

Annual Report

2020

euston town

EUSTON
TOWN

Coronavirus

We are facing extraordinary circumstances in wake of the COVID-19 pandemic. The immense impact of coronavirus is already apparent and is affecting everyone, including ourselves. We know how difficult this is for businesses across the Borough, and as the elected Business Improvement District for Euston, our members are our first and foremost priority.

Therefore, we have made the decision to delay sending out our BID bills, and we will maintain this for as long as we possibly can. Business survival is vital to the exciting and unique nature of our neighbourhoods and we will continue to support you through this uncertain time till we reach the other side.

Our CEO Simon Pitkeathley's position on the Mayor's London Economic Action Partnership (LEAP) board and our close ties with ATCM, the Council and other national bodies ensures we are joining up wherever possible to represent your interests. Please check www.eustontown.com for updates on projects and lobbying.

Although we are currently focusing our energies on ensuring as many businesses survive this crisis as possible, we must keep sight of our exciting vision for the future. Our flagship projects – Drummond Street Neighbourhood Vision, Euston Green Link and Camden Collective – are only on pause. We anticipated a transformation of our towns and high streets happening over ten years – it's now going to happen over ten months. We must all remain engaged and invested in the future of Euston.

Make sure you are keeping aware of all the financial support available by visiting the Government dedicated website for businesses. We know this can be confusing and very overwhelming for everyone, so please do get in touch if you need any help.

We're with you every step of the way and we will come out of this together on the other side. For now, take care!



Click here for a video statement from our CEO, or find it at
www.eustontown.com/coronavirus

00

Introduction

After an uncertain couple of years regarding the future of HS2, we finally have some clarity for Euston as the railway is given the go-ahead. But we know that Euston is much more than the redevelopment of its station - it is a vibrant hub of diverse cultures, independent businesses and unique heritage. That's why the last year has seen us work directly with our members and other local stakeholders to ensure that this is the Euston we present to the world. Through the steady progression of projects such as the Drummond Street Neighbourhood Vision and Euston Green Link; we are celebrating local culture and heritage and creating new footfall. We have also continued to work with the community, funding youth employment projects and Camden Giving's Future Changemakers scheme. It wouldn't be possible for us to achieve any of this without the support of you, our members, and your votes. Please do consider voting for us again in 2021, and don't hesitate to get in touch if you'd like a meeting with me to discuss further.

Simon Pitkeathley, Chief Executive



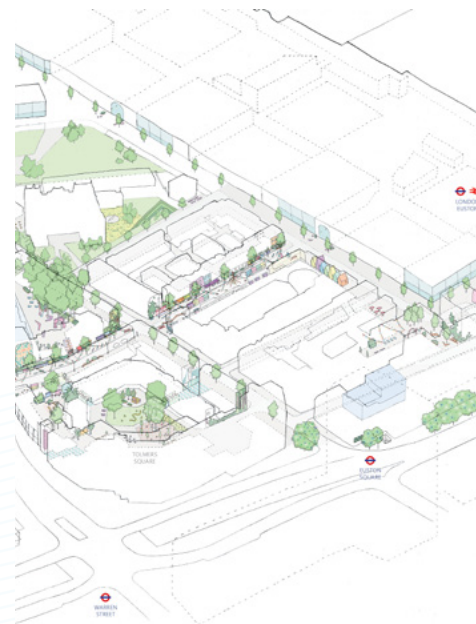
A major focus of Euston Town's first BID term, the unique cluster of independent businesses in the Drummond Street area is a hub of community spirit, cuisines from across the world, heritage and architecture. It is essential to the character of Euston that it is preserved for the future, despite the huge transition the area is facing.

01

Drummond Street Vision

A flagship project that brings together the ambitions of the local community in how their neighbourhood could develop. We worked with Jan Kattein Architects to consult with local businesses, passers-by on the street, visitors to an interactive exhibition and 1-2-1 interviews.

The project is designed in three phases. The first £1 million project will be implemented pending a major funding application to HS2's Business & Local Economy Fund.



