



# IMPACT REPORT 2024/5

Measuring our impact through to March 2025

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INSANITY

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## A NOTE FROM OUR FOUNDER & CEO

ANDY VARLEY

When I started Insanity from my teenage bedroom in 1997, I knew I wanted to do things differently. I didn't have a grand plan, just a belief that people, not profit, should drive our business. Leadership focused on culture rather than ego. Nearly three decades on, those values remain at the heart of everything we do.

We have grown from a one-person operation into a global entertainment company representing some of the most talented and exciting clients across music, creators, and entertainment. But with that growth comes responsibility to our team, our talent, our industry, our community, and our planet.

Becoming a certified B Corp in 2024 was a huge moment for us. Not just because of the rigorous standards we had to meet, but because it marked the start of something bigger: a long-term commitment to balancing people, purpose, and profit; and a clear strategy to keep us focused.

This report gives us an opportunity to reflect on that journey, to celebrate what we've achieved, identify where we still need to improve, and share our ongoing commitment to driving positive change. It's about building a business that's not just commercially successful, but sustainable and fair and honest.

We recognise that our work on sustainability and supporting our people is a journey of continuous improvement, one that will never be complete.

Still, we are proud of what we've achieved so far: introducing industry-first mental health benefits, building inclusive career plans, supporting charity partners in our community, providing access to our industry for candidates from diverse backgrounds, and reducing our environmental impact. While we can celebrate these wins, we're very aware there is more to be done and we're even more excited about what we can achieve next.

Our industry is changing fast, and we want to help shape its future - one where equity, inclusion, and responsibility are at the core. And beyond our industry, it's my belief that all businesses should operate as a force for good, which is why we will join the Better Business Act in 2025.

We're by no means perfect, but we're learning, evolving, and staying true to our belief that doing the right thing is always worth it in the long run.

Thank you for being part of our journey.

Andy.

# A BIT ABOUT US

**INSANITY**



# ABOUT US

## INSANITY

### Founded in 1997

Insanity is a proudly independent group of entertainment companies built around **three core pillars**: **talent representation**, **music rights**, and **content production**. While each arm of the business is distinct, they are united by a single purpose: to **champion creativity and empower talent to thrive**.

1997



### Talent Representation

Our core business is talent representation, which drives the majority of our revenue. We represent **top-tier talent** across TV, radio, music, podcasting, and **digital platforms**, including some of the UK's most recognisable names. Our clients include **Maya Jama** (host of *Love Island*), **Roman Kemp** (*The One Show*), **Sam Thompson** (HITS Radio and *Staying Relevant* podcast), **Zara McDermott** (BBC documentaries), and the creators of **My Dad Wrote A Porno**, one of the world's most successful comedy podcasts.

Alongside household names, we also support rising stars such as **Adeola Patronne** and **Mariam Musa** (Channel 4.0 and *Deep It*), acclaimed actors like **Kola Bokinni** (*Ted Lasso*), and bestselling authors **Louise Thompson** and **Alice Liveing**.

Collectively, our clients have over **250 million social media followers** and regularly feature on the covers of leading publications including **British Vogue**, **Grazia**, **Notion**, **Sunday Times Style**, and **Men's Health**.

2015

### Music Rights

In 2015, we launched **Insanity Records**, which has since grown into a boutique label with global reach. Today, it represents artists such as **Tom Grennan**, **Joy Crookes**, **Bradley Simpson**, and **Baby Queen**. With more than **5 billion streams** to date, 2025 will mark a decade of nurturing and breaking some of the UK's most exciting musical talent.



### Content Production

In 2023, we expanded into **content production** with the launch of **Insanity Studios**, a boutique studio focused on audio-visual storytelling with multi-platform distribution. The studio develops original formats for broadcasters and streamers, including the hit **BBC commission You About?**, and it is quickly establishing a reputation for distinctive, talent-led content.

2023

## INSANITY

2024



### Our B Corp Journey

As an owner-managed business, rapid growth brought both opportunity and responsibility. Between 2021 and 2022, turnover increased by 72% in a single year, and we recognised the need for a framework that could guide our decision-making and keep us accountable. That led us to begin the B Impact Assessment in 2022.

Becoming a B Corp was a team effort, supported by external specialists, and over two years we identified areas for improvement and worked through an ambitious plan. Although we began with a baseline score of 63, the process stretched us and became one of the biggest challenges we've faced as a business. In August 2024, we were **proud to certify as a B Corp**.

Certification was not the end of the journey but the start of a longer-term commitment. It legally embeds our responsibility to people and the planet into how we operate, and it continues to shape our strategy.

Since beginning this journey, we have reimagined how we support our team by introducing **market-leading benefits** and **career development initiatives**. With the help of mental health specialists, we implemented a protocol for responding to talent **mental health** crises and trained our staff to provide support when it matters most. We have deepened our involvement in our **community** through donations, time, and expertise, and we have **reduced our environmental impact** by carefully reviewing how and where we buy and by moving into a carbon-neutral office.



## OUR COMMITMENT

INSANITY

Insanity has always been about pushing boundaries and creating new paths for talent to shine. Becoming a B Corp has strengthened that mission, ensuring our growth aligns with our values. We are committed to building a more inclusive and sustainable entertainment industry, one that reflects the world we live in and amplifies voices that deserve to be heard.

This is not about recognition or self-congratulation. It is about doing the right thing, and continuing to do it. We know there is more work ahead, and we are open about the challenges as well as the wins. Our ambition is to make sure our actions continue to match the promises we make, and we hope others will join us in creating a future that works for everyone.



# OUR MISSION STATEMENT

Created by our team,  
to guide our company

INSANITY

## OUR PURPOSE

To boldly empower  
creatives\* in a  
meaningful way.

\*If you [ ], you are a creative.

## OUR MISSION

To amplify all voices to  
be extraordinary and  
entertain the world.

## OUR VISION

To lead the way in  
creating stories for  
everyone that inspire  
and live on.

