

**UCL EAST**

**AT QUEEN ELIZABETH  
OLYMPIC PARK**

## **Stage 3**

### **Consultation report**

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Soundings  
September 2016



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# UCL EAST

## AT QUEEN ELIZABETH OLYMPIC PARK

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## CHAPTER 1 SUMMARY

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### 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.

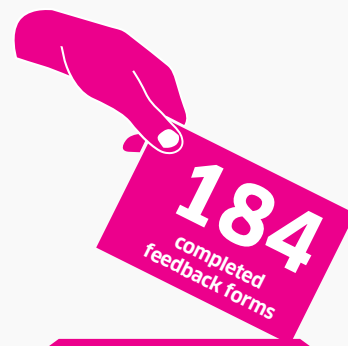
Over the course of the consultation the project team have listened to and wherever possible responded to the views expressed through this consultation, alongside those of key stakeholders and Statutory Consultees (such as Transport for London).

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

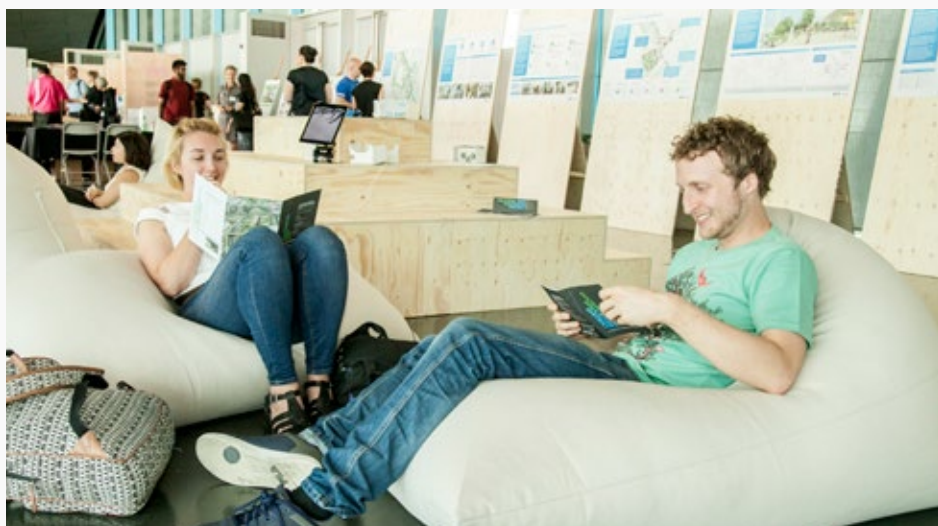
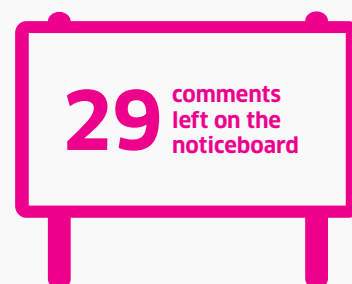




**2729** people attended  
the 9-day exhibition



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



**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.



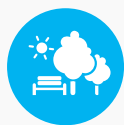
### Form & identity: layout, scale & form

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.



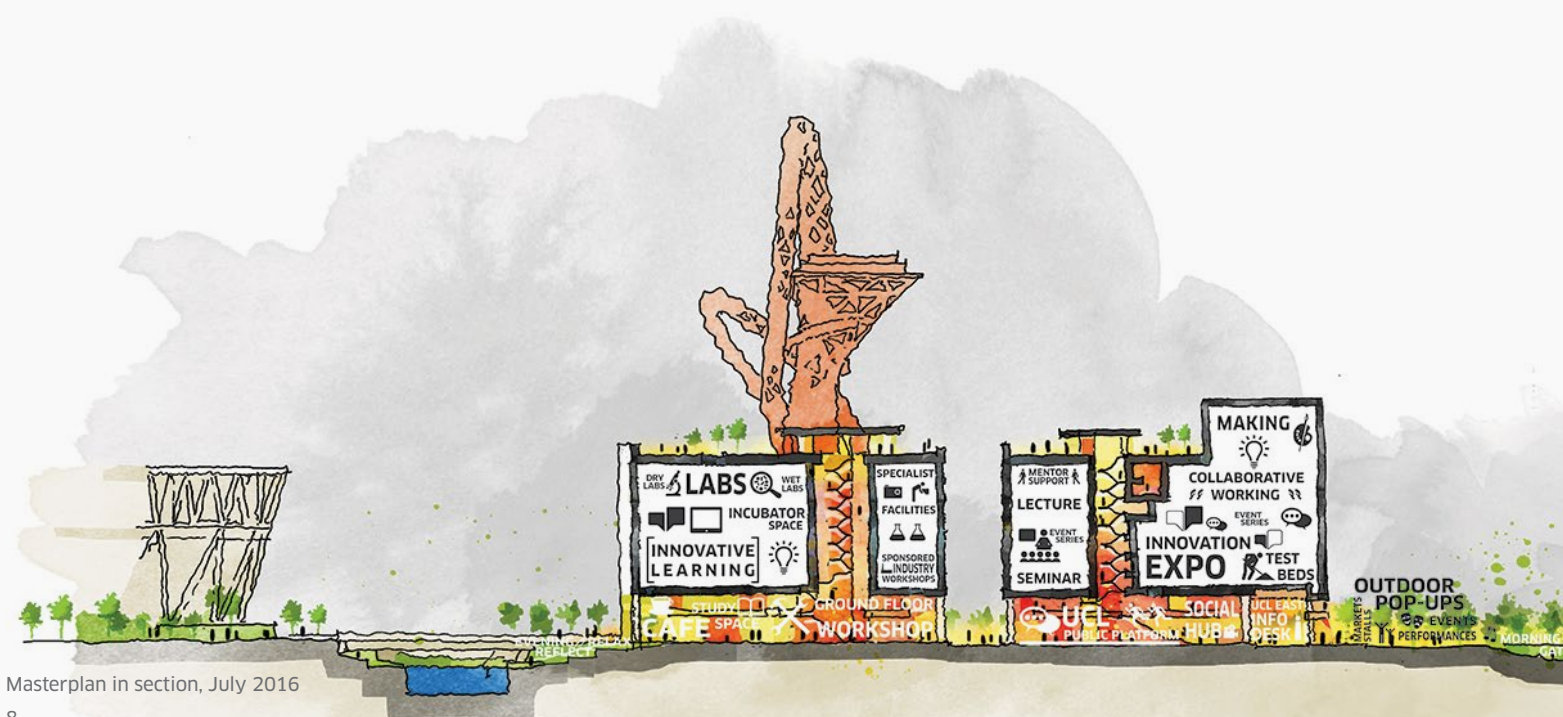
### Form & identity: character, look & feel

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.



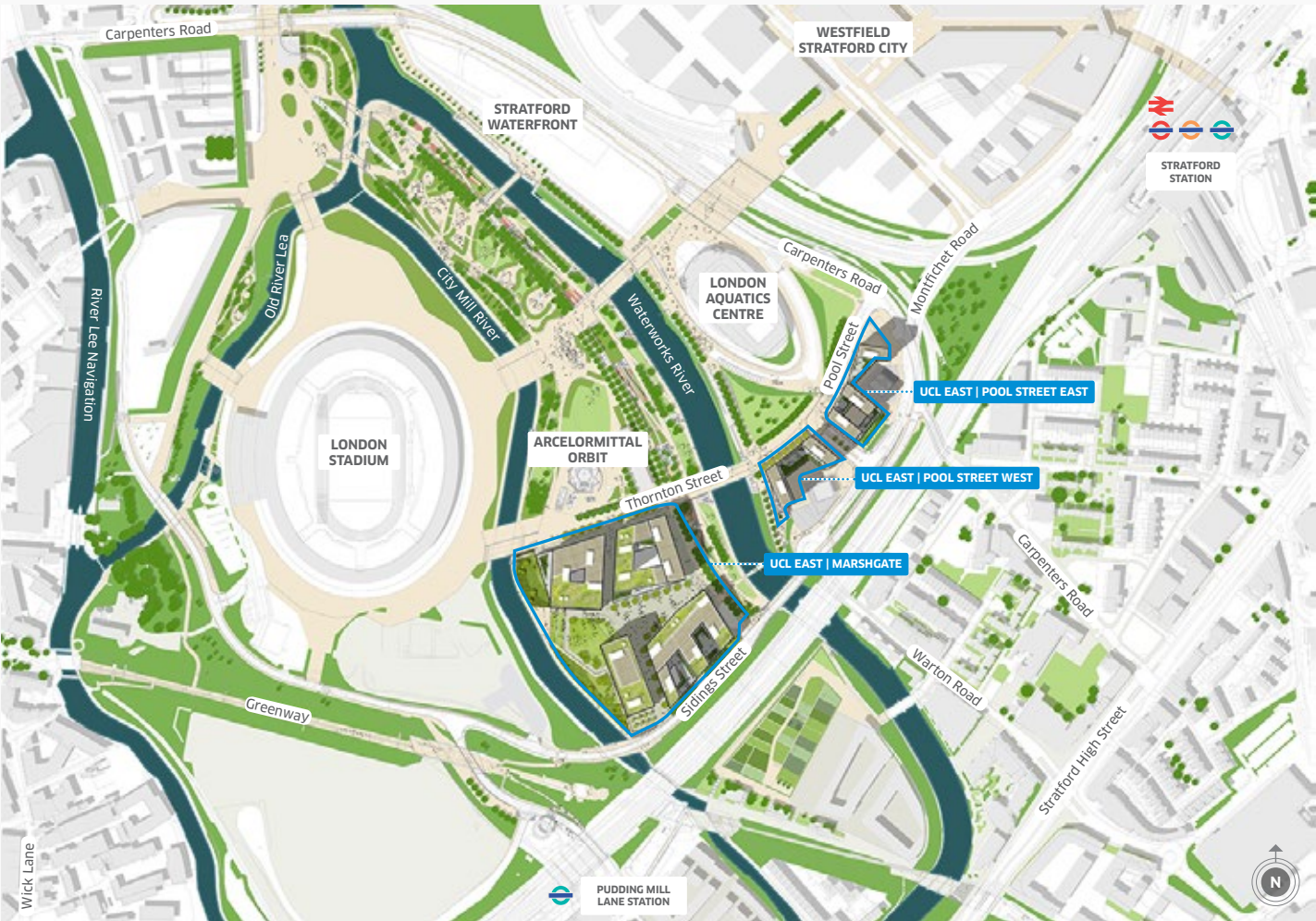
### Sustainability: social & economic

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.



Masterplan in section, July 2016





## 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 from 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.

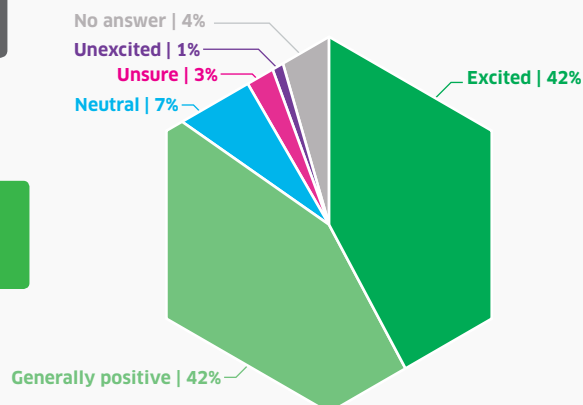
**Character, look & feel:** As part of the Cultural and Education District, many agree that UCL East will bring positive impact to the Park offering opportunities to invite a more diverse community. It was deemed important to create a good balance between student and public uses of the campus and suggested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

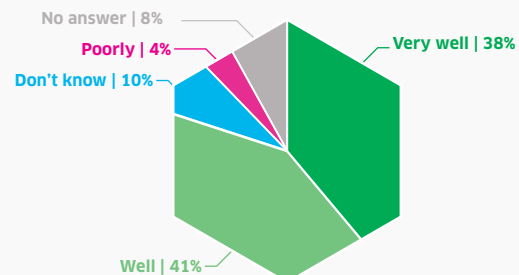
**Social & economic sustainability:** There has been a lot of feedback on social and economic sustainability in terms of long-term job opportunities for the local community. Outreach to local institutions was considered to be a successful approach for engaging young people and informing teenagers about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

### OVERALL IMPRESSION OF THE PLANS

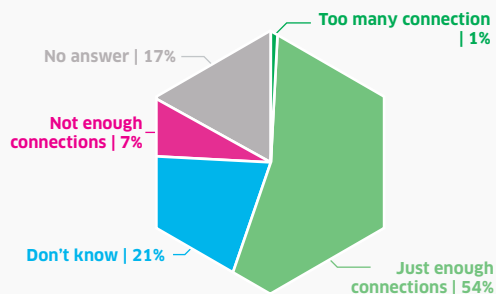
84% of people were excited and positive about the plans.



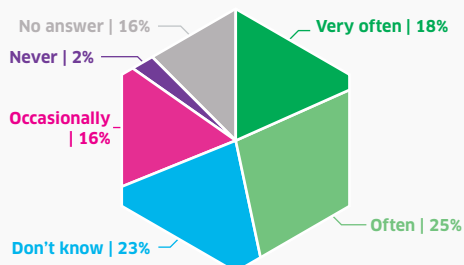
### PLANS FITTING WITH THE OVERALL VISION FOR THE CULTURAL AND EDUCATION DISTRICT



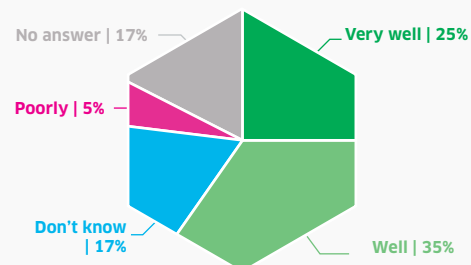
### CONNECTIVITY TO THE WIDER AREA



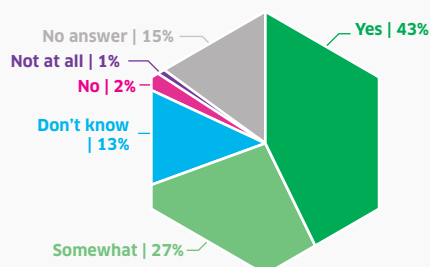
### VISITING THE PARK IN THE FUTURE



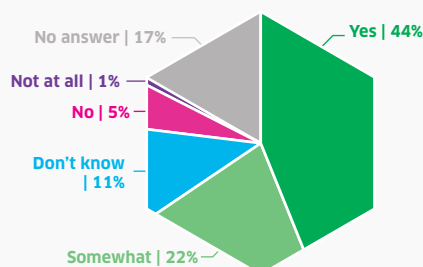
### PROVIDING A GOOD RANGE OF PUBLIC SPACES



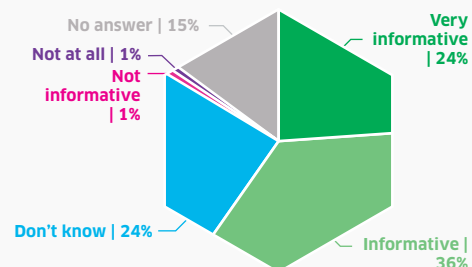
### OPEN AND WELCOMING BUILDINGS AND PUBLIC SPACES



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



### OVERALL RESPONSE TO SUSTAINABILITY





## 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.



### 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.



### ACCESS & INCLUSION: PUBLIC SPACE & ACTIVITIES

#### 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.

#### 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.



### 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.





### FORM & IDENTITY: CHARACTER, LOOK & FEEL

#### 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.



### SUSTAINABILITY: ENVIRONMENT & ECOLOGY

#### 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.



### SUSTAINABILITY: SOCIAL & ECONOMIC

#### 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.



Birds-eye view looking west over the UCL East site







# UCL EAST

## AT QUEEN ELIZABETH OLYMPIC PARK

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## CHAPTER 2

### BACKGROUND

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#### 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.



Aerial view of UCL East site and Stratford Waterfront

## 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



Working with young people, UCL's engineering-focused Spark Festival



Working with young people, UCL's engineering-focused Spark Festival



Bartlett Summer Show Family Day, 2015



## 2.3 Who is involved



UCL Bloomsbury campus

### 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.



Queen Elizabeth Olympic Park

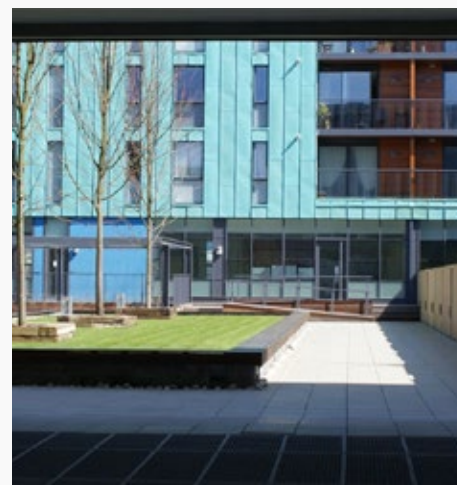
### London Legacy Development Corporation (LLDC)

#### **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.



Millbay, Plymouth

### LDA Design

#### **Role: Masterplanners and design team lead**

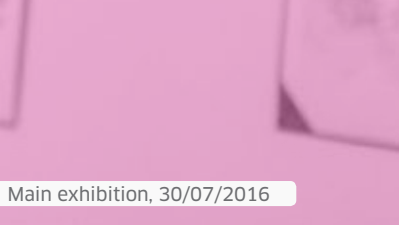
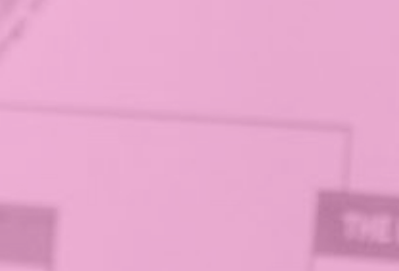
LDA Design is a global environmental design consultancy based in the UK with projects around the world. They have put together and are now leading a team that has the necessary expertise to deliver a masterplan for UCL East.

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.

