

UCL EAST

**AT QUEEN ELIZABETH
OLYMPIC PARK**

Stage 1

Consultation report

Soundings

November 2015



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UCL EAST

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CHAPTER 1

SUMMARY

1.1 Introduction

UCL East & Olympicopolis

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

Together with Stratford Waterfront, UCL East is part of the Olympicopolis project. This will see a world class education and cultural district clustered around the Stadium, ArcelorMittal Orbit and the London Aquatics Centre (see page 15 for more details).

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

The development of masterplans for both sites commenced in 2015. This will be followed by more detailed design into 2016. Planning applications for Olympicopolis are anticipated for late 2016.

Community consultation

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

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

This report documents the activities, findings and outcomes from the first stage of the consultation process and will inform the Statement of Community Involvement to be submitted as part of the future Olympicopolis planning application.

1.2 Summary of events & involvement

The first stage of consultation took place between June and August 2015. Alongside raising awareness of the project, this stage has been focused on gaining an understanding of both UCL and local community issues and aspirations for UCL East; as well as introducing the masterplan principles for feedback.

Findings from engagement will test the early masterplan concepts and help inform development of the draft masterplan, which will be further consulted upon.

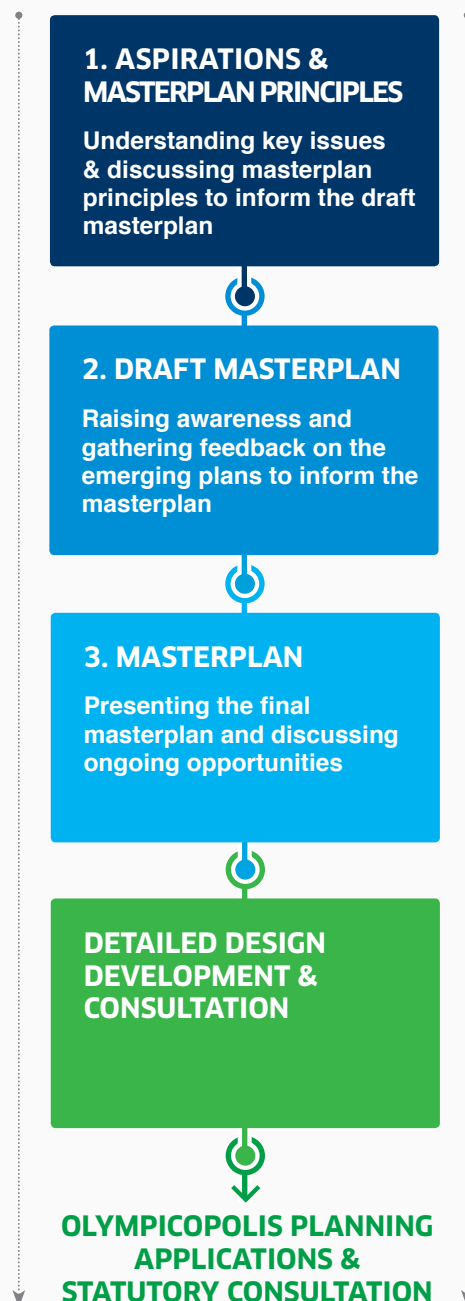
During the first stage of consultation, there have been 16 different events, involving and engaging approximately 800 people in a variety of ways, see page 22 for an in-depth timeline of events.

Event information has been circulated to over 21,000 local residents and businesses, alongside information available on the project web pages.

Thank you

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

Consultation timeline



Feeding into the masterplan

Findings from consultation have been regularly discussed with UCL, LLDC and the LDA masterplanning team to help inform the thinking and masterplan development. Below is an overview:

- Members of project team attend all consultation events to discuss the project and hear feedback first-hand.
- Initial findings from events are also fed-back to the wider team shortly after.
- Dedicated sessions with the project team to present and discuss consultation findings.
- To inform the next stage of consultation, the project team will respond directly to the key issues raised in Stage 1.
- This report is a record of the process which will ultimately inform the Statement of Community Involvement which will be part of the planning application.

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

As the masterplan develops we will track how community feedback has influenced the masterplan.



Masterplan Event Wakabout, 22/07/2015



Masterplan Event, 22/07/2015



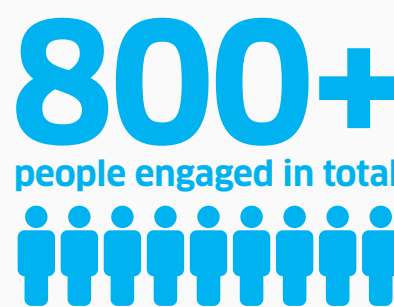
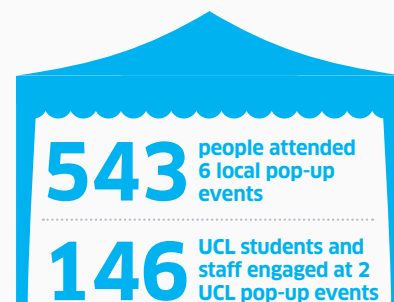
Pop-up, 22/08/2015, Hackney Wick (Stour Space)



Pop-up, 10/06/2015, UCL Bloomsbury



Masterplan Event, 22/07/2015





1.3 Synopsis of findings

Overall there has been a positive response to the prospect of a new university at Queen Elizabeth Olympic Park. Key areas of feedback have related to both the physical masterplan and some of the long term activities and opportunities of the university.

At this stage, feedback will help inform the emerging masterplan. It will also act as a reference for later stages of the project that can be developed once a masterplan is agreed.

Feedback

All comments have been considered, each categorised by the topic it references. In total we have collected 2,324 comments from Canvass Cards, Masterplan Event table-sheets, Big Ideas Map, Wheel of Fortune, Walkabout sheets and emails.

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

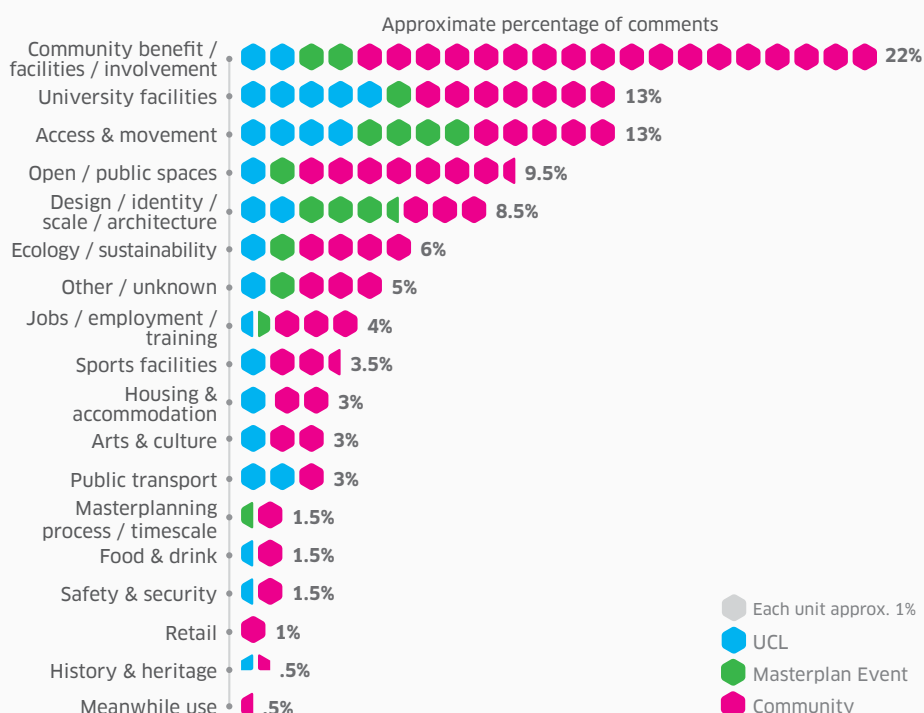
To the right is a high-level summary of the key messages arising through the first stage of consultation; alongside a diagram showing how often different topic areas were commented on and where the comments came from (UCL, community or other stakeholders).

Overleaf is a slightly more in-depth summary of feedback received.

Headline findings

- Have inclusive, involving and inviting public space that embraces learning and exchange for all - with intuitive and clear routes and levels of access.
- Ensure welcoming pedestrian and cycle access with an iconic 'front door' linking local routes. Montfichet Road is currently a poor pedestrian experience.
- Have a community-facing university with visible public access balanced with security needs and expectations of paying students.
- Be visible from the outset, work with local groups / schools and provide a programme of activities to increase access to, and familiarity with, education.
- Have high standards of design, retaining key views using Park venues as a benchmark for height. Architectural cohesion with existing venues at the Park and an exemplar public environment is more important than a 'stand-out design'.
- The waterways and green landscape are the site's strongest assets. Make the most of this and embrace the opportunity for an innovative and sustainability-led development.
- Have a strong identity and academic offer, with clarity on the relationship between the two campuses. Innovation, research and 'future thinking' are strong assets for the identity.

Topics most discussed during stage 1 of consultation



Synopsis of findings

The summaries to the right give an overview of the feedback received in Stage 1, categorised into a number of overarching topics.

These topics have been informed by the areas that received most discussion and debate in the first stage of consultation.

As the consultation process continues, we will reference back to these topic areas to track feedback and the masterplan development.



Physical connectivity

To, from and through the campus

- Ensure welcoming pedestrian and cycling access routes to UCL East. In particular, Montfichet Road is a poor pedestrian and cycle experience and needs improvement.

Open and intuitive wayfinding

- Create an open and accessible site with clear sight lines, signage and intuitive routes. Have an iconic “front door” that links as many of the access routes as possible.
- Could the waterways be used as an access-point for the site?

Integrated disabled access

- Have integrated disabled access as well as more disabled parking.

Relationship with UCL Bloomsbury

- What will the relationship between the campuses be? Will students/staff need to travel between the two or will they function independently? Time and cost implications?

Capacity and local impact

- What is the cumulative impact on the roads and public transport of UCL East alongside other local developments?



Public spaces for people

Inclusive, involving and inviting

- Create public space that embraces students, staff, community and visitors alike in an environment of learning and exchange with a lively and engaging atmosphere.
- Have a permeable site, using public space, activities and installation to blur the edges.

Levels of access

- There is understanding that not everywhere would be open to the public. Clear and intuitive design of these levels of access will be a key challenge. Will the public parts really be public, or semi-public?

Park and river setting

- Make the most of these qualities. They are highly valued and one of the site's strongest assets.

Security and safety

- Natural surveillance is important. There were mixed views on the need for a visible security presence.



Urban form & identity

Architecture & identity

- Have high standards of design that are comparable in quality to buildings at Bloomsbury campus and on the Park. Architectural cohesion with existing venues at the Park and an exemplar public environment is more important than a 'stand-out design'.

Scale & views

- Protect views to and from Park venues. These are seen as a benchmark for height.
- Ensure at ground level it feels of a 'human scale' - particularly at the taller northern edge. Could an active ground level 'piazza' bring life to this space?

Identity & place

- Have a strong identity and academic offer. Maintaining the world-class educational and research status, linked with UCL.
- Smart technologies and an engaging atmosphere could give identity in a more contemporary way.
- Make it a 'destination' for the community - should become a part of people's mental map.
- Building distribution to give a "campus feel" and foster interaction.



Use, activities & facilities

University facilities

- There is insufficient study space at Bloomsbury and UCL East is an opportunity to address this - citing indoor, outdoor, informal and formal study space.
- Is there opportunity to partner with the Park sports facilities?

A community facing university and level of access

- Have a community-facing university with visible access to certain activities and facilities; yet considering the needs and expectations of paying students.
- Will there be a library and will it be publicly accessible?
- Provide a programme of activities and work with schools to increase access to education and engender comfort and multi-cultural attention.
- Have an alternative offer to Westfield - locally run and/or independent shops, cafes etc.
- Create a place that has activity and life during the daytime, evening and weekend.

