



EUSTON TOWER

Public Use Framework

December 2023



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1. Introduction

Context of this document

This document proposes a framework for public use within the planned redevelopment of Euston Tower. It details how the public spaces on the bottom three floors of Euston Tower can be programmed to maximise local benefit with the concept of a **Neighbourhood Lab**, a novel format that combines the social and creative aspects of a community centre with the applied innovation of a Research and Development lab. This proposal provides a hub for local innovation, responds to local needs and aspirations and unlocks a range of opportunities and benefits for the local community.

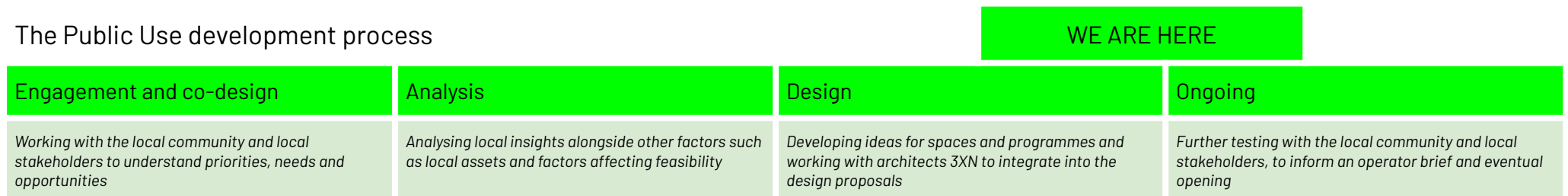
The vision for Euston Tower is to create a world leading science, technology and innovation building and public realm for Camden and the Knowledge Quarter that inspires, connects and creates opportunities for local people and businesses. The project reimagines the public spaces around Euston Tower, creating safe, inclusive, connected and sustainable spaces for Camden’s communities. It further includes learning and community space (Class E/F) at ground, first and second floors.

Social impact is at the heart of the project; extensive engagement and co-design processes during pre-application have ensured that local community played a key role in shaping the new public spaces, so that they meet local needs and opportunities. Relevant local frameworks have also influenced project priorities, including the *Euston Social Value Charter*, Camden Council’s *We Make Camden Framework* and British Land’s social strategy at Regent’s Place, which is focused on Aspirational Employment.

The purpose of this document is to detail the strategy for Public Use within the bottom three floors of Euston Tower. It further explains the Neighbourhood Lab concept, and how British Land intends to bring it to life. It includes an account of the strategic aims invested in the idea and how the designs of the public spaces have been developed to deliver these aims. It describes how this concept is being developed to ensure the ambition can be realised and sustained into the long term.

Further strategic context is provided in the *Statement of Community Involvement (SCI)* which includes the *Euston Tower Social Impact Strategy* and the *Employment & Training Strategy and Regeneration Statement*.

