

Disclaimer: All advice below is given on the basis of the information and assumptions provided by Manolo and White to Acme. In order to reach a final recommendation, these assumptions would need to be tested against the final project plan and the resulting recommendation should, where relevant, be subject to legal review and advice from a tax expert.

1. DEMAND IDENTIFICATION

1A. Results of Demand survey

Location

- A total of 157 respondents replied to the survey.
- 112 of these said that they would consider a studio in Southend-on-Sea.
- 61 artists are interested in the former Beecroft Gallery building specifically.
- At a planned 23 units, at a 1:3 ratio of units to specific demand, this confirms that there is sufficient demand for artists' studios.

It is important to note that most of the artists (about 100 of 112 total replies) that responded to the survey live in London so the demand is dependent on artists moving from the city to Essex. Equally, respondents were aware that transport connections to and from London are very good but expressed concerns about travel costs. These could therefore present a barrier to realising this demand.

- 20 of the responding artists already have studios in Essex and would move studios if they were the right size and price for them.
- A portion of the people that submitted the survey would consider moving and living in Southend-on-Sea permanently.
- Artists already based in Essex are happy to drive to up to 50 minutes to get to their studios.
- Responding artists also confirmed that they perceived there to already be a thriving art scene in the Southend-on-Sea. This added to the area's 'undiscovered beauty' – as described by one of the artists and makes Southend-on-Sea an appealing area for creative practitioners.

Studio Sizes

The plan for the former Beecroft Gallery building proposes spaces/rents (per month) in the ranges below:

0-100 sq ft	100-200 sq ft	200-300 sq ft	300-400 sq ft	400-500 sq ft	500+
3	4	7	5	2	2
£0-£70	£70-£141	£141-£212	£212-£283	£283-£354	£354+

The study shows that the most desirable studio size is 200-300 sq ft. Followed by 300-400 sq ft and 400-500 sq ft. The plan seems to fulfill these needs by offering 7 studios within the first range, 5 in the second and 2 in the last. The proposal offers 7 smaller units, which based on the demand study will be ideal for artists looking for smaller spaces. The building seems to offer a range of studios that will fit the needs of a wide range of artists both in terms of practice and affordability. This is a very positive aspect of the proposal.

Rent levels

The rent level (£8.50 per sq ft) seems to fit artists' needs in terms of affordability. The majority of responding artists would like to pay £100-£200 per month, followed by under £100 per month and finally £200-£300 per month. The proposed design will meet all these needs by offering 7 studios for £100-£200 per month, 7 studios for £0-£150 per month and 5 studios for £200-£300 per month. This leaves 4 studios for over £300 per month, however, from the demand feedback we can determine that there are artists in Essex looking for 450+sq ft studios that would be happy to pay rents of £300+ if the conditions (i.e. design and specifications) are right for them. Please note that artists will expect these rents to be all-inclusive.

All the studios in the proposal are self-contained. From feedback we can endorse that artists want to have their own spaces so this is an optimum feature. Additionally, and based on the data gathered through the survey, artists' ranking of most important studio features are (from most important to least important): affordable rent, access for large objects, high ceilings, wifi and natural light.

Practice

The majority of the artists that submitted the survey described their practice as Fine Art (81 artists). 18 artists specifically described their practice as sculpture and others described their practice as glass work, printing, textiles, jewelry, photography and filmmaking. 3 graphic designers and an architect also completed the survey.

This data demonstrates the wide range of practices that could occupy the building but please note that each of these practices might require specific features, i.e. access, electricity, water supply, desk space etc.

For full data survey report see **Appendix 1**.

1B. Demand Research

For the demand research we identified 19 relevant organisations in the catchment area (see table as **Appendix 2**). We contacted 16 of these and talked to 9 of them in detail.

Following these conversations with studio providers, independent artists and Higher Education Institutions we concluded that:

- The type of studio rented varies greatly from provider to provider but there is a clear demand for self-contained studios. At present there are a lot of shared spaces and artists seem to want to move to having their own space.
- Artists in the catchment area are happy to drive up to 40-50 minutes to their studio if necessary. Location choice is driven by quality/price of the studio.
- Transport is really important as people might commute to Southend-on-Sea from London. Cost of transport needs to be considered.
- Artists would be happy to move to Southend-on-Sea if the design, quality and price of studios were right for them.
- Artists want to be in a studio building that offers a sense of community.
- Artists want to be in a studio building that offers certain facilities they can benefit from, e.g. printing, kilns, etc.
- Studio providers and artists suggested that there is a clear demand for studios and they receive one to two enquiries about renting a studio a month.
- ACAVA is a key provider in the catchment area as they are the **only** identified organisation with a waiting list.
- Southend-on-Sea is a desirable area for studios and has a thriving art scene and good community engagement.
- We have identified a need for studios for students from South Essex College. Mother Studios provides spaces to 18 students at present.

For detailed notes on conversations see **Appendix 3**.

2. FINANCIAL MODEL

Rent Levels

Our recommended rent level is £8.50 (all inclusive) based on the demand research and a comparative study of rents in the area - see below:

- Office space at commercial rate in Southend-on-Sea: £30 sq ft including all services. Source: InstantOffices
- Light industrial space at commercial rate in Southend-on-Sea: £14. Source: Sorrell
- Light industrial space at commercial rate with change of use in Southend-on-Sea: £17. Source: Sorrell
- Managed artists' studios: £6-£9
- Artist-managed artists' studios: £5 + service charge

Tenancies

We would recommend using business tenancies which are opted out of the Landlord and Tenant Act 1954. These allow artists to occupy for 7 years without granting security of tenure.

Management

Depending upon the legal or constitutional framework chosen for the studios, their management would need to be carried out in-house or by a 3rd party organisation such as a studio provider. The management tasks would include:

- maintaining a waiting list;
- allocating studios as they become free liaising with possible artist-tenants and, potentially, supporting a selection process
- rent collection;
- accounting;
- supporting any governance structure;
- maintaining the building by organising emergency, short and long term maintenance works.

The work could be carried out most efficiently by an organisation already doing this elsewhere especially if they were local and already maintained a list of artists looking for space. If this work were to be carried out by a dedicated member of staff we would estimate this would take approx. 2.5 days per week.

Business Rates

The estimate for the rateable value is based on an unadjusted rate of £120psm which is similar to other buildings in the area. This is then adjusted down by 20% per floor (above or below ground level) due to there being no lift access.

If the units were rated separately then most of the artists would be able to claim small business rate relief. If the building were to be rated as one hereditament it may be possible to claim mandatory rate relief if the organisation is a charity and can demonstrate the building is providing public benefit.

Financial Scenario 1 - peppercorn rent

This model shows the building being rented from the owner on a peppercorn and the space then being rented to artists at £8.50 psf. After paying the direct studio running costs and the cost of a part-time member of staff to manage the building there would be a surplus of £12k in the first year rising to £20k by year 5.