Accommodation

- Include a wider cost range of student accommodation (more shared as opposed to private). Ensure accommodation is accessible.



Other comments & questions

Environmental sustainability

- UCL East is seen as a real opportunity for a sustainability-led development. Both in line with the sustainable status of the Park and potential innovation of the University.

Gentrification

- Avoid creating a generic / exclusive atmosphere - hold events and activities that embrace local communities.

Temporary use

- South Park Lawn is a valued event space.
- In phasing construction consider existing uses and ensure there are interim uses

Local employment & business

- Will there be a strategy to ensure a degree of local employment and / or incubator space for micro-companies?

Relationship with the stadium

- How will the land use and management of the site respond to noise and traffic generated by the stadium?
- What will happen on match days?

1.4 Recommendations

Throughout the first stage of consultation, there has been a sense of positivity and excitement about the opportunities that UCL East could bring for the local area and for the expansion of UCL. On this page is a series of recommendations for the masterplan and next stages of the process to help build on this positive interest so that plans proceed in partnership with the local community and those who may occupy the buildings in the future.

Draft masterplan: next step recommendations

The headline findings on page 9 (and in more detail on pages 10 and 11) provide an overview of the community recommendations and ideas for development of the masterplan. Below are an number of recommendations for the next stage of consultation that will help enable understanding of some of the key issues:

- Demonstrate the pedestrian and cycle experience to, from and through the UCL East site; ensure it is intuitive and welcoming.
- Give a sense of the quality of public spaces you are aiming to achieve.
- Have a clear approach to different levels of access to university facilities.
- Use comparisons to local landmark buildings to demonstrate building height and scale.
- Explain the rationale behind key decisions and how the vision is integrated into a masterplan.
- Show how the proposals will affect key views.
- Show differing scenarios for match-days, events and 'everyday activities'.

Process recommendations

A. Heard through consultation

The comments below were heard during the consultation and relate to items wider than the masterplan itself.

- Continue to carry out meaningful, robust community consultation and engagement at key periods during the development of the masterplan and detailed design.
- Openly involve the UCL community in the local community engagement to ensure transparency and enable opportunities for joint-discussions.
- Ensure community engagement is considered in the medium and long term as a helpful way of dealing with conflicts of priorities and opportunities during the development and later in the campus' operation.
- Working with schools and young people is a key local priority. This is a long term strategy for UCL East.
- Publish key documents on the website(s), alongside a clear account of the masterplan process and the complex governance arrangements.

B. Soundings recommendations

The following recommendations are made by Soundings after carrying out the first stage of consultation. These relate to the wider process and not to the masterplan.

- The findings from the consultation on the masterplan should inform a brief that will be given to the detailed design team. A mechanism should also be put in place to ensure feedback received now, that is relevant to later stages, is revisited and considered at the appropriate stage.
- At the next stage of consultation on the masterplan, develop responses to the key issues raised to date. Demonstrating how they have influenced the masterplan, or the rationale if this has not been possible.
- Where possible ensure a co-ordinated communication and consultation across all the Olympicopolis sites.
- Ensure that the voice of disability groups is heard.





UCL EAST

AT QUEEN ELIZABETH OLYMPIC PARK

CHAPTER 2

BACKGROUND

2.1 Olympicopolis

A new vibrant education and cultural district

In 2013 the Mayor unveiled his vision for 'Olympicopolis' which takes its inspiration from the achievements of Prince Albert, who used the proceeds of the 1851 Great Exhibition to create 'Albertopolis'. The 86 acre site in South Kensington, centred on Exhibition Road, is today considered one of the world's most distinguished scientific, educational, artistic and cultural hubs.

The Olympicopolis project will be split across two sites: UCL East, a new university campus for UCL to the south of the ArcelorMittal Orbit, and Stratford Waterfront, close to the London Aquatics Centre, which will be home to a new University of the Arts London campus, as well as Sadler's Wells and the Victoria

and Albert Museum. Discussions are also underway with the Smithsonian Institution to open its first permanent museum outside of the United States.

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

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



Aerial view of UCL East site and Stratford Waterfront

2.2 About UCL East

A new UCL campus on Queen Elizabeth Olympic Park will be the largest single expansion of UCL since its foundation in 1826. The first phase is expected to have around 2,500 students, 200 academic staff, 200 researchers and 100 other staff on site alongside other users and visitors.

As a campus of the future, UCL East aims to provide new approaches to practical learning, opportunities for participation and public engagement,

facilities for open innovation and spaces that are both modern and sustainable.

The campus is expected to feature a collection of innovative 'knowledge centres', bringing together cross-disciplinary expertise from the arts and humanities, engineering, design, culture and the social sciences.

UCL is currently undergoing a separate academic selection process to determine the faculties that will be at UCL 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 Olympicopolis and east London.



Masterplan Event Walkabout, 22/07/2015

2.3 Who is involved



UCL Bloomsbury campus

University College London (UCL)

Role: Long leaseholder, developer and future occupier

UCL is a public research university in London and is considered to be one of the most prestigious universities in the world.

UCL was established to open up university education to those who had been previously excluded from it. It was the first university institution to be entirely secular, to admit students regardless of their religion, and to admit women on equal terms with men (1878).

UCL currently has over 35,000 students from 150 countries and more than 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 new approach to cross-disciplinary working, partnership, collaboration and public engagement.

The Bartlett and UCL Engineering will also be expanding into Here East on Queen Elizabeth Olympic Park in early 2016.



Queen Elizabeth Olympic Park

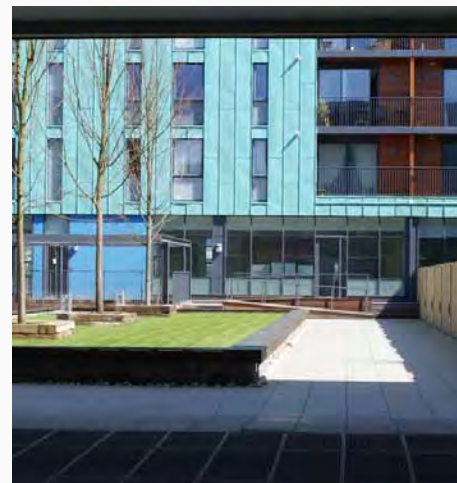
London Legacy Development Corporation (LLDC)

Role: Landowner and developer

Formed in April 2012, LLDC's purpose is to use the once-in-a-lifetime opportunity of the Olympic Games and the creation of Queen Elizabeth Olympic Park to develop a dynamic new heart for east London, creating opportunities for local people and driving innovation and growth in London and the UK.

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

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



Millbay, Plymouth

LDA Design

Role: Masterplanners and design team lead

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

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

Soundings has been appointed to facilitate the community consultation process.

A masterplan consists of a series of plans, images and text describing how an area will be developed. It determines the type and amount of different uses, the location of buildings and their height and mass. It also covers access points, routes through the site and the design principles for the new buildings, streets and public spaces.

2.4 Context

A fast changing area

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

1 EAST WICK

Summary: Up to 870 new homes, new primary school and two new nurseries

Status: Zonal Masterplan submitted for planning approval September 2015

Developer: London Legacy Development Corporation, East Wick and Sweetwater Projects Ltd

2 HACKNEY WICK CENTRAL

Summary: Creation of a new neighbourhood centre focused around Hackney Wick Station. The new station which includes an underpass through the existing embankment will create a new north – south pedestrian link. The neighbourhood centre development will consist of workspace clusters with a diverse range of spaces, retail, local amenities, and the introduction of between 800-850 new homes.

Status: Planning permission granted for the new station. Outline application for the Hackney Wick Neighbourhood Centre to be submitted winter 2015 / 16

Developer: London Legacy Development Corporation

3 SWEETWATER

Summary: Up to 650 new homes including apartments and family homes. A new primary school, two new nurseries, community space, a library and health centre

Status: Outline planning permission granted

Developer: London Legacy Development Corporation, East Wick and Sweetwater Projects Ltd

4 OLYMPICOPOLIS - STRATFORD WATERFRONT

Summary: A new campus for the University of the Arts London's London College of Fashion, along with major new spaces for the Victoria and Albert Museum, Sadler's Wells. Discussions are also underway with the Smithsonian Institution about opening its first permanent museum outside the United States.

Status: Olympicopolis outline planning applications due to be submitted late 2016

Developer: London Legacy Development Corporation with site partners

5 OLYMPICOPOLIS - UCL EAST

Summary: The focus of this consultation process - a new campus for UCL, plus student accommodation. Using a radical new model of how a university campus can be embedded in the local community.

Status: Olympicopolis planning applications due to be submitted late 2016

Developer: London Legacy Development Corporation and UCL

6 THE STADIUM

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

Status: Open from 2016

Developer: E20 Stadium LLP

7 DRET LONDON FREE SCHOOL

Summary: An all through sports specialist school with a 6th form across two sites.

Status: Pre-planning

Proposed operator: David Ross Education Trust

8 PUDDING MILL / RICK ROBERTS WAY

Summary: Approx 1,700 homes as part of mixed development. At Pudding Mill, the vision is for new homes along the water's edge alongside older buildings and new studios, workshops and new community facilities

Status: Outline planning permission granted with amendments currently being considered by LLDC

Developer: London Legacy Development Corporation

9 HERE EAST

Summary: Transforming the former Olympic Press and Broadcast Centre – an innovation centre set to provide over 1.2 million square feet of space for creative entrepreneurs and creating up to 7,500 jobs on site and in the local community. Key tenants include BT Sport, Hackney Community College, Loughborough University and Infinity SDC.

Status: BT Sport already broadcast on site, fully operational by 2018

Developer: iCITY, a joint venture between Delancey and Infinity SDC

10 CHOBHAM MANOR

Summary: The first of the five new neighbourhoods from 2015. Including 828 new homes, 75% designed for families and 1/3 affordable homes. Shops, cafes, bars and other facilities will support a vibrant community.

Status: Sales underway, first residents in late 2015

Developer: Chobham Manor LLP

11 EAST VILLAGE

Summary: 2,818 new homes, a new school (Chobham Academy - see point 12), a new health centre, cafes, bars, restaurants, shops and 27 acres of public space Further developments for an additional 2,000 homes are currently in the planning process.

Status: Now open

Developer: Get Living London and Triathlon Homes

12 CHOBHAM ACADEMY

Summary: A new school for 3-18 year olds that opened in September 2014. In addition to 100 children in the nursery, when the Academy is at full capacity it will have 600 students in the primary school, a further 900 students in the secondary school and a Sixth Form for 420.

Status: Now open

Developer: A Lend Lease Harris Partnership

13 CHOBHAM FARM

Summary: A new family neighbourhood delivering around 1000 homes (of which over 40% are family homes), home zone streets, new public space, commercial space and community facilities.

Status: Under construction

Developer: LCR and East Thames Group

14 THE INTERNATIONAL QUARTER

Summary: 4 million sq ft of new workplace - TFL and the FCA confirmed as tenants. A 4 star hotel, shops, restaurants, childcare and community facilities. Up to 25,000 jobs created

Status: Construction started in 2014, first office occupation in 2017

Developer: Lend Lease and LCR

15 GLASSHOUSE GARDENS

Summary: The residential development that forms part of The International Quarter - 330 new homes looking out over the iconic buildings of the south of the Park as part of The International Quarter.

Status: Final completion estimated for 2017

Developer: Lend Lease and LCR

16 CHERRY PARK

Summary: Approx 1,200 new homes alongside community facilities, restaurants, cafes and a servicing facility for Marks and Spencer.

