

Creative places are successful places

Demonstrating the value of creative clusters through data

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Would you rather visit here...

1

Shoreditch (London)



2

Shimo-Kitazawa (Tokyo)



3

Arts District (Los Angeles)



...or here?

1

La Défense (Paris)



2

Downtown Dallas



3

Mississauga (Toronto)



What's driving this? Creative industries at the heart of accessible, place-driven, institutionally anchored and value-rich destinations



Accessibility



Sense of place



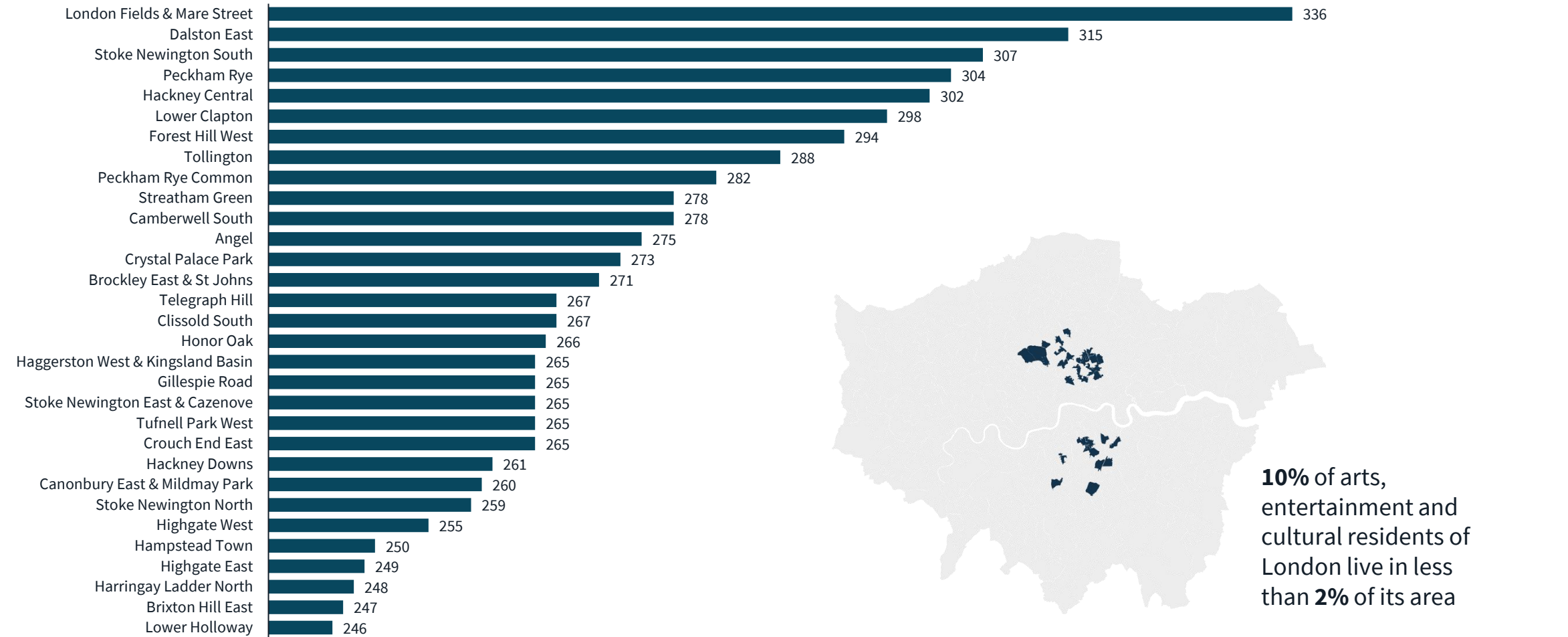
Land use balance



Distinct anchors

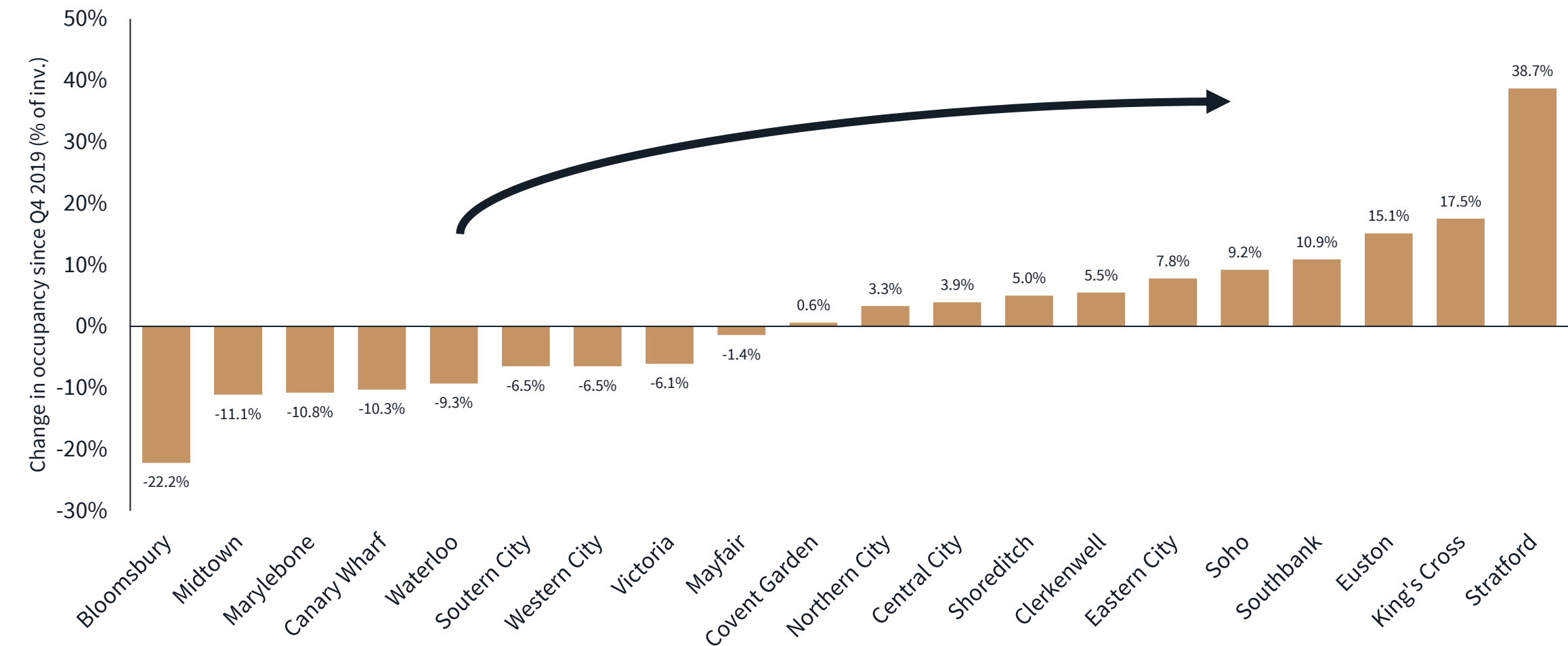


London’s creative community thrives on density: improving infrastructure and connectivity to the wider region will enable a step change in economic mobility and growth



