

The *Good Life Euston Index*: Measuring what matters to communities

A new way to track the impacts and outcomes of regeneration

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About this report

This report describes the goal, development process, and findings from the *Good Life Euston Index* – the latest phase of a long-term research collaboration between Camden Council, UCL's Institute for Global Prosperity (IGP), Lendlease, The Euston Partnership, Camden Giving, and a team of 'citizen social scientists': residents from Somers Town and Regent's Park Estate working as social researchers in their local areas.

The project aims to understand what living a 'good life' means to the people and communities most affected by redevelopment in Euston, and to use this knowledge to develop a new way of measuring the outcomes and impacts of regeneration.

The *Good Life Euston Index* is based on in-depth qualitative research by and for residents exploring what helps and what hinders people from flourishing and living well. Through this research, eight domains and 26 subdomains of a 'good life' were identified – including resources, relationships, services, and opportunities at the individual and community-level resources, relationships, services, and opportunities, as well as broader structural influences such as economic conditions, discrimination, and inequality that have profound impacts on opportunities.

This report presents the first *Good Life Euston Index* - based on a survey of over 3,000 households. It provides a detailed picture of who is thriving, who is struggling, and how 'places' as well as income, education, and community connections impact on opportunities to live well. The *Good Life Euston Index* results are a benchmark to assess the success of regeneration against local priorities.

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Executive summary

This report presents the first *Good Life Euston Index* - based on a survey of over 3,000 households in five areas surrounding Euston Station. It provides a detailed picture of who is thriving, who is struggling, and how places, as well as income, education, and community connections impact on opportunities for local people to live well. The *Good Life Euston Index* is the latest phase of a long-term research initiative to understand what living a 'good life' means to the people and communities most affected by redevelopment in Euston, and to develop a new way of measuring the outcomes of regeneration that focuses on local priorities.

The *Good Life Euston Index* identifies where there are shared strengths, issues that affect specific groups, and inequalities that are spatially concentrated. It is designed to inform current regeneration planning and to benchmark changes over time against priorities identified by residents.

Shared strengths are:

- **High levels of wellbeing, strong Connections to Family, Friends and Neighbours, a strong sense of community, and high rates of inter-personal trust are shared across the local areas in the Euston area:** Nearly three-quarters of residents say they trust their neighbours, which significantly exceeds the 41% England-wide average.
- **Euston's cultural, ethnic, and social diversity is highly valued, with residents of all backgrounds feeling able to express their identities openly.** While people from all backgrounds feel able to express their identity and take part in community life, differences in prosperity outcomes - such as wellbeing, opportunity, and security - are much more strongly shaped by income and education than by ethnicity.
- **People in all areas of Euston report very high levels of satisfaction with services and support for early years, including affordable childcare, and with Community Spaces and Services.**

Shared challenges are:

- **High levels of livelihood insecurity - including struggles with housing affordability and access to good work - in all areas of Euston and feelings of exclusion from the economy and decision making.** Economic inactivity (28.9%) and unemployment (11.4%) among the survey population¹ are much higher than the London averages (19.7% and 5.9% respectively (1)). The *Inclusive Economy* subdomain of the *Index* ranges from **3.14** to **5.37**—a **2.23-point** difference on the 0–10 scale, indicating significant inequalities in income², wealth, and financial inclusion.
- Perceptions of crime and feelings of safety are generally low, with **women in all areas reporting the lowest feelings of safety.** Residents in **Somers Town Ampthill, Mornington West, and Euston Station and Hampstead Road** report feeling unsafe during both day and night.

Certain inequalities and aspects of disadvantage are concentrated in particular local areas:

- There are **three ‘tiers of flourishing’ in the Euston area with notable variations in experience, living conditions, and opportunities.**
The widest ‘prosperity gap’ is in **how safe, clean, welcoming, and well-maintained** areas feel

These findings reveal the **area's core strengths in the domains and subdomains that matter most** to local communities. These include **strong social networks** and a **deep sense of belonging**, as well as the value placed on **diversity** and **trusted neighbourhood ties**. These strengths, however, are not guaranteed and can be

¹ All statistics are calculated using our survey respondents. As a result, some statistics are not directly comparable with official ONS statistics. For example, ONS calculates the unemployment rate using the working age population (16-64), whereas our calculation includes all respondents aged 18 and over.

² As discussed later in the report, the income response rate was significantly lower than for other questions. To address this, we used secondary sources (ONS) to impute missing values and fit known distributions.

undermined by regeneration processes that fail to protect the community spaces and everyday infrastructures that support them. By offering a detailed, locally grounded picture of current conditions, **the *Good Life Euston Index* provides both a baseline for tracking future change and a tool for identifying where targeted interventions are most needed.**

1. What is the *Good Life Euston Index*?

The *Good Life Euston Index* is an innovative way of measuring the outcomes and impacts of regeneration. It is based on research by residents about the lived experiences, challenges, and aspirations of communities in the Euston area. By focusing on what people say supports – or prevents – them from living a good life, the *Index* gives residents a meaningful voice in defining what successful regeneration looks like. Crucially, the *Good Life Euston Index* measures what really matters to those most affected by redevelopment and is a key part of monitoring whether regeneration is effectively responding to local priorities. It will be used by Camden Council and organisations like The Euston Partnership, Transport for London, Lendlease, HS2 and KQ London to inform planning, decisions, and investments about regeneration in Euston.

1.1 About the Euston area

Euston is an area in the London Borough of Camden. Located in Zone 1, it is on the northern edge of central London and is a diverse residential and commercial area known for the major railway station of the same name.

Euston Station is in the middle of a square mile area containing one of the densest concentrations of life science and technology-based organisations anywhere in the world. Within a few hundred yards of the station are the Francis Crick Institute, the British Library, Central St Martin's, University College London, Google's European HQ, DeepMind, AstraZeneca, and 2,070 other high growth companies employing 60,000 people. (2)

Camden is London's fourth wealthiest borough by property values (3), yet Euston's surroundings - Drummond Street, Chalton Street, Somers Town, and Regent's Park Estate – include residential areas with some of the highest rates of economic deprivation, worklessness, child poverty and poor housing conditions in Camden and in the UK. (4) The area has a dense mix of small independent and specialist ethnic shops around

Drummond Street, weekly market traders notably on Chilton Street, community-focused cafés, and service units, alongside vibrant grassroots cultural organisations. (5)

Euston is the focus of a major transformation programme, including the development of the High Speed 2 (HS2) terminus, plans for Euston Station redevelopment, and regeneration of the wider area. Camden Council's Euston Area Plan (EAP) was adopted in 2015 and is being updated following consultations in 2023 and 2024. (5) The EAP, supported by a joint Growth Strategy from Camden Council, GLA, TfL, and Network Rail, aims to create thousands of new jobs and homes, with substantial development value and significant fiscal returns (5, 6).

Camden Council commissioned an independent report projecting a £41 billion economic boost by 2053, 34,000 new jobs, and around 2,500 homes - provided the regeneration is community-led. (2) However, regeneration in London has mixed outcomes: new housing, public realm improvements, retail, and commercial development come with prolonged disruption to local communities and the risks of direct displacement, unaffordable housing, exclusion from new employment opportunities, and the erosion of existing community cohesion. Camden Council's report found that redevelopment of Euston Station could generate noise impacting 1,300 homes, increased pollution from heavy vehicles, loss of green space and trees, demolition of 73 businesses, gentrification displacing residents, and potential erosion of existing community cohesion.

Communities that have already experienced long-term disruption from the delayed HS2 development will be most greatly affected. Camden Council's report identifies that the outcomes will hinge on whether regeneration is steered by local priorities such as affordability, inclusion, and environmental justice or driven by cost overruns, market logic, and gentrification.

1.2 Local Areas in the *Good Life Euston Index*

The *Good Life Euston Index* focuses on the experiences of people living in twelve Lower Layer Super Output Areas (LSOAs) immediately surrounding Euston Station that are most

affected by regeneration (Figure 12). These LSOAs fall within the following **recognised local areas**³ presented in **Appendix D**.

Euston Station and Hampstead Road span the immediate surroundings of Euston Station, running along Hampstead Road just north of Euston Road (A400 corridor). It consists of residential blocks and high-rise mixed-use developments built between the 1960s and early 2000s, predominantly mixed tenure, some private residences (including leaseholds), council and housing association flats, housing thousands of residents. Hampstead Road has been identified as an area with a unique specialist role as a centre for ethnic shops and restaurants, along with its built character and heritage. (5) The data from the Index of Multiple Deprivation (2019) places the area in the 20% most deprived areas nationally, scoring particularly poorly on the living environment rankings. (7) Due to the proximity to the station and the ongoing works of the High Speed 2 (HS2) rail project, there has been a loss of the open/green spaces along Hampstead Road (5) , and issues with air and noise pollution have been raised. (6)

Regent's Park Estate is a large post-war housing development situated between Regent's Park and Euston Station. It consists of nearly 2,000 homes across 49 buildings on either side of Robert Street between Albany Street to the west, Hampstead Road to the east, Drummond Street and Longford Street to the south, and Granby Terrace along with a railway cutting to the north-east. Regent's Park Estate is primarily social and affordable housing owned and managed by Camden Council. It has a diverse and vibrant community with a strong sense of local identity, but the Index of Multiple Deprivation (2019) (4) data show a complex pattern of deprivation in Regent's Park Estate. Some parts of the Estate are in the top one-third most deprived areas in England due to poor housing conditions, crime, traffic, environmental pollution, and poor air quality. Residents of Regent's Park Estate have faced redevelopment pressures, particularly due to the High Speed 2 (HS2) rail project, which has led to the demolition of some housing blocks and plans for regeneration. The homes have been replaced, and the estate has been

³ Local areas are defined as consisting of either a single LSOA or multiple LSOAs, based on recognised local area boundaries.

enhanced with new buildings, community spaces, and improved infrastructure. 182 homes were demolished; Camden Council has constructed 175-185 affordable replacement homes and 118 new homes including 77 for social rent, 28 intermediate rent homes, and 13 market-rates flats. (8-10)

Regent's Park West forms the western part of the Regent's Park Estate, with its north-eastern edge adjoining the HS2/Euston construction zone. The estate lies in Camden's Regent's Park ward and comprises largely post-war (1950s–60s) council-built mid-rise and tower blocks. (11) According to the IMD 2019 data, this area is on the top half of the most deprived areas in England, although it presents better income levels and living conditions than most of the other areas in the ward. (4) Due to the proximity to the HS2 rail project works, constant noise, dust, and vibrations have been reported. (11) Following the demolitions in Regent's Park Estate, some of the replacement council homes have been built within the area. The Council has negotiated additional infrastructure commitments from HS2 (e.g., traffic mitigation, community green space, dust controls) to support residents during prolonged construction. (6)

Mornington Crescent is located northwest of Euston Station, centred around the junction of Hampstead Road, Eversholt Street, and Camden High Street, just before the start of Camden Town. It includes the Mornington Crescent Underground Station and a mix of mid-19th century residential buildings, some post-war reconstruction, and a few modern infill developments. The area has 1,665 residents across 816 households, roughly half of the households are privately rented, and a fourth is rented by the council. (12) In the IMD 2019 data, the Mornington Crescent area is close to the top third of the most deprived areas, with considerable issues relating to barriers to housing and services, crime and disorder, and most notably living environment. (13) Its western boundary includes sections of the existing railway lines leading to Euston station and limit with the HS2 phase 1 sites. This proximity has led to severe noise, dust, vibration, and structural disturbances, including poor air quality and poor road safety. (11) Within the HS2 project, the area has been identified as a location for some new infill housing development and enhancements to the public realm and open spaces in the area (5) ,

although later consultation has shown disagreements with the public around the proposed open spaces and the characteristics of the new housing developments. (6)

Somers Town, which western area is included in the Euston Area Plan boundary, lies between Euston and St Pancras stations, north of Euston Road. It is home to ~10,937 residents across 4,226 households that are a mix of pre-1919 terrace, inter-war estates (e.g., Ossulston Estate built 1927–31), post-war council estates, and new-build developments, including some 20-storey towers. Around 70% of the housing is owned by the council. (14) The area is historically working class, with a strong sense of community, and a highly multicultural demographic profile. In recent times it has experienced some gentrification pressures from regeneration developments, but it has remained partially insulated due to the high concentration of public housing. (15) Independently of the Euston Area Plan, the London Borough of Camden is working with the local community to develop the Somers Town Community Investment Programme, which will set out proposals for targeted improvements to the Somers Town area and liaising with the Somers Town Neighbourhood Forum on their aspirations for the area. (5) Indices of Multiple Deprivation (2019) (4) data show that Somers Town has very high levels of income, employment, and living environment deprivation (The ward of St Pancras and Somers Town is ranked first in Camden in the IMD 2019). It has been reported that, while Somers Town would face less "extreme disruption" than some areas, it would still "be affected for longer," due to delayed station redevelopment (Phase B2) and overlapping projects (e.g., British Library, Camden Council developments). Similar concerns regarding noise and air pollution as in the other areas have been recorded. (11)

Amphill Square Estate is a Council estate developed in the 1960s and includes a mix of slab blocks and towers as well as Amphill Square open space. The estate has eight six-storey blocks and three 21-storey tower blocks (Gillfoot, Dalehead and Oxenholme) totalling 366 flats and maisonettes of which 240 units are in the towers). To the north of Amphill there is a terrace of Grade II listed residential properties and Greater London House that overlook Harrington Square Gardens, an historic London square. To the east of Harrington Square, terraced properties face onto the northern end of Eversholt Street. It sits just north-east of Euston Station, with its western boundary adjacent to the

mainline railway cutting heading into Euston. (5) As with Regent's Park Estate, it is primarily social and affordable housing owned and managed by Camden Council. Indices of Multiple Deprivation (2019) (4) data show that the Estate is in the top one-third most deprived areas in England, particularly in terms of income deprivation, employment, and education (among the top 10% most deprived areas), but ranks low in the crime and disorder rank. (7) The impact of the HS2 rail project has been lower than in the other estates as no homes have been demolished and only some non-disruptive utility works have taken place (16, 17), although due to the proximity of the works there has been substantial noise and air pollution impacts in the community. (18)

King's Cross⁴ ward is located to the south-east of Camden. It is bordered to the north by St Pancras and Somers Town ward; to the west by Bloomsbury ward; to the south by Holborn and Covent Garden ward; and to the east by the London Borough of Islington. (19) Its building stock spans from the early 1800s to the present that reflects its industrial heritage, Victorian urbanism, and successive waves of public housing and regeneration. The resident population is 11,462 residents across roughly 4,600–5,500 households with a mix-tenure landscape of private and public rent. (20) In the IMD 2019 data King's Cross is ranked the 5th most deprived ward in Camden and contains 3 LSOAs that fall within the 20% most deprived LSOAs in England. The most deprived LSOA in the ward is the 4th most deprived one in Camden and within the 13.9% most deprived LSOAs in England. The ward ranks low in barriers to housing, services, and living environment in particular. (4) The ward is directly adjacent to Euston Station works, experiencing ongoing HS2 infrastructure activity—pile-driving, station expansion, haul roads, utility works. Residents along the ward's southern edge (on York Way, Euston Road, along Caledonian Road) face noise and dust from the works but with lesser severity than in the Ampthill or Regent's Park estates. (11) Since 2004 the ward is undergoing its own development project, King's Cross Central, which has added ~2,000 homes, including affordable units, and has altered local housing mix significantly. (21)

⁴ This area was excluded from the final analysis due to a very low response rate and data limitations. See Section 3 for more methodological details.

1.3 How can regeneration be steered by local priorities?

The *Good Life Euston Index* is part of a long-term initiative to change how Camden Council and other stakeholders involved in redeveloping the Euston area think about and measure the outcomes and impacts of regeneration.

Regeneration outcomes are commonly measured in terms of the number of new housing units and jobs created, the square footage of commercial and public space, land value uplift, and ‘social value’ calculations especially when public investment is involved. These calculations, often guided by frameworks like HM Treasury’s Green Book (22), monetize the projected benefits such as energy savings, reduced utility bills, and improved health outcomes from new, energy-efficient housing. For example, the Home Builders Federation Watt a Save report (July 2023) (23), analysed energy performance data for both new and older properties and found that the energy bills for newly constructed homes are, on average, 55% cheaper. Similarly, a report commissioned by Camden Council estimates that delivering 40% affordable housing in the Euston area could generate annual health benefits worth approximately £190,000 once all homes are completed. (2)

‘Top-down’ metrics like these often fail to capture the lived experiences of residents or the complex social impacts of rapid urban change - especially in areas already facing inequality and disadvantage. The *Good Life Euston* initiative seeks to change this by:

- **Supporting residents** to design and carry out research about the lived experiences of local communities and to share this knowledge with Camden Council and other organisations involved in planning and delivering regeneration in Euston
- **Building partnerships** that will use this knowledge to influence regeneration planning and decision-making, specifically to create new ways of measuring what ‘good’ regeneration looks like

- **Developing a new *Index*** rooted in local priorities, which will establish a baseline of current conditions and experiences in Euston and track how this change over time (see Figure 1).

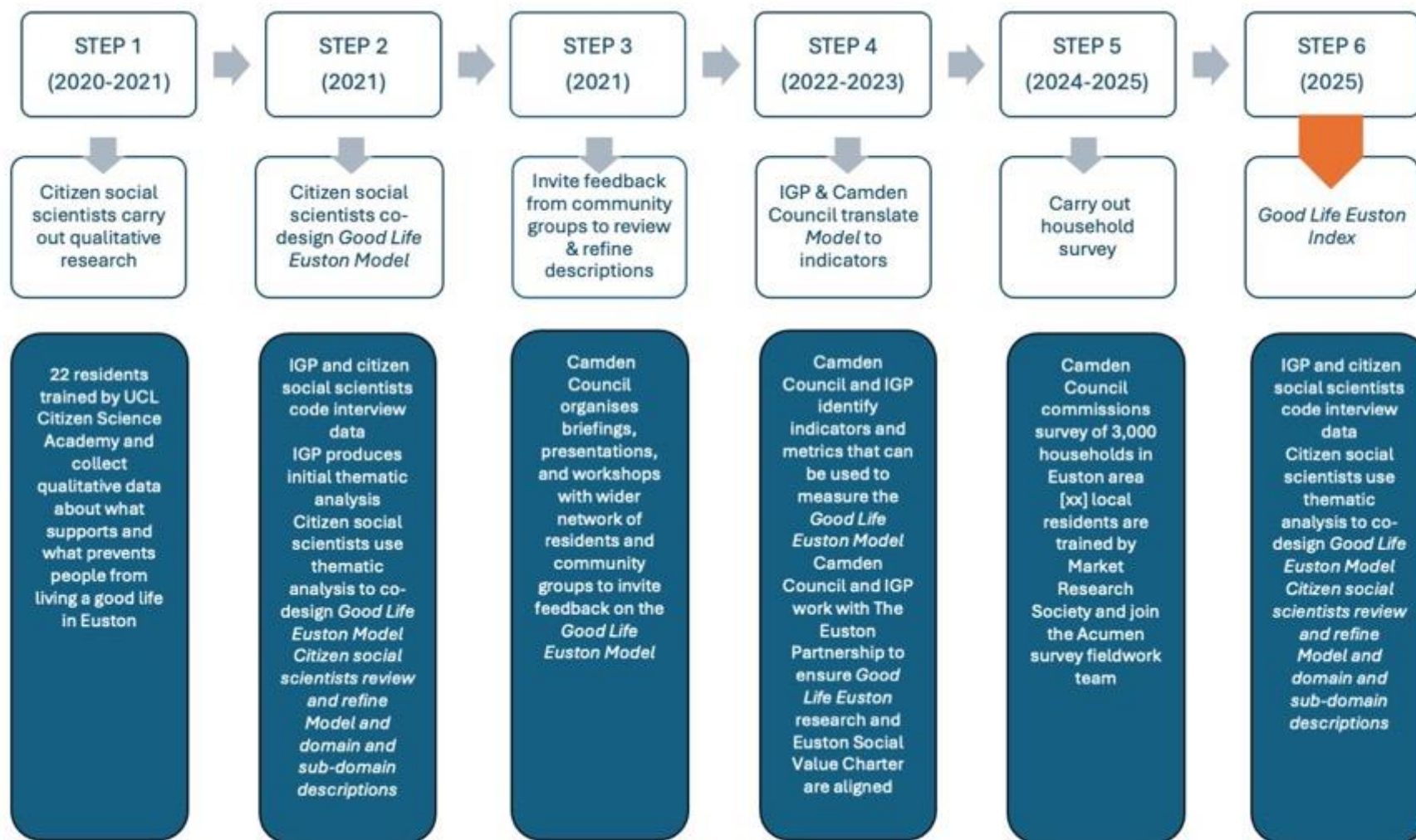


Figure 1. Good Life Euston research process

2. What is a ‘good life’ for Euston residents?

The *Good Life Euston Index* measures what residents have identified as the determinants of a good life and the most important outcomes for local communities from regeneration. This section describes the process of working with citizen social scientists to collect and analyse qualitative data about what supports and what prevents people in Euston from living well; and based on this research to co-design the *Good Life Euston Model*, a visual representation of what matters and what residents want to see as the outcomes of regeneration.

2.1 Citizen-led, community-based research: Who was involved?

Good Life Euston began in 2020 by employing two groups of residents from Somers Town and Regent’s Park Estate who were trained to work as ‘citizen social scientists’ by UCL’s Citizen Science Academy.

Citizen social science involves members of the public in producing research to inform policy, social action, and social science. It involves residents and academics working together to frame research questions, design research, identify participants, collect and analyse data, and produce new knowledge. In the case of the *Good Life Euston* project, 22 residents were employed part-time by Camden Giving and trained to work as citizen social scientists in their local areas by UCL’s Citizen Science Academy. The two teams included Young Euston Voices, a group of 11 young people (Figure 2), who were employed during the summer holidays in July and August 2020, and Euston Voices, a group of 11 adults who were employed for four months in 2020-2021 (Figure 3).

Camden Giving focused on recruiting a mix of people whose voices and experiences were less likely to be heard in regeneration planning, working closely with youth workers, community groups, and local networks to publicise the research and training opportunity. All the citizen social scientists were long-term Euston residents, living in Regent’s Park

Estate and Somers Town for at least several years, with a large number of the youth group having lived in Euston all their lives. Beyond being long-term residents, the group was highly diverse, including people of different ages, genders, ethnicities, backgrounds, and interests.⁵



Figure 2. Young Citizen Social Scientists from Young Euston Voices

⁵ Find out more about the experience of the citizen social scientists in [Camden Giving's summary report](#).



Figure 3. Citizen Social Scientists from the Good Life Euston project

2.2 Research training

UCL's Citizen Science Academy designed and delivered community-based, practice-led research training, which included:

- An introduction to social research and citizen social science
- Research ethics and fieldwork safety
- Informed consent and data management
- Qualitative research methods including photo-elicitation interviews, walking ethnography, creative mapping methods, and group discussions
- Methods of coding and analysing qualitative research data
- Communicating research findings to different audiences.

