



We Are Creative

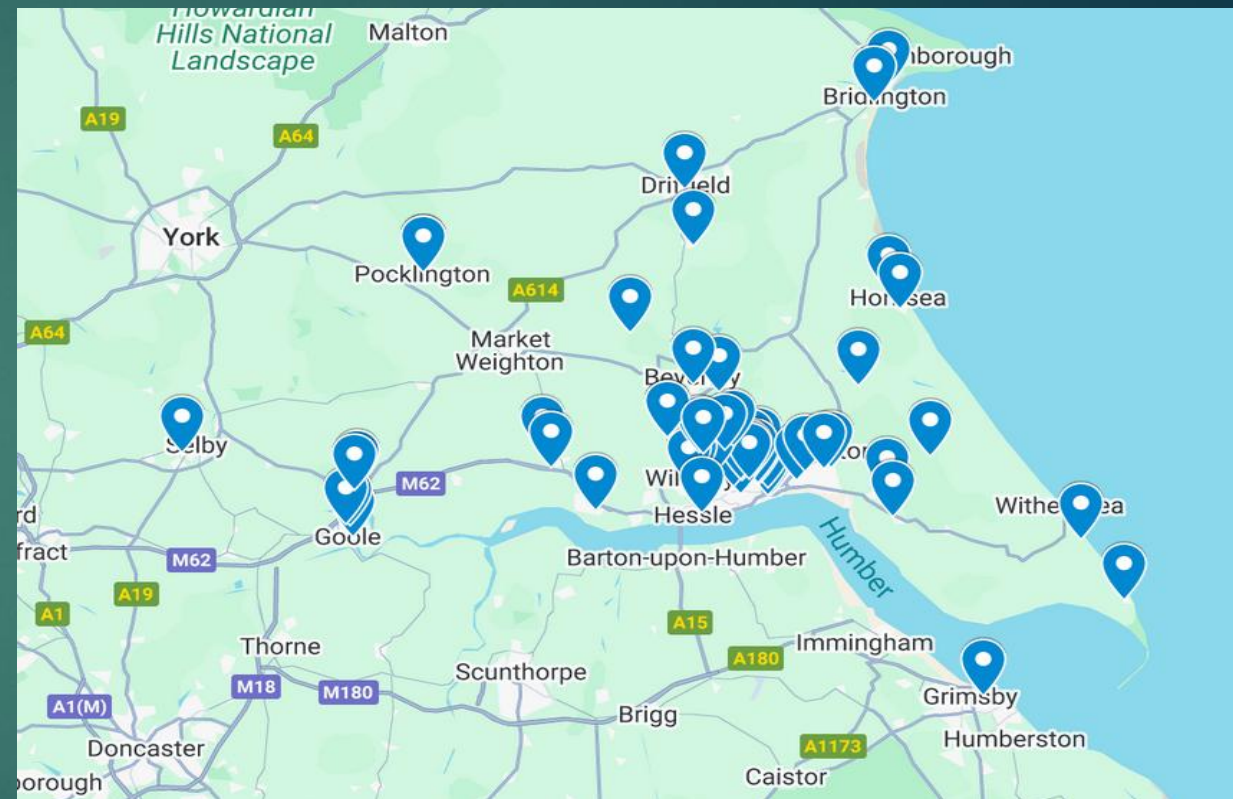
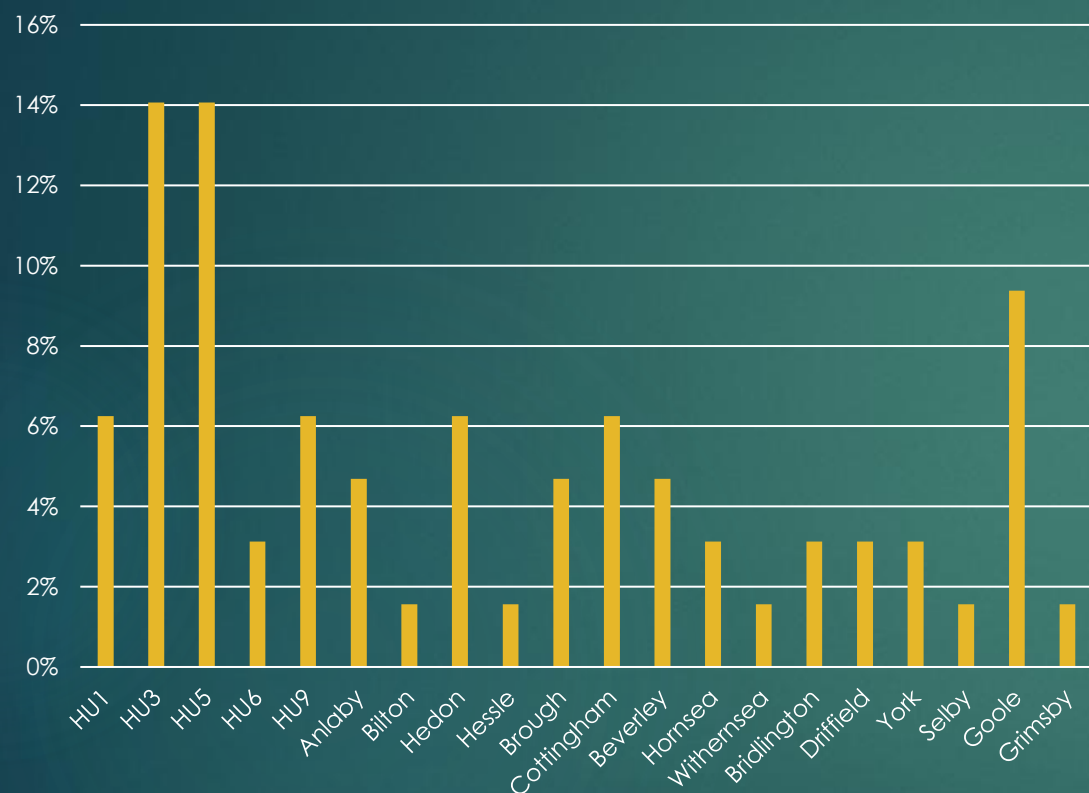
Getting To Know You Survey – April-July 2025

