
elevenfiftyfive

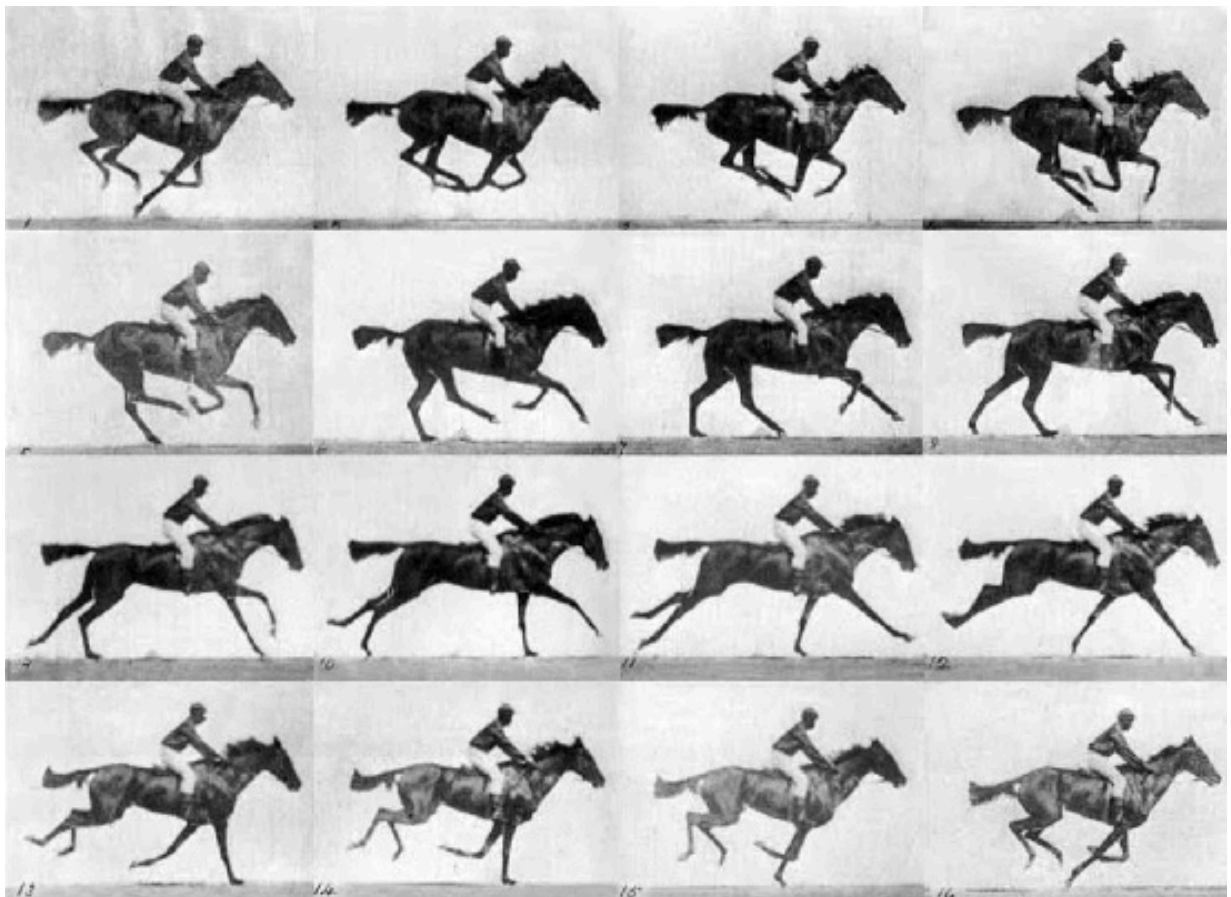
eff'ers

A guiding document on our company culture.

*How we work as a company; how we treat our colleagues,
clients, and our community.*

Why are we called elevenfiftyfive?

"The commercial history of motion pictures begins on April 14, 1894 with the opening of the Holland Brothers' Kinetoscope Parlor at 1155 Broadway in New York City"



Company Vision

We are entertainment specialists.

That means we know entertainment fans and how to engage them.

We work with entertainment companies and consumer brands.

Our services include creative, strategy, experiential, publicity, content creation, influencer & creator marketing, research, social media and partnerships (including sponsorship strategy + activation).

We are also the creators of MASSIVE & ourscreen.



Core Values and Culture

elevenfiftyfive is here to encourage and enable more people to watch more films.

1. Do the best work possible

We want our marketing and partnerships projects to last and act as calling cards that attract new opportunities. The best work is original, profitable, supports our partners and is rewarding to work on, for all involved.

2. Steer clear of convention

Our success (and much of the fun) lies in developing innovative ways of doing things.

3. Prioritise wellbeing

We want to exist in an environment that promotes happiness and wellbeing. The way in which we work, how we treat each other, and how we make a living must reflect this. Furthermore, our work should not only reward us but benefit our friends and family as well.