How our  
colleagues  
describe  
Insanity...



Fun. Collaborative.  
**Creative. Vibrant.**  
Energetic. Exciting.  
Ambitious. Progressive.  
**Forward-thinking.**  
Innovative. Impactful.  
**Meaningful. Fulfilling.**  
Supportive. Caring.  
Honest. Passionate  
**Outspoken. Diverse.**



# OUR B CORP JOURNEY



## OUR B CORP SCORE

B Corp's are businesses that meet high standards of social and environmental performance, accountability, and transparency. To certify, companies complete the **B Impact Assessment** (BIA), a rigorous points-based system that evaluates performance across five key areas: **Governance, Workers, Community, Environment and Customers**.

Although going forwards there is a new framework, certification has historically required a minimum score of 80 points. In 2024, our verified B Impact Score was 83.3, up from a benchmark of 63 when we first began the process in 2022.



**83.3**  
Overall B  
Impact Score

**80**  
Qualifies  
for B Corp  
Certification

**50.9**  
Median Score  
for Ordinary  
Businesses

# OUR 2024 SCORE BREAKDOWN

19.8

Governance

32.2

Workers

20.0

Community

8.8

Environment

2.2

Customers

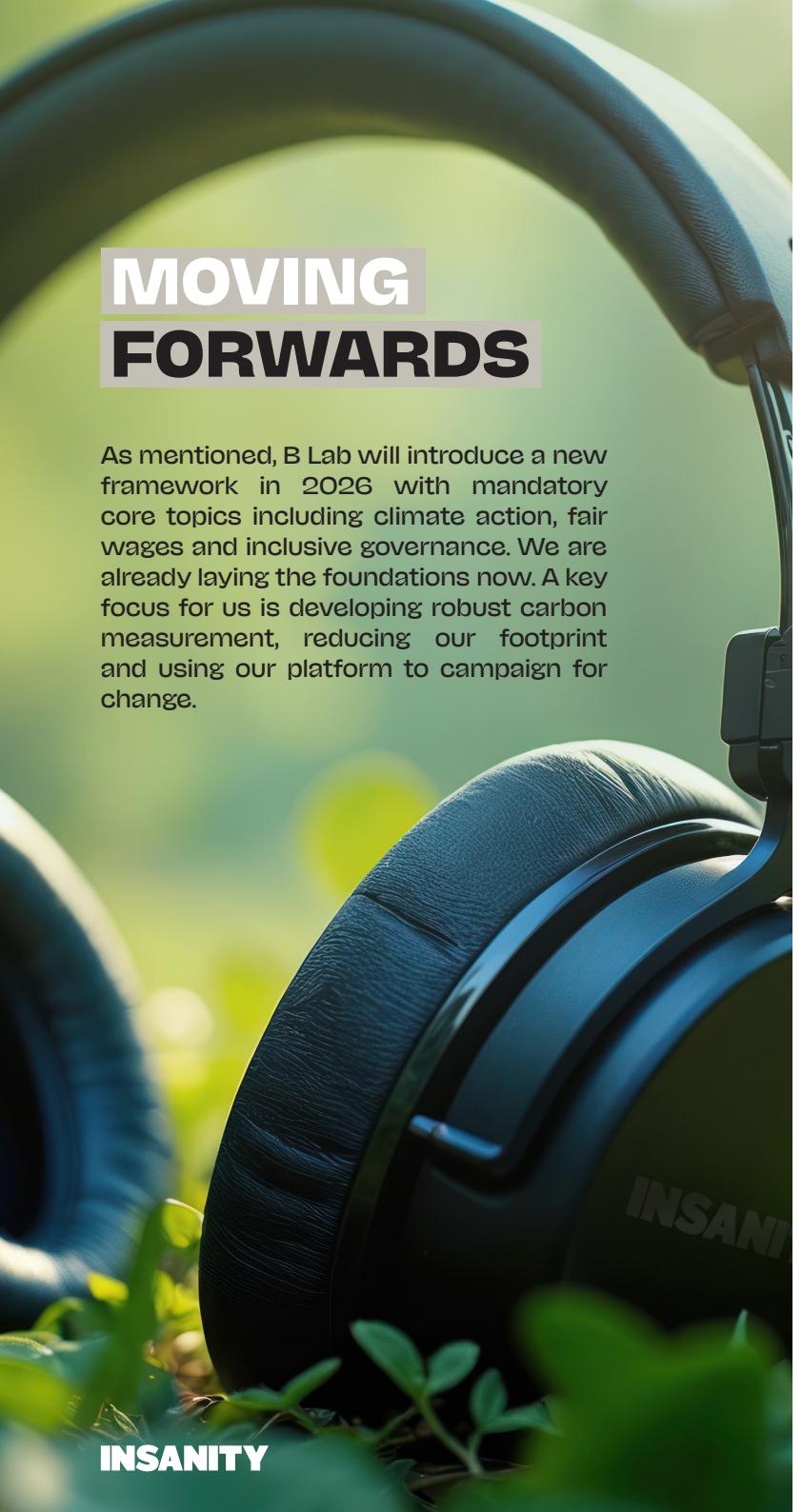
Our strengths lie in **Governance, Workers and Community**, reflecting our culture of accountability, industry-leading colleague benefits and community partnerships. We know there is more to do in Environment and Customers, and these will be our priority areas moving toward re-certification.



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**"Becoming a B Corp isn't the finish line. Our score of 83.3 is just the beginning of a much bigger journey."**

**Helen Gleave, Group Managing Director**



# MOVING FORWARDS

As mentioned, B Lab will introduce a new framework in 2026 with mandatory core topics including climate action, fair wages and inclusive governance. We are already laying the foundations now. A key focus for us is developing robust carbon measurement, reducing our footprint and using our platform to campaign for change.

## HIGHLIGHTS FROM OUR IMPROVEMENT PLAN

During our journey to certification, along with our consultants at Seismic, we created an improvement plan to help identify where we could be doing better. This plan gave us a roadmap to follow to track our progress.

