Stage 1
Consultation report

Soundings
July 2017
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CHAPTER 1
SUMMARY

1.1 Introduction

UCL East and Pool Street West

UCL (University College London) is in partnership with the London Legacy Development Corporation (LLDC) to establish UCL East, a world-class cultural and education destination within Queen Elizabeth Olympic Park as part of the Cultural and Education District (CED), an overarching development proposed by LLDC within the Park.

UCL East will establish a new university campus for UCL. The Cultural and Education District will form part of the legacy transformation of Queen Elizabeth Olympic Park into a new, diverse and vibrant part of London which includes UCL East and the Stratford Waterfront development.

The consultation on the masterplan process for UCL East commenced in 2015 and the outline application was submitted in May 2017. UCL and the design team are in the process of developing detailed designs for the first phase which includes the Pool Street West and Marshgate sites.

Separate planning applications will be made for Pool Street West and Marshgate which form the two components of Phase 1.

Community consultation

Soundings have been appointed by UCL to carry out community consultation to inform development on Phase 1 of the UCL East. The aims of this process are to:

• Raise awareness of the project and design development.
• Gather aspirations and understand key issues with regard to the UCL East Phase 1 - both for the local community and the UCL student and staff community.
• Be inclusive, accessible, transparent and engaging.
• Facilitate a variety of different ways for people to get involved.
• Clearly communicate the feedback from the community to UCL and the design team.
• Inform the design development.

This report documents the activities, findings and outcomes from the first stage of the consultation process for Pool Street West and will inform the Statement of Community Involvement to be submitted as part of a future planning application.
1.2 Summary of events & involvement

The first stage of public consultation activities took place between May and June 2017, by raising awareness and presenting the initial design for Pool Street West. Feedback was gathered from both UCL community and local community to gain understanding, issues and aspirations.

Findings from engagement will test the early design concepts and help inform development of the draft design, which will be consulted upon.

During the first stage of consultation, there have been seven different events involving and engaging over 150 people through road shows and outreach sessions.

Event information was circulated to over 21,000 local residents, businesses and contacts from the masterplan stage, alongside information available on the project web pages.

Thank you

We would like to thank all who have participated in the consultation process to date and given their valuable input, ideas and time. We look forward to continuing conversations during the next stage of the consultation process.

Consultation timeline

Feeding into the detailed design

Findings from the consultation have been regularly discussed with UCL, LLDC and the design team to help inform the thinking and design development.

Below is an overview:

- Members of the project team attended all consultation events to discuss the project and hear feedback first-hand.
- Initial findings from events are also fed-back to the wider team shortly after.
- Dedicated sessions with the project team to present and discuss consultation findings.
- This report is a record of the process which will ultimately inform the Statement of Community Involvement as part of the planning application.

Over the course of the consultation the project team will listen to and wherever possible respond to the views expressed through this consultation, alongside those of key stakeholders and Statutory Consultees.

As the design develops we will track how community feedback has influenced the design.
Chapter 1 | Summary

1.2 Summary of events & involvement

- 50 completed feedback forms
- 120+ comments and suggestions received
- 21,000 event flyers delivered locally
- 150+ people engaged in total through Stage 1 events and activities
- 47 people attended 2 local road shows
- 68 UCL students and staff engaged at 2 UCL road shows
- 150+ people engaged in total through Stage 1 events and activities
1.3 Synopsis of responses

Overall there has been a positive response to the proposed design scheme. Key areas of feedback have related to identity of the building, approach to accessibility and provision of public spaces and landscape.

Feedback

All comments have been considered, each categorised by the topic it references. In total we have collected over 120 comments from the feedback form and email. Many of the comments were left by respondents who were not previously involved in the masterplan consultation process, as indicated by the results of Question 06 on the feedback form (which can be seen on the following page).

Analysing in this way enables a consistent and transparent process to discover particular themes where there is the greatest interest.

To the right is a high-level summary of the key messages arising through the first stage of consultation; alongside pie charts on the following page showing the quantitative responses to the feedback forms questions. See Chapter 4 Findings section for more in-depth summary of feedback received.

SUMMARY RESPONSES

Look and feel:

Many of respondents in the written comments agreed that Pool Street West would be a well designed building with a look and feel that is both modern and a good fit within the Park. Respondents commented that the building and approach to the identity was innovative and transparent, encapsulating the spirit of UCL and the Olympic and Paralympic Legacy.

Alternatively, a few respondents noted that the building seemed generic and corporate in its look and feel, and was not suitable for a university or as an addition to the Park.

Accessibility:

There was a general appreciation that the building would be inviting and accessible, especially at the lower levels of the building. Many respondents were excited about the opportunities for engagement and the potential for events and programming to encourage both the UCL community and members of the public into the building. Many of the comments also expressed that the design approach to provide active frontages presenting university activities and engaging passers-by would be well achieved through the proposals.

External spaces and landscaping:

There were mixed responses regarding the approach to external spaces and landscaping. While the majority of comments related to this topic were positive and excited about the provision and quality of green space, some cited that they could not tell by the proposals if there would be enough biodiversity and outdoor activities. There was a recognition that the plot size is small and that the terrace space and proposed landscaping would provide well designed amenity areas.
01. How well do you feel the look and feel of the building fits in with the local area?

