

EUSTON TOWN

BID Renewal Proposal

2021-2026

CEO Statement, Simon Pitkeathley



I'm delighted to present this proposal for the next term of Euston Town. When we started the current term, no one could have predicted that it would be drawing to a close in such dramatic circumstances - and no one could have known that we'd be seeking re-election in the midst of it all. But if ever there was a time when our town centre needed you, its business community, it must surely be now. Together, we need to prepare ourselves for the changes coming at us.

We've known for some time that a significant shift to the way we and our towns exist was inevitable. Technology has made major progressions, and the way we utilise meanwhile space and public realm was beginning to adapt. It was clear that the next ten to twelve years were going to see changes like never before. But the pandemic has accelerated these changes, switching from years to a matter of months. Our high streets and town centres are about to go through profound modification at breakneck speed, meaning we've had to respond accordingly so we can support good business and rebuild an inclusive economy.

The forward-thinking rationale behind projects such as [alternative.camden](#) has positioned us favourably to be flexible in our reaction to this very new situation. Projects such as the Drummond Street Vision and Camden Collective will be essential parts of our new future. We need to work with you to make them a reality, and to help each other find our place within that reality. So please do lend us your vote again before 5th November, and be part of the rebirth of Euston Town.

Our Achievements



£160,000 spent on greening initiatives and wayfinding.

300 people attended arts & culture events, panel discussions and creative workshops as part of MAKE SPACE, making meanwhile use of vacant spaces



£800,000 unlocked for Drummond Street regeneration.



150,000 copies of Eustontowner newspaper, celebrating local businesses and events.



500 Collective members in the National Temperance Hospital, embedding vibrant start-ups businesses in the area.

Consultation with over **80 members** of the local community.

110,000 monthly average reach on Drummond Street social media campaigns.

Testimonials

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Euston Town BID have been an invaluable partner to local businesses, especially important as Euston undergoes a period of transformation. They have provided a cohesive voice and leadership for businesses and influenced the local area vision with a real focus on improving the environment around the station for the thousands of people who work there, and we look forward to working with Euston Town to realise the potential of the area in the years ahead.

Rupert Walker, Network Rail.

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As an independent business in Euston, we've enjoyed having a representative body bringing together the priorities and views of stakeholders. This is potentially a very exciting time for Euston, but it's imperative we make the most of this opportunity. We were delighted to hear of Euston Town's success in securing funding for their Drummond Street Neighbourhood Vision – and can't wait to get involved with crafting a wonderful future for this area.

Ben Stackhouse, Exmouth Arms.

With so much change taking place in Euston, we're delighted to be a part of a joined up, strategic business community. We've worked with Euston Town on day to day issues such as antisocial behaviour and construction works, and are reassured by their constant efforts to lobby on behalf of local business and help to lead Euston to a very bright future.

Michael Lester, Evergreen Marine.

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As a global institute located in an area formed of tight-knit communities, working with Euston Town BID has allowed us to collaborate closely with our surrounding environment and see the potential of aligning our own objectives with those of the local area. At the Francis Crick Institute we value bold, imaginative ideas that have the potential to transform and innovate, so we will continue to partner with Euston Town to achieve a cohesive vision for the future of Chalton Street, Somers Town and the wider Euston neighbourhood.

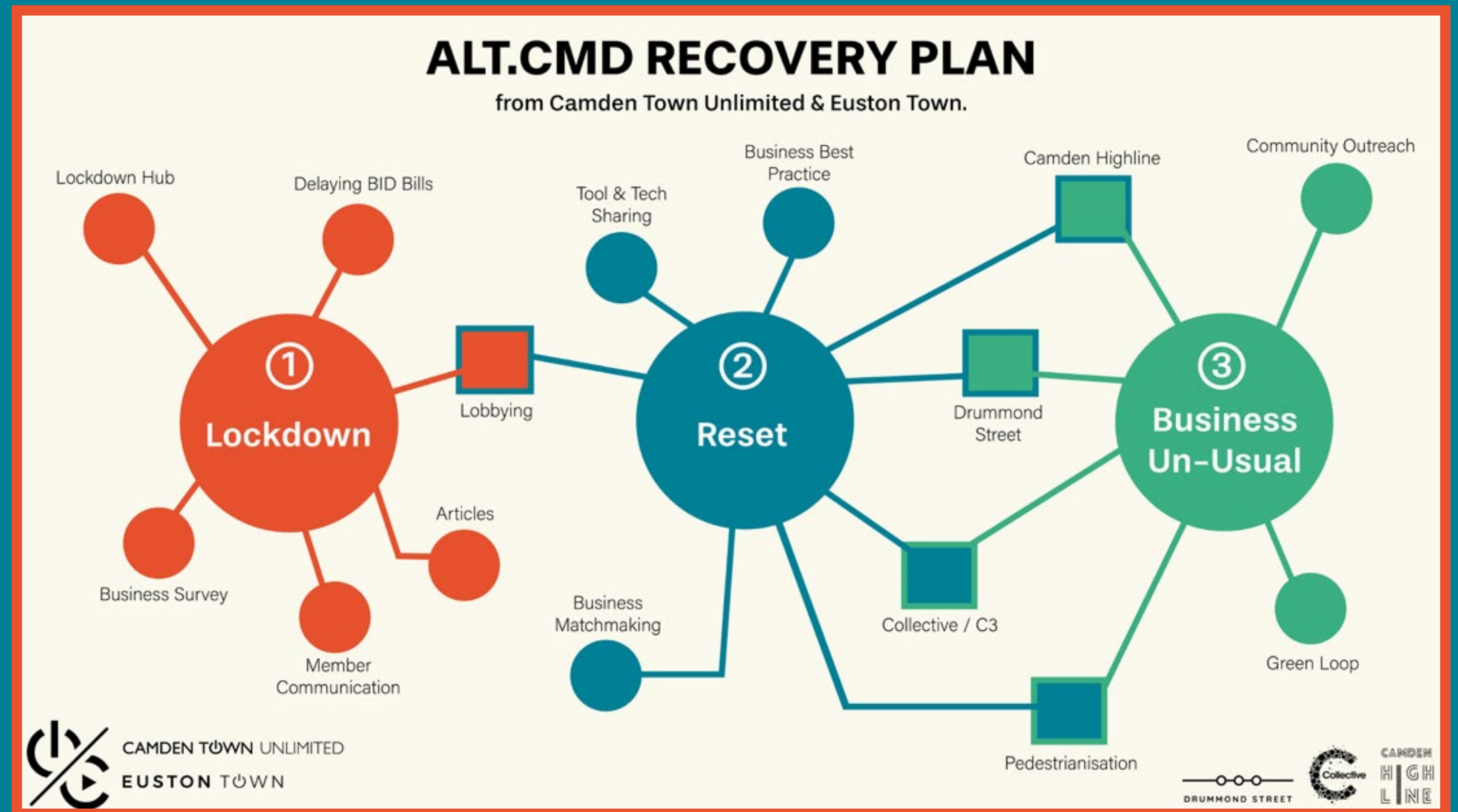
Jane Hughes, The Francis Crick Institute.

