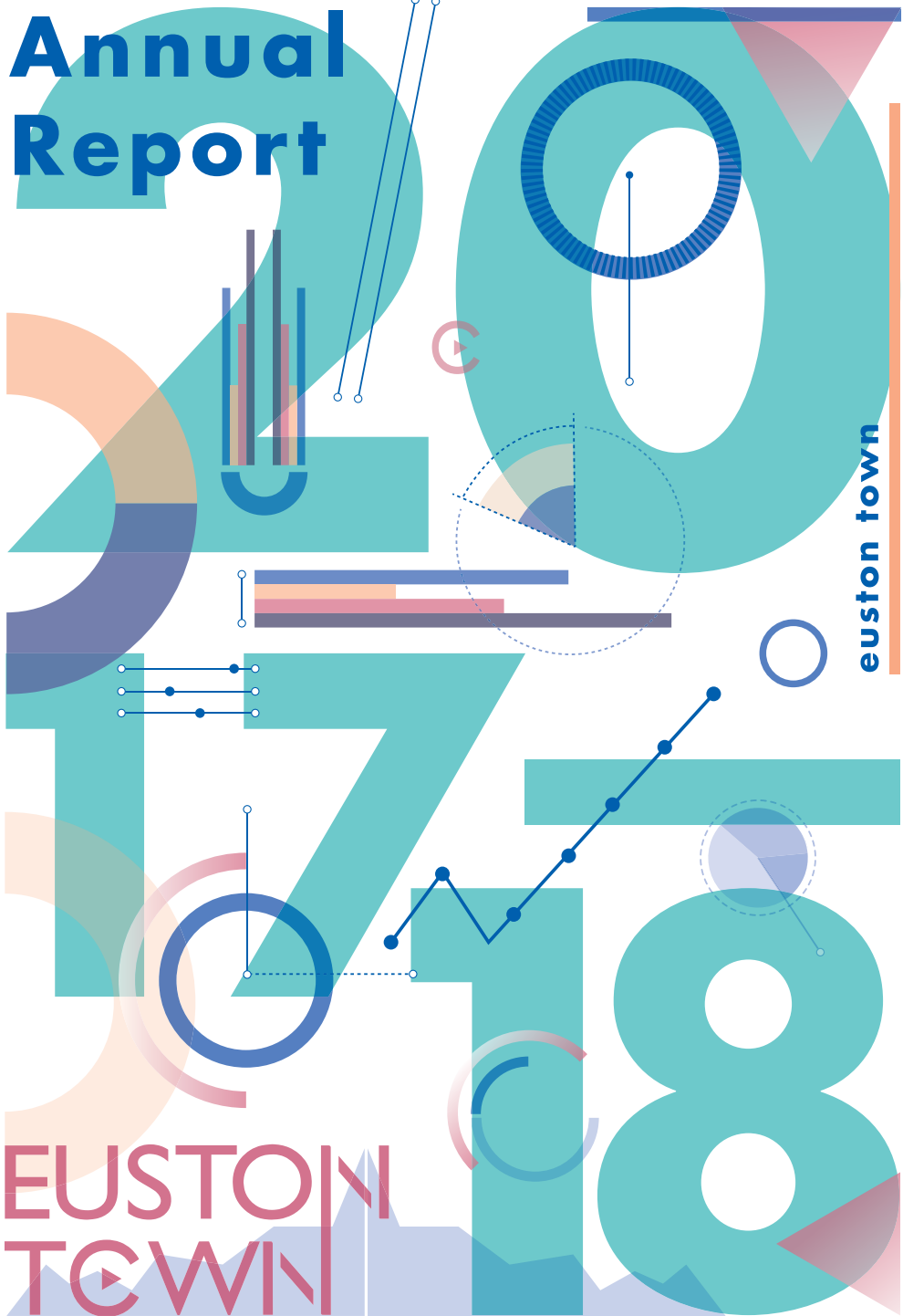


Annual Report



euston town

EUSTON
TOWN



Statement

What a fantastic start to the Euston Town BID – and thank you so much to every business owner who voted to see it created. In the face of HS2 construction, it is a vital lobbying organisation working to protect the business community and the essence of Euston.

The BID has three areas of focus: uncovering and preserving Euston's unique identity, creating the opportunity of a generation out of HS2, and tackling air quality issues with new green infrastructure and beautiful public space. We are working towards a very bright future for Euston Town.

Robert Bexon UCLH



01

The Station Is Just The Beginning...

This is the message we're telling the world. In the face of dramatic changes taking place in Euston Town, We want people to know that the future lies not only in a full redevelopment of the station, but in the vibrant local community, independent businesses, culture and history.