Figure 1
Former Beecroft Gallery - Artist Studios
Scenario One - Peppercorn Rent

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15	Year 16	Year 17	Year 18	Year 19	Year 20	
INCOME																					
Rent income	43,762	48,910	52,394	52,394	56,126	56,126	60,123	60,123	64,405	64,405	68,993	68,993	73,907	73,907	79,171	79,171	84,810	84,810	90,850	90,850	
Total Income	43,762	48,910	52,394	52,394	56,126	56,126	60,123	60,123	64,405	64,405	68,993	68,993	73,907	73,907	79,171	79,171	84,810	84,810	90,850	90,850	
EXPENDITURE																					
Rent	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Direct Studio Costs	17,758	18,394	19,068	19,769	20,499	21,260	22,051	22,875	23,734	24,628	25,559	26,530	27,541	28,594	29,692	30,837	32,030	33,273	34,570	35,922	
Management	14,225	14,510	14,800	15,096	15,398	15,706	16,020	16,340	16,667	17,000	17,340	17,687	18,041	18,402	18,770	19,145	19,528	19,918	20,317	20,723	
Total expenditure	31,983	32,903	33,867	34,865	35,897	36,965	38,071	39,215	40,401	41,628	42,899	44,217	45,581	46,996	48,462	49,982	51,558	53,192	54,887	56,645	
Net surplus/(deficit)	11,778	16,007	18,527	17,529	20,229	19,161	22,052	20,908	24,005	22,777	26,093	24,776	28,325	26,911	30,709	29,189	33,252	31,618	35,963	34,205	

Assumptions

INCOME

VAT	No VAT charged or reclaimed
Rent	£8.50 psf increased every 2 years by 3.5%
	Rent is fully inclusive (includes business rates, electricity, services, cleaning etc)
Electricity	no sub-metering therefore usage cannot be recharged.
Lettable Area	6,057 sq ft
Voids	Assume 15% voids in year one 5% thereafter

Sq Footage

Basement	796
Ground Floor	2,023
First Floor	1,904
Second Floor	1,334
Total	6,057

EXPENDITURE

VAT	No VAT charged or reclaimed
Rent Paid	Assume rent is a peppercorn
Increases	Increases based on historical increases of relevant indexes
Direct Studio costs	includes: business rates, electricity, cleaning, maintenance, Wifi, insurance excludes: sinking fund, major repair works assumes there is no lift Business Rates: Assume studio are individually rated and FPG to pay on behalf of artists assumes discounts through Small Bus relief claimed where possible
Management	staff time for allocations, accounting, rent collection, building management

Rateable Value

Based on unadjusted rate £120psm as per B1 in same postcode.
20% reduction per floor due to lack of lift.

Basement	7,102
Ground Floor	22,561
First Floor	16,987
Second Floor	8,926
Total	55,577

Financial Scenario 2 - Owner to charge commercial rent of £4psf

The scenario below shows the effect of the rent paid to the owner increasing to a 'commercial rent' of £4psf:

Scenario Two - Commercial Rent

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
INCOME						
Rent income	43,682	48,821	52,299	52,299	56,024	56,024
Total Income	43,682	48,821	52,299	52,299	56,024	56,024
EXPENDITURE						
Rent	24,184	24,184	24,184	24,184	24,184	28,036
Direct Studio Costs	17,749	18,385	19,058	19,760	20,490	21,250
Management	14,225	14,510	14,800	15,096	15,398	15,706
Total expenditure	56,158	57,078	58,042	59,039	60,071	64,991
Net surplus/(deficit)	-12,476	-8,257	-5,743	-6,741	-4,047	-8,967

The deficit in the first year is £12.5K this deficit reduces over the first five years until the 5-yearly rent review at which point it increases again. The maximum rent that could be paid and still achieve a surplus over the first 5 years would be around £2.50 psf.

Financial Scenario 3 - Outright purchase of building for £650K

The annual cost of servicing a £650K loan (interest and repayment), assuming a 15-year loan fixed at 4.5%, is £60.5K. With studio income around £50K pa the borrowing of £650K would not be sustainable. The level of borrowing that could be funded through the surplus (taken from figure 1) is around £100K

Scenario Three - Purchase of Building £650,000 cost 100% Loan

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
INCOME						
Rent income	43,762	48,910	52,394	52,394	56,126	56,126
Total Income	43,762	48,910	52,394	52,394	56,126	56,126
EXPENDITURE						
Interest	29,250	27,843	26,372	24,835	23,229	21,551
Direct Studio Costs	17,758	18,394	19,068	19,769	20,499	21,260
Management	14,225	14,510	14,800	15,096	15,398	15,706
Total expenditure	61,233	60,746	60,239	59,700	59,126	58,516
Capital Repayment	31,274	32,681	34,152	35,689	37,295	38,973
Net surplus/(deficit)	-48,746	-44,517	-41,997	-42,995	-40,295	-41,363

3. LEGAL FRAMEWORK

For the purposes of deciding the form of constitutional framework to be adopted by the artist studios, we have assumed the goals are:

- To increase the provision of studios and workspaces for artists practising in Southend-on-Sea
- To set rents at the level of demand, rather than on a subsidised basis
- To generate income sufficient to cover the costs of operating and maintaining the studios
- To pass any surplus income to fund the activities of Focal Point Gallery
- There are no plans to generate or fund further educational or public engagement activities or similar.

Set against these goals, three main factors need to be taken into account in determining the optimal legal and operating model for the studios:

1. **Suitability:** whether the criteria for each type of constitutional framework are suitable for the planned artist studios.
2. **Complexity:** the level of administration required and therefore cost in terms of human resourcing to operate the constitutional framework.
3. **Cost implications:** the impact on the operating costs of the studios

The issues, benefits, risks and recommendation of each option are set out in the table below.

Comparison of Potential Legal Frameworks for Artist Studios

	Suitable?	Impact for Operating Costs	Structural Requirements	Conclusion
Company Limited by Shares (CLS)	<u>Yes.</u> Unclear whether issuing share capital will provide any advantage	Staff resource will be required to support governance and ensure company administration	<ul style="list-style-type: none"> ✓ Board of Directors ✓ Shareholders ✓ Share capital ✓ Memorandum and Articles of Association ✓ Regulated by Companies House ✓ Limited Liability ✓ Unlikely to receive charitable status 	Not recommended
Company Limited by Guarantee (CLG)	<u>Yes.</u> Standard form for artist studios elsewhere	Staff resource will be required to support governance and ensure company administration	<ul style="list-style-type: none"> ✓ Board of Directors ✓ Memorandum and Articles of Association ✓ Members ✓ No share capital ✓ Regulated by Companies House ✓ Limited liability ✓ Can seek charitable status 	Recommended
Charitable CLG	<u>No.</u> The simple provision of artists studios to private individuals would not be considered to create public benefit.	<p>Tax and business rate reliefs could reduce operating costs</p> <p>Staff resource will be required to support governance and ensure company administration</p>	<ul style="list-style-type: none"> ✓ Board of trustees ✓ Memorandum and Articles of Association ✓ Members ✓ No share capital ✓ Regulated by Companies House and Charities Commission ✓ Limited liability 	Under current project assumptions, not a feasible option
Charitable Incorporated Organisation (CIO)	<u>No.</u> See above	<p>Staff resource will be required to support governance and ensure company administration</p> <p>Single regulator</p>	<ul style="list-style-type: none"> ✓ Board of Trustees ✓ Memorandum and Articles of Association ✓ Members ✓ No share capital ✓ Regulated by Charities 	Under current project assumptions, not a feasible option