ALT.CMD Recovery Plan

Our Alternative Camden Recovery Plan is defined by three phases: Lockdown, Reset and Business Un-Usual. The infographic on the right gives an overview of the thorough strategy we have outlined, focusing not only on how we can support businesses during this pandemic, but also on how we will build good business resilience and connectivity to ensure Camden and Euston thrive post-covid.

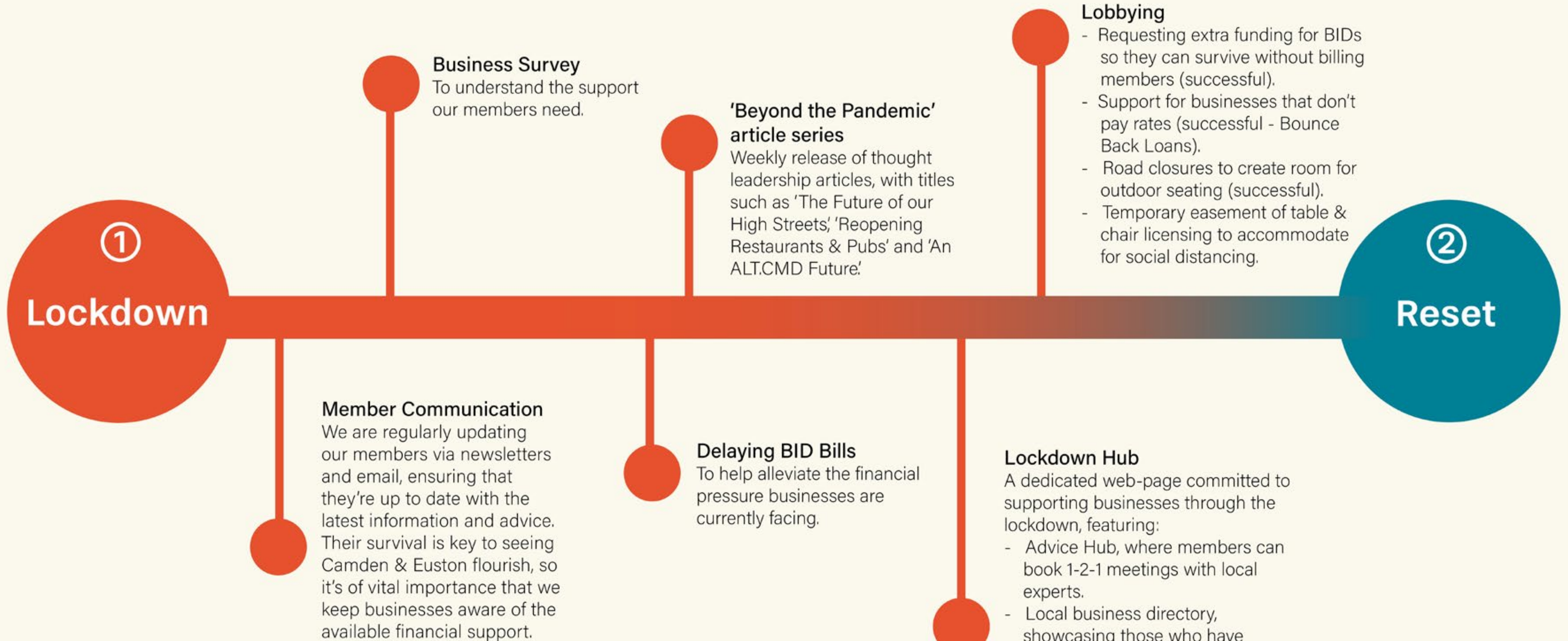
Projects we had already been working hard on, such as the Drummond Street & Collective, now hold even more importance as we ask: what do you want the towns and cities of our future to look like? Flexible, affordable working models and re-imagined, permeable green spaces are just the beginning of how we can form healthier neighbourhoods that nurture business and act as a community lifeline.

As you continue reading you'll see more details of each phase, giving a breakdown of our plans to forming an inclusive economy. Please get in touch with any feedback or thoughts you may have - we'd love to hear from you!



