

Creating opportunities for local people

Throughout the co-design process, we have explored how Euston Tower can provide new opportunities – education, skill development and employment – in the science and technology industries for Camden residents.

“Storage space for educational resources – tables, nets, etc.”

Feedback heard during co-design workshops about previous design:

“No back support – not good for older people”

“Materials are harsh – too corporate / not very welcoming”.

Joining a collection of places that benefit the local community at Regent's Place, including Old Diorama Arts Centre, Little Village, and Impact Hub Euston, an enterprise space will provide 8,000 sq ft of affordable workspace helping to meet the needs of local entrepreneurs and businesses, including flexible space, available at low or no cost, for local organisations to collaborate, share knowledge, and deliver projects designed for the benefit of the local community.



Informed through a co-design process involving over 600 local people, the enterprise space aligns with the objectives of Camden's STEAM Strategy to establish Camden as a beacon of inclusive opportunity and innovation.

In recent months, we have worked with a number of local groups to critique the detailed design of public spaces as they develop. We have appreciated those who have brought their lived experience to the conversations and highlighted issues to resolve and opportunities to consider that will ultimately ensure that Euston Tower is inclusive and accessible to all.

Thank you to everyone who contributed to the co-design process.

Aspirational employment at Regent's Place & Euston Tower

The vision for Euston Tower and the enterprise space builds on 40 years of enabling opportunities for local people at Regent's Place and our desire to create education and employment opportunities at every stage of the project's lifecycle.



Past Building on our impactful education and employment initiatives at Regent's Place

Since 2020, over 18,700 local people have benefitted from our Regent's Place community programme including 5,600 local children who have benefitted from our education partnerships including our Young Readers programme with National Literacy Trust. Through Rebel Business School and Bright Lights, local people have been empowered to access local jobs and/or grow their small business.



Present Work experience and short-term employment in the pre-planning stage

Early in the Euston Tower project, we employed 7 young Camden residents as Creative Producers, empowering them to create an award-winning documentary and photo exhibition about life in Camden and the community's aspirations for the future. In addition we have enabled work experience and internships at British Land and in our supply chain for Camden residents.



Future Many varied opportunities in the long-term

Alongside the enterprise space, we are committed to actively addressing the barriers to the high-growth science and technology sectors. We aspire to enable at least:

- 45 two-week work experience placements
- 155 apprenticeships
- 70 jobs

All across construction/design and STEAM industries and for Camden residents.