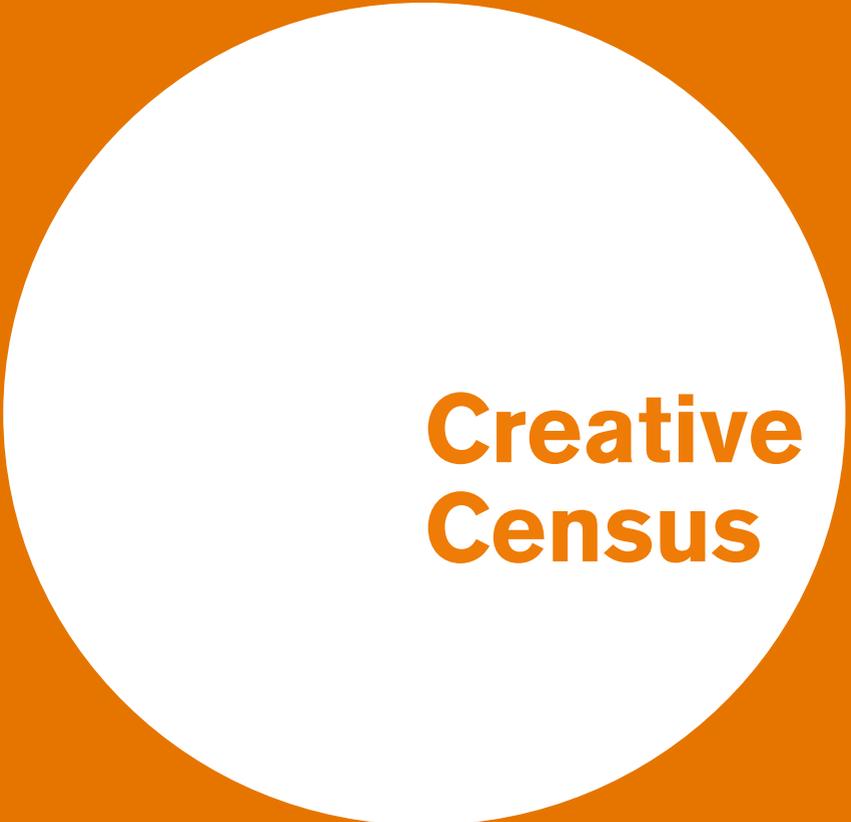


Report 2015/16

A large white circle containing the text 'Creative Census' in orange. There are also three smaller white circles on the orange background: one in the top left, one in the top right, and one in the bottom right.

**Creative
Census**

**Creative Census
Portsmouth**

w – www.creativecensus.co.uk
e – info@creativecensus.co.uk

8 – Forward
12 – Census Report
14 – Introduction
16 – 1. Sample Details – Size and Turnover
20 – 2. Business Owners and Sectors
26 – 3. Turnover, Growth and Employees/Outsourcing
34 – 4. Business and Skills Development
38 – 5. Portsmouth as a Location for Creative Business
44 – 6. Working in the Creative Industries in Portsmouth
52 – Comments
60 – Case Studies
66 – Established Creatives
70 – Spotlight
76 – Resources for the Creative Sector
80 – Participants



“The retention of graduates and nurturing of local creatives is pivotal to the success of the city. The new Hotwalls studios will see 13 creative spaces opening in July 2016 which will add significantly the cultural offer in the city and the ability of graduates and local creatives to flourish.”

Cllr Linda Symes, Cabinet Member for Culture,
Leisure & Sport, Portsmouth City Council

“The outcome of the creative census has given us a much clearer insight into how many graduates have remained in Portsmouth. Our faculty is committed in helping not only to educate and inspire our students but to retain these talented individuals and work together to establish a sustainable creative sector within the city.”

Catherine Harper MA, PhD, FHEA, FRSA,
Professor of Textiles, Dean, Faculty of Creative
and Cultural Industries, University of Portsmouth

Creative Census Portsmouth. Measuring the Creative Temperature of a City.

The creative industries in the UK have grown dramatically in recent years, becoming a power house of economic growth and innovation in the national economy. As of January 2015 the Gross Value Added (GVA) to the UK economy for the creative industries had increased 25.8% since 2008, with the creative industries contributing £8.8 million to the UK economy every hour*. In recent years the creative sector in Portsmouth has grown dramatically hence the need for the first Creative Census.

Creative Census Portsmouth aimed to take a snapshot of the size, shape and make up of the creative industries workforce in the city. It also hoped to identify emerging trends and question what are the resource needs and funding issues affecting the industry and what could help it to grow. The census looked at individuals, organisations and businesses who are either based in the city or work primarily in the city.

The census outcome has enabled us to build a much more accurate picture of the creative sector in the city today, showing how important it is locally and regionally in regards to skills, employment, investment and economic growth.

In this report we will discuss the findings and present some key information related to the first Creative Census Portsmouth.

The census engaged with people working in different creative sectors such as Advertising, Marketing, Architecture, Crafts, Design (product, fashion and graphic), Film, TV, Video, Radio, Photography, IT & Software (including web design and application development), Publishing, Museums, Galleries, Libraries, Music and Performing and Visual Arts.

* DCMS Creative Industries Economic
Estimates – January 2015



Census Report

Final census information analysed and written by Dr Carol Ekinsmyth, Principal Lecturer, Department of Geography, University of Portsmouth.

May 2016



Introduction

The Portsmouth Creative Census was live between May 2015 and January 2016. Respondents were elicited through social media and via one to one meetings. This resulted in an overall response from 238 businesses of which 87% were located in the PO1-PO6 postcode area. Half of these businesses were located in the south of Portsea Island, in the PO4 and PO5 postcode districts (50% - Table 1). Those located outside the immediate Portsmouth area (PO1-PO6 - 13%) derived at least 30% of their income from the PO1-PO6 area and, with the exception of 4 cases, were all located in Hampshire.