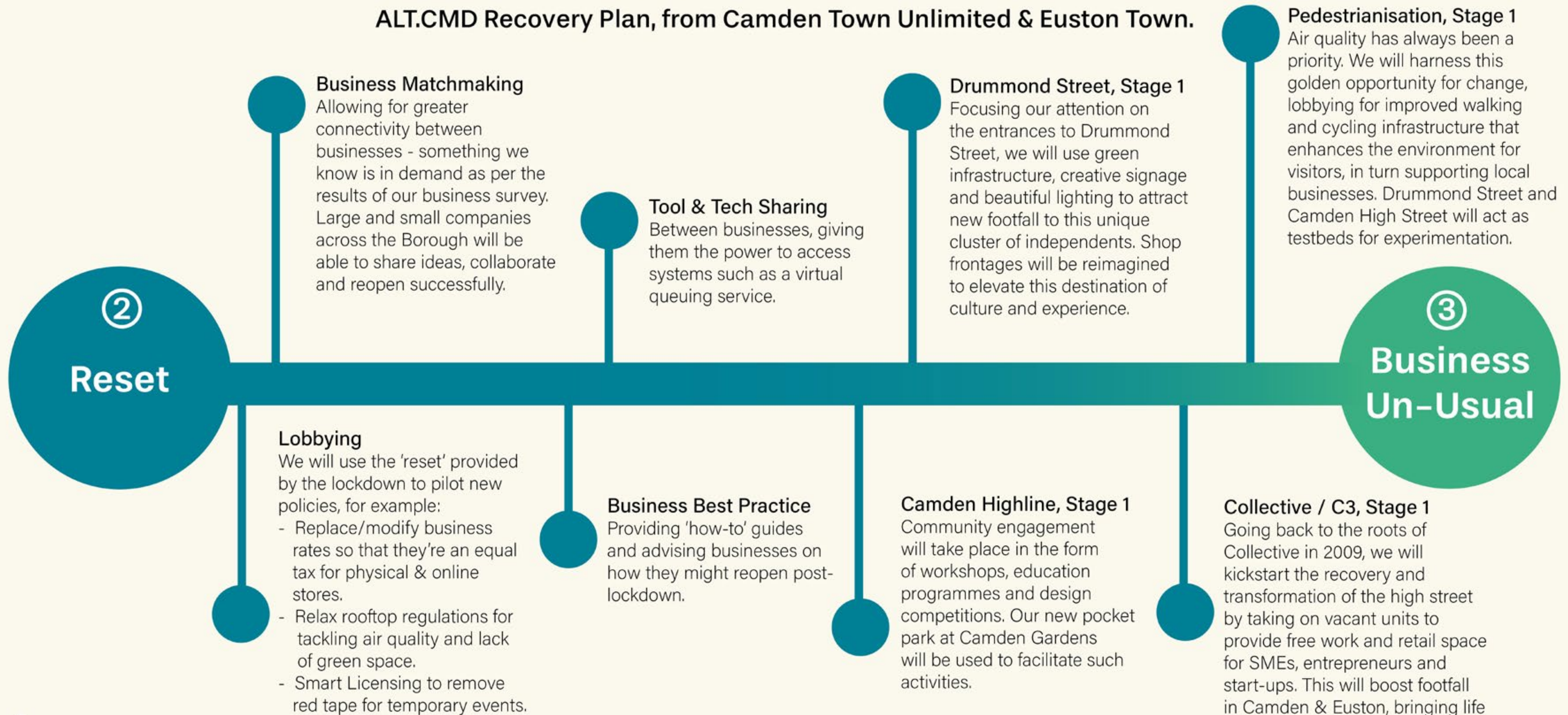
PHASE 1: LOCKDOWN

ALT.CMD Recovery Plan, from Camden Town Unlimited & Euston Town.



PHASE 2: RESET

ALT.CMD Recovery Plan, from Camden Town Unlimited & Euston Town.



PHASE 3: BUSINESS UN-USUAL

ALT.CMD Recovery Plan, from Camden Town Unlimited & Euston Town.

③ Business Un-Usual

Drummond Street, Stage 2

The 'People's High Street' – a space that is designed for those who use it, and an environment where small businesses thrive, collaborate and grow. Shared surfaces are paired with technology that allows booking the high street for events, and green play infrastructure creates a space that is truly inviting.

Pedestrianisation, Stage 2

Referencing Drummond Street and Camden High Street as case studies, we will have the blueprint for methods of modal filtering and pedestrianisation. We will start to roll these out to create a network of people-friendly civic spaces and more sustainable, future-proofed

Green Loop

Linking leafy parks, world-renowned institutions and cultural hubs with a four mile walking route that permeates Kings Cross, Euston and Camden Town. A destination in its own right, connecting communities and offering a day-long London adventure.

Camden Highline, Stage 2

A new linear park and walking route using a disused railway from Camden Town to King's Cross. Keeping Camden Town as a visitor destination for both tourists and Londoners, projected to bring 1.3 million new visitors and £16 million of spending to Camden. The Highline will also be a fresh park and walking route for businesses and residents, many of whom have little access to nearby green space.

Collective / C3, Stage 2

Continuing with stage 1, we will also expand Collective's offer to support Camden's business community through the long-term changes to how we live and work. With C3, the acquisition of space will be expanded to provide work, retail, living and community space. This will be governed by Collective's non-profit and flexible model.

Community Outreach

Our commitment to working with local communities will continue to be a key feature within our projects. Collaborating with charities such as Camden Giving, C4WS, Global Generation and many more will allow us to maintain strong community ties, vital to the development of happy, healthy neighbourhoods.

2021-2026, The Potential of Your 'Yes' Vote.



Green Loop.
A low exposure and nature heavy four-mile walking route that connects Euston, King's Cross and Camden Town, punctuated by green infrastructure, public art and informative signage.



Arts & Culture Strategy.
Commitment to a scheme that boosts the local economy, empowers communities and offers invaluable education opportunities.

Drummond Street.

An ambitious place-making regeneration that will elevate Drummond Street as a culinary destination, build local business resilience and uplift the public realm for all to benefit.



A Sustainable Euston.

Dedication to improving green space, protecting local air quality and contributing to a city-wide effort to create a more sustainable future.

