

Euston Opportunity Brochure

October
2026



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Developed in partnership with



**Together, we establish the
pathway for Euston's future.**

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If you have any enquiries regarding this document/publication, use our webform or write to us at:
Ministry of Housing, Communities & Local Government
Fry Building
2 Marsham Street
London SW1P 4DF

Telephone: 030 3444 0000

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01. Executive summary

This brochure sets out a housing-led vision for Euston. It highlights that new homes and renewed neighbourhoods should be treated not as a by-product of change, but as the organising principle for Euston's wider transformation into a complete lifetime neighbourhood. Planned in this way, housing can support innovation, economic growth, strengthen communities, help realise the benefits of major transport investment and create the conditions for long-term stewardship.

Euston is one of the few places in the UK where national rail investment, significant public land, established residential communities and world-leading research and innovation assets coincide at scale. This creates a rare opportunity to deliver much needed homes, neighbourhood renewal, infrastructure and innovation as part of a single place-based strategy. At the same time, the area has experienced prolonged disruption and fragmentation. The challenge now is to translate public investment into visible, lasting benefits for existing and future communities.

The brochure therefore makes the case for housing-led regeneration across the wider Euston area over the next 30+ years. It highlights the potential to deliver in the region of

6,000+ additional homes, with a significant proportion of affordable and social rented homes alongside estate renewal, additional social infrastructure, public realm improvements and access for local people to good jobs. It also emphasises that delivery will require clear governance, coordinated public sector action, meaningful community engagement and a pathway towards stronger long-term delivery arrangements in order to realise Euston's transformation into a complete lifetime neighbourhood.



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Our recommendations

1

Put housing and neighbourhood renewal at the centre of the Euston programme, with delivery of new homes treated as a core objective rather than a secondary outcome.

2

Use public sector and public sector related land strategically to unlock housing delivery, estate renewal and wider place-based benefits.

3

Prepare a Strategic Delivery Framework to provide a coherent spatial and delivery framework for housing-led regeneration across Euston.

4

Align housing delivery with transport investment, public realm, social infrastructure, employment growth and long-term stewardship.

5

Ensure the principles of the Euston Housing Pact, developed with the community, continue to guide all work in Euston, keeping affordability and the needs of existing communities central.

6

Progress delivery arrangements capable of managing complexity, coordinating investment and supporting implementation over the long term, including a pathway towards a Locally Led Urban Development Corporation (LLUDC).



02. Forewords



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Foreword from the Chair of the Euston Housing Delivery Group



The potential of Euston has been talked about for a long time. The case for change is clear, the opportunity is significant and the need to move into delivery is now pressing. What matters now is sustained action to turn public investment and strategic intent into new homes, neighbourhood renewal and visible benefits for existing and future communities.

This brochure is intended to help move that work forward. It explains why housing should be a central objective for Euston, not a by-product of transport or commercial change. In a place shaped by acute housing need, strong existing communities and the opportunities of the Knowledge Quarter, homes, affordability, estate renewal, community benefit and long-term stewardship need to be at the centre of the programme.

The immediate priority is to turn broad alignment into practical delivery. That means clear decisions, firm accountability, strong coordination across public land and infrastructure, and delivery arrangements that can manage complexity over time. It means building on early momentum, moving the Strategic Delivery Framework forward quickly

and creating a credible route to the long-term arrangements needed to deliver at scale.

Euston can become a national example of housing-led regeneration, but only if partners act with pace, discipline and shared purpose. The opportunity is here. The task now is to turn alignment into delivery and make sure communities see the benefits of change on the ground.

Bek Seeley

Chair, Euston Housing Delivery Group

"I welcome the publication of this Opportunity Brochure for Euston and the impactful work of the Euston Housing Delivery Group in bringing together partners to assess the shape and scope of the opportunity for growth in Euston.

This brochure provides a valuable overview of the area's potential and the ambition to deliver new homes, regeneration and lasting benefits for local communities. We look forward to continuing partnership working to regenerate Euston and to realise the potential of this historic neighbourhood."

Rt Hon Matthew Pennycook MP

Minister of State for Housing and Planning

Collective foreword on behalf of the Deputy Mayor of London and Cabinet Member for Planning and a Sustainable Camden

The redevelopment of Euston is a nationally significant growth and housing opportunity in one of the most connected parts of the country. It could add £41 billion to the national economy by 2053, while helping to meet acute housing need, renew neighbourhoods and strengthen existing communities. It is one of the last major opportunities to deliver transformational change at scale in central London, with the potential to act as a catalyst to extend the emerging world-class innovation district, support thousands of new jobs and provide new homes for Londoners.

This ambition goes beyond the delivery of new transport infrastructure. It is about creating a place where world-leading research, education and cultural institutions sit alongside new homes, better public spaces, stronger local connections and access to new jobs and opportunities.

We share a commitment to ensuring that the change at Euston responds to the acute housing need, supports existing communities and helps ensure that the wider benefits of investment in infrastructure, innovation and place benefit local residents. The first piece of work completed was the Euston Housing Pact, which looked at how to work with the strong communities in the area to deliver housing sensitively and to meet local needs.

Set at the heart of the Knowledge Quarter, Euston has the potential to show how homes, neighbourhood renewal, transport and innovation can reinforce one another when partners work across institutional boundaries, align priorities and maintain a clear focus on inclusive, long-term delivery.

This brochure helps set out that shared direction. It makes the case for housing-led regeneration as a core part of Euston's future and provides a basis for continued collaboration between government, the Greater London Authority, Camden, delivery bodies, communities and the private sector. It also points towards the practical next steps needed to translate shared ambition into coordinated action.

The opportunity is significant, but so too is the responsibility to ensure that change is well planned, well governed and visibly beneficial to local communities. By continuing to work together, partners can help ensure that Euston's next chapter delivers well-designed homes, renewed neighbourhoods, improved public realm and lasting economic and social value..

On behalf of the Deputy Mayor of London for Housing and Residential Development and Cabinet Member for Planning and a Sustainable Camden.



Tom Copley
Deputy Mayor of London
for Housing and Residential
Development



Councillor James Slater
Cabinet Member
for Planning and a
Sustainable Camden

03. Purpose and audience

3.1 Audience and purpose

This brochure sets out a housing-led vision for Euston. It is intended to help central and local government partners, delivery bodies, communities, investors and potential delivery partners understand the scale of the opportunity, the role housing can play in wider regeneration, and the strategic conditions required to support delivery.

Its primary purpose is to set out how new homes and renewed neighbourhoods can act as the foundation for Euston's transformation, supporting transport investment, innovation, commercial activity and inclusive growth. It is intended to build alignment, confidence and momentum around a shared direction and ambition for housing-led change. Prepared through the work of the Euston Housing Delivery Group (EHDG), it reflects collaboration across central, regional and local partners.

While housing is the central theme of this brochure, it situates housing within the broader Euston landscape, recognising that homes, infrastructure, innovation, public realm and community benefit must be planned together rather than in isolation.

3.2 What this brochure covers

This brochure is intended to align public sector partners, support a shared basis for decision-making, and provide confidence to investors and delivery partners that Euston is being approached as a coordinated, housing-led regeneration programme. It is grounded in the priorities of existing communities and informed by engagement with partners and stakeholders and is intended to inform the next phase of strategic planning and delivery.

It is not a site-specific investment memorandum, a statutory planning document, a planning application, or a detailed masterplan for individual sites. Nor is it intended to prescribe uniform design outcomes or final land uses. Each opportunity will need to respond to its own physical conditions, community priorities, heritage, constraints and delivery context through subsequent planning, engagement and design work.

Rather, it provides a shared strategic narrative and a clear starting point for the Strategic Delivery Framework, to be produced by the London Borough of Camden in 2026-2027. The framework will take the ambition set out here and turn it into a more spatial, phased and deliverable programme, providing greater clarity on priorities, sequencing, infrastructure, funding and the work of any future Development Corporation at Euston.

This is important because the brochure is not intended simply to restate ambition. It is intended to create a clearer bridge between the shared housing-led vision and the practical delivery work that will follow through the Strategic Delivery Framework, including the testing of infrastructure priorities, phasing, funding, and viability.

3.3 Delivery context and participation

The development opportunities set out in this brochure principally relate to public sector and public sector-related landholdings across the Euston area. These sites provide the strongest immediate basis for aligning housing delivery, public investment and long-term stewardship in a coherent and coordinated way.

Private landowners, developers and institutional investors will also play an important role in Euston's future. This brochure is therefore intended not only to provide a clear strategic signal about the public sector's direction of travel, but also to invite engagement from wider partners whose participation can help shape and deliver the next phase of change.

That participation will be particularly important in a constrained delivery environment. The next phase will need to recognise that market viability is under pressure and that successful delivery will depend on bringing together a mix of public investment, infrastructure funding, land value, private sector participation and long-term stewardship arrangements over time.