# SPACE & ACTIVITIES

## THE PROMENADE



### THE PROMENADE

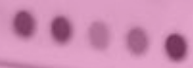
The Promenade is a space for walking and for enjoying the view. It is a place where you can see the sea and the sky. It is a place where you can see the sun and the moon. It is a place where you can see the stars and the planets. It is a place where you can see the world and the universe.



### THE PROMENADE



### THE LANE



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## CHAPTER 3

# CONSULTATION PROCESS

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### 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.

<p><b>JUNE – AUGUST</b></p> <p>Stage 1 Events</p>  <ul style="list-style-type: none"><li>• 6 local pop ups</li><li>• 2 UCL Bloomsbury pop ups</li><li>• Masterplan Event: workshop</li><li>• Masterplan Event: site walkabout</li><li>• Legacy Youth Voice workshop</li><li>• Youth Board focus session</li><li>• Spark Festival</li><li>• Teachers' forum</li><li>• UCL Sabbatical Officers meeting</li><li>• UCL Sabbatical Officers walkabout</li><li>• UCL Academic Challenge Panel</li><li>• Sub-Group sessions</li></ul>	<p><b>NOVEMBER – FEBRUARY</b></p> <p>Stage 2 Events</p>  <ul style="list-style-type: none"><li>• 4 activity sessions with local schools</li><li>• 5 local road shows</li><li>• UCL Bloomsbury road show</li><li>• UCL Bartlett road show</li><li>• 2 main exhibitions</li><li>• Local school feedback session</li><li>• Legacy Youth Voice workshop</li><li>• 2 public workshops</li></ul>	<p><b>9 - 12 JULY</b></p> <p>Door-to-door flyer distribution</p>  <p>21,000 flyers 80+ bundles plus emails</p>	<p><b>11 JULY</b></p> <p>Park Panel Meeting</p> <p>10 attendees</p>	<p><b>13 JULY</b></p> <p>Faithful Friends Meeting</p>  <p>25 attendees</p>
<p><b>2015</b> <b>2016</b> <b>JULY</b></p>				

## COMMUNITY

- 9 days
- 2715 attendees
- 182 feedback forms
- 40 quick comments

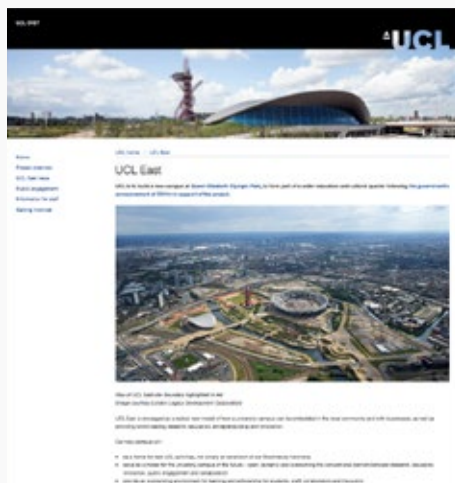
17 attendees  
3 table worksheets

19 attendees  
3 table worksheets

## YOUTH



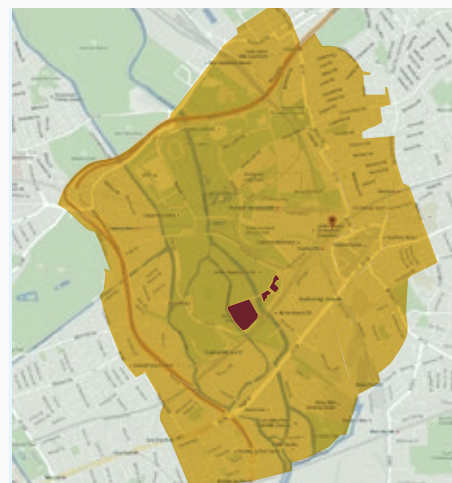
## 3.3 Communication & promotion



UCL website



Queen Elizabeth Olympic Park website



Event flyer distribution area

### 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](http://ucl.ac.uk/ucl-east)

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



Stage 3 Event flyer

### 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



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



Wayfinding poster around the Park



Cargo bike outside the venue



## 3.4 Activities & events



Exhibition space 'Fluid zone'



Interactive model



Physical scale model

### 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.

**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.

**Notice board:** This large notice board allowed for displaying quick comments using different coloured cards. People were asked to offer their thoughts, ideas, aspirations and questions relating to the project.

**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

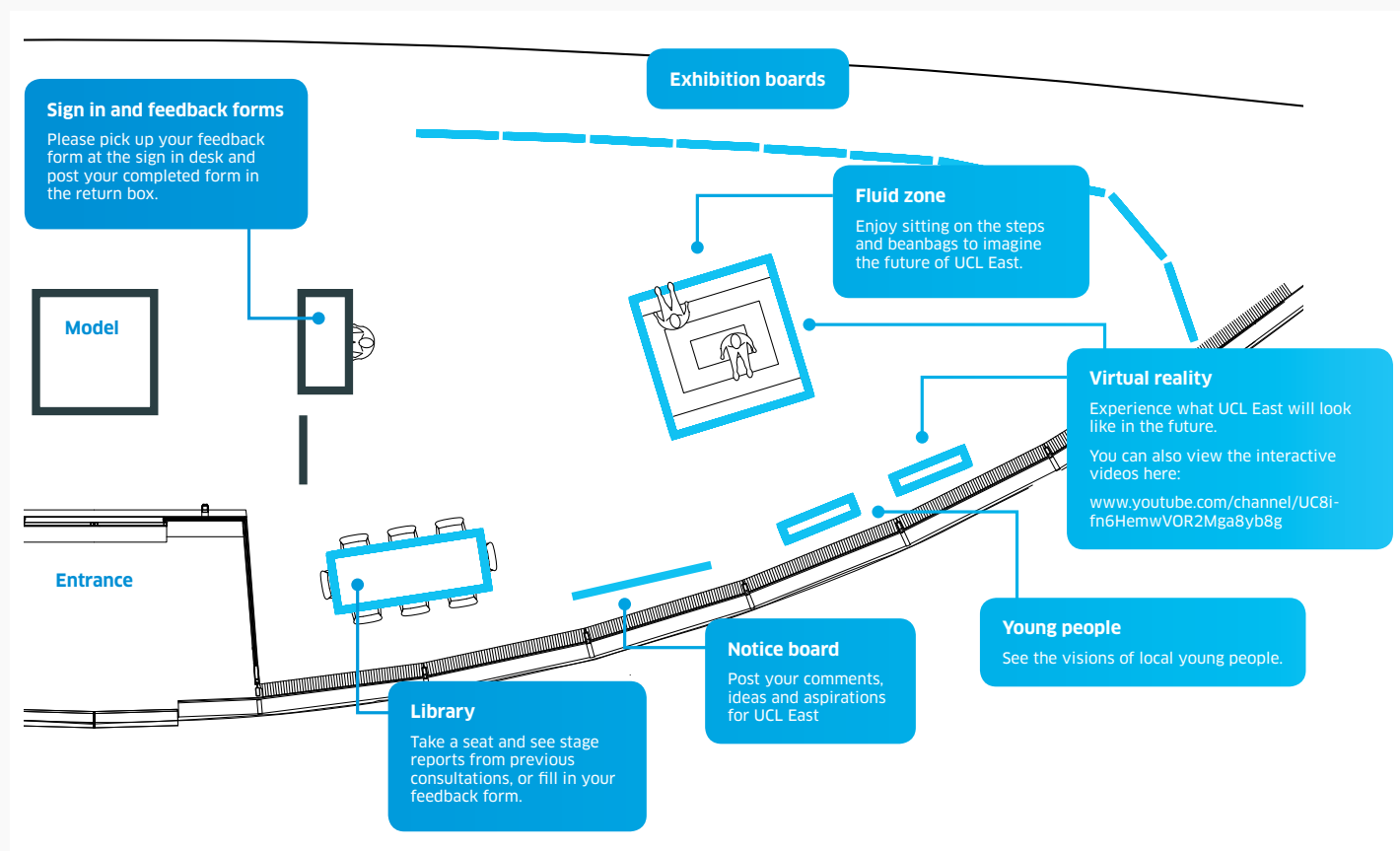
Tuesdays: 2 & 9 August, 11am – 3pm

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.



UCL East exhibition plan



Virtual reality



LYV session, 11/08/2016



LYV session, 11/08/2016



Senior BEEs session, 10/08/2016

## 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.

Notes on the demographics table on the far right:

- Categories and Ward data taken from the 2011 Census. All figures rounded to the nearest whole number, as such there may be a small discrepancy of 1%.
- Some key groups are involved through LLDC and UCL's existing engagement groups such as the Park Panel which includes key access groups

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.

STAGE 3 COMMUNITY DEMOGRAPHICS			
	Stage 3 Exhibitions	Ward average	Average comparison
Gender			
Male	52%	50%	+2%
Female	48%	50%	-2%
Age			
Under 25	23%	35%	-12%
25-39	29%	34%	-5%
40-54	31%	17%	+14%
Over 55	17%	13%	+4%
Ethnicity			
White	71%	46%	+25%
BME	29%	54%	-25%





View towards the UCL East site, looking south over Queen Elizabeth Olympic Park.





## CHAPTER 4

# FINDINGS

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### 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.



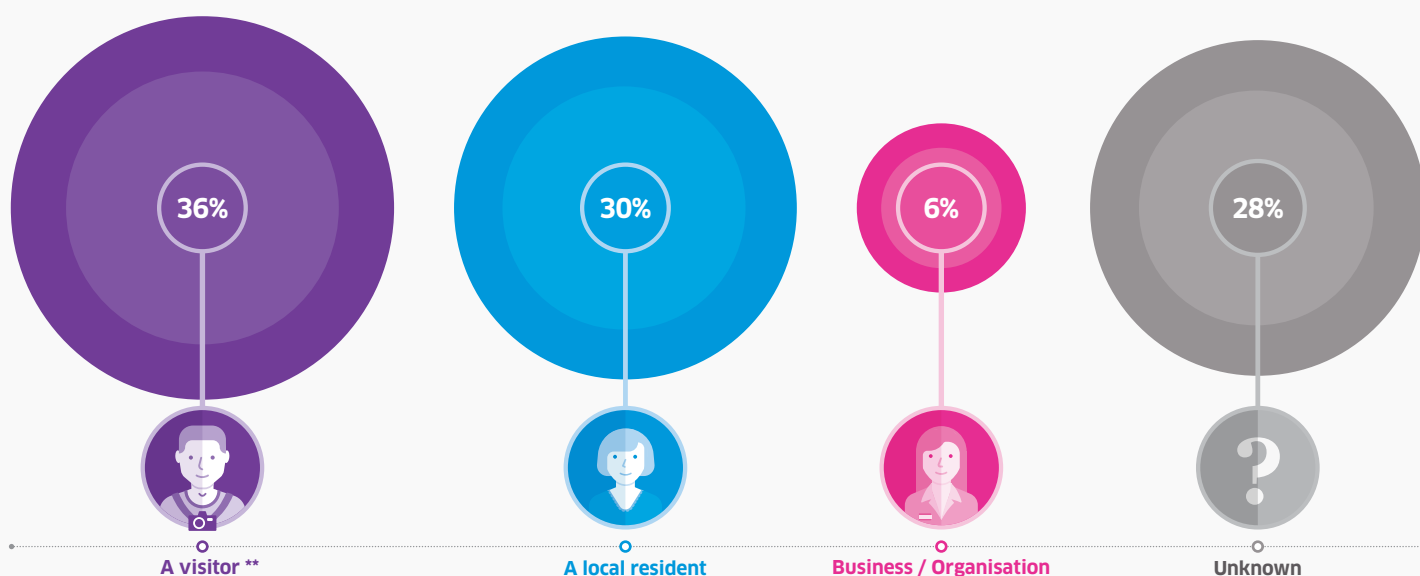
#### LOCAL RESIDENTS

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



## Are you...\*

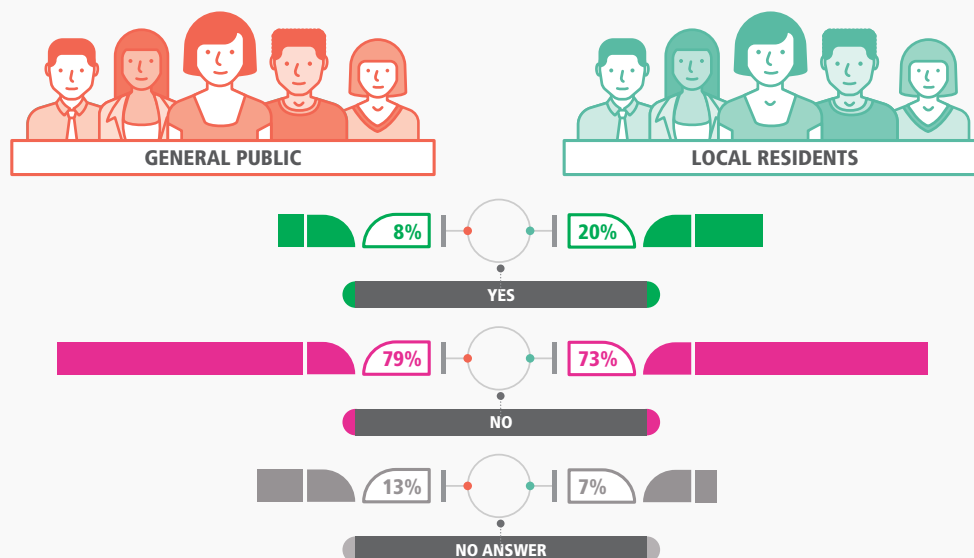


\*People who selected more than one option were included in each option they selected.  
\*\*Of those who ticked 'visitor', 79% were from the UK, 14% from outside of the UK, and 7% were unknown.

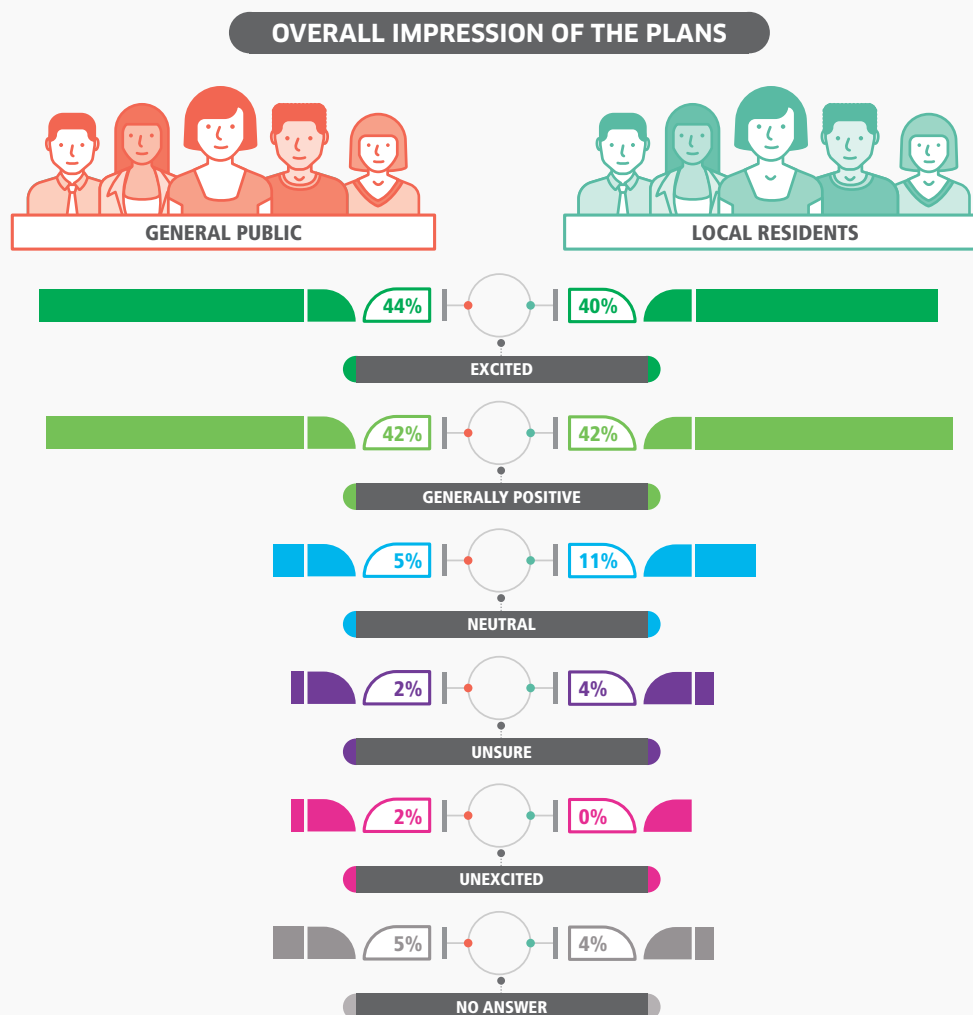
## Q01: Were you involved in the previous rounds of consultation, including viewing any online materials?

