

EB23



Euston Housing Pact

March 2026



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Authorship

This Pact has been co-developed with the Euston Housing Community forum, Independent Facilitator, Daisy Froud, and Camden's Euston Regeneration Team.

Key Terms

Click on any green italic text, eg: '*deliberative democracy*' to take you to explanation on the Key Terms page. Click on [← return to last page](#) when there to take you back to the key term text in the body copy.

Foreword

Euston is a place of ambition and connection, home to London's first intercity rail station and a unique mix of world-class research, technology and life sciences alongside vibrant culture and close-knit communities.

With High Speed 2 (HS2) coming to Euston, we have a once-in-a-century opportunity to re-establish the area as a national gateway, while delivering at least 2,000 new homes, 34,000 new jobs and up to £41 billion in economic benefit.

Regeneration must also repair the impact of years of disruption and uncertainty. Our shared ambition is that local communities benefit directly through new affordable homes, jobs, community facilities, green spaces and better-connected neighbourhoods.

Camden Council and the *Euston Housing Delivery Group* have worked closely to explore how new homes, alongside the facilities and open spaces to support them, can be delivered in a way that is fundamentally shaped by the people who live here. From the outset, we agreed that future development must offer tangible, lasting benefits and be rooted in transparency, long-term stewardship and meaningful community influence. It was from this commitment that the Euston Housing Pact was created.

The Pact is the result of months of community-led research led by Old Diorama Arts Centre, working in collaboration with Fitzrovia Youth in Action, Hopscotch Women's Centre and Somers Town Community Association, alongside wider local organisations. This work was followed by meetings of the Euston Housing Community Forum,



**Councillor Richard Olszewski,
Leader of Camden
Council**



**Bek Seeley,
Chair of the Euston
Housing Delivery
Group**

bringing residents' *lived experience*, insight and aspiration into a clear set of shared commitments. We would like to thank all the residents, community partners and facilitators who contributed their time, energy and expertise to this process.

We are proud to welcome the Euston Housing Pact as the first of its kind for the area. It sets out shared values and expectations that will guide how we work, how future developers engage, and how residents' voices remain central to decision-making as Euston evolves.

As Camden Council works with the Ministry of Housing, Communities and Local Government, the Greater London Authority and wider Government partners to establish a new Locally Led Urban Development Corporation, this Pact provides a clear framework for what future development at Euston should deliver and how it should be achieved.

Camden Council and the *Euston Housing Delivery Group* fully endorse the Values and Commitments in this Pact and call on all future developers, partners and stakeholders to do the same, helping to build a future for Euston that truly reflects the ambitions and voices of its people.



Photo credit: Andrew Holt

01. Introducing the Pact

Photo credit: Jenna Selby, 2025

The Euston Housing Pact is **a set of ambitious yet achievable commitments for how Camden Council will work with Euston's residents** to secure the homes and neighbourhoods that local people need, want and deserve.

Co-developed with the Euston Housing Community Forum: a group of residents recruited to be broadly representative of Euston's population, and underpinned by community-led research (see Section 02) the Pact **aims to put local communities and their priorities at the heart of housing development in Euston.**

Delivering more and better homes and linked facilities for Euston residents, while respecting, valuing and fighting for what is already there, has long been a priority for Camden Council.

It's also a message that has come through loud and clear in our ongoing dialogue with residents, carried out over many years of delay, uncertainty and disruption at Euston, with residents experiencing negative impacts from HS2 construction works without many benefits.

Emphasis on Housing Delivery

Recent announcements from central Government about investment in **housing delivery** in the wider Euston area offer a real opportunity to build on conversations with residents to date and to continue working together to deliver positive, visible change on the ground.

Reflecting this priority, the Ministry of Housing, Communities and Local Government (MHCLG) established the **Euston Housing Delivery Group (EHDG)** to support and offer expert advice on opportunities for new housing in Euston, with Camden Council as a key partner in this group.

Camden and the EHDG have identified this Pact as an essential early step on the pathway to **housing delivery** in Euston. Funding for its development has enabled us to explore innovative ways of working with local groups and organisations, undertake creative research and engagement, and ensure that local priorities and voices are central as the process moves forward.



Photo credit: John Kees



Future Governance and Delivery

The Pact allows us to address head-on some of the issues shared with us about challenges with past community engagement and consultation in the area. It also provides a useful framework for anyone engaging in the Euston area.

As part of the emerging **governance** changes to unlock delivery in Euston, Camden Council is advocating for a **Locally-Led Urban Development Corporation (LLUDC)**, overseen by the Council and the Greater London Authority (GLA), as the best vehicle to deliver housing in Euston. This Pact sets expectations, ways of working and commitments that the council will expect the LLUDC to uphold.

Commitments, Values and Actions

The Pact's Commitments are underpinned by a set of Values, and grouped into four themes:

- Overarching and cross-cutting commitments
- Engagement + Participation
- Homes
- Neighbourhoods

➤ **You can skip to them here**

These Commitments will guide how Camden Council:

- delivers new housing on its own sites in Euston
- uses its powers, including as a **local planning authority**, to influence proposals from others seeking to develop sites in Euston.

The Pact is supported by an action plan, setting out the specifics of how the Commitments will be implemented. This will be regularly updated as plans for housing delivery firm up and as design and development get underway.

Click on any green italic text, eg: '**Locally-Led Urban Development Corporation (LLUDC)**' to take you to explanation on the Key Terms page. Click on **← return to last page** when there to take you back to the key term text in the body copy.

Commitments to enable meaningful action

The Pact focuses on big picture aspirations and the processes, methods and relationships that can be put in place to achieve the long-term goal of the best possible housing for Euston.

Getting the right commitments in place at the outset, and informing the emerging bodies that will oversee **housing delivery**, is fundamental to ensuring that community voices are centred.

The Commitments reflect the early stage we are at in the housing development process. They are designed to provide a helpful foundation for discussions about the community's role in future **housing delivery** led by Camden and wider development partners. They provide us with an agreed framework to keep working and communicating together.

Other sections of the Pact

➤ [Section 2: How the Pact was drafted](#)

➤ [Section 3: How will the Pact be implemented?](#)

➤ [Section 4: Values and Commitments](#)



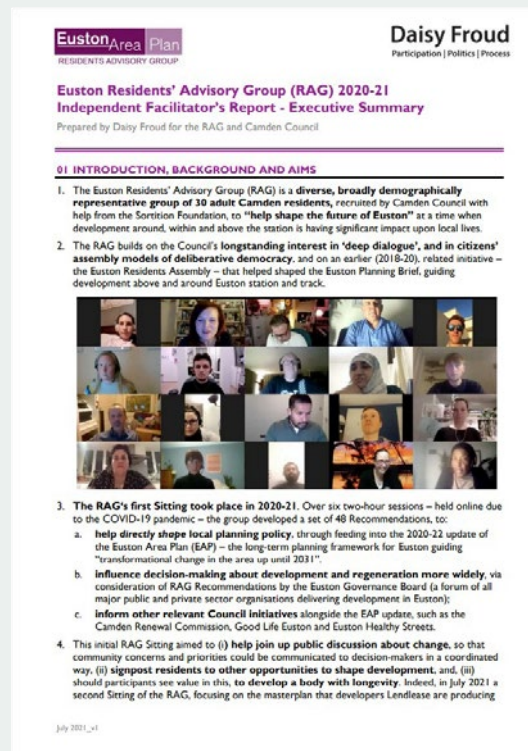
Photo credit: Jenna Selby, 2025

02. How the Pact was drafted



An idea that emerged from engagement

The spark for the Housing Pact emerged from Camden Council's previous community engagement activity. In particular, two recent processes shaped thinking:



1. Euston Residents Advisory Group (2020-21).

Drawing on principles of '*deliberative democracy*', a group of 30 broadly demographically representative Euston residents, met over five sessions to develop a Vision and Recommendations for the future of Euston.