02

Euston Green Link

A total of four major green infrastructure projects have been installed, funded by Euston Town and the Mayor of London, marking a lower exposure walking route between Euston Station and Regents Park.

The project has become more than a signposted route. It represents our ambition to transition to a pedestrian friendly public realm that supports small business and can facilitate socialising, eating al fresco and enjoying greenery. Watch out for the next major intervention – a parklet that incorporates medicinal plant learning and community gardening workshops.



03

Celebrating Drummond Street

We partnered with Camden People's Theatre, Camden Giving and the traders of Drummond Street to host the inaugural Drummond Street Day. A celebration showcasing cuisine and culture which showed how we can flexibly use our public realm, prioritizing pedestrians to the benefit of local business.



HS2: AN OPPORTUNITY FOR ALL COMMUNITIES

04

Lobbying

We use our networks and reputation to get in to the conversations that matter – in local and central government, with HS2 and their development partners, and with our members themselves.

We represent their interests and are working to ensure all local communities benefit from the final station and surrounding design.



05

Signage, Directory & Hoarding Strategy

We did not feel current hoarding and signage was sufficient to maintain footfall from Euston station to Drummond Street and the surrounding area, during construction.

Therefore we worked closely with HS2 and invested in a new hoarding strategy which represented the local community, a business directory and signage at the station. This is an ongoing effort and we continue to lobby for clearer, branded signage.



06

HS2 Forums

Whenever there are important moments in the project's trajectory, we invite senior individuals to Camden Collective to talk to our business member community. This gives our members the chance to have frank, one to one conversations, and for HS2 to connect with the local community.



07

Euston Town Culture Strategy

In collaboration with Camden Council's arts department and MArt Agency, we have outlined our commitment to an arts and culture scene in Euston that boosts the local economy, empowers communities and offers invaluable education opportunities.

The first project is a sculpture by physicist Jasmine Pradisitto, made of a geopolymer that absorbs harmful nitrogen dioxide. Our Culture Group meets quarterly and we're always looking for new people to get involved!



08

Make Space

Our quest to find vacant spaces and make creative use of them. Using our partnerships and networks, MAKE SPACE identifies space – anything from a blank wall to an empty shop unit – and fills it with the work of artists, products of a startup or popup events. In turn, this space becomes a destination, a cultural moment in Euston which attracts new footfall and invites visitors to explore the neighbourhood beyond the station.

Our MAKE SPACE at Regents Place saw 300 people attend various events, many of them introduced for the first time to the offer of Drummond Street cuisine and workshops run by local organisations.



Invisible Dust – Under Her Eye

We teamed up with Invisible Dust to host a magnificent dance performance by Kasia Molga, which responded to the effects of poor air quality on our bodies, travelling along Euston Road and then to the lower exposure route on the Euston Green Link.

A wider climate change summit followed, focusing on the contribution and potential of women in the discussion, combined with the power of art.



10 Eustontowner

The biannual newspaper we commissioned from the team behind the Kentishtowner. Celebrating the local neighbourhood with spotlights on small business, interviews with local business leaders, promoting exciting events and exploring the inspiring work of charitable organisations.

Every quarter 17,000 copies are distributed at major locations including the Wellcome, Euston Station and RCGPs.

County.	Area.	Acres.
Derby
Cheshire	...	6,633
Essex	...	1,825
Suffolk	...	1,744
Sussex	...	3,069
Lanc.	...	3,694
Ken.	...	2,576
York	...	25,092
Stafford	...	1,752
Suffolk	...	1,785
Sussex	...	776
Glouces	...	3,460
Northam	...	2,218
Northam	...	232
Northam	...	1,960
Derby	...	2,883
Lincoln	...	110
Suffolk	...	6,550
Derby	...	2,574
Worce	...	654
Glouces	...	3,204
Salop
Derby
Lanc.	...	788
Wills	...	5,488
Com	...	2,267
Northumb	...	2,007
Northumb	...	81,944
Northumb	...	3,651
York	...	10,015
York	...	2,864
Lanc	...	1,681
York	...	1,971
York	...	2,800
Warwick	...	4,224
Derby	...	990



LIFE ON CHALTON STREET
Euston's historic thoroughfare

WE'VE COVERED the past, present and future of the area in the pages that follow...

