



CREATIVE
INDUSTRIES
PROPERTY SUMMIT

2024

IMPACT REPORT

‘Leading the way!’

‘A brilliant pioneering step
in the right direction!’

‘Was thoroughly inspired
and energised!’



BACKGROUND & INTRODUCTION



The Creative Industries Property Summit (CIPS) is a first-of-its-kind, one-day event, designed to bring together **Real Estate and the Creative Industries.**



THE 2024 CONFERENCE

Format

One-day interactive conference

Date

Wednesday 26th June

Venue

Kings Place, Kings Cross, London

Theme

The Creative Economy –
A Key Driver for UK Growth
& the Power for
Better Places and Lives



Through our **Movers & Shakers** network of influential leaders from across **UK Real Estate** (developed over c. 30 years), and with a deep passion and respect for the significant role that the **Creative Industries** plays in society, we are uniquely positioned to facilitate this collaboration.



HIGHLIGHT STATISTICS

The **UK Creative Industries**
generated an incredible

£125BN

of GDP in 2023, representing

6%

of the economy.

Creating jobs at

3X

the UK average rate.

Exporting

£46BN

goods and services annually,
representing almost

14%

of all UK exports.

It is really important to highlight that the Creative Industries is a massive growth sector in its own right! **Its value to the UK economy should not be under-estimated!**



THE 2024 CONFERENCE

AIMS & OBJECTIVES

Open dialogue



Provide a meeting place and collaborative platform



Better imagine, design and deliver places

Deliver better outcomes for communities and people

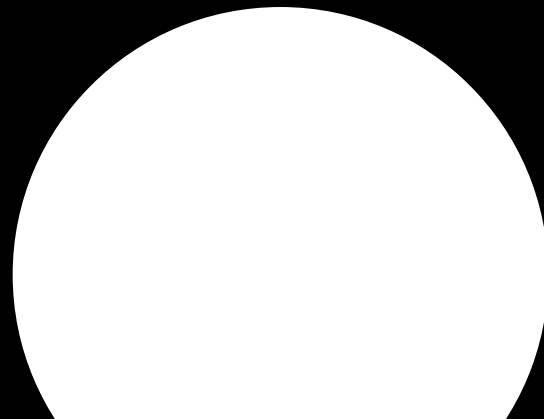
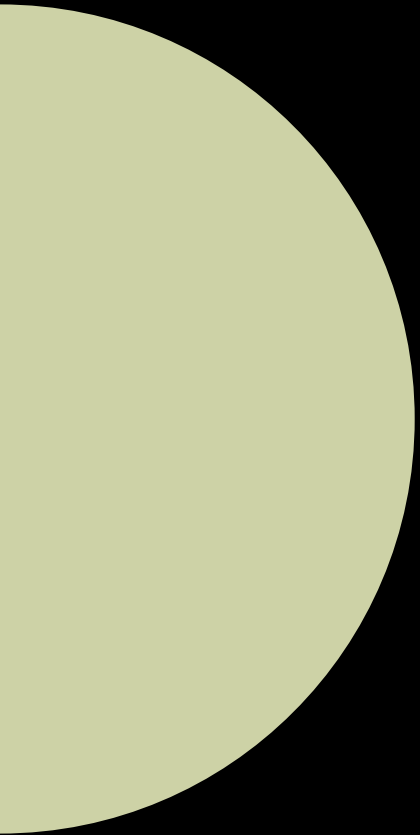