[Go to link here](#)



2. Community Conversation on Housing (2024).

Representatives of community and resident groups discussed possible sites for housing in Euston, and established priorities for the Council to consider when delivering this, including the co-production of a Pact.

[Go to link here](#)

Both processes aimed to meaningfully bring resident voices into the heart of conversations around change at Euston: which to date has often been controlled by the national context of HS2, a major infrastructure project, in which many residents felt disempowered and not listened to.

A key finding that emerged from both these processes was the need for consistent community engagement and input into decision-making about new housing that draws on lived experiences.

Step 1: The Community Research Commission

We wanted to build on these insights and get a more up-to-date understanding of local priorities for housing in the area, reaching a broader range of residents, including those who might not normally take part in community engagement processes around planning and development. To help us do this, we commissioned new, community-based research, led by local organisation **Old Diorama Arts Centre (ODAC)**, working with **Fitzrovia Youth in Action (FYA)**, **Hopscotch Women's Centre** and **Somers Town Community Association (STCA)**.

Their team gathered residents' insights about what makes a good home and neighbourhood, as well as ways in which residents could imagine themselves being involved in enabling these.

Drawing on long-term embedded relationships, they used arts-led, person-centred methods, alongside good food, to enable grounded and imaginative discussions. 152 Euston residents took part in 14 creative workshops, with total attendance across the workshops and the concluding festival reaching over 300

[➤ The research can be read in full here](#)



Community priorities from research and engagement.

ODAC's findings both reinforced priorities from earlier engagement, and added important current detail. From this and previous engagement, it is clear that, overall, residents consistently desire:

Homes

Homes that are genuinely affordable, including ample social housing and family sized homes, and that support residents' physical, emotional and developmental wellbeing. They should be well-built, built-to-last, and easy to maintain. This includes repair, maintenance and **retrofit** of existing homes – a current source of stress and worry for some residents.



Neighbourhoods

Neighbourhoods that are safe and healthy, with good local green and open spaces and facilities and high-quality streets: places that connect people and that bring them together, sustaining existing and nurturing new local relationships, including while construction and development are ongoing.



Partnerships

Partnerships where their voices have real influence and impact. Including a shared decision-making process with accountability to residents, young people's involvement throughout engagement, planning, and design of homes, and strong advocacy from Camden on residents' behalf.



Overall, residents stress the importance of **'social sustainability'** (the 'right' kind of change, at the right pace), where **Euston continues to feel like a 'place' with an identity during development**, and where inclusion and access are prioritised.

Despite their concerns about the form this might take, many residents have told the Council that Euston is a good location for homebuilding, and one where residents themselves actively need new or better homes and want to continue living.

Step 2. Recruitment to the Euston Housing Community Forum

In order to critically engage with the community research, we followed a citizens' assembly-style, deliberative approach to bring residents together to develop the Pact. This was an important piece of the process; a unique opportunity to bring together a diverse group of residents in creating a framework to shape future housing in the Euston area.

To ensure broad representation, we advertised the opportunity to join the Forum through a range of channels, including social media, newsletters, and posters across the Euston area.

We received over 110 expressions of interest and worked with the **Sortition Foundation** (an organisation which was founded to champion and increase citizen participation and participatory democracy) to select a randomly chosen, representative group of 30 residents.



The image above shows the boundary for recruitment to the Forum and includes Regent's Park Estate, Somers Town, North Bloomsbury Mornington Crescent and parts of Kings Cross.

This group took part in three collaborative sessions which ran between November 2025 to January 2026.

23 residents committed to attend all three sessions, two of which were all day sessions, and were paid for their time. We are grateful to all the residents who gave up valuable weekends to discuss important and complex topics with us.



Step 3. The Forum Sessions

Sessions were designed to enable residents to learn about and explore some of the processes, policies and constraints the council faces that shape new housing development. Residents then worked with each other, and the Council, to produce a framework for how new housing can be developed, drawing on this learning alongside their experiences of living in the Euston area.

Day 1

**22 November 2025,
10am-4pm**

Absorb research and start to explore commitments

LBC drafts “You Said We Heard”

- Briefing on process
- Handover of the research
- Reflect on findings
- Share Forum’s own experiences and priorities
- Explore what an ambitious yet achievable Commitment could look like

In between sessions:

Camden and facilitator draft You Said We Heard, identifying Day 1 feedback to better understand or explore with the Forum.

Day 2

**6 December 2025,
10am-4pm**

Develop commitments

LBC drafts “We CAN” + Facilitator drafts Pact

- Forum drafts desired Commitments and ideas for Actions to achieve these
- Support from specialists in housebuilding and regeneration providing info on possibilities and constraints.

Residents chose a theme to focus on: Housing, Neighbourhoods or Engagement + Partnership, to allow deep discussion.

In between sessions:

Camden drafts Commitments, with oversight from independent facilitator.

Day 3

**17 January 2026,
10am-1pm**

Review draft pact

Post event comment window

Residents review and critique draft Commitments.

