

EAST WEST

UCL East Pool Street West

Statement of Community Involvement

Soundings

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September 2018

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UCL EAST PHASE 1 | POOL STREET WEST

AT QUEEN ELIZABETH OLYMPIC PARK

STATEMENT OF COMMUNITY INVOLVEMENT

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September 2018





UCL EAST PHASE 1 | POOL STREET WEST

AT QUEEN ELIZABETH OLYMPIC PARK

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FOREWORD

UCL EAST PHASE 1 | POOL STREET WEST

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 Pool Street West. 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 Pool Street West 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 three-stage consultation process, and showing how the findings have informed the development of Pool Street West.

The designs and plans consulted on provided information on the size, look and feel, and use of Pool Street West, 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 Pool Street West.

The Reserved Matters relate to development plot “Pool Street West” 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 14,600 sqm GIA student accommodation, 5,306sqm GIA of academic (Class D1) and 198sqm GIA of retail (Class A1, A3) floorspace, 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.

Pool Street West forms part of Phase 1 which also includes Marshgate Plot 1 and Public Realm works to Thornton Street and Pool Street which are 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 – Pool Street West

Pool Street West forms part of Phase 1 of UCL East and is submitted as an RMA pursuant to the Outline Planning Permission.

The principles of Pool Street West 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 applications are being submitted at the same time for the remainder of Phase 1 which includes Marshgate Plot 1 and Public Realm at Thornton Street and Pool Street.



Model of UCL East, exposed in Stage 3 exhibition, March 2018

EXECUTIVE SUMMARY

**A HEADLINE SUMMARY
OF CONSULTATION ON
UCL EAST AND POOL
STREET WEST
MAY 2017 - MARCH 2018**

UCL EAST PHASE 1 | POOL STREET WEST 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 Pool Street West, which is situated within the London Legacy Development Corporation (LLDC) planning area.

The public consultation was delivered by Soundings from May 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 Pool Street West, between May 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 May 2017 to March 2018, Soundings carried out community consultation to inform stakeholder engagement on Phase 1 of UCL East. 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 three-stage consultation process on Pool Street West, involving the community at each key stage of design development, recording the process, findings and outcomes.

The consultation on Pool Street West has been conducted jointly with Marshgate 1 and the associated public realm through Stages 2 and 3, 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.

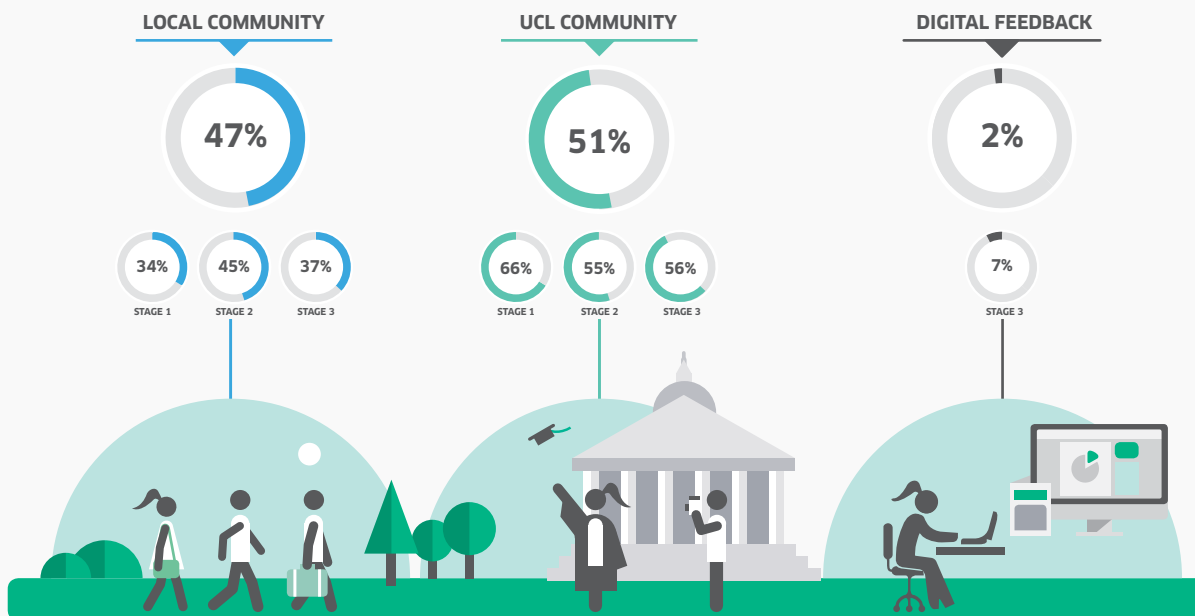


UCL Bloomsbury Campus, May 2018 consultation event

Summary of Activities & Attendance

Events (May 2017 - March 2018):

13 public events over 700 attendees
8 outreach sessions over 100 participants
Over 800 people engaged through all activities & events
Over 570 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 225 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 - MAY 2017

Design, Identity, Scale and Architecture:

Many of the respondents agreed that Pool Street West would be a well designed building with a look and feel that is both modern and fitting within the Park. They commented that the building's identity was innovative and visually transparent, encapsulating the spirit of UCL and the Olympic and Paralympic Legacy.

At this stage, a few respondents felt that the building seemed generic and corporate in its look and feel, and not necessarily suiting for a university or as an addition to the Park.

Community Benefit, Facilities and Involvement:

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

Open and Public Spaces:

There were mixed responses regarding the approach to open and public spaces and their associated landscaping. While the majority of comments related to this topic were positive and excited about the provision and quality of green space, some cited that they could not tell by the proposals if there would be enough biodiversity and outdoor activities. There was a recognition that the plot size is small and that the terrace space and proposed landscaping would provide well designed amenity areas.

STAGE 2 - OCTOBER 2017

Design, Identity, Scale and Architecture:

A large majority of respondents felt 'excited' and 'generally positive' about the designs for Pool Street West.

At this stage, mixed views ranging from positive support for the building's modern aesthetic to concern over its height and dullness. Participants approved its environmental initiatives and wanted to see more on sustainability. The terrace generated enthusiasm regarding potential views and place activation.

A workshop with UCL's Sabbatical Officers provided positive feedback on the overall design and use of internal communal spaces for students.

Community Benefit, Facilities and Involvement:

Similarly, differing views were expressed between consultees finding the public entrance and atrium permeable, open, bright and welcoming, and those finding it cold and intimidating to visitors. In line with this, suggestions were made to have clear signage and advertising spaces and activities open to the public. The Making Yard provoked very positive feedback, with the public finding it visually engaging.

The Legacy Youth Board were genuinely positive, but also wanted to see more evidence of interactivity of the Fluid Zone during their outreach session.

Open and Public Spaces:

The Fluid Zone was well received, with suggestions for additional seating and planting made. Consultees responded positively to the terrace, referring to benefits of activity, animation and mental health, as well as its importance of making connections with the Park.

STAGE 3 - MARCH 2018

Design, Identity, Scale and Architecture:

Pool Street West's design was largely well received, with consultees underlining its contemporary architecture as "innovative", "state of the art", "open and appropriate for the setting" and liking the colours and natural light in the building. A few comments were concerned over the concrete looking cold, bland and industrial.

The building was found to create a positive environment for users and visitors, as welcoming, open and liking the atrium. Support was expressed for the interdisciplinary spaces and uses.

Community Benefit, Facilities and Involvement:

Consultees liked the inclusive philosophy of Pool Street West, commenting on it being inviting to the public to enter and interact. Consultees found the entrance and activities engaging, with individuals appreciating the public's ability to use spaces, finding it an inviting and good open space.

Certain consultees felt unclear on what the public activities will be, and on when the general public is welcome in. A couple consultees would like to see more publicly accessible spaces, and two observations suggested the café to be on the riverside.

Open and Public Spaces:

The public supported the accessibility arrangements and would like to see ongoing engagement with people with hearing, sight and mobility loss.

With regards to wider context, one comment pointed to taking care for wind tunnels not to create unused spaces, and two wanted to know how Pool Street West would engage with Warton Road, emphasising this as an important link to Stratford centre and the local area.

CHAPTER 01
INTRODUCTION

UCL EAST PHASE 1 | POOL STREET WEST

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 Pool Street West ('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 May 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 public consultation conducted on UCL East's Pool Street West, undertaken between October 2017 and March 2018.

During this period, two interim reports were produced as a public record of the first stages of consultation; these were issued publicly, to ensure they presented an accurate reflection of public feedback.

The Statement of Community Involvement adds to these two Stage Reports, and includes an overarching analysis and response to the public's feedback on UCL East Phase 1, and more specifically on Pool Street West. 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.



IQ, Shoreditch

Lifschutz Davidson Sandilands (LDS)

Role: Design team lead

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

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



Artist's impression of the entrance looking from the north of the Pool Street West site, displayed at Stage 3 events

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 (LLDC 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.

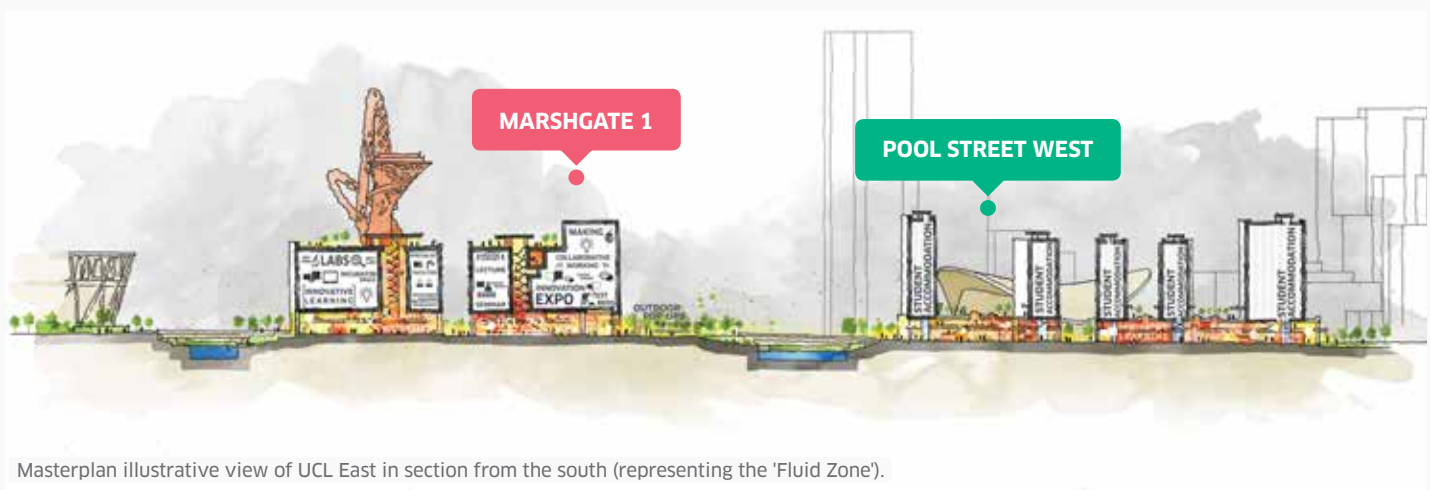
The next steps towards developing the university's new campus includes the RMA applications for Pool Street West, Marshgate 1, and the associated public realm, providing the detailed designs for the two first buildings of UCL East.

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.



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.



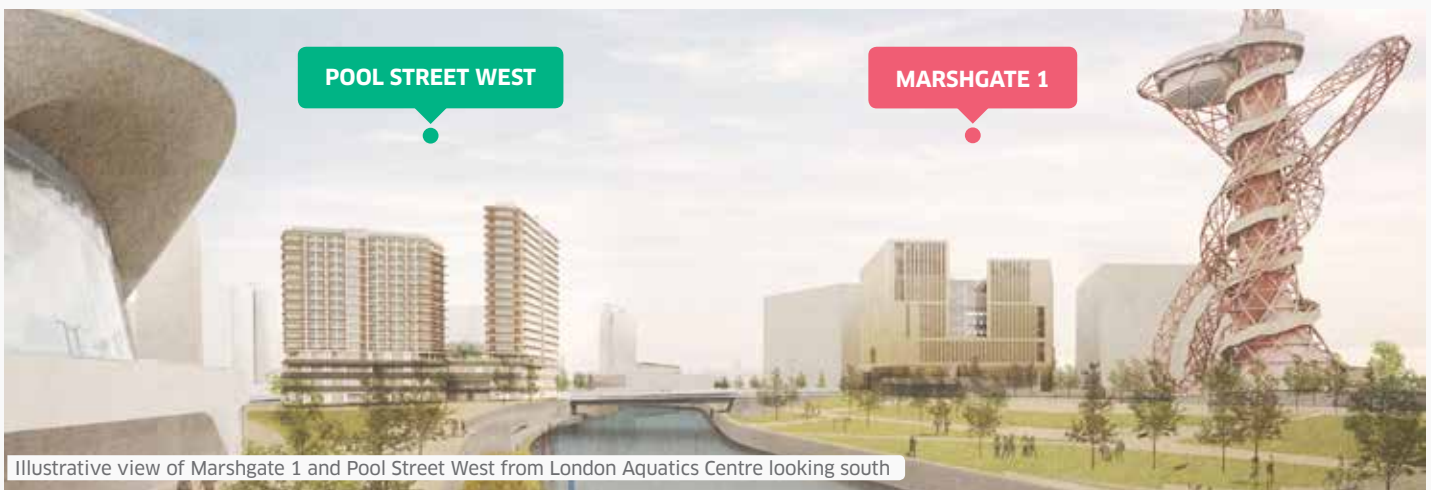
Originating: A hub for innovation activities, focusing on the intersection between humans, their social interactions and technology – ranging from robotics and cultural technology to future manufacturing and global cities. We’re creating new courses for students in these areas and establishing new incubation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

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.

Pool Street West will feature a range of uses, including student accommodation, academic, retail, community and engagement uses.

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

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

Pool Street West Objectives:

Pool Street West will seek to:

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



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



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



Bartlett Summer Show Family Day, 2015

Pool Street West Academic Vision:

The academic vision for UCL East is deliberately innovative and ambitious.

Pool Street West will house the Future Living Institute, which will explore global challenges such as planetary sustainability, understanding nature, environment and urbanisation, global communications, and social inclusivity. It will be truly multi-disciplinary and the first time UCL has created an institute cutting across five faculties.

The Future Living Institute aims to overcome the conventional barriers between research, education, enterprise and public engagement. It will bring together researchers across the five areas described to the right:



The **Experimental Engineering Labs**, which will provide new academic activities covering a wide range of unique and innovative fields of study. A centre for Robotics & Autonomous Systems will offer the opportunity to build robots from the nano to large scale and model their environments.



The **Global Disability Innovation Hub**, which will bring together cutting edge technology and lived experience. Academics, innovators, corporates and the local community will explore disability from a new perspective.



Culture Lab, which will offer teaching, research and engagement spaces, underpinned by new programmes in making, media, conservation & heritage, and public history. Facilities at Pool Street West will include an object-based learning laboratory and a London Memory Archive.



Nature-Smart Cities, which will be a research and teaching centre, focusing on three key themes: enhancing biodiversity of cities; understanding urban ecosystem services & wellbeing benefits; and engaging urban populations with their natural environment.



The **Urban Room**, as part of the **Global Future Cities**, a major public and community space, hosted by urban academics from across UCL, for debating the past, present and future of London. The Co-Labs will provide opportunities for the application of knowledge towards the improvement of human settlements worldwide.



View of the Urban Room in Pool Street West

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 | POOL STREET WEST 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 Pool Street West was a three-stage process, involving stakeholders and the community at key design stages. The consultation on Pool Street West has been conducted jointly with Marshgate 1 through Stages 2 and 3, presenting the first phase of UCL East as a whole.

This chapter describes all events and activities carried out on UCL East's Pool Street West. The following is a broad overview of consultation stages 1-3, presenting engagement statistics, aims and objectives of stages, timeline of events, and details regarding which stakeholder groups were involved, why and how.



UCL Bloomsbury exhibition, March 2018

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.



Queen Elizabeth Olympic Park Road Show, May 2017



Stratford Library exhibition, October 2017



UCL Bloomsbury exhibition, October 2017



Legacy Youth Voice session, March 2018



UCL Bloomsbury exhibition, March 2018

Consultation Stages

The First Stage of public consultation events on UCL East Phase 1 and Pool Street West was carried out in May 2017, providing initial designs of the mixed-use scheme. This continued communication on the development of the new campus, following consultation on the UCL East Masterplan from summer 2015 to autumn 2016.

The Second Stage of public consultation activities took place in October 2017, raising awareness and presenting the first initial designs for all of Phase 1.

The Third Stage of community consultation took place in March 2018, presenting updates to Marshgate 1, Pool Street West and the associated Phase 1 landscape design.

