



# WORKHUBS: HQs for the **home-based business** generation



# Are they under your radar?

- ① How many home-based businesses are operating in your area?
- ① What do they do?
- ① How do they work?
- ① What's their effect on the local economy?
- ① What do they need?
- ① What can you do to help them?
- ① Are there local trends you need to track/anticipate?



# UK business begins at home...

- **41% of UK businesses** are home based (BIS)
- And most businesses now start at home
- Home working has doubled in ten years
- **3.74 million** work mainly at/from home (LFS Q4 2010)
- 62% of homeworkers are self-employed
- Homeworking is 50% higher in rural areas
- Technology and climate change make home working likely to increase rapidly
- It's popular and affordable



# Homeworkers are on trend...

- ① Homeworking self-employed: 23% rise since 2001
- ① Commuting employees: only 1.9% rise
  
- ① Trends are towards the 'free agent'
- ① Two thirds of homeworkers are self employed
- ① These are the flexible working pioneers
- ① Thought: will homeworking staff want to go solo?
  
- ① New way of working needs  
**new type of workspace**



# Some radical thoughts...

- ① The office economy is in decline
- ① Imminent glut of unwanted office space?
- ① Business parks/innovation centres – old ideas
- ① Domination of large employers-for-life almost over
- ① Younger generation won't continue 20th C working
- ① Forget green homes, green travel, green offices...
- ① Low carbon economy will look different
- ① Smarter use of buildings inevitable



# Workforce trends 2001-2010

## South East workforce Q4 2010

- 15.2% homeworking (up 14.75%)
- 9.21% home-based business (up 15.6%)
- Comparison: commuting employees up only 0.28%
  
- South East second lowest rise in commuters
- Workforce trends are clear...



# The workforce in Kent

- ① 66,625 work mainly at/from home
- ① 13.8% of Kent's workforce is homeworking
- ① 32,654 (56%) are self employed
- ① 72% more homeworking (per head) in rural Kent
- ① But 55% of homeworkers are in urban areas

*Source: Our report for Kent County Council  
(all data is LFS Q4 2009)*



# Homeworking by district

## Tunbridge Wells

- 10.67% of workforce work at/from home
- 6.08% run a home based business

## Canterbury

- 10.03% of workforce work at/from home
- 5.43% run a home based business

## Thanet

- 9.39% of workforce works at/from home
- 5.14% run a home based business



# Homeworking by district

## Shepway

- 9.21% of workforce work at/from home
- 4.74% run a home based business

## Tonbridge/Malling

- 9.78% of workforce work at/from home
- 4.61% run a home based business

## Sevenoaks

- 10.34% of workforce works at/from home
- 4.46% run a home based business



# Homeworking by district

## Maidstone

- 9.35% of workforce work at/from home
- 4.3% run a home based business

## Dover

- 7.65% of workforce work at/from home
- 4.05% run a home based business

## Ashford

- 8.34% of workforce works at/from home
- 4.32% run a home based business



# Homeworking by district

## Swale

- 8.49% of workforce work at/from home
- 3.82% run a home based business

## Medway

- 7.94% of workforce work at/from home
- 3.27% run a home based business

## Gravesham

- 8.07% of workforce works at/from home
- 3.14% run a home based business



# Homeworking by district

## Dartford

- 7.45% of workforce work at/from home
- 2.94% run a home based business

## Notes on data:

- 'Home based business' = self employed
- NB definition does not include company directors
- All district averages mask large ward differences
- All have ward hotspots



# Homeworking is good but...

- ① Isolation and invisibility (under the radar)
- ① Not ideal place for meetings
- ① Lack of equipment
- ① Hard to share costs with others
- ① Work-life balance
- ① Homes not designed for work
- ① Can workhubs help solve these downsides?



# Business starts at home

- ① YTKO runs Outset Programme for start ups
- ① 3,000 clients, 400 businesses, six projects
- ① We know that most start ups are home-based
- ① What do these entrepreneurs tell us?
- ① What role might workhubs play in helping these businesses to prosper?



# Business grows at home

- YTKO also helps post start up businesses

## **Enterprising Women Programme 2011:**

- 68% lone worker
- 91% less than 5 staff
- £232 million turnover
- 37% report wrong environment for work
- 40% constrained by work life balance



# Kent home business survey

Over 100 home based businesses surveyed for Kent County Council in 2010:

- 38% ran a limited company
- 86% intended to remain homeworking
- 29% had staff, 22% used subcontractors
- only 27% were members of a network helping them to work from home



# Kent home business survey

- Downsides: poor meeting space, family intrusion
- 87% said they would pay to use workhubs
- Most favoured uses: networking, events, meeting space, finding collaborators, top end equipment
- Willing to pay £50 a month as members, £145 for anytime/full time use



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## Welcome to the Workhubs Network



A new generation of work space is emerging.