- Very well: 54%
- Well: 38%
- Somewhat: 12%
- Don’t know: 2%
- Poorly: 4%
- No answer: 2%

02. Do you think the building is inviting?

- Yes: 62%
- Somewhat: 30%
- Not at all: 2%
- Don’t know: 6%
- No: 5%
- No answer: 4%

03. Do you like the approach to the external spaces / landscaping?

- Yes: 54%
- Somewhat: 18%
- Not at all: 12%
- Don’t know: 6%
- No: 5%
- Unexcited: 2%
- Poorly: 2%
- No answer: 20%

04. Overall what is your impression of the initial proposals?

- Excited: 36%
- Generally positive: 24%
- Neutral: 12%
- Unsure: 4%
- Unexcited: 2%
- No answer: 2%

05. Were you involved in the previous rounds of consultation for the UCL East masterplan?

- Yes: 4%
- No: 37%
- No answer: 59%

06. Have you found this event informative?

- Yes: 54%
- Somewhat: 36%
- Unsure: 6%
- Not at all: 6%
- No: 38%
- No answer: 12%

For more details, see Chapter 4 Findings
CHAPTER 02
BACKGROUND
CHAPTER 2
BACKGROUND

2.1 About UCL East

The vision

The UCL East Site, located on neighbouring sites to the south of the London Aquatics Centre and the ArcelorMittal Orbit, will provide a new campus for University College London, complementing its Bloomsbury Campus. This proposed development represents the largest ever single expansion of UCL since the university was founded nearly 200 years ago.

The UCL East Site is envisaged as a new model of how a university campus can be embedded within the local community, as an inviting and inclusive institution. It will also provide world-leading research and education accompanied by entrepreneurship and innovation, fostering new opportunities for the area.

The first phase is expected to have up to 3,000 students and 625 staff, including academics and researchers, on site alongside other users and visitors.

The new campus will bring together cross-disciplinary UCL expertise across four key themes: Experiment, Art, Society and Technology (EAST).

UCL East will:

- House new activity not currently offered at UCL’s Bloomsbury campus.
- Serve as a model for a university campus of the future.
- Provide an outstanding environment for learning and scholarship for students, staff, collaborators and the public.
- Play a central role in the sustainable development of the Cultural and Education District and east London.
2.2 About Pool Street West

Pool Street West makes up part of the first phase of UCL East. Pool Street West will feature a range of uses, including student accommodation, academic, retail, community and engagement uses.

The design of Pool Street West will foster innovative academic programming, as well as a range of events and activities. Performances, exhibitions, workshops and lectures will contribute to a lively and creative learning atmosphere.

The lower levels of the building will also feature a range of retail and food & drink units to cater to both the public and UCL students and staff.

OBJECTIVES

Pool Street West will seek to:

- Be distinct and confident, providing an appropriate identity for UCL on the Park.
- Provide an outstanding environment for learning and scholarship for students, staff, collaborators and the public.
- Build on and develop the idea of the ‘Fluid Zone’ on lower levels to encourage the public to access the building through active frontages, a range of activities and events.
- Encourage approaches from all directions around the site to connect the building to its context and provide navigation.
- Provide new high quality residences for students.
- Provide interactive public engagement and exhibition spaces.
- Achieve long term adaptability, while accommodating the requirements of the first generation of users.
- Encourage chance interactions of people working in the building to increase social and academic exchange.
- Accommodate facilities expected to operate on a 24/7 basis.
- Provide high standard sustainable design throughout the development – in social, economic and environmental aspects.
2.3 Who is involved

**University College London (UCL)**

**Role:** Long leaseholder, developer and future occupier

UCL was founded in 1826. The first English university established after Oxford and Cambridge, UCL was the first to open up university education to those previously excluded from it, and the first to provide systematic teaching of law, architecture and medicine. As London’s Global University, UCL is among the world’s top universities, as reflected by performance in a range of international rankings and tables. UCL currently has over 38,000 students from 150 countries and over 11,000 staff.

UCL’s 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 approach to cross-disciplinary working, partnership, collaboration and public engagement.

UCL Bartlett and UCL Engineering Sciences are to establish a collaborative space at Here East, the emerging technology hub at the Park. The UCL base at Here East is set to open during 2017 and admit its first students in September.

**London Legacy Development Corporation (LLDC)**

**Role:** Landowner and developer

Formed in April 2012, LLDC’s purpose is to use the once-in-a-lifetime opportunity of the Olympic Games and the creation of Queen Elizabeth Olympic Park to develop a dynamic new heart for east London, creating opportunities for local people and driving innovation and growth in London and the UK.

LLDC is responsible for delivering one of the most important Olympic legacy promises - the long-term planning, development, management and maintenance of the Park and its impact on the surrounding area after the London 2012 Games.

It is a Mayoral Development Corporation and works closely with a number of organisations including the Mayor of London, the Greater London Authority, central government, the east London Growth Boroughs, residents in neighbouring local communities, local organisations, businesses and regeneration agencies and national and international sporting, cultural and leisure organisations.

**Lifschutz Davidson Sandilands (LDS)**

**Role:** Design team lead

LDS focuses on ways of bringing buildings and spaces together to become successful environments. It has gained an international reputation for the quality of both its architecture and its completed projects in a wide variety of sectors - from residential to workplace, urban design and masterplanning, interior design, retail and restaurants as well as education and community buildings.

