

Social Impact & Evaluation Policy

Seagull Media House CIC

Last Updated: 2nd December 2025

Approved by the Board of Directors

1. Purpose of This Policy

Seagull Media House CIC (“the Company”) is committed to generating meaningful, measurable social impact by improving access, representation, and opportunities for underrepresented individuals seeking careers in the entertainment and creative industries.

This policy outlines how the Company measures, evaluates, reports, and improves its social impact in line with its community purpose and obligations as a Community Interest Company.

2. Scope

This policy applies to:

- All programmes, workshops, productions, community events, talent development initiatives, and outreach activities.
 - All Directors, staff, volunteers, contractors, mentors, facilitators, and partners.
 - All monitoring and evaluation (M&E) activities across the organisation.
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3. Social Impact Objectives

Our social impact objectives are rooted in our mission and values. The Company aims to:

1. Increase access to creative and entertainment-industry opportunities for people who face barriers, including young people, low-income communities, ethnic minorities,

LGBTQ+ participants, and other underrepresented groups.

2. Provide safe, inclusive, and supportive creative environments through training, mentorship, productions, and community events.
 3. Enhance participant confidence, skills, and industry readiness, enabling sustainable pathways into creative careers.
 4. Promote representation and diversity in the arts and entertainment sectors locally and nationally.
 5. Strengthen community engagement, cohesion, and cultural participation.
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4. Principles of Social Impact Measurement

Our evaluation approach is guided by the following principles:

4.1 Community-Centred

Impact is defined not by organisational assumptions, but by the lived experience, outcomes, and feedback of our participants and community.

4.2 Ethical and Inclusive

Data collection methods are accessible, culturally sensitive, trauma-informed, and compliant with safeguarding and GDPR.

4.3 Transparent

Impact results are reported annually via the CIC34 report and communicated openly with stakeholders, funders, and the public.

4.4 Proportionate

We evaluate at a scale appropriate to the size of the activity, avoiding unnecessary burden on participants or staff.

4.5 Evidence-Based

Findings shape organisational learning, programme design, and long-term strategy.

5. Data and Evidence Collection Methods

The Company uses mixed-method evaluation practices, including:

5.1 Quantitative Data

- Number of participants engaged
- Attendance figures
- Demographic data (voluntary and anonymised)
- Completion rates for programmes
- Skills mapping / competency assessments
- Progression data (e.g., auditions, training acceptance, paid creative work)

5.2 Qualitative Data

- Pre- and post-programme surveys
- Participant feedback and testimonials
- Interviews and focus groups
- Case studies
- Observational notes from facilitators

5.3 Social Value Indicators

- Increased confidence or wellbeing
- Improved creative and professional skills
- Expanded networks and opportunities
- Barriers reduced or removed
- Enhanced empowerment and representation

- Community cohesion and engagement
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6. Monitoring Responsibilities

6.1 Directors

- Ensure impact measurement is aligned to the CIC's mission and Articles of Association.
- Review social impact outcomes quarterly.
- Approve the annual CIC34 Impact Report.

6.2 Staff & Programme Leads

- Collect required monitoring data.
- Maintain accurate, anonymised records.
- Implement evaluation tools consistently.
- Ensure ethical data handling in line with GDPR.

6.3 Volunteers & Mentors

- Provide observational feedback where appropriate.
 - Support participants in completing evaluation activities.
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7. Data Protection & Ethics

All monitoring activities must be consistent with:

- GDPR
- The Company's Data Protection Policy

- Safeguarding Policies
- Equality, Diversity & Inclusion Policy

Data collection must be:

- Voluntary where possible
- Anonymous when appropriate
- Stored securely
- Only used for legitimate evaluation purposes
- Destroyed when no longer required

Special consideration will be given to children, young people, and vulnerable adults.

8. Impact Reporting

8.1 Annual CIC34 Report

The Company will:

- Submit a yearly Community Interest Report (CIC34) to Companies House and the CIC Regulator.
- Clearly evidence social impact, community benefit, use of surplus, and stakeholder engagement.

8.2 Internal Reporting

- Quarterly internal impact reviews.
- Annual internal evaluation summary for Directors.

8.3 External Communications

Impact may also be shared via:

- Website
 - Social media
 - Funding applications
 - End-of-project reports
 - Community presentations
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9. Using Impact to Improve Our Work

Evaluation results will be used to:

- Strengthen programme design
- Improve inclusion and accessibility
- Respond to community needs
- Support funding bids
- Refine strategic priorities
- Enhance partnerships and collaborations

Where feedback identifies issues, the Company will take corrective action promptly.

10. Continuous Improvement

The Company commits to reviewing and updating its evaluation methods at least once every 12 months, or sooner if:

- Required by regulators
- New best practices emerge
- There are changes in service delivery

- Feedback indicates a need for adjustment

11. Policy Review

This policy will be reviewed annually or sooner if necessary.

13. Approval

Last Reviewed: 2nd December 2025

Next Review Due: 2nd December 2026

Approval from Director(s):

Name: Kieran Lomas

Signature:  Signed by:
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Approval from Advisors:

Name: Marina Oliveira

Name: Jasmine Woodard-Harris

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Signatures:

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