

blurred

Impact Report 2024



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Introduction

2024 was an uncertain year for the world of corporate sustainability and social impact, and a difficult one for the planet and for the people who inhabit it.

Climate change has continued to worsen, with 2024 holding the inglorious title of the first year in which average temperatures exceeded the Paris Agreement's symbolic 1.5°C. Its effects are being increasingly felt, even in regions generally thought to be less exposed to an earth system knocked out of balance by human activity.

Flooding in Valencia, wildfires in LA, raw sewage encircling the British coastline; all these events have captured attention, resources, and headlines.

2024 also saw a slowdown and reversal in corporate ambition on sustainability from a range of companies and governments, and bore witness to a petrostate-hosted COP29 that struggled to agree on progress and deliver meaningful impact.

It is not just the 'E' of 'ESG' that has faced challenges.

Destabilising events ranging from the proliferation of AI, the ever more unpredictable management of social media, backedalling on diversity and inclusion, and mass conflict all characterised a year that also witnessed the most numerous democratic elections in history.

As governments falter and dither, and as companies retreat from the front lines of sustainability, it is important not to lose sight of the wider context. People still care, companies are still legally required to meet social and environmental standards, and of course, the deterioration of the climate isn't slowing anytime soon.

Despite all this, or perhaps because of this, we have striven to stay true to our Purpose of **delivering work with depth that creates impact for our clients, for people and for planet**. We are committed to continuing to be an agent for change, starting with ourselves as a business, reaching out into our communities, engaging with our clients, and trying to meaningfully create positive impact in the world.



A word from our Founder

I talk relentlessly about how People, Planet and Profit are not mutually exclusive. With a new Trump era dawning, we're seeing US multinationals roll back on People and Planet pledges at an alarming rate, but you'll never see that at Blurred.

We believe fundamentally that the three can go hand-in-hand and – frankly – wouldn't want a business that favoured one at the stark expense of the others. But it's not easy! Especially in this economic and social climate.

Which is why we're super proud of these Q4 stats to round out 2024.

- Nik Govier, Founder, CEO



1

PEOPLE: 98% APPROVAL RATING in our anonymous employee survey, which features over 40 questions covering everything from Line Management & Development to Senior Leadership; and from Purpose, Values & Behaviours to Rewards & Benefits.

2

PLANET: A SCORE OF 120 IN OUR B CORP RECERTIFICATION. For context, the pass mark is 80, and our last score was 99.

3

PROFIT: A Q4 EBITDA MARGIN OF 25%. There will be plenty with a higher margin, and those with a lower margin. But in the context of a challenging couple of years, we're proud of it. And especially in light of these other two measures.



Awards and accreditations

Accreditations



Recognising our business

PRWeek
best places
to work

Winner: Mental Health
Champion Award 2024

PRWeek
best places
to work

Winner: Small Agency
Award 2024

PRWeek
best places
to work

Highly Commended:
Rewards and Benefits
Award 2024

PRWeek
best places
to work

Finalist: Diversity and
Inclusion Award 2024

PRWeek

Winner: Diversity, Equity
and Inclusion Champions
2024

'PRovoke

Finalist: Best UK Consultancy to
Work for 2024

edie awards

Finalist: Consultancy of the
Year 2024

Recognising our people and our work

PRWeek

Winner: Best Not for Profit
Campaign 2024
(I Am Not A Typo)

PRWeek

Winner: Best Social Purpose
(ESG) Campaign 2024
(I Am Not A Typo)

THE PROs AWARDS

Finalist: Veronica Patton-
Cemm; Agency Leadership
2024

PRWeek

Finalist: Talia Shehadeh; Young
Gamechanger of the Year 2024

PRWeek

Finalist: Best Environmental
Purpose Campaign 2024
(Oatly Climate Labelling)

PRWeek

Finalist: Best Use of Planning,
Strategy, and Evaluation 2024
(Oatly Climate Labelling)

Accreditations

We are proud to highlight several achievements that reflect our commitment to building a Purposeful workplace.

In 2024, we applied for the highest level of the Disability Confident status (Leader), and are proud to have been certified Blueprinted for the third year running – an industry first that recognises our commitment to removing inequality and barriers to progression.

A standout accomplishment is our successful [B Corp recertification](#), the result of a rigorous process.

Where the pass mark for certification is 80 points, and the average company scores 50.9, we are incredibly proud of our team’s hard work, whose contributions led to us being awarded a score of 120.

This is testament to our efforts to consider our social and environmental responsibility and impact, and a significant milestone that we believe speaks volumes about our commitment to our values.



- Legend:**
- 120 Overall B Impact Score
 - 80 Qualifies for B Corp Certification
 - 50.9 Median Score for Ordinary Business

Blurred’s score in detail:

Environment	12.2
Governance	22.8
Customers	20.5
Workers	34.3
Community	30.0





Our People

- The Deal
- Diversity, equity, and inclusion
- Recruitment
- Leadership and pay
- Physical and mental wellbeing
- Learning and development



Our People

The Deal

In 2024, we introduced The Deal, a written articulation of the two-way agreement between Blurred and our team and a living, breathing representation of how we work and how we treat our people.

“We will continue to strive to make Blurred the best possible place to work for everyone, regardless of background, disability, life stage or personal circumstance.

We will do everything we can do to understand our people. They will be heard. And we will always work hard to ensure we create an environment and a culture where everyone can thrive.

Coaching, five personal needs, our career development and a continuously evolving DEI strategy are at the heart of this. All to make Blurred the best place our employees have ever worked.

And what do we expect in return? As a business we strive for betterment. Always. And we expect that from each and every one of us – from intern to CEO.