### PREVIOUSLY INVOLVED IN THE CONSULTATION\*

\*Including viewing online materials



## 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?



### 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.

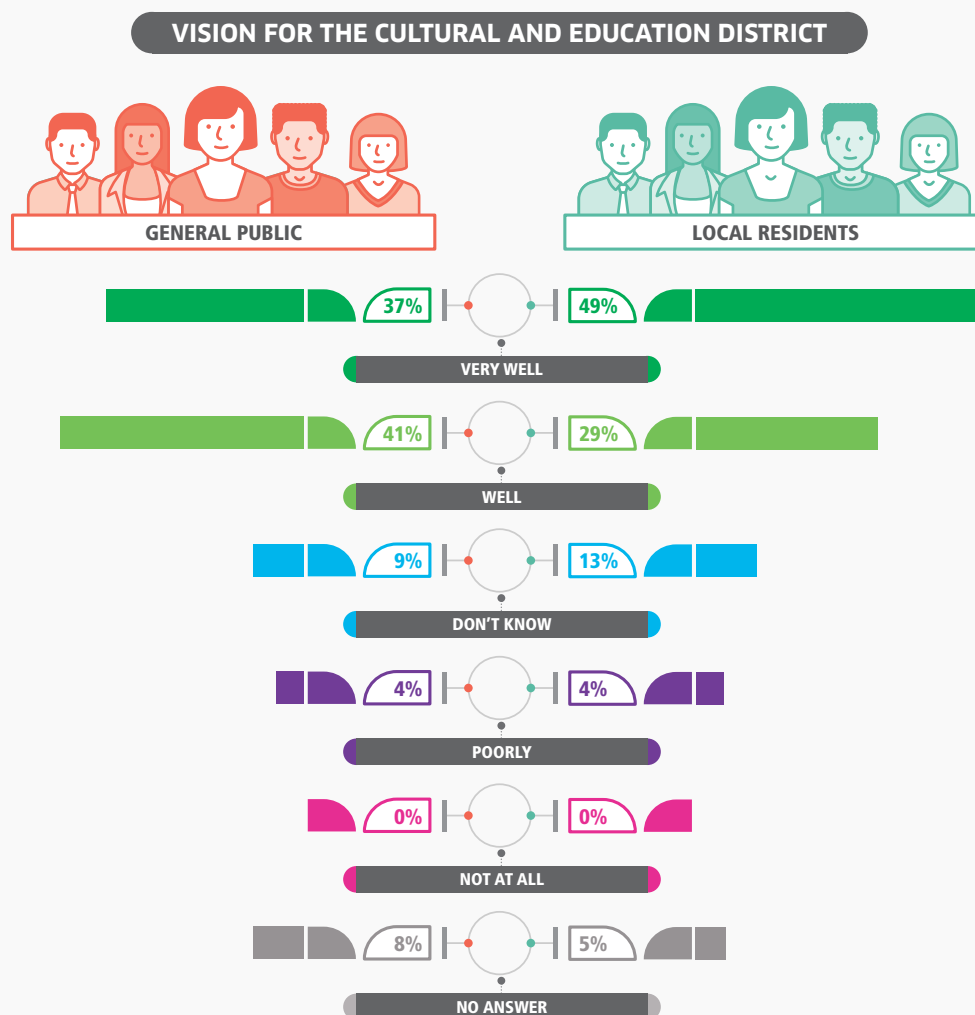
Others commented that the plans look interesting but require further detail to understand how open

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\*:**

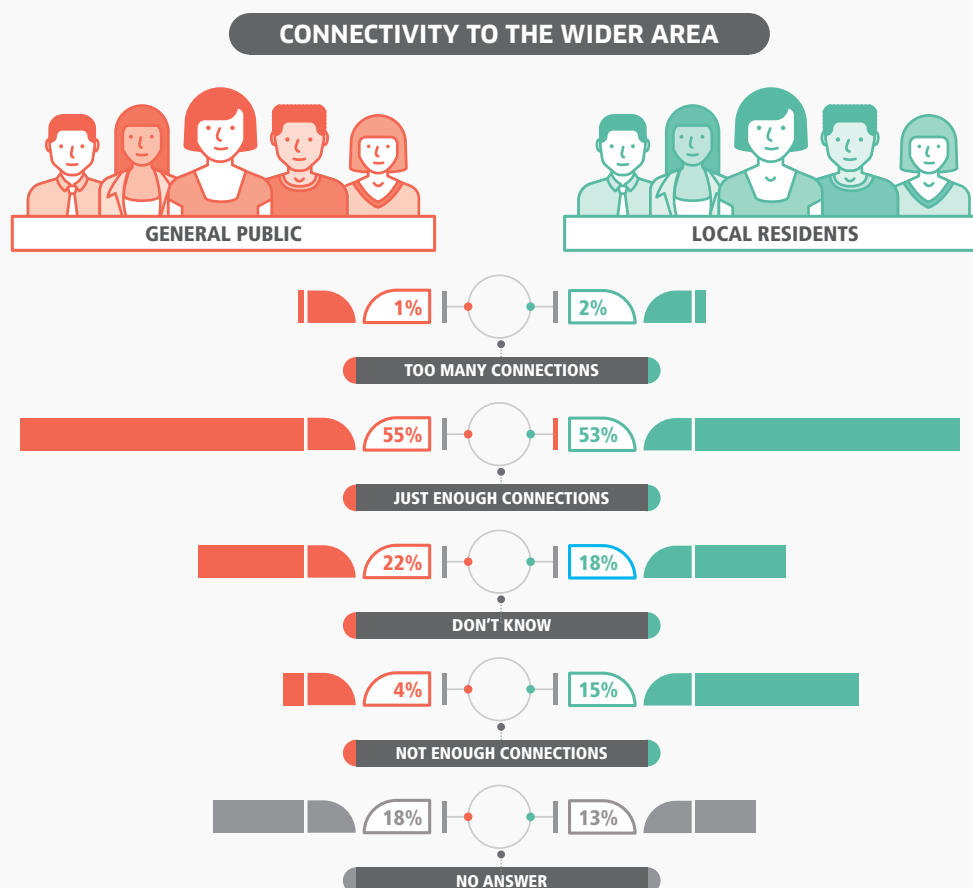
78% of the general public agreed that both projects work together to meet the vision for the Cultural and Education District. Many considered that bringing UCL to Stratford would be valuable in offering a variety of opportunities, particularly educational opportunities such as open lectures. Some suggested 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?**



**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

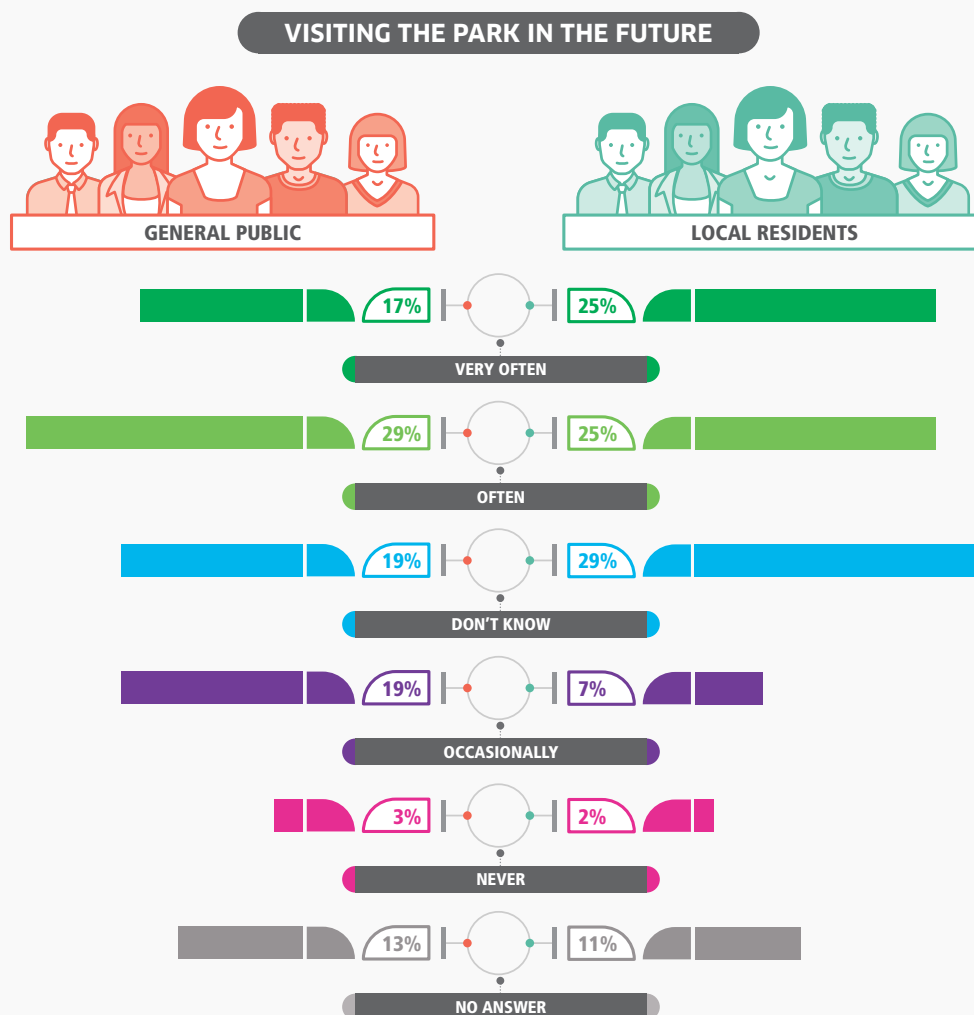
residents that left tick-box feedback selected that there were 'not enough connections' provided by the masterplan (although the majority, at 53%, agreed that there were 'just enough connections'). Residents suggested that more bridges are needed to better connect the surrounding areas, and that TfL 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?



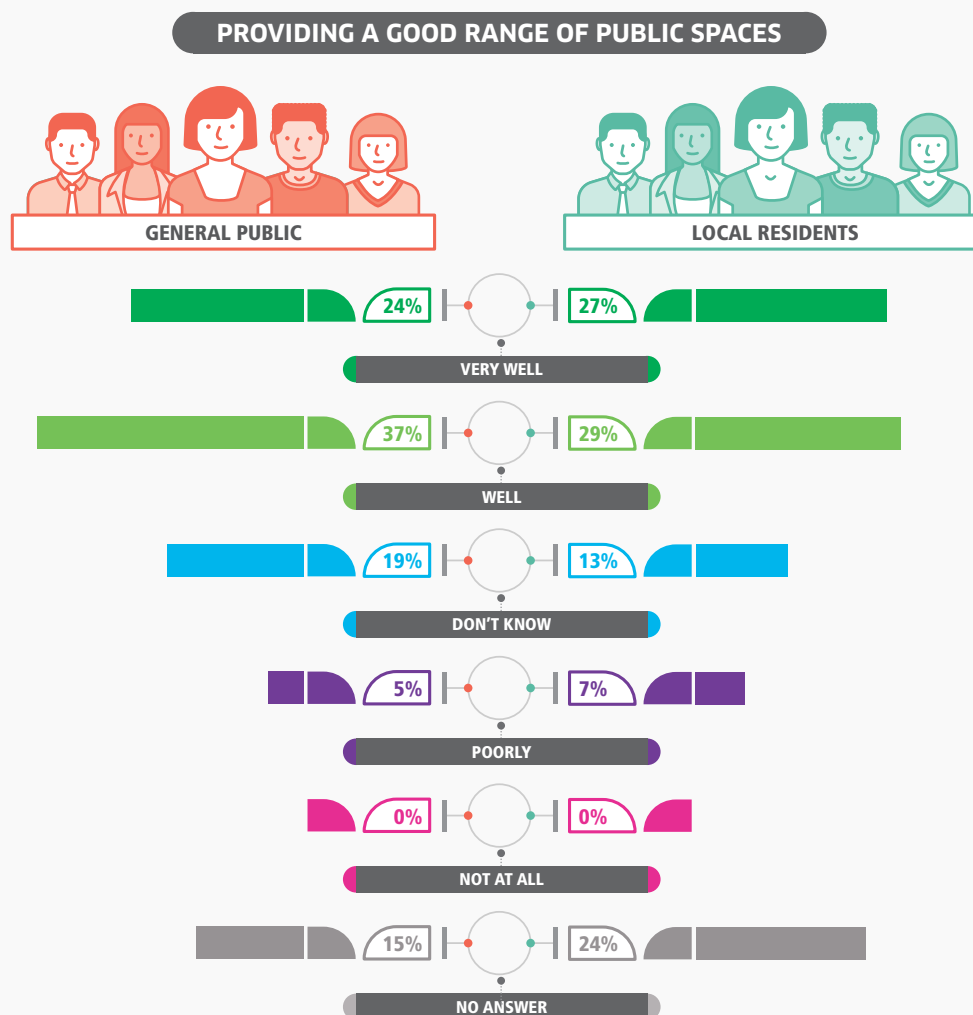
### Analysis\*:

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?**



**Analysis\*:**

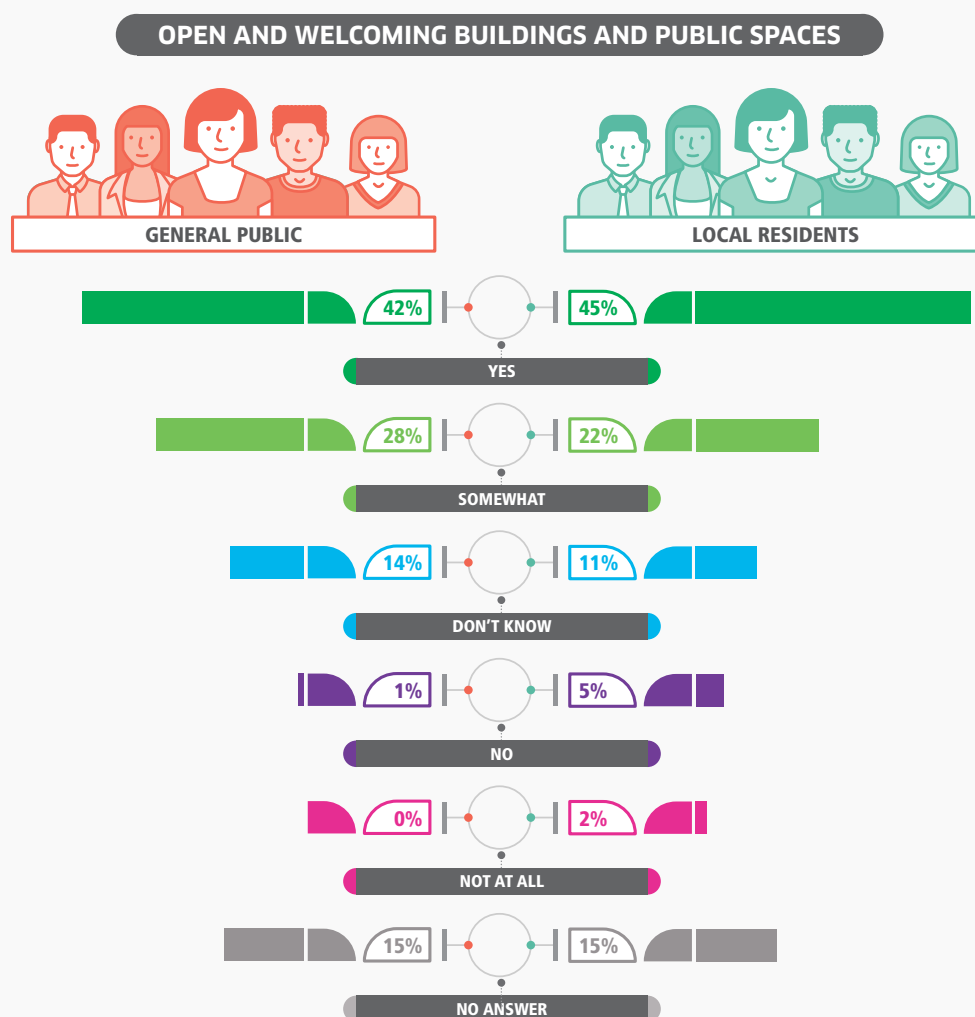
Overall tick-box feedback has been generally positive, with 61% of the general public and 56% of local residents agreeing that the masterplan provides a good range of public spaces. In relation to the written comments, there was a mixed response. There was some positive feedback from both the general 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.

lifestyles and green living. A few residents encouraged the provision of activities, amenities and services for the local community.

The need for open and green spaces was mentioned often, as well as design and uses that promote healthy

\*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?**



**Analysis\*:**

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.

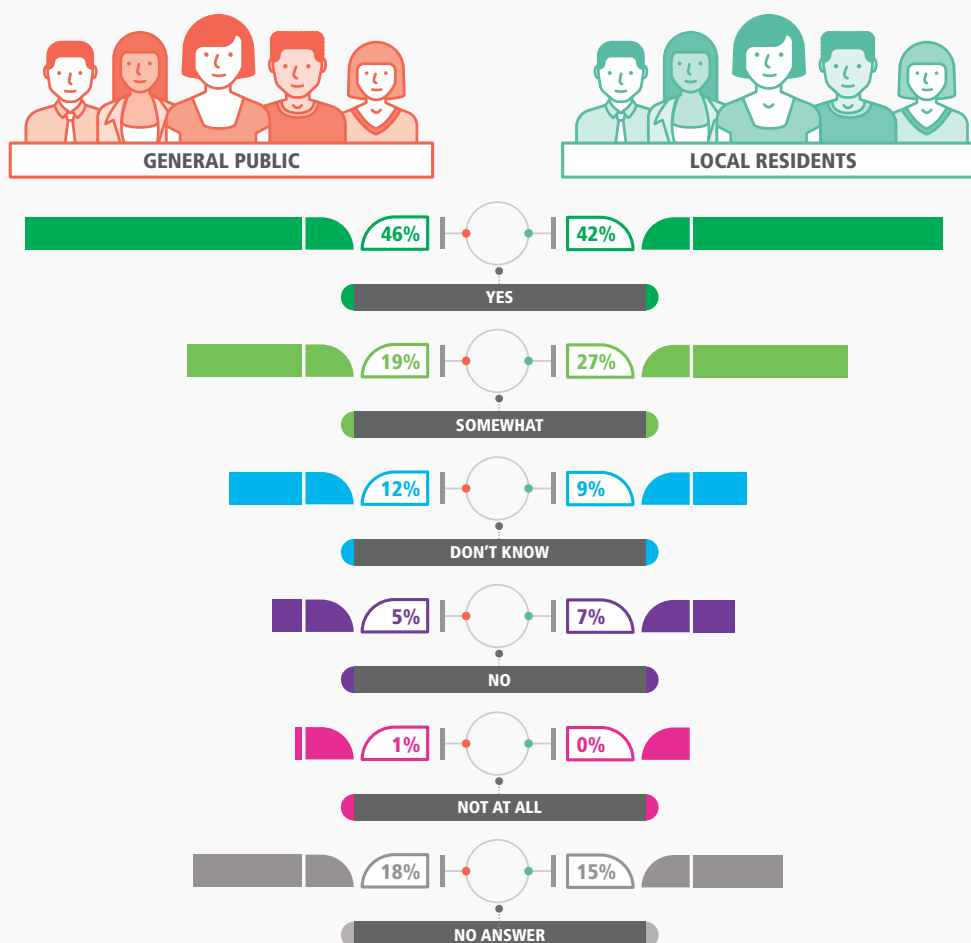
The division between university and public spaces has produced mixed responses throughout the consultation process. The Legacy Youth Voice shared a general opinion with local residents that providing publicly accessible events would be beneficial to the area and Park, but were concerned regarding open 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



