

EAST



UCL East Marshgate

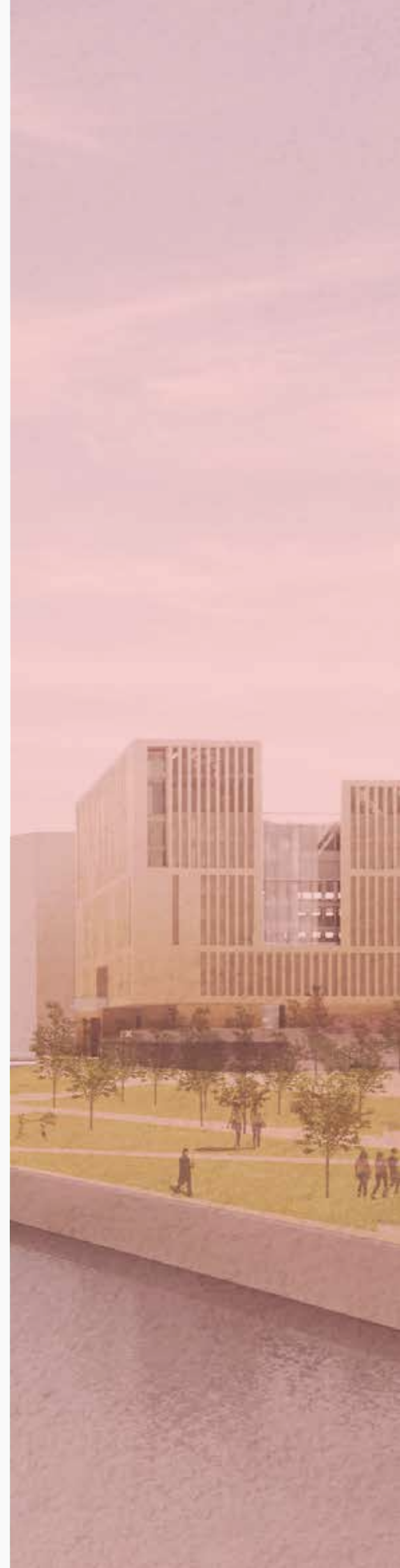
Statement of Community Involvement
September 2018
Stanton Williams | Arup | AKT | VOGEL + PARTNERS
Soundings | Plan A | Bureau Veritas

UCL EAST PHASE 1 | MARSHGATE 1

AT QUEEN ELIZABETH OLYMPIC PARK

STATEMENT OF COMMUNITY INVOLVEMENT

Soundings
September 2018





UCL EAST PHASE 1 | MARSHGATE 1

AT QUEEN ELIZABETH OLYMPIC PARK

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FOREWORD

UCL EAST PHASE 1 | MARSHGATE 1

AT QUEEN ELIZABETH OLYMPIC PARK

FOREWORD

This Statement of Community Involvement (SCI) has been prepared by Soundings in support of the Reserved Matters Approval (RMA) Planning Application for Marshgate 1. This is one of three detailed applications for UCL East, Phase 1. The RMA follows approval of the outline Planning Application for the UCL East Masterplan, submitted in May 2017 by the London Legacy Development Corporation (LLDC) and University College London (UCL), and approved in May 2018.

The RMA application for Marshgate 1 was submitted in September 2018, on behalf of UCL. The Proposed Development set out in this planning application forms part of East Bank (previously known as cultural and education district), one of the major components of the Legacy of the 2012 Olympic Games within Queen Elizabeth Olympic Park. East Bank comprises of three sites: UCL East, Stratford Waterfront and Here East. UCL East will be the site of a new campus for University College London; Stratford Waterfront will house outstanding cultural institutions, including UAL's London College of Fashion, Sadler's Wells, the BBC symphony orchestra and the Victoria and Albert Museum. Here East is a campus for individuals and companies embracing technology and creativity; already home to UCL, it will also house a collection and research centre will for the V&A's extensive collections.

The purpose of the Statement of Community Involvement is to provide a record of, and findings from the views expressed by the community and other stakeholders in response to the plans as they have developed, presented between 2017 and 2018. The SCI maps how such views were responded to or have informed the proposal.

This document describes the pre-application public involvement process, by outlining the approach and methodology used, presenting the information collected during the two-stage consultation process, and showing how the findings have informed the development of Marshgate 1.

The designs and plans consulted on provided information on the size, look and feel, and use of Marshgate 1, including details on the wider development and UCL East as a whole. Feedback received during the consultation highlighted areas of interest to the local and UCL communities, and helped to inform further development of UCL East with regards to the vision and overarching principles of the proposals.

Thank you to everyone who has taken the time to be a part of the consultation from 2017 to 2018, following on from the public engagement on the UCL East Masterplan conducted from 2015 to 2016.

Overview of Reserved Matters Approval

Planning Context

This SCI supports a Reserved Matters Approval planning application, to the LLDC in accordance with planning permission 17/00235/OUT (“the Outline Planning Permission”), for the development of Marshgate Plot 1.

The Reserved Matters relate to development plot “Marshgate Plot 1” of the UCL East site. The description of the development as stated on the planning application form is:

“Application for the approval of reserved matters for 31,548 sqm GIA academic (Class D1) and 320sqm GIA of retail (Class A1, A3), with associated car parking, hard and soft landscaping, and associated works pursuant to condition 7 of outline planning permission 17/00235/OUT being details of layout, scale, appearance, means of access and landscape.”

The RMA has been prepared in response to Condition 7 of the Outline Planning Permission which states:

“Approval of the details of the access, appearance, landscaping, layout and scale of the relevant part of the Development shall be obtained from the Local Planning Authority in writing before any Development in respect of each Phase or Development Plot of the Development is Commenced. Each application for the approval of Reserved Matters shall contain the information and other details as specified in the Reserved Matters specification at Annex 1 of this planning permission. The Development shall be carried out and retained thereafter in accordance with the Reserved Matters approval.”

UCL East Background

UCL East forms part of East Bank (formerly cultural and education district), which will create a world-class destination, bringing together outstanding organisations to showcase and generate outstanding art, performance, design, craft, fashion, technology, and science.

UCL East is located on neighbouring sites to the south of the London Aquatics Centre and the ArcelorMittal Orbit, at the southern edge of Queen Elizabeth Olympic Park. It will undeniably be part of UCL’s DNA, building on and embodying its position as London’s global university. But it will also be original in its scope, reach and connections with the local community, the urban surroundings and the Park. UCL East represents the largest ever single expansion of UCL since the University was founded nearly 200 years ago and will provide a new campus, complementing UCL’s Bloomsbury Campus.

UCL East will include a number of academic and commercial research buildings, complemented with retail floorspace and student accommodation.

Marshgate Plot 1 forms part of Phase 1, which also includes Pool Street West, and Public Realm works to Thornton Street and Pool Street, submitted concurrently with this application.



Pages from UCL East's Outline Application 'Statement of Participation'

Outline Planning Permission

An outline planning application for the UCL East campus was approved by LLDC on 03 May 2018 (ref. 17/00235/OUT).

The Outline Planning Permission included the comprehensive, phased, mixed use development within Queen Elizabeth Olympic Park to include up to 190,800 sqm of development, comprising: up to 160,060 sqm of academic development (Class D1) and commercial research space (Class B1(b)), of which up to 16,000 sqm may be commercial research space (Class B1(b)); up to 50,880 sqm of student accommodation (sui generis); and up to 4,240 sqm of retail (Classes A1-A5) uses; new streets and other means of access and circulation including temporary access routes; car parking, cycle parking, landscaping including laying out of open space comprising hard and soft landscaping with provision for natural habitats; and other supporting infrastructure works and facilities including excavation of basements.

Reserved Matters Application – Marshgate Plot 1

Marshgate Plot 1 forms part of Phase 1 of UCL East, and is submitted as an RMA pursuant to the Outline Planning Permission.

The principles of Marshgate Plot 1 have been approved as part of the Outline Planning Permission, including the site location, development plot parameters and use.

This application therefore seeks detailed permission in relation to access, appearance, scale, landscape and layout. Separate Reserved Matters Approval applications are being submitted at the same time for the remainder of Phase 1 which includes Pool Street West and Public Realm at Thornton Street and Pool Street.



Model of UCL East, exposed in Stage 2 exhibition, March 2018

EXECUTIVE SUMMARY

**A HEADLINE SUMMARY
OF CONSULTATION ON
UCL EAST AND MARSHGATE 1
OCTOBER 2017 - MARCH 2018**

UCL EAST PHASE 1 | MARSHGATE 1

AT QUEEN ELIZABETH OLYMPIC PARK

EXECUTIVE SUMMARY

Public Consultation

Soundings was appointed by University College London (UCL) to facilitate a process of community involvement, in support of the development at UCL East Marshgate 1, which is situated within the London Legacy Development Corporation (LLDC) planning area.

The public consultation was delivered by Soundings from October 2017 to March 2018. The consultation built on previous engagement carried out from summer 2015 to autumn 2016 on the UCL East Masterplan. Soundings have been working on UCL East since 2015, with local residents, community groups, organisations and interested stakeholders.

About this report

The SCI provides a record of, and findings from, the pre-application public consultation conducted on UCL East's Phase 1, and more specifically on Marshgate 1, between October 2017 and March 2018. This report tracks how the designs have considered and responded to consultation findings.

A record of materials used during the consultation process can be found in this report and in the Statement of Community Involvement Appendices.

Site & Context

UCL East, located on Queen Elizabeth Olympic Park, will provide a new campus for UCL, complementing its Bloomsbury Campus. UCL East will help deliver the legacy of the Park, alongside other neighbouring developments, forming a cluster of top universities, cultural institutions, enterprises and organisations.

UCL East is envisaged as a new model of how a university can be embedded within the local community, as an inviting and inclusive institution. This has been embodied in its 'Fluid Zone' concept, with lower floors of the university encouraging public access through active frontages, activities and events. UCL East will also provide research and education, accompanied by entrepreneurship and innovation, fostering new opportunities for the area.

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

The outline application was submitted jointly by UCL and LLDC in May 2017 to the Local Planning Authority, the LLDC Planning Policy and Decisions Team (PPDT). The outline application is based upon an illustrative masterplan produced by LDA Design on behalf of UCL and LLDC. In May 2018, the outline planning application was approved by the LLDC.

The next steps towards developing the university's campus includes the RMA applications providing the detailed designs for Pool Street West, Marshgate 1, and the associated public realm.

Consultation Approach

From October 2017 to March 2018, Soundings carried out community consultation to inform stakeholder engagement on Phase 1 of UCL East and Marshgate Plot 1. The aims of this process were to:

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

This report documents the two-stage consultation process on Marshgate 1, involving the community at each key stage of design development, recording the process, findings and outcomes.

The consultation on Marshgate 1 has been conducted jointly with Pool Street West and the associated public realm, presenting the first phase of UCL East as a whole.

A breakdown of the events that have taken place can be found on the following page.

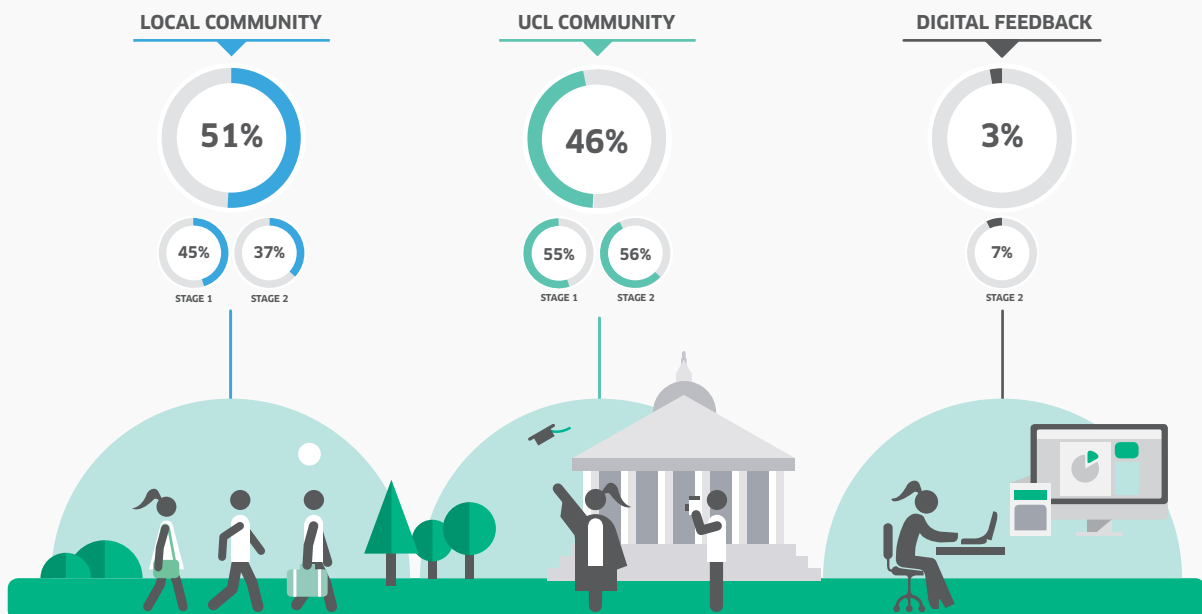
This consultation follows previous engagement and methodology carried out on the UCL East Masterplan from summer 2015 to autumn 2016. This provided a wealth of information that has been built upon in 2017 and 2018. Findings from the original Statement of Participation can be found on the LLDC's Planning Register website, under Reference: 17/00235/OUT.



UCL Bloomsbury Campus, May 2018 consultation event

Summary of Activities & Attendance
Events (October 2017 - March 2018):

9 public events over 600 attendees
5 outreach sessions over 60 participants
Over 650 people engaged through all activities & events
Over 450 comments & suggestions received from consultees
21,000 event flyers delivered to the local area prior to events



Percentages of feedback forms received at public exhibitions from the main stakeholder groups engaged (Stratford locals and UCL students and staff), from all stages of consultation, and per stage.

Overview of Consultation Findings

This section presents an overview of headline findings from each stage of engagement.

Throughout consultation, respondent views and comments were categorised by the topic or theme they corresponded to. From Stage 1 of the consultation feedback, three key topics were identified as most important to the UCL and local communities. These are (1) Design, Identity, Scale and Architecture, (2) Community Benefit, Facilities and Involvement, and (3) Open and Public Spaces.

These themes have been used to structure findings across all stages. All comments have been sourced from the 175 completed feedback forms that were supplied at each exhibition and available online. To the right and on the following page are the headline findings by stage according to those topics.

Please refer to Chapter 3 Findings for detailed breakdowns of comment themes, differences between UCL and local views, and in-depth reviews of consultee feedback.

Generally, the responses were very positive, with both stakeholder groups expressing interest and enthusiasm towards the development. The arrival of UCL in Stratford evoked welcoming reactions towards having a university, students, increased cultural diversity, events, activities, and knowledge fostered in the area.

Recurring questions and comments related to creating a unified campus and on balancing public and private spaces. The feedback received was communicated and discussed with the design team to inform the approach and development of the detailed design, at each stage. Consultee comments and questions were responded to in Chapter 5 of this report.

STAGE 1 - OCTOBER 2017

Design, Identity, Scale and Architecture:

When asked about UCL East, 80% of respondents selected feeling 'excited' and 'generally positive' on the designs for Marshgate 1 and Pool Street West.

Comments received were positive, finding Marshgate 1 to be open and modern, fitting well into the surrounding developments, and a good use of a currently empty space.

A dozen responses also refer to Marshgate 1 as too big and modern to blend into the Park, as well as "rough", "inorganic", and "unexciting". Suggestions were made for more green and shared spaces for public use.

Through community outreach sessions, the UCL Sabbatical Officers showed support of the Fluid Zone, and wanted to see more on its character and identity, feeling it presented itself as a corporate building. The Legacy Youth Voice and Youth Board members were excited about the glass frontage as inviting, bringing vibrancy and people to the internal 'street' spaces.

Community Benefit, Facilities and Involvement:

There was prevalent appreciation of the building's openness to the public. This was valued as relevant to the locals, stimulating for the area, and as a potential tourist attraction.

A recurrent concern around public involvement was the lack of clarity on the public and private divide, with suggestions to advertise the use of the open spaces and activities both online and locally.

Open and Public Spaces:

All consultees were encouraged by public use of external spaces, animating the landscape. Certain concerns were that the campus may be isolated, or that public activity may disrupt studying. Although there was very little concern over loss of the currently empty plots, significant emphasis was expressed on integrating as much green space as possible – a vital quality of the area. Suggestions were made for additional seating, planting and colour around Marshgate 1.

STAGE 2 - MARCH 2018

Design, Identity, Scale and Architecture:

Feedback received on the second stage of Marshgate 1 liked its overall look, describing it as ambitious, modern, contemporary, liking the brutalist architecture, and working well with its surroundings. Certain consultees disagreed, finding it to be plain, not exciting, or brutal. One consultee summarised the shared feedback by stating that brutalist architecture "will either be wonderful or grim".

The entrance and atrium of Marshgate 1 were well responded to, with comments describing it as impressive, open, welcoming and a good open space. Suggestions were made for the atrium, including vertical gardens or plants. Two consultees worried about empty or unused space in the atrium.

Community Benefit, Facilities and Involvement:

Consultees found Marshgate 1 to be inviting, with good activities and engaging interdisciplinary work. Two consultees expressed lack of clarity on which spaces could be entered and felt unsure of how this would be controlled.

The idea of public events held in Marshgate 1 was positively responded to, with individuals feeling excited about different workshops and experiences. Multiple suggestions were made on public lecture topics, and for events to be advertised locally to churches, health centres, schools and other educational groups.

Concerns were raised over the distance of UCL East from central London, and potential conflicts between work /class times and event times, impacting the perceptibility of easily attending events held in Marshgate.

Open and Public Spaces:

One comment found that it ties in well with the Park. Two further comments warned of windy open spaces potentially affecting the open spaces.



CHAPTER 01

INTRODUCTION

UCL EAST PHASE 1 | MARSHGATE 1

AT QUEEN ELIZABETH OLYMPIC PARK

CHAPTER 1

INTRODUCTION

1.1 Purpose of Document

Statement of Community Involvement

This Statement of Community Involvement (SCI) has been prepared by Soundings on behalf of University College London (UCL), in support of the development at UCL East Marshgate 1 ('the Site') within the London Legacy Development Corporation (LLDC) area. It gives a detailed overview of the consultation process, the findings from the local feedback and how this feedback has informed the building's design.

The public consultation and engagement was delivered by Soundings from October 2017 to March 2018, building on the previous engagement carried out on the UCL East Masterplan from summer 2015 to autumn 2016. Soundings are community engagement experts with over 20 years of experience, that acted as a neutral voice in the development process, engaging communities to inform the design development.

This consultation has considered the parameters and guidance laid out in the National Planning Policy Framework (NPPF), Localism Act 2011, the London Legacy Development Corporation adopted Statement of Community Involvement, along with all over relevant law and policy in guiding this consultation process and its outcomes.

The public engagement and involvement covered the whole of Phase 1 of UCL East, presenting information on both Marshgate 1 and Pool Street West, and associated public realm. The SCI provides a record of, and findings from, the pre-application consultation for UCL East's Marshgate 1, undertaken from October 2017 to March 2018.

During this period, an interim report was produced as a public record of the first stage of consultation; this was issued publicly, to ensure it presents an accurate reflection of public feedback.

The Statement of Community Involvement adds to the initial Stage Report, and includes an overarching analysis and response to the public's feedback. It also tracks how the scheme has been informed by the consultation process, and finally outlines ongoing community engagement.

This document provides a detailed overview of the consultation process, the consultation tools, the findings from each consultation event and how the scheme has responded to these.

A record of materials used during the consultation process can be found in this report and in the Statement of Community Involvement Appendices.

1.2 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 38,000 students from 150 countries and over 11,000 staff.

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

UCL Bartlett and UCL Engineering Sciences established a collaborative space at Here East, the emerging technology hub at the Park. UCL at Here East brings together architects, engineers, computer scientists and many others to work side by side.



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.



Central Saint Martins

Stanton Williams Architects

Role: Design team lead

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

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

1.3 About UCL East

The vision

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

The UCL East Site is envisaged as a new model of how a university campus can be embedded within the local community, as an inviting and inclusive institution. This has been embodied in its 'Fluid Zone' concept, with lower floors of the university, encouraging the public to access the building through active frontages, a range of activities and events. UCL East will also provide world-leading research and education accompanied by entrepreneurship and innovation, fostering new opportunities for the area.

UCL East will help deliver the legacy transformation of the Park, alongside other projects at the neighbouring Stratford Waterfront site, forming a cluster of top universities, cultural institutions, enterprises and organisations which will showcase and generate outstanding art, dance, history, craft, science, technology and design.

The outline application for UCL East was submitted jointly by UCL and LLDC in May 2017 to the Local Planning Authority, the LLDC Planning Policy and Decisions Team (PPDT). The outline application is based upon an illustrative masterplan produced by LDA Design on behalf of UCL and LLDC. In May 2018, the outline planning application was approved by the Local Planning Authority.

The next steps towards developing the university's new campus includes the RMA applications for Pool Street West, Marshgate 1, and the associated public realm, providing the detailed designs for the two first buildings of UCL East.

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

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

UCL East will:

- House new activity not currently offered at UCL's Bloomsbury Campus.
- Serve as a model for a university campus of the future.
- Provide an outstanding environment for learning and scholarship for students, staff, collaborators and the public.
- Play a central role in the sustainable development of East Bank (previously cultural and education district) and east London.



Masterplan illustrative view of UCL East in section from the south (representing the 'Fluid Zone').

UCL East Academic Vision

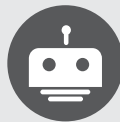
The UCL East team have been working closely with staff, students, LLDC, local communities, as well as designers, planners and other professional consultants, to develop the vision for what UCL East will be and what it will be home to.

This process has culminated in the creation of an ambitious academic vision for UCL East, developed from the ground up.

The faculties involved in Phase 1 have worked together to identify four themes, which bring together and integrate the various academic activities:



Making: Focusing on “learning by doing”: hands-on teaching and research around making, imaging and manufacturing. We’ll have flexible project spaces, workshops and specialised teaching laboratories.



Originating: A hub for innovation activities, focusing on the intersection between humans, their social interactions and technology - ranging from robotics and cultural technology to future manufacturing and global cities. We’re creating new courses for students in these areas and establishing new incubation facilities for start-ups.



Connecting: Reinventing the way UCL connects with the public, creating shared academic and public spaces which are inviting and approachable. We’re providing access to learning and to research findings through indoor and outdoor spaces for festivals, performances, collections and exhibitions.



Living: Integrating the Park into the learning experience as a ‘living laboratory’, engaging people with their natural environment, and creating the space to debate the past, present and future of London. There will be residences for students, promoting a new approach to holistic university life.



Illustrative view of Marshgate 1 and Pool Street West from London Aquatics Centre looking south

1.4 About Marshgate 1

Phase 1 of UCL East will deliver public realm spaces and the two first buildings of the new campus: Marshgate 1 and Pool Street West. Marshgate 1 will be the main academic building, with Pool Street West providing mainly student accommodation as well as academic space.

Marshgate 1 will feature spaces for workshops, labs and exhibition spaces with a series of interconnecting spaces for academic and public use, opening onto the riverside.

Marshgate 1 will serve as the centre for the UCL East academic vision. UCL East has established some clear objectives through previous consultation conducted on the illustrative masterplan. A 'Fluid Zone' is provided on the first two floors of the building, stretching out to the promenade, with academic activities and exhibition spaces accessible to the public.

