



# EUSTON TOWER

Statement of Community  
Involvement Addendum

December 2024





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## 1. Introduction

This SCI Addendum summarises the revisions made to the pending strategic application for Full Planning Permission (ref. 23/5240/P), submitted in December 2023 for the Proposed Development at Euston Tower (286 Euston Road, London).

This SCI Addendum demonstrates that a considered approach has been taken to engage with the local community and key stakeholders around the revised proposals, in addition to the comprehensive engagement outlined in the original SCI. The Applicant has undertaken extensive consultation during both the pre-application and determination stages of the Proposed Development and has sought to respond positively to the responses received. The scheme has been revised in response to feedback from Officers, local stakeholders and residents, the Regents Park Conservation Area Advisory Committee (CAAC) and statutory consultees, including Historic England and The Greater London Authority.

This Addendum has been prepared detailing the revisions to the pending scheme (the "Proposed Development"). For the avoidance of doubt, the SCI which accompanied the December 2023 Submission is considered as read and this Addendum deals only with the 2024 Revisions and any updates to assessments as a result of these revisions. This Addendum also clarifies and provides further details responding to consultation responses received since the original submission in December 2023. Save where varied or supplemented in this Addendum, the content of the original SCI dated December 2023 remains valid and up to date.

The Description of Development for the Proposed Development, in light of the 2024 Revisions, has been updated to the following (additions in bold): *"Redevelopment of Euston Tower comprising retention of parts of the existing building (including central core, basement and foundations) and erection of a new building incorporating these retained elements, to provide a 32-storey mixed-use building providing offices and research and development floorspace (Class E(g)) and office, retail, café and restaurant space (Class E) and Enterprise Space (Class E/ F) at ground and first, and associated external terraces; public realm enhancements, including new landscaping and provision of new publicly accessible steps and ramp; short and long stay cycle storage; servicing; refuse storage; plant and other ancillary and associated work.*

This SCI Addendum demonstrates that a thorough approach has been taken to meet with residents, community groups, local businesses, and organisations as well as ongoing engagement with councillors, officers, and neighbours of the Site.

All engagement activities outlined in this document were undertaken by the Applicant and the Applicant's representatives – 3XN / GXN (architects), Gerald Eve (planning consultant), DSDHA (landscape architects), G&T (project and cost managers), and LCA (consultation and communications specialists).



The SCI is in accordance with Camden Council's Statement of Community guidance (adopted in 2016) and the Applicant has taken the advice of the Council before commencing, and throughout the consultation 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. Policy KQ1 ensures "the sustainable growth and success of the Knowledge Quarter Innovation District, major proposals for additional employment, research and/or learning floorspace". It must be demonstrated that the proposals have "been developed in a collaborative way with other key stakeholders in the wider innovation district and potentially beyond to meet the needs of the knowledge sector". The Applicant has fully considered the comments received and has addressed them where feasible within the SCI.

Many aspects of the proposals for Euston Tower have been shaped following detailed engagement 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

This Statement of Community Involvement (SCI) relates to the redevelopment proposals for Euston Tower, 286 Euston Road, London, NW1 3DP.

Building on the community engagement set out in the SCI submitted in December 2023, it demonstrates the Applicant's commitment to extensive and ongoing engagement with the community, by detailing community update events and opportunities the community had to engage with the revised proposals for Euston Tower.

This section provides context of the site and the consultation process post submission of the December 2023 planning application.

## Context

Euston Tower is situated at 286 Euston Road, London, NW1 3DP within the London Borough of Camden, 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, predominately 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 reposition 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.

## Overview of public engagement

In addition to the extensive pre-application engagement set out in the original SCI, the Applicant undertook an engagement programme to provide residents and local stakeholders with an opportunity to speak with the team and learn more about the revised designs. The events are detailed in Section 4 below, but the main activities were as follows:

- Following London Borough of Camden (LBC)'s restarting the statutory consultation period because of amendments made to the planning application in March 2024, **letters** were sent to political and community stakeholders, as well as close neighbours signposting them to provide feedback on the proposals for Euston Tower on LBC's planning portal.
- Between April 2024 and June 2024, **five workshops** were held with local groups and organisations to begin scrutinising detailed designs of public spaces to consider when developing further. The themes of the workshops centred on women's safety, physical and mental conditions, and accessibility for young and older people.