Training was intended to provide citizen social scientists with the practical skills to investigate what supports and what prevents people in the Euston area from living a good life in the context of long-term regeneration and transformation. Training focused on

encouraging the citizen social scientists to use creative methods and take on the role of storytellers about life in their local areas. 22 citizen social scientists were trained to conduct qualitative research in Somers Town and Regent's Park Estate. The citizen scientists had the opportunity to submit a portfolio of materials to be considered for UCL's new Citizen Science Certificate, recognising the skills and competencies they had acquired during the course (See Figure 4).

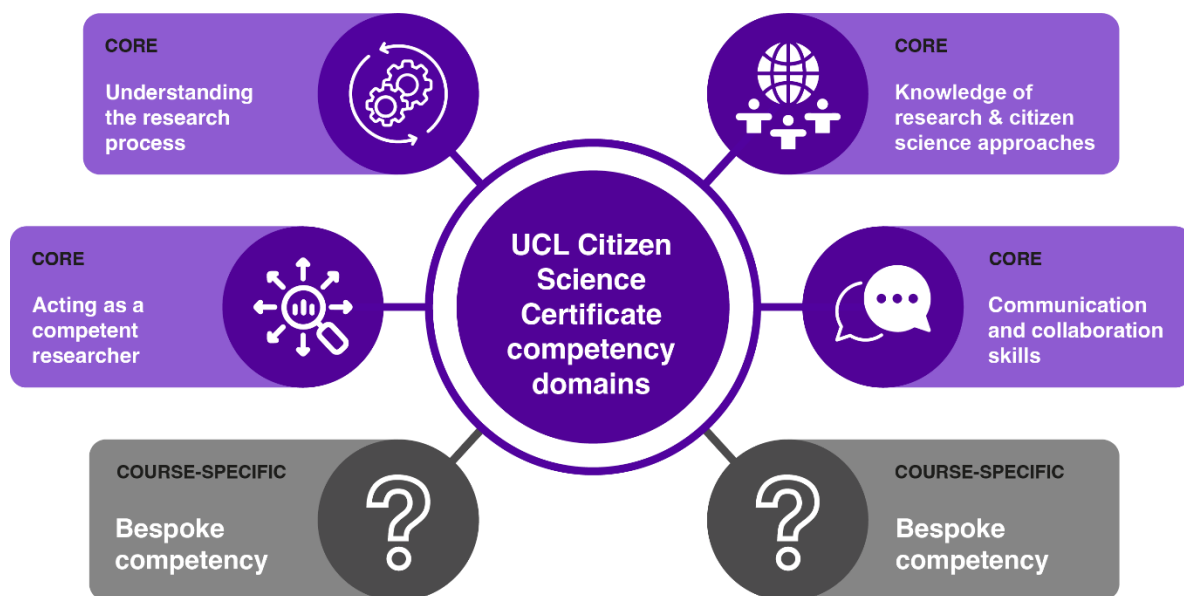


Figure 4. UCL Citizen Science Certificate Competency Domains

2.3 Qualitative data collection

Working with IGP researchers, citizen social scientists designed and carried out qualitative research investigating what it means to live a good life in the context of regeneration in the Euston area.

The two citizen social science teams (Young Euston Voices and Euston Voices) collected over 2,000 images during walking ethnographies in Somers Town and Regent's Park Estate. IGP researchers used these images as the starting point to interview citizen social scientists - a method known as photo-elicitation interviews - about the meaning of the good life, and the conditions that support or inhibit their chances to flourish. The citizen social scientists then used the images they had collected to interview other residents and facilitate group discussions exploring the same questions. In total, citizen social

scientists took part in 47 photo-elicitation interviews and group discussions focused on their own experiences and reflections and carried out a further 48 interviews and focus groups with long-term residents in the Euston area, including interviews with family, friends, neighbours, youth workers, local business owners, market traders, community groups, and community centres, among others.

In addition to photography, the citizen social scientists used a variety of creative methods to document their daily experiences and reflections on life in the Euston area (see Figures 5-7), including videos, sensory mapping of smells and noise, accounts of finding wildlife and nature in unexpected places, and identifying stories about the influence of role models and leaders in the community.

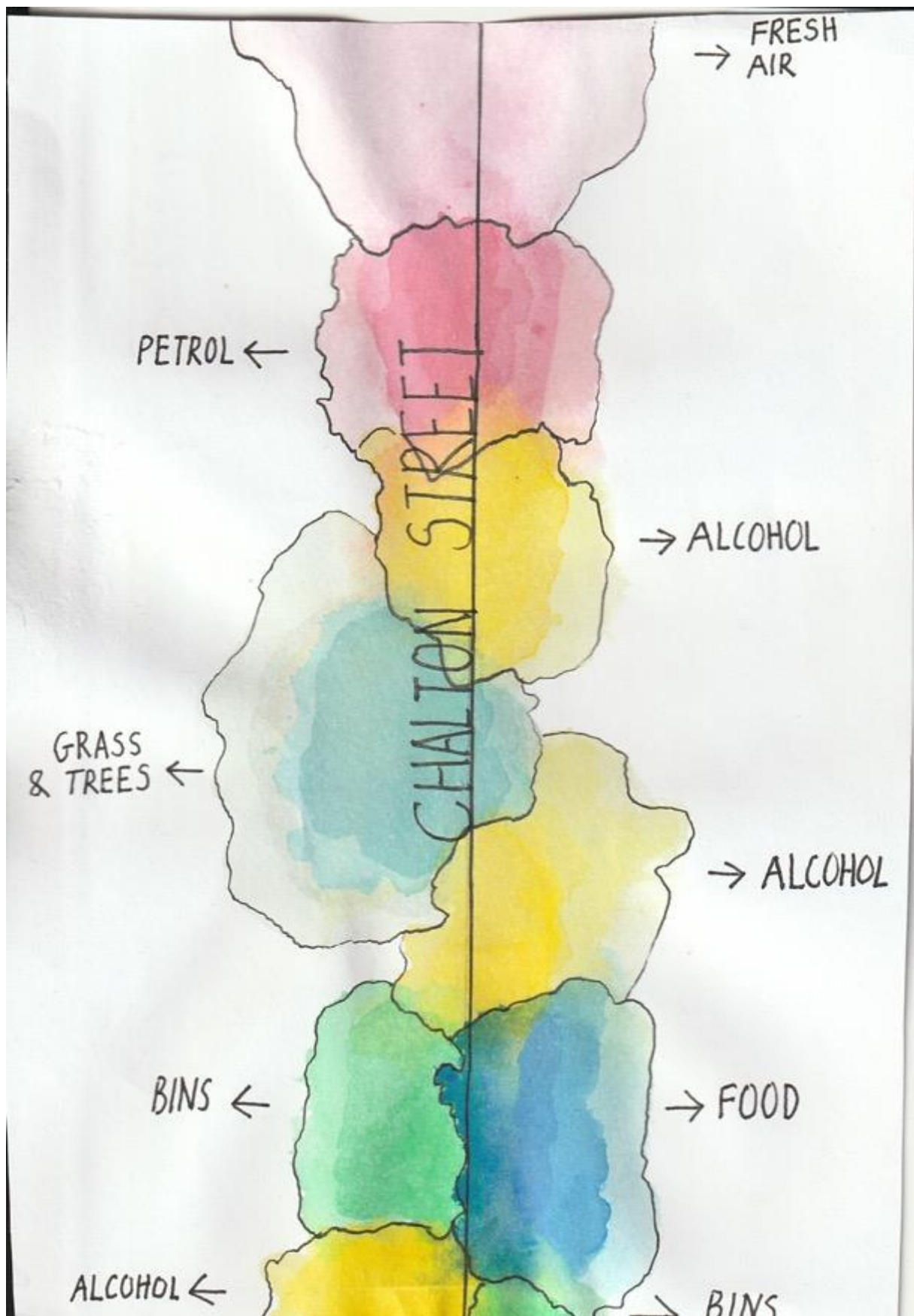


Figure 5. Smell map of Chalton Street by Sayra Begum



Figure 6. Maps of trash infected areas by Ivy Kepiro

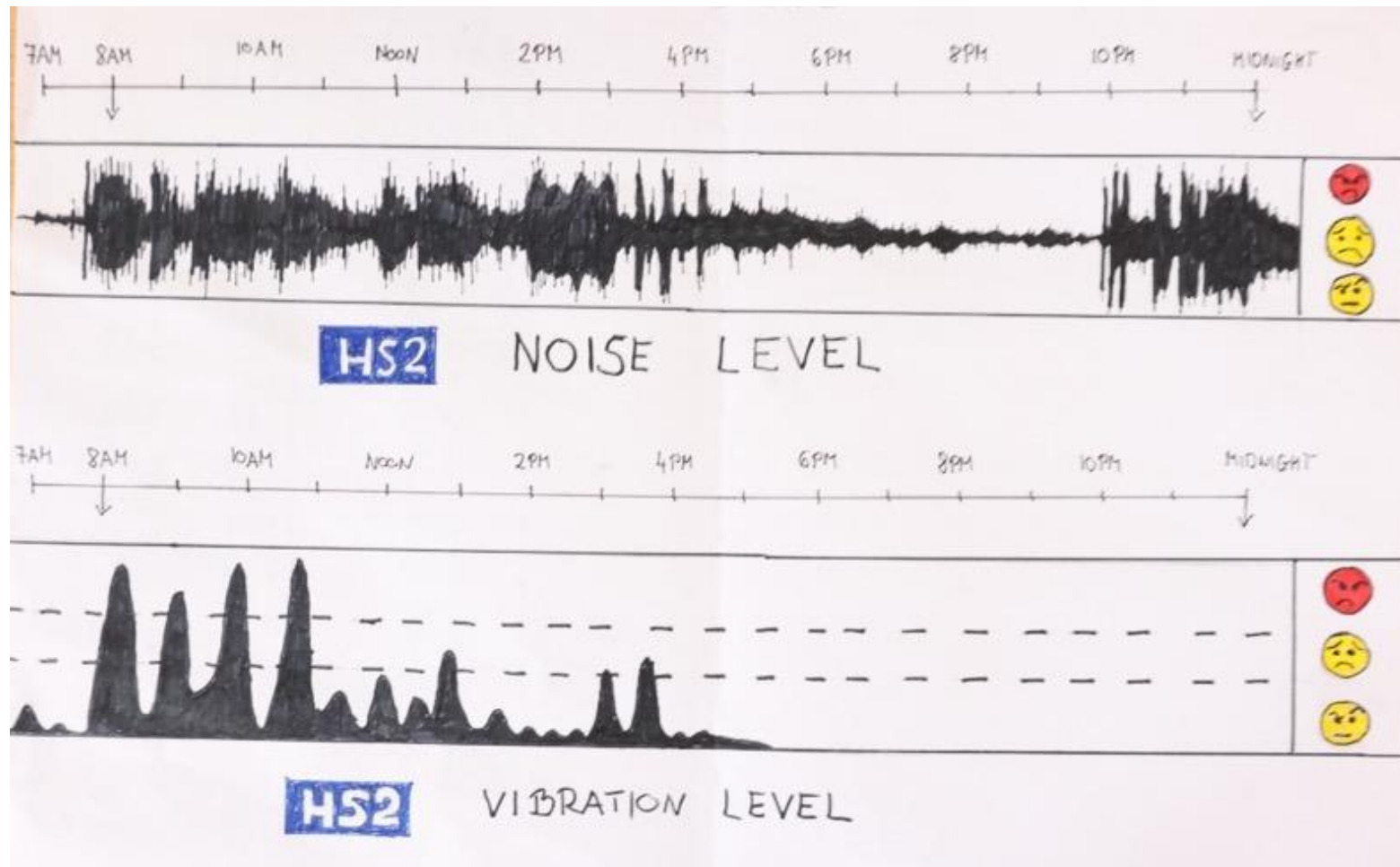


Figure 7. HS2 noise and vibration level graph by Ivy Kepiro

2.4 Identifying what supports a good life in Euston

The research identified a range of **individual, collective, and structural factors** that influence everyday life, opportunities to live well, feelings and hopes for the future.

Individual factors like:

- Personal safety
- A secure home and livelihood
- Physical and mental wellbeing
- Freedom of Expression and identity
- Independence and choice over decisions affecting future opportunities
- Opportunities to develop as a person
- Positive memories and a sense of belonging

Collective factors like:

- Being part of **a diverse community with a rich multi-cultural identity** that celebrates diversity and feels inclusive
- **Strong social connections** in the local area, including friends and family, youth workers, and community 'leaders' who are role models for young people
- Services like **genuinely affordable and well-maintained housing, health, education, and public transport**
- **Shared spaces** that feel **safe, clean, accessible, affordable, and welcoming** like streets, parks, open spaces, markets, community and cultural space, faith centres, sports and leisure facilities
- **Safe, affordable, and accessible spaces for young people**

Structural factors like:

- **An Inclusive Economy** with **fair access to services and opportunities** for local people and businesses, and mechanisms **to create and keep value in local communities**

- **Tackling inequalities** that limit the opportunities, life chances, safety, and health of some groups
- **Freedom from discrimination** linked to ethnicity, gender, and faith

The research identified important challenges affecting local communities that regeneration has the potential to address or intensify, depending on how spatial, social, and economic change is managed:

- **High levels of crime** and worries about personal safety
- **High levels of environmental and noise pollution** affecting everyday living conditions
- **Unaffordable housing and poor housing conditions**
- **Lack of affordable sport and leisure facilities and safe spaces** for young people
- **Worries about displacement and the loss of affordable spaces** and resources that are important to the community
- **Feeling that Euston is a place of ‘duality’ where inequalities** - in living conditions, personal development, career opportunities, personal safety, health, and wellbeing - **are evident every day and negatively impact on mental health**
- **Access to new employment, entrepreneurship and business opportunities** created by regeneration.

2.5 Co-designing the *Good Life Euston Model*

Over a two-week period in May 2021, citizen social scientists and IGP researchers participated in a series of interactive workshops discussing the research findings and co-designing a ‘conceptual model’ to represent the **key factors that contribute to a good life**. Figures 8, 9, and 10 show the development of ideas from sketches to a final graphic design of the *Good Life Euston Model* (Figure 11).



Figure 8. Initial sketches of the Good Life Euston model key factors

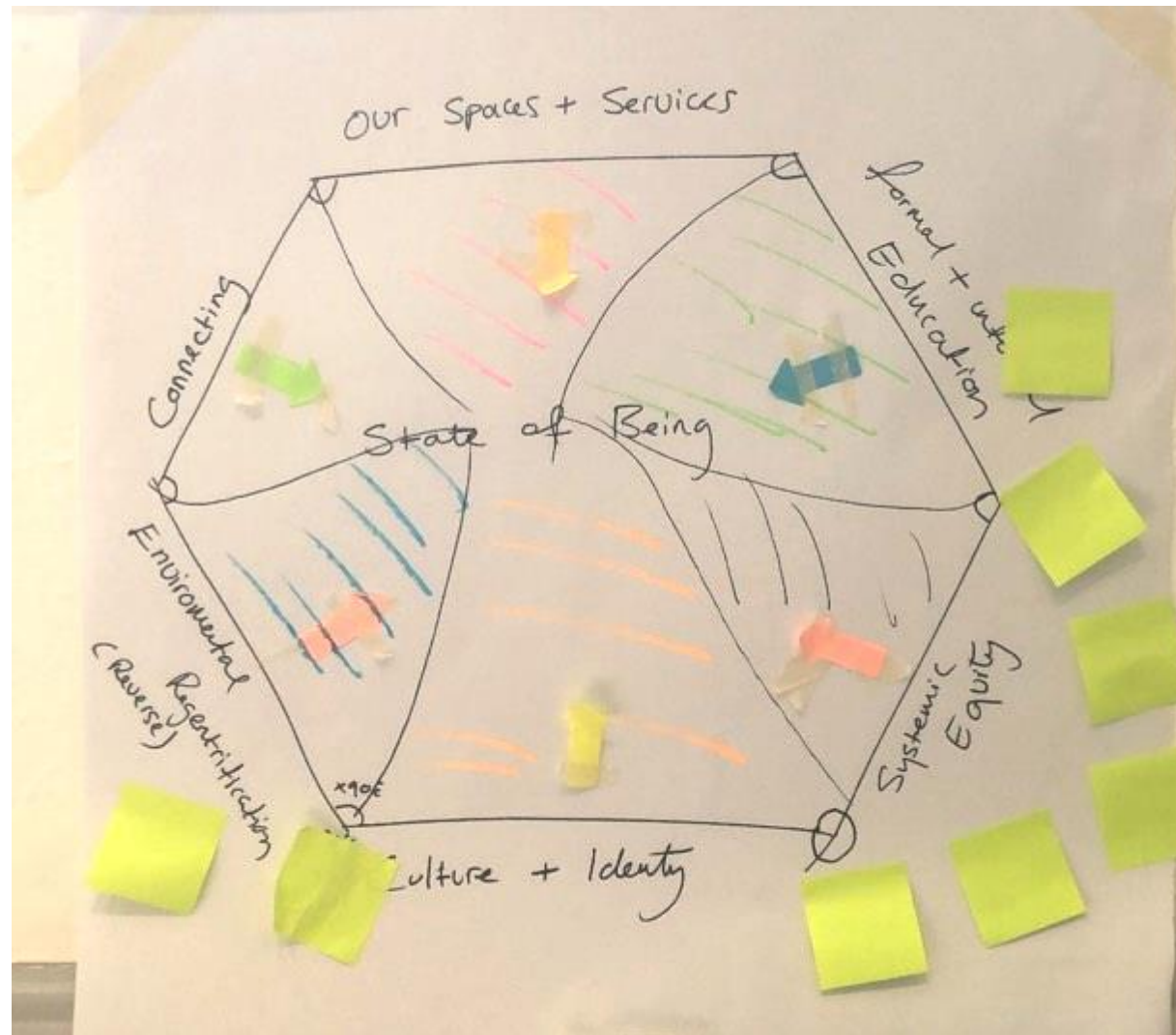


Figure 9. Sketches of the Good Life Euston model graphic



Figure 10. Sketches of the Good Life Euston model graphic with the participating citizen social scientists

Good Life Euston Domains and Sub-domains

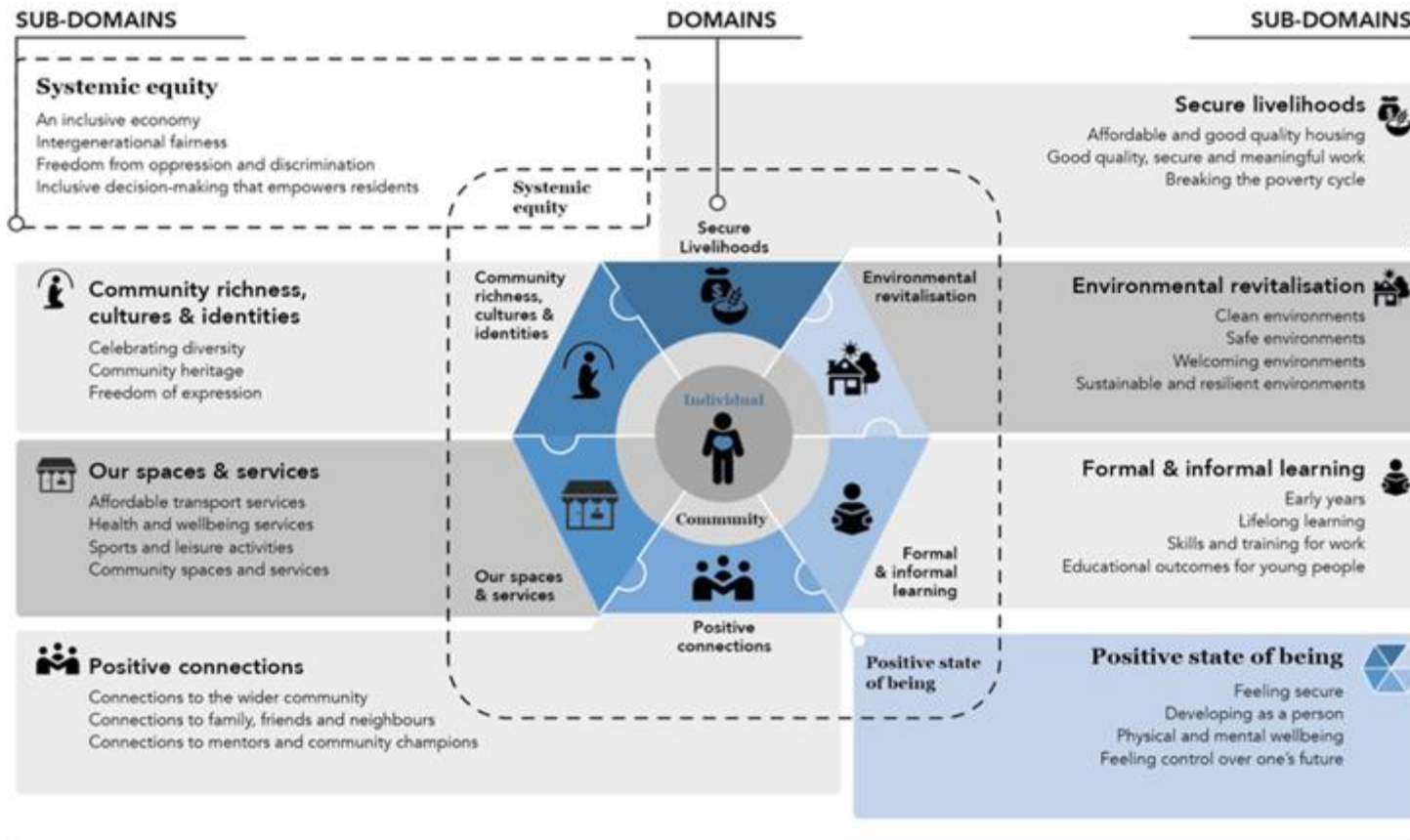


Figure 11. Good Life Euston Index Model

As well as designing a visual framework, the citizen social scientists produced definitions of each domain and subdomain in the *Good Life Euston Model* (see Appendix C), which were then translated by IGP researchers into indicators, metrics, and survey questions.

3. *Good Life Euston Index*: Survey sampling

The *Good Life Euston Index* is based on a new survey of 3,257 households in the Euston area collected between September 2024 and March 2025. This section describes the approach to survey sampling.

As the goal of the *Index* is to understand the hyper-local impacts and outcomes of regeneration, the local areas in the study were divided into sub-areas. Each sub-area is a Lower Super Output Area, a small geographic unit in the UK, made up of 400 to 1,200 households and a population of 1,000 to 3,000 people. (24)

The household survey was conducted across 13 LSOAs (Figure 12), with 12 LSOAs meeting the statistical thresholds required for inclusion in the final analysis. Sampling was designed to achieve representativeness, ensuring a 95% confidence level and a $\pm 5\%$ margin of error per LSOA.

