Stage 1
Consultation report

Soundings
November 2017
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CHAPTER 1
SUMMARY

1.1 Introduction

UCL East and Marshgate 1

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

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

The consultation on the masterplan process for UCL East commenced in 2015 and the outline application was submitted in May 2017. UCL and the design team are in the process of developing detailed designs for the first phase which includes the Marshgate 1 and Pool Street West sites.

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

Community consultation

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

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

Stage 1 consultation process for Marshgate 1 was held jointly with Pool Street West, presenting the first phase of UCL East.

This report documents the activities, findings and outcomes from the first stage of the consultation process for Marshgate 1 and will inform the Statement of Community Involvement to be submitted as part of a future planning application.
1.2 Summary of events & involvement

The first stage of public consultation activities took place in October 2017, by raising awareness and presenting the initial design for Marshgate 1. Feedback was gathered from both the UCL community and local community to gain an understanding of views, issues and aspirations.

Findings from engagement will test the early design concepts and help inform the developed design, which will be consulted upon next.

During the first stage of consultation, there were seven different events involving and engaging over 365 people through public exhibitions and outreach sessions.

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

Thank you

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

Consultation timeline

**CONCEPT DESIGNS**

**OCTOBER 2017**
Raising awareness about Marshgate 1 and UCL East Phase 1. Understanding key issues & opportunities relating to the project and informing its development.

**DETAILED DESIGNS**

**MARCH 2018**
Presenting detailed designs and responses to issues and opportunities identified in the consultation. Setting out next steps.

**PRE-SUBMISSION**

**SPRING 2018**
Information sharing through digital consultation to present the final designs.

**RESERVED MATTERS**

**APPLICATION**

**SUMMER 2018**
Planning application to be submitted to the Local Planning Authority (LLDC)

**OPENING**

**2020 onwards**
Scheme opening

Feeding into the detailed design

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

Below is an overview:

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

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

As the design develops we will track how community feedback has influenced the design. See Chapter 5 Tracking Changes for more details.
1.2 Summary of events & involvement

Public exhibitions, 4 - 7 October 2017

Stage 1 consultation statistics

- 136 people attended 2 local exhibitions
- 190 UCL students & staff engaged at 2 UCL exhibitions
- 104 completed feedback forms
- 250+ comments & suggestions received
- 21,000 event flyers delivered
- 365+ people engaged through Stage 1 exhibition events and activities
Synopsis of responses

Altogether, there has been a very positive and enthusiastic response to the proposals for UCL East and Marshgate 1. Feedback forms at the exhibitions provided an opportunity for consultees to answer tick-box questions and leave comments.

All 252 written comments received during Stage 1 public exhibitions have been considered and catalogued both by response types (see bottom of page) and by topics discussed (see below). Analysing in this way enables a consistent and transparent process to discover particular themes where there is greater interest.

Over 85% of comments discussed one of the following three topics:

- 56% design, scale and identity
- 17% community benefit
- 12% open and public spaces

All topic categories are further described on page 27.

Following these topics, to the right is a summary of the key messages regarding Marshgate 1 arising through the first stage of consultation; alongside pie charts on the following page showing the quantitative responses to the tick-box questions.

Response types*

<table>
<thead>
<tr>
<th>Response Type</th>
<th>UCL Comments</th>
<th>Local Community Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support</td>
<td>51%</td>
<td>36%</td>
</tr>
<tr>
<td>Concern</td>
<td>15%</td>
<td>24%</td>
</tr>
<tr>
<td>Suggestion</td>
<td>22%</td>
<td>30%</td>
</tr>
<tr>
<td>Reference / statement</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Clarification</td>
<td>10%</td>
<td>5%</td>
</tr>
</tbody>
</table>

*Data is based on a total of 252 comments gathered through the 104 feedback forms from Stage 1 public consultation events. Response types are further discussed on page 27.
RESPONSES TO PHASE 1

Q. Overall what is your impression of the designs you have seen today?

- Excited: 32%
- Generally positive: 48%
- Neutral: 9%
- Unexcited: 2%
- Unsure: 3%
- No answer: 10%

Q. Do the Phase 1 designs work together and provide a strong presence?

- Yes: 55%
- Somewhat: 23%
- No: 4%
- Don’t know: 7%
- Not at all: 1%
- No answer: 11%

RESPONSES TO MARSHGATE 1

Q. How well does the look of the building fit in with the Park and the local area?

- Well: 57%
- Very well: 35%
- Poorly: 3%
- Don’t know: 5%
- No answer: 3%

Q. How does the building connect the inside/outside & enable public to academic engagement?

- Very well: 34%
- Well: 57%
- Poorly: 3%
- Don’t know: 22%
- Not at all: 2%
- No answer: 6%

