



REGENT'S PLACE **AT 30**

CELEBRATION | REFLECTION





Regent's Place occupies a 13 acre site in the London Borough of Camden, just north of the Euston Road, to the east of Regent's Park and west of Euston Station. In recent years, the campus has doubled in size, and now provides accommodation and amenities for around 15,000 workers and residents, as well as the local community.

CONTENTS

INTRODUCTION

- 02 Overview
- 04 Working in partnership
- 08 A journey in time

CELEBRATION

- 12 Local regeneration
- 14 Jobs and growth
- 16 Housing and services
- 18 Links and connectivity
- 20 Map of Regent's Place
- 22 Green places
- 24 Placemaking
- 28 Commercial results

REFLECTION

- 32 Lessons learnt
- 34 Our vision for the future
- 36 A view from nef consulting

“It's not often that a Chief Executive gets to look back at a project that's been on the go for 30 years and has a chance to celebrate its success and reflect on the experience.



CHRIS GRIGG
CHIEF EXECUTIVE OF BRITISH LAND

I am pleased to share this review of our 30 year commitment to Regent's Place and the story of our relationship with the local community and Camden Council. I want to take the opportunity to celebrate a success story but also to share our learning from that experience.

Analysis by nef consulting shows that the area around Regent's Place has benefited from a substantial reduction in levels of deprivation in recent years – in the top 1% of all London areas. Local connectivity has also significantly improved, with more than half of all people at Regent's Place experiencing shorter journey times thanks to the new walking routes created through our partnership with Camden Council and Transport for London.

For me, changes like these highlight the benefits of real partnership working. Our local collaboration began in the early 1990s, when the West Euston Partnership brought the ethnically mixed local community together, so that it could begin to speak with one voice. Through this Partnership, we joined with the council, local ward councillors, the police, University College London, the NHS, community organisations and other local stakeholders with one common aim, to make the area a better place to live and work. We quickly realised that we couldn't provide solutions to every problem but we could make a positive contribution.

When we decided to build a new theatre and arts studios at Regent's Place, it was a bit of a break with tradition. Today, these amenities add richness, life, a sense of community and diversity to a busy central London campus. One of our new buildings also houses an employment and training facility run by the Partnership. This is no gated business estate. Instead, it is a 2 million sq ft mixed-use neighbourhood that is truly integrated into the surrounding area.

It's hard now to imagine the campus without features like the theatre and arts studios. I am convinced that such additions have helped persuade a range of media and tech businesses to join the established financial occupier base at the 13-acre scheme.

We want to build on what we have already achieved at Regent's Place and to make sure that all our major developments are planned in partnership with local authorities and local communities. We would also like to see the Government developing policies designed to encourage partnership working so that, together, we can create places people prefer. ”

Top 1%

for reductions in deprivation

LOCAL REGENERATION

Since 2007, we have invested over £50 million of cash and in-kind contributions to local infrastructure and initiatives through our community programme and planning agreements.

See page **12**

6,700

jobs supported

JOBS AND GROWTH

Since 2010, our construction activity at Regent's Place has supported 6,700 jobs and contributed £257 million gross value added to the UK economy.

From 2004 to 2010, the area around Regent's Place achieved the top 5% of all London areas for improvements to employment.

See page **14**

310

new apartments created

HOUSING AND SERVICES

Since 2010, we have created 310 residential apartments at Regent's Place, including over 50% affordable housing, as well as building a new theatre, arts studios, an employment and training centre and other amenities.

See page **16**

6,900

carbon tonnes saved

GREEN PLACES

Since 2006, all new office buildings at Regent's Place have been certified BREEAM Excellent for sustainability. Since 2009, we have cut carbon emissions in existing buildings by 6,900 tonnes - equivalent to annual emissions from over 1,000 homes.

See page **22**

55%

benefit from new walking routes

LINKS AND CONNECTIVITY

Over half of all people at Regent's Place have experienced improvements to their journey times thanks to the new walking routes created through our partnership with Camden Council and Transport for London.

We are particularly proud this initiative has helped break down the physical and social barrier the Euston Road poses for local people and businesses.

See page **18**



For map of Regent's Place

See page **20**

nef

This information is based on a review by nef consulting

See page **36**

70%

of people enjoy our artworks

PLACEMAKING

Around 90% of office workers, residents, local people and visitors surveyed in 2013 positively like Regent's Place.

Almost 70% of people surveyed at Regent's Place felt the extensive public art collection enhanced their campus experience.

See page **24**

98%

of all space let

COMMERCIAL RESULTS

Since 2009, property values at Regent's Place have increased almost twice as much as other West End offices - rising annually by 6.4%.

Regent's Place enjoys 98% occupancy, with Facebook, Debenhams and Manchester City Football Club amongst those recently signing up for space.

See page **28**

30 YEARS AT REGENT'S PLACE

WORKING IN PARTNERSHIP

"In the early 1990s, this area was a battleground. There was gang fighting and racism every hour, every day. Houses were derelict. Now, walk around and see how it's changed – no graffiti, no litter and people seem to like where they live.

Everything we've achieved would not have been possible without everyone working together, especially British Land. We feel that we are part of British Land. British Land's heart and soul are very much linked into the communities."



JOYNAL UDDIN
FOUNDER AND DIRECTOR OF
THE WEST EUSTON PARTNERSHIP
SINCE 1992

"At that time, developers were seen as the big baddies. The developer as enemy attitude is less common now but still around and very short-sighted. I admire the length of time British Land has been involved in West Euston, and the skills and experience of their people.

It made a big difference having British Land involved in the West Euston Partnership. Being in this partnership of private and public sector was critical. It gave us tremendous kudos and clout."



