

Working from home: the new work environment of entrepreneurs?

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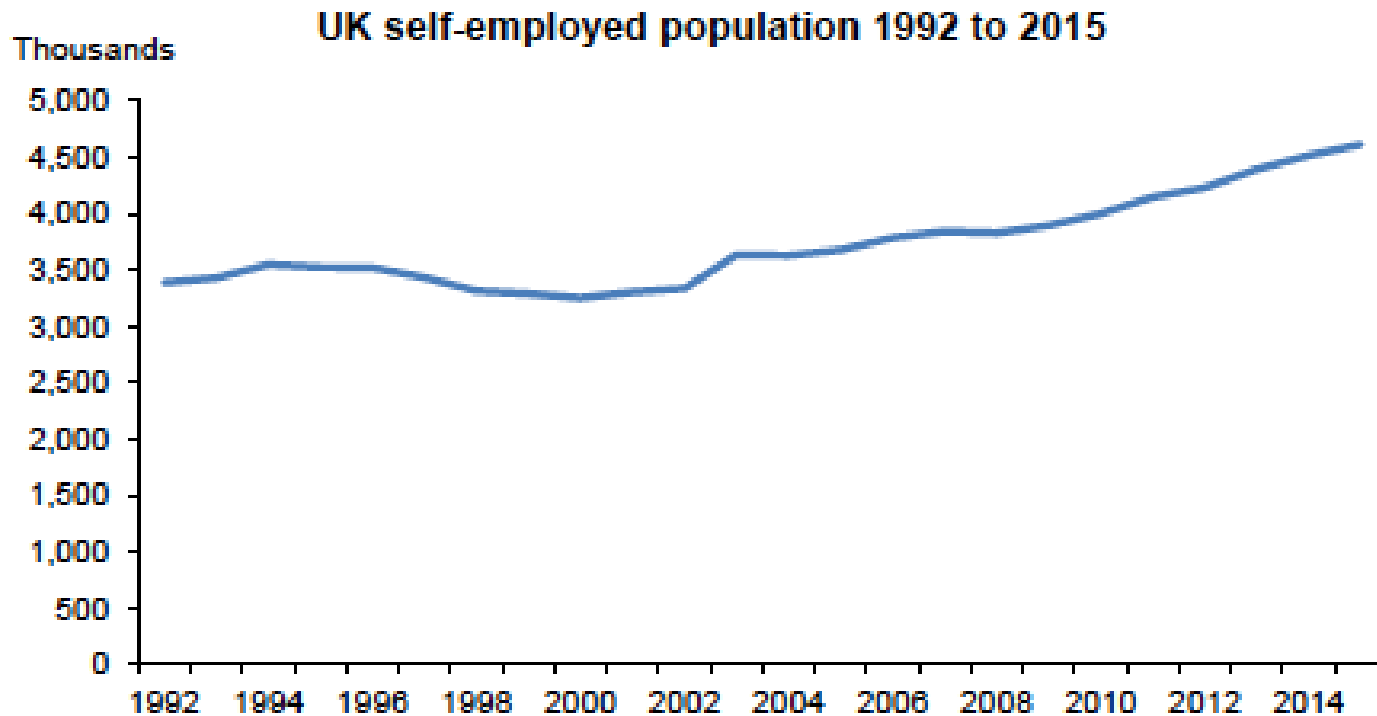
ERC WORKANDHOME, University of Southampton

RGCS Seminar, Cass Business School
24th February 2017

Outline of presentation

- How are changes in work and technology reshaping workplaces, homes and cities?
- Home and neighbourhood as an environment for entrepreneurs?
- Motivations for coworking: networking, well-being, community.
- Home-based coworking models and practices.
- Overlap between the social and economic.
- Theorising home-work relationships: from boundary theory and 'hybrid workspace' to the home-work assemblage?