Q. Do you like the approach to the external spaces and landscaping?

- Yes: 68%
- Somewhat: 19%
- No: 2%
- Not at all: 2%
- Don’t know: 4%
- No answer: 5%

For more details, see Chapter 4 Findings
CHAPTER 2
BACKGROUND

2.1 About UCL East

The vision

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

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

The first phase of development is expected to have up to 3,000 students and 625 staff, including academics and researchers, on Pool Street West and Marshgate 1, alongside other users and visitors.

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

UCL East will:

- House new activity not currently offered at UCL’s Bloomsbury campus.
- Serve as a model for a university campus of the future.
- Provide an outstanding environment for learning and scholarship for students, staff, collaborators and the public.
- Play a central role in the sustainable development of the Cultural and Education District and east London.
2.2 About Marshgate 1

Marshgate 1 makes up part of the first phase of UCL East, along with the Pool Street West building. Marshgate 1 will feature spaces for workshops, labs and exhibition spaces with a series of interconnecting spaces for academic and public use, opening onto the riverside.

Much larger than Pool Street West, Marshgate 1 will serve as the centre for the UCL East academic vision.

ACADEMIC VISION

The Culture Lab, which will offer teaching, research and engagement spaces, underpinned by new educational programmes in making, media, conservation & heritage, and public history. Activities and facilities at Marshgate will include a media lab, an object-based learning laboratory, and a suite of conservation facilities.

The Experimental Engineering Labs, which will comprise new academic activities in innovative and multidisciplinary fields of study, including advanced propulsion, future manufacture, and applied imaging.

The Institute of Making Big, a multidisciplinary research club for those interested in the made world: from makers of molecules to makers of buildings, synthetic skin to spacecraft, soup to diamonds, socks to cities.

The Global Future Cities Co-Labs, which will be organised around a series of shared spaces, specialising in providing opportunities for collaboration and application of knowledge towards the improvement of human settlements worldwide, and the strategic use of ICT in sustainable, prosperous urban futures.

The Academy of Innovative Applied Finance, which will provide leadership and training for future financial and business leaders, enabling close collaboration between research, financial innovation, industry, and government.
2.3 Who is involved

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

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

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

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

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

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

Stanton Williams Architects
Role: Design team lead
Stanton Williams have extensive experience of working on complex and sensitive sites, and of working with clients to create spaces which promote interaction between building occupiers and the public: aspects of design which relate directly to the aspirations for Marshgate 1.

Soundings has been appointed to facilitate the community consultation process. There are also a number of other consultants involved in the project.
CHAPTER 03
CONSULTATION PROCESS
CHAPTER 3
CONSULTATION PROCESS

3.1 Overview

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

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

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

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

What has happened so far

The first stage of consultation on Marshgate 1 has aimed to involve as many people as possible through a variety of ways that are accessible and appropriate for the many communities and stakeholders linked to the project.

23 SEPTEMBER
Door-to-door flyer distribution

21,000 flyers plus emails

04 OCTOBER
UCL Bloomsbury Main Quad

111 attendees

05 OCTOBER
UCL Bloomsbury Main Quad

79 attendees
07 OCTOBER
The Podium, Queen Elizabeth Olympic Park
69 attendees

06 OCTOBER
Stratford Library
67 attendees

11 OCTOBER
UCLU Sabbatical Officers Walkabout & discussion
4 attendees

17 OCTOBER
Youth Board meeting
7 attendees

28 OCTOBER
Legacy Youth Voice workshop
29 attendees
3.3 Communication & promotion

Keeping in touch

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

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

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

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

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

Public exhibition, Stratford Library, 6 October 2017

Public exhibition, Stratford Library, 6 October 2017

Public exhibition, UCL Bloomsbury, 4 October 2017
3.4 Activities & events

Exhibitions

Public exhibitions were held in both UCL Bloomsbury campus and Stratford in October 2017. The events aimed to present first stage concept designs for Marshgate 1 and second stage detailed designs for Pool Street West, and understand a cross-section of local and UCL views on the proposals. The events took the form of public exhibitions, presenting design boards, and allowing those who stopped by to speak with the project team and leave feedback.

Exhibition materials included:

- Introductory flipbook: This provided background information on UCL East Phase 1, covering the context of UCL's project and site area, with an overview of the consultation process.