Drive inclusive and equitable socio-economic growth



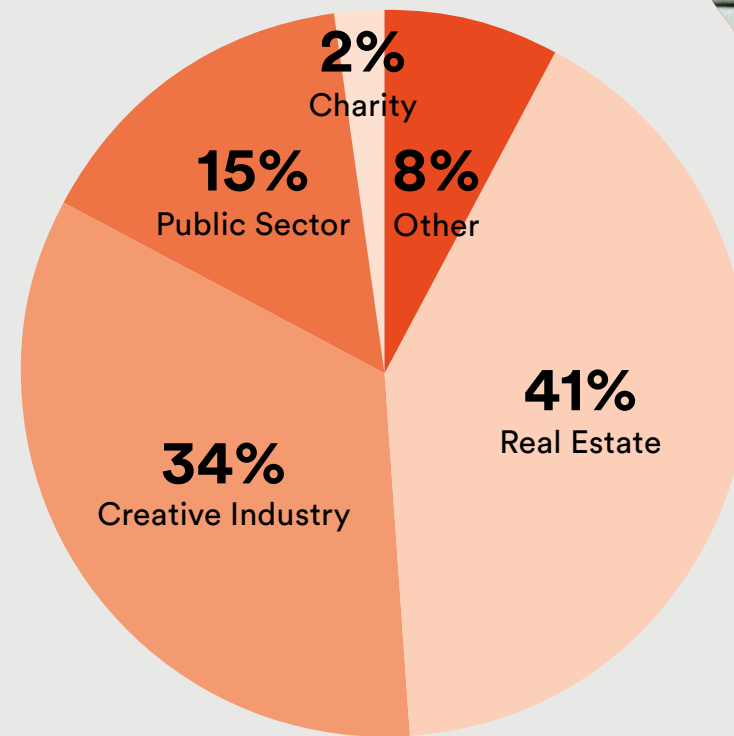
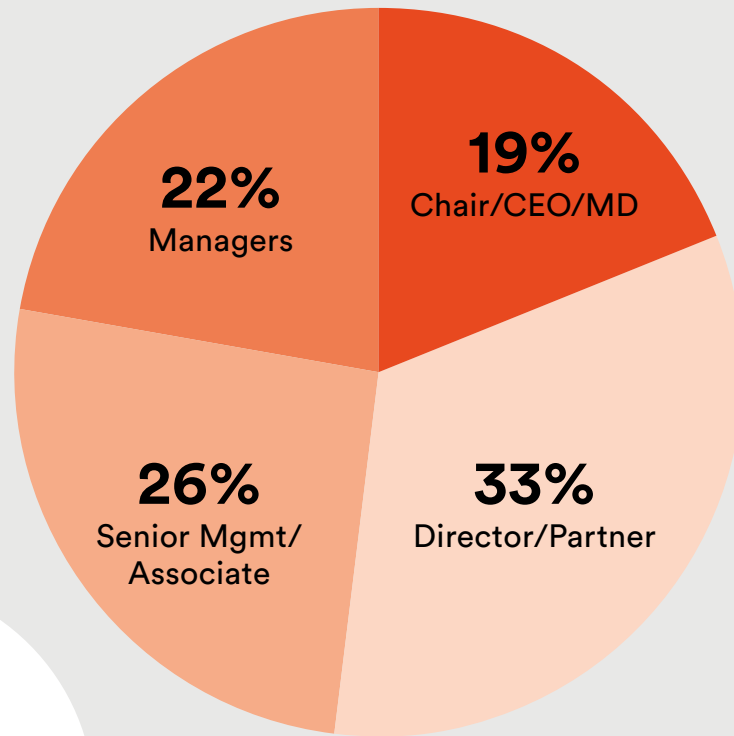
Act as an agency for positive and purposeful change

AUDIENCE ANALYSIS





CIPS ATTRACTED c.250 DELEGATES





DELEGATE FEEDBACK



Delegates were sent an online questionnaire, **both pre and post conference**. These were designed with multiple-choice answers, to **assess delegate opinions** and to rate various relevant topics.

The Pre-Event Survey was focused around **perceptions**, whilst the Post-Event Survey was designed to **understand the value** the conference had delivered and to measure any change in opinions.

PRE-EVENT SURVEY AUDIENCE BREAKDOWN

Sample audience – Respondents
to pre-event questionnaire

Real
Estate

34%

Creative
Industries

45%

Others
(Charities, Public Sector,
Universities etc.)

20%



PRE-EVENT SURVEY FINDINGS

Questions and responses

Answers based on a scale of 1 (no knowledge) to 5 (in-depth knowledge)

**Knowledge of
Real Estate Sectors
within the audience**

Rating

Average/Good knowledge

Score

3.63

**Knowledge of
Creative Sectors
within the audience**

Rating

Good knowledge

Score

4.13

**Importance of the Creative
Industries as a driver for
UK Economic Growth**

Rating

Valuable/Very valuable

Score

4.61

**Importance of Creative
Sectors as a driver of
Social Improvement**

Rating

Valuable/Very valuable

Score

4.7

PRE-EVENT SURVEY FINDINGS

Questions and responses

Answers based on a scale of 1 (no knowledge) to 5 (in-depth knowledge)

How much do the Creative Industries engage with the Real Estate Industry?

How much does the Real Estate Industry engage with the Creative Industries?

