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Key



EUSTON TOWER



REGENT'S PLACE



THE KNOWLEDGE QUARTER



CAMDEN



01

Introduction

Beyond The Box CIC and British Land are working together on the Euston Tower project situated in Regent's Place in the London Borough of Camden to create a strategy for community engagement and social impact that is designed with social sustainability at its core.

Regent's Place is filled with thoughtful green areas, and sustainable architecture and has a strong connection to the local community with a range of community spaces and an active community fund. It is home to independent shops, affordable workspaces, homes, and places to eat and drink, uniting an array of companies from the worlds of art, science, research, and creativity. Regent's Place Campus is where Camden, Fitzrovia and the Knowledge Quarter meet to create one of London's most welcoming, inspiring and exciting spaces.





The Knowledge Quarter is one of the greatest knowledge clusters anywhere in the world, located in a small area around King's Cross, Euston Road and Bloomsbury. Within a few hundred metres you can find knowledge resources ranging from the world's earliest books and manuscripts to the latest fashion and creative designs and cutting-edge medical research. Key institutions that form the Knowledge Quarter include Wellcome Trust, Google, UCL, The British Museum, The Francis Crick Institute, The Alan Turing Institute and many others.



British Land is now exploring the future of the Euston Tower which was built in 1970 and has been vacant since 2021 - to create a world leading science, technology and innovation building and public realm for Camden and the Knowledge Quarter that inspires, connects and creates opportunities for local people and businesses.

The Euston Tower project includes reimagining the Regent's Place Plaza at its base and will have environmental and social sustainability at the forefront of decision-making. To ensure this, British Land has made a genuine commitment to engaging local people in the development programme and generating meaningful social impact through the process, leading to the creation of a place that responds to local aspirations and opportunities, and is welcoming, inspiring and connected to its surroundings.

With a building as iconic as Euston Tower, British Land expressed a keen interest in embedding an innovative approach to social impact and community engagement that sits at the forefront of the development programme - one that centres the local community at the heart of the project.



REGENT'S PLACE

Regent's Place is part of an existing ecosystem and British Land is in the process of repositioning the campus to be a centre of innovation in the heart of London. Regent's Place is where Camden, Fitzrovia and the Knowledge Quarter meet to create one of London's most welcoming, inspiring and exciting spaces

- Located in the Knowledge Quarter Innovation District
- Close proximity to UCL, UCLH and Francis Crick Institute
- Excellent transport links and investment in infrastructure including Euston Station

The campus is a holistically managed campus with a diverse range of spaces.

- Long-term investment to create outstanding, sustainable places for customers and communities
- High-quality offices and incubator spaces
- Opportunity to deliver labs and unique innovation spaces
- A safe and inclusive environment with direct links to the local community
- Active, green spaces for meeting, working and wellbeing
- Creating a smart campus with improved connectivity and digital infrastructure
- Expansion of the retail, leisure and cultural offer

EUSTON TOWER

Challenge:

Transform the 53-year-old disused Euston Tower into a beautifully designed, sustainable new building, delivering pioneering workspace, accessible and inclusive spaces for neighbouring communities and supporting the development of the local economy.

Vision:

Create a world leading science, technology and innovation building and public realm for Camden and the Knowledge Quarter that inspires, connects and creates opportunities for local people and businesses.

Mission:

Re-design the existing building to minimise its impact on the environment and ensure that it is fit for the next 100 years, through partial deconstruction, reuse, recycling and use of low carbon materials.

We will do this by:

- Transforming the disused Euston Tower and ensuring it is fit for the future by adopting **cutting edge sustainability targets** and reusing, recycling and offsetting where necessary, to reach net zero at completion and in operation
- Putting social impact at the heart of the project from the start and ensuring that communities play a key role in shaping new spaces which meet local needs
- Ensuring that the future use of Euston Tower is built upon identified need and contributes to a thriving local, regional and national economy for our ever changing world
- Creating pioneering workspaces in the Knowledge Quarter for businesses of all sizes to prosper, including flexible incubator and accelerator spaces, to support start-ups and knowledge sharing
- Reimagining the public spaces of Regent's Place, creating inclusive, connected and sustainable spaces for Camden's communities



02

Approach to community engagement

Our engagement methodology is designed to intrinsically connect social, economic and environmental outcomes to equity, diversity and inclusion and engagement and sustainability, seeking to create equity by design.

Beyond The Box is an award-winning Community Interest Company. Our approach is informed by nearly two decades of working with communities across the UK, this experience and insight have shaped our unique methodology. We work beyond the boundaries of the tick box to ensure we're building a society that is inclusive of every citizen and every voice.

PRINCIPLES

Equity: Our purpose drives us to champion equity over equality. This means we meet every individual according to their needs.

Accountability: We hold ourselves accountable as professionals. We invest time and effort to have tough conversations. We pay others fairly; we invest in ourselves.

BEHAVIOURS

Hold Space: We create and hold, the space for communities to have a voice – and to use it. We value exchange over transactions. We are welcoming, and acknowledging people’s differences. We are inclusive.

Co-design: Asserting that creativity is a great vehicle for change and that everyone should get to design their future, every community we collaborate with is involved in charting a project’s outcome.

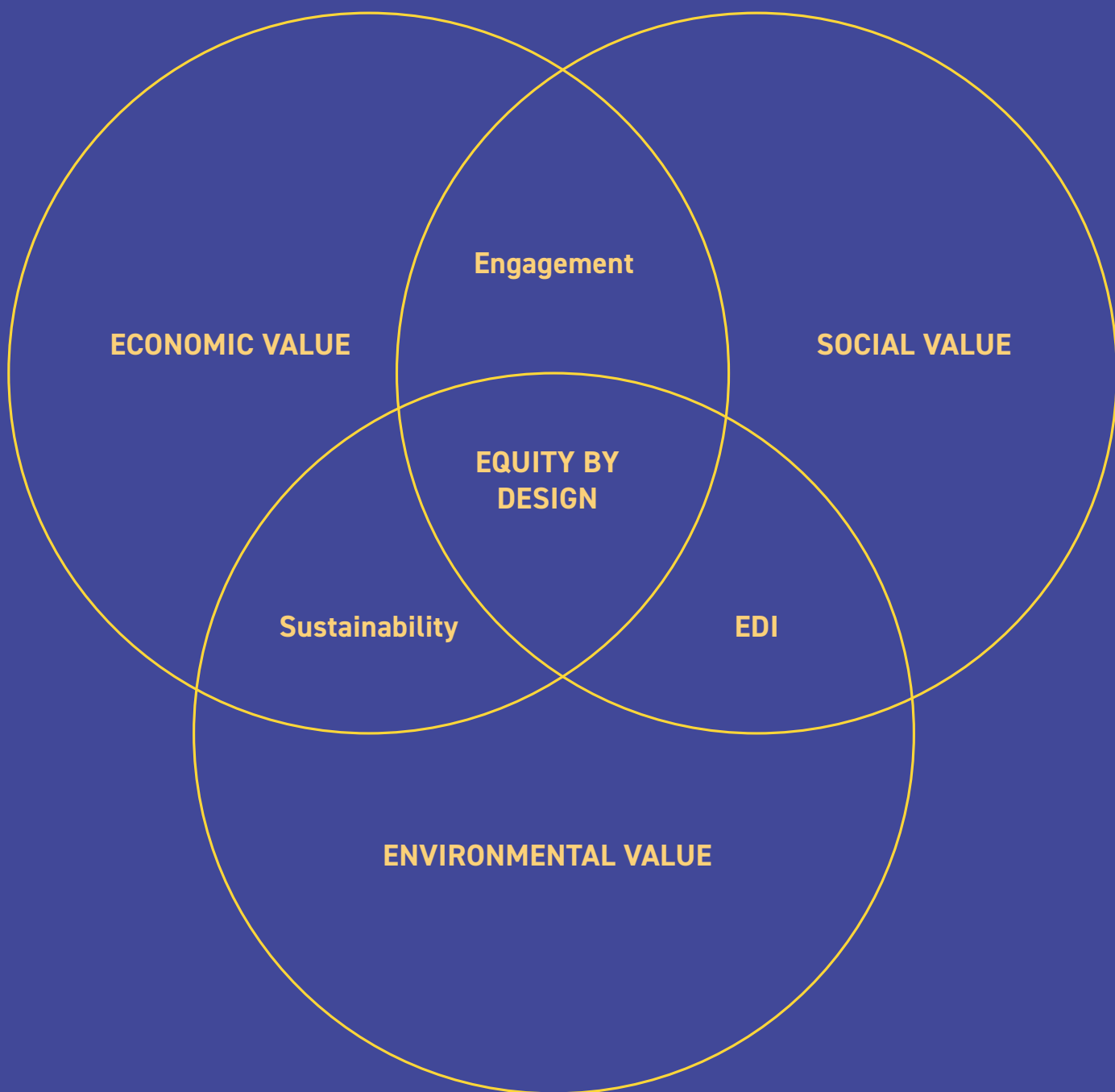
LEGACY

Impact: We want every project to leave a positive legacy for individuals and communities.

METHODOLOGY

Engagement & Social Impact

- Focus on depth of engagement, building on existing local relationships and forging new ones
- Model of ‘exchange over extraction’
- A two-way dialogue where local stakeholders help shape how we engage through meaningful dialogue
- Develop and implement a project social Impact



03

Understanding & Insight

PREPARATION - RIBA STAGE 0-2

Research

DESIGNING FOR LOCATION - UNDERSTANDING PRIORITIES

As part of our insight and understanding phase in designing the community engagement and social sustainability strategy for Euston Tower, we wanted to understand the local context, uncovering what work has already taken place and identify key priorities for the London Borough of Camden, their residents, communities, businesses, students and stakeholders who live, work, study and play within the borough.

We looked at all related documents available from the London Borough of Camden, but we focused on three key documents, which were: We Make Camden 2025, the Euston Partnerships Social Value Charter and British Lands Regent's Place - Place-based approach.

Our research highlighted that there has been a lot of community consultation, research and stakeholder engagement taking place across the Euston area over the past decade, largely due to HS2 and we were keen to ensure we built a strategy that responded to the priorities that the community and the London Borough of Camden have already identified as key, whilst also being mindful of consultation fatigue.

We wanted to understand if there were key themes, alignments, and/or gaps that we could build upon in relation to the Social Sustainability goals for Euston Tower.

WE MAKE CAMDEN 2025

The We Make Camden 2025 document is divided into three key, overarching stakeholder groups; Community, Council and Partnerships.

The London borough of Camden currently has six Ambitions as part of We Make Camden 2025 framework.

- 1.** Camden should be a green, clean, vibrant, accessible, and sustainable place with everyone empowered to contribute to tackling the climate emergency
- 2.** Everyone in Camden should have a place they call home
- 3.** Camden communities support good health, well-being and connection for everyone so that they can start well, live well, and age well
- 4.** Camden actively tackles injustice and inequality, creating safe, strong and open communities where everyone can contribute
- 5.** Camden's local economy should be strong, sustainable, and inclusive – everyone should have a secure livelihood to support them to live a prosperous life
- 6.** Camden is a borough where every child has the best start in life

They have four Missions they want to achieve over the coming years are:

- 1.** Diversity: By 2030, those holding positions of power in Camden are as diverse as our community – and the next generation is ready to follow
- 2.** Young people: By 2025, every young person has access to economic opportunity that enables them to be safe and secure
- 3.** Food: By 2030, everyone eats well every day with nutritious, affordable, sustainable food
- 4.** Estates and neighbourhoods: By 2030, Camden's estates and their neighbourhoods are healthy, sustainable and unlock creativity

There are six Challenges Camden wants to achieve over the coming years are:

- 1. Safety:** Everyone is safe at home and safe in our communities
- 2. Debt:** Everyone can get the support they need to avoid debt and be financially secure
- 3. Digital:** Everyone in Camden can access and be part of a digital society
- 4. Loneliness:** No one in Camden is socially isolated without the means to connect to their community
- 5. Housing:** Camden has enough decent, safe, warm, and family-friendly housing to support our communities
- 6. Climate emergency:** Camden's local economy tackles the climate emergency

Camden's Mission Approach within the We Make Camden 2025 document:

- 1.** Enabling community leadership and ownership
- 2.** Developing a network of projects
- 3.** Taking the missions forward by thinking and doing
- 4.** Taking an active listening and learning approach and learn on behalf of and with others
- 5.** Developing mission projects with participation and inclusivity at their core
- 6.** Rooting missions in the places where people live
- 7.** Taking a bespoke approach to each mission
- 8.** Developing community governance that supports mission delivery
- 9.** Bringing partners together, with the Council as a 'mission steward'
- 10.** Orienting innovation funding and investment towards the missions

THE EUSTON PARTNERSHIP SOCIAL VALUE CHARTER

The Euston Partnership was established to better integrate the three major projects at Euston: HS2's construction of the central London terminus and improved onward connections, Network Rail's redevelopment of the mainline station and the wider development of the urban environment managed by the Master Development Partner, Lendlease.

The Euston Partnership has a series of skills and jobs offers as well as community programmes they are delivering. Listed below are their community programmes.

MAKE @ Story Garden

Led by Somers Town Community Association

MAKE @ Story Garden is a public studio for creative collaboration with, and by, local communities from Somers Town and St Pancras. MAKE embraces the skills and talents of people who live and work in Somers Town and the wider Camden area to address local issues and social challenges and to help widen participation in arts and cultural experiences – from making clothes to tackling the climate emergency. The first phase of the project – between 2019 and 2021 – was a collaboration between Central Saint Martins, Somers Town Community Association, Camden Council and Lendlease.

Euston Green Link

Led by Euston Town.

A half-mile walking route between Euston Station and Regents Park, Euston Green Link includes imaginative green infrastructure, public art and signage reflecting local culture and heritage. A series of green installations including a green wall, planters and a new public pocket park, aim to bring a sense of nature to the area.

Green loop

Led by Camden Town Unlimited

The Camden Green Loop is a project that aims to make sense of our neighbourhoods as joined-up, accessible destinations with unique offers and experiences. Expanding on the Euston Green Link, we are encouraging businesses and organisations to adopt the values of the Camden Green Loop and celebrate their position within North London's green and cultural offer. The Green Loop also offers opportunities for improvements – unloved alleyways, empty pockets of public space, an opportunity for a mural or green wall. By connecting with each other around this concept we can imagine and deliver projects that are part of a wider, cohesive strategy.

Camden Collective

Led by Camden Town Unlimited

For the last 10 years, Camden Collective has offered free hot-desking space and subsidised offices for creative start-ups in the heart of Camden Town. A registered charity, the Collective takes on temporary leases in empty buildings to give start-ups the chance to take risks, experiment, and grow in a low-cost way. Camden Collective is working to bring the area and the buildings back to life, filling them with an ever-growing community of creative young people.

Camden Highline

Led by Camden Highline

The Camden Highline will turn a disused stretch of railway viaduct into a new elevated park and walking route, connecting Camden Gardens in the west to York Way in the east. It has come about thanks to the work of thousands of Camden Highliners, the local residents and businesses who have volunteered their time, money and skills to the project. When complete the Highline will be more than a physical link between neighbourhoods, it will be the foundation for all kinds of new connections between communities.

BRITISH LAND - REGENT'S PLACE

British Land's 2030 Sustainability Strategy focuses on creating a real and long-lasting social impact in our communities, by working with local partners to collaboratively address local priorities.

At Regent's Place, our social focus is on aspirational employment. Together with our customers, suppliers and community partners, we have the power to strength the workforce and make a positive local impact by increasing access to good jobs - through a focus on aspirational skills, training and employment, while pioneering responsible urbanism.

2022

LOCAL PEOPLE

8,600+ local people benefited from our Regent's Place community programme last year.

COMMUNITY FUND

£200,000 Regent's Place Community Fund with customers and local partners including Little Village, Fitzrovia Youth In Action and C4WS - making a lasting social impact since 2016.

EDUCATION SKILLS

1,600+ local children from Netley Christ church and Richard Coben Primary schools have joined our Young Readers Programme at Regent's Place since 2016, improving life chances.

BUSINESS SKILLS

760 local entrepreneurs joined Rebel School courses at Regent's Place online and in person last year, developing skills for business growth.

YOUTH SKILLS

220+ young people benefited from mentoring, virtual masterclasses and work experience at Regent's Place last year.

SPACE

10,000 sq ft of affordable workspace for start-ups and entrepreneurs at 1 Triton Square and community uses at the Triton Café.

PARTNERSHIP

38 years of partnering with our Camden community - including schools, youth groups and employability organisations.

HEALTHY, FAIR & INCLUSIVE

Accredited Good Work Standard employer - the Mayor of London's benchmark for healthy, fair and inclusive workplaces.

LONDON LIVING WAGE

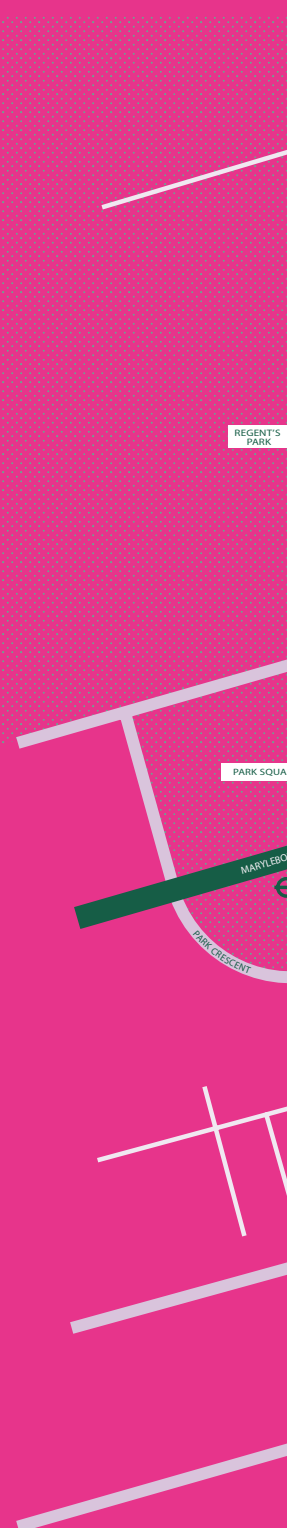
Everyone we employ on our customers' behalf at Regent's Place is paid at least the London Living Wage.

Additional Insights

THE KNOWLEDGE QUARTER:

The Knowledge Quarter is one of the greatest knowledge clusters anywhere in the world, located in a small area around King's Cross, Euston Road and Bloomsbury.

Within a few hundred metres you can find knowledge resources ranging from the world's earliest books and manuscripts to the latest fashion and creative designs and cutting-edge medical research. Key institutions that form part of the Knowledge Quarter include Wellcome Trust, Google, UCL, The British Museum, The Francis Crick Institute, The Alan Turing Institute and many others.



External Roadshow

LONDON BOROUGH OF CAMDEN

We were keen to connect to the London Borough of Camden to gain a deeper understanding into the frameworks we had researched, being conscious of the recent global pandemic and the more recent cost of living crisis, acknowledging how these may have shifted some priorities for the local authority and their constituents from when the frameworks were written.

CONVERSATIONS WITH RUTH & DOMINIC:



DOMINIC MURPHY
PRINCIPAL PARTICIPATION OFFICER



RUTH CRAVEN
PARTNERSHIP LEAD

WHAT WE DISCOVERED

Q: Are there currently any key priorities or key focus areas for the London Borough of Camden that are within the We Are Camden 2025 Document?

“The key priority would be the well-being framework we are working on in the borough. This is centred on the experience of the citizen; which includes those who live and work in Camden, including students.”

Ruth and Dominic shared that the issue that is fast rising up the priority agenda is the cost-of-living crisis and needing to understand how this will impact people’s lives. They suggested it may be beneficial to look at Camden’s priorities and how these reflect against the cost-of-living crisis.

“Our (LBC) focus is on developing relationships - changing how things are working. Asking what people’s experiences are - over independent research”.

Q: What is your current approach/experience with social value and getting partners to deliver on their commitments?

It was shared that this is being reviewed at the moment within Camden Council. A fairly new framework is being pulled together by the central policy team at LBC. Currently works on an ad hoc basis.

“Help partners we are in collaboration with, so they feel valued as partners, and they see the value in going the extra mile.”

Local networks and partnerships:

Euston Partnership:

We learned of Lendlease (the only developer to have signed up at first), UCL and Camden Giving all being a part of the Euston Partnership, with HS2 – Department for transport also joining. We also heard how it has now moved to measurement through a new resident survey. LBC wants all partners to use the outcomes of this survey in their work.

Social Value Index linked to Good Life, now a set of questions in the household survey – question bank – which they can use to measure their performance.

Business:

London Borough of Camden have an Inclusive Business Network.

Challenges:

LBC identified that working in a silo is a real challenge for them currently, Ruth’s role is new and challenging. Different partners of the council have to speak to different departments, i.e Sustainability team, partnerships team, Legal team, Section 106 and Cil etc.

LBC perceived that developers care about Section 106 and Cil – but LBC wants to develop them as organisations in terms of Social Value.

The Social Action agenda ties it all together. We heard there is a desire to look at their workforce, develop the workforce and link to what they are funding as a local authority. They want to sit down and build relationships.

Current needs:

LBC shared that available space comes up all the time as a primary need, we were told it's a hot topic. We heard Camden has fairly active community organisations – but when doing partnerships like the bike project and the circular economy markets, they identify as needing space for storage to enable these community projects to take place.

“The Towers built post-war normally have large caverns – empty spaces – there are all kinds of things we could do with these.”

Avalon motorcycle project – youth project right next to Euston Station – they are working with lots of NEET young people under 18. They noted it doesn't fit into the green ethos very well, but LBC are an advocate of their work with young people.

Argent ran a competition for space at a Coal Drops yard, run by council youth service, LBC seemed to like this approach.

Camden Giving ran an event looking at space. There is a group in the council looking at vacant space.

Environmental challenges:

We hear how Euston Road is the most polluted area in the country. LBC suggested an air quality hack event or an air quality forum, addressing this issue.

London Borough of Camden has a Memorandum of Understanding in place with UCL's institute of global health.

University of the Arts London – Central St Martin was also reported to be super engaged.

Q: What is the current approach to community engagement at LBC?

We learned that there is no current framework – the participation and partnership team are set up. Moved more into social action and networking space. The corporate team is not there to tell people, they are there to help support and enable the new approaches.

Bit of a menu at the moment – (Involve) resource for engagement – trying all different things. What works well and where? A lot of tests and learning projects.

“Euston residents get fed up as they are asked too much – stop asking and do something”

Q: Is there anything you feel we should be aware of in terms of this project / location

The big challenge is going to be engagement due to engagement fatigue.

Umbrella group – Euston Engagement Group. We were recommended to connect with them.

30 different processes/live projects going on around Euston currently, so people are over-consulted. We heard HS2 is a big reason as to why this is.

LBC wants research to land in one place – an evidence base we all use and trust – an aim of the Euston Partnership Group.

Plans for their survey: LBC wants to map lower super output areas around Euston Station. Their goal is 3,100 minimum returns on survey, wanting to ensure they reach EDI markers. LBC have buy-in to repeat the survey every 3 years, to a cost of £100K a time. Field work will take place in Jan-Feb 2023.

Local council area –they are currently looking at how they use data. When asked if they were sharing the information back to residents, LBC said they want to try, there are going to be dashboards, but that only has a certain amount of info – website usage can be used but LBC feel there should be more.

“(We) would be keen with Euston to hold an event. UCL are thinking how do you keep people engaged in the data to help benefit them as citizens”

Ideas around a big hack event, exploring issues, needs and wants. People directly involved – including and involving the “geeks of Camden” doing their own research – expose people to the data and invite them to bring the data along.

Q: What does success look like for you in terms of this project (ET):

- Activity and opportunity that is participatory, and responds to community needs and priorities (including things they have already told us/other partners about)
- A programme that builds on and complements activity already being delivered by partners in the area and existing assets and strengths in the area (e.g. by connecting across networks of partners)
- A programme that encourages and inspires a diverse range of residents and partners to get involved and contribute
- A programme that helps deliver We Make Camden priorities – and tells that story in an inclusive and compelling way for diverse audiences, inspiring others to take similar approaches

CONVERSATION WITH KATE GIBBS AT LONDON BOROUGH OF CAMDEN

Inclusive Economy – Skills and Support



KATE GIBBS
HEAD OF INCLUSIVE ECONOMY

Q Are there currently any key priorities or a key focus from within your departments?

- The ask/demand for affordable workspace
- Knowledge Quarter Priorities – inclusive growth and affordability may be different.
- Engagement with schools through STEAM – Top priorities are work experience and apprenticeships and local employment
- End-use after completion is a focus - aiming for more developers to commit to end-of-use initiatives and outputs.
- Bigger local recruitment offer.
- Science & innovation audit – highlighted lack of spaces within the sector.
- Start-up space to move on spaces they grow.
- Space to convene the sector within the Knowledge Quarter (KQ)
- Direction to conversations; pre-let activity; collaborative space; schools' engagement

Q: What does success look like for you in terms of a process for community engagement:

- We were encouraged to look at what's gone before and what is already known. Don't ask the same questions, as so much intelligence has been gathered.
- Early signs of opportunity – quick wins/impacts
- Trail things: space and use of space
- Space for jobs fair
- Rehearsal space: investigate this at ET
- Space to create commercial programmes – such as support for cooking at home programmes– small-scale chef cooking at home to deliver etc. Now need a commercial kitchen – co-working model etc

Youth Provision:

- Employment support offered to young people. It was shared there is a spike in youth unemployment – new approaches are needed. It has since evened out a little, but LBC needs to wait to see ongoing impacts of those interventions. .
- LBC is going to be creating a youth entitlement programme (working title) – as young people need to know what they can access and what is available, alongside a call to employers, as LBS will need help to deliver this
- STEAM – connection to employees
- The Need:
- It was repeated that there was a need for space that can bring people and providers together, both digitally as well as physically.
- We heard the responding desire for end-of-use apprenticeship offers, with long-term investment being key for LBC.

CONVERSATION WITH VOLUNTARY ACTION CAMDEN (VAC).

Voluntary Action Camden (VAC) is Camden's Council for Voluntary Service. It is an independent charitable organisation and its mission is to work with the people of Camden to support, develop and promote voluntary and community activity. VAC supports voluntary and community groups so that local people and communities can continue to benefit from a thriving voluntary and community sector.

VAC's work sees them support all of the voluntary sector and has over 400 members, which continues to grow. To gain a deeper insight into the needs of people and communities across Camden, we spoke with CEO, Keith.



KEITH
CEO



Q: What is the role of VAC within Camden?

We heard their role falls mainly into three areas:

- 1.** Delivery of their own projects – such as their social prescribing service in partnership with Age UK Camden and delivered on behalf of CCG. If support needs are complex individuals are referred/sign-posted to Camden authority.
- 2.** Safeguarding offer: training, advice and guidance, which we heard is popular with smaller organisations and members – open to all sectors with a focus on Equality Diversity and Inclusion.
- 3.** VAC creation of a number of mental health groups from within the local community. Mind in Camden was commissioned by LBC to develop relationships with cultural communities – cultural advocacy project – mental health can manifest in various ways based on cultural context – culture and trust.

VAC holds a database for all of Camden’s voluntary sector organisations, to which there are over 800 contacts. We heard how VAC has a long standing relationship with UCL and works collaboratively on a community research project called ‘Evaluation Exchange’. This project sees members from VAC and Newham partners, along with graduate students from UCL, working to identify tools for evaluation and measuring impact.

VAG had 7 organisations within Camden, 9 from Newham providing placements to UCL students, working over an initial 6-month period - which was extended to 9 months.

VAC is currently looking for new funders for this work.

Q: Where are you based currently? Do you have a physical space?

Currently based in Kentish Town, but are actively looking for a space. Nine members of staff.

They act as the front door to public enquiries from within the space – with new groups who want to register at Company House or Charity Commissions accessing 1-Hour surgeries with VAC. They used to provide space for micro businesses and accounting servicing

Q: What do you feel are the current key priorities or focuses for the Voluntary Action Camden members?

1. Relevant data - community research.
2. Financial sustainability - ways we can mitigate cost of living is having, the impact on the voluntary sector has not yet been recognised.
3. Less about space to deliver it's a space to operate - relevant affordable space to operate.
4. "2,000 voluntary sector organisations in the borough of Camden" do they all need to be in existence" - what needs are they (all) addressing".
5. A platform where organisations can identify those kinds of long-term spaces.
6. Recruiting and retaining staff is a challenge. Getting people into the sector.
7. Trying to maintain a presence in shaping public policy - VAC is well regarded and recognised.
8. Building partnerships to leverage new investment in the sector.
9. Not enough funding opportunities to create partnerships.

Have submitted a bid to get a new programme off the ground - Community Action Research Groups (research innovation). The aim is to research a problem - offer - additional support from UCL - or an organisation that has never carried out community research before.

Q: Are you working with other networks

- VAC works closely with the Partnerships Team at LBC - good working relationship with them, VAC are a key strategic partner.
- Camden Infrastructure Alliance
- Volunteer Centre - C4 (support network for community asset organisations)
- Young Camden Foundation
- Camden Giving
- Camden Disability Action.
- Additional insights and comments:
- Creating more employment opportunities & opportunities for transferable skills is important. *"London Borough of Camden's vision for citizen participation needs some more thinking - how do you reward these participants?"*



04

Understanding & Insight

MAPPING



Camden Economy

DATA DRIVEN INSIGHTS

Considering the Technical Analysis Paper (Published by the ONS, mid 2021) the Camden Profile (October 2022) and the Camden Demographic Databook (October 2022) the following summary of The Borough of Camden can be made.

Note: The census draws on the 2011 census as well as information that is referenced from 2022.

The Borough of Camden is 22 square kilometers, characterized by business and education which together give it a reputation for 'life sciences' reflected in its Knowledge Quarter. 11 higher education institutions, including UCL, Birbeck, SOAS call Camden home. Its high population churn, 5th largest in the UK, is largely in part to the flux of students in and out of the area. As you might expect the population of 'young adults' aged 16-25 and 'Younger working age' 25-44 are higher than the national average at 15.1% and 35.0% respectively with 41% of the population under the age of 30 and a mean age of 37.6 years.

Camden has the second highest number of businesses in London after Westminster and is 3rd highest in the UK with 37,680 businesses as of October 2022. Of these 86% have fewer than 10 employees and 60% are located south of Euston Road. 28% are from the Professional, Scientific & Technical enterprises which have grown in Camden by 47% in the last decade.

Described in the 2011 Census as "High Density & High Rise Flats" (32%), "Urban Elites" (29%), "City Vibe" (22%) or "London Life-cycle" (16%). The significance of profession in the district reflects a lower than average population of people under the age of 18 at 17% compared to 21% average in London. Despite its relative wealth, (4 of 8 Lower Layer Super Output Area's, [LSOA's]) are within the 10% least deprived) 37.2% of children in Camden live in low income families which is in line with the London Average.