The Public Use development process



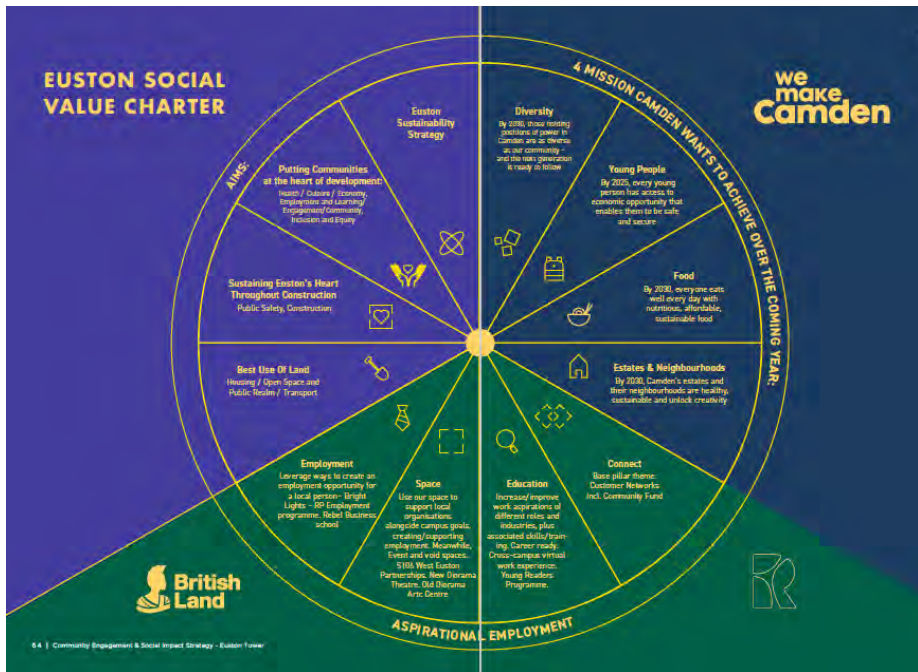
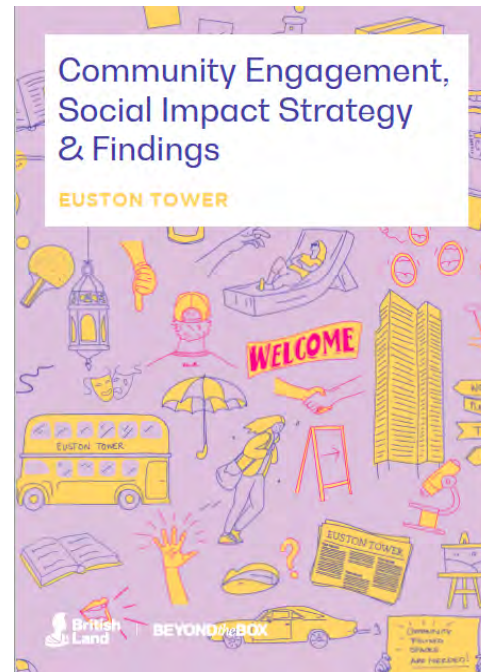


Diagram mapping key local frameworks, priorities and missions



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



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

Context of Euston Tower Public Use Strategy and Framework

Euston Tower, built in 1970, has largely been vacant since 2021. The vision is to create a world leading science, technology and innovation building and public realm for Camden and the Knowledge Quarter that inspires, connects and creates opportunities for local people and businesses.

The plans, which would redevelop the tower and immediate public realm, including Regent's Place Plaza, have been developed by a team led by British Land alongside architects 3XN and DSDHA. They have been shaped through extensive engagement with the community with over 570 individuals engaging over 3 stages, including co-design workshops, panel events, and projects with local young adults.

Area profile and local community

Euston Tower is an iconic building which is recognised across London and visible on the skyline from many locations. It's roughly equidistant to Camden Town, King's Cross, Baker Street and Oxford Circus. It fronts onto Euston Road, running east west and Hampstead Road running north south. It marks the western edge of the Knowledge Quarter with its world class research and innovation infrastructure. Warren Street underground station and other local transport hubs deliver thousands of workers daily to Regent's Place, the office campus which Euston Tower anchors. On these levels it's truly at the centre of things.

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

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

Regents Place

Euston Tower most immediately sits in Regents Place, a mixed use campus owned and managed by British Land. It provides office space for an array of companies from the worlds of art, science, research and creativity. It is also home to independent shops, affordable workspaces, cultural venues, and places to eat and drink.

Regents Place is actively managed by British Land with a dedicated Community Manager, whose role is centred on connecting businesses at Regent's Place with local organisations and residents, and running programmes and initiatives that deliver on British Land's social priority at Regent's Place of supporting Aspirational Employment. This includes British Land's *Bright Lights* skills programme and a Community Fund available to local charities and impact organisations.

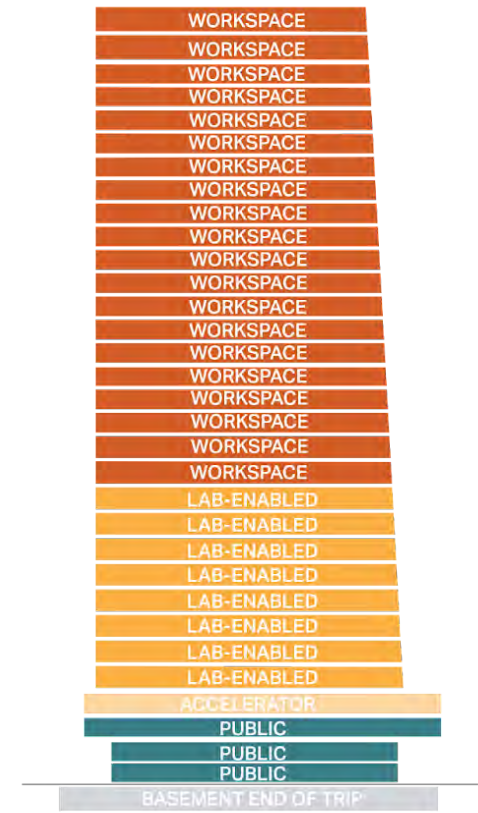
A notable part of the public amenity space at Regent's Place will also be reimaged as part of the Euston Tower proposals, creating rich opportunities to carry the Neighbourhood Lab programming to the outdoors.

