

Spring Commonplace survey

An online survey hosted on the citizen engagement platform Commonplace was launched on 31st March 2022. The survey was open for the public to submit their comments for six weeks, closing on 10th May 2022. Activities prior to this engaged with local organisations, community group members and local resident groups.

The survey was publicised through social media channels, including Facebook, Instagram and LinkedIn through a series of five advertisements. These were displayed 310,339 times and were viewed by 63,632 unique users. 216 people subscribed to the project mailing list received an email advertising the survey.

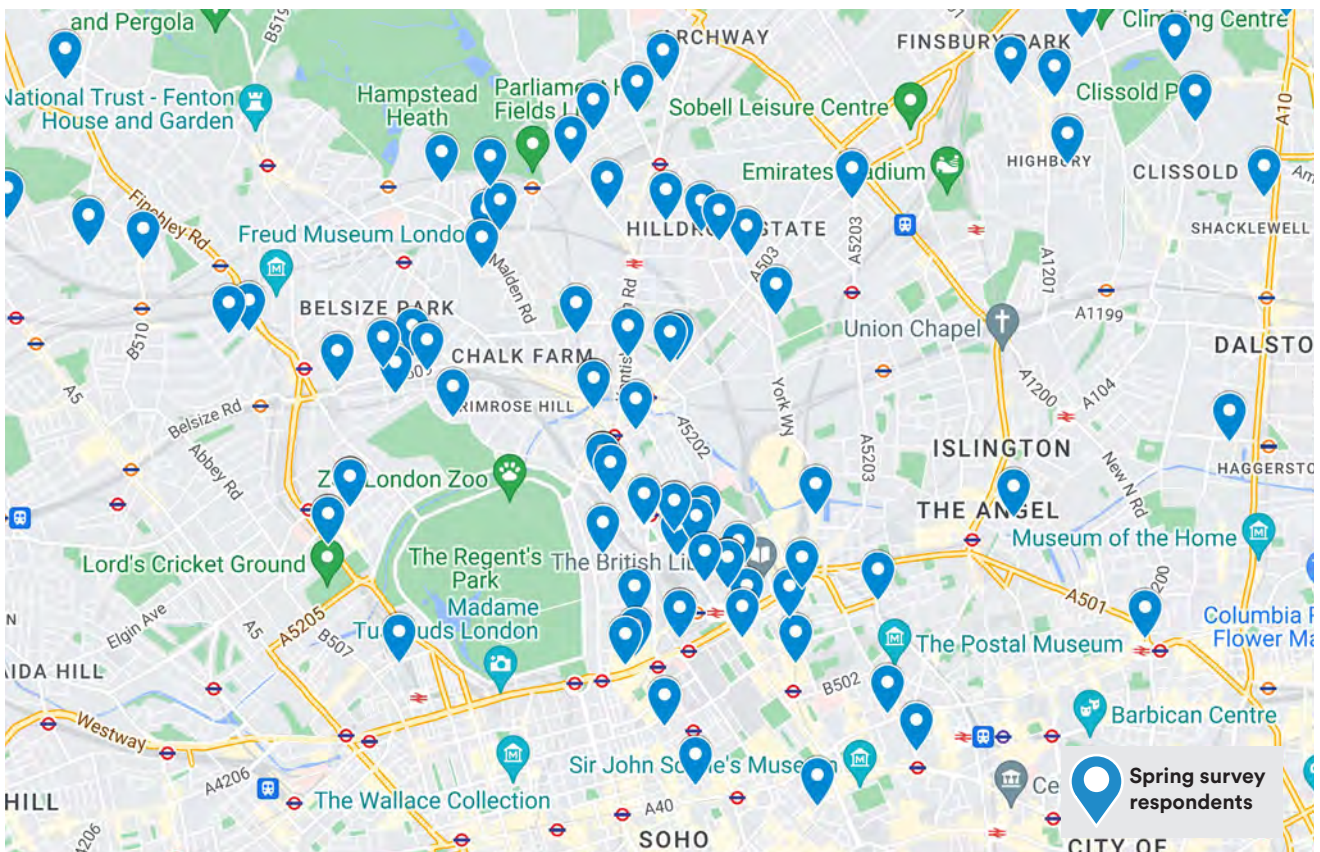
334 people responded to the survey, and as the map shows many live within the London Borough of Camden.

Of the 334 people who completed the survey, 71% described their relationship to Euston, most of which said they travel through Euston regularly (38%) or are local residents (37%).

65% of respondents provided information regarding gender and 18% provided information on their ethnicity and disability status.

Most people said they were female (51%) compared to 42% male, and 4% said they prefer not to say.

