

01

Engaging with Euston's communities





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Our approach to engagement

Soundings has been appointed by Lendlease to facilitate a process of community consultation throughout the design development stages of the Euston OSD masterplan. Our aspiration is to lead an exemplary consultation that will help to shape the future of Euston collectively and collaboratively with Euston's communities.

Following a detailed stakeholder mapping exercise and analysis of the Euston area and its diverse communities and discussions with the London Borough of Camden and Lendlease, three key principles of consultation were agreed and established. The three principles are:



Exchange

Facilitate conversations between generations, backgrounds and neighbourhoods – exchanging ideas, information and experience along the way.



Participation

Enrich the evolution of the Euston masterplan through the involvement and input of local communities, moving towards a shared purpose and vision for the future.



Reach

Ensure that Euston communities, particularly the seldom heard, are acknowledged and given a voice through creative and accessible activities, events and platforms.

These principles are underpinned by an 'exploratory' approach to consultation that responds to feedback from communities at each stage of consultation and inform the character and content of subsequent consultation stages.

23 meetings were held with community groups including Drummond Street and Somers Town Neighbourhood Forum, CHARGE, Young Camden Foundation and the Bengali Workers Association. Feedback from these stakeholders was used to identify the communities' priorities and inform and shape our approach to consultation and engagement in Stage 1.



Consultation stages and Masterplan timetable

Lendlease plans to submit an Outline Planning Application (OPA) for the Euston OSD to the London Borough of Camden in the latter half of 2023. Since 2018 Lendlease has been focused on exploring and communicating the value and potential benefits of development across the Euston site.

The first stage consultation has explored topics relating to the Euston OSD masterplans early design process. Valuable local insight from Community Interest Group (CIG) members, Resident Advisory Group (RAG) members and local residents have been gained in Stage 1, which will inform initial design work for the Euston OSD masterplan before presenting the emerging proposals to the community in summer 2022.

Two further stages of consultation will be held to help to understand the views of Euston's communities in response as the masterplan designs are developed in more detail.

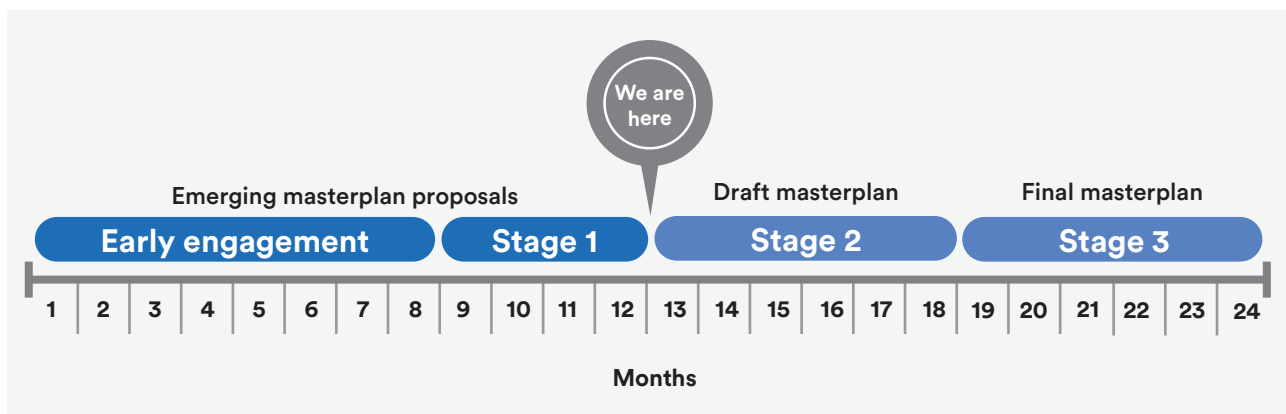
This report provides a detailed summary of the insights and feedback gained in the Stage 1 consultation in two sections; Early consultation and Public consultation.



Early consultation workshop



Public consultation exhibition event



Participation and reach

Early consultation

Early consultation on the Euston OSD took place between June 2021 - June 2022 prior to the release of the emerging masterplan. Group meetings, workshops, and surveys with local residents and community organisations have helped build working relationships between the development team and community members.