Events and involvement statistics

Since May 2017, over 800 people have been engaged over the course of the community and public consultation for UCL East's Pool Street West, through drop-in exhibitions and targeted workshops.

There have been 13 public drop-in exhibitions on the development, which received a total of 225 feedback forms from the public and UCL staff and students. Over 570 individual comments have been given on UCL East and Pool Street West.

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

Aside from Stage 1, 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 stage, conducted over summer 2017, aimed to present an overview of UCL East Phase 1, and initial designs of Pool Street West 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 and Pool Street West.
- 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 October 2017.
- The design team aimed to explore how Pool Street West will connect and engage with the local area, what uses and activities there could be and its vision for sustainability.
- Key findings from the first stage of engagement were presented back to the community, alongside an explanation of how the design is responding to the feedback.

Consultation timeline

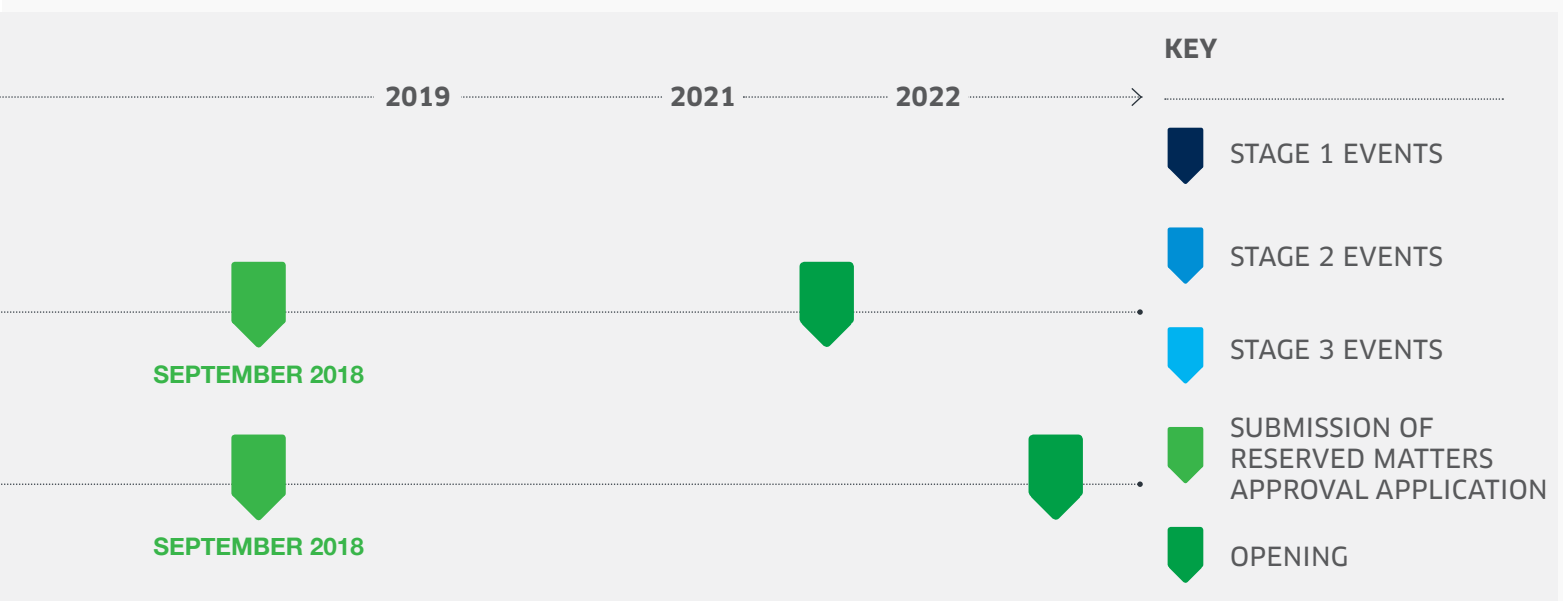


Stage 3 | Final Design Proposal

- Stage 3 was carried out in March 2018.
- The aim of the final stage was to share the latest designs of the scheme - providing further detail to the building's fit out and uses, as well as details regarding the public realm.
- The events presented the final draft proposal for Pool Street West. This was done through updated exhibition materials indicating key design changes, including modifications to the number of floors (though not overall heights).



UCL Bloomsbury Campus, March 2018



2.4 Diary of Events & involvement

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

STAGE 1

The first stage of consultation aimed to engage as many people as possible through road shows and targeted group outreach sessions.

02 - 04 MAY

Door-to-door flyer distribution



21,000 flyers plus emails

18 MAY

UCL Bloomsbury Main Quad



20 MAY

Queen Elizabeth Olympic Park At Waterworks Place



17 MAY

UCL Bloomsbury South Quad



19 MAY

Stratford Broadway



31 MAY

UCLU Sabbatical Officers Walkabout & discussion



10 MAY

Youth Board meeting



03 JUNE

Legacy Youth Voice workshop



ROAD SHOWS

COMMUNICATION

OUTREACH SESSIONS

2017 MAY

JUNE

STAGE 1

STAGE 2

The second stage of consultation further involved public events, engaging various stakeholders of the project through exhibitions and a continuation of the group outreach sessions from Stage 1.

23 SEPTEMBER
Door-to-door flyer distribution



21,000 flyers plus emails

05 OCTOBER
UCL Bloomsbury Main Quad



04 OCTOBER
UCL Bloomsbury Main Quad



07 OCTOBER
The Podium,
Queen Elizabeth Olympic Park



06 OCTOBER
Stratford Library



17 OCTOBER
Youth Board meeting



11 OCTOBER
UCLU Sabbatical Officers
Walkabout & discussion



28 OCTOBER
Legacy Youth Voice
workshop



STAGE 3

The third stage of consultation provided continuity in engagement, following a consistency in Stratford and Bloomsbury events and outreach sessions.

14 MARCH
Chobham Academy



20 MARCH
UCL Bloomsbury
Main Quad



16 MARCH
Stratford Library



21 MARCH
UCL Bloomsbury Main Quad



17 MARCH
The Podium,
Queen Elizabeth Olympic
Park



17 MARCH
Legacy Youth
Voice workshop



21 MARCH
UCLU Sabbatical Officers
discussion



COMMUNICATION

PUBLIC EXHIBITIONS

OUTREACH SESSIONS

PUBLIC EXHIBITIONS

OUTREACH SESSIONS

SEPTEMBER

OCTOBER

2018 MARCH

STAGE 2

STAGE 3

2.5 Stage 1 Activities & Event Details



Road show in Stratford Broadway
19 May 2017



Road show at Main Quad of UCL Bloomsbury
17 May 2017



Road show in Queen Elizabeth Olympic Park
20 May 2017

Road shows

Road shows were held at both the UCL Bloomsbury Campus and locally in Stratford in May 2017. The events aimed to provide an overview of UCL East Phase 1, and Pool Street West, to understand a diversity of local and UCL student and staff views on the proposals. The events took the form of a mobile exhibition, presenting the concept design boards and allowing those who stopped by to speak with the project team and leave feedback.

Road show materials included:

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

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

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

UCL Bloomsbury road shows

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

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

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

Event details

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

Stratford road shows

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

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

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

Event details

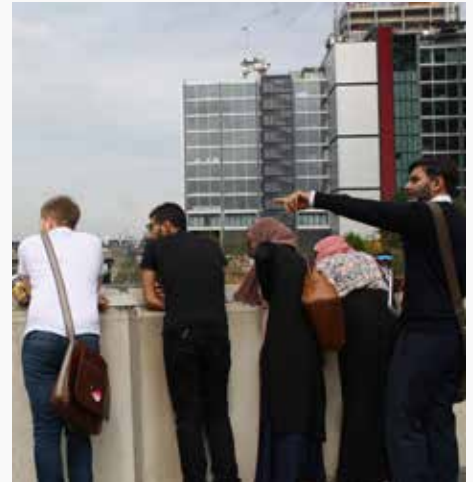
1. Stratford Broadway
Friday 19 May | 11am – 2pm
2. Queen Elizabeth Olympic Park
Saturday 20 May | 11am – 2pm



Youth Board session
10 May 2017



Legacy Youth Voice session
3 June 2017



UCLU Sabbatical Officers session
31 May 2017

Outreach Sessions

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

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

Youth Board session

The Youth Board are young adults that represent and make decisions on behalf of the Legacy Youth Voice (LYV), 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 Pool Street West, followed by group discussion with the Youth Board. For more details please see pages 82-95.

Event details

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

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

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 on Pool Street West and related developments, followed by a workshop session and group discussions. For more details please refer to Chapter 4.

Event details

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

Attendees:
29x Legacy Youth Voice members
8x project team members

UCLU Sabbatical Officers session

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

The project team took the Sabbatical Officers on a walkabout around the site, which was then followed by a review of the proposals shown at the road show exhibitions and a group discussion. Findings are discussed in pages 82-95.

Event details

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

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

2.6 Stage 2 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, allowing for a range in local venues and event schedules. The events presented first stage concept designs for Marshgate 1 alongside second stage detailed designs for Pool Street West. 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: Nine boards covered the academic vision, design objectives and developed designs for Pool Street West, 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 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 at 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 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.

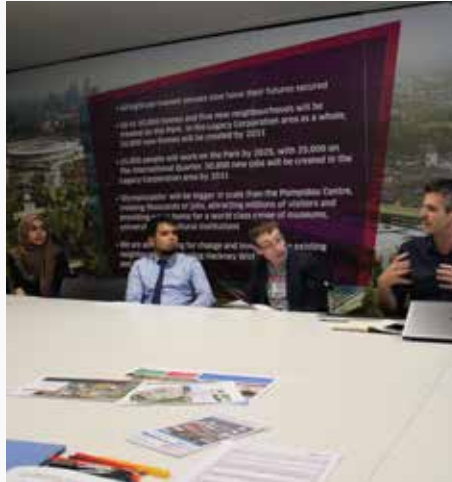
Approximately 136 people were engaged and 41 feedback forms received on Phase 1 of UCL East, relating to both Pool Street West and Marshgate 1 plots.

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



Youth Board session
17 October 2017



Legacy Youth Voice session
28 October 2017

Outreach Sessions

Targeted sessions facilitated discussion with local youth and UCL student groups.

These followed Stage 1 sessions with the same groups.

UCLU Sabbatical Officers session

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

Youth Board session

This was the second session the Youth Board had on Pool Street West.

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 86-90.

Event details

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

Attendees:

7x Youth Board members
7x project team members

Legacy Youth Voice session

This was the second session the Legacy Youth Voice group had on Pool Street West.

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 86-90.

Event details

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

Attendees:

29x LYV members
6x project team members

2.7 Stage 3 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 took part in March 2018. It 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, a large model fly through and allowing those who stopped by to speak with the project team and leave feedback.

Exhibition materials included:

Exhibition boards: Seven boards covered the academic vision, design objectives and detailed designs for Pool Street West, 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 Stages 1-2 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 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 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 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

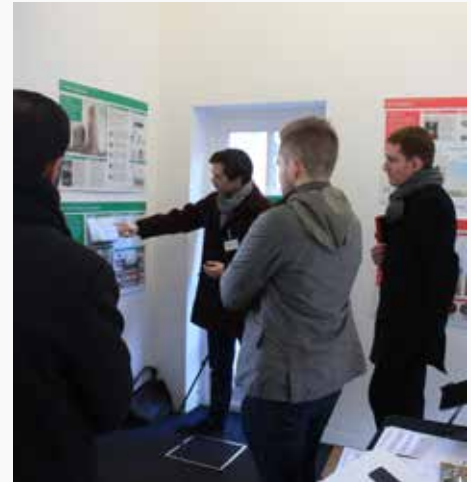
1. Chobham Academy
Wednesday 14 March | 6:15pm - 9pm
2. Stratford Library
Friday 16 March | 3pm - 7pm
3. The Podium, Queen Elizabeth Olympic Park.
Saturday 17 March | 11am - 3pm



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 3 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 Stages 1-2 of UCL East Phase 1.

Legacy Youth Voice session

This was the third session with the LYV conducted on Pool Street West.

The outreach session began with the group viewing the public exhibition boards and physical model at the Podium, to then break into group discussions based on topic questions relating to UCL East, Pool Street West and Marshgate 1. Findings are discussed on pages 91-92.

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 91-92 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

2.8 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.

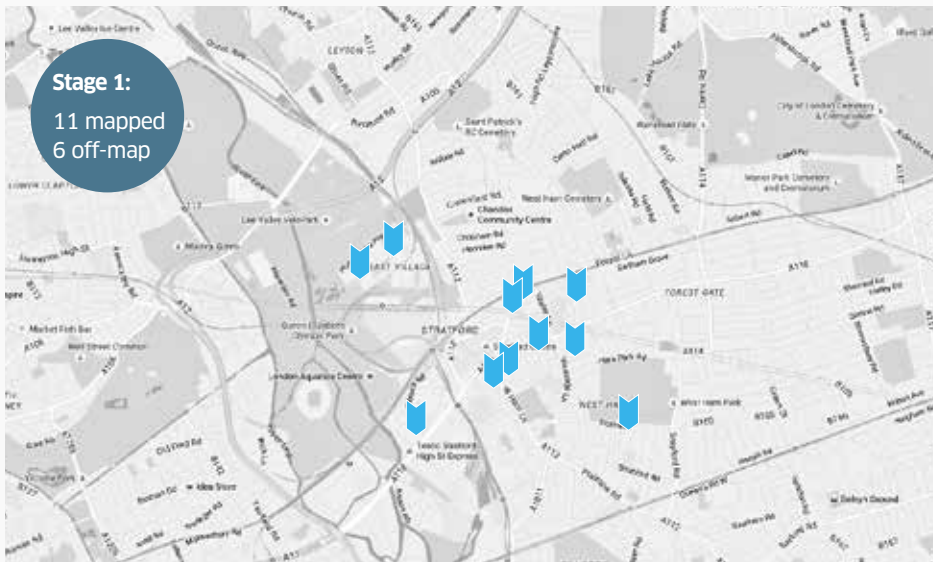
This provides a reference of the groups that have been engaged, and allows for comparison against local census data. It is important to note that the demographics data does not include those engaged with during outreach sessions, and is therefore not representative of the overall process, but of drop-in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

- On average there were slightly more men than women present at exhibitions.
- There has been a slight over representation of people under 25 (by 4%) and shortfall of those 25-35 (by 12%) 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 21%), however there has been increase of BME group representations from 25% to 45% in later phases compared to Stage 1 events in May 2017.
- Conscious of typically hard to reach groups, targetted 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 Stage 3 Exhibitions	Average from all stages Exhibitions	Ward average	Exhibitions to Average comparison
Gender						
Male	57%	60%	64%	60%	52%	+8%
Female	43%	40%	36%	40%	48%	-8%
Age						
Under 25	24%	45%	45%	38%	34%	+4%
25-35	28%	17%	20%	22%	34%	-12%
36-55	28%	29%	24%	27%	21%	+6%
Over 55	19%	10%	12%	13%	11%	+2%
Ethnicity						
White	75%	55%	55%	62%	41%	+21%
BME	25%	45%	45%	38%	59%	-21%

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.



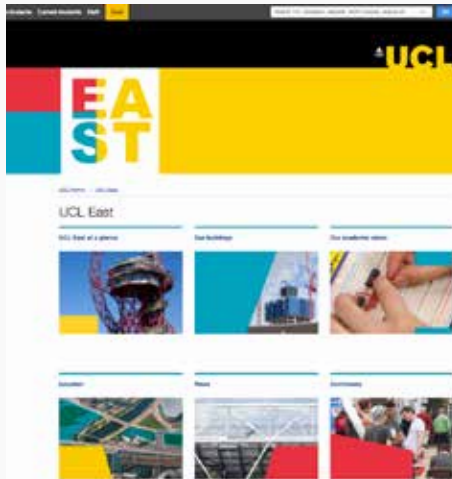
It is worth noting that contact details could not always be collected, as many people looked through the exhibition materials without filling in forms or leaving their details.

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

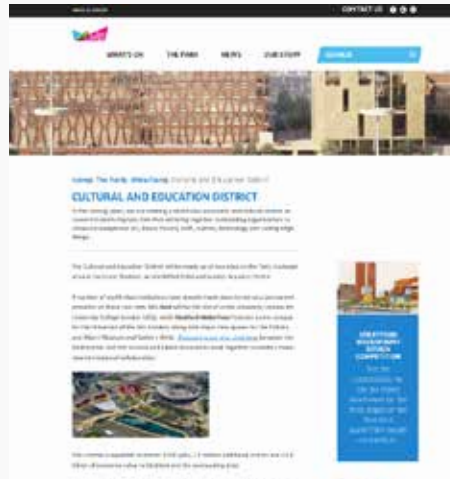


Note: These figures are taken from the people that filled in contact details in feedback forms at the exhibitions events, with UCL consultees representing the majority of the "off-map" participants.

