



CREATIVE STUDIO

PORTFOLIO

HERO-CREATIVE.COM





I started **HERO Creative** in 2011, mainly as a graphic design service but now offering a much wider selection of creative services including photography, filming and editing, illustration, animation and music sourcing and composition.

In addition I can tap into a wider pool of creative personnel to assemble the ideal team to take on any size project.

In the last 14 years I have built up a fantastic and valued client list and have evolved my skills to follow current trends and technology development.

Prior to going freelance I held the Senior Designer role at Edinburgh Napier University, where I delivered multiple projects internally including flagship publications such as annual reviews as well as external advertising, photo shoots and day to day ad hoc requests.

I am a graduate of University of Ulster, Belfast, where I lived until settling in Edinburgh in 1998.



Contact

Alan Davison

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E: Alan@Hero-Creative.com

Hero-Creative.com

Based in Edinburgh, Scotland.

**GRAPHIC DESIGN
ILLUSTRATION
ANIMATION
PHOTOGRAPHY
VIDEO SHOOT & EDIT
MUSIC COMPOSITION**

Notable Experience

These are just some of the incredible clients I've been lucky enough to work with over the last 14 years as a freelancer and previously in full-time employment.

Freelance Creative: August 2011 – present

The Old Course Hotel, Golf Resort & Spa

I took on a 12 month contract with this 5 red star hotel and was responsible for the production of all the advertising and promotional projects including art direction, brand protection and implementation. The contract was extended to 30 months and soon led me to help with design work for Kohler's other venture, Hamilton Grand; a luxury apartment refurbishment in the heart of St Andrews and additionally the building's new bar and grill, Hams Hame.

Dalkeith Country Park

During a particularly busy time, and in need of some different creative input, Dalkeith Country Park invited me to help with their Christmas 'Winterfest' event promotions, which led to further project work in the last couple of years and most recently with a Summer Campaign appearing around some of Edinburgh's large scale digital screens.

University of Edinburgh

I have worked many times with this world-famous University, completing a variety of projects including an Annual Review, branding for the 'Welcome' campaign and a most recently a series of character driven animations for a sedentary awareness campaign.

Platinum Wave & Franchise Moves

I joined these franchising experts in 2015 as a design consultant, led by award-winning entrepreneur, Suzie McCafferty. My role includes creating varied marketing collateral using design, photography and video. My involvement with PW also extends to creating marketing assets for their growing client list.

Fettes College

Fettes' marketing team approached me to produce their Annual Bursaries Brochures, which required design, illustration and some photography and which led to working with the team on other internal and external marketing collateral.

George Watson's College

The Communications team at George Watson's approached me to produce their annual brochure, 'Caritas'. Working with the college led to further design cover, producing a wide variety of work, to help the in-house design team in busier times.

Crolla's Gelateria & Gelatoburger Restaurant & Factory Operations

I started a freelance retainer with Crolla's in 2016 to help create social media campaigns and general advertising materials targeting all ages, including design, illustration, photography and video before the contract expanded to include two Gelatoburger restaurants. My role covers print and digital marketing/design.

Nathan Connolly (Snow Patrol / Third Bar)

A long-time association with Snow patrol guitarist, Nathan Connolly, led me to an art-working job for his first solo album 'The Strange Order of Things' and, through Nathan, work with his associated record company, Third Bar, to create promo materials for some of their current artists.

Former full-time employment: In-house Graphic Designer

Middleweight & Senior Designer, Edinburgh Napier University: 1999 – 2011

At Edinburgh Napier I was responsible for the design of a broad range of materials to promote the University's public events and course study/materials to appeal to Undergraduate and Postgraduate audiences UK-wide and internationally. I was also the keeper of the University's brand and responsible for monitoring its use, internally and externally.

Projects included Annual Reviews, Annual Plans, Graduation materials, leaflets, posters, digital advertising and more. I took on art direction and project management for larger, longer-running projects and, during the University's name change in 2009, I created a flagship 'Commemorative History' brochure which won the UK-wide University Print Managers' Group (UPMG) award for in-house design.

Junior Graphic Designer, Impro Printing: 1997 - 1999

This was my first role in a professional design and print company as a Junior Designer, creating a wide variety of design projects including school brochures, hotel marketing pieces and instructional brochures.

Education

UNIVERSITY OF ULSTER, BELFAST
GRADUATE: 1994 – 1996

CAMPBELL COLLEGE, BELFAST
1987 – 1993

Client History







Kind Words

I approached Alan through a recommendation. Having very quickly built an excellent rapport with Alan, I took him on to create a new brand and logo for my new company. He quickly grasped the culture and image I wanted to create and helped me to develop a fantastic new logo and brand image for my company, setting us apart from our competitors! Alan is a real joy to work with and his creative talents speak for themselves!

Suzie McCafferty

Director, Platinum Wave

For over two years Kemosabe Capital have sent our marketing work from Sydney to Alan in Edinburgh on the recommendation of a friend. I don't know much about branding and have never been to Edinburgh but it has not stopped us taking the compliments that we get about how our branding looks. We liked the 'vibe' and clients like the look and feel. Alan has been great to work with and took our jumbled concept into something that we are really proud of.

Richard McGrath

MD, Kemosabe Capital

Alan is a talented, creative and highly professional graphic designer. In my time as Marketing and PR Manager at the Old Course Hotel Alan provided our lead design. He understood our need to create industry leading campaigns, managing to push the boundaries whilst staying within the confines of a 5 star brand. Alan has been an absolute delight to work with. He has a true understanding of how to manage his client relationships and deliver exceptional work and I would have no hesitation recommending Alan as a stand out professional in his field.

Debbie Rose

Old Course Hotel & EICC

I have worked with Alan since 2013, Alan helped us create the majority of our collateral for our new real estate project, he is extremely easy to work with, always professional and very talented. He always manages to fit in all our last minute requests, Alan is a pleasure to work with.

Jo Halliday

Private Client Manager,
Hamilton Grand

Alan is a creative, fast-working and totally reliable graphic designer with an eye for detail and a flair for bringing a brief to life. I have every confidence that work placed with him is in safe hands.

Nick Barnes

Senior Publications Officer,
University of Edinburgh

Alan was our “go to” person for all things creative and design. He understands his craft and delivers not only creative and engaging campaigns and ideas but in a way that can be used across both digital and traditional platforms. Always positive, extremely hard working and delivers on time and to brief. Alan is reliable, diligent and great fun too!

Caroline Deutsch

Select Appointments

Alan has worked on many publications for us! His fresh ideas were just what we needed to create something appealing and eye-catching. Alan is great to work with and I would highly recommend him for his design and photography skills as well as his attention to detail.

Claudia Wellwood

Fettes College

Alan has proven to be a diligent and talented illustrator who interprets what we want and adds his own flair. His wide array of skills include illustration, branding, promotional media, photography and video. We are in the process of publishing a series of books and building a brand and Alan has added weight and creativity to the quality of the books and our promotional materials. We have often asked him to respond at the last minute and he has always been very responsive in meeting our tight deadlines.

Ronnie Park

Taste 'n' Tell Books

We found Alan excellent to work with. Alan's blend of creativity, vision and professionalism was exactly what we were looking for. Alan was extremely organised, easy to communicate with, timely and very responsive. The end product was both attractive and adaptable and really reflective of the corporate identity we are trying to create. We have really enjoyed working with Alan and would highly recommend him.

Emma Little, ExecSpace & ExecMove

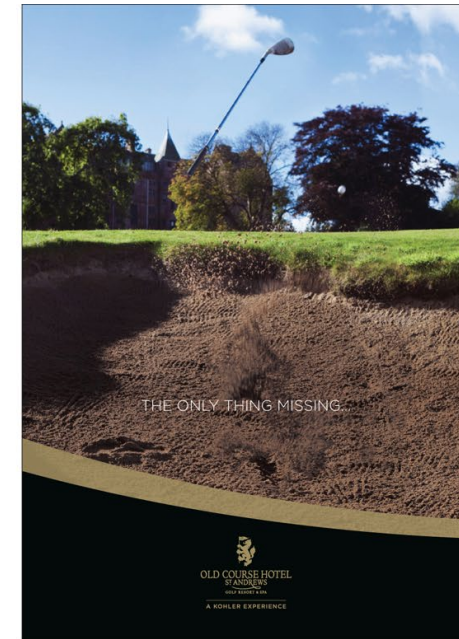




KOHLER is one of the biggest companies in the world, famous for their high-end bathroom furnishings. They own a variety of brands including the 5 red star, Old Course Hotel and the luxury apartment building Hamilton Grand, both situated in St Andrews.

During my time with the Old Course Hotel I created a wide variety of materials including digital adverts, posters, package sell sheets, promo items and working with photographers to art-direct a range of photo shoots and handling image post-production, including this general campaign entitled:

'The only thing missing...is you.'



**HAMS
HAME**
Pub & Grill

OLD COURSE HOTEL
ST ANDREWS
GOLF COURSE & SPA
A KOHLER EXPERIENCE



SERVING UP THE BEST SPORT ON THE BIG TELLY

70" TV for major sporting events.
20% discount for students.*

**FORMULA 1 • U.S. MASTERS
SCOTTISH CUP FINAL • F.A. CUP FINAL
CHAMPIONS LEAGUE GAMES**

f www.facebook.com/OldCourseHotel @OldCourseHotel

HAMS HAME, 21 GOLF PLACE, ST ANDREWS, KY16 9JA
T: 01334 466741 E: RESERVATIONS@OLDCOURSEHOTEL.CO.UK

*Discount available to current students who have registered at Hams Hame to receive a discount card.

