



4C Group

IMPACT REPORT

2024/2025



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Message from the CEO



Al-karim Nathoo

CEO

At 4C Group, responsible business is at the heart of how we grow and operate. Across both our property and hospitality businesses, we're committed to doing what's right for people, communities, and the planet.

Our goals align with eight of the United Nations Sustainable Development Goals, backed by clear, practical plans to drive improvement. What sets us apart is how we work – through strong partnerships with trusted brands, suppliers, and industry leaders to turn ambition into action.

We're not just adapting to change – we're helping shape it. Join us in building a more responsible and forward-thinking landscape.



Our Identity, Our Responsibility

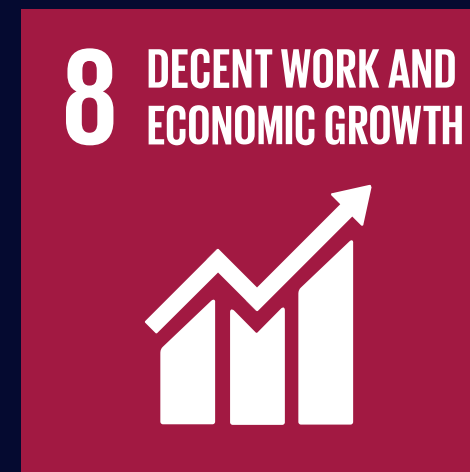
4C Group is a property investment and development company working in key locations across the UK, East Africa, and Canada. Rooted in a long-standing family enterprise, we combine market expertise with a forward-thinking approach to create landmark developments, including the Westin London City, Canopy by Hilton London City, and The Haydon in Aldgate. Our ambition goes beyond buildings.

We are committed to ethical, inclusive, and sustainable business practices that make a lasting impact. Our ESG strategy—aligned with the UN Sustainable Development Goals—is a commitment towards protecting our environment, promoting social good, and fostering compassionate, inclusive workplaces.

We believe in creating spaces where people can grow, thrive, and reach their full potential, not just in our developments, but across society. Every decision we make is shaped by these values, ensuring we deliver long-term value with integrity and purpose.

Our Priority SDGs

At 4C Group, we focus on eight priority Sustainable Development Goals by embedding responsible practices into how we build, operate, and grow. From advancing wellbeing and education to reducing waste and emissions, our actions support people, communities, and the planet, while tracking progress through transparent SDG reporting.



Our Green Champions Programme



4C Group launched the Green Champions programme to empower team members to lead sustainability efforts across our hotels. With their managers' support, they've introduced recycling hubs, reduced energy and water use, and promoted linen reuse. They run audits, support campaigns, and inspire guests and colleagues to act more responsibly. In return, they build skills in compliance, data tracking, and project coordination.

The programme supports our ESG goals while developing confident, capable leaders. We're proud of their progress – including achieving environmental certifications – and we remain committed to supporting their growth and impact.





Christmas Appeal 2024 - Children receiving their gifts from Santa

OUR IMPACT



ENVIRONMENT



Sustainable Cities and Communities

Our commitment to creating lasting positive impact in our communities

Affordable Housing

As part of our development initiatives, we're planning 27 affordable housing units for one of our new developments.



We've secured 3,578 m² of sustainable urban space, prioritising community engagement and boosting biodiversity.

3,578 m²

Developments include:

- 1. Portsoken Community Centre
- 2. Haydon Gardens Residential

Responsible Consumption and Production

Optimising our resources whilst minimising environmental impact

Reducing Waste Generation

Through our upcycling programme, we've repurposed 56 items from refurbishment.

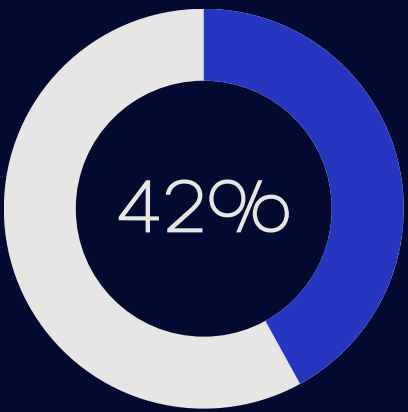
56

Upcycled Items

5,414

kg CO₂e reduction achieved by diverting waste from landfill.

Improving Recycling Habits



Currently achieving a 42% recycling rate, with an ambitious target of 55%. Our ongoing initiatives focus on enhancing waste management practices across all operations.

