



CHANGES IN THE USE OF HOMES

- WORKANDHOME -

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Meanings/functions of home

Depres (1991)	Somerville (1992)	Mallett (2004)
Material structure	Shelter	House
Permanence, continuity	Hearth	Ideal
Security and control	Heart	
Refuge	Paradise/Haven	Haven
Status	Abode	
Family, friends	Privacy	
Reflection of self		Expression or symbol of self
Centre of activities	Roots	Being-in-the-world
Place to own		

Source: Blunt, A. and Dowling, R. (2006), p. 10

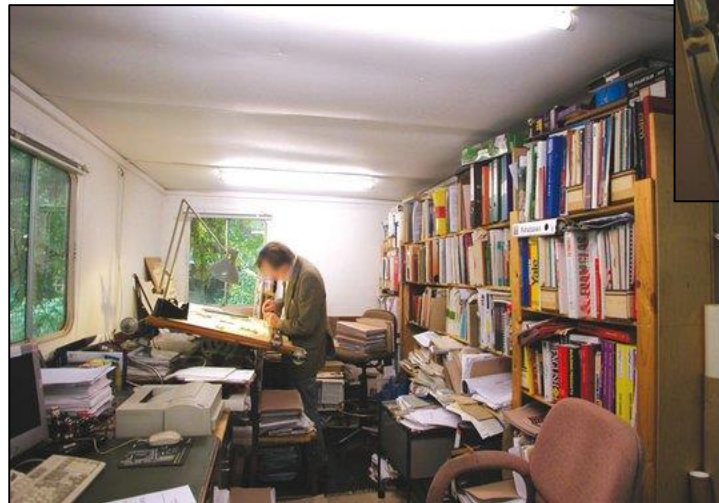
The home as place for business and self-employed work