Table 1 below summarises these sampling targets against the responses achieved during fieldwork. The 13 LSOAs contain between 536 and 897 households each, with a total of 8,784 households across all areas. Target sample sizes were calculated to provide a statistical representative sample, with target samples ranging from 224 to 269 households per LSOA, with an overall target of 3,172 responses.

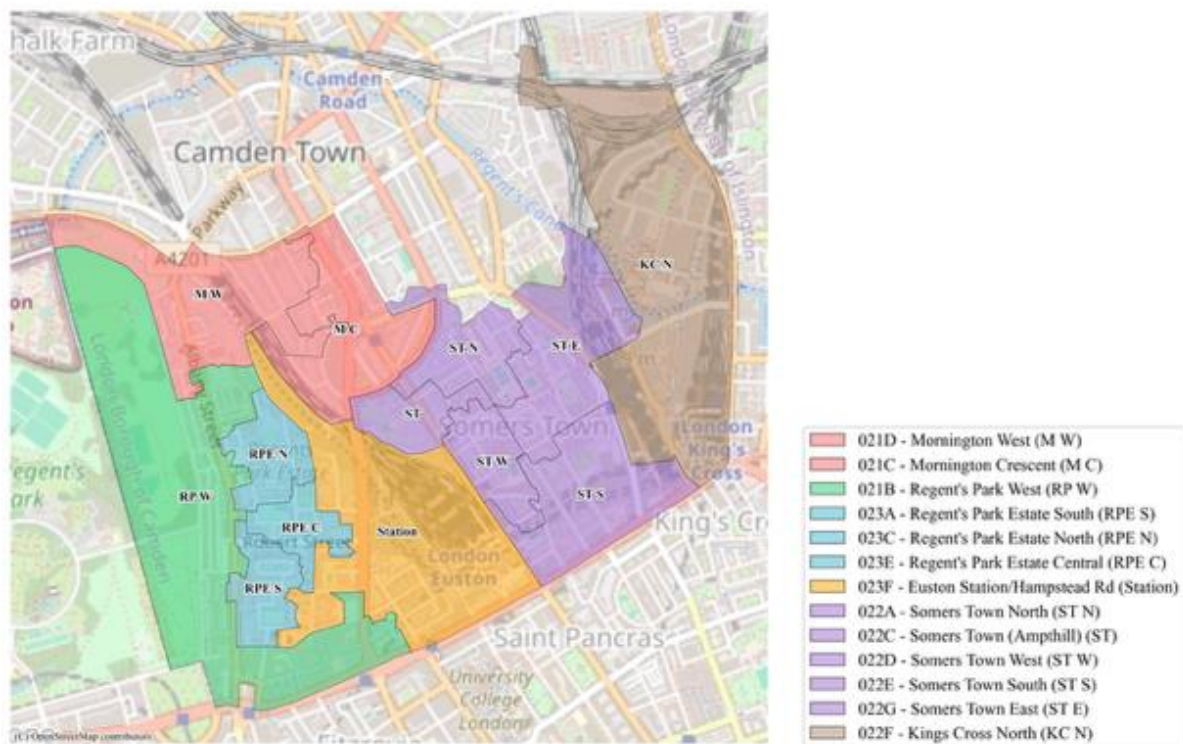


Figure 12. Study Area Map

In cases where response rates slightly deviated from the targeted samples, design weights have been calculated and applied to ensure that findings accurately reflect the local populations. This ensures balanced representation and comparability of results across the various LSOAs.

Three subdomains from the *Good Life Euston Model* are not included in this iteration of the Index. *Intergenerational Fairness* (from the Systemic Equity domain) and *Connections to Mentors and Community Champions* (from the Positive Connections domain) were not captured through the quantitative survey as these concepts are better explored through qualitative research methods and will be examined in future phases of the research. *Skills and Training for Work* (from the Formal and Informal Learning domain) was excluded due to substantial overlap with the *Good Quality, Secure and Meaningful Work* subdomain in the Secure Livelihoods domain. As a result, domain scores for Systemic Equity are calculated from three subdomains (rather than four), Formal and Informal Learning from three subdomains (rather than four), and Positive Connections from two subdomains (rather than three). The complete conceptual model including all intended domains and subdomains is provided in Appendix C.

It is important to note that Camden 022F achieved only 91 responses, falling significantly below the statistical threshold required for robust analysis (95% confidence level with a $\pm 5\%$ margin of error). To maintain analytical integrity, Camden 022F has been excluded from all *Index* calculations and comparative analysis. This exclusion reduces the study area from 13 LSOAs to 12 LSOAs for all subsequent analysis and results presented in this report. Further methodological details, including the sampling calculations, statistical assumptions, weighting procedures, and fieldwork organization, are fully described in the comprehensive methodology paper. (24, 25)

Table 1. Sampling summary per LSOA

LSOA Name and Number	Households⁶	Target Sample	Achieved Responses
Euston Station and Hampstead Road (Camden 023F)	897	269	271
Regent's Park West (Camden 021B)	687	247	313
Regent's Park Estate South – Clarence and Munster Square (Camden 023A)	566	229	246
Regent's Park Estate North – Augustus and Redhill Street (Camden 023C)	694	248	265
Regent's Park Estate Central - Robert Street and Cumberland Market (Camden 023E)	562	228	245
Mornington Crescent (Camden 021C)	816	261	280
Mornington West (Camden 021D)	745	254	272
Somers Town North – Regent (Camden 022A)	657	243	260
Somers Town – Ampthill (Camden 022C)	649	242	260
Somers Town West – Polygon/Phoenix (Camden 022D)	536	224	242
Somers Town South – Ossulton/Chalton St (Camden 022E)	604	235	254
Somers Town East – St Pancras/Edith Neville (Camden 022G)	637	240	258
King's Cross North – St Pancras Square/Granary Square (Camden 022F)	734	252	91
Total	8784	3172	3257

⁶ ONS, Census 2021

4. *Good Life Euston Survey*: Demographic overview

The survey captured a comprehensive demographic profile of Euston's population, revealing a diverse community across age groups, ethnicities, and socio-economic backgrounds. This diversity provides crucial context for understanding local needs. This section describes the demographic profile of the 3,257 surveyed households.

A key finding is the exceptional residential stability in Euston. Survey respondents have lived in their area for an average of 16 years, with half arriving before 2013. This level of settled community stands in marked contrast to broader residential patterns within the capital. For context, the official English Housing Survey 2023-24 data for England reveals significant differences in residential stability by tenure. While owner-occupiers live in their current home for an average of 17.2 years, those who own outright stay for even longer, averaging 23.8 years. Owner-occupiers buying with a mortgage average 9.3 years. In the social rented sector, tenants stay for an average of 12.0 years, with local authority tenants showing particular stability at 13.5 years. In sharp contrast, the private rented sector experiences much faster turnover, with private renters across England staying in one place for just 4.6 years on average. (26) This highlights that Euston's 16-year average significantly exceeds the mobility seen in much of the London housing market, particularly within its large private rented sector.

4.1 Gender and ethnicity

The survey achieved balanced gender representation overall, with 52.9% female and 47.1% male respondents. The average age was 45.8 years (median 44), significantly higher than the borough's average of 35. (27) Closer analysis reveals variations: women outnumber men in the 31-40 age bracket, while representation becomes more balanced in the 61-80 age groups.

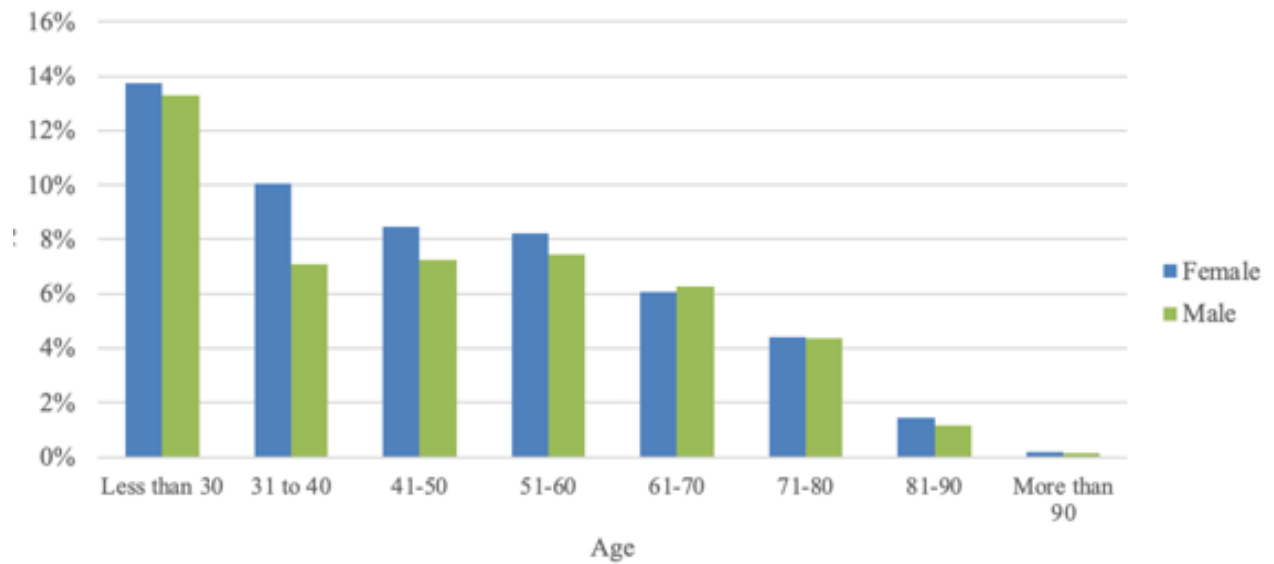


Figure 13. Age distribution of respondents by gender

Euston has an ethnically diverse population: White residents comprise the largest group (46.4%), followed by Asian residents (28.9%) and Black residents (14.1%). People from Mixed and Other ethnic backgrounds account for the remaining 10.6% (see Figure 14). The maps (Figure 14) illustrate how some ethnic groups are spatially clustered, with Mornington West (Camden 021D) having a predominantly White population, Euston Station and Hampstead Road (Camden 023F) and Somers Town South (Camden 022E) having higher Asian populations, and Somers Town Ampthill (Camden 022C) and Somers Town West (Camden 022D) having a higher Black population.

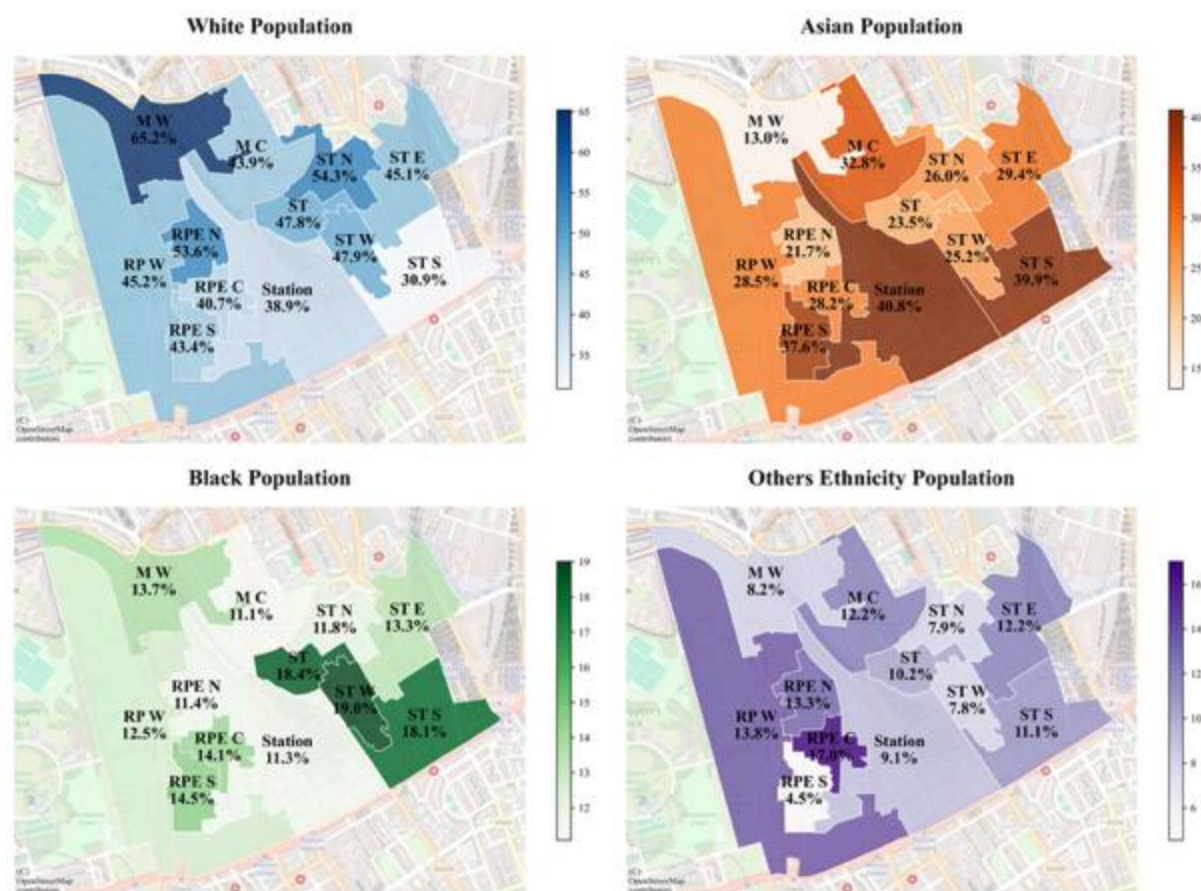


Figure 14. Ethnic profile of respondents

4.2 Educational attainment

There is a significant variation in educational attainment in different parts of Euston (Figure 15). Half of residents (50.1%) hold university degrees or higher qualifications, compared to 57% in the Borough as a whole. (27) These include bachelor's degrees (27.4%), master's degrees (17.2%), postgraduate certificates or diplomas (3.9%), and PhDs (1.6%). Another 18.8% have post-secondary education below degree level, either academic qualifications (9.3%) or vocational training (9.5%).

Nearly one in five Euston residents (19.6%) hold only GCSE-level qualifications, while a further 11.6% have either only primary education (5.9%) or no formal qualifications (5.7%). Taken together, nearly one-third of residents (31.2%) have GCSE-level qualifications or below. This is almost three times higher than the Camden average, where just 10.5% of residents have qualifications below Level 2 (including 6.4% with no

formal qualifications⁷). Overall, half of Euston's population lack degree-level credentials, leaving many residents at a disadvantage in London's increasingly knowledge-driven economy.

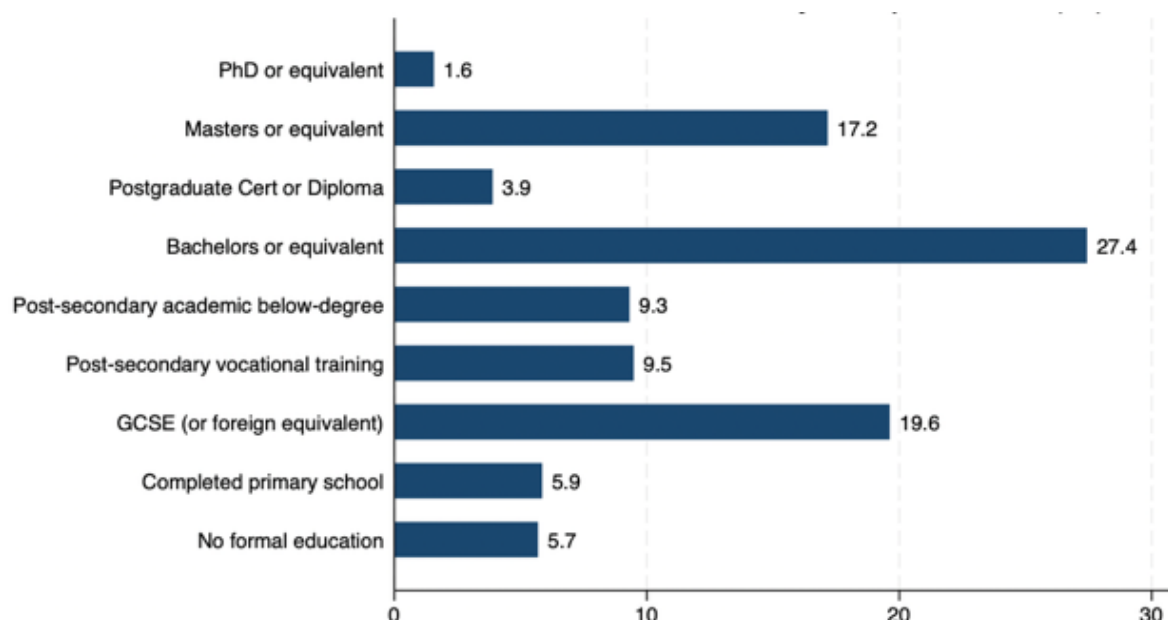


Figure 15: Educational attainment levels among residents

Euston has a substantial student population, which complicates the picture of local qualifications. Students account for more than 30% of residents in the Euston Station and Hampstead Road area (Camden 023F), reflecting both the proximity to universities and the concentration of student housing. In four other areas, they make up around 20% of the population: Mornington Crescent (Camden 021C), Regent's Park Estate Central (Camden 023E), Regent's Park Estate South (Camden 023A), and Regent's Park West (Camden 021B).

4.3 Economic and employment conditions

Economic activity patterns in Euston are complex (Figure 16). At the time of the survey, 41.1% of residents were in employment and 11.4% unemployed. These figures contrast

⁷ Level 2 qualifications include 5 or more GCSEs at grades A*-C (or 9-4 in the new grading system), O levels (passes), CSEs (grade 1), or equivalent qualifications. Those "below Level 2" have fewer than 5 GCSEs at good grades, primary education only, or no formal qualifications. Source: Office for National Statistics (ONS), Annual Population Survey, Jan 2024-Dec 2024. Labour Market Profile for Camden.

sharply with broader employment patterns in Camden Borough (71.5%) and London (74.6%), while unemployment rates are more than double those seen across Camden (4.9%) and London overall (5.0%). This indicates significant local economic challenges that diverge from wider regional trends. (28) Beyond those in employment (41.1%) and those unemployed (11.4%), the remaining population includes: retired residents (16.6%); students (16.7%); and those economically inactive due to long-term illness, disability, or caring responsibilities (11%).

While unemployment averages 11.4% across the Euston area, there are significant variations between the 12 LSOAs. Unemployment is spatially concentrated in three areas where between 17% and almost 20% of the population are unable to find work (Figure 18): Mornington West (Camden 021D) at nearly 20%, Regent's Park Estate South (Camden 023A) at 19%, and Somers Town West (Camden 022D) at 17.1%. By comparison, Somers Town East (Camden 022G) and Regent's Park Estate North (Camden 023C) report unemployment rates of 4.4% and 4.6%, respectively.

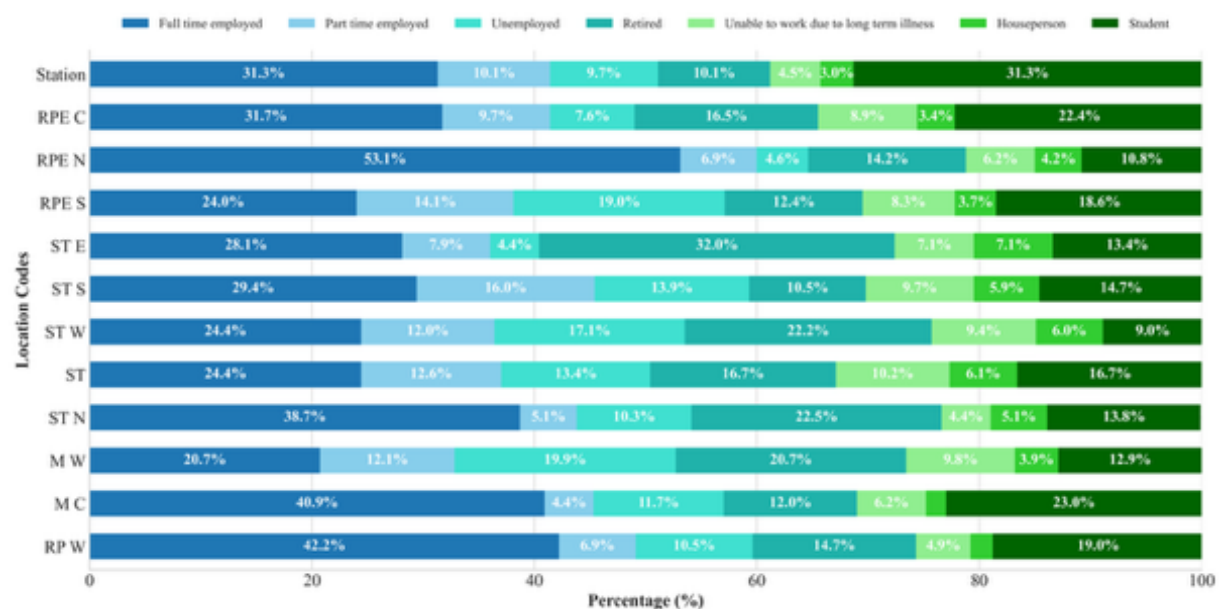


Figure 16. Economic Activity Distributions of respondents by LSOA

Some areas exhibit relatively high levels of employment, while others face significant joblessness or disengagement from the labour market. The spatial concentration of

these patterns indicates that economic exclusion is unevenly distributed, creating distinct local geographies of opportunity and disadvantage.

