



UNIVERSITY OF
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Entrepreneurial Creativity in the City

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Cities, creativity, innovation

- Small establishments important for urban economic success (Glaeser et al., 2009; Rosenthal and Strange, 2009)
- Location and attraction of economic creativity driven by diversity, openness, urban amenities and a sense of bohemia (Florida, 2002, 2003)
- Florida (2003): Artistic and cultural creativity (openness), economic creativity (entrepreneurship) and technological creativity (innovation)

Entrepreneurs, bohemia and urban amenities

- Locational preferences of creative or cultural entrepreneurs (He et al., 2018; Wenting, 2011; Heebels & Van Aalst, 2010)
- Do entrepreneurs seek bohemian (open, diverse) places in which to live and/or to locate their business?
- Quality of life or lifestyle (Bille, 2010; Clark et al., 2002)
- Neighborhood- and city-level evidence is “muddled” (Shearmur, 2009)

Clusters and economic creativity

- Clusters of creative firms
- Creative activity as fixed in one place
- Economic creativity has increasingly been performed by ‘independent’ workers (Mould et al., 2014)
- Creative work is increasingly been done outside of fixed firm locations
- Limitation of business register data and employment surveys

Workplace and residential locations of entrepreneurial business owners

- Are entrepreneurial business owners more likely to live/work in 'bohemian' neighbourhoods than non-entrepreneurial business owners?
- Do entrepreneurial business owners' workplace and residential locations diverge from the general working population?

Locating the practice of economic creativity

- How spatially clustered/centrally located are the practices of economic creativity in the city?
- Twitter increasingly embedded in creative freelancers' everyday work (Brems et al., 2017)

Intra-urban spatial patterns and neighbourhood types

- Primary sample of small businesses located in the City of Edinburgh (2014, n= 153 business with 0-9 employees)
- Working population with workplaces in the City of Edinburgh as a comparison group from Census 2011
- Identification of entrepreneurial small businesses: young and opportunity-driven start-up motivation
- Identification of ‘cosmopolitan’ neighbourhoods using the ONS Area Classification (2011)

Residential location

Neighbourhood type of residential location	All workers	Sampled small businesses	
		Entrepreneurial	Not entrepreneurial
Cosmopolitan	29.5	50.0	28.8
Highly qualified professionals	9.0	9.0	22.7
Ethnically and culturally diverse	8.9	3.8	12.1
Hard-pressed communities	18.4	-	4.6
Industrious communities	10.9	6.4	6.1
Affluent suburban communities	8.8	20.5	18.2
Comfortable suburbia	7.0	3.9	*
Aging/rural	7.4	6.4	6.1
Total	100	100	(99)

Workplace location

Neighbourhood type of workplace location	All workers	Sampled small businesses	
		Entrepreneurial	Not entrepreneurial
Cosmopolitan	51.5	75.0	55.4
Highly qualified professionals	10.2	4.2	16.1
Ethnically and culturally diverse	19.0	5.6	7.2
Hard-pressed communities	8.5	*	5.4
Industrious communities/comfortable	1.2	*	*
Affluent suburban communities	5.6	11.1	12.5
Comfortable suburbia	0.8	-	-
Ageing/rural	3.2	-	*
Total	100	(96)	(97)

Entrepreneurial business owners

- Attracted to bohemian neighbourhoods as places to work and live
- BUT also attracted to mainstream and traditional affluent suburban neighbourhoods
- Both cosmopolitan and bourgeois suburbs contribute to creativity (Phelps, 2012)
- Life course factors are still linked to the residential locations of small business owners

Practices of economic creativity

- Twitter network @WiredSussex of freelancers in the digital, media and technology sector in Brighton and Hove and the wider Sussex region
- Identify creative freelancers and entrepreneurs using keyword search and network analysis
- 451 freelancers and entrepreneurs with 1+ geolocated tweets from Brighton and Hove (14,514 geolocated tweets)
 - Designer, artist, founder, writer, photographer etc.