HELEN PEACOCK-SEVILLA
HEAD OF THE WEST EUSTON
PARTNERSHIP
FROM 2000-2009

"The most unusual aspect of the community engagement here was the proactive and collaborative engagement of all sectors of the community with British Land, through the West Euston Partnership Planning Working Group, as part of the planning process. This informed British Land's response in what community and leisure facilities were provided on and off site."



FRANCES WHEAT
HEAD OF DEVELOPMENT MANAGEMENT
AT CAMDEN COUNCIL

"While working for the London Docklands Development Corporation, I had come to realise that development does not, in itself, necessarily bring trickle-down benefit to local communities. I had also seen how the traditional approach was often adversarial. There had to be a better way.

At Regent's Place, the West Euston Partnership brought the community together and so we were able to build relationships and break down barriers to engagement in a community that was not the type of middle class group that normally engages in planning.

This meant that we came to understand the issues they faced, and so were better able to work with them on how those issues might be addressed."



ADRIAN PENFOLD
HEAD OF PLANNING AT BRITISH LAND SINCE 1996.
WEST EUSTON PARTNERSHIP
BOARD MEMBER FROM 1998-2010

WORKING IN PARTNERSHIP

"Any good development requires good community engagement. British Land is good at communicating, engaging and listening – coming to grassroots level and engaging with local people. Local people feel like British Land is one of us."

For over 20 years, British Land has been working in partnership with local people, taking their needs and expectations into consideration. British Land's genuine commitment is not just about the look and feel of Regent's Place, but the area as a whole. We've gone through tough times together and have come out happy at the other end."

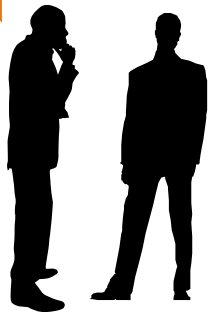
"Regent's Place is the most fantastic project to be involved in. We have worked tirelessly to engage with the local community in a meaningful way, and by nurturing the Regent's Place campus for 30 years, British Land has turned an unloved piece of land into a place with a real heart and soul, and an asset that's now worth £1.25 billion."

I've personally enjoyed being part of that evolution and we all feel that our work has made a real difference. As a result, we have managed to attract some world class occupiers and brands to the campus, including Aegis, Debenhams, Facebook, Gazprom and Santander."

"Unusually for a developer, British Land has continued its involvement in the Regent's Place community once the development project has finished. They consider the community to be neighbours and continue to work with them – it doesn't end when the buildings are built."

"We have learnt so much at Regent's Place, about how to engage with communities. This has had a big effect on us as a business, for instance influencing our Community Charter, which we're now implementing at all our major properties. We also recognise that truly sustainable regeneration is a continuous process and that, even though Regent's Place looks complete, there is still more to be done."

In particular, we are working with our Regent's Place management team on opportunities to encourage local employment, training and procurement. We will also continue to undertake initiatives to bring local people onto the campus and support our key community partners."



COUNCILLOR NASIM ALI, OBE
COUNCILLOR FOR REGENT'S PARK WARD
SINCE 2002. WEST EUSTON PARTNERSHIP
BOARD MEMBER SINCE 2002



JAMES DANBY
DIRECTOR OF LONDON LEASING AT BRITISH LAND
SINCE 2007 AND FORMERLY LEASING CONSULTANT
SINCE 1998. WEST EUSTON PARTNERSHIP BOARD
MEMBER SINCE 2010



COUNCILLOR HEATHER JOHNSON
COUNCILLOR FOR REGENT'S PARK WARD
SINCE 2002. WEST EUSTON PARTNERSHIP
BOARD MEMBER SINCE 2002



ANNA DEVLET
HEAD OF COMMUNITY AT BRITISH LAND
SINCE 2010 AND FORMERLY COMMUNITY
CONSULTANT FROM 2006

ONE BOY'S JOURNEY IN TIME

14-YEAR-OLD ROBIUL ALI HAS GROWN UP WITH REGENT'S PLACE.

ROBIUL SAYS

"The reading really helped me. Before, I really hated reading and after you helped me it really boosted my confidence."

"Before, if you walked by, you'd think it looked like a bad place – a bit like a jail. Now it's a good place, you've got a lot of things. It's colourful."

"Before, no-one used to go there. Then you guys put up the pictures of children playing and art. Then we did loads there. It was nice."

"When my artwork was at Regent's Place, every time I walked there, I knew that I did something good. It just proves that if you want to do something, then you can."

"Everyone had to work as a team. It was really good. It made you think about, if you were making a business, what would you do?"

"When I walk through Regent's Place I feel like I'm part of the company."



2000

2004 Robiul went to Netley Primary School, where he received weekly reading support from one of British Land's volunteers.

2009 He attended Samuel Lithgow Youth Centre, where we part-funded a complete refurbishment.

2010 British Land volunteers transformed playgrounds at Netley Primary School, where Robiul played with his friends.

2011 Robiul created poetry that was carved into paving stones at Regent's Place, working with art student Emma Hunter on 'Set in Stone', the result of a British Land competition with Chelsea College of Art and Design.

2012 As a student at Westminster Academy, Robiul joined 160 young people in an enterprise competition with British Land volunteers. His team's idea for a new leisure destination came 2nd.

2014 Robiul visited our Head Office in Westminster for the second time. He has also been on a guided tour of Regent's Place.

OUR JOURNEY IN TIME

FROM 1984 TO THE PRESENT DAY, KEY EVENTS IN OUR COMMITMENT TO REGENT'S PLACE, HIGHLIGHTS FROM OUR LOCAL RELATIONSHIPS, AND HAPPENINGS IN THE WIDER WORLD...



Regent's Place and the local area



Wider World

1980s



Margaret Thatcher was UK Prime Minister, British miners went on strike, Band Aid's 'Do They Know It's Christmas?' was a hit and mobile phones started to become popular.

