



# K4 GROUP

WE ARE SMALL ENOUGH TO CARE,  
LARGE ENOUGH TO DELIVER

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CELEBRATING A YEAR OF MILESTONES,  
INNOVATION, AND DEDICATION ACROSS OUR  
GROUP OF COMPANIES.

[www.k4group.co.uk](http://www.k4group.co.uk)

**YEARLY  
JOURNAL  
2024**

# K4 GROUP OF COMPANIES

## ARSALAN KHAN

CEO

**"A**s I look back on the past year, I am genuinely grateful for the incredible journey we've shared at K4. It's been a year filled with challenges, hard work, and countless moments of pride. What stands out the most to me is our amazing team, supportive stakeholders, and clients, who have made everything we achieved possible. Each success we've celebrated has resulted from everyone's dedication and trust. From every project completed to every milestone reached, I couldn't be more proud of what we've accomplished together. As we step into the new year, I'm excited about the opportunities ahead and confident that, with your continued support, we will achieve even greater things. Thank you for being part of this journey."

**"EXCELLENCE IS  
OUR STANDARD."**



## A YEAR OF REMARKABLE GROWTH

2024 has been a milestone year for K4 Group of Companies. We have achieved remarkable growth and expended our operations, enhancing service quality, and hold our position as a trusted partner in different business sectors. This year also marked significant additions to our portfolio with the introduction of medical services and advancement in the mobile security services. These expansions not only strengthen our capabilities but also allow us to provide even more holistic support to our clients, ensuring their safety, health, and peace of mind remain at the forefront of what we do.



## CLIENT PARTNERSHIPS

We work together with strong partners in the industry and always share goals and vital information openly. This helps us build a shared goal to improve. The trust and support from our partners help us bring new ideas in the security arena, find new chances, and make our services even better for everyone.

## GOALS FOR THE YEAR AHEAD

As we step into 2025, K4 Security Services is poised for continued growth and excellence. With a client-first approach, innovative technologies, and a strong commitment to sustainability, we are ready to meet the challenges of tomorrow.

**Start With** GO

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**NEW SITE**

Name	Duty Defaults
(1) Colford West (W...)	Auto Scheduling Profile (none)
(2) Rose Green Park	
(3) Rose Green Staffhouse	
(4) Holly Ridge Gardens...	
(5) Runcorn Hospital	
(6) Rose Cottage (Way H...)	
(7) Rosemary House	
(8) Roselyn Park SC	
(9) ROYAL MARSHALLS	
(10) ROYAL ALBERT HALL	
(11) ROYAL AUDITORIUM	
(12) Royal Festival Hall	
(13) Royal Opera House	
(14) Royal Windsor Race...	
(15) Riverside Heights	
(16) Royals Youth Centre ...	
(17) St George's Healthcare (H...)	
(18) St...	
(19) Russell Road Camp...	

**Contract Time Effective Dates**

Effective Date: 15 Dec 2024 | Contracted Hours: 504.00 | Contract Wizard: ☐ | Booking ID: \_\_\_\_\_  
 Start Date: 17 Dec 2024 | Pay Hours: 0.00 | Weeks In Rotation: 1 | Region: \_\_\_\_\_  
 Finish Date: 18 Dec 2024 | Bill Hours: 0.00 | Slot To Display: 6 | Project: \_\_\_\_\_  
 Planned Staffing: 9 | Purchase Order: \_\_\_\_\_  
 Charge Code: \_\_\_\_\_