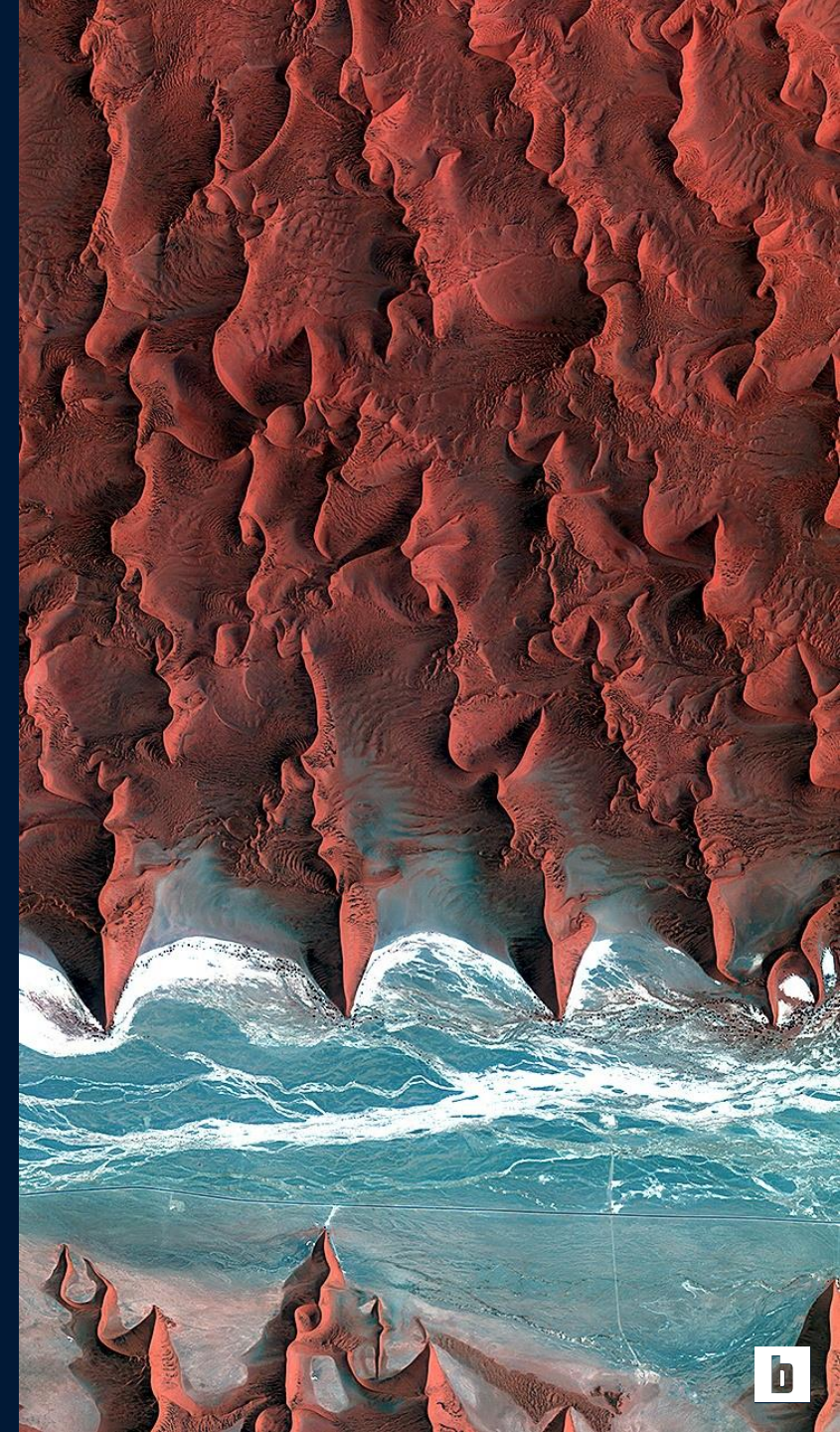
To constantly push ourselves to improve. And not just in terms of the skills that lead to progression, but to lean into the knotty issues that affect and impact us all.

We expect everyone to bring their best selves to work. We expect everyone to be accountable. We expect everyone to do the best work of their careers at Blurred.

Betterment isn’t easy. But the reward is worth the effort. We will continue to create an ever better working environment – one that supports career aspiration, mental health and personal circumstance. And in return everyone here is expected to constantly work on themselves, to become better practitioners, better colleagues and better teammates.

That’s the deal. Because, happy, high-performing teams get results for the business, their clients, their colleagues, and – most importantly – themselves.

We encourage our team to bring their best self to work, knowing they are supported and seen.”



Our People

Diversity, equity, and inclusion

Our 2020 Targets
Maintain at least **50%** of the core team identifying as women
2024 progress: 73% (-8% YoY)

Maintain at least **50%** of senior roles occupied by women
2024 progress: 75% (+13% YoY)

At least **40%** of core team roles occupied by people from ethnic minority backgrounds
2024 progress: 45% (+9% YoY)

At least **20%** of senior roles occupied by people from ethnic minority backgrounds
2024 progress: 37% (+19% YoY)

We believe our industry has a problem with representation and providing accessible opportunities for those from disadvantaged groups, and we’re determined to be part of the solution.

But we also believe diversity is a strength. It is in diversity that our clients’ complex problems are unlocked, and through diversity that we are able to consistently do brilliant work.

Our neurodivergent CEO has purposefully built an environment where **everyone, regardless of background, life stage, disability or circumstance, can thrive.**

This has been possible by embedding DEI into our governance and career development process, with our entire team measured against their commitment to seek out and encourage diverse voices, and challenge each other – and our clients – to embrace audience diversity. The impact of our DEI strategy is clear in our team’s diversity, and is also apparent in our work (see overleaf):

We continue to measure and report on a number of characteristics across our team on a bi-annual basis, to ensure we maintain a diverse and inclusive business, mindful of intersectionality. As of 2024, we have expanded this to report on the incidence of these characteristics among senior roles, to ensure diversity at all levels of the business.

Anonymous employee survey H2 2024:

- 100%** agree Blurred has an inclusive culture
- 100%** agree ‘I can be my true self at work’
- 100%** agree ‘as a team we live our value of Diverse’

Core Team	In senior roles	
45%	37%	identify as belonging to an ethnic minority group*
73%	75%	identify as female
29%	21%	identify as a practising member of a UK religious minority
5%	0%	identify as LGBTQ+
21%	13%	have a disability (excluding neurodivergence)
32%	19%	are disclosed neurodivergent
36%	27%	were the first member of their family to stay in full-time education beyond secondary school
68%	55%	went to non-fee-paying schools
10%	5%	weren’t university educated
16%	19%	are aged 50+

*in 2024, our definition of ethnic minority status has extended to include Jewish people who self-identify as ‘ethnic minority’.



Case Study:

An inclusion-led partnership for Oatly and Giggs

As part of our ongoing sustainability and press office work for Oatly, we ran the recent campaign with Giggs, with Oatly serving as the facilitator to drive the conversation and elevate British rap legend Giggs' personal connection to dairy-free custard and lactose intolerance.

Lactose intolerance affects a significant of adults and children in the UK but crucially, it impacts a disproportionate amount of people in black and ethnic minority communities.

The campaign was proof that diversity delivers the dual benefits of great work and actual impact.

65 pieces of coverage with a reach over 6m later, the most crucial figures are that 14% of UK respondents from ethnic minority backgrounds recalled seeing the campaign, and of those, 94% said it said it increased their awareness of lactose intolerance and its impact on ethnic minority communities.



Our People

Recruitment

Our DEI strategy is instrumental in guiding our hiring process. We intentionally wear our ethical heart on our sleeve, and in 2024, the number of ethnic minority candidates applying for permanent roles rose to **51%**, compared to **39%** in the previous period.

Our in-house recruitment function also recruits for our clients, where we strive to improve diversity client-side by providing diverse longlists as a matter of course.

In 2024, the business reached a stage of growth where we were able to re-launch our internship programme, with a view to permanent talent acquisition. Social mobility is a barrier to entry in the industry, so our internships are advertised as both in-person and virtual to remove geographical restrictions/costs that can be a barrier for people starting their careers.

We also seek to attract a diverse pool of candidates; in 2024, **46%** of all internship applicants were from ethnic minority backgrounds.

Leadership and pay

Blurred has reached gender and ethnic pay parity, and we report to PRWeek's [Pay Gaps Report](#) annually. Pay parity across genders and ethnicities is maintained by regular remuneration check-ins at Board level.