### **Holding ourselves accountable**

- ▶ Changed our Articles of Association so Directors are legally required to consider all stakeholders, not just shareholders.

### **Caring for our colleagues**

- ▶ Best-in-market private healthcare from day one (no excess).
- ▶ Unlimited mental health support and paid access to a wellbeing app of choice.
- ▶ Enhanced maternity and paternity leave.
- ▶ Employee assistance programme supporting colleagues and families.
- ▶ Paid charity leave and payroll giving with company match.
- ▶ Confidential whistleblower system and anonymous feedback tools.
- ▶ External coaching, training and structured development programme.
- ▶ Two personal development days each year away from work.

### **Prioritising inclusivity in entertainment**

- ▶ Working with the Personal Managers Association to design best practice guidelines for clients with disabilities.
- ▶ Partnering with Shadow To Shine to widen access to the industry, including delivering employability programmes in producing, artist management and A&R.

### **Reducing our impact on the planet**

- ▶ Introduced Sustainable Practices and Local & Sustainable Purchasing policies to vet suppliers for ethical and low-impact operations.
- ▶ Opened a carbon-neutral office with a BREEAM Excellent rating.



# GOVERNANCE



## GOVERNANCE

INSANITY

Good governance is about more than processes. For us, it is about trust, accountability and making decisions that reflect our values as much as our commercial goals. As an owner-managed business, we know the importance of having clear systems that protect our colleagues, our clients and our community while giving our Directors the tools to lead responsibly.

We made significant progress during the certification process and the year that followed. We strengthened our internal systems with a specialist platform for invoice approvals to reduce fraud risk. We launched a formal ethics and whistleblowing reporting system, independently overseen by Safe Call, to ensure colleagues always have a safe channel to raise concerns. We also began quarterly governance discussions at board level to maintain oversight and accountability.

Beyond compliance, we are building governance into how we spend and invest. A new Preferred Supplier List now guides our purchasing decisions with greater transparency. And as revenues continue to grow, we once again chose not to pay dividends, instead reinvesting profits into enhancing the colleague experience and making new hires to support long-term growth.

# Governance

## What we said we'd do

Implement a formal ethics policy.

## What we did

- Our policy is now embedded in our handbook with an abridged poster version in each of our bathrooms, including a QR code to the long form version. The policy is also part of our colleague induction process.

## What we said we'd do

Review the company's Mission statement.

## What we did

- The whole business participated in a staged piece of work where we created a new Purpose, Mission and Vision statement reflecting why we exist and our future ambition.

## What we said we'd do

Design an effective whistleblowing procedure.

## What we did

- We retain a specialist company called Safe Call to receive reports from any stakeholder of the business. We have a process in place to manage circumstances where a report may be made about leadership. Wooden QR codes are placed around the office and in the bathrooms linking to our whistleblowing service. The link is also on our website.

## What we said we'd do

Make our policies easily accessible.

## What we did

- Our policies are now all contained in one web link with QR codes on our colleague notice boards linking to them.

## What we said we'd do

Strengthen our financial controls.

## What we did

- We have implemented a specialist platform that all colleagues must use for expenses and submitting supplier invoices for payment, with threshold controls to ensure accountability throughout the business.

## What we said we'd do

Implement committees across our business with the intention of democratising decision making diagonally across the business.

## What we did

- So far the business has three committees:
  - DE&I committee
  - Charity and volunteering committee
  - Social committee
- These committees are 'leadership light' and meet regularly and have delegated authority to make tangible decisions.

## What we said we'd do

Implement a regular meeting of senior colleagues to specifically discuss governance and make shared decisions.

## What we did

- We hold a quarterly governance meeting where leadership meet and work through a structured agenda and discuss risk and compliance, and make decisions as a team.

## What we said we'd do

Build environmental and sustainability goals into job descriptions and performance reviews, including at leadership team level.

## What we did

- All of Job Descriptions now have ESG objectives embedded within them and these are measures in each colleague's annual growth plan document.

## Plans for the next 12 months

1 We will sign the Better Business Act

2 We will build on our Mission, Vision and Purpose work by working with colleagues to create shared values that will guide our decision making

3 We will make our policies clearer by designing guidance sheets for key policies to sit alongside our handbook



# INSIGHTS FROM OUR MISSION, VISION AND PURPOSE WORK

INSANITY

When we came together to shape our mission, vision and purpose, the process became less about writing statements and more about listening to each other. In those workshops, colleagues shared what excites them about Insanity, what they're proud of, and what they hope to see in the future.

What we heard most often was how much people value our culture. **"There is no hierarchy, everyone's got a voice,"** one person said, describing the openness that allows ideas to flow. Another reflected, **"Everyone's rooting for you to do well and progress"** capturing the spirit of support that runs through our teams.

Creativity and innovation also came through strongly. Colleagues spoke about the buzz of working somewhere that is always trying new things, not just for the sake of being first, but because it keeps the work meaningful. As one colleague put it, **"We seem to be the first to try new things... there is no sense of being static."**

There was also a strong sense of responsibility to those we represent. Many shared stories of advocating for talent and pushing for fairness in places where the industry often falls short. One example stuck with us: **"We pushed for language within the contract, and we won, making the client more comfortable on set. This is enacting real change."**

Looking ahead, people expressed a desire to keep widening the circle, through more diversity in our teams and rosters, greater inclusion in the industry, and deeper connections within our local community. For many, the hope is that Insanity can continue to remove barriers and open doors, whether that's through apprenticeships, charity work, or simply by representing voices that aren't always heard.

Taken together, these conversations reminded us that our purpose isn't just written on paper. It lives in how we support one another, the choices we make for our talent, and the way we try, in small but deliberate steps, to shape a fairer and more inclusive industry.

OCT  
2024

Team Workshops

NOV  
2024

Vision Wall

DEC  
2024

Team Surveys

JAN  
2025

In person focus group workshop

MAR  
2025

Published

# PEOPLE





# PEOPLE

People are at the heart of everything we do. Our business is built on human creativity, collaboration and care. Without our **colleagues**, **clients** and **community**, none of what we achieve would be possible.