**Contract Details**

	Post1					Post2												
	Start	Finish	HT	FL	Employee	F	Duration	Non Pay	Non Bill	Start	Finish	HT	FL	Employee	F	Duration	Non Pay	Non Bill
Monday(WK1) (504.00)	07:00	19:00	REG - K4 (F v)	SUP (Super v)		<input type="checkbox"/>	12:00			07:00	19:00	REG - K4 (F v)	SIA STATIC v		<input type="checkbox"/>	12:00		
Tuesday	07:00	19:00	REG - K4 (F v)	SUP (Super v)		<input type="checkbox"/>	12:00			07:00	19:00	REG - K4 (F v)	SIA STATIC v		<input type="checkbox"/>	12:00		
Wednesday	07:00	19:00	REG - K4 (F v)	SUP (Super v)		<input type="checkbox"/>	12:00			07:00	19:00	REG - K4 (F v)	SIA STATIC v		<input type="checkbox"/>	12:00		
Thursday	07:00	19:00	REG - K4 (F v)	SUP (Super v)		<input type="checkbox"/>	12:00			07:00	19:00	REG - K4 (F v)	SIA STATIC v		<input type="checkbox"/>	12:00		
Friday	07:00	19:00	REG - K4 (F v)	SUP (Super v)		<input type="checkbox"/>	12:00			07:00	19:00	REG - K4 (F v)	SIA STATIC v		<input type="checkbox"/>	12:00		
Saturday	07:00	19:00	REG - K4 (F v)	SUP (Super v)		<input type="checkbox"/>	12:00			07:00	19:00	REG - K4 (F v)	SIA STATIC v		<input type="checkbox"/>	12:00		
Sunday	07:00	19:00	REG - K4 (F v)	SUP (Super v)		<input type="checkbox"/>	12:00			07:00	19:00	REG - K4 (F v)	SIA STATIC v		<input type="checkbox"/>	12:00		

Looking forward to 2025, we are committed to raising the bar even higher. A key highlight of our upcoming strategy includes the transition from PARiM to **TimeGate**, an advanced scheduling system designed to streamline operations and deliver exceptional efficiency across our services. This move signifies our dedication to adopting cutting-edge technology to better serve our clients and teams.

We have implemented **Servicetrac** software to enhance the efficiency and quality of our mobile services. This advanced service delivery management tool strengthens our operational framework, ensuring precision and accountability across all mobile operations. This adoption will improve our Real-Time Data Integration, SLA Compliance, Streamlined Incident Handling, and Centralised Task Management.

This upgrade reinforces our commitment to delivering exceptional service while leveraging technology to meet evolving client needs. Servicetrac is a step forward in maintaining our position as a trusted partner in providing reliable and innovative solutions.



We are going to host the VIP and Speaker Lounge at the Event Production Show on the 26th and 27th of February 2025. This lounge will provide a space for industry leaders to meet and connect. Our sponsorship reflects K4's dedication to supporting the event sector and building strong partnerships.



# ACHIEVEMENTS THAT DEFINED OUR JOURNEY

## SECURITY & FIRE AWARDS

- Security customer care initiative of the year
- Security training initiative of the year
- Security guarding company of the year under £35m turnover
- Security or fire diversity and inclusion champion
- Security officer of the year
- Security consultancy of the year
- Security or fire ESG initiative of the year



## WEST LONDON CHAMBERS OF BUSINESS AWARDS

- Business Enabler
- Diversity and Inclusion
- Education and Training Provider
- Employer of the year
- League of their own
- Unsung hero award

## FM & PROPERTY AWARDS PARTY

- Best Company to Work For
- Best ESG



## OSPAS

- Outstanding Security Team
- Outstanding Contract Security Company (Guarding)
- Outstanding Customer Service Initiative
- Outstanding Event Security Team
- Outstanding Security Partnership
- Outstanding Security Officer
- Outstanding Young Security Professional
- Outstanding Equality, Diversity and Inclusion Initiative
- Outstanding Security Sustainability Award



## WEST LONDON BUSINESS AWARDS

- Education and Training Provider of the Year
- Business Services Company of the Year
- Equality, Diversity and Inclusion Award
- Apprentice of the Year (Muhammed Zeeshan Irshad)

## ACCESS ALL AREAS

- Best Sustainable Initiative
- The Diversity and Inclusion Award
- Rising Star Award (Muhammad Zeeshan)





# K4 SECURITY SERVICES

## A YEAR OF MILESTONES AND SUCCESS

2024 not only saw our continued support for some of our stadium-based event clients, such as Brentford, London Stadium, Reading FC, and Richmond RFC but also saw us support the Tour of Britain across many stages and a variety of religious events across the UK, the largest being the Nagar Kirtan which saw 70,000 people take to the streets of Southall.



