



Registered Charity No. 701555

## Use of Artificial Intelligence Artwork Policy

1. Horncastle Theatre Company exists to support and promote the creative arts for the public benefit. This guiding principle should inform our decisions and reflect our values as a creative organisation.
2. We aim to provide opportunities for individuals to grow and contribute their artistic skills and creativity to our productions, particularly in areas such as poster design, promotional materials, video, projection, and other visual content; music; and creative writing.
3. We recognise that AI-generated content is increasingly accessible as a tool for directors and other members; however, our preference is to champion and showcase human creativity wherever we can, especially where this will be public-facing, in the first instance.
4. We also wish to respect ethical concerns regarding the impact of artificial intelligence on the natural environment and alleged unauthorised use of intellectual property.
5. Horncastle Theatre Company will, wherever possible, prioritise the use of artwork, design, and other creative materials produced by human writers and artists. We will not use AI-generated posters.
6. Any exceptions to this policy must be explicitly authorised by the Management Committee.

**Date adopted: 07.05.2026**