Your Logo Here



Respondents' postcodes

1



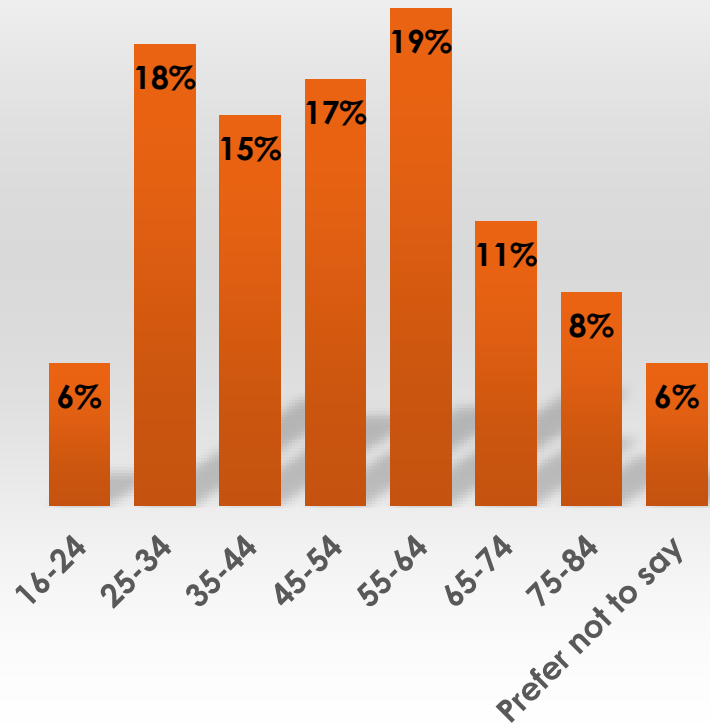
From 72 respondents, 51% were from the East Riding, 46% were from Hull, and 3% from outside of the region.