Climate Action

Advancing our environmental commitments through measurable actions

Climate Awareness and Action



We've achieved 70% completion rate in FLOW recycling training, with 199 team members out of 269 successfully completing the programme.

Energy Reduction

7% Year-on-year decrease in energy consumption through targeted management measures.

Water Conservation

Implemented shower clock pilots in 20 rooms as part of our water-saving initiative, demonstrating our commitment to responsible resource management.


20



All our UK Hotels have achieved Gold in Green Tourism.



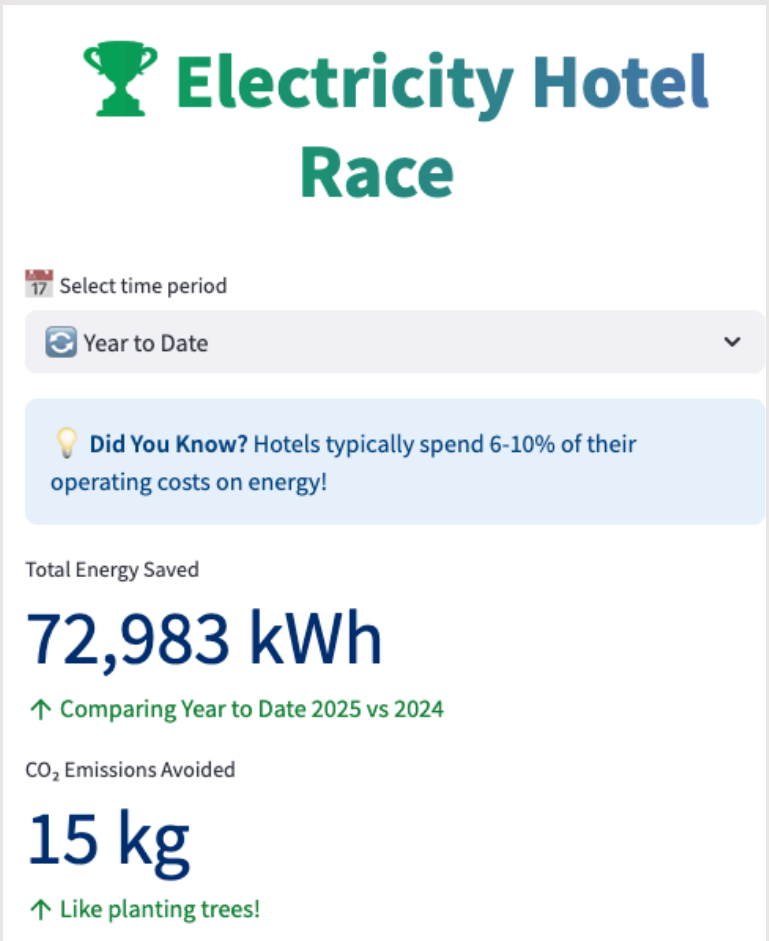
95% compliance on waste reduction training.



Our teams participate in regular beach and park clean-ups.



4C Group welcomes the Aldgate Community Garden Club to The Haydon.



We track utilities closely and reward hotels for cutting usage.



SOCIAL





Decent Work and Economic Growth

Fostering sustainable employment and local prosperity

Local Opportunities

Actively promoting local hiring initiatives, with 38% of our workforce sourced from surrounding communities.



Fair Pay and Labour Wages

Our handbook and policies have been updated to ensure fair pay practices and full compliance with labour regulations.



Reduced Inequalities

Building an inclusive and accessible workplace for all

Economic Inequality 21

Created career progression pathways for entry-level team members, supporting upward mobility.

Disability Inclusion

Comprehensive accessibility guides implemented across all properties, ensuring inclusive access.

Social Inequality 10%

Introduced healthcare access programme (HSF Scheme), with 10% of team members currently benefiting from the service.



Gender Equality

Championing workplace diversity and equal opportunities

Team Member Representation



We've achieved 70% completion rate in FLOW recycling training, with 199 team members out of 269 successfully completing the programme.

Equal Pay and Transparency

Regular pay equity reviews conducted, with ongoing monitoring of leadership diversity metrics.

