

EB24



# SOCIAL VALUE CHARTER

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THE  
EUSTON  
PARTNERSHIP

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# EUSTON SOCIAL VALUE CHARTER

## 1. What is social value?

Social value provides additional benefits, for individuals and communities, generated by development beyond its primary purpose. This is generally split into three main categories – social, economic and environmental. Outlining and monitoring Social Value commitments is an effective way to address concerns in these three areas and in doing so improve the quality of life of people, usually without any significant additional cost.

Social value is traditionally focused on procurement, but The Euston Partnership is striving to make this further reaching by using all the available opportunities that come with such large scale regeneration in the area.

## 2. What is the Euston Social Value Charter?

Euston is changing, with major works planned as part of the Euston station redevelopment project involving HS2, Network Rail, Transport for London (TfL) and Lendlease. A fully redeveloped station, which includes the area above and immediately around the station, would create the opportunity to reconnect communities by creating new routes through and around the station, delivering new homes, jobs and open spaces.

The Euston Social Value Charter has been developed by The Euston Partnership to ensure 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. It is intended that the Charter will be in place throughout the lifetime of the project, during construction and when the development is built out.

The Charter has 11 key objectives, which set out a number of outcomes that demonstrate a commitment to support Social Value improvements for Euston. They have been informed by our conversations with the local community and stakeholders and

bring together commitments made by Partnership Organisations in once place. The Charter has been developed collaboratively and will be adopted by The Euston Partnership members.

It is not expected that Euston Social Value Charter will deliver new 'big ticket' items by itself, rather that it will reframe the way that the Partnership looks at what it delivers and explore opportunities for how, by working together towards a shared set of objectives, the Partnership organisations can improve the quality of life for Euston's communities and deliver Social Value in all activities undertaken.

## 3. Aims of the Euston Social Value Charter

The Euston Partnership and its member organisations will, by signing up to the Euston Social Value Charter:

- Seek to deliver economic, social and environmental benefit and the outcomes identified in this Charter in Euston by embedding Social Value into planning, construction and operational activities.
- Engage with Euston residents, businesses and community representatives to establish the best ways to deliver Social Value, through co-design.
- Ensure that relevant, fair and proportionate Social Value requirements are incorporated into member organisation procurement processes and contracts, and in the joint requirements it sets for membership organisations.
- Work with internal staff across all Partnership organisations to improve understanding of Social Value and provide information, training and support.
- Through monitoring and measurement of Social Value outcomes, ensure that Social Value is delivered through the work of The Euston Partnership.



# EUSTON SOCIAL VALUE CHARTER

## The Social Value Charter Themes & Objectives



The Social Value Charter has been developed by The Euston Partnership to ensure 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, benefitting local communities and residents.

# THEMES, OBJECTIVES & OUTCOMES

## 4. Themes, Objectives & Outcomes

### 4.1 Themes and Objectives

#### Putting communities at the heart of development

**Community, inclusion and equity:** Ensure inclusion, accessibility and equity in all development, private and public, and provide social infrastructure that enriches community life and resilience.

**Engagement:** Ensure engagement is inclusive through meaningful collaboration and cocreation with all of Euston's diverse communities, providing a range of engagement opportunities that encourage participation, keep communities informed and offer opportunities to shape decisions.

**Economy, employment and learning:** Support the local economy, provide secure jobs and equitable and accessible life-long learning and build a stable local labour market that is accessible to everyone.

**Culture and heritage:** Create a meaningful environment that stimulates expression of and supports access to creativity, culture and identity.

**Health:** Bolster wellbeing and community resilience with improved physical and mental health outcomes.

#### Best use of land

**Housing:** Deliver housing for all to enable mixed and balanced communities.

**Open space and public realm:** Deliver high-quality, inclusive parks and open spaces and facilitate safe, green and welcoming street environments.

**Transport:** Prioritise active, sustainable and accessible transport modes and support a positive passenger experience.

#### Sustaining Euston's Heart throughout Construction

**Public safety:** Implement measures to maximise public safety and ensure that designs make a positive impact on community safety.

**Construction phase:** Minimise the negative impacts of construction and ensure that Euston remains a 'place' while development is underway.

#### Sustainability

**Sustainability:** Support the delivery of The Euston Partnership's Sustainability Strategy, creating an exemplar environmentally regenerative place that is healthy and resilient and showcases effective environmental solutions.

### 4.2 Outcomes and measures/metrics

A series of outcomes has been developed for each objective designed to ensure there is a clear deliverable which can be measured.

We have identified one or two subjective and objective measures for each output based on data that is collected/planned to be collected via a variety of surveys and data sources.

This list of outcomes and measurements will be contained as a separate annex to this Charter. What is measured and monitored will evolve over time, depending on the stage of the project.

The Good Life Euston household survey which is planned to be undertaken every three years will be a key method of monitoring delivery.

## 5. Implementation and Monitoring

### 5.1 Implementation

This Charter has been produced with all member organisations of The Euston Partnership and incorporated into Key Performance Indicators where relevant.

There is potential to expand the remit of this Charter to wider organisations in the Euston area, such as the Knowledge Quarter.

In order to facilitate monitoring of the measures set out in this document, funding is required for the Good Life Euston Household survey to be undertaken every three years.