75% of senior roles occupied by women

3/5 directorship seats held by women

5/6 owners are women

Physical and mental wellbeing

Safeguarding our team's physical and mental wellbeing is non-negotiable. Our culture recognises everyone as individuals and prioritises prevention over cure through a range of governance mechanisms, non-salary benefits and policies.

Our full team has access to fortnightly coaching from our in-house career and life coach, Nick Porter, and new to the offering in 2024 is the provision of resilience training for all our team.

We have also introduced a 'Wellness Action Plan,' that is triggered if a team member chooses to disclose a mental health illness to us, or if the issue is raised through regular check-ins or via our annual mental health questionnaire. Everyone has access to:

- Fortnightly coaching
- Fully funded talking therapies, via Spill
- Access to in-house mental health first-aiders
- Adjusted working patterns/greater flexibility
- Additional time off
- Wellbeing benefit
- Public holiday swaps for cultural festivals/celebrations (e.g. Diwali or Pride)

2024 also saw us introduce the DisAbility Passport. All new joiners complete this form, and we then create a plan for support that can include extra tools, resources, adjusting working patterns etc. But importantly it also recognises each individual's *ability* – and how we can harness that as well as support the disability.

Case Study:

Delivering social impact through 'Men on a Mission' with DrinkIQ + Men's Sheds Association

In 2024, working with Diageo's not-for-profit arm DrinkIQ, we architected and launched 'Men On a Mission,' a multi-channel campaign that emotively and powerfully spoke to real issues faced by older men, which can correlate to higher and more frequent alcohol consumption than other cohorts.

The insight-led campaign aimed to encourage men over 50 – the most at-risk group for harmful drinking – to drink less. We brokered a partnership with the amazing charity Men's Sheds Association, which brings older men together to find new purpose in life, and launched it publicly alongside a [film](#) with campaign ambassador, ex-boxer Tony Bellew.

By tackling a health and social issue – and also strategically addressing Diageo's most material risk as a company – the real impact will be seen as DrinkIQ begins to train the people who run the Sheds to spot the signs of harmful drinking and empower them to intervene.



Our People

Wellbeing continued

We also structure our benefits to allow our team to tailor the support we offer them based on need, life-stage and circumstance.

Our team all select a yearly enhanced benefit, between private healthcare, 5 days extra paid holiday, or an additional 5% employer pension contribution (total 8%),

On top of this, we also have a wellbeing fund. This benefit, worth £1,000 a year, consists of a no questions asked monthly payment that can be put towards general wellbeing activities of our employees' discretion.

4 mental health first aiders among our team

~90% of our team receive regular coaching

30 Spill sessions provided in 2024

9% of our team disclosed mental health issues

100% retention of disabled/neurodiverse employees

Anonymous employee survey H2 2024:

98% general approval of our company

100% are happy at work

100% feel Blurred cares about their physical and mental wellbeing

Learning and Development

Learning and development are also fundamental to The Deal, and making sure we make good on our Purpose of delivering work with depth.

All our employees are encouraged to commit one day per month to personal and professional development, and we provide funding for many of these opportunities as part of our individual-led AcadeMe training programme, supporting our employees to develop their passions.

We also use learning and development as an opportunity to embed our values on DEI; in 2024, in collaboration with external partners we provided **15 hours per person** of DEI training.

This programme included company-wide ethnicity, neurodiversity, empathy/compassion and sexual harassment training.

In tandem, internal 'fireside' presentations and discussions led by Blurred team members covered a range of topics designed to broaden and deepen the business's understanding of social and environmental issues, with talks on topics ranging from 'The Motherhood Penalty,' to 'Social Inequality', and 'Lessons from Black Women's Rap Narratives.'

21% of our team holds certifications from the Cambridge Institute of Sustainability Leadership

In **2024** we logged **1000+** hours of formal training, which alongside coaching averages **54 hours per person**

Workplace benefits

In the interest of transparency, we have included a list of our employee benefits in full in the Appendix to this report.



Our Planet

- Energy and emissions
- Business travel and commuting

Our Planet

With an explicit commitment to the planet written into our Purpose, it is crucial we recognise the impact that we have on the environment, both directly and indirectly.

We believe that businesses have not just the capacity, but also the duty to do their part – its why ‘difference’ is one of our core values. Our output reflects this commitment to work that makes a positive impact: helping companies reduce their negative impacts on the planet (through robust ESG strategies) and creating long-lasting positive change (aligned to best-practice Purpose).

In keeping with this value, Blurred strives to promote the highest standards of environmental responsibility in our own operations, recognised by our B Corp status.

Despite being an office-based consultancy without manufacturing facilities or resource-intensive services, we want to practice what we preach, with our clients and in our work.

In 2024, we took additional steps to mitigate our services’ environmental impact by creating a policy for considering sustainability in creative activations, from events to OOH

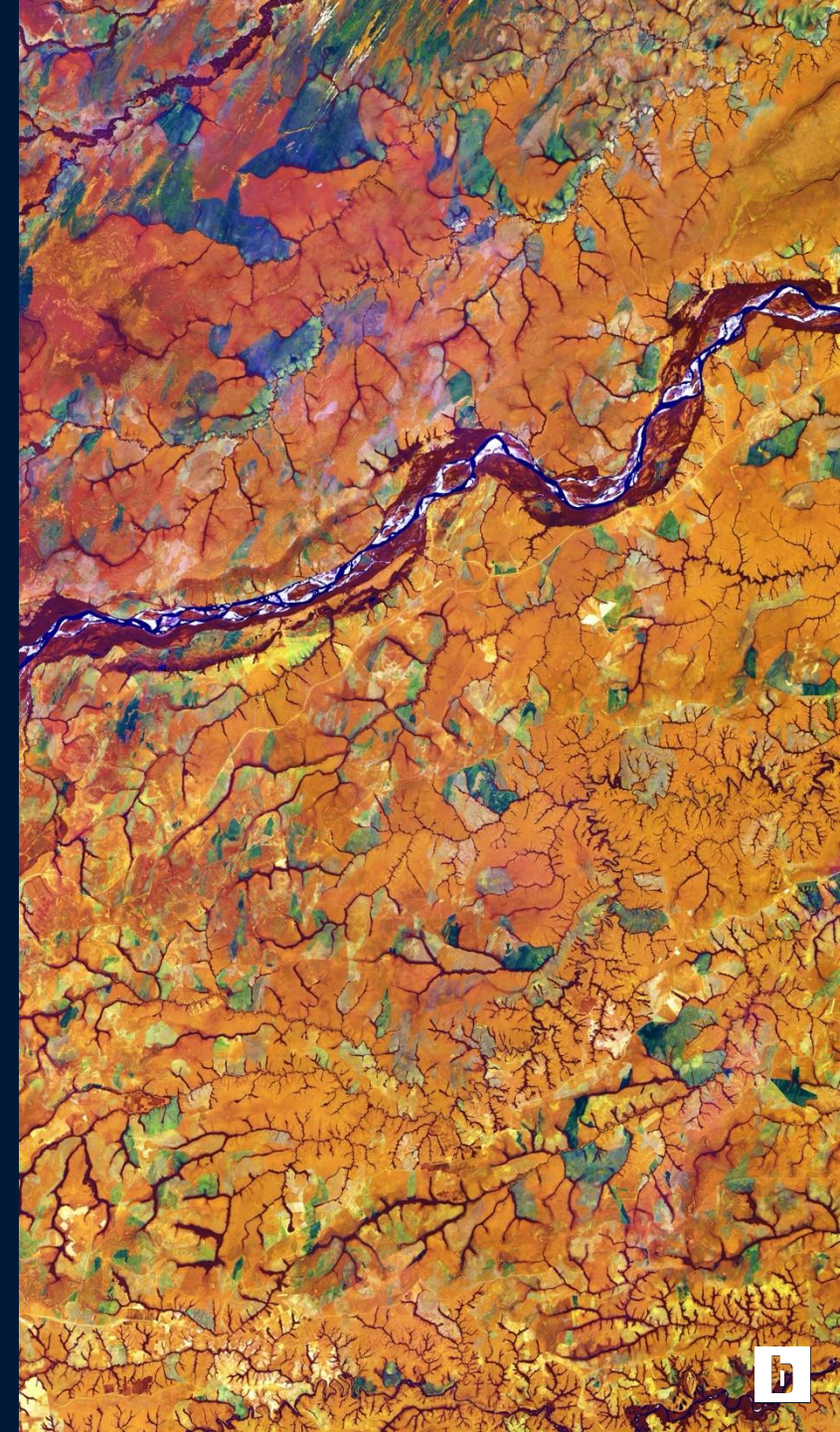
campaigns and video content production, to empower our teams to follow environmental best practices when delivering creative work.