The academic vision for Marshgate 1, including a summary of activities and uses, are shown on the right.

Marshgate 1 Academic Vision



The **Culture Lab**, which will offer teaching, research and engagement spaces, underpinned by new educational programmes in making, media, conservation & heritage, and public history. Activities and facilities at Marshgate 1 will include a media lab, an object-based learning laboratory, and a suite of conservation facilities.



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



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



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



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



Flexible workshop space



Café and social study space



Public uses and programme

UCL East sites

The UCL East site is located neighbouring the London Aquatics Centre and the ArcelorMittal Orbit. The first phase of UCL East, composed of the Marshgate 1 and Pool Street West sites, will focus around Waterworks River, helping to establish a strong presence within the Park. By keeping away from Loop Road, it also ensures that future development and construction will not affect existing operation and University life.



UCL East Sites, including Phase 1 plots: Marshgate 1 and Pool Street West

1.5 Planning Context

An outline planning application for the UCL East Masterplan was submitted in May 2017 jointly by the LLDC and UCL. Outline planning applications aim to determine whether a scheme would be acceptable by a local planning authority. If approved, these are followed by fully detailed proposals. In May 2018 the LLDC Planning Policy and Decisions Team (PPDT), as well as the Mayor of London, approved the outline application for UCL East.

The first phase of UCL East comprises of the Marshgate 1 and Pool Street West plots, and associated public realm, for which separate detailed planning applications have been submitted in September 2018.

The Reserved Matters Approval (RMA) applications for Pool Street West, Marshgate 1, and the public realm will be reviewed by the LLDC PPDT, in order for UCL East to open its doors to the university and local communities in 2021. The RMA applications and associated documents will be available on the LLDC's Planning Register website to be viewed or commented on.

Construction is due to start in 2019, with the first building Pool Street West, expected to be ready for September 2021. The second building, Marshgate 1, will have a phased opening, starting in September 2022.

Planning timeline



CHAPTER 02
CONSULTATION PROCESS

UCL EAST PHASE 1 | MARSHGATE 1

AT QUEEN ELIZABETH OLYMPIC PARK

CHAPTER 2

CONSULTATION PROCESS

2.1 Community Consultation Overview

Soundings was appointed by University College London to carry out community consultation to inform stakeholder engagement on Phase 1 of UCL East. The aims of this process have been to:

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

Consultation on Marshgate 1 was a two-stage process, involving stakeholders and the community at key design stages. The consultation on Marshgate 1 has been conducted jointly with Pool Street West, presenting the first phase of UCL East as a whole.

This chapter describes all events and activities carried out on UCL East's Marshgate 1. The following is a broad overview of consultation stages 1-2, presenting engagement statistics, aims and objectives of stages, timeline of events, and details regarding which stakeholder groups were involved, why and how.



2.2 Summary of Consultation Events & Stages

The community consultation process on UCL East Phase 1 followed the public engagement previously conducted on the university's Masterplan from 2015 to 2016, providing consistency in information sharing and community engagement.

Consultation events have taken place at both UCL Bloomsbury and around the site in Stratford, to ensure that the two key groups impacted by the plans have been provided the opportunity to have their say.

Findings from engagement have been shared with the design teams and UCL project team to be considered and help inform the design development.



UCL Sabbatical Officers Walkabout, October 2017



Stratford Library exhibition, October 2017



UCL Bloomsbury exhibition, October 2017



Legacy Youth Voice session, March 2018



UCL Bloomsbury exhibition, March 2018

Consultation Stages

Initial consultation events were carried out in May 2017 on UCL East Phase 1 and Pool Street West, providing communication and information on the development of the new campus.

The First Stage of public consultation activities on Marshgate 1 took place in October 2017, raising awareness and presenting the initial design for the plot within UCL East Phase 1.

The Second Stage of community consultation took place in March 2018, presenting updates to Marshgate 1, Pool Street West, and the associated public realm.

Events and involvement statistics

Since autumn 2017, over 650 people have been engaged over the course of the community and public consultation for UCL East's Marshgate 1, through drop-in exhibitions and targeted workshops.

There have been nine public drop-in exhibitions on the development, which received a total of 175 feedback forms from the public and UCL staff and students. Over 450 individual comments have been given on UCL East and Marshgate 1.

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

Feeding into the detailed design

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

Below is an overview:

- Members of the project team attended all consultation events to discuss the project and hear feedback first-hand.
- Initial findings from events were fed back to the wider team shortly after events.
- Dedicated sessions were held with the project team to present and discuss consultation findings.
- Stage reports recorded the process, findings and team responses to feedback.

Over the course of the public engagement, the design team aimed to listen to and respond to the views expressed through consultation. As the design developed Soundings have tracked how community feedback has informed the design. See Chapter 5 Tracking Changes for more details on this.



2.3 Stage Aims & Objectives

The consultation events on UCL East Phase 1 conferred information about both Marshgate 1 and Pool Street West, presenting the campus as a whole. Each stage aimed to provide further information on the project's development and gather the public's views on the scheme.

The timeline below portrays the Stages for both schemes.

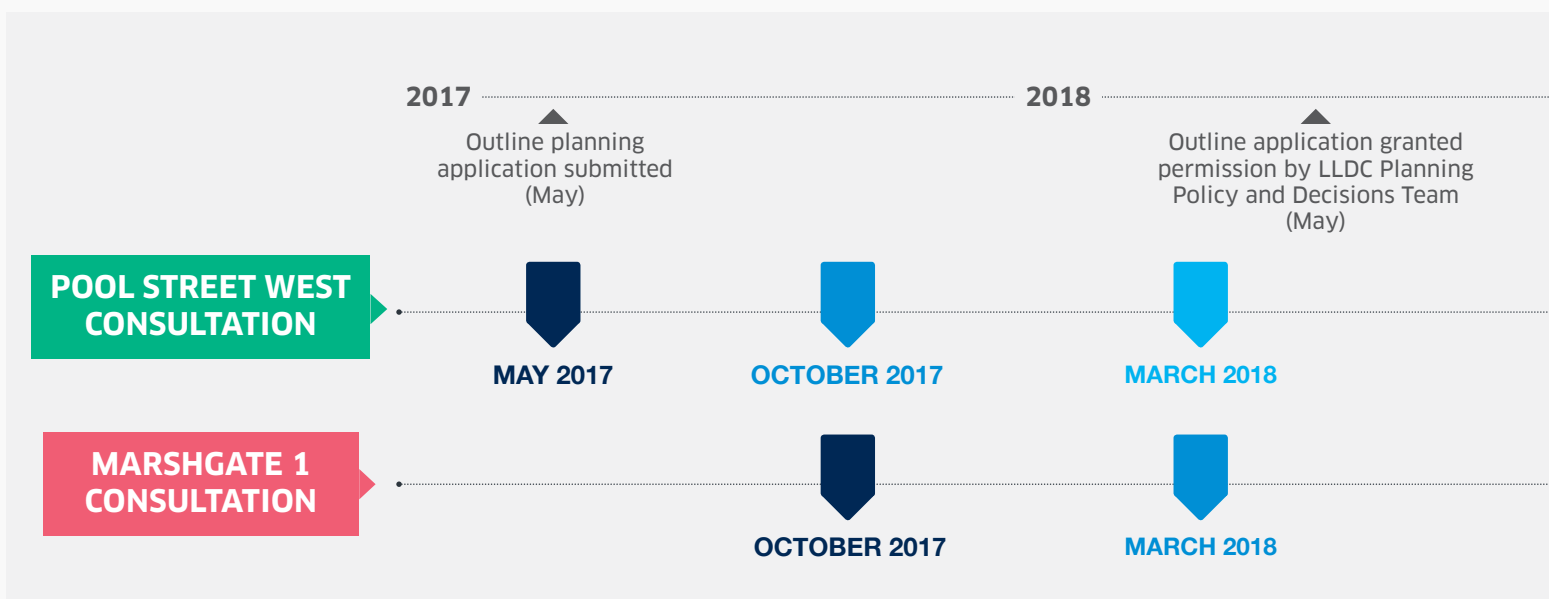
Stage 1 | Concept Designs

- The first consultation events introducing Marshgate 1 were held in October 2017, following the first stage of events held on Pool Street West in May 2017.
- The stage aimed to present the initial design of the proposal and its academic vision to UCL staff and students, local stakeholders and communities, including key groups such as youth.
- Consultation focused on gaining an understanding of both UCL and local issues and aspirations for UCL East Phase 1.
- Findings from engagement were fed back to the design team to test the early design concepts and help inform development of the developed design.

Stage 2 | Developed Designs

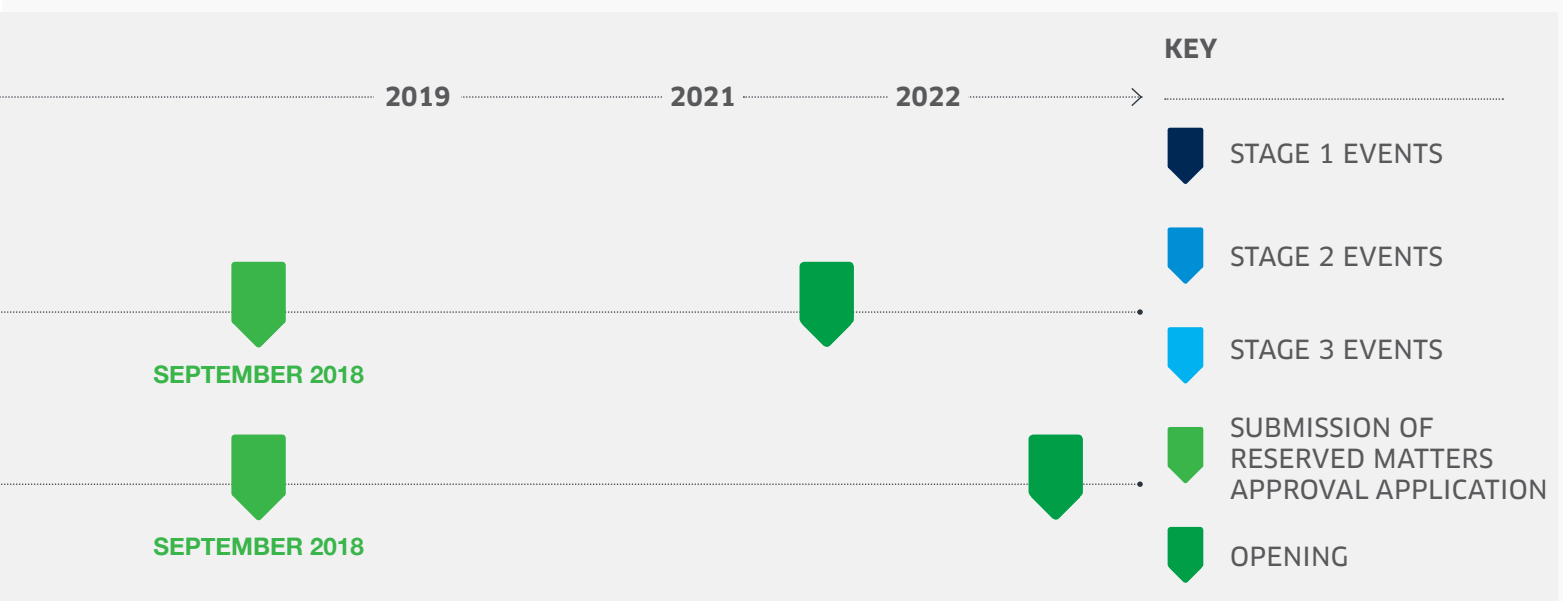
- Stage 2 consultation presented the developing design approach in March 2018.
- The goal of the stage was to share the latest designs of the scheme – providing further detail to the building's features, fit out, public and academic uses, as well as details regarding the public realm.
- The design team illustrated how Marshgate 1 will connect and engage with the local area, and present possible uses and activities in its public areas.

Consultation timeline





UCL Bloomsbury Campus, March 2018



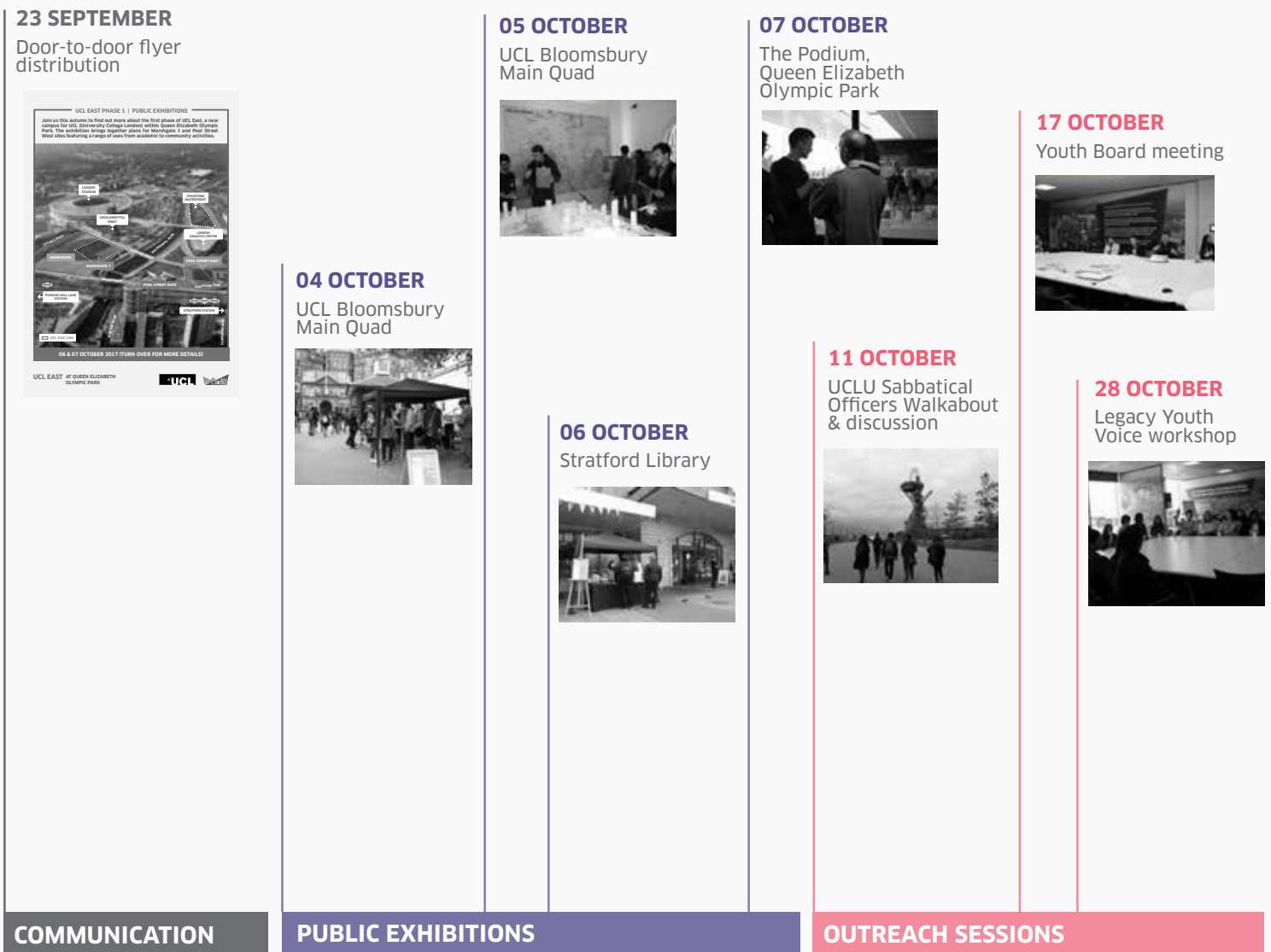
2.4 Diary of events & involvement

The two-stage process on Marshgate aimed to involve as many people as possible through a variety of events and activities that were accessible and appropriate to those involved.

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

The timeline below is a summary of the public and community engagement from October 2017 to March 2018.

Event details can be found on the following pages.



COMMUNICATION

PUBLIC EXHIBITIONS

OUTREACH SESSIONS

2017 SEPTEMBER OCTOBER

STAGE 1

14 MARCH

Chobham Academy



16 MARCH

Stratford Library



17 MARCH

The Podium,
Queen Elizabeth
Olympic Park



20 MARCH

UCL Bloomsbury
Main Quad



21 MARCH

UCL Bloomsbury
Main Quad



17 MARCH

Legacy Youth
Voice workshop



21 MARCH

UCLU Sabbatical
Officers discussion



PUBLIC EXHIBITIONS

OUTREACH SESSIONS

2018 MARCH

STAGE 2

2.5 Stage 1 Activities & Event Details



Exhibition at Stratford Library
6 October 2017



Exhibition at UCL Bloomsbury
4 October 2017



Exhibition in Queen Elizabeth Olympic Park
7 October 2017

Exhibitions

Public exhibitions were held in both UCL Bloomsbury Campus and Stratford in October 2017. The events aimed to provide an overview of UCL East Phase 1, with first stage concept designs for Marshgate 1 alongside second stage detailed designs for Pool Street West, and associated public realm. The open format of drop-in exhibitions allowed a cross-section of local and UCL members to engage with presentation boards and project at their own pace.

Exhibition materials included:

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

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

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

UCL Bloomsbury Exhibitions

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

The UCL Bloomsbury events were communicated through emails to consultees from the masterplan and Pool Street West's May 2017 Stage 1 consultation who wished to remain informed, as well as through UCL e-newsletters and updates on the dedicated UCL East webpages and UCL homepage.

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

Event details

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

Stratford Exhibitions

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

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

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

Event details

1. Stratford Library
Friday 6 October | 3pm – 7pm
2. The Podium, Queen Elizabeth Olympic Park.
Saturday 7 October | 12pm – 5:30pm



UCLU Sabbatical Officers walkabout
11 October 2017



Legacy Youth Voice session
28 October 2017



Youth Board session
17 October 2017

Outreach Sessions

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

Previous contact had been established with these groups as part of the UCL East Masterplan and Pool Street West Stage 1 consultation process in May 2017.

UCLU Sabbatical Officers session

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

The project team took the Sabbatical Officers on a walk around the site, followed by a review of the proposals shown at the exhibitions and a group discussion. See Chapter 4 for further details on their views.

Event details

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

Attendees:

4x Sabbatical Officers
1x UCLU Chief Executive Officer
5x project team members

Legacy Youth Voice session

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

The outreach session began with presentations of Marshgate 1 and Pool Street West, followed by group workshop sessions and a collective discussion. Findings are discussed in pages 68-72.

Event details

Saturday 28 October 2017 | 1pm – 3pm
Location: LLDC, 1 Stratford Place, E20 1EJ

Attendees:

29x Legacy Youth Voice members
6x project team members

Youth Board session

The Youth Board are young adults that represent and make decisions on behalf of the Legacy Youth Voice, ensuring that the voices of young people are heard at a strategic level, through their ongoing engagement with and the LLDC.

Members of the project team presented the initial proposals for Marshgate 1 alongside Pool Street West developed designs, followed by a group discussion with the Youth Board. For more details please refer to pages 68-72.

Event details

Tuesday 17 October | 6pm – 7pm
Location: LLDC, 1 Stratford Place, E20 1EJ

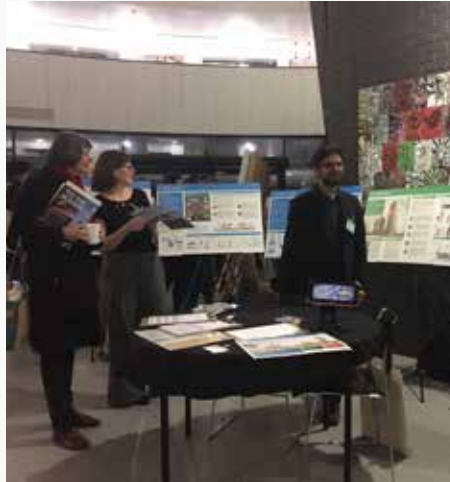
Attendees:

7x Youth Board members
7x project team members

2.6 Stage 2 Activities & Event Details



Exhibition at UCL Bloomsbury
21 March 2018



Exhibition at Chobham Academy
14 March 2018



Exhibition at Stratford Library
16 March 2018

Exhibitions

The last round of public engagement in March 2018 included public exhibitions, in both UCL Bloomsbury Campus and Stratford venues. The events presented second stage detailed designs for Marshgate 1, third stage final designs for Pool Street West, public realm designs, and aimed to inform and gather a cross-section of local and UCL views on the proposals. The events took the form of public drop-in exhibitions, presenting design boards and allowing those who stopped by to speak with the project team and leave feedback.

Exhibition materials included:

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

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

UCL Bloomsbury Exhibitions

Two exhibitions were held in the UCL Bloomsbury Main Quad, on Tuesday 20 and Wednesday 21 March. Consultees included UCL students and staff, as well as the occasional visitor to the campus.

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

Approximately 186 people were engaged with, and 26 feedback forms received on Phase 1 of UCL East, relating to both Pool Street West and Marshgate 1 plots.

Event details

1. UCL Bloomsbury, Main Quad
Tuesday 21 March | 11am - 3pm
2. UCL Bloomsbury, Main Quad
Wednesday 22 March | 11am - 3pm

Stratford Exhibitions

Exhibitions were also held locally to Stratford, first at Chobham Academy as part of the LLDC 'Your Neighbourhood Talks' event on Wednesday 14 March, then at Stratford Library on Friday 16 and in Queen Elizabeth Olympic Park on Saturday 17 March. These raised further awareness of UCL East's Marshgate 1 and Pool Street West, as well as providing opportunities for local feedback.

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

Approximately 97 people were engaged and 26 feedback forms received on Phase 1 of UCL East, relating to both Pool Street West and Marshgate 1 plots.

Event details

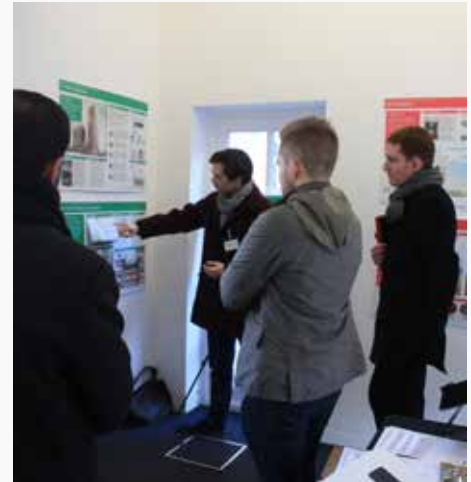
1. Chobham Academy
Wednesday 14 March | 6:15pm - 9pm
2. Stratford Library
Friday 16 March | 3pm - 7pm
3. The Podium, Queen Elizabeth Olympic Park.
Saturday 17 March | 11am - 3pm



Exhibition in Queen Elizabeth Olympic Park
17 March 2018



Legacy Youth Voice session
17 March 2018



UCLU Sabbatical Officers Exhibition viewing
21 March 2018

Outreach Sessions

Stage 2 mirrored the previous rounds of targeted outreach sessions, providing continuity with the regular outreach session groups, facilitating in-depth discussions with local youth and UCL student groups.

Previous contact had been established with these groups as part of the UCL East Masterplan consultation process and UCL East Phase 1 engagement.

Legacy Youth Voice session

This was the second session with the LYV conducted on Marshgate 1.

The outreach session began with the group viewing the public exhibition boards and physical model at the Podium in the Park, to then break into group discussions based on topic questions relating to UCL East, Pool Street West and Marshgate 1. Findings are discussed in Chapter 4.