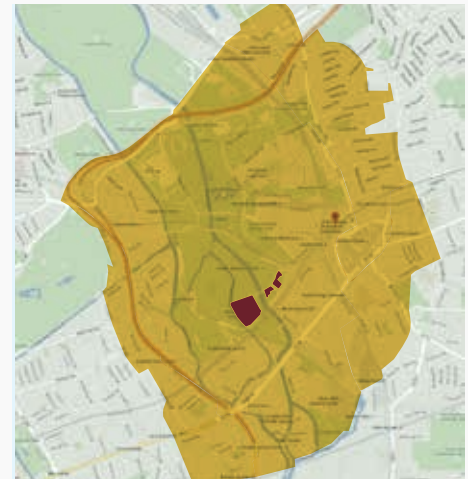
2.9 Communications & Promotion



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.

UCL communications

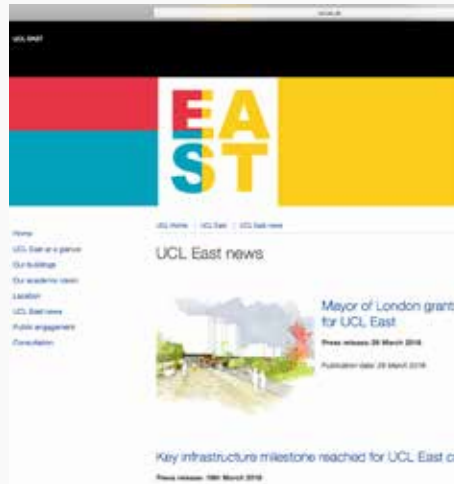
UCL has used a range of communication channels to raise awareness of the programme and promote how people can become involved. These have included using the UCL e-newsletters (including TheWeek@UCL to all c.14,000 UCL staff), the main UCL website, the UCL East website, internal events and face-to-face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



Event flyers



Stage 3 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 available 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 | POOL STREET WEST

AT QUEEN ELIZABETH OLYMPIC PARK

CHAPTER 3

FINDINGS

3.1 Chapter Overview

The three stages of public consultation events held on Pool Street West shared information and provided details on UCL East's public realm and its first two buildings, 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 Phase 1, on Marshgate 1, Pool Street West, and the public realm. Stage 1 events focused on Pool Street West.

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

The analysis is structured as follows:

- 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, May 2017

STAGE 1 FINDINGS

3.2 Stage 1 Findings

The Pool Street West Stage 1 events provided an overview of UCL East Phase 1, narrowing in on the detailed design process to introduce the design principles and initial concept designs for the building, and gather feedback from both the local and UCL community.

The road show followed the form of a mobile exhibition which introduced the project team and presented the academic vision, history and context of the site, community involvement from the masterplan process, how the masterplan shaped the designs, and finally the concept designs and plans for the Pool Street West.

Further to the public 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 road shows, outreach sessions with the Youth Board, Legacy Youth Voice and UCLU Sabbatical Officers and emailed comments.

The following materials were used to collect feedback:

- Feedback forms
- Outreach session tablesheets and recordings

Stage 1 consultation statistics



3.3 Stage 1 Synopsis of Responses

Overall there was a positive response to the proposed design scheme for Pool Street West. Key areas of feedback related to identity of the building, approach to accessibility and provision of public spaces and landscape.

Feedback

All comments were considered and categorised by the topic it references. In total, Stage 1 collected 122 comments from the feedback forms and emails. Many of the comments were left by respondents who were not previously involved in the masterplan consultation process, as indicated by the results of Question 06 on the feedback form.

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

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

SUMMARY RESPONSES

Design, Identity, Scale and Architecture:

Many of the respondents agreed that Pool Street West would be a well designed building with a look and feel that is both modern and fitting within the Park. They commented that the building's identity was innovative and visually transparent, encapsulating the spirit of UCL and the Olympic and Paralympic Legacy.

At this stage, a few respondents felt that the building seemed generic and corporate in its look and feel, and not necessarily suiting for a university or as an addition to the Park.

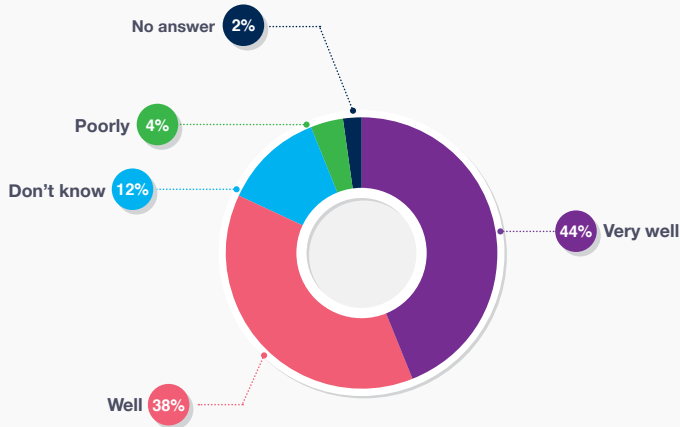
Community Benefit, Facilities and Involvement:

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

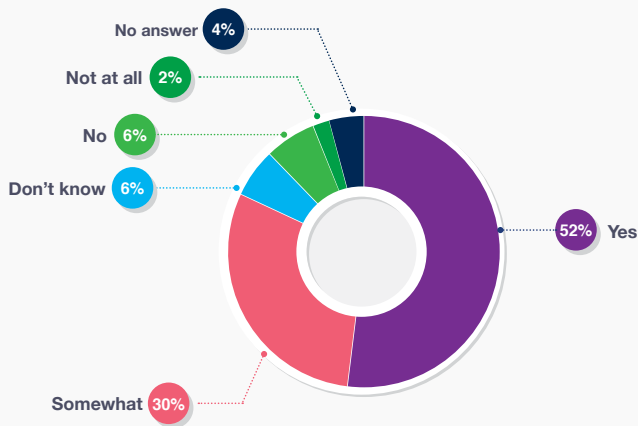
Open and Public Spaces:

There were mixed responses regarding the approach to open and public spaces and their associated landscaping. While the majority of comments related to this topic were positive and excited about the provision and quality of green space, some cited that they could not tell by the proposals if there would be enough biodiversity and outdoor activities. There was a recognition that the plot size is small and that the terrace space and proposed landscaping would provide well designed amenity areas.

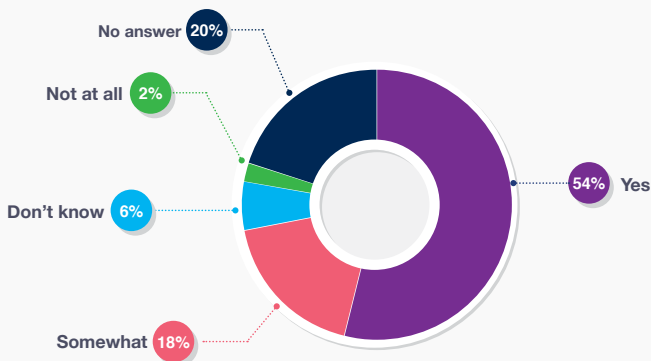
01. How well do you feel the look and feel of the building fits in with the local area?



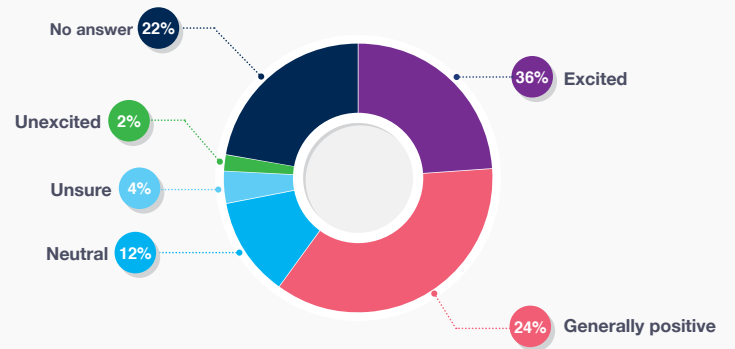
02. Do you think the building is inviting?



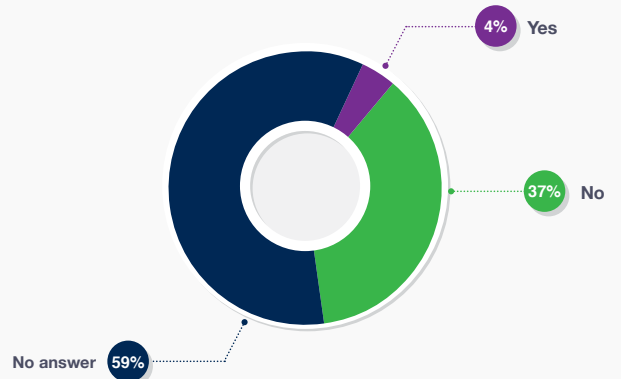
03. Do you like the approach to the external spaces / landscaping?



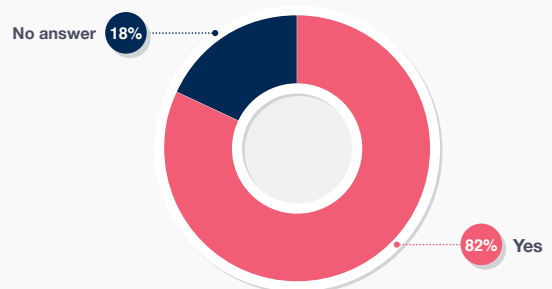
04. Overall what is your impression of the initial proposals?



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



07. Have you found this event informative?



For more details, see Chapter 4 Findings

3.4 Stage 1 Response Source & Type

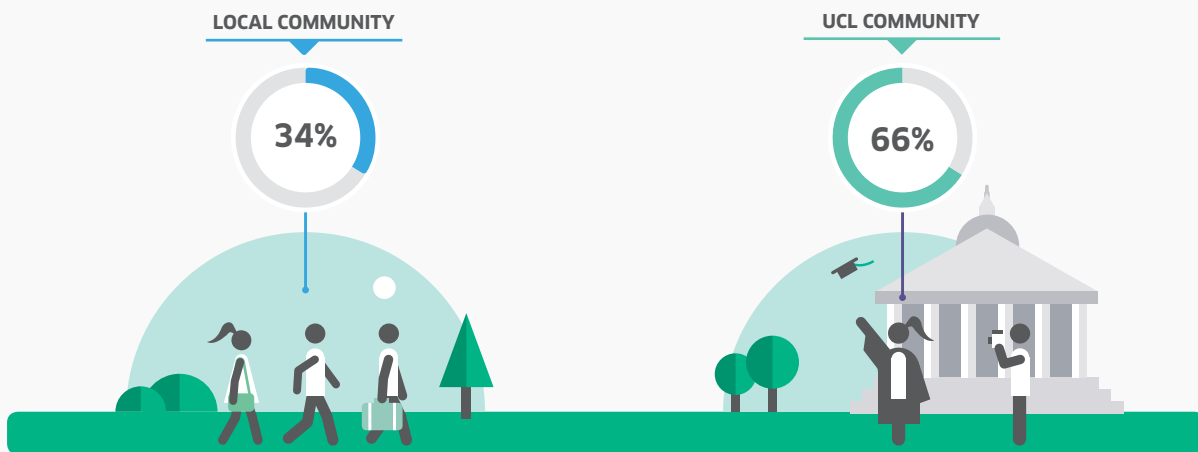
Stakeholder category

50 feedback forms were received during Stage 1 events on Pool Street West.

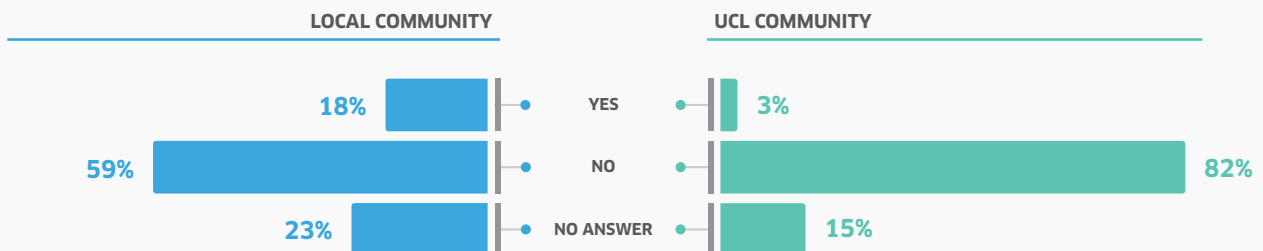
Of those, 34% were from the local community, and 66% were filled out by the UCL community.

55% of those who attended the UCL road shows and left feedback forms were students, 39% staff, 3% visitors and 3% unknown.

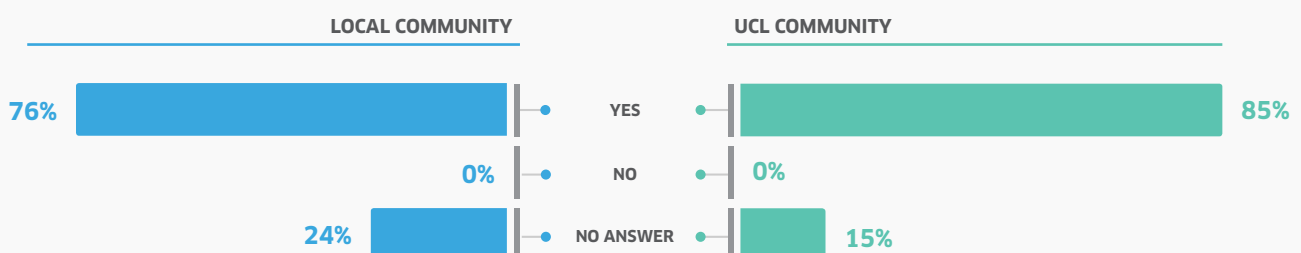
65% of those who attended the local road shows were residents within the distribution boundary. 12% of the local road show attendees were visitors, 6% unknown and 18% were UCL students, so there is a small amount of crossover in the feedback.



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



Have you found this event informative?





UCL Bloomsbury Campus, May 2017



Stratford Broadway, May 2017

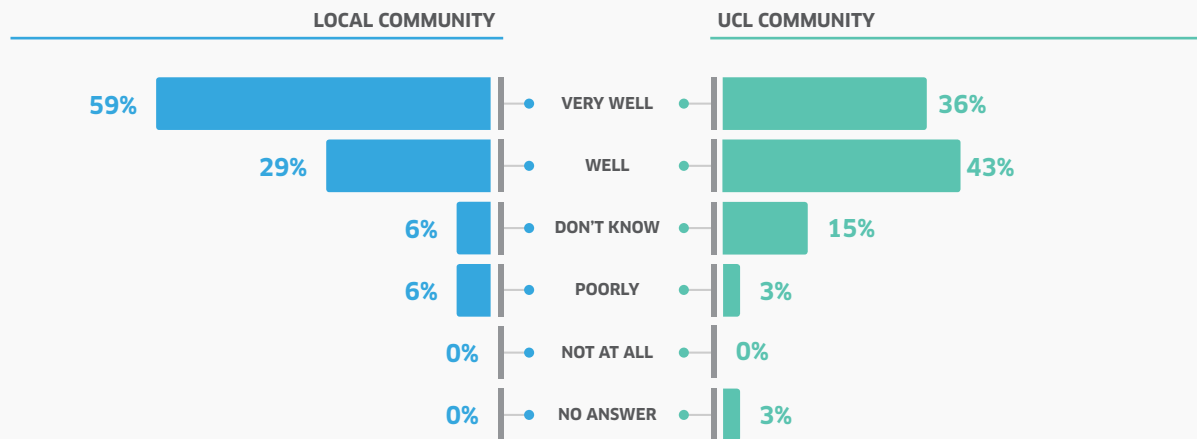


Queen Elizabeth Olympic Park, May 2017

3.5 Stage 1 Detailed Questions Analysis

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

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



Analysis*:

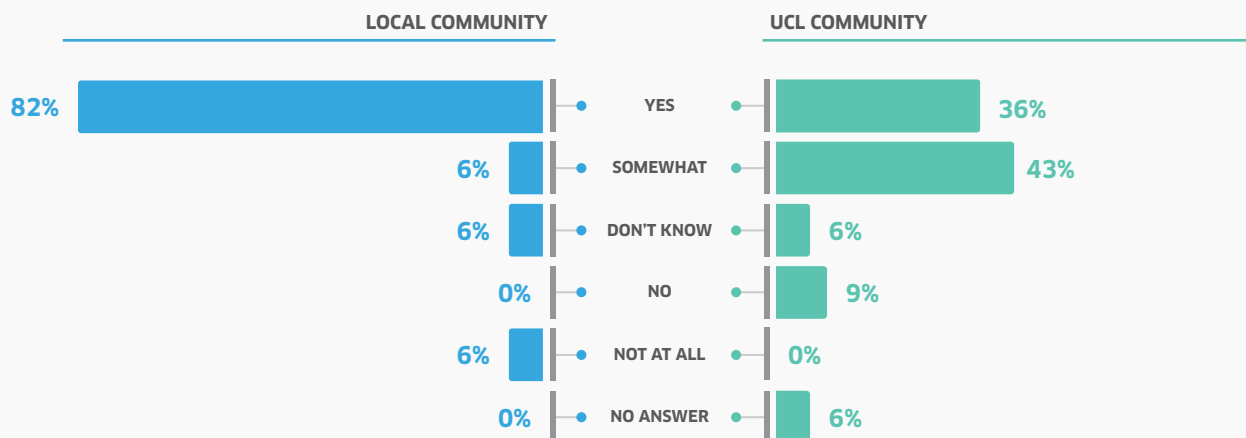
The majority of respondents found the development appropriate within the local context, with 88% of the local community and 79% of the UCL community selecting either 'very well' or 'well' on the tick-box question. Additional written comments received included commitments of support and recognition of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

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

*35 respondents left written feedback; a total of 11 comments were collected from the local community and 24 comments from the UCL community.