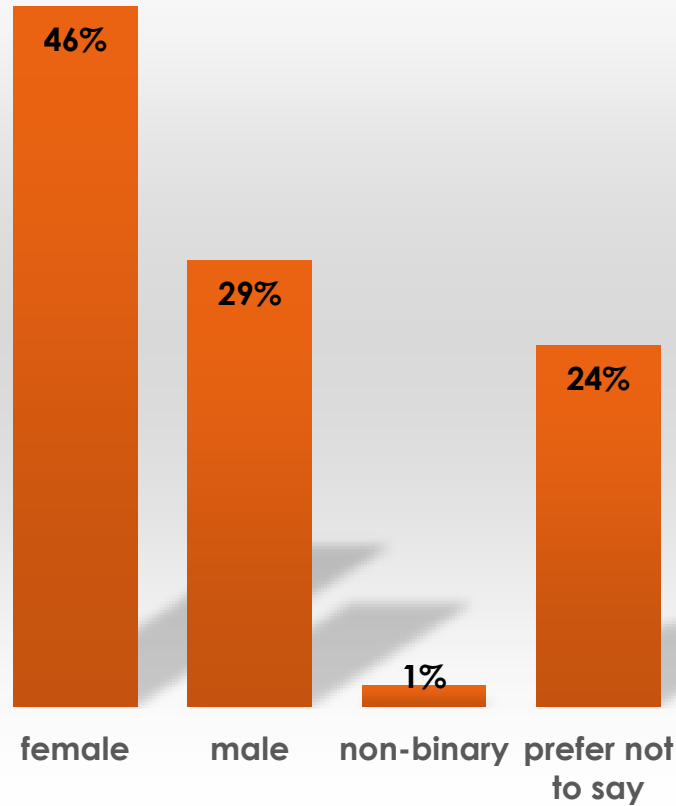
Demographic breakdowns

2

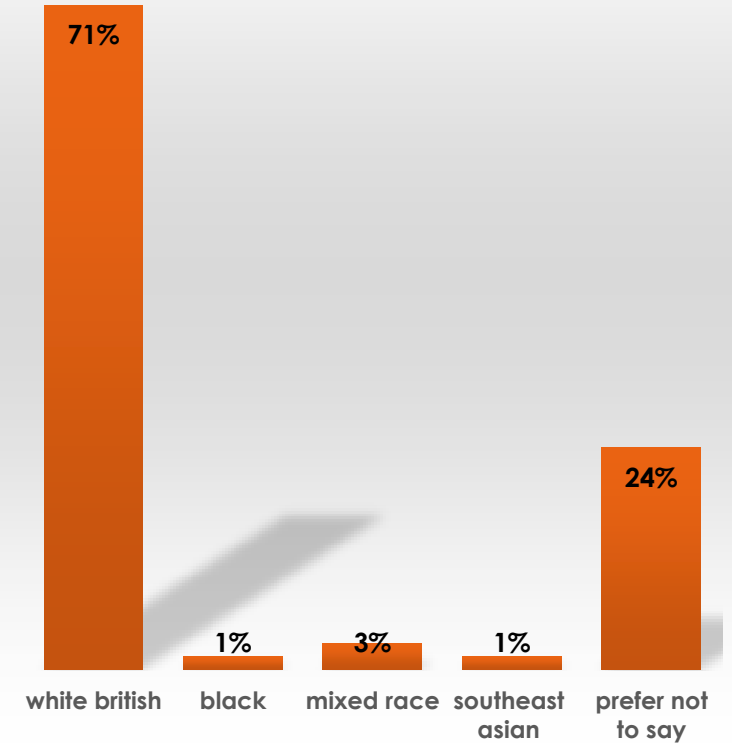
Age



Gender



Ethnicity



Creative practices

3



Performing Arts included actors, singers, storytellers, musicians, dancers, performers etc.



Visual Arts included painters, textiles, collage, mixed media, fine arts, sculptors etc.



Literature included writers, critics, song writers, copy writers, playwrights, screen and comedy writers, journalist etc.

