Stage 3
Consultation report

Soundings
September 2016
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CHAPTER 1
SUMMARY

1.1 Introduction

Cultural and Education District

UCL (University College London) is in partnership with the London Legacy Development Corporation (LLDC) to establish a new university campus, UCL East, at Queen Elizabeth Olympic Park.

Together with Stratford Waterfront, UCL East is part of the Cultural and Education District (formerly known as Olympicopolis) project. This will see a world class education and cultural district clustered around the Stadium, ArcelorMittal Orbit and the London Aquatics Centre (see page 17 for more details).

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

The development of masterplans for both sites commenced in 2015. This will be followed by more detailed design into 2016 and 2017. Planning applications for the Cultural and Education District are anticipated for late 2016.

Community consultation

As part of the LDA masterplanning team, Soundings have been appointed by LLDC and UCL to carry out community consultation to inform development of the masterplan for UCL East. The aims of this process are to:

• Raise awareness of the project and masterplan development.
• Gather aspirations and understand key issues with regard to the UCL East masterplan - 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, LLDC and the masterplanning team.
• Inform the masterplan development.

This report documents the activities, findings and outcomes from the third stage of the consultation process and will inform the Statement of Community Involvement to be submitted as part of the future Cultural and Education District planning applications.
1.2 Summary of events & involvement

The third round of public consultation activities took place between July and August 2016, presenting how the masterplanning team have been developing the plans further following the previous stage of consultation including a number of important changes that have been made for feedback.

The first stage of consultation in summer 2015 sought to raise awareness of the project as well as gain an understanding of both UCL and local community issues and aspirations. The second round of events (November 2015 - February 2016) aimed to provide further background, feedback on the findings from Stage 1 and gather feedback on the emerging proposals.

Findings from this stage of engagement have been used to inform the final stage of masterplan development before the planning submission in winter 2016.

The exhibition took place for nine days between July and August 2016; in total over 2,700 people attended these events. 184 individual feedback forms, 400+ comments and suggestions (including feedback form comments), and workshop sheets from two group sessions were received and recorded.

Event information was circulated to over 21,000 local residents, businesses and contacts from Stage 1 and 2 events, 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.

Consultation timeline

ASPIRATIONS & MASTERPLAN PRINCIPLES
JUNE - AUGUST 2015
Raising awareness about the project. Understanding key issues & opportunities and discussing masterplan principles to inform the masterplan development.

EMERGING MASTERPLAN
FEBRUARY 2016
Presenting the masterplan and how this has responded to consultation. Setting out next steps.

MASTERPLAN
JULY - AUGUST 2016
Responding to the previous consultation and presenting updates to the masterplan. Continuing to discuss ongoing opportunities.

PRE-SUBMISSION CONSULTATION
NOVEMBER 2016
Information sharing session to present the final masterplan.

OUTLINE PLANNING APPLICATION & STATUTORY CONSULTATION
WINTER 2016
Cultural and Education District Planning Application(s) submitted to the Local Planning Authority (LLDC).

Feeding into the masterplan

Findings from the consultation have been regularly discussed with UCL, LLDC and the LDA masterplanning team to help inform the thinking and masterplan 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, along with the Stage 1 and 2 Consultation Reports, will ultimately inform the Statement of Community Involvement which will be part of the planning application.

Over the course of the consultation the project team have listened to and wherever possible responded to the views expressed through this consultation, alongside those of key stakeholders and Statutory Consultees (such as Transport for London).

As the masterplan has developed we have been tracking how community feedback has influenced the masterplan (see Chapter 5 for more details).
Chapter 1 | Summary

1.2 Summary of events & involvement

2729 people attended the 9-day exhibition

184 completed feedback forms

400+ comments and suggestions received (including feedback form comments)

29 comments left on the noticeboard

21,000 event flyers delivered locally

4100+ people engaged in total from stages 1, 2 and 3
1.3 Masterplan themes

The masterplan has been presented under three key themes that relate to the planning process and the strategic objectives of LLDC and UCL. They also reflect the issues raised by the community in the previous stages of consultation.

**Access & inclusion:** movement & connectivity

Considers connections to, from and within the site, pedestrian movement patterns and arrival points and gateways. Also considers disabled access, wayfinding and servicing.

**Form & identity:** layout, scale & form

Looks at what goes where and how to arrange the site so that it is inviting and intuitive. Covers building heights, the general shape and size of buildings and density. Considers views and ‘human scale’ design.

**Sustainability:** environment & ecology

How the site relates to the surrounding natural environment, what efforts will be made to reduce the carbon footprint and how the design of the campus supports healthy lifestyles. Promotes long-lasting and adaptable spaces.

**Access & inclusion:** public space & activities

Relates to how public space—both inside and outside—and a diverse programme of events and activities can make the campus open and inclusive. Interlinked with the other themes on delivering successful public spaces.

**Form & identity:** character, look & feel

What sense of place the campus has. Not only related to the physical treatment of public spaces and façades but also how the use of the site can contribute to a distinctive identity.

**Sustainability:** social & economic

Explores the impact of the development for local communities and economies. Looks at how the campus will contribute to social equity and promote community involvement.
1.4 Synopsis of responses

The response to the final draft masterplan has been very well received with high levels of support across all aspects and 84% of feedback form respondents excited and positive about the plans. Similarly to the previous consultation, the approach to openness and accessibility—both physical and social—received the greatest level of positive feedback. People would like more information and reassurance on how some of the aspirations will be delivered—most notably connecting to the wider area, publicly accessible activities, local involvement, crowd control management and approach to sustainability.

Types of feedback

All comments have been considered, each categorised into the themes:

- Access & Inclusion
- Form & Identity
- Environment & Sustainability

These themes were informed by the masterplan priorities and the feedback from the Stage 1 and Stage 2 consultation events.

During this stage of consultation over 400 comments were collected from feedback forms, noticeboard comments, interactives on exhibition boards and emails. In-depth feedback through focus sessions was also received.

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

To the right is a high-level summary of the key messages that have come from the third stage of consultation.

The diagram opposite shows the quantitative responses to the feedback forms questions. Overleaf is a more in-depth synopsis of all the feedback received.

### SUMMARY RESPONSES

**Movement & connectivity:** Movement and connectivity has been a recurring topic across all stages of the consultation to date. The majority of comments have centred on ease of access. Other issues such as wayfinding and safety of the routes to the campus from all directions through walking, cycling and public transport have also been much discussed. There was some common concern of crowd control over routes, the Park venues, events and facilities which was reiterated from Stage 2.

**Public space & activities:** Similar to the previous stage of consultation, there is a lot of excitement about the open and accessible public spaces that will flow through the campus. There were many ideas about how to make this approach really work for local people, with some suggesting affordable or free events and facilities. Ensuring community integration was considered important by many however it was also noted that keeping the balance between openness and exclusivity of a campus is a key challenge of the development.

**Layout, scale & form:** The proposed height, scale and massing was generally well received and thought to be fitting to the context. There were a few reservations towards height and massing and uncertainty on how it would fit within the context of the Park. Others suggested, however, that the buildings could go higher to fit with the surrounding tall towers. Keeping the buildings to a human scale was mentioned a handful of times, following the previous stage of consultation.

**Character, look & feel:** As part of the Cultural and Education District, many agree that UCL East will bring positive impact to the Park offering opportunities to invite a more diverse community. It was deemed important to create a good balance between student and public uses of the campus and suggested that the use of materials could be used to differentiate between both public and private spaces.

**Environment & ecology:** Despite the Legacy Communities Scheme (LCS) which was approved in 2012, the loss of the south lawn was a major concern for a few respondents even though it is understood that the area was always earmarked for development. More thought that green space could be adequately provided for within the public realm of the proposals. Many were keen to see more aspects of ecological and environmental sustainability considered through construction materials, water management and encouraging cycling and public transport.

**Social & economic sustainability:** There has been a lot of feedback on social and economic sustainability in terms of long-term job opportunities for the local community. Outreach to local institutions was considered to be a successful approach for engaging young people and informing teenagers about lectures, workshops and activities.
Chapter 1 | Summary

1.4 Synopsis of responses

84% of people were excited and positive about the plans.

Connectivity to the wider area:
- No answer | 17%
- Too many connections | 1%
- Not enough connections | 7%
- Don’t know | 21%
- Just enough connections | 54%

Visiting the park in the future:
- No answer | 16%
- Never | 2%
- Occasionally | 16%
- Don’t know | 23%
- Often | 25%
- Very often | 18%

Providing a good range of public spaces:
- No answer | 17%
- Poorly | 5%
- Don’t know | 17%
- Well | 35%
- Very well | 25%

Open and welcoming buildings and public spaces:
- No answer | 15%
- Not at all | 1%
- No | 2%
- Don’t know | 13%
- Somewhat | 27%
- Yes | 43%

Overall building heights and massing fitting within the local context:
- No answer | 17%
- Not at all | 1%
- No | 5%
- Don’t know | 11%
- Somewhat | 22%
- Yes | 44%

Overall response to sustainability:
- No answer | 15%
- Not informative | 1%
- Not | 5%
- Not at all | 1%
- Very informative | 24%
- Informative | 36%

For more details, see Chapter 4 Findings
Synopsis of findings

The summaries to the right give an overview of all the feedback including the written comments received in Stage 3 and are categorised according to the masterplan themes.

The following feedback has been collected from:

- Feedback forms (including an online version)
- Noticeboard comments
- Interactives on the boards
- Outreach session tablesheets

Following the previous stage of consultation, there have been a few recurring points regarding access to the wider area, community inclusion and loss of the south lawn.

To better understand how the masterplanning team have responded to the feedback, please see the ‘Tracking Changes’ section in Chapter 5.

For more in-depth analysis please refer to Chapter 4.

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ACCESS & INCLUSION: MOVEMENT & CONNECTIVITY

To, from and through the campus

- The pedestrian environment and pedestrian access to and from the site needs to be improved, especially via the Carpenters Estate and local tube and rail stations.

