



EUSTON TOWER

Enterprise Space Framework

December 2024



Contents

1. Introduction	1
Context of this document	1
Context of the Enterprise Space Framework	3
Strategic principles	5
2. The Enterprise Space: Our proposal	6
The Enterprise Space in brief	6
The Enterprise Space: Local Integration	7
The Enterprise Space: Programme	8
• Flexible space	9
• Affordable workspace	10
3. Delivery and operation: priorities	11
Operator type and programme	11
Partnerships approach	11
Employment and skills provision	11

1. Introduction

Context of this document

This document proposes a strategy and plan for public use within the planned redevelopment of Euston Tower, detailing how the spaces in the podium of Euston Tower could be programmed to serve local communities. It refines and develops the previously proposed 'Neighbourhood Innovation Lab' as included in the original documentation submitted as part of the planning application in December 2023. Therefore, this document should replace the Euston Tower Public Use Framework (December 2023 version).

Revised proposals represented in this document reflect extensive conversations with local stakeholders and Camden Council through 2024. The revision to the planning application provides an 'Enterprise Space': an affordable workspace designed to house local entrepreneurs and small business, and incorporating a programmed flexible space. This delivers on local need for affordable workspace, while retaining the ambition of the former Neighbourhood Innovation Lab concept, to facilitate connections between science and tech businesses, local institutions and organisations and supporting wider skill development and employment opportunities.

The Enterprise Space directly supports the vision for Euston Tower, 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.

Social impact is at the heart of the project and these proposals reflect extensive community engagement and co-design processes. The local community has played a key role in shaping the proposals for new public spaces at Euston Tower, with the aspiration that they meet local needs and opportunities. Relevant local frameworks have also influenced project priorities, including the Euston Social Value Charter, Camden Council's We Make Camden Framework and British Land's social impact strategy at Regent's Place, which focuses primarily on Aspirational Employment.

Further context is provided in the updated Statement of Community Involvement (SCI) Addendum and the Employment & Training Strategy and Regeneration Statement.

The Public Use development process

WE ARE HERE

Engagement and co-design	Analysis	Design	Ongoing
<i>Working with the local community and local stakeholders to understand priorities, needs and opportunities</i>	<i>Analysing local insights alongside other factors influencing appeal and affecting feasibility</i>	<i>Developing ideas for spaces and programmes and working with architects 3XN to integrate into the design proposals</i>	<i>Further testing with the local community and local stakeholders, to inform an operator brief and eventual opening</i>

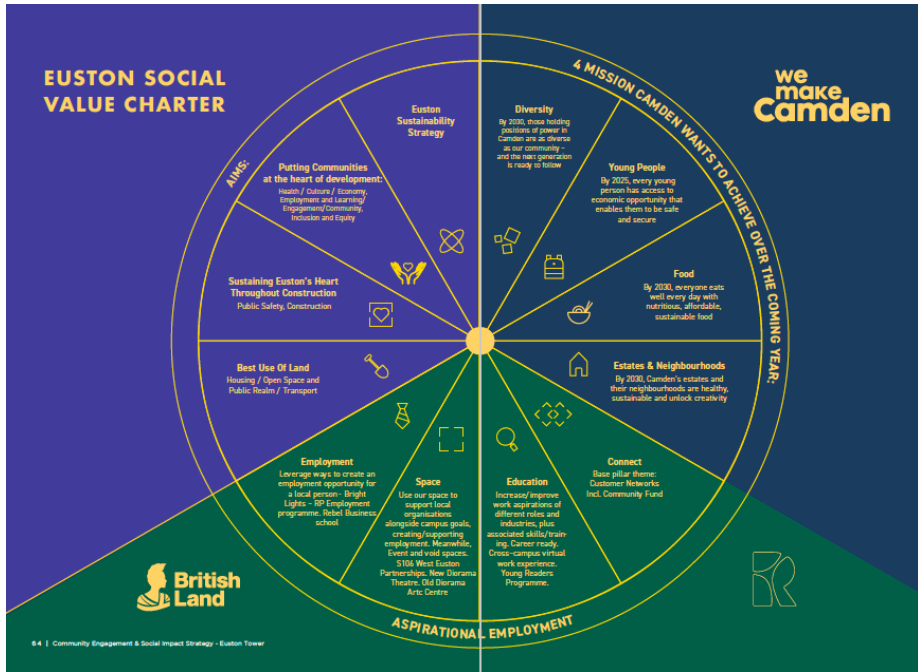
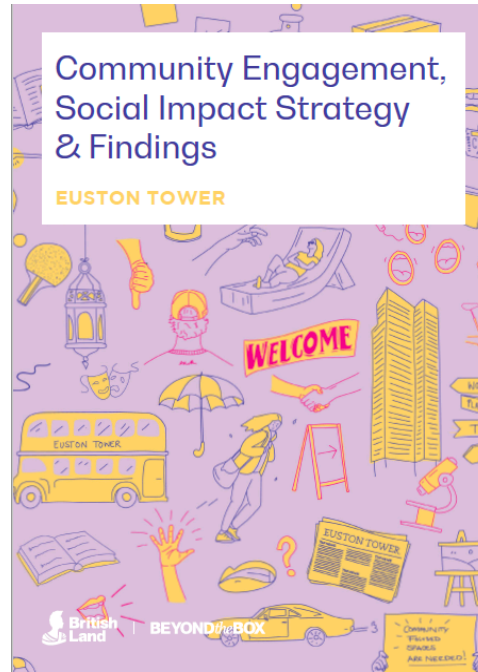