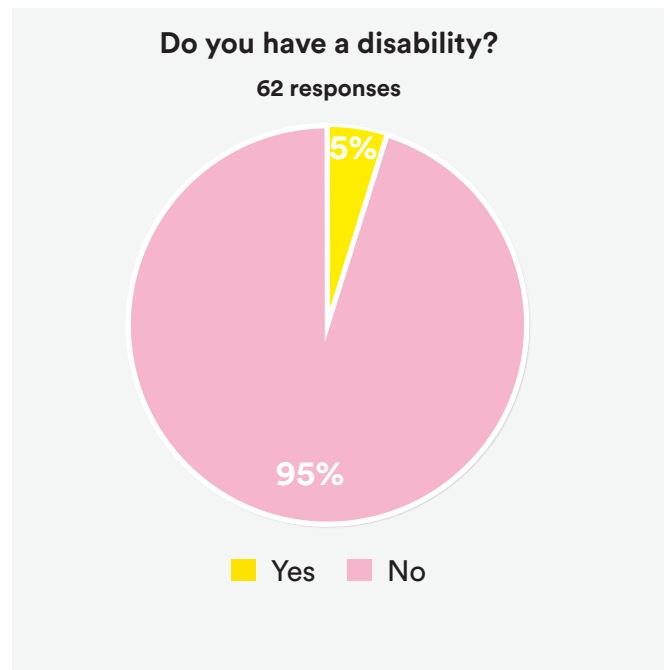
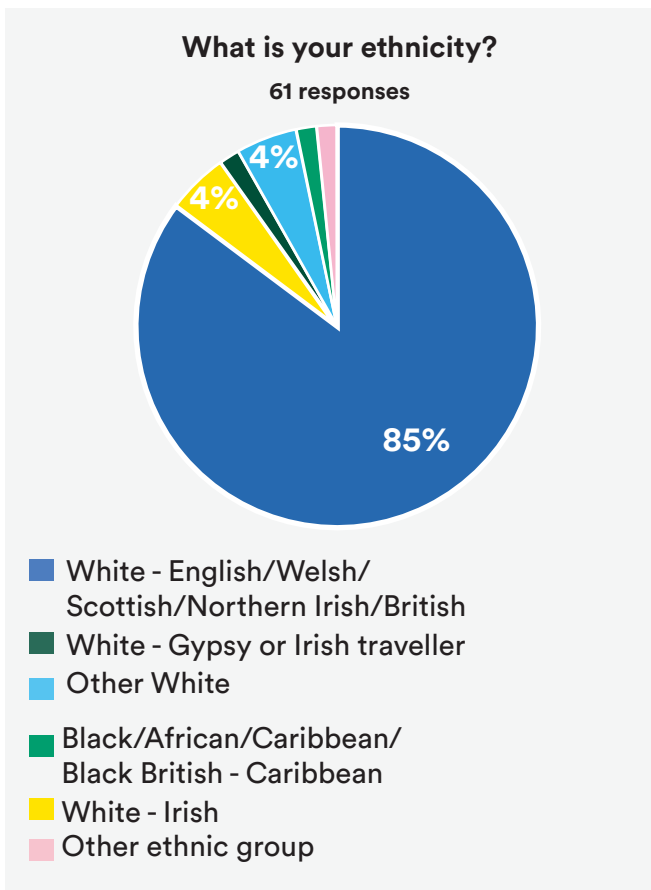
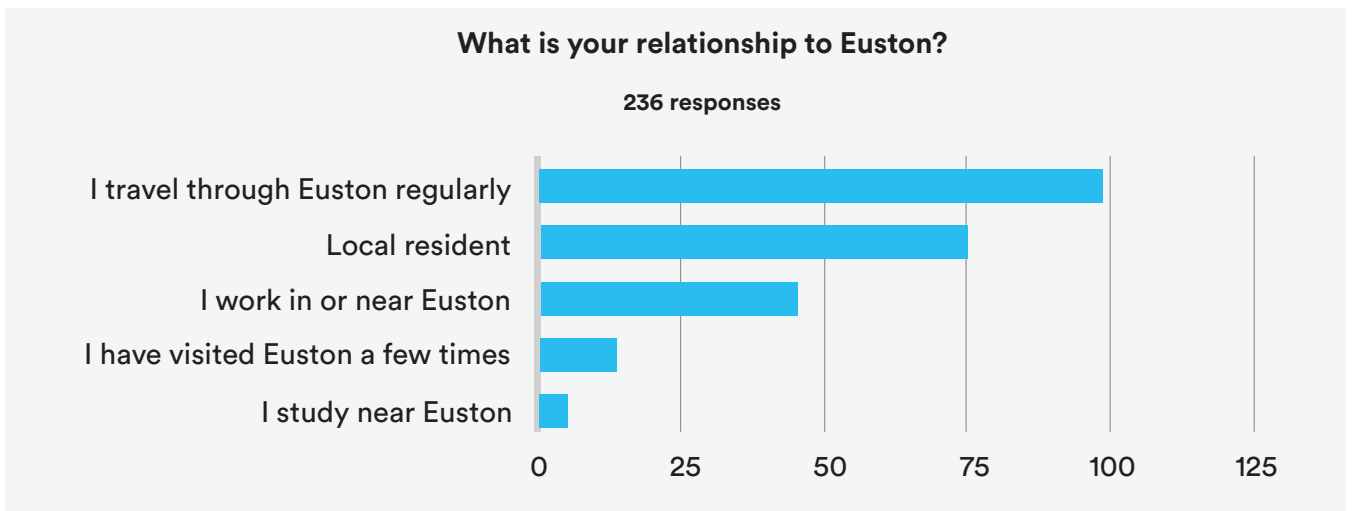
Data shows that the ethnic diversity of the respondents is low; however only 18% of respondents disclosed their ethnicity in the survey.



Map of spring 2022 survey respondents postcodes

Highlighting a low proportion of disabled voices, 4% of people who responded to this question consider themselves to have a disability, however similarly only 18% of people responded to this question.

Full demographic information can be found in the Appendix.



The spring 2022 survey was designed to collect feedback and insights on a range of different themes, with the survey divided into five themed sections or “tiles”. Respondents could choose to provide feedback to questions on the themes that mattered most to them.

The survey sought feedback on the following five themes:

1. Celebrating Euston (213 responses)
2. An inclusive environment (129 responses)
3. A place to connect and collaborate (79 responses)
4. A natural urban neighbourhood (162 responses)
5. Big ideas for Euston (115 responses)

Through this process the survey sought to understand people’s views on Euston as it stands today, the features that define Euston’s identity as a place, its positive attributes and negative characteristics, and to understand people’s views on the key opportunities and priorities for change that could be realised through the OSD masterplan.

The survey also seeks feedback on different aspects of placemaking, identifying what respondents think makes for a welcoming, safe, inclusive, vibrant, and healthy environment that will make it a destination where people will want to be. As part of this, respondents were able to contribute their ‘big ideas’ for Euston.

This chapter will explore the responses to each of the five survey theme questions. The spring 2022 Survey was launched prior

to the publication of the emerging Euston OSD masterplan, masterplan framework and the five masterplan areas (Northern Approaches, Eversholt Street, Central OSD, Western OSD, Southern Gateway). A further Commonplace survey was launched to coincide with the in-person public consultation programme of activities on the concept masterplan.

Emerging priorities

The spring 2022 Commonplace survey provided the following insights into respondent’s priorities:

- Euston Station significantly defines the area’s identity; however, it is associated with many people’s negative perceptions and experiences of the area. Respondents recognised the potential for improvements that the Euston OSD could deliver.
- Local routes and connections are viewed as inadequate and in serious need of improvement.
- Currently, there is a lack of green spaces in the area and new and improved green open spaces are strongly desired.
- Local restaurants, community facilities and shops are highly valued and support for local businesses and additional spaces for community uses are highly desired.

The questions asked in this survey were identical to those included in the hard copy feedback forms used at the in-person public consultation events. The combined results from both the Commonplace survey and the hard copy feedback forms completed during the in-person activities can be found in Section 3 of the report.

Overall, respondents viewed Euston as more of a transport hub than a destination, with many mentioning that its busy and noisy environment makes it unpleasant. Its heritage, sense of community from local businesses and civic buildings were seen as key factors in creating an inviting and welcoming environment. Respondents were especially keen to enhance the Euston station through providing more open and greenspace. Below is a summary of the emerging priorities that have been gathered from the survey.



Existing entrance to Euston station

Celebrating Euston

In this section questions were asked to understand people's sentiment towards Euston as it is today, what respondents value most about the areas in terms of culture and the features that are most important to defining Euston's identity. People were asked what features make Euston unique and should be celebrated (for example places, spaces, institutions, businesses, events or activities).

The responses reveal that Euston Station is at the heart of Euston's identity and is viewed to have a significant impact, both positive and negative, on defining and shaping how people think about and experience the area.