Opportunity Brochure
Autumn 2026

**Strategic Delivery
Framework**
2026 - 2027

**Locally Led Urban Development
Corporation for Euston***
2027

* Subject to statutory process including public consultation.



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04. Introduction – why Euston, why now

“We need to build a community with places for people to be content and to thrive.” - local resident

*“We need to create jobs for local people to strengthen the existing community and funding to enliven local social infrastructure.”
- local resident*

4.1 A defining moment

Euston is at a defining moment. It is one of the few places in the UK where national transport investment, world leading research and innovation, significant commercial potential and well-established residential communities coincide at scale. This combination creates a unique opportunity to plan housing, infrastructure, innovation and neighbourhood life as a single, integrated place.

As London's principal rail gateway to the Midlands and the North West, and a focal point within the Knowledge Quarter, Euston connects national productivity with local neighbourhoods. Its future is therefore not only about delivering homes, stations or commercial space in isolation, but about shaping a complete lifetime neighbourhood in which people can live, work, innovate and participate in everyday civic life, supporting health and wellbeing for all, at every stage of life.

4.2 Housing as the foundation

Housing delivery sits at the heart of Euston's future. The scale of change planned represents one of the most significant opportunities in London to deliver new homes, including social rented and other genuinely affordable homes, whilst also renewing existing neighbourhoods through estate regeneration and sustained investment in place.

New homes at Euston are central to long-term sustainable growth. Successful lifetime neighbourhoods depend on stable, mixed and well served neighbourhoods that allow people to live close to work, access services, build long term connections and put down roots. At Euston, housing must therefore be planned alongside schools, healthcare, open space, community

and leisure facilities and the everyday infrastructure that makes neighbourhoods function. Any new or improved housing delivered here should benefit the strong communities living here and continue to be shaped by the legacy of pioneering social housing in Euston.

Done well, housing delivery at Euston can help unlock sites, coordinate investment and support regeneration across surrounding neighbourhoods, while ensuring that existing residents benefit directly from change.

Positioning housing at the centre of Euston's future does not diminish the role of transport, innovation or commercial growth, it enables them.

4.3 From infrastructure and innovation to a complete place

Major investment in national rail infrastructure has transformed the context for Euston, but infrastructure alone will not define its future. The opportunity now is to move beyond a transport led narrative and to shape Euston as a lifetime neighbourhood: a place where people live, work, innovate and participate in everyday civic life.

Euston's proximity to globally significant research and clinical institutions creates exceptional potential for life sciences, technology and innovation to flourish. Embedding this activity within a mixed, community centred lifetime neighbourhood, rather than isolated campuses, supports long term adaptability, talent attraction and inclusive growth. Housing, innovation and neighbourhood life must therefore advance together, ensuring that economic growth strengthens quality of life and delivers tangible benefits for residents.

4.4 Why now

This work starts from a recognition that communities around Euston have experienced prolonged disruption with limited visibility of benefits to date. The approach set out in this brochure is intended to define a pathway that ensures public investment translates into tangible, long term outcomes for neighbourhoods as well as national objectives.

Several factors combine to make this a critical moment for Euston:



Acute housing need, locally and nationally, demands that well connected urban land is brought forward more effectively for homes.



The strength of London's life sciences and innovation economy creates demand for housing, skills and neighbourhoods that can support long term growth.



Major public investment in infrastructure has created both urgency and opportunity to translate disruption into lasting benefit.



There is renewed appetite across government, the Greater London Authority and the London Borough of Camden to move from coordination to delivery, with clearer accountability and long term stewardship.

Together, these conditions create a rare window to reset Euston's future, provided that ambition is matched by delivery capability. Importantly, early delivery activity is already underway, helping to show how coordinated action can begin to translate strategy into change on the ground.

05. History of Euston: repeated reinvention

*“A sense of belonging,
cherishing culture and
pride are key to a healthy
and resilient community
and neighbourhood.”
- local resident*

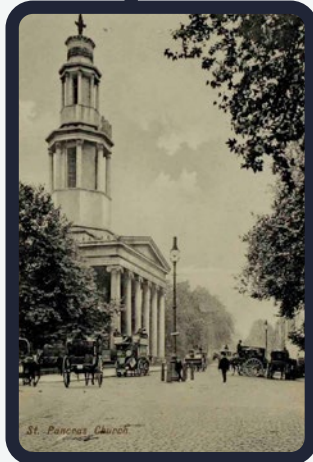
1756

5.1 Origins, growth and early infrastructure

Before the railways, Euston was rural in character but already shaped by movement and infrastructure. The construction of the New Road in 1756, later Euston Road, established an early pattern in which major infrastructure reshaped the area's role and identity while marking a clear edge to London.

From the late 18th and early 19th centuries, Euston became a place of planned growth and social diversity. Somers Town attracted a varied population, while Park Village formed part of John Nash's wider Regent's Park vision. At the same time, civic institutions such as St Pancras New Church and University College London established enduring links between Euston, education, health and social reform.

1837



© St Pancras New Church, n.d. Courtesy of Camden Local Studies and Archives Centre



© National Temperance Hospital, Hampstead Rd, NW. c.1904. Courtesy of Camden Local Studies and Archives Centre.

5.2 Housing, health and social reform

The arrival of the railways transformed Euston. Most decisively, the opening of Euston Station in 1837 established the area as a major transport gateway and set a recurring pattern of infrastructure-led change followed by ambitious city building.

That growth also brought overcrowding and poor housing conditions, particularly in Somers Town. In response, Euston became a place of pioneering medical and social initiatives, including the Elizabeth Garrett Anderson Hospital and the National Temperance Hospital, alongside early housing reform and estate building from the 1920s onwards. These interventions established a lasting link between housing, health and social progress that remains central to Euston's identity.

1950

Levita House, Ossulston estate, c. 1934. Courtesy of Camden Local Studies and Archives Centre



© View of Euston Road looking west, c.1930s. Wellcome Collection. CC BY 4.0

1930



Council flats erected by St Pancras Council as part of the Regent's Park estate, c. 1956. Courtesy of Camden Local Studies and Archives Centre



Euston Station Aerial 1959 & Euston Station Interior 1959



Euston Bus Station and War Memorial, 1971 – © Alan Murray-Rust. CC BY-SA 2.0

5.3 Rail, reconstruction and community change

War damage, reconstruction and modernist redevelopment brought further profound change. The post-war period saw new council housing, including the Regent's Park Estate, while the 1960s redevelopment of Euston Station and widening of Euston Road modernised transport but also deepened severance across surrounding neighbourhoods. These changes reshaped the skyline and physical structure of the area, but often at significant social and environmental cost.

Change at Euston has never been uncontested. Residents and campaigners have repeatedly influenced the area's direction, protecting heritage, services and green space and reinforcing the importance of civic action in shaping better outcomes. This tradition of community involvement remains an important part of Euston's character and future.

5.4 Euston today and lessons for the future

Over recent decades, Euston has been reshaped again by the neighbouring regeneration of King's Cross, the growth of the Knowledge Quarter and the arrival of HS2. Institutions such as the British Library, the Wellcome Collection and the Francis Crick Institute have reinforced Euston's role as a centre of knowledge, research and innovation, while HS2 has intensified both the scale of opportunity and the scale of disruption.

Euston is once again at a point of change: marked by the consequences of earlier interventions, while the next stage of its transformation is still taking shape. Its history shows that infrastructure alone has never been enough, and that lasting success depends on combining major investment with homes, neighbourhood renewal, social infrastructure and meaningful community involvement. These lessons underpin the case made in this brochure for a housing-led transformation that delivers lasting benefit for existing and future communities.

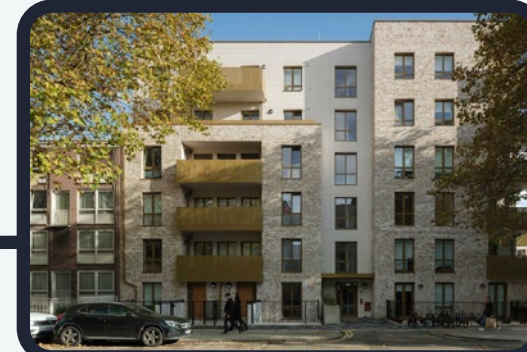
2000



Wellcome Collection.
© Knowledge Quarter
London



Francis Crick Institute.
© Knowledge Quarter
London



Albany Street, 2018. HS2
replacement housing on
the Regent's Park estate

Present
day



Edith Neville
Primary
School, 2022

06. Delivering Euston's potential

*“We need to think
about future adults
and how they can
access healthy, safe,
happy homes and
neighbourhoods.”
- local resident*

6.1 What next for Euston

Euston's future must be shaped with a clear understanding of its past.