Analysis\*:

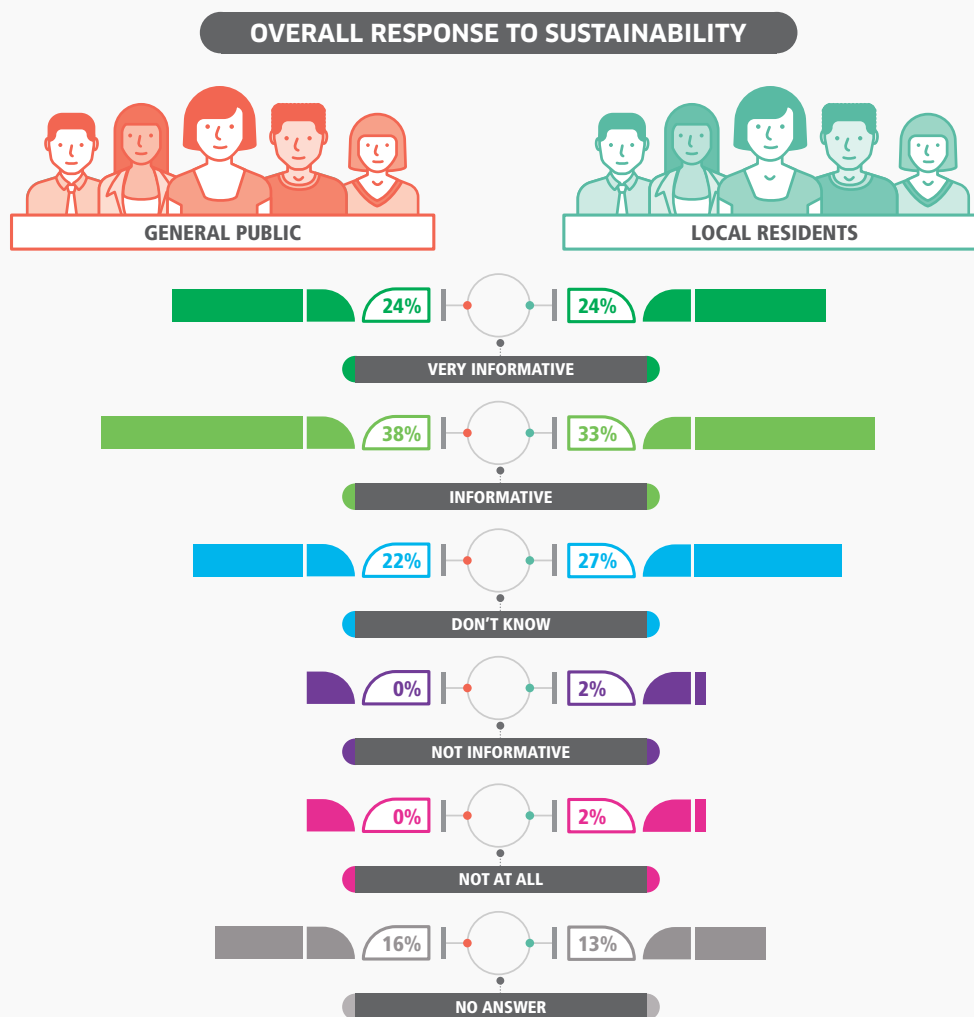
Overall it was agreed that the buildings fit well with the local context in terms of heights and massing, with 65% of the general public and 69% of local residents responding with 'yes' and 'somewhat' in the tick-box feedback. Within the written responses, a few members of the general public agreed that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

There 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.

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.

\*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?**



**Analysis\*:**

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.

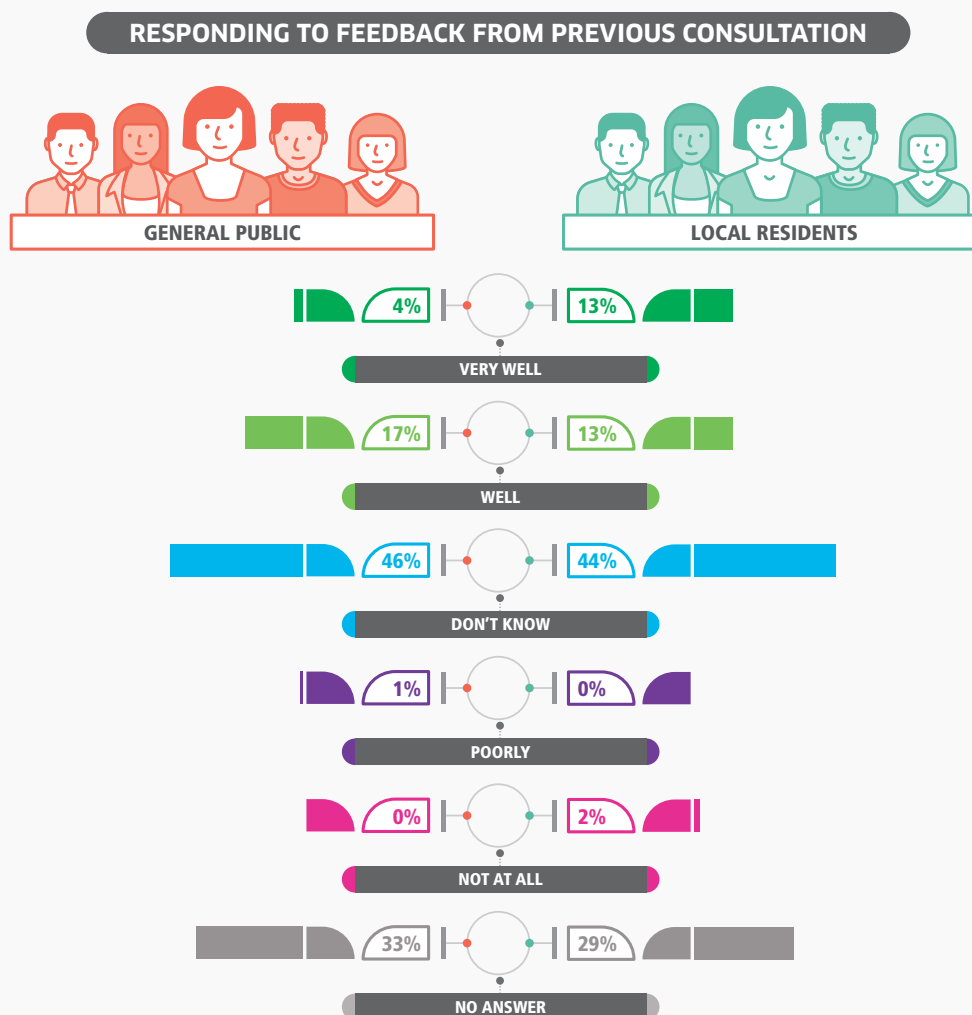
There was some feedback on social and economic sustainability in terms of excitement for career opportunities and a hope that UCL East does outreach

to local schools and young people.

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.

\*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?**



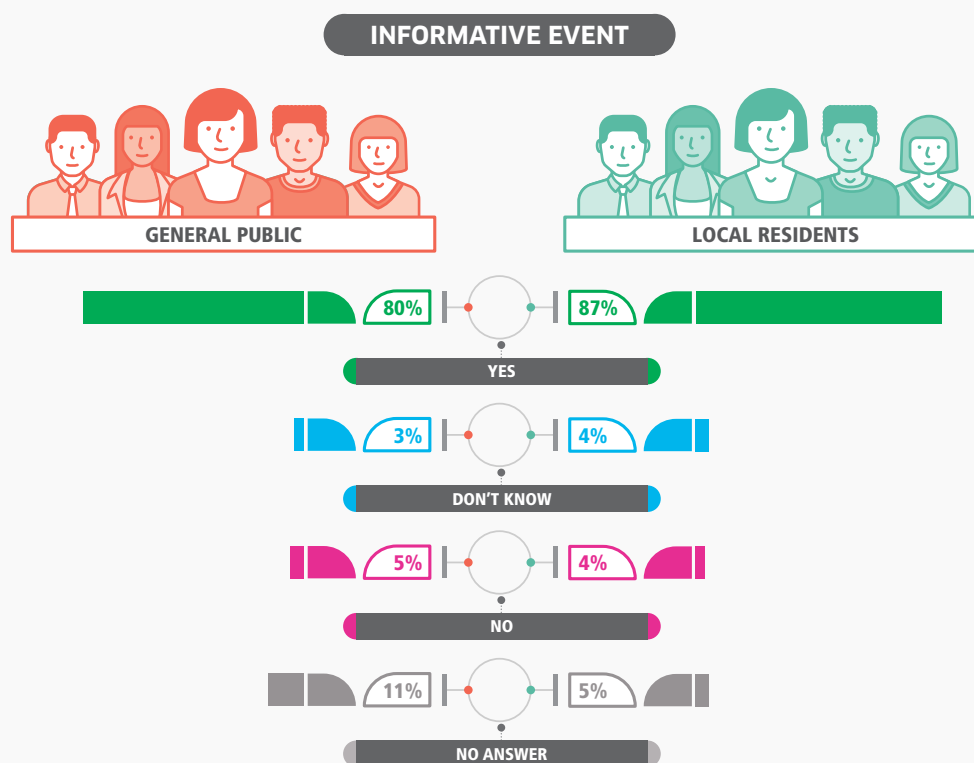
**Analysis\*:**

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.

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



## 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.

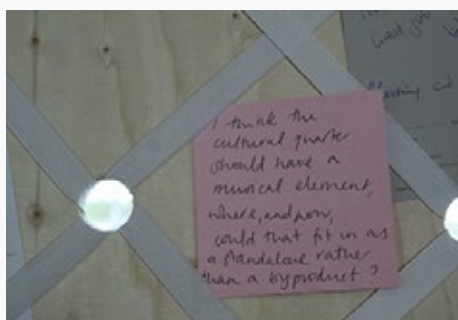
\*34 respondents left written feedback; a total of 43 comments were recorded (some were broken down into multiple comments).

### 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.

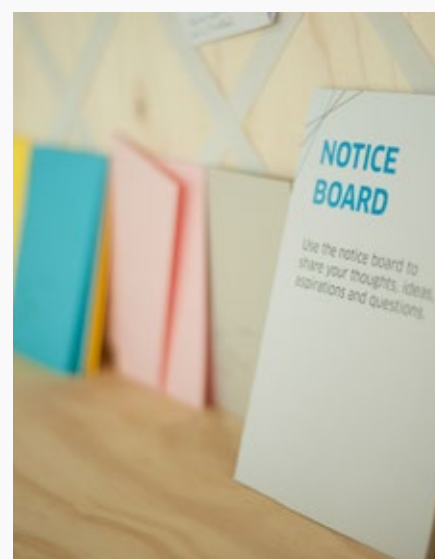
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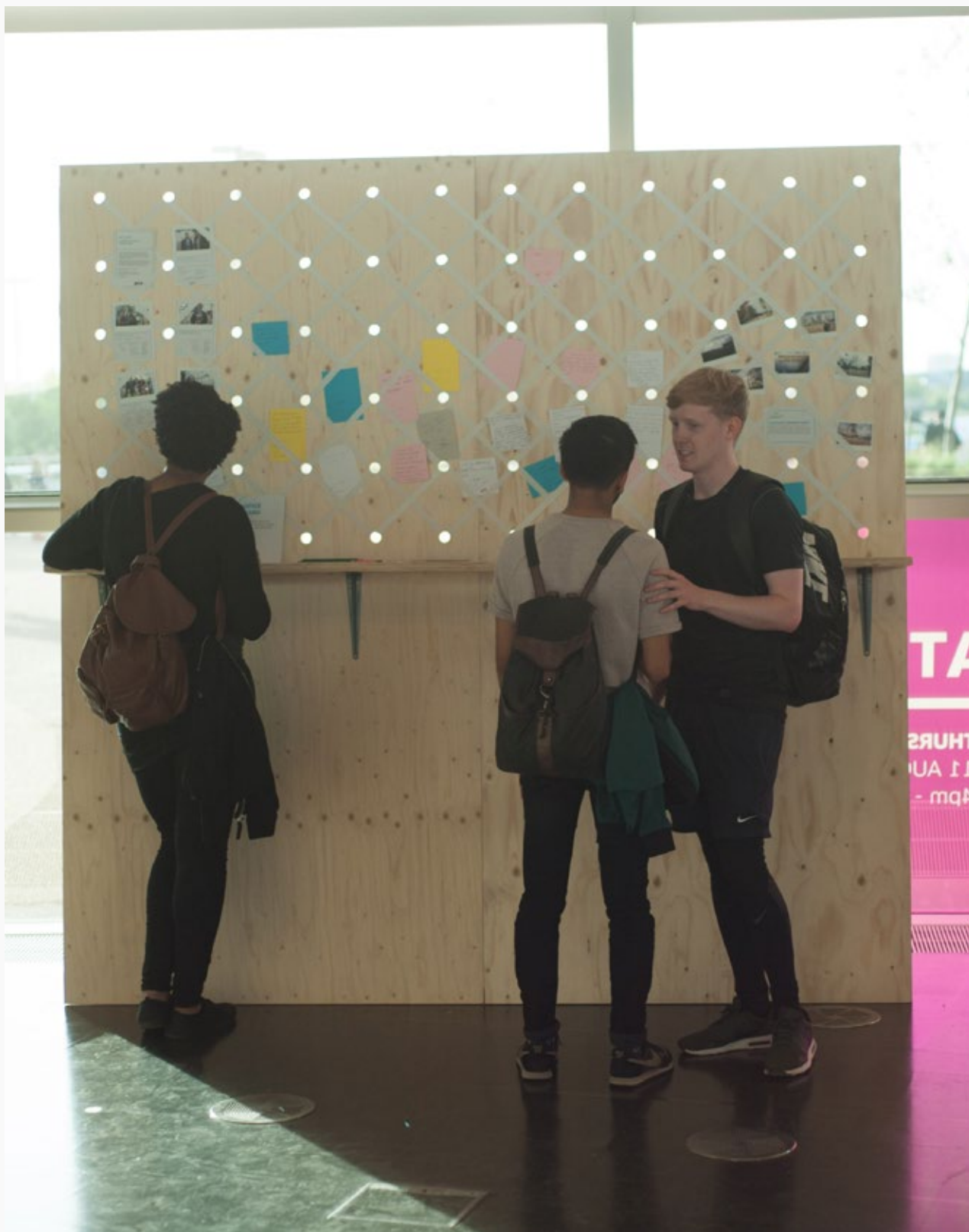


“

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.

”





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

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



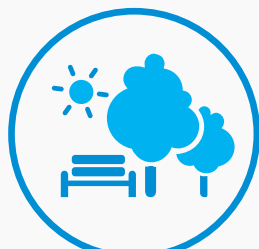
### ACCESS & INCLUSION

#### 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 UCL East 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 practise 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.



### 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?**

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.



### 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?**

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.



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.





### 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?**

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.





### 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?**

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 5

# TRACKING CHANGES

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### 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	
Comments & suggestions	Masterplan response
<b>Access &amp; inclusion: movement &amp; connectivity</b>	
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).*	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) ●
<b>Suggestions were made to turn the desire line on Pool Street East into a direct pedestrian route.*</b>	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) ●
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.*	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) ●
<b>Wayfinding needed from key access routes and strong gateways to mark entrances.*</b>	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) ●
<b>Provide a diagonal 24 hour access route through Marshgate. Open gates to public, even at night.*</b>	Noted. The public realm of UCL East will be open to the public at all times. (LDA) ●
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.*	Noted. Operational management issues will be addressed in the detailed design stage. (LLDC / UCL) ●
Need to consider an accessible alternative route to UCL East other than the Carpenters Road entrance for those coming from old Stratford. <b>There should also be more pedestrian bridges improving connectivity within the wider surrounding area.</b>	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) ●

## KEY

- Resolved
- Imminent during detailed design
- No action
- Later stages in detailed design or related to operational considerations

STAGE 3 MASTERPLAN RESPONSES	
Comments & suggestions	Masterplan response
<b>Access &amp; inclusion: movement &amp; connectivity (continued)</b>	
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.	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) <span style="color: green;">●</span>
<b>Access &amp; inclusion: public space &amp; activities</b>	
Would like to see more detail on how the workplace and academic strategy is informing the spatial requirements.*	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) <span style="color: orange;">●</span>
More exhibitions about the UCL East departments would be good.	Noted. The building brief is still being developed. The objective for the masterplan is to create a collaborative environment. (UCL) <span style="color: orange;">●</span>
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.*	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) <span style="color: yellow;">●</span>
Where are events going to take place once the South Lawn is built over?	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) <span style="color: orange;">●</span>
The provision of services and amenities are too few.	Noted. The building brief is still being developed. UCL to consider appropriate services and amenities suitable to be included within UCL East. (LLDC / UCL) <span style="color: orange;">●</span>
There should be a public art program as part of the planning.	Noted. Opportunities to incorporate public art within the development will be an on-going consideration for UCL. The appropriateness of public art will be considered as part of the wider public art and events programme for Queen Elizabeth Olympic Park. (LLDC / UCL - future considerations) <span style="color: yellow;">●</span>
<b>Form &amp; identity: layout, scale &amp; form</b>	
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.*	Noted. <span style="color: grey;">●</span>
Suggestion to not lose focus of the human scale, especially at the ground floor level.*	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) <span style="color: green;">●</span>
Would like to see 'secured by design' criteria that have / have not been met.	Noted. The team has considered this. This will be addressed in the detailed design stage. (LLDC / UCL) <span style="color: orange;">●</span>

### STAGE 3 MASTERPLAN RESPONSES

Comments & suggestions	Masterplan response
<b>Form &amp; identity: character, look &amp; feel</b>	
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.	<p>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.</p> <p>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.</p> <p>This will be addressed in more detail in the detailed design stage by the architects of the individual buildings.</p> <p>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) ●</p>
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?	<p>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) ●</p>
<b>Sustainability: environment &amp; ecology</b>	
Some people were unhappy that the scheme takes over green open space or doesn't provide enough open outdoor space.*	<p>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.</p> <p>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. ●</p>
Many wanted to see more information on sustainability in terms of construction materials, energy and water management, surfacing and so on.	<p>Noted, further work will be done in later stages which could be shared in future consultation events. (LLDC / UCL) ●</p>
<b>Other</b>	
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.	<p>The Local Planning Authority will determine the application in consideration with local planning policy. ●</p>







# CULTURAL AND EDUCATION DISTRICT

Come and find  
Welcome Zone  
Centre to find  
the plans.

