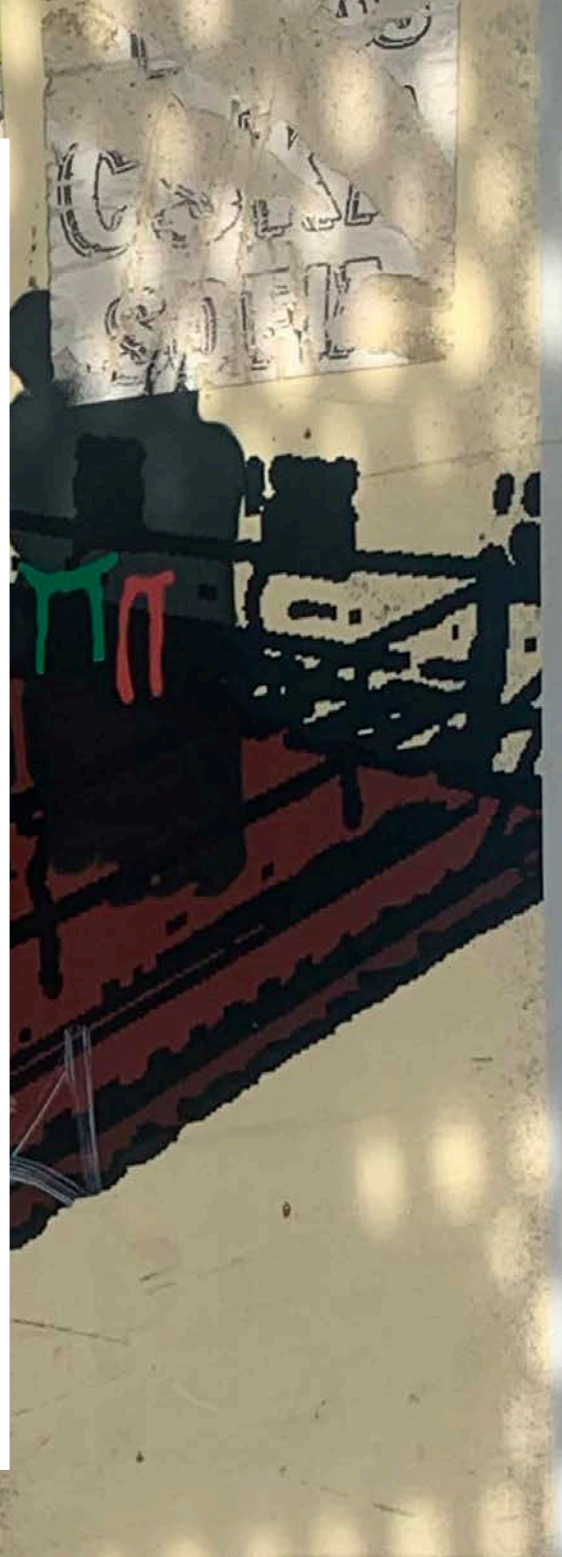


OUTH SQUA



**How do Creative Spaces in East London Facilitate and Enhance Enterprising Activities for Future Local Entrepreneurs?**







This research project is funded by University College London East, with thanks to The Institute of Global Prosperity and UCL Citizen Science Academy.



Creative Wick is the trading name of Hackney Wick and Fish Island CIC, an independent, not-for-profit social enterprise incorporated to trade under the Community Interest Statement. The aim is to establish a permanent, sustainable creative community in Hackney Wick and Fish Island, particularly to advance the arts and culture.

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All photos courtesy of Citizen Scientists

## Acknowledgements

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Creative Wick Living Lab (CWLL)

The Institute for Global Prosperity (IGP)

UCL Citizen Science Academy

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### Citizen Scientists (CS):

Alexis Charles  
Anais Charles  
Halima Hamid  
Jasmine Joseph  
Selene Petersen  
Serina Gardner  
Twinkle John

### Interviewees from Chobham Manor Estate:

AniCat Boxing  
E20 Radio  
I Orbit Radio  
In-Trend  
Obi Personal Fitness  
Re-space Project  
Sallywag Mosh Pit  
The 'Depressed' Baker / SOAP  
Wednesday Films

### Interviewees from Carpenters Estate:

ACME  
Frank Charles Gives a Gift Charity  
Ivy Aubynn Artist  
The Artist Injection

### Interviewees from the Wider East London Community:

Bushwood Bees  
Deep Boroughs  
Fixatorium  
Hoodies  
KF Radio  
Rustic Roots / Health in Wealth

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## Foreword

We at UCL have been thrilled to be able to support and fund the Citizen Science project which is documented here. Thanks to support from the Higher Education Innovation Fund, and with the help of our local hosts, the Hackney Wick & Fish Island Cultural Interest Group and the Creative Wick Living Lab and its organiser, William Chamberlain, we have been able to train an entrepreneurial group of local residents and others with local connections to carry out a unique 'bottom-up' citizen science project that aims to link local enterprise to university research and resources.

Beyond setting the initial research question I and other colleagues from UCL have sat back and let the local scientists work out how they wanted to work and whom they wanted to work with. You have their work in your hands.

Over the summer of 2022, supported by UCL's Institute for Global Prosperity, seven citizen scientists worked with great dedication to find local entrepreneurs in two very different areas on or adjacent to the Queen Elizabeth Olympic Park, to interview them, to observe their behaviour and then to draw general lessons from their findings.

As the academic lead for innovation and enterprise and a local resident I have been thrilled with the sheer diversity of innovation and enterprise our citizen scientists have found both in Carpenter's Estate and Chobham Manor. We, together with our partner, The Hackney Wick and Fish Island Community Development Trust, are still working out quite what a circular economy hub could look like. That work concluded,

we will then have to fund raise for it – so the future and the shape of our meanwhile site is still up in the air – but what is certain is that this research feeds directly into our thinking about how to make this kind of project work.

UCL has come to the QEOP as part of the great shift eastwards of our amazing city. We have come to try and make a difference to the quality of lives in an area of London that has suffered more than most from de-industrialisation and the changing shape of the UK's economy. Enterprise is one of the great ways in which, in a free society, people can take their life chances into their own hands. I am very proud that our citizen scientists have discovered just what enterprise lies hidden behind people's front doors and I trust that in the future UCL will continue to engage with entrepreneurs of many kinds to foster the innovation and wealth creation that lie at the heart of beneficial social change.

**Michael Stewart**  
**Academic Lead for Innovation and Enterprise, UCL East**

# Executive Summary

This research is the first known study to focus exclusively on pre-commercial, future creative entrepreneurs within the growth borough of Newham.

This qualitative study takes an ethnographic approach, making use of interviews and observations to capture the experiences of 19 entrepreneurs based in east London, of diverse backgrounds and from a range of sectors.

## Needs of creative entrepreneurs in East London

The findings indicate that the entrepreneurs included in the study have a diverse range of needs, depending on the sector that their business operates within. Although the businesses have differing needs the research found 4 main areas that all entrepreneurs believe the meanwhile use space should consider, these are values, people, space and operations.

## Entrepreneurial Values

The research found that all entrepreneurs interviewed believe a meanwhile use space should uphold a specific set of values, aligned with their own. These values centred around flexibility, inclusivity, people centredness, sustainability and social capital.