Event details

Saturday 17 March 2018 | 11am - 12pm
The Podium, Queen Elizabeth Olympic Park

Attendees:
25x LYV members
6x project team members

University College London Union (UCLU) Sabbatical Officers session

To follow up on the previous walkabout the UCL East site in October 2017, the Sabbatical Officers were invited to view the exhibition boards and materials after the UCL Bloomsbury drop-in event.

A member from UCL and each design team presented the latest updates to the schemes and answered the Officers' ensuing questions. As elected student representatives, UCLU officers provided their feedback on the current designs of UCL East Phase 1. See pages 72-73 for further details on their views.

Event details

Wednesday 22 March | 3:30pm - 4:30pm
UCL Bloomsbury, Main Quad

Attendees:
3x Sabbatical Officers
3x project team members

2.7 Mapping Consultees & Demographics

Exhibition demographics

To verify consultation with a representative cross-section of the local community, the team kept an observational record of broad age groups, ethnicity and gender at the exhibition events.

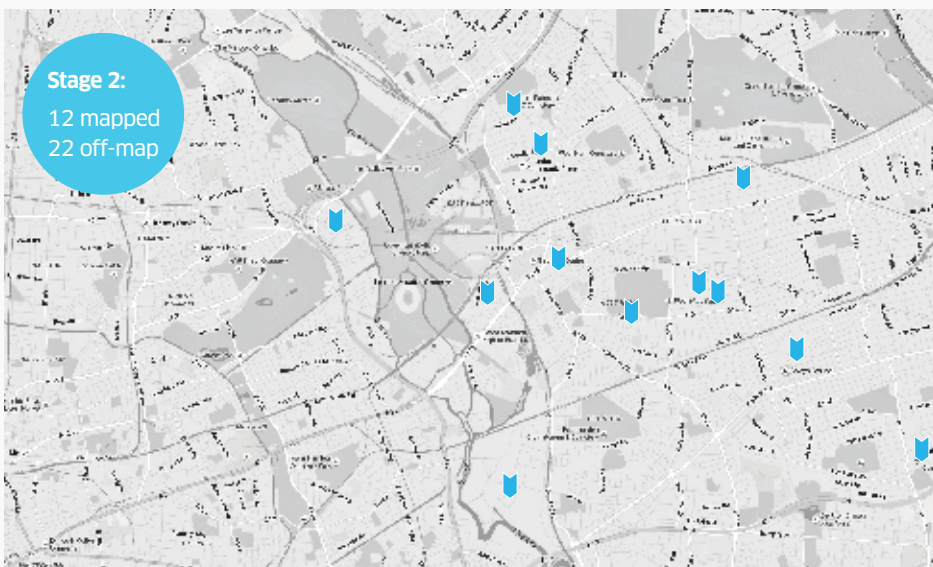
This provides a reference of the groups that have been engaged, and allows for comparison against local census data. It is important to note that the demographics data does not include those engaged with during outreach sessions, and is therefore not representative of the overall process, but of drop-in exhibitions. Below are some key observations.

- In average there were slightly more men than women present at exhibitions.
- There has been a slight over representation of people under 25 (by 11%) and shortfall of those 25-35 (by 15%) at the exhibitions. This may be due to high student feedback received while on UCL's campus.
- There is an under representation of BME groups (by 14%).
- Conscious of typically hard to reach groups, targeted outreach sessions with local youth groups aimed to balance underrepresented young and BME groups.

PUBLIC EXHIBITIONS					
	Average from all Stage 1 Exhibitions	Average from all Stage 2 Exhibitions	Average from all stages Exhibitions	Ward average	Exhibitions to Average comparison
Gender					
Male	60%	64%	62%	52%	+10%
Female	40%	36%	36%	48%	-10%
Age					
Under 25	45%	45%	45%	34%	+11%
25-35	17%	20%	18.5%	34%	-15.5%
36-55	29%	24%	26.5%	21%	+5.5%
Over 55	10%	12%	11%	11%	0
Ethnicity					
White	55%	55%	55%	41%	+14%
BME	45%	45%	45%	59%	-14%

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

*The demographics table does not include those we engaged with through outreach sessions. For more information on the outreach sessions please refer to Chapter 4.



Local attendance mapping

At each stage of consultation, Soundings produced a geographical mapping of event attendees who provided address details or a postcode. Although these only capture a proportion of all consultees, it gives an indication of where attendees come from in the local area.

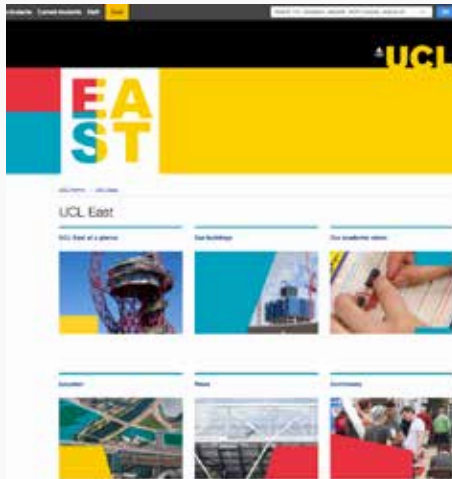
To the left is a mapping of people who gave feedback at the public exhibitions. This gives a broad indication of where those engaged live in relation to the project. As UCL participants are a community of interest rather than of proximity to the site, they have not been included on the map and their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

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

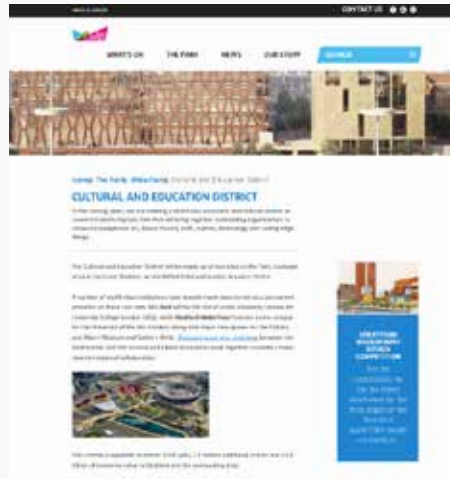
Attendees have been predominantly from the E15 area and the majority of other attendees from neighbouring areas (E7, E16).

Note: These figures are taken from the people that filled in contact details in feedback forms at the exhibitions events, with UCL consultees representing the majority of the "off-map" participants.

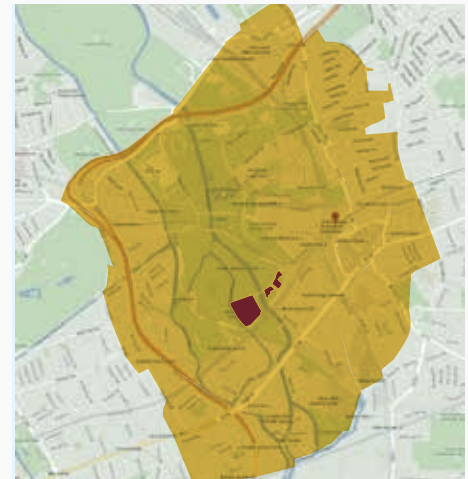
2.8 Communications & Promotion



UCL website



Queen Elizabeth Olympic Park website



Event flyer distribution area

Websites

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

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

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

Flyers

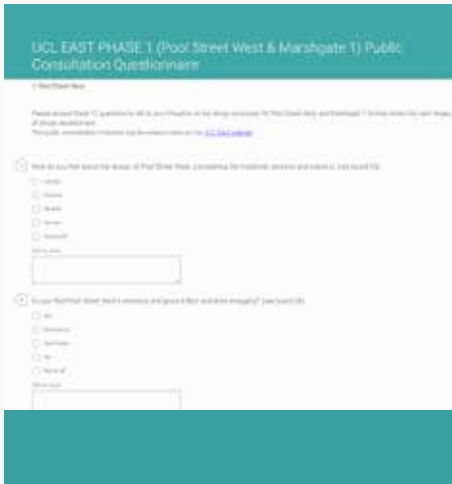
At each stage of consultation, approximately 21,000 event flyers announcing the public consultation events were delivered to households and businesses surrounding the site.



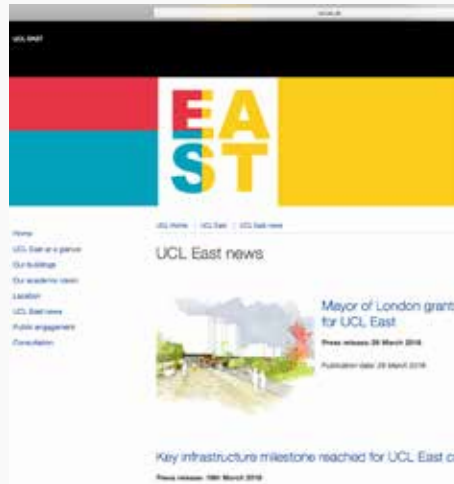
Event flyers

UCL communications

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



Stage 2 online feedback form



UCL East news page



Queen Elizabeth Olympic Park Twitter account

Online feedback form

To ensure giving feedback was as convenient as possible, an online feedback form was also during and after the final stage of public consultation. The link to the online feedback form was provided on Queen Elizabeth Olympic Park and UCL websites, as well as advertised on the flyer distributed locally.

SurveyMonkey website:
www.tinyurl.com/UCLEast

Emails & newsletter

Approximately 600 people who were previously engaged in the masterplan process, including local groups and stakeholders, were emailed a copy of the flyer at each stage of consultation.

The consultees who provided their details were included in promotional communications of further events.

Social media

To raise awareness of the consultation and promote how people can stay involved, events were advertised on Queen Elizabeth Olympic Park Twitter and Facebook account and UCL social media accounts.

CHAPTER 03

FINDINGS

UCL EAST PHASE 1 | MARSHGATE 1

AT QUEEN ELIZABETH OLYMPIC PARK

CHAPTER 3

FINDINGS

3.1 Chapter Overview

The two stages of public consultation events held on Marshgate 1 aimed to share information and provide details on UCL East Phase 1 and its first academic building, to both the current UCL community as well as to the local Stratford community. This entailed raising awareness on the designs, making the design teams accessible to the public, and gathering feedback from the community.

The public exhibition events displayed designs for UCL East's public realm, Marshgate 1 and Pool Street West.

The following chapter provides detailed analysis of all feedback gathered from the exhibitions.

The analysis is structured as follows:

- First an introduction to each stage, with key facts and figures
- Summary of the responses by topic, with an overview of the tick-box feedback
- Question by question detailed analysis of comments from the UCL and local communities



UCL Bloomsbury Campus, October 2017

STAGE 1 FINDINGS

3.2 Stage 1 Findings

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

The public exhibitions introduced the project team and presented the academic vision for Marshgate 1, history and context of the site, community involvement from the masterplan process, how the masterplan shaped the concept designs and finally the concept designs and plans for the building.

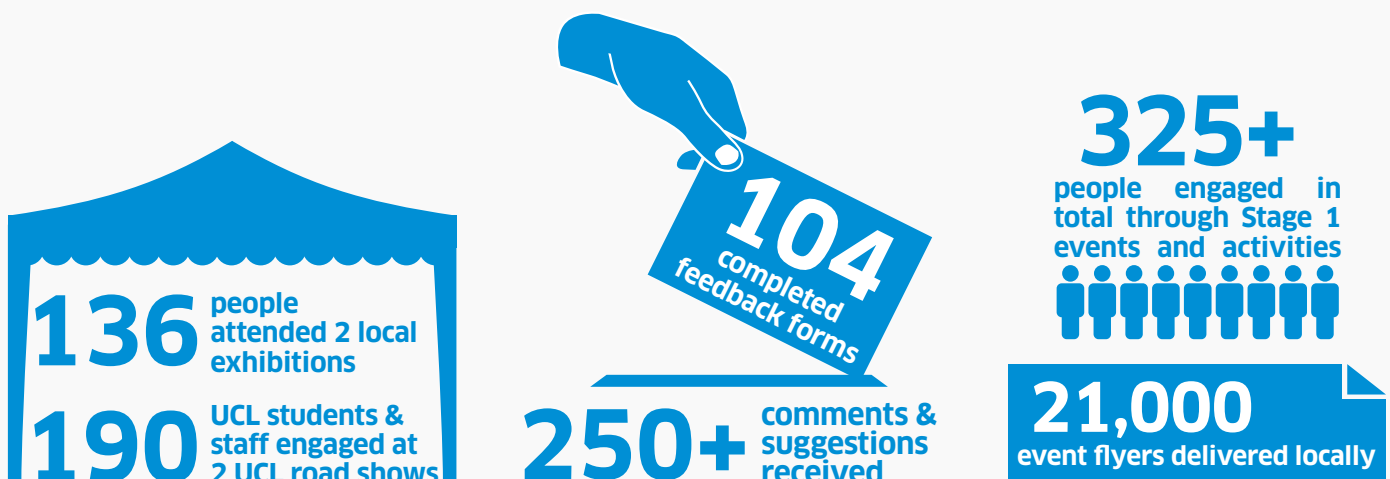
The public exhibition events displayed designs for the public realm, Marshgate 1 and Pool Street West. Further to the drop-in events, outreach sessions featured presentations and walkthroughs from the team followed by in-depth discussions with local youth and UCLU Sabbatical Officers, described in Chapter 4.

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

The following materials were used to collect feedback:

- Feedback forms, with 3 questions specific to Marshgate 1, 5 to Pool Street West, and 2 to UCL East
- Outreach session tablesheets and recordings

Stage 1 consultation statistics



3.3 Stage 1 Synopsis of Responses

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

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

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

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

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

STAGE 1 - SUMMARY OF RESPONSES

Design, Identity, Scale and Architecture:

When asked about UCL East, 80% of respondents selected feeling 'excited' and 'generally positive' on the designs for Marshgate 1 and Pool Street West (recorded in the first question).

Comments received were positive, finding Marshgate 1 to be open and modern, fitting well into the surrounding developments, and a good use of a currently empty space. A dozen responses also refer to Marshgate 1 as too big and modern to blend into the Park, as well as "rough", "inorganic", and "unexciting". Suggestions were made for more green and shared spaces for public use.

Through community outreach sessions, the UCL Sabbatical Officers showed support of the Fluid Zone, and wanted to see more on its character and identity, feeling it presented itself as a corporate building. The Legacy Youth Voice and Youth Board members were excited about the glass frontage as inviting, bringing vibrancy and people to the internal 'street' spaces.

Community Benefit, Facilities and Involvement:

There was prevalent appreciation of the building's openness to the public. This was valued as relevant to the locals, stimulating for the area, and as a potential tourist attraction.

A recurrent concern around public involvement was the lack of clarity on the public and private divide, with suggestions to advertise the use of the open spaces and activities both online and locally.

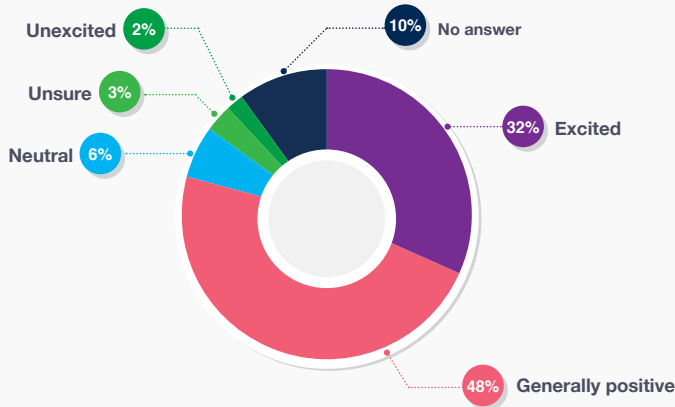
Open and Public Spaces:

All consultees were encouraged by public use of external spaces, animating the landscape. Certain concerns were that the campus may be isolated, or that public activity may disrupt studying. Although there was very little concern over loss of the currently empty plots, significant focus was expressed on integrating as much green space as possible - a vital quality of the area. Suggestions were made for additional seating, planting and colour around Marshgate 1.

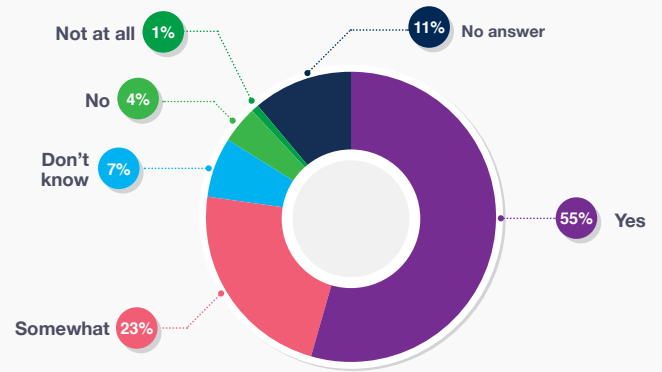
*Data is based on a total of 252 comments gathered through the 104 feedback forms from Stage 1 public consultation events. Response types are further discussed on [page 41](#).

Responses to UCL East Phase 1

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

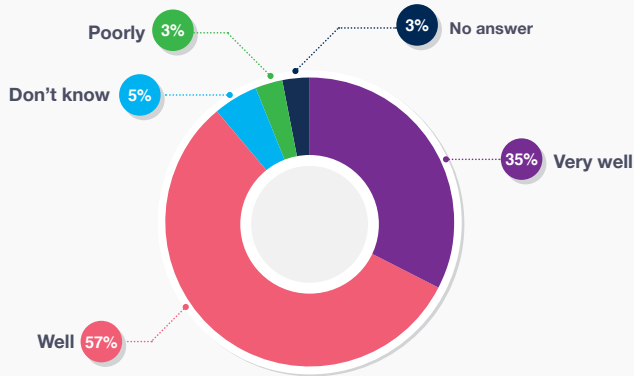


Q10. Do the Phase 1 designs work together and provide a strong presence?

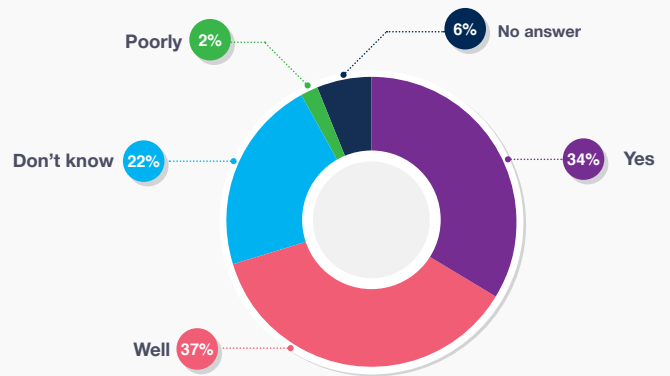


Responses to Marshgate 1

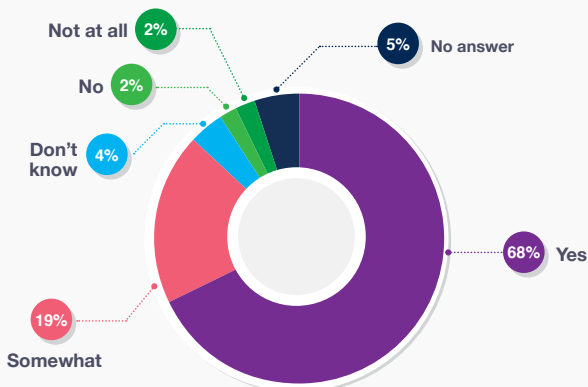
Q1. How well does the look of the building fit in with the Park and the local area?



Q2. How does the building connect the inside/outside & enable public to academic engagement?



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



3.4 Stage 1 Response Source & Type

Stakeholder category*

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

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



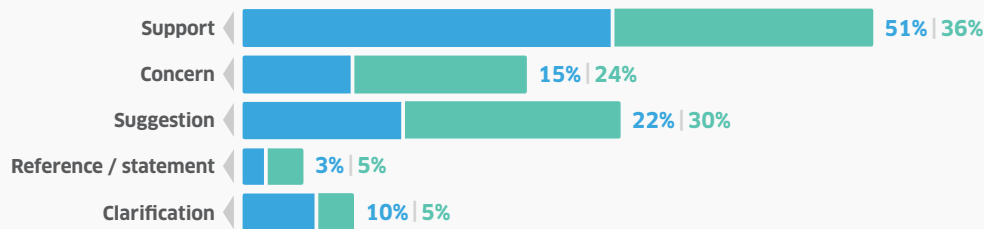
*Percentage of feedback forms received at Stage 1 public exhibition consultation events.

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

Response types*

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

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



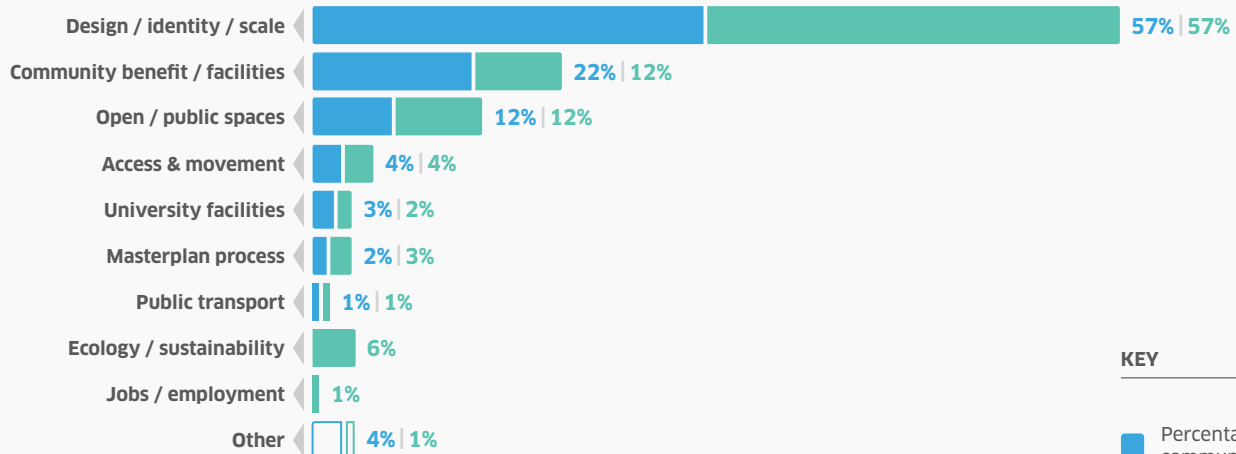
*Data is based on a total of 252 comments gathered through the 104 feedback forms, relating to both Marshgate 1 and Pool Street West.

