



**fshcreative**

no eyes.. just ideas.

Portfolio



**fshcreative**  
no eyes.. just ideas.

**John Edwards – fshcreative.london**

Children's Story Portfolio





**fshcreative.london is a small, sharp, ideas-driven studio bringing fun,  
family-friendly creativity to life.**

Hello — I'm John, the writer and idea-ologist behind fshcreative.

I create warm, character-led stories full of humour, heart, and a touch of everyday oddness.

This portfolio gathers the worlds I'm building — small stories with big feelings.

# FLAGSHIP PROJECT

## Soluble Dad® – Introduction



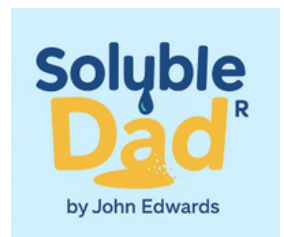
A warm, chaotic, character-led comedy about a dad who dissolves on contact with water... and the family who've become experts at keeping him dry.

Rik (affectionately known as Soluble Dad) has a rare condition: even a splash, mist, drizzle or over-enthusiastic hosepipe can send him fizzing into a puddle.

Luckily, his family have turned water-management into a finely tuned operation – towels, mops, science, and sheer determination.

At its heart, Soluble Dad is a story about family rhythms, emotional overwhelm, and the people who hold you together when you're literally coming apart.

It's warm, funny, and full of gentle chaos – with a cast who love each other fiercely, even when the garden turns into a small-scale emergency.



# FLAGSHIP PROJECT

## Soluble Dad® – Character Roster



**Rik** – Soluble Dad. A gentle, anxious dad who dissolves on contact with water. Permanently wary of hosepipes, misting, and unexpected hydration.

**Benni** – Calm, capable, endlessly patient. The emotional anchor and towel strategist.

**Maya (8)** – Observant junior scientist with a clipboard and a sharp eye for fizz patterns.

**Dexter (5)** – Excitable, worm-obsessed, chaos amplifier.

**Dr Dex Dryden** – Inventor, loyal friend, enthusiastic scientist. Creator of the Regeneration Room and various questionable prototypes.

**Moira** – Mop-wielding realist. Dry humour. Secretly soft. Always prepared for puddles.

**Lottie** – Spiritual, well-meaning, accidentally catastrophic. Brings “vibes” and unintended hydration.

**Risky McGraw** – Human hazard. Means well. Rarely helps. Often falls out of trees.

**Indie (the dog)** – Chaos detector. Biscuit thief. Surprisingly useful in emergencies.



# FLAGSHIP PROJECT

## Soluble Dad® - Series snapshot



**A moment from Soluble Dad and the Garden Gathering — where a “ceremonial misting” goes exactly as badly as you’d expect.**

“Lottie, is that bottle sealed?” Benni asked.

Lottie smiled. “It’s infused with cucumber and clarity.”

She pressed the nozzle.

A fine green mist drifted across the garden—ceremonial, shimmering... catastrophic.

It caught Rik across the forearm.

He blinked.

Then fizzed.

“Oh no,” he whispered. “I’m going... effervescent.”

Benni was already moving.

“Maya, towel perimeter. Dex—Regeneration Room. Moira, mop.”

Rik’s arm bubbled. His shoe hissed. His knee made a sound like a distant kettle.

“I’m losing structural integrity,” he said calmly.

“Someone hold my biscuit.”

**Small print/ T&C’s at the back of the book for parents. (To be read very fast in a posh voice)**

Soluble Dad is a purely fictional character, any similarities or resemblance to a real person are purely coincidental, and he’s not intended to depict anyone in particular.

We at SolubleDad Towers are aware that Soluble Dad sweats, washes his hands and drinks and therefore the factual basis of the storyline could collapse under scrutiny.

It’s a kids book ... get over it ....

If you’re still reading this, may I politely suggest that you start to read the next book in the series, rather than thinking about this in too much detail.

Thanks again for reading Soluble Dad !!

**Solyble  
Dad<sup>®</sup>**  
by John Edwards

# Children's Series

## Fsh & Friends



Fsh and Friends is a picture book trilogy that blends gentle absurdity with emotional warmth, inviting children and parents into a world where small mishaps ripple into big-hearted adventures. Told in simple rhyme and paced for shared reading, each story follows Fsh – a carefree optimist with a knack for getting things slightly wrong, as he navigates friendship, frustration, and the occasional sardine-baed chaos.