WHY THAT MIND would like to show you a new way of seeing the world...

EVERYONE, WE FOLLOW a quiet and steady stream of people...

'FRUIT IS CULTURE'
Meet Chalton Street Market's visionary award winner

THE ANKLAH CAMDEN is a vibrant and diverse community...

COMPANY was the first to introduce a weekly food market...

HIGH STREET TRADING TODAY is a challenge for many...

CAMDEN HIGHLINE

Pledge your support for Camden's new public park

spacehive.com/camdenhighline

CAMDEN COLLECTIVE COMMUNITY HUB OFFICES

AVAILABLE IN THE MARKET AT CAMDEN TOWN

11

Community Wardens

We introduced a team of community wardens on a temporary basis whilst we awaited the arrival of Camden Council's new team. They became a popular part of the community, dispersing people engaging in antisocial behaviour and helping to signpost rough sleepers to helpful organisations.



12

C4WS

We funded an innovative new project by C4WS, a charity tackling homelessness in the capital. Home from Home is a hosting project, giving people with spare rooms the opportunity to house a C4WS guest as they stop using the shelter and are finding their feet again, applying for jobs and looking for permanent housing.



13

Youth Employment

We partnered with Camden Giving on this employment project to address an increase in youth and gang violence. Three young people have been given three month placements, subsidized by our funding, at local organisations.

Our support covers the management of the project, paying these young people the London Living Wage and training the host organisation's staff in supporting people in various circumstances.



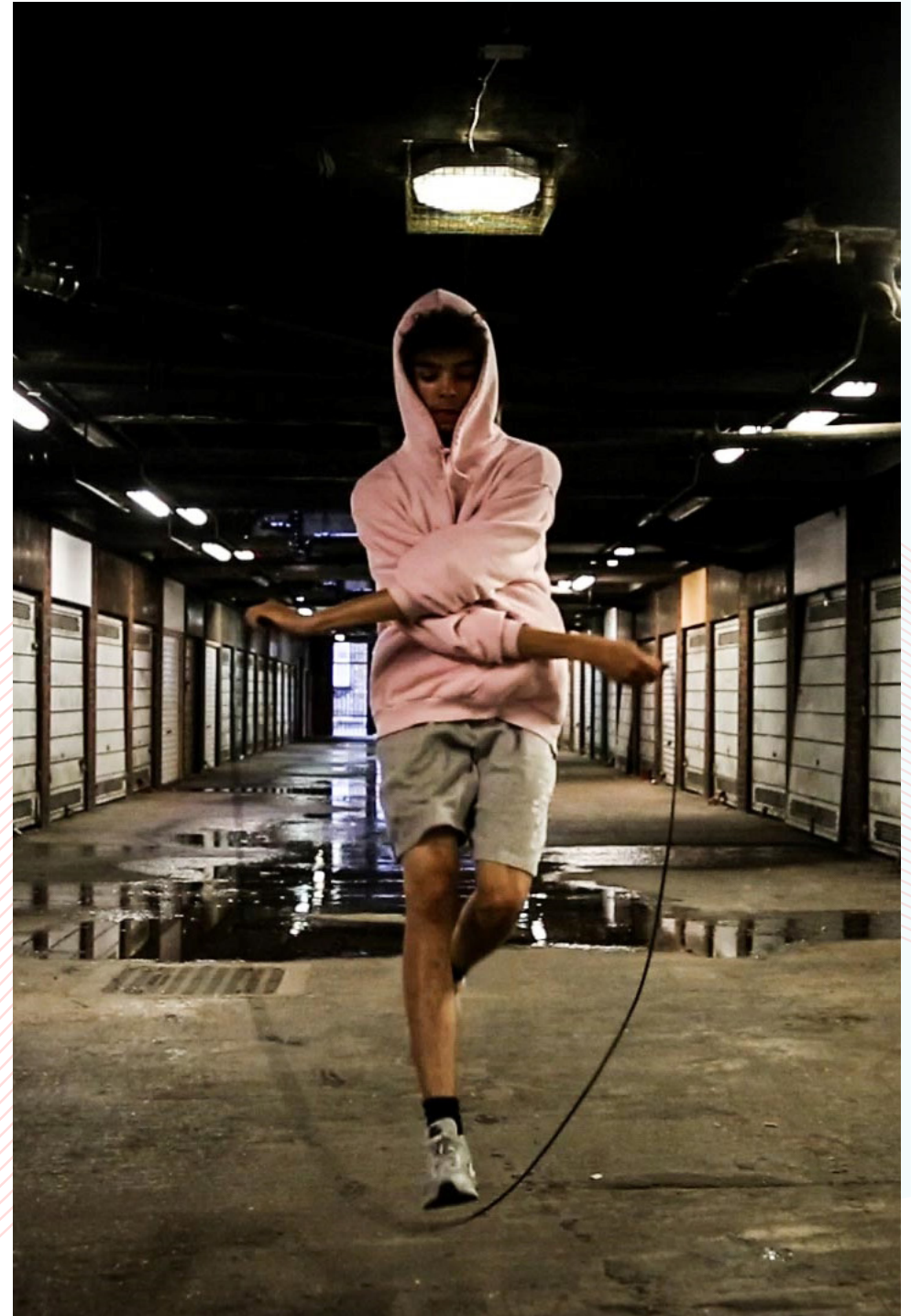
“I really believe that the impact of a good employability scheme and the role it can play in a young person’s life is underestimated. I wish for youth services to have longer term support... and if this is not possible, then something which aids individuals to support themselves.”