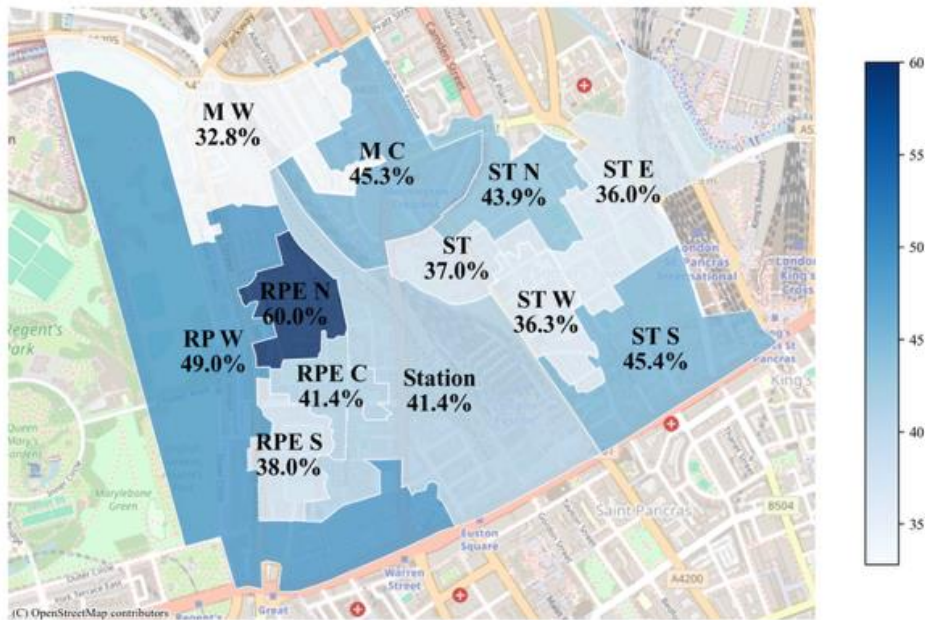


Figure 17. Share of employed respondents by LSOA

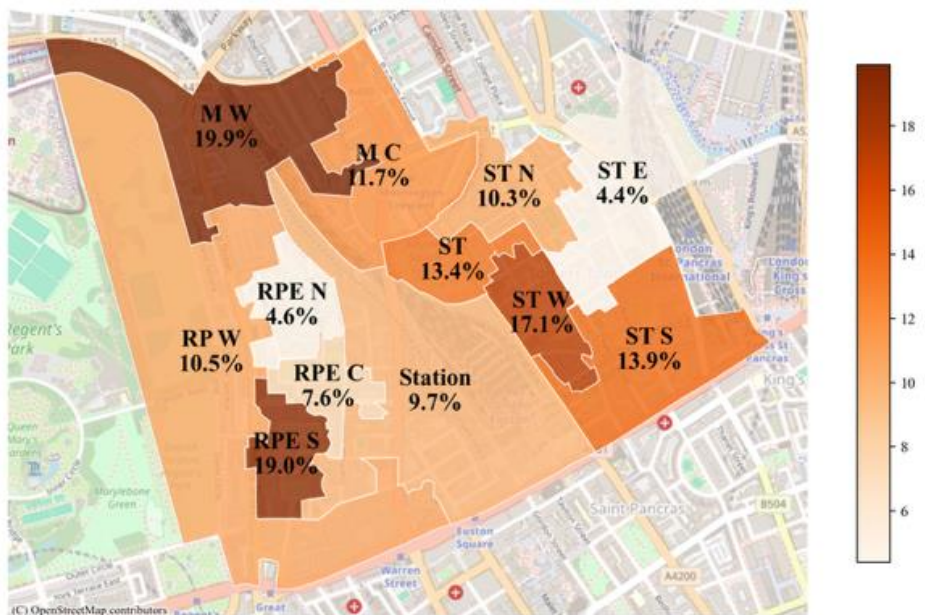


Figure 18. Share of unemployed respondents by LSOA

4.4 Student and retired populations

Euston has a significant student population reflecting its proximity to universities and prevalence of student accommodation (Figure 19).

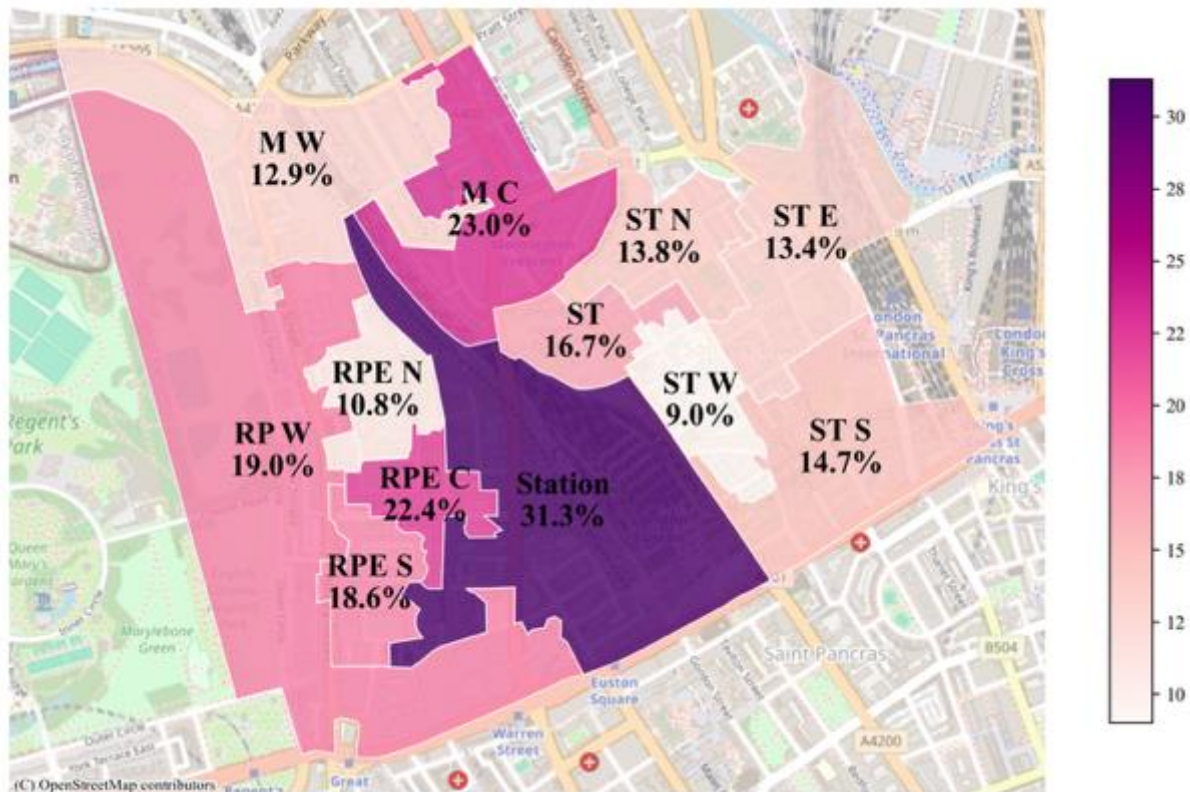


Figure 19. Student population share by LSOA

At the other end of the spectrum, Somers Town East (Camden 022G) has the highest concentration of retired residents at 32%, with Somers Town North (Camden 022A), Somers Town West (Camden 022D) and Mornington West (Camden 021D) each housing just over 20% retirees (Figure 20). Ageing populations have specific needs including increased demand for health services, need for accessible public spaces, and potential isolation requiring community support programmes.

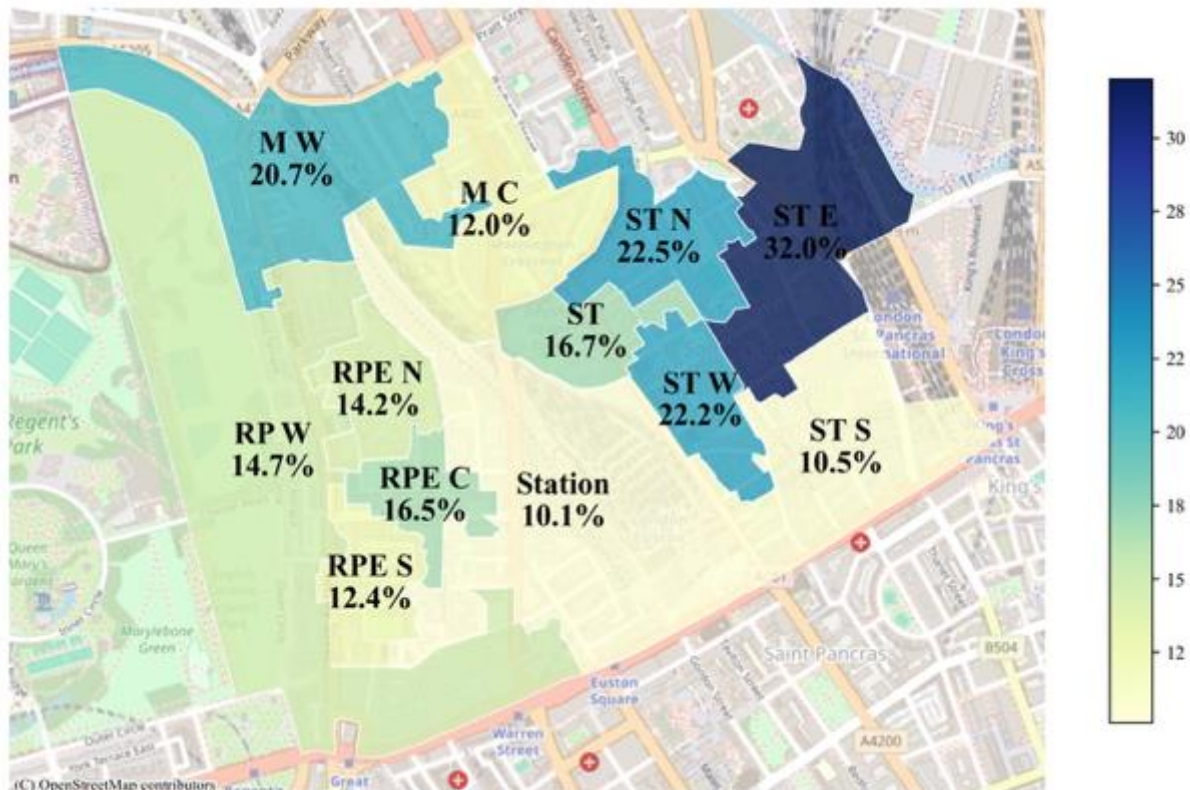


Figure 20. Retired population share by LSOA

4.5 Income patterns

With a mean income⁸ of £21,416 and median of £17,400 survey data indicate that half of Euston's residents survive on less than £335 per week. This starkly contrasts with the UK's median disposable income of £31,602 for the financial year ending March 2024. (29)

Analysis shows spatial concentrations of poverty; in Mornington Crescent (Camden 021C), Mornington West (Camden 021D), and Somers Town Amphill (Camden 022C) where more than half of the residents report either no income or earnings below £6,600 annually, a level of deprivation that threatens basic living standards.

⁸A two-stage imputation is used to overcome the high non-response rate for income patterns and is explained in the accompanying methodological note (Chipperfield & Zhang, 2025; Manzari & Reale, 2001; ONS 2022).

Euston's figures underscore severe income inequality within the Borough of Camden, where 42% of residents lived below 60% of the UK median income after housing costs in 2023/24. (33) This disparity is driven by demographics showing a high proportion of economically inactive residents - including many students and retired individuals -in Euston, directly impacting household income levels (see Figure 16).

However, these figures must be interpreted carefully, given that 16.7% of the population in Euston are students who typically report little or no income. High "no income" rates in Somers Town East (Camden 022G) and the Euston Station/Hampstead Road area (Camden 023F) largely reflect the concentration of inactive populations in these local areas. In contrast, Regent's Park Estate North and Central (Camden 023C and Camden 023E) show more balanced income distributions with representation across all earning levels.

Figure 21 illustrates the individual-level education-income analysis: university-educated residents dominate the higher income brackets (£30,000+), while those with primary education or no formal qualifications are in the lowest income bands.

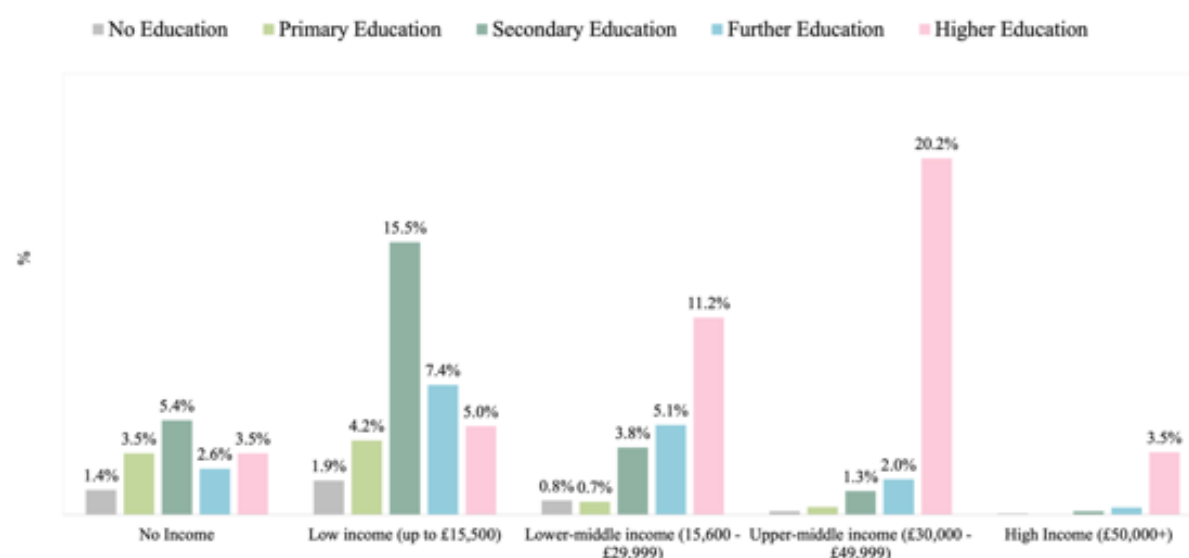


Figure 21. Individual-Level Income Distribution by Education

Gender and ethnicity are important factors in determining income, which indicates an intersectional approach to measuring regeneration impacts and outcomes is important.

Women are overrepresented among those with no income and underrepresented in higher earnings brackets. White British residents tend to concentrate in the middle- and upper-income bands, while Bangladeshi and African residents cluster overwhelmingly in the lowest income categories. Some groups, notably Chinese residents, show polarised patterns with representation at both extremes, highlighting that ethnicity intersects with other factors like education and migration status to shape economic outcomes.

4.6 Housing and residential stability

The tenure profile of survey respondents shows an area dependent on social housing, with 63.5% of residents living in council or housing association properties (nearly double Camden's borough average of 34%), 27% renting privately, and fewer than 10% owning their homes.

Residential stability emerges as a defining characteristic of the Euston area despite a large student population. The average length of residence in the Euston area is 16-years, and approximately 35% of residents have lived in Euston their entire lives.

Most residents (84.3%) have no intention of leaving their neighbourhood in the coming year; only 6.92% plan to relocate, and 8.75% remain undecided. This high retention rate is supported by qualitative research that highlights strong community cohesion, identity, and a multi-generational sense of belonging deeply rooted in place. While direct London comparison data on neighbourhood staying intentions is limited, Euston's high retention rate exceeds broader London mobility patterns, where approximately one-third of residents have expressed desires to move to new homes. (34)

With over 60% of residents living in social housing and significant retired populations in several areas, many people may lack realistic housing alternatives. Social housing tenants face severe shortages of alternative accommodation across London, while older residents on fixed incomes cannot afford market housing. What appears to be stability may indicate limited housing options rather than a voluntary decision to stay.

Among the minority planning to relocate the main reasons vary (Figure 22), 27% cite homes that are too small for their needs, 22% cannot afford their current accommodation, and 11% report feeling unsafe in their area.

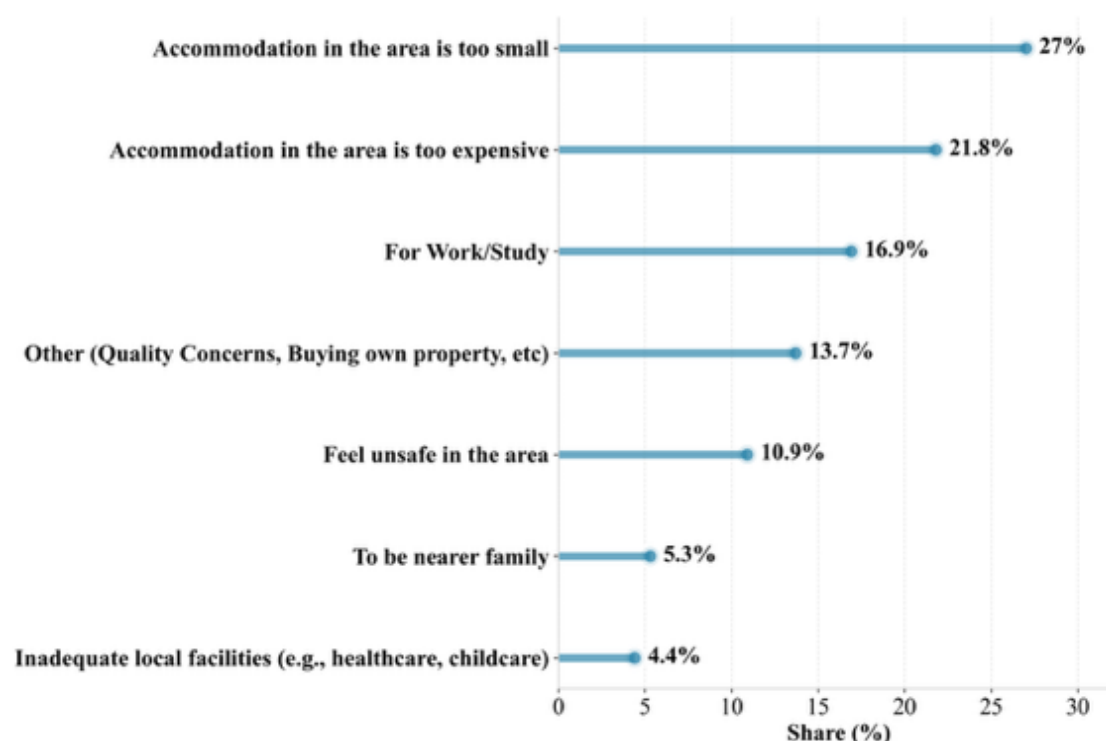


Figure 22. Resident Mobility Intentions

4.7 Housing conditions

Survey data show housing tenure is a significant factor in satisfaction with housing conditions. Over a quarter of social housing tenants (27.6%) report dissatisfaction with their accommodation, double the rate among private renters (13%), and triple that of homeowners (9%).

One in five residents (20%) experiences at least one housing defect, with 15% facing multiple issues simultaneously. Reported housing problems include structural issues (21.5%); humidity and mould (15.6%)—a health issue given the established links to respiratory illness; noise (14.7%); plumbing failures (13.9%); poor heating (12.1%); overcrowding (9.2%), inadequate maintenance (5.8%), pest infestations (4.1%), and antisocial behaviour (3%).

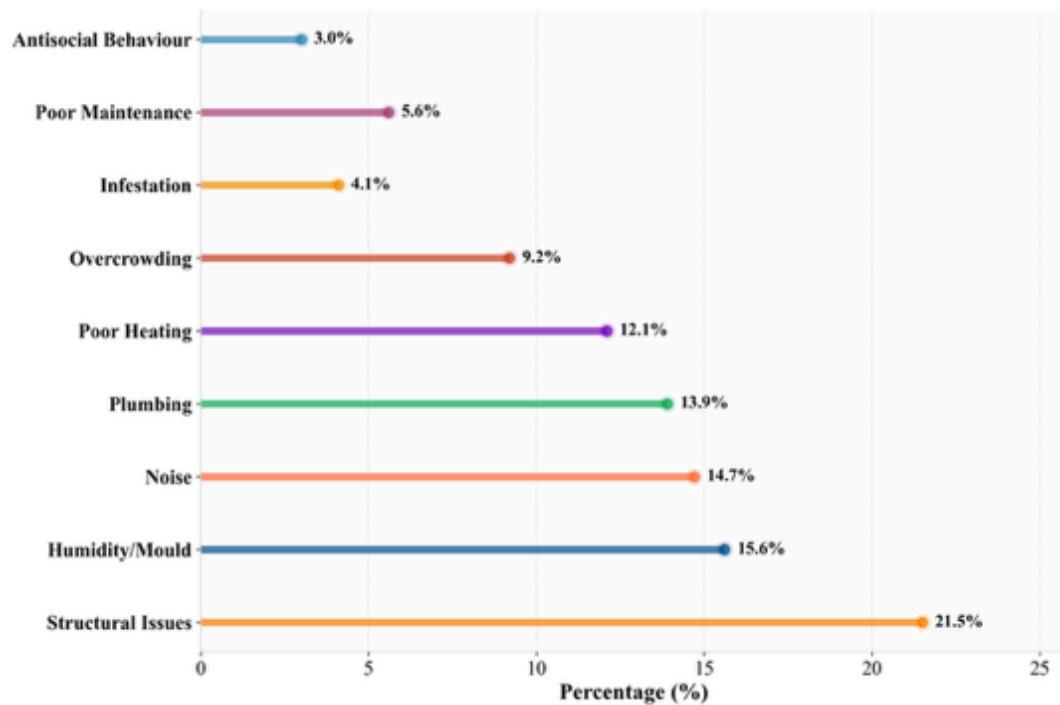


Figure 23. Share of housing issues reported

While social housing comprises 63.5% of residents, it generates 86% of all housing complaints. Overall, 95% of problems stem from rental properties, highlighting the vulnerability of tenants who lack control over their living conditions. Social housing accounts for 92% of all structural and heating problems reported which may impact residents' living conditions and wellbeing (Figure 24).

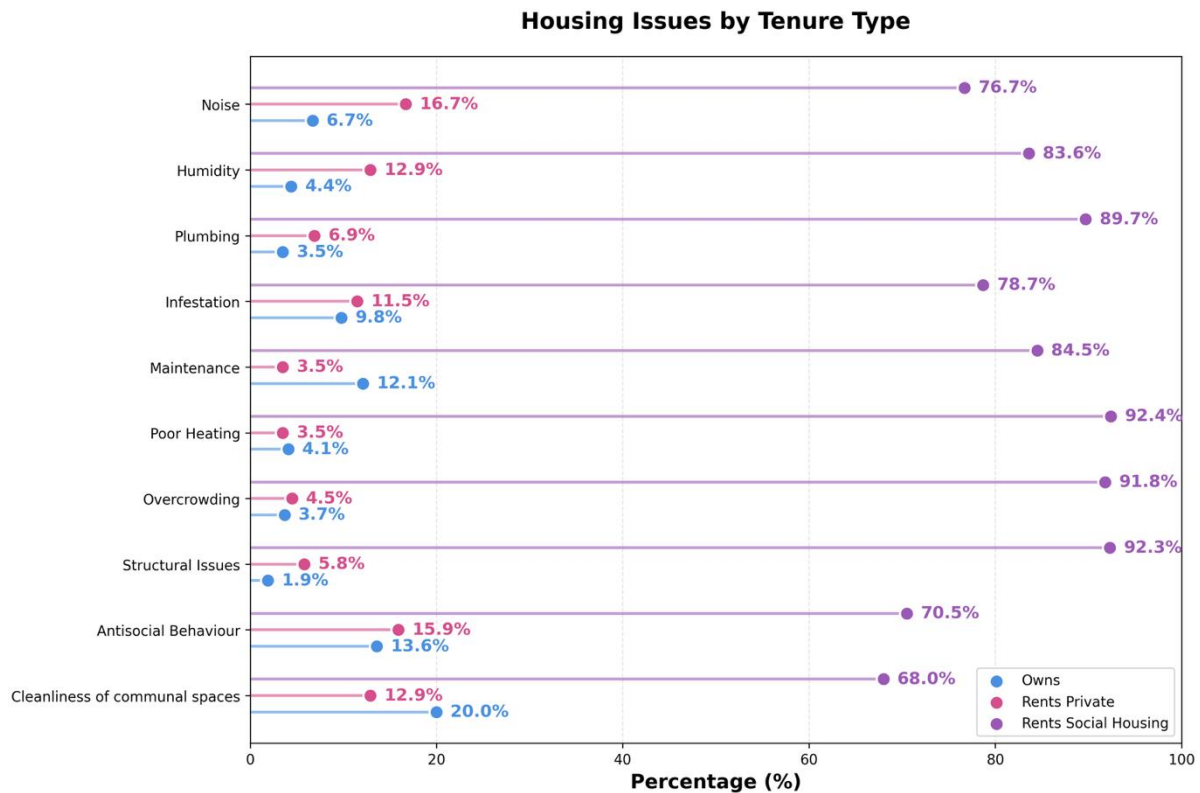


Figure 24. Distribution of Housing Issues by Type of Housing Tenure

Different tenure types face distinct challenges. Private rentals struggle with noise and antisocial behaviour, pointing to social rather than physical issues. The small number of homeowners in the Euston area report issues with communal areas and antisocial behaviour, reflecting their lack of control over shared spaces rather than their properties.

