LOCKJAW LABS — Research evidence table

Supporting Dossier 001 · Christopher Russell · November 2026

How to read this

Every row was read on the original page between 23 and 27 November 2026. A Google Gemini deep-research report was used to find leads. Each lead was then opened and checked at the source, and only what the source itself says is recorded here. Gemini is not cited as a source. Prices, fees and thresholds marked “Re-check” must be opened again before final submission.

This table holds no interview findings, which come later. It also holds no prices for Lockjaw’s own packages; those are the founder’s draft, set against the evidence below.

Assumption register (the [A] codes in the dossier)

Code	Assumption	How it gets tested	Status
A2	Package contents and prices	Competitor pricing research (below), then client interviews	Open: prices drafted
A3	Artists with strong identities lack a coherent visual language, and would pay to fix it	Two to three interviews by 28 Feb 2027	Open
A4	Shared workspace near Newry is available for meetings at a manageable day rate	Workspace prices (section 9)	Open: rates to re-check
A5	Lockjaw may need to pay the ICO data protection fee	ICO self-assessment	Open
A6	There is a gap between generalist freelancers and templates, and high-end agencies	Competitor research (section 5) and interviews	Open: desk research consistent

Code	Assumption	How it gets tested	Status
A7	Three marketing routes: Bastard Couture case study, direct approaches, online portfolio	Research and interviews	Open
A8	Local studios serve mainstream clients; alternative-artist specialists cluster in larger cities	Competitor research (section 5)	Open: desk research consistent
A9	Equipment and software needed	Hardware owned (MacBook M5, resin 3D printer); software costed in draft	Part open
A10	Running-cost list	Costs priced line by line (section 9)	Open: draft totals c. £1,165 a year
A11	Turnover stays well below the £90,000 VAT threshold	Forecast; threshold re-checked on GOV.UK	Open

3. Industry and market context

Evidence	Figure or finding	Source	Date
DCMS sector GVA	£247.6bn in 2024 (provisional), 9.4% of UK GVA; Creative Industries grew 4.6% from 2023 to 2024	gov.uk/government/statistics/dcms-economic-estimates-gva-2024-provisional	5 Feb 2026
Creative business size	269,655 registered Creative Industries businesses (March 2025), 9.9% of UK businesses; 93.4% micro (0–9 staff) against 89.1% UK-wide	gov.uk/government/statistics/dcms-economic-estimates-business-demographics-2025 (main report)	27 Nov 2025
Design and designer fashion	£4.1bn GVA and 151,000 jobs (2024); 62% self-employed (28%	Creative PEC and Work Advance, Creative Industries Skills Audits: Design	2026

Evidence	Figure or finding	Source	Date
	creative industries, 14% UK workforce); 96% of design businesses are micro	and designer fashion (Hay, Carey and Giles, 2026), pec.ac.uk	
UK design economy (broad definition)	£136.7bn GVA in 2023, up 40% since 2019 (nominal); 2.27m workers in 2025	designcouncil.org.uk/our-work/championing-the-value-of-design/design-economy/	7 Sep 2026
Northern Ireland creative industries	GVA £1,595m (2023), 2.8% of NI GVA; 44,000 jobs (2024); 3,805 business sites (2025)	nisra.gov.uk/news/creative-industries-employ-44000-people-northern-ireland	2 Apr 2026
UK music industry	£8.4bn GVA in 2025 (+5.7%); 220,500 FTE jobs; exports £5.0bn; vinyl £174.7m (+19.9%)	UK Music, This Is Music 2026, ukmusic.org (PDF)	Nov 2026
UK recorded music	£1.57bn revenue in 2025 (+5.0%); streaming £1.07bn	bpi.co.uk/news/13097053	12 Mar 2026
Independent share	Independents 29.5% of Album Equivalent Sales, 34.5% of vinyl LPs	bpi.co.uk/news/13169384	15 Apr 2026
Ireland music sector	About €1bn a year; 13,400 direct jobs; about 68% of IMRO members rely on other work	IMRO, Ireland: Music Report 2025, imro.ie (PDF)	Jun 2025
Ditto Music survey	5,039 artists, 1,003 UK; 74% earned under $1,000 from music in 2025; 47% use AI in music-making	businesswire.com, Ditto Music release, 29 Sep 2026	29 Sep 2026

4. Target market and customer needs

Public evidence only, until the interviews test assumption A3.