This has included, 10 CIG and RAG meetings, 3 CIG and RAG walk and talks, 5 Ideas Workshop events, 3 workshops with Regents High School, 8 skills building outreach events, over 20 1-to-1 meetings with stakeholders and 1 spring survey on Commonplace between 31st March - 14th April.

(See Section 02 Early consultation for full analysis of feedback from these events).

Public consultation

Between June – August 2022 a series of public consultation events were held with Euston’s communities on the emerging OSD masterplan, masterplan framework and the five areas of the masterplan: Northern Approaches, Southern Gateway, Western OSD, Central OSD and Eversholt Street.

This has included 5 public exhibitions, 5 pop up events (Mela Festival, Somerstown Festival, Regents Park Festival, Mornington Crescent), 2 CIG and RAG meetings, and 1 summer survey on Commonplace between 11th July - 14th August.

(See section 03 Public consultation for full analysis of feedback from these events).



Public consultation exhibition event

Throughout the Stage 1 process over 1,500 people from across a broad spectrum of Euston's diverse communities have directly engaged in the consultation, with over 10,000 people visiting our website. This includes local residents from a range of ages, ethnicities and community organisations, as well as regular commuters through Euston Station.

Below is a summary of how through the Stage 1 programme of activities we have sought to realise and fulfil the consultation principles.

Exchange

Community group meetings, workshops and walk and talks have offered opportunities for communities from a range of generations, backgrounds and neighbourhoods to come together and discuss their local area.

Participation

34 consultation events and 2 online surveys with 877 responses have encouraged community input and involvement in shaping the purpose and vision of the project throughout Stage 1.

Reach

In terms of reach, 114 community organisations have been engaged including resident associations, local charities, young people, intergenerational groups, and arts/cultural organisations. Online consultation helped reach a wider audience with 10,179 visitors to the project website and 466 news subscribers.

Stage 1 has been particularly successful in achieving participation and reach. Whilst the project has reached several different communities, Stage 2 and 3 consultation activities will seek to broaden the reach to different ethnic groups, particularly Asian British and Black British communities which represent a large proportion of Camden's population, as well as broadening reach to disabled individuals and LGBTQ+ communities. As we continue to develop relationships with different communities across Euston we will explore opportunities to promote and fulfil the exchange objective.



