

15 January
Walk and talk
Euston Square
Gardens -
Hampstead Road
3 attendees

2-12 March
Ideas Workshops
56 attendees



**31 March -
10 May**
Spring
survey
334 respondents

16-23 June
Youth engagement
Regents High
School Workshops
30 attendees



**30 June -
7 July**
Public exhibitions
116 attendees



9 June
Ideas Book with
local artists



11 July
Summer survey
261 respondents

11 July
Somers Town
Festival Pop up
112 conversations



Concept
masterplan
released

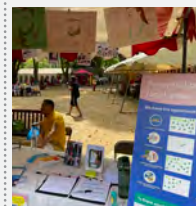
2022

2 February
Mornington
Crescent Walk
and Talk
2 attendees

19 April
Global Generation
Ideas Workshop
5 attendees

20 April
Euston Voices
Ideas Workshops
7 attendees

19 July
Mela Festival Pop
up
66 conversations



8 August
Mornington
Crescent Pop up
42 conversations

6 August
Regents Park
Festival Pop up
64 conversations

16 June
Community group
meeting 6

22 June
Resident Advisory
Group meeting 6

02

Early consultation

Engagement activities prior to the release of the emerging concept masterplan:

48

community groups contributed to the Euston OSD Ideas Book in 2022



Over **100**

people brought together at 2021 Euston Big Lunch



5

Ideas Workshop events

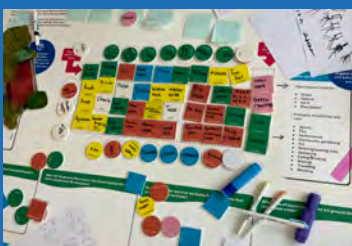
60

young people involved in our school outreach sessions



10

CIG and RAG meetings held



334

responses to the spring Commonplace survey



Early consultation

Ideas Workshops

As part of the ongoing consultation process on the Euston Over-Station Development (OSD), Lendlease facilitated a series of Ideas Workshops for the community in March 2022. The workshops looked at three areas of the masterplan: Eversholt Street, Northern Approaches (the railway Cuttings) and the Euston Mainline Station Roof.

Members of the Community Interest Group (CIG), Resident Advisory Group (RAG) business owners and local residents attended the Ideas Workshops.

Attendance

Welcome Reception	12
Workshop 1	12
Workshop 2	8
Workshop 3	11
Showcase Event	13



Image of Workshop 1

Workshop 1 Eversholt Street | 5th March

Workshop 1 focused on experiences of Eversholt Street and access to the Over-Station Development from street level. Groups were asked to consider the type of environment they would like on Eversholt Street. The overarching workshop themes included Accessibility; Everyday; and Greening.

Accessibility

Access should be safe and inclusive of all user groups. Suggestions focused on providing safe spaces and activities for children, teenagers, disabled individuals, and night-time workers. Ideas to improve the experience of entering the Euston OSD from Phoenix Road emphasise the importance of safe access points with clear signage and inclusive lift access.

Everyday

Eversholt Street should be an everyday environment with a balance of uses. Whilst many comments mention the creation of an 'exciting' public realm, it is also important to create peaceful spaces to rest. The materiality and composition of the street should be respectful of its surroundings to create a familiar, and everyday environment. It is important that the designs support existing businesses on Eversholt Street and that any new retailers are local and affordable.

Greening

Protecting the existing trees on Eversholt Street and introducing more greenery to the public realm to create a more pleasant and peaceful environment are key priorities. Greening at all levels is discussed as a way to draw people to the roof. Ideas include green walls, a linear park and planting.

Workshop 2 Northern Approaches | 8th March

Workshop 2 looked at the Northern Approaches, a new place to the North of Euston Station over the railway Cuttings. Groups were asked how this place could complement surrounding neighbourhoods. Key opportunities relate to: Character; Gathering Spaces; and Greening.

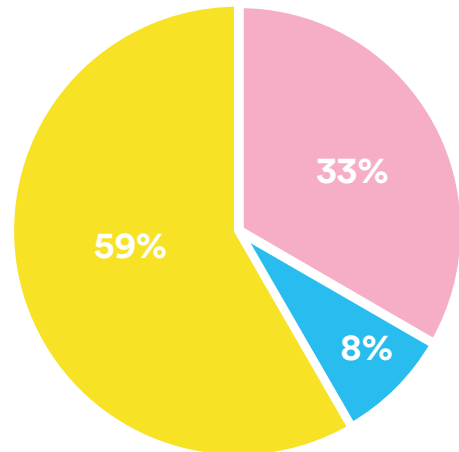
Character

Due to its location, the Northern Approaches has an opportunity to support bringing together existing communities through improved routes and a new shared open space. It could also offer a new character which feels different to the surrounding neighbourhoods. There is a desire for the Northern Approaches to have an inclusive, safe, and residential character to support a stable community of mixed tenure. It is also important the new neighbourhood is affordable for lower income households.