However, our process is far from comprehensive. The carbon accounting process has presented many challenges for a small business with individual hybrid and flexible work models, and incomplete data for waste, travel-related emissions, commuting and other emission sources.

For now, several potential sources of emissions remain out of scope. The writing of this report has provided insights into the limits of our impact measurement capabilities; something we are moving to improve on in 2025.

In an attempt to improve oversight of our impact – the first step towards mitigation – in this report we have used SME Climate Hub and Equipoise’s [Advanced Business Carbon Calculator](#) to help quantify our emissions.

As the business grows, inevitably so too will our environmental footprint, so we are constantly exploring ways to better measure our impact, including working with external partners.



Our Planet

Energy and emissions

Much of our company's potential environmental impact comes from energy, and the emissions this creates.

Our offices are powered **exclusively by renewable sources** via the provider Octopus Energy, and we consistently look at ways to introduce less energy-intensive solutions on our premises. For example, in 2024, we introduced smart plugs to reduce passive energy consumption from idling devices and appliances.

Blurred has maintained a hybrid working model since its inception – our office is closed on Mondays and Fridays, and many of our full- and part-time employees choose to work from home on a regular basis.

As a result, measurement of our energy usage should also recognise the energy sources that our employees use at home. As of 2024, **68%** of our team has at least some of their domestic energy procured from renewable sources.

The company offers to pay the difference of up to £100 for team members migrating onto a renewable tariff.

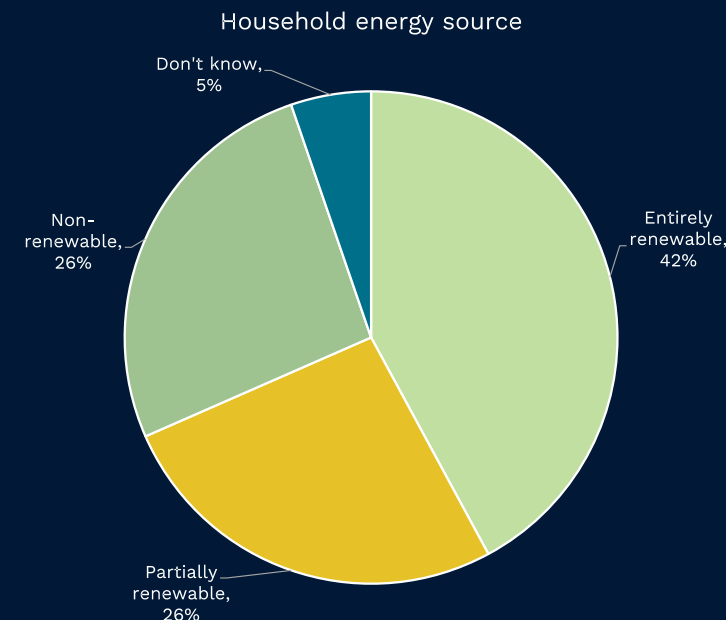
In 2025, we are also considering the growing opportunities presented by Artificial Intelligence, as well as technology's resource intensiveness with respect to energy and water consumption.

With this in mind, we are working on an AI policy and compulsory training for our team, to safeguard against some of the ethical and environmental risks posed by the rise and proliferation of AI-based services.

22,367 KW/H 2024 office energy consumption

4,630 kgCO₂e* averted emissions via renewable sourcing of office energy

~8,758 kgCO₂e* estimated 2024 remote work emissions



Business travel and commuting

Both business travel and the commuting patterns of our team are areas that contribute to our environmental impact.

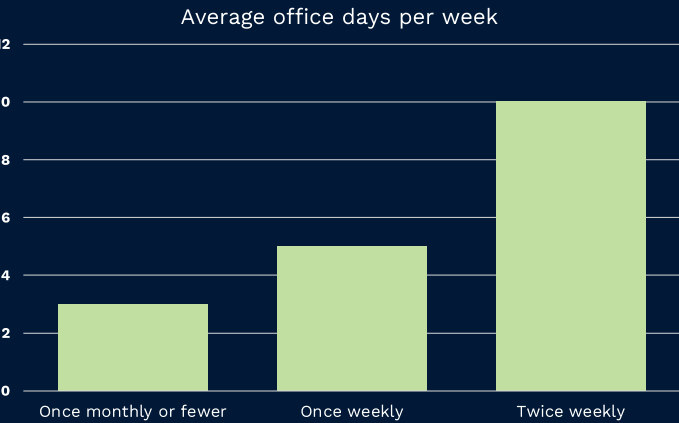
Business flights have the potential to constitute a relatively high source of emissions towards our company's carbon footprint.

Our Planet

Specifically with regards to air travel, our policy is to avoid flights wherever possible, restricting their use to only the most necessary cases.

For those business-critical cases where air travel may be used, our policy requires we double offset the carbon impact of the journey via German non-profit *atmosfair*.

Our team is equally committed to limiting use of private cars, as company policy. Ground travel is via public transport where available, and if taxis are used, staff are encouraged to book via electric car providers. At this time, we are unable to estimate our total 2024 business travel emissions – we are working on ways to better record this in 2025.