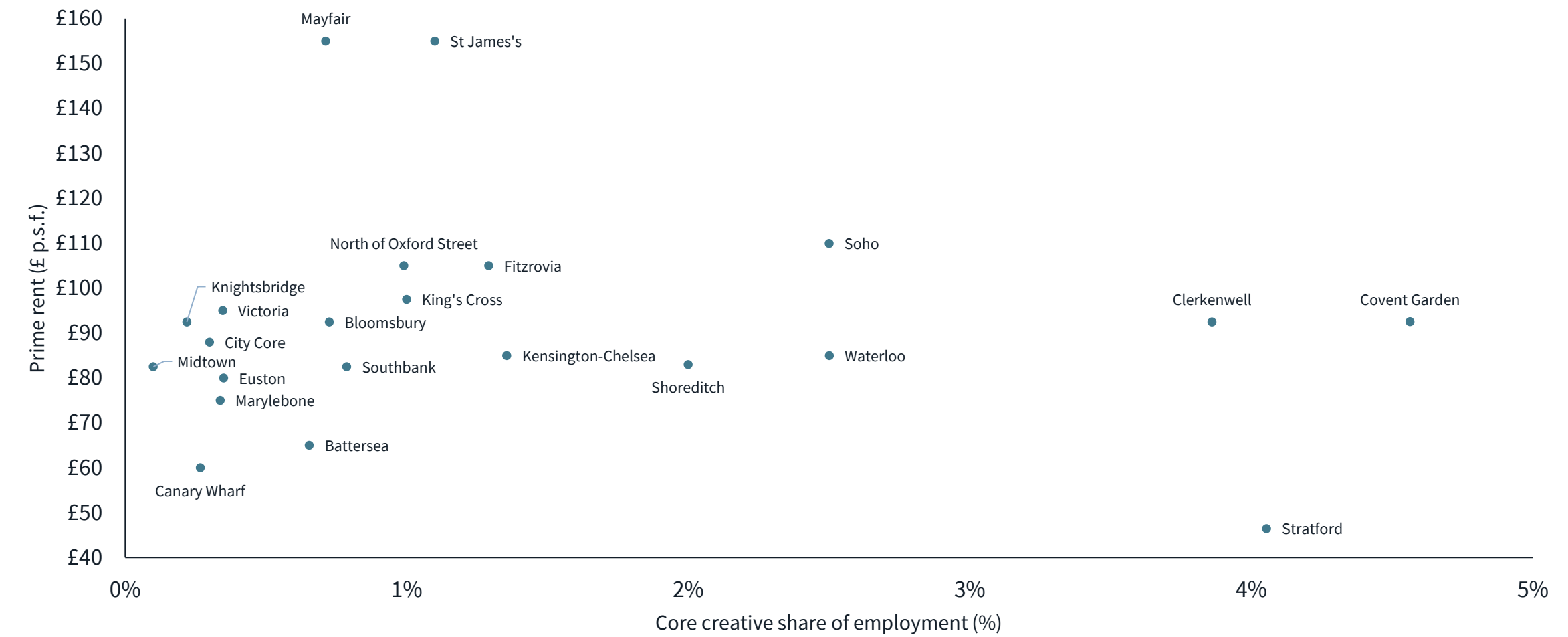
Source: JLL Research, ONS – creative, arts and entertainment jobs only

The dramatic reshaping of the Central London office market since the pandemic underscores this shift in living and working, with particular gains in off-core locations



Source: JLL Research

As a result, creative-centric neighbourhoods are competitively priced to traditional business hubs, further demonstrating the value to the wider Central London market