- Amendments to the scheme, as a result of feedback from London Borough of Camden were made. See Section 3 for more information.
- In August 2024, the Creative Producers (see Section 6 for more details) were invited to participate in a one-week paid **work experience opportunity** with film production company, Sunday Treat.
- In August 2024, Regent's Park ward councillors and Triton Building residents were **written** to inviting them to meet with the project team to discuss the revised design of Euston Tower.
- The project team met with Cllr Nasim Ali and Cllr Nadia Shah for **a tour of the site** and to discuss revisions to the designs for Euston Tower. **Meetings** also took place with neighbouring Triton Building residents and Regent's Park CAAC.
- A **flyer** was sent to 4,135 local residents and businesses, promoting community update events taking place in November 2024.
- A **quarter-page advert** in the **Camden New Journal**, promoting the website and community update events.
- **Social media advert** on Facebook and Instagram promoting community update events.
- Our **website**, [www.euston-tower.co.uk](http://www.euston-tower.co.uk), used for the pre-application consultation, was updated with detailed information on the community update events and revised proposals.
- Stakeholders were also notified of the community update events via **email**. Triton Building residents had a letter posted to their letterboxes.
- **In-person community update events**, held over two days at **10 Brock Street, London, NW1 3FG**. Exhibition boards and an architectural model of the proposals were displayed, and attendees could speak to the project team and ask questions. Guests could give feedback on comment cards provided.
- As part of our continued engagement with the community we have extended invitations to **meet with local community groups**.
- To enable as many people as possible to contact the project team, a range of mechanisms were used, including a dedicated email address, [info@eustontower.uk](mailto:info@eustontower.uk).

## Feedback

Feedback was received through stakeholder meetings, workshops, and community update events. In total 3 comment cards were completed during the November 2024 update events.

The changes to the proposals, to create a visually slimmed down building and introduce a new calmer and simpler façade design on the tower have generally been welcomed, as well as efforts to make Euston Tower a more welcoming and inviting environment for the community.





There were several concerns around the podium colour and design which are outlined in section 5 of this report.

The Applicant will continue to maintain an open dialogue with stakeholders and local communities throughout the application process and beyond.

### Creative Producers

British Land have continued to provide opportunities for the local community and create social impact through the continued Creative Producers programme. A full summary of this work can be found in Section 6 of this report.



# 3. Revisions to the submitted planning application

Following submission of our planning application in December 2023, we have continued to work with the London Borough of Camden (LBC) and local stakeholders. This ongoing design work has allowed us to further address feedback to create an inclusive building that helps us to better meet British Land's vision to create a world leading science, technology and innovation building and public realm for Camden. Our design changes will also ensure Euston Tower is more in keeping with the local landscape while increasing benefits for Camden.

Below is a summary of the revised design changes to Euston Tower and how these revisions have allowed us to further address feedback / concerns received during engagement with LBC and local stakeholders.

Feedback / concerns highlighted during engagement with LBC and stakeholders	Design change in revised planning application for Euston Tower
Concern around the visual impact of the submitted Euston Tower design	Our revised design introduces a calmer and simpler façade design which contributes to the effect of a slimmer building. This has helped mitigate the impacts of the design on long-range views from key locations including Fitzroy Square and Regent's Park.
Concern around how the submitted design for Euston Tower fit in with the wider Camden landscape	Our revised design incorporates amendments to the submitted façade and colour of the tower, from a terracotta colour in the submitted scheme to a stucco colour. This colour change speaks to other notable tall buildings in Camden, including Centrepont and Space House. The podium design remains terracotta.
Concerns around the level of wind at ground / podium level	The revised design introduces new rounded corners to the podium which helps to visually slim the building and further reduce the effects of wind at ground level.
Support from the community for the terracotta colour	The revised design of the podium includes a terracotta façade in the podium which better reflects the features and colours of buildings along Tottenham Court Road. Support for the terracotta colour was a key piece of feedback received during our co-design process.
The building in its current form is unwelcoming to the public	The entrance to Hampstead Road has been changed from triple height to double height to ensure the entrance is less imposing and truer to human scale.
It is important for Euston Tower to include spaces that will be used by the community	Our revised design increases the outdoor public space on Hampstead Road and retains the restaurant / café which can be used and enjoyed by the public. We are continuing to explore proposals for an 'Enterprise Space' which we expect to include affordable workspace and a quantum of flexible space that aims to bring to life aspects of the original Neighbourhood Lab concept into a deliverable benefit for Camden.

These proposals were presented to the local community at two community update events in November 2024.





Figure A: Indicative view of Regent's Place Plaza



Figure B: View from Tottenham Court Road at Grafton Street of revised proposals



## 4. Consultation activities



Building on the community engagement and co-design process undertaken in 2022/2023, community engagement in 2024 has included:



**4,135**  
flyers delivered locally promoting the consultation



**846**  
Visitors to the consultation website



**16**  
People attended consultation events



**3**  
feedback forms completed



**18**  
Calls and emails responded to



**8**  
Meetings held with political and community stakeholders



**159,796**  
Social media impressions



LCA was appointed to lead a programme of community engagement on the revised designs for the proposed development, following a community engagement programme undertaken pre-submission last year.

