

**OUTPOST STUDIO HOLDERS'
SURVEY 2022**



SUMMARY REPORT

Appendix

Norwich City Council Adopted Local Plan

<https://bit.ly/visionsofobjectives>

Vision and Objectives

Objective 8

To positively protect and enhance the individual character and culture of the area

Objective 9

To protect, manage and enhance the natural, built and historic environment, including key landscapes, natural resources and areas of natural habitat or nature conservation value

Objective 12

To involve as many people as possible in new planning policy

All sections of the community will be actively encouraged to express their own vision of the future through this strategy, further plans and planning applications. There will be a particular focus on involving people who have not previously had a say in planning. As many people as possible should play a part in the ambitious long-term plans for growth across the whole area.

This will help make planning more inclusive, and give confidence that the benefits of growth are felt more equally across existing and new communities in and around Norwich.

The Impact of Creative Workspace on Local Residential Property

Creative workspace is a good neighbour

Creative workspace brings vitality to a community without being disruptive, especially when it is present at scale

There is significant unsatisfied demand for creative workspace

Creative Places Create Value

Published in 2021

Commissioned by
Creative Land Trust

<https://creativeandtrust.org/creative-places-create-value>

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- Studio Holder

OUTPOST has done everything it can to support me. I wouldn't like to say how not having a studio would impact me. I'm an artist. How would a chef work without a kitchen? Or a pilot without a plane? A studio is not a luxury. It's a place of work

norwichstudioholders@gmail.com

Data collected and compiled by Anna Brass, Paul Fenner and Henry Jackson Newcomb in January 2022. A PDF version of this report is available on request.

Do you have any comments on the development plans ?

The development will destroy a long-standing part of Norwich: Anglia Square has a distinctive identity with a vibrant community that will be simply wiped out. I believe any new shops or housing will not serve the same community and will price many out of the area. A whole community of artists who are a cultural and financial benefit to the area will be lost; and given that there are few alternatives in Norwich for a new studio complex it is unlikely that community can recover or re-establish itself.

- Laura Bygrave

Norwich definitely has the potential to become a creative hub in the UK...with its history, characterful old streets, award-winning market, two cathedrals and dedicated Arts University. I fear the developers see this project as just something to fill up a page or two in their portfolio... nothing special. Another dull "Riverside" full of the same old bars and restaurants...empty, tired and joyless.

- Andy Hornett

There needs to be adequate space for artists and studios for practicing artists. It can't be called the 'artists quarter' without proper recognition of this. It would be a kind of insulting joke otherwise, and an untruth feeding off the reputation OUTPOST has developed over many years.

- Clare Jarrett

I think if the result of the development is the closure of OUTPOST studios, with no plausible replacement then the development should not go ahead. An arts community is a vital part of any city's cultural and economical landscape.

- Alex Crocker

The developers are in the business - and have many resources available to them - of meeting (incentivised) targets to achieve their goals. What they imagine (what developers always imagine) a "cultural quarter" to be does not align with the actuality of the lives and conditions of working artists. I feel powerless.

- Jonathan P. Watts

There is absolutely no doubt that this development should be local government led, i.e. for social housing and not for profit. Think Goldsmith Street.

- Anita Staff

I don't agree with the development, firstly I think it's a massive environmental issue to destroy the building which could be renovated. The new plans do not consider the needs of the artists in OUTPOST. I feel like the very least that could have happened would be to offer some help in relocating us into another suitable building in Norwich, so at least that the art scene and community does not suffer.

- Daniel Gregory

I have a one year old daughter and we live close to Anglia Square. Quite apart from the devastating cultural loss the demolition of OUTPOST studios will be to Norwich, I am deeply concerned about the environmental impact of my daughter spending her entire childhood growing up next to a building site. I worry about her health and about the impact of increasing traffic in the area and polluting the air. It seems short sighted not to try to incorporate some of the existing infrastructure of Anglia Square. The proposed plans do not properly celebrate the existing communities at all.

- Rob Bellman

This development will be hugely destructive: for the local community who will lose a well-used public space and will see rents rise and the area gentrified; for the cultural life of the city which will be severely affected by the loss of key studio space; and for the environment through the vast wastage of resources involved in demolishing all of the existing buildings, and through a new development that will entail more car use and higher levels of consumption.

- Studio Holder

Sadly I've seen communities gutted across London in the same way and it is sad to see something like this happen in my hometown.

- Paul Fenner

- Paul Fenner

- Paul Fenner

It will simultaneously ruin Anglia Square, whilst failing to provide affordable housing. It is very sad that lining the pockets of developers seems to trump creativity, community and people's well-being.

