

FREEDOM UNDER SAIL CIC

Community, Wellbeing and Ethical Media Promotion

A board and funder concept paper for the proposed £22,000
Commercial Sustainability and Working Capital stage

Status	Proposal for development - funding not secured
Prepared for	FUS board review and adaptation for funders/partners
Vessel platform	Victoria 38 Suerte
Date	1 September 2026

Purpose

To build an informed IBD community, promote confidence and appropriate activity, and establish an ethical route to audience growth, brand partnerships and earned income through high-quality content filmed aboard Suerte.

1. Executive summary

Freedom Under Sail CIC (FUS) proposes a community, wellbeing and media programme within its £22,000 Commercial Sustainability and Working Capital stage. The stage remains proposed and is not secured. The programme would use Suerte as both a supported-sailing platform and a practical floating studio, producing useful, engaging and responsible content for people affected by ulcerative colitis, Crohn's disease and related long-term conditions.

Drone footage, onboard GoPro video, still photography and structured editing would be used to tell authentic stories about community, exercise, food, practical life with IBD, sailing and equipment. Content would include participant stories, hints and tips, equipment installation films, real-world product trials and balanced reviews. The purpose is not simply to advertise: it is to create an informed community resource while developing a credible audience and a sustainable partnership offer for suitable brands.

2. Strategic case

FUS has a distinctive opportunity to combine lived experience of IBD, adventurous activity and practical engineering. Suerte provides a visually compelling and technically credible setting in which products, methods and ideas can be tested in genuine conditions. This creates value for participants, viewers, funders and commercial partners without moving FUS away from its community purpose.

- **Community:** reduce isolation, make varied experiences visible and encourage constructive peer exchange.
- **Exercise and wellbeing:** show appropriately paced sailing and outdoor activity as routes to confidence, connection and quality of life.
- **Food and nutrition:** explore practical choices, preparation and personal tolerance without presenting a universal IBD diet.
- **Products and reviews:** demonstrate relevant equipment and consumables through real installation, use and honest assessment.

3. Proposed content programme

3.1 Community and lived experience

Short interviews, voyage diaries and participant-led features would explore confidence, preparation, barriers to participation, returning to activity and the value of shared experience. Participation in filming would always be optional; declining to appear would never affect access to FUS activities.

3.2 Exercise, sailing and wellbeing

Content would show the realities of activity with a fluctuating condition: pacing, rest, fatigue management, hydration, clothing, toilet planning and adapting roles aboard. Claims would remain proportionate. FUS would present activity as a potential contributor to general wellbeing, not a substitute for treatment or individual clinical advice.

3.3 Food aboard and practical nutrition

Episodes could cover provisioning, simple meals aboard, hydration, refrigeration, food storage, personal trigger tracking and the different choices people make during remission or periods of symptoms. Where appropriate, qualified dietitians or IBD professionals could contribute to evidence-sensitive subjects.

A feature on making kefir, for example, could explain what it is, show the equipment and process, address hygiene and refrigerated storage, record taste and personal tolerance, and discuss the available evidence. It must not claim that kefir treats or cures UC. Food response varies substantially between individuals, and significant dietary changes should be discussed with an IBD team or dietitian.

4. Filming and production model

Production tool	Primary use	Resulting content
Drone	Suerte under sail, coastlines, destinations and context	Opening sequences, campaign films, partner assets
GoPro cameras	Onboard action, participant viewpoint and hands-on demonstrations	Short-form clips, diaries, practical tutorials
Still photography	People, products, installations and voyage documentation	Website, social media, reports and press
Editing and review	Narrative structure, captions, accessibility, fact and disclosure checks	Publishable, reusable media packages

5. Product installation and review format

A repeatable production structure would give audiences and partners confidence that reviews are useful rather than promotional theatre:

- Define the practical problem: what need does the product address for the vessel, crew or participant?
- Show selection and preparation: compatibility, cost, tools, safety considerations and alternatives.
- Film installation or preparation: clear stages, decisions, difficulties and corrections.
- Demonstrate real use: test during sailing or normal life aboard, where safe and appropriate.
- Review honestly: strengths, limitations, value, suitability and who may or may not benefit.
- Follow up: report durability, continued use and any issues discovered over time.

Potential subjects include navigation and communications equipment, charging systems, safety equipment, waterproof luggage, clothing, deck hardware, accessible storage, hydration products, food-storage equipment and appropriate everyday food products.

6. Ethical partnership proposition

FUS could offer selected marine, outdoor, food and wellbeing brands a credible package: installation footage, real-world use, high-resolution imagery, participant-relevant explanation, honest feedback and clearly disclosed recognition. Acceptance of equipment or funding would not guarantee a positive review. Editorial conclusions should remain with FUS.

