Artificial Intelligence Policy

September 2025 - September 2026

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1 Introduction

At Sound and Music, we take an agile and curious approach to the adoption of Artificial Intelligence (AI), a rapidly advancing set of technologies that impact many areas of our professional and civic lives.

We have been supporting artists working with machine learning and neural networks since 2019, and we continue to champion creative approaches to emerging technologies in composing and music creation.

While AI offers significant opportunities to increase efficiency and support our team's capacity, it is also becoming a part of some artists' creative practice. However, it demands scrutiny in relation to the many ethical, legal, environmental and cultural considerations that arise. There are many more questions and uncertainties than there are answers, and national and international policy often lags behind the pace of technological developments. This policy sets out to consolidate our learning to date and provide an ambitious and values-driven framework for using AI in our work.

We will review this policy twice a year to ensure it is reflective of the rapid pace of developments in technology and accompanying governmental policy.

This policy is accompanied by two internal documents:

- Al Register: documentation of current Al use across the organisation
- Al Software Analysis: analysis of commonly used software around data protection and privacy policies, outlining risks and recommendations

See 10. Glossary and terms (p.12) for terms used in this policy.

Al was used to support with structuring the content in this policy and editing document sections which do not contain sensitive information.

2 Aims

We want to ensure a realistic and responsible approach to AI use in our work and by the composers and music creators we support. This policy aims to:

- Establish clear guidelines for how AI can and should be used in our organisation
- Encourage responsible experimentation by staff and beneficiaries
- Identify risks, roles and outline decision-making processes related to Al
- Ensure our staff, beneficiaries and other stakeholders understand how and why Al is being used

The policy applies to:

- All team members (e.g., staff, trustees, creative freelancers, volunteers)
- All our current and prospective beneficiaries
- All Al tools used in the context of our organisational work (e.g., text, music, image generation, admin automation)
- All projects where Al may influence content, decision-making or engagement

3 Scope

Al intersects with many sectors and areas of work, including operational efficiency, environmental responsibility, copyright and authorship, data protection and privacy and artistic expression. It offers opportunities to support our organisational aims, especially around access and inclusion, where the technology has both the potential to remove barriers and at the same time exclude people from participation and perpetuate systemic biases.

Responsible use of AI tools helps us to protect composers' rights, promote equity and build trust with stakeholders through transparency and accountability.

Accompanying this policy are the following documents:

- Al Register (internal use only): to log use of Al tools by staff and track review points for Moderate- and High-risk Al uses
- Al Factsheet (publicly available): a document with key information about Al for prospective applicants who are interested in using Al as part of applying to our vacancies, programmes or other opportunities

3.1 Roles and responsibilities

We suggest the following outline of organisational responsibilities:

- Board: Overall governance oversight; Innovation Subcommittee to take an active role in revision of this policy
- Composer advisory group: Consulted on specific areas of this policy, such as section 8. Code of conduct: our beneficiaries (p.11)
- Senior Management Team: Strategic and operational implementation, overseeing training and upskilling where needed; sharing learning with sector partners; ensuring AI Register is maintained and updated regularly
- Al Working Group: Lead on reviewing this policy and the Al Register
- All staff: Responsible use of Al tools in accordance with this policy

3.2 Risk threshold

We classify AI uses by their associated risk levels in section 3.4 AI risk table (p.5) to ensure consistent assessment of the potential impact of AI use by staff and guide decision-making. Each AI-related action or use should be evaluated against this risk scale to understand the level of scrutiny and oversight needed.

The risk levels range from Very low to High, depending on the sensitivity of the data involved, the nature of the AI output and the potential consequences of misuse or error. There may be specific mitigation strategies and approval processes relevant to each policy statement, which must be considered on a case-by-case basis. We should take a risk-averse approach to the use of AI when there are any ambiguities or uncertainties.