- There are natural pedestrian “desire lines” through the site between Pool Street and Marshgate that should be incorporated into the masterplan as formal routes, as mentioned in the previous stage of consultation.

- Better accessibility to the Park without going through Westfield would encourage more visits to the Park.

Wayfinding

- A recurring issue mentioned across the stages of consultation and by groups of consultees is the difficulty of wayfinding in and around the Park.

- Better signage for access from the south is needed including under the railway lines and across and along the rivers.

- There was a request for a clear and realistic plan for accessing West Ham matches at the London Stadium.

Management and servicing

- Provision of more routes to and from UCL East for pedestrians would help control the crowd flow and lessen pressure on the Carpenters Road entrance, especially on matchdays and other key events in the Park.

- Provision of step-free and barrier-free access. Support inclusive and universal design standards so that it’s not necessary to rely on lifts.

- Road closures for construction and special events are seen as an issue due to the lack of consistency with diversion routes.

- Propose an extension of the shuttle buggy service in the Park.

- There is a need for soundproofing to prevent the disruption of lectures due to noise from the London Stadium and also the rail line.
Chapter 1 | Summary

1.4 Synopsis of responses

Public spaces & activities
- Providing affordable or free events and low-cost cafes will encourage people to visit frequently.
- Many mentioned the idea of having artworks throughout the public spaces.
- Outdoor “study pods” were suggested for both university and local A-level students to use.

Safety & security
- Concerns about safety, especially related to football “hooligans” and the student accommodation, due to the nature of the plans.

Connecting with the local community
- Ensure integration between the existing communities and UCL students / staff but also maintain a balance between the openness and exclusivity of the campus.
- Provide courtyards, green spaces with plenty of public seating and tables to make visitors and the local community feel welcome.
- Publicity of events and activities happening at UCL and across the Park to attract the community through advertisements online and in the venues as well as live feeds showing people what is happening.

ACCESS & INCLUSION: PUBLIC SPACE & ACTIVITIES

ACCESS & INCLUSION: PUBLIC SPACE & ACTIVITIES

FORM & IDENTITY: LAYOUT, SCALE & FORM

Scale
- Some suggested to keep buildings to human scale to fit with the Park, as mentioned in the previous stage of consultation.
- A few commented that the buildings could go higher to fit with the surrounding tall towers and create a coherent skyline in and around the Park.
Identity & place
• It was deemed important to create a good balance between student and public uses of the campus.

Materiality
• Suggestions on the use of materials that would let students see out but prevent people from seeing in for the privacy of the students.

Environmental sustainability
• Loss of the south lawn area is still a concern for some, as mentioned in the previous stage of consultation.
• Keeping the green space and quality of the waterfront were valued highly, offering a healthy lifestyle and promoting green living.
• Keen to see and understand more details regarding construction materials, energy efficiency, water management and cycling and public transport strategies.
• Suggestions to integrate wildlife and nature into the development through landscaping, building design such as green walls and access to natural open spaces.

Social & economic sustainability
• Overall, there is much support for UCL East as an inclusive, community-facing development. Only a few commenters were concerned that the facilities will not feel like they are for the local community.
• There is excitement for employment opportunities for local people and encouragement that young people in the area will be involved in UCL East through work placements.
• Some commenters suggested that academic placements should be offered to young people from the surrounding communities.
• It was suggested that the student residences are let in summer in order to have year-round activity and provide natural surveillance.
• Outreach to local institutions, namely schools was considered to be a successful approach for engaging young people and teenagers about lectures, workshops and activities.
Chapter 1 | Summary

1.4 Synopsis of responses

Birds-eye view looking west over the UCL East site
2.1 Cultural & Education District

A new vibrant education and cultural district

In 2013 the Mayor of London unveiled his vision for the ‘Cultural and Education District’ (formerly known as Olympicopolis) which took its inspiration from the achievements of Prince Albert, who used the proceeds of the 1851 Great Exhibition to create ‘Albertopolis’. The 86 acre site in South Kensington, centred on Exhibition Road, is today considered one of the world’s most distinguished scientific, educational, artistic and cultural hubs.

The Cultural and Education District project will be split across two sites: UCL East, a new university campus for UCL to the south of the ArcelorMittal Orbit, and Stratford Waterfront, close to the London Aquatics Centre, which will be home to UAL (University of the Arts London)’s London College of Fashion, as well as Sadler’s Wells and the Victoria and Albert Museum. Discussions are ongoing with the Smithsonian Institution regarding having a presence.

Overall, the scheme is expected to deliver 3,000 jobs, 1.5 million additional visitors and £2.8 billion of economic value to Stratford and the surrounding area.

The aim is to have the first University buildings complete in 2019 and the first Stratford Waterfront buildings complete in 2021.
2.2 About UCL East

A new UCL campus on Queen Elizabeth Olympic Park will be the largest single expansion of UCL since its foundation in 1826. 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.

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.

UCL East is being designed to encourage curiosity, learning and scholarship for all users including students, staff, collaborators and the wider public. It will seek to break down traditional barriers to inspire the free exchange of knowledge and ideas, in the spirit of the UCL 2034 Vision.

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.

“UCL East will be an outstanding and dynamic environment for learning, breaking down the conventional barriers between research, education, innovation, public engagement and collaboration.”

—Professor Michael Arthur, UCL President and Provost
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 35,000 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 that year.

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.

LDA Design
Role: Masterplanners and design team lead

LDA Design is a global environmental design consultancy based in the UK with projects around the world. They have put together and are now leading a team that has the necessary expertise to deliver a masterplan for UCL East.

Consultants working as part of the LDA masterplanning team are Nicholas Hare Associates (architects and university space-planners), BuroHappold (engineering, sustainability and inclusive design), Momentum (transport planning), EC Harris (cost consultancy), Studio Weave (space programming and activity).

Soundings has been appointed to facilitate the community consultation process.
CHAPTER 3
CONSULTATION PROCESS

3.1 Overview

Consultation on the UCL East masterplan is a four-stage process, involving stakeholders and the community at each key stage of design development. Below is a broad overview of the aims of each stage. The following pages detail the Stage 3 activities that have taken place.

Stage 3 continued to raise project awareness for UCL staff, students, the local community and visitors to the Park.

The UCL East team collaborated with Stratford Waterfront on the Stage 3 consultation process to bring the two projects together as the Cultural and Education District. Publicity materials were combined and the exhibition was delivered jointly. Proposals for Pudding Mill were included in the publicity materials and exhibition given the proximity of the development to the Cultural and Education District.

The final draft masterplan was presented at a two-week public exhibition tracking how the plans have responded to previous consultation stages. The result of this stage was to provide recommendations for and form the basis of the next stage of detailed design.

Stage 4 will present the UCL East campus and Stratford Waterfront before they are submitted for planning.

Summary of Stage 1 and Stage 2 consultation process:

• Across the first and second stages of consultation, the focus was to raise awareness of the project to a cross section of the local community and future users of the site whilst also providing an introduction of the masterplan principles and considerations for feedback.

• Consultation in these stages took the form of pop up road shows and exhibitions in various locations across five neighbourhoods (Stratford, Bow, Leyton, Fish Island and Hackney Wick) and at UCL Bloomsbury.

• Findings from engagement: both UCL and local issues and aspirations for UCL East, tested the early masterplan concepts and helped inform development of the emerging masterplan.
3.2 Consultation diary

What has happened so far

The third stage of the process has aimed to continue 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. Alongside the below timeline existing LLDC panels have also been kept up to date including the Park Panel and the Legacy Youth Voice (LYV). Further details on event outreach can be found on page 24.

**JUNE – AUGUST**

**Stage 1 Events**

- 6 local pop ups
- 2 UCL Bloomsbury pop ups
- Masterplan Event: workshop
- Masterplan Event: site walkabout
- Legacy Youth Voice workshop
- Youth Board focus session
- Spark Festival
- Teachers’ forum
- UCL Sabbatical Officers meeting
- UCL Sabbatical Officers walkabout
- UCL Academic Challenge Panel Sub-Group sessions

**NOVEMBER – FEBRUARY**

**Stage 2 Events**

- 4 activity sessions with local schools
- 5 local road shows
- UCL Bloomsbury road show
- UCL Bartlett road show
- 2 main exhibitions
- Local school feedback session
- Legacy Youth Voice workshop
- 2 public workshops

**9 - 12 JULY**

Door-to-door flyer distribution

- 21,000 flyers
- 80+ bundles plus emails

**11 JULY**

Park Panel Meeting
10 attendees

**13 JULY**

Faithful Friends Meeting
25 attendees

**COMMUNICATION**

**2015**

**2016**

**JULY**
29 JULY
Soft launch of the Main Exhibition in the London Aquatics Centre
37 attendees
2 feedback forms
3 quick comments

30 JULY - 13 AUGUST
Main Exhibition in the London Aquatics Centre
9 days
2715 attendees
182 feedback forms
40 quick comments

29 JULY
Soft launch of the Main Exhibition in the London Aquatics Centre
37 attendees
2 feedback forms
3 quick comments

10 AUGUST
Senior BEEs Workshop
17 attendees
3 table worksheets

11 AUGUST
Legacy Youth Voice Workshop
19 attendees
3 table worksheets
3.3 Communication & promotion

Keeping in touch

Websites

Within UCL and LLDC’s respective websites, the project has a dedicated section. These are regularly updated to inform people about the project and also how to get involved. There is access to information material as well as other key documents relating to the project.

**UCL website**
[ucl.ac.uk/ucl-east](ucl.ac.uk/ucl-east)

**Queen Elizabeth Olympic Park website**
[QueenElizabethOlympicPark.co.uk/ucl-east](QueenElizabethOlympicPark.co.uk/ucl-east)

Meetings

LLDC and Soundings have attended meetings informing the following established groups about the project:

- Park Panel (11th July)
- Faithful Friends (13th July) - faith groups from Forest Gate (see Appendix F for more details)

Letters, emails & flyers

In early July, approximately 21,000 event flyers detailing the Masterplan exhibition were delivered to households and businesses surrounding the site. 80 ‘bundles’ were also delivered to local centres. In addition approximately, 600 people who have been identified local groups and stakeholders including people who attended events in stage 1 and 2 were emailed or posted a copy of a flyer in July.

