



EUSTON TOWER

Statement of Community Involvement

December 2023





Proposed view of the public entrance to the podium as viewed from the Hampstead Road, looking south

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1. Introduction

This Statement of Community Involvement (SCI) has been prepared and submitted by London Communications Agency on behalf of British Land Property Management Limited (hereafter known as the “Applicant”). It accompanies the planning application within the London Borough of Camden (“LBC”) – for the redevelopment of Euston Tower within Regent’s Place.

The application is for the following proposed development:

‘Redevelopment of Euston Tower, including the partial retention (retention of existing core, foundations and basement), disassembly, reuse and extension of the existing building, to provide a 32-storey building for use as offices and research and development floorspace (Class E(g)) and office, retail, café and restaurant space (Class E) and learning and community space (Class F) at ground, first and second floors, and associated external terraces. Provision of public realm enhancements, including new landscaping, and provision of new publicly accessible steps and ramp. Provision of short and long stay cycle storage, servicing, refuse storage, plant and other ancillary and associated works.’

This SCI demonstrates that the Applicant has undertaken an extensive community engagement and co-design process with the local community, including residents, community groups, businesses, and other organisations, as well as engagement with local ward councillors and officers at LBC. The analysis of these groups can be seen in Section 3.

This SCI outlines all key activities undertaken as part of the community engagement programme and co-design process, the feedback received from the local community, and how the feedback has informed the proposals throughout their development.

Throughout this process, the Applicant has been supported by a wider team of multi-disciplinary professionals, hereafter known as ‘the Project Team’, which included:

- 3XN / GXN, project architects
- DSDHA, landscape architects
- Gerald Eve, planning consultants
- G&T, project & cost managers
- Something Collective, community engagement experts
- Beyond the Box CIC, social impact and community engagement experts
- Forth, creative lab and social enterprise specialists
- London Communications Agency, public consultation and communication specialists

This SCI has been prepared in accordance with LBC’s [Statement of Community Involvement guidance](#) (adopted in 2016) and the Applicant has taken the advice of the Council before commencing, and throughout the community engagement programme.

It also reflects the principles for consultation in the Localism Act (2011) and in the National Planning Policy Framework (Updated as per 2023 revisions). It also demonstrates the consultation needed as per the site allocation policy KQ1. The Applicant has fully considered the comments received and has responded to them in the SCI.

Many aspects of the proposals for Euston Tower have been shaped in close working with the local community and include benefits to and opportunities for the local community. They will develop and refine over time through continual engagement with the local community, London Borough of Camden, and potential users and occupiers of the reimagined Euston Tower.



2. EXECUTIVE SUMMARY



2. Executive summary

This Statement of Community Involvement (SCI) outlines the community engagement and co-design process that has taken place to shape the vision and proposals for the redevelopment of Euston Tower and the public realm enhancements to Regent's Place Plaza since winter 2022.

Many aspects of the proposals for Euston Tower have been shaped in close working with the local community and include benefits to and opportunities for the local community. They will develop and refine over time through continual engagement with the local community, London Borough of Camden, and potential users and occupiers of the reimaged Euston Tower.

This SCI demonstrates how the proposals have evolved in line with feedback received from the local community ahead of the Applicant submitting a planning application. This is in line with guidance from LBC's [Statement of Community Involvement guidance](#) (adopted in 2016) as well as the Localism Act (2011) and the National Planning Policy Framework (Updated as per 2023 revisions).

CONTEXT

Euston Tower is situated at 286 Euston Road, London, NW1 3DP within the London Borough of Camden ('LBC'), and the ward of Regent's Park.

The Site covers an area of 8,079sqm, comprised of an existing single, ground floor plus 36-storey tower. The existing tower, which has been largely vacant for several years, predominantly comprises office uses on the upper floors, with retail uses in operation at ground floor level.

It is located at Regent's Place within the [Knowledge Quarter Innovation District](#) – home to world-class clusters of scientific and knowledge-based institutions and companies specialising in life-sciences, data and technology and creative industries in King's Cross, Euston Road and Bloomsbury institutions including Wellcome, Google, UCL, The British Museum, The Francis Crick Institute and The Alan Turing Institute.

Regent's Place is located north of Euston Road, in the area between Hampstead Road and Osnaburgh Street. It provides workspace for companies working in a variety of sectors including creative sectors, science, research, and more. It is also home to independent shops, affordable workspaces, cultural venues, and places to eat and drink. The ambition is to re-position Regent's Place as a centre for innovation in the heart of Camden that creates opportunities for local people and businesses. In recent decades British Land has sought to diversify and better connect Regent's Place into the local area, and this is something the project team has sought to strengthen with the proposals for Euston Tower.



PROPOSALS

The proposals for Euston Tower are 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 objectives for the project, developed in partnership with the local community, are to:

- Transform the existing Euston Tower, 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.
- Put social impact at the heart of the project from the outset, ensuring that communities play a key role in shaping new spaces which meet local needs.
- Create pioneering workspaces in the Knowledge Quarter for businesses of all sizes to prosper, including flexible incubator and accelerator spaces, to support start-ups, scale-ups and knowledge sharing.
- Ensure that the future use of Euston Tower is built upon identified needs and contributes to a thriving local, regional and national economy for our everchanging world.
- Reimagine the public spaces of Regent's Place, creating safe, inclusive, connected and sustainable environments for Camden's communities.
- Contribute towards meeting Camden's housing needs.



Proposed view of the public entrance to Euston Tower as viewed from Hampstead Road



CREATING SOCIAL IMPACT AT EVERY STAGE

To achieve the Applicant's objective of putting social impact at the heart of the project from the very beginning and ensuring the local community plays a key role in shaping new spaces which respond to local aspirations, Community Interest Company Beyond The Box was appointed to design a Social Impact Strategy and community engagement programme that empowered local stakeholders to actively shape the design outcomes for Euston Tower. An initial stage of engagement, referred to in this SCI as the first stage, was designed to inform the project brief.

The community engagement and co-design process was designed to be organic, featuring a variety of engagement activities including a series of co-design workshops. These co-design workshops brought together the project team and the local community to work collaboratively together, pooling ideas and developing concepts for the design and programming of public spaces in the building.

Opportunities to create social impact throughout the lifetime of the project were defined in the 'Euston Tower Social Impact Strategy.' The strategy was informed by the local priorities set out in LBC's 'We Make Camden' Vision, the 'Euston Tower Social Value Charter' and British Land's Social Impact Strategy for Regent's Place – to create a long-lasting, positive social impact through a focus on 'Aspirational Employment'. The strategy set a framework that identified where the Euston Tower development could best be leveraged to support delivery against these local priorities.

The project team identified opportunities to create social impact through the community engagement and co-design process initially. Opportunities included compensation for local people who participated in co-design workshops (in exchange for their time and ideas), as well as maximising local spend through commissioning local artists and caterers at events, paid employment opportunities including a six-month Marketing and Communications Manager role, and a number of internship and work experience placements as part of social impact pledges that organisations in the project team committed to. A 'Creative Producers' programme was also developed, which created paid employment opportunities for local young people, as well as giving them a voice in influencing the proposals for Euston Tower and providing opportunities for professional skills development through training in film and photography, working alongside local industry professionals including Sankofa Storytelling Arts and Camden Black Creatives.

Working with London Borough of Camden (LBC), the project team set out to measure and quantify the social impact created through the community engagement and co-design process against the Good Life Camden Framework. Together, the project team has calculated that over £330,000 in social value has been generated through the development process to date.

Programmes and initiatives have also developed the project team's understanding of how to best create social impact across future stages of the project, such as in construction and operation, securing long-term social, economic, environmental and health benefits for the local community. More information on this can be found in Section 4.





OVERVIEW OF EUSTON TOWER ENGAGEMENT

A comprehensive community engagement and co-design process took place on the proposals for Euston Tower, which was comprised of three stages:

- **Stage 1: Initial ideas for Euston Tower – December 2022 - June 2023.** Targeted engagement sessions with local groups and organisations to shape the emerging proposals for Euston Tower.
- **Stage 2: Emerging proposals for Euston Tower – July 2023.** Presenting the emerging proposals and capturing and exploring feedback from the local community.
- **Stage 3: Developed proposals for Euston Tower – October 2023.** Presenting the developed proposals for Euston Tower ahead of submitting the planning application.

In total, the project team engaged with over **570 unique individuals** through the pre-application community engagement and co-design process.

Stage 1: Initial ideas for Euston Tower

The first stage of engagement began with identifying local stakeholders, including community organisations, political stakeholders, and others, to engage with on the initial scope of the project and define the key areas of influence in which stakeholders had the agency to shape the proposals for Euston Tower. The following areas of influence were identified:

- The design and programming of external spaces for public use, including Regent's Place Plaza; and
- The design and programming of interior spaces in Euston Tower for public use.

Following this, a series of events and activities to inform the emerging proposals for Euston Tower were held. This included co-design workshops on 'Inclusivity in the Public Realm', 'Interior Spaces and Programming', and 'Exterior Spaces Programming', as well as events focused on environmental sustainability, and a youth engagement workstream. A summary of engagement during this stage includes:

- Over **400 people engaged**, including:
 - **70 conversations** across three street interview sessions
 - **150 attendees** across one 'Meet the Team' and three co-design workshop events
 - **132 attendees** across three panel events
 - **6 attendees** across round-table discussions
 - **48 people** spoken to during Community Conversations, including between our Euston Tower Creative Producers and local stakeholders

Through this stage of engagement, feedback shared that influenced the emerging proposals for Euston Tower included an interest in:

- **A more colourful design of the building**
- **Space for events that could be used by and for the local community**
- **Space for arts and culture activation**
- **Family-friendliness**
- **Better lighting and wayfinding**
- **Better accessibility and connectivity between Euston Tower and the local area**
- **Shelter from the wind and rain**



- **Water features and spaces for play in the public realm, as well as spaces for arts and culture activation**
- **Improving local access to careers in Knowledge Quarter businesses**

Further information on the events and activities and how the feedback received from this stage of engagement influenced the proposals can be seen in Section 6.



Image from Discovering Interior Public Spaces & Programming co-design event



Image from Exploring External Spaces and Public use & Programming co-design workshop

Stage 2: Emerging proposals for Euston Tower

The second stage of engagement presented the emerging proposals for Euston Tower to the local community in a public exhibition format and 1:1 stakeholder meetings, as well as two sessions for direct neighbours. The information presented included a summary of the engagement to date as well as the principles for the development, and initial ideas developed in response to the feedback received.

The public exhibition was delivered in a hybrid format – online, via a dedicated website, and at five staffed in-person events. A summary of engagement during this stage can be found below:

- **C.105 attendees at the five in-person** public exhibitions
- **43 people** shared their feedback
- **27 people** who completed the feedback forms were local residents, the remaining were either local workers, visitors or did not state their relationship to the site
- **13** of the people leaving feedback had been to a previous engagement event, and 11 of the 13 respondents felt that the proposals had responded to feedback
- The dedicated website was viewed by **795 people a total of 1,277 times** during this stage of engagement

A summary of feedback received through the second stage of engagement can be found below:

- **83%** of people supported or strongly supported the proposals for Euston Tower in principle, with no-one saying they were opposed
- **86%** of people supported or strongly supported the proposals for improving the public spaces
- **91%** of people supported or strongly supported the approach to sustainability
- **93%** of people supported or strongly supported the design principles for Euston Tower



Through this stage of engagement, feedback shared that influenced the emerging proposals for Euston Tower included an interest in:

- **Alterations to the colour of the building**
- **Reducing the width of the building on Hampstead Road**
- **More greening and planting in Euston Tower**
- **Movement of the large community space to the ground floor from the second floor**
- **Space for people to enjoy without having to participate in events**
- **Spaces in the public realm to allow for events to take place**
- **More trees, planting and greening in the public realm**
- **Outdoor play spaces and areas for learning**

Further information on the events and activities and how the feedback received from this stage of engagement influenced the proposals can be seen in Section 7.



Image from public exhibition event



Image from public exhibition event



Stage 3: Developed proposals for Euston Tower

The third stage of engagement included the presentation of the developed proposals for Euston Tower, as well as details of a potential offsite housing solution at 7-9 William Road, to the local community in a public exhibition format and 1:1 stakeholder meetings.

In addition, a dedicated workshop took place on the concept of the Neighbourhood Lab, which included ideas for how the public space within it could be programmed. Feedback on potential programming uses was sought on this, as well as the public realm improvements. This was organised by Forth, a specialist in developing long-term public use strategies.

A summary of engagement during this stage can be found below:

- **C.190 attendees at the six in-person** engagement events
- **2,932 unique users** visited our dedicated website
- **17 people** shared their feedback
- The dedicated website was viewed by **2,932 people a total of 3,686 times** during this stage of engagement
- **2,291 link clicks and 50,961 people reached** through social media ads
- **628 accounts reached and 61 total likes** through the posts issued via dedicated account [@eustontower](#)
- **84 reactions on Facebook ad, with a further 96 comments and 18 shares**

A summary of key feedback received through the third stage of engagement can be found below:

- **71%** of people supported or strongly supported the developed proposals for Euston Tower, with no-one saying they were opposed
- **71%** of people supported or strongly supported the revised proposals of the Euston Tower building
- **60%** of people agreed or strongly agreed that the developed proposals for the public realm have responded to feedback from the local community



Image from Spaces for public use and programming co-design workshop



Image from public exhibition event



Through this stage of engagement, feedback shared that influenced the emerging proposals for Euston Tower included an interest in:

- **Further information on the spaces that could be used by the community, as well as the learning opportunities and employment / apprenticeship opportunities at Euston Tower**
- **The public realm being accessible for wheelchair users**
- **Improved lighting and safety across the public realm**
- **The impact of pollution and construction works on local community**
- **Construction Working Groups being established so that residents can continue to engage with the project team during construction**
- **Ensuring that the impacts of construction lorries accessing the site were mitigated (such as staggered delivering times to reduce noise impact for nearby residents and the impact to surrounding roads)**
- **Request to see more information on the servicing arrangements for deliveries to Euston Tower**

Further feedback from the public use and programming workshop informed the Public Use Framework document which has been submitted as part of the planning application

More information on the events and activities and how the feedback received from this stage of engagement influenced the proposals can be seen in Section 8.

The graphics below identifies the changes made to the design of the building throughout the pre-app process, which include refinements that have been made as a result of the community engagement and co-design process, as well as conversations with LBC. More detail on how the proposals have evolved can also be found in the Design and Access Statement submitted as part of this Application.



View of how the public realm outside Euston Tower could look on completion

Summary of design changes

More greening and planting on the upper floors of Euston Tower

Trees and mounds introduced to provide shelter from the wind and rain, as well as areas for the children to play on

Introducing a cafe area that looks out over the public realm, which will be open for the whole community to enjoy

A new central civic square with water feature that can be drained for events and outdoor exhibitions

Wetland features to provide opportunities for learning, play and events

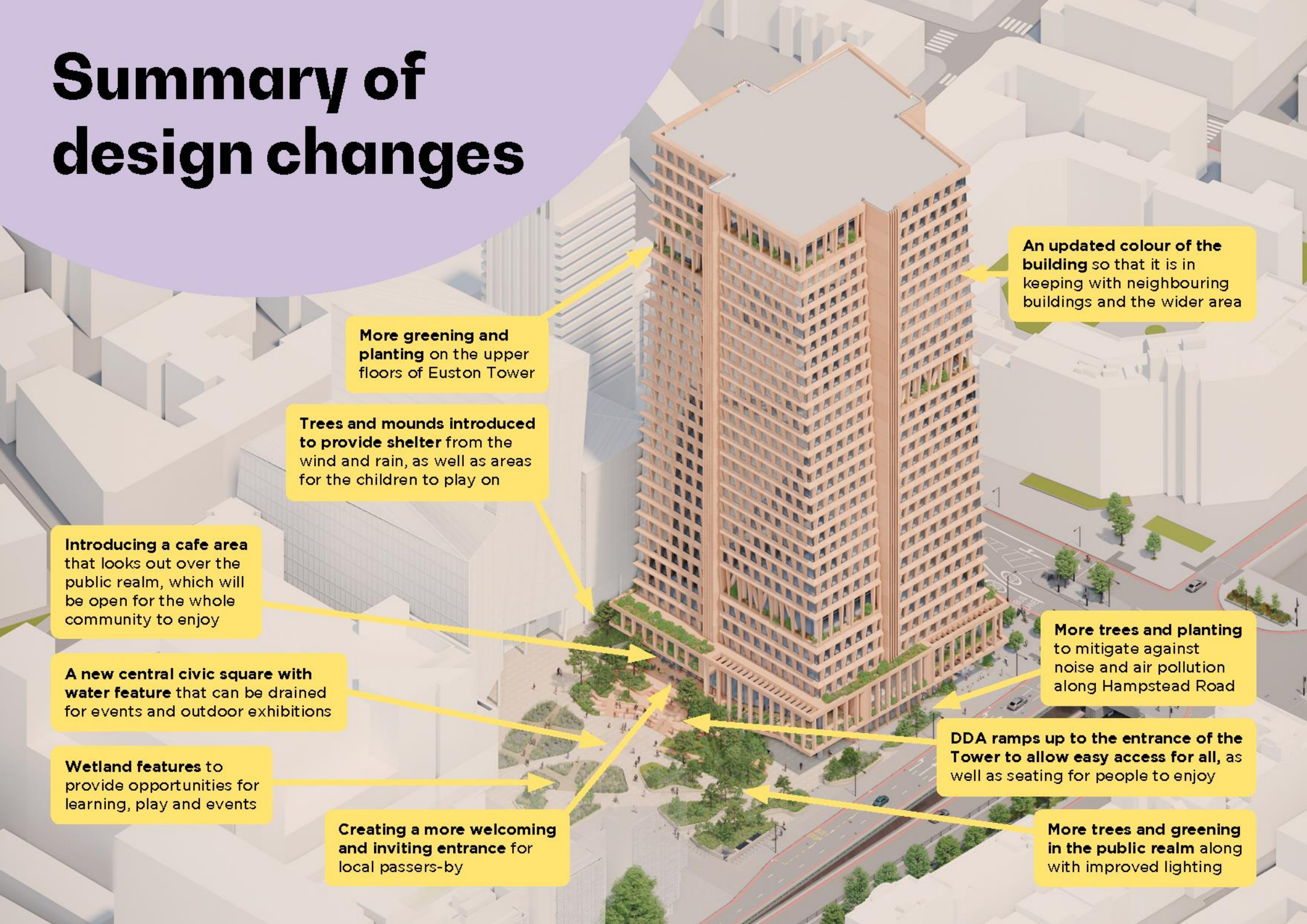
Creating a more welcoming and inviting entrance for local passers-by

An updated colour of the building so that it is in keeping with neighbouring buildings and the wider area

More trees and planting to mitigate against noise and air pollution along Hampstead Road

DDA ramps up to the entrance of the Tower to allow easy access for all, as well as seating for people to enjoy

More trees and greening in the public realm along with improved lighting



Summary of design changes

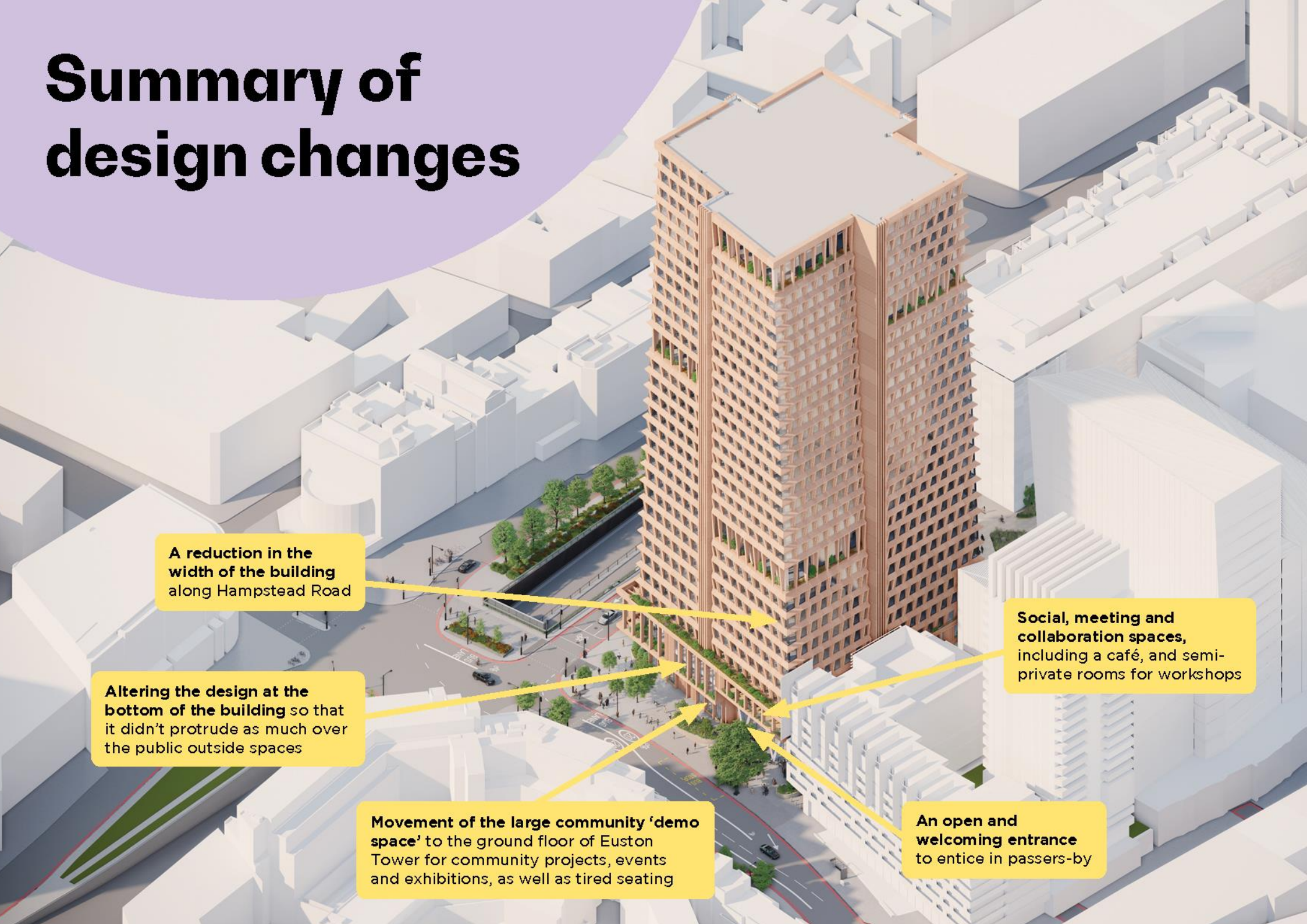
A reduction in the width of the building along Hampstead Road

Altering the design at the bottom of the building so that it didn't protrude as much over the public outside spaces

Movement of the large community 'demo space' to the ground floor of Euston Tower for community projects, events and exhibitions, as well as tired seating

Social, meeting and collaboration spaces, including a café, and semi-private rooms for workshops

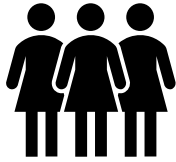
An open and welcoming entrance to entice in passers-by





SUMMARY OF ENGAGEMENT AT A GLANCE

Our outreach to the local community has included:



570+

Unique individuals engaged through three stages of engagement



28

In-person and online engagement events and workshops



60

Feedback forms received at the public events for the second and third stages of engagement



85

Separate meetings with political and community stakeholders



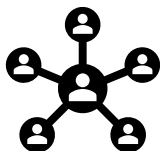
4,762

Visitors to our consultation website – viewed 6,760 times



4,170

Local addresses receiving notices of the consultation



42

Posts through the @EustonTower Instagram page



50,961

People reached through social media adverts



3. THE SITE AND PROPOSALS



3. The Site and Proposals

THE SITE AND CONTEXT

Euston Tower site location

Euston Tower is situated at 286 Euston Road, London, NW1 3DP, within the London Borough of Camden ('LBC'), and the ward of Regent's Park. The building is bounded by Euston Road (south), Hampstead Road (east), Brock Street (north) and Regent's Place (west).

Located on the corner of Euston and Hampstead Road, at the top of Tottenham Court Road, the Tower shares a busy intersection with the UCL Hospital campus. It is directly opposite Warren Street Station. The current tower also has a prominent presence, given its status as the second tallest building in the borough after the nearby BT Tower, and as such acts as a physical landmark for London Euston, Euston Square and Warren Street stations as well as wayfinding for the wider neighbourhood.

It is located at Regent's Place within the [Knowledge Quarter Innovation District](#) – home to world-class clusters of scientific and knowledge-based institutions and companies specialising in life-sciences, data and technology and creative industries in King's Cross, Euston Road and Bloomsbury institutions including Wellcome, Google, UCL, The British Museum, The Francis Crick Institute and The Alan Turing Institute.

Euston Tower has a [PTAL rating](#) of 6b indicating 'excellent' transport connectivity, given its location near Warren Street Underground Station (south), Euston Square Underground Station (east) and Great Portland Street Underground Station (west). There are also several bus routes near Euston Tower along Euston Road (south) and Hampstead Road (east).

Site description

Euston Tower covers an area of 8,079sqm and is comprised of an existing single, ground plus 36-storey tower. It also covers a substantial amount of public realm within Regent's Place, specifically at Regent's Place Plaza.

The existing tower, which has been largely vacant for several years, predominantly comprises office uses on the upper floors, with retail uses in operation at ground floor level.

Site history

Euston Tower was designed in a pinwheel-shaped plan, clad in aluminium curtain walling with green reflective tinted glazing. At the ground floor is a two-storey largely glazed podium. Euston Tower was designed as an office building to provide cellular office accommodation typical of the period and formed part of a wider masterplan known as The Euston Centre. It now stands on the eastern edge of the pedestrianised Regent's Place Campus.

Since its completion, it has undergone a minor refurbishment with the addition of secondary glazing in the 1990s, but beyond this its external form and façade remain as originally constructed. These elements of the building are in a generally poor condition, due to a combination of wear in use and the quality of



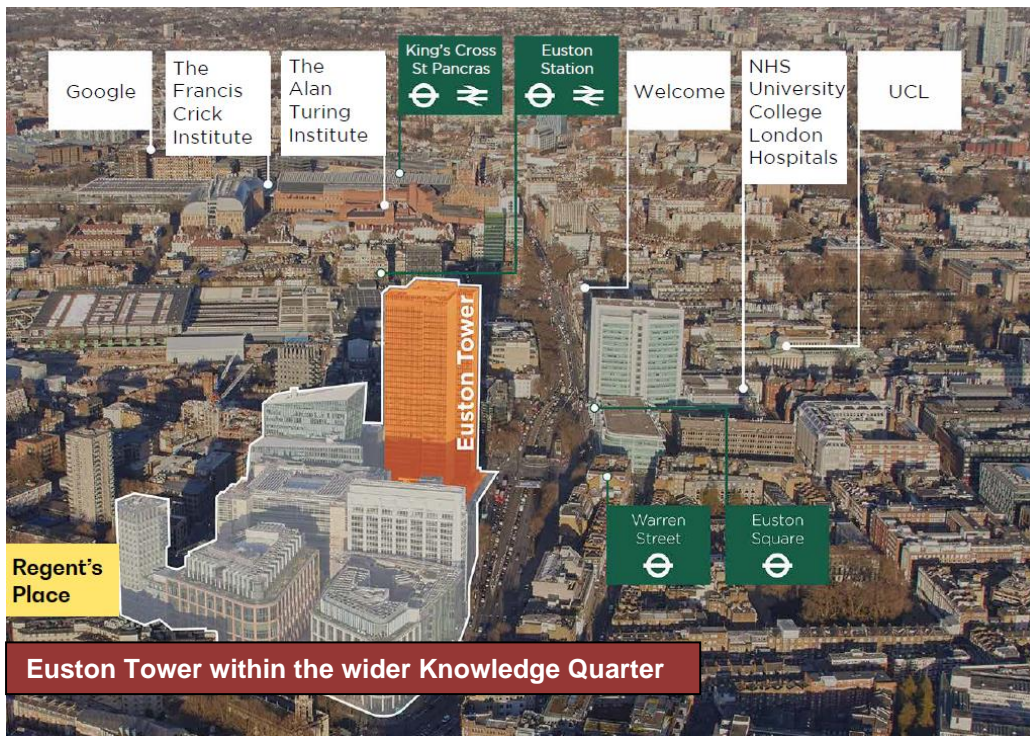
the original detailing. Gradually the existing tower has been vacated, and since 2021, with the exception of the retail floorspace at grade level, the building is vacant.

An application for a Certificate of Immunity from listing has been submitted in respect of the existing tower to Historic England and at the time of submission the application is still pending.

Surrounding area

The land surrounding Euston Tower consists of a range of uses. The Site is part of British Land's Regent's Place Campus, designated within the Knowledge Quarter Innovation District, home to world-class clusters of scientific and knowledge-based institutions and companies specialising in life-sciences, data and technology and creative industries in King's Cross, Euston Road and Bloomsbury institutions including Wellcome, Google, UCL, The British Museum, The Francis Crick Institute, The Alan Turing Institute, British Land and many others.

Regent's Place comprises commercial, office, residential, cultural and community land uses, as well as pedestrianised streets and public realm incorporated into the space. The plaza adjacent to Euston Tower is known as 'Regent's Place Plaza'.





The proposals for Euston Tower are 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 objectives for the project, developed in partnership with the local community, are to:

- Transform the existing Euston Tower, 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.
- Put social impact at the heart of the project from the outset, ensuring that communities play a key role in shaping new spaces which meet local needs.
- Create pioneering workspaces in the Knowledge Quarter for businesses of all sizes to prosper, including flexible incubator and accelerator spaces, to support start-ups, scale-ups and knowledge sharing.
- Ensure that the future use of Euston Tower is built upon identified needs and contributes to a thriving local, regional and national economy for our everchanging world.
- Reimagine the public spaces of Regent's Place, creating safe, inclusive, connected and sustainable environments for Camden's communities.
- Contribute towards meeting Camden's housing needs



Proposed view of the public entrance as viewed from Hampstead Road



4. SOCIAL IMPACT

4. Social Impact

DEVELOPING A SOCIAL IMPACT STRATEGY

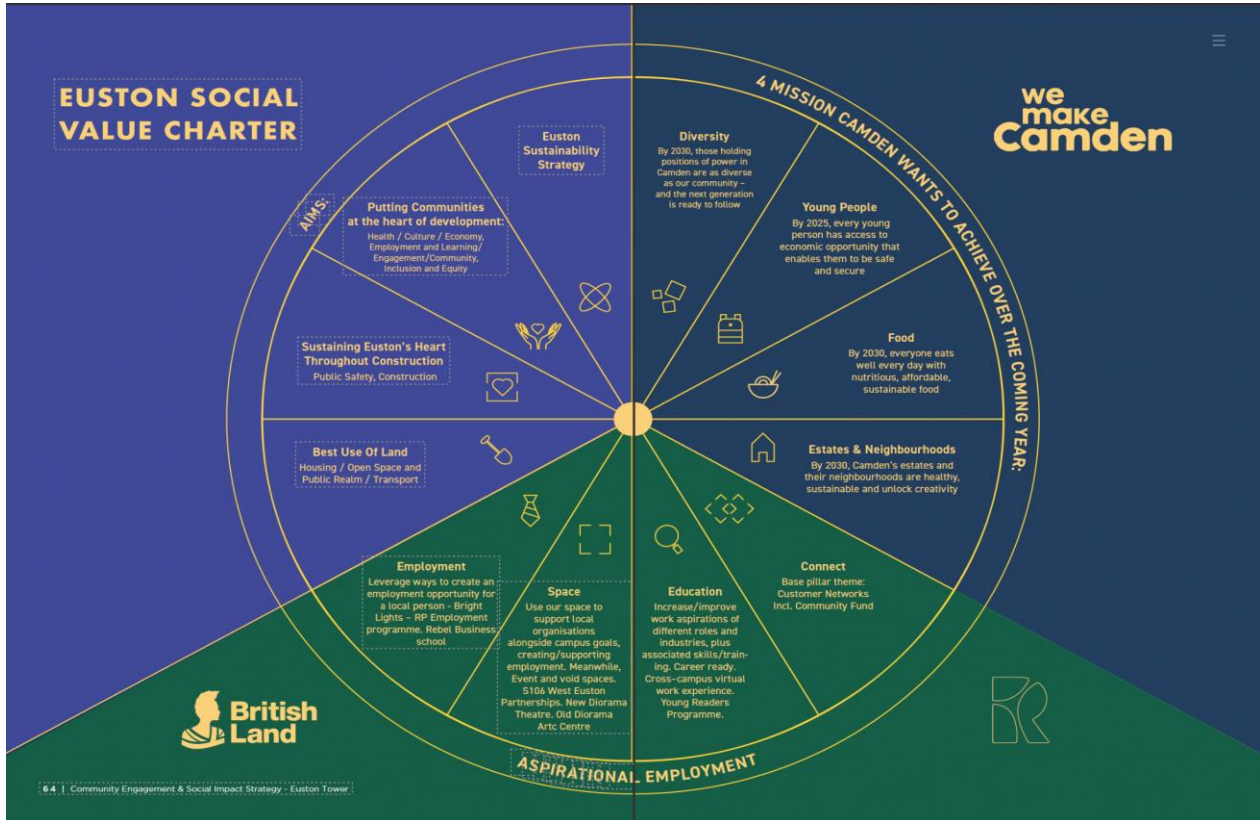
The applicant sought to put social impact at the heart of the project from the very beginning, to ensure that the local community plays a key role in shaping new spaces which meet local needs, and to identify how the project can create a sustained, positive social impact over the long-term.

The applicant appointed Community Interest Company Beyond The Box to design a Social Impact Strategy and community engagement programme that empowers local stakeholders to actively shape the outcomes for Euston Tower.

This strategy sought to follow a localised approach, centred on local, evidenced need that would then be embedded in the engagement strategy, enabling the Applicant to work toward outcomes that had already been identified by local people.

This strategy was devised through early conversations with LBC and the Applicant, and further conversations with local stakeholders, to develop their understanding of the local context and the work that had already taken place across the Euston area and build on existing learning. These conversations took place to identify the key priorities for LBC, its residents, communities, businesses, students and stakeholders who live, work, study and socialise within the borough and immediate Euston area.

The strategy sought to complement existing frameworks, including We Make Camden 2025 – LBC’s own Social Impact Framework, the Euston Partnership Social Value Charter, and British Land’s social impact strategy for Regent’s Place, which focuses on aspirational employment, to increase access to good jobs for local residents.



The different frameworks utilised that helped develop the Euston Partnership Social Impact Strategy and community engagement programme



The Strategy then identified priorities from existing frameworks that Euston Tower could positively influence, arriving at six key themes:

- 1) **Sustainability - Social and Environmental**
- 2) **Putting Communities at the Heart of Development**
- 3) **Diversity**
- 4) **Young People**
- 5) **Space**
- 6) **Connect**

The engagement and co-design process was subsequently designed to maximise these priorities and create social impact during the process. For more information, please see the Community Engagement, Social Impact Strategy and Findings report in Appendix B.

EMBEDDING OPPORTUNITIES FOR SOCIAL IMPACT

The Euston Tower Social Impact Strategy established a model of exchange over extraction, to ensure that the engagement process delivered short-term equitable opportunities that empowered people to contribute.

A creative engagement process was designed to tackle consultation fatigue given the extent of consultation that has recently taken place in the neighbourhood. This created opportunities for the local community to engage in the co-design process with agency and power, so that people could meaningfully influence and help shape the future spaces in and around Euston Tower.

In addition, opportunities were identified to support local employment and increase local spend during the engagement process. These included:

- Maximising local spend by providing opportunities for local businesses to cater engagement events, and commissioning local artists (such as henna and facepainting).
- Paid employment opportunities, including a six-month Marketing and Communications Manager from Camden, as well as paid internships and work experience placements.
- Involving the whole project supply chain in maximising social impact: Each company working on the project made a Social Impact Pledge, aimed at supporting local people to gain the skills to be best placed to access future opportunities as they come along. Examples include British Land creating two six-week internships, G&T and Gerald Eve providing work experience placements as part of Camden Giving's programme, DSDHA working with Netley Primary on a co-design project at the school, and 3XN working with Old Diorama Arts Centre to provide an evening class programme on how the planning and design system works, to further empower local decision making going forward.
- A Creative Producers programme, which employed and empowered young people to influence the designs, whilst providing opportunities for their professional development (see below).

CASE STUDY – CREATIVE PRODUCERS

The Applicant designed an innovative approach to empower young people to engage with the project. Working with Beyond The Box CIC, the project team designed a cultural placemaking project, which employed seven young Camden residents 16-25 years of age as Euston Tower Creative Producers, to help connect people to Euston Tower and gain insights into local priorities and aspirations, to influence the design development process.

The programme created seven paid London Living Wage jobs, and provided the Creative Producers with access to skills and training in film and photography, working alongside industry professionals, as well as training in presentation, interview skills and storytelling. This training was also provided through collaboration with local organisations such as Sankofa Storytelling Arts and Camden Black Creatives, so that the impact was felt beyond just the young people.



The Creative Producers were commissioned to produce a photography exhibition and short film documentary named *Capturing Camden - Connecting People to Place*. The project saw the Creative Producers research and identify key stakeholders to interview for the documentary, and they then organised round table discussions and interviews with local organisations, residents and businesses, including Fitzrovia Youth in Action, Mosaic LGBT+ Young Persons' Trust, Somers Town Big Local, and more.

The exhibitions launched alongside the launch of the Stage 2 exhibition, showcasing the unique perspectives and insights of a range of local stakeholders, to spark ideas, reflections and conversations with local residents, businesses and creative organisations from Camden, particularly in Regent's Park ward where Euston Tower is located, and inform the design development for Euston Tower. The exhibition remained in Regent's Place Plaza for two months and the documentary remains available to watch on the Euston Tower project website at <https://euston-tower.co.uk/creative-producers/> (See Appendix P).

The six paid positions, alongside local commissions and collaborations as part of the Creative Producers programme generated over £14,700 in social value over the course of the project.

On 4th December 2023, the Creative Producers Programme was recognised as the winner of the 'One-Off Youth Project Award' at the Thornton Education Trust Inspire Future Generations Awards. The judges described the programme as:

"A unique, creative and robust approach that actively engages local youth, providing them with valuable skills, whilst highlighting the importance of financial gain from their hard work. This project places young individuals at the forefront, empowering them to influence decisions and creatively explore the community's desires for future development."

More information on this programme can be found in Section 6.



Creative Producers at Regent's Place Plaza



Creative Producers at Regent's Place Plaza



View of the Creative Producers' exhibition at Regent's Place Plaza



MEASURING THE SOCIAL IMPACT GENERATED

During the course of the engagement process, LBC introduced its Good Life Camden Framework, which will be used to measure how life is for people in Camden, and to help the council understand progress in delivering on the We Make Camden ambitions.

British Land also reports on its social value contribution to measure the impact of its programmes and initiatives in local communities. The Applicant worked with LBC to develop a bespoke impact measurement framework for Euston Tower, enabling the project team to understand how the project is delivering across a number of Camden's priorities, including Education and Lifelong Learning, Income and Affordability, and Empowered Citizenship.

This identified that the Euston Tower social impact programme had generated over £330,000 social value, and British Land intends to use the framework going forward to measure the impact of projects and inform how programmes and initiatives can best be leveraged to support identified local need.



5. ENGAGEMENT APPROACH



5. Engagement Approach

APPROACH TO ENGAGEMENT

The approach to community engagement was informed by the principles set in the Euston Tower Social Impact Strategy and in local planning policy. An approach was developed to ‘exchange’, rather than ‘extract’, to both ensure the project team were delivering short term equitable opportunities, and to avoid consultation fatigue given the extent of recent engagement in the neighbourhood.

The project team set out to achieve five objectives through engagement with local people. These objectives guided each stage of engagement on the proposals for Euston Tower:

- **Engage creatively and equitably** - using a creative engagement approach that remunerated people’s time, energy, and ideas.
- **Collaborate and engage with a wide variety of stakeholders who live, work, and visit the area** including youth organisations, and charities that focused on supporting diverse communities, as well as local businesses. Ensure that engagement is representative of local demographics.
- **Deliver an engagement strategy with social impact at its heart** so that the proposals reflect the perspectives and priorities of those who have been engaged with, creating a building and public realm for everyone to enjoy, including nearby residents - young and old – local students and workers, as well as visitors.
- **Ensure the proposals were accessible to all** by presenting them clearly, transparently, and in a variety of formats.
- **Provide everyone with a chance to feedback on the proposals** by using a range of feedback mechanisms and ensuring there were multiple opportunities throughout the evolution of the proposals for people to have their say.

In order to achieve these objectives, the project team conducted a thorough analysis to identify local stakeholders, and ensure an inclusive engagement process. The analysis is included in the ‘Stakeholder Mapping’ section below.

Utilising the principles outlined above, a comprehensive programme of community engagement took place on the proposals for Euston Tower, which was comprised of three stages:

- **Stage 1: Initial ideas for Euston Tower – December 2022-June 2023.** Targeted engagement sessions with local groups and organisations to shape the emerging proposals for Euston Tower (see Section 6).
- **Stage 2: Emerging proposals for Euston Tower – July 2023.** Presenting the emerging proposals and gaining feedback from the local community (See Section 7).
- **Stage 3: Developed proposals for Euston Tower – October 2023.** Presenting the developed proposals for Euston Tower ahead of the submission of the application (See Section 8).

Throughout the community engagement programme, the project team has remained open to feedback, receiving and responding to enquiries made and organising meetings with stakeholders, local people, and community groups where requested. This has included enquiries from residents of Regent’s Park Estate, Somers Town, Kings Cross Brunswick Neighbourhood Association, and many others.

A dedicated website was developed at <https://euston-tower.co.uk/> for the local community to view the proposals and leave feedback. Details of the events that were promoted on flyers and newsletters were



also shared on this website. Social media was also utilised to draw people's attention to the proposal and the events.

An email inbox – info@eustontower.uk – was also established for the public to contact the project team. The inbox was regularly monitored to ensure fast responses to enquiries. All promotional materials included contact details for the local community to contact the team with any questions they had or to provide feedback.

This programme of engagement and the feedback received from local residents, community groups and political stakeholders was central to the evolution of the development proposals.

STAKEHOLDER MAPPING

The project team has been committed to identifying and engaging as many people and organisations as possible as part of the community engagement programme, ensuring that these are fully representative of the diversity of Regent's Park Ward and Camden..

This commenced with the 'Insight and Understanding' phase where the Applicant mapped out an area in a 1km radius from the site consisting of buildings, spaces, groups and venues.

The project team also held meetings with LBC, Voluntary Action Camden and the Regent's Place (British Land) Community Manager, who leads on community partnerships and connects businesses on campus with the community, to draw on their expertise and insights. The Applicant also joined up identified stakeholders with those connected to the Regent's Place Campus and the Regent's Place Community Manager to deliver an integrated engagement process.

As a result of this process, the stakeholder institutions were identified and grouped into the following categories (in addition to the residents neighbouring the site):

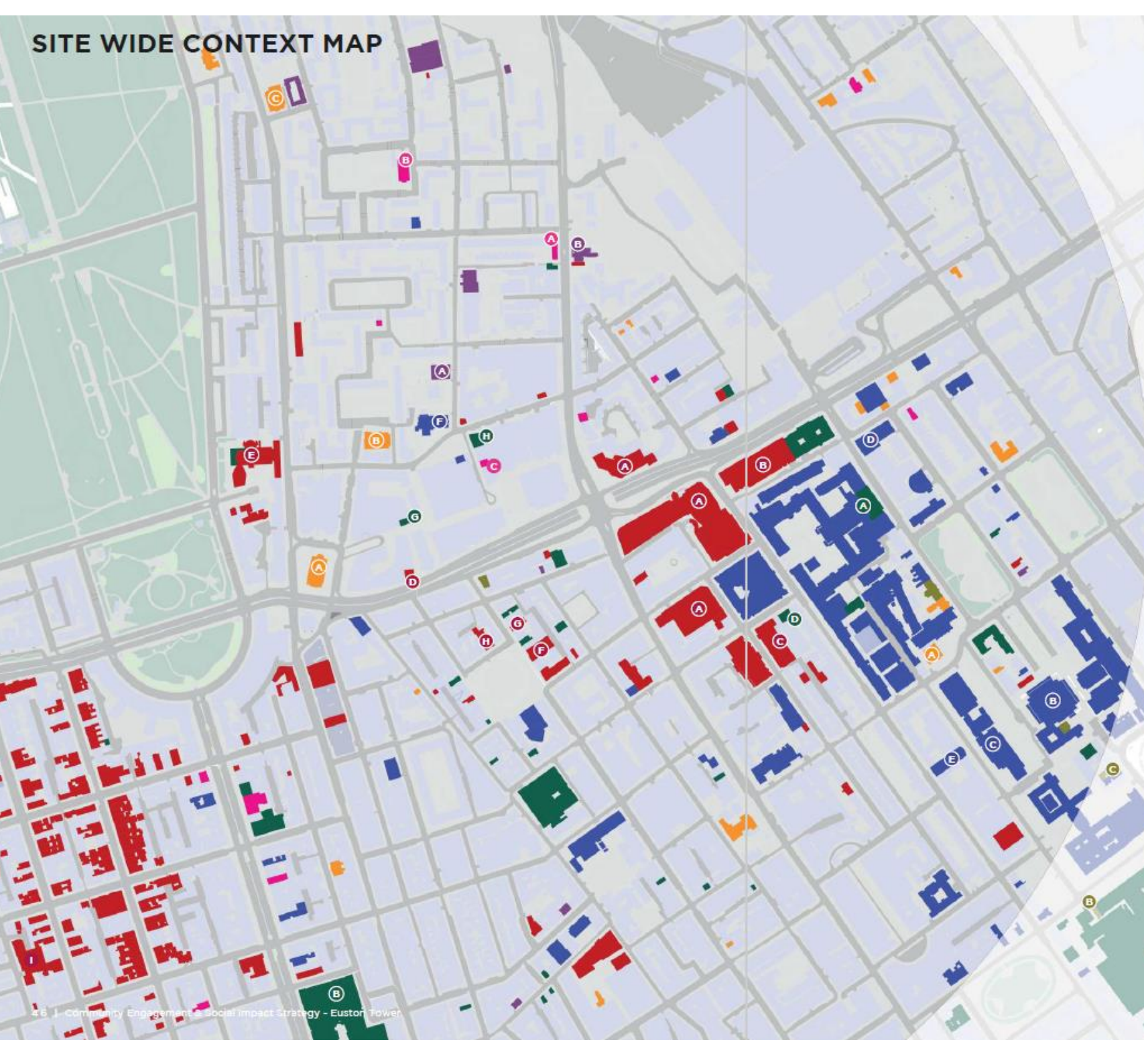
- Health and Wellbeing
- Education, Arts and Culture
- Youth Organisations
- Charities and Community Groups
- Libraries and Learning
- Places of Worship
- Museums
- Film and Performance Arts
- Institutions
- Libraries and Learning
- Art Galleries
- Higher Education
- Schools and Colleges
- Nursery Provisions
- Research Groups
- Public Health
- Associations, Societies and Trusts
- Private Health
- Health Education
- Charities and Community Groups
- Embassies and youth Orientated buildings



Throughout the community engagement programme, these groups and spaces were regularly informed, notified and invited to events and encouraged to provide feedback through email correspondence.

The following maps display the organisations that were contacted throughout the three stages of engagement.

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**

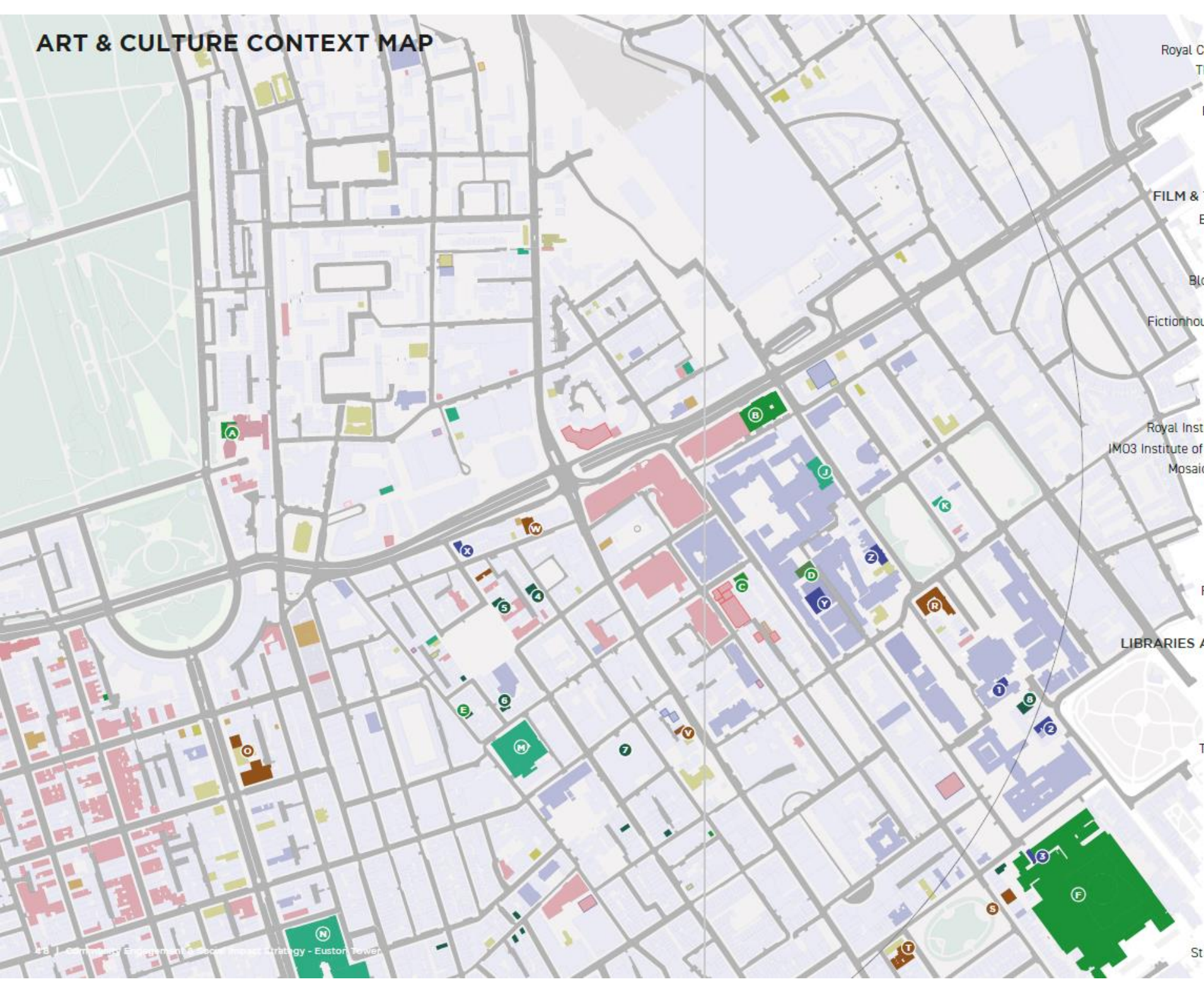
LIBRARIES AND DIGITAL LEARNING

- 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 LBTQ+ 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**

INSTITUTIONS

- Royal Institution of British Architecture **O**
- IM03 Institute of Materials, Minerals & Mining **P**
- Mosaic LGBT+ 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**

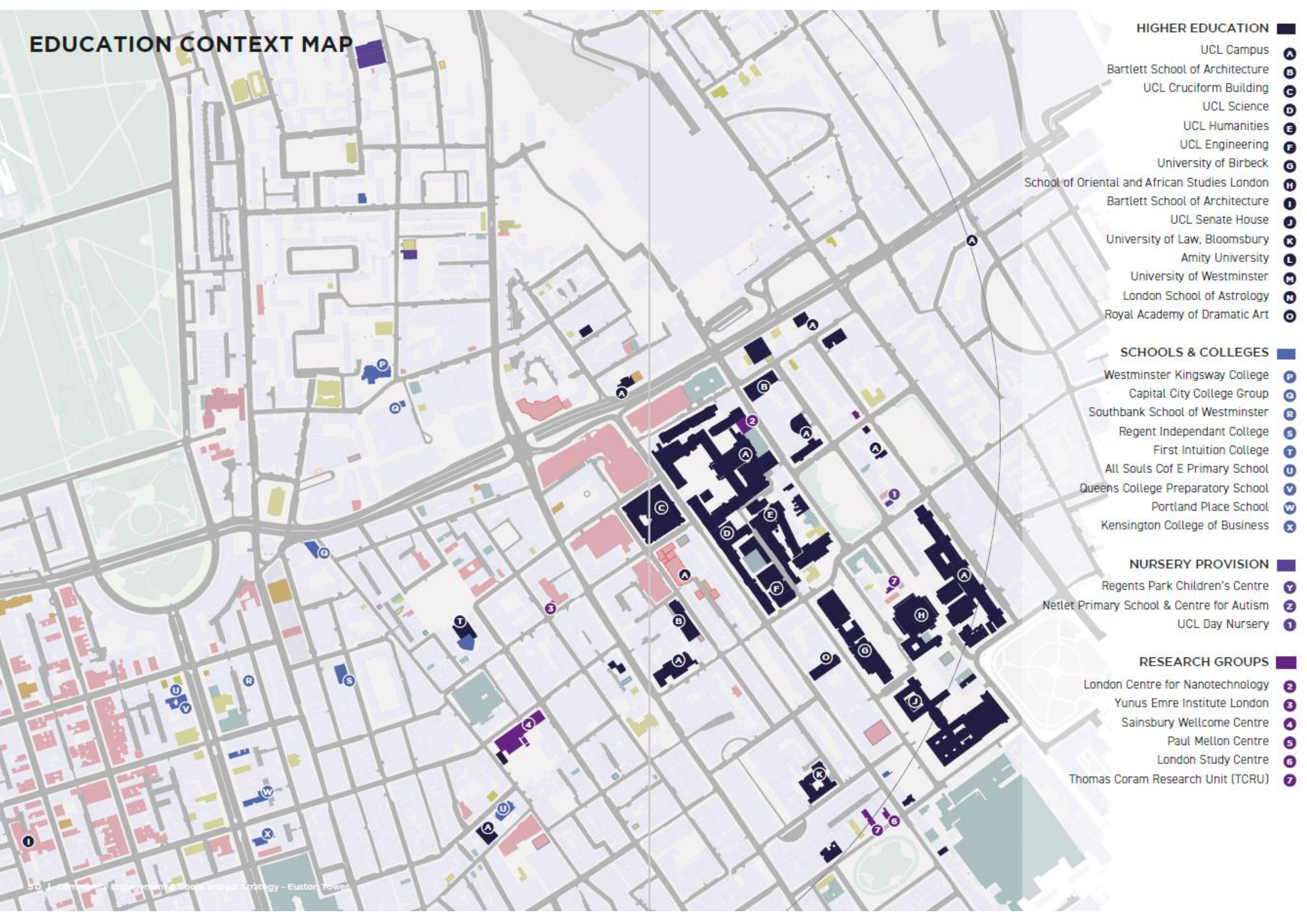
LIBRARIES AND DIGITAL LEARNING

- 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

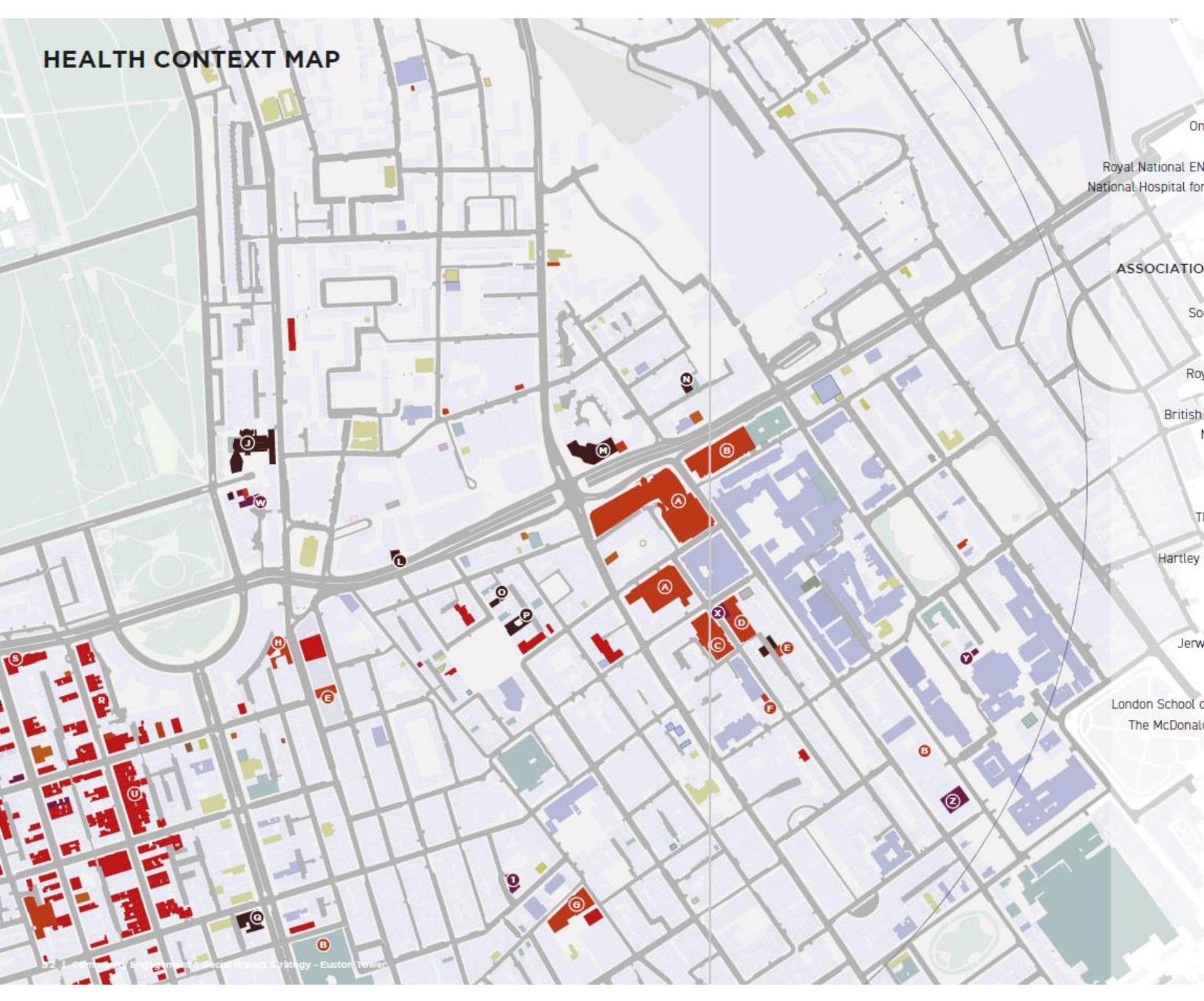
NURSERY PROVISION

- 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**

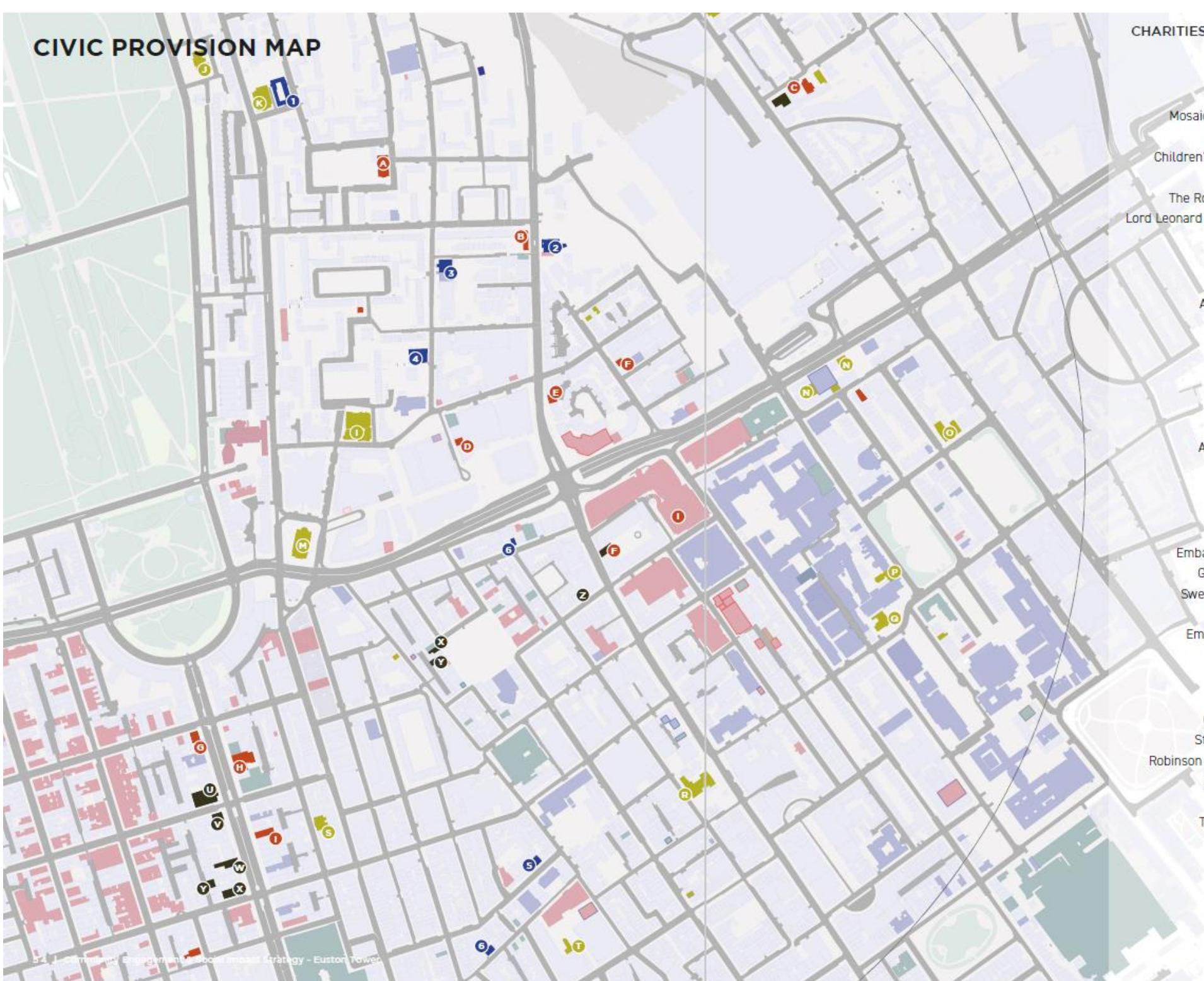
PRIVATE HEALTH

- 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**

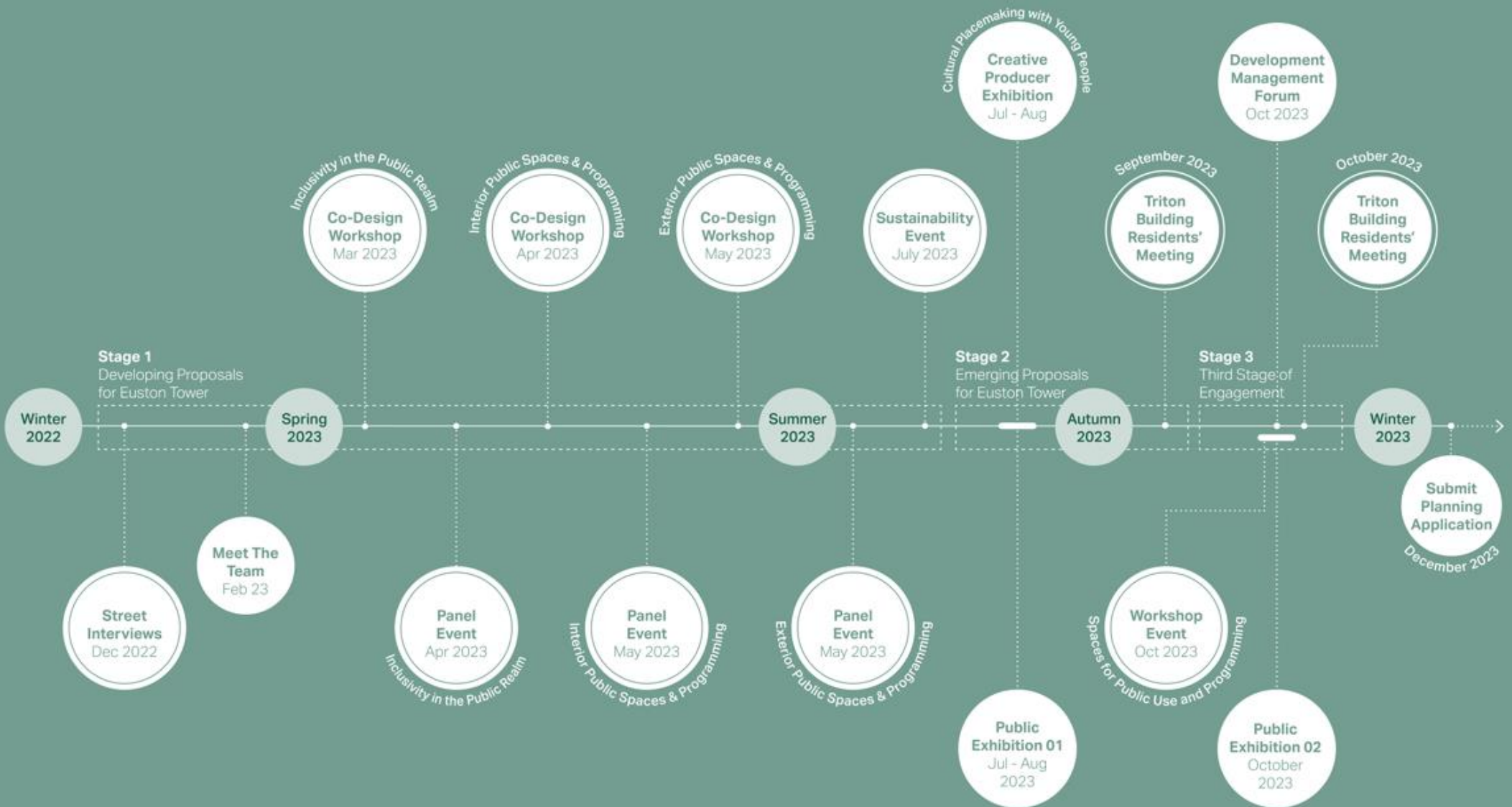
YOUTH ORIENTATED

- 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**



TIMELINE OF ENGAGEMENT

The following timeline sets out the engagement activities undertaken with the community throughout the three stages of engagement up until the submission of the application to LBC.





6. STAGE 1: INITIAL IDEAS FOR EUSTON TOWER



6. Stage 1: Initial Ideas for Euston Tower – December 2022-June 2023

ENGAGEMENT OVERVIEW

The first stage of engagement began with identifying community organisations, political stakeholders, and more, to engage with them on the initial scope of the project and define the key areas of influence that stakeholders had the agency to shape the proposals for Euston Tower. This has been described in Section 5.

A series of co-design workshops and panel events took place with local stakeholders from December 2022 to June 2023 to help shape the proposals for Euston Tower. The Applicant also designed an innovative approach to encourage younger people to engage with the project. Working with Beyond The Box CIC, the project team designed a creative placemaking project, which employed seven young Camden residents (16-25 years of age) as Euston Tower Cultural Producers, to help connect people to Euston Tower, gain insights into local need and provide opportunities during the process.

All stakeholders identified in the stakeholder mapping exercise were invited to these events via email correspondence, and these events were designed and facilitated by consultants Beyond The Box and co-hosted by GXN/3XN and members of the British Land team. Flyers were also distributed to homes within a 1km radius of the site to advertise the co-design event programme.

Digital films were also created following each event and uploaded to the Euston Tower website and social media accounts, driving outreach and ensuring engagement with people who may not have been able to attend events.

Given the wide breadth of engagement at this time, a summary of each event, topics of discussion, attendees and feedback can be found below, as well as the approach to establishing the scope of influence.

AREAS OF INFLUENCE

From the outset, the project team sought to establish the scope that the community could influence. These themes focused on the areas and spaces that were publicly accessible inside and outside of Euston Tower.

The following areas of influence were identified initially:

- The design and programming of external spaces for public use, including Regent's Place Plaza
- The design and programming of interior spaces in Euston Tower for public use

The project team engaged with a representative range of residents, community groups and local organisations, ensuring that the community engagement programme reflected the local demographic in Regent's Park Ward, where Euston Tower is located. This included a focus on age, gender, ethnicity and accessibility requirements, amongst others.



STREET INTERVIEWS

Beyond the Box engaged 70 people at Regent's Place Plaza in street interviews over several days in January 2023 at a range of times and dates to get a large breadth of conversations and responses:

- Sunday 5 January 2022: 10am – 12pm
- Tuesday 10 January 2022: 3pm – 5pm
- Wednesday 18 January 2022: 5pm – 6pm

Questions were asked about the site and the respondent's relationship to it, and a summary of the feedback received can be seen below.

Comments and Feedback

- The most popular means of accessing the site was via the tube network, which 47% of people used.
- 34% of people cited the 'Meta' building (10 Brock Street) as something that positively stood out due to its bright colours and shape.
- Landscaping was mentioned by 41% of people as something that positively impacted them, providing greenery, seating, and atmosphere.
- 37% suggested that more food diversity would encourage them to visit the site more.
- 24% requested new facilities for health and wellbeing such as spa, gym, or yoga and mindfulness, and the provision of table tennis or exercise machines, that could support the occupational health of workers.
- Overall, the feedback was overwhelmingly positive, with 86% expressing approval of the Campus.

MEET THE TEAM EVENT

The first public event associated with the project was held in February 2023 at 10 Brock Street, Regent's Place with 67 local residents and wider community members meeting the project team (See Appendix C).

The purpose of this event was to introduce the project and project team to the public and identify initial local priorities for the future of Euston Tower. This was based on the aspects of the design established as within the scope of influence, and invited feedback on how attendees could help shape the proposals of Euston Tower during the design process. Attendees were also asked about their thoughts on the local area, aspirations for the public spaces at Regent's Place and Euston, and preferred means of engagement (See Appendix I for the boards shown).

Comments and Feedback

- Residents expressed fatigue from the extent of demolition and construction in the area, and sited noise and air pollution



Image from the Meet the Team event



concerns which were exacerbated by the traffic on Euston Road.

- British Land's ['Bright Lights'](#) programme, which gives employability training and skills to local residents, was described as positive, and the campus' ability to connect the local community with business was seen as good for the local area.
- Aspirations for the public spaces at Regent's Place included greater inclusion for residents on campus, improving the facilities on site, and programming for families and on weekends.

CO-DESIGN WORKSHOPS

A series of fortnightly workshops and panel events focussing on specific themes were organised from March 2023 to June 2023. The workshops were hosted by British Land and the project team and invited stakeholders and partners across Regent's Park Ward and Somers Town to identify priorities for a specific theme as defined by the scope of influence established for the event. A panel event was then held two weeks later, where the architects shared the findings from the workshop and how the proposals had progressed as a result of the discussions that had taken place – to gain feedback to inform further design development.

This approach created a model of 'exchange over extraction', to both ensure the project team were delivering short term equitable opportunities to empower people to take part and to use creativity to tackle consultation fatigue.

The themes discussed were:

- Inclusivity In the Public Realm
- Interior Spaces & Programming
- Exterior Spaces and Programming

The co-design workshops saw participants take part in night walks, explore examples through images, use models to explore the scale of space, and to walk around the public realm to further explore the scale of the buildings in the area and understand more about the site. Videos were produced for each of these panel and workshop events and were published on the dedicated website at <https://euston-tower.co.uk/the-story-so-far/> (See Appendix O). More information on the activities undertaken for these can be found below.

In order to ensure ongoing dialogue with the community and retain interest in the evolution of the proposals for Euston Tower, the accompanying panel events were scheduled in good time after the co-design workshops and allowed a regular review of engagement themes and findings. Each co-design workshop and panel event participant was remunerated £25 for two hours of their time, in-line with London Living Wage at the time, with free food and drink, sourced from local caterers, also provided, as further evidence of the approach undertaken of 'exchange over extraction'.

Discovering Inclusivity in the Public Realm (March – April 2023)

Co-design workshop

The first workshop took place at Good Company Café, Regent's Place on 21 March 2023 and focused on how to design an inclusive public realm. It was attended by nine people, including representatives of Camden Giving, Mosaic LGBT+ Young Persons' Trust, KCBNA Youth Team, and Third Age Project, in addition to members of the project team.

The workshop consisted of a roundtable discussion in which participants were shown sets of images and thematic questions to prompt dialogue around design. A guided tour was then held around Regent's



Place, with questions asked around the public realm, inclusion, movement and participation with space and architecture.

Comments and Feedback

- Attendees felt as though the empty spaces and lack of opportunities for events and activities added to the corporate, inaccessible feeling around the Regent's Place campus.
- Themes of; 'play', 'exploring', 'socialising', and 'relaxing' were raised when describing favourite spaces, as the public realm was seen as a space to share with a friendship or family group.
- Regent's Place was described as expensive, too bright and corporate.
- Attendees stated that Regent's Place was not very inviting and there was a lack of wayfinding.

Panel Event

The first panel event subsequently took place at Good Company Café, Regent's Place on 4 April 2023 and shared the findings from the co-design workshop on inclusivity in the public realm. It was attended by 12 people, including Cllr Heather Johnson and representatives from Blackout UK and Camden Buddhist Centre.

Residents who had attended the previous workshop were invited to join members of the project team on the panel to share what their priorities were. The panel also had representatives from British Land, 3XN/GXN, Beyond the Box, Third Age Project, and a resident of Somers Town.

The discussion centred on taking forward and facilitating the following principles:

- Shelter
- Space for play
- Greenery to promote diversity
- Good lighting
- Family friendly
- Better signage, transparency, and wayfinding
- Accessibility and welcomeness for local residents
- Programming for events by and for the local community
- More colour



Images from Discovering Inclusivity in the Public Realm co-design events



Discovering Interior Public Spaces & Programming (April – May 2023)

Co-design Workshop

The second workshop took place at the Good Company Café, Regent's Place on 18 April 2023 and focused on interior public realm spaces. It was attended by 16 people, the majority of whom all lived or worked locally (See Appendix D).

Interactive models of Euston Tower were used to explore the interior spaces for public use and programming with participants exploring the spatial needs and requirements of Camden's residents, businesses, and community groups (See Appendix J for presentation given).

Key themes and topics of discussion

A number of themes and topics were discussed that should inform the emerging proposals for Euston Tower:

- The need for mixed use spaces to be activated by and for local people and groups.
- The ability to see into Euston Tower from street level, removing the physical and unseen barriers into what can often be seen as solely a corporate space, a way of creating intrigue and the desire to come into the space.
- Space for business start-ups and young entrepreneurs.
- Spaces that could be reimaged by the community, giving them the ownership of constructing their own space.
- An accessible space with a clear invitation as a central feature.
- Space for arts and culture activation – visual from street level – so people see Euston Tower as accessible and open to the community.
- Space for young people and families.

Panel Event

The second panel event took place at Good Company Café, Regent's Place on 2 May 2023 and shared the findings from the focused co-design workshop on interior public realm spaces and programming. It was attended by 50 people, including representatives from local TRAs, Somers Town People's Museum and Camden Black Creatives (See Appendix E).

Two residents who had attended the previous co-design workshop were invited to join the panel and provide an update as to what was discussed, and to explore whether the proposals being presented by the project team reflected feedback that had been heard. The panel also consisted of representatives from British Land, 3XN/GXN, and Beyond the Box.

The panel event began with a brief introduction to the co-design process to date, as there were many new people in attendance, 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 collated the various ideas that had been explored through the community engagement that had taken place to date around potential themes and uses for the lower ground floors of Euston Tower (See Appendix K for presentation given).

The subsequent discussion centred on establishing community priorities for programming the public space and how the proposals could facilitate this:

- Providing multi-purpose, social exchange spaces.

- Clearly defining which interior spaces were associated for public and community use.
- The need for more storytelling from the very people who would use the spaces.
- A desire for more greenery and green spaces.
- Ensuring the Knowledge Quarter interacts with the local community.



Images from Discovering Interior Public Spaces & Programming co-design events

Discovering Exterior Public Spaces & Programming (May 2023)

Co-design Workshop

The final co-design workshop took place at 10 Brock Street, Regent's Place on 16 May 2023 and focused on external spaces for public use and programming, and in particular Regent's Place Plaza. It was attended by 43 people, the majority of whom all lived or worked locally (See Appendix F).

Attendees broke out into small groups and set out their thoughts and feelings on the design using tracing paper before physically exploring the current exterior spaces outside Euston Tower (See Appendix L for presentation given).

Comments and feedback

A number of themes and topics were discussed to inform the emerging proposals for Euston Tower:

- The need for consistency in events and programming in Regent's Place Plaza to ensure it was a welcoming and lively space.
- Shelter and a space that is weatherproof – rain, wind, and sheltered spaces.
- Art outside with more local connections.
- More promotion outside of the square that goes beyond the barriers of Regent's Place.
- Signposting - e.g. showing different directions or landmarks around the campus and plaques / info about buildings, artwork, or history.



Panel Event

The final panel event took place at 10 Brock Street, Regent's Place, on 30 May 2023 and shared the findings from the focused co-design workshop on exterior public spaces and programming. It was attended by 67 people, the majority of whom all lived or worked locally (See Appendix G).

As per the previous panel event, 3XN/GXN shared insights into the iterative design process before the attendees broke into smaller groups and offered their feedback onto the designs through tracing paper (See Appendix M for presentation given). Key themes raised through feedback included:

- The need for landscaping elements to 'speak to each other'.
- Clear and accessible pathways through the spaces.
- Introduction of a 'zoning' system where different areas of public realm could complement other areas.
- Spaces for food production that the community could benefit from, such as planting and vegetable events, which could also provide educational opportunities.
- Play areas for young people that could be utilised by the community.
- Shelter against the weather, such as canopies.
- Enthusiasm about the colour of the building compared to the current Euston Tower and that the steps made a great space for theatre productions.

All topics and feedback raised helped influence the emerging proposals for the proposals presented in July 2023 for the second stage of engagement.



Images from Discovering Exterior Public Spaces & Programming co-design events

DISCOVERING ENVIRONMENTAL SUSTAINABILITY

Following the series of co-design and panel events, an environmental sustainability event took place on Tuesday 4 July 2023. This event provided more detail on the complexities of the site were, as well as the feasibility studies that had taken place. Also outlined was the approach being taken to bring forward proposals that retain the reinforced concrete foundations, the whole basement structure, and the entire reinforced concrete central core. Participants were given a tour of one of the floors within Euston Tower, enabling the community to see the current condition of Euston Tower. It was attended by 24 people (See Appendix H for invite and Appendix N for presentation given).



CREATIVE PRODUCERS PROGRAMME

As part of the commitment to social impact through the Euston Tower project and co-design, a creative placemaking programme took place between March and July 2023 which focused on the involving young people in and around the area. Working with Beyond The Box CIC, seven young Camden residents 16-25 years of age were employed as Euston Tower Cultural Producers, to help connect people to Euston Tower and help gain insights into local need to inform the design of the proposals, as well as providing opportunities during the process.

The project saw the Creative Producers interview local stakeholders, and organise round table discussions with local organisations, residents and businesses, including Fitzrovia Youth in Action, Mosaic LGBT+ Young Persons Trust, Somers Town Big Local and more. The aim was to gain insights into current lived experience around Euston Tower, and how the project could address local challenges



and opportunities. A particular emphasis was placed on capturing the voices of young people, such as those participating in Fitzrovia Youth in Action's Young Guardians Programme. The project culminated in the *Capturing Camden - Connecting People to Place* photography exhibition and documentary film, which was launched in tandem with the public engagement event that marked the beginning of the second stage of engagement on Saturday 8 July. The documentary is also displayed on the dedicated website at <https://euston-tower.co.uk/the-story-so-far/>.

On 4th December 2023, the Creative Producers Programme was recognised as the winner of the 'One-off Youth Project Award' at the Thornton Education Trust Inspire Future Generations Awards. The judges described the programme as:

"A unique, creative and robust approach that actively engages local youth, providing them with valuable skills, whilst highlighting the importance of financial gain from their hard work. This project places young individuals at the forefront, empowering them to influence decisions and creatively explore the community's desires for future development."





An overview of the sessions organised by the Creative Producers programme can be found below:

| Date | Session |
|-----------------------------|--|
| 2 February 2023 | Opening the public realm to young people |
| 23 March 2023 | Exhibition visit: photographer's gallery visits to, 'A brief revolution: photography, architecture and social space in the masterplan project' |
| 29 March 2023 | Developing the cultural producer: Workshop exploring how to be a freelancer |
| 6 April 2023 | Workshop: What's your story (+ partner mapping) |
| 12 April 2023 | Filming workshop with filmmaker |
| 20 April 2023 | Narrative workshop with Sankofa storytelling arts |
| 27 April 2023 | Workshop: Planning the roundtable series, and the photography and film exhibition |
| 29 April 2023 | Photography workshop: How to shoot portraits |
| 4 May 2023 | Roundtable with community organisations Roundtable with Fitzrovia Youth in Action Young Guardians |
| 10 May 2023 | Roundtable with British Land Euston Tower team |
| 11 May 2023 | Co-design and ideation with Sankofa storytelling art |
| 15 May 2023 – 11 June 2023 | Capturing local stories through film and photography |
| 19 June 2023 – 24 June 2023 | Exhibition install week and opening |

Some of the feedback topics raised from the Creative Producers' roundtable events can be seen below:

- Support for the idea of cultural spaces such as galleries and museums.
- Spaces should be curated in partnership with the community.
- Creating opportunities for start-ups to use the internal spaces.
- Masterclasses from people working in Euston Tower to train and upskill the local community – 'creating pathways' into Euston Tower.



FURTHER MEETINGS

In addition to the activities outlined, the project team held a number of meetings and conversations with local stakeholders and community representatives throughout this first stage of engagement as the proposals for Euston Tower were being developed. Further meetings that took place with political stakeholders as well as statutory consultees can be seen in Appendix A.

A summary of when these additional meetings took place can be found below.

| Euston Tower Community Conversations | | |
|---|-----------------|-------------------------|
| Organisation | Date | Time/Hours |
| Camden's Jobs Fair (Promotion of Euston Tower Marketing and Communications Manager role) | May 19th 2022 | 10 am - 4 pm |
| Local creative- Martyn Swain | March 5th 2023 | 1 hour |
| KCBNA - Muminur | March 17th 2023 | 1 hour |
| Sankofa Storytelling Arts - Vanessa Browne | March 22nd 2023 | 1 hour |
| We make Camden Summit | March 23rd 2023 | 3 hours |
| Change Please – Regent's Place Campus business - Selena Radia | March 30th 2023 | 1 hour |
| People's Museum - Diana Foster | March 31st 2023 | 1 hour |
| The Hive - Krystal Donaldson | April 3rd 2023 | 1 hour |
| Impact Hub - Kaye McDougall | April 4th 2023 | 1 hour |
| LBC Inclusive Economy Team | April 5th 2023 | 1 hour |
| Young Camden Foundation - Ellie | April 6th 2023 | 1 hour |
| Somers Town Big Local - Tyler Inberg | April 13th 2023 | 1 hour |
| LBC Senior Youth worker -Mukith Miah | April 27th 2023 | 1 hour |
| Somers Town Big Local - Tyler Inberg | April 27th 2023 | 1 hour |
| LBC Culture Team - Zerritha Brown, Head of Culture | May 4th 2023 | 1 hour |
| Camden Black Creatives - Sahara Williams | May 17th 2023 | 1 hour |
| Fitzrovia Youth in Action, Community Champions and guardians conference meeting - Ellie Rudd, Tyler Inberg, Daniel Pitt, Cllr Nasim Ali | May 25th 2023 | 5:30pm - 7:30pm - 2 hrs |
| Local creative- Martyn Swain | May 26th 2023 | 1 hour |

| | | |
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| Camden Black Creatives - Sahara Williams | June 16th 2023 | 1 hour |
| Daniel Pitt - Old Diorama Art Centre | June 26th 2023 | 1 hour |
| Hopscotch event - Benafier Bhandari | August 16th 2023 | 1 hour |
| Voluntary Action Camden - Keith | August 30th 2022 | 1 hour |
| Sam Rowe - Senior Community Partner for Assets and Projects at LBC | October 11th 2022 | 1 hour |
| UCL (Social Value meeting) - Hannah | October 26th 2022 | 1 hour |

This early stage of engagement allowed the project team to gain a good understanding of the local context in Regent's Place and identify key priorities for the London Borough of Camden and the local community. The findings from these workshops and panel events were fed into the design proposals for Euston Tower, which were considered and presented with the public in July 2023 for the second stage of engagement. A summary of how these themes of feedback influenced the design can be seen in the below table.

STAGE 1: FEEDBACK AND RESPONSE

Feedback from the local community was received throughout this stage of engagement. A summary of this feedback and how it influenced the developing proposals for Euston Tower can be found below. This table does not reflect the full extent of feedback received throughout the community engagement and co-design process. Please see latter sections for the full breadth of feedback.

| Feedback theme | Responding to feedback |
|--|--|
| <i>Design of the building</i> | |
| <p>A desire for a more colourful building.</p> <p>Across the first stage of engagement, a number of stakeholders shared their desire that the reimagined Euston Tower should be more colourful than how it is today.</p> | <p>The project team developed the initial ideas for the appearance of the reimagined Euston Tower's external appearance, introducing a warm, welcoming colour palette, fitting for the local area and Camden. This aspect of the proposals was presented in the second stage of community engagement.</p> |
| <p>To be able to see into the reimagined Euston Tower from street level.</p> <p>Several stakeholders shared a desire to see into the reimagined Euston Tower from street level, to create a more welcoming building and avoid creating barriers between inside and out.</p> | <p>The project team have located public spaces at the lower levels of the reimagined Euston Tower, with predominantly glazed frontages to enable local people to view the activities taking place within the building from street level, outside. It is intended that this invites local people into the building. This aspect of the proposals was presented in the second stage of community engagement.</p> |
| <i>Design of the public realm</i> | |
| <p>Improved lighting and wayfinding when compared to the existing public realm.</p> | <p>The project team developed the proposals for the public realm to introduce more lighting and signage.</p> |



| | |
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| <p>Local perceptions of the existing Regent's Place Plaza became clear through the first stage of engagement. A number of stakeholders shared that the Plaza was dark and felt unsafe during nighttime.</p> | <p>Proposals were presented and discussed during the second stage of engagement.</p> |
| <p>Better connectivity with the local area.</p> <p>A number of stakeholders raised the importance of creating better access routes through the public realm to link Euston Tower to the wider local area and community.</p> | <p>The proposals for the public realm were developed with a focus on creating desire lines between Euston Tower and nearby amenities that would support journeys to and from Euston Tower and the wider Regent's Place campus. Details of the emerging proposals for the public realm were presented and further discussed in the second stage of community engagement.</p> |
| <p>More greenery, trees, and flowers.</p> <p>Throughout the first stage of engagement, stakeholders expressed a desire for more greenery, trees, and flowers around Euston Tower.</p> | <p>The project team developed the proposals for the public realm to include these as landscape design characteristics, creating a softer, more colourful and biodiverse environment for the local community to enjoy.</p> |
| <p>Shelter from the wind and rain.</p> <p>During this stage of engagement, stakeholders highlighted the lack of shelter from the wind and rain in and around Euston Tower, in particular the issue of wind tunnels.</p> | <p>The project team carried out a number of technical studies to feed into the design of multiple aspects of the proposals, including the façade design and podium massing, to provide shelter from rain and reduce wind impacts.</p> |
| <p>Spaces for play.</p> <p>A number of stakeholders shared that they wished to see spaces that encourage play for all ages.</p> | <p>The project team considered a number of landscaping design features that encourage play. An iteration of the design for public realm was presented for discussion and further refinement in the second stage of engagement.</p> |
| <p><i>Interior space programming</i></p> | |
| <p>A large variety of events by and for the local community</p> <p>Across the first stage of engagement, stakeholders shared a desire for large variety of different types of events delivered by local groups for the enjoyment of the local community and at different times of day to be accommodated for in the proposals for Euston Tower and the surrounding public realm.</p> | <p>The project team factored the range of ideas for programming into the design of a four-storey podium, ensuring that smaller interior spaces are flexible. Elsewhere, a larger, flexible space was also introduced the capacity to accommodate larger activities. Initial proposals for these spaces were presented and discussed further during the second stage of engagement.</p> |
| <p>Space for business start-ups and young entrepreneurs.</p> | <p>Workspaces suited for this type and scale of business were considered and a concept for an 'accelerator' space for start-ups in the life sciences and innovation sector was introduced into the design for the four-storey podium. Flexible spaces</p> |



| | |
|--|---|
| Stakeholders expressed a desire for spaces for start-up businesses and young entrepreneurs at Euston Tower. | for individual and group working were also included in the lower floors on the podium. |
| <i>Exterior spaces programming</i> | |
| Arts and culture in the public realm. Stakeholders raised the lack of arts and culture activation (e.g., events) in the existing public realm, citing museums and galleries as inspiration. | The project team developed the proposals for the public realm in response, creating a space, later referred to as the 'civic square', set among new landscaping in Regent's Place Plaza to accommodate a variety of events. Information on the types of events that could be accommodated were presented during future stages of engagement. |
| <i>Education, employment and training opportunities</i> | |
| Access to employment and training opportunities. There was significant discussion on how the project can increase access to employment and training opportunities so that the local community benefits from the growth of career opportunities in the life sciences and innovation sector. | Building on the opportunities created through the community engagement and co-design process, including the Creative Producer Programme with local young people, the proposals for Euston Tower developed to accommodate flexible spaces in the podium that could support educational, training and employment-related activities. Furthermore, we commissioned Forth, a specialist in developing long-term public use strategies, to develop a sustainable model for Euston Tower. For more information see the accompanying Public Use Framework submitted as part of the planning application. |

Emerging proposals for Euston Tower, influenced by the feedback received through this stage, were presented back to the local community in a second stage of engagement, which took place in July 2023. More details of this stage of engagement can be found overleaf in Section 7.

Many aspects of the proposals for Euston Tower have been shaped in close working with the local community and include benefits to and opportunities for the local community. They will develop and refine over time through continual engagement with the local community, London Borough of Camden, and potential users and occupiers of the reimagined Euston Tower.



7. STAGE 2: EMERGING PROPOSALS FOR EUSTON TOWER



7. Stage 2: Emerging Proposals for Euston Tower – July 2023

ENGAGEMENT OVERVIEW

The emerging proposals for Euston Tower were presented to the public in July 2023 as the second stage of engagement.

The information presented included a summary of the engagement to date and introduced the principles for the development and the scope of influence for the project. These had been developed in line with the insights and feedback gained during the first stage of engagement. As outlined in Section 6, some of the key themes of feedback raised during this first stage of engagement included:

- **Design of the building** – such as wanting to see more colour and a more accessible building
- **Improved connectivity** – to better improve access and links between Euston Tower and the surrounding area
- **Programming of interior spaces** – creating spaces for events by and for the local community and for arts and culture
- **Programming of outdoor spaces** – including events, arts and culture, and aligning with events in Regent's Plaza
- **Education, employment and training opportunities** – including masterclasses from people working in Euston Tower
- **Public realm improvements** – including better signage and wayfinding, shelter from the wind and rain, and more trees and flowers in the Plaza

Taking these themes into account, the applicant sought feedback on the proposed external appearance of the buildings as well as the lower floor uses of the building and the public realm activation. More information on specific areas where feedback was sought, as well as a summary of the feedback and comments received, can be seen in the below.

These engagement events were publicised via the following ways:

- **Publicity flyer sent to addresses within a 1km radius of the site**, including homes and businesses (See Appendix Q)
- **Updates to the project webpage** at euston-tower.co.uk - with information about the events, contact details and the digital feedback form (See Appendix V)
- **Emails to a mailing list of 1,130 key stakeholders** (See Appendix R)
- **Emails to everyone who had previously engaged with the proposals** (See Appendix S)
- **Regular posting and signposting to the events** via the dedicated Instagram account [@eustontower](https://www.instagram.com/eustontower) (See Appendix T)
- **Notices through the Regent's Place App** (See Appendix U).

In total, **five in-person** events were held to present the proposals both during and outside of working hours to ensure as many people as possible could attend. These took place at 10 Brock Street at Regent's Place on:

- Saturday 8 July 2023, 1-6pm
- Tuesday 11 July 2023, 6-8pm
- Sunday 9 July 2023, 1-4pm

- Saturday 15 July 2023, 2-6pm
- Friday 21 July 2023, 3-6pm

In addition, a further two drop-in sessions were organised for direct neighbours of the site at the Old Diorama Arts Centre on Thursday 13 July from 6-8pm and Wednesday 19 July 12-2pm (See Appendix S).

An overview of the engagement achieved can be seen below, along with further analysis of the activities undertaken:

- **C.105 attendees at the five in-person** events
- **43 people** shared their feedback
- **13** of the people leaving feedback had been to a previous engagement event, 11 of the 13 respondents felt that the proposals have responded to feedback
- Dedicated website viewed by **795 unique users a total of 1,277 times** during this stage of engagement

PROMOTION ACTIVITY

Dedicated website

The dedicated website for the proposals, <https://euston-tower.co.uk/>, included detailed information on the site, the proposals, and further opportunities for engagement on the project, as well as a timeline (See Appendix V).

During this stage, the dedicated website was visited by 795 people a total of 1,277 times. Of these:

- 372 people visited directly
- 203 people visited the website via referral
- 130 people visited via organic search
- 114 people visited via social media

An online feedback form was also published online for visitors to submit their feedback, which then sent to the shared inbox at info@eustontower.uk. These forms asked the following questions:

- *On a scale of 1–5 (1 being strongly opposed and 5 being strongly supportive), do you in principle support the proposals for Euston Tower?*
- *Are there any specific aspects of the design that you find particularly appealing or concerning?*
- *On a scale of 1–5 (1 being not at all and 5 being very supportive), how supportive are you of the design principles put forward for Euston Tower?*
- *On a scale of 1–5 (1 being not supportive at all and 5 being very supportive), how supportive are you of the proposals for improving the public spaces?*
- *What are the most important things to you in terms of the proposed new public spaces?*
- *The proposals for the bottom four floors of Euston Tower are to provide spaces for public use, as well as to connect the community with businesses in the building and opportunities in the Knowledge Quarter. What uses do you think would best help do this?*
- *On a scale of 1–5 (1 being not useful at all and 5 being very useful), do you support the approach to sustainability proposed for Euston Tower?*

Printed versions of these feedback forms were also available for attendees of these events to fill in as well, which were collected by members of the project team (See Appendix W). A summary of the



feedback received from the online and printed feedback forms can be found in the 'Summary of feedback' section below.

Publicity flyer

A publicity leaflet was sent via door-to-door delivery to addresses within a radius of one kilometre around the site on Wednesday 28 June 2023 and timed to correspond with updates made to the dedicated website for the second stage of engagement (See Appendix Q).

The flyer introduced the site and the project team, explaining that the events were to share the proposals for Euston Tower that were shaped in collaboration with local residents and community groups. It invited people to visit the dedicated website to find out more and give feedback, as well as asking them to attend one of the in-person events.

Social media posting

Posts were made live on the dedicated Instagram page for the project - [@EustonTower](#) – to share details of the exhibition events and the dedicated website. In total, over 100 followers were engaged with through the posts made (See Appendix T).



eustontower There is still time to visit the public exhibition on the proposed plans for the future of Euston Tower, open until 21st July.

This Saturday, the 15 July, between 2 pm- 6 pm, we will be at 10 Brock Street Reception at Regents Place, NW1 3FG, with the design team on hand to talk to people about the plans and to answer any questions.

We hope you can join us.

[#eustontower](#) [#dropin](#) [#exhibition](#) [#community](#) [#camden](#)

15 w



eustontower Swipe right 🏠 to see the before and after images of the proposed plans for the future of Euston Tower.

We're looking forward to this evening Co-design Celebration Event

TUESDAY 11TH JULY
18:00-20:00
10 Brock Street reception @regentsplace

This informal workshop is for everyone who has been involved in the co-design process to date.

The project team will share how your views have been incorporated into the design proposals, and we'll seek your feedback.

Further drop-in Sessions where the team will be present:
SUNDAY 9TH JULY - 13:00-16:00
SATURDAY 15TH JULY - 14:00-18:00
FRIDAY 21ST JULY - 15:00-18:00

#eustontower #communityconsultation #camden #architecture
#london #design #community #engagement

Edited · 15 w



Email inbox

As with the previous stage of engagement, the shared email inbox – info@eustontower.uk – was in place for the public to contact the project team throughout the community engagement programme. This inbox was regularly monitored to ensure fast responses. The promotional materials also included these contact details for the local community to contact us with any questions or feedback.

ENGAGEMENT EVENTS

In-person public exhibition

A total of **five in-person events** were held to present the proposals both during and outside of working hours to ensure as many people as possible could attend. These events were all held at **10 Brock Street** owing to the proximity of the location to Euston Tower and local community organisations. The location was fully accessible for visitors and was well signposted around the venue with an A-board and posters.

The events included an exhibition launch event, which included free food and family activities and coincided with the launch of the *Capturing Camden - Connecting People to Place* documentary, which was put together by the Creative Producers, and a co-design celebration event for those who attended the co-design workshops and panel events outlined in the previous stage of engagement. There were also three drop-in sessions, which were open to everyone interested.

The emerging proposals were displayed on a series of 12 exhibition boards, setting out in detail the proposals and introducing the site, its constraints and the planning history. These banners are shown in Appendix X. These were also uploaded to the dedicated website for the public to view online and download at a later date if they so wished.



iPads were also provided at the events for the public to use to view the dedicated website and submit their feedback online if they wished, as well as images of the CGIs showing the current building versus how the building could look on completion and a fly-through showing the emerging proposals.

Printed feedback forms were also supplied which duplicated the questions asked in the online feedback forms (Appendix W) for attendees to leave their contact details and comments. **In total, 43 people shared their feedback.**

Across the five staffed events, there were c.**105 attendees**. A breakdown of the events and attendees has been provided below.

| Details | Date | Time | Number of recorded attendees |
|--|-------------------------|-----------------|------------------------------|
| Euston Tower Public Exhibition Launch | Saturday 8 July | 1pm-6pm | 70 |
| Co-design Celebration Event | Tuesday 11 July | 6pm-8pm | 18 |
| Drop-in session #1 | Sunday 9 July | 1pm-4pm | 3 |
| Drop-in session #2 | Saturday 15 July | 2pm-6pm | 8 |
| Drop-in session #3 | Friday 21 July | 3pm-6pm | 6 |
| | Total | 17 hours | 105 attendees |

The feedback from the exhibition, both verbal and written, is summarised below, along with the full analysis of how the feedback received shaped the proposals.



Image from public exhibition event



Image from public exhibition event



Image from public exhibition event



SUMMARY OF FEEDBACK

This section summarises the feedback that was received and analysed by the project team. A summary of engagement from these activities can be seen below:

- **c.105 people** attended the exhibition over the 13-day period
- **43 responses** to the feedback forms were completed
- **27 people** who completed the feedback forms were local residents, the remaining were either local workers, visitors or did not state

In addition to feedback raised at the engagement events and online, feedback has also been received by email, and the project team has endeavoured to respond in detail to all comments and questions received.

A summary of key feedback received can be found below:

- **83%** of people supported or strongly supported the proposals for Euston Tower in principle, with no-one saying they were opposed
- **86%** of people supported or strongly supported the proposals for improving the public spaces
- **91%** of people supported or strongly supported the approach to sustainability
- **93%** of people supported or strongly supported the design principles for Euston Tower

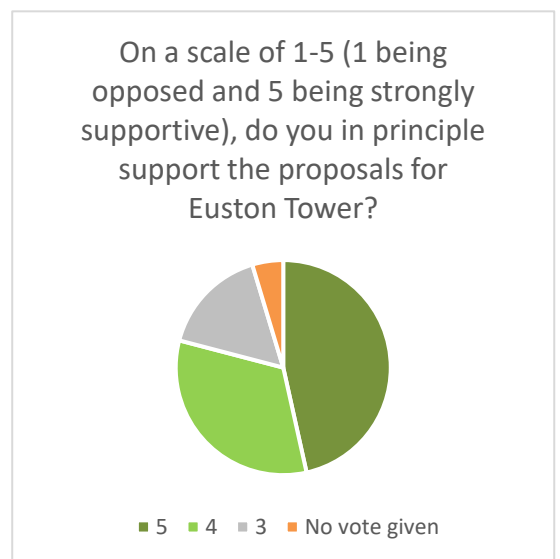
An analysis of responses to key questions asked in the printed and online feedback forms are listed below.

Please let us know why you do, or don't, visit the Plaza and what you feel could make the Plaza and Tower a more welcoming place?

- The main reason respondents listed as the reasons for visiting the Plaza were to cut through to get to other destinations. Other reasons included to come and relax.
- A small number of local residents stated it was the nearest outside space for them, and local workers shared that they came to sit and relax or eat their lunch.

