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That's Fit to Print"

The Ark Times

We Are thrilled to share all
the latest news at ARK
Fire Protection

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BURNING BRIGHT: ARK FIRE PROTECTION PROMOTES FIRE SAFETY AT LONDON BUILD 2024



Ark Drives the Message Home at London Build Expo 2024

Ark Fire Protection is proud to sponsor the Fire and Safety Bar at this year's London Build Expo, taking place in November 2024. The prestigious event will bring together key players in construction and safety to explore the industry's latest developments.

Making a bold statement, Ark will unveil a striking branded London taxi bearing their powerful campaign slogan: "It Burns Deeper Than the Surface." One side of the vehicle displays the crisp Ark logo, while the other shows a burnt-out version—symbolising that fire's impact extends beyond the physical, affecting emotional and psychological well-being too.



Ark Fire Protection is excited to announce its sponsorship of the Fire and Safety Bar at the upcoming London Build Expo 2024. This prominent event, scheduled for November, brings together industry leaders, innovators, and safety professionals to discuss the latest advancements in construction and safety practices.

As part of its commitment to raising awareness about fire protection, Ark will showcase a uniquely branded London taxi, featuring their impactful campaign slogan: “It Burns Deeper Than the Surface.” This campaign emphasises that the effects of fire extend beyond physical destruction, causing profound emotional and psychological damage to individuals and communities.



The branded taxi will be a moving testament to Ark's message, driving around iconic locations in London, including the historic London Bridge. The eye-catching vehicle will serve as a conversation starter, encouraging discussions about the broader implications of fire incidents and the importance of comprehensive fire safety measures.

“Our campaign highlights the often-overlooked consequences of fire,” said Charlotte Le Pore Marketing Manager, for Ark Fire Protection. “While we tend to focus on the physical damage, it’s crucial to acknowledge the emotional toll it can take on victims and their families. By sponsoring the Fire and Safety Bar and showcasing our campaign, we aim to foster a deeper understanding of fire safety’s significance.”

In addition to the taxi campaign, Ark Fire Protection will engage with attendees at the Fire and Safety Bar, providing insights into their fire protection services. Their offerings include advanced fire stopping systems, intumescent coatings, and expert consultation services designed to safeguard lives and properties.

As Ark drives its message through the streets of London, the company plans to continue through the UK, whilst the branded taxi will continue to promote fire safety awareness at iconic locations. This initiative underscores Ark's dedication to making a difference nationally.

Ark Fire Protection invites everyone attending London Build 2024 to visit the Fire and Safety Bar and learn more about their commitment to enhancing fire safety measures. Together, we can work towards a safer future, recognising that the impact of fire reaches far beyond the surface.



Acts of Random Kindness: A Year of Giving Back at Ark Fire Protection

Ark proud to launch its Acts of Random Kindness charity project, dedicated to spreading goodwill and making a positive impact on communities and families.

In a world where every spark of kindness matters, Ark Fire Protection has spent the past year lighting the way with a remarkable initiative that's as heartfelt as it is impactful. Aptly titled Acts of Random Kindness, the campaign has seen the team dedicate time, effort, and resources to monthly charitable activities, with a mission to give back to the community and support those in need.

From litter-picking in local areas to donating iPads tailored for non-verbal autistic children, the variety of acts performed throughout the year reflects Ark's deep commitment to social responsibility. "This campaign has grown into something truly meaningful," said Howard Hudson Managing Director of Ark. "It's become more than just monthly giving—it's a key part of who we are."

Big Hearts, Bold Actions

Over the past year, Ark Fire Protection has demonstrated an unwavering commitment to kindness through a wide range of charitable efforts that have touched lives and inspired many. From bringing joy to young patients with thoughtful toy deliveries to local children's hospitals, to supporting the environment with monthly donations for tree planting, the company's acts of compassion span a variety of causes. In a bid to empower those with communication challenges, Ark has also donated iPads equipped with specialised software for non-verbal autistic children. Team spirit and physical effort will also be on display, with Senior Estimator Graeme walking 18 miles across Scotland to raise funds for charity, while other team members will embark on the demanding "5K a day" challenge throughout May 2025 to generate awareness and support. Ark has shown its appreciation for emergency services through donations to the Air Ambulance, and is planning a special afternoon of gardening with residents of an Alzheimer's care home, complete with flower planters. Looking ahead, their innovative "Kindness Cab" will soon be providing free supermarket runs for elderly community members—just another way Ark is proving that every act of kindness, big or small, can make a lasting impact.



Caring Starts at Home

Ark hasn't just focused externally. Employee wellbeing has remained a major pillar of the campaign. The company offers free gym memberships, private medical insurance, and access to mental health therapy sessions, all designed to support both physical and emotional health. Their Wellness Day—a full day of rest, resources, and rejuvenation—was so well received that a second is already in the pipeline. These initiatives highlight Ark's belief that a healthy, supported team is the foundation of their success.