Topics most discussed during Stage 1 of consultation

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

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

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

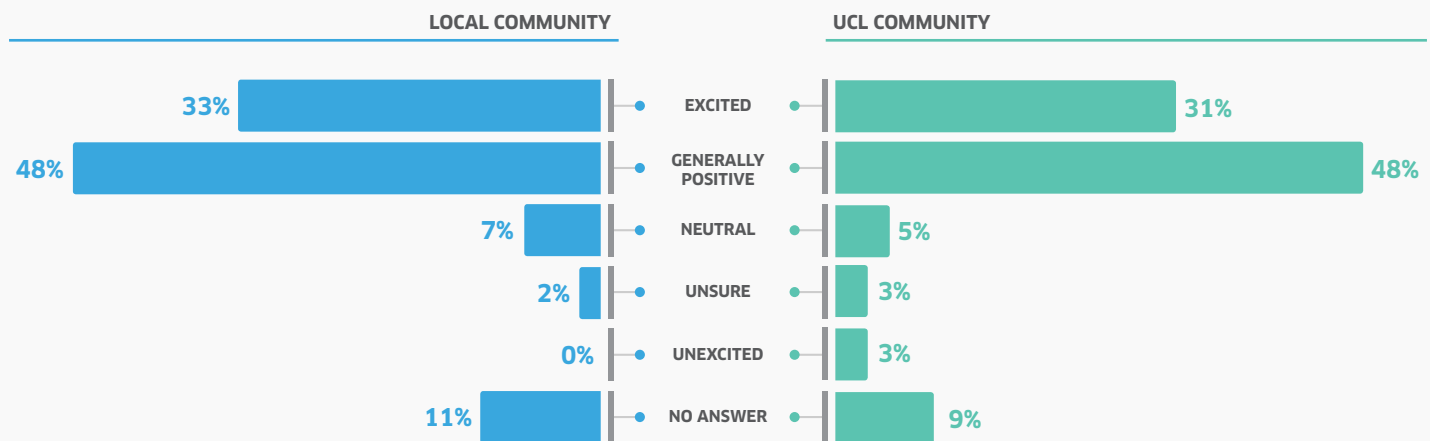


KEY

- Percentage of local community comments
- Percentage of UCL comments

3.5 Stage 1 Detailed Questions Analysis

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



Analysis*:

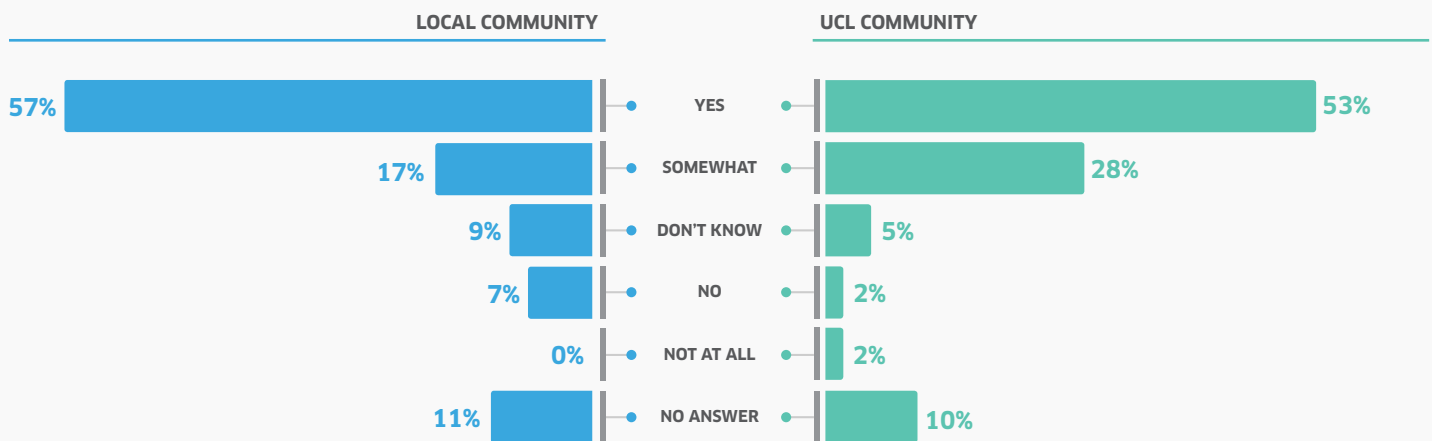
Feedback regarding the first stage of UCL East was positive, with 80% of respondents selecting 'excited' and 'generally positive' on the designs for both Marshgate 1 and Pool Street West. The local and UCL communities felt similarly excited about the overall designs of the project. Over 10% of the UCL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

A tenth of each stakeholder group did not provide feedback.

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

*18 respondents left written feedback; a total of 7 comments were collected from the local community and 11 comments from the UCL community.

Q10. Do you think the Phase 1 designs work well together and provide a strong presence in the Park?



Analysis*:

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

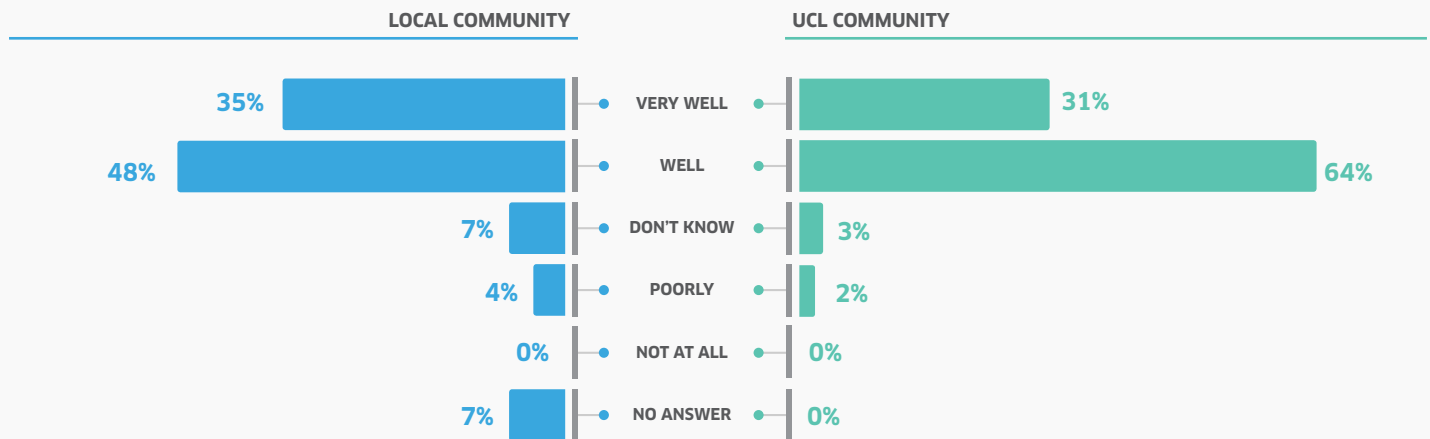
A tenth of each stakeholder group did not provide feedback.

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

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

*17 respondents left written feedback; a total of 8 comments were collected from the local community and 9 comments from the UCL community.

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



Analysis*:

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

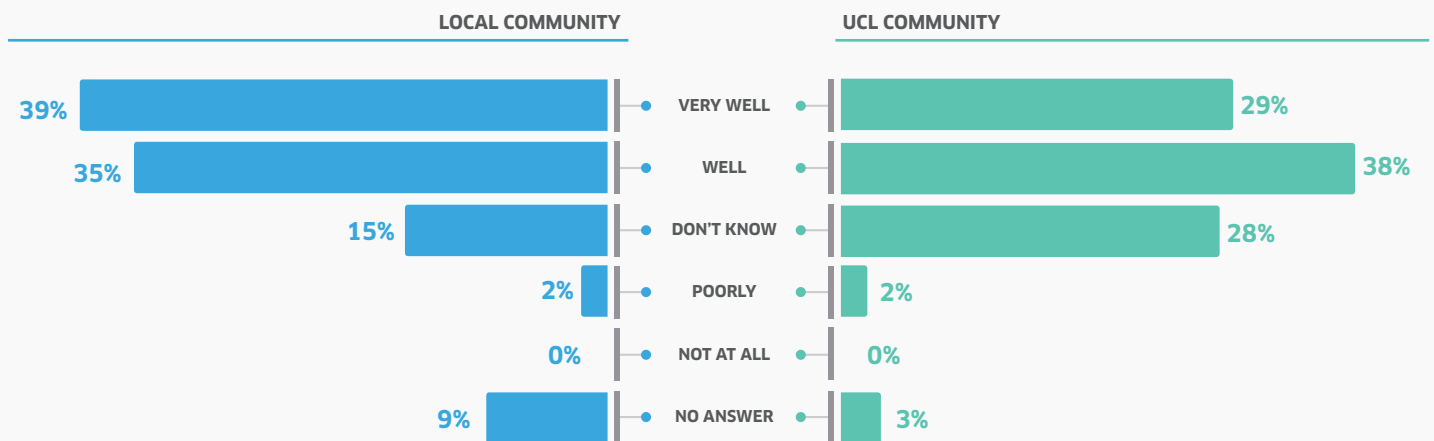
Only 4% of the locals and 2% of the UCL community considered that the building would fit 'poorly' within the area.

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

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

*37 respondents left written feedback; a total of 18 comments were collected from the local community and 19 comments from the UCL community.

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



Analysis*:

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

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

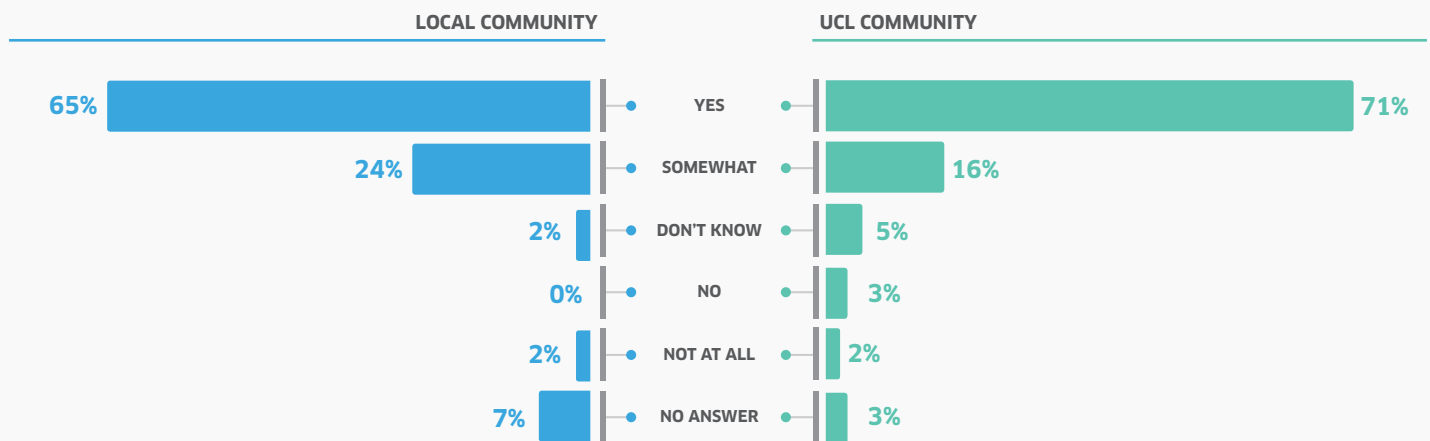
The opportunity for future public engagement was very well received, with feedback referencing UCL's ethos of being open to all.

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

Three of respondents expressed concern around potential disruption of academia by the animation in public spaces of the building.

*27 respondents left written feedback; a total of 9 comments were collected from the local community and 18 comments from the UCL community.

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



Analysis*:

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

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

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

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



UCL Bloomsbury Campus, October 2017



UCL Bloomsbury Campus, March 2018

UCL EAST PHASE 1 | MARSHGATE 1

AT QUEEN ELIZABETH OLYMPIC PARK

STAGE 2 FINDINGS

3.6 Stage 2 Findings

The final stage of public consultation events provided updated information and renditions of the latest detailed designs of UCL East Phase 1, as well as features of the outdoor spaces and landscaping.

The exhibition included descriptions of Marshgate's design updates, details on its material use, advancements made to its internal uses and features regarding public accessibility.

The public exhibition events displayed designs for both Marshgate 1 and Pool Street West. Associated outreach sessions were carried out, as with the previous stages, with the UCL Sabbatical Officers and the Legacy Youth Voice, further described in Chapter 4.

The feedback and findings on the following pages have been gathered from the exhibitions and outreach sessions.

The following materials were used to collect feedback:

- **Feedback forms, with 4 questions specific to Marshgate 1, 3 to Pool Street West, and 3 to UCL East as a whole**
- **Digital version of the feedback forms**
- **Outreach session tablesheets and recordings**

Stage 2 consultation statistics



3.7 Stage 2 Synopsis of Responses

Altogether, the second stage of public engagement on Marshgate 1 received positive feedback from consultees.

Through the March 2018 events, approximately 280 people attended five drop-in exhibitions, collecting 66 feedback forms. The exhibition materials and questionnaire were also available online, collecting five individuals' feedback. A total of 199 comments from 71 completed feedback forms were received. Aside from five respondents, the majority of consultees were not previously involved in the consultation process and were introduced to the project.

The feedback questions were directed to the specific plots of Pool Street West and Marshgate 1, with two additional questions focusing on the campus as a whole. An overview of the tickbox answers can be seen on the next page.

All comments have been considered and categorised by the topic it references, summarised to the right and further detailed in the following pages.

Over 75% of comments discussed one of the following three themes*:

- Design, scale and identity (37%)
- Community benefit (18%)
- Open and public spaces (22%)

STAGE 2 - SUMMARY OF RESPONSES

Design, Identity, Scale and Architecture:

Feedback received on the second stage of Marshgate 1 liked its overall look, describing it as ambitious, modern, contemporary, liking the brutalist architecture, and working well with its surroundings. Certain consultees disagreed, finding it to be plain, not exciting, or brutal. One consultee summarised the shared feedback by stating that brutalist architecture "will either be wonderful or grim".

The entrance and atrium of Marshgate 1 were well responded to, with comments describing it as impressive, open, welcoming and a good open space. Suggestions were made for the atrium, including vertical gardens or plants. Two consultees worried about empty or unused space in the atrium.

Community Benefit, Facilities and Involvement:

Consultees found Marshgate 1 to be inviting, with good activities and engaging interdisciplinary work. Two consultees expressed lack of clarity on which spaces could be entered and felt unsure of how this would be controlled.

The idea of public events held in Marshgate 1 was positively responded to, with individuals feeling excited about different workshops and experiences. Multiple suggestions were made on public lecture topics, and for events to be advertised locally to churches, health centres, schools and other educational groups.

Concerns were raised over the distance of UCL East from central London, and potential conflicts between work /class times and event times, impacting the perceptibility of easily attending events held in Marshgate 1.

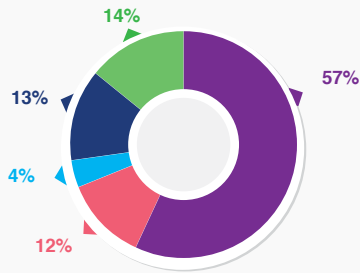
Open and Public Spaces:

One comment found that it ties in well with the Park. Two further comments warned of windy open spaces potentially affecting the open spaces.

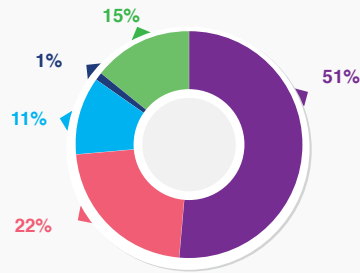
*Data is based on a total of 199 comments gathered through the 71 feedback forms from Stage 2 public consultation events. Response types are further discussed on the following pages.

Responses to UCL East Phase 1

Q8. Do you feel the designs of the two buildings work well together?



Q9. Do you like the landscaping and outdoor spaces?

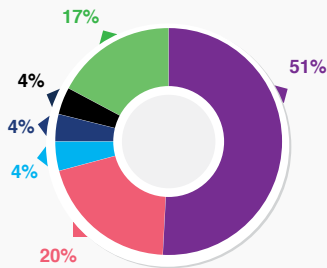


KEY

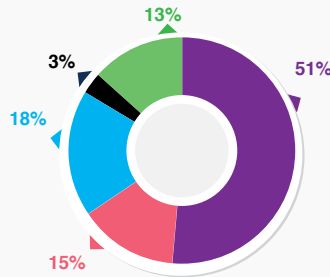
- Excited / Yes
- Positive / Somewhat
- Neutral / Don't know
- Unsure / No
- Unexcited / Not at all
- No answer

Responses to Marshgate 1

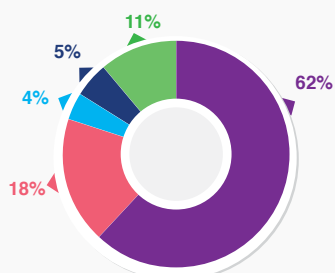
Q4. Do you consider the overall look and form of Marshgate 1 to be successful?



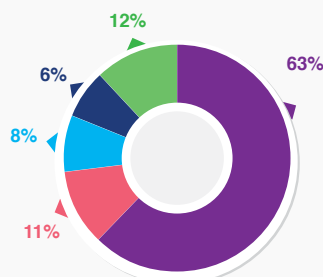
Q5. Is the relation between the public and university space in Marshgate 1 successful?



Q6. Do you like the entrance and atrium space of Marshgate 1?



Q7. Could you imagine yourself attending public events held in Marshgate 1?

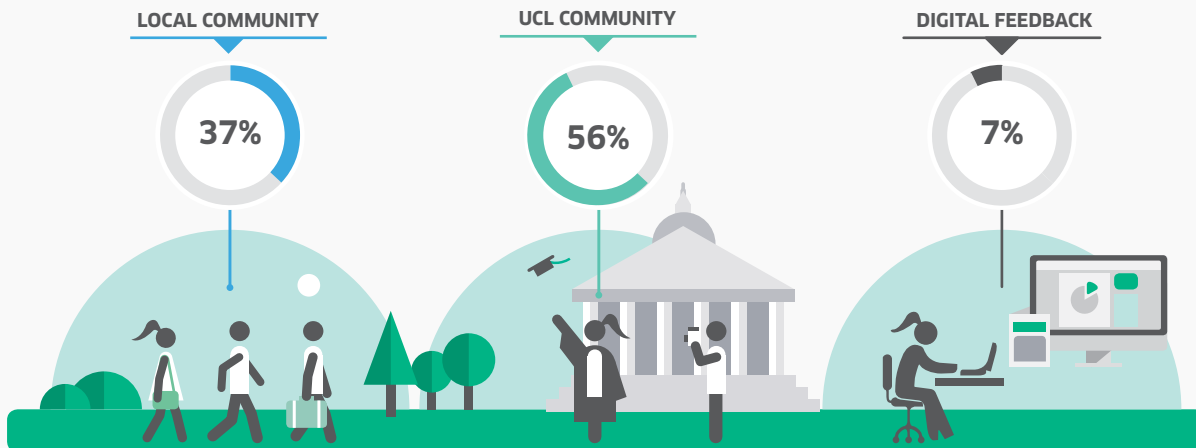


3.8 Stage 2 Response Source & Type

Feedback source*

Across all five exhibition events of Stage 2, 283 people attended. Of those, 66% attended events at the UCL Bloomsbury Campus, and 34% attended events local to Stratford, at Chobham Academy, the Stratford Library and at the Podium, on the Park.

Over Stage 2 of public engagement, 71 feedback forms were received in total. Of those, 37% were from the local community 56% from the UCL community, and 7% were received through the online version of the questionnaire.



*Percentage of feedback forms received at Stage 2 consultation events.

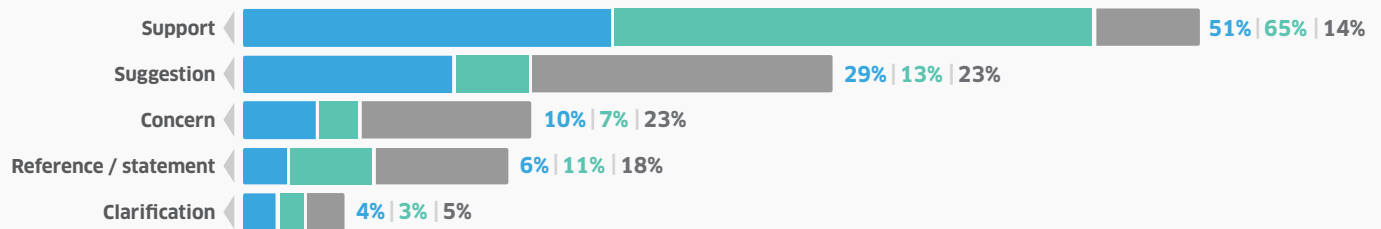
The following pages provide details on the tickbox feedback and comments left by consultees on UCL East Phase 1 generally, and specific to Marshgate 1.

Response types*

Of the 199 written comments received on feedback forms, Stratford respondents expressed support for the scheme, with over half of the responses expressing encouragement for the project. A respective 65% of the UCL community expressed support.

This differs from the previous stage findings, which was contrariwise. This may be due to the final stage presenting specific detail on public uses and activities in UCL East, on which local residents are interested and curious about, providing more suggestions of activities for local users.

The local community provided relatively more suggestions and concerns on UCL East than the UCL community did, as depicted below.



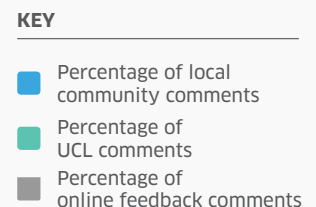
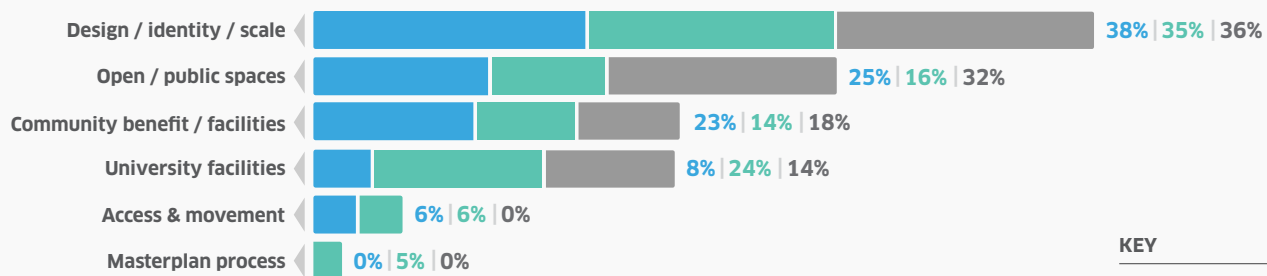
Topics most discussed during Stage 2 of consultation*

Below are the topics under which the 199 written comments were categorised by, illustrating the most recurrent themes discussed during consultation.

The UCL community provided more comments concerning the university facilities, with this stage of consultation presenting further detail of academic activities.

The Stratford community provided relatively more comments concerning community benefits and facilities, as a stakeholder group with particular interest in ensuring the integration of the new university to the local area and people - through design looking welcoming, but also through public activities.

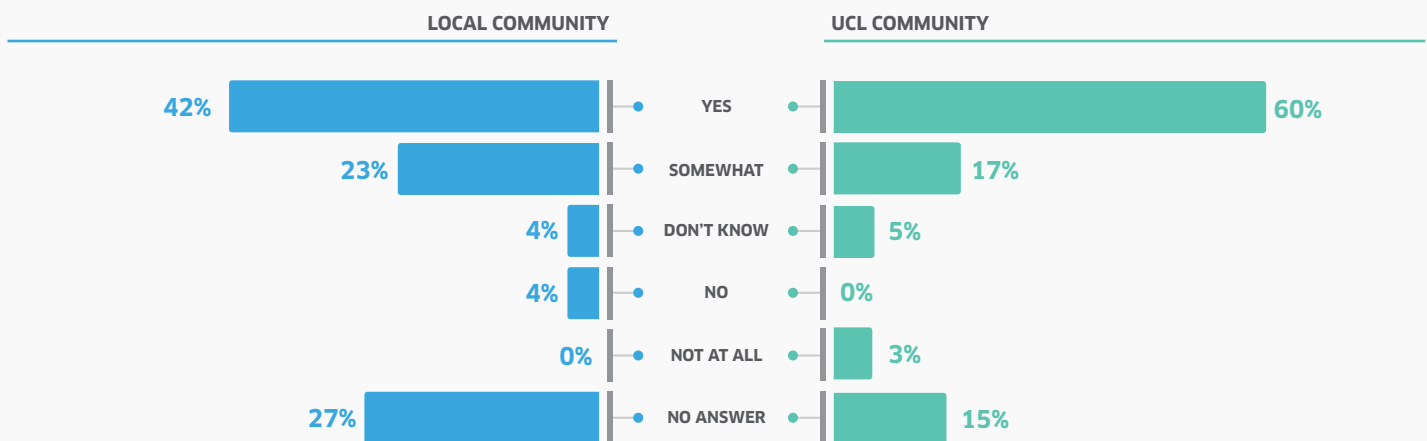
Of the 199 comments received at Stage 2 exhibition events, Marshgate 1 received 50 on its building-specific questions, with the highest number concerning its overall look and form, further discussed in the following pages.