Soundings has been appointed to facilitate the community consultation process. There are also a number of other consultants involved in the project.
CHAPTER 3
CONSULTATION PROCESS

3.1 Overview
Consultation on the UCL East Phase 1 Pool Street West is a three-stage process, involving stakeholders and the community at each key stage of design development. The following is a broad overview of the aims of stages 1-3. This chapter presents all activities and detailed feedback received during Stage 1.

Stage 1 | Issues, opportunities & design principles
• The first stage aimed to present the initial design of the proposal and its academic vision to UCL staff and students, local stakeholders and local community, including key groups such as youth.
• Consultation is focused on gaining an understanding of both UCL and local issues and aspirations for UCL East.
• Findings from engagement will test the early design concepts and help inform development of the developed design.

Stage 2 | Design Development
• Stage 2 will present the developing design approach. The design team will also explore how it will connect and engage with the local area, what uses and activities could there be and its vision for sustainability.
• Key findings from the first stage of engagement will be presented back, alongside a clear explanation of how the design is responding to the feedback.

Stage 3 | Final Draft Proposal
• Stage 3 will present the final draft proposal through information sharing event, revisiting the key aspirations and issues that have arisen from community consultation to date and provide responses from the design team on how this feedback has helped to inform the plans.
3.2 Consultation diary

What has happened so far

The first stage of the process has aimed to involve as many people as possible through a variety of ways that are accessible and appropriate for the many communities and stakeholders linked to the project.

02 - 04 MAY
Door-to-door flyer distribution

21,000 flyers plus emails

10 MAY
Youth Board meeting

7 attendees

17 MAY
UCL Bloomsbury (South Quad)

37 attendees

COMMUNICATION

2017
MAY

ROAD SHOWS

OUTREACH SESSIONS
### Chapter 3 | Consultation process

#### 3.2 Consultation diary

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Description</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 May</td>
<td>UCL Bloomsbury (Main Quad)</td>
<td>Queen Elizabeth Olympic Park At Waterworks Place</td>
<td>31 attendees</td>
</tr>
<tr>
<td>20 May</td>
<td>Queen Elizabeth Olympic Park At Waterworks Place</td>
<td>UCLU Sabbatical Officers Walkabout &amp; discussion</td>
<td>20 attendees</td>
</tr>
<tr>
<td>19 May</td>
<td>Stratford Broadway</td>
<td>Legacy Youth Voice workshop</td>
<td>27 attendees</td>
</tr>
<tr>
<td>31 May</td>
<td>UCLU Sabbatical Officers Walkabout &amp; discussion</td>
<td>Legacy Youth Voice workshop</td>
<td>5 attendees</td>
</tr>
<tr>
<td>03 June</td>
<td>Legacy Youth Voice workshop</td>
<td></td>
<td>29 attendees</td>
</tr>
</tbody>
</table>
3.3 Communication & promotion

Keeping in touch

Websites
UCL East has a dedicated web presence within both UCL’s and LLDC’s websites. Content is regularly updated to inform people about UCL East, latest developments, news, and how to get involved. All public consultation materials were made available online.

UCL website: ucl.ac.uk/ucl-east

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

Emails & flyers
In May, approximately 21,000 event flyers announcing the public road shows were delivered to households and businesses surrounding the site. In addition, approximately 600 people who were previously engaged in the masterplan process, including local groups and stakeholders, were emailed a copy of the flyer in May.

UCL communications
UCL has used a range of communication channels to raise awareness of the programme and promote how people can become involved. These have included using the UCL e-newsletters (including TheWeek@UCL to all c.14,000 UCL staff), the main UCL website, the UCL East website, internal events and face-to-face meetings and presentations.

Event flyer
Chapter 3 | Consultation process

3.3 Communication & promotion

Road show, Stratford Broadway, 19 May 2017

Road show, UCL Bloomsbury, 17 May 2017
3.4 Activities & events

Road shows

Road shows were held at both the UCL Bloomsbury campus and locally in Stratford in May 2017. The events were aimed to present the first stage of detailed designs for Pool Street West and understand a cross-section of local and UCL student and staff views on the proposals. The events took the form of a mobile exhibition, presenting the concept design boards and allowing those who stopped by to speak with the project team and leave feedback.

Road show materials included:

**Introductory flipbook:** This provided information on Phase 1, covering the context of the project and site area and providing an overview of the consultation process.

**Exhibition boards:** 12 exhibition boards covered the academic vision, design objectives and concept designs for Pool Street West, as well as background information on the project.

**Feedback forms:** Visitors to the road shows were given a feedback form to complete and write any comments on the proposals.

**UCL Bloomsbury road shows**

Road shows were held at UCL Bloomsbury in the South Quad and Main Quad on Wednesday 17 May and Thursday 18 May, respectively. Visitors included UCL students and staff as well as the occasional visitor to the campus.

The UCL Bloomsbury events were communicated through emails to consultees from the masterplan process who wished to remain informed, as well as through UCL e-newsletters and updates on the dedicated UCL East webpages and UCL homepage.

Approximately 68 people were engaged and 33 feedback forms were received.

**Event details**

1. UCL Bloomsbury, South Quad Wednesday 17 May 11am - 2pm
2. UCL Bloomsbury, Main Quad Thursday 18 May 11am - 2pm

**Stratford road shows**

Local road shows were also held on Stratford Broadway on Friday 19 May and in Queen Elizabeth Olympic Park on Saturday 20 May. These road shows raised further awareness of UCL East and Pool Street West in particular, as well as allowed for local feedback.