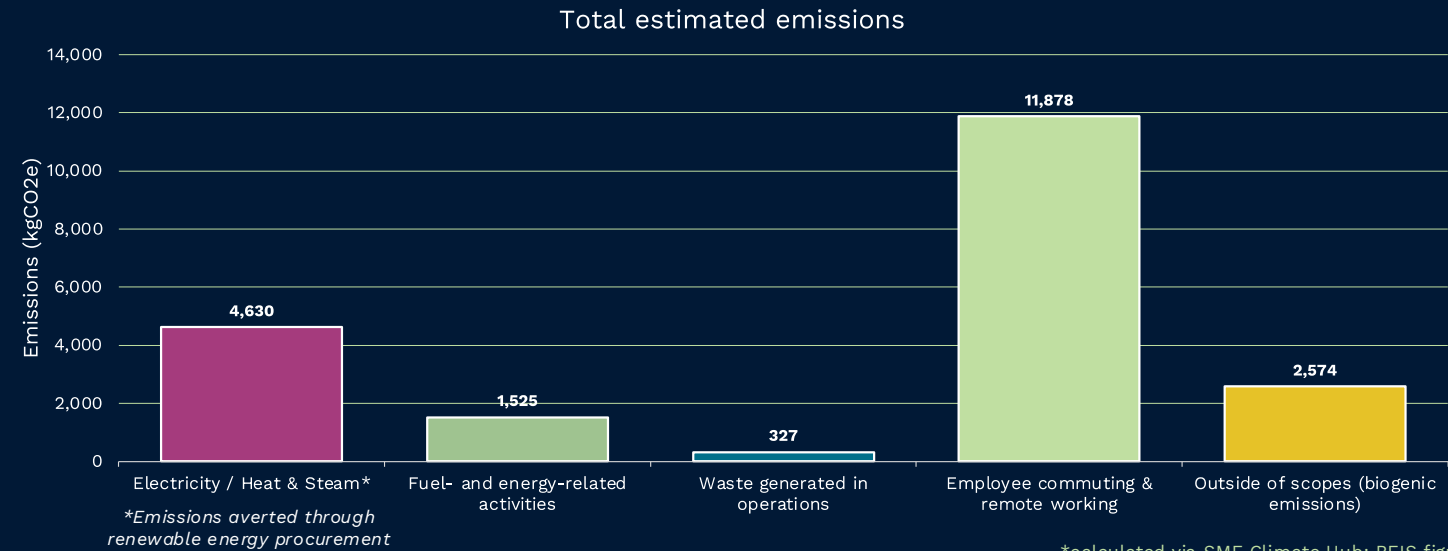
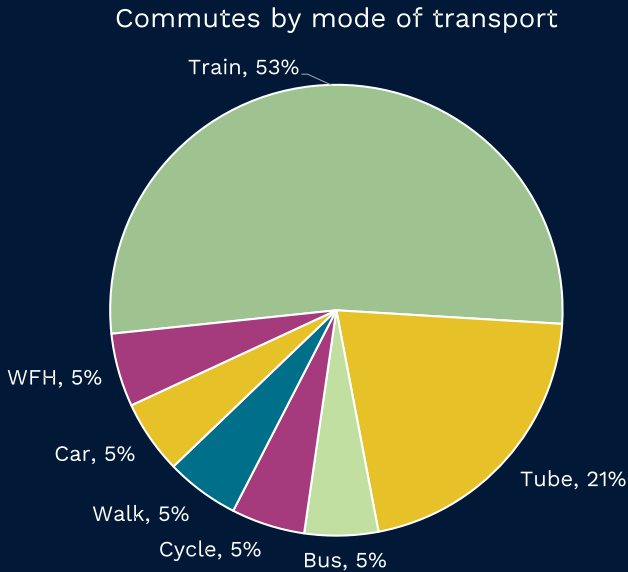


We are, however, happy to report that, in 2024, we booked zero business flights (down from 8 in 2023), and on occasion requested virtual meetings with international clients when the carbon cost seemed an avoidable expense.

Commuting makes up the other component of travel emissions, and as we have sought to increase our measurement of our carbon impact, we are disclosing commuting data below.

0 business flights taken in 2024

3,1120 KGCO2e* estimated 2024 emissions from commuting



I Am Not A Typo

Launching in 2024, but years in planning, we put our money and our time where our mouth is to self-initiate this powerful, creative campaign with some of our Cohort partners.

I Am Not A Typo targets a real inclusion issue – the fact that millions of people are othered and have their identity invalidated every day in the form of their name being considered a ‘typo’ by the devices we use.

This wasn’t for a client. It is Blurred being true to its purpose and mission.

We’ve had major news coverage in *The Guardian*, *Fast Company*, the *BBC* and many more – including global radio and TV shows from the US and Canada to India and Australia.

More importantly, we’ve received more than 500 personal testimonials from people affected by this issue, and garnered the attention of social influencers who are sharing their own stories online.

Best of all, however, we have now received a response from two Big Tech giants, who have asked to discuss and collaborate on a solution to the problem.

We will keep up the pressure until tech companies agree to ‘correct Autocorrect.’