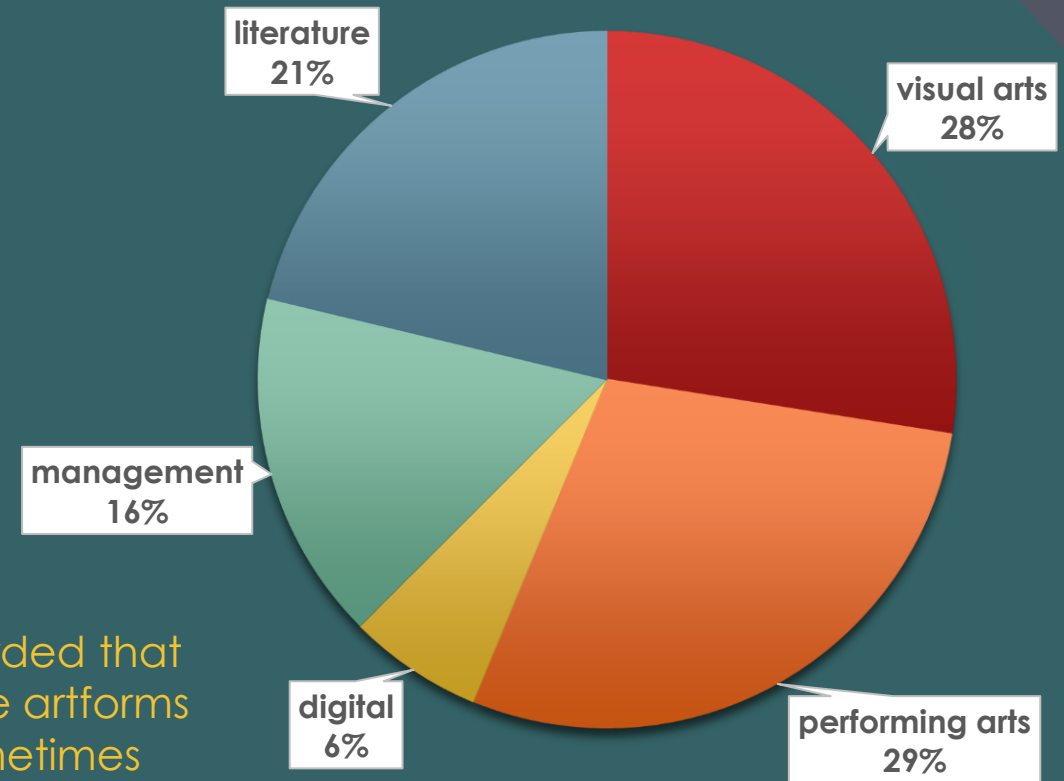


Management included producers, educators, directors, arts workers etc.



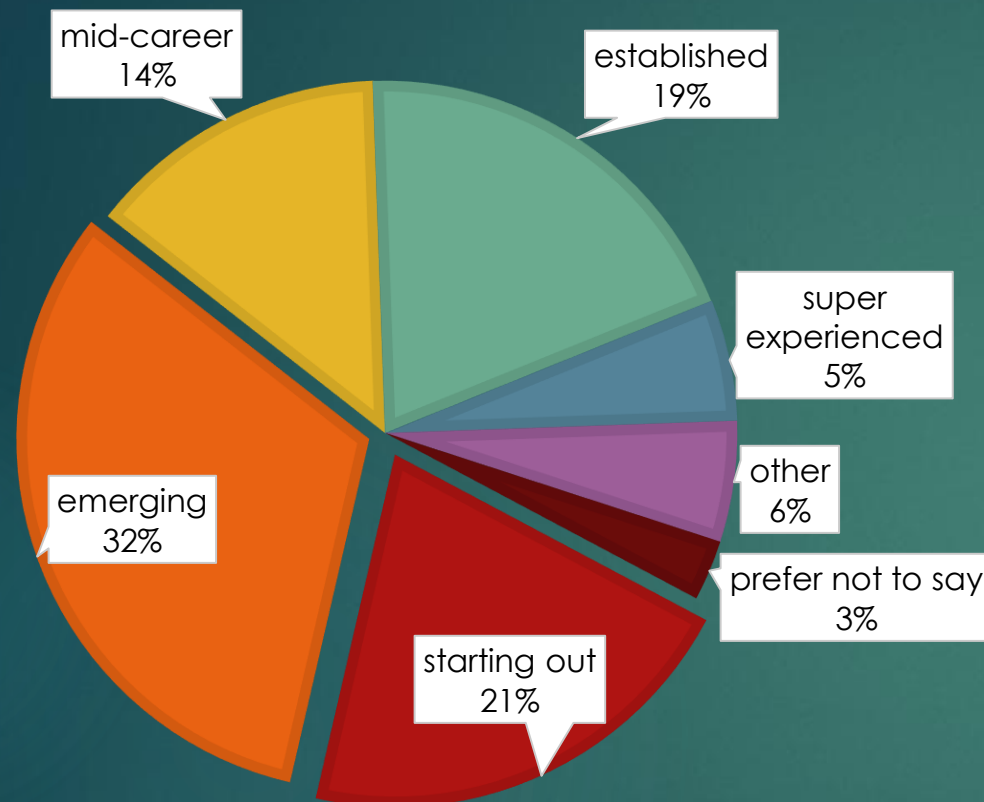
Digital included photographers, graphic designers, film makers, content creators etc.

