Impact Report 2024.

Mission Statement.

A creatively led visual effects studio, making positive actions which inspire our community to preserve and protect people and planet.

Introduction.

We started Time Based Arts as an independent, artist-run Visual FX studio in 2007. Our ambition was to develop a working practice that put our team first and supported them, and ourselves to produce exceptional VFX craft. This nurturing environment and strong bond in our community formed the foundations that TBA was built upon.

Seventeen years on and these fundamental principles still remain at the core of our company. We continue to make some of the most highly regarded VFX work out there and our tight-knit family has grown to over 60 people. We have identified that, with growth, certain aspects become harder to preserve. In turn company ethics become more difficult to filter through to the ever expanding group.

B Corp certification will help us create a framework, where we constantly assess and push our shared values into every corner of TBA and beyond.

Values that have defined us as a company and that we collectively recognise are the reason behind our success.

No matter how big we grow, our ethics should never waiver. B Corp will help to maintain our supportive, people first, inclusive and sustainable working code. In addition to this, we believe that we all have to constantly measure, evolve and adapt. B Corp can encourage the right change for a better and more sustainable future while keeping close to those original principles that are part of our DNA.

We want to make a positive social and environmental impact, ensuring that our achievements benefit both our industry and the planet.

We know our industry has a significant environmental footprint and we'd like to help be part of a change in that regard. In the same way that we have strived to be the best in what we do, we want to have a positive impact on the world outside of these walls.

TBA should stand for more than the work that we create. It has always been more than that. It's about our culture, our respectful relationships and our want to be better in ways that have far reaching results.

2025
Overall Score:

81.5

*scores currently unverified

Governance Score:

18.5

*scores currently unverified

The values and approach that we bring to how the company is governed is what defines us both morally and ethically. Everything flows down from these principles, setting out the expected standards of how we wish to behave and operate as a group.

Time Based Arts prioritises transparency, ethical leadership, and accountability in its governance.

By embedding responsible business practices into decision-making processes, the company ensures long-term value for stakeholders and upholds its commitment to positive environmental and social impact.

Highlights:

- 100% of managers have social or environmental responsibilities in their job descriptions.
- All policies and codes of conduct were reviewed and updated by the board of directors before being uploaded onto our internal portal.
- Introduced annual reporting of company financials and a social and environmental impact report.

Workers Score:

31.9

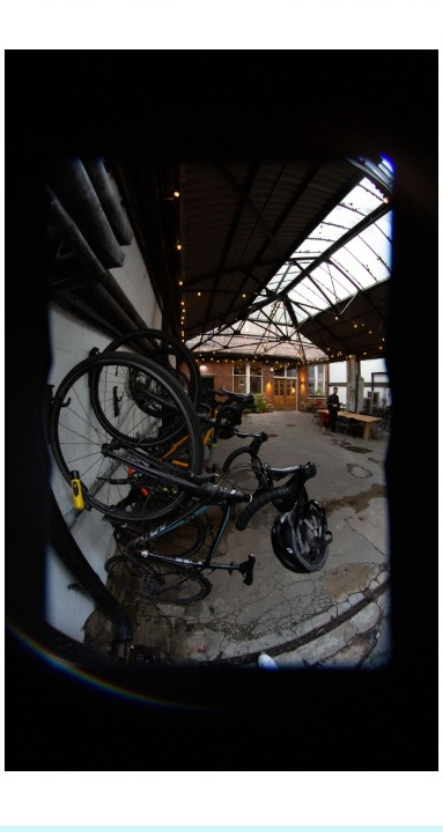
*scores currently unverified

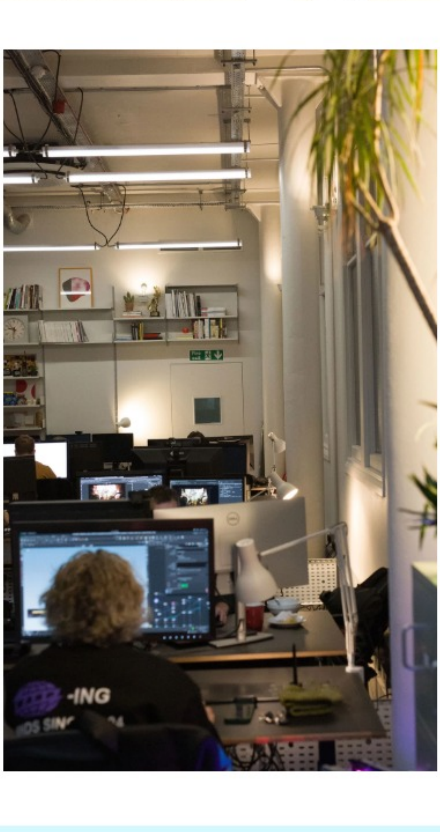
A company is fundamentally the sum of its parts, in our case, the people. We've looked to prioritise the benefits and well being for our staff and to this end we have consistently offered an industry leading employment package. Our team is at the heart of our creativity and ultimately our success.

Time Based Arts fosters an inclusive workplace culture with opportunities for growth, prioritising employee well-being in an environment where fair treatment and professional development are paramount. All of these aspects add up to ensuring a safe and supportive environment where innovation and collaboration thrive.

Highlights:

- 100% of employees paid above national minimum wage
- 36+ minimum number of paid days off
- 90%+ of employees report being 'satisfied'
- Primary caregivers receive more than 24 weeks of leave fully paid.
- Salary increases match annual inflation rates
- A variety of mental health resources introduced, including at least 6 free therapy sessions/year
- Inclusive health and wellness programs with behavioural health support
- Flexible work arrangements, including working from home, job-sharing and flex-time.





Community Score:

17.6

*scores currently unverified

Time Based Arts opened its doors in East London in 2007. As a forerunner of the area we have watched this part of London grow into a thriving commercial and creative hub. We very much feel part of the creative and wider community that has been established.

We actively engage with and support this local community. Whether it be through partnerships, outreach programs or creative initiatives the company strives to inspire and empower people, contributing positively to social causes while encouraging environmental stewardship and cultural enrichment.

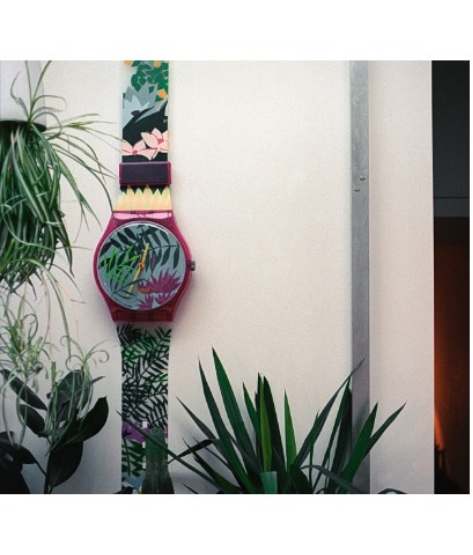
Highlights:

- Job postings and outreach relationships emphasise our commitment to diversity, equity and inclusion
- Specific, measurable diversity goals reviewed by senior leadership
- Preference for purchasing from local suppliers with ready-to-use vendor lists
- Paid time off for community service, volunteering and company partnerships with charitable causes.