## SECURITY SECTORS WE COVERED

- ▶ Canine Security
- ▶ Manned / Static Guarding
- ▶ Retails Guarding
- ▶ Consultancy Services
- ▶ Event Security
- ▶ Mobile Services
- ▶ CCTV Solutions





# STATIC GUARDING, RETAIL GUARDING AND OTHER SERVICES STATISTICS



Total hours we provided in  
Static Security Services

**3,20,920+ Hours**

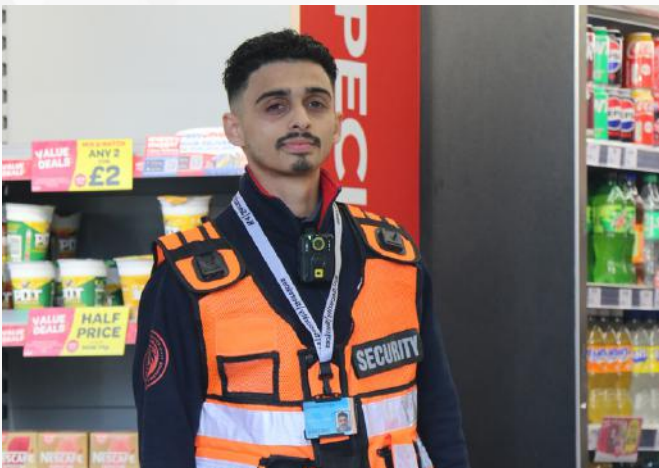
Total hours we provided in  
Event Security Services

**59,824+ Hours**



Total hours we provided in  
Retail Guarding Services

**59,824+ Hours**



# HIGHLIGHTS OF THE EVENTS WE COVERED



## NAGAR KIRTAN

Successfully providing crowd management for around 100,000s attendees, ensuring a safe and respectful procession.



## INDIAN INDEPENDENCE DAY CELEBRATIONS

Delivering seamless event security and crowd control to mark this significant occasion.



## TOUR OF BRITAIN

Overseeing security operations during stages 4, 5, and 6, including the finish line at Felixstowe, with over 60 operatives ensuring safety and efficiency.



## THE SHEEP DRIVE

Delivered comprehensive support at the Sheep Drive, including crowd control, traffic marshals, & medical services, ensuring a safe and seamless experience for all.



## ANTI BREXIT PARADE

Provided crowd control, traffic control, and security services, K4 ensured the Anti-Brexit Parade proceeded safely and smoothly, supporting thousands of passionate participants during this pivotal demonstration.



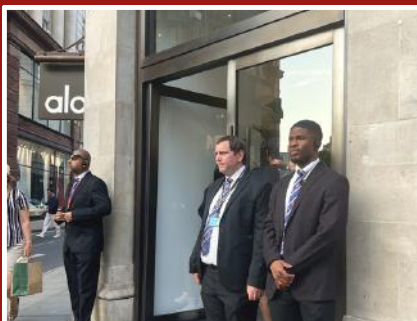
## AGOFEST

Provided reliable security and crowd management at Agofest, ensuring a safe and enjoyable event for all attendees.



## DEAN GARDENS EALING

Provided efficient security and crowd management for the Ealing Summer Festival at Dean Gardens, ensuring the safety of over 5,000 attendees.



## ALO STORE OPENING

K4 provided security and crowd management for the store opening, ensuring a safe and successful event with sports icons in attendance.