- Exhibition boards: Eight boards covered the academic vision, design objectives and concept designs for Marshgate 1, as well as general information on the project.

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

UCL Bloomsbury Exhibitions

Two exhibitions were held in the UCL Bloomsbury Main Quad, on Wednesday 4 and Thursday 5 October. Visitors included UCL students and staff as well as the occasional visitor to the campus.

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

Approximately 190 people were engaged and 63 feedback forms received on Phase 1 of UCL East, relating to both Pool Street West and Marshgate 1 plots.

Event details

1. UCL Bloomsbury, Main Quad
   Wednesday 4 October I 11am – 3pm
2. UCL Bloomsbury, Main Quad
   Thursday 5 October I 11am – 3pm

Stratford Exhibitions

Local exhibitions were then held at Stratford Library on Friday 6 and in Queen Elizabeth Olympic Park on Saturday 7 October. These raised further awareness of UCL East's Marshgate 1 and Pool Street West, as well as allowed for local feedback.

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

Approximately 136 people were engaged and 41 feedback forms received on Phase 1 of UCL East, relating to both Pool Street West and Marshgate 1 plots.

Event details

1. Stratford Library
   Friday 6 October I 3pm – 7pm
2. The Podium, Queen Elizabeth Olympic Park. Saturday 7 October I 12pm – 5:30pm
Youth Board session
The Youth Board represents and makes decisions on behalf of the Legacy Youth Voice (LYV); advocating on behalf of the LYV at a strategic level to ensure that the voices of young people are heard, by engaging with and giving feedback to LLDC.

Members of the project team presented the initial proposals for Marshgate 1 alongside Pool Street West developed designs, followed by a group discussion with the Youth Board. For more details please refer to page 34.

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

The outreach session began with presentations of Marshgate 1 and Pool Street West, followed by group workshop sessions and a collective discussion. Findings are discussed on page 35.

Event details
Tuesday 17 October I 6pm – 7pm
Location: LLDC, 1 Stratford Place, E20 1EJ
Attendees:
7x Youth Board members
7x project team members

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

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

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

The project team took the Sabbatical Officers on a walk around the site, followed by a review of the proposals shown at the exhibitions and a group discussion. See page 36 for further details on their views.

Event details
Wednesday 11 October 2017 I 11am – 1pm
Location: Queen Elizabeth Olympic Park
Attendees:
4x Sabbatical Officers
1x UCLU Chief Executive Officer
5x project team members
Community involvement

Local attendance mapping
To the right is a mapping of people who gave feedback at the public exhibitions. This gives a broad indication of where those engaged live in relation to the project. As UCL participants are a community of interest rather than of proximity to the site, they have not been included on the map.

It is worth noting that contact details could not always be collected as many people looked through the exhibition materials without filling in forms or leaving their details.

Exhibition demographics
To verify consultation with a representative cross-section of the local community, the team kept an observational record of broad age groups, ethnicity and gender at the exhibition events. This provides a reference of the groups that have been engaged, and allows for comparison against local census data. It is important to note that the demographics data does not include those engaged during outreach sessions, and is therefore not representative of the overall Stage 1 process. Below are some key observations.

- There has been a slight over representation of people under 25 (by 11%) and shortfall of those 25-35 (by 17%) at the exhibitions. This may be due to high student feedback received while on UCL’s campus.
- There is an under representation of BME groups (by 14%), however there has been 20% increase of BME group representations compared to Stage 1 events in May 2017.
- Disability was not assessed, however dedicated disability groups are being specifically consulted in the wider process.

### PUBLIC EXHIBITIONS

<table>
<thead>
<tr>
<th></th>
<th>UCL Bloomsbury Exhibitions</th>
<th>Local Exhibitions</th>
<th>Average from all Exhibitions</th>
<th>Ward average</th>
<th>Exhibitions by comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>61%</td>
<td>59%</td>
<td>60%</td>
<td>52%</td>
<td>+8%</td>
</tr>
<tr>
<td>Female</td>
<td>39%</td>
<td>41%</td>
<td>40%</td>
<td>48%</td>
<td>-8%</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Under 25</td>
<td>62%</td>
<td>21%</td>
<td>45%</td>
<td>34%</td>
<td>+11%</td>
</tr>
<tr>
<td>25-35</td>
<td>16%</td>
<td>19%</td>
<td>17%</td>
<td>34%</td>
<td>-17%</td>
</tr>
<tr>
<td>36-55</td>
<td>17%</td>
<td>44%</td>
<td>29%</td>
<td>21%</td>
<td>+8%</td>
</tr>
<tr>
<td>Over 55</td>
<td>5%</td>
<td>16%</td>
<td>10%</td>
<td>11%</td>
<td>-1%</td>
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<tr>
<td>Ethnicity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>55%</td>
<td>56%</td>
<td>55%</td>
<td>41%</td>
<td>+14%</td>
</tr>
<tr>
<td>BME</td>
<td>45%</td>
<td>44%</td>
<td>45%</td>
<td>59%</td>
<td>-14%</td>
</tr>
</tbody>
</table>