Euston Tower

The publicly accessible areas sit at the base of the proposed 32-storey Euston Tower, occupying three floors: ground, first and second. The rest of the building is dedicated to the provision of pioneering workspaces for businesses of all sizes, including flexible incubator and accelerator spaces, to support start-ups, scale-ups and knowledge sharing.



Visualisation by 3XN illustrating the connection between the Neighbourhood Lab and Regent's Place public amenity







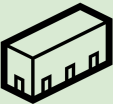
Diagrammatic section through Euston Tower showing space allocation through the tower levels

Public Use Framework: Strategic principles

The specific context of Euston Tower, including community needs and interests, the local ecosystem of existing organisations and initiatives and the distinctive local spirit have all been explored extensively during the development process. The resulting strategic principles, shown below, guide the approach to public use and ensure that proposals respond effectively.

As per the development process described on Page 1, an extensive consultation programme has helped to understand local priorities, aspirations and past challenges. Local assets and resources have been mapped, with care taken not to duplicate offers or cannibalise audiences. This work can be seen in the *Statement of Community Involvement*.

This set of strategic principles has been produced to guide the development of the proposition. In combination these principles support a vision which meets the needs of the local community and businesses, creating a place where everyone is welcome and which equips individuals, organisations and businesses to develop and thrive.

	Principle	Rationale
	An amenity and resource for the closest community	<ul style="list-style-type: none"> In a quarter rich with destination offers, prioritising the immediate community, including both those living within Regent's Park ward, local workers and businesses, builds the foundation for local connection and a thriving place for all
	Enabling collaborative projects and partnerships	<ul style="list-style-type: none"> There is a lot of existing activity, from the immediate offers at Regent's Place of Old Diorama Arts Centre and New Diorama Theatre to the world class infrastructure of the Knowledge Quarter; developing a complementary offer can strengthen the ecosystem and create mutual opportunities
	A platform for local ideas, innovation and problem solving	<ul style="list-style-type: none"> Leveraging Regent's Place activity as a hub for life sciences, technology and innovation will create assets for and give purpose to community activities
	Providing learning, skills and pathways to work	<ul style="list-style-type: none"> Highlighted as important by the local community and a natural fit to the business community at Regent's Place and within Euston Tower.
	Accessible for all ages to engage in science & technology	<ul style="list-style-type: none"> Reflects the vision to provide amenity for people at different life stages, including pathways into STEAM and the workplace

2. The Neighbourhood Lab: Our proposal

The Neighbourhood Lab in brief

The Neighbourhood Lab is conceived as a hub for local innovation: a facility which crosses the open qualities of a community centre with the applied approach of a research lab and facilitates partnership projects for mutual benefit. A substantial space on ground, first and second floor of the Euston Tower, a Neighbourhood Lab will activate the public space and deliver a creative, social and ultimately flexible space for the local community – including local residents, community groups, knowledge organisations and business – to work together on shared challenges.

About the concept

- The concept is inspired by the well-established '**Living Lab**' format, a partnership format used by local government, research, enterprise and community to foster social innovation through community connection.
- It builds on a strong **local heritage** in Regent's Park Ward of groups, organisations and businesses working together to deliver benefits for the local community.
- This format is tailored to encourage **community participation** in science, technology and innovation which plays to the strengths of the opportunity at hand.
- It will enable Euston Tower to provide spaces and programmes focused on collaboration and innovation through local challenges, with **learning, skills and knowledge transfer** at the heart of the offer.
- It will provide a sizable **dedicated space**; the detailed programme will be developed in partnership with an operator at the appropriate time.
- A central ambition is for Euston Tower to provide opportunities for people at different stages of their lives. The Neighborhood Innovation Lab is a vehicle to **connect people to opportunity** whether that's through play and inspiration or learning and skills. This is closely aligned with both the Knowledge Quarter and LB Camden's missions (specifically Estates and Neighbourhoods and Young People)
- **Viability** is a major consideration, and it is important that the Neighbourhood Lab can be sustained financially over the long term. Alongside rent subsidy, a number of options are available to an operator, including income generating opportunities through the cafe and workspace rental, contracting and other services consistent with the Living Lab proposition.