## RICHMOND ATHLETIC FIRE WORKS

K4 provided first aid and medical services for the Richmond Athletic Fireworks, ensuring attendee safety and smooth event operations.



# MESSAGES FROM THE TEAM



PHILL HILL

## HEAD OF OPERATIONS

*"Our Guarding and K9 services have faced an exceptionally challenging year, navigating an increased number of high-risk situations. Our officers have demonstrated professionalism in every instance, and the swift support provided by our control room and operational supervisors stands as a testament to K4's capability and dedication."*

*This festive season, we deployed more Retail Guards than ever before, not just in London but across the UK. In a challenging period for the retail sector, our guards have proven their value through their proactive efforts in deterring potential shoplifters in major stores, from Wimbledon to Newcastle. As a sector I spent a considerable time of my working career in, I can appreciate the efforts of every single Retail Guard we have deployed."*

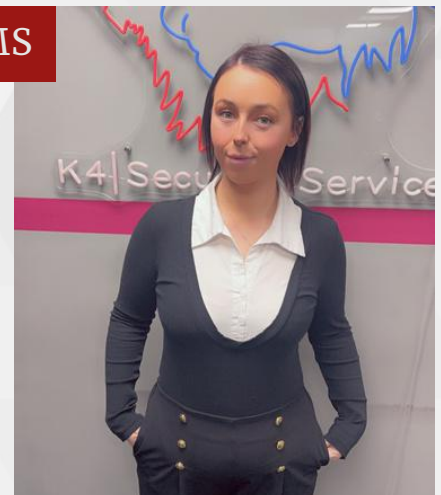
*Our events teams have faced every type of weather the UK can throw at them, yet they have remained steadfast in their roles, ensuring the safety of hundreds of thousands of event attendees throughout the year. Seeing our teams in action on the ground fills me with immense pride—not only for their unwavering dedication to K4 but also for the commitment they show to each of our event clients."*

TEGAN ADAMS

## OPERATIONS MANAGER - SOUTH

*"This year has been an exceptional year for K4 Security. From supporting our loyal clients to expanding our own private security projects, we have gone above and beyond what we could have expected. None of this could have been possible without the commitment and dedication of our extraordinary staff who work tirelessly to fulfill our requirements to the best of their ability. K4 security has expanded its departments which has created more job opportunities for our new recruits and has given us a chance to further showcase our security specialties. Looking to 2025 we look to further our reach within the security industry and put our stamp on some amazing projects coming up."*

*As Phil Jackson, one of the greatest coaches of all time once said **"The strength of the team is each individual member. The strength of each member is the team"***



TALHA MASUD

## OPERATIONS MANAGER - NORTH

*2024 has been a remarkable year of steady growth and evolution for the North Region, particularly for our Mobile Services Department. The year has seen significant expansion, and we eagerly anticipate further progress as we step into the new year."*

*In close collaboration with some of the most recognized names in the industry, we delivered exceptional security solutions, including Static, Retail, K9, and Fire Marshall coverage. This year, we extended our security guarding and K9 coverage across Scotland, including key cities like Glasgow, Aberdeen, and Edinburgh, while expanding our retail presence across the North East and Midlands. These efforts demonstrate our unwavering commitment to addressing the evolving needs of our clients with excellence."*

*Additionally, we forged new partnerships with nationwide suppliers of secure gates and turnstiles, enabling us to enhance our service offerings."*

*By working closely with some of the nation's leading property management companies, we have further solidified our position as a trusted partner in the security industry."*

*Our achievements in 2024 reflect the power of teamwork, dedication, and a relentless focus on excellence in service delivery. By fostering strong partnerships and empowering our team, we have not only strengthened security for our clients but also set the stage for even greater accomplishments in the future."*

*Here's to shaping an even brighter and more successful year ahead!*



# MESSAGE FROM

## NICK BARTLETT

MOBILE SERVICES DIRECTOR



**"A**s we reflect on 2024, it's clear this has been a monumental year for K4 Security, particularly for our Mobile Division. The department has gone from strength to strength, showcasing remarkable growth, innovation, and success.