Recognised and Nominated

The impact hasn't gone unnoticed. The Acts of Random Kindness campaign has been nominated for the Fire Safety Campaign of the Year—a prestigious accolade recognising the power of compassion in the industry.

Looking Forward

Ark Fire Protection shows no signs of slowing down. With even more community ideas in development and a strong internal culture of support, the company is proving that kindness is more than a one-off act—it's a legacy.

The Ark of Health: Setting the standard of Wellness

Wellness at Work: Ark Fire Protection Prioritises People, Not Just Property

At Ark Fire Protection, the mission goes beyond safeguarding buildings—it's about caring for the people inside them, too. This philosophy was on full display during the company's recent Ark Wellness Day, an event dedicated to promoting the mental, physical, and emotional wellbeing of the entire team.

Far more than just a break from the norm, The Wellness Day was a thoughtfully crafted experience filled with engaging and restorative activities. Staff enjoyed massages, a breath workshop, nutritious food, and even a smoothie bar—all aimed at helping them recharge and refocus. Some of the team even took on the challenge of cold plunges lasting a full 5 minutes in 5 degree water.

Ark Fire Protection understands that the fire protection sector can be a high-pressure industry. That's why creating space for wellbeing is more than a gesture—it's a necessity. "Our Wellness Day is more than just a more chilled day in the office - it's a chance to check in with each other, prioritise mental health, and reinforce our culture of care," said Chelsea Bingham, Office Manager.

Employee feedback was resoundingly positive, with many expressing appreciation for the initiative and the opportunity to connect with colleagues on a more personal level.

This event is part of a wider commitment at Ark to build a truly supportive and inclusive workplace culture. From rolling out mental health training and flexible wellbeing resources to encouraging open conversations at all levels, Ark is setting a new industry standard—one where the wellbeing of people is valued just as highly as the structures they protect.



HOTEL FIRE SAFETY GETS FIVE-STAR TREATMENT WITH ARK'S LATEST WIN



“We’re thrilled to be trusted by a brand that’s synonymous with comfort and quality,” said Joe Gale, Operations Director at Ark Fire Protection. “Hotels present unique fire safety challenges with constant occupancy and high footfall, but our experienced team is well-prepared to deliver the highest standards of compliance and care.”

The project will span several of hotel sites, each requiring meticulous planning and collaboration with on-site staff to ensure minimal disruption to guests and operations. As with all Ark contracts, the emphasis will be on precision, professionalism, and clear communication.

This contract win not only reinforces Ark’s reputation as a leader in passive fire protection but also demonstrates the company’s capacity to manage national-scale projects with consistency and care. It also opens the door to potential future partnerships in the hospitality sector, where demand for compliant, discreet, and expertly delivered fire safety services is higher than ever.

As the first hotel projects get underway, Ark Fire Protection continues to build momentum—delivering safety you can stay in.

Ark Fire Protection partners with national hotel chain to deliver gold-standard fire safety

Ark Fire Protection is proud to announce the award of a major national contract with one of the UK’s most reputable hotel brands, marking a significant milestone in the company’s growth and industry recognition.

This high-profile partnership will see Ark Fire Protection deliver comprehensive fire safety solutions across the hotel group’s UK portfolio. Services will include fire stopping, compartmentation surveys, and passive fire protection installations—all tailored to meet the complex needs of a busy hospitality environment.



As the first phases roll out, the Ark team is already on-site, ensuring that work is delivered to the highest standards. With a focus on guest safety and seamless integration, this partnership is a powerful step forward for both Ark and the hotel group—setting a new benchmark for fire safety in hospitality.

Rising Through the Ranks: Joe Turns Up the Heat as New Operations Director

Things are heating up at Ark Fire Protection as Joe blazes a new trail in his career—officially stepping into the role of Operations Director. After years of dedication, loyalty, and leadership under pressure, Joe’s promotion is a testament to the fire he brings to every project.

Known for keeping things running smoothly even when the smoke rises, Joe’s commitment to operational excellence has helped Ark stay one step ahead in the industry. Now, as he takes on this new role, he’s ready to fan the flames of efficiency across the business.

Congratulations, Joe — the future’s looking red-hot!



Making a Statement on the Streets: The ARK Taxi with a Deeper Message



In a bold move that fuses creative branding with a powerful social message, Ark Fire Protection has rolled out a uniquely designed taxi through the streets of London—one that’s turning heads for all the right reasons.

One side of the vehicle proudly displays the Ark logo in sharp, clean branding. But it’s the other side that sparks deeper reflection. Made to look like a burnt-out shell, the charred imagery carries the haunting message: “It burns deeper than the surface.”