Q2. Do you think the building is inviting?

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



Analysis*:

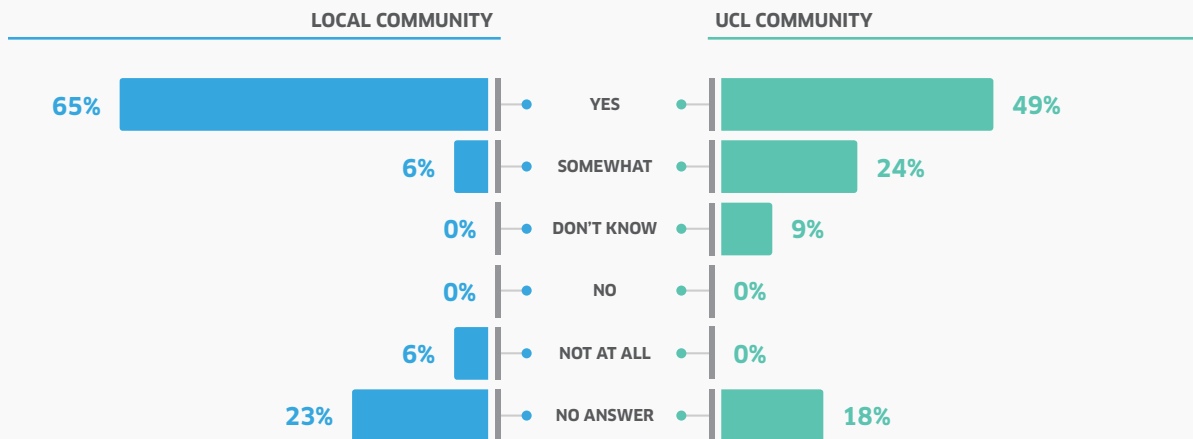
The majority of respondents from the local community answered positively that the building would be inviting. Written comments supported this, with local respondents citing the accessibility of the ground floor levels of the building and the potential for events to invite people into and around the building.

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

*31 respondents left written feedback; a total of 10 comments were collected from the local community and 21 comments from the UCL community.

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

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



Analysis*:

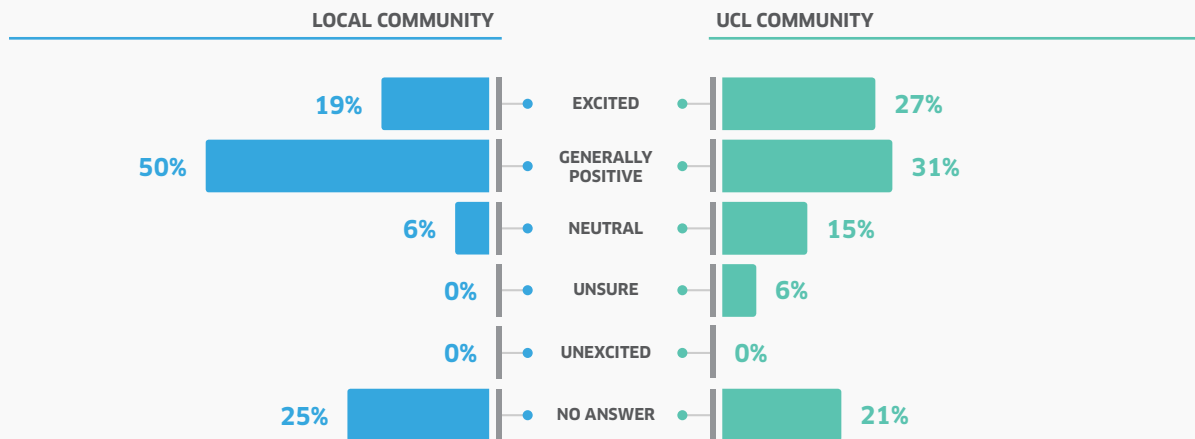
Overall the respondents agreed that the external spaces and landscape design takes the right approach at both lower and terrace levels of the building. The written comments indicate that both local respondents and UCL respondents see the outdoor spaces as inclusive and an appropriate environment for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

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

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

*25 respondents left written feedback; a total of 9 comments were collected from the local community and 16 comments from the UCL community.

Q4. Overall what is your impression of the initial proposals?



Analysis*:

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

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

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



UCL Bloomsbury Campus, October 2017

UCL EAST PHASE 1 | POOL STREET WEST AT QUEEN ELIZABETH OLYMPIC PARK

STAGE 2 FINDINGS

3.6 Stage 2 Findings

The Stage 2 consultation events on Pool Street West continued to raise project awareness, feeding Stage 1 findings back to the public, identifying key issues and challenges and gathering feedback to support and inform development of the design proposal.

The public exhibitions introduced concept designs for Marshgate 1 alongside the detailed designs of Pool Street West – presenting UCL East phase 1 as a whole, with its academic vision, history and context of the site, community involvement from the masterplan process and Stage 1, and finally the detailed designs and plans for both buildings.

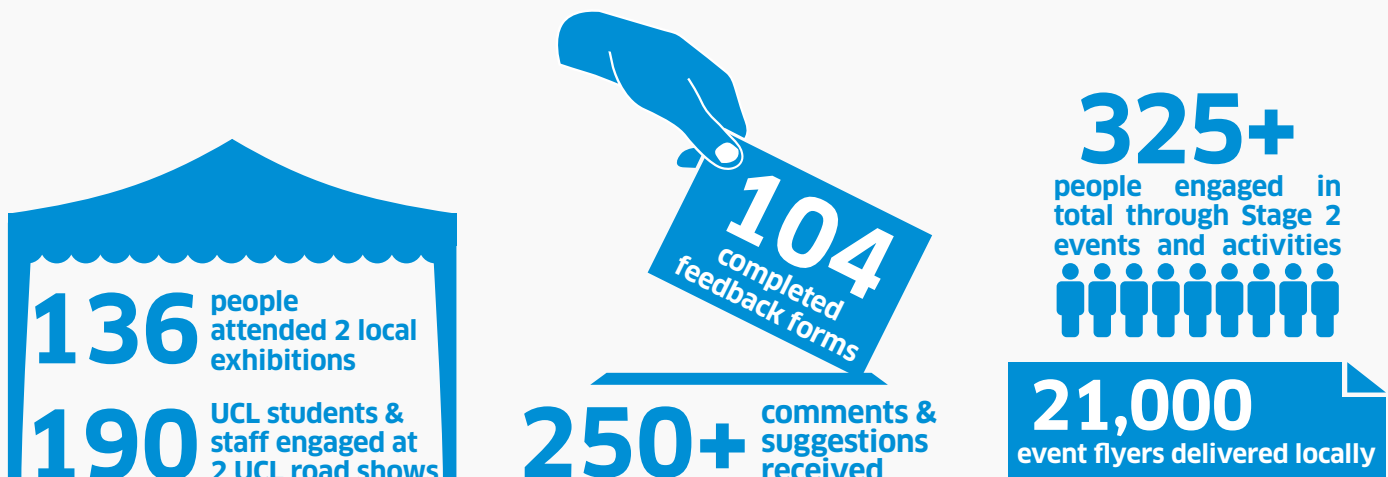
Further to the public events, outreach sessions featured presentations and walkthroughs from the team followed by in-depth discussions with local youth and UCLU Sabbatical Officers, described in Chapter 4.

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 2 consultation statistics



3.7 Stage 2 Synopsis of Responses

Altogether, there was a positive response to the proposed design for Pool Street West. Feedback forms at the exhibitions provided opportunity for consultees to answer tick-box questions and leave comments.

All 252 written comments received during Stage 2 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 Pool Street West from Stage 2 October 2017 consultations; alongside pie charts on the following page showing the quantitative responses to the tick-box questions.

SUMMARY OF RESPONSES

Design, Identity, Scale and Architecture:

A large majority of respondents felt 'excited' and 'generally positive' about the designs for Pool Street West.

At this stage, mixed views ranging from positive support for the building's modern aesthetic to concern over its height and dullness. Participants approved its environmental initiatives and wanted to see more on sustainability. The terrace generated enthusiasm regarding potential views and place activation.

A workshop with UCL's Sabbatical Officers provided positive feedback on the overall design and use of internal communal spaces for students.

Community Benefit, Facilities and Involvement:

Similarly, differing views were expressed between consultees finding the public entrance and atrium permeable, open, bright and welcoming, and those finding it cold and intimidating to visitors. In line with this, suggestions were made to have clear signage and advertising spaces and activities open to the public. The Making Yard provoked very positive feedback, with the public finding it visually engaging.

The Legacy Youth Board were genuinely positive, but also wanted to see more evidence of interactivity of the Fluid Zone during their outreach session.

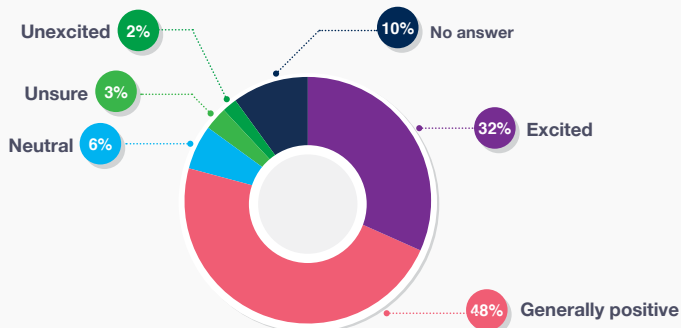
Open and Public Spaces:

The Fluid Zone was well received, with suggestions for additional seating and planting made. Consultees responded positively to the terrace, referring to benefits of activity, animation and mental health, as well as its importance of making connections with the Park.

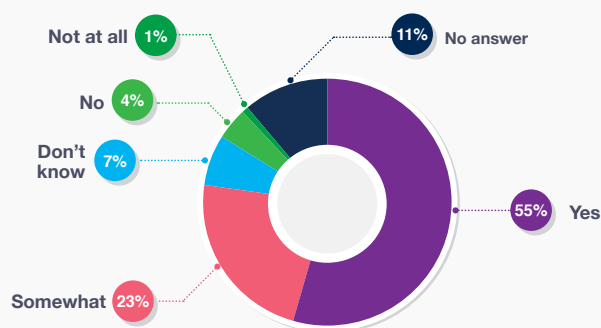
*Data is based on a total of 252 comments gathered through the 104 feedback forms from Stage 2 public consultation events. Response types are further discussed in the following pages.

Responses to UCL East Phase 1

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

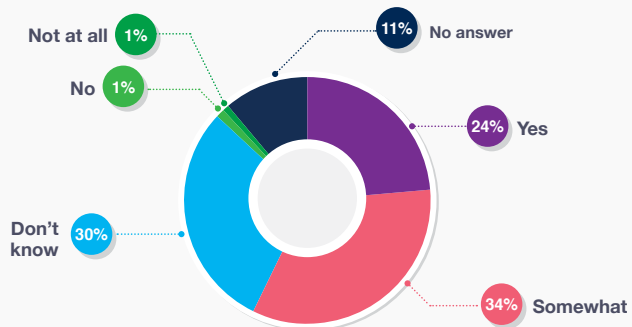


Q10. Do the designs work together and provide a strong presence?

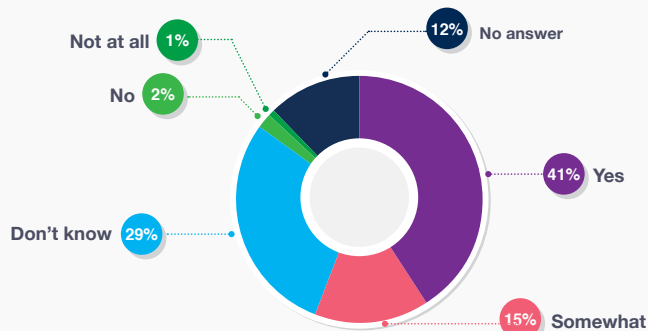


Responses to Pool Street West

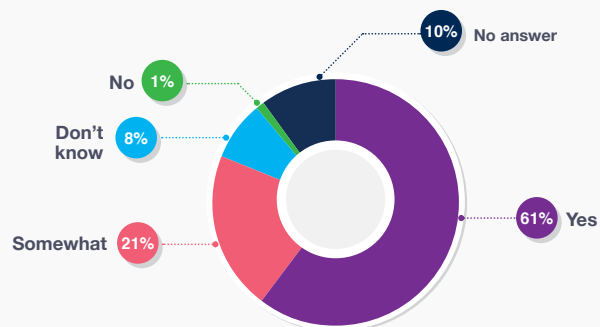
Q4. Do you think the environmental approach is reflected in the design?



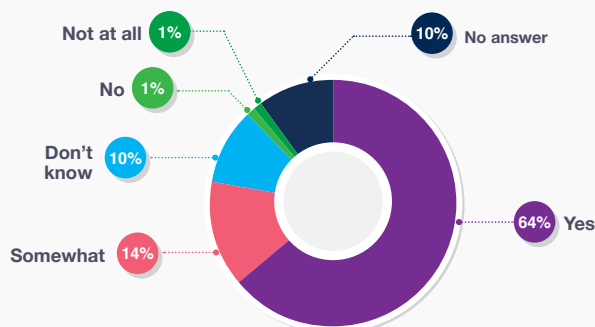
Q5. Are the materials and forms used in the building design successful?



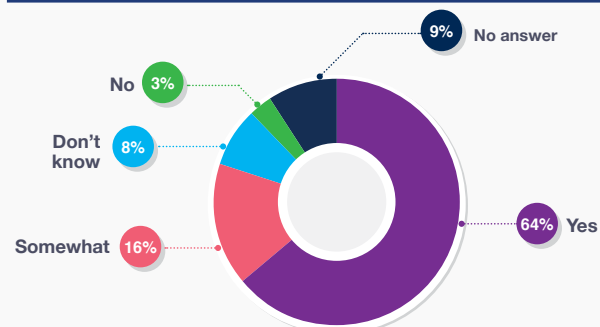
Q6. Do you like the approach to the terrace landscaping and uses?



Q7. Is the public entrance and atrium space attractive and welcoming?



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

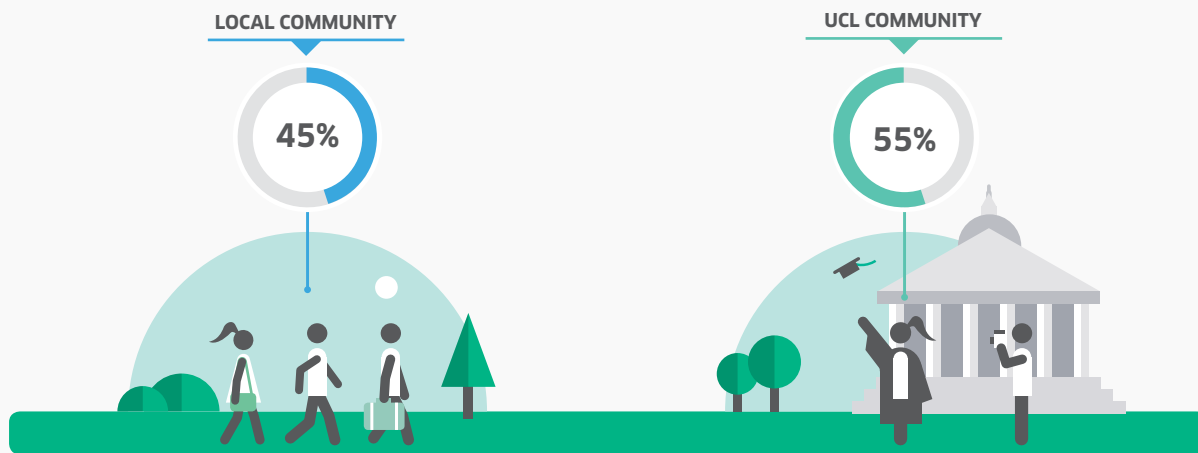


3.8 Stage 2 Response Source & Type

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. Of those, 55% were from the UCL community and 45% from the local community.