1980s

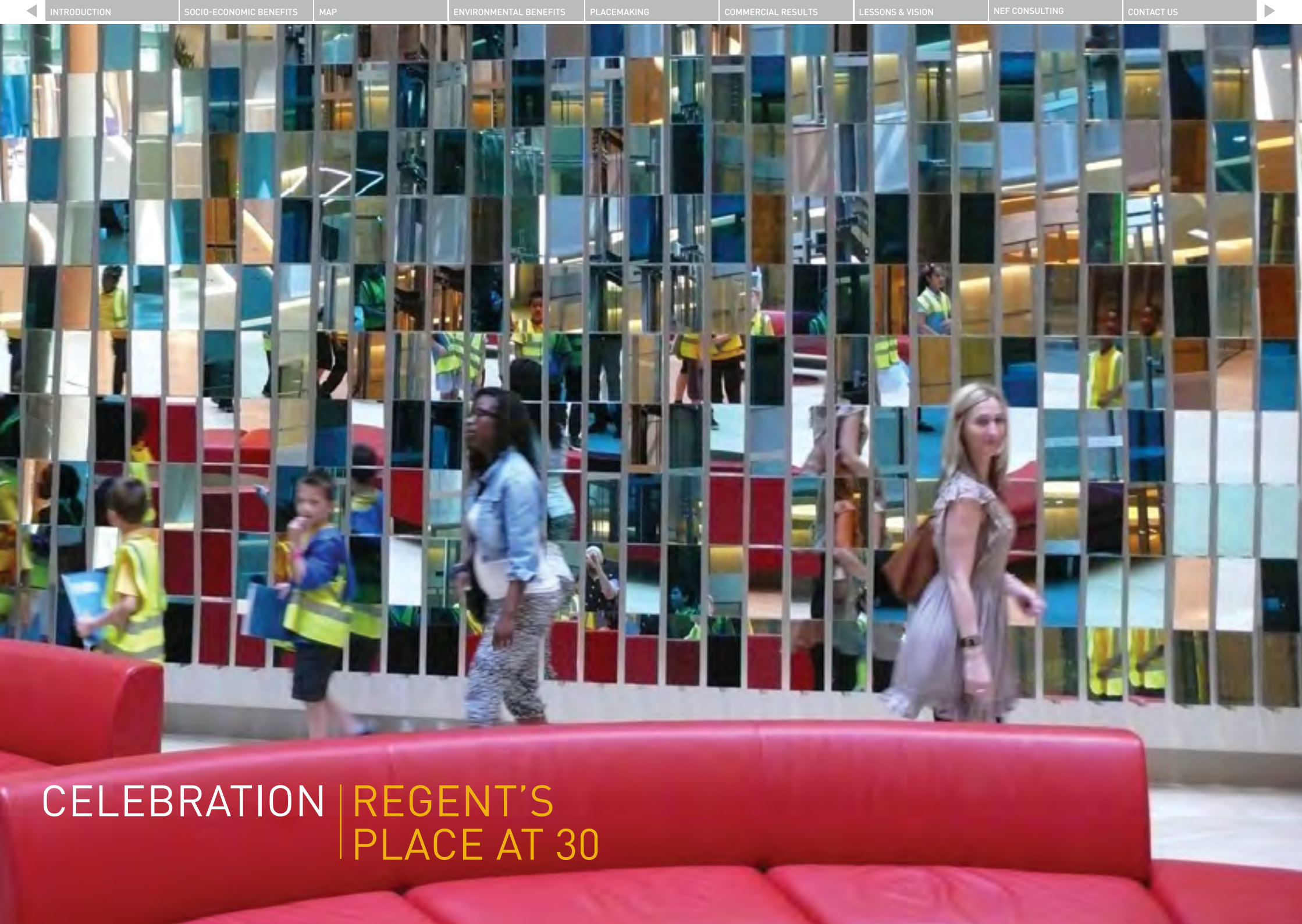


Sir Terry Farrell, a leading architect planner, was developing his vision for central London, with an emphasis on the civic realm and the vital spaces between buildings.

1984



British Land bought the Euston Centre in West Euston, one day to become Regent's Place.



CELEBRATION | REGENT'S
PLACE AT 30



LOCAL REGENERATION



The decade began in West Euston with ethnic tensions and a racially motivated murder on the doorstep.



The West Euston Partnership was created to make the area a better place to live and work, bringing together local stakeholders from the public, private and third sectors.

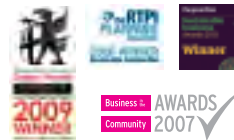


HELEN PEACOCK-SEVILLA
FORMER HEAD OF THE WEST
EUSTON PARTNERSHIP

"The contribution of time that management at British Land has given is the key – years of attending Board meetings, often late into the evenings, as well as Saturday events, has shown that this relationship is for the long term."

AWARD WINNING

Recognition for our regeneration and long-term community engagement programme at Regent's Place includes:



Left Over the years, our long-term partnership with Netley Primary School has included volunteering challenges that have transformed playground areas, educational trips for pupils and an ongoing reading support programme.

From 2004 to 2010, the area around Regent's Place has benefited from a substantial reduction in levels of deprivation – in the top 1% of all London areas.

When helping to develop the vision for the area at the beginning of the 21st century, Sir Terry Farrell highlighted the 'hidden borough' north of Marylebone Road and Euston Road, extending from Paddington to Angel. This contained some of the most deprived places in the country.

The area to the north of Regent's Place sits at the centre of this corridor and displayed many of the indicators of deprivation. The West Euston Partnership has a 20 year history of addressing these issues. British Land's community investment has played an important role in this work.