UCL communications

UCL has also used their regular e-newsletters and articles, to raise awareness of the project and how to get involved.

Communications include the following (updated on 28th July):

- UCL Events Calendar on Events blog page
- E-Newsletter - The Week@UCL to all UCL staff (14,000)
- UCL home page
- UCL’s UCL East website: Getting Involved
Chapter 3 | Consultation process

3.3 Communication & promotion

Wayfinding poster around the Park

Window vinyl outside the Upper Welcome Zone of the London Aquatics Centre

Cargo bike outside the venue
3.4 Activities & events

Cargo bike: Legacy Youth Voice members were employed for the duration of the exhibition to welcome people in from the Park. They rode around distributing exhibition flyers. At the entrance, they also presented visitors with Cultural and Education District branded canvas bags and balloons.

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

Interactive section on the boards: On board 10, visitors were able to choose their preferred options and give additional ideas on meanwhile uses they would like to see on the UCL East site.

To-scale model: A model of all future and existing developments of the South Park and surrounding area made reference to the proposed scale and layout of UCL East in relation to the Park.

Virtual reality: Interactive 360 degree flyover videos of the UCL East site in relation to the Park from both a birds’ eye and eye-level perspective were shown on a flat screen television and iPads. With the use of their smartphones, visitors could also experience the UCL East site with 3D goggles provided.

Schools engagement work: A short film that provided a summary of the sessions and presentation by pupils from local primary, and secondary schools was showcased at the exhibition on a flat screen television.

Over two weeks, approximately 2,700 people were engaged, 184 individual feedback forms and 40 quick comments were received.

Event details

Saturdays: 30 July (launch), 6 & 13 August, 11am – 5pm
Tuesdays: 2 & 9 August, 11am – 3pm
Wednesdays: 3 & 10 August, 1pm – 5pm
Thursday: 11 August, 4pm – 8pm
Friday: 5 August, 4pm – 8pm

Held at the Upper Welcome Zone, London Aquatics Centre.

Main Exhibition

The main exhibition was held in the Upper Welcome Zone of the London Aquatics Centre over a two week period. The space was shared with Stratford Waterfront as part of the Cultural and Education District alongside Pudding Mill.

The UCL East masterplan was presented through 11 exhibition boards (please see Appendix D) accompanied by a range of other interactive and engaging activities.

The overall layout of the exhibition space was one that mirrored the open and accessible leisure and learning environment that UCL East aspires to create.

UCL East & the Cultural and Education District

The public exhibition allowed visitors to the Park, local and UCL communities to gather, meet the team and provide feedback on the emerging Masterplan.

The activities included are detailed to the right.
Chapter 3 | Consultation process
3.4 Activities & events

SUMMARY

We hope you found the exhibition useful and informative. Please explore the rest of the exhibition through the interactive model and library of reports (see map on the right).

The exhibition boards and feedback sheet can be downloaded using the website links below; please complete and return your feedback by SUNDAY 14 AUGUST.

All feedback will be entered into a database, analysed and reported back to the masterplanning and client teams (LLDC and UCL) and will be used to inform the final stage of development.

We will be back again in the autumn to present the Final Masterplan.

FIND OUT MORE

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
UCLEast@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

UCL East exhibition plan

Virtual reality
Experience what UCL East will look like in the future.
You can also view the interactive videos here:
www.youtube.com/channel/UC8i-fndHemsVQR2Mgq8yb8g

Virtual reality
Outreach sessions

There has been a significant under representation of BME communities and other hard to reach groups in Stage 2. Together with Stratford Waterfront, we set out to contact 18 local groups (excluding Legacy Youth Voice); 4 groups responded and 2 were engaged which were Senior BEEs and Faithful Friends.

Soundings attended the Faithful Friends’ bi-monthly meeting in July to introduce the project through flip book and handed out leaflets for the Stage 3 events. The meeting was attended by 10 local faith groups (see Appendix F).

Workshops were held in August with the Legacy Youth Voice and Senior BEEs groups.

These provided an opportunity for a more in-depth conversation with, and also feedback and input from local young people as well as those over 50. Both workshops involved the groups being talked through the UCL East Masterplan exhibition boards by an LDA Masterplanner. Following on from that they engaged in table discussions on the key themes of the masterplans.

Senior BEEs

The group was invited to visit the exhibition outside the public opening hours to offer enough time to view the exhibition and share any key issues / suggestions with the team. In total 17 members were involved in the workshop session.

The Senior BEEs are a group of over 50’s from Hackney with a specific interest and understanding of the built environment. They make valuable contributions to development plans with their unique perspectives and their local knowledge.

Event details
1: Wednesday 10 August 2016, 11am-1pm, in London Aquatics Centre.

Legacy Youth Voice

Continued from the first and second stages of youth engagement in 2015 and early 2016, the masterplanning team went back to present the emerging masterplan. 19 members were involved.

The Legacy Youth Voice (formerly the Legacy Youth Panel) is a group of diverse young people from the Olympic host boroughs. Having been set up by LLDC prior to the Games, they have been heavily involved in shaping the regeneration that is and will be taking place on Queen Elizabeth Olympic Park.

The Legacy Youth Voice is in the process of creating a ‘Vision’ document detailing their key expectations from proposed developments under a range of topics. In this session, they identified the areas that the masterplan were fulfilling and also pointed out areas of improvement according to the ‘Vision’.

Event details
1: Thursday 11 August 2016, 12pm-3:30pm in London Aquatics Centre.
Interactive model
3.5 Community involvement: checking Stage 2

Local attendance mapping

To the right is a mapping of known event attendees and people who have given us their feedback. This 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 during the exhibition, due to the nature of the venue and location which attracted many people who were just visiting the Park and casually dropping into the exhibition.

Therefore the attendance mapping is not exhaustive and serves to provide a check that there is a good cross-section of involvement from the different neighbourhoods surrounding the site.

Demographics

To check we are speaking with a representative cross-section of the local community, at the events the team kept an observational record of broad age group, ethnicity and gender. This provides a basic indication of the groups that have been engaged and allows for comparison against local Census data.

Below are some of the key observations:

- Young people under 25 were less engaged in the general process. However there has been an ongoing parallel process with Legacy Youth Voice to ensure this group is represented.
- Disability was not assessed, however dedicated disability groups are being specifically consulted in the wider process.
- There has been a significant under representation of BME communities. BME groups were reached out to but it was not possible to arrange enough engagement sessions at this time.
- People aged 40 and 54 were over represented in this stage of events. There was also an additional engagement with Senior Bees - a group of local residents over 50’s.

Please see Chapter 3, page 28 for more information on the targeted engagement approach.
View towards the UCL East site, looking south over Queen Elizabeth Olympic Park.
CHAPTER 4
FINDINGS

4.1 Overview
Stage 3 events have continued to raise project awareness, identify missing gaps and reach out to local groups who were not involved previously. The exhibition presented the final draft masterplan, revisiting the key aspirations and issues that have arisen from the consultation to date and provided responses from the masterplanning team on how this feedback has helped to inform the plans.

The feedback and findings on the following pages have been gathered from the exhibitions, feedback sessions with the Senior BEEs and Legacy Youth Voice, online and emailed comments.

The following materials were used to collect feedback:

- Feedback forms
- Noticeboard comments
- Interactives on the boards
- Outreach session tablesheets and recordings
4.2 Events feedback

The diagrams reflect findings from the tick-box questions on the feedback forms alongside analysis of comments received. In total, 184 feedback forms were completed.

**KEY**

**GENERAL PUBLIC**
The 70% who selected 'visitor', 'business/organisation' or did not answer 'Are you...' are referred to in our analysis as the 'general public'. Their feedback has been analysed separately from those who identify as local residents as many were visiting from outside of London or from abroad. This helps us to better understand feedback specific to the local community.

**LOCAL RESIDENTS**
The map below shows the distribution of those who identified as local residents on the feedback forms. Of the 30% of respondents who selected 'local resident', the majority live closely to the Park and within the flyer distribution boundary (see Appendix A). A few live further afield but still identify as local residents. Six of the respondents did not leave their address or postcode.

**Mapping local residents**
Q01: Were you involved in the previous rounds of consultation, including viewing any online materials?

*Including viewing online materials

PREVIOUSLY INVOLVED IN THE CONSULTATION*

**Including viewing online materials

GENERAL PUBLIC

YES 8%

LOCAL RESIDENTS

YES 20%

NO 79%

NO 73%

NO ANSWER 13%
Q02: What is your overall impression of the plans you have seen in this exhibition for the Cultural and Education District? What do you like? What could we improve?

**OVERALL IMPRESSION OF THE PLANS**

![Survey results chart]

**Analysis**:

The overall written feedback responding to this question was positive amongst both the general public and local residents. This reflects the tick-box feedback in which 86% of the general public and 82% of local residents were excited and positive about the plans. Multiple comments from the general public supported the ‘life’ and ‘vibrancy’ UCL and its students could bring to the area. Positive responses were received on the organisation of the masterplan—considered well thought out and exciting. People were also happy to see the Park being used, bringing more job opportunities and diversity.

Others commented that the plans look interesting but require further detail to understand how open and accessible the buildings will be. Losing the South Lawn is still a concern for some. Suggestions were made to consider better connections between the two campuses, as well as to ensure a balance between openness and privacy for UCL students and staff.

Local residents also supported UCL coming to east London and the broadening of opportunities for the local community. Some commented that they are excited on the inclusivity of the proposals and that it would be a world-class destination. Connection with old Stratford was considered vital. There was some concern about overcrowding, particularly at Stratford station and in Westfield. Keeping green space and the quality of the waterfront is highly valued.

*90 respondents left written feedback; a total of 222 comments were recorded (some were broken down into multiple comments).
Q03: How well do you think UCL East and Stratford Waterfront work together to meet the vision for the Cultural and Education District? Are there any missed opportunities, and/or do you have any suggestions?