The view from respondents suggests that Euston Station's predominance as the area's defining and unique feature has a detrimental impact on people's experience of the area. This comes at the expense of other valued places and spaces in Euston, such as community, culture and restaurants on and around Drummond Street.

Whilst there was much to celebrate about Euston's diverse communities, historical and heritage assets and local green spaces, the poor character of local routes and a lack of good connections between Euston's communities creates a negative impact on the area and is currently offering a poor experience for pedestrians and cyclists.

What are three words you would use to describe Euston's identity?

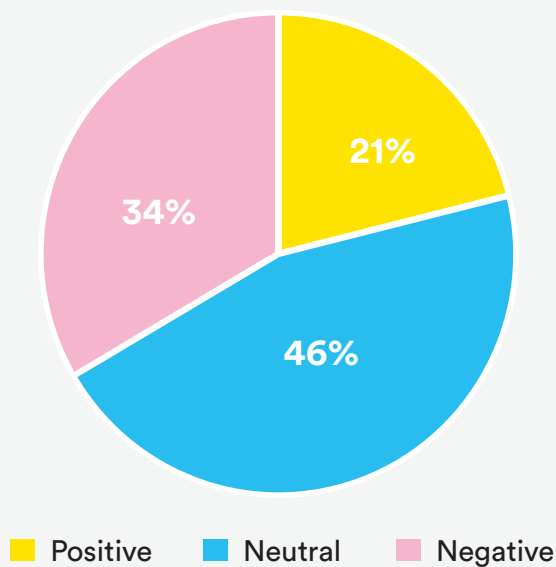
The responses to this question revealed a diverse range of views and sentiments highlighting both the positives and negatives of the Euston area.

The most common word used to describe Euston was 'busy', a reflection on the prominence of the area as a major traffic and transport hub and interchange located in a highly populated community in London's Zone 1.

We interpret "busy" as neither positive nor negative in sentiment, but a descriptive recognition of the prominence of Euston, Kings Cross and St Pancras Stations and the associated volume of people and activity they generate. This can be understood by looking at other prominent words including "station", "transport", "urban" and "central". However, as the chart to the right shows, these characteristics give rise to both positive and negative features that Euston's communities experience.

What are three words that you would use to describe Euston's Identity?

307 Responses



Positive

Diverse	10
Green	4
Community/ Communities	5
Accessible	3
Connected	3

Negative

Dirty	10
Ugly	7
Polluted	7
Noisy	6
Unfriendly	6

What do you value most about the local community in Euston?

Most respondents felt that Euston's historical assets and heritage (23.2%) were of the highest value, which is closely related to buildings (14.7%). Also of high importance was parks and green spaces (23%) and open spaces (12.9). Community groups (7.6%), neighbours (7.1%) and events were also highly regarded by many, indicating a strong and active civil society amongst Euston's communities.

Those who answered "other" had the opportunity to specify what they regarded as most valuable. Based on the answers provided, many pointed to the Indian restaurants on Drummond Street as of particular value to Euston.

What is most important to you when considering the identity of Euston?

A majority of respondents identified Euston Station (24.1%) as most important to Euston's identity. This was closely followed by historic assets and heritage (20.9%) and parks and open space (21.1%). It was clear from the comments that Euston Station defines and shapes the Euston area's identity.

Tell us a specific place, event or space that you believe makes Euston unique.

Following the same pattern as the responses to question 3, it was clear from the answers provided that the station itself is the unique feature that marks Euston out as a place. Drummond Street and the British Library were

also identified as unique places in Euston. It is notable that other prominent institutions such as UCL, the UCL Hospital and the Wellcome Trust received very few mentions.



"Drummond Street and Chalton Street. The Bengali Community and their restaurants. Love the open allotment community garden space in Somers Town near to the British Library."

Is there a place, space, business or event that is undiscovered, or you feel needs to be celebrated more in Euston?

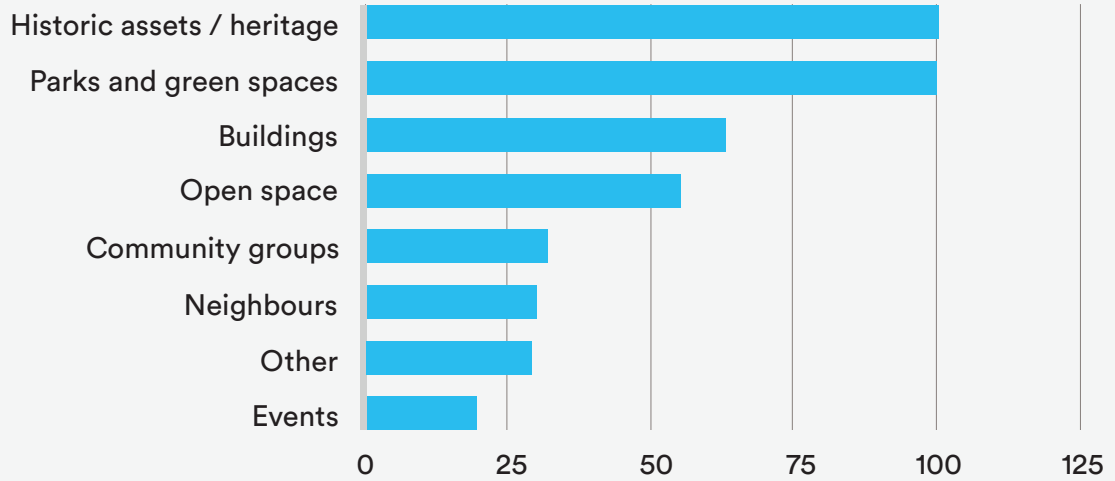
Drummond Street and restaurants featured prominently in respondents answer to this question. Somers Town and St Pancras Church were also identified as 'hidden gems' that should be celebrated.



"Regents Park Estate and Somers Town. These places are full of people and families that have grown up here. The people need to be celebrated. Hear their stories!"

What do you value most about the local community and culture in Euston?