Post Day 3

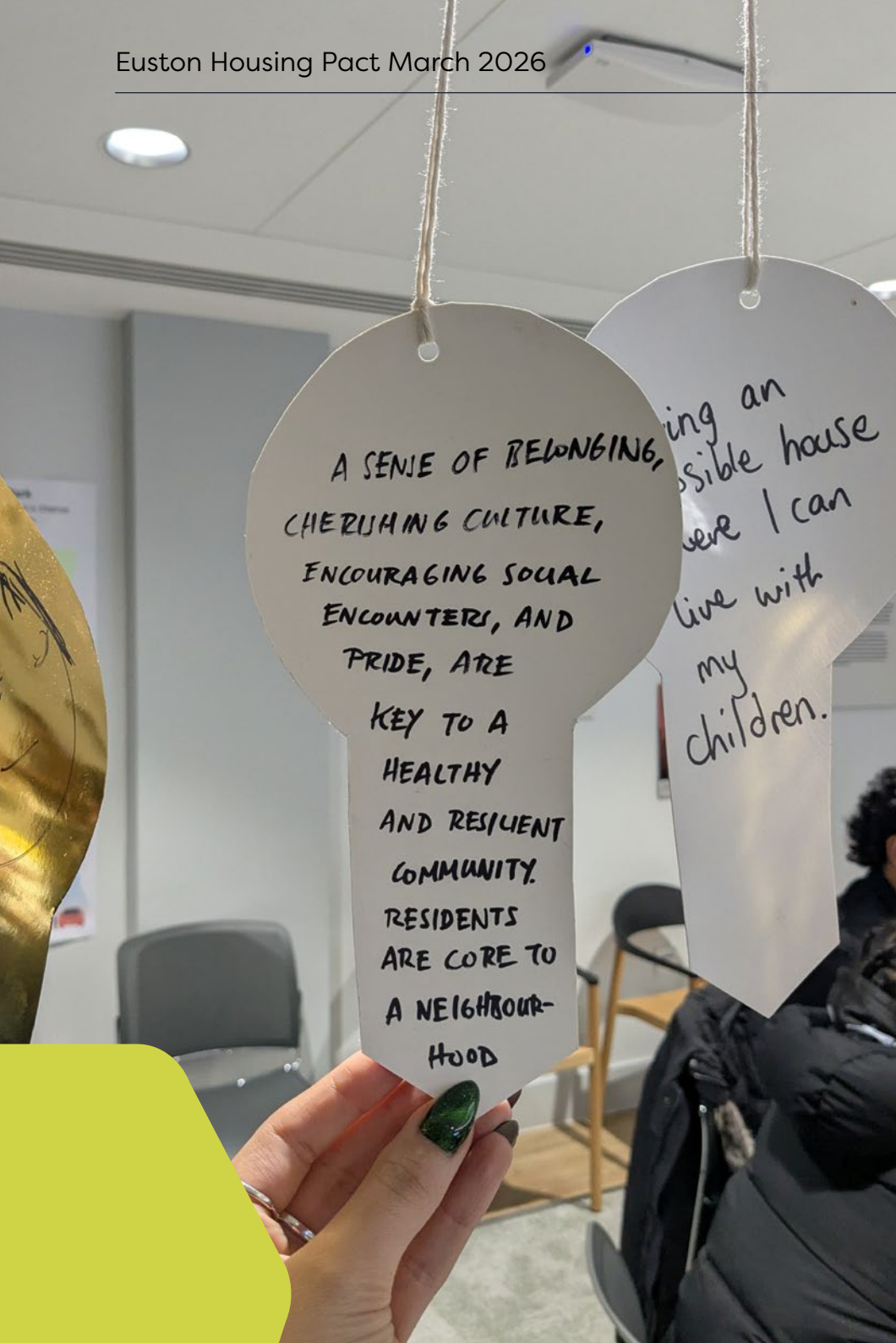
Camden revises Commitments in response to Day 3 feedback, with oversight from independent facilitator

Camden starts developing Action Plans.

Agree, publish & share Pact

Early 2026

Start to implement the Pact with ongoing community co-ownership



Integration with work of other Council departments

The Commitments were developed through an iterative process. Between sessions, this included working with other Council departments, whose role affects the quality of housing and neighbourhoods, helping to shape and refine the Commitments for the forum to respond to.

Links to the Housing Pact

Council-Wide Strategies/ Projects	Euston-based Strategies/ Projects
Camden Housing Investment Strategy	Euston GoodLife Survey Data and Recommendations
Housing Compact, with Housing Providers	Euston Social Value Charter
Estates and Neighbourhoods Mission	Regent's Park North Redevelopment – Community Investment Programme (CIP)
	<i>Euston Area Plan</i> Update

03. How will the Pact be implemented?

Photo credit: Jenna Selby, 2025

The Action Plan published alongside the Pact sets out the steps required to deliver on the commitments outlined in the Pact.

Updates on the Action Plan will be shared transparently, allowing community members to collaboratively track progress with us against Commitments, and to continue to shape plans for **housing delivery** in Euston.

In the first instance, this will be enabled by:

- making sure the Pact is well publicised, and easily available both online and in paper copies
- holding a progress update meeting with the community in September 2026, both online and in person, guided by the action plan

Looking forward



☆ Pre-Election period in advance of May local elections

1. To shape overall housing delivery in Euston

It is not currently known exactly which sites will come forward for housing development or when.

Many factors will eventually affect what housing can be built, such as: national and London policy, available budgets and funding (financial ‘*viability*’), the state of the wider economy, and when individual sites become available. Each site will have its own constraints, challenges and opportunities.

The Council is currently undertaking work to establish what could be possible for future housing sites.

The *Euston Area Plan (EAP)* is in the process of being updated. It sets out the Council’s vision for future development at Euston up to 2051 along with detailed policies and guidance on how to help achieve this. It sees potential for around 2,000 new homes in Euston, and identifies and allocates sites suitable for housing development. The Updated EAP will be subject to a public examination by the Planning Inspectorate which is expected later in 2026 and subject to any appropriate changes will then be adopted by the Council.

The EAP Update includes a mixture of publicly and privately owned sites. They include the station and tracks area and a number of sites which the Council do not have direct control over. Detailed proposals for housing would need to be taken forward by the site owners/promoters and in all cases would be subject to *planning permission*.

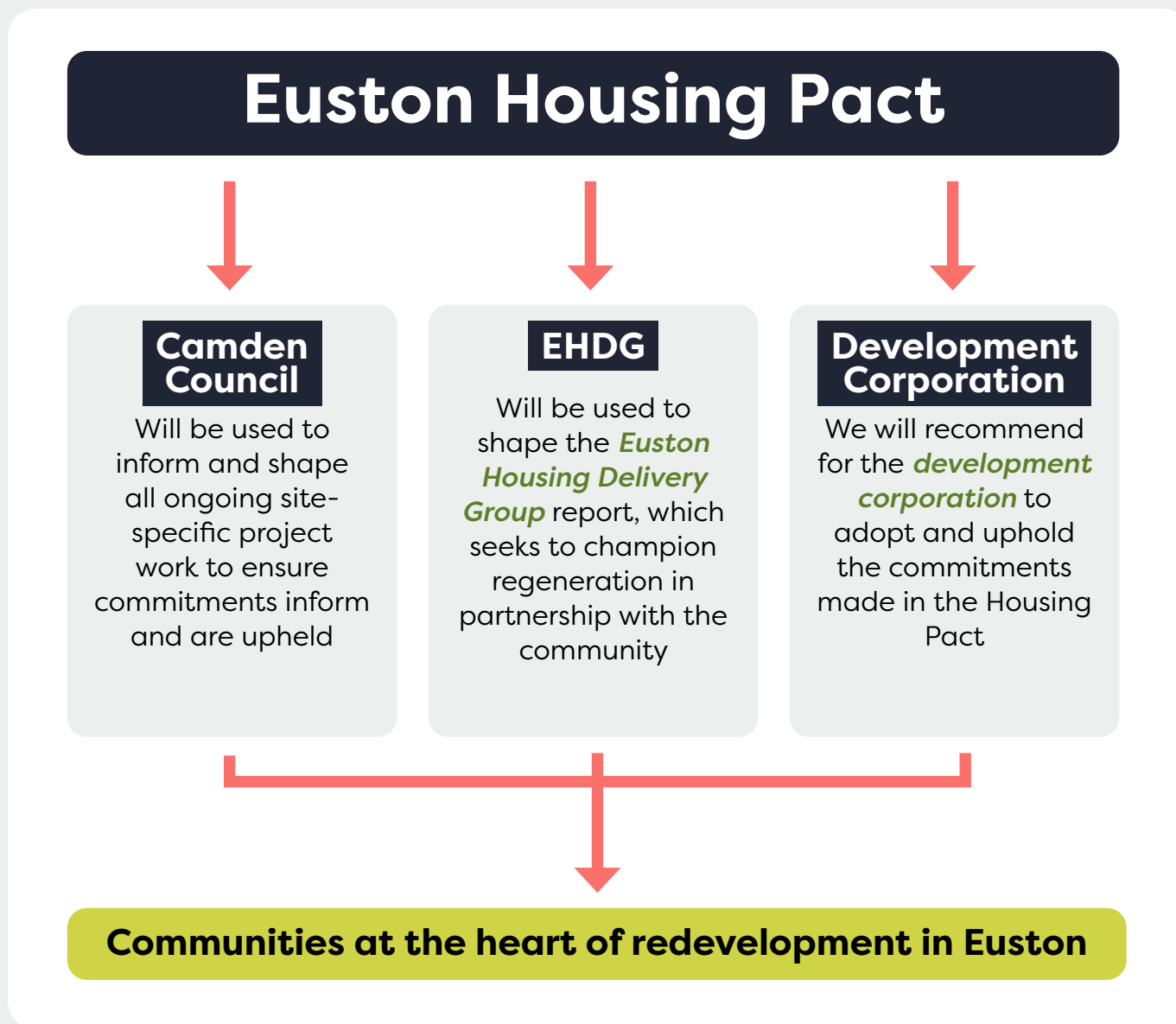
The Council is also working with the *Euston Housing Delivery Group (EHDG)* to start to identify additional opportunities for housing. As this work develops further funding will need to be identified to move toward delivery.