**HAMS
HAME**
Pub & Grill

OLD COURSE HOTEL
ST ANDREWS
GOLF COURSE & SPA
A KOHLER EXPERIENCE



SERVING UP THE WORLD CUP ON THE BIG TELLY

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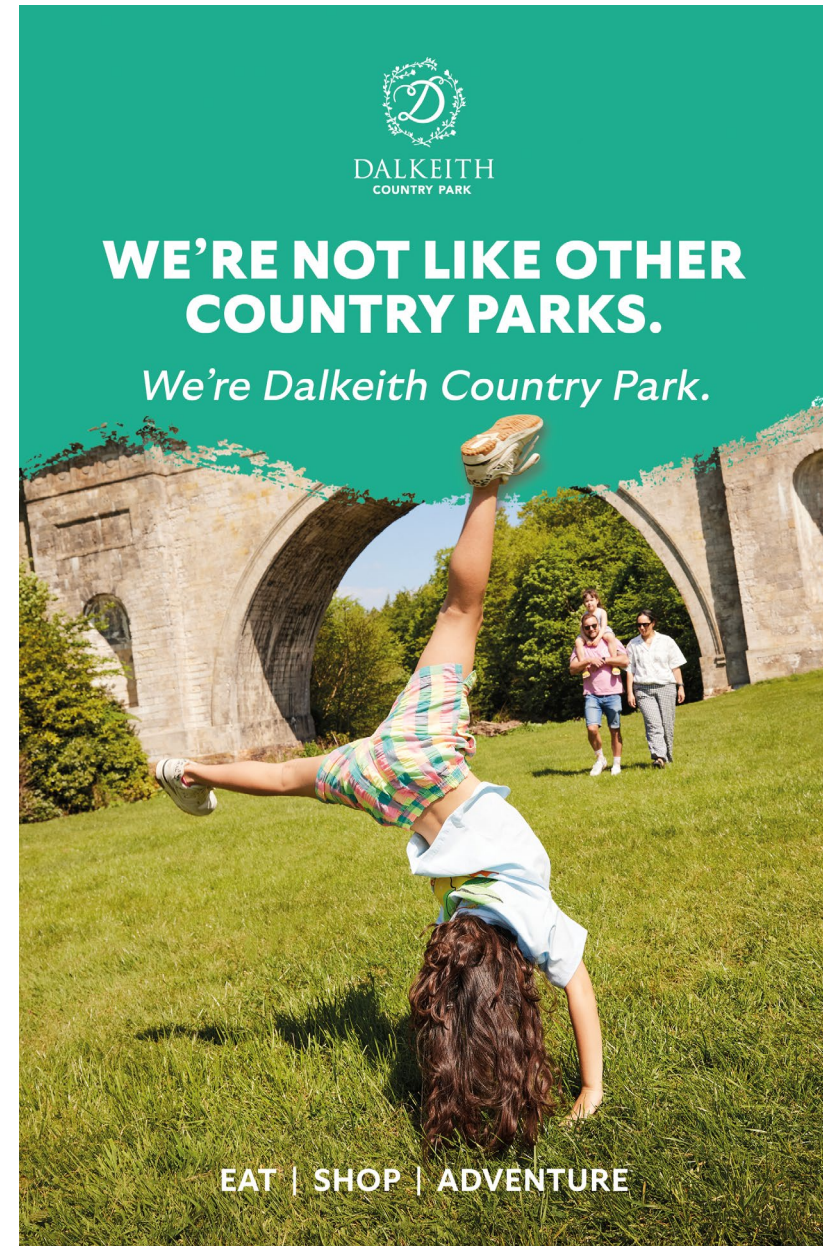


DALKEITH COUNTRY PARK

Dalkeith Country Park are part of Buccleugh Estates. The Marketing team approached me to help create assets for several campaigns - namely Christmas, Easter and Summer.

Most recently the Summer digital campaign appeared on large screens around Edinburgh over the course of a couple of weeks.

Using a hand-painted then digitised graphic, bespoke imagery (adding some cut-out effects) helped create an eye-catching campaign.





DALKEITH
COUNTRY PARK

**WE'RE NOT LIKE
OTHER COUNTRY
PARKS.**

*We're Dalkeith
Country Park.*



EAT | SHOP | ADVENTURE



DALKEITH
COUNTRY PARK

**WE'RE NOT LIKE
OTHER COUNTRY
PARKS.**

*We're Dalkeith
Country Park.*



EAT | SHOP | ADVENTURE



DALKEITH
COUNTRY PARK

Some Easter and Christmas
campaign samples...



**Breakfast with
the Easter Bunny**

Saturday 12 April
9am – 10am

Join us at The Kitchen for
a magical Easter treat!

Enjoy delicious pancakes as the
Easter Bunny hops by spreading
joy and chocolatey surprises.

SCAN TO BOOK
TICKETS 

restorationyard.com



**Easter Bunny
Fun Run**

Sunday 13 April
Registration from 10am
1K starts at 11am

Join our 1K Bunny Fun Run this Easter
A perfect day out for the whole family,
including your four-legged friends!

SCAN TO BOOK
TICKETS 

dalkeithcountrypark.co.uk

ALL YOUR GIFTING NEEDS WRAPPED UP

Our beautiful, curated selection of gifts has everything you need to get ahead with your Christmas shopping.

Those lucky enough to be on your nice list are in for a treat. We've got gifts for all ages and interests – whatever their style, you'll find something wonderful at The Store.



Dalkeith Country Park

29 November – 5 January

What's on:

Ice Rink
A Tale with Santa
Breakfast with Santa
Wreath Making Workshops
Kids' Craft & Gingerbread House Decorating Workshops
Elf Storytelling
1k & 5k Doddie Dash
Christmas trees for sale

Plus, lots of Christmas cheer!



SCAN
TO BOOK
TICKETS



dalkeithcountrypark.co.uk



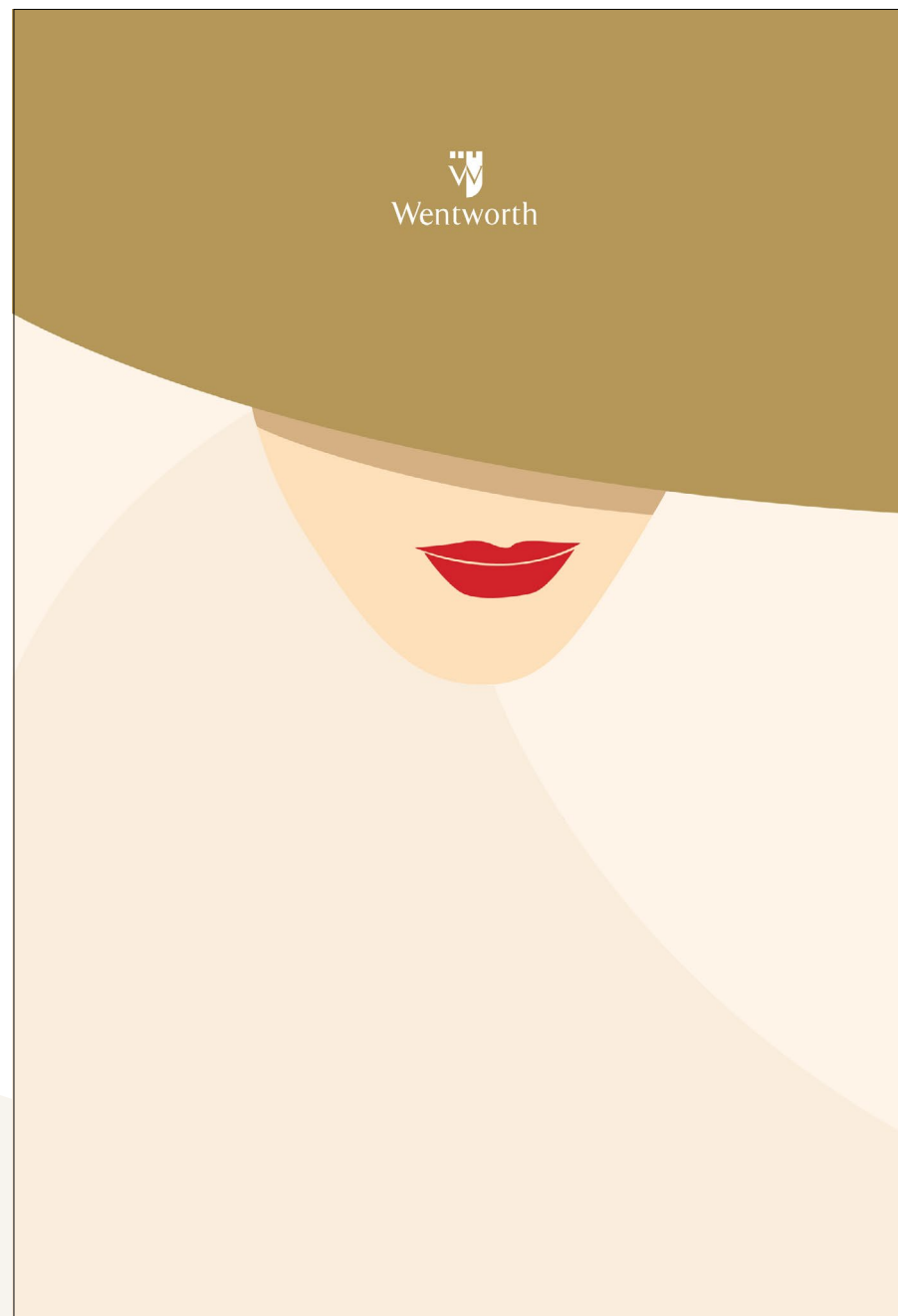
You're invited to
Restoration Yard's

FESTIVE SHOPPING EVENING

7 November | 5pm - 9pm



An illustrated poster promo template for events happening in the prestigious Wentworth Health Club in the run up to, and during, Ascot.