Status: Hybrid planning application submitted

Developer: Stratford City Developments Ltd

17 ANGEL LANE

Summary: Unite student accommodation for 750 students, new hotel, a major apartment tower and offices

Status: Opening September 2015

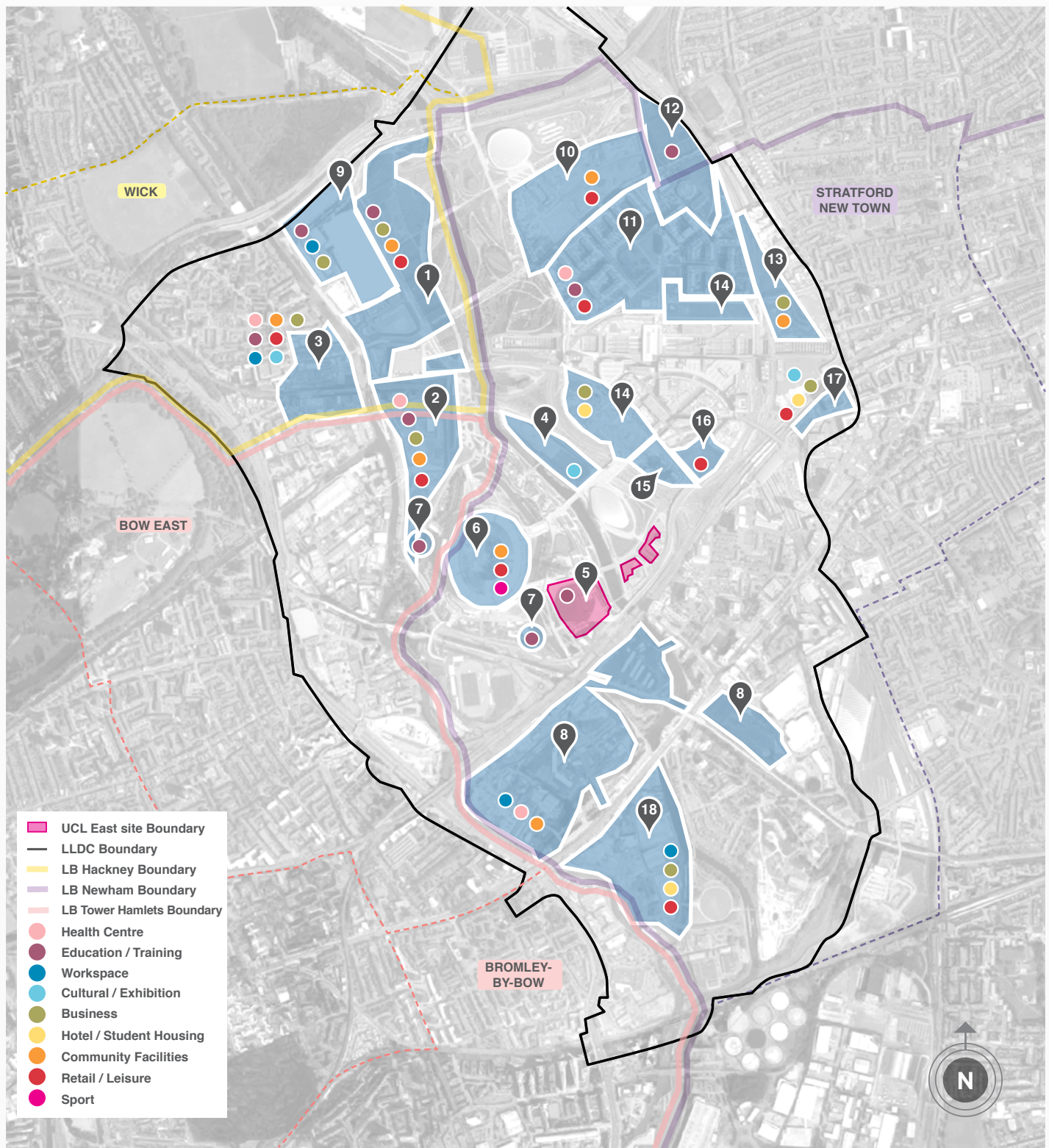
Developer: Unite Group Plc

18 STRAND EAST

Summary: 1,200 homes, office spaces for a range of businesses including digital and creatives, a riverside park and a range of retail and community uses.

Status: Planning permission granted

Developer: Vastint UK



Plan showing some of the major developments in the area.
(Dots do not indicate locations of facilities)



CHAPTER 3

CONSULTATION PROCESS

3.1 Overview

Consultation on the UCL East masterplan is a three-stage process, involving key stakeholders and the community at each key stage of design development. Below is a broad overview of the aims of each stage. The following pages detail the Stage 1 activities that have taken place.

Stage 1 | Issues, opportunities & masterplan principles

- The first stage aims to raise awareness of the project with UCL staff, students, local stakeholders and local community across four boroughs, including key groups such as youth.
- Consultation is focused on gaining an understanding of both UCL and local issues and aspirations for UCL East. As well as introducing masterplan principles and considerations for feedback.
- Findings from engagement will test the early masterplan concepts and help inform development of the draft masterplan.

Stage 2 | Draft Masterplan

- Stage 2 will continue to raise project awareness, identifying any key communities not involved in the first stage and ensuring accessible opportunity for these groups to be involved.
- Consultation on the draft masterplan will enable the gathering of feedback to help develop and deliver a masterplan that is fine tuned to both local aspirations and UCL's masterplan objectives.
- Key findings from the first stage of engagement will be recapped, alongside a clear explanation of how the masterplan has been informed by consultation.

Stage 3

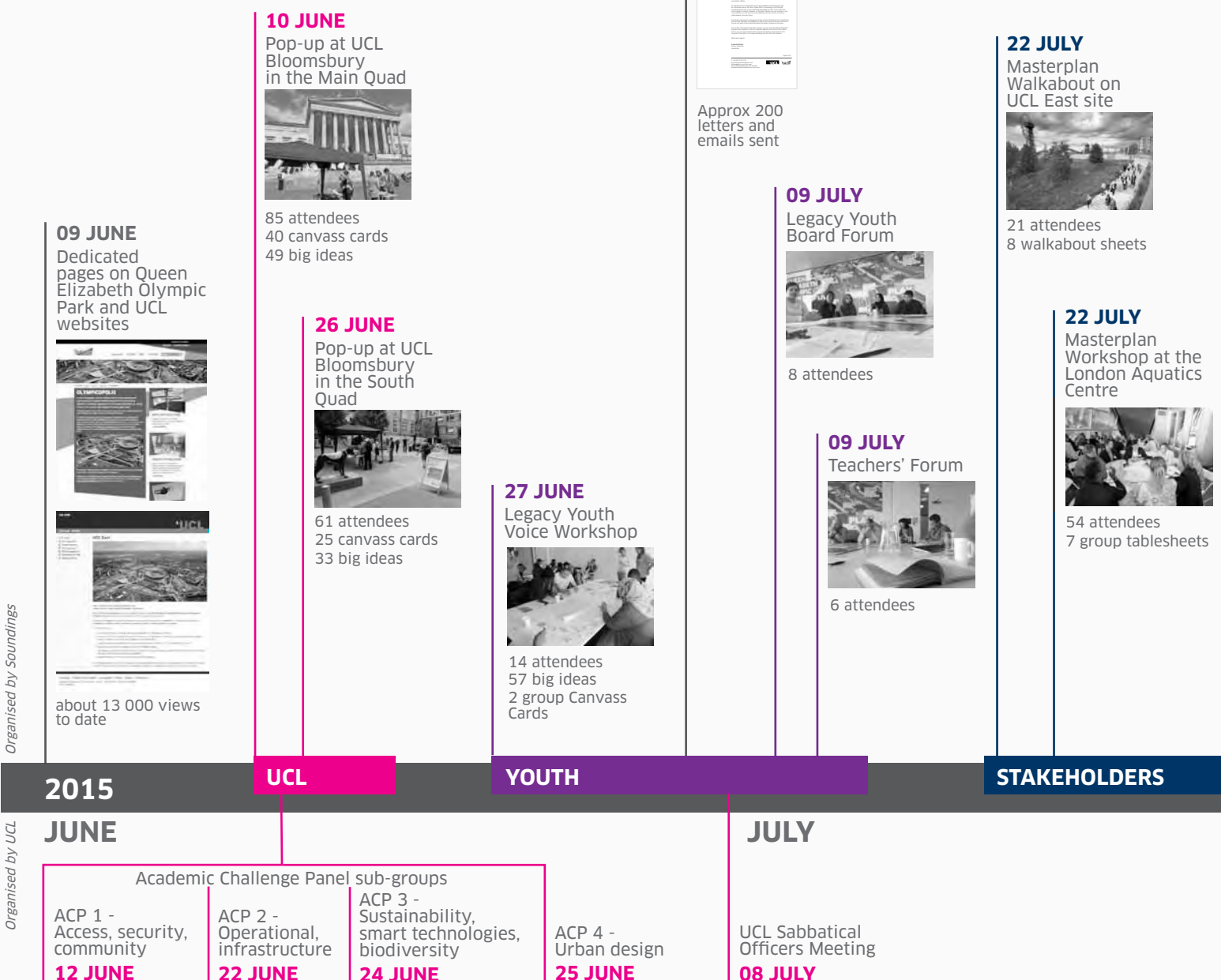
- Stage 3 will present the final masterplan that will form the basis of the next stage of detail design.
- It will track how the plans have responded to consultation and provide recommendations for the detailed design process; as well as information about the next steps leading into the Olympicopolis planning applications.

3.2 Consultation diary

What has happened so far

The first stage of the process aimed to involve as many people as possible through a variety of ways that were accessible and appropriate for the many communities and stakeholders linked to the project.

Alongside the below timeline existing LLDC panels have also been kept up to date including BEAP (built Environment Access Panel) and the Park Panel.



01 AUGUST

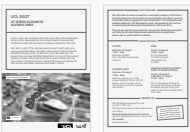
Pop-up in Stratford at Newham's 50 years celebrations