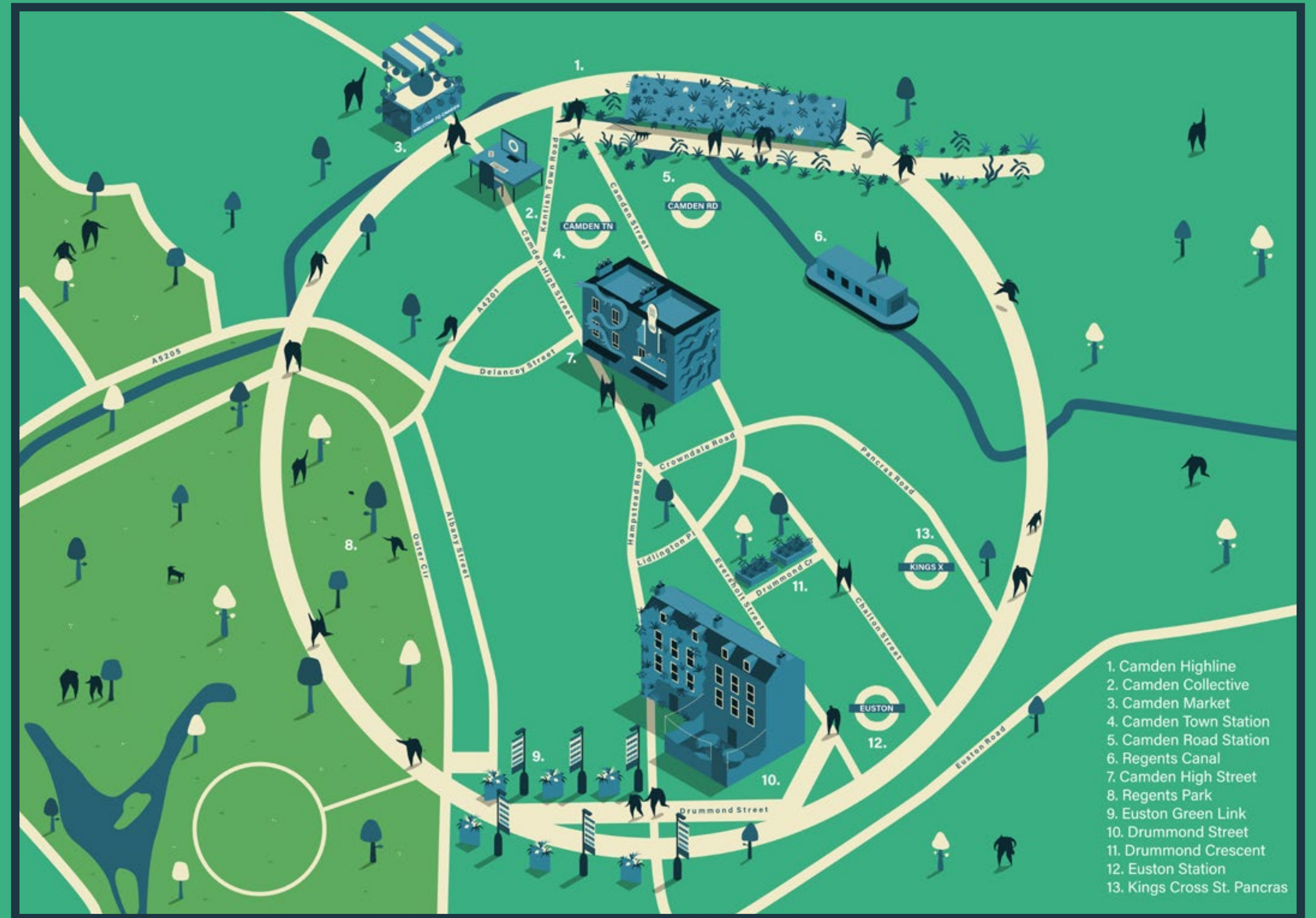




Green Loop

Over the past five years, we've worked closely with Camden Town Unlimited to connect Euston & Camden, elevating Euston's destination identity.

With your vote, the next five years will see us deliver our place-shaping vision, the Green Loop. This will link leafy parks and cultural hubs with a four-mile walking route that permeates Kings Cross, Euston and Camden Town - a new visitor destination for North London.

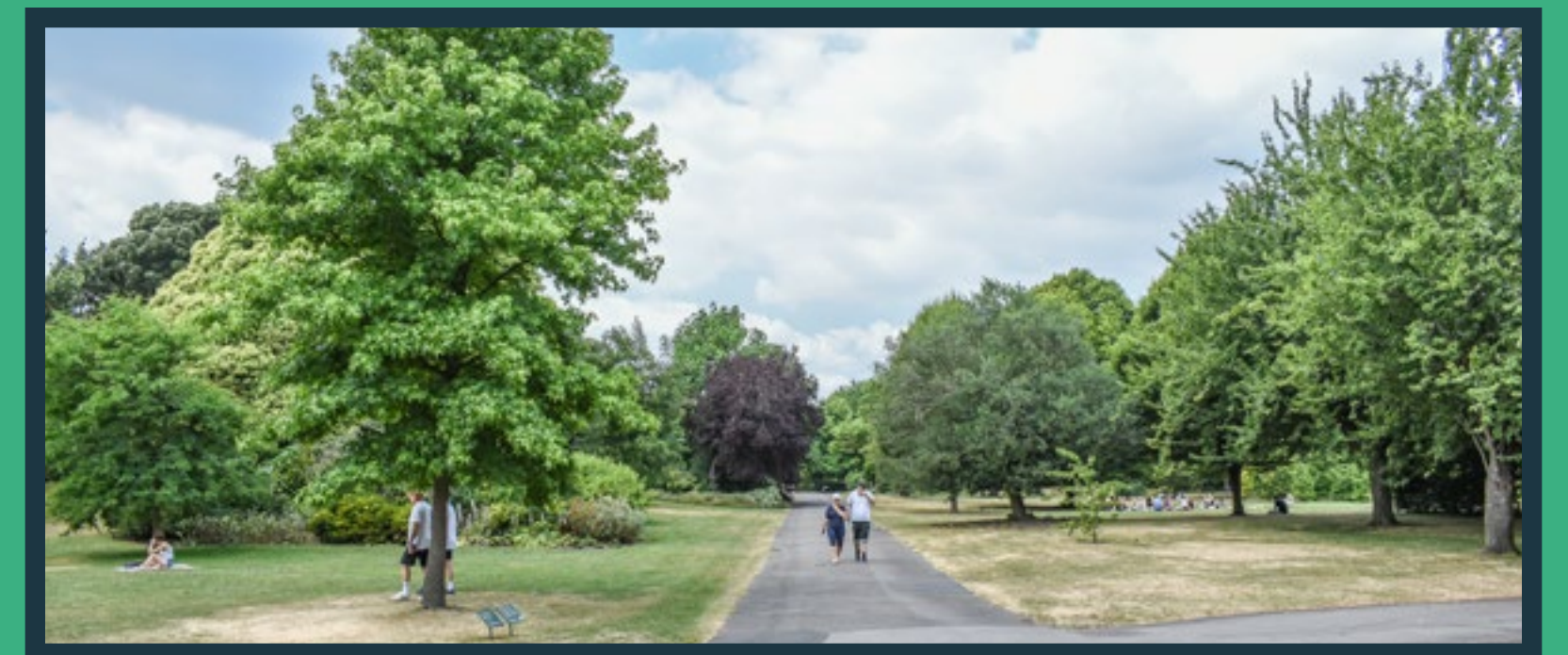


Green Loop



The Green Loop plans to elevate walking and cycling links, from alleyways to Regents Canal, into local green spaces of thriving biodiversity that provide efficient transport links. We will continue to build green infrastructure into the Euston Green Link, which connects Euston Station to Regents Park. When completed, the Camden Highline will also form a part of the Green Loop between Camden Town and Kings Cross.