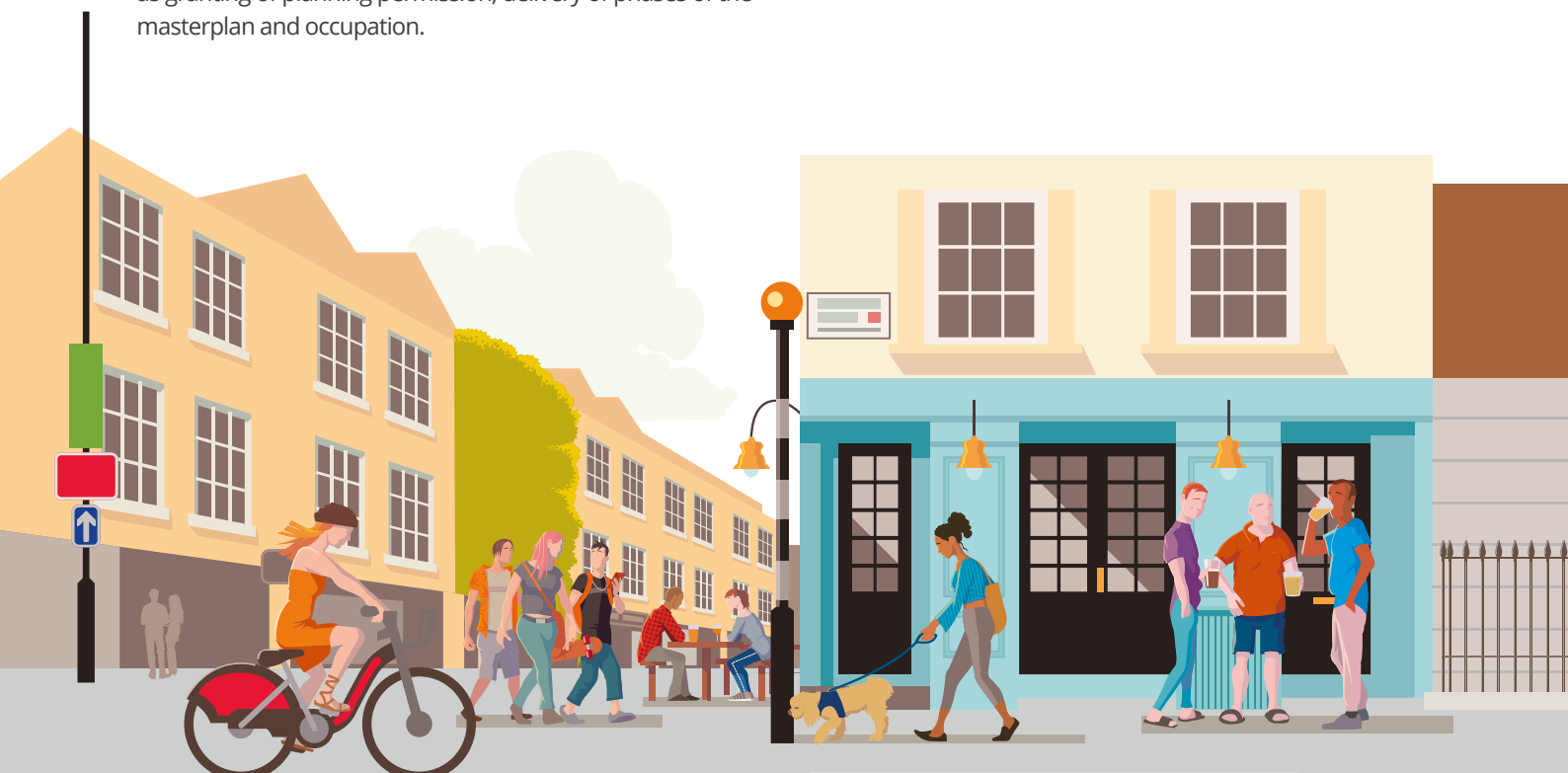
# THEMES, OBJECTIVES & OUTCOMES

## 5.2 Good Life Euston

- Good Life is a collaboration project between Camden Council, the Institute for Global Prosperity (IGP), Lendlease, Camden Giving and citizen social scientists living in Somers Town and Regent's Park Estate. The project is working directly with residents to understand local experiences of regeneration and aspirations for prosperity, and to bring these new forms of evidence into regeneration planning.
  - A household survey, shaped by the work of the Citizen Social scientists, is currently being developed and will be circulated to Euston residents. Where appropriate, the outputs from this survey and the accompanying secondary data which feed into the Good Life measurements will be used as baseline data for measuring progress against the Social Value Charter outcomes. Sharing this data between projects/organisations will allow for more accurate local representation and more streamlined development of metrics for monitoring progress and delivery of Social Value.
- It is proposed that the Good Life household survey is repeated every three years to show change over time and this data will be used to review Euston Social Value outcomes over time. Developed by communities, the model will collate primary and secondary data to measure well-being in Euston. It will provide unique insight and can help benchmark against other areas in London.
  - As well as providing essential data to monitor some of the specific outcomes identified in the Charter, the Good Life model will be a helpful reference point to shape Social Value work over the lifetime of the project, allowing The Euston Partnership to learn, respond and adjust to performance against the indicators.
  - Reviews of the Charter will be considered if monitoring data suggests this is appropriate but a version of it is expected to be in place for at least 10 years post occupation.
  - Other measures will be updated from census data at every 10-year census update.
  - There will be requirements on Euston Partnership organisations to provide data to enable monitoring.

## 5.3 Monitoring

- Monitoring and evaluation will be key to ensuring the delivery of the Social Value objectives and where appropriate, using what is learnt to refine workstreams and highlight areas which need special attention. Monitoring of the Charter will help to measure progress against the stated objectives and ensure that pledges are being delivered upon.
- The availability of data means that it will not be possible to update some measures as often as we would like, however, where we can, we will monitor at key project milestones such as granting of planning permission, delivery of phases of the masterplan and occupation.
- The Place and Social Value Panel and the Community Review Panel (which report directly to the Euston Partnership Board) will have a key role in ensuring the delivery and monitoring of the Social Value Charter.