**i.** Flexibility as a core value focused on the ability for entrepreneurs to be part of a space that is adaptable to the various businesses, for example fold away and moveable equipment.

**ii.** Inclusivity, according to the research participants this refers to the ability of the space to accommodate a diverse range of entrepreneurs, from a range of different socio-economic backgrounds.

**iii.** A people centred environment is an important factor to the research participants; The participants,

valued the idea of a space that ensures those using in are at the centre of decision making surrounding it.

**iv.** Sustainability, the impact the space has on the environment was reported as important to the participants, as they want to be part of a space that is mindful of this.

**v.** Increasing social capital, the sharing of knowledge and resources regarding training, networking and community building were highlighted as important.

## Human Capital

The research found that the participants believed it would be important to have a diverse range of entrepreneurs within the space, with internal mentorship and training programmes available. Research participants also felt that UCL staff members should share their networks with entrepreneurs to create more opportunities.

## Functional Space

The research participants emphasised a need for spaces to include a variety of features unique to the type of business, an example of this would-be sound proofing for radio stations.

## Operational Support

The research found that interviewees required support with accessing finance, general business start-up requirements such as admin and accountancy, this should be provided inclusive to the residence at the meanwhile space.

**“My needs are probably to get some real support -incubator support, not just lip service, where people can help me financially, help me to get the access to the funding” - Louise Power**

## Considerations for further research

Further research may wish to consider a few areas, firstly to engage with a study that includes pre-commercial entrepreneurs from all the growth boroughs, this study focuses mainly on entrepreneurs within the London borough of Newham. Another consideration could be conducting a sector focused study, this study engages with a wide range of sectors. A sector focus study would be able to compare and contrast entrepreneurial experiences from entrepreneurs with similar operational needs.

Additionally, a study that focuses on racialised and gendered experiences in relation to the needs of entrepreneurs within the growth boroughs; this may unearth differing experiences due to racialised and gendered differences.



# Introduction

This report provides an overview of the Citizen Social Scientist (CSS)-led study commissioned by UCL East. The study has been undertaken collaboratively with the Creative Wick Living Lab (CWLL), UCL's Institute of Global Prosperity (IGP) and UCL's Citizen Science Academy.

This report forms the basis of the decision-making process for developing an enterprising meanwhile use space, which focuses on the research process and the needs of local entrepreneurs, proposed for Pool Street East in the Queen Elizabeth Olympic Park (QEOP).

The research focuses on understanding the current and future needs of local entrepreneurs in particular, how creative spaces at UCL East might facilitate and enhance enterprising activities for future local entrepreneurs. The findings of this report will influence the design of an inclusive innovation hub which the local entrepreneurs can operate their businesses from.

The study was undertaken by CS from the area local to the proposed site. The CS engaged with actors within the communities surrounding QEOP, in particular Chobham Manor and Carpenters Estate to identify local people who are running 'pre-commercial' businesses. Additionally, the research focuses on exploring the various barriers to success for local entrepreneurs. The aim is to understand how this interim UCL East space might support local people in overcoming these barriers.

The desired outcome of the research for the meanwhile use space was to design a plan of action to bring beneficial change, social value to people and

actionable support with the creation and scaling of viable businesses. This report will focus on the basis of the study, methodology, findings and case studies of local entrepreneurs from the target area.

## Background

This section provides an overview of the proposed meanwhile-use space and the local areas selected for engagement within this project. The project focuses on Carpenters Estate and Chobham Manor for a number of reasons; Carpenters estate predates the construction of the QEOP and is now being rebuilt in line with Newham's regeneration programme. Chobham Manor came into being as a result of the Olympic legacy.

The research seeks to understand the two different environments; both of which border the East Bank area of creative enterprise and research. These two differing sites will provide unique data to assess what local needs are, to which UCL researchers and facilities might respond.

## Affordable workspace in East London

Within the growth boroughs there are a variety of commercially available workspaces, however there is a need for more affordable spaces to support the growth of start-up and scale-up stage businesses, that may not have the funding to afford overheads such as rent for a building. It has been reported that, 'Kitchen table businesses thrive best in affordable incubator hubs where they can collaborate and share resources' (Business LDN, 2022b). Local authorities are keen to support with interventions, for example Hackney Local Authority

have undertaken extensive research to analyse the availability and needs within the borough. The research has demonstrated that the rising cost of rents present a barrier for early stage entrepreneurs, hindering their ability to grow (Hackney Local Authority, 2019).

With regeneration projects being undertaken within the growth boroughs there is the potential for the loss of some of the already limited provision of affordable workspaces, which creates a need for new spaces to be created within the community (Business LDN, 2022a).

## UCL meanwhile use space

The research will inform discussions around developing a meanwhile use space, focusing on how creative spaces at UCL East will facilitate and enhance enterprising activities for future entrepreneurs in East London.

The space is described as 'meanwhile' as the proposed site is part of a wider redevelopment project. The redevelopment of this space is scheduled to take place in a number of years time, and until then the space will remain available for other uses. Rather than the space remaining unoccupied UCL hopes to enable the space to be used in a meaningful way until scheduled works commence.

The space aims to be an inclusive innovation hub located on a vacant site at Pool Street. Although UCL owns the space, the aspiration for the site is to take a collaborative approach by forming partnerships with local organisations and using existing systems

to obtain funding resources. Funding of this site would support further the operation of a locally embedded, pilot-funded Circular Economy Hub, creating an affordable space that local entrepreneurs and enterprising individuals, with a desire to increase the circularity of their work-flows, can reasonably rent.

The space will aim to be diverse in its offering; it will seek to provide a range of facilities for small businesses currently existing within the ever changing East London entrepreneurial ecosystem, including pre-commercial startups and scale ups. Accordingly, the development of the plot will include spaces such as a community event space, dirty workspaces, and offices.

The research takes a CSS approach to investigate ways that meanwhile-use spaces at UCL East can be used to support local entrepreneurs. As a result, CS will undertake qualitative research with an ethnographic approach, by conducting interviews and observations with resident entrepreneurs and enterprising individuals from two key areas, Carpenters, and Chobham Manor Estates. All participants live or work in the area or are connected to the area, such as engaging in local education, training or employment.

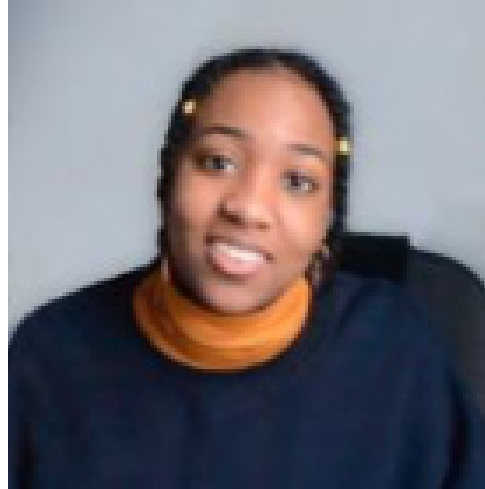
## Citizen Scientists



### Alexis Charles

I have expertise in managing collaborative projects, including Citizen Scientist (CSS) teams, business turnaround + growth, creative entrepreneurs, SMEs + Urban Network Collectives.

