

Introduction

Self-Led Creates develops original work and creates accessible, fairly paid opportunities. This Code of Conduct sets out what people can expect from us and the conduct we expect in return. Creative ambition, limited budgets, deadlines and seniority do not excuse mistreatment.

It applies to the founder, directors, employees, cast, crew, freelancers, contractors, collaborators and participants in all Self-Led Creates work. Suppliers and visitors must follow relevant standards. It covers (but not limited to), development, auditions, rehearsals, productions, events, remote work, work-related messages, promotional events, social media, etc.

01 / Respect and inclusion

Treat people with dignity, regardless of role, experience or background. Respect names, pronouns, identities and boundaries. We do not tolerate discrimination, bullying, harassment, sexual harassment, victimisation or retaliation, including online. This includes threats, humiliation, slurs, unwanted sexual attention and abuse of professional power.

Challenge ideas constructively, not people personally. Comedy, character work, improvisation and “banter” are not excuses for real mistreatment. Agreed fictional content does not remove anyone’s right to safe, respectful working conditions.

02 / Accessible opportunities

Recruit and collaborate on clear, relevant criteria, without unnecessary barriers linked to background, income, disability or career stage. Share requirements, time commitments and access information early. Invite access discussions privately and without judgement.

Self-Led will arrange and fund reasonable adjustments, keep them under review, and share personal information only where necessary. Nobody should be treated as difficult for requesting an adjustment. Learning opportunities must include appropriate support and supervision, not tasks beyond someone’s competence.

03 / Fair pay and clear terms

Everyone engaged to work on a Self-Led production will be fairly paid for their time, work and role. Experience, exposure, credits and access are not substitutes for payment. We will not use unpaid trials or “opportunities” to obtain usable production work.

Agree the role, rate, required preparation, rehearsals, working hours, overtime, expenses, payment dates and cancellation terms in writing before work begins. Pay on the agreed schedule, meet applicable legal and contractual minimums, and agree changes before extra work is undertaken. Raise payment problems promptly; reporting one will not prejudice future opportunities.

04 / Communication, safety and wellbeing

Be prepared, communicate changes promptly and respect other people's responsibilities and equipment. Give clear instructions and constructive feedback. Do not pressure colleagues to work beyond agreed duties or hours, skip breaks or accept unsafe conditions.

Self-Led will plan and manage risks, provide appropriate briefings, competent supervision and emergency arrangements, and account for fatigue, workload, travel and welfare. Follow risk assessments and safe systems of work. Report hazards, injuries, near misses and unsafe workloads promptly. Do not work impaired by alcohol, drugs or fatigue. Anyone may pause an activity they reasonably believe is unsafe and raise it without retaliation. Work resumes only when the responsible person has assessed and controlled the risk. Signing this Code does not transfer the company's safety responsibilities to individuals.

05 / Boundaries and sensitive work

Discuss and agree intimacy, nudity, simulated sexual content, physical contact and other sensitive requirements in advance. Changes require renewed agreement; nobody should be pressured to agree on the spot or threatened with losing work for raising a boundary.

A performer may pause or withdraw consent to an intimate action during rehearsal or filming. Stop and agree a safe alternative. Where intimate content or scenes require it, engage a suitably qualified intimacy coordinator to support performers, facilitate communication and help ensure agreed boundaries are respected. Performers should be informed of their involvement in advance. Nude or sexually explicit self-tapes must never be requested. Never use professional power, influence or authority to pressure, manipulate, coerce or intimidate anyone into personal or sexual favours or contact. No one should be made to feel that their employment, opportunities or career prospects depend on complying with such pressure.

06 / Safeguarding

Children and adults at risk must be protected from harm. Before relevant work begins, appoint a safeguarding lead and confirm the applicable local licensing, supervision, chaperoning, vetting, consent, education and working-time arrangements. Requirements must be checked for the nation and location concerned.

Use approved communication channels and supervision arrangements. Do not privately message, photograph or meet a child outside those arrangements. Listen to disclosures, record facts accurately and report concerns promptly. Do not promise secrecy, investigate personally or wait for proof. Immediate danger requires emergency help; safeguarding concerns must be referred to the appropriate authorities when required.