		– Charities Commission – may reduce administration	<ul style="list-style-type: none"> ✓ Commission Limited liability 	
Community Interest Company (either CLS CIC or CLG CIC)	<u>Yes.</u> Making available new artists studios to private individuals on a non profit basis could be considered of community interest	Staff resource will be required to support governance and ensure company administration	<ul style="list-style-type: none"> ✓ Board of Directors ✓ Memorandum and Articles of Association ✓ Members or share capital ✓ Regulated by Companies House and CIC Regulator ✓ Limited liability ✓ Cannot seek charitable status ✓ Distributed profit must not be greater than 35% of total profit. 	Feasible, though no clear advantage over CLG
Unincorporated Association	<u>Possible.</u> Depends on whether operational decision making should be made by tenants.	Slight reduction in the resource required to administer the association	<ul style="list-style-type: none"> ✓ Constitution ✓ Membership ✓ Management Committee ✓ Membership are personally liable 	Feasible if operating model can be run by the artist-tenants.
Unincorporated Charitable Trust	<u>Possible.</u> The donation of the Beecroft Building to a group of artists could create the basis for a charitable objective to be set.	Slight reduction in the resource required to administer relative to incorporation	<ul style="list-style-type: none"> ✓ Trust deed ✓ Trustees ✓ Trustees are personally liable 	Feasible if a donation (capital or rent) can be made and the operating model can be run by the artist-tenants
Further department of FPG	<u>Yes.</u>	<p>Significant efficiencies in terms of reducing governance support.</p> <p>Financial and administrative efficiencies if can be resourced from within existing FPG and/or Council operations</p>	<ul style="list-style-type: none"> ✓ No new structures required 	Feasible

Conclusion

Three options potentially could provide a suitable autonomous constitutional framework for future Beecroft Artists Studios:

- Company Limited by Guarantee
- Community Interest Company
- Unincorporated Charitable Trust

The choice of which of these forms is most suitable depends on:

- Whether charitable status becomes an option (CLG, UCT) or not (CIC).
- Whether full autonomy is preferred (CLG)

The choice has only limited impact on operating costs – any autonomous entity will require support for its governance structures and limited liability creates requirements in terms of preparing accounts and reports.

A final recommendation can only be developed once purpose and arrangements for management and operation have been decided.

4. FUNDING

The identified relevant sources for capital funding are:

Source	Amount	Deadline	More info
Capital: Large Grants (ACE)	£500,000 minimum	Opening on 14 July 2016 and closing in October 2016 for projects to run in 2017	http://www.artscouncil.org.uk/capital-large-grants
Capital: Small Grants (ACE)	Between £100,000 and £499,999	Opening on 12 January 2017	http://www.artscouncil.org.uk/capital-small-grants
Heritage Grans (Heritage Lottery Fund)	Over £100,000 and up to £2 million	Deadlines for South West England: 13 June 2016 for a decision in September 2016 5 September 2016 for a decision in December 2016	https://www.hlf.org.uk/looking-funding/our-grant-programmes/heritage-grants

5. GENERIC FINANCIAL MODEL

Using the figures from Figure 1 it is possible to estimate the operating costs, on a square meter basis, for a generic building:

Direct Costs £31 psm

Management costs £25 psm

These rates could be applied to buildings of a similar size but if the building considerably smaller or larger they would become less reliable.

This excludes any sinking fund which would be calculated based on the projected lifespan of the windows, roof, lift etc.

6. ECONOMIC IMPACT

Building a thriving creative economy is critical and the studios at the former Beecroft Art Gallery could contribute to the local economy in a number of ways:

- 23 new artists' studios will bring 23 new sole traders to the area.
- The establishment of a 'creative support system' through the relationship that would be established between Focal Point Gallery and the artists. This should help inform and support each other's activity and allow for the development of talent, skills training, and advancement of the arts is important for the growth of the creative industries more generally.
- This project presents the potential to create wider partnerships with the local authorities, local business and educational authorities to identify areas of growth and development in Southend-on-Sea. In doing so, FPG and the artist studios could play a leading role contributing to accelerate growth in the creative and cultural sector more generally.
- Working with similar individuals/organisations and sharing knowledge is really valuable for artists in maintain and developing their practises. Working within a supportive community will remove some of the risks arising from business isolation and enhance wider awareness of this new local resource and expertise.
- The artist studios will create a platform from which artists can pursue sustainable long-term careers, adding to overall employment and role modelling secure self-employment for the wider community.
- As a new model of art development in a region outside London FPG could learn from the experience of working with the studios and take this knowledge to forge dynamic new partnerships and share innovative practice locally, national and internationally. Networks facilitate sharing of ideas, collaboration and most importantly spark innovation which is key for the development of the creative industries.
- The studios could also contribute to culture-led 'place making' by contributing to the development of the area. The studios will contribute to creating an image of a community that is vibrant, creative, innovative and exciting to live, work, visit and invest in.

- The demand study identified a need for studios for graduates and the studios could make a significant contribution to retaining creative talent and skills in Southend-on-Sea. The retention of artists who might otherwise move to another area has two potential impacts – (a) the further development of Southend-on-Sea’s art scene and attractiveness as a destination; (b) the further development of the local creative economy via the part-time and/or freelance skills that artists tend to supply the local economy in order to support themselves.
- A thriving local creative economy has a direct positive impact on generating employment and business growth in all economic sectors.

Appendix 1

Data summary:

Total responses to the survey: 157

Answers to the question: Would you consider a studio in Southend-on-Sea?

Yes: 72% (112 artists)

Desirable sizes:

200-300: 30% (43 artists)

300-400: 25% (37 artists)

400-500: 21% (31 artists)

Answers to the question: Do you have a studio now?

Yes: 75% (109 artists)

No: 18% (27 artists)

Answers to the question: Where is your current studio located?

Southend-on-Sea 3% (4 artists)

South Essex 5% (6 artists)

Essex 7% (10 artists)

London 58% (83 artists)

Answers to the question: Where do you live?

Southend-on-Sea 10% (14 artists)

South Essex 4% (4 artists)

Essex 8.5% (12 artists)

London 70% (101 artists)

Answers to the question: What is your practice?

Fine Art	Sculpture	Graphic	Design
65% (91)	15% (20)	3% (3)	20% (27)

Answers to the questions: How much would you consider paying per month for a studio in Southend-on-Sea?

Under 100%	100-200	200-300	300-400	400+
30% (19)	40% (26)	17% (11)	10% (7)	3% (2)

Answers to question: Would you be interested in a space at the former Beecroft Gallery?

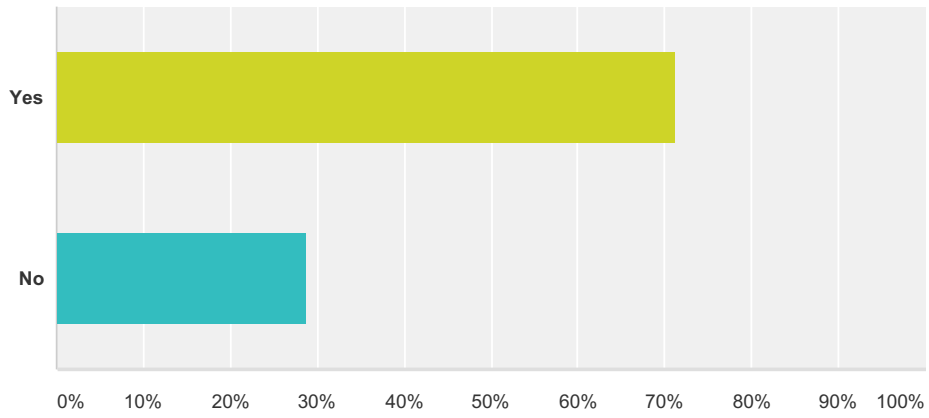
Yes 71% (61 artists)

Ranking of most important – from most important to least important- studio features for artists:

- Affordable rent
- Access for large objects
- High ceilings
- Wifi
- Natural light

Q1 Would you consider a studio in Southend-on-Sea?