3.3 Prohibited use of Al

Certain uses should be strictly prohibited. These restrictions are in place to protect personal data, uphold artistic integrity, prevent harm and follow national and international law. We prohibit any use of Al that is illegal and/or has serious legal or reputational risks, such as, but not limited to:

Data processing

- Processing personal or sensitive data without legal basis
- Using Al tools to infer personal characteristics or profiles (e.g., gender, ethnicity, political views) from data

Generating content

- Publishing or submitting Al-generated text verbatim in high-profile documents such as funding applications, contracts, policies, board reports, or external communications without appropriate level of human review and sign-off
- Relying on AI to produce legally binding content without legal oversight
- Using AI to impersonate or imitate the likeness of any person without their explicit consent (including, but not limited to, text, images, voice or video)

Decision-making

- Using Al processes in decision-making as part of any recruitment process
- Using Al as part of any internal procedures, such as, but not limited to, disciplinary, safeguarding, procurement, performance management

Artistic integrity

- Using Al to mimic the style or voice of composers or creators (living or deceased) without permission
- Generating music, lyrics or artwork that is attributed to real individuals without their knowledge or consent
- Using copyrighted or licensed material as input material for any Al process without explicit permission from the copyright holder(s)

3.4 Al risk table

Risk	Description	Examples (generative)	Examples (processing)	Examples (media)	Mitigation
Very low	No private, sensitive, or confidential data used; Al outputs used as informal suggestions or brainstorming aids or for minor alterations; outputs are not used verbatim but serve as starting points for human refinement	 Creative prompts or language suggestions to inspire writing content Generating ideas or titles Generate list of grants Generate code 	 Text correction and spelling; predictive text Summarise publicly available information for internal use Generate or correct spreadsheet formulas 	 Text-to-Speech and Speech-to-Text (e.g., Al captioning for non- confidential meetings) Al tools embedded within software (e.g., remove background, audio mastering) 	No need for further action. Can optionally mention to colleagues or line managers for reference Al Register: recommended
Low	Minimal or no use of sensitive data, typically publicly available or organisationally non-confidential content; outputs may appear in organisational communications in minor or paraphrased forms with significant human oversight	 Using AI to generate social media post ideas Generating ideas for a risk assessment for a low-profile activity 	 Creating content summaries from public reports for newsletters Paraphrasing sentences or editing email drafts with Al assistance 	Generating image content to act as inspiration for assets	Recommended discussion with line manager if any concerns or paid service required Al Register: recommended
Moderate	Uses some internal organisational data (non-confidential or personal); outputs may be incorporated into documents with moderate sensitivity (e.g., may influence operational decisions but do not contain personal or legally sensitive information)	Using AI to help draft internal policies (e.g., outlines or headings), guidelines, or procedures that are for staff use only	 Summarise, transcribe or translate meetings or internal documents Support preparation of moderately sensitive grant applications or partnership documents 	 Transcribe an audio application Use Al captioning for confidential 1:1 sessions 	Line manager approval needed Mandatory use of paid services for enhanced privacy Significant human oversight highly recommended Al Register: mandatory
High	Personal, sensitive, confidential data (e.g., artists, donors, staff) used at scale; outputs used substantially in highly sensitive, official and/or public-facing documents. Misuse could cause reputational harm or legal risks	 Using AI extensively in major funding reports or applications Using AI in contracts, policies, legal documents or statutory reports 	 Processing application, personal details, access or health information Using data relating to children or adults at risk 	Using significant proportion of Algenerated images for assets that represent the organisation (e.g., logos, flyers, posters)	SMT approval needed, Innovation Subcommittee approval and/or oversight recommended Use to be project- or time-limited and reviewed regularly; consent to be sought where needed Al Register: mandatory

4 Key areas of impact

This section outlines the main ways AI could affect our operations, values and mission. There is a significant potential in making efficiencies and enabling us to make better and more efficient use of our resources and expertise. However, there is a series of significant concerns and important considerations that need to be examined, understood and evaluated in order to ensure AI use does not contradict with other policies, our values, or pose reputational or other risk to the organisation and our beneficiaries.

The most widespread use of AI is through chat-based Large Language Models (LLMs), which operate as highly sophisticated statistical models rather than factually verified content sources. This limitation stems from their autoregressive design, where responses are generated sequentially without the ability to revise earlier errors or plan long-term coherence. As output length increases, the likelihood of deviation from factual accuracy typically grows exponentially, making verification essential.

Present LLM technology cannot indicate low confidence in answers dealing with uncertain data or where incorrect information is shared alongside correct content. As such, they should not be relied upon as infallible sources of factual information, as they carry a substantial risk of producing inaccuracies or fabricating details ("hallucinations") which may mislead users who assume their outputs are inherently trustworthy.