466

people subscribed to our mailing list



10,179

visitors to our website



34

community events learning from Euston's communities so far



114

local community organisations engaged



484

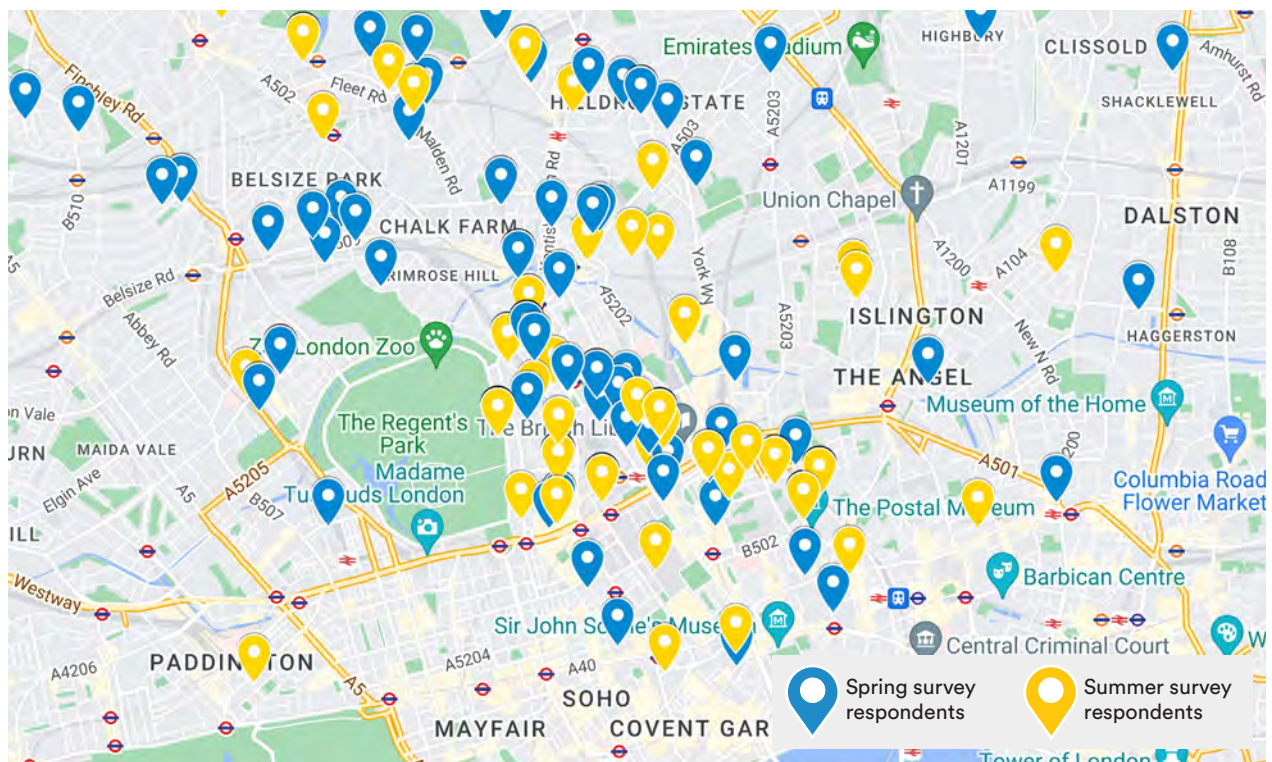
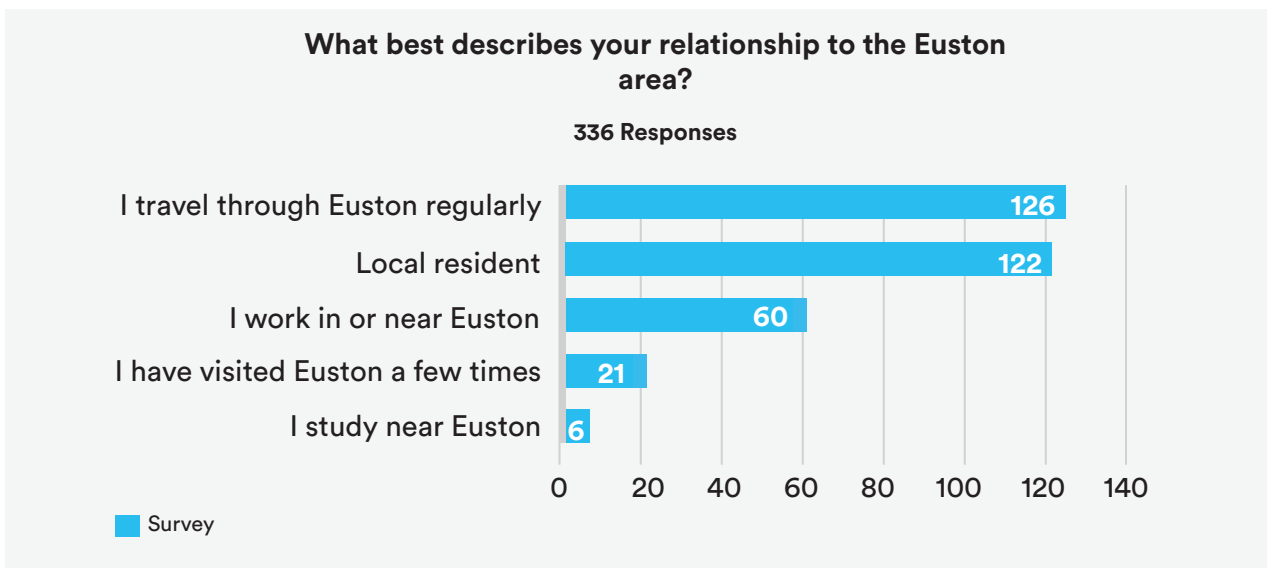
survey respondents

Updated 12 July 2021 - 08 September 2022

Overview of participation

Of the 484 survey respondents, 76% described their relationship to the Euston area. Most respondents are commuters (38%) highlighting the significance of Euston as a transport hub for London. Many are also local residents (36%).