Note: All respondents recorded that they worked across multiple artforms within their field, and sometimes across multiple fields. For example, "I am a photographer, curator and creative producer".



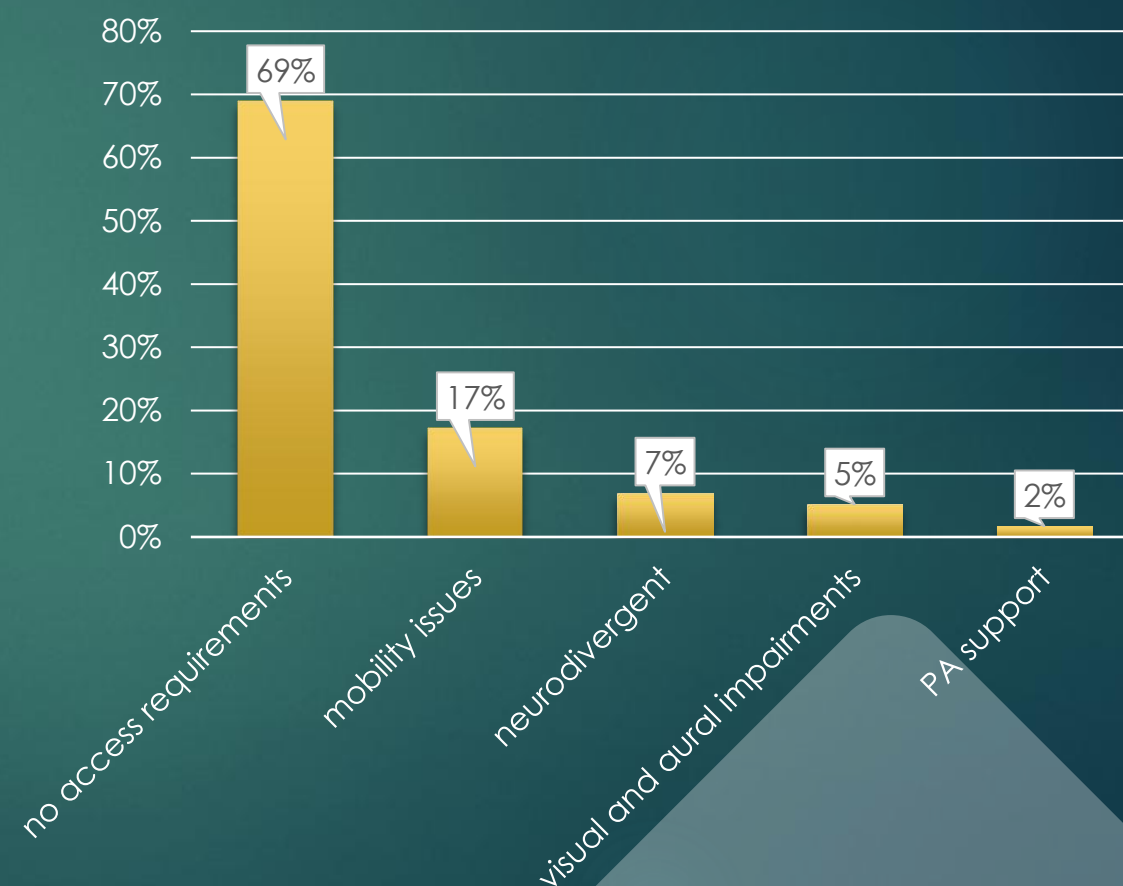