Diagram mapping key local frameworks, priorities and missions



Community Engagement, Social Impact Strategy & Findings; Beyond the Box CIC, March 2023



Model used in co-design workshop focused on interior public realm spaces 18 April 2023

Context of the Enterprise Space Framework

Euston Tower currently lies largely vacant save for the retail units at ground level; it has had an occupancy level of less than 70% over the past decade. British Land's vision is now 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 plans, which will redevelop the tower and immediate public realm, including Regent's Place Plaza, have been developed by a team led by British Land alongside architects 3XN and DSDHA. They have been shaped through extensive engagement with the local community with over 570 individuals engaging over 3 stages, including co-design workshops, panel events, and projects with local young adults.

Area profile and local community

Euston Tower is an iconic building which is recognised across London and visible on the skyline from many locations. It's roughly equidistant to Camden Town, King's Cross, Baker Street and Oxford Circus. It fronts onto Euston Road running east west and Hampstead Road running north south. It marks the western edge of the Knowledge Quarter with its world class research and innovation infrastructure.

Warren Street underground station and other local transport hubs deliver thousands of workers daily to Regent's Place, the office campus which Euston Tower anchors. On these levels it's truly at the centre of things.

Euston Tower sits within Regent's Park Ward, a ward with a population of 15,500 people, tending to be younger and toward the lower end of household incomes in the borough. The neighbouring residential areas are home to a diverse local community and surrounding streets contain schools and colleges, community centres and theatres, allotments and basketball courts. The area is host to rich cultural activity and active community organisations and institutions. The local spirit is robust despite the area going through significant changes, and the environmental challenges which accompany its urban location.

For a detailed mapping of the area and its communities see the Statement of Community Involvement.

Regents Place

Euston Tower most immediately sits in Regents Place, a mixed use campus owned and managed by British Land. 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.

Regents Place is actively managed by British Land. A dedicated Community Manager connects businesses at Regent's Place with local organisations and residents, and runs programmes and initiatives delivering 'Aspirational Employment', British Land's social priority at Regent's Place. This includes British Land's Bright Lights skills programme and a Community Fund available to local charities and impact organisations.

Euston Tower





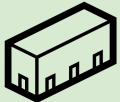
The podium of the proposed 32-storey Euston Tower occupies two floors, ground and first, with publicly accessible areas. The rest of the building is dedicated to the provision of pioneering workspaces for businesses of all sizes.

The Enterprise Space Framework: Strategic principles

Ongoing work, including an extensive community engagement and co-design process, has enabled the project team to better understand the place and ensure the proposals for Euston Tower are sensitive to the local context.

Strategic principles, shown below, were drafted to guide the approach to the Enterprise Space.

By observing these principles this project will go beyond meeting the material needs of the local community and businesses, toward creating a place where everyone is welcome and which equips individuals, organisations and businesses to develop and thrive.

	Principle	Rationale
	An amenity and resource for the closest community	<ul style="list-style-type: none"> In a quarter rich with destination offers, prioritising the immediate community builds the foundation for a thriving place for all
	Enabling collaborative projects and partnerships	<ul style="list-style-type: none"> Looking to connect rather than compete will strengthen the ecosystem and create mutual opportunities
	A platform for local ideas, innovation and problem solving	<ul style="list-style-type: none"> Leveraging Euston Tower as a hub for life sciences, technology and innovation has potential to bring material benefit to the community
	Providing learning, skills and pathways to work	<ul style="list-style-type: none"> Highlighted as important by the local community and a natural fit to the business community at Regent's Place and within Euston Tower
	Accessible for all ages to engage in science & technology	<ul style="list-style-type: none"> Providing amenity for people at different life stages, including pathways into STEAM and the workplace

2. The Enterprise Space: Our proposal

The Enterprise Space in brief

The Enterprise Space will provide 8,000 sq ft NIA of space, much of it 'affordable workspace' helping to meet the needs of local entrepreneurs and businesses. The Enterprise Space includes a flexible space designed for local people and organisations to collaborate, share knowledge, and deliver projects designed for the benefit of the local community.