Although most survey respondents describe themselves as commuters (38%) the map below indicates a high proportion of respondents live within the London Borough of Camden, indicating that many refer to Euston as a station and not a place to live.



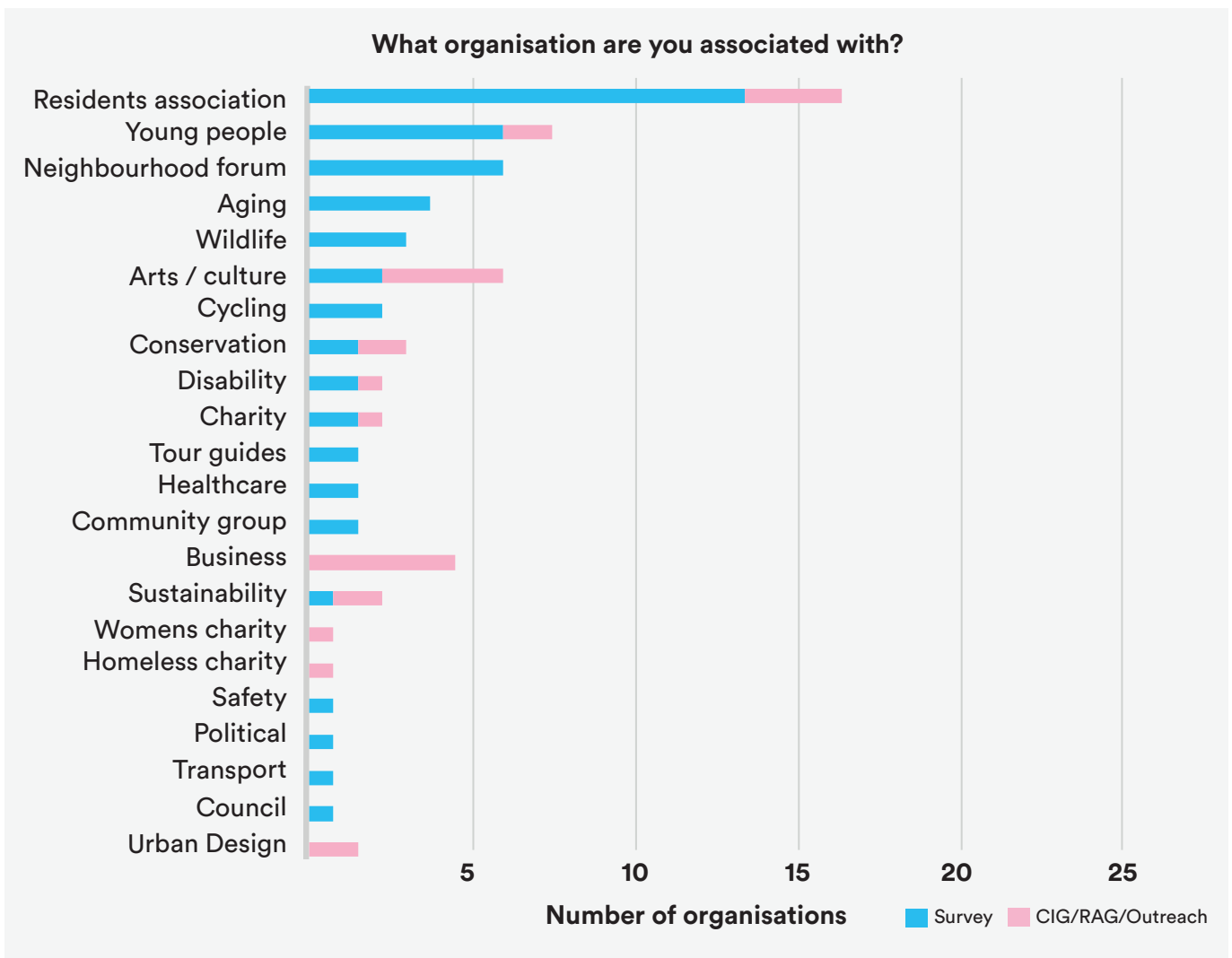
Map of spring and summer 2022 survey respondents postcodes

Engagement activities within Stage 1 have reached a variety of local groups and organisations.