Housing problems are spatially concentrated (Figures 25 & 26). Somers Town and Ampthill have the highest absolute numbers and proportions of residents reporting housing problems. These spatial patterns are likely shaped by a combination of factors, such as housing tenure mix, property conditions, and localised maintenance challenges in certain areas.

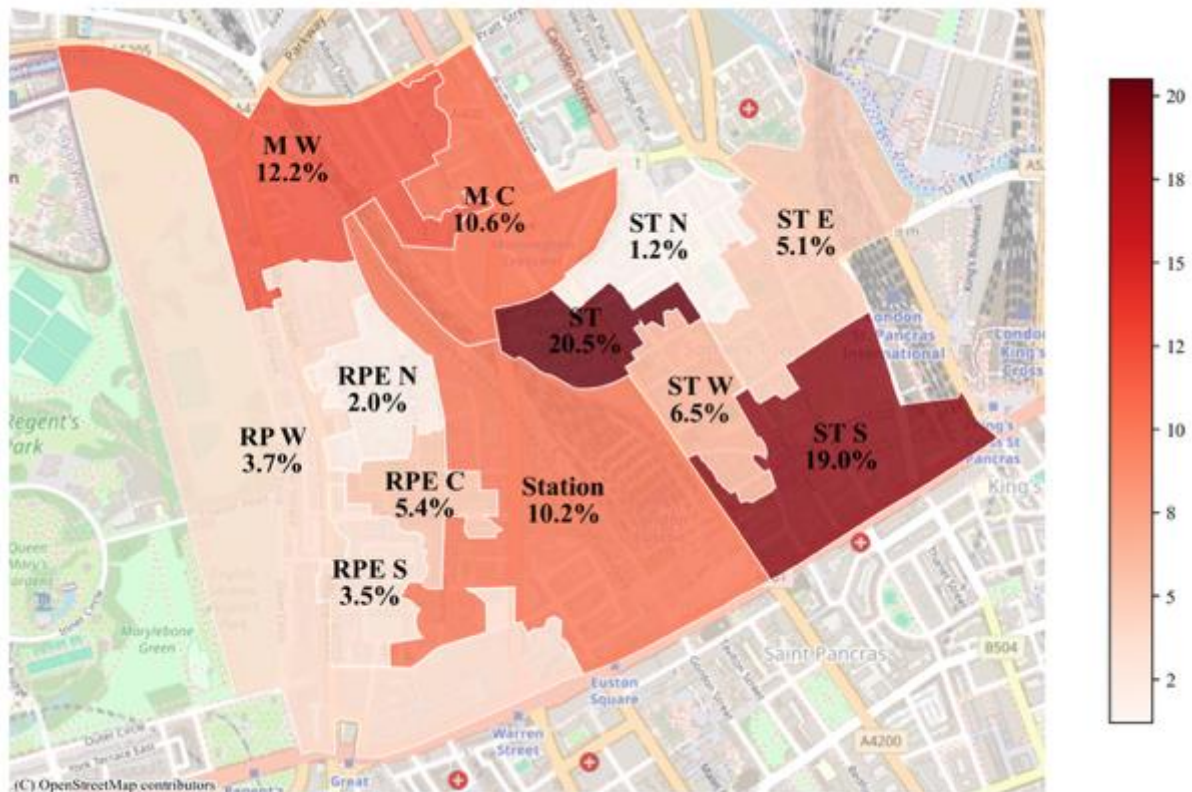


Figure 25. Reported housing issues by LSOA

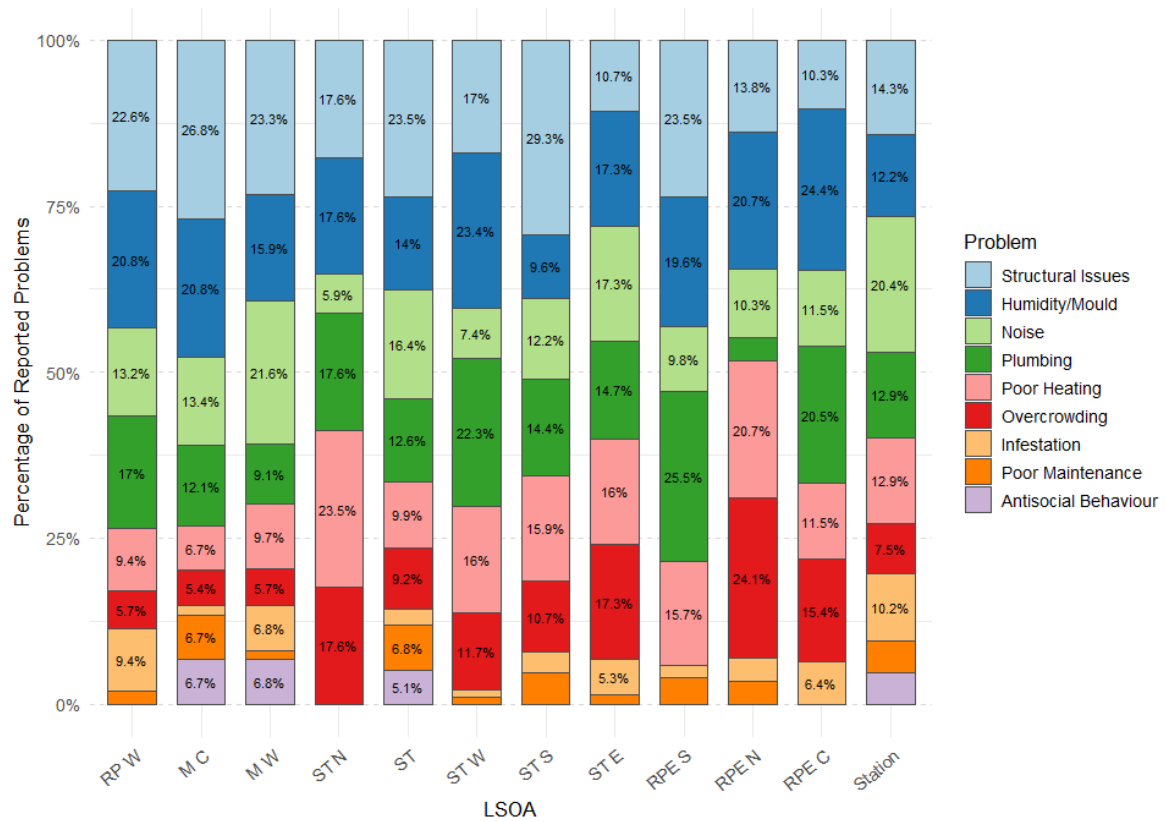


Figure 26. Type of reported housing issues by LSOA

5 *Good Life Euston Index Analysis*

The *Good Life Euston Index* brings together all survey findings into a comprehensive measure that provides a ‘score’ for each domain and subdomain on a scale of 0 to 10 (lowest and highest). In this section we first examine how *Index* scores vary between local areas, then explore differences across specific domains and subdomains, and lastly look at how experiences vary between population groups.

The *Good Life Euston Index* ‘scores’ each LSOA in the study for each subdomain and provides an overall average of the 12 LSOAs. The *Index* has eight domains, 26 subdomains, and 102 indicators. *Index* scores are shown as spider charts (Figure 27) with higher scores further from the centre of the diagram, and maps (Figure 28) with higher scores shown as darker colours. Index scores indicate levels of flourishing. Each point on the 10-point scale represents one-tenth of the full range of flourishing measured.

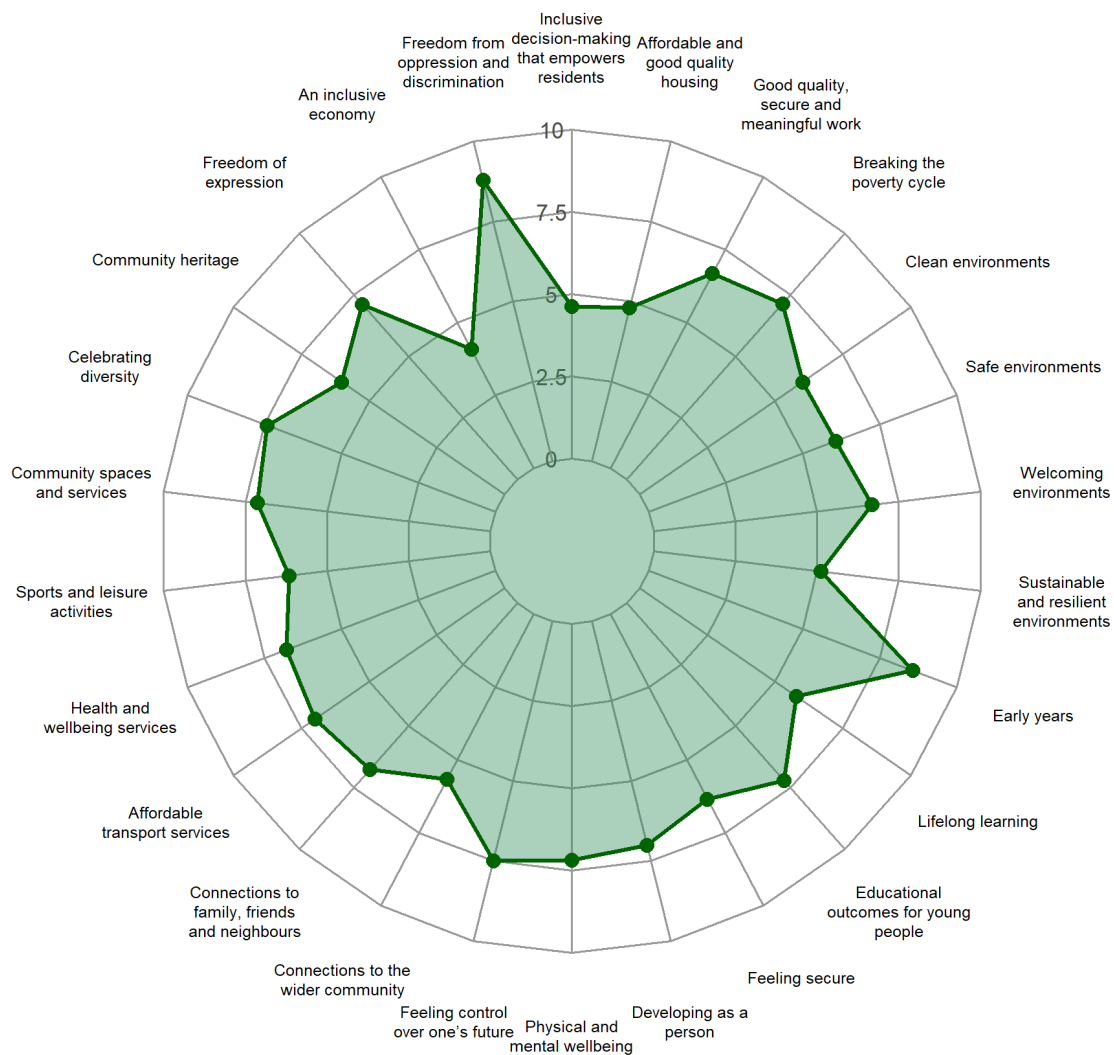


Figure 27. Study-wide average scores across all subdomains

5.1 Local Area Analysis: Three ‘tiers of flourishing’

If we look at the overall *Index* score for each of the 12 LSOAs in the Euston area, there are three ‘tiers of flourishing’ that reflect notable spatial variations in experience, living conditions, and opportunities.

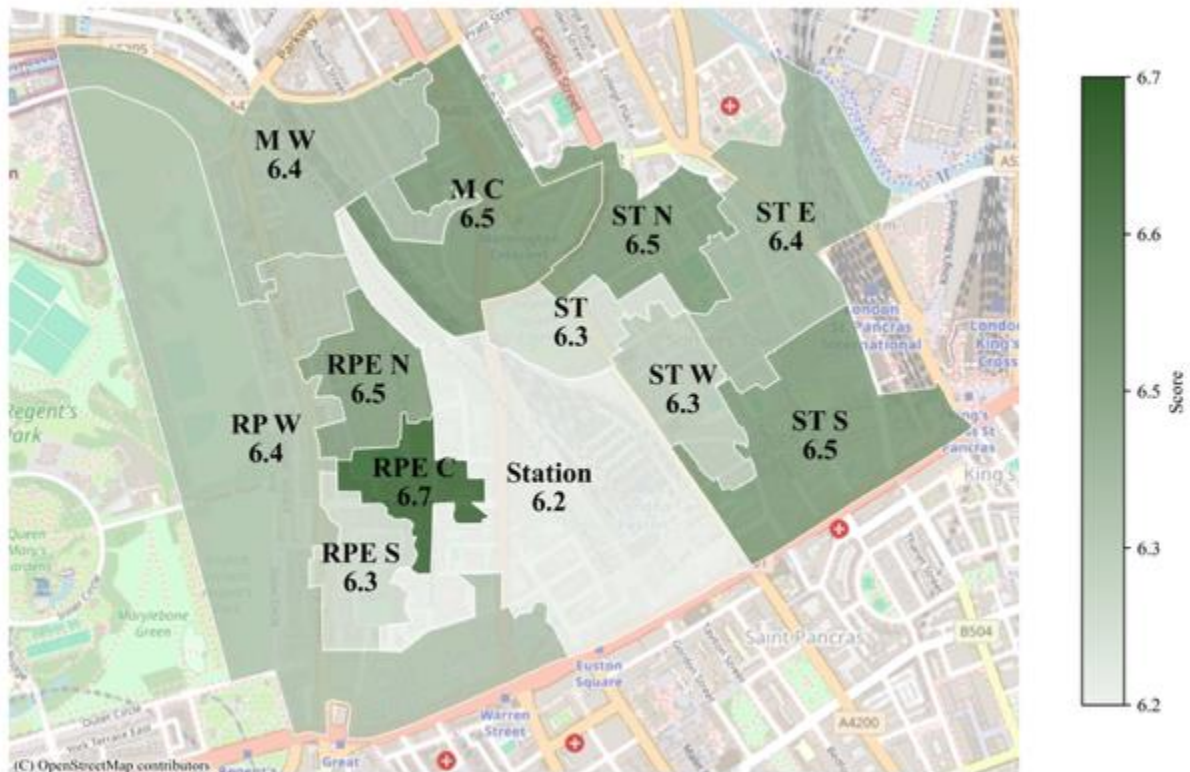


Figure 28. Map of average Index scores by LSOA

Regent's Park Estate Central is the most prosperous area in the Euston area with an average Index score of 6.71 (Figure 28 – shown in dark green). Residents in this area report high scores for *Positive State of Being* (7.30), *Our Spaces & Services* (7.01), and *Community Richness* (6.98), reflecting high levels of personal well-being, feelings of safety, satisfaction with local amenities and services, and strong social connections, cultural identity, and community cohesion. This area performs less well in *Systemic Equity* (6.34), particularly in relation to inclusive decision-making. It also records lower scores in aspects of *An Inclusive Economy* (5.36) and access to affordable housing (5.03), suggesting that even in Euston's most prosperous area, challenges around equity and economic accessibility remain. By comparison, the 2019 Index of Multiple Deprivation (IMD) places Regent's Park Estate Central (Camden 023E) in the most deprived quintile (specifically decile 2, representing the 10-20% most deprived areas nationally). It records very high deprivation in income (decile 1) and employment (decile 2), moderate deprivation in education and health (both decile 4), average barriers to housing and services (decile 5), and deprivation in the living environment (decile 2). The combined evidence from the Good Life Euston Index and the IMD illustrates that while Regent's Park Estate Central demonstrates resilience in wellbeing and cohesion,

persistent deficits in income, employment, and environmental quality continue to constrain equitable and sustainable prosperity.

A second tier of relatively prosperous local areas includes six areas with Index scores ranging from 6.39 to 6.52: Mornington Crescent (Camden 021C, 6.52); Somers Town North (Camden 022A, 6.51) and Somers Town South (Camden 022E, 6.51); Regent's Park Estate North (Camden 023C, 6.50); Somers Town East (Camden 022G, 6.41); and Mornington West (Camden 021D, 6.39). These areas share high scores for community cohesion and resident wellbeing, indicating robust social networks and individual resilience. Somers Town South (Camden 022E) stands out for exceptional learning opportunities, providing residents with superior access to education and skills development. This area's strong performance is driven by particularly high scores in personal development domains: Developing as a Person (7.06), Physical and Mental Health (7.10), and Feeling Control Over One's Future (7.66), all of which contribute to residents' capacity for Lifelong Learning and skills advancement.

A third group of local areas face the most difficult conditions with average *Index* scores ranging from 6.20 to 6.37: 6.20 in Euston Station/Hampstead Road (**Camden 023F**); 6.27 in Somers Town Ampthill (**Camden 022C**); **6.28 in Regent's Park Estate South (Camden 023A)**; 6.33 in Somers Town West (**Camden 022D**); and 6.37 in Regent's Park West (**Camden 021B**). People living in the Somers Town Ampthill area (Camden 022C) report particularly severe challenges with *Systemic Equity*, recording just 5.52, the lowest overall score for this domain across all local areas. While this area performs near average in two subdomains—Freedom from Oppression and Discrimination (8.73) and Inclusive decision-making (4.60)—it scores particularly poorly in the Inclusive Economy subdomain (3.23), well below the domain average of 4.08. This combination of challenges suggests residents may encounter barriers to economic participation and inclusion, alongside the typical constraints found across other areas in decision-making processes.

5.2 Local Area Analysis: Shared strengths and hyper-local inequalities

Figure 29 presents *Index* subdomain scores for the 12 LSOAs. It shows, at a glance, the *Index* subdomains where residents' experience is most consistent across the Euston area, and those with the most pronounced hyper-local inequalities.

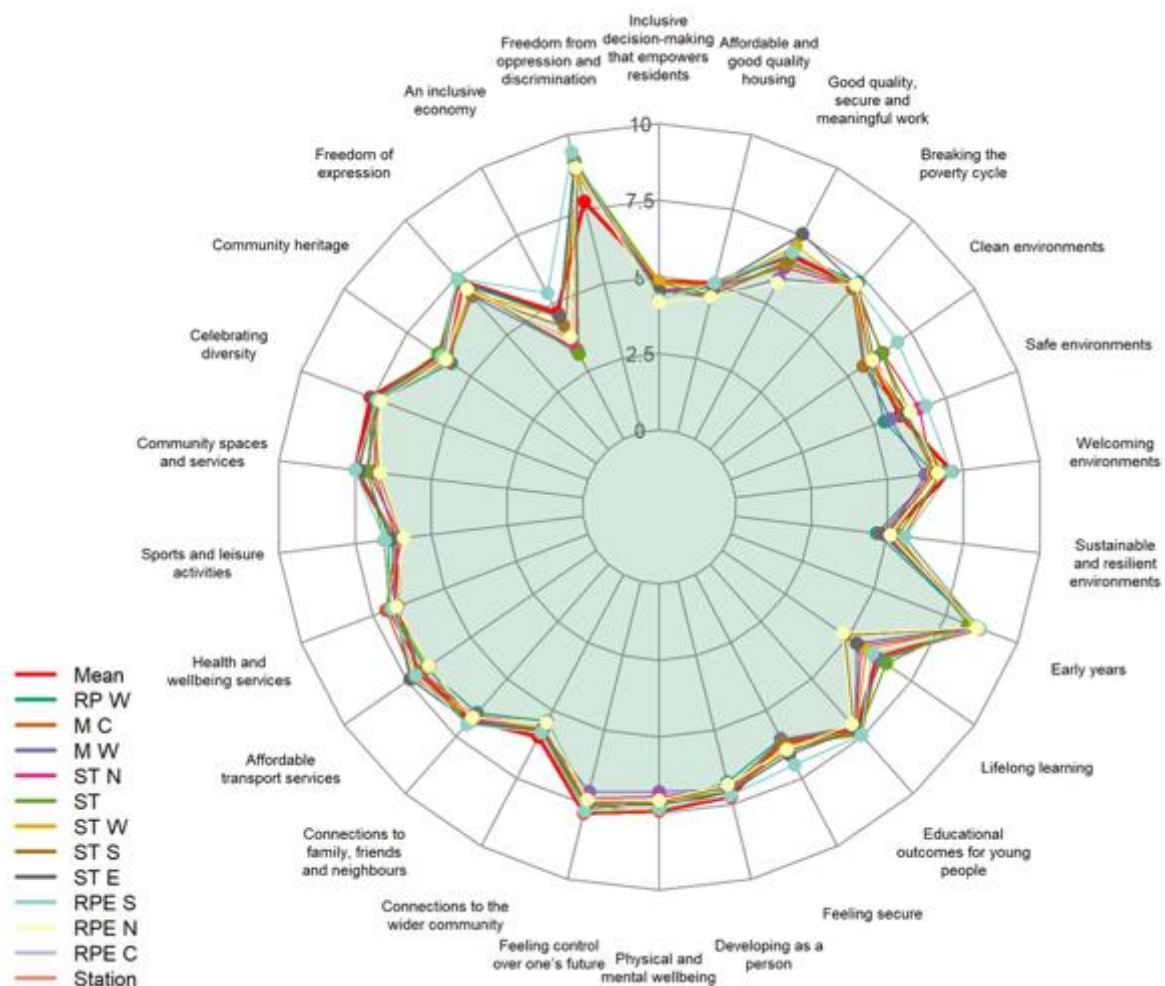


Figure 29. Study-wide scores across all subdomains by LSOA

Scores vary little across LSOAs for several subdomains, indicating relatively consistent experiences throughout the Euston area. The subdomain with the lowest variation is Breaking the poverty cycle (0.28 points), followed by Celebrating Diversity (0.37 points) and Community Heritage (0.53 points). This suggests that residents across different local

areas share similar perceptions of economic opportunity and social belonging, despite broader differences in local conditions.