07 / Credit, creative rights and AI

Acknowledge people's contributions accurately and agree credits and use of work in writing. Do not present another person's work as your own. Ownership, licences, performance rights and permitted publicity belong in separate agreements, not an assumption created by this Code.

Self-Led Creates does not permit the use of anyone's work, voice, likeness or performance to train, develop or generate content using AI without their specific, informed, prior written agreement and the agreement of all relevant rights holders. Such use must never be assumed or treated as a condition of participation in a production. Any agreed (cont)

use must clearly define its scope, duration, purpose and payment, where applicable. Confidential production material must not be uploaded to AI tools without explicit authorisation. General agreement to work on a production does not constitute consent to AI use.

08/ Confidentiality and professional integrity

Protect scripts, unreleased material, access details, contact lists and personal information. Use approved storage and sharing methods, report data loss promptly, and follow authorised retention and deletion arrangements. Obtain permission before sharing behind-the-scenes material or identifiable images of colleagues.

Declare personal or financial interests that could affect decisions. Do not accept bribes, misuse production resources or misrepresent your authority. Confidentiality must never be used to prevent reporting misconduct, seeking medical, legal or union support, contacting authorities or making a legally protected disclosure.

09 / Raise concerns without retaliation

Report concerns to either named contact below, verbally or in writing. You do not need to confront the person involved first. Use the alternative contact where the concern involves the founder, the usual contact or a conflict of interest. Reports are welcome during or after an engagement, including from witnesses.

Share what happened, when and where, anyone involved and any immediate support needed. You do not need a complete evidence file to speak up. Anonymous reports will be considered, although they can limit enquiries. Nobody will be penalised for an honestly raised concern or for helping with an investigation, including where a concern is not upheld.

10 / Respond fairly and act

Self-Led will assess conduct-related risks, brief teams and provide appropriate training to prevent harm. We will consider immediate safety needs, acknowledge reports promptly and explain next steps and expected timings. A suitably competent person without a conflict will handle the matter; no one will investigate a complaint about themselves. Information will be restricted to those who need it, but absolute confidentiality cannot be promised.

We will consider relevant evidence, give those involved a fair opportunity to respond, provide appropriate support and updates, and offer a review of the outcome by someone not involved in the original decision where possible. Protective measures are not findings of guilt. Action may include training, warnings, changes to working arrangements or ending an engagement, following a fair process and applicable legal and contractual requirements. Serious concerns may be referred to the appropriate authority.

Reporting contacts

Self-Led must confirm the two reporting routes below before this Code is issued. Project-specific safeguarding and safety contacts must also be supplied at induction. The alternative contact must be able to receive a concern without first routing it through the person complained about.

Primary reporting contact

Name / role: William Stewart
Direct email / telephone:
william@selfledcreates.com

Urgent help and independent advice

In immediate danger or a medical emergency, call 999 in the UK or the local emergency number when working elsewhere. Do not wait for an email response. Safeguarding concerns can also be raised directly with the police, the relevant local authority or the NSPCC.

Independent advice and support are available from Acas, relevant trade unions including Equity and Bectu, and the Film and TV Charity Support Line on 0800 054 0000, for eligible people working behind the scenes in film, TV and cinema. You may seek external advice or support at any time, including if your concern involves the founder. You do not need to raise a concern directly with Self-Led Creates before seeking independent advice. These external organisations provide advice and support; they do not act as Self-Led Creates' appointed complaint investigators.

Our commitment

At Self-Led Creates, we are committed to creating a respectful, inclusive and safe working environment. We will take concerns seriously, respond fairly and handle them as confidentially as reasonably possible. Retaliation for raising a concern or supporting someone who does will not be tolerated. We will keep this Code under review and take responsibility for putting its principles into practice.

Document control

Policy owner: SELF-LED CREATES LTD. Approved by: William Stewart.
Effective date: 21st October 2026. Next review date: 21st October 2028

General questions and accessible copies

hello@selfledcreates.com | 020 80581 224

Use the named reporting routes for sensitive concerns; the general inbox is not represented here as a confidential complaints service.