Commitment of the Real Estate Sector to engaging with and supporting collaboration with the Creative Industries

Commitment of the Creative Industries to engaging with and supporting collaboration with the Real Estate Sector

Rating

Engage at times/Engage often

Score

3.5

Rating

Engage at times/Engage often

Score

3.5

Rating

Limited/Some commitment

Score

2.8

Rating

Some Commitment

Score

3.1

PRE-EVENT SURVEY FINDINGS

Questions and responses

Answers based on a scale of 1 (no knowledge) to 5 (in-depth knowledge)

**How important is collaboration between
the Real Estate and Creative Industries?**

Real Estate Sectors

Rating

Important/
very important

Score

4.1

Creative Sectors

Rating

Important/
very important

Score

4.4

Other Sectors

Rating

Important/
very important

Score

4.3

PRE-EVENT SURVEY FINDINGS



Summary

The sample audience pre-conference rated their knowledge of the respective industry as average/good.

Both Industries viewed the value of the Creative Industries to UK economic growth and social improvement as valuable/very valuable.

Commitment of the respective sectors to each other, is limited/generally committed.

However, all audience sectors regarded the collaboration between Real Estate and the Creative Industries as important/very important.

POST-EVENT SURVEY AUDIENCE BREAKDOWN

Sample audience – Respondents
to post-event questionnaire

Real
Estate

39%

Creative
Industries

41%

Others
(Charities, Public Sector,
Universities etc.)

20%



POST-EVENT SURVEY FINDINGS

Questions and responses

Answers based on a scale of 1 (no knowledge) to 5 (in-depth knowledge)

How has CIPS improved your understanding of the importance of collaboration between the Creative Industries and Real Estate sectors

Rating

Very Good Improvement

Score

4.0

Importance of the Creative Industries as a driver for UK Economic Growth

Rating

Valuable/Very valuable

Score

4.6

Importance of Creative Sectors as a driver of Social Improvement

Rating

Valuable/Very valuable

Score

4.6

POST-EVENT SURVEY FINDINGS

Questions and responses

Answers based on a scale of 1 (no knowledge) to 5 (in-depth knowledge)

**Commitment of the Real Estate
Sector to engaging with and
supporting collaboration with
the Creative Industries**

Rating

Limited/Some Commitment

Score

2.9

**Commitment of the Creative
Industries to engaging with and
supporting collaboration with
the Real Estate Sector**

Rating

Some Commitment/Committed

Score

3.5

POST-EVENT SURVEY FINDINGS

Conference Ratings questions and responses

Answers based on a scale of 1 (no knowledge) to 5 (in-depth knowledge)

**Audience rating of the
overall content**

Rating
Very Good

Score
4.0

**Rating of the
organisation and quality**

Rating
Very Good/Excellent

Score
4.4

**Rating
the venue**

Rating
Very Good/Excellent

Score
4.4

**Rating the food and
beverage on offer**

Rating
Very Good/Excellent

Score
4.4

POST-EVENT SURVEY FINDINGS

Conference Ratings questions and responses

Answers based on a scale of 1 (no knowledge) to 5 (in-depth knowledge)

**Format and
structure**

Rating
Very Good

Score
4.0

**Overall value of CIPS
to you as an attendee**

Rating
Very Good/Excellent

Score
4.1

POST-EVENT SURVEY FINDINGS



Summary

Most Importantly, the audience post-conference, reported a 'very good' improvement in their understanding of the importance of collaboration between the Creative Industries and Real Estate sectors. Which was a primary aim of CIPS.

Both Industries viewed the value of the Creative Industries to UK economic growth and social improvement as valuable/very valuable. But there are a number of areas for improvement, particularly in terms of 'commitment to engagement' between the respective sectors.

The Conference was rated very good/excellent in all categories!

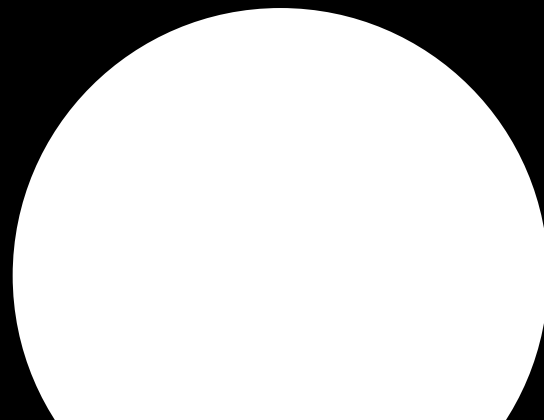
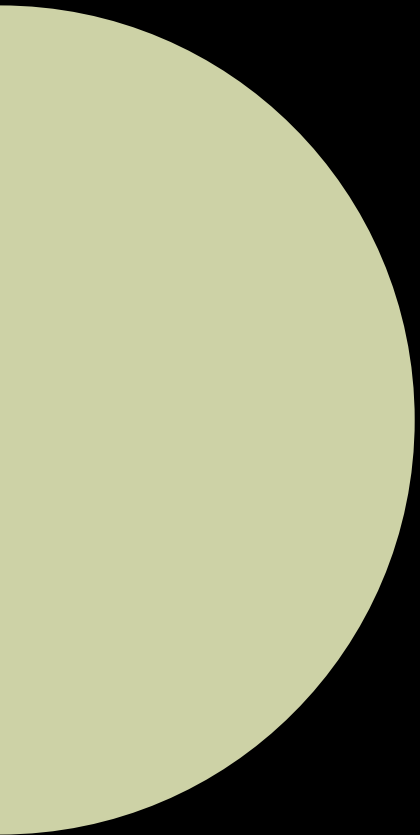


