

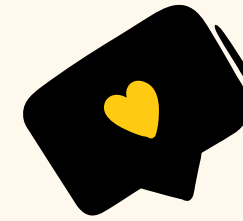
**AFRICAN/CARIBBEAN
ARTS & CULTURAL HUB
- THE BE HIVE -
RESEARCH**



BE United

www.be-united.org.uk

@beunitedworld



Hello

I'm Emma Picken

Executive Director & Founder of BE
United.



Explore & Research

**How successful
African/Caribbean
community hubs run,
what drives their success
and their models for
sustainability.**

Specifically

- how hubs in UK and internationally manage and run their hubs (operationally and strategically)
- methods and models used to proactively engage their Black African/Caribbean community
- models of integration, how they integrate their hub, it's tenants and program of events and activities into their city/countries cultural and artistic landscape
- challenges they have experienced and overcome, what to look out for and be aware of



Specifically

- collaborative sourced funding and resourcing methods to support the hub and the hub tenants to thrive economically
- their financial and economic models for sustainability
- what future partnerships and collaborations can be possible between BE United/Scotland and their Hubs?



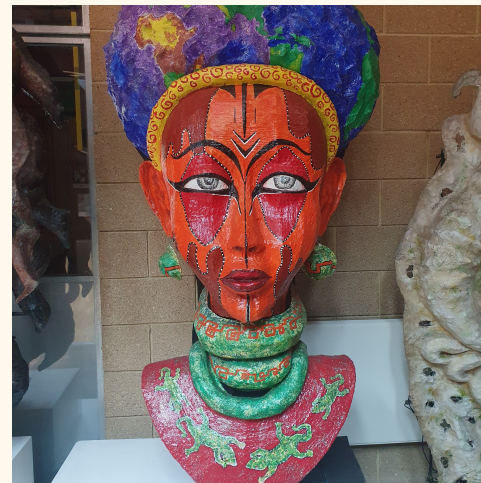


3 Cities

English

5 Hubs

Varying output

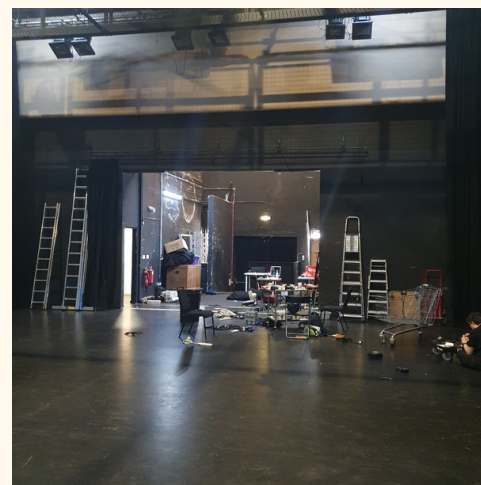


1 Carnival

Nottingham Carnival

20+ Contacts

Estimated in depth
conversations



100+ Ideas

Ideas &
Inspirataion

BE United | @beunitedworld



Manchester YZ & Z-Arts



Mesters Works- Sheffield

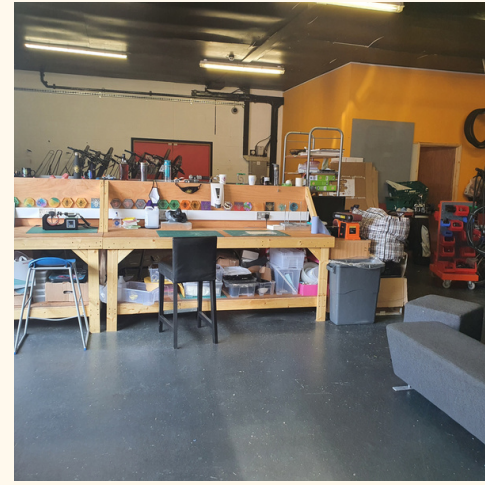


Tabernacle - London



YAA Centre - London

Manchester YZ



Franchise

Very set & structured. Heavily funded and well supported. Onside Charity Group, T&Cs

