



Contact Us

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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.

CLICK THE LINK FOR EXTRA RESEARCH

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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.

CLICK THE LINK TO SEE EXTRA RESEARCH

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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

CLICK THE LINK TO SEE EXTRA RESEARCH

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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	

CLICK THE LINK TO SEE EXTRA RESEARCH

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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.

AUDIENCE AND MARKET

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Our Office

Local Competition

Wider Competition

How Do We Compete

Initial Target Market vs Future Strategic Market

Insight Mapping

Strategies And Tactics

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AUDIENCE AND MARKET

Where are we situated

King Street, Nottingham, NG1

We are situated in the heart of Nottingham as our firm is near the university, we closely aim to work with Nottingham Trent University students, giving young architects, a world into designing sustainably.

As these are already existing buildings, we follow the ethos we strive for our firm, embedding sustainability into the heart of our key design principles.

Local competition

CPMG Architects Ltd. 13 St Peter's Gate, Nottingham NG1 2JF

Peter Philips Developments

Rayner Davis Architects 2 St Peter's Gate, Nottingham NG1 2JG

Beckett Jackson Thompson Eldon Chambers, Wheeler Gate, Nottingham NG1 2NS

Competition

CPMG have developed a portfolio of BREEAM (Building Research Establishment

Environmental Assessment Method) 'excellent' rated, PassivHaus certified and operationally Carbon Neutral buildings.

How do we compete

As there are many architectural practices near our local vicinity, the way in which we have an advantage is that we have expert research as buildings will need to be more sustainable in order to require planning permission. Furthermore, by working alongside the Nottingham city councils' carbon neutral plan for Nottingham in 2028 by which we "Undertake research with partner to facilitate a local circular economy for material reuse in construction to reduce emissions, costs and improve sustainability". As we have specialized research in circular economy and therefore, we have the knowledge and expertise needed for the future of Nottingham.

Initial target market Vs Future strategic market

Finding clients is a challenge in itself. However, for buildings to require the planning permission, the designs need to become more sustainable, and our firm specializes in circular economy. Whereas other firms in the local vicinity will also need to take sustainability into account, but as we are already doing this, we have an advantage.

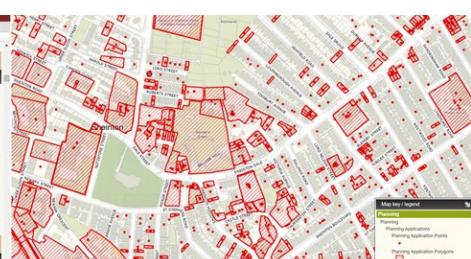
Insight mapping

By looking at our local vicinity to see why some buildings in Nottingham were denied planning permission, to root out if sustainability was one key aspect. However, some information is classified and not public information, I branched out into the wider area of Nottingham.

11 And 15 Perlethorpe Avenue

Nottingham NG2 4JZ

Planning permission on the windows was refused by virtue of material (uPVC) would be harmful to the historic and architectural character of the conservation area



STRATEGIES AND TACTICS

STRATEGIES	TACTICS
Ensure we know who our target audience is.	See what local businesses lack and build on this in our own business.
Get planning permission for our clients.	We design carbon neutral using circular economy meaning we are adhering to government guidance.
Keep audience aware of ongoing sustainability work.	Update regularly on Social Media.
Expanding our clientele.	Advertise regularly on Social Media.

A faint, grayscale photograph of a modern architectural complex. The building features a light-colored stone or brick facade with large, floor-to-ceiling windows. The roof is multi-tiered with prominent gables and a light-colored shingle or tile finish. The overall aesthetic is clean and contemporary.

SERVICES

In This Section

Initial Services (2028)

What Is Our USP?

Future Services (3031)

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Initial Services- 2028:

We provide the design of small, medium and large-scale structures for our clients.

Our small projects tend to be modular extensions that can be easily constructed and deconstructed too. These modular structures can grow to the client's needs and can be used for several different uses such as accommodation, office space or security booths.

Our medium scale buildings also usually follow the modular approach. This allows the whole design-finish process to be much faster, also usually less expensive. We like to explore new design technology and new materials for these projects. We are recently looking into using cork for wall and roof structures due to its ability to fit into the circular economy concept.

Our large-scale buildings aim to timber as the primary structural material and as little concrete and steel as possible. We have managed to design structures that only have concrete and steel foundations and the rest is engineered timber, not only for the primary structure but for the secondary structure too.

Our services will always put the circular economy concept first and we are constantly looking at new technology and materials to make our CO2 output as low as possible.

What is our USP?