Repeated cycles of infrastructure investment, housing pressure, social reform and innovation show that lasting success at Euston has never come from transport or economic growth alone, but from moments when homes, neighbourhoods and civic life were planned together.

It is important to note that there are already well-established visions for Euston, and this brochure does not seek to revisit or replace them.

Instead, it focuses on the specific steps, mechanisms and coordinated actions required to translate shared ambition into a deliverable, housing-led programme.



6.2 The foundations of Euston's opportunity

Euston combines an unusual concentration of assets that make this opportunity possible:

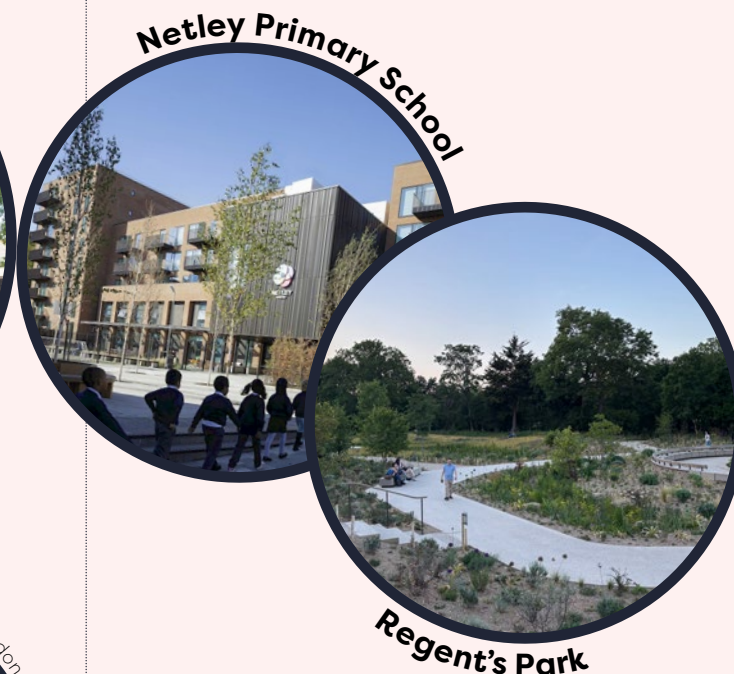
Within a ten-minute walk of Euston station sit UCL, University College Hospital, the Francis Crick Institute and the Alan Turing Institute. This concentration of a top-ten world university, Europe's largest biomedical research institute, the UK's national AI institute and a major NHS teaching hospital is not replicated anywhere else in the UK and is unusual globally.

This concentration of world-leading institutions has created one of the UK's most significant innovation ecosystems. Google DeepMind, Isomorphic Labs, Synthesia and over 400 other companies have chosen to locate here specifically because of proximity to these institutions. In 2025, London reinforced its position as a global innovation hub, remaining Europe's leading destination for AI venture capital investment and the top city outside the United States for life sciences venture capital investment.

Looking ahead, Euston has the capacity to meet and further support the growth of this innovation, with an estimated 3.5 million sqft of additional employment space already in plan.



Strong and established communities, with deep roots, social infrastructure and a clear stake in the area's future. Regent's Park, London's premier green urban oasis, is also on the doorstep.



Capacity to deliver significant new housing, estate regeneration, and investing in robust social infrastructure. Offering the opportunity for a vibrant blend of long-standing and newly arrived communities and a shared commitment to shaping the area's future together.

A strong cultural presence with the British Library and nearby British Museum is matched by a wider creative landscape. The Place, Bloomsbury and Shaw Theatres, and close proximity to West End complemented by grassroots arts spaces such as Camden People's Theatre and the Old Diorama Arts Centre. Together, they support a spectrum from global excellence to local experimentation.

Camden People's Theatre



The Place



West End



Chalton Street



British Library



The area's identity is also shaped by its streets and communities. Drummond Street's independent South Asian restaurants, alongside Camden, Fitzrovia and Tottenham Court Road, create a diverse and vibrant mix of food, culture and night-time activity.

Drummond Street



Regent's Roots Festival



National and international connectivity, linking London to the UK Midlands and North and with ease of access to the European rail network.

Taken together, these assets give Euston the potential to become a world-leading lifetime neighbourhood where research, enterprise and everyday life reinforce one another, and where growth is more visibly shared with the communities around it.



6.3 From coordination to delivery- a locally led urban development corporation

Euston's scale and complexity mean that coordination alone will not be enough. Fragmented land ownership, layered infrastructure constraints and the need to align housing, transport, innovation and community investment all require stronger long-term delivery capacity.

For this reason, partners are working towards the establishment of a Locally Led Urban Development Corporation (LLUDC): a delivery model that could provide the certainty, coordination and stewardship needed to drive regeneration at Euston and to unlock homes, jobs and wider growth.

A Locally Led Urban Development Corporation would bring together local knowledge, long-standing relationships and the ability to align public and private investment over time. It could help manage risk and phasing, coordinate delivery across sectors and strengthen confidence among communities, partners and investors.

Crucially, it could help ensure that homes, neighbourhood renewal, transport and innovation are planned as part of a single long-term programme, with community benefit and inclusive growth embedded from the outset.

© Andrew Holt

6.4 Housing, neighbourhoods and delivery at scale

Euston offers one of the most significant opportunities in London to deliver new homes, including social rented and other affordable housing, while also renewing existing neighbourhoods through estate regeneration and sustained investment.

Reflecting the priorities identified by residents through the participatory discussions that informed the Euston Housing Pact, Euston's approach to housing and neighbourhood investment will be guided by four clear priorities:



1 Delivering high quality homes that support long-term affordability, sustainability, health and wellbeing.



2 Ensuring that existing residents benefit directly from regeneration and are supported through change.



3 Integrating social infrastructure including schools, healthcare, open space and community facilities.



4 Creating pathways into jobs, skills and training linked to life sciences, technology and related sectors as well as construction and built environment career opportunities.

Euston's transformation will act as a catalyst for estate regeneration and housing delivery across surrounding areas, helping to unlock sites, coordinate investment and accelerate delivery beyond its immediate footprint.

Through this approach, housing delivery becomes a driver of long-term stability, opportunity and inclusive growth.

6.5 A living innovation district: life sciences, technology and infrastructure at scale



1.5km²
area around
Euston and
King's Cross



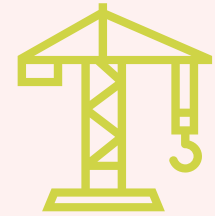
£8bn
in annual
GVA



12,000
life science
workers



400
companies
located in
the area



3.5mn ft²
of new
development

© Knowledge Quarter London



Within a 1.5 km² area around Euston and King's Cross, a life sciences and AI cluster has taken shape that is unusual by any international measure. It already generates over £8bn in annual GVA, employs around 12,000 life science workers and has the potential to grow further through coordinated investment.

What makes this cluster distinctive is not only its scale, but its composition. UCL sits alongside the Francis Crick Institute, the Alan Turing Institute and major NHS teaching hospitals, creating a rare combination of scientific, clinical and computational capability in close proximity.

This is reflected in the companies already located here, including Google DeepMind, Isomorphic Labs and Synthesia, alongside more than 400 other enterprises. London's strong performance in life sciences and AI investment further underlines the strength of the wider ecosystem in which Euston plays a major role.



KXG Google overhead © John Sturrock



The convergence of AI and biology is becoming increasingly important, and Euston is one of the few places where those strengths are co-located at scale. That gives the area a distinctive advantage in supporting future growth in research, discovery and commercialisation.

Around 3.5 million square feet of new development is already under active planning within the wider district. A key challenge will be ensuring that this pipeline supports the innovation ecosystem with the right mix of research, laboratory, scale-up and AI-enabled space, rather than generic commercial floorspace.

6.6 Connectivity, gateway national and international impact

Euston's connectivity is central to its strategic importance. As London's principal gateway to the Midlands and the North, it links regional economies, supports the movement of talent and ideas, and reinforces Euston's national role.

Within London, Euston is part of a wider network of innovation locations, including Canary Wharf, South Bank, Whitechapel and White City. These places have different strengths, but together they reinforce London's wider position as a global centre for research and innovation.



Euston's connectivity also supports stronger links with cities such as Manchester and Leeds, where complementary innovation economies are growing. These connections help spread investment, strengthen collaboration and support a more balanced national economy.