I am Hackney-born and Stratford-based. Graduated from several sponsored education programmes (UCL, Loughborough + London South Bank Universities) and am determined to support inclusive innovation, communities, creatives, and marginalized enterprising people who work through challenges, voice real stories and experiences to bring local change.

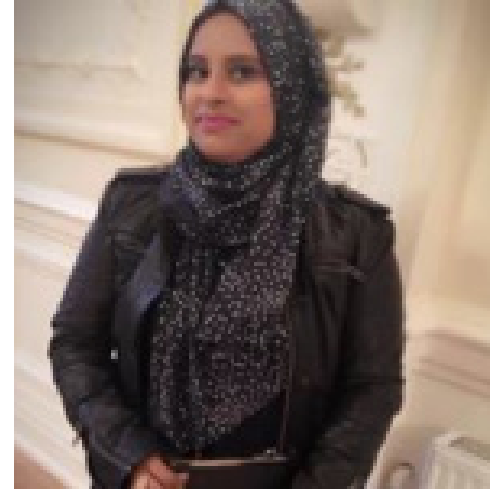


### Anais Charles

I was born in July in the United Kingdom. I am a British artist of Caribbean descent. I grew up in East London where I witnessed a mix of cultures. Seeing all these beautiful facets I wanted to create work that would reflect my community and myself and show the nameless.

I have worked on many pitches and projects for games, characters and ideas; designing works for companies such as Cambridge University ACS and been a part of various programmes for Dulux, Fujitsu and Atlantic Pacific.

My work as an artist and the message that I want to resonate with people is to confront and face the issues we as a collective can face. Currently at University in Paris



### Halima Hamid

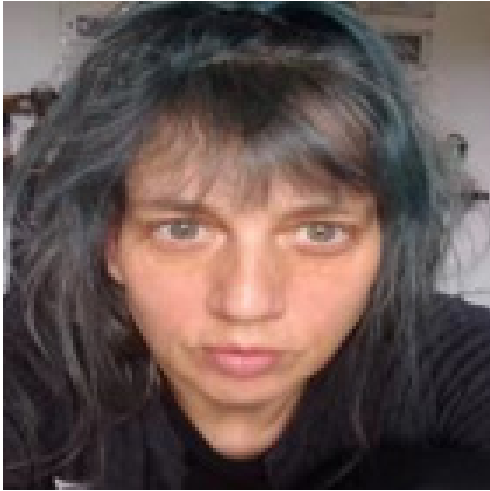
I am Halima Hamid from East-London. A local active mum that enjoys recreational outdoors exercise and movement also healing through ergo therapy, such as cycling, swimming and walking to keep and maintain a healthy and holistic lifestyle. I am a keen community connector, well known as a natural networker and aspire to create community unity projects that inspire grassroots initiatives. I have varied experience with voluntary service work and have been involved in consultations and participations. I have an educational and experiential learning background plus an entrepreneurship journey. I connect better with the human interface such as localised engagements. I am passionate about working with women, also very interested in wellbeing and wellness organisations and retreats.



### Jasmine Joseph

I was born in Ilford and educated in Stratford. I am currently a Psychology undergraduate, with a background in research methods, having carried out small-scale observations and studies in the past. Growing up in Stratford has given me the opportunity to immerse myself in the culture and strengthened my passion to help support the community, as well as provide people with an opportunity to voice their experiences.





**Selene Petersen**

My name is Selene, and I have come a long way. After enrolling in a course of theatre studies/dramaturgy (with a focus on semiotics), fine art and Nordic philology/ Germanic antiquity at university (LMU), I set sail for Blighty and settled in East London. Always looking for the fable, always looking for media to tell a story, I went from theatre to film, from graphic design to animation (Ravensbourne). As a journalist, radio MC, programme manager, filmmaker, and mom... it is always the narrative that fascinates me more than the art pours part. At UCL, I am now starting a new journey. I am following threads and telling the story of the proceeding transformation of the Lea Valley and its residents in the light of the Olympic legacy.



**Serina Gardner**

I am well presented with excellent customer care skills; I have a natural ability to empathize and attend to people on a proactive level with confidence and self-motivation. I can interact well and often receive praise for my approachable and positive nature. Known for my dedication and commitment towards any task and for continually demonstrating a willingness to learn. I am hard working; adaptable to all situations and have experience working with families, children, young people, and vulnerable adults in a variety of settings.



**Twinkle John**

I graduated from engineering school and have some experience working in software. Aside from volunteering as a school governor, I have also volunteered at a children's centre for two years.

I worked as Citizen Social Scientist as a part of the longitudinal study by IGP and UCL. Training included various methods to carry out the research work and also public speaking methods.

My work has been presented to the council, developers, and policymakers in various ways.

I love to travel and see new places, to learn and observe them.

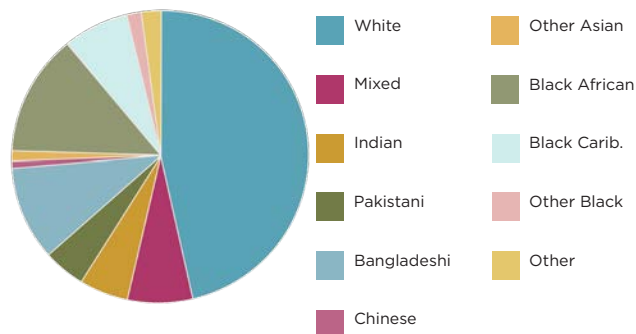
## Research Locations

### Chobham Manor Estate

Chobham Manor is the first of the 2012 Olympic legacy villages in the QEOP, built to meet the BREEAM targets set out in the master plan by the London Legacy Development Corporation (LLDC). Chobham Manor is a collaboration between L&Q, a social housing landlord and Taylor Wimpey (TW), a construction firm (Chobham Manor LLP, 2022).

The development goal was to create a significant proportion of family homes. 75% of the units have three or more bedrooms, and 35% will be affordable homes upon completion of the overall development, creating possibilities for homeownership for families in East London (QEOP, 2022). The Chobham Manor Resident's Association (CMRA) was formed in 2017, and as a community group, they are actively invested in the positive development of this new neighbourhood. CMRA is instrumental in decision-making that impacts activities and services that affect Chobham Manor residents; CMRA also aims to foster a sense of community (CMRA, 2017).

Chobham Manor was selected as a critical research area because it is a sizeable local community close to the Pool Street site, and a community that was developed as part of the Olympic legacy. Chobham Manor is ethnically diverse, a home to a wide range of vibrant local enterprising individuals who may benefit from the opportunity to access affordable local workspaces.



