

Photography business start-up



A pet fox - one of Mark Wallwork's more unconventional customers

Working as a professional photographer in Cornwall can be tough. With only a few large businesses with big enough budgets to commission high quality photography, there is stiff competition amongst local photographers. Mark Wallwork, a 3rd year BA Photography student, decided he wanted to stay and work in Cornwall as a professional photographer after he graduated. He knew he could get well-paid commissions in London but he would have to devise innovative ways of drumming up work in Cornwall. That's how his Poole Market Mobile Studio was born.

“ It occurred to me that there must be people in Cornwall who would like to commission photographic portraits but were put off by the cost. I looked at different ways of reducing my fees and overheads, and also ways of increasing client turnover. I concluded I had to locate myself to where there was a high concentration of passing trade and low overheads. Pool Market fitted the bill perfectly. I set up my mobile studio and, within 2 weeks, had broken even. People are now even bringing their pets in to be photographed. This success of this venture means I can thankfully stay and work in Cornwall, raise money to buy equipment and look for a permanent studio location. **Mark Wallwork – BA Photography student** ”

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Three happy (human) clients and Mark in his mobile photographic studio