Evidence	Figure or finding	Source	Date
Artists' incomes are small	Ditto: 74% under $1,000 from music in 2025; IMRO: 68% rely on other work	As section 3	2025–2026
Album budgets and visuals	UK guide: DIY tier (£0–£350) skips visuals; artwork appears as included at the £4,000–£8,000+ tier. A guide, not a survey	melodyrights.com/how-much-does-an-album-cost	Updated 4 Dec 2025
Fashion start-up budgets	Planning calculator (not a survey): logo and design £0 lean, £300 base, £1,500 high	jamesedison.co.uk/resources/clothing-brand-startup-costs-uk/	Updated 15 Nov 2026
Belfast music hub	Oh Yeah Music Centre: rehearsal, recording, mentoring; curates Sound of Belfast and the NI Music Prize	ohyeahbelfast.com/aboutus	Live page
Belfast industry conference	Output Belfast 2025 panels included "Fix Up, Look Sharp – How to Style Your Band", a photography panel, and a music and AI panel	outputbelfast.com/2025-conference-schedule	2025
Belfast artist studios	Vault Artist Studios: charity, 140+ member artists, four Belfast buildings	vaultartiststudios.com/events	Live page

5. Competitor analysis

Prices copied exactly as shown on 23 Nov 2026. Re-check before final submission.

Tier 1: Newry, Armagh, Down and Belfast (adjacent)

Studio	Place	Product	Pricing	Source
Think Studio	Newry	Brand strategy and identity; hospitality, luxury, heritage	No prices	thinkstudio.co.uk
Laura Burns Design	Near Newry	Logos, identities, print, signage, stationery	No prices	lbddesign.co.uk/brand-design-newry/
SimonTodd	Armagh	Logos, identity, web, SEO	Logo “typically starts from £300-£600”; identity from about £800–£1,500	simontodd.design/services/graphic-design/
Made For Web	Banbridge	Brand and logo design for NI small businesses	No prices	madeforweb.co.uk/services/design/brand-design
Alan Jackson Design	Northern Ireland	Strategy, naming, identity, creative direction; fashion clients	Identity from £4,500 + VAT	alanjacksondesign.co.uk
Stylografik	Belfast	Brand, web, motion, event artwork	No prices	stylografik.com/work
Whitenoise Studios	Belfast	Brand, film, animation, sound; states AI is used only for process and admin	No prices	whitenoisestudios.com

Tier 2: UK and Ireland music and fashion specialists (direct)

Studio	Place	Product	Pricing	Source
OffBeat Graphics	Dublin	Music-industry branding, artwork, merch, EPKs	No prices	offbeatgraphics.ie
Split	UK	Art direction,	No prices	split.co.uk/

Studio	Place	Product	Pricing	Source
		identity, album artwork, packaging		work/record-collection/
Design for Music	London	Music identity, album art, creative direction	No prices	designformusic.com
Studio Moross	London	Creative direction, artwork, live visuals, videos	No prices	studiomoross.com
Friedbanana	London	Album covers, vinyl, digipaks, logos	No prices	friedbanana.co.uk/london-album-cover-designer/
Another Kind Studio	Bristol	Identity, packaging, web, creative direction	No prices	anotherkind.co.uk
Not Studio	London, Los Angeles, Cologne	Fashion identity, campaigns, start-up launches	No prices	not.studio
SUM Design	London	Fashion strategy, naming, identity	No prices	sumdesign.co.uk/fashion-branding-agency
Studio Vera	London	Branding for small creative businesses	From £1,850	studiovera.co.uk/branding-design

Tier 3: online, marketplace and fixed-price services (adjacent)

Service	Product	Pricing	Source
99designs	Contests and 1-to-1	Logo from £249; logo and brand identity pack from £489 (exclude sales tax)	99designs.co.uk/logo-design
Luxbranding	Fixed-price online studio	Logo £129; brand identity £299	luxbranding.co.uk/99designs-alternatives-uk/

Service	Product	Pricing	Source
Design Orbits	Online collateral packages	£89–£499	designorbits.com/branding-agency-uk/
DesignCrowd	Contests	Posting fee up to US$129, plus fees	designcrowd.com/fees
Etsy (Ireland)	Custom band logos	From €5.54; custom metal logo €13.62 on sale (snapshot)	etsy.com/ie/market/band_logo_design