These events were communicated through 21,000 flyers distributed within the consultation boundary, as well as through emails to existing consultees and updates to the dedicated UCL East webpages.

Approximately 47 people were engaged and 17 feedback forms were received.

**Event details**

1. Stratford Broadway Friday 19 May 11am - 2pm
2. Queen Elizabeth Olympic Park Saturday 20 May 11am - 2pm
Chapter 3 | Consultation process

3.4 Activities & events

Legacy Youth Voice session
The Legacy Youth Voice group is a panel of young east Londoners working alongside the team delivering Queen Elizabeth Olympic Park. Formed four years prior to the London 2012 Games, the project harnesses young people’s interest and enthusiasm, and enables them to make a valuable contribution to the regeneration of east London.

Event details
Date: Saturday 3 June 2017
Time: 1pm – 3pm
Location: LLDC, 1 Stratford Place, E20 1EJ
Attendees:
29x LYV members
8x project team members

Youth Board session
The Legacy Youth Board represents and makes decisions on behalf of the Legacy Youth Voice. The Legacy Youth Board advocates on behalf of the LYV at a strategic level to ensure that the voices of young people are heard by engaging with and giving feedback to LLDC.

Members of the project team presented the initial proposals for Pool Street West, followed by group discussion with the Youth Board. For more details please refer to page 32.

Event details
Date: Wednesday 10 May 2017
Time: 6pm – 7.30pm
Location: LLDC, 1 Stratford Place, E20 1EJ
Attendees:
7x Youth Board members
6x project team members

Outreach Sessions
Outreach sessions facilitated in-depth discussion with local youth and UCL student groups.

Previous contact had been established with these groups as part of the UCL East Masterplan consultation process.

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8x project team members

UCLU Sabbatical Officers session
UCLU Sabbatical Officers are elected to lead the Union (representative body for UCL students) on a full-time basis.

The project team took the Sabbatical Officers on a walkabout around the site, which was then followed by a review of the proposals shown at the road show exhibitions and a group discussion.

Event details
Date: Wednesday 31 May 2017
Time: 11am – 1pm
Location: Queen Elizabeth Olympic Park
Attendees:
4x Sabbatical Officers
1x UCLU Chief Executive Officer
4x project team members

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4x project team members
3.5 Community involvement: checking Stage 1

Local attendance mapping

To the right is a mapping of people who have given us their feedback at the local road shows in Stratford. This, along with the mapping from the Legacy Youth Voice session (see page 35) gives a broad indication of where those engaged are geographically located in relation to the site.

It is worth noting that contact details could not always be collected as many people looked through the road show materials without filling in a feedback form or leaving their contact details. Also that UCL participants are a community of interest rather than of proximity to the site so have therefore not been included in the mapping to the right.

Road show demographics

To check we are speaking with a representative cross-section of the local community, the team kept an observational record of broad age group, ethnicity and gender at the road show events. This provides a basic indication of the groups that have been engaged and allows for comparison against local Census data. It is important to note that the demographics data does not include those engaged with through the outreach sessions and is therefore not representative of the overall Stage 1 process. Below are some of the key observations.

- There has been a slight under representation of young people under 25 at the road shows, however there has been an ongoing parallel process with young people to ensure this group is represented.
- There is an under representation of BME groups which will be important to address in the future stages of consultation.
- Disability was not assessed, however dedicated disability groups are being specifically consulted in the wider process.

Note: These figures are taken from the total people that left their contact details or filled in feedback forms at the Stage 1 Local Road Show events.
Chapter 3 | Consultation process

3.5 Community involvement: checking Stage 1

View towards the UCL East site, looking south over Queen Elizabeth Olympic Park
CHAPTER 4
FINDINGS

4.1 Overview

The Pool Street West Stage 1 events have narrowed in on the UCL East project to raise awareness of the detailed design process, introduce the design principles and initial concept designs for the building and gather feedback from both the local and UCL community.

The road show followed the form of a mobile exhibition which introduced the project team and presented the academic vision, history and context of the site, community involvement from the masterplan process, how the masterplan shaped the concept designs and finally the concept designs and plans for the building. Outreach sessions featured presentations and walkthroughs from the team followed by in-depth discussion with local youth and UCLU Sabbatical Officers.

The feedback and findings on the following pages have been gathered from the road shows, outreach sessions with the Youth Board, Legacy Youth Voice and UCLU Sabbatical Officers and emailed comments.

The following materials were used to collect feedback:

- Feedback forms
- Outreach session tablesheets and recordings
4.2 Road show feedback

Stakeholder category

50 feedback forms were received in total. Of those, 66% were from the UCL community and 34% from the local community. 55% of those who attended the UCL road shows and left feedback forms were students, 39% staff, 3% visitors and 3% unknown.

65% of those who attended the local road shows were residents within the distribution boundary. 12% of the local road show attendees were visitors, 6% unknown and 18% were UCL students, so there is a small amount of crossover in the feedback.

Were you involved in the previous rounds of consultation (including viewing any online materials) for the UCL East masterplan?

<table>
<thead>
<tr>
<th>LOCAL COMMUNITY</th>
<th>UCL COMMUNITY</th>
</tr>
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<tbody>
<tr>
<td>YES 3%</td>
<td>NO 82%</td>
</tr>
<tr>
<td>NO 59%</td>
<td>NO ANSWER 15%</td>
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<tr>
<td>NO ANSWER 18%</td>
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</tbody>
</table>

Have you found this event informative?