COMMUNITY INVESTMENT

Since 2007, we have invested over £50 million of cash and in-kind contributions to local infrastructure and initiatives through our community programme and planning agreements. Importantly, because we have engaged with the local community, our contributions have funded things that local people really wanted and needed, such as affordable housing, better pedestrian links, new public spaces, local infrastructure and community facilities, such as a theatre, arts studios and an employment and training facility.

Our support has included cash contributions, time invested in community projects and in-kind donations. We recently created a purpose-built new facility for the West Euston Partnership, housing the charity and its One Stop Shop for employment and training. This is part of our ongoing support for the Partnership, which we have provided with accommodation at a peppercorn rent for more than 15 years.

FOCUS ON VOLUNTEERING

Since 2009, together with our Regent's Place team, we have spent more than 2,000 hours on community projects in Camden. Our managers have fulfilled Board roles for the West Euston Partnership since it began in 1992, the Third Age Project since 2003 and the New Diorama Theatre since 2010, as well as a Governor role at Regent High School since 2004. We have also been actively involved in a number of community projects, including arts initiatives, reading support programmes, community days and local events, such as the Camden Bangladeshi Mela and West Euston Festival.

* This is based on analysis by nef consulting of Office for National Statistics data and reflects improvements in income, employment, health, housing, services and living environments, as well as reductions in crime – enhancing people's lives. For more information, please see www.britishland.com/nef



JOBS AND GROWTH



REBECCA WALTON
CUSTOMER SERVICES AND
COMMUNICATIONS MANAGER
AT REGENT'S PLACE

"We want to do more to support local training, employment and procurement, and are exploring opportunities with our suppliers and occupiers. Earlier initiatives include a well-attended local procurement event we initiated and hosted with Camden Council and Transport for London, in the run-up to the 2012 Olympic Games."

Left Construction workers at the North East Quadrant in 2011.

* This is based on analysis by nef consulting of Office for National Statistics data. For more information, please see www.britishland.com/nefc

From 2004 to 2010, the area around Regent's Place achieved the top 5% of all London areas for improvements to employment.

OUR CONTRIBUTIONS THROUGH CONSTRUCTION

In exploring the impacts of our construction activity at Regent's Place, we have focused on our most recent phase, the North East Quadrant (NEQ), where we have more detailed data. NEQ represents around 50% of the 1 million sq ft of office, residential, retail and community space we have created at Regent's Place in recent years.

According to a review by PwC, NEQ alone supported 6,700 jobs and contributed £257 million gross value added to the UK economy. As part of our local focus, we established a local procurement and employment working group at NEQ with Camden Council, King's Cross Construction and Skills Centre and our main contractor at NEQ, Lend Lease. Altogether, we achieved 15% local procurement, spending £33.7 million with local firms. This was monitored in partnership with Camden Council, London-based Supply Cross River project and our project team. Successes included a 'meet the buyers' event and visits by the Lend Lease team to local businesses. We also supported 24 apprenticeships, helping people earn while they learn. Apprenticeships have since become a greater focus for British Land.

OUR ONGOING CONTRIBUTIONS

The additional office and retail space created at Osnaburgh Street and NEQ supports 5,400 extra jobs with businesses in the new buildings.

Office workers at Regent's Place also spend in the local economy. A 2013 study by ZZA showed that almost 70% of office workers at Regent's Place go beyond the campus at least once a week, with the most popular reasons being errands, shopping, eating and meeting friends. All of this helps boost local businesses.



John Major became UK Prime Minister, Nigel Mansell won Formula One, the Channel Tunnel opened, Barings Bank collapsed and eBay launched online.

1990



British Land completed the refurbishment and re-cladding of 338 Euston Road.

1992



British Land Development Director Ken Dytter took a place on the West Euston Partnership Board.

HOUSING AND SERVICES

From 2004 to 2010, the area around Regent's Place achieved the top 1% of all London areas for improvements to housing and services.*

A number of local stakeholders played vital roles in improving housing and services, including Camden Council, The Crown Estate and the West Euston Partnership. Securing money to invest in housing was key, starting with £6.5 million of Single Regeneration Budget funding won by the Partnership in 1996.

* This is based on analysis by nef consulting of Office for National Statistics data. For more information, please see www.britishland.com/nefc



GARETH JONES
DEVELOPMENT DIRECTOR
AT ORIGIN HOUSING

"Regent's Place shows how affordable housing can fit comfortably into major, inner city mixed-use sites. It also recognises the diverse housing needs of Camden residents. Unusually for a high density, inner city development, there are homes for residents with disabilities."

Below Residential gardens at One Osnaburgh Street.