Photo credit: David Grandorge

Following Cabinet approval in November 2025, plans for the regeneration of Regents Park Estate North (RPEN) are now moving forward. The site will be developed through the Council's Community Investment Programme (CIP). Over the coming months, we'll be working closely with residents to shape the proposals, including setting up a new Community Working Group (CWG).

For many sites however, **housing delivery** is several years away, and there remains a degree of uncertainty. For this reason, the Pact is supported by an action plan approach. This allows commitments to be clearly established now, while retaining flexibility to expand, refine and define specific actions over time. Progress is likely to be linked to key milestones (e.g funding announcements or cabinet decisions) rather than fixed timescales, enabling the Pact to demonstrate delivery as projects move forward and greater clarity emerges.



What isn't directly covered by the Pact?

The following topics came up in research and discussion, but are not under the Pact's immediate influence.

1. Higher level planning frameworks that set *affordable housing* targets. The Pact does however capture the sentiment that affordability is key.

2. Structure of the (local) democratic system. Views were shared about how this could be altered. This goes beyond the scope of the Pact and would require an overhaul of national legislation. The Pact however does capture the sentiment that community voices need to be better represented in development projects.

3. The financial system/ wider development process. Many issues identified related to funding and the structure of the housing market, which would require a change to financial structures. This is beyond the scope of the Council which, in order to receive loans and grant funding, is required to work within current systems. However, the Pact offers a unique opportunity to show a different way of working together.

4. Improvements to existing non-council homes and land. Generally, the Council cannot use its funds to improve private assets. The Pact nonetheless recognises the ambition for this and seeks to influence and work in partnership with others and seeks to ensure that associated benefits are delivered on a neighbourhood basis. Work is underway to develop a Housing Compact for Registered Providers (landlords who provide *affordable housing*, including housing associations), which will guide how the council works with its Registered Providers to deliver improved services for residents.

5. The Council's current repairs process. The Council is presently reworking its repairs process in dialogue with tenants separately, the Pact's focus is on future housing and will work to ensure that new homes are designed and built in ways that do not replicate existing issues.

[Click here for the Commitments](#)



04. Values

Our core values to underpin how we work with the community, and how we encourage other developers to work, when bringing forward future housing.

Photo credit: Jenna Selby, 2025

1. Honesty, Clarity and Accountability:

These values sit at the heart of good relationships, enabling deep trust over time. Everyone in Euston needs to be able to access timely, understandable information about how decisions are taken about housing and by whom, about the realities of **housing delivery** – what's possible, and what's not – and about the influence that residents can have or have had.

Progress against commitments must be visible and transparently shared. Camden will ensure residents are consistently well informed regarding emerging plans and included in conversations around **viability** and possible trade-offs, recognising that there may, at times, be difficult decisions to be made.

2. Humanity and Empathy:

Together, we will shape collaborative ways of working that treat each resident and contributor as an individual, honouring their insights and **lived experiences** with respect and compassion.

We recognise how access to quality housing can benefit our health, happiness, and ability to reach our full potential. And acknowledge the stressful impacts not only of poor housing, but also of ongoing construction and development on everyday lives.

Responding to this requires listening to communities, being visible on the ground, proactively engaging, communicating clearly and thoughtfully responding.

3. Mutual Learning, Partnership and Collaboration:

Delivering successful new neighbourhoods, well integrated with existing ones, is a complex task within realities of funding and policy. There are no easy answers: compromise, imagination and innovation, generated with diverse voices and experience, will all be required.

To get the best outcomes, Euston residents, including young people, as well as the wider community, must be actively offered opportunities to help shape a future where everyone enjoys the best start and quality of life.

4. Equity in Diversity:

Our priority is for homes to meet the needs of all residents, designed to inclusively support diverse communities, evolving family structures, cultural values, and practical living requirements.

It is vital, in delivering new, and making improvements to existing, Council homes that benefits created through the process are shared, in ways that improve quality of life for all residents. We will take every opportunity to ensure that development responds thoughtfully to community needs and supports healthy, integrated, and sustainable communities for people from all walks of life.

5. Boldness and Ambition:

From the earliest research workshops to the Forum conversations, this process has generated ideas and desires that go above and beyond the Pact's immediate scope of influence. Expert contributors, including residents of all ages and backgrounds, activists, and industry consultants, helped the group to explore what could be possible.

While delivery of housing in Euston will need to be realistic, financially achievable, and pragmatic, we commit to thinking big picture and long term, looking for every opportunity to innovate together, and to establish exemplary ways of working that enable ambitious approaches to shaping homes and neighbourhoods.

05. The Commitments

To reflect the different roles the council has in Euston the Commitments have been structured as follows:

- Commitments related to council owned sites in Euston where we can be clearer on what we can commit to.
- Commitments related to land owned by others where the council will seek to influence development proposals including its role as the local planning authority.



Overarching Commitments:

Camden commits, to the best of its ability, to delivering on the commitments and actions set out in this Pact.

In order to do this, we will:

- 1. Uphold, champion and meet** the commitments and actions in this pact. To do this, we will **embed the Values, Commitments and actions of the Pact** into Council-led development, regeneration, **procurement** and partnership activity where relevant, ensuring transparency in decision making, including around any trade-offs and/or compromises required
- 2. Actively track and report** on progress against the actions within the Pact. To do this, we will:
 - a. Publish clear, accessible updates** on delivery at agreed intervals and milestones linked to delivery of new housing
 - b. Monitor progress against actions at regular milestones and, where an action has not been met, clearly set out why**, as well as what mitigating or alternative steps have been taken, and how learning will be applied going forward.
- 3. Lead by example and promote a different relationship between Council, community, and developers**, valuing **lived experience** as expertise and seeking opportunities for the community to take part in decision-making.
- 4. Use the Council's role as landowner, planning authority and broker** to influence and encourage those who are carrying out development on sites that are not in **council ownership** to adopt the Pact, and to:
 - a. Publicly demonstrate alignment with the Values and Commitments within the pact.** Developers should show how the actions, including how they have worked with residents panel(s) linked into the area wide Residents' Housing Panel have been considered and applied as part of **planning submissions** and delivery plans.
 - b. Provide proportionate updates or evidence of progress** against relevant actions within the Pact as part of review discussions throughout the development process and, where there are departures from the Pact, be transparent about the reasons and any alternative measures put in place.
 - c. Work collaboratively with the Council and local communities** to support delivery of the Pact's commitments.