Career stages and access needs

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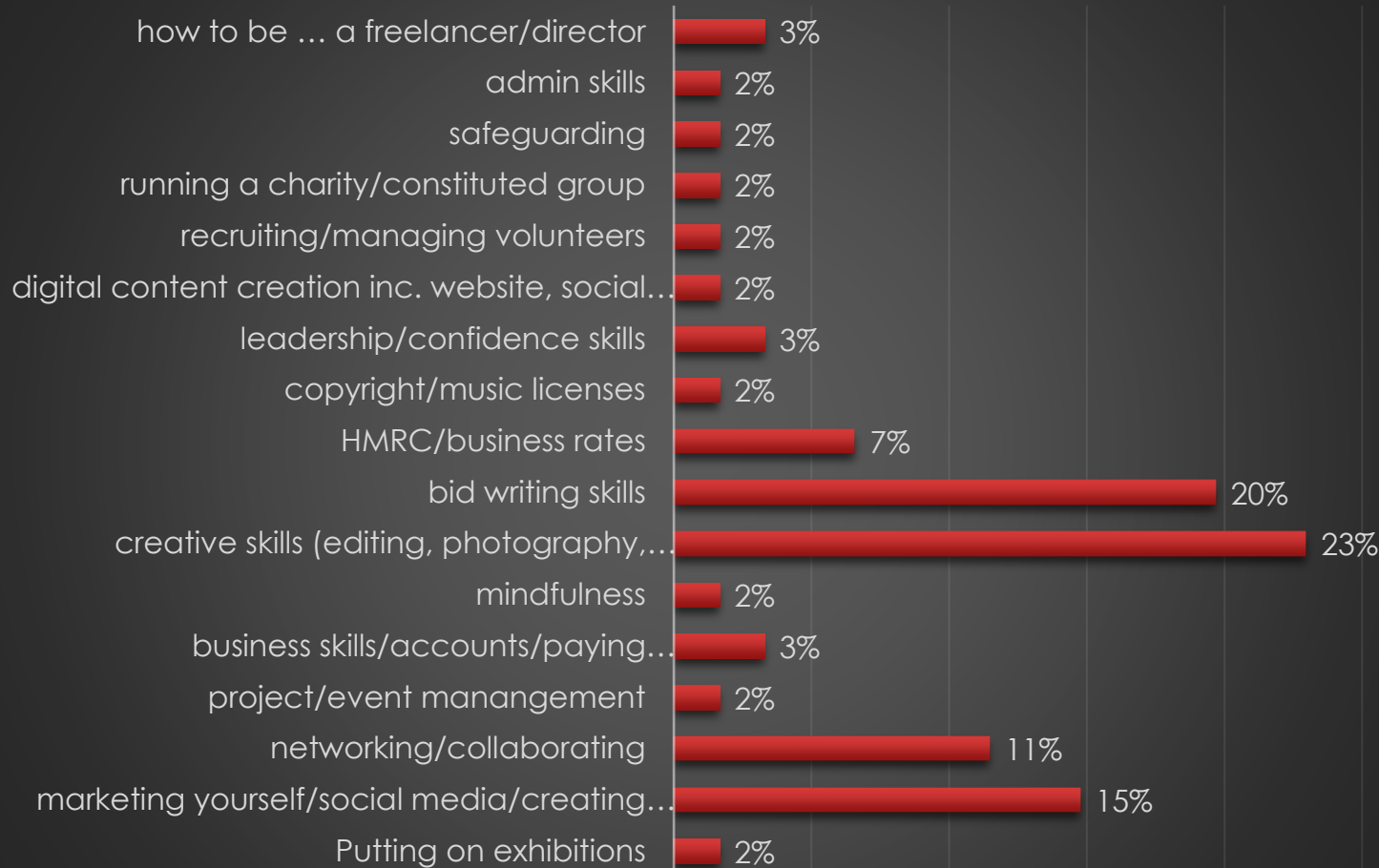
Over half of respondents recorded that they were emerging and starting out in their careers