Here at Infinity Studios, we pride ourselves in how we develop such low carbon designs. This ability enables us to apply and receive planning permission where other practices can't. Nottingham aims to be carbon zero by 2028, and Infinity Studios are ahead of the game.

Future services- 2031:

We aim to be designing completely carbon zero by 2031. We hope to have access to newly developed design technologies and new sustainable recycled materials for our structures. We will be up to our heads (but still happy!) with new projects due to our benefit to planning applications, and possibly be looking for an office extension so we can expand the capabilities of Infinity Studios.

CLICK THE LINK TO SEE EXTRA RESEARCH

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STRATEGIES AND TACTICS

STRATEGIES	TACTICS
Cater to all building types whilst keeping in line with our ethos.	Have 3 types of services outlining services for small, medium and large-scale buildings.
Ensuring quality of design is not compromised.	Discuss updates regularly with clients.
Using Materials that support our Ethos.	Using materials with low embodied carbon, and that can be inserted into a circular economy.

MARKETING

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Social Media

Social Media Upload Plan

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How Will We Market/Promote Our Company

Design Features Of The Website

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Architecture Of The Website

Strategies And Tactics

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Social Media

In our current generation, social media is the most prominent form of communication. Studies have shown that using social media as a technique for marketing is a powerful way for us to reach our target audience. Posting regularly gives our audience a better idea of who we are as people as well as allowing them to stay up to date with the company. Social media becomes a mini portfolio. We plan to manage our social media in house whilst we start-up but will reassess the need for hiring a social media manager after 3 years.

Week One Social Media Upload plan

Social Media Uploads					
Week	Post	Total number of posts	Content (Photo)	Caption	
				Instagram	Twitter
	Welcome to Infinity Studios Meet The Team	1 5	Infinity Studio Logo 5 x individual personal profiles	Welcome to Infinity Studio - a company wanting to make a difference Meet the team - (individuals name)	
Week One	Previous project - introduction to our work	3	Plan and 2x Sections of Salon project by Elizabeth Cowin	Passion for our work. Here at Infinity Studio we all have a passion for what we do, we channel this love into every single aspect of our projects and every detail is carefully thought about to align with our values and peoples needs Passion for our work	

Scan here or click the link to view the whole upcoming plan



<https://docs.google.com/spreadsheets/d/1X64qmGxGGqfJmpIKFBpfcuX6W6-PxokX/edit?usp=sharing&ouid=105253245853635380234&rtpof=true&sd=true>

Linktree

What is a Linktree?

A linktree creates one page that houses all the relevant links you need to promote your business. This allows for ease of navigation for the target audience and guides them to where they need to be.

How a Linktree is beneficial to our business?

Creating a Linktree for Infinity Studio creates one place to find the different platforms we've created. It keeps our client's interest for longer as they do not have to struggle in order to find what they are looking for. Our Linktree will include links to our social media platforms, our business card, our website, any upcoming events.

Our Linktree: <https://linktr.ee/infinitystudioarchitecture>

How will we market/ promote our company

We have chosen to become a RIBA chartered practice, so we get exposure from the RIBA client referral and have our name on "Find an architect". We will further aim to attend exhibitions where we can meet potential clients and connect with the industry. To promote the company online we have chosen to use social media marketing and google ads in order to be at the top of a search result on google. Advertising using traditional methods such as billboards and radio advertisements wouldn't allow us to target our intended audience.

Website- design features and tactics for the website

The website is designed to have a clear layout that anyone can navigate with ease. The color scheme reflects our positive ethos and creates an uplifting experience. Clients can meet who they'll be assuring to create their projects through the "meet the team" tab. Displaying our previous projects also gives clients the best way to see what form of project we will diverge towards. In order to engage our audience, we upload weekly blog posts and offer a subscription form for people to be notified about updates.

MARKETING

ARCHITECTURE OF THE WEBSITE



PUBLIC SECTION

This green bar has a list of key tabs showing things that we believe to be key information to allow easy navigation around the website.

Home

On the Home page we have our Ethos, a visual to show the type of work we produce, our projects, our social media links, blog posts and a contact us section. These are all key aspects that we want people to see first.

Why Choose Us

Here we tell visitors to our page that they will be able to get planning permission with us where others may struggle. We also show that we have 3 categories of buildings that we produce, to allow them to choose which suits them best before even contacting us.

Our Ethos

We show our ethos and the 5 points that our ethos is broken down into on this page. This simply shows what we stand for as a company.

Meet the Team

Here we show a picture and the history of each member of the practice to show who is involved and what roles they have. We also show their experience and contact details to allow people visiting the site to identify which person to contact.