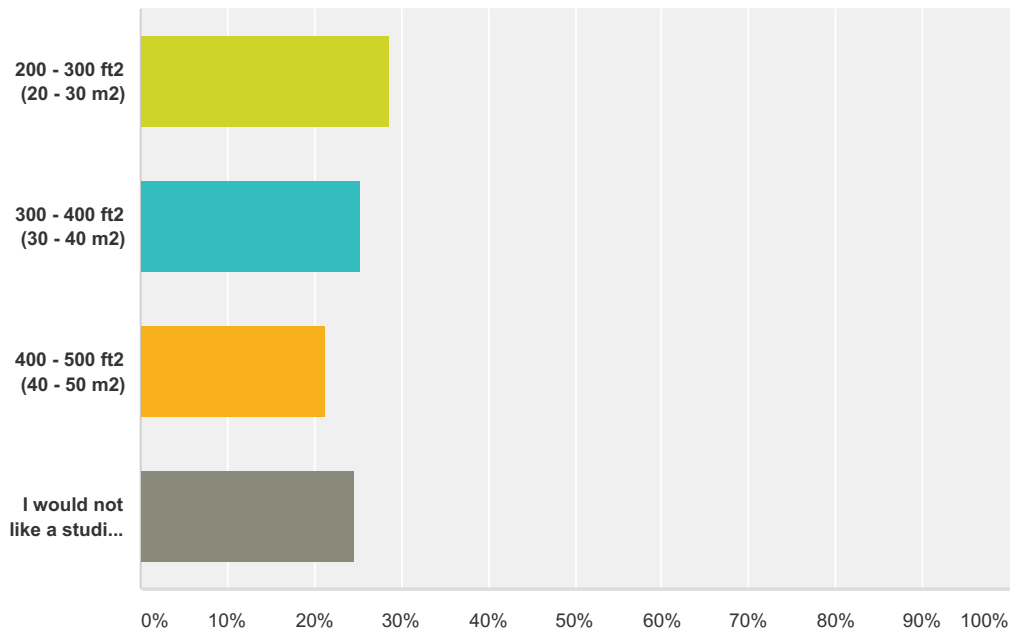
Answered: 160 Skipped: 0



Answer Choices	Responses
Yes	71.25% 114
No	28.75% 46
Total	160

Q2 If yes, what size studio would you like?

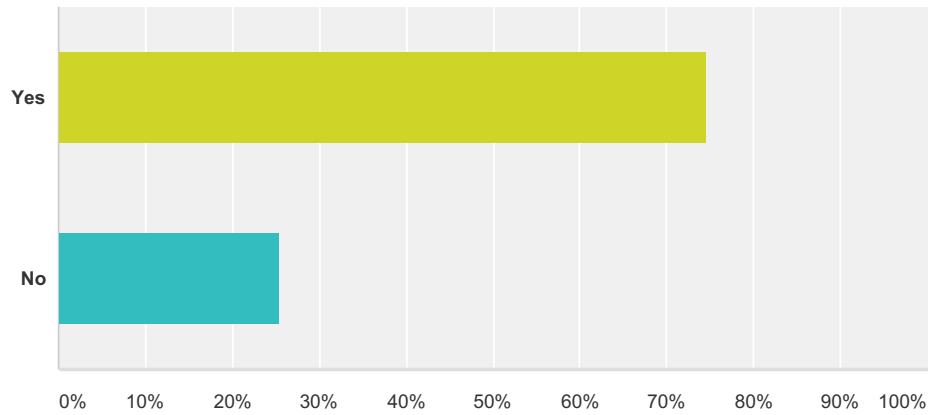
Answered: 150 Skipped: 10



Answer Choices	Responses
200 - 300 ft2 (20 - 30 m2)	28.67% 43
300 - 400 ft2 (30 - 40 m2)	25.33% 38
400 - 500 ft2 (40 - 50 m2)	21.33% 32
I would not like a studio in Southend-on-Sea	24.67% 37
Total	150

Q3 Do you have a studio now?

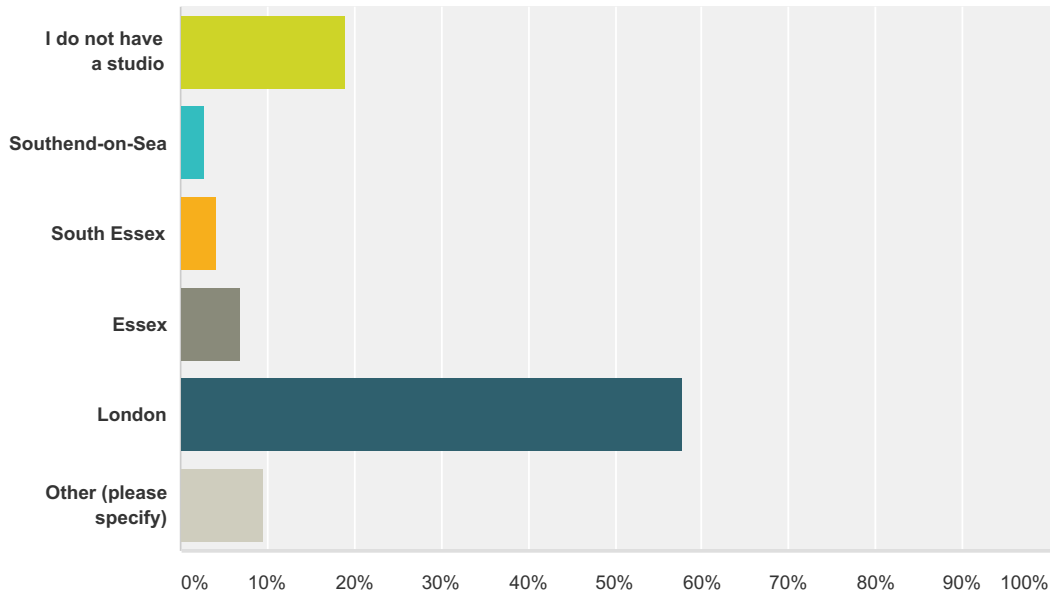
Answered: 149 Skipped: 11



Answer Choices	Responses	
Yes	74.50%	111
No	25.50%	38
Total		149

Q4 Where is your current studio located?