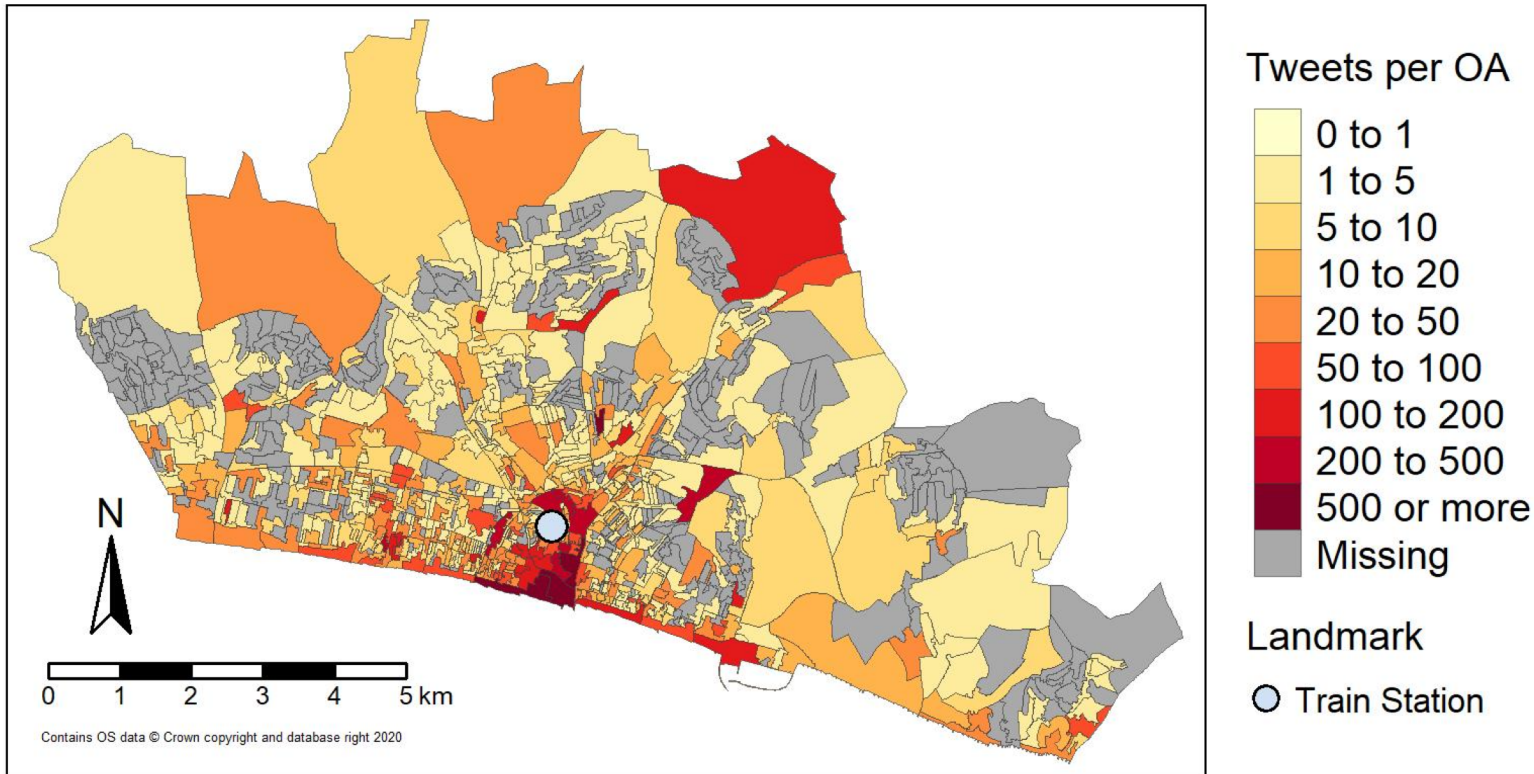
Classification of places

- Point of Interest (POI) data produced by the UK's national mapping agency, the Ordnance Survey (OS)
- Third places (Oldenberg, 1989)
 - Cafés, restaurants, bars, hotel lobbies etc.
 - Libraries and community centres (Mertins, 2015)
 - Coworking spaces (Spinuzzi, 2012)
- Cultural and leisure amenities (Clark et al., 2002)
- Transport and public spaces
- Natural amenities (He et al., 2018)