This year, we have expanded our service lines, introducing new offerings that have allowed us to better meet the needs of our clients. These enhancements have been met with incredible feedback, and we are proud to have onboarded a significant number of new clients across diverse industries. Each partnership represents trust in K4 Security's ability to deliver excellence in mobile patrols, alarm response, and tailored security solutions.

The success of the Mobile Division has been driven by the dedication and hard work of the entire team, led by Operations Manager John Dunning. Their commitment to ensuring top-tier service, coupled with innovative solutions, has not only strengthened existing relationships but also opened the door to exciting new opportunities.

As we move into 2025, we remain committed to building on this momentum, continuing to expand, innovate, and provide outstanding security solutions to all our clients. Thank you to everyone who has been a part of this journey—we couldn't have achieved this without you!

Here's to another year of growth and success for K4 Security!

## JOHN DUNNING

MOBILE SERVICES MANAGER

**"2**024 has been an outstanding year for key holding and alarm response services. With 406 alarm response sites and every alarm addressed with precision and urgency, our team has delivered on its promise of reliability and speed. These achievements are a direct result of our team's expertise and the strong partnerships we've cultivated with our clients. As we look to 2025, our focus will be on leveraging technology to enhance response times and providing unparalleled service."





# MOBILE SERVICES STATISTICS & ACHIEVEMENTS

2024 has been a record-breaking year for K4 Security Services. Here's a glimpse into our performance



## SUSTAINABILITY & ESG THROUGH ELECTRIC FLEET

In line with our commitment to sustainability, K4 Security Services continues to integrate electric vehicles into our operations. This transition has significantly contributed to a reduction in our carbon emissions this year, reinforcing our dedication to environmentally responsible growth and bringing us closer to achieving our sustainability goals.

**50+**

new clients joined  
the group

**487+**

Total Live Sites

**4964+**

Mobile Patrolling  
Completed

**406+**

Alarm Response Sites

**655+**

Total Alarms Responded

**300+**

events covered across  
the UK





# K4 MEDICAL SERVICES

## A YEAR OF DEDICATION

**"**In 2024, K4 Medical Services played a vital role in ensuring safety and medical care across a wide range of prestigious events. From large-scale cultural celebrations to international sporting competitions, our presence made a significant impact, reinforcing our reputation as a trusted provider of event medical services.



## SUPPORTING ICONIC EVENTS

Our expert teams were on-site at several key events throughout the year:



### NAGAR KIRTAN

Over 100,000 attendees gathered for this cultural and religious procession. K4 Medical Services managed the health and safety of the massive crowd, responding to medical needs with speed and expertise.

### INDIAN INDEPENDENCE DAY CELEBRATIONS

This colourful and energetic event required diligent care, with our medics addressing injuries and providing on-site support to ensure a joyful experience for all.





## TOUR OF BRITAIN

Our team covered stages 4, 5, and 6, including the Felixstowe finish line. We safeguarded participants and spectators, contributing to the seamless execution of this international cycling event.

## CHRISTMAS MARKETS AND FESTIVE EVENTS

From busy marketplaces to holiday celebrations, our team ensured visitors could enjoy seasonal festivities with peace of mind.



## MERGER OF PRIMARY AMBULANCE SERVICES & K4 MEDICAL SERVICES

We are thrilled to announce that Primary Ambulance Services, a CQC Registered Ambulance Service, is merging with K4 Medical Services. This strategic partnership will see K4 Medical Services overseeing the operations of both companies, allowing us to enhance the quality of care and support we provide at our events.





