

Introduction

Pioneers Post is a digital news platform for social entrepreneurs, impact investors and mission-driven business leaders, with an audience in the UK and internationally.

We are also a social enterprise, structured as a private limited company (London Fields Publishing Limited) that is majority-owned by a community interest company (Pioneers Post CIC) limited by guarantee.

This structure 'locks in' our social purpose, which is to "support pioneers across business, society and the public sector to build a better world through entrepreneurship, innovation and investment". We do this by creating stories, podcasts, videos, events, webinars and awards that provide knowledge, connections and inspiration.

Our responsible person is the founding editor and CEO, Tim West, who can be contact at tim@pioneerspost.com.

Editorial Standards

We follow and abide by the Ipsos Editors' Code of Practice and we are committed to upholding the highest standards of journalism. Our editorial policy, including procedures for complaints and feedback, is [set out on our website](#).

In addition to ensuring a culture of fact-checking and thorough research ourselves, for articles that are particularly technical or complex (eg involving complex financial vehicles) we have a policy to ask an independent expert to check articles for us (for accuracy, sense, nuance and sentiment) before publication.

Where there are factual inaccuracies, our policy is to apologise openly and publish an apology or clarification, as well as editing the article concerned to ensure it is accurate. Should a complaint be made about a 'live' article that we then need to check, our policy is to 'unpublish' that article while we are making the appropriate checks, and to publish a corrected version (with an explanatory note at the end of the article) once the facts have been checked and the article updated.

Record on compliance

We have had no adverse findings from Ipsos since joining the regulator in 2022.

Training

Although we are a small, not-for-profit organisation we want our journalists to have access to training and support to ensure both their own development as journalists and also the highest standards of journalism in our publication. The journalists on our team either have training to NCTJ Diploma standard or have participated in other formal training in journalism. We also consider the individual skills needs of team members as part of our annual review process, and we allocate a small budget each year for each journalist on the team to be able to improve their skills and knowledge through short courses (eg in SEO, journalistic law, etc). In addition to mainstream journalism skills, we are also developing a programme to train our journalists in 'solutions journalism', through the Solutions Journalism Network. During 2023 one of our editors became an accredited trainer of solutions journalism.

During December 2024 a further journalist on the team became an accredited solutions journalism trainer.

During January 2025 the team also underwent training in carbon literacy with The Northern Eco / Carbon Literacy Project. This resulted in five members of the team being certified as 'Carbon Literate' and having met the requirements of the Carbon Literacy Standard.

During 2024 our founding editor & CEO, Tim West, also completed a PGCert in Journalism Leadership & Innovation with the University of Central Lancashire.

Impact measurement

As a publication structured as a social enterprise and with a mission to deliver positive impact through our stories, we have spent some time exploring how effectively to measure, demonstrate and manage our impact. During 2024 we have put in place some initial measures to begin this process. These include the addition of an impact survey at the end of at least one major story per week. This has allowed us to collect data about the impact of the individual story (eg whether it was useful to readers, whether it was shared by them, etc), as well as to gather cumulative data over weeks and months. In addition, we have also created and sent out our first 'impact survey' to readers, which we intend to send every quarter. The results of these surveys will help us to understand where we are making a positive difference and what we can do to improve our coverage.

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Tim West
Founding editor & CEO
Pioneers Post
April 2025