*Databased on a total of 199 comments gathered through the 71 feedback forms received during Stage 2.

3.9 Stage 2 Detailed Questions Analysis

Q4. Do you consider the overall look and form of Marshgate 1 to be successful?



Analysis*:

The feedback on the look of Marshgate 1 was positive, with over 60% of locals and 70% of UCL communities finding it successful. The tickbox answers highlighted that the UCL community considers the overall design of Marshgate 1 to be successful, more so than the local community. A minor portion of both stakeholder groups do not like the look of the building.

A third of the consultees in Stratford did not answer the question, against 15% for the UCL community.

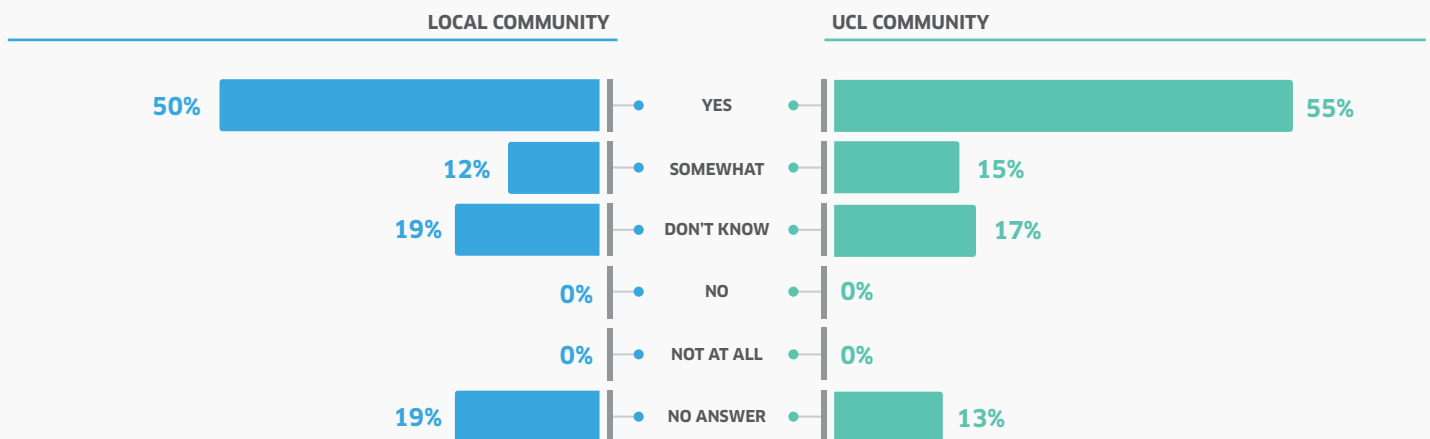
Eight of 18 consultees liked the overall look of Marshgate 1, describing it as "ambitious", "modern, contemporary, new!", enjoying the layered concrete and brutalist architecture, and finding it well designed, working with its surroundings.

Two comments found Marshgate 1 to look inviting with good activities, and with engaging interdisciplinary work.

Four comments described Marshgate 1 as plain or not exciting, and four concerns found it to be brutal, with one suggestion to soften the corners, and one for grey rather than steel cladding. One consultee expressed that the brutalist architecture "will either be wonderful or grim".

*18 respondents left written feedback; a total of 9 comments were collected from the local community, 8 comments from the UCL community and 1 from the Web consultation.

Q5. Is the relation between public and university space in Marshgate 1 successful?



Analysis*:

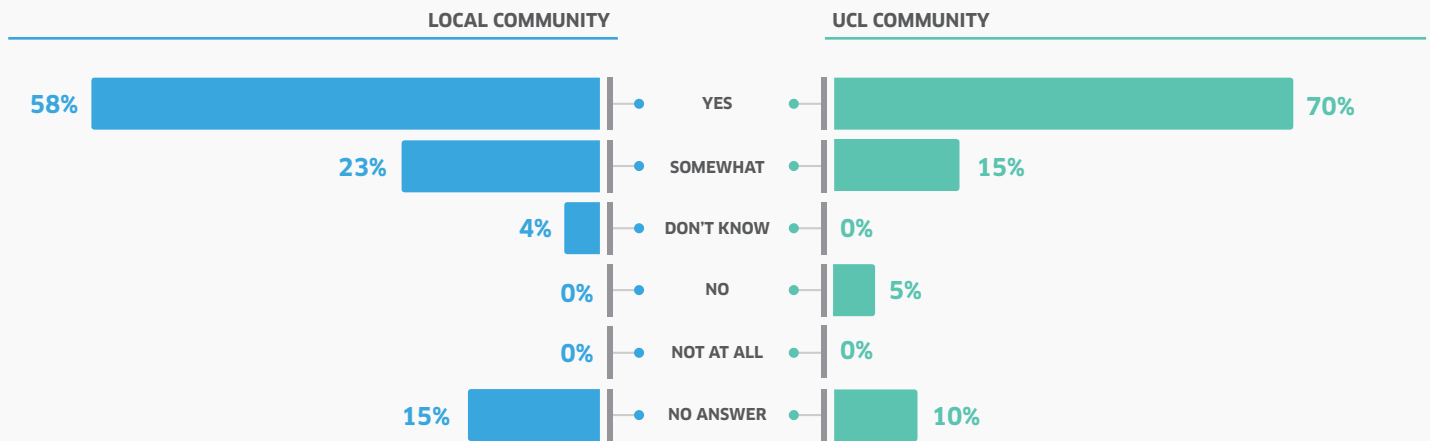
The majority of respondents found the relation between the public and private spaces in Marshgate 1 to be successful. Both stakeholder groups found the relation to be successful, however around a quarter expressed feeling unsure.

Two consultees found Marshgate 1 to be inviting, and tying in well with the Park. One comment expressed excitement about being able to "see and try different workshop experiences".

Certain consultees expressed wider area concerns; two comments highlighted potential effects of wind outside the building and the current low pedestrian footfall in the area, and one identified the Greenway as key for circulation around the campus and the Park.

*10 respondents left written feedback; a total of 4 comments were collected from the local community, 3 comments from the UCL community and 3 from the Web consultation.

Q6. Do you like the entrance & atrium space of Marshgate 1?



Analysis*:

Overall, both Stratford and UCL respondents found the atrium and entrance space in Marshgate 1 to be successful, with over 80% of respondents agreeing.

The entrance and atrium of Marshgate 1 were well responded to, with eight of 12 comments describing the spaces as "interesting and open", "nice central space", "impressive", "good open space, ties the building elements together", "open, welcoming and bright" and "pleased that it can be used more fully in

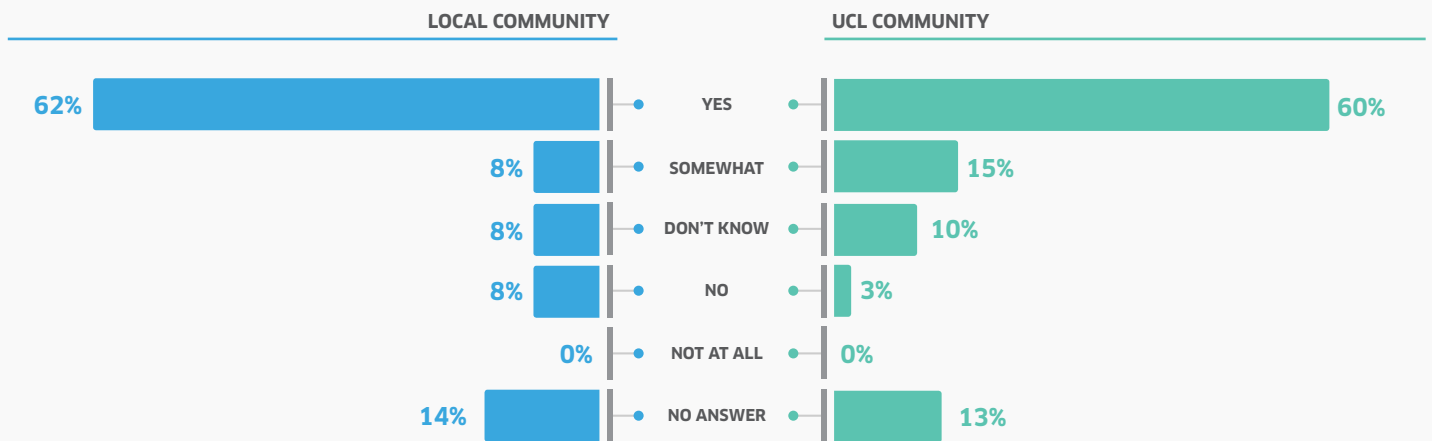
the future".

Suggestions were made for the atrium, including having vertical gardens or plants on the walls, as well as a "canopy to encourage people to sit outside even when the weather is not clement".

Two consultees worried about there being empty or unused space in the central atrium space.

*12 respondents left written feedback; a total of 4 comments were collected from the local community, 6 comments from the UCL community and 2 from the Web consultation.

Q7. Could you imagine yourself attending public events held in Marshgate 1?



Analysis*:

Over 75% of local and UCL stakeholders responded positively to the potential of attending events in Marshgate 1, with a slightly higher number of Stratford respondents answering 'no'.

This is the only question of the stage 2 consultation where Stratford respondents feel more positive than UCL respondents, suggesting locals from Stratford are more focused on the new publicly accessible uses at UCL East.

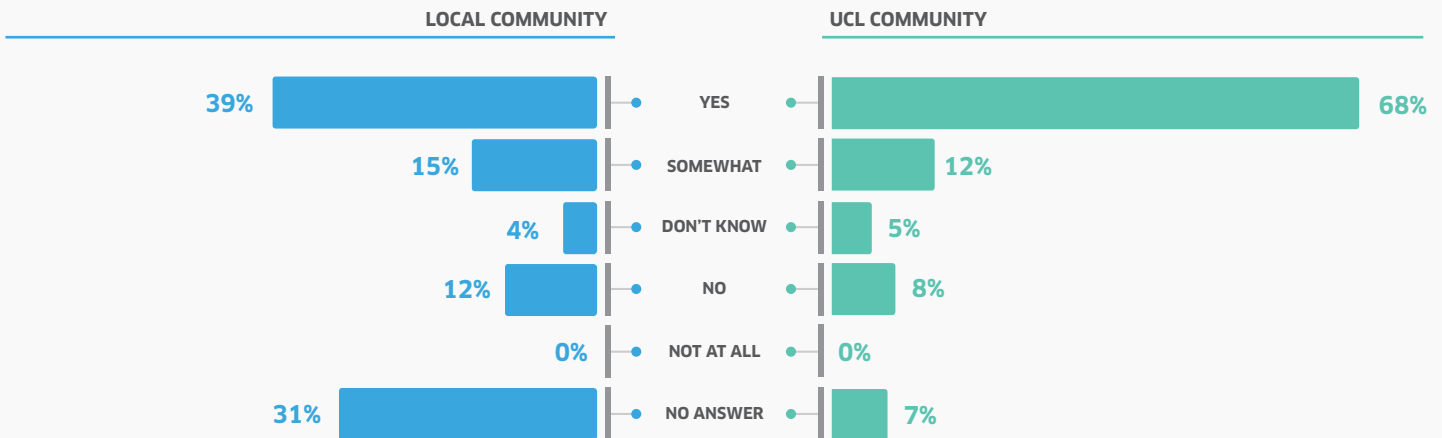
The idea of public events held in Marshgate 1 was well received by the consultees. One local resident suggested for Marshgate 1 to hold lectures on topics such as local social projects, new technology and how to get into university; another suggested for events to be advertised to churches, health centres, schools and educational groups. A further suggestion was made for open lectures like those held at the Royal Society, as a comparable structure and reference.

In regards to transport, three concerns were raised over the distance of UCL East from central London, and potential conflicts between rush-hour times and event times. There is a sense of distance, impacting the perception of easily attending events held in Marshgate 1 from Central London. At a more local level, one Stratford resident suggested to have regular local bus services for the elderly to be able to access public activities.

Finally, one respondent enthusiastically stated that they would "like to come back in 2022!"

*10 respondents left written feedback; a total of 4 comments were collected from the local community, 4 comments from the UCL community and 2 from the Web consultation.

Q8. Do you feel the designs of the two buildings work well together?



Analysis*:

A large majority of the UCL community felt the two buildings of UCL East work well together, with 80% responding positively, and 55% of locals agreeing.

However, of the 71 feedback forms received, 30% of local respondents did not answer, and over 10% of them answered 'no', not feeling that the designs work well together.

It should be noted that this question featured the highest difference between Stratford and UCL respondents for this stage of consultation.

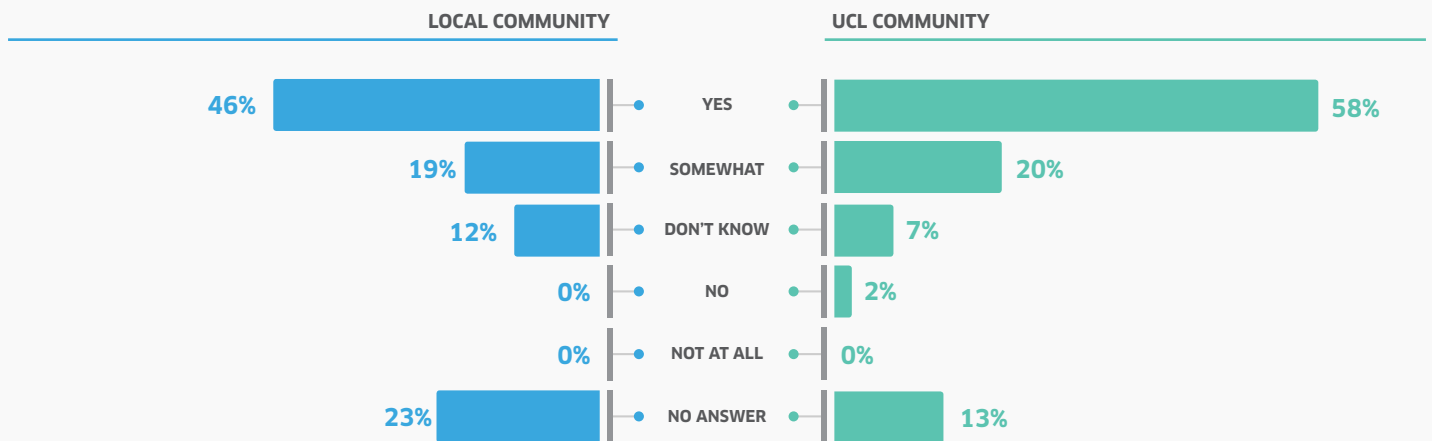
Design-wise, six of 15 comments referred to the two buildings as looking unrelated, brutal or dull, with two suggestions of making subtle connections to create more entity.

One consultee evoked that the two buildings should either relate in design or contrast in order to work together. Another consultee found the development to be "well designed buildings", liking the presence of bridges linking the two buildings.

The landscape and environment between the two buildings was complimented, as one comment noting that the river created an enjoyable journey for students.

*15 respondents left written feedback; a total of 7 comments were collected from the local community, 6 comments from the UCL community and 2 from the Web consultation.

Q10. Do you like the landscaping and outdoor spaces?



Analysis*:

Overall, the tick box answers on the outdoor spaces were very positive, with nearly 80% of respondents feeling excited and generally positive about the landscaping and open spaces for Marshgate 1 and Pool Street West.

Seven of 24 comments found the areas to be "open", "excellent", "embedded in the landscape" and liking the trees.

Ten suggestions were made for more outdoor planting and seating, as well as clear signage to routes - highlighting the importance of green space to the area. One consultee stressed this through the following statement, "it is important to ensure that as much greenery/planting and park/relaxation space is accommodated into the new design as possible."

Although the landscaping and outdoor spaces were very well perceived through consultation, five consultees wanted to see more detail or felt they could not give an opinion until these are in the Park.

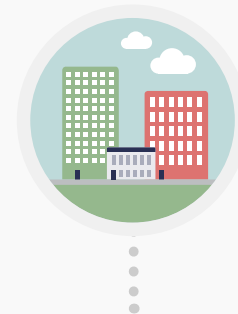
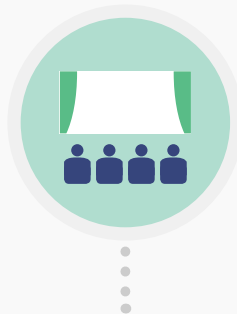
Finally, with regards to ease of movement, two consultees highlighted the need for enhanced pedestrian and cycle environments with safe parking and lanes.

*24 respondents left written feedback; a total of 10 comments were collected from the local community, 11 comments from the UCL community and 3 from the Web consultation.

Q10. What is your favourite aspect of this project?

Almost a fourth of all comments from the last stage of consultation were given to this open-ended question, with 49 responses. Consultees took this opportunity to present their favourite aspects of UCL East - leading to a wide range of answers that may not have otherwise come through the feedback forms.

Below is a diagram illustrating people's favourite parts of UCL East, categorised into topic themes. The feedback was overwhelmingly positive and demonstrates excitement around the new campus in Stratford.



NEW ACADEMIC ENVIRONMENT
15 comments*
A new space with new facilities and labs [Engineering Labs and Institute of Making Big] (4)*
A new academic environment, bringing life in East London / Stratford (3)
Shift from traditional to more diverse and innovative programmes (2)
Interdisciplinary aspect (2)
State of the art project
UCL constantly developing
New academic and student uses
The quiet contemplation space

PUBLIC SPACES & COMMUNITY
13 comments*
The idea of it being open for public use, activities for public (4)
Inclusion of community and engagement (4)
The fact that it is happening (2)
The open space of first two floors in Marshgate 1, which demonstrates UCL's international and open spirit (2)
Multitude of activities for the public

LOOK AND FEEL
8 comments*
Innovative, modern and spacious buildings design, with support for its layout and design of buildings details (5)
Technology and sustainability of new buildings
Blending into the surrounding area well, unobtrusive
A greener and bigger UCL

*47 respondents left written feedback; a total of 15 comments were collected from the local community, 28 comments from the UCL community and 4 from the Web consultation.



ACCESS AND MOVEMENT

6 comments*

Location and proximity to transport and park amenities (3)

Inclusive with disability accommodation

Good lighting in the entrances to the buildings

Reactivating and building on the 2012 Olympic Legacy and infrastructure

OPEN SPACES

3 comments*

Open spaces and the south promenade

Adding to the future of the Park

Proximity of the Orbit

OTHER

3 comments*

Suggestion of not having too many students on both campuses

Concern about connection of the new and old campus

Question on how it will provide more space for a university that has increased its student population

CHAPTER 04
OUTREACH FINDINGS

UCL EAST PHASE 1 | MARSHGATE 1

AT QUEEN ELIZABETH OLYMPIC PARK

CHAPTER 4

OUTREACH FINDINGS

4.1 Outreach Sessions Overview

A number of outreach sessions were held in connection with UCL East Phase 1. These were targeted towards groups whose views are important to the development of the plans and who may not otherwise engage in the general consultation process. Those identified were young people and the 'student body'.

In continuance of the UCL East consultation which took place on the Masterplan from 2015 to 2017, previous outreach groups were also involved throughout UCL East Phase 1 detailed design process. This kept the groups involved and updated on the latest scheme in a meaningful way, and provided feedback from consistent and knowledgeable groups.

Three groups were regularly engaged with and consulted on the project: the Legacy Youth Voice, the Youth Board and finally the UCL Union Sabbatical Officers. Descriptions of each group have been provided in Chapter 2, Stage Activities and Event Details.

Findings from the outreach sessions and targeted involvement have been discussed with UCL, LLDC and the design team to help inform the thinking and design development, through the following:

- Members of the project team attended all events to discuss the project and hear feedback first-hand.
- Initial high level findings from events were fed back to the wider team straight after events.
- Dedicated sessions were held with the project team to present and discuss consultation findings.
- The groups' views were databased, analysed and reported on by Soundings and integrated in stage reports, documenting the process, findings and team responses to feedback.

A total of five sessions occurred during the two stages of consultation on Marshgate 1.

This chapter provides descriptions of the events and summaries of the key findings from each outreach session.

4.2 Stage 1 Outreach Findings

To the right and on the following pages is a summary of the key findings from the Stage 1 outreach sessions with the Youth Board, the Legacy Youth Voice and the UCL Union Sabbatical Officers.

Youth Board

The session started with an overview of UCL East Phase 1 developments of Pool Street West and Marshgate 1. The project team introduced the academic vision of UCL East and explained the proposals and progress since the last workshop, which had focused on Pool Street West in May 2017. The presentations were followed by Q&A's and a group discussion. Key points are summarised on the right.

Event details:

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

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

- The Youth Board was supportive of the overall design of the two buildings and liked them being open to the local community, specifically of Marshgate 1's glass frontages, providing opportunity for permeability. They were very positive about the Fluid Zone as interactive, inspiring and motivational to local children.
- They expressed support of the campus being a positive addition to the area and good use of the under-used land.
- The Board was concerned over the link between the buildings not being clear; the physical relation between Marshgate 1 and Pool Street West was described as not working well, with a lack of public interactivity reinforced by Pool Street West, being residential.
- They highlighted the importance of sustainability and integrating environmental measures early on in the designs.
- They found the building to be inviting to the public and felt this was key in a smooth integration within Stratford.
- They found the design to mirror that of the London Aquatics Centre.



Youth Board, October 2017

Legacy Youth Voice

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

Smaller group discussions took place. Comments were shared with the whole group at the end of the session.

Event details:

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

Attendees:
29x LYV members
5x project team members

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

- The members were very excited by the overall designs. They highlighted the modernity of the scheme as fitting into the Park and area, an aesthetic link between the buildings, with not competing with each other. They have a strong presence through size, although it was debated if this would be attractive or intimidating.
- The members expressed concern over how to advertise the spaces open to the public, and the need for these to be marketed and promoted.
- Having a colour scheme (e.g. on Fluid Zone windows), lighting path, or matching planting throughout UCL East, was a recurrent suggestion to link the campus and encourage safety at night.
- The members suggested having more greenery to match the Park, and additional outdoor spaces for the public, being particularly mindful of the seasons and need for shelter from adverse conditions.
- The group viewed bringing the outside and the people to the internal 'streets' as very attractive, providing more vibrancy to the design.
- Marshgate 1 was considered as potentially bland and intimidating, with suggestions for window colours or exposure of the raw construction materials for additional texture.



LYV, October 2017



LYV, October 2017



LYV, October 2017

UCLU Sabbatical Officers

The project team took the Sabbatical Officers on a walkabout from Stratford tube station to the UCL East site, stopping at key points to discuss the proposal.

After the site visit, the team went through the proposals, introducing the detailed designs of Marshgate 1 and providing updates on Pool Street West, since the previous session from May 2017. This was followed by a Q&A and group discussion.