HOUSING

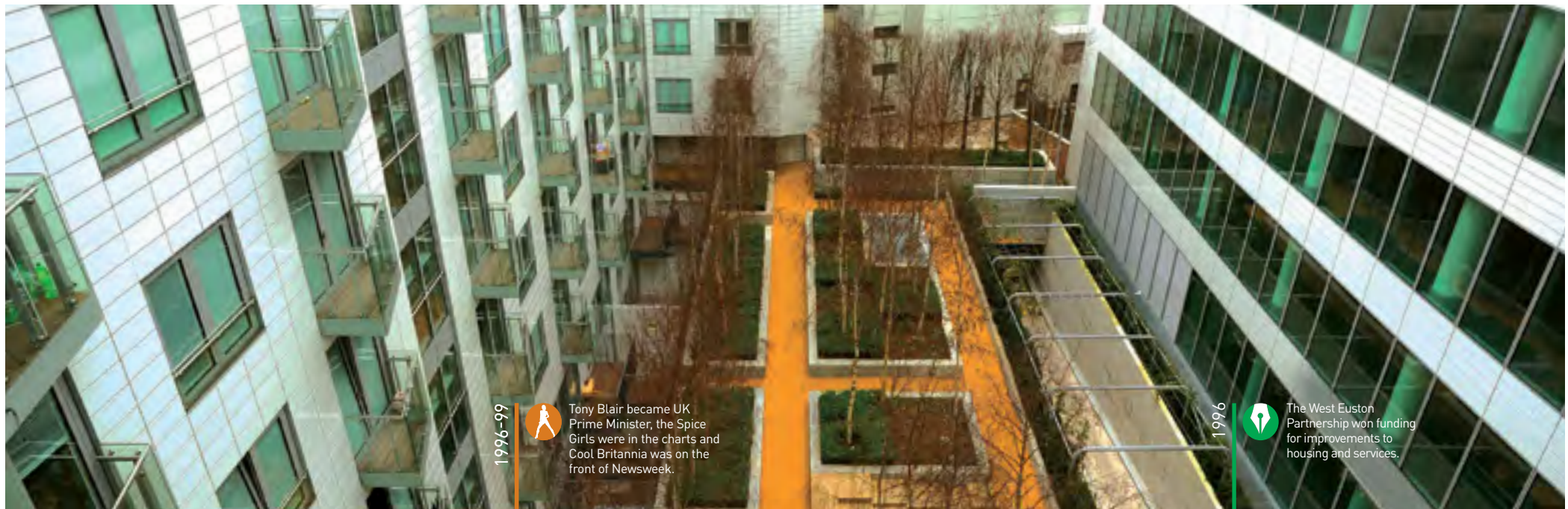
The 310 residential units we have built at Regent's Place since 2010 offer over 50% affordable housing. This has increased the housing mix for the local area and provided much-needed accommodation for people on low incomes and key workers.

REGENERATION FUNDING

British Land and University College London provided professional advice and support that helped the West Euston Partnership secure and administer £6.5 million of Single Regeneration Budget funding from the UK Government. This was leveraged to a further £26 million that funded improvements to housing and services.

SAMUEL LITHGOW YOUTH CENTRE

British Land part-funded the complete refurbishment of the nearby Samuel Lithgow Youth Centre in 2009, which was due to be shut because it was unfit for purpose. Samuel Lithgow Youth Centre has now transformed itself into an important resource for the diverse local community. It offers an IT suite, community gym, multi-purpose sports hall, dance studio, music recording room, youth area, café, upgraded disabled access and more. Hundreds of people come through the doors each week and all activities are free.



1996-99



Tony Blair became UK Prime Minister, the Spice Girls were in the charts and Cool Britannia was on the front of Newsweek.

1996



The West Euston Partnership won funding for improvements to housing and services.



LINKS AND CONNECTIVITY

1997 British Land completed new office buildings and retail space at 1, 4 & 7 Triton Square. We also started to enhance and increase public spaces.

1998 Adrian Penfold, who had joined British Land as Head of Planning in 1996, took a place on the West Euston Partnership Board.



FATHER MARTIN POOLE
ST MARY MAGDALENE'S CHURCH

"The communities north and south of the development were very much separate. What British Land has done has enabled the two to come together more – there is more reason for people to cross the Euston Road."

Left The new pedestrian crossing over the Euston Road, opposite Regent's Place.



Above Through our 2006 'Hustle and Flow' project with Squint Opera, EDCO Design, Farrells and Regent High School, students visualised ideas to improve the Euston Road and created a video that was exhibited at the British Library.

* This is based on a review by nef consulting of a survey of 1,535 visitors to Regent's Place carried out by FSP Consultancy in early 2014. For more information, please see www.britishland.com/nefc

Some 95% of visitors were aware of the new walking routes created through our partnership with Camden Council and Transport for London, and over half have experienced* improvements to their journey times.

We embraced Sir Terry Farrell's broader vision for the Euston Road of enhanced pedestrian permeability. We worked in partnership with Camden Council and Transport for London to help break down the physical and social barrier the Euston Road poses for local residents and businesses.

NEW WALKING ROUTES

People can now enter Regent's Place from more than ten different access points. Our new north-south route connects to Fitzrovia, the West End and nearby Tube stations, via the first additional pedestrian crossing across the Euston Road for ten years.

Our new east-west route through Regent's Place forms an important pedestrian link from Regent's Park to Euston Station, providing a pleasant alternative to the Euston Road and opening up the historic façade of Holy Trinity Church, long hidden from view.

EUSTON CIRCUS

Improvement works at Euston Circus have been designed to enhance the pedestrian and cyclist experience at this major junction, simplifying the pedestrian crossings from 16 to eight, planting more trees and giving land back to the public realm. British Land provided input and £3 million of funding to help drive this important project forward.

GREEN TRAVEL

We have created around 600 cycle spaces at Regent's Place, as well as lockers and showers for office workers who cycle or run to work. By encouraging green travel and creating better environments for pedestrians, we help Camden improve air quality and reduce traffic congestion.

PUBLIC TRANSPORT LINKS

Regent's Place benefits from excellent transport links, being situated between Euston, King's Cross and Paddington train stations. Warren Street, Euston Square, Great Portland Street and Regent's Park Underground stations are all within easy walking distance, connecting into six Tube lines. There are also numerous bus services nearby and several Barclays Cycle Hire docking stations.

PLACES FOR EVERYONE | REGENT'S PLACE AT 30



KEY  Osnaburgh Street development  NEQ development

 Underground  Bus stop  Pedestrian crossings  Taxi pick up and drop off routes



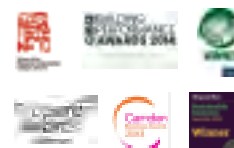
Regent's Place occupiers score British Land 8.8 out of 10 for interaction on environmental issues – well ahead of the industry average of 3.8 out of 10.*

Above Green roof space on 10 Triton Street at Regent's Place.

In recent years, we have created 50,000 sq ft of green roof space and gardens, and planted around 200 mature trees at Regent's Place, enhancing biodiversity and creating attractive environments. Our green roofs and rainwater harvesting systems are also part of our sustainable urban drainage systems to cut local flood risks by slowing run-off rates.