Location of sample by postcode district

Postcode	% of sample
PO1	20.2
PO2	3.0
PO3	5.0
PO4	31.5
PO5	18.5
PO6	8.8
Other	13.0

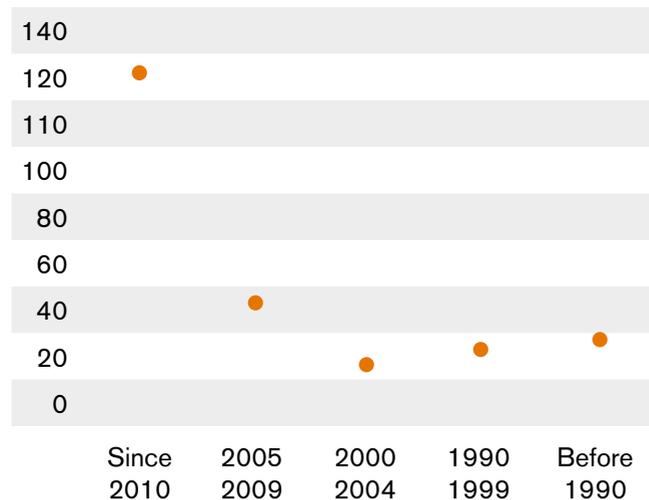
As there is no available reliable estimate of the total number of creative businesses in Portsmouth, it is difficult to estimate the proportion or representativeness of the sample. The validity of the sample however, arises from the large number of respondents and the textual data therein that enables a portrait to be drawn of the possibilities and limitations of Portsmouth as a location for creative business. The gender breakdown of the sample is estimated as a ratio (women:men) of 45%:55% .

1. Sample Details – Size and Turnover

The great majority of the businesses in the survey were very small. 58% listed themselves as 'Sole Trader' and 19% as 'Limited Companies'; 76% of the businesses were not VAT-registered and 52% had a turnover of less than £10,000 per annum (a further 12.7% between £10,000 and £20,000). Women in the sample were more likely to run a business with a turnover of less than 10,000 (62% of the women) but almost half of the men in the sample (47%) were also involved in low-turnover businesses. The majority (almost 53%) of these businesses had started up in the past five years with 14% of this group having started in the past year (2015). Thus, the businesses in the sample were both small and often fairly recent start-ups (Figure 1). This shows both a healthy new business formation rate in the city and also accounts to some extent for the size of firms and their low annual turnover. With increasing age of the business, we would expect increasing turnover and perhaps growth.

- There were missing gender data for some cases (n=31) and thus gender statistics in this report reflect the data for those 208 cases where there is a gender identifier.
- Missing data has been removed.
- In some cases, these will not be the only business that the respondent owns.

Figure 1. Years of business start-up (figures in columns represent total numbers)



**Fifty Eight
Percent
Sole Trader**

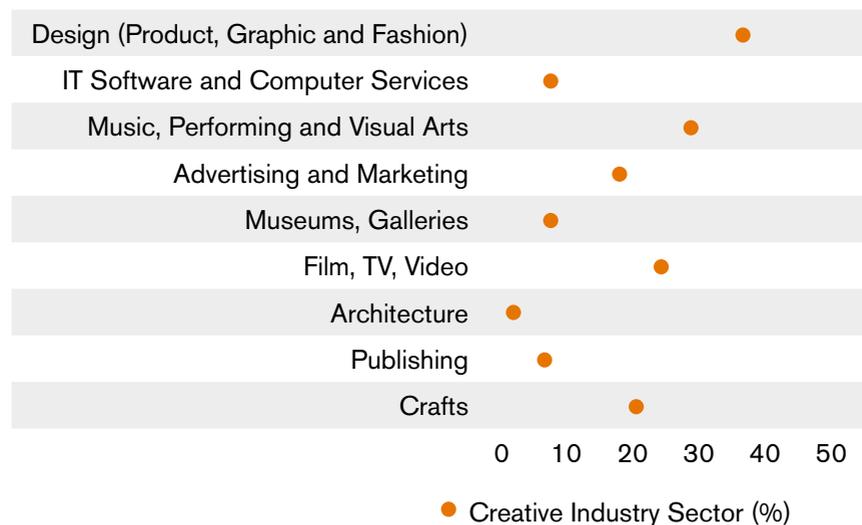
2. Business Owners and Sectors

An interesting aspect of the sample is the relatively large proportion that had previously graduated from the University of Portsmouth (36%). This could indicate that Portsmouth is an attractive option for its creative graduates and suggests that any initiatives to increase the retention of graduates to the city might well have a positive impact on new business formation in the creative sector. There was not a significant gender difference here.

The industry sectors that the businesses were primarily working within are given in Figure 2. The diagram shows that within the sample, design, performing arts and film/TV dominate but that there is good representation in all categories (Architecture was the smallest category with 12 businesses).

In a more detailed question, respondents were asked the “creative industry activities” that their businesses were engaged in. The activities that were reported by 25% of more of the sample were Print Design (27%), Photography (32%), Illustration (25%) and Graphic Design (30%). These are the stand-out activities and are likely to reflect the majority creative activities in Portsmouth as a whole.

Figure 2. shows the percent of sample businesses reporting to be in which sector. Please note - these exceed 100% because some businesses claimed more than one sector.



**Previous
Graduates of
the University
of Portsmouth
Thirty-Six
Percent**



3. Turnover, Growth and Employees/Outsourcing

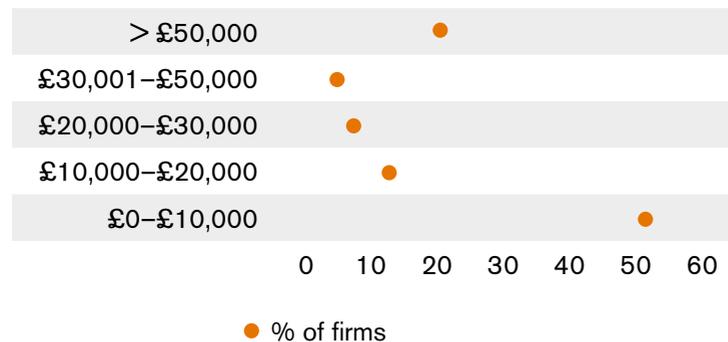
TURNOVER: The majority of businesses in the sample earned an annual turnover of less than £10,000 (52%) with a further 13% of businesses earning below £20,000 per annum (Figure 3). The reality for these businesses is that there needs to be another source of income to meet living wage thresholds. These figures are not surprising. Recent UK Government Statistics reveal that 77% of the 'self-employed' in the UK earn below the £15,000 per annum poverty threshold (Joseph Rowntree Trust 2015). At the other end of the scale, only 4% of the survey (7 businesses) earned over £1 million.

GROWTH: More optimistically, 43% of businesses earned more in 2014/15 than they had in the previous year, as opposed to 43% who earned the same and only 14% that had earned less. This demonstrates some growth occurring amongst the sample. Indeed, 53% of respondents felt that the current financial year had turned out better than anticipated. In terms of the coming year, 72% of the sample anticipated growth, and the gender differences were very small (69% of women and 74% of men).