<table>
<thead>
<tr>
<th>LOCAL COMMUNITY</th>
<th>UCL COMMUNITY</th>
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</thead>
<tbody>
<tr>
<td>YES 76%</td>
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<tr>
<td>NO 24%</td>
<td>NO ANSWER 15%</td>
</tr>
<tr>
<td>NO ANSWER 0%</td>
<td></td>
</tr>
</tbody>
</table>
4.2 Road show feedback

Road show, UCL Bloomsbury, 17 May 2017
Q1: How well do you think the look and feel of the building fits in with the local area? How would you describe its identity? How well does it express itself as part of a university in the Park?

Analysis*

The majority of respondents found the development appropriate within the local context, with 88% of the local community and 79% of the UCL community selecting either ‘very well’ or ‘well’ on the tick-box question. Additional written comments received included recommitments of support and recognition of the contemporary, green and open characteristics of the development. Other comments focused on the potential impact of the tall structures at ground level and the need for activities which would allow the local community to engage with the new campus.

Overall it was agreed that the building would fit well within the local environment with both the UCL and local communities recognising the vision for UCL to deliver a modern structure. There were some concerns regarding a perceived corporate style of the building as well as its height, but the general response was positive. Only 6% of the local community and 3% of the UCL community considered that the building would fit ‘poorly’ within the local context. Some written feedback suggested that the exhibition materials did not provide enough context to determine how UCL East would fit in.

*35 respondents left written feedback; a total of 11 comments were collected from the local community and 24 comments from the UCL community.
Q2: Do you think the building is inviting?
The building is designed to provide active frontages with the university activities visible from the surrounding streets to inform and engage people. How well does it achieve this?

**Analysis**:  
The majority of respondents from the local community answered positively that the building would be inviting. Written comments supported this, with local respondents citing the accessibility of the ground floor levels of the building and the potential for events to invite people into and around the building.

36% of respondents from the UCL road shows answered ‘yes’, while ‘43%’ answered somewhat. Suggestions were made to encourage local residents to attend UCL events and talks and to provide interactive experiences for the public. Some of the written feedback from the UCL community expressed that the height and style of the towers—seen as too ‘office-like’—wouldn’t fit into the context of the Park, other written feedback appreciated the openness created by the large-format windows.

*31 respondents left written feedback; a total of 10 comments were collected from the local community and 21 comments from the UCL community.
Q3: Do you like the approach to the external spaces / landscaping?
The design seeks to provide space for outside activities and green areas. How well does the building achieve this?

**Analysis**:  
Overall the respondents agreed that the external spaces and landscape design takes the right approach at both lower and terrace levels of the building. The written comments indicate that both local respondents and UCL respondents see the outdoor spaces as inclusive and an appropriate environment for relaxation.

Written comments from the UCL community supported the terrace space and links to green infrastructure around the Park. A few respondents from UCL cited that there was not sufficient detail with regard to external spaces and landscaping.

The majority of written feedback from the local community was very positive, with comments praising high quality green space and an aesthetically pleasing and well thought out approach.

*25 respondents left written feedback; a total of 9 comments were collected from the local community and 16 comments from the UCL community.*
Q4: Overall what is your impression of the initial proposals?

![Survey Results Diagram](image)

**Analysis***:

There were favourable responses regarding the proposals overall with 69% of the local community and 58% of the UCL community responding positively. Written comments varied as well with no predominant themes emerging from the 13 completed forms. 25% of local respondents and 21% of UCL respondents did not answer the question, corresponding to the low number of written comments.

Of those that did leave comments, the overwhelming majority were positive and supportive of the scheme. Exhibition attendees from both the local community and UCL considered the development a positive addition to the area. Although some of the respondents commented that the building opening date seems a long way off, others expressed excitement over the development.

*13 respondents left written feedback; a total of 5 comments were collected from the local community and 8 comments from the UCL community.
4.3 Outreach sessions

A number of outreach sessions were held during the first stage of consultation. These were targeted towards groups who may not otherwise engage in the general consultation process, including youth groups and the ‘student body’. The following groups were involved in the masterplan consultation process and there is a desire to continue to engage with them throughout the detailed design process.

To the right and on the following pages is a summary of the key findings from these sessions.

Youth Board

The session started with an overview on the UCL East masterplan and an update on the Cultural and Education District. The project team introduced the academic vision of UCL East and the initial proposal for Pool Street West, including how LDS have taken elements from the masterplan, approach to access, public realm, uses and providing spaces for the student accommodation.

Event details:
Date: Wednesday 10 May 2017
Time: 6pm – 7.30pm
Location: LLDC, 1 Stratford Place, E20 1EJ

Attendees:
7x Youth Board members
6x project team members

Some of the comments reflected their understanding and experiences as university students themselves and previous involvement on the UCL East masterplan process, including:

• Generally a well thought design with efficient use and fluidity of spaces. Some felt that the building does not look like a university and instead reflects an office building or block of flats.

• Feedback on the academic vision was generally positive and offers a forward thinking approach.

• The group generally agreed that the design considers the surrounding context without being overshadowed by the buildings and landmarks of the Park. Some feedback suggested that the residential towers blended in with the tall office and residential buildings in the surrounding area.

