

**THE  
JAMES  
FREW  
WAY**



**JAMES  
FREW**

SINCE 1911

**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.

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

## TEAMWORK

- ▶ We will act in the best interests of the organisation at all times.
- ▶ We will adopt a positive can-do attitude to all aspects of our operations.
- ▶ We will lead by example to create a diverse and inclusive culture of shared values and common purpose.
- ▶ We will demonstrate a commitment to developing all of our people and support them in their professional learning and personal growth.
- ▶ We will empower and encourage staff at all levels in our organisation to contribute towards delivering our strategic priorities.

## INNOVATION

- ▶ We will create a climate which encourages innovation and stimulates productivity.
- ▶ We will respectfully challenge our current practices and introduce smarter ways of working where possible.
- ▶ We will embrace and enable change.
- ▶ We will invest in technological advancements to boost our productivity and competitiveness.
- ▶ We will empower and encourage teams to turn their ideas into solutions.

## EXCELLENCE

- ▶ We will deliver consistently high levels of customer satisfaction in all aspects of our operations.
- ▶ We will put customers first, and listen attentively to their insights to help improve and enhance our service offer.
- ▶ We will be outward looking and benchmark our operations against the best.
- ▶ We will set stretching targets at all levels in our business to achieve our strategic priorities.
- ▶ We will never compromise on safety or quality.

## COLLABORATION

- ▶ We will work collaboratively for our shared vision.
- ▶ We will support our fellow colleagues to achieve their goals.
- ▶ We will understand how the work of individuals and teams contribute towards our strategic priorities.
- ▶ We will work with our partners to vertically integrate our business functions to deliver the right solutions.
- ▶ We will seek out new opportunities to combine our expertise to boost productivity and enhance our service offer.

## INTEGRITY

- ▶ We will always do the right thing.
- ▶ We will engage honestly, fairly and ethically with our staff and external customers.
- ▶ We will respect and value all our people within our business.
- ▶ We will take responsibility for our actions and the impact they have on the environment and the communities in which we serve.
- ▶ We will lead by example and role model our behaviours authentically to support our strategic vision.

# Timeline

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

1911



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

1946



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.

1961



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.



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, Auchendarvie 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,  
 anding construction and modernisation for both public and private sectors.

1997



Rebrand was  
 out in 1997 and  
 the company a  
 new look.

2004



2004 saw the launch  
 of GasSure as a  
 division of James  
 Frew offering Boiler  
 and Heating cover  
 throughout Central  
 and West Scotland.

2005



Following on from the  
 launch of GasSure,  
 James Frew undergoes  
 a full rebrand to reflect  
 the expansion and  
 modernisation to the  
 business.

2008



Opening of new office  
 building in Stevenston,  
 a £1 million investment  
 for the future.

2009



Roddy Frew, a fourth  
 generation family member  
 took over the reins of  
 James Frew Ltd, now one  
 of Scotland's largest  
 independent building  
 services company, to  
 become Managing  
 Director of the ninety-eight  
 year old company.

2023



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  
 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.





# Our Services



Mechanical & Plumbing Service



Social Housing Modernisation



Home Plans by **GasSure**<sup>®</sup>



Construction



Social Housing Maintenance



Renewable Energy Systems



Electrical Installation Services



# Our Apprentices

# 1911



**THE  
JAMES  
FREW  
WAY**



**JAMES  
FREW**

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