AWARD WINNING

Our sustainable development programme, biodiversity initiatives and energy reductions at Regent's Place and beyond have won awards from organisations including the World Green Business Council.



Since 2006, all new office buildings at Regent's Place have been certified BREEAM Excellent for sustainability and all new residential buildings have achieved high sustainability ratings.

CUTTING EMISSIONS FOR CAMDEN

We have reduced energy use by 48% in existing buildings at Regent's Place since 2009, cutting carbon by 6,900 tonnes, as much as annual emissions from over 1,000 homes and saving occupiers £820,000. All our new buildings are also designed to be more energy efficient than regulations require. 10 and 30 Brock Street are set to deliver a lifetime carbon saving of 31,000 tonnes, thanks to features such as a combined heat and power system, photovoltaic panels and dynamic energy monitoring. Our efforts to help reduce the area's emissions were recognised in the Camden Business Awards 2013.

REDUCING WASTE TO LANDFILL FOR LONDON

During the construction of NEQ, 99.2% of waste was re-used or recovered, diverting 125,340 tonnes from landfill and exceeding our targets. In addition, all managed waste from businesses on the campus has been diverted from landfill since January 2009, with almost 800 tonnes recycled over the last three years.

DESIGNING FOR A SUSTAINABLE FUTURE

Our design and construction partners at Regent's Place have applied the environmental and social standards set out in our Sustainability Brief for Developments at every stage since 2004, from ensuring that all new timber is certified from sustainable sources to achieving high scores on the Considerate Constructors Scheme.

GREEN PLACES

*This is based on a review by nef consulting of a survey of a small sample of office occupiers at Regent's Place, carried out by The Leadership Factor in 2013. Across our entire office portfolio, occupiers score British Land 8.2 out of 10 for interaction on environmental issues. For more information, please see www.britishland.com/nef

PETER JACKSON
FACILITIES MANAGER AT GAZPROM
MARKETING & TRADING LTD

"British Land and the Regent's Place management team do a significant amount of work for us on environmental initiatives. They often take the lead to the benefit of all occupiers."

X Ken Livingstone became London's first elected Mayor, 9/11 and the London attacks took place and ITV screened the first X Factor series.



British Land commissioned Sir Terry Farrell to develop a masterplan vision for Regent's Place.

PLACE MAKING

Around 90% of office workers, residents, local people and visitors surveyed in 2013 positively like Regent's Place.*

* This is based on a review by nef consulting of a survey of 119 office workers, retail staff, residents, local people and other visitors to Regent's Place, carried out by ZZA in 2013. For more information, please see www.britishland.com/nef



PETER BISHOP
PROFESSOR IN URBAN
DESIGN AT THE BARTLETT
SCHOOL OF ARCHITECTURE,
UNIVERSITY COLLEGE
LONDON

"British Land's strategy was simple and elegant. They achieved new pedestrian crossings, which helped bolster the sense of Regent's Place

being part of the central London commercial area. They developed long-term relationships with local residents and politicians, and got really involved in the local community. They also worked with very good architects to produce a really well-designed estate, which has coherence and good public realm."

PUBLIC SPACES

At the heart of the campus is the Regent's Place Plaza, which we have transformed since the 1990s, creating a meeting point where office workers and local people can eat, drink and spend time. We doubled the size of this pedestrian plaza in 2013 and added sculptural seating, inspired by the Giant's Causeway. We have also been delivering a popular events programme for more than ten years, from food markets to salsa dancing.



The Regent's Place Plaza



2000s
We strengthened our relationships with Camden Council and the local community, providing financial support and space to key charities, and encouraging more of our people to become actively involved in community projects.



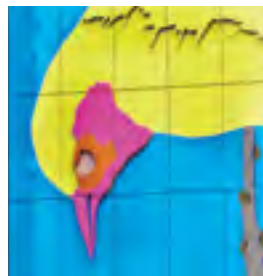
2001-04
British Land completed 350 Euston Road and 2 Triton Square, and won an award for improvements at the Regent's Place Plaza.

PLACE MAKING



JEAN HURMAN
LOCAL RESIDENT AND SECRETARY
OF THE REGENT'S PARK TENANTS
AND RESIDENTS ASSOCIATION

"The new public realm in Regent's Place is amazing, and the new artworks all top quality. It has made a real difference to the area. The walkway by the fountains is very well used too as a new connection. This is a huge boost, much needed to the area."



MATTHEW HOOK
MANAGING DIRECTOR
OF CARAT UK, OCCUPIER
AT 10 TRITON STREET

"During the last two years, Carat has set up a theatre company and put in three full productions, which has had a huge effect on our internal culture, and brought together all the parts of our parent company that sit within the same building. This is unthinkable without the catalytic effect of the New Diorama Theatre."

2007



We ran two arts programmes for children in Camden - Creative Curriculum and art:space, both of which continue today and are recognised as award-winning initiatives.



NICKY GOULDER
CHIEF EXECUTIVE
OF ARTS CHARITY CREATE

"Taking young carers on arts visits to British Land properties opens their eyes, inspires and motivates them, British Land has given us the opportunity to explore and experiment. It's a real partnership."



AWARD WINNING

Recognition for our public realm improvements at Regent's Place and community arts projects in public spaces includes:



2007-09



Apple launched the iPhone, Gordon Brown became UK Prime Minister and Barack Obama became US President, after the beginning of a global financial crisis.

PUBLIC ART

A 2014 study showed that the public art collection enhances the campus experience for almost 70% of people at Regent's Place.

Two talented art students created temporary artworks at Regent's Place through a competition we ran with Chelsea College of Art and Design. Emma Hunter produced 'Set in Stone' with local young people, and Ami Kanki filmed '[A Day in the Regent's Place Museum](#)'.