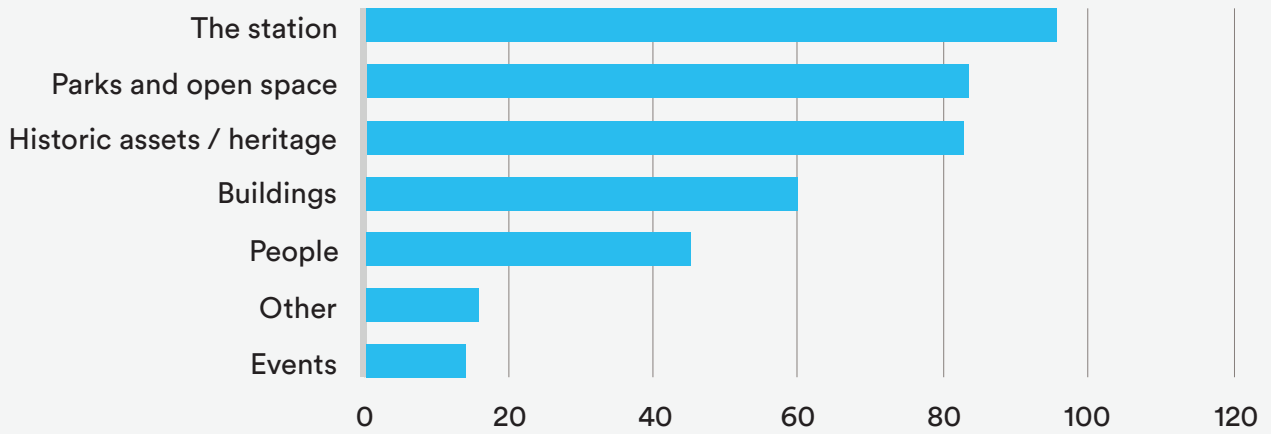
435 Responses



Survey

What is most important to you when considering the identity of Euston?

398 Responses



Survey

What do you value most about the local community in Euston?

This section asked questions to understand people's use of the current green spaces on Euston, what green spaces and natural environments mean to them and what type of public and green spaces they would like to see in the future Euston OSD. They were asked to reflect on their existing use of public/green spaces to give an idea of successful open/ green spaces as well as suggestions for new types of spaces.

The responses show that public green spaces are a significant priority for the local community. From the survey, 33% of respondents want to see Euston OSD providing green open spaces to improve routes and connections in Euston. Furthermore, parks and open spaces are also the most supported when asked what facilities the OSD should provide.

What is the main reason you visit your local green or open spaces?

Relaxation (38%), exercise (22%) and socialising (18%) were the most popular reasons for respondents to visit their local green or open spaces. Many mentioned the benefits of green and open spaces for daily walks and connecting with nature.

“Health for clean air, relaxation looking at creatures and plants, major studies have proved the health benefits especially in urban environments”

What are your top three priorities for new green and open spaces in the Euston OSD?

The priorities mentioned fell under four themes; greenery and biodiversity, safety and accessibility, atmosphere and use. Greenery, safety and cleanliness were amongst the most popular priorities. The responses highlight that there is a general desire for there to be inviting, flexible green spaces that cater for humans as well as biodiversity.

Can you think of an open space in Euston you enjoy visiting? What do you like about this space?

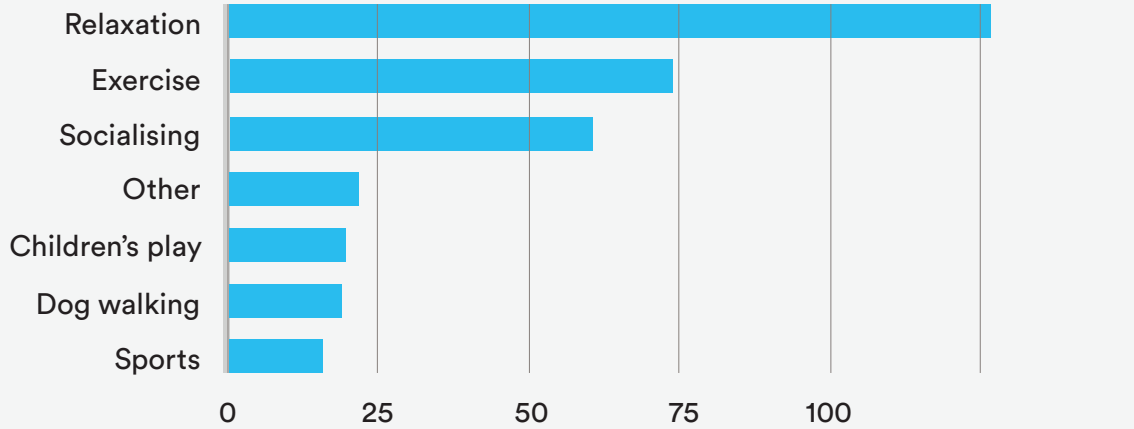
The most common responses to this question were Regent's Park, Quaker meeting house garden, the green space outside of Euston station. Reasons for selecting these spaces included them being quiet, places to socialise and full of greenery. Many also mentioned the lack of good quality open spaces within the Euston area.

“I love Regent's Park. Offers something to everyone. Lots of green and diverse areas”

“I used to enjoy sitting in the garden opposite Euston station, which is no longer accessible” something to everyone. Lots of green and diverse areas.”

What is the main reason you visit your local green or open spaces?

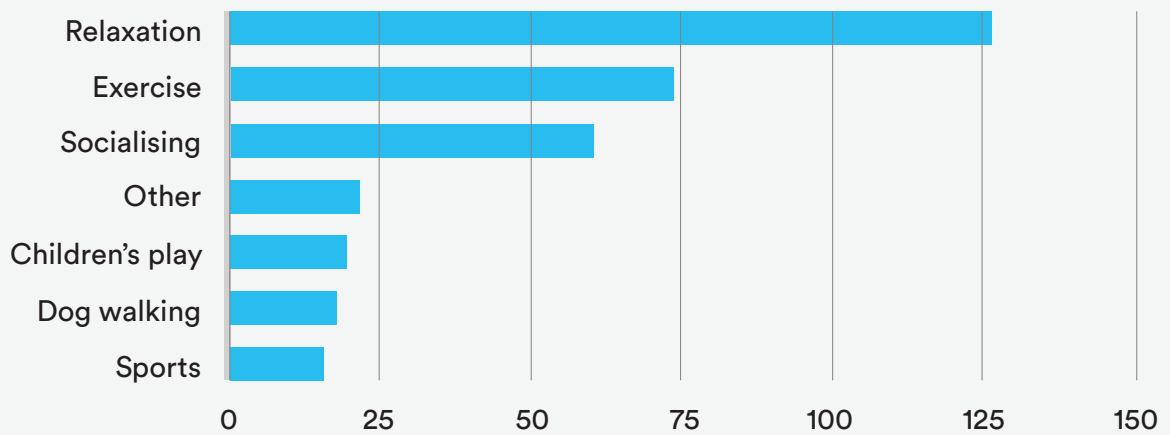
338 Responses



Survey

What are your top three priorities for new green and open spaces in the Euston OSD?

338 Responses



Survey

What type of public space would you like to see more of in Euston?

Parks and open space and quiet green spaces were highly desired by respondents closely followed by meadows and community garden space.

