UCL EAST
AT QUEEN ELIZABETH OLYMPIC PARK
INTRODUCTORY FLIP-BOOK
SUMMER 2016
THE CULTURAL & EDUCATION DISTRICT

UCL East and Stratford Waterfront are the two sites that will form the new Cultural and Education District, a cluster of world class institutions around the London Stadium, ArcelorMittal Orbit and the London Aquatics Centre.

Masterplans for both sites are being developed and will be followed by more detailed design for each of the buildings. Planning applications for the Cultural and Education District will be submitted in late 2016.

This forms part of the legacy transformation of Queen Elizabeth Olympic Park into a new, diverse and vibrant part of east London.

UCL EAST

The focus of this consultation process is the largest single expansion of UCL (University College London) since its foundation in 1826. It is envisaged as a radical new model for how a university campus can be embedded in the local community, providing world-leading research, education, entrepreneurship and innovation.

Anticipated timescales:
- Masterplanning team appointed May 2015
- Planning application submission in late 2016
- First facilities will open in 2019/20

Design Team: Led by LDA Design
Planning application: Outline

STRATFORD WATERFRONT

Including a new campus for the University of the Arts London’s London College of Fashion, along with major new spaces for the Victoria and Albert Museum and Sadler’s Wells.

Anticipated timescales:
- Design team appointed May 2015
- Planning application submission in late 2016
- First building(s) expected to open in 2021

Design Team: Led by Allies and Morrison
Planning application: Outline and detail (hybrid)
UCL EAST

UCL is in partnership with the Legacy Corporation to establish a new campus, UCL East, at Queen Elizabeth Olympic Park.

The Legacy Corporation’s purpose is to use the once-in-a-lifetime opportunity of the London 2012 Games to develop a dynamic new part of east London, creating opportunities for local people and driving innovation and growth in London and the UK.

Plans for UCL East started in 2015 and are being developed until the end of 2016, alongside engagement with both the UCL and local communities to help inform a joined-up approach.
WHO’S INVOLVED

UCL
LONG LEASEHOLDER, DEVELOPER AND FUTURE OCCUPIER

LDA DESIGN
MASTERPLANNERS AND DESIGN TEAM LEAD

SOUNDINGS
COMMUNITY CONSULTATION FACILITATORS

There are also a number of other consultants involved in the project.
WHAT IS A MASTERPLAN

A masterplan usually consists of a series of two dimensional plans and three dimensional images and text describing how an area will be developed.

It considers a wide range of issues such as use, design, landscaping, built form, infrastructure, service provision and local benefit.

The level of detail can vary depending on whether it is submitted for detailed or outline planning application.

The UCL East masterplan will be an outline planning application.

What is an outline masterplan?

- It defines a clear hierarchy of pedestrian, cycle, vehicular and service routes, the location of access points, buildings, and the extent of public space.
- It should have a simple and flexible layout to allow detailed design by others and future change.
- An outline masterplan describes how a place is made up of buildings, public spaces and links between them.
- It provides guidance on size, form and use of buildings as well as look and feel.
- It indicates how natural and man-made features can be incorporated within future designs, and how to build in continuity and connection with the surroundings.
ABOUT UCL

Founded in 1826, UCL was the first institution to open up university education to those previously excluded from it. Now ranked among the world’s top universities, UCL currently has over 35,000 students from 150 countries and more than 11,000 staff.

UCL’s current Bloomsbury campus in central London has limited room for growth and UCL East presents a unique opportunity to build an open and accessible new campus pioneering a radical new approach to cross-disciplinary working, partnership, collaboration and public engagement.
UCL IN THE COMMUNITY

UCL is working with a range of community organisations across east London, looking at broadening community access, building links and sharing resources and expertise. As the project progresses, UCL East’s dedicated public engagement team will explore future opportunities for local community, business and cultural links.

UCL’S ENGAGEMENT STRATEGIES

WIDENING PARTICIPATION

UCL has a commitment to widening participation in higher education. Every year they work with 20,000 young people to help raise aspirations and unveil university life.

STUDENT VOLUNTEERING

UCLU’s (University College London Union) Volunteering Services Unit is one of the largest university volunteering departments in the UK. It supports over 1,700 students a year to volunteer with local charities.

PUBLIC ENGAGEMENT

UCL does research that addresses modern world problems, and through its Public Engagement Unit is committed to opening up its research to people outside the university, creating a culture of two-way engagement between researchers and the public.

MUSEUMS AND COLLECTIONS

UCL has three museums open to the public, which share their extensive and important collections through a wide-ranging programme of exhibitions and workshops.
UCL EAST - KEY PRINCIPLES

UCL East will:

• Be an inspirational place for all to enjoy, exchange and learn.
• Break down barriers and challenge traditional university formats.
• Be safe yet accessible - permeable, easy to navigate and feel open.
• Bring together expertise across a range of disciplines in an environment that embraces positive exchange with local community and business.

• Provide diverse educational spaces that are flexible in the short term and adaptable in the long term.
• Encourage different uses and activity throughout the day, night and year.
• Make the most of the Park and neighbouring waterways.
• Go over and above sustainability requirements.
• Embrace use of smart technologies and innovation.

View looking south across the Park. The UCL East site sits just beyond the ArcelorMittal Orbit.
UCL EAST - THE VISION

As a campus of the future, UCL East aims to provide new approaches to practical learning, opportunities for participation and public engagement, facilities for open innovation and spaces that are both modern and sustainable.

The campus is expected to feature a collection of innovative ‘knowledge centres’, bringing together cross-disciplinary expertise from the arts and humanities, engineering, design, culture and the social sciences.

Current ideas range from experimental engineering to sustainable heritage.

UCL East will offer:

- A range of educational and cultural academic space
- Publicly accessible facilities including cafes, exhibition spaces and workshops
- Spaces for events and entertainment
- University living and amenities
- Enhancement of the local environment

UCL East Phase 1 is expected to have up to 3,000 students and 625 staff, including academics and researchers, on site alongside other users and visitors.

View looking south east over the site
As part of Queen Elizabeth Olympic Park, the site is part of a significant area of change in one of the most exciting and fastest-growing areas in London.
GETTING INVOLVED

The public consultation process will involve local and UCL communities at each stage of design development, enabling UCL and the local community to explore a range of themes together such as access and inclusion, economic growth and developing a sense of place. There is a separate ongoing process at UCL to determine the core academic activity that will take place at UCL East.
LOCAL GROUPS: IDENTIFYING GAPS?

The map shows some of the organisations we’ve found in the area that might be interested in getting involved. Rather than a definitive list, it is a starting point to add to.

Whether you’re an individual or a group, want to be informed or involved or know someone who might be interested - we want to hear from you!
CONTACT US

To ask a question, register your interest or to let us know you would like to receive future updates, please contact the UCL East consultation team at Soundings on:

✉️ UCLEast@soundingsoffice.com
📞 020 7729 1705

For more information on the project please visit either:

UCL website
ucl.ac.uk/ucl-east

Queen Elizabeth Olympic Park website
QueenElizabethOlympicPark.co.uk/ucl-east