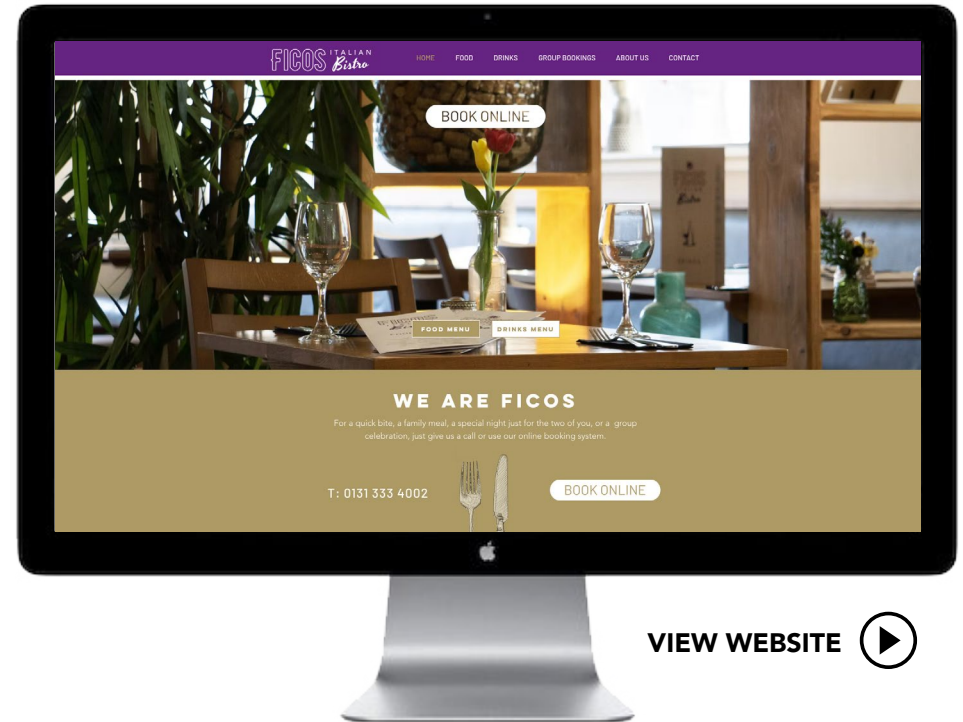
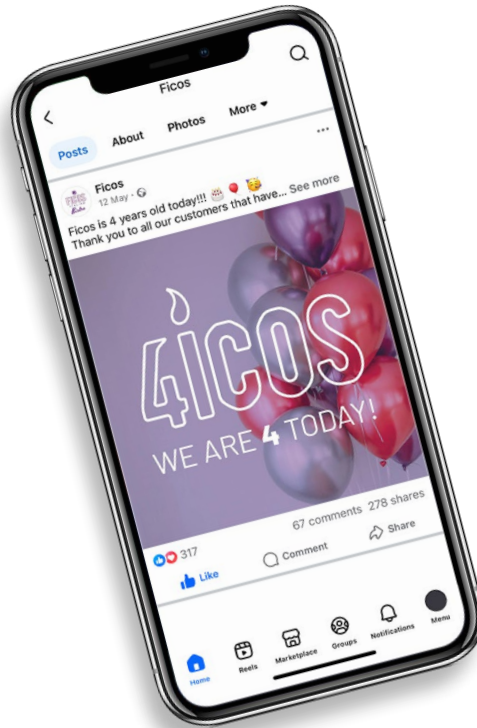
A sub-brand design for confectionery shop, Chocolate Fayre, to advertise their tea and coffee range.



FICOS Bistro

I've been creating a variety of promos for Ficos since they opened in 2021.

Work includes menus, social promos, photography, e-shots and most recently a complete rebuild of the website.



VIEW WEBSITE 



FICOS
ITALIAN
Bistro

A FREE bottle
of Peroni for Dad
on *Father's Day!*
SUNDAY 15th JUNE

BOOK NOW via the website
or call us on 0131 333 4002



Get ready for *Gala Day!*

- Breakfast Rolls
- Coffees
- Cakes

Saturday
14th June
from 10am

FICOS 



FICOS ITALIAN
Bistro

School's out for Easter!
Where do you wanna go, kids??

FICOS!



FICOS
ITALIAN
Bistro

30th March
Mother's Day

Mum's enjoy a
FREE glass of prosecco
with their meal!





BEER HAWK
HUNTING OUT THE WORLD'S BEST BEERS

**THE
BEER HAWK
FRANCHISE
PROSPECTUS
2020**



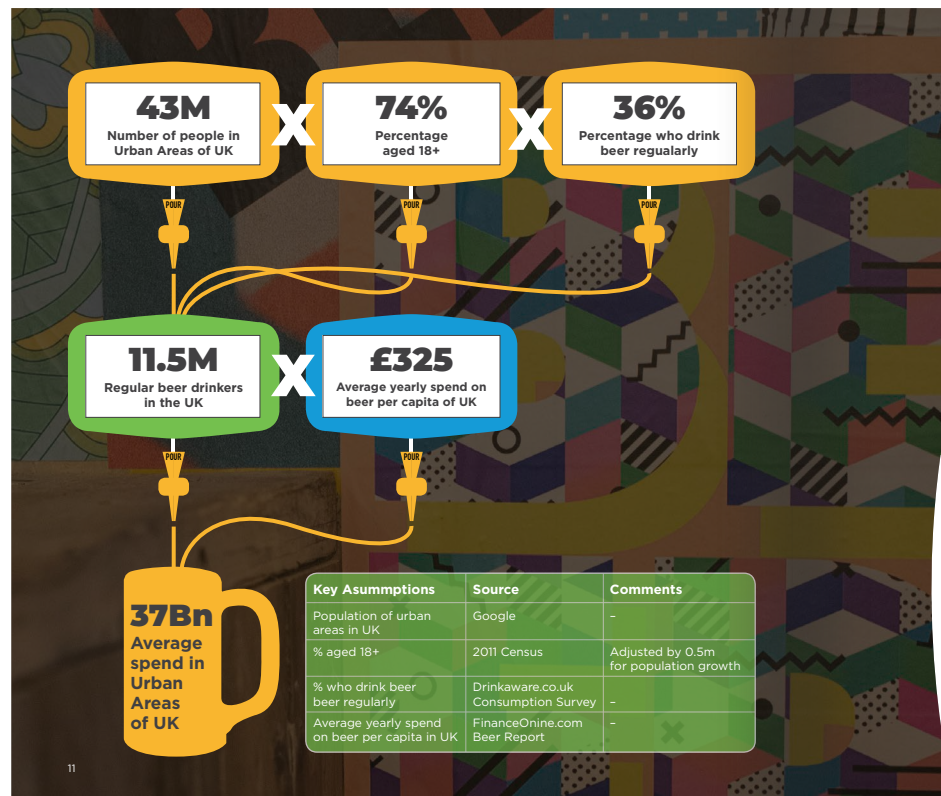
BEER HAWK
HUNTING OUT THE WORLD'S BEST BEERS



**ON-LINE.
ON TAP.
ON SHELF.**



A franchise prospectus (print and digital) design for the Beer Hawk brand.



THE MARKET

According to The Society of Independent Brewers (SIBA) interest in, and demand for, craft beer is growing all the time thanks to a greater professionalism across the industry in the UK.

“ Within the beer sector as a whole, craft remains one of the fastest growing categories, with Marston's On-Trade Report suggesting craft will continue to grow market share for the next five years as standard lager and keg ales declined by as much as 22.5% and 27.8% respectively. ”

“ The consumer demand for premium products is key to craft's on-going success. As the Millennial generation (currently aged 23-38) gives way to Generation Z (currently aged under 22), all indications are that consumers will be drinking less, but drinking better – choosing quality products such as local craft beer over mainstream beers. ”

Beer Hawk is perfectly placed to meet these changing demands and to really lead the way in innovation and style. The following trends play precisely to our strengths:

- Customers are generally younger and more focused on quality and variety
- More women are drinking beer and they want a safe, welcoming, unisex environment to drink in
- Consumers want a greater customer experience that better reflects their own love of beer and they want to be in the company of other likeminded people
- People are expecting much more from non or low alcohol drinks



A continuing contract with Crolla's Gelateria (and associated business, Gelatoburger) requires the creation of a huge variety of promotional marketing pieces including photography, print and digital advertising (including video) and day-to-day assets e.g. menus, flyers, posters and social promos.







Design, illustration, photography
and video editing.



Covid promo



6 Nations animated promo



Chocolate Fountain Promo



Product photos with background treatments



Gelatoburger is a sister company of Crolla's, with restaurants in Dumbarton and Oban. Projects reflect similar work for Crolla's including social promos, photography, menus and posters.