Note: Categories and Ward data taken from UK Census Data, 2011, Stratford and New Town ward (Age by single year QS103EW; Ethnic Group QS201EW; Sex QS104EW). All figures rounded to the nearest whole number, as such there may be a small discrepancy of 1%.

*The demographics table does not include those we engaged with through outreach sessions. For more information on the outreach sessions please refer to pages 34-37.*
Chapter 3 | Consultation process

3.4 Activities & events

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

4.1 Overview
The first stage of public consultation events on Marshgate 1 have displayed the UCL East project, aiming to raise awareness on the detailed design process, introduce the design principles and initial concept designs for the building and gather feedback from both the local and UCL community.

The public exhibition events displayed designs for both Marshgate 1 and Pool Street West. The feedback and findings on the following pages have been gathered from the exhibitions, outreach sessions with the Youth Board, Legacy Youth Voice and UCLU Sabbatical Officers.

The following materials were used to collect feedback:
• Feedback forms
• Outreach session tablesheets and recordings
4.2 Exhibition feedback

Stakeholder category*

Across all four exhibition events, 326 people attended. Of those, 58% attended events at the UCL Bloomsbury campus, and 42% attended events local to Stratford, at the Stratford Library and at the Podium, on the Park.

104 feedback forms were received in total, answering the checkbox questions; space was also provided for written comments. Of those, 55% were from the UCL community and 45% from the local community.

*Percentage of feedback forms received at Stage 1 public exhibition consultation events.

The following pages provide details on the tickbox feedback and comments left by consultees on UCL East Phase 1 and Marshgate 1.
Response types*

Of the 252 written comments received on feedback forms, Stratford respondents expressed more support for the scheme than UCL staff and students; conversely, the UCL community provided relatively more suggestions and concerns on UCL East than locals did, as depicted below.

This can be due to the fact that local residents are generally excited about having a new university in the area, whereas the UCL community may focus more on the campus and internal buildings' details.

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage of UCL comments</th>
<th>Percentage of local community comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support</td>
<td>51%</td>
<td>36%</td>
</tr>
<tr>
<td>Concern</td>
<td>15%</td>
<td>24%</td>
</tr>
<tr>
<td>Suggestion</td>
<td>22%</td>
<td>30%</td>
</tr>
<tr>
<td>Reference / statement</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Clarification</td>
<td>10%</td>
<td>5%</td>
</tr>
</tbody>
</table>

*Data is based on a total of 252 comments gathered through the 104 feedback forms.

Topics most discussed during Stage 1 of consultation

Below are the topics under which the 252 written comments from stage 1 were categorised by, illustrating the most recurrent themes discussed during consultation.

In addition to this feedback, three workshops were held with UCL and local Youth groups to further discuss the project with both stakeholder communities involved.

Marshgate 1 received nearly 100 comments left by individuals at exhibition events, with most comments discussing the look of the building and how it fits in Park and local area.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Percentage of UCL comments</th>
<th>Percentage of local community comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design / identity / scale</td>
<td>22%</td>
<td>12%</td>
</tr>
<tr>
<td>Community benefit / facilities</td>
<td>22%</td>
<td>12%</td>
</tr>
<tr>
<td>Open / public spaces</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Access &amp; movement</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>University facilities</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Masterplan process</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Public transport</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Ecology / sustainability</td>
<td>6%</td>
<td>1%</td>
</tr>
<tr>
<td>Jobs / employment</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
<td>1%</td>
</tr>
</tbody>
</table>
Q. Overall what is your impression of the designs you have seen today?

**Analysis**:

Feedback regarding the first stage of UCL East was positive, with 80% of respondents selecting ‘excited’ and ‘generally positive’ on the designs for both Marshgate 1 and Pool Street West. The local and UCL communities felt similarly excited about the overall designs of the project. Over 10% of the UCL consultees felt neutral, unsure or unexcited about it, with a comparable 9% from the Stratford community.

A tenth of each stakeholder group did not provide feedback.