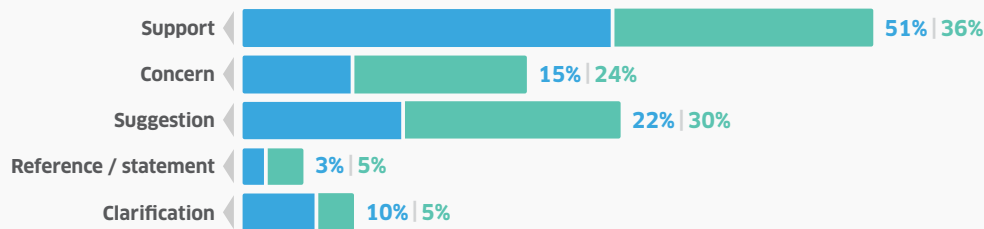
*Percentage of feedback forms received at Stage 2 public exhibition consultation events.

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

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.



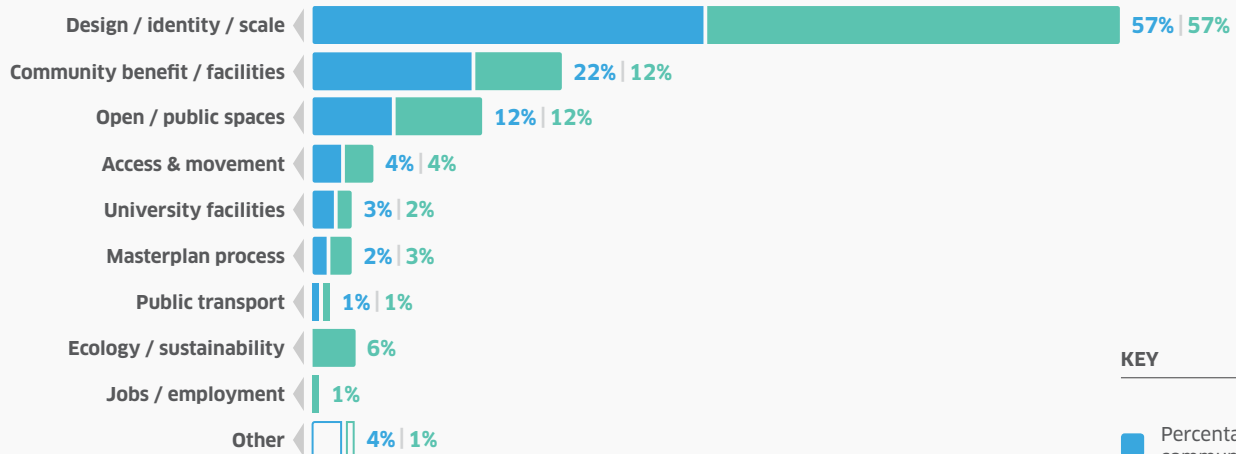
*Data is based on a total of 252 comments gathered through the 104 feedback forms, relating to both Marshgate 1 and Pool Street West.

Topics most discussed during Stage 2 of consultation

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

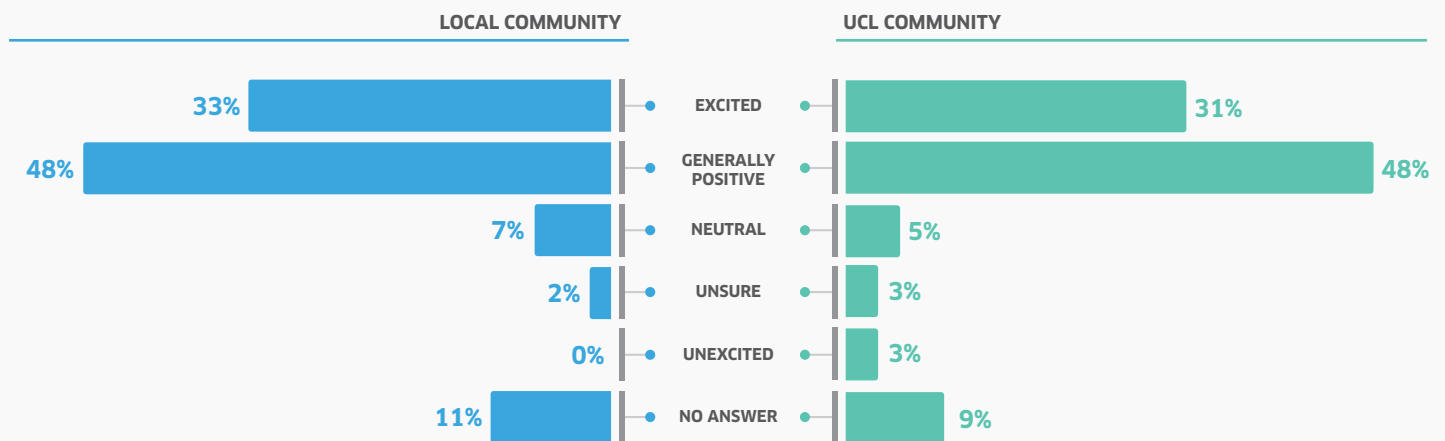
In addition to this feedback, three workshops were held with UCL and local Youth groups to further discuss the project with both stakeholder communities involved.

Of the 252 comments received at Stage 2 exhibition events, Pool Street West received nearly 100 on its building-specific questions, with the highest number concerning the terrace and the integration of environmental elements into the design, further discussed in the following pages.



3.9 Stage 2 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.

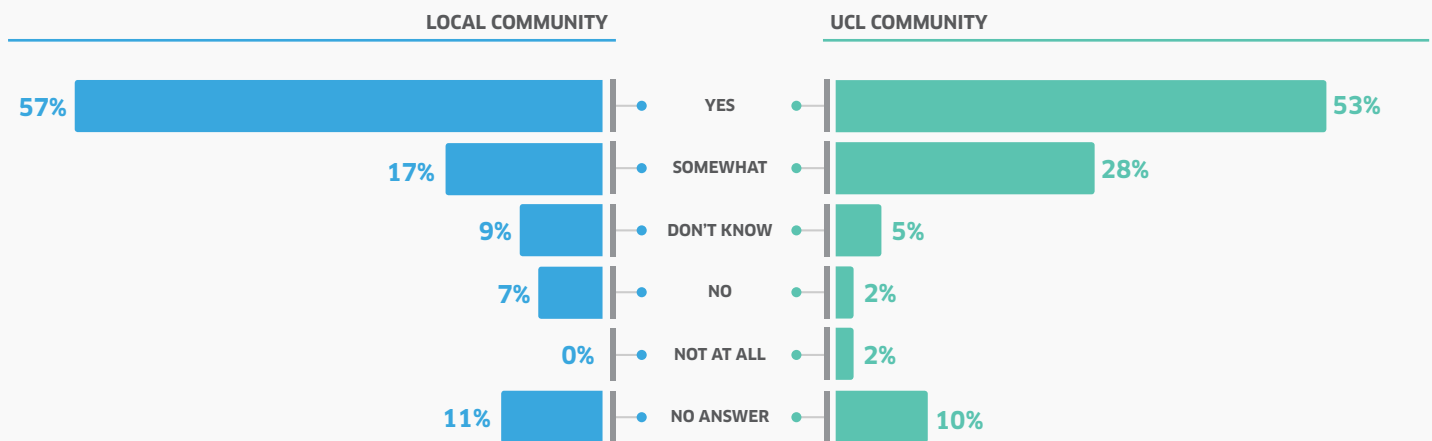
A tenth of each stakeholder group did not answer.

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 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 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.

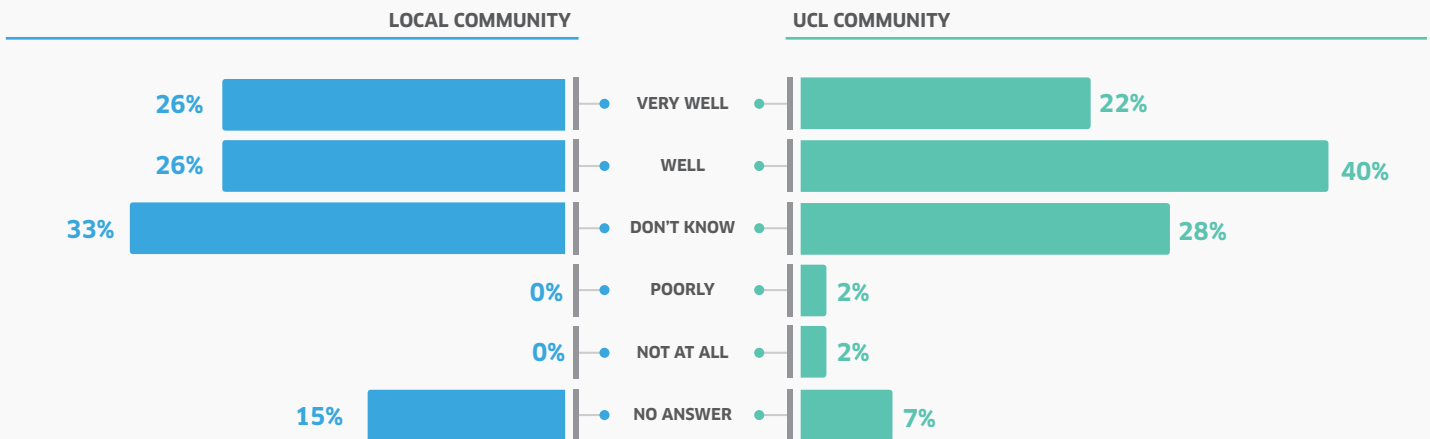
A tenth of each stakeholder group did not answer.

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.

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?



Analysis*:

From the checkbox feedback received, more than half of both the local and UCL communities found that Pool Street West integrates its environmental approach 'well' or 'very well' into the design.

The tick-boxes show that a third of respondents answered 'don't know', revealing a lack of information on the environmental approach in the design. A further tenth of the stakeholders did not answer.

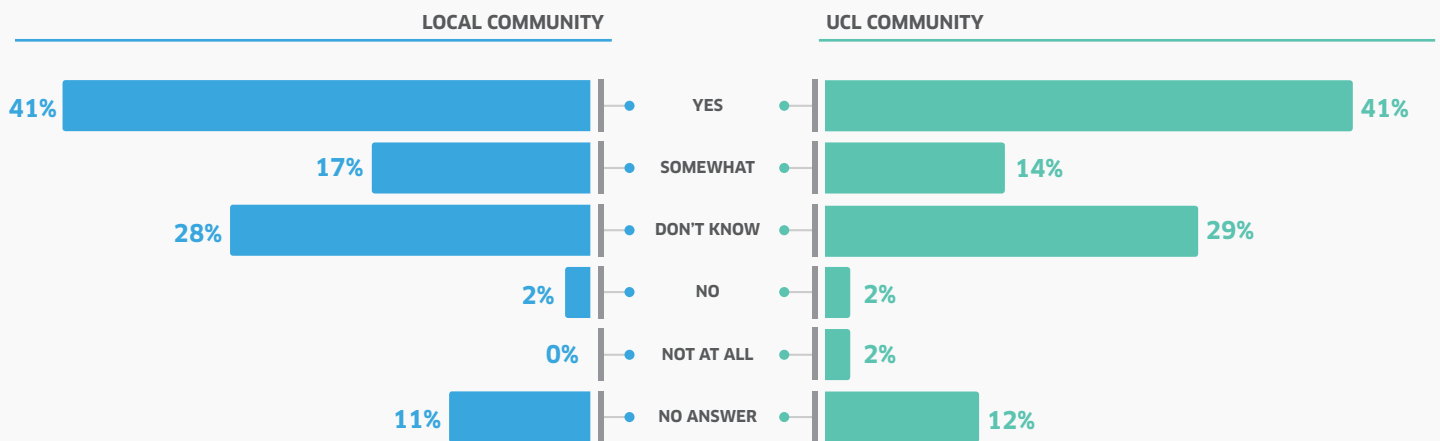
4% of the UCL community found the integration of these into the design as 'poor' or 'not at all' reflected.

From the 20 written comments received, an equal amount of respondents found the environmental elements well reflected in the design as those who did not see them. This may be explained by the fact that the environmental approach has been incorporated into the building's design.

Nonetheless, all respondents showed encouragement for environmental initiatives, with certain comments indicating they do not see this but support it – with one consultee saying "I do not know, but that would be very good", for example.

*20 respondents left written feedback; a total of 6 comments were collected from the local community and 14 comments from the UCL community.

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



Analysis*:

Overall, a majority of the responses found the materials and forms used in the building design to be successful, with over 40% of both communities answering 'yes'. However, almost as many consultees responded that they did not know, with a minor portion finding that 'no' or 'not at all'.

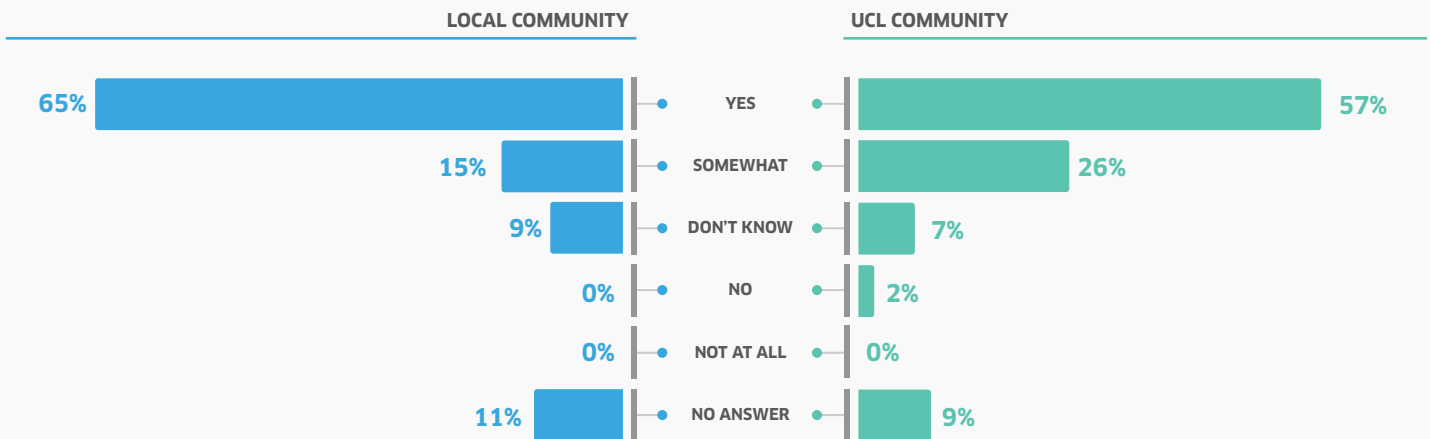
Over a tenth of the consultees did not answer.

From the 15 written comments received, an equal amount felt positive about the aesthetics of the materials and façade, as did those who felt the materials were unclear.

Three respondents found the design too tall or unattractive. A couple comments from both UCL and Stratford pushed for local use of materials, given the history of plastic creation in the area (i.e. Parkesine in Hackney Wick).

*15 respondents left written feedback; a total of 8 comments were collected from the local community and 7 comments from the UCL community.

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



Analysis*:

From the tick-box answers, the terrace was well received, with over 60% of consultees liking the approach to its landscaping and uses. The local community likes the approach to the terrace landscaping more than the UCL community does, with 2% of the latter answering 'no'.

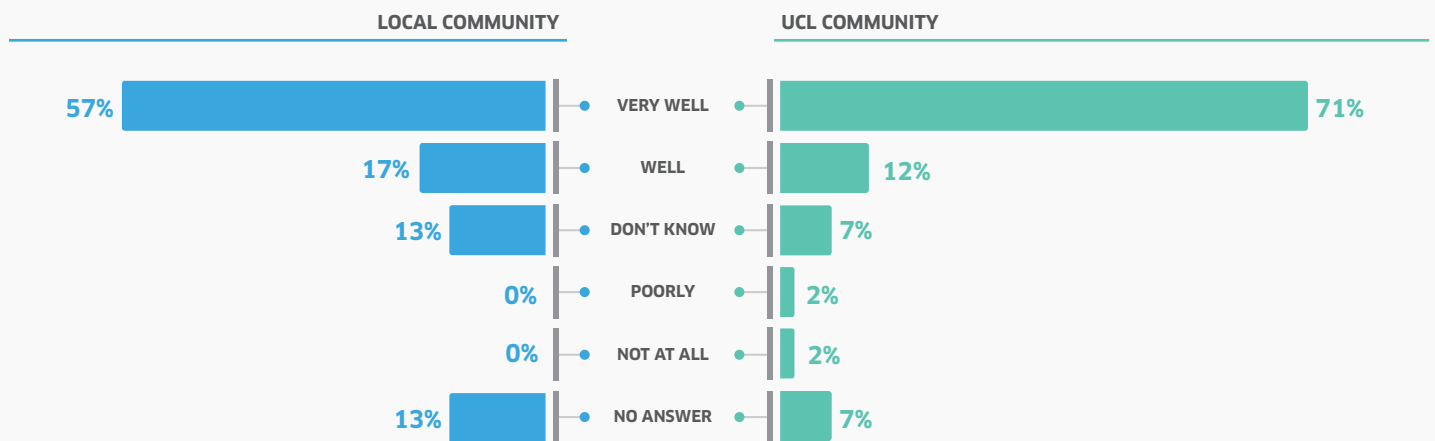
A tenth of each stakeholder group did not answer.

