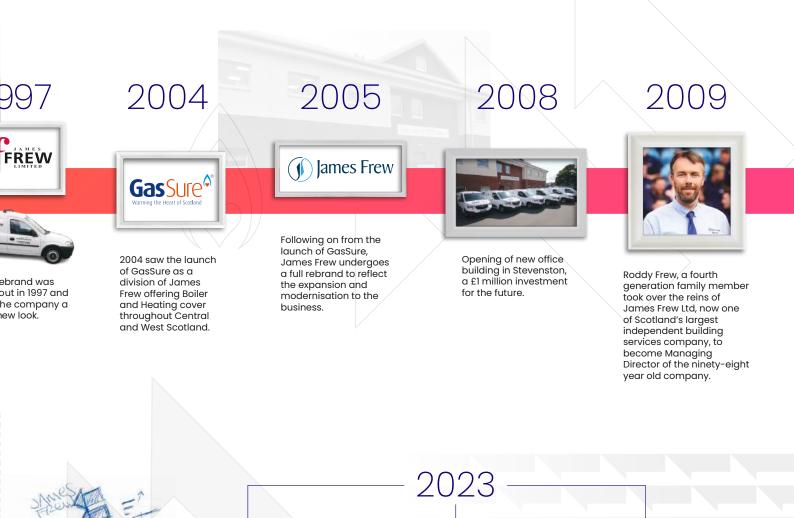
GasSure introduce Flameish the new company mascot designed by local school, Auchenharvie Academy.

2020



James Frew Limited introduce Electrical Installation Services

is now one of the largest privately owned building services companies in services, including plumbing, heating, mechanical services, gas maintenance, ding construction and modernisation for both public and private sectors.





James Frew rollout a multi-dimensional brand to propel the business forward. Our new logo reflects the organisation's past success, tradition, and history.



James Frew sign a momentous deal to become Kilmarnock Football Club's primary shirt sponsor providing an an amazing platform to launch the new branding.



James Frew Limited Carpentry and Joinery Academy launched at Ayrshire College Willie Mackie Skills Hub based in Kilwinning.



Mechanical & Plumbing Service

Social Housing Modernisation

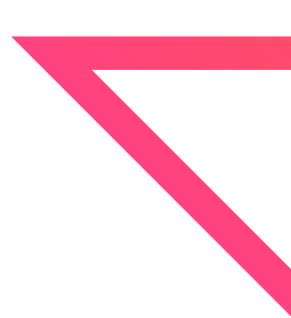
Home Plans by **GasSure**⁴

Construction

Social Housing Maintenance

Renewable Energy Systems

Electrical Installation Services



Our Apprentices









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