While a third of respondents recorded that they had access requirements



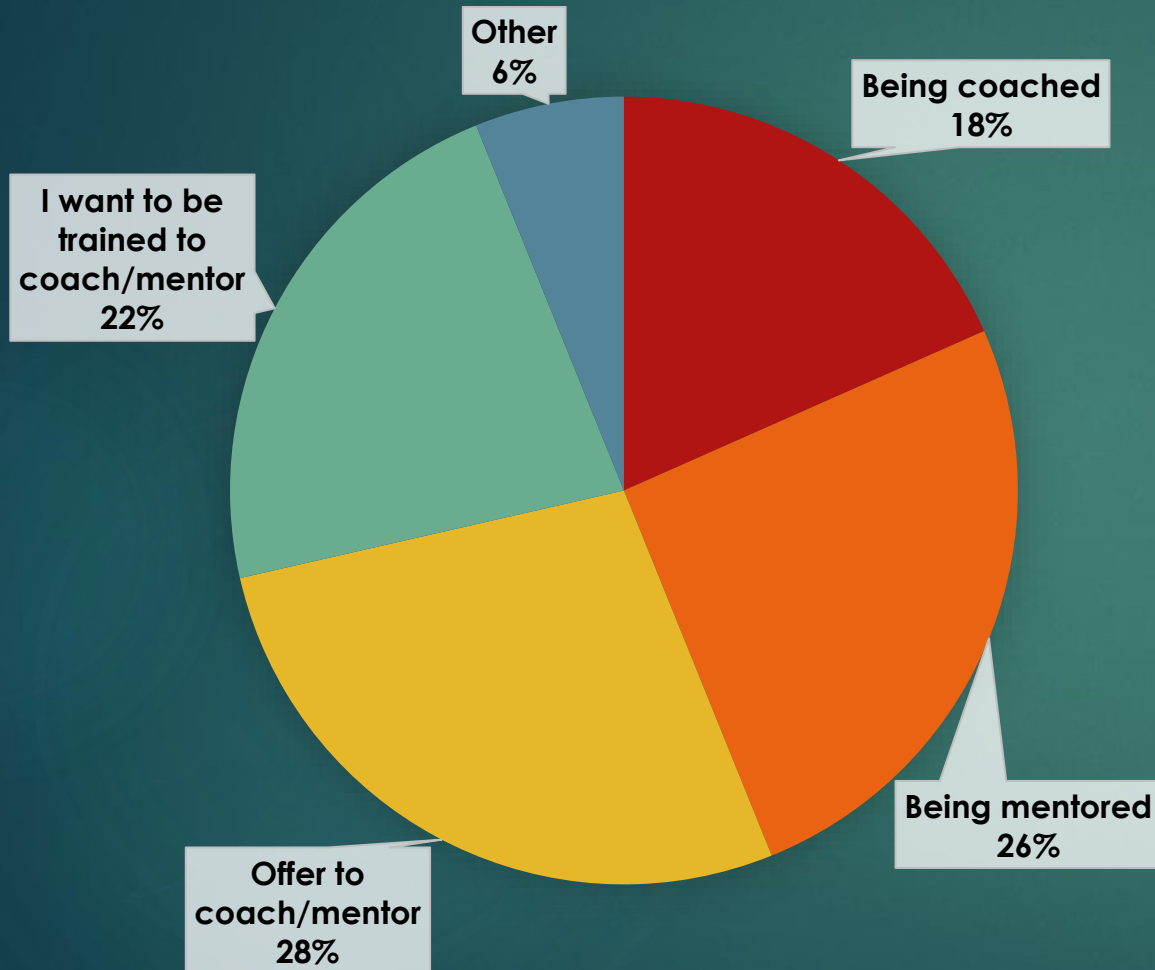
Training needs and insights

5



- **Professional development skills** are the most requested training area. It accounts for 75% of the respondents' requests. The requests included marketing and PR skills, bid writing, and business admin, such as HMRC and accountancy skills.
- **Creative skills** across artforms was the second most requested area of training. 23% of respondents requested workshops including: writing, dance, ceramics, printmaking, sewing, editing and welding!
- There was some interest in **personal development skills** such as mindfulness and confidence building skills. Which would compliment a programme of professional development skills.