Key cultural institutions will be celebrated along the Green Loop, including the culinary gem of Drummond Street, local establishments such as the Roundhouse and the Wellcome Collection and fabulous green spaces such as Regents Park. Our initiatives will envelope these assets in an enjoyable and walkable route that places our business community in the centre of a key visitor destination.



Our Commitment to Climate Action



We welcomed Camden Council's development of the 'Climate Action Plan 2020-2025', an ambitious five year strategy working towards a net zero carbon Camden by 2030. The plan includes guidance for businesses striving for environmentally-conscious operations, and we are committed to ensuring our members have the support they need, as well as making our own contributions to reaching this goal.



Our Commitment to Climate Action



- We will continue to partner with the Camden Climate Change Alliance, linking businesses to the team to explore an overall strategy to move them to environmentally-friendly and efficient processes.
- All our public realm projects are designed to increase permeability to encourage sustainable travel, and raise awareness around the importance of biodiversity and green infrastructure.
- The Euston Green Link is a growing network of green interventions, and as we build on the project we will increase locals' access to greenery and provide a seamless, lower-exposure walking route between Euston Station and Regents Park.
- We will continue to entice members to switch to climate-conscious operations with offers such as free recycling through First Mile and a cargo bike delivery scheme.
- We will work with local partners such as Global Generation and the Canal & River Trust to implement environmental projects that bring local communities along on a learning journey that has a wider impact on the neighbourhood's climate action.



NOW SHOWING

TRUMAN HAMBURY DUXTON

THE LORD PALMERSTON

THOMAS MITCHELL
The Salesman

HAMLET

GODOT

60

COMMON PEOPLE'S THEATRE

CPT

Drummond Street



We have partnered with the traders of Drummond Street and Jan Kattein Architects to develop a visionary strategy for the public realm of this neighbourhood.

This was a process of inclusive co-design – business interviews, open workshops, public consultation and an interactive model allowed local stakeholders to help shape the future of their neighbourhood in a way that was right for them.

With a record funding award from HS2 of £650,000, matched with £160,000 from Euston Town, we will be implementing the first stage of the scheme - 'Making an Entrance'. The proposals include outdoor seating areas for restaurants to help them re-open whilst safely monitoring social distancing. Over the course of the year we will also be redesigning shop frontages, implementing creative lighting schemes and creating a shared garden space. This first stage is about uplifting the environment for all who use it, whilst enticing new footfall to enjoy the street's culinary offer.

The two future stages include creating the 'People's High Street' - a level, pedestrian-centric public realm that is flexible for multiple uses. Ambitious green infrastructure and play spaces will help to replace some of the green space and trees that have been lost. We will work closely with local partners such as HS2, CSJV, Lendlease and Camden Council to ensure that meanwhile use opportunities are identified and used for the benefit of local communities, creatives and independent businesses.

Drummond Street



The scheme will enable local communities to truly benefit from the development taking place around them. Not only does this initiative mitigate the impact of HS2 construction, but it builds resilience for our businesses as they look to the future of their environment, post-Covid-19. This is not just a public realm project but an effort to reshape how our neighbourhood functions and establish its place in our future city.



“We are delighted to be working with Euston Town BID to build a bright future for Drummond Street”

Mohammed Salique, owner of Diwana.



East of Euston Station



Having successfully secured funding to reimagine the Drummond Street neighbourhood, we will turn our attention to Chalton Street, located east of the station.

Chalton Street offers independent restaurants, a thriving pub, a weekly market, cultural organisations including a performing arts charity and art galleries, and generous wide pavements. Our future activities aim to bring the public realm to life and create an environment that attracts visitors to explore and dwell, making use of the civic space and vibrant community spirit.



Having worked with Oobe Landscape Architects on the concept stages of a greening project along Drummond Crescent, next term we will be exploring funding opportunities to implement this nature corridor and a creative seating area.

East of Euston Station



Our proposal for the Green Loop suggests using art and lighting to enhance connections between neighbourhoods, such as the unassuming but well-used Churchway, which has the potential to provide a glorious entrance to Chalton Street. We will also work with Camden Council to enact project proposals in the Green Infrastructure Audit we funded for our BID area, including Chalton Street.

As well as the above, working with the businesses in this area to develop a cohesive vision will facilitate a prosperous trading environment and a beautiful civic space, informing our future funding applications. We are ready and eager to assist with efforts to bring Chalton Street Market to life and reinstate it as an invaluable community asset. This will in turn support adjacent businesses by attracting footfall and creating a destination.



Arts & Culture Strategy



We look forward to expanding our 'Culture Group'; a collection of stakeholders that includes local institutions, developers, resident groups and charities, who come together to collaborate and build a thriving arts and culture scene.

As we emerge from lockdown and embark on our second term, this group will become an essential knowledge sharing network clubbing together to support new arts projects which are vital to empower communities and celebrate culture. Art is a valuable tool in place shaping and will help us to attract footfall to support our small businesses, as well as elevate the public realm and experience offering for those running businesses, working or living in the area.

As per our Arts & Culture Strategy, the Culture Group is consulted to ensure that all Euston Town culture and public realm projects come with the appropriate inclusive opportunities to ensure they are led by local stakeholders. This could include gardening workshops for employees in our pocket parks, and climate change awareness events connected to our upcoming sculpture installation with Camden People's Theatre, 'Breathe.'



Alternative Camden



Underpinning our proposed public realm improvements is the concept of Alternative Camden. Camden Town and Euston Town BID neighbourhoods will act as testbeds for innovative, imaginative and inclusive new methods of consultation, leading to inclusive growth and thriving economies. Alternative Camden is the vehicle we will use to trial new technology that complements our public realm ambitions and ensures project proposals represent the needs of local communities.