7. Pricing: the published price ladder

Band	Offer	Price as shown	Source
Under £150	Etsy custom metal band logo	€13.62 (sale)	etsy.com/ie/market/band_logo_design
	Into The Wild Studios, logo packages	£90–£260	intothewildstudios.co.uk/product/logo-design-packages/
	Cloud N9ne, album cover	£104	cloudn9ne.co.uk/products/album-cover-design-service
	Luxbranding logo	£129	luxbranding.co.uk
£150–£400	Floa7, logo / album cover	From £150 / from £180 (introductory)	floa7.com/pricing
	99designs album contest	£159 / £249 + tax	99designs.co.uk/pricing/album-cover-design
	Designwest, album cover	From €250 + VAT	designwest.ie
	Luxbranding brand identity	£299	luxbranding.co.uk
	Revelator, album artwork	From £360	revelator.co.uk/album-artwork-cd-cover-design/
£400–£1,000	SuperHub identity	£449.99 / £749.99 ex VAT	superhub.biz/product/brand-design-package
	99designs brand identity pack	From £489 + tax	99designs.co.uk/logo-design

Band	Offer	Price as shown	Source
	Get Noticed logo	£500 / £950 + VAT	getnoticedbranding.co.uk
	Hoverfly logo with guidelines	£650	hoverfly-design.co.uk/brand-design-cost/
£800 and above	SimonTodd full identity	About £800–£1,500	simontodd.design
	Hoverfly brand identity	From £1,250	hoverfly-design.co.uk
	Studio Vera	From £1,850	studiovera.co.uk/branding-design
	Alan Jackson Design	From £4,500 + VAT	alanjacksondesign.co.uk

Day-rate surveys, for context:

Survey	Finding	Source	Date
YunoJuno	UK design average £385/day (2025)	yunojuno.com/freelancer-rates-report/design-contractor-rates	2026 page
Major Players Census 2026	4,024 respondents; Designer average £250 (range £250–£350)	Major Players Census 2026 (PDF)	Apr 2026

8. Legal, ethical and regulatory

Evidence	Finding	Source	Date
Trading allowance	£1,000 now; rises to £3,000 from 6 Apr 2027	gov.uk policy paper, Increasing the trading allowance	28 Oct 2026
VAT	Register if taxable turnover is more than £90,000	gov.uk/how-vat-works/vat-thresholds	Re-check
ICO fee	Tier 1 £52 (£5 off by direct debit); not every controller pays	ico.org.uk, data protection fee	Re-check
Copyright in commissioned work	Creator is first owner unless	gov.uk/guidance/ownership-of-	Updated 14 Oct 2026

Evidence	Finding	Source	Date
	agreed otherwise in writing	copyright-works	
CDPA 1988	s.4(2): “photograph” covers a recording of light or other radiation	legislation.gov.uk/ukpga/1988/48	Statute
Subject access request	Gives a person a copy of their personal data; says nothing on copyright or re-use	ico.org.uk, right of access	Updated 8 Dec 2025
AI and copyright	Government proposes removing protection for wholly computer-generated works; AI-assisted works stay protected under the proposal	gov.uk, report on copyright and AI	18 Mar 2026
D&AD AI rule	Rule 2.15: disclose AI use; wholly AI-generated or prompt-and-select entries ineligible	dandad.org, terms and conditions	2027 cycle
Professional indemnity	Markel: from £8 a month for £50,000 cover; Caunce O’Hara: from about £98 a year	markeluk.com; caunceohara.co.uk	Re-check
HSENI	Fewer than five employees: no need to write a health and safety policy down; DSE guidance covers home working	hseni.gov.uk	Live pages
Artists using their own scans	Angela Palmer, Brain of the Artist (National Galleries of Scotland); Mona Hatoum, Corps étranger (Turner Prize 1995);	nationalgalleries.org ; tate.org.uk; med.stanford.edu	Live pages; 2018

Evidence	Finding	Source	Date
	Elizabeth Jameson, prints from her own brain MRI		

Open point: no statute, case or UKIPO guidance was found that applies copyright law to clinical scans. The dossier states this as open.

9. Operations and running costs

Item	Finding	Source	Date
Granite Exchange, Newry	Hot desk £35 + VAT a day	granite-exchange.com/hot-desking-1-4/	Re-check
Regus, Newry	Day coworking from £39	regus.com/en/gb/newry/coworking	Re-check
The Hub, Newry	Studio Room £110 + VAT half day, £210 + VAT full day	thehubnewry.com	Re-check
Claude Pro (UK)	£18 a month billed monthly, or about £15 a month billed annually, VAT included	expertsure.com (price guide; confirm on claude.com)	Nov 2026
Google AI Pro, student offer (UK)	£4.79 a month (usual £18.99)	hotukdeals.com (price guide; confirm on Google One)	Nov 2026

Gaps (not yet verified)

- UKIPO trade mark search for LOCKJAW / LOCKJAW LABS: to run in person.
- Musicians' Union figures, Society of Authors AI charter: sites blocked during research.
- Adobe, Squarespace and domain prices: read on provider pages; re-check before final submission.