In 2011, 34% of Camden residents were from Black, Asian or other minority ethnic groups (increased from 27% in 2001). A further 22% were non-British White residents including those from the EU, other Europe and the rest of the world. Meanwhile in Camden schools, Camden-resident children speak 149 languages and dialects. The most widely spoken languages after English are: Bengali with 2,715 speakers; Somali with 1,250; Arabic with 844; Albanian/Shqip with 706, and French, Spanish and Portuguese, each with more than 200 speakers.

Technical Analysis Paper TAP 2022-01

Published by 'The Office for National Statistics' (ONS) in mid 2021.

For further information: www.population@camden.gov.uk

Key Quotes from Document:

Camden's is a central London location, with high domestic and international migration - and with a large student presence'

Camden has a much larger proportion of younger working aged people (more women than men) who are aged 20 to early 30s, than either London or England & Wales

'Young adults' age 16-24 15.1%

'Younger working age' 25-44 35.0%

The age structure of Camden is relatively young with a mean age of 37.6 years, similar to Greater London (37.5 years), but both are lower than the national average of 41.2 years.

Sex and Age 52.7% female and 47.3% male.

Camden's usual resident population at mid 2021 is estimated to be 210,400.

Camden is one of three London Boroughs to have lost population between 2011-21, with minus 9,700 persons (-4.4%) compared to Westminster (-6.6%) and Kensington % Chelsea (-9.0%)

It is the 26th largest in London.

Life stage age groups:

- 'Pre-school' age 0-3 3.8%
- Primary' age 4-10 6.6%
- Secondary' age 11-15 4.9%
- 'Young adults' age 16-24 15.1%
- 'Younger working age' 25-44 35.0%
- 'Older working age' 45-65 23.4%
- 'Younger pensioner age' 66-74 5.8%
- 'Older pensioner age' 75+ 5.4%

Camden's resident population, by proportion:

- 41% are aged under 30
- 65% are aged under 45
- 89% are aged under 66

Camden has proportionally fewer children aged under-18 than either London or England & Wales. Camden has a much larger proportion of younger working aged people (more women than men) who are aged 20 to early 30s, than either London or England & Wales. In the over 50s, Camden and London have similar profiles, both having smaller proportions in these ages compared to the more ageing national population.

Young people (under 18): The proportion of children under the age of 18 in Camden is 17%, compared to 22% in London and 21% in England & Wales (although Camden has a youthful age structure, this is down to the large proportion adults in their 20s and 30s than a large child population).

Younger working age adults (18-44): Camden has a larger proportion of people aged 18-44 (48%) when compared to the London (43%) or national (35%) proportions. Some will undoubtedly be university students.

Older working age adults (45-65): Camden has relatively few people of the older working age group aged 45-65 accounting 23% of the population, but compares with 25% in London and 27% in England & Wales.

Older people aged 66+: Camden has a similar proportion of older people aged over 65 years (11%) when compared to Greater London, but smaller than the national average for England & Wales (18%).

CAMDEN LOCK

CAMDEN MARKET
COME IN WE'RE VERY OPEN MINDER



CAMDEN PROFILE

Summary of Economic Data:

Camden is home to 11 higher education institutions for residents aged 16+, over half (51%) were educated to degree level or equivalent (ranking 5th highest in England & Wales).

As a central London borough Camden experiences a high degree of population 'churn'. A sizeable proportion of movement is the annual transfer of students to/from Camden, both international and within the UK.

According to the 2011 Census based area classification for London, Camden is described in terms of "High Density & High rise Flats" (32%), "Urban Elites" (29%), "City Vibe" (22%) or "London Life-cycle" (16%).

Camden's largest communities with a distinctive cultural identity are the Bangladeshi, Black African and Irish communities, followed by Chinese and Indian.

Camden is home to the second highest number of businesses in London after Westminster and is 3rd highest in the UK 60% of jobs (in Camden) are located in the central London portion of Camden, i.e. To the south of Euston Road.

Overall Size and Composition:

Comprising almost 22 square kilometers in the heart of London, Camden is a borough of diversity and contrasts. Business centers such as Holborn, Euston and Tottenham Court Road contrast with exclusive residential districts in Hampstead and Highgate, thriving Belsize Park, the open spaces of Hampstead Heath, Parliament Hill and Kenwood, the youthful energy of Camden Town, subdivided houses in Kentish Town and West Hampstead, as well as areas of relative deprivation

The Council has designated 40 Conservation Areas that cover approximately half the borough, while more than 5,600 buildings and structures are listed as having special architectural or historic interest

Many of the borough's streets are under severe parking stress, with the southern part of the borough within the central London congestion-charge zone), though a high proportion of households (78%) in this area do not have access to a vehicle. The entire borough falls within the expanded Ultra Low Emissions Zone (ULEZ)

Camden is home to 11 higher education institutions, including University College London (UCL), the School of Oriental and African Studies (SOAS), the London School of Hygiene and Tropical Medicine, Birkbeck and the University of London. Camden is home to the 2nd largest student population in London, with 26,285 higher education students living in Camden: 59% are women and 55% are from overseas. 29% of students live in university halls of residence or properties; while 42% reside in the area south of Euston Road.

Camden is just a fragment of Greater London, occupying only 1.4% by area - making it London's 8th smallest borough by area, but 5th highest by population density (128 per hectare). Camden is home to 7.1% of London's employment and 3.1% of its population.

The mix of social and economic conditions in Camden is like nowhere else, though parts of Camden are very similar to parts of other London boroughs. According to the 2011 Census based area classification for London, Camden is described in terms of "High Density & High rise Flats" (32%), "Urban Elites" (29%), "City Vibe" (22%) or "London Life-cycle" (16%)

Reflections on the 2011 Census:

The 2011 Census found that for residents aged 16+, over half (51%) were educated to degree level or equivalent (ranking 5th highest in England & Wales); while 13% had no qualifications. The Camden population is ethnically diverse and consists predominantly of younger working-aged adults. 1 in 7 (14%) Camden people had an illness or disability affecting their day-to-day activities.

41% of households contained one person living alone – a third of those were people aged over 65 years; of the remaining households, 31% contained household members who were from the same ethnic group and 26% of households contained people from different ethnic groups. 30% of Camden's usual residents were born outside the UK and European Union⁸. English was not the main language for 23% of people, though the vast majority (86%) said they spoke English either 'very well' or 'well'.

Population:

Camden has the 5th largest population churn in the UK, due to large migration in- and outflows. In the year to mid-2020, ONS estimates total migration inflow to Camden of 41,100 people, a total outflow of 32,600, with the net effect of an additional 8,500 people. Migration flows are split between those measured within the UK and those from outside (international). The domestic flows to/from the rest of the UK, account for half of the annual inflow (51%) and three-quarters of the outflow (76%). A sizeable proportion of movement is the annual transfer of students to/from Camden, both international and within the UK.

Currently, Camden's population is forecast to increase by 21,400 (7.8%) between 2022 and 2032. Future growth is due to both natural increase (births outstripping deaths) of +7,900 and +13,500 due to net migration over the 2022-32 period.

Age and Gender:

Camden's demographic profile corresponds to a typical metropolitan city with a university presence: a large proportion of students and younger adults, relatively few children and older people compared to the national average: 38% of residents are aged under 30, 65% are aged under 45. 15% of the population are children and young people aged under-18. Average (mean) age in Camden is 38.9 years, compared to 38.1 in London and 41.2 nationally¹⁸. The dependency ratio, which measures the relative burden of the young and old in comparison with the working age population, is 34.6% at mid-2022, but is forecast to rise to 41.5% by 2041.

Cultural Diversity:

Cultural Diversity Camden's population is ethnically diverse. In 2011, 34% of Camden residents were from Black, Asian or other minority ethnic groups¹⁹ (increased from 27% in 2001). A further 22% were non-British White residents including those from the EU, other Europe and the rest of the world. In 2020-21 figures for Camden resident overseas nationals requesting National Insurance numbers to work in the UK show that 38% are from Europe, 38% from Asia and 23% from the rest of the world.

According to the 2011 Census ethnic group categorisation, Bangladeshi form the largest minority ethnic group in seven Camden wards; Black African the largest minority in six, Other Asian in four and Chinese in one. Camden's largest communities with a distinctive cultural identity are the Bangladeshi, Black African and Irish communities, followed by Chinese and Indian. In common with other inner London boroughs, there are small but growing communities of migrants who are refugees or seeking asylum, as well as migrants resulting from EU enlargement.

Main language spoken was recorded for the first time in the 2011 Census. After English, the most commonly spoken languages were Bengali (13%); French (8%); Spanish (6%); Italian and Somali (5%); German, Arabic, Portuguese and Polish (4%). Meanwhile in Camden schools, Camden-resident children speak 149 languages and dialects. The most widely spoken languages after English are: Bengali with 2,715 speakers; Somali with 1,250; Arabic with 844; Albanian/Shqip with 706, and French, Spanish and Portuguese, each with more than 200 speakers.

Pay and Income

According to ASHE for 2021²⁶, median gross annual pay for full-time employees living in Camden is £39,994 in 2021. Camden's median gross annual pay is lower than for Central London (£42,469), but higher compared to Greater London (£37,500) or UK (£31,285).

Estimated equivalised median household income in Camden in 2022 is £41,323. It ranges from £28,541 in St Pancras and Somers Town ward, up to £54,812 in Hampstead Town ward. 13% of Camden households have an annual median income of less than £20,000.

Health and Social Care

Life expectancy shows that a boy born in Camden can expect to die 3.7 years before a Camden-born girl (83.1 male, 87.7 female), but a Camden-born boy can expect to live 3.6 years longer than the national average and a Camden-born girl, 4.6 years longer.

Personal Wellbeing measures average 'satisfaction with life'; how 'worthwhile' life is; 'happiness'; and 'anxiety', marked out of 10. Self reported life satisfaction in Camden in 2020-21 was estimated to be 6.78, a significant drop from previous years and below the London average (7.27) and UK average (7.39). Statistical analysis of wellbeing data shows that people in rural areas have higher well-being scores than Londoners. The survey also shows that people in Camden expressed a lower score that the things they did in their life were 'worthwhile', 7.27 compared to 7.71 nationally. In terms of people's level of 'happiness', people in Camden (6.93) were less happy than the national average (7.31). Levels of anxiety have increased in Camden over the past two years. In 2020-21 it is 3.64, higher than the national average (3.31).

Social Deprivation

Social Deprivation Every part of Camden has areas of relative affluence alongside areas of relative poverty. On the average rank summary measure for local authorities, the Indices of Deprivation 2019³⁶ ranks Camden 139th most deprived out of 317 districts in England. Frognal and Fitzjohns ward is home to the least deprived LSOA in Camden; 4 out of its 8 LSOAs fall within the 10% least deprived LSOAs in England. 37.2% of children in Camden live in low income families (60% below median income)³⁷. This compares with a London average of 37.8% and 30.4% in England & Wales.

Business and Employment

There are a high number of businesses in the borough - large employers to micro enterprises and Small to Medium Sized Enterprises (SMEs). Many of these businesses specialise in highly skilled, high value, employment such as those in Professional, Scientific & Technical and Information & Communication sectors. Camden is home to the second highest number of businesses in London after Westminster and is 3rd highest in the UK.

The total number of businesses has grown 56% since 2008. Camden currently has the 3rd highest number of businesses in the UK after Westminster and Birmingham. Camden accounts for 6.3% of all London local (business) units. Camden has some large employers but the majority of firms in Camden are small with few employees. Of Camden's 37,680 businesses, the vast majority (32,435; 86%) have fewer than 10 employees and three-quarters (28,415; 75%) have fewer than 5. By contrast, there are 185 businesses with 250 or more employees, accounting for less than 0.5% of businesses in Camden.

Camden has the 2nd highest number of business start-ups in London and the 2nd highest number of businesses closures. There were 6,080 business ‘births’, new enterprises started up in Camden in 2020⁴⁷, a 2% decrease compared to 2019⁴⁸. This is the 2nd highest number of business births in London, after Westminster (9,180).

Of Camden enterprises that started-up in 2015, 35% were still active five years later in 2020. This is better than the survival rates for Central London (32%), but is lower than the London (37%) or national average (40%). Amongst London boroughs, in 2020, Camden ranked 28th by business survival rates. The Camden rate is 4.6 percentage points lower compared to 2019.

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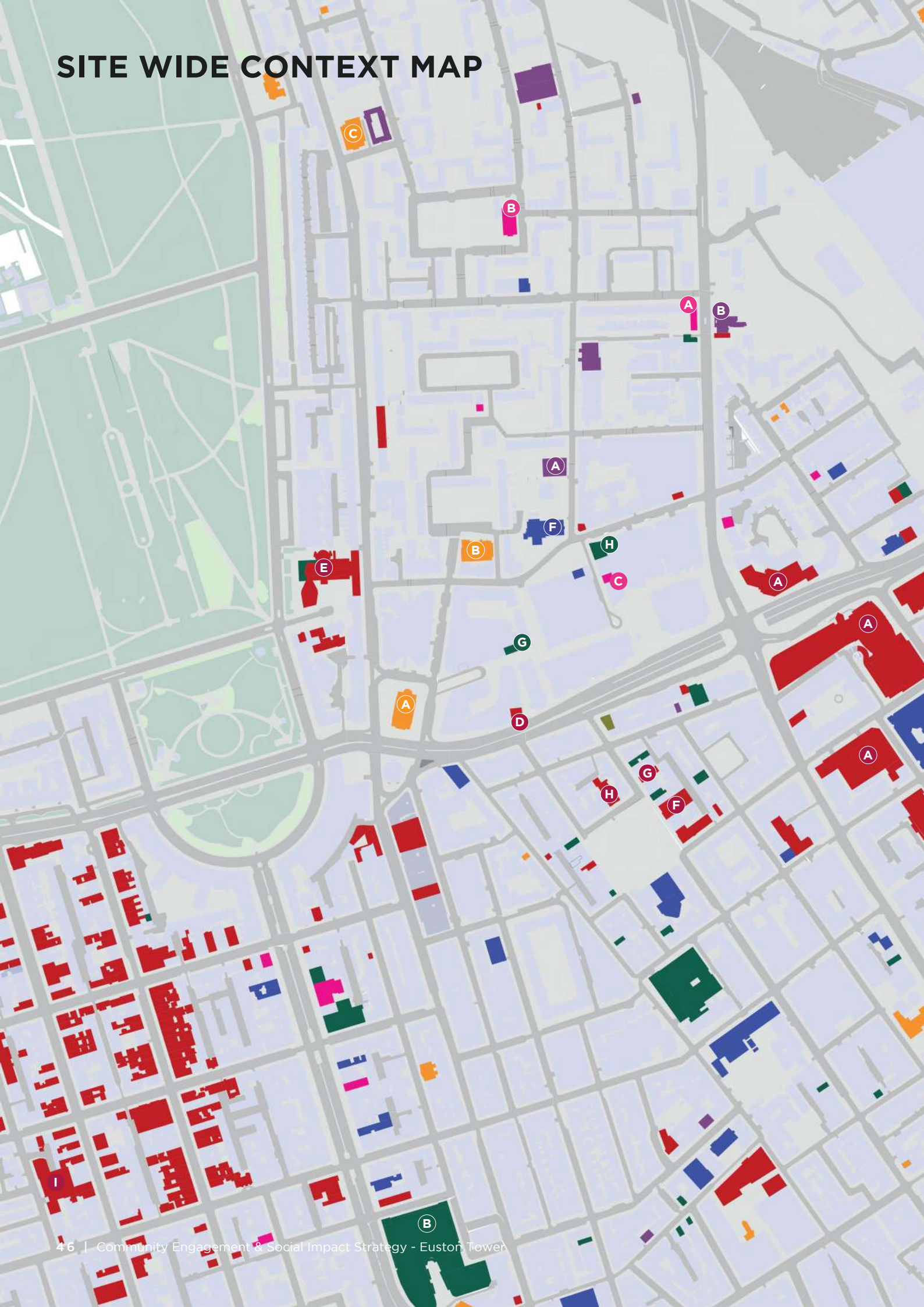
Stakeholder Mapping

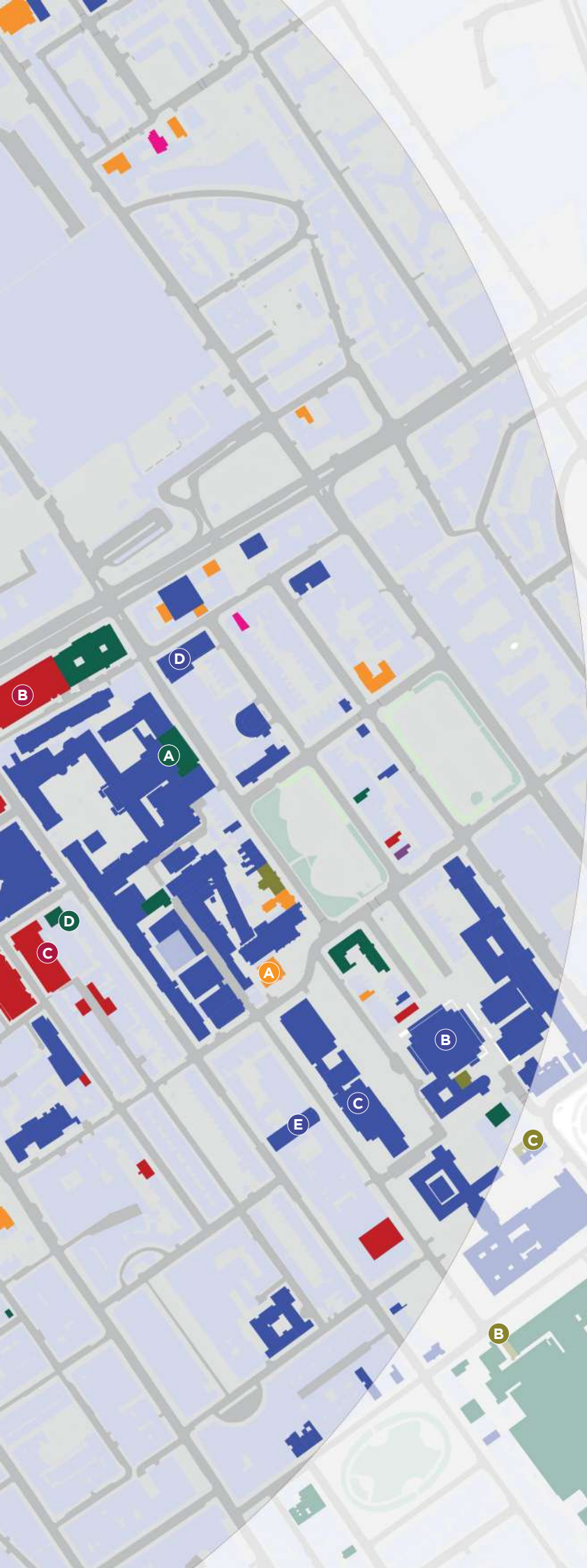
LONDON BOROUGH OF CAMDEN

We carried out extensive desktop research to discover key stakeholders and organisations across the London Borough of Camden.

The maps you see on pages 44 to 53 cover a 1km radius of Euston Tower. Additional mapping has been carried out which you can find in the appendix on page 90.

SITE WIDE CONTEXT MAP





HEALTH & WELLBEING

- Wellcome Trust **A**
- University College Hospitals **B**
- UCH Macmillan Cancer Care **C**
- General Medical Council **D**
- Royal College of Physicians **E**
- British Association of Dermatology **F**
- British Cardiovascular Society **G**
- Fitzrovia Hospital **H**
- King Edwards Hospital **I**

EDUCATION

- UCL Senate Building **A**
- School of Oriental and African Studies **B**
- University of Birbeck **C**
- Bartlett School of Architecture **D**
- Royal Academy of Dramatic Art **E**
- Westminster Kingsway College **F**

ARTS & CULTURE

- The British Museum **A**
- BBC Broadcasting House **B**
- Petrie Museum of Archeology **C**
- Grant Museum of Zoology **D**
- Bloomsbury Institute **E**
- The Wellcome Collection **F**
- New Diorama Theatre **G**
- Old Diorama Art Centre **H**

YOUTH ORGANISATIONS

- Samuel Lithgow Youth Centre **A**
- St Pancras Female Orphanage **B**

CHARITIES & COMMUNITY GROUPS

- Surma Community Centre **A**
- Third Age Project **B**
- Mosaic LGBT+ Young Persons Trust **C**

LIBRARIES AND DIGITAL LEARNING

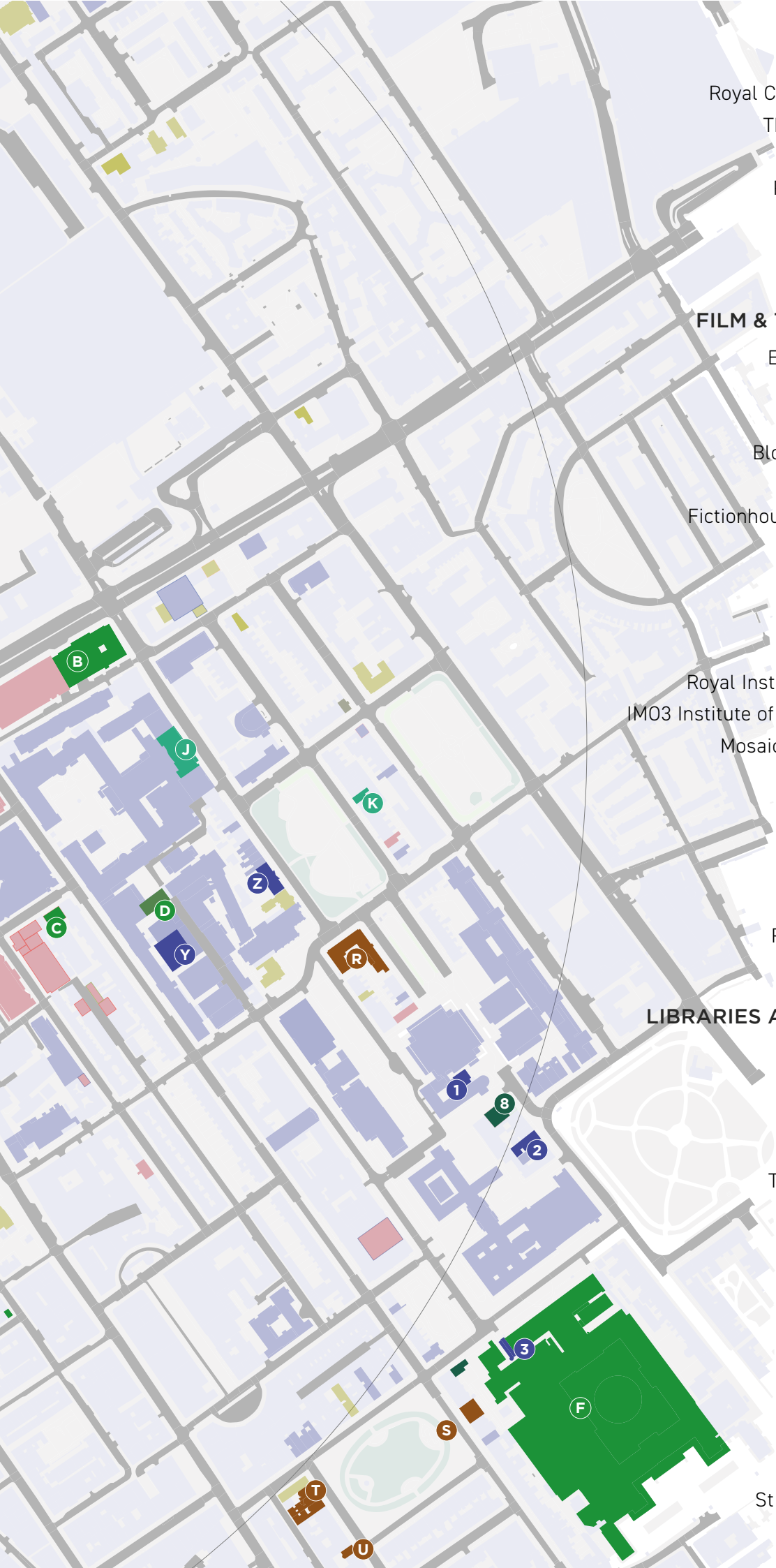
- UCL Science Library **A**
- The Weiner Holocaust Library **B**
- British Museum Library **C**

PLACES OF WORSHIP

- Holy Trinity Church **A**
- St Mary Magdeline, Regents Park **B**
- St Georges Cathedral **C**

ART & CULTURE CONTEXT MAP





MUSEUM

- Royal College of Physicians Museum **A**
- The Wellcome Trust Collection **B**
- Grant Museum of Zoology **C**
- Petrie Museum of Archeology **D**
- Pollocks Toy Museum **E**
- The British Museum **F**

FILM & THE PERFORMING ARTS

- Exilio LGBTQ+ Latin Dance Club **G**
- Old Diorama Arts Centre **H**
- New Diorama Theatre **I**
- Bloomsbury Theatre and Studio **J**
- Birbeck Cinema **K**
- Fictionhouse Limited Theatre Company **L**
- British Telecoms **M**
- BBC Broadcasting House **N**

INSTIUTIONS

- Royal Institution of British Architecture **O**
- IMO3 Institute of Materials, Minerals & Mining **P**
- Mosaic LGBTQ+ Young Persons Trust **Q**
- The Warburg Institute **R**
- The Bloomsbury Institute **S**
- Sotheby's Institute of Art **T**
- Architects Association **U**
- The Landscape Institute **V**
- Royal Athropological Institute **W**

LIBRARIES AND DIGITAL LEARNING

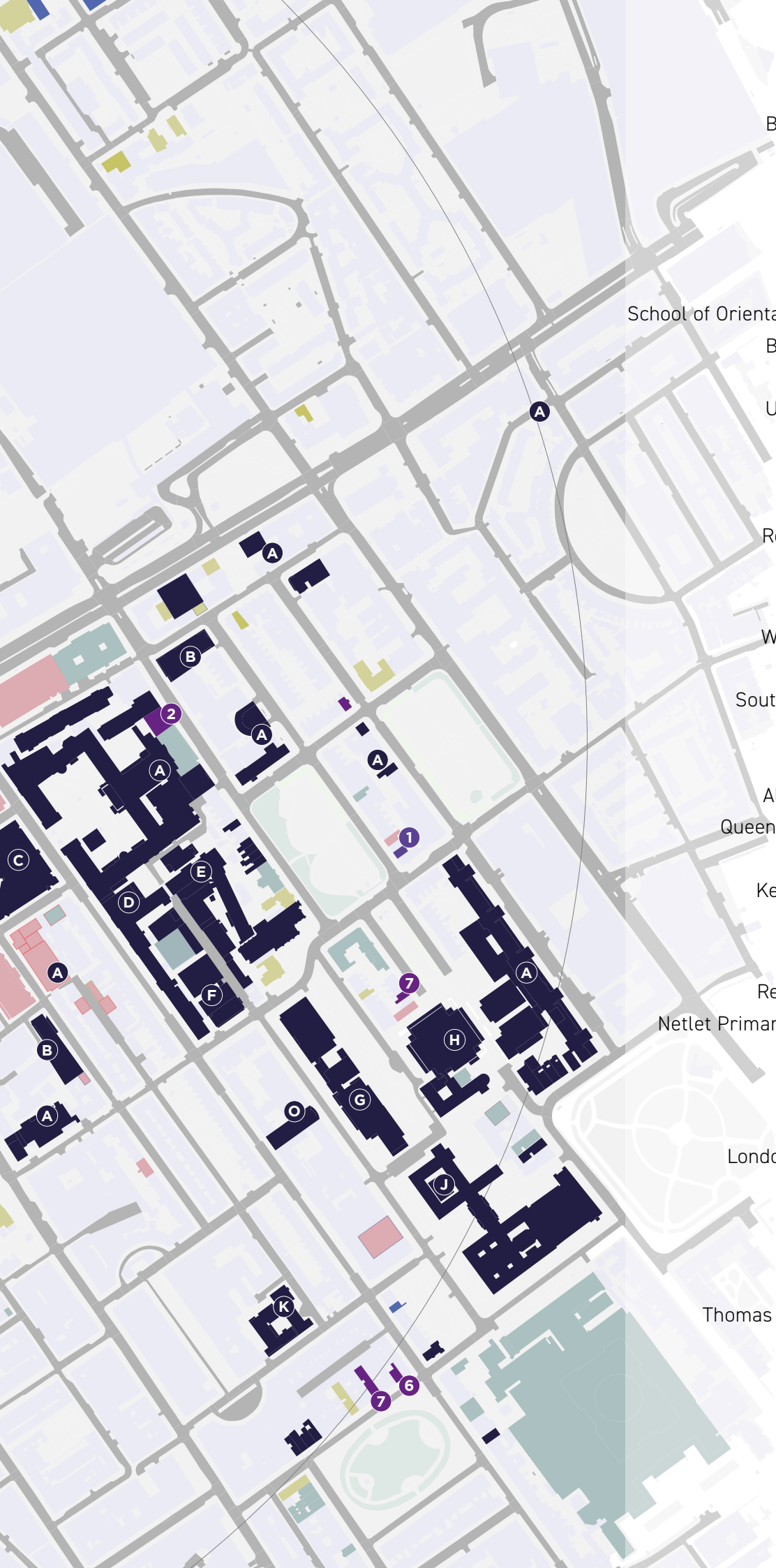
- The Reading Club **X**
- UCL Science Library **Y**
- Dr Williams Library **Z**
- SOAS Library **1**
- The Weiner Holocaust Library **2**
- British Museum Library **3**

ART GALLERIES

- Fitzrovia Gallery **4**
- Tristan Hoare Gallery **5**
- Rebecca Hossak Gallery **6**
- Brooke Bennington Gallery **7**
- Brunei Gallery SOAS **8**
- St Pancreas Female Orphanage **9**

EDUCATION CONTEXT MAP





HIGHER EDUCATION

- UCL Campus **A**
- Bartlett School of Architecture **B**
- UCL Cruciform Building **C**
- UCL Science **D**
- UCL Humanities **E**
- UCL Engineering **F**
- University of Birbeck **G**
- School of Oriental and African Studies London **H**
- Bartlett School of Architecture **I**
- UCL Senate House **J**
- University of Law, Bloomsbury **K**
- Amity University **L**
- University of Westminster **M**
- London School of Astrology **N**
- Royal Academy of Dramatic Art **O**

SCHOOLS & COLLEGES

- Westminster Kingsway College **P**
- Capital City College Group **Q**
- Southbank School of Westminster **R**
- Regent Independant College **S**
- First Intuition College **T**
- All Souls Cof E Primary School **U**
- Queens College Preparatory School **V**
- Portland Place School **W**
- Kensington College of Business **X**