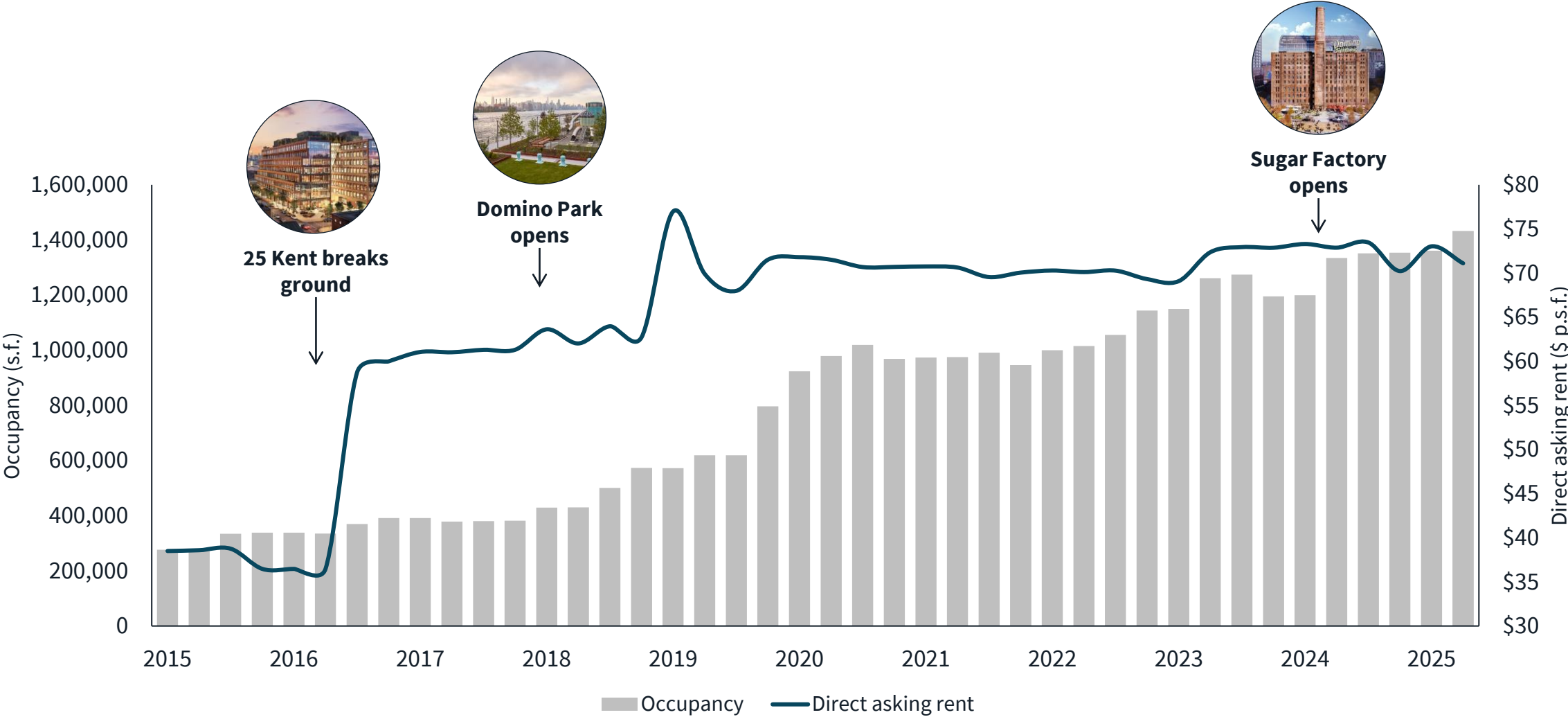
Source: JLL Research, ONS – creative, arts and entertainment jobs only

Higher densities of creative talent are also distinctly correlated with outsized economic value and productivity



Source: JLL Research, ONS – includes wider range of industries such as food services and publishing

A similar phenomenon has occurred in Williamsburg, where growth in commercial occupancy has remained consistent in spite of headwinds



Source: JLL Research

Arts, history and culture are now driving city-shaping regeneration across Europe, following in the steps of innovation and connected business clusters