Of the 20 respondents leaving written comments, half supported the terrace as positive, referring to benefits such as mental health, local animation and its importance to create harmony with the Park.

The predominant suggestions focused on needed sheltered outdoor space and wind mitigation. Certain comments felt unclear on the users of the terrace and the extent to which the local community could access it, with one consultee explaining that green spaces are incredibly important, questioning if the terrace is for students only.

*20 respondents left written feedback; a total of 11 comments were collected from the local community and 9 comments from the UCL community.

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



Analysis*:

The tick-box feedback reveals that the entrance and atrium were well perceived throughout the consultation, with over 70% of the UCL community finding it attractive and 57% of the locals agreeing. Nonetheless, the Stratford community finds the public entrance and atrium space less attractive and welcoming than the UCL community does, reflecting how the public may feel intimidated to enter a space that is not evidently public or private.

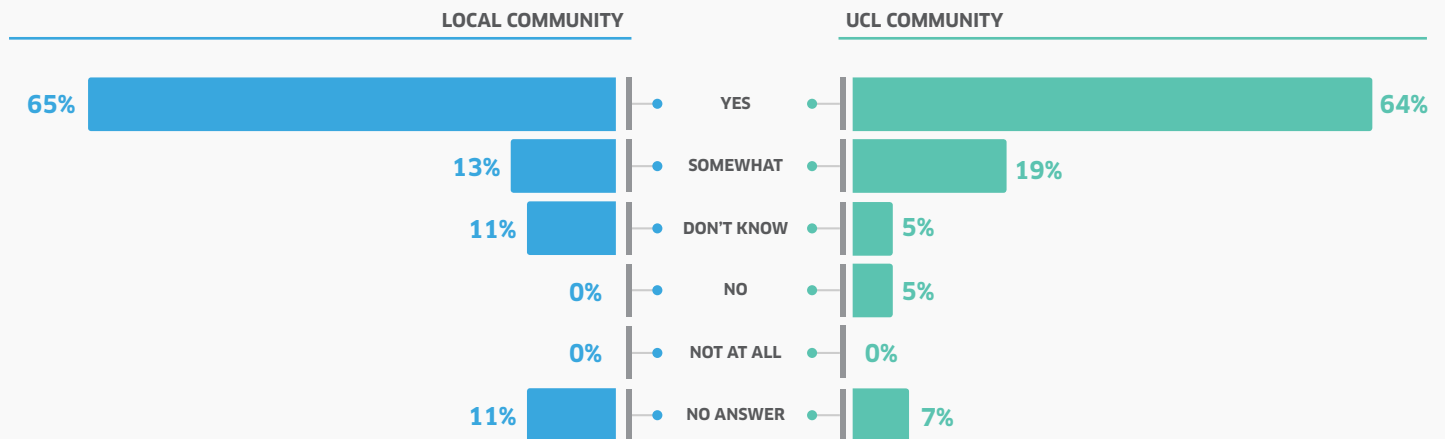
A tenth of both stakeholder groups did not answer.

In fact, the 16 written comments received were equally shared between consultees finding the entrance and atrium permeable, “open”, “airy”, bright and welcoming, and those describing it as “vast and looming”, or “uniform, cold and lifeless.”

Further suggestions placed emphasis on a required strategy for advertising public spaces and activities.

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

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



Analysis*:

From the answers received in the feedback forms, an overwhelming amount of respondents like the Making Yard being visible from the street. It should be noted however that 5% of the UCL community responded 'no'.

A tenth of consultees did not answer.

Of the 16 written comments received, ten comments resonated with this space positively engaging the public and animating the area. A couple comments questioned if this would distract the residents or student activity.

There was nonetheless a lack of clarity on the name, with five consultees enquiring on what the 'Making Yard' was.

Two concerns were expressed over the scope for public involvement and how this will be promoted, a recurrent comment regarding the Fluid Zone.

*16 respondents left written feedback; a total of 10 comments were collected from the local community and 6 comments from the UCL community.



UCL Bloomsbury Campus, October 2017



UCL Bloomsbury Campus, March 2018

UCL EAST PHASE 1 | POOL STREET WEST AT QUEEN ELIZABETH OLYMPIC PARK

STAGE 3 FINDINGS

3.10 Stage 3 Findings

The third and final stage of public consultation events on Pool Street West 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 Pool Street West's design updates, details on its material use and sustainability, advancements made to its internal uses and features regarding public accessibility.

The public exhibition events displayed designs for Marshgate 1, Pool Street West, and the public realm. 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 3 consultation statistics



3.11 Stage 3 Synopsis of Responses

Altogether, the third stage of public engagement on Pool Street West 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%)

SUMMARY OF RESPONSES

Design, Identity, Scale and Architecture:

Pool Street West's design was largely well received, with consultees underlining its contemporary architecture as "innovative", "state of the art", "open and appropriate for the setting" and liking the colours and natural light in the building. A few comments were concerned over the concrete looking cold, bland and industrial.

The building was found to create a positive environment for users and visitors, as welcoming, open and liking the atrium. Support was expressed for the interdisciplinary spaces and uses.

Community Benefit, Facilities and Involvement:

Consultees liked the inclusive philosophy of Pool Street West, commenting on it being inviting to the public to enter and interact. Consultees found the entrance and activities engaging, with individuals appreciating the public's ability to use spaces, finding it an inviting and good open space.

Certain consultees felt unclear on what the public activities will be, and on when the general public is welcome in. A couple of consultees would like to see more publicly accessible spaces, and two observations suggested the café to be on the riverside.

Open and Public Spaces:

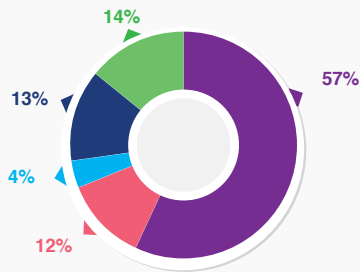
The public supported the accessibility arrangements and would like to see ongoing engagement with people with hearing, sight and mobility loss.

With regards to wider context, one comment pointed to taking care for wind tunnels to not create unused spaces, and two wanted to know how Pool Street West would engage with Warton Road, emphasising this as an important link to Stratford centre and the local area.

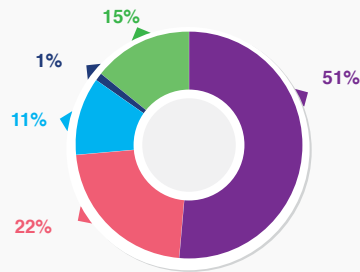
*Data is based on a total of 199 comments gathered through the 71 feedback forms from Stage 3 public consultation events. Response types are further discussed on the following pages.

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?

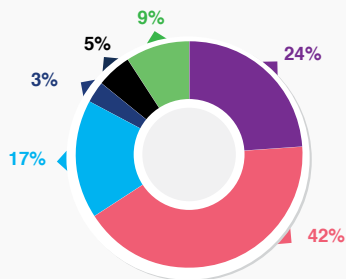


KEY

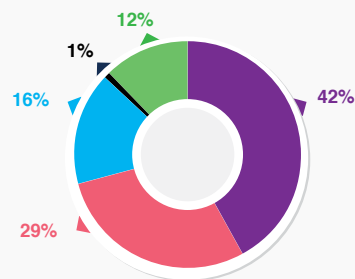
- Excited / Yes
- Positive / Somewhat
- Neutral / Don't know
- Unsure / No
- Unexcited / Not at all
- No answer

Responses to Pool Street West

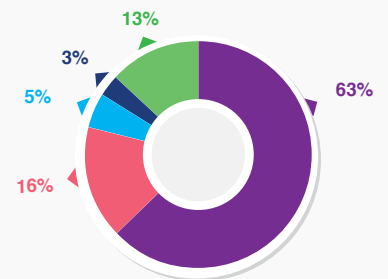
Q1. How do you feel about the design of Pool Street West, considering the materials, textures and colours?



Q2. Do you find Pool Street West's entrance and ground floor activities engaging?



Q3. Do you think Pool Street West will create a positive environment for building users and visitors?

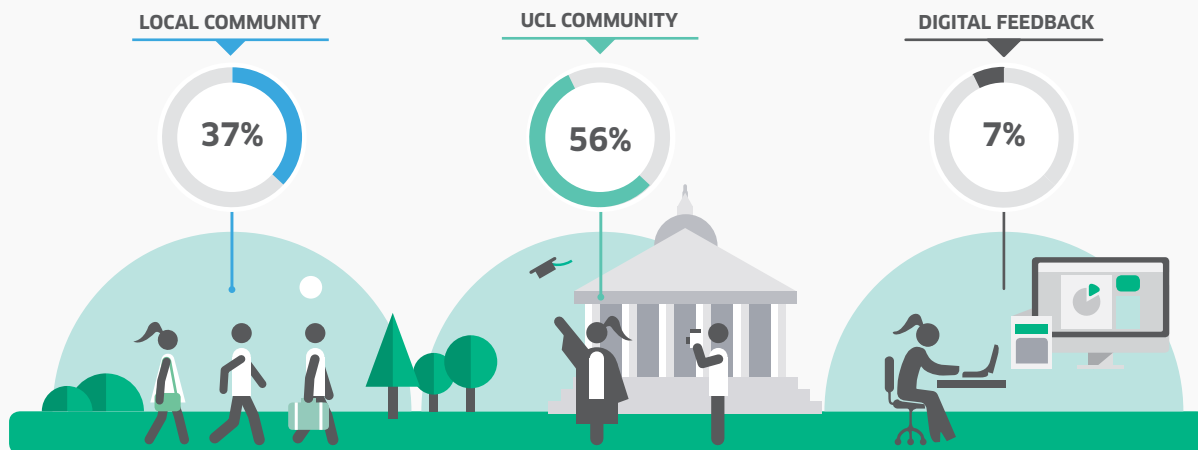


3.12 Stage 3 Response Source & Type

Feedback source*

Across all five exhibition events of Stage 3, 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 Queen Elizabeth Olympic Park.

Over Stage 3 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.



*Source of feedback forms received at Stage 3 consultation events.

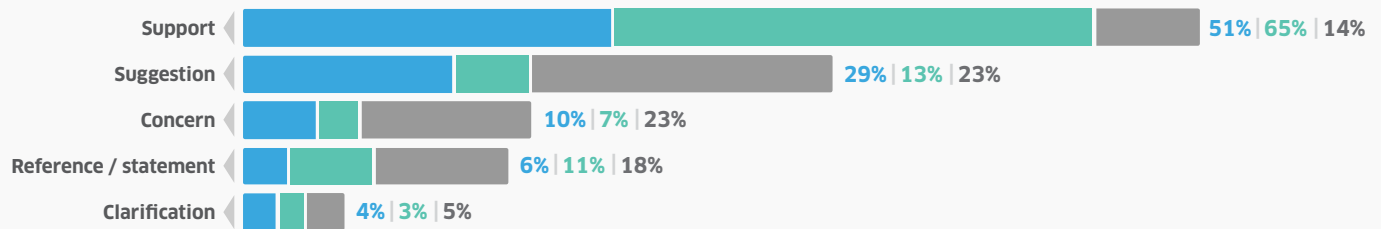
The following pages provide details on the tickbox feedback and comments left by consultees on UCL East Phase 1 generally, and Pool Street West more specifically.

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.



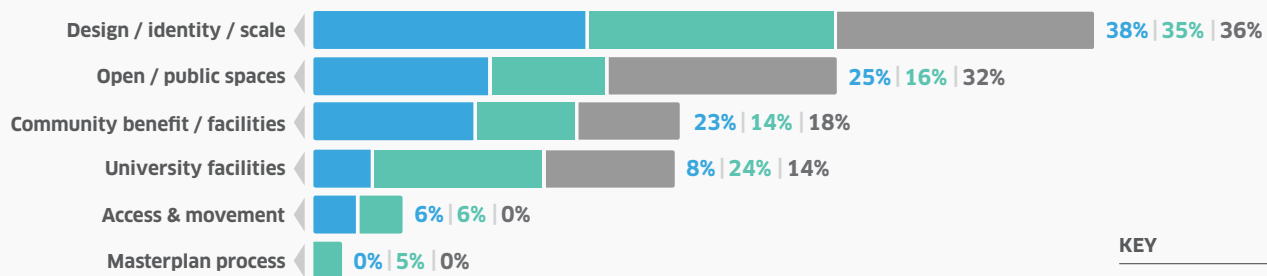
Topics most discussed during Stage 3 of consultation*

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 3 exhibition events, Pool Street West received 63 on its building-specific questions, with the highest number concerning its overall detailed design, further discussed in the following pages.



KEY

- Percentage of local community comments
- Percentage of UCL comments
- Percentage of online feedback comments

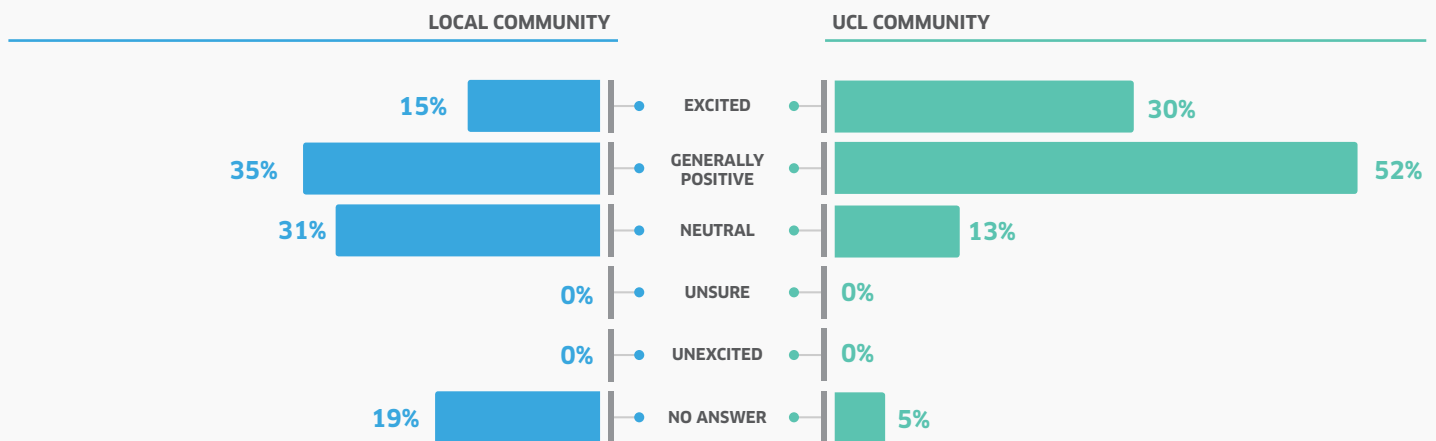
*Databased on a total of 199 comments gathered through the 71 feedback forms received during Stage 3.



View of Pool Street West, March 2018

3.13 Stage 3 Detailed Questions Analysis

Q1. How do you feel about the design of Pool Street West, considering the materials, textures and colours?



Analysis*:

Feedback regarding Pool Street West was positive, with over 67% of respondents selecting feeling 'excited' and 'generally positive' on the design.

The UCL community felt generally more excited about the design for the building than the Stratford community. The Stratford community also felt more neutral, as a fifth of respondents did not answer, and a third declared itself as neutral, with a comparable 13% and 9% from the UCL community.