The Neighbourhood Lab: Spatial provision

Three floors for public use - the ground, first and second - anchor the Neighborhood Lab proposition. The full activity programme for these spaces will be finalised in partnership with an operator and the local community. The spaces, and current ideas for their use, are detailed in the following pages.

Most of these spaces are planned to be openly accessible on a casual basis with some spaces reserved for dedicated use, for example working spaces. Additional ideas include the potential for a recruitment hub, bookable meeting rooms and facilities and pop-up project spaces; these will all be established in partnership with an operator and as part of the continuing conversation with the local community.

The Neighbourhood Lab may not be understood as a singular space or programme by all of its users; it may be experienced as one of its different elements (cafe or project space), as part of Regent's Place public realm or community ecosystem, or as part of Euston Tower's workspace provision. It is intended that all of these should seamlessly work alongside each other through shared programmes and partnerships. It is hoped that in this way the Neighborhood Lab will provide a focal point for the local community, facilitating connections and creating a mixing space which benefits them all.

An integrated offer across Regent's Place and the local neighbourhood

The Neighbourhood Lab is designed to be part of a wider ecosystem. Partnering for local programmes, sharing assets and pooling resources will maximise local potential and contribute to a sustainable model for operation. The Neighbourhood Lab will partner to create an integrated offer alongside:

Regent's Place and locality	Regent's Place Plaza	Euston Tower	Neighbourhood Lab
<ul style="list-style-type: none">● Neighbouring community organisations, businesses, institutions and networks including Knowledge Quarter● British Land activity including the Bright Lights employment programme, community networks and Community Fund	<ul style="list-style-type: none">● Civic square;● Play and activation spaces	<ul style="list-style-type: none">● Business and enterprise communities through the upper floors	<ul style="list-style-type: none">● Three floors of social, meeting, activity, collaboration and working spaces

Ground floor: Interact

The primary entrance to the Neighbourhood Lab spaces is from Hampstead Road, with a secondary entrance from Brock Street, both at ground floor level. Hampstead Road offers significant street frontage and a generous entrance. The designs have been formed around an invitation to **interact**, reflecting interest expressed through the co-design process in creating more opportunities to engage and come inside the building. In response, the space has been designed to be welcoming and active, rich with opportunities.

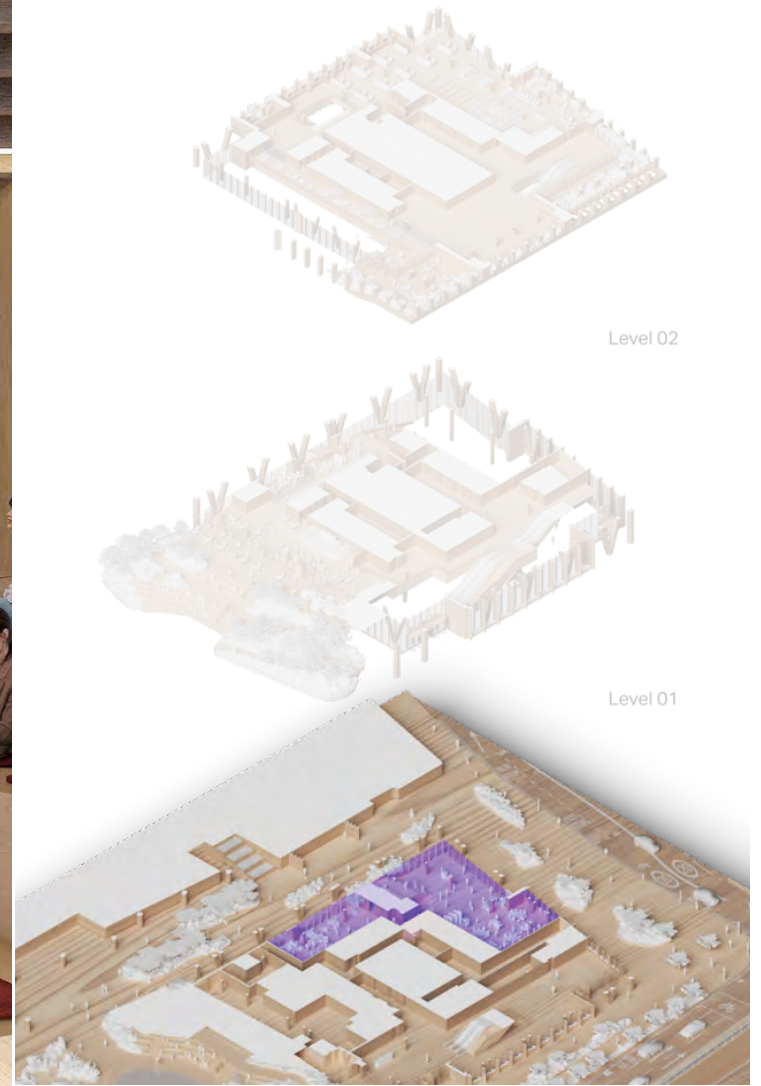
On a day to day basis, the ground floor could be used to develop, test or showcase local projects and initiatives, providing space for activities and events and connecting people to what happens in the building or area in terms of skills or mentoring.