• There was a feeling that an activated and lively environment within and around the building would help to establish the identity of the new campus and help set it apart.

• Positive feedback was given on the landscape, in particular the terrace. It is one of the key features in the scheme which should be celebrated, to ensure it’s a special place for the students and that the space does not feel overpowered by the residential towers above. There was a suggestion to provide a clear path and entry point into the terrace from the outdoors for ease of public access, accompanied by discussion on whether the terrace should feel like a semi-private space or not.
• The balance between private and public spaces was further discussed. Having one entrance offers security for students living above although having a separate residential entrance was suggested to control overcrowding during the busy hours as well as provide students with an easier and more efficient way to access their residences and services.

• There should be more activities and shops concentrated towards the north of the site; the building should be very visible from this side of the Park. It was also agreed that holding events would encourage more public engagement.
Chapter 4 | Findings

4.3 Outreach sessions

The following is a summary of the main areas of discussion:

- Positive feedback generally on the approach to design. Modern and contemporary design is welcome with developed colour palette for the buildings.
- Many raised issues around anti-social behaviour and how to ensure security is maintained.
- Encourage more public activities and interaction including seminars and incorporate nature in the building. Signage will help.
- The balance between private and public spaces was discussed. Public visibility is important however need to consider not interfering with students and staff working.
- Identity should be stronger so that people know that it’s UCL.
- Some suggested adding a bridge between the two buildings will help create a better link.
- The use of glass was well received, it makes the place inviting, spacious and the visibility of learning and making spaces encourage motivation for young people.
- More cycle parking stations are needed.
- Some were concerned whether the buildings being close to the railway lines will be affected by noise.
- Consider facilities for students such as healthcare and 24/7-operated library.
- The building should be energy efficient. Some suggested controlled lighting system through security cards.

Event details:
Date: Saturday 3 June 2017
Time: 1pm - 3pm
Location: LLDC, 1 Stratford Place, E20 1EJ

Attendees:
29x LYV members
8x project team members

Photos from the session
Results of the icebreaker activity

KEY

- Live (22 mapped, 4 off map, 1 unknown)
- Study (23 mapped, 5 unknown)
- Hang out (27 mapped, 2 off map, 2 unknown)
4.3 Outreach sessions

Key discussion points are summarised below:

- Montfichet Road is not pleasant to walk along but the site is easily accessible from Stratford station.
- Needs a stronger identity as a university and stand out in the Park. The design of the building is too corporate and too sanitised although it could work better with other phases of UCL East. The building will feel isolated with other phases undeveloped.
- Similar to the front Quad in Bloomsbury campus, visibility is important to pull people in.
- The atrium has potential but there should be a central location or a hub within the building.
- Encourage more community engagement with the wider public considering where the site sits.
- Student experience is important. The terrace has a real opportunity for students to hold clubs and societies. It should be kept as a special place for students to encourage academic experience and spirit of the campus.

UCLU Sabbatical Officers

The project team took the Sabbatical Officers on a walkabout from Stratford tube station to the site, stopping at key points to explain the proposal. After the walkabout the team went through the exhibition boards from the road show followed by a group discussion.

Event details:
Date: Wednesday 31 May 2017
Time: 11am – 1pm
Location: Queen Elizabeth Olympic Park

Attendees:
4x Sabbatical Officers
1x UCLU Chief Executive Officer
4x project team members

Photos from the session
Walkabout session, Queen Elizabeth Olympic Park, 31 May 2017
CHAPTER 05
TRACKING CHANGES
CHAPTER 5
TRACKING CHANGES

5.1 Introduction

Throughout the Pool Street West detailed design consultation process, the project team will listen to, record and wherever possible respond to feedback from the local and UCL community. Alongside the public consultation process, the project team will also be consulting with key stakeholders (such as LLDC’s BEAP and Quality Review Panels), as well as with Statutory Consultees (such as National Grid).

The first stage of consultation in the detailed design process has provided an initial understanding of particular interests and concerns, however it will be necessary to continue gathering feedback in the subsequent consultation stages in order to form a more coherent picture of the key views and issues from a wide cross-section of the local community and UCL students and staff. As the design develops, future reports will track the design development alongside the feedback received to show how the proposals are responding to consultation.
CHAPTER 06
NEXT STEPS
UCL EAST PHASE 1 | POOL STREET WEST
AT QUEEN ELIZABETH OLYMPIC PARK

CHAPTER 6
NEXT STEPS

6.1 Overview

This report provides a summary of events, findings and community involvement from the first stage of consultation on the Pool Street West detailed design process.

Early on in the detailed design process, UCL and project architects Lifschutz Davidson Sandilands reviewed relevant feedback from the masterplan stage to help inform the Stage 1 concept proposals. The project team will continue this approach to help shape future iterations of the detailed designs, and will respond to feedback where appropriate.

The following points are recommendations for the next stage of detailed design and consultation to help address key issues and feedback from Stage 1:

• Further consider the balance between privacy for students living in the residential units and public access, particularly in regard to entrances into the building and terrace.
• Provide more information on the approach to sustainability and the integration of ecology and biodiversity.
• Continue to develop the academic vision and introduce the future academic users of the building.
• Explore how Pool Street West will work with Marshgate 1 to provide a complimentary and unified first phase of UCL East.