Event details:

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

Attendees:

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

Key discussion points are summarised below:

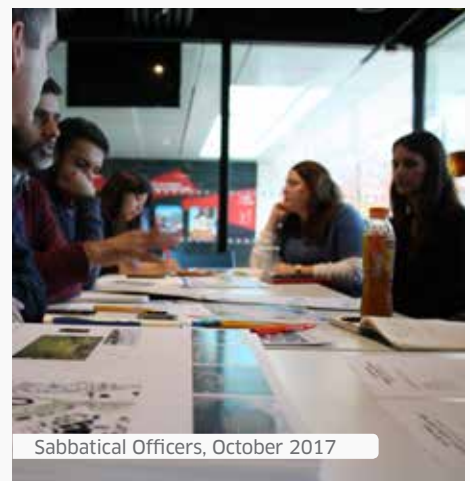
- The Sabbatical Officers were generally supportive of the proposals, especially the Fluid Zone, as a chance to showcase UCL East's work and demonstrate how it fits within the area.
- There was concern over division and competition between the Bloomsbury and UCL East campuses and whether funding and facilities will be prioritised to Stratford, without alleviating Bloomsbury stresses.
- The Sabbatical Officers found the physical relation between Marshgate 1 and Pool Street West to work well, both being modern.
- They were very positive about the Fluid Zone, where the building is open and fits in the Park landscape.
- It was highlighted that the UCL Student Union should be actively involved in development and operations once the building is opened; specifically with regards to support & wellbeing and student employment within the facilities, a role they currently have in Bloomsbury (e.g. student bars).
- They gave supportive feedback on the building's interior design, highlighting a positive use of the communal student spaces.
- They agreed that the scheme will increase UCL student experience as currently a "culture does not exist" in the existing student halls.



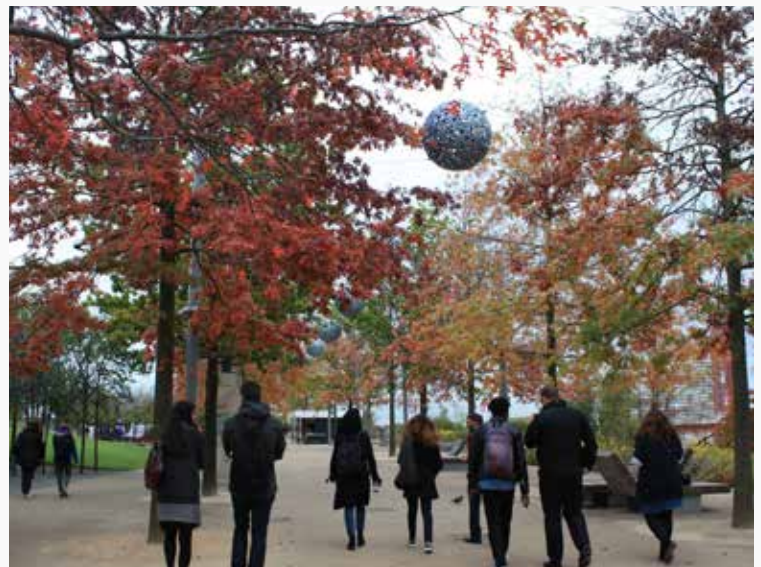
Sabbatical Officers, October 2017



Sabbatical Officers, October 2017



Sabbatical Officers, October 2017



Photos from outreach sessions, October 2017

4.3 Stage 2 Outreach Findings

Two final outreach sessions were held during the last stage of consultation, continuing engagement with key stakeholders; the Legacy Youth Voice and the UCL Union Sabbatical Officers, providing feedback from consistent and knowledgeable groups involved throughout the consultation.

Building on the groups' understanding of the project, the sessions presented the latest designs of the buildings, highlighting key updates, details developed around academic uses and public activities, and advances to the outdoor landscaping.

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

Legacy Youth Voice (LYV)

The LYV were invited to view the public exhibition materials in March 2018. The aim of the session was to provide an overview of the latest designs for UCL East and update the group on changes to the scheme since the previous October 2017 session. A physical model of the proposals was presented.

Group discussions were then held in six clusters of 3-5 young people, each focusing on one question relating to the project. The session was concluded with a summary of feedback by each group.

Event details:

Date: Saturday 17 March 2018

Time: 11am - 12pm

Location: The Podium, Queen Elizabeth Olympic Park, E20 2AD

Attendees:

25x LYV members

5x project team members

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

- Looking at both Marshgate and Pool West Street, the Legacy Youth Voice found the appearance of the two buildings to work well together. The open spaces and designated spaces for walking and cycling were complimented. The group would like to see more outdoor activities.
- It was suggested that UCL East integrates local schools by allocating a percentage of university places to locals, specifically those with a less privileged background.
- The group supported the look and appearance of Marshgate 1, liking the variation of the levels, finding it to look “nice, and professional”. They found the material choice “earthy” and to tie well into the wider landscape and Park. The group found the use of welcoming materials and colours should be emphasized, especially in the atrium.
- They highlighted that greenery of the Park should link to the building. This led to the suggestion of greenroofs.
- The group pointed out Marshgate 1 as easy to access and liking how it is open to the public.
- The LYV emphasised the need for clear communication about when and which areas within the building are open to all. They also expressed concern over students being put off by the public presence.
- The events they would like to attend in Marshgate 1 included exhibitions, themed talks, Virtual Reality events, participatory activities, competitions or debates.



LYV viewing exhibition, March 2018



LYV group discussions, March 2018

UCLU Sabbatical Officers

For this final session on Phase 1 of UCL East, the Sabbatical Officers were invited to view the drop-in exhibition materials, boards and model, as a private group after the public session closed. This session was an opportunity to share the latest designs with this group who had previous knowledge of the project.

The project team members included architects a representative from UCL, from Stanton Williams and LDS. Each project team went through the exhibition boards, describing the latest design and the rationale for changes in the buildings.

Event details:

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

Attendees:

3x Sabbatical Officers
1x UCLU Chief Executive Officer
5x project team members

Key discussion points are summarised below:

- The three Sabbatical Officers expressed support on the latest development of the project, including appreciation for the additional details and information shared on the building uses, to both Marshgate 1 and Pool Street West.
- There was support on the Fluid Zone remaining open to the public.
- The Sabbatical Officers showed support towards the UCL East campus blending into the wider Park landscaping aesthetics.
- The Officers highlighted the topic of construction, in relation to the need for UCL to be considerate of the neighbouring spaces and users throughout construction.
- As representatives of the UCL Student Union, the Officers asked if the cafés will be student-run. The team clarified that the café spaces and how they will be operated is to be determined.
- The group asked about how and where the Student Union space would be integrated into the designs. It was discussed that the Union would be more appropriate in Marshgate 1 as the main academic space of UCL East.
- Regarding Marshgate 1, the group asked if the scale model included the new floor added on Marshgate since the last stage. It was clarified that yes, and that Marshgate 1 had gone higher to avoid creating floorplates which were too deep.



CHAPTER 05

TRACKING CHANGES

UCL EAST PHASE 1 | MARSHGATE 1

AT QUEEN ELIZABETH OLYMPIC PARK

CHAPTER 5

TRACKING CHANGES

5.1 Introduction

This report has provided a summary of events, findings and community involvement from the two stages of consultation on Marshgate 1's detailed design. The process formed a detailed picture of the key views and issues from a cross-section of locals and UCL members.

Alongside the public consultation process, the project team also consulted with key stakeholders (such as LLDC's BEAP and Quality Review Panels), as well as Statutory Consultees.

The first stage of consultation in the detailed design process led to an initial understanding of particular interests and concerns, while the second stage provided further views of the internal uses of Marshgate 1.

Throughout the consultation, the project team listened to, recorded and whenever possible responded to feedback from the local and UCL communities.

The following pages present certain comments and questions which came out of the public engagement, alongside answers or clarifications from the design team and UCL.

This demonstrates how the designs have evolved in relation to consultation findings.

5.2 Stage 1 Responses to Consultee Questions & Suggestions

This section provides a response from the design team to questions and suggestions from the feedback forms received in the first stage of consultation, in October 2017.

The comments below represent specific concerns that came up through individual written comments from this stage; they should not be taken as a representation of the overall feedback from the public consultation.

STAGE 1 – RESPONSES TO CONSULTEE QUESTIONS & COMMENTS BY DESIGN TEAM

Consultee comments & suggestions	Team response
<ul style="list-style-type: none"> Consider the design of the building in terms of scale to better fit into the local area. Add more colour for vibrancy. 	<p>The building volume is defined by masterplan guidelines. The design team are endeavouring to create a visually intriguing and strong architectural form to fit within a group of 'international' scale structures in the Park, whilst creating a rich and dynamic public realm.</p>
<ul style="list-style-type: none"> Provide more details on the later phases of the development and ensure clear communication on the construction plans. 	<p>The masterplan provides a description of the future phase of UCL East, also known as UCL East Phase 2; this will be for the development of the remainder of the Marshgate 1 plot and of Pool Street West. You can view details of the masterplan in its Design and Access Statement on the LLDC's Planning Register website by searching for the Outline Planning Application (ref 17/00235/OUT), or on UCL East's website: https://www.ucl.ac.uk/ucl-east/buildings/the-masterplan</p>
<ul style="list-style-type: none"> Provide more information on opportunities for the public to feel welcomed and get involved in the Fluid Zone, and how these will be advertised. 	<p>UCL aim to promote a range of interesting and diverse uses in the Fluid Zone to engage interested local communities. The Fluid Zone seeks to provide a series of active spaces, visually and physically permeable to draw in the public.</p>
<ul style="list-style-type: none"> Explore the balance between private spaces for students and public access. 	<p>The Fluid Zone provides a balance of public and private spaces, defined by the use of its activities. Some are accessible by all passers-by, such as the ground floor café, some are visually permeable although the public may not enter, such as the Car Bay, and some accessible by invitation, like the Institute of Making Big.</p>
<ul style="list-style-type: none"> Provide more information on the approach to sustainability and the integration of ecology and biodiversity. 	<p>Sustainability is at the heart of the development of the project, with a fabric-first approach, aiming to reduce energy use, and limit overheating and requirements for cooling. The project aims to achieve an 'Excellent' rating under BREEAM New Construction 2014, Education, Fully fitted. The key sustainability measures are the following: Efficient building envelope through a passive design approach; Efficient building services specification; Photovoltaic panels; Rainwater harvesting; Biodiverse roof; Efficient use of materials; and Functional adaptability.</p>
<ul style="list-style-type: none"> Encourage more outdoor spaces and landscaping. 	<p>Phase 01 landscape boundary is determined by the masterplan. The landscaping aims to be to a high standard to compliment the building. Phase 01 also includes areas of temporary landscape, and UCL are considering a range of meanwhile uses to further animate the public realm at those stages.</p>
<ul style="list-style-type: none"> Provide detailed access plans following suggestions for cycle, pedestrian and public transport, to get around the area and between the campuses. 	<p>The Access and Routes Parameter Plan document from the Outline planning Application (CED-UCLE-DWG-APP-PAR- ACS-001) shows the proposed location of vehicular and pedestrian/ cycle access and routes. It identifies the vehicular access routes along Thornton Street and into the Marshgate site from Thornton Street and from the Loop Road to the south. Further details will be included in the Reserved Matters Approval application. You can view all the documents through the Planning Register website of the London Legacy Development Corporation, and searching UCL East.</p>

5.3 Stage 2 Responses to Consultee Questions & Suggestions

This section provides an overview of certain comments and suggestions from feedback received in the March 2018 consultation activities, that the design teams have to respond to.

STAGE 2 - RESPONSES TO CONSULTEE QUESTIONS & COMMENTS BY DESIGN TEAM	
Consultee comments & suggestions	Team response
<ul style="list-style-type: none"> Consider strategies to make the two buildings have subtle connection to create a sense of unity (suggestions have included colours, lighting, signage). 	<p>Marshgate 1 and Pool Street West have been developed on similar timelines, whereby the design teams have met regularly to promote a collaborative dialogue with shared project goals. Whilst the two buildings are different in character, one predominantly residential, the other an academic and research building, both look to create a 'sense of place' either side of Waterworks river to animate and activate the public realm. It is envisaged that the river banks and 2012 Gardens will initially form the heart of the Phase 1 campus, with high pedestrian movement over the H05 and Iron Bridges. The Fluid Zone concept has been embraced by both projects, with terraces facing each other, creating greater connection and links between the buildings of UCL East.</p>
<ul style="list-style-type: none"> Ensure that abundant green space is provided; recurring emphasising was made on outdoor planting, seating and clear signage to routes, highlighting the importance of maintaining green space in the area. 	<p>A clear urban landscape strategy has been produced, inclusive of both Marshgate 1 and Pool Street West. Using masterplan principles and LLDC guidance for working within the Park, UCL East seeks to embrace its surrounding context, whilst creating a place of its own.</p>
<ul style="list-style-type: none"> Provide safe cycling and walking environments around the campus, as in the rest of the Park. 	<p>Routes and desire lines have informed the location of the volumes within the consented masterplan scheme. Marshgate 1 includes long and short stay cycle areas, providing 174 cycle spaces upon completion, TfL cycle hire scheme and a number of blue badge car parking spaces. Security and lighting have been designed to compliment the public realm design.</p>
<ul style="list-style-type: none"> Work with TfL to ensure Stratford station will be able to absorb the impact of the development on transport capacity. 	<p>TfL and key local stakeholders, including the LLDC, are undertaking a strategic review of Stratford Station to support increased capacity. LLDC is liaising with UCL on this work. Students, academics, staff and the local community will approach UCL East in a number of ways. The consented masterplan scheme describes likely footfall, and the Environmental Impact Assessment describes how UCL East will be absorbed into Stratford - you can view this document on the LLDC's Planning Register website by searching for the Outline Planning Application (ref 17/00235/OUT).</p>
<ul style="list-style-type: none"> Consider travel times when developing regular or public events at UCL East, for Bloomsbury staff & students, and for Stratford locals, to be able to attend events outside of work / academic commitments. 	<p>UCL are considering a range of activities to engage the local community throughout the working day and weekends. A broad programme of events will be developed to create an active and dynamic environment.</p>
<ul style="list-style-type: none"> Establish how the new campus will connect to the old one - in terms of transport and timetables, but also sense of unity. 	<p>The new campus will be connected to UCL through its ethos, students and staff. UCL East is located within the unique setting of Queen Elizabeth Olympic Park - whilst developing the project, the design teams have been mindful of the history of UCL Bloomsbury's context, to foster a compatible campus, appropriate to the twenty first century and beyond.</p>
<ul style="list-style-type: none"> Attend to the need for UCL to be considerate of the neighbouring spaces and users throughout construction. 	<p>Work will be undertaken within the strict guidance of LLDC and will seek to have minimum impact within the local environment.</p>
<ul style="list-style-type: none"> Clarify use of UCL East land after Phase 1 is complete - addressing meanwhile use of the remaining UCL East land. 	<p>The UCL East Phase 1 boundary is prescribed by the consented masterplan; UCL are undertaking a series of studies to understand options to create a dynamic and rich environment once construction is complete. This could include a range of temporary buildings, both for UCL, the local community and other potential groups</p>
<ul style="list-style-type: none"> Envisage possibilities for cafés to be student-run, and where the Student Union space will be integrated into UCL East. 	<p>UCL are developing a catering strategy to inform the developing designs working towards a range of possible provisions for Marshgate 1. Marshgate will contain a series of student functions, including a student union hub on level 2.</p>

Stage 2 Responses to Consultee Questions & Suggestions (continued)

STAGE 2 - RESPONSES TO CONSULTEE QUESTIONS & COMMENTS BY DESIGN TEAM	
Consultee comments & suggestions	Team response
<ul style="list-style-type: none"> Ensure the public feel welcome to enter Marshgate 1 and get involved in the academic activities, through clear wayfinding and signage. 	<p>UCL aim to promote a range of interesting and diverse uses in the Fluid Zone to engage interested local communities. The Fluid Zone seeks to provide a series of active spaces, visually and physically permeable, to draw the public in. A clear and consistent wayfinding strategy is being developed to aid orientation and to promote an accessible environment throughout.</p>
<ul style="list-style-type: none"> Provide indications of when and which areas within the building are open to all, including publicising events digitally and locally. 	<p>The Fluid Zone provides a balance of public and private spaces, defined by the use of the activities. Some are publicly accessible (ground floor café), some visually permeable (Car Bay) and some are accessible based on invitation (Institute of Making Big).</p>
<ul style="list-style-type: none"> Local residents suggested the following on public events: <ul style="list-style-type: none"> lectures on topics focusing on local social projects, new technology and how to get into university; for events to be advertised to local churches, health centres, schools and educational groups; for open lectures like those held at the Royal Society as a comparable reference. <p>(3)*</p>	<p>UCL are developing a communication strategy to promote events and building activities.</p> <p>To stay updated on public and community engagement in UCL East, visit https://www.ucl.ac.uk/culture/Public-Engagement or sign up for UCL Culture's newsletter by emailing: engagement-east@ucl.ac.uk</p>
<ul style="list-style-type: none"> Consider integrating greenery into the central atrium and public spaces of Marshgate. <p>(2)*</p>	<p>The landscape design is at the heart of Marshgate 1, drawing inspiration from its unique location and the surrounding environment that exist within Queen Elizabeth Olympic Park. The landscape will retain and plant more trees; it will also include planting on upper terraces. The project will promote sustainability and biodiversity with the inclusion of green and brown roofs.</p>

*number of comments when constituting a smaller representation of consultee feedback.



Public exhibition, UCL Bloomsbury, March 2018

5.4 Impacts of Community Aspirations on UCL East Phase 1

Throughout consultation on UCL East Phase 1, certain recurring comments came through from the local and UCL communities.

Generally, the responses were very positive, with both stakeholder groups expressing interest and enthusiasm towards the development. The arrival of UCL in Stratford evoked welcoming reactions towards having a university, students, increased cultural diversity, events, activities, and knowledge fostered in the area.

Recurring questions and comments related to creating a unified campus and on balancing public and private spaces.

The design teams took all consultee comments into consideration and worked to address these topics.

Key outcomes from ongoing design developments and consultation on Pool Street West and Marshgate 1 have included:

- Emphasis on open ground floor uses and active frontages.
- Creating a 'sense of place' either side of Waterworks river, to animate the public realm.
- The development of site-wide wayfinding, signage and lighting strategies.
- An urban landscape strategy has been produced, inclusive of both Marshgate 1 and Pool Street West.
- The Fluid Zone concept has been embraced by both projects, with terraces facing each other, creating greater connection and links between the buildings of UCL East.
- Pool Street West and Marshgate 1 design teams meeting regularly to promote a collaborative dialogue with shared project goals.

Connection made between consultee and UCL

Following October 2017 events, a consultee and Gallery Director of a local arts and education centre, contacted the consultation team with regards to recycled plastic and its history in the local area, curious to know if local resources would be integrated into the Marshgate 1 and Pool Street West designs.

Through exchanges between this organisation and UCL, discussions evolved around developing a piece of collaborative work between UCL East and local artists.

As of June 2018, there are ongoing discussions to gauge capacity in UCL East to integrate local artists' work. A site-wide art strategy is being developed for the campus, with the hope of including this kind of work in one of the buildings.

This has been a great example of how UCL has listened to consultation feedback, and strives to include the local community into UCL East, recognising the local context and creative history of the area.

5.5 Contact us

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

 020 7729 1705

 UCLEast@soundingsoffice.com

Soundings
148 Curtain Road
London
EC2A 3AT

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

UCL website
ucl.ac.uk/ucl-east

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

CHAPTER 06
APPENDICES

UCL EAST PHASE 1 | MARSHGATE 1

AT QUEEN ELIZABETH OLYMPIC PARK

CHAPTER 6

APPENDICES

A.	Publicity & Communications	82
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A. Publicity & Communications

A1. Flyer advertising Stage 1 public exhibitions

UCL EAST PHASE 1 | PUBLIC EXHIBITIONS

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

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

UCL EAST AT QUEEN ELIZABETH OLYMPIC PARK

GET INVOLVED

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

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

EVENT DETAILS

<p>STRATFORD LIBRARY Friday 06 October 3pm - 7pm 3 The Grove E15 1EL</p>	<p>THE PODIUM Saturday 07 October 12pm - 5.30pm 5 Thornton Street Queen Elizabeth Olympic Park E20 2AD</p>
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CONTACT US

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

To get in touch please contact Soundings at:
 E2 | UCLeast@soundingsoffice.com | 02077291705

A2. Flyer advertising Stage 2 public exhibitions

GET INVOLVED


Please come see the detailed plans for the first two buildings of UCL East, view a physical model, meet the project teams and share your feedback. The design team will be there to answer questions.

1 CHOBHAM ACADEMY*
Wed 14 March
6.15pm – 9pm
40 Cheering Lane
E20 1BD

2 STRATFORD LIBRARY
Fri 16 March
3pm – 7pm
3 The Grove
E15 1EL

3 THE PODIUM
Sat 17 March
11am – 3pm
5 Thornton Street
E20 2AD

*Stall at 'Your Neighbourhood Talks' event with Queen Elizabeth Olympic Park



STAY INFORMED

VIEW THE EXHIBITION ONLINE
www.ucl.ac.uk/ucl-east/getting-involved

PROVIDE FEEDBACK ONLINE
Submit your form by Friday 23rd March:
www.tinyurl.com/UCLEast

NEWSLETTER SIGN-UP
To stay updated on public and community engagement in UCL East, sign up for UCL Culture's newsletter by emailing: engagement-east@ucl.ac.uk

INDICATIVE TIMELINE

SPRING 2018	SUMMER 2018	AUTUMN 2021
PRE-SUBMISSION CONSULTATION	PLANNING APPLICATION	UCL EAST OPENING
The final designs will be online for public consultation. View the last stages on the UCL East website.	Detailed designs and Reserved Matters planning applications submitted to the local Planning Authority - view these on the LAMCA online Planning Register.	Scheme inauguration: opening of Pool Street West in 2021 and Marshgate 1 by 2022.


CONTACT US
For questions or information on the development, please contact the Soundings team:
UCLEast@soundingsoffice.com
020 7729 1705

UCL EAST WEBSITE
To find out more about the development, visit:
ucl.ac.uk/ucl-east
queenelizabetholympicpark.co.uk/ced

UCL EAST | UPDATES

JOIN US AT THE UPCOMING EXHIBITIONS
14 - 17 MARCH 2018

Find out about UCL East, a new campus for UCL (University College London) in Queen Elizabeth Olympic Park, the largest single expansion of UCL since the university was founded nearly 200 years ago.



UCL EAST AT QUEEN ELIZABETH OLYMPIC PARK

ABOUT UCL EAST

UCL is creating a vibrant new campus on Queen Elizabeth Olympic Park that will sit alongside great cultural institutions, including the Victoria and Albert Museum, UAL's London College of Fashion and Sadler's Wells. This new cultural and educational district is part of a major regeneration project that will bring educational, cultural and economic benefits to local communities.

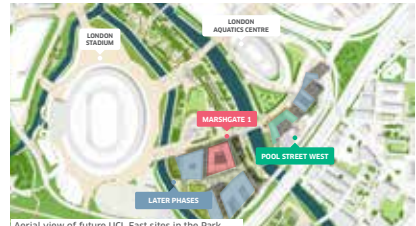
There will be academic facilities across the site, complemented by student accommodation, retail and community and engagement uses for UCL students, staff and public.

In November 2017, the masterplan outline planning application received resolution to grant permission. UCL will submit planning applications ('Reserved Matters') for the detailed design of buildings and landscaping of Phase 1 this summer.