The project team set out to achieve a number of objectives through engagement with local people in 2024. These include:

- **To conduct targeted engagement**, engaging with the residents living closest to the site, including through various resident and community organisations, as well as with local politicians and groups to ensure local people understand the revised designs.
- **To explain clearly the aims behind the revised designs** and why the design proposals have changed at this stage of development
- **To be honest and up front**, not least about the issues that are known to be of interest already, including the revised façade and colour of the building.
- **To provide opportunities for people to express their views** about the change in proposals through various communications channels, including meetings, two in-person community update events, updates to our consultation website, workshops, social media adverts, local press advert and email updates.
- **To ensure the Applicant and project team engaged directly with the public**, reflecting how committed the team is to ongoing engagement at all stages of the project.
- **To work closely with planning officers and councillors as well as the Greater London Authority**, so that they are aware of the revised proposals, update activities and outcomes.

This section details all the engagement activities undertaken regarding the revised designs in advance of submitting updates to the planning application.

### Submitting supplementary and updated documentation comms update - March/April 2024

Following submission of the planning application in December 2023, the Applicant submitted supplementary and updated documents including an updated Design and Access Statement, Townscape and Visual Build Heritage Impact Assessment, Roof Plan Drawing, Assessment on the Risk of Flood and Drainage Strategy and a proposed Lighting Strategy for the public realm to help the local community better understand the proposals with updated and new visuals.

Following this, LBC restarted the statutory consultation period to allow the community additional time to provide feedback.

To update the community and signpost them to provide feedback on LBC's Planning Portal, letters were sent to key community groups and organisations and neighbouring Triton Building residents.

### Workshops - June 2024

A series of meetings /workshops were held as part of continued engagement following the submission of a planning application for Euston Tower to LBC in December 2023.

The workshops were intended to begin scrutinising early detailed designs of public spaces to consider when developing further. To achieve this, the themes that were focused on included women's safety, physical and mental conditions, and accessibility for young and older people.



The workshops allowed the Applicant to gather feedback on how the publicly accessible spaces could be designed and operated. The Applicant also heard the benefits the publicly accessible spaces will provide local groups, including space away for their own premises for social interactions and meetings.

The workshops took place on the following dates:

- 24 April 2024 – Netley Primary School
- 30 May 2024 – Regent’s Park Children Centre & Family Hub (providing services for children under five and their families, including childcare, family support, and outreach)
- 30 May 2024 – Camden Disability Action (disabled people led organisation working to remove barriers preventing disabled people from having full choice and control over their lives)
- 31 May 2024 – Hopscotch (women’s charity working to address racial and gender inequity)
- 10 June 2024 – Third Age Project (charity supporting people over 60 years of age)

Group	Meeting with	Key themes
Netley Primary School 24 April 2024	Parents, teachers and pupils	Suggestions included introducing more plants and wildlife within the scheme. There were also ideas for the public realm to include play areas and a book corner / quiet area for education (such as guided reading).
Regent’s Park Children Centre & Family Hub	Camden Council	Suggestions for the public realm to make the spaces more accessible for parents and children including more provision for under 5s to allow parents to socialise and translate the science and technology themes for under 5s.
Camden Disability Action 30 May 2024	Engagement officer	Suggestions included considering the behaviours of staff and other people in the publicly accessible spaces to ensure they are inviting and accessible to people with specific conditions.
Hopscotch 31 May 2024	CEO and Head of Programmes	There were several suggestions on how the spaces could be made more inclusive for women and children, such as suggestions for bookable meeting spaces for private conversations and softening the interior design including rounding edges (rather than sharp edges).
Third Age Project 10 June 2024	Members	Design considerations included public realm suggestions such as more seating in the outside spaces and using colour and materials to make the spaces welcoming.



*Figures C&D: Images from Netley Primary School workshop showing what attendees would like to see in the public realm.*



## Update meetings with stakeholders - August 2024

Letters were issued to the following key stakeholders inviting them to a briefing on the revised design of Euston Tower.

- Regent’s Park ward councillors, Cllr Nasim Ali OBE, Cllr Heather Johnson & Cllr Nadia Shah
- Friends of Regent’s Park
- Regent’s Park CAAC
- Triton Building residents

The following meetings that took place:

Group	Date of meeting	Key themes
<b>Regent’s Park Ward Councillors</b>  <i>(note Cllr Heather Johnson was unable to attend the meeting)</i>	15 August 2024	Conversation centred around the need for Euston Tower to be redeveloped and why design changes have taken place in response to feedback from statutory consultees and guidance from Camden Council. There was a particular focus on the public realm, including a shared aspiration that these spaces are welcoming and use sustainable materials. Following this meeting the design team reflected on the design of the interior spaces and the design of the public realm spaces to help develop the design of these spaces further.
<b>Regent’s Park CAAC</b>	27 August 2024	Conversation centred around the visually slimmed down building and the new façade colour, and how the new colour reflects the white stucco of Regent’s Terrace and Fitzroy Square.
<b>Triton Building residents</b>	3 September 2024 (in person at Regents Place)  5 September 2024 (online)	Residents were supportive of the proposed changes, noting the revised design was ‘more elegant’ and made the building appear slimmer. The project team answered several questions around the timings of the revised planning application and construction.



