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# Public Sector – case study

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## Euston Estate

In July 2005, the Euston Estate Partnership completed the purchase of the Euston Estate which comprises the four office buildings fronting Euston Station: over 350,000 sq ft of prime commercial office space in an exceptional business headquarters location.

Euston is the last major rail station in London with substantial redevelopment potential. The Euston Estate forms the main entrance to this development opportunity. Our client has a clear interest in the nature of the development at the station because any such development will inevitably impact on the Euston Estate.

The PR Office, on behalf of the Euston Estate Partnership has been undertaking a public consultation exercise to engage key stakeholders residents and opinion formers in the Euston area.

This consultation exercise was used in the compilation of a Vision Masterplan for a comprehensive redesign of Euston station that many local residents and stakeholders are supportive of.

In addition, the PR Office have provide a range of public relations support to the Euston Estate Partnership including media relations, exhibition planning and execution and a public affairs programme.