Opening from 2021, Pool Street West followed by Marshgate 1, make up the first phase of UCL East. When fully operational, this first phase is expected to have around 4,000 students and 260 academic staff, alongside other users and visitors.

The campus will:

- Bring together cross-disciplinary expertise from the arts and humanities, engineering, design, culture and social sciences
- Be open and highly collaborative with external organisations
- Serve as a model for a new type of campus, breaking down barriers between research, education, innovation, and public engagement
- Provide outstanding environments for students, staff, collaborators and the public.



Aerial view of future UCL East sites in the Park

POOL STREET WEST

Pool Street West makes up part of the first phase of UCL East. It is being designed by a team led by Lifschutz Davidson Sandilands Architects.

Pool Street West will house the Future Living Institute, a multi-disciplinary home of discovery, bringing together researchers across the following areas:

- Culture Lab
- Robotics and Autonomous Systems
- Global Disability Innovation Hub
- Nature-Smart Centre
- Global Future Cities


Pool Street West will also provide student accommodation, with around 520 rooms for the University. It will feature a range of academic, retail and community engagement uses.

The design of Pool Street West will foster innovative academic programming, as well as a range of events and activities.

Performances, exhibitions, workshops and lectures will contribute to a lively and creative learning atmosphere.

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

To find out more, please visit: ucl.ac.uk/ucl-east/buildings



Illustrative view of Pool Street West and Marshgate 1 from Stratford Walk F10 bridge, looking south

MARSHGATE 1

Marshgate 1 makes up the rest of the first phase of UCL East. It is being designed by a team led by Stanton Williams Architects.

It will serve as the centre for the UCL East academic vision, of which the core themes are: making, originating, connecting and living. Marshgate will include academic activities across the following research areas:

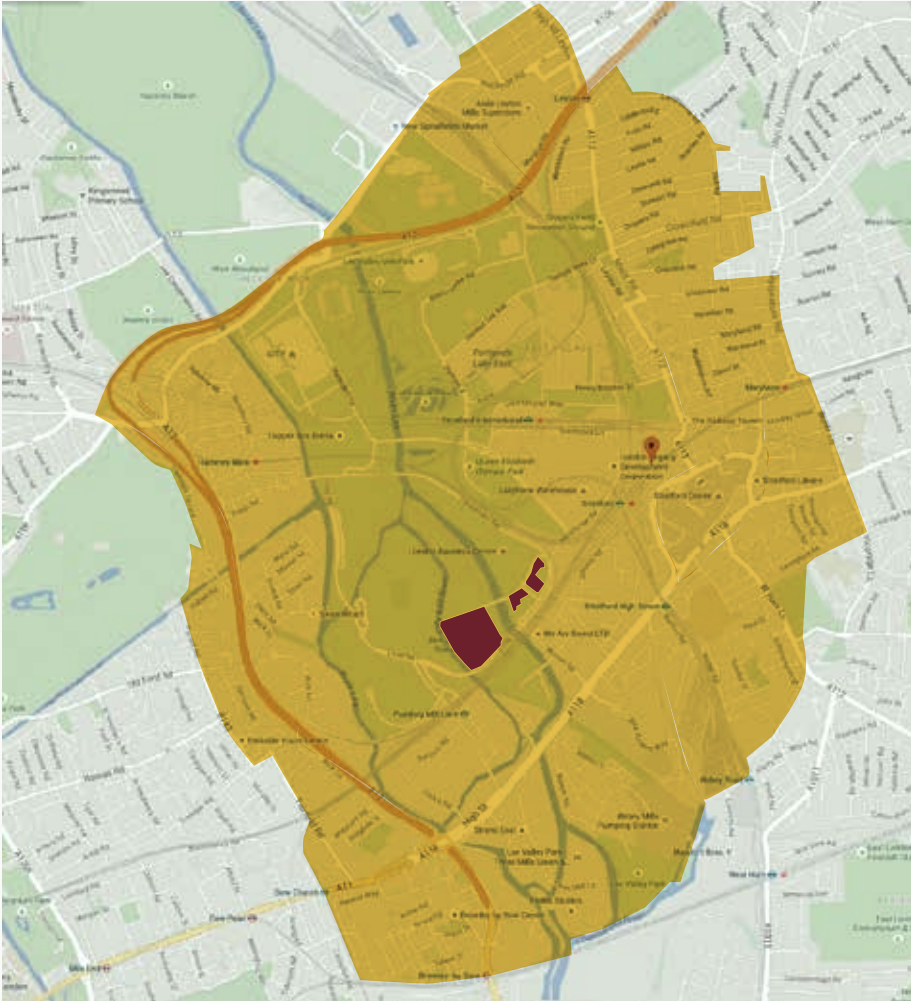
- Culture Lab
- Global Future Cities
- Experimental Engineering
- The Institute of Making Big
- The Academy of Innovative Applied Finance

There will mainly be academic space, including lecture rooms, but also workshops, labs and exhibition areas, with a series of interconnecting spaces accessible to the public, opening onto the riverside.

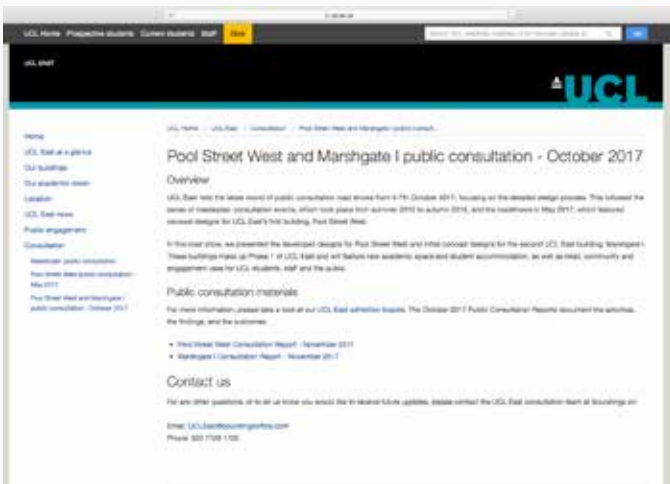
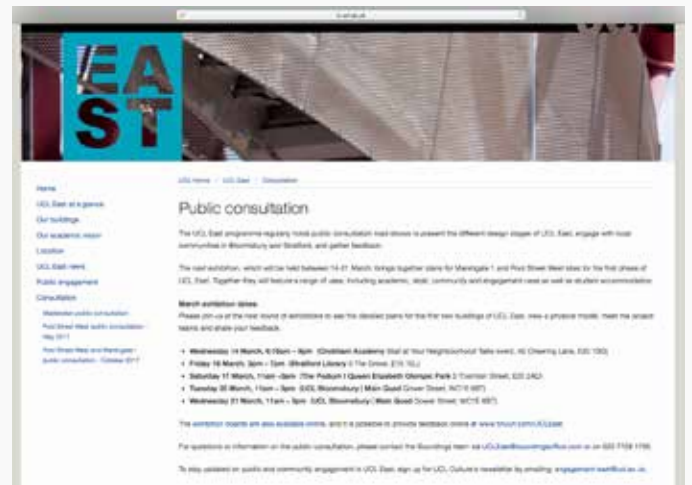
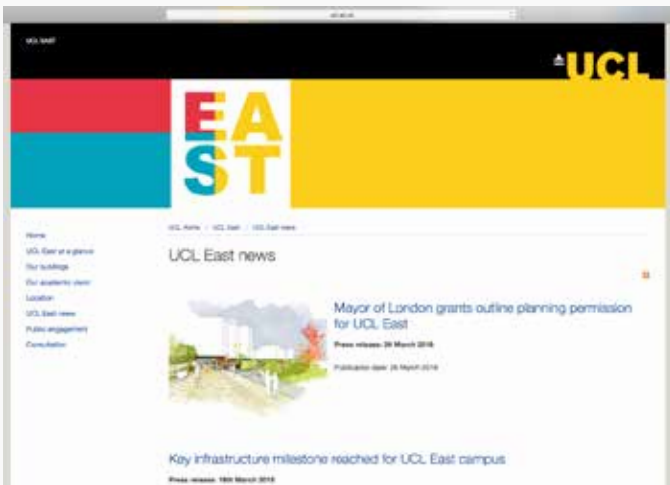
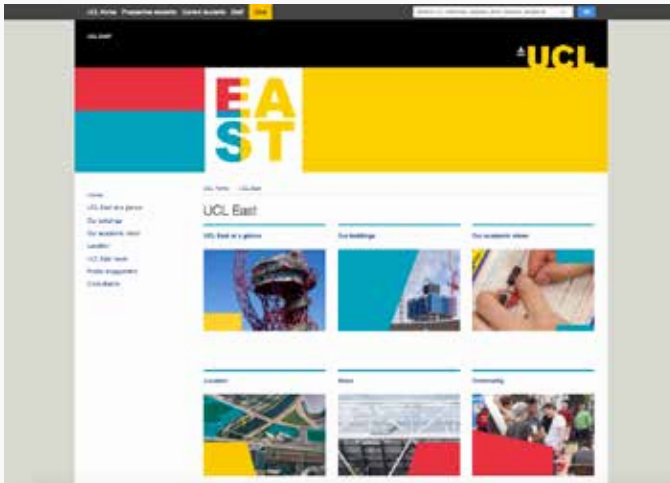
At the heart of the building is a central atrium that will be open to all, to encourage inclusivity and community engagement, with public areas at ground and first floor levels.



A3. Flyer distribution boundary

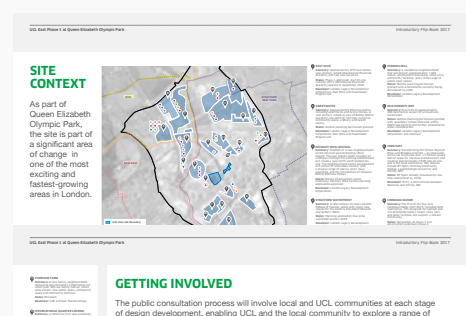
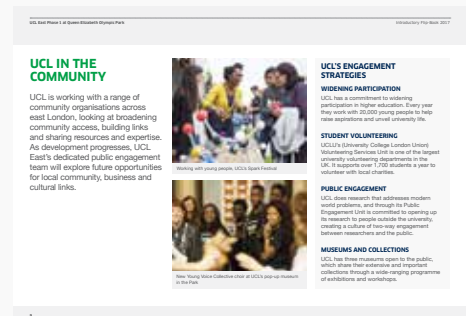
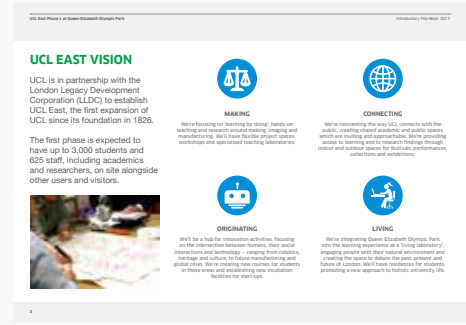
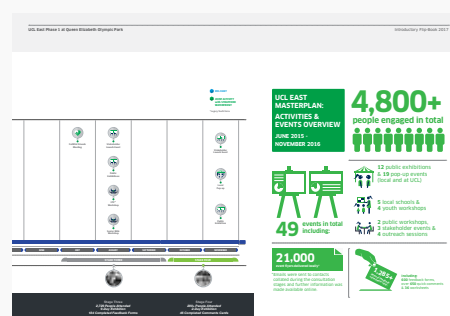
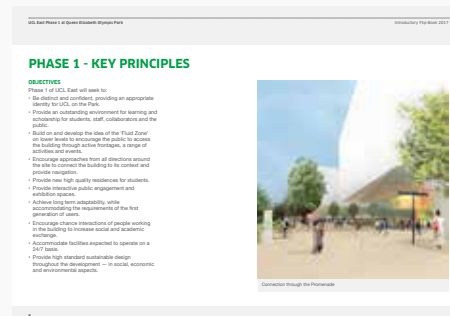
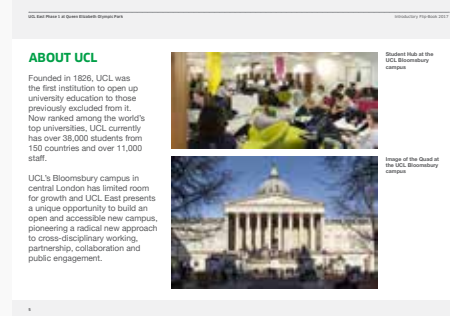
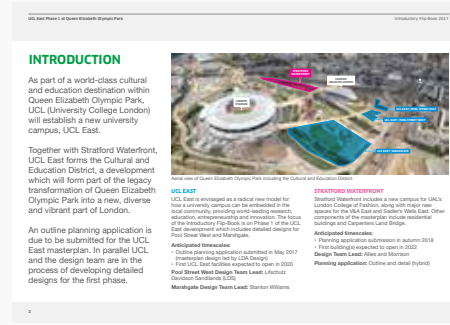
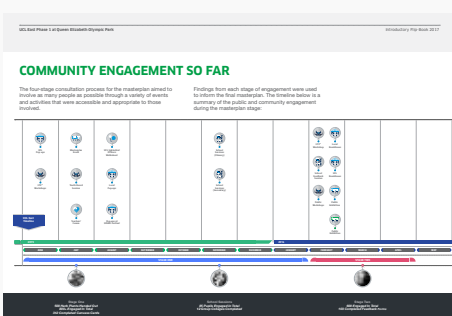
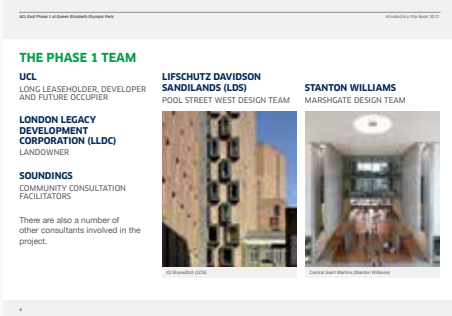
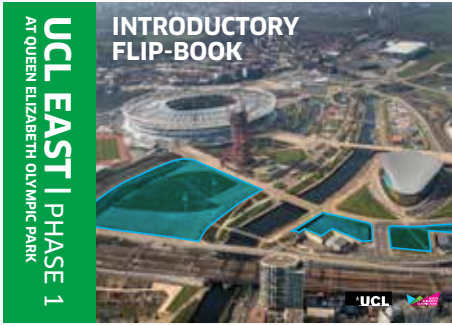


A4. Website features (UCL East, UCL and Queen Elizabeth Olympic Park websites)



B. Exhibition Materials

B1. Introductory flip-book present at exhibitions



B2. Stage 1 Exhibition boards

UCL EAST PHASE 1 | MARSHGATE 1 & POOL STREET WEST
01 | WELCOME
OCTOBER 2017

INTRODUCTION
Welcome to the UCL East Phase 1 Exhibition. This exhibition brings together plans for Marshgate and Pool Street West sites for the first phase of UCL East, a new campus for UCL (University College London) within Queen Elizabeth Olympic Park. Together they will feature a range of uses, including academic, retail, community and engagement uses as well as student accommodation.

MARSHGATE 1
Marshgate 1 will be an academic building opening onto the riverside, incorporating spaces for public use and engagement.
SEE BOARDS 05 - 08

POOL STREET WEST
Pool Street West will be a mixed use university building, bringing together academic space and amenities with student accommodation.
SEE BOARDS 09 - 13

Pick up a feedback form to share your views on what you've seen. Alternatively, submit your completed feedback form via email or post by Friday 13 October 2017.

UCL EAST PHASE 1 | MARSHGATE 1 & POOL STREET WEST
02 | ABOUT UCL EAST
OCTOBER 2017

BACKGROUND
In partnership with London Legacy Development Corporation (LLDC), UCL is establishing UCL East, a new university campus within Queen Elizabeth Olympic Park (the Park). It is the largest single expansion of UCL since the university was founded nearly 200 years ago. UCL East together with Stratford Waterfront will form a cluster of top universities, cultural institutions, enterprises and organisations which will showcase and generate outstanding art, dance, history, craft, science, technology and design. Alongside other projects at the neighbouring Stratford Waterfront site, including UAL's London College of Fashion, V&A East and Sadler's Wells East, UCL East will help deliver the legacy transformation of the Park.

OUTLINE APPLICATION
The masterplan for UCL East sets a framework for the overall distribution of buildings, heights, the amount of floor space, building uses and phasing. The outline application is based upon an illustrative masterplan produced by LDA Design on behalf of UCL and LLDC. The outline application was submitted jointly by UCL and LLDC to the LLDC Planning Policy and Decisions Team (LLDC PPD1), the Local Planning Authority, in May 2017. The decision notice is expected by the end of the year.

An overview of the key elements of the illustrative masterplan is presented on the far right.

It is anticipated that following the determination of the outline application, Reserved Matters applications will be submitted to provide further detail on the proposals for each phase. These details will be within the parameters established in the outline application.

UCL EAST SITES
Map showing the locations of Marshgate 1, Marshgate 2, Pool Street East, Pool Street West, and Marshgate (later phases) within the UCL East sites.

THE ILLUSTRATIVE MASTERPLAN
Detailed site plan with callouts describing key features: Thornton Street unifies the northern edge; Green space and development; Terrace cascades from the Plaza; Rooftop gardens; The Plaza as a vibrant public space; Promenades connecting sites.

PHASING OF UCL EAST
The first phase of UCL East will focus around Waterworks River, helping to establish a strong presence within the Park. Future development and construction will not affect existing operation and University life.

ACTIVE STREET LEVELS OF THE 'FLUID ZONE'
Illustrative view of UCL East in section from the south, showing the 'Fluid Zone'.

B2. Stage 1 Exhibition boards

UCL EAST PHASE 1 | MARSHGATE 1 & POOL STREET WEST
OCTOBER 2017

03 | CONSULTATION TO DATE

INVOLVING UCL & THE LOCAL COMMUNITY

Consultation on the masterplan started in summer 2015 to raise awareness about the project and engage with the local community.

The consultation process helped gather aspirations and understand key issues – both for the local community and UCL students and staff – and respond accordingly in the masterplan.

Over 4,800 people were engaged in total through 49 events, including exhibitions, pop-up events, local schools and youth sessions, workshops, stakeholder events, and local outreach sessions.

For a consultation summary on the Pool Street West concept design stage in May / June 2017, please see board 1.

Masterplan Stage 1 Planning Street Pop-up, 3 Miles Station, summer 2015

Masterplan Stage 1 Public exhibition, summer 2015

FEEDBACK FROM THE MASTERPLAN CONSULTATION STAGE

OVERALL IMPRESSION OF THE MASTERPLAN*

*SUMMER 2016

Excited | 36%
Generally positive | 46%
No opinion | 1%
Unsure | 16%

82% of the 159 people who left feedback were excited or positive about the plans.

HEADLINE FINDINGS*

*RELEVANT TO THE DETAILED DESIGN PROCESS

- Ensure there is good wayfinding from key access routes and strong gateways to mark entrances. Members of the public coming from any direction should feel empowered to walk into the university buildings.
- Activate the site with events and activities for both the local community and UCL students and staff.
- Make public areas distinct from the private student and staff areas. Access should be balanced with security needs and the expectations of students and staff.
- Connect UCL East academics and activities to the local environment and provide opportunities for young people studying around the site to access. Have inclusive, involving and inviting public spaces that embrace learning and exchange for all.
- The waterways and green landscape are the site's strongest assets and needs to consider how UCL East connects to these features.
- Have high standards of design for the buildings and landscape. It's important to merge with the rest of the Park and its naturalistic expression. The architecture should stand out without competing with the surrounding built environment.

UCL EAST PHASE 1 | MARSHGATE 1 & POOL STREET WEST
OCTOBER 2017

04 | UCL EAST PHASE ONE

BACKGROUND

Following the submission of the outline planning application, UCL will submit planning applications (known as 'Reserved Matters') for the detailed design of buildings and landscaping associated with the various phases of the masterplan. The first 'Reserved Matters' applications to be submitted will be for Pool Street West and Marshgate 1.

The Phase 1 buildings will come together to form a coherent environment with academic facilities, student living, and a high-quality public realm.

UCL appointed architects Lifschutz Davidson Sandilands and Stanton Williams to lead on the detailed design for the Phase 1 sites of Pool Street West and Marshgate 1, respectively.

DEVELOPING THE ACADEMIC VISION

The UCL East team have been working closely with staff, students, LLDC, local communities, as well as designers, planners and other professional consultants, to develop the vision for what UCL East will be and what it will be home to.

This process has culminated in the creation of an ambitious academic vision for UCL East, developed from the ground up.

BRINGING THE ACADEMIC VISION TO LIFE

The facilities involved in Phase 1 have worked together to identify four themes, which bring together and integrate the various academic activities.

- Making:** We're focusing on 'learning by doing', hands-on teaching and research around making, imaging and manufacturing. We'll have flexible project spaces, workshops and specialised teaching laboratories.
- Originating:** We'll be a hub for innovation activities, focusing on the intersection between humans, their social interactions and technology – ranging from robotics and cultural technology to future manufacturing and global cities. We're creating new courses for students in these areas and establishing new incubation facilities for start-ups.
- Connecting:** We're reinventing the way UCL connects with the public, creating shared academic and public spaces which are inviting and approachable. We're providing access to learning and to research findings through indoor and outdoor spaces for festivals, performances, collections and exhibitions.
- Living:** We're integrating the Park into the learning experience as a 'living laboratory', engaging people with their natural environment, and creating the space to debate the past, present and future of London. We'll have residences for students, promoting a new approach to holistic university life.

PHASE 1 PROPOSED PLAN

KEY
MARSHGATE 1
POOL STREET WEST

PHASE 1 INDICATIVE TIMELINE

KEY
CONCEPT DESIGNS
DEVELOPED DESIGNS
PRE-SUBMISSION OF RESERVED MATTERS
SUBMISSION OF RESERVED MATTERS APPLICATION
OPENING

B2. Stage 1 Exhibition boards (Marshgate 1)

UCL EAST PHASE 1 | MARSHGATE 1 | CONCEPT DESIGN STAGE
OCTOBER 2017

05 | MARSHGATE 1

INTRODUCTION
This is the first in a series of public consultation events for Marshgate 1 to help shape the plans.
This set of exhibition boards presents the initial ideas for Plot 1 of the Marshgate site.
Marshgate 1 will feature spaces for workshops, labs, and exhibitions spaces.



Illustrative section of Marshgate 1

QUICK FACTS & FIGURES

Marshgate 1 has a series of interconnecting spaces for academic and public use, opening onto the riverside.

- Public space to occupy over 4,000m²
- Academic space, including a level dedicated to specialist labs
- Administrative space, supporting staff and academic functions
- Shared amenities, offering a cafe as well as community and engagement spaces
- Flexible, adaptable and sustainable design rated BREAM 'Excellent'

LEAD ARCHITECTS



Stanton Williams have extensive experience of working on complex and sensitive sites, and of working with clients to create spaces which promote interaction between building occupants and the public. Aspects of design which relate directly to the aspirations for Marshgate 1.

There are a number of technical consultants involved in the project from structural to lighting engineers and ecologists.

UCL EAST PHASE 1 | MARSHGATE 1 | CONCEPT DESIGN STAGE
OCTOBER 2017

06 | ACADEMIC VISION & ACTIVITIES

DESIGN APPROACH
In the summer of 2016, UCL appointed architect Stanton Williams to lead on the detailed design for Marshgate 1.
UCL East has established some clear objectives through earlier consultation on the illustrative masterplan.
A 'Field Zone' is provided on the first two floors of the building, stretching out to the promenade, with academic activities and exhibition spaces accessible to the public.
The academic vision for Marshgate 1 including a summary of activities and uses are shown on the right.