Analysis:

78% of the general public agreed that both projects work together to meet the vision for the Cultural and Education District. Many considered that bringing UCL to Stratford would be valuable in offering a variety of opportunities, particularly educational opportunities such as open lectures. Some suggested to keep buildings to human scale to fit in with the Park. A few commenters felt that Stratford Waterfront and UCL East were too far apart and that locating the institutions immediately adjacent to each other would be a better layout.

Whilst 78% of local residents were positive that the two projects would work well together to meet the vision for the Cultural and Education District, there were some comments suggesting further efforts could be made. Some local residents suggested that more integration between UCL East and Stratford Waterfront is needed in order to be more mixed, more open and better connected to the surrounding areas. Some felt that more detail would help them to understand how the developments compliment each other, perhaps indicative of the 13% who responded ‘don’t know’ on the tick-box question. A few commenters felt that connecting to Stratford’s local history (whether it be the area’s industrial past or the Olympic and Paralympic games) and communities will be important.

*44 respondents left written feedback; a total of 52 comments were recorded (some were broken down into multiple comments).
Q04: How well do you think the masterplan connects to the wider area through pedestrian, cycling and public transport routes? Are there any missed opportunities, and/or do you have any suggestions?

**Connectivity to the Wider Area**

- **General Public**
  - Too Many Connections: 1%
  - Just Enough Connections: 55%
  - Don't Know: 22%
  - Not Enough Connections: 18%
  - No Answer: 2%

- **Local Residents**
  - Too Many Connections: 2%
  - Just Enough Connections: 53%
  - Don't Know: 18%
  - Not Enough Connections: 18%
  - No Answer: 13%

**Analysis**:

Within the 55% of the general public who selected 'just enough connections', some expressed concerns over crowd flow during key events and the increase in the amount of passengers arriving into Stratford everyday. Better signage when coming into the Park from the south was suggested, including under the railway lines and across and along the rivers. 22% of the general public and 18% of residents selected 'don't know', suggesting that more detail on connectivity is needed in general. The need for more detail on the future paths and road links to Pudding Mill Lane and Stratford stations was mentioned specifically.

Local residents were also concerned with the overcrowding of local stations. Overall, 15% of residents that left tick-box feedback selected that there were 'not enough connections' provided by the masterplan (although the majority, at 53%, agreed that there were 'just enough connections'). Residents suggested that more bridges are needed to better connect the surrounding areas, and that TfL bikes should be more prominently available outside Stratford station. Provision of more routes for pedestrians would help control the crowd flow.

This question was also discussed at workshops with the Senior BEEs and the Legacy Youth Voice. Views similar to those given by local residents in the feedback forms were expressed. For more detailed findings please see section 4.4.

*43 respondents left written feedback; a total of 46 comments were recorded (some were broken down into multiple comments).
Q05: Is this the kind of place you would come to visit and use? Would it encourage you to visit the Park more often?

**VISITING THE PARK IN THE FUTURE**

**GENERAL PUBLIC**
- Very Often: 17%
- Often: 29%
- Occasionally: 19%
- Never: 19%
- No Answer: 3%

**LOCAL RESIDENTS**
- Very Often: 25%
- Often: 25%
- Occasionally: 29%
- Never: 7%
- No Answer: 2%

**Analysis***:

Although many people who completed the feedback form were visitors from outside of London or the UK, the written responses were generally positive and the Fluid Zone and public realm proposals welcomed. There was agreement that the variety of public-facing facilities proposed would activate the space and encourage public access and participation. There were also suggestions for affordable or free events to encourage people to visit frequently.

Local residents expressed that activities and events would draw them into the Park in addition to their regular visits. Better accessibility to the Park without going through Westfield was also suggested to encourage more visits to the Park.

*49 respondents left written feedback; a total of 55 comments were recorded (some were broken down into multiple comments).
Q06: How well do you think the masterplan provides a good range of public spaces for future users, including visitors and members of the local community? What works well? What else could be provided for?

**PROVIDING A GOOD RANGE OF PUBLIC SPACES**

- **GENERAL PUBLIC**
  - Very well: 24%
  - Well: 37%
  - Don't know: 19%
  - Poorly: 5%
  - Not at all: 15%
  - No answer: 24%

- **LOCAL RESIDENTS**
  - Very well: 27%
  - Well: 29%
  - Don't know: 13%
  - Poorly: 7%
  - Not at all: 24%
  - No answer: 15%

**Analysis**: Overall tick-box feedback has been generally positive, with 61% of the general public and 56% of local residents agreeing that the masterplan provides a good range of public spaces. In relation to the written comments, there was a mixed response. There was some positive feedback from both the general public and residents on the public spaces and overall layout; some agreed that opening up the lower floors and terraces of the buildings for public access would work well. Some suggested providing a number of places accessible to the public in addition to private spaces for the students within the Pool Street buildings.

The need for open and green spaces was mentioned often, as well as design and uses that promote healthy lifestyles and green living. A few residents encouraged the provision of activities, amenities and services for the local community.

*35 respondents left written feedback; a total of 41 comments were recorded (some were broken down into multiple comments).*
Q07: Do you feel as though the buildings and public spaces will be open and welcoming? Would you want to use the buildings? What makes you feel that you could or couldn’t?

70% of the general public and 67% of local residents generally agreed that the current plans feel open and welcoming. In the written feedback, some from the general public suggested cafés and green spaces that are open to the public and affordable. Some questioned whether the buildings invoke a sense of ‘specialness’ as you enter. Access to the university during open events and closed events was brought up as a point that needs to be considered. Provision of step-free access was mentioned by a local resident as well as the need to ensure safe and secure access.

Respondents from both the general public and local residents brought up concerns that the buildings were too large and overbearing—there were suggestions to ‘soften’ the buildings, perhaps through greenery.

The division between university and public spaces has produced mixed responses throughout the consultation process. The Legacy Youth Voice shared a general opinion with local residents that providing publicly accessible events would be beneficial to the area and Park, but were concerned regarding open access to university facilities. At another workshop with the Senior Bees concerns relating to the management of public spaces were also identified, specifically to create safe, family friendly spaces that mitigated ‘hooligans’. For more detailed findings please see 4.4.

*38 respondents left written feedback; a total of 40 comments were recorded (some were broken down into multiple comments).
Q08: Do you think the overall building heights and massing fit well with the local context and create a coherent edge to the Park? Do you think the masterplan suitably responds to the surrounding context? Is there anything else in particular that we should be responding to?

**OVERALL BUILDING HEIGHTS AND MASSING FITTING WITHIN THE LOCAL CONTEXT**

<table>
<thead>
<tr>
<th>General Public</th>
<th>Local Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>46%</td>
</tr>
<tr>
<td>Somewhat</td>
<td>19%</td>
</tr>
<tr>
<td>Don't Know</td>
<td>12%</td>
</tr>
<tr>
<td>No</td>
<td>5%</td>
</tr>
<tr>
<td>Not At All</td>
<td>1%</td>
</tr>
<tr>
<td>No Answer</td>
<td>18%</td>
</tr>
</tbody>
</table>

**Analysis**: Overall it was agreed that the buildings fit well with the local context in terms of heights and massing, with 65% of the general public and 69% of local residents responding with 'yes' and 'somewhat' in the tick-box feedback. Within the written responses, a few members of the general public agreed that the buildings would be a good addition and appropriate to the surrounding area.

There were some comments from both the general public and residents that the buildings could go higher to fit with the surrounding tall towers, with one commenter suggesting that tall buildings could feature energy-generating solar windows.

There was some concern by local residents that the proposed building heights would affect their views and impede on the Park, but the general response was positive. Only 6% of the general public and 7% of local residents felt that the building heights and massing would not fit the local context. There was some written feedback suggesting that it’s too early to say whether UCL East will fit in or not.

*31 respondents left written feedback; a total of 35 comments were recorded (some were broken down into multiple comments).
Q09: Have you found the masterplan responses on sustainability informative? Are there any aspects you would like to see developed further?

There were mixed responses on sustainability within the written feedback, with comments from both the general public and local residents indicating that there was not enough information made available. This can also be evidenced in the percentages of respondents who selected ‘don’t know’ in the tick-box feedback. Many were keen to see more aspects of ecological and environmental sustainability addressed in the future, such as construction materials, energy, waste and water management, cycling strategies and public transport strategies.

In terms of environmental sustainability, one local resident was supportive and felt that the information provided on sustainability was informative through both stages of the consultation.

There was some feedback on social and economic sustainability in terms of excitement for career opportunities and a hope that UCL East does outreach to local schools and young people.

*17 respondents left written feedback; a total of 17 comments were recorded.*
Q10: How well do you think the masterplan has responded to feedback from the previous rounds of consultation? Have we missed anything? Could we have responded better?

**Responding to Feedback from Previous Consultation**

- **General Public**
  - Very well: 4%
  - Well: 17%
  - Don't know: 46%
  - Poorly: 1%
  - Not at all: 33%
  - No answer: 0%

- **Local Residents**
  - Very well: 13%
  - Well: 13%
  - Don't know: 44%
  - Poorly: 0%
  - Not at all: 2%
  - No answer: 29%

*7 respondents left written feedback; a total of 7 comments were recorded.*

**Analysis**: This question was not applicable for the majority as more than 70% of people who completed the feedback form were not involved in the previous stages of consultation.
Q11: Have you found this event informative?

![Diagram showing the response to Q11: Have you found this event informative?]

Q12: Do you have further comments? Are there any missed opportunities, and/or do you have any suggestions?

Analysis*

The majority of respondents found the event informative, with 80% of the general public and 87% of local residents selecting ‘yes’ on the tick-box question. Additional written comments received included recommitments of support and recognition of the strong level of engagement during the consultation process. Other comments focussed on the need for infrastructure, in terms of public transport, pedestrian routes, the arts and community services, to meet future requirements that will come with the development.