# OBJECTIVE: COMMUNITY, INCLUSION AND EQUITY

Ensure inclusion, accessibility and equity in all development, private and public, and provide social infrastructure that enriches community life and resilience.

Theme: Putting communities at the heart of development

| Outcome                                                                                                                                                                                                   | Measures                                                                                                                                                                                                                                                                                  | Way of measuring                  | Frequency         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|-------------------|
| 1. Deliver the 'right' kind of change at the right pace ensuring affordable housing, open space and community facilities are delivered before or at the same time as commercial and residential buildings | Domain: Secure livelihoods<br>Sub-domain: Affordable and good quality housing<br>Indicators:<br><ul style="list-style-type: none"> <li>Housing Affordability (rent to income ratio)</li> <li>Satisfaction: quality of housing</li> <li>Perception - Adequate living conditions</li> </ul> | Good life Euston household survey | Three-year period |
|                                                                                                                                                                                                           | Domain: Our spaces and services<br>Sub-domain: Community spaces and services<br>Indicator:<br><ul style="list-style-type: none"> <li>Perception - Adequate local facilities</li> </ul>                                                                                                    | Good life Euston household survey | Three-year period |
| 2. Existing communities are not displaced or alienated, and benefit from development                                                                                                                      | Domain: Positive connections<br>Sub-domain: Connections to the wider community<br>Indicator:<br><ul style="list-style-type: none"> <li>Community inclusion</li> </ul>                                                                                                                     | Good life Euston household survey | Three-year period |
|                                                                                                                                                                                                           | Domain: Positive connections<br>Sub-domain: Connections to family, friends, and neighbours<br>Indicator:<br><ul style="list-style-type: none"> <li>Contact frequency - friends and family</li> </ul>                                                                                      | Good life Euston household survey | Three-year period |
| 3. Buildings, infrastructure, open spaces and public realm are welcoming to new and existing communities, offering opportunities to connect                                                               | Domain: Our spaces and service<br>Sub-domain: Community spaces and services<br>Indicator:<br><ul style="list-style-type: none"> <li>Use of natural environment/public spaces</li> </ul>                                                                                                   | Good life Euston household survey | Three-year period |
|                                                                                                                                                                                                           | Domain: Environmental revitalization<br>Sub-domain: Welcoming environments<br>Indicator:<br><ul style="list-style-type: none"> <li>Satisfaction: quality of public spaces</li> </ul>                                                                                                      | Good life Euston household survey | Three-year period |
| 4. Euston is an accessible and inclusive place, both physically and digitally                                                                                                                             | Domain: Positive connections<br>Sub-domain: Connections to family, friends, and neighbours<br>Indicator:<br><ul style="list-style-type: none"> <li>Neighbourhood belonging indicators - trust</li> </ul>                                                                                  | Good life Euston household survey | Annually          |
|                                                                                                                                                                                                           | Domain: Community richness, cultures and identities<br>Sub-domain: Celebrating diversity<br>Indicator:<br><ul style="list-style-type: none"> <li>Living with diversity</li> </ul>                                                                                                         | Good life Euston household survey | Three-year period |
| 5. Implementation of diversity, inclusion and anti-racist strategies                                                                                                                                      | Reporting on implementation of diversity & inclusion strategies – review annual reporting from each organisation.                                                                                                                                                                         | All partnership organisations     | Annually          |

# OBJECTIVE: COMMUNITY, INCLUSION AND EQUITY

| Outcome                                                                                                                                 | Measures                                                                                                                                                                                               | Way of measuring                  | Frequency         |
|-----------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|-------------------|
| 6. A strong social infrastructure network exists where community organisations are supported to be financially and operationally viable | Amount of community infrastructure retained and created (by type)                                                                                                                                      | Camden                            | Annually          |
|                                                                                                                                         | Domain: Positive connections<br>Sub-domain: Connections to the wider community<br>Indicator:<br><ul style="list-style-type: none"> <li>Community belonging (A)</li> <li>Community inclusion</li> </ul> | Good life Euston household survey | Three-year period |
| 7. Enterprises and community-run businesses/co-operatives are supported to access a stake in future development                         | No. of local, social enterprises or community run businesses/co-operatives that operate retail or local services (like nurseries) within the development                                               | Camden<br>Lendlease               | At key milestones |
|                                                                                                                                         | Accessibility/affordability of community infrastructure                                                                                                                                                | Camden, Lendlease                 | Every three years |

# OBJECTIVE: ENGAGEMENT

Ensure engagement is inclusive through strategic collaboration and cocreation with all of Euston's diverse communities, providing a range of engagement opportunities that encourage participation, keep communities informed and offer opportunities to shape decisions