31 businesses (17%) had applied for funding in the previous 2 years and the success rate amongst this group had been high as 23 (74%) were successful in their bids. A total of 67% of the sample businesses were considering looking for outside funding into the future, so ambitions for growth and success were high amongst respondents. There were no gender differences here.

EMPLOYEES: The majority of the sample businesses were solo-enterprises with no employees (66%). 91% would be classified as 'micro-businesses' (up to 10 employees) and only one business (0.55%) had more than 100 employees. These figures are entirely in line with recent Europe-wide business statistics that show that micro-businesses accounted for 92.4% of all businesses in the EU28 non-financial business sector in 2013/14 and most of these had no employees (European Commission, 2014, p.14).

Figure 3: Annual turnover of survey businesses.



3. Turnover, Growth and Employees/Outsourcing

The gender breakdown is interesting here. Women were more likely than men to run a solo-enterprise (73% of sample women were in solo-enterprises; 61% of men). Again, this result isn't surprising. National figures for business ownership generally show that women are more likely than men to run solo-enterprises (Bogenhold and Klinglmair 2015).

Despite the preponderance of micro-businesses in the survey, 23% were considering increasing the number of employees in the coming year. There was also a significant use of freelance labour, with 41% of businesses reporting using freelancers from time to time. When asked how freelancers were sourced, 50% mentioned "word-of-mouth"/personal contacts", social media was another common avenue (mentioned by 32%). Only 11% mentioned agencies as a source of freelance labour.

18% (n=32) of the sample businesses had taken on interns or work-experience individuals in the previous two years. 47% of businesses were considering this for the future. This demonstrates the important mentoring and skills-development function that micro-businesses can play in a local economy.

**Seventy Two
Percent of
the Sample
Anticipated
Growth.**



Portsmouth Film Society Screening at Southsea Castle

4. Business and Skills Development

There was an obvious need for skills acquisition and development amongst many of the businesses. Just over one half of all respondents (51%) answered “yes” when asked if they felt their businesses required additional skills. Of these, the skills needed were various, but most common answers were marketing/social media (27%), business management/accounting (18%) and web-design and maintenance (18%).

In answer to a question about ‘how the creative industries in Portsmouth could be better supported with regards to skills’, answers commonly mentioned “workshops”, “better support”, “increased collaboration” and “networking opportunities”, more “short-courses” in business and creative skills, the building of a “creative hub website” listing all local creative businesses, “central co-ordination” and “promotion of local businesses to local people”.

In sum, there was clear consensus amongst the survey respondents that there was a need for more centralised support and a comprehensive ‘go-to’ directory of local creative industry skills and practitioners. The latter was generally thought necessary for one of two reasons (or both). First, practitioners wanted to source local skilled labour/help/services when required. Second, they wanted to be found when others required their skill-set.

There were a number of comments too about the need to enhance the role/utility of local education providers, particularly Further and Higher Education providers. There was feeling in the comments that these providers were currently too elitist or ‘academic’ and were not providing enough short courses or paying attention to the needs of the local creative economy and their skill requirements. Two comments were indicative in this respect:

“The universities could improve their courses and work closer with industry”

[We need to be] ..“working with the University to develop more employable graduates.”

Local government was also commonly referred to as an agency that needed to be more proactive. It was felt by some respondents that a stronger role could be played by Portsmouth City Council in raising the profile of Creatives working in the city, more actively using local talent when they outsourced work and generally giving more recognition to Portsmouth’s creative industries.

**Fifty One Percent
Answered 'Yes'
When Asked if
They Felt Their
Businesses
Required
Additional Skills**

5. Portsmouth as a Location for Creative Business

When asked whether Portsmouth required any “additional resources” for business, 66% of respondents replied that it did. Amongst this group (n=117), the most common requirement was ‘more affordable studio space’ (40% of those answering this question). Importantly, respondents wanted this space to be hireable on a flexible basis (they wanted space that they could use intermittently/on less than a full-time basis), and they wanted inclusivity (they didn’t want to be subject to rules of membership or qualification). A number of respondents mentioned the prohibitive restrictions on the use of some current facilities, as well as the perceived elitism of facilities that excluded Creatives on the basis of sector, discipline or taste.

Also involving the provision of space, a further 30% mentioned the need for more ‘exhibition/retail/performance space’. In particular, better quality physical spaces from which to exhibit and sell their work was thought to be essential amongst these respondents. Additional public events such as festivals were thought to be desirable so that local talent could be better and more often show-cased.

Finally, 15% desired ‘co-working/flexible office space’. This was wanted to fulfil various needs such as company, social interaction, access to specialist equipment (printing (screen-printing and 3D printing) was a facility commonly mentioned) and somewhere good to work.

**Fifteen Percent
Desired
'Co-Working/
Flexible
Office Space'**



6. Working in the Creative Industries in Portsmouth

Respondents were asked whether they had any further thoughts on working in the creative industries in Portsmouth. The overwhelming characteristic of the data was the consensus amongst respondents regarding what Portsmouth requires to improve the local creative economy. There were two clear messages. First, respondents want action and many are happy to take action through collective mechanisms that enable collaborative work. There was general recognition that centralised funding is not currently available and that grassroots action is necessary. Second, and a necessary condition of the first message, respondents want connection to each other through a centralised, inclusive, non-elitist space, virtual or physical, so that grouping together is possible and a creative community is built. This grouping/connection, respondents see as serving various functions that include;

- Development of a central register of local skills and Practitioners so that Creatives can collaborate, use each other's services and network.
- The forming of a collective 'body' that can campaign for a) local services/facilities, b) greater recognition of the value of creativity and c) recognition that Creatives need a fair price for their work/labour.
- Development of a sense of group identity.
- The raising of the profile of Portsmouth as a creative city.

6. Working in the creative industries in Portsmouth

Many identified the grassroots-nature of key initiatives that are already helping to transform the Portsmouth creative scene. As one respondent acknowledged,

“...[o]rganisations like Strong Island and the Coastguard Studio as well as individuals that work hard to organise events that promote the arts are a valuable resource for Portsmouth and should be applauded for doing what they do and hopefully continue.”