*34 respondents left written feedback; a total of 43 comments were recorded (some were broken down into multiple comments).
Noticeboard comments

As part of the concept of creating an open and welcome campus, the noticeboard allowed visitors to leave quick comments on ideas, opportunities and challenges. In total, 29 comments were recorded.

The comments are summarised as follows:

- There was a lot of excitement on the proposals.
- Many agreed that the exhibition was informative and were positive about the consultation process.
- Some commented to ensure that the plans bring more diversity to the area.
- Some raised concerns over the crowd flow on public transport and the Park venues.
- Some suggested more security in the Park as the development will bring more people.

“…”

There’s a lot on public/community engagement, but we mustn’t lose sense of who/which community that is. These types of developments can often exclude but this could be a great inclusive development.

“…”

We came just to see the pool but the information provided within this event has been very useful and everyone were nice and receptive! Good job.

“…”
Chapter 4 | Findings

4.2 Events feedback

Exhibition noticeboard
4.3 Workshop feedback

Outreach sessions

As part of the stage 3 consultation on the final draft masterplan, a number of workshops were conducted to ensure local groups of all ages were involved in the process and to share any key issues to help shape the masterplan.

The sessions were held jointly together with Stratford Waterfront, as part of the Cultural and Education District.

The session started with a gallery tour of the exhibition by a representative from LDA about the UCL East masterplan and Allies & Morrison about the Stratford Waterfront masterplan. The group separated into two tables between the projects. The table discussions were based on 3 main themes with corresponding questions.

- Access
- Spaces for all
- Design & innovation

The following is a summary of the key conversations and group comments from both sessions.

Senior BEEs session, 10/08/2016

LYV session, 11/08/2016
**Senior BEEs**

The Senior Bees are a group of over 50’s from Hackney with a specific interest and understanding of the built environment. They make valuable contributions to development plans with their unique perspectives and their local knowledge.

Overall, the group was positive about UCL East and what it would offer to the local community. There was general support for the masterplan and the proposed openness and accessibility of the buildings and spaces.

Total number of attendees: 20*

17 Senior BEEs members and 3 Senior BEEs coordinators from the Building Exploratory

**ACCESS & INCLUSION**

Q. How well does the masterplan connect to the wider area through pedestrian, cycling and public transport?

The 388 bus and Stratford station are the regular routes taken by the participants. There was a general consensus that current access to the Park needs to be improved. Some issues that were mentioned are beyond the scope of the masterplan, such as incorrect directions as a result of the new E20 postcode. Also, road closures for construction and special events were seen as a collective issue due to the lack of consistency with routes. They would also like to see alternative routes into the Park other than through Westfield.

A recurring issue mentioned across the stages of consultation and groups of consultees is the difficulty of wayfinding in and around the Park. They are expecting that the development of UCLE will act as a frontage for the Park to help identify the Park where there is currently a lack of clarity. The Barbican and Old Street were mentioned as examples of good practice because of their use of coloured lines on the ground. Another suggestion was a constant handrail to guide people through the Park, which has proven helpful for a group member’s 90-year old acquaintance.

Upon being informed that a shuttle buggy serves the Park, they proposed an extension of the service. Blue badge parking on Carpenters Road is useful for the group when they bring family and friends with them.
4.3 Workshop feedback

After expressing concerns that people will feel threatened by all of the buildings, the group liked the fluidity and layout of public spaces across the site. Design-wise, they would like to see spaces similar to Southbank and areas around the Shard. Many mentioned the idea of having works of art throughout the public spaces.

Discussions—and debate over—the lack of community in the Park suggests that these spaces should be used to further encourage integration.

There is a desire for the site to be a pleasant and interesting destination to encourage regular and return visits with friends and family.

Despite positive comments towards the openness of the university, the majority were concerned about the safety of the site, especially related to football “hooligans”. It was suggested that the student residences are let in the summer in order to have year-round activity and provide natural surveillance.

While some members felt that people will feel threatened by new buildings where there is currently green space, others were optimistic about people gradually adapting to the Park with the new plans.

The scale of the site is preferred to that of Stratford Waterfront by the group. However, there were some reservations towards 10 storeys as it was still considered to be intimidating. The group expressed that the design quality needs to be thoroughly thought through to prevent it feeling oppressive.

ACCESS & INCLUSION: SPACES FOR ALL

Q. Does the masterplan provide a good range of public spaces for visitors and members of the local community, as well as future occupiers of the buildings e.g. staff, students, performers, etc?

FORM & Identity: DESIGN & INNOVATION

Q. Does the masterplan fit within the surrounding context in terms of materials / design) but still offer something new and interesting?
Legacy Youth Voice workshop

The Legacy Youth Voice (formerly the Legacy Youth Panel) is a group of diverse young people from the Olympic host boroughs. Having been set up by LLDC prior to the Games, they have been heavily involved in shaping the regeneration that is and will be taking place on Queen Elizabeth Olympic Park. They have been consulted in previous stages of the UCL East masterplan and make valuable contributions to the plans with their unique perspectives as local young people and students.

The Legacy Youth Voice was broadly supportive of the masterplan and interested in connectivity, events and activities and how the detailed design would be developed in later stages.

Total number of attendees: 26*

*Including 19 Legacy Youth Voice members, 4 interns from Allies & Morrison and 3 people from the V&A.

ACCESS & INCLUSION

Q. How well does the masterplan connect to the wider area through pedestrian, cycling and public transport?

The group agreed that accessibility is key in making sure the site is open to everyone.

Access from Westfield was considered to be the natural route to the site by most of the participants. The current route from Carpenters Road is not thought to be easily navigable. Others considered routes from Stratford High Street to be more pleasurable. This was because they were quieter and more open, giving them ‘room to breath’. They also thought that Montfichet Road will become a primary route for UCL students. They felt that the Westfield entrance does not encourage movement into the Park, and saw alternative routes such as from Stratford High Street as more impactful in bringing people through the Park.

Connections should cater for pedestrians and cyclists but cyclists should be somewhat policed with bicycle-specific lanes (such as those clearly labelled lanes on Montfichet) and traffic lights. In addition, the group proposed the introduction of new public transport routes.

At present, Westfield features a large screen providing directions to the Park outside the station, which was considered by some to be useful. It was felt that wayfinding in other areas and within the Park needs to be improved with more signage and map points, to get to the Park as well as through it.
There was general support for the idea of a plaza and a range of public spaces across the campus set out in the masterplan. The soft edges/corners proposed in the masterplan are favoured for the promotion of movement and activity. It was deemed important to create a good balance between student and public uses of the campus. Outdoor "study pods" were suggested for groups of students to use.

People’s perceptions of access were a key concern for the group. To combat this they suggested that there is little emphasis on the site being a University. Instead, they suggested that there be courtyards, green spaces and plenty of public seating and tables to make visitors and the local community feel welcome. Greenwich University campus and Granary Square were mentioned as good examples of campuses with ‘no barriers’ creating the welcoming feeling that the group would like to see at UCL East - “A University without gates”.

Some members see a University as being a place for the ‘expansion of horizons’ and a ‘fluid zone’. However, there were reservations about open access to the university facilities from LYV members, some of whom are also University students due to the fact that students pay £9,000 in tuition fees. This was also expressed in earlier stages of the consultation.

Publicity of events and activities happening across the Park was an idea pushed by the majority of the group to attract the community. Methods for publicity that were suggested included advertisements online and in venues as well as live feeds showing people what was happening in other parts of the Park. It was noted that people tend to go to specific places or events in the Park. Through clear scheduled and promoted events and activities, the group think people could be encouraged to continue walking through the Park and also to visit other venues.

Concerns remain about the safety aspects of the accommodation for students due to the open nature of the plans.
Chapter 4 | Findings

4.3 Workshop feedback

There was general support for the building heights and layout of both the academic buildings and the student accommodation. It was suggested that the academic buildings vary in height like steps and that the heights help people orientate themselves. The participants were positive about the consideration taken for sight lines to landmarks in the Park such as the London Aquatics Centre and the ArcelorMittal Orbit.

Whilst expressing that the building should be identifiable as the ‘UCL East campus’, they also believed that it should blend in with surrounding buildings on the Park. The new Tate building and how it relates to the existing buildings was used as an example of good practice.

Following the support of the open and accessible character proposed by the masterplan, some of the group recommended using particular materials to express openness. Others expressed the need to maintain privacy for students in the residential accommodation. Material such as glass, London clay and lime walls were suggested. The group noted the need for soundproofing to prevent the disruptions of lectures due to noise from the London Stadium and the rail line.

The group would like to see further thought given to eco-friendly aspects of the development.

One person made a point that all floors within the student residential buildings should have positive elements. For example, if higher floors have access to views, lower floors should have gardens or other amenities to make sure there is balance. The rest of the group was in agreement.
Chapter 4 | Findings

4.3 Workshop feedback
CHAPTER 5
TRACKING CHANGES

5.1 Introduction

Over the three stages of the consultation the project team have listened to and wherever possible responded to the views of local and UCL communities and the general public, alongside those of key stakeholders and Statutory Consultees (such as Transport for London).

The third stage of consultation has provided more insight into key issues and aspirations, as well as gathered local community responses to the final draft masterplan concepts and proposals. The following pages track the masterplan development alongside the feedback received to show how the proposals are responding to consultation.*

*There have been a number of recurring issues that were raised throughout the consultation which are also presented here.
## 5.2 Masterplanning process

This section provides a response to key comments and suggestions from all the feedback received in the second stage of consultation (respondents are identified in brackets). **Suggestions are in bold.** Comments and suggestions from previous stages repeated in stage 3 have been marked with an asterisk (*).