Figure E: View from Fitzroy Square of revised proposals



## Community update events - November 2024

### Flyer

An A5 double-sided flyer was sent out for door-to-door delivery to 4,135 local addresses around the site on 24 October 2024. The flyer and its distribution area are shown in Appendix B.

The flyer explained that revisions had been made to the planning application and invited the public to attend one of our in-person community update events. A map on the back page signposted the event venue in context to Euston Tower. The flyer also signposted our website where the latest information was made available (see 'Website' below for more information).



Figure F: the first and second page of the flyer, showing community update event dates and map.

### Social media advert

A targeted social media advert in the Camden area was launched on Facebook and Instagram. Social media adverts ran from 24<sup>th</sup> October to 7<sup>th</sup> November 2024.

The campaign reached 123,591 accounts and 159,795 adverts were served and seen by the accounts reached.

The highest proportion of adverts were engaged with by the 18-24 and 25-34 age groups.

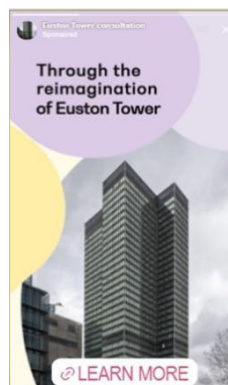


Figure G: Screenshot of the first frame of every social media ad. Following variations if next frames shown in Appendix C.





Press advert

At the same time the flyer and social media adverts were launched, an advert was placed in the print and online edition of the Camden New Journal.

The print advert ran in the 24 October 2024 edition of the Camden New Journal (CNJ). As of 2021, the CNJ has a distribution of 50,000.

The online advert ran for 2 weeks, starting 24 October 2024.



Figure H: the press advert placed in print and online edition of Camden New Journal

Website

Our website, [www.euston-tower.co.uk](http://www.euston-tower.co.uk), used for the pre-application consultation, was updated with detailed information on the community update events and revised designs, including copies of the boards on display at the community update events.

The link and QR code to the website was included on all promotional materials, including flyer, press advert and social media adverts.

The website was updated with details of the events on 23<sup>rd</sup> October 2024, and had 846 views from the time it was updated until after the events.

Stakeholder emails

Emails were sent to key stakeholders informing them of the details of the community update events.

Emails were sent to the following stakeholders / community groups:

Type	Organisation
<b>POLITICAL STAKEHOLDERS</b>	Regent's Park ward councillors
	Friends of Regent's Park
<b>COMMUNITY GROUPS</b>	Regent's Park CAAC
	Regent's Park Children Centre & Family Hub
	Camden Disability Action
	Bloomsbury CAAC
	Mosaic LGBT Young Person's Trust
	High Gate Black Women's Wellness Group
	Somerstown Big Local
	Camden Black Creatives
	Somerstown People's Museum



	Black Out UK
	Lifefterhummus Community Benefit Society
	Old Diorama Arts Centre
	Peabody Estate Tenant and Residents Association
	Kings Cross Estate Tenant and Residents Association
	Fitzrovia Youth in Action
	Camden Giving
	Camden Food Bank
	New Diorama Theatre
	Sankofa Storytelling Arts
	We Make Camden Summit
	The Hive
	Impact Hub
	Young Camden Foundation
	Community Champions Camden
	Voluntary Action Camden
	Camden People's Theatre
	Bloomsbury Association
	You Press
	Wipers
	North London Buddhist Centre
<b>EDUCATION</b>	Netley Primary School
	UCL
	Camden Learning
<b>CHARITIES</b>	Third Age Project
	Hopscotch
	Little Village
	Camden Collective
	Street Storage
	CSKX
	Unity Works
	Eat Club
<b>BUSINESSES</b>	Pall Mall Barbers
	Change Please
	Euston BID
	Knowledge Quarter
<b>OTHER</b>	Triton Building residents
	Creative Producers

### In-person community update events

Our community update events took place across two days on:

- Thursday 7 November 2024 between 4pm and 7pm
- Saturday 9 November 2024 between 10am and 1pm

The events took place at 10 Brock Street, London, NW1 3FG, located just behind the Euston Tower site. The entrance was well signposted by the team, and a map showing the venue location was printed on our flyers and website.



The revised proposals were displayed on a series of 9 boards, setting out in detail the revised designs. The boards are shown in Appendix E. On 7 November 2024, they were uploaded onto the consultation website for the public to view online.