On a scale of 1-5 (1 being opposed and 5 being strongly supportive), do you in principle support the proposals for Euston Tower?

- In total, 40 responses were received, with two choosing not to respond:
 - 20 respondents gave an answer of '5'
 - 14 respondents gave an answer of '4'
 - 7 respondents gave an answer of '3'
- Those that marked a '3' commented that the proposals may not offer as much for the community and that there were too many windows in the building.



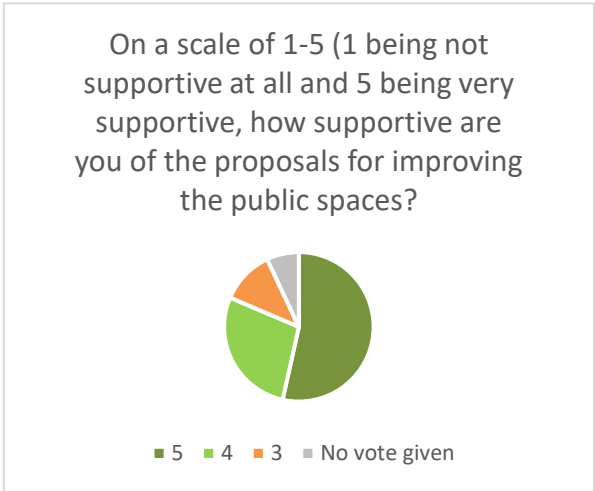


Are there any specific amenities or features that you believe should be prioritised in the proposals?

- Public toilets and accessibility were among the most common amenities people wanted to see prioritised.
- Other comments varied from spaces and activities for children and school children, more greening, creativity, enabling people to go up Euston Tower to see the views,

On a scale of 1-5 (1 being not supportive at all and 5 being very supportive), how supportive are you of the proposals for improving the public spaces?

- In total, 40 responses were received, with three choosing not to respond:
 - 23 respondents gave an answer of '5'
 - 12 respondents gave an answer of '4'
 - 5 respondents gave an answer of '3'
- Those that scored '3' commented with concerns over the public spaces becoming too busy.
- Other comments included on the building providing spaces for young creatives, fashion design, photography and painting.



Following the culmination of the exhibition events and an analysis of the feedback received, the proposals were developed before presenting these back to the community in October as part of the third stage of engagement. More details on the activities undertaken can be seen overleaf in Section 8. Meanwhile, a summary of how the feedback received during this stage of engagement influenced the developed proposals can be seen below.

STAGE 2: FEEDBACK AND RESPONSE

Feedback from the local community was received throughout this stage of engagement. A summary of this feedback and how it went on to influence the proposals for Euston Tower can be found below.

| Feedback theme | Responding to feedback |
|---|--|
| Design of the building | |
| <p>The colour of the building.</p> <p>There was support for the proposals that were presented for a façade which is 'warm' and 'inviting' in colour and texture, to draw people in and make them feel welcome.</p> | <p>Since then, we selected preferred materials which resulted in a slight variation from what we had previously shown, however it retains the warm and inviting qualities that were positively received at an earlier stage.</p> |
| <p>Greening and planting.</p> <p>Feedback received during this stage of engagement supported how the proposals for the public realm</p> | <p>The project team developed the proposals to include planters on the upper floors of the building, visible from both within and from outside of Euston Tower. These design</p> |



| | |
|--|---|
| <p>developed to include greenery, trees, and flowers, however feedback now extended to introducing more greening and planting into the design of Euston Tower.</p> | <p>aspects were presented and discussed further in the third stage of engagement.</p> |
| <p>To be able to see into the reimagined Euston Tower from street level.</p> <p>During this stage of engagement, there was notable support in the design response to create visibility into the reimagined Euston Tower from street level, through the introduction of a permeable ground floor and four-storey podium with flexible public spaces.</p> | <p>The project team have developed the location and detailed design of entrances into the building to be clearly identifiable and welcoming.</p> |
| <p><i>Design of the public realm</i></p> | |
| <p>Space to allow for outdoor events to take place.</p> <p>A number of stakeholders shared an interest in and ideas for events to activate the public realm.</p> | <p>Proposals for a new 'civic square' in the public realm was developed and was designed to be able to accommodate a variety of events, including exhibitions, screenings, small markets, and more.</p> <p>Stepped landscaping will provide an amphitheatre-style seating arrangement to create seating capacity for events and opportunities to sit and rest when events are not taking place.</p> |
| <p>Water feature.</p> <p>A number of respondents expressed their enthusiasm for a water feature to be introduced.</p> | <p>Proposals for a water feature was developed in the public realm, with the ambition to embed one within the new 'civic square'.</p> |
| <p>Shelter from the wind and rain.</p> <p>The challenges experienced in relation to wind today in and around Regent's Place Plaza continued to be raised.</p> | <p>Building on the response to feedback received in the first stage of engagement and the design response (a podium that steps out, considered façade design, and sheltered spaces), the proposals for the public realm were developed to include a number of landscaped mounds and trees that mitigate against adverse wind conditions and noise from neighbouring roads.</p> |
| <p>Outdoor play spaces and areas for learning.</p> <p>Feedback from the second stage of engagement identified an interest in new spaces for play to be incorporated across the proposed public realm.</p> | <p>The landscaped mounds will double up as play space for children to climb, sit and play on. Incidental play elements such as balance logs, stepping stones, and informal natural trails have been introduced in the</p> |



| | |
|---|---|
| | <p>concept to invite the public to interact with nature.</p> |
| <p>More trees, planting and greening.</p> <p>Stakeholders supported the introduction of more trees, planting and greening in the proposals.</p> | <p>Building on this, the proposals were developed to include a 150% increase of trees in the public realm when compared to the existing. These could range from younger to larger mature specimens, ensuring that a dense green canopy is established early on and continues to grow for years to come.</p> |
| <p>Good lighting to be installed across the public realm and invite people in.</p> <p>Respondents continued to express their desire to see more lighting to provide a safe environment for people to move through.</p> | <p>More lighting has been introduced to the proposals for public realm, to ensure that people moving through the spaces can enjoy the areas and feel safe in the evenings. This lighting will be sensitively designed to limit the impact on neighbours.</p> <p>The ambition is for aspects of the lighting design to include 'up lights' in planters to illuminate the trees, lighting of a wetland area and water feature, stair, and seating lighting to highlight spaces to rest, and path lighting along all routes to ensure the space can be safely navigated at all times of the day.</p> |
| <p>Accessibility for wheelchair users and those less able to move around.</p> <p>Feedback during the second stage of engagement raised the need to improve accessibility for wheelchair users and other less-abled people.</p> | <p>More accessible design features have been introduced. DDA (Disability Discrimination Act)-compliant slopes were introduced so that wheelchair users and people who have difficulty walking can easily enjoy everything that Euston Tower will offer.</p> <p>A variety of seating was introduced to offer respite to those who need to rest, whilst an improved lighting strategy aims to improve the usability and safety of the public realm and extend its use to users with differing visual abilities.</p> <p>Through a variety of landscape design features, the design aims to mitigate the effects of the noise, wind, and pollution coming from the surrounding streets to create a safe and accessible environment for all.</p> |



| Programming and uses of interior spaces | |
|---|--|
| <p>Spaces that can be used by the community for a range of uses.</p> <p>A high number of respondents at this stage of engagement requested that the proposals for Euston Tower included a large number of different spaces that could be used by and for the community.</p> | <p>The project team developed the proposals to create a variety of spaces that are adaptable for community uses as part of a Neighbourhood Lab concept to support a wide variety of activities for the local community. These include:</p> <ul style="list-style-type: none">• A welcome area• Flexible 'demonstration' and event spaces• Meeting spaces• Spaces for individual and group work• A café• Additional practical facilities (cloakrooms, toilets, and storage) <p>This was presented during stage three of our community engagement. For more information on this see the Public Space Framework.</p> |
| <p>Create links between community uses and businesses supported at Euston Tower.</p> <p>Residents expressed their interest in connecting the community uses at Euston Tower and the local community to the type of businesses that are likely to find home in the reimagined Euston Tower.</p> | <p>During this stage of engagement, residents expressed their interest in connecting the community uses at Euston Tower and the local community to the type of businesses that are likely to find home in the reimagined Euston Tower.</p> <p>The project team have responded by developing flexible spaces for the local community, building occupiers and users to interact. These spaces include spaces to work, meet and socialise as well as more specialist spaces such as an innovation library and recording studio/media suite. Movement between these spaces, organised across multiple floors, will encourage collaboration and knowledge exchange.</p> |

Developed proposals for Euston Tower, influenced by the feedback received through this stage, were presented back to the local community in a third stage of engagement, which took place in October 2023. More details of this stage of engagement can be found overleaf in Section 8.

Many aspects of the proposals for Euston Tower have been shaped in close working with the local community and include benefits to and opportunities for the local community. They will develop and refine over time through continual engagement with the local community, London Borough of Camden, and potential users and occupiers of the reimagined Euston Tower.



8. STAGE 3: DEVELOPED PROPOSALS FOR EUSTON TOWER – OCTOBER 2023



8. Stage 3: Developed Proposals for Euston Tower – October 2023

ENGAGEMENT OVERVIEW

Following the culmination of the second stage of engagement, all feedback was considered before presenting the developed proposals for Euston Tower in October 2023. During this stage of engagement, physical models and a developed flythrough video presenting how the exterior of the building, public realm, and interior spaces could look were used.

These proposals presented further information on aspects of the design of the proposals that had been refined as a result of the feedback received in the second stage of engagement (Section 7). These key changes made to the scheme in response to the feedback included:

1. **Altering the design at the bottom of the building** so that it didn't protrude as much over the public outside spaces.
2. **Updating the entrance to Euston Tower** so that it is more welcoming and inviting for local passers-by.
3. **Presenting how the design and programming of the public spaces** could be made more accessible and support local skills and connections.
4. **A reduction in the width of the building** so that it respected neighbouring buildings along Hampstead Road.
5. **Changes to the colour of the building** so that it is more in keeping with neighbouring buildings and the wider area.
6. **More greening and planting** on the upper floors of the building.

In addition, the concept of the Neighbourhood Lab was introduced, including ideas for how the public space within it could be programmed. Feedback on potential programming uses was sought on this, as well as the public realm improvements. Additionally, information was presented about a potential site at 7-9 William Road that would fulfil the housing provision required for Euston Tower.

More information on specific areas of feedback, as well as a summary of the feedback and comments received, can be seen in the sections below.

The events were publicised via the following ways:

- **Publicity flyer sent to 4,170 local homes and businesses** within a 1km radius, with additional leaflets given to community venues to send to their members (See Appendix Z for flyer and AA for the distribution area)
- **Updates to the project webpage** at euston-tower.co.uk – with information about the events, contact details and the digital feedback form (See Appendix AO)
- **Regular emails** to key stakeholders and people who had previously engaged with the proposals
- **Emails to stakeholders and everyone who had previously engaged with the proposals** (Appendix AB)
- **Facebook and Instagram advertising campaigns**, running for two weeks to a radius of 1km from the Euston Tower site from 6 October – 21 October (See Appendix AN)
- **10 Instagram posts** advertising the events through the dedicated account @eustontower (See Appendix AC)
- **Newspaper adverts** in the Camden New Journal in the print editions on 5 and 12 October, as well as online advertising (See Appendix AF)



- **Advertisement posters** put up in advance of events at a number of local businesses and organisations to promote the events to their members, including the Mestizo Mexican Market and Hopscotch Women's Centre, and the Triton Building (See Appendix AD and AE)

In total, **six in-person** events were held to present the proposals both during and outside of working hours to ensure as many people as possible could attend. These were held on the following dates:

- Saturday 14 October, 12-4pm at 10 Brock Street,
- Monday 16 October, 6.30-8pm at 20 Triton Street (included both a public exhibition and a workshop on public spaces and programming)
- Tuesday 17 October, 1-3pm at Third Age Project
- Tuesday 17 October, 5-8pm at Regent's Park Tenants Association
- Wednesday 18 October, 8-10am at Netley Primary School
- Saturday 21 October, 10am-2pm at Regent's Park Tenants Association

An overview of the engagement achieved can be seen below, along with further analysis of the activities undertaken:

- **C.190 attendees at the six in-person** events
- **2,932 unique users** visited the dedicated website
- **17 people** shared their feedback
- Dedicated website viewed by **2,932 people a total of 3,686 times** during this stage of engagement
- **2,291 link clicks and 50,961 people reached** through social media ads
- **628 accounts reached and 61 total likes** through the posts issued via dedicated account [@eustontower](#)
- **84 reactions on Facebook ad, with a further 96 comments and 18 shares**

PROMOTION ACTIVITY

Dedicated website

The dedicated website, <https://euston-tower.co.uk/>, was updated to include information on the developed proposals as well as details of the engagement events (See Appendix AH).

During this stage of engagement, the dedicated website was by 2,932 people a total of 3,686 times. Of these:

- 2,146 people visited via social media
- 440 people visited directly
- 232 people visited via organic search
- 128 people visited the website via referral

As with the previous stage of engagement, a digital feedback form was also published for visitors to submit their feedback. This digital feedback form would send feedback forms to the shared inbox at info@eustontower.uk, and asked a number of questions including on:

- *On a scale of 1–5 (5 being strongly supportive and 1 being strongly opposed), to what extent do you support or oppose the developed proposals for Euston Tower?*
- *On a scale of 1–5 (5 being strongly supportive and 1 being strongly opposed), to what extent do you support or oppose the revised proposals of the Euston Tower building?*
- *What kind of local ideas and innovations would you like to see explored in Euston Tower?*



- *What local projects or collaborations could help explore and find solutions to these ideas, so that everyone's contributions help us innovate?*
- *What kind of things would you like to see happening across the public floors of Euston Tower?*
- *On a scale of 1-5 (5 being strongly supportive and 1 being strongly opposed), to what extent do you agree/disagree that the developed proposals for the public realm have responded to feedback from the local community?*
- *We are proposing a new civic square that could be used for events, learning, screenings and more. What activities that benefit local people would you like to see in this space?*
- *On a scale of 1–5 (5 being strongly supportive and 1 being strongly opposed), to what extent do you agree/disagree that 7-9 William Road is an appropriate site for delivering nine affordable homes.*
- *On a scale of (5 being strongly supportive and 1 being strongly opposed), to what extent do you support our proposed architectural approach to ensure that our proposals are in keeping with the character of William Road?*

Publicity flyer

At the same time as the website was launched, a publicity leaflet was sent via door-to-door delivery to 4,170 addresses around the site on 3 October, which included both residential homes and businesses (See Appendix Z).

The flyer invited the public to view the developed proposals for Euston Tower through visiting the dedicated website or by attending one of the engagement events. It also invited people to leave their feedback if they wanted to.

Local newspaper advertising

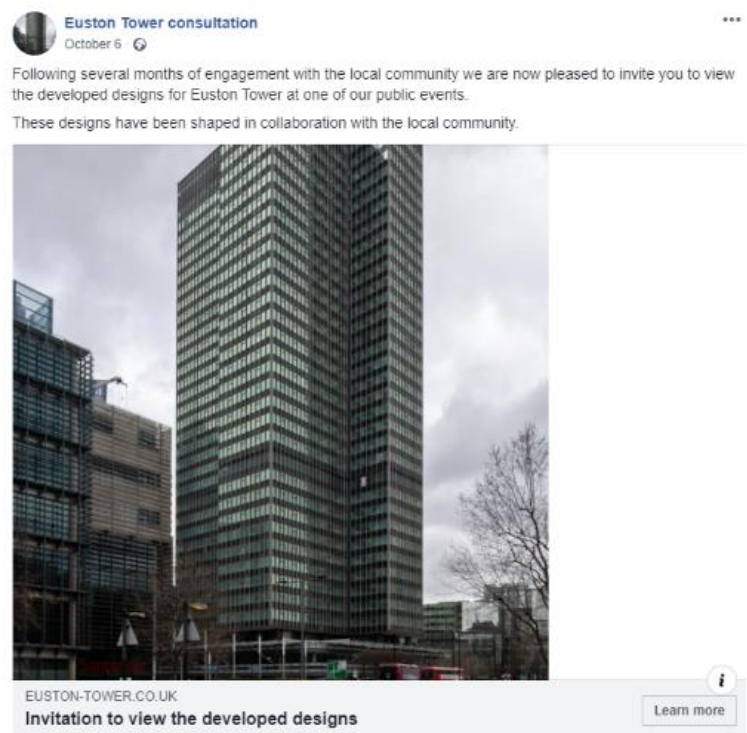
At the same time as the flyer was distributed an advert was placed in the Camden New Journal which promoted the website and the dates of the engagement events to further signpost them and increase outreach. The advert ran for two weeks on 5 and 12 October (See Appendix AF).

Social media advertising

Social media advertising took place as a further way to engage with people either visiting the site or near the area. The advertising was done via geo-located ads set at a 1km radius around the Euston Tower site on Facebook and Instagram, which ran from 6 October – 21 October.

This promoted the website and public events, and led to the following engagement (See Appendix AH):

- 2,291 link clicks
- 50,961 people reached
- 101,033 impressions
- 84 reactions on Facebook ad, with a further 96 comments and 18 shares





In addition to social media advertising, posts were made live on the dedicated Instagram page for the project - @EustonTower – to share details of the exhibition events and the dedicated website. In total, 10 posts were made live with 628 accounts reached and 61 total likes (See Appendix AC).



eustontower Thanks to everyone who has taken the time to talk to us so far about the developed designs for Euston Tower!

If you haven't had the chance to visit one of our events, you can join us tomorrow, Saturday 21 October, from 10am–2pm at the Regents Park Tenants Association NW1 3QH to view the designs and speak to the project team.

We look forward to seeing you there!

Can't make it? All the information is now available to view online (see link in bio)

1 w



Email inbox

As with the previous stage of engagement, the shared email inbox – info@eustontower.uk – was in place for the public to write to or speak with the project team regarding the scheme. At all times before planning submission, the project inbox was monitored to respond to anyone who got in touch with the project team. The promotional materials also included these contact details for the local community to contact the project team with any questions or feedback.

ENGAGEMENT EVENTS

In-person public exhibition

A total of **six in-person events** were held to present the proposals both during and outside of working hours to ensure as many people as possible could attend.

These events were all held at a range of venues across Regent's Park Ward to encourage participation from local residents and community groups. These locations were fully accessible for visitors and were well signposted around the venue with lots of posters and wayfinding.

The events included an exhibition launch event, which included free food and family activities to encourage participation and an exchange of ideas. A workshop also took place to discuss the spaces for public use and programming, which included presentations from Forth and 3XN. Two further targeted engagement events then took place at Netley Primary School for pupils and their parents, and the Third Age Project, obtaining feedback from the centre's older clients. Following these events there were two drop-in sessions which were open to everyone interested.

The developed proposals were displayed on a series of 12 pull-up banners, setting out in detail the design development since the previous stage of engagement, updates on the sustainability work to-



date, as well as information about a potential site at 7-9 William Road that would fulfil the housing provision required for Euston Tower.

The content of these banners, shown in Appendix AJ, was also uploaded to the dedicated website for the public to view online and download at a later date if they so wished.

Similar to the previous stage of engagement, iPads were also provided at the events for the public to view the website and submit their feedback if they wished, as well as images of the CGIs showing the current building versus how the building could look on completion and an updated fly-through showing the developed proposals.

Also provided were A4 feedback forms which duplicated the questions asked in the online feedback forms (shown in Appendix AI) for attendees to leave their contact details and comments. In total, **17 people** submitted a feedback form, either online or through one of the physical forms at one of the engagement events.

Across the six staffed events, there were **c.190 attendees**. A breakdown of the events and attendees has been provided below.

| Details | Date and location | Time | Number of attendees |
|---|--|-------------------|----------------------|
| Euston Tower Public Exhibition Launch | Saturday 14 October, at 10 Brock Street | 12-4pm | 85 |
| Workshop - spaces for public use and programming | Monday 16 October, at 20 Triton Street | 6.30-8pm | 16 |
| Third Age Project dedicated engagement event | Tuesday 17 October, at the Third Age Project café | 12-2pm | 20 |
| Netley Primary School dedicated engagement event | Wednesday 18 October, at Netley Primary School | 8am-10am | 60 |
| Regent's Park Tenants Hall Drop-in session #1 | Tuesday 17 October, at the Regent's Park Tenant's Association | 5-8pm | 3 |
| Regent's Park Tenants Hall Drop-in session #2 | Saturday 21 October, at the Regent's Park Tenant's Association | 10am-2pm | 9 |
| | Total | 14.5 hours | 186 attendees |



Images from public exhibition event as part of third stage of engagement

WORKSHOP – SPACES FOR PUBLIC USE AND PROGRAMMING

A public workshop was held to invite feedback and gain feedback on the operation and uses of the 'Neighbourhood Lab'. This session was publicised in the materials that promoted the public exhibition events including through the publicity flyer and project website.

In this session, 3XN shared an update on the designs for the proposals, before Forth, a specialist in developing long-term public use strategies, explained the considerations taken to develop the public use framework, provided more information on the thinking to date on the concept of the 'Neighbourhood Lab' and how this concept had taken into account the feedback received to date.

Following these presentations, feedback was sought to gain insight into local priorities for how the Neighbourhood Lab can be programmed, including uses, collaborations, and projects that the space could accommodate.

In total, 16 people attended the event, which included residents from the local area as well as representatives from local organisations including Old Diorama Arts Centre and University College London (UCL).

Three key questions were considered by event participants in workshop format:

- *What kind of things would you like to see happening across the public floors of Euston Tower?*
- *What kind of local ideas and innovations would you like to see explore in Euston Tower?*
- *What kind of local projects or collaborations could help find solutions to these ideas, so that everyone's ideas help us innovate?*

A summary of some of the key feedback received from this session can be found below:

- Local people would like Euston Tower to have a year-round programme of attractions aimed at the local level. These should be fun events and/or installations for all age groups which celebrate local character and encourage a sense of community.
- Local people would like Euston Tower to champion an inclusive, welcoming, and affordable offer.
- The public floors at Euston Tower should have a range of free and accessible facilities.
- Local people would also like Euston Tower to be a place where information can be accessed (and imparted).



- Local people would like to see Euston Tower offer skills, training, and employment pathways to local people. Through our discussions they outline three different types of offer that could be explored:
 - Local training - leisure/sports activities
 - Local training - skills and employment
 - Training and employment partnerships
- Local people would like to see Euston Tower act as a leader in communicating and spotlighting community offers from across the Knowledge Quarter.
- Local people feel that Euston Tower should be a place that provides more greenery to the area and where environmental issues can be studied.
- The proposals for public spaces and Neighbourhood Lab concept were generally well received, but there was some scepticism as to whether it was ‘too good to be true’.

As outlined in the Public Use Framework, a detailed programme of activities for the Neighbourhood Lab can only be determined in partnership with an operator who will take on the management of the space once built. This feedback, alongside ongoing engagement that will continue should planning permission be granted, will be used to shape the operator’s brief for the Neighbourhood Lab.



Images from Spaces from public use and programming workshop event

DEVELOPMENT MANAGEMENT FORUM (DMF)

The details on the developed proposals were also presented at a Development Management Forum (DMF), which was arranged by LBC on Wednesday 18 October at the Magic Circle, 12 Stephenson Way, for local residents and businesses.

This meeting was set up in order to provide local people with an opportunity to find out more about the proposals and put forward any questions they had about the proposals for Euston Tower. Information about the proposals was presented, covering details of the developing proposals of the project, as well as the public benefits that the proposals could bring. Furthermore, information was presented about a potential site that would fulfil the housing provision required for Euston Tower.

Approximately 10 people attended the DMF. Questions were raised on the night to LBC and answered by either LBC officers or the project team.

While LBC undertook its own publicity of the DMF, this was supported by the project team through email to the stakeholders mailing list to signpost the upcoming DMF, as well as a notice being made online on



the home page of the dedicated website notifying visitors that the DMF was taking place (See Appendix AH).

A summary of some of the questions and topics of conversation raised can be seen below:

- Clarification was sought on the render colours as well as what the cladding was made of
- Confirmation was requested on the actual demand for office space when the building is finished
- A question was raised on whether the current F&B providers return once Euston Tower is built
- The need for faith space, for Muslim women in particular, was highlighted
- Clarification was requested on '50% of self-contained housing' and why housing was not considered in Euston Tower
- Request was made on having play spaces for young children.
- Confirmation was requested regarding the types of offices/lab spaces provided in the building, and how the proposals would entice people to come into work and not work from home.

The Applicant's responses to these questions and how they informed design can be seen below.

FURTHER MEETINGS

A number of meetings and conversations were also held with local stakeholders and community representatives throughout this third stage of engagement as the developed proposals for Euston Tower were being presented.

Direct neighbour engagement

Included within these meetings were a series of sessions that took place with residents of the Triton Building at 20 Brock Street, to discuss the proposed development.

These sessions included an in-person presentation that took place just before the third stage of engagement commenced. It was open for any Triton Building residents to come and talk to members of the project team and view the proposals. Following this session, an online meeting was held after the in-person exhibition events had taken place to take residents through the developed proposals. These events took place on:

- Thursday 28 September, 6-8pm, in-person session at 338 Euston Road, attended by **8 people**
- Tuesday 24 October, 6-8pm (online session via Zoom), attended by **7 people**

These sessions were promoted by a letter-drop sent via the concierge to each flat within the Triton Building, as well as posters placed in lift lobbies to further encourage attendance (See Appendix AK for the posters and Appendix AL for the letters issued).

Following this, a number of individual follow-up sessions took place with Triton Building residents, which are captured in the 'further meetings' section below.

Further meetings

A table of these additional meetings with community organisations and representatives, and a summary of key topics discussed, can be found below.



| Details | Date and location | Topics of discussion |
|---|--|---|
| Triton Building resident's in-person drop-in | Thursday 28 September, 6-8pm, at 338 Euston Road | <ul style="list-style-type: none">• Improved landscaping on Brock Street.• Impact of development on sight lines from flats.• Community uses to encourage more people to the area.• Impact of construction on residents in terms of noise, dust, etc. |
| Triton Building resident's online meeting | Tuesday 24 October, 6-8pm, online session via Zoom | <ul style="list-style-type: none">• Need for development.• Impact on service charges from now until construction, during construction, and on completion.• Public realm improvements on Triton Street.• Discussion of views provided from balcony views. |
| Creative Producers | 30 October 2023, 6-8pm | <ul style="list-style-type: none">• The developed designs were shared with the Creative producers, whose project contributed to stage one of the engagement process. The Creative Producers shared that the proposals were aesthetically pleasing, with the planting and greenery welcomed.• Questions about the café operators, the roof, potential for publicly accessible computer rooms.• Happy to see the flexible spaces on the ground floor and public realm |
| Camden's People Theatre (CPT) | 31 October 2023, 2pm-4pm | <ul style="list-style-type: none">• CPT shared that it was important to make the café an affordable space.• Questions about the need for more theatre space, and how the business models will work.• Important to reactivate the space, ensuring it's free, accessible, and welcoming. |
| Meeting with Triton Building resident | Wednesday 8 November, 3.30-4.30pm | <ul style="list-style-type: none">• Serious concerns were expressed over the impact of massing of views to Triton Building residents• Question over the quantum of floorspace• Level of space for lab-enabled space• Question over the approach to sustainability• Demand of office space in current climate |
| HW Fisher | 14 November 2023 | <ul style="list-style-type: none">• Overview of 7-9 William Road |



| | | |
|---------------------------|------------------|--|
| | | <p>proposals.</p> <ul style="list-style-type: none">• Discussion of construction timeframes and WH Fisher lease period.• Question over proposed roof access• Question over whether 7-9 William Road would be left vacant at any point during construction |
| Euston Town BID | 15 November 2023 | <ul style="list-style-type: none">• Discussion over the height of 7-9 William Road and whether more homes could be provided• Suggested engagement should be pursued with Camden People's Theatre to help inform local partnerships and jobs• Demand of office space in current climate• Provision of affordable workspaces |
| Regent's Park CAAC | 6 December 2023 | <ul style="list-style-type: none">• Discussion regarding environmental targets (net zero)• Approaches to construction with reuse the of glass facades and concrete elements.• Favourable towards design compared to previous iterations.• Concerns over width of building• Positive towards public realm proposals• Positive towards introduction of sound buffering from Euston Road.• Positive response to the water feature and for this to be supplied with recycled water from the building |

As of writing, further meetings are being organised with the Bloomsbury Association and Bloomsbury CAAC. The full list of meetings that took place with LBC and statutory consultees can be seen in Appendix A.

SUMMARY OF FEEDBACK

Following the first stage of engagement, all comments received were analysed and fed back to the project team to inform the proposals for the site. This section therefore summarises the feedback received by the project team. A summary of engagement from these activities can be seen below:

- **190 people** attended the exhibition events
- **17 responses** to the feedback forms were completed
- **All 17 people** who completed the feedback forms were local residents or attended a previous engagement event



Aside from the main engagement activities, feedback has also been received by email, and the project team has endeavoured to respond in detail to all comments and questions received.

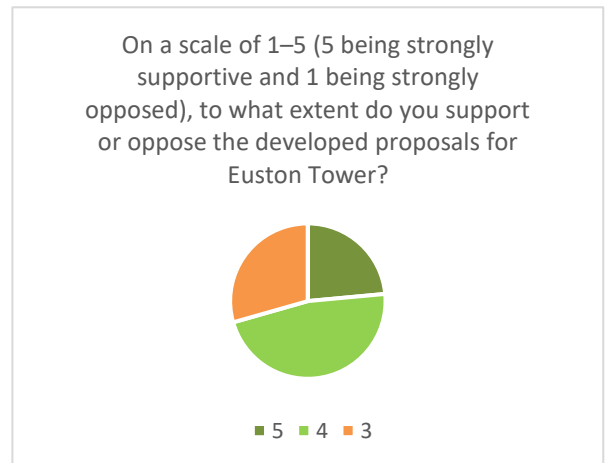
A summary of key feedback received can be found below:

- **71%** of people supported or strongly supported the developed proposals for Euston Tower, with no-one saying they were opposed
- **71%** of people supported or strongly supported the revised proposals of the Euston Tower building
- **60%** of people agreed or strongly agreed that the developed proposals for the public realm have responded to feedback from the local community

An analysis of responses to key questions asked in the printed and online feedback forms are listed below.

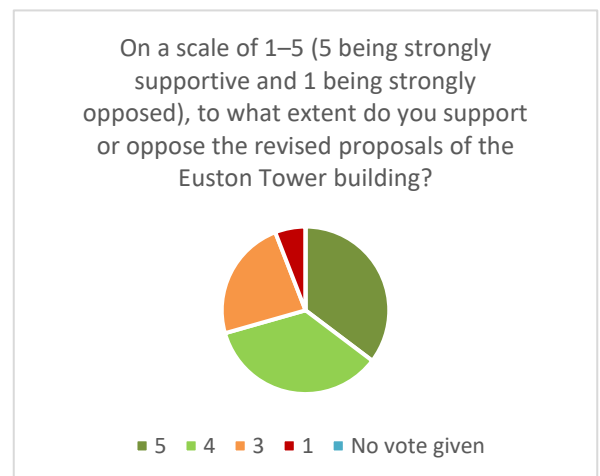
On a scale of 1–5 (5 being strongly supportive and 1 being strongly opposed), to what extent do you support or oppose the developed proposals for Euston Tower?

- All 17 respondents left an answer for this question:
 - 4 respondents gave an answer of '5'
 - 14 respondents gave an answer of '4'
 - 7 respondents gave an answer of '3'
- Overall, respondents were very receptive towards the design of the building and stated that it would be an 'upgrade' to the area and the current condition of the building. Other respondents stated that they wanted to see the building as eco-friendly and self-sustaining as possible.
- Concerns were raised on the heights and impacts of the increased massing of the building to local residential blocks, including the Triton Building.
- Some respondents requested to see quiet spaces inside the building for undisturbed working.



On a scale of 1–5 (5 being strongly supportive and 1 being strongly opposed), to what extent do you support or oppose the revised proposals of the Euston Tower building?

- 17 respondents left an answer for this question:
 - 6 respondents gave an answer of '5'
 - 6 respondents gave an answer of '4'
 - 3 respondents gave an answer of '3'
 - 1 respondent gave an answer of '1'



What kind of local ideas and innovations would you like to see explored in Euston Tower?

- Many suggestions were made on local ideas and innovations they would like to see explored within the building. These included community spaces such as:



- Creative spaces
- Gyms
- Libraries
- Cinemas / theatres
- Restaurants
- Links to local schools
- Sustainability and indoor arboretum
- One respondent stated that the Neighbourhood Lab should respond to local demand by including space for the arts rather than focusing solely on spaces for science and technology – with a suggestion that art could be used as a tool for communicating activity going on in the tech and science labs to ensure greater collaboration between both sectors.
- A further suggestion was to collaborate with the London Business School and UCL to have activities and lectures hosted within Euston Tower, as well as research participation from these and other similar institutions in the lab-enabled spaces.

What local projects or collaborations could help explore and find solutions to these ideas, so that everyone's contributions help us innovate?

- Suggestions for organisations and other collaboration opportunities to achieve these aims included:
 - Local community groups
 - Youth and old age groups
 - Family and cultural groups
 - Community Champions
 - Third sector / charity involvement
 - Workshops with local schools
 - Educational institutions

What kind of things would you like to see happening across the public floors of Euston Tower?

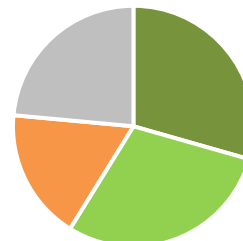
- Suggestions included:
 - Physical activity and performance spaces for activities such as poetry nights, arts workshops etc
 - Library space with bookable areas (and access to Wi-Fi)
 - Bookable community spaces free for local groups
 - Theatre / cinema
 - Community spaces and community garden
 - Public access to the top of the tower
 - A hub to book courses to learn new skills, online and in-person.
- Further suggestions included having research participation to invite local people and those working in the building to see what kind of research the local academic institution professors are conducting and how they can get involved and contribute.
- In the open space, other suggestions included having events spotlighted and championed for the work they do locally, and to consider ways in which local people can share their unique experiences of overcoming adversity to uplift people and nurture a sense of community.



On a scale of 1-5 (5 being strongly supportive and 1 being strongly opposed), to what extent do you agree/disagree that the developed proposals for the public realm have responded to feedback from the local community?

- 13 respondents answered this question, with 4 deciding not to answer:
 - 5 respondents gave an answer of '5'
 - 5 respondents gave an answer of '4'
 - 3 respondents gave an answer of '3'
- Generally, respondents were in favour of the proposals, particularly on how the spaces could be used in the summer, as well as the ponds, use of water, and the introduction of trees.
- Meanwhile, one respondent stated that they would reserve judgment until any development is complete to see if feedback has been fully incorporated.

On a scale of 1-5 (5 being strongly supportive and 1 being strongly opposed), to what extent do you agree/disagree that the developed proposals for the public realm have responded to feedback from the local community?



■ 5 ■ 4 ■ 3 ■ No vote given

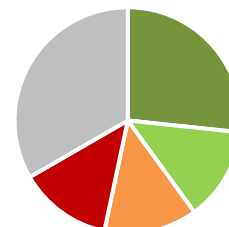
We are proposing a new civic square that could be used for events, learning, screenings and more. What activities that benefit local people would you like to see in this space?

- Suggestions included:
 - Film screenings
 - Market stalls / pop-up food halls
 - Community garden
 - Vintage clothing markets
 - Open air theatre for performances and talks
 - Art Gallery
- One respondent wanted to see how the outdoor spaces would be used in the winter as well as how the spaces would encourage and signpost activities taking place within the interiors of the building.

On a scale of 1–5 (5 being strongly supportive and 1 being strongly opposed), to what extent do you agree/disagree that 7-9 William Road is an appropriate site for delivering nine affordable homes?

- In total, 12 responses were received, with five choosing not to respond.
 - 4 respondents gave an answer of '5'
 - 3 respondents gave an answer of '4'
 - 3 respondents gave an answer of '3'
 - 2 respondents gave an answer of '1'

On a scale of 1–5 (5 being strongly supportive and 1 being strongly opposed), to what extent do you agree/disagree that 7-9 William Road is an appropriate site for delivering nine affordable homes?



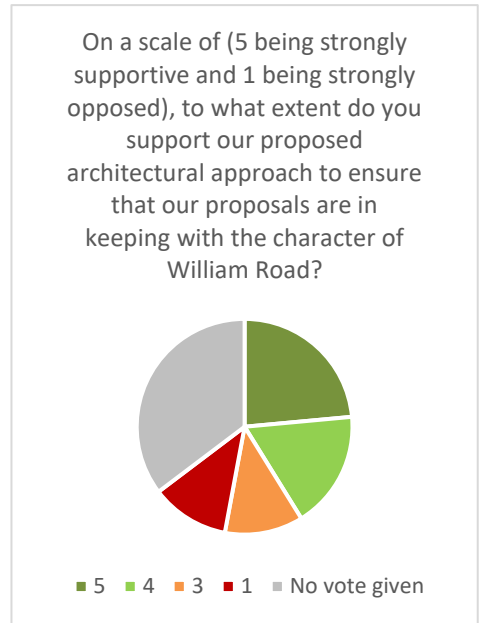
■ 5 ■ 4 ■ 3 ■ 1 ■ No vote given



On a scale of (5 being strongly supportive and 1 being strongly opposed), to what extent do you support our proposed architectural approach to ensure that our proposals are in keeping with the character of William Road?

- In total, 11 responses were received, with six choosing not to respond.
 - 4 respondents gave an answer of '5'
 - 3 respondents gave an answer of '4'
 - 2 respondents gave an answer of '3'
 - 2 respondents gave an answer of '1'

A summary of these themes of feedback and the responses from the project team can be seen in the below table.



STAGE 3: FEEDBACK AND RESPONSE

Feedback from the local community was received throughout this stage of engagement. A summary of this feedback and how it went on to influence the proposals for Euston Tower can be found below.

| Feedback | Project team's response |
|---|--|
| Design of the building | |
| <p>The height and width of the proposals.</p> <p>Some respondents and nearby residents raised concerns over the proposed increase in widths of Euston Tower.</p> | <p>In the second stage of engagement, the proposals for Euston Tower included a northern elevation width of 58.2m.</p> <p>However, to enhance the public realm along Hampstead Road, maintain medium range views of the BT Tower from Hampstead Road and reduce its impact on long range views from Regent's Park and Primrose Hill, we reduced the width of the building (by just under 3m) from the designs previously presented.</p> <p>Concerns were raised by near neighbours in the Triton Building about the impact the proposals would have on their views of the London skyline as well as impacts on daylight and sunlight to the south facing apartments. These impacts have been assessed in detail and are set out in the daylight and sunlight assessment, which accompanies the planning application.</p> |
| The Neighbourhood Lab | |
| <p>Year-round programme of events and attractions.</p> <p>Some local stakeholders shared that they would like to see Euston Tower lead in raising awareness of the benefits the Knowledge Quarter can bring to local people.</p> | <p>The Applicant is a member of the Knowledge Quarter, and will explore how this may be accommodated for in the operation of the reimagined Euston Tower.</p> |
| <p>Skills, training, and employment pathways offered to local people.</p> <p>Local stakeholders expressed their interest in the reimagined Euston Tower offering skills, training and employment pathways for local people.</p> | <p>These will be offered through the following ways:</p> <ul style="list-style-type: none"> • The project team will work with King's Cross Construction Skills Centre (KCCSC) to offer job, apprenticeship, and training opportunities which, where possible, will target unemployed and job-seeking residents of LBC. • Training opportunities will be delivered both in the construction and operational phase. This includes 150 apprenticeships (which may include training towards a T Level qualification) and 45 two-week work experience placements.* • The project team will utilise existing partnerships within Regent's Place to ensure that their employment and skills programme is accessible to everyone, including those facing |



| | |
|---|--|
| | <p>the greatest barriers to employment, or who programmes typically struggle to reach.</p> <ul style="list-style-type: none">• The project team will determine the most effective delivery method to create a tailored STEAM employment and skills programme which produces bespoke industry specific apprenticeships or training towards T-level qualifications. <p>More information on these opportunities and pathways can be seen in the Employment and Skills Strategy, submitted as part of this application.</p> <p><i>*Please note that these numbers are based on the current estimated build cost and are subject to change.</i></p> |
| <p>Free and accessible facilities within the podium space.</p> <p>Several stakeholders shared that they are keen to see free-to-access spaces and services at the reimagined Euston Tower, such as:</p> <ul style="list-style-type: none">• Quiet places to study• Free wi-fi• Gathering spaces for events and celebrations• Play areas for kids with adult offering nearby• Meeting rooms | <p>The Applicant is committed to delivering a variety of spaces for use by the local community with free access, including free wi-fi.</p> |
| <p>Opportunities for information sharing.</p> <p>Some stakeholders shared an interest in the project facilitating information sharing in the local community that may involve local schools, libraries etc.</p> | <p>The Neighbourhood Lab includes a variety of flexible spaces that may be used in this way. Additionally, the Applicant will explore events of this nature as part of the programming for the interior and exterior public spaces.</p> |
| <p>Construction and servicing</p> | |
| <p>Concerns regarding the impact construction will have on the local community.</p> <p>Several stakeholders raised concerns about the impact of construction works on the local community and emissions from construction vehicles.</p> | <p>Demolition and construction will be among the most significant noise generating activities. These activities will be limited to hours agreed with LBC. Noise mitigation measures will include regular monitoring, installing acoustic barriers, and providing a dedicated contact for neighbours to report any issues.</p> <p>Additionally, all contractors appointed will be required to be members of the 'Considerate Constructors' scheme. Members of the scheme are required to respect the local community, care for the environment, and protect their workforce.</p> |

| | |
|--|---|
| | <p>There will be regular communication with near neighbours impacted by construction so that they are kept informed and have the opportunity to raise any concerns directly with the Applicant.</p> <p>A Construction Management Plan (CMP) has been submitted as part of the planning application which will further outline the measures the Applicant will take to limit the impact of construction on the local community.</p> |
| <p>Construction-related traffic.</p> <p>Specific concerns were raised regarding how construction lorries would access the site.</p> | <p>The Construction Management Plan outlines the arrangements which propose that lorries access the Euston Road exit slip road before leaving through the Hampstead Road northbound exit. If required, road/traffic diversions may be introduced. All arrangements within the CMP are subject to agreement with LBC and TfL prior to works commencing.</p> |
| <p>Servicing.</p> <p>Further information on servicing arrangements was requested by a number of stakeholders.</p> | <p>The building will be serviced through the shared basement via the existing access ramp to the west of 1 Triton Square. Occasionally, gas bottle deliveries will need to be made from Brock Street.</p> <p>When compared to the existing arrangements, it is expected that there will be an increase of four delivery and servicing vehicles during peak hours in the morning and evening.</p> <p>To mitigate against the impacts that delivery and servicing vehicles have on near neighbours, activities will be scheduled for agreed hours of operation where possible.</p> <p>More details on this are provided in the Construction Management Plan, submitted as part of the planning application.</p> |
| <p>Impacts construction has on pedestrian routes.</p> <p>Some concerns were raised over the construction works impacting pedestrian routes – potentially cutting off access ways and routes while construction is taking place.</p> | <p>The impacts that construction work will have on nearby pedestrian routes have been considered in the Construction Management Plan (submitted as part of the Application), and walking routes will continue to be provided. Any impacts will be communicated to near neighbours with advance notice.</p> |
| <p>Existing outlets on Regent's Place Plaza.</p> <p>Some event attendees questioned what would happen to the existing retail units on Regent's Place Plaza should planning permission be granted (such as the Starbucks and Pret a Manger).</p> | <p>The outlets at the bottom of Euston Tower will be closed during any works. These businesses have been informed of potential upcoming works and British Land's Property Management team remains in regular contact with them.</p> <p>A range of potential cafes and restaurants will continue to be provided at Regent's Place during construction, and we improve on this offer once the works are completed.</p> |



| Housing | |
|--|--|
| Housing provision Respondents were positive about the potential to deliver housing off-site at 7-9 William Road. | <p>A potential off-site housing solution at 7-9 William Road to provide nine affordable homes was presented as part of this stage of engagement, following discussions with LBC.</p> <p>However, following further discussions with the Council, it has been concluded there is a potential to deliver more affordable housing within the borough through a Payment in Lieu to be directed towards the delivery of a Council owned donor site, to be secured via Section 106 legal agreement. Discussions with LBC will continue post-submission of the application and further updates will be communicated as necessary.</p> |

The developed proposals for Euston Tower, influenced by the feedback received throughout every stage of engagement, were refined, and form the basis of the planning application. Furthermore, insights from the public use and programming workshop informed the Public Use Framework document which has been submitted as part of the planning application.

Many aspects of the proposals for Euston Tower have been shaped through co-design and in close working with the local community and include benefits to and opportunities for the local community. They will develop and refine over time through continual engagement with the local community, London Borough of Camden, and potential users and occupiers of the reimagined Euston Tower.



9. SUMMARY AND NEXT STEPS



9. Summary and Next Steps

The Applicant has undertaken an extensive community engagement and co-design process over three stages between December 2022 and November 2023. The Applicant would like to thank the local community and others who have taken the time to participate in the programme, ask questions and provide feedback.

The comments and feedback raised by over 570 people who have engaged with the team, including local residents, community groups, local businesses and other neighbours, have directly influenced the proposals for Euston Tower. A summary of design updates, which the community engagement co-design process informed, include:

- A colourful design of the building
- Spaces for events that could be used by and for the local community, including the movement of this space to the ground floor from the second floor
- Space for arts and culture activation, as well as for families
- Better accessibility and connectivity between Euston Tower and the local area
- Shelter from the wind and rain both through the design of the podium spaces and through the trees and planting on Regent's Place Plaza
- Ambition to provide water features and spaces for play in the public realm
- Spaces for arts and culture activation to offer skills, training, and employment pathways to local people
- More greening and planting in Euston Tower
- More trees, planting and greening in the public realm
- Accessibility for wheelchair users
- Lighting and safety across the public realm

The Applicant understands the importance of also addressing the housing crisis in Camden. To address this, a potential off-site housing solution at 7-9 William Road to provide nine affordable units was presented as part of the third stage of engagement, following discussions with LB Camden.

However, following further discussions with the Council, it has been concluded there is a potential to deliver more affordable housing within the borough, through a Payment in Lieu to be directed towards the delivery of a Council owned donor site, to be secured via Section 106 legal agreement. Discussions with LBC will continue post-submission of the application and further updates will be communicated as necessary.

ONGOING ENGAGEMENT

Community engagement will continue through the planning application into the long-term. Discussions with LBC and statutory consultees (including TfL) remain ongoing, and the project team will continue to engage with the local community and host further meetings as requested.

Following the submission of the planning application to LBC, there are various stages it needs to go through. This includes statutory consultation, led by LBC, where the planning documents will be made publicly available and representations can be made to the council.

Should planning permission be granted, the Applicant is committed to maintaining engagement with near neighbours that may be impacted by construction so that they are kept informed and have the opportunity to raise any concerns directly with the project team. This will include through the establishment of a Construction Working Group (CWG).



In addition, conversations on the specification, programming, activities and management of the Neighbourhood Lab are ongoing and there will be continued engagement, should planning permission be granted, with the local community, London Borough of Camden, and potential users and occupiers of the reimagined Euston Tower prior to completion. This will ensure that the Neighbourhood Lab aligns with local priorities at the time of opening.

The Applicant is committed to creating a long-lasting, positive social impact through every stage of the project life cycle, building on their wider social impact work at Regent's Place, including their Bright Light's skills and employment programme. There will be community engagement and outreach to ensure that opportunities to get involved and take part in programmes are open to everyone. This will include STEAM apprenticeship and T Level opportunities during construction and operation.



View of how the public realm outside Euston Tower could look on completion



10. APPENDICES



10. Appendices

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Appendix A: Table of statutory consultees and LBC meetings

| Date | Stakeholder | Item |
|------------------|-----------------------|---|
| 10 February 2022 | LBC | High Level Meeting |
| 26 April 2022 | LBC | High Level Meeting |
| 24 May 2022 | LBC | High Level Meeting |
| 23 August 2022 | LBC | Site visit and design principles workshop |
| 12 October 2022 | LBC | Sustainability workshop |
| 15 November 2022 | LBC | Pure Design public realm, reflecting on Publica's document, 2019 |
| 30 November 2022 | LBC | Pure Design – form of the building from key views and publicly accessible areas within Euston Tower |
| 8 December 2022 | LBC | Re-use of the existing building part 1 |
| 20 December 2022 | LBC | Re-use of the existing building part 2 |
| 27 January 2023 | LBC | Re-use of the existing building part 3 |
| 31 January 2023 | LBC | Pure Design – floor area layouts for life science and publicly accessible spaces |
| 7 February 2023 | LBC | Pure Design – form of the building/ external appearance, micro-climate |
| 21 February 2023 | LBC | Re-use of the existing building part 4 |
| 28 February 2023 | LBC | Design (views) |
| 3 March 2023 | LBC | Strategic planning meeting with managers |
| 7 March 2023 | LBC | Wind and microclimate |
| 14 March 2023 | LBC | Design (views) – at Cityscape |
| 16 March 2023 | LBC | Wind and microclimate |
| 13 April 2023 | LBC | Design (precedents) |
| 18 April 2023 | LBC | Re-use of the existing building part 4 |
| 28 April 2023 | LBC | Strategic planning meeting with managers |
| 3 May 2023 | LBC | Design / feasibility / public benefits |
| 16 May 2023 | LBC | Circular Economy |
| 24 May 2023 | LBC | Transport |
| 26 May 2023 | LBC / DRP | DRP (1 st) |
| 6 June 2023 | LBC | Housing (initial discussion) |
| 12 June 2023 | LBC / Strategic Panel | Strategic Panel |
| 15 June 2023 | GLA | GLA (Overview Meeting) |
| 28 June 2023 | LBC | Design (and site visit) |
| 3 July 2023 | TfL | TFL |
| 11 July 2023 | LBC | Design workshop |
| 21 July 2023 | LBC | Strategic planning meeting with managers |
| 8 August 2023 | LBC | Design workshop |



| Date | Stakeholder | Item |
|-------------------|------------------|---|
| 8 August 2023 | LBC | Housing meeting no. 1 (7-9 William Road) |
| 10 August 2023 | GLA | GLA (Views) |
| 23 August 2023 | LBC | Design workshop |
| 25 August 2023 | LBC | Strategic planning meeting with managers |
| 5 September 2023 | LBC | Design Workshop |
| 7 September 2023 | TfL | Construction Discussion |
| 19 September 2023 | LBC | Design, podium and Landscaping |
| 20 September 2023 | GLA | Sustainability / Energy / WLC and Circular Economy |
| 25 September 2023 | TfL | Follow Up Meeting |
| 26 September 2023 | LBC | Housing meeting no. 2 (7-9 William Road) |
| 27 September 2023 | Historic England | Historic England (TBC) |
| 29 September 2023 | LBC | Second Design Review Panel on the proposals |
| 6 October 2023 | LBC | Strategic Meeting |
| 11 October 2023 | LBC | Key Missions Meeting (ahead of DMF) |
| 18 October 2023 | LBC | Housing meeting no. 3 (7-9 William Road) |
| 18 October 2023 | LBC / DMF | Development Management Forum |
| 3 November 2023 | TfL / LUL / CR2 | Follow up meeting |
| 14 November 2023 | LBC | S106 HoT Meeting |
| 16 November 2023 | LBC | EHO Meeting, proposed building ventilation strategy |
| 27 November 2023 | LBC | Developer's Briefing |

Community Engagement & Social Impact Strategy

Euston Tower



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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

A photograph of a modern building courtyard. In the foreground, a large, leafy green tree is partially visible. Below it, a glass-walled structure with a dark roof is supported by white columns. People are walking and sitting in the courtyard. A woman with long red hair is sitting on a concrete ledge in the foreground. A man in a light-colored jacket is walking towards the camera. A woman in a black top and patterned skirt is walking away. The background shows a modern building with large glass windows. The text '02 Approach to community engagement' is overlaid in white on the image.

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 Consultants 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

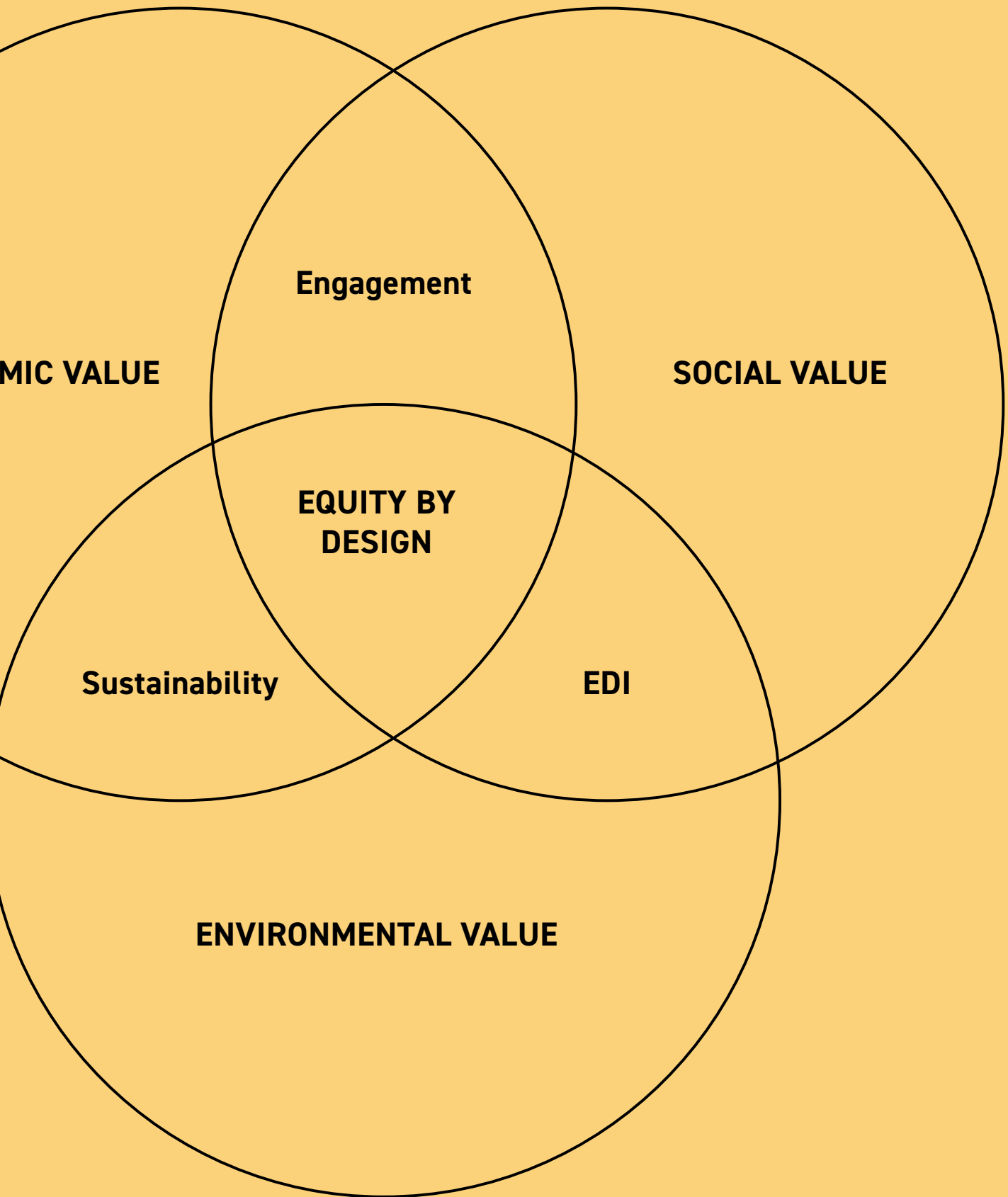
Impact: We want every project to leave a positive legacy for individuals and communities.

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

ECONO



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, larger 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 Camde 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 building 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, 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?”*



A photograph of two women standing in a modern architectural courtyard. The woman on the left has curly hair and is wearing a blue and white striped long-sleeved shirt and a dark blue skirt. The woman on the right has long dark hair and is wearing a light grey sweater and dark pants. They are both looking towards the right. The background features a large, intricate wooden lattice structure that forms a series of overlapping triangles. In the distance, other people can be seen walking around. The overall atmosphere is bright and contemporary.

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.

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 Areas, [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: 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 2011-211, 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 PROFILE

Key Quotes from Document:

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, Bangladeshis 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. Froggnal 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.

12.9% of Camden enterprises had a turnover of £1m or more in 2021, higher than for businesses in London (10.3%) and the UK (9.5%), but lower than Central London (15.6%). Camden ranks 4th in London after the City (26.1%), Westminster (21.0%) and Southwark (13.0%), while **Camden ranks 12th overall in the UK.**

Camden specialises in highly skilled, high value parts of the economy such as law, management consultancy and advertising. The largest industrial sector in Camden is Professional, Scientific & Technical enterprises that make up 28% of enterprises in Camden, compared with 20% in Greater London. The sector includes legal, management consultancy, architectural and engineering practices, scientific research and advertising/market research.

Geographically, **60% of jobs are located in the central London portion of Camden**, i.e. to the south of Euston Road. A quarter of jobs (24%) are concentrated in the central **Camden Town/Euston/Regent's Park/Somers Town areas**; while the remainder of Camden's jobs.

The 2011 Census told us about where people work compared to where they live. This showed that 21% of Camden residents lived and worked in Camden, while a further 14% work mainly at/from home. The majority of Camden-resident workers (58%) travelled outside the borough to work, with the most common destinations being other London boroughs (57%), with 27% who worked in Westminster or the City.

91% of people for whom Camden is their workplace lived outside. The majority (70%) were resident in other London boroughs, the highest proportion from Barnet, Islington, Haringey and Lambeth. From outside London, the top five commutes were from St Albans, Hertsmere, Epping Forest, Dacorum and Watford. Between 2001 and 2011, there was a 20% growth in Camden residents in employment (from 91,900 to 110,200) and a 10% growth in the number of people being employed in Camden (from 227,700 to 250,000).

Camden has the third most valuable commercial property estate in London after Westminster and the City. Business premises in Camden were valued at £1.58bn in aggregate for the purposes of business rates in September 2021 (slightly lower than £1.62bn and £1.59bn in September 2019 and 2020). This is the third highest total of London boroughs after Westminster and the City⁵⁷ and sees Camden's share of London rateable value fall slightly from 7.86% to 7.84%.

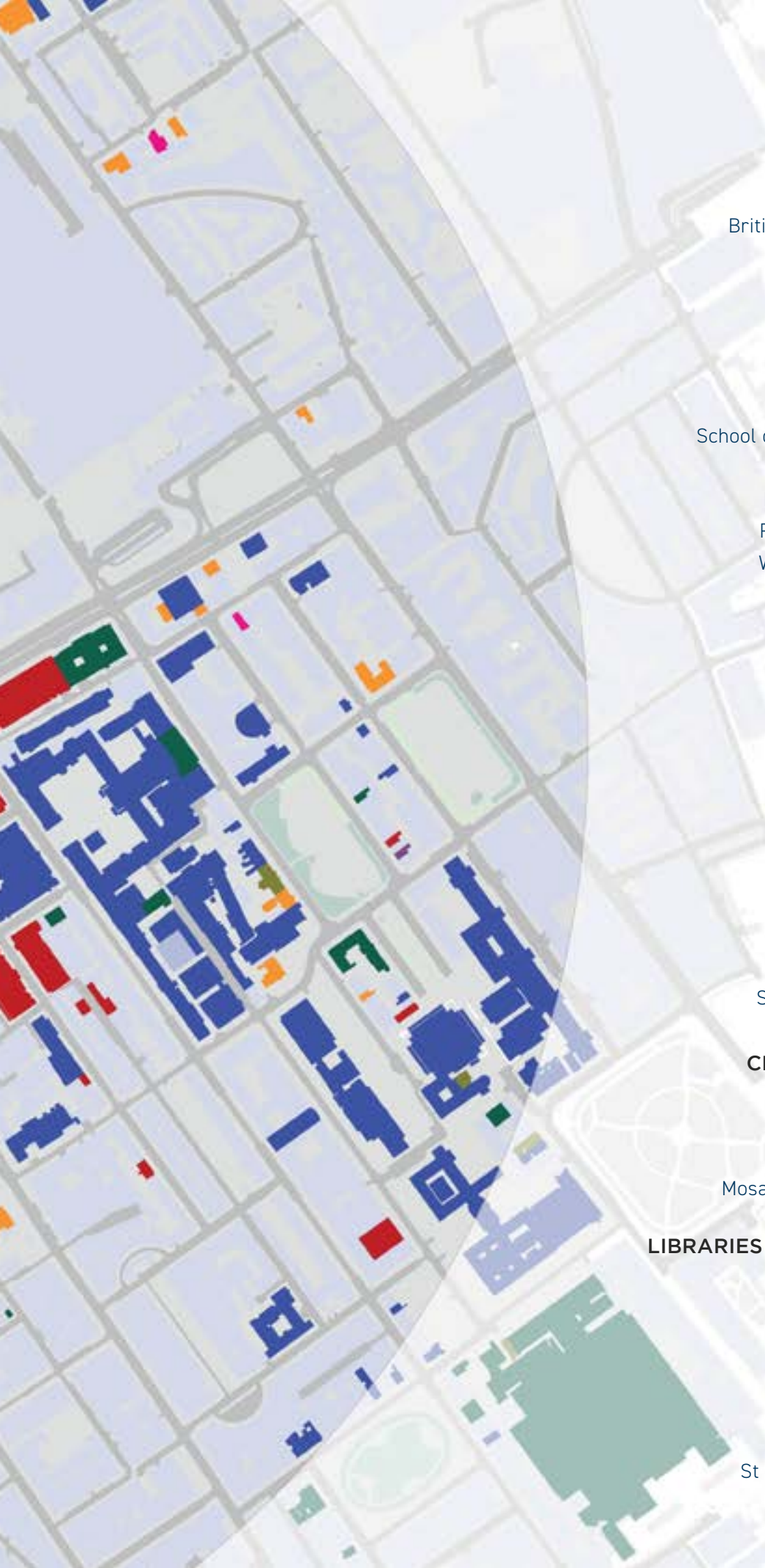
Stakeholder Mapping - London Borough of Camden

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

These can be found in the appendix on page 82.

SITE WIDE CONTEXT MAP





HEALTH AND WELLEING

- 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**

CHARATIES & COMMUNITY GROUPS

- Surma Community Centre **a**
- Third Age Project **b**
- Mosaic LGBT+ Young Persons Trust **c**

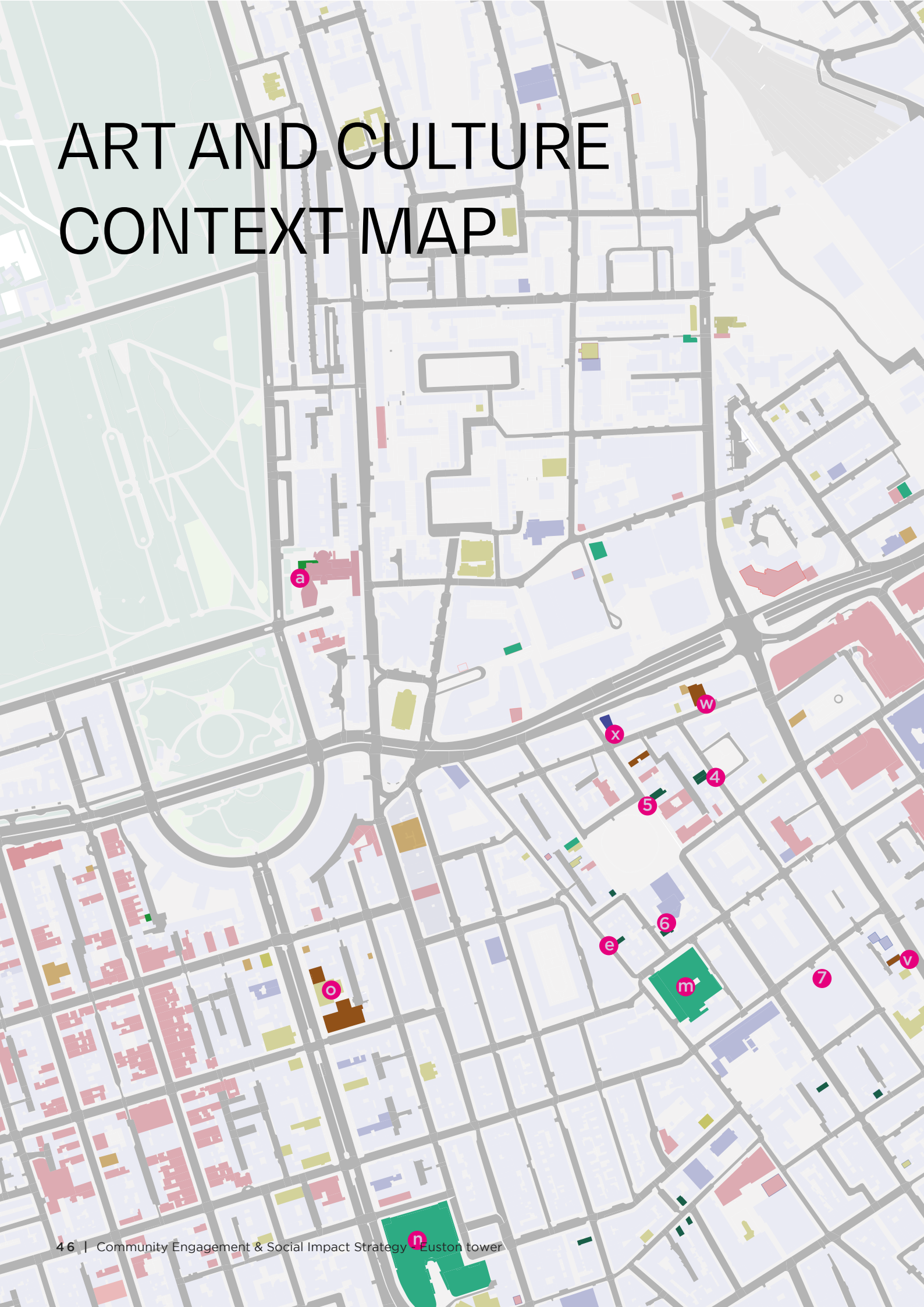
LIBRARIES AND DIGITAL LEARNING

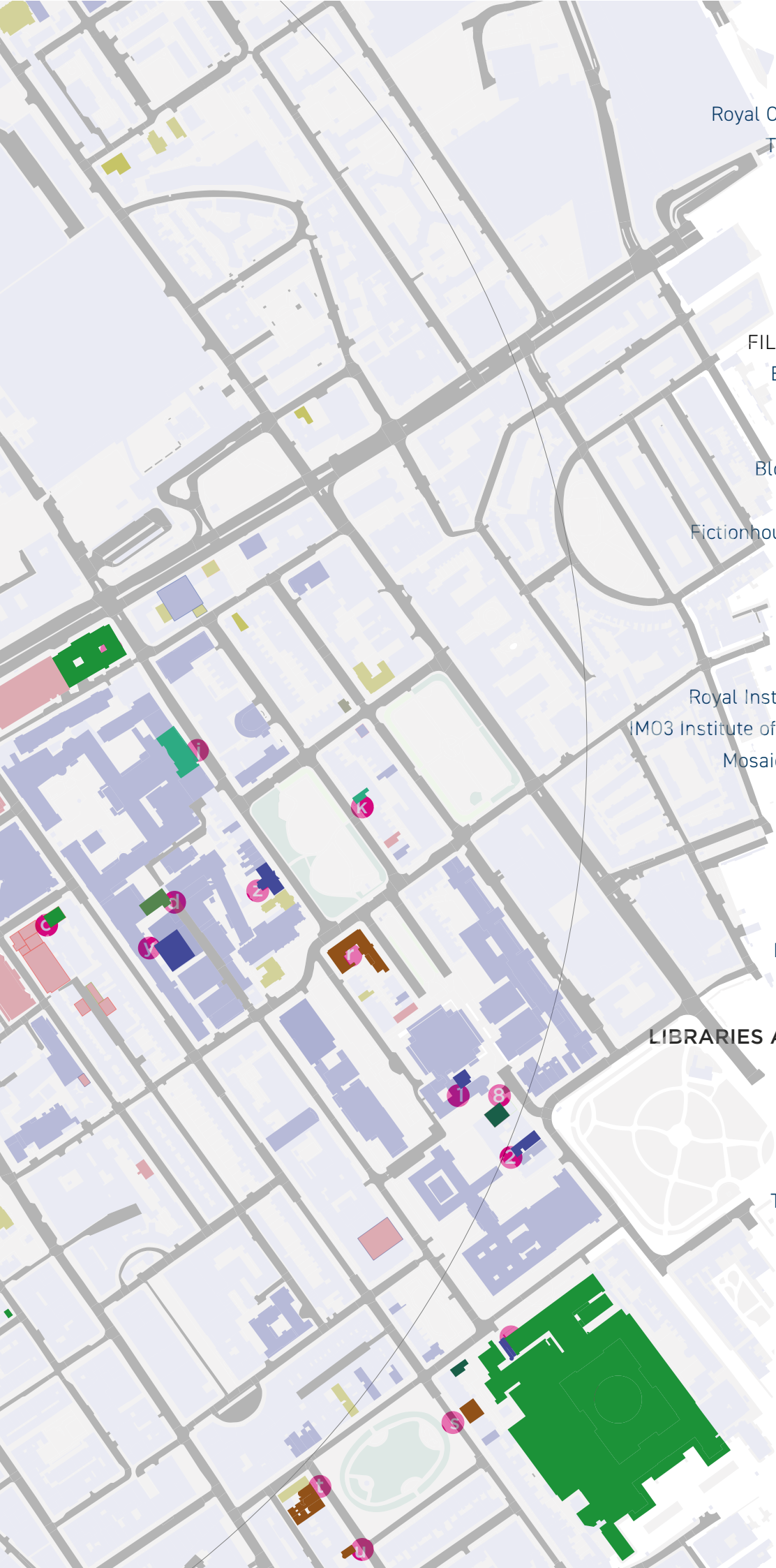
- UCL Science Library **a**
- The Weiner Holocaust Library **b**
- British Museum Library **c**

PLACES OF WORSHIP

- Holy Trinity Church **a**
- St Mary Magdeline, Regents Park **b**
- St Georges Cathedral **c**

ART AND 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**

INSTITUTIONS

- 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**

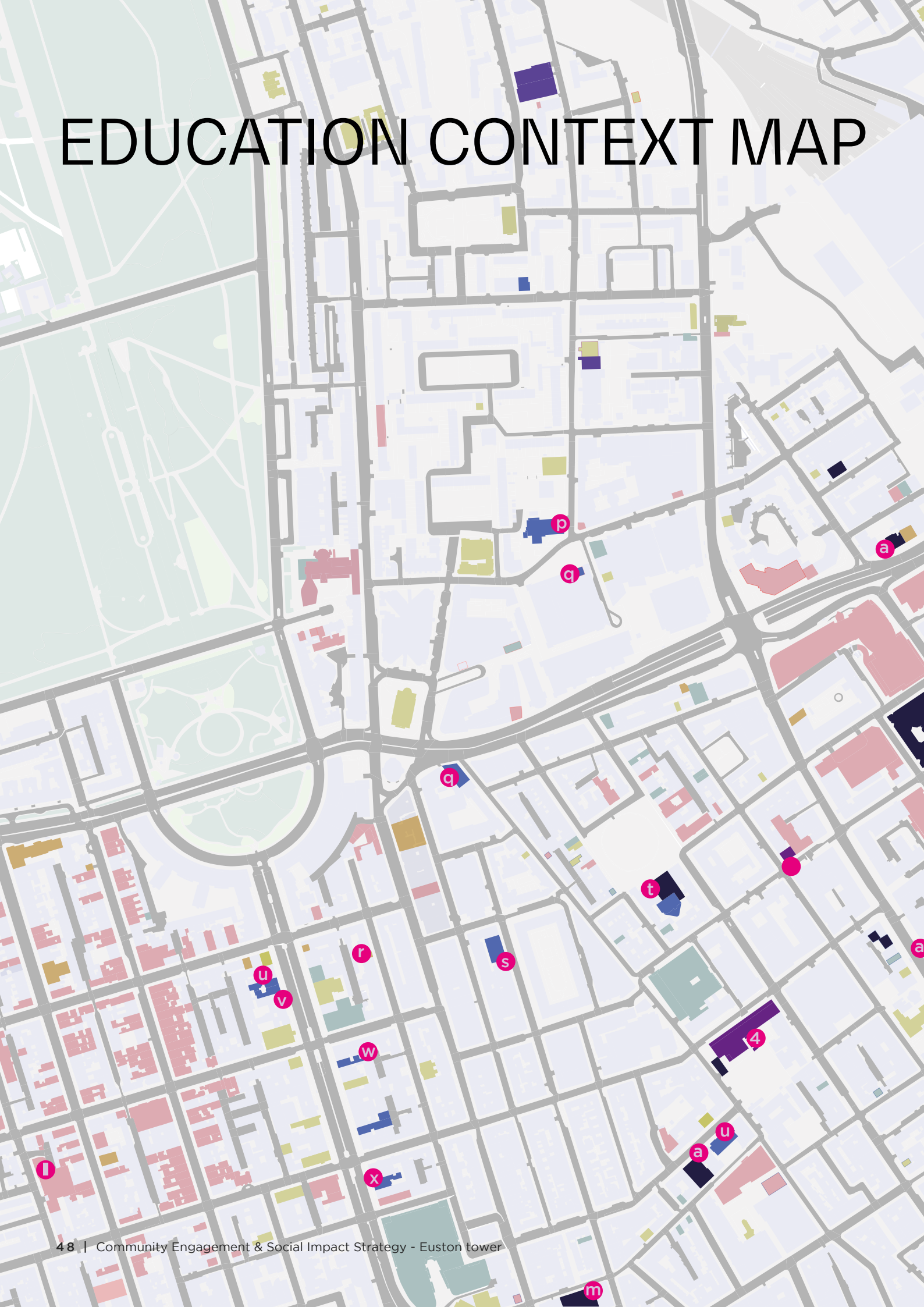
LIBRARIES AND DIGITAL LEARNING

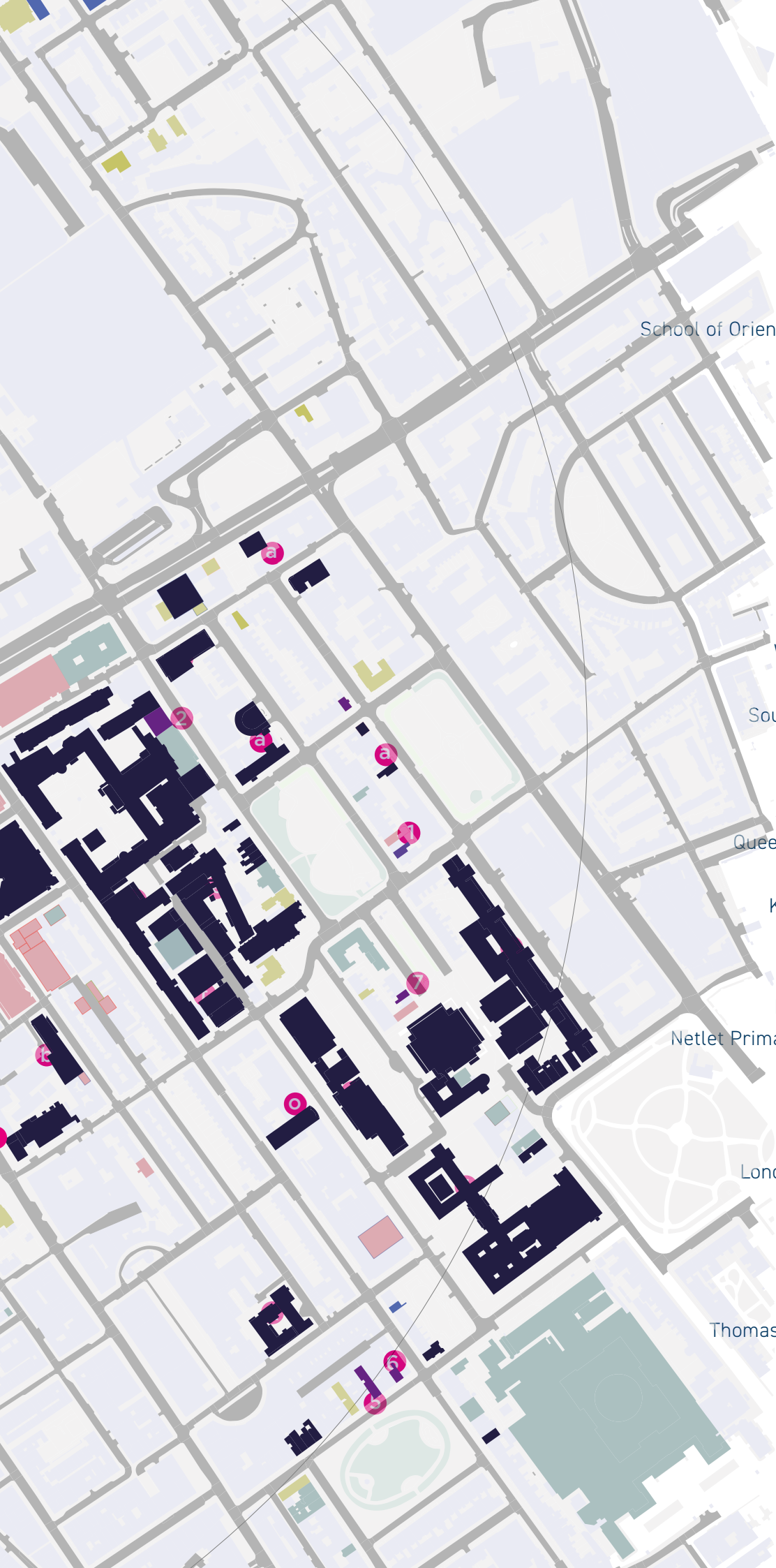
- The Reading Club **x**
- UCL Science Library **y**
- Dr Williams Library **z**
- SOAS Library **1**
- The Weiner Holocaust Library **2**
- British Museum Library **3**

ART GALLERIES

- Fitzrovia Gallery **4**
- Tristan Hoare Gallery **5**
- Rebecca Hossak Gallery **6**
- Brooke Bennington Gallery **7**
- Brunei Gallery SOAS **8**

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

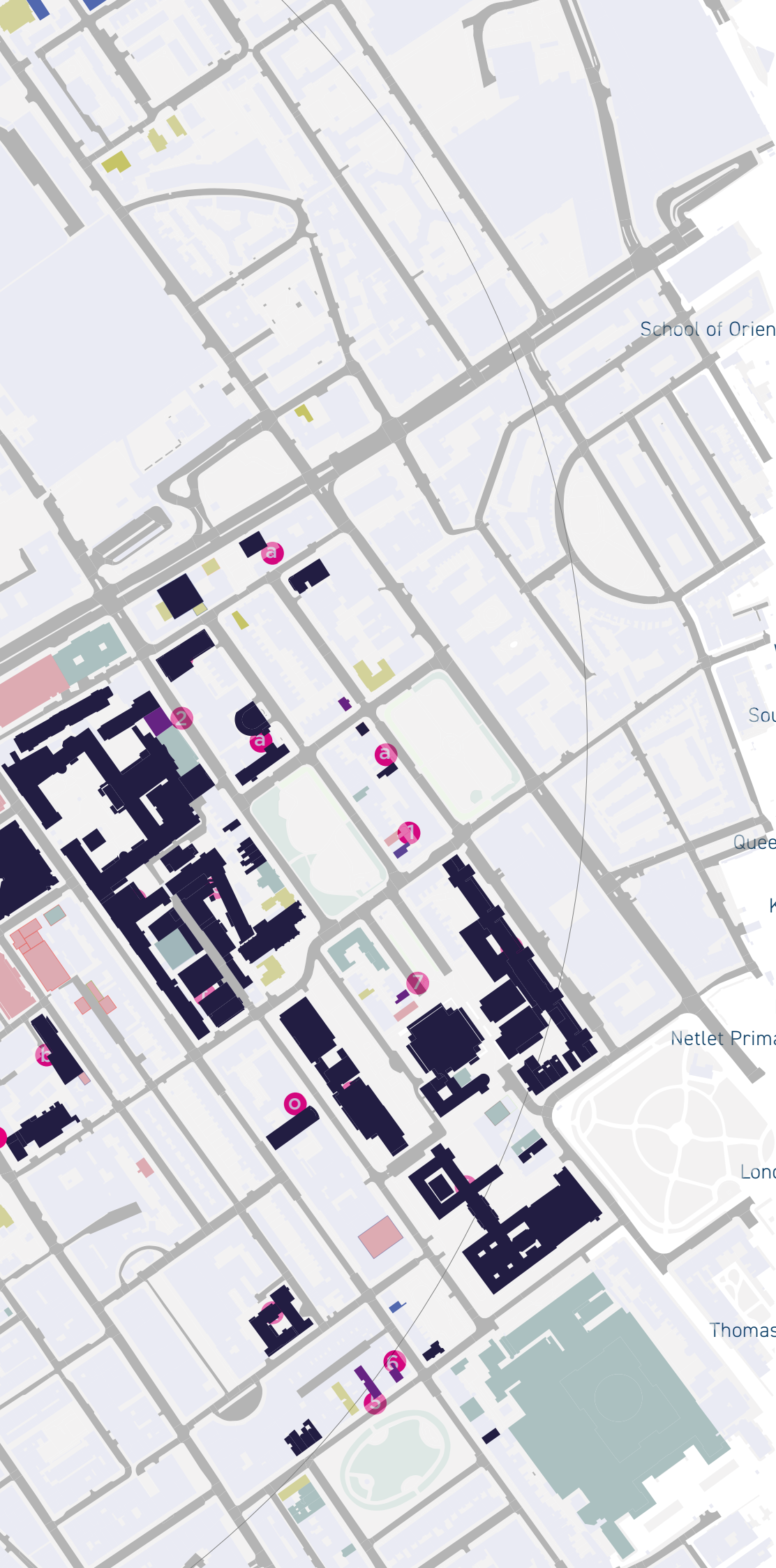
- Westminster Kingsway College **p**
- Capital City College Group **q**
- Southbank School of Westminster **r**
- Regent Independant College **s**
- First Intuition College **t**
- All Souls Cof E Primary School **u**
- Queens College Preparatory School **v**
- Portland Place School **w**
- Kensington College of Business **x**

NURSERY PROVISION

- Regents Park Childrens 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**



HIGHER EDUCATION

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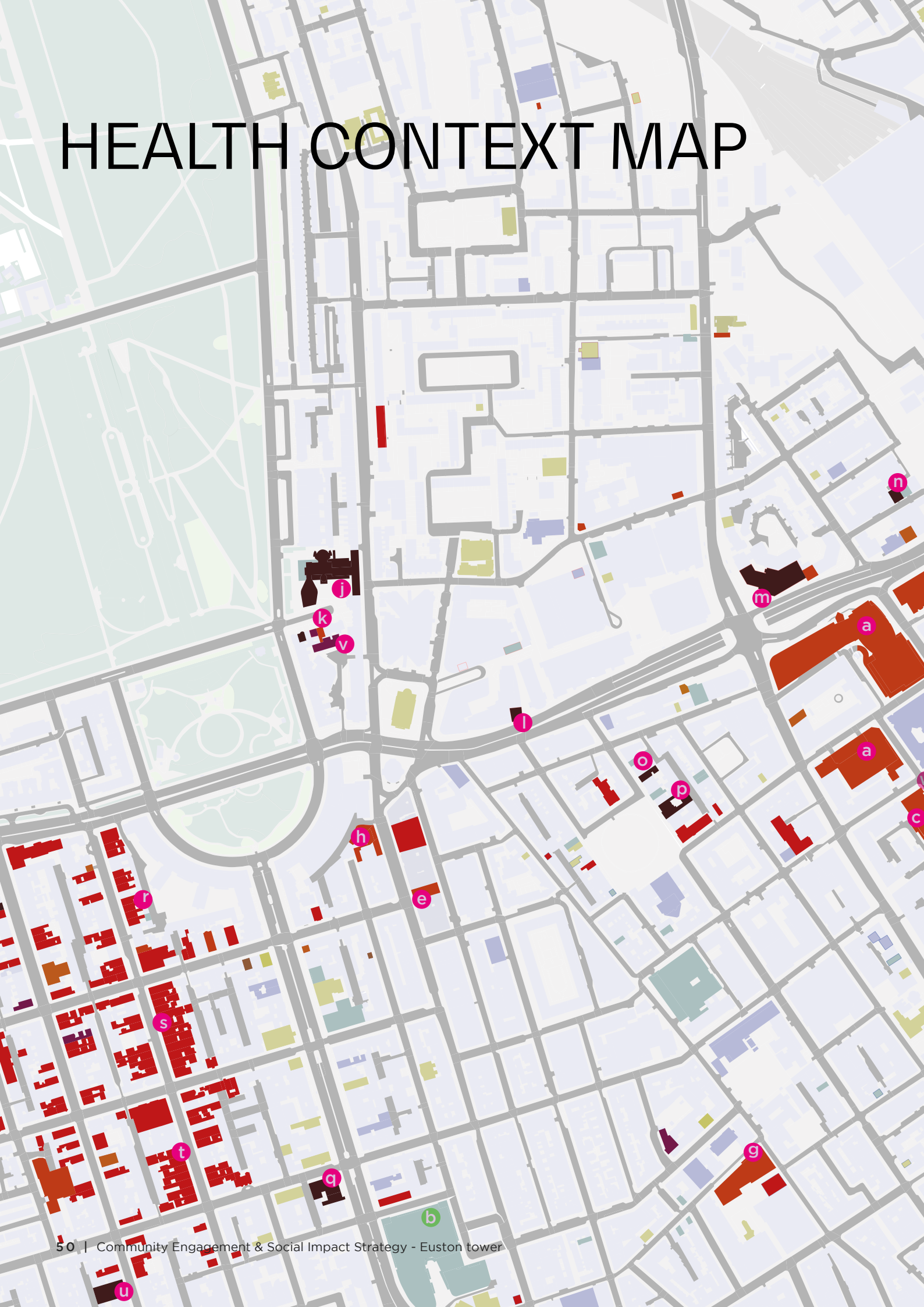
NURSERY PROVISION

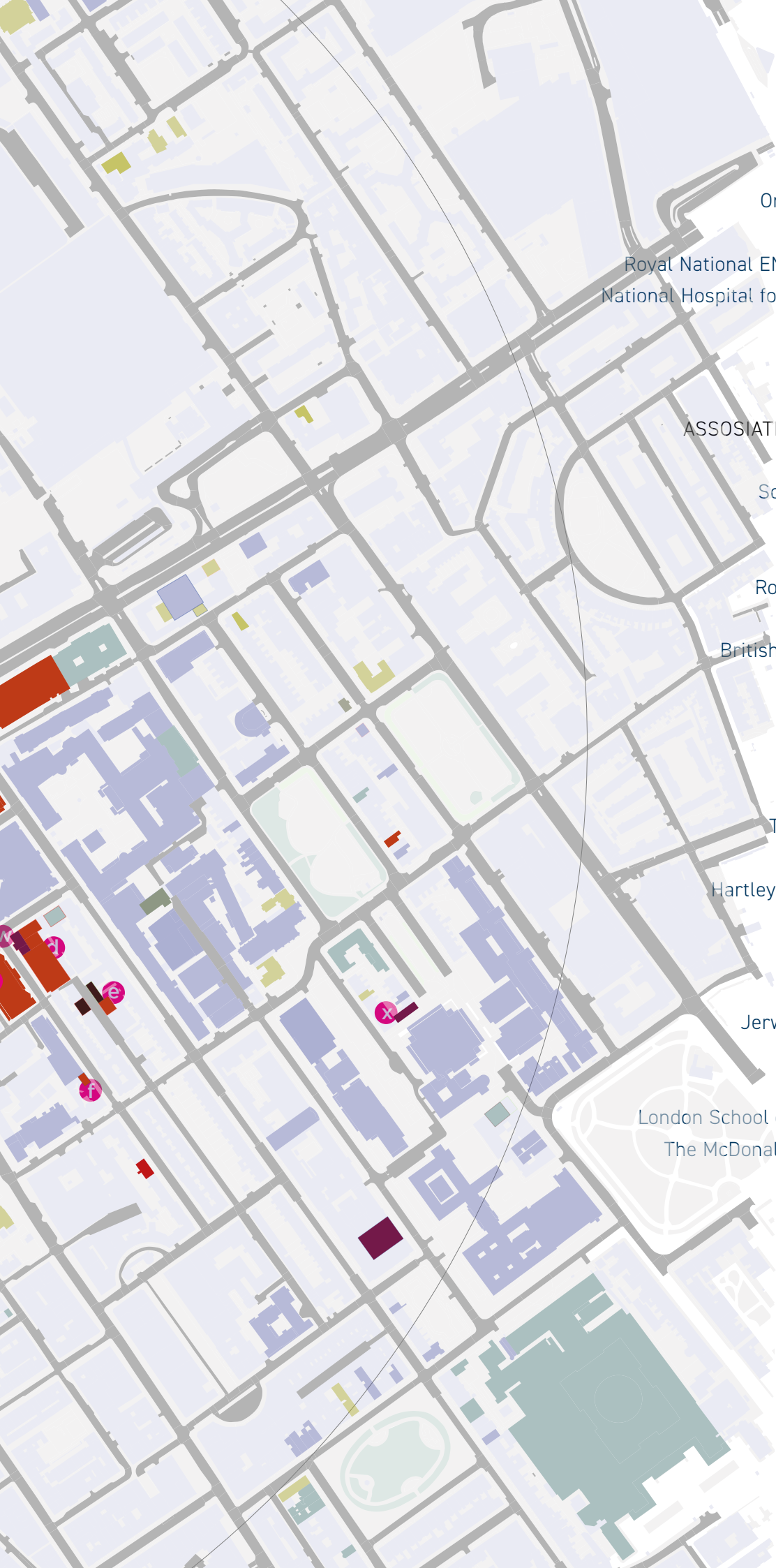
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RESEARCH GROUPS

- London Centre for Nanotechnology **2**
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- 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
- University College Hospitals
- UCH Macmillian Cancer Care
- Oncology, Urology & Nephrology
- Obstetrics & Gynaecology
- Royal National ENT & Eastman Dental Hospitals
- National Hospital for Neurology and Neurosurgery
- Spinal Unit, Neo Natal Unit
- UCH Westmoreland Street

ASSOCIATIONS, SOCIETIES AND TRUSTS

- Royal College of Physicians
- Society of Occupational Medicine
- General Medical Council
- UCH NHS Foundation Trust
- Royal College of Ophthalmologists
- British Cardiovascular Society
- British Association of Dermatologists
- Nursing and Midwifery Council
- British Dental Association

PRIVATE HEALTH

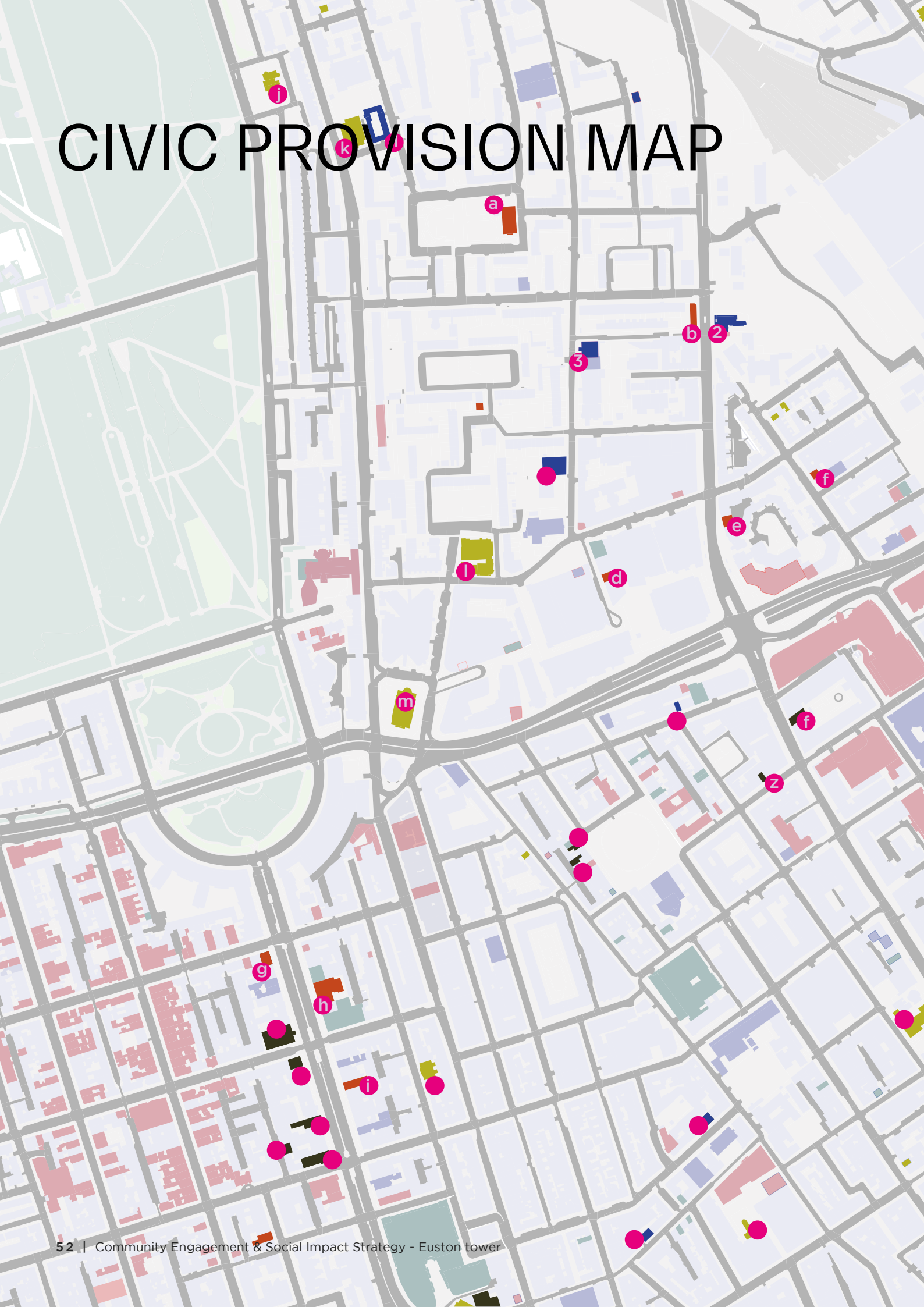
- The London Clinic Haematology
- Private Gynaecology
- Hartley Street Plastic Surgery Group
- Private Medical Practices

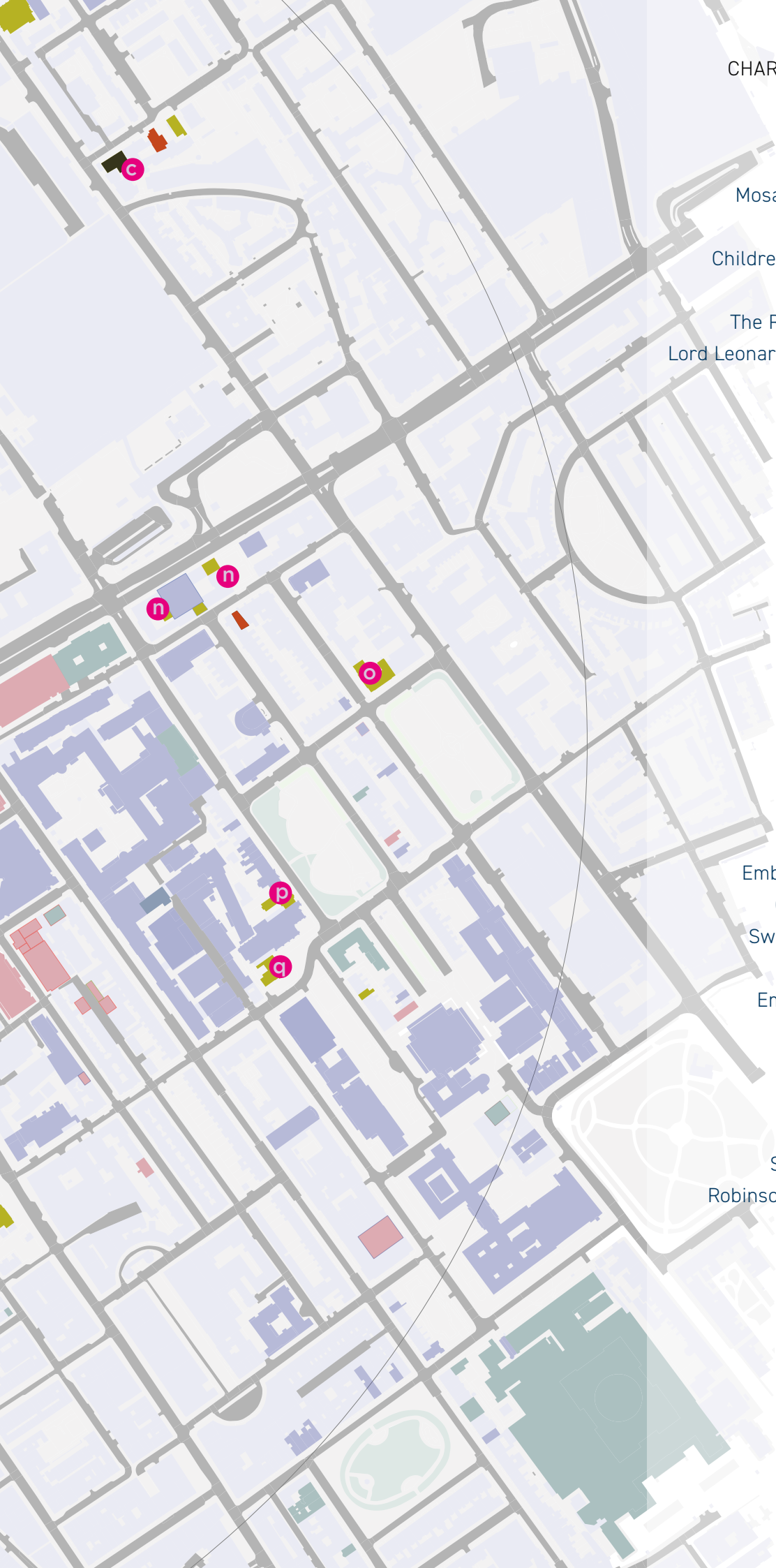
HEALTH EDUCATION

- Jerwood Medical Education Centre
- UCL Medical School
- Birkbeck Babylab
- London School of Hygiene & Tropical Medicine
- The McDonald-Buchanan School of Nursing

- a
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- y
- z

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 Womens Centre e
- Childrens Rights Alliance For England f
- St Mungo's Social Services g
- The Royal Airforce Benevolent Fund h
- Lord Leonard and Lady Wolfson Fiundation i

PLACES OF WORSHIP

- The Danish Church j
- Antiochain Orthadox 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 Colomba 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 Referal 3
- Samuel Lithgow Youth Centre 4
- Fitzrovia Youth in Action 5
- The Maria Montessori Instiute 6

STREET INTERVIEWS

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.

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.

41%

The landscaping was mentioned by 41% of people as positively implicative, 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.

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.

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.

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.

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.