**Hub** working is a new service that's ideal for home-based businesses, freelancers, flexible workforces and entrepreneurs.

Also known as co-working, it is taking off across the UK in spaces set up as **workhubs**, offering an 'office when needed'.

FIND A WORKHUB  
**NEAR ME**

TAKE OUR SHORT  
**SURVEY**



- News
- Events

### Jelly at Enterprise HQ Coalport



Wed 20 Oct  
Jelly co-working at  
EHQ Coalport,  
Shropshire

**JOIN**

- Become a Workhub Network Member to:
- List your hub/s
  - Promote your events
  - Share news stories
  - Receive monthly e-news
  - Get access to expert advice
  - Get access to detailed case studies, articles and briefings

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### News

#### PCG's mastermind sessions



PCG is hosting a set of freelance

#### Dads at the Glove Factory



Fathers from varying business backgrounds

#### Wallingford Enterprise Hub networks



Wallingford Enterprise Hub warmly invites

# National study on workhubs...

- ① Government commissioned us to do first UK study
- ① 20 workhubs visited across country
- ① Office when needed
- ① Think business gym: more members than space
- ① Smart use of building, low carbon economy workspace
- ① Fits well with lower public spending
- ① Workhubs as **collaboration HQs**
- ① Core income from full time tenants
- ① Possibility of council staff using them too



# What makes workhubs special?

- ① Workhubs reach the parts others cannot reach
- ① Innovation centres and business parks aim to stop people working from home
- ① Workhubs go with grain of **how people now work**
- ① They prioritise networking and collaboration
- ① Members matter as much as tenants
- ① Low cost way to support hundreds of micros
- ① Ideal location for business support, training
- ① Ideal place to showcase broadband and new equipment



# Digital Peninsula, Penzance



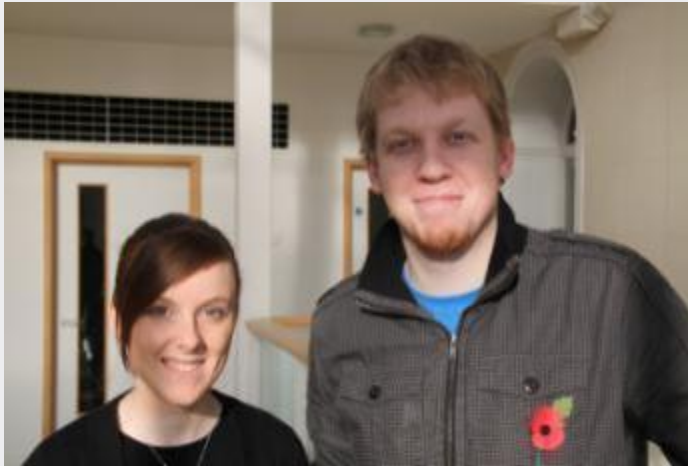
# Enterprise HQ, Coalport



# Forward Space, Frome



# Woodend, Scarborough



# The Werks, Hove



# Glove Factory Studios, Holt



 **WORK HUBS**

# New cheaper delivery ideas...

## 1. Plug-in workhubs

- ① Use existing buildings with spare capacity
- ① Businesses, hotels, clubs etc
- ① Staff already there – so lower running costs
- ① Double benefit (eg daytime food/coffee income)
- ① Supports community infrastructure eg pubs
- ① Make a Challenge Fund available – seek bids



# New cheaper delivery ideas...

## 2. New use of high street empty premises

- ① Empty shops of space above
- ① Seek freelancers to team up and rent space
- ① Install pop-up workhub they can host
- ① Lower running cost
- ① Use location as HQ for broadband showcase
- ① Ideal for market towns or urban neighbourhoods



# New cheaper delivery ideas...

## 3. Workhub as a live/work planning gain

- ① Require a workhub as condition of live/work consent
- ① Developers keen – helps add value to live/work
- ① No cost and low risk: can convert to B1
- ① But must be run well if to succeed. Who will run it?
- ① Link to wider workhub and home business networks



# Supporting all these ideas...

- ① Aim for a series of connected workhubs sharing costs
- ① Fund local workhubs network to support them
- ① Website/booking system, advice, mentoring, etc
- ① Start up period is critical – costs fall later
- ① This approach can be self-funding once established
- ① Ensure you get this right: workhubs are nothing like 1990s bog standard managed workspace



# What we can do

- ① Map home-based business in area
- ① Reach under the radar homeworkers
- ① Surveys and new data
- ① Look at towns/neighbourhoods with best prospects
- ① Advise on how to create workhubs
- ① Explain concept to potential suppliers
- ① Mentor new workhubs
- ① Support them, help share knowledge
- ① Plug them into a new sector



# Q&A

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**THANK YOU**

Any questions?

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