Creative practice and artistic support

Al tools can assist composers with tasks such as generating or manipulating sound, which can form part of new work created on our programmes or commissions. This raises important questions about authorship, originality, and ethical concerns around the unlicensed and unauthorised use of copyrighted artistic material as part of training data for Al models and authorship or ownership over the resulting outputs.

Environmental responsibility

Al technologies carry a significant environmental footprint due to the energy demands of training and running large models. As part of our commitment to sustainability, we must consider the environmental cost of adopting Al tools and ensure Al use does not contradict our Environmental Policy.

Bias, equity, diversity and inclusion

Al tools can reinforce existing inequalities if they are trained on data that reflects historical bias or lacks diverse representation, leading to unfair or inaccurate results, which may have especially negative impacts for marginalised or underrepresented communities. We must actively identify and address these biases and ensure our use of Al supports our Equity, Diversity and Inclusion policy.

Accessibility

There is significant potential in improving access for d/Deaf/disabled and/or neurodivergent people, as well as people who are speakers of other languages. We must celebrate this while challenging cases where AI may widen gaps in access. AI use should never come at the expense of a human-centred approach to equity, diversity and inclusion and dignity for our staff and beneficiaries.

Artist development and learning

Al tools can democratise access to professional development, particularly for underrepresented groups with less access to mentoring or artistic / professional development opportunities. We must balance this with the need for human connection, mentorship and the preservation of lived experience; Al tools should not replace investment in communities and education infrastructure.

Communications and marketing

Where AI can streamline marketing through content generation, audience segmentation and campaign optimisation, there is a risk that our voice and

values could be diluted if content is not carefully reviewed and AI use (upwards of 50% of social media content is estimated to be partly or significantly generated with AI). We must ensure we do not depersonalise engagement and that we maintain authenticity and audience trust as we integrate these tools.

Internal operations and administration

Al can reduce the administrative load on a small team and reduce access costs, such as captioning for casual interactions. We must ensure outputs are accurate and appropriately reviewed, and that this does not lead to over-reliance or the de-skilling of team members, or reduce the quality of our access offer.

Funding, grant-making, reporting

Al may help with identifying new funding bodies, streamlining writing funding applications, impact tracking and reporting. If Al is involved in evaluating or creating funding-related materials, we must protect ourselves against bias and be transparent about its role, ensuring the narrative is as clear and impactful as possible and reflective of our business plan and strategies, to ensure our applications stand out compared to other applications which are likely to have had Al input.

Reputation and public trust

The way we use and communicate about AI will affect how we are perceived by composers, collaborators, funders, network partners and other stakeholders. Transparency, consistency and consultation on key issues are essential to ensure we maintain trust. There is a risk that any missteps in AI adoption could undermine our credibility and dilute the impact of our work.

Data protection and privacy

As we explore AI tools that may process personal data, whether that is in audience analytics, beneficiary records, donor information, application feedback, internal documents and policies, it is essential that we comply fully with UK GDPR law and uphold the privacy rights of individuals. AI tools must

not be used in ways that compromise confidentiality or store sensitive data without explicit, informed consent. As with use of any third-party software, responsible data handling is critical to maintaining trust and protecting vulnerable individuals, ensuring we uphold the legal and ethical standards we are accountable to as a charity. Any Al use must align with our Data
Protection and Privacy Policy and Child Protection and Adult at Risk Policy.

Misinformation

Al tools can be used to generate highly convincing phishing emails or messages that appear legitimate and can be used to generate or amplify false or misleading content, which may include misrepresentations of our work or partners. Reviews, product or service descriptions or social media content may be Al-generated, which means we must be more robust when assessing the suitability of services, tools and products for the purposes of the organisation.

General risks and emerging threats

Al can be used to convincingly mimic people's likeness, including voices, images, videos or writing styles, a practice known as "deepfaking." This poses reputational and safety risks as well as safeguarding concerns. We must be cautious about Al-generated emails or voice messages pretending to be from staff, trustees or partners, as well as misuse of Al to create or modify videos or audio in ways that could deceive.

In addition, generative AI poses a variety of risks to children, which will inform how we identify and respond to safeguarding concerns involving generative AI in our work with children as part of our Child Protection and Adult at Risk Policy.