**Fig. 1 Demographic of ethnicities within Chobham Manor.**

### Carpenters Estate

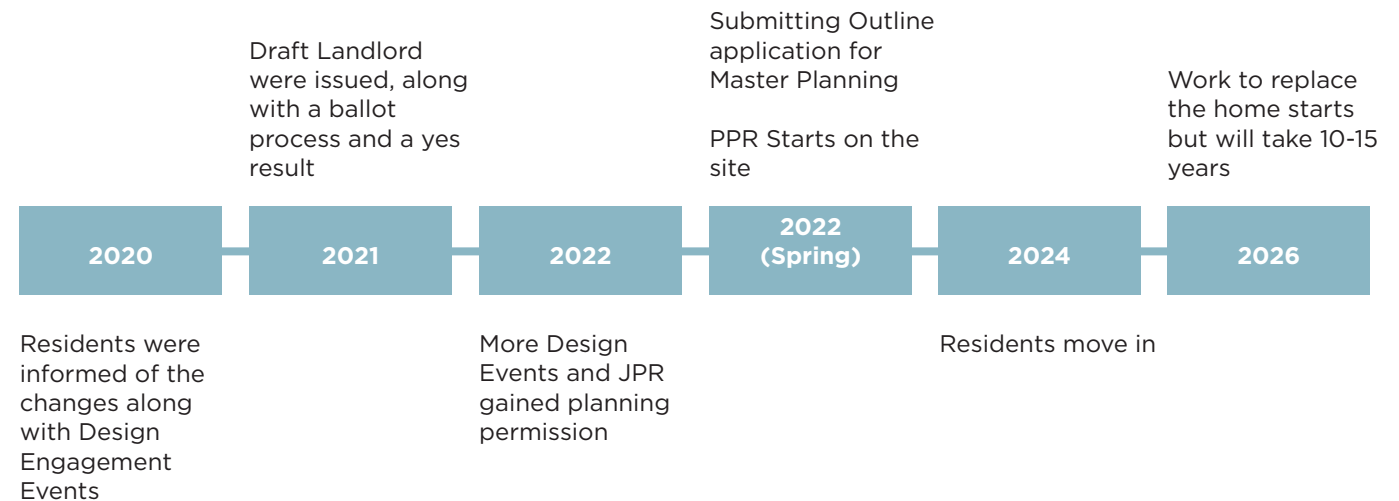
Carpenters Estate is a 23-acre social housing estate built in the 1970s; it is situated in Stratford near the QEOP. Carpenters Estate has experienced much uncertainty about the direction of its future as a community, primarily due to many changes and challenges in regeneration plans for the estate. The estate has 710 homes, of which over 50% are currently empty. This is due to residents, encouraged by Newham local authority, moving out; however, it has not yet managed to be completed by the local authority (The Carpenters, 2021).

At times, the local community within Carpenters Estate has expressed discontentment with the regeneration activity and its direction, including some of the challenges of gentrification within the local area. The local authority has now adopted a new approach, engaging with community leaders and tenants to take a collaborative approach to the new plans for the site (Newham Local Authority, 2022b).

As a result of the challenges surrounding the direction of Carpenters Estate, the Mayor of Newham has made some commitments to the local area, such as engaging with residents and businesses to decide on the future of the community, to create genuine social value by building affordable homes, of which 50 % will be for social rent purposes. The local authority is committed to maintaining a community hub, which is a central location on the estate for locating local entrepreneurs and pre-commercial community groups. Also, the local authority has commissioned an independent advice service for residents living on the estate, and those who have moved but have the right to return (Fiaz, 2019).

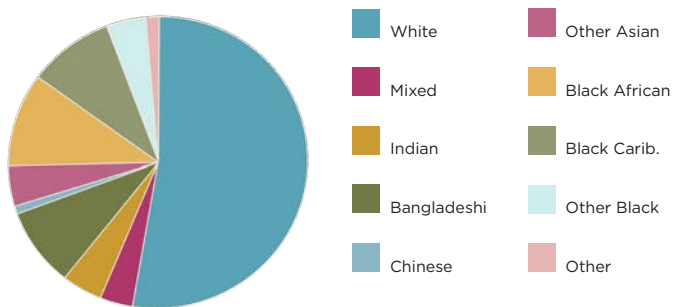
Below in Fig 2. is the timeline for the proposed new regeneration plans for the Carpenters Estate.

**Fig. 2 Carpenters Estate regeneration plan (Newham Local Authority, 2022a).**



Carpenters Estate is a diverse community, as demonstrated in Fig.3. Although it has been through adversity, it has nurtured many enterprising individuals within the local community. As a result, engaging with these individuals would allow for tangible social impact by offering local people access to an enterprise space at the Pool Street site.

Considering the regeneration activities undertaken in Carpenters Estate, the enterprise space would allow community members to acquire stable premises for their business pending the site's regeneration, with the view to return if desired upon completion of the development.



**Fig. 3 Demographic of ethnicities within Carpenters Estate.**

Although there are many workspaces within the growth boroughs, they may not all accommodate to a diverse range of different business needs or be financially accessible. The aim of the site will be to include the needs of various entrepreneurs, for example artistic spaces, workshops, digital media spaces as well as office space, at affordable rates or subsidised to remove barriers to access.



## II. Methodology

### Capacity building approaches

This section provides an overview of how Citizen Social Science and UCL's Citizen Science Academy supports the CS to develop capabilities to deliver scientific based social research through the bespoke training programme.

### An overview of Citizen Social Science

At UCL Citizen Science involves embedding members of the public in the data collection process to contribute to a scientific research study. Using embedded citizens to engage in this research is undertaken because it has been demonstrated that these individuals can gain rich data as they have a unique relationship within the community, they are researching (Purdam, 2014). UCL CSS projects focus on complex questions about human behaviour and how societies are organised, such as understanding the lived experiences of inequality and poverty or how people's beliefs influence their behaviour.

### An overview of UCL's Citizen Science Academy

The Citizen Science Academy is an innovative new initiative that delivers community-based, practice-led learning to equip people with the knowledge and practical skills to take part in research to shape place-based policy-making and social action. Led by the Institute for Global Prosperity, the UCL Citizen Science Academy is designed in partnership with UCL Office for Open Science and UCL's cross-faculty Citizen Science Working Group.

The Academy has been designed to make participation in research inclusive and accessible to people from all kinds of backgrounds. Rigorous, high-quality education and training programmes are 'applied', meaning they are linked to active research projects, and are delivered in non-academic, community-based settings. Academy researchers do not need any prior experience of research, work or study in further or higher education. The Academy aims to build a sustainable and scalable infrastructure to deliver education, training, and recognition for citizen science outside Higher Education institutions, and to shape place-based policy-making and social action.

The Academy delivers practice-based learning to equip citizens, and voluntary and public sector organisations, with knowledge and practical skills about social research methods. Programmes are modular - delivered in non-academic, community-based settings, and supported through open-access digital learning resources.

### The role of the researcher

The study uses CS to undertake the research, as it has been demonstrated that these uniquely positioned individuals achieve a depth of insights into the research area. Without this insider position, engaging the participants may not be so accessible, as researchers with no apparent allegiance to the community can be perceived as outsiders. When a community has had prior challenges with outsiders, it can be challenging to trust that the research will benefit the individuals participating. CS, by their embeddedness, can gain access, allowing them to engage with a diverse demographic, forge collaboration and co-creation, and produce high-quality research. Before undertaking the research, all CS within the study participated in a rigorous CS training programme as mentioned above, led by the IGP and UCL Citizen Science Academy.

The diagram below demonstrates the ten elements within the training programme the CS engage with, these enable the CS to undertake the actions needed to fulfil the research brief.



**Fig. 4 Capacity building process.**

**(UCL Citizen Science Academy, 2022)**

## Research methods

This section provides an understanding of the research methods; the research question, brief description of the research process; the research and data explication process; the rationale; and the ethical considerations.