Coaching and Mentoring



Almost half of respondents expressed an interest in being coached and mentored.

While mentoring was mentioned more often, many respondents requested a combined approach of being coached and mentored.

Note: Nearly a third of respondents expressed an interest in offering coaching and mentoring to others. This represents an opportunity to train people as coaches and mentors, thereby building a stronger and supportive network of peers across the regions.

Resources needed and insights

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- Space was the biggest issue — both general creative/office space and dedicated studio spaces were in demand.
- Artists requested more platforms to present their work for exhibitions and performances.
- Access to equipment and funding comes up repeatedly, indicating they experience barriers despite previous attempts to support these areas.
- Professional development needs (networking, training, marketing, mentoring/support) remain important to respondents.

Hull and East Riding comparisons

Training needs

Artists across the regions share similar training needs, with some minor variances:

Hull artists are looking for:

Business and professional development: marketing themselves, bid and copy writing skills, and new platforms to promote themselves.

ER artists are generally looking for:

networking opportunities, social media skills, exhibition opportunities, and more workshop opportunities.

Insights: Hull artists focus is on sustaining and scaling up their practice; and ER artists want increased visibility and connections.

Barriers

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Generally, the main barriers described included: funding and a lack of opportunities.

Hull artists are experiencing barriers, such as:

Funding, lack of opportunities to develop their practice, and a lack of time.

ER artists are experiencing barriers, such as:

Geographical isolation, parenting/caring duties, a need for more opportunities.

Insights: This is a key area of difference between the two regions, the issues are structural, such as geography and financial barriers. Local authorities and funders will play a key role in helping to address these issues.

Future goals

Opportunities

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Hull artists are looking to:

Thrive, expand their practice, collaborate across sectors, scale up their ambitions.

ER artists are looking to:

Sustain their practice, collaborate and present their work more, and need better accessibility.

Insight: Hull artists are aiming for growth and expansion; while ER artists want increased connectivity, sustainability and visibility.

Hull artists are looking for:

Wanting more professional spaces, digital platforms to promote themselves, professional support and opportunities.

ER artists are looking for:

Professional support, outreach opportunities, paid professional opportunities, and more events to attend.

Insights: Hull artists want investment and access to spaces; and ER artists are seeking support and inclusion.

SURVEY SUMMARY

72

survey respondents over a four-month period

51%

of responses from the East Riding of Yorkshire

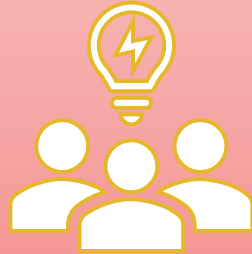


11

46%

of respondents were women. Reflecting that women are the predominant workforce in the arts

The 55-64 age ranges were the largest single group of respondents



71%

of respondents identified as White British. Reflecting the regions high proportion of white British residents

And the 25-34 age range came a close second, showing a range of interest

Over 50%

of respondents classed themselves as starting out and emerging

75%

of respondents
requested
professional
development
training
opportunities.

**One
third**

of respondents
requested
improved
access

Creative
practices:
Performing arts
29%,
visual arts 28%
and literature
21%

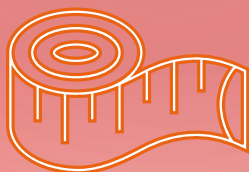


12

44%

of respondents said
they would like to be
coached/mentored

Hull artists are ambitious,
growth-oriented, and
funding-driven



East Riding artists want
networking and support to be
more sustainable

While 28%
of respondents
offered to
coach/mentor
others