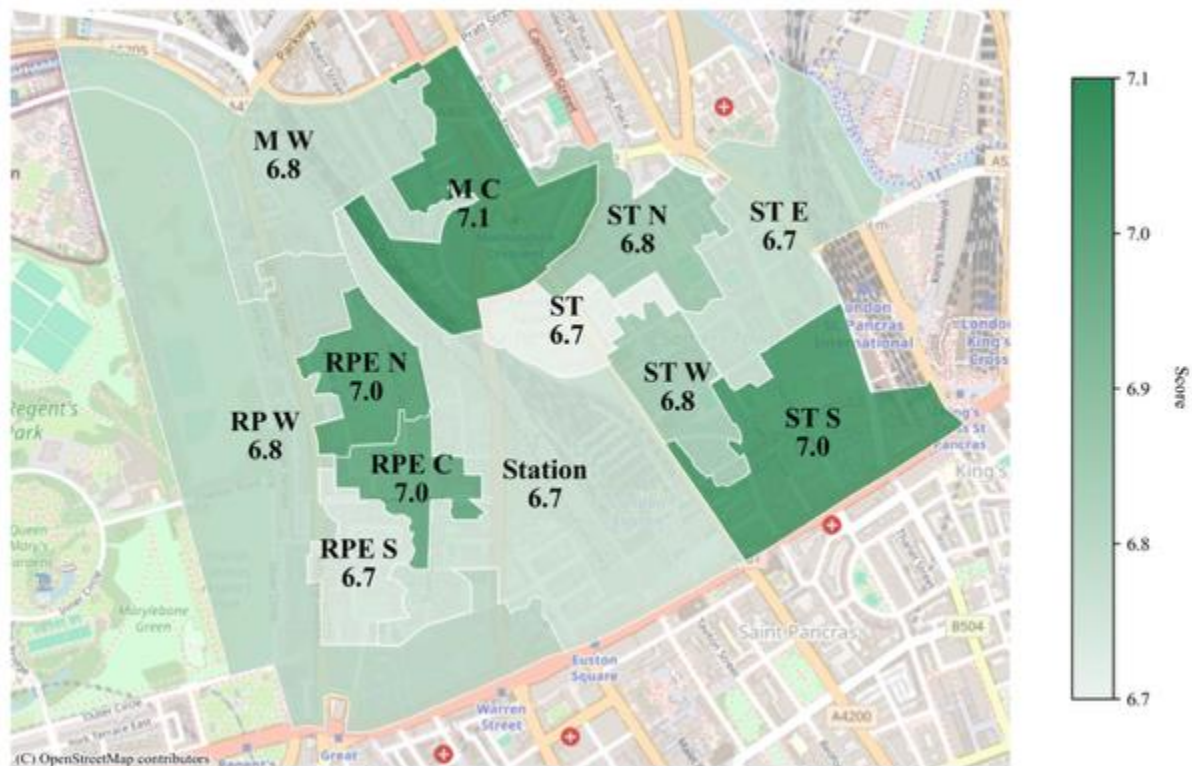


Figure 30. Map of Community Richness Scores by LSOA

By contrast, some of the most pronounced hyper-local inequalities are in the *Systemic Equity*, *Secure Livelihoods*, *Formal and Informal Learning* and *Environmental Revitalisation* domains of the *Index*.

An Inclusive Economy is the subdomain that shows the greatest variation in scores. Part of the Systemic Equity domain, it reports on measures of inequality (including income and wealth inequality), financial inclusion (such as access to a bank account, availability of savings, and levels of personal debt), and economic inclusion (covering ownership of assets and the ability to meet basic economic needs). Scores range widely from 3.14 in Somers Town South (Camden 022E) to 5.37 in Regent's Park Estate Central (Camden 023E), a difference of 2.23 points. The consistently low scores across all LSOAs suggest that economic inequality and financial exclusion are systemic challenges affecting the study area and possibly the borough, rather than issues isolated to specific local areas.

Freedom from Oppression and Discrimination, also in the *Systemic Equity* domain, reports on experiences of discrimination of different types. Scores vary by 1.66 points, or over 10%, from 7.75 in Mornington Crescent (Camden 021C) to 9.41 in Regent’s Park Estate Central (Camden 023E). **Analysis of local demographics shows that areas with higher proportions of Asian, Black, or Other Ethnicity residents—such as Somers Town and the Euston Station area—report similarly high or above-average scores (8.6–9.1).** This suggests that ethnic diversity does not correspond to lower perceived freedom from discrimination; rather, residents across Euston’s mixed communities report strong feelings of respect, inclusion, and equality.

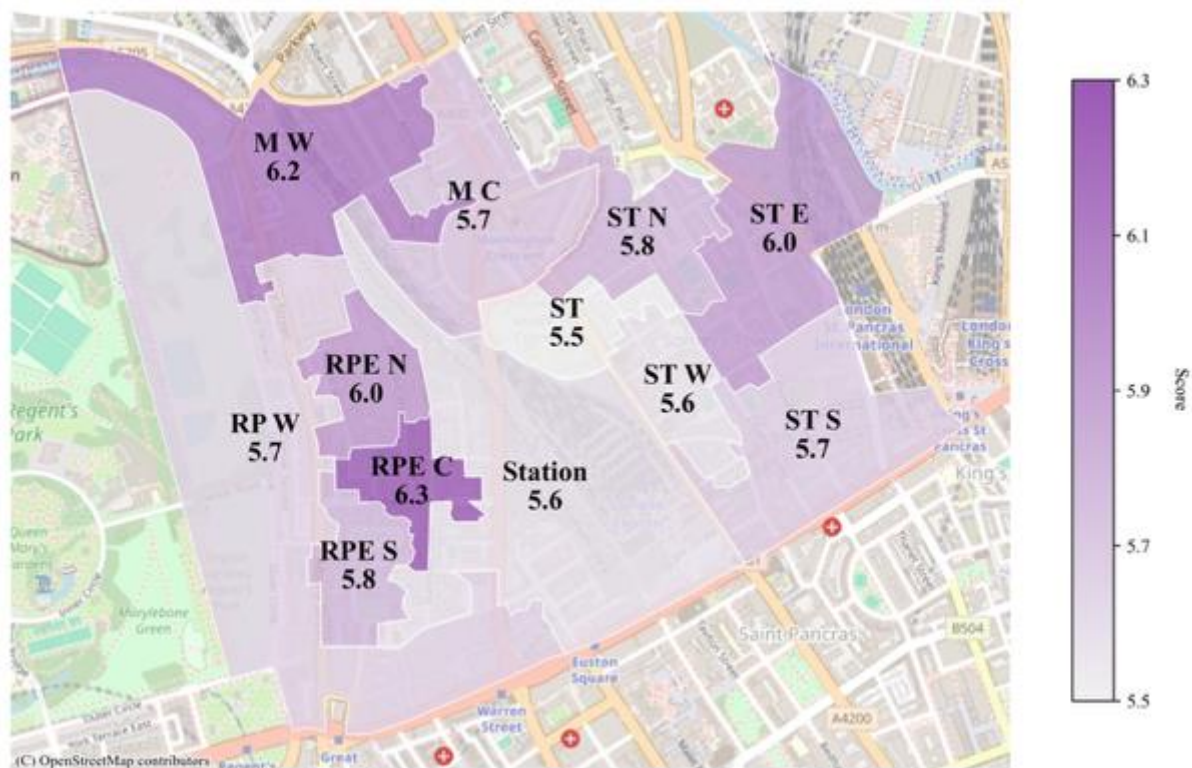


Figure 31. Map of Systemic Equity Scores by LSOA

Other subdomains with variations of over 10% between highest and lowest scoring LSOAs include *Good Quality, Secure and Meaningful Work* in the *Secure Livelihoods* domain. This subdomain reports on the quality and security of employment, job satisfaction, the quality of available jobs, and opportunities for training and development. Scores show a 1.80-point difference from 5.76 in the Euston Station/Hampstead Road area (Camden 023F) to 7.56 in Regent’s Park Estate North (Camden 023C).

The Lifelong Learning subdomain (covering opportunities and access to adult learning and personal growth) from the Formal & Informal Learning domain shows significant variation in scores. Scores illustrate a 1.7 point difference between 4.77 in Euston Station/Hampstead Road area (Camden 023F) and 6.49 in Somers Town South (Camden 022E). In the *Environmental Revitalisation* domain, scores for Clean Environments (reporting on the cleanliness and upkeep of shared public spaces) vary by 1.54 points from 5.42 in Regent's Park West (Camden 021B) to 6.96 in Regent's Park Estate Central (Camden 023E); and scores for *Safe Environments* differ by 1.44 points from 5.36 in Mornington West (Camden 021D) to 6.80 in Regent's Park Estate Central (Camden 023E).

5.3 Domain analysis

In this section, **each domain is first defined by its respective subdomains, before examining** the average scores for each domain of the *Index* to reveal general patterns of strengths and challenges in the area. The discussion moves from highest to lowest scoring domains and incorporates additional statistical analysis alongside *Index* scores.

5.3.1 Positive State of Being

The Positive State of Being domain reports on the conditions that enable individuals to flourish: Feeling Secure, Developing as a Person, Physical and mental wellbeing, and Feeling Control Over One's Future. The highest average score of 7.00 shows that residents generally experience good levels of personal wellbeing and feel in control of their future.

Figure 32 illustrates average *Positive State of Being* scores by LSOA. People living in Regent's Park Estate Central (Camden 023E) report the highest average scores and Somers Town Ampthill (Camden 022C) report the lowest although the variation is 0.57 points, which indicates generally consistent scores for all LSOAs.

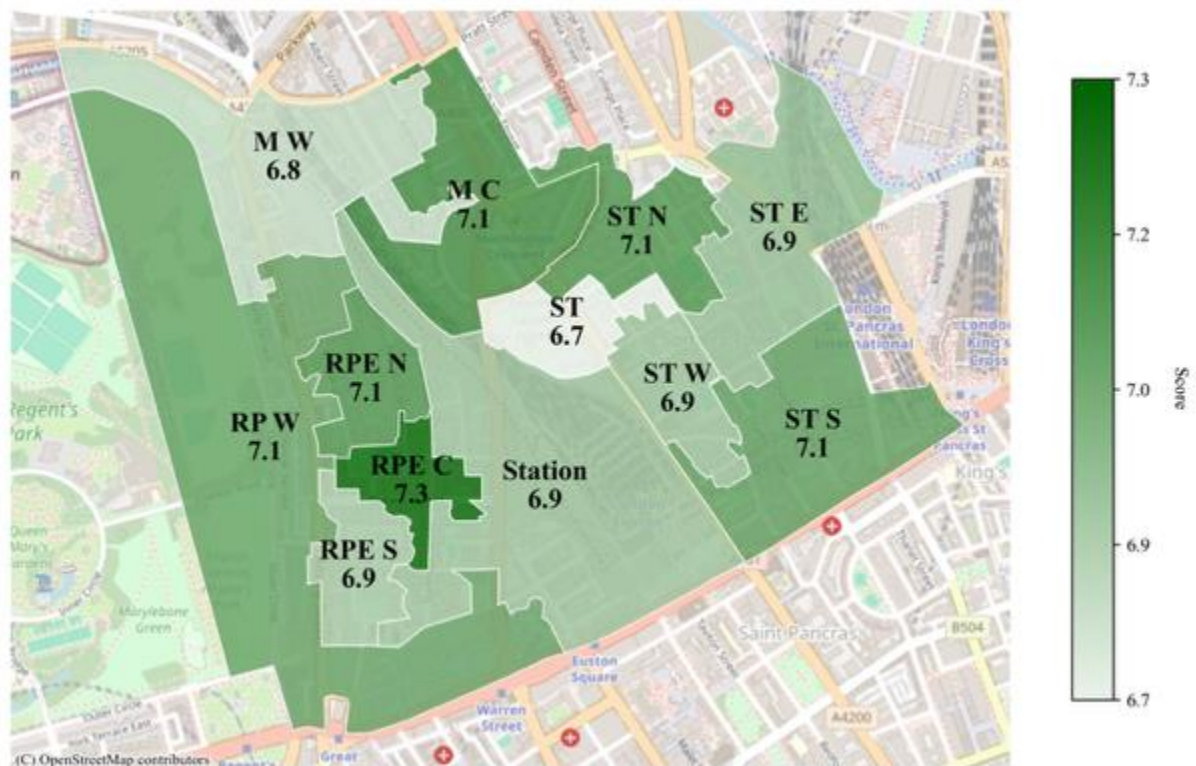


Figure 32. Map of Positive State of Being Scores by LSOA

Scores for *Physical & Mental Wellbeing* and *Feeling Secure* (which reports on perceptions of crime and safety, and trust in the police) show minimal variation across LSOAs.

Developing as a Person reflects perceptions of personal growth, purpose, and confidence. Scores are moderately high and show little variation across LSOAs, suggesting consistent experiences of self-development.

Scores for *Feeling Control Over One's Future* vary by income and level of education (Figure 33). Lower income residents consistently report lower levels of choice and control and are less likely to believe they can shape their life outcomes.

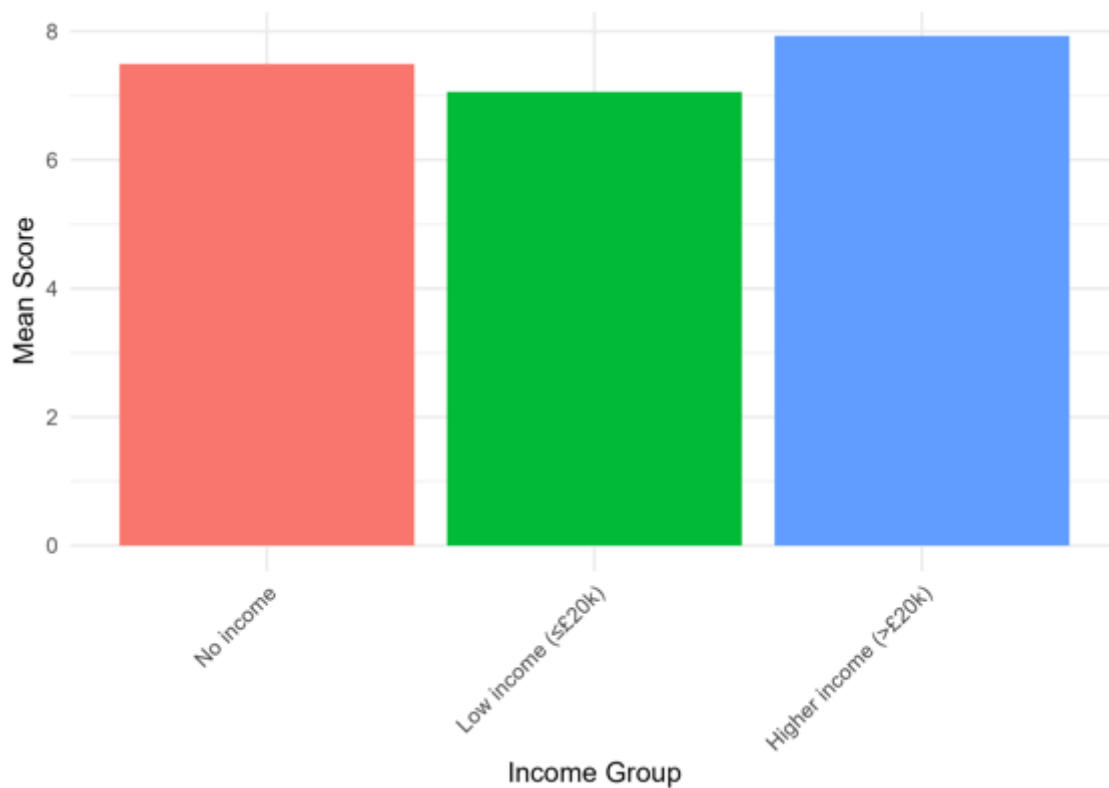


Figure 33. Average Scores in Feeling Control Over One's Future Subdomain by Income Group

Those with limited formal education show markedly less belief in their ability to improve their circumstances: many disagree or feel neutral about their capacity to create change. This pessimism decreases steadily with each level of education. Among university-educated residents, the vast majority believe they can improve their lives, with almost no expressions of hopelessness. This pattern shows the impact of education; beyond driving employment and income outcomes, it shapes whether people feel empowered or constrained by their circumstances.

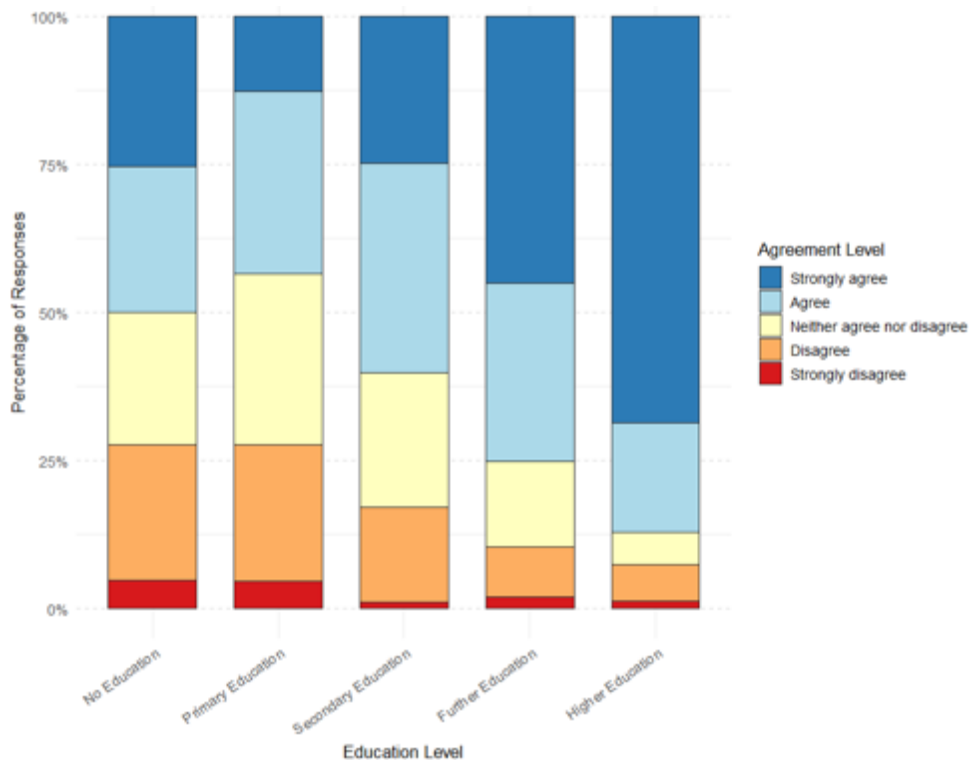


Figure 34. Belief in the Ability to Improve Life by Educational Level

5.3.2 Community Richness, Cultures and Identities

This domain assesses cultural vitality through three subdomains: **Celebrating Diversity, Community Heritage, and Freedom of Expression**. As discussed in section 5.2, **Euston's cultural diversity and strong sense of community are a strength. This domain** scores 6.84, confirming Euston's success in maintaining cultural diversity and providing space for different backgrounds to flourish. Among the three subdomains, Freedom of Expression shows the greatest variation across LSOAs, suggesting that not all residents feel equally able to express their views or be heard. This disparity may point to uneven access to local participation channels or differing levels of trust in local institutions.

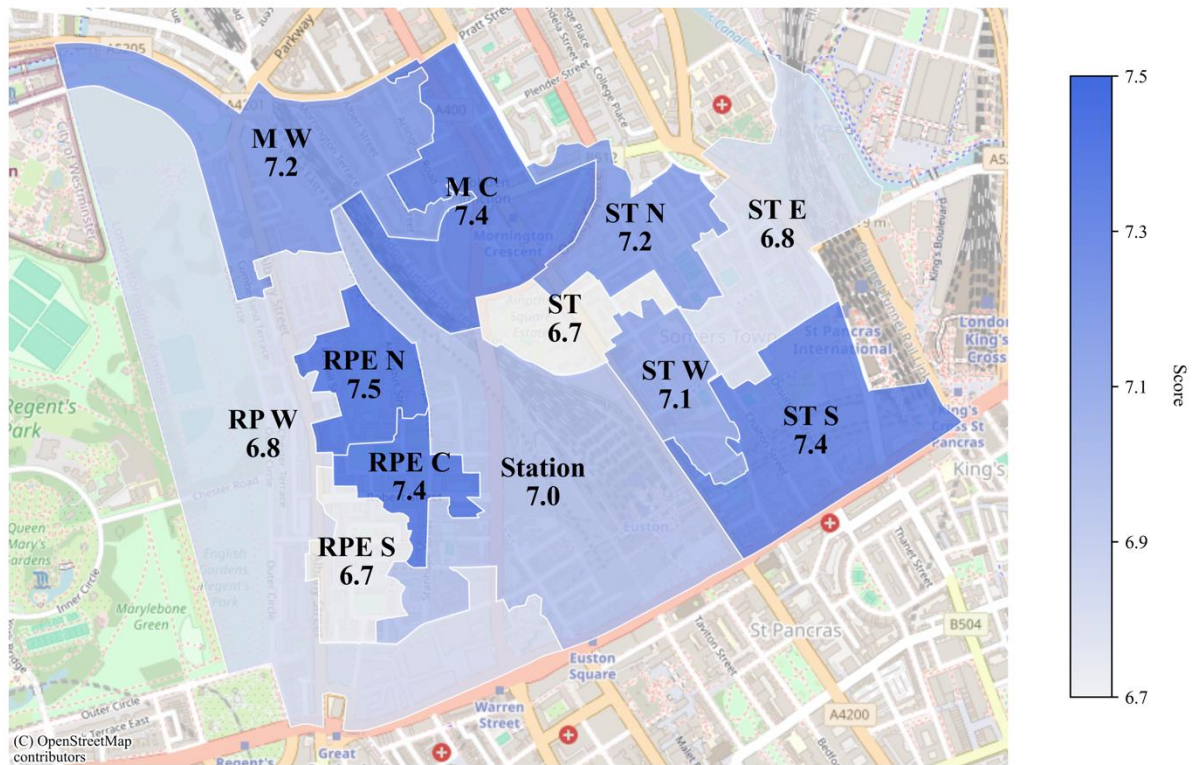


Figure 35 Subdomains of Community Richness, Cultures and Identities: Freedom of Expression