Increase in self-employment



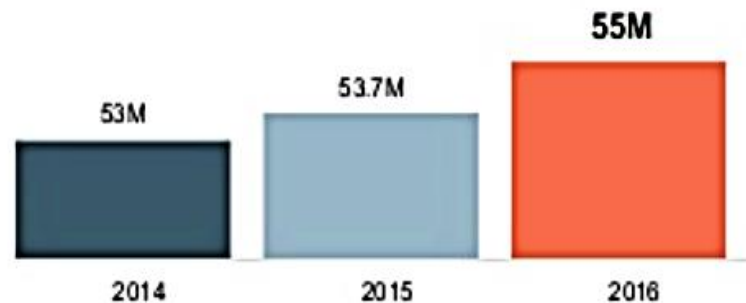
Source: ONS Labour Market Statistics, September to November quarters 1992 to 2015

Source: BIS, 2016

Freelancing is growing

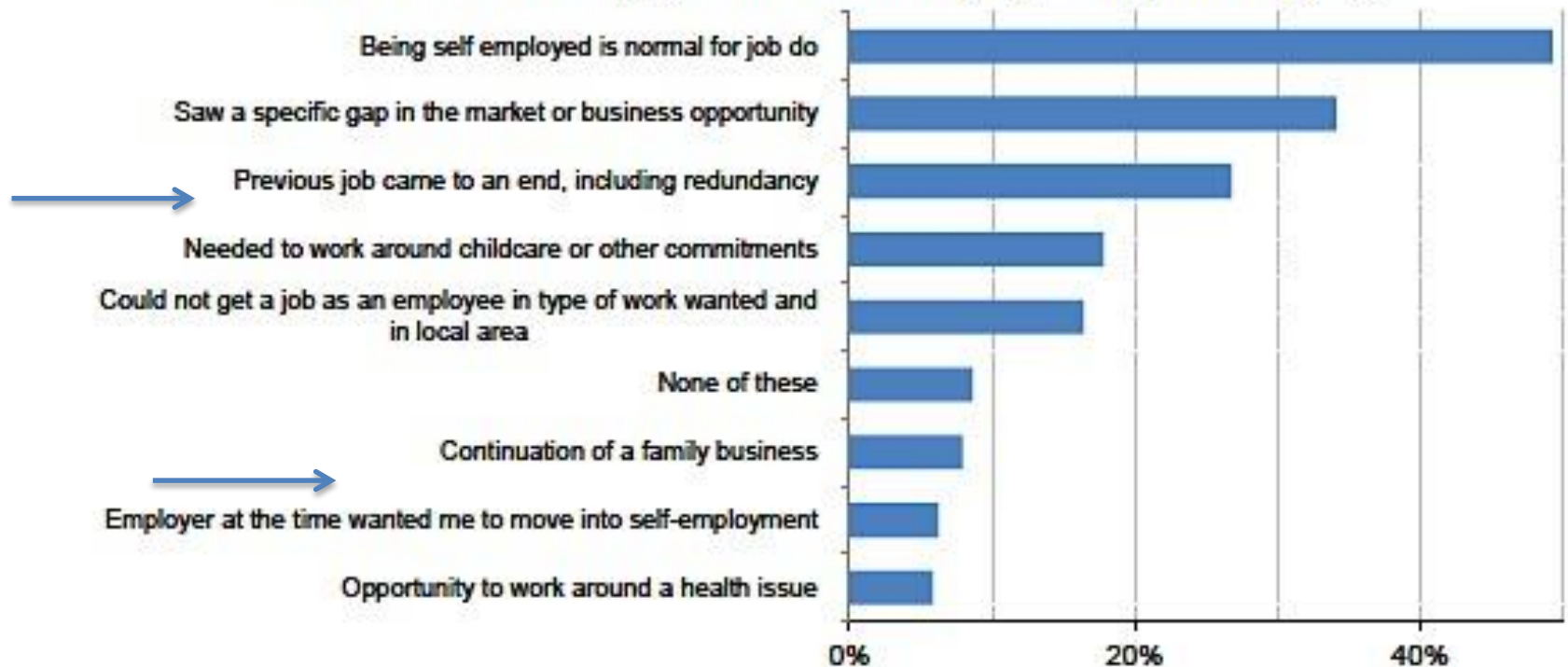
Our survey rigorously screened respondents to determine the percent who earned freelance income in the past year. Results showed that **35% of the U.S. workforce is freelancing.**

Based on the Bureau of Labor Statistics' July 2016 estimate of the civilian labor force at 159 million, we estimate that the U.S. workforce currently includes **55 million people freelancing, an increase of 2 million since our 2014 survey:**



Why self-employment?