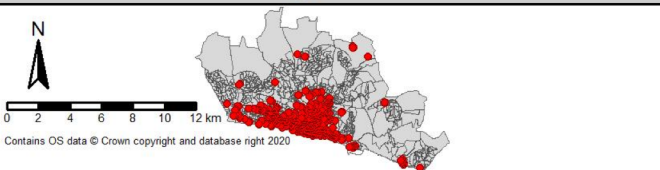
Classification of places (cont'd)

- Education and health activities
- Commercial places
- Home/residential location
 - no commercial activity close-by & in overwhelmingly residential areas (ONS Workplace classification 2011)

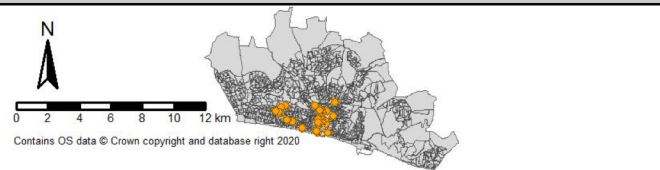
Tweets per Output Area



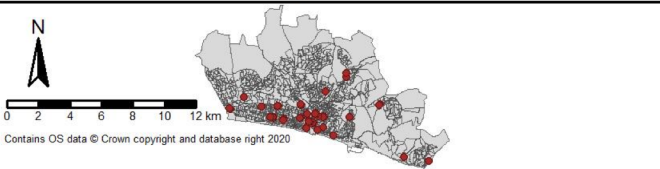
Meeting, n=6451



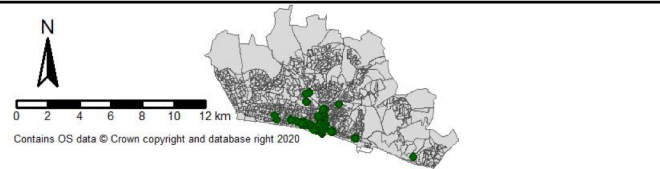
Coworking, n=618



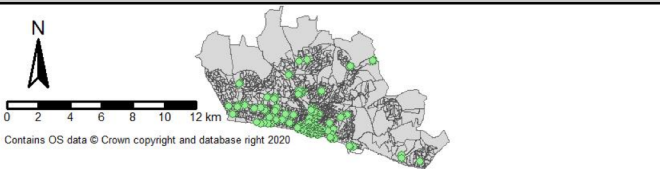
Library, n=268



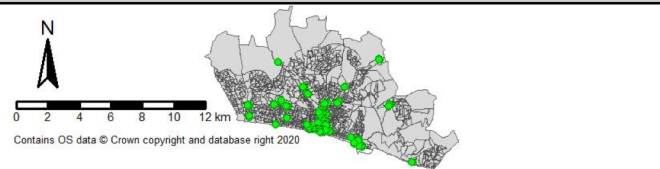
Cultural, n=1505



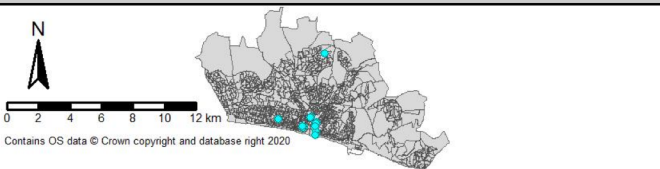
Leisure, n=1516



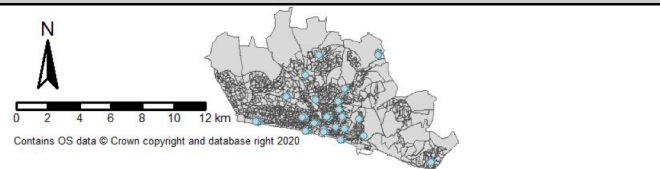
Transport, n=493



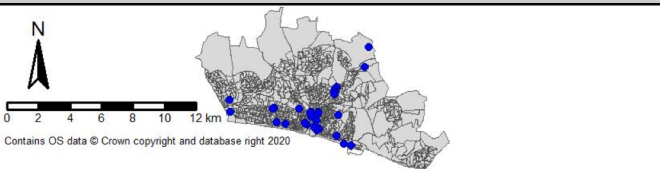
PublicSpace, n=158



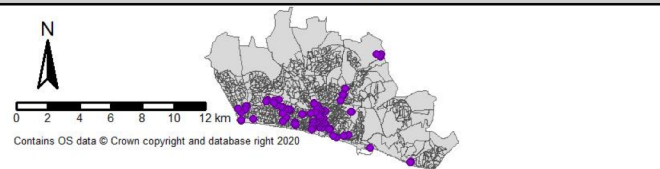
Natural, n=236



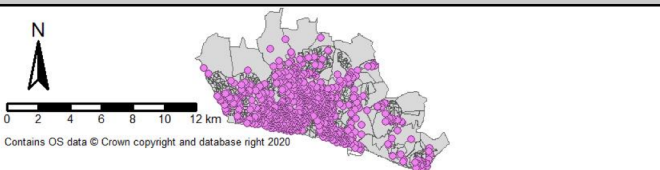
EduHealth, n=123



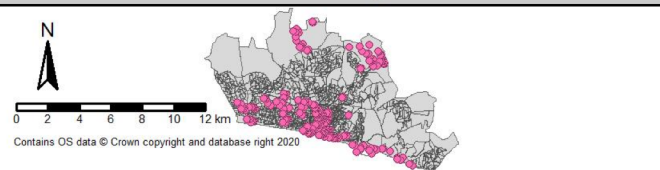
Commercial, n=425



Residential/home, n=5434



Unclassified, n=731



Tweets by place type

Place Category	% tweets	% freelancers
Meeting spaces	44.4%	76.3%
Coworking spaces	4.3%	28.8%
Libraries/Community Centres	1.8%	16.4%
Cultural amenities	10.4%	48.8%
Leisure amenities	10.4%	48.3%
Transport	3.4%	28.2%
Public Space	1.1%	4.7%
Natural amenities	1.6%	16.0%
Education/Health	0.8%	7.5%
Commercial	2.9%	19.5%
Residential/home	37.4%	71.2%
Unclassified	5.0%	35.0%