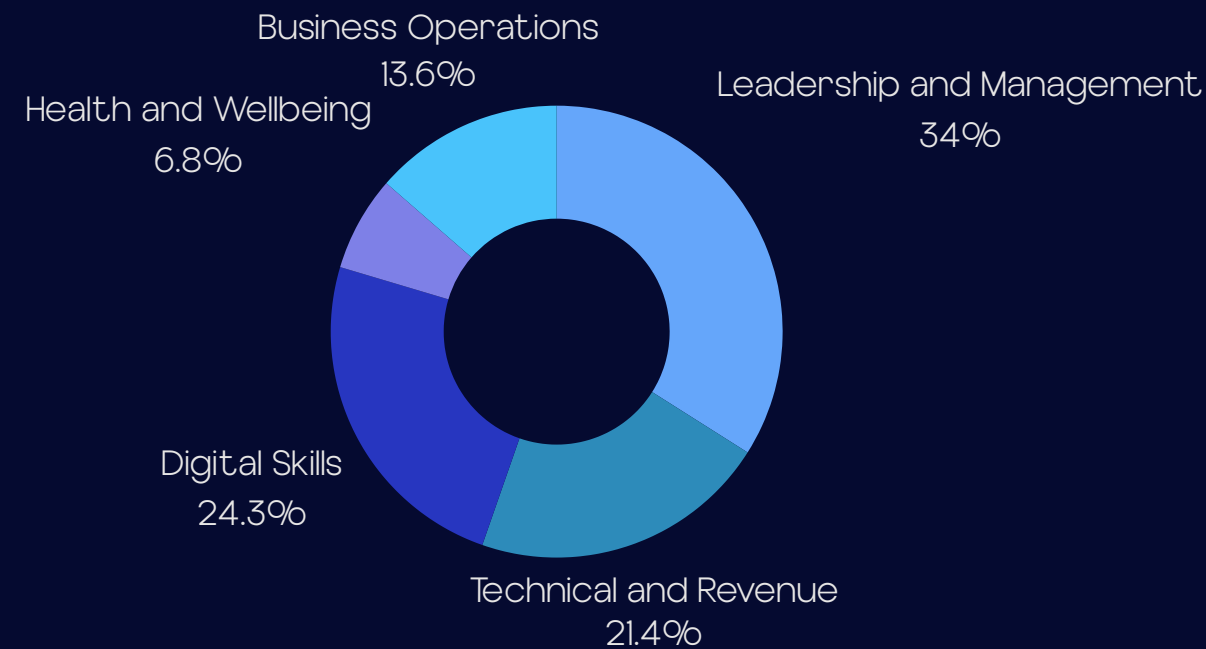


Quality Education

Investing in continuous learning and professional development

Skills and Career Development

Offer a diverse set of courses internally to improve skills, access to new job opportunities and promote a healthier work place.



Research Partnerships

Collaborating with the University of Surrey on three key research initiatives, including:

- Shower Clock Experiment focusing on water conservation strategies
- Food Waste
- Business Analytics



Good Health and Wellbeing

Supporting the physical and mental wellbeing of our team

Community Engagement

Organised a series of community programs such as donations, volunteer hours, and provided hotel spaces across the group.

82

Christmas Presents Donated to LDN

£1,586

Raised for MacMillan Cancer Research

Healthy Work Life Balance

Collaborating with the University of Surrey on three key research initiatives, including:

- Shower Clock Experiment focusing on water conservation strategies
- Food Waste
- Business Analytics



The Shoebox Appeal has become a cherished annual tradition with the Learning Disability Network London.

4C Group sponsored the oldest civic procession, The Lord Mayor's Show 2024, cheered on by an estimated 350,000 people lining the City's streets and millions watching online.



Participants from our Lord Mayor Show's Float Competition.



We were thrilled to host the third iteration of the UK New Artists and 4C Group bursary, welcoming the talented Courtney Conrad as our resident artist.



GOVERNANCE





All of our UK hotels have achieved the coveted Gold certification from Green Tourism, a globally recognised 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.

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.

We are committed to reducing food waste, and THE PLEDGE offers a holistic approach aligned with UN Sustainable Development Goals (SDGs) 2, 12, 13, and 17. Westin London City is on this journey to minimize food waste sent to landfills.

Governance

We ensure accountability by promoting responsible procurement through supply chain training and policy. We collaborate with networks like the Energy and Environment Alliance to strengthen our framework and enhance compliance via accreditations such as BREEAM In-Use, Green Tourism, and Climate Action.



Modern Slavery Statement



Responsible Business Statement



Equal Opportunities Policy



Accessibility Guide



GDPR & Privacy

Looking Ahead

We're just getting started. By strengthening our Green Champion network, deepening supplier partnerships, and aligning operations with our priority SDGs, we aim to build a more resilient, responsible, and future-ready 4C Group.

"Together, we've made great strides – even greater impact lies ahead."

SORAIYA SALEMOHAMED, ESG DIRECTOR




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