The next stage of consultation will be held in Autumn 2017, and will present detailed designs for Pool Street West alongside the concept designs for Marshgate Phase 1.

If you would like to be directly informed as the project progresses, please contact us using the details on the next page.
6.2 Consultation timeline

Soundings are working to help ensure that the consultation process is inclusive and open to all. The next stage of the consultation will present back the consultation findings to date and developed designs before the planning submission. We will continue to raise awareness of the project and ensure we can keep all interested parties informed and involved.

At each stage of consultation, we will identify any sectors of the community who may not have engaged fully and will carry out dedicated outreach to ensure these groups have an opportunity to be involved.

CONCEPT DESIGNS
MAY 2017
Raising awareness about UCL East Phase 1, and Pool Street West. Understanding key issues & opportunities relating to the project and informing it’s development.

DETAILED DESIGNS
AUTUMN 2017
Presenting detailed designs and responses to issues and opportunities identified in the consultation. Setting out next steps.

PRE-SUBMISSION
EARLY 2018
Information sharing session to present the final designs.

RESERVED MATTERS
APPLICATION
EARLY 2018
Planning application to be submitted to the Local Planning Authority (LLDC).

OPENING
AUTUMN 2020
Scheme opening.

6.3 Contact us

To ask any questions or to let us know you would like to receive future updates, please contact the UCL East team at Soundings on:

020 7729 1705
UCEast@soundingsoffice.com

Soundings
148 Curtain Road
London
EC2A 3AT

You can also keep up to date on the web by visiting either:

UCL website
ucl.ac.uk/ucl-east

Queen Elizabeth Olympic Park website
QueenElizabethOlympicPark.co.uk/ucl-east
Chapter 6 | Next steps

6.2 Consultation timeline

Legacy Youth Voice workshop, 3 June 2017
APPENDICES

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B. Road show Materials  49
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A. Publicity & Communication

A1. Flyer advertising Pool Street West road show

Following consultation on the UCL East masterplan, the UCL East team is now presenting the concept designs for Pool Street West. Pool Street West makes up part of the first phase of UCL East and will feature student accommodation, academic, retail, community and engagement uses for UCL students and staff and the public. Please join us at the road shows to see the initial ideas, meet the project team and share your feedback.

**DATES AND LOCATIONS**

**STRATFORD BROADWAY**
Friday 19th May
11am - 2pm
In the public space adjacent to St John’s on Stratford Broadway

**QUEEN ELIZABETH OLYMPIC PARK**
Saturday 20th May
11am - 2pm
Waterworks Place Adjacent to the play fountain

For more information on UCL East please visit ucl.ac.uk/ucl-east
For more information on the Cultural and Education District please visit queenelizabetholympicpark.co.uk/ced
To get in touch please contact Soundings at:
📧 UCLeast@soundingsoffice.com  ☎️ 02077291705
A2. UCL East website feature
A3. Road show pop-up event flyer distribution boundary
B1. Pool Street West exhibition boards
UCL EAST PHASE 1 | POOL STREET WEST
STAGE 1 CONSULTATION REPORT

INTRODUCTION

As part of a multi-phase scheme, the University of London East (UCL East) is developing a significant part of the Queen Elizabeth Olympic Park, East London. UCL East is a new University, which brings together a number of the University of London’s existing colleges, institutions, and research clusters. UCL East is the output of the Royal Foundation of Queen Elizabeth the Queen Mother’s major gift, The Queen Elizabeth Foundation.

The masterplan will address the needs of the local community, businesses, and the University. It is an exciting opportunity to design new buildings and public spaces that will form part of International Quarter London (IQL), one of the largest urban developments in Europe.

This masterplan will set a new quality standard for development at the Park and beyond. The masterplan for the first phase is to be completed and submitted for approval in 2017, with the first phase expected to be ready for use in late 2018.

UCL EAST VISION

UCL is partnering with the London Legacy Development Corporation (LLDC) to establish UCL East, the University of London’s new campus at Queen Elizabeth Olympic Park.

UCL East Phase 1 at Queen Elizabeth Olympic Park Introductory Flip-Book 2017

ABOUT UCL

Foundation: 1826, UCL, was the first modern university to open its doors unfettered by the need to prepare students for specific careers. Its student body has broadened and diversified, with the majority of students having an annual intake of 20,000 and over 11,000 overseas.

UCL’s Bloomsbury campus is the perfect setting for UCL’s global outlook, a virtual opportunity to build an international and impactful new academic environment.

UCL does research that addresses modern challenges. UCL is in partnership with the London Legacy Development Corporation and Newham local authority to deliver a new student accommodation and community facility. The residential development that will connect UCL East to Carpenters Road and the south of the Park.

THE MASTERPLAN

The masterplan has been designed to ensure the seamless integration of residential, cultural, and community use with the Park’s public realm. This will connect UCL East to Carpenters Road and the south of the Park as forms part of International Quarter London.

THE PHASE 1 TEAM

UCL

Linden Legacy

MASS

Stanton Williams

Davidson Sandilands (LDS)

Bellway

STANDARDS

The Phase 1 Team brings together a number of world-renowned architects and developers. Each team draws upon a wide range of expertise, from urban planning and landscape design to science, technology, and art. The team’s approach is to create an engaging and innovative campus that will attract students, businesses, and visitors alike.

