

A 'root and branch' re-launch for a 30 year old buiding services business.

Argent FM maintains buildings for public and private sector clients – from large hospitals to residential apartment blocks.

By communicating their personality and strengths more effectively, we helped them to win more business.

Argent FM are a well established and respected mid-sized FM company serving London and the home counties. They enjoy long standing relationships based on trust, but are now required to compete in an increasingly difficult marketplace, with SMEs and larger companies seeking work in a shrinking economy.

Argent had not reviewed their identity since their original company launch and their visual communications standards were uncoordinated.

They also found they were losing out on opportunities as procurement processes became more competitive.

We re-branded them from root to branch, in all media, and advised them on competitive tendering – including visual standards, building a library of content that enabled them to compete credibly with larger organisations.

Argent's new business performance is now transformed.



making buildings work



ABOVE: VAN LIVERY IS ONE OF THE BEST WAYS TO ADVERTISE
A BUSINESS LIKE ARGENT'S. WE MADE SURE THE NEW BRAND
STOOD OUT FROM THE CROWD.

RIGHT: THE NEW BRAND AND STRAPLINE



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E: info@argentfm.com
www.argentfm.com

WE CREATED A LIBRARY OF MARKETING AND COMMUNICATIONS COLLATERAL – FROM NEWLY COMMISSIONED PHOTOGRAPHY, TO TEMPLATES FOR TENDER DOCUMENTS, ALLOWING THE INHOUSE TEAM TO SELECT FROM A RANGE OF BRANDED, PRE-DESIGNED ITEMS, ALL HELD AS ARTWORK FILES AND CALLED OFF AS REQUIRED.



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Registered number: 2056926. Registered office: Orbital House, 20 Eastern Road, Romford, Essex RM1 3DP

Argent FM Pre-qualification questionnaire for the provision of Hard FM Services

London Fire Brigade – Lots 1 and 2

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Information

Argent FM Ltd
Privately owned limited company
Argent House
Wild's Rents
London SE1 4QG
Direct to which future
Arthur Catlin
Under the Companies Act 1979
02056926
Principal place of
Orbital House
20 Eastern Road
Romford, Essex RM1 3PJ

A7: If the Company is a member of a group of companies, please provide the name and address of the holding company, ultimate holding company and other subsidiaries	Not Applicable
A8: Indicate the main areas of activity of the Company and the percentage of the Company's turnover which each area represents	Mechanical and Electrical 80% Repairs and Maintenance 20%
A9: Provide details of Company's membership of professional and / or trade associations	Constructionline Electrical Contractors' Association National Inspection Council for Electrical Installation Contracting Gas Safe FGAS REFCOM (Elite Member) Heating and Ventilating Contractors' Association CHAS – The Contractors Health and Safety Assessment Scheme

LONDON FIRE BRIGADE – LOTS 1 AND 2



E6: Please explain how you keep records of equipment inspections, tests and maintenance.	We record equipment, inspections, tests and maintenance through our Computer Aided Facilities Management System (TABS), which is explained in Appendix D1 Quality Management procedures.
E7: Please indicate whether you would be capable of providing the Authority with the Company's safety performance record including type of work undertaken and accident record over the past 3 years?	Yes. Please see Appendix E7 Safety Performance Record.
E8: How do you monitor and audit your sites for health and safety?	We monitor and audit Health and Safety on every activity through our CAFM system TABS. As each task is undertaken, our engineers or specialist sub-contractors access the site specific procedures via handheld PDAs, including the risk register, method statements, with a checklist of health and safety that must be completed before they can begin each task.



Appendix E

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IT RESPONSE REGENTS COLLEGE ENERGY CENTRE ARGENT FM



A full emergency response service is provided out of hours with Argent managers and operatives allocated on-call duties, which are alerted and provided to the client and our emergency response centre based in Slingsbourne. The Emergency response centre has been utilised over many Argent contracts, including its existing contract with Regents College and provides a highly responsive delivery mechanism for out-of-hours cover. Please see the diagram on the next page which explains our response protocol.

Argent response protocol





WE PROPOSED A STRATEGY OF SHORT-RUN, SECTOR SPECIFIC BROCHURES THAT IN SOME INSTANCES WERE ENTIRELY BESPOKE FOR THE TARGET PROSPECT. ALL DOCUMENTS ARE ARCHIVED AS ARTWORK PDFS AND CAN BE PRINTED IN SHORT RUNS WITHIN 48 HOURS.

Argent: design and build

Argent have many years experience in building services design and installation across a range of sectors – including hospitals, hotels, custodial facilities, embassies, private members' clubs, theatres, restaurants and commercial buildings.

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ARGENT

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- M&E design and
- modular operation
- critical high density
- secure mental
- general wards
- day clinics
- supporting central
- diagnostic centres

Our teams are experienced in planning, managing and delivering major plant replacements in large medical facilities, including

inputting as key members of a consortium offering 'turnkey' solutions for major new hospital projects.



argent
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We create and maintain
high performing, sustainable
environments



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30 years' experience
in providing building
services for high profile
public buildings

Outcomes

Argent:
the experience and expertise
we will bring to Gatwick Airport
through your 'decade of change'

SHARING YOUR VISION
Argent applies your vision 'to make Gatwick a truly first class experience' and to influence the quality of service in the airport industry across the world.