PRWeek
Winner: Best Not for
Profit Campaign 2024

PRWeek
Winner: Best Social
Purpose (ESG) Campaign
2024

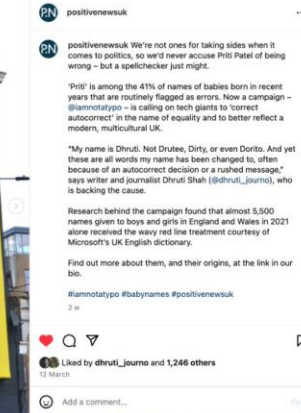
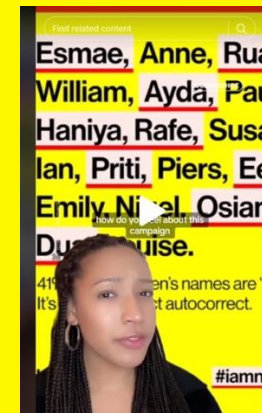
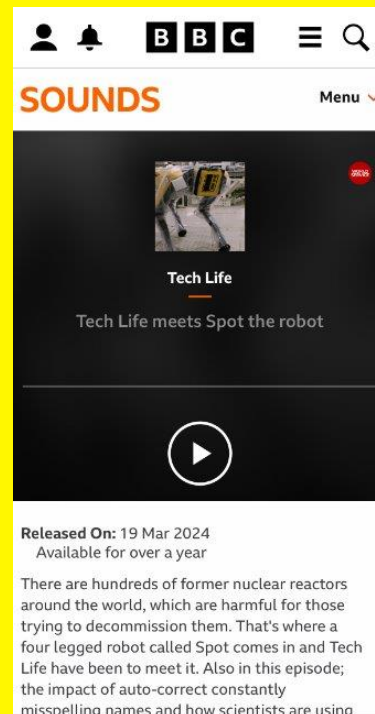
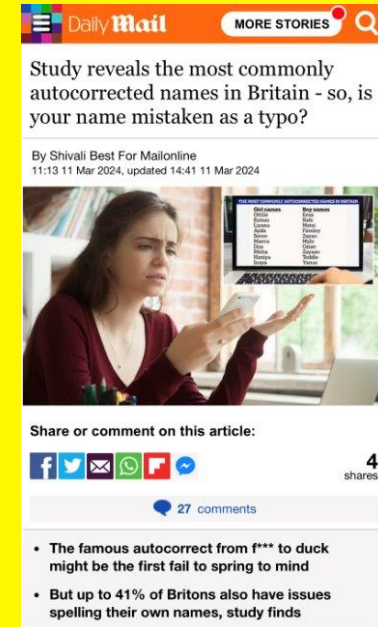
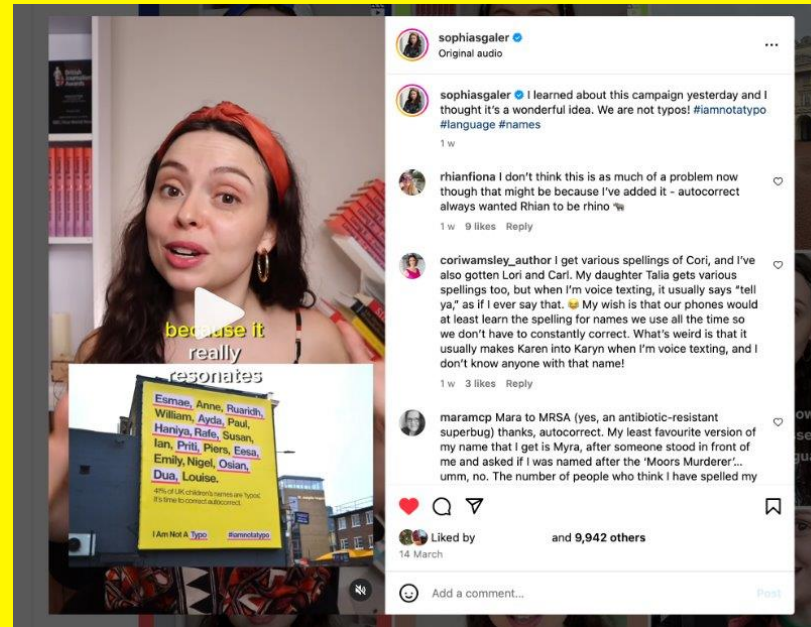


I Am Not A Typo

Outcomes to date

- Global radio interviews across **7** stations with a combined reach of **11,409,000**
- **18** pieces of campaign coverage, combined reach of **11,535,000**
- **7** organic social media posts with a combined reach of **over 1.5m users** on IG and TikTok
- **2k** LinkedIn followers

Most important, however, are the ongoing conversations with major tech companies we are actively engaged in going into 2025.



A wide-angle photograph of the London skyline, featuring several prominent skyscrapers. The Shard is the tallest building, with a construction crane visible at its peak. To its right is the Gherkin, and further right is the Walkie-Talkie. The sky is filled with heavy, grey clouds. In the foreground, there are some lower buildings and a bridge structure.

Our Clients

- Client engagement
- Client disclosure

Client engagement

For a services-based consultancy, our greatest potential impact lies not in the *energy* that keeps the lights on, but the *work* that enables it.

Recognising this, we have a Code of Conduct that we require our clients to sign before we partner with them. Our clients sign up to our values – something we assess them against on a quarterly basis to ensure that our relationship is one between aligned partners, and secondly that our work is done with integrity and in service of our Purpose.

We're unafraid of difficult conversations, using data-driven insights to persuade Fortune 500/FTSE100 companies into action – from marginal gains to enterprise-wide strategy. When you push corporate giants even one quarter of a percent, the impact can be huge. We don't rule out potential clients based on their industry for this reason.

Nonetheless, our client engagement policy is strict, and we have a set of well-tested guardrails that ensure the work we do is meaningful.

Since launch, including during 2024, we've turned down more than 60 briefs that fell short of our values, or that we deemed either superficial or constituting greenwashing.

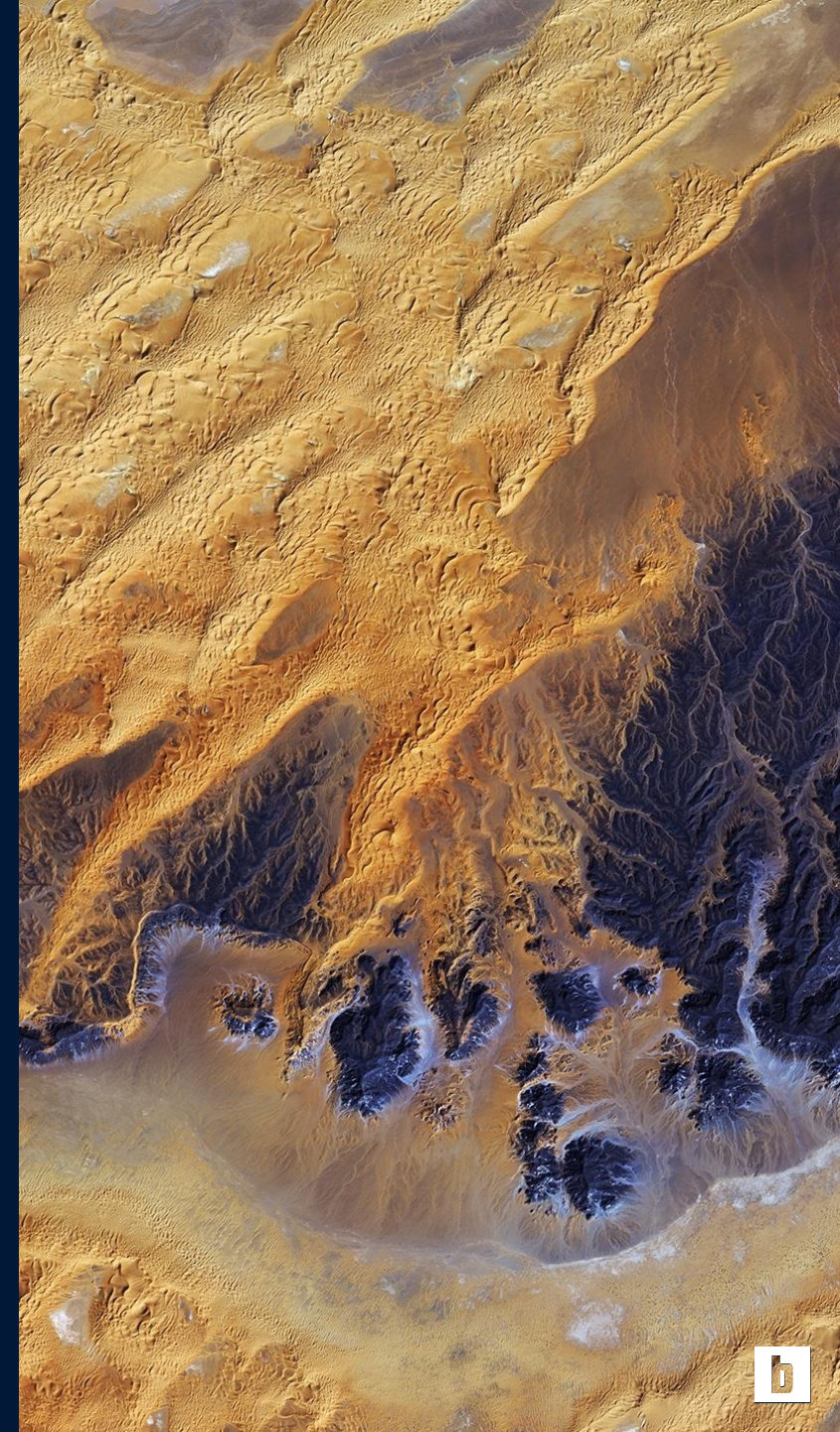
With the work we do take on, we are continually assessing and monitoring the compatibility of our clients with our values, and we are willing to engage or break ties with those who fail to meet our expectations.