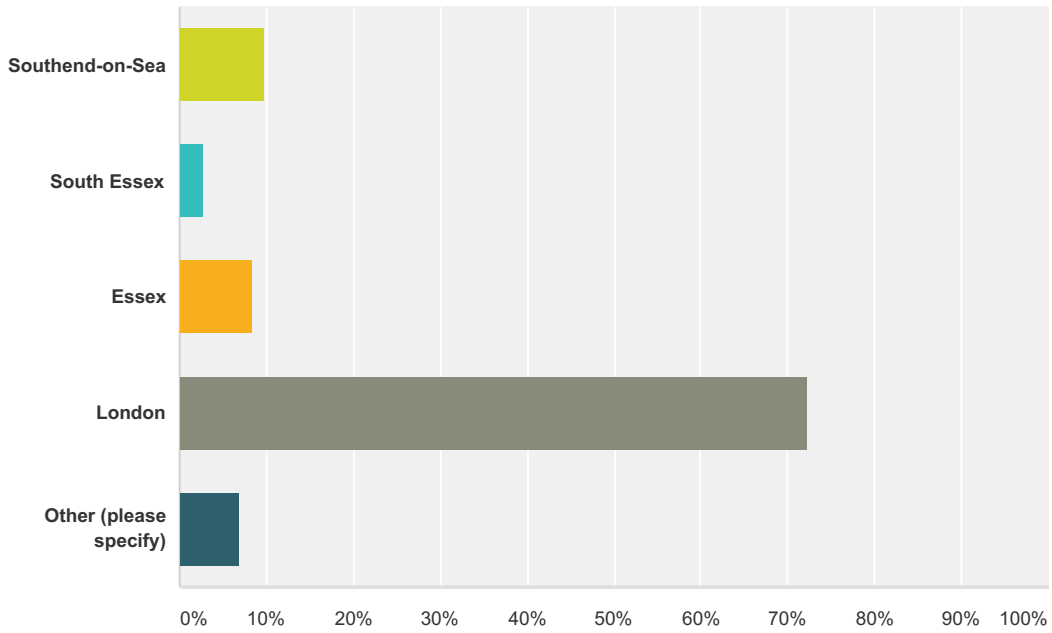
Answered: 147 Skipped: 13



Answer Choices	Responses	Count
I do not have a studio	19.05%	28
Southend-on-Sea	2.72%	4
South Essex	4.08%	6
Essex	6.80%	10
London	57.82%	85
Other (please specify)	9.52%	14
Total		147

Q5 Where do you live?

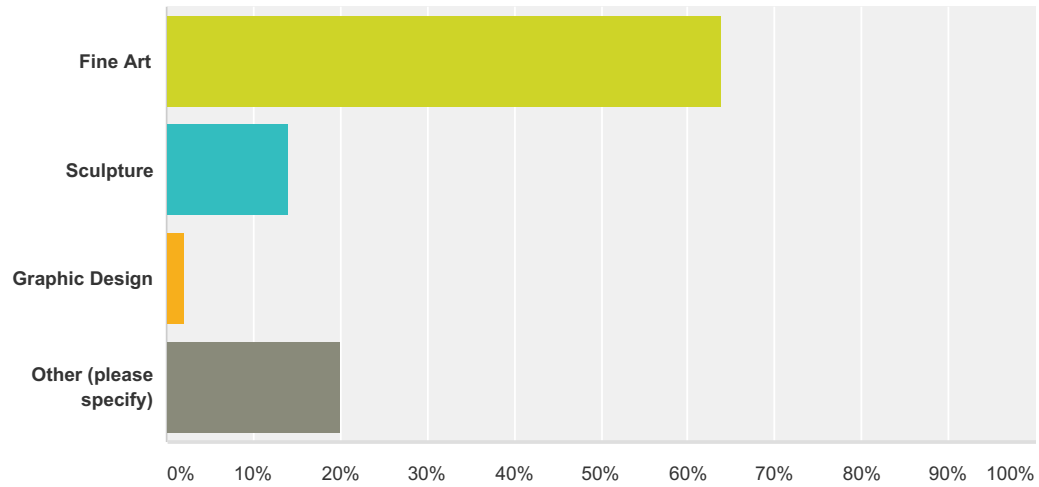
Answered: 144 Skipped: 16



Answer Choices	Responses	Count
Southend-on-Sea	9.72%	14
South Essex	2.78%	4
Essex	8.33%	12
London	72.22%	104
Other (please specify)	6.94%	10
Total		144

Q6 What is your practice?

Answered: 144 Skipped: 16



Answer Choices	Responses
Fine Art	63.89% 92
Sculpture	13.89% 20
Graphic Design	2.08% 3
Other (please specify)	20.14% 29
Total	144

Q7 If you DO want a studio in Southend-on-Sea, in one or two short sentences, please say why; e.g. proximity to where you live, being in the nearest large town, etc.

Answered: 56 Skipped: 104

Q8 If you DO NOT want a studio in Southend-on-Sea, in one or two short sentences, please say why; e.g. you have a studio already, too far from where you live, etc

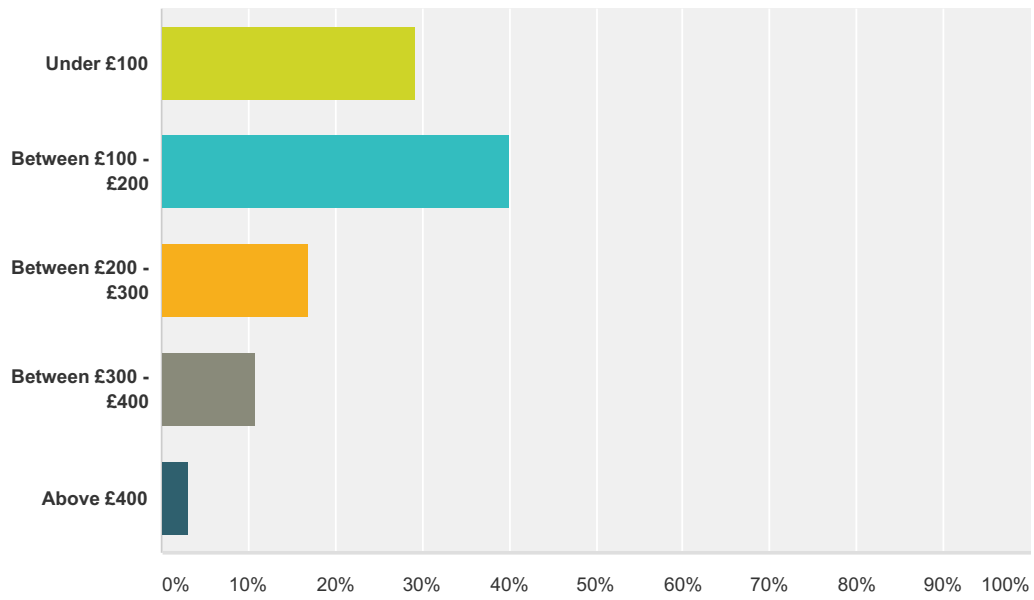
Answered: 32 Skipped: 128

**Q9 If you have a studio, what is your £ per
ft2 rent?**

Answered: 54 Skipped: 106

Q10 How much would you consider paying per month for a studio in Southend-on-Sea?