Que

## CHAPTER 6

# NEXT STEPS

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### 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.

### 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).

## 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](mailto: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](http://ucl.ac.uk/ucl-east)

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





Main Exhibition, 30/07/2016



# UCL EAST

## AT QUEEN ELIZABETH OLYMPIC PARK

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## APPENDICES

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

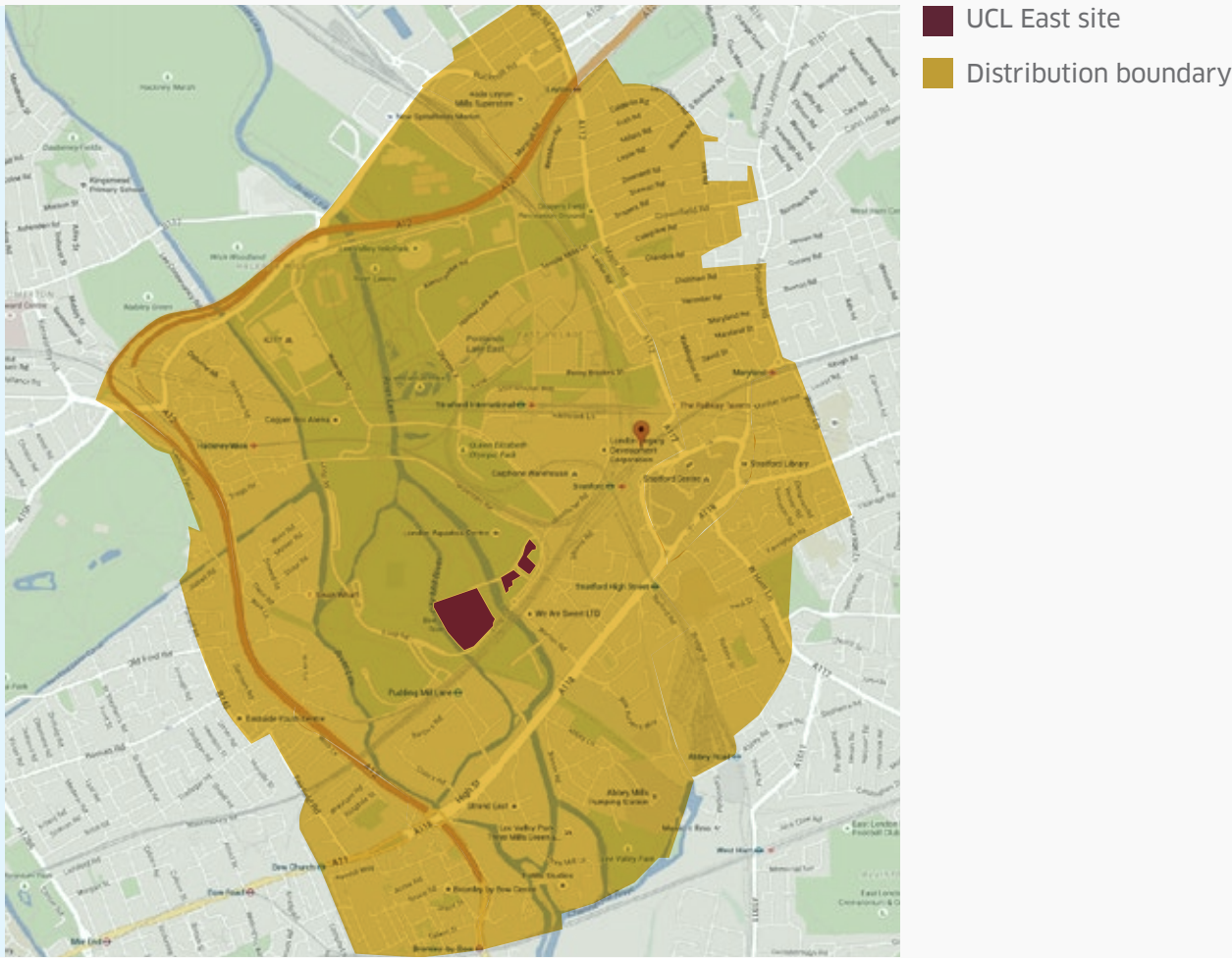


## A1. Consultation events flyer – July 2016



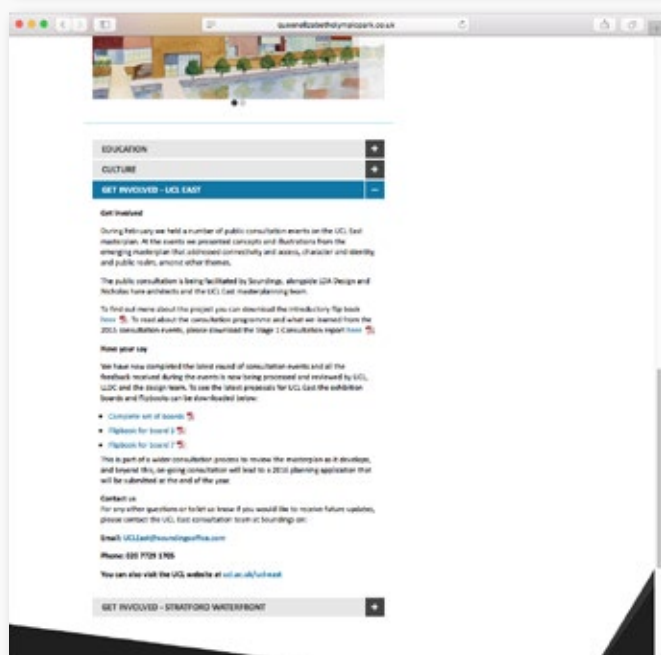


A2. Consultation events flyer - distribution boundary

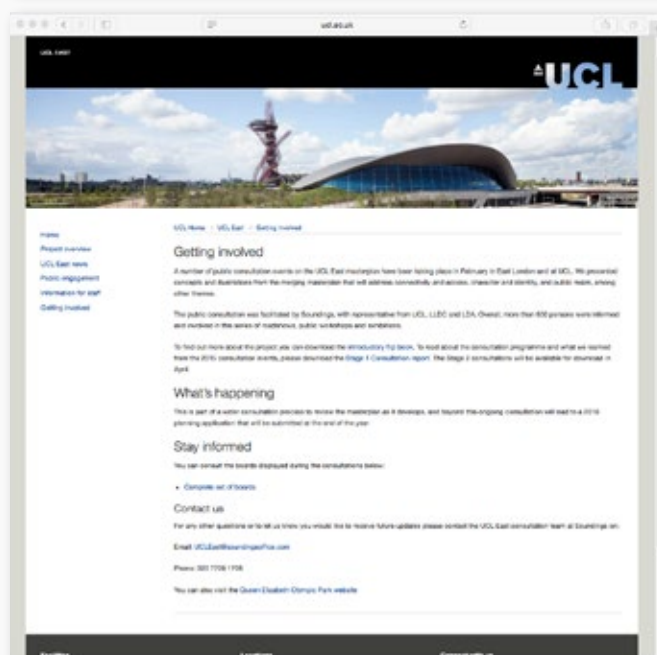
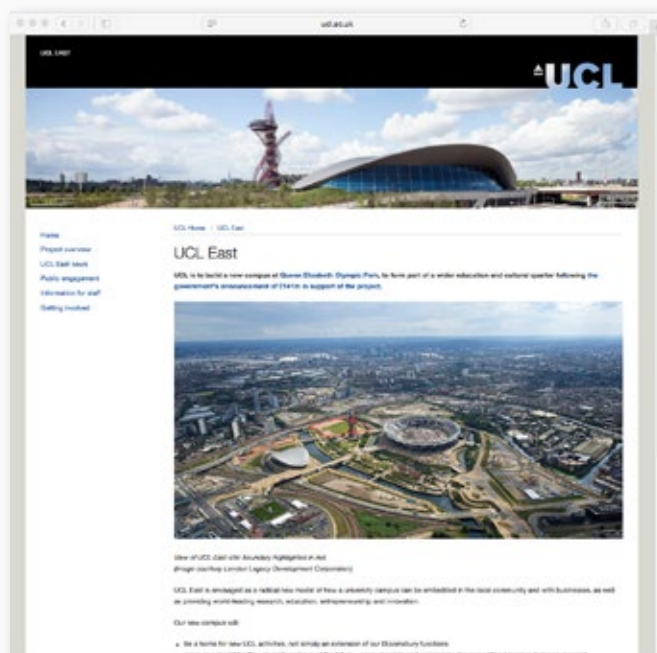


## A3. Websites

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



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



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A4. Project contact cards

**UCL EAST**  
**AT QUEEN ELIZABETH**  
**OLYMPIC PARK**

For more information on the project  
please visit either:

**UCL website**

[ucl.ac.uk/ucl-east](http://ucl.ac.uk/ucl-east)

**Queen Elizabeth Olympic Park website**

[QueenElizabethOlympicPark.co.uk/ucl-east](http://QueenElizabethOlympicPark.co.uk/ucl-east)

✉ [UCLEast@soundingsoffice.com](mailto:UCLEast@soundingsoffice.com)

☎ 020 7729 1705



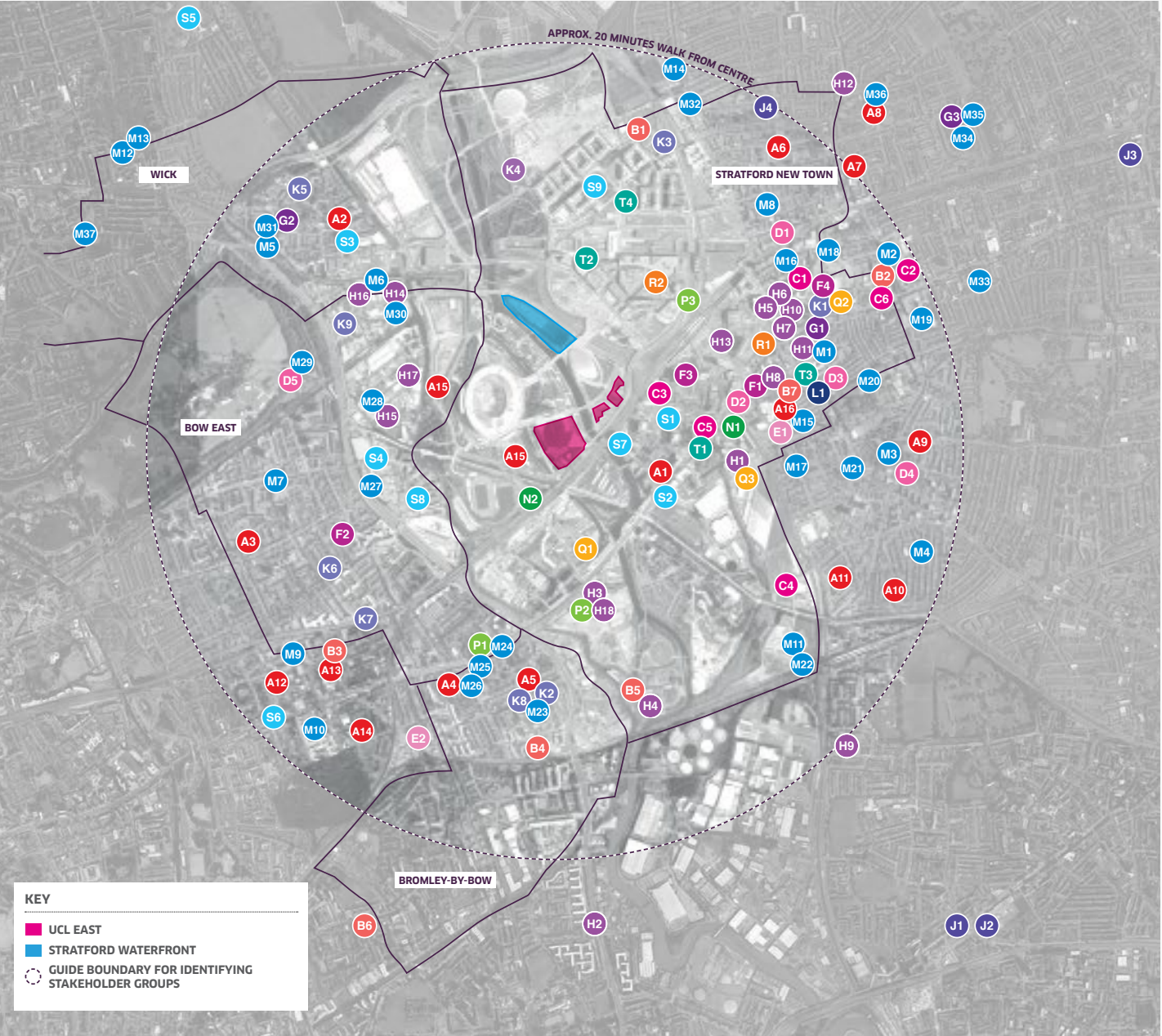


B. Stakeholder mapping

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

A EDUCATION - PRIMARY

- A1 Carpenters Primary School
- A2 Gainsborough Community Primary School
- A3 Old Ford Primary School
- A4 St Agnes Catholic School
- A5 Old Palace Primary School
- A6 Colegrave Primary School
- A7 St Francis R C Primary School
- A8 Maryland Primary School
- A9 West Ham Church of England Primary School
- A10 Renelagh Primary School
- A11 Manor Primary School
- A12 Malmesbury Primary School
- A13 Phoenix Primary School
- A14 Wellington Primary School
- A15 Bobby Moore Academy\*
- A16 School 21 (Primary)

B EDUCATION - SECONDARY

- B1 Chobham Academy#
- B2 Sarah Bonnell School
- B3 Phoenix Secondary School
- B4 Ian Mikardo High School
- B5 East London Science School
- B6 St Paul's Way School
- B7 School 21 (Secondary)
- Hackney Community College#
- Heathcote School

C EDUCATION - FURTHER & HIGHER EDUCATION

- C1 University Square Stratford (Birkbeck & UEL Partnership)\*
- C2 University of East London Stratford\*#
- C3 Building Crafts College
- C4 Alpha Building Services, Engineering Training
- C5 Williams College, Private
- C6 Newtec Training Centres
- Newham Collegiate Sixth Form Centre
- New Vic College
- Newham College of Further Education

D EDUCATION - NURSERY

- D1 The Alphabet House Nursery School
- D2 Little Rainbow Nursery
- D3 Newtec Nurseries (five nurseries in various location)
- D4 Rebecca Cheetham Nursery Education Centre
- D5 Montessori on the Park, Early Year's Education

E EDUCATION - SPECIAL SCHOOL

- E1 John F. Kennedy School
- E2 The Cherry Trees School
- Leaways School

F YOUNG PEOPLE

- F1 Discover Children's Museum & Story Centre\*\*
- F2 Eastside Youth Centre
- F3 Carpenters & Dockland Centre
- F4 Newham Education Business Partnership
- DiVA\*
- Circle in Hackney

G LIFE LONG LEARNING AND ELDER

- G1 50 Plus St John's
- G2 Trowbridge senior citizens club
- G3 Hibiscus Caribbean Elderly Association
- Age UK East London

H CIVIC / ARTS / CULTURE

- H1 Stratford Rising (inc. Stratford Cultural Forum)#
- H2 Fundamental Architecture Inclusion\*
- H3 Assemble (Sugarhouse Studios)\*
- H4 3 Mills Studios
- H5 Stratford Picturehouse\*
- H6 Stratford Circus\*\*
- H7 Theatre Royal Stratford East\*\*
- H8 Iroko Theatre Company
- H9 Rosetta Art Centre\*\*
- H10 East London Dance\*\*
- H11 APE Media\*
- H12 Maryland Studioz\*
- H13 Actorshop\*
- H14 White building (SPACE Studios)#
- H15 London Centre for Book Arts#
- H16 The Yard Theatre#
- H17 Stour Space#
- H18 Urban Development
- Hackney Wicked Festival#
- CREATE#
- Whitechapel Gallery#
- The New Black Film Collective (TNBFC)\*

J LOCAL COMMUNITY GROUPS / INTEREST GROUPS

- J1 Community Links, Newham#
- J2 Action and Rights of Disabled People in Newham
- J3 Aston Mansfield
- J4 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

K LOCAL COMMUNITY FACILITIES / CENTRES

- K1 Stratford Library
- K2 Bromley by Bow Centre#
- K3 Sir Ludwig Guttmann Health And Wellbeing Centre
- K4 Timber Lodge
- K5 Cre8 Lifestyle Centre
- K6 Eastside Youth and Community Centre
- K7 Tredegar Community Centre
- K8 Kingsley Hall Community Centre
- K9 Hub 67
- Stratford and West Ham Community Hub
- Spotlight Centre#
- Poplar HARCA#

L SAFETY

- L1 Faringford Road Neighbourhood Watch
- Newham Safer Neighbourhoods Team
- Ward Panel