Structured Set Up

5 step process. Key area is to have a philanthropist to fund space. Money is power/influence

Patrons & Relationships

Building relationships is key - how do patrons help? Xmas, Entrepreneurs

Careers & Enterprise

Huge push to support kids into enterprise and 21st century income generation

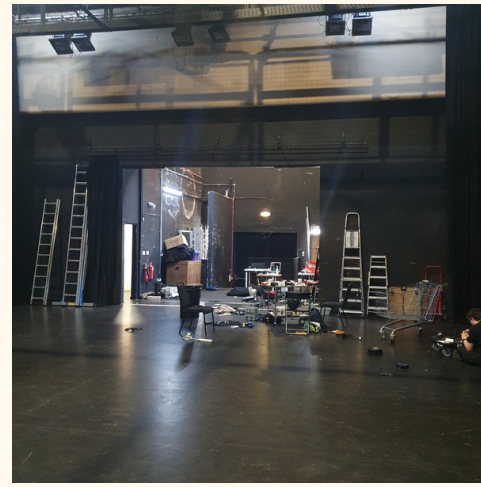
23 full time staff, 1 black staff

Issues with lack of diversity of staff noticed immediately by full time staff
Very diverse area

BE United | @beunitedworld



Z-Arts



**Hire of space -
who are your
clients?**

What do they
bring to the
space?

2011 rebrand

Made big changes to
direction of the space.

Children, Youth, Arts

Focused on young people

**Audience? Who do
you serve?**

Who and why?

Synergised Relationships

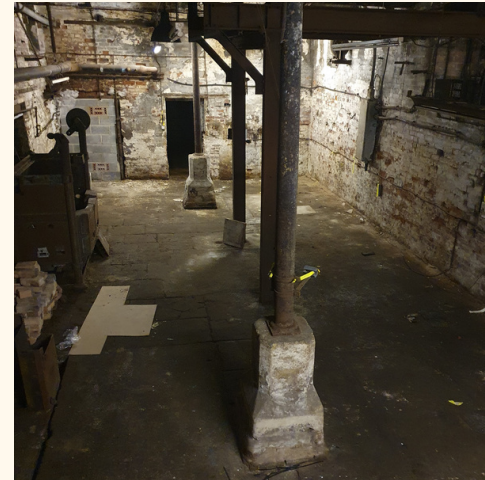
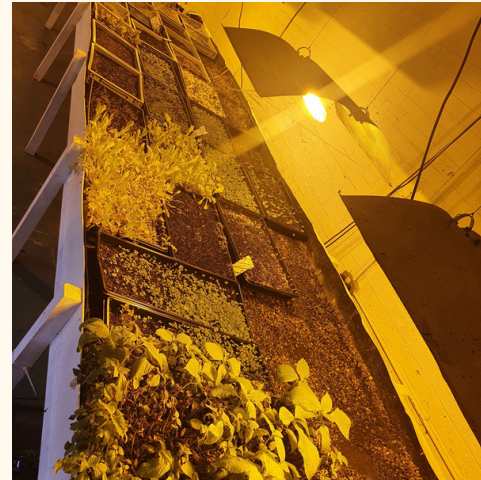
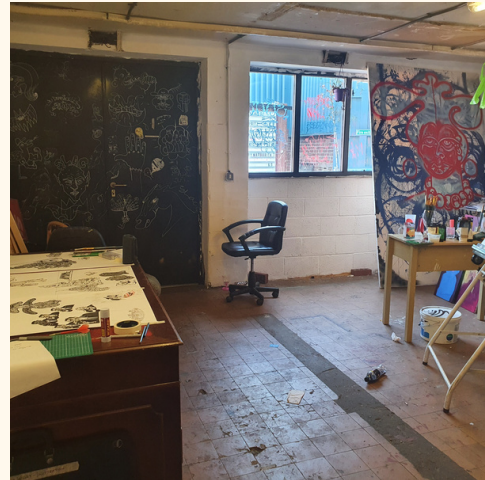
How can you create
better more fulfilling
relationships?