Theme: Putting communities at the heart of development

| Outcome                                                                                                           | Measures                                                                                                                                                                                                                                                         | Way of measuring                                                                       | Frequency         |
|-------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|-------------------|
| 1. Community priorities are met by TEP organisations partnering with existing community organisations and groups. | No. of collaborative programs among community orgs, existing and new                                                                                                                                                                                             | Individual organisations<br>Local community groups<br>All partnership orgs             | Throughout        |
|                                                                                                                   | No. of individuals participation in each programme – HS2 capture                                                                                                                                                                                                 | HS2 contract management information (submitted to community engagement team)           | Annually          |
|                                                                                                                   | <ul style="list-style-type: none"> <li>Charitable hours donated via project</li> <li>Charitable hours donated that were 'high skill'</li> <li>Charitable hours donated that were 'low skill'</li> <li>Materials or funds donated to local communities</li> </ul> | All partnership organisations                                                          | Annually          |
| 2. Programmes of co-design and co-delivery give communities direct ownership of outcomes                          | % of projects that are co-delivered and co-designed                                                                                                                                                                                                              |                                                                                        |                   |
|                                                                                                                   | No. of individuals benefiting from each programme                                                                                                                                                                                                                | Local community groups<br>All partnership orgs                                         | Quarterly         |
|                                                                                                                   | No. of projects moved from pilot to permanent (i.e. attracting funding streams)                                                                                                                                                                                  | Local community groups<br>All partnership orgs                                         | Quarterly         |
| 3. Accurate, clear up-to-date information is always available for residents                                       | Quality and accessibility of communication channels                                                                                                                                                                                                              | Review of resident communication channels<br>Review of TEP channels and communications | Annual            |
|                                                                                                                   | Domain: Systemic equity<br>Sub-domain: Inclusive decision-making that empowers residents<br>Indicator: <ul style="list-style-type: none"> <li>Information and communication</li> </ul>                                                                           | Good life Euston household survey                                                      | Three-year period |

# OBJECTIVE: ENGAGEMENT

| Outcome                                                                                                                                   | Measures                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Way of measuring                                   | Frequency         |
|-------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|-------------------|
| 4. The full diversity of local voices, including the seldom-heard, is properly brought into the conversation about change and development | Overarching diverse and inclusive engagement strategy to include: <ul style="list-style-type: none"> <li>Nos of public engagement opportunities – HS2, LL, NR, LBC</li> <li>Being able to track no. of formal engagement events (RAG, CIG, CLG)</li> <li>No. of engagement opportunities via formal engagement representative groups (CIG, RAG, CRP, ECRG, Euston Station Accessibility Group)</li> <li>No. of responses received for each engagement/consultation</li> <li>Measuring 'you said, we did' feedback</li> <li>No. and diversity of people who actively participate in a project</li> </ul> | Delivery organisations from the Euston Partnership | Annually          |
|                                                                                                                                           | Alternative format/language public engagement opportunities offered                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | All partnership orgs                               | Every six months  |
|                                                                                                                                           | Domain: Systemic equity<br>Sub-domain: Inclusive decision-making that empowers residents<br>Indicator: <ul style="list-style-type: none"> <li>Political participation indicators</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                             | Good life Euston household survey                  | Three-year period |

# OBJECTIVE: ECONOMY, EMPLOYMENT & LEARNING

Support the local economy, provide equitable and accessible life-long learning and build a stable local labour market that is accessible to everyone

Theme: Putting communities at the heart of development

| Outcome                                                                                | Measures                                                                                                                                                                                                                                                  | Way of measuring                              | Frequency         |
|----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|-------------------|
| 1. To capture social value through procurement                                         | Partnership organisations procurement practices; diverse supply chain (definition tbd) , local supply chain operations (judged on proximity to Camden) to be assessed using national framework - TOMS                                                     | All partnership organisations to report       | Annually          |
| 2. Invest in a network of neighbourhood centres that enrich and complement one another | Proportion of independent shops/businesses retained and newly opened in neighbourhood centres                                                                                                                                                             | Camden                                        | At key milestones |
|                                                                                        | Vacancies in EAP area                                                                                                                                                                                                                                     | Camden                                        | At key milestones |
|                                                                                        | No. of startups/SMEs/social enterprises receiving skills/ training/ entrepreneurship/ funding support; hours/amount of financial support – reporting process tbd                                                                                          | All partnership orgs                          | Throughout        |
|                                                                                        | Domain: Systemic equity<br>Sub-domain: An inclusive economy<br>Indicator:<br><ul style="list-style-type: none"> <li>• Business survival rate</li> <li>• Enterprise births</li> <li>• Enterprise deaths</li> <li>• Number of active enterprises</li> </ul> | Good life Euston household survey             | Three-year period |
| 3. Good work for local residents                                                       | No. of TEP organisations, sub contractors and tenants employers who've adopted MoL standards (London Living Wage, Timewise, Camden Inclusive Business Network)                                                                                            | Camden Inclusive Business Network             | Annually          |
|                                                                                        | No. of residents supported into jobs linked to development at Euston                                                                                                                                                                                      | All partnership organisations to provide data | Annually          |
|                                                                                        | Domain: Formal and informal learning<br>Sub-domain: Good quality, secure and meaningful work<br>Indicator:<br><ul style="list-style-type: none"> <li>• Labour force participation</li> <li>• Employment rate</li> <li>• Status in employment</li> </ul>   | Good life Euston household survey             | Three-year period |

# OBJECTIVE: ECONOMY, EMPLOYMENT & LEARNING

| Outcome | Measures                                                                                                                                                                                                                                                                                                                                                                                                                                          | Way of measuring                                                 | Frequency         |
|---------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|-------------------|
|         | No. of jobs being created and existing jobs protected                                                                                                                                                                                                                                                                                                                                                                                             | KXCSC<br>HS2<br>Camden Council<br>Good Work Camden<br>KX Recruit | Annually          |
|         | No. of organisations supporting STEAM programmes                                                                                                                                                                                                                                                                                                                                                                                                  | Annually                                                         | Annually          |
|         | No. of young people/long term unemployed/ex-offenders in training/apprenticeships/work placements/regular employment                                                                                                                                                                                                                                                                                                                              | KXCSC                                                            | Throughout        |
|         | No. of trainees, apprentices, placements progressing into work                                                                                                                                                                                                                                                                                                                                                                                    | KXCSC                                                            | Throughout        |
|         | Domain: Secure livelihoods<br>Sub-domain: Good quality, secure and meaningful work<br>Indicator:<br><ul style="list-style-type: none"> <li>Youth unemployment rate</li> </ul> Sub-domain: Breaking the poverty cycle<br>Indicators:<br><ul style="list-style-type: none"> <li>Income Deprivation Affecting Older People Index</li> <li>Income Deprivation Affecting Children Index</li> <li>Relative and absolute poverty</li> </ul> Wealth index | Good life Euston household survey                                | Three-year period |