### STAGE 3 MASTERPLAN RESPONSES

<table>
<thead>
<tr>
<th>Comments &amp; suggestions</th>
<th>Masterplan response</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Access &amp; inclusion: movement &amp; connectivity</strong></td>
<td></td>
</tr>
<tr>
<td>Many indicated that more work needs to be done on improving the pedestrian environment and access to the site (especially from the Carpenters Estate, Stratford Town Centre, PML and tube / rail).*</td>
<td>The masterplanning team has looked at ways to address this feedback by improving connectivity within the site and along the site edges which front onto key routes. A number of the suggestions fall outside of the masterplan boundary and will be considered as part of wider strategic connectivity improvements by LLDC. (LLDC / UCL)</td>
</tr>
<tr>
<td>Suggestions were made to turn the desire line on Pool Street East into a direct pedestrian route.*</td>
<td>The masterplanning team has looked at ways to address this by improving connectivity within the site and the quality of the site edges which front onto key routes. We acknowledge that the Carpenters Road underpass through the railway line may be a key arrival point. The masterplan encourages an active frontage along this edge to create interest for pedestrians. The Fluid Zone concept also adds the potential that people can walk into and through the Pool Street East buildings from this end to the other end at ground level, where a desire line currently exists. It is important to note that Pool Street East, where the desire line cuts through diagonally, is to be developed in a later phase. This area is undergoing a number of changes which will affect how people use the existing and future connections provided in this area. The alignment of the underpass, the Montfichet Road flyover, and the infrastructure head-house means that people will have to make an almost 90 degree turn at the end of the railway underpass in order to catch a glimpse of the desire line, largely blocked by Montfichet Road and the head-house. The parameters of the development allow for a degree of flexibility for appropriate responses as part of the detailed design stage and will not prohibit this desire line to be provided by the architects in the detailed design. The team has also made a number of suggestions that fall outside of the masterplan boundary, and will be considered as part of wider strategic connectivity improvements by LLDC. (LDA)</td>
</tr>
<tr>
<td>Concerns over match day scenarios—how the openness of the campus is not misused. There are also concerns regarding safety and crowd management on event days at the Stadium.*</td>
<td>There are plans in place with the stadium operator London Stadium 185 to provide marshals along Thornton Street (the egress route). The masterplan also proposed limited access points from the access route, which can be easily closed off if required. (LLDC / UCL)</td>
</tr>
<tr>
<td>Wayfinding needed from key access routes and strong gateways to mark entrances.*</td>
<td>Noted. It is part of the masterplan response to create strong gateways to aid wayfinding. LLDC will lead a Park-wide wayfinding strategy and coordinate with UCL. (LLDC / UCL)</td>
</tr>
<tr>
<td>Provide a diagonal 24 hour access route through Marshgate. Open gates to public, even at night.*</td>
<td>Noted. The public realm of UCL East will be open to the public at all times. (LDA)</td>
</tr>
<tr>
<td>Visitor management and servicing were raised as issues that require consideration. For example, at key times there may be longer queues to use the Park facilities.*</td>
<td>Noted. Operational management issues will be addressed in the detailed design stage. (LLDC / UCL)</td>
</tr>
<tr>
<td>Need to consider an accessible alternative route to UCL East other than the Carpenters Road entrance for those coming from old Stratford. <strong>There should also be more pedestrian bridges improving connectivity within the wider surrounding area.</strong></td>
<td>The masterplanning team has looked at ways to address this feedback by improving connectivity within the site and along the site edges which front onto key routes. There are a number of funding and physical constraints, however, a number of routes to UCL East are proposed including via the Park from the F10, Carpenters Road, Warton Road, the Greenway and Marshgate Lane from Pudding Mill. (LLDC / UCL)</td>
</tr>
</tbody>
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STAGE 3 MASTERPLAN RESPONSES
5.2 Masterplanning process

STAGE 3 MASTERPLAN RESPONSES

<table>
<thead>
<tr>
<th>Comments &amp; suggestions</th>
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<tbody>
<tr>
<td><strong>Access &amp; inclusion: movement &amp; connectivity (continued)</strong></td>
<td></td>
</tr>
<tr>
<td>Some are concerned that pedestrians will be greeted with the back end of the buildings on Carpenters Road. More details on access / services for deliveries and waste removal, bike storage is needed.</td>
<td>The proposed service and utilities entrances for Pool Street East will front onto Pool Street as direct vehicular access will be required. The edge that faces Montfichet Road will be a pedestrian edge, and therefore will not be the back of the building. The masterplan encourages an active frontage along this edge to create interest for pedestrians. The edge that faces Carpenters Road towards the northern end of Pool Street East is fronting onto the car parking area reserved for the head-houses, therefore an active frontage on this edge is not possible. Bike storage for students will be provided within the plot. Bike stands for short-stay will be provided on street within the public realm. (LDA)</td>
</tr>
<tr>
<td><strong>Access &amp; inclusion: public space &amp; activities</strong></td>
<td></td>
</tr>
<tr>
<td>Would like to see more detail on how the workplace and academic strategy is informing the spatial requirements.*</td>
<td>Noted. The building brief is still being developed. UCL to consider the appropriate mix considering student and staff feedback. There is also potential to understand the requirement after Phase 1 and adjust the brief for future phases. (UCL - future considerations)</td>
</tr>
<tr>
<td>More exhibitions about the UCL East departments would be good.</td>
<td>Noted. The building brief is still being developed. The objective for the masterplan is to create a collaborative environment. (UCL)</td>
</tr>
<tr>
<td>Outdoor classrooms and opportunities for local schools to participate; breaking down barriers by making accessing the campus normal. Open up the admissions criteria so that more local young people can attend UCL East.*</td>
<td>Noted. Outdoor classrooms are compatible with the aspiration of the brief. The plaza, promenade and terrace will all provide opportunities for outdoor activities. UCL will consider this as part of the UCL East programme, in the interim use plans and also long term plans. (UCL - future considerations)</td>
</tr>
<tr>
<td>Where are events going to take place once the South Lawn is built over?</td>
<td>The South Lawn is a temporary use for the area before development comes forward. The proposed Plaza, Promenade and Terrace could be used for events, to be managed by UCL. (LLDC / UCL)</td>
</tr>
<tr>
<td>The provision of services and amenities are too few.</td>
<td>Noted. The building brief is still being developed. UCL to consider appropriate services and amenities suitable to be included within UCL East. (LLDC / UCL)</td>
</tr>
<tr>
<td><strong>Form &amp; identity: layout, scale &amp; form</strong></td>
<td></td>
</tr>
<tr>
<td>Some comments supported the proposed building heights and even believed the residential towers should go higher to form a “university skyline” and fit in with nearby tall buildings.*</td>
<td>Noted.</td>
</tr>
<tr>
<td><strong>Suggestion to not lose focus of the human scale, especially at the ground floor level.</strong>*</td>
<td>Noted, maintaining the human scale is a key theme of the masterplan. The proposed Fluid Zone across the ground and first floors of the masterplan is designed to provide public engaging activities at the lower levels of the buildings. It is possible to consider design elements that will create a better relation to the human scale as the design develops further. (LDA)</td>
</tr>
<tr>
<td>Would like to see ‘secured by design’ criteria that have / have not been met.</td>
<td>Noted. The team has considered this. This will be addressed in the detailed design stage. (LLDC / UCL)</td>
</tr>
</tbody>
</table>
### Chapter 5 | Tracking changes

#### 5.2 Masterplanning process

<table>
<thead>
<tr>
<th>Comments &amp; suggestions</th>
<th>Masterplan response</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Form &amp; identity: character, look &amp; feel</strong></td>
<td></td>
</tr>
<tr>
<td>Concern about lack of connection to local history, culture or community. Look into Stratford’s industrial past and the development on Blaker Road based on Luke Howard’s house as an exemplar of what could be done.</td>
<td>The team has considered the influence of local history, however the immediate and wider context has changed considerably since the site has been redeveloped for the Games. Resolving the site’s connectivity issue is of a higher priority for the masterplan. The academic aspiration of UCL East includes Experiment, Art, Society and Technology, which aligns closely with Stratford’s industrial past. The masterplan suggests a use of masonry material across all buildings, which also reflects on the brick industrial buildings that used to occupy the area. This will be addressed in more detail in the detailed design stage by the architects of the individual buildings. It is important to note that the Blaker Road development is a full planning application, while proposals for UCL East at this stage are only at the masterplan stage. (LLDC / UCL)</td>
</tr>
<tr>
<td>It looks very insular and inward looking, the proposed atrium is promising but would the public feel empowered to walk through? How many walk through the public right of way through Senate House in Bloomsbury?</td>
<td>The proposed Fluid Zone (atrium) will be physically and visually transparent. The look and feel will be very different to the public right of way through Senate House, where the through route is a passage through an inactive ground floor facade. (LLDC / UCL)</td>
</tr>
<tr>
<td><strong>Sustainability: environment &amp; ecology</strong></td>
<td></td>
</tr>
<tr>
<td>Some people were unhappy that the scheme takes over green open space or doesn’t provide enough open outdoor space.*</td>
<td>Noted. The three sites of UCL East have always been identified for development as part of the Legacy Communities Scheme (LCS) planning permission. The South Lawn is only a temporary use before development comes forward in the area. We believe the open outdoor space proposed in the masterplan is an improvement in terms of quality and accessibility compared to the original LCS proposal.</td>
</tr>
<tr>
<td>Many wanted to see more information on sustainability in terms of construction materials, energy and water management, surfacing and so on.</td>
<td>Noted, further work will be done in later stages which could be shared in future consultation events. (LLDC / UCL)</td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td></td>
</tr>
<tr>
<td>The planning applications for the cement and asphalt factories behind the stadium must be rejected and the land rezoned. They will destroy everything the planned vision is trying to achieve.</td>
<td>The Local Planning Authority will determine the application in consideration with local planning policy.</td>
</tr>
</tbody>
</table>

---

*Some people were unhappy that the scheme takes over green open space or doesn’t provide enough open outdoor space.*
CHAPTER 6
NEXT STEPS

6.1 Overview

This report provides a summary of findings and community involvement from the third stage of consultation.

To help inform the proposals, the consultation findings are now being reviewed and responded to by UCL, LLDC and the masterplanners LDA. The recently appointed architects, Stanton Williams (Marshgate Phase 1) Lifschutz Davidson Sandilands (Pool Street West) are also reviewing the findings that relate to the detailed design stage.