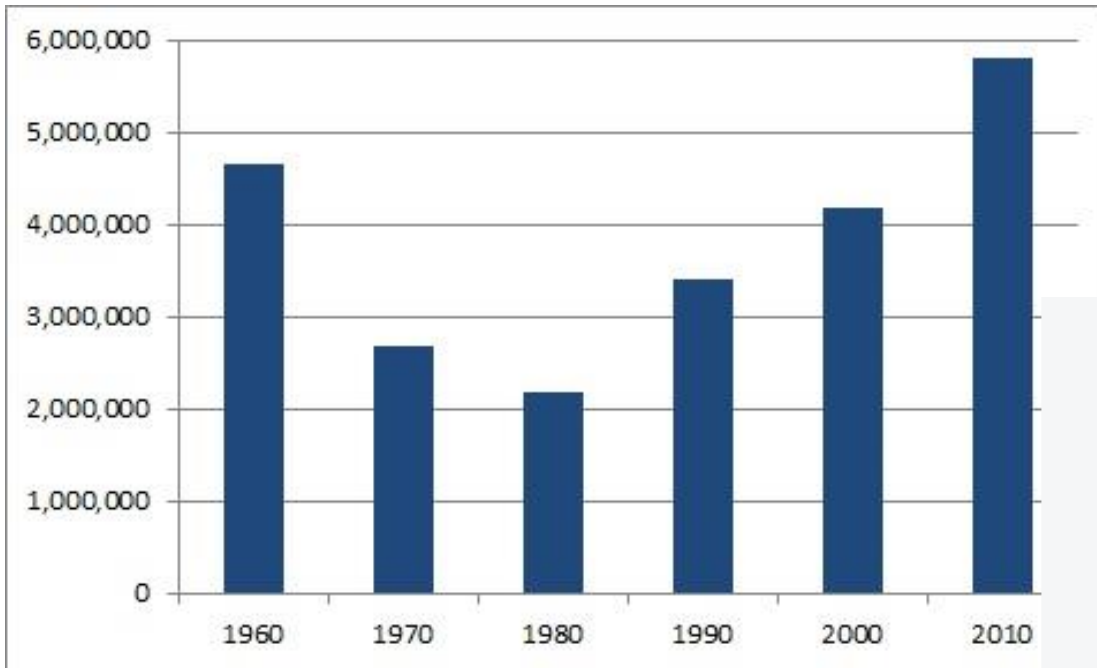
Contributed to taking up current self-employment (all that apply)



Source: BIS, 2016, 7

The resurgence of homeworking

Number of homeworkers in the USA, 1960-2010



Source: Reuschke, Regions 2015, p. 7

IN JANUARY TO MARCH 2014
30 MILLION
PEOPLE WERE IN WORK

Home Workers

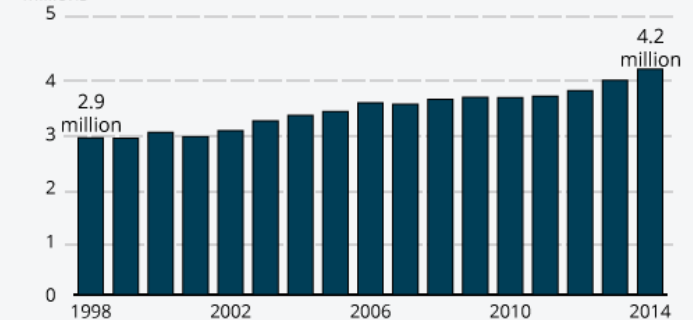
Non-Home Workers

4.2
million

25.9
million

THE NUMBER OF HOME WORKERS HAS INCREASED FROM
2.9 MILLION IN 1998 TO 4.2 MILLION IN 2014

Millions



Source: ONS, 2014, 2

NUMBER OF COWORKING SPACES WORLDWIDE PROJECTION

AS OF OCTOBER 31, ANNUALLY



NUMBER OF COWORKING MEMBERS WORLDWIDE PROJECTION

AS OF OCTOBER 31, ANNUALLY



Source: Deskmag, 2017

From homeworking to coworking?