The CS within this project worked as part of a small team, using qualitative research methods which have been developed for research that aims to influence policy, planning and investment to improve the quality of life and opportunities in people's neighbourhoods. This research took an ethnographic approach, the application of walking ethnography in the areas local to Carpenters and Chobham Manor Estates. Research tools such as semi-structured interviews, observations and photography were used to allow the researchers to gather rich data. 19 entrepreneurs were identified and participated within this study. The CS focused on understanding how different factors influence opportunities to prosper and what is needed for enterprising individuals to actualise these.

### Research questions and brief

The main research question is as follows:

"How can creative spaces at UCL East facilitate and enhance enterprising activities for future entrepreneurs in the area?"

The brief intended to answer the research question includes the following points:

- The CSS team participates in a research project investigating ways that meanwhile-used spaces at UCL East can be used to support local pre-commercial creative sector entrepreneurs.
- The CSS team interviews Carpenters and Chobham Manor Estates, resident entrepreneurs, and enterprising individuals.
- The CSS team needs to collect between fifteen and twenty-four rich reports, stories and cases about SMEs and entrepreneurs.
- The Interviewees should either live or work in the local area; additionally, they may have other local connections, for example undertaking education in the local area.

### Research and the data explication process

This research has been undertaken using ethnography, with research tools such as document analysis, structured and semi-structured interviews, observations, and photography, with the application of the a(x4) model.

The research has been conducted according to the diagram below in fig. 5. This diagram demonstrates the journey of undertaking data gathering by the CS.

**Fig. 5 The data gathering process undertaken by UCL Citizen Science Academy (UCL Citizen Science Academy, 2022)**



The data explication process permitted the data to be defined appropriately by the CS; the process undertaken consists of the following steps:

1. CS and facilitators to engage with the development of the interview schedule
2. CS and facilitators to engage with the community via walking ethnography to find research participants
3. CS to capture audio-visual data (videos of interviews)
4. CS to take pictures of the environment
5. CS to conduct semi-structured interviews
6. CS to transcribing audio-visual data to create texts to be coded
7. CS to partake in coding transcriptions to develop the research themes
8. CS to coding observations and visual data such as photographs
9. CS to engage with the data to develop an analysis
10. CS to produce meanings for analysis via the use of the a(x4) model
11. CS to integrate codes into themes and narratives
12. CS to create case studies for each participant based on the analysis of the data collected.

### Data Collection and analysis process

The CS gathered a range of audio-visual qualitative data and transcribed them into a plain text document for coding. The researchers used an a(x4) model to capture relevant actors, artefacts, activities, and the atmosphere for analysis (Robson and McCartan, 2016). Videography and photography were also collected to build individual case studies for the entrepreneur participants and to understand the space requirements.

<b>Actors</b> People: ages, genders, characteristics	<b>Artifacts</b> Objects: all scales cars, bikes, light fixtures, walls, stones, toys, trash
<b>Activities</b> Walking, playing, working, painting, laughing, arguing	<b>Atmosphere</b> Multiple scales weather, light, tense, joyful, loud, quits, dark, crowded, calm

Fig. 6 a(x4) model (Robson and McCartan, 2016)

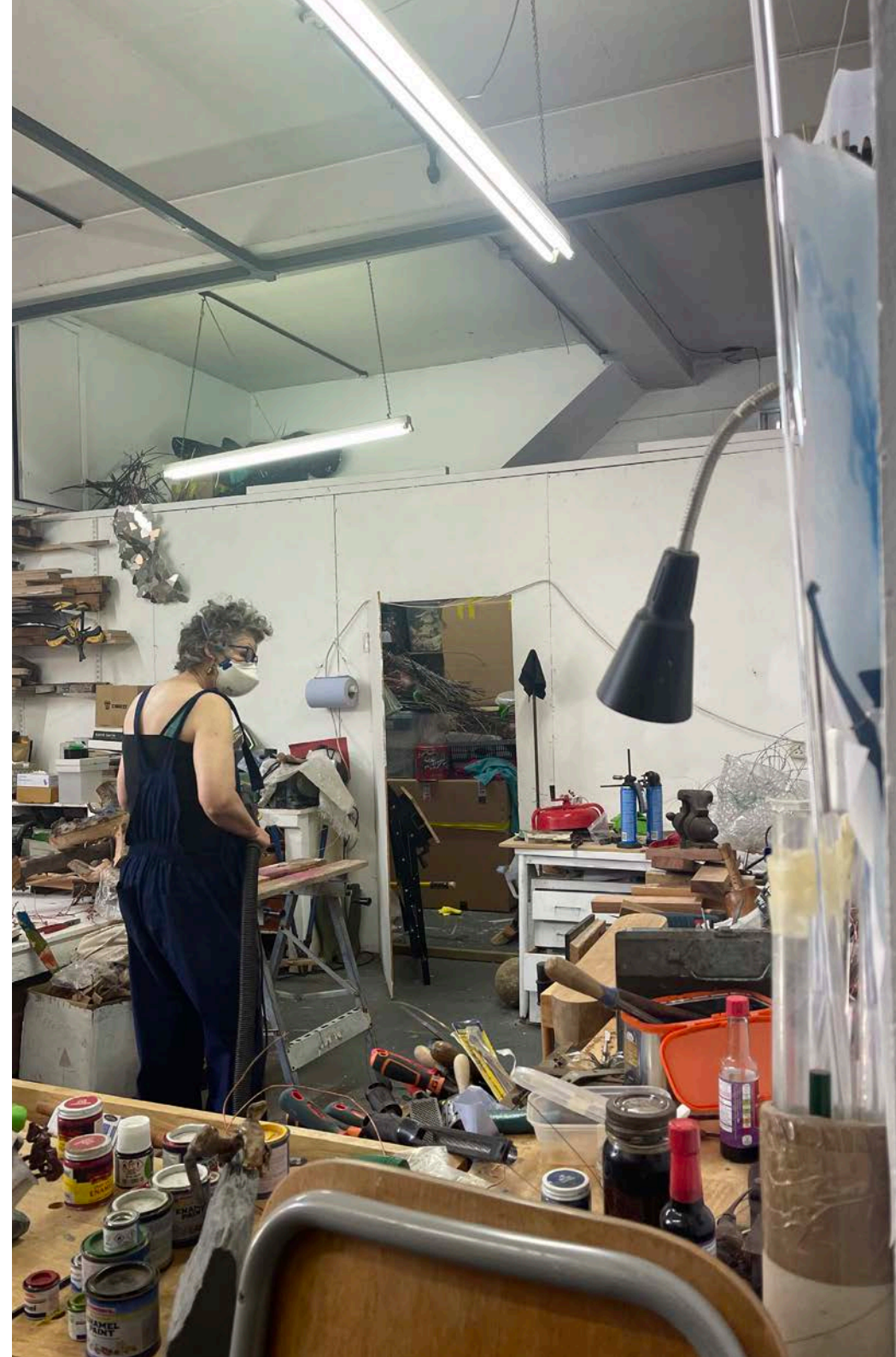
### Rationale

The choice to use an ethnographic mixed data collection method was selected to gain a clear understanding of the realities of the local entrepreneurs. Participants were identified through the process of walking ethnography undertaken by the CS team within the Carpenters and Chobham Manor Estates.