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 ”

“ 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 ”

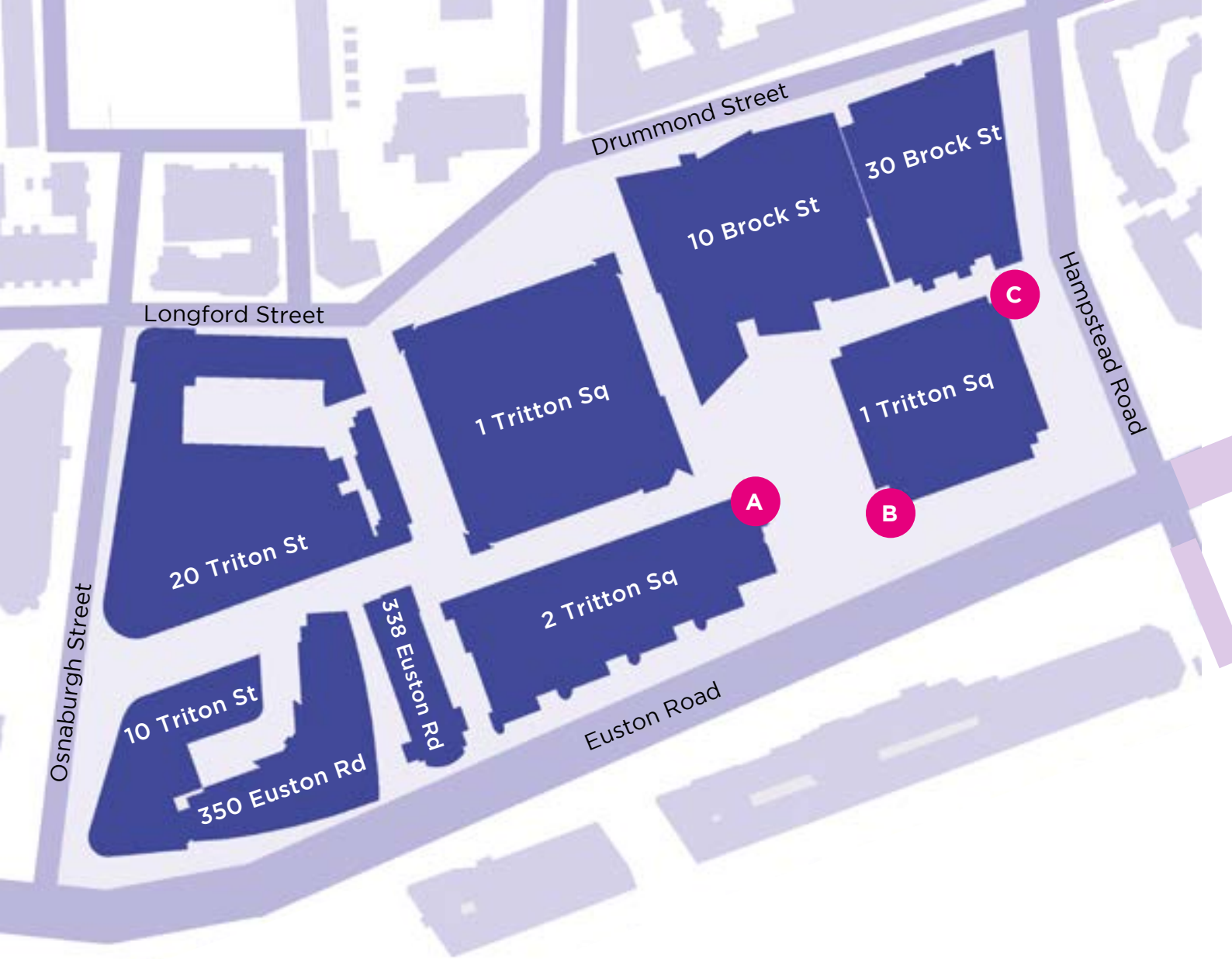
“ We hate it (Euston Tower), it's dark and grey and it looks unsafe”

“ 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.”

“ Euston Tower is a bit of an eyesore”

“ 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.“

“ 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”



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

A photograph of a group of people in a social setting, possibly a bar or restaurant. In the foreground, a woman with blonde hair is seen from the side, looking towards the right. She is wearing a dark, textured sweater. In the background, other people are visible, including a woman with glasses and a man with a beard. The lighting is warm and ambient, suggesting an indoor setting with soft lighting. The overall mood is social and engaged.

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

We Make Camden 2025 is centred on **how we can make change together**, and is broken down into three overarching stakeholder groups: Community, Partnership and Council.

We have taken the decision to focus on Camden's most pressing priorities for the year ahead in the design of our this strategy alongside the Euston Partnerships Social Value Charter, which comprises four key aims with further subheadings and British Land's Regent Place social sustainability strategy is centred on a place-based approach; broken into key headings of Employment, Space and Education.



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.

L 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;



SUSTAINABILITY - SOCIAL AND ENVIRONMENTAL

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

A curated programme of talks, events and workshops 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

2. PUTTING COMMUNITIES AT THE HEART OF DEVELOPMENT

Designing a 'life-cycle/circular economy' 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.

Local commissions and collaborations - using cultural norms to engage a wider audience through food, music, culture during the consultations workshops. Attract a wider audience of the 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.

3. 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.

Work with the Camden Disability Action (and other local EDI groups) - commission to be 'inclusion advisors' on our engagement strategy and events - connecting and collaborating to ensure equity and inclusion throughout the engagement process. Look to work with organisations who work across all protected characteristic groups.

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.

4. 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-imagining 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

Working with local young people we could document the process ET - using the films as engagement tools but to also be transparent as to the approach being taken to achieve sustainability goals.

5. 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.

6. 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

It's important when working with the local community and key stakeholders, we are 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 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. community groups/residents to ensure that all views are taken into account.



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 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

Organisations who attended the workshop

1. Camden Collective
2. Job Hub - Camden Council
3. Street Storage
4. CSKX
5. Unity Works
6. Eat Club
7. Voluntary Action Camden
8. You Press
9. Sherlock Technology
10. Hopscotch
11. VAC
12. Old Diorama
13. Little Village HQ
14. Gestetner
15. Impact Hub
16. Wipers
17. BlackOut UK
18. 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

Organisations who attended the workshop

- | | |
|-----------------------------|-----------------------|
| 1. Camden Collective | 10. Hopscotch |
| 2. Job Hub - Camden Council | 11. VAC |
| 3. Street Storage | 12. Old Diorama |
| 4. CSKX | 13. Little Village HQ |
| 5. Unity Works | 14. Gestetner |
| 6. Eat Club | 15. Impact Hub |
| 7. Voluntary Action Camden | 16. Wipers |
| 8. You Press | 17. BlackOut UK |
| 9. Sherlock Technology | 18. 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?

MEET THE TEAM EVENT

21st February 2023

An opportunity for local residents and stakeholders to meet the team working on the Euston Tower project; providing an opportunity to gather initial insights, thoughts and comments informally, from attendees, making them aware of the plans for ET to be redesigned, with aspirations for community accessible facilities.

CO-DESIGN WORKSHOPS

Beginning March 2023

A curated programme of monthly co-design workshops that seek to provide the design team with an opportunity to hear the views and insights of people who live, work and play in an area, better-informing design outcomes.

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.

YOUNG VOICE & OPPORTUNITIES

Beginning March 2023

Specific engagement workshops targeted at gathering insights from young people in and around the area, understanding how we make the campus more accessible and inclusive to them.

The Creative Producer Programme will see Beyond The Box work with eight young producers from the London Borough of Camden to capture the stories of local people through film and photography - exploring their relationship to Regent's Place and the built environment.

Live [opportunities](#).

07

Defining

- VALIDATE AND CELEBRATE - (RIBA STAGE 3)

08

Legacy

(RIBA STAGE 4)

09

Appendix

- **CONSISTS OF EXTENSIVE DETAILS AND INFORMATION OF KEY STAKEHOLDERS AND ORGANISATIONS ACROSS THE LONDON BOROUGH OF CAMDEN.**



HEALTH & WELLBEING

C&I Wellbeing

C&I Wellbeing is a provider of training, workshops, and evidence-based therapies for organisations that are keen to address the mental wellbeing of their staff. By raising awareness around mental health issues and proactively tackling concerns at an early stage, organisations can benefit from increased staff morale, productivity and performance.

4 St Pancras Way,
Kings Cross,
London NW1 OPE

info@candiwellbeing.co.uk

www.candiwellbeing.co.uk

077 7049 6426

The Wellness Revolution

To inspire organisations to lead with purpose by putting wellbeing and human experience at the heart of everything they do.

We believe that the workplace can be a powerful catalyst for transformation and that through supporting people to live happier, healthier lives, we can co-create happier and healthier societies together.

It's not just better for business, it's better for everyone.

Argyle House,
29-31 Euston Road,
London NW1 2SD

hello@thewellnessrevolution.co.uk

[thewellnessrevolution.co.uk/
contact](http://thewellnessrevolution.co.uk/contact)

020 3633 6770

Green Light Wellbeing Centre

Health promotion centre running West Euston Healthy Community Project activities including, a range of groups and talks for Bengali and English-speaking people on health, diabetes etc. Women's health walks on Thu at 10.30am and men's health walks on Thu at 11am. **Contact for other for information on other activities.**

4 St Pancras Way,
Kings Cross,
London NW1 OPE

info@candiwellbeing.co.uk

www.candiwellbeing.co.uk

077 7049 6426

The Wellbeing Walk

Urban Partners For King's Cross, Euston And St.pancras

The Wellbeing Walk is an alternative walking route that encourages residents, commuters and visitors to the Euston, King's Cross and St Pancras area to avoid the high levels of pollution found on Euston Road.

Launched by Urban Partners in 2015 as part of the Clean Air Better Businesses Programme, the Wellbeing Walk links King's Cross and St. Pancras International stations with London Euston Station via Somers Town. The route has at least 50% less pollution for walkers and cyclists than the equivalent route along Euston Road where concentrated vehicle exhaust fumes cause all kinds of health issues.

King's Cross and St. Pan-
cras Business Partnership
Limited,
Acre House,
11/15 William Road,
London NW1 3ER

hello@urbanpartners.london

[www.urbanpartners.london/
wellbeing-walk](http://www.urbanpartners.london/wellbeing-walk)

Anytime Fitness Euston

Our brand promise, "Anytime fitness cares about your health and takes the time to help you succeed".

210 Euston Road,
London (Euston),
London NW1 2DA

euston@anytimefitness.co.uk

[www.anytimefitness.co.uk/
gyms/uk-0193/london-euston-
greater-london-nw1-2da](http://www.anytimefitness.co.uk/gyms/uk-0193/london-euston-greater-london-nw1-2da)

0203 089 3444

Barry's London Central

Opened in 2013, Central is the OG London studio and one of the first boutique fitness concepts to hit the UK. This location was also the first basement level Red Room.

163 Euston Road,
London NW1 2BH

londoncentral@barrys.com

[www.barrys.com/studio/lon-
don-central](http://www.barrys.com/studio/london-central)

**Puregym Tottenham
Court Road**

WE WELCOME EVERYBODY

This is not just a strapline. We welcome everybody, regardless of size, ability, age, ethnicity, religion, gender, sex, or sexual orientation. Our gyms are friendly, supportive, and judgement-free spaces where everybody can come in, work out and leave feeling good.

Maple House,
145 Tottenham Ct Rd,
London W1T 7NE

www.puregym.com/gyms/london-tottenham-court-road

Ringtone Boxing Gym

Founded by Professional Boxer Ben Day, Ringtone Boxing Gym is located right in the heart of London, close to Euston Station and Regents Park. Ringtone Boxing Gym is a boutique fitness centre that provides a boxing based range of classes and personal sessions for all ages and abilities. Ben has designed the classes and One-2-One personal sessions to be challenging yet characterised by fast pace, fast humour and fast learning.

Ringtone Boxing Gym,
141-153 Drummond
Street,
Euston,
London NW1 2PB

www.ringtoneboxinggym.com 0207 693 9962
07816 823 586



CHARITIES & COMMUNITY GROUPS

Voluntary Action Camden holds a comprehensive database of third sector organisations operating in the borough. We have sourced a list of charities and community groups from this database. Due to the database holding over 900 contacts we have included an appendix for the charities and community groups.

[Link](#)



EDUCATION

Kings College London

King's College London is an internationally renowned university delivering exceptional education and world-leading research. We are dedicated to driving positive and sustainable change in society and realising our vision of making the world a better place.

Through our commitment to exceptional education, impactful research and genuine service to society, we are creating positive change in our communities, both in London and on the world stage. Our Strategic Vision 2029 looks forward to our 200th anniversary in 2029 and sets out our ambitious plans in five key areas:

Educating the next generation of change-makers; Challenging ideas and driving change through research; Giving back to society through meaningful service; Working with our local communities in London; Fostering global citizens with an international perspective.

King's College London,
Strand,
London WC2R 2LS

www.kcl.ac.uk

020 7836 5454

University College Hospital

We are committed to delivering top quality patient care, excellent education and world class research: Safety, Kindness, Teamwork & Improving

235 Euston Rd,
London NW1 2BU

www.uclh.nhs.uk/our-services/our-hospitals/university-college-hospital

020 3456 7890

University College London

University College London, which operates as UCL, is a public research university in London, United Kingdom. It is a member institution of the federal University of London, and is the second-largest university in the United Kingdom by total enrolment and the largest by postgraduate enrolment.

Gower St,
London WC1E 6BT

www.ucl.ac.uk

020 7679 2000

Jmc Education

Award Winning Professional Development

JMC Education Ltd,
27 Old Gloucester Street,
London WC1N 3AX

enquiries@jmcinset.com

www.jmceducation.com

020 8531 4182

Open Mind Education Centre

The Macmillan Campus,
4 Crinan St, Kings Cross,
London

www.macmillaneducationeverywhere.com

Uch Education Centre

The University College Hospital (UCH) Education Centre, the UK's most advanced medical training and clinical teaching facility.

The UCH Education
Centre,
1st Floor West,
250 Euston Road,
London NW1 2PG

education.centre@uclh.nhs.uk

www.ucheducationcentre.org

020 3447 7618

IoE, Ucl's Faculty Of Education And Society

We work across education, culture, psychology and social science to create lasting and evolving change.

IOE,UCL's Faculty of
Education and Society
University, College London,
20 Bedford Way,
London WC1H 0AL

www.ucl.ac.uk/ioe/ioe-ucls-faculty-education-and-society

020 7679 2000

Euston College

Learn New Skills and Get Certified at Euston College!

Our courses are meant to help you supercharge your knowledge, skills and career growth.

307 Euston Rd,
London NW1 3AD

info@eustoncollege.co.uk

www.eustoncollege.co.uk

020 8124 6551

Lsi Independant College

Our focus is on helping each student to achieve the best possible A level results while providing a learning environment which is nurturing and supportive. Building the self-confidence and sense of well-being in each and every one of our students is a fundamental part of our mission. This ethos feeds back into successful applications to universities and success in the wider employment world, where confidence is crucial.

Heath House,
13 Lyndhurst Terrace,
London NW3 5QA

admissions@lsi.edu

www.lsi.college

020 7794 8111

Royal College Of General Practitioners

We are the professional membership body for family doctors in the UK and overseas. We are committed to improving patient care, clinical standards and GP training.

Royal College of General Practitioners,
30 Euston Square,
London NW1 2FB

info@rcgp.org.uk

www.rcgp.org.uk

020 3188 7400

Assocaition Of Business School

Supporting and championing business schools for the benefit of business and society.

We are the voice of the UK's business and management education sector. We support our members to maintain world-class standards of teaching and research, and help shape policy and create opportunities through dialogue with business and government.

137 Euston Rd,
London NW1 2AA

enquiries@charteredabs.org

www.charteredabs.org

020 7388 0007

Blossom House School Euston

We are a specialist independent day school, with an 'Outstanding' rate from Ofsted June 2019, based near Euston, London for children with speech, language and communication difficulties. We currently have children aged 3 to 11 years, however we are going to grow our provision into secondary from September 2020. Our school has a unique atmosphere created by its totally dedicated, highly professional and caring staff. We acknowledge specific strengths and support individual weaknesses, so that each child "blossoms" and has the opportunity to fulfil his or her potential.

Aldenham St,
London NW1 1PS

admincp@blossomhouse-school.co.uk

www.blossomhouseschool.co.uk

020 7383 3834

Learning Tree International - London Education Centre

We understand the challenges of fitting coursework into a busy schedule, so we offer our convenient delivery formats to get the training you need-where, when and how you want it. You can choose to participate in-class at one of our education centers or from the convenience of your home, work or an AnyWare Center using AnyWare - Learning Tree's live, online attendance platform.

Euston House,
24 Eversholt St,
London NW11AD

Customer_services@learning-tree.co.uk

www.learningtree.co.uk/locations

44 850666800

Lsi London

LSI has an extensive network of schools located around the world . You can learn English in one of our schools in England, Canada, the USA, New Zealand or Australia. We also have language centres in France and Switzerland. LSI also works with partner language schools in Spain, Italy, Mexico, Panama and Costa Rica.

LSI teachers possess solid teaching skills and all staff have been carefully selected to ensure a friendly and helpful service can be extended to all LSI students. They are on hand to guide you through your studies.

19-21 Ridgmount St,
London WC1E 7AH

info@lsi.edu

020 7467 6500

University Of London

Senate House
University of London
Malet Street
London
WC1E 7HU

www.london.ac.uk

020 7862 8000

Royal College Of Physicians - University Of London

11 St Andrews Place
Regent's Park
London
NW1 4LE

www.rcplondon.ac.uk

020 3075 1649

Soas - University Of London

SOAS University of London
10 Thornhaugh Street,
Russell Square,
London
WC1H 0XG

www.soas.ac.uk

020 7637 2388

Royal Veterinary College - University Of London

Royal College Street
London
NW1 0TU
United Kingdom

www.rvc.ac.uk

020 7468 5000

City University London

City, University of London
Northampton Square
London EC1V 0HB
United Kingdom

www.city.ac.uk

Regent's University London

Inner Cir, London NW1
4NS

www.regents.ac.uk/about

University Of The Arts

272 High Holborn
London
WC1V 7EY

www.arts.ac.uk

The Bartlett School Of Architecture - Ucl

www.ucl.ac.uk/bartlett/architecture/about-us-0



ARTS & CULTURE

Wellcome Collection

A free museum and library exploring health and human experience

183 Euston Road,
London NW1 2BE

info@wellcomecollection.org www.wellcomecollection.org 020 7611 2222

The British Museum

Experience cultures across the globe, from the dawn of human history to the present.

Great Russell Street
London WC1B 3DG

tickets@britishmuseum.org www.britishmuseum.org 020 7323 8000
friends@britishmuseum.org
www.britishmuseum.org/about-us/contact-us

Peoples Museum Somers Town

We believe working class areas deserve to have museums!

People's Museum Somers Town: A Space for Us is a space to celebrate Somers Town's incredible 'radical, reformers and rebels' histories, to record the change now, as well as to campaign and preserve local working class heritage.

This community museum has been set up by local residents with the aim of playing a part in sustainable development of cities and civic society, and reducing inequality.

52 Phoenix Rd,
London NW1 1ES

historyclub@spaceforus.club www.spaceforus.club

Grant Museum Of Zoology

The Grant Museum of Zoology and Comparative Anatomy is a natural history museum that is part of University College London in London, England. It was established by Robert Edmond Grant in 1828 as a teaching collection of zoological specimens and material for dissection

Rockefeller Building,
21 University St,
London WC1E 6DE

museums@ucl.ac.uk www.ucl.ac.uk/culture/grant-museum-zoology 020 3108 9000

The Cartoon Museum

The Cartoon Museum champions cartoon and comic art, highlighting its value to culture and society. All our activity is driven by our mission to:

Collect, conserve & provide access to Britain's cartoon, caricature, animation and comic art heritage. Encourage participation in and raise awareness of a popular artform. Support new work by cartoonists and comics artists and support Britain's cartoon and comics communities.

We are a registered charity, run by a small team of staff and a Board of Trustees.

63 Wells St,
London W1A 3AE

hello@cartoonmuseum.org www.cartoonmuseum.org 020 7580 8155

Charles Dickens Museum

Today the Charles Dickens Museum is set up as though Dickens himself had just left. It appears as a fairly typical middle-class Victorian home, complete with furnishings, portraits and decorations which are known to have belonged to Dickens. A visit to the museum allows you to step back into 1837 and to see a world which is at once both intimately familiar, yet astonishingly different. A world in which one of the greatest writers in the English language, found his inspiration.

48-49 Doughty St,
London WC1N 2LX

info@dickensmuseum.com www.dickensmuseum.com 020 7405 2127

London Canal Museum

The London Canal Museum where you can see inside a narrowboat cabin, learn about the history of London's canals, about the cargoes carried, the people who lived and worked on the waterways, and the horses that pulled their boats. Peer down into the unique heritage of a huge Victorian ice well used to store ice imported from Norway and brought by ship and canal boat to be stored. This unique waterways museum is housed in a former ice warehouse built in about 1862-3 for Carlo Gatti, the famous ice cream maker, and features the history of the ice trade and ice cream as well as the canals.

12/13 New Wharf Rd,
London N1 9RT

www.canalmuseum.org 020 7713 0836

The Postal Museum

The Postal Museum brings five centuries of communications history to life. The Postal Museum reveals the surprising and fascinating story of the first social network and makes our extraordinary collections available and enjoyable for all.

From interactive galleries to an immersive subterranean rail ride, modern research facilities to a wide-range of learning activities, The Postal Museum offers something for everyone, from all backgrounds and of all ages.

15-20 Phoenix Pl,
London WC1X 0DA

www.postalmuseum.org/contact

www.postalmuseum.org

0300 030
0700

Petrie Museum Of Egyptian

The Petrie Museum of Egyptian Archaeology in London is part of University College London Museums and Collections. The museum contains over 80,000 objects and ranks among some of the world's leading collections of Egyptian and Sudanese material

University College London,
Malet Place,
London WC1E 6BT

museums@ucl.ac.uk

www.ucl.ac.uk/culture/petrie-museum

020 3108 9000

Ucl Art Museum

Home to the university's collection of sculptures, paintings, prints and drawings from the 1490s to the present day

Address: 23-25 Gower St,
London WC1E 6BT

museums@ucl.ac.uk

www.ucl.ac.uk/culture

020 7679 2540

The Foundling Museum

We tell the story of the UK's first children's charity and its first public art gallery - the outcome of a centuries-old project designed to care for and educate London's most vulnerable citizens.

40 Brunswick Square,
London WC1N 1AZ

enquiries@foundlingmuseum.org.uk

www.foundlingmuseum.org.uk

020 7841 3600

Jewish Museum

Our Museum tells the story of the history and heritage of Jewish people in Britain through universal themes of migration, family, faith and culture.

Jewish Museum London
Raymond Burton House,
129-131 Albert Street,
London
NW1 7NB

admin@jewishmuseum.org.uk

www.jewishmuseum.org.uk

020 7284 7384

The Place

A creative powerhouse for dance development, in the heart of London

17 Duke's Road,
London
WC1H 9PY

info@theplace.org.uk

www.theplace.org.uk

020 7121 1100

Universal Music

Universal Music is the UK's leading music company and home to artists from Sam Smith and Florence + The Machine to Mumford & Sons and The Rolling Stones. Welcome to our website.

4 Pancras Square,
London N1C 4AG

contact@umusic.com

www.umusic.co.uk

020 7121 1100

Tête Á Tête

Tête à Tête is a company that produces extraordinary operas in extraordinary places.

www.tete-a-tete.org.uk

London Sinfonietta

The London Sinfonietta is one of the world's finest contemporary music ensembles with a reputation built on cutting-edge programming and virtuosic performances. Founded in 1968, we have commissioned over 450 new works, and premiered many hundreds more.

London Sinfonietta,
Kings Place,
90 York Way,
London N1 9AG

info@londonsinfonietta.org.uk

www.londonsinfonietta.org.uk/about

020 7014 2846



YOUTH ORGANISATIONS

New Horizon Youth Centre

Founded in 1967 by Lord Longford to address the needs of young people who were involved in drug misuse in the West End of London, New Horizon Youth Centre continues today to work with the most vulnerable and at risk young people.

68 Chalton St,
London NW1 1JR

info@nhyouthcentre.org.uk

www.nhyouthcentre.org.uk

020 7388 5560

The Centre For Youth Impact

Our vision is that all young people in the UK have access to high-quality services that support their social and emotional learning.

To achieve this vision, the Centre develops shared approaches to learning and evaluation, and support colleagues across the youth sector to use them effectively.

Suite 222,
254 Pentonville Rd,
London N1 9JY

hello@youthimpact.uk

www.youthimpact.uk

07410 951048

Fitzrovia Youth In Action

Fitzrovia Youth In Action is Camden's leading youth action charity. We empower Camden's young people to create positive changes in their community and in their lives.

Address: 66-68 Warren
St, London W1T 5NZ

info@fya.org.uk

www.fya.org.uk

020 7388 7399

Copenhagen Youth Project

Our mission is to engage and inform children and young people to provide them with choices supporting their individual learning and personal development.

We provide a safe, caring, youth-led space for disadvantaged young people where they can learn, develop and build towards a brighter future. Having started out 20 years ago as a grassroots local effort to tackle problems faced and expressed by local children and young people, we have developed into an established local charity with a strong track record, supported by a number of long-term funders.

172 Copenhagen St,
London N1 0ST

info@cyproject.org

www.cyproject.org

020 7278 7400

Activ8 N Creat8 Youth Project

Youth Organisation

71-75 Shelton St,
London WC2H 9JQ

ancthefutureofme@gmail.com

www.facebook.com/Activ8n-Crea8youthProject

07904 253278

Achieve Youth Potential

Youth Organisation

37 Chapel St,
London NW1 5DP

07910 386925



NURSERY PROVISION

Rainbow Angels Nurseries & Learning Centres

Rainbow Angels Nurseries & Learning Centres are private day nurseries providing full or part-time quality childcare and education for children aged 3 months to 11 years. We believe that each child is unique and should be treated with love and respect, by catering for their diverse and multicultural backgrounds. We offer a warm and welcoming environment that supports your child's transition from home to nursery, and provide a safe, nurturing and stimulating learning environment to ensure that your child develop educationally, emotionally, physically and socially. We offer visits to our nurseries and settling in sessions to ensure that you and your child are happy with the nursery.

St Anne's Church Hall,
52 Underwood Rd,
London E1 5AW

admin.fitzrovia@rainbowangels.co.uk

www.rainbowangels.co.uk

020 7377 7555

Swimbrook House Nursery School

In our small, light-filled nursery, we pride ourselves in giving your little ones the very best possible start in life through a rich mixture of play-based experiences and a tailored educational programme, in line with the Early Years Foundation Stage. Our staff love their roles, which is a key ingredient to our success, and from day one we will work with parents to ensure your children's happiness, confidence, skills and early independence are developed in readiness for the school years ahead.

27 Oldbury Pl,
London W1U 5PP

office@swinbrookhousenursery-schoolmarylebone.co.uk

www.swinbrookhousenursery-schoolmarylebone.co.uk

020 7935 2441

Ucl Day Nursery

The UCL Day Nursery is committed to providing high quality childcare and nursery education for the children of UCL students and staff.

51 Gordon Square,
London WC1H 0PQ

nursery@ucl.ac.uk

www.ucl.ac.uk/day-nursery

020 7679 7461

Collingham Gardens Nursery

Collingham Gardens nursery is a non-profit community nursery run by parents for 24 inner-city children in the heart of Bloomsbury

Founded in 1983, it is built around a magical, semi-wild garden.

This hidden green space was once part of St George's Cemetery – London's first graveyard outside church land. It then became the site of a medical school specialising in anatomy and dissection and was used by the University of London and the Garrett Anderson Hospital for Women. For the past 50 years the garden has been used as a parent-run nursery and children still run amongst its historic 18th Century tombstones.

Henrietta Mews,
London WC1N 1PH

info@cgnursery.co.uk

www.cgnursery.co.uk

020 7837 3423

Clerkenwell Day Nursery

Welcome to Clerkenwell Mount nursery. Our nursery is located in a charming, Grade II listed building formed by converting two adjoining town houses in the heart of Clerkenwell. The nursery has been established since 2014.

Our basement studio enhances children's learning, providing opportunities for yoga, drama and dance for all ages.

Skilled practitioners use a heuristic approach to actively involve children in their learning, identifying their interest and build upon these in their everyday experiences.

We are fortunate to have a diverse team who speak a variety of languages, creating a home from home feel and exposing children to the many worlds around us.

enquiries@threelittlebirdsnurseries.co.uk

www.threelittlebirdsnurseries.co.uk/enquiries@threelittlebirdsnurseries.co.uk-nurseries/clerkenwell-mount-day

020 3613 2276

Tiddly Tots Nursery

Tiddley Tots nursery was set up in 2011 by two sisters. We are from a very close family background and take the same approach to running all our nurseries. We have experience in childcare as well as being parents. We decided to build the kind of nursery we would like our children to attend – a home from home. Our three children attended the nursery and provided us with the best quality assurance available. We aim to treat all the children who attend the nursery as if they were our own, that is one way we know we are doing it right. Our fundamental aim is to provide a setting filled with happy children, healthy children. A place where children can learn and have fun.

12 Jays St,
Barnsbury Estate,
London N1 0FE

[www.tiddleytotsnursery.com/
finchley/](http://www.tiddleytotsnursery.com/finchley/) 020 7837 2737

Maiden Lane Community Nursery

Welcome to Maiden Lane Community Nursery where every child has the opportunity to learn through play

156 St Paul's Cres,
London NW1 9XZ

[info@maidenlanecommunity-
nursery.org](mailto:info@maidenlanecommunity-nursery.org) [www.maidenlanecommunity-
nursery.org](http://www.maidenlanecommunity-nursery.org) 020 7267 9586

Maggie And Rose Islington Nursery

Created by mums in 2006, Maggie & Rose Family Members' Club is an inspiring haven for families to come together to eat, play and learn. With clubhouses located in London, Hong Kong and Mainland China, members can enjoy energy-busting play areas, creative classes and healthy all-day family dining in the most beautiful of spaces.

9 Esther Anne Pl,
London N1 1UL

[nursery.islington@maggieand-
drose.com](mailto:nursery.islington@maggieandrose.com) [www.maggieandrose.com/is-
lington-nursery](http://www.maggieandrose.com/islington-nursery) 020 3985 1939



LIBRARIES & DIGITAL LEARNING

The British Library

For research, inspiration and enjoyment

96 Euston Rd,
London NW1 2DB

boxoffice@bl.uk
Customer-Services@bl.uk
hello@bl.uk

www.bl.uk

0330 333 1144

Camden Town Library

Crowndale Centre,
218 Eversholt St,
London NW1 1BD

libraries@camden.gov.uk

[www.camden.gov.uk/cam-
den-town-library](http://www.camden.gov.uk/camden-town-library)

020 7974 444

Pancras Square Library

5 Pancras Rd,
London N1C 4AG

libraries@camden.gov.uk

[www.camden.gov.uk/web/
guest/pancras-square-library](http://www.camden.gov.uk/web/guest/pancras-square-library)

020 7974 4001

Ucl Bartlett Library

The UCL Bartlett Library houses books, journals and DVDs covering all of the UCL Bartlett Faculty of the Built Environment's teaching and research interests.

14 Upper Woburn Pl,
London WC1H 0NN

library.bartlett@ucl.ac.uk

[www.ucl.ac.uk/library/using-li-
brary/libraries-and-study-spac-
es/ucl-bartlett-library](http://www.ucl.ac.uk/library/using-library/libraries-and-study-spaces/ucl-bartlett-library)

020 3108 9666

Regents Park Library

Robert St,
London NW1 3QT

[www.librarytechnology.org/
library/26324](http://www.librarytechnology.org/library/26324)

020 7974 4001

Wellcome Library

183 Euston Rd,
London NW1 2BE

info@wellcomecollection.org

www.wellcomecollection.org

020 7611 8722

Ucl Ssees Library

The UCL SSEES Library provides print and electronic books, journals, archive collections and other resources to support the study of the whole of Central and Eastern Europe and Russia.

16 Taviton St,
London WC1H 0BW

ssees-library@ucl.ac.uk

www.ucl.ac.uk/library/using-library/libraries-and-study-spaces/ucl-school-slavonic-and-east-european-studies-library

020 7679 8701

Ucl Institute Of Archaeology Library

The Library holds international archaeological and heritage collections supporting teaching and research at the Institute of Archaeology. These pages provide information on collections and services.

31-34 Gordon Square,
London WC1H 0PY

lib-archaeology@ucl.ac.uk

www.ucl.ac.uk/library/using-library/libraries-and-study-spaces/ucl-institute-archaeology-library

020 7679 4788
(internal: x 24788)

Ucl Main Library

The UCL Main Library holds collections in Art, Economics, English, History, Humanities, Law, Modern Languages, Philosophy and Public Policy.

Wilkins Building,
Gower St, London WC1E 6BT

lib-main@ucl.ac.uk

www.ucl.ac.uk/library/using-library/libraries-and-study-spaces/ucl-main-library

020 7679 7792

Ucl Cruciform Hub

The UCL Cruciform Hub provides medical collections, library services and study spaces for UCL staff and students and healthcare staff of UCLH and Camden & Islington (Candi) NHS Foundation Trusts.

Cruciform Building,
UCL, Gower St,
London WC1E 6AE

crucilibservices@ucl.ac.uk

www.ucl.ac.uk/library/using-library/libraries-and-study-spaces/ucl-cruciform-hub

020 7679 6079

Ucl Science Library

The UCL Science Library holds collections in Anthropology, Engineering, Geography, Life Sciences, Management, Mathematical and Physical Sciences.

Malet St,
London WC1E, UK

lib-science@ucl.ac.uk

www.ucl.ac.uk/library/using-library/libraries-and-study-spaces/ucl-science-library

020 7679 7795

IoE Library

The Newsam Library and Archives at IOE, UCL's Faculty of Education and Society, holds extensive collections of current and historical materials on education and related areas of social science.

20 Bedford Way,
London WC1H 0AL

ioe.lib-enquiries@ucl.ac.uk

www.ucl.ac.uk/library/using-library/libraries-and-study-spaces/ioe-library

020 7612 6080

Soas Library

The SOAS Library is one of the world's most important academic libraries for the study of Asia, Africa and the Middle East. The Library attracts scholars from all over the world to consult its holdings and further their research. The Library houses over 1.3 million volumes at the SOAS campus at Russell Square in central London, together with a major collection of archives, manuscripts, rare books and special collections, an expanding Digital Library and a growing network of electronic resources.

University of London,
Thornhaugh St, Russell
Sq, London WC1H 0XG

libenquiry@soas.ac.uk

www.soas.ac.uk/library

020 7898 4163

Birkbeck Library

Welcome to Birkbeck Library, where you can access all the resources, facilities and services you need to make the most of your study time - on and off campus.

Malet St,
London WC1E 7HX

www.bbk.ac.uk/library

020 3926 1400



PLACES OF WORSHIP:

Muslin World League

Vision,
integrating efforts in education,
introducing the moderation of Islam and serving the community.

46 Goodge St,
London W1T 4LU

info@mwlllo.org.uk

www.mwlllo.org.uk

020 7636 7568

Somers Town Islamic C&E Centre

Mosque (Formerly the Somerstown Masjid or Somerstown Mosque)

68 Churchway,
London NW1 1LT

www.cindex.camden.gov.uk/kb5/camden/cd/service.page?id=BIFP1sM00tA

020 3441 0879

Shahjalal Jame Masjid (Euston Mosque)

Alhamdulillah
All praises and glories to Allah the almighty and may Allah send the peace and mercy upon beloved prophet Mohammad (SAW). Shahjalal Jame Masjid (Euston Mosque) is one of the earliest mosque in London, established by a dedicated group of Bangladeshi British Muslims.

04/A N Gower St,
Starcross St,
London NW1 2LY

04/A N Gower St, Starcross St,
London NW1 2LY

www.shahjalaljamemasjid-euston-mosque.co.uk/

020 7387 0046

Charlton Street Mosque

60 Churchway,
London NW1 1LT

www.mapsus.net/GB/chalton-street-mosque-200512

Darul Quran London Masjid

Darul Qur'an London is a learning institution where we always try to build up a learning community for all ages and groups of people. At Darul Qur'an, we facilitate not just the acquisition of knowledge but the opportunities to translate knowledge into personal and moral development, which will be reflected in the daily life of our students. We are dedicated to high teaching quality and traditional studies enhanced by modern technologically advanced methods.

Hampden Cl,
London NW1 1HW

darulquranlondon2015@gmail.com www.darulquranlondon.org

020 7736 6977
07869 257 925

Fo Guang Shan London Temple

Established in 1992, London Fo Guang Shan Temple is an active centre of Buddhist worship and teaching in the Mahayana tradition. It is one of the 200 worldwide branches of Fo Guang Shan Monastery founded in Taiwan by Venerable Master Hsing Yun in 1967.

The Temple propagates the Dharma (Buddhist Teachings) of Humanistic Buddhism advocated by the Venerable Master. Humanistic Buddhism is a modern Buddhist philosophy. Its goal is to live the Bodhisattva way. Bodhisattvas are energetic and enlighten beings who strive to help us liberate ourselves. Humanistic Buddhism places strong emphasis on making Buddhism relevant in contemporary society by bringing it into all aspects of our daily lives.

84 Margaret St,
London W1W 8TD

www.londonfgs.org.uk

020 7636 8394

Acts Church London

OUR VISION & MISSION IS TO BUILD...

A church that is warm, real and passionately in love with Jesus Christ. A church that strives to take the last command of Jesus and live it out as our first priority. By making disciples (Matthew 28:16-20) that make a difference - until all nations are filled with the knowledge of God's glory. A church that believes in the power and empowerment of the Holy Spirit.

Friends House,
Euston Rd,
London NW1 2BJ

info@actschurch.uk

www.actschurch.uk

07552 929703

Fountain Of Life Church

Our expression of worship includes our relationships with each other and the community in which God has placed us. We are here as a lamp, reflecting His **light**, therefore darkness and all its dangers, evil and trickery has no choice but to flee. We will continue to seek ways to be relevant to the community we serve. Please come and be a part of what the LORD is doing.

The Wesley
Euston Hotel,
81-103 Euston Street
London NW1 2EZ

www.tfolc.org.uk/contact-us

www.tfolc.org.uk

020 3741 8145

Quiet Contemplation Room Multi Faith Prayer

The new Student Centre on Gordon Square accommodates a Prayer Room, Meditation Room, ablution facilities, showers on Floor B2.
A quiet room is available at 1 St Martin's Le Grand. This is situated in the room named Great Road (number 504) towards the back of the office space behind the blue and green zones and next to the meeting rooms.
A quiet room is available in the United Reformed Church, opposite Chandler House.
The Chapel, Muslim Prayer Room and Shabbat Room are located on the Lower Ground Floor of the Royal Free Hospital. The Chapel is a place of peace in a busy hospital. Everyone is welcome! (rf.chaplaincy@nhs.net)
The Forward in Faith Church on Gordon Square can be used for quiet contemplation between 8am - 4pm. Note that mass takes place at 12:30pm every day and at noon on Thursdays.

Student Centre,
27-28 Gordon Square,
London WC1H 0AH

rf.chaplaincy@nhs.net

www.ucl.ac.uk/equality-diversity-inclusion/equality-areas/religion-and-belief-equality/quiet-contemplation-rooms-and-around-ucl

020 7679 2000

Commonwealth Church

Our aim at Commonwealth Christian Fellowship (CCF) is to experience the living Christ, the power of His Kingdom, His totally amazing love, and offer people permission to dream. We are a house that will bring hope alive. We are a family that offers Faith, hope and love.

1 Marylebone Rd,
London NW1 4AQ

info@commonwealthchurch.com

www.commonwealthchurch.com

0845 130 3334

Rccg The City Church

RCCG City Church London is part of the redeemed christian church of God churches world wide with presence in 198 countries of the world. The general overseer is Enoch Adeboye. We welcome you to experience wholeness and restoration through the living word of God.

14 Pratt Mews,
London NW1 0AD

admin@rccgcitychurch.org.uk

www.rccgcitychurch.com

020 7387 4551



FORUMS & GROUPS

The Knowledge Quarter

We are the focal point for one of the greatest knowledge clusters anywhere in the world, located in a small area around King's Cross, the 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.

As a gateway to knowledge of every kind, we open doors for visitors, students, researchers and people who live and work in this dynamic part of London.

www.knowledgequarter.london/partners

Kentish Town Community Centre

Sarah Hoyle

sarah@ktcc.org.uk

www.ktcc.org.uk

020 7482 3212

Old Diorama Arts Centre

Dry hire space - Old Diorama Arts Centre is a creation centre: a shared home for the live arts, creative industries and local community to make, explore and meet

020 7482 3212

New Diorama Theatre

Studio theatre located on campus - funded by British land

David Byrne

david@newdiorama.com

Euston Foodbank

Foodbank - Monthly collections at RP starting in Oct

Dorothea Hackman

eustonfoodbank@gmail.com www.euston.foodbank.org.uk 0789 534 4209

Global Generation

Global Generation is an educational charity, which works together with local children and young people, businesses, residents and families

Martina Mina

martina@globalgeneration.org.uk www.globalgeneration.org.uk 020 7482 3212

Forum Plus

Tessa Havers-Strong

martina@globalgeneration.org.uk

Camden People's Theatre

An innovative and friendly theatre, supporting the theatre-makers of tomorrow and our local community.

Brian Logan

brian@cpttheatre.co.uk

Camden Giving

Camden Giving is uncovering better ways of creating equity in our opportunities

We think that volunteering, participatory funding, resident decision-making and employment opportunities are key in creating equality, and we've learnt that the way these things are delivered is key.

Natasha Friend

natasha@camdengiving.org.uk

One Festival

David Tovey

crazykula1975@gmail.com

C4ws Homeless Project

Sam Forsdike

nikki.barnett@c4ws-homelessproject.org

www.c4ws-homelessproject.org 07858 810 698



EMPLOYABILITY

Westminster Kingsway College

John James

John.James@conel.ac.uk

Somers Town Job Hub

Camden Employment service

ziaur@somerstown.org.uk

Smart Works

Smart Works. a UK charity that exists to give women the confidence they need to reach their full potential, secure employment.

Ella Larzanz

ella.dodd@smartworks.org.uk www.smartworks.org.uk 0207 288 1770

Suited And Booted

Suited & Booted is a charity based in the City of London. Public agencies refer vulnerable, unemployed and low-income men to us, and we help them get into employment

Maria Lenn

suitedbootedcentre@gmail.com www.suitedbootedcentre.org.uk

Key 4 Life

Eva Hamilton

eva.hamilton@key4life.org.uk



FAMILIES

Remix Dance

Dance project - under ODAC, funded by British land

Mariam Hassan

themariamhassan@hotmail.com

Regent's Park Time Bank

Shahanara Begum

shahanara.begum@regent-sparktimebank.org.uk www.westeustontimebank.org.uk 0207 383 4382

Little Village

Little Village supports families with babies and children under five living in poverty across London.

Emily Compton

Emily@littlevillagehq.org

National Literacy Trust

Young readers programme

Nick Oram

nick.oram@literacytrust.org.uk

Life After Hummus

Farrah Rainfly

farrah@lifeafterhummus.com www.facebook.com/pg/lifeafterhummus/events

Sankofa Arts

Vanessa Brown

greetings@sankofastorytellingarts.co.uk



YOUNG PEOPLE

Young Camden

Communications And
Membership Manager

info@youngcamdenfoundation.org.uk

www.youngcamdenfoundation.org.uk

Uclh Adolescent Ward

Frenchesca James

frenchesca.james@nhs.net

Samuel Lithgow Youth Club

Community Centre- Youth hub

Paulo Pires

coordinator@samuel-lithgow.org.uk www.samuel-lithgow.co.uk

Career Ready

Social Mobility Charity- BL funded

Anthony Bruton

Anthony.Bruton@careerready.org.uk

Action Youth Boxing Intervention

Albert Myeson

albertaybi@gmail.com

www.aybi.co.uk

0203 6451143

Fitzrovia Youth In Action

Youth Centre

Andre Schott

andre.schott@fya.org.uk

www.fya.org.uk

020 7388 7399

New Horizon Youth Centre

Phil Kerry

Phil.Kerry@nhyouthcentre.org.uk

Poet In The City

Isobel Colchester

isobel@poetinthe.city.co.uk

Mosaic Youth

Sharon Frankland

s.frankland@pan-arts.net

Word On The Curb

Ndu Uchea

ndu@wordonthecurb.co.uk

Camden Youth Theatre

lakeisha.lynchstevens@hotmail.co.uk

Real Life Events

Salima A.soul

realifevents@gmail.com

Your Bike Project Cic

Raqhib Islam

yourbikeproject@gmail.com

Kcbna

Shofi Muhammod

shofi.muhammod@kcbna.org.uk

West Kingsway College

Sheila Knowles

Sheila.Knowles@westking.ac.uk

Lifting Limits

Caren Gestetner

Caren@liftinglimits.org.uk



OLDER ADULTS

Third Age Project

Tony Bloor

info@thirdageproject.org.uk www.thirdageproject.org.uk 020 7383 4922

North London Cares

Victoria Buckle

victoria.buckle@northlondon-cares.org.uk

Amanda Sebestyen
(Age Uk Camden Women)

amseb@blueyonder.co.uk



NETWORKS (SEE SEPARATE DATABASES)

Pass The Mic Sis - Professional Muslim Women

Sadiqa Jabbar

admin@passthemicsis.com



REGENT'S PRIDE

Black Out Uk

Rob Berkeley

blkoutuk@gmail.com

Outings In Art

Chris Barlow

chris@outingsinart.org.uk

Mosaic Youth

Lukasz Konieczka

director@mosaicyouth.org.uk



INDIVIDUAL KEY CONTACTS

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louis@louishowell.com

Emily Momoh

emily.momoh@gmail.com

Somers Town History Space

Diana

echodiana@gmail.com

Lionbeat

jc@lionbeat.com

Blind Ambition

alka@blindambition.co.uk

The Francis Crick Institute

Hannah Camm

hannah.camm@crick.ac.uk

British Library

Amber Perrier

Amber.Perrier@bl.uk

Phoenix Court

rachel@phoenixcourt.co

New Body And Soul

Michelle

Michelle@newbodyandsoul.com

Industry In The Streets

Emily Momoh

emily.momoh@gmail.com

CONTACT

neil@beyondtheboxconsultants.com
www.beyondtheboxconsultants.com

Appendix C: Invitation to Stage 1 Meet the Team event

EUSTON TOWER

Meet the team and discover more about British Land's plans for the future of Euston Tower at Regent's Place.

When: Tuesday 21st February, 4:00 PM to 8:00 PM

Where: 10 Brock Street, Regent's Place, Camden, NW1 3FG

British Land invites residents, the local community, and stakeholders to meet the team looking at the future of Euston Tower at their campus, Regent's Place, located in the London Borough of Camden.

Free Food | Music | Family Activities

CLICK HERE TO RSVP



1. Meet The Team Event Invite.pdf
3 MB

----- Forwarded message -----

From: <info@eustontower.uk>

Date: Tue, Feb 14, 2023 at 5:11 PM

Subject: You're Invited - Euston Tower Meet The Team Event

To:

Good afternoon,

British Land invites residents, the local community, and stakeholders to **meet the team** looking at the future of Euston Tower at their campus, Regent's Place, located in the London Borough of Camden.

Date: Tuesday - 21st February

Time: 4:00 PM - 8:00 PM

Please see the attached invitation for full details and a link to RSVP.

We have live music, free Caribbean food, henna artists, and face painting (for young and old).

We hope to see you there!

Kind Regards

Euston Tower Team

info@eustontower.uk

Appendix D: Invitation to Stage 1 engagement event on Inclusivity in the Public Realm

EUSTON TOWER

Inclusivity in the Public Realm

You're invited to the first in series of events connected to the future of Euston Tower, as we explore inclusivity in the public realm.



Tuesday 4th April, 6:00 PM to 8:00 PM

Good Company Tap Cafe,
17-19 Triton Street, London, NW1 3BF

EUSTON TOWER Inclusivity in the Public Realm

When: Tuesday 4th April, 6:00 PM to 8:00 PM

Where: Good Company Tap Cafe, 17-19 Triton Street, London, NW1 3BF

Join us for the first in a series of events connected to the future plans of Euston Tower, as we explore inclusivity in the public realm.

We are inviting local people, communities and businesses to join us at this workshop which will explore the future design and use of public spaces, both within the tower and the surrounding plaza, posing the question: How can and should we be designing spaces for inclusivity?


We look forward to welcoming you.

REFRESHMENTS WILL BE PROVIDED DURING THE WORKSHOP

CLICK HERE TO RSVP



Appendix E: Invitation to Stage 1 engagement event on Interior Spaces for Public Use & Programming



Welcome To The
EUSTON TOWER
Panel Event

Interior Spaces for Public Use & Programming

WHEN:
Tuesday 2nd May
6:00 PM to 8:00 PM

WHERE:
The Good Company Tap Cafe,
17-19 Triton Street,
London, NW1 3BF

Appendix F: Invitation to Stage 1 co-design workshop on Exterior Spaces for Public Use & Programming

EUSTON TOWER
Co-Design Workshop

Exterior Spaces for Public Use & Programming

As part of the Euston Tower community engagement programme, you're invited to discuss how can and should we be designing public realm and interior spaces to create welcoming and accessible environments.

WHEN:
Tuesday 16th May
6:00 PM to 8:00 PM

WHERE:
10 Brock St, London,
NW1 3FG,



  Full event details can be found on EventBrite: [RSVP HERE](#)

Appendix G: Invitation to Stage 1 co-design workshop on Exterior Spaces for Public Use & Programming



EUSTON TOWER

Panel Event

Exterior Spaces for Public Use & Programming

Join us for this 2-hour panel event led by Creative Practice Beyond The Box CIC. The Euston Tower team will share the findings from the co-design workshop that was facilitated with the community in April, exploring publicly accessible spaces within Euston Tower.

WHEN:
Tuesday 30th May
6:00 PM to 8:00 PM

WHERE:
10 Brock Street,
London, NW1 3FG



Full event details can be found on EventBrite: [RSVP HERE](#)

FREE REFRESHMENTS & FOOD WILL ALSO BE PROVIDED

Appendix H: Invitation to Stage 1 engagement event on Discovering Environmental Sustainability



EUSTON TOWER

Sustainability Event

Discovering Environmental Sustainability

Join the team to explore how environmental sustainability has been taken into account in the design process of Euston Tower.

WHEN:
Tuesday 4th July
6:00 PM to 8:00 PM

WHERE:
10 Brock Street
London, NW1 3BF



Full event details can be found on EventBrite: [RSVP HERE](#)

FREE REFRESHMENTS & SNACKS WILL ALSO BE PROVIDED

Welcome to the Euston Tower

Meet The Team

British Land is exploring the future of 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.

Beyond the Box is a Community Interest Company that is leading the community engagement and social impact strategy for Euston Tower, working alongside the wider project team.

British Land

Development Lead & Management of Regent's Place



Michael Meadows
Head of Planning



Tim Downes
Development Director



Fusnara Begum
Senior Community Manager



Saul Collyns
Senior Social Sustainability Executive

Beyond the Box

Community Engagement & Social Impact Lead



Neil Onions
Founding Director



Morgan Lewis
Programmes Manager



Richa Godavari
Marketing & Communications Lead



Alex Erwee
Project Lead

3XN / GXN

Architects & Sustainability



Audun Opdal
Architect



Laura Wagner
Architect



George Pickering
Architect



Adam Ozinsky
Engineer

Gerald Eve

Planning Consultants



Sophie Hinton
Planning Consultant



Natalie Davies
Planning Consultant

London Communications Agency

Communications Advisor



Duncan Hepburn
Partner & Director

Gardiner & Theobald

Project Management



Jess Pennell
Project Manager



Gavin Williams
Project Manager



Habibul Islam
Project Manager

Euston Tower

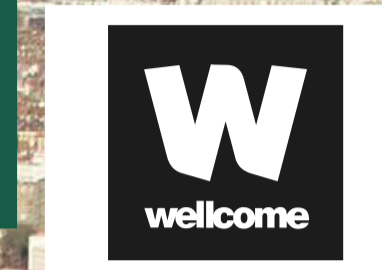


Euston Tower in Regent's Place The Challenge

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



Euston Tower in the Knowledge Quarter



Regent's Place



PARTNER

A leading global life science hub with one of the densest concentrations of science and knowledge-based organisations in the world.

160+
Life Science Companies
(60% HQ locations)

8
Higher Education Institutions

22
Museums & Galleries

70k+
Workers

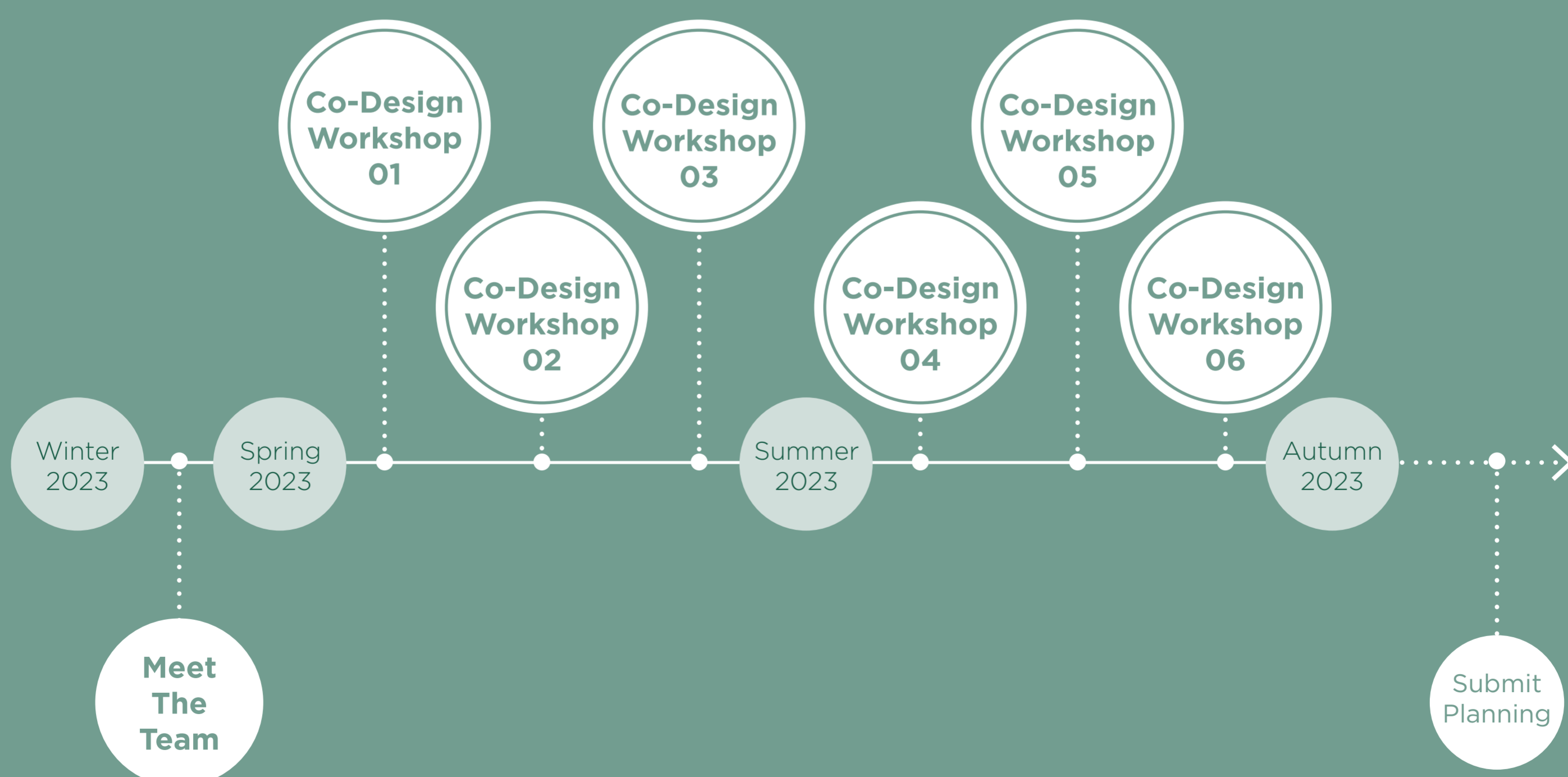
Get Involved!

Help Shape the Plans

It's important that Euston Tower provides welcoming, inspiring places that support the local community and economy.

British Land is committed to an open dialogue with local people throughout the design and development process, so that local expertise directly informs the plans. While also ensuring that the process generates meaningful social impact. We'd love your thoughts on how we can best do this.

Engagement Timeline



Questions

a) How would you like to be kept up to date on future plans and events for Euston Tower?

[Empty dotted-line response box for question a)

b) Do the workshops and events we are proposing cover the sorts of things you are interested in? Is there anything else you would like us to cover?

[Empty dotted-line response box for question b)

c) How welcoming did you find the outside public space when coming here today?

[Empty dotted-line response box for question c)

Questions

d) What would you like to see from the public space at Regent's Place & around Euston Tower?

[Empty dotted box for response to question d)

e) What opportunities would you like to have access to through the engagement process and as part of the final development?

[Empty dotted box for response to question e)

f) Do you have any questions for us?

[Empty dotted box for response to question f)

Social Impact at Regent's Place

At Regent's Place, our main focus is on **aspirational employment**. Together with our customers, suppliers and community partners, we have the power to strengthen 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.



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. virtual masterclasses and work experience at Regent's Place last year.



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.

Live Opportunities at Regent's Place

Join the AD-Cademy

Regent's Place is home to one of London's most thriving communities. With companies from the worlds of art, science, research and creativity alongside independent shops and restaurants and with close links to local charities, artists and outreach programmes, we know first-hand the importance of providing opportunities and education to everyone.

Which is why we're so proud to be supporting a new, free, virtual gateway into the world of advertising.

The award-winning ADcademy from Brixton Finishing School, host an exciting programme designed to break you and loads of other 18-25-year-olds into the media and advertising industries through flexible, online learning.

The ADcademy's aim is to ensure the progression of multicultural and white working-class talent into the media and digital industries- whatever your passion is there is a potential role for you.

The curriculum, delivered virtually by leading names in the media and digital industries, shares the required knowledge, professional skills, CV development and profile building that will help you 'win at work'.

If you're aged 18-25, from an under-represented background and searching for a new career then register here www.theadcademy.org and start learning today

Remix Dance

Regent's Place are pound funders of Remix Dance, a free community dance project which delivers weekly Street Dance classes and performance and development opportunities to local children from the Regents Park Estate and neighbouring areas.

This project connects people with the campus and opportunities at Regent's Place. It raises aspirations with new opportunities to learn to dance and through being in the space it connects the participants to career projects.

Remix Dance produces multiple dance productions throughout the year as well as providing opportunities to perform at theatre shows, local events and festivals at a range of indoor and outdoor venues.

Get Involved:

Remix Dance classes run Every Monday and Wednesdays at Old Diorama Arts Centre

Monday:

4:15pm -5pm: 5-7 years
5pm -6pm: 8-10 years
6pm -7pm: 11+

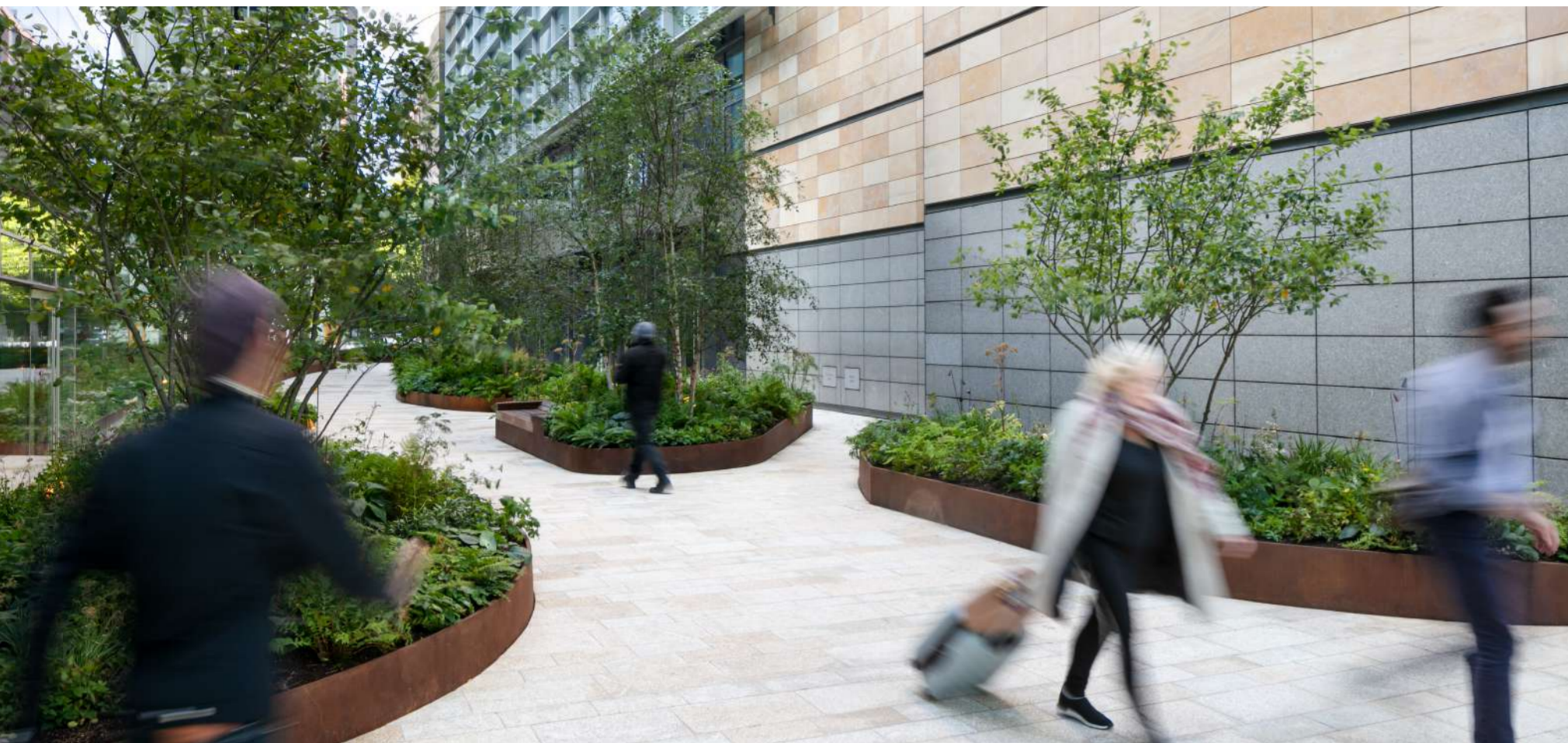
Wednesday:

4 15pm -5pm: 5-7 years
5pm -6pm: 9-11 years; *Styles class - Popping, Locking, Breaking and Tutting*
6pm -7pm: 10-12 years; *Boys only*

Places People Prefer

British Land

British Land is a UK-based property company, specialising in developing & managing places where people want to live, work and visit.

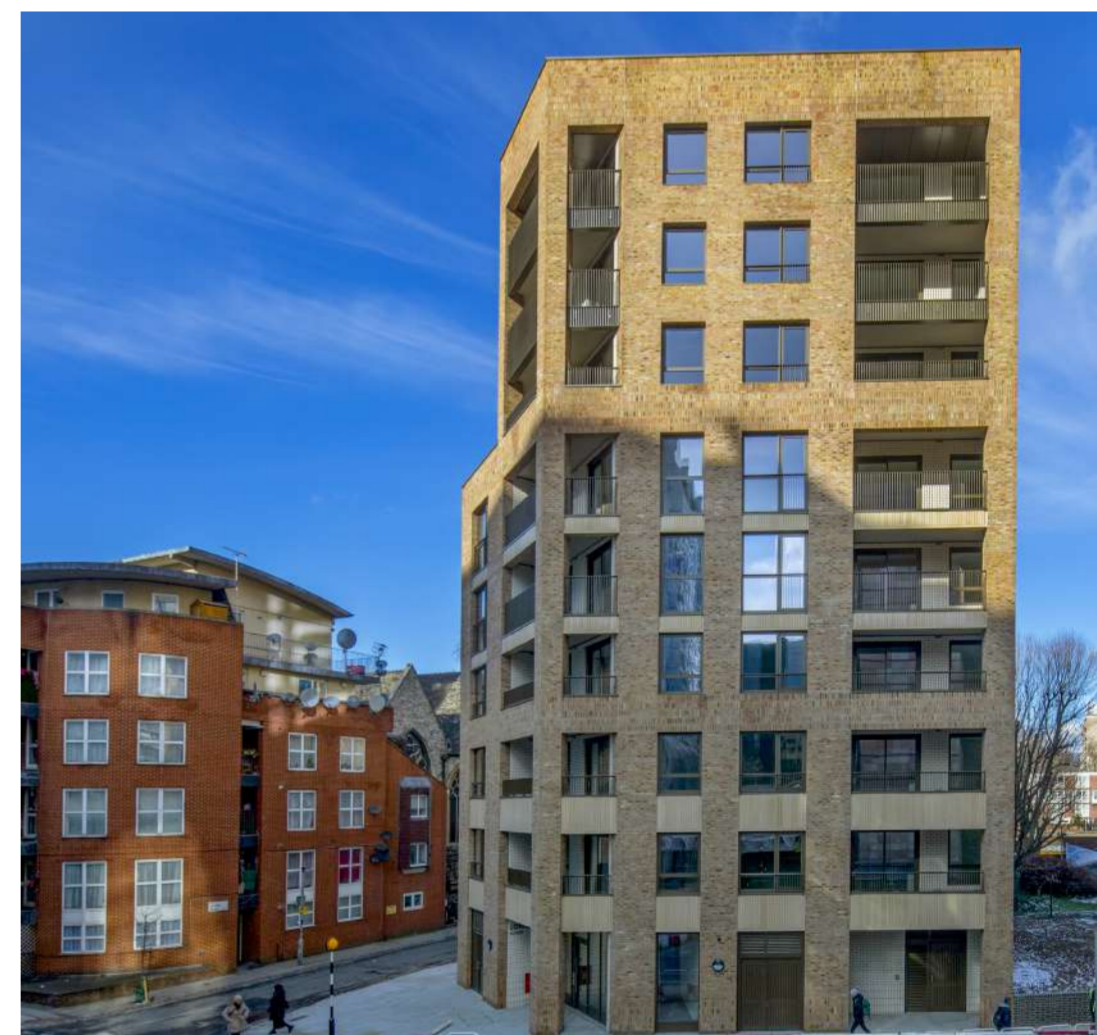


1 Triton Square

- Combining modern, flexible office accommodation with new affordable workspace at Regent's Place for start-ups and small businesses.
- Greener and more welcoming public spaces.
- Applying circular economy principles, we sought to retain and reuse as much of the existing building as possible.

Longford House

- 22 new affordable homes for Camden residents.
- Dual and triple aspect flats provide good levels of daylight, while minimising overlooking.
- All flats designed to meet the Home Quality Mark for quality, sustainability and performance.
- Local contractor based in Camden.



Canada Water

- 53-acre town centre development, providing new homes (including affordable), offices, shops, restaurants, leisure and community facilities including a new leisure centre.
- At least 35% of the development will be public open space, including a new town square, park, and improved Dock.
- Five years of consultation and engagement involving over 5,000 people, to ensure that local opportunities, aspirations, and feedback directly informed the plans.



Putting People at the Heart of Buildings

3XN/GXN

3XN Architects | GXN Innovation is an architecture and research practice focused on exploring ways to enrich the lives of people living and working in and around our buildings.

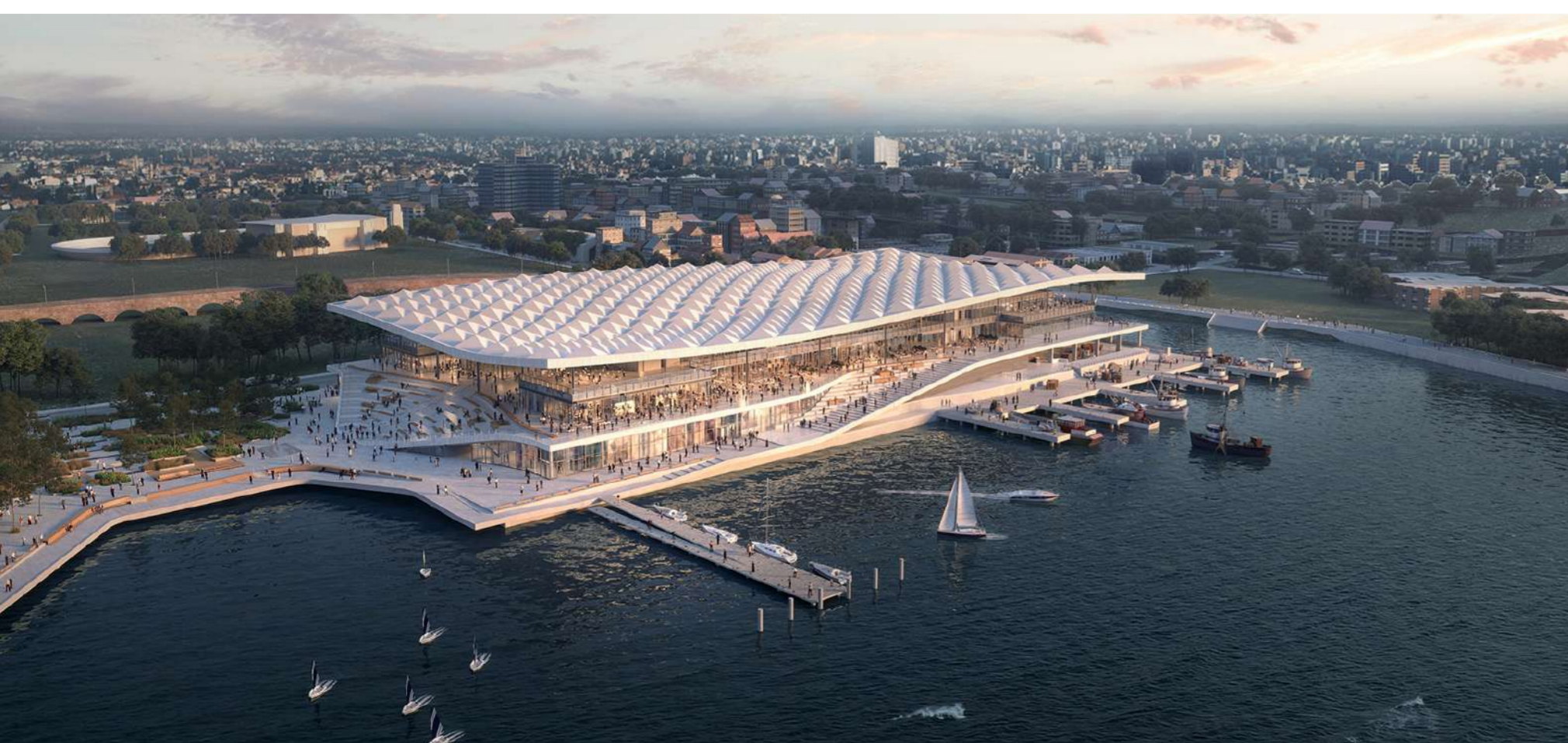


Plassen Cultural Centre

Designed to be the heart of cultural, recreational and social life in Molde, Norway, the space includes; several common auditoria for the city's local theatre, the annual literature and jazz festivals and the local library, as well as providing rehearsal space, a café, restaurant and an exhibition centre.

Aarhus Godsbanen

A dynamic hub for art and culture in Aarhus, Denmark, that transformed former freight train halls into a space for artistic production, encouraging interactions with artists, teachers and businesses. Atop the building, the roof merges with the existing landscape, forming a unique space for respite and play.



Sydney Fish Market

The Sydney Fish Market aims to be exemplary in integrating the public realm into a contemporary market space. The new market will place people at the centre of the architecture, with an emphasis on place-making to foster a strong sense of community at Blackwattle Bay.

Euston Tower

Inclusive Spaces Event

2023-04-05



Precedent Images Overview

Existing Euston Tower

Initial Public Design Concepts



Some Takeaways from the Precedent Images Review

Granary Square, London

"It's a destination, I would make plans to go as it's good for kids and family."

"Me and my sister who is four feel safe here at night and love spending time in this space, especially playing with the water."

"Free events attract young people and get them more involved with space."

"Anywhere children are engaged with, everyone feels welcome."



Some Takeaways from the Precedent Images Review

Exchange Park, London



BEYOND*the*BOX



“It is good to spend time here in the afternoon, not crowded and the space is open and has a landscape.”

Some Takeaways from the Precedent Images Review

Pancras Square, London



BEYOND*the*BOX



"It's a problem - the flat green looks nice but doesn't encourage play."

"Hardly see people in Pancras Square or even around Euston Tower / Regent's Place. No families or kids or people from the community are visible. Makes you feel uncomfortable as it is very corporate."



Some Takeaways from the Precedent Images Review

St Giles Square, London

“No energy - it tries to incorporate nature but looks bland. There’s so much space however they’ve put 4 trees and 4 benches and called it a day, it needs more work.”



Some Takeaways from the Precedent Images Review

The Scoop @ City Hall, London



BEYOND*the*BOX



“It can get overcrowded and so I will avoid space, especially during the evening. it is also very dull and grey and has no landscape around it.”

Some Takeaways from the Precedent Images Review

The Southbank, London

"The pop-up colourful element is good, allows you to change the theme and respond to season, like an adaptable space."

"Having live performances in public spaces will make it more inclusive and involve more people. It's a good space during summer if there was a landscape, and one can get food and spend time with their family."



Some Takeaways from the Precedent Images Review

Rockefeller Centre, New York



“It’s well lit, creative and not too commercial so I like it. Is the public programming free?”

Existing Euston Tower

Existing Euston Tower

The tower in context



BEYOND*the*BOX



View from Euston Road - looking east



View from Euston Road - looking west



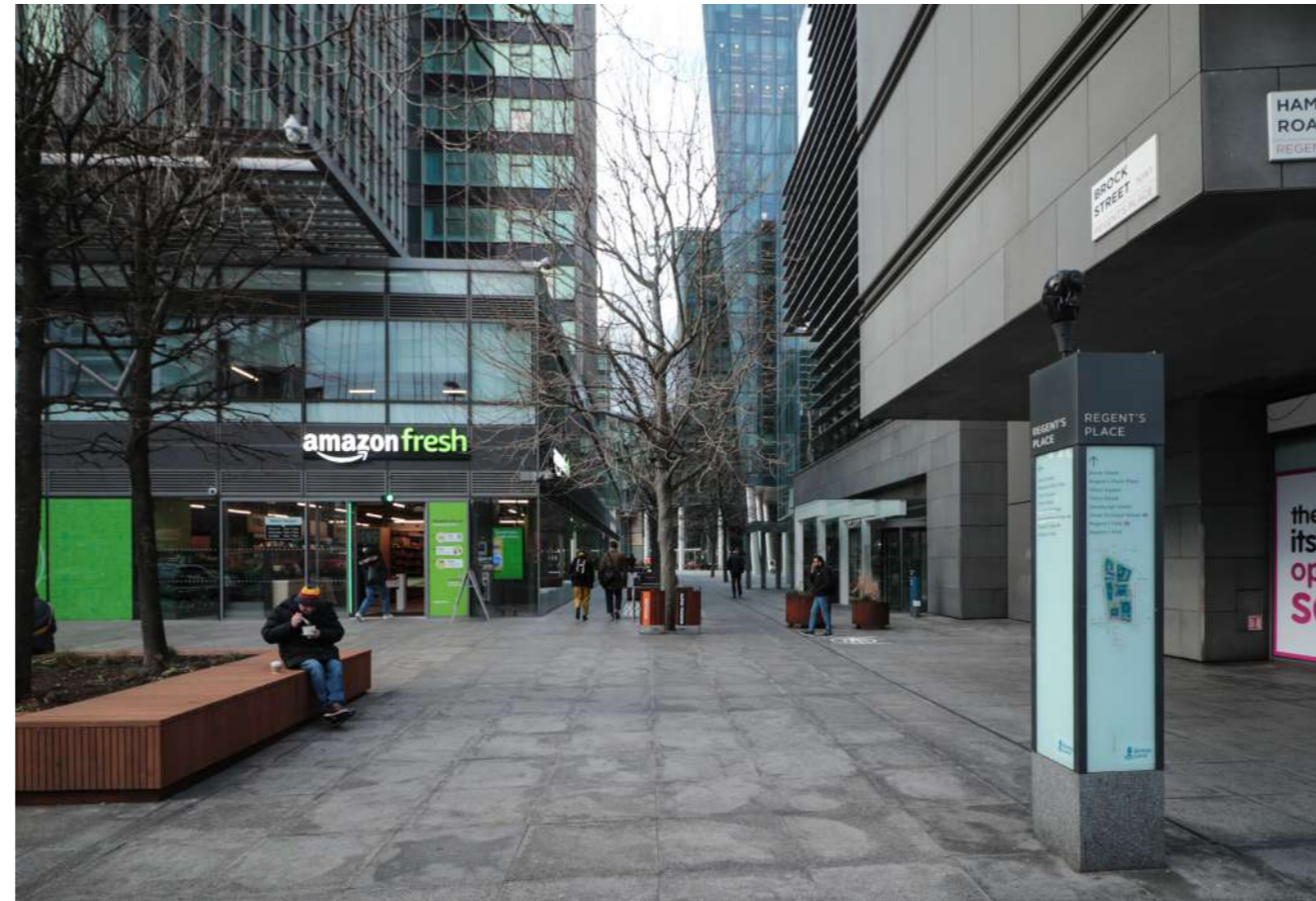
View from Hampstead Road x Drummond Street junction

Existing Euston Tower

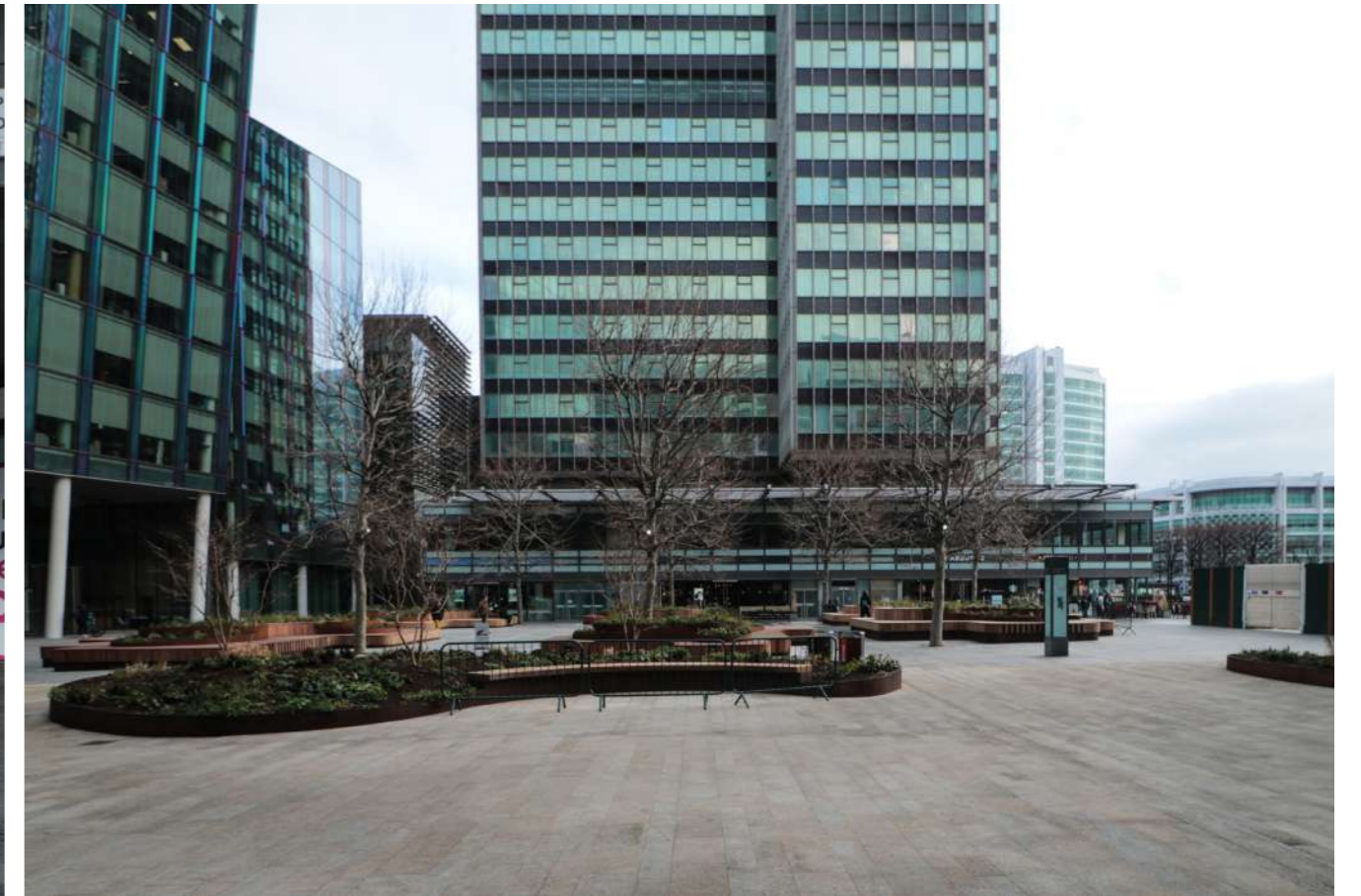
Existing public space



View from UCL NHS Trust building



View along Brock Street



View across Regent's Place Plaza



View along Hampstead Road



View from Euston Road east



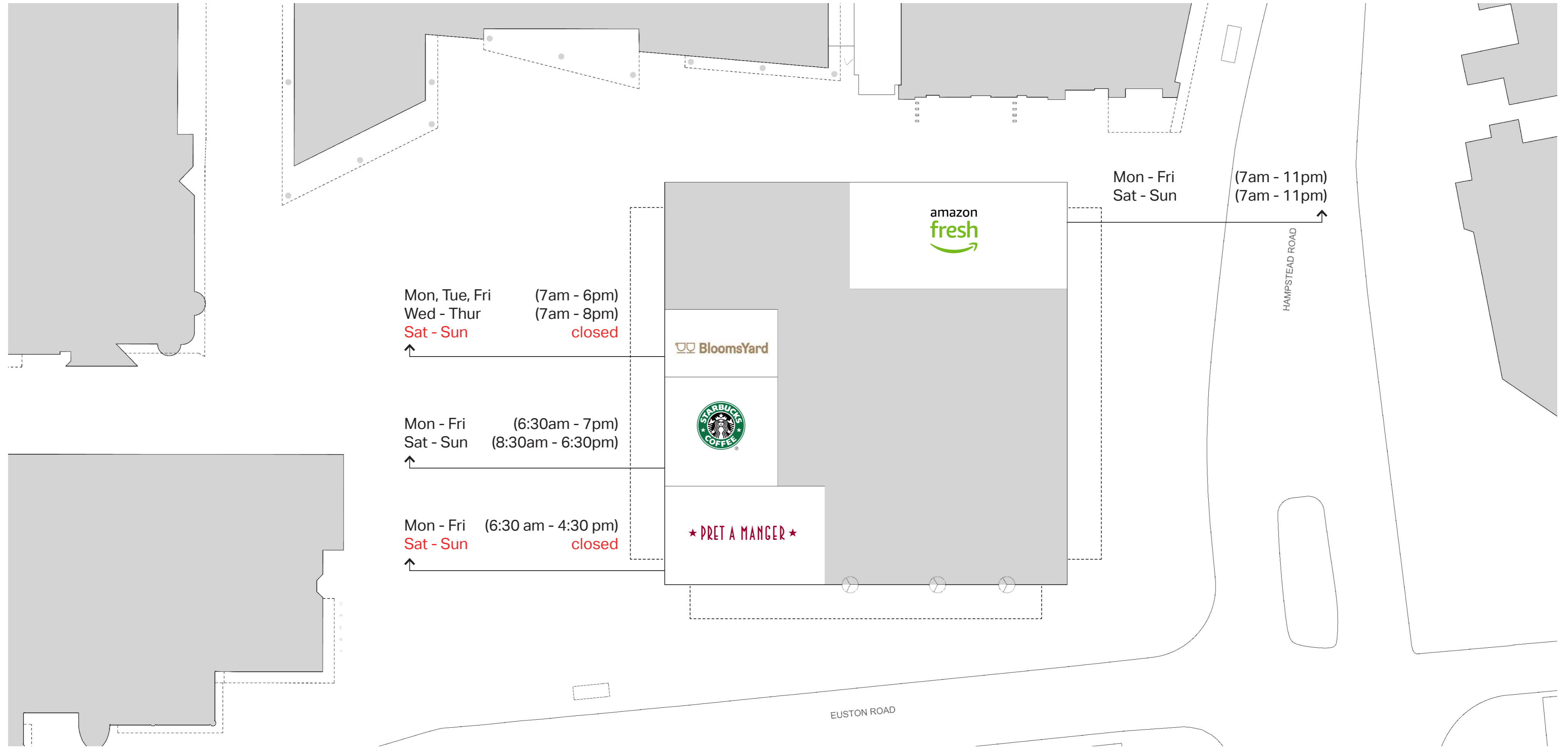
View from Euston Road west

Existing Euston Tower Plan

Existing public access is limited and commercially-driven



BEYOND*the*BOX



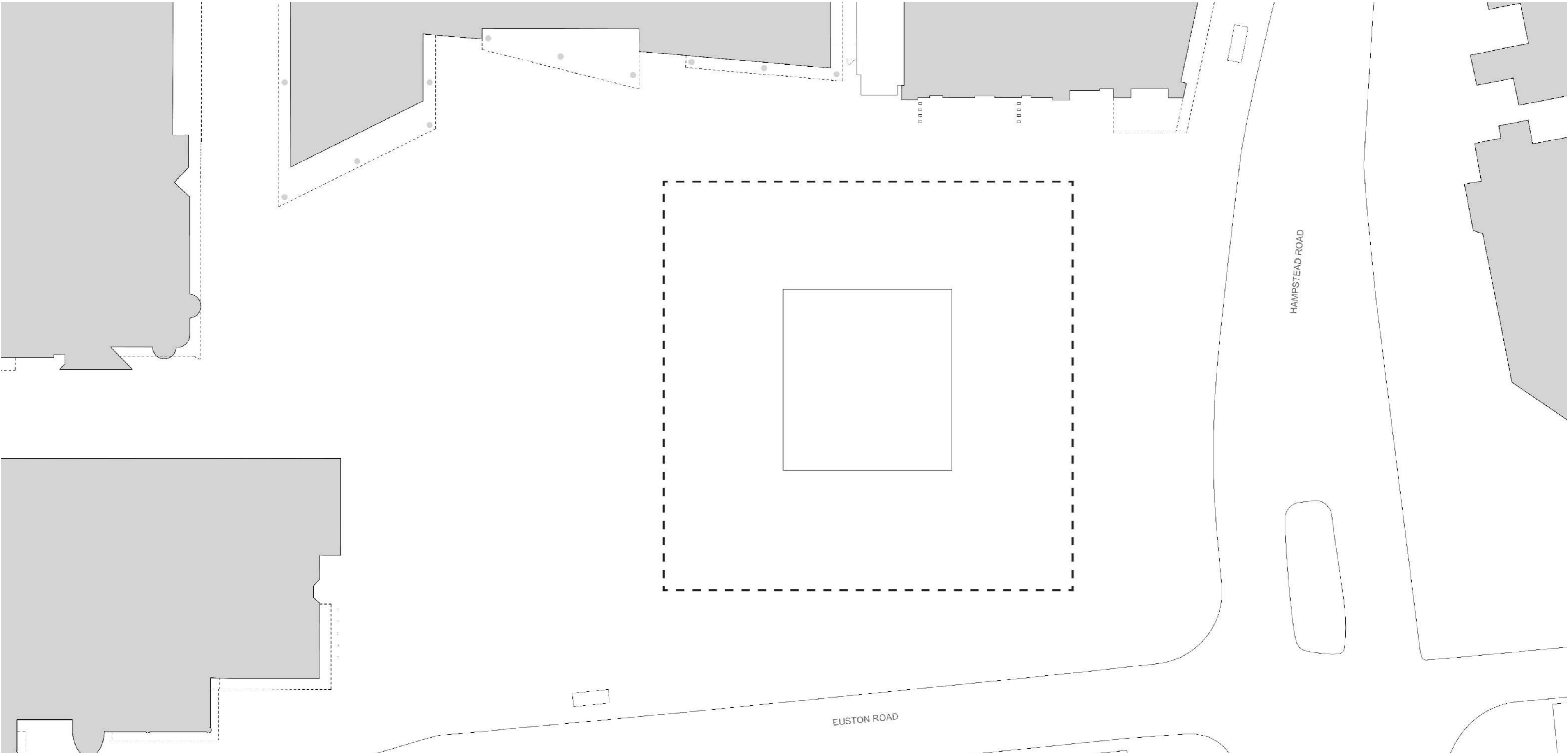
Initial Public Design Concepts

Can We Do Something Different?

Central core allows for access from all four sides



BEYOND*the*BOX

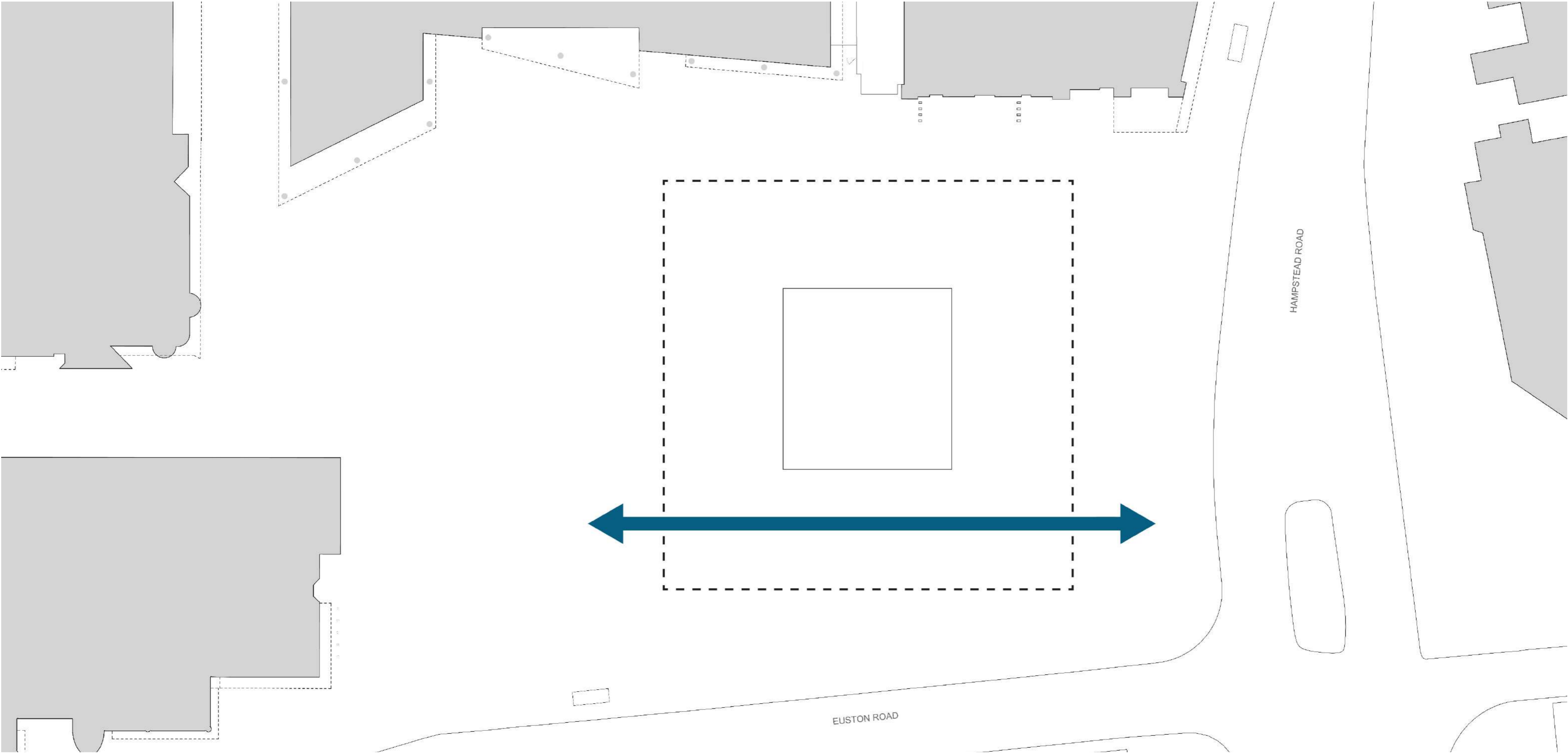


Concept 01_Transparency along Euston Road

Create a link between Euston Road x Hampstead Road junction and Regent's Place Plaza



BEYOND*the*BOX

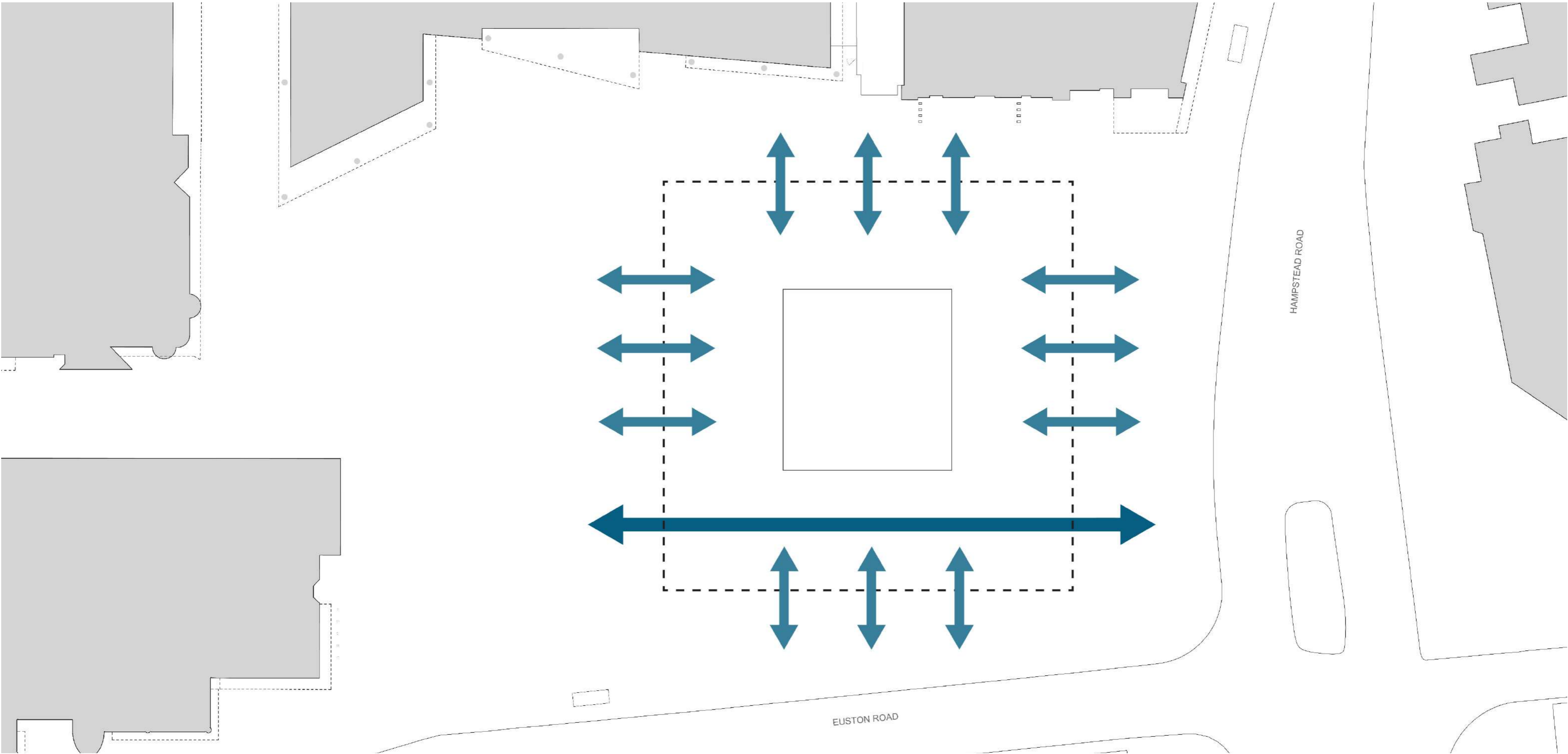


Concept 02_Access and Activation from All Sides

Create more activity around Euston Tower and diversity of entrances



BEYONDtheBOX

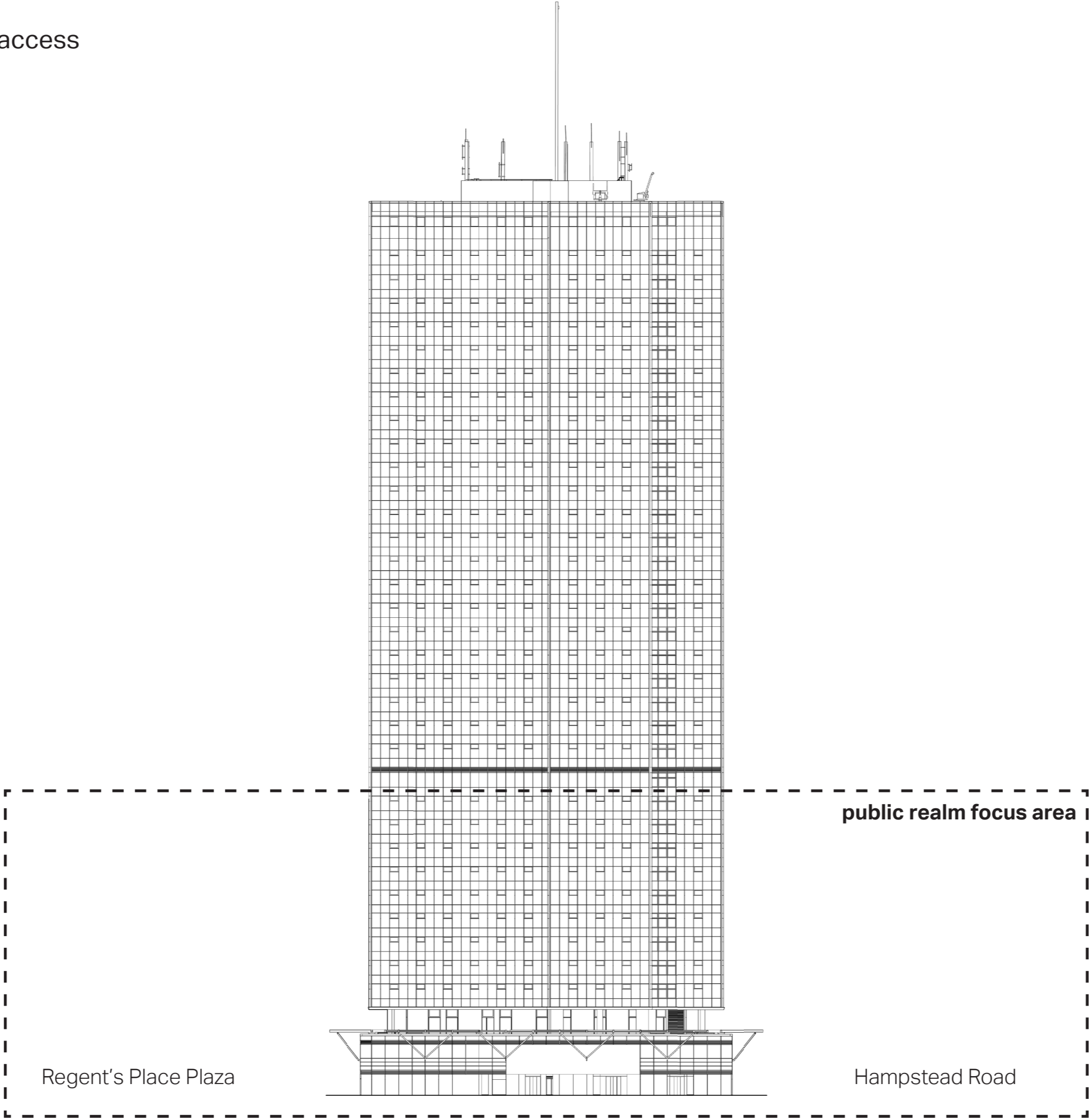


Existing Euston Tower Elevation

A blank and inactive building with little public access



BEYOND*the*BOX

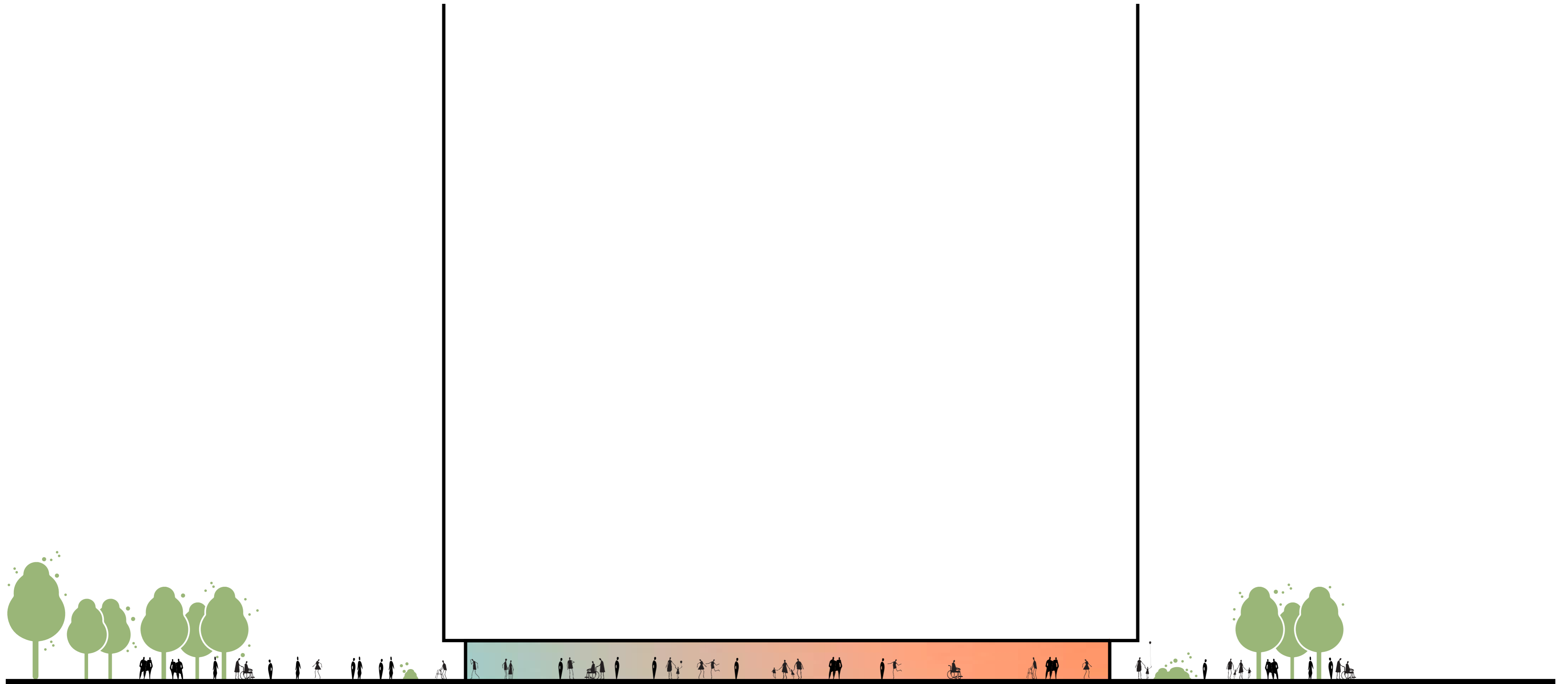


Step 1 - Create a Publicly Accessible Ground Floor

More diversity and activity around ground floor



BEYOND*the*BOX



Regent's Place Plaza

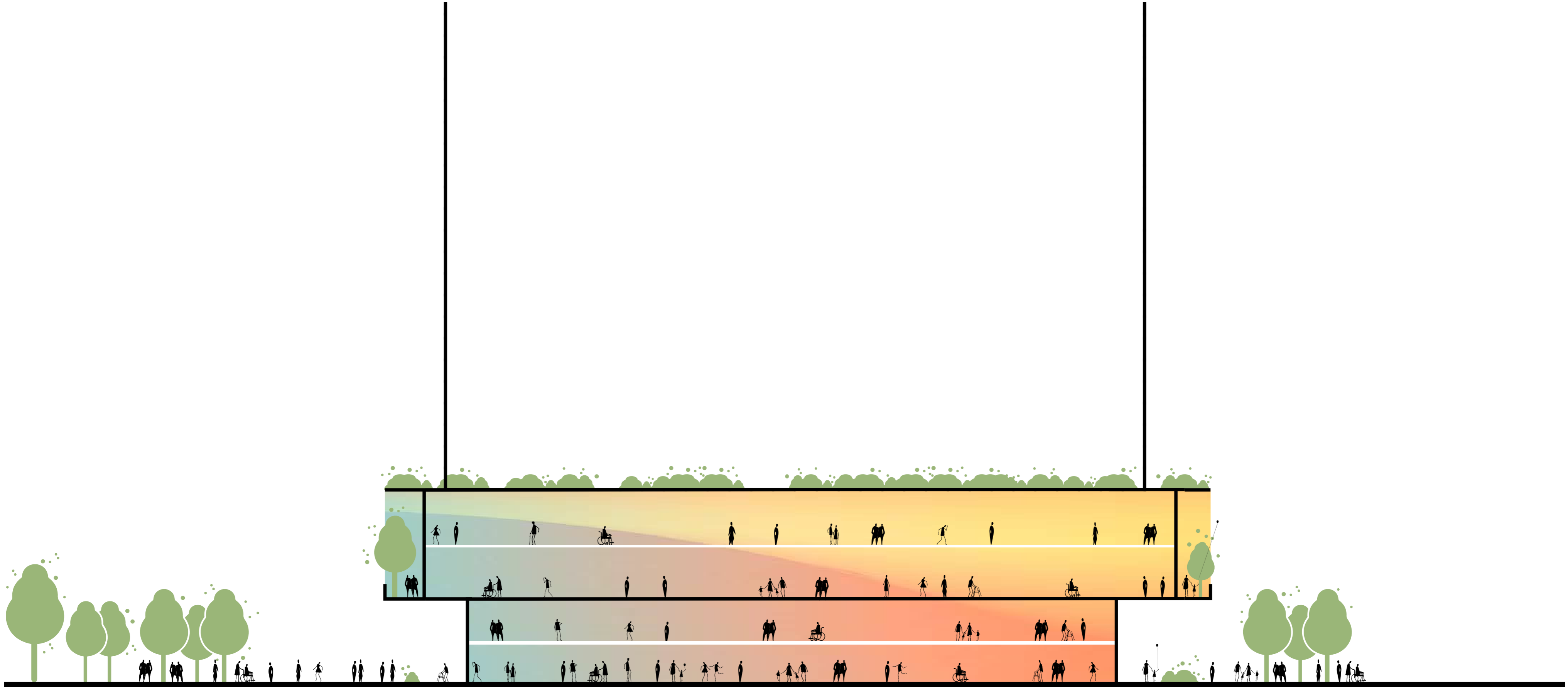
Hampstead Road

Step 2 - Publicly Accessible Podium Concept

Increase publicly accessible areas creating multiple levels of public benefit connected to and activating Regent's Place Plaza



BEYOND*the*BOX



Regent's Place Plaza

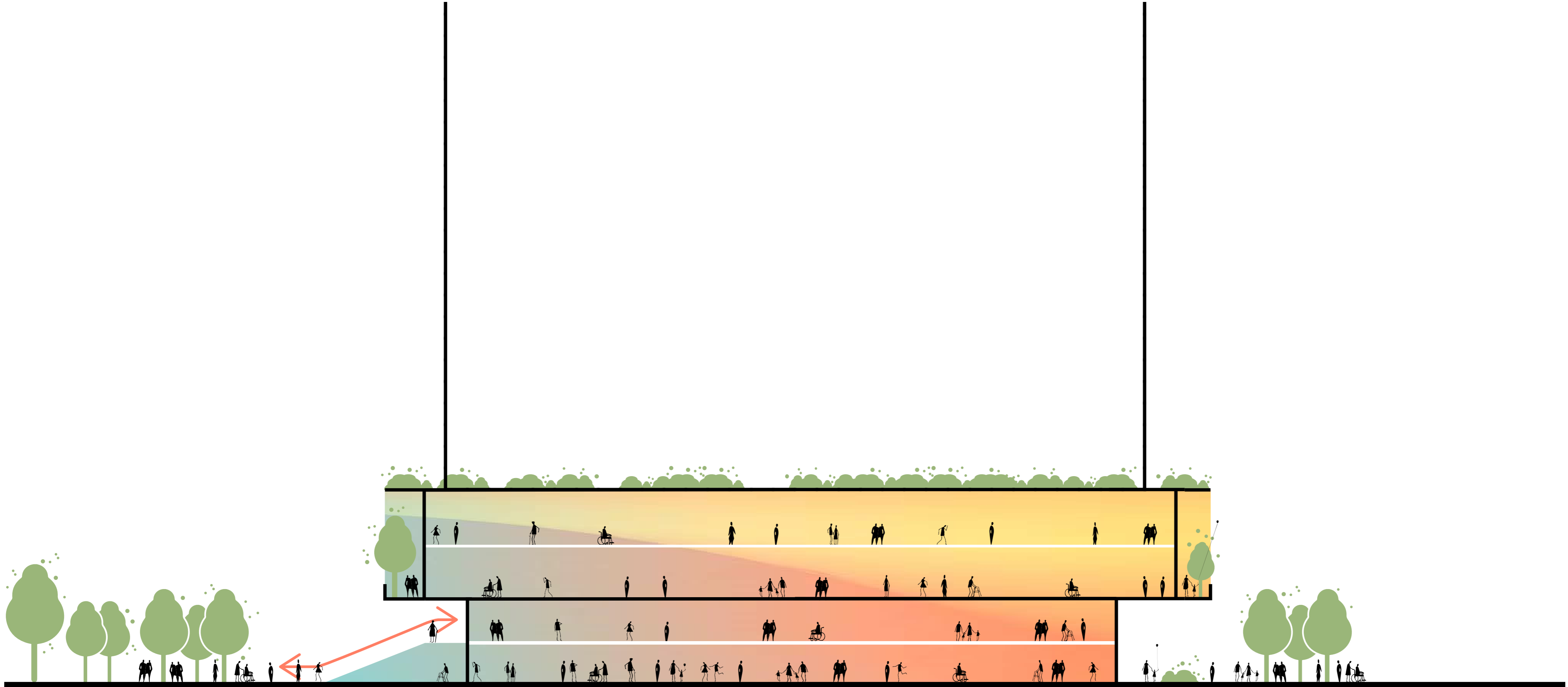
Hampstead Road

Step 3 - Can We Access Multiple Levels from Regent's Place Plaza?