Photo courtesy of Ivan Raszl

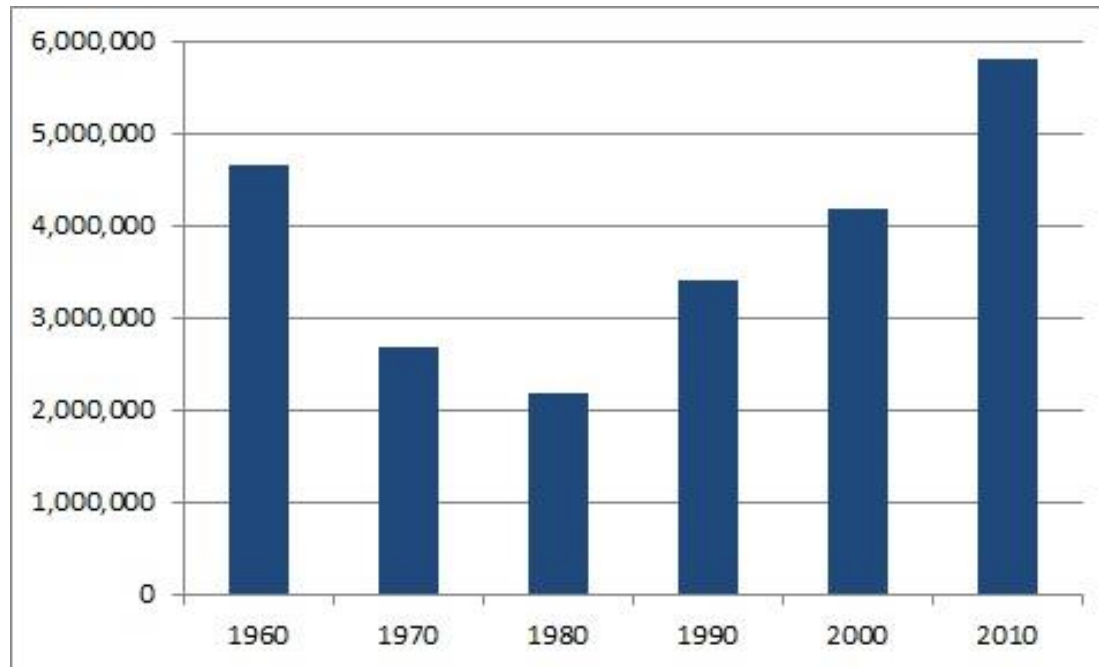


Photo courtesy of Frances Holliss



The resurgence of homeworking

Number of homeworkers in the USA, 1960-2010

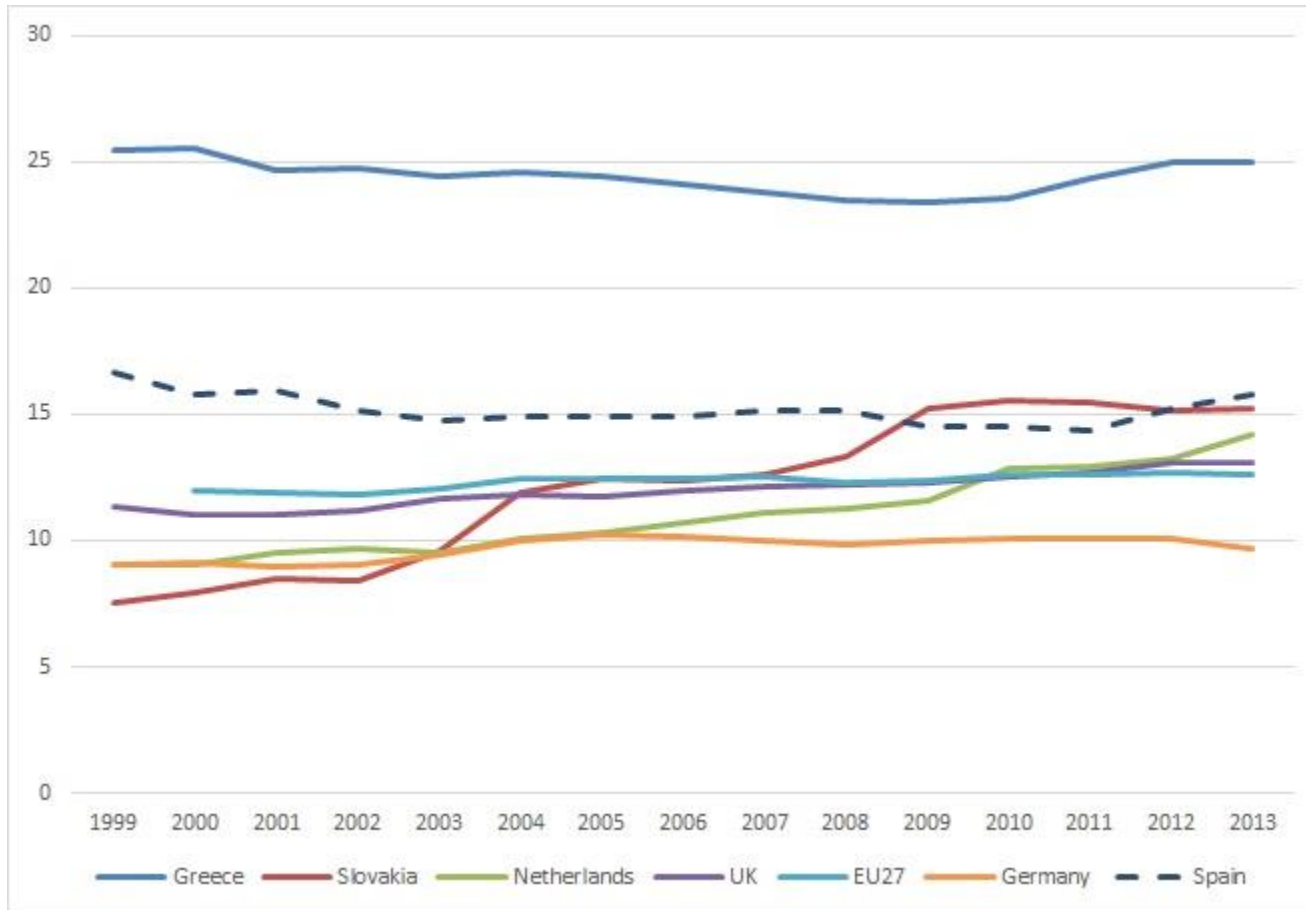


Source: Reuschke, 2015, p. 7

Context of change

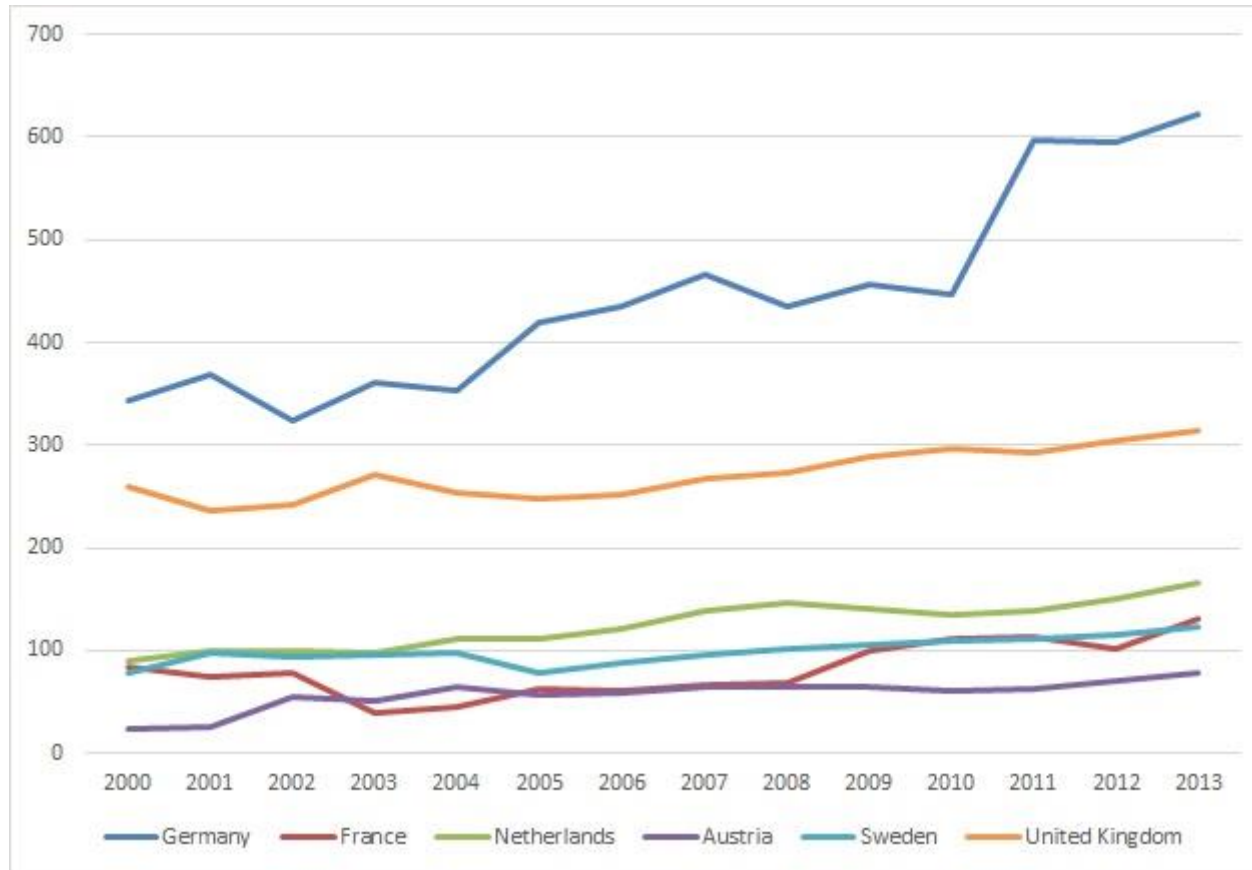
- Globalisation, deregulation, flexibilisation
- Organisational, sectoral and occupational restructuring
 - Horizontal integration of firms
 - New industries and occupations, e.g. internet economy, business services and personal services
 - Project-based work, secondary workforce
- Technological change
 - Fast, cheap and ubiquitous ICTs
 - E-commerce
- Social and demographic changes
 - Female labour market participation
 - Ageing population
 - Work-life balance