78 attendees
34 canvass cards
29 big ideas

13 AUGUST

Summer events flyers distribution



21,000 flyers
80+ bundles
plus emails

15 AUGUST

Pop-up in Leyton at Drapers Field



69 attendees
41 canvass cards
27 big ideas

21 AUGUST

Pop-up in Bromley-by-Bow at 3 Mills Studios



69 attendees
37 canvass cards
26 big ideas

22 AUGUST

Mobile Pop-up in Hackney Wick at 4 locations



125 attendees
35 canvass cards
35 big ideas

30 + 31 AUGUST

Pop-up on the UCL East site at the UCL Spark Festival



202 attendees
95 canvass cards
52 big ideas

COMMUNITY

AUGUST

SEPTEMBER

UCL Sabbatical
Officers Site
Walkabout and
Meeting

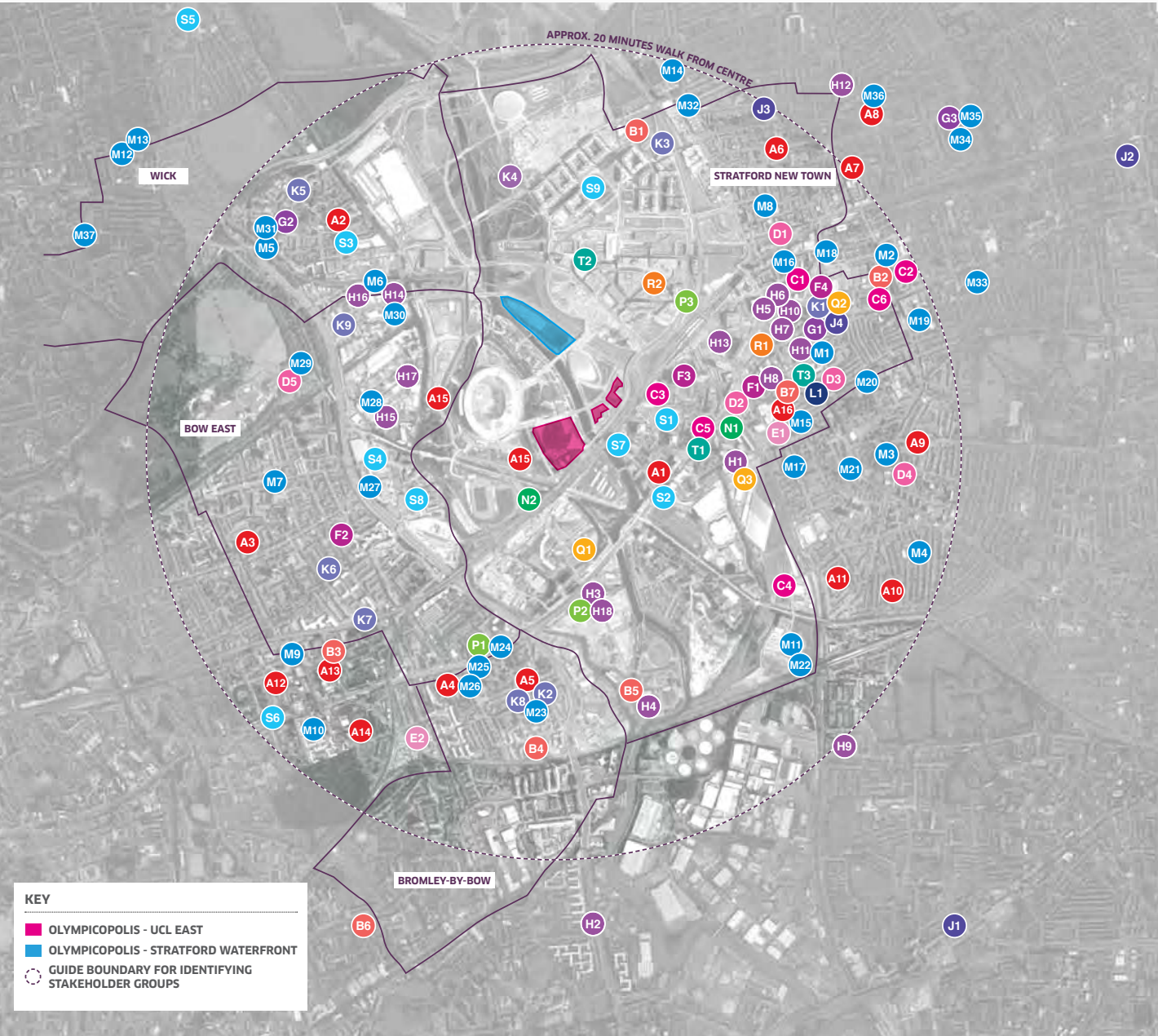
20 AUGUST

3.3 Stakeholder mapping

We are continually working to make sure those who have an active interest in, or are impacted by UCL East are kept informed and involved. There are currently over 700 project contacts who we will continue to engage with throughout the process.

Please see the mapping below, showing local groups and organisations who may be interested. This is not an exhaustive list, but aims to show a good cross-section of local groups within approximately one mile of the UCL East site. This boundary is flexible and we will also be involving groups

from the wider area who have a particular interest, wide remit or to ensure that groups based on the outskirts of this area can be involved. The mapping is always being updated, please let us know if there are any groups you believe should be considered.



STAKEHOLDER GROUPS

A EDUCATION - PRIMARY

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

B EDUCATION - SECONDARY

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

C EDUCATION - FURTHER & HIGHER EDUCATION

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

D EDUCATION - NURSERY

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

E EDUCATION - SPECIAL SCHOOL

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

F YOUNG PEOPLE

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

G LIFE LONG LEARNING AND ELDER

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

H CIVIC / ARTS / CULTURE

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

J LOCAL COMMUNITY GROUPS / INTEREST GROUPS

- J1 Community Links, Newham#
- J2 Aston Mansfield
- J3 Chandos Community Group (& Hub)
- J4 African Caribbean Voices Association
- Newham New Deal Partnership
- Newham Community Team - Stratford and West Ham
- Hackney Wick and Fish Island Cultural Interest Group (CIG)
- Together! 2012 CIC*
- Park Champions
- Inland Waterways Association
- Manor Garden Society
- London Cycling Campaign
- Bow Bengali Forum

K LOCAL COMMUNITY FACILITIES / CENTRES

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

L SAFETY

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

M FAITH GROUPS

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

N LOCAL BUSINESS AND ENTERPRISE GROUPS

- N1 Stratford Renaissance Partnership*#
- N2 The View Tube
- Stratford Market Traders Association
- Thames Gateway Technology Centre
- Newham Chamber of Commerce
- Newham Council
- Micro-enterprise Project
- Stratford BID
- Stratford Business Network Infrastructure
- East London Small Business Centre
- East London Business Alliance#

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

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

Q BUSINESS PARKS

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

R RETAIL

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

S LOCAL TENANTS' AND RESIDENTS' ASSOCIATIONS

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

T HOUSING ASSOCIATIONS AND STUDENT ACCOMMODATION

- T1 Mansion View
- T2 Unite Stratford One
- T3 East Thames Group*
- Genesis Housing
- Family Mosaic
- Hackney Homes

EXISTING PANELS AND NETWORKS

- BEAP
- Legacy Youth Voice and Youth Board
- Park Panel
- Olympicopolis Stakeholder Group
- Creating Connections East
- Stratford Rising
- Hackney Wick and Fish Island Cultural Interest Group (CIG)

UCL

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

KEY

- Located off the map
- Overarching group / multiple locations

- * Stratford Rising Member
- # Olympicopolis Stakeholder Group

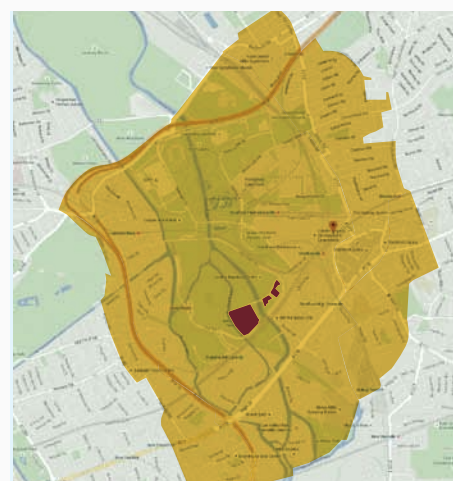
3.4 Communication & promotion



UCL website



Queen Elizabeth Olympic Park website



Event flyer distribution area

Keeping in touch

Websites

The project websites are regularly updated to keep people informed about the project and how to get involved. They provide access to information material and other key documents relating to the project.

UCL website
ucl.ac.uk/ucl-east

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

Park News

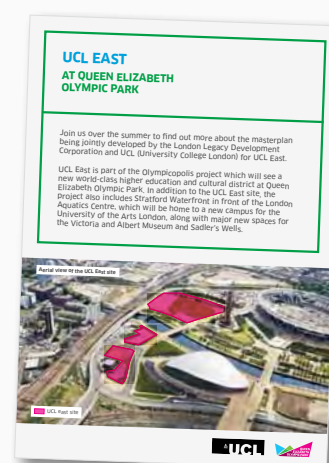
Information on the project has been included in both the June and September editions of Park News which is distributed to approximately 17,500 in the local area.

Letters, emails & flyers

At the end of June 2015 approximately 200 letters and emails were sent to identified local groups and stakeholders to inform them about the project and invite them to the Masterplan Event in July.

In early August approximately 21,000 event flyers detailing the summer pop-up events were delivered to households and businesses surrounding the site. Alongside over 80 'bundles' to local centres. In addition all who have been involved / registered their interest to date were emailed or posted a copy of a flyer in August.

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



Event flyer

3.5 Activities & events



Walkabout sheet



Workshop working groups



Workshop final exercise and gift

Masterplan Event

The Masterplan Event was an invited workshop and site walkabout to introduce the project. It brought together the UCL project team, local stakeholder groups and UCL stakeholders to share aspirations and understandings, as well as gather responses to the masterplan principles.

Workshop

This was the main event of the day and started with a presentation introducing the project from the point of view of the individual partners, the site constraints and an overview of the initial masterplan principles from LDA.

This was followed by facilitated round-table discussions to gather views in response; looking at access and inclusion, identity and form and priorities for the masterplan.

54 people attended including local stakeholders and UCL community members and group worksheets were completed across 7 tables.

Event details

Wednesday 22 July 2015, 6.30-8.30pm,
London Aquatics Centre

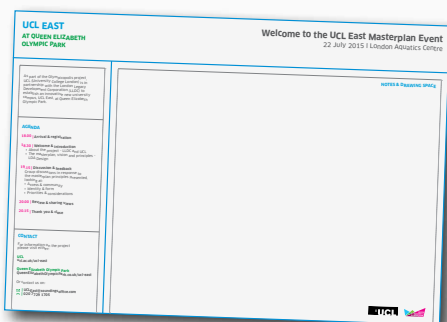
Walkabout

In advance of the main event, there was an optional site walkabout to explore the UCL East site and surrounding context. This was facilitated by the project team, to provide information on the project along the route. Participants were also given a map by which to orientate themselves and record views on the opportunities and challenges of the project

In total 21 people took part including local stakeholders and UCL community members. 8 walkabout sheets were completed on the visit.

Event details

Wednesday 22 July 2015, 5-6pm, on and around the UCL East site



'Place mat' / agenda



Pop-up at UCL, in the South Quad



Mobile pop-up in Hackney Wick



Pop-up in Stratford

Pop-up events

Pop-up events were held at both the UCL Bloomsbury campus and in the neighbourhoods surrounding the site over the summer. These aimed to raise awareness of the UCL East project and through a variety of consultation tools, collect a comprehensive range of ideas, issues and aspirations to help inform development of the draft masterplan. Activities included:

Big Ideas Map: A large scale aerial view of the site where comments can be placed and viewed by all in an open dialogue.

Canvass Card: A questionnaire to understand lessons to learn from UCL Bloomsbury or the local area, as well as aspirations and priorities for the masterplan.

Flip-book: An introduction to the project, context and consultation process.

Wheel of Fortune: Used at the summer community Pop-ups, that is a physical and engaging way to start conversations and to analyse the masterplan principles.

Masterplan Booklet: Used together with the Wheel of Fortune, to explain the masterplan principles.

UCL Pop-ups

Held before the end of the academic year, two Pop-up events were held in June 2015 at the UCL Bloomsbury campus to engage the wider staff and student community.

Events were promoted through UCL's e-newsletters and dedicated UCL East article. The UCL Canvass Card was tailored to areas of discussion from a university perspective.

At these events we spoke with approximately 150 people, received 65 Canvass Cards and 82 Big Ideas.

Event details

1: Wednesday 10 June 2015, 10am-4pm, in the Main Quad at Bloomsbury.

2: Friday 26 June 2015, 11am-2pm, in the South Quad at Bloomsbury.

Summer community Pop-ups

Over the summer, popped-up in the neighbourhoods surrounding the site to raise awareness and understand a cross-section of local views on UCL East. These events took the form of a mobile set-up attached to a cargo bike - "Planting Ideas", was the theme and everyone who shared an idea received a culinary plant to take away as a thank you.

Overall, 541 people were engaged, 242 Canvass Cards, 166 Big Ideas and 33 Wheel of Fortune comments were made.

Event details

1: Saturday 1 August 2015, 12-5pm, in Stratford at St John's Church Garden as part of the 50 years as a borough celebrations.

2: Saturday 15 August 2015, 11am-3pm, in Leyton at Drapers Field.

3: Friday 21 August 2015, 12-4pm, in Bromley-by-Bow at 3 Mills Studios.

4: Saturday 22 August 2015, 11am-5pm, in Hackney Wick and Fish Island at four locations (Stour Space, Street Interrupted, Biggs Square, Wick Green).