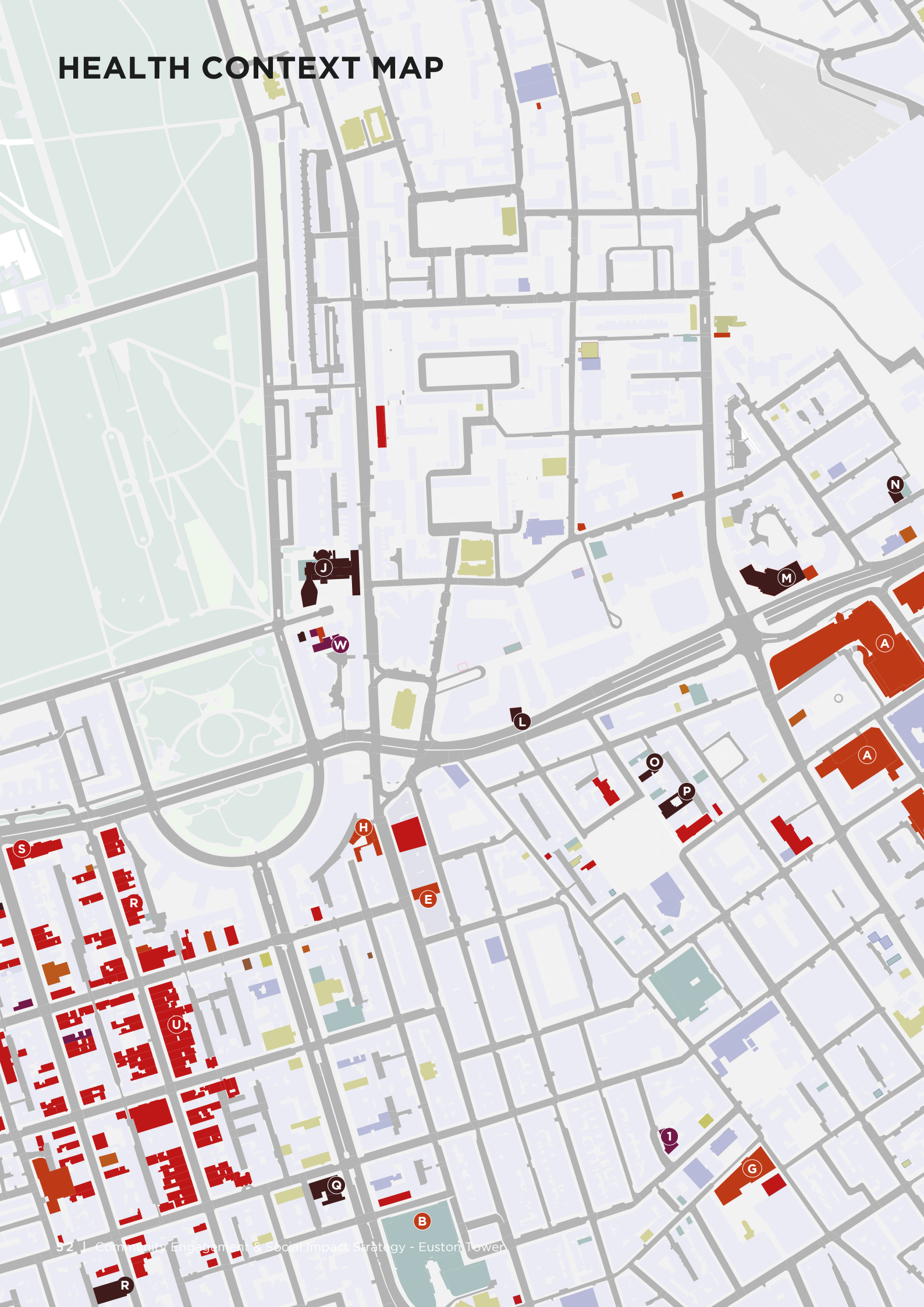
NURSERY PROVISION

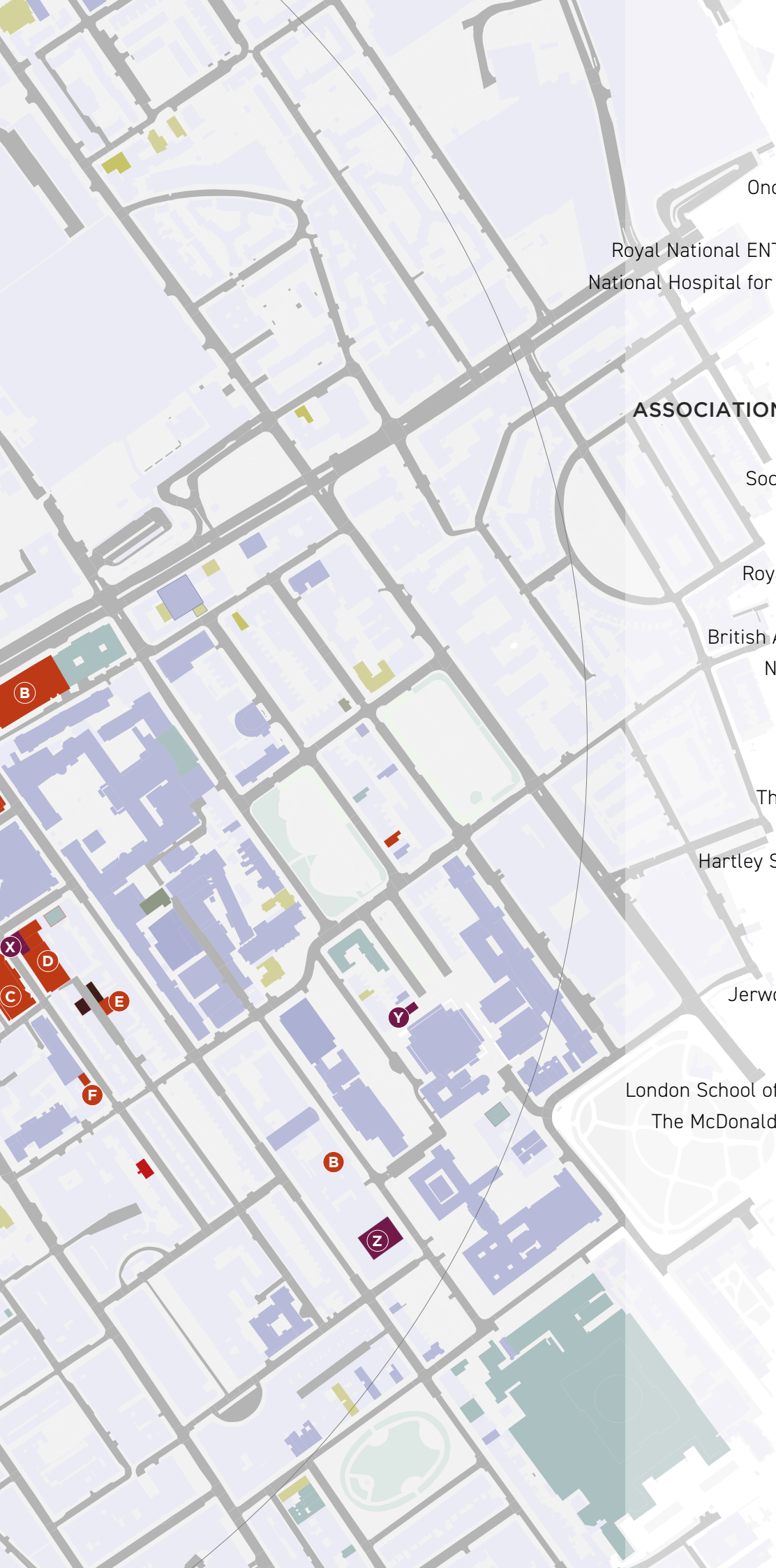
- Regents Park Children's Centre **Y**
- Netlet Primary School & Centre for Autism **Z**
- UCL Day Nursery **1**

RESEARCH GROUPS

- London Centre for Nanotechnology **2**
- Yunus Emre Institute London **3**
- Sainsbury Wellcome Centre **4**
- Paul Mellon Centre **5**
- London Study Centre **6**
- Thomas Coram Research Unit (TCRU) **7**

HEALTH CONTEXT MAP





PUBLIC HEALTH

- Wellcome Trust **A**
- University College Hospitals **B**
- UCH Macmillian Cancer Care **C**
- Oncology, Urology & Nephrology **D**
- Obstetrics & Gynaecology **E**
- Royal National ENT & Eastman Dental Hospitals **F**
- National Hospital for Neurology and Neurosurgery **G**
- Spinal Unit, Neo Natal Unit **H**
- UCH Westmoreland Street **I**

ASSOCIATIONS, SOCIETIES & TRUSTS

- Royal College of Physicians **J**
- Society of Occupational Medicine **K**
- General Medical Council **L**
- UCH NHS Foundation Trust **M**
- Royal College of Ophthalmologists **N**
- British Cardiovascular Society **O**
- British Association of Dermatologists **P**
- Nursing and Midwifery Council **Q**
- British Dental Association **R**

PRIVATE HEALTH

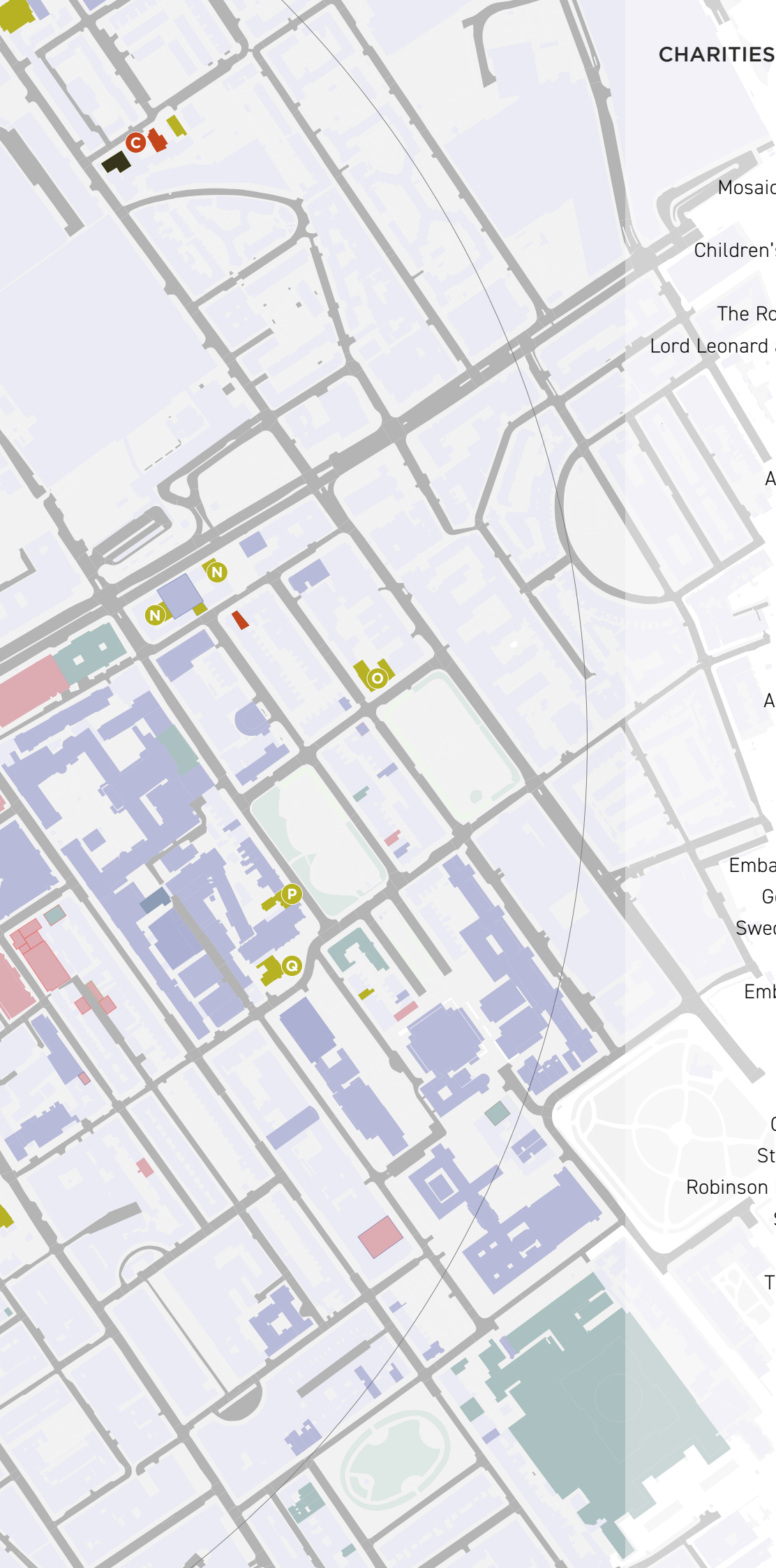
- The London Clinic Haematology **S**
- Private Gynaecology **T**
- Hartley Street Plastic Surgery Group **U**
- Private Medical Practices **V**

HEALTH EDUCATION

- Jerwood Medical Education Centre **W**
- UCL Medical School **X**
- Birkbeck Babylab **Y**
- London School of Hygiene & Tropical Medicine **Z**
- The McDonald-Buchanan School of Nursing **I**

CIVIC PROVISION MAP





CHARITIES & COMMUNITY GROUPS

- Third Age Project **A**
- Surma Community Care **B**
- Euston Food Bank **C**
- Mosaic LGBT+ Young Persons' Trust **D**
- Hopscotch Women's Centre **E**
- Children's Rights Alliance For England **F**
- St Mungo's Social Services **G**
- The Royal Airforce Benevolent Fund **H**
- Lord Leonard and Lady Wolfson Foundation **I**

PLACES OF WORSHIP

- The Danish Church **J**
- Antiochain Orthodox Cathedral **K**
- St Mary Magdalene **L**
- Holy Trinity Church **M**
- Quaker Church **N**
- Free Churches Group **O**
- Houston Church **P**
- Euston Church **Q**
- American International Church **R**
- Central United Synagogue **S**
- Fitzrovia Chapel **T**

EMBASSIES

- Embassy of the Republic of Poland **U**
- General Consulate of Colombia **V**
- Swedish Ambassador's Residence **W**
- Mozambique High Comission **X**
- Embassy of the Republic of Lybia **Y**
- Consulate of Venezuela **Z**

YOUTH ORIENTATED

- Christ Church Primary School **1**
- St Pancreas Female Orphanage **2**
- Robinson House Primary Pupil Referral **3**
- Samuel Lithgow Youth Centre **4**
- Fitzrovia Youth in Action **5**
- The Maria Montessori Institute **6**

STREET INTERVIEWS

NUMBER OF PEOPLE ENGAGED: 70

PERIOD: JANUARY 2022

LOCATION: REGENT'S PLACE PLAZA


Beyond the Box engaged people at Regents Place Campus in street interviews during the month of January on Tuesday 10th, Sunday the 15th, and Wednesday 18th. Seventy people took part in the survey, which took place around the base of Euston Tower, asking participants eight questions about the site and their relationship to it.

Of those surveyed we found that **41%** were residents of Camden, and **59%** resided outside the borough. When asked what brought them to the campus, the majority of people responded that they were here for work, with **38%** visiting because their job or office was based here, and **29%** were residents of the immediate area. Other responses were; just passing through, often as tourists; using the site facilities like Amazon Fresh, or the cash point; or for leisure, visiting friends or walking.

Walking was a common means by which people engaged with the site: as a pedestrianized space people would deviate onto campus to avoid the traffic on Euston Road. More than half said their favourite route through the site was to go via Regents Plaza, due to its central location, cafe's, seating and open plan. Smaller numbers of respondents would walk around the site for leisure, whether walking dogs or as part of a wider route.

47% 

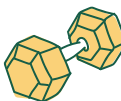
The most popular means of accessing the site was via the **tube**, which 47% of people used, whether from **Warren Street, Euston or Great Portland Street**. This group was more likely to use the site for work, less likely to visit on the weekend and would take the most direct route to their office without spending more time on campus than was necessary.

24% 

When asked which **community facilities** could be added to campus, 24% requested facilities for **health and wellbeing** such as **spa, gym** or **yoga** and **mindfulness**, and provision **table tennis** or **exercise machines**, that could support the occupational health of workers.

34% 

When asked if any **buildings** stood out, 34% of people cited the **'Meta' building** as something that positively stood out due to its bright **colours** and **shape**. In contrast, **Euston Tower** was mentioned by only 12% of participants. Nearly all comments relating to Euston Tower were in negative terms as being too tall, **unsafe**, and **abandoned**.

46% 

Its worth noting that 46% of this group suggested a **gym** would benefit the area, as 'PureGym' is already on site this alluded to a need for greater signposting/wayfinding.

41% 

The landscaping was mentioned by 41% of people as positively impactful; providing greenery, seating, and atmosphere. Whilst 10% spoke about wind tunneling as an issue to be addressed. People felt safe on campus, and memories were offered of the big screen in the summer and Christmas market.

16% 

The next largest theme was for facilities for young people mentioned by 16%. **Play groups** or **youth centers**; were requested by residents, workers and visitors, who either felt there was **little to do** whilst waiting or required more reason to engage with the area as a family.

37% 

37% suggested that more **food diversity** would encourage them to visit the site more. With sitting **restaurants, alternative cafés**, and **markets** as **major themes**. This fed into comments about the need for **greater activation** and programming of the site, which is often dormant on weekends and during the winter.

86% 

Overall the feedback was overwhelmingly positive, with 86% expressing **approval of the campus**. **Calm, open** and **futuristic** were said in favour of the site. Occasionally, generic, and corporate were offered as criticisms of the space.

FEEDBACK

“ I like walking through here, I do it all the time. This area is nice in the spring, it's the only place you can find public seating in the area - with all the benches - it's also less crowded. The Wind Tunnel aspect needs addressing if possible”

“ Euston Tower is a bit of an eyesore”

“ It is very corporate. Maybe more (activities) for families. Youth community places for young people to go to and places for young people to play. Everyone moans young people are on the streets, but you have taken away our youth clubs”

“ I used to work in Euston Tower 3 or 4 floors from the top. It was tired, run down and in need of renovating, they're going to have to knock that down, or do it up - but they can't leave it like that - it's an eyesore now. It used to be such a great place with Capital Radio there - and you could once look up from the base at the ground level, before they put all the cafes at the bottom - that was great.”

“ We hate it (Euston Tower), it's dark and grey and it looks unsafe”

“ It's our first time here as a family and we were just saying how nice that walkway is - we love it, the lights etc. We love the wooden structures there too - the beehive style ones. There are nice restaurants and bars. We walked this way just to avoid the main (Euston) road”

“ There is a homeless shelter/space nearby I think, there needs to be more done with them. Make some of their events more obvious, as you can't see unless you look in the window. Things like hot chocolate stands for the workers. More space activation in the public part.”

“ I wouldn't come here in my free time. Good seating, but quite sterile. There should have more restaurants spilling into the outside space, Kiosks and markets, and live events. More restaurants and cafes”



LOCATIONS OF STREET INTERVIEWS

- A** **SUNDAY**
5/01, 10:00 - 12:00
- B** **TUESDAY**
10/01, 15:00 - 17:00
- C** **WEDNESDAY**
18/01, 17:00 - 18:00

In Good Company

05

Social Impact & Engagement Strategy



- Responding to localised key priorities
- Inclusive engagement
- Creating opportunities
- Scope of influence for co-design
- Inclusion and Diversity
- Measuring impact

The social sustainability strategy we have designed seeks to create real, measurable opportunities for people and communities to engage in the design process with agency and power. So that people locally meaningfully influence and help share the future spaces in and around Euston Tower, and so that it provides long-term opportunities for social impact in operation.

RESPONDING TO LOCALISED PRIORITIES

The social sustainability strategy has been designed to connect people directly to the opportunities at Euston Tower and create social impact during the process. To achieve this we have aligned the strategy with Camden's most pressing priorities for the year ahead, which are Diversity, Young People, Estates & Neighbourhoods and Food, as well as the key aims of the Euston Partnership Social Value Charter, and British Land's social impact strategy for Regent's Place, which focuses on aspirational employment, space and education. This will ensure that the development programme leads to the creation of a place that responds to local aspirations and opportunities during operation as well.

Euston Tower

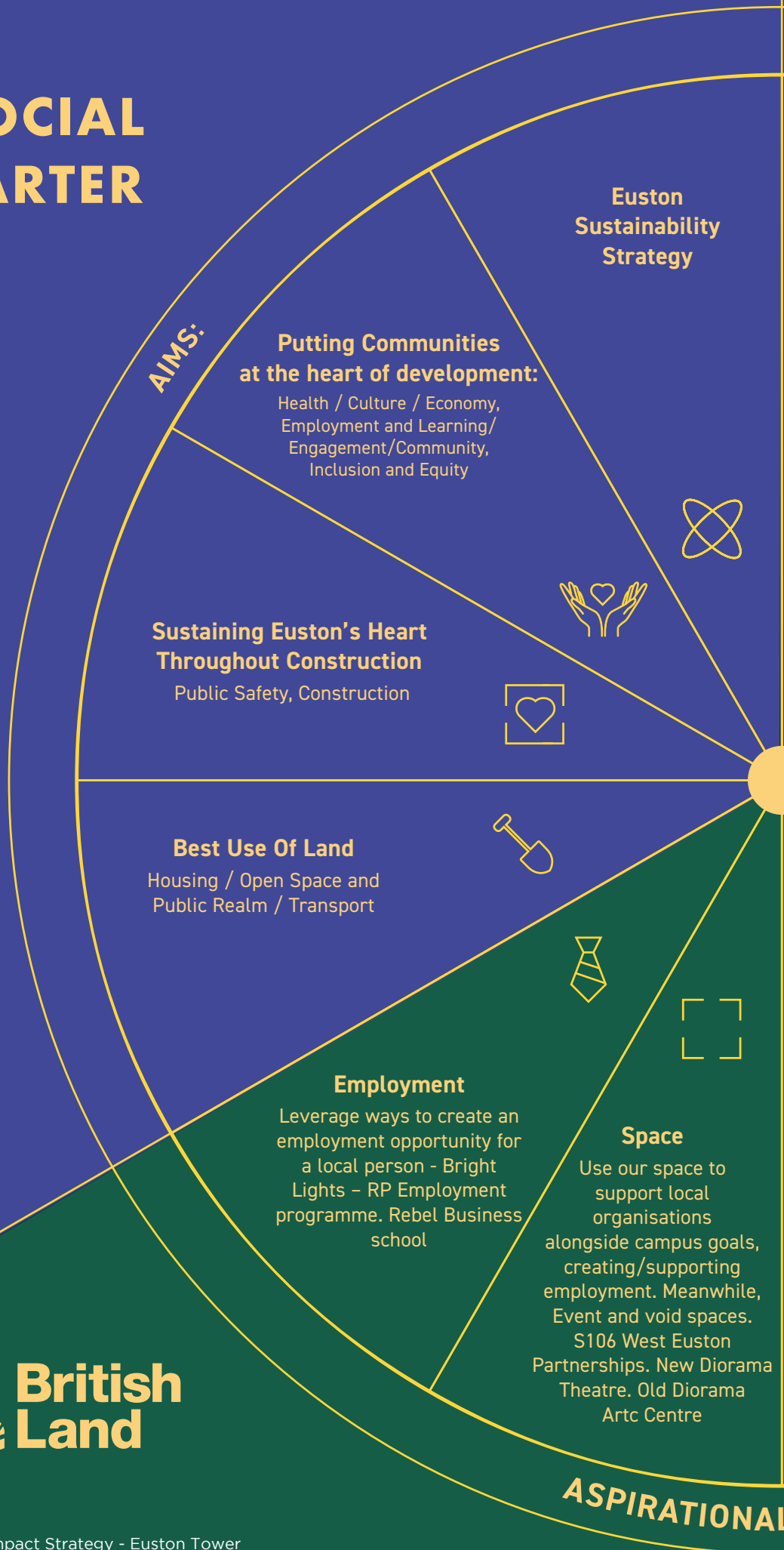
Public Realm Interior Event

2023-05-02

British Land
OX
OX



EUSTON SOCIAL VALUE CHARTER



we make Camden

4 MISSION CAMDEN WANTS TO ACHIEVE OVER THE COMING YEAR:

Diversity

By 2030, those holding positions of power in Camden are as diverse as our community – and the next generation is ready to follow

Young People

By 2025, every young person has access to economic opportunity that enables them to be safe and secure

Food

By 2030, everyone eats well every day with nutritious, affordable, sustainable food

Estates & Neighbourhoods

By 2030, Camden's estates and their neighbourhoods are healthy, sustainable and unlock creativity

Connect

Base pillar theme:
Customer Networks
Incl. Community Fund

Education

Increase/improve work aspirations of different roles and industries, plus associated skills/training. Career ready. Cross-campus virtual work experience. Young Readers Programme.



EMPLOYMENT

Building on our findings and in line with London Borough of Camden's desire for us to add value to, and build upon the existing priorities and insights that local people and communities have already identified, we have designed the below strategy to complement the existing frameworks and to maximise social impact - creating a model of exchange over extraction, to both ensure we are delivering equitable opportunities and to tackle consultation fatigue.

There is alignment between the three key strategies we have researched, but to ensure we can build upon and respond to the needs identified in relation to the work on Euston Tower, we have taken two key outcomes from each that reflect our key ambitions. However, these are indicative activities and will evolve with time;

01



SUSTAINABILITY - SOCIAL & ENVIRONMENTAL

Supporting the development of sustainable communities, supporting healthy communities and better wellbeing.

A curated programme of co-design workshops and panel events, each exploring key topics and themes linked to the design and function of Euston Tower

To have an open dialogue around ET, the sustainability challenges, constraints and opportunities - use insights from events to shape future plans. Invitation to communities to be engaged with the process from the beginning - bringing stakeholders on a journey with the project - being proactive and building a customer/user base early on. Empowered by learning from, and feeding into, the process of social and environmental sustainability.

Reuse - repurpose programme

A community scheme exploring the concrete blocks for re-use, (local skatepark - commission sculptures for use in public realm/ plaza space etc)

London Borough of Camden's Wellbeing Framework

Following further information from the council, we will seek to share data and align with the framework

02



CLICK ON THE ICON FOR MORE INFORMATION!

PUTTING COMMUNITIES AT THE HEART OF DEVELOPMENT

Designing a 'life-cycle' of sustainable opportunities - connecting Euston Tower to the wider Regent's Place community offering, creating impact beyond the design and planning process. Embedding social impact through post occupancy and using the Thrive platform to report back to LBC on outcomes.

Local Employment

Creation of short, medium and long term paid roles - starting with Marketing and Communications Lead. Starting with a 6 month Marketing and Communications role, and then employing local young people as creative freelancers.

Local commissions and collaborations

Using cultural norms we will engage a wider audience, committing to locally sourced catering, music, and cultural activities during engagement workshops. Attracting a wider audience of community members to gain a deeper understanding of the requirements for publicly available/community space(s) for use and activation.

Community Conversations

Going out into the local community to engage on a deeper level to collate insights into how people engage with Regent's Place as a Campus. We will seek to understand their current connection with Euston Tower and Plaza and what would make it more accessible. Testing and piloting ideas we hear from the community.

03



DIVERSITY

Inclusive & accessible opportunities, ensuring those who access paid roles, work experience, apprenticeships etc and those who we collaborate and commissions reflect the diversity of Camden.

Engaging with Camden EDI groups

Commission local organisations to join round-table focus groups. Inviting organisations who represent the diversity of the borough to engage in dialogue about the future of Euston Tower.

EDI action plan and social impact measurement

Use Thrive measurement tool to not only to measure impact but also local employment data linked to EDI of candidates/applicants and employees. This has the potential to be shared with LBC in support of their wellbeing framework.

04



YOUNG PEOPLE

Youth voice and educational opportunities through STEAM programmes - work experience, apprenticeships and local employment.

Design Competitions

Student competition for architectural models for re-imaging Euston Tower plaza or event/community space. The models could then become tools to use during engagement workshops. OR we could run a public art programme/competition in partnership with the London Festival of Architecture; Public art/installations/benches/pavilions etc

School's roadshow tours and exhibition

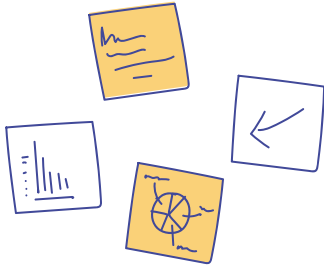
Invite local schools to learning sessions/tours and workshops - learning about ET and the world leading sustainability goals. Linked to designing child friendly cities (public realm and plaza etc).

Documenting the process

On-board a collective of young people from the Camden area aged between 16-25 to work with us as Creative Producers, each paid London Living Wage and commissioned as freelancers to work 50 hours each.

Their role will be to use cultural place-making as a vehicle for engaging with local organisations, residents and businesses, leading to a film and photography exhibition that co-insides with the public design exhibition - highlighting what local people want from the development.

05



SPACE

Short - medium - long term offerings.
A testing bed of ideas.

Space needs and requirements workshops

Gaining understanding from community organisations as to how they use space, size, functionality, etc. Using an existing space within the Regent's Place Campus. Regent's Place Community Space (previously WEP space) to run a workshop to better understand the requirements for space and feeding these into the design plans for ET. Explore space needed to operate vs space to deliver vs space for storage.

Providing space to connect

To convene the sector within the Knowledge Quarter (KQ), to bring communities together, educational, business, voluntary sector communities etc. Identify space on the campus and link events to life sciences - Understanding the need and requirements of lab space.

06



CONNECT

Building upon existing community work across the Regent's Place Campus - provide opportunities for people and networks to connect

Meet the team event

Invite community stakeholders to an initial meet the team event

Creation of ET website and social media comms channels

Space to both learn about ET projects, engagement opportunities and employment opportunities etc.

Knowledge Quarter - Life Sciences

A collaboration with a number of institutions within the Knowledge Quarter who would document, measure, follow the approach BL are taking with ET. The Wellcome Trust, Francis Crick Institute, UCL, British Library and others - hosting a series of events, talks and workshops exploring the approach to a sustainable ET.

UCL students could help evaluate the process, experts in across various fields could discuss all the factors involved in activating a disused tower like ET. We could look at key areas in line with the engagement themes above - health and wellbeing, sustainably, social impact etc

Throughout the engagement programme we will provide a myriad of opportunities aimed at creating short, medium, and long-term outcomes, opportunities, and impact, to ensure that people and communities remain engaged, as their ideas and input will not be seen in the physical form for several years.

We suggest a variety of channels for engagement designed to avoid the common consultation pitfalls of mere information extraction, but rather designed to ensure people's ideas, experiences and insights are valued through a model of exchange.

SCOPE OF INFLUENCE FOR CO-DESIGN

We understand the importance when working with local communities and key stakeholders, that we must be clear in communicating what is within the scope of influence within the design scheme.

By this, we mean identifying the spaces and areas within the future design proposal for Euston Tower that the stakeholders can have influence over in terms of configuration, functionality and design.

We have mapped out the different community groups we believe we should be engaging with.