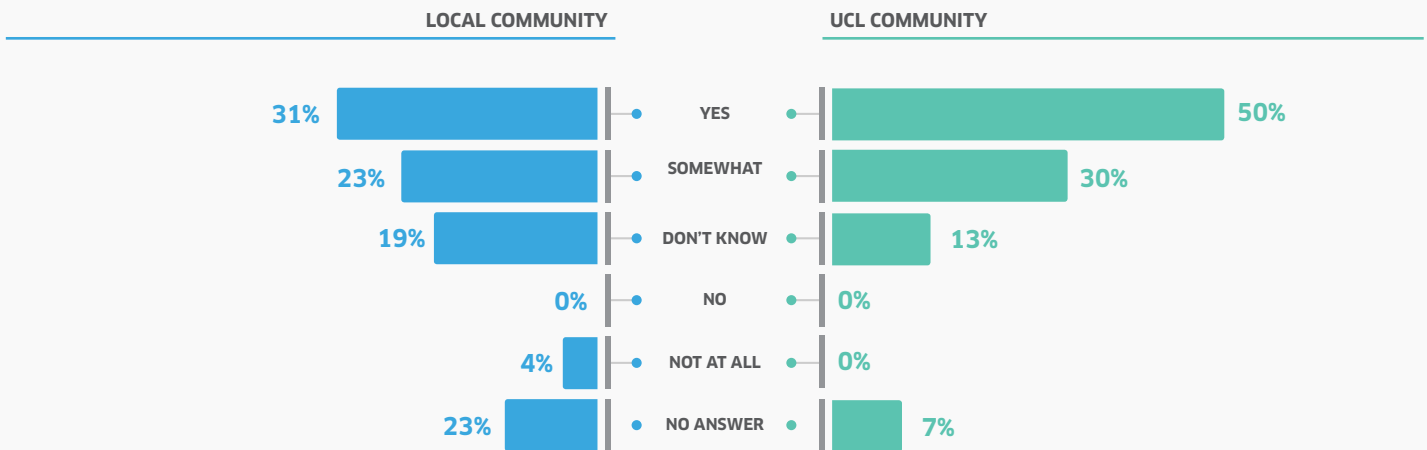
Of 28 comments, 11 presented support towards Pool Street West's look, pointing to its contemporary designs as "innovative", "elegant", "state of the art", "open and appropriate for the setting" and liking the colours and natural light in the building. The building was also described as looking user-friendly, calm and comfortable. On the other hand, five comments were made concerned over the concrete looking cold, bland and industrial.

Suggestions were made for the material use to be sound absorbent, with two additional comments referring to the possibility of using local materials, including brick. The sustainable aspects of Pool Street West were pointed out and supported by two consultees as important to them.

Four respondents supported the Academic design and the expansion of UCL, while one respondent felt concerned about UCL moving away from Central London.

*28 respondents left written feedback; a total of 8 comments were collected from the local community, 17 comments from the UCL community and 3 from the Web consultation.

Q2. Do you find Pool Street West's entrance and ground floor activities engaging?



Analysis*:

Overall, Pool Street West's entrance and ground floor was very well perceived. 80% of the UCL community found the entrance engaging, with a comparable 50% of locals agreeing.

The Stratford community was less responsive to this aspect of the project, with a fifth of respondents stating to not know, compared to 13% from the UCL community.

Of 19 comments, 8 pointed to the entrance and ground floor as presenting an interesting mix of uses and good quality and accessible social spaces – appreciating the fact that it is open to the public, finding it "inviting", "new and fresh design", "good open spaces that mirror Marshgate", "welcoming and enlightening".

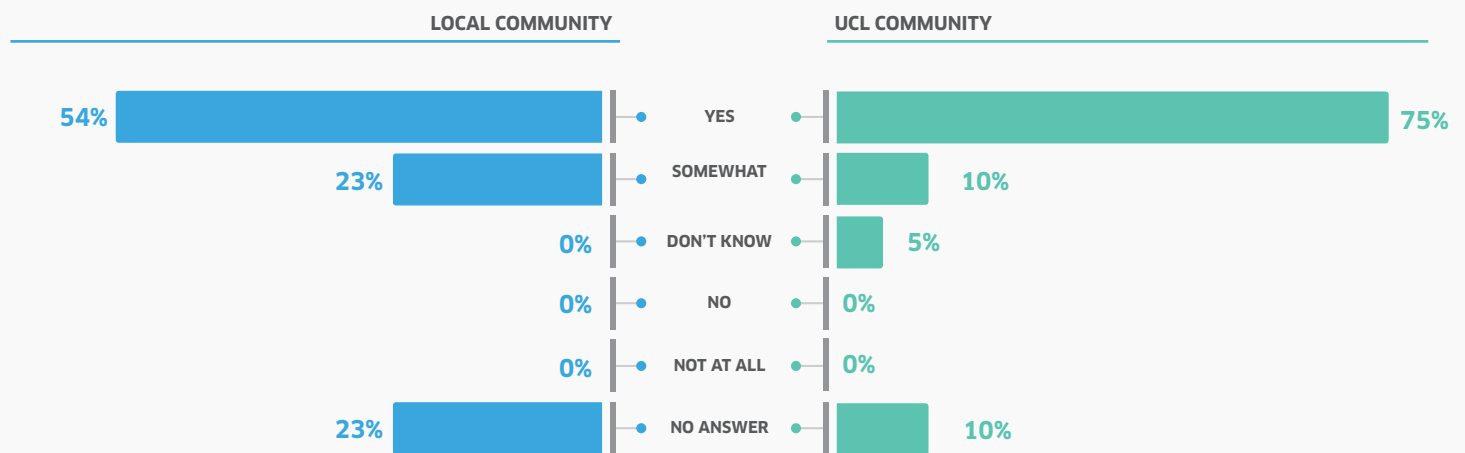
Two respondents expressed support for the cafe's location to be on the riverside.

Two respondents expressed concerns about the way the building would engage with Warton Road and Stratford centre, as a key spot linking the area to the scheme. One respondent asked for continued inclusivity towards users with hearing, sight and mobility impairments.

Finally, three consultees sought clarity with regards to the timings and type of activities open to the general public.

*19 respondents left written feedback; a total of 12 comments were collected from the local community, 6 comments from the UCL community and 1 from the Web consultation.

Q3. Do you think Pool Street West will create a positive environment for building users and visitors?



Analysis*:

Generally, Pool Street West was perceived as creating a positive environment for building users and visitors. Three quarters of the UCL community expressed feeling that the development will create a positive environment, against half of the consultees from Stratford.

The 16 reactions and comments covered different topics.

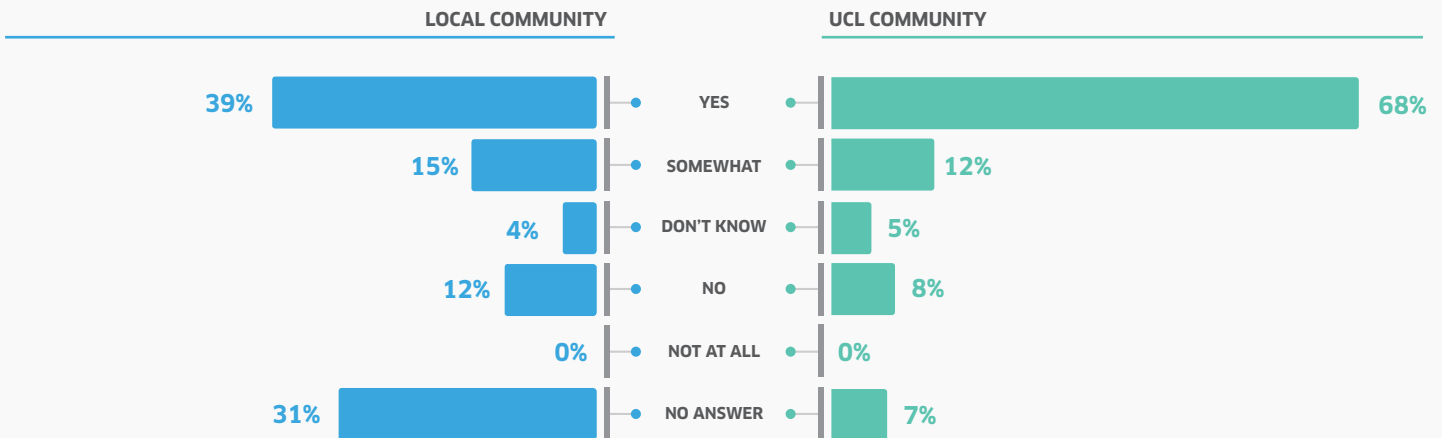
Four consultees found Pool Street West "very welcoming", "spacious and simple", "light and open", and liking the atrium as a "focal point for users". In terms of community involvement, four respondents liked the openness and publicness of the building, its facilities and networking opportunities. Some comments asked for increased publicly accessible spaces. One concern was evoked around the entrance looking small and potentially intimidating for the public to enter.

Finally, support was showed towards the interdisciplinarity of spaces and users, as well as the amount and plurality of study space.

Two consultees expressed concerns about public transport capacity, with an influx of new students and staff commuting to the campus. There were also comments asking for safe cycling and walking infrastructure around Pool Street West. One comment feared that wind tunnels may create unused spaces. Another question was raised in relation to the affordability of the rooms for students.

*16 respondents left written feedback; a total of 7 comments were collected from the local community, 8 comments from the UCL community and 1 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.

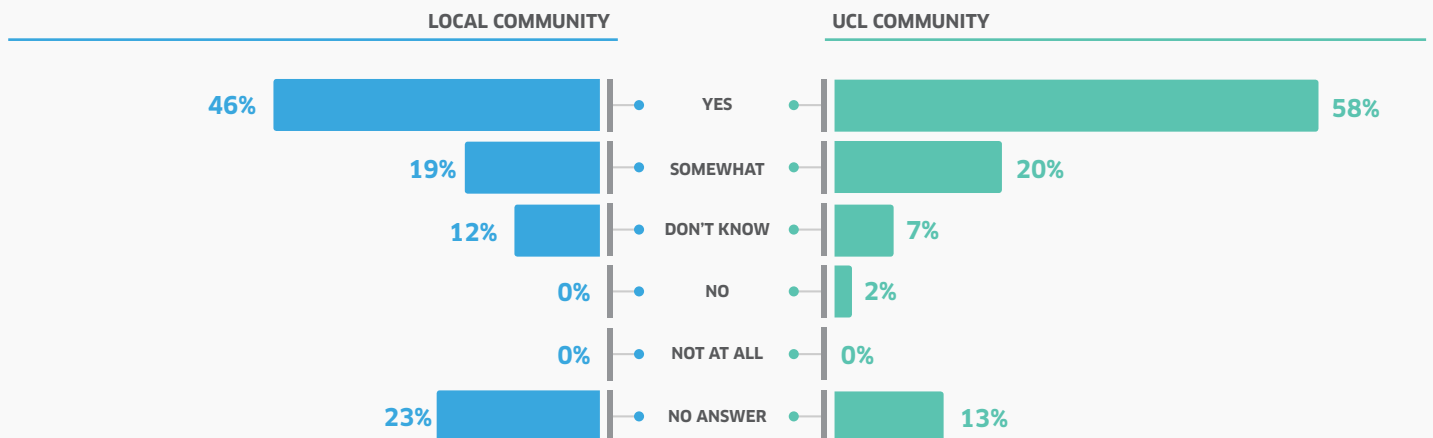
Design-wise, six of 15 comments referred to the two buildings as looking unrelated, brutal or dull, with two suggestions of making subtle connections to create more entity.

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.

Q9. 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.

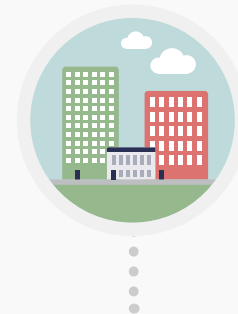
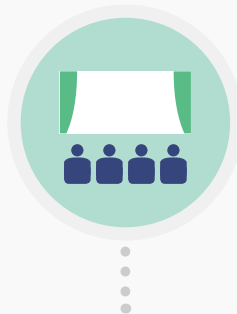
Finally, with regards to ease of movement, two consultees highlighted the need for enhanced pedestrian and cycle environments with safe parking and lanes.

*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

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 eight sessions occurred during the three stages of consultation on Pool Street West. This chapter provides descriptions of the events and summaries of the key feedback from each outreach session.

4.2 Stage 1 Outreach Findings

Youth Board

The session started with an overview on the UCL East masterplan and an update on East Bank.

The project team introduced the academic vision of UCL East and the initial proposal for Pool Street West, including how Lifschutz Davidson Sandilands (LDS) have taken elements from the masterplan, principles with regards to access, public realm, uses and providing spaces for the student accommodation.

Some of the comments reflected the Board members' own experiences as university students and other their understanding from previous involvement on the UCL East masterplan consultation process. Key feedback and findings are summarised to the right:

Event details:

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

Attendees:

7x Youth Board members
6x project team members

Summary of comments:

- Generally the group considered the design well thought out and linked the fluidity of spaces. There was discussion about what a 'university' buildings should look like and how it should look different to a block of flats or office buildings.
- Feedback on the academic vision was generally positive in relation to the forward thinking approach.
- The group agreed that the design fits in with the surrounding context without being overshadowed by the buildings and landmarks of the Park. Some felt that the building's towers blended in with the tall office and residential buildings in the surrounding area.
- There was a feeling that an activated and lively environment within and around the building would help to establish the identity of the new campus and help set it apart.
- Positive feedback was given on the landscape, in particular the terrace at communal level 2-3. It is one of the key features in the scheme which should be celebrated, to ensure it is a special place for the students and that it does not feel overpowered by the residential towers above. There was a suggestion for a clear path and entry point up to the terrace from the outside for ease of public access. This was accompanied by a discussion on whether the terrace should feel like a semi-private space or not.
- The balance between private and public spaces was further discussed. Having one entrance offers security for students living above although having a separate residential entrance was suggested to control overcrowding during the busy hours as well as to provide students with an easier and more efficient way to access their rooms and services.
- It was felt that there should be more activities and shops concentrated towards the north of the site; the building should be very visible from this side of the Park. It was also agreed that holding events would encourage more public engagement.



Youth Board, May 2017

UCLU Sabbatical Officers

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

After the walkabout the team went through the exhibition boards from the road show followed by a group discussion.

Event details:

Date: Wednesday 31 May 2017

Time: 11am - 1pm

Location: Queen Elizabeth Olympic Park

Attendees:

4x Sabbatical Officers

1x UCLU Chief Executive Officer

4x project team members

Key discussion points are summarised below:

- Montfichet Road is not pleasant to walk along, but the site is easily accessible from Stratford station.
- The Sabbatical Officers felt there needs to be a stronger identity as a university, and for the building to stand out in the Park.
- The design of the building was perceived to be 'corporate' in feel. Although it was acknowledged that this could work with other phases of UCL East. There was a worry about the building feeling isolated before other phases are developed.
- They noted that similar to the front Quad in Bloomsbury Campus, visibility is important to pull people in.
- The atrium was seen as having potential, but they suggested that there should be a central location or a student hub within the building.
- They encouraged more community engagement with the wider public, considering the location.
- The officers emphasised that student experience is important. The terrace has a real opportunity for students to hold clubs and societies. It was suggested to be kept as a special place for students, to encourage academic experience and the collaborative spirit of the campus.



Legacy Youth Voice

The session started with presentations from LLDC and UCL, giving an overview on East Bank developments, what a university is, the UCL East vision and the planning process.

Following the presentations, an icebreaker activity was held to kickstart the workshop session. Each LYV member identified on a big map where they live, study and spend time.

The group gathered around the model while the design team from LDS introduced the proposal for Pool Street West. This was followed by discussions. Feedback was shared to the whole group at the end of the session.

Event details:

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

Attendees:
29x LYV members
8x project team members

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

- Positive feedback was generally given on the approach to design. Modern and contemporary design was welcome with a developed colour palette for the buildings.
 - Many raised issues around anti-social behaviour and how to ensure security is maintained.
 - They encouraged more public activities and interaction, including seminars.
 - Others suggested incorporating nature within the building.
 - It was felt that the signage would help with accessibility.
 - The balance between private and public spaces was discussed. Public visibility was deemed important, however there was also a need to consider not interfering with students study and staff research.
 - It was felt that the buildings identity could be stronger to reflect UCL's uniqueness.
 - Some suggested adding a bridge between the buildings to help create a better link.
 - The use of glass was well received; making the building feel inviting and spacious, and encouraging young local people by the visibility of learning and making space.
 - Cycle parking stations were suggested.
 - Some were concerned about noise, as the building will be close to the railway lines.
 - The LYV suggested the team consider facilities for students, such as healthcare and, 24/7 operating library.
- Energy efficiency was deemed an important quality for the building. Some suggested controlled lighting systems through security cards.
 - Some expressed concern about other developments around the site overshadowing the building.