9 people attended the event on 7 November 2024 and 7 people attended the event on 9 November 2024. Attendees included representatives from Regent’s Park CAAC, Friends of Regent’s Park, and Triton Building.

3 comment cards were completed across both events.

A large architectural model was also displayed at the event, showing the proposed building in the context of the wider Regent’s Place area alongside a fly through video showing indicative space.



Figures I&J: Images from community update event, Saturday 9 November 2024

### Community group meetings - Winter 2024

As part of our continued engagement with the community, British Land have extended invitations to meet with local community groups. We anticipate these meetings will take place over Winter 2024.

Type	Organisation
COMMUNITY GROUPS	Regent’s Park Children Centre & Family Hub
	Camden Disability Action
	Mosaic LGBT Young Person’s Trust
	Highgate Black Women’s Wellness Group
	Liferafterhummus Community Benefit Society
	Peabody Estate Tenant and Residents Association
	Kings Cross Estate Tenant and Residents Association
	Fitzrovia Youth in Action
	Camden Giving
	New Diorama Theatre
	Sankofa Storytelling Arts
	Impact Hub
	Camden Food Bank
EDUCATION	Netley Primary School



<b>CHARITIES</b>	Third Age Project
	Hopscotch
	Little Village
<b>BUSINESSES</b>	Pall Mall Barbers
	Knowledge Quarter
<b>OTHER</b>	Creative Producers



## 5. Feedback and responding to concerns



This section includes a summary and analysis of all feedback received throughout the pre-application consultation period.

Since the consultation held in October 2023, the applicant has been reflecting on the feedback received and will continue to reflect on feedback in the future stages of design, including before construction.

The local authority has also been consulted and involved in the design throughout the development of the scheme and multiple pre-application meetings have been held with Camden Council.

Following the consultation, all comments received were analysed and fed back to the project team to inform the designs for the site. In addition, any questions asked were responded to by the team.

The changes to the proposals, to create a visually slimmed down building and introduce a new calmer and simpler façade design on the tower have generally been welcomed, as well as efforts to make Euston Tower a more welcoming and inviting environment for the community.

Positive comments noted the revised scheme is 'more successful than the submitted scheme' and the steps, pond, water in the public realm is 'very nice'.

There have however been some concerns about the colour of the building at podium level and the design of the interior spaces which are responded to in the next section.

### Responding to feedback and concerns

The following table outlines the key concerns and objections raised and the Applicant's response.

Summary of concern	Applicant response
The combination of a projecting and different colour podium is a bit jarring.	The terracotta podium design was incorporated into the design as a reference to other buildings along Tottenham Court Road. This design also speaks to feedback from the co-design process where we received many positive comments about the design and colour.
The design of the interior spaces is too corporate.	The interior spaces showed during the consultation are indicative and were displayed to the public to help give a visualisation of what the interior spaces of Euston Tower could look like. These are still being worked on and more information is provided in the revised Design and Access Statement. As the detailed designs for Euston Tower come forward, we will review this feedback, alongside feedback from the accessibility workshops as we progress.
Landscaping is heavily orientated towards Regent's Place Plaza.	We are reflecting on this feedback and will be exploring as part of the detailed designs how we can incorporate more landscaping to other areas close to Euston Tower, including outside of Regent's Place Plaza.



## 6. Creative Producers

As referenced in the SCI which accompanied the December 2023 submission, the Applicant designed an innovative approach to empower young people to engage with the project by designing a cultural placemaking project, which employed seven young Camden residents aged between 16-25 as Euston Tower Creative Producers.

Following submission of a planning application December 2023, the Applicant has continued to provide opportunities for the Creative Producers.

In April 2024, the Applicant emailed all Creative Producers with details on how to find the Euston Tower planning application on London Borough of Camden's website and to signpost how they can provide their feedback on the proposals.

### Co-design workshops

Separate to the Euston Tower project, the Applicant worked with Old Diorama Art Centre on their Story Trail project. The Story Trail project saw a new trail of 10 artworks installed across Regent's Park Estate with each artwork acting as a tribute to the area's heritage.

In May 2024, the Applicant invited the Creative Producers to attend two co-design workshops with the artist designing the artworks. The aim of the workshops was to create the prototypes for the artefacts/objects that will be contained in the kaleidoscope viewing plate.

### Work placement with Sunday Treat

The Applicant commissioned Sunday Treat, a video production company, to create a video about the proposals for Euston Tower. As part of this workstream, British Land wrote to all the Creative Producers inviting them to take part in a one-week work experience placement, paid the London Living Wage. The work experience was an opportunity to learn about film production and get involved in different aspects of the filming process. Two of the Creative Producers benefitted from this work experience opportunity.



