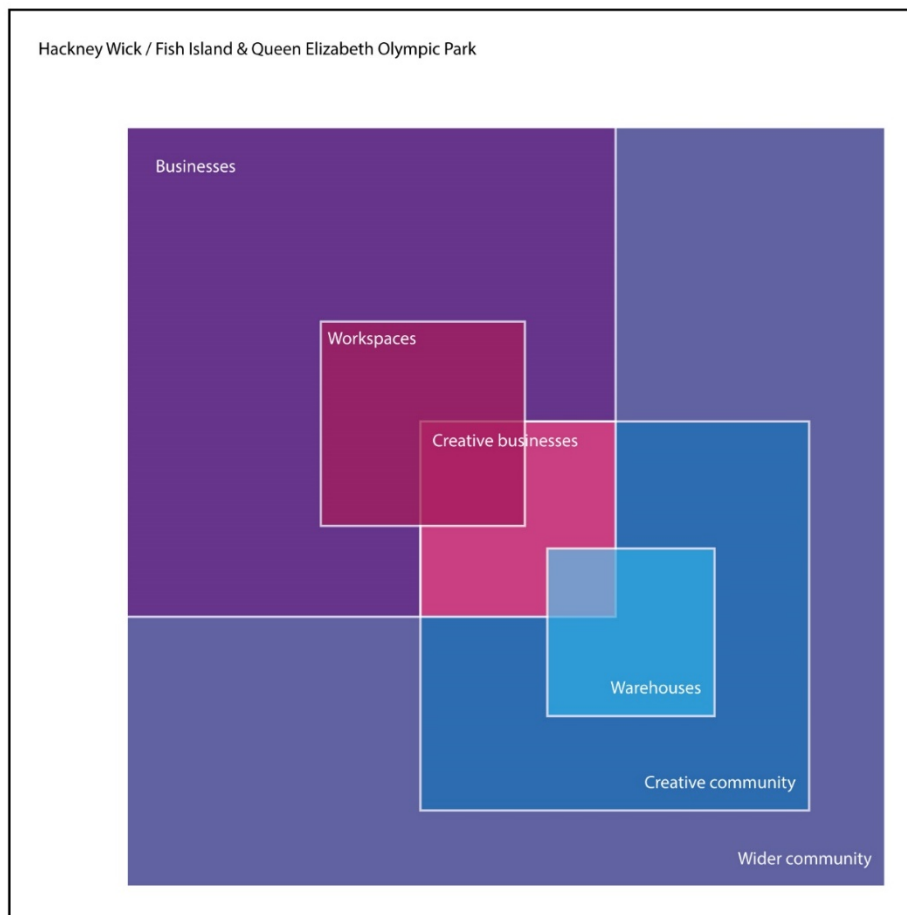


Covid-19 and Creative Clusters

A real-time study of the impact of Covid-19 and associated support measures on the creative business community in Hackney Wick and the QE Olympic Park.

Groups and approaches

This research focusses on the creative community (or communities) that exist/s within HW/FI and the QEOP. Besides firms of varied sizes, entrepreneurs, artists, and freelancers, the creative community consists of other actors that support and interact with them and others in and around the geographic area of study. The diagram below represents the framing utilised in this project to understanding these different groups.



Although the focus is set on the creative community (■), this research has identified four sub-categories within it, namely:

- The work-live communities in the warehouse in HW/FI;
- The creative businesses operating in HW/FI and the QEOP;
- The workspace providers in HW/FI and the QEOP; and
- Other actors in the creative community who do not necessarily conform to the aforementioned categories.

In order to access the knowledge within each of these groups, the researchers have immersed themselves by engaging in diverse activities with people from belonging to these

groups. This has led to fruitful conversations that span beyond the scope of this research and promise future collaborations. Furthermore, a number of case studies have been identified in which actors and organisations in the community have shown remarkable resilience by adapting business models and developing new offerings during the pandemic. A crosscutting thematic in all these cases is the search for synergies that allow for the implementation of new ideas that benefit and generate value for the wider community.