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, the focus of the Enterprise Space will be providing new opportunities – workspace, education, skill development and employment – in science and technology industries for Camden residents.

The flexible element of the Enterprise Space is a substantial space amounting to approximately 2,000 of the 8,000 sq ft total, located on the ground floor of the Euston Tower.

Key benefits

- The Enterprise Space is a vehicle to connect local people to new opportunities – workspace, education, skill development and employment. This is closely aligned with both the Knowledge Quarter and LB Camden's missions.
- A central ambition is for Euston Tower to provide opportunities for people at different stages of their lives. Euston Tower will host a range of activities and programmes, offering something for everyone.
- The Enterprise Space is designed to support a viable operation enabling a future operator to plan for the long-term. Alongside rent subsidy, a number of options may be available to an operator to support a sustainable business plan, including workspace rental, a business programme and other activities consistent with the Enterprise Space proposition. These details will be worked up in due course in collaboration with an operator.

The Enterprise Space: Local Integration

Local integration

The Enterprise Space will be outward facing, facilitating connections both within Euston Tower and between Euston Tower and the wider neighbourhood. It has potential to play a significant role in a wider ecosystem of spaces and services that benefit the local community, in Regent's Place and as a piece of the Knowledge Quarter and Camden more widely.

Outdoor public spaces

In addition to the Enterprise Space, the proposals for Euston Tower include new safe, connected and fun public spaces at Regent's Place, on Hampstead Road, Euston Road and Regent's Place Plaza.

Regents Place Plaza will include a new civic square with a water feature. It will provide an uplift in green space and trees to support local biodiversity, and opportunities for learning, play and events. Informed by our engagement with local young people and schools, we believe there is an opportunity for the square to be a place for outdoor learning.

An integrated offer which serves all local communities

The Enterprise Space is designed to be part of a wider ecosystem made up of:

Regent's Place and locality	Regent's Place Plaza	Euston Tower	Enterprise Space
<ul style="list-style-type: none">→ Neighbouring community organisations, businesses, institutions and networks including the Knowledge Quarter→ British Land activity including the Bright Lights employment programme, community networks and Community Fund	<ul style="list-style-type: none">→ Civic square and activation spaces	<ul style="list-style-type: none">→ Business and enterprise communities through the upper floors	<p>Two floors of social, meeting, activity, collaboration and work spaces</p>

The Enterprise Space: Programme

The primary entrance to the Enterprise Space is from Hampstead Road, with a secondary entrance from Brock Street, both at ground floor level. Hampstead Road offers significant street frontage and a generous entrance. The first floor connects the Enterprise Space directly with a new cafe and, beyond, the new civic square in Regent's Place Plaza, connected by an external staircase and ramp.



The designs of the podium entrances and indoor spaces are welcoming and human scaled. A route through the building maximises interaction and allows for different points of connection for people who work in or visit the building.