This autumn 2016, a pre-submission consultation is due to be held which will give an opportunity to share and present the final masterplan leading up to the submission of the combined Cultural and Education District Outline Planning Applications which will be submitted to the Local Planning Authority (LLDC) in winter 2016.

Following the planning submission, UCL will commence a consultation on the reserved matters for Marshgate site in 2017. More details will be finalised once the outline applications have been approved.

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 last stage of the consultation will present back the consultation findings to date and offer an information sharing session 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 have been identifying 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.

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
💌 UCLEast@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

Main Exhibition, 30/07/2016
APPENDICES

A. Publicity & communications
B. Stakeholder mapping
C. Context
D. Exhibition materials
E. Feedback form
F. Outreach notes
G. Workshop tablesheets
H. Virtual reality tool
A. Publicity & communications


Side A

Side B
A2. Consultation events flyer - distribution boundary

- UCL East site
- Distribution boundary
A3. Websites

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

UCL website
ucl.ac.uk/ucl-east
A4. Project contact cards

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
✉️ UCLEast@soundingoffice.com
📞 020 7729 1705
B. Stakeholder mapping

We are continually working to make sure those who have an active interest in, or are impacted by UCL East are kept informed and involved. There are currently over 1400 project contacts who we will continue to engage with throughout the process. Please see the mapping below, showing local groups and organisations who may be interested. This is not an exhaustive list, but aims to show a good cross-section of local groups within approximately one mile of the UCL East site. This boundary is flexible and we will also be involving groups from the wider area who have a particular interest, wide remit or to ensure that groups based on the outskirts of this area can be involved. The mapping is always being updated, please let us know if there are any groups you believe should be considered.
STAKEHOLDER GROUPS

EDUCATION - PRIMARY
- Carpenters Primary School
- Gainsborough Community Primary School
- Old Ford Primary School
- St Agnes Catholic School
- Old Palace Primary School
- Colegrave Primary School
- St Francis RC Primary School
- Maryland Primary School
- West Ham Church of England Primary School
- Renelagh Primary School
- Manor Primary School
- Malmesbury Primary School
- Phoenix Primary School
- Wellington Primary School
- Bobby Moore Academy
- School 21 (Primary)

EDUCATION - SECONDARY
- Chobham Academy
- Sarah Bonnell School
- Phoenix Secondary School
- Ian Mikkki High School
- East London Science School
- Blyth Walk's Way School
- School 21 (Secondary)
- Hackney Community College
- Hackney College

EDUCATION - FURTHER & HIGHER EDUCATION
- University Square Stratford (Birkbeck & UEL Partnership)
- University of East London Stratford
- Building Crafts College
- Alpha Building Services, Engineering Training
- Williams College, Private
- New Building Training Centres
- Newham College of Further Education

EDUCATION - NURSERY
- The Alphabet House Nursery School
- Little Rainbow Nursery
- New New Forest Nursery School (located in various locations)
- Rebecca Cheetham Nursery Education Centre
- Montessori on the Park, Early Years Education

LOCAL COMMUNITY GROUPS / INTEREST GROUPS
- Community Links, Newham
- Action and Rights of Disabled People in Newham
- Aston Mansfield
- Chandos Community Group & (Hub)
- Newham New Deal Partnership
- Newham Community Team - Stratford and West Ham
- Hackney Wick and Fish Island Cultural Interest Group (CIG)
- Together 2012 CIC
- Park Champions
- Inland Waterways Association
- Manor Gardening Society
- London Cycling Campaign
- Bow Bengali Forum
- Newham Striders
- E20 Community & Cultural Interest Organisation

LOCAL COMMUNITY FACILITIES / CENTRES
- Stratford Library
- Bromley by Bow Centre
- Sir Ludwig Guttmann Health and Wellbeing Centre
- Stratford Circus
- Theatre Royal Stratford East
- Ikon Theatre Company
- Rosetta Art Centre
- East London Dance Centre
- APE Media
- Maryland Studios
- Hackney Wick Centre
- Whitechapel Art Centre
- Whitechapel Art Centre
- Snug Space
- White building (SPACE Studios)
- London Centre for Book Arts
- The Yard Theatre
- Stratford and West Ham Community Hub
- Spotlight Centre
- Poplar HARCA

SAFETY
- L1 Farringdon Road Neighbourhood Watch
- Newham Safer Neighbourhoods Team
- Ward Panel

LOCAL BUSINESS AND ENTERPRISE GROUPS
- Stratford Original Bid
- Stratford Market Traders Association
- Thames Gateway Technology Centre
- Newham Chamber of Commerce
- Newham Council
- Micro-enterprise Project
- Stratford Business Network Infrastructure
- East London Small Business Centre
- East London Business Alliance

FAITH GROUPS
- St John's Parish Church
- Radha Krishna Temple
- West Ham Parish Church
- Church of Christ
- St Mary of Eaton Church
- The Celestial Church of Christ
- Old Ford Methodist Church
- St Paul's Church
- Gurdwara Sikh Sangat
- Methodist Church of Tower Hamlets
- Masjid e Iljas
- Al-Huda Islamic Prayer Group UK
- Alhidwa Mosque
- Madrasah Al-Tawhid
- Bryan Street Methodist Church
- The Redeemed Christian Church of God
- Salvation Army Church
- Hope and Grace Roman Catholic Church
- Highways Church
- Brickfields United Reformed Church
- Well Barth Baptist Tabernacle
- London Markaz
- Bromley by Bow URC Church
- Bow Baptist Church
- St Mary-atte-Bow
- Our Lady and St Catherine of Sienna Church
- New Bethel Revival Ministry Church
- Christian Life City at the ICA
- Saint Mark's Gate
- Royal Connections
- Calvary Church of God in Christ
- Hackney Wick
- Major Road Baptist Church
- St. Matthew, West Ham
- Stratford Spiritual Church
- Stratford Church
- Stratford Seventh-Day Adventist Church
- Homerton Baptist Church
- Ramapthri Sikh Gurdwara Temple
- SBSK Swaminarayan Temple East
- Gujarati Hindu Welfare Association
- Hackney and East London Synagogue
- Youmna Synagogue

HOUSING ASSOCIATIONS AND STUDENT ACCOMMODATION
- T1 Mansion View
- T2 Unite Stratford One
- T3 East Thames Group
- T4 Triathlon Homes
- Genesis Housing
- Family Mosaic
- Hackney Homes
- Circle Housing

EXISTING PANELS AND NETWORKS
- BEAP
- Youth Board and Panel
- Olympicopolis Stakeholder Group
- Creating Connections East
- Stratford Rising
- Hackney Wick and Fish Island Cultural Interest Group (CIG)

SOCIAL ENTERPRISES / START-UP / CO-WORKING / AFFORDABLE
- P1 Bow Arts Trust
- P2 Yardhouse at Sugarhouse Studios
- P3 Echo

BUSINESS PARKS
- Q1 Marshgate Business Centre
- Q2 Stratford Office Village
- Q3 Burther Road Business Centre

RETAIL
- R1 Stratford Shopping Centre
- R2 Westfield Shopping Centre
- Retail business along Stratford High Street
- Other retail

LOCAL TENANTS' AND RESIDENTS' ASSOCIATIONS
- S1 Carpenters TMO Board
- S2 Stratford HMO
- S3 Leethen Bank Square RA
- S4 Wick Lane
- S5 Kingsmead Estate (Hackney Wick)
- S6 Tredgear Estate
- S7 Icona Point residents
- S8 Association of Ironworks residents
- S9 East Village Residents Association

KEY
- Located off the map
- Overarching group / multiple locations
- Cultural and Education District Stakeholder Group

Chapter 6 | Appendices
B. Stakeholder mapping

73
C. Context

A fast changing area

Queen Elizabeth Olympic Park and its surroundings are significant areas of change in one of the most exciting and fastest-growing areas in London. Here are some of the projects around the site.

1. EAST WICK
   Summary: Up to 870 new homes, new primary school and two new nurseries.
   Status: Zonal masterplan approved December 2015, Phase 1 detailed design in planning process
   Developer: London Legacy Development Corporation, East Wick and Sweetwater Projects Ltd

2. SWEETWATER
   Summary: Up to 650 new homes including apartments and family homes. A new primary school, two new nurseries, community space, a library and health centre.
   Status: Outline planning permission granted
   Developer: London Legacy Development Corporation, East Wick and Sweetwater Projects Ltd

3. HACKNEY WICK CENTRAL
   Summary: Creation of a new neighbourhood centre focused around Hackney Wick station. The new station which includes an underpass through the existing embankment will create a new north – south pedestrian link. The neighbourhood centre development will consist of workspace clusters with a diverse range of spaces, retail, local amenities, and the introduction of between 800-850 new homes.
   Status: Planning permission granted for the new station. Outline application for the Hackney Wick Neighbourhood Centre submitted in April 2016
   Developer: London Legacy Development Corporation

4. STRATFORD WATERFRONT
   Summary: A new campus for UAL's London College of Fashion, along with major new spaces for the Victoria and Albert Museum and Sadler's Wells.
   Status: Cultural and Education District outline planning applications due to be submitted late 2016
   Developer: London Legacy Development Corporation with site partners

5. THE LONDON STADIUM
   Summary: From 2016 the London Stadium will become the home of West Ham United, before then it will host a number of international events including the Rugby World Cup in 2015. A new community track will be open alongside the London Stadium and will be home to the Newham and Essex Beagles Athletic Club. The London Stadium will also become the new national centre for athletics from 2016.
   Status: Opened summer 2016
   Developer: E20 Stadium LLP

6. BOBBY MOORE ACADEMY
   Summary: A sports specialist secondary school and primary school with a 6th form across two sites.
   Status: Under construction
   Proposed operator: David Ross Education Trust

7. PUDDING MILL
   Summary: A residential neighbourhood that will deliver up to 1,300 homes, employment floorspace, retail units, community facilities, and a wide range of public open spaces.
   Status: Outline planning permission granted with amendments currently being considered by LLDC
   Developer: London Legacy Development Corporation