The series includes:

- **Fsh and the Grumpy Octopus** – A tale of misunderstood moods and unexpected kindness, as Fsh tries to cheer up a rather prickly cephalopod.
- **Fsh Takes a Wrong Fin** – A story of misdirection and self-discovery, where Fsh learns that getting lost can sometimes lead to finding what matters.
- **Fsh and the Sardine Swirl** – A chaotic underwater dance-off that celebrates difference, teamwork, and the joy of not quite fitting in.



## Children's Series

# OOPS Said the Witch



Oops! Said the Witch is a warm, whimsical picture book series about Ingrid the Repentant Witch, whose well-meant spells have a habit of going hilariously wrong.

Set in a cosy British village and told in playful rhyme, each story follows Ingrid as a small irritation sparks a magical mishap, sending pets, parties, laundry and more into delightful chaos.

But with regret comes responsibility, and Ingrid always works to put things right, learning gentle lessons about feelings, empathy and saying sorry along the way.

The series includes:

- **The Garden Snooze Spell**
- **The Barking Dog Spell**
- **The Wobbly Grass Spell**
- **The Ice Cream Van Spell**
- **The Confetti Catastrophe**
- **The Windy Washing Spell**



# Standalones



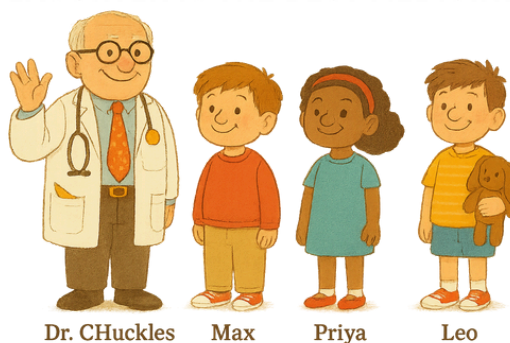
## Laughter is the Best Medicine

Dr. Charles Huckles—known to most as Dr. CHuckles—runs a very unusual clinic. He doesn't prescribe pills or plasters. Instead, he treats imaginary ailments with real jokes, gentle humour, and a listening ear. Whether it's Giggle Block, Invisible Grumpitis, or Too Many Questions Syndrome, Dr. CHuckles always finds a way to help children feel better—one laugh at a time.

Told through a series of short, character-driven vignettes, this picture book celebrates emotional wellbeing, connection, and the healing power of humour. With a warm, grounded tone and subtle visual gags, it's designed to delight children aged 4–7 while offering parents a reassuring wink.

The final spread brings all the “cured” patients together in joyful play, affirming that sometimes the best medicine is simply being seen, heard, and gently cheered up.

### LAUGHTER IS THE BEST MEDICINE



Dr. CHuckles

Max

Priya

Leo

# Standalones

## Beatrix the Sneezzy Bee

A simple one-off feel-good story

Beatrix is a bee with a problem: every time she gets near a flower, she sneezes.

Loudly.

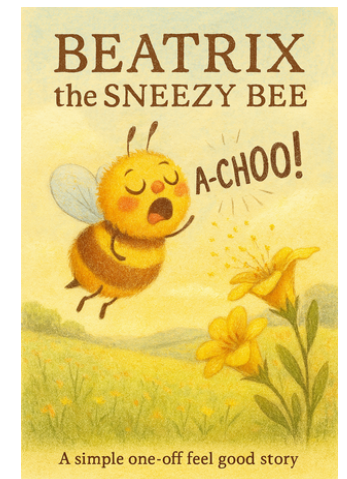
Messily.

Spectacularly.

The hive doesn't know what to do with her.

But one day, Beatrix finds a forgotten patch of flowers—and discovers that what makes her different might be exactly what the world needs.

A warm, standalone picture book about belonging, blooming, and the beauty of being yourself.



# The Classroom Mysteries



## Book 1: The Mystery of the Missing Display

When Class 4A's beloved "Garden of Kindness" display mysteriously disappears, four very different children each try to solve the case in their own wonderfully chaotic way.

- Lina launches a kindness-based recovery mission.
- Zayn creates an emotional art installation.
- Priya opens a full courtroom investigation.
- Noah quietly observes and writes poems about it.