Other temporary artworks have included Big Fan by Michael Craig-Martin. Pieces by internationally recognised names and breakthrough artists include Gary Hume's first piece of public art, Pecking Bird (pictured right), Carmody Groarke's RIBA award-winning Regent's Place Pavilion, Ruth Walking in Jeans by Julian Opie, Reflection by Antony Gormley and A Couple of Ripe, Ornamental Pineapples by art student Siôn Parkinson.

NEW DIORAMA THEATRE

Since the New Diorama Theatre opened at Regent's Place in 2010, it has attracted national awards and artistic acclaim, and delivered a community programme that has reached over 20,000 local residents. Described by Time Out magazine as a "must visit destination", New Diorama Theatre has attracted thousands of people to Regent's Place and generated an estimated economic contribution of around £3 million, based on analysis using the Audience Agency's Economic Impact Toolkit.

DIORAMA ARTS STUDIOS

We completed construction of 15 multi-purpose studios at Regent's Place in 2013, all carefully designed for accessibility. These are run by Diorama Arts, a local charity that we are providing with space at a peppercorn rent.

COMMUNITY ARTS PROJECTS

Several projects have given local people the chance to create their own temporary artworks at Regent's Place, bringing them to the campus and encouraging them to embrace it as part of their community.

Some 470 local schoolchildren have worked alongside professional artists to create their own temporary artworks at Regent's Place through our award-winning Creative Curriculum programme with Camden School Improvement Service (pictured below).

More than 50 local residents have created artworks that we have displayed on hoardings around our construction sites at Regent's Place.

Around 150 vulnerable young carers from Camden have explored their creativity and developed their self-confidence, through our award-winning art:space initiative with arts charity Create.



Following extensive local consultation, British Land achieved planning consent for Osnaburgh Street in 2006, and the North East Quadrant (NEQ) in 2009.



10 Brock Street, at Regent's Place

Since 2009, property values at Regent's Place have increased almost twice as much as other West End offices - rising annually by 6.4%.*

* This is based on analysis of data from the Investment Property Databank (IPD). Other figures here are based on a review by nef consulting of a range of studies. For more information, please see www.britishland.com/nef



DAVID LOCKYER
HEAD OF WEST END OFFICES
AT BRITISH LAND, SINCE 2010

"Many organisations build buildings, but very few show the unwavering commitment and track record over such a period of time that British Land has shown at Regent's Place. The results speak for themselves in terms of local relationships and integration into the community, as well as occupancy and letting success."

Regent's Place enjoys 98% occupancy, with Facebook, Debenhams and Manchester City Football Club amongst those recently signing up for space.

- + Around 80% of the people surveyed by ZZA in 2013 positively endorsed the image and visual identity of Regent's Place, with comments such as: "From a corporate perspective, it is impressive - that's a good impression to give." Almost 70% said the non-office uses contributed positively to their enjoyment of the working day.
- + Regent's Place occupiers scored satisfaction with British Land 8.0 out of 10 in a 2013 survey by The Leadership Factor - well ahead of the industry average of 5.3 out of 10.
- + Almost 80% of office workers surveyed by ZZA in 2013 said the open spaces and facilities at Regent's Place were important to their work experience.

COMMERCIAL RESULTS

OUR JOURNEY IN TIME
2007-10



Construction on Osnaburgh Street started in 2007, with NEQ following in 2010.

2010-13



We put in place the final pieces of our vision for Regent's Place. New office buildings include 10 and 20 Triton Street and 10 - 30 Brock Street, and new residential apartments include One Osnaburgh Street and The Triton Tower.

2010-13



New community facilities include a theatre, arts studios and an employment and training centre. We have also created new walking routes, increased the amount of public space and expanded our public art collection.

REFLECTION | REGENT'S PLACE AT 30



New
Diorana
Theatre

New
Diorana
Theatre

RA

LESSONS LEARNT

FOR BRITISH LAND ENGAGE DIRECTLY WITH LOCAL COMMUNITIES

Our business model is based on a lean management team, supported by external experts. We therefore need to be realistic about what we can do across one of the UK's largest property portfolios. However, we recognise that having a direct relationship with us matters to local communities and so we have grown our community team. We have also learnt to start engaging as early as we can, working with local communities to try to understand the issues they face and find solutions. If we are doing things properly, we should know our local community better than the planners do, because we focus on a small area, whereas planners have a whole borough.

FOR COMMUNITIES COME TOGETHER AND SPEAK WITH ONE VOICE

There is a clear advantage for local communities if they come together and speak with one voice to make their local areas better places to live and work. Even where there are differences, more can be achieved through a collaborative approach.

At Regent's Place, leaders of the West Euston Partnership articulated the local community's needs, helping get the ingredients right at the start, and Camden Council's members and officers were open to working with both British Land and the local community.

FOR LOCAL AND CENTRAL GOVERNMENT FACILITATE PRIVATE / PUBLIC PARTNERSHIP WORKING

We hope Government will explore policy initiatives to facilitate partnership working between communities, developers and councils, and to encourage long-term engagement. Is formalised, structured neighbourhood planning always the answer? How can national and local policy be designed to encourage relationships rather than legal transactions of the sort often seen in Section 106 agreements and Community Infrastructure Levy payments? We also encourage the Government and local authorities to explore links between social investment and commercial benefits.

In addition, we see opportunities for more cross border cooperation on local procurement, employment and apprenticeships, with development activities in one area generating jobs in neighbouring areas. Perhaps brokerage and support roles could operate across areas for shared benefit, helping to support individuals and communities, and capacity building for the future.

"In the early days they had a tendency to send a posse of consultants in suits; I wouldn't expect this to happen now."