INNOVATION



Hagastaden



ID



Siemensstadt Square

**CONNECTED
BUSINESS**



Paradise



Nuevo Norte



Saint-Jean

**ARTS,
HISTORY
AND
CULTURE**



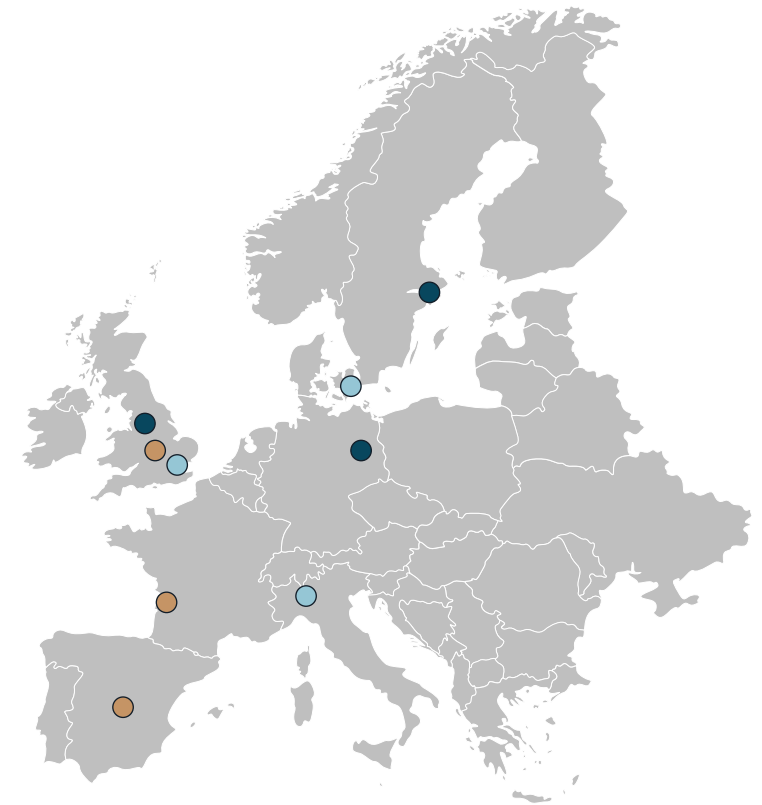
Battersea



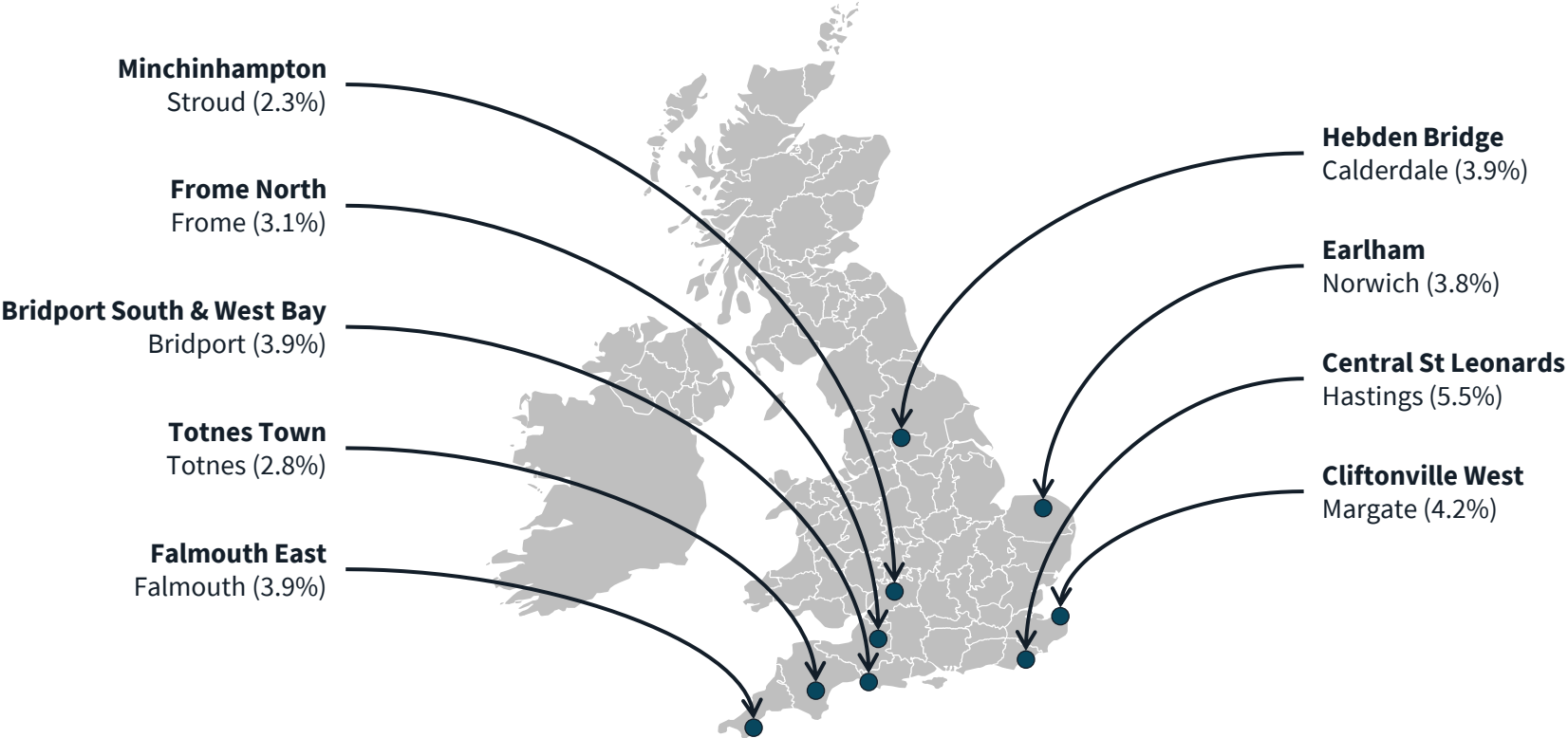
Carlsberg



Porta Romana



The property industry can play a vital role in bringing in institutional capital to creative hubs across the country through partnerships with anchors