5 Policy statements

We support a culture of curiosity and thoughtful exploration, and encourage staff, beneficiaries and other stakeholders to experiment with Al in ways that

align with our mission to support composers and music creators. Experimentation should be grounded in our organisational values and must not contradict existing policies, including but not limited to our <u>Data Protection and Privacy</u>, <u>Child Protection and Adults at Risk</u>, <u>Environmental</u>, and <u>Equity</u>, <u>Diversity and Inclusion</u> policies and our <u>Fair Access Principles</u>.

5.1 Responsible experimentation

Policy statement: All Al-related experiments must be guided by a clear understanding of their intended benefit to the beneficiaries and people whose data is used by Al. Staff must consider the potential risks, including impacts on data protection, artistic voice, cultural sensitivity and environmental sustainability.

5.2 Data protection and privacy

Policy statement: We will respect the privacy of individuals and comply fully with <u>UK GDPR law</u>, <u>ICO Guidance on Al and Data Protection</u> and other relevant data protection laws when using Al tools. No personal, sensitive or confidential data will be input into Al tools without a clear, lawful basis and, where necessary, explicit consent. We will consider what data is being used, where it is processed, and whether a data protection impact assessment (DPIA) is required.

5.3 Accessibility and inclusion

Policy statement: We will use AI in ways that actively promote accessibility and inclusion across all areas of our work. We will prioritise uses which remove barriers for underrepresented and marginalised groups, including disabled, neurodivergent, and culturally diverse music composers and applicants to our programmes.

5.4 Environmental sustainability

Policy statement: We acknowledge the significant environmental footprint of AI, and we will ensure our staff and artists are educated about the environmental cost of using AI tools and our <u>Environmental Policy</u>. We will use AI efficiently and avoid unnecessary computational waste.

5.5 Intellectual property and copyright

Policy statement: We respect the intellectual property rights of artists and researchers whose works or cultural heritage may be used in AI training data or form part of outputs. We will obtain necessary permissions and give appropriate attribution where it is within the scope of our control and use less controversial tools where possible (e.g., open-source AI tools over proprietary software). We do not support unauthorised use of copyrighted material for training AI models or as part of input for processing without explicit permission.

5.6 Sector leadership

Policy statement: We will publicly advocate for artists and support calls and policies that protect artists, for example, where Al use may involve unauthorised use of copyrighted works in training data or have significant implications for the livelihoods of artists.

5.7 Monitoring bias and fairness

Policy statement: We recognise that AI tools can perpetuate or amplify biases present in training data and design. We will take proactive steps to identify and mitigate biases, and we will be alert to the risk of AI-generated content creating a misleading or unbalanced interpretation of underrepresented or marginalised people or cultures.

5.8 Human oversight and editorial control

Policy statement: We will not publish or act on AI outputs without human review and editorial control. We will fact-check and edit AI-generated content to ensure accuracy and to counter misinformation and unconscious bias before publication. Individuals will always remain responsible for any misuse or inaccuracy in AI-generated content that they choose to use in their work.

5.9 Transparency and accountability

Policy statement: We will be transparent about our use of Al both internally and externally. We will maintain an Al Register to track usage, identify risks and establish clear lines of accountability. Where we need to credit use of Al

in our outputs, we will use the guidance in section 6. Transparency and crediting (p.9).

5.10 Resource management

Policy statement: We will ensure there is a budget allowance earmarked for paid services which staff will use in Low-, Moderate- and High-risk use cases where protection of data and privacy is of primary concern, to ensure cost does not compromise integrity and responsible use of Al tools.

5.11 Social impact, deskilling and job displacement

Policy statement: We will use AI in ways that promote cultural understanding, inclusion and accessibility, mindful of the potential impact of automation on our workforce, and we commit to supporting staff in developing the skills needed to work effectively with AI. We will ensure staff are aware of the risks of over-reliance on AI tools, especially around deskilling, and continue to offer a comprehensive continued professional development offer to our staff and artists.

5.12 Use of Al in recruitment

Policy statement: We will not use AI to make any judgment on the outcome of any recruitment process. Where AI is used as part of the selection process in a non-executive capacity, for example, highlighting applications against eligibility criteria, generating feedback for unsuccessful applicants, sentiment analysis or bias identification across a group of applications, this will be explicitly communicated to prospective applicants in advance, with the option to opt out. Where data is used, it will be sanitised from personal or identifiable information where possible, and human oversight will form part of any final text or comments arising from the process. Staff will always be responsible and accountable for all elements of our recruitment processes.