Champions League Promo



Weekly Promo



Shop front promo



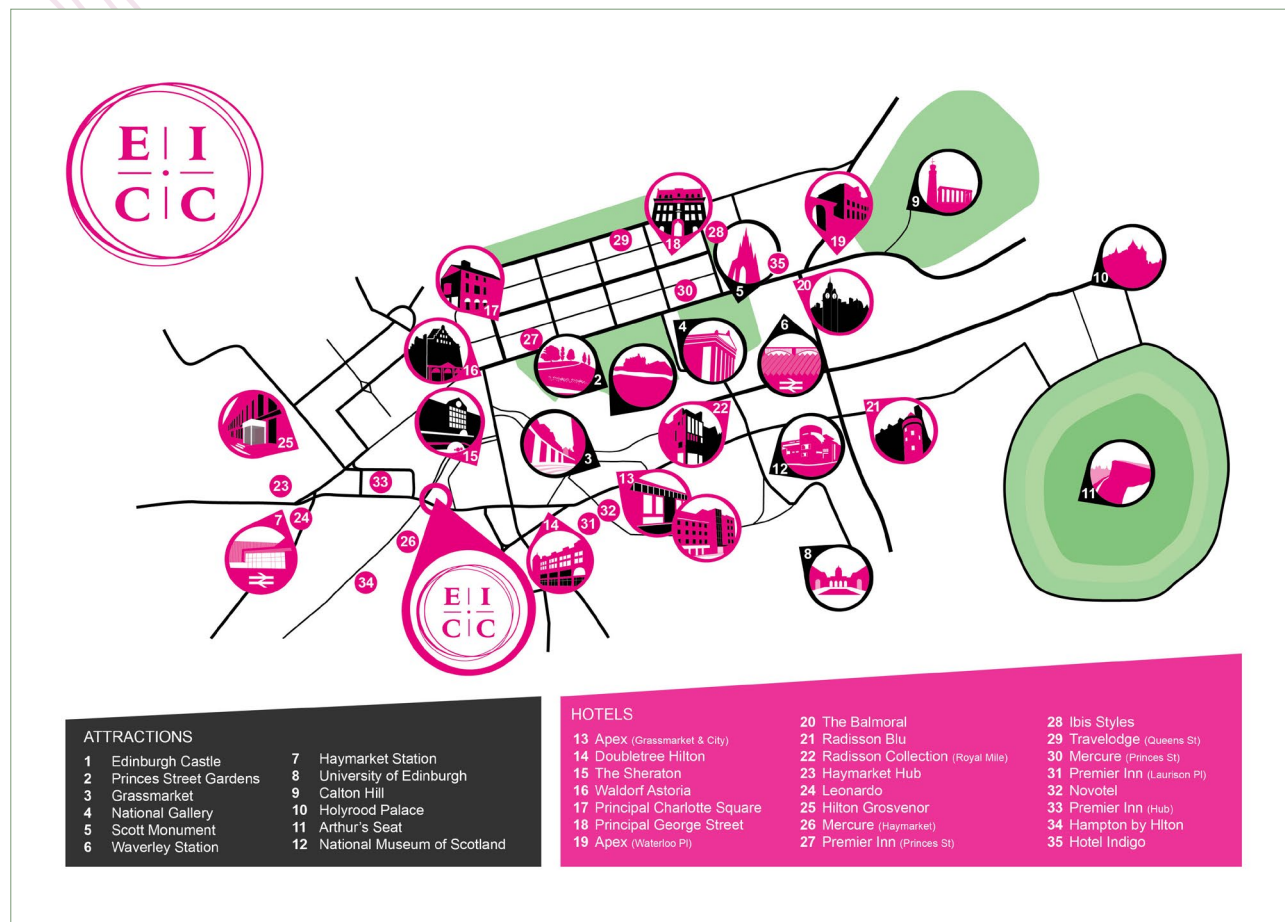
Table-set meal promo



The Edinburgh International Conference Centre (EICC) have engaged me to create a variety of assets over the last 9 years. From maps and videos to hilarious promos for their Halloween Movie Nights!

This page shows a simple map with noted locations and visitor attractions for visiting delegates.

Below is an adapted Beetlejuice poster featuring EICC building, Edinburgh skyline and the former Director!



I shot and edited a variety of promotional videos over the last few years, to boost EICC's position in the venue hiring industry. Several samples are on the HERO Creative YouTube channel.



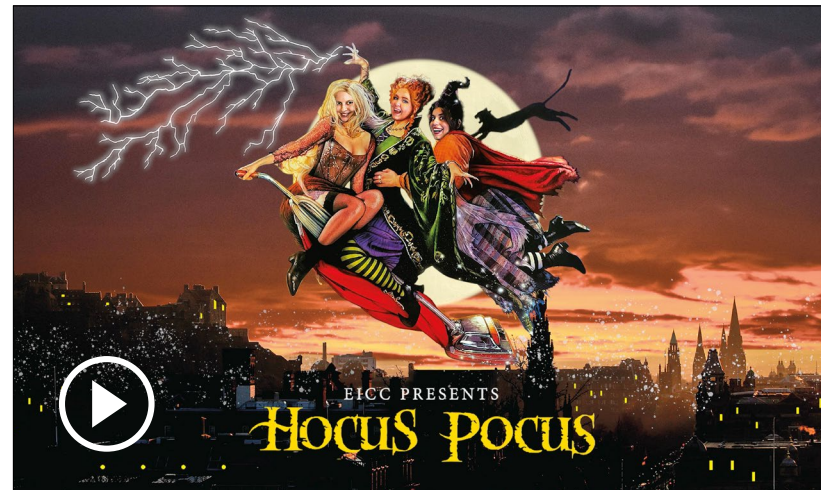
Lord Provost Edinburgh Promo



Exchange Initiative Promo



ITAKOM Promo



Halloween Night Promo



PLATINUM WAVE
FRANCHISING

Brand design, photography,
merchandise and video for this
award-winning franchising consultancy.





Some social media promos for this UK-wide recruitment franchise.

I worked a two year contract for Select before their buy-out several years ago, liaising with and creating marketing materials for 14 franchise outlets.

select
jobs for people • people for jobs

THE BEST - BAR NONE

At Select we source and place the best candidates for your bar staff needs.

Get in touch with Select Appointments to start building your ideal team!

Work at the Rewind Festival THIS weekend

select
jobs for people • people for jobs

We're looking for friendly, hard-working bar staff to work at the Rewind Music Festival THIS WEEKEND in Perth.

Just register with Select Appointments
www.select.co.uk/glasgow

Working hours:

- 6pm - 8pm on Friday 22nd July
- 10am - 12pm on Saturday 23rd & Sunday 24th July

Benefits:

- Food will be provided for staff on Sat and Sun
- 2 meals per day with 1 meal on Friday
- Travel and camping costs are FREE!
- Paying £7.25/hr for over 25's & £6.75/hr for under 25's

Travel:

- Bus leaves 11am on Friday from Buchanan Bus Station on Cowcaddens Road.
- Bus returns to Glasgow on Monday for around midday.

www.select.co.uk/glasgow

R·E·W·I·N·D
THE 80s FESTIVAL

select
jobs for people • people for jobs

The real game is finding a new career...and **Select** can give you the advantage.

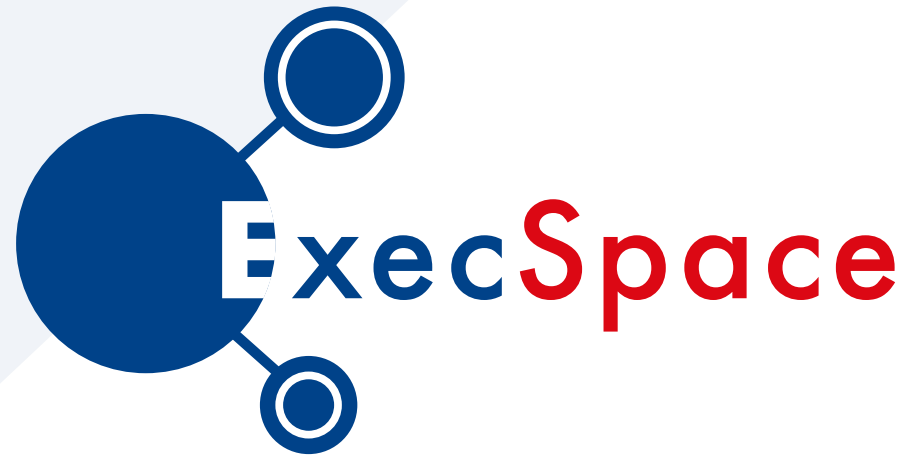
For great service, just get in touch...

T: 01604 639494
E: northampton@select.co.uk

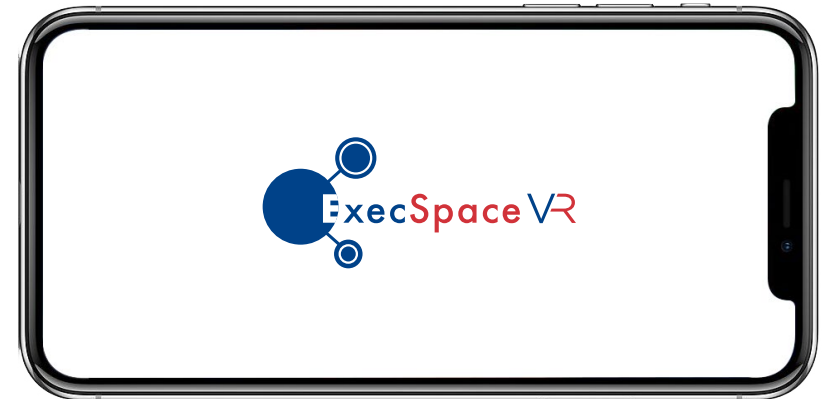
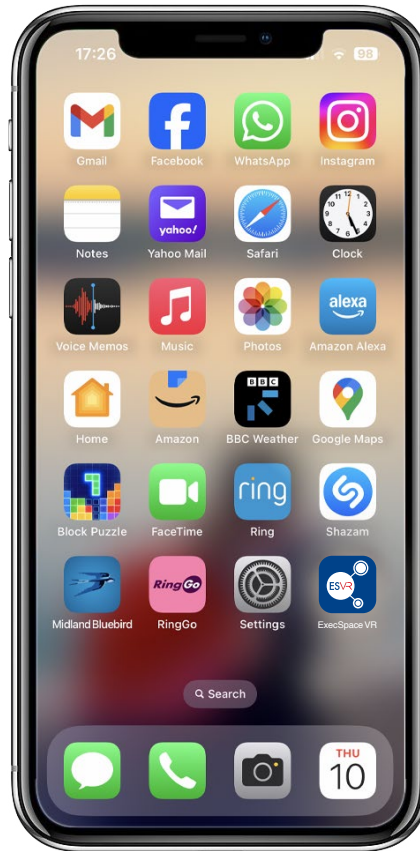
So, are you in...or out?

ExecSpace Brand & Design

Emma engaged me as part of a marketing team to create a new brand for ExecSpace including a secondary logo to mark the 5th anniversary of the company. I worked on the logos but also the general brand look and feel and the initial website relaunch.

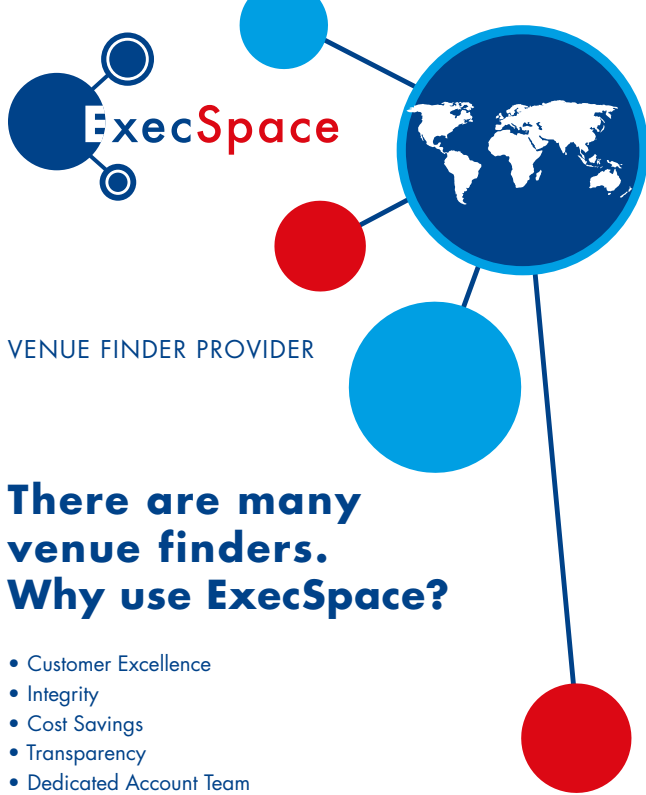


Logo adaption as well as icon designs
to work in a Virtual Reality App.