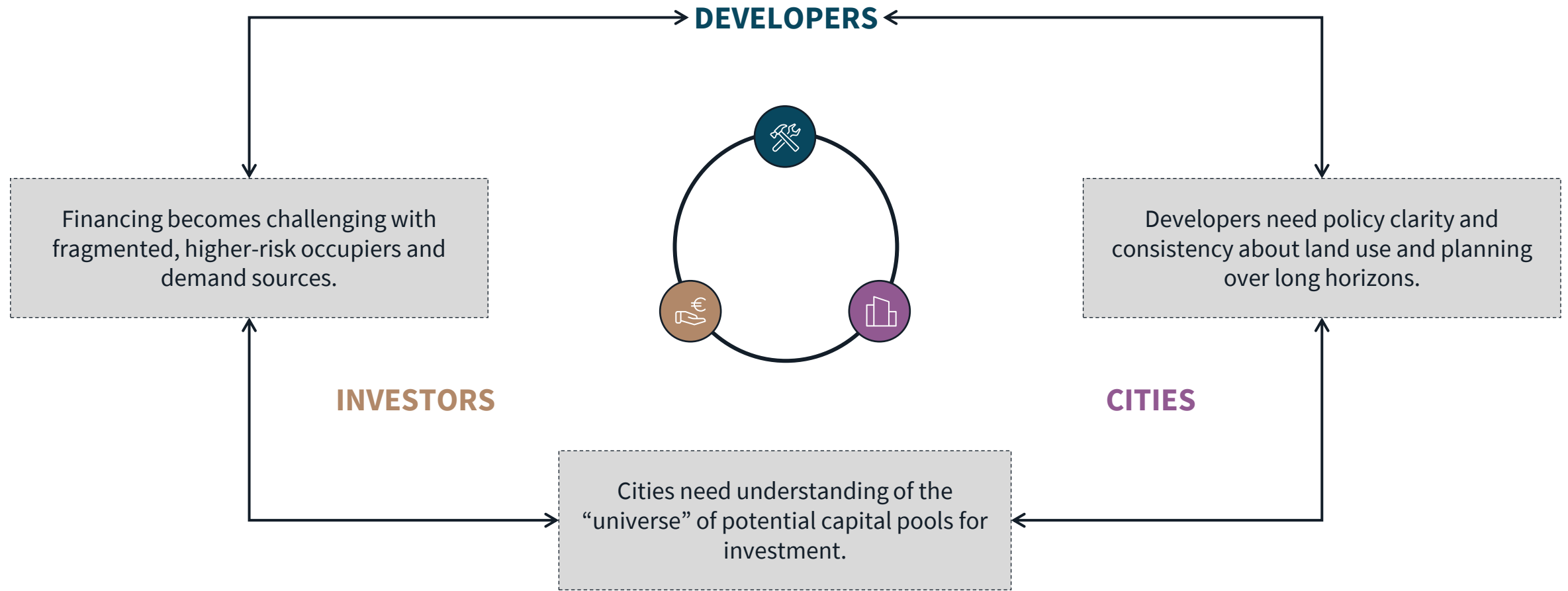


Typhoo Wharf (BBC, Birmingham)

- King's Heath (3.3%)
- Moseley Hill (2.9%)
- Central Birmingham (2.3%)
- Bearwood (2.3%)

Source: JLL Research, ONS – data only available for England and Wales

Creative clusters will reach their full potential only when developers, investors and cities work in tandem to address knowledge gaps



Thank you