- Mike Page

Norwich has already lost The Balleyshoe exhibition space on Hall It does not feel like either the developers or planners have an interest in improving the lives of Norwich residents.

- Studio Holder

If we are going to build anything, it should be infrastructure to strengthen the pre-existing community and improve the lives of the individuals and families that comprise it. Community supported agriculture, orchards, educational space, medical and dental facilities, social facilities for older community members, regenerative park space that supports biodiversity and wildlife habitats whilst promoting understanding of how fundamental those concepts are.

- Rob Bellman

Only that it will inevitably be all conceived, monstrous and have no sympathy for community

- Studio Holder

To include an established OUTPOST Studios in their plans

- Gabriela Sokolowska

- Studio Holder

- Studio Holder

I believe the local council and other local groups are working hard to get something together which works for the council and for those groups and makes sense to the council majority. However, it says it all when all images of the development have shown no accessible seating for those who need back or arm rests - they only show concrete blocks and no shelter. The details in a space are what makes a community.

- Gaila Shaw

I am disappointed that the development isn't acknowledging how the creative production in the studio hugely benefits the city.

- Haley Crow

Anglia Square is very well used, and loved by a huge number of north city residents, and provides something centrally that is not replicated elsewhere. I think that is possibly being undervalued by the developers. The relationship between the square and the studio block is harmonious and now well established. The north city has seen some improvements in recent years re shops and pubs etc - this has not happened because a huge building project has been anticipated, but because the area is attractive as things stand.

- Robert Fitzly

Lane and Stew Studios and Gallery.

- William Black

Soulless

- Studio Holder

- Studio Holder

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- Studio Holder

OUTPOST is an artist-run charity based in Norwich

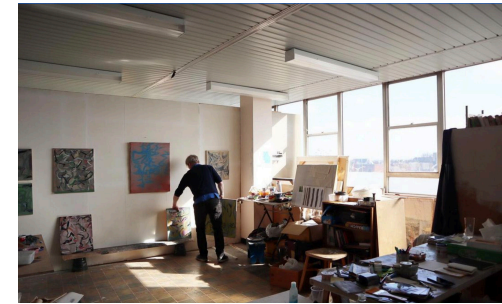
OUTPOST was founded in 2004 by seven artists and makers. The charity runs a gallery which occupies a central position in Norwich's contemporary art community.



OUTPOST Gallery



Beth Mallet: "Vacancies", OUTPOST Gallery, June 2021



Nick Powell, OUTPOST Studios

In 2010 OUTPOST began to run an affordable studio complex in Gildengate House to help support artists working in the city.

85

Current studio holders

Studio Sizes

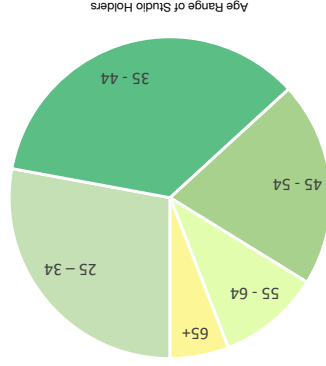
4x3m, 5x6m, 10x6m

Studio Holder Survey 2022

At the end of 2021 a group of studio holders came together to discuss the development plans and the future of the creative community in Anglia Square.

In January 2022 we compiled data on all the current studio holders.

In the survey we asked people about themselves, their studios, the community, and their thoughts on the development and how it would impact them and their creative work. 72 current studio holders completed the survey, 75% agreed to list their names with their comments, those who didn't have been quoted as *Studio Holder*.



Rob Lye Residency Exhibition at OUTPOST Studios

The community at OUTPOST includes painters, writers, sculptors, illustrators, film makers, musicians, sound artists, curators, performers and ceramists. Studio-holders have exhibited in pop-up spaces and galleries, participated in festivals and art fairs, organised and engaged in collaborative and community projects, and undertaken public commissions. **30%** have been Studio Holders for over nine years **77%** have been Studio Holders for longer than three years

Studio Holders at OUTPOST bring with them professional networks from the local, national and international art scenes. Over 40% of Studio Holders have received grant funding as individuals whilst having a studio at OUTPOST, over **£400,000 total**.



Michael Fijaig performance at Anglia Square as part of a procession in 2019, credit: Aida Kuzmickzak-Seyra

The development should not go ahead as it is directly destroying an established creative community and choosing monetary gain over culture and prosperity of the city.