We believe we can mitigate the effect of building works in operational facilities through strong management and by deploying the highest standards of performance. We minimise the impact of our activities in environments where we are working in close proximity to the public through detailed planning, robust processes and clear communication across all stakeholders. Our performance is measured, regularly reviewed and improvements fed back into our processes.

ACHIEVING YOUR GOALS
We know that the heating, lighting and cooling of buildings is responsible for around 60% of the nation's carbon emissions and we actively work with our clients to achieve the UK's target of zero-carbon status by 2050.

2010 has already seen Gatwick Airport secure the Carbon Trust Standard for your approach to carbon management as well as ISO 14001 certification.

OUR TEAM FOR GATWICK

PROJECT DIRECTOR
ROBERT HUDSPITH
Robert is a Chartered Mechanical Engineer with a BSc in Building Services Engineering working in the fields of aviation, defence and engineering infrastructure. Robert is familiar with just about all aspects of airport operations and equipment both landside and airside.

COMMERCIAL DIRECTOR
MICHAEL MCCLOSKEY
Before becoming a director of Argent, Mike took on Stewart maintenance over £50m by well as being the HVAC, M&E Design, Market Development Law. His project work on how Street, the M6 Norton and B.

PROCUREMENT MANAGER
DAVID DOBELL
David is a Chartered Engineer and Fellow of the Institute of Electrical Engineers and NEROSH. He is currently working on accreditation for 14001. David also heads up Argent's procurement and sets our sustainability objectives.

QUANTITY SURVEYOR
CLIFFORD HAYDON
Clifford has extensive experience across a range of mechanical and

HEALTH & SAFETY
ALLAN CRAVEN
Allan is qualified in electrical and mechanical installation and holds a NEROSH Diploma and General Certificate in Occupational Health & Safety. Allan is a member of the British Institute of Facilities Management and a lifetime member of the Institute of Occupational Safety and Health.

BUILDING MANAGER
STEVE JENKINS
Steve is a qualified carpenter and has

MECHANICAL MANAGER
ARNOLD HUDSON
Arnold is qualified as a heating and ventilation engineer. He is an experienced mechanical manager in the commercial/manufacturing sector.

SUB CONTRACTS MANAGER
ADRIAN HARE
Adrian has an H&V in environmental engineering. He is a consultant supervisor in the commercial and manufacturing sectors.

Argent:
uninterrupted operations
for high profile facilities

Argent have worked across London and the Home Counties for 30 years. Our clients include embassies and private clubs, numerous government buildings including the Palace of Westminster, London Underground, Luton Airport, NHS Trusts, schools, libraries, secure and custodial facilities for HM prisons.

After more than 30 years in the building services business, Argent realised we needed to re-evaluate our approach to our market. We could no longer rely on our networks and reputation alone to secure the kind of contracts we wanted.

In particular, we needed support in developing a tendering strategy for the larger M&E maintenance contracts. We also needed to improve our marketing across the board, from our website and PR strategy, to case studies and sector specific literature.

Day1 have guided us through this journey – which has taken us further than we at first expected, but with unexpected results.

Our new brand and livery has had a positive effect with our clients and our new regime (which Day1 helped to set up), which includes evidencing each contract as it happens, capturing the challenges and the added value elements as we go along, has not only opened up new opportunities, but keeps our online stories fresh and relevant.

Day1 have worked with our senior management team, creating easy to use, good looking templates that help us compile consistently high scoring PQQs and tender documents.

Since they have come on board our PQQ rate has improved exponentially, it's currently around 80%. We have also secured two important tenders for Gatwick Airport and Regents College London, with Day1's input.

Our corporate literature and website has been handled by the Day1 team and we like their joined up approach and having one point of contact for all our marketing needs.

ARTHUR CATLIN, SALES MANAGER, ARGENT FM

Day 1 is an experienced corporate communications consultancy with an in-house creative and production team.

We create visual solutions for every kind of audience for public and private sector clients of all sizes. The founding partner of Day 1 began the original practice in 1984.

We believe our business is about helping clients achieve their goals through creative communication strategies.

As markets and cultures change, we move with them. We believe good quality design and communication influences progress and achieves results. We enjoy working with enlightened clients who understand how marketing and communications drive their business strategies.

We believe that whenever an organisation expresses itself, in however small a way, its reputation and profile is under scrutiny. We believe in loyalty, honesty and using our talents to contribute to valuable outcomes.

We work across all media and our clients are from many fields: government and NGOs, education, finance, IT, property development, construction, catering, publishing, arts, trusts, manufacturing, logistics, architecture and more.

Our credentials

All partners, staff and associates of Day 1 are educated to degree standard in their fields. In addition, the partners have many years' involvement with the International Society of Typographic Designers, the professional body which exists to establish and maintain standards in visual communications through educational and industry influence. Tina Carter is a Fellow of the society and spent five years as Education Officer between 1991 and 1996. Andy Uren is a longstanding member of the ISTD's Council and is currently chief executive (this is a part-time, voluntary, unpaid role). Both Andy and Tina are actively involved in the Society's projects in higher education, as assessors and advisors.