Projects

We have added photos and information about our past projects to show what kind of building we can produce. This should bring in more business as people can imagine what kind of work we can produce for them.

Blog

Here we show that we are keeping up to date with current news and issues to show that we are aware of the needs of the world.

Contact Us

We have a section specifically for contact details incase people do not see them on the home page originally.

PRIVATE SECTION

This section is for the member of Infinity to use without its contents being available to the public.

Business plan

We post the business plan here to allow easy access for members of our studio. This is to remind them of our plans and rules to ensure they are following them. We have not posted this on the public section as we do not want our competitors to know our plans for the business.

Presentation plan

We have made a plan for the presentation we have on the 6th December. We will be able to use this plan for future events too, however some aspects will need changing.

Research

All research we have carried out is placed under this tab. As it is important for us to have access, however not important and too lengthy for the public to read.

LOGO

We have our logo at the top of the page to show the name of our company clearly so that people know what website they have reached.

STRATEGIES AND TACTICS

STRATEGIES	TACTICS
Reach target audience.	Pay for Ads and include links on business cards.
Regularly post on social media.	Plan posts and upload date in advance.
Clearly direct people to our website.	Create QR codes to link trees that direct them.



In This Section

Matthew Bingham – Website and Finance

Sarah Young – Researcher

Morley Spinks – Ethos and Design

Elizabeth Cowin – Admin and Training

Heema Mistry - Sustainability

Strategies And Tactics

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Matthew Bingham- Website and Finance Key relevant skill: Management, website development

Matthew has previous knowledge of managing the website during his work in practice. He learnt the skills needed to set up our website and maintain it with weekly blogs and projects. He also took a business and finance course in order to learn the skills needed to do the finances for the company as this is something he is interested in and has superior knowledge of.

Sarah Young- Researcher Key relevant skill: Knowledge of planning requirements and current news

Sarah has had experience in a Conservation practice as well as a studios specialising in sustainable design, meaning she has a wide range of knowledge on building regulations (current and those coming), listed buildings and sustainable building design. This means she is well suited to the role of keeping us up to date on current issues (weekly blog), evolving technology and materials and up and coming building regulations introduced to fight the ongoing climate emergency.

Morley Spinks- Ethos and Design Control Key relevant skill: Knowledge of timber structure

Morley has hands-on experience in construction and has immense knowledge of Materials and design methods allowing him to guide us on what processes and materials will best suit our Ethos. He has previous experience working for his family company installing CLT and Glulam structures and then a years work placement at Waugh Thistleton Architects which specialises in tall timber buildings which gives us the knowledge at Infinity Studios to make our 'Small, Medium and Large' design guide focusing on timber structures.

Elizabeth Cowin- Admin and Training Key relevant skill: Organisation

Lizzie is a very organised individual and takes control over the Admin of the company by dealing with customers, planning our weekly meetings, enquiries, paperwork such as (bills and rent) and ensures we are all up to date with the necessary CPD training. She has also created a plan of how to become a 'circular company' to ensure that we practice what we preach.

Heema Mistry- Sustainability Key relevant skill: Compassion

Heema has always had a passion for sustainability which stems from the desire to make a positive difference. Whilst working in practice at Foster and Partners she undertook small sustainable projects herself and was involved in some large-scale low carbon designs. Here she gained expertise knowledge on sustainable design features and materials that she has integrated into our own designs.

Plans for expansion of Infinity studios (new members after 2031?)

After three years, our business will have grown in experience and clientele, and we aim to be in a stable position so that we can hire more staff such as Part 1 and 2 students in order to give young Architects the same opportunities we had. We think it is important to immerse part 1 and 2 Architects in Sustainable design, retrofitting and concepts such as circular economy as this is what the future of Architecture will revolve around.

STRATEGIES AND TACTICS

STRATEGIES	TACTICS
Match people with their most suitable job role to create an efficient workplace.	Analyse people's past job experience and personal characteristics to match them to their best suited role.
Ensure people are satisfied in their job roles as the business evolves.	Offer opportunities to change job roles and have discussion's on job satisfaction.
Be inclusive so that we can be in line with the RIBA' goals.	Open new job opportunities to people from all backgrounds.

A blurred background image of a classroom setting. A teacher, a man in a dark suit and glasses, stands in front of a whiteboard, gesturing with his right hand. He is positioned behind a desk. In front of him, several students are seated in rows of desks, facing the teacher. The students are out of focus, with only their heads and shoulders visible.

RESEARCH AND EDUCATION

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Hosting Events

Lectures

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RESEARCH AND EDUCATION

What research did we carry out whilst setting up the company?