ExecSpace Brand & Design

A variety of design samples for various events for ExecSpace.



The logo features the word "ExecSpace" in a sans-serif font, with "Exec" in blue and "Space" in red. To the right is a blue circle containing a white world map. A network of lines connects this central circle to several other circles of varying sizes and colors (blue and red) scattered around it.

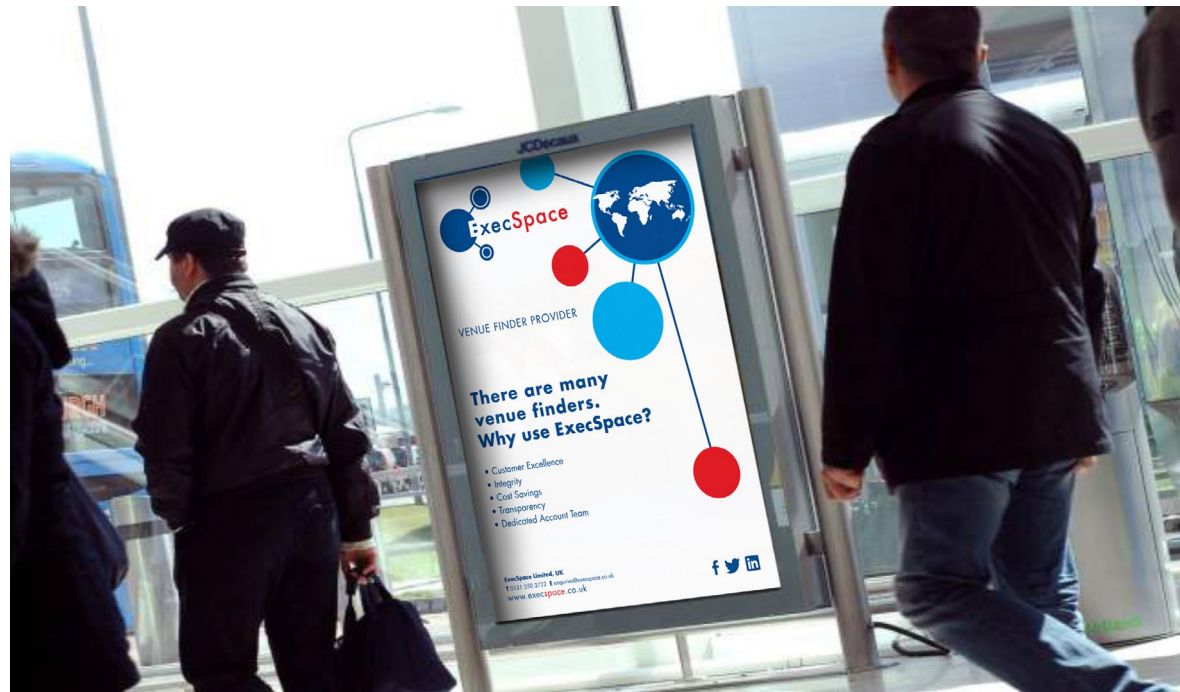
VENUE FINDER PROVIDER

There are many venue finders. Why use ExecSpace?

- Customer Excellence
- Integrity
- Cost Savings
- Transparency
- Dedicated Account Team

ExecSpace Limited, UK
T 0131 550 3722 E enquiries@execspace.co.uk
www.execspace.co.uk

f t in





VIRTUAL REALITY VENUE TOURS

- Create a memorable customer experience
- Increase sales and conversion
- Reach your customers wherever they are using any device
- Embed on websites and share on social networks

T: 0845 459 9445
execspace.co.uk/vr



CONFERENCE AND MEETING VENUES BOOKING SERVICE

Your local provider...

ExecSpace is an officially selected provider for Scottish Water. For any meetings, conferences or events, we're here to help!

MEETINGS EVENTS TRAINING CONFERENCES AWAY DAYS

anything you need!

SCOTTISH WATER
PROVIDER

The logo for ExecSpace, featuring a blue circular icon with three smaller circles connected by lines, followed by the text "ExecSpace" in a sans-serif font.

I hope that you had an amazing Christmas and New Year with your family and friends!

As promised, here follows your official invitation to our Glasgow Launch Night.

WHERE: 200 St Vincent Street, Glasgow, G2 5SG

WHEN: Thursday 23rd January 2014 from 6pm – 9pm

We have an exciting night planned with wine tasting, a chef demonstration and mini spa treatments, all accompanied with delicious canapés and some bubbles! In addition there will be treats from Hotel Chocolat. Remember your business cards for the draw too – an amazing package at Cameron House is up for grabs!

If you don't have a colleague coming then please feel free to bring one along, just let us know for numbers.

RSVP to Natalie.maynard@execspace.co.uk by 15th January 2014.

We really look forward to seeing you there!
Natalie

A small image of the building at 200 St Vincent Street, Glasgow.
**200
ST VINCENT
STREET**

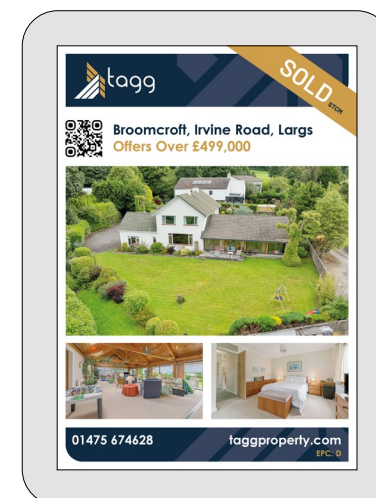
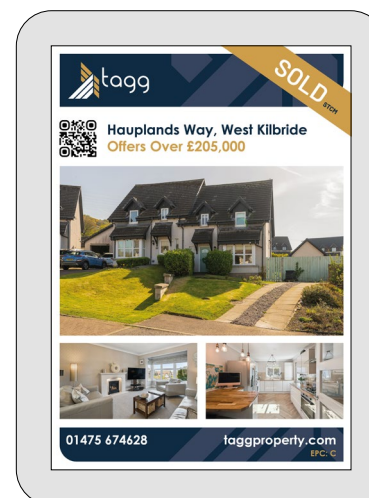
www.execspace.co.uk



A new brand project to brand new estate agency, Tagg - becoming a sister company to Mactaggart & Co Solicitors in Largs.

This project covered every detail from a brand new logo and colour scheme, to the premises style, for sale signs, window cards website (under construction) and more.



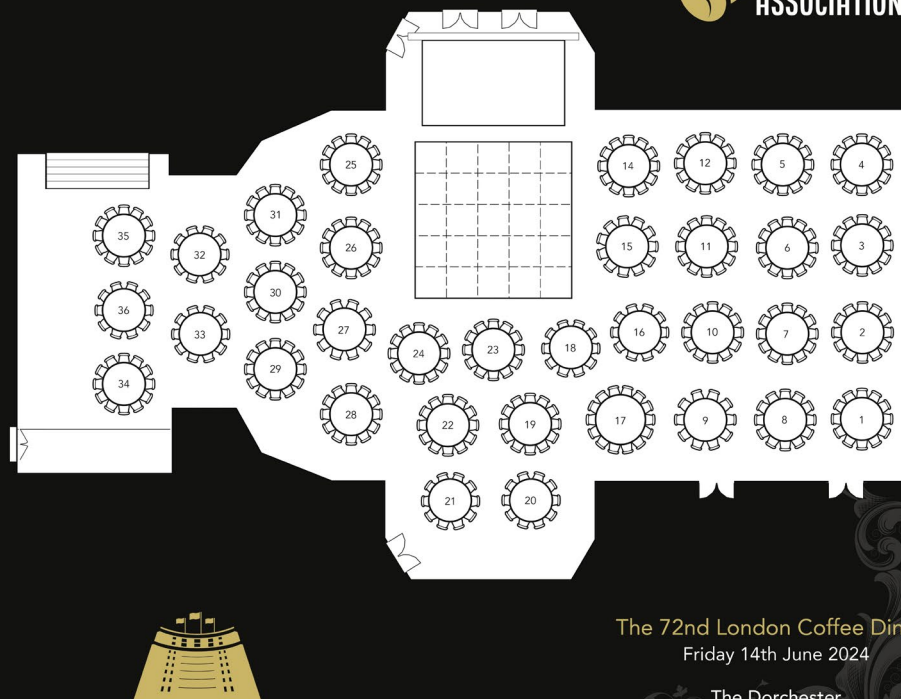




Save the Date and table plan examples
for the British Coffee Association
Dinner events in London.