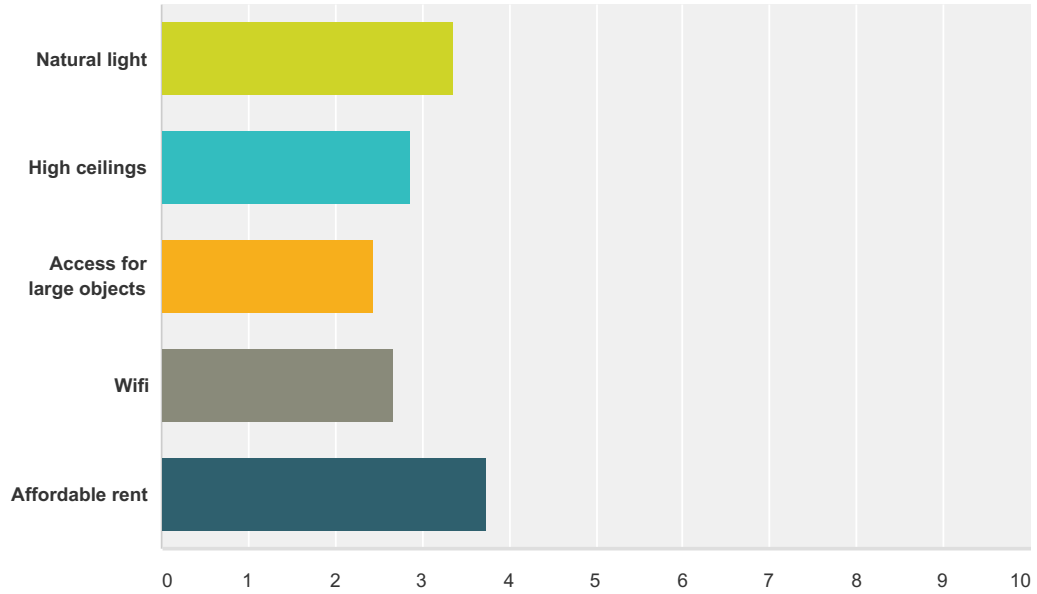
Answered: 65 Skipped: 95



Answer Choices	Responses	
Under £100	29.23%	19
Between £100 - £200	40.00%	26
Between £200 - £300	16.92%	11
Between £300 - £400	10.77%	7
Above £400	3.08%	2
Total		65

Q11 Please rank the importance of the following in your ideal studio, from most important (1) to least important (5).

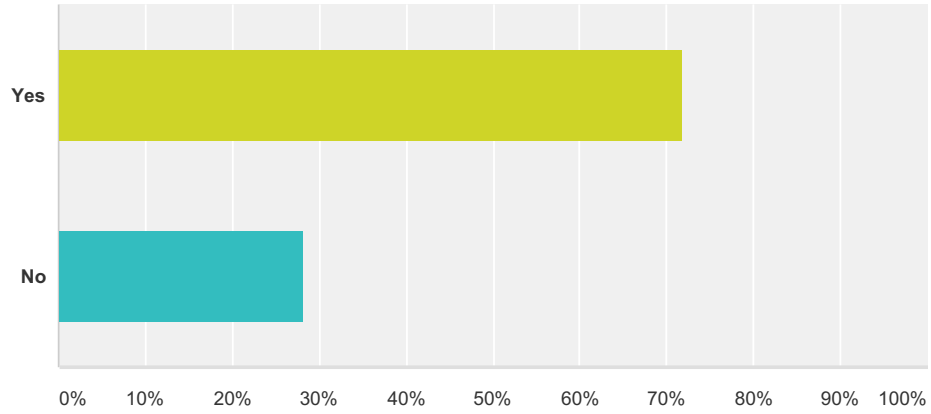
Answered: 87 Skipped: 73



	1	2	3	4	5	Total	Score
Natural light	20.00% 14	30.00% 21	24.29% 17	17.14% 12	8.57% 6	70	3.36
High ceilings	10.96% 8	17.81% 13	32.88% 24	21.92% 16	16.44% 12	73	2.85
Access for large objects	5.26% 4	18.42% 14	22.37% 17	23.68% 18	30.26% 23	76	2.45
Wifi	12.50% 9	16.67% 12	20.83% 15	26.39% 19	23.61% 17	72	2.68
Affordable rent	54.88% 45	12.20% 10	6.10% 5	6.10% 5	20.73% 17	82	3.74

Q12 We are considering the former Beecroft Museum building in Westcliff-on-Sea for its suitability as studios. Would you be interested in a space?

Answered: 85 Skipped: 75



Answer Choices	Responses	
Yes	71.76%	61
No	28.24%	24
Total		85

Q13 If you would like to hear more about the potential new Focal Point Gallery studios in Southend-on-Sea, please leave your contact details below. These details will not be shared with any third parties.

Answered: 60 Skipped: 100

Answer Choices	Responses	
Name	100.00%	60
Company	0.00%	0
Address	0.00%	0
Address 2	0.00%	0
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	0.00%	0
Country	0.00%	0
Email Address	100.00%	60
Phone Number	73.33%	44

Q7 If you DO want a studio in Southend-on-Sea, in one or two short sentences, please say why; e.g. proximity to where you live, being in the nearest large town, etc.

Answered: 52 Skipped: 92

#	Responses	Date
1	possible cheap rent	5/17/2016 1:58 PM
2	London is pushing artists out	5/16/2016 3:38 PM
3	its a fun town by the sea not to far from london	5/16/2016 10:23 AM
4	I would like to live and work near the sea. Town accessible in area.	5/16/2016 10:00 AM
5	I can't afford to live in London anymore	5/15/2016 2:58 PM
6	Recently moved to Westcliff-on-Sea from London and looking to not commute.	5/15/2016 10:16 AM
7	proximity to where you live, local place making, supporting local art community development	5/15/2016 9:59 AM
8	I am in London now and currently looking at local studio spaces again, after a break, due o family commitments. I uses to walk across a park, 5 mins, to my studio! I don't drive so would like something very close to where I live, or with half HR maximum commute.	5/15/2016 7:11 AM
9	There is a great artistic vibe in Leigh	5/14/2016 7:10 PM
10	thriving art scene, many facilities, near to where I live	5/14/2016 5:22 PM
11	Nearest to large town	5/14/2016 2:42 PM
12	I would consider moving to Southend-on-Sea for a bigger studio and apartment and for cheaper rent!	5/14/2016 1:25 PM
13	Ss2 4ng 15 to 30 minute walk	5/14/2016 1:20 PM
14	I have a small shared studio space and would like somewhere larger.	5/14/2016 1:16 PM
15	London living and working is not always conducive to the making and practical aspects of my work. I feel the need to listen to what needs to come next and this requires mental and physical space often not afforded amongst the congestion.	5/14/2016 8:28 AM
16	It is a direct link from Liverpool Street - although I would have to look into the cost of the trains.. So, I would want the studio to not be too expensive..	5/14/2016 8:14 AM
17	Proximity, cost, purpose-built space	5/14/2016 5:38 AM
18	sea light	5/13/2016 9:48 PM
19	Space, light, storage, focus, calm, exciting new area.	5/13/2016 7:15 PM
20	I would consider a studio in Southend if I can get a bigger space near the sea for less money than I currently pay.	5/13/2016 6:47 PM
21	I am hoping that a studio outside of London could be cheaper...	5/13/2016 5:47 PM
22	to save money	5/13/2016 5:35 PM
23	I don't live in the UK at the moment but on principle I would consider a studio in Southend on Sea. I actually now fly to and from that airport to get to Berlin and often tkae some time in Southend each time I fly. I sense that there is potential there.	5/13/2016 5:26 PM
24	I would like a studio and would consider to also live in Southend on Sea. At the moment I live in East London	5/13/2016 5:18 PM
25	Cost of rent, access to London in less than 1 hour, proximity to sea and airport.	5/13/2016 2:00 PM
26	It is getting too expensive to live and work as an artist in London and I am beginning to look outside of London for a place that is still not too far to travel to London for meetings/exhibitions/work and a place where the costs are lower such as house and studio rent.	5/13/2016 1:58 PM
27	Having just started a family I would be interested in moving out of london	5/13/2016 1:52 PM