We have a private page on the website where our research is. Weekly, we looked at what was happening in the world in the form of a weekly blog. Some examples of what was covered are: COP26 and then the aftermath, the Earthshot Prize, CNDG Nottingham, and what will the planning guidance look like in 2028. These show us what is relevant in the world right now so we can cater to this. We have developed the theme of circular economy as well as carbon neutral designs as a result of seeing the ongoing Environmental crisis and the events and regulations that are proposed to try and counteract this.

Circular Economy

We researched the concept of Circular economy through online research and undertaking case studies such as the Cork House. We did this to understand the type of materials and processes such as dry joins used to create a circular economy so we could apply it to our own design.

Small, Medium and Large Precedent Studies

We decided on creating Small, Medium and Large 'packages' to detail the different approaches we will take to different scale of buildings as they will need different materials etc. For this we looked at 3 different precedents to see if the plans we had were achievable.

Materials

We carried out research on 'How timber can save the world' and 'what materials to use for what components and where do we get them from' to ensure we choose the right material for our structures as well as locating a local source to try and keep the embodied Carbon low.

Sustainability

We looked at materials and the concepts of Biophilia, Passivhaus and Circular Economy for our building designs to ensure they are consistent with our Ethos. We also looked at how to make our website and our business more sustainable which may not be something we can achieve initially, but we aim to implement the ideas in the future.

Training

For training, we looked at CPD training and the Sustainability in Enterprise scheme, as we all need to keep up to date with CPD training and the SIE scheme is a great opportunity to access a grant to implement any carbon reduction recommendations suggested in the scheme.

RESEARCH AND EDUCATION

CPD training

Continuing Professional Development (CPD) is something that we here at Infinity Studio must undertake in order to learn while we work and keep up with the high standards of our team as well as the everchanging regulations in the architecture industry.

Our team is obligated to undertake specific CPD requirements as RIBA Members. This includes:
Undertaking at least 35 hours of relevant learning each year

- Making sure half of your CPD is structure, whether this is face to face course, distance learning, or online
- Sending at least 20 of the 35 hours on the 10 mandatory RIBA Core Curriculum CPD topics (two hours per topic)
- Acquiring at least 100 learning points, reflecting your own assessment of what you got out of the activity
- Recording and keeping track of your CPD activities using the RIBA CPD recording tool

(RIBA, n.d.)

We recognise the importance of keeping up to date with changes in the industry and growing as Architects. CPD training allows us to stay passionate about our jobs and our Ethos while continuing to show us the importance of client satisfaction and regulation.

Some courses that we will attend over the next 12 months:



Passivhaus: On demand Club Ticket

English (GB)  Learning path



Planning update: what is good design and how to interpret and deliver it

Available for 12 Months

English (GB)  On demand



Practice Clinic: Growing a small practice

17 Nov 2021 16:00 to 17 Nov 2021 17:30

English (GB)  Webinar



Low carbon design: fuel poverty, indoor environment solutions and health

Available for 12 Months

English (GB)  On demand



Sustainable design: high performance, human centred, healthy design

Available for 12 Months

English (GB)  On demand



Ethical practice: challenges and rewards

Available for 12 Months

English (GB)  On demand

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RESEARCH AND EDUCATION

Sustainability In Enterprise



“The Sustainability in Enterprise (SiE) programme provides fully funded support and grants to reduce the carbon emissions of eligible Nottingham small and medium-sized enterprises (SMEs). SiE will help businesses improve their environmental performance across four key areas: People, Products, Processes and Premises.”

To us, educating others on how to become sustainable is just as important as designing buildings for the environment. We have been looking at many ways for us to provide education to others and the SiE programme allows us to directly take on new graduates and show them how to work with carbon in mind. This also gives us the chance to stay educated on ways we can make our company more sustainable and to continue to follow our overall Ethos.

What the sustainability in enterprise provides?

Grants for Graduates

Free recruitment support and a 20% grant towards the cost of hiring a university graduate on a 12-month placement

Workshop Programmes

Built in-house capacity to manage your carbon emissions via our bespoke carbon management programmes for SMEs, and develop graduate employees to develop sustainability advocates through our early careers development programme.

Sustainability Consultancy

Sustainability Consultancy from NTU professional and academic staff and students to help you understand and reduce your carbon emissions.

Carbon Reduction Grants

Receive up to £5,000 support to implement carbon reduction recommendation from your consultancy. The grant funds 40% of the overall cost.

Educating others

At Infinity Studio we think that it is just as important for us to educate other people on the positive changes that they can make to help the environment rather than us keeping our research private and only applying it to our designs. The difference we make needs to be done at a scale larger than just our company, so any information we can spread on the climate crisis crucial.