Of the 18 written comments received on the designs, seven expressed concern, finding the designs “unattractive” or “dull” for a university, with a reference to a lack of residential or affordable housing for locals. The additional remarks support the designs as putting the community forward and revitalizing the area through the great change a university will bring.

---

*18 respondents left written feedback; a total of 7 comments were collected from the local community and 11 comments from the UCL community.
Q. Do you think the Phase 1 designs work well together and provide a strong presence in the Park?

**LOCAL COMMUNITY**
- **YES**: 57%
- **SOMewhat**: 17%
- **DON’T KNOW**: 9%
- **NOT > ALL**: 7%
- **NO ANSWER**: 11%

**UCL COMMUNITY**
- **YES**: 53%
- **SOMewhat**: 28%
- **DON’T KNOW**: 5%
- **NOT > ALL**: 2%
- **NO ANSWER**: 10%

**Analysis**: The majority of responses found the two designs for Marshgate 1 and Pool Street West to work well together and provide a strong presence. Nonetheless, 7% of locals disagreed and 4% of the UCL community said ‘no’ or ‘not at all’. As such, the Stratford residents think the two designs work better together and provide a stronger presence in the Park than the UCL community does.

A tenth of each stakeholder group did not provide feedback.

In terms of harmony of the two buildings, the 17 written comments were mixed. Feedback ranged, with 10 comments agreeing on them being similar in modernity, and the remainder finding them similarly “unexciting” or simply “not harmonious”.

Generally, comments from the public were that the two provide a strong presence, through bold designs and a valuable use of space – regardless of this being positive or negative, or of them being harmonious. They were also described as complementing the Park.

*17 respondents left written feedback: a total of 8 comments were collected from the local community and 9 comments from the UCL community.*
Q. How well do you think the look of the building fits in with the Park and the local area?

**Analysis**: 
From the tick-box answers, the local community finds Marshgate 1 to fit within the Park less well than the UCL community does. Nonetheless, the majority of respondents find that the look of the building is appropriate in the Park and local context, with 83% of the local community and 95% of the UCL community selecting either ‘very well’ or ‘well’ on the tick-box question.

Only 4% of the locals and 2% of the UCL community considered that the building would fit ‘poorly’ within the area.

The written comments received were positive, expressing more support than concerns. Of 37 comments, 24 found the design to be modern, fitting in the area and surrounding developments. Further, it was found that Marshgate 1 does not compete with the Park and provides a beneficial use to a currently empty space. Enthusiasm was expressed about it presenting a local and tourist attraction, as well as relevance to Stratford residents with its open spaces.

Nonetheless, around 10, or a fourth of the written comments, also refer to Marshgate 1 as being “rough”, “tall”, inorganic, and “not exciting”, as well as a “reminder of 1960s and 70s”, and too big or modern to blend in with the Park. Suggestions were made for more outdoor seating, green and shared spaces.

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*37 respondents left written feedback; a total of 18 comments were collected from the local community and 19 comments from the UCL community.*
Q. How well do you think the building connects the inside / outside and offers opportunities for the public to engage with academic activities?

**Analysis**:  

The tick-box feedback reveals that locals find Marshgate 1 to connect the inside/outside and public/academic spaces better than the UCL community does. This could be due to the particular interest and appeal the Stratford community has in these spaces, as opportunities for local regeneration and community animation.

The prospect of Marshgate 1 connecting the inside to the public realm was considered positively, with 74% of the local residents and 67% of the UCL community selecting either 'very well' or 'well' on the question.

The opportunity for future public engagement was very well received, with feedback referencing UCL’s ethos of being open to all.

Of 27 comments, 10 consultees highlighted the logistics and importance of clarity regarding the public/private divide, and when these spaces are open. Five written suggestions were made for the public spaces and activities to be advertised on UCL’s website, as well as signposted locally and from public transport links, in addition to this being evoked during the outreach sessions.

Three of respondents expressed concern around potential disruption of academia by the animation.

*27 respondents left written feedback; a total of 9 comments were collected from the local community and 18 comments from the UCL community.
Q. Do you like the approach to the external spaces and landscaping?

**LOCAL COMMUNITY**
- **YES**: 65%
- **SOMewhat**: 24%
- **DON'T KNOW**: 2%
- **NO**: 0%
- **NOT AT ALL**: 2%
- **NO ANSWER**: 7%

**UCL COMMUNITY**
- **YES**: 71%
- **SOMewhat**: 16%
- **DON'T KNOW**: 5%
- **NO**: 3%
- **NOT AT ALL**: 2%
- **NO ANSWER**: 3%

**Analysis**: From the checkbox feedback, it can be seen that the UCL community likes the approach to the building’s external spaces and landscaping more than the locals do. Nonetheless, the overall response to the outdoor spaces was well received, with 71% of UCL respondents and 65% of Stratford respondents ticking ‘yes’ to liking the landscaping.