## 7. Conclusion

British Land (the Applicant) has undertaken an extensive programme of consultation including discussions with the London Borough of Camden, the GLA, and Historic England, as well as meetings with the site's neighbours, political stakeholders, the local community and interest groups through workshops, stakeholder meetings, and community update events.

The Applicant has carried out a thorough consultation with a range of digital and physical consultation methods, including face-to-face consultation events and online meetings. Our comprehensive project website was kept updated with the latest information on the scheme and an email address to contact the Applicant and the project team. In-person exhibitions were held at a range of different dates and times, to ensure everyone had a chance to participate in the consultation.

The consultation was well advertised with a mix of digital and physical promotion, including flyers, letters, social media advertising, newspaper adverts and email. Those who were not confident using the internet were sent a flyer on the proposals via the post.

Overall, the feedback received shows that the designs have progressed in a positive direction with the introduction of a new calmer and simpler façade design on the tower, creation of a visually slimmed down building, and efforts to make Euston Tower welcoming to everyone were all welcomed by the community.

When updating the local community on the revised design at two drop-in community update events there were several pieces of feedback for the team to reflect further as the detailed designs develop including landscaping of the public realm outside of Regent's Place Plaza and the design of interior spaces.

British Land has committed to maintaining dialogue with the local community after the application has been submitted and throughout the planning and construction process.

The Applicant would like to thank all members of the local community and others who have taken the time to participate in the project.



## 8. Appendices

**Appendix A:** Example of email sent to stakeholders inviting them to meet with the project team to discuss the revised design.



Dear Triton Building resident,

**Update on the revised proposals for the transformation of Euston Tower**

I am writing on behalf of British Land to provide you with an update on our proposals for Euston Tower.

As you know, we have been exploring the future of 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.

Following the submission of a planning application to Camden Council in December 2023, we have been working with the council, local stakeholders, and local groups to refine the detailed design. This included a series of workshops with local groups, including a local primary school, older persons' charity, women's charity and disability action groups, to discuss how the public spaces can be designed to be accessible, inclusive and welcoming.

Our revised design, which includes changes to the massing and architecture, responds to feedback from the Council and local stakeholders while seeking to maximise public benefits for the local community and Camden.

As a direct neighbour of Euston Tower, we would welcome the opportunity to update you on how the design has evolved and get your feedback on the revised design, ahead of hosting drop-in events for the wider community in September.

If you would be interested in attending a dedicated session for Triton Building residents only, please RSVP by emailing [info@eustontower.uk](mailto:info@eustontower.uk) and we will be in touch with dates and times.

Should you have any questions in the meantime, please do not hesitate to get in touch.

I look forward to hearing from you.

Yours sincerely,

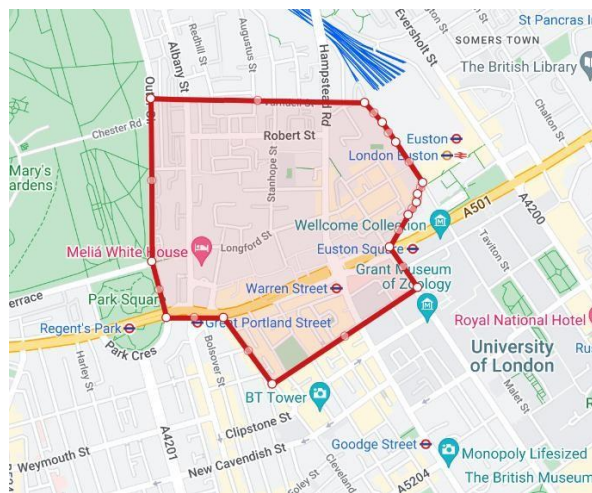
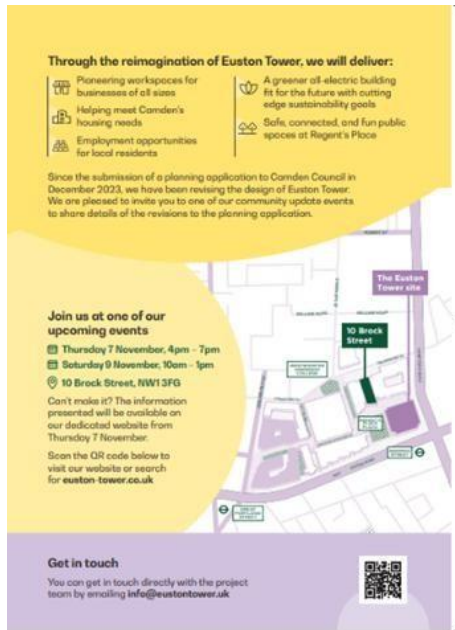
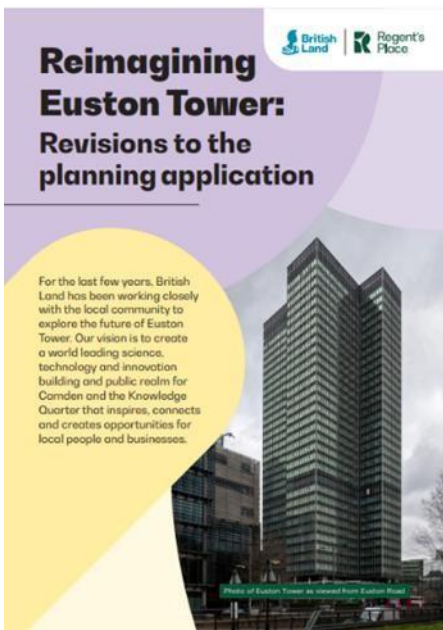
A handwritten signature in black ink, appearing to read "M. Meadows".