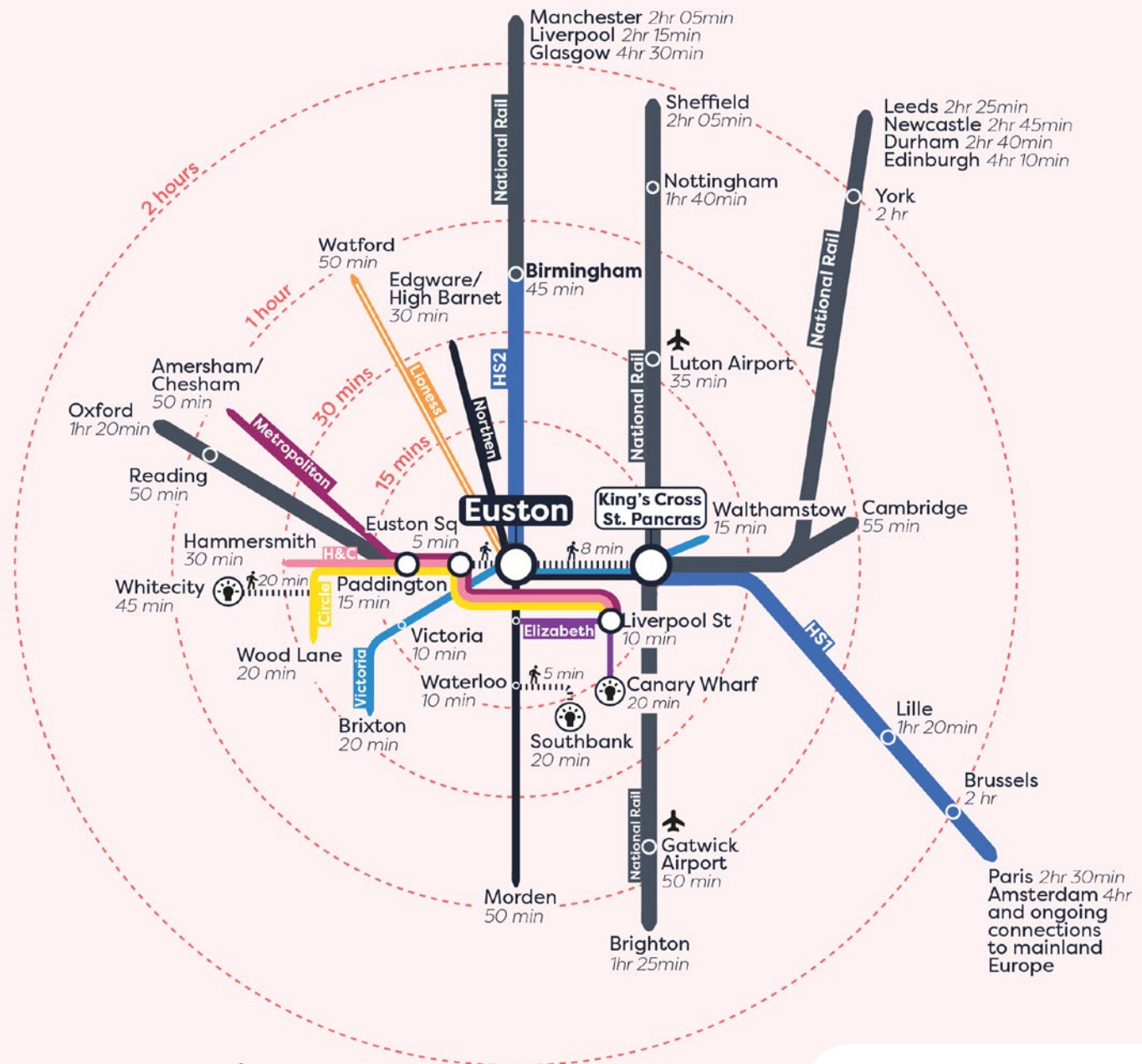
These links already translate into real economic benefit, supporting collaboration, supply chains and knowledge exchange across the UK. Euston's role is therefore not only local, but national.

Ultimately, the value of this connectivity depends on the quality of place around it: the homes, streets, public spaces and institutions that enable people to stay, invest and build lives. Euston's future is therefore shaped both by infrastructure and by its role as a gateway to opportunity.

This means looking beyond Euston Station itself. The area's success will also depend on improving wider local movement and transport links, including walking, cycling, bus, underground and neighbourhood connections that make Euston work as part of a connected urban district.



Euston's connectivity across London, UK and Europe



07. Housing opportunity at Euston

“We need more sustainable living. We need homes that are fit for families so we can stay and grow in.”

– local resident

“My wish is for warm homes, better living conditions for families and single parents.”

– local resident

This section explains the housing opportunity at Euston and how it can be supported by investment in jobs, culture, public realm, sustainability and transport. It looks at the role housing can play in shaping Euston as a more coherent, liveable and investable place over the long term.

Euston has the potential to become a world-leading lifetime neighbourhood, bringing together strong communities, major public investment and long-term growth. Housing will be central to that success, not only by delivering new homes, including affordable homes, but also by helping to create stronger neighbourhoods, support local services and make Euston a better place to live, work and invest.

7.1 Housing and neighbourhood development

Housing as a potential organising principle

There is a clear opportunity for housing to act as a primary organising principle for regeneration, particularly outside the station masterplan area. The scale of land, public investment and connectivity means that homes could provide an important structuring logic around which neighbourhoods, services, public realm and wider investment are planned, rather than being treated as one outcome among many.

This approach would represent an evolution from previous infrastructure-led change at Euston. It offers the potential to align development decisions around the creation of complete, liveable neighbourhoods and to give greater confidence to delivery, phasing and long-term stewardship, subject to further testing through the Strategic Delivery Framework and subsequent planning processes.

Capacity for housing at scale

Euston's size, concentration of public land and exceptional public transport accessibility create the conditions to deliver substantial new housing in one of the most sustainable locations in London. Its connectivity supports higher density, mixed tenure development and provides a strong basis for urban living.

This capacity is particularly significant in the context of London's acute housing need. New homes at Euston could make a meaningful contribution to meeting demand, including through the delivery of social rented and other genuinely affordable homes, in a location where housing growth is both appropriate and necessary.

Housing delivery at Euston is also a strategic economic intervention. The availability of affordable, high quality homes close to major research and employment centres underpins workforce stability, talent attraction and the long-term competitiveness of the Knowledge Quarter and the wider London economy.

Housing-led neighbourhood making

If housing is to fulfil this role, it must be planned as part of complete neighbourhoods rather than as isolated residential schemes. New homes should be integrated from the outset with schools, healthcare, green space, community facilities and everyday amenities, creating places that support long-term living rather than short term occupation.

This lifetime neighbourhood based approach has the potential to improve quality of life, support social cohesion and create environments that are resilient over time. It also

provides a clearer framework for coordinating investment in infrastructure and public realm alongside housing delivery.

Delivering affordable housing is central to realising a lifetime neighbourhood: one that enables young people to stay and build their lives in Euston, families to settle, and older residents to live comfortably.

Estate renewal and existing communities

Housing delivery at Euston is inseparable from the future of existing neighbourhoods. Many long-established communities have experienced prolonged disruption and uncertainty, and the condition of existing homes is a central part of this picture.

In the Euston area, over 30% of homes are Council-owned, where the balance between rental income and maintenance costs places additional pressure on investment capacity. These challenges are set against a wider context of an ageing housing stock and increasing regulatory requirements, alongside long-term financial pressures in the management of existing homes.

The Good Life Euston survey highlights significant housing challenges, with almost one in four residents reporting problems with their homes in Euston, including structural issues, noise, plumbing, humidity and heating concerns. Other research also identifies increasing overcrowding on estates, linked to a shortage of family-sized accommodation – especially 2 and 3 bedroom housing – which is reflected in long waiting times for residents with growing families.

Estate renewal therefore presents an opportunity not only to increase housing supply, but to improve housing quality, energy performance and space standards, while securing

tangible benefits for current residents. This cannot be achieved through improvements to existing housing alone and will require the delivery of new homes alongside sustained investment in the existing stock.

Collaboratively delivered, renewal can support:

- ✓ **better homes and living conditions,**
- ✓ **new and improved community facilities and open space,**
- ✓ **pathways into skills and longer-term employment,**
- ✓ **and long-term arrangements that protect affordability and neighbourhood stability.**

Delivering this renewal will require ongoing partnership with the Euston community, strengthening transparency and ensuring local voices continue to shape housing decisions as proposals evolve.



© Jenna Selby

The EHDG commissioned the Euston Housing Pact, informed by research from local voluntary sector organisations rooted in the community and developed with local residents. It sets clear expectations for how community voices should shape housing delivery. The key priorities are:



Longterm stewardship and delivery certainty

The scale and complexity of housing delivery at Euston mean that success will depend on arrangements that extend beyond individual sites or development phases. Coordinated phasing, consistent design quality and long-term management of shared assets will be critical to sustaining housing delivery and neighbourhood quality over time.

