

Creative & Editorial Ethics Framework

Seagull Media House CIC

Last Updated: 2nd December 2025

Approved by the Board of Directors

1. Purpose of this Framework

This Creative & Editorial Ethics Framework outlines the standards, expectations, and responsibilities that guide Seagull Media House CIC (“the Company”) in all creative, editorial, narrative, educational, and representational outputs. It applies to:

- Theatre productions
- Short and feature films
- Digital media and podcasting
- Educational and training content
- Marketing, communications, and public messaging
- Community-engaged creative work

This framework ensures that creative practice aligns with the Company’s mission to support underrepresented individuals in the entertainment industry while upholding ethical, inclusive, and socially responsible standards.

This framework contains three components:

1. Internal Policy (binding) – applies to staff, directors, volunteers, freelancers.
 2. Public Ethical Code (external) – published to stakeholders and communities.
 3. Governance & Enforcement Procedures – defines accountability.
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2. Core Ethical Principles

All creative and editorial work must uphold the following principles:

- Integrity & Accuracy – Content must be truthful, responsibly informed, and not misleading.
- Respect & Dignity – People must be represented with agency and without exploitation.
- Empowerment & Inclusion – Prioritise access and platforming of underrepresented communities.
- Safety & Welfare – Creative environments must protect emotional, physical, and psychological wellbeing.
- Accountability & Transparency – Decisions must be documented and ethically justifiable.
- Artistic Freedom Balanced with Responsibility – Creative expression must consider impact.

These principles apply across all decision-making and artistic outputs.

3. Scope of Application

This framework applies to:

Group	Binding?
Directors	Yes
Staff & Employees	Yes
Freelancers, Contractors & Creative Leads	Yes (policy must be contractually issued)

Volunteers, Students, Participants
Audience Members

Yes (summary code provided)
Not binding but informs behaviour
expectations

4. Ethical Commitments in Creative Practice

4.1 Representation & Inclusion Standards

The Company commits to:

- Casting and staffing that reflects diversity and access goals
- Avoiding tokenism, stereotyping, misrepresentation and cultural exploitation
- Consulting affected communities when telling stories relating to their lived experiences
- Providing sensitivity readers, cultural consultants, or lived-experience contributors where appropriate

4.2 Storytelling Guidelines

Projects must:

- Consider potential harm, retraumatisation, or exploitation of sensitive topics
- Avoid content that glamorises abuse, discrimination, hate or violence without meaningful context
- Provide trigger warnings and audience guidance where required

4.3 Safeguarding in Creative Environments

When working with children or vulnerable adults:

- DBS-checked personnel must be present
- Intimate scenes must follow industry-safe choreography standards
- Welfare protocols must be followed for night shoots, travel, or high-risk scenes

4.4 Consent-Based Production Practice

All contributors must:

- Provide informed consent for their participation
 - Have the right to withdraw from non-essential scenes
 - Be informed how their likeness and work will be used
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5. Editorial Standards

5.1 Accuracy & Verification

Factual content must be:

- Evidence-based and fact-checked
- Cited appropriately
- Not manipulated to mislead

5.2 Content Ownership & Attribution

- Contributors must be credited unless anonymity is requested
- Copyright must be respected at all times

5.3 Transparency in Funding & Influence

Funding sources must not:

- Compromise editorial independence
 - Create undisclosed conflicts of interest
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6. Public Ethical Code (External Version)

This simplified version is suitable for publishing.

Seagull Media House CIC commits to ethical storytelling that empowers communities, protects wellbeing, represents people fairly, and challenges social inequalities through creative work. We centre integrity, consent, inclusion, and accountability in every project.

This may be adapted for website and promotional publications.

7. Enforcement, Reporting & Accountability

7.1 Reporting Concerns

Anyone may report ethical concerns, including anonymously, to:

- A Director
- Project Lead
- Safeguarding Lead

7.2 Investigation Process

Reports will be processed as follows:

1. Acknowledgement within 7 days
2. Assessment by Directors or appointed committee
3. Evidence review and interviews if required
4. Written outcome provided to concerned parties

7.3 Potential Actions

If a breach occurs, consequences may include:

- Retraining or reflective practice
- Removal from project or termination of contract
- Public correction or apology
- Disciplinary action under Company policy

7.4 Whistleblowing Protections

Good-faith reports will never result in retaliation.

8. Alignment with Other Policies

This document should be used alongside:

- Safeguarding Policy
 - Data Protection Policy
 - Equality, Diversity & Inclusion Policy
 - Health & Safety Policy
 - Risk Assessment Framework
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9. Policy Review

This policy will be reviewed annually or sooner if required.

10. 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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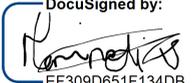
Approval from Advisors:

Name: Marina Oliveira

Name: Jasmine Woodard-Harris

Name: Josh Jenkins

Signatures:


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