

Case Study: Landmarc

Large-scale estate mobilisation



Overview

- Thrive was chosen as a key partner during Landmarc's FM transformation across 106 MOD training sites.
- The estate includes aging infrastructure (1950s–60s) with challenges in maintenance, cleaning consistency, and sustainability.
- Guest satisfaction and cleanliness perception were critical performance measures.
- A new Head of Soft FM was appointed to:
 - Centralise procurement
 - Standardise cleaning practices
 - Reduce time spent on reactive maintenance
 - Improve sustainability while maintaining cleanliness ratings

The Challenge

- **Decentralised Purchasing:** Sites operated independently with inconsistent products and standards.
- **Aging Infrastructure:** Old pipework and facilities demanded frequent deep cleaning and maintenance.
- **High Turnover & Usage:** The estate operates both as a hospitality and training facility with rapid turnover between users.
- **Pressure on Perception:** Guest cleanliness ratings directly impacted overall site performance.
- **Sustainability Goals:** Drive toward low-impact, environmentally sustainable cleaning solutions.

Industry

Facilities
Management

Location

North England

"We pride ourselves on delivering high-quality service and operational efficiency across a complex, multi-site estate, with sustainability in mind."

Thrive's products have helped us standardise cleaning, reduce time spent on maintenance, and improve guest satisfaction. Their expert support made a complex rollout smooth and scalable, and the results have earned us industry award nominations for innovation.

Thrive is now a vital part of how we deliver sustainable, hygienic environments at pace and at scale."

Jamie Hutch, Head of Soft FM, Landmarc Solutions



The Solution

Thrive played a central role in the successful mobilisation and standardisation of cleaning across the estate:

Site Surveys and Planning

- Conducted comprehensive site visits and layout assessments.
- Provided tailored dosing schedules and product quantity guides for each site.
- Enabled budget forecasting and strategic planning at estate-wide level.

Training and Education

- Delivered a multi-tiered training programme for site managers, distributors, and FM directors.
- Supported both in-person and virtual training formats.
- Identified sites with anticipated resistance or higher risk, offering enhanced on-site coaching to ensure smooth adoption.

Implementation Support

- Rolled out a dedicated technical support team to assist with:
 - Challenging or delayed implementations.
 - Sites facing unexpected surges in usage or footfall.
- Adjusted programmes in real-time to suit evolving needs without compromising effectiveness.

Outcomes

- Full estate-wide implementation of URIZAP, SLUDGEZAP, and SCALEZAP 360.
- Expansion of programme to include DRAINZAP, MOULDZAP, and FOGBLOCK, following the same successful rollout methodology.
- Marked reduction in time spent on reactive maintenance, freeing up resources for other priorities.
- Improved cleanliness perception ratings, aiding in site performance evaluations.
- Centralised procurement delivered standardisation and efficiency across all locations.
- Supported the Head of FM's goal of introducing more sustainable and effective cleaning solutions.

Conclusion

This mobilisation demonstrates Thrive's ability to deliver complex, large-scale implementations across diverse and challenging environments.

Our collaborative approach, grounded in site-level understanding, technical expertise, and proactive support enabled Landmarc to transform its FM operations effectively and sustainably.

Thrive continues to be a trusted partner as the programme continues to scale with the introduction of new products.

This case stands as a blueprint for similar multi-site mobilisations in the future.

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