Multiple levels of public benefit connected to and activating Regent's Place Plaza



BEYOND*the*BOX



Regent's Place Plaza

Hampstead Road

Step 4 - How Can We Design Successful Spaces With and For the Local Community?

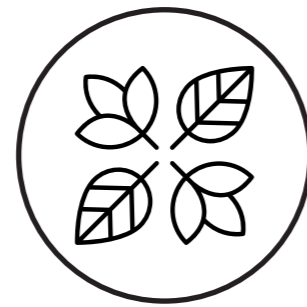
Focus on implementing some of the key feedback from the public engagement process so far



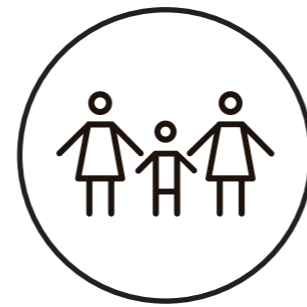
BEYONDtheBOX



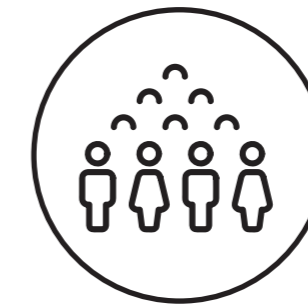
shelter



greenery to promote biodiversity



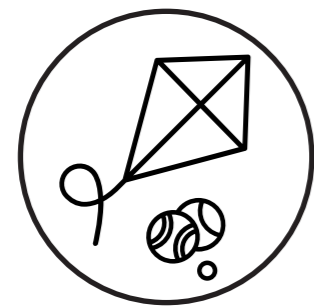
family friendly



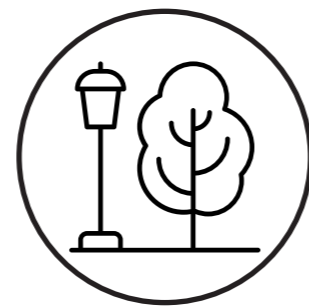
accessible and welcoming for local residents



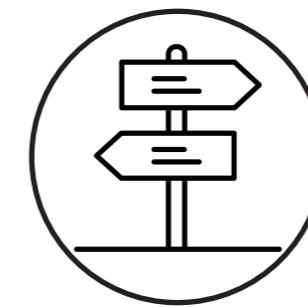
more colour



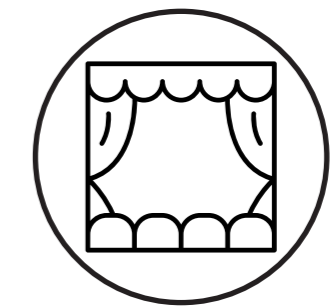
space for play



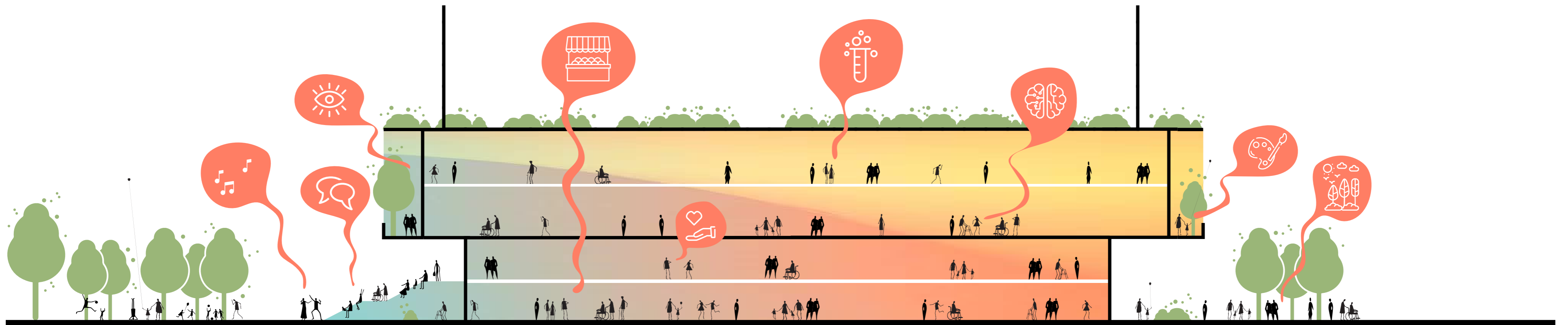
good lighting



better signage, transparency and wayfinding



programming for events by and for the local community



Regent's Place Plaza

Hampstead Road



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Euston Tower

Public Realm Interior Event

2023-05-02



Public Realm Focus & Ambitions
What Did We Hear?
Practicalities of Podium Design
Initial Design Ideas

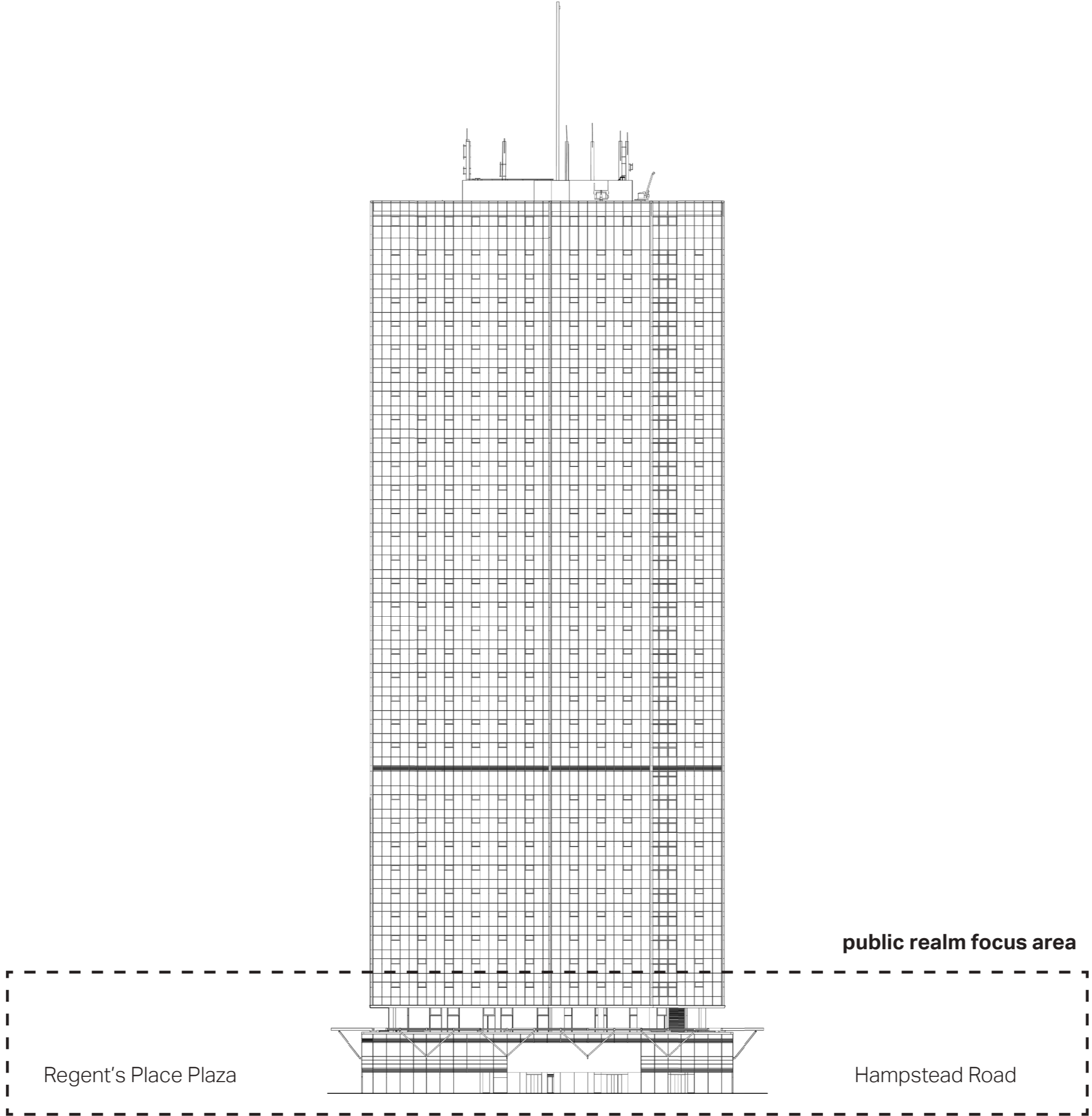
Public Realm Focus & Ambitions

Public Realm Focus

Podium levels



BEYOND*the*BOX



Public Realm Focus

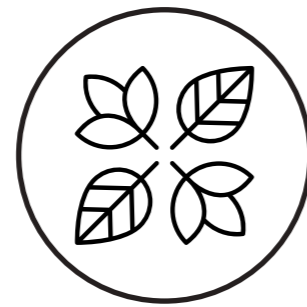
Designing successful spaces with and for the local community



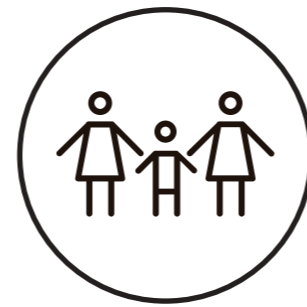
BEYONDtheBOX



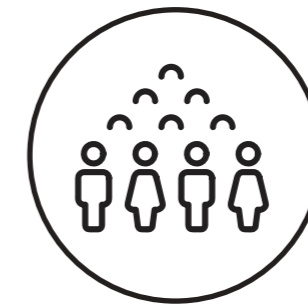
Shelter



Greenery to promote biodiversity



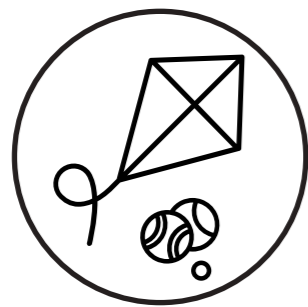
Family friendly



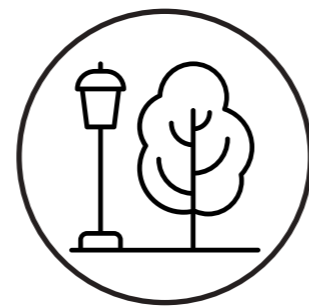
Accessible and welcoming for local residents



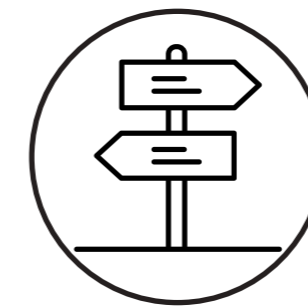
More colour



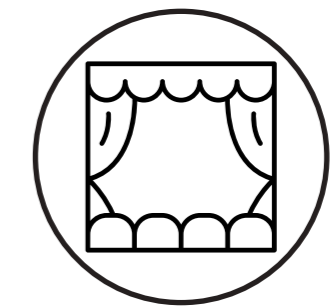
Space for play



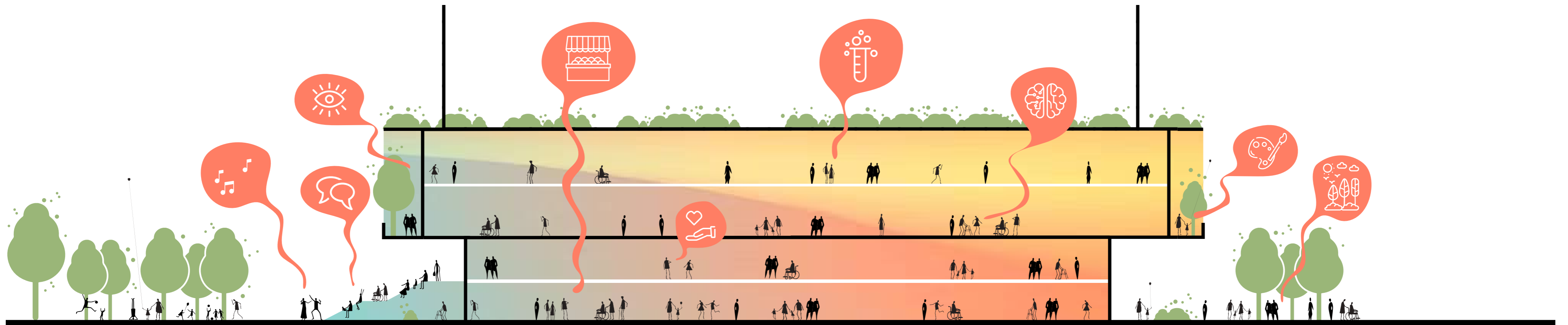
Good lighting



Better signage, transparency and wayfinding



Programming for events by and for the local community



Regent's Place Plaza

Hampstead Road

What Did We Hear?

What We Heard



BEYOND*the*BOX



| | | | | |
|-------------------------|-------------------------|--------------------------|-----------------------|-----------------------------------|
| Cultural Hub | Podcast Studios | Festival Space | Living Library | Mentor Space |
| Green Zones | Knowledge Quarter | Family-friendly Space | Community Zones | Meet a Scientist/ Entrepreneur |
| Exhibition | Cafe | Theatre / Cinema | Laboratory / Workshop | Entrepreneur & Incubator Hub |
| Cultural Space | Art Studios / Workshops | Hybrid / Flexible Spaces | Galleries | Evening Community Socials |
| Social / Networking | Performance Space | Urban Food Market | Soft Play Area | Advice Hub |
| Study Hub / Quiet Space | Wellness Facilities | Community Kitchen | Community Conferences | Food Banks |
| Warm Space | Sports Facilities | Roof Garden | Repair Space | Technology Workshops |
| Co-working / Office | Bike Lockers & Storage | Multi-faith Space | Museums | Affordable Offerings |
| Lecture Space | External Living Rooms | Innovation Centre | Pop-ups | ? |

What We Heard

Making sense of the data



BEYOND*the*BOX



Event and Activities

Food and Beverage

Learning and Exhibition

Other

What We Heard

Making sense of the data by category



BEYONDtheBOX

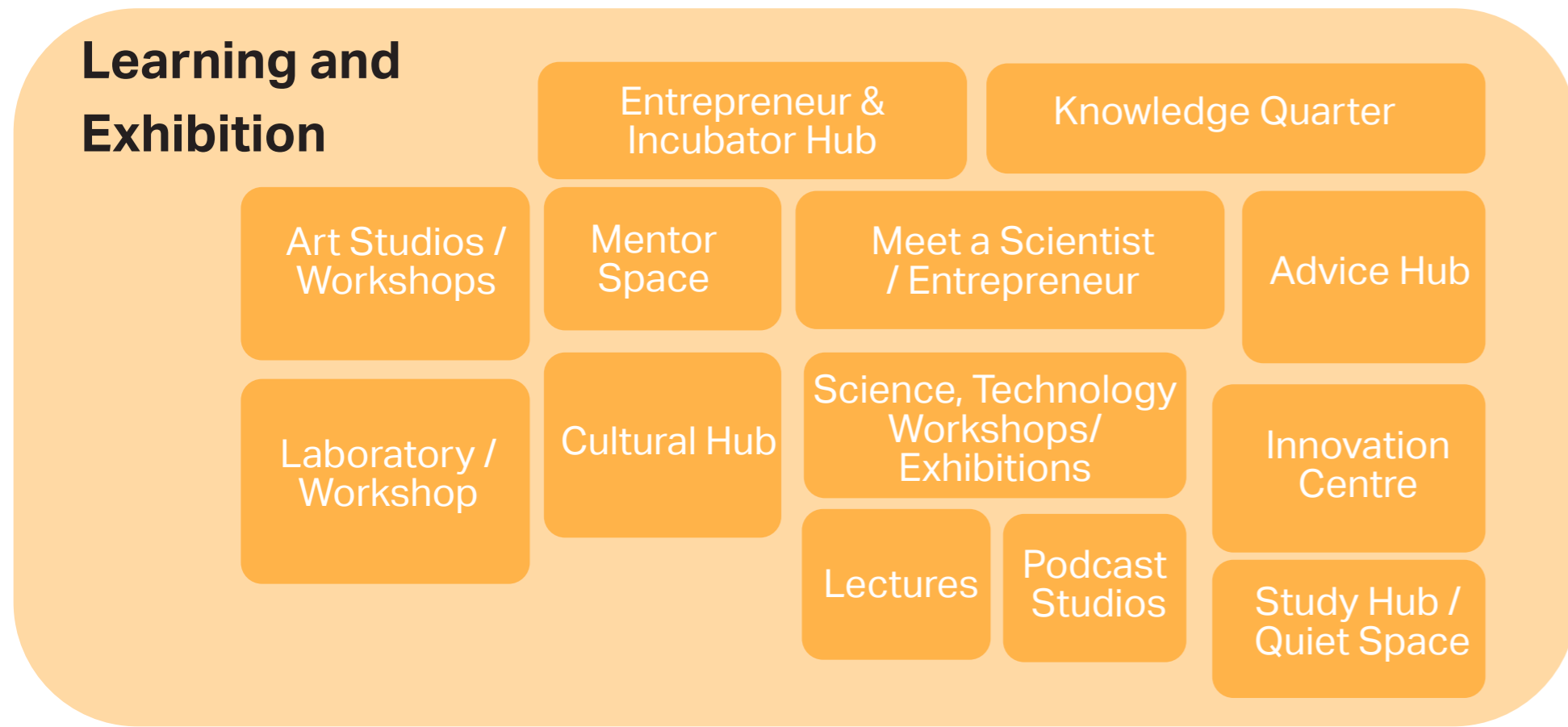


What We Heard

Making sense of the data by size



BEYOND*the*BOX

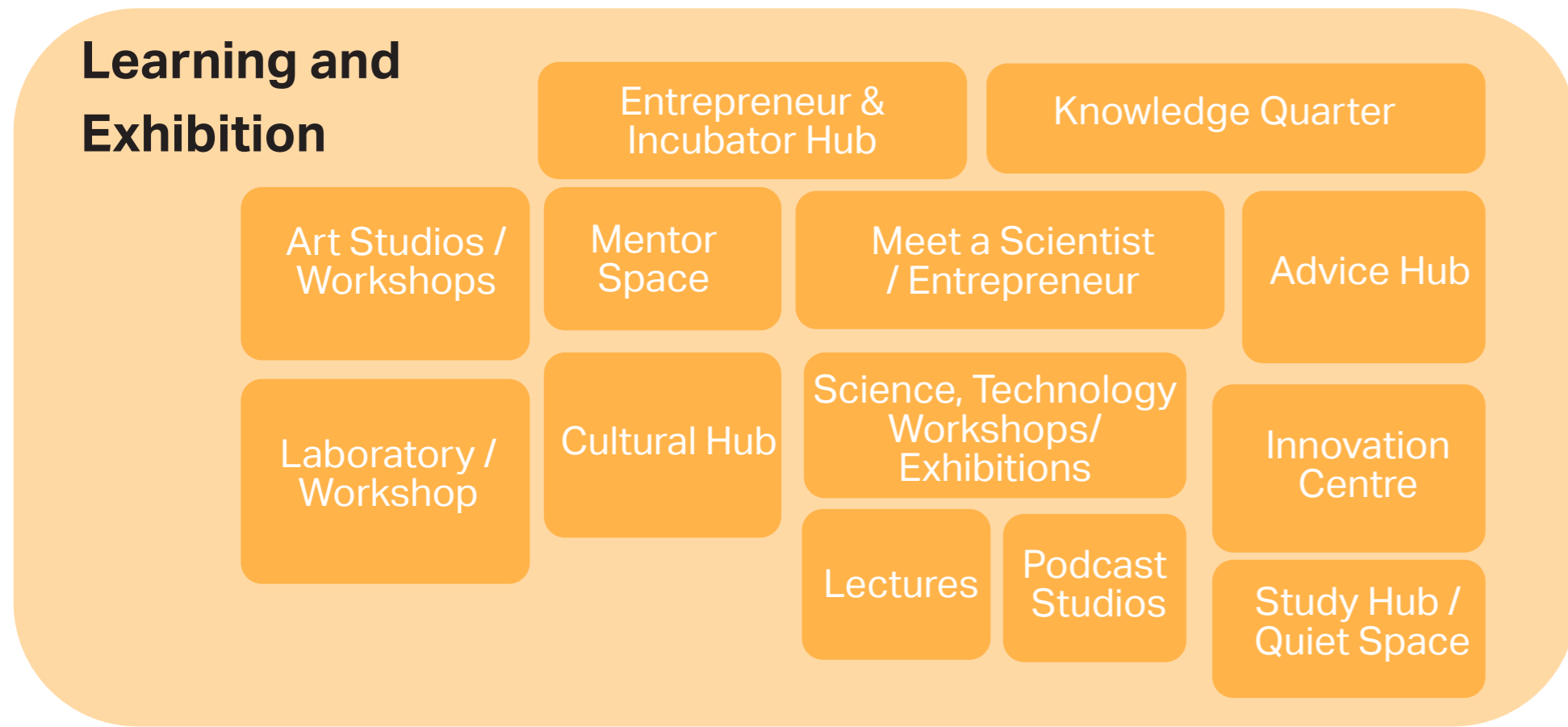


What We Heard

Learning is a key theme



BEYONDtheBOX



Precedent Images



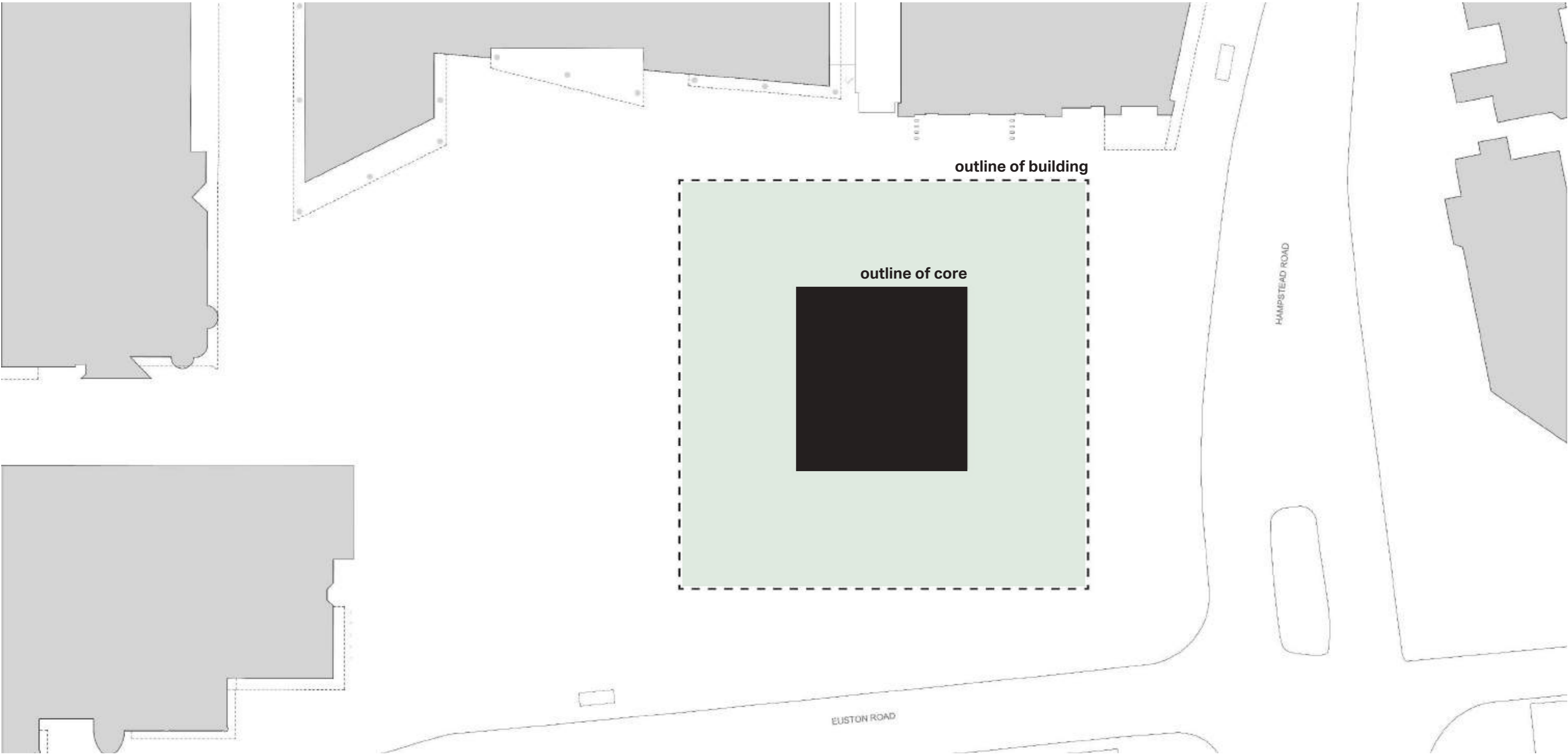
Practicalities of Podium Design

General Layout of Podium Levels

Central core allows for access from all four sides



BEYOND*the*BOX

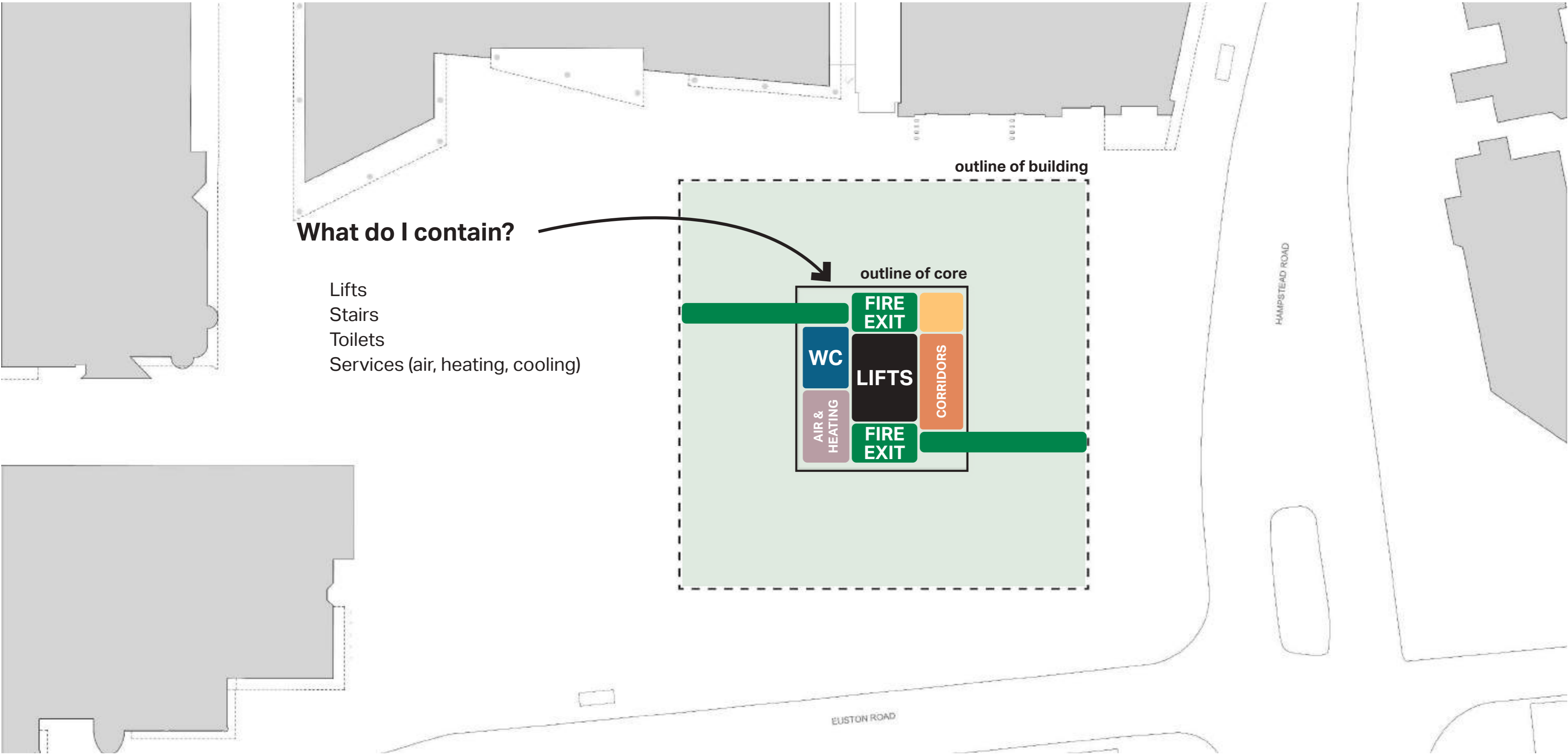


General Layout of Podium Levels

Central core allows for access from all four sides



BEYOND*the*BOX



What do I contain?

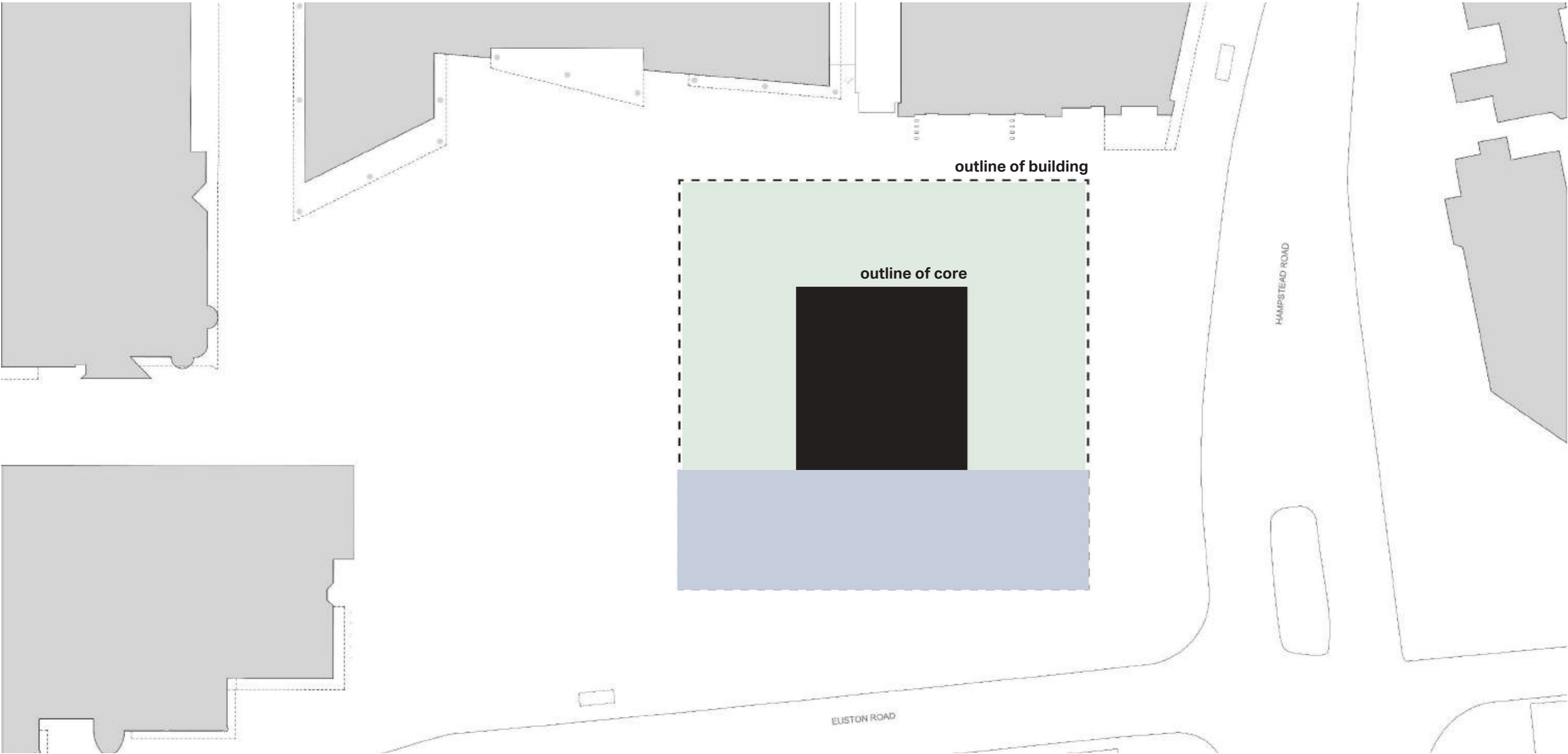
- Lifts
- Stairs
- Toilets
- Services (air, heating, cooling)

General Layout of Podium Levels

Office lobby located to the south

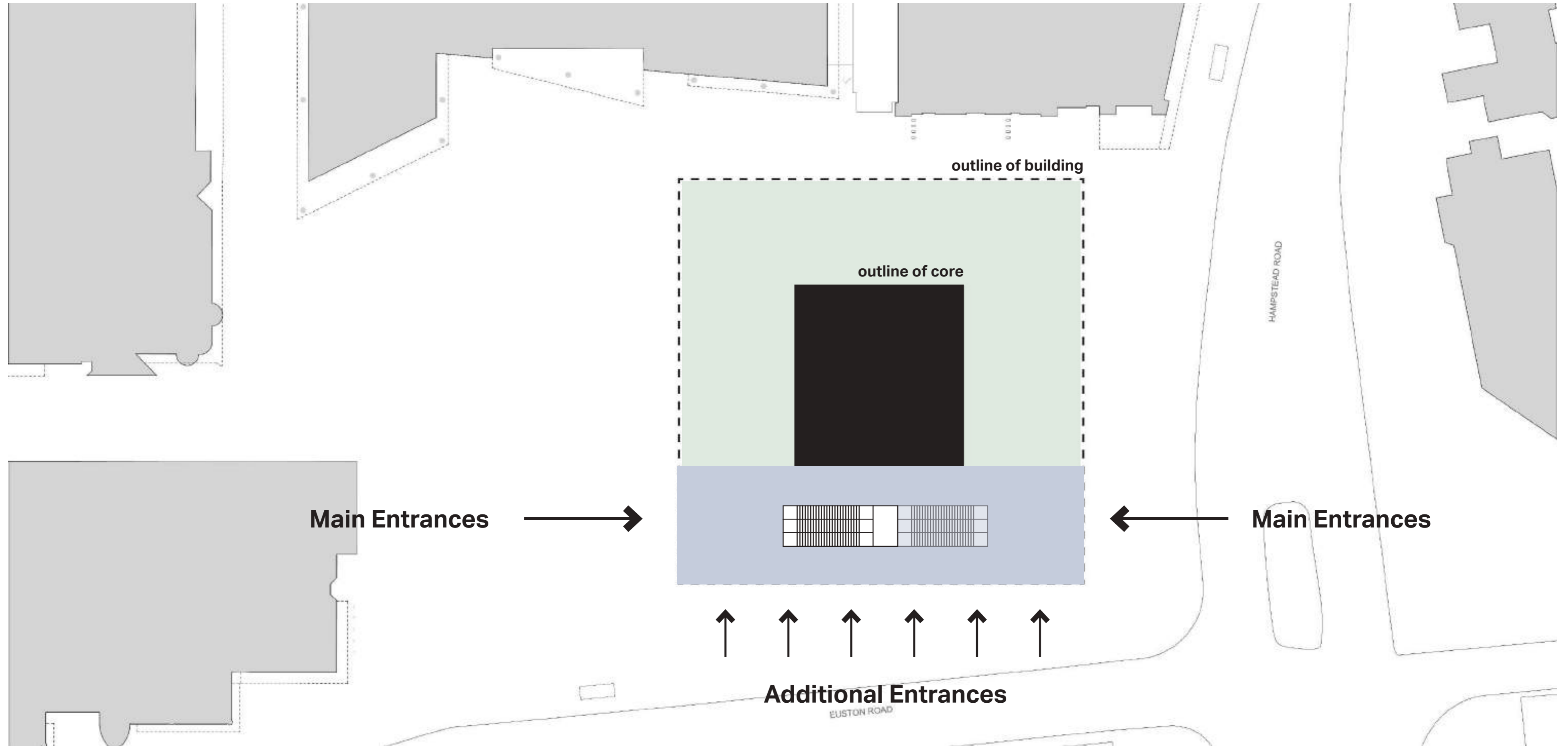


BEYOND*the*BOX



General Layout of Podium Levels

Vertical movement via escalators



General Layout of Podium Levels

Four podium levels have potential for public programming



BEYOND*the*BOX



Tower above _____

L03 _____

L02 _____

L01 _____

L00 _____

Regent's Place Plaza ↙

↔ Hampstead Road ↔

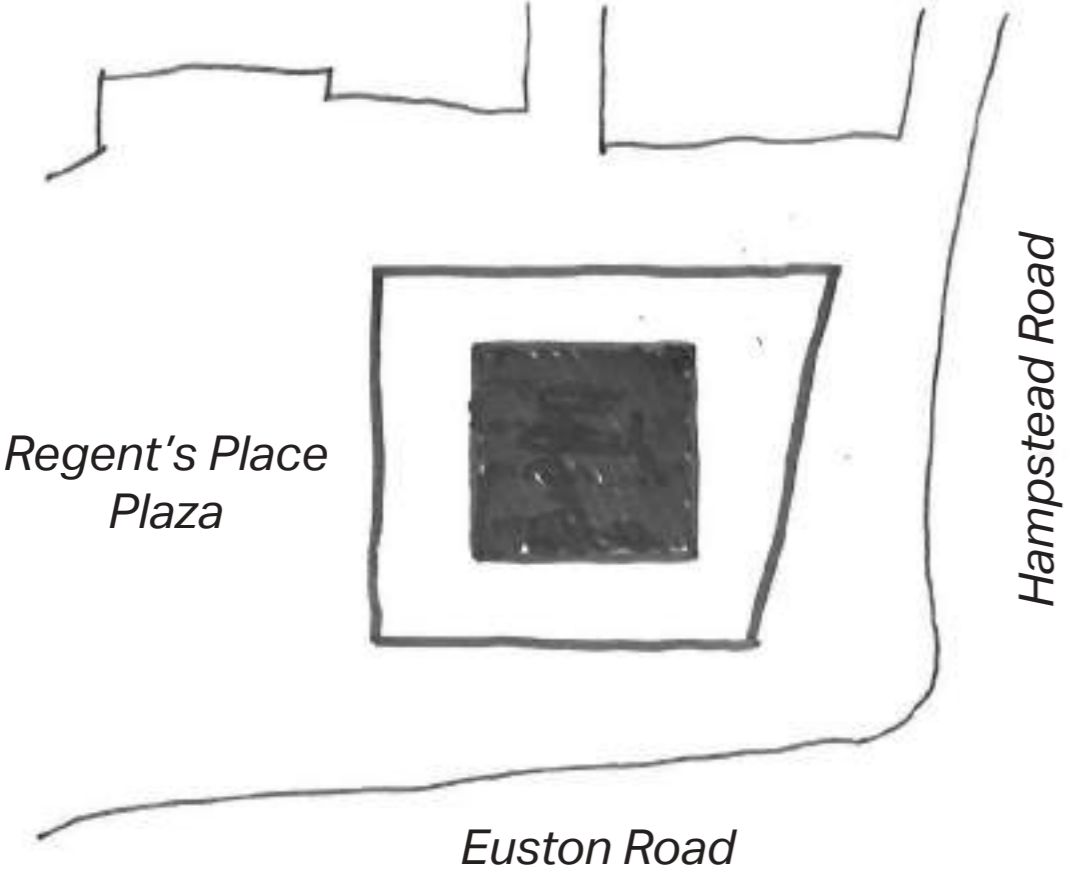
↔ Euston Road ↔

General Layout of Podium Levels

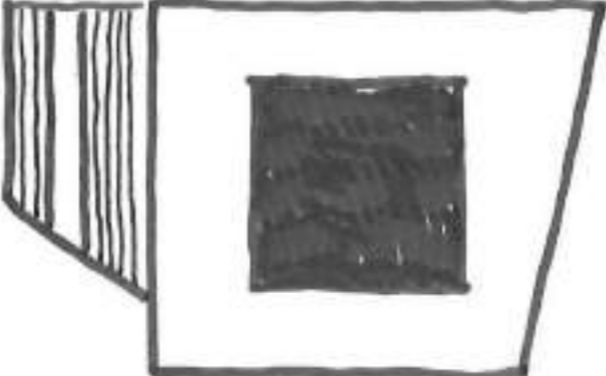
Four podium levels have potential for public programming



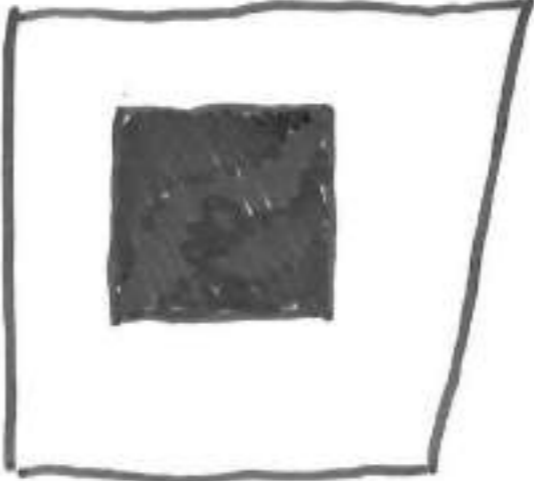
BEYONDtheBOX



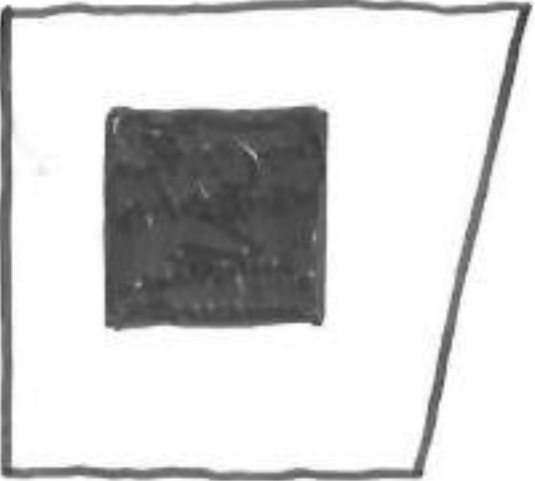
L00



L01



L02



L03



HAMPSTEAD ROAD

EUSTON ROAD

Community Hall

Cafe

Skills Start

Open Space

Library

Events

Storage

Market Space

Community Hall

Cafe

Skills Start

Open Space

Library

Events

Storage

Market Space

Community Hall

CO-WORKING SPACE

EVENTS

PERFORMANCE SPACE

Storage

WAGON SPACE COL7

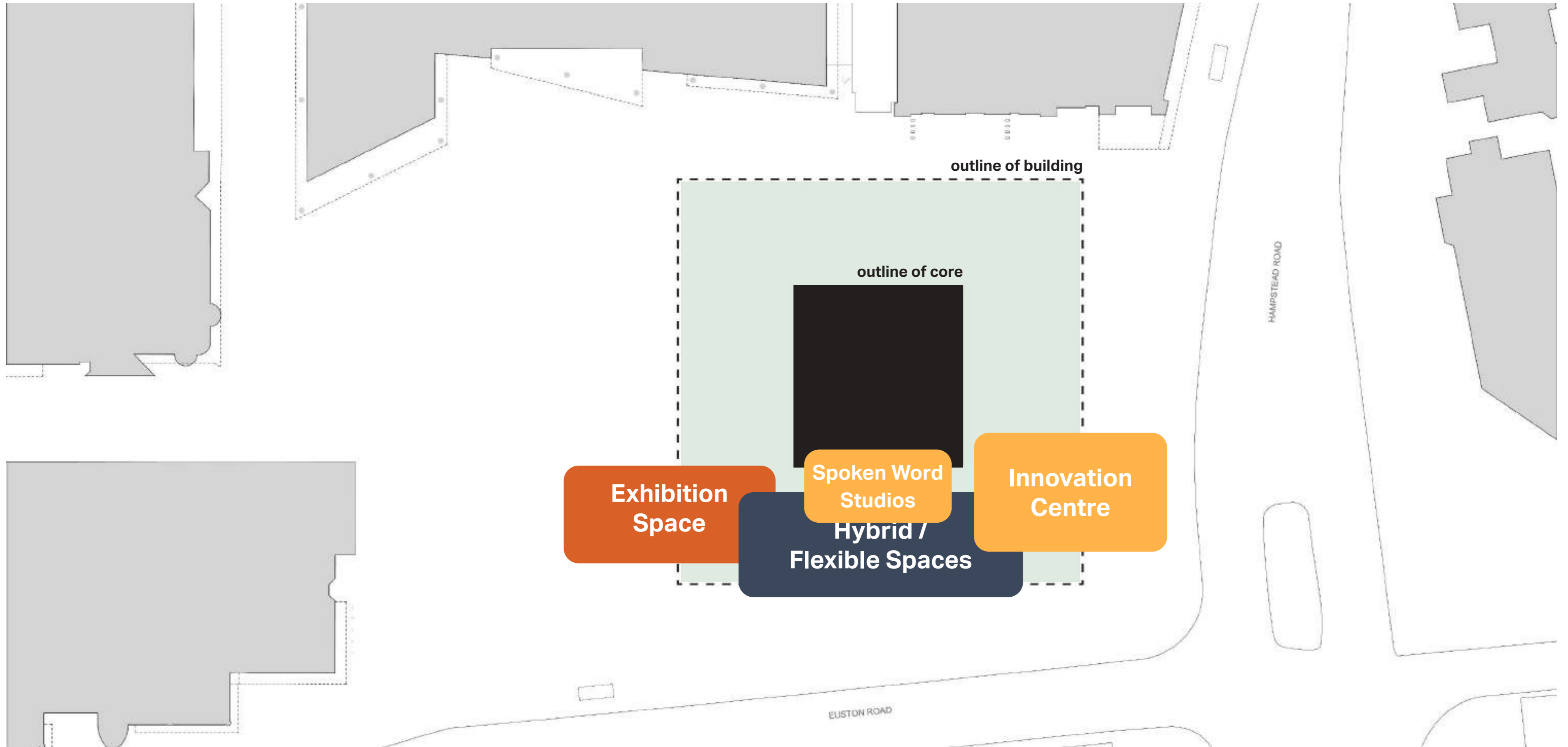
(HUMAN SCALE) MARKET LANE

Where Does Programme Fit Into the Podium Levels?

South - Euston Road



BEYOND*the*BOX

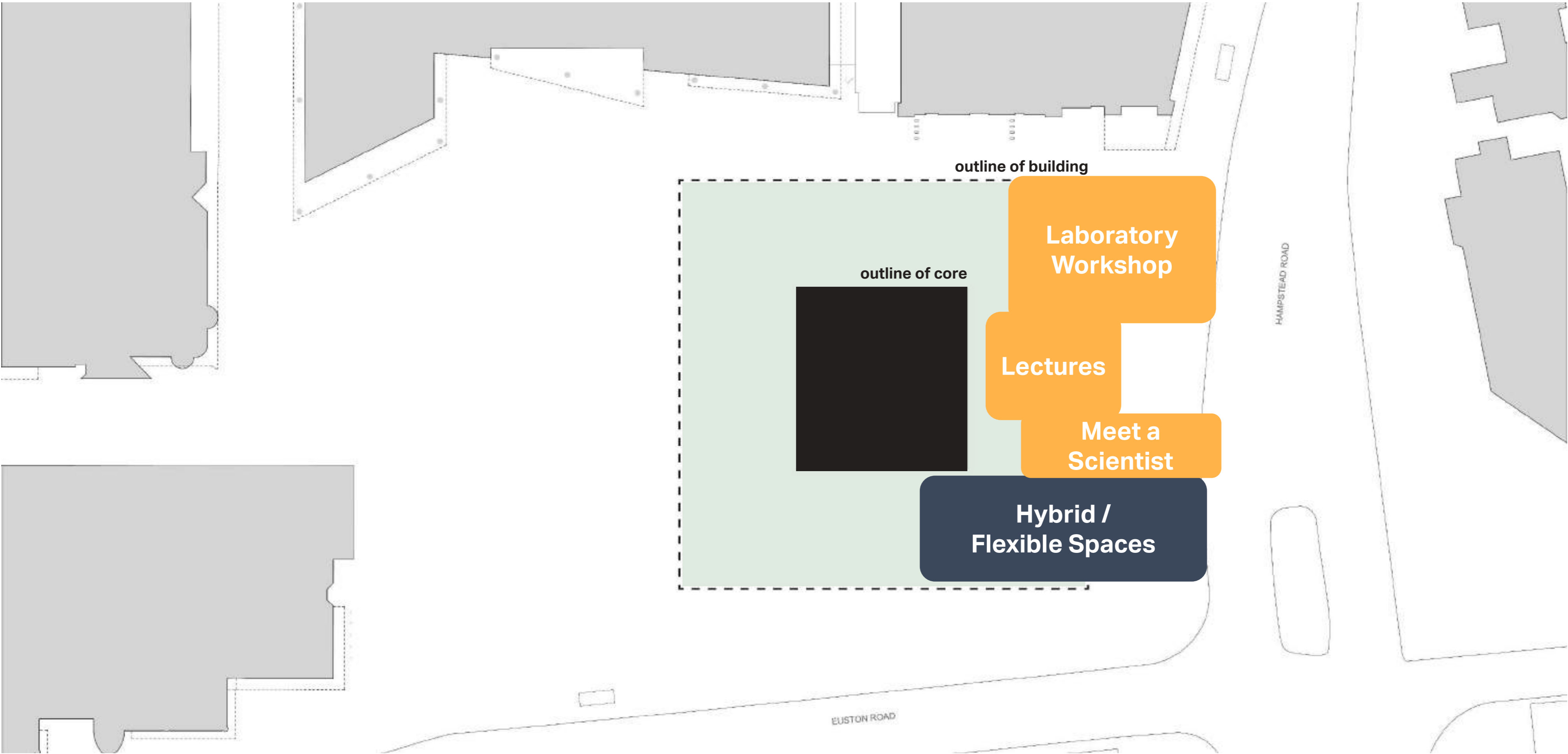


Where Does Programme Fit Into the Podium Levels?

East - Hampstead Road



BEYOND*the*BOX

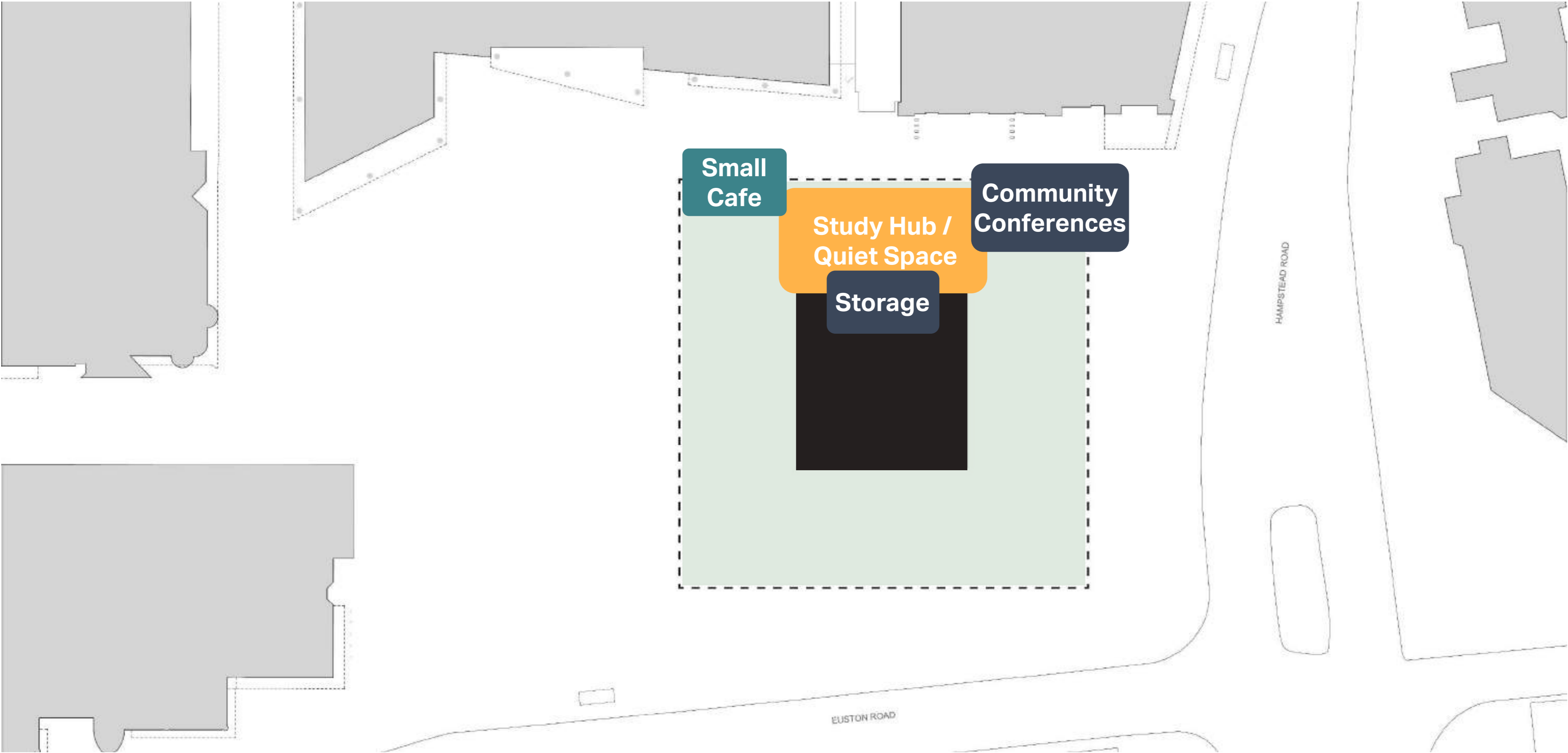


Where Does Programme Fit Into the Podium Levels?

North - Brock Street



BEYOND*the*BOX

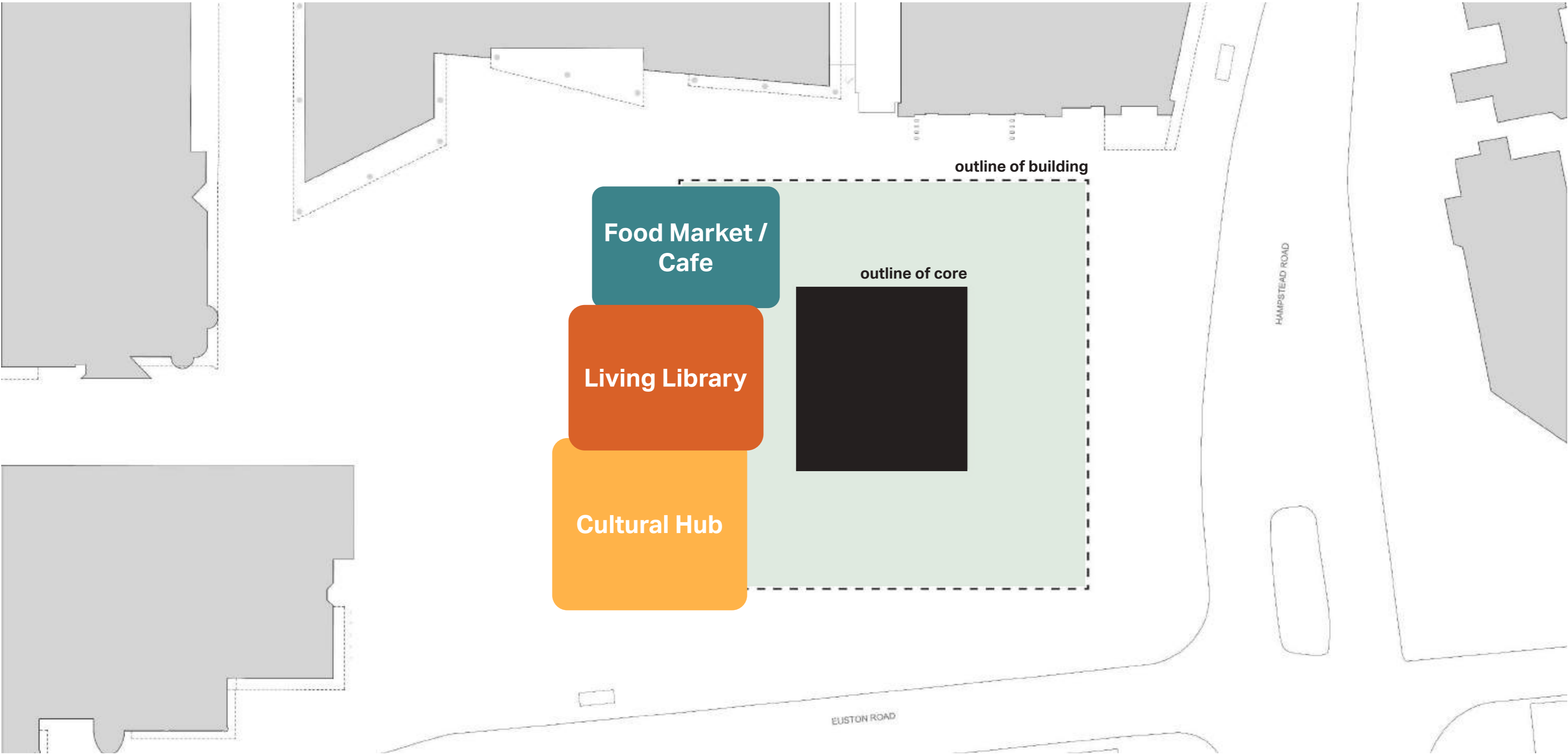


Where Does Programme Fit Into the Podium Levels?

West - Regents Place Plaza



BEYOND*the*BOX

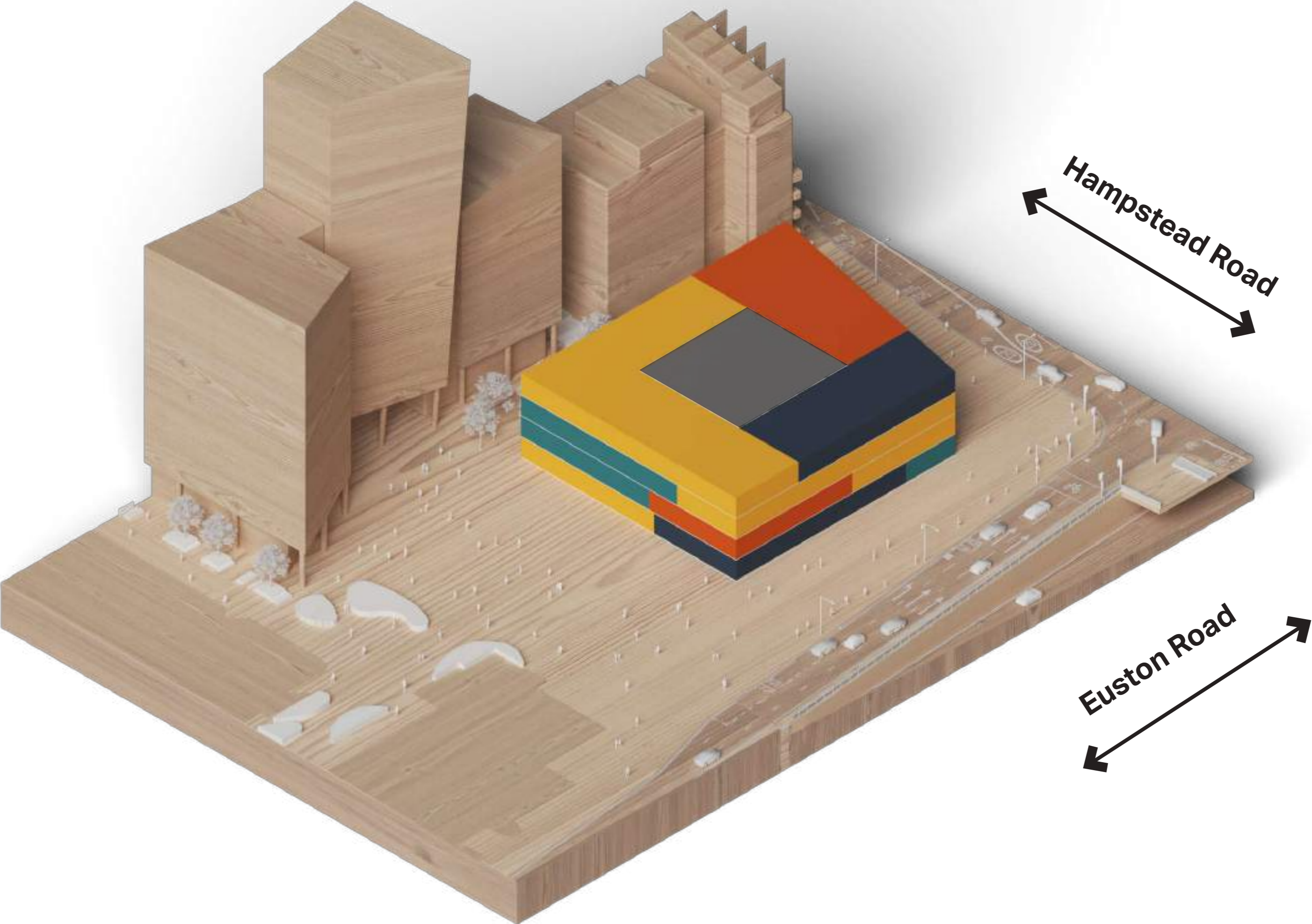


Where Does Programme Fit Into the Podium Levels?

West - Regent's Place Plaza



BEYOND*the*BOX



- Key**
- Event & Activities
 - Learning & Exhibition
 - Food & Beverage
 - Other

Where Does Programme Fit Into the Podium Levels?

West - Regents Place Plaza



BEYOND*the*BOX



“ **There should be activities that happen and face out onto Regent's Place Plaza**

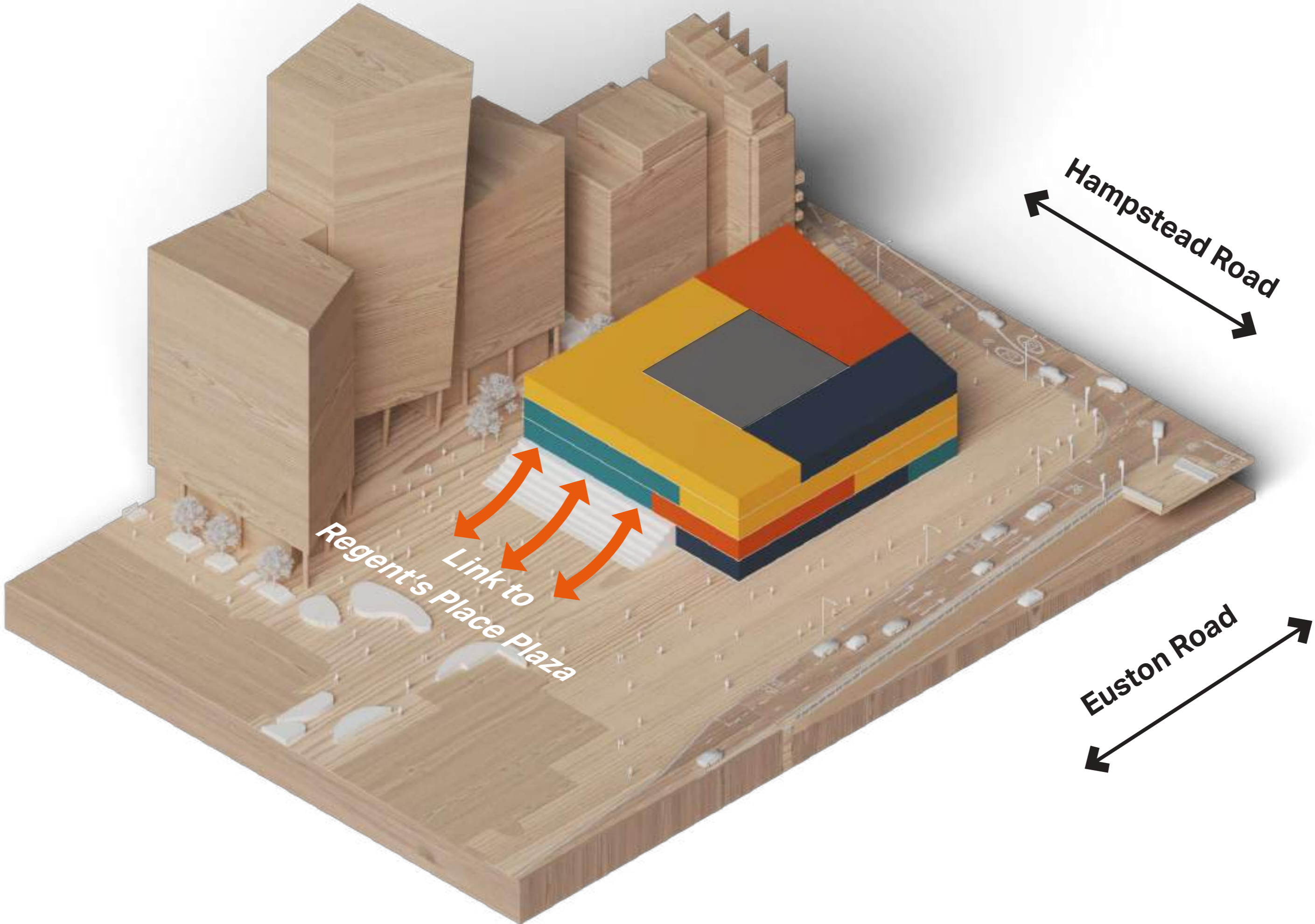
- Participant at Co-design Workshop 2

Where Does Programme Fit Into the Podium Levels?

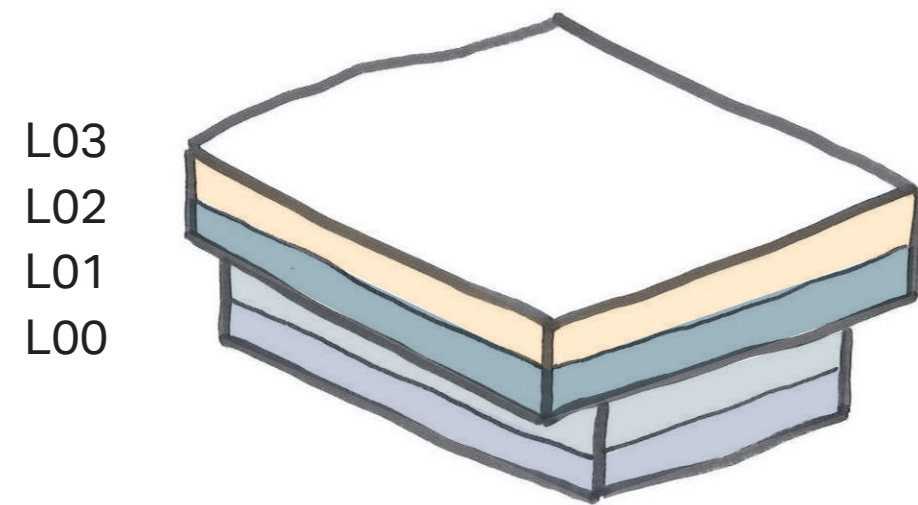
West - Regent's Place Plaza



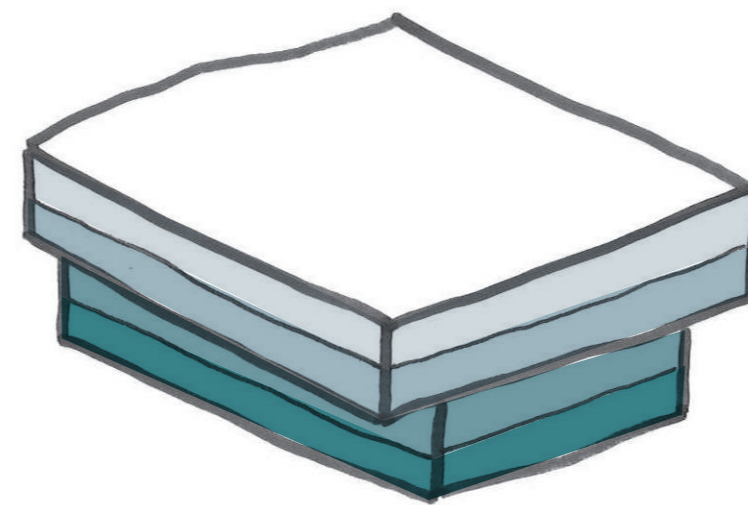
BEYOND*the*BOX



- Key**
- Event & Activities
 - Learning & Exhibition
 - Food & Beverage
 - Other

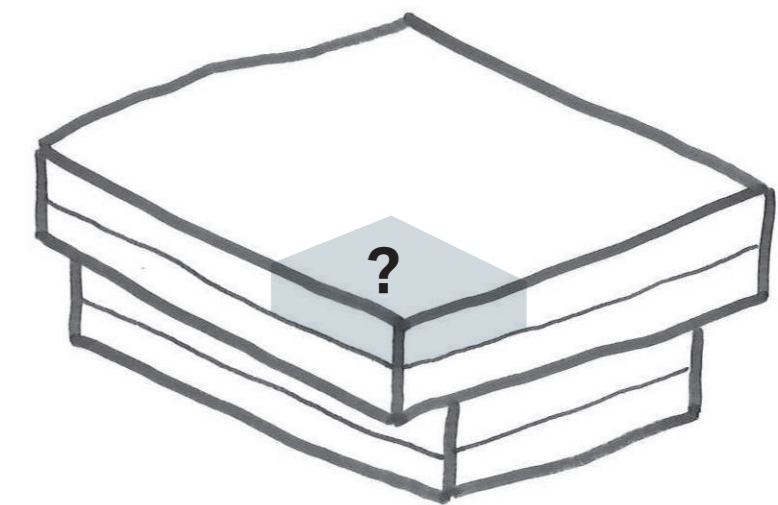


Podium Organisation by Level



Programme Gradient

- open to closed
- public to semi public
- loud to quiet



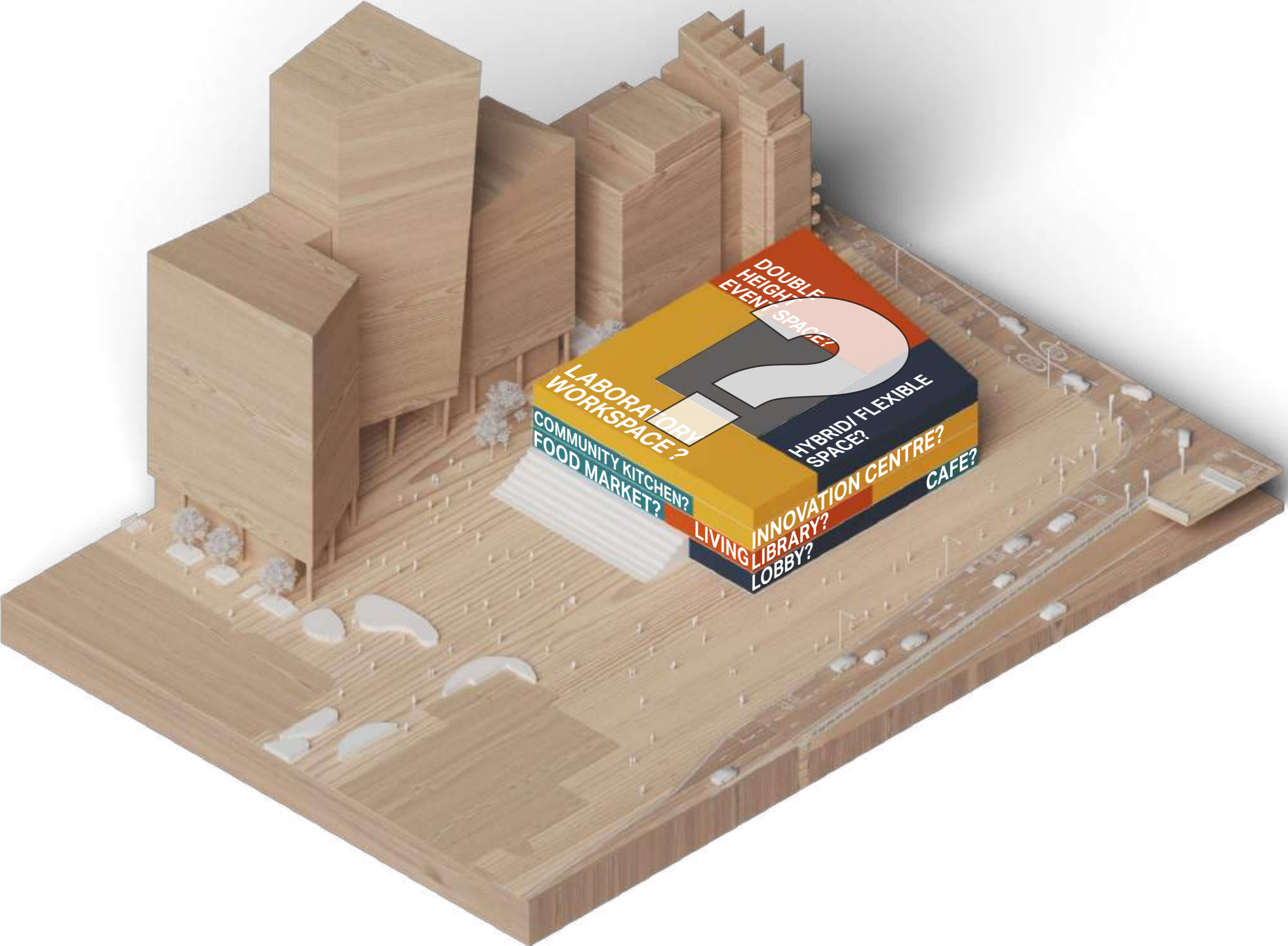
Positioning Programme in 3D Space

Podium Spatial Strategy

An Adaptable Framework to allow for Diverse Programmes



BEYOND*the*BOX



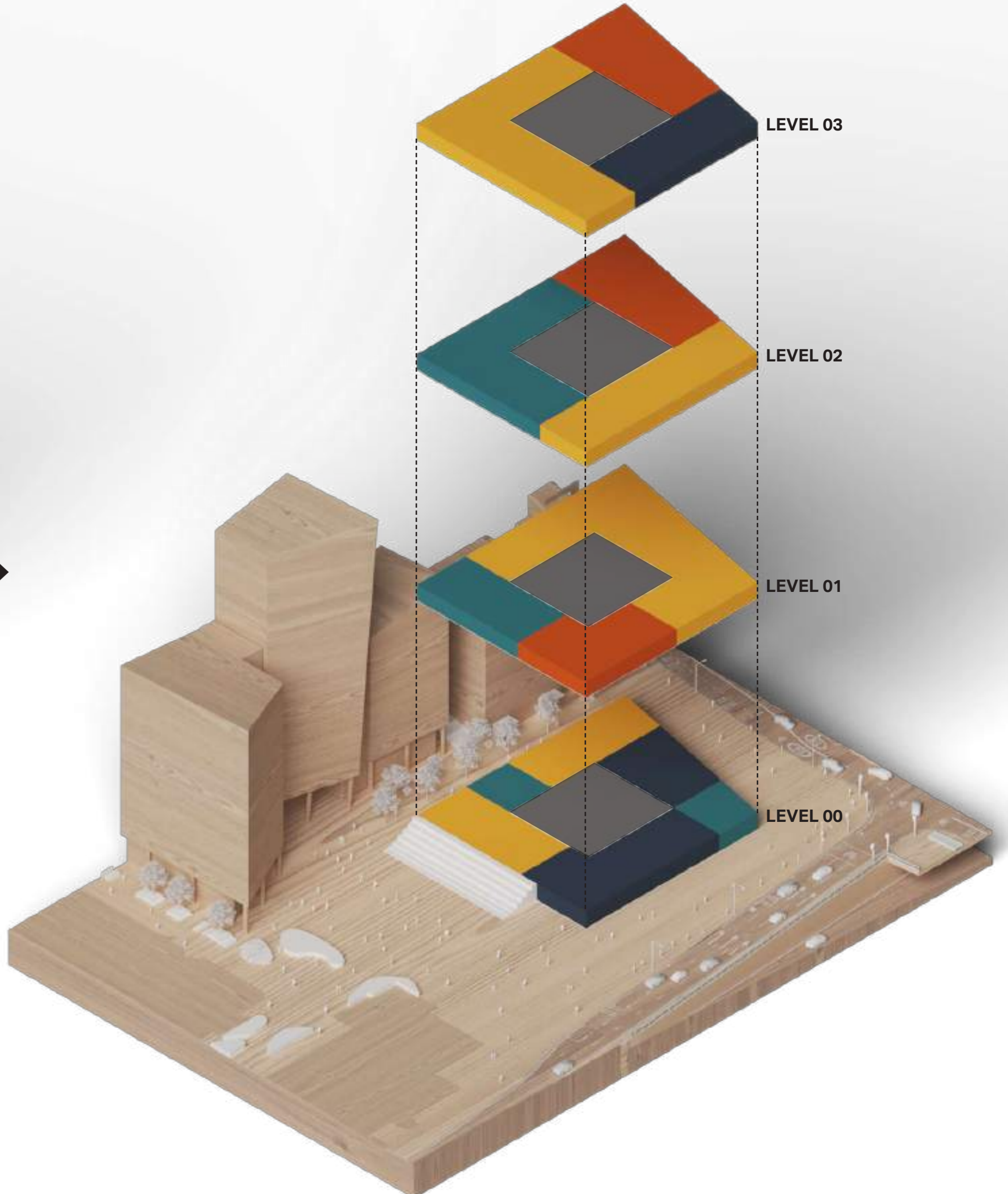
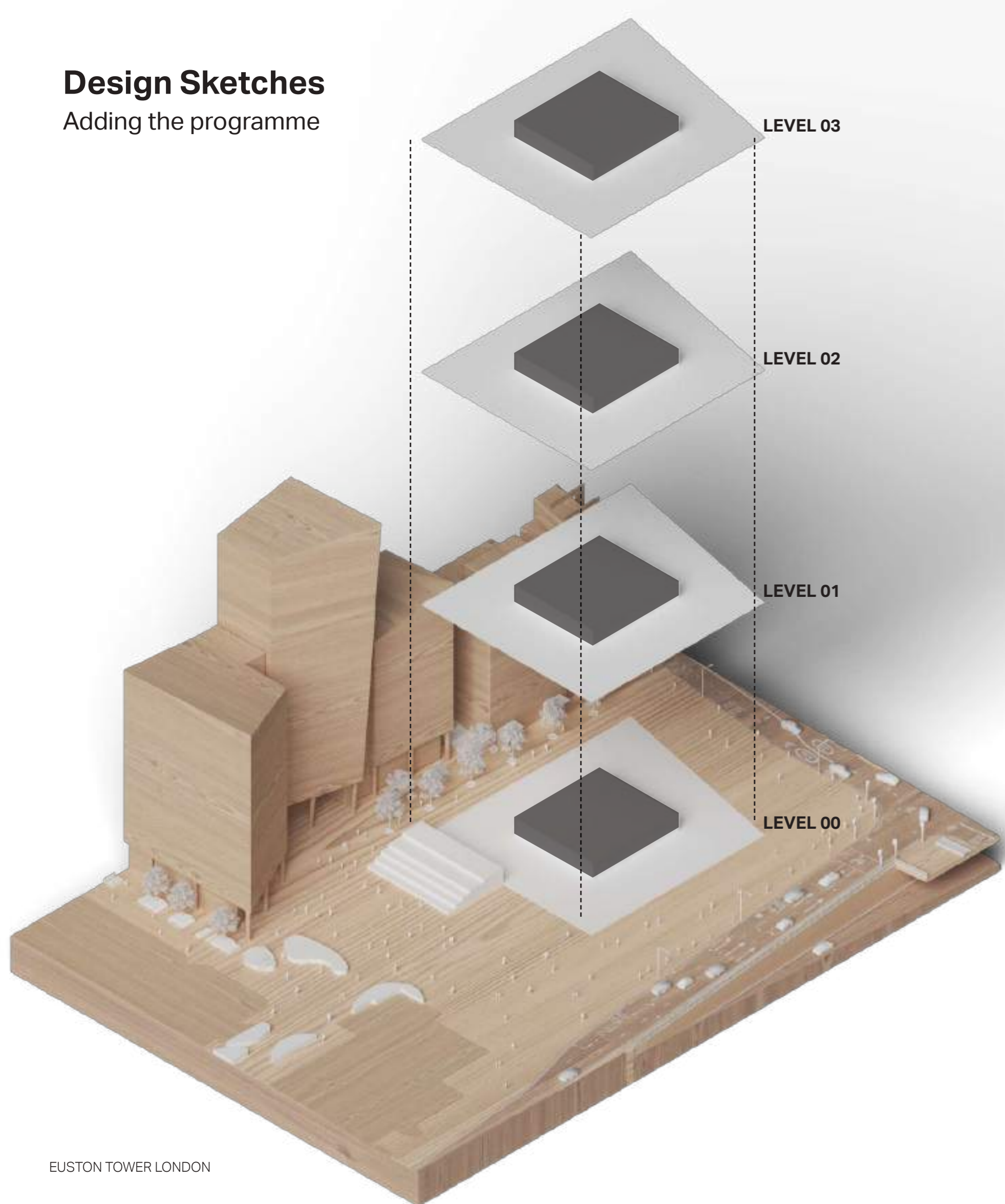
Key

-  Event & Activities
-  Learning & Exhibition
-  Food & Beverage
-  Other

Initial Design Ideas

Design Sketches

Adding the programme

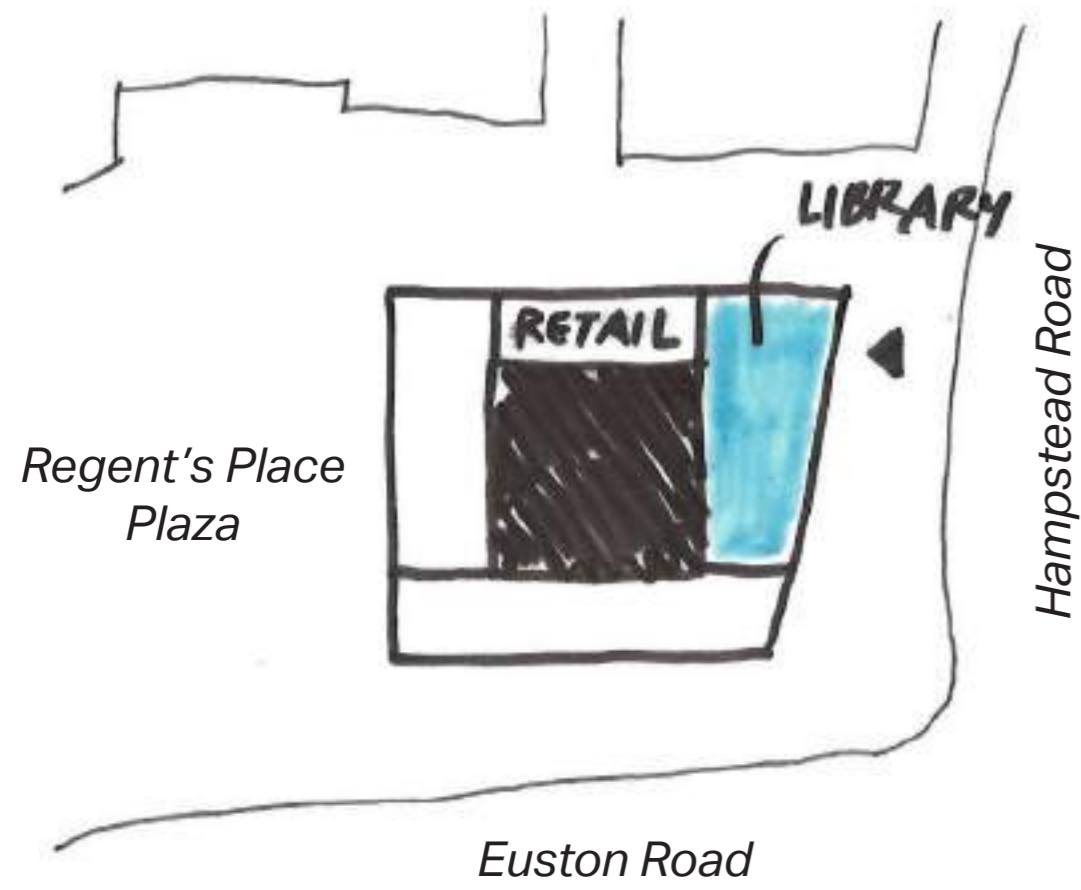


Design Sketches

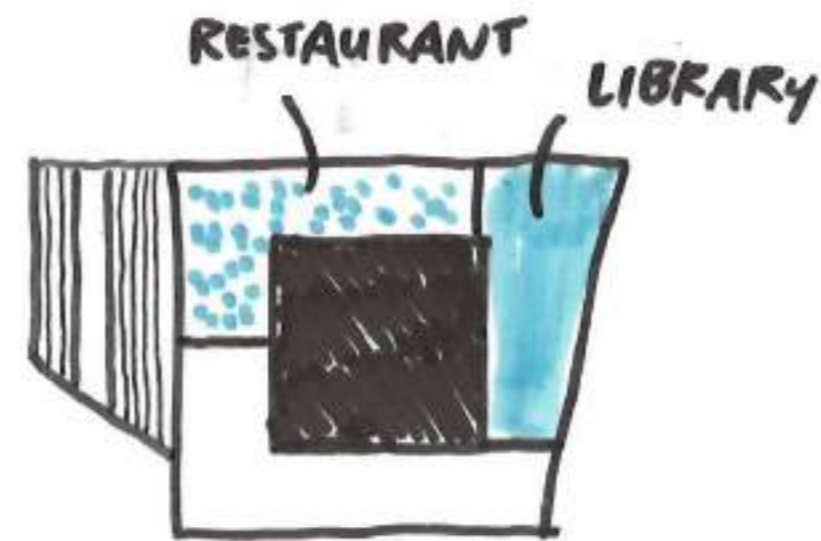
"All East Stuff"



BEYONDtheBOX



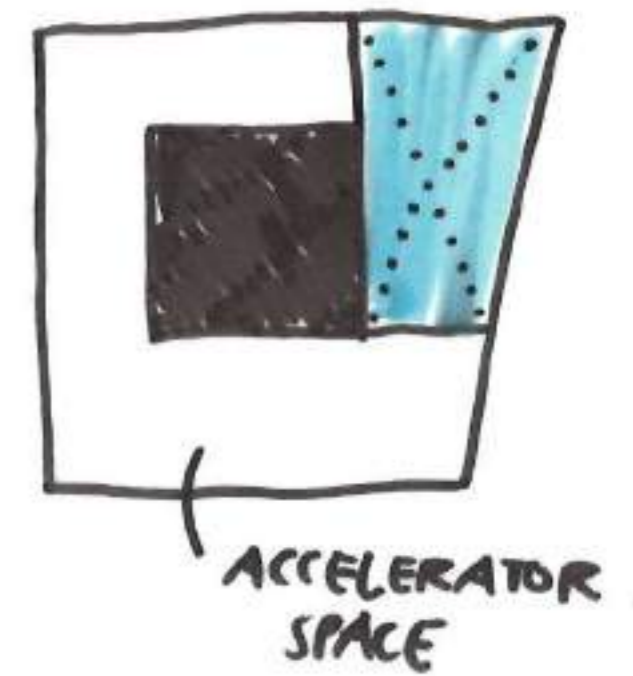
L00



L01



L02



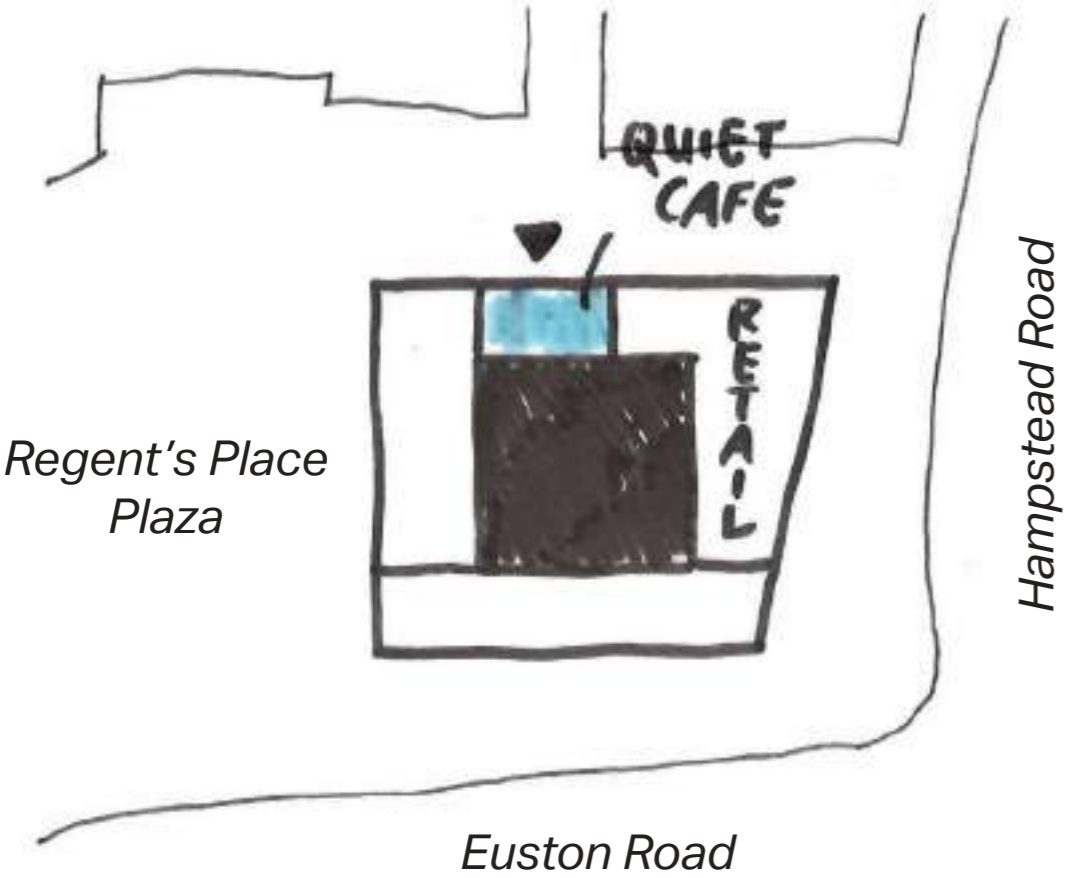
L03

Design Sketches

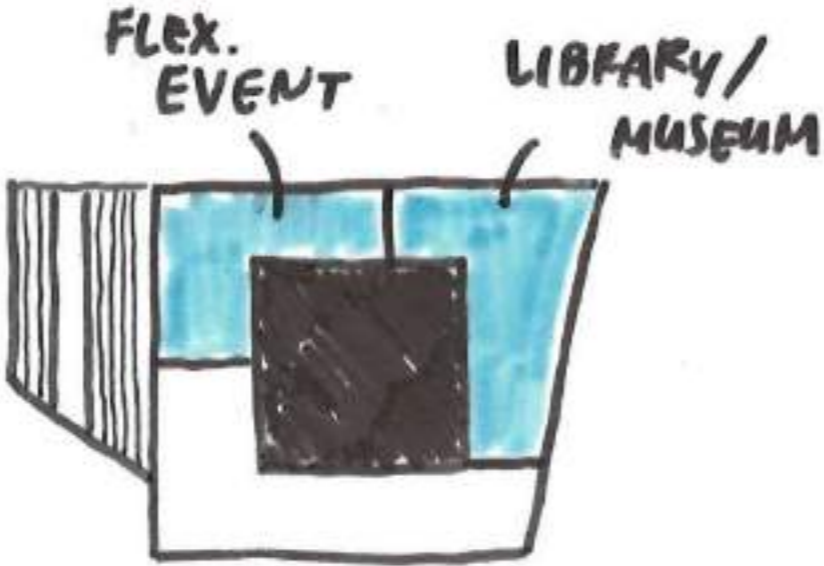
"All Level 01 Stuff"