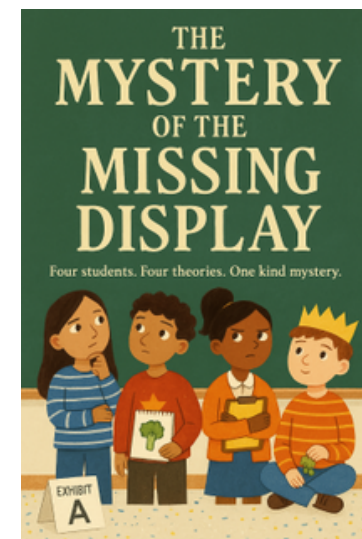
Meanwhile, Milo drifts in and out of the mystery, mostly building snack-based structures and offering unhelpful but enthusiastic commentary.

- The truth turns out to be far simpler — and far sweeter — than anyone expected.

## Book 2: The Mystery of the Assembly for Unknown Visitors

A vague note instructs Class 4A to prepare an assembly for unnamed "visitors," sending the children into a spiral of speculation.

- Lina prepares a diplomatic welcome ceremony.
- Zayn choreographs an avant-garde performance piece.
- Priya suspects espionage and builds a courtroom from PE benches.
- Noah writes gentle welcome poems and folds origami birds.
- Milo builds a juice-box pyramid.
- When the visitors finally arrive — a group of tiny, sticky Year 2s — the class discovers that kindness matters more than certainty.





# UNIVERSE BUILDING

## THE VICS (VERY Important Creatures)

Three small animals (so far) . One quiet village. Infinite delusions of grandeur.

In this character-led picture book series, each creature believes they're at the centre of something epic, whether it's espionage, strategic control, or ceremonial importance. But the truth is far simpler: they're just a hamster, a squirrel, and a snail living ordinary lives with extraordinary self-belief.

- **Codename Crumpet – A Spy Story, sort of ...**

A hamster with a spy complex, believes he's running covert missions from his cage. He logs coded messages, tracks suspicious crumbs, until he falls asleep in his hay.

- **Cedric, The Squirrel Who Ran the Village**

A squirrel with a strategic mind, thinks he's orchestrating village life from his tree. Every bin day, duck formation, and sandwich drop is part of his master plan.

- **Sir Slomington,**

A retired racing snail who once won the Grand Garden Prix... by accident. He's slow, stately, and believes that victory is a matter of mindset, not speed.







## More voices from the fshcreative studio



[www.fshcreative.london](http://www.fshcreative.london)



[www.scrollsmarter.london](http://www.scrollsmarter.london)



[www.thebigiam.london](http://www.thebigiam.london)

# Digital Wellbeing Mascot



## Scrollbert & Scrollsmarter campaign

### **Our Purpose**

To help young people—and those who guide them—build healthier relationships with screens through humour, reflection, and emotionally intelligent storytelling.

### **Our Vision**

A world where digital wellbeing feels natural, not forced.

Where teens laugh at their own scroll habits and feel empowered to change them.

Where educators spark honest conversations using character-led tools.

Where families reconnect through shared reflection—not screen-time guilt.

Where mascots like Scrollbert make self-awareness feel safe, smart, and fun.

### **Our Mission**

Scroll Smarter creates playful, credible resources that:

- Use humour and storytelling to engage students across age groups
- Equip educators with modular tools for PSHE, assemblies, and classroom packs
- Encourage self-reflection without judgment
- Build a mascot-led brand ecosystem — Scrollbert, character editions, blog, merch—that feels warm, wise, and scalable
- Partner with schools, charities, and wellbeing advocates to amplify



[www.scrollsmarter.london](http://www.scrollsmarter.london)



# The Grown-Up Stuff

## A Field Guide to Construction Stereotypes



**The Big I Am by Jonny McMenemy** is a comic-style celebration of the characters who haunt every British building site — from the Old School General Builder to the Van Philosopher and the Apprentice Who's Afraid of Heights.

Across 36 bold black-and-white caricatures, the series captures the muddy boots, cracked banter, and glorious chaos of construction culture with dry humour and affectionate mockery.

Split into six glovebox-friendly volumes, it's built to be dipped into, passed around, and quoted on-site. No filler, no fluff — just character-driven comedy for builders, architects, van drivers, and anyone who's ever wondered what really goes on behind the hoarding.