Image of Workshop 2

Sentiment towards open space in Euston



■ Positive ■ Negative ■ Neutral

Gathering spaces

Communities value public open spaces to gather. The most valued spaces include spaces to grow plants, such as Cumberland Market Estate Allotments and The Story Garden, and play spaces at Purchase Street and Polygon Road. The Northern Approaches could provide open spaces for existing and new communities – bringing people together.

Greening

Greening would create a pleasant environment for residents to socialise and replace lost biodiversity along the Cuttings. Greening routes with a linear park could create more enjoyable walking routes and reconnect neighbourhoods.

Workshop 3 Euston Mainline Station Roof | 12th March

Groups were asked to explore the balance of facilities and open space on the Euston Mainline Station Roof. Feedback highlights overarching themes which should help guide the mix of uses on the Euston Mainline Station Roof: Inclusion; Attractions; and Nature.

Inclusion

It is important the Euston Mainline Station Roof is designed as an inclusive space with a variety of activities and places to eat/drink which are affordable and accessible. The roof should offer public amenities which cater for all groups, such as women with pushchairs and disabled individuals. There is also a demand for spaces for young people.

Attractions

The roof could provide something 'out of the ordinary' which draws people up, for example a skate or bike park, or outdoor performance spaces. Importantly the offer must not compete with the areas existing cultural offer. Although groups would welcome an active open space, it is important to balance this with quieter and tranquil spaces.

Nature

To help re-provide lost green spaces, the open space should be largely natural, with a balance of spaces for biodiversity, for example wild flower meadows and trees, and recreational uses, which could include grassy areas with seating and herb garden. Green spaces at the entrances would help draw people up to the roof and create a welcoming environment.



Image of Workshop 3



Image of Workshop 3

Ideas Book

Generating Ideas

The ideas from the Ideas Workshops and meetings with younger people, older residents, and mix of local social impact groups have all contributed to making a Euston Ideas Book. We are also very aware of the extensive contributions the wider community have made to thinking about the future of Euston over recent years and have tried to recognise these within the ideas represented in the book.



Image of Euston OSD Ideas Book

The four chapters in the book – Culture, Neighbourhoods, Nature, and Everyday – cover the key topics and themes that have been of greatest interest and discussion to community members. Each chapter contains a number of concepts and ideas which aim to capture qualities that could be considered for the Euston OSD.

Visualising the ideas

We called out to local art groups to find six Camden based artists who we have worked with to illustrate some of the ideas and feedback we have received so far. This work is not only inspired by the ideas and feedback from local communities, but the artists themselves who have a connection to the local area.

Every idea translated into a visual representation by the artist has come directly from an idea contributed by a local community member.

This was a very open process; artists have brought to life comments and feedback from local community members to provide a interpretation which visualises early ideas and thoughts across Euston communities.

The Ideas Book can be viewed on our website via this link eustonosd.commonplace.is/en-GB/proposals/ideas-book/step1



Ideas Book illustration of 'Elements of the Spectacular'

CIG & RAG sessions

This section provides an overview of CIG & RAG consultation workshops held by Soundings on behalf of Lendlease from July 2021 to December 2021 for the Euston Over Station Development (Euston OSD).

It captures feedback on key topics and early concepts discussed with two community forums, the Community Interest Group (CIG) and the Resident's Advisory Group (RAG), as part of early consultation on the Euston OSD and provides headline findings to date.

The graphic below highlights key themes and recommendations which arose from CIG & RAG meetings.

The formal record of each workshop is captured in the Stage 1 Interim Report. The report and full notes produced from each RAG and CIG are available to view on our website eustonosd.commonplace.is

The first 2 CIG & RAG meetings introduced members to the project and were an opportunity to meet the project team. Following the introductory sessions, meetings were structured around three topic areas, these were: Open spaces and public realm, Night-time and safety and Heritage and local character.