M FAITH GROUPS

- M1 St John's Parish Church\*
- M2 Radha Krishna Temple
- M3 West Ham Parish Church
- M4 Church of Christ
- M5 St Mary of Eaton Church
- M6 The Celestial Church of Christ
- M7 Old Ford Methodist Church
- M8 St Paul's Church
- M9 Gurdwara Sikh Sangat
- M10 Methodist Church of Tower Hamlets
- M11 Masjid e Ilyas
- M12 Al-hudaa Islamic Prayer Group UK
- M13 Alhudaa Mosque
- M14 Madrasah Al-Tawhid
- M15 Bryant Street Methodist Church
- M16 The Redeemed Christian Church of God
- M17 Salvation Army Church
- M18 Hope and Grace Romanian Church
- M19 Highway Church
- M20 Brickfields United Reformed Church
- M21 West Ham Baptist Tabernacle
- M22 London Markaz
- M23 Bromley By Bow URC Church
- M24 Bow Baptist Church
- M25 St. Mary-atte-Bow
- M26 Our Lady & St Catherine of Siena Church
- M27 New Bethel Revival Ministry Church
- M28 Christian Life City at The iCAN Studios
- M29 Saint Mark's Gate
- M30 Royal Connections
- M31 Calvary Church of God in Christ Hackney Wick
- M32 Major Road Baptist Church
- M33 Saint Matthew, West Ham
- M34 Stratford Spiritual Church
- M35 St James Church
- M36 Stratford Seventh-Day Adventist Church
- M37 Homerton Baptist Church
- Ramgarhia Sikh Gurdwara Temple
- SKS Swaminarayan Temple East London
- Gujarat Hidu Welfare Association
- Hackney and East London Synagogue
- Yavnah Synagogue

N LOCAL BUSINESS AND ENTERPRISE GROUPS

- N1 Stratford Original BID\*\*
- N2 The View Tube
- 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#

P SOCIAL ENTERPRISES / START-UP / CO-WORKING / AFFORDABLE

- P1 Bow Arts Trust\*\*
- P2 Yardhouse at Sugarhouse Studios
- P3 Echo

Q BUSINESS PARKS

- Q1 Marshgate Business Centre
- Q2 Stratford Office Village
- Q3 Burford Road Business Centre

R RETAIL

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

S LOCAL TENANTS' AND RESIDENTS' ASSOCIATIONS

- S1 Carpenters TMO Board
- S2 Stratford Halo
- S3 Leebank Square RA
- S4 Wick Lane
- S5 Kingsmead Estate (Hackney Wick)
- S6 Tredegar Estate
- S7 Icona Point residents
- S8 Association of Ironworks residents
- S9 East Village Residents Association

T 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
- Park Panel
- Olympicopolis Stakeholder Group
- Creating Connections East
- Stratford Rising
- Hackney Wick and Fish Island Cultural Interest Group (CIG)

UCL

- Student Community
- Students Union
- Academic Staff
- Professional Services

KEY

- Located off the map
- Overarching group / multiple locations

\* Stratford Rising Member  
# Cultural and Education District Stakeholder Group

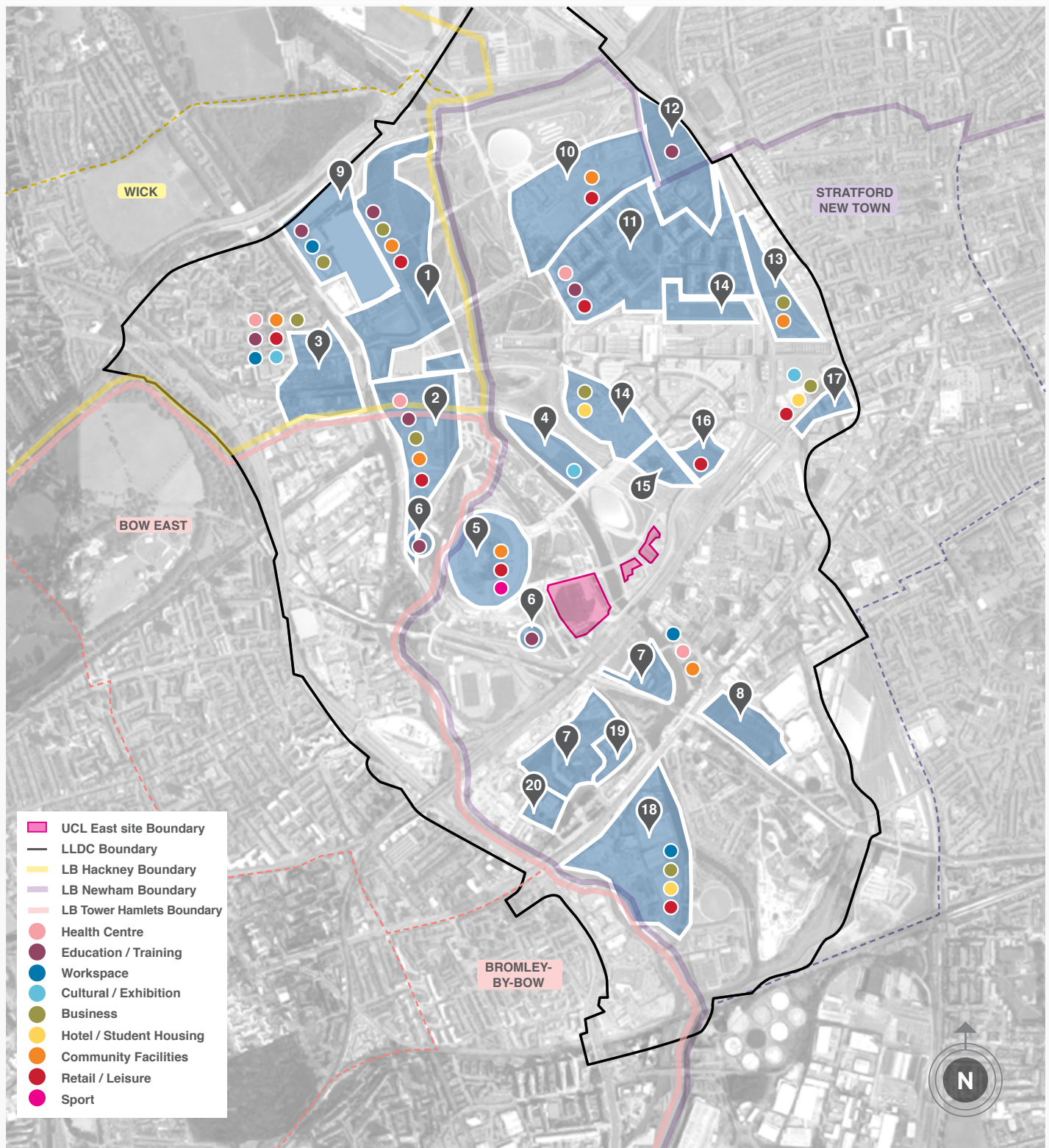
## C. Context

### 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 PDZ3 (see no. 6) 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 EAST VILLAGE**  
**Summary:** 2,818 new homes, a new school (Chobham Academy - see point 12), a new health centre, cafes, bars, restaurants, shops and 27 acres of public space. Further developments for an additional 2,000 homes are currently in the planning process.  
**Status:** Now open  
**Developer:** Get Living London and Triathlon Homes
- 12 CHOBHAM ACADEMY**  
**Summary:** A new school for 3-18 year olds that opened in September 2014. In addition to 100 children in the nursery, when the Academy is at full capacity it will have 600 students in the primary school, a further 900 students in the secondary school and a Sixth Form for 420.  
**Status:** Now open  
**Developer:** A Lend Lease Harris Partnership
- 13 CHOBHAM FARM**  
**Summary:** A new family neighbourhood delivering around 1000 homes (of which over 40% are family homes), home zone streets, new public space, commercial space and community facilities.  
**Status:** Under construction  
**Developer:** LCR and East Thames Group
- 14 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
- 15 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
- 16 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
- 17 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
- 18 STRAND EAST**  
**Summary:** 1,200 homes, office spaces for a range of businesses including digital and creatives, a riverside park and a range of retail and community uses.  
**Status:** Planning permission granted  
**Developer:** Vastint UK
- 19 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
- 20 COOK'S ROAD**  
**Summary:** Up to 543 residential units, approx. 58,000 sq ft of commercial floorspace and open spaces 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 | FINAL DRAFT MASTERPLAN

SUMMER 2016

03 | ENGAGEMENT AND CONSULTATION TO DATE

CONSULTATION TO DATE

Since summer 2015, an intensive consultation process has raised awareness about the project and engaged with both the local community and UCL communities.

The first stage: Planting ideas aimed to gather aspirations and key issues about the project with UCL staff, students, local stakeholders and the local community across the four boroughs, including key groups such as young people.

The second stage of consultation on the emerging masterplan in February gathered feedback to help develop and deliver a masterplan that is fine tuned to both local aspirations and UCL's masterplan objectives.

To the right is a summary of consultation feedback grouped under the three key themes that relate to the planning process: Access & Inclusion, Form & Identity and Sustainability.

To find out more about previous consultation events and findings, please see copies of our Stage 1 and Stage 2 Reports in the library area.

STAGE 2 HEADLINE FINDINGS

ACCESS & INCLUSION:

91% were able to go outside the emerging masterplan site within an hour of consultation stages

Category	Percentage
Access	91%
Inclusion	73%
Form	17%
Sustainability	5%

Movement & connectivity

Many people consider the safety and quality of the routes to the campus, including from Bloomsbury for public transport, pedestrian and cycle to be a key issue, needing improvement.

A flexible environment that can accommodate multiple uses is important; consider closing some streets, using alternative routes and avoid landscaping that restricts pedestrian flow.

Public space & activities

There is a lot of excitement about the open and accessible public spaces proposed, both outdoor and indoor, that will flow through the campus.

Coordinate a Cultural and Education District strategy for activities and programming within the public realm to complement Park space and future planned space to avoid duplication.

FORM & IDENTITY:

91% were able to go outside the emerging masterplan site within an hour of consultation stages

Category	Percentage
Form	91%
Identity	73%
Access	17%
Sustainability	5%

Layout, scale & form

The proposed height, scale and massing was generally well received and felt to fit with the local context. Some were concerned that the building heights felt 'overstuffed', others suggested that the proposed heights might compete with 'territoriality' in the Park.

Character, look & feel

The principles of complementing the surrounding context were supported but more information is needed on the architectural distinctive character.

Many agree that the identity of the campus will be established through UCL's excellence in learning and through the approach to openness and the way it connects to its surroundings and edges.

SUSTAINABILITY:

91% were able to go outside the emerging masterplan site within an hour of consultation stages

Category	Percentage
Sustainability	91%
Form	73%
Access	17%
Identity	5%

Environment & ecology

Encourage biodiversity and create outdoor learning spaces for future occupants and local young people to use. Create healthy environments through design and technology that encourage healthy behaviours. Learn from past successes and failures within the Park and address environmental factors particular to the local area.

Social & economic sustainability

Set out programmes linked to the local skills gap. Reflect social and cultural diversity of the local area. Ensure local jobs. Provide free and affordable spaces and events. Continue outreach with local residents and businesses and make sure that the campus always remains open and accessible.

STAGE 2 EVENTS OVERVIEW

600+  
people engaged in total

Fish Island Local Road Show

UCL Bloomsbury Road Show

Schools Feedback Session

Main Exhibition

Public Workshop

**Updates to the Masterplan**  
The Final Draft Masterplan presents the latest design proposals for UCL East. Since the Stage 2 consultation in February, the masterplanning team has been developing the masterplan proposals further and looking at how the key issues raised through consultation can be addressed or responded to.

There are a number of important changes that have been made which we hope to discuss and gather your feedback on.

To the right an overview of the key elements and changes to the proposals is presented. The bottom border outlines the masterplanning themes and where further information can be found in this exhibition.

**Changes to existing strategy**  
The aim is to form a coherent skyline across the Cultural and Education District with towers to help encourage views into the Park.

**Changes to the public realm**  
A land change between the Plaza and the Terrace will provide a clear delineation for both spaces and transform the Western Bank into a more accessible and usable space.

**Changes to layout**  
There have been changes to the layout of the Marjorie Road site to create better connectivity of external spaces. The resulting plots are also more regular in shape, making better use of the site.

**Student residences on Marjorie Road**  
Student residences introduced on Plot 2 will increase activity on Marjorie Road hours, positively influence the character of Gilling Street, and provide the students with a good connection to Pudding Mill Lane Centre.

**Changes to existing on site 3**  
A change to the existing configuration between an existing wing along the railway and adjacent. It also accommodates student residences whilst allowing the ability in the future.

**Access & Inclusion: MOVEMENT & CONNECTIVITY**  
See board 05

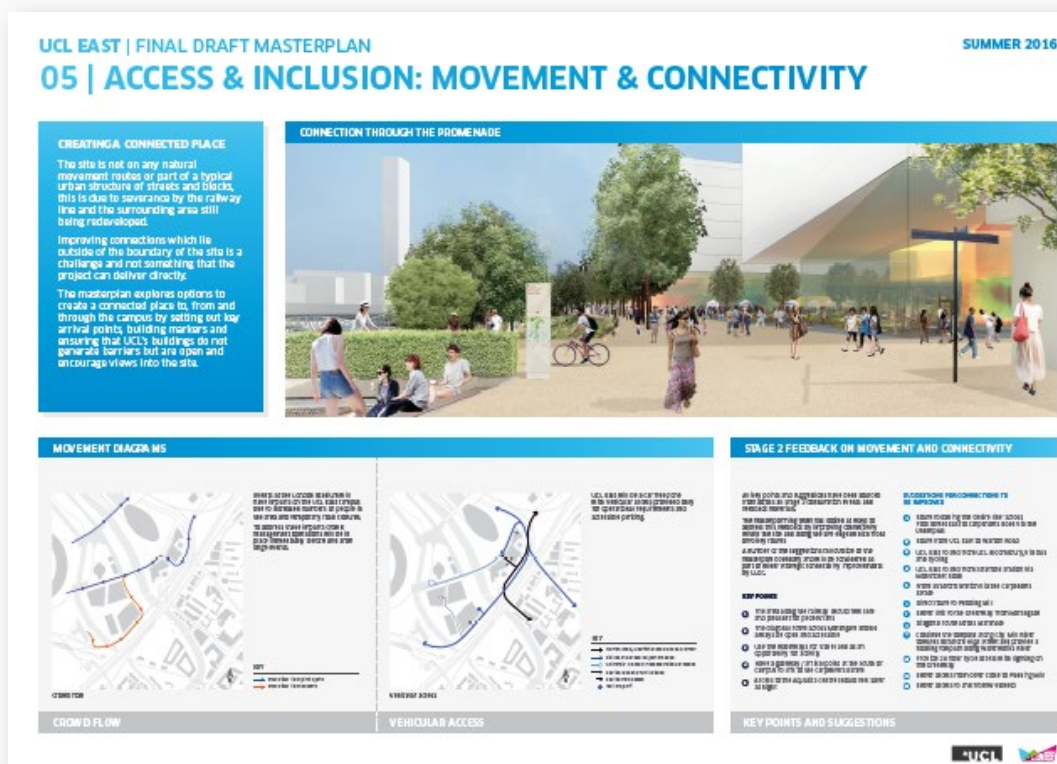
**Access & Inclusion: PUBLIC SPACE & ACTIVITIES**  
See board 06

**Form & Identity: LAYOUT, SCALE & FORM**  
See board 07

**Form & Identity: ORIENTATION, LOOK & FEEL**  
See board 08

**Sustainability: ENVIRONMENTAL, SOCIAL & ECONOMIC**  
See board 09

## D1. Exhibition board 5 (A0) & flip-book



## D1. Exhibition boards 6 (A0) & flip-book

**UCL EAST | FINAL DRAFT MASTERPLAN** **SUMMER 2016**

### 06 | ACCESS & INCLUSION: PUBLIC SPACE & ACTIVITIES

**RANGE OF PUBLIC SPACES**  
A range of distinct and different public open spaces will provide for a variety of uses and activities. They will link to public spaces and facilities on the ground and first floors within the buildings to encourage access for the whole community.

**CONSULTATION FEEDBACK**  
The accessible and open qualities of the proposals were widely supported by those who gave feedback in the Stage 2 events. Many supported the concept of having a wide and inclusive range of activities, events, services and outreach in order to attract the public and connect to the local community. Concerns were made that the site currently feels isolated and not safe at night and that the plan must address balancing openness and accessibility with safety. Creating a safe and comfortable environment is one of the objectives of this masterplan. The masterplan team have designed the site to meet Sound by Design criteria that will help to prevent crime and promote safety.

**PLEASE flip up the screens for more information on the public spaces.**

**THE PLAZA**  
PLACE VISION  
• THE PLAZA IS A CENTRAL HUB FOR THE CAMPUS AND A MEETING POINT FOR STUDENTS AND STAFF.  
• IT IS A SPACE FOR STUDENTS TO RELAX, STUDY AND MEET.  
• IT IS A SPACE FOR STUDENTS TO MEET AND MEET.  
• IT IS A SPACE FOR STUDENTS TO MEET AND MEET.

**THE TERRACE**  
PLACE VISION  
• THE TERRACE IS A SPACE FOR STUDENTS TO RELAX, STUDY AND MEET.  
• IT IS A SPACE FOR STUDENTS TO RELAX, STUDY AND MEET.  
• IT IS A SPACE FOR STUDENTS TO RELAX, STUDY AND MEET.

**UNIVERSITY CRESCENT**  
PLACE VISION  
• THE CRESCENT IS A SPACE FOR STUDENTS TO RELAX, STUDY AND MEET.  
• IT IS A SPACE FOR STUDENTS TO RELAX, STUDY AND MEET.  
• IT IS A SPACE FOR STUDENTS TO RELAX, STUDY AND MEET.

**PODIUM ROOF GARDEN**  
PLACE VISION  
• THE PODIUM ROOF GARDEN IS A SPACE FOR STUDENTS TO RELAX, STUDY AND MEET.  
• IT IS A SPACE FOR STUDENTS TO RELAX, STUDY AND MEET.  
• IT IS A SPACE FOR STUDENTS TO RELAX, STUDY AND MEET.

**THE PROMENADE**  
PLACE VISION  
• THE PROMENADE IS A SPACE FOR STUDENTS TO RELAX, STUDY AND MEET.  
• IT IS A SPACE FOR STUDENTS TO RELAX, STUDY AND MEET.  
• IT IS A SPACE FOR STUDENTS TO RELAX, STUDY AND MEET.

**THE LANE**  
PLACE VISION  
• THE LANE IS A SPACE FOR STUDENTS TO RELAX, STUDY AND MEET.  
• IT IS A SPACE FOR STUDENTS TO RELAX, STUDY AND MEET.  
• IT IS A SPACE FOR STUDENTS TO RELAX, STUDY AND MEET.