“When I think of Euston, I think of the busy atmosphere of commuters either trying to catch their train on time or waiting for one... it would be nice to balance the area with some space for relaxation”

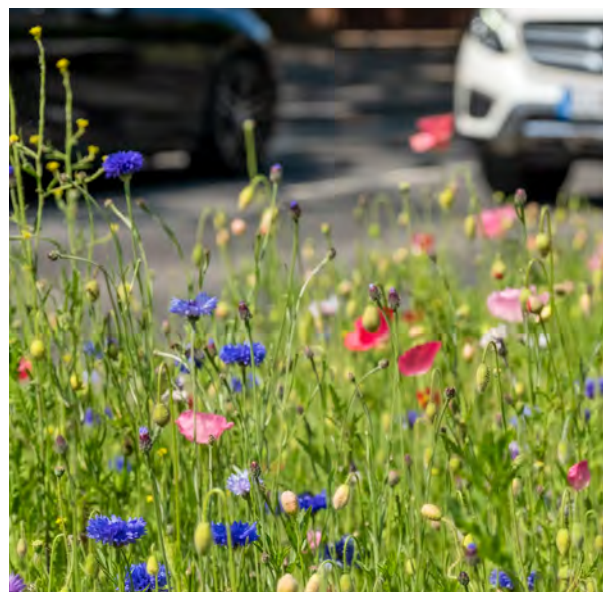
“Community-based activities have been seriously depleted and need replacing”

If the aim is to build a “natural urban neighbourhood”, what should the Euston OSD focus on providing?

Green spaces, spaces for wildlife and trees were the top suggestions. Many respondents mentioned that the options are not mutually exclusive and a combination e.g. green spaces and wildlife, is needed to make a successful natural environment.

“People do not come to Euston to relax or enjoy the area currently. It would be nice if we had open spaces that were clean and maintained and hosted interesting outdoor events”

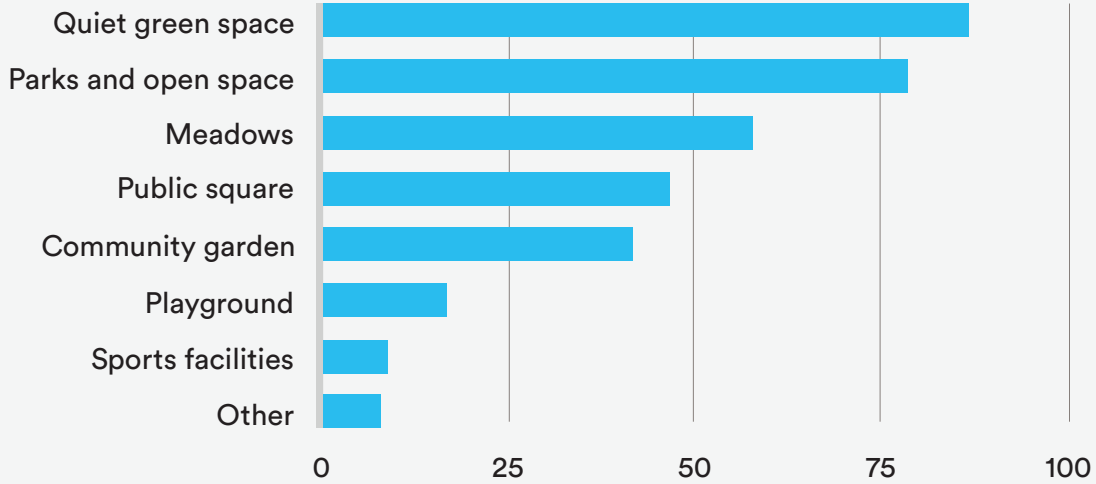
“A calming green space needs trees & is somewhere to socialise.”



Survey image of wildlife

What type of public space would you like to see more of in Euston?

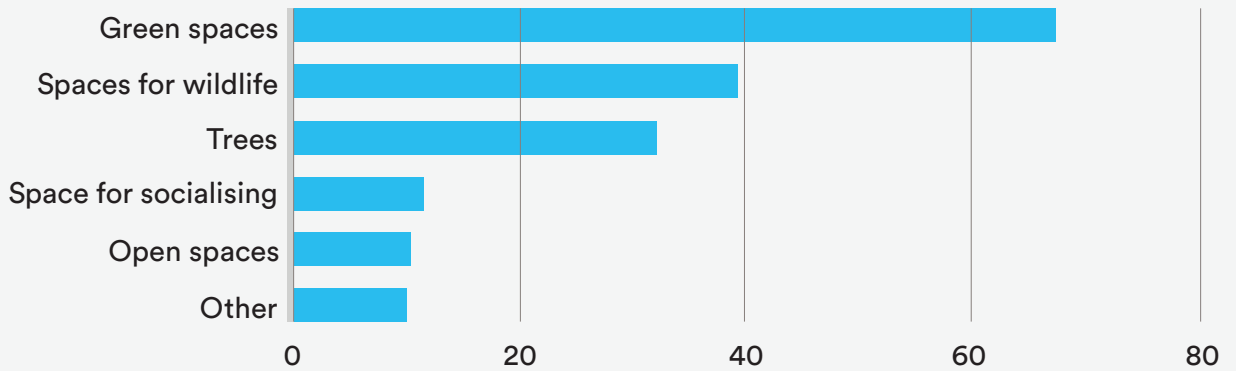
338 Responses



Survey

If the aim is to build a “natural urban neighbourhood”, what should the Euston OSD focus on providing?

338 Responses



Survey

An Inclusive Environment

In this section people were asked questions about how they travel in the area, how local routes and connections and people's experience of the area could be improved.

Whilst most respondents said walking and cycling was their preferred mode of transport in the area, local routes and connections are viewed as inadequate and in serious need of improvement.

Respondents expressed a desire to see new and/or improved routes and connections from east to west and north to south to improve residents' experiences of moving around Euston and to make travelling in the area, safer and more welcoming.

What is your preferred way to travel in your area?

Respondents told us that their preferred way to travel is by cycling (30.4%) and walking (28.7%), followed by taking the bus (15.7%). Interestingly, travel by car (6.1%) and by train (3.5%) were people's least preferred methods of travel in their area. This perhaps reflects the fact that most journeys are over a short distance, and people's ability to access a wide range of amenities within the Euston area. It is worth noting that 61% of households in the London Borough of Camden do now own a car, with decreasing car ownership a trend across inner London.

7 respondents (6.1%) selected "other" and they were asked to provide more details. Here respondents with disabilities identified their need to travel using wheelchairs or mobility scooters. Other respondents pointed out that they often need to use multiple different modes of travel regularly depending on their journey.

What would improve your experience of moving around Euston?