ABN AMRO Clearing Bank N.V.	36
AGC (Commodity Store) Ltd	22
C. Steinweg Group	14 & 15
Cafea UK	10
Chair's Table	23
Commodity Centre Group	26 & 27
CWH Johnsons International	20
CWT Commodity Logistics (UK) Ltd	24 & 28
Equatorial Traders Ltd	1 & 8
Finlay Beverages Ltd	25
Henry Bath & Son	32
ICE Futures Europe	7
InterAmerican Coffee Ltd	12
Inverness Transport BV	36
Katoen Natie	36
Lavazza Coffee (UK) Ltd	11
Marex	2
Molenbergnatie NV	9
Nestlé UK Ltd	33
NKG Statistical Unit	33
OCR Commodities	35
Pacorini Antwerp NV	5
R Markey & Sons (UK) Ltd	19
Riccoffee (UK) Ltd	4
RockRiver Commodities	33
Societe Generale International Limited	21
StoneX Financial Ltd	16 & 18
Sucafina UK Ltd	29, 30, 31 & 33
Sucden Financial Limited	17
Taylors of Harrogate	6
The Fairtrade Foundation	36
Vidya Global Limited	34
Vollers UK Ltd	3

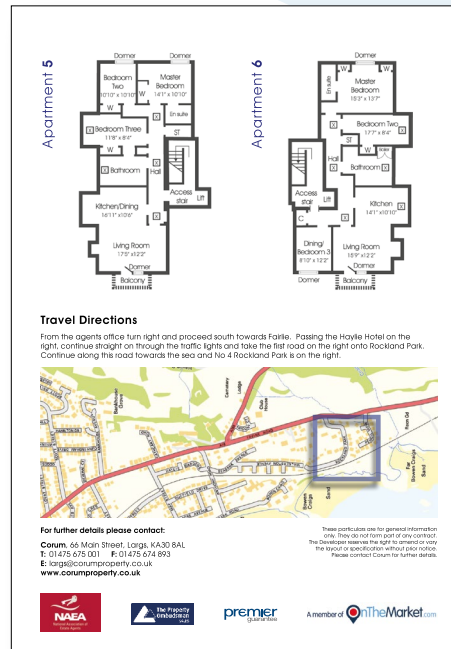
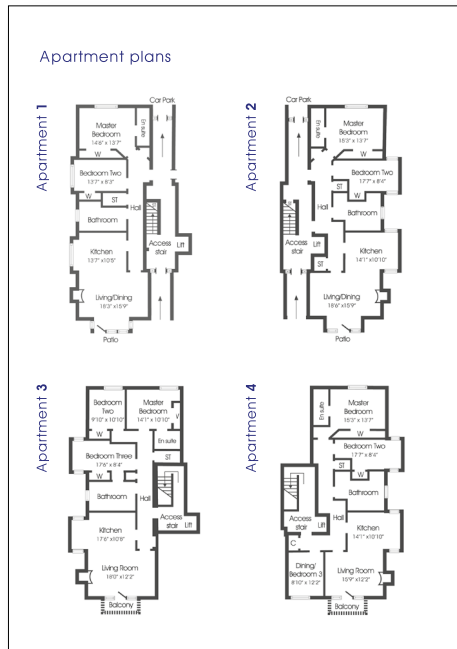


The 72nd London Coffee Dinner
Friday 14th June 2024

The Dorchester
Park Lane, London



A brochure design for the Rockland Park development in Largs, through Corum.



Rockland Park
 A beautiful, quiet opportunity...with a view.
 No 4 Rockland Park, Largs, KA30 8HB

www.corumproperty.co.uk

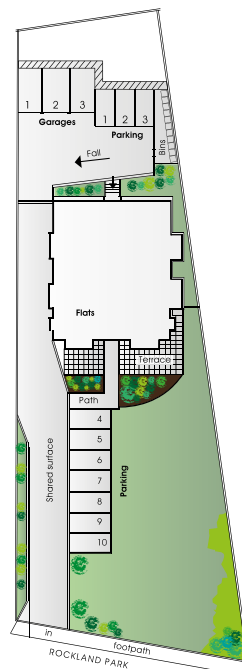
Situation

Rockland Park is one of Largs' most recognised and sought after avenues. Its quiet cul-de-sac location and superb uninterrupted views over the Firth of Clyde to Cumbrae and Arran make it a popular choice with a client wishing a quiet but easily accessible address to reside. No 4 Rockland Park is well placed for ease of access to the seafront, Largs Marina which has berths for 730 craft and also offers superb restaurant and bar facilities and Largs Golf Club which is an 18 hole parkland course offering spectacular views over the Clyde. Largs town centre and train station are approximately half a mile from the development itself.

Accommodation

No 4 Rockland Park is a select development of six newly constructed executive apartments of impressive internal proportion and specification, all with sea, Cumbrae and Arran views. Set over three levels, the upper apartments will have stair and lift access and external balconies. The ground floor apartments will have a paved terrace accessed via French doors. The front of the development has a westerly aspect letting owners enjoy direct sunlight in the afternoon and evenings. Particular attention has been given to the internal layout to include fully fitted dining kitchens, four piece bathrooms, excellent built in wardrobe storage in the bedrooms and ensuite facilities in the master bedroom. Gas central heating will be standard, coupled with quality double glazing, ample owner and visitor parking and attractive landscaped garden grounds. A number of individual garages can be provided on a first come, first served basis, at an additional cost, to supplement the parking bays provided.

All homes will carry a Premier Guarantee New Home Warranty.



A look outside...

Surrounding Area

Largs is a popular holiday destination and is becoming increasingly popular for those looking for a seaside home in a town with a good range of amenities and recreational facilities. There are a number of primary and secondary schools serving the area with excellent travel links including railway station, bus routes and easy access to the major road networks. There are many restaurants and hotels in the area, with the yacht marina and seafront being an attraction for many. Prestwick and Glasgow Airport offer regular flights throughout Britain, Ireland and Europe.

increasingly popular for those looking for a seaside home



The view from No. 4



sea, Cumbrae and Arran views

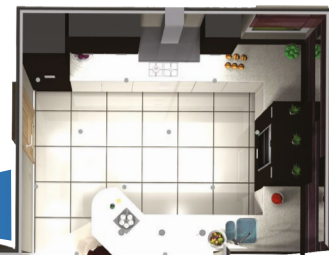


superb restaurant and bar facilities



A look inside...

impressive internal proportion and specification



fully fitted dining kitchens



stair and lift access



external balcony or terrace





THE UNIVERSITY of EDINBURGH

This page: The 'Welcome' campaign was a project to create a sub-brand for the student arrivals from year to year.

As well as creating the primary and secondary logos for the campaign I was required to design a variety of posters, adverts, badges and online banners/adverts and an App icon to push the visual link for students to easily associate with the brand on their arrival at the University.

I also developed a set of brand guidelines for the campaign. The emblem is still being used today, nearly 10 years later.

Next page: While working a three month cover for the marketing team at the University, I was involved in producing day to day promotional work but notably their 2016-17 Annual Review.

The Annual Review was a mixture of design, illustration, image sourcing and info graphic creation and featured a edge index style and fold out flaps on the cover.





This page: 1/3 A4 leaflet design for charity, Dean & Cauvin and their secondary service Room 4 U.

Next page: Some photography for a series of new marketing assets including leaflets, posters and website updates.

Why Foster Teens?

- Fostering teens is exciting, challenging and rewarding. Stability, at this stage, can have an incredibly positive impact for life.
- For many teens foster care is the most appropriate care setting. Some of our foster carers are also approved to care for young mothers.
- All teens need guidance and support, but many are ready to take on new responsibilities in areas such as education and working towards independent living.



Why choose Room4U?

- Room4U is part of Dean and Cauvin Young People's Trust who have supported young people in and around Edinburgh since 1733.
- You will receive full and ongoing training, your own designated supervising social worker and 24/7 on call support.
- Optional support groups with your fellow foster parents and family days for your whole foster family.
- Room4U prioritises the careful matching of young people to families who can meet their needs and provide long-term care.

We pay a competitive rate of fees and allowances, totalling £665 per week for each young person.



Could you foster?

You may already have what it takes to be a foster parent!

- A spare bedroom
- Prior experience of living or working with children or young people (necessary).
- We ask that at least one foster parent is available at all times. If this is not possible for you, speak to us about short breaks fostering!

Visit the FAQ page on our website or give us a call to see if fostering could be a good fit for you.



The Statistics

- The number of fostering households in Scotland is decreasing with recent numbers showing there are now around 3400 across the country.
- Around 4350 children and young people in Scotland are in a fostering household or in need of one.
- Over 400 children and young people in need of a family were referred to Room4U in 2022.



Do you have room in your life to foster a teenager?

**Make room.
Make a difference.**

"Just have courage because ultimately there's no better job or job more worthwhile than investing in a human being."

Foster Carer

Visit our website for more information and request your information pack today:

www.room4ufostering.org.uk

If you have any queries, please get in touch:

T: 0131 297 7320
E: fostering@deanandcauvin.org.uk

[f](#) [t](#) @room4ufostering

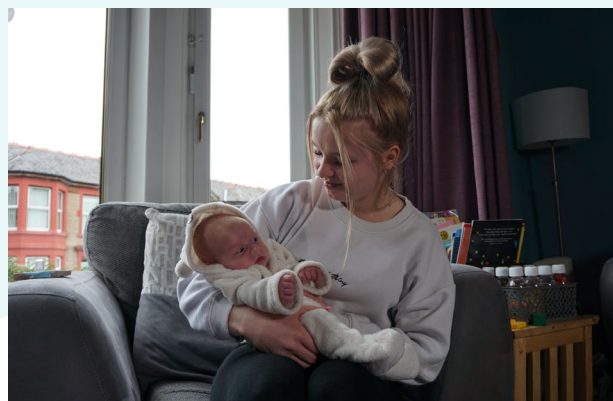


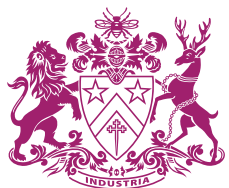


Dean & Cauvin Young People's Trust
Improving lives in Scotland since 1733



[f](#) [t](#)
@room4ufostering





Fettes Foundation

The marketing team at Fettes approached me to design a Bursaries Brochure, following and evolving the Fettes brand. This is now a yearly project alongside other marketing assets.

2016-17: At a Glance

“ Since the Fettes Foundation's inception in 1998 hundreds of young people have benefited from a Fettes education as a result of philanthropic donations; an impressive array of teaching spaces and sporting facilities have been built or upgraded thanks to support from donors and many activities at Fettes have been made possible by gifts from generous members of our community. I am deeply grateful to everyone who has ever donated to the Foundation. Collectively you have helped us raise over £14.5 million for Fettes and its pupils.”

Fettes provided me with a first class education and a thirst to expand my horizons. As a current parent I am extremely heartened by what is going on at Fettes today. This is not an institution that will ever stand still. It is an exciting, creative and vibrant place and I am very proud to remain involved as a Governor and now as Chairman of the Fettes Foundation. I hope that many of you reading this will share my pride in the Fettes of today and help the Foundation continue to support the school and its pupils this year.”

Bruce A I Dingwall CBE
Chairman of the Fettes Foundation

“ 2016-17 was a great year for the Fettes Foundation. I am indebted to over 500 donors who helped us raise over £1 million and to our Foundation Trustees for their unending support and guidance.”