**WESTERN BANK**  
PLACE VISION  
• THE WESTERN BANK IS A SPACE FOR STUDENTS TO RELAX, STUDY AND MEET.  
• IT IS A SPACE FOR STUDENTS TO RELAX, STUDY AND MEET.  
• IT IS A SPACE FOR STUDENTS TO RELAX, STUDY AND MEET.

**ACTIVITIES KEY**  
• Concerts / festivals  
• Sport / play  
• Socialising  
• Study  
• Lounging / sitting  
• Events / pop ups  
• Exhibitions  
• Food vendors  
• Performances  
• Outreach





## D1. Exhibition boards 7-8 (A0)

**UCL EAST | FINAL DRAFT MASTERPLAN**

**07 | FORM & IDENTITY: LAYOUT, SCALE & FORM**

SUMMER 2016

**CREATING AN APPROPRIATE SCALE**

With reference to London's urban parks, the masterplanning team proposes a coherent scale shared between UCL East and Shoreditch Waterfront to define an urban amphitheatre around South Park, which has become an important destination in the Park.

At the previous consultation, the proposed height, scale and massing was generally well received and felt to fit with the local context. However there are contrasting opinions where some felt the heights looked 'oversized' whilst others thought the taller buildings would compete with the surrounding Park and built environment. The masterplanning team has designed it to fit comfortably within the wider context.

**CREATING A LEGIBLE PLACE**

Along river corridors and arrival gateways, marker buildings are proposed to go a bit taller than the general scale. These visual markers encourage movement into and around UCL East and the wider Cultural and Education District from surrounding neighbourhoods.

A variety of corner conditions define the edges in the masterplan and allow the ground floor to pull back or push forward so that views can be emphasized, buildings can feel human-scaled and public space can blend into the interiors, for example.

In terms of layout, scale and form, the level of detail which is presented here reflects what will be submitted as part of the outline planning application. These proposals set out the framework for the design team to follow at a later stage.

**SCALE FOR UCL EAST**

Coherent scale around South Park

Illustrative view of UCL East from northern end of South Park

North-south section from Shoreditch Waterfront through UCL East to Shoreditch High Street

KEY: Coherent scale around waterfront, marker buildings, water strategy

**BUILDING CORNERS**

**CORNER STYLE A**

Corner style A are proposed around outward facing locations where a strong edge is preferred to address views from site.

**CORNER STYLE B**

Corner style B are proposed along major movement corridors where lower levels may recess to create an inviting setting.

**CORNER STYLE C**

Corner style C are proposed where a strong corner at street level is preferred to define the street and spaces, but the upper levels may recess to create a more open environment.

**UCL EAST | FINAL DRAFT MASTERPLAN**

**08 | FORM & IDENTITY: CHARACTER, LOOK & FEEL**

SUMMER 2016

**EMERGING IDENTITY**

The open and accessible character of UCL East will provide a variety of interconnected external and internal spaces which blur the public and private, inside and outside, delivering a concept of fluidity at the heart of UCL East's emerging identity.

The academic offering and public facing events and programming will also help strengthen the identity of the area.

From the previous consultation stages, there is general support of the design and better that UCL East will fit in with the local environment. The designers need to be innovative to fit the spirit of the iconic buildings surrounding the site, another view was that the buildings shouldn't be overbearing but but complementing the rest of the Park.

**VIEW OF THE PLAZA**

**MASTERPLAN IN SECTION**



UCL EAST | FINAL DRAFT MASTERPLAN  
09 SUSTAINABILITY

SUMMER 2016

## A SUSTAINABLE CAMPU

Sustainability is a key principle informing the UCL East masterplan and will continue to be developed as the plans are progressed into detail.

A guiding principle for this stage of the design is that buildings need to be adaptable for the long term and that the masterplan should promote biodiversity. This approach to sustainability can promote innovation, risk taking and energy efficient development that relates well to the landscape of the Park and improves the wellbeing of UCL students, staff and the wider community.

The project is currently at the masterplan stage. A sustainability strategy has been developed outlining approaches that should be considered in the building design and operation stage. More details on a comprehensive approach to sustainability within the building fabric and operations will come forward when the design team is appointed in the summer.

Stage 2 consultation feedback addressed the loss of green space, links between waterways for access and movement, promoting biodiversity through outdoor learning environments and living green roofs, noise issues, danger of crossing road tunnels, supporting the local economy and links to local businesses and the community as well as affordability. Many people asked whether green roofs would be incorporated.

The response to comments from Stage 2 consultation events are outlined on the right and the diagram shows some of the sustainability aspects in place and in connection to the waterways.

## RESPONDING TO FEEDBACK

ENVIRONMENT  
& ECOLOGY

### Provision of green space

The three sites of UCL East have always been identified for development. We believe the open outdoor spaces proposed in the masterplan is an improvement in terms of quality and accessibility compared to that originally proposed in the Legacy Communities Scheme plans.

### Links to canals and waterways

The redevelopment of the area that is now Queen Elizabeth Olympic Park will allow the reopening of the waterways, making them much more accessible and a part of the pedestrian network of the Park.

To use the canals and waterways to provide water-based movement will require further discussion with the Canal & River Trust and other parties.

SOCIAL  
& ECONOMIC

### Better local economy and job opportunities

UCL East expects to attract investment to the neighbourhood around the Park and the wider East London Area. The development will be a centre for excellence for education, research and innovation. UCL will plan for this as part of UCL East programmes.

### Noise constraints related to study spaces and residential uses

By siting the academic and residential spaces above the ground floor levels, noise sensitive to noise will be lifted up from the noise sources and from railway, vehicle and pedestrian activities. Further considerations will be given in the design brief / building design stages.

### Wind tunnels

The masterplan has been tested in terms of prevailing wind and microclimate. The design has been adapted in response to create a comfortable environment.

### Green roofs

Green roofs are anticipated wherever possible, with the drop down areas providing accessible terraces that can be integrated with living roofs and sustainable energy sources.

## PROVISION FOR A SUSTAINABLE CAMPUS

KEY

- indicate locations for living roof
- indicate locations for green roof
- indicate locations for green roof
- indicate locations for green roof

The objectives of the UCL East sustainability strategy are to provide a healthy and comfortable environment and a world-class, climate resilient and low environmental impact development.

Soft landscaping, living roofs that promote biodiversity, and solar PV panels for renewable energy are proposed to help achieve these goals.

## SUNLIGHT AND SHAD

- The masterplan is designed to ensure that the spaces created are inviting of various times of day and through different seasons.
- East-facing spaces like the Promenade will encourage meeting activities as this is the first space people encounter as they arrive from Shepherd Walk.
- West-facing spaces like the Terrace, Western Stairs and the promenade or Post Street Walk will cater for a wide range of evening activities.

## LINK TO WATERWAYS

- The masterplan proposes bringing development closer to the river bank of the City Mill River.
- This will provide animation, better access, and usable open space along the river.
- The masterplan is flexible to accommodate uses that can be directly related to the waterways.

UCL

## SUMMER 2016

### FUTURE GROWTH

There is no set time frame within which the masterplan will be fully built out and it could take as long as 20 years. However the masterplan is flexible enough to accommodate a range of options.

To provide minimal disruption, the site should be built out from north to south on Marshgate to utilise Sidings Street for construction access.

## PHASE ONE

The first phase includes plot 1 on Marshgate site, the Pool Street West site and the surrounding landscape. Phase one will provide academic facilities, student accommodation and commercial spaces. The design team for phase one will be appointed in August 2016 and more details on the academic programme will follow. The first phase will open in the 2019/20 academic year.

## MEAN WHILE USE

While other areas are undeveloped surrounding Phase 1 on Marshgate, there will be a provision of meanwhile uses to utilise the space in a meaningful way. It is envisioned that the lawn and adjacent hard standing provides a perfect location for UCL to promote innovation, community engagement and outreach.

## FUTURE GROWTH

Future growth centres around Watneerwa River to create a coherent place that takes advantage of its surroundings.



PREFERRED PHASING OPTION



#### WHY THIS PHASING OPTION?

The preferred phasing option will maximise activity and University life across Watersports River and facilitate each phase of UCL East as an enjoyable place for UCL students, staff and visitors.

The following issues have been considered in determining the optimal solution:

- The phasing strategy will have a continuous effect on enhancing the presence and identity of UCL East within the Cultural and Education District and in the Park.
- New phases will make the best use of the exceptional Park and riverside setting to ensure UCL East is an enjoyable place as the campus continues to grow.
- The phasing sequence will help create a coherent place that can stand alone in each of its phases.
- The phasing sequence will facilitate UCL East's growth so that future development and construction doesn't impede University life and day to day operations.

ONE SE DINE ILLUSTRATIVE MA STEDRIAN



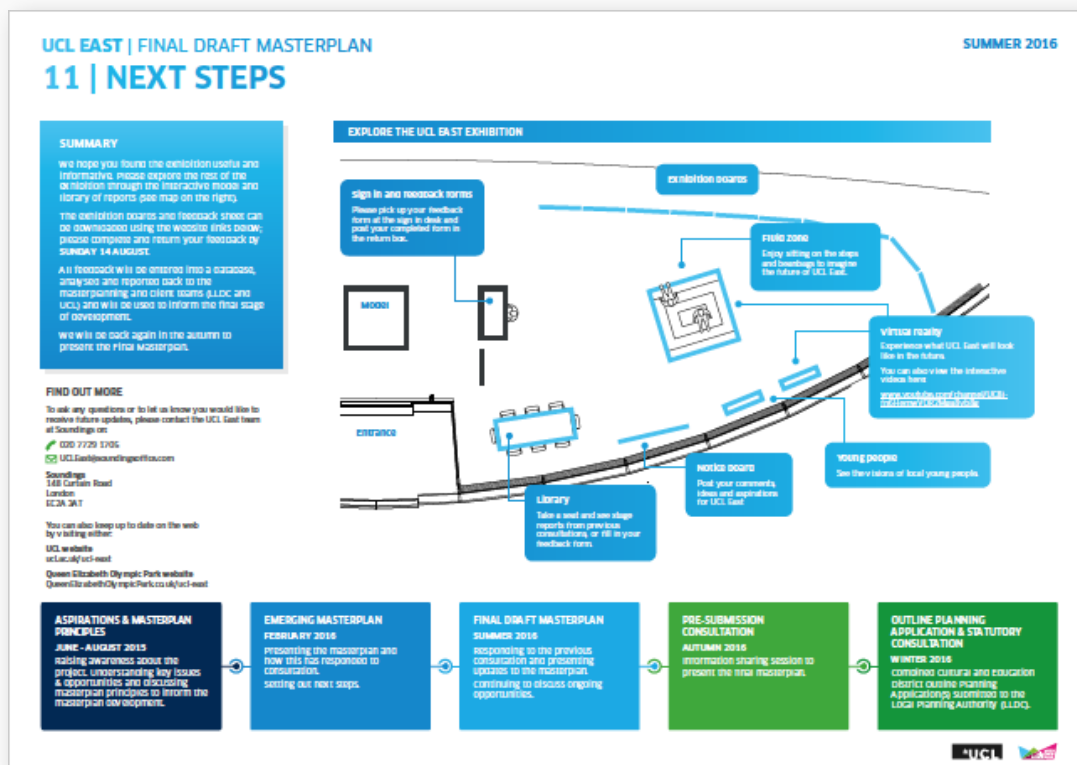
#### WHAT WOULD YOU LIKE TO SEE?

### MEANWHILE USE

A regular programme of events and activities will ensure the presence of UCL East in the Park and in the community and will animate and give life to the space. What would you like to see?



## D1. Exhibition board 11 (A0)



## D2. Cultural and Education District exhibition board (A0)

# CULTURAL AND EDUCATION DISTRICT

## WELCOME

Welcome to our exhibition of the masterplans for the Cultural and Education District and Pudding Mill. These projects are the latest developments being planned by the London Legacy Development Corporation and its partner institutions within Queen Elizabeth Olympic Park.

The Cultural and Education District comprises two sites: Stratford Waterfront and UCL East. Together these will provide a show case for innovation and ideas across arts and education, science and technology, and feature:

**Stratford Waterfront**

- Soder's Wells East
- UAL's London College of Fashion
- V&A East
- Residential Buildings
- First buildings opening 2020/21

**UCL East**

- UCL, University College London
- First facilities opening 2019/20

Once complete, the Cultural and Education District will be a thriving creative hub and incubator for new ideas, connected to the area's rich history, culture and educational offer. The Cultural and Education District 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.

**Pudding Mill**

The Pudding Mill masterplan will create a new residential neighbourhood adjacent to Queen Elizabeth Olympic Park, with a vibrant Local Centre, providing a range of housing to cater for local need as well as flexible employment floorspace, retail units and community facilities, all tied together through a high quality public realm.

Planning applications for these projects will be submitted in late 2016 and early 2017.



Aerial view of the three projects, looking south over Queen Elizabeth Olympic Park.

### About the exhibition

The exhibition provides an overview of each project, the consultation process undertaken to date and the latest masterplan and building designs.

We hope you enjoy the exhibition and welcome your feedback on these exciting projects. If you have any questions please ask a member of the team.

For further information please visit:  
[QueenElizabethOlympicPark.co.uk/ced](http://QueenElizabethOlympicPark.co.uk/ced)  
[QueenElizabethOlympicPark.co.uk/Pudding-Mill](http://QueenElizabethOlympicPark.co.uk/Pudding-Mill)



Exhibition plan

**PARTNERS**

STRATFORD WATERFRONT	UCL EAST	PUDDING MILL
High level application (Outline application) - detailed application to UAL, London College of Fashion and Corporate Land Rights	Outline application	Outline application



## D3 Cultural and Education District Exhibition booklet

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

**FEEDBACK FORM**

**TELL US YOUR THOUGHTS**  
Please tell us your thoughts on the current proposals and help inform development of more detailed plans for UCL East and Stratford Waterfront.

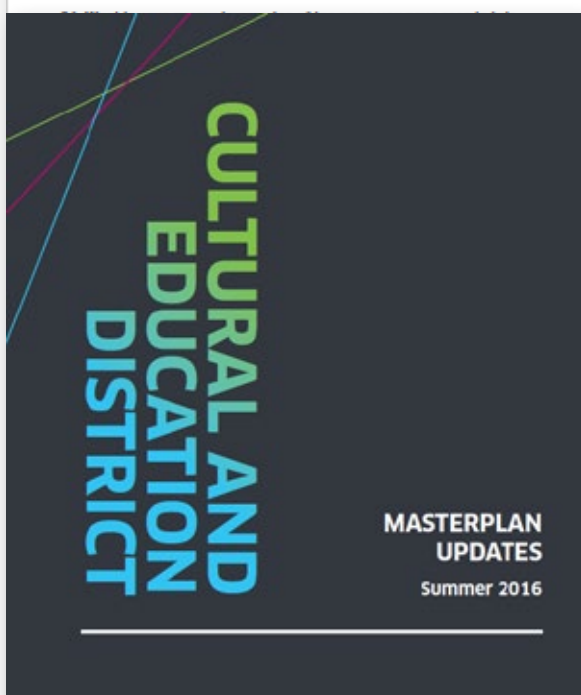
Once you have completed the form please post it in the return box or the sign in desks. Alternatively you can fill in an online form by **Sunday 14 August**. Please visit the website: [QueenElizabethOlympicPark.co.uk/ceo](http://QueenElizabethOlympicPark.co.uk/ceo)

Ref #

Your name:

Are you:

- ☐ a local resident
- ☐ part of an organisation(s):
- ☐ a visitor



**STRATFORD WATERFRONT**

**About Stratford Waterfront**  
Stratford Waterfront will be a destination for integrated cultural experiences and will also offer education, showcasing design, fashion, art, technology and more. It will provide new opportunities for active participation and education for all. It will be a thriving cultural hub combining the areas rich cultural and education offer and its deep history, with an envisaged 21st century incubator for new ideas.

**What's coming?**  
A new museum from the V&A, a 150-seat theatre for Sadler's Wells and a brand new campus for UAL's London College of Fashion are alongside a unique river-side boulevard.

**What else will there be?**  
Approximately 600 new homes will be found at the north of the site. Shops, restaurants and cafes will help create a lively economy woven together by a series of enticing public spaces, for everyday use and for ambitious cultural programmes, activities and projects throughout the year.

**What's happened so far?**  
This is the third stage of public consultation events helping to feedback on the masterplan and emerging design work. Since November 2015, an extensive consultation process has engaged over 1,000 people from the local community and the wider education communities. This stage allows you to explore the varied masterplan and its different components, including key buildings and public spaces.

**Summary findings**  
**Connectivity and movement**  
Wayfinding should be improved and many found the site and the scale of the plan confusing to navigate. There should be a 'human' connection to the river.

**Inclusive and linking space**  
Public spaces and routes must be seen throughout all times of the day. Buildings will meet moving through signage and use of glass to ensure views inside.

**Character and form**  
The public realm should respond to the context of the river where the buildings should reflect the industrial heritage of the area.

**Public spaces and uses**  
The public realm should accommodate many different events as well as having quieter, more reflective spaces.

**OUR TRENDS** **NEXT STEPS**

See an event at Stratford Shopping Centre

**258** comments received so far

**268** people commented and shared

**STRATFORD WATERFRONT**

**Overview of the masterplan**  
Since the second stage of consultation in January the masterplan has developed in several key areas, including:

**Views through the site**  
Continuous views through the site have been acquired with public spaces which are connected by a series of linked views.

**Diverse public space**  
A new public space has been added at the terrace level and parking has been enhanced to provide a green edge to Queen Elizabeth Olympic Park.

**UAL's London College of Fashion**  
Access to UAL's London College of Fashion (LCF) from Carpenters Road has been improved with a new entrance onto the Central Square.

**Cultural building**  
This building in the middle of the scheme is an important site entrance marker, with the location of the arcade leaving it.

**How forms an active front onto Carpenters Road**  
Findings from consultation have informed this process and can be seen in the footprint. See the website for further information.