5&6: Sunday 30 and Monday 31 August 2015, 11am-6pm, at Queen Elizabeth Olympic Park and as part of the Spark Festival.



Flip-book



Free plant to take home



Canvass Cards



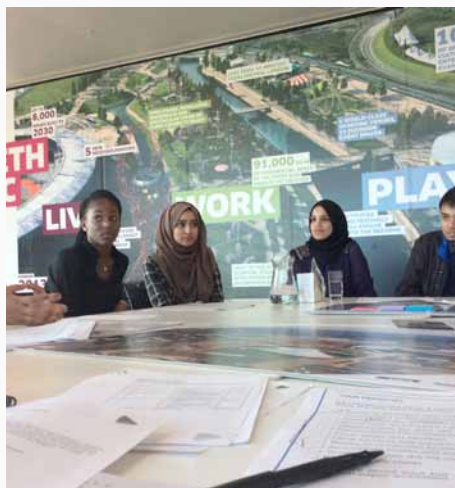
Mobile installation



Wheel of Fortune



Big Ideas Map



Youth board session



Legacy Youth Voice Workshop (group session)



Legacy Youth Voice Workshop (working in pairs)

Youth engagement

The aim of the youth engagement is to generate interest and involvement in the UCL East Masterplan development in an appropriate and engaging way for this age group. It is of particular relevance because of the potential opportunity the university can afford this group in the future. Involving them allows to understand better what the physical and psychological barriers are to achieve the aspiration of UCL East to 'promote access for all - without elitism'.

As part of the first stage of youth engagement, the Legacy Youth Voice have been involved in different activities that have taken place over the summer.

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

Legacy Youth Voice workshop

This was an introductory event to explain the project and gather initial views and priorities, as well as feedback on making the Canvass Cards youth friendly. 15 panel members were involved and we received 57 Big Ideas and 2 group Canvass Cards.

Youth Board focus session

A focused-session with the Youth Board gathered feedback and checked findings from the Legacy Youth Voice workshop. The forward-plan for youth engagement was discussed and developed together with the eight board members.

Involvement in Spark Festival

Members from the Legacy Youth Voice were invited to be part of the consultation team at the Spark festival to maximise responses from this age group and generate discussions between young local residents and UCL students. As it was a rather wet Bank Holiday Monday, there was a limited turn-out but we will look at similar opportunities in the future.

Next stage

Further activities with the Legacy Youth Voice and Youth Board will take place throughout the next stages of consultation. Alongside schools involvement sessions that have been informed by the Teachers' Forum in July (see next page for further details).

Event details

Legacy Youth Voice: Saturday 27 June 2015, 1-3pm, at LLDC's offices

Youth Board: Thursday 9 July 2015, 7-8.30pm, at LLDC's offices

Spark festival involvement: Monday 31 August 2015, 11am-6pm, at the Spark Festival



Sabbatical officers walkabout



Sabbatical officers follow-on meeting



Teachers' Forum

Group sessions & outreach

As part of the wider consultation process, a number of sessions were organised through UCL and LLDC.

Teachers' forum

In July we held a Teachers' Forum where all LLDC's 'Go!' schools network members were invited to discuss how they would like pupils to be involved in the UCL East masterplanning process.

These were very useful meetings that introduced the project, discussed initial issues relating to schools and helped inform session plans for both Primary and Secondary school involvement, which will be carried out during the autumn term.

Event details

Teachers' forum: Thursday 9 July, 4pm - 5pm (primary), 5.30-6.30pm (secondary), at LLDC's offices.

Sabbatical officers meeting

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

The first meeting with the seven Sabbatical Officers in July introduced the project and consultation process to discuss how best to involve students moving forward. The UCL East masterplan was also discussed to understand initial feedback.

Sabbatical officers walkabout

In the second meeting with the Sabbatical Officers we visited the site to discuss the project and their aspirations and ideas in more depth.

The group completed worksheets during the walkabout and Canvass Cards, commenting on the opportunities and lessons to learn from the local area and UCL.

Event details

Meeting: Wednesday 8 July 2015, 12.30-2pm, UCL Bloomsbury campus

Walkabout: Thursday 20 August 2015, 11am-1pm, on and around the site.

Academic Challenge Panel (ACP) Sub-Group sessions

UCL are carrying out a number of internal consultations with regards to UCL East. One of these groups is the UCL Academic Challenge Panel (ACP) who contribute ideas and test initial thinking from an academic expert and UCL perspective. A number of ACP sub-groups were held in June 2015 which looked at specific areas of knowledge and interest.

Although separate to the community consultation, Soundings attended to ensure the key areas of discussion could be recorded alongside the community consultation and understand crossovers.

Event details

1. Access, community, security: Friday 12 June 2015, 10am-12pm, UCL
2. Operational, infrastructure: Monday 22 June 2015, 2-4pm, UCL
3. Sustainability, smart technologies, biodiversity: Wednesday 24 June 2015, 10am-12pm, UCL
4. Urban design: Thursday 25 June 2015, 10am-12pm, UCL
5. Consultation process: Monday 21 September 2015, 10.30-12.30am, UCL

3.6 Community involvement

To understand more about who was involved, the Canvass Cards asked a number of 'About You' questions. In total we received 312 Canvass Cards and this page summarises the responses.

We also asked people to use three words to describe themselves. The page to the right shows just a selection of the many different characters who have been involved.

"Community: Are you a...?"

- 63% - local residents
- 7% - local employees
- 2% - local businesses
- 19% - visitors
- 9% - 'other'

"Community: Do you live in...?"

- 32% - Newham
- 10% - Tower Hamlets
- 14% - Hackney
- 9% - Waltham Forest
- 35% - 'other', most commonly located in outer London boroughs to the east, some central London and a few further afield.

"UCL: Are you a...?"

- 28% - undergraduate students
- 28% - postgraduate students
- 23% - professional services staff
- 5% - academic staff
- 5% - visitors
- 11% - specified other roles such as specific department work, etc.



THREE WORDS THAT DESCRIBE YOU...
Dreamer / visionary optimist

ARE YOU A ... *recent graduate*

☐ Undergraduate student ☐ Postgraduate student
☒ Academic staff ☐ Professional Services staff
☐ Visitor ☐ Other / Please state

In addition, if you are happy to receive information relating to a wider range of UCL public events and opportunities please tick this box ☐



THREE WORDS THAT DESCRIBE YOU...
green free-kind

ARE YOU A ... DO YOU LIVE IN...

☒ Local resident ☐ LB Newham
☐ Local employee ☐ LB Tower Hamlets
☐ Local business ☐ LB Hackney
☐ Visitor ☐ LB Waltham Forest
☐ Other / Please state ☐ Other / Please state

In addition, if you are happy to receive information relating to a wider range of UCL public events and opportunities please tick this box ☒



THREE WORDS THAT DESCRIBE YOU...
Creative, Empathetic, Helpful

ARE YOU A ... DO YOU LIVE IN...

☐ Local resident ☐ LB Newham
☐ Local employee ☐ LB Tower Hamlets
☐ Local business ☒ LB Hackney
☐ Visitor ☐ LB Waltham Forest
☐ Other / Please state ☐ Other / Please state

In addition, if you are happy to receive information relating to a wider range of UCL public events and opportunities please tick this box ☐



THREE WORDS THAT DESCRIBE YOU...
Techie, Dad, local resident

ARE YOU A ... DO YOU LIVE IN...

☒ Local resident ☐ LB Newham
☐ Local employee ☒ LB Tower Hamlets
☐ Local business ☐ LB Hackney
☐ Visitor ☐ LB Waltham Forest
☐ Other / Please state ☐ Other / Please state

In addition, if you are happy to receive information relating to a wider range of UCL public events and opportunities please tick this box ☐

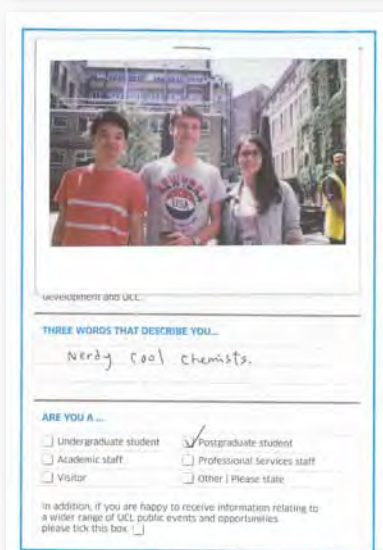


THREE WORDS THAT DESCRIBE YOU...
*1. OLYMPIC PEEK CHAMPION!
2. 2012 GAMESMAKER!
3. PAST MEMBER OF UCL STAFF!*

ARE YOU A ...

☐ Undergraduate student ☐ Postgraduate student
☐ Academic staff ☒ Professional Services staff
☐ Visitor ☐ Other / Please state

In addition, if you are happy to receive information relating to a wider range of UCL public events and opportunities please tick this box ☒

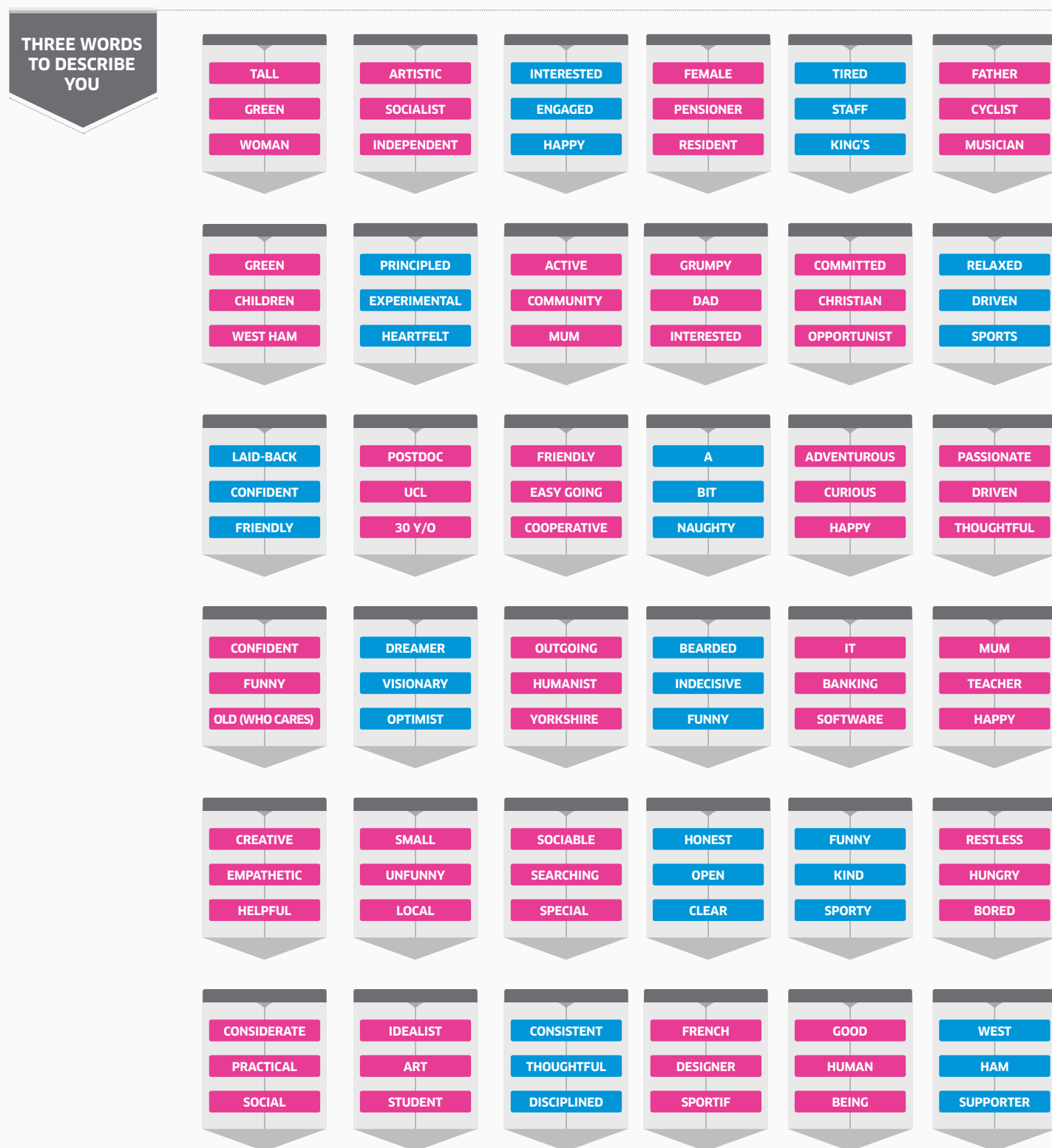


THREE WORDS THAT DESCRIBE YOU...
Nerdy cool chemists

ARE YOU A ...