- Coworking is linked with socio-economic, technological and cultural changes, including increases in home-based and freelance work.
- Coworking as a solution to social isolation (Spinuzzi 2012).
- Linked with innovation and economic diversity in cities (Capdevila 2012, 2013).
- Coworking spaces as 'open source community spaces' - values of collaboration, openness, sustainability (Lange 2011; Reed 2007).
- As a new type of urban sociomaterial infrastructure and an alternative way of organizing labour (Merkel 2015).



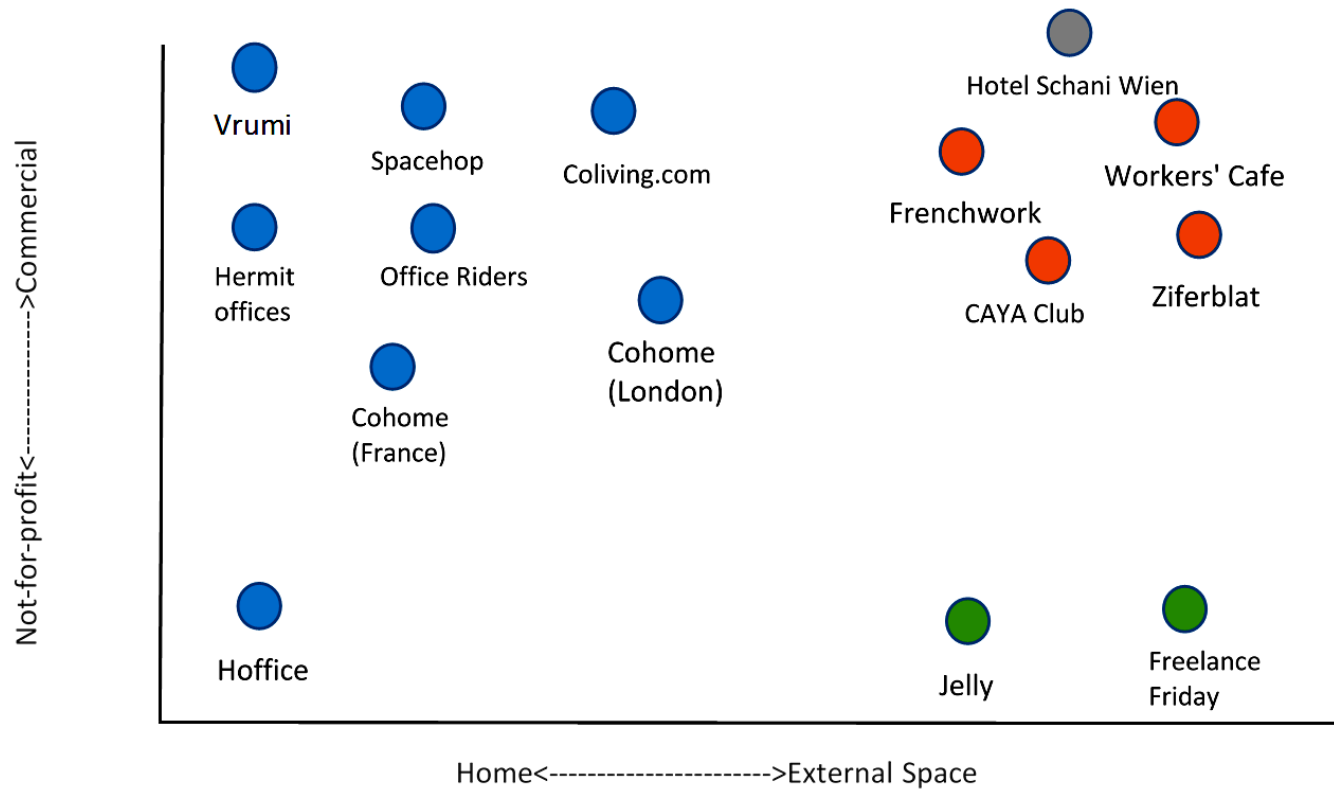
Motivations and priorities of coworking for freelancers

- Networking/collaboration
- Spaces and facilities
- Well-being
- Community-building

Models of coworking

- **Management structure**: top-down, facilitated, self-organized, informal.
- **Economic model**: for-profit, non-profit, collaborative/sharing economy, on-demand.
- **Spaces**: coworking spaces, business hubs, community centres, cafés, restaurants, homes...
- **Practices**: introductions, break activities, shared meals, networking, sharing skills, events.