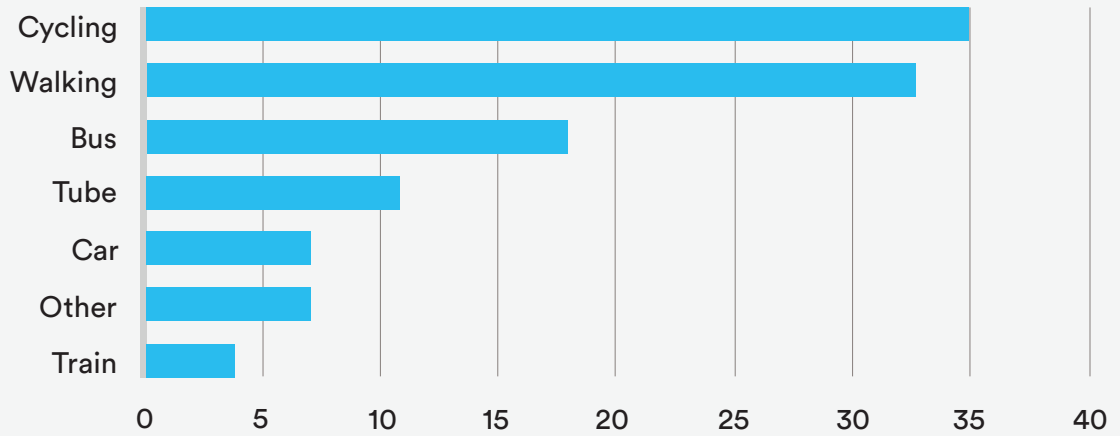
"Green Streets" (21.4%) was the most popular response from respondents on how their experience of Euston could be improved. Improved walking routes (17.9%) and cycling routes (15.9%), closely followed by places to rest (12%), inclusive access (10.1%) and active frontages (9.7%) were also highlighted as areas for improvement. Taken together, respondents clearly feel that the current street scene and streetscape in Euston requires improvement. Of respondents who answered other, the most prominent word used was "trees", reinforcing again the overriding preference for green streets.



Survey image of cyclists

What is your preferred way to travel in your area?

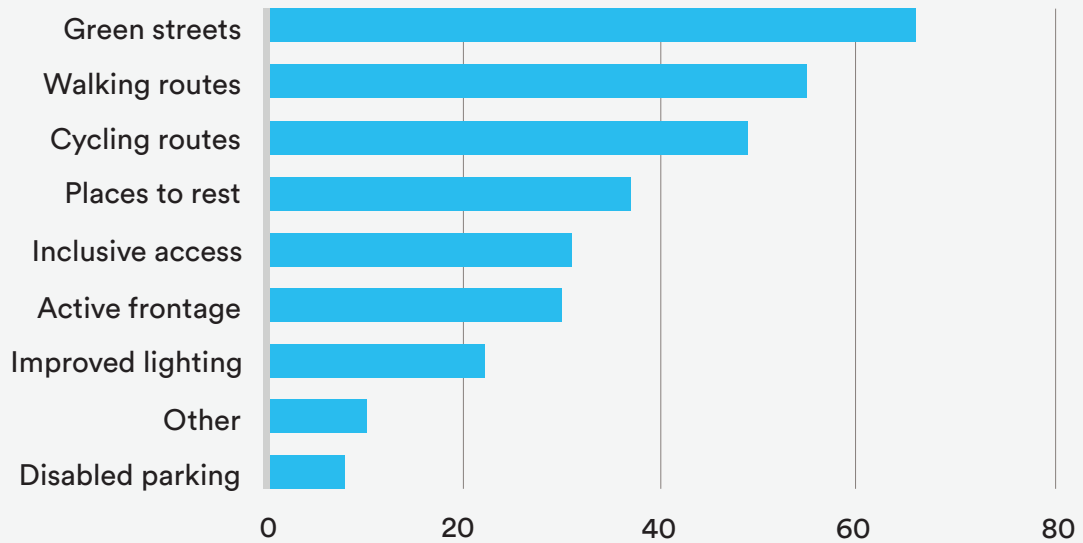
115 Responses



Survey

What would improve your experience of moving around Euston?

308 Responses



Survey

Are there specific places in the Euston area that you feel could be better connected? Please tell us about any routes or journeys you think should be improved.


Respondents identified several different routes in Euston that they felt should be improved. One of the most frequently mentioned was the route between Kings Cross/St Pancras and Euston, in particular the lack of easily navigability, pedestrian friendly routes and clear signage and wayfinding for commuters interchanging between these stations.

Another common concern was the north / south connections across Euston Road. Many feel this road is a physical barrier, unsafe to cross, car dominated, therefore creating a unpleasant and polluted obstacle for pedestrians and cyclists. Further comments recognised the physical barrier that Euston Station itself presents, and the detrimental effect this has had on neighbouring roads such as Eversholt Street and Drummond Street.

Generally, respondents felt that all local routes could be improved by being made safer and more attractive for pedestrian and cyclists.

“Also better ways to cross the Euston road north-South, hate having to stand waiting on the pavement breathing in so much pollution, waiting for ages for the lights to change, still at risk protected from traffic”

“Would love an easier, more pedestrian friendly route from the station to Regent’s Park and other way to St Pancras (i.e. not having to use the busy, noisy, polluted Euston road and being protected from traffic).”



“St Pancras to Euston should be improved with wayfinding and physical interventions to connect the two places”

In what ways could the Euston OSD help support local businesses, community initiatives, and neighbourhoods?

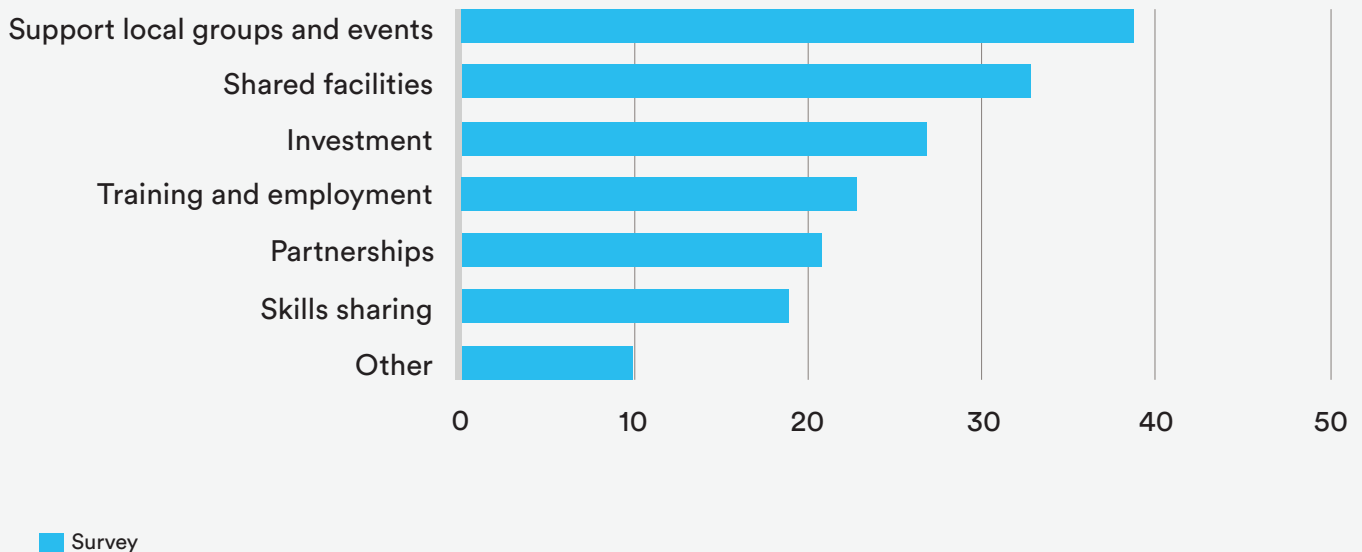
Of the options provided, support for local groups and events was chosen as the biggest priority (22.7%) followed by the provision of shared facilities (19.2%). Investment in Euston (15.7%) with the opportunities this presents for employment and training (13.4%) and partnerships (12.2%) was also regarded as important to help support the Euston community.