6 Transparency and crediting

We are committed to disclosing when AI tools have meaningfully contributed to the creation of materials, particularly in Moderate- or High-risk activities. Being transparent about AI use in our work helps maintain trust in our work and positions us as a sector leader where we openly acknowledge and adopt AI as part of our work. While AI should not replace human judgment or authorship, acknowledging its involvement ensures clarity about how our content is developed.

Where Al is used by an artist on our programmes or a contractor in the production of content or artworks, we will expect them to abide by the same standards.

Examples of crediting statements:

- This document was drafted with support from [Al tools]
- Elements of this document were generated using [Al tools] and reviewed by our team
- This report includes Al-assisted analysis
- This image contains Al-generated content
- This is an Al-generated transcript
- Al tools are used in generating and compiling feedback on unsuccessful applicants, with human moderation

These statements can be adapted in line with the context of the text and our Tone of Voice guidance. A crediting statement should be used when AI has contributed substantively to a work, even if not responsible for the final version. In Low or Very low-risk situations (e.g., using AI for idea generation or minor edits), crediting is optional but may still be considered.

7 Code of conduct: staff, board and volunteers

As a Sound and Music employee, contractor, board member or volunteer, we expect you to use AI tools in a way that aligns with our mission to support composers and music creators, upholds our values and protects the interests of our beneficiaries.

This Code of conduct outlines your responsibilities when using AI in any capacity as part of your work and exists to protect both the organisational interests and your personal accountability.

Mission alignment

Only use AI where it adds clear value to our work, advances our charitable aims, and/or enhances support for our beneficiaries.

Risk awareness

Understand and assess the level of risk associated with your Al use based on the Al Risk Table (p.5 of the Al Policy) to guide your decision-making. Consult your line manager if unsure. Where High-risk use of Al is necessary, ensure it is time- and/or project-limited with appropriate review points.

Data protection and privacy

Never input personal, sensitive, or confidential data, or any sensitive data relating to children or adults at risk into AI tools unless you have a legal basis and permission to do so.

Attribution and transparency

Ensure you credit Al involvement where appropriate, especially in Moderateor High-risk activities.

Human oversight and accountability

Al must not replace human judgment. Always review, edit, validate, fact-check and assess Al-generated content before using or publishing. Due to the nature of LLM infrastructure, content can often contain inaccuracies and lack mechanisms for self-correction or moderation; this becomes exponentially more likely in interactions involving longer inputs and outputs. You are ultimately accountable for any content that you use that was produced with Al tools.

Intellectual property

Do not use AI to replicate or generate content based on existing copyright holders' work without explicit consent or rights.

Impersonation

Do not use AI to impersonate individuals or create deceptive content.

Environmental impact

Avoid using AI where less carbon-intensive alternatives exist. Turn off AI assistance where it is not necessary to minimise emissions from inadvertent use.

Documentation and registration

Record any Moderate- or High-risk AI use in the AI Register.

Breaches and concerns

Any breach of this Code of conduct may result in review or disciplinary action. If you are unsure about any Al-related action or have concerns about improper use, speak to your line manager or a member of the Al Working Group. If you use Al in any way which you feel uncomfortable sharing with your line manager or logging on the Al register, you should probably not be engaging in this activity.

This Code of conduct forms part of, and should be read in the context of, our Al Policy.

8 Code of conduct: our beneficiaries

As an artist supported by Sound and Music through one of our programmes, awards, commissions or otherwise, you may want to use Al tools as part of your practice or work. Al can be a powerful part of creative exploration, but it also raises new ethical questions. We trust artists to use Al responsibly, and we are here to support open, thoughtful and values-driven use.

This Code of conduct outlines expectations for how you may use AI in your creative work, either as part of research and development or composing and creating a final public-facing work. Where our funding or support is used for research or creating new works, you should avoid any prohibited use of AI as outlined in section 3.3 of our AI Policy.