BRINGING THE ACADEMIC VISION TO LIFE

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

- 
The Culture Lab, which will offer teaching, research and engagement spaces, underpinned by new educational programmes in making, media, conservation & heritage, and public history. Activities and facilities at Marshgate will include a media lab, an object-based learning laboratory, and a suite of conservation facilities.
- 
The Institute of Making Big, a multidisciplinary research club for those interested in the made world: from makers of molecules to makers of buildings, synthetic skin to spacecraft, soap to diamonds, socks to cities.
- 
The Academy of Innovative Applied Finance, which will provide leadership and training for future financial and business leaders, enabling close collaboration between research, financial innovation, industry, and government.
- 
The Global Future Cities Co-Labs, which will be organised around a series of shared spaces, specialising in providing opportunities for collaboration and application of knowledge towards the improvement of human settlements worldwide, and the strategic use of ICT in sustainable, prosperous urban futures.
- 
The Experimental Engineering Labs, which will comprise new academic activities in innovative and multidisciplinary fields of study, including advanced propulsion, future manufacture, and applied imaging.



Public workshop area Laboratory space Cafe and social study space Public work and engagement



East West section of Marshgate 1 and the promenade

ACADEMIC / WORKSHOP MARSHGATE LABS ATRIUM CAFE PROMENADE

B2. Stage 1 Exhibition boards (Marshgate 1 continued)

B2. Stage 1 Flip book pages
Board 08:

UCL EAST PHASE 1 | MARSHGATE 1 CONCEPT DESIGN STAGE
OCTOBER 2017

07 | DESIGN PROCESS

KEY FEATURES

The key concept of the 'Fluid Zone' on lower levels encourages the public to access and make use of the academic building through active frontages, activities and events. Internal spaces are seen as an extension of the external public realm, blurring the boundary between external and internal as well as public and private space.

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

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

'FLUID ZONE' CONCEPT AND THE PUBLIC REALM

APPROACH TO MATERIALITY

KEY

- Academic / workspace
- Cafe / engagement space
- Public, students & staff access
- Students & staff access to Level 02
- Cyclists
- Service vehicles / blue badge parking

KEY

- Academic / workspace
- Exhibition / engagement space

KEY

- Academic / workspace
- Cafe

KEY

- Academic / workspace

KEY

- Cycle parking / changing facilities

UCL EAST PHASE 1 | MARSHGATE 1 CONCEPT DESIGN STAGE
OCTOBER 2017

08 | LAYOUT AND USES

KEY FEATURES

The 'Fluid Zone' is made up of a publicly accessible ground and first floor. It aims to blur public and private boundaries and has a strong connection with the public landscape around the building.

Using the analogy of streets and courtyards a plan has been developed around a series of generous internal 'streets' and a central courtyard, all open and accessible from the external public realm and responding to the access and hierarchy of movement across the wider site.

These spaces are fully accessible and capable of supporting a range of different activities and events including, at the heart of the building, the potential for a central public space where vertical connections into the higher levels create glimpses of the academic neighbourhoods above.

LAYOUT AND ACCESS PLAN

FLUID ZONE (INTERIOR)

INTERACTION SPACE



FLUID ZONE (EXTERIOR)


OVERVIEW:

- An open and accessible, internal 'courtyard' is animated by surrounding amenity spaces and visually exciting academic uses, encouraging public engagement with the building programme.
- The 'Fluid Zone' incorporates active frontages, highlighting the variety of publicly engaging uses within the building as well as publicly accessible, generous, inviting entrances/routes through the ground and first floor.
- The landscape around the building is designed to allow academic, programme and meanwhile uses to occupy the external public realm.

B3. Stage 1 Feedback Forms

FEEDBACK FORM
UCL EAST PHASE 1 | MARSHGATE 1 & POOL STREET WEST
OCTOBER 2017

 Please tell us your thoughts on the design proposals for Marshgate 1 and Pool Street West to help inform the next stages of design development.

Name: _____ Postcode: _____

Are you a...

Local resident / worker Part of an organisation: _____
 UCL student UCL staff Visitor

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

Email: _____ Telephone: _____
Address: _____

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

MARSHGATE 1

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

Very well Well Don't know Poorly Not at all

Tell us more...

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

Very well Well Don't know Poorly Not at all

Tell us more...

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

Yes Somewhat Don't know No Not at all

Tell us more...

POOL STREET WEST

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

Very well Well Don't know Poorly Not at all

Tell us more...

PLEASE TURN OVER

POOL STREET WEST (continued)

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

Yes Somewhat Don't know No Not at all

Tell us more...

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

Yes Somewhat Don't know No Not at all

Tell us more...

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

Yes Somewhat Don't know No Not at all

Tell us more...

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

Yes Somewhat Don't know No Not at all

Tell us more...

MARSHGATE 1 & POOL STREET WEST

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

Excited Generally positive Neutral Unsure Unexcited

Tell us more...

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

Yes Somewhat Don't know No Not at all

Tell us more...

Q11. Do you have any further comments or suggestions?

Tell us more...

THANK YOU FOR COMPLETING THE FORM. Soundings

B4. Stage 2 exhibition boards

UCL EAST PHASE 1 | MARSHGATE 1 & POOL STREET WEST
01 | WELCOME MARCH 2018

INTRODUCTION
Welcome to the UCL East Phase 1 Exhibition. This exhibition brings together plans for Pool Street West and Marshgate sites of the first phase of UCL East, a new campus for UCL (University College London) within Queen Elizabeth Olympic Park (the Park). It is the largest single extension of UCL since the university was founded nearly 200 years ago.

POOL STREET WEST
Pool Street West will be a mixed-use university building, bringing together academic space and amenities with student accommodation.

MARSHGATE 1
Marshgate 1 will be an academic building opening onto the riverside, incorporating spaces for public use and community engagement.

Take a feedback form to share your views on what you've seen. Alternatively, submit your completed feedback form via email or post by Monday 26 March 2018.

UCL EAST PHASE 1 | MARSHGATE 1 & POOL STREET WEST
02 | ABOUT UCL EAST MARCH 2018

BACKGROUND
In partnership with London Legacy Development Corporation (LLDC), UCL is establishing UCL East, a new university campus within Queen Elizabeth Olympic Park (the Park). It is the largest single extension of UCL since the university was founded nearly 200 years ago.

UCL EAST SITES
UCL East together with Stratford Waterfront, will form a cluster of high-impact, cultural, educational, enterprise and organisations which will increase and generate outstanding art, dance, history, craft, science, technology and design.

BRINGING THE ACADEMIC VISION TO LIFE
This process has culminated in the creation of an ambitious academic vision for UCL East, developed from the ground up.

PHASING OF UCL EAST
The first phase of UCL East will focus around the Pool Street West and Marshgate 1 sites, opening within the Park, by stepping away from the riverfront, to ensure the future development and construction will not affect existing operation and amenity.

OUTLINE APPLICATION
The outline application is based upon an illustrative masterplan produced by UCL Group in favour of UCL and LLDC. The outline application was submitted jointly to UCL and LLDC in May 2017 to the Local Planning Authority. The LLDC Planning Panel and Council have (LLDC PPT) in November 2017, the outline planning application received resolution to grant permission.

PHASE 1 INDICATIVE TIMELINE

PHASE	START	END	STATUS
POOL STREET WEST	SEP 2017	DEC 2017	CONCEPT DESIGN
MARSHGATE 1	SEP 2017	DEC 2017	CONCEPT DESIGN
POOL STREET WEST	JAN 2018	MAY 2018	DETAILED DESIGN
MARSHGATE 1	JAN 2018	MAY 2018	DETAILED DESIGN
POOL STREET WEST	JUN 2018	SEP 2018	CONSTRUCTION
MARSHGATE 1	JUN 2018	SEP 2018	CONSTRUCTION

UCL EAST PHASE 1 | MARSHGATE 1 & POOL STREET WEST
03 | CONSULTATION TO DATE MARCH 2018

OVERVIEW
Between summer 2015 and autumn 2016 over 4,000 people were engaged on the UCL East masterplan consultation to help gather aspirations and understand key issues.

CONSULTATION SUMMARY
Over what is your impression of the design you have seen today?
Do the designs work together and provide a strong presence?
Design, Identity, Scale and Architecture: The feedback for Pool Street West was generally positive, with people particularly responding well to its contemporary materiality. Some people expressed concern over the building's height whilst others were encouraged by its scale. Concerns were raised in relation to the current design for Marshgate 1, which is open and modern, but its design may not be in line with the surrounding context of the Park.

UCL ENGAGEMENT
UCL is an open, socially engaged university. We value collaboration, partnership and dialogue to maximise our collective impact in research, innovation and in the future. As we develop Phase 1 UCL East campus, our engagement work with local communities, as the 'lead' or 'first' site, will be crucial. We will work with local communities and partners to:

- Ensure that UCL's world-class research addresses real-world problems and is shared and accessed beyond the university.
- Create local connections to address the needs, options and resources, and the opportunities they bring.
- Ensure that UCL's and other groups benefit from UCL, creating major research and teaching to develop their own education and expertise.
- Develop a programme of public art and cultural events, which are seen as relevant, meaningful and part of the everyday lives of local people.

STATS AT A GLANCE

- 475+ people engaged
- 136 community consultation events
- 190 community consultation sessions
- 21,000 community consultation sessions
- 250+ community consultation sessions

UCL EAST PHASE 1 | MARSHGATE 1 & POOL STREET WEST
04 | ACCESS & LANDSCAPE FEATURES MARCH 2018

BACKGROUND
Following the submission of the outline planning application in May 2017, UCL will submit planning applications for the detailed design of buildings and landscaping associated with the various phases of the masterplan. The first RMA applications to be submitted will be for Pool Street West, Marshgate 1 and the proposed public realm.

KEY FEATURES
The Phase 1 buildings will come together to form a coherent environment with academic facilities, student living, and a high-quality public realm.

LANDSCAPE FEATURES
UCL appointed architects Lifschutz Davidson Sandorff and Stanton Williams to lead on the detailed design for the Phase 1 sites of Pool Street West and Marshgate 1, respectively.

ACCESS & LANDSCAPE FEATURES
The teams have considered the landscape between the two buildings carefully, considering the wider context and landscape strategy for Phase 1 to offer character identity and activities. Key features are illustrated on the right.

Public realm will form a key gathering place on campus, for events and areas to congregate, connect and relax. The public realm is designed to be pedestrian-led, as in the rest of the Park.

B4. Stage 2 exhibition boards

UCL EAST PHASE 1 | MARSHGATE 1 | DEVELOPED DESIGN STAGE
08 | MARSHGATE 1
MARCH 2018

INTRODUCTION
This is the second in a series of public consultation events for Marshgate 1. These boards present the developed design for this part of UCL East.

In the summer of 2016, UCL appointed architect Stanton Williams to lead on the detailed design for Marshgate 1. UCL East has established some clear objectives through earlier consultation on the illustrative masterplan. A 'Fluid Zone' is proposed on the first and second floors of the building, stretching out to the grounds, with academic activities and exhibition spaces accessible to the public.

The academic vision for Marshgate 1 including a summary of activities and uses are shown on the left.

LEAD ARCHITECTS
Stanton Williams have extensive experience of working on complex and sensitive sites, and of working with clients to create places which provide excellent connections between building occupants and the public aspects of design which underpin Marshgate 1.

There are a number of technical constraints which influence the design of Marshgate 1, including the need to provide a high quality of lighting, acoustics, and the strategic use of air conditioning systems.

THE ACADEMIC VISION
Marshgate 1 will serve as the centre for the UCL East academic vision. It will feature:
 • The **Culture Lab**, which will offer teaching, research and engagement spaces, supported by three educational programmes in making, media, communication & heritage, and public history. Activities and facilities at Marshgate 1 will include a media lab, an open-based learning laboratory, and a suite of conversation facilities.
 • The **Global Futures Cities Co-Labs**, which will be organised around a series of shared spaces, facilitating in providing opportunities for collaboration and application of knowledge towards the improvement of human settlements, sustainable, and the strategic use of air conditioning systems.

The **Department of Engineering Labs**, which will offer state-of-the-art academic activities in innovative and multidisciplinary fields of study, including advanced production and future manufacturing.
 The **Academy of Innovative Applied Finance**, which will provide leadership and training for future financial and business leaders, exploring close collaboration between research, financial innovation, industry, and government.
 The **Institute of Making Big**, a multidisciplinary research team for those interested in the made world from makers' perspective: to understand, map to, demonstrate, evolve to create.



UCL EAST PHASE 1 | MARSHGATE 1 | DEVELOPED DESIGN STAGE
09 | DEVELOPED DESIGN
MARCH 2018

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

The building massing responds to both the existing context and the masterplan. The strong sculptural form and primary openings can be clearly read from a distance, expressing the building's relationship to its primary collaboration spaces and for east. The openings will be active and engaging. They will also create a visual connection to the wider Park internally and externally including Pool Street, Waterworks River and greenways.

It is proposed that the Fluid zone facade is developed with a similar language of exposed structure, texture, colour, and evidence of the 'making' process. It is important that the facade is seen to visually 'grow' from the landscape. The design team have been investigating various construction techniques that will allow a monolithic, textured facade to be developed.

'FLUID ZONE' CONCEPT AND THE PUBLIC REALM



APPROACH TO MATERIALITY

OVERVIEW:

- Large glazed sliding doors open up to the main entrance which allow large items to be moved into the base of the atrium for exhibition or work.
- The facade treatment of the Level 02 and Level 03 Fluid Zone consists of full height, large areas of double glazed curtain wall.
- Central horizontal ribs incorporating central horizontal ribs incorporating central horizontal ribs with finish and tone to complement the Fluid Zone appearance.

WATERSHED STEEL CLADDING (Level 02-03)
CASING INTO CONCRETE (Level 02-03)
LAYERED CONCRETE (Level 02-03)
EXPRESSED FORMWORK (Level 02-03)
TRANSITION IN FORMWORK (Level 02-03)

UCL EAST PHASE 1 | MARSHGATE 1 | DEVELOPED DESIGN STAGE
10 | PUBLIC ACCESSIBILITY & INCLUSIVITY
MARCH 2018

KEY FEATURES
The key concept of the 'Fluid Zone' on lower levels encourages the public to access and make use of the academic building through active internal exhibitions and events. Internal spaces are seen as an extension of the outdoor public realm, blurring the boundary between external and internal as well as public and private space.

Using the analogy of streets and courtyards, a plan has been developed around a series of generous internal streets and a central courtyard, all open and accessible from the external public realm and responsive to the access and hierarchy of movement across the wider site.

These spaces are fully accessible and capable of supporting a range of different activities and events including, at the level of the building, the potential for a central public space which vertical connections to the higher levels create glimpses of the academic neighbourhoods above.

Large doors open up to both the Institute of Making (workshop space) and the public cafe, allowing internal programmes to spill out onto the shared landscape and create a link in internal between external and internal space is as permeable as possible. These doors can be kept open in the summer, enhancing the natural ventilation of the atrium and the connection from the landscape, allowing the internal public space to be used as a route across the site and campus.

LAYOUT AND USES



GROUND FLOOR ENTRANCE



CENTRAL PUBLIC SPACE - GROUND FLOOR



CENTRAL PUBLIC SPACE



OVERVIEW:

- The 'Fluid Zone' incorporates active facades, highlighting the variety of activities and uses within the building, as well as a permeable ground, linking programme uses through the ground and first floor.
- The landscape around the building is designed to allow academic programmes and research to occupy the external public realm.
- The shifting, overlapping university building and central public space is visible from the public realm at ground level.
- The expression within the building of both internal neighbourhood and its individual character is evident, strengthening the connection between private and public space within the building.
- The atrium draws light down into the ground floor, which reflects the urban quality of the lower levels to extend upwards into the higher levels.

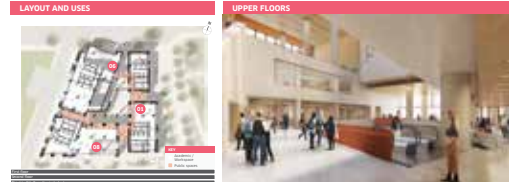
UCL EAST PHASE 1 | MARSHGATE 1 | DEVELOPED DESIGN STAGE
11 | ACADEMIC & STUDENT USES
MARCH 2018

INTERNAL USES
Marshgate 1 has a series of interconnected spaces for UCL academic and student use. The academic vision for Marshgate 1 is further illustrated here, outlining the wider range of activities to take place in the building.

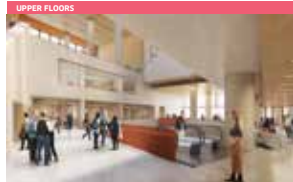
Some key features include:

- Public space within the ground floor
- Academic spaces, including 2 levels dedicated to specialist labs
- Administrative spaces, supporting staff and academic functions
- Shared amenities, offering a public cafe and community and engagement space
- Flexible, adaptable and sustainable design (rated BREEAM Excellent)

LAYOUT AND USES



UPPER FLOORS



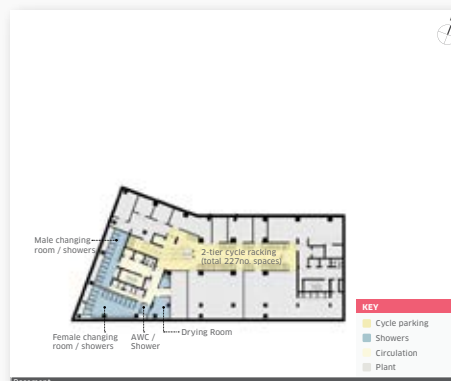
01 CULTURE LAB
02 MICROBREWERY
03 LABORATORIES
04 VEHICLE BAY
05 PUBLIC & CULTURAL ENGAGEMENT
06 LECTURE THEATRE
07 CAFE
08 INSTITUTE OF MAKING

B4. Stage 2 Flip book pages

Board 10





Board 11



B5. Stage 2 Feedback Forms

FEEDBACK FORM
UCL EAST PHASE 1 | POOL STREET WEST & MARSHGATE 1
MARCH 2018

DATA PROTECTION

Soundings are appointed community consultant for UCL East. They are collecting your data on behalf of University College London (UCL) for consultation purposes only. Your details will not be shared with any third parties.

Do you agree that Soundings may collect your personal details?
 Yes No

Would you like to be on the UCL East mailing list to receive project updates and notice of events?
 Yes No

ABOUT YOU

Name: _____


Relationship to the project:
 UCL student UCL staff
 a local resident a visitor
 a local worker part of an organisation: _____

Postcode: _____

Gender:
 Male Female Other

Age:
 15 - 24 25 - 44 45 - 64 +65

Were you involved in the previous consultation?
 Yes No

 Please tell us your thoughts on the design proposals for Pool Street West and Marshgate 1 to help inform the next stages of design development.

POOL STREET WEST

Q1. How do you feel about the design of Pool Street West, considering the materials, textures and colours? (see board 05)
 Excited Positive Neutral Unsure Unexcited

Tell us more...

Q2. Do you find Pool Street West's entrance and ground floor activities engaging? (see board 06)
 Yes Somewhat Don't know No Not at all

Tell us more...

Q3. Do you think Pool Street West will create a positive environment for building users and visitors? (see boards 06 & 07)
 Yes Somewhat Don't know No Not at all

Tell us more...

PLEASE TURN OVER

MARSHGATE 1

Q4. Do you consider the overall look and form of Marshgate to be successful? (see board 09)
 Yes Somewhat Don't know No Not at all

Tell us more...

Q5. Is the relation between the public and university space in Marshgate successful? (see boards 10 & 11)
 Yes Somewhat Don't know No Not at all

Tell us more...

Q6. Do you like the entrance and atrium space of Marshgate? (see board 10)
 Yes Somewhat Don't know No Not at all

Tell us more...

Q7. Could you imagine yourself attending public events held in Marshgate? (see board 10)
 Yes Somewhat Don't know No Not at all

Tell us more...

MARSHGATE 1 & POOL STREET WEST

Q8. Do you feel the designs of the two buildings work well together? (see boards 01-04)
 Yes Somewhat Don't know No Not at all

Tell us more...


Q9. Do you like the landscaping and outdoor spaces? (see board 04)
 Yes Somewhat Don't know No Not at all

Tell us more... (These will provide opportunities for public activities, exhibitions, student work displays, events etc.)

Q10. What is your favourite aspect of this project?


Tell us more...

THANK YOU FOR COMPLETING THE FORM.
 Please return this form to a member of staff or in the box provided.
 Alternatively please submit your form by **FRIDAY 23RD MARCH** via post, email or online: <https://tinyurl.com/UCLEast>

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

B6. Exhibition Signage


UCL EAST AT QUEEN ELIZABETH OLYMPIC PARK
PUBLIC CONSULTATION


PLEASE PICK UP A FEEDBACK FORM 

PLEASE POST YOUR FEEDBACK FORM HERE.

ALTERNATIVELY YOU CAN SUBMIT YOUR FORM BY FRIDAY 23 MARCH VIA POST OR EMAIL:

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UCL EAST PHASE 1 | PUBLIC EXHIBITIONS

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







Welcome to the UCL East Public Exhibition

Showcasing designs for the largest single expansion of UCL since the University was founded nearly 200 years ago

www.ucl.ac.uk/ucl-east




View the latest model of the UCL East campus

A historic and transformative development for UCL

www.ucl.ac.uk/ucl-east

C. Workshop Materials

C1. Stage 1 Outreach session worksheets

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

Very well Well Don't know Poorly Not at all

UCL EAST

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

Very well Well Don't know Poorly Not at all

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

Yes Somewhat Don't know No Not at all

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C2. Stage 2 Outreach session worksheets

GROUP 1 Do you feel the appearance of the two buildings (Marshgate 1 and Pool Street West) work well together?

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GROUP 2 What do you think of the outdoor spaces?
Outline what you like & things you would like to see for on the campus of UCL East.
For example: places to play, exercise, meet your friends...

■ MARSHGATE 1 → Key routes
■ POOL STREET WEST → Cycle routes
 Cycle parking

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Sketch of waterfront Examples of outdoor furniture and materials for the outdoor spaces

GROUP 3 Could you imagine yourself attending events held in Marshgate?
What kind of events would you attend there?

PUBLIC & CULTURAL ENGAGEMENT
 EXHIBITION / CLASSROOM SPACES - Throughout
 LECTURE THEATRE
 THEATRE 150 PERSON CAPACITY - Ground floor
 CAFE
 PUBLICLY ACCESSIBLE CAFE - Ground floor

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GROUP 4 Would you feel welcome at Marshgate? If you are walking past the building, would you enter to check out what's on?

North-east entrance
Illustrative view of the internal public space (ground level)

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GROUP 5 How do you feel about the look and appearance of Marshgate?

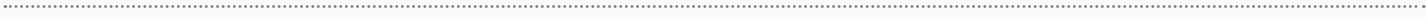
View of Marshgate 1 building from the river
 View from East along Thurston Street
 View of Marshgate 1 building from the river

UCL EAST

GROUP 6 How do you feel about the look and appearance of Pool Street West?

North entrance
 View from Sidings Street
 View from Thurston Street towards main entrance showing call space

UCL EAST



This consultation report has been produced by:

Soundings

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Any queries should be referred to the UCL East
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 020 7729 1705

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UCL website

ucl.ac.uk/ucl-east

Queen Elizabeth Olympic Park website

QueenElizabethOlympicPark.co.uk/ucl-east