“Support local groups, events and businesses, with premises at suitable rents.”

“Work with current residents so they aren’t displaced by the development.”

In what ways could the Euston OSD help support local businesses, community initiatives and neighbourhoods?

172 Responses



A place to Connect and Collaborate

This set of questions asked how we can foster a sense of connection to the Euston OSD through new uses, activities as well as understanding how the OSD can support the local area and create a sense of connection the place.

Local businesses were regarded as major factors in enabling connection within the community, this alongside parks and open spaces were seen as the most popular for provision in the OSD. Community facilities were also regarded as being a top priority in creating connection and community.

What makes you feel connected to your community?

Respondents found that their local businesses (20.5%), closely followed by community facilities (18%) is what makes them feel most connected to their community. Civic buildings, heritage and local culture and community spirit were also regarded as important factors in feeling connected to the community.

What kind of activities or facilities would you like the Euston OSD to provide?

Parks and open spaces were seen as the most important to provide. In addition, following the trend from the previous question, local shops and amenities were also highly supported with 20% of respondents agreeing, highlighting the importance of local businesses to the community.



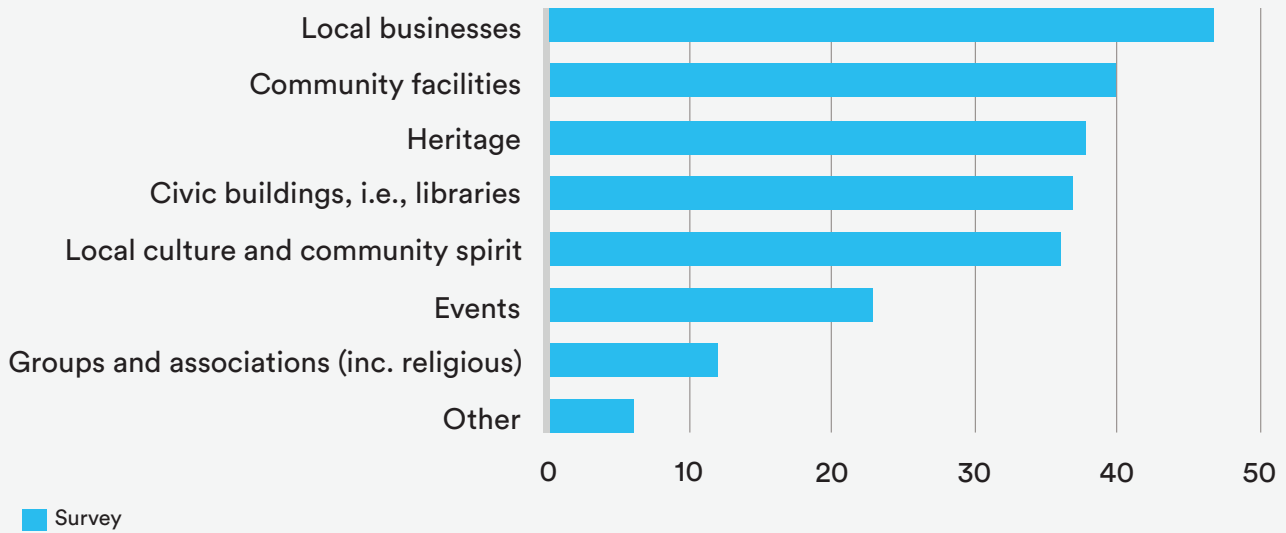
Survey image of local business



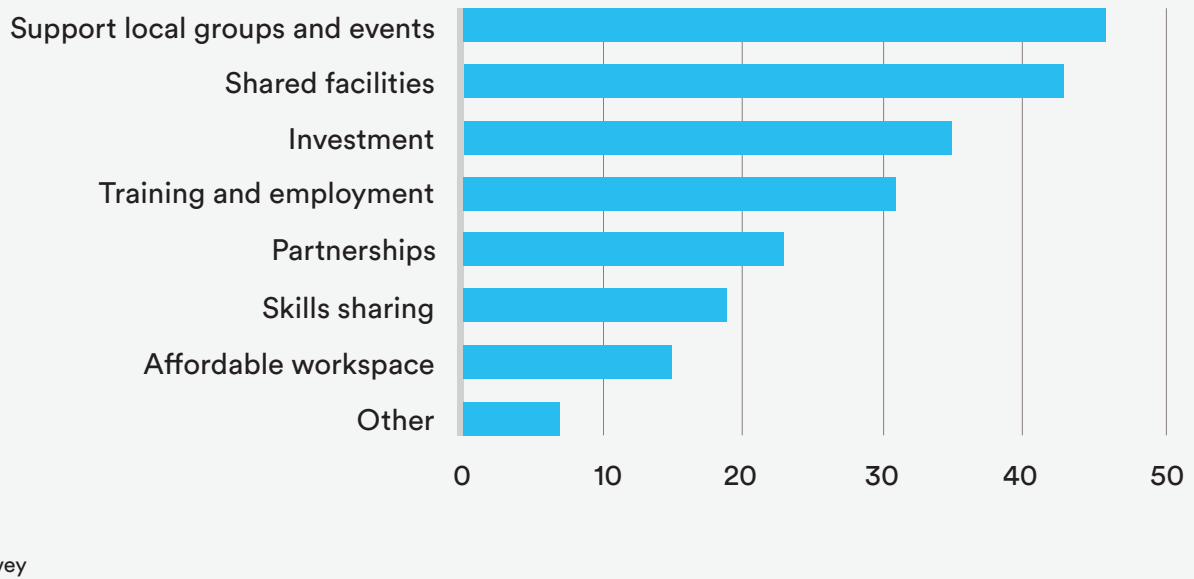
Survey image of parks and open spaces

What makes you feel connected to your community?