## EXPANDING OUR MEDICAL SERVICES

This year marked a significant milestone for K4 Medical Services as we expanded our capabilities by acquiring Primary Ambulance Services Ltd. This addition, backed by its Care Quality Commission (CQC) approval, strengthens our commitment to delivering excellent ambulance and medical services. With this enhancement, we are better equipped than ever to provide seamless and professional care, ensuring safety and reliability at every event we support. ng with minor injuries or addressing critical emergencies, our medics responded promptly and professionally. Their efforts ensured the health and safety of countless individuals, reinforcing trust in our capabilities.



## EXPERT EMERGENCY RESPONSES

Whether dealing with minor injuries or addressing critical emergencies, our medical staff responded promptly and professionally. Their efforts ensured the well-being of individuals, reinforcing trust in our capabilities.

## EQUIPPED FOR EXCELLENCE

We utilised state-of-the-art ambulances and advanced medical equipment at every event. These tools, combined with our team's skill and training, ensured we could handle any medical scenario with precision.



## PROACTIVE MEDICAL TEAM

K4 Medical Services worked closely with event organisers to conduct risk assessments and implement preventive measures. This proactive approach enhanced safety, mitigated risks, and contributed to the success of each event.



# MESSAGE FROM

## JONO ERODOTOU OPERATIONS MANAGER



**"T**his year, K4 Medical Services has once again demonstrated its commitment to protecting lives and ensuring the success of events. From the bustling streets of the Nagar Kirtan to the excitement of the Tour of Britain, our team has delivered exceptional care.

We've tackled challenges with professionalism, equipped with the latest medical tools and a dedication to health and safety. As we look to 2025, we plan to continue setting benchmarks in medical services, focusing on enhanced training and preventive care. Thank you to all our clients and partners for trusting K4 Medical Services to protect your events. Together, we look forward to another year of growth, safety, and success.





# K4 TRAINING COMPANY

## MARUF ALI

### TRAINING MANAGER



*"This year at K4 has been incredibly productive, with the training department experiencing a busy yet rewarding period. We were proud to collaborate with the council, job centres, and many other partners to drive impactful initiatives. A big shoutout to the entire team, whose hard work and dedication have been crucial in maintaining industry standards. I'm proud to be part of the company's growth journey and excited for what's to come"*

## CHRISTOPHER MOORE

### COMPLIANCE MANAGER

*"Maintaining the highest standards of compliance is a responsibility I take great pride in. This year, we have strengthened our frameworks, ensuring that our practices align with industry benchmarks and exceed client expectations. I look forward to continuing this commitment to excellence, driving quality and trust across all our operations."*





# SHAPING FUTURES THROUGH EDUCATION

2024 has been a landmark year for K4 Training Company, as we continued to deliver high-quality, industry-recognised courses. By empowering candidates with essential skills and certifications, we solidified our position as a premier training provider in the UK.



## NEW MILESTONES ACHIEVED

K4 Training proudly became a certified partner of **Qualsafe**, a trusted provider of high-quality education and training resources. This partnership, alongside our existing accreditations with **BIIAB** and **Qualifications Network (QN)**, reinforces our dedication to delivering industry-recognised and impactful training solutions.



## EXPANDING OUR COURSE OFFERINGS

We are excited to announce the launch of the **First Response Emergency Care Level 3 (FREC-3)** course in early 2025. This course is designed to provide advanced first-aid training, equipping candidates with life-saving skills and enabling them to respond effectively to medical emergencies in challenging environments. Benefits of the FREC-3 course include:

- Enhanced career opportunities in prehospital care.
- Practical, hands-on training for real-life scenarios.
- A stepping stone for advanced qualifications in emergency medical services.







## 2024 TRAINING ACHIEVEMENTS

In 2024, K4 Training demonstrated its unwavering commitment to excellence in education by delivering an impressive 300+ courses. Through these efforts, we successfully trained 2000+ security operatives, equipping them with the skills needed to excel in the field.



**300+**

Courses Delivered



**2000+**

Candidates Trained



**94%**

Certification Success Rate

## COMMITMENT TO QUALITY & GROWTH

Our dedication to providing exceptional training has allowed us to meet the growing demand for skilled professionals in the security and medical sectors. By consistently delivering accredited and industry-relevant courses, we have strengthened our reputation as a trusted training partner.