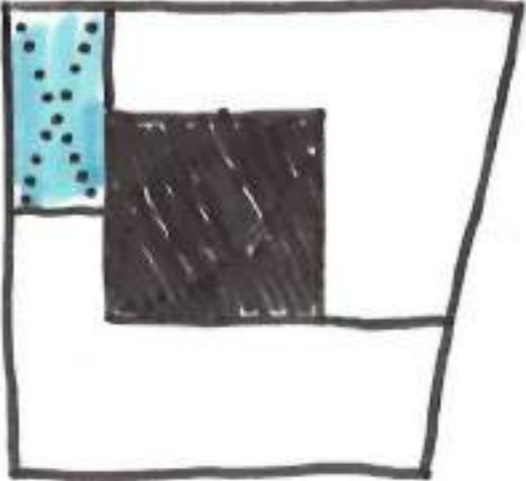
BEYONDtheBOX



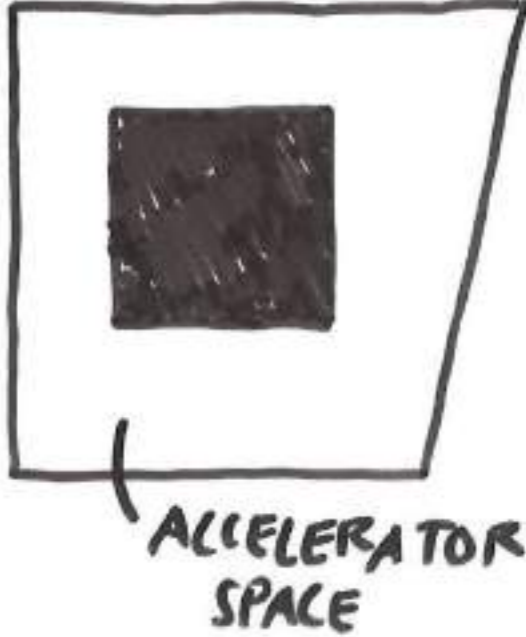
L00



L01



L02



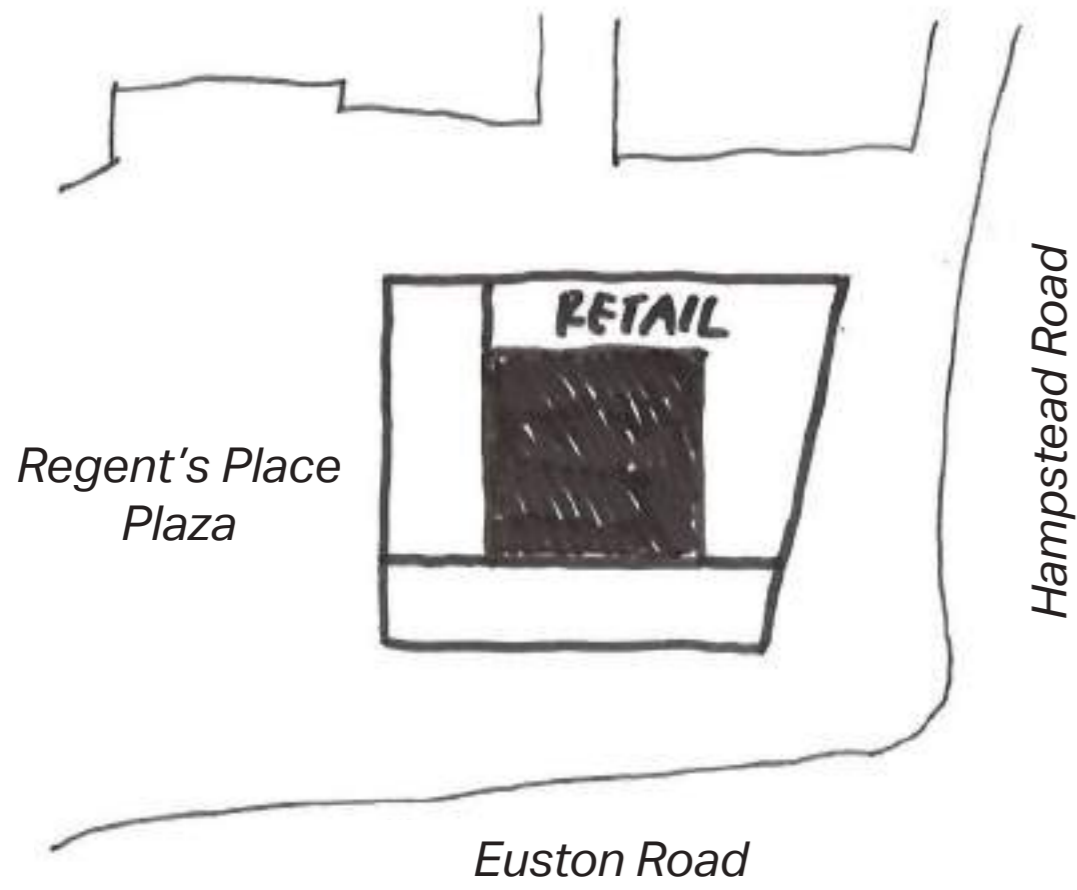
L03

Design Sketches

"West Stair Stuff"



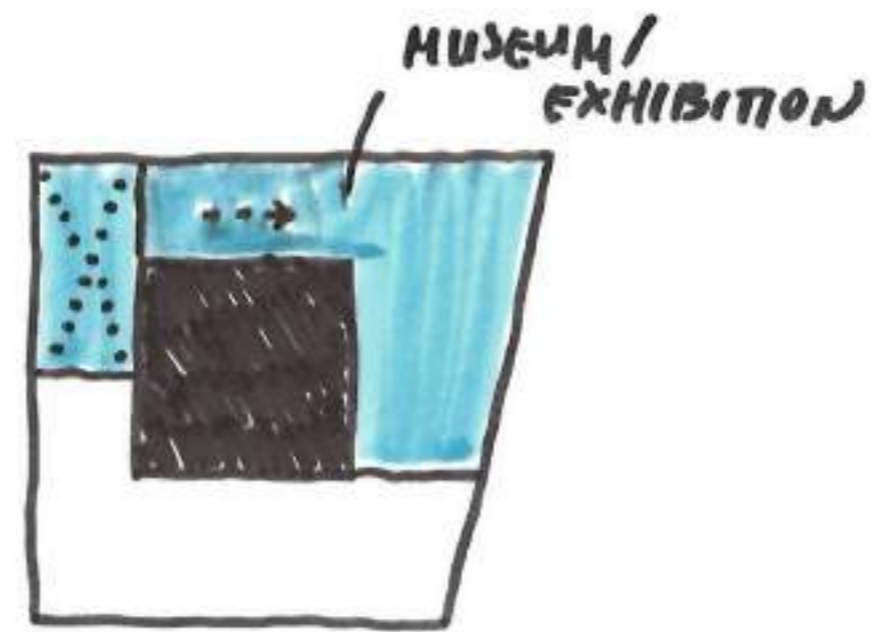
BEYONDtheBOX



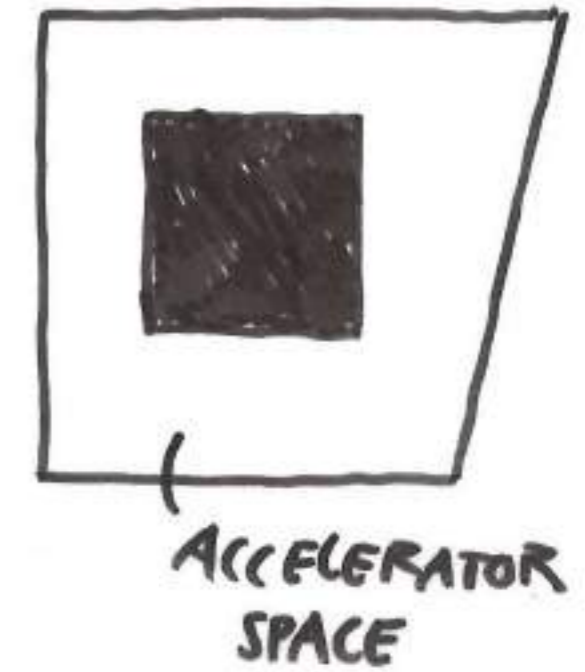
L00



L01



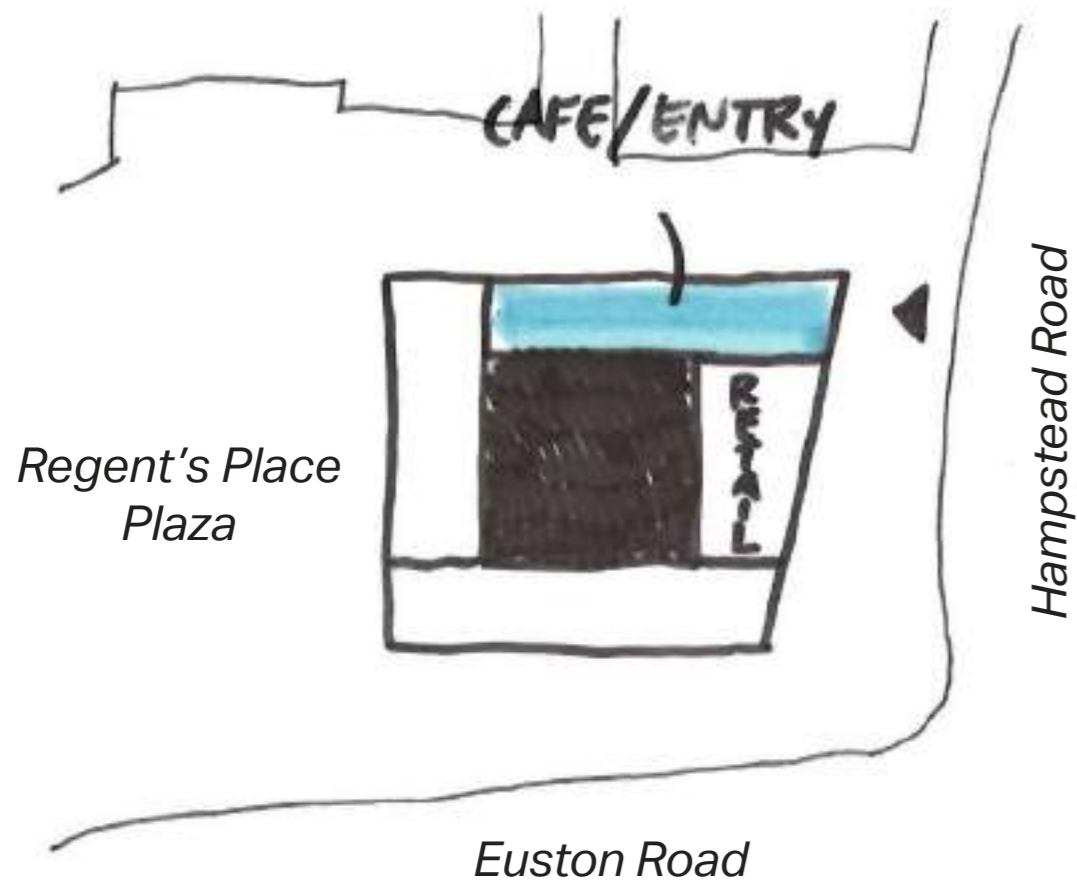
L02



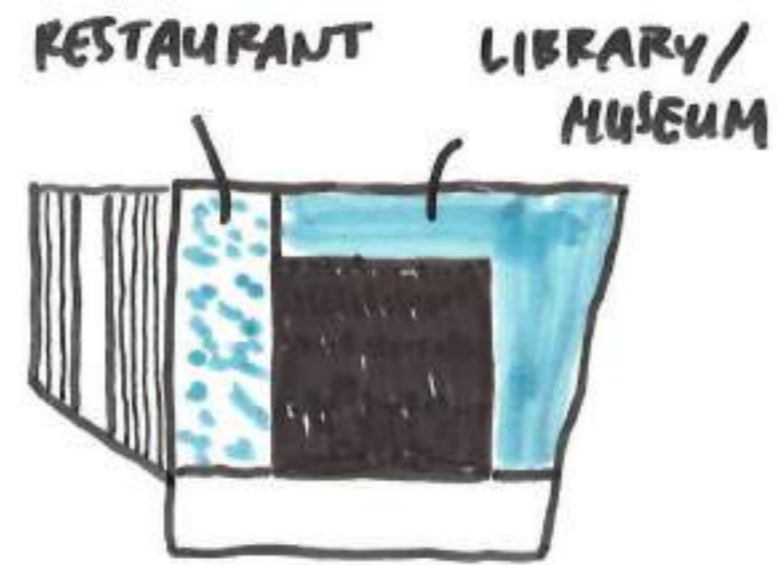
L03

Design Sketches

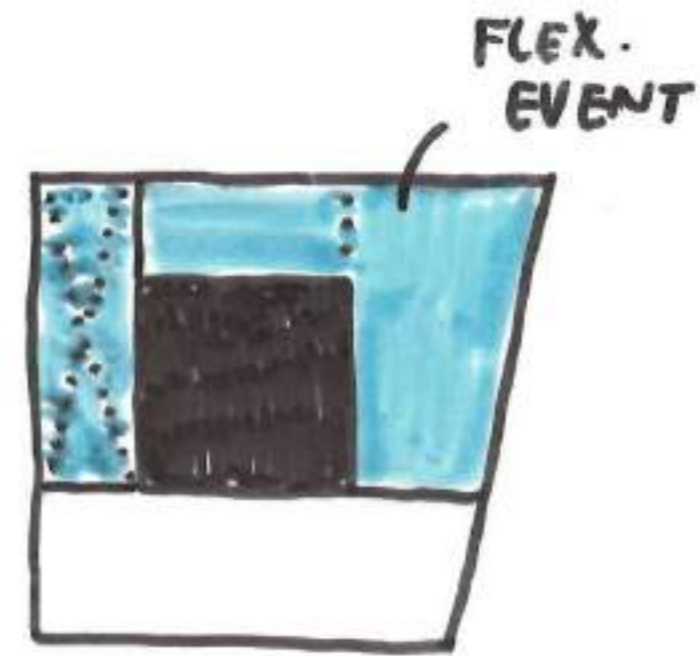
"Connection Stuff"



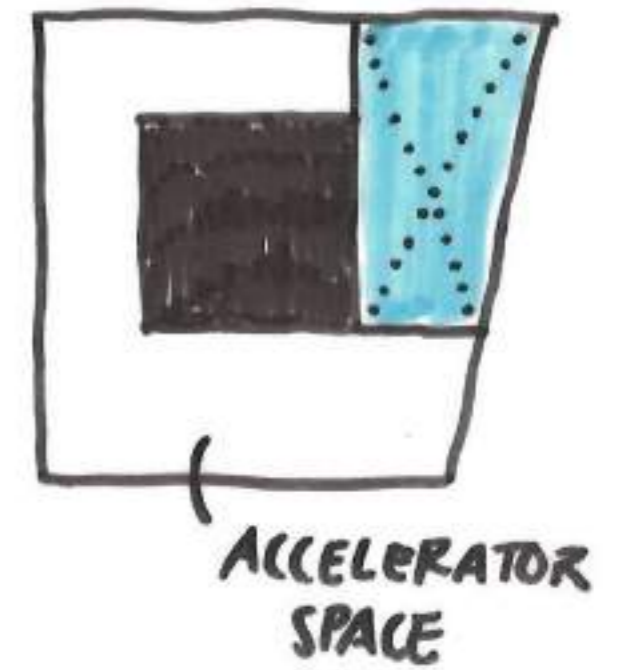
L00



L01

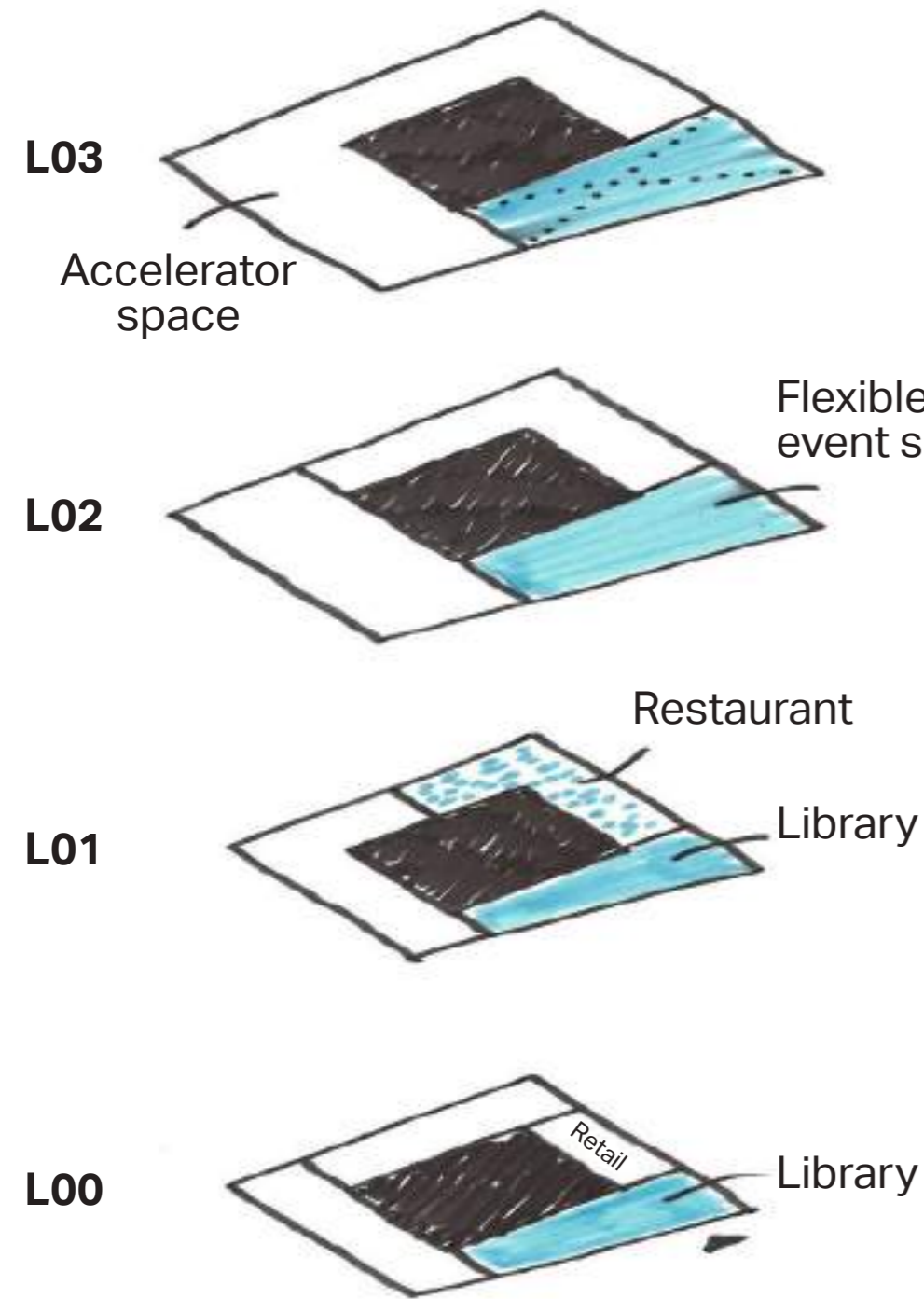


L02

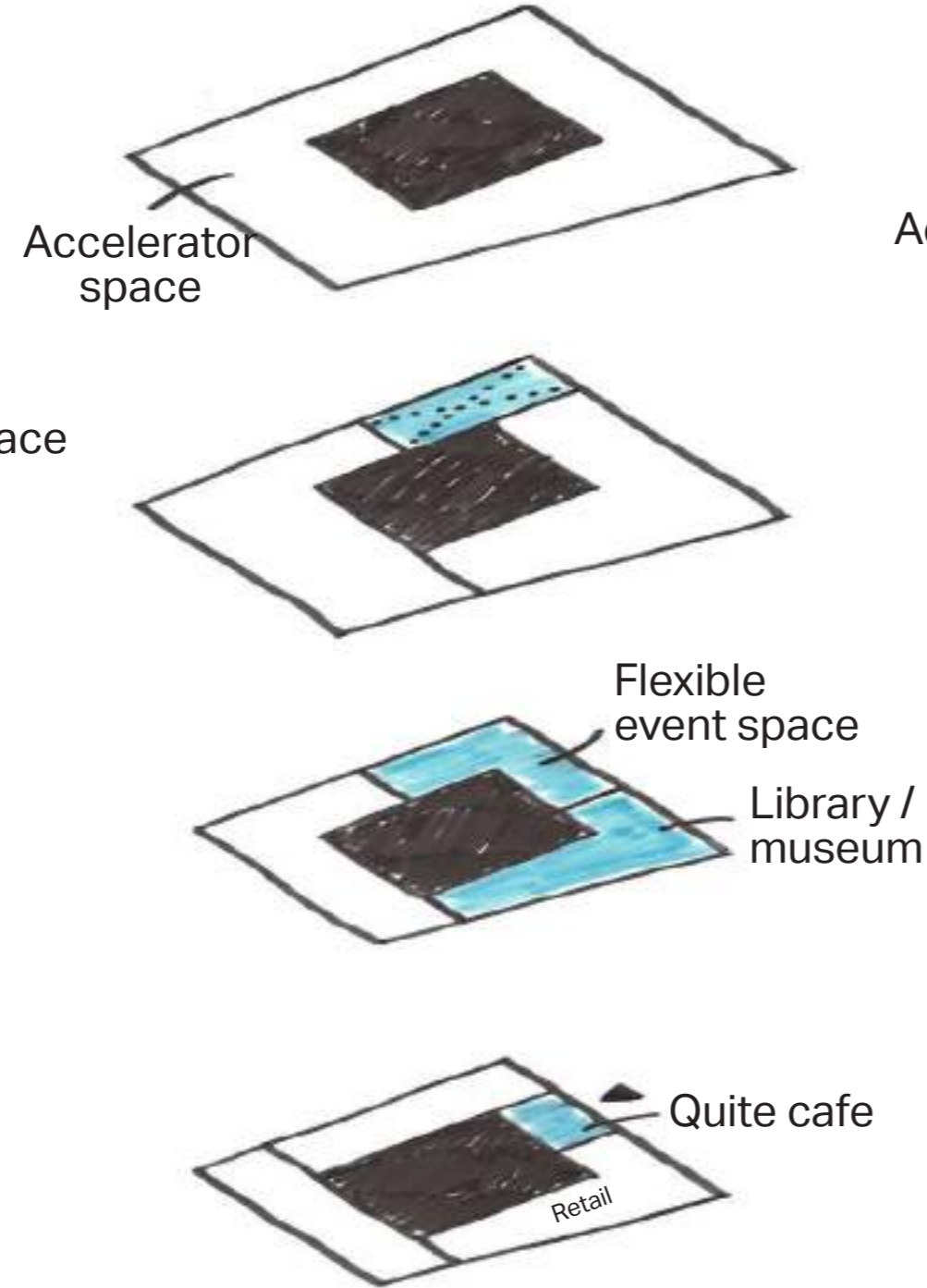


L03

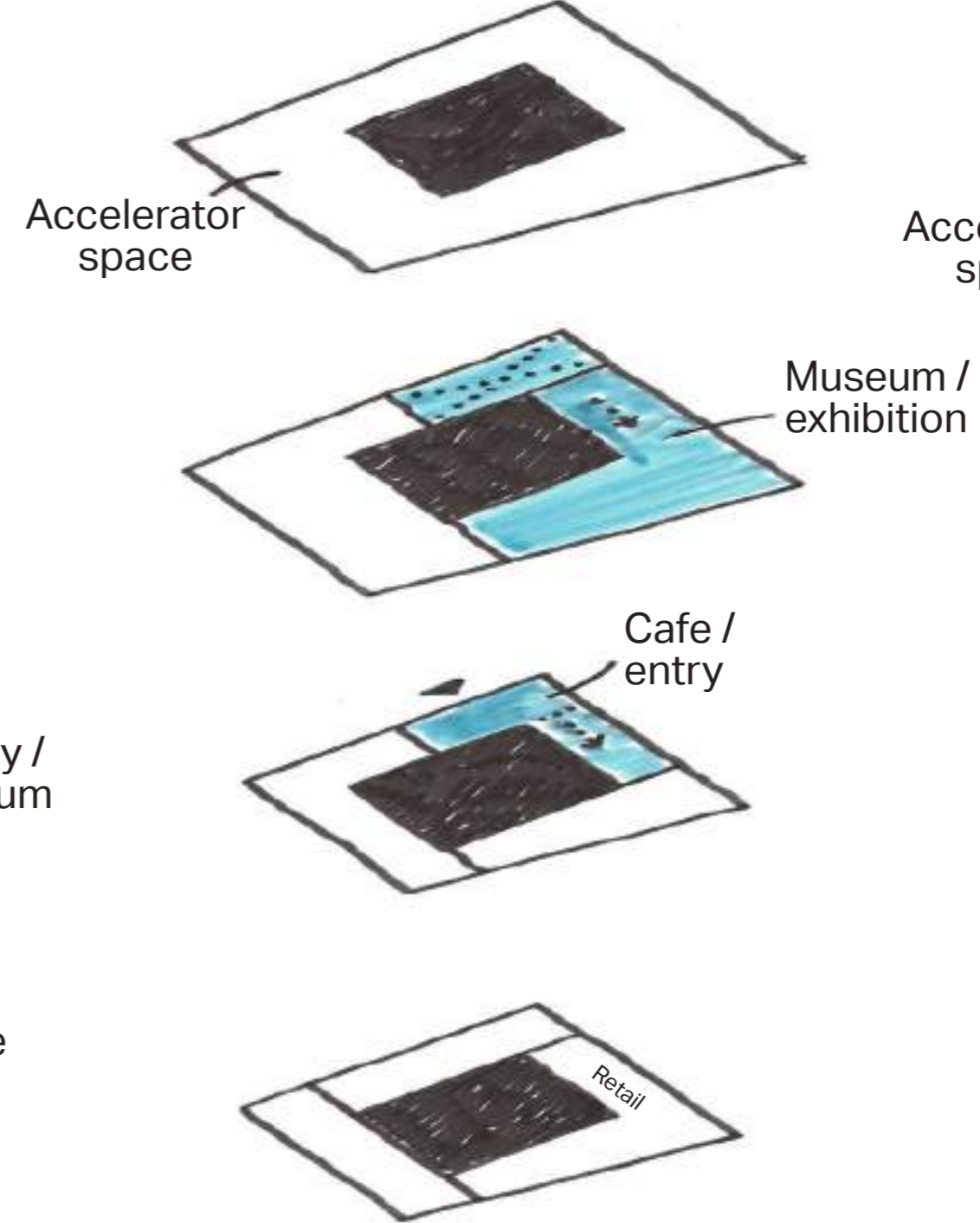
"All East Stuff"



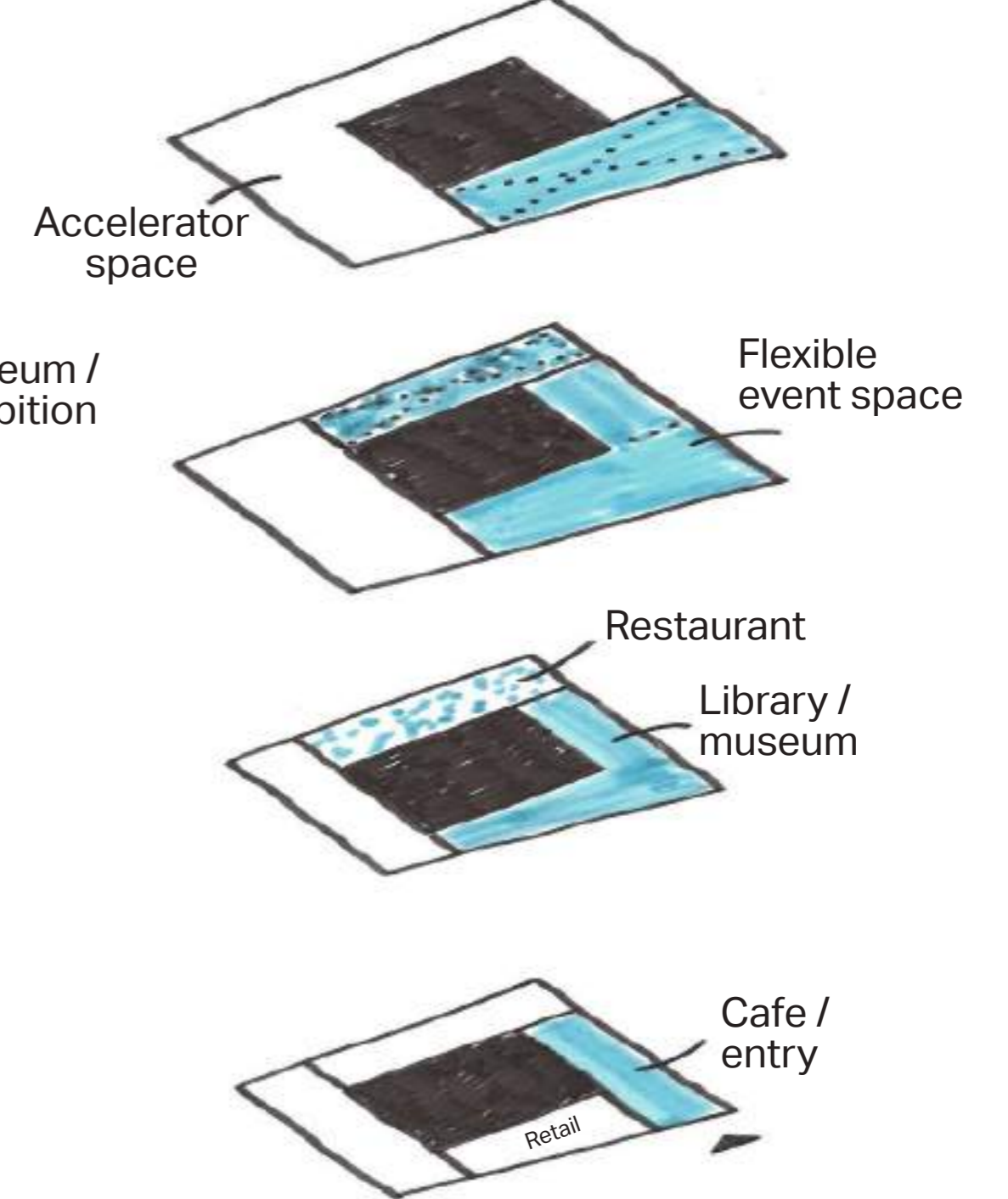
"All Level 01 Stuff"



"West Stair Stuff"



"Connection Stuff"





BEYOND*the***BOX**



Euston Tower

Co-Design Workshop

Programming the Exterior Public Space of Euston Tower

Tuesday 16th May



Introduction

Meet the team

Introduction to Euston Tower

Where we're at in the process

What We've Heard So Far

Exterior Public Space

We will share initial design ideas for external public spaces and are looking for input to understand:

- How external spaces are used currently
- What external space programming would work for the space and local community
- How that external space programming can draw people inside Euston Tower

Two Activities

Share Findings

Introduction

Who We Are

Meet the Team



BEYOND*the***BOX**

DSDHA



**Development Lead
& Management of Regent's Place**

BEYOND*the***BOX**

**Community Engagement
& Social Impact Lead**



**Architects
& Sustainability Engineers**

DSDHA

**Public Realm Designers
& Landscape Architects**

British Land

Development Lead & Management of Regent's Place



Michael Meadows
Head of Planning



Tim Downes
Development Director



Fusnara Begum
Senior Community Manager



Saul Collyns
Senior Social Sustainability Executive

Beyond the Box

Community Engagement & Social Impact Lead



Neil Onions
Founding Director



Morgan Lewis
Programmes Manager



Adonai Boamah-Nyamekye
Marketing & Communications Lead



Alex Erwee
Project Lead

3XN / GXN

Architects & Sustainability



Audun Opdal
Architect



Laura Wagner
Architect



George Pickering
Architect



Adam Ozinsky
Engineer

DSDHA

Landscape, Public Realm & Urban Designers



Deborah Saunt
Architect



Tom Greenall
Architect



Nicole Abernethy
Landscape Architect



Olivia Pemberton
Landscape Architect

Gerald Eve

Planning Consultants



Sophie Hinton
Planning Consultant



Natalie Davies
Planning Consultant

London Communications Agency

Communications Advisor



Duncan Hepburn
Partner & Director

Gardiner & Theobald

Project Management



Jess Pennell
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Habibul Islam
Project Manager

British Land

Development Lead & Management of Regent's Place



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Head of Planning



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Development Director



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Senior Community Manager



Saul Collyns
Senior Social Sustainability Executive

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Community Engagement & Social Impact Lead



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3XN / GXN

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Regent's Place



PARTNER

A leading global life science hub with one of the densest concentrations of science and knowledge-based organisations in the world.

| | | | |
|---|---|----------------------------------|------------------------|
| 160+ Life Science Companies (60% HQ locations) | 8 Higher Education Institutions | 22 Museums & Galleries | 70k+ Workers |
|---|---|----------------------------------|------------------------|

Where We're At In The Process

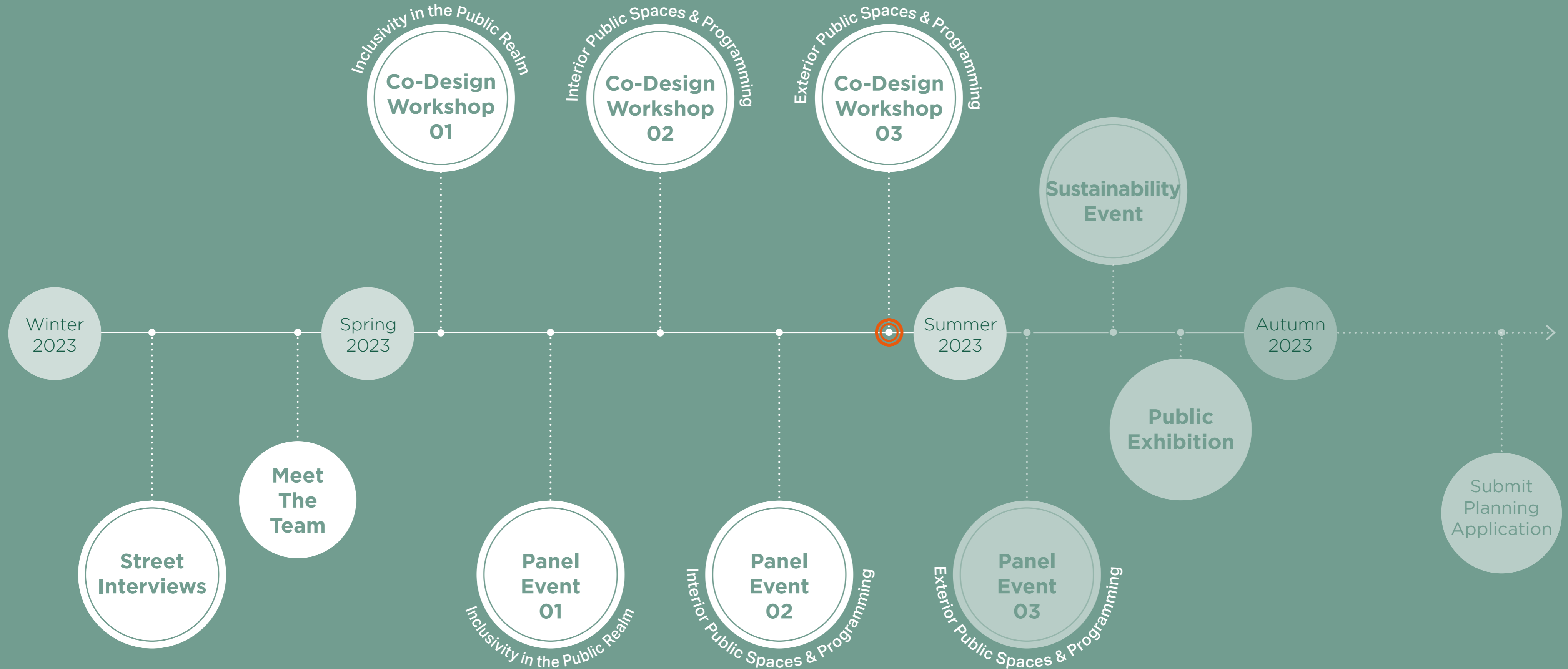
Where We're At In The Process

Project Timeline



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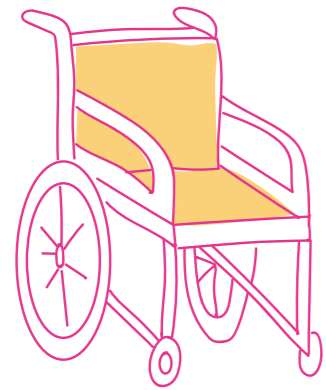
DSDHA



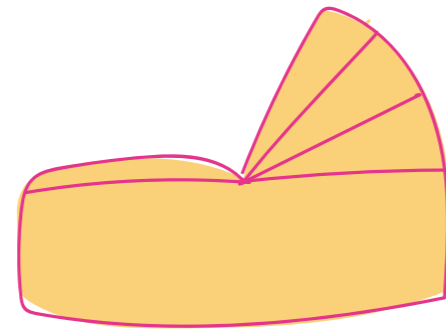


(Some of) What We've Heard So Far

(Some of) What We've Heard So Far



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



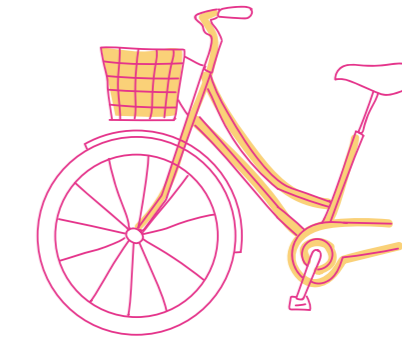
There needs to be **something for kids** like a crèche



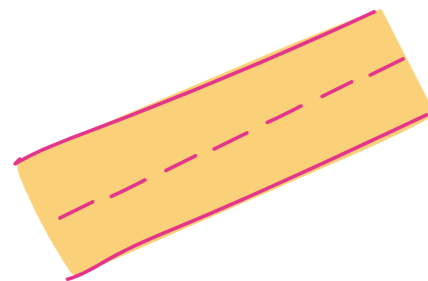
Granary square fountains and Oxo Tower are examples of **inviting spaces**



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



Regents plaza currently has no place for bikes - **bike racks are needed**



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



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



These conversations and the design process is 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**

Exterior Space: (Some of) what we've heard so far

Prioritise a mix of lively and quiet spaces. Somewhere we can see all that is already going on

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.

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.

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

Outdoor engagement event for everyone walking past.

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

Play spaces for children

Can you make Hampstead Road friendly and welcoming?

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

There needs to be somewhere on the outside of Regents Place to show what is happening inside

I think an open space with flexible programming would be great.

Family activities and use on weekends

There should be open seating

A water fountain that children can play in

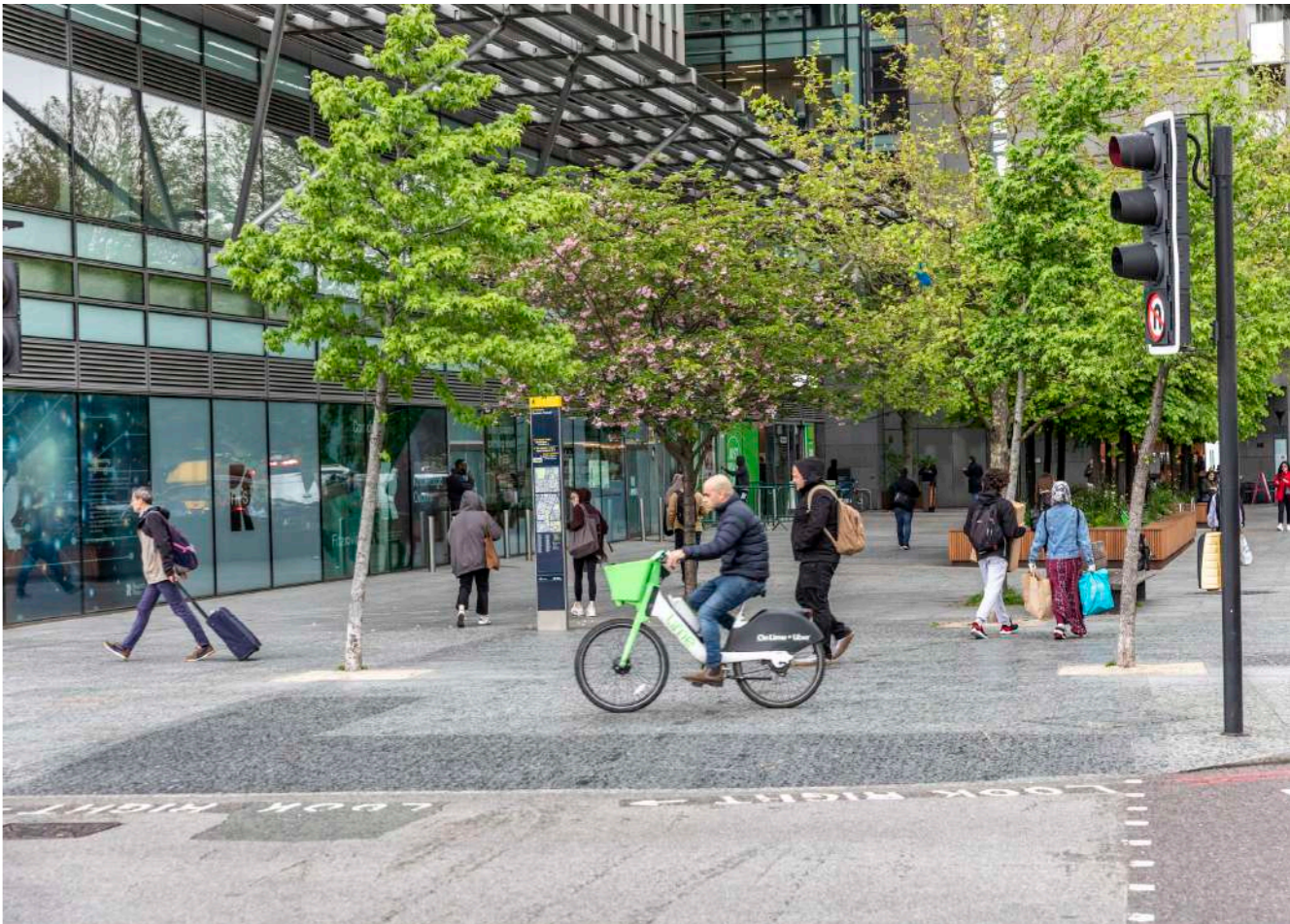
There should be activities that happen and face out onto Triton Plaza

Drama and performing arts festival

What do we mean by
Exterior Public Space associated to Euston Tower?

Public Realm Exterior

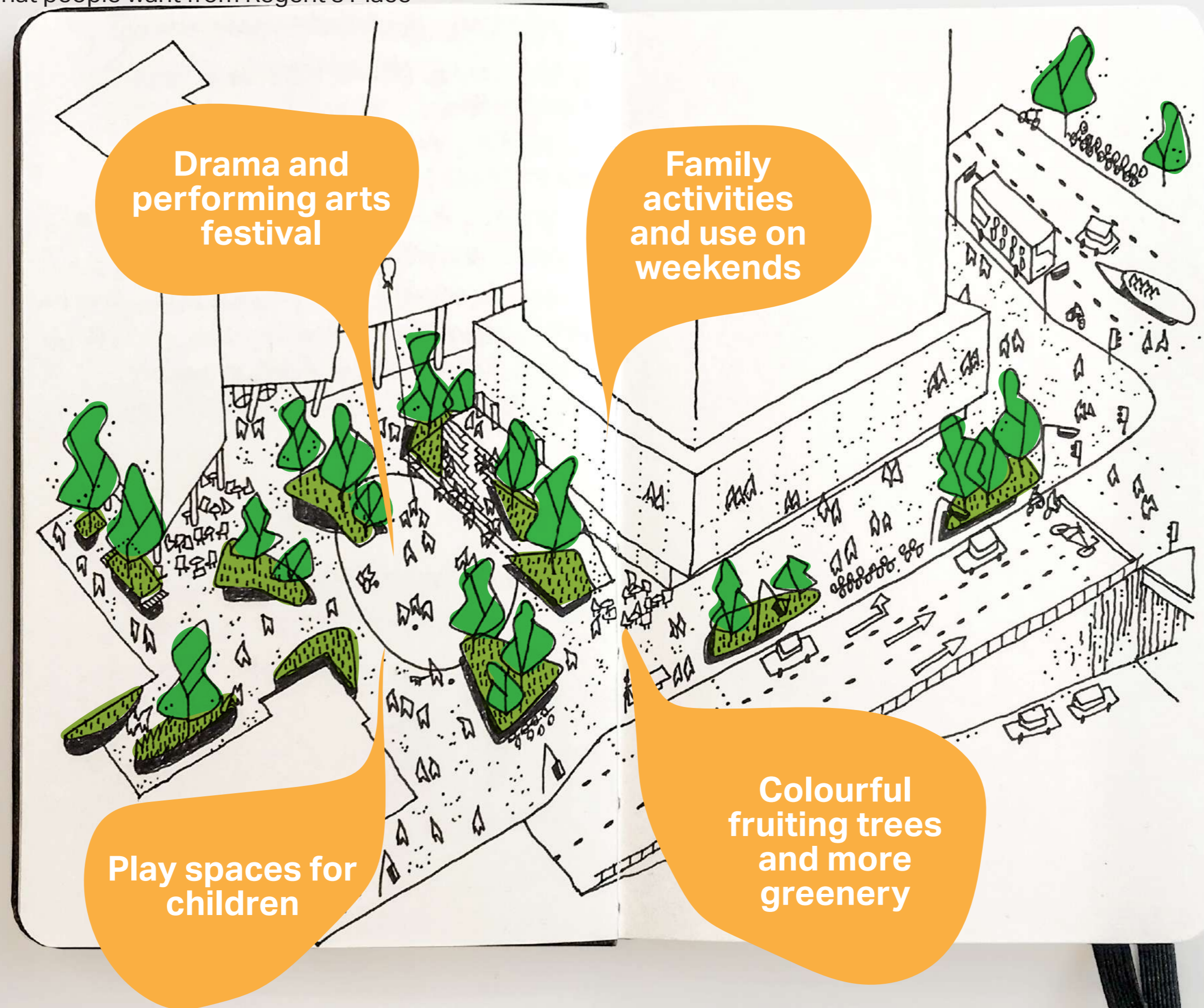
Today's focus



Design Ideas for Public External Space

What We've Heard So Far

Some initial feedback to understand what people want from Regent's Place

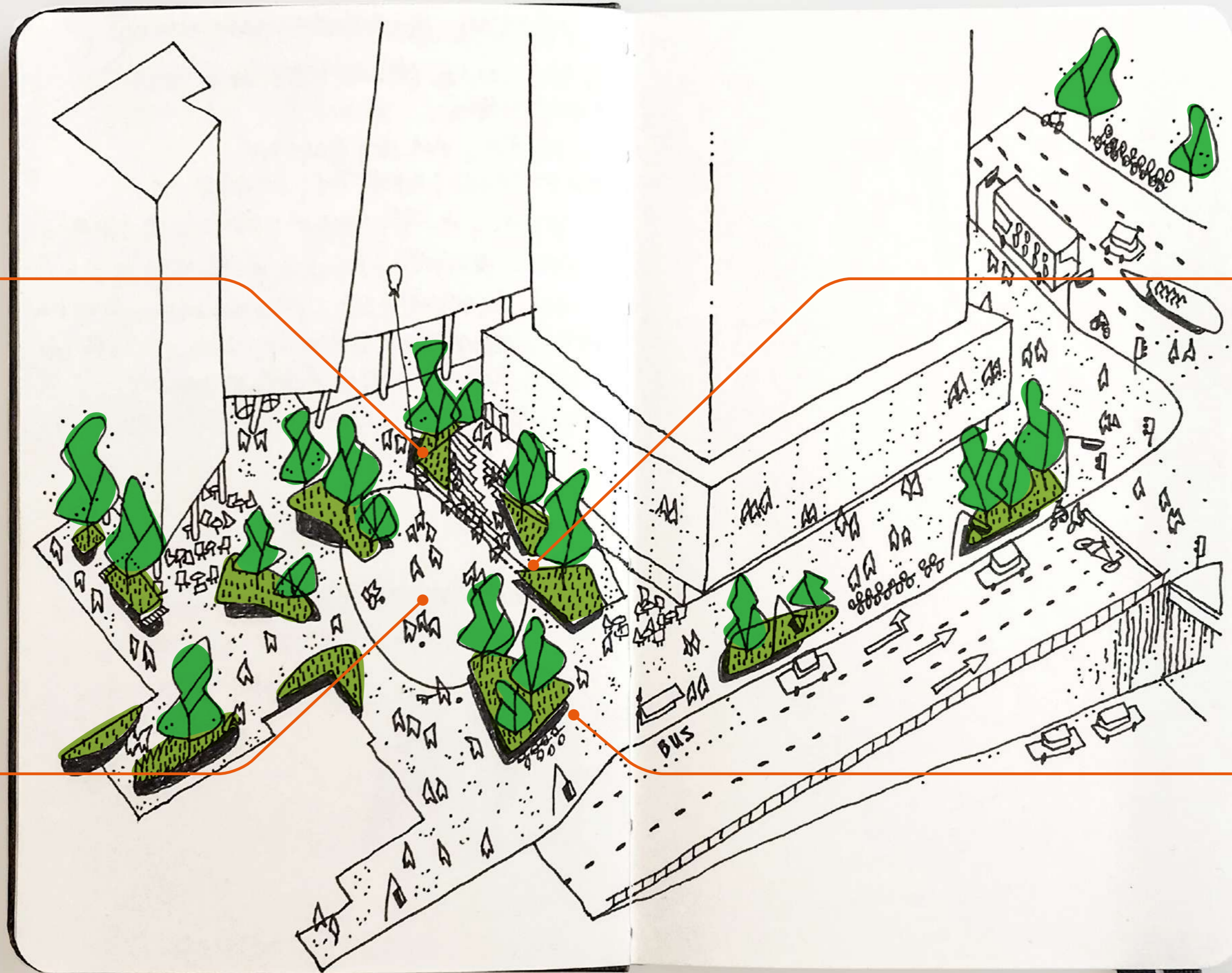


Initial Design Ideas for Public External Space

Overview



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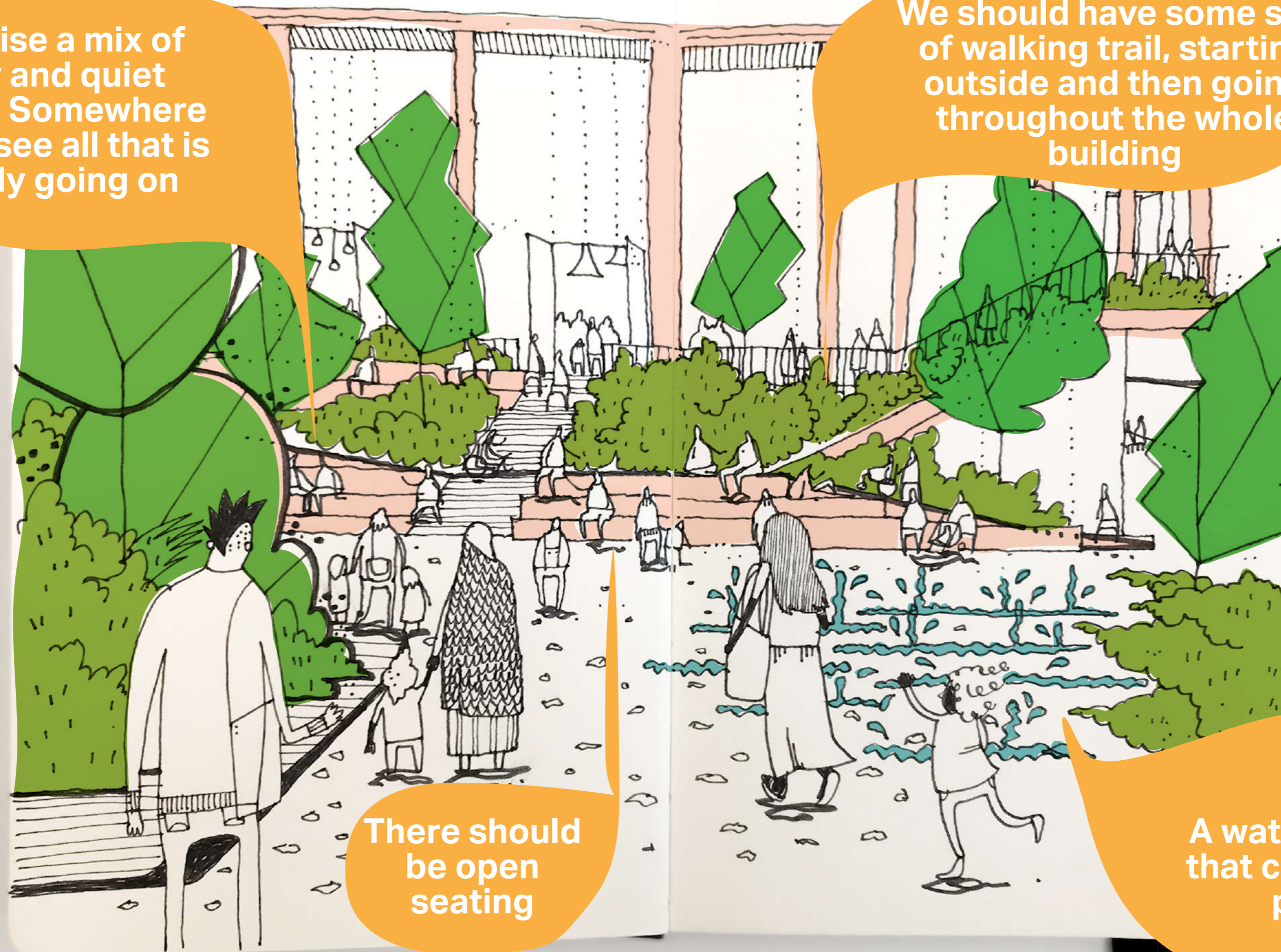


What We've Heard So Far

Some initial feedback to understand what people want from Regent's Place

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Initial Design Ideas for Public External Space

Regent's Place Plaza



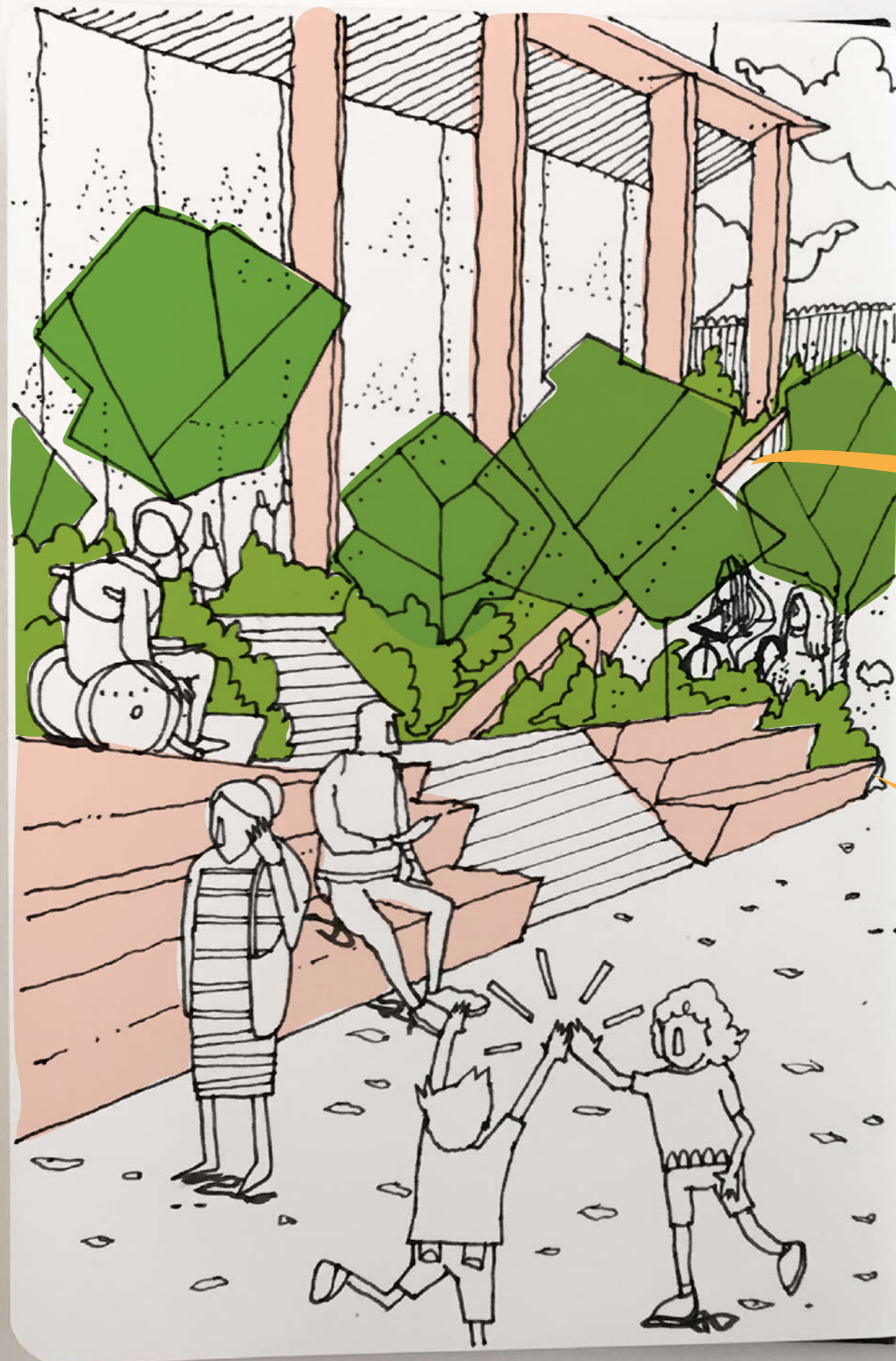
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What We've Heard So Far

Some initial feedback to understand what people want from Regent's Place



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There needs to be somewhere on the outside of Regent's Place to show what is happening inside

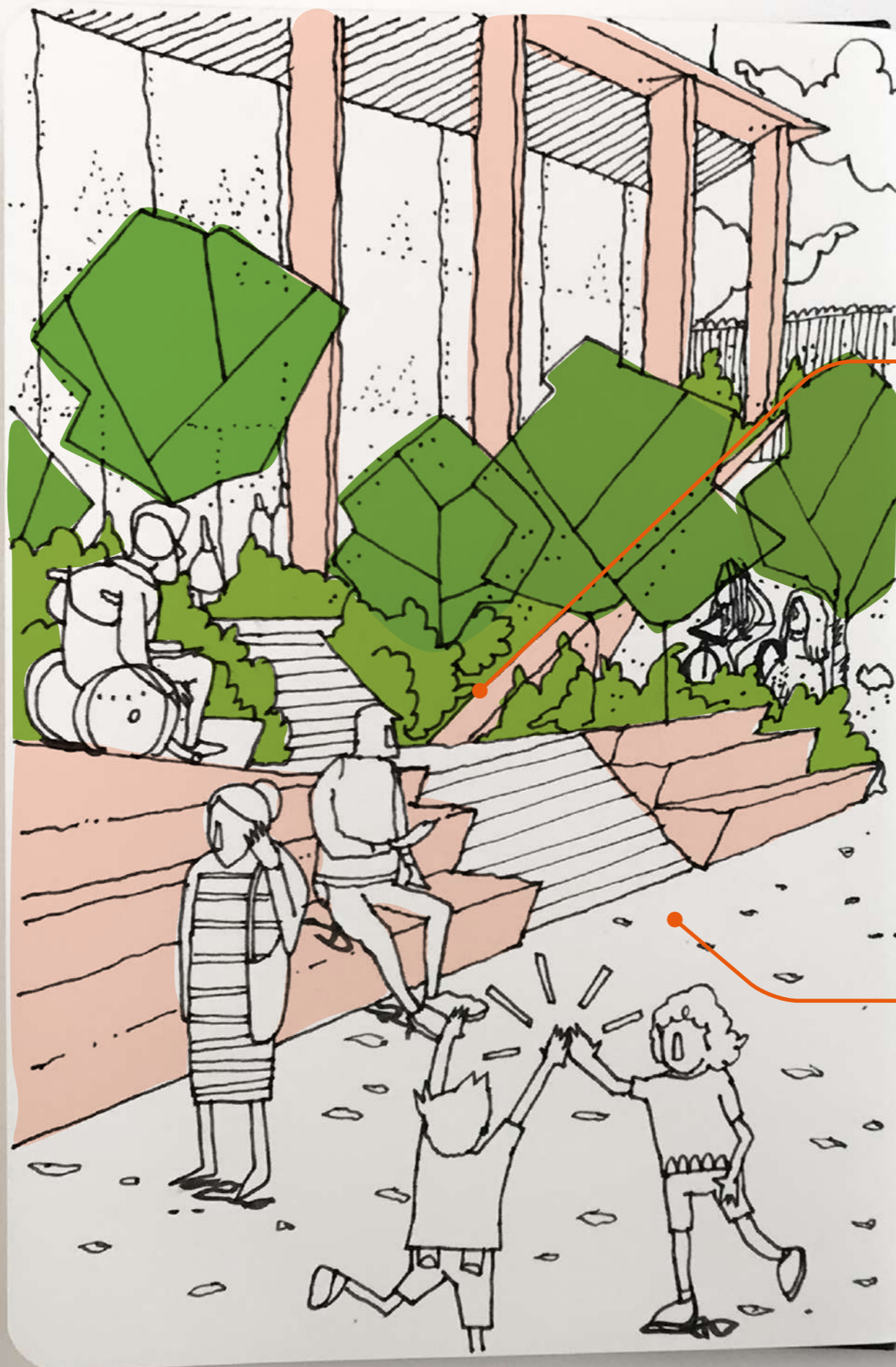
Initial Design Ideas for Public External Space

Regent's Place Plaza



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Two Activities

Activity One: Regent's Place Current Programming



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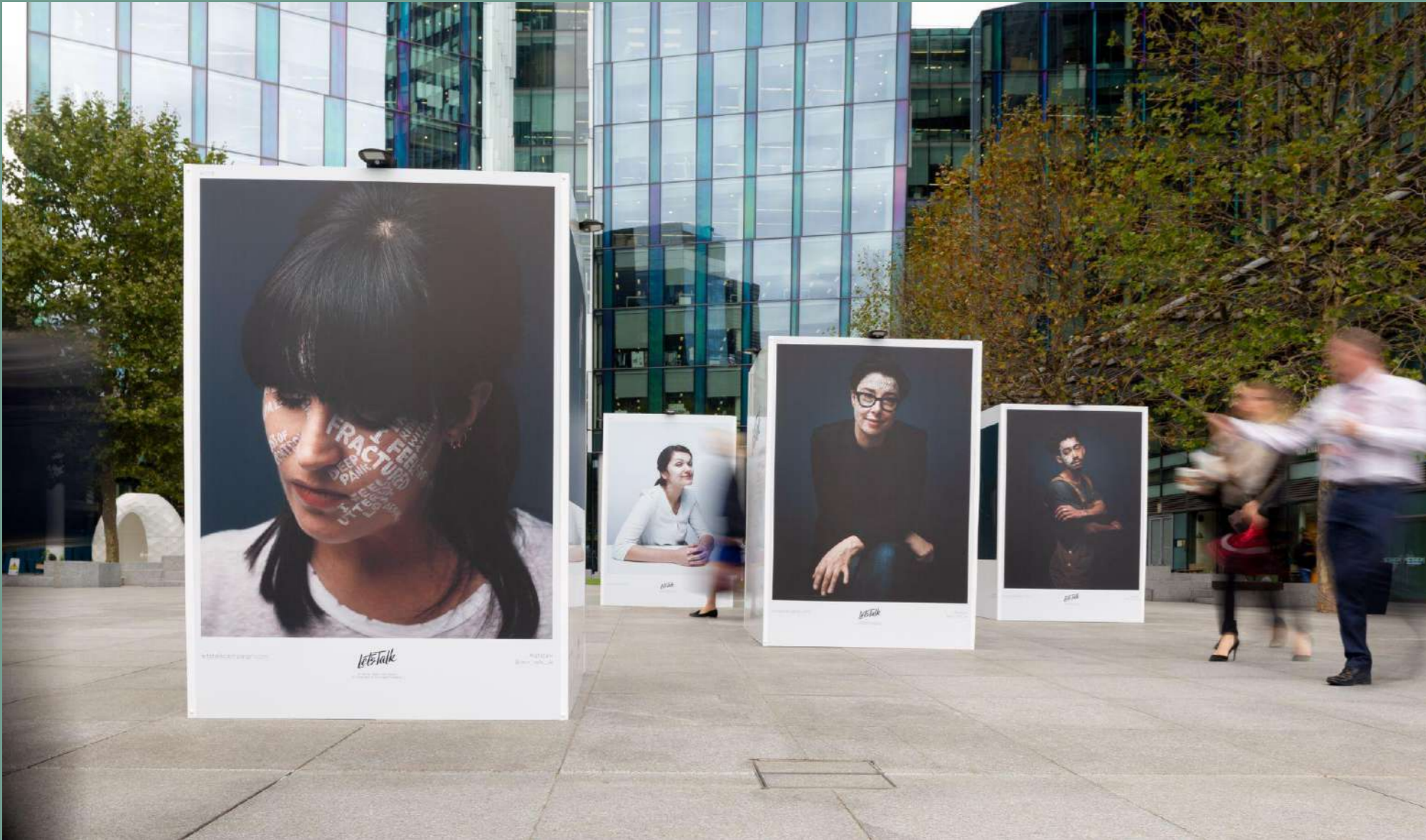


Regent's Place Current Programming



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Regent's Place Current Programming



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DSDHA



Activity One: Regent's Place Current Programming

Did you go to any of these activities?

Did you know these activities were happening in Regents Place?

Are these activities you would like to see and why?

Do you think that anything is missing from 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?

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

Activity Two: Outside Workshop

Using the materials in front of you, where do you think certain activation should be positioned in Regents Place -

How will the activities you have mapped out benefit the community around Regent's Place? Why have you chosen the areas you have? What areas could work well and what areas would provide more challenges and why?

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

How can outside activities help people feel welcome and come inside Euston Tower? How can they support uses inside Euston Tower, including making the Knowledge Quarter more accessible?

Euston Tower

Event

Discovering Sustainability

Tuesday 04 July 2023



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DSDHA



Introduction

Meet the team

Introduction to Euston Tower

Where we're at in the process

Sustainability Starters

What is sustainability

Discovering key concepts

Social sustainability

Working with Existing Buildings

 Tower Tour 

Q&A

INTRODUCTION



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**Development Lead
& Management of Regent's Place**

BEYOND*the***BOX**

**Community Engagement
& Social Impact Lead**



**Architects
& Sustainability Engineers**

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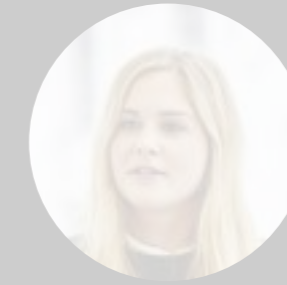
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RVC
Royal Veterinary College
University of London

London BioScience
Innovation Centre
WHERE SCIENCE COMES TO SUCCEED

Royal College
of Physicians

Google

THE FRANCIS CRICK
INSTITUTE

The Alan Turing
Institute

Kings Cross
St Pancras

Euston
Station

W
wellcome

NHS
University College
London Hospitals
NHS Foundation Trust

UCL

Regent's
Place

Warren
Street

Great
Portland St.



PARTNER

A leading global life science hub
with one of the densest
concentrations of science and
knowledge-based organisations in
the world.

160+
Life Science
Companies
(60% HQ locations)

8
Higher
Education
Institutions

22
Museums
& Galleries

70k+
Workers

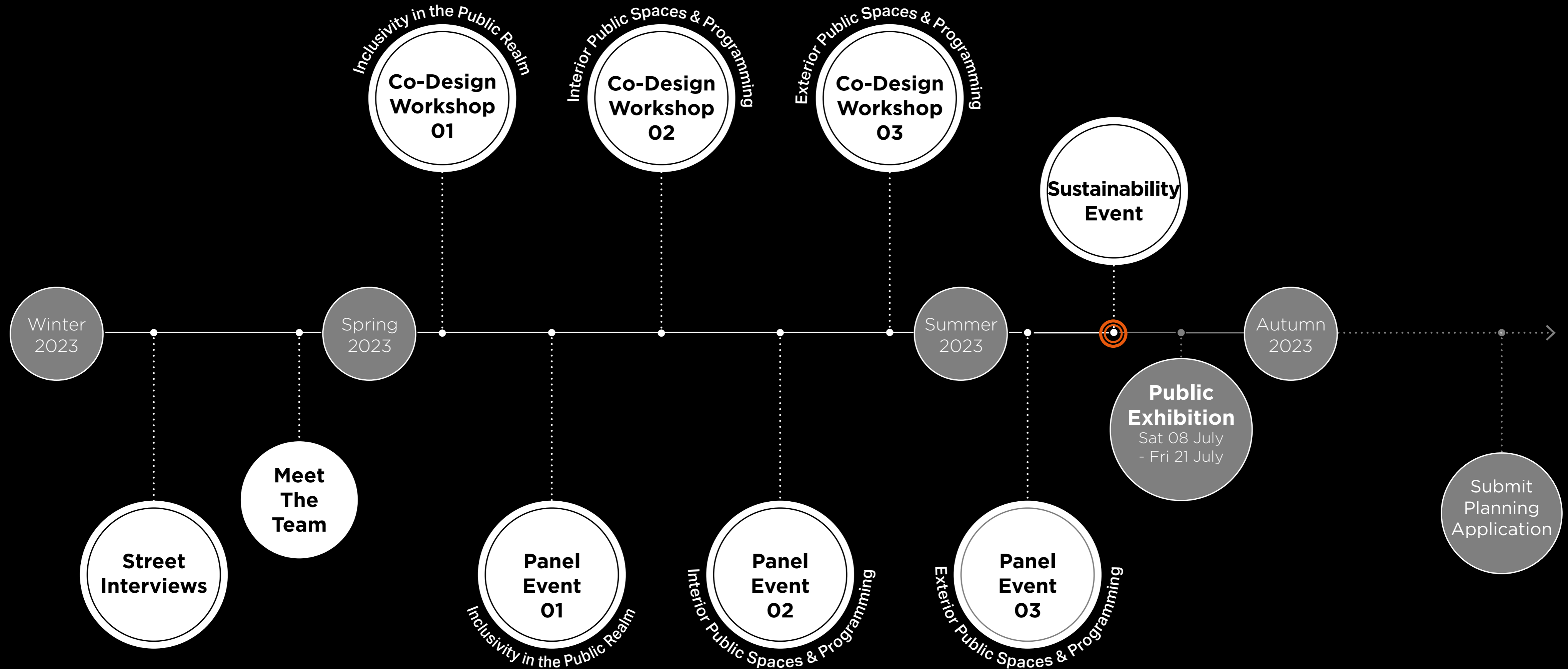
Where We're at in the Process

Project Timeline



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EUSTON SOCIAL VALUE CHARTER

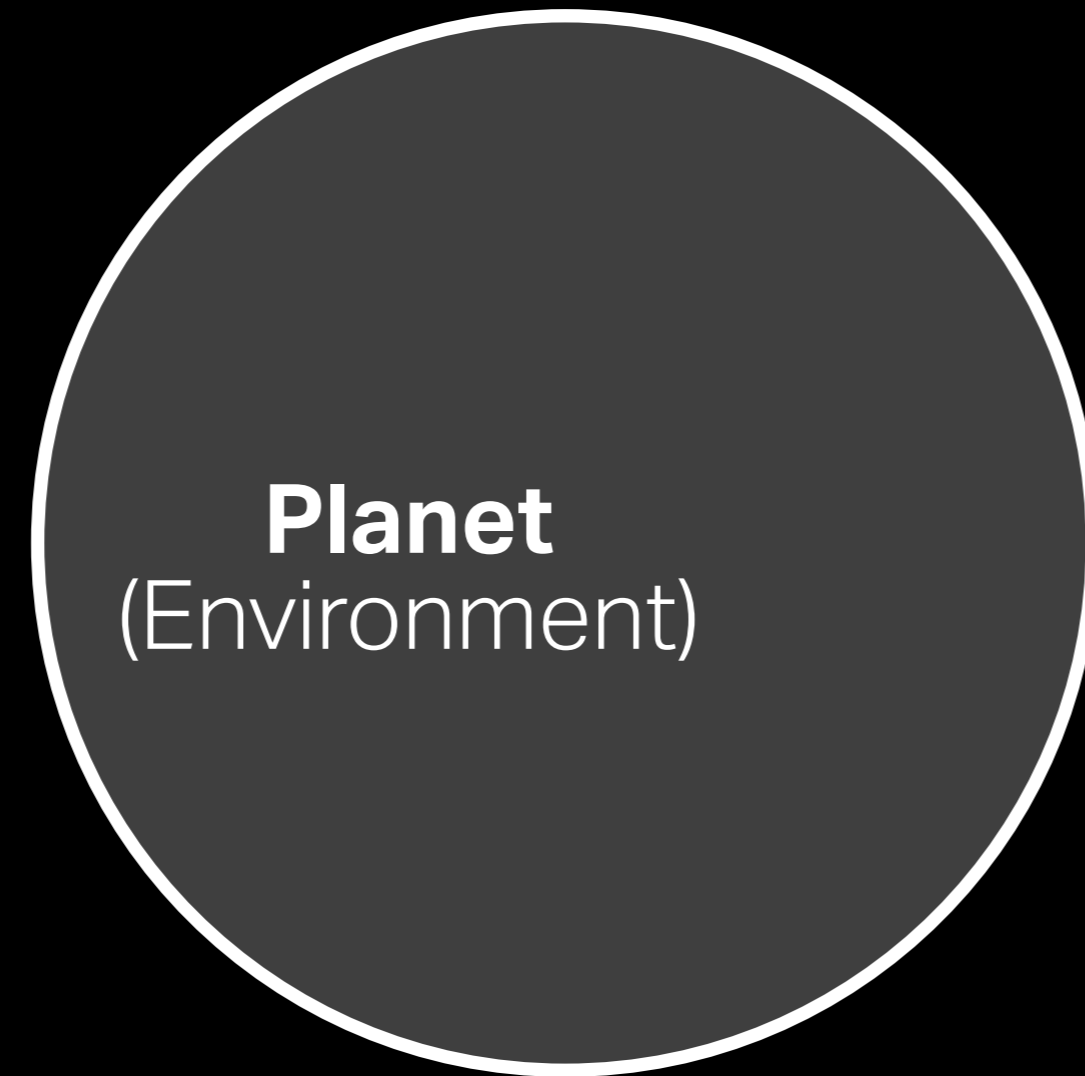
we make Camden



SUSTAINABILITY STARTERS

What does **sustainability** mean to **you**?



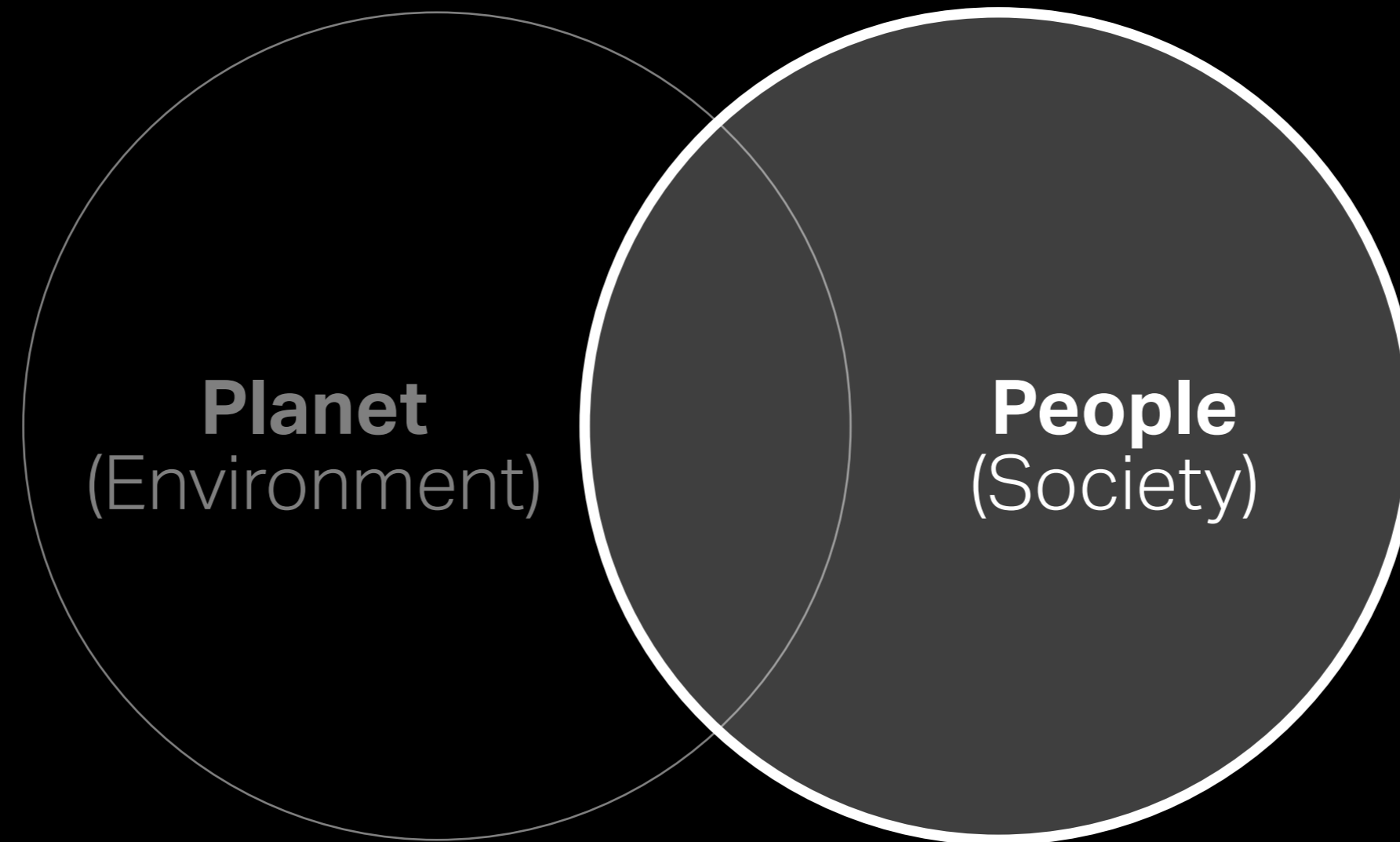


What Does Sustainability Mean to You



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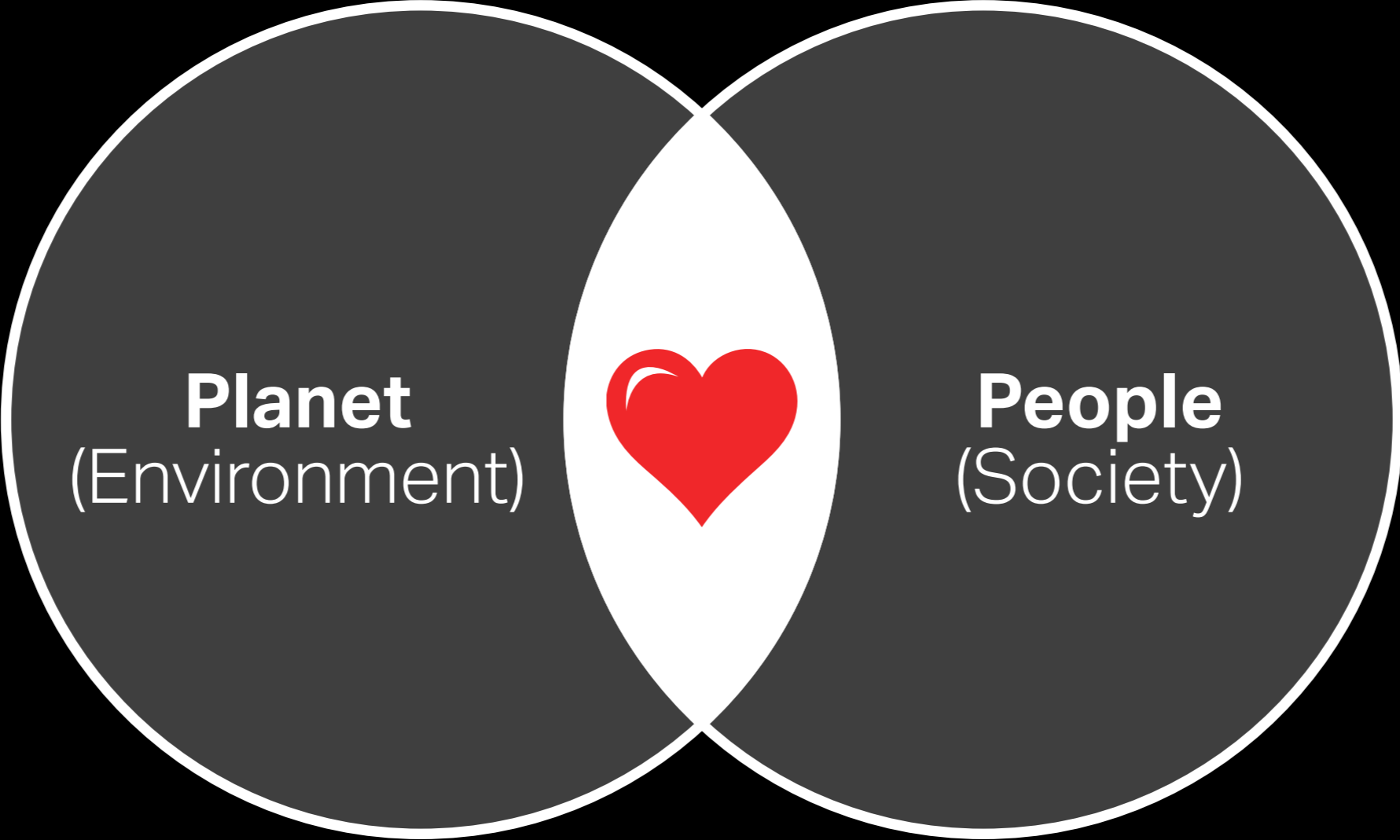


What Does Sustainability Mean to You



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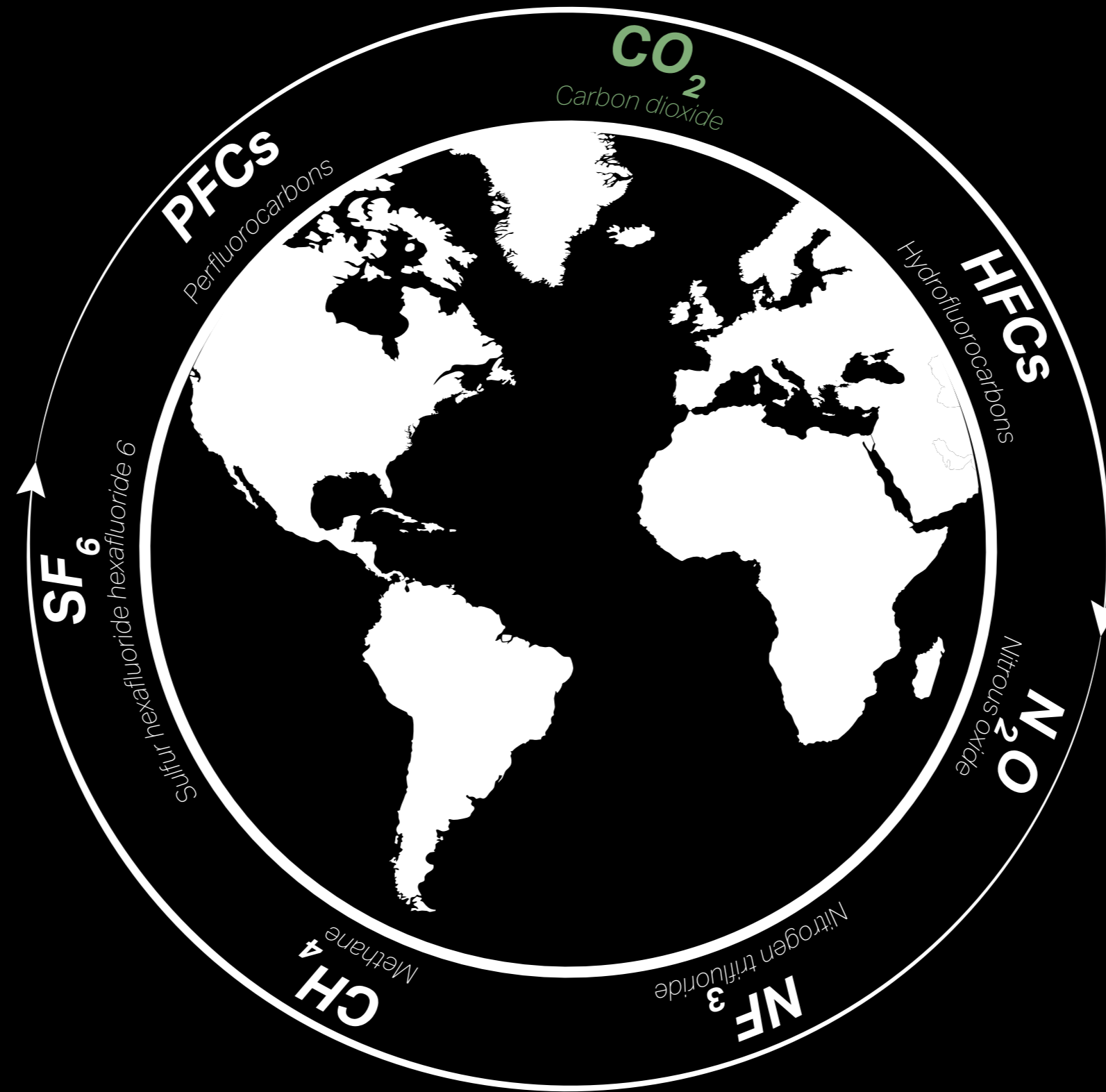
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We knew this in the **1980s!**

Carbon Dioxide in the Atmosphere







Using the Internet



Travelling



Ordering from amazon



Growing Food



Having a Coffee



Construction

Everyone's Committing to Net Zero Carbon



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Building
NEWS FOCUS COMMENT DATA PROGRAMMES CPD EVENTS JOBS SUBSCRIBE BUILDING BOARDROOM

Lessons on net zero offices from 100 Liverpool Street

By Charles Horne | 7 April 2021

Some years ago this building would have been demolished and a new one put in its place, now British Land's first instinct is to reuse existing structures, says Charles Horne

Embodied carbon covers all the emissions generated to produce a building. It makes up a huge proportion of a building's whole life carbon. Broadgate is British Land's 32-acre campus in central London, and because of its scale we are aware of our responsibility to reduce emissions.

Embodied carbon at 100 Liverpool Street, completed in 2020, works out at 389kg per m². Industry benchmarks available for 2020 average at 1,000kg per m². So, 100 Liverpool Street is way ahead of current market standards. It also exceeds our ambitious target to halve embodied carbon to below 500kg per m² by 2030 – supporting global efforts to keep warming below 1.5°C.

Some of this is due to fortunate opportunities – it won't be possible to achieve this on every

19 cities around the globe have committed all new buildings operate at net zero carbon by 2030

By Francesca Wiley | 14th September 2018

Coinciding with the GRESB 2018 results launch it has been announced that 19 cities around the globe have committed to make all new buildings operate at net zero carbon by 2030. This is part of a movement by cities to cut greenhouse gas emissions significantly from cities and essential to deliver on the goals of the Paris Agreement.

What is net zero carbon?

Net zero carbon buildings are those which reduce all energy use as far as technically possible, with remaining demand met through renewable sources.

All members of RICS standards and regulation board resign

New Arcadis boss latest to query "baffling" HS2 Euston decision

New report guides London on path to achieve net zero carbon buildings

London has the ability to lead the world on net zero carbon buildings, according to a new report by the London Energy Transition Board (LETB) which includes Elementa Consulting (the UK's first net zero carbon building) and Elementa Consulting (the UK's first net zero carbon building).

In *Getting to Zero* published yesterday during the London Energy Transition Board (LETB) which will help all new buildings in London to be net zero carbon by 2030 – targets which are in line with the Paris Agreement.

- Revising the London Plan Energy Strategy Target to include net zero carbon buildings
- Delivering low carbon heat via heat networks

Plan submitted for London's first net-zero carbon commercial property

By Jayne Smith • Company news, Environment, Property, Workplace design

Climate change has accelerated the urgency to address the way people live and work. With the LETB's aim to become carbon neutral by 2050, CIT and Foster + Partners want to help realise this ambition sooner, submitting a planning application for London's first ever net zero carbon workplace and commercial hub at **Coledchurch House**, on the banks of the Thames.

Located at the foot of London Bridge, Coledchurch House will replace a redundant 1940s office block to provide 46,000 sqm (497,290 sq ft) of vibrant space. The planned development will transform the public realm creating an abundance of imaginative landscaped green spaces and will bring together state-of-the-art offices, high quality, affordable, work and arts spaces, also providing greatly enhanced connectivity from London Bridge station to the Thames riverfront and wider area.

CIT's Development Managing Director, Steve Riddell, said: "The pandemic has amplified the need for change and gives us the opportunity to reassess what we need from our work and social spaces, and how the built environment can work hard to address this change. We've wanted to play our part in a development that not only exceeds the CIT's environmental ambitions but that has the wellness of individual users at its core."

"In accordance with Southwark Council's climate emergency policy, Coledchurch House is specifically planned and designed to be a catalyst for positive change in London prioritising social and environmental wellbeing. We want the development to define a new era for sustainability while being a distinctive addition to Southwark and its community."

The new public park at street level will bring much needed outdoor space to Southwark, with the removal of the footbridge enhancing the setting and opening up views to Southwark Cathedral and nearby listed buildings.