That is why we measure our 'People Impact' across **three areas**:

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01 } Our Colleagues

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02 } Our Clients

---

03 } Our Community

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# 01

## OUR COLLEAGUES

We are committed to ensuring that every colleague's journey with us begins on a strong and supportive foundation. From day one of employment, all colleagues receive a **comprehensive benefits package** including **private healthcare, enhanced pension, and additional wellbeing leave**.

In 2024, we proudly became a **Living Wage Employer**, reinforcing our commitment to offering competitive salaries in today's challenging economic climate. We also launched an ambitious annual training and development programme, including an updated **DE&I training course** commissioned by our DE&I committee.

Beyond these core benefits, colleagues gain access to additional perks after successfully completing their probation, such as:

-  Paid birthday leave

-  An annual £50 contribution toward a wellbeing or fitness app of their choice

-  Two paid volunteer days each year

-  Two days each year for personal development away from work

To ensure every voice is heard, we introduced new feedback channels, from QR-coded anonymous forms to Breakfast with the Board, where small groups of colleagues meet directly with a Director to share experiences and insights.

For the first time, we also measured both our gender pay gap and colleague engagement scores. These steps have given us a clearer picture of where we stand and where we need to improve, helping us hold ourselves accountable to our people.



#### SHARED OWNERSHIP:

We increased our share option pool by

# 5%

to deepen our culture of shared ownership and long-term alignment, we increased the employee and stakeholder share option pool.

This initiative empowers our team with greater equity participation, reinforcing our commitment to inclusive growth and ensuring that the value we create is more equitably shared among those who help build it.

**INSANITY**

#### EMPLOYEE DIVERSITY:

Our 2024/5 colleague engagement survey indicated that we currently have

# 70%

Female colleagues.

Next year we commit to reporting on the demographics of non white colleagues and disabled colleagues

## Colleagues

### What we said we'd do

Introduce new accessible ways of receiving feedback.

### What we did

- We have introduced QR code anonymous feedback links which are placed around the office and on the colleague notice board.
- We have an anonymous bi-annual survey.
- We launched our Breakfast with the Board sessions, which are bi-annual small group breakfasts with colleagues and a Director.

### What we said we'd do

Introduce a formal growth and training plan for every colleague in the business and review it every quarter.

### What we did

- We designed a formal growth and development plan to be implemented at the start of the year for every colleague, although we didn't roll this out until later in 2025 and so acknowledge that we could have done better here.
- We launched a full holistic training calendar with workshops from external facilitators.

### What we said we'd do

Upgrade our benefits package.

### What we did

- Every full and part time employee now enjoys a comprehensive perks package from day one of employment, which includes private medical insurance and a cycle to work scheme.
- We introduced additional wellbeing leave such as paid emergency family leave and birthday leave.

### What we said we'd do

Become Living Wage Accredited.

### What we did

- We are now accredited and our minimum wage for full time colleagues is £28,000 p.a.



## Plans for the next 12 months

- 1 All colleagues will benefit from life insurance to improve financial security
- 2 Roll out the formal growth and development plan for every colleague in the business
- 3 Commence the apprenticeship scheme
- 4 Increase the colleague training budget

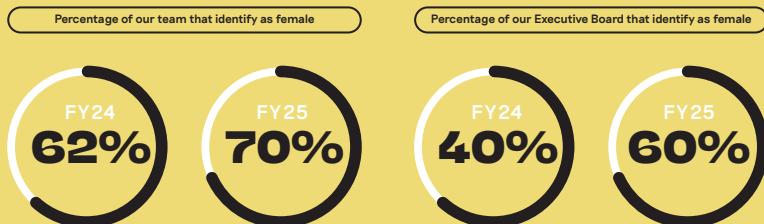
# PAY EQUITY

## RESULTS FROM OUR FY25 GENDER PAY GAP REPORT

We are proud to report strong gender representation across our teams, with women now making up **70%** of our total UK workforce.

Our small executive team has shifted from male-majority to female-majority representation, and while we consider gender diversity to be broadly equitable, we acknowledge that gender equity is just one part of the picture when it comes to the diversity of our teams.

### Gender Representations (UK Only)

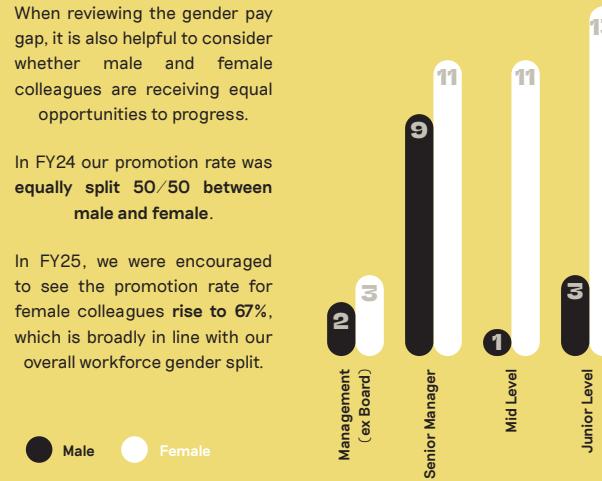


## HOW MALE AND FEMALE COLLEAGUES ARE REPRESENTED IN DIFFERENT ROLES WITHIN OUR BUSINESS

When reviewing the gender pay gap, it is also helpful to consider whether male and female colleagues are receiving equal opportunities to progress.

In FY24 our promotion rate was equally split 50/50 between male and female.

In FY25, we were encouraged to see the promotion rate for female colleagues rise to 67%, which is broadly in line with our overall workforce gender split.



## ACTIONS TO IMPROVE DISPARITY

The leadership team is committed to building a workplace where everyone feels respected and represented. In addition to the data that we already collect, in FY26, we will begin collecting anonymous demographic data beyond gender to better understand the diverse characteristics of our team.