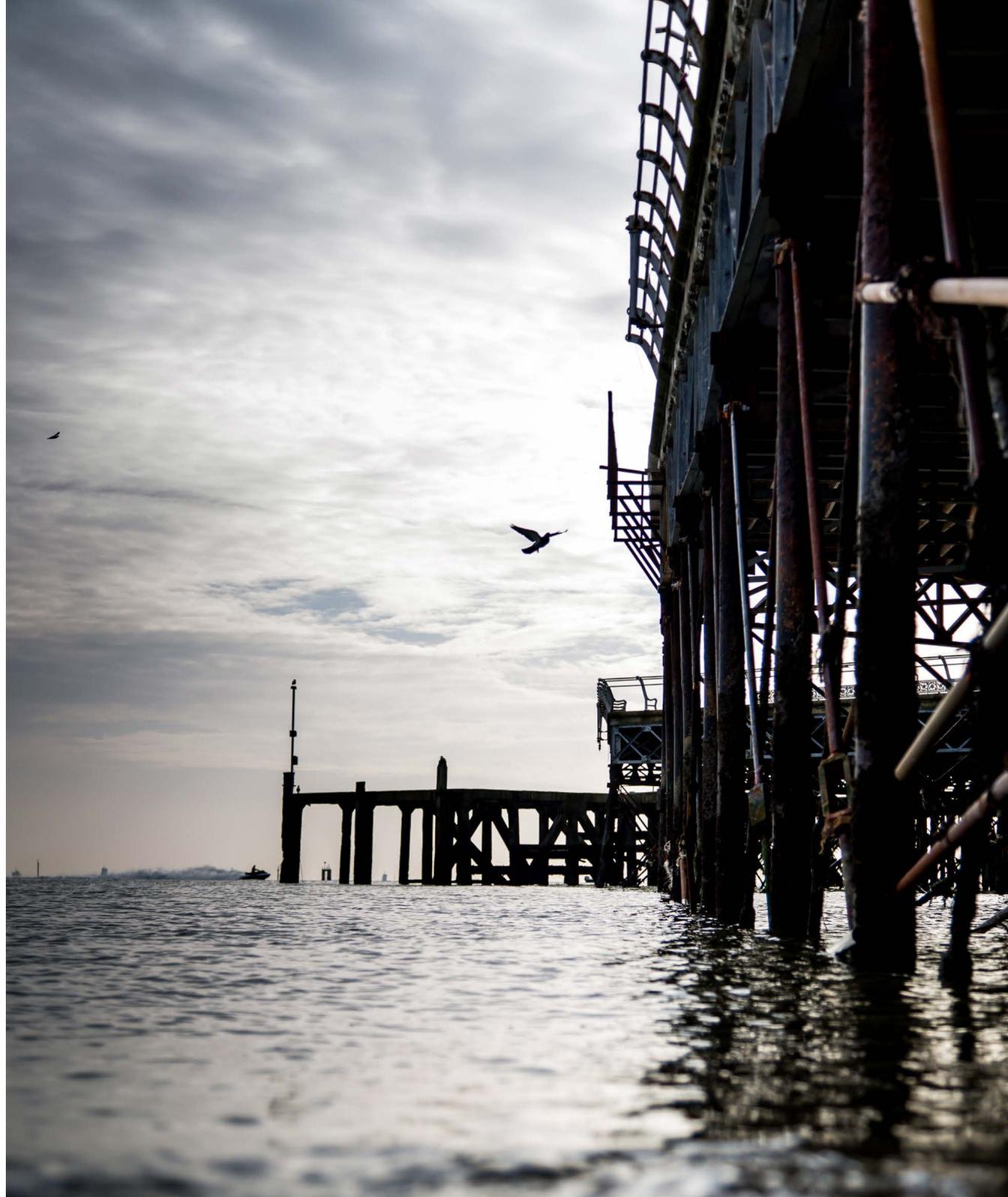
This highlights the role and importance of key individuals – or “Kingpin Enablers” (as one respondent called them). As mentioned above, there was palpable energy in the comments suggesting that many more individuals would like to help in this effort and would do so if they knew how to connect with others.

Amongst appreciative comments about enablers, there were also criticisms directed at both Portsmouth City Council (PCC) and the University of Portsmouth (UoP). Some expressed the view that these institutions could “do more” to support the creative sector. PCC were typically accused of not doing enough to promote or connect the creative industries and their practitioners. Others suggested that the UoP had an “overly academic” attitude to arts support in the city, or lamented the inaccessibility of University facilities to the local community (especially ‘out-of-hours’). There was a good deal of consensus that a “kind of public art block” (respondent comment) where facilities could be accessed (for a fee) and Creatives could come together, would be highly appreciated. Importantly, **inclusivity** was mentioned as a concern by a number of respondents. Some had experienced **elitism** and felt excluded (by agencies like the Aspex Gallery) due to their type of art or sector.

Finally, there was a strong narrative running through the comments that they had hopes that the Creative Census would initiate change in the city along these lines.

**Events That
Promote
The Arts Are
A Valuable
Resource For
Portsmouth**

South Parade Pier



Comments

A selection of comments from people who completed the census. The comments give an insight into what the creative workforce in Portsmouth are looking for in the city.

“We would welcome any other thoughts or suggestions you have on working in the creative industries in Portsmouth, please feel free to add as many additional comments as you like.”

Portsmouth is such a lively & dynamic place to work but sometimes feels a little disjointed. Great idea to do a census to map what's going on & this might then help to connect up some aspects of creative work across the City.

Jo Bushnell, Director, Aspex

Would be good for have a mentor within the industry to ask questions. Also would be really good to have a data base that we could all access.

Rachel Goodhall, Red Sauce Theatre

There needs to be a more co-ordinated approach to outlining the creative industries and how they can better work together. More promotion needs to be done to communicate to local business how important design and the creative industries are and what talent is available in the local area.

Anglepoise® Ltd

More access to facilities that are available, perhaps a scheme like a paid alumni membership to Eldon facilities over the summer or something. Also, a central meeting space or hub for creatives that is more relaxed - everything currently on offer is geared towards corporate use.

Roberta Fidora, The Fidorium

Access to co-working/hot desking facilities that are able to be leased on a day-by-day basis; not everyone working part-time requires such a space seven days a week, nor is it worth their time paying for a permanent space in, for example, a co-working studio, that they are not going to use every day.

Teapot Magpie

Let's make Portsmouth great! I'd love to collaborate with others in Portsmouth if I had the chance. This census is a great idea.

Zac Colley, Rose Digital

“Please detail any additional resources you feel are required for you or your business in Portsmouth.”

Testing Labs, Maker spaces, workbenches for short term production runs.

Jenny Catlow

I'm sure that most resources exist across the city but a central register would be a good idea, to detail what's available and to whom.