4. Diversity and Inclusion

We believe in and strive for a diverse workplace. We welcome working with people from a range of ages, stories and backgrounds. We believe the creation of an inclusive and innovative workplace brings considerable benefits personally and professionally.

5. Environment

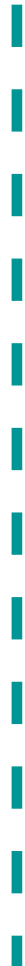
We acknowledge the environmental crisis and have a policy to ensure we are doing what we can do to increase our positive impact through smarter working and less waste.

Our Values In Practice

As per our core values, we're in business to bring audiences together.

We want to attract and retain like-minded and talented individuals who share our values, regardless of race, age, gender, religion, physical ability or sexual orientation. We believe the best way to do this is to offer an attractive employment package. It is important to us to give our employees clear objectives and the flexibility to achieve goals in a way that works for them and the company.

The following sections list out our working hours, roles, responsibilities, salaries, holidays and parental leave policies.



Flexible Working

Since 2008, we've chosen to offer flexible working as we believe it improves morale, productivity, and work-life balance. It is better for the environment, keeps us more competitive, enhances equality and diversity and saves costs for the company and employees.

Flexible working allows us to work without a traditional office which can reduce travel costs for employees, all of which adds up.

Some people feel they work better surrounded by the comforts of home without the distractions of the office, while others thrive best in an office environment with team members to draw upon for advice and inspiration. Much of that depends on your task at hand that day, your personality and the type of job you do. That's why we support home working and provide access to flexible workspaces for all employees.

Flexibility is a straightforward way to improve work/life balance as most of us value our time above all else. It's also a straight forward fact that cutting the amount of travel reduces emissions.

We are very proud to offer this level of flexible working as many other companies in our industry still do not. We have found that companies with flexible working have a wider pool of potential employees. It's good for anyone with children or other commitments, while being flexible on location helps introduce disabled and distant employees to our workforce, letting us hire based on who really is best for a job.

The key tenets of our flexible working policy:

1. Full-time employees work 37.5 hours a week
2. We work whenever and wherever we like
3. ... as long as it doesn't negatively impact anyone else in the company
4. Being mindful of spending time with new members of the team as they join.

Employees who regularly find themselves working more than 37.5 hours a week need to make senior colleagues aware so that we can correct the problem effectively.



Job Roles

Our Job Tier System is intended to ensure that there is transparency regarding responsibilities across the company, how someone can progress, and what salary they may expect to earn currently and in the future in a permanent role.

We work with industry recognised tiers and job titles and all employees are provided with a clear job specification. Fortnightly catch ups are in place for check-ins on wellbeing, development and performance.

The tiers are structured around the responsibilities that you hold, see below for examples:

Tier I - Assistants - Not responsible to make significant decisions without the sign-off of more senior team members, e.g. Execs/Managers should be directing Assistants on any decisions that could impact the business.

Tier II - Executives - Held responsible to make executive decisions that can impact the business, but only to a minor degree, e.g. the ability to pick between two different drinks suppliers for an event.

Tier III - Managers - Held responsible to make executive decisions that can impact the business, e.g. able to input on new hires in their department. Managers are responsible for the wellbeing, development and performance of Execs and Assistants in their department.

Tier IV - Senior Managers - Held responsible to make executive decisions that can impact the business to a higher degree, e.g. able to influence the business strategy for their department. Senior Managers are responsible for the wellbeing, development and performance of Managers, Execs and Assistants in their department.

Tier V - Heads of - Held responsible to make executive decisions that can impact the business to a significant degree, e.g. able to set department-wide strategies. Heads of are responsible for the wellbeing, development and performance of their department members and the performance of the department as a whole.

Tier VI - Directors - Held responsible to regularly make executive decisions that determine the direction and operation of the business, e.g. able to set company-wide strategies. Directors are responsible for the wellbeing, development, and performance of their team members and the performance of the company as a whole.

Salary Bands 2022/2023

Built around the London Living Wage (LLW) as our bottom line salary for an employee, our Salary Bands for permanent roles will update each year (Jan 1st) to reflect any changes to the LLW. If the LLW increased by 3% then every employee's salary will increase by 3% to reflect the cost of living in the UK.

The annual London Living wage in 2022 is £22,547.50.

Heads of or Department Directors set Salary Bands for each Tier. These will aim to remain in line with what is set by the wider industry. The Salary Bands will be assessed annually.

2020	
Assistant / Graduate	£ 22,547.50 - £24,000
Exec	£24,000 - £28,000
Manager	£26,000 - £45,000
Senior Manager	£35,000 - £55,000
Heads of / Department Director	£45,000 +

We also work with specialist freelance employees and aim to pay our freelancers a day rate or project fee that is in line with the wider industry rates for that specific role.



Holidays and Benefits

Time off is key for mental health, happiness, and creativity. Regular time off is even better! The positive feelings before a holiday can be really beneficial and easily forgotten about. As such we want our team to be able to regularly take extended breaks from work.