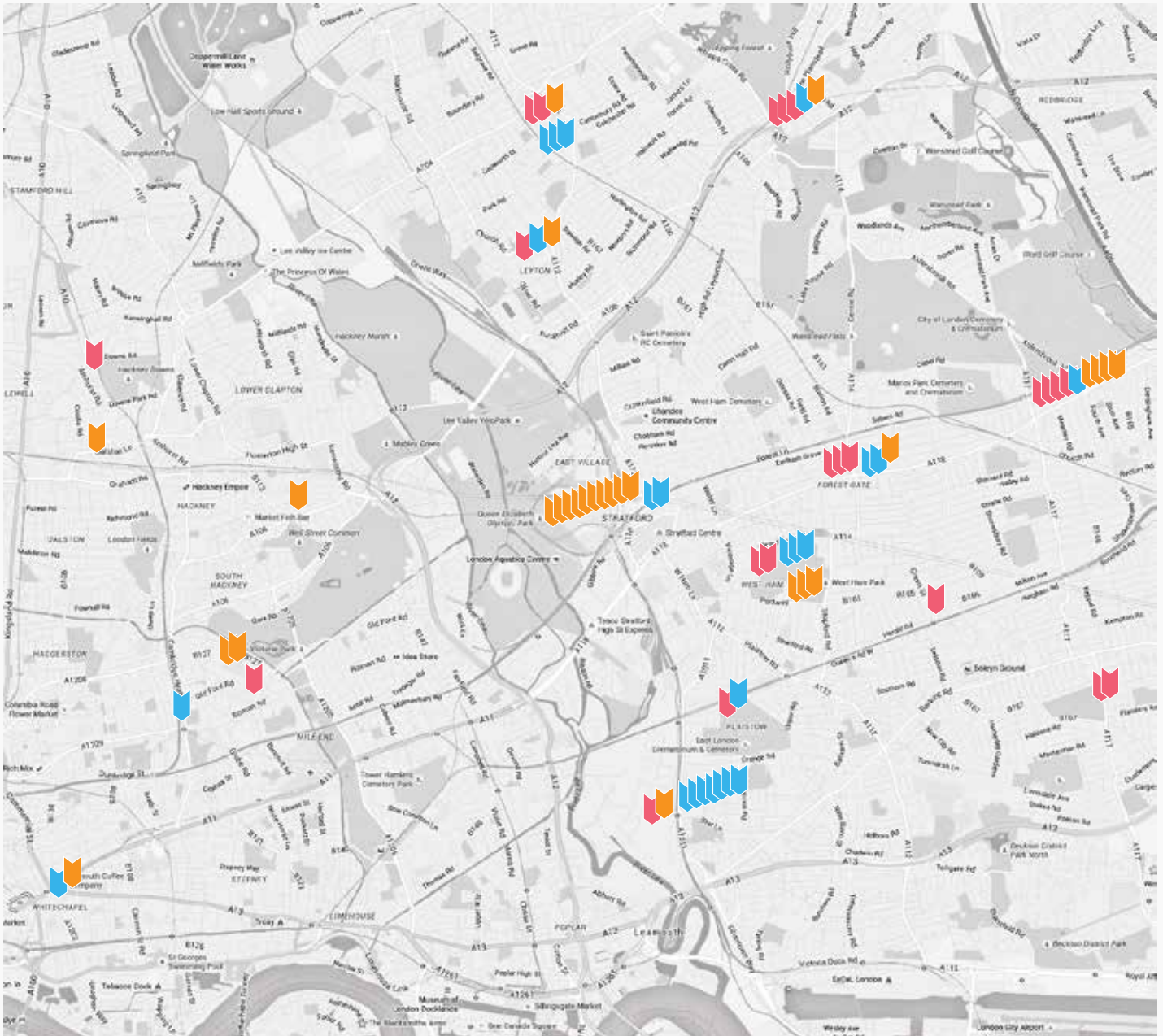


Legacy Youth Voice, June 2017






Legacy Youth Voice, June 2017

Results of the icebreaker activity



KEY

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

4.3 Stage 2 Outreach findings

To the right and on the following pages is a summary of the key findings from the Stage 2 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. 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. 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.
- It was highlighted that the UCL signage could be bigger to create presence and unity of campus.
- They highlighted the importance of sustainability and integrating environmental measures early on in the designs.
- The group felt the black strips on the lower floors of Pool Street West do not fit into the Park.



Legacy Youth Voice

The session started with presentations from UCL, giving an overview on the UCL East vision, recapping what was discussed at the previous session in May 2017, and introducing the concept design for Pool Street West.

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, whilst not competing with each other. They have a strong presence through size, although it was debated if this would be attractive or intimidating.
- Support for the transparency of the Fluid Zone was expressed, although being careful not to distract residents.
- 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 outdoor spaces for the public, being mindful of the seasons and need for shelter from adverse conditions.
- The consultees showed interest in the potential for learning and experimenting around urban agriculture. The interactive areas for residents were supported, with encouragement for the planting scheme and versatility of common rooms for activities.
- The members showed intrigue around the extent of environmental initiatives.
- They expressed enthusiasm for the opportunity to see the robotics lab and student activities from the entrance. They also voiced concern over how visitors would know those spaces are public considering its residential appearance.



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:

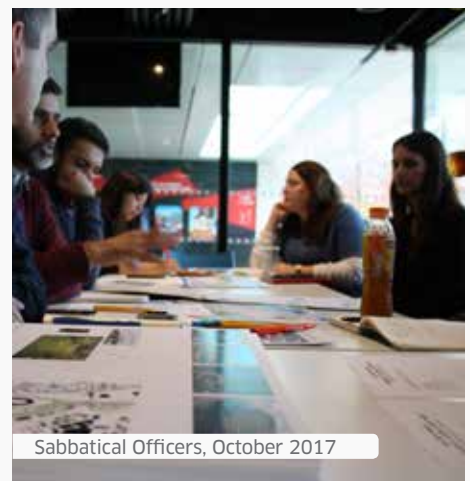
- The Sabbatical Officers were generally supportive of the proposals, especially the Fluid Zone, as a chance to showcase UCL East's work and demonstrate how it fits within the area.
- There was concern over division and competition between the Bloomsbury and UCL East campuses and whether funding and 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.
- 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.



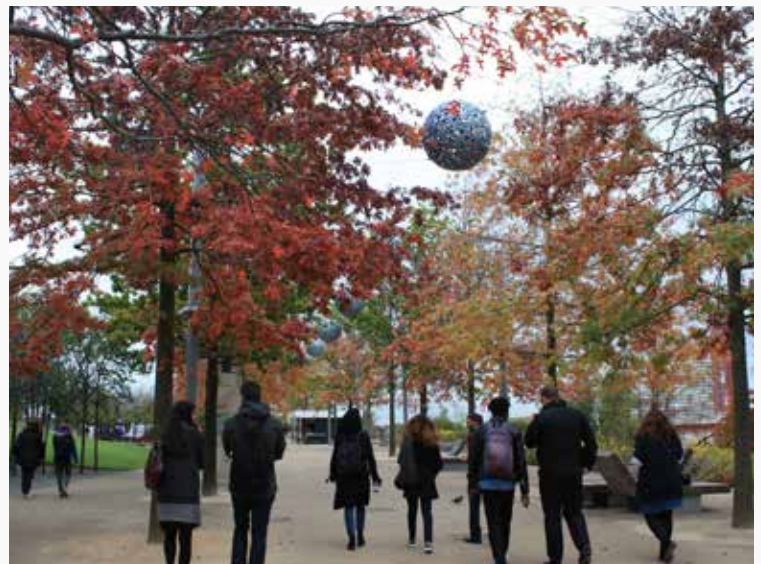
Sabbatical Officers, October 2017



Sabbatical Officers, October 2017



Sabbatical Officers, October 2017



Photos from outreach sessions, October 2017

4.4 Stage 3 Outreach findings

Two final outreach sessions were held during the Stage 3, 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

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 1 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 responded positively to the look of Pool Street West as being different, with its appearance standing out in the area. Similarly, they liked the colourful windows, and how these will help make the design stand out.
- They found Pool Street West to be a welcoming place, with good accessibility and lots of facilities for a diversity of cultures.
- The group liked the terrace, but emphasised the need for clarity on when it is open to the public for events and occasions.
- The LYV supported the café space as a positive addition to the area, allowing the public to come in and engage with the university, a change from traditional campuses.



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 also 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.
- The group enquired about the additional floors to Pool Street West, to which the team clarified that the change is supported by the accommodation of additional staircases, for increased fire safety.
- There was positive feedback to the active frontages through the Maker's Yard and Slade Studio, as well as to the central atrium as the main social space in the building.



Sabbatical Officers, March 2018



Sabbatical Officers, March 2018



Sabbatical Officers, March 2018

CHAPTER 05
TRACKING CHANGES

CHAPTER 5

TRACKING CHANGES

5.1 Tracking Changes

This report has provided a summary of events, findings and community involvement from the three stages of consultation on Pool Street West'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 public consultation, the project team also consulted with key stakeholders (such as LLDC's BEAP and Quality Review Panels), as well as Statutory Consultees.

Early on, UCL and project architects Lifschutz Davidson Sandilands reviewed feedback from the original masterplan to inform proposals. Throughout the consultation of detailed designs, the project team listened to, recorded and whenever possible, responded to consultation feedback.

The next pages include key comments or questions from Stages 2 and 3 of consultation, alongside answers from the design team responding to consultee queries.

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

5.2 Stage 1 Recommendations

The following points were recommendations developed from the first stage of consultation to help address some of the key comments gathered in May 2017:

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

5.3 Stage 2 Responses to Consultee Questions & Suggestions

This section provides a response from the design team to some of the issues and suggestions from the written comments on the feedback forms received in the second stage of consultation, in October 2017.

The comments below represent specific issues 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 2 - RESPONSES TO CONSULTEE QUESTIONS & COMMENTS BY DESIGN TEAM	
Consultee comments & suggestions	Team response
<ul style="list-style-type: none"> Emphasise the outdoor aspects of activities and ensure indoor and outdoor spaces work together. 	<p>This point was developed in Stage 3 detailed design. Glazing and openings in the façade allow indoor and outdoor spaces to flow and have a strong relationship to one another. Key examples of this include the café which opens onto the main entrance/northern façade; openings onto the yard from activity spaces; the Nature Smart terrace on the first floor which is accessed from the labs and teaching spaces; and the many active frontages to the ground floor.</p>
<ul style="list-style-type: none"> Provide cycling / walking / public transport plans for students to get around the area and between campus. 	<p>The Phase 1 scheme will safeguard an area for TfL's cycle hire scheme. Short and long stay cycle parking is provided across the yard, along with shower facilities to encourage students and staff to cycle. The site enjoys a very high PTAL (public transport accessibility level) with very good links to buses, trains and the underground.</p>
<ul style="list-style-type: none"> Present further information on sustainability, including details on solar shading and how reducing the impact of wind. 	<p>The horizontal projections on the façade provide solar shading to the south-facing rooms, vertical fins provide solar shading to the east and west facing rooms, when the sun enters the spaces at a lower angle. Horizontal concrete projections of varying depths on all façades help to break up the wind down draughts created by the building and provide a more comfortable pedestrian environment at ground floor level.</p>
<ul style="list-style-type: none"> Consider use of materials referencing the local heritage e.g. approach to sustainable plastics given the history of early plastic invention in the vicinity. 	<p>The design team explored the use of recycled plastic; however, the building is designed to have low volatile organic compounds, and therefore the use of the plastics has been discouraged. Where possible, local materials will be sourced; although, due to the location of the site, this is limited. UCL have aimed for the highest sustainability measures, seeking BREEAM Excellent. Materials and their applications have been selected to be durable, robust and long lasting. Throughout the project, materials have been selected to include recycled content and to be recyclable where possible.</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"> It was suggested that a gradual change in terraced levels (from the ground floor to the proposed terrace) could be considered to combat perceived sparseness. 	<p>As you approach the building from the south along Pool Street, there will be a gradual change in terraces/green roofs: the small one storey plant building in the yard has a green roof and will be planted and used by Nature Smart Cities as a living lab; they may grow vegetables or other plants and grasses. The main terrace at third floor will be visible from street level, with multi-stem trees of approximately 4 meters high and green hedges line the terrace. The multi-stem trees along with the larger groups of tall lime trees positioned centrally on the terrace provide more dense clusters of green, for the planting, when viewed from the ground or experienced at terrace level, does not feel sparse.</p>
<ul style="list-style-type: none"> Unclear if the terrace level is only accessible for UCL students and residents above, or to the public as well. 	<p>The terrace is for use by all users and visitors of the building including UCL staff, students, residents and visiting members of the public.</p>
<ul style="list-style-type: none"> Ensure the public feel they are welcome to see and get involved in the academic activities through clear wayfinding, advertised signage, etc. 	<p>A site-wide wayfinding and signage strategy is currently being developed by the design teams of UCL East Phase 1. This is an intuitive and cohesive strategy across the masterplan, and has involved an ongoing dialogue through various workshops between the design teams.</p>
<ul style="list-style-type: none"> Including a colour scheme, lighting path or similar planting throughout the campus was a recurrent suggestion to creating a link for the campus, as well as safety at night. 	<p>Vogt Landscape architects are designing the spaces between Marshgate 1 and Pool Street to ensure a consistent approach between the two buildings. Vogt Landscape architects have maintained ongoing dialogue between the Phase 1 plots' design teams to ensure a rich and cohesive approach to the landscaping within the constraints of the Park and UCL East masterplan. A site-wide lighting strategy has also been developed.</p>
<ul style="list-style-type: none"> Consider balance of visibility from Makers Yard as not all makers would like being visible to the public. 	<p>This was noted by the team; the design of the yard has since been developed in more detail. The yard is gated and whilst this provides a glimpse of the activities going on, it does not provide a completely unobstructed view of the space behind. The area demarcated for 'making' is deep in plan, thus would provide a level of privacy to those who may not want to be on view.</p>

5.4 Stage 3 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 3 – 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. 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, 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>

Stage 3 Responses to Consultee Questions & Suggestions (continued)

Stage 3 – RESPONSES TO CONSULTEE QUESTIONS & COMMENTS BY DESIGN TEAMS (continued)	
Consultee comments & suggestions	Team response
<ul style="list-style-type: none"> Ensure the public is clearly welcome to enter the building and get involved in the academic activities; Provide clarity on when the terrace is open to the public. 	<p>The terrace is open to the public during UCL organised events. The public will be encouraged to partake in events as part of Pool Street West’s extensive programme for activities involving public engagement.</p>
<ul style="list-style-type: none"> Be mindful of wind tunnels potentially creating unused outdoor spaces. (3)* 	<p>The design team have undertaken significant analysis and studies relating to the effect of wind on the building and consequently have implemented wind mitigation measures.</p>
<ul style="list-style-type: none"> Examine possibility of having café on the riverside. (2)* 	<p>This option has been explored in the past, however due to servicing complications and comments from the LLDC Built Environment Access Panel (BEAP), it has not been pursued. If it were to be situated on the west, level access would not be achievable from the riverside directly into the café. In its current location, level access is achieved. There are also many active frontages to this edge, including the GFC Urban Room, the London Memory Archive, Robotics and Autonomous and retail provision to the south. This façade will be a lively edge to the river, with the retail attracting pedestrian traffic towards the south and the range of internal activities attracting interest from passers-by.</p>
<ul style="list-style-type: none"> In designing for accessibility, consider long-term engagement with people with hearing, sight and mobility loss to be included in public activities. (2)* 	<p>The Built Environment Access Panel (BEAP) has been consulted at each stage of the design process. BEAP is made up of disabled people and inclusive design experts that help advise on all key projects delivered on and around Queen Elizabeth Olympic Park. The Global Disability Innovation (GDI) Hub, located on the ground floor, will improve the lives of disabled people worldwide through collaboration, study and creative thinking; working in partnerships with business, industry, academia and the charity sector. The GDI Hub will actively engage with surrounding community of Stratford through outreach programmes and events.</p> <p>The following accessibility measures have also been implemented within the building:</p> <ul style="list-style-type: none"> Hearing loops Changing places facility provided Lifts distributed throughout the building; Evacuation lifts in case of emergency 4 blue badge parking spaces, with an additional 2 spaces for use during the Stadium match and event days Clear and intuitive wayfinding throughout the scheme, including Braille and raised lettering Tactile paving included within the yard in order to aid those with sight impairments Acoustic panelling throughout, aiding those with hearing impairments. Reception and larger teaching spaces have hearing loop systems Wheelchair accessible showers and WCs, Unisex WCs provided Wheelchair accessible seating provided in the lecture theatre A multi-faith quiet contemplation room Wheelchair accessible student accommodation provided
<ul style="list-style-type: none"> Explore possibility of using local building materials. (2)* 	<p>Where possible, local materials will be sourced; although, due to the location of the site, this is limited. UCL have aimed for the highest sustainability measures, seeking BREEAM Excellent. Materials and their applications have been selected to be durable, robust and long lasting. Throughout the project, materials have been selected to include recycled content and to be recyclable where possible.</p>

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

5.5 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.



Public exhibition, UCL Bloomsbury, March 2018

5.6 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

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148 Curtain Road
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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



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This consultation report has been produced by:

Soundings

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