- Commercial relationships, gifted products, affiliate links and paid content would be disclosed clearly and prominently.
- Health and nutrition claims would be checked and would not exceed reliable evidence.
- FUS would avoid partnerships inconsistent with participant welfare, inclusion or public trust.
- Participant testimony would not be used as proof of a medical outcome.

7. Safeguarding, consent and operational controls

Control area	Proposed standard
Consent and dignity	Written, informed and revocable media consent; options for anonymity; no pressure to disclose health information.
Safety aboard	Vessel operation and participant welfare take priority over filming. Camera operation must not distract the skipper or safety-critical crew.
Drone operation	Flights subject to applicable permissions, weather, location restrictions, insurance and a competent remote pilot separate from vessel command where required.
Medical accuracy	No cure claims, no direction to stop treatment and clear distinction between lived experience and clinical guidance.
Food safety	Hygiene, cold-chain and individual vulnerability considered, especially for fermented or unpasteurised foods and people whose treatment affects immunity.
Advertising integrity	Clear labelling of paid, gifted or otherwise commercially influenced content, supported by a written review policy.
Data protection	Controlled storage, retention and publication of identifiable footage, with special care for health information.

8. Proposed use within the £22,000 stage

This paper does not represent an awarded budget. Subject to funding and board approval, the workstream could include the following cost areas. Detailed allocations should be established through quotations and aligned with the wider £22,000 stage before any commitment is made.

- Media equipment and accessories: onboard cameras, microphones, mounts, tethers, storage and protective equipment.
- Drone production: compliant operation, insurance, pilot support and location planning where necessary.
- Editing and accessibility: editing time, captions, graphics, audio treatment and reusable brand assets.
- Community participation: contributor support, reasonable expenses and accessible involvement.
- Professional input: proportionate dietetic, clinical, safeguarding, legal or advertising review for sensitive content.
- Promotion and distribution: website content, channel development, targeted campaigns and partner outreach.
- Working capital: capacity to produce consistently while partnership and earned-income routes develop.

9. Intended outcomes and measurement

Outcome	Example evidence	Why it matters
Stronger community	Returning viewers, enquiries, contributor diversity, qualitative feedback	Shows connection and relevance, not reach alone
Useful information	Saves, shares, completion rates, viewer questions, resource downloads	Tests whether content helps people act or prepare
Greater participation confidence	Registration feedback and pre/post confidence questions	Links media activity to the CIC purpose
Credible partnerships	Suitable in-kind support, repeat partners, transparent deliverables	Reduces costs and builds external validation
Future earned income	Paid productions, affiliate income or sponsorship secured and disclosed	Supports longer-term financial resilience

10. Delivery phases

Phase 1 - Foundation

Approve editorial, consent, disclosure and review standards; define audiences and channels; establish production workflow.

Phase 2 - Pilot content

Produce a small balanced set: community story, practical wellbeing feature, food feature, equipment installation and honest review.

Phase 3 - Partnership development

Use pilot work to approach aligned brands with clear deliverables, safeguards and audience value.

Phase 4 - Evaluation and scale

Review audience quality, participant benefit, cost and income; continue only formats that advance the CIC purpose.

11. Board decisions requested

- Approve the concept in principle as a proposed component of the £22,000 Commercial Sustainability and Working Capital stage.
- Require a detailed, costed implementation budget before expenditure or funding representations are finalised.
- Approve development of media-consent, editorial, medical-claims, advertising-disclosure and product-review standards.
- Confirm that participant welfare, independence and the community purpose take precedence over commercial deliverables.
- Authorise preparation of a pilot content plan and ethical partner proposition for subsequent board review.

12. Conclusion

This programme can give FUS a distinctive and sustainable public voice. By combining high-quality sailing imagery with honest practical content, it can place greater attention on life with IBD, strengthen community, promote confidence and appropriate wellbeing activity, and demonstrate useful products in genuine conditions. Its credibility will depend on disciplined consent, safety, evidence and disclosure standards. Developed on that basis, the workstream can serve both the CIC's social purpose and its longer-term financial resilience.

References and guidance

- Crohn's & Colitis UK, 'Food and Crohn's or Colitis': <https://www.crohnsandcolitis.org.uk/info-support/information-about-crohns-and-colitis/all-information-about-crohns-and-colitis/living-with-crohns-or-colitis/food>
- NHS, 'Probiotics': <https://www.nhs.uk/tests-and-treatments/probiotics/>
- Advertising Standards Authority, 'Recognising ads: Social media and influencer marketing': <https://www.asa.org.uk/advice-online/recognising-ads-social-media.html>