# OBJECTIVE: CULTURE AND HERITAGE

Create a meaningful environment that stimulates expression of and supports access to creativity, culture and identity

Theme: Putting communities at the heart of development

| Outcome                                                                                                                                                                                         | Measures                                                                                                                                                                                                                                             | Way of measuring                                                                                       | Frequency                                                        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|
| 1. Residents, businesses and institutions are engaged in developing and implementing a cultural strategy for Euston                                                                             | No. of collaborative programs among community orgs, existing and new                                                                                                                                                                                 | Lendlease cultural strategy<br>Camden – cultural/heritage teams<br>Local community and cultural groups | TBC as part of the cultural strategy                             |
|                                                                                                                                                                                                 | Domain: Our spaces and services<br>Sub-domain: Sports and leisure activities<br>Indicator:<br><ul style="list-style-type: none"> <li>Associational involvement – leisure/interest associations</li> </ul>                                            | Good life Euston household survey                                                                      | Three-year period                                                |
| 2. Cultural facilities and programmes stem from the cultural strategy and are directly shaped by the diversity of Euston's communities                                                          | No. of local cultural activities/events                                                                                                                                                                                                              | Lendlease cultural strategy<br>Camden – cultural/heritage teams<br>Local community and cultural groups | TBC as part of the cultural strategy                             |
| 3. The range of heritage assets & culture that exists in the community is representative and reflected in future development, from identity, customs, religion to intellectual culture and arts | Domain: Community richness, cultures and identities<br>Sub-domain: Community heritage<br>Indicator:<br><ul style="list-style-type: none"> <li>Cultural engagement – Proportion of people participating in one or more cultural activities</li> </ul> | Good life Euston household survey                                                                      | Three-year period                                                |
|                                                                                                                                                                                                 | Domain: Community richness, cultures and identities<br>Sub-domain: Community heritage<br>Indicator:<br><ul style="list-style-type: none"> <li>Cultural engagement – Proportion visiting at least once a week/at least once a month</li> </ul>        | Good life Euston household survey                                                                      | Three-year period                                                |
| 4. Existing cultural uses are invested in and supported, allowing for Euston's culture to develop over time                                                                                     | No. of/quality of improvements to heritage assets and their settings                                                                                                                                                                                 | Local community and cultural groups                                                                    | Throughout                                                       |
| 5. Opportunities for culture in the local economy are maximised                                                                                                                                 | No. of affordable spaces for artists creatives and cultural orgs<br><br>Agree a definition of 'affordable'*                                                                                                                                          | Camden<br>Lendlease                                                                                    | Throughout                                                       |
|                                                                                                                                                                                                 | No. of partnerships across local community and cultural orgs                                                                                                                                                                                         | Camden<br>Lendlease                                                                                    | Throughout                                                       |
| 6. A successful night-time economy that considers local needs and manages impacts effectively                                                                                                   | Camden Council is developing an Evening and Night Time Economy (ENTE) Strategy. It is expected to be in place in mid-2023. Appropriate measures and data to be confirmed following its development.                                                  | To be determined following the development of the ENTE Strategy.                                       | To be determined following the development of the ENTE Strategy. |

# OBJECTIVE: HEALTH

Bolster wellbeing and community resilience with improved physical and mental health outcomes

Theme: Putting communities at the heart of development

| Outcome                                                                                         | Measures                                                                                                                                                                                                                                                                                                               | Way of measuring                  | Frequency         |
|-------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|-------------------|
| 1. Healthy, affordable food is accessible to all                                                | Domain: Secure livelihoods<br>Sub-domain: Breaking the poverty cycle<br>Indicator: <ul style="list-style-type: none"> <li>Free school meal eligibility</li> <li>Food security – coping strategy index</li> </ul>                                                                                                       | Good life Euston household survey | Three-year period |
| 2. Opportunities for physical activity for all ages and abilities                               | Domain: Our spaces and services<br>Sub-domain: Sports and leisure activities<br>Indicator: <ul style="list-style-type: none"> <li>Associational involvement – leisure/interest associations</li> </ul>                                                                                                                 | Good life Euston household survey | Three-year period |
|                                                                                                 | Domain: Our spaces and services<br>Sub-domain: Sports and leisure activities<br>Indicator: <ul style="list-style-type: none"> <li>Participation in sports activities</li> </ul>                                                                                                                                        | Good life Euston household survey | Three-year period |
| 3. Euston is a complete and compact neighbourhood (15-minute neighbourhood)                     | Domain: Our spaces and services<br>Sub-domain: Health and wellbeing services<br>Indicator: <ul style="list-style-type: none"> <li>Access to GP (A)</li> <li>Satisfaction – Quality of healthcare</li> <li>Use of natural environment/public spaces (B)</li> </ul>                                                      | Good life Euston household survey | Three-year period |
|                                                                                                 | Domain: Our spaces and services<br>Sub-domain: Community spaces and services<br>Indicator: Adequate local facilities (B)                                                                                                                                                                                               | Good life Euston household survey | Three-year period |
| 4. Improved life expectancy, decreased measures of deprivation (and other appropriate measures) | Domain: Positive state of being<br>Sub-domain: Physical and mental wellbeing<br>Indicator: <ul style="list-style-type: none"> <li>Self-rated health</li> <li>Prevalence of chronic conditions</li> <li>Healthy life expectancy</li> <li>Life expectancy inequality</li> <li>Disability-free life expectancy</li> </ul> | Good life Euston household survey | Three-year period |
|                                                                                                 | Domain: Our spaces and services<br>Sub-domain: Health and wellbeing services<br>Indicator: <ul style="list-style-type: none"> <li>Access to GP</li> <li>Access to dental care</li> <li>Satisfaction – quality of healthcare</li> </ul>                                                                                 | Good life Euston household survey | Three-year period |

