



Impact Report

We are property operators and developers



Who We Are

We are property developers and operators.



4C Group manages and develops properties and hotels in key business districts and leisure hot spots across the UK, Middle East, East Africa, and Canada. The company was formed in 2010, building on the foundations of a family property business that stretches back to the 1990s.

The group's mission is to operate sustainably and delight guests and investors, whilst striving to deliver a positive environmental and social impact within local communities.



Our Purpose & Commitment

Our vision is to be a market leading property operator and developer. We are a people's business, with a strong ethos on giving every person an opportunity to shine. Our core values are at the heart of everything we do and fall under these five pillars.



Community



Integrity



Collaboration



Quality



Innovation

A Note From Our CEO

At 4C Group, we are driven by a profound commitment to sustainability across our property and hospitality operations. Aligning our business practices with the United Nations' Sustainable Development Goals is more than just a checked box - it is an essential endeavour that will redefine our industry's future impact.

Through rigorous analysis, we have undertaken a comprehensive evaluation of our environmental and social footprints. From measuring carbon emissions to fostering an inclusive corporate culture, this honest self-assessment has empowered us to establish ambitious yet pragmatic sustainability targets supported by strategic roadmaps for continuous improvement.



Al-karim Nathoo

CEO

However, 4C Group's true differentiator lies in our steadfast dedication to partnering with brands, industry leaders, and suppliers to effectively implement our ESG objectives and track our progress. By cultivating these collaborative partnerships, we collectively possess the influence to catalyze an industry-wide evolution towards more environmentally and socially conscious real estate and hospitality.

While formidable challenges undoubtedly remain ahead, we take immense pride in the substantive progress we have realized thus far. The path forward demands an unwavering commitment, but our resolve is steadfast. I invite you to join us as we reshape our sectors through sustainable leadership grounded in action.





Number Of
Continents

4



Total Number Of
Bedrooms

3000+



Number Of Employees

1250+



Award Wins

37



Number Of Luxury
Apartments

150+



Total Number Of
Aligned SDGs

8



Reducing Scopes 1, 2, 3
By 2040



BREEAM Certified
Construction And In-
use



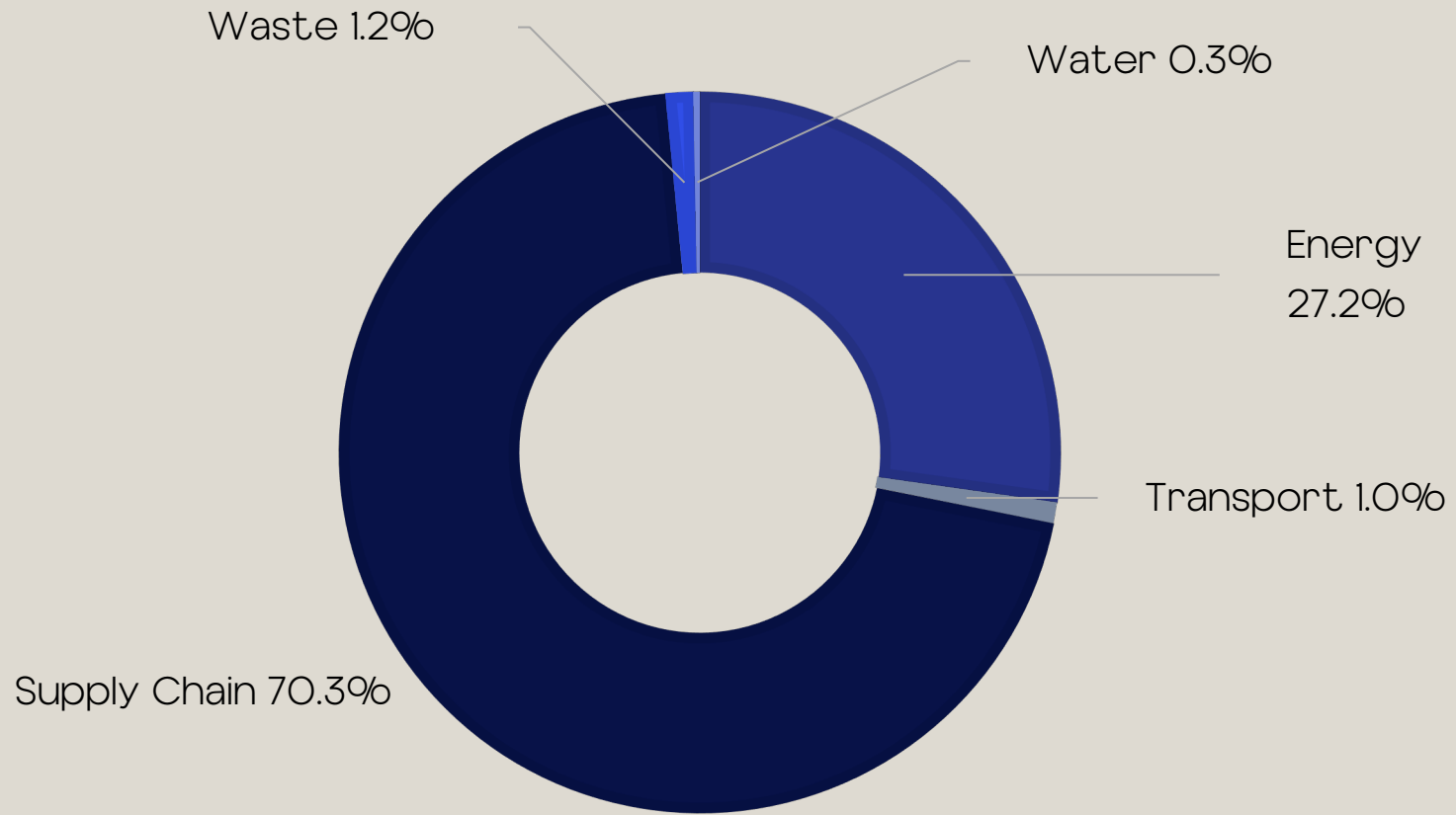
Charitable
Partners

7+

CO2 Emissions Breakdown

By Stream (2022-2023)