- Community Groups - those whose focus is on supporting and empowering communities
- Local Residents - those who are not necessarily members of the community groups
- Business Community
- Life Science Community
- Higher Educational Providers and their students
- Knowledge Quarter Partners

We have identified the following areas of influence with British Land and the design team. Other areas may emerge during the engagement process:

- Public spaces and uses in the building
- Public realm and wider community and cultural offering
- Connections to surrounding streets
- Green space
- Connections to the local community
- Community use of meeting and event spaces
- Affordable workspace
- Access and inclusion
- Access to science, technology, and innovation
- Social impact including education, employment and training opportunities

We will be engaging with representative range of residents, community groups and local organisations to ensure that our engagement reflects local demographics. This will include a focus on age, gender, ethnicity and accessibility requirements, amongst others.

A woman with long, dark braids is shown in profile, looking towards the right. She is wearing a white, ribbed, off-the-shoulder top. The background is a blurred indoor setting with colorful walls in shades of teal, yellow, and orange. Other people are visible in the background, some looking at a screen or talking. In the foreground, there are water bottles and a silver thermal carafe on a table.

06

Participate

COMMUNITY & STAKEHOLDER EVENTS
(RIBA STAGE 2-3)

The engagement programme has been designed to empower local residents and stakeholders to shape the design outcomes of Euston Tower and the associated public spaces at ground level. The programme has also been designed to create additional social impact through the creation of paid employment and local commissions, building cultural capital and capacity building, all whilst connecting people to the Euston Tower project.



PRE-ENGAGEMENT WORKSHOPS

An initial workshop with those who are interested in occupying and accessing 'existing' space on the Regent's Place Campus. We aimed to test key priorities that future community focused tenants have to better inform the design of the public spaces at Euston Tower.

FINDINGS: WORKSHOP 1 / IN-PERSON

NUMBER OF PEOPLE ENGAGED: TBC

PERIOD: DECEMBER 2022

LOCATION: REGENT'S PLACE COMMUNITY SPACE

ORGANISATIONS WHO ATTENDED THE WORKSHOP:

Camden Collective

Job Hub - Camden Council

Street Storage

CSKX

Unity Works

Eat Club

Voluntary Action Camden

You Press

Sherlock Technology

Hopscotch

VAC

Old Diorama

Little Village HQ

Gestetner

Impact Hub

Wipers

BlackOut UK

High Speed Two

KEY PRIORITIES



HIGHEST PRIORITY

- 24 Hour Access
- Event Space
- Co-working Space
- Storage Facilities
- Performance Space
- Kitchen Facilities
- Space for Training
- Office Space
- Open Spaces
- Quiet Space
- Security of Tenure
- Webinar Room
- Event Space
- Place to Network
- Filing Space
- Bike Locker & Storage
- Breakout Zones
- Multi-Faith Space

MEDIUM PRIORITY

- Event Space
- Open Spaces
- Space to hire as and when needed



LOWEST PRIORITY

- Bike Storage
- Multi-Faith
- Storage Facilities

FINDINGS: WORKSHOP 2/ ONLINE

NUMBER OF PEOPLE ENGAGED: 18

PERIOD: DECEMBER 2022

LOCATION: ONLINE

ORGANISATIONS WHO ATTENDED THE WORKSHOP:

Camden Collective

Job Hub - Camden Council

Street Storage

CSKX

Unity Works

Eat Club

Voluntary Action Camden

You Press

Sherlock Technology

Hopscotch

VAC

Old Diorama

Little Village HQ

Gestetner

Impact Hub

Wipers

BlackOut UK

High Speed Two Impact Hub

Wipers

BlackOut UK

High Speed Two

FAQ'S

(Frequently Asked Questions)

- 1.** Will you decorate the space or can we?
- 2.** Does the space have good wifi?
- 3.** Do you have good communications room?
- 4.** Is there weekend access to the space?
- 5.** Are we allowed to have our own services?
- 6.** Are visitors allowed?
- 7.** What is the weight capacity of the mezzanine?
- 8.** What is the working condition of the lift and its weight capacity?
- 9.** What is the EPC rating? Can organisation switch energy providers?
- 10.** Is the lift included in the mechanical and electrical contract? Or is it the responsibility of the occupant?
- 11.** Would we be tied providers with Energy Bills?
- 12.** How will the common areas/spaces be maintained?
- 13.** Are you tied into a utility contract?



Yourself

1/4 Jerk Chip
with Rice



MEET THE TEAM EVENT

NUMBER OF PEOPLE ENGAGED: 53

DATE: 21/02/23

LOCATION: ONE TRITTON

The first of our event series featured, Beyond the Box, British Land, GXN/3XN, London Communications Agency, Gardiner & Theobald, and Gerlad Eve.

We invited the community, local residents and stakeholders into conversation, to share local food and music at One Tritton. The event gave us the opportunity to field questions to the community, and invite them into the design process at Euston Tower.



FINDINGS

WE ASKED...



DO YOU HAVE ANY QUESTIONS FOR US?

WHAT WOULD YOU LIKE TO SEE FROM THE PUBLIC SPACE AT REAGENTS PLACE AND AROUND EUSTON TOWER?

WHAT OPPORTUNITIES WOULD YOU LIKE TO HAVE ACCESS TO THROUGH THE ENGAGEMENT PROCESS?

HOW WELCOMING DID YOU FIND THE OUTSIDE SPACE WHEN COMING HERE TODAY?

HOW WOULD YOU LIKE TO BE KEPT UP TO DATE ON THE FUTURE PLANS AND EVENTS FOR EUSTON TOWER?

The event was attended by 53 people from local residents and interest groups. Residents expressed fatigue from the extent of demolition and construction in the area, and sited noise and air pollution concerns which were exacerbated by the traffic on Euston Road. HS2 was present in the minds of many, who felt uncertain about the future. Local interest groups like the Somerton Peoples Museum, Third Age Project, Camden Giving, You Press, The Cartoon Museum and Old Diorama were in attendance; and Fitzrovia Youth in Action, Mosaic, Drummond St Trader and Camden Street Traders all expressed an interest in collaborating as the demand for space and funding for community groups was acutely felt. British Lands' workshops, which give employability training to local residents was felt positively, and the campus' ability to connect communities with business was seen a positive for the local area.

DO YOU HAVE ANY QUESTIONS FOR US?

“ Can you make Hampstead Roadside move-friendly and welcoming?”

“ The community has been through so much with the surrounding developments - it's been a nightmare - what will make this different?”

“ Are you going to expand the footprint of the building at the podium level? Or just fill in the caverns?”

“ What are the timings for the building project?”

“ It's known as the windy city here - can something be done about this?”

“ I have lived here for 25 years, and him 15 years - are you are going to re-house/move us?”

“ Euston Tower was cultural thing when Thames TV and Capital Radio where here - what are the future plans?”

“ People want history and a sense of character - ‘what is the heritage of the place?’”

“ Where to go if I have a proposition?”



WHAT WOULD YOU LIKE TO SEE FROM THE PUBLIC SPACE AT REGENTS PLACE AND EUSTON TOWER?

“ See the campus as a business zone, and not for them. Can we activate the disused tower somehow?”

“ Play spaces for children”

“ Family activities and use on weekends”

“ To reduce the wind tunnelling, people around here call it ‘the Windy City!’”

“Community crafts workshop”

“ Kids films on the big screen”

“ A means for local residents to access the knowledge”

“ Drama and performing arts festival”

“ Colourful fruiting trees and more greenery”

“ Allow people to sit and use the wifi, like at Old Diorama”

“ Open café for everyone, with a book exchange”

“ Commissions and artworks on the buildings, employment for local artists”

“ Space to run courses and skill up; like pod-casting, producing and DJing”

**Answers to this field were varied, but could be considered along the themes of: greater inclusion for residents on campus; improving the facilities on site; programming for families and on weekends.*



WHAT OPPORTUNITIES WOULD YOU LIKE TO HAVE ACCESS TO THROUGH THE ENGAGEMENT PROCESS?

“ HS2 say one thing and do another - regular and positive manor is what I want.”

“ Activities that bring everyone- business, community and residents- together.”

“ To be part of a focus group/ workshop resolving local issues.”

“ Help to connect with corporations that might support local interest groups”

“ Social mobility, for young and old to share their stories and be heard.”

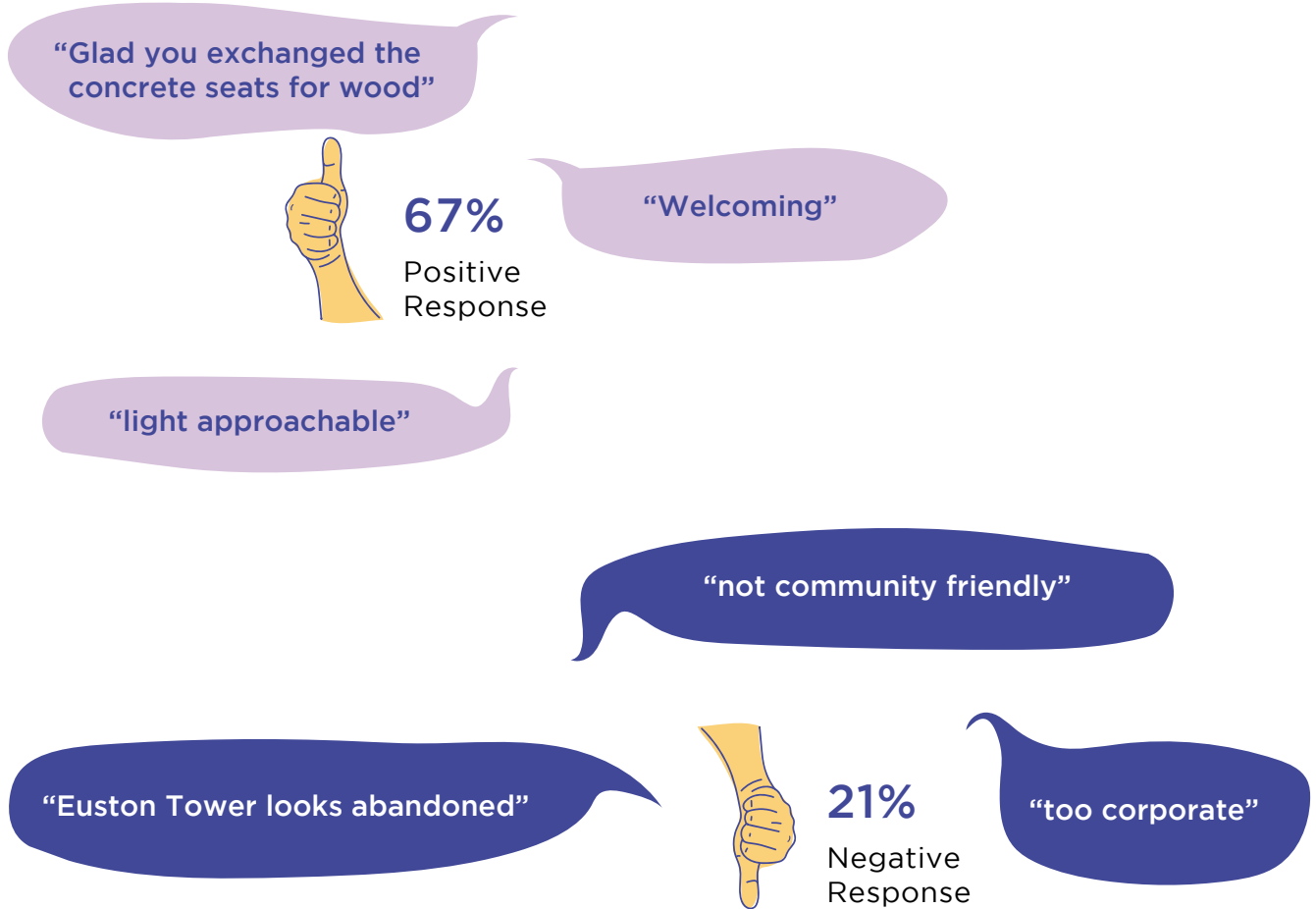
“ Outdoor engagement event for everyone walking past.”

“ For the campus to be part of a local festival celebrating Camden.”

“ Involve the magic circle in an activities day for kids!”



HOW WELCOMING DID YOU FIND THE OUTSIDE PUBLIC SPACE WHEN COMING HERE TODAY?



67% of participants responded positively to the prompt, citing the architecture at One Tritton and the Landscaping on campus with enthusiasm.

Comments of: **'Rich, bright, light approachable'**, **'Glad you exchanged the concrete seats for wood'**, **'Welcoming'**, and **'Great!'** were offered.

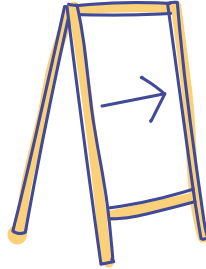
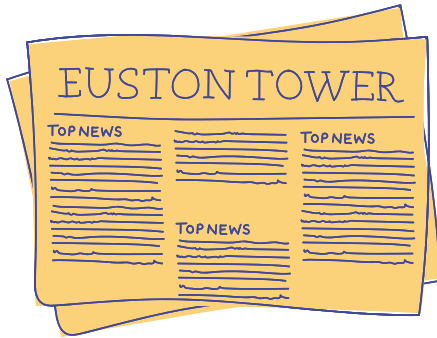
Consistent with our street surveys, a smaller group 21% found the area to be **'too corporate'**, **'not welcoming or community friendly'**, and that **'Euston Tower looks abandoned'**.

A smaller group felt unsure of their surroundings and appealed for more information about the campus and what goes on around it.

HOW WOULD YOU LIKE TO BE KEPT UP TO DATE ON THE PLANS AND EVENTS FOR EUSTON TOWER?

57%

Emails & Newsletters



14%

Meetings & Events



10%

Videos



10%

Phone Calls & Texts

5%

Website



“ Connect with us through Sommerstown Neighbourhood form.”

“ Spread the word to schools!”

“ Publicise progress at a window on community level.”

“ A Whatsapp group or mailing list to help bring the community and business’ together.”



CO-DESIGN WORKSHOPS

Beginning March 2023

We are facilitating bio-weekly workshops and events to engage stakeholders and partners across the Knowledge Quarter in an open dialogue inviting people to join us, voice their thoughts, and be part of the design process.

We host a focused co-design workshop, exploring a certain theme, and two weeks later we host a panel event sharing the findings from the co-design workshop with the design team sharing what principles and priorities we plan to take forward into the design of Euston Tower.



EVENT SERIES

Beginning March 2023

The monthly event series is designed to open up a dialogue with wider stakeholders and partners across the knowledge quarter, highlighting key opportunities and challenges with re-designing a disused post-war tower.

CLICK ON THE
EVENT YOU
WANT TO VIEW



21/03/23 - 6PM - 8PM
EUSTON TOWER CO-DESIGN WORKSHOP NO.1
EXPLORING INCLUSIVITY IN THE PUBLIC REALM



04/04/23 - 6PM - 8PM
EUSTON TOWER PANEL EVENT NO.1
INCLUSIVITY IN THE PUBLIC REALM



18/04/23 - 6PM - 8PM
EUSTON TOWER CO-DESIGN WORKSHOP NO.2
EXPLORING INTERIOR SPACES FOR PUBLIC USE & PROGRAMMING



02/05/23 - 6PM - 8PM
EUSTON TOWER PANEL EVENT NO.2
INTERIOR SPACES FOR PUBLIC USE & PROGRAMMING



16/05/23 - 6PM - 8PM
EUSTON TOWER CO-DESIGN WORKSHOP NO.3
EXPLORING EXTERNAL SPACES FOR PUBLIC USE & PROGRAMMING

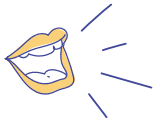


30/05/23 6PM - 8PM
EUSTON TOWER PANEL EVENT NO.3
EXTERNAL SPACES FOR PUBLIC USE & PROGRAMMING



04/07/ 23 - 6PM - 8PM
SUSTAINABILITY EVENT





YOUTH VOICE & OPPORTUNITIES

Beginning March 2023

We have designed a creative placemaking programme that focuses on the engagement of young people in and around the area, understanding how we make Euston Tower more accessible and inclusive to them, whilst connecting them to local civic and cultural capital.

The Euston Tower Creative Producer Programme will see Beyond The Box commission eight young people from the London Borough of Camden, paid at London Living Wage, to capture the stories of local people through film and photography - exploring their relationship to Euston Tower, Regent's Place and the wider built environment, connecting people to place.

02/03/23, 2PM - 4.30PM

OPENING THE PUBLIC REALM TO YOUNG PEOPLE

08/03/23, 4.30 - 6.00PM

INTERVIEWING FOR THE CREATIVE PRODUCER ROLE

23/03/23, 6PM - 8PM

EXHIBITION VISIT: PHOTOGRAPHER'S GALLERY VISIT TO, 'A BRIEF REVOLUTION: PHOTOGRAPHY, ARCHITECTURE AND SOCIAL SPACE IN THE MANPLAN PROJECT.'

29/03/23, 5:30PM - 7:30PM

DEVELOPING THE CULTURAL PRODUCER: HOW TO BE A FREELANCER

06/04/23, 5:30PM - 7:30PM

WHAT'S YOUR STORY (+ PARTNER MAPPING)

12/04/23, 5:30PM - 7:30PM

FILMING WORKSHOP WITH FILMMAKER

20/04/23, 5:30PM - 7:30PM

SANKOFA STORYTELLING ARTS WORKSHOP

27/04/23, 5:30PM - 7:30PM

PLANNING ROUNDTABLE AND EXHIBITION

29/05/23 10AM - 3PM

PHOTOGRAPHY WORKSHOP - HOW TO SHOOT PORTRAITS

04/05/23, 5:30 PM - 7:30 PM

ROUNDTABLE WITH COMMUNITY ORGANISATIONS

10/05/23 5:30PM - 7:30PM

ROUNDTABLE WITH BRITISH LAND

11/05/23, 5:30 PM - 7:30 PM

CO-DESIGN AND IDEATION WITH SANKOFA STORYTELLING ART

15/05/23 - 11/06/23

CAPTURING LOCAL STORIES THROUGH FILM AND PHOTOGRAPHY

19/06/23 - 24/06/23

EXHIBITION INSTALL WEEK AND OPENING



Exploring Inclusivity in the Public Realm



CO-DESIGN WORKSHOP NO.1

NUMBER OF PEOPLE REGISTERED TO ATTEND: 9

NUMBER OF PEOPLE IN ATTENDANCE: 8

DATE: 21/03/23

LOCATION: REGENT'S PLACE

Our Co-Design workshop featured GxN and 3xN in attendance along with Beyond The Box and local interest groups: Camden Giving, Mosaic LGBT+ Young Persons' Trust, KCBNA Youth Team, Third Age Project.

The workshop consisted of two parts, first we had a roundtable discussion in which we showed participants sets of image and thematic questions to prompt dialogue around design, and by a round table discussion.

The second phase was a guided tour around Regents Place all the while we asked questions themed around the public realm, inclusion, movement and participation with space and architecture.

WORKSHOP

PART 1



HOW DO THE PRECEDENT IMAGES SHOWN MAKE YOU FEEL?
WOULD YOU VISIT HERE?



We organised into groups and showed images of notable spaces in the public realm: Pancras Square; South Bank; St Giles Square; City Hall Steps; Plassen Cultural Centre, Norway; Rockefeller Center; Canary Wharf and Granary Square.

Images that attracted interest tended to feature: water, open green space, an overall theme, comfortable seating, human activation and colour. Participants enjoyed images that had a clear style and seemed inviting.

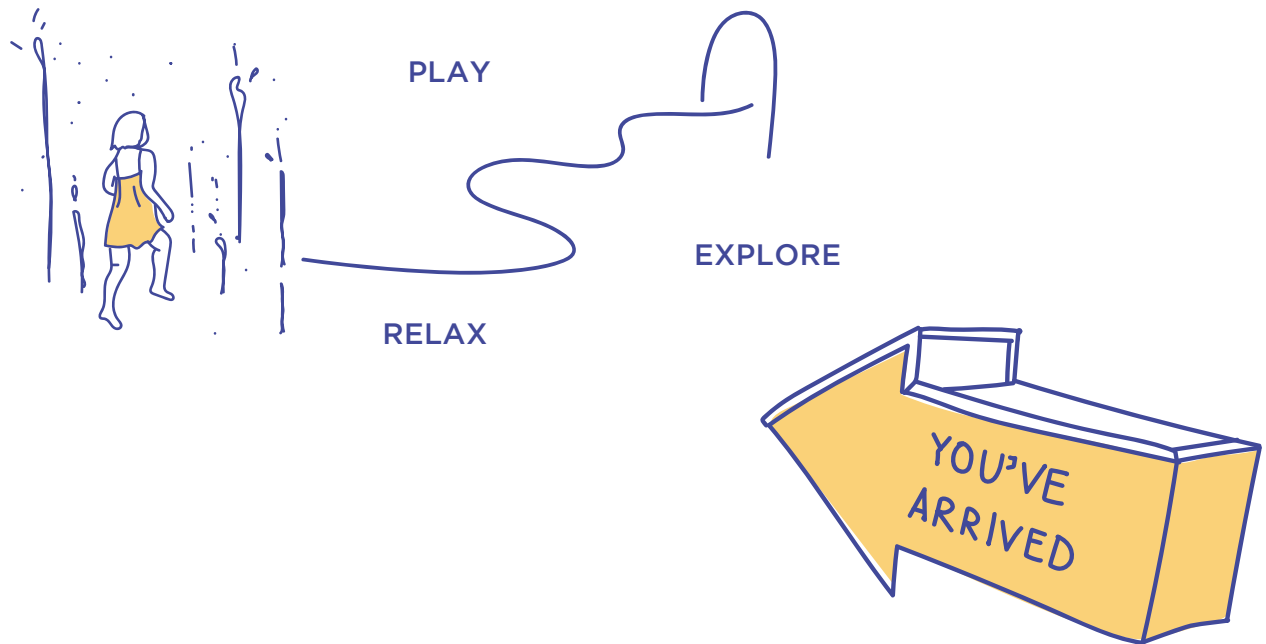
For instance; one would rather visit Coal Drops Yard, which had greater activation than Regents Place which was often empty.

This lack of activated space added to the corporate, inaccessible feeling around the campus. In contrast overcrowding at sites like Southbank and Granary Square was often seen as an issue. A solution to underuse and over use might be achieved by programming that targeted young people and families, for which residents say there is little to do in the area.



WHAT ARE SOME OF THE REASONS THAT HAVE BROUGHT YOU TO VISIT PUBLIC SPACES IN THE PAST AS A VISITOR, OR WHAT WOULD BRING YOU TO THEM IN THE FUTURE?

WHERE WOULD YOU GO TO ACCESS PUBLIC SPACE?



We found that users appreciated spaces activated space. Community programming, that looked beyond the individual as a consumer, and curated spaces that were accessible to a variety of age ranges tended to be most popular.

We found that use of space is often habitual and built up over returning trips. This could be due to location on a commuter route, a particular focal point or attraction, or in virtue of recurrent positive experiences in that particular public realm. The feeling that; 'I have been in the past and would continue to go' was expressed around the public realm.

Exchange Square, Grannary Square, and Coal Drops Yard were cited as having a reputation for engaged space, although each appealed to slightly different demographics. Often pricing and commodities available where key in defining who used the area.

Themes of; 'play', 'exploring', 'socialising' and 'relaxing' came to into dialogue when describing favourite spaces, as the public realm was seen as an arena to share with a friendship or family group.

**WHAT MAKES A PLACE FOR INCLUSIVE AND EXCLUSIVE.
WHICH SYMBOLS, OBJECTS AND FACILITIES INVITE YOU IN?**



**BUSINESS
COMMUNITY**



PLAY



INCLUSION



VIBRANT



**RESPONSIVE TO
CONTEMPORARY ISSUES**

An overarching theme of inclusion was that the space should give to the public, without expecting money to be spent. This could be free wifi, access to charging points, public toilets, access to events, lectures and play spaces. There was a fear of being considered 'loitering' by security in Regents Place which, whilst providing safety can also add sterility to a space. The Living Room, in Helskini was referenced as an inclusive space which has accessible technology like 3D printers and sewing machines as well as a lounge in which 'you can relax without having to purchase anything'.

We were told that broadcasting and messaging needs to be accessible to the community. Beyond wayfinding around the site- the social media platform could be more vibrant, and making 'instagrammable' areas would encourage interaction. Advertising of events, and a newsletter, could improve community knowledge of the campus. One participant said 'I have lived here for forty years and I don't get to hear about what's happening and never see what's going on'. This issue was apparent with regards to the co-design, which might benefit from an online platform or blog that could be accessed through Regent Place's website.

Spaces which invited use day and night often felt valued by the group. City Hall, for instance could be a 'tourist spot by day and by night a shelter for the homeless'. If the public realm felt responsive to contemporary issues, so much the better for inclusion. Addressing; bio-diversity, climate change, the cost of living and the housing crisis through programming and design, all seemed to help public space appear relevant to the community.

Moreover, bringing community business onto campus could help merge the corporate and community worlds- through micro studios, hotdesking and affordable spaces, especially if small business could mentor from the premier corporations on site.

Play, was seen as a key theme to relaxing the corporate feel on campus, 'anywhere children are engaged with, everyone feels welcome'. Play could be seen as an umbrella term to involve adult, youth and group interaction with the public realm a fun way; as a means to stimulate physical and sensory interaction with space and accommodate neuro diverse people on campus.

CAMPUS TOUR

PART 2



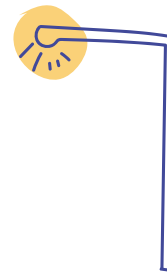
EUSTON CLIMBING WALL:

WHAT DOES WALKING TO THIS SPACE FEEL LIKE FOR YOU?

SIGN OF INCLUSION



“I wouldn’t just walk into the space, I don’t know if I am welcome to come in – or if its members only.”



MORE STREET LIGHTING

Participants expressed a happy surprise to see the climbing wall as most did not know it was on campus. The rainbow flag on the wall was seen to be a symbol of inclusion and invitation, but the group expressed mixed views about how welcoming the space was.

Some felt that the facility lack of signage and of intention, saying ‘I wouldn’t just walk into the space, I don’t know if I am welcome to come in – or if its members only.’ More street lighting in the area could make the space more inviting. The white lighting in the building had mixed feedback, it was felt that a warmer, street facing light, would feel more relaxing and inviting.



WALKING ACROSS THE ROAD TO WARREN STREET:
DOES THIS FEEL INVITING ACCESSIBLE, AND SAFE?

WELCOMING

QUIRKY



DIVERSITY OF COMMODITIES



COLOURFUL

"I would go on a walk here with my girl but wouldn't come here with the boys - the lighting makes it feel romantic."



Standing in Fitzrovia, felt more 'quirky' and engaged with the community. There was greater diversity of commodities, café's and small business. Here felt more colourful and welcoming, expedited by the pedestrianised zone.

One person said 'I would go on a walk here with my girl but wouldn't come here with the boys - the lighting makes it feel romantic.'

It was a consensus that the genus loci of Warren Street felt a world apart from Regents Place, which was in contrast; 'expensive, too bright and corporate.'

Regents Place did however feel safer, where one could sit for longer. Crossing the road took some time and felt dangerous due the high traffic, other issues where the wind tunnelling and noise pollution.

PLAZA BY UCH EDUCATION CENTRE:

HOW DO YOU FEEL ABOUT THIS OPEN SPACE COMPARED TO THE OPEN SPACE IN REGENTS PLACE?

DOES IT FEEL ACCESSIBLE, DOES IT FEEL INCLUSIVE?



“there’s nothing to invite you in”

This area felt uncomfortable to stand in, ‘its extremely windy and dirty with no place to sit and relax, and its dark which isn’t very uplifting.’

Looking across to Regents ‘there’s nothing to invite you in – just a building [Euston Tower] – where are the signs, the wayfinding maps, the invitations to come over?’

The main view to campus saw Euston Tower, which felt cold and unwelcoming, whereas Fujitsu building down the street seemed much brighter and interesting.

The white lights and tall buildings felt corporate. One person said, ‘who would come here if you didn’t want to spend money?’.

DOES EUSTON TOWER LOOK INVITING TO AND ACCESSIBLE TO YOU?



“A light show on the tower would be cool”



“Its dark and dull and depressing”

“Euston Tower feels cold – not welcoming at all.”



“It looks too large and in the way.”

“I wouldn’t know where to enter.”



IS THERE ANYTHING THAT IS CHALLENGING YOU WHILE ACCESSING THE PUBLIC SPACE (AS IT IS TODAY)?

“Sitting on the benches around the Old Diorama encouraged people to look inside and be curious about what goes on.”



“It’s great to see young people hanging out here.”

“Seating is good in the summer but too cold in the winter and wet when its raining. There should be covers and canopies to provide shelter.”

“Does the table tennis belong to the arts centre- who can play, anyone? If so, how?”

“The Old Diorama Centre looks inviting as it’s bright and colourful and you can see this from the outside.”



“I don’t get why the bench has been designed to face the road and not the greenery or the table tennis where people are playing.”



“The Old Diorama always has something to do, not just for one but for all age groups.”



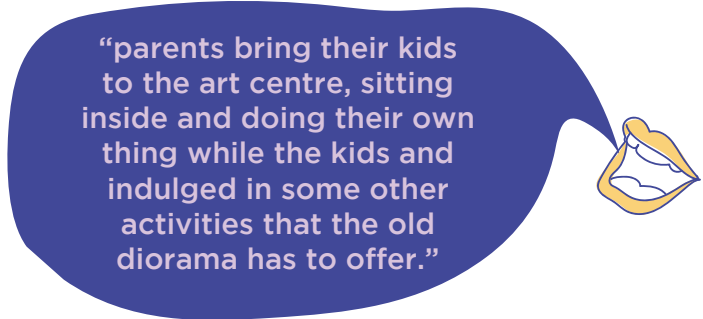
DOES THE ARCHITECTURE LEADING UP TO AND SURROUNDING THE DIORAMA ARTS CENTRE POSE ANY CHALLENGES TO YOU IN TERMS OF ACCESS?

DO YOU FEEL ENCOURAGED TO ENTER THE SPACE?

POSITIVE

INVITING

ENGAGING



Feedback for the Diorama Arts Centre was very positive. It was better signposted and used than the climbing wall, the door was open and felt inviting.

The building seemed bright and interesting, and the Diorama had a clear purpose and was often activated. It seemed both well branded and well used by the community,

'parents bring their kids to the art centre, sitting inside and doing their own thing while the kids and indulged in some other activities that the old diorama has to offer.'

The outside space was visually engaging with ample seating and table tennis.



TRITON SQUARE:

HOW COULD IMPROVEMENTS BE MADE TO THIS AREA TO ACTIVE IT FOR DIFFERENT GROUPS?

Tritton Square lacked activation, one reason for this was the lack of diversity in café's which currently have Starbucks and Prett. The area was also dark without much signposting or activities to bring the space to life.

This issue was apparent during weekends, during which it was perceived to be a 'dead space'. More colour, shops and signposting

where offered as ways of bringing the square to life. Perhaps creating a narrative around the space, asking what are the stories of the café owners, Old Diorama and the corporations that occupy the buildings.

Regents Place felt exclusive, which was only exacerbated by the lack of people and the high security presence.