Emerging themes

Local value



Create an environment which has a valuable offer to local communities and makes an effort to reach into surrounding neighbourhoods

Network of green and open spaces



Provide a new, diverse, balanced and interconnected network of quality green and open spaces, recognising the loss and needs felt locally

Accessibility and integration



Improve accessibility, connections, and the easy flow of movement for diverse needs around Euston so that local people gain more value from existing and new places

Local culture, heritage, and identity



Identify specific opportunities to enhance and celebrate local culture, heritage and identity

Affordability



Create conditions which ensure affordable options are retained and created through local shops, services, and homes

Safe environments



Implement measures which improve the sense of well-being and create an environment where people feel safe and secure in

Meeting 3: Open spaces and public realm | 8th & 16th September

Emerging priorities:

- Contribute to a diverse and interconnected overall network of green spaces
- Create attractive open spaces and connections that benefit the local economy, and support a variety of social activities
- Ensure the public realm complements existing spaces work with the local context, for example, creating quiet open space around The Cutting (North of the station) could benefit more residential areas

Members of the CIG and RAG discussed that communities feel the loss of open spaces and assets in the area and need new spaces to meet their needs, for example St. James' Gardens which was well used. In addition, spaces & connections need improvement and could benefit from positive landscaping. It was discussed that the masterplan can learn from existing spaces in the area (past and present) both positively and negatively and that the community would like to see a more tranquil public realm in and around the masterplan area.

Meeting 4: Night-time experience and safety | 9th & 10th November

Emerging priorities:

- Active surveillance, lighting & security measures to improve the night-time experience at Euston
- Prioritise the pedestrian experience around the station which can make an important contribution to safety and experience
- Create safer environments
- Cleaner and more activated streets of creating safer environments for local residents could benefit more residential areas.

During the session based on night-time experience and safety, it was recommended that active surveillance and lighting measures could help manage common issues relating to safety in Euston. Furthermore, it was suggested that some areas, such as the station entrance need improvements to traffic management & congestion. Turning Euston into somewhere with a night-time economy with active streets in the evening would enhance a sense of safety due to the creation of natural surveillance. Members were aware and are conscious of the impact of increased lighting on biodiversity in the area but feel this can be balanced with both needs.

Meeting 5: Heritage and local character | 24th November & 7th December

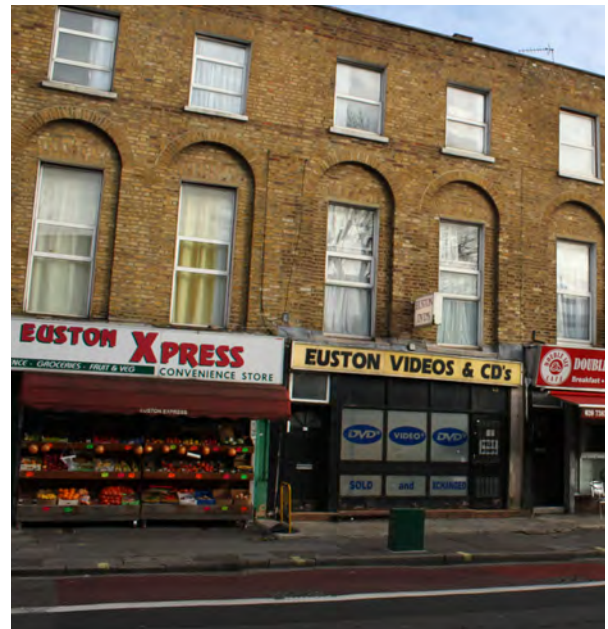
Emerging priorities:

- Celebrate a diverse range of local histories and communities,
- Create new affordable housing
- Protect and enhance Euston's local character, including local shops, assets and housing
- Improve the accessibility of Euston for a diverse range of people

Euston is made of many diverse cultures and communities, and people are at the heart of what's unique about Euston, furthermore it's the spaces and buildings which tell a story of Euston's heritage and contribute to the local character, such as its unique history of social housing and listed buildings. The diverse mix of homes and businesses and especially the affordable offer, contributes to local character. Poor pedestrian routes, connections & accessibility currently play a negative role in defining local character, this outcome was often linked to Euston station, and that its presence can act as a barrier for local people to access nearby community and cultural assets.

Walk and talks | 9th, 11th December & 15th January

In addition to the online meetings, CIG and RAG members were invited to attend 3 walk and talks around different areas of Euston. Each walk and talk gave community members the opportunity to discuss the session topics in more detail and build relationships with the design team.



Walk and talk image of shops on Eversholt Street



Walk and talk image of Oakley Square Gardens

Youth engagement

Regents High School workshops | 16th & 23rd May

Following the series of Ideas Workshops held at the beginning of the year, the engagement team ran a workshop activity about the Euston Over-Station Development (OSD) roof top space with 60 students aged 10-12 from Regents High School in May 2022.

Aims

To encourage the involvement of young people in the project, broadening the age range of respondents, and help build an understanding of open space design. We welcomed ideas about the mix of spaces and facilities on the station roof that would help create a destination for Euston's communities from a young person's perspective.