Engagement and participation

Our commitment: Camden commits to working in partnership with residents to establish clear governance inclusive engagement and meaningful opportunities for community leadership and participation, ensuring that local voices and lived experiences shape decision-making across the Euston development programme and individual sites.



Engagement and participation

For development on Camden Council sites, we commit to:

1. Residents' Panel

Establishing an area wide residents' housing panel with strong **governance**, clear scope and representation, to ensure that local voices guide housing development decisions and help shape homes and neighbourhoods that meet community need.

As part of developing and refining **governance** for housing development in Euston, we will set up a local residents' housing panel designed to:

- **Be a consistent voice and space** for local communities to engage on housing development and potentially wider development with time, linking to site / area specific residents panels established to shape the design process of specific development schemes.
- **Maintain continuity** while bringing in fresh perspectives over time, with input reflected through clear feedback, helping members understand how their contributions are shaping decisions and supporting meaningful change.
- **Ensure locally representative voices are involved** on individual development schemes where their input is both valuable and necessary including establishing site-specific groups as appropriate, which are linked into the work of the area wide resident housing panel and any other groups in a coordinated way.
- **Embed a diverse range of voices** from people of all ages, including young people, to uphold the commitments of this Pact.
- **Develop an understanding of the difficult decisions**, compromises and trade-offs that may need to be made.
- **Link into appropriate other wider governance structures**, once these are finalised



Engagement and participation

2. Engagement Strategy

Developing a programme-wide and site-specific engagement strategy in partnership with residents

We will work with residents to create a strategy covering both the wider development programme and in time, individual site proposals. Using the Pact as a central guide, this Strategy will set out how we will:

- **Communicate clearly and transparently** about the housing and wider regeneration programme, showing how resident and stakeholder engagement activity and feedback aligns with key project milestones and informs decisions, with clarity about how any other factors have also influenced these.
- Enable **inclusive, equitable and outcome-focused engagement**, prioritising those most affected, reducing barriers to participation, and ensuring underrepresented voices, particularly young people, can meaningfully shape redevelopment. Throughout the process, we will ensure that **lived experience** informs project discussions and decision-making, and strengthens the relevance, reach and impact of development.
- Seek to **identify paid opportunities for local residents** and, where residents are asked to contribute significant time, insight or advisory input, including **lived experience**, **we will provide appropriate payment, expenses or other forms of support** to enable fair and inclusive participation.
- **Be clear about how the community can participate, shape and influence** by developing and maintaining clear and accessible guidance explaining how engagement will be organised, how decisions are made, and how different views are considered, helping residents understand their role and impact.
- **Build trust, capacity and local ownership** by empowering residents through accessible opportunities, tangible outcomes, and visible examples of resident influence, including **providing training** where appropriate to enable fair and inclusive engagement and participation e.g. how to read plans.



Engagement and participation

For development on sites not in Council ownership, we will:

1. Residents' Panel

Encourage developers to recognise and work with the area-wide Residents' Housing Panel alongside any established development/ site specific panel as key stakeholders in shaping transparent development decisions.

In order to do this, we will:

- Encourage partners and developers to work with the residents' panel (or related resident or community-led governance body) with purpose and sincerity throughout the development process.
- Require developers to report transparently and accountably on how they have worked with stakeholders including the panel as part of their planning application submission.





Engagement and participation

2. Effective and Transparent Engagement

Promote inclusive and realistic engagement approaches that value local expertise.

We will promote accessible and representative engagement, informed by the local context, with the Council acting as a broker to ensure effective engagement and meaningful dialogue between stakeholders. This includes:

- **Advocating for developers to value *lived experience* as expertise** and to actively create opportunities for participation to ensure this influences development proposals in evidenced ways.
- Where residents are asked to contribute significant time, insight or advisory input, expecting developers and **delivery partners** to provide appropriate payment, expenses, training, or other forms of support to enable fair and inclusive participation.
- **Ensuring delivery partners understand the local context from the start**, including programme site boundaries and expectations for engaging with relevant community networks.

Transparent and accountable site-specific engagement.

We will use statutory powers, where necessary, to ensure that partners and developers deliver fair and inclusive participation by:

- **Developing site-specific engagement plans that clearly explain how all parts of the community in Euston can get involved and influence**, including:
 - when and how they can take part
 - how they will be kept informed
 - how their views will be considered
 - the influence they will have on decisions, and
 - how they will feedback the ways in which community engagement ultimately shapes proposals submitted for planning, including clarity about other factors influencing decisions
- **Providing clear, accessible information on engagement activities, development progress, and community opportunities throughout the project, particularly at key milestones, using plain language.** Where possible, this information should link to a single, up-to-date, well-designed, and regularly maintained online source.



Housing

Our commitment: We will work with residents to take a joined-up approach to developing housing in Euston, delivering an appropriate mix of homes, especially social housing, that meet local needs, and are high-quality, affordable, and easy to maintain. We want to ensure that residents have the opportunity to remain part of their community in safe, comfortable, and well-designed homes, and that construction impacts are carefully managed, minimised, and monitored in collaboration with residents.



Housing

For development on Camden Council sites, we commit to:

1. Programme-Based Approach

Using a programme-based approach to regeneration so that, where possible and funding allows, improvements to existing homes are delivered alongside new homes.

For sites in Council ownership, we will aim to take a co-ordinated, area-based approach considering sites and delivery phasing together rather than in isolation. Where funding allows, we will explore opportunities to upgrade and modernise existing homes, alongside the delivery of new ones ensuring as a minimum they meet regulatory standards. We will also aim to anticipate and respond to emerging standards, where possible. We will report on how new housing is supporting improvements to existing homes including when and where this isn't possible.

2. Re-Housing Policy

In partnership with residents, develop a Euston re-housing policy, including local lettings.

We will co-develop a clear, fair and consistent area-wide rehousing and local lettings approach across all council sites in the Euston area, establishing shared rehousing principles while allowing locally tailored lettings plans that prioritise existing residents and support them to remain part of their community.





Housing

3. Liveable Homes

Delivering durable, sustainable homes that are easy and affordable-to-run, informed by residents' *lived experience*.

We will ensure new homes are high-quality, durable and simple to manage and maintain, including by developing long-term, transparently shared, maintenance strategies shaped with residents' and informed by their *lived experience*.

We will consider how these strategies can balance affordable service charges with the funding required to maintain homes well over time. Where appropriate, homes will be *tenure-blind*, ensuring fairness in both design and quality.

4. Homes designed in partnership with residents

Engaging residents to inform housing design.

We will work in partnership with local residents, learning from what works and doesn't work in existing homes, to ensure new homes are accessible, provide flexibility and offer a diversity of layouts to meet the needs of different groups in the community. Post-occupancy reviews will be utilised to ensure residents' *lived experience* continues to inform designs.



Photo credit: David Grandorge



Housing

For development on sites not in Council ownership, we will:

1. Programme-Based Approach

Seek to influence and encourage coordination with a programme-based approach.

Through the *planning process* we will seek to ensure that landowners and other partners consider their sites as part of the Council's co-ordinated Euston area-wide programme, helping to modernise and unlock improvements to existing homes, and provide additional homes, on sites not owned by the Council.