HELEN PEACOCK-SEVILLA
FORMER HEAD OF THE WEST EUSTON PARTNERSHIP

"So much of what we achieved at Regent's Place simply wouldn't have been possible without the passion of key people in the local community to come together and improve their area."



ANNA DEVLET
HEAD OF COMMUNITY AT BRITISH LAND

"By working together, British Land, Camden Council and Transport for London have helped break down the physical and social barriers the Euston Road poses for local residents and businesses."



MILES PRICE
PLANNING EXECUTIVE AT BRITISH LAND



The Coalition Government came to power and introduced the Localism Act. Prince William and Kate Middleton married, and London hosted the Olympic and Paralympic Games.



Our Director of London Leasing, James Danby, joined the West Euston Partnership Board and the New Diorama Theatre Board.



Regent's Place and West Euston were untouched by the rioting that struck elsewhere in London in 2011 – a far cry from the troubled local community of the 1990s.

OUR VISION FOR THE FUTURE



TIM ROBERTS
HEAD OF OFFICES
AT BRITISH LAND

“The nef consulting review of Regent’s Place, which highlights the social benefits and commercial results that can flow from true partnership working, leaves me with an even greater desire to see more landlords, councils and communities team up to take a cohesive approach.

There have been several studies into whether public realm improvements deliver commercial results, whether green buildings enhance asset value, whether wellbeing initiatives increase productivity. Here, nef consulting’s review provides more evidence to support our view that creating a development that delivers broader social and environmental benefits ultimately delivers business benefits.

FUTURE



We are exploring opportunities to improve our events strategy and further enhance public spaces.

Our experience at Regent’s Place has shaped our vision of what good community engagement across our entire portfolio can and will look like. It means that from the moment we buy major assets, such as our recent acquisition of Paddington Central in London, we start to build relationships with local people and organisations. That we work with local partners to understand and help address local issues, such as training, employment and education. We hope this review will encourage more developers to work in real partnership with local councils and local communities. Because great estates cannot be created and sustained by the biggest landlords alone.”

FUTURE



We will continue to work with the local community and undertake initiatives to draw local people to Regent’s Place and support local employment, training and procurement.

A VIEW FROM NEF CONSULTING



GRAHAM RANGLES
MANAGING DIRECTOR
NEF CONSULTING

nef consulting is a social enterprise founded and owned by the New Economics Foundation to help public, private and third sector organisations understand the real value of what they do.

“When nef consulting was commissioned to review the social, environmental and economic impacts of Regent’s Place over the 30 years since British Land first invested in the area, we were excited to explore two aspects.

The first was the ‘people’ story told through the networks, partnerships and relationships that British Land has developed at Regent’s Place and with surrounding communities. Over the course of our research we have engaged with 72 people through interviews, surveys, meetings and workshops and if one thing stands out above all others, it is: the passion that so many have shown to make Regent’s Place a development that benefits the whole community – from community groups living close to the campus, business occupiers, the local council and British Land itself.

The second part is the ‘numbers’ story. We wanted to understand if the impacts of the development we were hearing about from the people involved with Regent’s Place over the years would be reinforced by more hard-edged numerical analysis. The answer is a resounding “yes.” We had no idea when we set out to analyse the national statistical measure known as the “Index of Multiple Deprivation” that the area including Regent’s Place and its immediate surroundings would be amongst the top 1% most improved London areas in recent years.

Sustainable development is about taking a long-term view of how places can be enhanced, and how this can be achieved by working with communities and from an ecological perspective. We have attempted to evaluate British Land’s impact through a wide variety of its activities at Regent’s Place typically considered to constitute sustainable development.

We looked at impacts on jobs and growth and at local regeneration from an economic standpoint; at access to housing and services, links and connectivity and community engagement from a



social angle; and at green buildings and local neighbourhood enhancement from both environmental and cultural perspectives. In all these areas we found that British Land has a great story to tell about its achievements at Regent’s Place - though there will always be room for improvements.

British Land has been commended for considering the local community throughout its involvement at Regent’s Place and needs to consider how to maintain and enhance community engagement now that the campus is essentially complete. It can do this by facilitating further engagement of its business occupiers and residents in the wider local community, and seeking more ways to involve local people and businesses in commercial supply chains.

British Land has achieved high environmental standards at this development but the bar in the industry is now even higher. The company could consider aiming for BREEAM Outstanding ratings in future, and even explore how its developments could become net positive for key measures such as carbon emissions.

nef consulting believes British Land has taken a leadership position in its sector through its approach to community engagement and neighbourhood planning at Regent’s Place, and has shown that this can have very positive benefits for business performance. We look forward to seeing how British Land and others take this approach forward from here.”

For the full methodology statement, please see www.britishland.com/nefc

COVER IMAGE Reflection by Antony Gormley at Regent's Place.

ABOUT BRITISH LAND

British Land is one of the UK's largest publicly listed real estate companies. We own, manage, develop and finance high quality retail locations around the UK and London offices. Our properties are home to 1,000 different organisations and are visited around 300 million times each year.

HEAD OFFICE

York House
45 Seymour Street
London W1H 7LX

CONTACT US

Email: cr@britishland.com
Phone: +44 (0) 20 7486 4466

Visit: www.britishland.com/responsibility

Follow: [@BritishLandCR](https://twitter.com/BritishLandCR)

**FIND OUT MORE ABOUT
REGENT'S PLACE**

Visit: www.regentsplace.com

Follow: [@RegentsPlace](https://twitter.com/RegentsPlace)



Printed on Heaven 42, from Forest Stewardship Council (FSC) certified sustainable mixed sources.

Produced using vegetable based inks by a printer certified to ISO 14001 and EMAS environmental management standards. Copywriting by Commercial Inspirations.

All information in this document is correct as at March 2014.

DESIGN Red Letter Design