Plans include the potential for:

- A **welcome area** with tiered seating for spending time or informal meeting, with the opportunity for formal orientation and talks for larger groups.
- A flexible '**demo space**' where activities, projects and challenges which involve different communities can be hosted, tested or presented.
- A more private **recruitment/volunteering/training room** accessed via Brock Street, with a smaller space for people to get involved in classes, watch a demonstration or access work or training opportunities.
- **Practical facilities** like cloakroom, toilets and baby change, a water fountain and furniture storage to ensure the flexibility of the space can be maximised and everyone can be included.



Visualisation by 3XN
 illustrating the entrance to the Neighbourhood Lab,
 entering off Hampstead Road



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

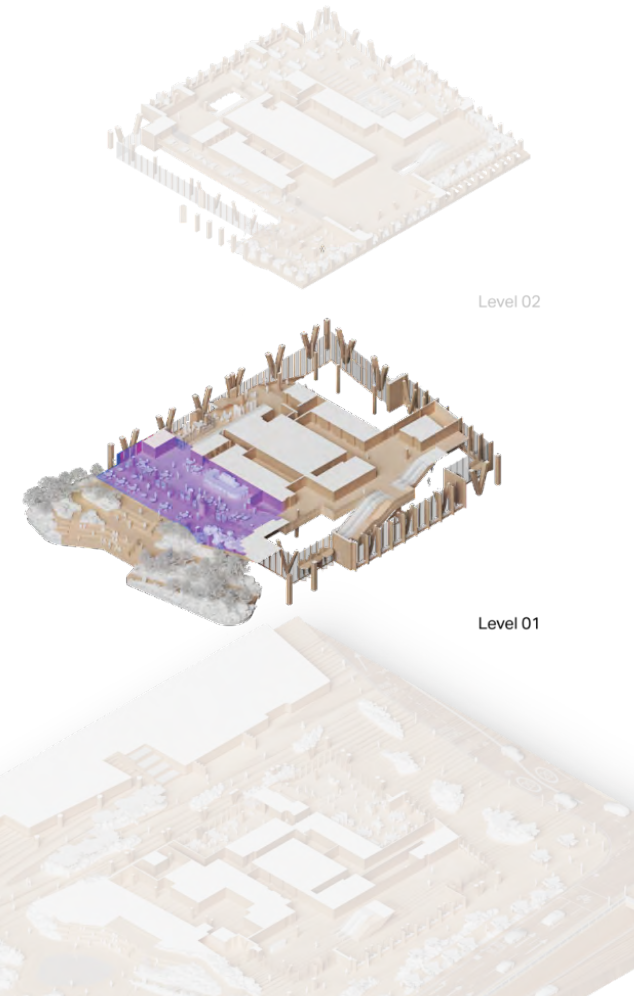
First floor: Exchange

The first floor connects the Neighbourhood Lab spaces directly with the new civic square in Regent's Place Plaza, with an external staircase and ramp creating an accessible entrance at first floor level.