239 Responses



What kind of activities and or facilities would you like the Euston OSD to provide?



What do you think attracts people to Euston?

Respondents saw restaurants and local landmarks as the main reason people are attracted to Euston. 13.8% of respondents chose “other”; the main attraction mentioned by those that selected ‘other’ was the station and for transport. It seems that as a stopping place, Euston is attractive for eating and drinking as well as its landmarks and is otherwise seen as a connection or transport hub.

“At the moment I don’t think Euston is particularly attractive, and most people are probably travelling there as a necessity to get somewhere else”

“Somewhat bizarrely the rail station - that’s why it needs to be special”

What can the Euston OSD provide to support connections and collaboration in Euston?

New open green spaces (33.1%) and cultural spaces (28.7%) were seen as the top priorities in ensuring that Euston OSD provides opportunity for connection and collaboration in Euston.



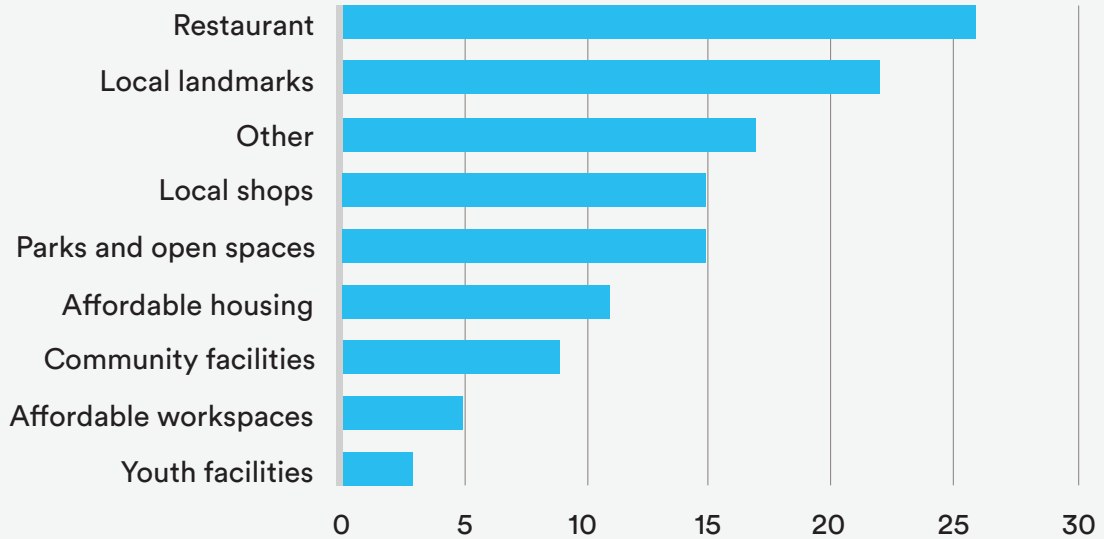
Survey image open green spaces



Survey image of cultural spaces

What do you think attracts people to Euston?

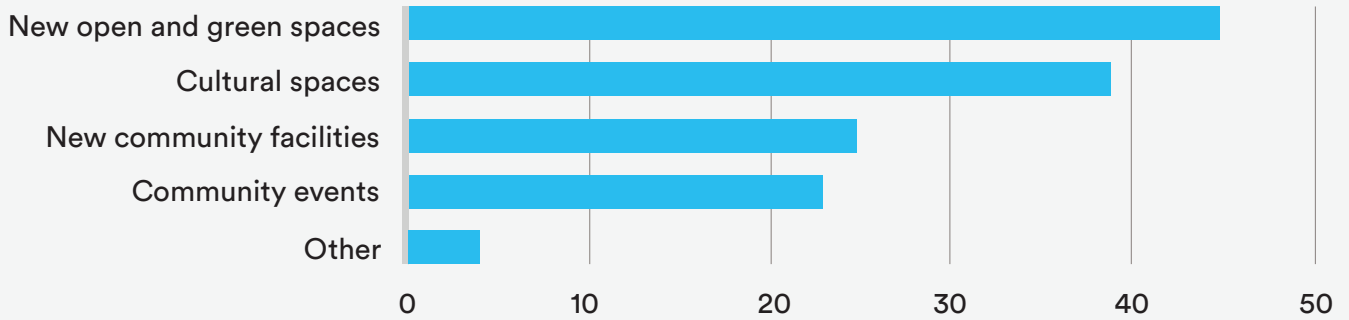
123 Responses



Survey

What can the Euston OSD provide to support connections and collaboration in Euston?

136 Responses



Survey

Big Idea for Euston

This question allowed respondents to look to the future and provided a wide-ranging number of ideas for the project team to process. Feedback highlights a positive outlook for Euston's future.

The main themes to come out of this question include public green open spaces, improvements to pedestrian and cycle routes, affordability and heritage.

“A place that encapsulates nature, using green space as a respite for busy travellers. Lots of shops and restaurants to ease the passing of time between journeys.”

Public green spaces

Green spaces and the theme of nature was most discussed when respondents were asked to think of their one big idea for the design of the Euston OSD, with 20% of comments discussing something related to green spaces such as protection of trees and planting or increasing wildlife and greenery. This is seen throughout the five surveys and reinforces the want for lots of green space in Euston.

“Affordable or local authority housing above station, with park land”

“As much green space as possible and reduce amount of traffic in the area”

Affordability

The topic of affordability was mentioned when thinking about big ideas for Euston but this was less frequent than the other three themes. When touching on affordability, the need for new homes in Euston, that local people can afford was emphasised. Respondents often referred to social/local housing authorities owned by the community.

Improvements to pedestrian and cycle routes

Many respondents suggested improving cycle and pedestrian pathways, with a variety of routes discussed, highlighting the general need for these improvements across Euston since the focus is not on any one area. Comments on public transport access, walking and cycling, and accessibility highlight the desire amongst some respondents to improve pedestrian and bike infrastructure that is sensitive to the needs of the local area, and to ensure there is no increase in vehicular traffic.

“Make the area around Euston station an attractive, safe, and convenient area through which to walk or cycle. Use it to provide amenities for the local community, especially towards the northern end, and turn the area around the station into a must-visit (or must-walk-through) destination for locals and non-locals alike.”

“A cycle lane that runs all the way along HS2 to Birmingham!”

Heritage, culture and local character

Reinstating the Euston Arch was a popular idea, with 10% of comments referring to restoring the Euston arch and reflecting the areas heritage, some suggestions were made to have this as a focal point to base the development around.

“To create an area attractive to bring in the public at large from all over London, and the UK. To make the area a “Go To, Must See/Visit” attraction, not just turn up to the Station and depart.”