This is an important step in identifying where we can grow, addressing disparities, and ensuring that our workplace is equitable and inclusive for all.

## IN ADDITION, WE HAVE COMMITTED TO:

- ▶ Transparantly share clear salary brackets across all roles to ensure fairness.
- ▶ Support career development for women with uniquely tailored leadership training programmes
- ▶ Run all job specifications through a gender decoder to avoid biased language
- ▶ Initiate an initial review of recruitment and screening practices using a selection of colleagues from across the business to ensure inclusive, equitable processes accessible to people of all backgrounds, repeating this periodically
- ▶ Periodically review promotion rates within the business to ensure fairness and equity

## GENDER PAY GAP

measured using a 'mean average', including bonuses

	FY24	FY25
UPPER QUARTILE	<b>-60%</b>	<b>-49%</b>
UPPER MIDDLE	<b>12%</b>	<b>4%</b>
LOWER MIDDLE	<b>22%</b>	<b>5%</b>
LOWER QUARTILE	<b>-2%</b>	<b>-14%</b>
<b>TOTAL PAY GAP</b>	<b>5%</b>	<b>12%</b>

In the UK, gender pay gap reporting customarily splits colleagues into four equal groups based on their hourly pay, ranked from lowest to highest.

These groups are referred to as 'quartiles' and are used to identify whether women are paid less than men at each pay level.

The statistics to the right show that in FY25, male colleagues on average earned **12% more** than female colleagues:

While we continue to strive for pay equity, our overall gender pay gap widened this year. We consider that this is largely due there being significantly more women in junior roles vs men, such as our Talent Coordinator role, which then impacts the overall mean figures. We do typically receive significantly more applications for these roles from women, which demonstrates a recruitment challenge for these specific roles within our industry and one which we are working on.

Despite this, when we examine pay within specific roles, we are encouraged by the narrowing of gaps and the growing parity in several areas.



# 02

## OUR CLIENTS

Our clients are storytellers, and we have a responsibility to help them create impact too. In 2024, we worked with external experts to build mental health protocols for talent and trained our full team on supporting clients in crisis.

We also began exploring how our production work can highlight underrepresented voices and better reflect the diverse communities we serve. Looking forward, we see this as a significant area for growth, and we are establishing a Talent Engagement Committee to develop tools, feedback channels and values-led strategies alongside our clients.

We built  
**mental  
health**  
protocols for supporting  
clients in crisis.

## Clients

### What we said we'd do

Develop better support systems for clients when they are in mental health crisis.

### What we did

We engaged with specialist clinical psychologists to design mental health protocols for our team to support clients in times of mental health illness or crisis.

### What we said we'd do

Engage with clients for feedback when they decide to move on.

### What we did

We now offer all departing clients an exit interview where we are able to secure feedback so that we can consider improvements.

### What we said we'd do

Train our client facing team on how to manage mental health presentations from clients.

### What we did

Our client facing team received training from specialist entertainment clinical psychology organisation 'Xception'.

### What we said we'd do

Support the Personal Managers Association (PMA) on guidelines for working with disabled talent.

### What we did

We attended a working group with the PMA and supported the drafting of guidelines for working with disabled talent.

## Plans for the next 12 months

- 1 Engagement committee - We see this area as an opportunity for growth and we're committing to building more tools, feedback channels, and values-led strategy with our clients.
- 2 Train team members in becoming Mental Health First Aiders
- 3 Began process of designing a materiality survey to better understand what our stakeholders feel passionate about and to help us make a more meaningful impact



**INSANITY**

# 03

## OUR COMMUNITY

In the past year, we have deepened our commitment to community engagement through new initiatives and partnerships.

One key milestone was the launch of our matched payroll giving scheme, allowing colleagues to donate to a charity of their choice with the company matching contributions up to a capped amount. Nearly 50% of our workforce also took part in volunteering activities, using the two paid volunteer days available to every colleague each year.

We strengthened our partnership with Shadow to Shine, delivering a second round of employability workshops to open pathways into the entertainment industry for underrepresented voices. Young participants had the chance to shadow talent managers and producers, gain insights into music and media, and develop practical skills through hands-on experience. These sessions helped build both confidence and career readiness for individuals from marginalised backgrounds.

# Community

## What we said we'd do

Implement a volunteering policy where our colleagues can take 2 days each year, as paid leave to volunteer for a charity.

## What we did

- This has now been formalised and the business arranged for the team to give back to a variety of charities including Choose Love, Women at the Well and Shadow to Shine.

## What we said we'd do

Provide our internal skills and experience to support charities utilising more initiatives like our employability course with Shadow to Shine.

## What we did

- In September and October, Insanity ran a weekly "Ready for Work" programme in partnership with Shadow to Shine, providing underrepresented young people in London with employability training.
- We welcomed students for work experience from the Wilmington Academy students.
- We launched an Apprenticeship programme with BCE Academy.

## What we said we'd do

Increase our cash donations to registered charities by at least 10% year on year.

## What we did

- For two years now we have publicly disclosed what donations we made and to who. Our donations totalled:
  - FYE24 £5358.80.
  - FYE25 £6127.33.

## What we said we'd do

Delegate the decision making on charitable giving away from the leadership team and into a committee made up of representatives from our teams.

## What we did

- Our committee now decide on all donations and canvas the team's views via pulse surveys.

## What we said we'd do

Implement a payroll charity giving initiative where Insanity will match colleague donations up to £10 per colleague per month.

## What we did

- This has now been implemented with £470 inclusive of colleague contributions donated during the financial year 2024/5.