Its invitation to 'exchange' is supported by social, meeting and collaboration spaces, including a destination café, open and informal meeting spaces and semi-private rooms. Pop up presentations and installations could encourage visitors to learn about ongoing projects and encourage participation. With the social stair on one corner, its grand gesture is the public entrance which ramps between the cafe and the plaza via terraced planting.



Visualisation by 3XN
 illustrating the first floor Cafe with terrace onto Regent's Place Plaza
 and a 'social stair' leading to the working spaces above



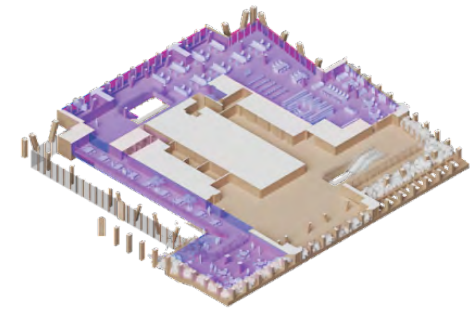
Visualisation by 3XN
 illustrating the first floor arrangement with
 space dedicated to public use in purple

Second floor: Innovate

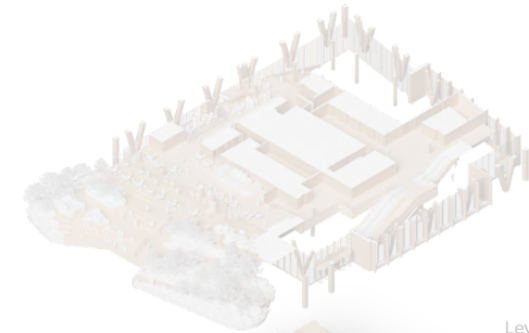
The second floor provides working spaces to develop projects important to the local community. It has potential for a variety of different sized rooms for working, workshops and training as well as shared facilities such as an innovation library, equipment store or testing and media suites which could be used by a variety of local groups. These work focused spaces could support activity - projects, individuals and organisations - of different sizes and durations. People at different levels of interest and stages of their career - from youth to late career professionals - will benefit from sharing an environment focused on supporting their journey in science, technology and innovation.



Visualisation by 3XN
 illustrating the second floor working spaces



Level 02



Level 01

Visualisation by 3XN
 illustrating the second floor arrangement with
 space dedicated to public use in purple

3. The Neighbourhood Lab in operation: Delivery priorities

Operator type and programme

The proposals have been developed with creative excellence and feasibility in mind, incorporating potential revenue streams that can make a neighbourhood lab a sustainable offer. A detailed programme of uses and activities can only be determined in partnership with an operator who will take on the management of the space once built. It is likely that the pool of operators will include third sector, learning providers and commercial operators. A considerable amount of thought has been put into the type of operator and the potential of the space to support a relevant, feasible and viable programme; the operator brief will be developed in conversation with relevant stakeholders at an appropriate time prior to opening.

Partnerships approach

Partnership working is key to maximising the success of the Neighbourhood Lab. British Land's extensive network and existing infrastructure at Regent's Place, including a dedicated Community Manager, will be central to building collaborative relationships with local and London wide organisations.

Strong foundations are already in place to build on, including relationships with:

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

Partnership working is already well established as a working style in the design and development process and it is intended that this will continue through and beyond completion, with meanwhile initiatives providing a test bed and foundation for operation and informing the operator brief.

Social sustainability

A key project priority is to support inclusive innovation by, for example, connecting local people and businesses with opportunities in the Knowledge Quarter. The Neighbourhood Lab has been conceived in relation to the project's employment generation goals and understanding of local economic effects as detailed in the *Environmental Statement (Chapter 6 - Socio Economics)*. It is further aligned with the vision detailed in the project *Employment and Training Strategy*. These commitments will continue to be central to the development of Neighbourhood Lab's operational approaches, plans and processes as they are developed. In this way it can be assured the public space is welcoming to everyone and that the benefits of Public Use are tangible and distributed.

References

The concept of a Neighbourhood Lab has been inspired by successful 'Living Labs' around the world. Examples include Glasgow's Living Laboratory for Precision Medicine, which enables co-development of ideas and innovations between community, industry, academia and healthcare to deliver substantial savings for the NHS, while supporting local companies in Glasgow, creating new jobs, skills and development opportunities, and stimulating local growth.