Combination of tweet places

Sub-sample of Twitter users (n=229 Twitter users, n=13,907 tweets)

- 8+ geolocated tweets
- proportions of tweets per place type

	Cluster (k-means)						
	1	2	3	4	5	6	7
Meeting	.35	.30	.60	.11	.06	.05	.10
Coworking	.11	.03	.01	.02	.00	.00	.03
Library	.03	.01	.01	.01	.00	.00	.00
Cultural	.19	.07	.06	.03	.01	.02	.03
Leisure	.14	.09	.08	.02	.02	.00	.03
Transport	.04	.03	.02	.01	.01	.00	.02
PublicSpace	.00	.00	.00	.00	.00	.00	.10
Natural	.01	.01	.01	.01	.01	.90	.00
EduHealth	.00	.01	.00	.00	.68	.02	.00
Commercial	.02	.03	.02	.01	.00	.00	.07
Residential/home	.08	.39	.15	.74	.20	.00	.14
Unclassified	.03	.04	.03	.02	.02	.00	.48
n Freelancers	45	72	56	44	3	1	8

Conclusions

- Complex locations of creativity in the city
- Importance of residential homes/areas for economic creativity (Kiroff, 2017; Gornostaeva, 2008)
- Not dualism of central-suburban or ‘diverse suburban economy’ (Phelps, 2012)
- Diversity of types of residential neighborhoods, commercial areas and ‘third places’ -> urban eco-system
- Creation and maintenance of attractive places to live and work and for ‘social interactions’ across the city to foster creativity and innovation

The intra-urban residential and workplace locations of small business owners. *Journal of Urban Affairs* (forthcoming)

<https://doi.org/10.1080/07352166.2020.1768103>

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