

BATTER THAN THE REST:

ARK FIRE PROTECTION DETERMINED TO SCALE BACK THE RISKS WHEN IT COMES TO THE CORRECT PPE



Peterborough-based Ark Fire Protection has served up a novel reminder about the importance of safety on site and it came wrapped in paper with a side of salt and vinegar.

On 17th April, the company launched its latest safety initiative, “Full PPE, Get It for Free”, with a pop-up food trailer dubbed The Chippie by Ark FP. For one day only, staff were invited to enjoy a free meal, but with one very clear condition: no full PPE, no free lunch.

That meant helmet, gloves, hi-vis, boots, and eye protection all had to be worn before anyone could claim their fish and chips. In other words, no boots, no chip butty.

What looked like a light-hearted event carried a much deeper message. Ark wanted to prove that PPE compliance isn’t optional, it’s essential.

Managing Director Howard Hudson explained the thinking behind the campaign: “It was never just about free chips. It was about reinforcing the idea that PPE is your first line of defence. We’re always looking for creative ways to make these messages stick, and this one did exactly that.”

Health and Safety Manager, Peter Hings, added: **“We don’t want safety to feel like a lecture. We want it to feel like second nature. If we can create a moment that brings the team together, gets them smiling, and also gets them thinking, then we’ve done our job.”**

Ark Fire Protection has been building a reputation for bold, people-first initiatives that challenge the industry to think differently. From branded coffee shops on site to headline-grabbing activations at national trade shows, the company has shown that serious messages can be delivered in memorable, human ways.



For Ark, the one-day event has already left its mark. Workers came away not only fed, but reminded of their role in keeping themselves and others safe. And by mixing humour with hard truths, the message is likely to stick.

Though The Chippie is back in storage, its impact will be felt for months to come. Ark’s message is clear: PPE saves lives, and everyone has a part to play in making sure it’s worn.

The “Full PPE” campaign was no exception. Beyond the chips, it was designed to spark conversations about responsibility, culture, and care, values that Ark says are central to its growth. With projects now scaling up across the UK and new talent joining the business every month, the company is keen to ensure its culture of safety keeps pace with its expansion. Howard Hudson says that is non-negotiable:

“Protecting lives is why we exist. If we can find creative ways to bring that message to life for our people, whether through a campaign, an event, or something as simple as lunch - then we’ll keep doing it. Safety has to be more than compliance. It has to be culture.”



CONSTRUCTING A BRAND THAT MATTERS: ARK SHORTLISTED FOR TOP AWARD

Ark Fire Protection is celebrating a double success in 2025, after being named one of the Top 10 finalists for ‘Marketing Team of the Year’ at the London Construction Awards, and receiving a commendation at the Fire Safety Matters Awards for Campaign of the Year with its Acts of Random Kindness initiative.

Both recognitions highlight Ark’s bold, people-first approach to marketing, one that blends creativity, humour, and heart with the company’s core mission: Protecting lives. Building a brand that matters.

Award-Worthy Campaigns

Ark’s shortlisting for the London Construction Awards comes off the back of a string of standout campaigns that have captured attention both inside and outside the industry.

Among the most memorable are:

The Chippie, by Ark FP – a branded fish and chip trailer, launched during the “Full PPE, Get It for Free” campaign, where meals were served only to workers wearing full protective equipment. A fun moment with a serious message, it reinforced compliance in a way that stuck.



The Ark Taxi – a fully branded London black cab that doubles as a mobile billboard and a talking point, spotted across events and city sites. Ark Wellness Day – a first-of-its-kind internal wellbeing initiative featuring yoga, sleep workshops, a private chef, and mental health support, designed to put employee welfare firmly on the agenda.



Acts of Random Kindness – an ongoing programme where Ark gives back to individuals, organisations, and local communities in unexpected ways.

It was this last initiative that earned Ark commendation at the Fire Safety Matters Awards 2025. Recognised in the Campaign of the Year category, Acts of Random Kindness has seen Ark support hospitals, charities, and community groups proving that fire protection can have an impact well beyond site boundaries.

A Fresh Approach to Construction Marketing

Led by Managing Director Howard Hudson and Marketing Manager Charlotte Le Pore, Ark's marketing team has built a reputation for campaigns that are as memorable as they are meaningful. By mixing humour and personality with purpose and professionalism, Ark is reshaping how construction brands communicate.

“To be recognised by The London Construction Awards is an incredible honour,” said Charlotte Le Pore. “And to also be commended at the Fire Safety Matters Awards makes this year even more special. These recognitions reflect our mission to tell meaningful stories, elevate safety culture, and build human connection, without losing the fun or forgetting our values.”

The winners of the London Construction Awards will be announced on 26 September 2025 at Novotel London West, where industry leaders will gather to celebrate the best in the built environment.

For Ark Fire Protection, being acknowledged at two respected award platforms in the same year is more than recognition, it's a sign that its approach to marketing is working.

Ark's campaigns prove that safety messages don't have to be dull, and community initiatives don't have to be secondary. By leading with creativity and care, Ark is showing the industry what it means to build a brand that truly matters.

Safety Starts Within: Ark Doubles Down on Staff Wellness

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Ark Fire Protection is proving that safety isn't just about the structures it protects, it's also about the people behind the work. The Peterborough-based company has announced the return of its Annual Wellness Day, a full-day event dedicated to employee wellbeing, mental health, and workplace culture. Now in its second year, the initiative reflects Ark's growing commitment to supporting staff both inside and outside the workplace. Following the success of last year's launch, the 2025 Wellness Day promises an even broader programme designed to boost health, mindfulness, and connection across the team.