Environment Score:

10.7

*scores currently unverified

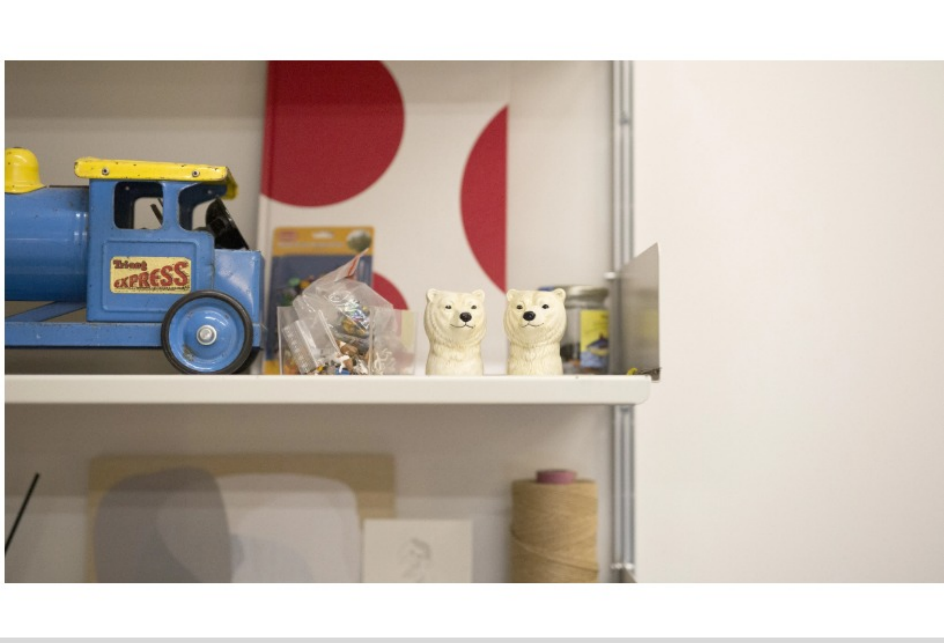


Our original engagement with the B Corp certification process came as we looked for ways to address issues around sustainability. The visual effects industry is a massive consumer of electricity and sits within a commercial production landscape where immediacy often leads to waste and high carbon creation. We have always used green renewable energy supplies but we wanted to examine every element of our processes to minimise the environmental impact of our business whilst at the same time encouraging our clients and providers to do the same.

Sustainability is central to Time Based Arts' operations. The company integrates eco-friendly practices into its workflow, from reducing emissions to responsible sourcing. We continuously seek innovative ways to minimise our environmental footprint while setting industry standards for sustainable creativity

Highlights:

- Energy, water efficiency improvements and waste reduction programs implemented
- Certified Green Small Business
- Company-wide environmental policy and measurable targets and regular audits
- Monitoring emissions, water usage and waste with specific reduction targets



Customers Score:

2.6

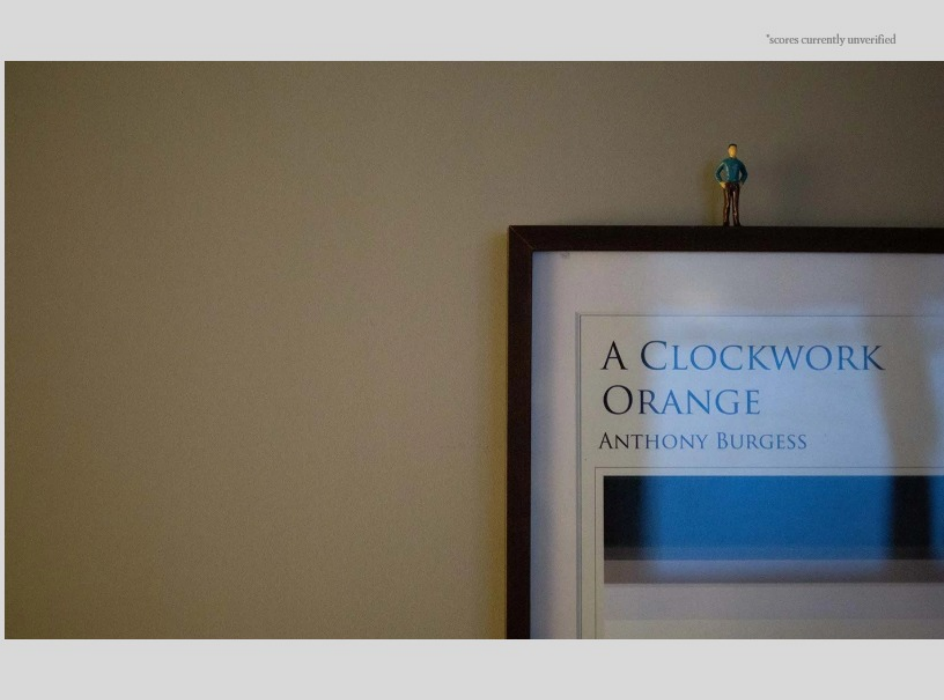
*scores currently unverified

For our customers, being a B Corp means they can trust that we are committed to operating ethically and sustainably. B Corp certification is proof that we meet high standards for social and environmental responsibility, giving our customers confidence that they are doing business with a company that shares their values.

Time Based Arts is committed to delivering high-quality creative solutions while addressing the evolving needs of clients. We focus on building long-term relationships by providing exceptional service, ethical practices, and projects that reflect our mission to protect and preserve people and the planet.

Highlights:

- Robust data privacy practices, including customer control over data usage.
- Targets for customer satisfaction
- Annual client survey to improve service and encourage alignment with values



2026 Targets

Now we are a BCorp certified company, we want to lay out some of the targets we are aiming to achieve over the next few years.

Although we will use our learnings from the certification process to improve in all of our operations, we have highlighted the areas where we think we can have the most impact to set targets we deem fully achievable.

Community

The Advertising industry has historically been criticised for its lack of diversity. Although this has improved over recent years, there is still some way to go, especially within leadership and artist positions.

The first hurdle often proves the biggest challenge, with traditional routes into the industry becoming inaccessible for people of low socioeconomic or minority ethnic backgrounds and those with physical and mental disabilities. We also recognise that women are often at a disadvantage for opportunities due to social bias and disproportionately shouldering caregiving responsibilities. Therefore workplaces with rigid schedules or insufficient parental leave can hinder their career growth.

We understand there are societal, structural and individual factors at play and although many are outside of our control, it is our intention to identify where we can encourage positive change within the creative industry and wider communities.

We have established that change will not happen overnight and that it needs to start with education and implementing fair, intentional practice and policies. Through our outreach efforts, we are making an impact from a grass-root level, by working with schools and communities to engage individuals with the industry from a young age. It has been hugely positive to 'give back' in this way but this impact is hard to measure, so our ambition is to put in place paid work placements or apprenticeships to give individuals from more disadvantaged backgrounds the step up they need to get started in the world of VFX.

What do we want to achieve over the next 3 years?

- A more ethnically diverse workforce, at least 10% increase of non-white employees (currently only 14% of staff are from other ethnic backgrounds)
- At least 10% increase of female employees (currently 35% identify as female)
- At least 10% increase of female managers (currently 24% identify as female)

How we are doing this

- Appointing an 'outreach team' who attend and/or organise at least 2 events every month, within educational groups, community centres and charities.
- Manager KPIs include responsibilities for community engagement and outreach initiatives
- Introducing an 'Anti Nepotism' policy within the scope of recruitment and outreach
- Running a work experience programme that engages with schools and charities and offering a budget to cover their food and travel expenses
- Having our workspace reviewed by an expert to make it more accessible for individuals with disabilities, implementing any recommended adjustments
- Operating inclusive recruitment practices to allow everyone the same opportunities from the moment of application
- Implementing fair and comprehensive parental leave and supporting mothers returning to work and people with disabilities through flexible working options
- Introducing a breastfeeding, menopause and miscarriage policy to support women at all stages of life
- Investing in skills-based training to encourage promotions into managerial and leadership positions.
- Honouring London living wage for all entry-level roles and offering travel loans for lowest paid employees to support them in their first year of employment. Subsequently providing opportunities for applicants from all economic backgrounds.