Our Chief Executive Simon Pitkeathley has been appointed to the London Economic Action Partnership (LEAP) as the Champion for Small Business and regularly engages with local and central Government on HS2.

Simon Pitkeathley



Get In Contact

We'll be happy to organise a call or meeting if you'd like to discuss our projects, have ideas of how we can support local business or would like to give feedback.

Please contact info@eustontown.com.

Euston Town Partners



MAYOR OF LONDON

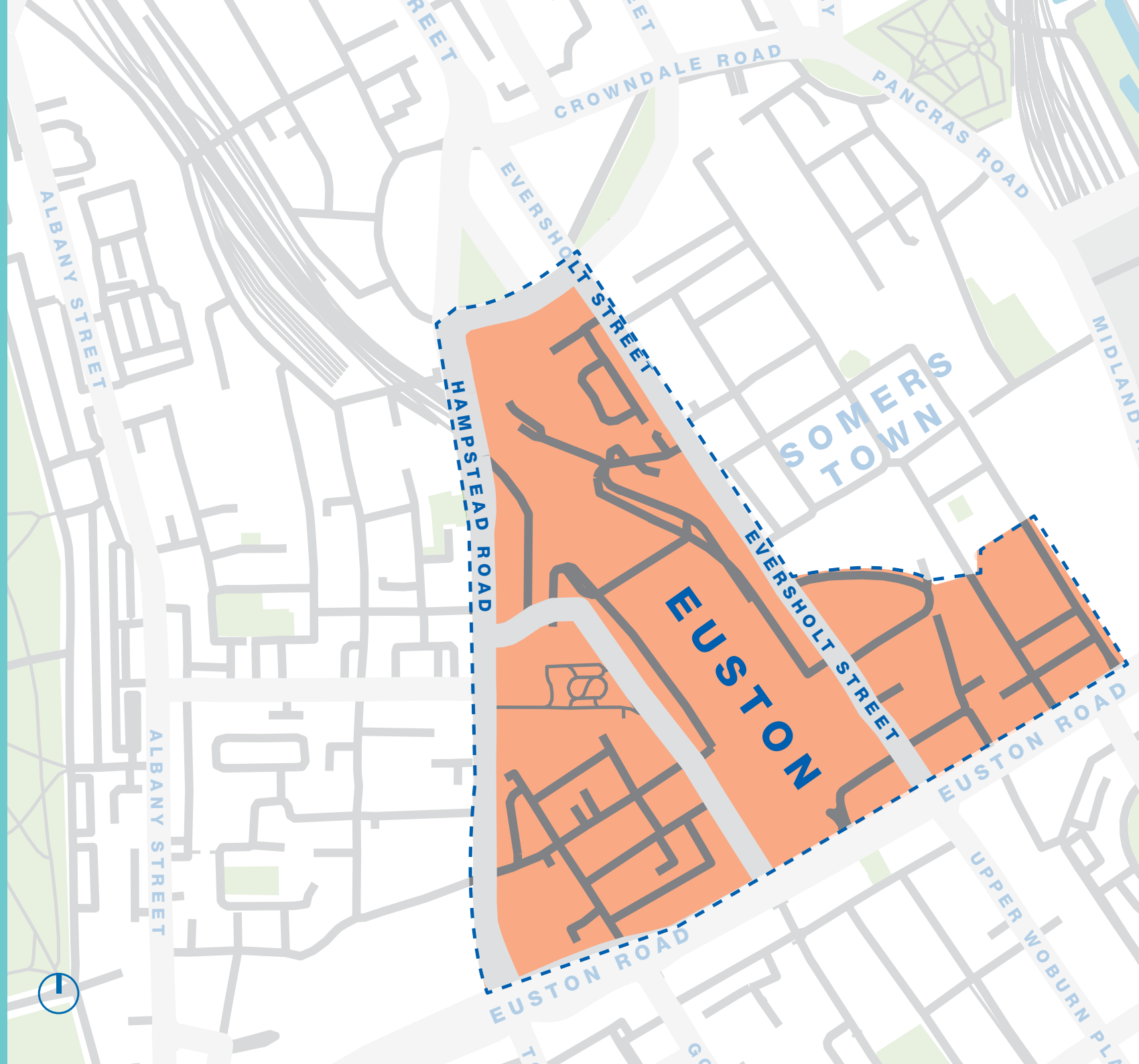


Working together for a safer London



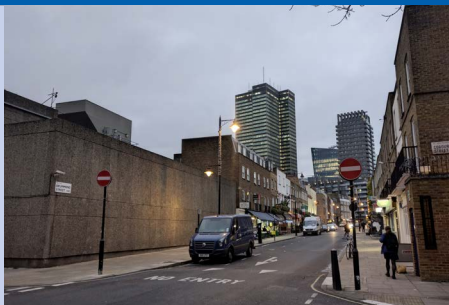
Area Map & Street List

- Chalton Street (partial)
- Drummond street (partial)
- Euston Road (partial)
- Hampstead Road (partial)
- Barnby Street
- Cardington Street
- Churchway
- Cobourg Street
- Doric Way
- Euston Square
- Euston Station
- Euston Street
- Eversholt Street
- Foundry Mews
- George Mews
- Lancing Street
- Melton Street
- North Gower Street
- Regnart Buildings
- Starcross Street
- Stephenson Way
- Tolmer's Square
- Wellesley Place