This visual metaphor is more than clever marketing—it’s a striking reminder that fire leaves more than just physical destruction in its wake. Ark’s campaign is aimed at raising awareness of the long-term emotional and psychological scars that often go unseen after fire-related incidents.

By taking this mobile message directly into one of the UK’s busiest cities, Ark has not only amplified their brand, but also started an important conversation about the human impact of fire—one ride at a time.

Doors Are Useless... Unless They're Installed Properly. Why Ark's No-Nonsense Campaign Struck a Chord in the Industry

When it comes to fire protection, no message can afford to be subtle — and Ark Fire Protection has never been one to shy away from the bold. In our recent campaign, it launched the now widely discussed message: “Doors Are Useless.” Provocative? Yes. Controversial? Possibly. But above all — true.

The aim of the campaign was simple: to raise urgent awareness around a serious issue in the fire safety sector — the improper installation of fire doors. These vital components are only as good as the way they're fitted. A correctly manufactured fire door that's poorly installed can fail in critical moments, potentially costing lives and devastating buildings. Yet, far too often, fire doors are treated as a tick-box compliance item rather than an engineered life-safety system.



The “Fire Doors Are Useless” campaign leveraged powerful visuals and impactful messaging to cut through the noise on LinkedIn and across our digital channels. The concept was straightforward, but the reaction was significant. Within days, hundreds of impressions, and the post quickly became one of our highest-performing pieces of content to date, reaching thousands in the construction and fire safety industries. It's still gaining impressions daily, proving the staying power of a campaign rooted in honesty and education.

That direct engagement showed that the message didn't just spark interest — it inspired action. But this campaign was more than just numbers. It aligned with one of Ark Fire Protection's core values: protecting what matters most. Through education, conversation, and consistent quality, we're committed to helping our clients understand that fire safety is not just about products — it's about the people and expertise behind them. So, the next time you walk past a fire door, ask yourself: Was it installed by someone who knew what they were doing? Because without proper installation, a fire door is — quite simply — useless.

WE'RE
HIRING

Fire Stopper needed urgently

Join the Ark Fire Protection Team as a Fire Stopper!

With a commitment to quality and safety, we specialise in the installation of passive fire protection. As we continue to grow, we are looking for skilled Fire Stoppers to join our team and contribute to our mission of creating safer properties.

- Are you an experienced in fire stopping?
- Do you have extensive experience in the compliance of fire safety and installation?
- Can you ensure the smooth and effective running of passive fire installations?

If the answer is "YES", we want to hear from you!

As a Fire Stopper at Ark Fire Protection, you will play a crucial role in ensuring the proper installation and maintenance of passive fire solutions in various settings, including commercial and residential properties.

Your attention to detail and commitment to safety will be essential in upholding industry standards and keeping people safe from the threat of fire.



Call 333 023 0470 to apply

NEW FACES, STRONGER FOUNDATIONS: Ark Welcomes Key Team Members Amid Rapid Growth

As Ark Fire Protection continues its upward trajectory in the fire safety industry, the company has announced the addition of five new team members across key departments—further reinforcing its commitment to excellence, safety, and nationwide service delivery.

Joining Ark during this exciting period of growth are: Peter Hing, appointed Health and Safety Manager, brings a wealth of experience in compliance, risk management, and creating safer work environments. His leadership will play a vital role in maintaining Ark's gold-standard safety practices across all operations. Craig McLaughlin, stepping into the role of National Sales Manager, joins with a strong background in building client relationships and scaling service delivery across multiple regions. His focus will be on strengthening Ark's market presence and forging new partnerships within both the public and private sectors. Oleg Bitlan and Andre Topala, both skilled Fire Stopping Installers, join the operational team, bringing hands-on expertise in the precise and compliant application of passive fire protection services. Their experience will support Ark's growing list of nationwide projects. Scott Gilbert, newly appointed Senior Contracts Manager, will be responsible for overseeing project delivery, ensuring timelines and standards are met while maintaining strong client relationships. His leadership will be instrumental in Ark's delivery of large-scale contracts.

Growing Month by Month

Ark Fire Protection has seen consistent month-on-month growth in 2024, securing high-profile contracts and earning a place on respected frameworks such as CHIC and Riverside Housing Association. This latest wave of recruitment reflects the company's strategy to scale sustainably while maintaining its reputation for quality, compliance, and innovation.

"We're not just growing in numbers—we're growing stronger as a team," said a Howard for Ark. "Bringing in high-calibre professionals like Peter, Craig, Oleg, Andre, and Scott ensures we can meet the rising demand for passive fire protection across the UK while upholding the standards our clients expect."

Ark's expanding footprint in both residential and commercial sectors is matched by an internal culture of training, development, and continuous improvement. With a robust pipeline of projects and a reinforced team in place, the company is well-positioned to lead the way in fire safety for years to come.

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