- Sophia Shvachova

OUTPOST is an established and thriving community of local creatives, many of whom are actively engaged with Norwich's creative industries. The development of Anglia Square needs to take into account the regional and national impact of erasing this community from its locality.

- Fosse Hughes

99% of studio holders say OUTPOST is "established" not "emerging"

The developers have said that they "hope and aspire" to "acknowledge the emerging artist quarter" in Anglia Square.



Ingrida Bagdonale in her studio

97% think the development plans do not meet the needs of the current creative community

- Adam King

I would like to know more details about the proposed hub...I ticked Yes in an earlier question that refers to this, but not sure what provision there will be in terms of affordable studios.

- Kate Murphy

Norwich City Council consent to the displacement and destruction of a community by approving the new development without provision of an alternative place for the existing Anglia Square community to go.

Why is having a studio in the city centre important to you?

It feels safe as there are always people around whereas if the studio was in a more remote location on the outskirts I wouldn't feel as safe.

- Laura Bygrave

It is where everything connects. I work on a part-time basis at Norwich University of the Arts, which is in the city centre. I have worked on numerous occasions with the Norwich Castle Museum & Art Gallery as well as city centre galleries. Working outside of the city would sever the symbiotic relationship that my practice has with community, business and learners in education.

- Carl Rowe

To be part of the dynamic fabric of Norwich and its international cultural heritage

- William Black

The buzz in and around the city centre is invigorating and puts you in a good place to be creative.

- Studio Holder

It is important for access: to invite other artists and curators, writers, staff from NUA, UEA, Norfolk Museums Service, and local businesses to see work.

- Glen Jameson

No need to use private or public transport (good for the environment) unless taking large or particularly heavy items in and out of studio.

- Studio Holder

Primarily because this is where I live, and where other members of the arts community around OUTPOST live.

- Mike Goddard

I like to move through the city to reach the studio, enjoying the journey paths with people I know along the way and have pleasant encounters. Being able to pair activities such as food shopping, posting letters, charity shopping and completing errands is efficient.

- Kate Murphy

There are many reasons for needing a studio in the city centre. The most important is it being accessible for other people to visit and use. The artist network I'm in is not going to get in a car and drive out of the city. This is not part of a sustainable artistic practice.

- Simon Newby

I live in walking distance and work within 5 minutes walk, meaning I have no need for a car as part of my expenses, not to mention the ecological impact of this.

- Studio Holder

I live in NR3, close to Anglia Square. All my life takes place around the city centre. I only commute by bicycle and by walking.

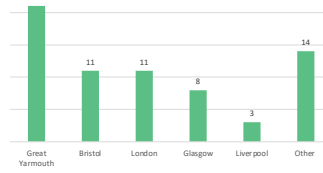
- Studio Holder

Artists / studios should be one constituency within a healthy / thriving local economy / city.

- Jonathan P. Watts

99% of studio holders could not afford a studio of the same size elsewhere in Norwich

69% would consider leaving Norwich if OUTPOST closed and there was no alternative



Studio Holders Annual Exhibition



Alice Theobald performance at OUTPOST Studios

60% of Studio Holders are not from Norwich

81% of those people say the art scene was a factor in their decision to move to the city

Having a studio at OUTPOST was one of the main factors in moving away from London and relocating to Norwich.

- Kyle Gregg

I moved to Norwich from Canada, not knowing anybody in the city, and not entering an arts related university or job. If it wasn't for the OUTPOST community I wouldn't have had an entry point into the amazing creative energy of the city.

- Haley Crow

The provision of affordable space has been the main reason that I have stayed in Norwich after graduating, and is vital in terms of graduate retention for the area and the continued growth of the creative economy in Norfolk.

- Studio Holder

When I first moved to Norwich in 2015 I knew nobody and the studio community has personally and professionally established me here. The affordability, size and city location of the studio have all been hugely beneficial to my work and it has grown from the city that has nurtured me.

- Studio Holder

If OUTPOST Gallery and OUTPOST Studios had not existed, I would have immediately moved away from Norwich after graduating. I was a committee member of OUTPOST Gallery which introduced me to approaches to art, programming and exhibition making that I had not experienced before and would not have been able to experience in another place.

- Kate Murphy

91% of those who studied in Norwich say the art scene was a factor in their decision to stay

How does being part of the OUTPOST community benefit your work?

There is a vast amount of skills, knowledge and connection within the OUTPOST community as well as peer support. It not only provides practical support but also well-being for those who primarily work independently.