Riddell continued: "CIT has a firm foothold in Southwark and has shown a strategic commitment to the borough with Nine London, Southbank Tower and the proposed transformation of Vinegar Yard. CIT has a longstanding interest in developing sustainable buildings, with one of London's earliest borehole cooled installations in Nine London and the reuse and extension of existing building structures such as Southbank Tower and Vello – saving huge quantities of embodied carbon. Net zero carbon Coledchurch House gives us an opportunity to continue our trajectory of

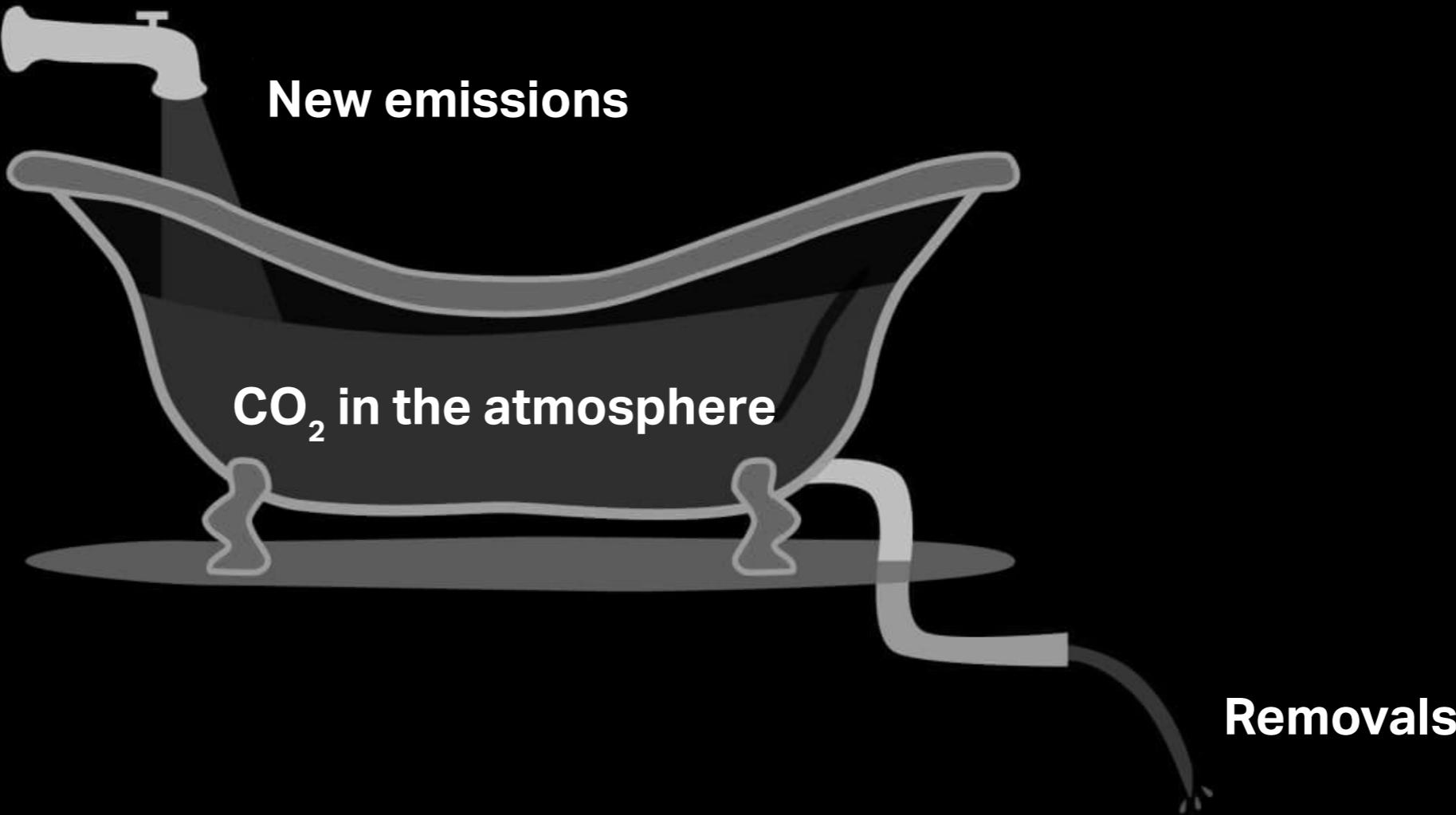
"The pandemic has amplified the need for change and given us the opportunity to reassess what we need from our work and social spaces"

What is Net Zero



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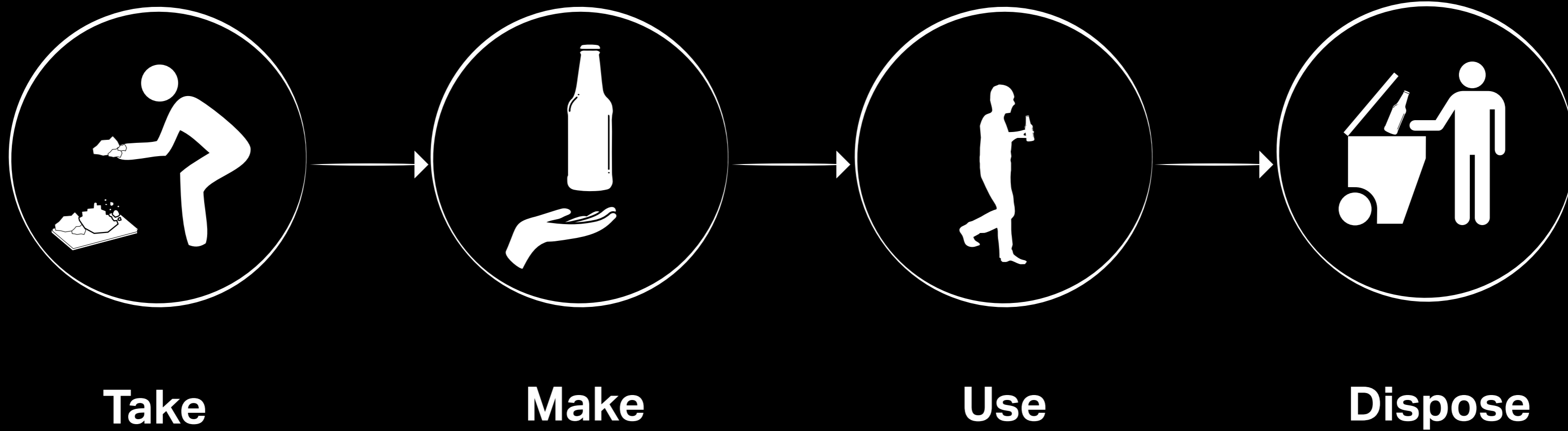
Net Zero Doesn't Solve This

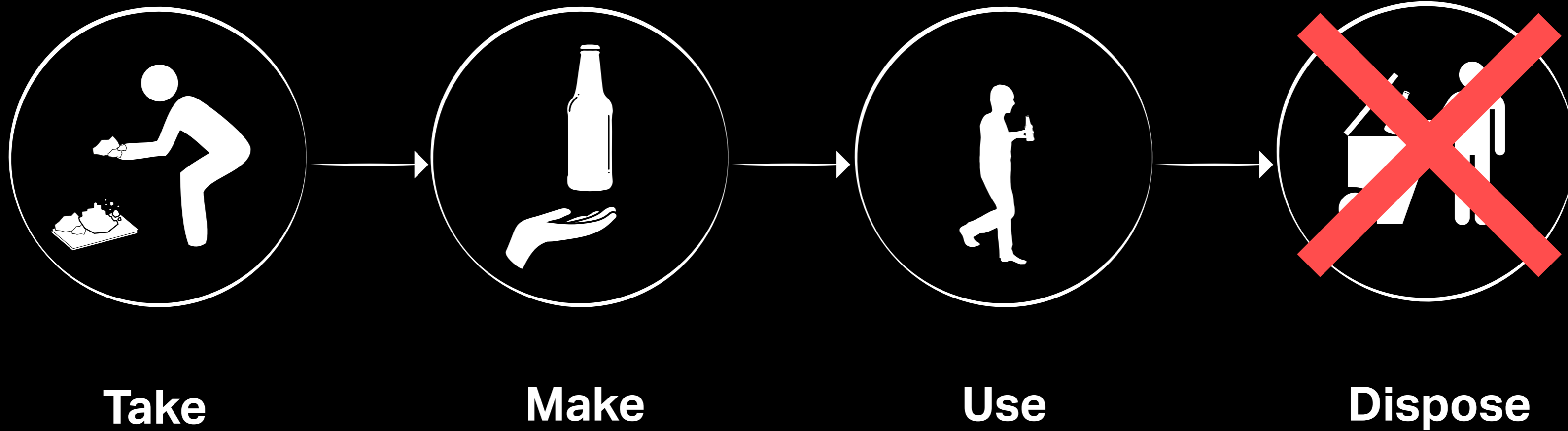


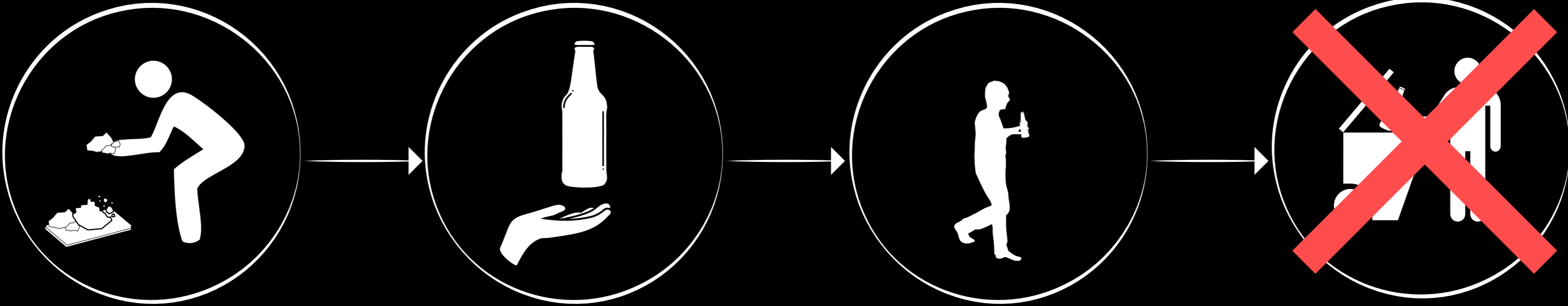
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Take

Make

Use

Return / Recycle / Reuse / Repair

Buildings and Cities are Really Important



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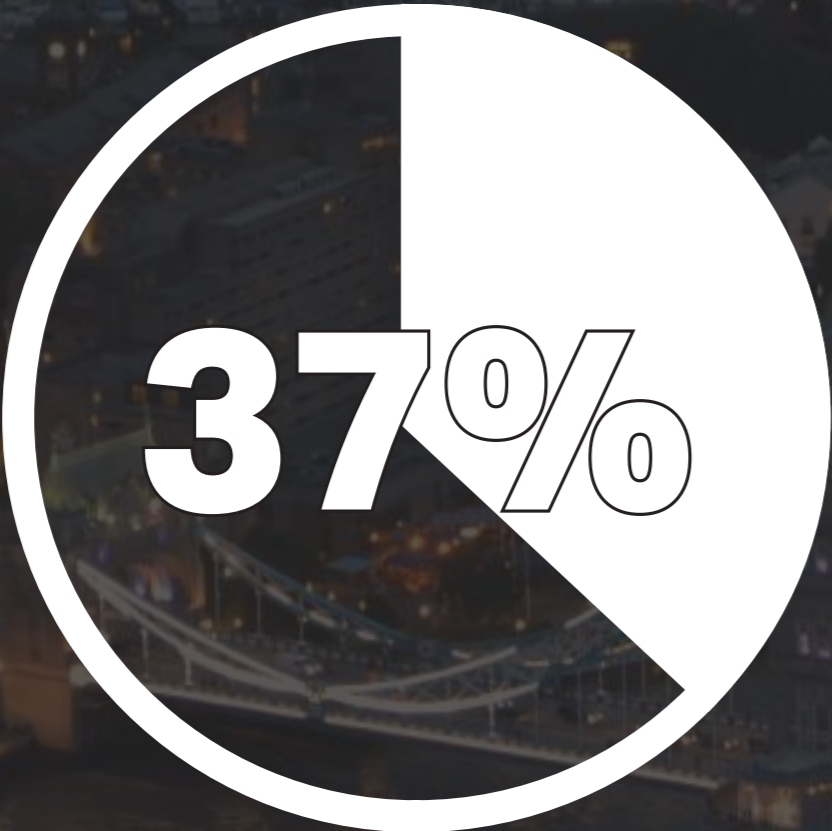


Buildings and Cities are Really Important

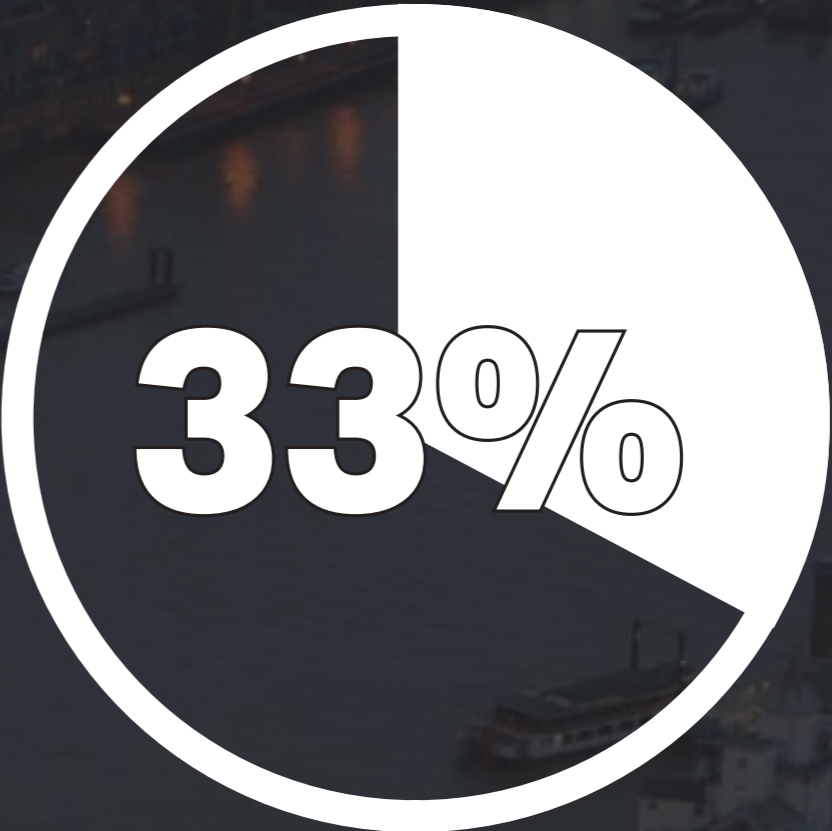


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**of Global
Carbon Emissions**



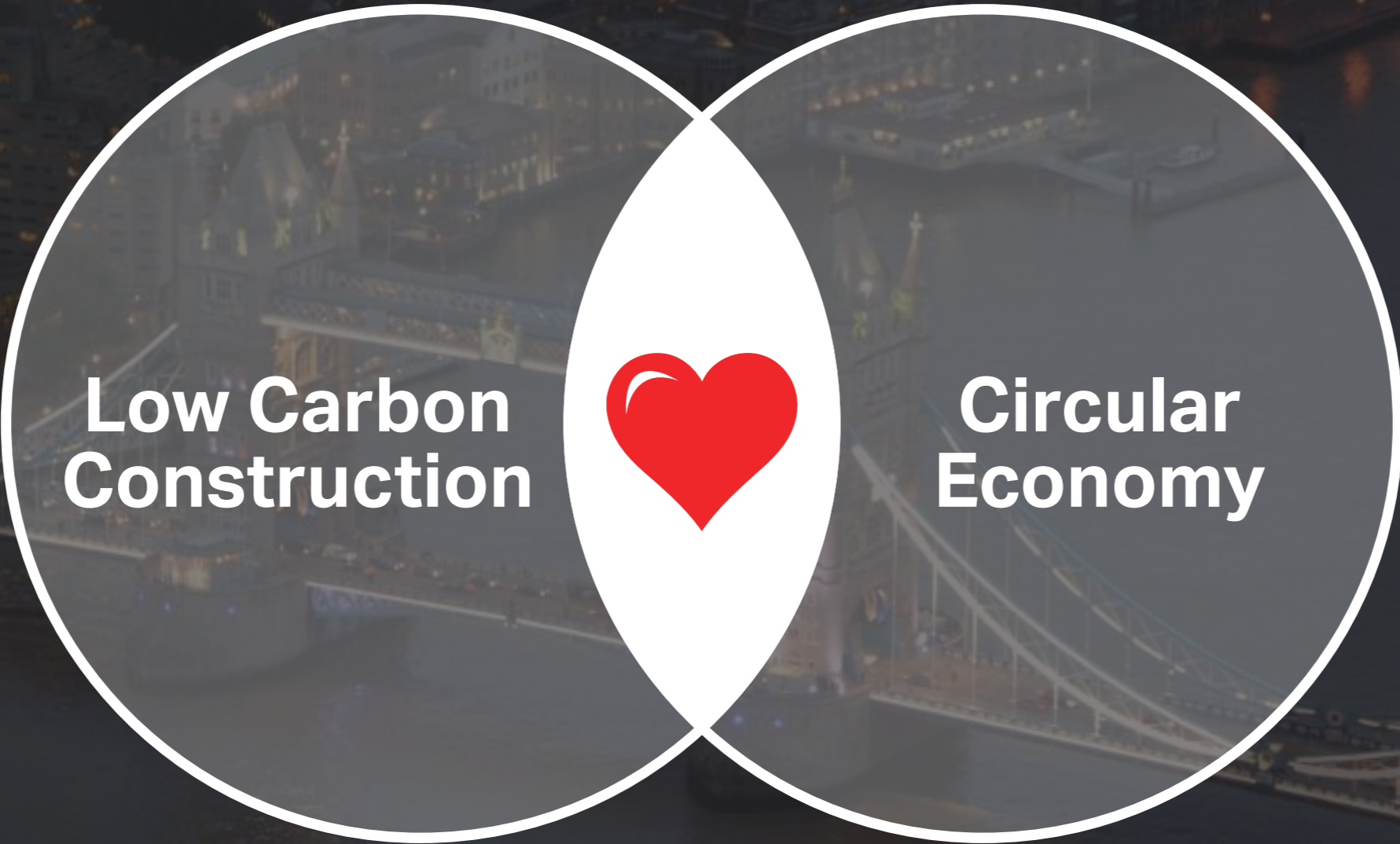
**of Global
Waste**

Buildings and Cities are Really Important



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From Where Do Carbon Emissions Come

Where do the carbon emissions come from

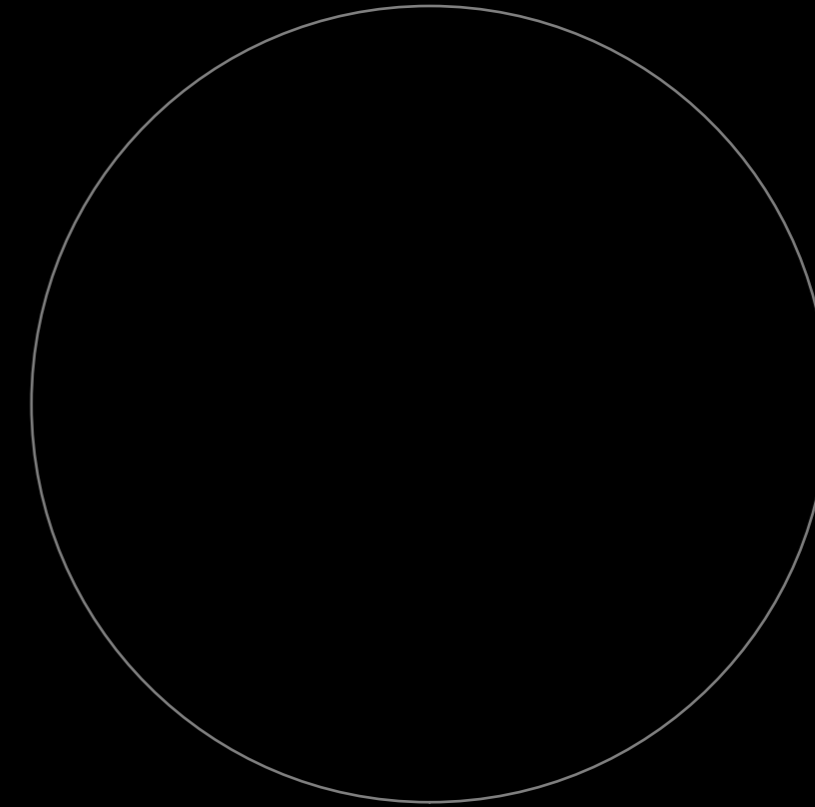


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Embodied Carbon Emissions



Operational Carbon Emissions

From Where Do Carbon Emissions Come

Where do the carbon emissions come from



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Embodied Carbon Emissions



Operational Carbon Emissions

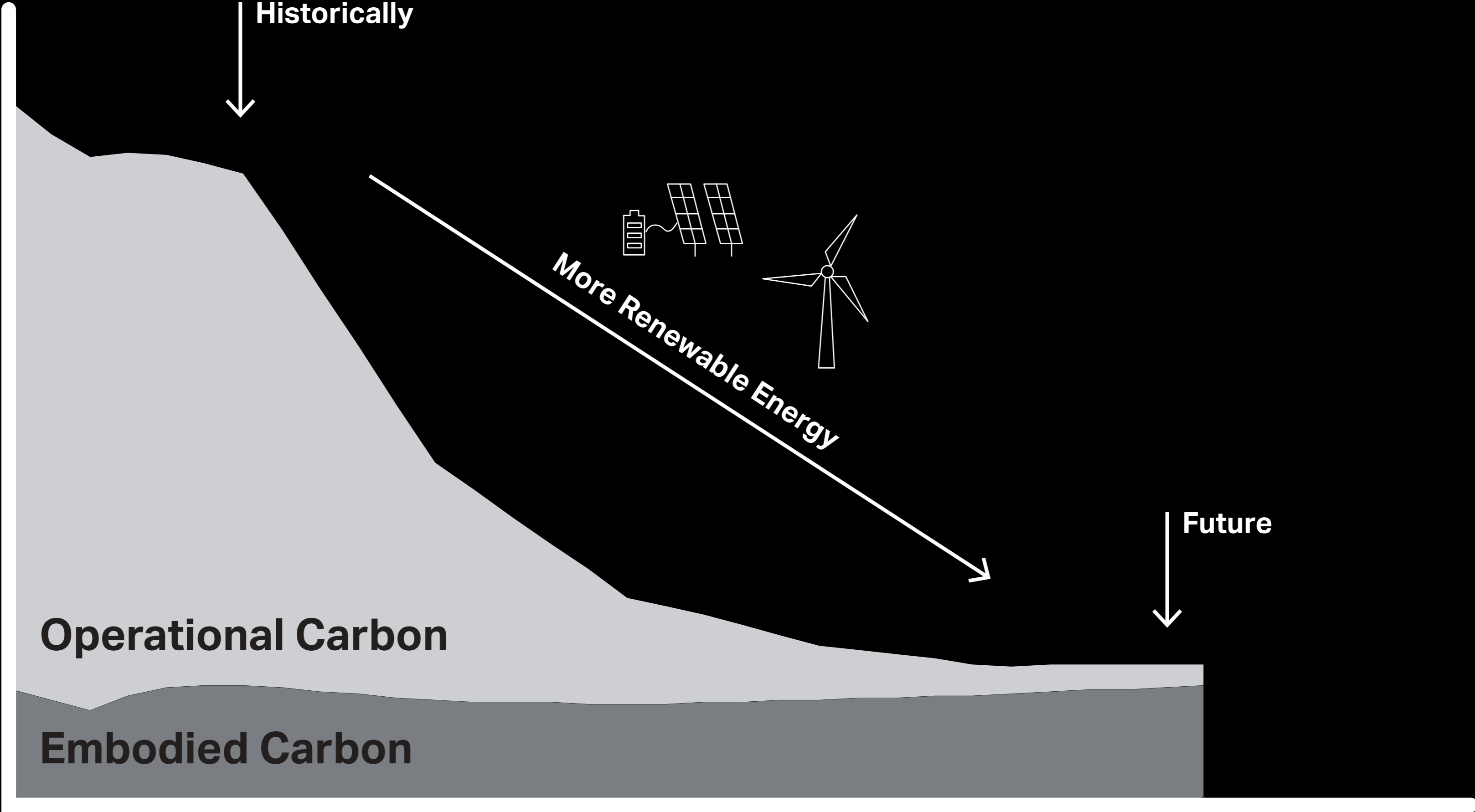
Shifting from Operational to Embodied Carbon

Where do the carbon emissions come from



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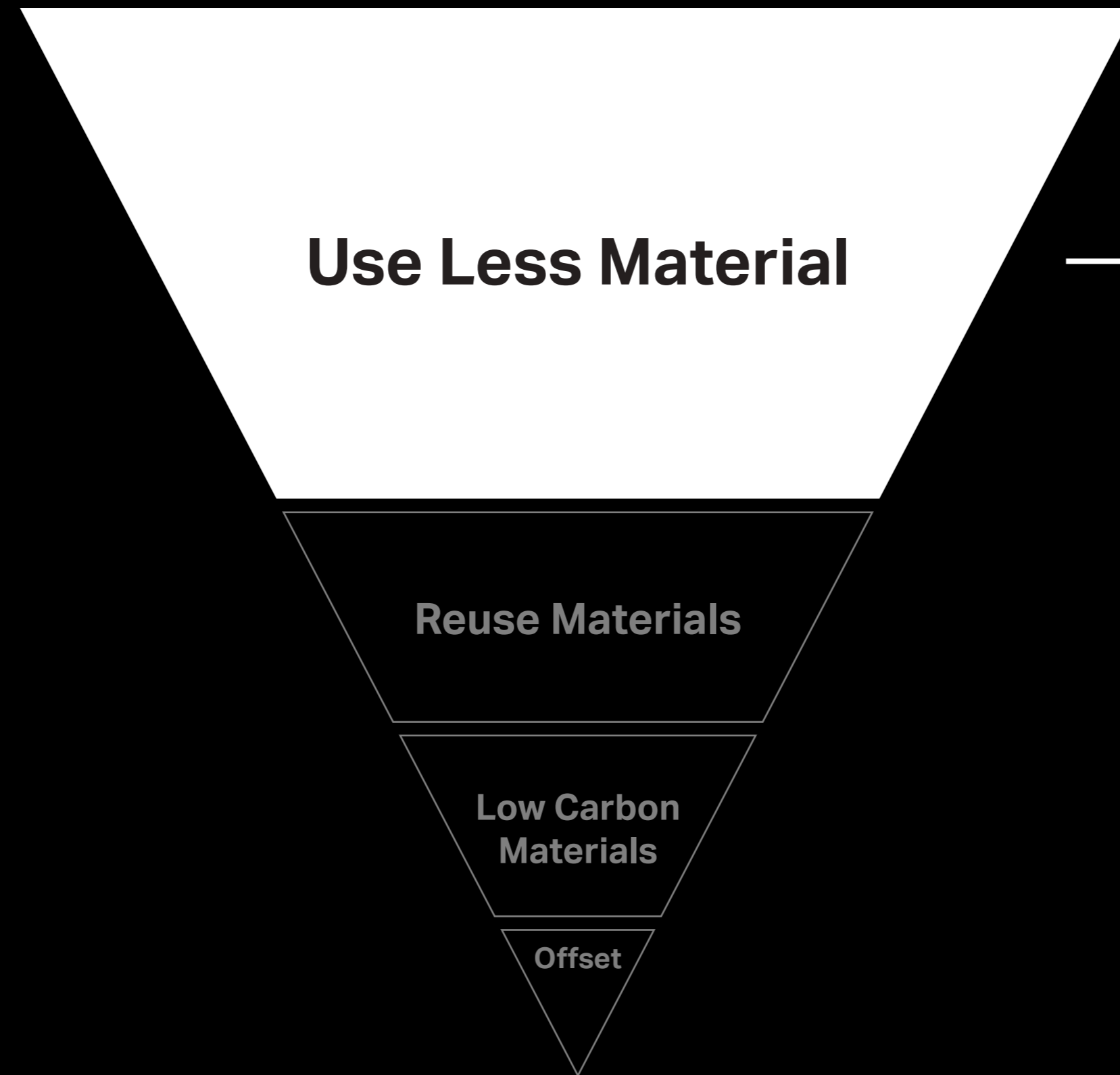
What Can We Do to Minimise Carbon Emissions

Using less stuff



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→ Transform existing buildings

Transform Existing Buildings

1 Triton Square, London for British Land



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Transform Existing Buildings

1 Triton Square, London for British Land



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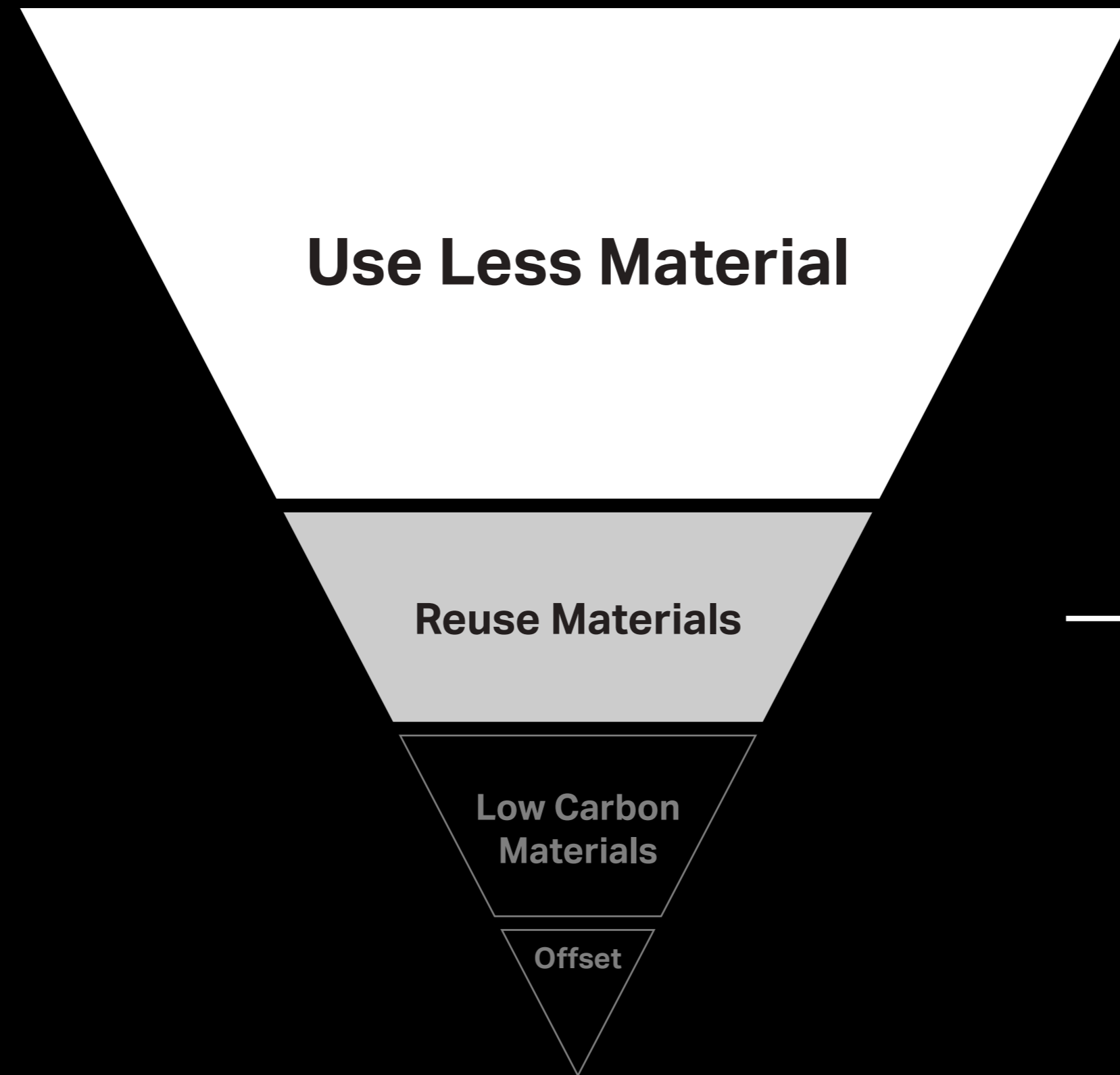
What Can We Do to Minimise Carbon Emissions

Reusing stuff



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—————> **Repurpose existing materials**

Reusing Existing Steel

2 Finsbury Avenue, City of London for British Land



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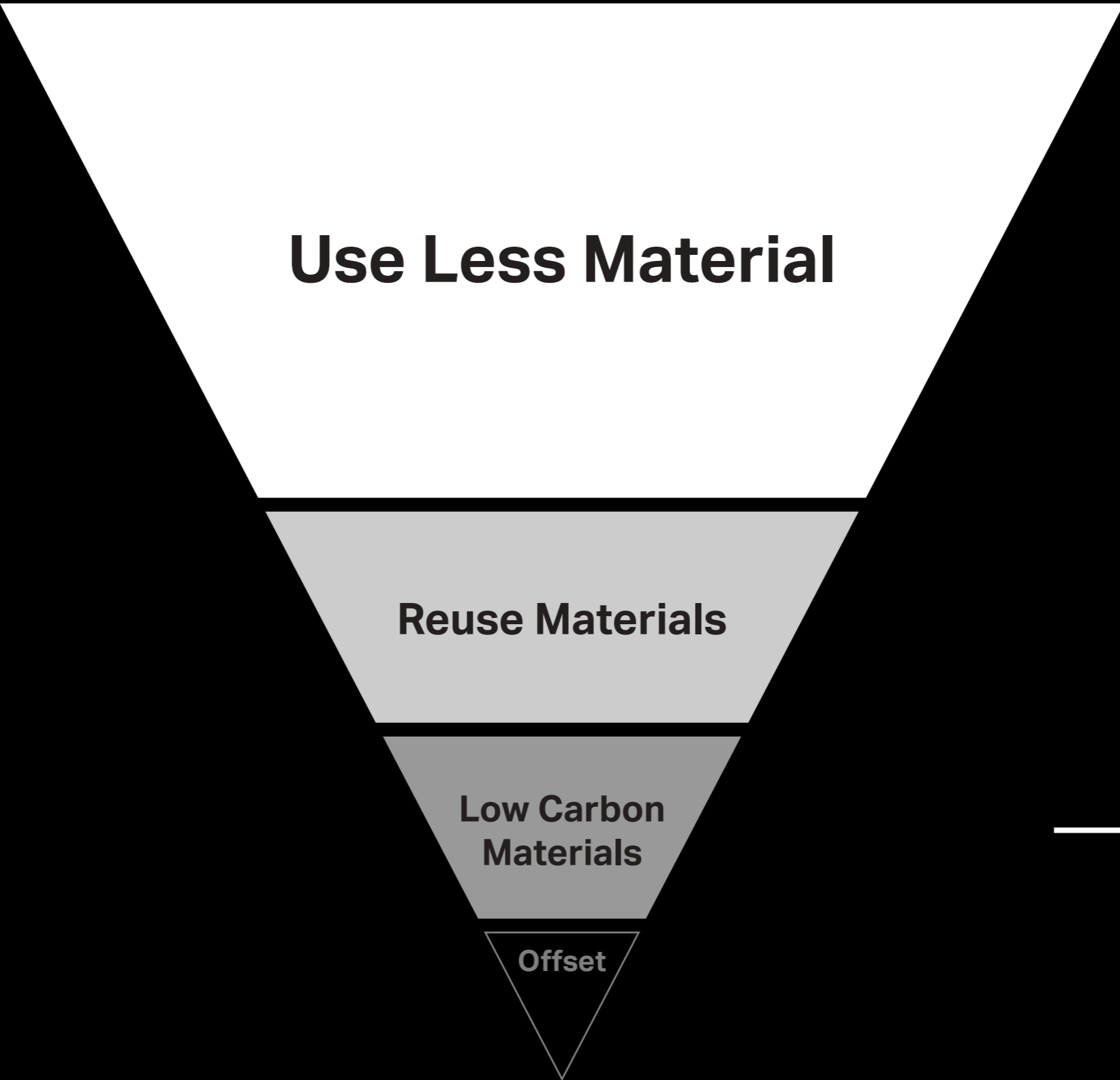
What Can We Do to Minimise Carbon Emissions

Low carbon materials



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—————> **High recycled content materials**

Low Carbon Materials
Steel made from recycled content



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Low Carbon Materials
Steel made from recycled content

British Land BEYONDtheBOX DSDHA 3X11 GX11



Buildings Change Rapidly in London



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2009



20-30 YEARS

Average London Commercial Building Lifespan

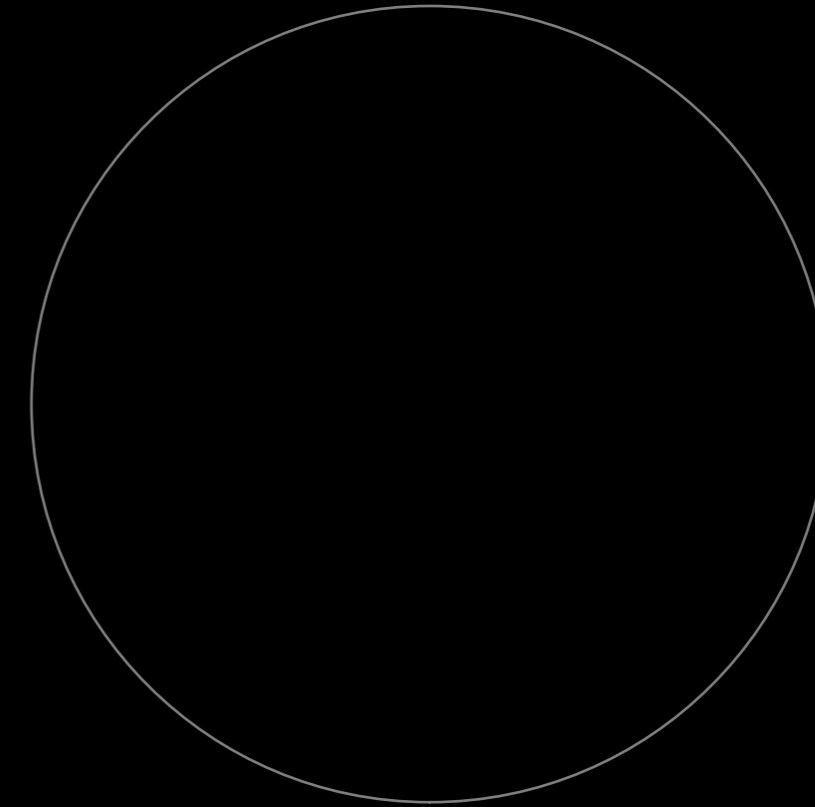
2019



EUSTON TOWER LONDON

How Do We Solve This





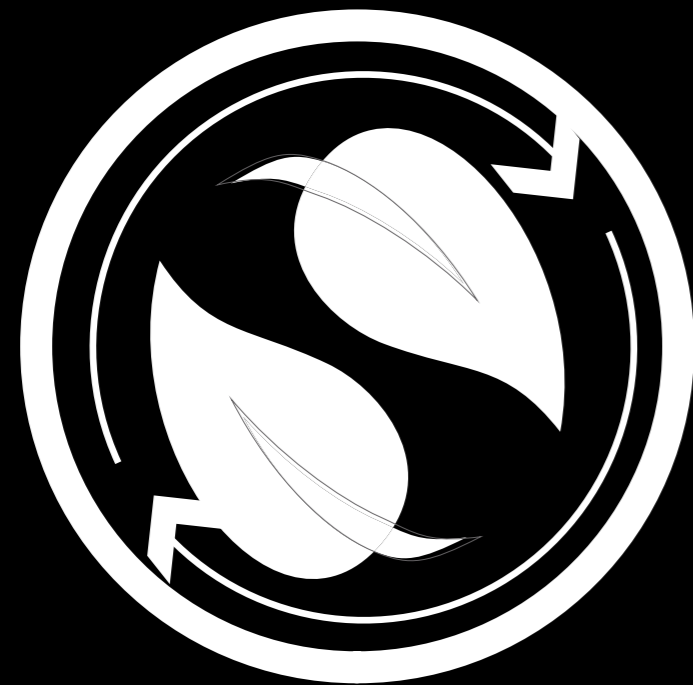
Construction and Demolition Waste

Operational or In-use Waste

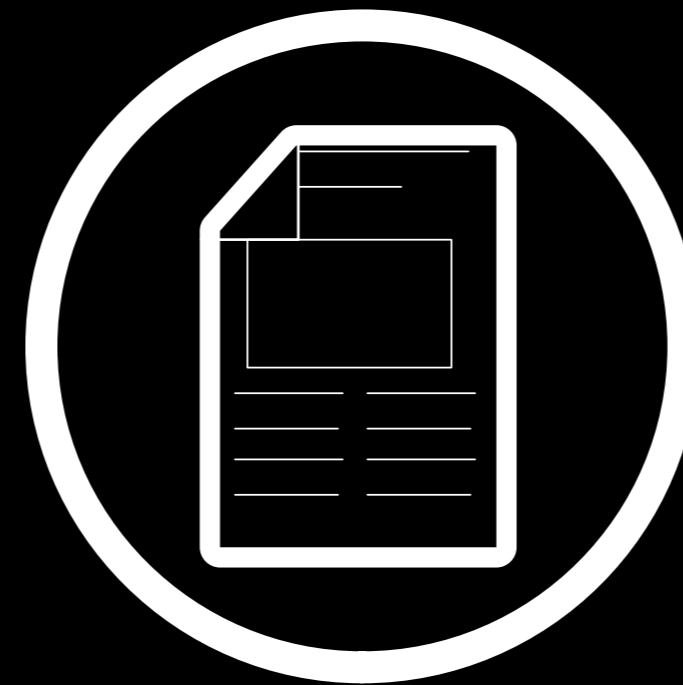


Construction and Demolition Waste

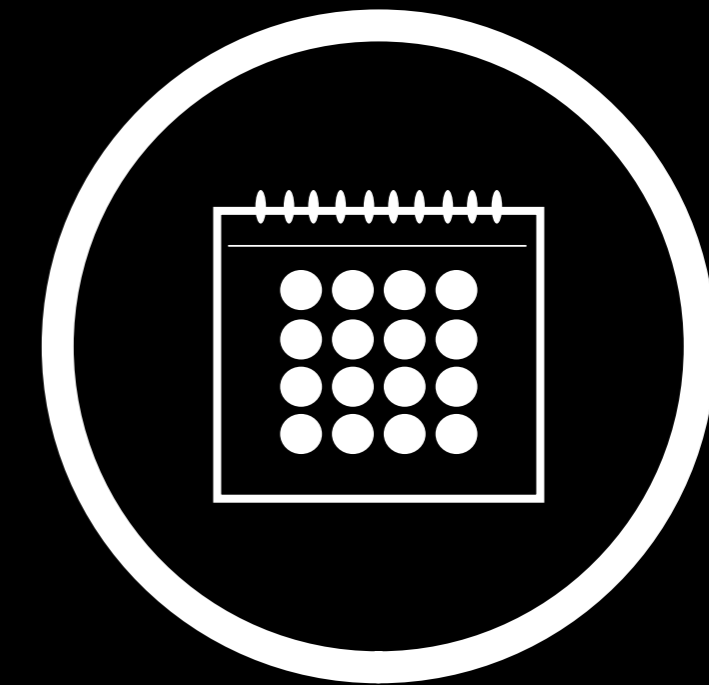
Operational or In-use Waste



Sustainability



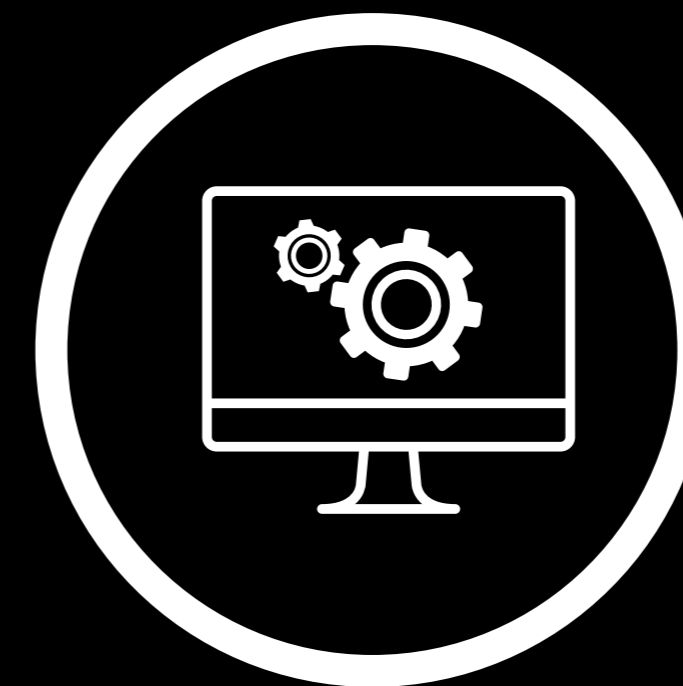
Regulation



Old Age



Trends and Fashion



Technology

The Most Sustainable Building...



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EUSTON TOWER LONDON

...So Long As It's Used



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DSDHA





Replace the battery?

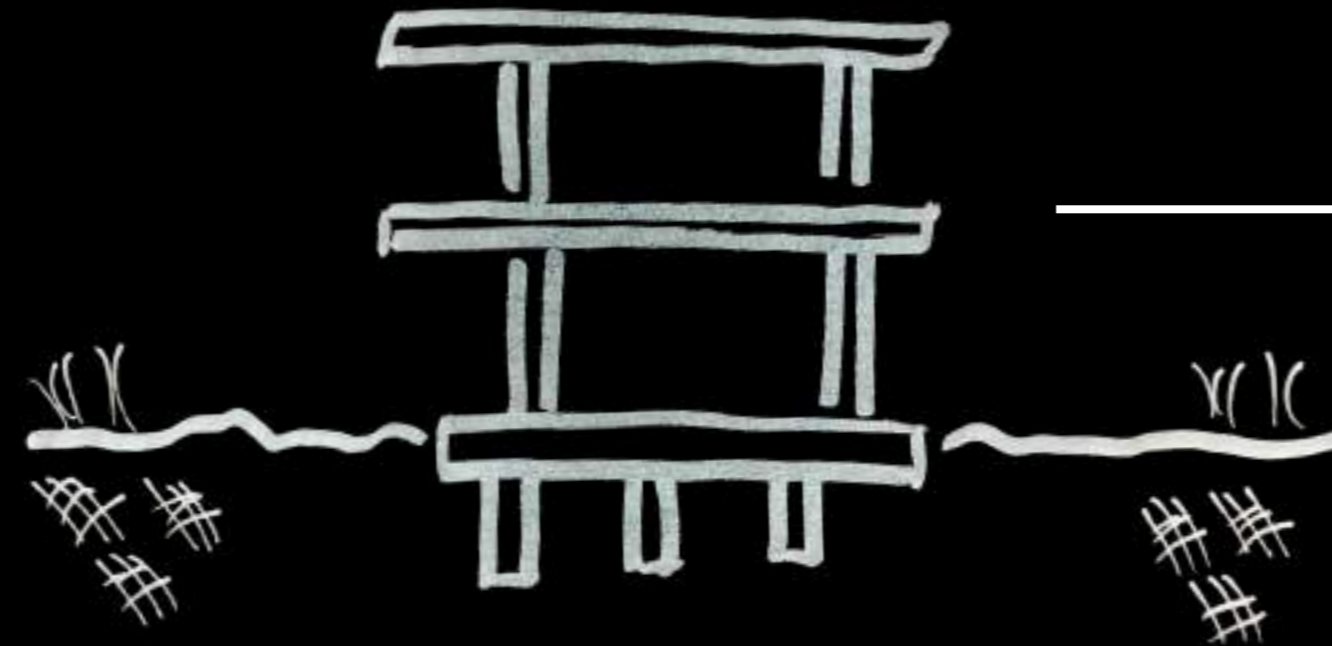
What Can We Do to Minimise Waste

Designing elements to fit together loosely



BEYOND*the*BOX

DSDHA



A structure that
last a very long
time, maybe
hundreds of years

What Can We Do to Minimise Waste

Designing elements to fit together loosely



BEYOND*the*BOX

DSDHA



A skin that is separate from the structure because it won't last as long, maybe 30 years

What Can We Do to Minimise Waste

Designing elements to fit together loosely



BEYOND*the*BOX

DSDHA



All the "stuff"
should be loose
and accessible
because it changes
quickly

Design for Adaptability

Adaptable floors



BEYOND the BOX

DSDHA



Design for Adaptability

Adaptable floors



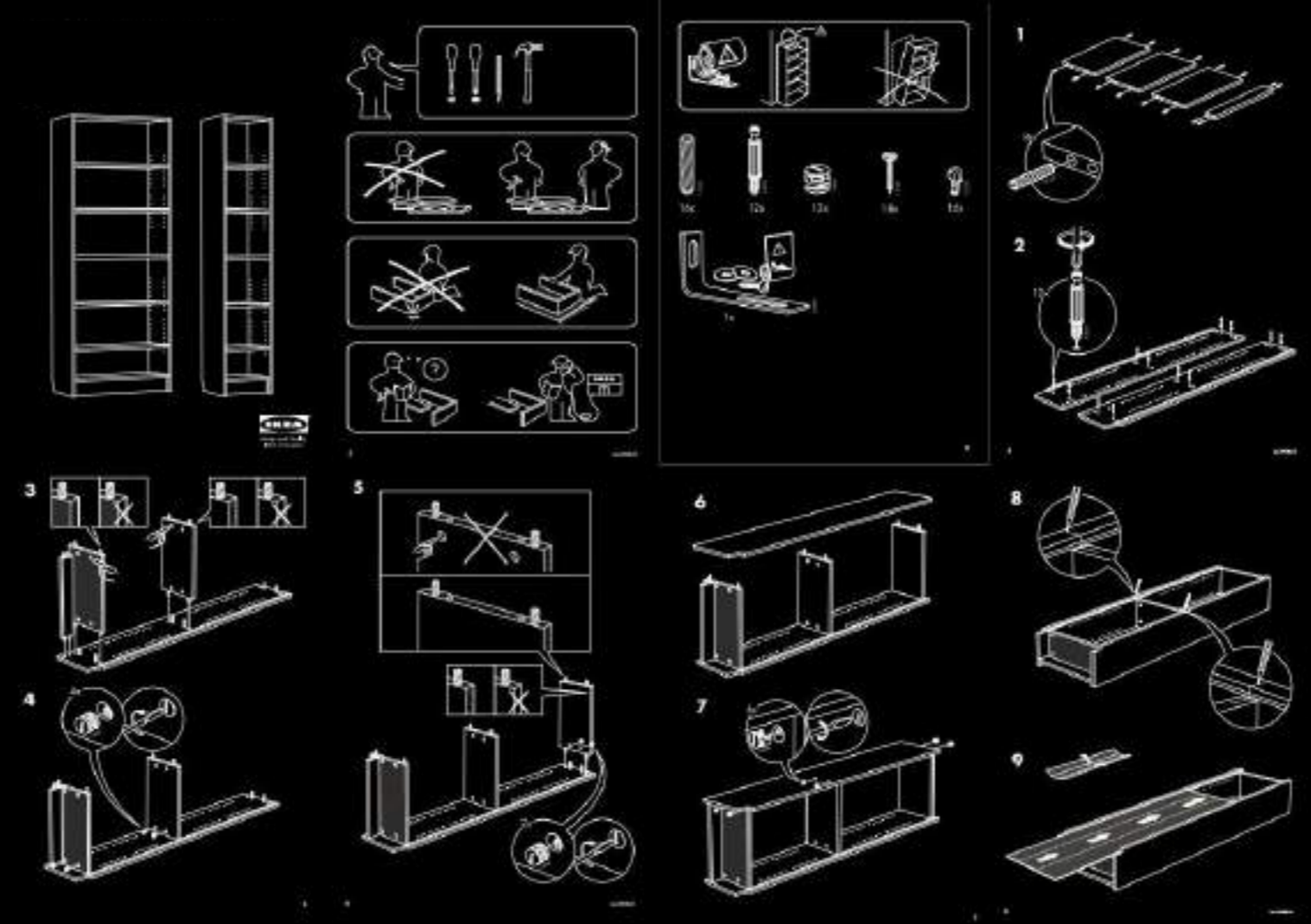
BEYOND*the*BOX

DSDHA



BILLY ASSEMBLY INSTRUCTIONS

IKEA | 



BILLY DISASSEMBLY INSTRUCTIONS



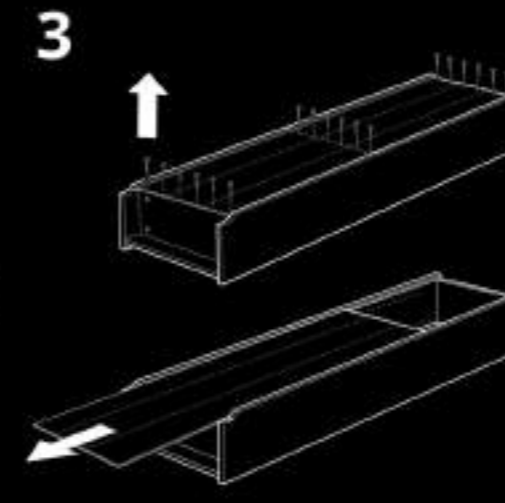
IKEA has created a number of Disassembly Instructions to help customers extend the lifecycle of their furniture. This easy-to-use guide will help customers take apart one of their favourite IKEA furniture items, BILLY, so it can be re-built in its new home.



1 Remove books and other decorative items.



2 Remove shelves, shelf support pins and wall brackets.



3 Place bookshelf on floor, remove pins on back board and slide backing off.



4 Place on side and remove screws.



5 Remove shelves and remove screws.



6 Here are all the parts you should have for your disassembled BILLY.

Note: If any screws or bolts are missing when you come to rebuild your bookshelf (or any other item), you can pick up free replacements from our Spare Parts Library. Simply visit Customer Returns once stores reopen.

Design for Disassembly
Avoiding this...



BEYOND*the***BOX**

DSDHA



Design for Disassembly

..for this



BEYOND the BOX

DSDHA



What Can We Do to Minimise Waste

Reusing materials elsewhere



BEYOND*the*BOX

DSDHA



Today

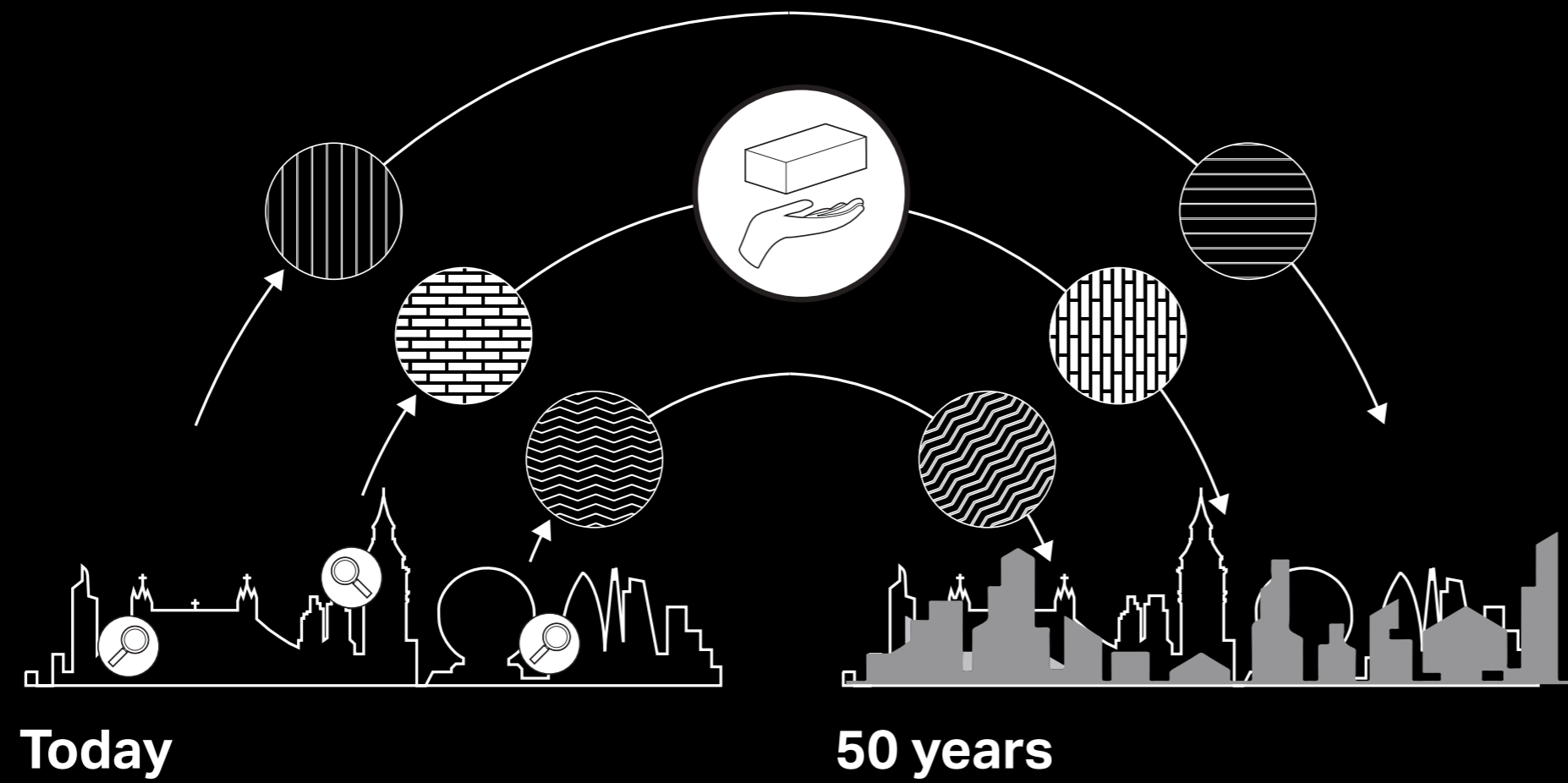
What Can We Do to Minimise Waste

Reusing materials elsewhere



BEYOND*the*BOX

DSDHA



Today

50 years

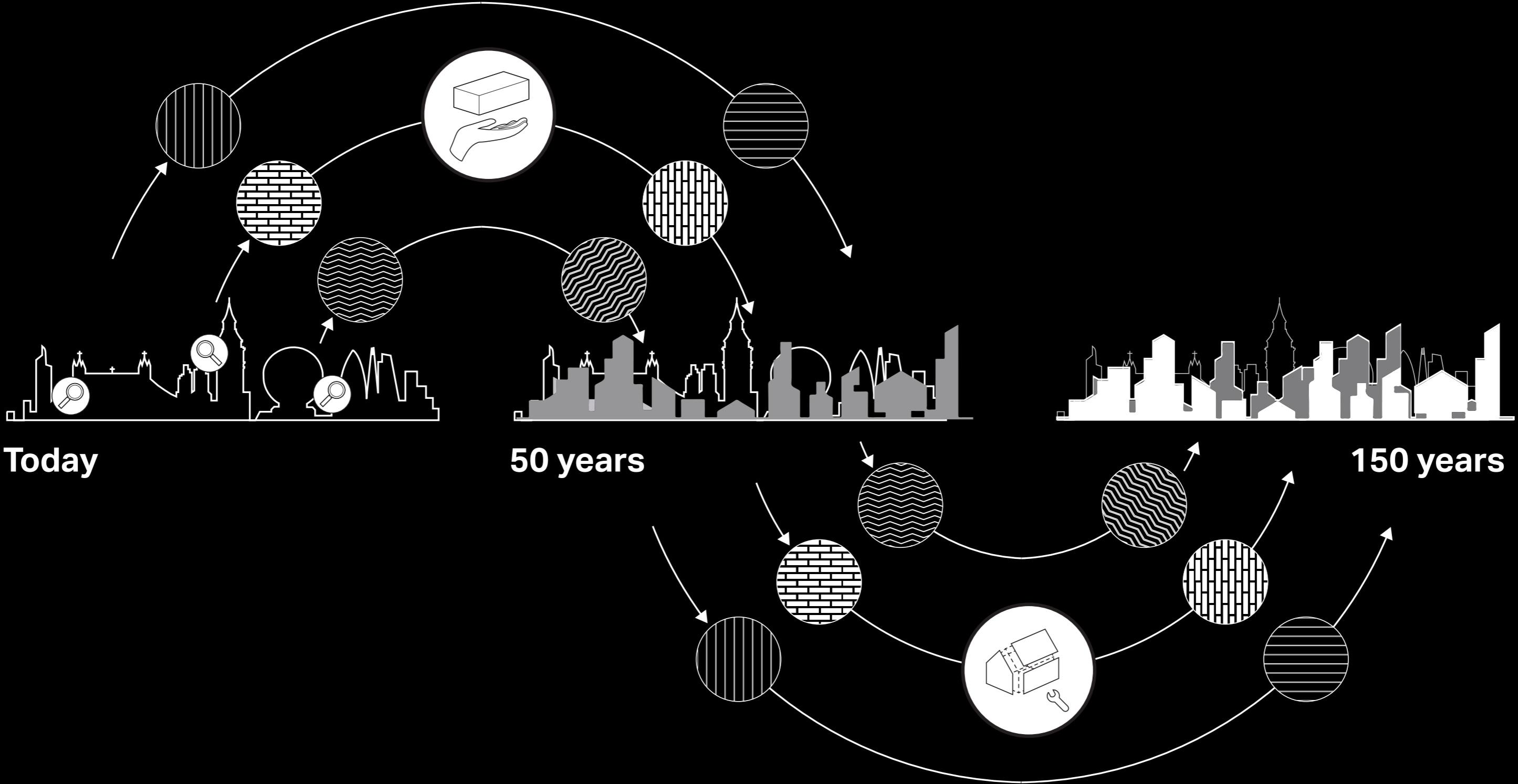
What Can We Do to Minimise Waste

Reusing materials elsewhere



BEYONDtheBOX

DSDHA



What Can We Do to Minimise Waste

Upcycling materials

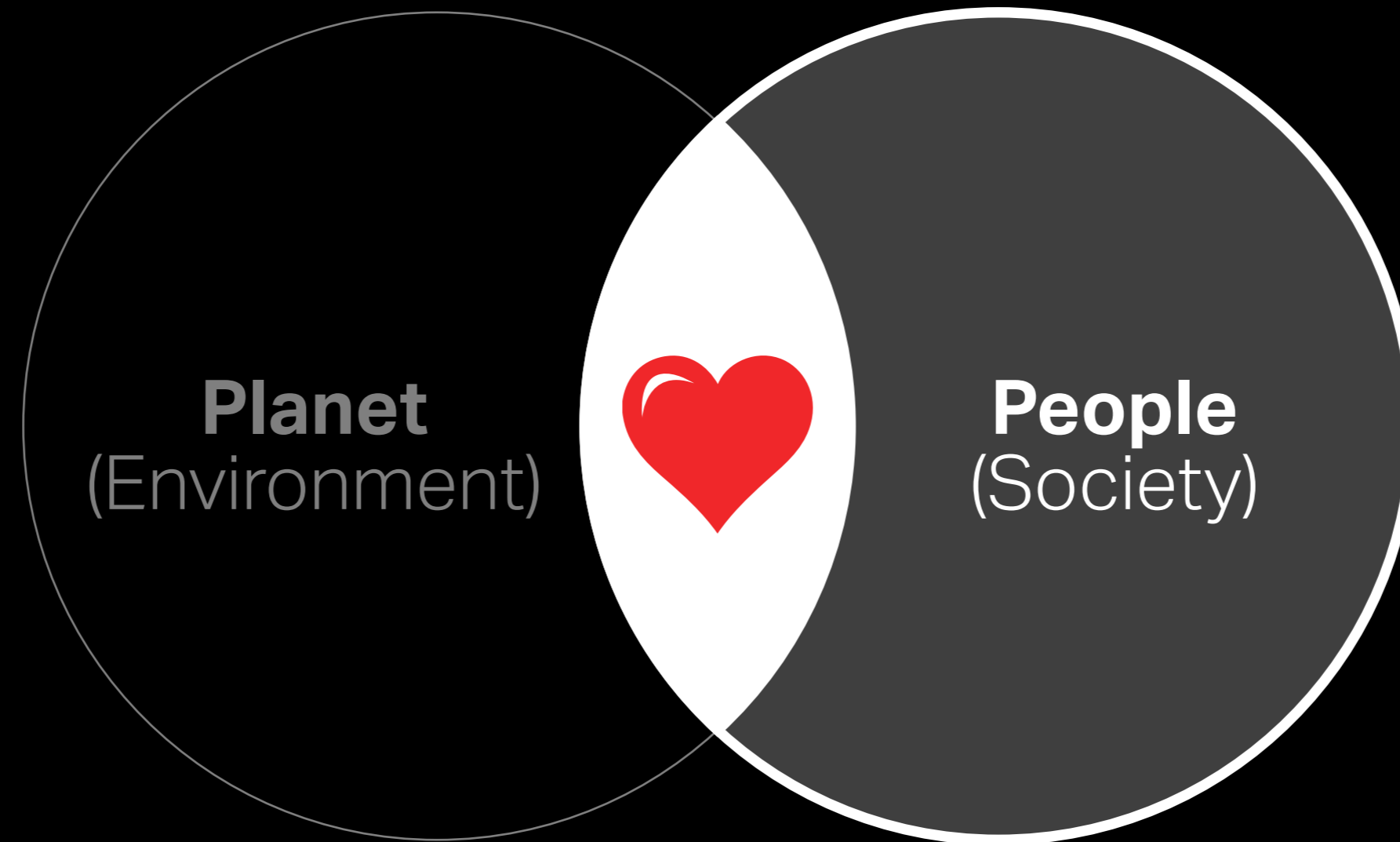


BEYOND*the*BOX

DSDHA



PLACEHOLDER UPCYCLED FURNITURE VIDEO



At Regent's Place, our main focus is on **aspirational employment**. Together with our customers, suppliers and community partners, we have the power to strengthen 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.



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, virtual masterclasses and work experience at Regent's Place last year.



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.



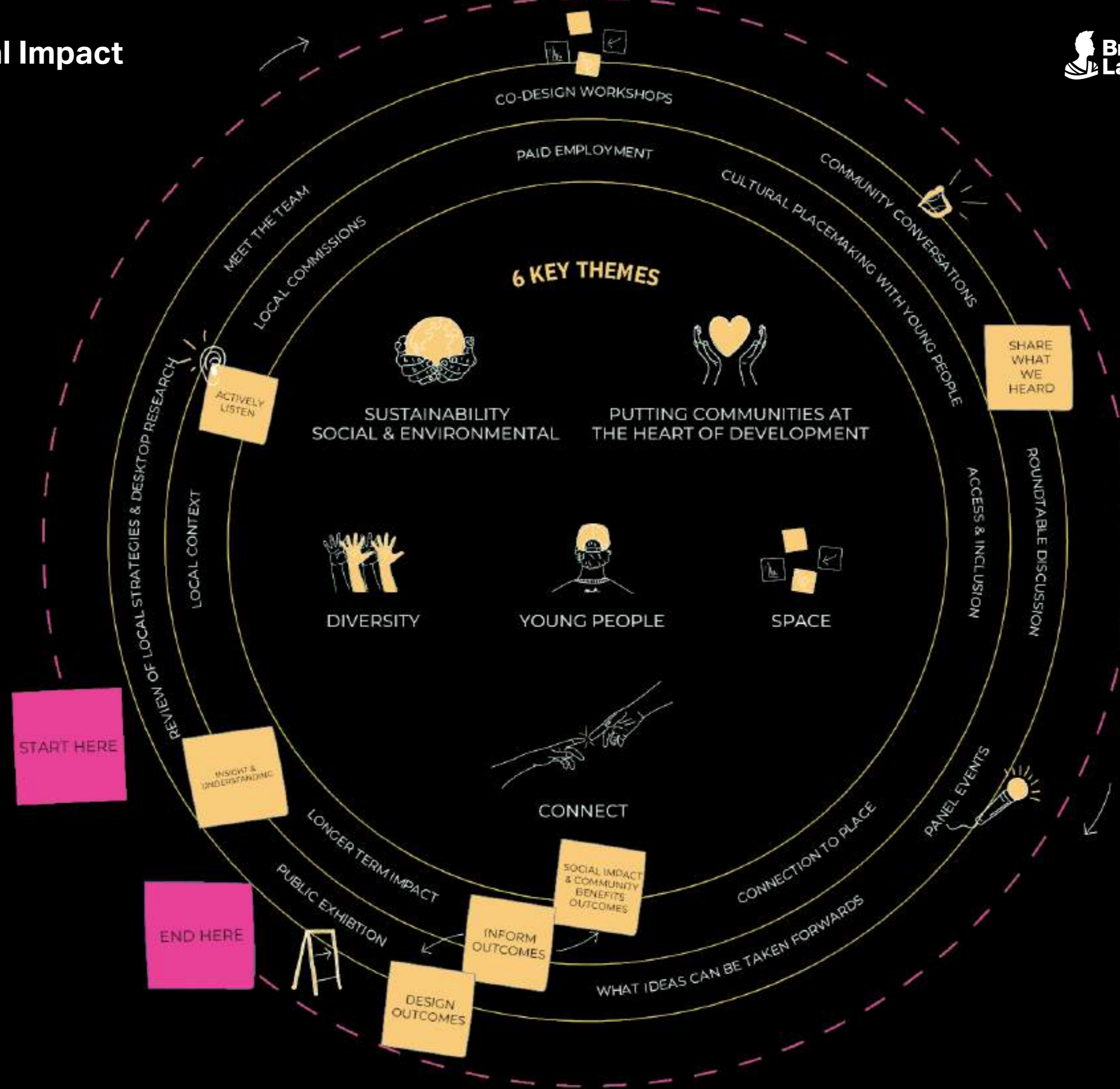
Partnership
38 years of partnering with our Camden community - including schools, youth groups and employability organisations.



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.





WORKING WITH THE EXISTING TOWER



Highly sustainable



Future-proof



Efficient



Welcoming public offering



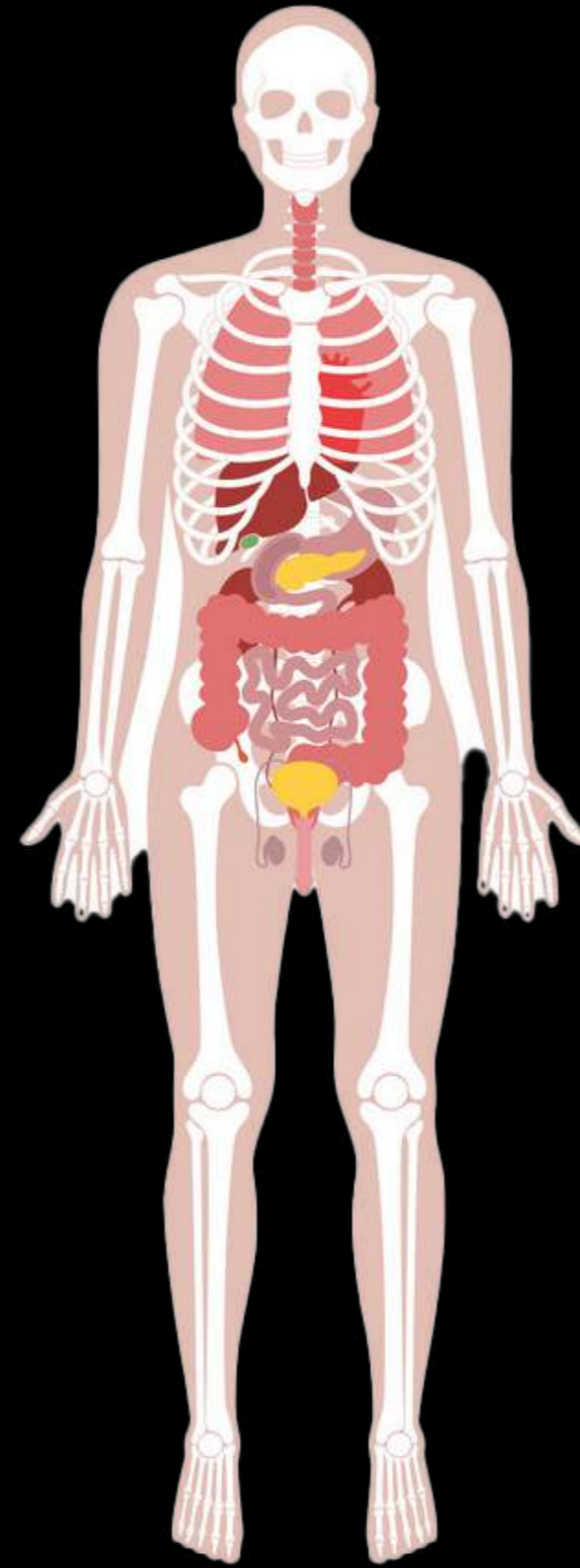
Embedded in the KQ

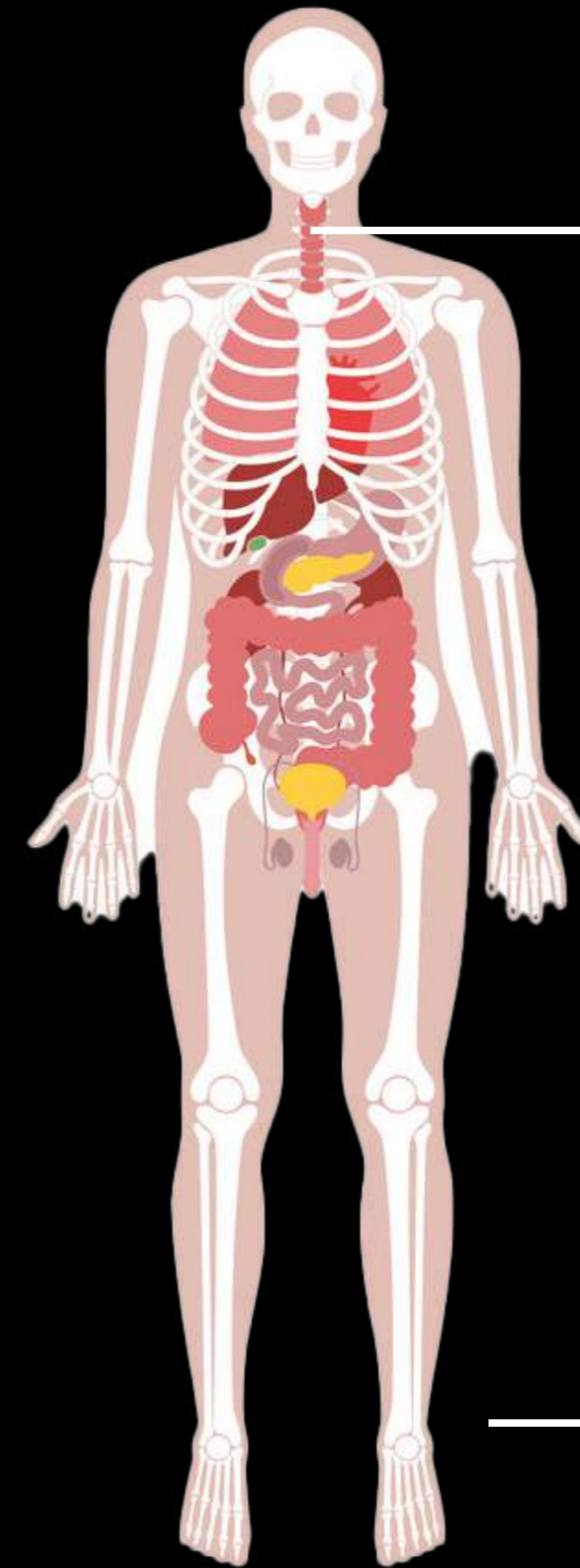
A Building Health Check



BEYOND*the*BOX

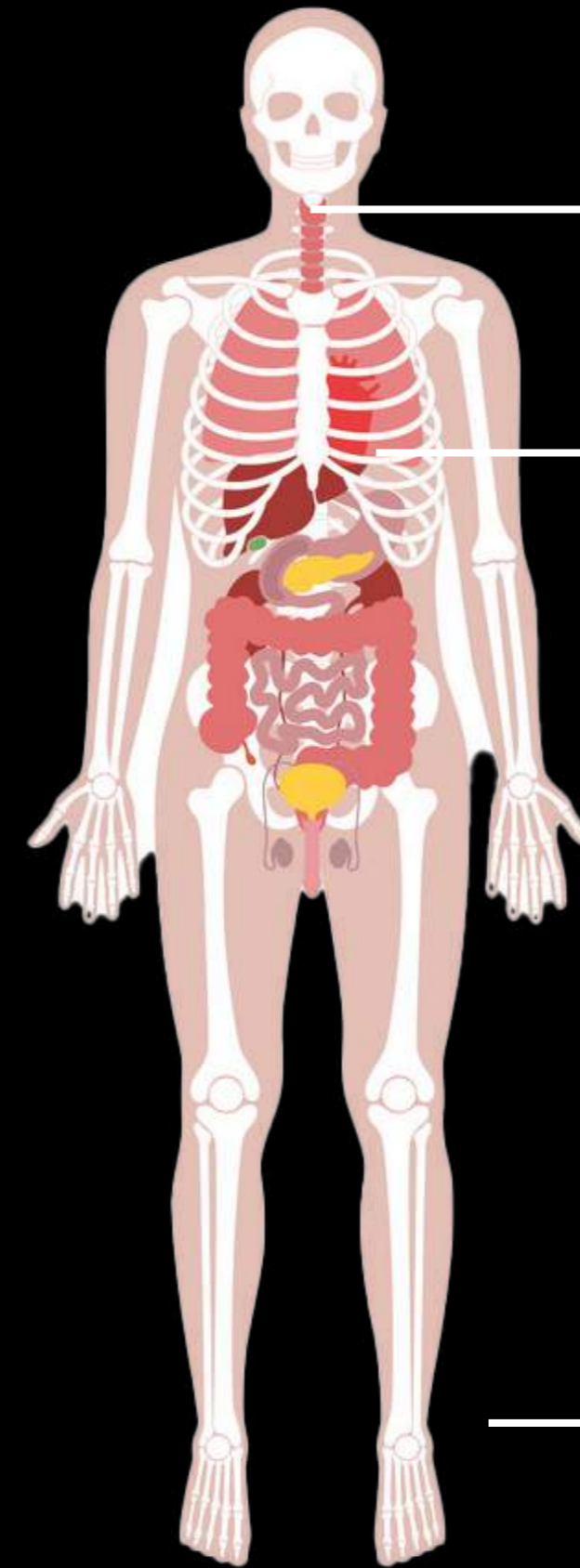
DSDHA





Spine
Structure

Feet
Foundation



Spine

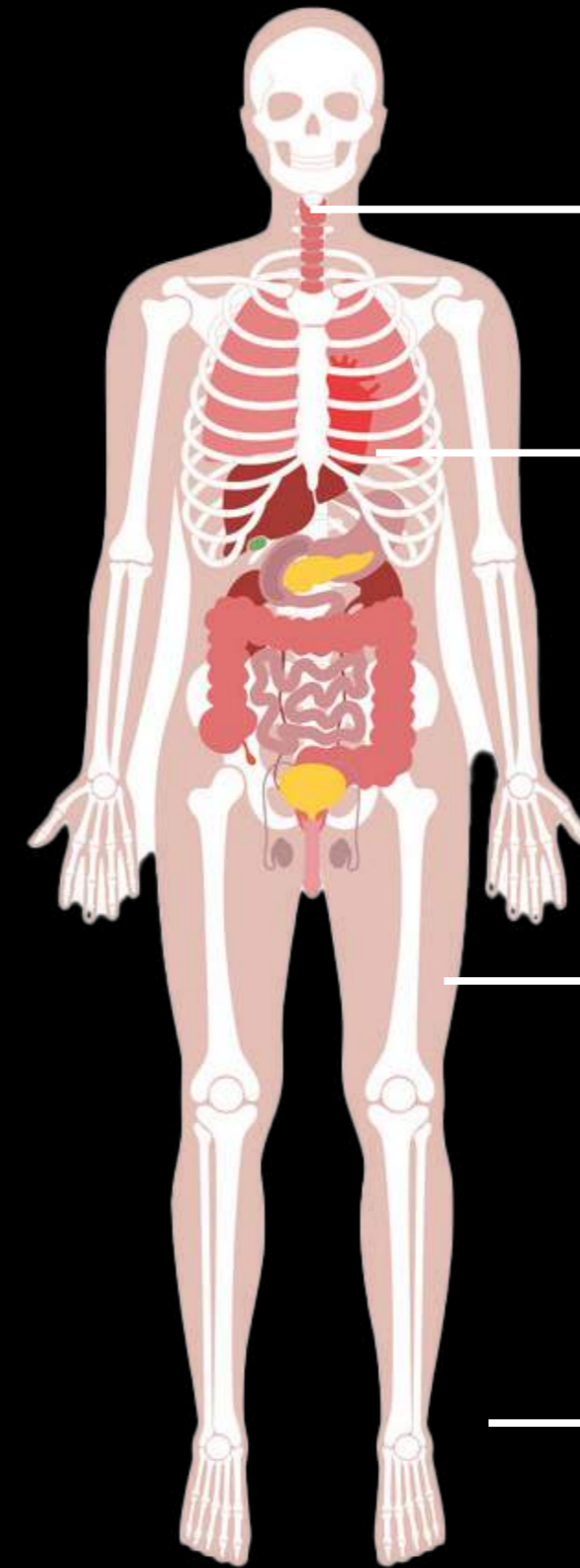
Structure

Heart & Lungs

Services

Feet

Foundation



Spine

Structure

Heart & Lungs

Services

Skin

Facade

Feet

Foundation

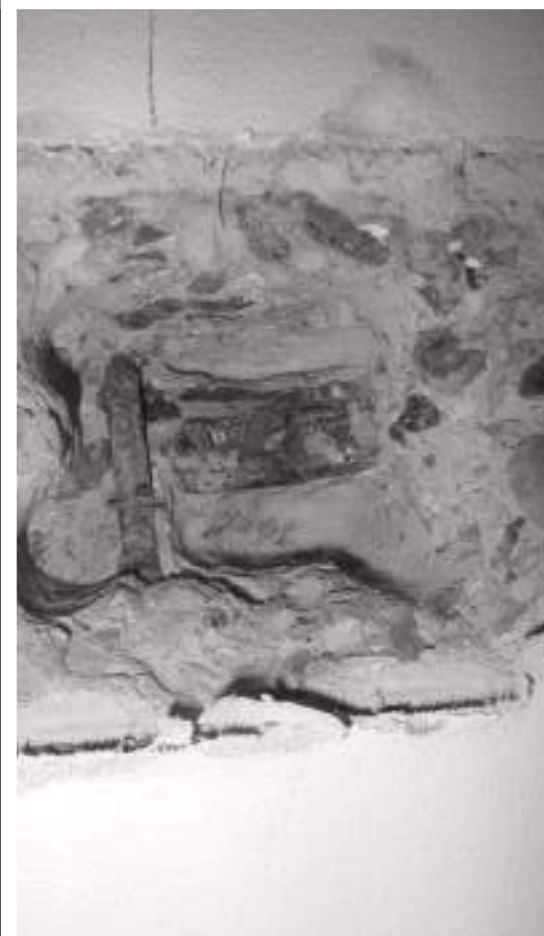
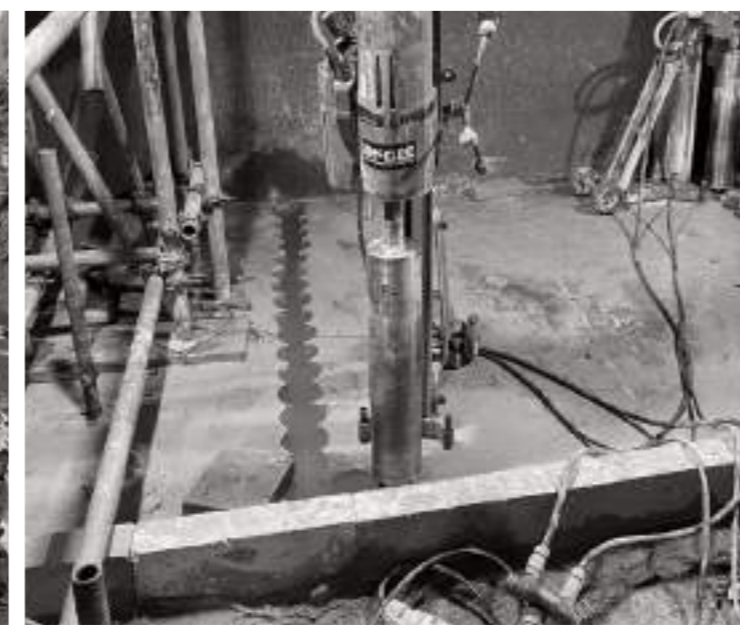
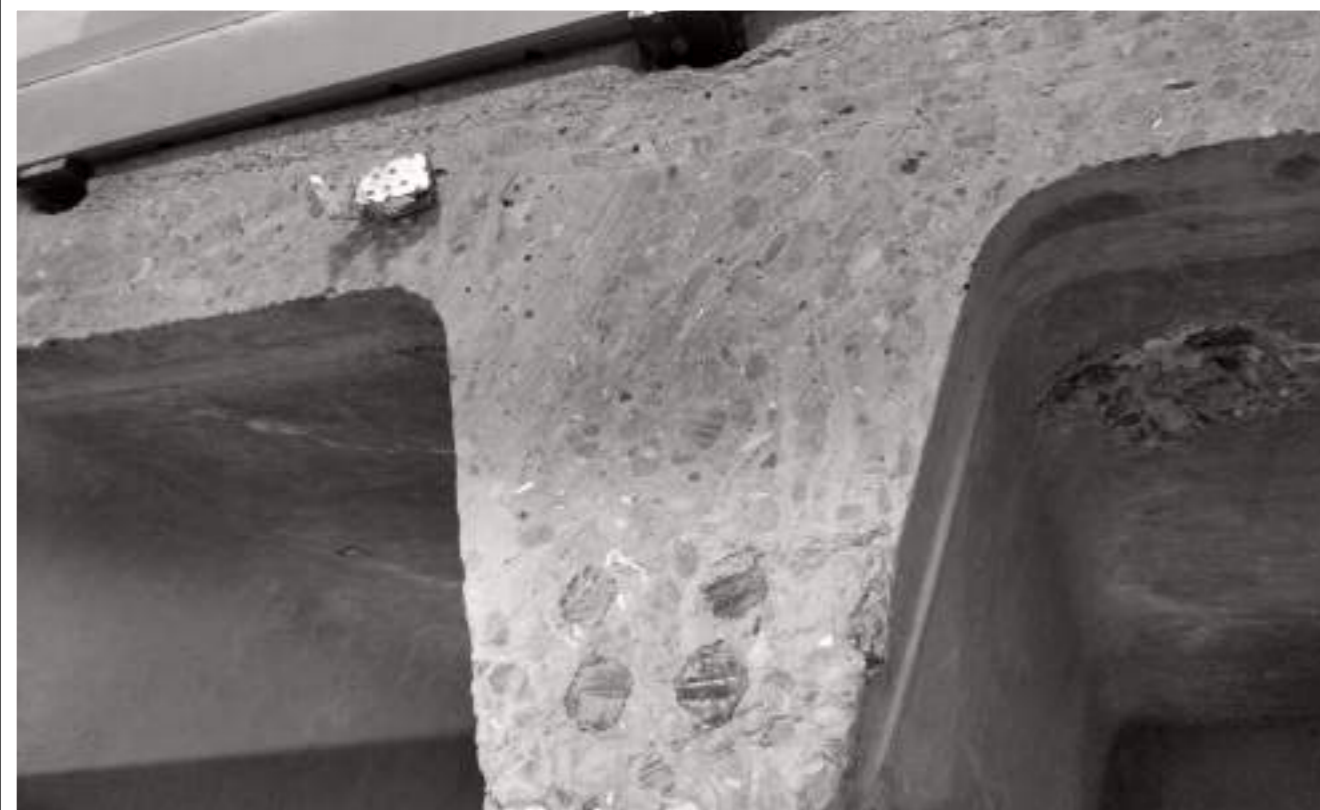
A Building Health Check

Forensic feasibility - structural assessment

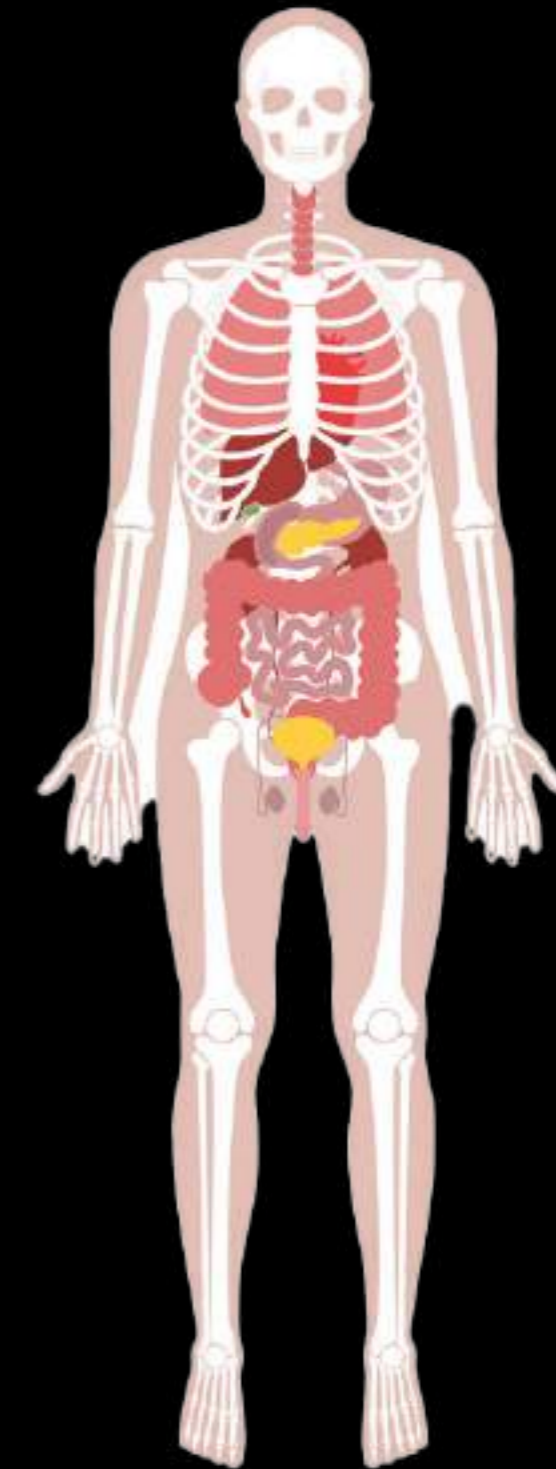


BEYONDtheBOX

DSDHA



Concrete and reinforcement is generally in reasonable condition and capacity suitable for current loads.



Spine Structure ✓

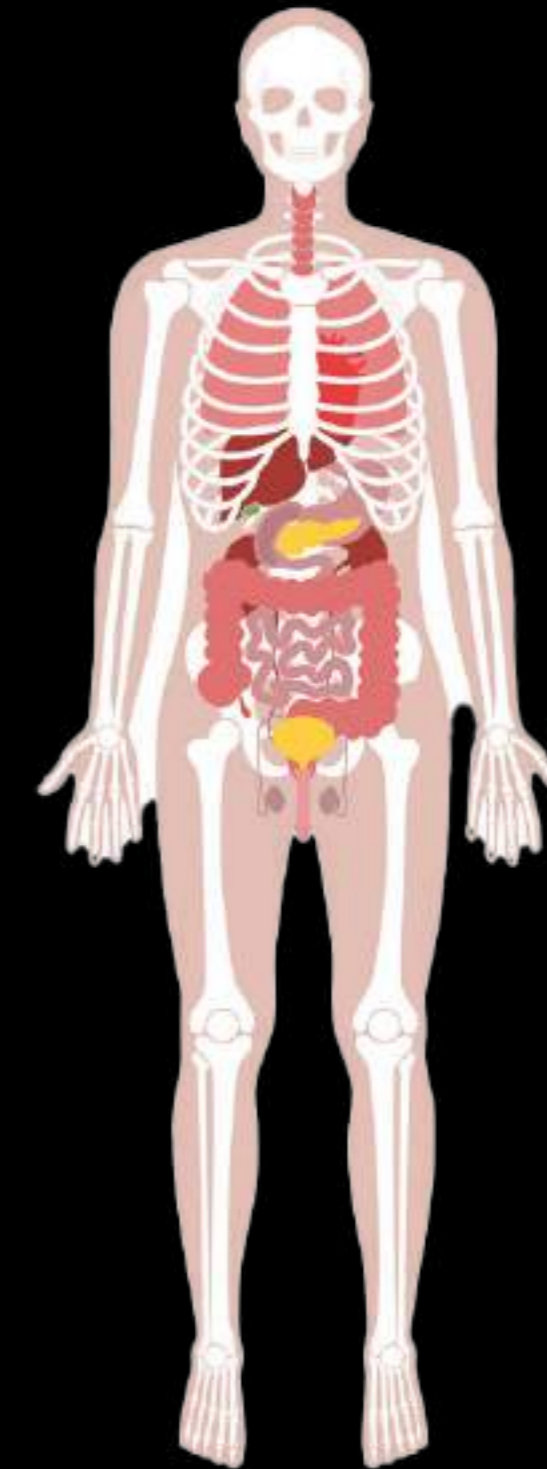
Feet Foundation ✓

A Building Health Check

Forensic feasibility - services assessment



Most services equipment is beyond its service life, and much has already been stripped out.



Spine Structure ✓

Heart & Lungs Services ✗

Feet Foundation ✓

A Building Health Check

Forensic feasibility - facades assessment

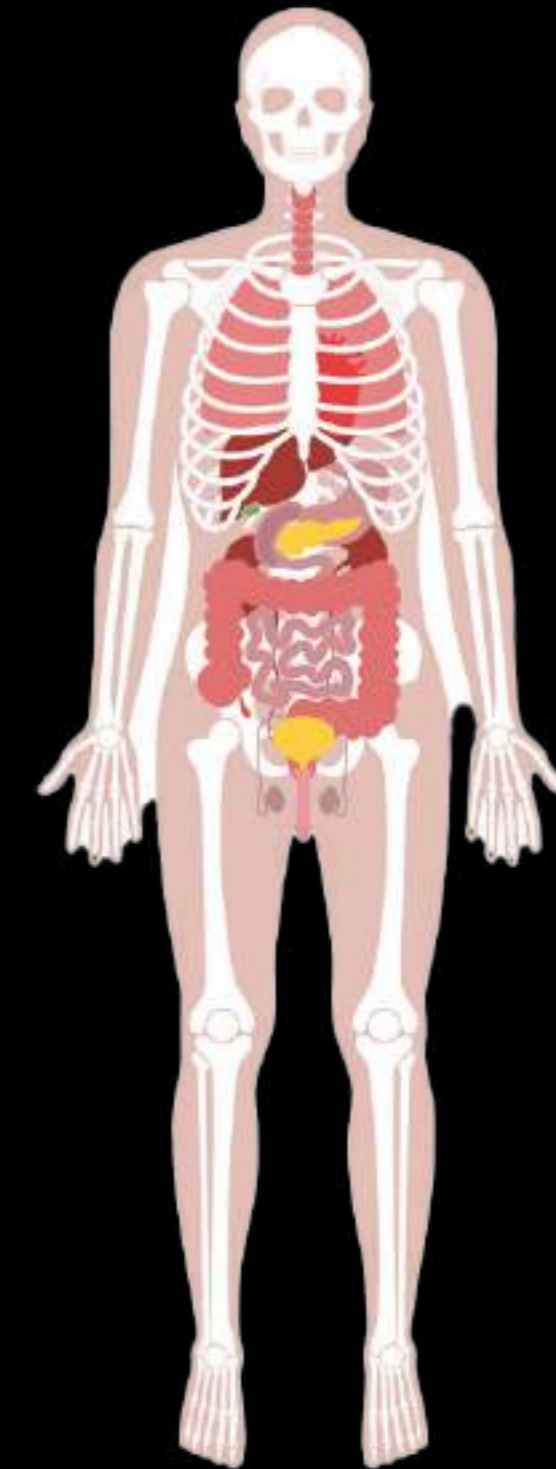


BEYONDtheBOX

DSDHA



Most facade elements are the original 1970s installation and well beyond their service life.

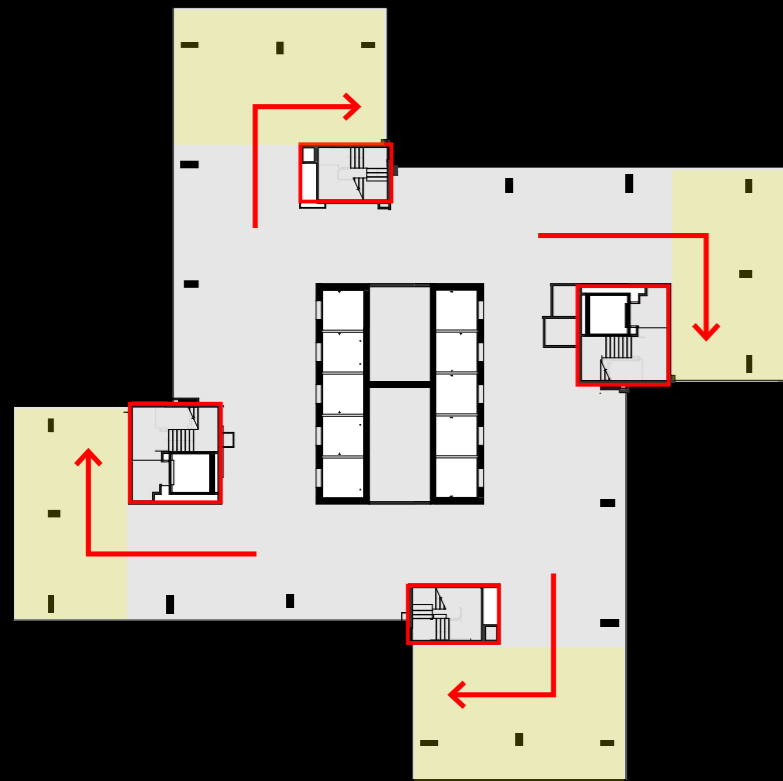


Spine Structure ✓

Heart & Lungs Services ✗

Skin Facade ✗

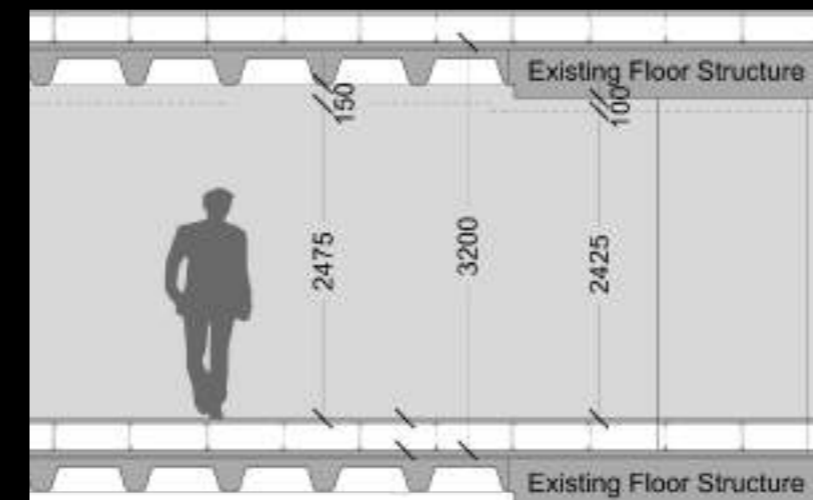
Feet Foundation ✓



Disconnected Floor Plate



Unadaptable Structure



Low Floor to Floor



History of Vacancy and Poor Views

Not Compliant With Current Building Regulations



BEYONDtheBOX

DSDHA

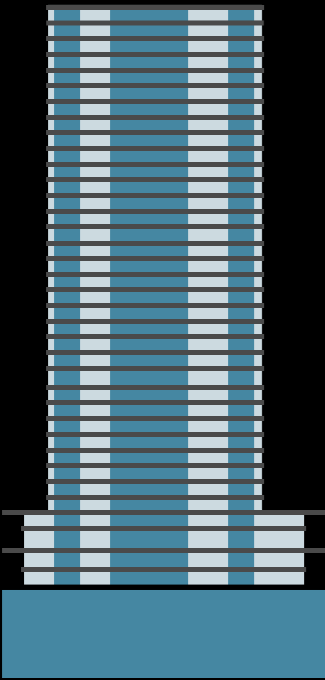


We've Looked At Many Options for Refurbishment



BEYONDtheBOX

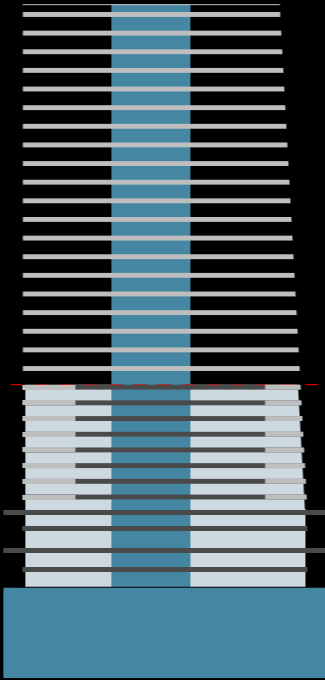
DSDHA



Existing Building Refurb



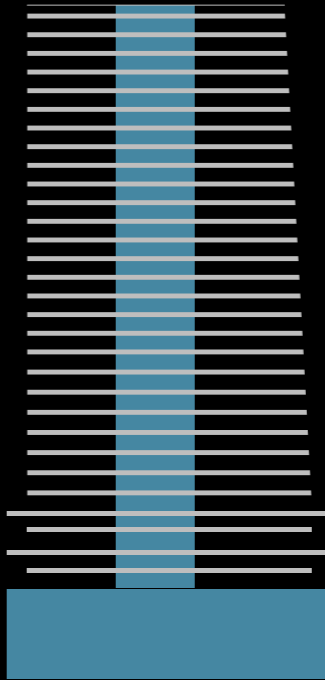
"Full" Retention



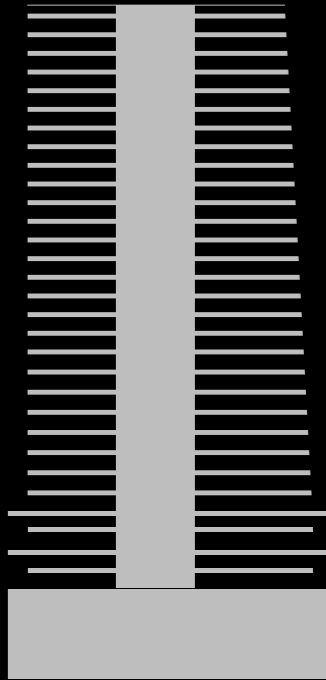
Retain Consecutive Slabs






Retain Interstitial Slabs



Retain Core and Foundation



Demolition and New Build

-  Existing structural elements
-  Existing floor slabs
-  New floor slabs

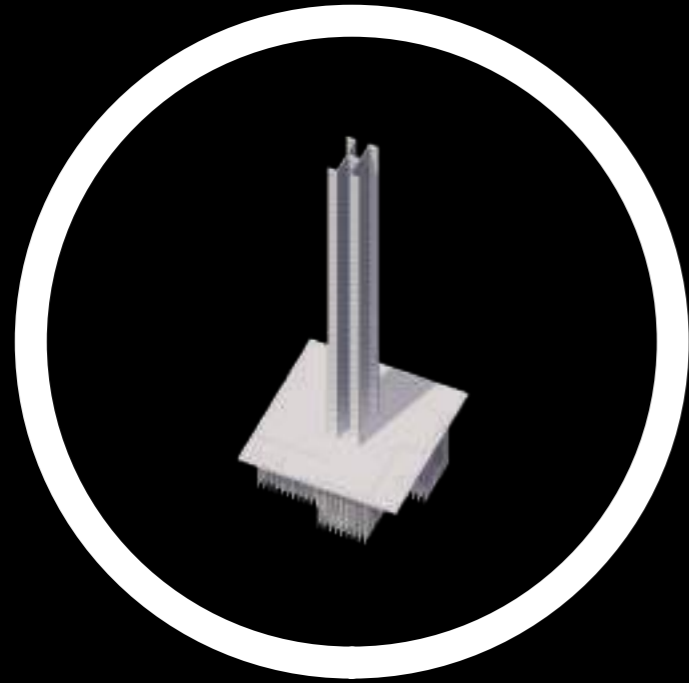
We've Looked At Many Options for Refurbishment

Balance of benefits



BEYOND*the*BOX

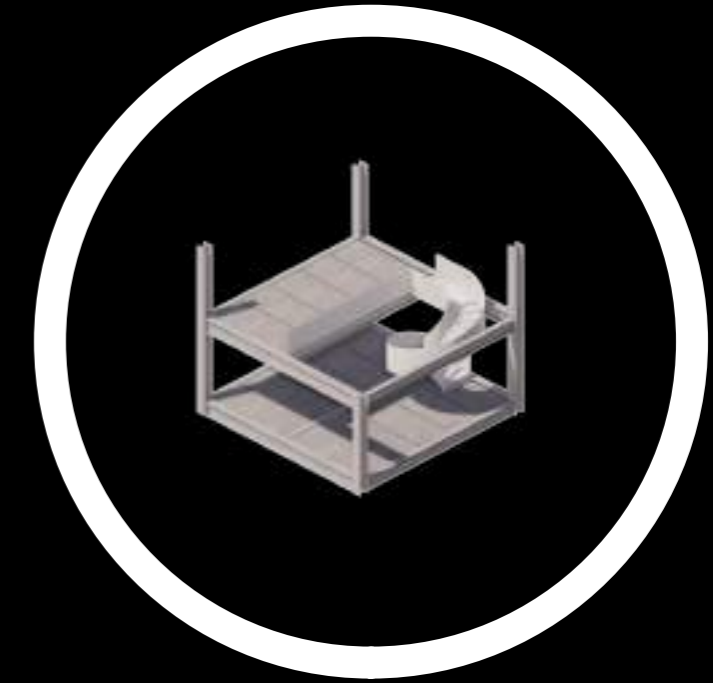
DSDHA



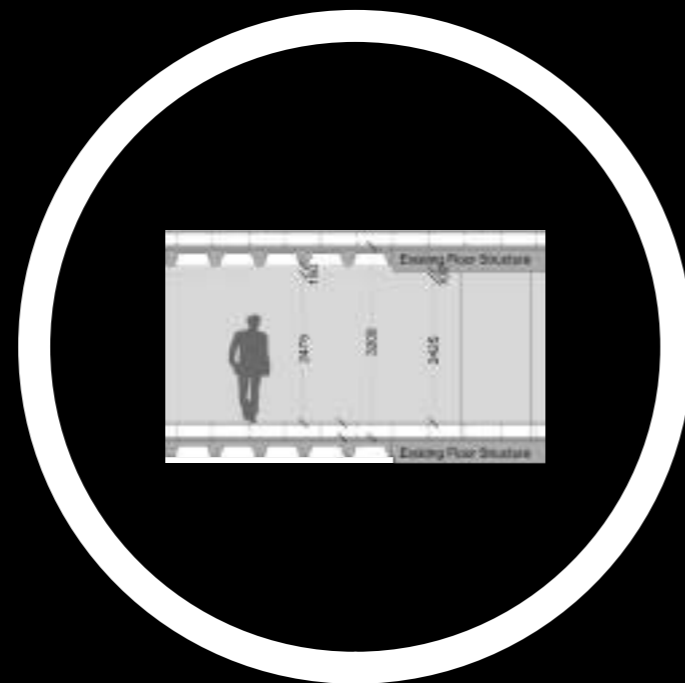
Structure Retained



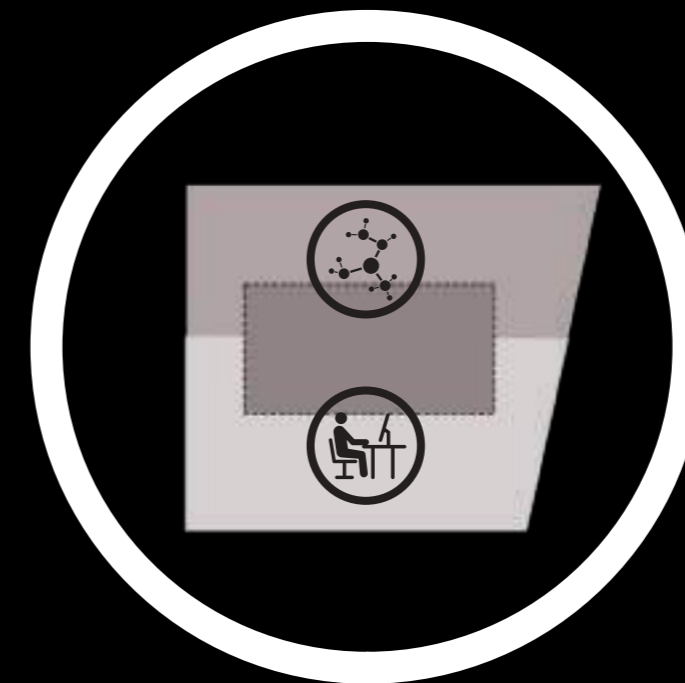
Health & Safety



Adaptable



Floor to Ceiling



Flexibility for KQ

We've Looked At Many Options for Refurbishment

Optimal option

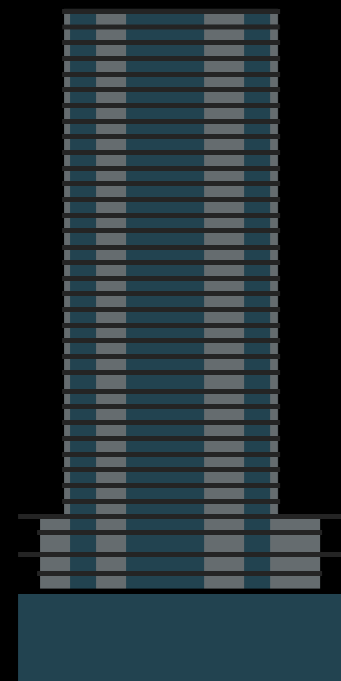


BEYONDtheBOX

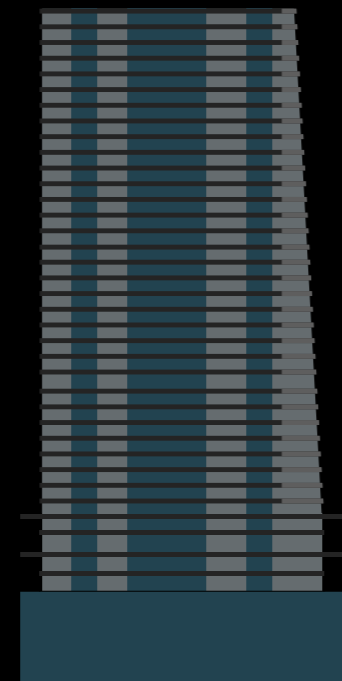
DSDHA



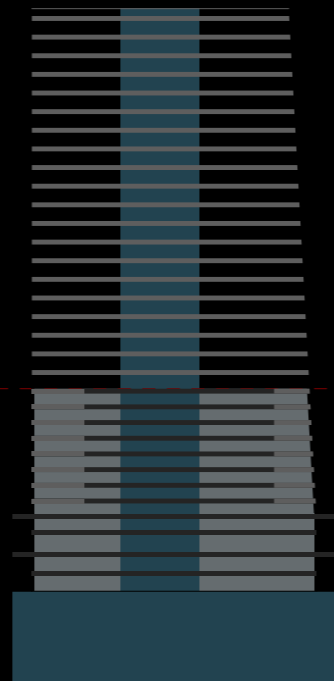
Optimal



Existing Building Refurb



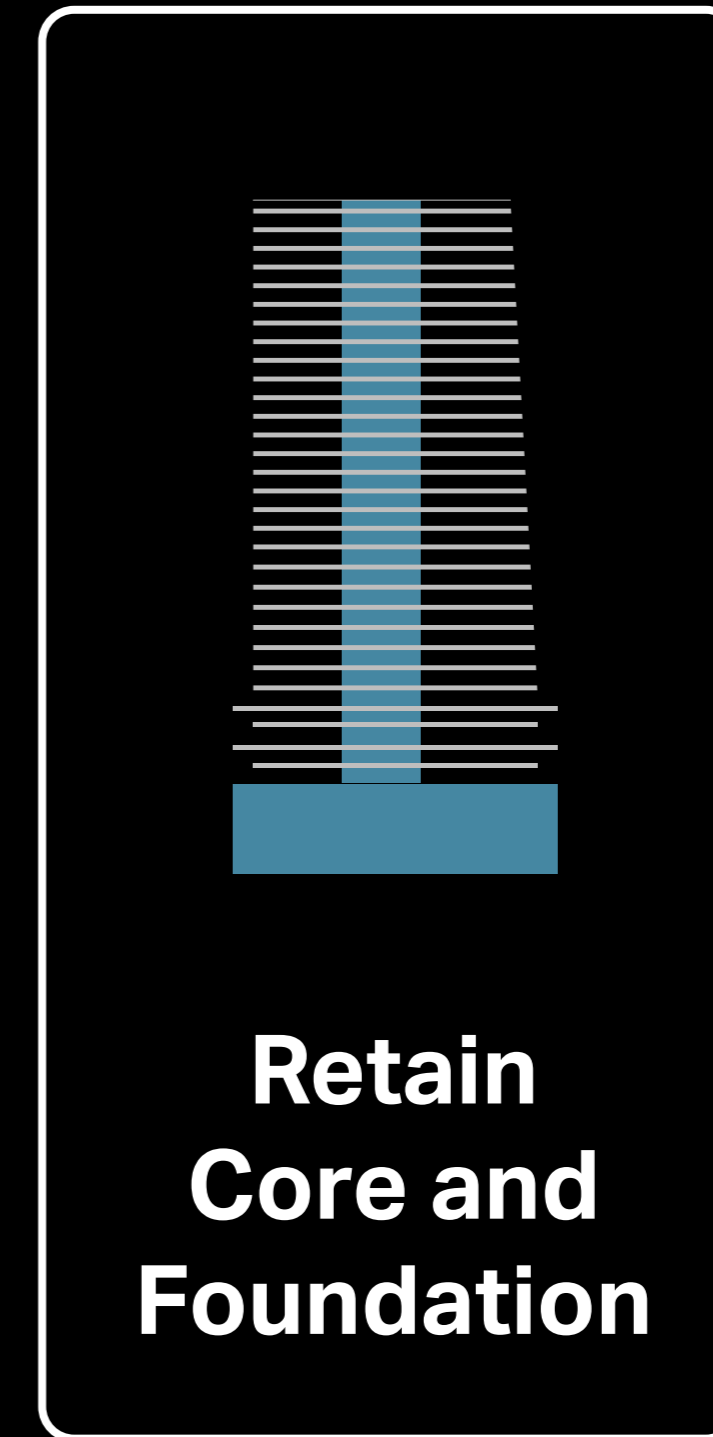
"Full" Retention



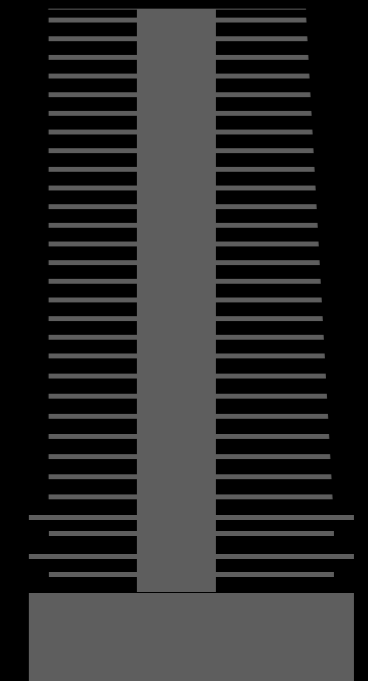
Retain Consecutive Slabs






Retain Interstitial Slabs



Retain Core and Foundation



Demolition and New Build

-  Existing structural elements
-  Existing floor slabs
-  New floor slabs

We've Looked At Many Options for Refurbishment

Structure retained

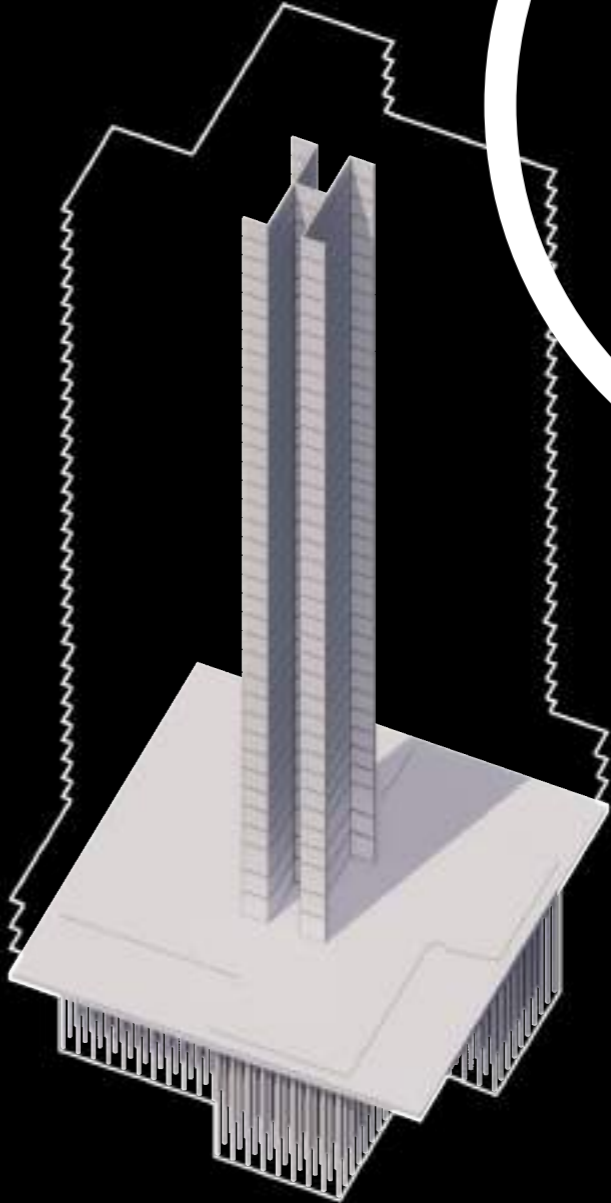


BEYOND*the*BOX

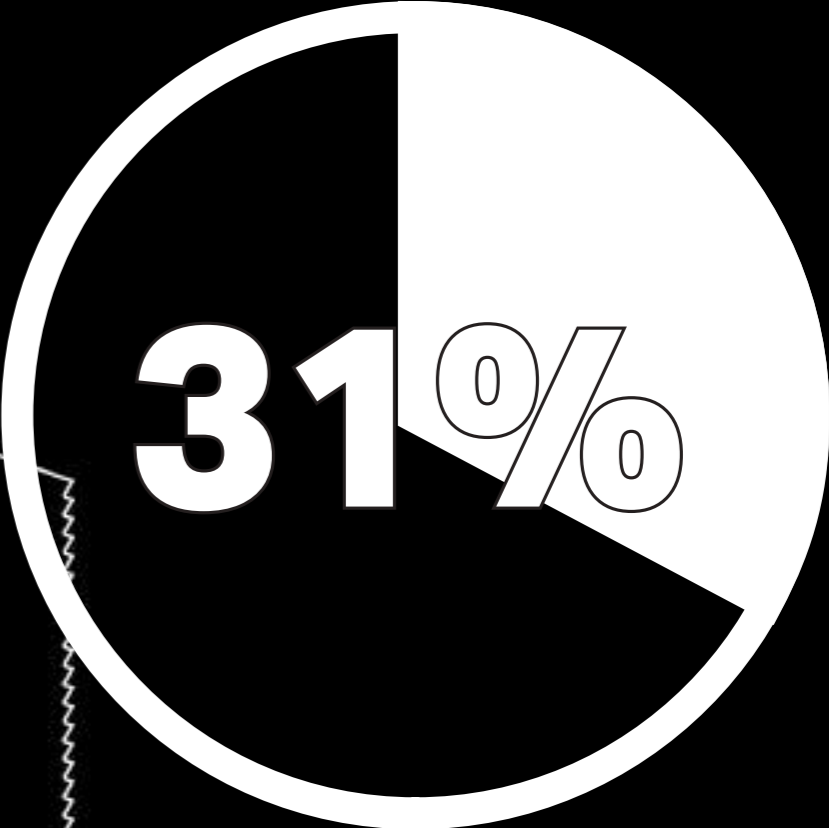
DSDHA



Existing Structure

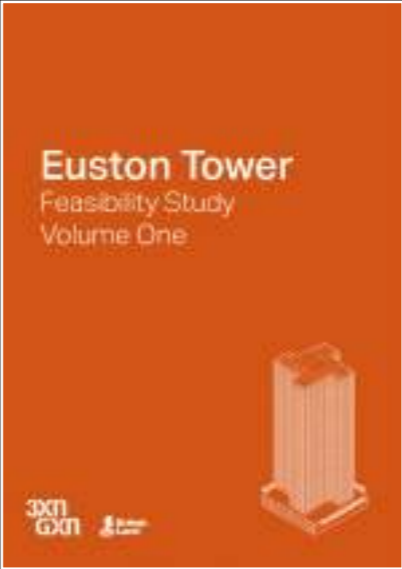


Optimal Retained Structure

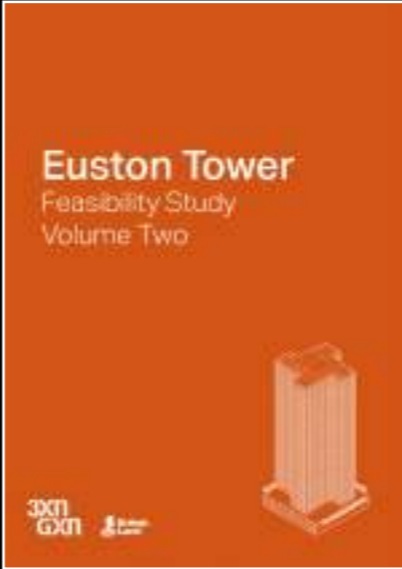


Structure retained

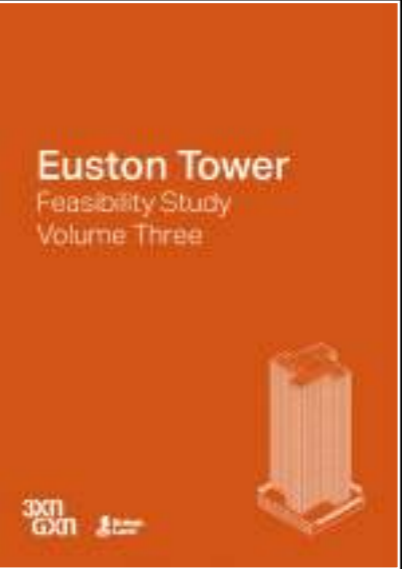




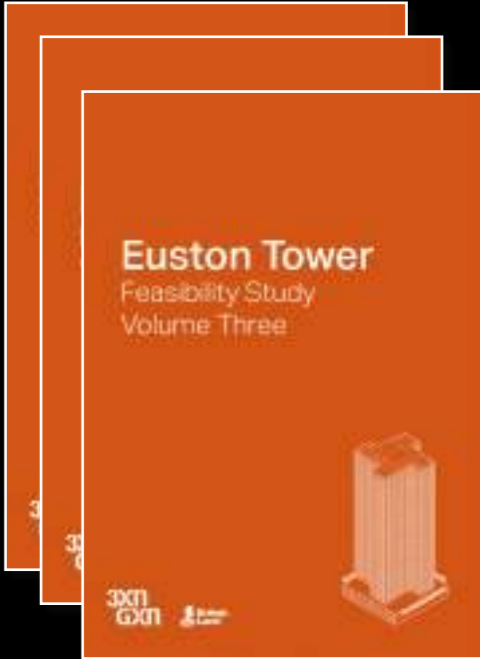
Volume One



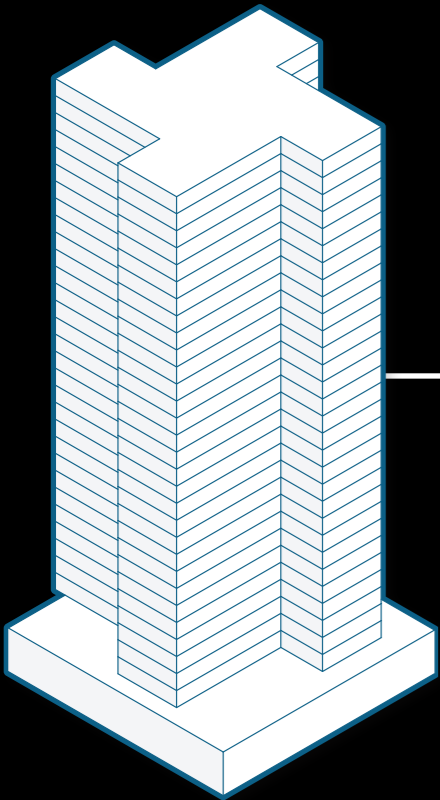
Volume Two



Volume Three



Full Study



Share Your Feedback



BEYONDtheBOX

DSDHA



PUBLIC EXHIBITION

08 July - 21 July at
10 Brock Street on
Regent's Place Plaza

LAUNCH EVENT

08 July 1 - 6pm
family games, free food
and entertainment

VISIT FREELY
Between 10am
and 6pm

ALL THE DETAILS



 **TOWER TOUR** 

Q&A

Any
questions

Share Your Feedback



BEYONDtheBOX

DSDHA



PUBLIC EXHIBITION

08 July - 21 July at
10 Brock Street on
Regent's Place Plaza

LAUNCH EVENT

08 July 1-6pm
family games, free food
and entertainment

VISIT FREELY
Between 10am
and 6pm

ALL THE DETAILS





eustontower.uk



BEYOND*the*BOX

DSDHA



Appendix O: Stage 1 video summaries from panel and co-design events on website

Find out more about our upcoming events and view videos on engagement with the local community to date.