Positioning housing as the organising principle provides the potential to establish clearer accountability, align investment decisions, and create the conditions for delivery at pace and at scale, whilst maintaining quality and community confidence.



- Delivering new high quality, durable and sustainable homes that support long-term affordability, health and wellbeing, while also improving existing homes where feasible and funding allows.**
- Ensuring existing residents directly benefit from regeneration, with their lived experience helping to shape delivery and supporting their ability to remain part of the community through change.**
- Ensuring investment in new homes also delivers wider neighbourhood improvements, including high quality community infrastructure, public realm and open space that benefit existing communities as well as new residents.**
- Using regeneration to create pathways for local people into jobs, skills and training through design, construction, long-term maintenance and management.**

“There are so many people who could contribute their knowledge. We have a library of life experiences.” – local resident

7.2 Employment space and economic growth

Housing as a foundation for commercial success

The long-term success of this area depends not only on employment space and connectivity, but on the continuity of the local talent base that sustains it. Innovation in Euston is driven by dense networks of researchers, clinicians, entrepreneurs and firms working in close proximity, where collaboration and knowledge exchange accelerate discovery and commercialisation.

However, this is not just about researchers and innovators. It relies on a much wider workforce that keeps it running day to day: not only scientists, but technicians, laboratory staff, support services and early-career professionals. It also depends on everyday neighbourhood services that support community life and wellbeing, including childcare, education, cultural provision, healthcare and care services, and health and leisure facilities.

The Good Life Euston survey highlights significant livelihood insecurity among local residents. At the time of the survey, only 41.1% of residents were in employment, compared with 71.5% across Camden and 74.6% across London, while half of all households lived on less than £17,400 a year. It is therefore essential that alongside the delivery of new and improved homes, growth must create pathways into jobs, skills and training so that local residents can share in the area's future success and support the workforce on which it depends.

Supporting innovation through mixed neighbourhoods

Euston's proximity to universities, hospitals and research institutions places it at the centre of London's life sciences, health, technology and innovation economy. These sectors are highly dependent on skilled workforces, collaboration and proximity, all of which are strengthened when homes, workplaces and amenities are closely integrated.

Commercial development at Euston has the opportunity to:



Be embedded within housing-led neighbourhoods, not separated from them.



Support a range of employment spaces, from largescale commercial floorspace to affordable and flexible workspace that can coexist with residential uses.



Create active, mixed-use environments that support innovation, informal interaction and long-term investment.

This approach supports both commercial resilience and residential quality of life.



Commercial value supporting housing delivery

Commercial development also plays a critical role in enabling housing delivery by helping to fund infrastructure, public realm and affordable housing. When aligned with a strategy that also prioritise housing, commercial value can:

- ✓ **Contribute to the viability of mixed tenure housing schemes.**
- ✓ **Support investment in social infrastructure and public spaces that serve residential communities.**
- ✓ **Help sustain long term stewardship and management arrangements.**

Commercial development that conflicts with housing needs can reduce both housing supply and overall quality of the area.

Employment close to homes, not in competition with them

Integrating employment within housing-led neighbourhoods reduces pressure on transport networks, supports talent attraction and retention and strengthens local economies. At Euston, this means shaping employment areas that complement residential growth, providing jobs that are accessible to local communities and supporting everyday services that make a lifetime neighbourhood work.

By positioning housing as a core component of commercial success, Euston can support economic growth that is inclusive, sustainable and durable and that reinforces, rather than constrains, the delivery of new homes at scale.





7.3 Public realm and connectivity

Connectivity as a foundation for sustainable housing

Euston is both a major national and international gateway into London and a place of established, close-knit neighbourhoods.

Euston's exceptional public transport connectivity provides a strong foundation for delivering housing at scale in a central London location. The concentration of National Rail, London Underground and bus services and a programme of measures to create safer, more accessible and healthier streets across the Euston area essential to support and enable higher density, mixed tenure development making housing delivery both environmentally sustainable and economically viable.

As one of the UK's most significant transport interchanges, Euston connects residents to jobs, education and services across London, the UK and internationally. The arrival of HS2, alongside the modernisation of Euston Station and upgrades to Underground concourses, further strengthens this position. For housing delivery, this level of connectivity underpins demand, supports mixed use neighbourhoods and reduces reliance on private vehicles.

However, connectivity alone does not create successful residential environments. The opportunity at Euston lies in integrating transport infrastructure with neighbourhood scale movement, ensuring that connections support everyday residential life rather than functioning solely as routes for through movement. Investment in the public realm through housing delivery must reveal and strengthen relationships between parks, rail corridors and waterways, creating a coherent landscape network across the area that supports both movement and amenity, and contributes to a more legible, accessible and connected public realm.

Improving broader transport and movement links across the area will be as important as the station works themselves. Better east-west and north-south connections, safer walking and cycling routes, stronger overall bus and Underground integration and improved links to neighbouring places will help ensure that transport investment supports daily life, local access and regeneration across the wider Euston area.





Public realm as residential infrastructure

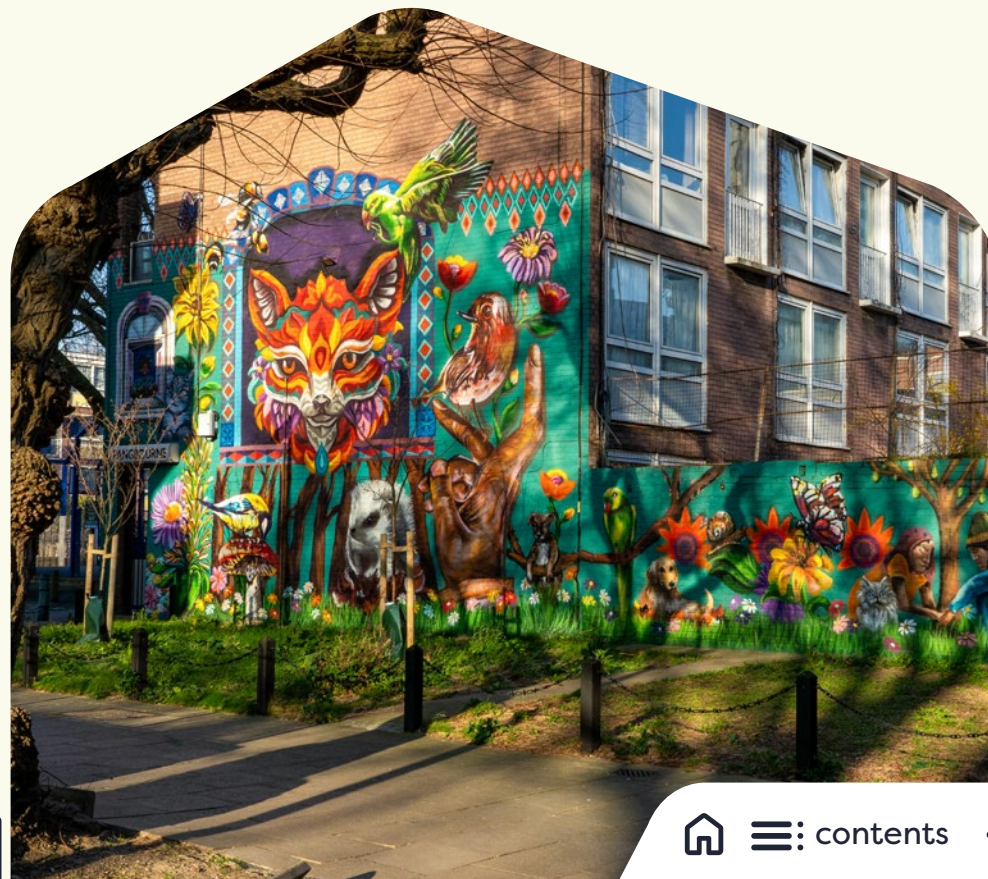
High quality public realm that is accessible to all is essential to making new housing at Euston attractive, liveable and durable over time. Streets, squares, open spaces and routes should be treated as core residential infrastructure, supporting daily life in the same way as social facilities or utilities.

For residents, the public realm provides the setting for: walking to school, accessing public transport, social interaction, play and everyone to gather, dwell and socialise. Investment in well designed streets and spaces therefore directly supports housing quality, wellbeing and long-term neighbourhood stability.

This is particularly important in Euston, where around 73% of homes on Regent's Park Estate and 79% in Somers Town have no access to private gardens, compared with 39% across Camden and 21% across London, reinforcing the importance of public realm as essential everyday outdoor space.