28	network with other artist , designated time and space to create	5/13/2016 1:30 PM
29	If I lived closer to South end I would But	5/13/2016 12:52 PM
30	I would remain close to London & Paris which I visit frequently for work. Fewer distractions, a healthy coastal lifestyle and cheaper rates would help me to produce more art.	5/13/2016 12:43 PM
31	I need a larger studio which can accommodate new and essential equipment and being by the sea would definitely influence my practice.	5/13/2016 12:39 PM
32	I would hope it would be cheaper than my studio in London	5/13/2016 12:24 PM
33	I am looking to relocate to the south east	5/13/2016 12:09 PM
34	To be able to work????	5/13/2016 12:01 PM
35	Precarious nature of studio provision in London (current situation not secure in terms of long term tenancy) May feed into decisions around if / where to move outside London. If still in London, Southend's proximity to the city.	5/13/2016 11:50 AM
36	Easy access, burgeoning arts scene, by the sea	5/13/2016 11:48 AM
37	For a more space in an affordable studio away from constant rent increases and lack of availability in London	5/13/2016 11:46 AM
38	Maybe it would be more affordable. And I really want to work by the sea.	5/11/2016 11:06 PM
39	Proximity to where I live. Also I'd prefer somewhere with less traffic noise and fumes than where I am now.	5/10/2016 10:22 AM
40	If I was to re-locate to the UK, and live the east side of London, or outside London on the east coast I would be considering this neighbourhood.	5/10/2016 8:12 AM
41	Near sea	5/9/2016 9:38 PM
42	would be good to work near where i live.	5/9/2016 8:36 PM
43	Proximity to where I live	5/9/2016 7:31 PM
44	Providing that I like it more than my current one I would consider a change of scene as a new beginning.	5/9/2016 6:27 PM
45	Proximity of where I live means more easily accessible rather than having to travel/drive a distance.	5/9/2016 6:21 PM
46	I would move closer to the studio. I would have to see it but I would like to move out of the capital	5/9/2016 6:10 PM
47	My mother lives in Westcliff so possibility that I could spend time here with her and still work. Or another idea would be to take a short let for a time	5/9/2016 5:24 PM
48	Close to where I live, will be closer to other local artists and gallery's	5/9/2016 5:00 PM
49	access to community of exciting artists & arts infrastructure	5/9/2016 4:45 PM
50	Easy access to and from London	5/9/2016 4:42 PM
51	Renting costs in London are becoming prohibitive. I'd consider cheaper spaces with good connection.	5/9/2016 4:33 PM
52	edit video	5/8/2016 6:30 PM

Q8 If you DO NOT want a studio in Southend-on-Sea, in one or two short sentences, please say why; e.g. you have a studio already, too far from where you live, etc

Answered: 29 Skipped: 115

#	Responses	Date
1	However it's very far so it needs to be attractive enough for me to commute there	5/17/2016 1:58 PM
2	Great location but unfortunately too far away from where I live.	5/16/2016 6:07 PM
3	too far from London, where all the things happen and work	5/15/2016 2:35 PM
4	Too far as I don't live near Southend-on-Sea.	5/15/2016 10:05 AM
5	-	5/15/2016 9:59 AM
6	See above. Too far from where I live. However, I think your idea sounds great, this survey is a very good idea, good luck with it! Twice yearly open studios, like Acme does was really good when I did that. Also flexibility of renting, subletting and sharing space, to save money, keep the creative atmosphere going. Bursurys for artists etc.	5/15/2016 7:11 AM
7	I have a studio	5/14/2016 2:26 PM
8	Its a little far from where I live, I am not aware of this area. I would not rule it out would prefer Hastings, or Rye.	5/14/2016 6:55 AM
9	i would have to move there, but am considering moving out of london	5/13/2016 11:07 PM
10	I would like ACME and other organizations to focus on studios in SOUTH London. There are not enough. EAST London is OVER.	5/13/2016 5:57 PM
11	Too far from London. Not sure if I d like local culture or if there is any art community at all there ... The place could be culturally backward...	5/13/2016 5:47 PM
12	I love the idea of a studio in Southend-on-sea in principle but imagine the travel costs on top of the studio rent would make it impossible... If I'm wrong and it was doable for less than £140pcm for circa 100-120ft2 I would be very interested!!	5/13/2016 2:46 PM
13	southend would be nearer. there are already some , but parking is a problem - living in Rochford there is nothing in my area	5/13/2016 1:30 PM
14	as I do not live close to southend it would not be practical and I have a great Studio that I am very happy with.	5/13/2016 12:52 PM
15	If the studio space is not a live-work space it may not be suitable for my needs.	5/13/2016 12:43 PM
16	I have a studio already in london	5/13/2016 12:16 PM
17	Seems far away from manufacturing and supplies to do Sculpture	5/13/2016 12:08 PM
18	I'd love a studio closer to where I am but access to Southend-on-Sea is too difficult for me, and even more so for potential clients who want to see the work	5/13/2016 12:01 PM
19	I have a studio. I live in Brixton. A studio in Southend is too far to commute on a daily basis.	5/13/2016 12:00 PM
20	Too far	5/13/2016 11:55 AM
21	too far	5/13/2016 11:49 AM
22	too far	5/13/2016 11:46 AM
23	I World have to move from London. My workshop is is small but the work I produce is getting lager. If the studio was tempting enough I would move.	5/13/2016 11:42 AM
24	too far	5/13/2016 11:41 AM
25	I have a studio in north Kensington - and it's too far crime my home	5/9/2016 7:31 PM

26	i like london and do not know southend well, although i had been to the focal point gallery 15 or so years ago and liked it	5/9/2016 5:17 PM
27	Too far to travel	5/9/2016 5:00 PM
28	too far away	5/9/2016 4:57 PM
29	However..... too far from where I live; already have studio	5/9/2016 4:45 PM

Q9 If you have a studio, what is your £ per ft2 rent?

Answered: 49 Skipped: 95

#	Responses	Date
1	£70 for about 120sqf	5/17/2016 1:58 PM
2	360 for 300 ft/2	5/16/2016 3:38 PM
3	£140	5/16/2016 10:23 AM
4	£175/month for 132 ft2 (I think)	5/15/2016 2:35 PM
5	£200 for 500 square foot.	5/15/2016 10:16 AM
6	£200 pcm for 500 sq ft	5/15/2016 9:59 AM
7	75	5/14/2016 7:10 PM
8	no idea!	5/14/2016 2:26 PM
9	£272 per month for 200 square feet	5/14/2016 1:25 PM
10	£70 per month for a small space not sure of area size	5/14/2016 1:16 PM
11	I pay 300 ponds per month	5/14/2016 8:28 AM
12	At the moment I am in an expensive one. It's probably about £16- 20.	5/14/2016 8:14 AM
13	I am not sure	5/14/2016 6:55 AM
14	202sqft for £297	5/13/2016 11:07 PM
15	£500 per month, sorry, I don't know the £ per ft rent cost	5/13/2016 7:15 PM
16	Don't know	5/13/2016 6:47 PM
17	approx 20-24 GBP per sq ft....too much \$\$\$	5/13/2016 5:57 PM
18	1.54	5/13/2016 5:47 PM
19	In east london locations (hackney/homerton) circa £1.30 - £1.40 per ft2	5/13/2016 2:46 PM
20	10	5/13/2016 1:58 PM
21	£15 (?)	5/13/2016 1:52 PM
22	not sure	5/13/2016 12:52 PM
23	I do not currently have a studio space.	5/13/2016 12:43 PM
24	No idea	5/13/2016 12:39 PM
25	.95p	5/13/2016 12:38 PM
26	don't know	5/13/2016 12:24 PM
27	not sure it is with acacva though	5/13/2016 12:16 PM
28	£1.40	5/13/2016 12:09 PM
29	too much in London!!!	5/13/2016 12:08 PM
30	I'm not sure. It's a rather large space for £432	5/13/2016 12:01 PM
31	£14 psq pa	5/13/2016 11:55 AM
32	£1 per sq ft approx. Currently, excellent location in Clapham but studios partitioned (plaster board) within large, ex-industrial building so sound-bleed etc a big problem particularly when writing, editing etc. Also currently not able to leave equipment due to security issues and very cold building, particularly during winter months (condensation with camera lenses etc)	5/13/2016 11:50 AM
33	£2 - 180sq ft costing £360	5/13/2016 11:49 AM