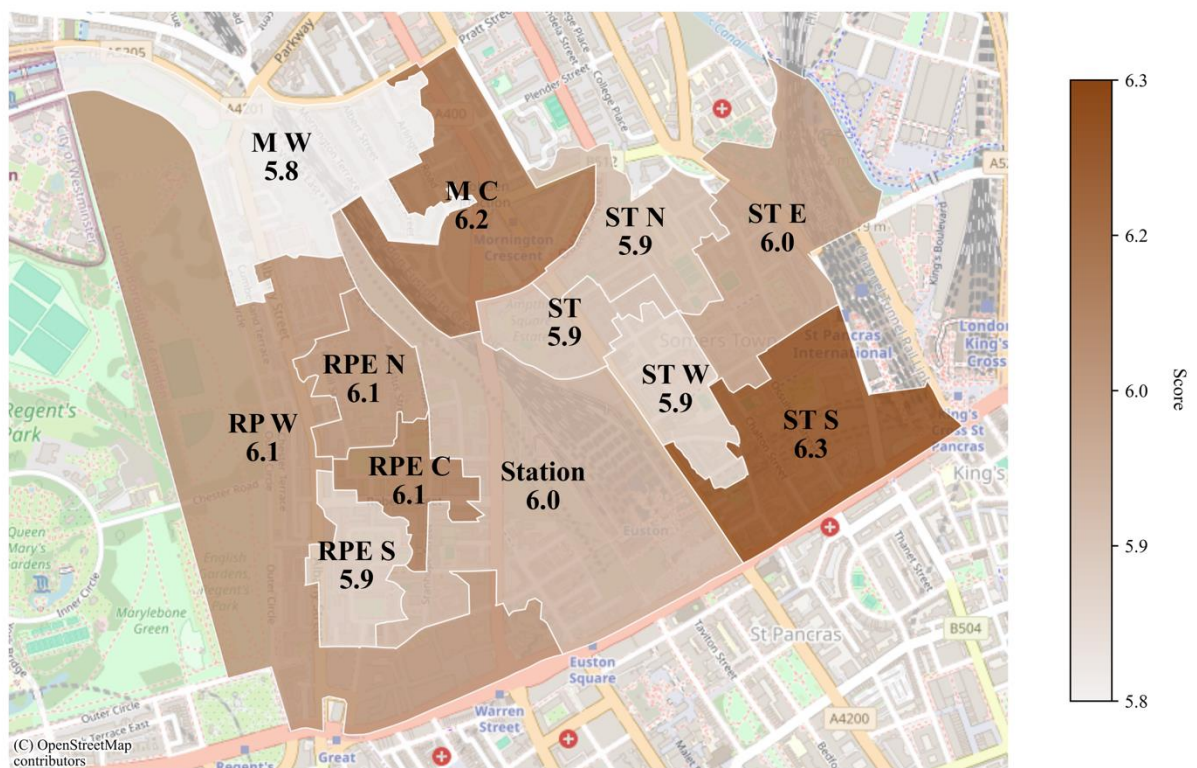


Figure 36 Subdomains of Community Richness, Cultures and Identities: Community Heritage

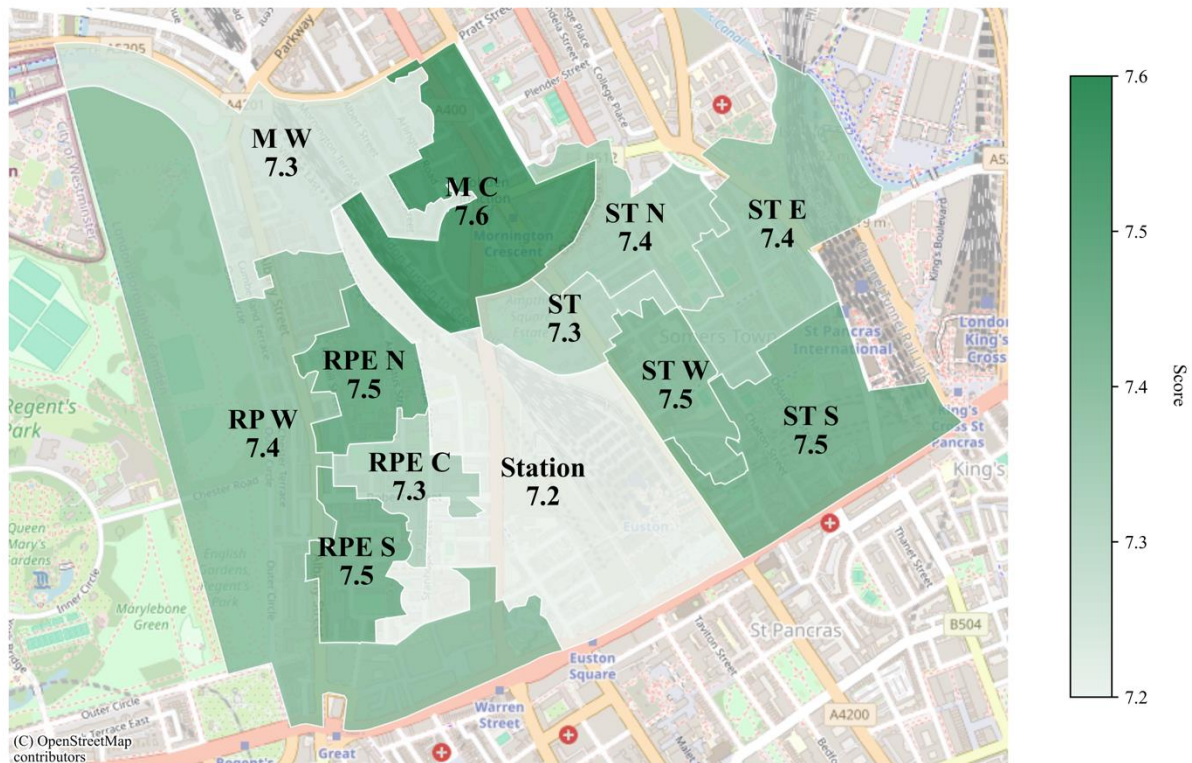


Figure 37 Subdomains of Community Richness, Cultures and Identities: Celebrating Diversity

5.3.3 Our Spaces and Services

Our Spaces & Services evaluates access to essential amenities and resident satisfaction across four subdomains: Affordable Transport, Health and Wellbeing Services, Sports and Leisure Activities, and Community Spaces and Services. This domain **scores an average of 6.76** across the Euston area. Community Spaces and Services reports the highest subdomain score at 7.13, while Affordable Transport scores 6.9, reflecting the area's central location and connectivity.

5.3.4 Formal and Informal Learning

The **Formal & Informal Learning** domain covers three subdomains—Early Years, Lifelong Learning, and Educational Outcomes for Young People—with **an average score of 7.19** but significant variation between subdomains. All LSOAs report scores over 8 for Early Years, reflecting strong satisfaction with childcare, early development support, and childcare costs. In contrast, Lifelong Learning scores are much less consistent, ranging from 4.77 in Euston Station and Hampstead Road (Camden 023F) to 6.49 in Somers Town

South (Camden 022E). This reflects varying levels of access to and participation in adult education, professional development, and leisure-related learning such as arts, crafts, and sports. Notably, the lowest-scoring area for Lifelong Learning, Euston Station and Hampstead Road (Camden 023F), has one of the highest proportions of students (31.3%), compared with just 14.7% in Somers Town South (Camden 022E). This suggests that student-heavy areas may be less representative of adult Lifelong Learning provision.

5.3.5 Positive Connections

Positive Connections has an average score of 6.22 with two subdomains: Connections to Family, Friends and Neighbours and Connections to the Wider Community. This domain reports on how connected people feel to family, friends, neighbours, and the wider community looking at how often residents are in face-to-face contact with others, participation in different types of social networks, levels of loneliness and isolation, and trust in others.

Connections to family, friends, and neighbours are generally consistent across the whole area, with the lowest average score of 6.47 in Mornington West (Camden 021D) and the highest average of 6.97 in Regent's Park Estate Central (Camden 023E).

While most residents feel connected to their community, 14.5% regularly experience loneliness, and about 34% feel isolated at times (Figure 38).

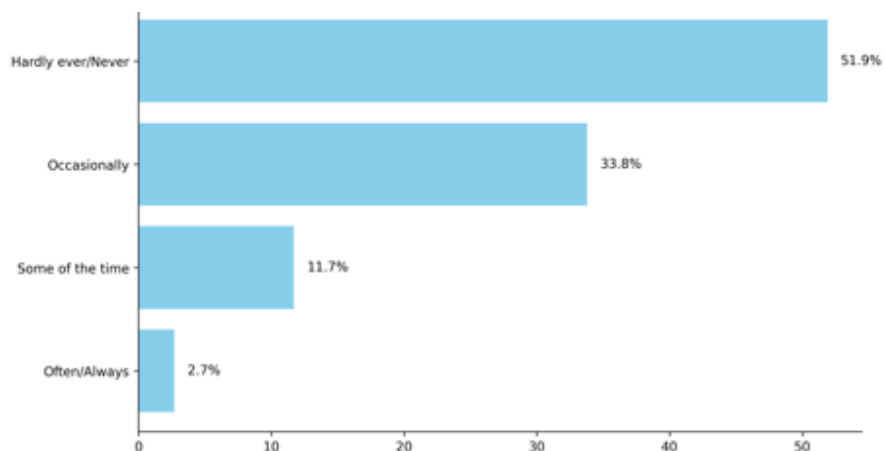


Figure 38. Response frequency to "During the last week, how often did you feel lonely?"

Patterns of reported loneliness vary across age groups: adults aged 65 and over reported higher average loneliness than younger adults aged 18–29. While younger respondents tended to report loneliness "occasionally," the average for older adults was closer to "some of the time," with greater variation in responses. The data highlight the importance of understanding how different groups experience community life and suggest that age may be one of several factors influencing perceived social connection.

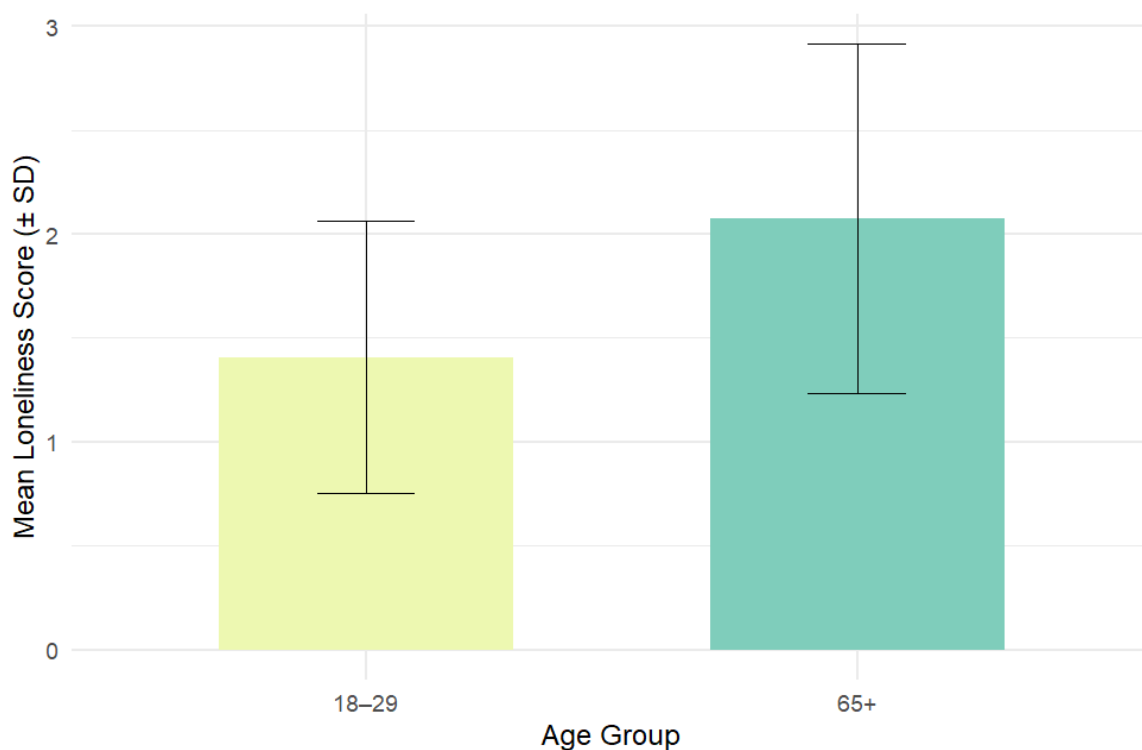


Figure 39. Answers to “During the last week, how often did you feel lonely?” by age group (0-Never, 3-Often/Always)

More positively, survey data shows strong foundations of interpersonal trust in the area. Nearly three-quarters (74%) of residents say they trust their neighbours. (35) This suggests a clear ‘neighbourhood premium,’ where direct interpersonal trust exceeds generalised local trust patterns.

5.3.6 Secure Livelihoods

The **Secure Livelihoods** domain contains three subdomains: Affordable and Good Quality Housing, good quality secure and meaningful work, and breaking the poverty cycle. **Secure Livelihoods** has an average score of 6.20, highlighting challenges related to housing affordability, job security, and economic stability.

Within this domain, the lowest-scoring subdomain is Affordable and Good Quality Housing, with an average of just 4.77—suggesting that housing conditions, cost, and access remain significant barriers to wellbeing. This challenge is most concentrated in Somers Town – Ampthill (Camden 022C) and Euston Station/Hampstead Rd (Camden 023F) with the lowest score of 4.51 and 4.54 respectively, while Regent's Park Estate Central (Camden 023E) scores highest at 5.03, yet all remain below satisfactory levels. By contrast, subdomains such as Breaking the Poverty Cycle and Good Quality, Secure and Meaningful Work score moderately higher, yet still reflect underlying economic fragility. The variation in scores across local areas indicates that some areas experience a compounded disadvantage, where inadequate housing overlaps with precarious work and financial stress. This financial stress is also reflected in the An Inclusive Economy subdomain (from the Systemic Equity domain), with Somers Town South (Camden 022E) scoring lowest at 3.14 and Regent's Park Estate Central (Camden 023E) scoring highest at 5.37. Taken together, these findings emphasize the need for holistic interventions that not only increase the availability of quality jobs and affordable housing but also address the spatial concentration of material insecurity in Camden.

5.3.7 Environmental Revitalisation

Environmental Revitalisation contains four subdomains: Clean Environments, Safe Environments, Welcoming Environments, and Sustainable and Resilient Environments. This domain assesses the area's physical environment and has an average score of 5.96. This domain exposes the widest 'prosperity gap' between areas that feel safe, clean, and welcoming, and those that do not (Figure 40). Average Index scores range from 5.60 in Mornington West (021D) to 6.61 in Regent's Park Estate Central (023E)—a 1.01-point difference on the 0–10 scale.

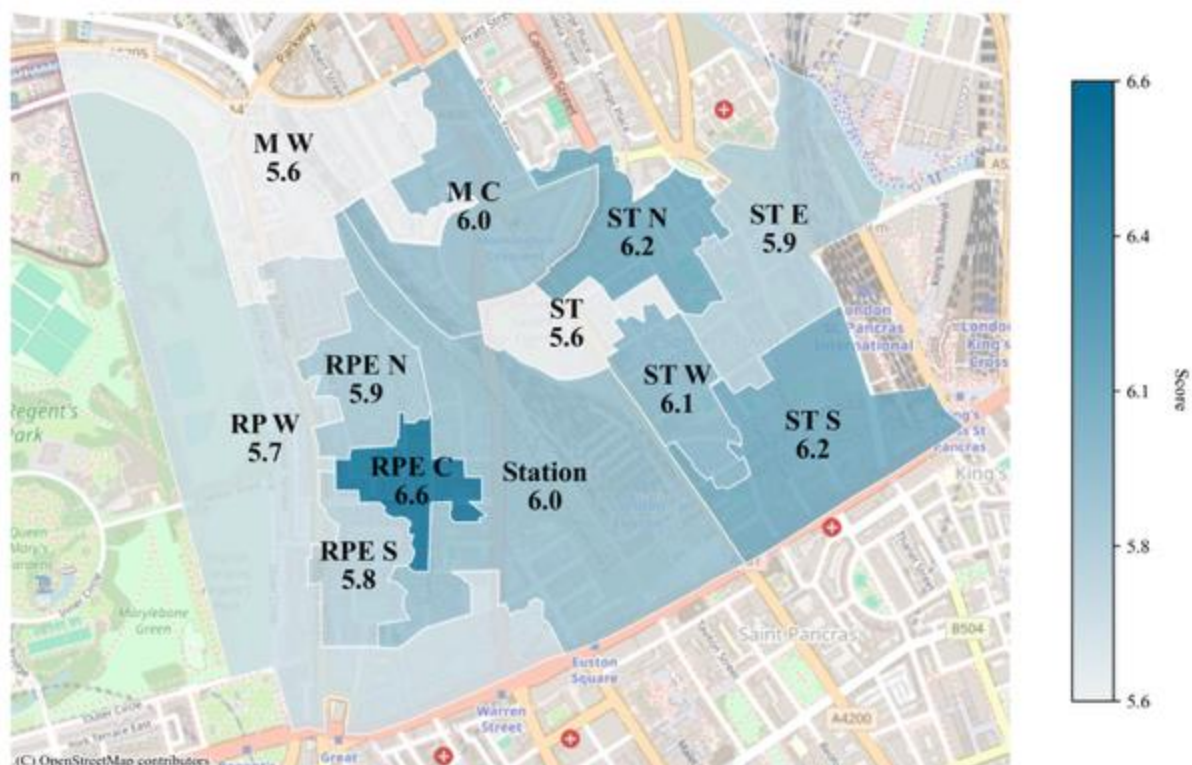


Figure 40. Map of Environmental Revitalisation Scores by LSOA

The Clean Environments subdomain reveals substantial spatial disparities across the study area, with scores ranging from 5.42 in Regent's Park West to 6.96 in Regent's Park Estate Central. This 1.54-point gap—the largest range within any subdomain of Environmental Revitalisation—indicates that residents in Regent's Park Estate Central perceive their surroundings as well-maintained and clean, while those in Regent's Park West report a markedly lower quality of environmental upkeep. These differences likely reflect variations in the condition of public infrastructure, street cleanliness, and the

visibility of maintenance services, and they underscore how uneven environmental quality contributes to local prosperity gaps.

Safe Environments covers perceptions of safety and crime in the local area. The scores show perceptions of safety vary considerably by time of day, gender, and geography with impacts on residents' quality of life and mobility. Figure 41 shows how average scores for feelings of safety change from daytime to night-time and highlighting how in Somers Town, Ampthill, Mornington West, and Euston Station and Hampstead Road residents report feeling unsafe during the day and night.

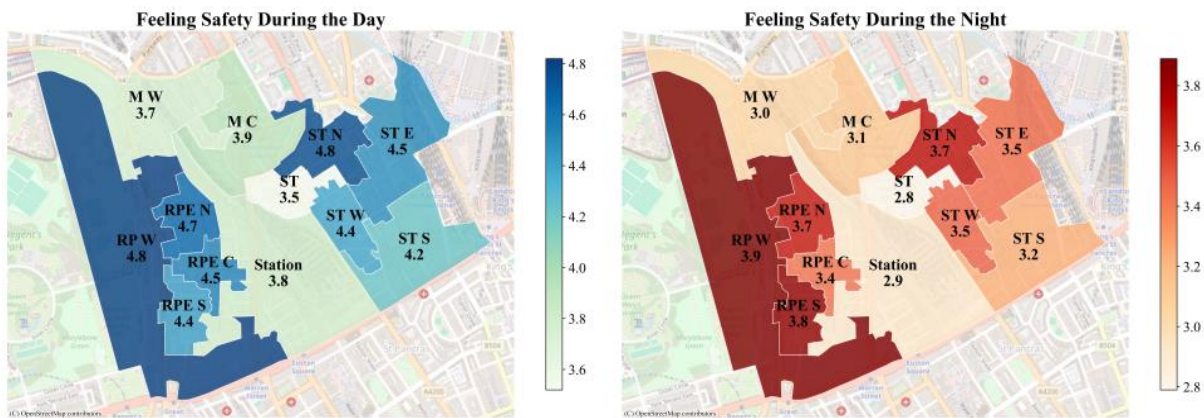


Figure 41. Average reported feeling of safety at day (left) and night (right) (1 = very unsafe; 5 = very safe)

While both men and women feel relatively safe during daylight hours, women experience significantly lower feelings of security after dark (Figures 42 and 43). This gender gap persists across all local areas.

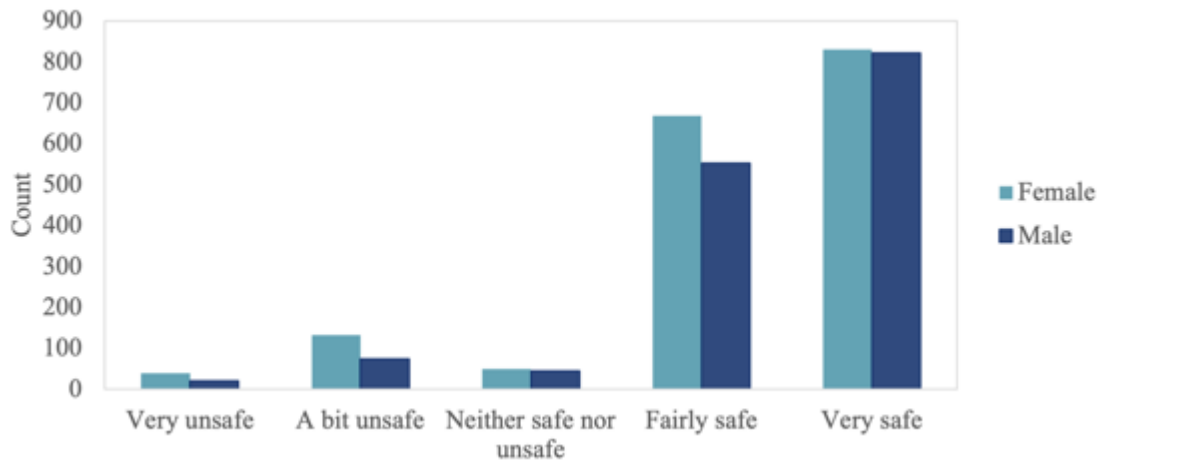


Figure 42. Perceptions of safety during the day, by gender

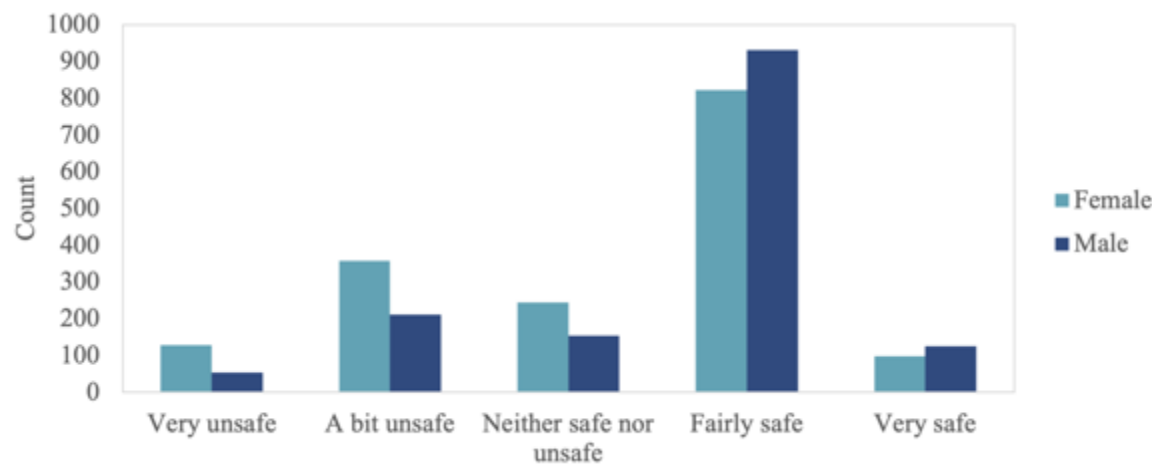


Figure 43. Perceptions of safety at night, by gender

Crime perception data reinforces these safety concerns, with residents denoting crime as a serious problem in their areas (Figure 44). Mornington West (Camden 021D) rates poorly across all measures, with low daytime safety, minimal nighttime safety, and high levels of concern about crime. Similarly, Somers Town West (Camden 022D) (1.9) and Mornington Crescent (Camden 021C) (2.4) emerge as areas where crime fears significantly impact residents' experiences.