**Volumes 1-6 available now on Amazon as E-books**

## The Old School General Builder

Also known as:

The Jack-of-All-Trades, The Cowboy Classic, The Heritage Hazard

Habitat:

Everywhere and nowhere. Often found halfway up a ladder, holding a hammer, a spirit level, and a sandwich.

Distinguishing features:

- Can “do it all” but shouldn’t
- Wears shorts year-round
- Refers to qualifications as “paper nonsense”
- Thinks Building Control is a myth invented by millennials

Favourite saying:

“I’ve been doing this since before you were born, mate.”

Behavioural notes:

- Lays bricks, fits kitchens, rewires sockets, and plumbs in toilets—all in one afternoon
- Uses phrases like “bit of a bodge but it’ll hold”
- Believes risk assessments are for cowards
- Once built a conservatory using leftover materials and pure confidence

Natural enemies:

- The Safety Oracle
- The Fire-Stopping Evangelist
- The QS
- The concept of regulation



**THE BIG  
I AM**  
A

## The Decorator Who Thinks He's the Finale

Also known as:

The Finish Whisperer, The Paint Snob, The Site Diva

Habitat:

Arrives late in the project timeline, expects red carpet. Often found tutting near a half-sanded skirting board.

Distinguishing features:

- Carries a brush like it's a sceptre
- Wears whites so pristine they could host a wedding
- Refers to the site as "a canvas" and everyone else as "a mess"
- Believes dust is a personal attack

Favourite saying:

"I can't work in these conditions—it's like decorating a war zone."

Behavioural notes:

- Arrives with a roll of masking tape and a superiority complex
- Criticises the plastering, the joinery, the lighting, and the general vibe
- Asks for silence, space, and spiritual alignment before starting
- Leaves passive-aggressive notes on walls ("This is not ready for paint.")

Natural enemies:

- The Skim Reaper
- The Site Manager
- Anyone who breathes near a freshly glossed door



**THE BIG  
I AM**  
A

## Additional Work – Social Media Content

### Spud - The Angry Potato

I'm not half-baked. I'm fully steamed."  
Spud's rage is golden..... And crispy round the edges."



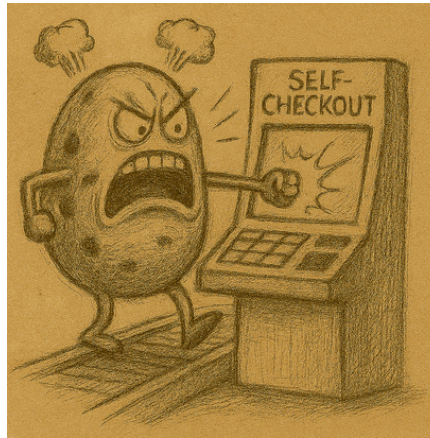
#SpudIsFuming

Some people wake to birdsong and gratitude.  
Spud wakes to rage and regret.  
#SpudIsFuming #NatureNoThanks  
#MorningTantrum  
#FshCreative



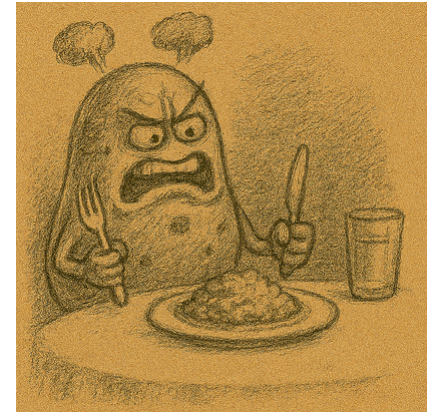
#SpudIsFuming

“Unexpected item in bagging area?  
Unexpected rage in potato area.”  
Why am I paying the same price if I'm doing your job?”  
#SpudIsFuming #SelfCheckoutTantrum  
#FshCreative



#SpudIsFuming

Some people send food back politely.  
Spud sends it back with emotional trauma.  
#SpudIsFuming #MenuLies  
#RestaurantTantrum  
#FshCreative



## Additional Work – Social Media Content



### Spud – The Angry Potato

I'm not half-baked. I'm fully steamed."  
Spud's rage is golden..... And crispy round the edges."