# OBJECTIVE: HEALTH

| Outcome                                                                           | Measures                                                                                                                                                                                                                                                                             | Way of measuring                  | Frequency         |
|-----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|-------------------|
| 5. Good levels of wellbeing                                                       | Domain: Positive state of being<br>Sub-domain: Physical and mental wellbeing<br>Indicator: <ul style="list-style-type: none"><li>• Subjective wellbeing measures – happiness</li><li>• Subjective wellbeing measures – losing confidence</li><li>• Life satisfaction score</li></ul> | Good life Euston household survey | Three-year period |
| 6. Delivering an environment which encourages walking and cycling for local trips | Domain: Environmental revitalization<br>Sub-domain: Welcoming environments<br>Indicator: <ul style="list-style-type: none"><li>• Walkability (frequency of walking trips)</li></ul>                                                                                                  | Good life Euston household survey | Three-year period |

# OBJECTIVE: HOUSING

Deliver housing for all to enable mixed and balanced communities

Theme: Best use of land

| Outcome                                                                                                              | Measures                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Way of measuring                  | Frequency         |
|----------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|-------------------|
| 1. Affordable and specialist housing meets community need and contributes to a vibrant, mixed and balanced community | No. of new, affordable and specialist homes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Camden – Housing                  | At key milestones |
|                                                                                                                      | Domain: Secure livelihoods<br>Sub-domain: Affordable and good quality housing<br>Indicators: <ul style="list-style-type: none"> <li>Housing cost and affordability</li> <li>Housing tenure distribution</li> <li>Homelessness (secondary)</li> <li>Housing in poor condition (secondary) (Proportion of social and private homes that fail to meet the Decent Homes standard)</li> <li>Accommodation size</li> <li>Overcrowding</li> <li>Housing quality (Adequate living conditions: heating, humidity, noise)</li> <li>Satisfaction: quality of housing</li> </ul> | Good life Euston household survey | Three-year period |
| 2. Existing housing stock is retrofitted, increasing overall energy efficiency                                       | No. of homes improved                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Camden – Housing                  | At key milestones |
|                                                                                                                      | No. of homes retrofitted                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Camden – Housing                  | At key milestones |

# OBJECTIVE: OPEN SPACE & PUBLIC REALM

Deliver high-quality, inclusive parks and open spaces and facilitate safe, green and welcoming street environments

Theme: Best use of land

| Outcome                                                                                                                                                 | Measures                                                                                                                                                                                                                                                                                                                                     | Way of measuring                           | Frequency                                                     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|---------------------------------------------------------------|
| 1. Existing and new open spaces are enhanced to meet community needs and are valued, safe, well-maintained and welcoming to all                         | Domain: Our spaces and services<br>Sub-domain: Community spaces and services<br>Indicators:<br><ul style="list-style-type: none"> <li>Use of natural environment/public spaces</li> <li>Proportion of respondents reporting outdoor space or facilities where children can play safely</li> </ul>                                            | Good life Euston household survey          | Three-year period                                             |
|                                                                                                                                                         | Domain: Environmental Revitalization<br>Sub-domain: Welcoming environments, sustainable and resilient environments, safe environments<br>Indicators:<br><ul style="list-style-type: none"> <li>Quality of public spaces</li> <li>Quality of green space</li> <li>Quality of public spaces</li> <li>Perceived neighbourhood threat</li> </ul> | Good life Euston household survey          | Three-year period                                             |
| 2. Open spaces are accessible to all residents, visitors and workers and designed/managed to Green Flag/Parks for Health standards                      | Spaces managed/designed to Green Flag/PFH standards                                                                                                                                                                                                                                                                                          | Reported by owners/managers of the spaces  | Key milestones in projects to be included in TEP requirements |
|                                                                                                                                                         | Domain: Environmental Revitalization<br>Sub-domain: Sustainable and resilient environments<br>Indicator:<br><ul style="list-style-type: none"> <li>Households deficient in access to nature</li> </ul>                                                                                                                                       | Good life Euston household survey          | Three-year period                                             |
|                                                                                                                                                         | Domain: Our spaces and services<br>Sub-domain: Community spaces and services<br>Indicator:<br><ul style="list-style-type: none"> <li>Use of natural environment/public spaces</li> </ul>                                                                                                                                                     | Good life Euston household survey          | Three-year period                                             |
| 3. Streets and public realm are safe, green, clean and welcoming                                                                                        | Healthy Streets Indicators                                                                                                                                                                                                                                                                                                                   | Healthy Streets Indicators                 | Key milestones in projects to be included in TEP requirements |
|                                                                                                                                                         | Domain: Environmental Revitalization<br>Sub-domain: Welcoming environments, sustainable and resilient environments, safe environments                                                                                                                                                                                                        | Good life Euston household survey          | Three-year period                                             |
|                                                                                                                                                         | <ul style="list-style-type: none"> <li>No. of public realm measures implemented</li> </ul>                                                                                                                                                                                                                                                   | Camden                                     | Throughout                                                    |
| 4. Community has a sense of ownership of public spaces, including ongoing involvement in their management and upkeep (friends groups, programming etc.) | Friends groups for new open spaces involved in management of spaces                                                                                                                                                                                                                                                                          | Managers/owners of the spaces to report on | Throughout                                                    |
|                                                                                                                                                         | Spaces are co-designed                                                                                                                                                                                                                                                                                                                       | Managers/owners of the spaces to report on | Key milestones in projects to be included in TEP requirements |