☐ Undergraduate student ☒ Postgraduate student
☐ Academic staff ☐ Professional Services staff
☐ Visitor ☐ Other / Please state

In addition, if you are happy to receive information relating to a wider range of UCL public events and opportunities please tick this box ☐



KEY

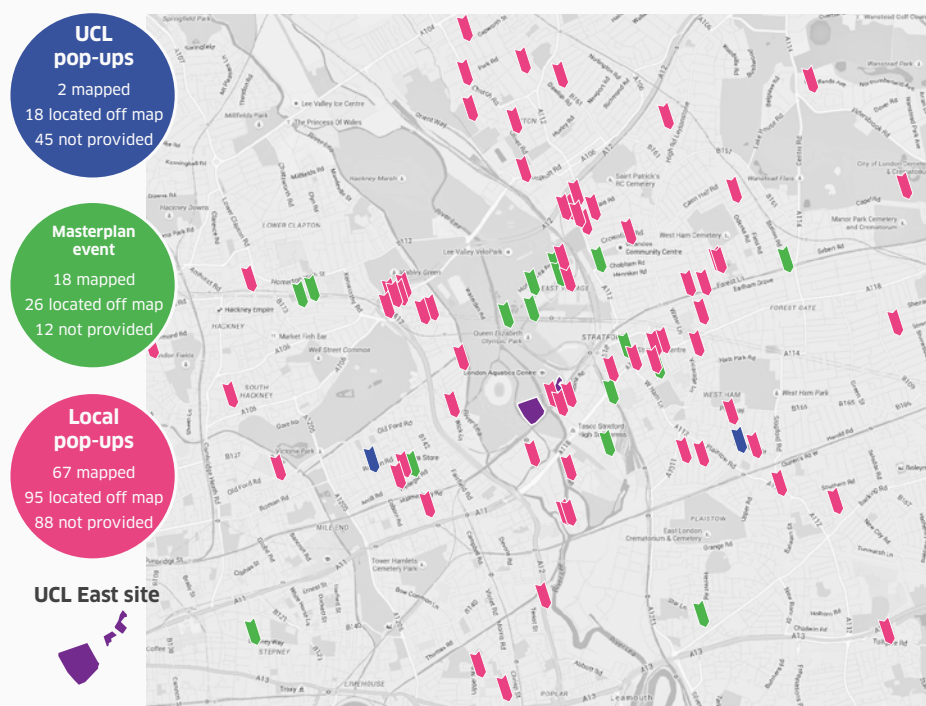
- Responses from the community
- Responses from UCL

Community involvement: checking Stage 1

Local attendance mapping

To the right is a mapping of known event attendees and people who have given us their feedback. This gives a broad indication of where those engaged are geographically located in relation to the site.

It is worth noting that contact details could not always be collected, particularly during the Pop-up events (although a tally was kept). Also that UCL participants are a community of interest rather than of proximity to the site. Therefore the attendance mapping is not exhaustive and serves to provide a check that there is a good cross-section of involvement from the different neighbourhoods surrounding the site.



Demographics

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

- Young people under 25 were less engaged in the general process. However there has been an ongoing parallel process with young people and schools to ensure this group is represented.
- Disability was not assessed, however dedicated disability groups are being specifically consulted in the wider process.
- There has been a slight under representation of BME communities and in the next stage of consultation we will work to ensure local BME groups have clear and appropriate opportunity to be involved.

STAGE 1 COMMUNITY DEMOGRAPHICS *

	Pop-up events	Stratford and New Town	Wick	Bow East	Leyton	Ward average	Average comparison
Gender							
Male	46%	52%	49%	49%	49%	50%	-4%
Female	54%	48%	51%	51%	51%	50%	+4%
Age							
Under 25	17%	34%	36%	33%	38%	35%	-18%
25-39	41%	40%	30%	39%	29%	34%	+7%
40-54	30%	16%	19%	15%	19%	17%	+13%
Over 55	11%	11%	15%	13%	14%	13%	-2%
Ethnicity							
White	59%	41%	48%	60%	36%	46%	+13%
BME	41%	59%	52%	40%	64%	54%	-13%

* Categories and Ward data taken from the 2011 Census. All figures rounded to the nearest whole number. As such there may be a small discrepancy of 1%.



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



CHAPTER 4

FINDINGS

4.1 Introduction

The Stage 1 events gathered input and feedback on a range of topic areas from both the local and UCL communities' perspectives.

- **Understanding place:** what's valued locally and lessons that could be learned from the UCL Bloomsbury campus.
- **Aspirations:** relating to UCL East, what are the perceived opportunities and potential challenges to overcome.
- **Priorities and key issues:** understanding key areas of interest, response to the masterplan principles and priorities for the masterplan.

The feedback received has been regularly communicated and discussed with LLDC, UCL and the LDA masterplanning team to inform the approach and development of the draft masterplan. This section of the report provides a detailed summary of the feedback, which has been collected from the following sources:

- Community Canvass Card.
- UCL Canvass Card.
- Masterplan Event worksheets.
- Masterplan Event walkabout sheet.
- 'Big Ideas Map' consultation activity.
- 'Wheel of Fortune' consultation activity.
- Emails and letters received.
- Feedback through the various focus group sessions (see pages 52 to 55 for an overview).

Pages 46 to 50 provide an overview of all discussions that have taken place throughout the first stage of consultation. Pages 10 and 11 in the executive summary also provides a high level summary of this.

4.2 Understanding place

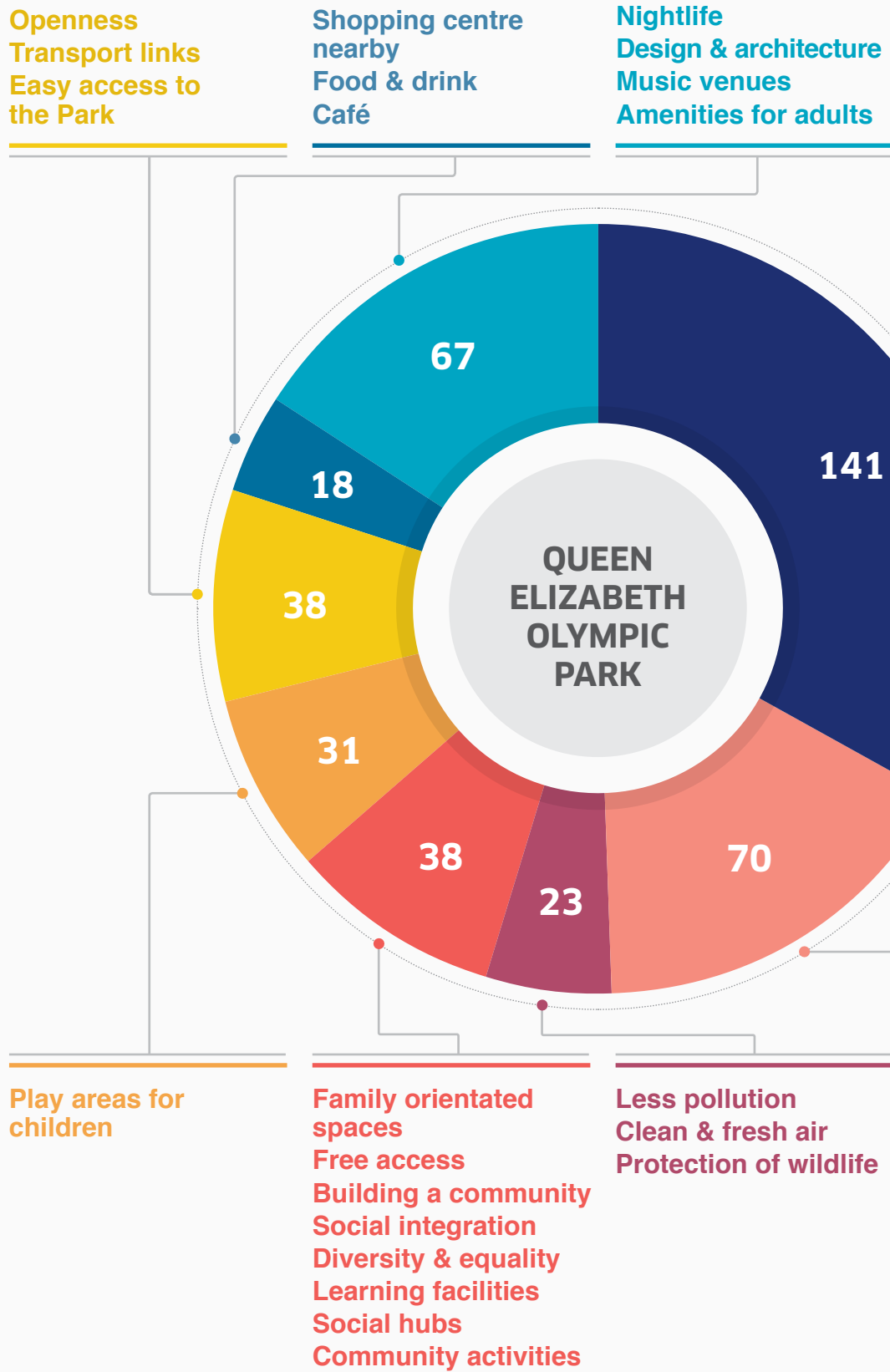
What qualities do you value most...?

At the local pop-up events, we asked people what qualities they most value, both within Queen Elizabeth Olympic Park and in the local area where they spend most time. The results show that there are different aspects of the Park people value such as the open green spaces, leisure and sports facilities and ease of access. Local benefits and community involvement were also considered of value within the Park, giving opportunities to create a sense of a diverse and cohesive community.