14

Future Changemakers

Fundraising with a twist. We allocated funding to be distributed to worthy, inspiring projects – by a board of young people who would use their life experience to decide how the money could best be spent. Projects that benefitted from the funding include Fitzrovia Youth Action, Coram Fields and Action Youth Boxing Intervention.

“Growing up I witnessed inequality and experienced homelessness. For that reason, I know I have an extremely valuable perspective on what really goes on beneath Camden’s ‘vibrant’ exterior.”



15 Board

Our board of Directors steer our work, and are drawn from our membership, public and private partners to offer a wide range of skills, experience, and balanced opinion. Please get in touch if you're interested in joining the board.

ROBERT BEXON
Chair, UCLH

ANDY RILEY
Admin & Finance, RCGPs

COUNCILLOR GEORGIA GOULD
Camden Council

COUNCILLOR NADIA SHAH
Camden Council

NIZAR VIRJI
Euston Square Hotel

RUPERT WALKER
Network Rail

KATHY EVANS
RCOph

GEORGIA HOGG
British Land

EMMA DUDLEY
British Land

RAJ CHADA
Hodge Jones & Allen

MARTIN CARY
Illuminas

CAROL CARTER
Origin Housing

MOHAMMED SALIQUE
Drummond Street Traders

ANDREW ASBURY
UCL

JANE HUGHES
The Crick

TIMOTHY BURR
Skanska

Financials

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 Town.

TURNOVER	507,127
Cost of sales	431,601
GROSS SURPLUS(DEFICIT)	75,526
Administrative expenses	96,560
OPERATING SURPLUS(DEFICIT)	(21,034)
Interest receivable and similar income	2,694
SURPLUS(DEFICIT) BEFORE TAXATION	(18,340)
Tax on surplus(deficit)	510
SURPLUS(DEFICIT FOR THE FINANCIAL YEAR)	(18,850)
OTHER COMPREHENSIVE INCOME	-
TOTAL COMPREHENSIVE INCOME FOR THE YEAR	(18,850)

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

Get In Touch

We're preparing our plans for 2021-26,
so get in touch to discuss
your priorities for the area.

www.eustontown.com
info@eustontown.com
0207 380 8260

Euston Town
5-7 Buck Street
London, NW1 8NJ

The Team

Simon Pitkeathley, CEO
Georgie Street, Head of Projects
Hasanul Hoque, Operations Director
William Ginestier, Office & Networks Manager
Roisin Morrison, Projects Officer
Bailey Hawcroft-Hurst, Communications Officer