Andrew Whyte, Long Exposures Photography

I would love affordable studio space and more areas for local talent to showcase their work. We have so many empty shops in Portsmouth, I would love to display my work in the windows and would welcome seeing other artists work filling what is just negative space.

Johnny Black, Photographer

Some 'making' space with creative resources would be good. And a place to offer your skills in exchange for other creative support.

Shaun Rogers

Commercial photography studio facilities that are rentable by the hour. Fine art studio space where artists can get messy, experiment and collaborate (currently studio space is small and 'clean' possibly focused more on digital businesses). Screen printing facilities. More access to business skills and training such as taxation, employment and copyright.

Paul Gonella, Director, Strong Island

Studio space (for people in the creative industries/artists etc.) It's VERY hard to come by private, flexible spaces to work, in a professional environment. Most places are too exclusive, have limitations on use, too small, too far away, too open plan. I'm very much looking forward to both the Cellblock Studios and the Hotwalls Studios being completed, and feel that more space like this is absolutely vital to the creative industries in Portsmouth.

Pencilville

“How do you think the creative industries in Portsmouth could be better supported in regards to skills?”

Possibly by organising events where creatives can exchange ideas/ skills and cooperate on different projects together.

Natalia Michalska

Personally I would welcome flagship companies, the university and the City Council doing more to work closely with local creatives. This would help build local links and momentum for the industry. This has improved over the last few years, with increased desire for 'localism' - but more open door policies and discussions can only benefit the Portsmouth £.

Jay Dunstan, Director CEO, UK Flyers

More investment in work based apprenticeships.

Sophie Hayter, Profile Recordings

Case Studies

Throughout the Creative Census campaign we asked a selection of creative businesses five questions.

Climax Games

1. Name / Company and role.

Kevin Martin - Lead Character Artist at Climax Studios.

2. What do you do, clients, where do you do this?

Climax Studios is an independent console games developer, founded in 1988 by Karl Jeffery. We work on original IP, conversions and established franchises with companies such as Microsoft, Sony, Ubisoft and Konami. We recently completed work on Assassin's Creed Chronicles. Climax has been based in Gunwharf Quays, Portsmouth since 2002. I work there modelling characters and building animation rigs.

3. Why Portsmouth?

Portsmouth is well connected for clients travelling by sea, rail or air. For people coming to work at Climax from all over the world, Portsmouth has a broad appeal; it's a city of many parts, all with their own history and character. We're lucky to have a studio with a panoramic view of the Solent which is a living postcard for our company and the location.

4. How has the creative sector in the city changed over the past few years?

I only became aware of the extent of the creative industries in Portsmouth through the work of Strong Island. It has been fascinating to discover the wealth of talented individuals and companies that were right under our noses.

5. What do you think might be an interesting outcome from the Creative Census?

The Census should foster a greater appreciation of the valuable contribution that the creative sector makes to the reputation, economy and appeal of Portsmouth as a centre of business.

www.climaxstudios.com



Matt Sills

1. Name / Company and role.

Matt Sills, I'm a Photographer.

2. What do you do, clients, where do you do this?

Comercial Photography and Film. Clients range from small startup to international companies such as Credit Suisse, TAG Heuer, Alfa Romeo etc. I work anywhere in the world.

3. Why Portsmouth?

I grew up around Portsmouth and despite travelling a lot I always want to come back here. Portsmouth is my home. It is also perfectly located near several major airports, London and the rest of the country is easily accessible and it's by the sea.

4. How has the creative sector in the city changed over the past few years?

I have seen the creative sector in Portsmouth really grow in the last few years.

5. What do you think might be an interesting outcome from the Creative Census?

I think there will be far more creatives in the area than we think.

www.mattsills.co.uk



Tricorn Books

1. Name / Company and role.

Gail Baird, Dan Bernard, Tricorn Books,
Marketing Director and Creative Director

2. What do you do, clients, where do you do this?

We manage the creative quality and marketing of our Publishing company Tricorn Books. On any given day we could be designing a web site, for a local builder, working on a book or doing a photoshoot with interesting locals for example Robin Knox Johnson the round the world yachtsman. Our client list includes Portsmouth Council, The MOD, The Household Cavalry, The Sternberg Estate in Philadelphia and The Governor of a small island in the South Atlantic. This is all carried out from our office in Old Portsmouth, to the sound of PGS school kids, surrounded by swords and books.

3. Why Portsmouth?

Portsmouth is addictive, you arrive and you don't leave, you walk by the sea you suck in the fresh air and you mix with a huge range of creative talent if you so choose. I live near painters, sculptors, blacksmiths and writers you couldn't wish for a more diverse community of creatives.

4. How has the creative sector in the city changed over the past few years?

Losing our arts officer and local government funding for the arts, had quite an impact, not necessarily financially but we lost touch with the local community and particularly young people for a while. On the positive side I think new art and

media is exploding at a tremendous rate and the photography coming out of this city is incredible.

5. What do you think might be an interesting outcome from the Creative Census?

The realisation how much talent there is in the city and how it can be used and supported, talent sharing across media platforms, you need some great photography show me how to amend my CSS, help me publish my book and I'll teach you to draw. I would hope that would encourage more local galleries to take a chance independent spaces one night only private views in empty shops, get artists together and sharing their time.

www.tricornbooks.co.uk



Graphic Design House

1. Name / Company and role.

Alice Snell / The Graphic Design House,
Studio Manager

2. What do you do, clients, where do you do this?

We are a team of strategic thinkers, gifted designers and resourceful project managers with premium grade skills, blended with a light sprinkling of enthusiasm and copious quantities of passion.

We work for many sectors especially Charity, Theatre & Arts, Education, Corporate, Leisure, Public Sector. And we produce Advertising, Branding and Identity, Digital Advertising, Editorial, Video and Animation and Websites

3. Why Portsmouth?

We have always been a local business, due to being launched by our Parent Company Bishops Printers about 10 years ago. We've developed hugely since those early days with 3 of us in the Studio, we now have 27 people and much larger offices! Most of our employees are local to Portsmouth/Chichester/Emsworth, with a large Southsea contingent.

4. How has the creative sector in the city changed over the past few years?

Culture and design seems to be reaching more people and a wider demographic, cultural events are widespread and accessible - social media must have played a large part in facilitating this. Where we have such strong design, photography and digital media currently -

seeing people's success in these areas is inspiring to others to take part and be creative. Creativity is spreading in Portsmouth!