## Plans for the next 12 months

- 1 All colleagues will benefit from life insurance to improve financial security
- 2 Roll out the formal growth and development plan for every colleague in the business
- 3 Commence the apprenticeship scheme
- 4 Increase the colleague training budget

# CHOOSE LOVE



## THIS WAY

@cho  
www.choose.love

In 2024/5 we had

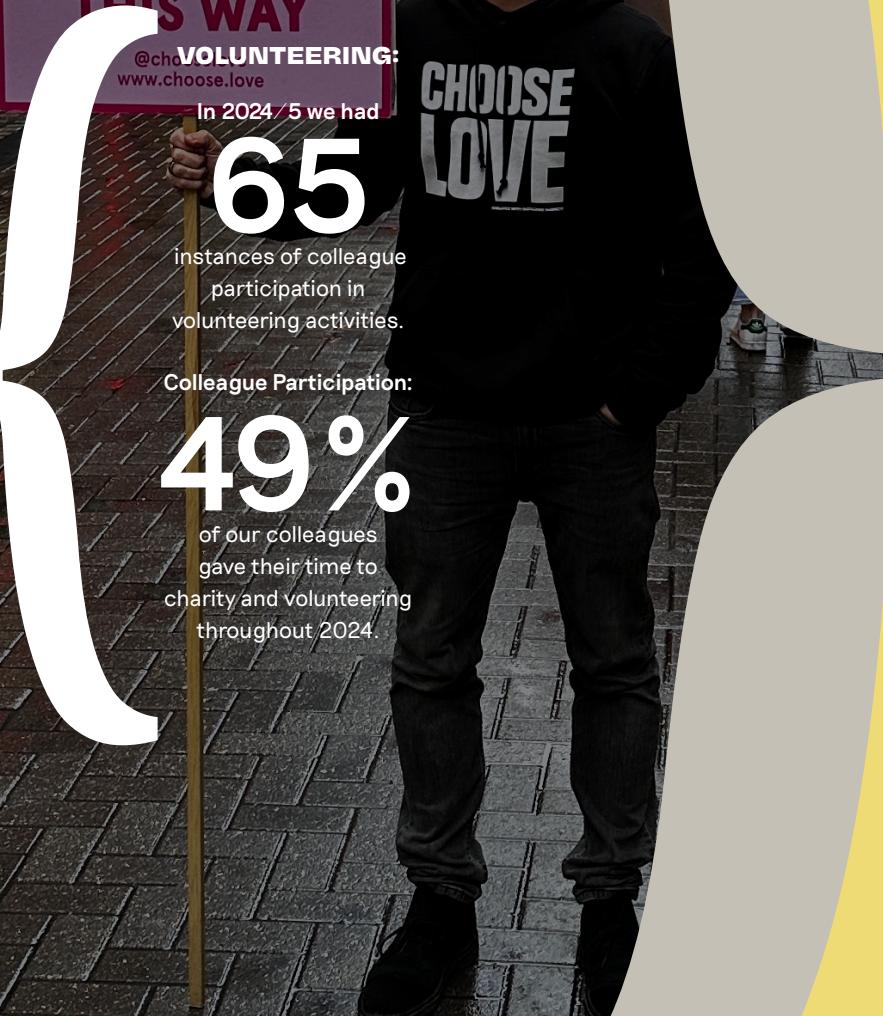
# 65

instances of colleague participation in volunteering activities.

Colleague Participation:

# 49%

of our colleagues gave their time to charity and volunteering throughout 2024.



INSANITY

## CHARITY PARTNERSHIPS:

"Our partnership with Insanity has been a brilliant example of what thoughtful, values-led collaboration can look like. From volunteering with clothing donations to providing event access and generous gifts-in-kind, the

**Insanity team has consistently gone above and beyond**

to support our work with women facing complex challenges. It's clear they genuinely care, and that makes all the difference."

Zandalee, Supporter Engagement & Communications Officer,  
Women@TheWell



## COLLEAGUE ENGAGEMENT:

We measured levels of engagement and inclusion through surveys and feedback mechanisms.

Data from our 2024 surveys captured the following responses to the question

'How Satisfied are you at work?':

**Extremely Satisfied**

**11.6%**

**Very Satisfied**

**58.1%**

**Slightly Satisfied**

**30.2%**

**INSANITY**

## COLLEAGUE TRAINING & DEVELOPMENT:

We launched a comprehensive training calendar focused on Diversity, Equity & Inclusion (DE&I) as well as personal development, aligned with our ongoing commitment to

**fostering an inclusive, supportive, and forward-thinking workplace culture**

The programme of topics includes a mix of mandatory and elective training opportunities. Mandatory sessions are designed to uphold and reinforce our core values of inclusion, collaboration and respect across the organisation. Examples include 'The Science of Unconscious Bias' and 'Allyship at Work', which aim to deepen understanding and encourage active participation in building an equitable workplace.

Elective sessions empower employees to take ownership of their personal and professional growth, offering development in areas directly relevant to our industry and the unique challenges it presents. For instance, workshops such as 'Anxiety' and 'Social Media & Wellbeing' address mental health and the impact of digital platforms. These are particularly pertinent given our work with clients in social media and influencer spaces.

This blended approach ensures that all colleagues are equipped not only with the knowledge and tools to support an inclusive culture, but also with the resources to thrive personally and professionally within our organisation and the wider entertainment industry.

# PLANET





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"Whether it's a one-off buy or the start of a longer-term partnership, having a sustainable purchasing policy in place has been a game changer. It helps guide our everyday decisions and makes sure our suppliers share our values. It might take a bit more research upfront, but it's definitely worth the extra effort. Since bringing the policy in, we've come across loads of great brands like TOTM for office supplies and Social Supermarket for branded merch and gifts."

Sarah Bailey, Finance Director

## PLANET

We recognise that as a service-based business, our direct environmental footprint is lighter than many. But that doesn't let us off the hook. In fact, it gives us the opportunity, and responsibility, to be more intentional about the impact we do have. Like many companies in professional services, this is an area where less work has traditionally been done, and we see real scope to improve.