At Euston, public realm investment should:

-  **Prioritise people over vehicles in residential areas.**
-  **Create safe, legible and inclusive routes between homes, stations and services.**
-  **Support activity throughout the day and evening through lighting, planting and street design.**
-  **Treat public realm as part of the housing offer, rather than residual space between developments, as it is critical to supporting higher density residential neighbourhoods.**



Reconnecting neighbourhoods and repairing severance

Historic and more recent infrastructure has created severance across the Euston area, separating neighbourhoods and limiting permeability. For housing delivery to succeed at scale, these barriers must be addressed. This has been further compounded during the HS2 construction period, which has temporarily affected parts of the local open space network, including St James's Gardens, half of Hampstead Road open space and part of Euston Square Gardens.

Improving north-south and east-west connections is essential to integrating new homes with existing communities. A fine grained, coherent network of streets and routes can:

-  **Support walkable neighbourhoods.**
-  **Improve access to stations, services and open space.**
-  **Strengthen social and economic links between communities.**

There is also a role through the improvements of the public realm to better connect local institutions with residents, supporting greater sharing, learning and exchange, and helping to bring learning, culture and discovery into the streets and public spaces—making the area's innovative activity, discovery and stories more visible, shared and inclusive.

The surviving 19th century street pattern provides a strong foundation for this approach. Regeneration offers the opportunity to repair and extend this human scale grain to create a network of safer, more connected and legible urban structure that supports and celebrates and nurtures everyday life at Euston.

A continuous landscape for neighbourhood living

Euston benefits from an established network of green infrastructure, including gardens, sports pitches, mature treelined streets and the immediate proximity of Regent's Park. This provides an important asset for residential quality of life.

As housing delivery progresses, it will be important to strengthen and extend this character through a continuous landscape: a connected network of green and civic spaces and corridors connecting homes and neighbourhoods, making nature part of everyday life. This approach supports:

-  **Liveability in higher density housing and opportunities for play for people of all ages.**
-  **Supporting everyday contact with nature and enhancing biodiversity**
-  **Health, wellbeing and climate resilience.**
-  **Safe and Accessible open space for residents close to home.**

Landscape improvements should be integrated into each phase of housing delivery, ensuring that green infrastructure is planned alongside homes and streets, not added retrospectively.

Transforming Euston Road to support housing integration

Euston Road has long functioned as a major traffic corridor, creating a physical and perceptual barrier between neighbourhoods. For housing-led regeneration to succeed, this must change over time.

There is an opportunity to progressively transform Euston Road into a greener, more people focused street that:



Celebrates the wealth of institutions and community organisations



Reduces severance between communities.



Improves conditions for pedestrians and cyclists.



Strengthens north-south connections across the area.



Creates a more attractive setting for homes, services and public spaces.

Reimagining Euston Road as part of the neighbourhood fabric, not just a route, is critical to unlocking the full housing potential of the area and integrating new homes with surrounding communities.



Supporting housing delivery

Together, high quality public realm and well integrated connectivity will:

- ★ **Make higher density housing liveable and attractive.**
- ★ **Support car light neighbourhoods.**
- ★ **Improve integration between new homes and existing communities.**
- ★ **Increase confidence in long term residential investment.**

At Euston, public realm and connectivity are not secondary considerations; they are essential enablers of successful housing-led regeneration.



7.4 Sustainability and climate action

Low carbon homes at scale

Euston's density, connectivity and scale create a significant opportunity to deliver low carbon housing in a central London location. New and existing homes can be designed and improved to high environmental standards that look at their full impact over time, from the energy they use day to day to the materials used to build or upgrade them, helping to cut carbon emissions and reduce household energy costs over the long term.

Delivering energy efficient homes at Euston has direct implications for housing affordability. Lower energy demand reduces fuel poverty risk, improves comfort and supports long term tenancy stability, particularly for social and affordable housing. At scale, consistent standards across sites also provide greater certainty for delivery partners and investors, supporting efficiency and pace in housing delivery, while also enabling more efficient use of materials, greater reuse, and reduced waste across the development process. The opportunity is to treat sustainability as a core component of the housing offer, ensuring that new homes are futureproofed against rising energy costs, regulatory change and climate risk through an integrated approach to low carbon design, whole-life performance and resource efficiency.

Districtwide systems that support housing

The scale of development at Euston enables a shift away from site by site sustainability solutions towards coordinated, districtwide systems that better support residential neighbourhoods.

Areawide approaches to energy, heat, water and waste infrastructure can:

-  **Improve performance and reliability compared to individual building solutions.**
-  **Reduce capital and operating costs through shared infrastructure.**
-  **Enable flexibility over time as neighbourhoods evolve.**
-  **Support long term stewardship and management arrangements.**

For housing delivery, district-wide systems provide a more resilient foundation, particularly for affordable and mixed tenure neighbourhoods, where long term operating costs and maintenance are critical considerations. Coordinated infrastructure also supports phasing, allowing homes to come forward efficiently without compromising environmental performance.



Climate resilient neighbourhoods

Climate resilience is essential to the long-term success of housing at Euston. Higher temperatures, extreme weather and increased rainfall all pose risks to residential comfort, health and building performance.

Green infrastructure plays a central role in addressing these challenges. Tree planting, green spaces, sustainable drainage and urban cooling measures can:

-  **Reduce overheating in homes and public spaces.**
-  **Improve air quality and biodiversity.**
-  **Manage surface water and reduce flood risk.**
-  **Support physical and mental wellbeing for residents.**

Embedding these measures into streets, public realm and neighbourhood layouts ensures that climate resilience is delivered as part of everyday residential life, rather than as isolated interventions.



Sustainability as an enabler of delivery and stewardship

At Euston, sustainability should not be treated as an additional requirement layered onto housing delivery. Instead, it should be understood as an enabler of long-term success.

Low carbon, climate resilient neighbourhoods:

-  **Protect the long-term affordability of homes.**
-  **Reducing future maintenance and retrofit costs while minimising disruption from repairs.**
-  **Support investor confidence and stewardship models.**
-  **Improve the durability and reputation of the place.**

By embedding sustainability and climate action within housing delivery from the outset, Euston has the potential to demonstrate how largescale urban regeneration can respond to the climate challenge while delivering homes that remain affordable, liveable and resilient for generations.

7.5 Strategic transport infrastructure as an opportunity for housing

Transport investment enabling housing delivery

Strategic transport investment at Euston provides a critical foundation for housing delivery at scale. The transformation of Euston Station and the arrival of HS2 has significantly strengthened the case for higher density, mixed tenure housing, alongside mixed-use commercial development, in a highly sustainable location, with unparalleled access to national, regional and local transport networks.

This level of connectivity underpins the viability of car light neighbourhoods and supports a form of housing growth that reduces reliance on private vehicles while increasing access to employment, education and services. For housing delivery, this translates into:

- **greater capacity for residential development in central London,**
- ↑ **higher densities supported by public transport,**
- + **and stronger long-term demand for homes close to major interchange hubs.**

Crucially, transport investment also unlocks land and creates opportunities to rationalise and reconfigure movement patterns, enabling sites to come forward for housing that would otherwise remain constrained.

Integrating stations with housing-led neighbourhoods

The opportunity at Euston is not simply to deliver a better station, but to create a station that functions as part of a housing-led lifetime neighbourhood. This means ensuring that the station and its associated infrastructure support, rather than disrupt, neighbourhood life.

Well integrated stations can:

- ✓ **provide safe, attractive and legible routes between homes, services and transport,**
- ✓ **act as civic anchors within neighbourhoods rather than barriers,**
- ✓ **and support mixed use environments that are active throughout the day and evening.**

Ensuring that the station area at Euston is closely connected with surrounding residential neighbourhoods across the wider Euston area is essential for making new housing both attractive and liveable. Clear connections, high quality public realm and active frontages can ensure that transport infrastructure reinforces neighbourhood identity rather than eroding it.



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Unlocking land and development capacity

Large scale transport projects inevitably reshape land use. At Euston, this creates an opportunity to unlock development capacity for wider commercial development, including housing, through:

-  **the release or reconfiguration of land associated with rail infrastructure,**
-  **changes to levels, alignments and servicing that improve site accessibility, such as grouping service access away from residential and commercial entrances,**
-  **and the opportunity to consolidate infrastructure to free up development plots.**

Aligning housing delivery with these changes allows residential development to be phased alongside infrastructure works, reducing uncertainty and improving delivery confidence. This approach also supports more efficient use of public land, helping to maximise housing outcomes from national investment.

Transport as an enabler of housing quality and affordability

Transport infrastructure does more than support density; it also influences housing quality and affordability. Good connectivity enables:

-  **a higher density of homes supported by strong access to services and open space**
-  **reduced household transport costs, supporting overall affordability,**
-  **and greater choice for residents in where they live and work.**

For affordable and mixed tenure housing in particular, proximity to high quality public transport is essential to long term sustainability and resident wellbeing. Euston presents a clear opportunity to show that investing in transport directly contributes to inclusive housing outcomes.