#SpudIsFuming

"Chewing. Loud Chewing. In surround sound.  
I didn't order the audio version of your meal."

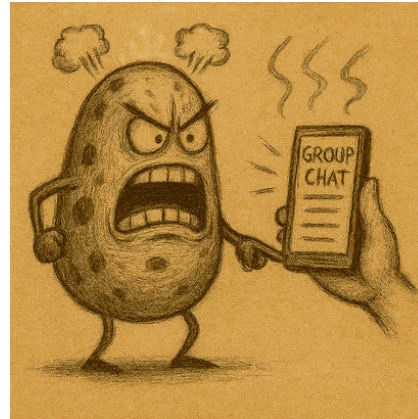
#SpudIsFuming  
#DinnerTantrum  
#FshCreative



#SpudIsFuming

"29 unread messages. And rising"  
The group-chat rage is real. And spectacular

#SpudIsFuming #GroupChatTantrum  
#FshCreative



#SpudIsFuming

"Leaves. Falling. Again  
I didn't ask for seasonal whimsy, I asked for  
peace"

#SpudIsFuming #LeafItOut  
#AutumnTantrum  
#FshCreative



# The Grown-Up Stuff



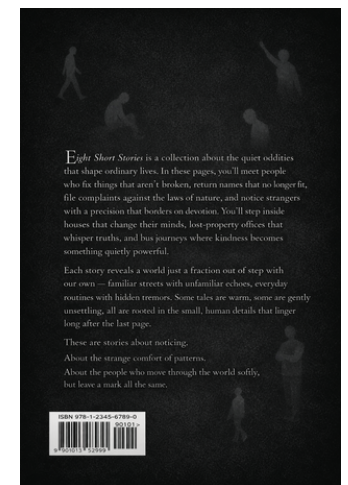
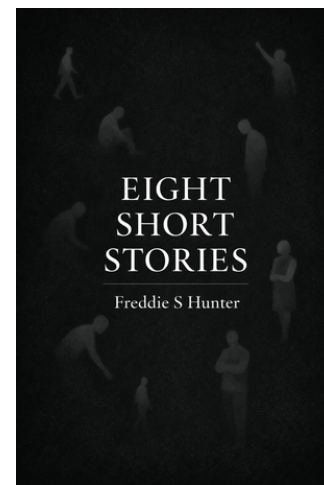
## **EIGHT SHORT STORIES** by Freddie S. Hunter

**Eight Short Stories** is a collection about the quiet oddities that shape ordinary lives. In these pages, you'll meet people who fix things that aren't broken, return names that no longer fit, file complaints against the laws of nature, and notice strangers with a precision that borders on devotion. You'll step inside houses that change their minds, lost-property offices that whisper truths, and bus journeys where kindness becomes something quietly powerful.

Each story reveals a world just a fraction out of step with our own — familiar streets with unfamiliar echoes, everyday routines with hidden tremors. Some tales are warm, some are gently unsettling, all are rooted in the small, human details that linger long after the last page.

These are stories about noticing.  
About the strange comfort of patterns.  
About the people who move through the world softly,  
but leave a mark all the same.

Welcome to a collection where the extraordinary hides in plain sight — and where the smallest moments can change everything.





## Let's Collaborate !

If you're an illustrator, agent, publisher or fellow storyteller, then "hello"  
I'm John, writer and idea-ologist at **fshcreative**.

I'm building a small but growing slate of warm, character-led children's stories,  
and I'm always open to meeting people who know this world well.

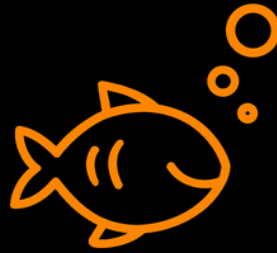
I'm confident in the ideas I'm developing, but I'm new to the publishing side — so  
I'm here to learn, share ideas, and build something brilliant with the right people. If  
anything here sparks a thought, I'd love to talk.



**Contact:**

[john@fshcreative.london](mailto:john@fshcreative.london)

[www.fshcreative.london](http://www.fshcreative.london)



**What's  
bubblin'?**



[www.fshcreative.london](http://www.fshcreative.london)  
[ideas@fshcreative.london](mailto:ideas@fshcreative.london)





www.fishcreative.com