+20 staff

Diversity and representation of
staffing - unbiased controls, yet
diversity of staffing



Mesters Works



How to work with landlors and community

How to create win
win relationships

2020 rebrand

redevelop the space

Artists, Creatives

Grassroots arts space, all
levels. Commercial property

Multi Business

In house dance
studio

Supportive Relationships

Collaboration between
the building tenants
for support.

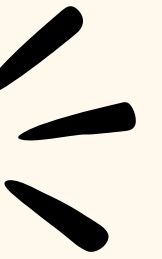
13 tenants

All paid tenants, depending on
space size

BE United | @beunitedworld



Tabernacle



Community Hub

Most welcoming,
professional space.
All levels of staff

3 entities

self supporting
and compatable



Carnival Centre

Grounded in history,
build from the ground

Customers vs Staff

Diversity of customers,
ethnicity, age, gender.
Caribbean cultural
welcoming to all.



Nottingham Carnival

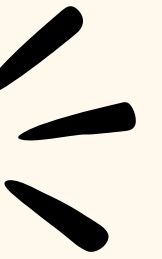
1M people attend - largest
carnival in world

7+ spaces

cafe/bar, theatre, music room



YAA Centre



Supports Carnival

Training staff & stewards

Transient Space

Useful space, less homely, great for external hire

Ebony Steel Band

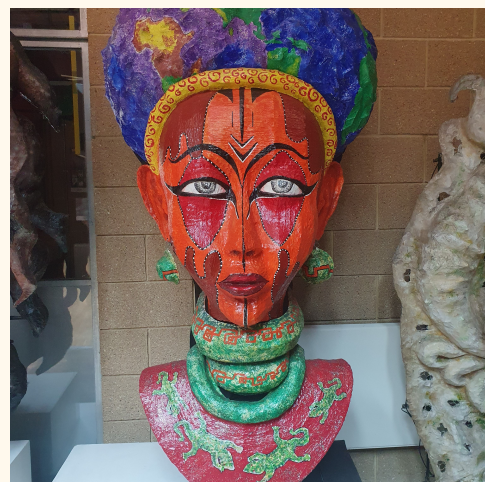
Home of famous steel band

Artists in Residence

several independant carnival artists have space in the building

Professional Space

Great for professional arts hires



Colourism in Leadership

Cappucino society. Need for open & honest conversations

Income Generation

Diversifying income streams, working with key partners/local authority

Mission Driven

Importance of mission and values being known across organisation and space

Staffing & Representation

Recruitment Methods, staffing, diversity, community

Resources into black community

Remains challenge - relations between space and 'decision makers'

Consistent Brand/ Brand Ambassadors

What message do we communicate consistently. Key people to support Hub

Relationships

One of the keys to success

1/5

Fully commercial

3/5

Hybrid Income Generation - leaned more towards funding.

1/5

Fully Funded/Gifted

90%

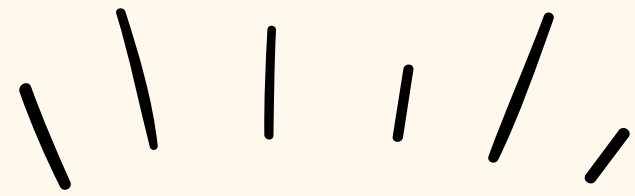
Importance of relationships

BE United | @beunitedworld



Next Steps??

- Publish Report on BU website
- Maintain relationships with Hubs
- Review Learnings & Share
- Build Hub relationships
- Maintain brand awareness
- Build Hub - online/offline
- Establish more partnerships.



We hope to
see you in
our Hub
soon!



www.be-united.org.uk

info@be-united.org.uk

[@beunitedworld](https://www.instagram.com/beunitedworld)

Connect. Inspire. United

BE United | @beunitedworld



Thank You!