A key tenet for us is that each employee, regardless of role, should take regular holidays. In addition, every employee should have the same amount of holiday available to them. Holiday is a requirement, not a reward.

Our flexible working policy should comfortably allow everyone to use their holiday for rest and relaxation, not for doctors appointments or other everyday barriers to work. As such, holiday days should be used and enjoyed.

With the amount of holiday we offer, each employee should for example be able to take off a two week period three times a year (one of these being the Christmas break).

- 22 days - Annual Leave
- 7+ days* - Christmas Closedown (minimum 7 extra holiday days, always 13 actual days off in a row)
- 1 day* - Birthday Bonus (or day before/after)
- Plus all UK Bank Holidays

We feel that this is an attractive and fair offering to our employees, but sometimes people will need more time off from work. If an employee needs an extended leave or more than 2 weeks off in a row continuously, then they are able to make a request to their department leaders who will bear in mind our holiday and flexible working policies.

*These days are considered bonus holidays at the company's discretion.

Additional benefits

- Monthly cinema trip for you and a friend, including a drink and popcorn.
- Industry mentorship (after six-month probation completed)
- Home working support (e.g any furniture requirements)
- £50 monthly therapy / mental health support
- £50 per quarter for development and inspiration (e.g mentor lunch and learning event tickets).
- eff Client benefits (e.g. looking into AA Membership and Vitality Health Insurance)

Parental Leave, Maternity and Paternity Pay

Support in your job while you or your partner is pregnant and during parental leave is important to us. Some of the team here have young families and understand how challenging a juggle becoming a new parent can be. Our flexible working approach can help both expectant and new parents navigate this new chapter in their lives whilst at work and also when returning to work.

Maternity Leave and Pay

All employees with over 26 weeks' service at the 15th week before EWC (Expected Week of Childbirth) are entitled to statutory maternity leave pay. Rather than the standard statutory maternity leave pay, we offer full pay for the first 6 weeks of maternity leave, instead of the statutory 90%.

First 6 weeks	Full pay based on employees average weekly earnings
Remaining 33 weeks	The statutory maximum is currently £148.68 per week or 90% of your average weekly earnings if this is less

We also offer all employees that have worked continuously with us for 2 years or more an enhanced maternity leave pay package as follows:

Years of continuous employment	Rate of pay at full salary	Rate of pay at SMP or 90% your salary if lower
2 years +	8 weeks	31 weeks
4 years +	10 weeks	29 weeks
5 years +	12 weeks	27 weeks

Paternity Leave and Pay

All employees with over 26 weeks' service at the end of the 15th week before EWC (Expected Week of Childbirth) will receive enhanced paternity pay at the rate of 2 weeks full pay, providing you meet the criteria listed below:

- The two weeks full pay must be taken in blocks of one-week or as a two-week continuous block within four weeks of the birth.
- You must be either the biological father of the baby and/or the mother's husband or partner (including same sex partners).
- Have or expect to have responsibility for the baby's upbringing.
- Be taking leave to support the mother and/or care for the baby.
- A week is considered to be your regular working week and calculated as your average weekly earnings.

We also offer all employees that have worked continuously with us for 2 years or more an enhanced paternity leave pay package as follows:

Years of continuous employment	No. of additional weeks
2 years +	1 week at 50% pay
4 years +	1 week at full pay
5 years +	2 weeks at full pay

Adoption Leave and Pay

We offer the same enhanced maternity and paternity leave pay packages for adoptive parents as detailed above.

Shared Parental Leave and Pay

We offer all employees with over 26 weeks' service at the 15th week before EWC (Expected Week of Childbirth) an enhanced Shared Parental Leave pay package, which is inclusive of your entitlement to Statutory Shared Parental Pay.

First 6 weeks	Full pay based on employees average weekly earnings
Remaining 33 weeks	The statutory maximum is currently £148.68 per week or 90% of your average weekly earnings if this is less

We also offer all employees that have worked continuously with us for 2 years or more an enhanced package as follows:

Years of continuous employment	Rate of pay at full salary (not incl. the first 2 wks of compulsory maternity leave).	Rate of pay at ShPP or 90% of your salary if lower
2 years +	8 weeks	31 weeks
4 years +	10 weeks	29 weeks
5 years +	12 weeks	27 weeks

Areas of Focus for the Future

As a company, we are looking at how we can improve our maternity, paternity and adoption leave. We are also starting to explore a period and menopause policy.

We are looking to review our sustainability policy so that it continues to work for all of our employees and helps reduce our impact on the planet. We intend to make the policy publicly-available in the near future.

Responsibilities

All of the above is only possible if we all deliver on our core responsibilities and expected outcomes, which will be set based on hitting targets around the company's area of focus and shared in quarterly meetings.

Each employee will be given key objectives to deliver quarterly that are essential to their specific role. These will be agreed with the employee and their line manager and will be used to measure employee progress and success.