Low Emission Neighbourhood

As one of five successful applicants to the Mayor's Low Emission Neighbourhood Fund, we are creating a green link between Euston Station and Regents Park. We're encouraging the use of a lower-exposure route around the station, increasing footfall to the wonderful businesses of Drummond Street and promoting the area's vibrant identity.



What we're doing and why

Pocket Parks & Green Walkways

Creating green space that acts as an oasis amongst the chaos of one of London's busiest transport hubs. Sparking conversation about the need for these environments in the city, balancing the urban with the natural.

Planting Schemes

Identifying opportunities for bright and creative planting schemes that add a splash of colour and make Euston a place to explore.

Signage

Wayfinding will direct people to Regents Park at a time when Euston has sadly lost green space and trees. It will also define the Drummond Street zone and help people locate this food-lovers' heaven.

Public Art

Working with MArt, the local community and businesses to install public art that excites, engages and contributes to a beautiful public space.



Saving You Money

Procurement

We continue our partnership with Meercat, who work to merge our members' procurement needs. Once you join Meercat, you are a part of a UK-wide network of businesses whose buying power will ensure you get the best deal available. This includes energy, pest control, telecoms, maintenance and water rates.

First Mile

To contribute to our green agenda for Euston, we offer our members free recycling through First Mile.

Euston Square Underpass

We were successful in applying to TfL's Ambience Partnership Fund – a collaborative effort to improve station entrances and inject some life and vibrancy to them.

We've match funded the project to create an enhanced and more visible entrance with a planting scheme, wayfinding and lighting.

This project is taking place in tandem with other planned TfL improvements to the ticket office.



05

In Conversation With...

Connecting our members with local MPs, councillors, HS2 representatives, and anyone else in a position to effect the operations and success of our local business community. In these talks we have open and honest conversations, with time for questions from the audience at the end. It's also a good chance for business owners to get to know one another. Creating a strong business networking is vital as we face a time of uncertainty and drastic change.



Camden Inspire

Our annual celebration of independent businesses invites restaurants, bars, shops and music venues to compete for the public's votes. Well over 2,000 local people voted, with the kentishtowner and eustontowner publications, BloggersCamden and CamdenTownLondon social media accounts promoting the competition.

Leader of Camden Council Cllr Georgia Gould came to Collective Auction Rooms to present the awards at our December 12 party. We used the party to showcase drinks, food, sustainable businesses, an art exhibition and even a dance performance from local caterers and organisations. Get in touch to find out more about the event for next year.



The winner of the 'Retail' category was Euston's own Bioorganix and its founder Bak. Go check them out on Drummond St!

07

Eustontowner

The quarterly publication we commission from the guys behind the kentishtowner. We hope you'll agree, it does an amazing job of uncovering the true identity of Euston. Every edition has an in-depth look at local businesses, events coming up and features on local people.



eustontowner



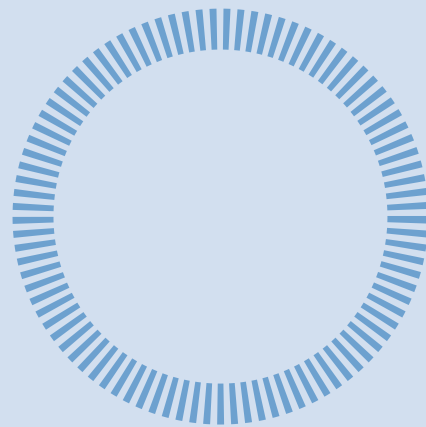
IT'S A BUNCH OF DRUMMOND STREET we aim to get under the skin of a different part of the area. What? The help you get to know this independent neighbourhood from its better-known Euston Road here all year this.

TRAVEL THROUGH the area regularly. We've introduced a new section called Euston Half Hour, which we hope inspires you to take a look around if you've never had a chance to visit here.

