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The Little Black Book of Billionaire Secrets

Night Moves: The Ministry Of Sound Goes Into Workspace



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"We have turned down businesses – for instance, in fintech, politics and so on because they don't fit into our category and will change the nature of our building", Presencer says. "It's the same as picking the queue on the nightclub door."



James Jones
Third-floor workspace at The Ministry

He explains:

“The thing about a nightclub in the first place is that it brings like-minded people together. We wanted that accidental serendipity that occurs when people meet up and ideas are sparked. In the world of entertainment, people love to network”.

He admits that The Ministry can't force that to happen, but that through an integrated cultural event programme and bringing in good people and creating the right atmosphere, it's going to make it more likely.

The Ministry won't disclose how much space it has already sublet. It clearly doesn't intend to stop there. Presenter says the next Ministry workspace will be an exciting hub in the city of London. Despite its potential growth, the flexible workspace is competitive and already has a number of big players like [We Work](#). But it is competitive. Why should The Ministry be successful? Presencer argues that The Ministry has run multimedia events and worked in almost every category of the music business (including having its own record label till 2016) and this gives it an edge.

“If all you've done is lease office space, then that's what you know. We're coming it at from a different perspective. You don't see other workspace companies curating their membership.”

Anyway, says Presencer, almost as an afterthought, with a touch of the outspokenness and the free-thinking for which he is known, "We love Elephant and Castle, it's our home. We understand the area. We came in 1991 when no-one else would. Why shouldn't Elephant and Castle become a creative city?

No-one ever thought a big club could work in a run-down, unfashionable part of London, either. But it did.

Read more at [HeatherFarmbrough.com](#).

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