In 2025, we are also looking to formalise and articulate our position on potentially controversial industries, by creating an enhanced due diligence process to rigorously vet potential clients – and just as importantly, the specific briefs they tender. The goal of this enhanced process is to reaffirm our robust standards and to transparently approach what work we take on, and what work we turn down.

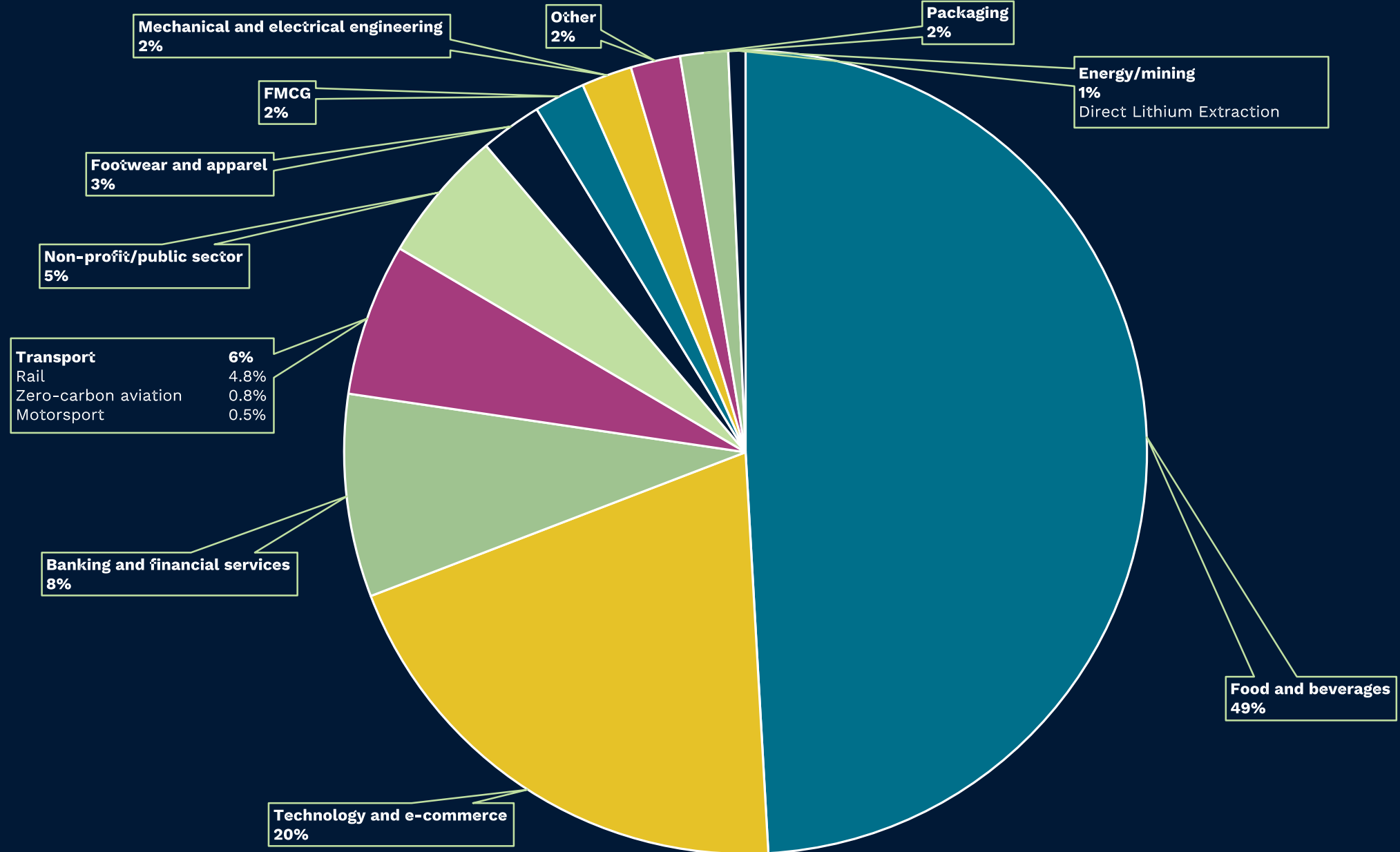
Client disclosure

In addition to being transparent about how we engage with our clients and ensure that the impact of our work is positive, it is equally important that we are transparent with what work we do, and for whom we do it.

With this in mind, we are disclosing our 2024 revenue by industry, on the following page.



2024 revenue by sector





Our Communities

- Volunteering our time and experience
- Our suppliers

Our Communities

As a way to increase our positive impact, we try and give back to the community wherever we can. Whether it's supporting local community champions and charities, or some of the fantastic and impactful organisations in our industry, Blurred is focused on providing funding, time, and expertise to a range of causes in the communities we are part of.

Volunteering our time and experience

Over 2024, we increased our support for the [BME PR Pros](#), sponsoring the organisation's annual awards, as well as sponsoring The Pros' Winter Series of lectures and keynotes.

We also lent our team's expertise to its events and programmes, including The Xec. – a leadership scheme aiming to create the next generation of BME leaders and to increase boardroom diversity client and agency-side.

Now more than ever, it is fundamental for our industry to authentically reflect and represent the audiences it seeks to engage, which is why we take immense pride in having supported BME PR Pros for several years now.

We also support a range of other fantastic industry organisations, including [whataboutisms](#) – which seeks to provide support and connection for young and junior professionals in comms.

We also continue to sponsor [Socially Mobile](#) – providing mentoring, training, and funding for underrepresented candidates in the industry, and work with [Kisharon Langdon](#), a non-profit that offers opportunities and support to children and adults with learning difficulties or autism.

Our suppliers

Our business model is one that is deeply collaborative, working with professionals of all stripes on a freelance basis to meet the needs of individual projects. With such a wide cohort of creatives, sustainability professionals, videographers, public affairs consultants and so on, we consider it our duty to ensure that we work with a diverse range of suppliers and collaborators, including women- and minority-run businesses, as well as suppliers with commitments to environmental sustainability.



Case Study:

Building the case for change - representation in the industry for Fashion Minority Alliance

Over the past year, Blurred has partnered with the Fashion Minority Alliance, a global organisation and platform which aims to build a diverse and inclusive fashion industry.

