



INCLUSIVE MANIFESTO: 2025-2026

Creating a Future Where Every Voice is Seen, Heard, and Valued

Our Vision

At Viper Productions, we envision a world where film and media reflect the full spectrum of human experience—where stories from all backgrounds are not just included, but celebrated, elevated, and prioritised.

We exist to challenge the norm, tear down barriers and champion the voices too often overlooked - creating lasting change and setting a new standard for inclusion in the UK Film Industry.

Our Mission

To produce bold, authentic, and socially impactful content while creating accessible pathways into the film and media industries for people from all communities, backgrounds, and identities.

Our Commitments

1. Inclusive Storytelling

We are committed to telling stories that matter - written, directed, and performed by individuals whose perspectives have historically been sidelined. From script to screen, we elevate voices across:

- Race and ethnicity
- Gender and gender identity
- Sexual orientation
- Disability and neurodiversity
- Socioeconomic background
- Religion, culture, and heritage

2. Equity in Access & Opportunity

We recognise that true inclusion means levelling the playing field. We will:

- Provide training, mentorship, and shadowing for emerging talent from underrepresented backgrounds
- Partner with grassroots organisations, colleges, and community groups
- Design accessible and supported work experiences and internships that open a pathway into the professional creative arts industry.

3. Representation Behind the Camera

Inclusion is not just about who is on screen. We pledge to:

- Prioritise diverse crews and creative teams at every level
- Establish transparent and fair hiring practices
- Create safe and supportive working environments where all identities are welcomed and respected

4. Authenticity & Accountability

We will consult, co-create, and collaborate with the communities we represent. Our work will be informed, not imposed. We also pledge to:

- Publish annual inclusion impact reports
- Regularly review our internal practices and external partnerships
- Welcome feedback—and act on it

5. Platforming the Next Generation

We don't just make films—we build futures. We are committed to:

- Running free or subsidised workshops, masterclasses, and labs
- Championing young and emerging creators
- Offering professional advice and routes to representation through our sister agency, Inclusive Arts Management

6. Our Culture

At Viper Productions, inclusion is not a checkbox—it is our DNA.

We are building a company where:

- Creativity thrives through collaboration and respect
- People feel seen, heard, and supported
- Talent is nurtured, not gatekept
- Risk-taking and bold ideas are celebrated

7. Our Promise to the Industry

We are not waiting for change. We are the change.

We invite our peers, partners, funders, and audiences to:

- Hold us accountable
- Collaborate with us
- Grow with us

Together, we will redefine what inclusive filmmaking looks like—not just for now, but for generations to come.

Signed By:

Name: Karl Hughes

Role: Chief Executive Officer - Viper Productions

Signature: 