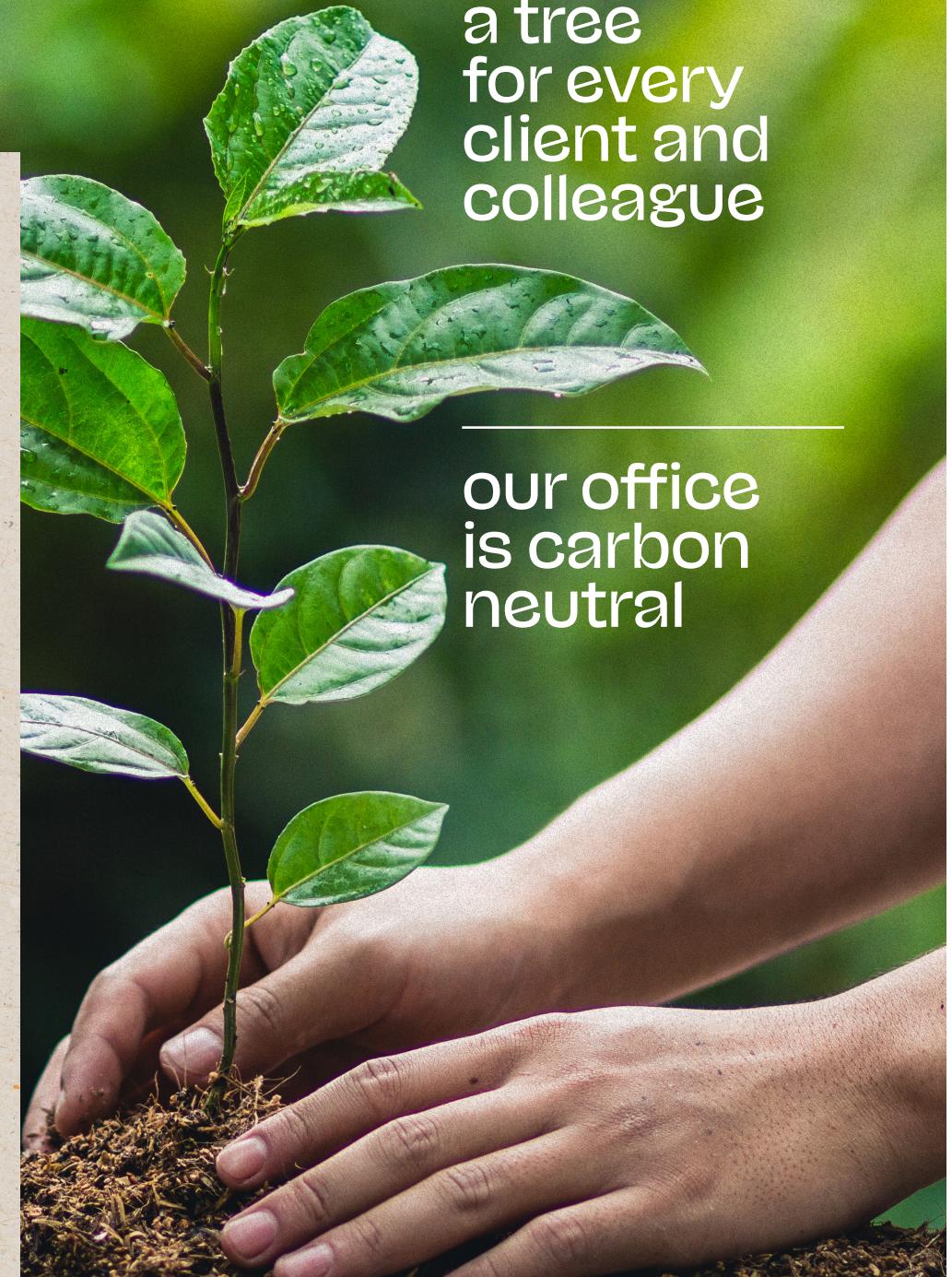
We've taken some important first steps. We began tracking our recycling and waste more closely and introduced a food waste programme. We planted a tree for every client and colleague through Earthly, a commitment we will continue annually. Our new office is carbon neutral with a BREEAM Excellent rating, which means our office meets one of the highest international standards for sustainable buildings, covering everything from energy use and water efficiency to materials, waste and wellbeing.

Looking ahead, the priority is building a clearer picture of our footprint. Next year we will begin measuring our emissions baseline and developing supplier ESG scorecards, laying the groundwork for more ambitious climate action in the years to come.

## INSANITY

we planted  
a tree  
for every  
client and  
colleague

our office  
is carbon  
neutral



**What we said we'd do**

Measure and reduce international travel by our colleagues.

**What we did**

We have commenced measuring our baseline carbon footprint, including in relation to travel for the period to March 2025.

**What we said we'd do**

Use our influence and relationships and encourage our talent to use their platforms through environmentally positive impactful partnerships.

**What we did**

Vick Hope is M&S' sustainability ambassador and has been highlighting what the brand are doing in the space from their use of organic cotton to their reward scheme for customers that donate items.

We secured an ambassadorial role for Emma Neil with B Corp brand Natracare as it uses organic, plastic free materials which are biodegradable and free from chemicals, something that both the talent and team are keen to promote.

Sustainable creator James Stewart has done multiple campaigns for brands to promote eco focussed campaigns, such as for car brands Mini and Hyundai, AO's recycling programme and Tescos sustainability focus.

**What we said we'd do**

Educate brands to reduce client gifting, transport and wastage.

**What we did**

Managers push back to ascertain if gifting is 100% necessary but we can go further to introduce a policy or guidelines to help educate and further reduce waste.

**What we said we'd do**

Implement a Sustainable Purchasing Policy.

**What we did**

We implemented a Sustainable Purchasing Policy with a list of approved suppliers, such as using a fellow B Corp as our supplier for gifts for colleague and client milestones.

### Plans for the next 12 months

- 1 We will improve our processes for measuring our carbon footprint
- 2 We will create a carbon action plan
- 3 We will review our travel policy
- 4 We will introduce a soft plastics bin to further improve our recycling

# LOOKING AHEAD



# LOOKING AHEAD

We are incredibly proud of our achievements so far, but we are even more excited about what comes next. Being a force for good is a commitment to continuous improvement, and one we are determined to build upon year after year.