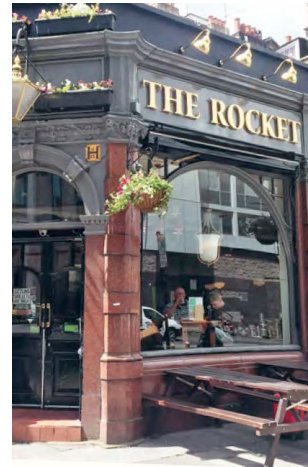
WE'VE GOT the hands up on writing, editing, new exhibitions and writing. It's a complete directory of what to do, where to eat and drink, as well as some atmospheric portraits of the street life.

ELLENBERGER in the area in their book at the British Library, explore the connection between the Wellcome and find out more about the Quakers, whose early business a stretch of Euston Road.

Check us out on the Euston Road. We hope you enjoy our special offer on page 6.



Celebrating CHALTON STREET



FOOD

MAC FACTORY



Things you should try at **GINO D'ACAMPO**



Air Quality

One of our main areas of focus is air quality, the local environment and Euston's contribution to environmental damage. Not only is Euston Road the source of unacceptable levels of pollution, we also don't know the effect of future construction.

We meet with the air quality and trees working group with HS2 to ensure we are up to date with their plans – how green space will be replaced and how effects of construction on air quality will be mitigated.

Our website's air quality hub shows live pollution data and highlights wellbeing walks in the area. You'll also find a video explaining the clickcollect initiative, directing our members to use delivery spots that will reduce congestion.

We've also struck special deals for our members with Reyooz, reusing and redistributing unwanted office furniture and reducing the carbon footprint of our business community. Oh check out Pedals, the sustainable delivery service who offer our members a discounted rate.



Collective Temperance

Whilst it lay vacant, we snapped up the National Temperance Hospital on Hampstead Road and created a coworking space for creative startups ahead of its due demolition by HS2. Free hot-desking and subsidised offices attracted an innovative young crowd to Euston and showed the wonderful ways you can use empty buildings to the benefit of the local community.

The Camden Collective model encourages creating like-minded networks of knowledge sharing, collaboration and support. We're helping to facilitate a thriving community of businesses that may not otherwise survive the harsh economic environment of London, and watching the local economy benefit as a result.





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Financials 2017

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 EustonTown.

TURNOVER	387,413
Cost of sales	138,881
GROSS SURPLUS	248,532
Administrative expenses	39,384
OPERATING SURPLUS and SURPLUS BEFORE TAXATION	209,148
Tax on surplus	-
SURPLUS FOR THE FINANCIAL YEAR	209,148
OTHER COMPREHENSIVE INCOME	-
TOTAL COMPREHENSIVE INCOME FOR THE YEAR	209,148

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

Governance

The current Euston Town board of Directors lead and guide the work of Euston Town. They have been elected from a variety of sectors, both private and public partners, to offer a wide range of skills, experience and balanced opinion.





Board

Robert Bexson
UCLH
Chair

Andy Riley
Royal College of GPs
Admin and Finance

James Barr
Wesley Hotel

Alan Aldridge
Wellcome Trust

Noel Clancy
Intech Inviron

Cllr Nadia Shah
London Borough of Camden

Patrick Fleming
British Library

Ravinder Singh Dhillon
UCL

Philip Smith
Land Use Consultants

Cllr Georgia Gould
Leader of Camden Council

Rupert Walker
Network Rail

Kathy Evans
RCOph

Georgia Hogg
British Land

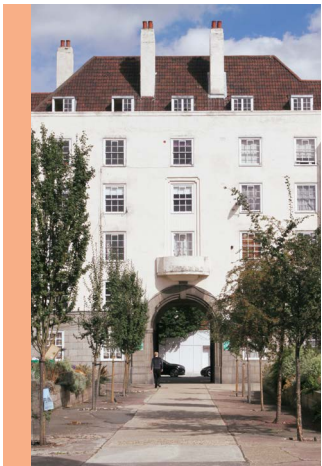
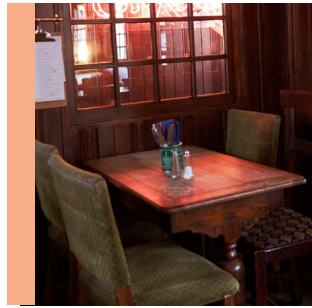
Katie Matthews
Francis Crick

Raj Chada
Hodge Jones & Allan

Nizar Virji
Euston Square Hotel

Martin Cary
Illuminas

Carol Carter
Origin Housing



Get In Touch

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@eustontown

The Team

Chief Executive, Simon Pitkeathley
Head of Projects, Georgie Street
Head of Projects, Adam Richards
Operations Director, Hasanul Hoque
Office & Networks Manager, William Ginestier
BID Administrator, Leyah March