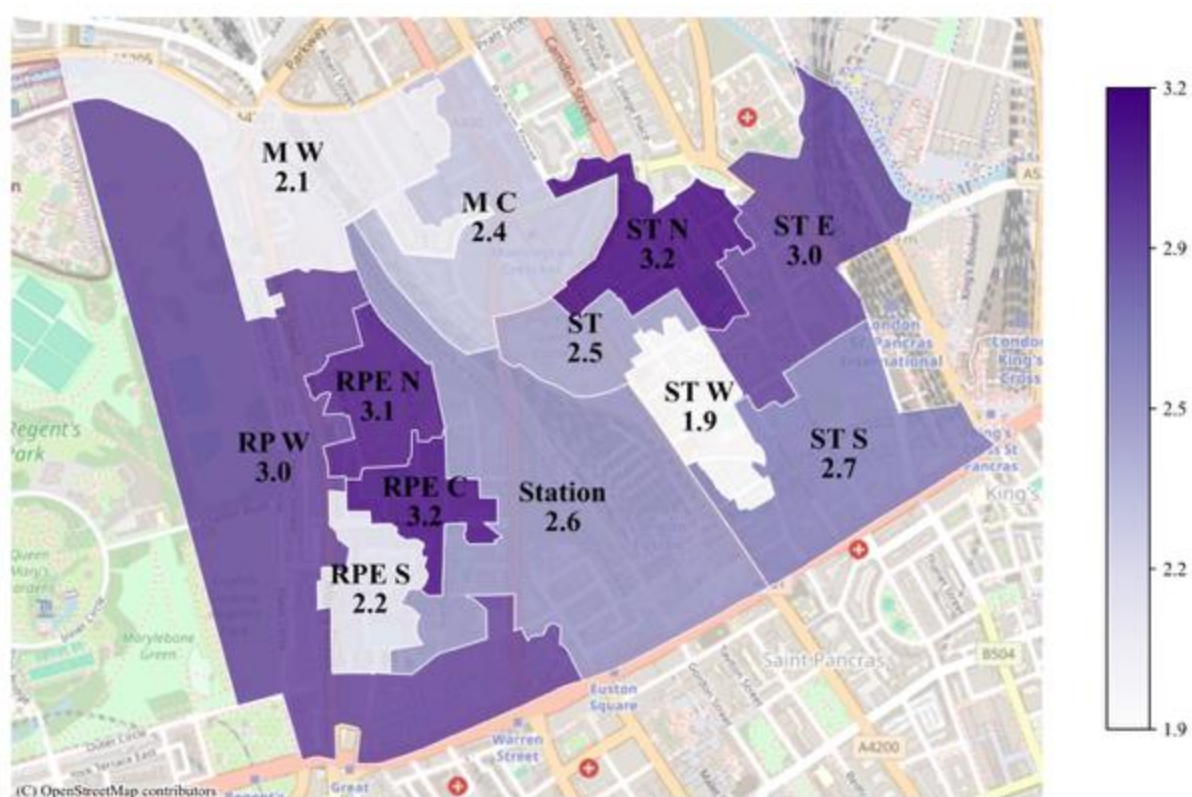


Figure 44. Reversed crime perception map by LSOA (1 = high concern about crime, 5 = low concern).

Given the pronounced gender disparities in safety perceptions, interventions that prioritise the safety of women and girls and foreground lived experiences - like safety audits and inclusive design processes led by women and girls - should be a key part of regeneration planning and design.

5.3.8 Systemic Equity

The *Systemic Equity* domain contains three subdomains: An Inclusive Economy, Freedom from Oppression and Discrimination, and Inclusive Decision-Making that Empowers Residents. This domain **records the lowest average domain score at 5.83** and has the third-largest gap in scores between different areas (Figure 45). Our findings indicate that some local areas experience systematic exclusion from decisions affecting their lives, face discrimination and economic barriers that others do not encounter.

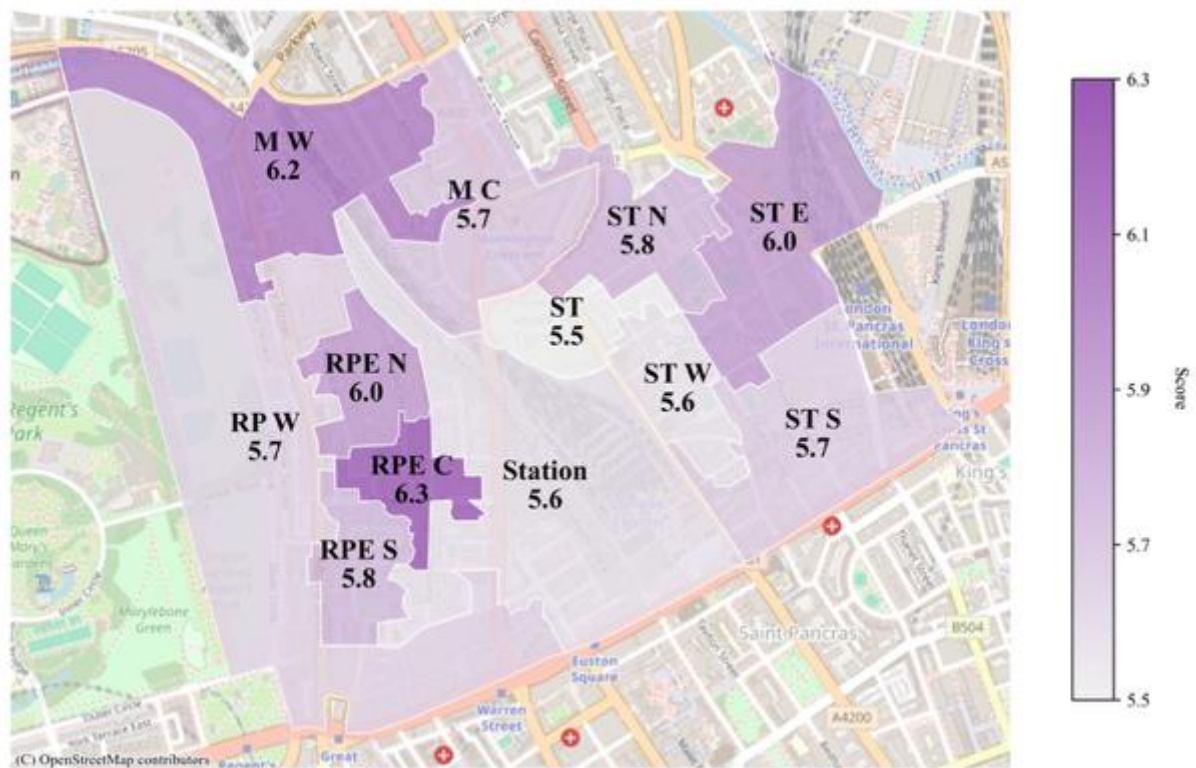


Figure 45. Map of Systemic Equity Scores by LSOA

A lower score indicates potential gaps in how fairly systems operate (or are perceived to be operating), whether in access to work, the ability to influence decisions, or experiences of social justice.

6 How demographics shape opportunities for a good life in Euston

This section describes how demographics shape experience and opportunities for people to flourish and live a good life. Income and education have the strongest and most enduring effects on peoples' lives. The intersection of low income and limited education produces the deepest disadvantage and creates a spatialised 'sorting mechanism' between people who can access good quality housing, safe streets, and skills development opportunities. Age, gender, and ethnicity add further layers of complexity and disadvantage.

6.1 Income and educational attainment

Lower-income residents face worse conditions and outcomes across virtually all measures in the *Index*: not just material deprivation, but also lower levels of personal agency, compromised safety, and fewer opportunities for learning and development.

Levels of income determine engagement with *Lifelong Learning* - with lower-income residents significantly less likely to engage in adult education and skills development. Whether this is due to the cost, perceived relevance, or confidence to engage in these activities is not clear from the survey.

Educational attainment profoundly shapes engagement with Lifelong Learning and reinforces educational disadvantage across generations. Residents with only primary education score near zero for Lifelong Learning, while university-educated residents score near the maximum—a gap that extends far beyond adult education itself.

The effects permeate multiple domains of flourishing. Those with higher educational attainment report better Environmental Revitalisation outcomes, including cleaner streets, better maintenance, and more green space. Conversely, those with lower

educational attainment experience worse environmental conditions, poorer health outcomes, and reduced life satisfaction. They are also significantly less likely to report positive scores for Developing as a Person and Physical and Mental Health (Figure 46).

This pattern reveals how limited educational opportunities create lasting disadvantages that compound over time, affecting not only economic prospects but personal growth, confidence, health, and the quality of one's immediate environment.

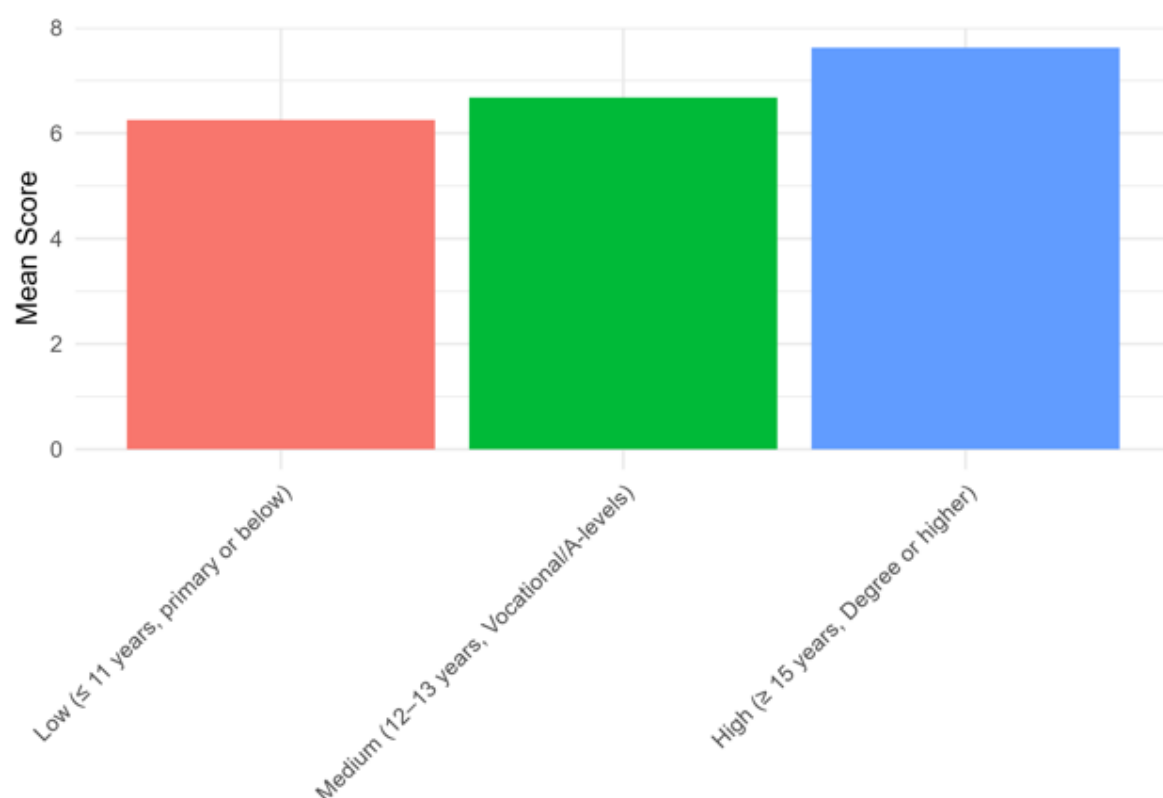


Figure 46. Physical and Mental Wellbeing Subdomain by Educational Attainment

6.2 Ethnicity

Unlike the sharp divides around income and education, ethnic groups show remarkably similar outcomes across most domains of the *Index*, reinforcing the finding from qualitative research that cultural diversity is a foundational strength in Euston.

The *Community Richness, Cultures & Identities* domain exemplifies this: White, Asian, Black, and other minority ethnic groups all report strong outcomes on **recognition and inclusion of diverse backgrounds, connection to shared traditions and place, and**

opportunities to voice opinions and feel respected. Diversity is embraced and seen as an important feature of community life in Euston.

In *Connections to the Wider Community*, some minority ethnic groups report marginally higher scores than their White counterparts. Findings reinforce the perspective—dominant in the qualitative research—that ethnic diversity is central to the social fabric of Euston.

Crucially, this cross-ethnic consistency in prosperity outcomes stands in sharp contrast to the inequalities driven by socioeconomic status. While income and education consistently shape access to opportunity, physical security and wellbeing, ethnicity does not.

6.3 Gender and age

Gender differences in the *Good Life Euston Index* appear modest overall, except for the *Safe Environments* subdomain. Women consistently score lower on feelings of safety, and the problem persists across all areas.

The effect of age is also modest except for *Physical & Mental Health*, where younger residents (18-34) enjoy the highest scores and middle-aged residents tend to have the lowest scores. Younger residents (18-34) score lowest for *Lifelong Learning*.

7 Conclusions and next steps

This report marks a step change in how regeneration outcomes can be measured - grounded in research conducted by and with local communities and focused on the things that matter most to residents. The *Good Life Euston Index* offers a new approach to assessing the impact of regeneration projects: one that goes beyond economic indicators to reflect peoples' lived experiences, priorities, and aspirations. This first iteration provides detailed, area-specific insights that will inform current planning processes and serve as a vital benchmark for tracking progress and holding future development to account as the Euston area undergoes significant change.

Appendix A: *Good Life Euston* – Survey descriptive statistics

Table A1: Table of household survey descriptive statistics

Gender	
Male	47.1%
Female	52.9%
Age	
Mean	45.7
Median	44.0
Ethnicity	
White	46.4%
Asian	28.9%
Black	14.1%
Mixed/Others	10.6%
Education	
Higher Education	50.1%
Further Education	18.8%
Secondary Education	19.6%
Primary Education	5.9%
No Formal Education	5.7%
Income	
Low income (up to £15,500)	50.8%
Lower-middle income (£15,600 - £30,000)	21.5%
Upper-middle income (£30,000 - £50,000)	23.6%
High Income (£50,000 +)	4.14%
Mean	£21,416
Median	£17,400
Employment Status	
Employed (Full/Part Time)	41.1%
Unemployed	11.4%
Retired	15.5%
Other (e.g. 'Other' or 'Prefer not to say')	3.1%
Inactive Total	28.9%
- Student (% of inactive)	59.8%
- Other (caring, long-term illness, houseperson, etc.) (% of inactive)	40.2%
Employment Type	
Full-time	77.3%
Part-time	22.8%
Length of residence in the neighbourhood	
Mean year of people move to LSOA	2009
Median year of people move to LSOA	2013
Mean length of residence	16

Appendix B: Good Life Euston Index – Average domain scores by LSOA

Table B1: Average domain scores by LSOA

	Camden 023E	Camden 021C	Camden 022E	Camden 022A	Camden 023C	Camden 022G	Camden 021D	Camden 021B	Camden 022D	Camden 023A	Camden 022C	Camden 023F
Good Life Euston Index	6.79	6.60	6.57	6.59	6.61	6.51	6.47	6.45	6.42	6.38	6.33	6.29
Positive State of Being	7.30	7.14	7.07	7.11	7.11	6.94	6.82	7.05	6.93	6.90	6.72	6.92
Community Richness, Cultures & Identities	6.98	7.05	7.04	6.84	7.01	6.74	6.75	6.77	6.82	6.70	6.65	6.72
Our Spaces & Services	7.01	6.85	6.79	6.82	6.93	6.89	6.79	6.53	6.73	6.55	6.72	6.47
Formal & Informal Learning	7.35	7.34	7.36	7.43	7.04	7.14	7.38	7.19	7.12	6.85	7.31	6.78
Positive Connections	6.39	6.38	6.34	6.19	6.29	6.16	5.94	6.30	6.03	6.30	6.24	6.06
Secure Livelihoods	6.37	6.30	6.07	6.33	6.54	6.34	6.32	6.36	6.07	6.06	5.85	5.82
Environmental Revitalisation	6.61	5.99	6.17	6.17	5.93	5.87	5.60	5.75	6.05	5.84	5.62	5.98
Systemic Equity	6.34	5.74	5.70	5.82	5.99	5.97	6.15	5.68	5.59	5.82	5.52	5.60

Note: Scores are on a scale of 0-10, where higher scores indicate higher levels of flourishing. LSOAs are ordered by overall Good Life Euston Index score from highest to lowest (left to right).

Appendix C: GLE Index Domains & Subdomains

Table C1: Description of GLE Index Domains & Subdomains

DOMAIN 1: Systemic Equity

Systemic Equity is about designing and implementing systems, policies, and decision-making processes that support and empower all individuals and communities in Euston/Camden to flourish now and in the future.

Subdomain	Description
Inclusive Decision-Making that Empowers Residents	Inclusive planning, policies, and decision-making processes that are fair, transparent, and accountable.
An Inclusive Economy	An economy focused on fairness, social and economic inclusion, and expanding shared prosperity for all, especially for those facing the greatest barriers.
Intergenerational Fairness	Fair access to opportunities and equity of outcomes for all residents now and in the future.
Freedom from Oppression and Discrimination	A place where people from diverse backgrounds and minority groups are free from oppression and discrimination.

DOMAIN 2: Secure Livelihoods

Secure Livelihoods for all residents, including communities across the Borough and people from diverse backgrounds. This means fair access to affordable, good-quality housing and meaningful jobs that enable secure income, helping to break the poverty cycle.

Subdomain	Description
Affordable and Good Quality Housing	Access to secure, genuinely affordable, and adequately maintained housing for safe and comfortable living conditions.
Good Quality, Secure and Meaningful Work	Access to good quality, secure, and meaningful work to achieve financial security.
Breaking the Poverty Cycle	Tackling poverty holistically to reduce in-work poverty, fuel poverty, food poverty, child poverty, and poverty of opportunity.

DOMAIN 3: Environmental Revitalisation

Clean, safe, welcoming, and sustainable environments that support individual health, wellbeing, and collective flourishing.

Subdomain	Description
Clean Environments	Spaces that are unpolluted, clean, and adequately maintained by authorities and communities.
Safe Environments	Spaces that are safe and designed to reduce crime.
Welcoming Environments	Environments that are convivial, inclusive, and accessible, where residents feel they belong.
Sustainable and Resilient Environments	Housing, open spaces, transport, and food systems that support wellbeing, climate resilience, and biodiversity.

DOMAIN 4: Formal and Informal Learning

Fair access to high-quality education, training, and Lifelong Learning, from early years to mainstream education, Skills and Training for Work, and informal learning for personal development.

Subdomain	Description
Support in Early Years	Fair access to affordable, high-quality early years and preschool services.
Improving Educational Outcomes for Young People	Flexible and adaptable mainstream education that raises outcomes for all young people.
Skills and Training for Work	Fair access to skills development and training for secure employment.
Lifelong Learning	Opportunities for Lifelong Learning and personal development outside mainstream education.

DOMAIN 5: Positive Connections

Positive relationships with family, friends, neighbours, mentors, and the wider community that offer mutual support and enable further development.

Subdomain	Description
Connections to Family, Friends and Neighbours	Time to maintain strong and supportive connections.
Connections to Mentors and Community Champions	Supportive and inspiring relationships with mentors and community champions.
Connections to the Wider Community	Supportive relationships within the wider community.

DOMAIN 6: Community Richness, Cultures and Identities

A place that celebrates community richness rooted in diverse cultures, identities, and heritage, recognising the value of cultural diversity and supporting free expression.

Subdomain	Description
Celebrating Diversity	A multicultural and diverse community that brings together people across ages, ethnicities, beliefs, traditions, languages, and orientations.
Community Heritage	A community that honours shared cultural heritage, individual memories, and local history.
Freedom of Expression	A community that supports and celebrates individuals and communities to express themselves freely and creatively.

DOMAIN 7: Our Spaces and Services

Spaces that are available, affordable, accessible, and comfortable, alongside fair and easy access to services that support flourishing.

Subdomain	Description
Affordable Transport Services	Transport that allows residents to connect easily to work, education, services, and spaces.

Subdomain	Description
Health and Wellbeing Services	Fair access to services that support Physical and Mental Health, improving outcomes for all.
Sports and Leisure Activities	Access to services and spaces for sports, hobbies, and leisure activities.
Community Spaces and Services	Shared spaces and services that bring communities together and serve all members.

DOMAIN 8: Positive State of Being

Being healthy, feeling safe and secure, having agency, and being able to develop as a person.

Subdomain	Description
Physical and Mental Health	Being in good Physical and Mental Health.
Feeling Secure	Living in a place that generates a sense of security.
Feeling Control Over One's Future	Being able to act independently, choose freely, and feel hopeful about the future.
Developing as a Person	Having opportunities and support to continuously evolve and grow.

Appendix D: LSOA Codes and Local Area Names

Table D1: LSOA Codes and Local Area Names in This Study

Number	FULL LSOA NAME	SHORT NAME	ABBREVIATION
Camden 021D	Mornington West	Mornington West	M W
Camden 021C	Mornington Crescent	Mornington Crescent	M C
Camden 021B	Regent's Park West (Chester Terrace)	Regent's Park West	RP W
Camden 023A	Regent's Park Estate South (Clarence and Munster Sq)	Regent's Park Estate South	RPE S
Camden 023C	Regent's Park Estate North (Augustus and Redhill St)	Regent's Park Estate North	RPE N
Camden 023E	Regent's Park Estate Central (Robert St and Cumberland Market)	Regent's Park Estate Central	RPE C
Camden 023F	Euston Station area & Hampstead Road	Euston Station/Hampstead Rd	Station
Camden 022A	Somers Town North (Regent)	Somers Town North	ST N
Camden 022C	Somers Town (Ampthill)	Somers Town (Ampthill)	ST
Camden 022D	Somers Town West (Polygon/Phoenix)	Somers Town West	ST W
Camden 022E	Somers Town South (Ossulston/Chalton)	Somers Town South	ST S
Camden 022G	Somers Town East (St Pancras/Edith Neville)	Somers Town East	ST E
Camden 022F	King's Cross North (St Pancras Sq/Granary Square)	King's Cross North	KC N

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