2. Re-Housing and Lettings Policy

Use our planning powers to ensure alignment on renewal approaches

We will use legal agreements secured through the *planning process* to ensure that the local lettings policy (once developed) will also apply to affordable homes not delivered by the Council so that these are allocated fairly and consistently across Euston.

3. Liveable Homes

Seek the delivery of high-quality, durable and affordable homes.

Through the *planning process*, we will influence and encourage partners to deliver homes that are *tenure-blind* where appropriate, high-quality, accessible, easy to maintain, and affordable to run.

4. Homes designed in partnership with residents

Encourage developers to engage the community to inform housing design.

Partners will be encouraged to develop engagement strategies that include working with local residents to ensure that *lived experience* inform the design, layout, and diversity of homes created. We will encourage developers to use post-occupancy reviews to enhance their understanding of residents' experiences of living in new homes and to share any design learnings that can be made.



Neighbourhoods

Our commitment: We will work to support and grow existing community networks and knowledge, using new development to unlock wider neighbourhood improvements — from active, high-quality open and green spaces and cleaner streets, to enhanced social, cultural and community facilities and diverse employment opportunities at different entry levels — to create a welcoming and safe neighbourhood for all.



Neighbourhoods

For development on Camden Council sites, we commit to:

1. Safety and Access

Designing safe and accessible neighbourhoods as a priority.

When developing sites, we will actively engage residents to understand their *lived experience*. Then use this to shape redevelopment that improves safety and accessibility, helping everyone feel confident and secure to move around the neighbourhood at all times.

As part of this we will work with the community to develop long-term neighbourhood management approaches that strengthen local capacity to build community wealth and provide opportunities for community members to be involved, formally and informally, in caring for and managing shared spaces.

2. Public Space Strategy

Creating open and green spaces as well as roads and pavements that meet the needs of residents

We will work with community members to develop a *Public Realm and Open Space Implementation Strategy*, creating greener, healthier streets with better air quality and ensuring that streets and spaces are active, playable, safe, well-designed, and built with long-term community responsibility and maintenance in mind. This will acknowledge the importance of green spaces in particular to Euston communities, and draw on lessons from current and past spaces.

Click on any green italic text, eg: '*Locally-Led Urban Development Corporation (LLUDC)*' to take you to explanation on the Key Terms page. Click on [← return to last page](#) when there to take you back to the key term text in the body copy.



Neighbourhoods

3. Community Facilities

Ensuring community and social infrastructure is shaped by, and responsive to, local needs.

We will assess existing social and community facilities and identify any additional needs arising from anticipated growth, recognising the important role this community infrastructure already plays in local life. Development will be expected to support and enhance valued existing facilities where possible, alongside contributing to new ones where needs cannot be met through improvements alone.

Alongside this, we will establish a ***Euston Social and Community Infrastructure Framework*** to inform developments and to ensure they support the delivery of the infrastructure the neighbourhood needs.



Photo credit: David Grandorge



Neighbourhoods

4. Benefits for communities, including young people

Securing, measuring, and monitoring neighbourhood benefits, including unlocking diverse and inclusive employment opportunities for local people, including young people, while also promoting skills development, training pathways, and long-term community growth. To do this, we will:

- **Deliver social value as part of development, ensuring alignment and commitment to the *Euston Social Value Charter* on all Council projects.** Using existing datasets, including the *Good Life Euston Survey*, to measure impact, the Council will push for continual improvement to social value outcomes. The council and partners will share annual updates on delivery and outcomes to residents.
- **Build on our working relationship with schools**, both with information and to offer opportunities – reaching young people and their parents/carers.

Seek to deliver a *wide range of employment opportunities*, with a commitment to prioritise recruiting locally, during construction and through the lifetime of a

development, including non-construction roles, spanning different sectors and entry levels, and offering flexible roles that respond to local needs and the realities of people's lives (e.g. working around Caring responsibilities).

The Council already does a significant amount in this area. For example, the Euston Skills Centre, operated by Camden, offers green skills training, construction workshops, short courses and bootcamps. Each year it provides around 120 construction training places, with the Council also brokering 150 local employment opportunities per year.

Existing opportunities can be found at *Good Work Camden* (<https://goodwork.camden.gov.uk/>)

- Aim to co-ordinate and maximise opportunities through the **development of a skills plan for Euston**.
- **Highlight additional opportunities to work in the council**, including apprenticeships, graduate schemes and *resident liaison roles* for local people, including estate residents.



Neighbourhoods

5. Construction Impacts

Minimising construction impacts and keeping residents involved

- Details will be included in the **Construction Management Plan (CMP)** which, following engagement with the community, will be submitted to the Council's cross disciplinary team of experts for approval and monitoring. All construction management plans will consider the cumulative impacts of different worksites in the area.
- In line with the CMP for each identified development site/ area, we will, alongside our contractors, carefully plan and manage construction to reduce noise and disruption. We will consult residents consistently throughout the process, monitor impacts, and provide a clear, accessible report showing how impacts have been reduced and what residents can expect during works.