RESEARCH AND EDUCATION

Hosting Events

A way in which we plan to spread positive information about sustainability is by giving lectures as well as conducting research into how we can hold larger scale sustainable events in the future. We want to be able to educate both Architects and individuals about how they can make a difference and open their eyes to the impact that we are having on the world.

Lectures

Location

As our company is based in Nottingham, utilising both University Campuses is pertinent. These buildings are already set up to host large numbers of people with the technology already in place for any presentation we may have. This location also gives us easy access from as our office is within walking distance (no impact on the environment through travel)

Who

Our Lectures would be open to the general public to allow themselves to be educated on any topic we are discussing. We feel that everybody should have the privilege of learning.

Structure

The structure of our lectures would mainly be an information education-based activity, that goes in depth with information about the topic. This would stretch over a one-hour period, with the opportunity for feedback and discussions.

- Introduce Infinity Studio, who we are and what we believe [10 minutes]
- Introduce the topic of the lecture and related current world news [10 minutes]
- Open up discussion to audience about opinions and knowledge on lecture topic [5 minutes]
- Feedback from this discussion [5 minutes]
- Information and teaching about the topic (as well as links to our company) [20 minutes]
- Any questions or feedback from audience [10 minutes]

Upcoming Lectures



https://drive.google.com/file/d/1r1WPBqRr5Fr_wH5jGofhMeEwkVRllsOK/view?usp=sharing

Future Events



Another way in which we could network through Nottingham is by hosting bigger events. Through our start-up years we will research how we can host these events as well as where is the ideal place in Nottingham is to have them. As well as Infinity Studios holding a number of workshops and discussions through the events, it could house stalls that support small and local sustainable businesses around Nottingham. This uses them as a way to encourage people to buy ethically and brings all kinds of different people (target markets) together to educate them about the ways in which they can make a difference.

Local Sustainable Businesses:



STRATEGIES AND TACTICS

STRATEGIES	TACTICS
To produce a material type and building design that supports our ethos.	Research into suitable materials and circular economy precedents.
Working closely with students at local Universities.	Plan monthly lectures in NTU and UoN.
Have superior knowledge of sustainability.	Attend courses on sustainability.
Stay up to date with our 30hr CPD training.	Plan what courses each member will attend over the next year.
Stay up to date with legislation.	Regularly attend topics 4 and 5 of CPD training.
Provide education on sustainability for others.	Sustainability in enterprise, Blog and lectures for everyone.
Learn how to be a circular company.	Research environmental issues in the office and how to combat them. Invest in equipment that is environmentally friendly.
Stay educated on current issues.	Weekly research on world news.

FINANCE

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Strategies And Tactics

Our business has a projected revenue stream for a 12-month period. Over the time we must manage our finances by predicting our outgoing finances and accounting for financial hits such as a recession. If we were to get no projects in, we could survive for 22 months with the money we have in our bank. We have sourced income from all 5 shareholders of the business. As a company we have taken out a £35,000 business loan from a bank. This is to be paid back over a 4 year period.

An economic recession may reduce the number of projects we receive. The total outgoings of the business are £196.5k/annum including owners' withdrawal. This means we need to bring in close to 200k per year in projects. The supply chain for products and services may also increase their prices in which we must compensate accordingly to maintain business.

Diversification in business is important to stay afloat. We could start by expanding our range of criteria that we cater for in order to target ourselves to a larger audience. YouTube could also be an extra source of income. 30x40 design workshop does

This well. <https://www.youtube.com/channel/UCoc2ZM2cYas4DijNdaEJXUA>

30x40 also sells products such as notepads on their website.

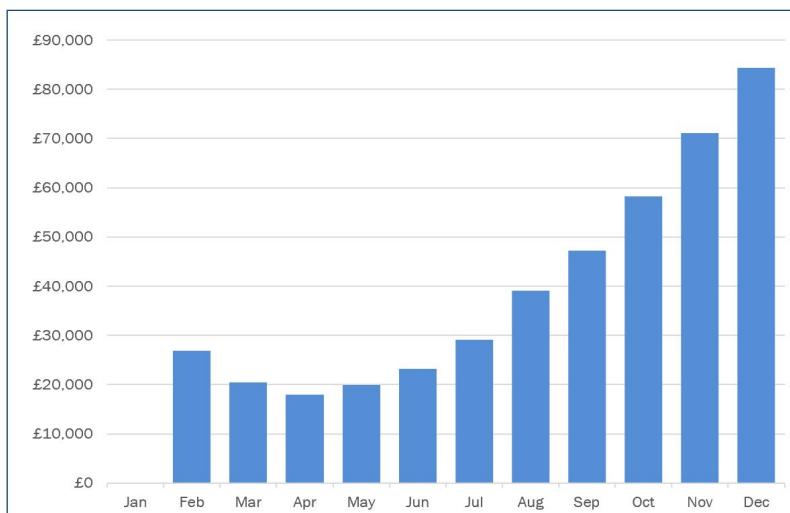
We can also work alongside other practices to gain connections in the industry and work with bigger projects that bring in a greater income. If they still align with our ethos.