# OBJECTIVE: OPEN SPACE & PUBLIC REALM

| Outcome                                                                                                                        | Measures                       | Way of measuring                             | Frequency                                                     |
|--------------------------------------------------------------------------------------------------------------------------------|--------------------------------|----------------------------------------------|---------------------------------------------------------------|
| 5. Open spaces directly contribute to wellbeing, for example through direct engagement with/ access to nature and biodiversity | Parks for Health Assessment    | – Camden<br>Lendlease<br>HS2<br>Network Rail | Key milestones in projects to be included in TEP requirements |
|                                                                                                                                | Urban Greening Factor measures | Policy in London Plan                        | Key milestones in projects to be included in TEP requirements |

# OBJECTIVE: TRANSPORT

Prioritise active, sustainable and accessible transport modes and support a positive customer experience across all modes

Theme: Best use of land

| Outcome                                                                                                                                      | Measures                                                                                                                                                                                                            | Way of measuring                                                                                                                                    | Frequency         |
|----------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| 1. Improvements are made across all Healthy Streets indicators                                                                               | Improvements to accessibility for people with limited mobility                                                                                                                                                      | Healthy Streets Indicators<br>Equalities Impact Assessment<br>Access audits                                                                         | At key milestones |
|                                                                                                                                              | Healthy street assessments carried out at certain points in the project                                                                                                                                             | Healthy Streets Indicators                                                                                                                          | At key milestones |
| 2. The benefits of a transport super hub and opportunities for ease/convenience/safety of interchange are maximised                          | Mode share changes - Comparison of walking/cycling with car/taxi figures in historic travel data (focusing on improvements to onward/arrival mode share)                                                            | Travel in London Data<br>Traffic counts from within the EAP area                                                                                    | At key milestones |
| 3. Use of sustainable transport modes is increased and all transport modes/functions use less energy and improve air quality                 | Changes to transport accessibility: crossings improvements/additions and cycle provision                                                                                                                            | All partnership organisations                                                                                                                       | At key milestones |
|                                                                                                                                              | Benefit Cost Ratio assessment                                                                                                                                                                                       | Active Mode Appraisal Tool (Active Mode Appraisal Toolkit User Guide ( <a href="https://publishing.service.gov.uk">publishing.service.gov.uk</a> )) | At key milestones |
|                                                                                                                                              | Reduction in number of motor vehicles on roads                                                                                                                                                                      | TfL                                                                                                                                                 | At key milestones |
|                                                                                                                                              | Domain: Environmental revitalization<br>Sub-domain: Clean environments<br>Indicators: <ul style="list-style-type: none"> <li>Air quality index (secondary)</li> <li>Per capita CO2 emissions (secondary)</li> </ul> | Good life Euston household survey                                                                                                                   | Three-year period |
| 4. Traffic-calming measures are integrated alongside improved road and personal safety, and reduced transport-related accidents and injuries | No. of/outcome of road safety measures implemented                                                                                                                                                                  | Collision data (accident statistics) – Crash Map                                                                                                    | At key milestones |
|                                                                                                                                              | Domain: Environmental revitalization<br>Sub-domain: Safe environments<br>Indicator: <ul style="list-style-type: none"> <li>Road traffic casualties</li> </ul>                                                       | Good life Euston household survey                                                                                                                   | Three-year period |
| 5. Paths, streets and spaces are well connected, accessible and legible                                                                      | Local resident experience survey/engagement                                                                                                                                                                         | Healthy Streets Check/survey<br>Accessibility Audit                                                                                                 | At key milestones |

# OBJECTIVE: TRANSPORT

| Outcome                                                                      | Measures                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Way of measuring                                                  | Frequency         |
|------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|-------------------|
|                                                                              | Domain: Our spaces and services<br>Sub-domain: Affordable transport services<br>Indicators: <ul style="list-style-type: none"> <li>• Travel mode (distribution: public/private/pedestrian/cyclist, etc)</li> <li>• Travel time</li> <li>• Travel cost</li> <li>• Affordability of transport (cost to income ratio)</li> <li>• Satisfaction: Public transportation system in the area</li> <li>• Commuting difficulty - highest reported obstacles</li> <li>• Community difficulty – ease of transport</li> </ul> | Good life Euston household survey                                 | Three-year period |
| 6. The transport customer experience is improved                             | Passenger experience survey/engagement                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | TfL Customer satisfaction survey<br>Network Rail Passenger Survey | At key milestones |
| 7. Enabling active travel in and around Euston, creating a zero carbon place | Healthy streets measures/indicators                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Healthy streets measures/indicators                               | At key milestones |

# OBJECTIVE: PUBLIC SAFETY

Implement measures to maximise public safety and ensure that designs make a positive impact on community safety

