



Euston Housing Delivery Group

Bek Seeley - Chair

What is the Euston Housing Delivery Group?

Objectives

- ❑ Deliver thousands of new homes, including affordable housing.
- ❑ Support the development of a thriving life sciences and broader innovation district in the area.
- ❑ Work closely with local communities, Camden Council, the Mayor of London, and other stakeholders to ensure the regeneration benefits the existing community.



What is the Euston Housing Delivery Group (EDHG)?

Chair's remit is from the Secretary of State for Housing, Camden contributed to the appointment process.

Group will make recommendations, commission work and provide practical support to progress delivery by Camden and local partners

Responsible for supporting housing and regeneration outside the red line of the Euston Station development – everything but the railway land.

MHCLG and LBC jointly manage the activities of the EDHG and the GLA is also supportive of the formation of the EHDG

£4m allocated from Government to support exploration of housing potential in Euston

Group will be led by the Chair, with 3-4 expert contributor roles appointed early next year. Support from MHCLG and Camden resources

No specific staff or base – reliant on capacity of existing organisations and commissioning of specific technical input where needed.

Keen to ensure the group works with residents to explore housing potential and priorities

Early priorities

1. Focus on Delivery Ambition and Impact

- **Evaluate Long-Term Opportunities:** The EHDG aims to identify and assess long-term opportunities for housing-led regeneration.
- This involves understanding the potential for regeneration and how these opportunities can be secured to ensure sustainable development and to support the achievement of an outstanding place for the local community.
- Additionally, Euston aims to be a world-leading science, knowledge, and tech district, contributing to the UK's global standing in these industries.
- These ambitions align with maintaining Euston's character, diversity, and culture, which are critical to its long-term strategic success.
- **Assess Existing Projects in Camden:** The EHDG will review current projects within Camden with the Camden team to determine how the group's focus, capacity, and resources can be leveraged to highlight and progress these projects, secure broader funding, and accelerate their progress.

Early priorities

2. Collaborate with Partners to Evaluate Future Options

- **Evaluate Delivery Options:** The EHDG will work closely with partners to explore various options for delivering wider regeneration in the long term.
- This involves considering different models and approaches to regeneration, assessing their feasibility, and determining the best strategies for implementation.
- **Agree on a Pathway Forward:** Through collaboration, the EHDG aims to establish a clear and agreed-upon pathway for moving forward with housing-led regeneration.
- This includes setting out a strategic plan that outlines the steps needed to achieve the desired outcomes and ensuring all stakeholders are aligned on the approach.
- **Learn from the initial community conversation and develop a collaborative way forward with the community** – including developing a Housing Compact/ charter to set out community priorities for housing delivery in the area, to ensure that going forward the community needs are understood and woven in to the outset of any projects

Clarifications – Approach to Affordable housing



- For the Euston Housing Delivery Group (EHDG), focusing on affordable housing is a top priority.
- Affordable housing is a critical issue for the wider Euston area, where many residents face challenges related to high living costs, poor quality existing housing, and limited housing options.
- Ensuring access to a range of affordable housing options is essential for fostering a diverse and inclusive community, supporting economic stability, and improving overall quality of life.
- By prioritising the development of various affordable homes, the EHDG aims to support the existing community while also enabling the growth of key industries in the area, such as life sciences and biomedical sectors.
- This approach not only provides the best opportunities for local people but also attracts global talent, ensuring that these industries can thrive and contribute to the long-term sustainability and vibrancy of the Euston area.

Clarifications – Ministerial Task Force



- EHDG is separate to the Ministerial Taskforce – this was established in March 2024 to oversee development at Euston Station – particularly in relation to HS2.
- The taskforce also has a role in oversight of regeneration efforts in the area. Key functions and goals:
 - **Strategic Oversight:** Provide strategic oversight for the HS2 project and ensure effective delivery of related initiatives.
 - **Facilitation of Decision Making:** Assist in making crucial decisions regarding the project's direction and implementation.
 - **Regeneration Efforts:** Oversee regeneration efforts in the Euston area, including plans to deliver up to 10,000 new homes as part of a broader housing delivery group initiative.
- Ministers from Department for Transport, HM Treasury and Ministry for Housing, Communities and Local Government

Clarifications – Development Corporation



The Euston Housing Delivery Group (EHDG) is not a development corporation for the wider area.



Our primary focus is on delivering high-quality housing-led regeneration for the broader Euston area.



We work in partnership with those responsible for the station to optimize outcomes for Euston.



Our goal is to ensure that the development meets the needs of the community and supports sustainable urban development.



The group will work with wider partners to consider options for models and frameworks to deliver housing and regeneration at Euston



The group will consider which model best serves the needs of the community and ensures sustainable development