- Alice Lee

There is the immediate sense of being part of a workplace when entering the studios. Most business is built upon teamwork, communication and shared vision - working as an artist in the community of OUTPOST artists is no different. Clients and stakeholders recognise the professional validity of this network and I have been awarded commissions and projects partly on the basis of my practice within the context of OUTPOST.

- Carl Howe



It has helped my mental health and therefore the mental health of my family. I am happy - this is beneficial to my large number of serious artists would think there is a link but the most

contact to locate themselves in. I not see Norwich as a legitimate family. - Nicholas Demmy

Many people who have just graduated from the art school can UK major cities (London, Manchester, promoting students graduating in arts subjects from NLA and UEA might move away from Norwich upon not attend art respective studies as OUTPOST is a viable option. It helps them to enter into a community, work and opportunities that come from the established platform. - Studio Holder

I have taken several groups of NLA students on tours of the studios as part of their education. - Mike Goddard

It has been an active arts scene. I think a large number of serious artists would think there is a link but the most

How has having a studio at OUTPOST been beneficial to others?

There are uncountable ways: helping with mental health, giving people a community, providing space to communicate with people from different backgrounds, general fun, enjoying life!

- Studio Holder

I have seen many exhibitions over the years and many collaborations happen which have drawn in visitors to the area, including national and international audiences. - George Minny

My practice as an artist but also at OUTPOST, and especially at other practicing artists

Being connected to so many local artists is incredibly beneficial for the local creative culture and I have a great network and support and is also just not simply in the development of my work. - Andy Hornt

It's wonderful to be able to work at what I am surrounded by other artists. - Simon Newby

My practice as an artist but also at OUTPOST, and especially at other practicing artists

Having a studio at OUTPOST provides me with the space to focus, belong, and network. The community is an active artistic community where I can connect with the energy of other practicing artists

The OUTPOST community provides an incredibly supportive network of artists working both in Norwich but also nationally and internationally. - Laura Bygrave

Being a part of a community helps me to learn and grow working on a community basis and therefore to work and practice and therefore to be part of OUTPOST, an established, make. Simply the freedom to have

space to create is what, for me, makes. My and make exposure in her/his studio in my experience is a myth of a lone artist toiling away

These things and more come with me. I have a strong connection to the local area, my current experience with home schooling my own children. - Sarah Mudgegga

Being part of the OUTPOST community has helped me to form strong connections with people who have helped me to continue to grow and develop my practice. - Studio Holder

My practice as an artist but also at OUTPOST, and especially at other practicing artists

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OUTPOST Studios

The studios allow Norwich to punch above its weight as an international cultural hub and form a vital nexus - attracting a wide range of creative workers, tourists and international visits. The close community allows art in Norwich to develop and produce original, up and coming artists.

- William Black

Demond Brett in the studio

How does being part of the Anglia Square community benefit your work?

The Square and its people and buildings are an inspiration in their own right. And the combination of good transport links, eating and shopping opportunities draws the art community and the broader community together in a good way.

- Paul Levy



A free public event in Anglia Square organised by Studio Holders

The architecture. The people. I love Anglia Square. It benefits me because it's a wonderful place.

- Studio Holder

I love being in Anglia Square: it is an inspiring place physically and visually. The proximity of many small shops, a supermarket, bus connections, post office, pharmacy, cafés and charity shops makes it a very practical place to have a studio break. I find it a warm hearted and uplifting place to be a part of.

- Kate Murphy

I have met some great people in Anglia square and the surrounding area. I have attended carpentry and welding courses at the Men's Shed, and have commissioned them to create metalwork for projects.

- Studio Holder

The Anglia Square community is a diverse vibrant place in which to work.

- Alex Crocker

The city centre location makes having a regular arts practice viable for me - it is close to where I live and easy to pop in when in the city. My work and family life would make accessing a studio further away much harder for me. Anglia Square is my local shopping centre and I often use it for baby supplies, groceries and post services.

- Rosie Hughes

Anglia Square is interesting culturally and socially. It would be a great loss for the area to become gentrified and uniform like many other parts of the city.

- Alice Lee

Everything an artist would need within a 2 min walk.

- Daniel Gregory

Anglia Square is arguably the most authentic cultural area in Norwich. Real lives happen here, local small businesses flourish, its genuine character is a refreshing contrast to the homogeneous chain stores and 'cute economy' of the centre and lanes. This lack of pretence helps foster an artistic community where authentic creative exploration is encouraged.

- Mike Page

I am a local resident, so it is a part of my everyday life, living and working here.

- Rob Bellman

Ran a gallery in the square -- this was a profoundly formative experience.