Euston To

Public Realm Interlo

2023-05-02



Exploring Inclusivity in the Public Realm



PANEL EVENT NO.1

NUMBER OF PEOPLE REGISTERED TO ATTEND: 24

NUMBER OF PEOPLE IN ATTENDANCE: 12

DATE: 04/04/23

LOCATION: 17-19 TRITTON STREET, LONDON NW1 3BF

FACILITATED BY:

Neil Onions, Founding Director at Beyond The Box

PANEL:

(ED) Edwards, Third Age Project

(AA) Aisha Ararsa, Local resident

(SC) Saul Collyns, Senior Social Sustainability, British Land

(LW) Laura Wagner, Associate Architect

ALSO IN ATTENDANCE:

COM1: Community member 1

COM2: Community member 2
American Lady who teaches cheerleading

ROB: From Blackout UK and charity that supports the rights of Black Gay, Trans and Queer men

CLLR: **Heather Johnson**, Councillor

JAKE: Local resident and member of Camden Buddhist Centre

PETER: Composer

ABBREVIATIONS:

ET Euston Tower

BL British Land

RP Regents Place

BT British Telecoms

Beyond the Box hosted the first in a series of panel talks to share the findings from the focused co-design workshop and to better understand the needs of the community in relation to designing for inclusivity in the public realm, seeking to better understand what would make Euston Tower more accessible to local residents.

The event had a four person panel, with Saul Collyns from British Land, Laura Wagner, architect at 3xN/GxN; and residents of Somerton, Aisha Ararsa and Edward, local resident and representative from the Third Age Project. The talk was chaired by Beyond the Box Founding Director Neil Onions and its theme.



NEIL ONIONS

FOUNDING DIRECTOR OF
BEYOND THE BOX



SAUL COLLYNS

BRITISH LAND



LAURA WAGNER

ARCHITECT AT 3XN/GXN
& RESIDENTS OF SOMERTON



AISHA ARARSA

REPRESENTATIVE FROM THE THIRD AGE
PROJECT & LOCAL RESIDENT



EDWARD

REPRESENTATIVE FROM THE THIRD AGE
PROJECT & LOCAL RESIDENT

The panel began by following on from the feedback of the co-design workshop, which asked: what made public space ‘inclusive?’.

A textured space, with colour, spectacle, an embedded narrative, and an obvious theme and design intention- seemed to galvanize the most interest in the public realm. It was agreed by representatives of the local community that Euston Tower and Regents Place lacked the colour, playful and imaginative prompts, and a sense of purpose that would allow visitors prolonged engagement with the site.

“If we visit, its not for more than ten minutes. You see a lot of seats, but not many people sitting on them. If you come with children, what’s there to do for the kids to keep them engaged?” Central to this issue was the lack of invitation. A sense of ‘here we are, welcome in, somethings happening’- was missing from the site. ‘We want to live in a place we can be proud of, we want people to come here. For them to be able to experience something different.’

Laura Wagner, Associate Architect at 3xN/GxN presented on the design teams reimagining of the public spaces. Presently, the ground floor of Euston Tower lacks activation. This was highlighted by images that showed, besides Prett, Starbucks and Amazon Fresh, as much as two thirds of the ground floor was unused and almost all of it was inactive during the evening and weekends. To amend this, the entire ground floor and first floor- save from a central transit route- could be given over to the public domain and populated by small business and local interest groups. Its redesign would be transparent, from Drummond Street to Regents Plaza, addressing the apparent barrier of its dark, opaque face. In the proposal, Euston Tower could be accessed from multiple entrances at each of its four faces, encouraging spontaneous meetings and interaction. Responding to the feedback from focus groups, the redevelopment of Euston Tower would be; colourful, well lit, embracing of biodiversity, active and engaged in the community.

Responses to the presentation were positive and bolstered by the good reputation of British Land in the borough. Rob, from the charity Black Out UK, asked how can we ensure that the design invites marginal communities onto site? That the facilities can adapt to change and be suited to different users at different times? In order for the design to survive the process of iterations and amendments a strong and flexible theme or narrative to the space was essential. Saul Collins snr of Social Sustainability at British Land, emphasized the potential of the site to tell a story. Situated within the Knowledge Quarter and part of the blossoming Life Sciences industry positioned it uniquely, to deliver interest and aspiration to the local community.”Right now we’re here to listen, we want to build communication. It’s early in the design process but that’s why we’re here. We are a landlord that has a long term interest in the site, but we want to know how we can leverage that, to use our role to bring about the best outcome for everyone.”

A solution to the lack of activation suggested by Councillor Heather Johnson of Regents Park ward, was to use stores 'anchor stores' like Primark and Clarkes which would bring residents onto site for needed goods. It was agreed that the provision of robust infrastructures in the area were lacking, there were no nearby supermarkets or department stores and people in Regents Park Estate and Somerton often had to travel by bus for their daily goods. Whatever redesign were to occur at Euston Tower, it should be grounded in a strong business model that guarantees footfall, said Cllr Johnson. "What we don't want to see is more shops going under." Further to this, local employment is essential in the final outcome. Employing local people to rebuild the tower is inherently short term, getting jobs for local people when its finished is a more lasting contribution. "Once you've got local people working in the area, getting their family to come along and spend time is easy."

In contrast, one resident Jake, a member of the local Buddhist community said "I used to live in Kings Cross but me and my family were priced out and moved to Brixton and now I live around the corner from here. The changes at Kings Cross started by providing resources for external users and ended up completely changing the face of the area. How can we be sure that process of gentrification won't happen again here?" His concerns were echoed by others of the estate who had suffered from heavy handed development in recent years, most notably from HS2 development. "They've leveled a graveyard, closed and moved bus stops- and all without telling us! And now they've stopped work on the terminals at Euston Station", expressed Edward of the Third Age Project, a charity which helps the elderly in the area. In relation to Euston Tower, seeing the vacant lot in the midst of a housing crisis further frustrated locals, "when you see that huge building go unused, and there's people on the streets, it isn't right." There was a feeling that, whilst the redevelopment of Euston Tower holds great potential for development and inclusion of residents, it comes in the context of a fatigued and mistrustful community towards development. So drastic and sudden have been the changes in Regents Park ward, communication and collaboration are critical in avoiding the themes of exclusion and uncared for that have characterized developments of the past.

WRITE UP OF NOTES:

What follows is a record of the conversations in the curated talk, to be used as reference and to inform the 'Write up of Event 1: Inclusion in the Public Realm.'



Regent's Place Plaza

Can We Design Successful Spaces With and For the Local Community?

Focus on implementing some of the key feedback from the public engagement process so far



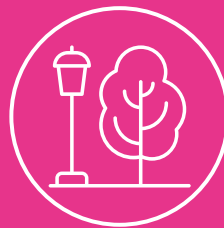
SHELTER



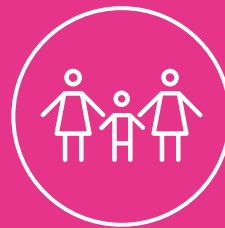
SPACE FOR PLAY



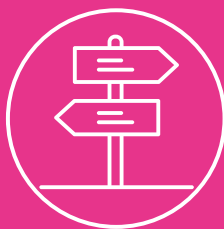
GREENERY TO PROMOTE DIVERSITY



GOOD LIGHTING



FAMILY FRIENDLY



BETTER SIGNAGE, TRANSPARENCY & WAYFINDING



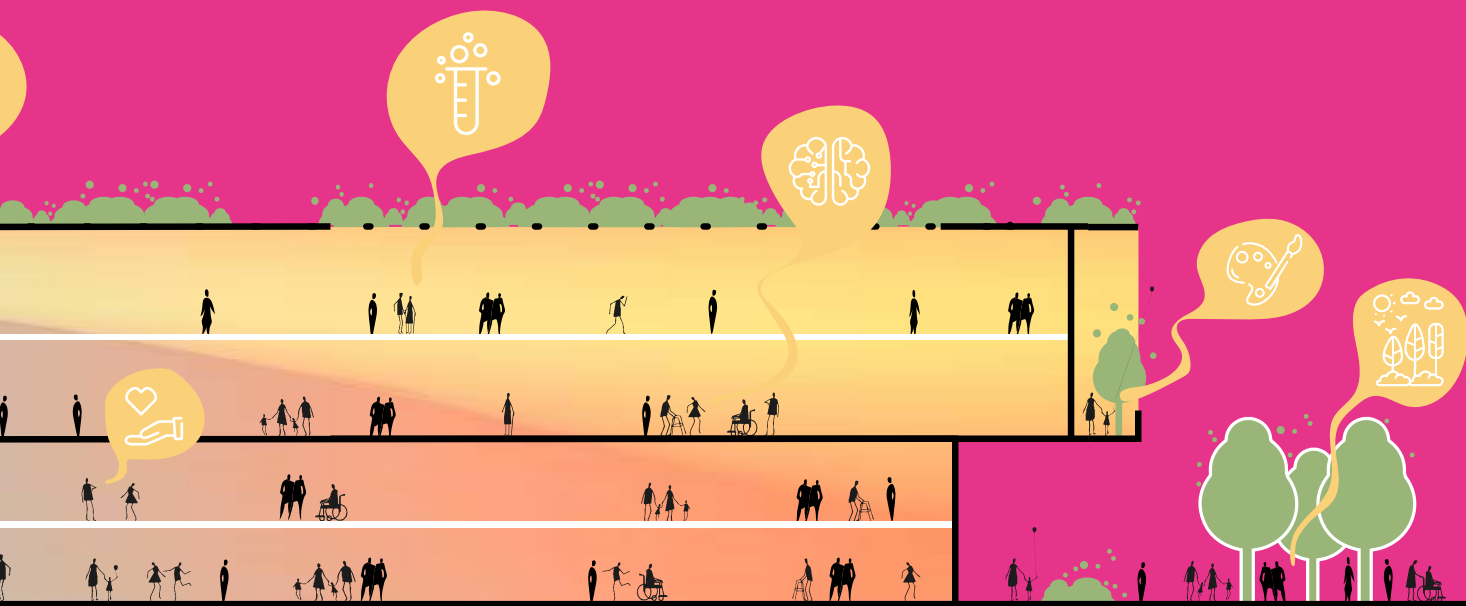
ACCESSIBILITY & WELCOMING FOR LOCAL RESIDENTS



PROGRAMMING FOR EVENTS BY AND FOR THE LOCAL COMMUNITY



MORE COLOUR





TAKING FORWARD PRINCIPLES FROM THE CO-DESIGN WORKSHOP. FOCUSING ON ACCESS AND INCLUSION, AND HOW DESIGN CAN FACILITATE THESE.

- AA:** “We think the space needs greater activation
There’s a lot of seats but not many people sit down.
If we visit its not for more than ten minutes. If you come with children, what’s there to do for kids to keep them engaged. We need spaces that can entertain kids, things like hopscotch on the floor. What’s there to do there? What about the space engages the kids? It needs to be more creative for the community.
There’s not a sense of invitation. Perhaps there could be some signage, or digital sculpture. Something ‘happening’. That could be fountains, or tunnels, something ‘doing’ not just a place where adults can come and walk through. It needs to feel more welcoming.”
- ED:** “The programming/design could do more to bring the space to life.
On the tour of campus last week, when we looked from across the road [Drummond St.] to campus, it was almost black! And on campus, the only thing lit up was the dustbins. The signs and the streets where all dark. And if you want people to come- then you need to provide facilities, things like toilets, provisions for the elderly and disabled! Infrastructural provisions, that will encourage people to come over, to build a habit of using the space.”
- AA:** “I mean you look at Kings Cross, they’ve got; water, greenery, shops, different types of surfaces, play areas for kids, you can go there in the summer to chill. You can go there for learning, for the programming. We used to have street parties and block parties, things to do at easter and at Christmas, but theres none of that now.”
- ED:** “At its [Euston Tower/Regents place] right in our back yard. I always thought it was just a business place. We don’t want to have to travel all the way to kings cross to have something to do.”
- AA:** “No, we want to live in a place we can be proud of, we want people to want to come here. For there to be events so we can experience something different.”
- LW:** “At 3xnGxn we believe that architecture shapes behaviour and behaviour shapes architecture. So we’re really interested in what you need and how the building can reflect that. We bring design experience from all over the world with a lifetimes experience from within the discipline to bear.”

- Presentation from Laura Wagner of 3xnGxn -

Part 1: Presents findings from Co-Design.

Shows images of Public Realm and feedback from participants. People responded strongly to sites with an embedded narrative like [Brixton?] where colour, lettering and a genius loci are apparent. Also to space where there is clear use and activation, scenes populated with people seem to be engaged, whereas empty places with not much design seem to be uncared for or badly thought of.

Part 2: Looking at the tower in context.

Images of the tower from the ground, and from a distance situated in the skyline. In both instances the scene is grey and monotone, however this alludes to its potential as a colourful beacon. Its aloofness as a skyscraper could make it a focal point -much like B.T. tower- which can draw people in if lit and made colourful.

Part 3: Access & activation. A series of sketches showing design ambitions for the space.

An image of the floor plan shows that Pretti, Costa and Amazon fresh use only 1/3 of floor space and their opening times limit activation on the weekends and evenings. Sketches show that a transparent base could link traffic from Drummond Street to Regents Plaza. Multiple access points on all sides of the building create opportunities for people to enter, meet, and pool at various lobbies and activated spaces on the ground floor. These activations happen around a central core which is used to traverse the tower and link it to its professional use.

Images show a public ally accessible ground floor and first floor. These spaces are activated by programming that benefits the public. Whether as small shops, or events spaces that can be afforded by small local business', hotdesking and learning spaces could also be provided. Access to the plaza inexorably links the tower with the landscape, with even a ground floor access to the first floor so users of the Plaza and community are included in both levels of programming. Features drawn from the Co-Design workshop also feature, like colour, programming, greenery for biodiversity.

Overall the design at present aspires to be flexible, to respond to changing pressures - but also hold key themes in place which can survive the reiteration process.

- Community members take some time to look at the drawings and respond approvingly -

COM2: "I think that this shows a lot of promise and I really hope that it can be realised. After all we've had a lot of disruption from HS2 and now we've found out that they're stopping works."

COM1: "I think that this would go a long way to break the barrier or Euston Tower."

AA: "Yes we need something that is unique to us. We could have art exhibitions or festivals."

ED: “And I like the idea of lighting it and making a beacon of it, for it to have a sense of spectacle. Seeing so much empty space when there so much demand for housing makes us quite angry.

- In the discussion that follows “Activation, programming, invitation” and “public facing” are recurrent themes. As well as the need something slightly to hold interest in the space.

SC: “At British Land we’re here to develop to grow and to manage. So we come with an interest in the long term benefits of the site. We’re really interested in the lived experience of the site, and believe that dialogue and exchange are key to understanding how this building and this process can about in a way that people feel a part of it.

I liken it to hardware and software. How can we provide the software that enables you to partake in space, from the obvious like seating and access to the nuance like lighting and colour; and the software, the programming, the events, the activation. We’re keen to take part in this process of Co-Design because we want what happens at BL to reflect the needs, not just of the campus but of the context in which it sits. How can we better know what’s going on and what’s here at the moment.

One key part of this is the Knowledge Quarter, how can we use the blossoming sciences industry to enable RP to act as a connection from Somerton to Fitzrovia. To raise the aspirations of the community. I like to use the analogy that, if someone comes to your home you wouldn’t just leave the door on the latch and expect them to come in, feel welcome and find their way around. We need to be clear about our invitation to the public. We want these talks to be the start of a prolonged engagement with the public that will shape what happens here in the future.”

COM2: “But how can we capture the diversity of people and make them feel included in a space? When you talked about programming, does that mean it will be a 24hr space? Will there be constant activation? To me community means connecting, and we all want to come together but how can designed space enable this? Perhaps something less digital, more analogue which involves touch. Not just working in isolation but even interlinking with other boroughs, expand the invitation out- who can bring something to offer?”

ROB: “I think there’s something evasive about the term ‘community’. Its one of those terms that means everything and nothing. What do we mean when we use it and can we target what we mean by community? Perhaps it has something to do with how we aspire to be together- that $1 + 1 = \text{more than } 2$. When I think of Euston Tower I think of Pat & Mic, of Capital Radio and the stories that held. We want more than just a holder space we want to feel a connection here. At kings cross there’s almost a removal of history. Here we hold the potential of change and the opportunity to make a difference to the future.

I think there’s something to be said for working in the margins and inviting the centre out. How can we invite the young, the LGBT into this space. Afterall its these connections, between the mainstream and the margins where exciting things happen.

I think of the bandstand, that once had a specific purpose but we repurposed one in our local park for the jubilee and had a roller disco there. How you build a space that can be useful for everybody and can be repurposed to suit changing needs? Something that can be flexible, specific, and survive the revision process? An infrastructure/hardware that can change over time?"

CLLR: "As a councillor for Camden I've got a deep interest in what happens on the site. From my experience I've seen restaurants and wine bars, that seem very successful- go under. And what I want to know is what is the business model for this space? How's it going to be funded? How's it going to pay for itself? Talk about Coal Drops yard but there's nothing affordable there, its high end and it's the high price tag that it charges that affords it to subsidise its programming.

Im interested in what will work and what will stay. Footfall is the key to longevity here and that's what will underpin the business model. While Im on the subject of footfall can I just mention the wind tunnelling. PLEASE can we do something about the wind, this is the only place where I've ever felt I might be blown off my feet! But what you're saying about openness and transparency resonates with me, look at 'Centre Point' there you can see right through and it works very well, perhaps that something we could look at doing here.

And if you want foot fall, then put in a Clares Accessories. Yknow its shops like that which people need! Put in a Primark, that would guarantee footfall! These anchor stores that people use all the time."

ED: "I was saying that what we need is a BnQ. You don't want to have to get the bus out of town to get a big food shop or to walk across Camden just to go to Wilco. Its these kind of provisions that we lack! Camden is focused on the tourist and office worker and there's not a lot here for us!"

SC: "We want to arrive collectively at a decision about how this space is used. This is process of designing the space. Thinking collectively about what's to come. How's it going to be operated, who's going to be involved- and how can we make sure that opportunities are imbedded in the site? We need a space that can adapt and evolve to the needs of the community and wont become a dead space if one or two retailers go under.

Further to that we want a wholistic look at the site, to see how what public spaced will link with the wider use of the building and the tenant that holds it."

COM2: "I like to think about pom pom's. yknow it's the pom poms and the outfits that get most people into cheerleading but after a week it's the flips and the lifts that keep them there. We need something visual to bring people in so that they can discover the site but then for there to be some substance to keep them there and keep them coming back!"

COM1: "Like a yellow brick road. Even a physical trail from the tube stations near by to lead them to RP so they know there's something happening here."

- COM2:** “Could that trail be woven into the knowledge quarter. Like a treasure hunt that different buildings share a theme for the user to discover.”
- COM1:** “Like the lost rivers of London.”
- JAKE:** “I used to live in Kings Cross but me and my family were priced out and moved to Brixton and now I live around the corner from here. That started by providing resources for external users and ended up completely changing the face of the area. How can we be sure that process of gentrification won't happen here?”
- SC:** “Right now we're here to listen, we want to build communication. It's early in the design process but that's why we're here. We are a landlord that has a long term interest in the site, but how can we leverage that, to use our role bring about the best outcome for everyone. To make a commitment not to make this a place of barriers, for inclusion and mutual space to be at the heart of what we do. It's not just what we as British Land can do- but what we as BL, with our partners can do- and recognising that ET is in the context of this community is a part of that. At the same time, we want to be realistic in our appraisal of space. What we do know that the scope of the project is and not promise what we can't deliver.”
- CLLR:** (Partly addressing Jakes concerns about gentrification) “What's interesting about Kings Cross is that, due to the financial crisis at that time. Affordable housing and UCL went in first. Ownership was given to the locals before it was to the corporates. I think that unique situation did a lot to develop its community, putting local people first. In fact that area was never meant to be pedestrianised, it was meant to be a bus lane but the issue was forced because so many people used the space. Now I'm all in favour of British Land, they're one of the better freeholders in the borough, 250 years I think they've been around so yes; 1) they're in it for the long haul and, 2) they do work with the community. So the will is there and that's recognised. What I want to see from ET is local and sustained employment! It's all very well to say that they're employing local builders and brick layers, but once the build is finished then there's nothing left! I think about Westfield in Stratford. There you've got a lot of local employment, but Westfield in Hammersmith- not the same. So please, employ local people! Once you've got local people working in the community, getting their family to come along is easy and spend time on the site is easy.”
- ED:** “How many people local people are working on HS2?! None now, all work on Euston station has stopped.”

- Final remarks -

PETER: “Hello, I’m a composer that has won some awards and worked in television. I’m really interested in a 3D sound event and would love to get the local people involved in a show that could help connect the digital themes of the campus with the community. We use holograms developed by Peter Gabriel and have worked with theatres as well which was really successful in York so if anyone would like to collaborate in bringing this to life, I’ve got a studio just down the road, the shows all written and ready to go I just need to collaborate to bring it to life.”

ROB: ‘Local, doesn’t have to mean all things to all people at all times. There doesn’t have to be for everyone all at once. There’s a currency of exchange in relationships. Old Diorama, New Diorama- is there a communication narrative developing?’





Exploring Interior Public Realm spaces



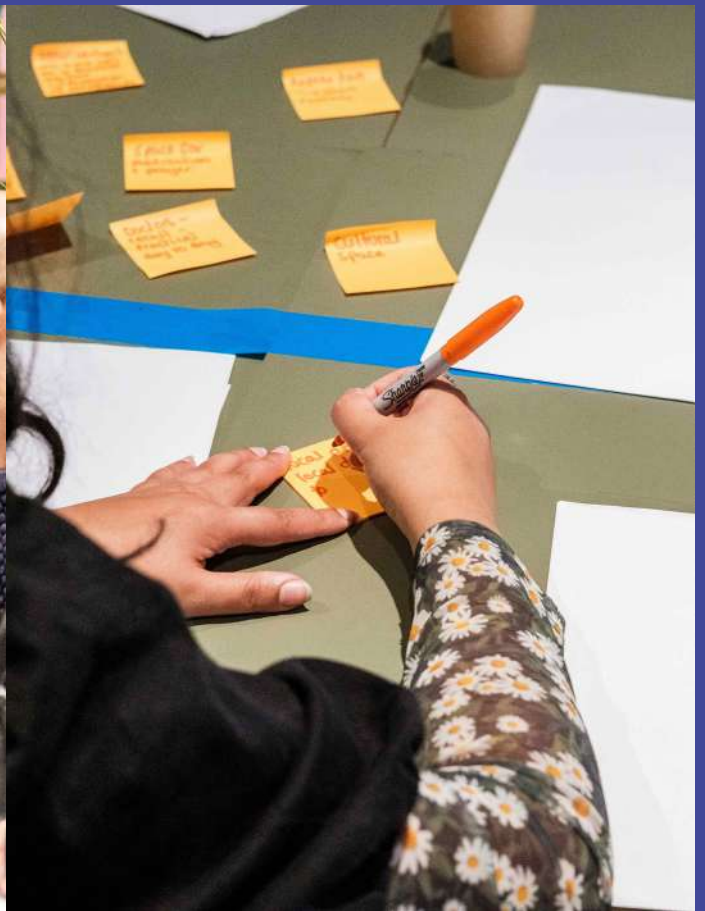
CO-DESIGN WORKSHOP NO.2

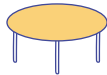
NUMBER OF PEOPLE REGISTERED TO ATTEND: 50

NUMBER OF PEOPLE IN ATTENDANCE: 16

DATE: 18/04/23

LOCATION: THE GOOD COMPANY, REGENT'S PLACE





PEOPLE AROUND TABLE 1

ET TEAM:

Adam & George of 3xN/GxN

Saul of British Land

Neil of Beyond The Box

PARTICIPANTS:

Kameru, Local young resident

Louie, Local young resident

Tyler, Somers Town Big Local and Regents Place Estate
Volunteer

Mike, Lives in Islington, but passes through Regent's Place a
lot, but never to stay

Ruth, Local resident and Director of a Community Interest
Company focusing on Music Participation

Martyn, Local resident and music composer

Peter, Resident who lives South of Euston Road, Chairs all
committee of all residents association

QUESTIONS ASKED DURING FIRST ACTIVITY & CAPTURED RESPONSES:

- 1. How can Euston Tower best provide space that meets the needs of communities?**
- 2. What spatial layouts help create the best public spaces?**
- 3. What infrastructure does there need to enable public programming of events and activities?**

General comments/feedback - written in paragraph form.



“There is a lack of space for Camden organisations, can Euston Tower help address this? There should be gallery space and opportunities to explore the culture of Camden”. If this building is going to focus on Life Sciences, Technology and Innovation then there should be Lab workshops for young people to access and learn about sciences.

We need to agree on the needs of the community first. Who determines the needs. Who makes decisions? Consultation vs collaboration. We need to think long term and avoid tick-boxing exercises. British Land needs to sustain the engagement post the report. We need to address the barriers to enter the space, mainly the financial - but also need to create a vibe. Don't make the entrance look too corporate.

‘Social prescribing’ of space, that was designed for the collective, rather than the individual was the opening comment from an attendee and set the tone for what was to follow. We should think at this stage what the financial model is to enable communities and people to use the space and not be charged.

“We need to connect businesses to the community. There will likely be many highly educated jobs in Euston Tower - what are the opportunities for upskilling residents in those industries?”

“Some people are ‘scared’ of technology, you need to make it inclusive for them”.

“Symptoms of loneliness and isolation are common in the community, and a space that brought people together could help to bring about well-being. (and could relieve pressures on the NHS)”

“I want to see British Land on tour, out into the community”.

This might be achieved through a ‘*living library*’, a space which was built to foster conversation and interaction. ‘A library of things’ was another suggestion as they have recently set up a space in Camden, having tactile objects that could be used creatively would enable people to make the space their own and start their own conversations. A similar ‘social prescribing’ might be an indoor living room.



“People in the nearby estate often struggle with overcrowding in their homes and need a place where they can relax, and feel comfortable. Where basic amenities like central heating, coffee and tea could be given without the expectation to spend money.”

'The Tabernacle' at Notting Hill was mentioned as a precedent which offered **free events and training to young people to involve them in the arts**. Similar interest in a community based urban room was mentioned in a previous workshop where 'Oodie' the national library and urban room in Finland was cited. This gave facilities for sewing, 3D printing, meeting and hot desking. Old Diorama which is currently on site has been consistently familiar and positive to participants of the workshops because of their active engagement in the Regents Park Estate and wider community.



Food and hospitality became a theme of the discussion, and who these eateries catered for would go a long way to describe the community use of the tower. One representative from Camden food bank, stressed their charities need for more floor space. Camden food bank is currently located on the first floor of a nearby building with limited space. Having a location that was street facing, on the ground floor and could be used regularly would greatly benefit their organisation. (They currently open two days a week from 11:00 – 15:00 and demand is great, they require an open plan space with side rooms to train people and sort through food donations.) "Soup kitchens would get a lot of use if people knew about them because so many people are struggling with the cost of living." A community kitchen has recently been opened in Regents Park Estate, said a representative of a community group in Somerton, it functions once a month and runs evening socials which are well attended.

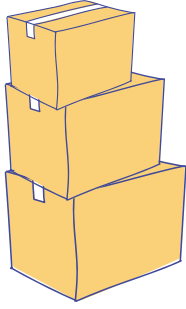
There was a suggestion that the spaces could be events led. That indeterminate spaces which offer amenities, like wifi, furniture, and electricity could be repurposed depending on the need at the time.

"Spaces that could be reimagined by the community would give them the feeling of constructing their own space."



"A theatre could be a cinema, or a lecture theatre, or hold panel discussions." SODEXO has launched an organisation that is led by programming, it invites employees to reading groups and anime movies. One suggestion was that the space needn't be too prescriptive, that the design could be indeterminate as long as it provided basic amenities." "If you can create a space where people will do something creative they will, as long as their not priced out of the area. There are so many invisible organisations that rent a space just to hold events and classes, but haven't got an online presence, or one grounded in space. It would be interesting to audit the 'invisible events' in Camden and see what kind of things pop up." How to achieve a fluid and adaptable space was a central concern." "We need somewhere that will be warm in the winter, cool in the summer and have pollution free air".

The practicalities of using space to facilitate events were also discussed." "There's a huge demand for storage, many people in central London don't own cars and so getting equipment from one space to another can be a real challenge", storage solutions that where multifunction could prove useful. One suggestion was to have stage space built into movable furniture,



or in lockers with key cards- or even rentable storage would be seen as a positive. Ideally this storage would be on the ground floor or accessible via a lift; trollies could be provided to help move things around. One participant who celebrated sound and music as a means to bring people together, requested soundproofed rooms.”Cooking and music are a great way to celebrate culture, but so many places aren’t soundproof so we cant offer programs without disrupting other users.”

Micro spaces were also considered in positive terms.”Lots of people are coming out of school with ideas but can’t afford to rent large space, finance is often a barrier and having a small office that can be rented for start ups would give people an opportunity to get their ideas off the ground.””Large open plan spaces have their uses” said another,”but look at Camden Market, it’s really small, often overcrowded but there are so many spaces to explore. There’s something about always that gives people a sense of comfort, of cosiness. If you think about parties, lots of people end up in the kitchen because there’s a proximity to the space that makes you feel comfortable. Regents Place doesn’t feel remotely human scale, its vast!”

Whatever the redesign of Euston Tower is to become, it should have accessibility and invitation as a central feature if it is to break from the colloquial opinion that Regents Park is a financial district.”The junction of Euston Road and Hampstead Road is always busy, but walking past Euston Tower you are met by a wall of glass an wouldn’t know that there is anything happening on the other side.””We want to lure them in, let them know that there’s something happening inside.” Soft barriers and transparency of the façade have been a persistent request in order to accomplish a feeling of invitation. Further to this the ‘gatekeeper’ or secretariat should seem inviting.



“So often in these big buildings were met with a person at a desk looking disinterested. When we walk into the building we want to feel comfortable, that we’re invited in.” Perhaps merging the vernacular of the building with the landscape, or the landscape with the building could soften the hard edges of the tower and create a more discrete form of entrance.

“There needs to be a vibe that makes me feel like I’m allowed to be here”.

Having obviously activated spaces that are street facing was one solution.”If I see people exercising or dancing or eating and talking, I know that there’s something going on inside and feel like I could walk in.” The façade facing Euston road could be **‘pull’** pedestrians using the sidewalk and exiting Warren Street Station, whilst advertising to cars- Hampstead road could be active and community facing, whilst the side facing regents plaza could be calmer and blend into an outdoor living room, that could side could be more suited to the employees of Regents Place. That there could be something that all groups find necessary in the middle to make them meet- was one proposition from engagement with the 3D model.

“There needs to be a narrative to space. This could revolve around a central café, or the space itself could be like an exhibition where I walk from one part to the next in a fluid route that reveals the space to me as I move through it, like an Ikea store.” Such a route might create a natural link between the ground floor and first floor, so that all of the available public space feels accessible. It was felt that if the space was held together by a strong narrative, or theme then it could develop an ecosystem of activity that is self-sufficient.”I’ve worked in the NHS all my life and they’ve never had a good operating system. Junior doctors have more technology on their smartphones than we do on our systems. Technology becomes outdated and it’s expensive to replace. There needs to be a strong theme that won’t become outdated. Science and Technology are great but they aren’t the words that people in the Estate need or find relevant.”