Of the survey respondents, 66 people (24%) said they were members of a local organisation, most of which were members of a residents associations, youth groups or neighbourhood forums.

26 further community groups, including arts/culture organisations, local businesses, and youth groups have also been engaged. Most of which through CIG and RAG meetings, and various outreach activities.

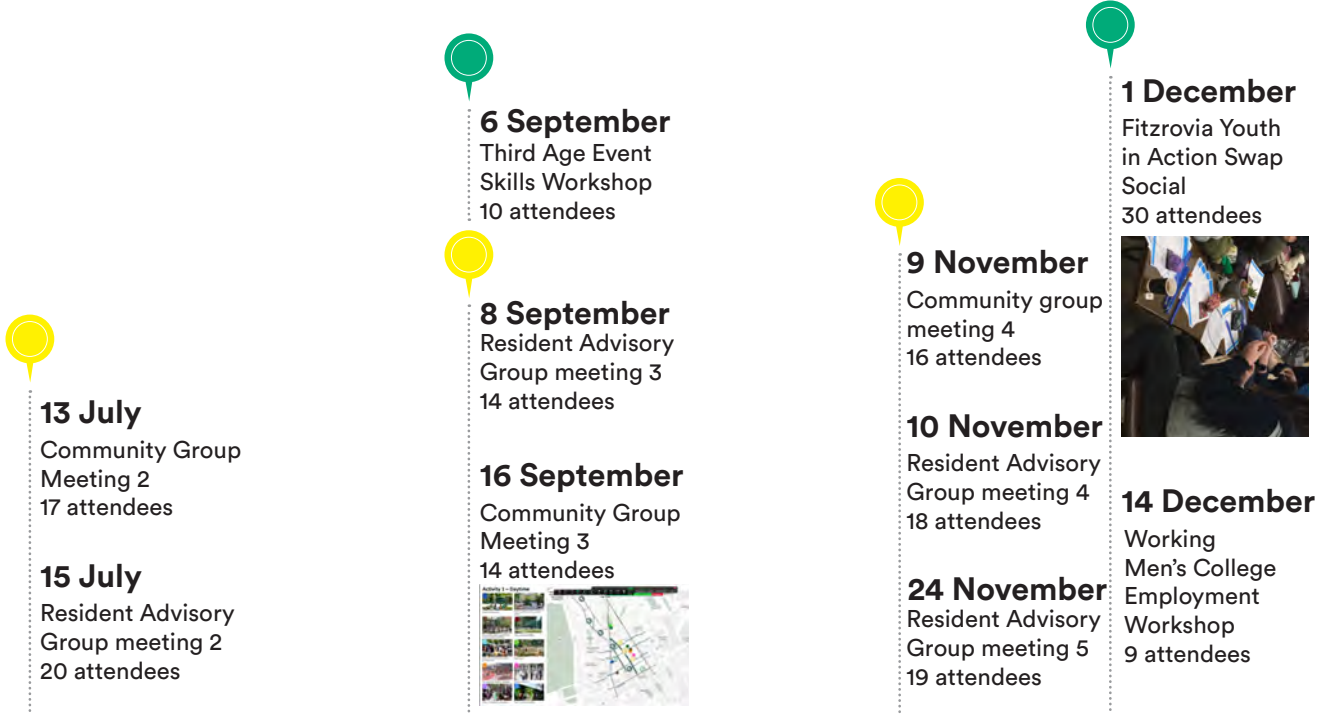
More detailed demographic information can be found in the appendix document. Demographic information has been gathered as part of the spring and summer surveys, therefore does not include information on people we engaged as part of our outreach activities, workshops and individual meetings.