Turning infrastructure into homes and places

Aligning transport investment and housing delivery can help to translate national infrastructure projects into lasting residential neighbourhoods and long-term community benefit.

This requires:

-  **early alignment between transport planning and housing strategy,**
-  **clear commitments to using infrastructure investment to unlock housing sites,**
-  **and delivery arrangements capable of coordinating phasing, land use and public realm.**

At Euston, the opportunity is to demonstrate how major transport infrastructure, wider movement improvements and housing delivery can be aligned to create neighbourhoods that are well connected, well designed and resilient over time. Done well, this approach can set a national precedent for how infrastructure investment supports housing-led regeneration rather than displacing it.

*“My wish is for the
community to flourish”
- local resident*

08. Scale and areas of opportunity

Euston's housing opportunity will be realised through a series of distinct but interconnected places, brought forward over time and in different combinations. While the overall ambition is place-wide, delivery will depend on how individual opportunity areas are unlocked, phased and coordinated to support housing-led regeneration at scale.

The opportunity areas and descriptions that follow are indicative and strategic in nature. They are intended to show how different parts of Euston could contribute to a long-term housing-led programme, rather than to set fixed development propositions for individual sites.

8.1 Scale of opportunity

Through assessment of sites across the wider Euston area, the EHDG has identified potential to deliver in the region of 6000+ new homes, including affordable and social rent homes over the next 30+ years. This identifies a long-term programme, subject to further testing, detailed design work and the development of a Strategic Delivery Framework to define and refine these opportunities.

The sites are grouped into categories to reflect:

- their relative readiness for housing delivery,
- the nature of the constraints they face,
- their relationship to infrastructure investment and estate renewal,
- and their potential role in establishing early momentum, medium term scale and long term transformation.

The map below illustrates the scale of this opportunity, and the role different areas will play in delivering new homes for the Euston neighbourhood.

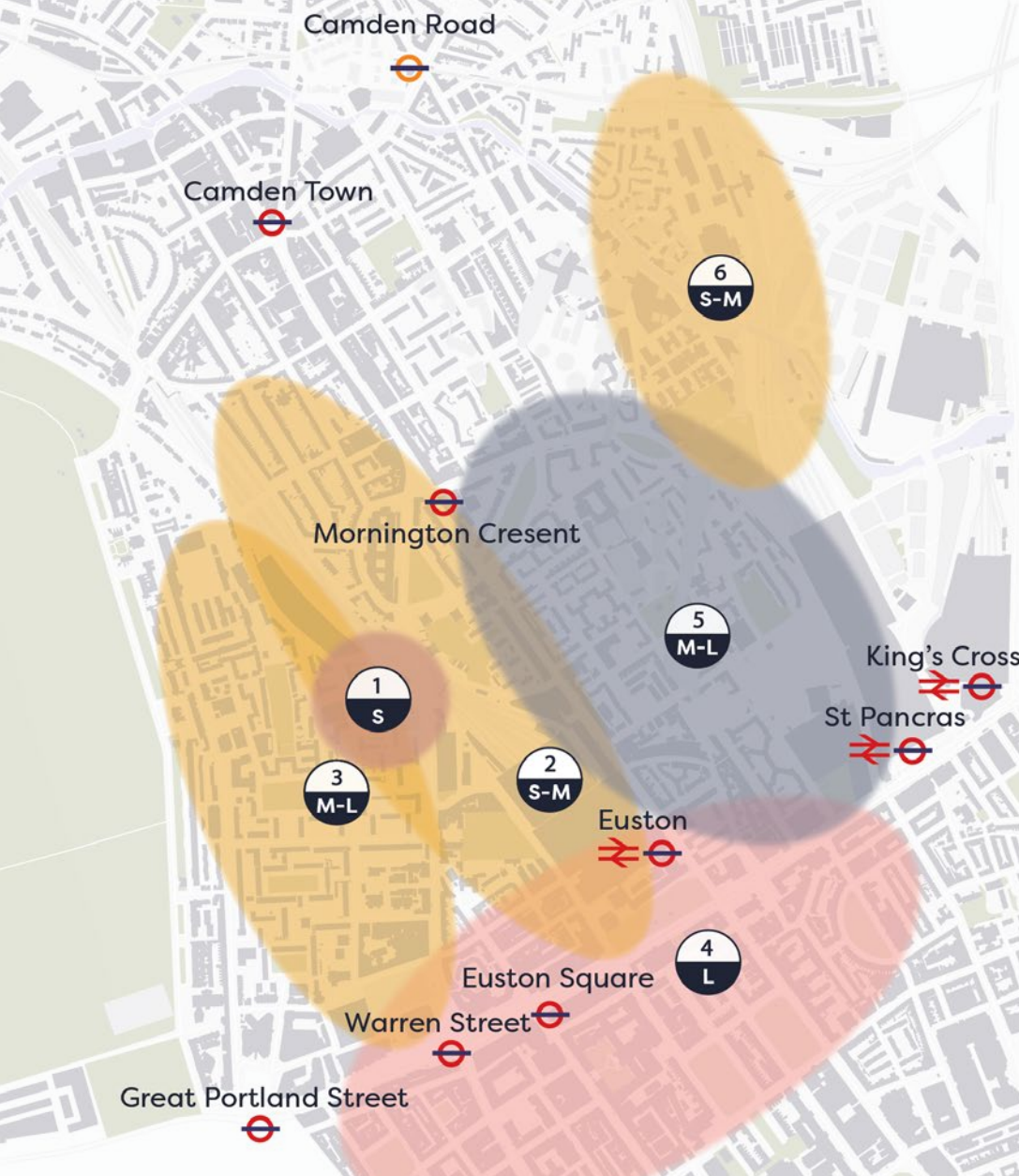
8.2 Opportunity areas

The opportunity areas described in this section are primarily focused on public sector and public sector-related sites, as these offer the greatest scope for coordinated intervention, alignment with housing and estate renewal objectives, and the embedding of long-term stewardship and community benefit from the outset. At the same time, delivery will require collaboration with private partners and investors, and this brochure is intended to help create the clarity and confidence needed to encourage that participation.

The purpose of this section is not to present fixed proposals or site-specific investment offers. Rather, it shows how different opportunity areas could contribute to the wider housing-led strategy, and how delivery may be phased, supported and coordinated over time.

Each area will require a tailored approach. More detailed proposals will need to respond to local character, the needs and aspirations of existing communities, planning context, delivery constraints and market conditions, and will be developed further through the Strategic Delivery Framework and subsequent planning and engagement processes.

Taken together, these opportunity areas show how Euston can move from strategic ambition to a phased and coordinated delivery programme, building confidence over time while remaining flexible as proposals evolve.



Key

500 - 1,000 homes

1,000 - 1,500 homes

1,500+ homes

S Short term 0-10 years

M Medium term 10-25 years

L Long term 25+ years

1
S

Regent's Park Estate North

A near-term delivery site and catalyst for potential wider estate renewal within the Euston area, delivering around 500 new homes through Council-led proposals. This establishes early momentum for wider investment and regeneration of the Regent's Park Estate. It provides a foundation for unlocking further intensification across the estate and adjacent opportunity areas.

2
S-M

Euston Station and Cuttings

The cuttings and other key sites on and adjacent to Euston Station present a significant opportunity for housing delivery within the Euston area. The area offers the potential for residential development above and adjacent to the railway and on HS2-related sites, including adjacent parcels such as the former Royal Mail (Post Office) site, Maria Fidelis and Starcross Street. Considering these sites holistically will be essential to unlock full development potential and the delivery of much needed homes.



Regent's Park Estate

A major long-term estate renewal and intensification opportunity in a highly accessible central London location, with capacity for significant housing delivery. The **Euston Area Plan (EAP) update** identifies opportunities at sites within Regent's Park Estate and highlights potential across the wider estate for longer-term housing-led regeneration to deliver additional homes in and around the estate in partnership with estate residents. The wider area also presents longer-term opportunities, including potential for the Barracks site to be redeveloped in the long term if operational requirements change (it is envisaged to remain operational at present). The area has a strong residential identity and is well placed to respond to acute local housing need, including overcrowding, through estate renewal working with the existing community to look at opportunities here.



Euston Road and Bloomsbury

This area presents opportunities for residential-led intensification in a highly accessible central London location, focused along the Euston Road frontage and extending into Bloomsbury. Along Euston Road, new development can enhance the street environment through active frontages, support investment in the public realm and help reduce severance. Key sites identified within the Euston Area Plan update include the Euston Circus Building (EA4) and the Premier Inn and the Place (EA3), with scope for carefully managed residential integration within Bloomsbury including the potential repurposing of some lower-performing or less suitable educational and institutional buildings to support new homes, where educational space can be re-provided and where the established educational and institutional character is respected.