Workers

Long working hours have been and continue to be one of the issues inherent in the industry. While we do everything we can to prevent people working long hours, the nature of the work and the deadlines that are put in place mean that it is often unavoidable. One of our main concerns around long hours is the effect this has on our staff's mental wellbeing and physical health.

We believe that the best talent is hard to find and we recognise that we get a lot from our team. We feel a sincere responsibility for the welfare of the staff. With this in mind, we regularly review and enhance our benefits to include multiple mental health resources and encourage wellbeing practices. We have also implemented an overtime policy to better record out-of-hours working so we can ensure employees are getting the time off in lieu to recover. In time, we should be able to use this data for project analysis to identify why the overtime was necessary and put in control measures to avoid it in future.

Our ambition is to overcome these obstacles, change working habits and ultimately become an industry pioneer in healthy working practice.

What do we want to achieve over the next 3 years?

- A 10% increase in staff using the Self Space each year for mental maintenance
- A 10% increase in staff having annual health assessments
- A 10% reduction of average sick days
- A 10% decrease in overtime hours
- A 10% increase in employees using total annual leave days each year

How we are doing this

- Providing comprehensive mental health support services through Self Space, AXA and Help@Hand. Instructing managers to encourage their teams to use these consistently.
- Creating an open, safe environment to welcome conversations about health concerns without fear of judgement. Through management training, running workshops and providing bookable private space.
- Running 'Wellness month' every January (Smoothies and health foods, workshops and exercise incentives)
- Organising alternative social events which are not centred around drinking (cinema/gallery trips, team sports, life drawing)
- Encouraging active lifestyles with subsidised gym memberships and running clubs etc.
- Reviewing projects before and after we take them on to understand where pressure points might exist, decreasing overtime as much as possible
- Putting structures and policies in place to mitigate burnout

Environment

We recognise that our industry has a considerable impact on the environment. Rather than accepting this, we have always operated with a conscience, taking lengths to implement sustainable and environmentally-focused alternatives where we can. The B-Corp process has encouraged us to look even deeper into how we can push for more positive change. Of particular significance is the climate and ecological emergency. We recognise the wide-ranging effects of climate and ecological breakdown and will work hard to ensure that consideration of these effects is embedded both in the way we run our business and in the projects we design and deliver.

It is our responsibility to manage our operational environmental impacts carefully, including meeting all legal and regulatory requirements. We are committed to reducing our environmental impact and continually improving our environmental performance as an integral part of our organisation strategy and operating methods, with regular review points. We will encourage staff, clients and other stakeholders to do the same.

What do we want to achieve ?

- To reduce our carbon intensity (tonnes CO_2e per £m turnover) by:
  30% by 2032
  50% by 2045
- To reduce energy use (kWh) by:
  5% per year up to 2032
  50% by 2045

How we are doing this

- Introducing heat pump technology, to capture and recycle lost energy from server rooms and repurpose it to heat the buildings
- Embedding climate considerations into our organisation. We will create the operational structure, systems and capabilities necessary to ensure that climate and ecological considerations are embedded within our practice.
- Adopting a Client Selection Policy to prioritise those which deliver the greatest climate and environmental benefits.
- Engaging and aligning with our peers in the creative industry to drive climate action through our work
- Measuring and reporting the carbon footprint of our business on an annual basis.
- Focusing action on the biggest sources of emissions in the business over which we have the most control – emissions from our business travel and purchased goods and services.
- Keeping our targets under review and escalating our level of ambition as our business evolves and new opportunities for carbon reduction emerge.
- Adopting a 'Business travel' policy to ensure staff take the lowest impact mode of transport for business trips, where feasible.
- Maintaining and strengthening our networks of local contractors overseas to minimise the need for overseas staff travel.
- Continuing to pursue improvements in the energy efficiency of our premises.
- Exploring the feasibility of installing on-site solar generation capacity.
- Exploring the feasibility of transitioning to a deep-green electricity tariff on contract renewal.
- Encouraging and facilitating energy saving in the home offices of our staff.

Thanks For
Popping In!