We have also chosen to become a RIBA chartered practice. This costs £399/year. With being a chartered practice, we get listed on services such as "Find an Architect" and we can sue RIBA client referral so our business would get more exposure.

PP3

Cash Flow Chart with Future Fees

Month	Cash on Hand
January 2028	£0.00
February 2028	£26,885.00
March 2028	£20,485.00
April 2028	£17,982.50
May 2028	£19,887.50
June 2028	£23,193.00
July 2028	£29,141.65
August 2028	£39,133.67
September 2028	£47,254.10
October 2028	£58,276.27
November 2028	£71,115.19
December 2028	£84,400.49



Finance explanation.

Owner Contribution & Bank Loan

We have all put in an initial investment of £5000 equating to £25,000. A bank loan of £35,000 boosts that to £60,000. The prediction set out by the graph means that we will be able to hold up against out 1st years of business and have £80,000 in the account for the following year. This can be used to pay off a larger % of the loan or upgrade the business, more employees, larger office etc.

<https://www.fundingcircle.com/uk/small-business-loans-calculator/>

Advertising

Most business can be acquired through networking events which are free to attend. This means we can spend a minimal amount on advertising. This will however bump up our travel costs. The small amount dedicated to advertising will go towards social media, Twitter, Instagram and LinkedIn.

Travel

As we plan to attend a lot of networking events, for business, we expect to travel a lot. We also need to bear in mind travel costs to meet clients and site visits. A £250 budget allows for a £50 travel budget pp for a month.

Loan Interest

To start up our business we needed a big cash injection to get the ball rolling. The £35,000 loan taken out for 48 months means we pay back a small amount each month. In the event of a recession, we wouldn't have to worry about paying the loan back as it isn't a huge amount of our outgoings. The final amount to be paid back would be £40,455 at the end.

Materials & Supplies

The office need supplying with stationery and specialist architectural equipment. This requires a bigger initial fund and then becomes a steady monthly expense to get the supplies topped up.

Wages

We will manage our books by ourselves however we will still need an accountant to do our end of year accounts. Metrix accountancies, based in Loughborough, can do our books at the end of the year for £1000 as long as our turnover is less than £200,000. We can also claim part of that cost back in tax deductions at the end of the year.

<https://www.metrixaccountancy.co.uk/metrix-full-range-of-packages/limited-companies/>

Business rates

The business rates are kept low due to the small office size however being in the city increases them. We have a small office for now however as we grow in size we can upgrade in the future once the health of the company isn't as volatile.

Office Rent

We chose to rent an office space in the heart of Nottingham as it is a city we all know and love. The location also provides us with great access to the 2 surrounding universities where we can acquire new members of staff to join our business in the future. The city also has a strong network of public transport which fits into the ethos of our business.

<https://www.instantoffices.com/en/gb/available-office-space/nottingham/king-street-53934>

Phones

We will have a cheap company phone for clients to call us on. This benefit of a mobile phone over a landline as the ability to take it with us anywhere.

<https://www.carphonewarehouse.com/mobiles/pay-monthly-tariff.html#!/>

Repairs and Maintenance

Repair and maintenance costs are covered in the rent costs.

Cleaning

We get a cleaning service covered in the rent costs.

Sundries

A small fund of £50 a month will be used to keep the team happy with tea, coffee, milk, biscuits etc. We also plan to have a Christmas event and we have allocated an extra £400 to cover the cost of a meal for the team and close partners.

Initial Equipment Outlay

As a team we need a fair bit of technology to allow us to produce high quality work in a quick time frame. We all have our own laptops that we can use off site. 2 members have cameras which will be used for the company like the laptops. The money used for initial equipment outlays will go towards 3 high powered PC set ups within the office. The computers will be used for CAD and rendering. The systems will be setup in raid so the files are shared on a local drive that people can access on any system. A £100 monthly cost will be put towards failing components or upgrades.

Property Improvements

As we are renting our property we don't need to worry about improvements as this will be up to our landlord. If we want to upgrade in size, for example, we can investigate renting more space within the building.