Coworking spaces and platforms according to location and business model



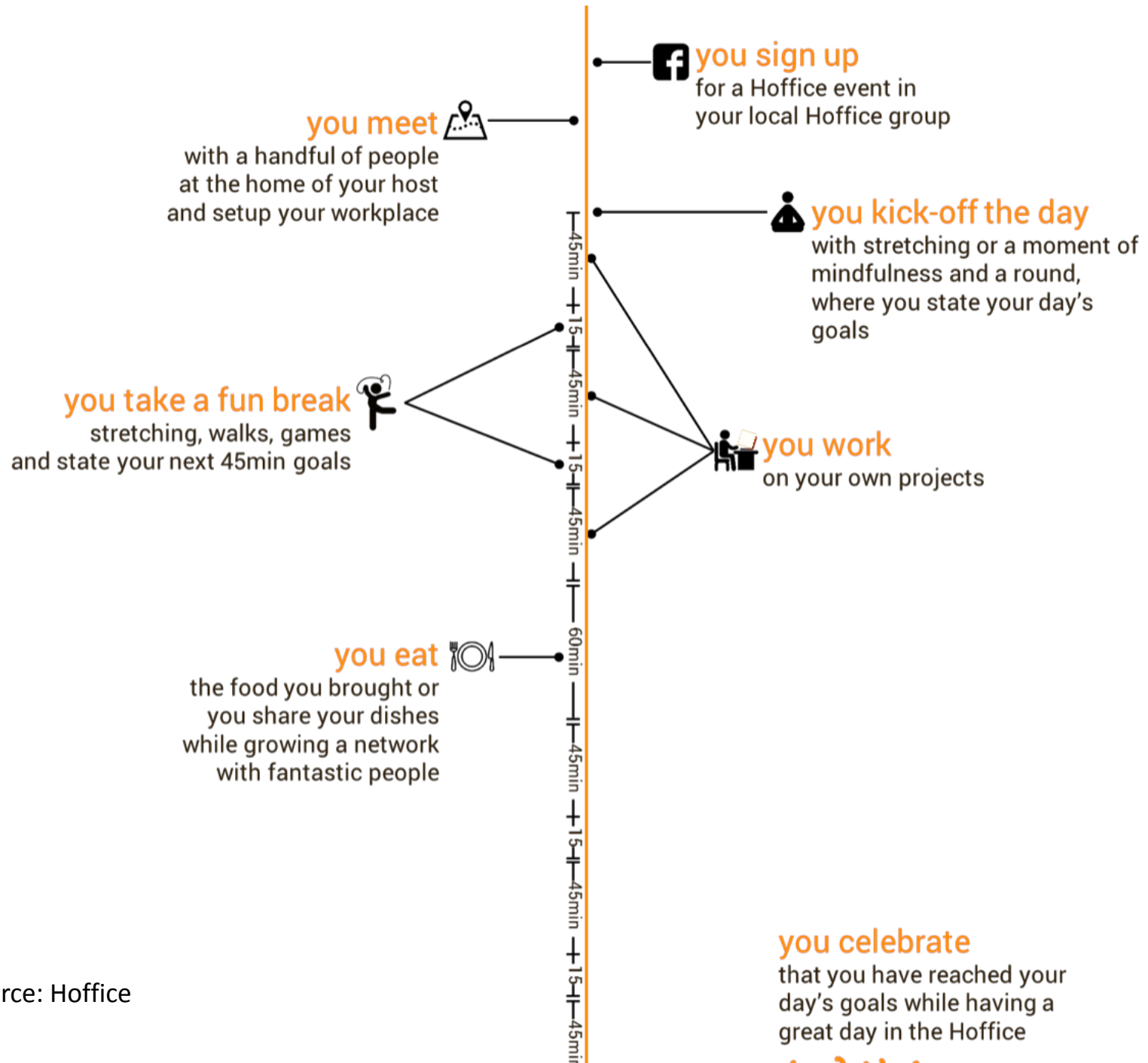
- Homes
- Varying spaces (e.g. leisure centre, pub, coworking space)
- Restaurants or cafes
- Hotels

Hoffice

- Founded in 2014 by Swedish psychologist Christofer Franzen.
- Invites freelancers or remote employees to work at each other's homes - aims of boosting productivity and tackling social isolation.
- Events are free; use of Facebook groups to communicate.
- Links with the 'gift economy' and sharing skills.