34	£1.05	5/13/2016 11:46 AM
35	i pay over 600 pounds per month for just over 30 square meters.	5/13/2016 11:42 AM
36	As cheap as possible.	5/11/2016 11:06 PM
37	£6.74	5/10/2016 10:22 AM
38	£7/8 per ft2.	5/10/2016 8:12 AM
39	15	5/9/2016 9:38 PM
40	£6.51 per square foot plus heating	5/9/2016 8:36 PM
41	£12 per ft2	5/9/2016 6:27 PM
42	Aprox £7.00	5/9/2016 6:21 PM
43	£20 per 2 feet per year	5/9/2016 6:10 PM
44	£14.20	5/9/2016 5:24 PM
45	12 ish	5/9/2016 5:17 PM
46	Of the top of my head I'm not sure it's currently £46 per month for a small studio at HOFs	5/9/2016 5:00 PM
47	?	5/9/2016 5:00 PM
48	£0.45 incl. electricity & WiFi	5/9/2016 4:45 PM
49	£12 per sq ft	5/9/2016 4:42 PM

Appendix 2: Organisations in the catchment area and list of potential tenant groups:

Cuckoo Farm Studios	Colchester	32 studios/ 34 artists	£5+ service charge	Selection Artist Associate/Affiliate Access to resources
Gatehouse Arts (creative Hub)	Harlow	21 studios	£6-£7 sq ft	Studios
Hadleigh Old fire station (ACAVA)	Hadleigh	15 artists	£6-£7	Offices/hot desking
East Gate Studios (ACAVA)	Harlow		£6-7	Studios
Parndon Mill	Harlow		Under £5	Studios, workshops, design offices, gallery, project space
TAP – Temporary Arts Projects	Southend	14 artists		Memberships, workshops
The Hive artists' studios	Chelmsford	8 artists	£55-£95 per artist	Shared space/studio
CO3 Studios	Colchester	15 artists		Studios and exhibition space
Hylands Estate Artists' Studios	Chelmsford		£9	Studio, gallery Self-contained studios
Station House artists	Burham on Crouch		£9	Self-contained studios
Studio 19	Leigh-on-sea			
Studio 28	Wivenghoe/Colchester			
The Waiting Room	Colchester			
Synchro Studios	Leigh-on-sea	12 members	£80-£110 per artist £8.75 sq ft	3 art studios, yoga, drama, etc
Metal	Southend			Don't run studios but gave feedback on artists' needs
Mother Studios	Colchester	34 studios/33 artists+18 students	£8.75-£9 sq ft	Self-contained studios and des-based space

Miss Annabel Lee Gallery and studios	Leigh-on-Sea		£120 per artist	Including facilities
South Essex college	Southend-on-Sea		n/a	
Essex Uni	Colchester		n/a	Desk space within the Business Incubation Centre (BIC); performance related studios in East 15 Acting School

Appendix 3: Feedback from organisations

Studio organisations:

Jo Hughes - Mother Studios – Colchester:

- Mother studios offer 34 studios at £8.75 and £9.
- £9 – are desk base spaces – including extra facilities such as heating – rented to designer, architects, etc.
- The rent includes the future use of the project space.
- The studios opened in November 2015 and they are almost full. They are just about to open a new phase of the building. There was a waiting list before last phase opened.
- People are used to traveling for 30-40 minutes and they are happy to drive to the studios. People come from the surrounding areas.
- People want: studio first, community second.
- Tenants: 33 artists and 18 students.
- Artists normally want self-contained studios but artists coming from college tend to share. They find it less traumatic and want to replicate the university model. The studio provider organizes crits, meetings, etc.
- Having facilities on site helps create a sense of community.
- Spaces range between: 180-350 sq ft. Rents range between £100-£200. They have a 700 sq ft project/gallery space that will be used as a café/community space in the future.
- There is definitely a demand for artist studios.
- Security, safety, light and community are the key aspects of studio provision.
- Artists should be charged for what they are offered.
- It is important to create a sense of community (links to community) and to have mixed practices.

Metal- Stephanie:

- Metal receive enquiries every month about artists' studios.
- They can imagine artists that commute to London to work to want to have their studios close to home.
- They receive enquiries about facilities also – print making.
- They think that up to £200 would be a reasonable rent for artists depending on the space.
- Southend is a desirable area and people want to move there.
- Metal are very involved with the community and they know that there is great potential to promote culture in the area. The community engages through school activities, events, festivals etc.
- The area is of natural undiscovered beauty.

The Hive artists' studios – Karen Jones:

- They have an open space for 8 artists. Artists use desk-spaces and pay between £55 -£95 depending on the space they occupy.

- The room is approximately 660 sq ft/60m².
- They would love to have an exhibition space and workshops but at the moment the facilities don't allow them to do so.
- They don't think there is high demand. They have very low turnover and don't have a waiting list.

Cuckoo Farm Studios - Peter Jones:

- 32 self-contained studios. Size varies.
- Rent level: £5 + service charge. Managed by in house volunteer artists.
- Artists are looking to have their own independent studios.
- In the farm they have a gallery space and a printing workshop.
- Artists see great value on community.
- They receive 1-2 enquiries about studios per month.
- Peter thought that studios need to be designed and managed with artists' needs in mind and they need to be affordable.

CO3 Studios:

- 15 registered artists for the use of one studio (42m²).
- They are interested in skills share and they do receive enquiries about artists looking for studios.
- Artists pay for courses but not for just using the space.

Independent artists:

Station House artists – Paul Bailey:

- Occupying 2 studios. 120 sq ft each. £90 per month including bills. Rate: £9 per sq ft (property own and managed by the council).
- He misses having a sense of community and would move to another building if that was in offer.
- He is happy to commute.
- There is a thriving art community in Leigh and surrounding areas and he would be happy to drive for up to 20 miles.
- Artists don't like to share.
- It would be ideal to have facilities in the building and a communal project/temporary space.
- It would be ideal to have a space where a sense a community is created and artists can bounce ideas of each other.

Mona Marnell – artist within Hylands Estate Artists' Studios:

- Mona's studio is in The Stables block at the Hylands Estate.
- In The Stables blocks there are 8 studios. 2 on the ground floor and 6 upstairs.
- Mona pays £330 for 432 sq ft. Rate: £9.
- Artists at the State are forced to spend 16h per week in the studio – by contract.

- She is in a Grade 2 listed building which is a problem as she can't affect the fabric of the building.
- She mentioned that landlords don't understand artists' needs. This is a key aspect when managing studios.
- There are a café and a shop in the state.
- Mona highlighted that hers is the minimum space you would need to run a workshop – she has a glass studio. She is looking to move to a larger studio.
- She drives 20 minutes to get to the studio but she would be happy to drive for longer if she found the right studio for her. People in the building drive much more than 30 minutes to go to the studio.