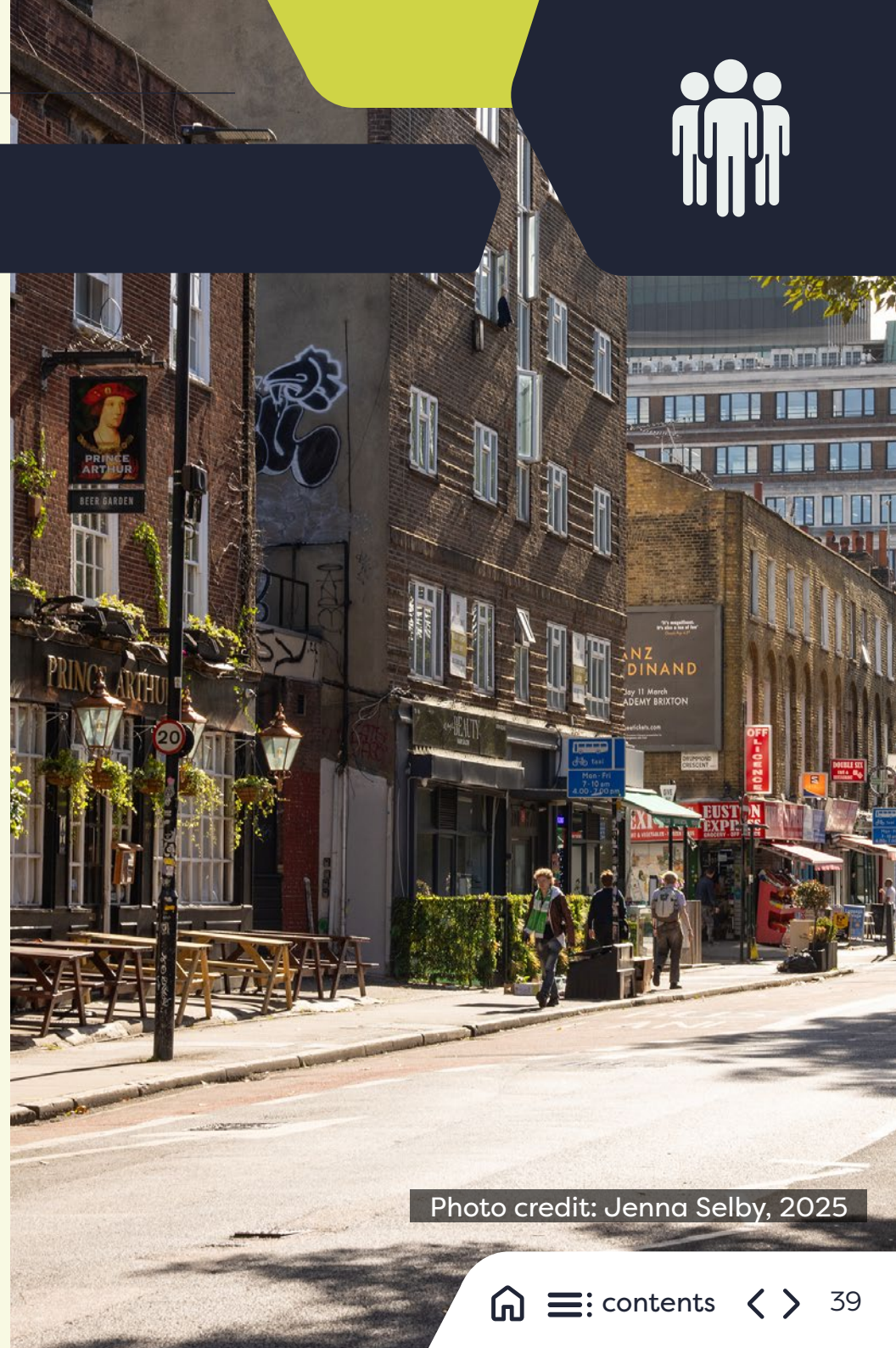


Photo credit: Jenna Selby, 2025



Neighbourhoods

For development on sites not in Council ownership, we will:

1. Safety and Access

Require embedding of safety and accessibility in design

Through the *planning process*, we will require developers to develop engagement strategies that actively involve local residents around safety and access to ensure designs help improve the safety and accessibility of the neighbourhood. And to provide opportunities for local involvement in management and maintenance, including ways for community members to participate, both formally and informally, in caring for and managing shared spaces, with payment or employment where appropriate.

2. Public Space Strategy

Seek the delivery of high-quality, accessible streets and open spaces

We will expect private landowners with key development sites to demonstrate alignment with the Council's *Public Realm and Open Space Implementation Strategy* through the *planning process*, to help deliver a safe, consistent and healthy *public realm* that reflects a strong, place-led identity and meets the needs of residents.

3. Community Facilities

Seek contributions to the required community and social infrastructure

Through the *planning process*, and by making good use of our understanding of community need and demand, we will seek to identify and secure delivery of contributions to the community infrastructure required to support the neighbourhood. This will include improvements to existing, and provision of new, facilities, as appropriate. New facilities will be carefully integrated with valued existing ones across Euston.



Neighbourhoods

4. Benefits for communities, including young people

Seek delivery and measurement of social value impact, including securing diverse and inclusive employment and training opportunities

- **The Council will hold Euston *delivery partners* to account and ensure they continue to meet the objectives of the *Euston Social Value Charter* developed by the Euston Partnership.** We **will encourage** partners to submit data to allow the future *Euston Delivery Company* to monitor and deliver positive social value impact in Euston. Where appropriate we will also ask other major developers in the area to co-ordinate with this.
- Through the planning and *procurement* processes, we will **ask partners to align with the *Council's Social Value Framework***, ensuring development delivers meaningful, diverse benefits for the neighbourhood, including employment, training, community activities, and other initiatives that strengthen local connections. We will also require reporting aligned with the framework to ensure the wider impact can be tracked and reported.
- Through partnership and oversight, we will seek to ensure that ***Section 106*** commitments are secured through the *planning process* which deliver meaningful benefits that support inclusive, sustainable communities.
- We will work to secure and promote a wide range of employment and training opportunities in line with Camden's *planning policy*. This includes good work during construction and beyond, across different sectors and entry levels, with a clear commitment to local recruitment and the Euston Skills Plan. Opportunities should support learning and progression at all stages of a person's career. Regular reporting will be required as part of any agreement.



Neighbourhoods

Construction Impacts

Seek transparency, accountability and rigour in mitigating construction impacts.

- Require a detailed, well thought out CMP, secured through the **planning process**, including detail of how works will be carefully planned and managed to reduce noise and disruption and how residents will be engaged. As part of this, all plans will be required to address the cumulative impacts of different worksites in the area.
- The CMP will be submitted to the Council's team of experts for approval and ongoing oversight. When necessary, the Council may collect financial guarantees (bonds) to ensure the CMP is followed.



Photo credit: Jenna Selby, 2025

06. Key Terms

There are a number of terms used throughout the Housing Pact which relate to or refer to the housing development process more broadly. Some of these terms have had explainers throughout the Pact itself, but we have compiled a more general list of key concepts and terms which apply to urban development, planning, and housing.

Affordable Housing: Housing that is available below the market rate, including social rent housing, affordable rent and intermediate housing.

Camden Social Value Framework: The council has a policy framework to ensure it is implementing Social Value (*see social value definition on page 48*) within its *procurement* process to deliver real benefits to residents and the communities within the Borough.

Construction Management Plan (CMP): A plan outlining the scope, scale and management for construction of or on a development site. This plan is often required as part of a planning application and secured via a S106 (legal) agreement. It aims to mitigate and manage any negative impacts of construction.

Council Ownership: In its capacity as landowner, this refers to the properties and land owned by the Council.

Council's Social Value Framework: The council has a policy framework to ensure it is implementing *Social Value* within its *procurement* process to deliver real benefits to residents and the communities within the Borough.

Deliberative Democracy: Refers to a form of democracy where discussion is central to decision-making.

Delivery Milestones: These are the key stages that need to be reached within the broader programme management for a development scheme to progress. This could include securing funding, planning and design approvals, and construction.

Delivery Partner: The firms, organisations, and agencies responsible for delivering development; in this instance, it will largely be the construction of new homes.

Development: The physical alteration to land or buildings or a change of use of a building. This could include creating new buildings and public spaces, including homes, community facilities and green spaces. Redevelopment is the process of replacing or redesigning existing buildings and spaces to better meet current needs. Development is generally subject to *planning permission*.

Development Corporation: An organisation, with required powers, set up specifically to plan and deliver a large-scale development project. Camden Council is looking to set up a ‘locally led’ urban development corporation at Euston to oversee major redevelopment projects in the area, working closely with the Mayor of London and Government.

Euston Area Plan (EAP): Is a long-term planning framework, setting out objectives and planning policies to guide new development and improvements in the Euston Area. It was jointly developed by the Greater London Authority (GLA), Camden Council and Transport for London (TfL). Camden Council adopted the Area Action Plan in 2015 as part of their statutory development plan. The EAP is in the process of being updated and is due to be submitted to the Planning Inspector for examination in late Spring 2026. Visit <https://www.eustonareaplan.info/> for more information.

Euston Delivery Company (EDC):

The organisation responsible for directing the delivery of the three main projects in and around Euston Station - HS2’s construction of the central London terminus and improved tube connections, Network Rail’s redevelopment of the mainline station, and the wider development of the urban environment managed by the Master Development Partner (MDP), Lendlease. The EDC, formally established in 2026, takes over from the work of The Euston Partnership.

The Euston Housing Delivery

Group (EHDG): A government-established initiative, led by MHCLG in partnership with the London Borough of Camden, to bring greater focus and prioritisation to **housing delivery** and the wider regeneration opportunity in Euston (excluding railway land). Its priority is to identify opportunities to unlock additional housing in Euston and to establish a clear pathway to delivery, working collaboratively with local partners and residents.