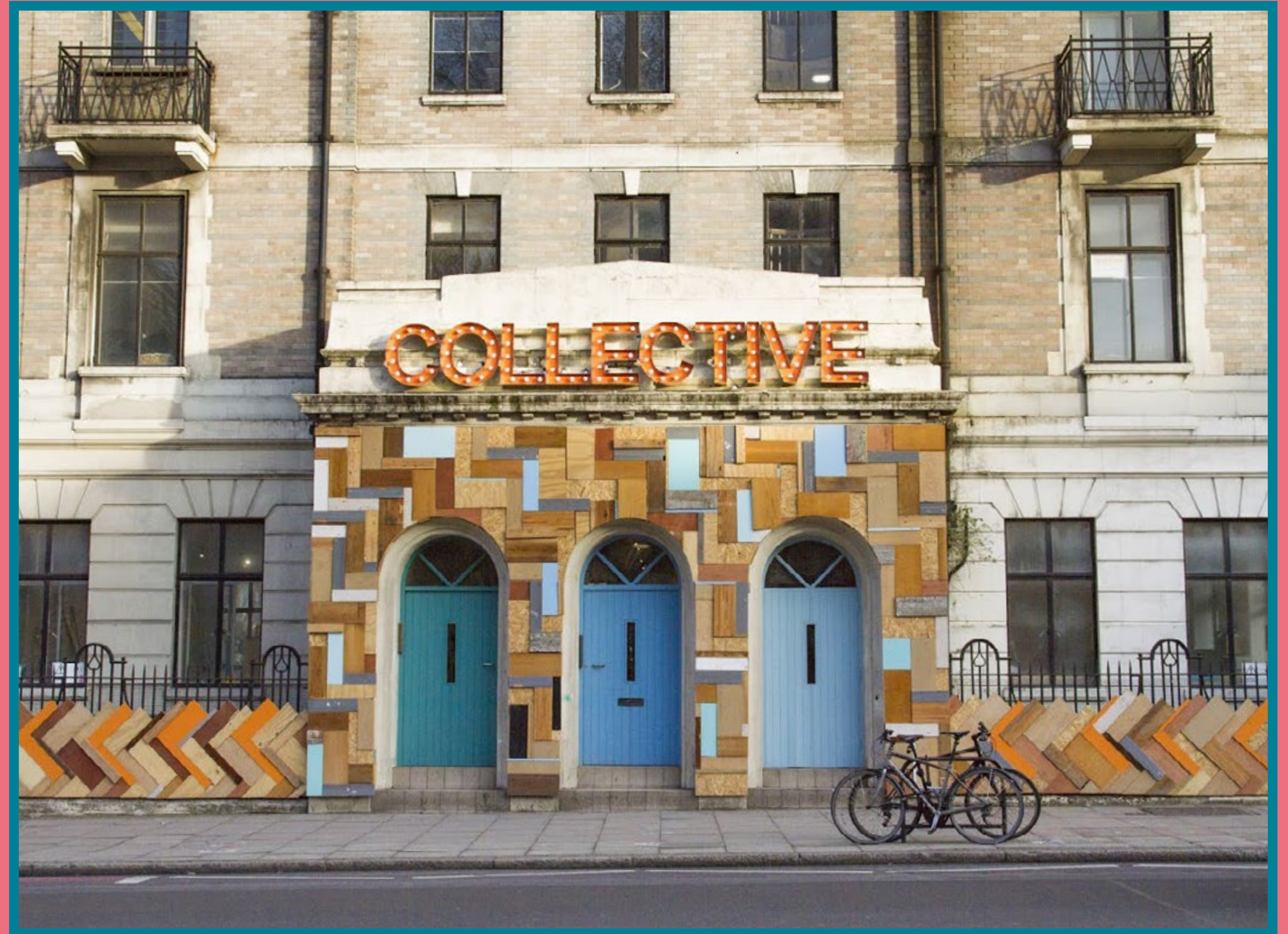
@_aunesters
@holasha_nutall

Camden Collective, So Far

Collective was born to support the High Street by leasing empty units and turning them into free pop-up shops, attracting new footfall, protecting businesses from the brunt of the recession and encouraging inclusive growth through the nurturing of creative start-ups and social enterprises.

As the economy recovered it became clear that the way people use High Streets was shifting permanent. To continue protecting local businesses Collective switched to providing workspace, populating any space it could with free hotdesking for local start-ups. Since its beginnings, Collective has occupied 18 spaces, nurtured 917 new businesses, and created 214 new jobs.

Collective is leaning on its experience in both retail and workspace, returning to recovery mode to protect local businesses.