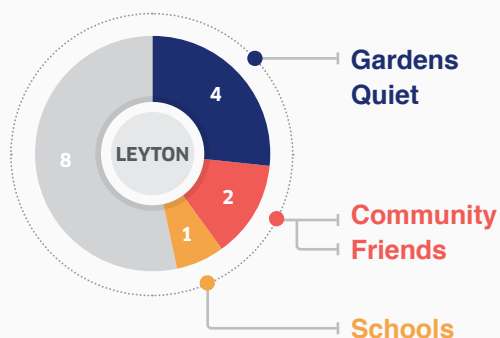
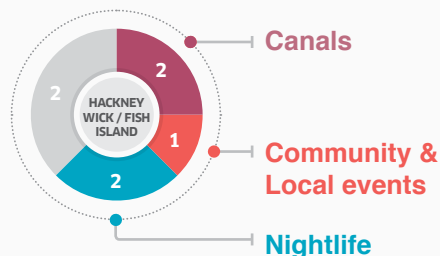
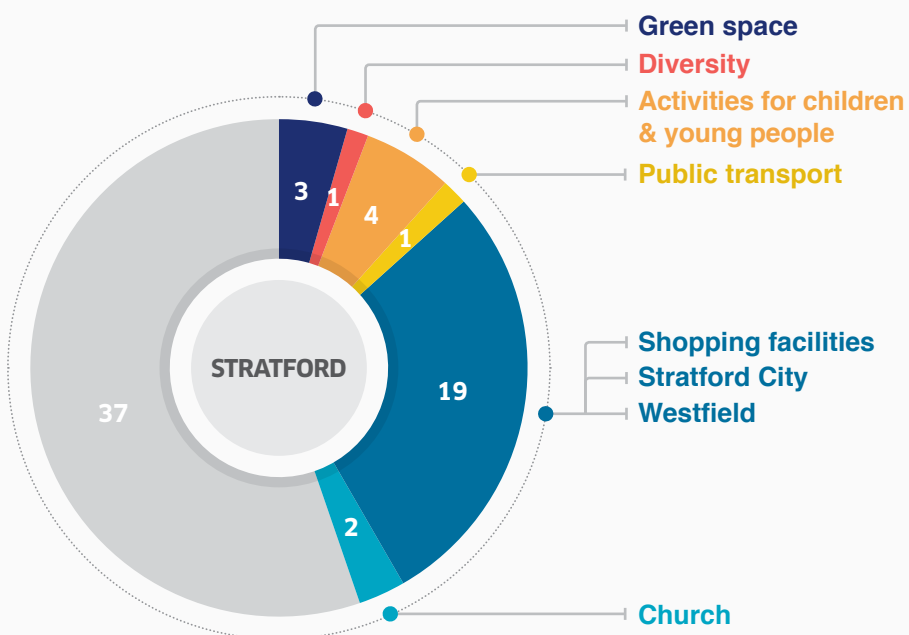
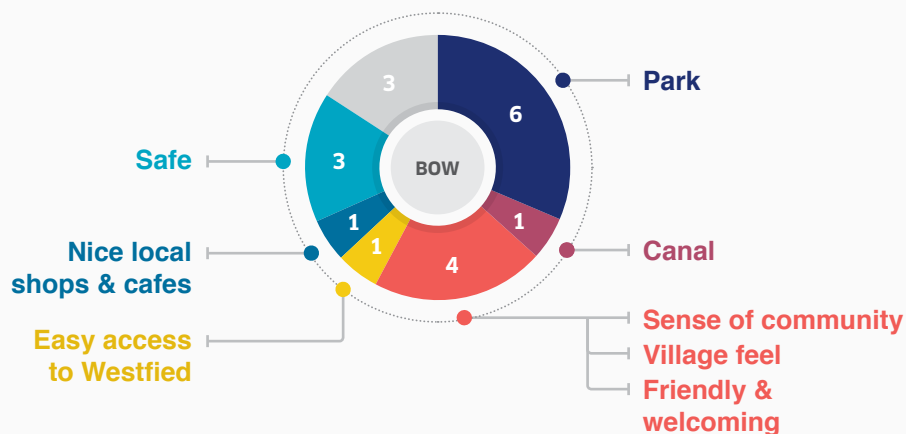
In the surrounding area, Stratford received the most comments on specific qualities most valued. In contrast to other areas, shopping and access to local facilities were highly valued in Stratford.

Diversity and sense of community was mentioned frequently in Stratford and other areas in Bow, Hackney Wick and Leyton. Overall open green spaces and community atmosphere were generally considered the most valuable qualities locally.

The diagram on the right shows a summary of comments grouped by topic themes within the Park and the surrounding neighbourhoods.



Walking / running
Quiet & relaxing
Views
Landscape / nature
Sand area (Beach East)



COLOUR KEY

- Open / green spaces
- Leisure & sports
- Ecology & sustainability
- Community benefit / involvement
- Young people / children
- Access & movement
- Shops / restaurants
- Other
- No comment

Activities for all ages
Creativity
Climbing Wall
Hockey
Pop-up events
Aquatics Centre
Cycling paths
Gym
Splash Park
Running

Understanding place

Site walkabout - opportunities and lessons to learn

As part of the Masterplan Event on 22 July, there was an optional site walkabout. Participants were given a worksheet to record their thoughts, including opportunities that the site presents as well as lessons to learn from the local area.

Montfichet Road and the adjacent roads were the most frequently commented on. Citing that there is a need to make these more pedestrian and cycle friendly, particularly in light of the increased footfall that would result from the UCL East campus.

Comments also reinforced the value of the 'green and blue' assets of the Park. The session also opened up the discussion about building scale, citing the existing Park venues as a benchmark for height and highlighting the importance of retaining views both to and from the existing venues.

Separately, another walkabout session was held with UCL Sabbatical Officers and the comments were mainly focused around the use of spaces on the site and access links.

The diagram on the right shows categorised comments in relation to topic themes and the location.



Access & movement

- More disabled access & parking
- Access to the river
 - potential to moor, jetty, pontoons
- Wider walkways, cycling lanes and wayfinding to improve access points
- What are the access plans for the new Crossrail station?



Design / identity / scale / architecture

- Control the height and scale of proposed buildings similar to the surrounding Park buildings
- Frame local and wider views e.g. keep a view of the City



Open / public space

- Provide outdoor seating
- Ownership and activities taking place on public spaces questioned
- A play area between the building and the river walk will soften the look and feel of the campus perimeter



Temporary use

- Occupy and animate areas of the site that are not build on in Phase 1



Community involvement

- Provide outdoor event space for UCL and the community
- Encourage permeability and community 'ownership' of access points



Ecology & sustainability

- Encourage biodiversity
- More planting at approach points



Noise pollution / maintenance

- The noise carried from the Stadium is a concern for some, how can this be managed?



Thornton Street

- Route through - opportunity to engage with the public.
- Utilise as evening outdoor seating space.
- Will the building over-impose the Orbit?



Pool Street - Thornton Street

Nice and wide path however there was concern over noise issue from the Stadium. Control the height of proposed buildings.



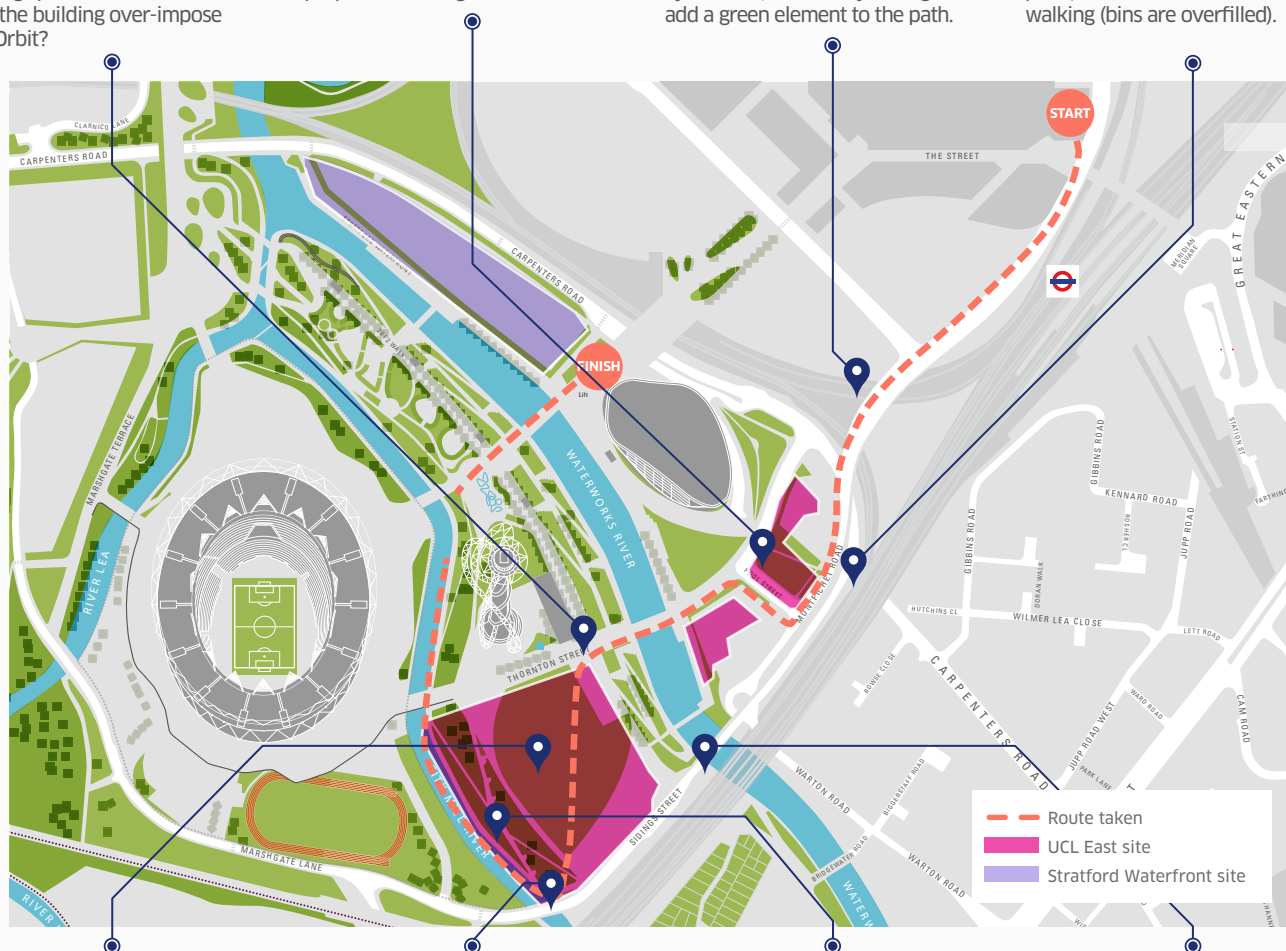
Montfichet Road

The narrow walkway needs to be improved - is this a safe route for students coming to UCL East? Provide cycle lanes, better wayfinding and add a green element to the path.



Loop Road - Carpenters Road

Consider permeability and opportunities for placemaking (community 'ownership' of this access point). Hostile environment for walking (bins are overfilled).



South Park Lawn / Thornton Street

The main road running alongside is a real positive for the site. It's surprisingly close to the Stadium and Orbit.



South-west corner of South Park Lawn

Arrival point - What will the experience be like for pedestrians and cyclists?



South-west edge of South Park Lawn

Good evening sun - a lovely space for pleasurable outside things. Point under bridge may well become an important access point.



Siding Street

Having a 'front door' of a campus is a challenge as it is currently the backstreet.