5. What do you think might be an interesting outcome from the Creative Census?

Putting Portsmouth on the map as a creative and cultural place (which is happening) could lead to an increase in cultural tourism which can only be good for the city. It could make businesses who are looking for new creative work more aware of local talent - you don't need to go to London for the best designers, it is right here on your doorstep!

www.tgdh.co.uk



Established Creatives

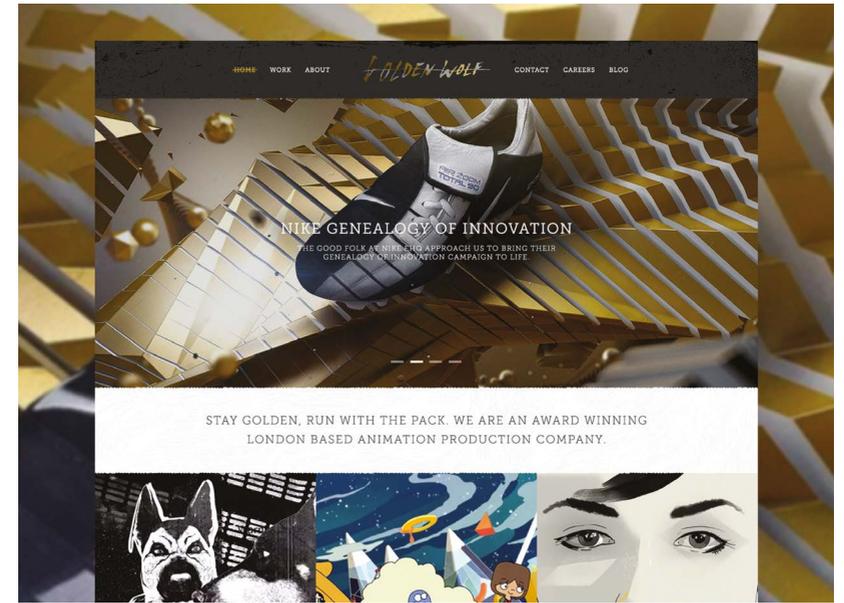
Showcasing the work of established and internationally respected creative businesses.

Anglepoise®



Product design
www.anglepoise.com

Superrb



Digital agency
www.superrb.com

I Love Dust



Design studio
www.ilovedust.com

Spotlight

Spotlight on a sample of creatives who filled out the census.

Alisa Brims
Fine Art, Photography
peppermintsea.com



All Caps
Graphic design
www.allcaps.co



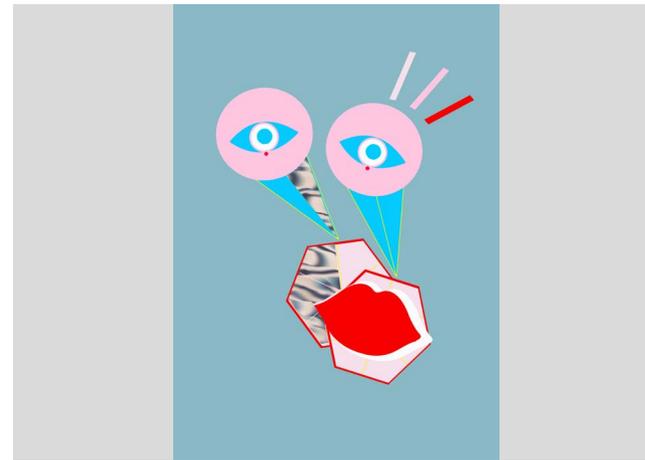
Chris Wood
Fine Art, Print-making
www.chriswoodartist.com



Julie Graves
Fine Art
www.jkgraves.com



Kinetic Mesh
3D animation, Illustration
www.kineticmesh.co.uk



Kate Bishop
Fashion, Product design
www.kroma.org.uk

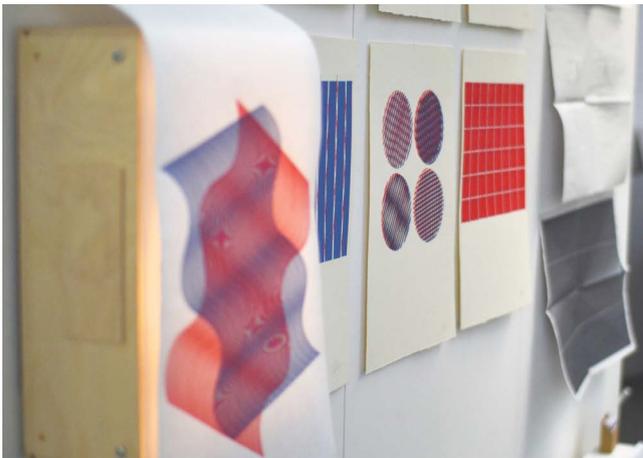
Paul Watt
Photographer
www.simpler-life.com



Natalia Michalska
Fine Art, Photography
www.meehalska.com



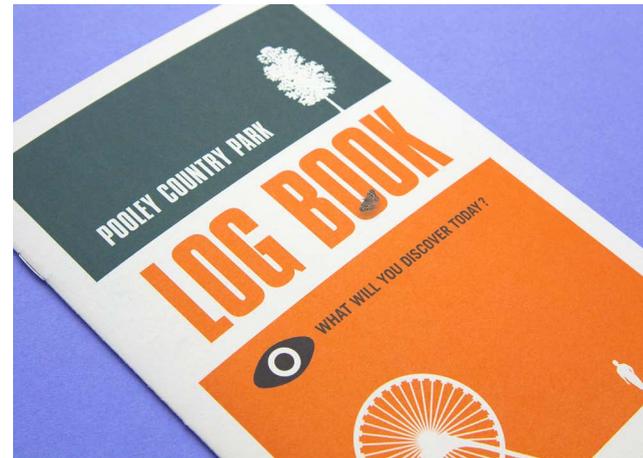
Ollie Tubb
Art, Design
www.olivertubb.co.uk



Richard Dewhurst
Interior Architecture
www.richarddewhurst.com



Matthew Cleveland
Photography
www.matthewcleveland.co.uk



Type Twentyfive
Graphic design
www.typtwentyfive.co.uk

Resources for the Creative Sector

Studio Spaces Opening Soon

Cell Block Studios - Opening late 2016

Located in The Royal Naval Dockyard this will be home to digital start-ups. The cells have been furnished by Portsmouth born designer Matthew Hilton. This is a University of Portsmouth and Portsmouth Naval Base Property Trust joint project and an Innovation Space Partner.