Non-farm self-employment



Source: Reuschke, 2015, p. 6

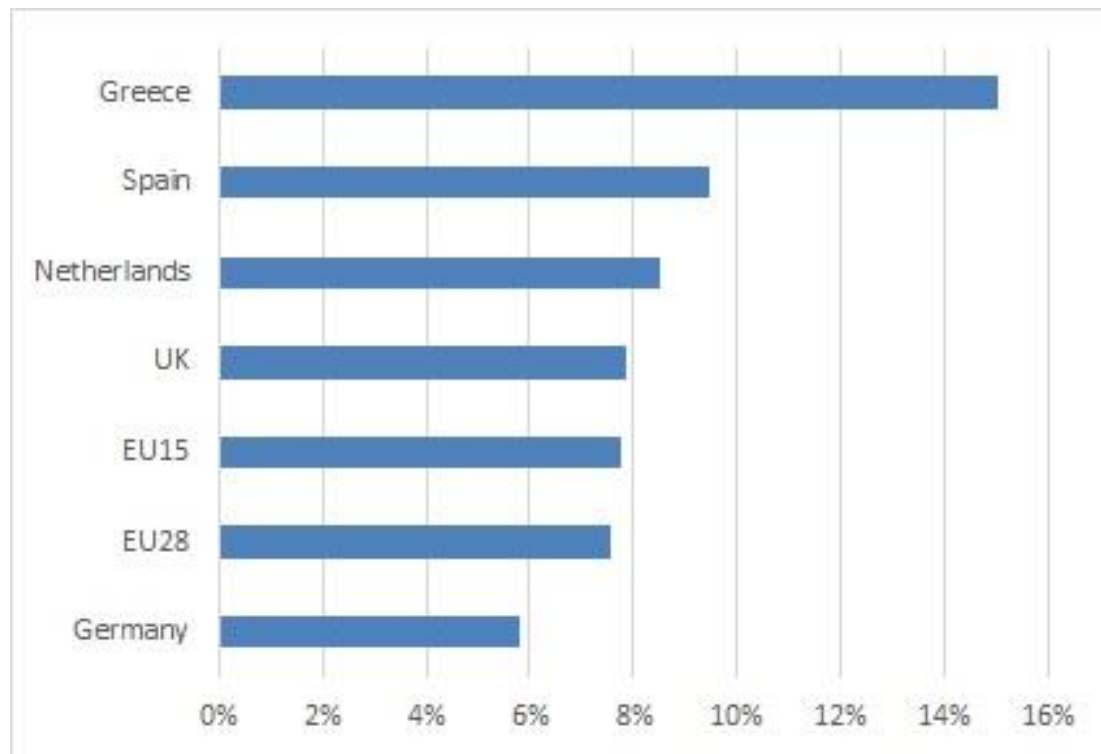
Self-employment as secondary employment



Source: Reuschke, 2015, p. 9

Home-based self-employment

Estimates of proportion of workforce, excludes agricultural workers



Source: Reuschke, 2015, p. 7

Housing and home-based self-employment

- Physical structure of home
 - Size and layout, e.g. spare room
 - Attached premises in semi-/detached houses, e.g. garage, hut in garden
 - Ground level v upper level (flat)
- Housing tenure
 - Flexible use in homeownership
 - Restrictions in social housing (in UK)
- Housing equity as financial resource for businesses/start-ups
 - House sale
 - Security of loan/overdraft on owned home

The UK context – empirical study

- UK Household Panel Studies 1991-2011
- Entry into home-based self-employment
- Endogeneity of housing tenure to employment
 - Treatment effect approach
- Random-intercept logistic regression model with fixed effects for the coefficients x_{ij} and an individual-specific random effect ζ_j
- Controls:
 - Age, sex, highest qualification, equivalized monthly gross household income, presence of children in the household, whether respondents were in paid employment prior to the self-employment entry
 - Residential move
 - Father's and mother's employment status at the respondent's age of 14
 - SIC
 - Time dummies
 - Series of area variables

The UK context – Housing effects

Home-based self-employment

House type

- **Detached house** is facilitator
- **Flat** is hindrance

Large dwelling space (person-per-room)

Housing wealth

- Living in expensive house
- No effect of increase in housing equity

Outright ownership

- No difference between mortgage owners, private renters and social renters
- Not flexibility in using space but reduced housing costs

Conclusions

- Blurring of work and home, particularly in detached houses
- Meanings/functions of home
 - Incubator
 - Financial security to experience with self-employment
 - Facilitator of work-life balance, flexibility, adaption



<http://hoffice.nu/en/find-or-start-a-hoffice-group/>

Future research

- Demographic change and under-used houses as hoffice?
- Employment and work outcomes of housing systems and housing structures across countries
- House design, architecture and planning for home businesses and homeworking
- History and culture of home businesses
- Relationship between residential and housing choices and home business



Source: Holliss, 2015, 36



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