COLLECTIVE

COLLECTIVE

W01
W02
W03
W04
W05

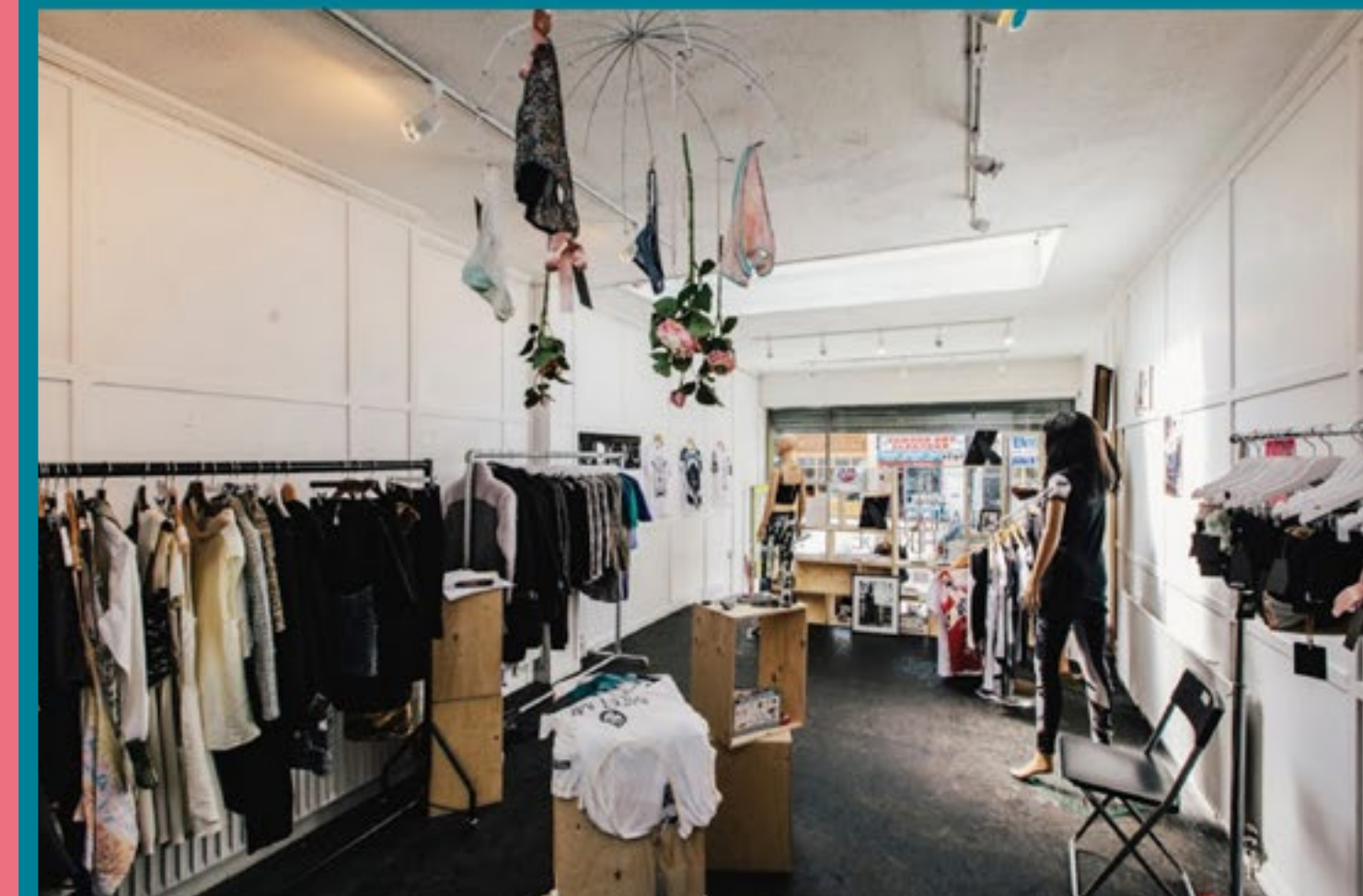
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Camden Collective, The Future

The COVID-19 crisis is accelerating change on the High Street and will once again increase the vacancy rate. To help bring footfall back to the High Street, Collective will once again take on empty units to provide event, pop-up and workspaces.

The way we work will change over the next five years. To help this transition Collective will extend its offer to local businesses and employees of larger businesses who live local; while keeping its roots of good business by offering free workspace to start-ups and social enterprises.

The core of Collective is flexibility, which will continue to be a key asset when responding to this changing landscape.



Driving Down Costs



We will continue to offer our cost-saving services to all BID members, using the bulk buying power of Euston's businesses to save you money. Important at the best of times, but even more vital as we emerge from this crisis.

Our free recycling service is available to all members and provides daily curbside pickup of mixed paper, cardboard, plastic and metal - which together form 90% of rubbish for most businesses.

We also provide joint procurement services to our members, reducing your costs by bulk purchasing utilities together. This is leveraged to save you money on core business costs including electricity and merchant fees.

Get in touch on 0207 380 8260 or info@eustontown.com to benefit from these services.

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BID Map



How is the levy collected?

The levy will be collected with your usual business rates by the local authority (Camden Council). We pledge to be entirely transparent about the income and expenditure of the levy. There will be regular updates available to all members.

How long will the BID last?

The BID will last for 5 years, at which point another ballot could take place to extend the BID's existence.

Street List

Barnby Street, Cardington Street, Chalton Street (pt), Churchway, Cobourg Street, Doric Way, Drummond Street (pt), Euston Road (pt), Euston Square, Euston Station, Euston Street, Eversholt Street, Foundry Mews, George Mews, Grafton Place, Hampstead Road (pt), Melton Street, North Gower Street, Regnart Buildings, Starcross Street, Stephenson Way, Tolmer's Square.

Finance

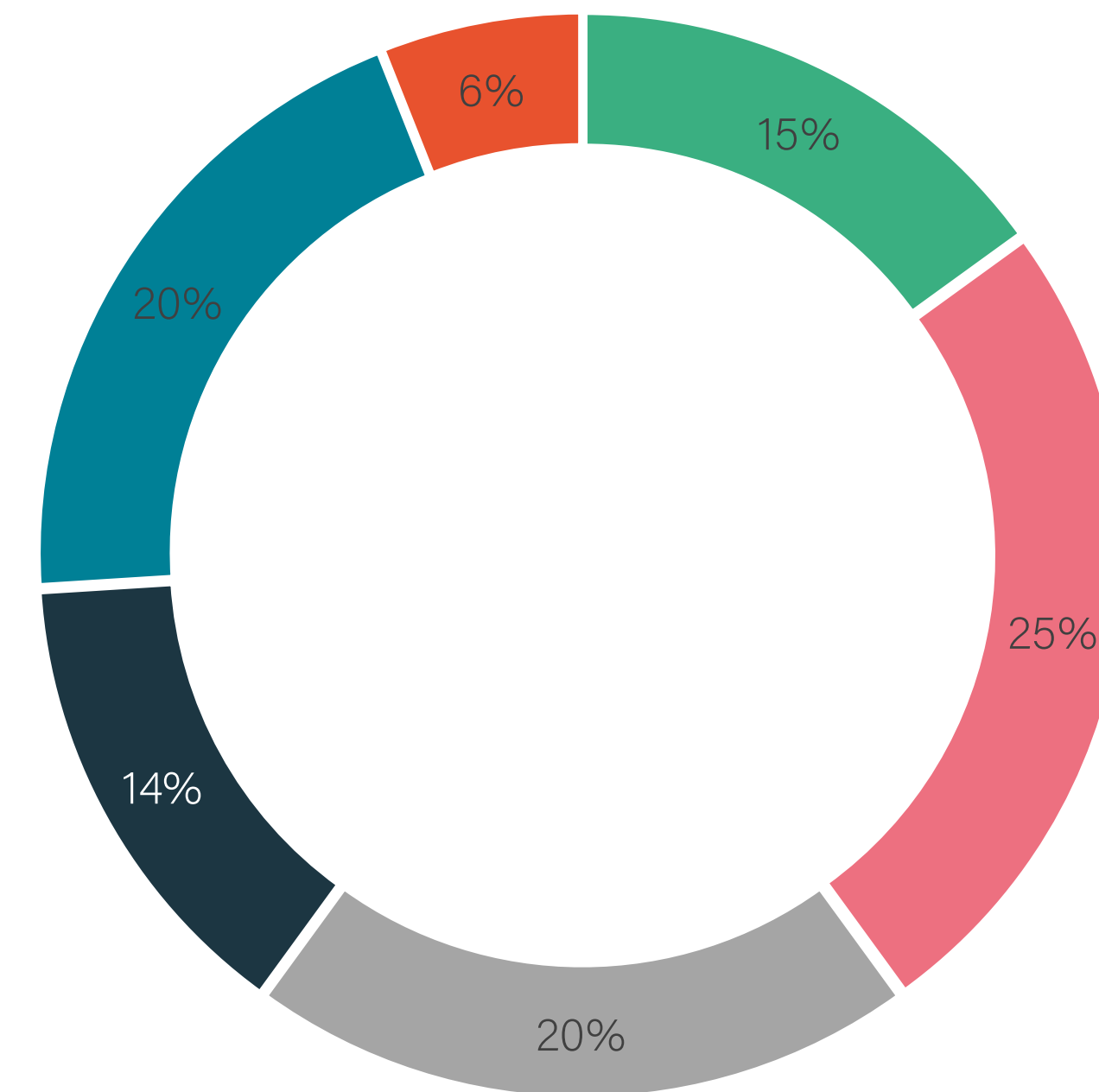
In this ballot, any business with a rateable value of over £70,000 is able to vote, and in the event of the BID being voted in, will be liable to pay 1%* of their rateable value on top of business rates. Registered charities will receive a discount of 80%, in line with Camden Council's business rates relief.