The research seeks to understand the current position of their businesses, the entrepreneurs' needs and barriers to their success. Additionally, to demonstrate the practical usage needs, the meanwhile use space would need to have if the local entrepreneurs were to relocate their business to the meanwhile use space.

### Ethics

The Creative Wick Living Lab has followed ethical procedures advised and supported by researchers at the Institute of Global Prosperity, UCL East and UCL's Academy for Citizen Science. Ethical considerations were considered by all participants: the citizen scientist and members of the community, and ethical approval was granted prior to the start of this project. Also, a risk evaluation was carried out. As part of the ethical guidelines, consent was received by all participants in the study.

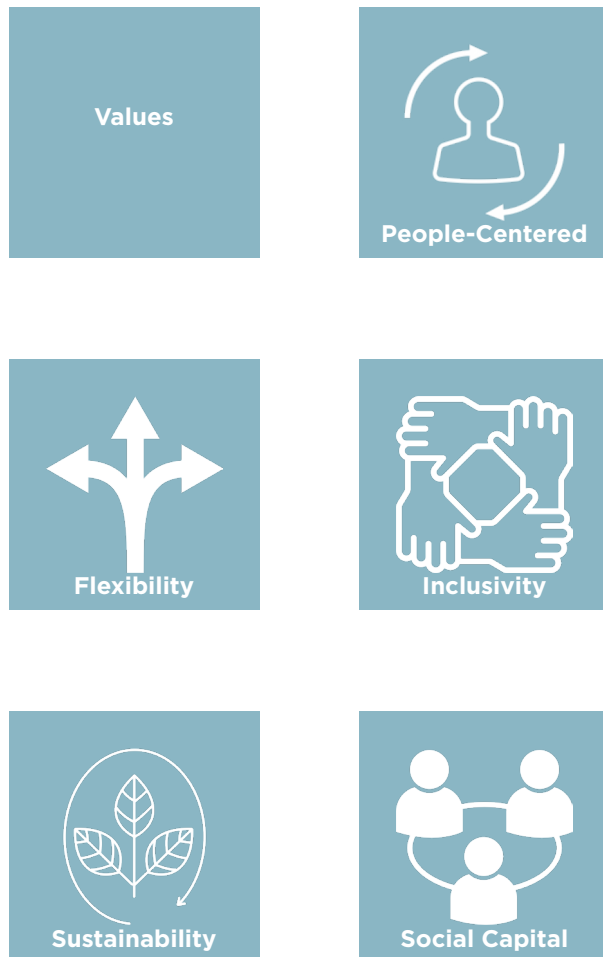


# III. Findings

The findings reflected within the study have two different outputs, these are intangible and tangible. The intangible findings within the research centres around the shared value system of the participants. The tangible findings centre on the requirements participants need to support the day to day operations, these are people, the space and operations within the meanwhile space.

## Intangible findings: Values

The data derived that the overall values held within the meanwhile use space are paramount to entrepreneurs operating their businesses from there. The participants concluded that there were 5 main values to be considered in the diagram below.



The Values are as follows:

### People-centered

A welcoming physical environment, relaxed, friendly, and compassionate, with potential for collaboration with each other, putting the businesses at the centre of the decision-making on the space.

**“there’s much more to this than what I do! Let’s share the space and expose more individuals, platforms and organisations with common goals!”**

**“1 in 4 people will suffer with mental illness at some point in their lives, so statistically speaking it is a fairly prevalent condition. That said I wonder how many of those people will be empowered to speak about their mental illness, in a way that helps to reduce the problem in the future?”**

### Flexibility

The space should cater to a range of individual needs, for example, flexible operational hours, adaptable spaces, and furniture. A dynamic multi-use space allows for a diverse range of businesses, for example, conference spaces, training and radio, and facilities that may have competing needs, such as sound management.

**“Space is always amazing, potentially a design thinking space focused on issues facing the world, I like the idea of brainstorming and building solutions with students and trying to experiment with new solutions that are optimistic but also practical much like my food banks.”**

### Inclusivity

There is a demonstrated need for local engagement to support social cohesion in the local community. An encouragement for diversity and positionality. As well as a space that includes individuals with a range of differences such as neurodiversity, dis/abilities, and additional support for parents, for example, childcare.

**“You have the space and also have access to the networks that can help, because I was not able to grow.”**

### Sustainability

A reflection on the operations and the building: an affordable lease and belief in a circular economy hub, environmentally consciously designed, up/recycling and redistribution.

**“If I got this space it would be to inspire people locally and for them to step forward and build their legacy.”**

### Social Capital

A collaborative approach by engaging with shared support services, collectiveness, networking, and a skills exchange. Social capital values will support with enabling each other to function meaningfully within the community.

**“My needs are probably to get some real support -incubator support for both not just like lip service, just where people can actually help me financially, help me to get the access to the funding.”**

## Tangible findings: People, Space and Operations

The tangible findings are outlined below and demonstrated within the individual case studies.

### People

The data found that the demographic of people will be critical to the cohesion of the meanwhile use space. The possibility of engaging in networking was highlighted as essential to fostering collaboration. The creation of opportunities is a need shared by the research participants to support the scaling of their businesses. Internal mentorship and training opportunities have been highlighted as vital to help enterprises sustain themselves in the space. Fostering a diverse demographic of companies from within the area was found to be crucial to create a genuinely inclusive space for all members of the community. Businesses have been identified and engaged with from within the research areas, to contribute to the hub's design and to relocate their business there.

#### Interviewees from Chobham Manor Estate:

- AniCat Boxing
- E20 Radio
- I Orbit Radio
- In-Trend
- Obi Personal Fitness
- Re-space Project
- Scallywag Mosh Pit
- The 'Depressed' Baker / SOAP
- Wednesday Films

#### Interviewees from Carpenters Estate:

- ACME
- Frank Charles Gives a Gift Charity
- Ivy Aubynn Artist
- Miss Ouch Radio

#### Interviewees from the Wider East London Community:

- Bushwood Bees
- Deep Boroughs
- Fixatorium
- Hoodies
- KF Radio
- Rustic Roots / Health in Wealth

### Space

The research found that the space needs to include some key features, including:

- A dirty workspace
- Storage space
- Flexible/ multi-use workspaces
- Events spaces
- Climate control
- Convertible space
- Soundproofing
- A central hub
- Security built-in the building features
- Yard space
- Hard flooring

### Operations

The Research found that the operation of the space will be critical to its ability to support local entrepreneurs sustainably. The following states the specific operational resources local entrepreneurs highlighted:

- Accounting support
- Admin support
- Business start-up and scale-up support
- Affordable rents and services
- Technical support
- Accessibility
- Time/system flexibility
- Security
- A crèche
- A space for dogs



**Fig. 7 Word Cloud showing needs of interviewees**

### Conclusion

The research outcomes of this report have identified the factors to be considered when developing an enterprising meanwhile use space, which can adequately support the needs of local entrepreneurs. The research has also supported the CS within the project to gain key skills in citizen social science research methods, allowing them to form connections with a variety of local entrepreneurs and wider stakeholders.

The research process unearthed a set of core values which need to be considered during the development of the meanwhile space, these can be considered as a best practice to accommodate the range of enterprising individuals within the local area.