How to create a space that is appealing to the local, the underprivileged, to employees and the very wealthy was a challenge considered by the group.”A helipad, or something that invites the super wealthy might inspire them to spend money on the area” was one suggestion.”We need a space that builds conversations between the old and the young so we can share principles and history” was another.”Laboratory space where we can skill up, and do science after leaving school. There’s lots of big organisations on site and connecting them with the local people could raise our aspirations” was a further suggestion. Whatever the solution, having a building that was inviting, a”destination building” could build a rapport.”Whatever we do here we need to make sure people know about it. Once it reaches word of mouth we will have guaranteed footfall.”

There needs to be fluid spaces - few fixed walls so it can create a true mixed used space.

“Whatever the programming will be - it’s about connections. You must create spaces & activities for people to safely connect”

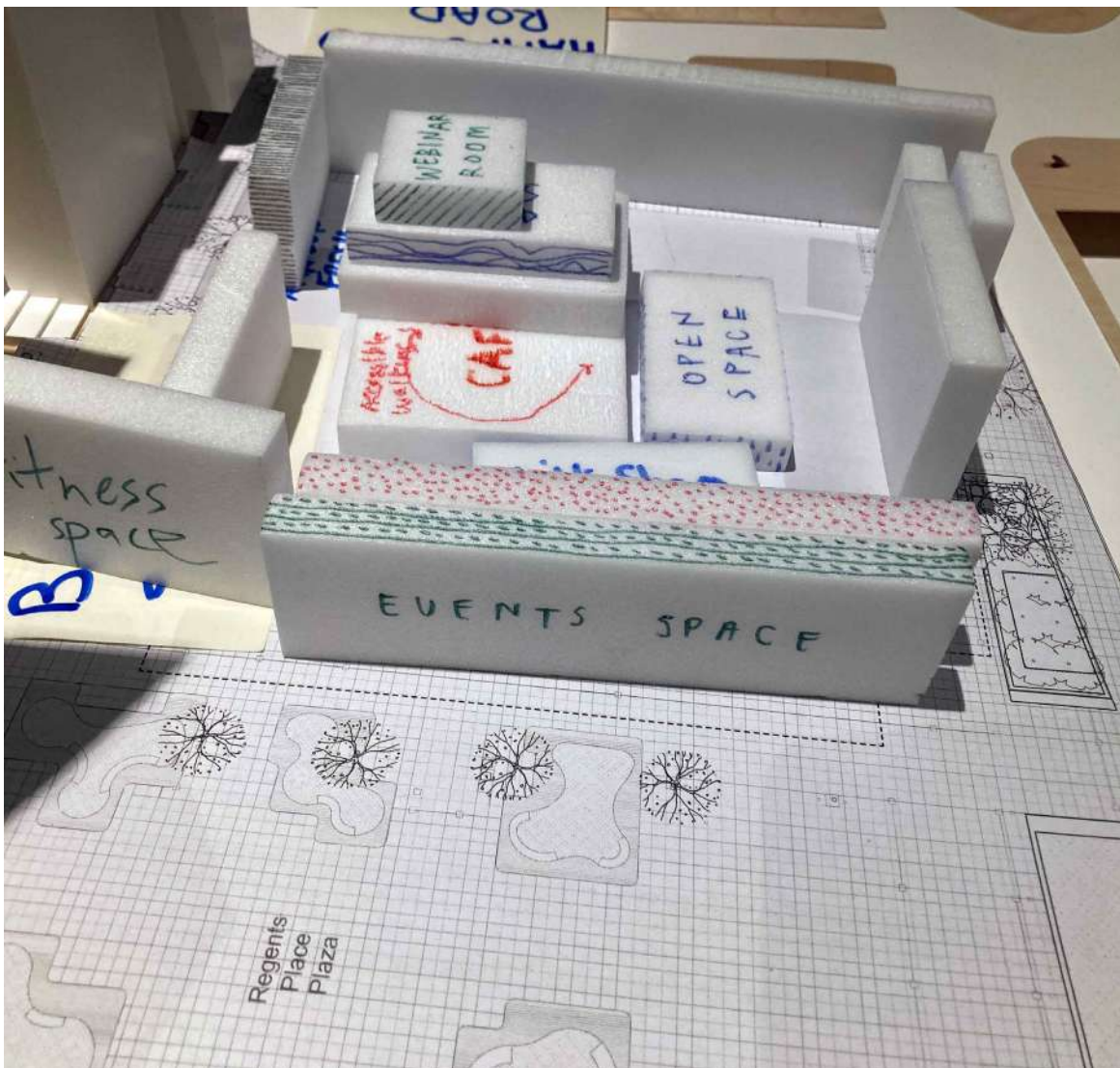
QUESTIONS ASKED DURING SECOND ACTIVITY AROUND THE MODEL & CAPTURED RESPONSES:

There should be **double height space** to enable anything from gymnastic to big scale performances.

Storage came up as a huge need for community and creative organisations. Ideas varied from storage on first floor for those who programme/activities in the space - to utilising the underground carpark/basement to enable storage for organisations.

Barbican is a good example of a **split level space** - where people can see a lot of activity but also sit and relax.

Use **lighting** for the building to stand out - but also as **wayfinding**







ANY ADDITIONAL COMMENTS FOR FEEDBACK FOR THE ARCHITECTS?

WHEN ASKED EACH PARTICIPANT WHAT WAS THE ONE THING THAT WOULD WANT THE ARCHITECTS AND BRITISH LAND TO TAKE AWAY?

INCLUSIVITY & EQUALITY

INTRIGUED,
BUT COMFORTABLE
& INVITED.

UNIQUE

MINIMAL PRESENCE
OF BRANDS

COMMUNITY OWNERSHIP !



Peter - Try to do something for all aspect of the community that surrounds the building

Martyn - Inclusivity and equality within it - many communities many are separated the area needs to be brought together

Ruth - Well maintained community toilets & retro-fitted soundproofing social spaces. Can brands and companies sponsor the space and programming?


Mike - Create something unique - something that makes a person say "I want to go in their over somewhere else", "Yeah, you must go to Euston Tower"

Tyler - Programming of the space - "How does the programme go out into the communities?" Exploring Community Ownership of the space "Can the community help build & design the space?" Community can shape throughout the year - adding ideas to big white wall


Louie - Create a space that makes you feel intrigued, but comfortable and invited. I like the idea of community outreach - go to the communities to let them know they are a part of it. Minimal presence of brands and companies at community public level - there is too much marketing across Camden

Kamrun - I agree on the last point about keeping brands out of the space. If something makes it onto Tik-Tok it's flooded with young people who are not from the area. You need to understand the local communities more and the wealth divide. Ensure its not too modern - so people from the local estate will come and feel comfortable. Food bank - space for families to come and relax - community feel


QUESTIONS FROM THE ATTENDEES:




“What is the timeline for the project? Is this another HS2 and we won't be it until 2030 something”



“Will Euston Tower stay in Place
- (will it be a rocket)? “





“Can you define community? What Does BL mean by community? “



“Is it just the ground and second floor that will be open to the public? “

“What budget are you working with? Can you share the overall budget so we can understand what we're working with? I fear all of this information will get lost in a boardroom - can we understand the financial feasibility? “



“Can you approach young schools and primary schools to engage with what they want”



IDEAS FOR PROGRAMMING:

“Lab workshop would be cool”

“Audit of activities!! Across Camden many organizations don’t have a space to do business in.”

“Well maintained public toilets”

“Floors higher in the space for Community”

“Space for costumes.”

“Fold-up stages, pop-ups, multipurpose”

“A nod to the heritage of capital radio. Podcast studio space. Roundtable”

“Equipment to be broad- not too high space. More inclusion.”

“Operation of space – staff – advertise. Ambassadors”

“Laboratory workshops”

“Citizens advice bureau- do not create unreal expectations!”

“A space that organisations in Camden can use e.g. studio space, galleries”

RESIDENTS LIVING LOCALLY:

Mixed spaces ‘meet a scientist’; ‘Meet an entrepreneur’

Spaces to relax, study work and not feel pressure to spend money

Overcrowding means people need more external space to spend time in without feeling like an outside.”

“Warm spaces, filled with activities”

“Community kitchen”

Evening community socials, Halloween parties, game nights & mini festivals.

“Repair space, bring electronics, fix clothes, D.I.Y”

“A clear agreement of the ‘needs’”

“A space that is inclusive to all cultures in the local community”

“Who decides ‘needs’ (British land or the community)”

“Long term community engagement”

“Equality, ideally zero barrier to community spaces”

“Natural light best!”

“inclusivity & equality within that”

“Science, technology and innovation ‘excludes’ the under-privileged.”

“Screens”

“Workshops on Council Estate! British Land on Tour!”

“Pied piper effect required to draw council tenants who may feel disenfranchised”

“Multi use spaces rather than; a cinema, or a theatre”

“Retro fitted sound proofing! Small homes are not suitable for music making!”

“Storage!!”

“Spaces for arts creative activities- supporting music participation. ‘Social prescribing’ & workers team building i.e. bringing together hybrid teams”

“Meet up growth of experience, economy needs spaces!”

“Social prescribing. Reducing isolation, building connections.”

“No more offices or shops. Need larger flexible spaces”

“Charity, food banks”

“Education, cinema, theatre. Design Invitation to the Crick at the British Library”

“Spaces for kids teenagers, young people and old people mixing.”

“Art, sculpture, paintings!”

“History of the Tower and what has gone on in the past- Capital Radio but also Tax Office. & what is the history of the actual footprint.”

“Security, bad guys, drugs. Kids play. What has been done similarly in London, UK, Europe.”

“Warm place winter, cool places summer, pollution free air.”

“What is the USP - what makes/ will make Euston Tower unique”

“Health facilities. Fitness”

“Disabled access. Aid to disabled people”

“Something for really rich people”

“Hospitals, sport- Arsenal.”

“Lighting ect to make the building look fantastic, changing light shows”

GROUND FLOOD:

Plural, flexible, modular

Constantly adapting to public desires

Installations that anyone can utilise

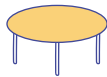
Performance space

Full of activity and life

Walls space, aesthetics constantly curated by public

“Can we accomplish embedded community ownership?”





PEOPLE AROUND TABLE 2

ET TEAM:

Laura of 3xN/GxN

Tim of British Land

Morgan & Adonai of Beyond The Box

PARTICIPANTS:

Kameru, Local young resident

Vanessa, Sankofa Arts

Patsy, Local food bank organisation

Linda, Local food bank organisation in Angel

Lyesther, Local designer

Raaya, Student and local resident

Tawhid, Young person and student

Rikesh, Local to Camden and works at the Princes Trust

Arleita, Student

QUESTIONS ASKED DURING FIRST ACTIVITY & CAPTURED RESPONSES:

1. How can Euston Tower best provide space that meets the needs of communities?
2. What spatial layouts help create the best public spaces?
3. What infrastructure does there need to enable public programming of events and activities?

General comments/feedback - written in paragraph form.

There was a lack of knowledge of what the knowledge quarter is and if the locals have access to it. Participants wanted more information to be readily available for them to know about different events, or organisations that they could benefit from. This included strong marketing that emphasised that Euston Tower welcomes everybody and anybody.

ART

“It would be great to have a **rolling exhibition** with the local voices within the local area”

“Exhibitions should have **local artists and local designers** to feel included within the building. These should be included in the core interior of the building and look like wall murals and sculptures that are permanent”

“Clayton Hotel is a great example that has a **regular 6-month exhibition** for local painters which happens often”

I feel like the art offer should be an **annual celebration or something more regular** that promotes all the **young creatives in the area**”

“The art should be **interactive** and forward thinking and innovative”

“The programme and events should be **marketed on a large interactive screen** facing outwards for the whole community to see. I think this should be either a billboard or interactive board”

“Strong marketing from the beginning and early on”

“For younger audience you could use a **Tick Tock or Instagram** as that’s what I use”

“Other organisation you should try to use newsletters or contact the TV”

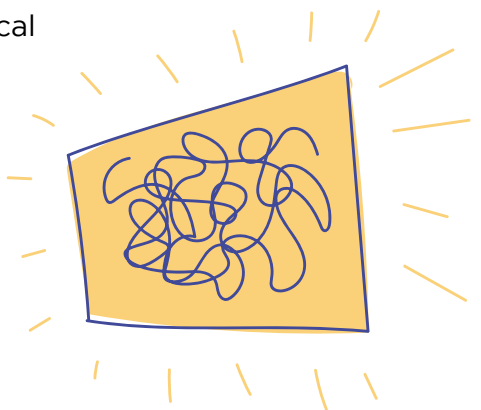
“Big bright colours - that are large and bold”

“It can be temporary but doors should always be open as this is important. Things that put me off is if somewhere is dark and closed off”

“The art should be big sculptures or **things that inspire you to explore and be curious**”

“It shouldn’t look corporate”

“Should share stories like the Migration Museum does”



“Should have a history of Euston Tower”

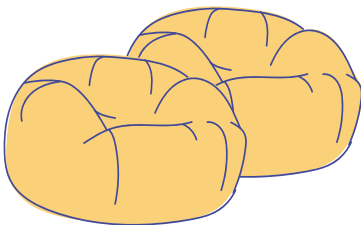
A large part of the discussion focused on using the creative arts to draw people to Euston Tower and to make it feel inviting for the local community. A large emphasis during the discussion was for these creative programmes to profile and amplify the voices of local people and their stories and their connections to Camden. The participants were in agreement that more colour and more activity would make it feel more welcoming to the community. The group stressed that the art strategy needs to be regular and well-marketed to the community. Marketing regularly came up with community members stressing that, “[they] **don’t know what is happening in that area currently**”. Many of the group stressed that art could support the knowledge quarter and bolster this area through different interpretations of sciences. The group felt that the events and exhibitions and art should support a multi-use function of the public space and this should be an activated area where a lot of different voices can be seen. The group kept describing this space that the art/events and exhibitions sit within as a “**Cafe**” and then narrowed this to a “**cultural hub**” and stressed that this would be a **community area** that the **community felt ownership over**.

“There could be an open call for the Art”

CULTURAL HUB & F+B OFFER

“The **central area** of the ground open space should be a **cafe or cultural hub** that **feels inviting** and has events and art on display”

“This space should also be multi-use with co-working space around the outside and should have more space than usual cafes. I think this will add to the inviting environment and help people feel comfortable in the space”



“Many cafes in London feel really crowded and noisy and I think it needs to be more comfortable with space and **comfy seating**”

“The seating needs to be comfy and should have things like **beanbags to make people want to stay** in the space.

Spaces with uncomfy hard seats never make me want to stay and I feel this should be a **space people can relax**”

“It needs to invite you in from the outside so the community knows they can enter and it shouldn’t be hard. **Just a sign saying “Come in” or “You are welcome” or “Please enter”**. Signage that invites you in is important”

“Could be a free coffee with your first entry so you feel comfortable to come back”

“Events in this space should be able to happen in the open space”

“The events could include launches and brand launches but the brand should be local and small SME’s”

“There could be lunchtime music activities to cater to the lunchtime workers of the space and these should be visible to the plaza to attract a wider group”

“I think we should also make spaces available for different uses. For example, myself and my daughter **are neurodiverse and we require spaces that**

are not over-stimulating. For example here the lighting is really great [thumbs up]. But the **strip of unnatural light is really not great** and is super overstimulating. There is also a point around **safeguarding** and having smaller spaces that are like **break-out spaces** for if you needed to go take a moment.”

“This could be done with **dividable walls** and the furniture within the ground floor space that can move and be used differently for different events”

“There needs to be **continued community involvement in the ideas and programming** and not a one time process”

“It should be open seating”

“Standing reception doesn’t work and is not inviting by the door”

“There could be an interactive whiteboard with the programming which you can see from the outside”

The conversation started as a cafe to be this central area where everyone would come together, however, this soon developed into more of a cultural hub and where ideas and knowledge would be exchanged. The group stressed this should be open to all and be an inviting and accessible space that would encourage you to stay. The group thought about how different seating and lighting would encourage you to stay and how having art and events from local people would make the community feel more involved.

CONNECTING THE COMMUNITY TO THE KNOWLEDGE QUARTER



“I think we need to be thinking about the name Knowledge Quarter. The word in itself can feel really excluding. Like what does knowledge mean - **who’s knowledge are we sharing, and who is this knowledge being shared with?** There are so many people within the area who could benefit from this but who haven’t taken conventional routes through education and who aren’t attached to universities or big knowledge institutions and I think there are two parts. Firstly, how do these people who want to access more science-based things even find out about thousand feel like it’s something they can get involved with as these events are usually just promoted internally and to universities? **Then the second part is how are we sharing other types of knowledge and other types of voices who have the knowledge to share, as these things are so important and you can’t create a distinction already to who is more knowledgeable than someone else based just on university and conventional experiences”**

“I think this area there were markets which are now no longer there and I think there is something around bringing the market back to life through skills and knowledge sharing”

“This is a great idea like a monthly drop-in centre where people can share creativity and skills”

“I think this is a good idea and really should link to **key skills our community needs and people of Camden need**, like help with renting homes, **soft skills** and confidence building skills, things around trade and practical skills like how to make things and also things around employment and getting into jobs”

“Even skills like learning to barista”

“Skills that encourage sustainability like ‘how to repair’”

“There should be a space to encourage **young entrepreneurs** in the area. Like an **entrepreneur or incubator hub** and should be on display. It should be a hub for future thinking and innovation and can lead to exhibitions and pop-ups and needs to be really forward thinking - unusual and impactful like robots but it can be crude.”

I think there should also be a **living library** where people can go to access resources”



“The living library can also be creative and here the stories of residents and communities and travel beyond Camden”

“The library could speak of different groups and have different themes and be like hot seating”

“There could be a classic library too.”

“There is a lack of knowledge of the knowledge quarter”

“The knowledge quarter needs to create jobs for people within the community”

“There needs to be things available and offered to groups who aren’t regularly supported like those over the 50s. **The people who aren’t seen.** It needs to provide different routes into work and people who want to be self-employed”

“The knowledge quarter should be about sharing information and include interactive screens, more specific signing or even a walking map”

“There needs to be access to knowledge to a wide group of people not just a small group who know about it”

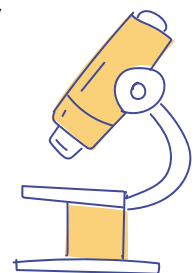
“It needs to include Tech, Knowledge and the Arts”

“It’s frustrating on how you don’t know what is out there - should be more social mobility”

“I think the Meta Verse is really exciting and if we are part of the knowledge quarter should do something with the Meta Verse. There was a really interesting study of how people in pain used VR to go to places like Jamaica and it made them feel better which is really futuristic and great new technology. This should be incorporated in the building like 3D models and have a virtual theme all the way through.”

“Should be a theme all the way through and really high tech”

There was a big emphasis on connecting the community to the knowledge quarter. Many of the participants did not know of the knowledge quarter before but were excited by its prospects. however, some were skeptical of who this space/environment was for. They collectively came up with a variety of creative suggestions and ideas for how communities can directly benefit from the Knowledge Quarter but they felt this needed to be an environment that felt inviting and offered something back beyond what is currently being offered.



the

SME SPACE & FACILITIES

“I think there should be space for smaller organisations and **local people** to test their ideas and we **should support their organisations**”

“Something, like **appear here**, do with short rentals”

“Other organisations include Lift, Enterprise Nation, Nestre”

“**We should be encouraging innovation from our younger local residents**”

“Key business like doctors, shops, florists and hairdressers”

“Lack of storage in London and should be an opportunity to store things.”

“And charge your phone”

“This space shouldn’t be for big brands”

“There should be a way to connect smaller organisations with the big business in the building”

The group really liked the idea of an incubator hub and felt this spoke a lot to the knowledge quarter and what was happening around Camden. However, they really wanted this to be locally led and to be a space that supports emerging innovators and business that are local to the area.

WELLBEING & FITNESS

“**There should be something for mental and physical well-being** like a drop-in clinic that is a point between going to the hospital and this could take pressure off the hospital”

“I think we need a gym inside which would be a great incentive for office workers if there were showers”

“I would say gyms usually are great higher up as people like to work out away from noisy road but if it is offices below then maybe should be on the ground floor”

“Maybe the ground floor could be interchangeable and just have light weights and half court games that can be used flexibly”

“There needs to be wellbeing available and offered to groups who aren’t regularly supported like over 50’s. The people who aren’t seen in”

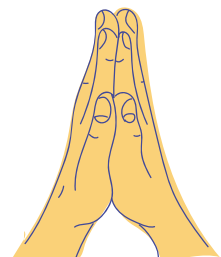
CHARITY SPACE

There should be something like a **charity donation point**. that could also include panel talks to share the charities’ work with others and **help to connect the places in Camden that need the support**”

“Charities need a **conference room** for the talks but also need good lighting so **the work they are doing is visible in some way to the public**”

“**There should be targeted volunteering opportunities for students**”

“**What do you mean when you say community as this includes other cohorts such as the homeless.** We need to be mindful of what we mean by public space as people who are street homeless from experience might have other things going on from mental to health to you can read between the lines. This means that from a



safeguarding point of view, they won't be able to be in spaces with other vulnerable people like young people. **Old Diorama did a really good Arts Homeless Festival and think Euston Tower should do something like this**

"There should be a charity room - a place to donate food and a place to come and collect clothes for interviews etc"

"There is so much food poverty and we need to be doing something that does something about this. From my experience in our organisation to run a community kitchen you need a minimum of 200 sq ft. It could also include spaces to just have a chat about what you are going through"

The group had a couple of participants who worked for local charities which focused on food poverty, upskilling people into work, and providing opportunities for young people's ideas. They felt there should be a charity offering or something that benefits the local community in some way - specifically targeting groups often underrepresented, without a voice, and **"not seen"** They recognised some constraints around this of having to separate different charity groups depending on their needs and also of how some of the charities were currently struggling for space and need much more additional space to operate.

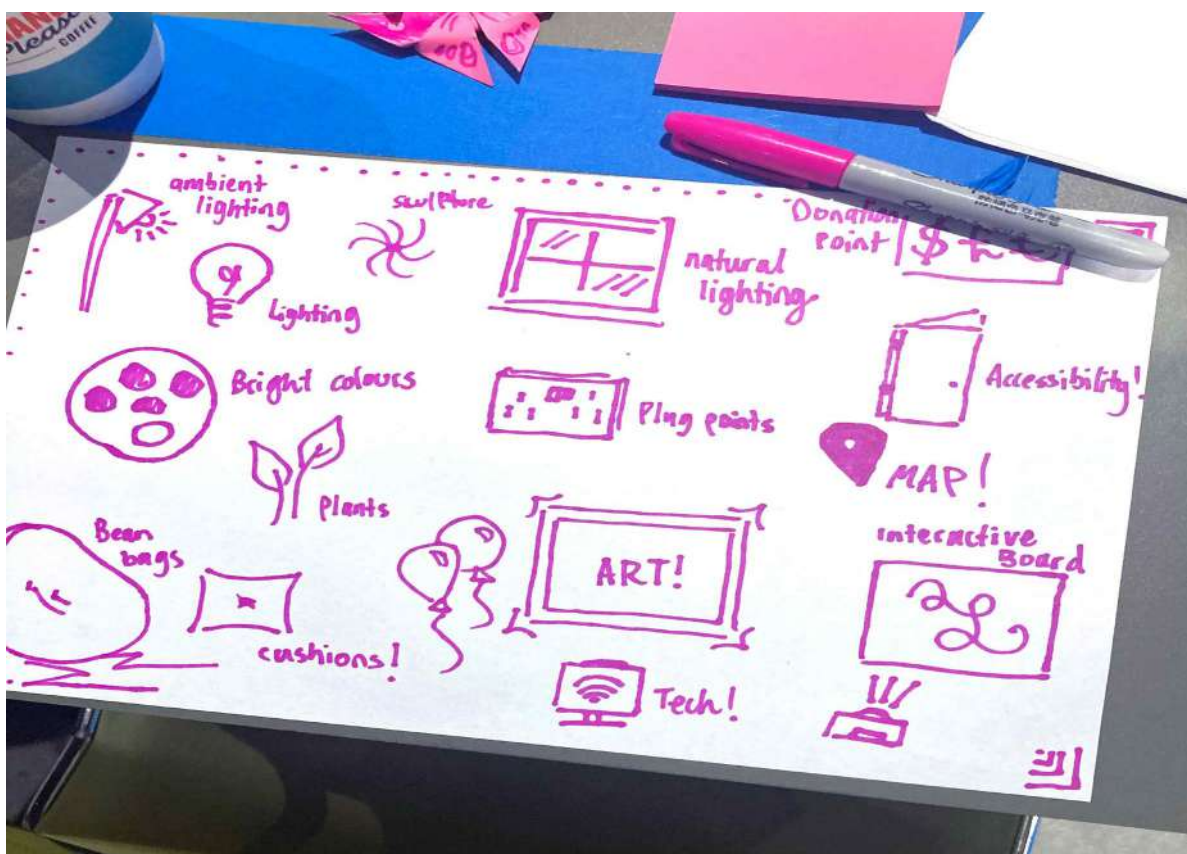
ACTIVITIES FOR YOUNG PEOPLE

"There should be a **soft play area** for young people, that is safe for them to use. Like in Swiss Cottage. Should encourage kids to play"

"Activities such as board games, foosball tables that are free to use"

"A water fountain that children can play in"

Worth noting we had two young people in our group who both opted to doodle and write their ideas rather.



WERE THERE ANY COMMON THEMES THAT AROSE FROM THE CONVERSATIONS YOU WERE HAVING, IF SO WHAT WERE THEY?

The common themes included a space for upskilling and skills exchange - given that the area is the knowledge quarter, participants suggested that the knowledge should be accessible for all to learn and benefit in the community and not exclusive to neighbouring university institutions and corporate organisations.

Suggestions included:



QUESTIONS ASKED DURING SECOND ACTIVITY AROUND THE MODEL & CAPTURED RESPONSES:

WHERE DO YOU THINK ART SHOULD BE PLACED?

“Art and activities should be around the edge of each part of the building to be seen by people walking past.”

“There should be activities that happen and face out onto Triton Plaza”

“The ground floor should be open and you should be able to see in from the outside”

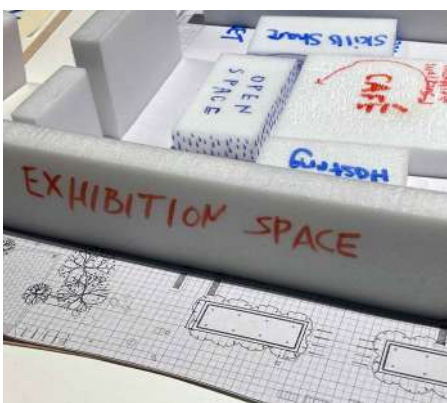
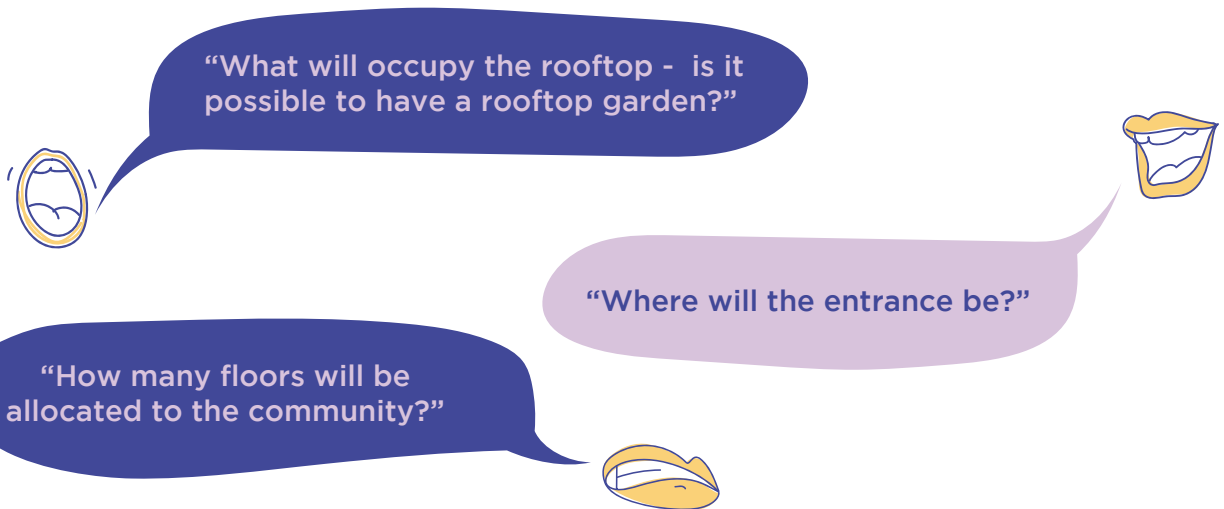
WHERE SHOULD THE CULTURAL HUB BE?

“This should be in the center to attract people into the space”

HOW DO PEOPLE FIND OUT ABOUT WHAT IS GOING ON IN THE TOWER?

“This needs to be somewhere on the outside of Regents Place to show what is happening inside”

“We should have some sort of walking trail, starting outside and then going throughout the whole building”



ANY ADDITIONAL COMMENTS FOR FEEDBACK FOR THE ARCHITECTS?



“Name suggestion: Impact Space
- not Euston Tower”

“Euston Tower should be part of wider
programmes and festivals in Camden”



“A rooftop garden”



“Where is the Entrance?”





Exploring Interior Public Realm spaces



PANEL EVENT NO.2

NUMBER OF PEOPLE REGISTERED TO ATTEND: 93

NUMBER OF PEOPLE IN ATTENDANCE: 50

DATE: 02/05/23

LOCATION: 17-19 TRITTON STREET, LONDON NW1 3BF

FACILITATED BY:

Neil Onions, Founding Director at Beyond The Box

PANEL:

(RH) Ruth Harper, Local Resident

(SC) Saul Collyns, Senior Social Sustainability, British Land

(GP) George Pickering, Architect, 3XN/GXN

(AO) Adam Ozinsky, Senior Consultant, 3XN/GXN

Beyond the Box hosted the second in a series of panel talks to share the findings from the focused co-design workshop on Public Realm Interior Spaces for Public Use and Programming. The workshop aimed to better understand what the community wishes to see in the interior public space of Euston Tower. The community began ideating how they would like this public space to be programmed. The event had a four-person panel, with Saul Collyns from British Land, George Pickering, Architect at 3XN/GXN, Adam Ozinsky, Senior consultant at 3XN/GXN; and Ruth Harper at local resident. The talk was chaired by Beyond the Box Founding Director Neil Onions.