[View photos from the Conference](#)



[View the video highlights from the Conference](#)

CONFERENCE
SESSION
OUTPUTS



CONSISTENT THEMES

There were several consistent themes emerging across all the debates

The Creative Industries has a major role to play in forming built environment locations that are **aesthetically, culturally and economically valuable**, as well as having distinct identities.



The impacts of the creative sector on real estate value and placemaking can be hard to quantify. Concepts such as **“emotional attachment to place” and “authenticity” resonated with the audience.**

These can be difficult to put into a spreadsheet.

There are however some measures available for **social value and now even cultural value**, which is helpful for investor decision-making.

A **strong alliance between the public and private** sectors is key to success. A focus on the local, often unique **cultural and creative characteristics** of neighbourhoods and districts will help them to prosper.



Without **support of the grassroots**, there won't be a Creative Industry for the property sector to collaborate with. This requires work from both sides.



Seek out emerging artists and give them an **environment to display their creativity.**
Avoid the homogenous.

CONSISTENT THEMES

There were several consistent themes emerging across all the debates

Educate the Creative Industries on the (financial) language and imperatives of developers.



Borough councils are well placed to facilitate and forge collaborations between developers and creatives.



Investment is needed into the exploration of the relationship between physical space, performance and virtual/augmented reality technology.

One size (of space) doesn't fit all - the creative sector is made up of artists, musicians, software developers, digital marketers, fashion designers and many, many, more. They have different requirements. **Top-down and bottom-up approaches are both needed.**



Collaboration between the Industries and partners should happen at the beginning – the pre-planning stage, and the Creative Industries should not be an add on.



How do we value what is inside the building, as well as the bricks and mortar?



‘Creative Places Create Value.’



SEE WHAT THE
SPEAKERS &
ATTENDEES
HAD TO SAY

'I left feeling energised and having new ideas on how to engage with Creative Industries, as we develop assets and place-making schemes; along with how to also encourage the money behind the assets to see more value'

'Perhaps spread it over two days...?'

'More examples of regional collaboration next time!'

'Case Studies that examine partnerships between organisations – like British Land and Broadwick (Printworks), are great examples and deliver excellently as a result of technical and economic info shared (JV between the two)'

'I would like some facilitated/curated networking please, or break out groups/workshops'

'Fantastic insight into the Creative Industries and the interface with Real Estate and Property Sectors'

'I'd love to talk at the next one!'

'This was one of the best events that I have had the pleasure of going to in ages. The people were innovative and passionate about community, beyond bricks and mortar. Well done, I look forward to many more!'

'Thanks for leading the way!'

'Really excellent event. Was thoroughly inspired and energised. Great mix of speakers from a range of backgrounds and interests. Jam packed schedule. Excellent venue and organisation. Many thanks indeed and congratulations on a fantastic conference.'