Past Events



Watch our videos to learn about how we are working with the community to shape the future use of public space at Euston Tower



Future of Euston Tower: Public Consultation on the Developed Designs

13 - 21 October

[VIEW INFORMATION PRESENTED →](#)



Capturing Camden: Connecting People to Place exhibition

July-August 2023

[FIND OUT MORE →](#)



Imagining the future of Euston Tower: Co-design and Engagement

For a summary of all the community workshops that took place in the lead up to our first public consultation events see our video below.

[WATCH NOW →](#)



Future of Euston Tower: Public Consultation on the Proposed Plans

Saturday 8 July - Friday 21 July

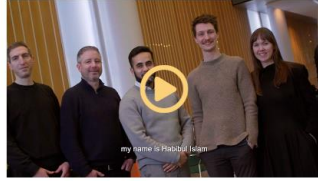
[VIEW INFORMATION PRESENTED →](#)



Euston Tower Sustainability Event – Discovering Environmental Sustainability

4th July 2023





Euston Tower Meet The Team Event.

21st February 2023

[WATCH NOW →](#)



Panel Event – Inclusivity In The Public Realm.

4th April 2023

[WATCH NOW →](#)



Co-design Workshop- Exploring Interior Spaces for Public Use & Programming

18th April 2023

[WATCH NOW →](#)



Panel Event – Interior Spaces for Public Use & Programming

2nd May 2023

[WATCH NOW →](#)



Co-design workshop – Exterior Space for Public Use and Programming

16th May 2023

[WATCH NOW →](#)

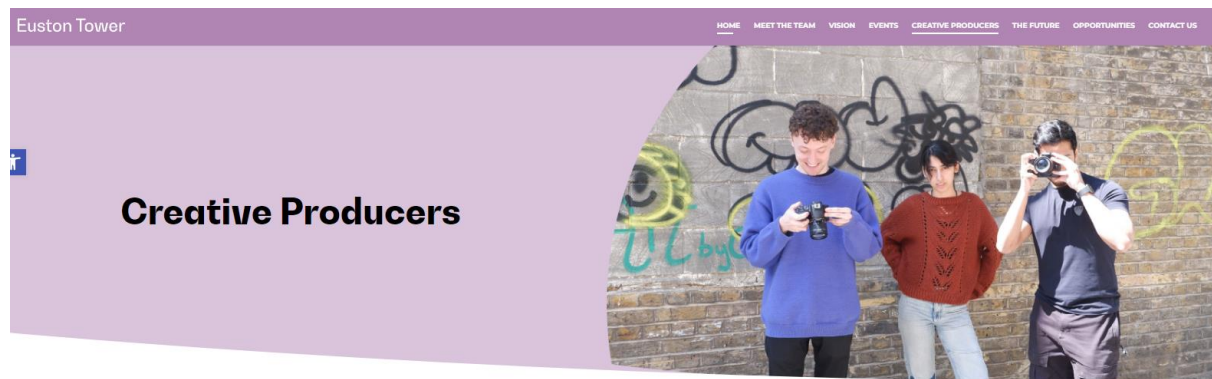


Panel Event – Exterior Spaces for Public Use & Programming

30th May 2023

[WATCH NOW →](#)

Appendix P: Creative Producers documentary on website



As part of our commitment to social impact through the Euston Tower project, we have sought to provide benefits to local people, testing our engagement strategy themes while putting the local community at the heart of the development.

Our Creative Producer programme, which has seen us working with a collective of young people from Camden to produce a documentary film and photography exhibition. The aim is to spark ideas, reflections and conversations to inform the design development for Euston Tower, while providing employment opportunities for local young people, and connecting them to place through a cultural placemaking project.

We have provided the Creative Producers with access to skills and training in film and photography, working alongside industry professionals, as well as training in presentation, interview skills and storytelling, working with Camden based creative arts organisation Sankofa Storytelling Arts.

Capturing Camden: Connecting People to Place Documentary Trailer

[Watch the documentary in full here.](#)



EUSTON TOWER

Future of Euston Tower: Public Exhibition on the Proposed Plans



British Land is exploring the future use of Euston Tower at Regent's Place, which was built in 1970 and has been vacant since 2021.

Following a series of workshops, events and programmes, please join us **Saturday 8th July - Friday 21st July, 10 Brock Street Reception on Regent's Place Plaza**, as we share the proposed plans which have been shaped in collaboration with local residents and community groups. The exhibition is an opportunity for us to hear people's feedback, further helping us to develop the designs.

You can visit the exhibition freely from 10am-6pm between Saturday 8th July and Friday 21st July. We are also running a number of events at the times below where British Land and members of the project team will be available to answer any questions you may have. We hope to see you there.

Euston Tower Public Exhibition Launch

10 Brock Street,
Regent's Place, NW1

SATURDAY 8TH JULY

13:00-18:00 | Open to all

Please join us for the opening of the creative producer Capturing Camden Exhibition and short film screening. There will be free food, family activities and more.

Co-design Celebration Event

10 Brock Street,
Regent's Place, NW1

TUESDAY 11TH JULY

18:00-20:00 | Open to those who have attended the co-design workshops and panel events.

A workshop for everyone who has been involved in the co-design process to date. The project team will share how your views have been incorporated into the design proposals, and seek your feedback.

Drop-in Sessions

10 Brock Street,
Regent's Place, NW1

SUNDAY 9TH

13:00-16:00 | Open to all


SATURDAY 15TH JULY

14:00-18:00 | Open to all

FRIDAY 21ST JULY

15:00-18:00 | Open to all



 @eustontower
info@eustontower.uk



EUSTON TOWER CREATIVE PRODUCER EXHIBITION & FILM SCREENING

Capturing Camden: Connecting People to Place



An exhibition curated by Euston Tower Creative Producers

Journey through the portraits and poignant moments captured through photography and film during this special exhibition, produced by the Euston Tower Creative Producers, a collective of young Camden residents. From the everyday heroes to the extraordinary artists, resilient entrepreneurs, and community champions, each individual has a unique tale to tell.

EXHIBITION OPENING & FILM SCREENING:

Saturday 8th July at 13:00 | Regents Place Plaza, NW1

Open until 31st July



Appendix R: Email to ward councillors signposting Stage 2 consultation events (other local stakeholders received similar emails)

Euston Tower project update: upcoming consultation events in July

I hope you're well.

Thank you for your input and suggestions to date, to support Beyond The Box's Creative Producer Programme with young adults, and to help ensure our engagement is representative of the ward.

As you know, we have been working with our lead project architect 3XN to develop design proposals which respond to the local community's feedback and delivers a sustainable new building fit for the future, with pioneering workspaces and accessible and inclusive spaces for everyone. At the same time, we have been working with a collective of young people from across Camden on a cultural placemaking project, to produce a documentary film and photography exhibition connected to Euston Tower, exploring local people's perspectives, desires and aspirations as we look to the future of the area. |

Public Exhibition

We are launching the public exhibition and photography and film exhibition on Saturday 8th July 1pm-6pm at Regents Place Plaza & Reception of 10 Brock Street, NW1 3DP. This will also launch the Creative Producer's film and photography exhibition – which explores local people's perspectives, desires and aspirations as we look to the future of the area. There will be free food, games and activities and it would be great to see you there.

We are also holding a number of workshops and drop-in events over the following two weeks. Full details are on the attached flyer. The flyer has been sent to all residents within a 1km radius of Euston Tower, and we are also signposting the event through our mailing list and will be updating the project website (www.eustontower.uk) and social media.

Sustainability event and direct neighbour meetings

In addition to the public exhibition, we are holding a sustainability event on Tuesday 4th July from 6-8pm (at the reception of 10 Brock Street, NW1 3FG), where the design team will share how environmental sustainability has been taken into account. In addition, we are holding two dedicated drop-in sessions for direct neighbours on Thursday 16th July between 6-8pm & Wednesday 19th July between 12-2pm, where the project team will be on hand to answer any specific questions.

I do hope that you are able attend one of the events, alternatively if you would like to arrange a separate briefing then please do let us know and we can organise this for you.

Yours sincerely,



Tim Downes, Development Director
British Land

Appendix S: Letters sent to residents nearby to Euston Tower signposting Stage 2 engagement events



Dear Neighbour

Invitation to view and share your feedback on the proposed plans to transform Euston Tower into a sustainable new building

I am writing on behalf of British Land, the owners of Regent's Place, to invite you to join us at one of the drop-in events we are hosting for residents living closest to Euston Tower to view and share feedback on the proposed plans.

British Land is exploring the future use of Euston Tower at Regent's Place, which was built in 1970 and has been vacant since 2021. Between Saturday 8th July and Friday 21st July we will be sharing the proposed plans to transform this disused building into a sustainable new building, delivering pioneering workspaces and accessible and inclusive spaces for the community. This follows a series of workshops, events and programmes over the past months to ensure that the plans are shaped in collaboration with local residents and community groups. Thank you to everyone who has been part of the process to date, for sharing your aspirations, comments and feedback.

Invitation to a drop-in event for direct neighbours living closest to Euston Tower

We would like to invite you to a dedicated drop-in event for direct neighbours living closest to Euston Tower. At these events we'll be sharing the proposed plans and seeking your feedback. British Land and members of the project team will be on hand to answer any questions you might have.

Direct neighbour drop-in events are taking place on the following dates:

- **Thursday 16th July between 6-8pm**
Old Diorama Arts Centre, 201 Drummond Street, NW1 3FE
- **Wednesday 19th July between 12-2pm**
Old Diorama Arts Centre, 201 Drummond Street, NW1 3FE

Please RSVP if you can by emailing info@eustontower.uk

Invitation to public exhibition and events on the proposed plans for the future of Euston Tower

If you are unable to attend one of the direct neighbour drop-in events, you can visit the exhibition at any time from 10am-6pm between Saturday 8th July and Friday 21st July. The exhibition will be located in the reception of **10 Brock Street, in Regent's Place Plaza, NW1 3FG.**

During this period, we will also be hosting a series of public meetings and events where British Land and the project team will be available to share the plans, invite feedback, and answer your questions.

Full details of the public events are listed below, and in particular I would like to invite you to the launch on Saturday 8th July. It will also launch a curated exhibition of photography and film by a collective of young Camden residents, and there will be free food, family games and activities and more. We hope you can make it.

We are holding public events on the following dates:

- Tuesday 4 July, 18.00 – 20.00**
Euston Tower Sustainability Event
 Reception of 10 Brock Street, Regent's Place, NW1 3DP: Euston Tower Sustainability Event
Join the team to explore how environmental sustainability has been taken in to account in the design process of Euston Tower. Spaces are limited as this includes a tour of Euston Tower. RSVP essential by emailing info@eustontower.uk.
- Saturday 8 July, 13:00-18:00**
Euston Tower Public Exhibition Launch and Activity Day
 Regents Place Plaza & Reception of 10 Brock Street, NW1 3DP
Please join us for the opening of the public exhibition and the Creative Producers Exhibition. There will be free food, family activities and more.
- Sunday 9 July 15.00 – 16.00**
Drop-in session
 Reception of 10 Brock Street, Regent's Place, NW1 3DP
British Land and members of the project team will be on hand to share the plans and answer your questions.
- Tuesday 11 July, 18:00-20:00**
Co-Design Celebration Event
 Reception of 10 Brock Street, Regent's Place, NW1 3DP
A workshop for everyone who has been involved in the co-design process to date. The project team will share how your views and priorities have been incorporated into the design proposals, and seek your feedback.
- Saturday 15 July, 14.00 – 18.00**
Drop-in session
 Reception of 10 Brock Street, Regent's Place, NW1 3DP
British Land and members of the project team will be on hand to share the plans and answer your questions.
- Friday 21 July, 15.00-18.00**
Drop-in session
 Reception of 10 Brock Street, Regent's Place, NW1 3DP
British Land and members of the project team will be on hand to share the plans and answer your questions.

I hope you are able to join for one or some of these sessions. In the meantime if you have any questions please do not hesitate to get in touch with a member of the team by emailing info@eustontower.uk. We can also offer translated and easy-read materials on request, please do let us know if we can help.

Yours sincerely,



Tim Downes, Development Director
 British Land

Appendix T: Stage 2 Instagram posts



TUESDAY 30TH MAY, 6 - 8 PM | 10 BROCK STREET, LONDON, NW1 3FG

EUSTON TOWER

Panel Event

Exterior Spaces for Public Use & Programming

FREE REFRESHMENTS & FOOD WILL ALSO BE PROVIDED

eustontower
London Borough of Camden

eustontower Future of Euston Tower: Public Exhibition on the Proposed Plans opens this Saturday.

Please join us between Saturday 8 July - Friday 21 July, at 10 Brock Street Reception on Regent's Place Plaza, as we share the proposed plans which have been shaped in collaboration with local residents and community groups. We want to hear your feedback, to help us further develop the designs.

You can visit the exhibition freely from 10am - 6pm. We are also running a number of events between 8 - 21 July at the times below, where British Land and members of the project team will be available to answer any questions, you may have. We hope to see you there.

Euston Tower Exhibition Launch
SATURDAY 8TH JULY
13:00-18:00

Please join us for the opening, where we'll share the plans and the Creative Producer's exhibition. There will be free food, family activities and

[View Insights](#) [Boost Post](#)

♥️ 💬 🚩

👤 Liked by sankofastorytellingarts and 13 others

5 JULY

😊 Add a comment... [Post](#)

eustontower
London Borough of Camden

eustontower Join us for our engagement series' third community panel event, led and chaired by creative practice @beyondthex

Tuesday 30th May
10 Brock Street, London, NW1 3FG
6 pm to 8 pm

At this event, the Euston Tower team will share the findings and seek feedback from the co-design workshop we facilitated on May 16th, where we explored exterior spaces for public use and programming with the community.

The panel will consist of architects @3xnarchitects, who are working with British Land to explore the future use of Euston Tower, and two local residents who attended the co-design workshop on May 16th.

Residents of Camden, community organisations and organisers, charities, creative arts organisations and others are invited to join us for this free event.

Join us for FREE food and drinks as we continue to connect and


[View Insights](#) [Boost Post](#)

♥️ 💬 🚩

👤 Liked by blkoutuk and 6 others

22 MAY

😊 Add a comment... [Post](#)



EUSTON TOWER
Panel Event

Interior Spaces for Public Use & Programming

FREE REFRESHMENTS & FOOD WILL ALSO BE PROVIDED

TUESDAY 2ND MAY, 6-8 PM | THE GOOD COMPANY TAP CAFE, NW1 3BF

EUSTON TOWER

Sustainability Event



Discovering Environmental Sustainability

TUESDAY 4TH JULY, 6-8 PM | 10 BROCK STREET, LONDON, NW1 3BF

eustontower
London Borough of Camden

eustontower Join us for our next Euston Tower community-focused panel event.

DATE: Tuesday 2nd May
TIME: 6 pm to 8 pm
LOCATION: Good Company Tap Cafe, NW1 3BF on @regentsplace

During this event, the Euston Tower team will share the findings and seek feedback from the co-design workshop we facilitated on April 19th, where we explored interior spaces for public use and programming within Euston Tower. Community members who were in attendance on the 18th will share their views and opinions also.

Residents of Camden, community organisations and organisers, charities, creative arts organisations and others are invited to join us for this free event.

Head to the link in the bio to book your FREE place.

We will be providing hot food and drinks from a tasty local

[View Insights](#) [Boost Post](#)

♥

Liked by [sankofastorytellingarts](#) and 4 others
24 APRIL

Add a comment... [Post](#)

eustontower
London Borough of Camden

eustontower You're invited to join us for this Euston Tower Sustainability Event: Discovering Environmental Sustainability.

Join the team to explore how environmental sustainability has been taken into account in the design process of Euston Tower.

Tuesday 4th July
6pm - 8pm
10 Brock Street, London, NW1 3FG

During the event, we will be taking participants in small groups into Euston Tower, due to this activity the numbers for this event are limited and there are some challenges to accessing the tower currently.

So should you have any questions about accessibility, please contact us at info@eustontower.co.uk

FREE drinks and refreshments will be provided.

Visit the link in the bio to book your free place.

[View Insights](#) [Boost Post](#)

♥

Liked by [sankofastorytellingarts](#) and 3 others
21 JUNE

Add a comment... [Post](#)

Appendix U: Stage 2 adverts via Regent's Place app



Future of Euston Tower: Exhibition Launch

🕒 Sat 8 Jul, 1:00pm - 6:00pm
📍 10 Brock Street, Regent's Place,
NW1 3FG



Future of Euston Tower: Exhibition Drop-in Sessions

🕒 Sun 9 Jul, 1:00pm - 4:00pm
📍 10 Brock Street, Regent's Place,
NW1 3FG



Future of Euston Tower: Co- design Celebration Event

🕒 Tue 11 Jul, 6:00pm - 8:00pm
📍 10 Brock Street, Regent's Place,
NW1 3FG



Appendix V: Stage 2 website updates

Euston Tower

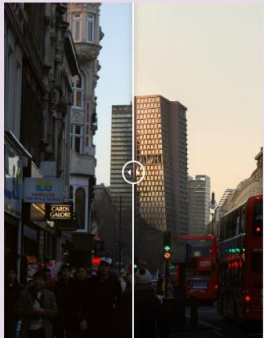
HOME MEET THE TEAM VISION EVENTS CREATIVE PRODUCERS THE FUTURE OPPORTUNITIES CONTACT US

Welcome to the Euston Tower community website.

Thank you for visiting this website on the proposals for the future of Euston Tower.


You can find out more about the events held over the past few months, share your thoughts on the proposals, and much more.

British Land is exploring the future of 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.



Euston Tower

HOME MEET THE TEAM VISION EVENTS CREATIVE PRODUCERS THE FUTURE OPPORTUNITIES CONTACT US



Close-up view of the proposed Euston Tower

British Land is committed to engaging local people in the development programme and generating meaningful social impact through the process, ensuring that communities play a key role in shaping spaces, which are welcoming, inspiring, and meet local needs.

View the information presented at our exhibition events here:

[FIND OUT MORE →](#)

Share your thoughts

[SHARE YOUR THOUGHTS →](#)

Make sure to follow us on Instagram for more updates

[FOLLOW US →](#)

The current Euston Tower Background and history


| | | | |
|--|--|---|---|
| 1970 Euston Tower designed in 1960s, completed in 1970 | 1990s Secondary, internal glazing system added | 2010s-2021 No more than 70% occupied, vacant since April 2021 | Today Building entirely vacant and stripped out |
|--|--|---|---|

Euston Tower


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The Challenge
Transform the 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 community.



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 next 100 years, through partial deconstruction, reuse, recycling and use of low carbon materials.

Imagining the future of Euston Tower – view our flythrough

[NEXT PAGE →](#)

Euston Tower: Connecting Communities

The vision is for the building and public space outside it to be welcoming and inclusive, so it is somewhere people want to spend time, and can access opportunities.

A day in the life

The vision for Euston Tower

The vision is for Euston Tower to provide opportunities for people at every stage of their life.

From a welcoming environment with spaces to play for children, to spaces that inspire young people, providing insight into careers in the life science, tech and innovation sector, alongside skills development.

The vision is also for the workspaces to support companies of different sizes, from start-ups to established companies, supporting people at different stages of their career and providing a



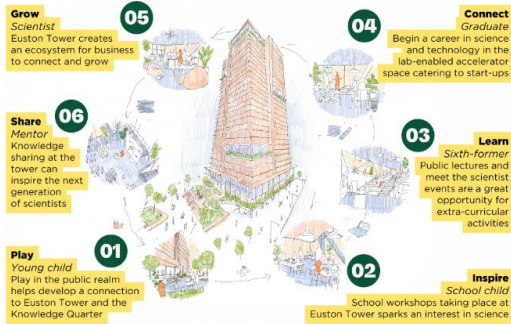
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Creating a Community Engagement and Social Impact Strategy

Creating a Community Engagement and Social Impact Strategy

The starting point for the project team was to understand local priorities, aspirations and past challenges to collectively create a vision which meets the needs of the local community and businesses.

We designed an engagement programme to empower local residents and stakeholders to shape the design outcomes of Euston Tower and the associated public spaces at the base of the building. We're grateful to everyone who's been involved to date for their time and contributions. The programme included co-design workshops and panel events, each exploring key topics and themes linked to the design and function of Euston Tower. In particular, two areas of influence were explored:

- 01 | The design and programming of **external spaces** for public use, including Regent's Place Plaza
- 02 | The design and programming of **interior spaces** in Euston Tower for public use

Our social impact objectives

We have designed six objectives as part of the Euston Tower Social Impact Strategy, these six objectives have been created from three existing documents that were designed in collaboration with local stakeholders: Euston Social Value Charter, We Make Camden and British Land's Local Charter.

- 01 **Sustainability – social & environmental**
Supporting the development of sustainable communities, supporting healthy communities and better wellbeing.
- 02 **Putting the community at the heart of development**
Having an open dialogue around the current building, the sustainability challenges, constraints and opportunities, and using insights from events to shape future plans. Connecting Euston Tower to the wider Regent's Place community offering, creating impact beyond the design and planning process, over the short, medium and long term.
- 03 **Diversity**
Ensuring those who access paid roles, work experience, apprenticeships and those who we collaborate with and commission reflect the diversity of Camden.
- 04 **Young people**
Providing space for young people's voices to be heard, alongside educational opportunities through STEAM programmes – including work experience, apprenticeships and local employment. Using arts and culture to connect people to place.
- 05 **Space**
Understand how the local community uses and wants to use different spaces.
- 06 **Connect**
Providing opportunities for people and networks to connect, including events, online dialogue, and collaboration with Knowledge Quarter businesses.

A summary of the engagement to date includes:

Early 2022

- Street interviews and meetings with local groups to understand lived experience around Regent's Place and local priorities

Late 2022

- Pre-engagement workshops with local groups

February - June 2023

- Series of co-design workshops with architects involving over 200 people, exploring a number of areas including public space inside and outside the building, inclusivity in the public realm and sustainability. Feedback fed into the design process.
- Creative Producers Programme to ensure young people's voices are heard.

July 2023

- 'Future of Euston Tower: Public Exhibition on the Proposed Plans' events hosted to present the full design drafts with the local community and wider public
- 'Capturing Camden: Connecting People to Place' exhibition curated by Creative Producers in Regent's Place Plaza



Local commissions and collaborations

As part of our initial commitment to social impact through the Euston Tower project, we have sought to provide benefits to local people, testing our engagement strategy themes while putting the local community at the heart of the development.

[FIND OUT MORE ABOUT THE CREATIVE PRODUCERS PROGRAMME →](#)



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As part of our initial commitment to social impact through the Euston Tower project, we have sought to provide benefits to local people, testing our engagement strategy themes while putting the local community at the heart of the development.

[FIND OUT MORE ABOUT THE CREATIVE PRODUCERS PROGRAMME →](#)





Euston Tower consultation feedback form

Thank you for taking the time to view the proposals for the future of Euston Tower

The plans presented have been informed by a series of co-design workshops and other engagement events, and we're now seeking feedback to further inform design development ahead of submitting a planning application later in the year. Your feedback is important to us, and we'd be grateful if you could fill in the form below. If you'd prefer to send an email please email the team at info@eustontower.uk.

About you

(If you would prefer not to share this information, please leave this section blank)

Name

Email

Phone

Postcode

What is your relationship to the site?

- Local resident Local worker Visitor Attended a previous co-design workshop or engagement event
 Other (please specify)

I agree to be kept up to date with the Euston Tower proposals. We will keep your information on file until the project is complete. We will not pass your details to any third party and you can be removed from the mailing list by contacting info@eustontower.uk. For more information on our privacy policy please visit britishland.com/site-services/privacy-notice.

Euston Tower and Regent's Place Plaza Today

01 Do you regularly spend time in Regent's Place Plaza?

- Yes No

02 Please let us know why you do or do not visit the Plaza and what you feel could make the Plaza and Tower a more welcoming place

The proposals

01 On a scale of 1-5 (1 being strongly opposed and 5 being strongly supportive), do you in principle support the proposals for Euston Tower?

- 1 2 3 4 5

Please let us know why in the box below

02 Are there any specific aspects of the design that you find particularly appealing or concerning?

03 Have you attended a Euston Tower co-design or engagement event before?

- Yes No

04 If you attended a workshop session before, do you feel the proposals have responded to the discussions had previously?

05 Are there any specific amenities or features that you believe should be prioritised in the proposals?

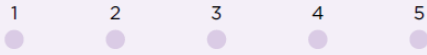
06 The design principles for Euston Tower are to:

Break down barriers between the local community and commercial workspaces by designing truly welcoming accessible and inclusive spaces.

Reimagine Euston Tower by using warmth, texture and tactility to design a building people love.

Make the right choices today by designing a flexible building which can adapt to the trends of tomorrow.

On a scale of 1-5 (1 being not at all and 5 being very supportive), how supportive are you of the design principles put forward for Euston Tower?



Please provide any further thoughts in the box below

07 On a scale of 1-5 (1 being not supportive at all and 5 being very supportive), how supportive are you of the proposals for improving the public spaces?



Please provide any further thoughts in the box below

08 What are the most important things to you in terms of the proposed new public spaces? Tick all applicable.

- | | | |
|---|--|--|
| <input type="checkbox"/> A safe environment | <input type="checkbox"/> Better connectivity and walking routes | <input type="checkbox"/> Water features |
| <input type="checkbox"/> Space to relax | <input type="checkbox"/> Spaces for children and families to enjoy | <input type="checkbox"/> Shelter from the wind |
| <input type="checkbox"/> Places to meet with friends and colleagues | <input type="checkbox"/> Planting and greenery | <input type="checkbox"/> Other [please state] |
| <input type="checkbox"/> Space to eat | | |

09 The proposals for the bottom four floors of Euston Tower are to provide spaces for public use, as well as to connect the community with businesses in the building and opportunities in the Knowledge Quarter. What uses do you think would best help do this?

10 On a scale of 1-5 (1 being not useful at all and 5 being very useful), do you support the approach to sustainability proposed for Euston Tower?



Please let us know why in the box below

11 Please provide any further thoughts on our proposals in the box below

The exhibition

1 On a scale of 1-5 (1 being not useful at all and 5 being very useful), have you found the exhibition content and format useful?



2 Please let us know any further thoughts you have on how British Land can best engage with you in the future.

Appendix X: Stage 2 exhibition banners

Welcome

Thank you for visiting this exhibition on proposals for the future of Euston Tower.

We want to know what you think.

Euston Tower is a 53 year old building that has been vacant since 2021. This exhibition shares plans to redesign the building and public space outside it in Regent's Place Plaza so it creates opportunities for local people and businesses, with cutting edge sustainability goals.

It's important that we understand local aspirations and priorities, so the designs can be developed to respond to them. The plans we're sharing, now have been developed following several months of engagement, including co-design workshops, panel events, protests with young adults and more, to develop a joint vision.

We want to hear your feedback and use it to further develop the detailed designs. Please read on to find out more, following the numbered information boards. You can provide feedback and ask any questions either by speaking to a member of the team on hand during the events, or by scanning the QR below to direct you to the feedback form and contact details.

The Challenge

Transform the 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 community.

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 next 100 years, through: partial deconstruction, reuse, recycling and use of low carbon materials.

A brief introduction to Euston Tower

Euston Tower is the tallest and oldest building at Regent's Place. It was completed in 1970 as a commercial building to provide office space suited to the busy people working.

At 100m and 36 storeys tall, Euston Tower was designed by Sidney Kaye Eric Firman & Partners.

From its opening in 1970 to 1997 its most prominent early tenant was Capital Radio, one of the first commercial radio stations in the UK. Once a unique landmark recognised across the city, it is now a vacant building in a key strategic location.

Principles for development

01 Local people and communities should play a key role in designing the public spaces from the start – taking part in co-design workshops and panel events to directly inform the architects working on the designs.

02 Cutting edge sustainability goals – a transparent approach to carbon to ensure the tower is fit for the future, with reusing, recycling and offsetting where necessary.

03 Ensure the spaces provided contribute to a thriving local, regional and national economy over the long term, in an ever changing world.

04 Inclusive innovation – create pioneering workspace in the Knowledge Quarter for businesses of all sizes to prosper (including for start-ups and knowledge sharing). Connect local people to the opportunities coming forward so everyone shares in the success of the growing innovation, science and tech sector.

05 Re-imagining Regent's Place Plaza – creating a welcoming, accessible and creative public realm.

The current Euston Tower Background and history

1970
Euston Tower designed in 1960s, completed in 1970



1990s
Secondary, internal glazing system added



2010-2021
No more than 70% occupied, vacant since April 2021



Today
Building is entirely vacant and stripped out



Photos of the current building from Euston Road



01

Meet the team

The project team is led by British Land. We have commissioned an experienced team to draw together all the skills necessary to deliver a successful building and public space.



British Land

British Land is a UK-based property company specialising in developing and managing places where people want to live, work and visit. British Land has owned and managed Regent's Place for nearly 40 years.



Michael Meadows
Head of Planning



Tim Downes
Development Director



Purnima Begum
Senior Community Manager



Saul Collins
Social Sustainability Lead

BEYOND the BOX

Beyond the Box

Beyond: The Box CIC is leading the community engagement, and social impact work for the project. They are a creative practice that helps communities and young people find their voice & use that voice with vigour to achieve outcomes that are meaningful and make a lasting difference.



Neil Onions
Founding Director



Asonal Ocamsh-Nyamekye
Project Lead

3XN GXM

3XN GXM

3XN is a Copenhagen based architecture practice that prides itself on creating buildings that people will love for decades to come. In 2007 they established the innovation unit GXM to research and apply the latest knowledge on materials, sustainability, and new technologies to drive innovation and sustainability in architecture.



Auden Oodal
Architect



Laura Weaver
Architect



George Pickering
Architect



Adam Ozinsky
Engineer

An example of 3XN and GXM's work: **Worship Cultural Center, Mobile, Norway**



The wider team

We are supported by a full team including:



G&T
Project and cost managers



Gerald Eve
Planning consultants



DSDHA
Landscape architects - bringing forward the new plans for Regent's Place Plaza.



LCA
Communications and Community consultation specialists

02



Euston Tower: In the heart of the Knowledge Quarter

The Knowledge Quarter is part of a growing science and innovation industry that's important to the UK's economy.

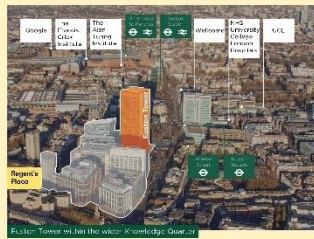
Euston Tower is located close to some key local institutions such as the UCLH campus, the Wellcome Trust and UCL.

What is the Knowledge Quarter?

The area around King's Cross, Euston Road and Bloomsbury is home to the Knowledge Quarter, a group of partner organisations that span healthcare institutions, science, tech, research and workspace providers. British Land is a member.

The Knowledge Quarter is focused on encouraging innovation, seeking to create opportunities for education, careers, training and investment, while connecting local people to these opportunities.

There is a shortage of life science and innovation space in the Knowledge Quarter. Euston Tower provides the opportunity to help meet demand for innovation and laboratory space and support the local economy.



Re-positioning Regent's Place as a centre for innovation

Regent's Place is located north of Euston Road, from Hampstead Road to Tottenham Street. It provides office space for an array of companies from the worlds of art, science, research and creativity. It is also home to independent shops, affordable workspaces, cultural venues, and places to eat and drink.

The ambition is to re-position Regent's Place as a centre for innovation in the heart of Camden ensuring that local communities and businesses in Camden benefit from our investment. Over the past decades British Land has sought to diversify and better connect Regent's Place into the local area, and this is something we seek to strengthen with the plans for Euston Tower.

Social Impact at Regent's Place

Our main focus is on aspirational employment. Together with our customers, suppliers and community partners, we have the power to make a positive social impact by increasing access to good jobs - through a focus on aspirational skills, training and employment. Last year over 8,000 local people benefited from the community programme, we worked with local organisations including Fitrouia Youth in Action, Hopscotch, Little Village and Rebel Business School for entrepreneurs, and we provided over 10,000 sq ft of affordable space. To find out more, talk to a member of the team or visit our website regentsplace.com



| KEY | |
|-----------------|------------|
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| APR 2018 - 2019 | RENOVATION |
| APR 2019 - 2020 | RENOVATION |
| APR 2020 - 2021 | RENOVATION |
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03

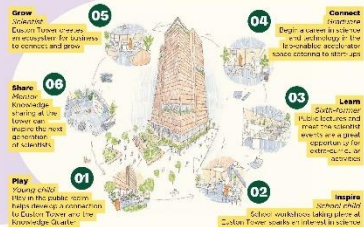
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Creating a Community Engagement and Social Impact Strategy

The starting point for the project team was to understand local priorities, aspirations and past challenges to collectively create a vision which meets the needs of the local community and businesses.

We designed an engagement programme to empower local residents and stakeholders to shape the design outcomes of Euston Tower and the associated public spaces at the base of the building. We're grateful to everyone who's been involved to date for their time and contributions. The programme included co-design workshops and panel events, each exploring key topics and themes linked to the design and function of Euston Tower. In particular, two areas of influence were explored:

- 01 The design and programming of external spaces for public use, including Regent's Place Plaza**
- 02 The design and programming of interior spaces in Euston Tower for public use**

Throughout the process, we have been committed to the following principles:

- 01 Sustainability - social & environmental**
Supporting the development of sustainable communities, supporting healthy communities and better wellbeing.
- 02 Putting the community at the heart of development**
Having an open dialogue around the current building, the sustainability challenges, constraints and opportunities, and using insights from events to shape future plans. Connecting Euston Tower to the wider Regent's Place community offering, creating impact beyond the design and planning process, over the short, medium and long term.
- 03 Diversity**
Ensuring those who access paid roles, work experience, apprenticeships and those who collaborate with and commission reflect the diversity of Camden.
- 04 Young people**
Providing space for young people's voices to be heard, alongside educational opportunities through STEAM programmes including work experience, apprenticeships and local employment. Using arts and culture to connect people to place.
- 05 Space**
Understand how the local community uses and wants to use different spaces.
- 06 Connect**
Providing opportunities for people and networks to connect, including events, online dialogue and collaboration with Knowledge Quarter businesses.

A summary of the engagement to date includes:

Early 2022

- 5 x meet interviews and meetings with local groups to understand local experiences around Regent's Place and local priorities.

Late 2022

- Co-engagement workshops with local groups.

February - June 2023

- Series of co-design workshops with architects involving over 200 people, exploring a number of areas including public space inside and outside the building, inclusivity in the past, health and accessibility. Feedback fed into the design process.
- Creative Producer Programme to ensure young people's voices are heard.



Local commissions and collaborations

As part of our initial commitment to social impact through the Euston Tower project, we have sought to provide benefits to local people, testing our engagement strategy themes while putting the local community at the heart of the development.

Our Creative Producer programme, which has seen us working with a collective of young people from across Camden to produce a documentary film and photography exhibition connected to Euston Tower, was created to both provide employment opportunities for local young people, and to connect them to place through a cultural placemaking project.

You can view the creative work produced by the collective here today. Head outside to the exhibition in the Regent's Place Plaza to journey through the portraits and significant moments captured through photography and film. From the everyday heroes to the extraordinary artists, resilient entrepreneurs, and community champions, each individual has a unique tale to tell.

Opportunity for new homes for Camden

As part of the Euston Tower proposals, we're looking to deliver new affordable homes a few minutes' walk away in the same ward at William Road. Initial conversations have started on this, and we will consult on plans later this year.



Environmental sustainability

Cutting edge sustainability goals, whilst ensuring a transparent approach to assessing what we do.

CO₂

Our starting point

Built 13 years ago, the building fails to meet current Building Regulations (the workspace requirements imposed by modern occupiers), meaning that its occupancy has been low over the last decade, and never more than 20% occupied. The building is now entirely vacant.

Fusion Tower could deliver far more for local people, businesses, communities and the capital. There is a shortage of the science and laboratory space in the Knowledge Quarter for businesses of all sizes.

The starting point for this project was a considered and historic remediation into the current Fusion Tower to bring it back into use, but ensure that we do so in a sustainable way. We therefore looked at what opportunities there are to retain, reuse and recycle what transforms it into a building fit for the future.

Jargon bust! Explaining the key terms in sustainability

Embedded Carbon is the carbon dioxide (CO₂) emissions associated with the materials a building is made from and the construction process of building it.

Operational Carbon is the amount of carbon produced when it is used to keep it running, for example the energy for heating, cooling, lighting, and pumping water.

Net Zero Carbon is when we take into account any CO₂ emissions associated with the building that cannot be avoided and offset them by removing emissions from the atmosphere, such as by the planting of natural restoration.

The Whole Life-Cycle is to consider the total level of the Embedded Carbon as well as Operational Carbon to get the whole picture.



The old section of Fusion Tower

Feasibility Studies

We commissioned a comprehensive feasibility study to review the existing condition of Fusion Tower, upgrades required to meet planning regulations, constraints, and different options to bring the forward. This rigorous process started in February 2022.

One of our goals for Fusion Tower is to minimise carbon emissions and waste. We are committed to being transparent with the findings of this review. We have set out the key findings and conclusions from this work on the next board. The work is now being reviewed by an independent third party commissioned by Camden Council.



British Land's sustainability vision

As a company we are committed to achieving a net-zero portfolio by 2050 and meeting ambitious targets to reduce both the embodied carbon in developments and the operational carbon across our portfolio.

Transforming our portfolio to be net-zero carbon by 2050

Environmental leadership through international benchmarks

Making our places inclusive local anchors

Advancing responsible business



05

A thorough approach to sustainability considerations

What do we think the future Euston Tower needs to deliver to ensure that it responds to local residents, businesses and Camden's needs?

- ✓ Future proofed and ability to flex and adapt to changing needs and demands
- ✓ Safe and secure, meeting modern Building Regulations and Fire Safety requirements
- ✓ Efficient and attractive to future occupants
- ✓ Break down barriers and connect local people and businesses to new spaces and opportunities
- ✓ Help support the economy and the Knowledge Quarter and respond to demand for the wider area

Together with AXN and GKN, who are leading on the sustainability innovation for the project, we spent a lot of time at the beginning looking at how we could retain, adapt and refurbish the existing building to deliver on the ambitions for Euston Tower.

We are targeting best-in-class sustainability credentials for the project, including achieving Net Zero Carbon, a BREEAM Outstanding rating, and delivering an all-electric building.

A forensic approach

After thoroughly studying the existing Euston Tower and its capacity and performance - with a view to creating a modern, viable building - we concluded that the most appropriate approach is to bring forward proposals that retain the reinforced concrete foundations, the whole basement structure and the entire reinforced concrete central core.

The remaining structural and facade elements are carefully studied and no longer performing, do not meet current Building Regulations, and/or are not repairable or adaptable to suit modern requirements.

The existing building

- ✓ Concrete structure generally in reasonable condition, able to support the current building loads
- ✗ Disconnected floor plates, meaning many areas are not well connected and open to the public
- ✗ Existing and closed-off building with a number of areas that do not meet modern fire performance requirements
- ✗ No current connection or use to local residents or the wider community
- ✗ A challenging structure to adapt and improve through minor refurbishment
- ✗ Inaccessible and unattractive to current occupants
- ✗ Low floor to ceiling heights, meaning that it would be challenging to accommodate modern occupier needs, able to respond to potential growth for the future
- ✗ Sectional equipment is beyond its serviceable life
- ✗ Building Regulations do not reflect the latest changes in modern building standards for modern occupiers, meaning that many of areas will not meet current Building Regulations



Further view of the current building



Disconnected floor plates
Existing structure is disconnected by open to the public

Unattractive structure
Existing structure is not well connected and open to the public

History of vacancy
G100 building at Euston met very low standards in its current form

High floor to ceiling heights, meaning that it would be challenging to accommodate modern occupier needs, able to respond to potential growth for the future

What happens to the materials once they've been removed?

In the UK, apart from metals, demolition products are typically downcycled, meaning a loss of utility and ultimately the need for new raw materials. To avoid this, we have focused on the key deconstruction materials at Euston Tower, specifically concrete, steel, glass and aluminium. Together these comprise 85% of the building mass of the building.

We have developed a guiding hierarchy for how we find the best options for the elements that are removed. Where we can re-utilise in situ, we will seek to take down to match as little transportation and as locally as possible.



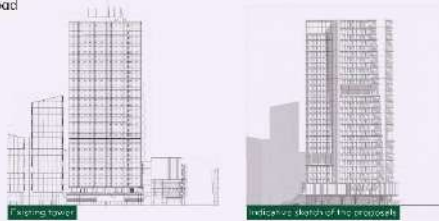
Opportunities for Innovation

- We are currently prototyping a system to cut out some of our in-situ concrete slabs and see how those could be reused within the proposed building. This is an innovation for in-situ.
 - We are looking at where we can reuse materials in Camden and across British lands portfolio.
 - Where reuse isn't possible, we'll be recycling materials rather than sending to landfill.
 - We're exploring new methods of recycling glass and aluminium into new building products.
- We will share the process and outcomes of all our research so that others can build on our knowledge to improve sustainability beyond Euston Tower.

Transforming Euston Tower: emerging design

The design proposals respond to three key design principles that have been shaped through the co-design process.

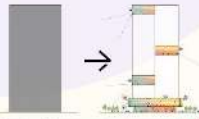
South elevation Euston Road



- 01** Break down barriers between the local community and commercial workspaces by **designing truly welcoming, accessible and inclusive spaces.**

Height and massing

We do not consider the increase in the height of Euston Tower, and our proposals will not interrupt viewing corridors. Instead we have looked at how we can work with the existing height and have envisaged tower designs that increase the floor area to optimise the building for mixed office and the sciences uses, while minimising the impact of the building on the views from the surrounding area.



- 02** Reimagine Euston Tower by using **warmth, texture and flexibility** to design a building people love.

Inspiration and design evolution of the building exterior

Our inspiration for the design of a new facade for Euston Tower started with the principle of reimagining it as a warm, welcoming building for the City.

A new facade also needs to be well used and perform well in the context of the climate. It should prevent the building from overheating and contribute to the building's low operational carbon score.

Examples of how the new tower's exterior inspiration from other proposals



"Not another glass tower!"

Feedback during co-design workshops has showed the growing desire for a more colorful and textured tower and public realm which residents can be proud of.

- 03** Make the right choices today by **designing a flexible building which can adapt to the trends of tomorrow** by helping to meet Knowledge Quarter demand.

Marketing view of potential fit-outs



07

A reimagined Euston Tower



Interior public spaces and activities

We are proposing that the bottom two floors of Euston Tower provide spaces for public uses, to connect the community with the businesses in the building. We are designing a podium so that the building integrates with the public realm.

Euston Tower will be provided by a four-store podium that contains a mix of community spaces, flexible workspaces for start-up businesses and offices with a high degree of public access and existing programming. The podium structure will also provide a dramatic new asset of public realm in the form of landscaped streets with full accessibility and available to all. The podium is a key design feature that will improve the immediate around Euston Tower providing protection from wind and rain.



You said
"We want to see space for public exchange and learning."

Creating spaces for learning and inspiration

The podium will be an inclusive space for everyone - where people can access the skills development and education opportunities associated with the Knowledge Quarter. In the science, tech and innovation industries, its location in the podium is deliberate - we see this as the space connecting the community with the workplaces above it. We are proposing a large and open space that could accommodate a range of different activities which has been highlighted to us during the co-design workshops.



You said
"We want to see natural green spaces to the ground and first floors."

A welcoming community space, designed by local people, for local people

We are designing a publicly accessible space for the local community to use, with entrances on different sides of the building, increasing permeability and allowing everyone to move through the lower floors of the building.

A welcoming entrance to the public spaces within Euston Tower



01
"I'd like to see a mix of busy and quiet spaces"

02
"Somewhere we can see all that is already going on"

03
"Space that is weatherproof and sheltered from wind and rain"

04
"Multiple use spaces"

06
"Making the base of Euston Tower as open as possible would make people want to enter"

08
"A community library that is accessible and reflective of different cultures"

05
"Showcases are needed to display what goes on inside"

07
"There needs to be a narrative to the space that creates an ecosystem of activity that is self sufficient"

Programming the podium

Over the last few months we have also held a number of workshops to explore how the public spaces should be programmed. To consult the community to the science and innovation opportunities in Euston Tower and to respond to local aspirations.

The design team were opening today new flexible spaces that could be programmed in different ways. We have commissioned Forth, a specialist in developing long-term public use strategies, to use the insights we've learned to test and develop a sustainable model for Euston Tower, focusing on questions such as what the public spaces are used for, what type of organisation should operate it, and how it should operate over the long term so it is commercially viable. We're keen to hear your priorities today.

Our team co-design workshops



A reimagined Euston Tower

10: A new public space could be created on the ground floor of the tower.

11 "We need larger, flexible spaces. 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."

13 "Events and exhibitions should support a multi use function of the public space and this should be an activated area where a lot of smiles can be seen?"

10 "There should be a space to encourage local entrepreneurs in the area. Like an incubator hub and it should be on display"

12 "A space to run events pushes activation of a space into the evening"

09 "It needs to have a secure factor!"

12: A new public space could be created on the ground floor of the tower.



Outside public spaces and activities

We're working closely with DSDHA, an acclaimed architecture, landscape and research studio, to develop early ideas for Regent's Place Plaza, the public square outside Euston Tower to make it a greener and more welcoming space. Their work includes the Vauxhall Pleasure Gardens and Exchange Square at Broadgate, by Liverpool Street.

While the designs are at an early stage, you can read on this board how the emerging ideas have been shaped by community co-design workshops to date, and see where we hope to know your own thoughts and feedback.



Examples from elsewhere



New modern tower with green roof, as seen from the surrounding area at Broadgate, by Liverpool Street.



A modern building with a green roof at Broadgate, by Liverpool Street.



Developing the benefits of the planting, seen from the view of the street at Broadgate, by Liverpool Street.

You said:

"We want to see better connectivity through the building with more public walking routes and an lift to the podium and terraces. It would encourage more people to go to."

Connectivity

We know that connectivity is important for local business and for Camden. Encouraging people to walk and providing new green walking routes is a key objective of the local 'Euston Area Plan'. We also need to consider the future impact of HS2 and provide for station station to be green walking routes connectivity space at the station itself will be key.

You said:

"We want to see more trees and green space."

Green spaces and trees to provide resilience to the urban setting

The intention is to deliver substantial green space here in the plaza as well as along Finsbury Road and Hornsey Road. While we are in the early design stage of the public realm, the emerging idea is for a woodland planting well densely planted in order for people to climb, sit and play on.

You said:

"The public realm is excessively windy."

Terraced planting, drawing you into the building

We have undertaken studies and the public realm will be designed to mitigate against wind, including terraced planting and spaces which provide shelter from the wind.

You said:

"Regent's Place should have areas for children's play and be a place parents feel comfortable and safe."

Places for play

We have strongly from our co-design workshops that local people want to see places for play incorporated across the public realm, with more opportunities for a mix of use spaces.

We're working on the design of inclusive play spaces which capture the imagination of children of all ages.

How can we see what architects have done for public realm around local streets?



What are some of the options for the square?



Next steps

Thank you for taking the time to look at the proposals for a reimagined Euston Tower.

We'd love to hear your feedback to inform further design development, and hope you'll stay involved.



Realistic view of the proposed tower and its connection to the surrounding area.

Leave your feedback

Please share your thoughts on our proposals for Euston Tower based on what you've seen today. We'd really appreciate it if you could take the time to complete a feedback form available today. We can also offer these materials to visit, please do let a member of team know.



You can also leave your feedback through our website.

Early 2022

- Conversations with Camden Council officers
- Street interviews and meetings with local groups to understand lived experience and priorities
- Feasibility studies started

December 2022

- Pre-application workshops with local groups

February to June 2023

- Series of co-design workshops, youth engagement projects, and panel events involving areas such as public spaces, industry and sustainability
- Creative Producer programme

July 2023

- Public consultation seeking feedback on proposed plans for review by the design team

Autumn 2023

- Updated plans for Euston Tower shared publicly

Late 2023

- Submission of planning application

2025

- Construction work on future Euston Tower begins (Subject to planning permission)

2030

- Construction complete and building opens

We are here



Anchor tower with integrated sustainability goals



Inclusive innovation responding to local aspirations and opportunities



Pioneering workshops for businesses of all sizes



Safe, connected and creative public realm



Helping meet Camden's housing needs



Realistic view of the proposed tower.



Future of Euston Tower: Public Exhibition on the Proposed Plans

Update from recent consultation events

We recently held a series of consultation events to share the proposed plans for Euston Tower between 8 – 21 July.

The plans we shared were developed following several months of engagement involving over 450 attendees, including co-design workshops, panel events, projects with young adults and more, to develop a joint vision.

While we are still going through the feedback received, we wanted to share some initial headlines from the exhibition, feedback we received, next steps, and more information on the Creative Producers programme.

What we heard



83% of people support or strongly support the proposals for Euston Tower in principal, with no-one saying they were opposed



86% of people support or strongly support the proposals for improving the public spaces



91% of people support or strongly support the approach to sustainability



93% of people support or strongly support the design principles for Euston Tower

Some of the main themes that were highlighted as important considerations for the new public spaces and amenities in Euston Tower:

- Public amenities
- Education and opportunities for children and young adults
- Spaces that are adaptable for a range of uses, such as spaces for socialising, culture or a library
- A 'community hub' that can accommodate a variety of existing local groups
- Contributing to the supply of social housing
- Better connectivity and routes, and shelter from the wind

Public exhibition



Over 450 attendees at events, workshops and more to help develop the proposals



819 unique users visited our dedicated consultation website



105 people visited five in-person events



43 people shared their feedback



13 of the people leaving feedback had been to a previous engagement event, **11 of the 13 respondents** felt that the proposals have responded to feedback

"Like the ideas for the open communal spaces."

"Attractive design and good to repurpose an existing structure."



Image from our recent consultation events

Next steps

The design team is now reviewing the feedback we received, to inform the next stage of design development. We will then share the updated designs at a further public exhibition later in the Autumn of this year to seek feedback from people locally.



Euston Tower Creative Producers

As part of our commitment to social impact, we have sought to ensure that the local community is at the heart of the development process.

Our Creative Producer programme has seen us working with a collective of young people from Camden to produce a documentary film and photography exhibition.

The aim is to spark ideas, reflections and conversations to inform the design development for Euston Tower, while providing employment opportunities for local young people, and connecting them to place through a cultural placemaking project.

We have provided the Creative Producers with access to skills and training in film and photography, working alongside industry professionals, as well as training in presentation, interview skills and storytelling, working with Camden based creative arts organisation Sankofa Storytelling Arts.

On a series of light boxes installed in the plaza, you can see a series of portraits and poignant moments captured through photography and film. From the everyday heroes to the extraordinary artists, resilient entrepreneurs, and community champions, each individual has a unique tale to tell.

Find out more and view the full documentary produced at euston-tower.co.uk/creative-producers

Come to Regent's Place Plaza, NW1, to see the Creative Producers' exhibition, open anytime until Thursday 31 August!

Contact us

If you want to find out more, have any other questions, or want to sign up to our mailing list to get involved and receive project updates, please get in touch through one of the following ways:

📍 Visit our dedicated consultation website at euston-tower.co.uk

@ Email us at info@eustontower.uk

📷 Follow us on Instagram at [@eustontower](https://www.instagram.com/eustontower)



View of the Creative Producers' exhibition at Regent's Place Plaza



Euston Tower: Invitation to view the developed designs

Turn over for
more details

Following several months of engagement with members of the local community, we are now pleased to invite you to view the developed designs for Euston Tower at one of our public events. These designs have been shaped in collaboration with the local community.

Our vision is 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.



Photo of Euston Tower as viewed from Euston Road

Join us at one of our upcoming events

View our developed designs and share any comments you may have ahead of the submission of the planning application later this year.

10 Brock Street, NW1 3FG

 **Saturday 14 October**
12-4pm

Please join us for our exhibition launch event as we unveil our developed designs for Euston Tower. There will be free food and activities for everyone to enjoy.

20 Triton Street, NW1 3BF

 **Monday 16 October**
6.30-8pm

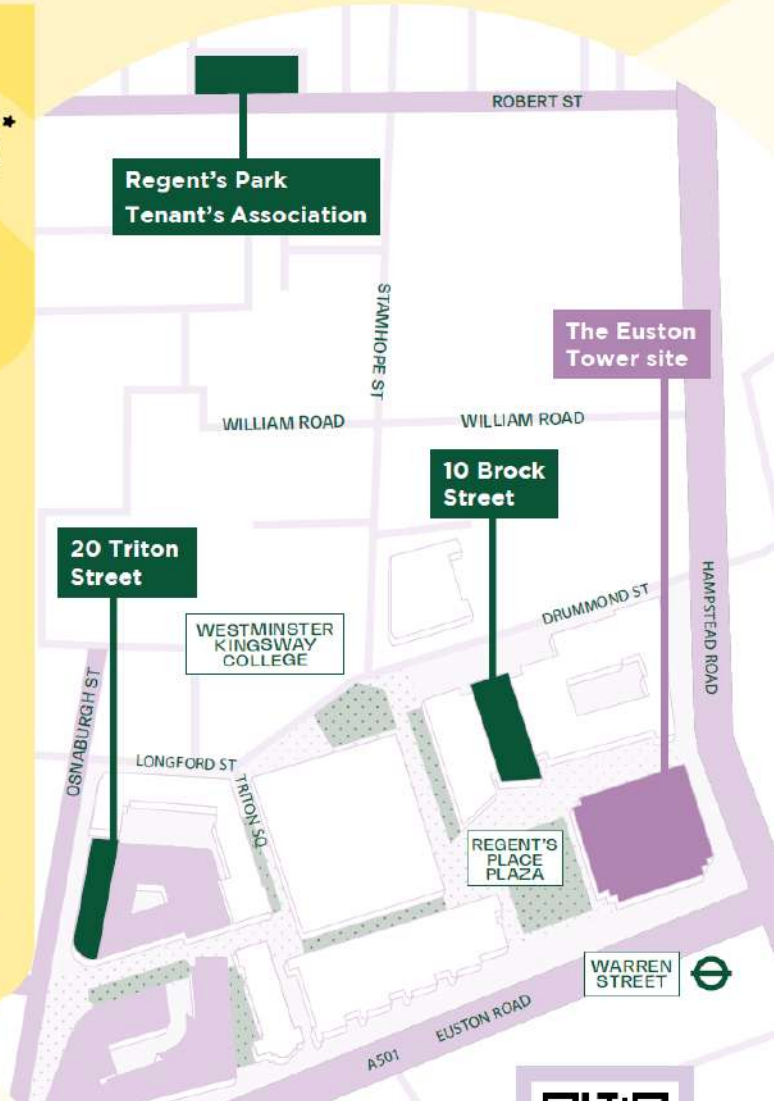
Workshop - Spaces for public use & programming follow-up

Regent's Park Tenant's Association, NW1 3QH

 **Tuesday 17 October**
5-8pm



 **Saturday 21 October,**
10am-2pm

If you are unable to attend any of these events, the information presented will be available to view online from Friday 13 October.



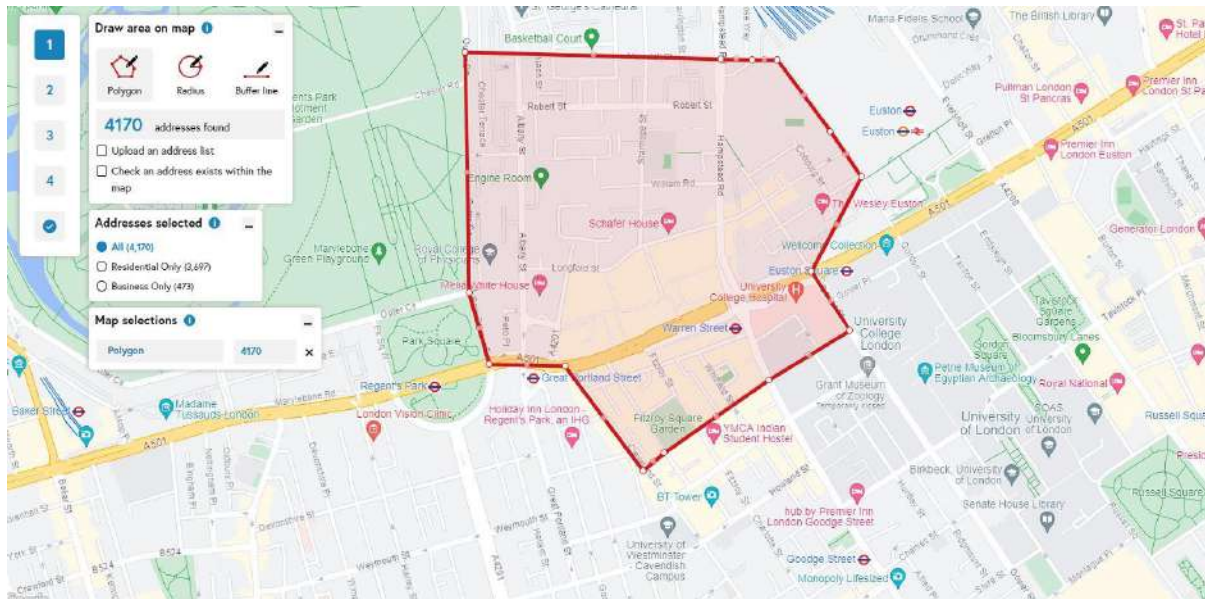
Get in touch

If you have any questions or want to find out more, please get in touch:

 Visit our website at euston-tower.co.uk  Email us at info@eustontower.uk



Appendix AA: Stage 3 flyer distribution radius



Appendix AB: Letter to stakeholders signposting Stage 3 engagement events



Dear Stakeholder,

Invitation to view and share your comments on developed designs to transform Euston Tower

I am writing on behalf of British Land, the owners of Regent's Place, to let you know that we have now launched our second phase of public exhibitions for our proposals for [Euston Tower](#) and are inviting local people to view the developed designs and share your comments.

Following our first round of consultation in July, and our earlier engagement, which included co-design workshops, [events](#) and public meetings to inform the design process, we have continued to review the feedback we received and are now ready to present our developed designs for Euston Tower. I have reattached the summary of feedback from our first round of consultation for reference.

Our vision is to rejuvenate Euston Tower and the surrounding public realm, 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.

We are hosting the next stage of consultation from mid-October with a series of in-person events where we will present our developed designs for Euston Tower and provide opportunities for feedback:

- **Saturday 14 October, 12–4pm, 10 Brock Street, NW1 3FG – Exhibition launch event with food and activities for everyone to enjoy.**
- **Monday 16 October, 6.30–8pm, 20 Triton Street, NW1 3BF – Workshop – Spaces for public use & programming follow-up**
- **Tuesday 17 October, 5–8pm, Regent's Park Tenant's Association, NW1 3QH**
- **Saturday 21 October, 10am–2pm, Regent's Park Tenant's Association, NW1 3QH**

I do hope that you are able to attend one of the above events. If you are unable to attend, the information will be available to view and share feedback on <https://euston-tower.co.uk/> from **Friday 13 October**. I would also encourage you to let your networks know about these [events](#) and have attached a copy of the promotional flyer that we will be posting to homes in the local area.

I also wanted to let you know that Camden Council is hosting a Development Management Forum, where our proposals will be presented alongside a Q&A session with the project team. This will be taking place on **Wednesday 18 October** at 6pm at The Magic Circle, 12 Stephenson Way, London, England, NW1 2HD. You will be able to register for this event on the Council's website – keep an eye out for more details that will be sent by the Council nearer the time.

If you have any [questions](#) or would like to meet to run through the proposals in more detail, please do not hesitate to get in touch by emailing info@eustontower.uk.

Yours sincerely,

A handwritten signature in black ink, appearing to read "M. Meadows".

Michael Meadows
Head of Planning and Public Affairs
British Land

The future of Euston Tower: upcoming public consultation events in July

I hope you're well.

I'm writing to let you know that British Land is holding public consultation on proposed plans for the future of Euston Tower from Saturday 8th July to Friday 21st July.

We are working with our lead project architect 3XN to develop design proposals that deliver a sustainable new building fit for the future, with pioneering workspaces and accessible and inclusive spaces for everyone.

Full details of the public consultation, including drop-in sessions and other events can be found on the attached flyer. We hope to welcome you at an event, and please let me know if you have any questions. You can also view the plans on the project website (www.eustontower.uk) and contact the project team by emailing info@eustontower.uk.

Kind regards,

Appendix AC: Stage 3 Instagram posts



eustontower

eustontower Following several months of engagement, we are now pleased to invite you to view the developed designs for Euston Tower at one of our public events, beginning with our launch event on 14 October, with free food and activities for everyone to enjoy!

See below for full schedule of events:
SATURDAY 14 OCTOBER – Launch event, 12-4 PM @ 10 Brock Street, NW1 3FG
MONDAY 16 OCTOBER – 6:30-8 PM @ 20 Triton Street, NW1 3BF - Workshop - spaces for public use & programming follow-up
TUESDAY 17 OCTOBER – 5-8 PM @ Regent's Park Tenant's Association, NW1 3QH
SATURDAY 21 OCTOBER – 10 AM- 2 PM @ Regent's Park Tenant's Association, NW1 3QH

We hope you can join us, and if you aren't able to you will be able to view the developed designs online from Friday 13 October (see link in bio)

Edited · 4 w

View Insights Boost Post

5 likes
10 OCTOBER

Add a comment... Post



eustontower

eustontower Our proposals for Euston Tower include spaces for community use, covering three floors.

If you want to help shape these spaces further, do come to our Spaces for Public Use and Programming Workshop from 6:30-8pm on Monday 16 October at 20 Triton Street, NW1 3BF. All participants will be paid the London Living Wage for their time, and we look forward to seeing you there!

Find out more on our website (see link in bio)

4 w

View Insights Boost Post

Liked by cali.bahja and 1 other
12 OCTOBER

Add a comment... Post



eustontower

Thank you to all who joined us for the Euston Tower Spaces for Public Use and Programming Workshop yesterday evening!

If you want to talk to us about the developed designs, come to one of our remaining events or visit us tonight, 5-8pm at the Regents Park Tenants Association NW1 3QH.

You can also view the developed designs on our website (see link in bio)

3 w

View Insights Boost Post

👍 🗨️ 📌

👍 Liked by camdengiving and 8 others

17 OCTOBER

😊 Add a comment... Post



eustontower

Thanks to everyone who has taken the time to talk to us so far about the developed designs for Euston Tower!

If you haven't had the chance to visit one of our events, you can join us tomorrow, Saturday 21 October, from 10am-2pm at the Regents Park Tenants Association NW1 3QH to view the designs and speak to the project team.

We look forward to seeing you there!

Can't make it? All the information is now available to view online (see link in bio)

2 w

View Insights Boost Post

👍 🗨️ 📌

👍 Liked by sankofastorytellingarts and 6 others

20 OCTOBER

😊 Add a comment... Post



Euston Tower: Invitation to view the developed designs

Following several months of engagement with members of the local community, we are now pleased to invite you to view the developed designs for Euston Tower at one of our public events. These designs have been shaped in collaboration with the local community.

View our developed designs and share any comments you may have ahead of the submission of the planning application later this year.


10 Brock Street, NW1 3FG

 **Saturday 14 October, 12 - 4pm**

Please join us for our exhibition launch event as we unveil our developed designs for Euston Tower. There will be free food and activities for everyone to enjoy.





20 Triton Street, NW1 3BF

 **Monday 16 October, 6.30 - 8pm**

Workshop - Spaces for public use & programming follow-up.

Regent's Park Tenant's Association, NW1 3QH

 **Tuesday 17 October, 5 - 8pm**

 **Saturday 21 October, 10am - 2pm**

If you are unable to attend any of these events, the information presented will be available to view online from Friday 13 October.



Photo of Euston Tower as viewed from Euston Road

Get in touch

If you have any questions or want to find out more, please get in touch:



Visit our website at euston-tower.co.uk



Email us at info@eustontower.uk



Appendix AE: Posters signposting Stage 3 engagement events displayed at local locations





¡HOLA!
Pasele, Pasele...
VENDEMOS TAMALES
por docena (12) y por orden (2)
INFO: Mestizo Mex Market

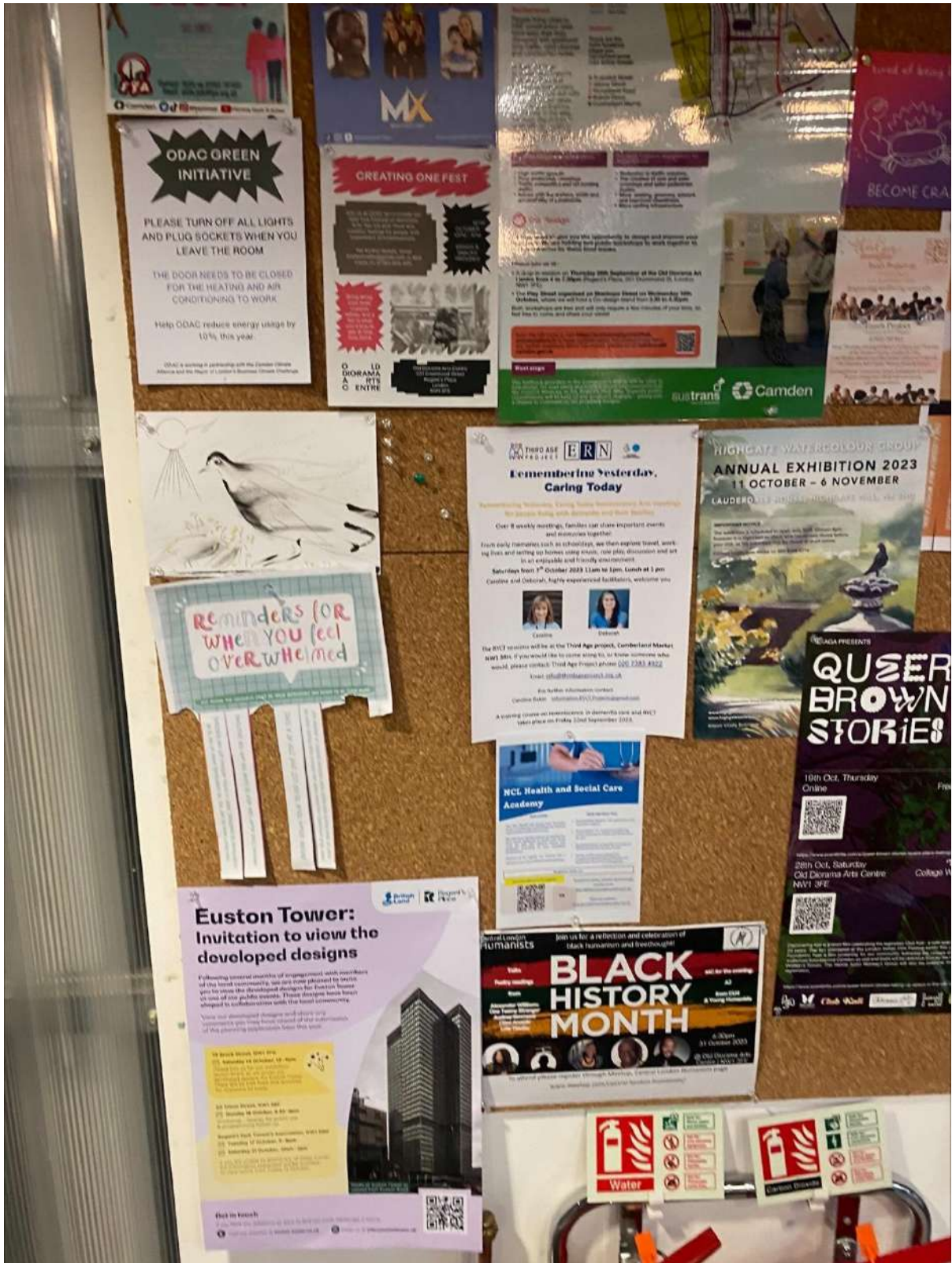
Euston Tower:
Invitation to view the
developed designs

Architect: [unreadable]
Location: [unreadable]
Status: [unreadable]

View the architectural design and construction details of the Euston Tower, a new landmark building in London. The tower is designed by [unreadable] and is set to be completed in 2025. The design features a unique, curved facade and a central tower. The building is set to be a landmark building in London and is set to be a landmark building in London.

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MESTIZO
Mexican Market



Poster signposted outside the Old Diorama Arts Centre.

Anger of man beaten up in kebab shop who says assault was not investigated properly

by TOM FOOT

A YOUNG black man said fears he harboured about the Met growing up in north London have been confirmed by a botched police response to a report of racially aggravated assault.

Omar, who did not want his surname in the paper, said he was punched more than 10 times by two men after trying to stop them abusing kebab shop staff in Camden Town.

The shop's CCTV recorded two men demanding the staff "speak English" before singling out the 28-year-old who was grabbing a takeaway after a fun Friday night out hearing one of his favourite musicians at the Jazz Cafe in June.

Delays in investigating led to transport CCTV expiring before police admitted they had "no further lines of inquiry" and effectively dropped the case after just three months.

Omar said he had been shocked, given the Met was recovering from damning findings of institutional racism, that the case was not taken more seriously.

"Two racist thugs have gotten away with a horrible attack and the police have basically done nothing about it," said Omar.

"Nothing like this has happened to me before - and I wouldn't have ever expected it to happen in somewhere like the heart of Camden."

Omar said he had reported the attack that night despite family advice hammered into him as a child "not to bother with the police".

He said: "Growing up there was a general communal feeling between my friends that the police aren't there to help you. Even to this day, the sight of a police car or a policeman makes me feel uncomfortable.

'My fear was confirmed about reporting racist attacks to the police'

because I fear they will target me.

"You have it drilled into you from a young age that the only person that's got your back is yourself and your community. You have it drilled in you to not rely on the police to solve crimes because they're not going to treat you seriously. The police aren't there to help people that look like me it's basically the core feeling."

He added: "On the night I honestly heard the voices of people I had listened to growing up saying don't bother reporting it. Even at the point of them attacking me, and this is perhaps more scarring, I basically let them punch me because in the back of my mind even then I was thinking if I had done something somehow it would come back on me."

"But I went against my nature and reported it. I did everything textbook. Now if something like this happens again I don't know what I'd do."

"It's a pretty gruelling process, to relive it all. What do you gain from it? I wouldn't want to go through the process, and I say that as a black man."

"I constantly had to explain and justify myself to them. When I consider the overall experience, it led me to think about why they had dragged their feet."

The *New Journal* has seen emails between Omar and the Camden and Islington hate crime team.

He was told that the men's names would not be able to be gathered by checking card payment logs at the kebab shop, a claim a lawyer has told the *New Journal* is unlikely to be correct.

Omar was also told there was a time limit on dealing with the case, but the *New Journal* understands these are reserved for low-level cases and not for assault considered to be racially motivated.

CCTV from the tube at Mornington Crescent that could have led to an identification was lost due to a delay in attempting to access it.

The Metropolitan Police was exposed as suffering from collapsing public trust and operating with institutional racism, misogyny and homophobia in the landmark Casey report published earlier this year.

Omar said he had been assigned a "clueless officer" who took weeks to respond before telling him it was too late to do anything, adding: "I honestly think the recruitment standard is 'have you got a pulse?' I was dealing with a gormless individual who took so long to do anything. The lack of seriousness with dealing with it, it sort of brings to life all the things I had heard about the Met. Given what was said in

the Casey report, you'd think they would really bend over backwards to try and get this one resolved."

The Met, like all public authorities, has been severely hindered by funding cuts. £278million has been lost since Boris Johnson began making cuts when he was Mayor of London more than a decade ago.

Commissioner Sir Mark Rowley came to the Crowndale Centre last month to unveil a reformed Met Police with an emphasis on trust and responsiveness.

The Met confirmed the report of a "racially aggravated assault" and that images of the men had been "shared internally" with another

police force and would be made public at a later stage.

Superintendent Jack Rowlands of Central North Command Unit added: "This was a serious assault and the victim was absolutely right to report it to police. I have reviewed the investigation and can see that officers have worked hard to bring those responsible to justice."

"Officers have carried out significant inquiries in an attempt to identify the two men responsible, and we will follow up any information received about the images we have released. I am very sorry to hear that [the complainants] do not feel they have received the service they should have."



Omar: 'I basically let them punch me because in the back of my mind even then I was thinking if I had done something, somehow it would come back on me'



Met Police Commissioner Sir Mark Rowley at the Crowndale Centre

Euston Tower:

Invitation to view the developed designs

10 Brock Street, NW1 3FG
Saturday 14 October, 12-4pm
 Please join us for our exhibition launch event as we unveil our developed designs for Euston Tower. There will be free food and activities for everyone to enjoy.

20 Triton Street, NW1 3DF
Monday 16 October, 6.30-8pm
 Workshop - Spaces for public use & programming follow-up

Regent's Park Tenant's Association, NW1 3GH
Tuesday 17 October, 5-8pm

Saturday 21 October, 10am-2pm

If you are unable to attend any of these events, the information presented will be available to view online from Friday 13 October.

Visit our dedicated consultation website at euston-tower.co.uk

Email us at info@eustontower.uk



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British Land | Regent's Place

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 Email us at info@eustontower.uk

CamdenNewJournal

The independent London newspaper

Friday, 20th October 2023

E-edition | Islington Tribune | Westminster Extra | Classifieds | Jobs | letters@camdennewjournal.com

LETTERS

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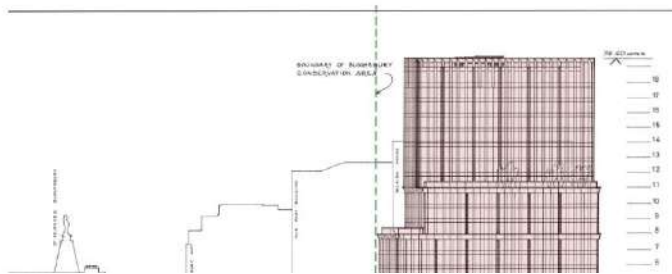
Proposed scheme for One Museum Street will cause irreparable damage

Thursday, 19th October

Categories

Letters

Share this story




Euston Tower: Invitation to view the developed designs

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Appendix AG: Stage 3 social media advert



Euston Tower consultation



October 6 · 🌐

Following several months of engagement with the local community we are now pleased to invite you to view the developed designs for Euston Tower at one of our public events.

These designs have been shaped in collaboration with the local community.



EUSTON-TOWER.CO.UK

Invitation to view the developed designs



[Learn more](#)

👍 🤔 😬 84

96 comments 18 shares

Appendix AH: Stage 3 website updates



Close-up view of the proposed Euston Tower

Euston Tower: Invitation to view the developed designs

Following several months of engagement with members of the local community, we are now pleased to invite you to view the developed designs for Euston Tower at one of our public events. These designs have been shaped in collaboration with the local community.

Join us at one of our upcoming events to view our developed designs and share any comments you may have ahead of the submission of the planning application later this year.



Exhibition launch event with food and activities for everyone to enjoy.

Saturday 14 October, 12-4pm, [10 Brock Street, NW1 3FG](#)



Workshop – Spaces for public use & programming follow up

Monday 16 October, 6.30-8pm, [20 Triton Street, NW1 3BF](#)



Tuesday 17 October, 5-8pm, [Regent's Park Tenant's Association, NW1 3QH](#)



Saturday 21 October, 10am-2pm, [Regent's Park Tenant's Association, NW1 3QH](#)

Camden Council are also hosting the **Development Management Forum** on the proposals on Wednesday 18 October at the **Magic Circle**, 12 Stephenson Way, from 7 – 9.30pm (doors open from 6.45pm). This is an event chaired and hosted by Camden Council to allow people to ask questions about the proposals. We look forward to seeing you there!

If you are unable to attend an event, you can view the full information presented [here](#).

[LEAVE YOUR FEEDBACK →](#)

If you've got any further comments, you can get in touch with us.

[GET IN TOUCH →](#)



Events

Find out more about our upcoming events and view videos on engagement with the local community to date.

Past Events

Watch our videos to learn about how we are working with the community to shape the future use of public spaces at Euston Tower.



Future of Euston Tower: Public Consultation on the Developed Designs

11 - 12 October

[View introduction materials →](#)



Capturing Camden: Connecting People to Place exhibition

July-August 2023

[WATCH NOW](#)



Imagining the future of Euston Tower: Co-design and Engagement

For a summary of all the community workshops that took place in the lead up to our first public consultation events for our exhibition.

[WATCH NOW](#)



Future of Euston Tower: Public Consultation on the Proposed Plans

Saturday 8 July - Friday 21 July

[VIEW INFORMATION PROVIDED](#)



Euston Tower Sustainability Event – Discovering Environmental Sustainability

18th July 2023



Euston Tower Meet The Team Event.

23rd February 2023

[WATCH NOW](#)



Panel Event – Inclusivity In The Public Realm.

18th April 2023

[WATCH NOW](#)



Co-design Workshop – Exploring Interior Spaces for Public Use & Programming

18th April 2023

[WATCH NOW](#)



Panel Event – Interior Spaces for Public Use & Programming

26th May 2023

[WATCH NOW](#)



Co-design workshop – Exterior Space for Public Use and Programming

18th May 2023

[WATCH NOW](#)



The Future of Euston Tower

Last January, we began a programme of public engagement to inform the designs for the future of Euston Tower. You can see the developed designs below, ahead of submitting a planning application later this year. The plans have been shaped through extensive engagement with the community over the last year, including co-design workshops, panel events, and projects with local young adults. Thank you to everyone who has been part of the process to date for your ideas, views, and feedback.

[VIEW THE DEVELOPED DESIGN >](#)

[VIEW INFORMATION PROVIDED IN JULY 2022 >](#)



Opportunities



We're committed to ensuring opportunities for social impact during the design stage of the Euston Tower project, and there are lots of ways you can get involved.

Opportunities to date have included: recruitment for a marketing and communications manager for the project, and paid summer internships. There are more opportunities coming soon. You can sign up to our mailing list to receive updates by emailing info@eustontower.co.uk

[PREVIOUS PAGE <](#)

[NEXT PAGE >](#)

Contact us

If you have any other questions, would like to get involved, or want to sign up to our mailing list to receive project updates, please get in touch by filling out the form below or by emailing info@eustontower.co.uk.

A member of the project team will respond to you as they are able.



Name: Email Address:
Please enter your feedback or question here:

Stay up to date!

I agree to be kept up to date with the Euston Tower progress. We will keep your information on file until the project is complete. We will not pass your data to any third party and you can be removed from the mailing list by contacting info@eustontower.co.uk. For more information on our privacy policy please visit www.britishland.com/privacy-policy

[PREVIOUS PAGE <](#)

Appendix A1: Stage 3 feedback form

Euston Tower consultation feedback form

Thank you for taking the time to visit our exhibition on the developed designs for Euston Tower.

The plans presented have been shaped through extensive engagement with the community over the last year, including co-design workshops, panel events, and projects with local young adults. This second phase of public consultation is your chance to let us know your thoughts ahead of us submitting a planning application later in the year.

Your feedback is important to us, and we'd be grateful if you could fill in the form below.
If you'd prefer to send an email please email the team at info@eustontower.uk.

About you

(if you would prefer not to share this information, please leave this section blank)

Name _____

Email _____

Phone _____ Postcode _____

What is your relationship to the site?

Local resident Local worker Visitor Attended a previous co-design workshop or engagement event

Other (please specify) _____

I agree to be kept up to date with the Euston Tower proposals. We will keep your information on file until the project is complete. We will not pass your details to any third party and you can be removed from the mailing list by contacting info@eustontower.uk. For more information on our privacy policy please visit britishland.com/site-services/privacy-notice.

The developed designs

01 On a scale of 1-5 (5 being strongly supportive and 1 being strongly opposed), to what extent do you support or oppose the developed designs for Euston Tower?

1 2 3 4 5

02 Please give a reason for your answer in the box below

03 On a scale of 1-5 (5 being strongly supportive and 1 being strongly opposed), to what extent do you support or oppose the revised designs of the Euston Tower building?

1 2 3 4 5

04 Have you attended any events on the future of Euston Tower previously? E.g., the July exhibition events, or co-design workshops.

Yes No

05 If so, do you feel the proposals have responded to the feedback given by the local community?

Yes No

The proposed Neighbourhood Lab – a hub for local innovation

During conversations over the past year, lots of people shared with us how important it is that the public space in Euston Tower is welcoming, useful and successful in creating an ecosystem that connects the community to businesses and opportunities in the building. We are proposing a Neighbourhood Lab as a hub for local innovation. Let us know your thoughts on this concept and how the public space in the building can best be used in the questions below.

06 What kind of local ideas and innovations would you like to see explored in Euston Tower?

07 What local projects or collaborations could help explore and find solutions to these ideas, so that everyone's contributions help us innovate?

08 What kind of things would you like to see happening across the public floors of Euston Tower?

The public realm

We have heard strongly from previous exhibitions and events that people want to see greater connectivity, walking routes, shelter, and places for play in the areas outside Euston Tower.

09 On a scale of 1-5 (5 being strongly supportive and 1 being strongly opposed), to what extent do you agree/disagree that the developed designs for the public realm have responded to feedback from the local community?

1 2 3 4 5

10 Please give a reason for your answer in the box below

11 We are proposing a new civic square that could be used for events, learning, screenings and more. What activities that benefit local people would you like to see in this space?

Housing at 7-9 William Road

12 On a scale of 1-5 (5 being strongly supportive and 1 being strongly opposed), to what extent do you agree/disagree that 7-9 William Road is an appropriate site for delivering nine affordable homes.

1 2 3 4 5

13 On a scale of (5 being strongly supportive and 1 being strongly opposed), to what extent do you support our proposed architectural approach to ensure that our proposals are in keeping with the character of William Road?

1 2 3 4 5

Other comments

14 Please let us know any other comments you have on the developed designs for Euston Tower and/or 7-9 William Road.

The exhibition

15 On a scale of 1-5 (5 being strongly supportive and 1 being strongly opposed), have you found the exhibition content and format useful?

1 2 3 4 5

16 Please let us know any further thoughts you have on how British Land can best engage with you in the future.

Appendix AJ: Stage 3 exhibition banners

Welcome

Welcome to the October 2023 exhibition on the developed designs for Euston Tower.

Last January, we began a programme of public engagement to inform the designs for the future of Euston Tower. We're now sharing developed designs before a planning application is submitted later this year.

Euston Tower is a 20-year-old building that has served many roles. These plans will make the building and public space safe for Regent's Place Place to be a world-leading centre for technology, research, learning and public debate that supports, connects and creates opportunities for local people and businesses.

The plans put forward are drawn by British Land and include such things as a new entrance, new green spaces, new public realm and more community over the last year. It's also co-design workshops, panel events and projects with local groups and individuals. Thank you for everyone who's been part of the process so far for your views, ideas and feedback.

This second phase of public consultation is your chance to let us know your thoughts and share your priorities for the programming of the neighbourhood hub - a hub for local innovation - being proposed at the base of the building. Later this year, we plan on submitting a planning application to Camden Council for these considerations.

Your feedback is important, so all please fill out a feedback form before you leave. Paper copies are available at the event or scan the QR code below to direct you to our online feedback form. If you have any questions, please speak to a member of the team or contact us via the links below.



Principles for the development of Euston Tower

At the start of our engagement we set the challenge of transforming the ground floor of the tower to be a world-leading centre for technology, research, learning and public debate that supports, connects and creates opportunities for local people and businesses.

- 01 Local people and communities should play a key role in designing the public spaces from the start.** Open up the ground floor to be a world-leading centre for technology, research, learning and public debate that supports, connects and creates opportunities for local people and businesses.
- 02 Create a vibrant, sustainable space.** A hub for local innovation that supports, connects and creates opportunities for local people and businesses.
- 03 Ensure the spaces provided contributes to a thriving local, regional and national economy.** Open up the ground floor to be a world-leading centre for technology, research, learning and public debate that supports, connects and creates opportunities for local people and businesses.
- 04 Inclusive innovation.** Create a vibrant, sustainable space that supports, connects and creates opportunities for local people and businesses.
- 05 Re-imagining Regent's Place Plaza.** Open up the ground floor to be a world-leading centre for technology, research, learning and public debate that supports, connects and creates opportunities for local people and businesses.

Delivering affordable housing a five minute walk away at 7-9 William Road

As part of this project we are working to help local people and businesses to improve their lives. We are working with Camden Council to deliver affordable housing at 7-9 William Road, a five minute walk away from Euston Tower. This is a new development of 200 homes, 100 of which will be affordable housing.



Euston Tower: Within Regent's Place and the Knowledge Quarter

Euston Tower is a 20-year-old building that has served many roles. These plans will make the building and public space safe for Regent's Place Place to be a world-leading centre for technology, research, learning and public debate that supports, connects and creates opportunities for local people and businesses.

The plans put forward are drawn by British Land and include such things as a new entrance, new green spaces, new public realm and more community over the last year. It's also co-design workshops, panel events and projects with local groups and individuals. Thank you for everyone who's been part of the process so far for your views, ideas and feedback.

Aspirational employment at Regent's Place

At British Land, we believe that, together with our customers, suppliers and community partners, we can help to create a positive local impact for the future. We are working with local people and businesses to improve their lives. We are working with Camden Council to deliver affordable housing at 7-9 William Road, a five minute walk away from Euston Tower. This is a new development of 200 homes, 100 of which will be affordable housing.



Design development since July

In July, we presented a range of options for Euston Tower and discussed how they had been shaped by local priorities, aspirations and past challenges through the consultation process. Since then we have conducted a series of feedback reviews and made some further refinements. A summary of the key changes made is below.

- 01 Welcoming spaces for innovation.** We've changed the design at the bottom of the building so that it doesn't appear so much over the public outdoor spaces. We have also changed the entrance to be more welcoming and inviting for local people to visit and use the building.
- 02 Internal design and programming of the community hub for local innovation.** Working with experts, Regent's Place has developed a concept for how the design and programming of the public spaces can be supported to create a vibrant local hub and connected to the surrounding area.
- 03 A reduction in the width of the building.** We have reduced the width of the building so that it doesn't appear so much over the public outdoor spaces. We have also changed the entrance to be more welcoming and inviting for local people to visit and use the building.
- 04 The colour of the building.** We have made changes to the colour of the building so that it is in keeping with the planning conditions and the wider area. [Find out more about the colour.](#)

You can find out more about the journey so far and how the designs have been shaped by these discussions on the next banner.

The story so far

Thank you to the 450+ people who've been involved to date.

Creating a Community Engagement and Social Impact Strategy: February 2022

This was the first part of the process, from which we identified both objectives and priorities and set out how to create a vision for action. Tower Bridge meets the needs of our local community, we delivered an engagement programme to empower people who live and work in the area to shape the future for Euston Tower in public space. The idea of an engagement programme in public space, with the intent of better housing and outdoor spaces including habitats, made sense. You can find out more about the process and workshop details on part of this programme by scanning the QR code below.



Throughout the process, we committed to:

- 01 Put the community at the heart of development**
Using a participatory approach, the central building, the workability of where, contents and appearance and other factors have been to shape future design.
- 02 Diversity**
Involve people from a range of backgrounds, ages, genders, ethnicities and communities, so the diversity of London.
- 03 Young people**
Provide spaces for young people's voices to be heard, alongside other opportunities.

- 04 Trace**
Understand how the local community uses and wants to use different spaces.
- 05 Connect**
Provide opportunities for people and networks to connect, including online, online discussions, and a collaboration with the local community.

"We need larger, flexible spaces. 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!"
-Hannah, Euston Tower Team (Euston Tower Team)

"The plaza is not rain proof and it's already a paved tunnel. It only really works in the summer but there is also no shelter from the sun!"
-James, Euston Tower Team (Euston Tower Team)

"Showcases are needed to display what goes on inside!"
-Euston Tower Team (Euston Tower Team)

"We want to see more trees and green space!"
-Euston Tower Team (Euston Tower Team)

Public engagement workshops: January – July 2023



We held a series of co-design workshops, panel events and discussions with our local community over 2023 and received a number of ideas including public spaces, including in the public realm and sustainability. Feedback from these workshops informed the design process.