During the study undertaken by CS from the area local to the proposed site, it was discovered that the needs of local entrepreneurs differ according to the business and sectors they operate within. Recommendations have been made as to how this space can be inclusive of those needs. Although the businesses have different needs, the core values of all of the individual businesses outlined within the case studies share a vision for this space.

The key factors to be considered are assistance from UCL and the wider community of stakeholders to support with running of 'pre-commercial' businesses, owned by local people. Additionally, the research uncovers a need to support local entrepreneurs with the removal of the various barriers to success.

Additionally, the CS presented this research at a community presentation, showcasing the range of entrepreneurs that have been engaged with, as well as their proficiency within CSS research methods.

To conclude, the research findings for the meanwhile use space demonstrate the requirements when designing a plan for a space, which encompasses creating social value and the scaling of viable businesses, with entrepreneurs from the local area.



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# Appendix

## Appendix I: Participating Entrepreneurs

To the right is a table displaying the 19 entrepreneurs which engaged with the study, 8 case studies have been developed to showcase the needs local entrepreneurs have for a meanwhile use space.

Name of Company	Entrepreneur	Industry	Website
ACME	Jack Fortescue	Artist Studios Provider	<a href="http://acme.org.uk">acme.org.uk</a>
AniCat Boxing	Anika Sadik	Health & Wellbeing	
Bushwood Bees	Salma Attan	Beekeeper	<a href="http://bushwoodbees.co.uk">bushwoodbees.co.uk</a>
Deep Boroughs	Alexis Charles	Business & Community Network	<a href="https://linkedin.com/in/alexis-charles/">linkedin.com/in/alexis-charles/</a>
E2O Radio	Mal Reding	Radio	<a href="http://malreding.com">malreding.com</a>
Fixatorium	Sean Rodrigo	Immersive VR Artist	<a href="http://virtualrealityartist.co.uk">virtualrealityartist.co.uk</a>
Frank Charles Gives a Gift Charity	Frank Charles	Charity	<a href="http://frankcharles.org.uk">frankcharles.org.uk</a>
Hoodies	Anais Charles	Fashion	<a href="http://anokidd.artstation.com">anokidd.artstation.com</a>
I Orbit Radio	Louise Power	Radio	
In-Trend	Emmanuelle Bassmann	Beauty	<a href="http://in-trend-ltd.com">in-trend-ltd.com</a>
Ivy Aubynn Artist	Ivy Aubynn	Artist	<a href="http://ivyaubynn.wixsite.com/ivyaubynn/about">ivyaubynn.wixsite.com/ivyaubynn/about</a>
KF Radio	Karen Ay	Radio	
Obi Personal Fitness	Obi Ohuruogu	Health and Wellbeing	<a href="http://yourpersonaltraininguk.co.uk/trainers/obi-ohuruogu">yourpersonaltraininguk.co.uk/trainers/obi-ohuruogu</a>
Re-space Project	Gee Sinha	Regeneration	<a href="http://respaceprojects.org">respaceprojects.org</a>
Rustic Roots / Health in Wealth	Halima Hamid	Food Business	Instagram: <a href="https://www.instagram.com/therusticrootscompany">@therusticrootscompany</a>
Scallywag Mosh Pit	Selene Petersen	Safe Space for Children	Twitter: <a href="https://twitter.com/ScallywagMoshPi">@ScallywagMoshPi</a>
The Artist Injection	Claudz aka Miss Ouch	Media & Radio	<a href="http://linktree/missouch">linktree/missouch</a>
The 'Depressed' Baker / SOAP	Krishna Vytelingum	Comedy and Catering	Instagram: <a href="https://www.instagram.com/the_depressed_baker">@the_depressed_baker</a>
Wednesday Films	Charlotte Cleave	Film	<a href="http://wednesdayfilms.co.uk">wednesdayfilms.co.uk</a>

## Appendix II: In Depth Case Studies

### ACME

ACME was founded by artists, for artists, in 1972. They support the development and production of art by reducing artists' practical challenges and increasing their ability to take creative risks. ACME work collaboratively with partners to deliver affordable and secure artist studio provision.

Since 1983 ACME has been renting space on Carpenters Road and, is the largest artist studio and charity housing association in the UK. Due to the regeneration plans within the East London area, ACME's current site is due for demolition.

ACME currently has 15 buildings in 8 boroughs, housing 600 studios with 800 artists. The challenges ACME are facing are that they are at maximum capacity and have a waiting list of 1200 artists who currently do not have access to affordable studio space. They now occupy a temporary leased space from Newham local authority, which has been inhabited since 2001. Due to the redevelopment of this space, ACME will need to seek out alternative spaces to house its artists. Currently, they house 35 artistic businesses.

**“If the investment is in the people, not in the tax return of business – it is a better return for the local area”. Helpful to add note on who quote is from. Did interviewees give permission to be named? Or anonymise and say ‘a space manager’”**

### ACME's needs:

ACME have specific business needs that pertain to artists; these are as follows:

- Large door
- Hard floor
- High ceiling,
- Noise insulated
- Controllable environment
- Storage space.

The values specific to ACME are flexibility (time, space), inclusivity, affordability, and the ability to foster a collaborative approach.

Meanwhile, Use Site:  
Offer artists an affordable space that facilitates their needs and values.



## The Depressed Baker / SOAP

The 'Depressed' Baker/Strangers on a Patio is an organisation with a social purpose. The organisation seeks to unite people through baked goods and comedy within the Chobham Manor area.

**“1 in 4 people will suffer from mental illness at some point in their lives, so statistically speaking, it is a prevalent condition. That said, I wonder how many of those people will be empowered to speak about their mental illness in a way that helps to reduce the problem in the future?” - Krishna Vytelingum**

**“I feel that every biscuit I sell in an office block does help to share that story. Trying to de-stigmatize depression and attempting to change any type of negative culture is very much about winning hearts and minds, and the more venues that I can sell to, the better my chances of making any sort of difference will be.” - Krishna Vytelingum**

### The Depressed Baker's needs:

#### Space

- A professional kitchen is needed, which can be utilised by different organisations within the meanwhile use space.
- A modest size outdoor performance area.
- Event space: A room to host a comedy event, up to 120 seating and can be decorated in the style of a New York comedy club
- A small pop-up restaurant
- An operating bar quite extensive in size
- Two functioning pool tables

#### Operations

- Support with an exploration of alternative therapies and their therapeutic benefits.
- Comedy sessions
- Workshops that actively have therapeutic benefits.
- Conduct studies of the therapeutic impact of baking and comedy on mental health
- Research the link between baking and psychology
- Support to create and sustain commercially viable baking and comedy workshop-based business

#### People

UCL staff and students, to foster collaboration with UCL's Psychology department to develop a study based on comedy and baking and allow the student to volunteer in the prep kitchen and within the organisation.



## The Artist Injection

Claudz aka Miss Ouch is a radio presenter, music columnist, and brand Ambassador for Ultra Vision TV, as well as a CEO & Host for her online platform 'The Artist Injection' based on Carpenters estate.