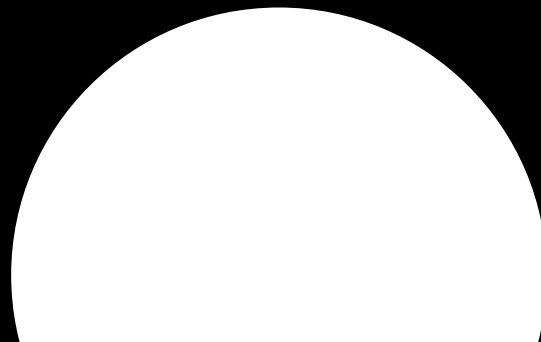
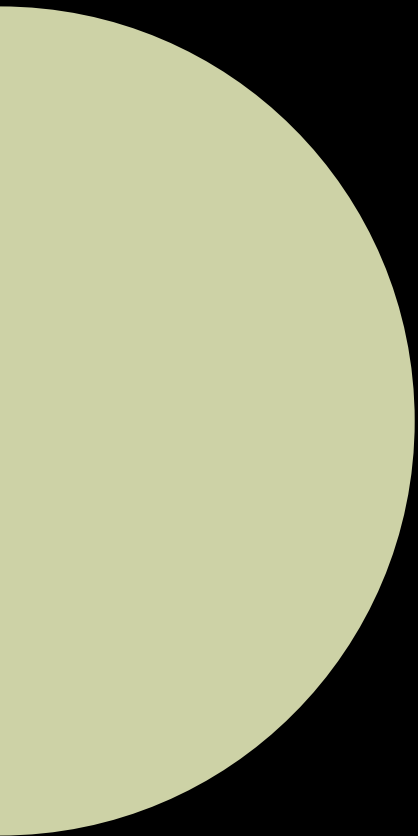
'This was an excellent opportunity to hear about these inspiring collaborations and opportunities. Very good for networking!'

‘This was a brilliant pioneering step in the right direction. Looking forward to seeing it build momentum in the years to come.’

‘It was generally just a brilliant day. Great content, first-rate speakers, incredibly tight organisation, extraordinary venue. Couldn’t fault it. Thank you!’



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QUOTES FROM SPONSORS





“We were delighted to be a part of the first Creative Industries Property Summit. The Creative and Property industries have so much to offer one another, and it was a fantastic opportunity to learn more about partnerships already taking place across London, and to discuss how the industries can support each other even further in the future. Making art and culture more accessible to the local community has always been a key focus at Battersea Power Station. We’re experimenting how we can use our spaces to do this, and we were pleased to be able to share some of our learnings at the summit.”

*Sam Cotton, Head of Asset Management,
Battersea Power Station*





Q U I N T A I N

“The Creative Industries Property Summit has been invaluable to Quintain. At Wembley Park, we’ve integrated the creative economy into our development to drive change, create a sense of place, and bring communities together. This summit has allowed us to connect with leaders in real estate and the creative sectors, aligning our shared ambition and commitment to nurturing the creative economy for growth. We’ve gained from valuable research, innovative ideas and impactful discussions. As sponsors, we have been honoured to support this new platform for positive and meaningful change.”

*Harriet Pask, Director of Corporate Communication,
Quintain*



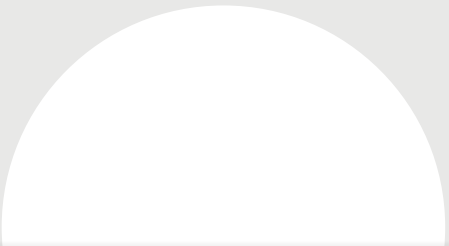


FUTURE\CITY

“The Creative Industries Property Summit was an ambitious focus on the rise of the arts, culture and the Creative Industries in the real estate sector. This was a long overdue conference given the increasing demand for place and placemaking across the sector. The conference attracted high-profile names from the property sector, sitting alongside representatives from the Creative Industries.

The keynotes were informative and insightful and offered more than the usual ‘property conference’ format and information. I liked the fireside format and one of the highlights was through Yasmin and Errol Jones Henry session, more of that kind of risk taking.

Key takeaway was it tried to bridge two very different worlds and I imagine a lot of great contacts were made between them. The technology worked well, and Leigh was a great host and connector, so I am looking forward to the next one which I imagine will be even better.”

*Mark Davy, Founder & CEO,
FutureCity*



“This conference was a great opportunity to do two things; firstly, to learn and about the interaction between the creative sector and real estate - and what drives long term value - and secondly, as a sponsor, to highlight the districts of Bloomsbury, Holborn, St Giles, Farringdon and Clerkenwell which have much to offer both from a real estate and cultural perspective.
All in all, a great event and tremendous success!”

Alexander Jan, Chair

“The Creative Industries Property Summit was a resounding success, showcasing a vibrant convergence of the Property and Creative Sectors. Sir Peter Bazalgette’s inspiring keynote speech aptly described this unity as “Space invaders and Culture vultures united,” capturing the essence of collaboration.

The insightful fireside chat featuring Errol Michael Henry of EMH Global highlighted the transformative power of purpose-designed spaces, showcasing how they can propel a music business to global heights.