- Street Interviews on Regatta Place** - January
- Meet the Team Event** - 21 February
- Exploring Inclusivity in the Public Realm - Co-design Workshop** - 21 March
- Exploring Inclusivity in the Public Realm - Panel Event** - 9 April
- Exploring Interior Spaces for public use and programming** - 13 April
- Interior Spaces for Public Use and Programming Panel Event** - 21 May
- Exploring exterior spaces for public use co-design workshops** - in May
- Exploring exterior spaces for public use and programming panel event** - 20 May
- Discovering Environmental Sustainability Event** - 21 July

In addition to the structured co-design workshops, a number of other ideas and suggestions were made which we will continue to explore. Thank you to everyone who has taken the time to help us to think about what we can do to improve the public realm and what we can do to improve the public realm.

Creative Producers Programme: February – June 2023

As part of our commitment to social impact, we have sought to provide benefits to local people during the process. As part of this, we have funded a number of local organisations and artists who will benefit from the Euston Tower project. We have funded a programme which has been working with a local network of local people. Our aim is to produce a programme of art and community activities in the public realm and surrounding area, which will be a positive employment opportunity for local people and will also bring to their local area. We will be producing a programme of art and community activities in the public realm and surrounding area, which will be a positive employment opportunity for local people and will also bring to their local area. We will be producing a programme of art and community activities in the public realm and surrounding area, which will be a positive employment opportunity for local people and will also bring to their local area.



Future of Euston Tower: Phase 1 Public Exhibitions: July 2023

Between 8-20 July we held an exhibition to share the developing proposals for the future of Euston Tower. Also taking place were key events and will be the main focus of the exhibition.



Key feedback topics

Local voices and feedback have been consulted on regularly throughout the project. The project team has sought to learn from the feedback workshops and from the decisions in response to the key topics and themes that have been identified as important during engagement to date. Details on how this feedback has been incorporated are included on the following banners.

- Publicly accessible amenities**
Find out more on banner 5.
- Opportunities, education or otherwise, for children and young people**
Find out more on banner 5.
- Adaptable spaces that support social and cultural activities**
Find out more on banner 5.
- A 'community hub' that can accommodate a variety of existing local groups**
Find out more on banner 5.
- Contributing to the supply of local housing**
Find out more on banner 5.
- Better connectivity and routes**
Find out more on banner 6.
- Shelter from the wind and rain**
Find out more on banner 8.



The Future of Euston Tower: Phase 1 Public Exhibition

The Future of Euston Tower: Phase 1 Public Exhibition



A thorough and detailed approach to environmental sustainability

Cutting edge sustainability goals, with full transparency of our assessments and approach.

The starting point for this project was a thorough investigation into the condition of the vacant Euston Tower as it is today and how to bring it back into use in an environmentally conscious way.



The current condition of Euston Tower

The feasibility work

We were asked to commission a feasibility study to consider the existing condition of Euston Tower, options required to meet building regulations, constraints and different options to bring the building back into use. This process was completed in February 2022, and is now going through a third party review. More is being done to test the independent third party review, and will publish the study once complete.

This work led to the conclusion that the most appropriate approach is to bring forward design that meets the reinforced concrete 'buildability' of the whole basement structure and the other reinforced concrete structure, and to bring forward a design that meets the reinforced concrete 'buildability' of the whole basement structure and the other reinforced concrete structure, and to bring forward a design that meets the reinforced concrete 'buildability' of the whole basement structure and the other reinforced concrete structure.



Fitting into a low-carbon, circular future

Our aim is to minimise waste and carbon emissions. This document explores the approach to achieving net zero carbon, the challenges and using less materials (reducing embodied carbon) and using less energy (operational carbon) and using less energy (operational carbon) and using less energy (operational carbon).

CO₂



- 01 We started our assessment of the building building in its initial condition.
- 02 We looked at current options for alternative uses for the existing structure of these options were local and current options were local and current options were local and current options were local.
- 03 It was agreed that best use of the Tower is to build commercial use so we started with the existing structure for delivering our services which is the best use of the existing building as possible.
- 04 Throughout this process, we have been in constant dialogue and communication with the client and the wider industry to ensure we are delivering the best possible solution for the client and the wider industry.



- 01 Use less and build efficiently. Our primary strategy is to use less, but not less. This means reducing the amount of materials used and ensuring the most efficient use of materials.
- 02 Preference reuse, upcycle, and recycle. We recognise that it is important to reuse, upcycle, and recycle materials wherever possible. This means finding places where materials can be used, recycled, or upcycled, with a focus on reuse in the building.
- 03 Use low carbon materials during redevelopment. We are committed to using low carbon materials wherever possible. This means using materials with low embodied carbon wherever possible.
- 04 Offset residual carbon. Once we have reduced carbon emissions as far as possible through reuse, upcycle, and recycle, we will offset any remaining carbon emissions through carbon offsetting.

Glass recycling progress update

We are in the process of recovering and recycling glass from the building. Our aim is to recover as much glass as possible and recycle it in a sustainable way.



Recovering glass from Euston Tower

Why is this innovative? Building glass is used by construction in the demolition process. This means that glass can be recycled into new high quality building glass. However, it is not used and lost in low quality applications, or in other applications. This process is known as downcycling, because the material can never be recycled back into high quality and high resources are required to make new glass.

There are good reasons to try this:

- Every tonne of crushed glass (also known as cullet) saves 300kg of carbon and 100kg of energy from the manufacturing of new glass.
- It would mean that the glass at Euston Tower could avoid more than 100 tonnes of unnecessary carbon in the manufacturing of new glass being emitted into the atmosphere, which is equivalent to 400 tonnes of weight reduction.

Concrete recycling progress update

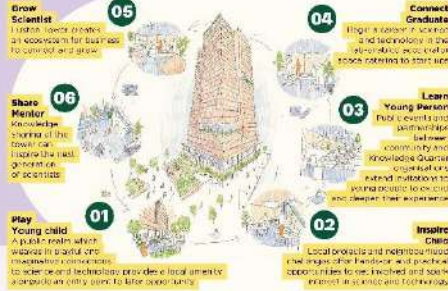
We are currently progressing a system to cut out some of the concrete from the building. This will be used in the proposed building. This is a good use of the material.

- We are exploring where we can reuse materials in London and across the UK and abroad.
- Where reuse isn't possible, we will be recycling the concrete from the building to landfill.
- We will also be exploring and evaluating all the options to find the best way to handle the concrete to improve our net zero carbon footprint.

Public space: A Neighbourhood Lab for connection and collaboration

The vision for Euston Tower

A key aspiration for Euston Tower is to provide opportunities for people at different stages of their lives. This aspiration was identified through co-design workshops and conversations with the community from the start of the project. From welcoming spaces to play for children, to progression and an array of indoor and outdoor young people's centres, to vibrant meeting and work spaces, from start-ups to established companies, people at different stages of their career – from entry level to senior level – and students will benefit from sharing and exchanging ideas and supporting challenges and collaboration.



Neighbourhood lab - a hub for local innovation: Concept for the public spaces across the three bottom floors of Euston Tower

During conversations over the past year, lots of people shared with us how important it is that the public spaces in Euston Tower we create are useful and successful in creating an ecosystem that connects the government to business and research in the building. There is a strong local history of people, small business and community working together to deliver and create for the local community, and we hope that the spaces and support and built on this collaboration. The concept of a Neighbourhood Lab has been inspired by successful things that are already happening in Glasgow Living Laboratory for Productive Medicine, which enables to develop 400,000 and 100,000 people, bringing academics and local people to work and share their expertise for that to what supporting local people in Glasgow, creating new jobs, skills, development opportunities, and sharing the lab's local research, expertise, local ideas, concepts could help bring local people and the community together, and we think it would be a very successful local lab.

We're still in early stages of developing the concept, and a priority will also be to ensure that the spaces are usable and usable for the community every day and for sustained over time.

"There should be daily or weekly events put on by the community e.g. music, dance, art installations, gaming"

James Brown, local resident

"We need larger, flexible spaces. 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"

Lucy Brown, local resident

"Events and exhibitions should support a multi-use function of the public spaces and this should be an activated area where a lot of voices can be seen"

Pauline Brown, local resident

"A space to run events pushes activation of a space into the evening"

Pauline Brown, local resident

A welcoming environment which excites and inspires

Very early on in the design process local people highlighted how important it is that the entrance to Euston Tower feels inclusive and welcoming, so that everyone knows they can enter. The entrance has been designed to that it is lit with light, the space will have good lighting into the building, with a lot of space and draw in usability, safety, and more.



04

Inside the Neighbourhood Lab

The Neighbourhood Lab will be a hub for local innovation, and has been designed over three floors, with flexible spaces to accommodate a wide range of uses. We are also bringing forward lab-enabled accelerator spaces and other pioneering workspaces above.

1 Ground floor Interact

The ground floor has been designed to be welcoming, meeting and a space open to everyone to spend time in. The local character can be enjoyed in interactive activities, provide local businesses, providing security, allow for community and collaboration, all activities across the floor will be designed to help drive with spaces for people to get involved, discuss, watch a demonstration and engage with an organisation.

Our shared spaces will feature shared work, providing an inspiring, comfortable environment for people to use as they please when it is not in use for talks or demonstrations - to use their lunch, a meeting, come to work or walk through an open-plan workspace.



1 First floor Exchange

The First Floor is dedicated to social, meeting and collaboration uses, including a destination cafe, open and informal meeting spaces to meet people, rooms for people to meet, and will include a public urban courtyard. The space is intended to be a social space for people to meet, discuss, and share ideas about ongoing projects and innovation opportunities.



2 Second floor Innovate

Work and a range of different types of activities with the building's public spaces. The second floor will provide a variety of shared rooms for working, workshops and training, as well as publicly accessible facilities which will be designed in collaboration with Regent's Place. The space will be open to all, providing a public facility with an innovation, learning and training centre, and meeting rooms which could be used by local groups. Above the second and first floors will feature spaces to encourage collaboration and knowledge exchange.

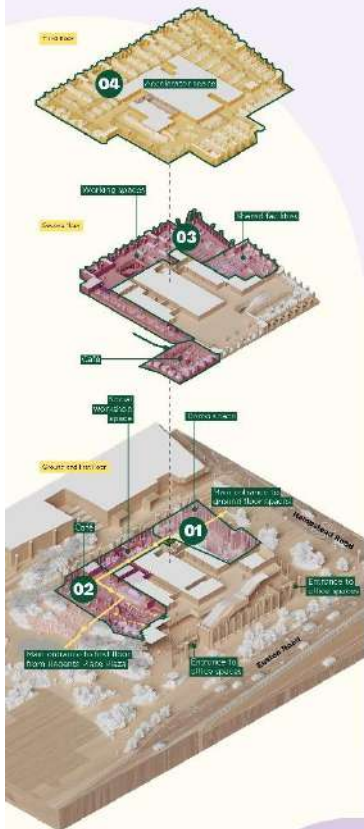


↑ The upper floors Lab-enabled accelerator space for start-up businesses

The upper floors of the building will provide flexible and scalable space designed to cater to start-up businesses. These pioneering workspaces will offer the best of work and leisure, for innovated businesses to thrive.

Pioneering workspaces to meet Knowledge Quarter demand

There is a shortage of the science and innovation space in the Knowledge Quarter. Regent's Place provides the space and facilities to meet demand for innovative and laboratory space and supports the local economy.



Creating a safe, connected and inspiring public realm

We're working closely with DSDHA, an acclaimed architecture, landscape and research studio, on a new design for Regent's Place Plaza, the public square outside Euston Tower – to make it a greener and more welcoming space.

Key principles for design
The following key principles have been shared by community co-design workshops and were the starting point for the design development:

- Create connectivity to encourage people to walk and avoid too many vehicles
- Green spaces and trees to provide outdoor to the urban setting
- Provide shelter from the wind
- Places for play incorporated across the public spaces

Taking inspiration from the 19th Century London's wild heathland

With its location on the corner of Regent's Place, Euston Tower is perfectly positioned at the entrance to North West London with Camden Town and Regent's Place beyond. The public realm design proposals have been influenced by the natural inspiration from the wild heathland, woodlands, grasslands and wetlands to create a play area with a natural feel and to encourage walking through the public realm through the site, spaces, including on Brook Street and Homebush Road.



Viewing inspiration from North West London and Homebush Road

Responding to concerns and feedback relating to wind conditions

We've received lots of feedback around this, the concern being that people may be facing the wind from the street or plaza. We've designed Regent's Place Plaza with a windbreak to provide a sheltered area to the east, Euston Road, with wind and noise to be reduced. The windbreak will also provide a wind shelter in the summer months. The windbreak will provide a sheltered area to the east, Euston Road, with wind and noise to be reduced. The windbreak will also provide a wind shelter in the summer months. The windbreak will provide a sheltered area to the east, Euston Road, with wind and noise to be reduced. The windbreak will also provide a wind shelter in the summer months.

"The plaza is not rain proof and it's already in wind tunnel, it only really works in the summer but there is also no shelter from the sun"
Richard Spence, Project Lead at Regent's Place Plaza

"Green space, nature, trees and grass"
Christine Scales, South London Regent's Place Plaza

"We want to see more trees and green space"
Richard Spence, Project Lead at Regent's Place Plaza



Examples of public spaces with greenery and trees in the public realm

Emerging landscape layout proposed in the areas surrounding Euston Tower



"We want to see better connectivity through the building with new public walking routes and an existing podium and terraces to encourage more people to use it"
Richard Spence, Project Lead at Regent's Place Plaza



- 01 View towards and through Brook Street (see above)
- 02 View of public realm looking towards Brook Street (see above)
- 03 View towards central plaza (see above)
- 04 View from Triton Street (see above)
- 05 Windbreak with multiple levels of trees to provide shelter
- 06 Grassland with wild play areas
- 07 Civic Square with flexible water feature
- 08 Windbreak with multiple levels of trees
- 09 Accessible landscaped on-way to podium level
- 10 East West primary pedestrian and cycle route
- 11 Woodland landscape with wild play opportunities
- 12 New park area on Brook Street
- 13 Woodland in public realm along Euston Road
- 14 Improved landscaped civic public realm with occasional trees and grass
- 15 Improved public realm on Brook Street with mounds and planting

Regent's Place Plaza: Creating a civic square



Example of a modern plaza: Regent's Place, London (Credit: Urban Land Institute)

The proposals would provide a round civic square with a water feature that can be turned off and drained completely to make way for installations, events and screenings.

The final design would be subject to a public consultation process. It will also include a plan for the water feature, which can be turned off and drained completely to make way for installations, events and screenings.



Example of a large public square: Regent's Place, London (Credit: Urban Land Institute)

"The central part of Regent's Place plaza needs to have a sheltered seating area/stage"

Urban Land Institute

"Circular seating space to debate, learn about other people's cultures"

Urban Land Institute



Example of a large public square: Regent's Place, London (Credit: Urban Land Institute)

"Regent's Place should have area for children's play and be a place parents feel comfortable and safe"

Urban Land Institute

"Semi-permanent interactive spaces for young and students to engage in, in the plaza"

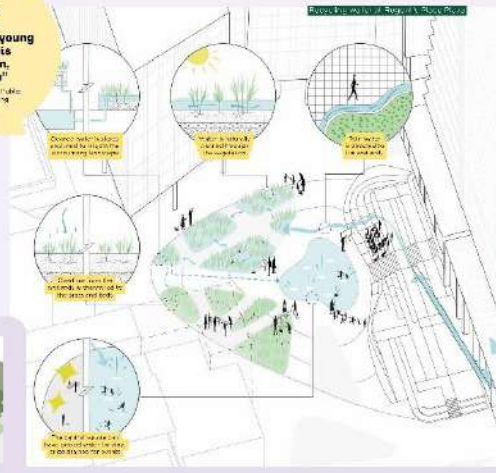
Urban Land Institute



Example of a large public square: Regent's Place, London (Credit: Urban Land Institute)

A square that can be used for learning

Learning can be supported through the use of permanent and temporary installations, events and screenings. This will also include a plan for the water feature, which can be turned off and drained completely to make way for installations, events and screenings.



Example of a large public square: Regent's Place, London (Credit: Urban Land Institute)



Example of a large public square: Regent's Place, London (Credit: Urban Land Institute)



Example of a large public square: Regent's Place, London (Credit: Urban Land Institute)



Example of a large public square: Regent's Place, London (Credit: Urban Land Institute)



Example of a large public square: Regent's Place, London (Credit: Urban Land Institute)

07



Transforming Euston Tower: Architectural designs

Since we last presented the emerging designs for the building in July, design work has continued to progress and develop.

The following elements of the building's design have been changed:

01 The building has been stepped back further from Hampstead Road to provide more public space

While we did not propose any increase in height of the tower as it is currently, the proposals showed a slight increase in width of the building towards the top to allow for the requirements of the proposed air routes that will move into Euston Tower. The reason for this was to contribute to the line of the high quality development of the main part of the tower of the building that will move into Euston Tower. However, to make space for the public space along the street level, the main part of the building is now set back further from Hampstead Road. We have indicated the width of the building from the design presented in July.



02 The colour

In July we presented proposals for a range of colours and textures for the building's facade. This was informed by the co-design workshops and feedback from local people.

Since then we've changed the colour so that it better reflects the architectural palette we've been looking at. This colour palette is still work in progress.

03 More greening and planting

We've also introduced a lot more greenery on the ground floor of the building so that it's more in line with the greenery and trees that are already within the building area from the past.



Euston Tower today and the future – a comparison

View our made-to-order views of the existing building compared to our current design for Euston Tower, as well as future plans.

Views



© 2013 British Land. All rights reserved. This is a photograph of the building from the street level. The building is illuminated from within, and the sky is a pale, hazy color.



New 100% affordable family homes at 7-9 William Road

As part of this project we have been looking at delivering much-needed housing for Camden at 7-9 William Road.

What is meant by affordable housing and what kind are being proposed for 7-9 William Road?

Affordable housing means to homes are offered at below market value, either for sale or rent, and include the following types of homes:

- Shared ownership
- Rent to buy
- Intermediate rent
- Social rent two housing

All 7-9 William Road are proposing 100% affordable housing that will consist of two houses, two flats, three flats and a two room or more.

Social rented homes are those that are rented from a housing organisation or local council instead of a private landlord and are therefore usually cheaper to rent.

The designs for this project will be developed over the next few months, before being submitted as a separate planning application.

7-9 William Road is a five minute walk from Euston Tower, ideally placed for the new tram, 11 schools, several commercial buildings and lots of amenities and services (shops) in proximity to a number of public parks and schools.

The existing street within is a significant conservation area and isn't listed, but it is included on the Camden Conservation Area which doesn't make building spaces and restrictions are valued by the local community.

Introduction to Matthew Lloyd Architects

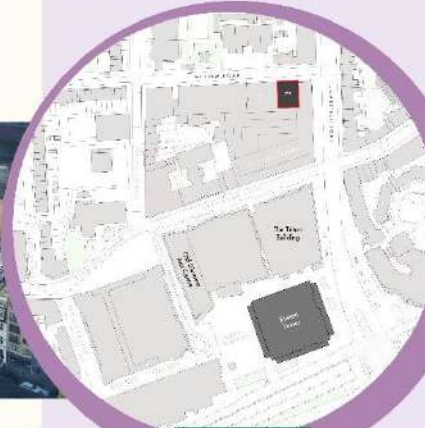
Matthew Lloyd Architects are the perfect team for this project, with their ample experience of working in Camden's no building award winning housing in the area.

Their work includes an award winning project on the Bourne Estate for Camden Council and London House - a fully affordable housing block delivered at The Courtyard nearby. Started in 2012, it was the first in a series of integrated housing, with 200 spaces and 1,800 sqm of amenity space with large balconies.

History of the site

William Road was built in the early 18th century and the first building nearby was a brick row of houses, some of which survived into the early 20th century. In 1859, John Lubbock, founder of the site, was built in the early 1850s by architect William Henry White. It is a fine example of a Georgian style in development and later work. 7-9 William Road was built in the mid-1930s by the same firm to replace the 17-19.

Both buildings housed Debenhams & Co. in the 1960s and later and are now being used as offices by Debenhams. They include a number of two-storey, three-storey and four-storey buildings.



09



7 – 9 William Road design, materiality and sustainability

Although the detailed designs are still being developed, we are planning to sensitively extend the building by one storey in order to provide nine new homes, all of which will be social rented housing.

The building will be designed in a sympathetic way to the existing, original architecture by preserving the locally listed facade and sensitively extending the building upwards by one storey.

A key aspect of the design of the building will be to keep the existing relationship with neighbouring buildings and existing features of the William Road. We will reuse the pattern of the facade and avoid creating features which do not fit the environment.

We have been considering a range of options for the materials that will be used in the building and in the exterior, and we are looking at creating an overall materiality and consistency that flows successfully down the front facade. All homes will have access to outdoor space. Homes on the ground floor will share a courtyard at the rear of the property. Those on upper floors will have full balconies. All materials will be chosen to be well performing and all spaces will also be able to receive a good natural light.

Delivering sustainable homes

We are committed to a sustainable development throughout design and construction. We will be targeting an Energy Performance Certificate (EPC) grade of B for all the new homes, which is a standard that requires a lot of energy efficient homes. All homes will comply with the minimum EPC requirements by 2020.

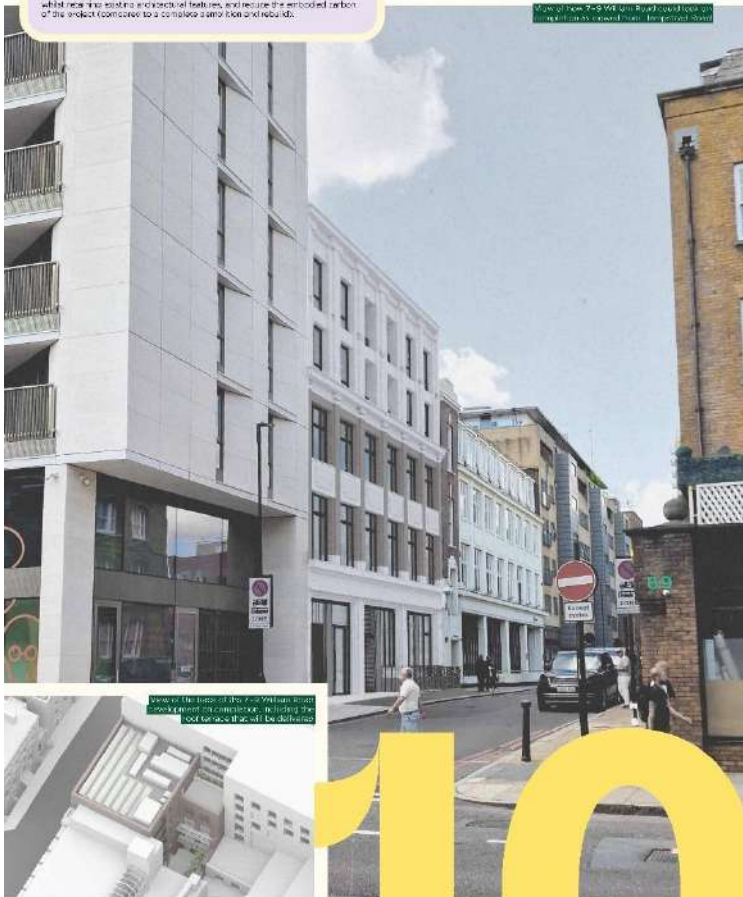
The EPC grade target also means that a typical flat will be created in 7-9 William Road, we will be working with our partners to ensure that we can meet the requirements for homes. We will maximise the energy efficiency of the homes, whilst retaining existing architectural features, and reduce the embodied carbon of the project to contribute to a complete and holistic result.



Examples of the original facade on William Road, showing the existing building.



Proposed extension to the building facade.



View of new 7-9 William Road building extension on William Road, showing the proposed design.



Aerial view of the proposed extension to the building facade, showing the layout of the new homes.



Next steps

Thank you for taking the time to look at the developed designs for transforming Euston Tower. Please do share your feedback with us as we prepare the final designs ahead of submitting an application to Camden Council.

Project Timeline

Early 2022

Consultations with Camden Council officers, Street interviews and meetings with local groups. An individualised feedback process with residents. Feasibility (RIBA started)

December 2022

The engagement workshops with local groups

February to June 2023

Series of advisory workshops to inform development process and local level support, such as public space, health and sustainability. Camden Regeneration programme

July 2023

Public consultation seeking feedback on proposed plans for review by the design team

October 2023

Developed design for Euston Tower shared publicly

Late 2023

Final submission of planning applications for Euston Tower and Mill Lane Road

2025

Completion work on future Euston Tower design (subject to planning permission)

2030

Construction of Euston Tower complete and the building opens, with residents moving into the new development (subject to planning permission)

What we hope

You can provide feedback and ask any questions either by speaking to a member of the team on hand during events, or by scanning the QR below to direct you to an online feedback form and contact details.



If you require any translations of the materials seen today, please do let a member of team know. You can also see your feedback and local information provided to date through our website.

Shaped by conversations with local people, in summary a reimagined Euston Tower will deliver:

- A reimagined tower with operational sustainability goals
- Inclusive involvement responding to local aspirations and opportunities
- Planning workshops for businesses of all sizes
- Safe, connected and creative public realm
- Helping meet Camden's housing needs

Contact us

If you want to find out more, have any other questions or want to get up to date with the latest news, please do get in touch through one of the following ways:

- Call our dedicated consultation website at euston-tower.co.uk
- Email us at info@eustontower.uk



Euston Tower: Join us for a resident's drop-in

We would like to invite you to a meeting for Triton Building residents regarding plans for the refurbishment of Euston Tower.

Members of the project team will be available to talk through any questions you might have at our drop-in session.

We hope to see you there.

**Thursday
28 September
6 - 8pm**

British Land's Offices,
338 Euston Road,
NW1 3HG



Photos of the current building from Euston Road



Get in touch

@ info@eustontower.uk

📍 euston-tower.co.uk



Euston Tower: Join us for our online follow-up meeting

Following our recent drop-in, we are now holding a follow-up online zoom meeting for Triton Building residents and leaseholders to talk through the developed designs for Euston Tower.

Members of the project team will take you through a presentation on the developed designs. Following this will be a Q&A session where you can raise any other questions you might have.

We hope to see you there.

**Tuesday 24 October
6 - 8pm**

Online via Zoom
meeting - please email
us for a link or scan the
QR code below



Photo of the current building from Euston Road

Get in touch

📧 info@eustontower.co.uk
📍 euston-tower.co.uk



Appendix AL: Triton building residents' letters



Dear Triton Building resident,

Invitation to resident's drop-in for Triton Building residents to discuss proposals to transform Euston Tower into a sustainable new building

I am writing on behalf of British Land, the owners of Regent's Place, to invite you to a meeting for Triton Building residents regarding plans for the refurbishment of Euston Tower.

You may remember that in July we shared the emerging proposals to redesign the building and public space outside it at Regent's Place Plaza, 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 design team is currently considering feedback from the exhibition and evolving the designs ahead of a second round of public consultation planned later in the autumn.

As a direct neighbour to the building, we would like to invite you to a dedicated drop-in for Triton Building residents only on **Thursday 28 September**, from 6-8pm at British Land's offices, [338 Euston Road, NW1 3HG](#).

Members of the project team will be available to talk through any questions you might have about the plans.

Please RSVP if you can attend by emailing the team at info@eustontower.uk. If you have any further questions, or can't make the session but would like to meet the team, please don't hesitate to contact the team via this email address. As a reminder, you can review the information presented previously at <https://euston-tower.co.uk/>.

We look forward to seeing you there.

Yours sincerely,

A handwritten signature in black ink, appearing to read "M. Meadows".

Michael Meadows
Head of Planning and Public Affairs
British Land

Appendix AM: Netley Primary School engagement banner

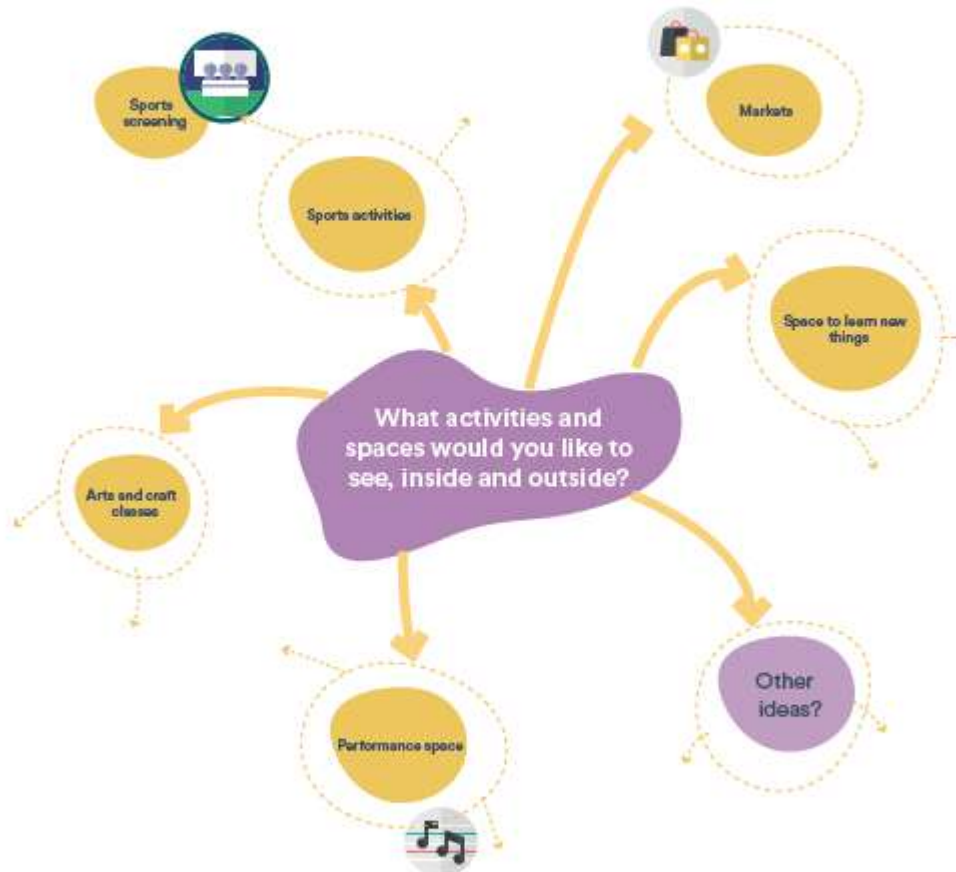
Have your say



Online feedback
You can also provide feedback online through our engagement website. Visit www.euston-tower.co.uk/ or use this QR code.

Your feedback about the uses for Euston Tower will help British Land and the Design Team finalise their designs.

Tell us your ideas for the indoor and outdoor spaces at Euston Tower!



Appendix AN: Third Age Project (TAP) engagement banner

Have your say



Online feedback

You can also provide feedback online through our engagement website. Visit www.euston-tower.co.uk/ or use this QR code.

Your feedback about the uses for Euston Tower will help British Land and the Design Team finalise their designs.

Share your thoughts on the Neighbourhood Lab: A hub for local innovation



CGI image showing proposed thinking of uses for the ground and first floor of Euston Tower

What kind of things would you like to see happening across the public floors of Euston Tower?

Use the post-it note to share ideas!

What kind of local ideas and innovations would you like to see explored in Euston Tower?

What local projects or collaborations could help explore and find solutions to these ideas, so that everyone's contributions help us innovate?

Euston Tower

Public Exhibition

Programming Workshop

Monday 16th October



DSDHA



SOMETHING COLLECTIVE

Introduction

Who's in the Room?

Where We're At In The Process

Community Engagement & Social Impact

Public Engagement Process To Date

Taking Inspiration From The Co-Design Process

"Hub For Local Innovation"

Public Realm Improvements

Before & After

Next Steps

Who's in the Room?

Meet the team

SOMETHING COLLECTIVE



British Land

Development Lead & Management
of Regent's Place



Michael Meadows
Head of Planning



Tim Downes
Development Director



Fusnara Begum
Senior Community
Manager



Saul Collins
Senior Social
Sustainability Executive



Freddie Broadhurst
Social
Sustainability Executive

Something Collective

Community
Engagement



Iain Glover
Director



Roisin Murphy
Senior Project Coordinator

Gerald Eve

Planning Consultants



Sophie Hinton
Planning Consultant



Harry Howat
Planning Consultant

3XN / GXN

Architects &
Sustainability



Laura Wagner
Architect



Denis Olette
Architect



Adam Ozinsky
Engineer



George Pickering
Architect



Ebrahim Olia
Architect

DSDHA

Landscape, Public Realm
& Urban Designers



Deborah Saunt
Architect



Tom Greenall
Architect



Nicole Abernethy
Landscape Architect



George Bousios
Architect

Communications Agency

Communications Advisor



Duncan Hepburn
Partner & Director



Ellie Tucker
Account Director



Harry Sorensen
Senior Account Manager



Christian Steffen
Account Executive

Gardiner & Theobald

Project Management



Jess Pennell
Project Manager



Gavin Williams
Project Manager



Max Downes
Project Manager

Forth

Public Use



Dee Halligan
Founding Director

Matthew Lloyd Architects

Architects for
7-9 William Road



Matthew Lloyd
Architect



Daisy Zhai
Architect



Alex Spicer
Architect

Who's in the Room?






























Meet the team

SOMETHING COLLECTIVE



DSDHA



| <u>British Land</u> | <u>Something Collective</u> | <u>3XN / GXN</u> | <u>DSDHA</u> | <u>London Communications Agency</u> | <u>Gardiner & Theobald</u> | <u>Matthew Lloyd Architects</u> |
|--|--|--|--|---|--|---|
| Development Lead & Management of Regent's Place | Community Engagement | Architects & Sustainability | Landscape, Public Realm & Urban Designers | Communications Advisor | Project Management | Architects for 7-9 William Road |
|  Michael Meadows Head of Planning |  Iain Glover Director |  Laura Wagner Architect |  Deborah Saunt Architect |  Duncan Hepburn Partner & Director |  Jess Pennell Project Manager |  Matthew Lloyd Architect |
|  Tim Downes Development Director |  Róisín Murphy Senior Project Coordinator |  Denis Olette Architect |  Tom Greenall Architect |  Ellie Tucker Account Director |  Gavin Williams Project Manager |  Daisy Zhai Architect |
|  Fusnara Begum Senior Community Manager | <u>Gerald Eve</u> Planning Consultants |  Adam Ozinsky Engineer |  Nicole Abernethy Landscape Architect |  Harry Sorenson Senior Account Manager |  Max Downes Project Manager |  Alex Spicer Architect |
|  Saul Collins Senior Social Sustainability Executive |  Sophie Hinton Planning Consultant |  George Pickering Architect |  George Bousios Architect |  Christian Steffen Account Executive | <u>Forth</u> Public Use | |
|  Freddie Broadhurst Social Sustainability Executive |  Harry Howat Planning Consultant |  Ebrahim Olla Architect | | |  Dee Halligan Founding Director | |

Where We're At In The Process

Project Timeline

SOMETHING COLLECTIVE

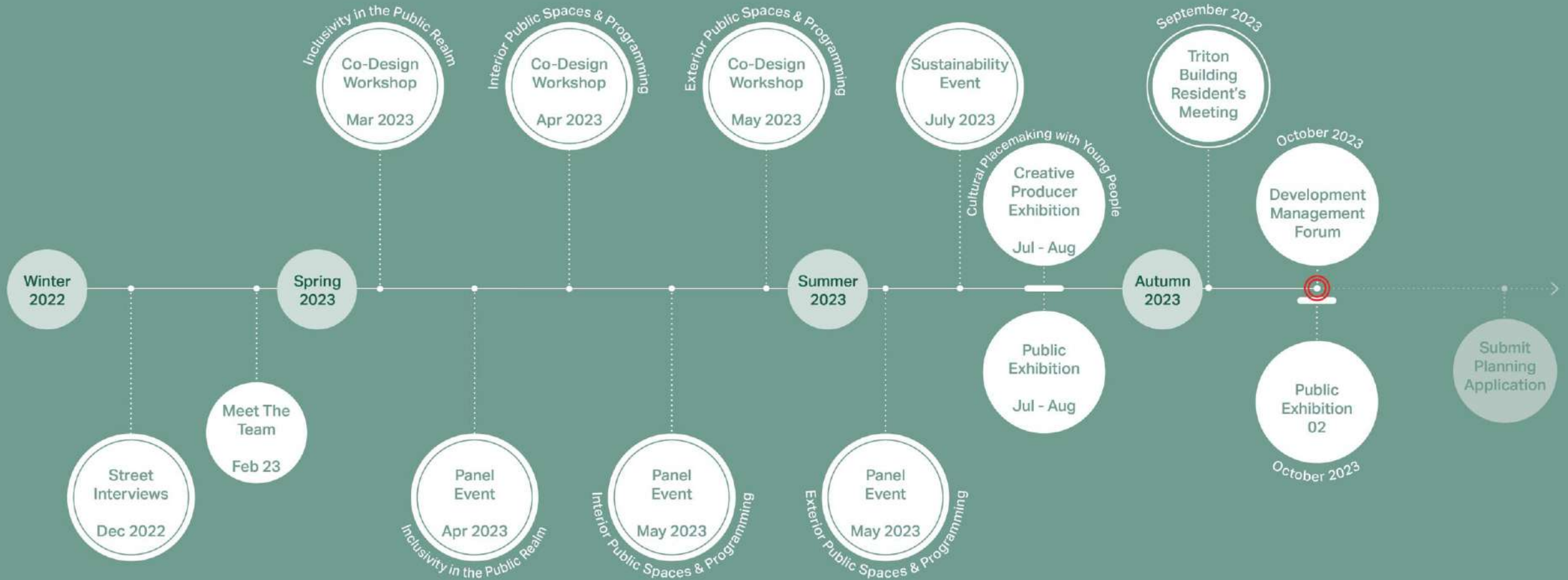
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DSDHA

British Land

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Community Engagement & Social Impact

Co-Design Process to Date

Public Engagement Process to Date

Co-Design Workshops

SOMETHING COLLECTIVE

LCA

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British Land

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GXN



Public Engagement Process to Date

Panel Events

SOMETHING COLLECTIVE

LCA

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British Land

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Public Engagement
Co-Design Workshops

SOMETHING COLLECTIVE

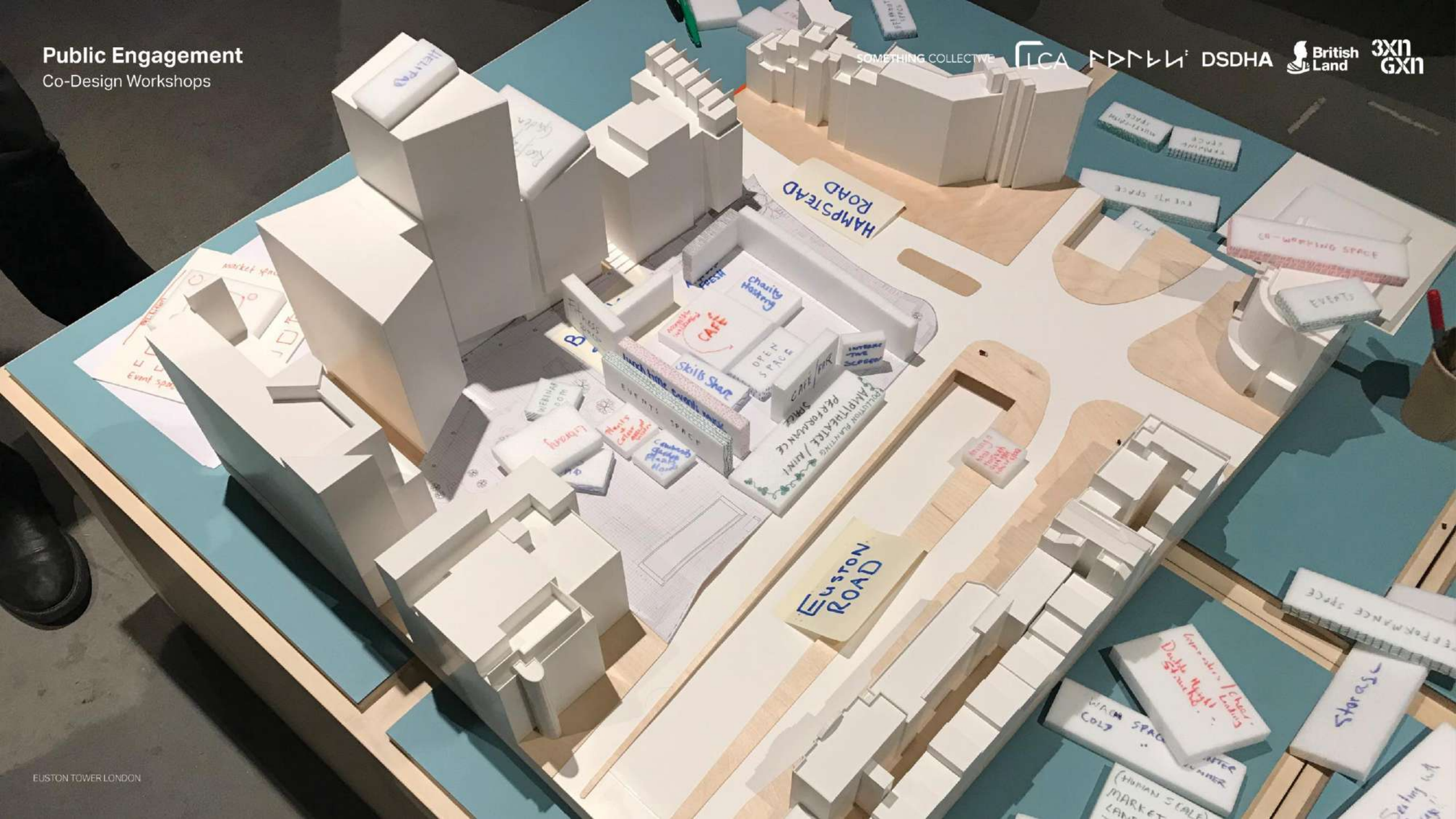
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DSDHA

British Land

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GXN



Creative Producers

As part of our commitment to social impact through the Euston Tower project, we have sought to provide benefits to local people, testing our engagement strategy themes while putting the local community at the heart of the development.

Our Creative Producer programme, which has seen us working with a collective of young people from Camden to produce a documentary film and photography exhibition. The aim is to spark ideas, reflections and conversations to inform the design development for Euston Tower, while providing employment opportunities for local young people, and connecting them to place through a cultural placemaking project.

We have provided the Creative Producers with access to skills and training in film and photography, working alongside industry professionals, as well as training in presentation, interview skills and storytelling, working with Camden based creative arts organisation Sankofa Storytelling Arts.



Public Engagement Process to Date

Public exhibition in July

SOMETHING COLLECTIVE

LCA

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DSDHA

British Land

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GXN



How we've taken Inspiration from the Co—Design Process

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

LOVE THE IDEA OF CONNECTING PEOPLE THROUGH META-WORKING SPACES

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

UTILITY SPACES!
MOVEABLE SCREENS!

PLEASE DON'T BLOCK THE WINDOWS WITH STAIRS

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

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 INSIDES

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

VERY GOOD

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

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

Existing Hampstead Road View

SOMETHING COLLECTIVE

LCA

FDNL

DSDHA

British Land

3X11
GX11



Entrance View

Reflected community insights

SOMETHING COLLECTIVE

LCA

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DSDHA

British Land

3X11 GXN



It needs to be somewhere we can see all that is already going on. It needs to have more programming than now.

Could there be a space that is weatherproof. Sheltered from the wind and rain?

Making the base of Euston Tower as open as possible would make people want to enter. 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

A space for books / community library that's accessible and reflective of different cultures

Euston Tower needs showcases to display what goes on inside

There needs to be a narrative to the space. This could revolve around a central cafe, 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.

Existing Euston Road View

SOMETHING COLLECTIVE

LCA

FDNL

DSDHA

British Land

3XN
GXN



Main Entrance View

Reflected community insights

SOMETHING COLLECTIVE

LCA

FDNL

DSDHA

British Land

3XN
GXN

Nice and practical. I like the idea of thinking of disabled people.

More greening!

There should be more green trails. Something colourful to bring you from the bus stops into Regent's Place Plaza

We also need to protect against noise from the road as it is so busy. I am interested in a green wall to stop pollution and protect the people using the public spaces.



Existing Regent's Place Plaza View



Regent's Place Plaza View

Reflected community insights

SOMETHING COLLECTIVE

LCA

FDNETH

DSDHA

British Land

3X11
GXN

Euston Tower needs big spaces that feel inviting and welcoming, maybe incorporated with a cafe space

We should have an arboretum, trees, a performing space. I like the theatre area but I think the drama and performances need to be linked to the history of the place. I think the steps make a great area for performance.

Multi-functional outdoor space for the community

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

There should be a children's play area



Existing Interior View



Flexible Double-Height Interior View - Activated

Reflected community insights

SOMETHING COLLECTIVE

LCA

FDNETH

DSDHA

British Land

3X11
GXN

Need larger, flexible spaces. 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

There should be a space to encourage local entrepreneurs in the area. Like an 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

Support a multi-use public function of the space and this should be an activated area where a lot of voices can be seen.

It needs to have a wow factor!

A space to run events pushes activation of a space into the evening

Floors higher in the space for Community



Key Feedback from the Co-Design Process

SOMETHING COLLECTIVE

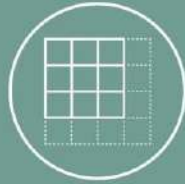


DSDHA



Provide Shelter

From the wind and rain



Adaptable & Supportive

Spaces that support social and cultural activities



Generate Opportunities

Education or otherwise, for young people and children



Fully Accessible

Publicly accessible to all



Increase Social Housing

Contributing to the supply of social housing



Better Connectivity

Better connectivity and routes



Community Hub For Everyone

A Community Hub that can accommodate a variety of existing local groups

Missions

Five key themes

SOMETHING COLLECTIVE

LCA

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DSDHA

British Land

3X11 GXN



A net zero tower with inspirational sustainability goals



Inclusive innovation responding to local aspirations and opportunities



Pioneering workspaces for businesses of all sizes



Safe, connected and creative public realm



Deliver housing to meet Camden's needs

Section Stack

Programme through the building

SOMETHING COLLECTIVE

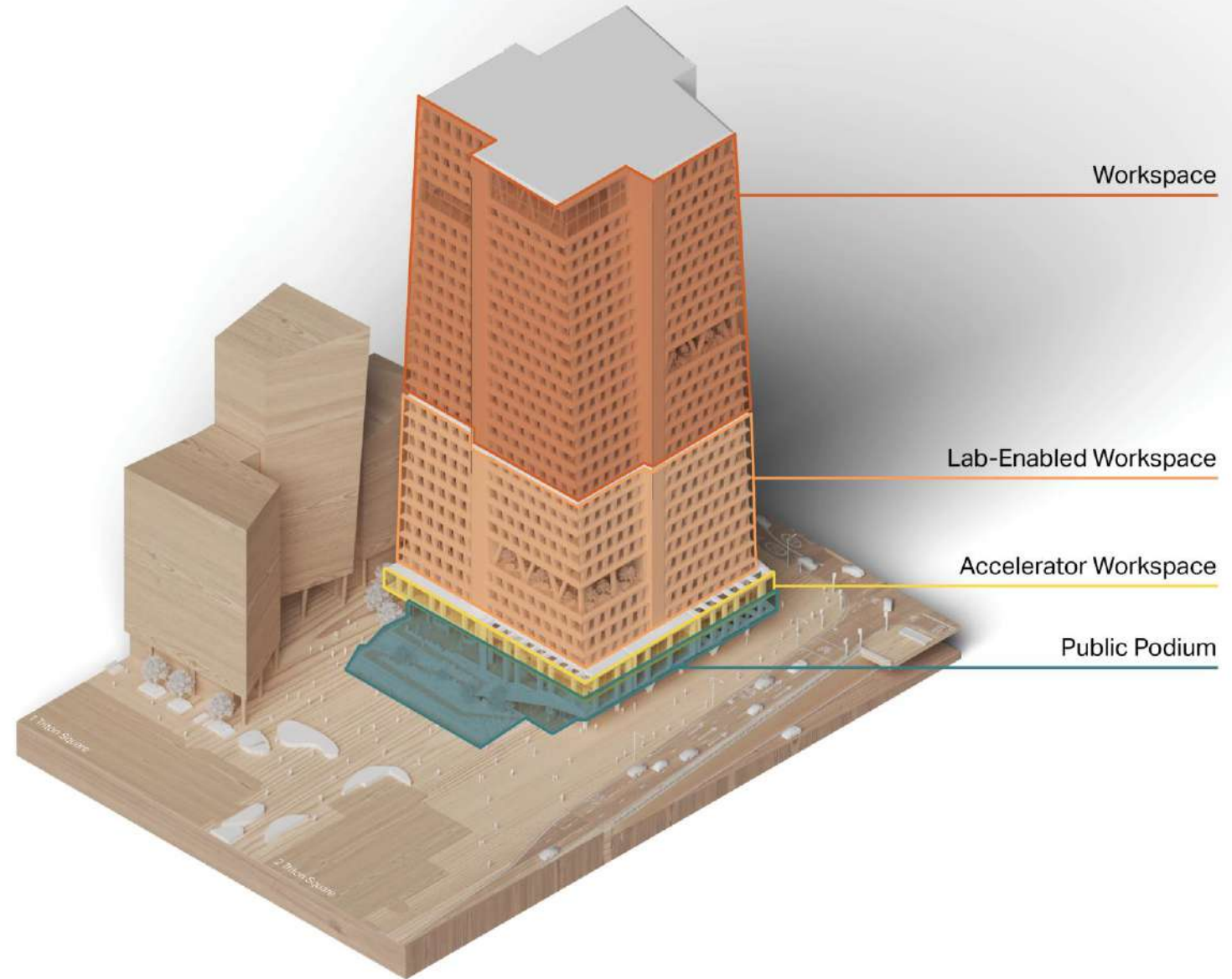
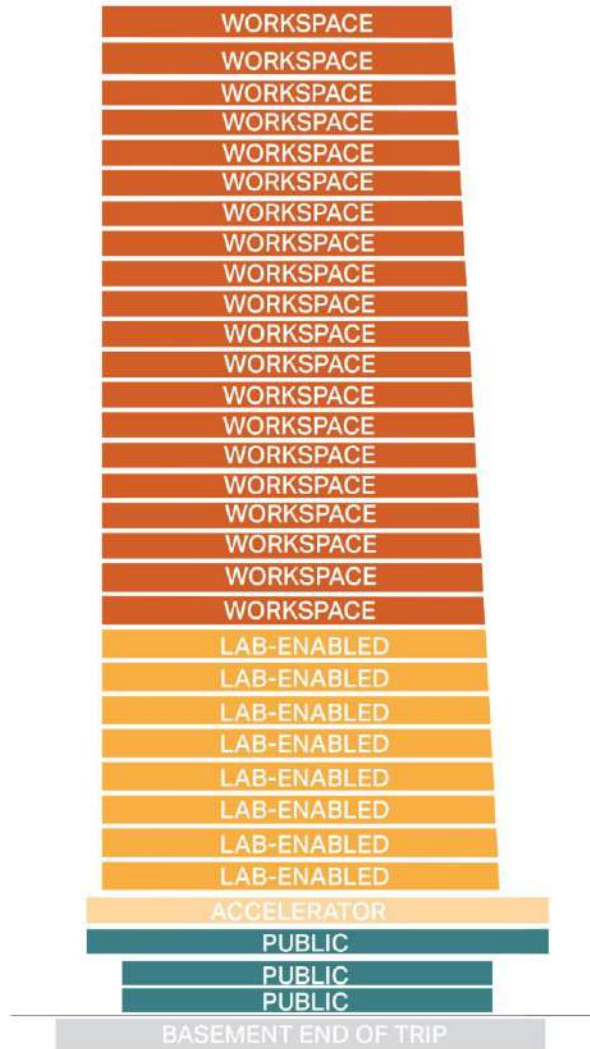
LCA

FDRLH

DSDHA

British Land

3X11 GXN



5. GROW

SCIENTIST

EUSTON TOWER CREATES AN ECOSYSTEM FOR BUSINESSES TO CONNECT AND GROW



4. CONNECT

GRADUATE

BEGIN A CAREER IN SCIENCE AND TECHNOLOGY IN THE LAB-ENABLED ACCELERATOR SPACE CATERING TO START-UPS



6. SHARE

MENTOR

KNOWLEDGE SHARING AT THE TOWER CAN INSPIRE THE NEXT GENERATION OF SCIENTISTS



3. LEARN

YOUNG PERSON

PUBLIC EVENTS AND PARTNERSHIPS BETWEEN COMMUNITY AND KNOWLEDGE QUARTER ORGANISATIONS EXTEND INVITATION TO YOUNG PEOPLE TO EXTEND AND DEEPEN THEIR EXPERIENCE



1. PLAY

Young child

A PUBLIC REALM WHICH WEAVES IN PLAYFUL AND IMAGINATIVE CONNECTIONS TO SCIENCE AND TECHNOLOGY PROVIDES A LOCAL AMENITY ALONGSIDE AN ENTRY POINT TO LATER OPPORTUNITY



2. INSPIRE

child

LOCAL PROJECTS AND NEIGHBOURHOOD CHALLENGES OFFER HANDS-ON AND PRACTICAL OPPORTUNITIES TO GET INVOLVED AND SPARK INTEREST IN SCIENCE AND TECHNOLOGY



SOMETHING COLLECTIVE



DSDHA



Public Realm Improvements

Existing Public Realm

SOMETHING COLLECTIVE

LCA

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DSDHA

British Land

3XN
GXN

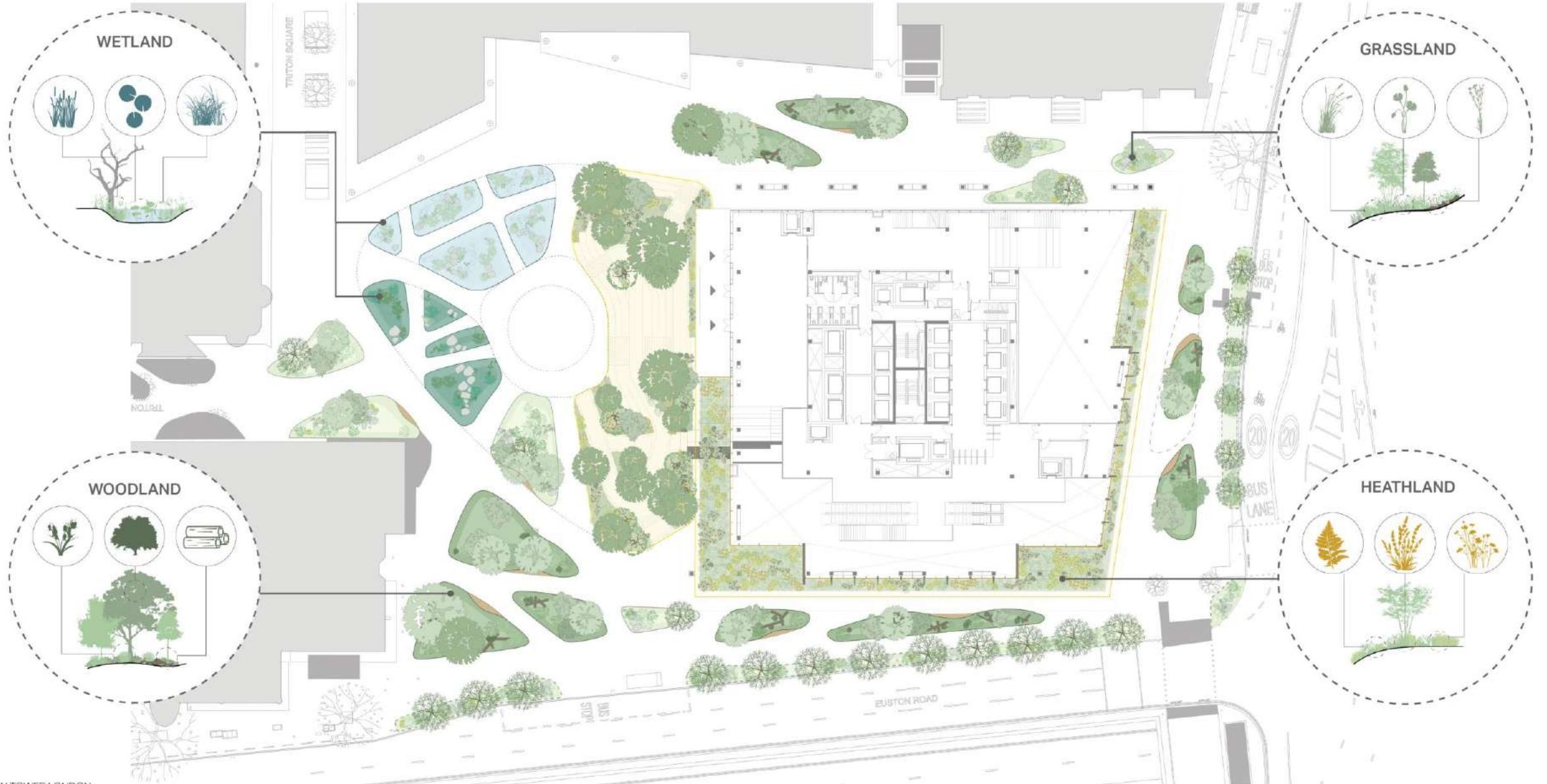


EUSTON TOWER LONDON

A Mosaic of Habitats

SOMETHING COLLECTIVE

LCA FDTN L DSDHA British Land 3XN GXN





Edge Seating



Stepped Edge

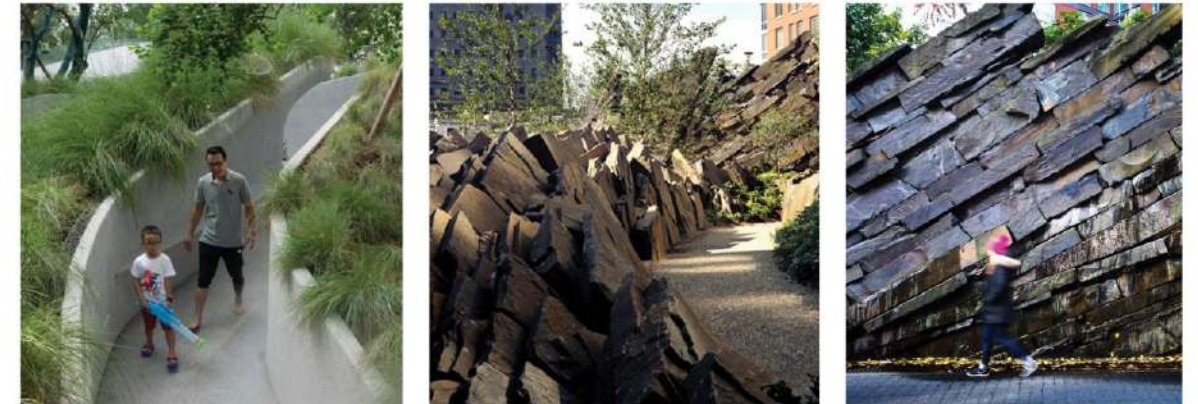


Rain Gardens



EUSTON TOWER LONDON

Steep Edge



SOMETHING COLLECTIVE



DSDHA



SOMETHING COLLECTIVE

LCA F&T&L

DSDHA

British Land

3XN GXM



SOMETHING COLLECTIVE



DSDHA



Hub For Local Innovation

HAMPSTEAD
ROAD

Welcome

Neighbourhood
Innovation Hub

5. GROW

SCIENTIST

EUSTON TOWER CREATES AN ECOSYSTEM FOR BUSINESSES TO CONNECT AND GROW



4. CONNECT

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BEGIN A CAREER IN SCIENCE AND TECHNOLOGY IN THE LAB-ENABLED ACCELERATOR SPACE CATERING TO START-UPS



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2. INSPIRE

child

LOCAL PROJECTS AND NEIGHBOURHOOD CHALLENGES OFFER HANDS-ON AND PRACTICAL OPPORTUNITIES TO GET INVOLVED AND SPARK INTEREST IN SCIENCE AND TECHNOLOGY



Hub For Local Innovation

A space for connection and collaboration, harnessing and supporting local talent and skills to address local challenges

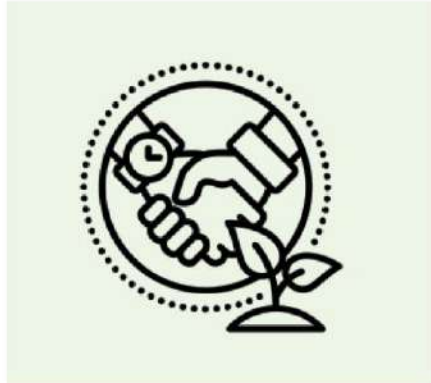
SOMETHING COLLECTIVE



DSDHA



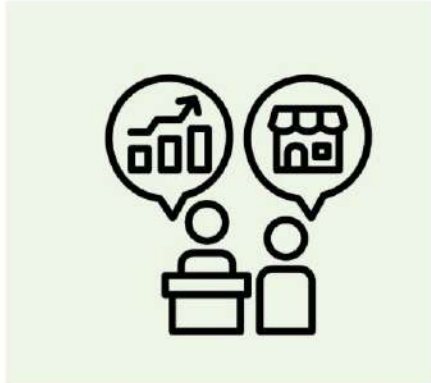
An amenity and resource for the closest communities



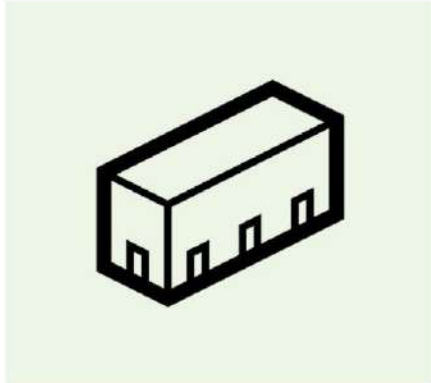
Enabling collaborative projects & partnerships



A platform for local ideas, innovation and problem solving



Providing learning, skills & pathways to work



Accessible for all ages to engage in science & technology

Inclusive

Flexible

Practical

Accessible

Inviting

Reliable

A Living Lab approach

A creative social space for local communities to design and experience their own future

- Open, collaborative innovation ecosystems working with communities on real-life challenges
- Running a roster of innovative projects & businesses with sustainable impact, using co-creation, rapid prototyping & testing
- Connecting and facilitating between communities, research organisations, companies and government
- An established and recognised format in civic, academic and corporate contexts



Hub For Local Innovation

A space for connection and collaboration, harnessing and supporting local talent and skills to address local challenges

SOMETHING COLLECTIVE



Living Lab example #1: Academic [UCL People and Nature Lab, Stratford](#)



"The People and Nature Lab's home at Pool Street West has been purpose-built. We have access to modern facilities including research laboratories, collaborative workspaces, and our own experimental roof terrace where we can trial new technologies and ideas in a controlled environment."

Living Lab example #2: Community / charitable [Bristol Living Lab, Knowle West Media Centre](#)



"Bristol Living Lab is a community of citizens, artists, technologists, researchers, businesses and public sector organisations who come together to create and test new ideas, tools and technologies to address the challenges we face both locally and globally."

Living Lab example #3: Commercial & corporate [Liberte Living Lab, Paris](#)



"It aims to support the transition of public and private organizations, of all sizes and in all sectors, towards new economic models with a positive social and environmental impact."

A Neighbourhood Lab at Euston Tower A platform for local creativity, collaboration and skills



Ensuring that local science, technology and innovation skills and resources are channeled toward local benefit, the Neighbourhood Lab can support and build on strong local community, civic and academic partnerships,

Euston Tower



SOMETHING COLLECTIVE



DSDHA



Next Steps...

HAMPSTEAD ROAD
LEVEL 1
1000000000

Welcome

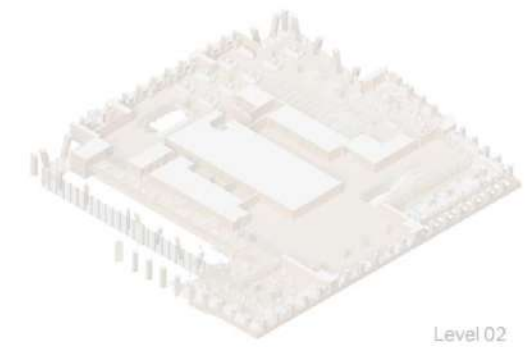
Neighbourhood Innovation Hub

What's On?

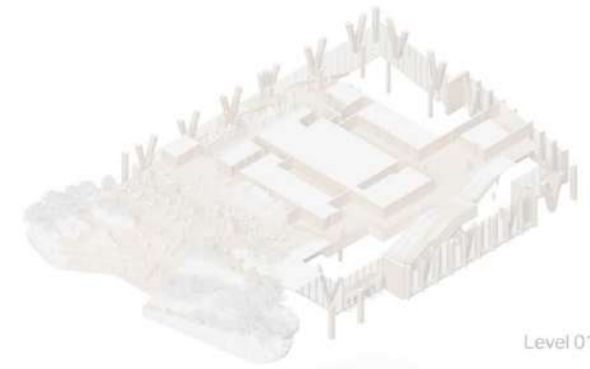
Appendix

Ground Floor: Welcome Zone & Demonstration Space

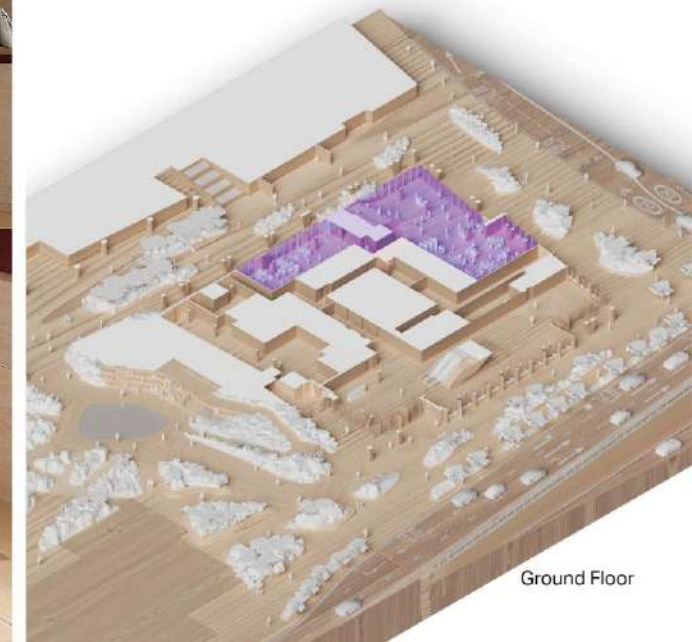
Qualities: Outward facing; inviting; active



Level 02



Level 01



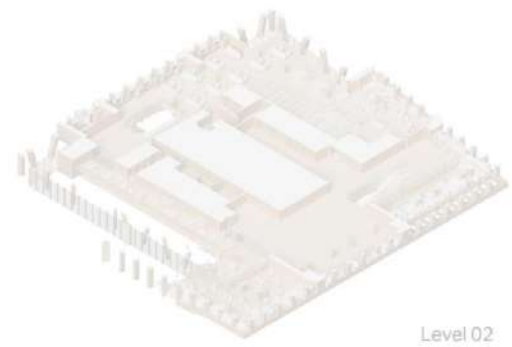
Ground Floor

Ground Floor: Welcome Zone & Demonstration Space

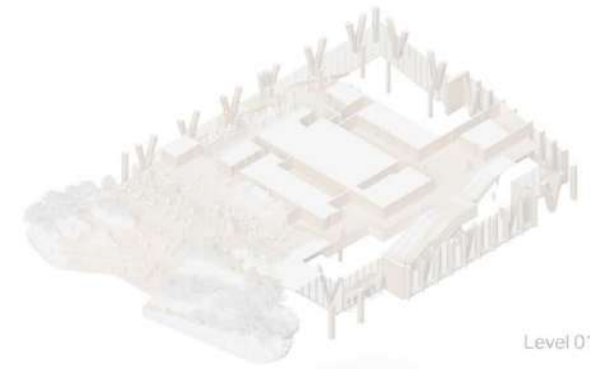
Qualities: Outward facing; inviting; active



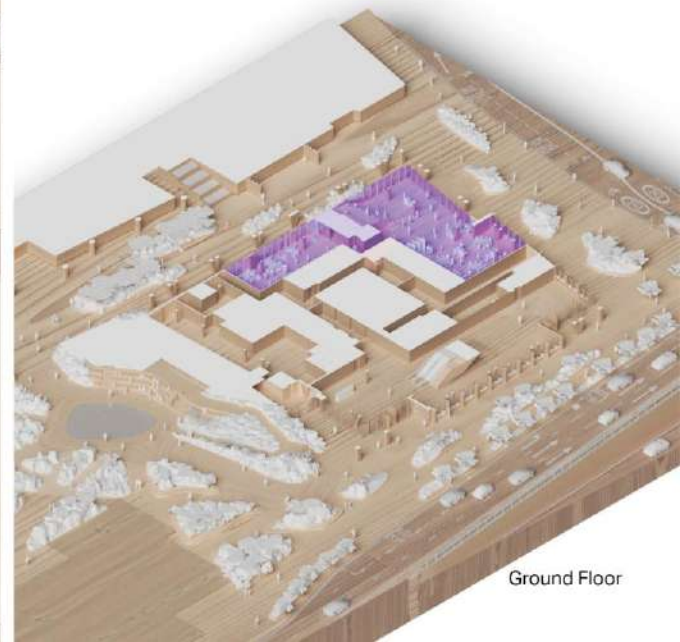
Welcome point



Level 02



Level 01



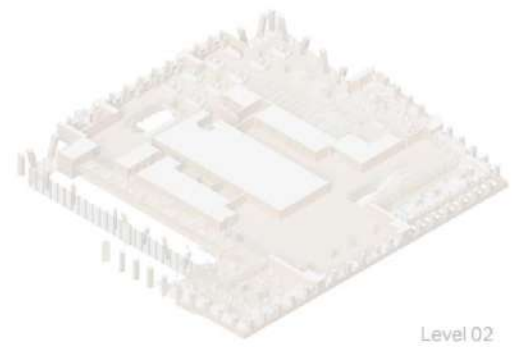
Ground Floor

Ground Floor: Welcome Zone & Demonstration Space

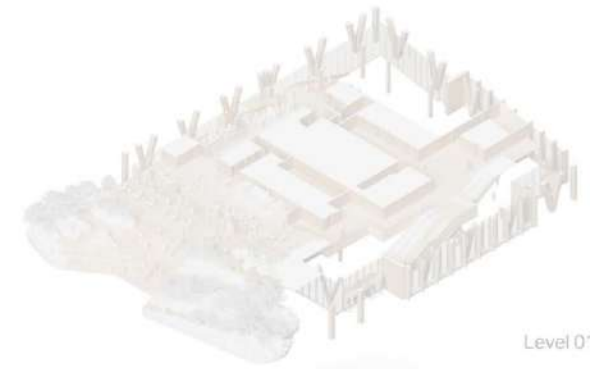
Qualities: Outward facing; inviting; active



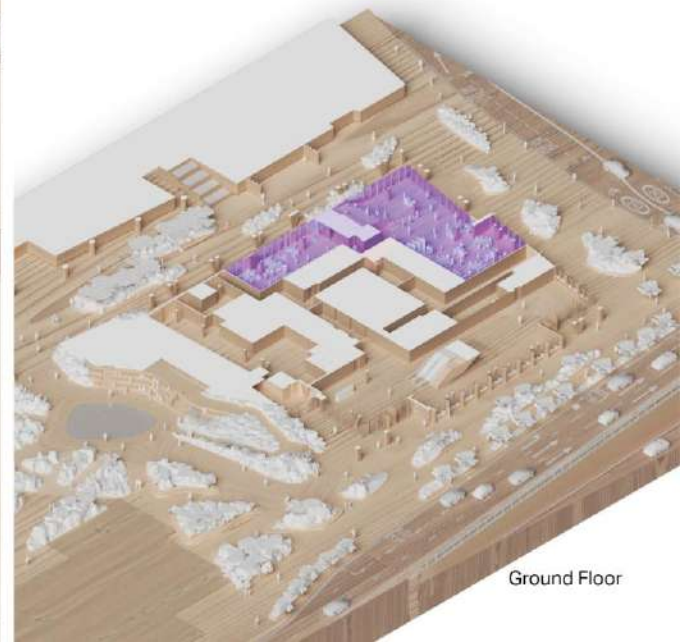
Demonstration Space



Level 02



Level 01



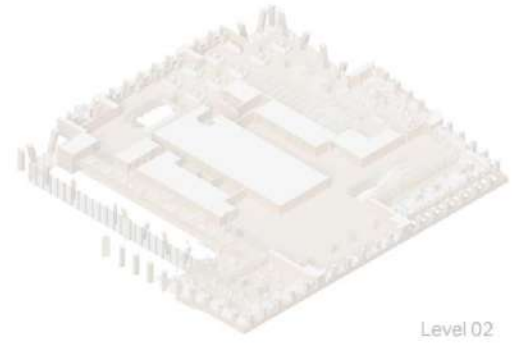
Ground Floor

Ground Floor: Welcome Zone & Demonstration Space

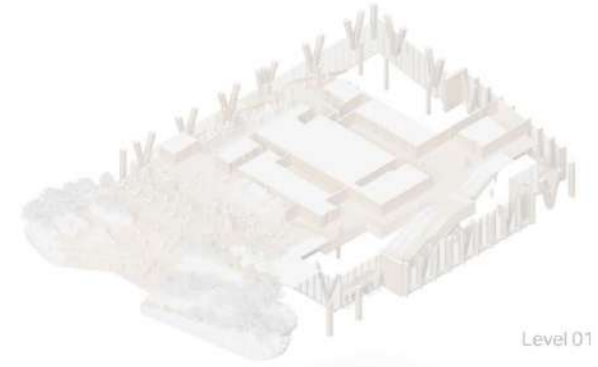
Qualities: Outward facing; inviting; active



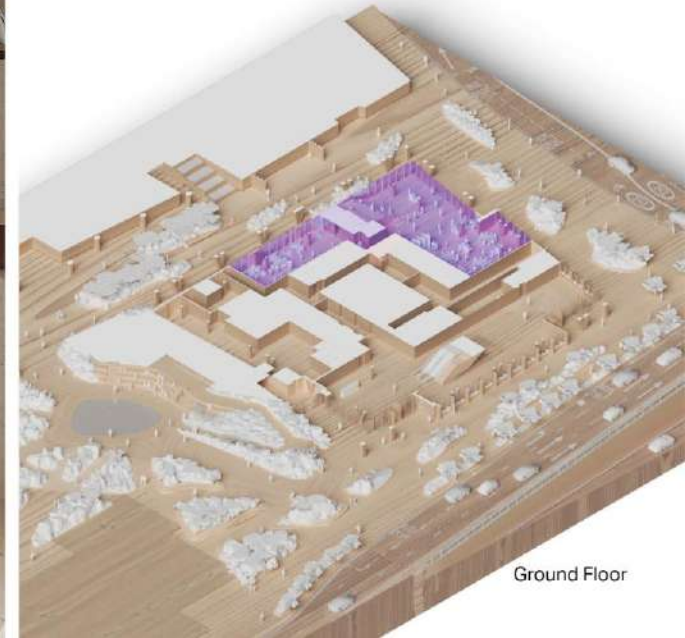
Informal Gathering



Level 02



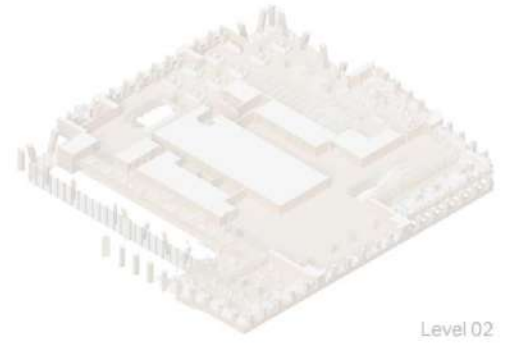
Level 01



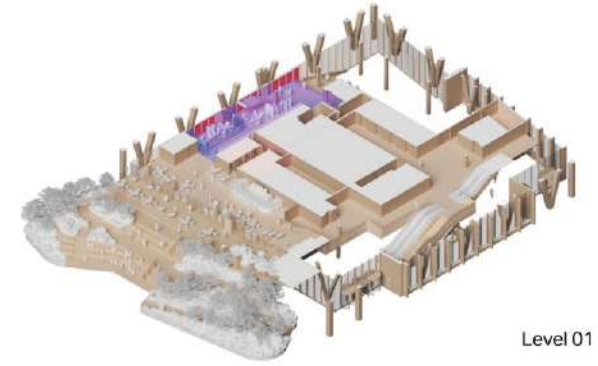
Ground Floor

Level 01: Open Informal Meeting Spaces, Pin-Up Walls & Pop-Up Project Hubs

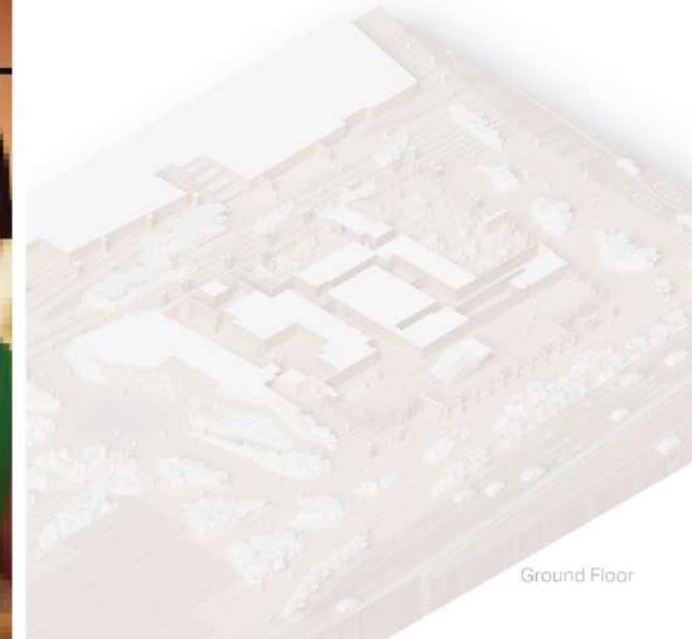
Qualities: Fluid; flexible; open



Level 02



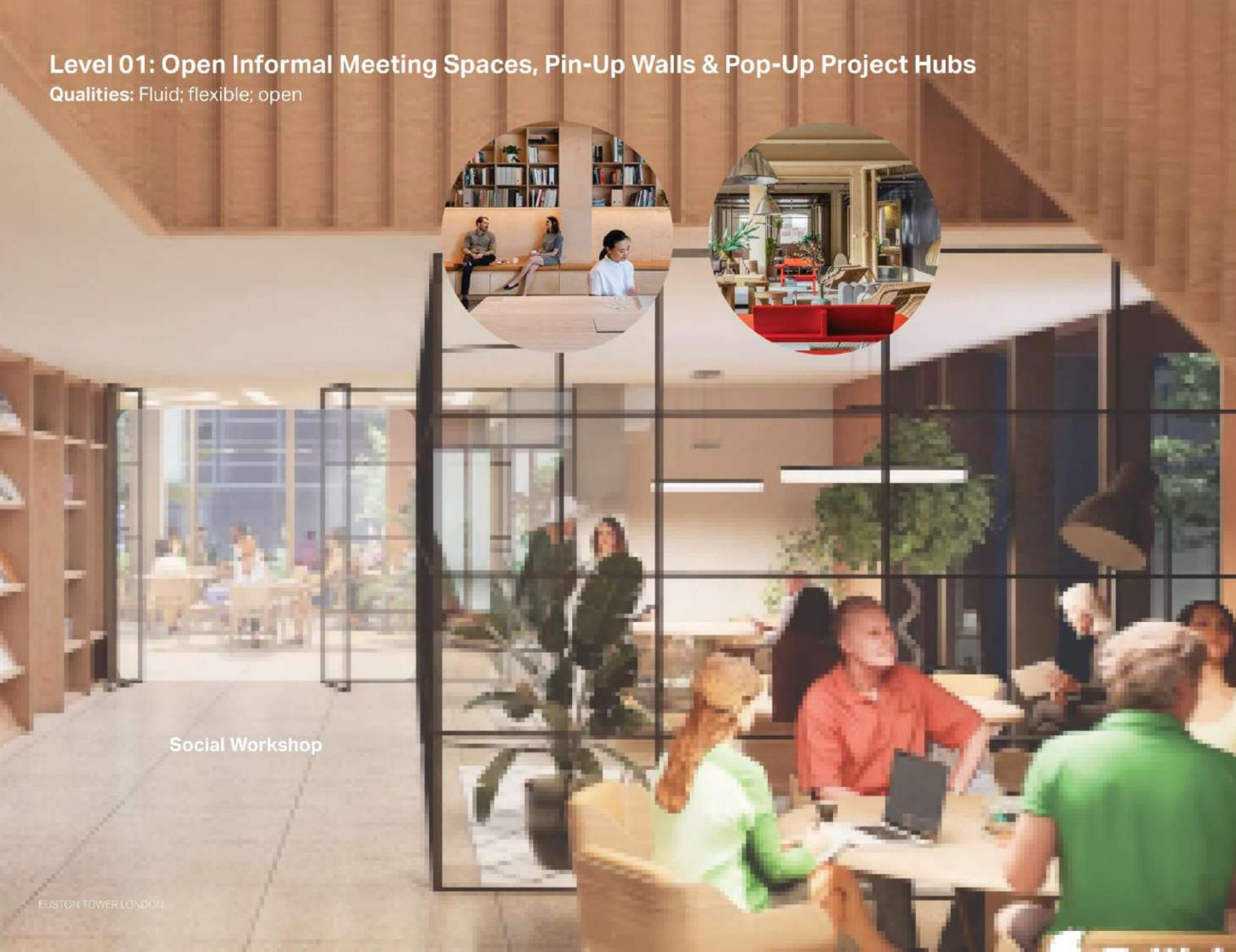
Level 01



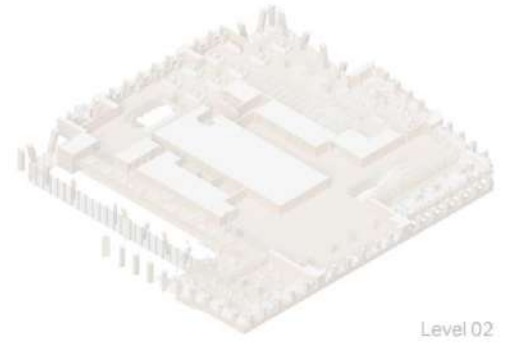
Ground Floor

Level 01: Open Informal Meeting Spaces, Pin-Up Walls & Pop-Up Project Hubs

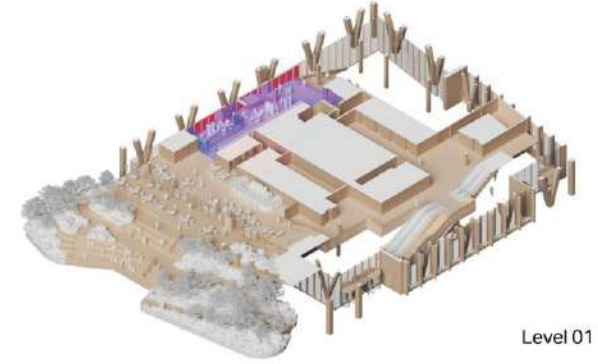
Qualities: Fluid; flexible; open



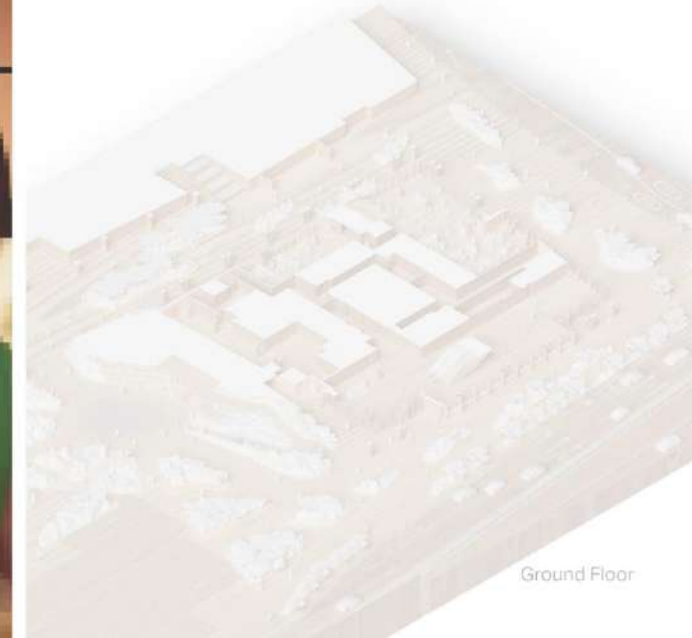
Social Workshop



Level 02



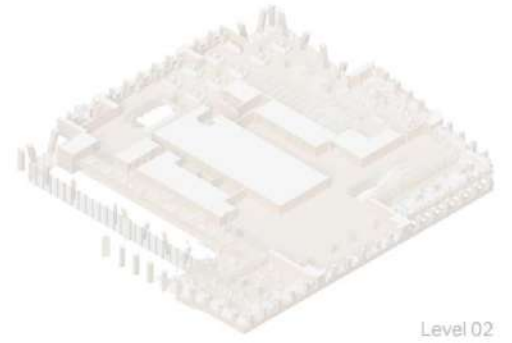
Level 01



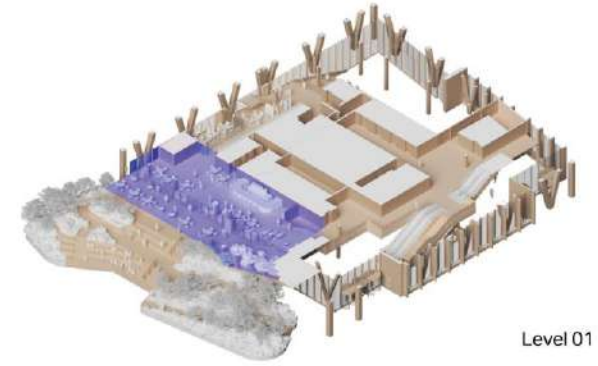
Ground Floor

Level 01 - 02: Collaboration Spaces & Social Stair

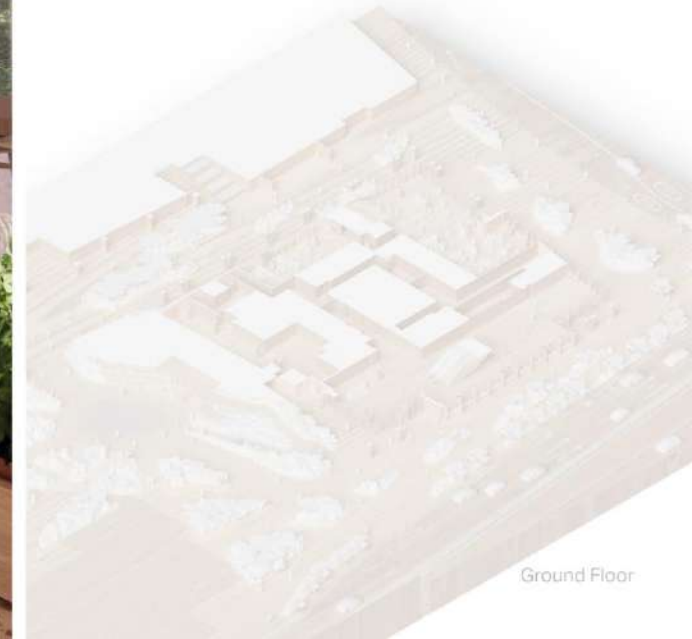
Qualities: Fluid; flexible; open



Level 02



Level 01



Ground Floor

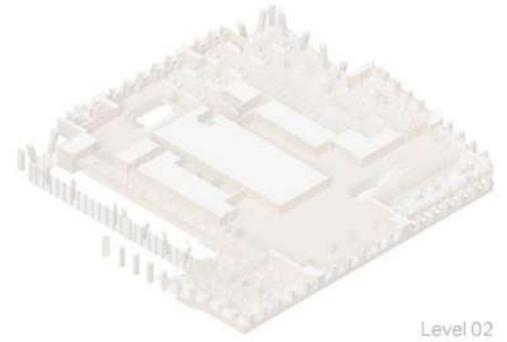
Level 01 - 02: Collaboration Spaces & Social Stair

Qualities: Fluid; flexible; open

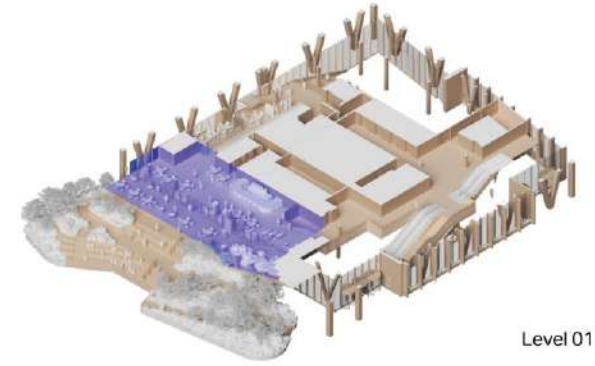


Cafe
Informal / Formal meetings

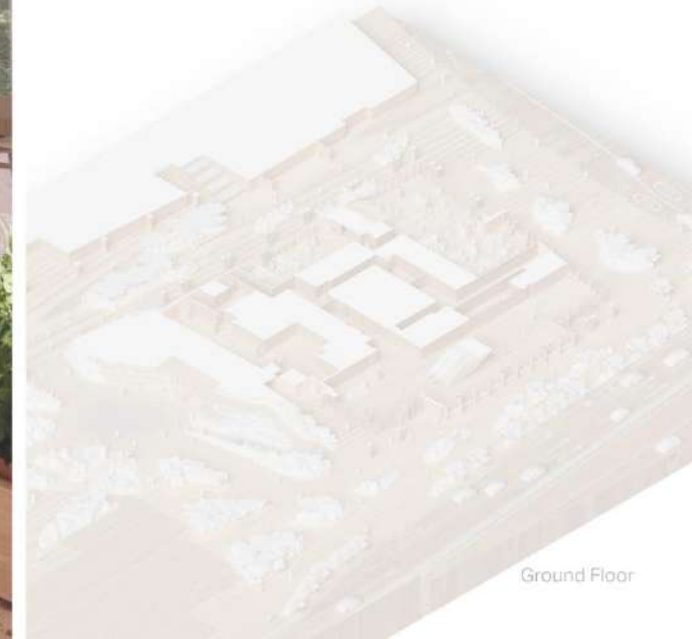
EUSTON TOWER LONDON



Level 02



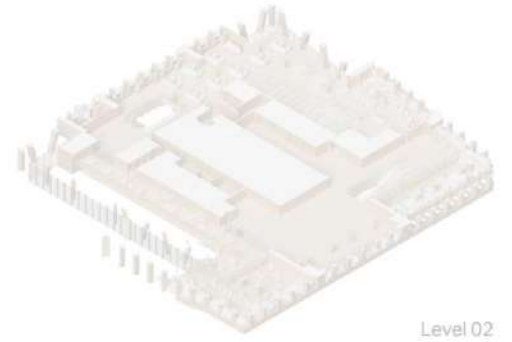
Level 01



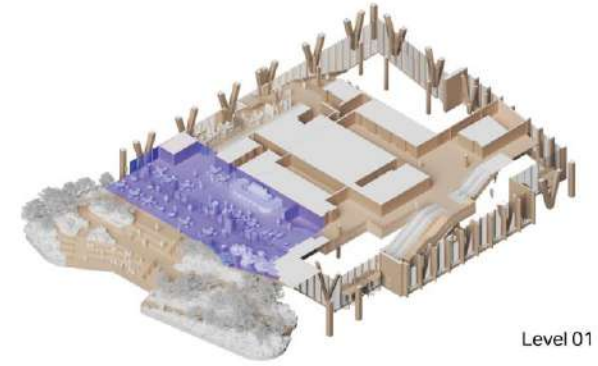
Ground Floor

...with a link to the Public Realm

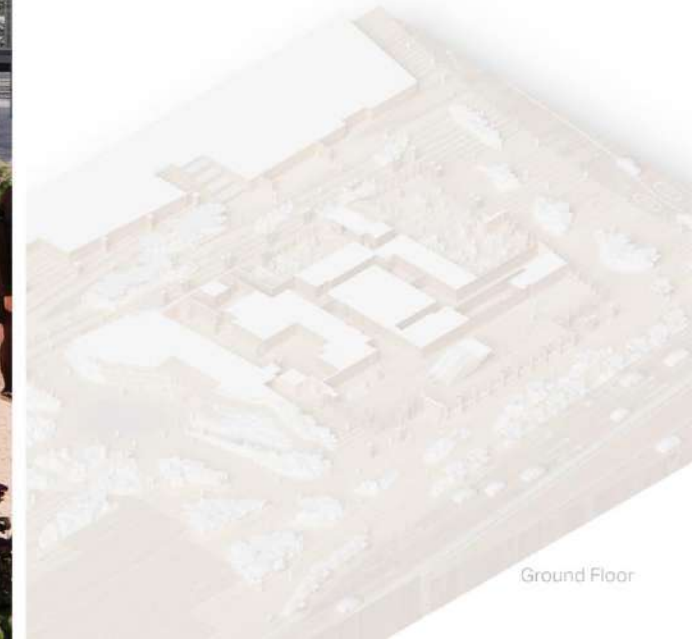
Qualities: Fluid; flexible; open



Level 02



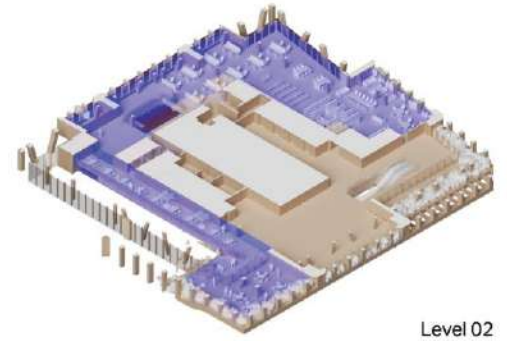
Level 01



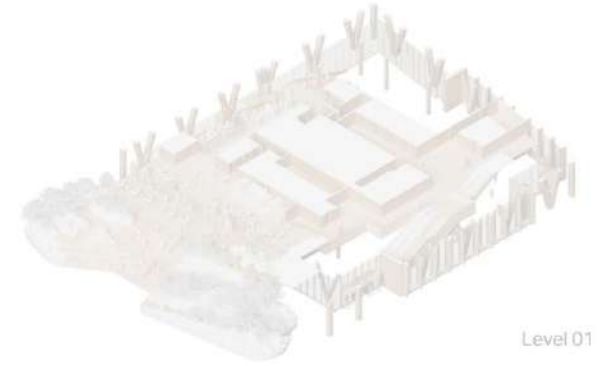
Ground Floor

Level 02: S / M / L Meeting Rooms, Workshop Spaces, Media Rooms

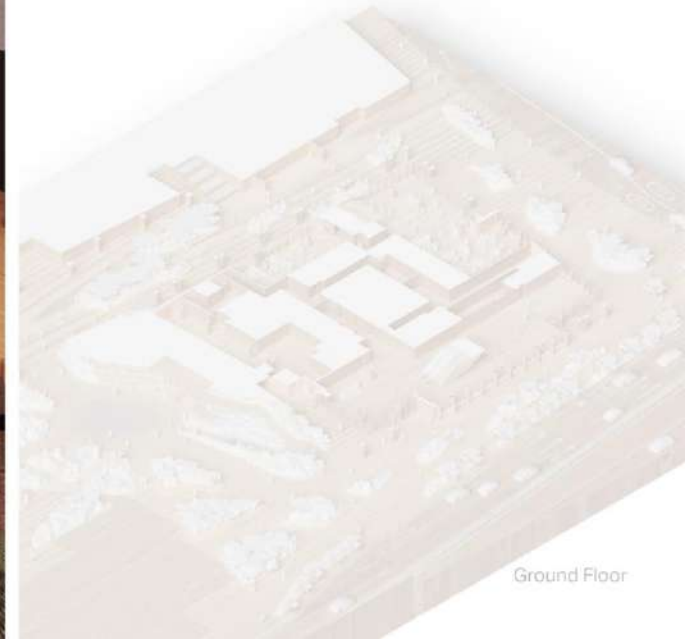
Qualities: Focused; resourced



Level 02



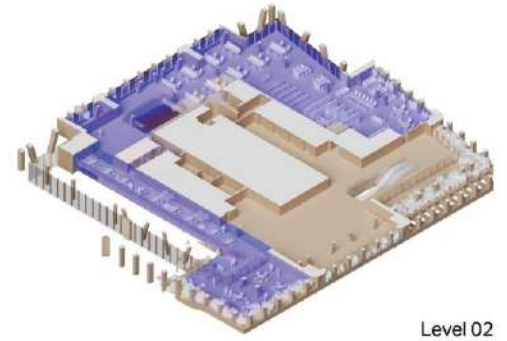
Level 01



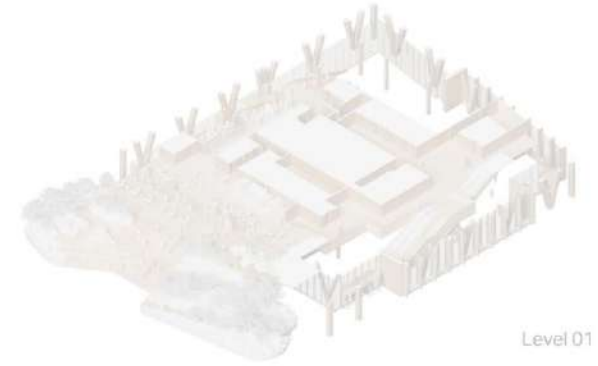
Ground Floor

Level 02: S / M / L Meeting Rooms, Workshop Spaces, Media Rooms

Qualities: Focused; resourced



Level 02



Level 01



Ground Floor

Shared facilities

EUSTON TOWER LONDON

Before & Afters

View from Euston Road

Existing



View from Euston Road

Proposed



Note: viewpoint may not correspond exactly with existing viewpoint

View across Regent's Place Plaza

Existing



View across Regent's Place Plaza

Proposed



Note: viewpoint may not correspond exactly with existing viewpoint

View along Euston Road

Existing



View along Euston Road

Proposed



View along Hampstead Road

Existing



©2013 [unreadable]
REGENT'S PLACE



- Brock Street
- Regent's Place Plaza
- Triton Square
- Triton Street
- Chinaburgh Street
- Great Portland Street ←
- Regent's Park ↻
- Regent's Park



REGENT'S PL

View along Hampstead Road

Proposed



HAMPSTEAD
ROAD
N.W.1
RESIDENTS PLACE

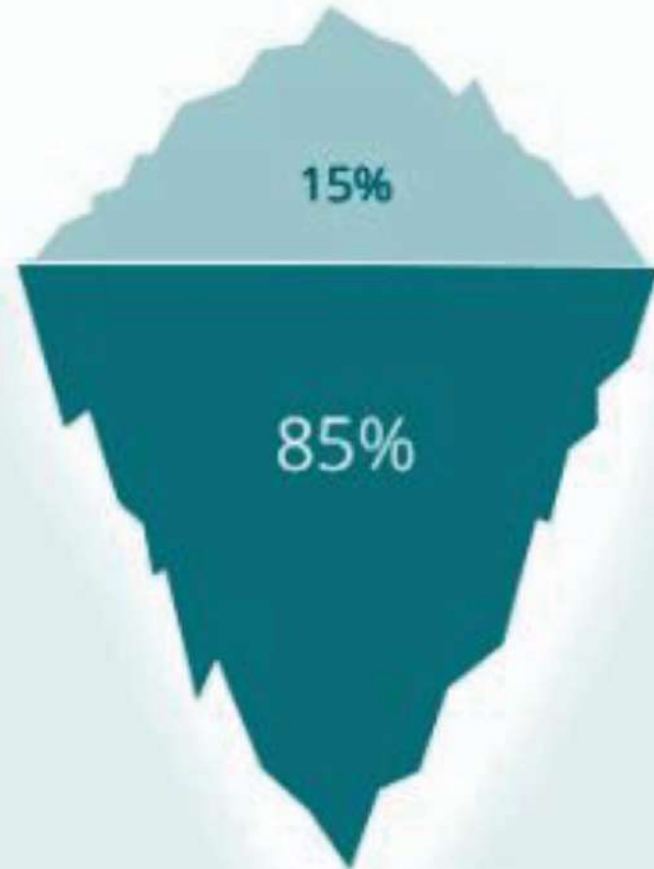
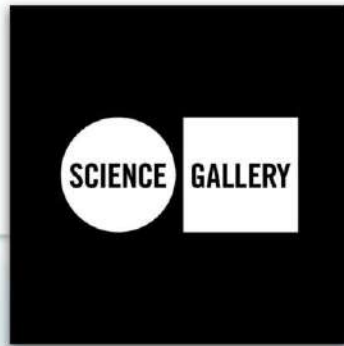
Welcome

Neighbourhood
Innovation Hub

What's On?

Note: viewpoint does not correspond exactly with existing viewpoint

Business models associated with broadening engagement with science and technology



- Outreach and engagement
- Learning and skills
- Incubators, accelerators and workspace provision
- Collaboration and networking
- Business model
- Operating model
- Financial model