The B Corp framework has been our north star, guiding our sustainability efforts and helping us focus our energy where it matters most. In 2024, B Lab introduced their New Standards, designed to reflect the growing urgency of the climate crisis and rising inequality. These standards raise the bar for what it means to be a responsible business, and we welcome this evolution. As expectations shift, so too will our own strategy, with a greater emphasis on the issues that are most material to our industry and the communities we serve.

INSANITY

## Our Commitments for the Year Ahead include:



### Governance

- We will sign the Better Business Act
- We will build on our Mission, Vision and Purpose work by working with colleagues to create shared values that will guide our decision making
- We will make our policies clearer by designing guidance sheets for key policies to sit alongside our handbook

### People

- Develop annual career growth plans for every colleague
- Enhance benefits by adding life insurance cover
- Expand our training programme with mandatory DE&I sessions for all colleagues
- Design and implement a process to assess client satisfaction
- Strengthen values-led collaboration with clients through the new Talent Engagement Committee

### Planet

- Complete our first carbon action plan
- We will improve our processes for measuring our carbon footprint
- We will review our travel policy to align it more closely to our ESG commitments

## Looking Further Ahead

Alongside these commitments, advocacy will play a bigger role in our impact. We want to be a louder and more influential voice in championing causes that matter, both within the entertainment industry and beyond.

Our progress so far has given us confidence, but our ambition is far greater. With the guidance of the B Corp New Standards and the collective energy of our colleagues, clients and community, we are ready to take the next steps on this journey.

This report is both a reflection and a promise.

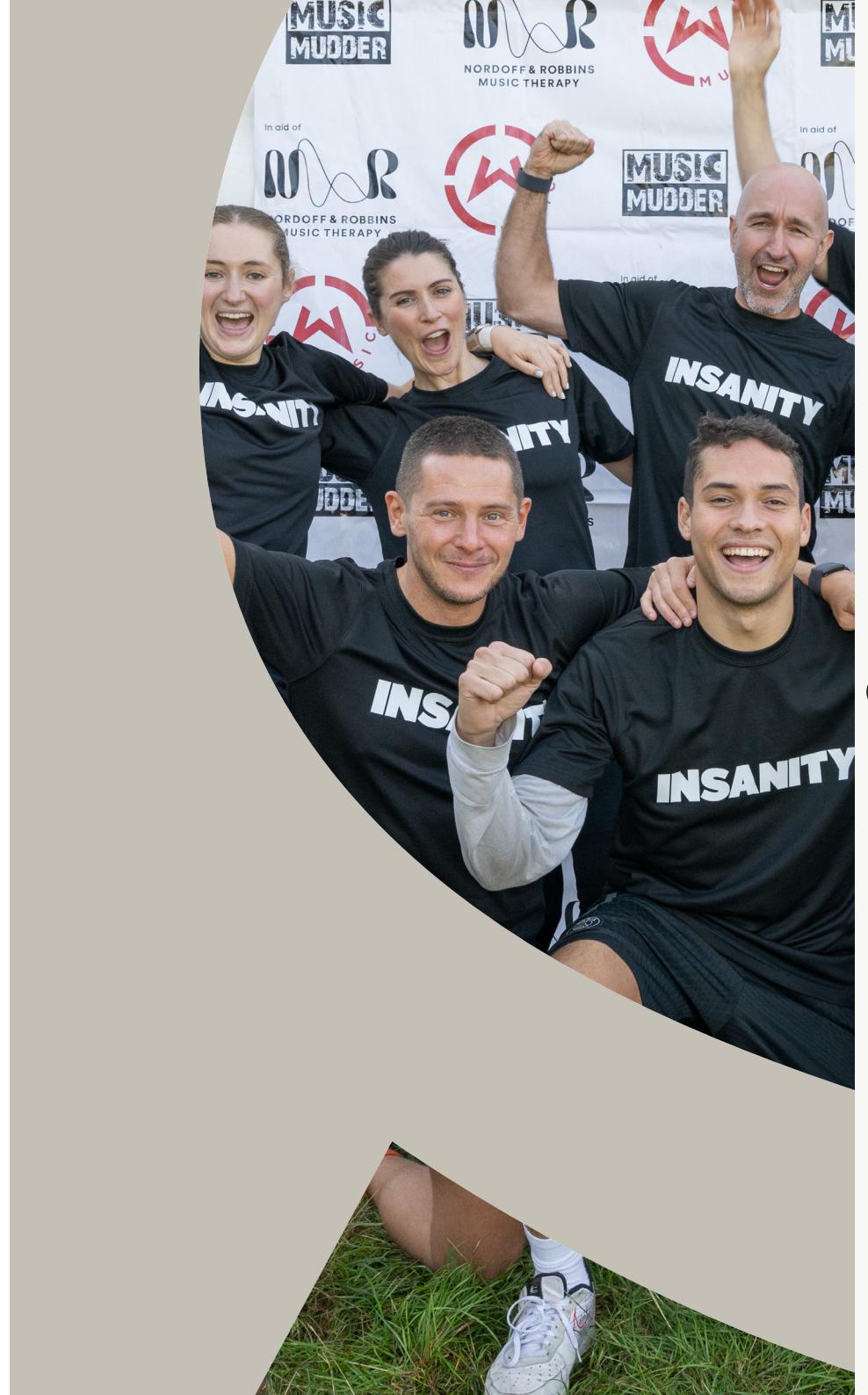
It reflects the progress we have made, and it reaffirms our commitment to building a business that is inclusive, sustainable and fair.

But it is also an invitation. We know the challenges facing our industry and our world cannot be solved alone. Progress happens when businesses, communities and individuals come together, share ideas and take responsibility side by side.

We welcome collaboration, open dialogue and shared solutions. If you have challenges, experiences or ideas to contribute, we would love to hear them.

Because when we get this right, it creates a stronger future for everyone.

Please contact [hello@insanity.com](mailto:hello@insanity.com)



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