Somers Town and Mornington Crescent

The Somers Town and Mornington Crescent area presents a significant opportunity for housing-led estate renewal, building on the Central Somers Town Community Investment Programme. With a strong residential identity, the area is well placed to respond to local housing need. The Euston Area Plan Update identifies opportunities at Amptill Estate, including the Railway Edge site (EA13), and highlights longer-term potential for housing-led regeneration here and at the Churchway Estate. The Camden Local Plan also identifies redevelopment opportunities at the Shorebase site (S9) adjacent to St Pancras. The wider area presents potential additional longer-term opportunities through estate renewal working in partnership with the existing community, subject to future decisions and circumstances.



Camley Street

The Camley Street area, located within the Knowledge Quarter and closely linked to Euston, forms Phase 1 of a wider regeneration programme and has secured consent for a new mixed-use neighbourhood. The scheme will deliver new homes, including genuinely affordable housing, alongside employment space and high quality public realm. The next phases at Camley Street South, including TriBEca, Parcel Force and St Pancras Hospital provides further opportunity to build on this foundation to deliver much needed additional homes and investment in public realm and infrastructure to strengthen connections between Euston, King's Cross and wider Camden Town.

09.

Delivery plan and next steps

“I want to use my voice to make a positive impact on my community. I think in order to make change, you need to create change yourself and go out there and voice your opinions.” - local resident

Success at Euston will be measured not just by what is built, but by the quality of place created, the benefits secured for existing communities and the strength of long-term stewardship.

This section focuses on the next steps needed to move from alignment to delivery, including shared commitments, sequencing and the delivery arrangements needed to coordinate housing, infrastructure and growth over time. The EHDG has built a shared understanding of Euston's opportunity, the barriers to progress and the conditions needed for delivery. The task now is to turn that alignment into action.

That shift is already underway. The London Borough of Camden is accelerating the next phase of Regent's Park Estate renewal, supported by MHCLG funding enabled by the EHDG. This is helping to bring forward early delivery and shows how coordinated public action can unlock housing and neighbourhood change on the ground.

This early momentum matters. It shows that housing-led regeneration at Euston is already moving from planning into delivery and provides a practical foundation for the next phase of work on phasing, community engagement, funding alignment and long-term stewardship across the wider area.

9.1 Commitments and recommendations

Delivering major change at Euston requires clear, shared commitments from all partners. This brochure sets out the following commitments and recommendations.

Commitments from public sector partners

All EHDG partners are committed to work together to achieve:



Well-coordinated urban transformation outcomes

Partners should continue to treat housing delivery, neighbourhood quality, infrastructure investment and economic growth as mutually reinforcing objectives.



Place-based planning for homes

The London Borough of Camden will lead the preparation of a Strategic Delivery Framework (SDF) to provide a coherent spatial framework for housing-led development, integrating housing with transport, public realm, employment and community infrastructure.



Cross government alignment

Central government departments, including DfT and MHCLG, should continue to align infrastructure, land and funding decisions to support coordinated delivery at Euston.



Community engagement and stewardship at the centre

Estate renewal, affordability, long term management and meaningful community engagement should remain central as delivery progresses.

9.2 Recommendations to support delivery

EHDG partners endorse the following recommendations:



Strategic sequencing

To sequence site development strategically to maximise positive outcomes, bringing forward early opportunities while preparing more complex sites in parallel.



Public land

To use public land actively and strategically as a catalyst for wider change - to support housing delivery, affordability and place quality.



Delivery arrangements

To develop delivery arrangements capable of managing complexity, risk and phasing over time.



Private partners

To encourage the participation of private partners, who share the EHDG values and who are able to help realise the ambition.



Flexibility

To maintain flexibility, recognising that market conditions, funding and infrastructure programmes will continue to evolve.

Together, these commitments are intended to provide confidence to communities, delivery partners and investors that Euston's next phase will be defined by coordinated action.

9.3 Next Steps: from shared ambition to delivery

The immediate next step is the Strategic Delivery Framework. This is the practical delivery framework for Euston: bringing together spatial strategy, infrastructure, site sequencing, funding choices, viability testing and community engagement in a coherent plan. It will provide a clearer basis for decision-making and help translate the ambition in this brochure into an actionable programme.

This work sits within a wider delivery framework involving the London Borough of Camden, the Greater London Authority, government, communities, institutions and any future Development Corporation. The next phase should therefore be understood as a set of parallel workstreams, combining planning, governance, investment and delivery action to move from shared intent to implementation.





Strategic Delivery Framework (SDF)

The immediate next step is the preparation of a Strategic Delivery Framework (SDF), led by the London Borough of Camden.

The strategic delivery framework will:

- » establish a shared strategic spatial framework for housing-led development across Euston,
- » set clear principles for housing typology, density, neighbourhood structure and public realm,
- » align housing delivery with transport investment, estate renewal and infrastructure,
- » and provide greater certainty for communities, landowners and delivery partners.

The SDF is intended to support timely decision making and reduce uncertainty, rather than replace statutory planning processes. It will also provide the forum for testing how ambition, infrastructure requirements, funding arrangements, market viability and partnership roles can be brought together into a deliverable programme.



Transition towards a Locally Led Urban Development Corporation

As the SDF establishes clarity and momentum, the next phase is the potential establishment of a Locally Led Urban Development Corporation.

A Locally Led Urban Development Corporation could provide:

- » Long term capacity to coordinate land, infrastructure and investment,
- » clearer accountability for delivery across multiple sites,
- » the ability to manage phasing, risk and infrastructure dependencies,
- » harness expert knowledge of the local area, long-standing relationships with residents, businesses, and anchor institutions,
- » and a sustained focus on delivering homes alongside wider place-based outcomes.

The timing and form of a Development Corporation will be informed by the SDF and government alignment to support new legislation required to create this form of delivery vehicle.



Delivery of homes and neighbourhoods at scale

With an agreed framework and appropriate delivery structure pathway in place, the focus should continue to be accelerating delivery.

This includes:

- » bringing forward early sites to build confidence and momentum,
- » delivering new homes alongside estate renewal and supporting infrastructure,
- » unlocking more complex sites through coordinated intervention,
- » and embedding long term stewardship arrangements from the outset.

Delivery will be iterative, with learning from early phases shaping later stages, while maintaining a consistent focus on housing, neighbourhood quality and long-term resilience.

9.4 Conclusion: From alignment to action

The EHDG has helped move Euston from fragmentation towards coordinated, housing-led delivery.

Realising this opportunity will require sustained commitment, integrated planning, long-term delivery capacity and collaboration with community and private partners. Throughout, the principles of the Euston Housing Pact should remain central to how change is shaped and how benefits are shared.

With the Strategic Delivery Framework, early delivery momentum and a pathway towards a Locally Led Urban Development Corporation, Euston now has a credible route to turn investment into new homes, stronger neighbourhoods and lasting public benefit.



This report is published by the Ministry of Housing, Communities and Local Government on behalf of the Euston Housing Delivery Group. The Euston Housing Delivery Group was established in October 2024, in partnership with the London Borough of Camden and the Greater London Authority (GLA), to assess housing and wider regeneration and investment opportunities at Euston. This report reflects the views of the Delivery Group in their capacity as expert advisors. It does not represent views of the Government.



Bek Seeley

Bek Seeley is a UK regeneration and development leader with more than two decades' experience across

major projects, public-private partnerships and large-scale delivery in the UK and internationally. Her career spans the public and private sectors, including senior roles at Serco, AECOM and Lendlease, with experience across institutional investment and private equity. This gives her a broad perspective on wider public service delivery, infrastructure, housing, economic development and community-focused regeneration. Bek is also Chair of Platform4 and a Board Director at Network Rail, bringing commercial discipline, public purpose and collaborative leadership to help create sustainable, inclusive places that work for communities and support economic growth.



Matt Lally

Matt Lally is a Director at global built environment consultancy Arup and Co-Chair of the Academy of Urbanism. Matt has been responsible for leading

various major urban transformation projects around the UK and internationally, and for authoring a variety of Government best practice research and guidance publications in urban planning and design.



John Osborn

John has a proven track record in commercial real estate fund management with Aviva Investors, AXA IM and other institutional investment managers. He

also brings valuable non-executive experience spanning both housing associations and local government. His cross-sector background offers a distinctive and informed view of capital flows and investment priorities across the real estate landscape.



Professor Geraint Rees

Professor Geraint Rees FMedSci is Vice-Provost for

Research, Innovation and Global Engagement at University College London. He provides strategic leadership for UCL's £3.56bn research portfolio; leads innovation, entrepreneurship and commercialisation across 16,000 staff and 52,000 students; and develops international partnerships spanning over 150 countries. A neurologist and neuroscientist by training, he previously served as Senior Scientific Advisor at Google DeepMind.