Emma Willcox’s expert moderation of “The Power of Collaboration” panel resonated deeply with Assael’s philosophy. We at Assael believe that early collaboration is the cornerstone of exceptional design.

Our experience working with Futurecity was particularly illustrated by Mark Davy’s presentation on impactful cultural strategies, stands testament to the benefits of such a partnership.

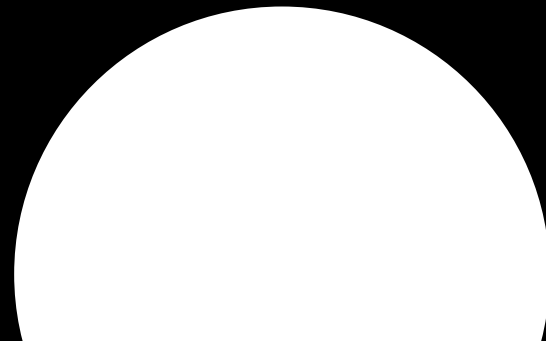
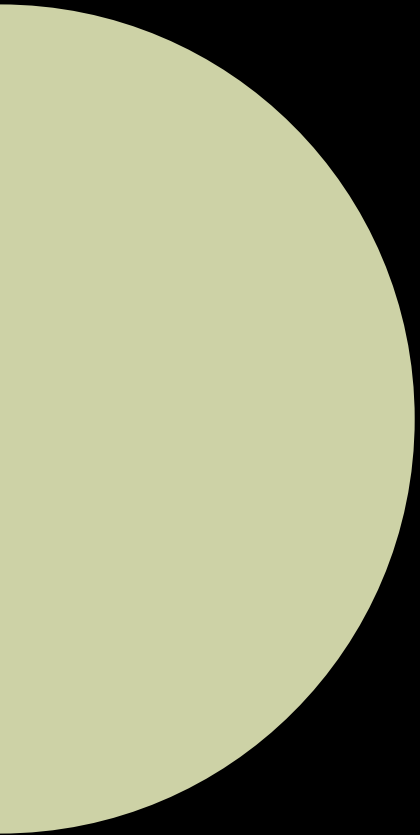
We’ve learned that a cultural strategy is more than an afterthought for planning consent; it’s an integral part of the design process that, when integrated from the start, can significantly enhance value. Now is the time for space invaders and culture vultures to join forces more , creating better places and lives for everyone.

Now is the time for space invaders and culture vultures to join forces more than ever, drawing in the ‘wall of cash’ from institutional investors to enrich our towns and cities, creating better places and lives for everyone.”

*Russell Pedley, BA DiplArch MA urban design RIBA FRSA
Director & Co-Founder, Assael Architecture*



STATISTICS





Website stats

5,028

views on events page on the
Movers & Shakers website



LinkedIn stats

18,665

Impressions

1,437

LinkedIn page views

3,053

Clicks of content

59

Reposts



SUMMARY & CONCLUSIONS





The inaugural Creative Industries Property Summit (CIPS), by Movers & Shakers, was very well received, with 40 contributors and c. 250 attendees, from across the Real Estate Industries, Creative Industries, Public Sector, Academics + University, Technology + Innovation and not-for-profit organisations. Response to the one-day event and evening performances has been overwhelmingly positive, with comments on its pioneering nature and as a first-of-its-kind event!

The pre and post event surveys demonstrated the need for a sharing of knowledge and understanding across the sectors and a strong belief in the value of collaboration. The CIPS audience rated collaboration between Real Estate and the Creative Industries as important/very important and scored an increased understanding of this collaboration as a direct result of attending CIPS, as 'Very Good!'.





Such collaborations can generate significant socio-economic benefit, through the design and build of co-created, inclusive communities and places, that attract people to work, live and play; and deliver an uplift in commercial value, to satisfy investor buy-in. The vibrancy and passion that the creative and cultural sectors bring to places, is both the glue that ‘sticks’ the ‘pieces’ together and the essence of humanising the bricks and mortar. The enthusiasm and engagement at CIPS set the day apart from other events. The video highlights, photographs, and comments, illustrates the energy in the room through the day!

Our long-term aim for CIPS is to create a network to maintain and build the collaborations, with the Summit positioned as an annual event and with other event styles of varying sizes across the annual calendar.

The future is exciting!

Taking on-board all of our feedback, we will be announcing shortly the timing and format for an even bigger and better [#CIPS2025!](#)



GET IN TOUCH

If you want to be involved or to partner
at **CIPS 2025**, then please contact:
leigh.salter@moversandshakers.uk.com

CIPS Impact Report in collaboration with:



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