**“As a multi faceted platform who is often approached to showcase various genres of entertainment online & on location - It is evident that there is an incredible need to provide a professional & permanent outlet for local and international underground talent to be aired & where local businesses can advertise ” - Claudz aka Miss Ouch**

### The Artist Injection's needs:

#### Space

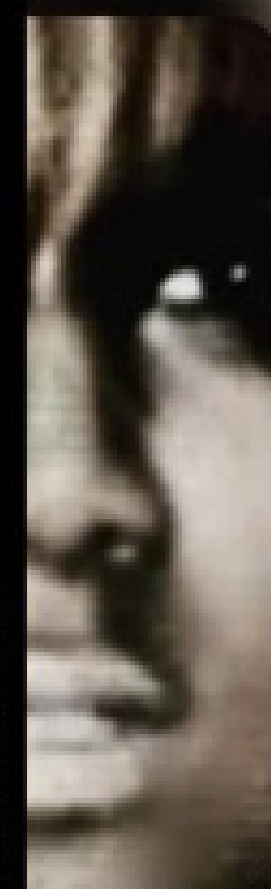
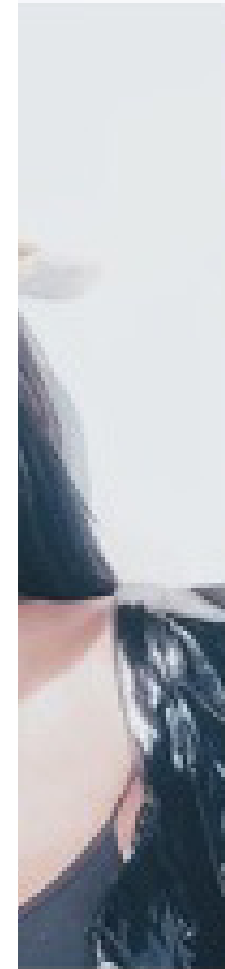
- Technical radio equipment
- Affordable space
- Flexible, time and adaptable to accommodate diverse needs
- High ceilings, controllable lights/ natural lights
- Soundproofing
- Events space (Ms Ouch “provide a space where people get trained on how to stream)
- Waiting area facility

#### Operations

- To provide a space where people get trained on how to stream.
- A security guard at the building, especially in the evening, to ensure safety.
- Access to funding

#### People

- To engage with UCL staff and students to develop radio production and streaming workshops.



Advocates  
...



\*Inform, Educate, Entertain and Inspire

## I Orbit Radio

An award winner, New York City Bar & United Nations 2022, CEO & Founder, diversity & inclusion consultant, presenter (TV, Radio, & Podcast), board member CTC and social entrepreneur.

**“My needs are probably to get some real support -incubator support for not just lip service, just where people can help me financially, help me to get the access to the funding.” - Louise Power**

**“You have the space and have access to the networks that can help to grow.” - Louise Power**

### I Orbit Radio's needs:

#### Space

- Lighting
- Presentation, equipment
- Affordability rents
- Off-peak working hours
- Printer/ scanner accessibility

#### Operations

- Start-up support
- Accountancy
- Funding, support
- Technical Support: Wi-Fi, streaming,
- Security: secure equipment, security monitor, security presence. Lockable storage space.

#### People

- Business advisor/mentor



## Frank Charles Gives a Gift Charity

Frank Charles is the owner of the Frank Charles Give a Gift charity.

Frank is a British Empire Medal winner and an inspirational member of the Newham community. Frank's charity operates a food and clothes bank from the Carpenters estate, as well as utilising a mobile van and his home to further the charity's activities.

In addition to a food and clothes bank, Frank is a qualified mentor - orchestrating anti-bullying workshops and literacy lessons for young people.

**“These are the things I’m passionate about... I don’t work full-time; full-time work is my charity. So, if I got this space, it would be to inspire people locally and for them to step forward and build their legacy.” - Frank Charles**

### Frank Charles Gives a Gift Charity’s needs:

#### Space

- A space to help facilitate a food and clothes bank
- Storage space
- An area to lead mentoring and self-development sessions

#### Operations

- Security

#### People

- Like-minded individuals to collaborate with to improve the quality of life in Newham



## Obi Personal Fitness

A community fitness organisation based in Chobham Manor estate, run by a former banker turned fitness enthusiast. Obi Personal Fitness grew into a business from a local Bootcamp session in Chobham Manor in 2015.

**“During the lockdown, I was keen on getting my own space, but I thought there was no way I could get my own space at an affordable rate in this area. I thought there was no way, and even when I enquired, they all said we’d got plans already. So, I was like; I’ll stick to the gym”. - Obi Ohuruogu**

### Obi Personal Fitness needs:

#### Space

- Storage Space  
– Specifically to support heavy equipment
- Affordable rent
- Good lighting Offers an open, bright, durable space to cater to various well-being/personal fitness needs and training techniques.

#### Operations

- Fully accessible building

#### People

- Internal mentoring and coaching





## AniCat Boxing

Anika is passionate about empowering women and, for the past seven years, has acted as a mentor for the Media Trust Hidden Talents program and London Metropolitan University Mentorship Program, helping young women gain insights into the media industry. As an avid boxer, Anika works closely with WeBox, a female-led company offering workshops to empower women, using boxing principles to create a champion's mindset.

**“There’s a misconception about boxing being for muscular men. I think it’s 80% mental and 20% physical. It’s humbling for the ego, but my confidence has improved 100%. There are still sexist assumptions about the sport — people are always surprised when I say I box”. - Anika Sadik**

### AniCat Boxing’s needs:

#### Space

- Affordable rent
- A studio/gym space

#### Operations

- Access to a building round the clock

#### People

- Business advice



## Appendix III: Participating Partners

### University College London (UCL East)

UCL is the commissioning partner and UCL East is a new campus in The Queen Elizabeth Olympic Park, offering degrees and developing research to tackle the biggest challenges facing people and the planet.

### Creative Wick Living Lab (CWLL)

Creative Wick is a non-profit Community Interest Company and sits on the Creative Enterprise Zone (CEZ) steering group. Its founding Director, William Chamberlain, is also a co-founder of the Hackney Wick Fish Island Community Development Trust (HWFI).

### The Institute for Global Prosperity (IGP)

The Institute for Global Prosperity at UCL is redesigning prosperity for the 21st century, changing the way we conceive and run our economies, and reworking our relationship with the planet. IGP's vision is to build a prosperous, sustainable, global future, underpinned by the principles of fairness and justice, and allied to a realistic, long-term vision of humanity's place in the world.

The IGP undertakes pioneering research that seeks to dramatically improve the quality of life for this and future generations. Its strength lies in the way it allies intellectual creativity to effective collaboration and policy development. Of particular importance to the IGP's approach is the way in which it integrates non-academic expertise into its knowledge generation by engaging with governments, policy makers, business, civil society, the arts and local communities.

### UCL Citizen Science Academy

The Citizen Science Academy is an innovative new initiative that delivers community-based, practice-led learning to equip people with the knowledge and practical skills to take part in research to shape place-based policy-making and social action. Led by the Institute for Global Prosperity, the UCL Citizen Science Academy is designed in partnership with UCL Office for Open Science and UCL's cross-faculty Citizen Science Working Group.

<https://www.ucl.ac.uk/bartlett/igp/research/ucl-citizen-science-academy>

If you would like to get in touch with the Citizen Scientists email UCL Citizen Science Academy on [londonprosperity@ucl.ac.uk](mailto:londonprosperity@ucl.ac.uk)





OUTH SQUA



WEST  
KIAN  
KIAN