I am delighted that as a result of the wonderful response to the campaign to raise funds for The Spens' Bursary Fund, in honour of Michael and Debbie Spens, we doubled bursary fundraising from 2015-16. Aside from bursaries the impact donations made to Fettes in 2016-17 was considerable as you will read on Pages 20-26.

We also continued to receive generous legacies from those who remembered us in their wills, for which we are very grateful. One such story is highlighted on Pages 30 and 31.

Thank you to everyone who supports the Fettes Foundation. I am honoured to be part of this warm, generous and caring Fettes community.”

Nicola Pickavance
Director of Development



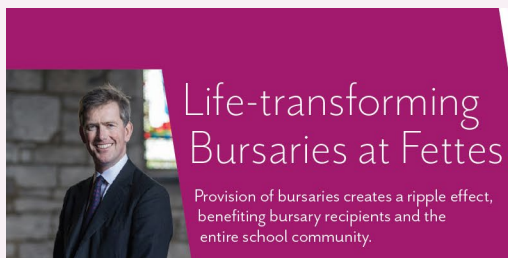
12

13

Fettes is...



9



Life-transforming Bursaries at Fettes

Provision of bursaries creates a ripple effect, benefiting bursary recipients and the entire school community.

Fettes has benefited from gifts from many generous donors over the years which have helped make life-changing differences to the students we support. I am deeply grateful to you all. It is my sincere hope that loyal donors will continue to support us this year and be joined by many more members of our community, enabling the Fettes Foundation to continue to increase philanthropic income towards bursaries.

The gift of a good education changes lives far beyond that of the individual recipient. I know this from personal experience.

My own education and that of Susanna, my wife, was made possible as a result of members of our respective families receiving major bursary support. We understand how the opportunities that bursaries provide transform the lives not only of individuals but of families across generations.

We are very grateful for the support of benefactors that make such opportunities possible for the current generation here at Fettes.

Educating bright, curious and caring young people from a range of backgrounds at Fettes creates a broad and

richly diverse community within which all of our students live, learn and flourish.

It is this very community which helps shape every student at Fettes, regardless of where they come from or their financial background. It motivates them to stretch themselves and encourages them to think of those around them. I believe Sir William Fettes would be very proud that his founding principles live on at Fettes today.

Geoffrey Stanford
Headmaster

“Bursaries are fundamentally important to ensure that those who would benefit from a Fettes education can access it. To me Fettes feels like a real community and a flourishing community draws people from all contexts, cultures and circumstances of life. We benefit greatly from this mix.”

Teacher

“Bursary provision at Fettes keeps us in touch with the Founder's vision of offering opportunities to those who can't otherwise afford to come to Fettes. Our wartime rolls of honour, Heads of School boards and lists of Old Fettesians are full of people who benefited from such opportunities and went on to achieve great things.”

Teacher

“Recipients of bursaries at Fettes are motivated to contribute to the wider community due to the generosity that has been bestowed on them.”

Houseparent

“Pupils on bursaries make Fettes a better place by bringing a diversity of opinions and skills. We are a better school by virtue of this fact.”

Houseparent



“A lot of teaching is based on group discussion and debate. The wider the background of the class the more in depth these discussions and debates become.”

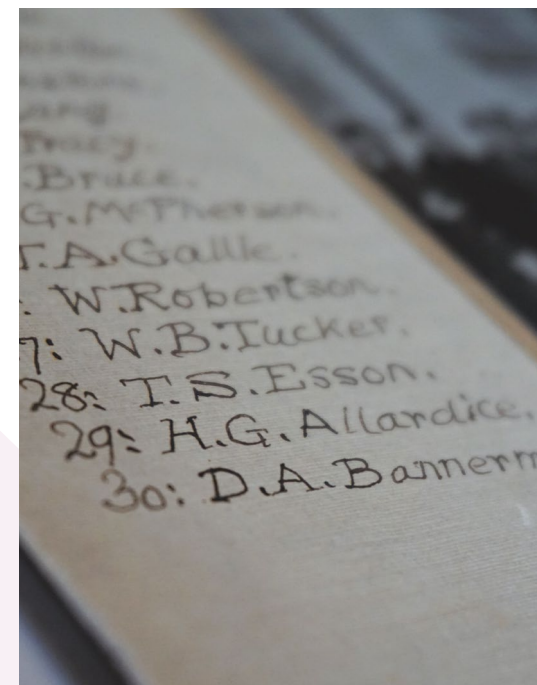
Head of Department

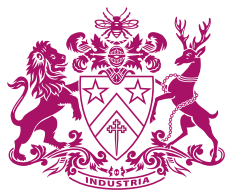
“Young people today should leave school not just with a decent set of examination results but with an idea of how to be responsible citizens and effective contributors. The working world requires and expects junior employees to possess a soft skill set applicable in a variety of contexts. Fettesians obtain these skills during their school careers in multiple ways. The vibrancy and different dimensions of the make-up of the student body is greatly enhanced when bursaries are on offer. Working with, living with and valuing one another teaches our students what it means to be a responsible member of society, contributing in the workplace and how to professionally flourish when operating side by side with all sorts of colleagues.”

Tutor

“Having pupils with different socio-economic backgrounds allows everyone to learn more about the virtues of a meritocracy, about self-motivation and where it can take you. I received a bursary for a private secondary school and I became the first member of my family to go to university. Now I am a Head of Department at Fettes!”

Head of Department





Fettes Foundation

The 150th Anniversary of the Bursaries
Brochure.



Fettes Foundation

150TH
BURSARIES APPEAL

Message from the Head: Helen Harrison

At Fettes, our students receive an excellent all-round boarding education. I want every Fettesian to leave with an understanding of how lucky they are to have benefited from their time at this remarkable school and knowing they will be part of the Fettes family throughout their lives. With privilege comes responsibility, and we are determined to continue providing opportunities for children that could most benefit from a Fettes education but do not have the financial means to access this.

I am contacted by many deserving prospective pupils who would thrive on the experience and environment on offer at Fettes but would require significant bursarial support to join us. For these students, a bursary is profoundly life-changing with both an immediate and long-term impact.

We have a long and proud history of providing financial assistance to young people not ordinarily in a position to benefit from a Fettes education. For 150 years, the school has been steeped in a generosity of spirit which extends to those who have supported us philanthropically, and I am deeply grateful

to all of our donors. We are so fortunate to have genuine and enduring connections amongst Old Fettesians and an exceptional strength of support from parents and former staff. It has been wonderful to see the Fettes family coming together recently, albeit virtually, to celebrate the 150th anniversary of the school and the 50th anniversary of girls attending the College. It is an honour to be Head at this momentous time.

Support for bursaries is a huge investment for Fettes and we take this very seriously. Our bursary programme demonstrates our commitment to a diverse and inclusive school community. In this landmark year, which continues to be full of unforeseen challenges and uncertainty for many people, I hope that those members of our community who are in a position to do so will consider giving something back to Fettes by supporting this 150th anniversary appeal towards 100% bursaries. I have seen the real difference that bursaries can make to improve the life chances of these deserving, ambitious and inspiring children. Please do support us if you are able.



Images from Fettes' 150th Birthday,
5th October 2020

From a Strong Foundation

“ I still have vivid memories of school life. We received so many varied, sometimes unique, opportunities; and our experience of life and people, and culture, music and sport was broadened in so many ways. We gained in confidence and made good friends; and a strong memory is of the outstanding Masters of those days who looked after us and were an example to us. I must express my deep gratitude to the Foundation. Without the financial help given, my parents could never have afforded the fees. But for the Foundation, I would never have been at Fettes, and my life and education would have been quite different. ”

AR Porteous (CE 1950-1955)

“ My time at Fettes changed my life in a way that I didn't realise at the time but has always stood me in good stead and, for that, I am forever grateful for the opportunities which it gave to me. Although Fettes may have improved my academic abilities, really it was more the understanding of my own abilities and a realisation that nothing was impossible if you put your mind to it. What did I get from Fettes? Confidence, self-belief, self-motivation, an understanding that teamwork will make more happen than I could possibly achieve on my own and the inability to understand when each day ended as I am always looking forward to the next. ”

JG Douglas (Ar 1972-1974)

“ My parents would not have been able to send me to Fettes had I not secured financial support. Receiving this made all the difference and opened up a future for me. I was also lucky enough to be at Fettes during what my final Housemaster, Eric Anderson, later called one of its golden ages. ”

I was always very conscious of the need to give back. I tried to do so while at Fettes with various house and school leadership positions; subsequently in a career around international education support that always focused especially on trying to find ways to educate the poor and disadvantaged in developing countries; and now by earmarking my own modest alumni support for bursaries to help those who could not otherwise attend Fettes today. ”

NR Burnett (CE-Ar 1963-1968)