Theme: Sustaining Euston's Heart throughout Construction

| Outcome                                                                                                                                                  | Measures                                                                                                                              | Way of measuring                                               | Frequency         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|-------------------|
| 1. Well-used and well-designed spaces (integrate passive surveillance, effective lighting, etc.)                                                         | Domain: Positive state of being<br>Sub-domain: Feeling secure<br>Indicator:<br>• Perception of local safety                           | Good life Euston household survey                              | Three-year period |
|                                                                                                                                                          | Domain: Environmental Revitalization<br>Sub-domain: Safe environments<br>Indicator:<br>• Perceived neighbourhood threat               | Good life Euston household survey                              | Three-year period |
| 2. Safety measures are designed in (both preventative and those accommodating different user groups/activities) throughout construction and in end state | Safety measures implemented (lighting, patrolling, neighbourhood volunteers)                                                          | Camden – Community Safety Team<br>Lendlease, HS2, Network Rail | At key milestones |
| 3. Quality, regular public realm maintenance which is democratically monitored (both public and private)                                                 | Frequency of public realm maintenance                                                                                                 | Camden – Community Safety Team                                 | Throughout        |
| 4. Reduction in crime and fear of crime                                                                                                                  | Changes in rates of crime                                                                                                             | Met Police                                                     | Throughout        |
|                                                                                                                                                          | Domain: Positive state of being<br>Sub-domain: Feeling secure<br>Indicator:<br>• Perception of local crime level (& trend)            | Good life Euston household survey                              | Every three years |
|                                                                                                                                                          | Domain: Positive state of being<br>Sub-domain: Feeling secure<br>Indicator:<br>• Perception of local safety after dark/during the day | Good life Euston household survey                              | Every three years |

# OBJECTIVE: CONSTRUCTION PHASE

Minimise the impacts of construction and ensure that Euston remains a 'place' while development is underway

Theme: Sustaining Euston's Heart throughout Construction

| Outcome                                                                                                                                                                                | Measures                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Way of measuring                                                                                                                                     | Frequency                                                                     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|
| 1. Meanwhile uses realise real community and local benefits (social, cultural & environmental), test ideas for future uses and mitigate construction impacts (e.g. loss of open space) | Each meanwhile project should include an assessment of its success, including lessons learnt. Detail to be agreed by the MUWG but it should include reporting on: <ul style="list-style-type: none"> <li>- Community involvement and whether there was any leadership from the community.</li> <li>- Social, cultural, and environmental benefit</li> <li>- Opportunities to continue/ adapt use for inclusion in development</li> </ul>                                                                                                                                         | Camden<br>Lendlease<br>UAL – T Factor                                                                                                                | At (meanwhile) project inception and completion.                              |
|                                                                                                                                                                                        | No. of affordable meanwhile space offered                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Camden<br>Lendlease<br>UAL – T Factor<br>HS2                                                                                                         | Throughout                                                                    |
|                                                                                                                                                                                        | No. of meanwhile tenants given long-term space in new development                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Camden<br>Lendlease                                                                                                                                  | Throughout                                                                    |
| 2. Construction noise is minimised                                                                                                                                                     | Noise insulation uptake (with detailed breakdown)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | HS2 consolidated noise insulation uptake report<br>NR, Lendlease & other contractors                                                                 | Monthly, but in an annual report for the purposes of the Social Value charter |
|                                                                                                                                                                                        | Monthly reporting to cover: <ul style="list-style-type: none"> <li>• Noise and vibration triggers</li> <li>• Air quality and dust triggers</li> <li>• Use of purpose-built acoustic enclosures to contain construction activities within and around the ventilation shaft</li> <li>• Use of innovative piling techniques suitable for confined urban construction sites</li> <li>• Use of localized high absorbing acoustic barriers for generators and other static plant</li> <li>• Use of low impact demolition techniques</li> <li>• Use of non-diesel generators</li> </ul> | HS2 monthly noise and vibration report<br>HS2 monthly air quality and dust report<br>HS2 Local Authority Report<br>NR, Lendlease & other contractors | Monthly, but in an annual report for the purposes of the Social Value Charter |
|                                                                                                                                                                                        | Cumulative noise impacts                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | HS2 Cumulative Impact Tool<br>NR, Lendlease & other contractors                                                                                      | Throughout                                                                    |

# OBJECTIVE: CONSTRUCTION PHASE

| Outcome                                                                                                                                                                                                        | Measures                                                                                                                                                                                       | Way of measuring                                                                                         | Frequency                                                                             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| 3. Phasing/staging is consolidated and cumulative impacts are mitigated through the use of shared facilities and work packages (including worksites, co-ordination of worksites, enabling and utilities works) | Annual report – including how consolidation opportunities have been identified, and how many have been maximised<br>Utility works coordination<br>No. of construction sites shared by partners | All partners and construction contractors<br>HS2<br>SCS<br>MDJV<br>Lendlease<br>CMP<br>Utility companies | Annual report from construction partners<br>Agreed construction management plan (CMP) |
| 4. Best-practice traffic management and clear temporary and long-term wayfinding                                                                                                                               | Forecast lorry numbers (against a baseline)                                                                                                                                                    | HS2<br>SCS<br>MDJV<br>Lendlease<br>CMP<br>Considerate constructors                                       | Throughout                                                                            |
|                                                                                                                                                                                                                | Use of materials by rail (in the station)                                                                                                                                                      | HS2<br>SCS<br>MDJV                                                                                       | Throughout                                                                            |
|                                                                                                                                                                                                                | No. signage/wayfinding features added/improved                                                                                                                                                 | All partnership organisations                                                                            | Throughout                                                                            |