Transparency

 Where AI has significantly contributed to your creative process or outcomes, you should acknowledge this in materials

Respect for cultural ownership and copyright

- Do not use AI to mimic or recreate the voices, styles or identities of other artists or their likeness without explicit permission
- Do not train or prompt Al tools with copyrighted or otherwise licensed material without explicit permission from the rights holders

Bias and misinformation

 You should ensure use of Al does not perpetuate systemic or unconscious biases in your work, and fact-check any output before use

Consent and use of personal data

 Do not use personal data of others (including voices, likenesses or unpublished work) or private information (e.g., private emails or communications) as input for Al tools without explicit permission

Environmental awareness

- Educate yourself on and consider the environmental impact of AI tools, especially AI-generative and -processing tools for media (including, but not limited to, sound, music, video, images) which require large-scale computing resources
- Choose tools and platforms that align with low-impact or sustainable practices when possible

Dialogue and collaboration

- We are open to discussions about Al in creative practice. If you're unsure, are experimenting or seeking feedback, you are welcome to discuss further with someone in our team
- We encourage you to share learning, processes and questions around AI
 with peers, mentors and our team to accelerate the learning in the sector
 around best practice or issues arising from AI use

9 References

"ICO: Guidance on Al and Data Protection." Information Commissioner's Office (March 2023)

"Civil Society Manifesto for Ethical AI." Forus International (December 2023)

"Charities and Artificial Intelligence." Charity Commission (April 2024)

"Artificial Intelligence and gender equality." UN Women (June 2024)

"Example Al Policy for the Arts and Cultural Sector." Arts Marketing Association (AMA) (July 2024)

"<u>Developing Al Policy for Trustees and CEOs.</u>" *Arts Professional* (September 2024)

"<u>Technology: Al and the Future of Work.</u>" Chartered Institute of Personnel and Development (CIPD) (September 2024)

"Everyone Must Understand the Environmental Costs of Al." OECD Al Wonk (October 2024)

"Generative Al and Children's Safety." NSPCC Learning (January 2025)

"Government crackdown on explicit deepfakes." UK Government Press Release (January 2025)

"Al Factsheet." Content Science Review (February 2025)

"Al: ACE Position Statement on the Writing and Assessment of Funding Applications." Arts Council England (June 2025)

10 Glossary and terms

Artificial Intelligence (AI)

A broad field of computer science focused on software that can perform tasks that normally require human intelligence, such as recognising patterns, making decisions, or generating content. In this article, we use AI to refer to any software that may involve machine learning, generative processes, or most commonly large language models (LLMs) such as ChatGPT or Gemini.

Machine Learning (ML)

A type of AI that allows systems to learn from data and improve their performance over time without being explicitly programmed for every task.

Generative AI (GenAI)

Al tools (like ChatGPT, music or image generation tools) that create new content (e.g., text, music, images, code) based on patterns in training data.

Training Data

The large set of information used to "teach" an Al system. The quality and diversity of this data affect how fairly and accurately the Al performs.

Large Language Model (LLM)

A type of Al trained on huge amounts of text data to understand and generate human-like language. Tools like ChatGPT are powered by LLMs. They can help with tasks such as writing, summarising or answering questions, and outputs are based on patterns in the large amount of training data.

Hierarchical Reasoning Model (HRM)

An alternative to LLMs that performs structured reasoning without relying on large pretraining or chain-of-thought token generation.

For a more detailed glossary, see https://post.parliament.uk/artificial-intelligence-ai-glossary/

11 Appendix 1: Al Policy action plan

Responsible for monitoring: Al Working Group, Innovation Subcommittee

	Action	How	Progress
1	Appoint AI Lead or Working Group	Identify one or more staff members responsible for coordinating AI policy implementation, monitoring sector developments, and ensuring regular review cycles	Done
2	Build awareness and staff capacity	Mandatory read-request to all staff, team meeting discussion; board meeting presentation; include Al in artist contracts and as part of induction	Ongoing
3	Create and maintain an AI Register	Build a spreadsheet to capture Al use cases, risk levels, sign-off responsibilities, sensitive data use and review dates	Ongoing
4	Share learning with sector partners	Disseminate AI Policy within our networks, create news piece to accompany policy publication and host a public conversation (roundtable?)	Ongoing
5	Disseminate policy with beneficiaries on current programmes	Share the policy's Code of conduct with beneficiaries in programme materials and agreements, offer support for ethical exploration	Ongoing
6	Deliver staff training	Organise internal or external workshops on responsible AI use, bias, data protection, cultural ownership, and IP	Not started
7	Support artist conduct	Signpost to the policy's Code of conduct in programme materials and artist agreements, offer support for ethical exploration	Ongoing