As we saw in the previous BID term, the success of the BID was in its ability to react quickly to changing conditions to overcome the most serious threats to Euston. This budget is prepared at a time where the economy is under heavy pressure with difficult decisions ahead. Ensuring our business environment remains safe, clean and fully functional remains our top priority. This is at the heart of what we do and in these times of uncertainty will require greater advocacy and management.

We will maintain flexibility in this budget to make sure we deliver the optimum return for your money. We will continue to use the Board and members' expertise to determine how best to spend our budget year on year. We always work to leverage our income, using it as match funding to unlock additional money to maximise our impact in the town centre.

* BID levy increases with inflation, with the figure determined by the Board on an annual basis but restricted to RPI+1%

We estimate we will receive around £1 million between 2021 – 2026. We will invest it in the following suggested proportions:



- Advocating & lobbying for your business interests
- Improving the business environment
- Shaping a High Street that excites & delights
- Driving down costs
- Administration
- Contingency

Governance // What is a BID?

The Proposer:

Euston Town Ltd is the renewal proposer and the legal entity that runs the BID activities in the existing area around Euston and, pending a successful ballot, would continue to do so for the existing area. In the event that one of the ballots is unsuccessful, Camden Town Centre Ltd will continue to run activities in either successful area (Camden Town BID or the Euston Town BID).

The Governing Arrangement:

The current Euston Town Ltd Board of Directors lead and guide the work of Euston Town and have been elected from a variety of sectors, both private and public partners, to offer a wide range of skills, experience, and balanced opinion. In the event of a successful ballot they shall oversee the delivery of the 2021-2026 BID proposal for ET.

Financial Decisions:

We will continue to use the Board and members' expertise to determine how best to spend our budget year-on-year. The elected board shall review the BID's threshold and revise upwards to roughly maintain its current membership numbers if deemed necessary midterm. BID levy shall only be applicable upon assets to the extent they are within the BID boundary held by a hereditament.

Fair & Transparent:

All BID members are eligible for a seat on the Board, and elections are held ahead of our AGM every year, where 33% of the seats are automatically available. Please contact us if you wish to be considered for a seat on the board.

The Management:

Euston Town and Camden Town Unlimited are allied BIDs that share a management team to maximise their impact in Camden. The spending and strategic direction of Euston Town is governed by the Euston Town Board, drawn from Euston Town BID members.

Please visit www.eustontown.com for more details on Euston's BID arrangements.

Euston Town is the elected representative of businesses within Euston. Our mission is a simple one: enhance the commercial environment for local businesses and make Euston a place that people not only want to visit, but a place they want to stay.

As the Business Improvement District (BID), we lobby for, campaign and deliver a range of projects and policies to benefit the local area. We respond directly to the needs of our members by:

- Working with partners to realise an ambitious future for all Euston communities, where redevelopment brings a once-in-a-generation opportunity.
- Committing to innovative projects that tackle our air quality emergency, replace lost green space and allow biodiversity and ecology to thrive.
- Using public realm design and regeneration, communications, events and art to uncover and preserve the unique identity and culture of this neighbourhood.

Whilst most of the business rates collected by Central Government are distributed elsewhere in the country, the BID levy represents just 1% of these rates and is 100% ringfenced for Euston. This money cannot be spent subsidising existing services, it must be additional to those provided by the local authority and other statutory bodies.

You will not be paying for Council services.

A BID term can last for a maximum of five years, after which it can only remain in existence if it is approved by the members at a renewal ballot.

Meet our Board



From left to right:

Robert Bexson, Chair, UCLH;
Andy Riley, Admin & Finance, RCPGs;
Rupert Walker, Network Rail;
Jane Hughes, The Francis Crick;
Carol Carter, Origin Housing;
Nizar Virji, Euston Square;
Raj Chada, Hodge Jones & Allen;
Kathy Evans, RCOphth;
Cllr Georgia Gould, Camden Council;
Cllr Nadia Shah, Camden Council;
Emma Sims, British Land;
Martin Cary, Illuminas;
Timothy Burr, CSJV;
Mohammed Salique, Drummond Street Traders;
Megan Putt, UCL.

Meet our Team



Hasanul Hoque,
Operations Director.



Georgie Street,
Head of Projects.



Leyah March,
Collective Hub Manager.



Simon Pitkeathley,
CEO.



Bailey Hawcroft-Hurst,
Communications Officer.



William Ginestier,
Head of Process Design.



Roisin Morrison,
Projects Officer.

EUSTON TOWN

BID Renewal Proposal

2021-2026