# BUSINESS DEVELOPMENT AND MARKETING EXCELLENCE



The dynamic efforts of our business development and marketing team from the previous year led by Zeeshan and Foster. They have propelled K4 Group to new heights. Their relentless drive and strategic vision have secured projects worth **three times** more than in previous years. Their innovative approach to showcasing our capabilities has enhanced our market presence and brought us closer to our business goals.

## RECOGNITION THROUGH AWARDS

This year, we proudly reached the finals in all the awards we entered. These achievements celebrate the dedication of our team and reinforce our reputation as industry leaders, motivating us to continue striving for excellence.





# MUHAMMAD ZEESHAN IRSHAD

## BUSINESS DEVELOPMENT MANAGER



**"T**his year has been an incredible journey of growth and learning. I'm proud to have brought on **47 new clients**, expanding our reach and showcasing the exceptional capabilities of K4 Group Services. Being recognised with **The Rising Star Award at the Access All Areas Awards 2025** was a humbling moment, and becoming finalists in the Outstanding Young Security Professional category at the **OSPAs 2025** and **Apprentice of the Year Apprentice** category at the **West London Business Awards 2025** further motivates me to strive for even greater achievements. Together, we are building a future of innovation, trust, and excellence."

# FOSTER BOSSOH

## SALES ASSISTANT

**"I** am truly grateful for the support and encouragement I've received from K4. This year has been an incredible opportunity to grow professionally and contribute to the company's success. I look forward to advancing further in my role, embracing new challenges, and continuing to learn from the exceptional team around me."



## ENGAGING WITH THE INDUSTRY

K4 Group of Companies took part in several exhibitions and events this year. These platforms allowed us to showcase our expertise, establish valuable connections, and stay ahead of industry trends, further strengthening our brand presence.



# BRINGING IDEAS TO LIFE AT LEADING INDUSTRY EVENTS



- Hammersmith Business Breakfast
- International Security Expo
- Event Production Show Summer Party
- Total Security Summit
- Ealing Festival of Business
- Event Organiser Summit
- Salisbury Expo
- Heathrow Business Summit
- WLB Christmas Reception 2024
- Facilities Management Forum
- Event Production Show
- Total Security Summit
- The Security Event





# DIVERSITY & INCLUSION

At K4 Group of Companies, diversity and inclusion are not just values, they are woven into the fabric of our organisation. We celebrate uniqueness, fostering an environment where varied perspectives and backgrounds thrive.

Our commitment to inclusion extends beyond policies, it's a daily practice, ensuring every member of our team feels valued, respected, and empowered.