- Jonathan P. Watts

It is very near to where I live in the cheap end of town! This means I can spend more time there, more frequently. So it leads to more work being made. Charity shops are handy for materials sometimes. There have also been quite a lot of temporary exhibitions and galleries in the shop units of the square over the years, which adds to the sense of a creative community.

- Mark Wisler

Since moving back to Norwich my work, studio, home and children's schools have all been within walking distance of Anglia Square. I care about the place deeply and love being part of it. I spend a lot of time in Anglia Square and feel it's part of my home.

- Oliver Payne

Anglia Square has hosted many different independent creative events in the covered square in the centre. This has been really inspiring through the years - knowing that there is a space for people to come together, without having to go through an 'entrance'.

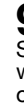
- Beattie Covent

88% work in local arts and creative industries

46% have worked at NUA

44% have worked at the Sainsbury Centre

44% have worked in local art galleries and exhibition spaces



Other institutions that studio holders have worked for include Norwich Museum Services, UEA, Royal Drawing School, OUTPOST and Art Pocket.

84% work in arts engagement or schools



A workshop by Paul Fenner

My studio practice sustains my teaching practice: I provide workshops for children, young people and adults at the Sainsbury Centre for Visual Arts, I have taught for the Royal Drawing School in Norwich since 2017, and have worked with local schools.

- Paul Fenner

88% of studio holders have volunteered in the arts

79% have worked in small or local creative businesses

Since joining the studios in 2010 I have worked with a small group to organise regular exhibitions and events in Norwich under the name SAVORR. We all worked voluntarily to provide opportunities for over 300 artists and creatives.

- Henry Jackson Newcomb



Anna Brass 'Otro Mundo' screening at a SAVORR Social

How does having an affordable studio help you make a living?

It is absolutely vital. It houses the equipment I need to deliver creative workshops, gives me space to make and experiment, offers a community and a network of inspiring people, projects and creative processes. It is the launch pad for all of my community arts and participatory work.

- Dot Howard



Rose Hughes Studio

It's an essential part of everything I do.

- Studio Holder

All the paid work I do is based on the fact that I am an enabling artist, and over the years work more and more at a distance that ultimately led to work for commissions, exhibitions and special projects. I make a significant proportion of my income at OUTPOST Studios which has been paid opportunities and income, but without an affordable workspace I may have been prepared to focus my efforts on other sources of income. This may be less significant for non-established artists but for me it has been really important since I have been in the studio I have been able to make art my primary and equipment and archive works as well as clean janky-the mess to small pieces for studio visits and photography. Studio Holder

I work in participatory arts so much of my time in the studio is researching and experimenting with materials before taking them to a group to work with creatively. I have a studio to make my work and it is crucial in terms of health & safety. Many materials that I use regularly are hazardous and I have insurance and insurance that this is not a room for a museum.) I was able to do photography, printmaking, collage and painting all in the same space in the same day.

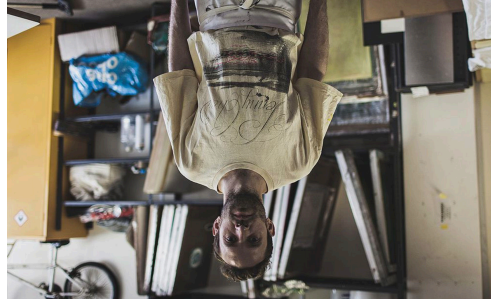
Rose Hughes

It is vital to me that I have an affordable studio space to make my work. It is what I am trying to reason about and I work daily at the studio to have a paid space to keep at home. I also do not have a space for my work in my house.

Sorell Hingridge

It's necessary to have a space outside of home and employment to create work. Without this I would not have full time employment in arts education.

- Glen Jamieson



Tabaeer Stevenson, credit: Kevin Foster

The studio is fabulous. I am about to retire from my day job and I absolutely need to be able to support myself from painting alone.

- Fios Langford

Without a studio, I would not be able to continue making ambitious, multi-form work and would need to take my work 100% digital to save space.

- Rose Hughes

99% say studio eviction would have a negative effect on their creative practice

Having a studio improves my productivity, my income and my creativeness. I also rely heavily on it for a sense of community. Without this space it is likely I will have to sell all my large tools and give up a large part of my practice until another affordable option arises. Losing a studio that I've had for almost 10 years is going to be life changing.

- Daniel Gregory



Alice Lee, credit: Joseph Barrett

Not having a studio would mean I would have to start declining projects. All things considered I will probably need to get a new studio (possibly in another city).

- Studio Holder