EVENT SUMMARY

Beyond the Box hosted a feedback event in which the design team and relevant parties presented the work on the co-design workshops so far. It featured a panel with representatives from 3XN/GXN, British Land, and a local resident. The event was well attended, with most seats in the house in use. We began with a brief introduction to the co-design process, framing it within the context of the Knowledge Quarter, and the ambition of all parties present to design a functional space that could best benefit the community. This was followed by a presentation from 3XN/GXN which shared insights into the iterative design process and invited comment from attendees. The presentation collated the various ideas that had been explored through community engagement into a series of slides and images that communicated the potential theme and uses for the lower ground floors of Euston Tower.

In the current plan essential services like lifts, restrooms, and service rooms are to be located in a central core of the tower, allowing all four faces of the tower to be activated. The idea is for there to be a transparent and dynamic space that could be ordered according to the various *genus loci* of the surrounding streets. Thinking about how people approach the building and transition from the public realm into Euston Tower was critical when addressing the concerns about the interface. From previous workshops, a sense of welcome into Regents Place Campus and the Knowledge Quarter, in general, was often missing for local residents. In the previous co-design workshop participants were given the opportunity to arrange the floor plan of Euston Tower by arranging blocks within a 3D model of the site. The findings from this were relayed in a series of floor plans that attempted to capture the general mood of the workshop which gravitated around themes of social exchange and technical learning. One issue inherent in community participation is how best to capture the desires of disparate groups into a cohesive special strategy. Participants represented a variety of groups and charities some with explicit needs, and others with general interests; their insights could be aesthetic, practical, altruistic, or personal.

During the panel event, it was apparent that arranging the insights from the community into a design language that was colloquial presented a challenge. Fusion (Alain Clapham), a poet and community events organiser, stressed the need for a simple story that could capture the essence of Euston Towers' future into a brand or theme that could be easily understood by people without design experience. Sonia Sarah said that as a young professional in Camden, she found it difficult to connect with her local community, 'I like the idea that, if I don't know what's going on, then I could just visit the tower and find something to do there.' Two persistent themes throughout the engagement process have been: subsidised rent for community events spaces; and provision for child care/youth engagement. Twenty-three-year resident of Regents Place Estate, Paul said that his neighbours run art classes and yoga classes but can't find affordable spaces to expand their activities. Whilst a photographer and collaborator with Camden Black Creatives, Sahara suggested that providing a crèche could bring together employees of campus and local residents.

Whilst there was no singular answer to address the concerns of a community in a cost-of-living crisis and to ensure a future-proof design- many in the audience understood that the offer for a community space that linked them with the professional operations of the borough was an exciting prospect. 'I think there's a marvellous opportunity to deliver something unique here', said David whose partner is a regular participant. 'There's a major need for skills within the borough and within the country. If you can get kids in on the ground floor, then offer spaces for apprenticeships on the first floor... we might be giving them skills that they can take forth into the community.' Scepticism was however apparent in the comments of some. Diana, who runs Somerton Peoples Museum spoke about the lack of use and invitation from the Crick community space, a sentiment echoed by resident Paul who said that 'we talk a lot about community centres and it becomes a bit of a worn out term with all the community engagement that's been happening around the developments in the area. What we'd really like to see is how we can connect with the existing organisations... and complement the existing work they do.'

One apparent feature of the feedback session was the communities enthusiasm to take ownership of a space that they could use constructively. Many of the organisations represented at the event struggle for space to operate within the borough. Competition with businesses and high demand for square footage have stifled their ability to provide social services. There is a clear need for a long-term space, supported by a sound funding model that can enable altruistic use. Paul suggested a co-op that elects how a space is used, whilst members of the charity Highgate Black Women's Wellness Group were explicit in their need for space - and their willingness to offer community support programs. 'I work in the life sciences at UCL and I know there are students who would be really happy to give back to the community.' Whilst Heather from the same group said, 'running events... pushes the activation of a space into the evening. If it can offer flexible activities like arts and crafts, poetry and support groups then you're delivering a café but offering much more for the community.'

While the practicalities of design might at times be lost in music during public consultations, the need for direct narratives abounds. In the context of dramatic cuts in public spending, there is at times a sense of desperation during public consultation from a community that feels unheard. Pinning the plans for Euston Tower in a simple philosophy, grounded in a sound and transparent business model could offer reassurance to a community fatigued with lavish development. From the public consultations and co-design workshops, it is clear there is a grassroots will to utilize and direct event space for community benefit. It is equally apparent that there is a top-down will to enable this to happen. Bringing the divergent worlds of Euston Tower & Regents Place together with Somerton and Regents Place Estate is a challenge that was sometimes apparent during the public panel event. Fusion surmised the dichotomy acutely, 'we're [both] here, but how can we communicate with each other? In the end, it's empathy that keeps us here.'


Euston Tower

Public Realm Interior Event

2023-05-02



A ROUGH TRANSCRIPT OF QUESTIONS & COMMENTS OFFERED TO THE PANEL FOLLOWS:

- RH:** Panellist at the event and creative community organiser. Communities require a long term commitment to space in order to develop an identity within a space. Putting a café on the street to Euston Tower is not something I find particularly attractive because Euston Tower is very polluted and noisy. I don't know who would want to sit and have a coffee there. Exhibition spaces seem a bit tick boxey for me, how many local artists could really want to exhibit in a high-rise building? We want something that people can look in on and see that there's activity inside, and make them want to go in. Similarly, with accelerator space for start-ups, there are existing community organizations that require space to offer creative activities and I don't see startups as reflective of this. Creativity brings people from all age groups together, there are people here that are cheerleaders, music makers etc; the ground floor should be activated by local interest and I think that café and accelerator spaces are a bit dry.
- 
- SH:** I work with a charity that represents the health and well-being of black women, I'm also part of a group that investigates social science and well-being at UCL. I think the café on the ground floor could be an interesting idea depending on how it's activated. There's café space at Wilsden Green is an interesting Café for me because it's a multi-space for different activations. It is a café. But there's floor space for people to have spoken word or performance events, as well as exhibition spaces that change every few weeks. The glass front is transparent and even from the top of the bus I can look in through the windows see that there's something going on inside, and it makes me want to go in. One thing I was thinking of was a digital board outside the front of the building so that people can know what was going on inside without having to go in.
- DC:** I've come today with my wife who has been attending regularly. I'm a Greenwich resident. I originally worked in the Navy and have since been involved in regulations in the oil and gas industry so I'm seeing it more as an investor than a community resident. I think there's a marvellous opportunity to deliver something unique here. I think in some ways the design is moving too quickly and the space and what's inside it can be realised through research about what's already going on in the community and bringing those different activities together. Council regulations can change dramatically and there are many practicalities to consider about how the space is designed, as well as practicalities around maintenance. But the main thing is the floors. From the presentation, it seems the reception is the focus, but I'm interested in the floor use

and if we can make opportunities for young people an overt focus of the design. There's a need for skills within the borough and within the country. If we can get kids in on the ground floor, then offer spaces for apprenticeships on the first floor, then more specialised learning on the upper floors, we might be giving them skills that they can take forth into the community. One thing we could do is put in movable walls. So that the space can change because you don't always know what's going to happen in the future, but if the space itself is flexible then it can be designed to change.

PW: I'm a long-term resident of Regents Place Estate and I suppose I've come to represent my friends and neighbours who might well be users of a space like this in the future. I'm thinking about two things: One, is that we talk a lot about community centres and it's become a bit of a worn-out term with all the community engagement that's been happening around the developments in the area. What I'd really like to see is how can we coordinate with the existing organisations like Old Diorama, New Diorama, the working men's club and so on- I see this as a wonderful opportunity to complement the existing work they do. Two; a co-op could manage and elect what people want to learn. What I think people really need today is community skills. How can people set up their own residents' associations and learn skills like childcare? This could be a great opportunity to give local people the basics from which they could go on and set up their own workshops. Old Diorama is looking to get more income because their running costs are so expensive. I've got neighbours who run yoga classes and others than run art classes. They're always looking to find more space and expand what they do. I like what's been done with the public realm at Regents Place but can we plant more trees? We need trees to take some of the pollution out of the air which is so abundant on Euston Road.



AC: I'm a cultural storyteller, and run an organisation called BMT. We've got a connection with this space because it was our first home when British Land offered us a pop-up residence here for multipurpose activities like eating, meeting and storytelling. Thank you for your presentation can appreciate all the hard work that went into it. We're here, but how can we communicate with each other? In the end, it's empathy that keeps us here. How can we speak in a language that is story based? How to walk through the shoes of the parents and the people that will use this building. Storytelling is a journey- how can the new design speak to us and take us along on this architectural journey? We all need to skill up and retain, old and young. There's a lot of potential in the knowledge quarter but how can we give fair and equal access to this story?

SW: I'm a local photographer and work with Camden Black Creatives. We offer studio space at affordable rates. I just wanted to suggest that perhaps a crèche for children might work for this space. This could bring together working people both on campus and beyond. Working and raising children can be a challenge for anyone and there are often not enough day-care facilities.

DF: I run a community history museum called Somerton Peoples Museum. We operate in a postage stamp size room and there's not enough space to deliver all the events that we have a will to. Communities around here are overwhelmed with development. The precedent cases that come to mind for me are OXO Tower and Granary Square. At Granary Square, although it is privately owned and people are moved on past 11 o'clock, kids still come out to play. I cycled here today and there was nowhere to put my bike. Also, you can't predict what's going to happen in the future I think it's important to keep it green and be aware of climate change and biodiversity. Y'know when I think of the Knowledge Quarter, it's often a closed door for people who live on the estate. I mean the Crick Community Space (part of the Francis Crick Institute-) Somerton protested it because as a laboratory they handle toxic chemicals, and people didn't want that- but it was built anyway. The Knowledge Quarter has become a tale of two cities. When the Crick Community Space put on an exhibition, it wasn't attended by local people. On a guided walk of the area, the exhibition wasn't included- people didn't know it was even there, despite it supposedly being for the community. So I think the interface is really important. Could it be that there's a roof garden on the top of the tower so local people can have a Birdseye view of the area in which they live? I also worry about the duplication of space, we've already got the Diorama and the New Diorama, can we offer something new? It can cost £50 an hour to hire workshop space and community programs just can afford that. How can we keep community space free over the long term, what's the business model that supports this?

RH: You've got a community of local residents, international students, working professionals and hybrid workers. If the space offers a creative activity it can develop connections across all ages. Breaking down barriers between workers and visitors.

PA: Secretary of local residents association, long-term resident, and volunteer at the local food banks. Tonight's the first time I've walked through Regents Place and I think it's fabulous. Whatever you do you shouldn't forget the wow factor. I felt the wow factor because of all the greenery I saw here today. I like that you've examined the character of the roads I like the idea of soft play and the multiuse café.



MS: Local composer interested in creating a digital performance with local young people to celebrate Euston Tower and activate Regents Place: You really want a space you can spend time in and escape the elements.

SS: As a young professional I live and work in Camden and it's often difficult to connect with my local community. Some kind of multipurpose, social exchange space resonates with me. Something that can be quiet but also lively. Something that builds on what's already happening here. A way of advertising community events and spaces. I like the idea that if I want to connect with my community but I don't know what's happening, then I can say, so maybe I'll go to Euston Tower today. I also think children are key to bringing the community together.



HS: I've been a resident for 23 years and I also work with the Highgate black women's wellbeing charity. I like the idea of a multipurpose café, a space with movable walls and spoken word. The thing with running events is that it pushes the activation of a café space into the evening. If it can offer flexible activities like arts and crafts, poetry and support groups then you're delivering a café but offering much more for the community. One of the women in our group mentioned coding and computer skills for young people. That's a skill that can be taught at Euston Square which can offer utilise the Knowledge Quarter and offer more skills to the community.

SM: You could get students from UCL to partake. I know there are lots of people who are studying and working within the life sciences that would be really happy to give back to the community. This would be a way of connecting local people with the Knowledge Quarter.

GP: I'm new to the area so I can't speak for the local people but we delivered a project with Walthamstow forest around a new theatre and how to provide commercial necessities. Similar to your presentation they offered multiple entrances so people could come into the space and wouldn't feel they needed to spend money to be there or pass through spaces that sold alcohol for instance. My cousin is on the autistic spectrum and I know that he would really struggle with a busy street entrance with lots of sounds and smells. Multiple entrances might also be used to encourage people who are neurodiverse.

Member of the audience:

Cross-generational education is really important not just for young people but also for old people. I like that you have a core that is opaque and have transparent sides. I think an open space with flexible programming would be great.



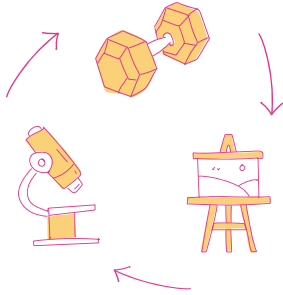


COMMUNITY PRIORITIES

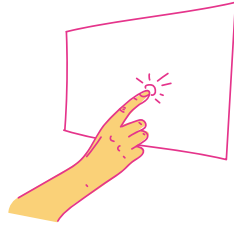
Community priorities expressed by individual groups

Heather Simpson & Sharmay Mitchell

Highgate Black Women's Wellness Group



Willesden Green library space and cafe is an example of a **multi purpose activated space** - this is an example of a place that is inviting and interesting



Digital screens are needed in these spaces so people are aware of events and activities happening



Programming of the space: open mic, different **flexible events**, coding workshops, UCL students to teach

Martyn Swain

Local resident



Survey different neighbouring communities on **what people want**



These conversations and design are a great opportunity to design for **young people**



Young people need to be attracted to the ground floor activities and make their way up toward the businesses and corporations who can offer **apprenticeships**

Paul Waterhouse

Local resident



Plants and greenery
is needed



Community skills and exchanges is needed



Community activation
of these spaces -
like a community
choir - how do you
prevent duplication

Fusion (Alain Clapham)

Local resident



The architectural language
and concepts **doesn't**
speak to the people



There needs to be **more**
storytelling from the very people
who will use these spaces

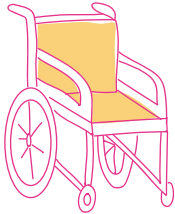


COMMUNITY PRIORITIES

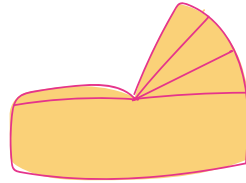
Community priorities expressed by individual groups

Sharmay Mitchell

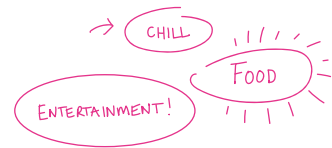
Camden Black Creatives



These designs need to be **accessible** to children, parents and families who also make up the community



There needs to be **something for kids** like a crèche



Focus should be on the **programming** of these spaces



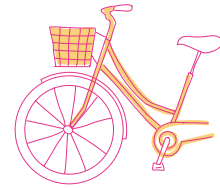
Diana Foster
People's Museum



Granary square fountains and Oxo Tower are examples of **inviting spaces**



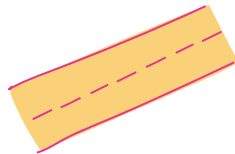
There needs to be **more greenery** and green spaces



Regents plaza currently has not place for bikes - **bike racks are needed**



The knowledge quarter **does not interact** with the **local community**



Euston Tower and the surrounding area **looks very 'tarmacy'**



How do you **soften the look** and get the local community in



How do you **prevent duplication** - there already is the old and new diorama



There needs to be a commitments to **free space** for local creatives and artists - what is the long term plan - these spaces need to be **affordable**



**ADDITIONAL PRIORITIES EXPRESSED ON POST-IT NOTES
BUT THEY HAVE NOT RECORDED THEIR NAMES**

FOR IT TO REMAIN
FLEXIBLE - NOT
BECOME OUTDATED
5 YEARS AFTER
OPENING

USEFUL START
TO THE PROCESS.
ORGANISERS NEEDN'T
GIVE FEEDBACK SO
EXTENSIVELY ON
EVERY POINT RAISED

UTILITY
SPACES!
MOVEABLE
SCREENS!

ACCESS TO
EDUCATION I.E.
TUTORING FOR THOSE
UNABLE TO AFFORD
IT (I.E. GCSE/A LEVEL
SUPPORT) MAYBE
BY WAY OF SOCIAL
RESPONSIBILITY

A MIX OF LIVELY AND
QUIET SPACES.
SOMEWHERE WE
CAN SEE ALL THAT IS
ALREADY GOING ON

LET'S HAVE PUBLIC
VIEWING SPACES
FROM THE TOP

WOW, FACTOR
MULTIPLE-USE
SPACES
SOFT PLAY AREA FOR
YOUNG CHILDREN

CHEAP AND
AFFORDABLE.
FUNDING/BURSARIES
FOR COMMUNITIES
AND OTHER
PROJECTS. ECO
RESPONSIBILITY
IS TAKEN SERIOUSLY

INTERGENERATIONAL
CONVERSATIONS!
MULTICULTURAL
INSTITUTION

LOVE THE IDEA OF
CONNECTING PEOPLE
THROUGH META-
WORKING SPACES

YOU NEED A WOW
FACTOR, WHICH
WASN'T PRESENT IN
YOUR PRESENTATION

PLEASE DON'T BLOCK
THE WINDOWS WITH
STAIRS

DESIGN FOR THE MOST
MARGINALISED FIRST
- THEN YOU WILL GET
A SPACE THAT WORKS
FOR EVERYONE - THIS
IS INCLUSIVE DESIGN

NICE AND PRACTICAL.
I LIKE THE IDEA
OF THINKING OF
DISABLED
PEOPLE

EUSTON
TOWER NEEDS
SHOWCASES TO
DISPLAY WHAT
GOES ON INSIDE

VERY GOOD

WE HAVE ENOUGH
'SPACES' AND
BUZZWORDS LIKE
ACCESSIBILITY ETC.
YOU CAN'T INCLUDE
ONE WITHOUT
EXCLUDING THE
OTHER.

KNOWLEDGE
QUARTER
SUPPORTING
YOUTH CODING TO
DEVELOP TALENT
FOR KNOWLEDGE
QUARTER

MAYBE PART OF
THE CONTRACT
OF LIFE SCIENCE
COMPANIES WOULD
BE TO PROVIDE FREE
TRAINING TO THE
COMMUNITY IN THE
FREE SPACES

EVENT FEEDBACK

Q: WHAT DID YOU THINK ABOUT TODAY'S EUSTON TOWER PANEL EVENT ON INTERIOR SPACES AND PROGRAMMING?



"Got a lot of question's in
- design is vague"



"Great event really with
food and drink, money
and a plant bag!"

"Very good. I like the fact
you have considered the
character of each side
and the adjoining road"



"Awful presentation.
A parody. No real
group stuff."



"Didn't really
show much at all.
Very vague"



"Nice to know the building
will be put to use."



"Engaging opening to a
difficult task. I'd want these
to continue in different
shapes/sides - different
times of the day."



In Good Company





Exploring External Spaces for Public Use & Programming



CO-DESIGN WORKSHOP NO.3

NUMBER OF PEOPLE REGISTERED TO ATTEND: 60

NUMBER OF PEOPLE IN ATTENDANCE: 43

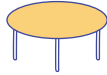
DATE: 16/05/23

LOCATION: 10 BROCK STREET, LONDON NW1 3BF

FACILITATED BY:

Neil Onions, Founding Director at Beyond The Box





PEOPLE AROUND TABLE 1

ET TEAM:

Neil Onions (Beyond The Box)

Alex Erwee (Beyond the Box)

Adonai Boamah-Nyamekye (Beyond the Box)

Morgan Lewis (Beyond the Box)

Shirin Naveed (Beyond the Box)

Laura Wagner (3xN GxN)

George Pickering (3xN GxN)

Saul Collyns (British Land)

PARTICIPANTS:

Ahad - local resident and business owner

Sofina - local resident and community worker

Taslina - local resident and community worker

Peter Wright - local resident and part of neighbourhood association

Eva - local resident

Honeko - local resident

Mike - local resident

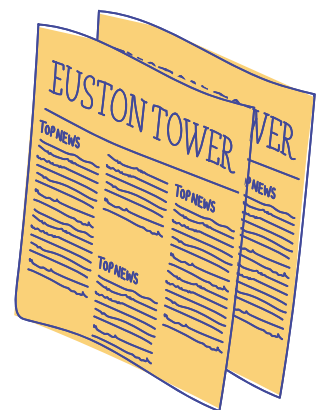


QUESTIONS ASKED DURING FIRST ACTIVITY & CAPTURED RESPONSES:

1. Did you go to any of these activities?
2. Did you know these activities were happening in Regents Place?
3. Are these activities you would like to see and why?
4. Do you think anything needs to be added to Regents Place and what further programming would you like to see? Looking at the images on the table would you like to add any of these activities to Regents Place?
5. How can the outside space design support some of the suggested activities?

General comments/feedback - written in paragraph form.

Most of the participants in the group were local residents who had attended the previous events held at Regents Place. They generally enjoyed the events held but felt that these events were not consistent enough for the community to feel like they could stay in the plaza all year round. They also shared that there needs to be a better line of communication where they can hear about events in and around Regent's Place as not many residents are hearing about different events that are taking place in the plaza. They felt that it would be best to distribute flyers and information about events through local schools, youth centres, and resident associations as well as door to door flying.



WERE THERE ANY COMMON THEMES THAT AROSE FROM THE CONVERSATIONS YOU WERE HAVING, IF SO WHAT WERE THEY?

Consistency in events and programming in the plaza was a key theme in the conversations. People felt that Regents plaza had hosted previous events that worked well but the issue was that it was not consistent and so at times the plaza can be lively and a place you felt welcomed especially when the space is filled with community events.

Another key theme revolved around the weather.”



“The plaza is not rain proof and it’s already a wind tunnel, it only really works in the summer but there is also no shelter from the sun”

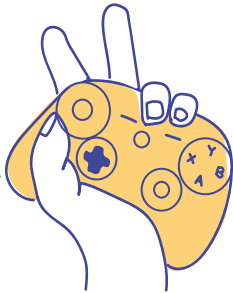


QUESTIONS ASKED DURING THE SECOND ACTIVITY AROUND THE MODEL AND CAPTURED RESPONSES:

- 1. How will the activities you have mapped out benefit the communities of Regents Place? Why have you chosen the areas you have? What areas could work well and what areas would provide more challenges and why?**

“The central part of Regent’s Place plaza needs to have a sheltered seating area/stage where people can access this space from each access point. There should be daily or weekly events put on by the community e.g music, drama, art installations, gaming”

“Semi-permanent Interactive spaces for young and students to engage in, in the plaza”



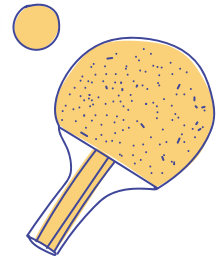
- 2. How will outside activation be affected by wind, visibility outside of Regent’s Place and noise pollution? Can these factors be mitigated by the design in some way?**

“Fixed weatherproof shelter and seating”



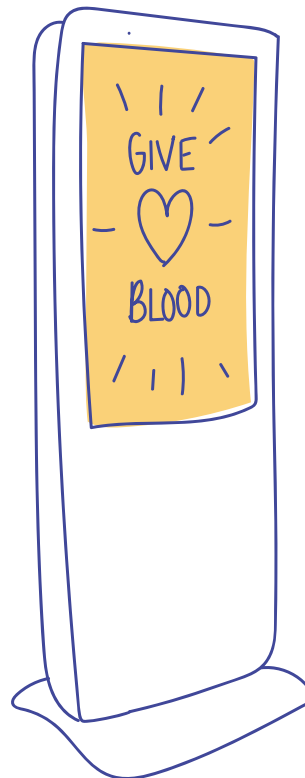
- 3. How can the outside activation inform the activity inside Euston Tower? Is there a way that activation will make people come inside of Euston Tower?**

Activities and events from different organisations that will inhabit Euston Tower should host events and activities e.g lectures or through fun activities like table tennis with a scientist



Cater for the community’s needs by hosting various health stalls inside and maybe outside in the plaza - e.g NHS spaces e.g give blood, walk in clinic

Digital information board

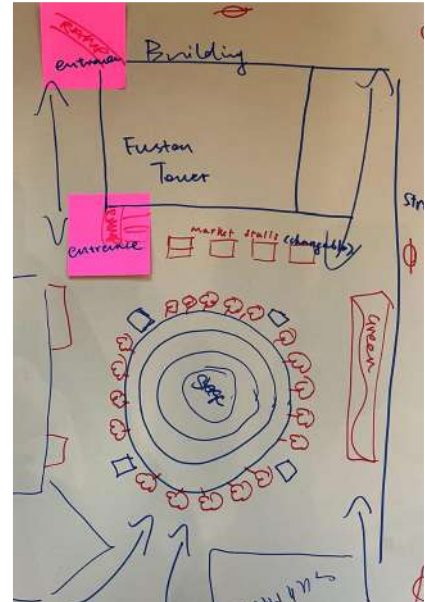




The drawing focuses on having a central and circular outdoor space sort of like an amphitheatre - that is inviting with a stage that can be sheltered.

On the north side there would be market stalls that would be hosted by different local organisations to sell different food.

The main idea was to create an open space that can be accessed by different entrances and is open for different sorts of entertainment or lectures or performance.



HALL HIRE OUT AT REASONABLE PRICE

LOCAL RESIDENTS NEED TO BE MORE AWARE

MOST OF THE COMMUNITY FEEL THIS AREA IS FOR RICH PEOPLE

COMMUNITY EVENTS

NHS WALK IN SERVICE

BIG VIDEO DISPLAY SHOWING WHATS ON

GYM OUTDOORS

DENTAL SERVICE

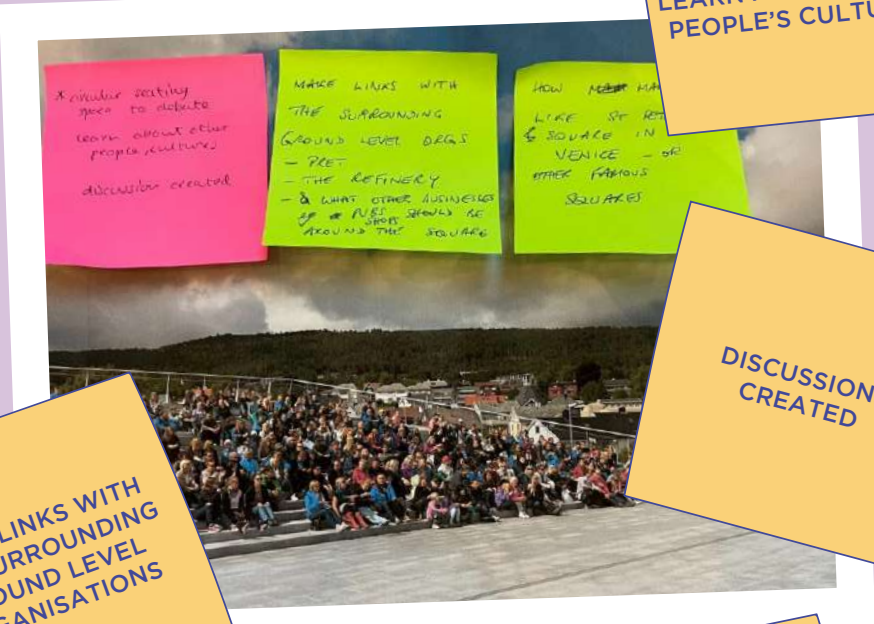
“Please consider Euston Tower to become homes/flats for local community - engage with Camden council/ housing”

“Families will be delighted to have 4 or 5 bedroom homes. Solve the housing issues and get rent”

“Why have an empty tower? Families from all backgrounds are suffering housing issues”



CIRCULAR SEATING SPACE TO DEBATE, LEARN ABOUT OTHER PEOPLE'S CULTURES



MAKE LINKS WITH THE SURROUNDING GROUND LEVEL ORGANISATIONS

DISCUSSIONS CREATED

GREEN SPACE
NATURE
TREES
GRASS

PRET, THE REFINERY AND OTHER BUSINESSES E.G PUBS, SHOPS SHOULD BE AROUND THE SQUARE

HOW TO MAKE IT LIKE ST PETER'S(?) SQUARE IN VENICE - OR FAMOUS SQUARES

INCLUSIVITY - REASON TO STAY


INCLUSIVE OF WH COMMUNITY, YOU SCHOOLS

WATER FEATURE TO HELP ON MENTAL HEALTH

Water feature to help on mental health

RAMP/GRASS/SEATING UP TO INTERIOR


ONE KEY PRIORITY THAT YOU WOULD LIKE THE DESIGN TEAM TO TAKEAWAY (EVERYONE AROUND THE TABLE)




“Multi functional outdoor space for the community”



“Accessible friendly space”



“A space that is weatherproof - rain, wind, sheltered spaces”



“Utilise the wind to power the building or outdoor space”



“Outdoor gym area”

“Adaptable outdoor space”



“Digital outdoor features”



“Water features - fountain, something relaxing and calming - a place for wellness and mental health”



“Green space”



“Consistent engaging events”



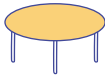
ANY ADDITIONAL COMMENTS OR FEEDBACK FOR THE WIDER TEAM?

What is the long term plan for the upcoming local community as the Euston Tower project will not commence until years later?

What is the budget - what can work and what can't work?







PEOPLE AROUND TABLE 2

ET TEAM:

Neil Onions (Beyond The Box)

Alex Erwee (Beyond the Box)

Laura Wagner (3xN GxN)

PARTICIPANTS:

Rosie - electronic musician (local resident)

Bahja - visual artist (local resident)

Martin - composer (rents a local studio)

? - previously worked at Granary Square

?1 - resident since '89 and grass roots community worker

?2 - line manager of above

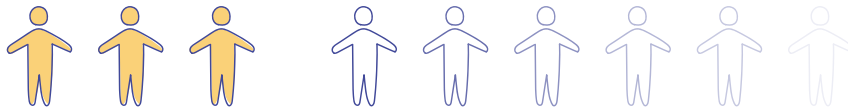
?3 - community worker who worked with 'lend lease'

?4 & ?5 - two friends that joined us for the workshop in the plaza

QUESTIONS ASKED DURING FIRST ACTIVITY & CAPTURED RESPONSES:

1. Did you go to any of these activities?

Approx. 3 people in the group of 38 had been to the activities at Regents Place (mostly the film/sports screening)



2. Did you know these activities were happening in Regents Place?

About 6 people had been aware of the events in the plaza, mostly because they had walked through the area.

In the breakout group, of the 9 people present no one was aware of the climbing wall- three people were aware of the Old Diorama, one person ran workshops there and used the facilities regularly to support their arts practice.

3. Are these activities you would like to see and why?

People generally expressed ambivalence, however the film and sports screening had been cited as memorable to some.



4. Do you think anything needs to be added to Regents Place and what further programming would you like to see? Looking at the images on the table would you like to add any of these activities to Regents Place?

One person referenced the arboretum at the Barbican. They enjoyed how the passage from the landscape to the arboretum felt like an invitation to enter. That the air in the arboretum felt clean and unpolluted- in contrast to Regents Place which suffers from the traffic on Euston Road. This was supported by a reference image of a tree growing through the ceiling of the ground floor, and into the first floor of an interior space.

