

GBT Responsible AI Policy (AI)

1	Introduction	GBT recognises the challenge in managing the friction in introducing new technology, and the purpose of this policy is to demystify how we actually use it. We deeply respect the passion of our volunteers and understand the concerns raised about how AI impacts creative industries. As a community of creatives, protecting artistic integrity is incredibly important to us. However, as a small, entirely volunteer-run theatre with limited resources, we must balance artistic passion with operational survival. To keep our doors open, our ticket prices affordable, and our workloads manageable for our unpaid team, we must use modern tools to help us work efficiently. We do not use AI to replace human creativity. Instead, we use it to handle time-consuming administrative and technical tasks so our volunteers can focus on our core activities, performance arts and community inclusion. We understand that some members of our community may personally choose not to use these tools in their own lives. We respect that choice. However, GBT will continue to use them responsibly to ensure the theatre remains sustainable, safe, and organised. To this end we have adopted this formal Responsible AI Policy to hold ourselves accountable to these standards. To ensure we are acting ethically, we have established clear boundaries that honour creative values and clearly state operational direction. We recognise that when you use publicly available generative AI tools, the information you share doesn't always stay between you and the tool. In many cases, it is sent to the provider's servers and can be stored, reviewed
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		or used to train AI models. Therefore we must ensure we use AI responsibly particularly in relation to privacy and data protection.
2	Policy Purpose	To define how our volunteer-run theatre uses Artificial Intelligence (AI) tools ethically, responsibly, and efficiently to support our operations without compromising human artistic integrity.
3	The Strategic Approach and Core Principles	
3.1	Responsible AI at GBT:	AI will be used as a tool, not a replacement - just like Photoshop, digital lighting boards, or search engines. AI is an assistant, not a creator. Human judgment, editing, and creative direction will always have the final say.
3.2	Ethics:	GBT use of AI will maintain strict ethical boundaries (e.g., no deepfakes of cast members, no raw AI-generated posters.) We do not alter the physical appearance, faces, or likenesses of our cast members or volunteers. We do not upload personal data of any kind nor any GBT commercially sensitive data into any AI tool.
3.3	Resource Preservation:	AI is a tool that keeps the theatre alive. Limited resources mean that our volunteers are overstretched and there are skills shortages in some volunteering areas. Time saving tools mean volunteers have more time to focus on our core activities.
3.4	Governance:	Company Governance is the remit of the Directors and while feedback on quality is always welcome, the operational tools and how they are used are determined by them. We adopt a transparent approach and do not hide our use of AI tools for administrative or graphic element generation.
3.5	Respect for Creatives:	We will never use AI to write scripts, design entire productions, or replace the core artistic roles of directors, actors, designers, and playwrights. We do not generate finished promotional posters at the click of a button. We use AI to generate individual design elements or clean up assets (like removing photo backgrounds), which our marketing team then manually layout and design using their own skills and imagination.

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3.6	Heavy Human Oversight:	Every piece of copy or policy researched via AI is heavily edited, checked for accuracy, and customised by a human volunteer to ensure it fits our theatre's unique voice and safety standards. No text or policy generated by AI will ever be published or adopted without thorough human review for accuracy, legality, and tone.
4	Permitted Uses (The "How")	
4.1	Administrative & Safety Research:	Researching drafts for operational policies (e.g., safeguarding, health & safety, licensing guidelines). All drafts must be fact-checked and tailored by a human.
4.2	Drafting & Brainstorming:	Generating initial marketing copy ideas, social media hooks, or proofreading newsletter drafts.
4.3	Asset Preparation & Compositing:	Using AI to remove backgrounds from cast photographs, clean up image noise, or generate specific, isolated graphic elements (e.g., "a single vintage microphone on a plain background") to be manually incorporated into a human-designed poster layout.
5	Strictly Prohibited Uses (The "Never")	
5.1	Direct Image Generation:	We will not post raw, fully AI-generated images as final promotional artwork.
5.2	Likeness Alteration:	We will never use AI to alter the facial features, body shapes, or likenesses of our volunteers, cast, or crew.