**Michael Meadows**  
Head of Planning and Public Affairs  
British Land

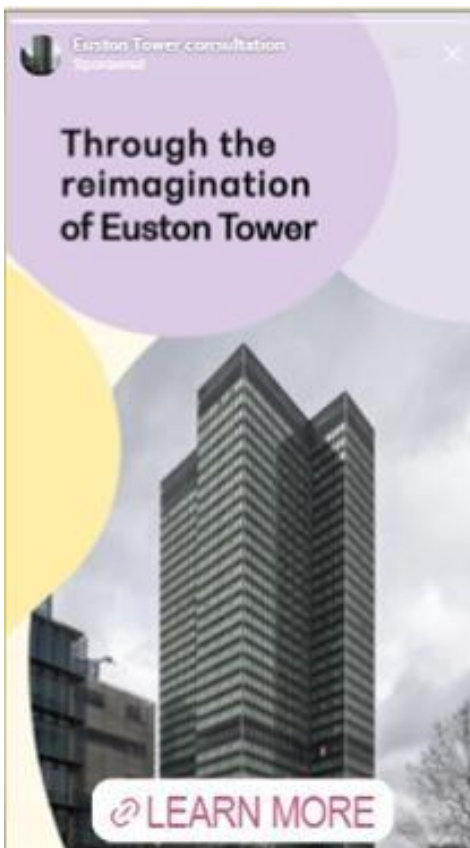




**Appendix B:** Community update events flyer delivered to local addresses and map of distribution area.



Appendix C: Social media adverts across Facebook and Instagram from 24 October 2024 to 7 November 2024



Appendix D: Print and online press advert in Camden New Journal

Print advert ran in 24 October 2024 edition

Online advert ran for two weeks from 24 October 2024

**Reimagining Euston Tower: Revisions to the planning application**

Since the submission of a planning application to Camden Council in December 2023, we have been revising the design of Euston Tower. Come along to one of our community update events to find out more.

📅 Thursday 7 November, 4pm – 7pm  
📅 Saturday 9 November, 10am – 1pm  
📍 10 Brock Street, NW1 3FG

Visit our website at [euston-tower.co.uk](http://euston-tower.co.uk)  
Get in touch at [info@eustontower.uk](mailto:info@eustontower.uk)

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The advertisement features a purple and yellow color scheme. On the right, there is a photograph of the Euston Tower building. A QR code is located in the bottom right corner of the text area.

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The online advertisement is a horizontal banner with a purple and yellow color scheme. It features a photograph of the Euston Tower building on the right side. The text is arranged in a clean, modern layout.





Appendix E: Community update event boards

# Welcome

Welcome to the November 2024 community update on the revised design of Euston Tower.

Since December 2023, we have been engaging with local stakeholders and the community to refine the design of Euston Tower. We have been working with the council to refine the design of the building. The design is now more in line with the local architectural context and the needs of the community.

**Euston Tower: Within Regent's Place and the Knowledge Quarter**

Our vision and the story so far

**Engagement**

- 120+ people at 10+ community events
- 100+ hours of community engagement
- 100+ hours of community engagement
- 100+ hours of community engagement
- 100+ hours of community engagement
- 100+ hours of community engagement

01



# Delivering benefits for the local community and Camden

Since our last update in October 2023, we have been working with Camden Council to develop the benefits that will be enabled through the reimagining of Euston Tower.

