

THE BUSINESS

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THE BUSINESS LOCATION

We are located in Nottingham because it is a vibrant city, it is centrally located (UK), two universities- lots of young people entering the job market, support offered by NTU e.g. Sustainability in Enterprise Grant.

ETHOS

Renewing the globe

Here at Infinity Studios, our dedication to high-quality design and functional places is matched by our design integrity, culture, and attention to detail. Our work connects the design with the environment using a high focus on the **circular economy**. We construct buildings that stimulate and support the current climate situation we are in.

REASON BEHIND OUR ETHOS

Here at Infinity Studios, all the team share a personal drive to push construction to a greener place. It's this drive that helps us think innovatively, figuring out ways to minimize environmental damage. Not only is this just by using more sustainable materials but using materials that fit in the circular economy and have as low embodied energy as possible. Whilst we aim to meet these conditions, we still try our best to make our designs look as beautiful as possible.

Breaking our ETHOS down- The 5 Points

1. **Infinite Life Cycle**- We want our buildings and materials to have an infinite life cycle through the concept of circular economy.
2. **Zero Carbon**- By reusing materials, sourcing local materials, and using sustainably sourced products we will create low to zero carbon Architecture.
3. **Building for the Future**- Our buildings are designed with the future of our planet and individuals in mind. Our spaces are built to last, whilst creating modern and forward thinking styles.
4. **Close to Nature**- We want to respect and be one with nature in more ways than just materiality. We want our spaces to be designed with Biophilia in mind, encouraging the link between outdoor and indoor spaces.
5. **Comfort is Key**- Our spaces are designed with comfort of the individual in mind. Using recyclable materials and non-traditional methods doesn't mean the end result is sacrificed.

PRIVATE OR PUBLIC?

How will we manage our company?

We are a PLC (private limited company) as we don't have shareholders however all 5 of the Architects starting the practise have contributed £5k each, meaning each individual owns 20% of Infinity Studios. This allows us to have more freedom as we do not have to inform external shareholders of our decision making and all 5 Architects will have a higher interest in the success of the company because of their shares, resulting in a higher quality effort.

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SUSTAINABILITY

We adapt to become sustainable for the future by conceiving a minimal impact building system suitable for circular economy, by sourcing sustainable materials to using suitable sustainable design process. Here at infinity studios, we focus on recyclable materials, and we try and strive to lower our carbon emission on the world, we also want knowledge about sustainable building processes to be shared worldwide and is easily accessible which is why we update our following on social media on our current works.

Sourcing Materials-

- Glulam
- CLT

Glulam:

- We use glulam as our main primary structural material. This being columns, beams and sometimes rafters.
- In terms of sustainability, the manufacturing process consumes a lot less energy than the production of steel or concrete.
- The most common species used for glulam is spruce, but this species is low in durability, however the reproduction of spruce is much faster than other species.

CLT:

- We use CLT for some of our walls, floors and roofs. Usually in the form of a panel.
- The process of delivering and installing these panels is a lot quicker than steel or concrete, lowering costs and most importantly embodied energy.
- CLT is manufactured in large span panels which are lightweight compared to contending materials. This means smaller foundations can be used.
- Again, there are three types of visual qualities for the CLT: Industrial (not visible), Industrial Visible, Residential (domestic quality).

We source our timber from a company called Constructional Timber Ltd. They are a company based in Barnsley. They source their timber from Europe.

Key aspects of design-

Our designs are constructed mainly out of timber in the form of CLT and Glulam. The joins are made from cuts into the wood and steel bolts which can be recycled. Solar panels are included in our designs to provide a natural source of energy. High levels of insulation and the orientation and placement of each building are carefully considered to create a passive house. Modern windows and doors will provide a high level of airtightness which will retain heat.

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Local Council Support-

The Carbon Neutral planning guidance 2028 for Nottingham outlines the processes involved with reducing the CO2 emissions of the city. Some are listed as 'partnerships' with businesses.

- 2.5.2 Work with businesses and citizens across Nottingham by providing information and advice on low-cost technologies to reduce energy consumption in buildings (e.g. through web materials, pop-up question information stands, hosting engagement events or supplying leaflets).
- 2.6.8 Undertake research with partners to facilitate a local circular economy for material reuse in construction to reduce emissions, costs and improve sustainability (referenced in "Blog- What will the planning guidance in 2028 be like?")

These two points are key to our design Ethos and show that whilst we are setting up our business in 2028, there will be support from the local council to provide us with research and advice on technology to reduce energy consumption, as well as initiate a local circular economy in which we can use materials and recycle our own into.