Software Subscriptions

Our team is competent in using AutoDesk, Adobe and V-Ray. As these products also produce high quality results, we believe paying the extra price is worth it.

Utilities

This is covered in our rent cost.

Insurance

Public limited insurance – This insurance covers us against claims from the public to do with accidental damages to property or themselves. This would cover us in the event of a client visiting the office and tripping over, seriously injuring themselves.

Professional Indemnity Insurance – This covers us against a claim from a client who make take us up for things such as negligence, loss of documents/data, breach of contract and copyright and confidentiality. Run off insurance also covers us against this kind of stuff in a future case.

Employers' liability insurance – We will have to take this out by law once we hire someone however at the minute, we don't hire anyone.

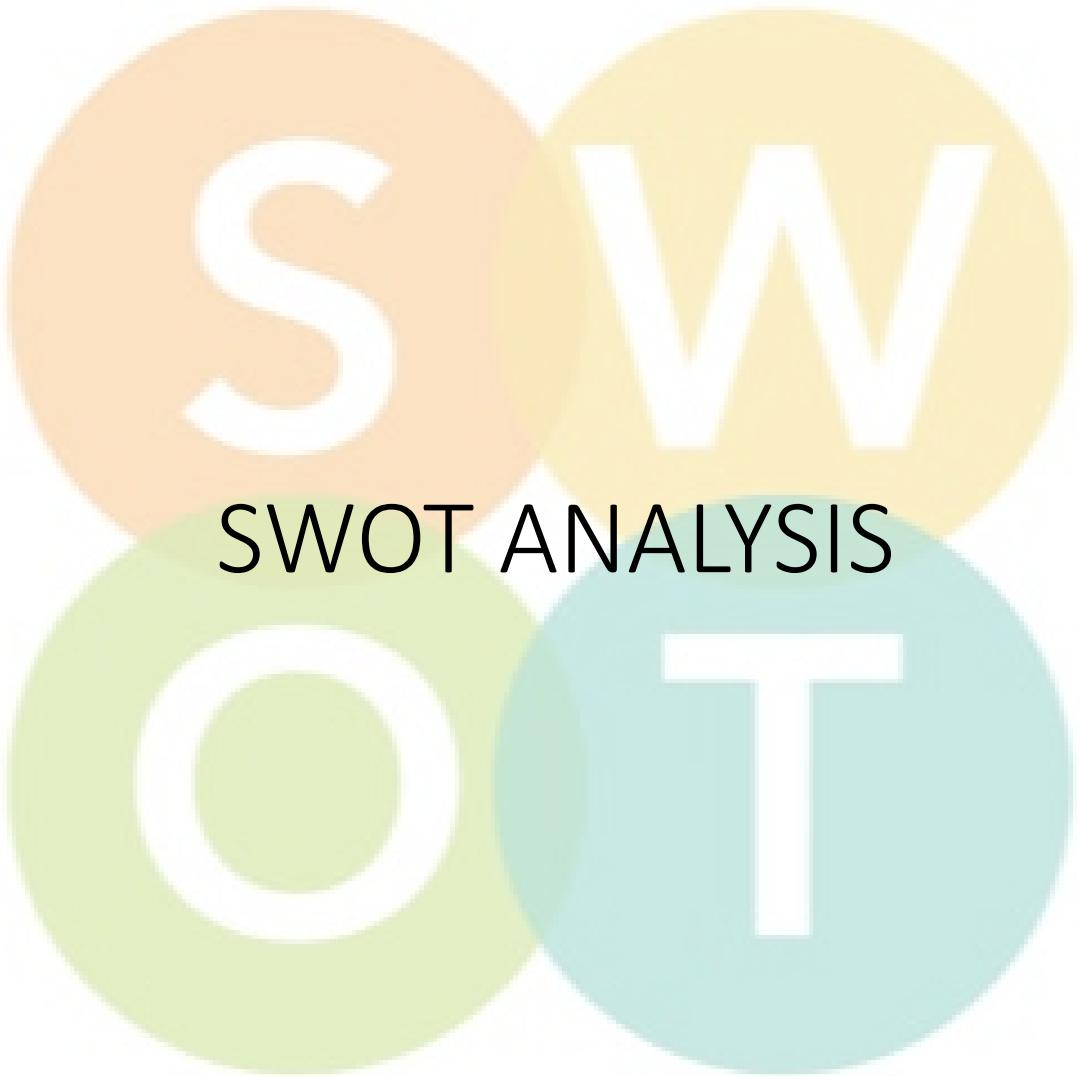
Product Liability Insurance – This can apply to us as we may be liable for a design that has resulted in the injury of someone who uses design we created.