Hotwalls Studios - Opens 8th July 2016

In order to expand the role of the creative sector, Portsmouth City Council secured Coastal Communities funding to convert the Point Battery fortifications into thirteen creative studios, and independent eatery. Creatives who take up a studio will enjoy an opportunity to showcase and retail their work to the many visitors to the area.



Galleries and Exhibition Spaces

The Arts Lodge
Art Space
Aspex
Atelier
Coastguard Studios
Jack House Gallery
King's Ship Tattoo
King's Theatre
Lakeside (Hilsea)
Play Dead Studio
Portsmouth Cathedral
Portsmouth Guildhall
SouthScene Café
Strong Island

Workshops

Art Space
Aspex
Atelier
Clay Station
Making Space (Havant)
Make Craft Cafe
Omega Street Printmakers

Studio Spaces

Art Space
Aspex
Making Space (Havant)
Port 57
Southsea Castle

Creative Census Portsmouth – Participants

A

Aaron Wood – www.aaron-wood.co.uk
Abacus E-Media – www.abacusemedia.com
Adam Carroll-Smith
Ailsa Brims – www.peppermintsea.com
Albert Road Traders Association (ARTA) – www.albertroad.net
Alison Gardiner Designs – www.alisongardiner.co.uk
All Caps – www.allcaps.co
Amy Wass Photography – www.amywass.co.uk
Andrew McConnach – www.andrewmcconnachart.com
Andrew Paul Hayward – www.andrewpaulhayward.com
Angela Chick Illustration – www.angelachick.com
Angelo Tiroto – www.noonemournsthewicked.com
Angie Emmons Design – www.angieemmons.co.uk
Anglepoise – www.anglepoise.com
Anita Bell Designs – www.anitabelldesigns.co.uk
Antony Turner Photography – www.antony-turner.co.uk
Apple Seed – www.apple-seed.org.uk
April Lovelace – www.aprillovelace.co.uk
Art Saves Lives International – www.artsaveslivesinternational.com
Art Space Portsmouth – www.artspace.co.uk
Aspex Visual Arts Trust – www.aspex.org.uk

B

Becky Jerams – www.beckyjerams.com
Bee Cards
Bethany Reynolds – www.bennyrens.com
Blossom & Bird – www.blossomandbird.net
Bureau of Change – www.bureauofchange.co.uk

C

Celia Clark – www.celiacklark.co.uk
CGD
Charlotte Farhan Art – www.charlottefarhanart.com
Chris Pearsall Photography – www.cpphoto.com
Chris Wood Design – www.Chriswoodartist.com
Circuit Benders – www.circuitbenders.co.uk
Claire Moody – www.portsmouth.co.uk
Clifford Philips – www.500px.com/cliffordphillips
Climax Studios – www.climaxstudios.com
Community Fusion – Made With Hartt – www.community-fusion.org
Country Heart City Home – www.countryheartcityhome.com
Courtney Web Design – www.courtneywebdesign.co.uk
Creative Needle – www.creativeneedle.co.uk
Creative Wedding Workshop – www.creativeweddingworkshop.com

D

Daniel Freaker – www.danielfreaker.com
Dave Rew – www.baffinspondassociation.org.uk
David Smith
Deborah Richards, Artist/Print-Maker & Sculptor – www.deborahrichards.co.uk
Delta Arts – www.deltaarts.wordpress.com
Den Barry
Divine Aesthetic – www.lovedadesign.co.uk
Dom Walton – www.corporatecommunications.co.uk
DVMISION – www.dvmission.co.uk

E

Earth Wool & Fire – www.earthwoolfire.etsy.com
ECA Architecture Ltd – www.eca-p.com
Emma Nicol Illustration – www.emmanicolillustration.co.uk
Enchanted Soul UK – www.EnchantedSoulUK.etsy.com
Express FM – www.expressfm.com

F

Faculty of Creative and Cultural Industries, University of Portsmouth – www.port.ac.uk/cci
Five Star Apps – www.fivestarapps.co.uk
freakSTATIC – www.facebook.com/freakSTATIC.illustration
Freejam Ltd – www.robocraftgame.com

G

Garbo's Hair – www.garbos-hair.co.uk
Gaudi Classic – www.gaudiclassic.nz
Georgina Giles – www.georginagiles.wordpress.com
Gingerthread House – www.gingerthreadhouse.com
Girl's Brigade – www.girlsb.org
Global Fire Productions – www.globalfireproductions.co.uk
Gloss Interior Styling Ltd – www.gloss-interiors.co.uk
Go On Go Out – www.goongoout.com

H

Hoodlum Fang – www.hoodlumfang.bigcartel.com
Hungry Cloud – www.hungrycloud.co.uk
Ian Hunter

I

Ilovedust – www.ilovedust.com
Individual Threads – www.individualthreads.co.uk
Infinity Design – www.infinity-design.co.uk
Inter yer Face – www.traceymacgy.co.uk
Island Pictures – www.island-pics.co.uk
Isobel Taylor – www.isobelanntaylor.co.uk

J

Jack House Gallery – www.jackhousegallery.co.uk
James Lamont – www.identign.com
James Sheehy – www.jamesheehy.co.uk
Jane Shepherd – www.janeshepherd.com
Jasmine Drew – <https://www.facebook.com/JasmineDrewIllustration>
Joanna Jefferson Architects – www.jeffersonarchitects.co.uk
Johnny Black Photography – www.johnnyblackphotography.co.uk
Johnston Press – www.portsmouth.co.uk
Jolly – www.madebyjolly.co.uk
JT Web Development Ltd – <http://jamestitcumb.com>
Julie Graves – www.jkgraves.com
JUST Graphic Design – www.justgraphic-design.com

K

Karl Rudziak – www.rudziak.co.uk
Keith Woodland Photography – www.kwoodlandphotography.co.uk
Kelvin Schafii – www.t-eight.co.uk
Kendal James – www.etsy.com/shop/kendaljames
Kinetic Mesh Ltd – www.kineticmesh.co.uk
Kings Ship Tattoo – www.kingsshiptattoo.co.uk
KnowNow Information Ltd – www.kn-i.com
Kroma – www.kroma.org.uk