Being an RIBA Chartered Practice

It is our goal to become an RIBA Chartered Practice. Having this title comes with many benefits for us as a practice but it also reflects our goals and how we are an ethical practice who takes pride in the quality of our work. Becoming tied to the RIBA opens up a number of pathways for our business to go, especially in the first year, but we will assess the benefits compared to our finance to see if the title is still making a positive impact in 3 years.

Becoming an RIBA Chartered Practice

Requirements:

- At least one of our full-time partners or directors must be an RIBA Chartered Member
- At least one in eight of all staff must be a RIBA Chartered Member and all of your architectural work must be supervised by a RIBA Chartered Member
- Your practice must commit to operating policies regarding best practice in: Employment, Equality, Diversity and inclusion; Health and Safety; Environmental Management; and Quality Management

Becoming an RIBA Chartered Member

Requirements:

- RIBA Parts 1, 2 and 3
- OR (must have all three)
 - A qualification in architecture which is covered by the EU Professional Qualification Directive
 - Access to the profession of architect in the EU country in which the qualification was gained
 - A minimum of two years professional practice experience

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Sustainability in the workplace

Here at infinity studio, we are passionate about practicing what we preach. Our beliefs lead our designs to become carbon neutral, and this is something that we want to bring into our work ethic as well. Implementing sustainable strategies into our working environment will allow us to have a smaller impact further than just our designs.

What we are doing

Website

We have taken steps and conducted research into how we create a website that is easy to navigate as well as it clearly explaining our practice and our beliefs. However, we have discussed and researched ways in which our website could be altered to fit into our ethos so that it creates as little carbon as possible. In the first few years of our company, we will constantly be researching ways to make our website more efficient and will plan to switch to a green host in the first few years of our business. To tackle this issue now we immediately invest in companies that plant trees in order to offset our carbon emissions.

Office Space

Due to the importance of communication between our team, we cannot work from home in order to reduce office carbon emission. This means that we will take measures to ensure that the way we are working is as environmentally friendly as possible. This includes big things like using rainwater harvesting and compostable toilets to smaller things like the kettles and paper we use. We have decided to invest in more sustainable products initially that we will be able to use for years to come and will help us in our approach to making a difference.

Other

We have done thorough analysis of all factors that might add to our impact on climate change. Some of these factors include switching to public transport or biking to and from the office as well. As well as becoming a paperless company when we go to exhibitions and events. All the steps we are taking will be monitored constantly and research will continuously be completed in order for us to stay as environmentally friendly as possible.

Environmental Changes Finance			
	Item/Equipment	Price	Annual Spend
Eco Toilet	Full Access Composter	£4,150	
	Compact Toilet	£890	
Rainwater Harvesting	Harvester and Filter	£2000-£3000	
	High End Solar Panel System	£70,000	
Solar Panels	Box of 5 A3 Reams	£52.45	
	Epson EcoTank Colour Printer with Scanner	£49,999	£52.45 x 52 weeks = £2,727.40
Sourcing Paper	Kettle	£39.99	
	Duronic's EK42 with temperature control	£250	
Printing	Planting trees	£250	
	Start up donation to 'Trees for Life'	£6	£6 x 100 trees = £600
Kettle	Individual Trees	£500	£500 x 5 people = £2500
	Bespoke Desk	£570	£570 x 5 people = £2,850
Planting trees	Bus Pass to anywhere in Nottingham	£250	£250 x 5 people = £1250
	Adult City Bike	£30	£30 x 5 people = £150
Local Furniture	Railcard (for long commutes)	£15	
	Composting Bin	£30	
Transport to the office	Compost Soil	5 for £15	£15 x 5 = £75
Composting	Recycling	Free	
	Emails	Free	
Recycling	Online Meetings	Free	
	Food (e.g. Meatless Mondays)	Free	

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STRATEGIES AND TACTICS

STRATEGIES	TACTICS
Being a sustainable office as well as building sustainably	Walking/ Public Transport to work, Composting toilets, recycled paper, mainly digital work.
Reduce our carbon footprint.	Travel to work using eco-friendly methods.
Reducing waste added to environment.	Design with glueless joints and timber.
Make networking connections.	Subscribe to and attend minimum of 1 per month Networking events.
Meeting targets on time	Create project timelines.
Ensuring a happy workplace environment.	Weekly check-ins for individual jobs.
Keep a clear record of intentions.	Admin taking weekly minutes of meetings.
Designing with Biophilia in mind.	Including skylights, natural materials, respect existing vegetation, plant new trees.