Owners Withdrawal

We have chosen to pay ourselves £26,000 on a salary. This is a comfortable salary to live off without breaking the bank. As the company expands, we can increase our own pay.

STRATEGIES AND TACTICS

STRATEGIES	TACTICS
Minimise initial start-up fees	Starting in a smaller office and upgrading as company expands.
	Using pre-owned equipment.
	Starting at a low basic wage before upgrading as more jobs come in.
Staying afloat	Weekly meetings about incoming jobs and how best to tackle them.
	Planning and distributing money that comes in.
Minimising reliance on external loans.	Each Architect is giving 5k and becoming a partner.

A diagram illustrating the SWOT analysis framework. It consists of four overlapping circles arranged in a diamond shape. The top-left circle is orange and contains the letter 'S'. The top-right circle is yellow and contains the letter 'W'. The bottom-left circle is light green and contains the letter 'O'. The bottom-right circle is teal and contains the letter 'T'. The overlapping areas of the circles represent the intersections of the four categories: Strengths (S), Weaknesses (W), Opportunities (O), and Threats (T).

SWOT ANALYSIS

SWOT ANALYSIS

Strengths-

- Strong knowledge of the circular economy and how our designs will meet it.
- Ability to gain planning permission where other practices cannot.
- Ability to apply sustainable materials to all building scale designs.
- Confidence in acquiring jobs past 2028.
- All of us are partners so we have equal involvement in the company.
- All of us live in Nottingham so the office is accessible.

Weaknesses-

- We are a new business and we do not have previous knowledge of running our own practice- only working for one.
- We are all equal shareholders which may result in arguments as there is no 'Owner' of the company.
- We rely on a stream of jobs otherwise we will have no income as we have not been set up long enough to produce a large 'back up' sum of money to fall back on.
- Circular Economy is a relatively new concept and there are not many examples of it to base our business off (however this is something that the council aim to be exploring by 2028 and so we will have support).

Opportunities-

- As pioneers in the Circular Economy field (as it is a new concept) we will have more experience than others when the concept is developed.
- Working with Nottingham city councils' carbon neutral plan for Nottingham in 2028 by which we "Undertake research with partner to facilitate a local circular economy for material reuse in construction to reduce emissions, costs and improve sustainability"

Threats-

- There is competition from other local businesses that will be attempting to become more sustainable as a result of the 2028 Carbon Neutral Guide in Nottingham.
- The nature of starting a business come with the economic uncertainty, in the future a recession could happen that we need to be prepared for
- Constant changing of regulations that we need to keep up to date with in order to keep our jobs
- Members of the team wanting to drop out of the company in the future, wanting to take their shares
- Risk of not getting enough work or clients to stay financially afloat
- Material shortages that mean we can't design with materials that fit into our ethos
- Not being able to employ passionate (about our ethos) and educated workers if we choose to expand
- Market trends changing
- Keeping up to date with new software, could be hard to learn since we are not in education anymore and we are comfortable with what we know.



Political

We argue that the circular economy agenda might greatly benefit from the field of responsible innovation. This argument centres around the EU funded project 'A Just Transition into circular economy' which aspires to address the present shortcomings of circular economy.

Foreign trade

Aims to transform the current linear economy into a circular model to reduce consumption of finite material resources by recovering from waste streams for recycling or re-use, using products longer and exploiting the potential of the sharing and services economy.

Tax

Taxation done the right way can nudge business and investors from the take-make-use-waste paradigm to a resource efficient circular economy, based on new innovations and business models for reuse, repair, remanufacture and recycling.

Economic

When discussing circular economy growth comes from 'within', by increasing the value derived from existing economic structures, products, and materials.

Exchange rate

Unique characteristic of alternate currencies could help fuel the transition into circular economy. Alternate currencies can increase the resilience of economies by supplying local and regional economies with a more reliable means of exchange during times of economic turbulence. Also, because they are not interest-bearing debt, alternative currencies don't encourage speculation or rent seeking. Instead facilitate local value creation, resulting in a more inclusive and equitable society and more empowered local communities.

Unemployment rates

Circular policies should have a positive impact on employment in the future. However, there is not much data. The most effective tool is to reduce labour taxation while taxing environmentally Negative activities

Social

By 2050 the global population would reach 9 billion. 55% of which will be living in cities, high density places of at least 50,000 inhabitants. The pressure on natural resources will increase, while new infrastructure, services and housing will be needed.

Climate

If we adopt the circular economy to make and produce materials, products and food, we begin to see the picture of a resilient net – zero world. The transition to renewable energy is vital if we are to tackle climate change.