Blurred undertook in-depth analysis on representation and inclusion in the fashion and creative industries, surveying and interviewing individuals from diverse backgrounds about their experiences at work with a focus on understanding and measuring inclusion across the employee life-cycle.

The findings revealed a corporate environment wanting of cultural inclusion and belonging, and a consistent pattern of attrition for employees from under-represented backgrounds, whose progression and promotion prospects lagged once they reached mid-level.

The [final report](#) provides actionable recommendations for improving inclusion and retention, and has been requested by organisations including the BBC, The Guardian, WWD, PVH, L'Oreal and Tapestry.

The Road to Inclusivity Is the Fashion Industry Heading in the Right Direction Towards an Inclusive Culture?

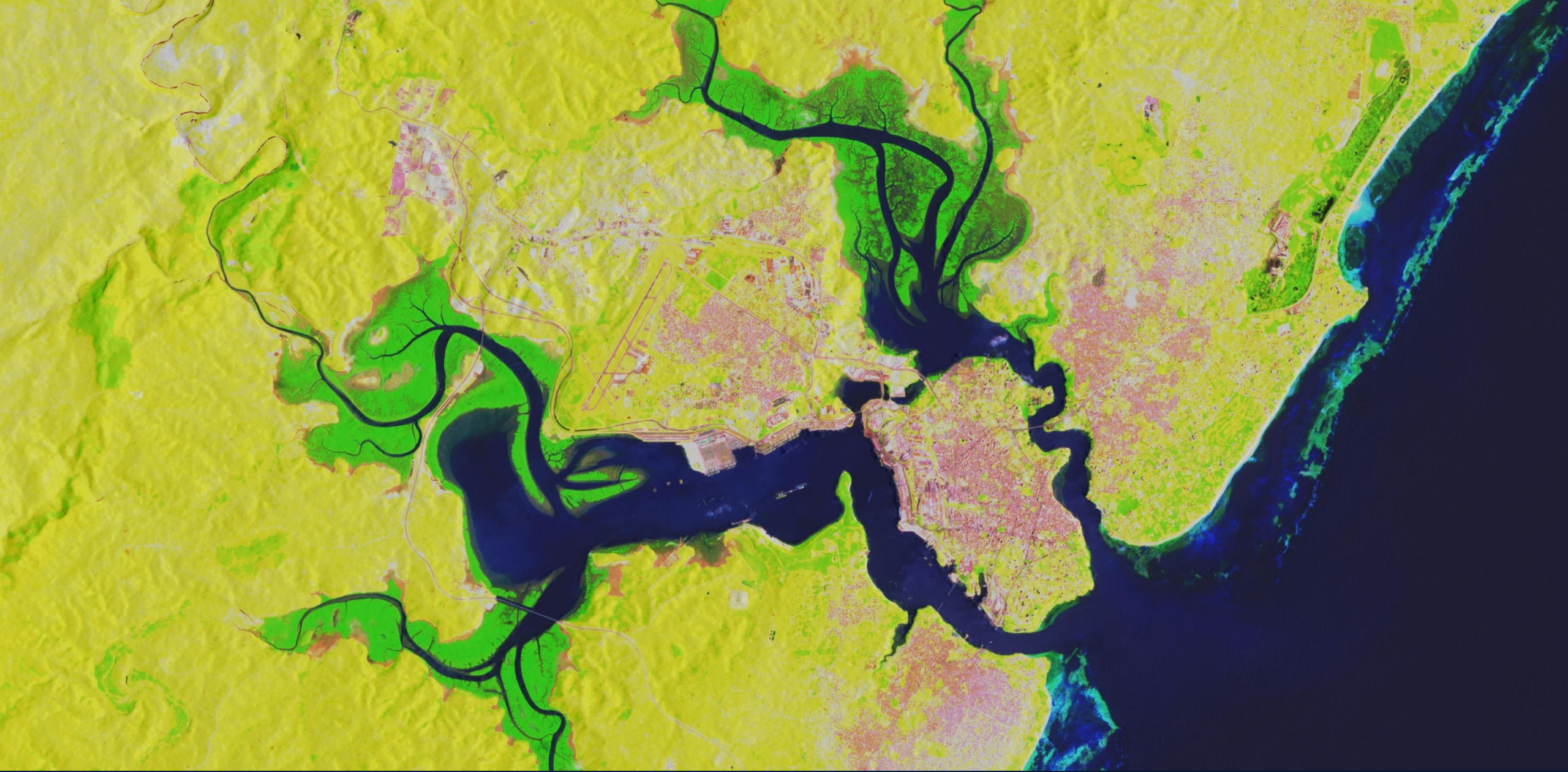


Appendix

Core benefits for all our team	
Benefit	Detail
Flexible working	No fixed hours; office closed Mon & Fri; WFA requests considered like annual leave
Pension	Blurred contributes 3% capped to earnings between £833 and £4167 pcm
Holiday allowance	27x days plus between Christmas and New Year
13 th pay day	Option to receive 50% of January pay 2 weeks early to relieve post-Christmas financial stress
Flexible public holidays	Ability to switch UK public holidays to days more relevant to our team
Memberships	Memberships to all our team members for the Tate museums, Tortoise media, and a range of other publications and learning platforms
Wellbeing support	Access to Spill platform mental health support
Leadership coaching	Fortnightly 1x hour coaching session
Peer group lunches	£25pp per quarter to socialise with peers/teammates
Learning and development fund	Funding for training courses and learning resources in line with personal and career development goals
Tech equipment bundle	Procurement of any equipment needed to help our team work effectively in the office and at home
Home energy switch	Paying the difference (up to £100) if our team members switch to renewable tariffs
Season ticket loan	Interest-free loan that will be deducted monthly from employee's salary
Cycle to work	Interest-free loan for bike or cycle equipment that will be deducted monthly from employee's salary
Eye tests & flu jabs	Cost of annual eye test and flu vaccination covered
Workplace nursery scheme	Cost neutral childcare benefit allowing working parents to save money on childcare fees through provider Yellow Nest

After 1 year service	
Electric car lease scheme	Partnered with Octopus EV leasing company. Monthly lease payments deducted from gross salary – tax savings
After 2 years service	
WFA	Work from anywhere in the world for a month
After 5 years service	
Choose two of the enhanced benefits below:	
Enhanced lifestyle benefit – after successful completion of probation employees choose one of:	
Enhanced pension	8% employer contribution
Enhanced holiday	5x additional paid holiday (taking total to 32x days per annum)
Private healthcare	Full core cover with Vitality
Sabbatical	4-week paid sabbatical (available after 3 years service)
Enhanced lifestyle benefit – after successful completion of probation employees choose one of:	
Monthly wellbeing fund	£1,000 per year for employees discretionary spending
Supporting life stages	
Fertility support	Interest-free loan of up to £10,000 after one years service for fertility treatment
Parental leave	3 months full pay after 1 year's service 5 months full pay after 3 year's service Pre-leave, during and on return coaching





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