The discussion with young people covered the following areas:

- Favourite after school or weekend activity / favourite park or play areas
- User groups, such as younger or older siblings and parents

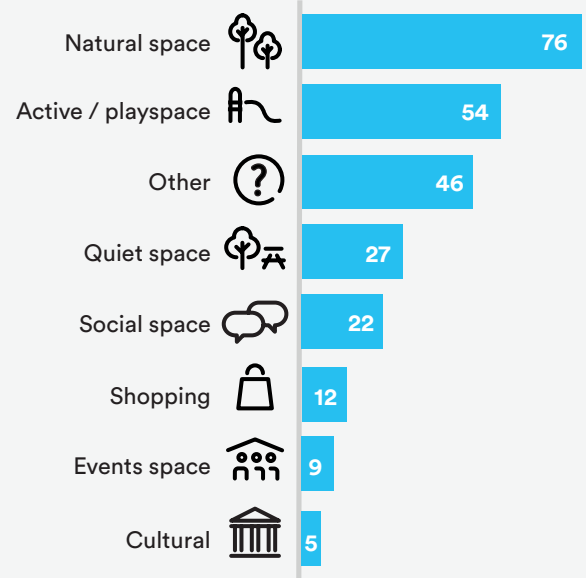
For the first part of the session, the students worked in groups to prioritise the type of spaces and activities they would like to see on the Euston station roof on the worksheet provided.

Once finalising the roof space designs and presenting to the other groups, the students were asked to draw their groups design (see drawings on page 25).

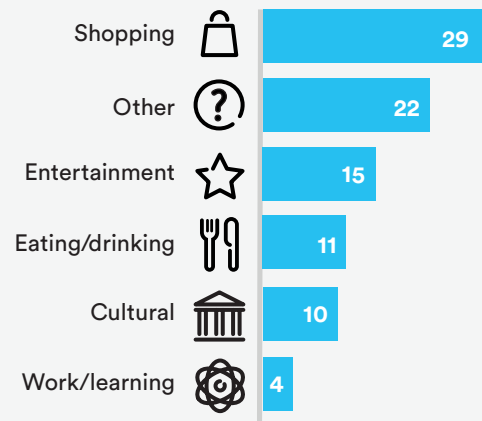
Emerging priorities

- Natural, open space for people and nature
- Activities for young people
- High street shopping
- Bringing people together

Priorities: Open space



Priorities: Facilities



Natural space for people and nature

Natural space on the roof top is a priority to young people. Across the groups 32% of comments about the open space related to green space, plants, trees, water features and space for wildlife for example, many students were keen to see a pond for ducks, frogs and swans. In addition to the environmental benefits of natural space, young people discussed the benefit of natural space or beach space for play activities such as horse riding, canoeing, and running.

Activities for young people

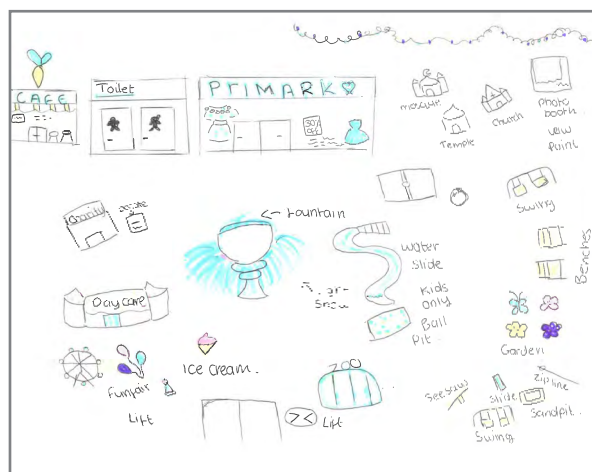
Young people would like to see a large space for activities / play on the roof. Some groups dedicated 37% to Active/Play space. Ideas for this space relate to sports facilities (football, badminton, tennis, basketball, swimming), play areas for younger children (sandpits, bouncy castles) and other adventure activities such as a zip wire. There is also a demand for an entertainment or events space such as an arcade for gaming or a water park, fun fair or aquarium.

Shopping

Young people would welcome large scale retail chains including clothing stores such as Nike and Primark, as well as fast-food restaurants (KFC, Subway, Taco Bell) and food markets where people can grab a quick snack whilst waiting for a bus/train on the roof. To cater for the increase in footfall related to high street shopping, young people prioritised space for public amenities such as toilets, ATMs, WIFI, charging stations and public seating.

Bringing people together

Young people feel the roof should be an inclusive space which caters for all and brings people together. For example, places of worship for all religions are a priority to young people for the roof. There is also a desire to see a cultural space which brings diverse communities together so people can learn from other cultures. An LGBTQ+ events space would also foster a more inclusive environment. Another idea to bring people together is creating a viewing platform that parents and children to enjoy together.



Drawings of the Euston OSD roof by student at Regents High School (Year 7)