**Queen Elizabeth Olympic Park, Olympic Boulevard, Waterfront**

**Masterplan components**  
In this stage the masterplan has been broken down into five key elements, including:

- Public realm
- UAL's London College of Fashion
- Sadler's Wells East
- V&A East
- Residential buildings

**Illustrative masterplan**

**Residential buildings** **UAL's London College of Fashion** **Cultural building** **Sadler's Wells East** **V&A East**

**Key features:**  
- New to terrace level building and public realm  
- Riverside figure  
- Central square and public realm  
- New public space  
- Carpenters Central Edge  
- Street steps connecting the podium and river with formal seating  
- South Terrace  
- A key welcoming space for distribution and public space

**FOR MORE INFORMATION**

For more detail on the plans for the Cultural and Education District, please visit the Queen Elizabeth Olympic Park website: [queenelizabetholympicpark.co.uk/cde](http://queenelizabetholympicpark.co.uk/cde)

Or please contact the project team on:

**UCL East**  
Soundings  
020 7924 1706  
[UCLEastSoundings@ucl.ac.uk](mailto:UCLEastSoundings@ucl.ac.uk)  
[ucl.ac.uk/ucl-east](http://ucl.ac.uk/ucl-east)


**Stratford Waterfront**  
Atkins & Morrison Urban Practitioners  
020 7924 0300  
[stratfordwaterfront@atkinsandmorrison.com](mailto:stratfordwaterfront@atkinsandmorrison.com)

**PARTNERS**

**FUTURE LONDON**

**UAL** **ATKINS** **MORRISON** **V&A**

## E. Feedback form



**FEEDBACK FORM**

**TELL US YOUR THOUGHTS**

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

Once you have completed the form please post it in the return box by the sign in desks. Alternatively you can fill in an online form by **Sunday 14 August**. Please visit the website: [QueenElizabethOlympicPark.co.uk/ceo](http://QueenElizabethOlympicPark.co.uk/ceo)

Ref #

Your name:

Are you:

☐ a local resident

☐ part of an organisation(s):

☐ a visitor

**01. What is your overall impression of the plans you have seen in this exhibition for the Cultural and Education District?**

	excellent	generally positive	neutral	unsure	unimpressed
UCL East					
Stratford Waterfront					

**What do you like? What could we improve?**

Tell us more about UCL East...

Tell us more about Stratford Waterfront...

**02. How well do you think UCL East and Stratford Waterfront work together to meet the vision for the Cultural and Education District? (see the Introductory boards)**

	very well	well	don't know	poorly	not at all
UCL East					
Stratford Waterfront					

**Are there any missed opportunities, and/or do you have any suggestions?**

Tell us more about UCL East...

Tell us more about Stratford Waterfront...

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

	Not enough connections	Just enough connections	Too many connections	Don't know
UCL East				
Stratford Waterfront				

**Are there any missed opportunities, and/or do you have any suggestions?**

Tell us more about UCL East...

Tell us more about Stratford Waterfront...

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

	very often	often	don't know	occasionally	never
UCL East					
Stratford Waterfront					

**Would it encourage you to visit the Park more often?**

Tell us more about UCL East...

Tell us more about Stratford Waterfront...

**05. 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?**

	very well	well	don't know	poorly	not at all
UCL East					
Stratford Waterfront					

**What works well? What else could be provided for?**

Tell us more about UCL East...

Tell us more about Stratford Waterfront...



06. Do you feel as though the buildings and public spaces will be open and welcoming?

	YES	SOMETIME	DON'T KNOW	NO	NOT AT ALL
UCL EAST					
Stratford Waterfront					

Would you want to use the buildings? What makes you feel that you could or couldn't?

Tell us more about UCL East...	Tell us more about Stratford Waterfront...

07. Do you think the overall building heights and massing fit well with the local context and create a coherent edge to the Park?

	YES	SOMETIME	DON'T KNOW	NO	NOT AT ALL
UCL EAST					
Stratford Waterfront					

Do you think the masterplan suitably responds to the surrounding context? Is there anything else in particular that we should be responding to?

Tell us more about UCL East...	Tell us more about Stratford Waterfront... What are your thoughts on the design of the residential buildings? Do you like the choice of materials?

08. Have you found the masterplan responses on sustainability informative?

	very informative	informative	don't know	not informative	not at all
UCL EAST					
Stratford Waterfront					

Are there any aspects you would like to see developed further?

Tell us more about UCL East...	Tell us more about Stratford Waterfront...

09. Were you involved in the previous rounds of consultation, including viewing any online materials?

☐ Yes ☐ No

If yes, please tick as appropriate:

- ☐ UCL East Stage 1 Events (Summer 2015)  
☐ Stratford Waterfront Stage 1 Events (November 2015 to January 2016)  
☐ UCL East Stage 2 Events (February 2016)  
☐ Stratford Waterfront Stage 2 Events (February to April 2016)

10. How well do you think the masterplan has responded to feedback from the previous rounds of consultation?

(For UCL East, please see the exhibition boards and Stage 2 report Chapter 5 Tracking changes. For Stratford Waterfront, please see the flipbook)

	very well	well	don't know	poorly	not at all
UCL EAST					
Stratford Waterfront					

Have we missed anything? Could we have responded better?

Tell us more about UCL East...	Tell us more about Stratford Waterfront...

11. Have you found this event informative?

☐ Yes ☐ No ☐ Don't know

12. Do you have further comments?

Are there any missed opportunities, and/or do you have any suggestions?

Tell us more about UCL East...	Tell us more about Stratford Waterfront...

If you have not signed in, please fill in your details:

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_ 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

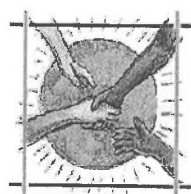
### F1. Faithful Friends

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)



### FAITHFUL FRIENDS

Building friendships between Christians and people of other faiths and none in Forest Gate

Project Director: Reverend Dr Chigor Chike  
Tel: 0790 515 5494 Email: [chigor.chike@sky.com](mailto:chigor.chike@sky.com)  
Project Co-ordinator: Reverend Canon Barnabas Matloob  
Tel: 0208 552 4280  
Office Address: Emmanuel Church, Romford Road, London, E7 8BD

1st July, 2016

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 8BD  
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 Matloob  
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



London Legacy Development Corporation

Meeting title: Park Panel  
Meeting date: 11<sup>th</sup> July  
Time: 18:00  
Venue: Podium, Queen Elizabeth Olympic Park

#### Present:

##### Panel Members

- Nick Lane- Faringford Road Neighbourhood Watch (NL)
- Mark Hanson- Manor Gardening Society (MH)
- Will Chamberlain - Hackney Wick & Fish Island Cultural Interest Group (FM)
- Andrew Hubbard – 417 Wick Lane (AH)
- Annie McTighe- Ward Panel (AMT)
- Lee Murrell- E20 Community & Cultural Interest Organisation (LM)
- Abi Patrick- Association of Ironworks residents (AP)
- Dawn Babb- Chandos East Hub (DB)
- Tasnia Taha- Youth Board (TT)
- Kathleen McTaggart- Park Champions (KMT)

##### LLDC

- Victoria Stonebridge- Communities & Business Manager (VS)
- Mark Camley- Executive Director Park Operations (MC)
- Katherine Hosea- Senior Development Manager (KH)

##### External

- Adriana Marques- Foundation for Future London (AM)
- Jim Strike- AECOM (JS)
- Alex Wright- Allies and Morrison (AW)
- Mark Leitner-Murphy – Allies and Morrison Urban Practitioners (MLM)
- Sammas Ng- LDA Design (SN)
- Antje Saunders- Allies and Morrison (AS)
- Andrew Atkins- East Wick and Sweetwater Projects (AA)
- Simon Swaby- Balfour Beatty (SS)
- Charles Scott- Sheppard Robson (SC)
- Afolabi Spence- Fluid (AS)

#### Apologies:

- Uta Bari- East Village Residents Association
- Peter Liskov - BEAP

Park Panel July 2016 minutes

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- Steven Richards- Venue user
- Carol Richards- Stratford Original Bid
- Viveca Oult- Park Champions Representative
- Ben Starkey- Chobham Academy
- Ken Aigbe-Newham Striders

### 3. Cultural and Education District

#### a) Planning Application update

- Jim Strike (JS) from AECOM provided an overview of the planning application timings for the Cultural and Education District.
- Key points included:
  - Planning application for the Cultural and Education District to be submitted in December 2016.
    - 1.1.1. Pudding Mill to be submitted in early 2017
    - 1.1.2. Planning application is due to go to planning committee in summer 2017.
  - 2.2. Presentation included with the minutes. - **ACTION**

#### b) Stratford Waterfront

- JS then handed over to Alex Wright (AW) from Allies and Morrison who is the lead partner for Stratford Waterfront.
- AW presented an overview of the design team and updated on the masterplan development including the unique nature of this masterplan as the masterplan needs to respond to very clear building briefs from the partner institutions.
- AW highlighted a couple of key design elements including:
  - 3.5.1. As there a number of different buildings all with a clear role, it is important that the buildings work together and respond to each other.
  - 3.5.2. The buildings also need to consider the sun path and views.
  - 3.5.3. In addition the spaces between the buildings are important and therefore the public realm has a key role to play.
  - 3.5.4. The public realm helps to define the character of Stratford Waterfront and has a mix of roles including planned and programmed activity and impromptu activity.
  - 3.5.5. Carpenters Road will be the servicing route but need to ensure that it isn't just the back of house area. It will also include cycling parking.
  - 3.5.6. The design team are looking to create new connections through Stratford Waterfront.
  - 3.5.7. Different ways that people will be able to get down to the Waterfront.
  - 3.5.8. There will be some retail and food and beverage.
- Presentation to be issued with the minutes- **ACTION**
- MH- asked what had happened to the Smithsonian.
- AW- confirmed that the Smithsonian have decided not to occupy a whole building and instead are discussing the V&A about having space in V&A East.
- AW then handed over to Sammas Ng from LDA Design for an update on the UCL East masterplan.

Park Panel July 2016 minutes

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### C) UCL East

- Sammas(SN) presented an overview of the UCL East masterplan. Key points included:
  - 3.10.1. The need for the masterplan to be flexible and adaptable to respond to the changing needs of UCL over time.
  - 3.10.2. As the project is still at masterplan stage there is less detail than Stratford Waterfront.
  - 3.10.3. The masterplan is based around a Fluid concept with the ground and first floors open with areas for social and public spaces.
  - 3.10.4. The upper levels contain the academic facilities.
  - 3.10.5. There is a common height of buildings however in some places the buildings are taller helping with wayfinding and acting as markers.
  - 3.10.6. On the sites to the south of the Aquatics there has been a refinement of the design to ensure views of the London Aquatics Centre.
  - 3.10.7. There has also been a refinement of the public realm spaces.
  - 3.10.8. An outline phasing strategy has been developed.
- Presentation to be issued with the minutes- **ACTION**
- SN then handed over to Antje Saunders from Allies and Morrison to provide an update on Pudding Mill masterplan.

Park Panel July 2016 minutes

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G. Workshop tablesheets

CULTURAL AND EDUCATION DISTRICT

Senior BEEs  
Joint session for Cultural and Education District

DATE & TIME

Wednesday 10 August 2016  
11am – 1pm

LOCATION

The Welcome Zone of the London Aquatics Centre  
Queen Elizabeth Olympic Park  
E20 2ZQ

ATTENDEES

Senior BEEs members  
Karen Elmes / Katie Russell (The Building Exploratory)  
Representatives from LLDC, LDA, A&M, A&MUR Soundings and partners.

AGENDA

11.00am Arrival  
11.10am Introduction of Cultural and Education District (LLDC)  
11.15pm Gallery tour by the masterplanning team (15 minutes each including short Q&A)  
• Stratford Waterfront (A&M)  
• UCL East (LDA)  
11.45pm BREAK (refreshments, look around the gallery space & explore interactive elements)  
12.00pm Group sessions (break up into 2 groups, approx. 20 minutes each per project with worksheets / pin up on the wall focusing on key topics as below with a summary outcome for Likes, Challenges and Opportunities / Suggestions):  
Cultural and Education District (Stratford Waterfront / UCL East)  
• Access: How well does the masterplan connect to the wider area through pedestrian, cycling and public transport?  
• 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?  
• Design & innovation: Does the masterplan fit within the surrounding context (in terms of massing / materials / design) but still offer something new and interesting?  
12.40pm Round up session  
1.00pm Close

Agenda

CULTURAL AND EDUCATION DISTRICT

SUMMARY

LIKES	OPPORTUNITIES	CHALLENGES

CULTURAL AND EDUCATION DISTRICT

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?

CULTURAL AND EDUCATION DISTRICT

03. DESIGN & INNOVATION

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

CULTURAL AND EDUCATION DISTRICT

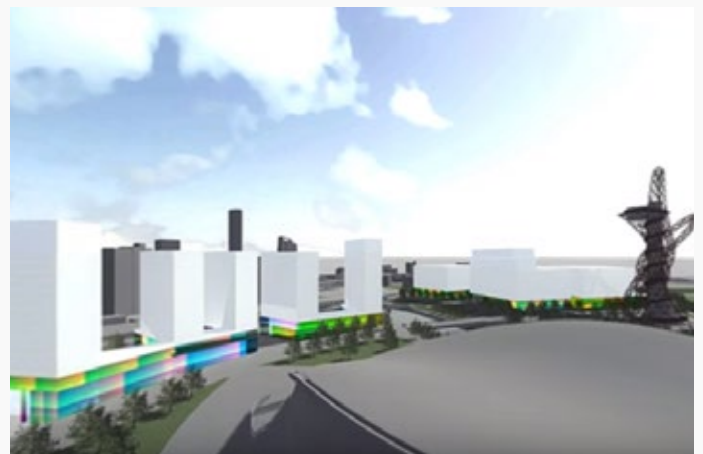
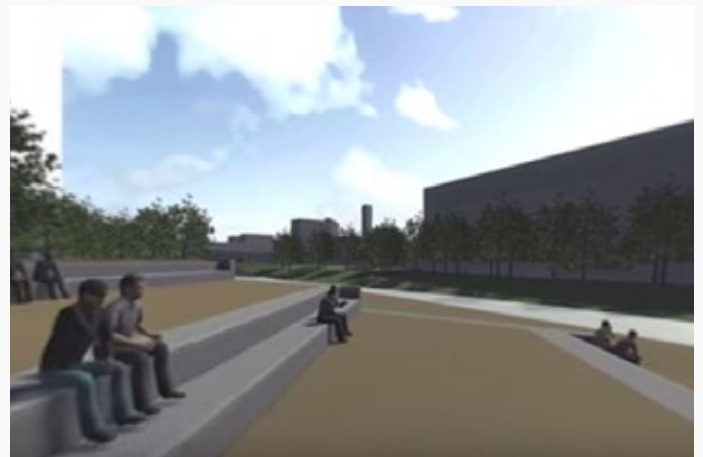
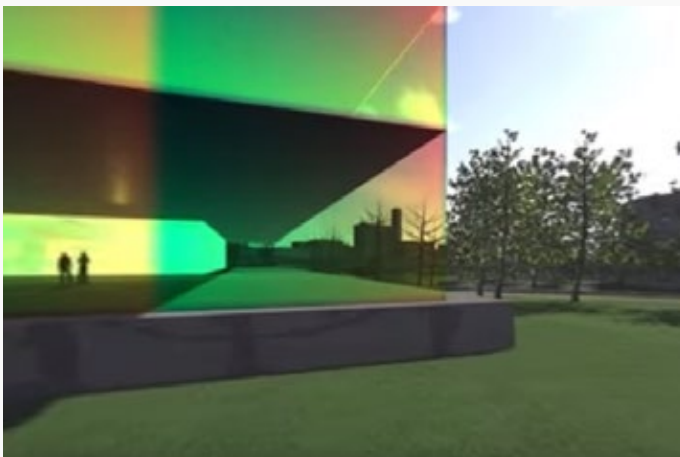
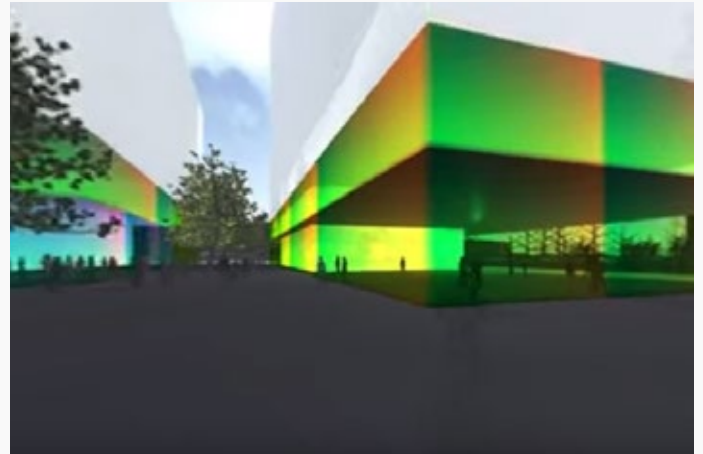
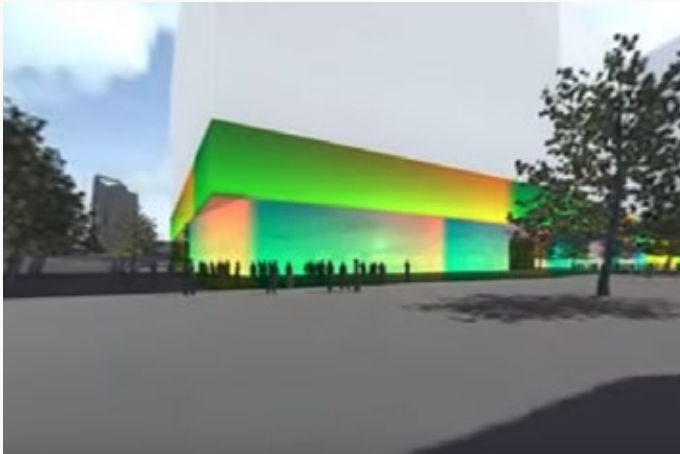
01. ACCESS

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



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## H. Virtual reality tool



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](http://ucl.ac.uk/ucl-east)

### **Queen Elizabeth Olympic Park website**

[QueenElizabethOlympicPark.co.uk/ucl-east](http://QueenElizabethOlympicPark.co.uk/ucl-east)