PHASING STRATEGY

The first phase of the UCL East development will be completed and submitted for approval in 2017. The first phase will transform a 14-acre brownfield site into a new campus, with an initial focus on student accommodation and community facilities. The residential development will connect UCL East to Carpenters Road and the south of the Park.

UCL EAST SITE BOUNDARY

The Phase 1 site boundary will be approximately 45,000 square feet. The site includes a number of iconic buildings of the south of the Park as well as key routes such as the Connection through the Promenade and the Terrace.

AQUATICS CENTRE

Summary: A 4-star hotel, shops, restaurants, childcare, and community facilities. Approximately 870 new homes, employment floorspace, retail units, and other facilities will support a vibrant local community, business and cultural life.

UPSCALE FAMILY NEIGHBOURHOOD

Summary: A sports specialist secondary school and community uses. The primary school, a further 900 students, 20 transport stops, offices, cafes, and other facilities will support a vibrant local community, business and cultural life.

COMMUNITY ENGAGEMENT SO FAR

The public consultation process will involve local and UCL communities at each stage of development. The first stage of consultation, covering the UCL East masterplan, began in January 2016.

The first stage of consultation, covering the UCL East masterplan, was completed and the findings reflected in the masterplan.

UCL East Phase 1 at Queen Elizabeth Olympic Park Introductory Flip-Book 2017

GETTING INVOLVED

The public consultation process will involve local and UCL communities at each stage of development. The first stage of consultation, covering the UCL East masterplan, began in January 2016. The findings reflected in the masterplan.

There are also a number of interim and meanwhile uses that will be considered. These include office accommodation, the requirements of the first phase, and the design and public space provision of the masterplan.

SUMMARY:

- 4,800+ students will be supported on site
- 27,000 staff will support students
- 4,000 staff will be employed on site

STAGE 2 CONSULTATION

We are now starting to consult on Stage 2 of the development. This will include the residential development phase and will connect UCL East to Carpenters Road and the south of the Park.

In Stage 2, we will consult on the masterplan and the design of the residential development. This will include the design of the buildings, public spaces, and the overall environment.

The masterplan for the first phase is to be completed and submitted for approval in 2017, with the first phase expected to be ready for use in late 2018.

Findings from each stage of engagement were used to inform the masterplan.

103 Completed Feedback Forms

800+ Engaged

800+ Engaged In Total

600 Engaged In Total

103 Completed Feedback Forms

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B4. Feedback Forms

Please tell us your thoughts on the concept design proposals for Pool Street West and help inform the next stage of detailed design.

Name: __________________________ Postcode: ____________

Are you a...

- Local resident
- Part of an organisation: __________________________
- UCL student
- UCL staff
- Visitor

To be kept informed about UCL East, please fill in your details below:

Email: __________________________ Telephone: ____________

Address: __________________________

We will not give your personal information to others. Your feedback will only be used for the purposes of this consultation.

Q1. How well do you think the look and feel of the building fits in with the local area?

- Very well
- Well
- Don’t know
- Poorly
- Not at all

How would you describe its identity? How well does it express itself as part of a university in the Park?

Q2. Do you think the building is inviting?

- Yes
- Somewhat
- Don’t know
- Not at all

The building is designed to provide active frontages with the university activities visible from the streets to inform and engage people. How well does it achieve this?

Q3. Do you like the approach to the external spaces/landscaping?

- Yes
- Somewhat
- Don’t know
- No
- Not at all

The design seeks to provide space for outside activities and green areas. How well does the building achieve this?

Q4. Overall what is your impression of what you have seen today?

- Excited
- Generally positive
- Neutral
- Unexcited
- Unsure

Q5. Do you have any further comments or suggestions?

Q6. Were you involved in the previous rounds of consultation (including viewing any online materials) for the UCL East masterplan?

- Yes
- No

Q7. Have you found this event informative?

- Yes
- No

THANK YOU FOR COMPLETING THE FORM. Please return this form to a member of staff or in the box provided. Alternatively please submit your form by FRIDAY 26TH MAY 2017 via post or email:

Soundings
148 Curtain Road
London
EC2A 3AT

UCLEast@soundingsoffice.com
C. Workshop Materials

C1. Outreach session worksheets

01. APPEARANCE & IDENTITY
How well do you feel the look and feel of the building fits in with the local area?
How would you describe its identity? How well does it express itself as part of a university in the Park?

- Very well
- Well
- Don’t know
- Poorly
- Not at all

02. USES & ACTIVITIES
How well do you think the design proposal fits in with the surrounding streets and site edges?
The building is designed to provide active frontages with the university activities visible from the streets to inform and engage people. How well does it achieve this?

- Very well
- Well
- Don’t know
- Poorly
- Not at all

03. ACCESSIBILITY
Do you think the building is inviting?
Would the design proposals encourage you to enter the building? If not what would make you more comfortable entering the building?

- Yes
- Somewhat
- Don’t know
- No
- Not at all

04. ENVIRONMENT
Do you like the approach to the external spaces / landscaping?
The design seeks to provide space for outside activities and green areas. How well does the building achieve this? Would make you more comfortable entering the building?

- Excited
- Generally positive
- Neutral
- Unsure
- Unexcited

SUMMARY

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This consultation report has been produced by:

**Soundings**

148 Curtain Road
London
EC2A 3AT

Any queries should be referred to the UCL East consultation team as follows:

📞 020 7729 1705
✉️ UCLEast@soundingsoffice.com

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