The event will take place at Ark's head office and features a line-up of interactive sessions:

- Sleep Workshop with expert Phil Leary, helping staff improve rest, recovery, and energy.
- Cooking Class led by private chef Marcel, demonstrating how to create nutritious meals using everyday office kitchen facilities.
- Yoga and Meditation in the afternoon, giving employees space to unwind, reset, and recharge.

To reinforce the message, every team member will also receive a branded wellness package and Ark Wellness Club t-shirt, a gesture of appreciation and a reminder to keep wellbeing front of mind long after the day itself. Managing Director Howard Hudson says the initiative ties directly to Ark's core values:

"At Ark, we take pride in protecting buildings but, even more importantly, we believe in protecting the people inside them. Ark Wellness Day is about giving our team the tools, time, and support they need to care for themselves, both inside and outside the workplace."

The company, best known for its work in firestopping, fire doors, barriers, and intumescent coatings, has also built a reputation for creative initiatives and Ark continues to prove that culture and care are at the heart of its growth.

With the Wellness Day now becoming an annual fixture, Ark hopes to spark a wider conversation across the construction industry, one that puts employee wellbeing alongside safety and compliance as non-negotiables.

As Howard Hudson puts it, “Protecting lives will always be our mission, and that starts with protecting our own people first.”



A Red-Hot Partnership: Ark and FSi Build Trust on Site

Ark Fire Protection and FSi Promat have joined forces in a red-hot collaboration that’s sparking confidence across the industry. By combining Ark’s installation expertise with FSi’s innovative fire stopping systems, the partnership is raising the bar for compliance, safety, and trust on every project.

The joint project, filmed in a behind-the-scenes video this month, highlights the meticulous fire protection services being installed by both teams at Hill’s Newton Close development in London.

At the centre of the collaboration is FSi Promat’s FlexiCoat® System, an advanced fire stopping solution used to seal penetrations and apertures. Combining a liquid-applied coating with pre-coated Flexi-Coat Fingers, the system provides up to 120 minutes of certified fire resistance. Both products also carry the CCPI mark, guaranteeing compliance with the highest standards of construction product information.

“At Ark Fire Protection, collaboration is at the core of everything we do,” said Howard Hudson, Managing Director. “By working closely with trusted manufacturers like FSi Promat from the design stage onward, we ensure that every product specified is not just compliant, but precisely matched to the risks and layouts of individual buildings.”

Ark’s emphasis on third-party certification and robust quality services remains central to its work. As a FIRAS-certified, UKAS-compliant, and ISO 9001:2015-accredited contractor, Ark ensures every installation is inspected, documented, and independently verified.



“We never cut corners,” added Joe Gale, Operations Director. “Every fire stopping detail is backed by training, manufacturer collaboration, and ongoing compliance audits. That’s what it means to deliver passive fire protection the Ark way.”

For FSi Promat, part of the global Etex Group, the collaboration reinforces its position as one of the UK’s largest fire stopping manufacturers.

“The FlexiCoat® System is designed to meet the highest standards of performance and compliance, with built-in flexibility for a wide range of site conditions,” said Charlie Perkins, Senior Technical Advisor at FSi Promat. “Working alongside Ark Fire Protection, a team that shares our commitment to precision and integrity, ensures the system is installed exactly as intended, safely, effectively, and in full alignment with fire safety regulations.”

The partnership reflects a shared belief in raising benchmarks for compliance, transparency, and trust across the fire protection industry. The upcoming video release will offer a closer look at the project and showcase the teamwork that brought it to life.

As Howard concluded: “Projects like this not only strengthen our partnerships, but also reinforce the trust our clients place in us to deliver safety, quality, and compliance at every stage.”



Ark Team Steps Up for Charity and Kicks Off New Wellness Drive

The team at Ark Fire Protection has taken fitness and fundraising in stride, completing a 5k a day challenge throughout May in support of Dravet Syndrome UK.

The month-long effort saw staff across the company walk, run, and cycle their way to better health while raising awareness for a rare and life-limiting form of epilepsy. The initiative formed part of Ark's ongoing Acts of Random Kindness campaign, a programme designed to give back to individuals, charities, and communities in meaningful ways.

But while the May challenge ended with a strong finish, it also sparked something new. Inspired by the positive impact on team spirit, health, and wellbeing, Ark has now launched a permanent internal campaign: "Let's Get Ark'tive."

The new initiative will encourage staff to stay fit and motivated all year round, with regular mini-challenges, from step counts and lunchtime walks to cycling miles and group fitness events. The aim is simple: to keep wellness front of mind and ensure health doesn't just stop at one campaign.

"The 5k challenge was about raising awareness for an important cause, but it also reminded us how much better we feel when we make time for our health" said Howard Hudson, Managing Director at Ark Fire Protection. "With Let's Get Ark'tive, we're keeping that energy alive and showing that wellbeing is just as important as safety on site."



The company, best known for its work in passive fire protection, has built a reputation for culture-led initiatives that balance professionalism with personality. From hosting Wellness Days to launching creative campaigns like The Chippie and Ark Taxi, Ark continues to demonstrate that protecting lives goes hand in hand with protecting the people who deliver the work.

The Acts of Random Kindness campaign has already seen Ark support local charities, hospitals, and community groups, but the Let's Get Ark'tive programme marks a shift inward, ensuring employees themselves also feel the benefits of the company's culture-first approach.

"It's about keeping the momentum going," added Howard. "If we can create a workplace where people are healthier, happier, and more motivated, then we're not just protecting buildings, we're building a stronger team."

As Ark steps into summer, one thing is clear: the 5k a day may be over, but the journey toward health and wellbeing is only just beginning.

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CONTACT

0333 023 0470

@services@ark-fp.co.uk