**Euston Tower will enable:**

- 1** **Supporting businesses in the Knowledge Quarter**  
The tower will provide 155 new jobs and 45 new apprenticeships. It will also provide 70 new jobs and 45 new apprenticeships. The tower will also provide 70 new jobs and 45 new apprenticeships.
- 2** **A greener all electric building fit for the future**  
The tower will be a net-zero carbon building. It will also be a net-zero carbon building. It will also be a net-zero carbon building.
- 3** **Helping to meet Camden's housing needs**  
The tower will provide 155 new jobs and 45 new apprenticeships. It will also provide 70 new jobs and 45 new apprenticeships. The tower will also provide 70 new jobs and 45 new apprenticeships.
- 4** **A variety of employment opportunities for local people**  
The tower will provide 155 new jobs and 45 new apprenticeships. It will also provide 70 new jobs and 45 new apprenticeships. The tower will also provide 70 new jobs and 45 new apprenticeships.
- 5** **Safe, connected and fair public spaces at Regent's Place**  
The tower will provide 155 new jobs and 45 new apprenticeships. It will also provide 70 new jobs and 45 new apprenticeships. The tower will also provide 70 new jobs and 45 new apprenticeships.
- 6** **Improvements to local physical and social infrastructure**  
The tower will provide 155 new jobs and 45 new apprenticeships. It will also provide 70 new jobs and 45 new apprenticeships. The tower will also provide 70 new jobs and 45 new apprenticeships.

02



# Sustainability at the heart of design

Sustainability has always been at the heart of the design of Euston Tower. We have a vision to create a greener all-electric building fit for the future with cutting edge sustainability goals and full transparency of our assessment and approaches. Reducing carbon emissions and waste with ambitious circular economy targets, innovative reuse/recycling processes, and carbon offsetting only where necessary.

**The feasibility work**

**Concrete recycling progress update**

**Our approach to sustainability**

- 1. Reducing the carbon footprint of the building
- 2. Reducing the carbon footprint of the building
- 3. Reducing the carbon footprint of the building
- 4. Reducing the carbon footprint of the building
- 5. Reducing the carbon footprint of the building
- 6. Reducing the carbon footprint of the building
- 7. Reducing the carbon footprint of the building
- 8. Reducing the carbon footprint of the building
- 9. Reducing the carbon footprint of the building
- 10. Reducing the carbon footprint of the building

03



# Our revised design

The design of Euston Tower has been shaped through a co-design process with the local community, incorporating feedback and ideas to create a building and public realm that works for, and will be used by local people. The design is now more in line with the local architectural context and the needs of the community.

**Our revised design**

- 1. Reducing the carbon footprint of the building
- 2. Reducing the carbon footprint of the building
- 3. Reducing the carbon footprint of the building
- 4. Reducing the carbon footprint of the building
- 5. Reducing the carbon footprint of the building
- 6. Reducing the carbon footprint of the building
- 7. Reducing the carbon footprint of the building
- 8. Reducing the carbon footprint of the building
- 9. Reducing the carbon footprint of the building
- 10. Reducing the carbon footprint of the building

04



# A simpler and more contextual building

Feedback through the council led statutory consultation process on the submitted design highlighted concerns about the form, mass and colour of the building. We have reviewed this feedback to revise our design to create a building that has a simplified appearance and adheres closer to the local architectural context.

**A simpler design**

**Aligning with other landmarks in Camden**

05



# Views



# Creating a welcoming arrival experience at Euston Tower

Feedback from the co-design process and targeted accessibility workshops with the local community emphasised the importance of Euston Tower being safe, welcoming and inclusive. We too want Euston Tower to be a place that everyone in the community can use and benefit from.

**Significant investment in public realm upgrades**

An additional £10m of public realm upgrades, including a new public square, will be provided to improve the arrival experience at Euston Tower. This includes:

- New public square and landscaping
- New public realm and landscaping
- New public realm and landscaping
- New public realm and landscaping

**The design of the public realm features supports the following key objectives that were shared by community for design workshop**

- Create a welcoming, accessible arrival experience
- Create a public realm that is safe and secure
- Create a public realm that is inclusive and accessible
- Create a public realm that is green and sustainable
- Create a public realm that is vibrant and lively



**New public realm at Euston Tower**

- 1. Improved with new public realm including 1.2 hectares of new public realm and landscaping
- 2. New public realm and landscaping
- 3. New public realm and landscaping
- 4. New public realm and landscaping
- 5. New public realm and landscaping
- 6. New public realm and landscaping
- 7. New public realm and landscaping
- 8. New public realm and landscaping
- 9. New public realm and landscaping
- 10. New public realm and landscaping

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# 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.

**Thought leaders for educational opportunities**

**“Thought leaders for educational opportunities like this, etc.”**

**Feedback based on design workshop**

**“The local people will gain from this project”**

**“Education works with the community”**

**“Education works with the community”**

**“Education works with the community”**

**Agreed educational opportunities at Euston Tower**

**Future**

**Recent**

**Future**

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# Next steps

Thank you for taking the time to look at the revised design of Euston Tower.

**Shared by communities with local people a redesigned Euston Tower will deliver great benefits for the local community**

**Consult us**

**Timeline**

- Early 2022
- December 2022
- February to June 2023
- January 2024 - July 2024
- December 2024
- October 2024
- July 2024
- April - June 2024
- November 2024
- December 2024

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