70%



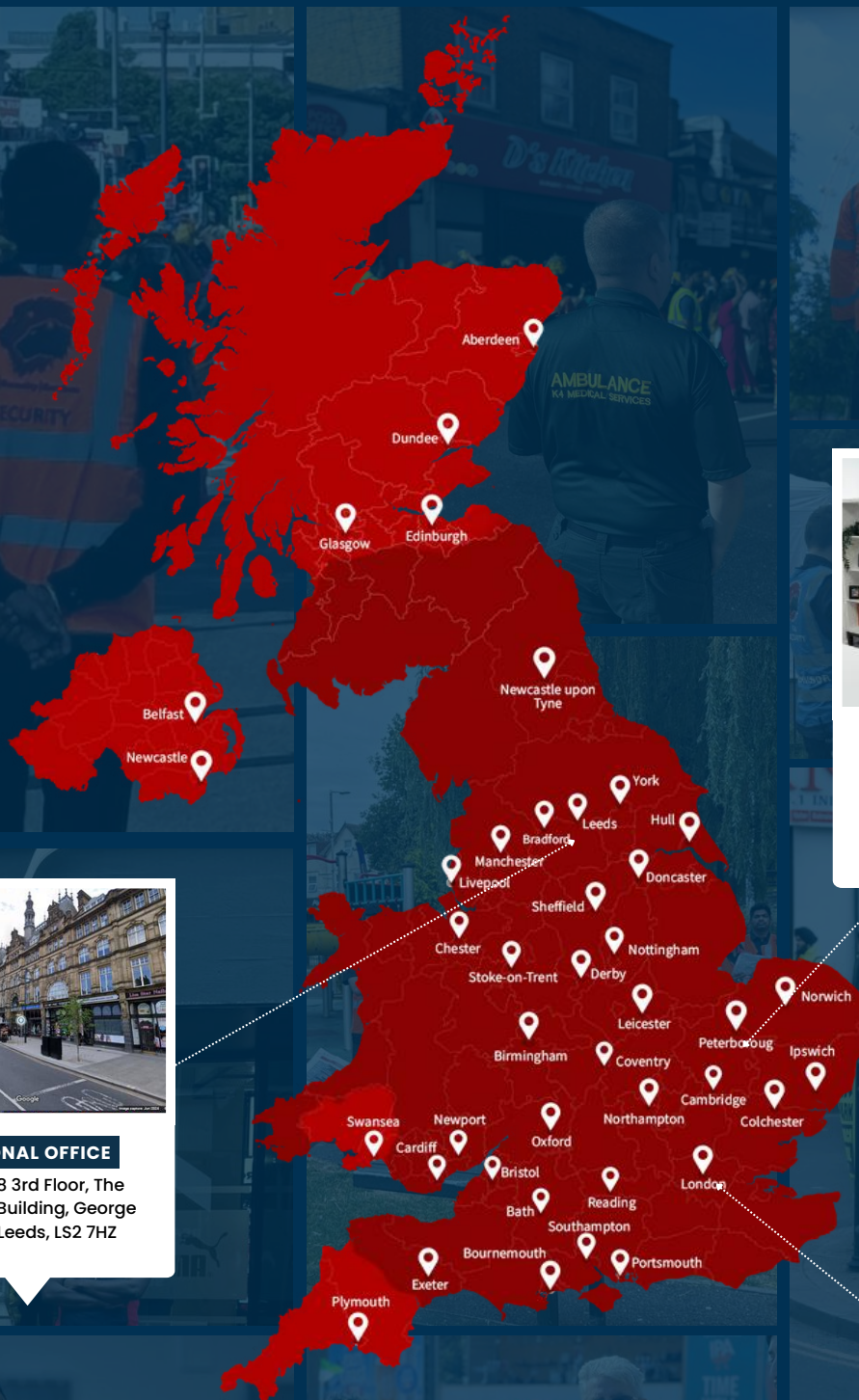
30%





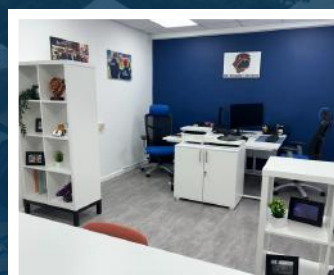
# NAVIGATING THE EVENT LANDSCAPE FROM THE NORTHERN LIGHTS TO THE WELSH VALLEYS

Our Premier Event Services Roll Out Nationwide!



## REGIONAL OFFICE

Room 08 3rd Floor, The Leeming Building, George Street, Leeds, LS2 7HZ



## REGIONAL OFFICE

15 Gloucester House,  
23A London Road,  
Peterborough, PE2 8NY



## HEAD OFFICE

4th Floor Holdsworth House,  
65-73 Staines Road, Hounslow,  
London, TW3 3HW

No Corner Untouched, No City Uncharted - We've got the Map Covered from Top to Bottom!

**Strong Coverage**  
**Medium Coverage**

**K4  
SECURITY  
MANAGER**







# ACCREDITATIONS



## HEAD OFFICE:

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