■ Energy ■ Transport ■ Supply Chain ■ Waste ■ Water



Create Baseline

ENVIRONMENTAL

Caring For Our Planet

We are analysing emissions across our value chain and implementing initiatives to reduce our environmental footprint through actions like:

Responsible Consumption and Production



- Promoting responsible consumption by offering bulk amenities in guest rooms as opposed to single use amenities.
 - Reducing waste production by implementing segregated waste facilities within our properties.
 - Promoting upcycling through staff training and creating a marketplace for FF&E (furniture, fixtures and equipment).
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Sustainable Cities and Communities



- Enriching guest experiences with cultural programs that highlight local traditions, integrating community heritage within our hotels.
 - Promoting cohesive spaces with public access to green spaces around our Canopy property and private access to gardens for our Portsoken residents.
 - Majority of hotels situated near major public transport hubs.
-

Climate Action



- Raising awareness on climate action through workshops with universities, charity partners and staff training.
- Increasing energy efficiency by using solar panels, LEDs, CHP, and BMS units.
- Reducing water usage with dual flow toilets and aerators for the showers and taps within our hotels.



Green Champions Programme

Aligning with our SDGs of Climate Action and Responsible Consumption 4C Group have launched a Green Champion cohort.

Our passionate advocates are already on the frontlines, driving sustainable changes in their respective hotels. Whether it is introducing recycling hubs, promoting water-saving fixtures, or reusing linen, they are leading the way in our conservation efforts.

Beyond practical changes, they aim to spark conversations, educate, and inspire both team members and guests to prioritise conservation.



Drawing inspiration from the innovative ideas of our Green Champions, the above logo stands as a symbol of collective responsibility towards a sustainable world.



SOCIAL

Supporting Our People

We foster an ethical, equitable and mentally healthy workplace

by:

Gender Equality



- Awareness campaigns and staff training on DEI.
- Fair employment and recruitment practices established.

Quality Education



- Encouraging staff skill and career development through a number of training opportunities, we launched a high potentials development programme and offer a number of work-shadowing initiatives.

Good Health and Wellbeing



- Awareness campaigns and staff training on mental health, we also have a cohort of Mental Health First Aiders across the company.
- Promoting access to key personnel and services in finance, legal, mental and health advice through our benefit partners (Hospitality Action, HSF and AXA Health Care).

Decent Work and Economic Growth



- Provision of range of benefits for our team members including discounted stays and F&B for friends and family.
- Ensuring no barriers to work - working with local universities, hospitality schools, BIDS and charity partners like the jobs foundation to encourage and support those looking for work and careers in hospitality.

Reduced Inequalities



- Awareness campaigns and staff training on hidden disabilities.
- Charity partnerships with LDN, supporting communities with learning disabilities.



Carefree

“

I had a wonderful break at Canopy by Hilton and really enjoyed being a tourist in London for a few days with a friend.

Olufunmi - unpaid carer from Brent Gateway Partnership who stayed at Canopy by Hilton London City.

Carefree

Carefree transforms vacant accommodation into vital breaks for unpaid carers, since our partnership with 4C Group has supported 86 carers with a break.



Company
Engagement

Learning Disability Network London

Learning Disability Network London provides a range of services to aid and empower individuals with learning disabilities to live independently, operating primarily in London but supporting individuals, families, and communities across the UK to learn, share, and grow.

Our Wellbeing Matters

As a company working within hospitality, we recognise that this industry can at times be challenging which is why we are proud to offer and support our team with a range of benefits and initiatives for mental, physical, financial and emotional health.



We're dedicated to providing the resources and support our team members to flourish both personally and professionally.



Company
Engagement

GOVERNANCE

Maintaining Integrity, We hold ourselves accountable through:

Encouraging responsible procurement standards through supply chain awareness training and procurement policy.

Partnering with organisations and networks like the [EEA](#) to support our policy framework.

Working to improving our compliance and reporting through accreditation and certificates like BREEAM in Use, Green Tourism and Climate Action.





We take immense pride in the sustainability accomplishments of our Westin London City and Canopy by Hilton London City properties, which have received the prestigious "Excellence" and "Very Good" ratings respectively from BREEAM for their exceptional environmental performance.



All of our UK hotels have achieved the coveted Silver certification from Green Tourism, a globally-recognized hallmark of environmentally-friendly practices that attracts eco-conscious guests.



Our second year partnering with Climate Essentials has enabled us to rigorously measure and manage our carbon emissions data through their user-friendly online platform. This comprehensive approach streamlines our journey towards net-zero emissions by pinpointing reduction opportunities and guiding effective climate action strategies across our portfolio.





Final Thoughts

Our ESG commitment creates value for business, society and our shared future.



We hope sharing our ESG vision and efforts provides useful insight into our approach at 4C Group. This journey requires collaboration, so we welcome opportunities to learn from others further along the path. For those interested to follow our annual ESG reporting or explore potential partnerships to broaden our positive impacts, please reach out via our [website](#).



Communicate
Work



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