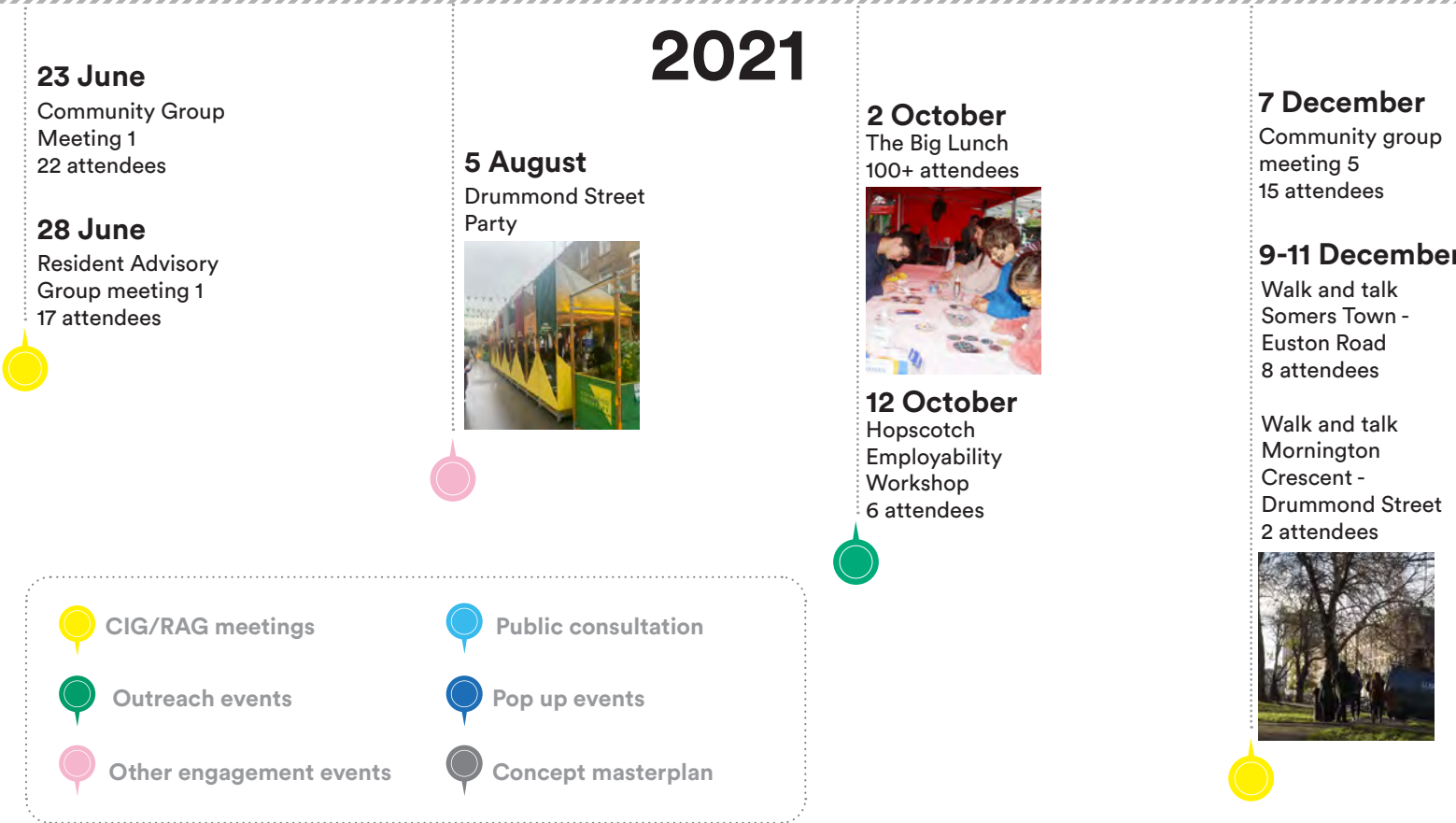
Engagement so far

Below is a timeline showing a summary of the activities undertaken during Stage 1 of the consultation process for the Euston OSD.

The following sections of this report set out what Euston's communities have told us about their aspirations and priorities for the Euston OSD.



2021



- CIG/RAG meetings
- Outreach events
- Other engagement events
- Public consultation
- Pop up events
- Concept masterplan