

Hubs: Place, Work, Knowledge



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THE SKYWORKS
CREATIVE



Arts & Humanities
Research Council

Creative Works London

- Major funding from AHRC (arts and humanities) research council (£4 million)
 - Knowledge transfer
- Research Strands: work, audiences, digital
- Creative Vouchers
 - 99 projects
 - 300 participants
- 30 Knowledge exchange events

Why are hubs important?

- Co-location and /or networking node
 - Adds value to activities
- Needed to incubate/ build capacity of SMEs
 - Reduce weaknesses of SMEs
 - Business support;
 - To create new products
 - to get products to market
 - Access to finance
- Are 'creative hubs' any different?
 - Are all hubs the same

Hubs compared

Access to Technical/IT Facilities																				X			
Awards, Competitions and Schemes	X	X	X	X			X			X	X	X	X	X		X		X		X	X		
Business Support/ Advice		X	X	X	X	X	X	X			X	X	X	X		X	X	X			X	X	
Environmental/Ethical Advice			X			X	X								X						X		
Export Advice/Support		X	X								X												
Funding	X	X		X		X				X	X	X				X				X		X	
Incubator Units		X																					
Intellectual Property Advice											X									X		X	
Knowledge Transfer Partnerships		X	X								X			X	X						X		
Mentoring		X	X	X	X	X				X	X	X			X		X			X		X	
Resources and Information Provision		X	X				X				X			X	X						X	X	X
Showcasing Opportunities	X		X	X	X					X	X	X	X	X	X	X			X				
Skills Strategy									X														X
Studio Space		X		X	X																		
Training/Courses			X		X	X	X	X		X		X			X	X		X		X	X	X	X

Challenging issues: research gap

- Most of work evaluating hubs has been advocacy, or generic
- It fails to differentiate the knowledge needed, added, or its value
- It does not discuss the ways in which knowledge and skills are delivered.

Findings from our case studies

- Hubs/Incubators and SMEs
 - even more challenging when micros, or sole operators
 - Skills AND knowledge
 - Generic AND specific (creative practice specific)
 - It's constitutive knowledge/ making
- Hybrid forms
 - Formal/informal
 - On/off line
 - Networks/spaces
- Situated
 - Place
 - Creative practice
- The 'what' AND the 'how' of knowledge

Lessons

- Hubs are developmental places
 - Curating development, Learning
 - Not simply banking knowledge
 - Not simply brokerages/matchmakers
- Hubs are diverse
 - Specific to a creative field
 - Hybrid forms
- Provide ability to interpret knowledges and values
 - The 'how' is as valuable as the 'what'
- Embedding in place and cultural/business contexts