Through written feedback, it was clear that the consultees were very encouraged for the public to use the external spaces and animate the landscape, with a dozen supportive comments. There was very little concern over loss of empty development plots, although ten comments focused on keeping as much green and quality outdoor space as possible, as a key trait of the area.

A further dozen suggestions from the public were made for additional seating and colour around Marshgate 1 to encourage vibrancy.

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*30 respondents left written feedback; a total of 12 comments were collected from the local community and 18 comments from the UCL community.*
Chapter 4 | Findings

4.2 Exhibition feedback

Public exhibitions, UCL Bloomsbury, 4 October 2017
4.3 Outreach sessions

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

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

Youth Board

The session started with an overview of UCL East Phase 1 developments of Pool Street West and Marshgate 1. The project team introduced the academic vision of UCL East and explained the proposal and progress thus far to the Youth Board members. The presentations were followed by Q&A and group discussion. Key points are summarised on the right.

Event details:
Date: Tuesday 17 October 2017
Time: 6pm – 7pm
Location: LLDC, 1 Stratford Place, E20 1EJ

Attendees:
7x Youth Board members
5x project team members

- The Youth Board was supportive of the overall design as being open to the local community, specifically of Marshgate 1’s glass frontages, providing opportunity for permeability. They were very positive on the Fluid Zone as interactive, inspiring and motivational to local children.

- They expressed support of the campus adding to the area, as beneficial use of empty land.

- The Board was concerned over the link between the buildings not being clear; the physical relation between Marshgate 1 and Pool Street West was described as not working well, with a lack of public interactivity highlighted at Pool Street West, being residential.

- It was highlighted that the UCL signage could be bigger to create presence/unity of campus.

- They found the building to be inviting to the public and felt this was key in a smooth integration within Stratford.

- They found the design to mirror that of the London Aquatics Centre.
Chapter 4 | Findings

4.3 Outreach sessions

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

• The members were very excited by the overall designs. They highlighted the modernity of the scheme as fitting into the Park and area, an aesthetic link between the buildings, and them not competing with each other. They have a strong presence through size, although it was debated if this would be attractive or intimidating.

• The members expressed concern over how to advertise the spaces open to the public, and the need for these to be marketed and promoted.

• Having a colour scheme (e.g. on Fluid Zone windows), lighting path, or matching planting throughout UCL East, was a recurrent suggestion to link the campus and encourage safety at night.

• The members suggested having more greenery to match the Park, and additional outdoor spaces for the public, being particularly mindful of the seasons.

• The group viewed bringing the outside and the people to the internal 'streets' as very attractive, providing more vibrancy to the design.

• Marshgate 1 was considered as potentially bland and intimidating, with suggestions for window colours or exposure of the raw construction materials for additional texture.

Legacy Youth Voice

The session started with presentations from UCL, giving an overview on the UCL East vision and the concept design for Marshgate 1.

The group got into smaller workshops to discuss and feedback on the proposal. The comments were shared to the whole group at the end of the session.

Event details:

Date: Saturday 28 October 2017
Time: 1pm – 2.30pm
Location: LLDC, 1 Stratford Place, E20 1EJ

Attendees:
29x LYV members
5x project team members

Photos from the session
Chapter 4 | Findings
4.3 Outreach sessions

**UCLU Sabbatical Officers**

The project team took the Sabbatical Officers on a walkabout from Stratford tube station to UCL East site, stopping at key points to explain the proposal. After the site visit, the team went through the proposals followed by Q&A and group discussion.

**Event details:**

Date: Wednesday 11 October 2017
Time: 11am – 1pm
Location: Queen Elizabeth Olympic Park

Attendees:
4x Sabbatical Officers
1x UCLU Chief Executive Officer
6x project team members

Key discussion points are summarised below:

- The Sabbatical Officers were generally supportive of the proposals, especially of the Fluid Zone, as a chance to showcase UCL East’s work and demonstrate how it fits within the area.
- There was concern over division and competition between the Bloomsbury and UCL East campuses in terms of funding and modernity of facilities prioritised to Stratford, without alleviating Bloomsbury stresses.
- The Sabbatical Officers found the physical relation between Marshgate 1 and Pool Street West to work well, both being modern.
- The Sabbatical Officers were very positive on the Fluid Zone, where the building is open and fits in the Park landscape. They suggested that Marshgate 1 needs to build on its character and identity, expressing concern over a potential lack of vibrancy for its students and it looking corporate.
- It was highlighted that the UCL Student Union should be actively involved in development and operation once opened, specifically with regards to support & wellbeing and student employment within the facilities, as they currently are in Bloomsbury (e.g. student bars).
Chapter 4 | Findings

4.3 Outreach sessions

Photos from the outreach sessions, October 2017
CHAPTER 05
TRACKING CHANGES
CHAPTER 5
TRACKING CHANGES

5.1 Introduction
Throughout the Marshgate 1 detailed design consultation process, the project team listened to, recorded and wherever possible responded to feedback from the local and UCL community. Alongside the public consultation process, the project team will also be consulting with key stakeholders (such as LLDC’s BEAP and Quality Review Panels), as well as Statutory Consultees (such as National Grid).

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

5.2 Recommendations
The following points are recommendations for the next stage of detailed design and consultation to help address some of the key comments gathered from Stage 1:

- Consider the design of the building in terms of scale to better fit into the local area. Add more colour for vibrancy.
- Provide more details on the later phases of the development and ensure clear communication on the construction plans.
- Provide more information on opportunities for the public to feel welcomed and get involved in the Fluid Zone, and how these will be advertised.
- Explore the balance between private spaces for students and public access.
- Provide more information on the approach to sustainability and the integration of ecology and biodiversity.
- Encourage more outdoor spaces and landscaping.
- Provide detailed access plans following suggestions for cycle, pedestrian and public transport, to get around the area and between the campuses.

Full details of the next stage of consultation are still to be finalised. As soon as they are known we will update the websites and all project contacts.

If you would like to be directly informed as the project progresses, please contact us using the details on the next page.
CHAPTER 6

NEXT STEPS

6.1 Overview

This report provides a summary of events, findings and community involvement from the first stage of consultation on the Marshgate 1 concept design process.

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

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

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

CONCEPT DESIGNS
OCTOBER 2017
Raising awareness about Marshgate 1 and UCL East Phase 1. Understanding key issues & opportunities relating to the project and informing its development.

DETAILED DESIGNS
MARCH 2018
Presenting detailed designs and responses to issues and opportunities identified in the consultation. Setting out next steps.

PRE-SUBMISSION
SPRING 2018
Information sharing through digital consultation to present the final designs.

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

OPENING
2020 onwards
Scheme opening

6.3 Contact us

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

📞 020 7729 1705
💌 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

6.3 Contact us

Public exhibition, UCL Bloomsbury, 4 October 2017
APPENDICES

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A. Publicity & Communication

A1. Flyer advertising public exhibitions

Join us this autumn to find out more about the first phase of UCL East, a new campus for UCL (University College London) within Queen Elizabeth Olympic Park. The exhibition brings together plans for Marshgate 1 and Pool Street West sites featuring a range of uses from academic to community activities.

06 & 07 October 2017 (TURN OVER FOR MORE DETAILS)

GET INVOLVED

Following consultation on the UCL East masterplan, the UCL East team is now presenting the concept designs for Marshgate 1 and developed designs for Pool Street West. Marshgate 1 and Pool Street West make up the first phase of UCL East and will feature a range of uses, including academic, retail, community and engagement uses as well as student accommodation.

Please join us at the public exhibitions to see the current design schemes, meet the project teams and share your feedback.

EVENT DETAILS

STRATFORD LIBRARY
Friday 06 October
3pm – 7pm
3 The Grove
E15 1EL

THE PODIUM
Saturday 07 October
12pm – 5.30pm
5 Thornton Street
Queen Elizabeth Olympic Park
E20 2AD

CONTACT US

For more information on UCL East please visit our websites:
ucl.ac.uk/ucl-east
queenelizabetholympicpark.co.uk/ced

To get in touch please contact Soundings at:
02077291705
UCLEast@soundingsoffice.com
A2. UCL East website feature
A3. Road show pop-up event flyer distribution boundary
B. Exhibition Materials

B1. Exhibition boards (Phase 1)
### B1. Exhibition boards (Phase 1 continued)

**UCL EAST PHASE 1 | MARSHGATE 1 | STAGE 1 CONSULTATION REPORT**

#### 03 | CONSULTATION TO DATE

**INVOLVING UCL & THE LOCAL COMMUNITY**

- **Community consultation: Phase 2** started in the summer of 2016.
- **Community engagement events:** Over 200 people were involved in total.