One person suggested a giant Redwood, and made the point that if there was something memorable or instagrammable in the public space then it would feel like a distinct location that people would want to visit.

Southbank was also referenced as a place people felt comfortable because the food wagons there seemed to invite use of the public space.

Other suggestions relating to programming were for; a flea market, food market (there used to be a market on the site in the 70's), yoga classes, a stage or theatre space, and arts workshops. Arts were mentioned as a type of



programming that could be engaging for many reasons; whether that be a sculpture that celebrated local people, an artwork made by local schools, or commissioned local artists- or even made on site. Another suggested that perhaps the upper floors might have exhibition rooms where art could be seen from the ground floor.

5. How can the outside space design support some of the suggested activities?

A suggestion which has become typical in the co-design workshops was for a playground, or facility which could entertain children. This was suggested as open-ended, vv. A physical barrier was considered, which could be placed around the playground, so that parents wouldn't worry about children running towards the road. It was proposed that a barrier (perhaps a low glass wall, perhaps facilitated by planting) would let people feel that they had entered a distinct space. 'I would sit and use the public space but I know that Euston Road is one the most polluted roads in the country so I wouldn't want to spend a long time here.' Again a green barrier was proposed to try and mitigate the air pollution.



Another suggestion was for rain cover or outdoor heating. This is consistent with the descriptions of the Plaza and 'bleak', 'cold' and 'grey' in the winter. In contrast the site can become very hot in the summer and someone suggested a fountain where children could play. Even drinking fountains might give more democratic use of the space. Granary square has been referenced on multiple occasions as a successful space. At the workshop one participant said; 'I used to work at Granary Square, and one thing I liked about that place was that they kept the old buildings and used them to give character to the space. There wasn't much for me to do there, with all the fancy wine bars- but I liked walking around it. The fountains there were an unexpected hit. We used to get people coming in wet with nowhere to change. At one point they provided some foam toys, but I don't think people knew what to do with them and they felt abit ad hoc.'

Some practical suggestions were offered such as; litter bins, outdoor lighting, and public toilets, and more dramatic planting. A few people in the break out group wanted movable furniture, whether this be expandable/folding out furniture, or deck chairs- so that the space could 'expand and adapt' depending on use. If this were to be realised, there would need to be a clear invitation and instruction to use the apparatus, as the table tennis tables are often unused because people don't know who to ask about using them.

It was felt that signposting and wayfinding were critical to making the site seem more engaging and available for activity. People have described Euston Tower as a physical wall, whether passing by on Drummond Street or Euston Road, there doesn't seem to be an invitation to enter the Plaza. One idea which has occurred on a few occasions was for a digital notice board, letting people know what is going on in the area. This could tie in with the broader theme of science and technology which is characteristic of the site. Alternatively one participant made a flag from the props provided. The idea of a local festival has been suggested a few times. (to celebrate the knowledge quarter and involve local people in its practices.)



General comments/feedback - written in paragraph form.

'I've been here since 1989, and for 32 years have worked in grassroots community projects. Once upon a time this whole area of Camden was for the working class. But now its become a tale of two cities, there's a barrier between the wealthiest 1% and the lower classes. How is this project going to change that?' A constant theme has been that the site feels 'too corporate' and 'uninviting'. People want a community hub. Public space in camden has become expensive to use, and the provisions are bent towards the professional classes. 'If you don't drink or go to the pub; and you don't work in an office, or dont have money to spend- then there's nothing here for you!' One person said, 'I've never been to the campus but I walk past it all the time on my way to Lidl.' Another suggestion was a local discount card so people in Somerton and Regents Place estate could afford to use the shops on site.

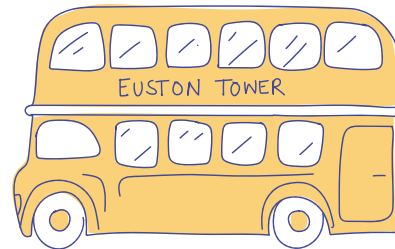
There was a sense of disillusionment with the public consultation, the developments at Kings Cross and for HS2 had left many feeling that community co-design was a 'tick-box exercise'. Nevertheless there was clear hope from those present that some of their local character and interest might be incorporated into the upcoming redevelopment of Euston Tower.





QUESTIONS ASKED DURING SECOND ACTIVITY AROUND THE MODEL & CAPTURED RESPONSES:

1. How will the activities you have mapped out benefit the communities of Regents Place? Why have you chosen the areas you have? What areas could work well and what areas would provide more challenges and why?



One suggestion was to locate the playground towards the Santandre building. That way it could be seen by pedestrians on Euston Road, as well as people travelling past on the bus. Currently the view onto Euston Road is screened in the mid ground, with waves of grass in the foreground. Whilst this screens the road, it does add to the feeling of a barrier around the site. If the activation at Regents Place could be noticed by street traffic, and reach word of mouth, then the local community would be quick to populate it, we were told.

It was felt (whilst standing outside the Meta Building) that the site seemed to face towards Euston Road (with the BT tower as borrowed scenery). If a big screen were provided it could back onto Euston Road, according to the natural 'north point' of the site.

The immediate footprint of Euston Tower was shied away from by participants. The opaque facade of the tower, combined with its height and lack of activation felt quite looming, and people gravitated towards the Sandander building and the open space of the plaza. Suggestions relating towards the tower tended to feature an ariel vantage, such as a podium restaurant or big slide. 'When I come here with my nephews and Nieces they always want to go onto the top floor, but they can only ever walk along the ground floor. Can we give some of the top floor to the community? Psychologically it would give them a feeling of aspiring, of being able to see things from the top.'

2. How will outside activation be affected by wind, visibility outside of Regent’s Place and noise pollution? Can these factors be mitigated by the design in some way?

Standing outside the ‘Meta’ building there was a strong wind, tunnelled between Euston Tower and 1 Tritton. This prompted many suggestions for warmth and shelter. If public seating were provided it would not likely be in this location. Despite an abundance of setting in this alleyway (between Euston Tower and 1 Tritton) we saw people using low walls off to the side to sit on. Whilst there is an avenue of trees along this strip there is little to provide shelter from the wind on a human scale. Moreover much of the planting is of ‘woodland edge’ and does not capitalise or mitigate the drama of the gusty winds. People have consistently celebrated the greenery and natural material (opposed to the concrete benches which were there previously) and have asked for more greening, and with it- biodiversity.

3. How can the outside activation inform the activity inside Euston Tower? Is there a way that activation will make people come inside of Euston Tower?

Aside from the suggestion of an arboretum, it was felt that making the base of Euston Tower as open plan as possible would make people want to enter. A design vernacular that married the public realm with the public space on the ground floor would lessen the feeling of a ‘wall’ between the rich and poor. Such comments from the workshop are in tune with feedback from the night time walking tour of campus where people felt the tower seemed dark and looming, and was an abrupt barrier, never knowing of the plaza beyond. The public realm around the edges of the tower, on Drummond Street and Euston road, should compliment the open, ground floor and make for a natural route into and past the building.



ONE KEY PRIORITY THAT YOU WOULD LIKE THE DESIGN TEAM TO TAKEAWAY (EVERYONE AROUND THE TABLE)



“Arboretum,
Trees, performing Space,
Cafe, Food market”

“Childrens play area”



“Permanent stage,
covered with a canopy”

“Top floor to the community;
Doors open on the ground floor”



“More vibrant flowers”

“Green space, Toilets”



“A digital noticeboard/screen”

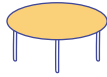
“Adaptability,
local community
discount cards”



“Art outside,
more local connections”







PEOPLE AROUND TABLE 3

ET TEAM:

Morgan Lewis (Beyond the Box)

Saul Collyns (British Land)

Laura Wagner (3xN GxN)

PARTICIPANTS:

Edward

Ali

David

Linda

Hanif

Lorrain

Sharmay

Heather

Paul

QUESTIONS ASKED DURING FIRST ACTIVITY & CAPTURED RESPONSES:

1. Did you go to any of these activities?

Approx. 3 people in the group of 38 had been to the activities at Regents Place (mostly the film/sports screening)



2. Did you go to any of these activities?

No I hadn't seen any of these and I would have liked to have come to a film one

3. Did you know these activities were happening in Regents Place?

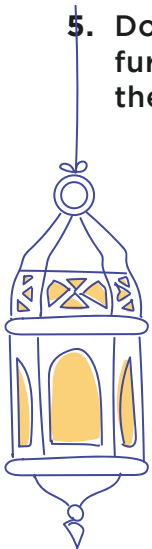
No who are you reaching out to?
 Are any of these events on the council website or newsletters or at the libraries?
 I don't check the website



4. Are these activities you would like to see and why?

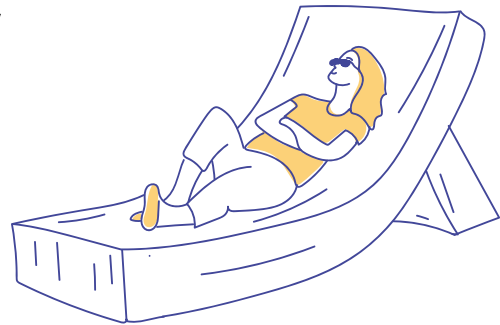
Yes but more opportunities for locals that support them. There was a Christmas market before and it was very expensive and the weather was horrible and nobody came and my friend ended up losing money - Christmas markets should be cosy

5. Do you think anything needs to be added to Regents Place and what further programming would you like to see? Looking at the images on the table would you like to add any of these activities to Regents Place?



- Needs events like festivals as this space has no soul
- Kings Cross should be looked at as an opportunity - that space has a piano and people can be interactive
- Edward Jones 'I know a group who could play their ukeleles
- We need to make sure there is space that is still quiet as everywhere is always designed around seating and playground
- How can we improve things for Somers Town and the heavy drug dealing that happens there? How can we get these people engaged?
- Is this a space where young people's noise is allowed to happen - they need a structured event to not cause disruption
- Young people need to come in for a specific reason (specific programming) - spoken word, black girl coding, taekwondo
- Market and water fountains like granary square
- Eid celebrations for Ramadan as we have a high Muslim population
- Stones for children to climb

- Space outside to then build a community around those spaces
- Events that draw you to it – a synergy of things going on – a programme that promotes connection
- Could be a chill-out area
- This space needs to be more than Regents Park
- A lot of chairs is encouraging people to sit down and stay
- Woolwich Centre library is a good precedent – it has facilities, entertainment and sports



5. How can the outside space design support some of the suggested activities?

- Stalls and items against the road to gain attraction
- I am more interested in a green wall to stop pollution and protect the people using the public space
- This space is difficult to find and we need an area that is signposted
- Glass which you can see into the activity – advertising
- There need to be organisations in the building that supports the outside activity
- Should have an open tunnel with no doors or walls to feel inviting – similar to near St Pauls
- Glass entices people in
- Actually I find glass puts me off and I instantly think it looks corporate and not inviting
- Not another extension of the building

General comments/feedback - written in paragraph form.

Please summarise the overall discussion from the first workshop in paragraph form and any interesting quotes you heard

The overall discussion centred around how Regents Place programming wasn't widely published enough. Everyone seemed excited by the previous programming that had happened but felt they didn't know it was happening. There was a lot of discussion around how the programming should support the community and compliment the activity that has already been happening and give a platform for community groups to come together.

People felt the current public realm of Regents Place was very corporate and uninviting and didn't feel like a place they wanted to dwell due to the high winds, lack of weather protection and high levels of security.

WERE THERE ANY COMMON THEMES THAT AROSE FROM YOUR CONVERSATIONS, IF SO, WHAT WERE THEY?



The amount of current barriers:
 People don't know what is here and who to ask - security is another barrier and they need to be trained to be welcoming and know how to talk to different groups

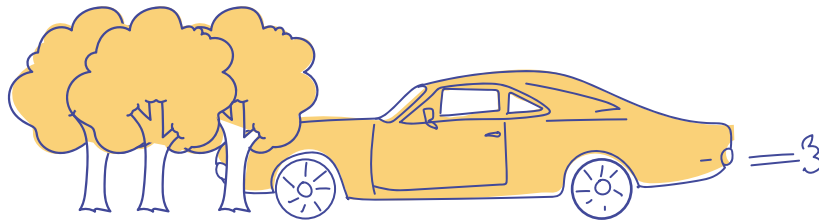
More promotion outside of the square that goes beyond the barriers of Regents Place
 Give opportunities for local people to come and work





QUESTIONS ASKED DURING SECOND ACTIVITY AROUND THE MODEL & CAPTURED RESPONSES:

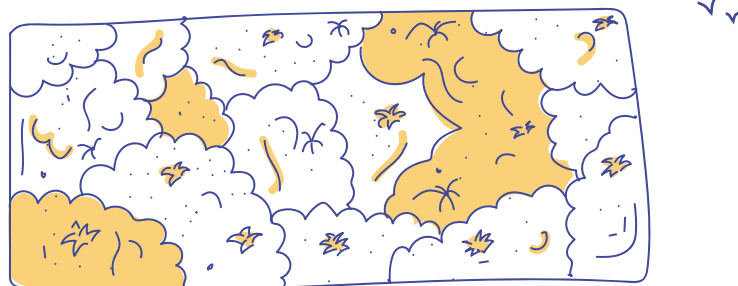
1. How will the activities you have mapped out benefit the communities of Regents Place? Why have you chosen the areas you have? What areas could work well and what areas would provide more challenges and why?



This is a heavily polluted place so can we have more greening around the edge but still see in

We also need to protect against noise from the road as it is so busy

2. How will outside activation be affected by wind, visibility outside of Regent's Place and noise pollution? Can these factors be mitigated by the design in some way?



Can you have a screen to see through and protect against pollution
Green wall

Outside weather protectors - get ideas from the museum
Tall buildings create wind tunnels - can we have screen protectors biodiversity.



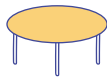
FINAL FEEDBACK

Loved the winter garden idea, makes practical sense given the tall building wind tunnel effect. This evening shared the difficulty of being outside even in May. Could have small exposed area, winter garden align to 'Sky Garden' Canary Wharf - beautiful planted tropical setting - Winter Garden increases space for local hubs, UCL and other knowledge quarter resident could rotate once per month talk/ events to entice, support local schools, youth from community groups etc, less pressure in internal limited space for pop up local artisan stalls. Winter Garden all the way.



Heather Simpson





PEOPLE AROUND TABLE 4

ET TEAM:

Neil Onions (Beyond The Box)

PARTICIPANTS:

Paul

Stella

Akhter

Mohammad

Ridoy

Mum & Son,

Dan & Isabella

Lady

QUESTIONS ASKED DURING FIRST ACTIVITY & CAPTURED RESPONSES:

1. Did you go to any of these activities?

Paul - yes the chairs
 Yes but ages ago - not recently
 Most of the group hadn't

2. Did you know these activities were happening in Regents Place?

Not so much

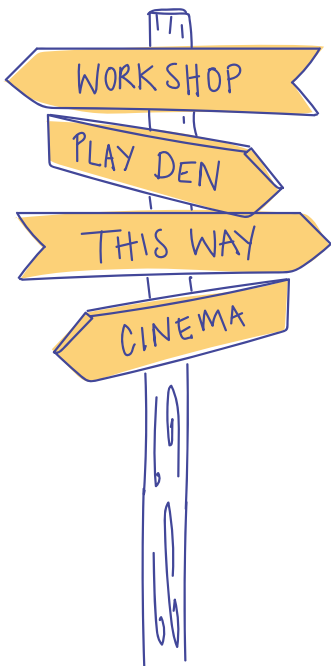
3. Are these activities you would like to see and why?

Screen - yes for events e.g Wimbledon / football, annual events
 Big hotels that they do KX

4. Do you think anything needs to be added to Regents Place and what further programming would you like to see? Looking at the images on the table would you like to add any of these activities to Regents Place?

Arts festival , singing, dancing, light festival in winter!
 Knitting classes , keep free/low cost
 Community led event's e.g NGO's, community activities for social integration
 Outdoor gym equipment or something that promotes physical activity e.g tai chi in the square
 Artists, colour through outdoor art installations

5. How can the outside space design support some of the suggested activities?



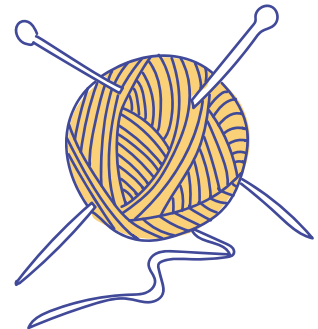
Sheltered public space to hide from the rain, morning/night

More signposting toward cultural venues e.g old/new diorama in the square to locate yourself

More signage in general to commemorate or show public art/history e.g Kenneth Williams , signs to connect to local history of area + learn something

General comments/feedback - written in paragraph form.

Attendees from Regents Park, Swiss Cottage x 2, Finchley Road and Kilburn visiting



PLEASE SUMMARISE THE OVERALL DISCUSSION FROM THE FIRST WORKSHOP IN PARAGRAPH FORM AND ANY INTERESTING QUOTES YOU HEARD



REALLY LIKE THIS - LOVELY

CHILDREN TO EXPLORE



LIKE GREEN ON STEPS

REAL PLANTS



NICER FLOWERS

WERE THERE ANY COMMON THEMES THAT AROSE FROM YOUR CONVERSATIONS, IF SO, WHAT WERE THEY?

SIGNPOSTING

PLANTLIFE

Signposting - e.g showing different directions or landmarks around the campus and plaques / info about buildings, artwork or history

They liked the flower beds already existing but thought they could be more varied in plantlife with colours and herbs and could be educational for young people to learn about flora and fauna







QUESTIONS ASKED DURING THE SECOND ACTIVITY AROUND THE MODEL AND CAPTURED RESPONSES:

- 1. How will the activities you have mapped out benefit the communities of Regents Place? Why have you chosen the areas you have? What areas could work well and what areas would provide more challenges and why?**
- 2. How will outside activation be affected by wind, visibility outside of Regent's Place and noise pollution? Can these factors be mitigated by the design in some way?**

Haven't noticed it that much

Blockade or any sound activities facing inwards so sound doesn't get lost into the road

HOW CAN THE OUTSIDE ACTIVATION INFORM THE ACTIVITY INSIDE EUSTON TOWER? IS THERE A WAY THAT ACTIVATION WILL MAKE PEOPLE COME INSIDE OF EUSTON TOWER?



Paul drew the landscape and added yellow silos to the trees that could be used as cover

Mapping out where the stage could be
Plaques or display of local digital art

Conversations around different access points of the square - how people travel to the site

ONE KEY PRIORITY THAT YOU WOULD LIKE THE DESIGN TEAM TO TAKEAWAY (EVERYONE AROUND THE TABLE)

Stella

“Community led programming e.g 1 day where NGO’s, local charities and groups can host sessions in the square to access vital services and advice, incl music + children”

“Would like more art to experience in the space to give feeling of visiting a gallery”

Akhter

“A space for books / community library that’s accessible and reflective of different cultures”

Muhammad

“More lights, LED and different colours on trees that are subtle and could brighten up the space “

“More colourful flowers”

Young man

“More variation of plants e.g herbs and signposted as to what they are to learn from them”

Isabella

Dan

“Community led market / general regular market space , could sometimes be local businesses / independents / street food / crafts / farmers on rotation”

Paul

“Stage to activate the space surrounded by chairs, can host anything”

Lady

Ridoy

“Children activities + play activities...
Roses please”





External Spaces for Public Use & Programming



PANEL EVENT NO.3

THE NUMBER OF SIGN-UPS: 85

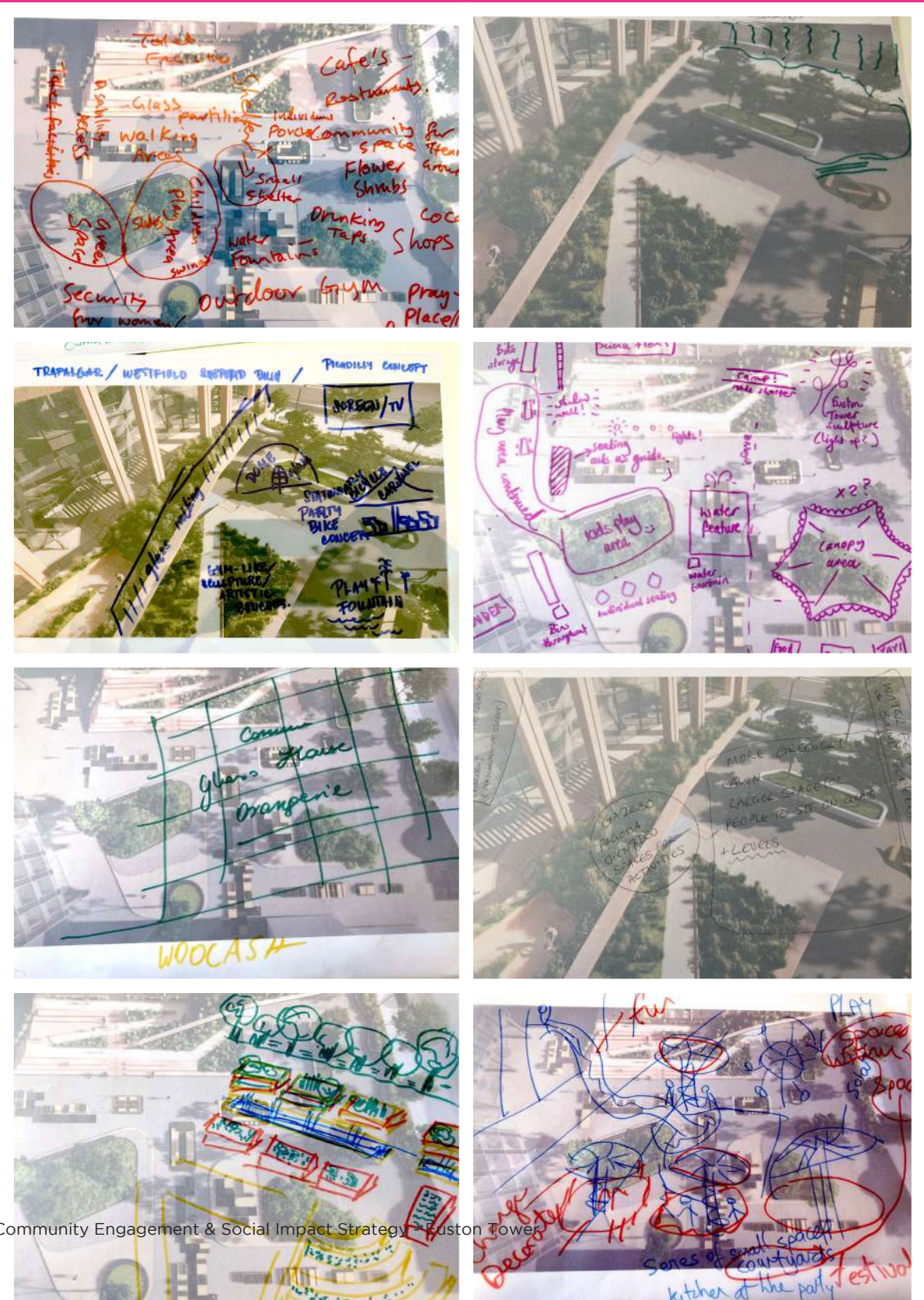
THE NUMBER OF ATTENDEES: 67

DATE: 30/05/23

LOCATION: 10 BROCK STREET - ON CAMPUS

EVENT SUMMARY

The room broke up into smaller groups and within these worked collectively to add their thoughts and feelings onto the design through tracing paper. Some overarching themes were emerging through all the designs, even though these conversations were happening separately.



The majority of participants began to **democratise the public realm** in front of the tower, breaking the space up into different uses and sections. The groups felt that the landscaping still seemed to be very vague and through the renders, they would have liked to have seen more clarity as to what each of the different elements are. One participant mentioned how the landscaping felt convoluted with not many elements speaking to one another or providing a clear pathway through the space. They felt there should be more of a zoning system with more thought given as to how the zones and areas could complement each other.

Many felt that **greening** could be further developed. Some suggestions included using greening for food production that could benefit the local community. Groups drew raised vegetable beds and spoke about sustainable greening and how it could provide an opportunity to be educational and link to the sciences. People also would like to see more different types of greening such as greenhouses and tropical fruits. One attendee mentioned how he felt the open area, shouldn't be open at all and feels the team is missing a trick. He stated how it should be an inside greenhouse, similar to the Barbican as this would protect against the elements, while also offering something different and attractive that would rival all the surrounding outside parks.





The other central theme that was repeatedly mentioned in all conversations was space for **play**. All groups allocated parts of the public realm for a play area for young people and thought this would be a good way to draw in more community members. One group focused on a traditional play area, whilst another mentioned that the materials of play (colourful ropes, blocks, etc) could be used in interesting ways to invite the community in and interact with it. Precedents such as the water feature at Kings X as a space of play were repeatedly mentioned.

Another theme that arose from the drawings was **shelter**. The participants said the public realm needed to provide spaces against the weather that is sheltered. Lots of the tracing paper designs depicted small canopy-like structures in the space that could do this. There was an emphasis that these canopies should also be decorative, as well as practical. One person mentioned specifically using Festoon lights within the canopy, to allow it to be used in the evenings too.

Overall the response to parts of the building they saw (steps, ramp, and some interiors) was mostly positive. The attendees particularly liked the colour of the building compared to the current Euston Tower and thought the steps made a great space for theatre productions. The participants who had previously attended the co-design workshop said they felt their theatre suggestions have been carried through into the design of the steps and seating area.



DO YOU THINK THE IDEAS FROM THE CO-DESIGN WORKSHOP HAVE BEEN REFLECTED IN THE DESIGN?



“Yes I think the steps make a great area for performance”

“yes the staircase is great for performance but it needs to be inviting”



“I think some have been incorporated but it is still too clean and hospital-like without any colour”



“I think it is too convoluted - there is too much going on that doesn't complement each other”



“Yes I like the theatre area but I think the drama and performances need to be linked to the history of the place”



“I like that there is a ramp, however, I do not know why it needs to be so long and it seems unfair compared to the people who use the steps”



IS THERE ANYTHING YOU PARTICULARLY LIKE ABOUT THE DESIGN?

The local residents from the Henna women's organisation, most of whom had not been to previous workshops, responded to the renders were neutral and mainly positive, they particularly liked the colour of the building, the ramp and the staircase.

Local residents and participants who had previously attended the co-design workshop, David and Lyesther Collyer, felt that the designs were positive steps in the right direction.



"I like the staircase and how this links to the rest of the building - I think it is inviting"



"Yes I like the design, however, this still feels very preliminary and I can't see how accessibility is incorporated into the design"

"I like to colour of this building and the steps. It looks better than Euston Tower currently looks and feels neutral and relaxing. Do you know if the material they are making it from is wood?"

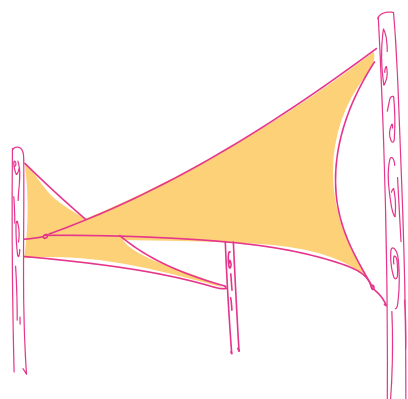


"I like the colour of the building and it looks inviting"

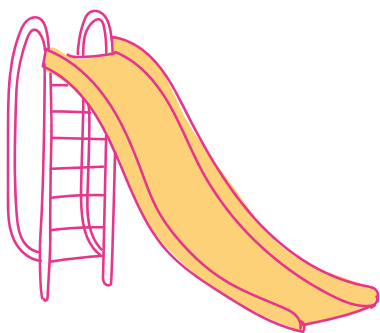


DO YOU THINK THE IDEAS FROM THE CO-DESIGN WORKSHOP HAVE BEEN REFLECTED IN THE DESIGN?

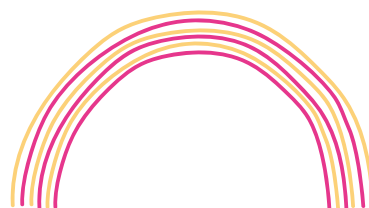
The key recurrent themes that the majority of the groups felt were missing or needed to be developed were:



Shelter



A children's play area



Colour



Flowers



Water fountains



QUOTES

“A hanging garden on the bridge to prevent noise (this will be an organic way to prevent noise that isn't fenced)”

“It needs to have more programming”

“Different kinds of fruit that are tropical”

“A sculpture showcasing that this is the knowledge quarter as it is not well known”

“Food Truck with local vendors”

“Have a water feature (waterfall) alongside Euston Road to protect against the noise”

“A trail or something colourful to bring you from the bus stops into Regents Plaza”

“A surprise factor”

“I would like to see how the stairs and activity in the plaza would go around the edge of the design”

“There should be more green trails”

“Should be all indoors - like Barbican Conservatory to actually rival all the outside parks that are nearby”

“There should be more conscious lighting - like the blue light campaign - that could also be used as wayfinding to draw people into Euston Tower”

“There needs to be some screen onto Hamstead Road and Euston Road to see from both sides”

“Greenery needs to be incorporated in a more systematic way”

“The staircase and seating need to continue around the side”

“The render is lacking colour - it needs to be creative, fluid and more vibrant”

“There need to be picnic tables and things for parents”

“There need to be bike racks”

“Accessible toilet on the ground floor of Euston Tower open to the public”

~~camp!~~
made shorter

bits!

Euston
Tower
Sculpture
(light up?)

Bridges!

Water
feature

x 2?

Canopy
area

Food

Text

[]



NEXT

Sustainability Event



NUMBER OF PEOPLE ENGAGED:

DATE:

LOCATION:

07

Social Impact



LOCAL COMMISSIONS

Though our engagement model of engage over extraction, we have committed to investing back into the local community via paid commissions to local businesses.

Meet the team event:

Self-employed commissions x 3:

Face Painting, Henna Artist & Musician

Company commissions x 2:

Local printers and catering company

Co-design workshops:

PAID EMPLOYMENT

One 6-month full-time paid Marketing and Communications Role. Paid at London Living Wage plus free monthly TFL travel pass.

Eight young people paid and up-skilled as creative freelance producers, commissioned at 50 hours. Paid London Living Wage.



VALUE CREATED

SOCIAL RETURN ON INVESTMENT

08

Defining

VALIDATE AND CELEBRATE - (RIBA STAGE 3)

09

Legacy

(RIBA STAGE 4)

09

Appendix

Consists of extensive details and information of key stakeholders and organisations across the London borough of Camden.

KEY



CHARITIES & COMMUNITY GROUPS



FORUM & GROUPS



HEALTH & WELLBEING



EMPLOYABILITY



EDUCATION



FAMILIES



ARTS & CULTURE



YOUNG PEOPLE



YOUTH ORGANISATIONS



OLDER ADULTS



NURSERY PROVISION



NETWORKS



LIBRARIES & DIGITAL LEARNING



REGENT'S PRIDE



PLACES OF WORSHIP



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