Euston Social and Community

Infrastructure Framework: Work is underway on a study commissioned by the Euston Housing Delivery Group, this framework which establishes the existing conditions of social and community infrastructure across areas in Euston and explores the local need for particular community services or infrastructure in the area.

Euston Social Value Charter: This is a Charter, developed by the Euston Partnership (who coordinated various organisations around the HS2/Euston Station redevelopment between 2020 and 2026. The London Borough of Camden is a member organisation). It ensures there is a commitment amongst member organisations, and existing and future contractors and occupiers to support social, economic and environmental improvements in the wider Euston area, benefiting local communities and residents. The intention is for the charter to be in place throughout the lifetime of the project, during construction, and when the development is built out. [Social Value Charter - Discover Euston](#)

Estate Regeneration: Refers to redevelopment and improvements made to housing estates. This usually includes the provision of new housing or refurbishing/retrofitting existing homes, along with the creation of or improvements on green spaces, streets, and neighbourhood amenities.

Good Life Euston Survey: Over 3,000 residents from the Euston area took part in the Good Life Euston Survey which measures what supports our residents to live a good life. Designed to be revisited every three years, the Good Life Euston Survey will provide us with consistent insights to measure and understand the impacts of redevelopment.

Good Work Camden: An initiative of Camden Council to support local people access good jobs, apprenticeships, or training with a range of employment services. Our aim with this commitment is to ensure coordination around the ongoing work the Council provides with employment support but also ensure that the opportunities provided by the investment in housing in Euston will be leveraged to support local communities in Euston.

Governance: In the context of the Euston Housing Pact, governance refers to the structures, processes, and decision-making arrangements that guide development projects in Euston. This includes how community panels, resident input, and other forms of local representation are integrated into structures and organisations that make decisions, ensuring that these are transparent, accountable, and responsive to the needs of the local community.

Housing Delivery: Refers to the process of constructing and building new homes in a given area.

Lived Experience: The personal knowledge, firsthand experiences, and understanding belonging to every individual. In the context of housing delivery and development, this knowledge and understanding is important to designing homes that meet the needs of the local community.

Local Planning Authority (LPA): The body whose duty it is to carry out specific planning functions for a particular area. Key functions include determining planning applications, creating Local Plans and Planning Enforcement to ensure development complies with permission. For development in Euston this is usually Camden Council, but this could change if a **development corporation** is introduced.

Locally-Led Urban Development Corporation (LLUDC)

An organisation, with required powers, set up specifically to plan and deliver a large-scale development project. Camden Council is looking to set up a 'locally led' development corporation at Euston to oversee major redevelopment projects in the area, working closely with the Mayor of London and Government.

Planning Permission: The official consent needed from the local planning authority if you want to build something new, make a major change to a building, or change the use of a property.

Planning Policy: Planning policies are a set of documents, strategies and guidelines to manage control and guide the development of land and buildings. It is used to by local authorities use to determine planning applications. The National Planning Policy Framework (NPPF) is the national set of planning policies for England. Each **local planning authority** must also produce a Local Plan for the particular area under its jurisdiction.

Planning Process: The process by which planning applications are evaluated by the local authority. It includes a series of steps, including a submission of the planning application, public consultation, and evaluation by planning officers, based on the application's compliance with planning policy, about whether to approve the application.

Planning Submissions: Refers to the formal documents a developer must submit to a **local planning authority** (LPA), such as Camden Council, to obtain planning permission to carry out development. The submissions explain what is proposed, why, and how impacts will be managed.

Procurement: Procurement refers to how the Council buys, commissions, and contracts the goods, works, and services needed to deliver housing.

Public Realm: Refers to outdoor areas that are accessible to the public, including streets, pathways, right of ways, play areas, parks, squares, and open spaces.

Public Realm and Open Space Implementation Strategy:

This will set out coherent, Euston-wide strategies to support the enhancement, implementation and long-term stewardship of public realm and open spaces.

Registered Providers of Social Housing: Refers to owners and managers of **affordable housing** who are regulated by Government. They include the Council, housing associations, housing trusts and cooperatives.

Resident Liaison: Within the context of the Housing Pact, this refers to local residents acting on behalf of their community or neighbourhood, to liaise with the Council, or other **delivery partners**, and ensure that pertinent information about development is shared more broadly. They may also sit on various engagement forums and might be in a position to translate or interpret information to communities.

Retrofit: A process of upgrading and modifying building and systems to an existing building to improve its energy efficiency, performance, and functionality. Retrofits can range in scale from light-touch measures to deep, whole-building interventions with the appropriate level of intervention determined on a building-by-building basis. Adding new features, upgrades or improvements to an existing building, to improve the energy efficiency, without completely rebuilding it.

Social/Community infrastructure: Covers a range of physical spaces that are used by local communities, including schools, health facilities, libraries, sports facilities, community centres and cultural venues.

Social Value: A concept used to refer to the additional benefits generated by development for individuals or a community, beyond the primary purposes. It is often measured in terms of economic, environmental, and societal values.

Section 106 (s106): An agreement between a developer and the **local planning authority** which ensures that developers contribute to the infrastructure and services needed to support new developments.

Sortition Foundation: A nonprofit organisation, founded on principles of citizen participation and participatory democracy. The Council employs their models around citizens' assemblies and democratic lotteries to ensure fair, representative, and inclusive access to a range of participatory processes and projects.

Tenure-Blind: Also referred to as 'tenure neutral.' This refers to designs, materials, and layouts of homes which do not indicate or distinguish between different types of tenure (social, affordable, or private) within the same development. All homes are treated equally in quality and appearance.

Viability: This is the process of assessing whether a site is financially viable, by looking at whether the value generated by a development is more than the cost of developing it.

07. Acknowledgements

The Euston Housing Delivery Group, along with the Euston Regeneration team at Camden Council would like to acknowledge the community partners and local residents who played a crucial role in the development of the Euston Housing Pact. We thank them for their support and trust throughout the process.

Community Research Project Team:

Old Diorama Arts Centre (ODAC)

- Daniel Pitt
- Caitlin Strongarm
- Sarah Nicholl
- Nell Hardy

Somers Town Community Association

- Sarah Elie
- Jodie Allen
- Deepika Kanthavara Madhava

Fitzrovia Youth in Action

- Andre Schott
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Hopscotch

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The Euston Housing Community Forum played a pivotal role in the development of the Pact itself, as they deliberated and discussed what are now the Values and Commitments of the Euston Housing Pact. We would like to thank the 23 residents who made up the Forum, who gave up a series of Saturdays to take part in meaningful discussions about the future of housing in Euston. Over the course of the Forum sessions, they shared their insights and experiences with us, challenging us to be bold in our ambitions for how new homes can be delivered in Euston. Your support has charted a path forward towards ensuring that communities are at the heart of discussions about housing development.

Thank you to the Council's Events team for securing our venues at the Town Hall and the team at the Euston Skills Centre. We are also appreciative of Spicy Laas in Somers Town and Shah Tandoori on Drummond Street for the wonderful catered lunches we enjoyed during our all-day sessions.

If you have any questions about this report, need a more accessible version, or want more information about **housing delivery** in Euston, please contact us at eustonteam@camden.gov.uk or visit our website [here](#)

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