#### 04 | UCL EAST PHASE ONE

**BACKGROUND**

- UCL is embarking on the development of the new UCL East campus.
- The new campus will bring together academic, residential, and public spaces.

**DEVELOPING THE ACADEMIC VISION**

- The new academic building will serve as the heart of the academic community.
- **Connecting people:** The building will facilitate connections between different academic departments.

**MAKING THE ACADEMIC VISION REAL**

- **PHASE 1 PROPOSED PLAN**

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**PHASE 1 INTEGRATIVE TIMELINE**

- **2017**
  - Concept designs
  - Feasibility studies
- **2018**
  - Pre-submission of reserved matters
  - Bidding round
- **2019**
  - Outline planning application
  - Outline planning determination
- **2020 onwards**
  - Consent applications
  - Consent determination

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**STAGE 1 CONSULTATION REPORT**

UCL EAST PHASE 1 | MARSHGATE 1
B1. Exhibition boards (Marshgate 1)
The key concept of the Fluid Zone on lower levels encourages the public to access and make use of the academic building through active frontages, activities and events. Internal spaces are seen as an extension of the external public realm, blurring the boundary between external and internal as well as public and private space.

The approach to landscape will build upon the character of the site and the established landscape of the Park as well as establishing the unique character of UCL East. Finishes will be explored that are appropriate and complementary to the setting but also have a strong relationship to the materiality and identity of the building.

The building massing responds to both the existing context and the masterplan. The strong sculptural form and primary openings can be clearly read from a distance, expressing the buildings’ ‘neighbourhoods’, primary collaboration spaces and terraces. These openings will be active and engaging. They will also create a visual connection to the wider Park internally and externally, including Pool Street, Waterworks River and promenade.

Image descriptions:
- **FLUID ZONE AND PUBLIC REALM**: Illustrative view of the exterior along Waterworks River.
- **View from East along Thornton Street**: Concept sketch showing the continuity of Marshgate 1 and Pool Street West along the promenade.
- **APPROACH TO MATERIALITY**: Materials that give an opportunity to vary texture, colour and show signs of the making processes.
B2. Flip book pages (Exhibition board 8)
Please tell us your thoughts on the design proposals for Marshgate 1 and Pool Street West to help inform the next stages of design development.

Name: __________________________________________ Postcode: __________________________

Are you a...
- Local resident / worker
- Part of an organisation
- UCL student
- UCL staff
- Visitor
- UCL staff

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

Email: __________________________________________ Telephone: ________________________

Address: ______________________________________

We will disregard your personal information for others. Your feedback will only be used for the purposes of this consultation.

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**MARSHGATE 1**

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

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

Tell us more...

Q2. How well do you think the building connects the inside / outside and offers opportunities for the public to engage with academic activities?

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

Tell us more...

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

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

Tell us more...

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**POOL STREET WEST**

Q4. As part of its environmental approach the building integrates elements to provide solar shading and reduce the effect of wind. Do you think these are successfully reflected in the design?

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

Tell us more...

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**MARSHGATE 1 & POOL STREET WEST**

Q5. Do you think that the materials and forms used in the building design are successful?

Tell us more...

Q6. Do you like the approach to the terrace landscaping and uses?

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

Tell us more...

Q7. Do you think the public entrance and atrium space is attractive and welcoming?

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

Tell us more...

Q8. Do you like the idea of the Making Yard being visible from the street?

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

Tell us more...

Q9. Overall what is your impression of the designs you have seen today?

Excited
- Generally positive
- Neutral
- Unexcited

Tell us more...

Q10. Do you think the two designs work well together and provide a strong presence in the Park?

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

Tell us more...

Q11. Do you have any further comments or suggestions?

Tell us more...

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Thank you for completing the form.

Please return this form to a member of staff or in the box provided. Alternatively please submit your form by Friday 13th October via post or email:

Soundings
148 Curtain Road
London, EC2A 3AT
UCLEast@soundingsoffice.com

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C. Workshop Materials

C1. Outreach session worksheets

01. What is your overall impression of both designs? How well do you think the look and feel of the buildings fits in with the local area?

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

02. Do you think the two designs work well together and provide a strong presence in the Park?

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

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

- Yes
- Somewhat
- Don’t know
- No
- Not at all
This consultation report has been produced by:

**Soundings**
148 Curtain Road
London
EC2A 3AT

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

📞 020 7729 1705
✉️ UCLEast@soundingsoffice.com

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

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