Visualisation by 3XN

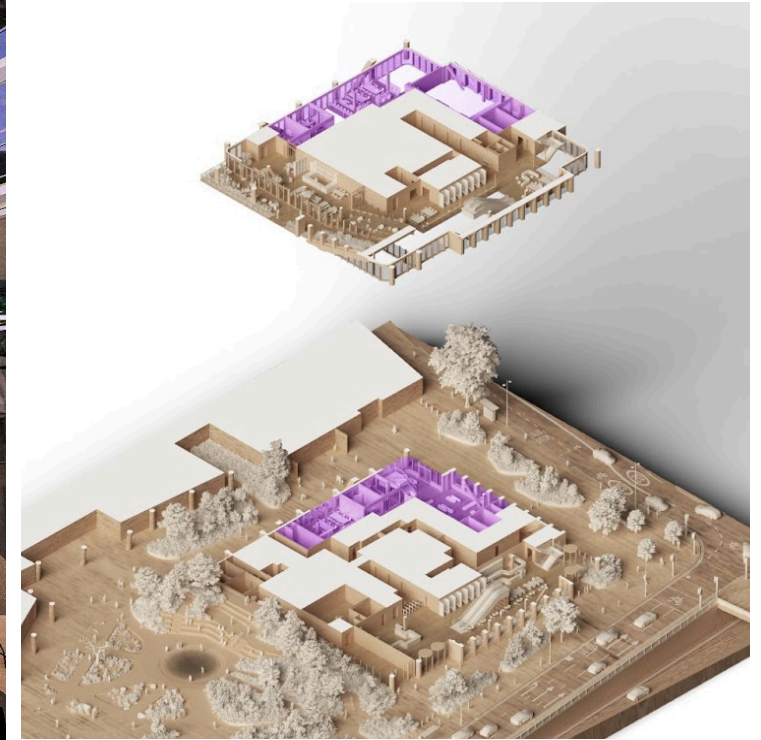
Flexible space

The ground floor provides space to host a range of activities and events, with programmed activity connected to what happens in the building and local area.



Plans include the potential for:

- A welcome area for spending time or informal meeting
- A flexible space where activities, projects and challenges which involve different communities can be hosted, tested or presented.
- Potential for smaller spaces for people to get involved in classes, watch a demonstration or access work or training opportunities.
- Practical facilities like toilets.



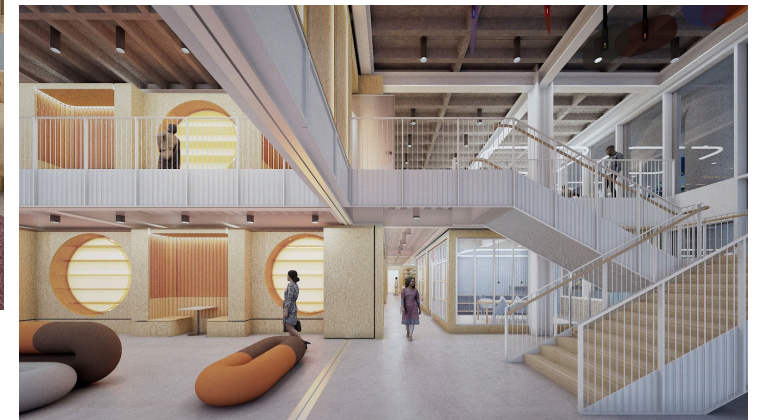
Visualisation by 3XN
illustrating the ground floor arrangement with
space dedicated to public benefit in purple

Affordable workspace

Workspace includes potential for a variety of different sized rooms for meetings, workshops and training, as well as shared facilities and open-plan working.



These work focused spaces could support activity - projects, individuals and organisations - of different sizes and durations. People at different levels of interest and stages of their career - from youth to late career professionals - will benefit from sharing an environment focused on supporting their growth.



Visualisations by 3XN

3. Delivery and operation: priorities

Operator type and programme

The proposals have been developed with feasibility and financial sustainability in mind. Consideration has been given to the type of operator and the potential of the space to support a relevant, feasible and viable programme. The final operator brief will be developed in conversation with relevant stakeholders at an appropriate time prior to opening. A final programme will then be determined in partnership with an operator once appointed. It is likely that the pool of operators will include affordable workspace and third sector providers.

Partnerships approach

British Land's extensive network and existing infrastructure at Regent's Place, including a dedicated Social Impact Manager, will be key for building collaborative relationships with local and London-wide organisations and maximising the success of the Enterprise Space.

Strong foundations are already in place, including relationships with:

1. Tenants across Regent's Place with shared agendas and complementary offers e.g. Impact Hub Euston.
2. A range of local charities and community groups, e.g. Fitzrovia Youth in Action, Third Age Project, the Regent's Park Estate Community Champions programme, local academics, learning and skills providers e.g. UCL (with whom British Land have a memorandum of understanding)
3. Local cultural and wellbeing organisations, such as Camden Mela and Camden Roots South Asian Heritage Festival, Hopscotch and Mosaic LGBT Young Person's Trust.

Employment and skills provision

A project priority is to support inclusive innovation by, for example, connecting local people and businesses with opportunities in the Knowledge Quarter. The Enterprise Space serves the project's employment generation goals and has been shaped by understanding of local economic effects as detailed in the Environmental Statement (Chapter 6 - Socio Economics). It is central to delivering the vision detailed in the project Employment & Training and Regeneration Statement.

The Enterprise Space operator will be expected to reflect this vision in their operational and management plan. In this way it can be assured that the benefits of the space are tangible and distributed.