L

Lady Luck – www.facebook.com/LadyLuckTattooStudioPortsmouth
Lawn of the Dead UK – www.jameswaterfield.blogspot.co.uk
Lee Casey – www.caseyjuniorart.blogspot.co.uk
Lesley George – www.lesleygeorge.co.uk
Linsey Mouse – www.linseymouse.co.uk
Little Duck Forge – www.littleduckforge.co.uk
Live Laugh Love Wedding Photography – www.livelaughlovedesignphotography.com
Lizzy Lemon – www.lizzylemon.co.uk
Load of Ol Bobbins – www.etsy.com/shop/loadofolbobbins
Long Exposures – www.LongExposures.co.uk
Los Dave – www.losdave.bigcartel.com
Lucy Frazer

M

Make – www.makesouthsea.com
Make Light Work – www.makelightwork.com
Mark Kellett – www.saatchiart.com/mkellett
Martin Holwill

Martin Piercy, Artist (Painter) – www.martinpiercy.com
Matthew Cleveland Photography – www.matthewcleveland.co.uk
Matthew Hyatt – <http://matthewhyattuk.wix.com/matthewhyatt>
MBR Films
Meehalska – www.meehalska.com
Mia Mai – www.miamai.co.uk
Michael Birchmoore
Midge – www.thisismidge.com
Miss Bespoke – www.etsy.com/shop/uk/MissBespoke
Mister Tall – www.mistertall.co.uk
MM Arts – www.michellemorganart.com
Moiria Lizzie Photography – www.moirializzie.co.uk
Molovo – www.molovo.co
Morph PR and Marketing LTD – www.morphprandmarketing.co.uk
My Dog Sighs – www.mydogsighs.co.uk

N

Natalie Miller Photography – www.nmfoto.co.uk
National Museum of The Royal Navy – www.nmnm.org.uk
Neal Layton – www.neallayton.co.uk
New Writing South – Portsmouth Writers Hub - www.newwritingsouth.com
No1 Son Ltd – www.no1son.com
No6 Cinema – www.no6cinema.co.uk

O

Ohh So Curious illustration – www.ohhsocuriousillustration.co.uk
Old Salt Theatre – www.oldsalttheatre.co.uk
Oliver Sumner – www.oliversumner.wordpress.com
Oliver Tubb – www.olivertubb.co.uk
Orange Tantalisations
OSP Productions / Paul Scott Freelance Colourist – www.imeo.com/oldskoolpaul
www.flickr.com/oldskoolpaul
Out Since Tuesday – www.outsincetuesday.com
Outsider Artists Inc – www.outsiderartistsinc.com
Owen Davis

P

Paul Watt
Pegonu – www.pegonu.com
Pencilville – www.Pencilville.co
Penny Davis – www.pennydavis.com
Peter Handley – www.peterhandley.com
Peter Marcus Portsmouth LTD – www.petermarcus.eu
Pike Planning
Pinned Clothing – www.PinnedClothing.com
Port 57 – www.port57.com
Portsmouth City Council Design Group / Architects – www.portsmouth.gov.uk
Portsmouth City Museum Service – www.portsmouthmuseums.co.uk
Portsmouth High School for Girls – www.portsmouthhigh.co.uk
Portsmouth Life Company – www.portsmouthlife.co.uk
Portsmouth Philharmonia – www.portsmouthphilharmonia.org.uk
Portsmouth Schools Music Festival – www.schoolsmusic.org
Profile Recordings

R

Rachel McCullen
RAD Creative – www.radcreative.co.uk
Really B2B – www.reallyb2b.com
Red Roots Garden Design – www.redroots.co.uk
Red Sauce Theatre – www.redsaucetheatre.co.uk
Reedeeng – www.reedeeng.com
Revive Interiors – www.reviveinteriors.co.uk
Richard Dewhurst Interior Architecture – www.richarddewhurst.com
Roberta Fidora – www.robertafidora.com
Rogers & Rogers Ltd – www.shaurogers.co.uk
Roo Abrook – www.rooabrook.co.uk
ROSE Digital – www.rose.digital

S

Sadie Tierney – www.sadietierney.co.uk
Sam Barclay – www.sambarclay.co.uk
Sarah Cheverton – www.sarahcheverton.com
Sea Salt Studio – www.seasaltstudio.co.uk
Shake Culture Works CIC – www.shakecultureworks.com
Shake Your Glass – www.shakeyourglass.com
Shane Hudson – www.shanehudson.net/work
Simpler Life – www.simpler-life.com
Skever – www.iconosquare.com/skever
South by North LTD – www.southbynorth.co.uk
Southsea Brewing Company – www.southseabrewing.co.uk
Starboard Media – www.starboardmedia.co.uk
Steven Stringer Photography Ltd – www.ssphotography.co.uk
Strong Island Clothing Ltd – www.strongislandclothingco.com
Stu Linfield Illustration – www.stulinfield.com
Superb Studio – www.superb.com

T

Teapot Magpie – www.teapotmagpie.com
That's Solent – www.thatstsv.com
The Barber Shop
The Crafty Elks – www.etsy.com/uk/shop/TheCraftyElks
The Wedgewood Rooms – www.wedgewood-rooms.co.uk
Top Banana Circus – www.topbananacircus.com
Tracey Bush – www.traceybush.com
Tracey Dean Piano, flute and theory teacher
Tracy Hodder Mixed Media Artist – www.facebook.com/Tracyhodderdollartist
Trafalgar Drummer – www.the-trafalgar-drummer.webeden.co.uk
Type Twenty Five – www.typtwentyfive.co.uk

U

UK Flyers – www.ukflyers.com

V

Vanren Ltd – www.vanren.net
Vertical Leap – www.vertical-leap.uk

W

War Room Productions
Wave Photography – www.wavephotography.co.uk
Wheat Media Ltd – www.wheatmedia.com
William Sutton – www.william-sutton.co.uk
WMD Studios – www.wmdstudios.co.uk

Y

Yes Creative – www.yes-creative.com

Creative Census Portsmouth has been a collaboration between Claire Sambrook, a senior lecturer from The Faculty of Creative and Cultural Industries at The University of Portsmouth, Paul Gonella, Co-Founder of Strong Island and is supported by Portsmouth City Council and The University of Portsmouth.

For more information please contact us via email at info@creativecensus.co.uk and also visit our website www.creativecensus.co.uk

Document designed by –
Sam Barclay
www.sambarclay.co.uk
www.reedeeng.com

Photo Credit –
Paul Gonella
www.strongisland.co

Photo Credit –
Claire Sambrook
www.claresambrook.tumblr.com

Census Report section analysed and written by Dr Carol Ekinsmyth, Principal Lecturer, Department of Geography, University of Portsmouth May 2016.