8. RICK ROBERTS WAY
   Summary: Provision of approx. 500 new homes as part of a mixed-use masterplan.
   Status: Outline planning permission granted, with secondary school relocated within PD23 (see no. 8) and further amendments under consideration
   Developer: London Legacy Development Corporation and the London Borough of Newham

9. HERE EAST
   Summary: Transforming the former Olympic Press and Broadcast Centre - an innovation centre set to provide over 1.2 million square feet of space for creative entrepreneurs and creating up to 7,500 jobs on site and in the local community. Key tenants include BT Sport, Hackney Community College, Loughborough University and Infinity SDC.
   Status: BT Sport already broadcast on site, fully operational by 2018
   Developer: iCITY, a joint venture between Delancey and Infinity SDC

10. CHOBHAM MANOR
    Summary: The first of the five new neighbourhoods from 2015. Including 828 new homes, 75% designed for families and 1/3 affordable homes. Shops, cafes, bars and other facilities will support a vibrant community.
    Status: Sales underway, first residents occupied their homes in late 2015
    Developer: Chobham Manor LLP

11. CHOBHAM FARM
    Summary: A new family neighbourhood delivering around 1,000 homes (of which over 40% are family homes), home zone streets, new public space, commercial space and community facilities.
    Status: Under construction
    Developer: LCX and East Thames Group

12. INTERNATIONAL QUARTER LONDON
    Summary: 4 million sq ft of new workplace - TFL and the FCA confirmed as tenants. A 4 star hotel, shops, restaurants, childcare and community facilities. Up to 25,000 jobs created.
    Status: Construction started in 2014, first office occupation in 2017
    Developer: Lend Lease and LCR

13. GLASSHOUSE GARDENS
    Summary: The residential development that forms part of International Quarter London - 330 new homes looking out over the iconic buildings of the south of the Park as part of International Quarter London.
    Status: First residents moving in October 2016
    Developer: Lend Lease and LCR

14. CHERRY PARK
    Summary: Approx 1,200 new homes alongside community facilities, restaurants, cafes and a servicing facility for Marks and Spencer.
    Status: Hybrid planning application submitted
    Developer: Stratford City Developments Ltd

15. ANGEL LANE
    Summary: Unite student accommodation for 750 students, new hotel, a major apartment tower and offices.
    Status: Opened September 2015
    Developer: Unite Group Plc

16. STRAND EAST
    Summary: 1,200 homes, office spaces for a range of businesses including digital and creative, a riverside park and a range of retail and community uses.
    Status: Planning permission granted
    Developer: Vastint UK

17. MARSHGATE
    Summary: 8 new buildings containing approx. 45,000 sq ft of business floorspace, 254 new homes and open space
    Status: Planning permission granted
    Developer: Workspace

18. COOK’S ROAD
    Summary: 300 new homes, home zone streets, new public space, commercial space and landscaping
    Status: The application for the southern block has been approved.
    Developer: Bellway
Plan showing some of the major developments in the area.
(Dots do not indicate locations of facilities)
D. Exhibition Materials

D1. Exhibition boards 1-2 (A0)
UCL EAST
STAGE 3 CONSULTATION REPORT

Appendices
D. Exhibition Materials

D1. Exhibition boards 3-4 (A0)
D1. Exhibition board 5 (A0) & flip-book
D1. Exhibition boards 6 (A0) & flip-book
D1. Exhibition boards 7-8 (A0)
D1. Exhibition boards 9-10 (A0)
D1. Exhibition board 11 (A0)
D2. Cultural and Education District exhibition board (A0)
D3 Cultural and Education District Exhibition booklet

The exhibition booklet was given out at the entrance alongside the feedback form.
E. Feedback form

TELL US YOUR THOUGHTS

Please tell us your thoughts on the current proposals and help inform development of new outline plans for UCL East and Stratford Waterfront.

Once you have completed the form please post it in the return envelope or the sign in case. Alternatively you can fill in an online form by Sunday 14 August. Please visit the website: queenElizabethOlympicPark.co.uk/ce

Def: _______

Your name: ________________________________

Are you:
☐ a local resident
☐ part of an organisation
☐ a visitor

61. What is your average impression of the scenery you have seen in this exhibition for the CDTA and CCA? Districts?

UCL East

Stratford Waterfront

What do you like? What could we improve?

Tell us more about UCL East.

Tell us more about Stratford Waterfront.

63. How do you think the masterplan connects to the wider area through pedestrian, cycling, and public transport routes?

Not connected

Connected

Mildly connected

Strongly connected

Connected

64. Is this the kind of place you would come to visit and use?

Very often

Occasionally

Very rarely

What criteria do you base your visit on?

Tell us more about UCL East.

Tell us more about Stratford Waterfront.

Would it encourage you to visit the park more often?

Tell us more about UCL East.

Tell us more about Stratford Waterfront.

65. How do you think the masterplan provides a good range of public spaces for future users, including visitors and members of the local community?

UCL East

Stratford Waterfront

What works well? What aspect do you appreciate?

Tell us more about UCL East.

Tell us more about Stratford Waterfront.

What doesn’t work well? What do you think could be improved?

Tell us more about UCL East.

Tell us more about Stratford Waterfront.
Appendices

E. Feedback form

---

**Q. Do you feel that some of the buildings and public spaces will be open and welcoming?**


---

**Q. Do you think the area will feel safe and welcoming?**


---

**Q. Do you think the masterplan's location is appropriate for the surrounding context?**


---

**Q. Have you found the masterplan responses on sustainability informative?**


---

**Q. Were you involved in the previous round of consultation, including viewing any online materials?**

- [ ] Yes
- [ ] No

If yes, please tick as appropriate:
- [ ] UCL East Stage 1 Events (Summer 2016)
- [ ] UCL East Stage 1 Events (November 2015 to January 2016)
- [ ] UCL East Stage 2 Events (February 2016)
- [ ] UCL East Stage 2 Events (February to April 2016)

**Q. How was your experience of receiving feedback on the previous round of consultation?**

Please write your feedback here:

---

**Q. Have you found this event informative?**

- [ ] Yes
- [ ] No
- [ ] Don’t know

**Q. Do you have further comments?**

Please write your comments here:

---

If you have not signed in, please state your estate:

Address:

Postal Code: ____________________________ Telephone: ____________________________

Email: ____________________________________________

[ ] Do not contact

*We will only contact you regarding the project and your details will not be used for other purposes.*
**F. Outreach notes**

**F1. Faithful Friends**

Date: Wednesday 13th July 2016  

Total number of attendees: 25  

Faith groups attended: 10  

- Emmanuel Church, Romford Road, Forest Gate  
- Woodgrange Baptist Church, Romford Road, Forest Gate  
- Newham North Islamic Association (usually called Green Street Mosque), Green Street  
- Imamia Mission Mosque, Romford Road  
- Minhaj Ul Quran Misque, Romford Road  
- Ramgharia Gurdwara, Nevile Road  
- Azeemia Foundation UK  
- Global Peace Network  
- Woodgate Community (a Christian group)

---

Dear Friend,

This letter is to invite you to our next Faithful Friends meeting. At this meeting, we will be discussing:

*citizens’ action effectiveness*

Details of the meeting are as follows:

- **Date:** Wednesday 13th July, 2016  
- **Venue:** Emmanuel Church, Romford Road, Forest Gate E7 8RD  
- **Time:** 7.30p.m.

We hope you will be able to attend.  

Please feel free to invite a guest or two who you think would be interested in attending this event.

Sincerely,

Reverend Canon Barnabas Matheo  
Project Co-Ordinator
F2. Park Panel minutes

Date: Monday 11th July 2016
Time: 18.00
Venue: Podium, Queen Elizabeth Olympic Park

Total number of attendees: 23
10 Panel members
3 LLDC representatives
10 Masterplanners & consultants

MINUTES

Londen Legacy Development Corporation

Meeting date: 11th July 2016
Meeting time: 18:00
Venue: Podium, Queen Elizabeth Olympic Park

Present:

- Jenna Richards - VISA user
- Luke Richards - VISA user
- Home Office - Park Champions/Representative
- Maxine Kershaw - East Village
- Maxine Kershaw - East Village

3. Cultural and Education District

a) Planning Application seminar

1.4. The programme is the first to be submitted in the Cultural and Education District.

b) Stratford Waterfront

1.5. An open meeting was held with Westway Trust and the masterplan was discussed.

3.1. The project is well underway and is expected to be completed in the next 12 months.

3.1.2. The presentation included the minutes. - ACTION

4. Conclusion

4.1. The presentation was well received. - ACTION

4.2. The project is well underway and is expected to be completed in the next 12 months.

4.3. The presentation was well received. - ACTION

4.4. The project is well underway and is expected to be completed in the next 12 months.

C) UCL East

1.10. Seminars provided an overview of the UCL East masterplan, led by Richard Krasner.

3.3. The project is well underway and is expected to be completed in the next 12 months.

3.3.2. The project is well underway and is expected to be completed in the next 12 months.

3.4. The project is well underway and is expected to be completed in the next 12 months.

3.4.1. The project is well underway and is expected to be completed in the next 12 months.

3.4.2. The project is well underway and is expected to be completed in the next 12 months.

3.4.3. The project is well underway and is expected to be completed in the next 12 months.

3.4.4. The project is well underway and is expected to be completed in the next 12 months.

3.4.5. The project is well underway and is expected to be completed in the next 12 months.

3.4.6. The project is well underway and is expected to be completed in the next 12 months.

3.4.7. The project is well underway and is expected to be completed in the next 12 months.

3.4.8. The project is well underway and is expected to be completed in the next 12 months.
G. Workshop tablesheets

**02. SPACES FOR ALL**

Does the masterplan provide a good range of public spaces for visitors and members of the local community, as well as future occupiers of the buildings e.g. staff, students, performers etc?

**03. DESIGN & INNOVATION**

Does the masterplan fit within the surrounding context (in terms of massing / materials / design) but still offer something new and interesting?

**01. ACCESS**

How well does the masterplan connect to the wider area through pedestrian, cycling and public transport?
H. Virtual reality tool