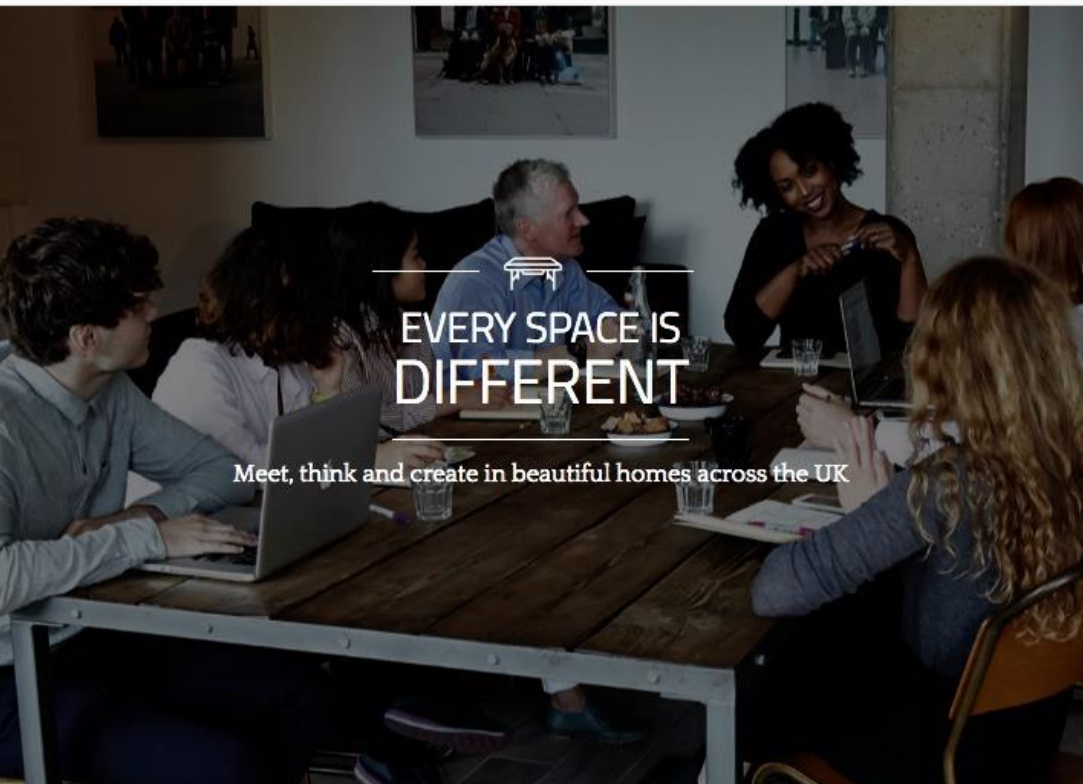
Image: Amrit Daniel Forss



Source: Hoffice

Vrumi: 'opening up the home for work'

vrumi



- Online platform enabling users to access workspace in homes.
- Payment ranges from £10/day for a desk/kitchen table to £300 per day for whole/luxury houses.
- Home as an 'under-used' space and potential source of income for homeowners.

Source: Vrumi



Source: Cohome



Le coworking à domicile

Travaillez chez vous ou chez d'autres avec des professionnels de tous horizons

Rejoindre la communauté

“Home coworking: work at home or at home with professionals from all walks of life”



Image: Annabelle Wilkins



Image: Annabelle Wilkins



Coworking and the future of freelance work

- Are home-based coworking networks 'scaleable'?
- Coworking in multiple spaces at different times – flexibility and affordability are key.
- Potential of coworking to contribute to neighbourhoods and cities.
- Relationships between home and work – from boundary theory to the 'work-life blend' and home-work assemblages.

Thank you

<http://www.workandhome.ac.uk>

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