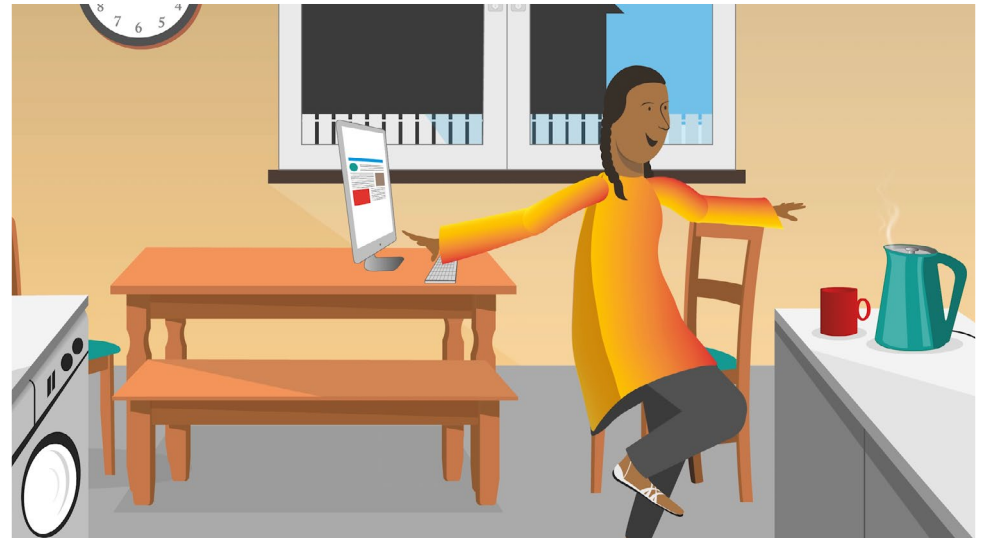
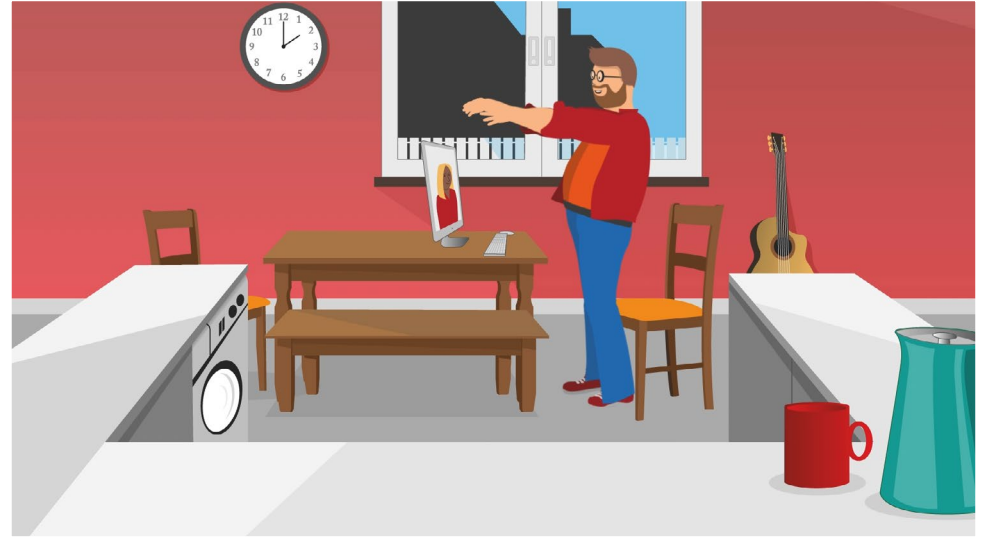


THE UNIVERSITY *of* EDINBURGH

This animated project was in support of a campaign to tackle sedentary behaviour, with so many people now working from home.

The project involved character and set design and working with an animator to complete a series of 12 animations.

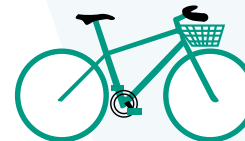






Major investments company, Aegon, engaged me to create some PowerPoint templates for the various teams in the company to use as a standard look.

This included illustrating a bank of icons which could be used in presentations.





KEMOSABE
CAPITAL

Kemosabe Capital are a exclusive financial advice company – based in Sydney, Australia, offering an exclusive and high-end service.

Recommended by a former colleague and successful entrepreneur, I became Kemosabe Capital's design and brand go-to, creating everything from branding to stationery, splash website and even clothing liners.



KEMOSABE
CAPITAL

TRUSTED SCOUT



Richard McGrath MComm, SA Fin, CFP, SSA
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Certified Financial Planner

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www.kemosabe-capital.com



GEORGE
WATSON'S
—COLLEGE—

George Watson's College approached me to update the look of their annual Caritas alumni magazine, which included design and photography. This has become an annual project among other assets.



Taste'n'Tell®

making kids' food fun

TASTE 'N' TELL is a series of educational children's books designed to introduce healthy foods, featuring fun characters.

I was brought on board to bring the character designs to life and to illustrate the books from cover to cover. I also designed and artworked the books for print and provided photography.

The first two books won several awards and the Taste 'n' Tell brand has now extended to a schools and nurseries programme.





Taste'n'Tell®
making kids' food fun

The Discovering Food series

Promoting healthy eating with 10 fantastic, inter-changeable books...

The books share the adventures of five fun characters – Holly honeybee, Veggie vole, Millar mouse, Beefy bear and Darcey dragon. Available now are:

- Discovering Fruit with Holly honeybee
- Discovering Vegetables with Veggie vole

12m+

Single Book Starter Pack with either Discovering Fruit with Holly honeybee or Discovering Vegetables with Veggie vole.

£14.99 OR
Combo Starter Pack with both books
£21.99

AVAILABLE FROM THE WEBSITE OR...
[amazon.com](https://www.amazon.com)

Watch an illustration sampler



Right There

Working with charity, Right There,
to produce their Annual Report.



At Home

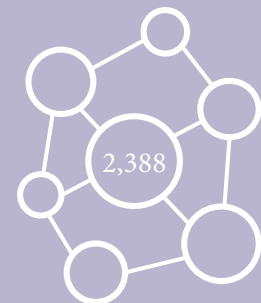
Supported 1,216 individuals and families with high-quality and safe accommodation as they moved forward on their journey out of homelessness.



1,216

In The Community

Worked with 2,388 people living in communities - equipping them to keep their home, live more independently and build stronger connections within the local area.



Right There Trustees' Annual Report
(Incorporating the strategic report and Directors' report)
for the year ended 31 March 2023 continued

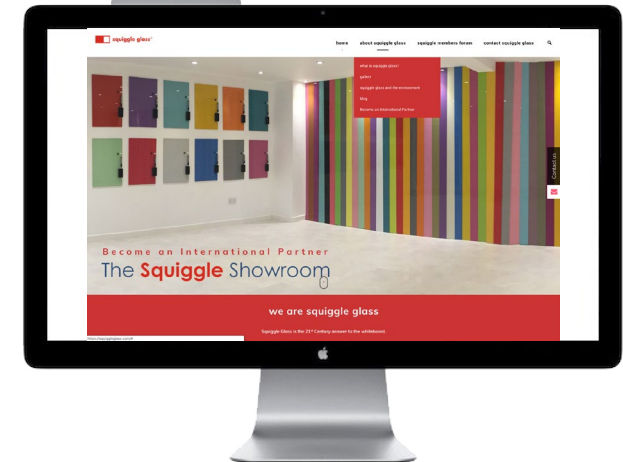
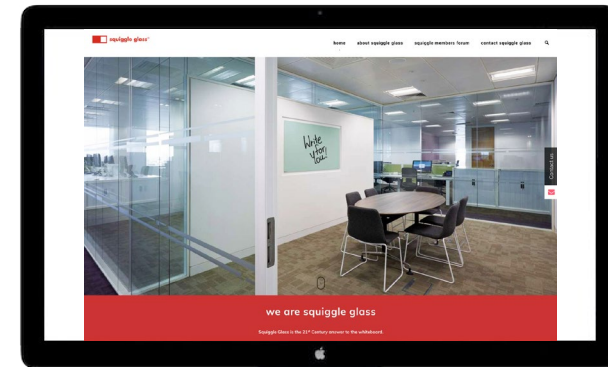
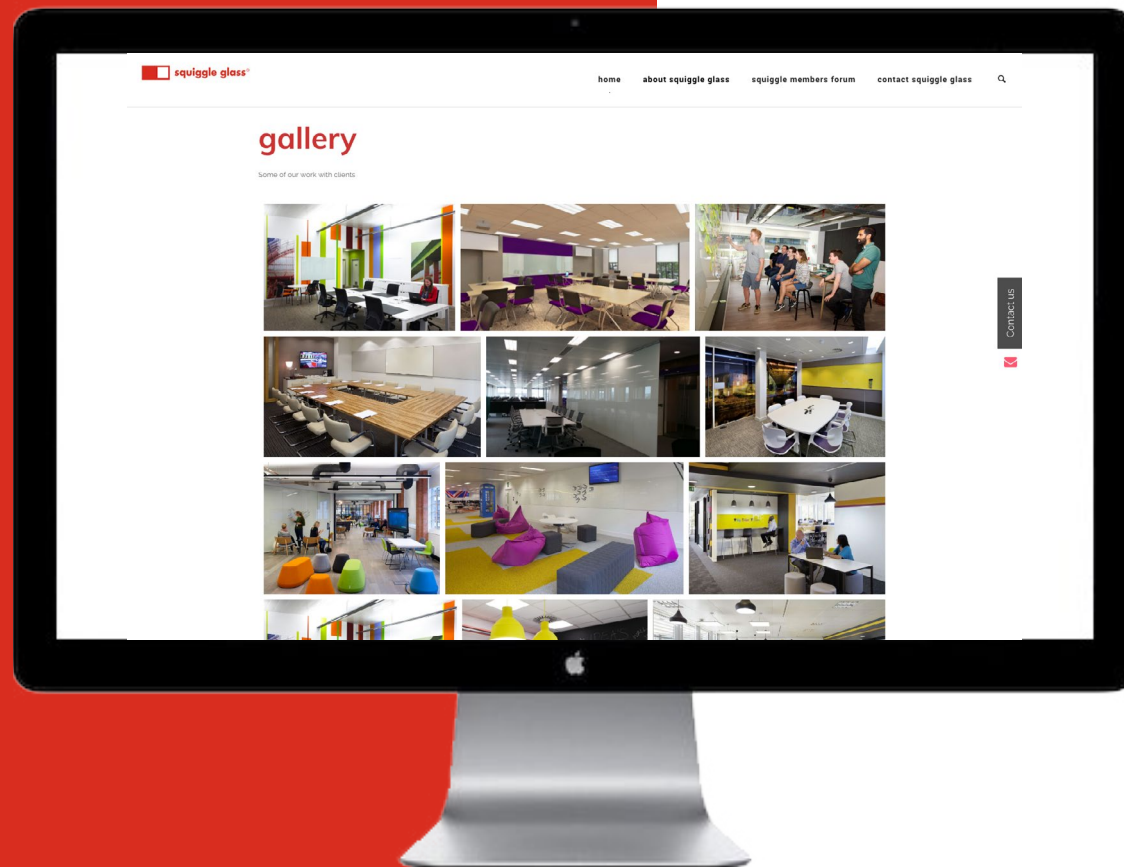
For People, At Home and In The Community





squiggle glass[®]

I worked with associates, Untangled Web, to design and build a new website and brochure for this expanding company.





DCF CONTRACTS

Brand design for a start-up building company.



DCF CONTRACTS

David Fleming MSc MA MRICS

P: 07892 709 421

E: david@dcfcontracts.com

www.dcfcontracts.com





CREATIVE STUDIO

HERO-CREATIVE.COM