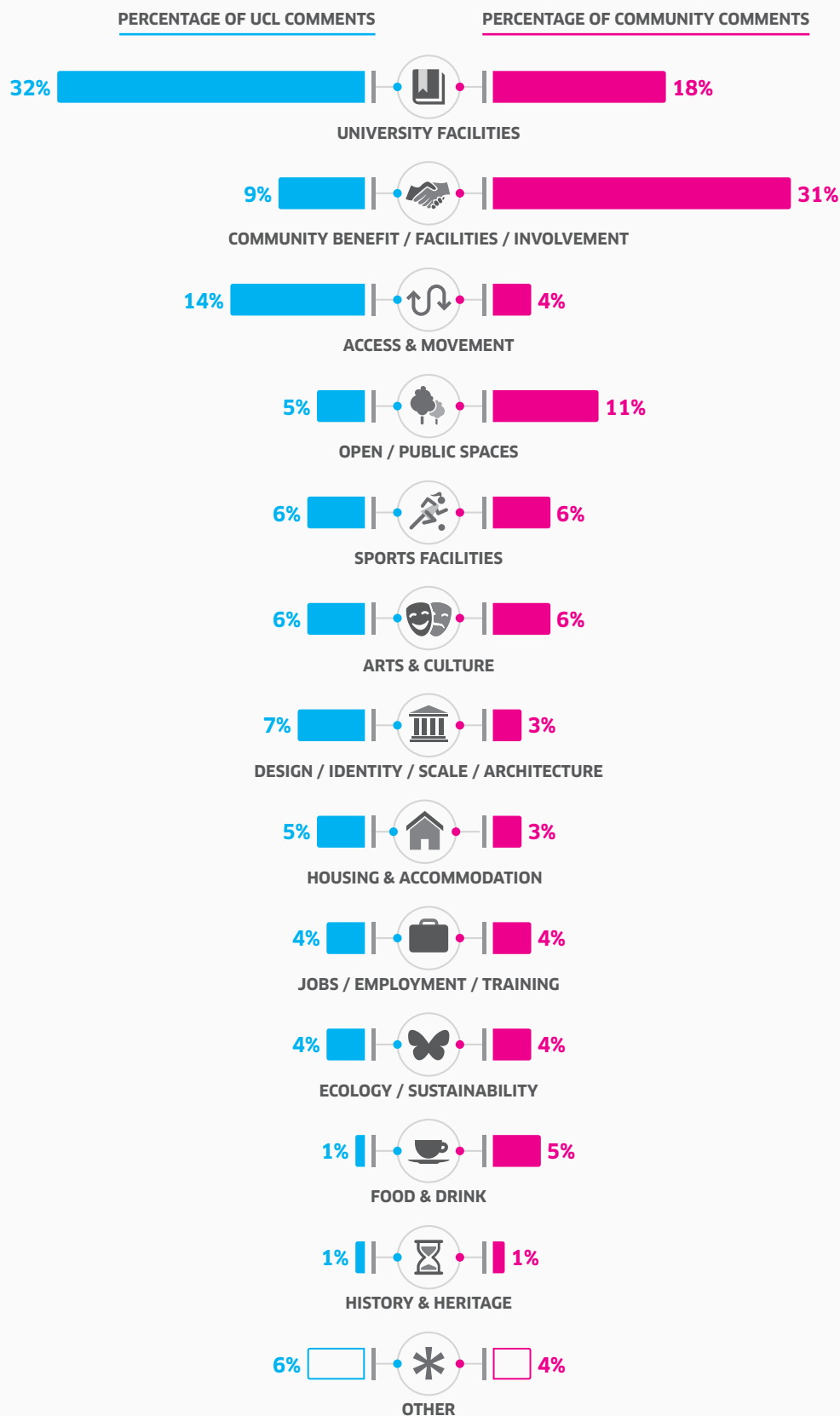
4.3 Aspirations

What would you like to see at UCL East?

People were asked to tell us what they would like to see at UCL East for the local area. The results show that they highly encourage access to evening lectures, library and various courses available for the local community. This will allow all age groups from young to older people to raise aspirations and integration with the existing community. Links with local schools were strongly encouraged to inspire them through free activities, access to facilities and interaction with university students. Other suggestions include incorporating renewable and energy-saving features to the building, study areas to share ideas and help each other and students working on local charity and community projects.

The results from the pop-up events at UCL show that UCL East is seen as a key opportunity for additional and higher quality space for students to study and/or socialise; specific comments cited opportunity for a library, research / technology-based facilities and even a UCL Science Park. Other comments include the opportunity to connect to east London and its culture, links with future development at Stratford Waterfront and affordable student accommodation.

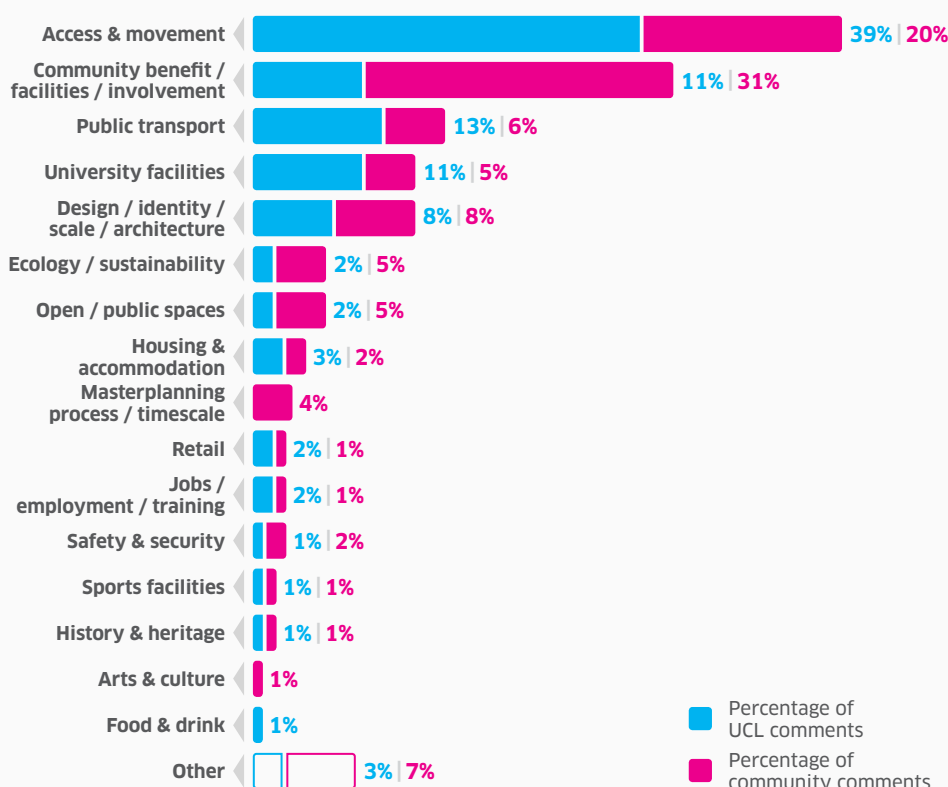
The diagram on the right shows a summary of community answers compared and contrasted with UCL responses.



What are the potential challenges to consider, linked to UCL East?

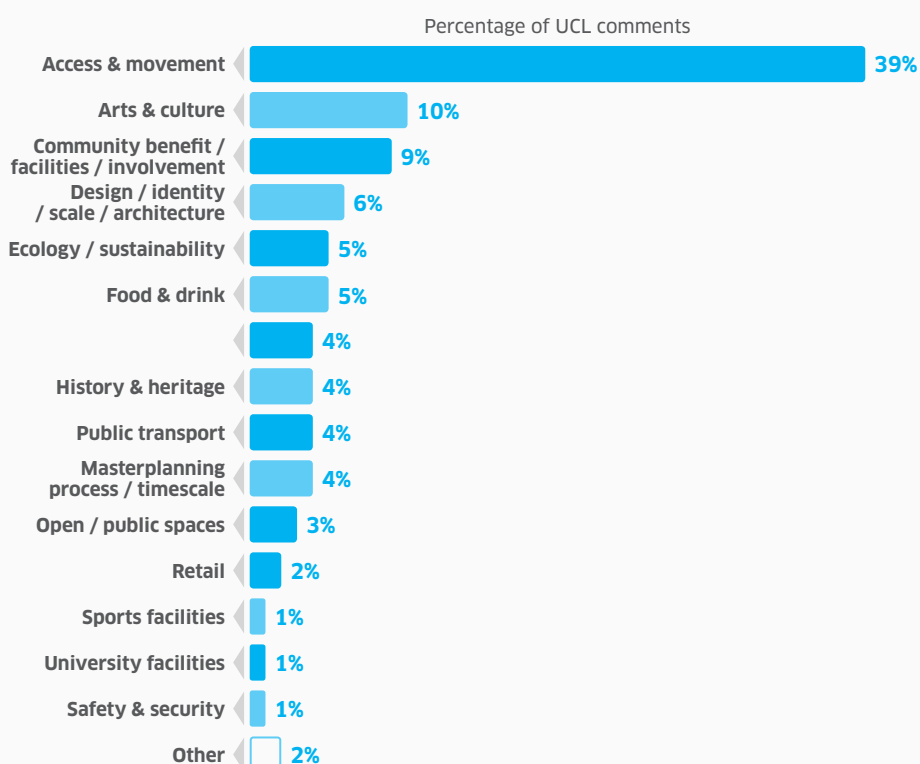
From a local community perspective, perceived challenges for UCL East were cited most frequently with regards to community integration. Asking how it can be truly beneficial to the existing community, and avoid the pitfalls of gentrification in an area that is undergoing significant change. Make it somewhere that feels accessible and open to all - through physical design, outreach and activities

Access and movement was also seen as a key challenge, particularly from a UCL perspective which highlighted potential time and cost implications of travelling between UCL East and the Bloomsbury campus. As well as a concern that it is further away from central London. Locally, the key challenges were addressing potential congestion and ensuring good connectivity between UCL East and local transport links.



What lessons could UCL East learn from the Bloomsbury campus?

This was a particular question for UCL community to understand what UCL East could provide in relation to the Bloomsbury campus. Space has been an issue at Bloomsbury where there are not enough spaces and facilities. Many people referred to the Quad in Bloomsbury campus as a good social gathering space. Easy access to central London and well-connected public transport is another asset to the Bloomsbury campus which UCL East needs to consider.



4.4 Priorities & masterplan principles

Your priorities

Through the Canvass Cards and at the Masterplan Event we asked people to select their top 5 priorities that they think the UCL East masterplan should consider.

The given list was established through early discussions on the project and cross-checked with the Legacy Youth Voice and Board. There was also an opportunity to add any additional priorities.

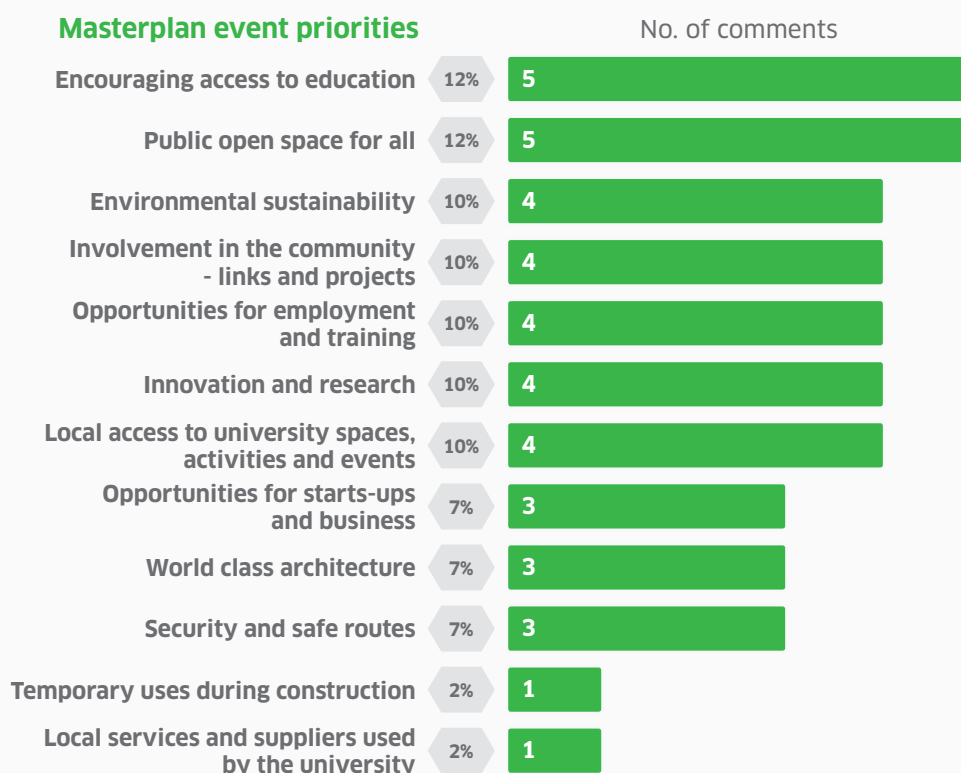
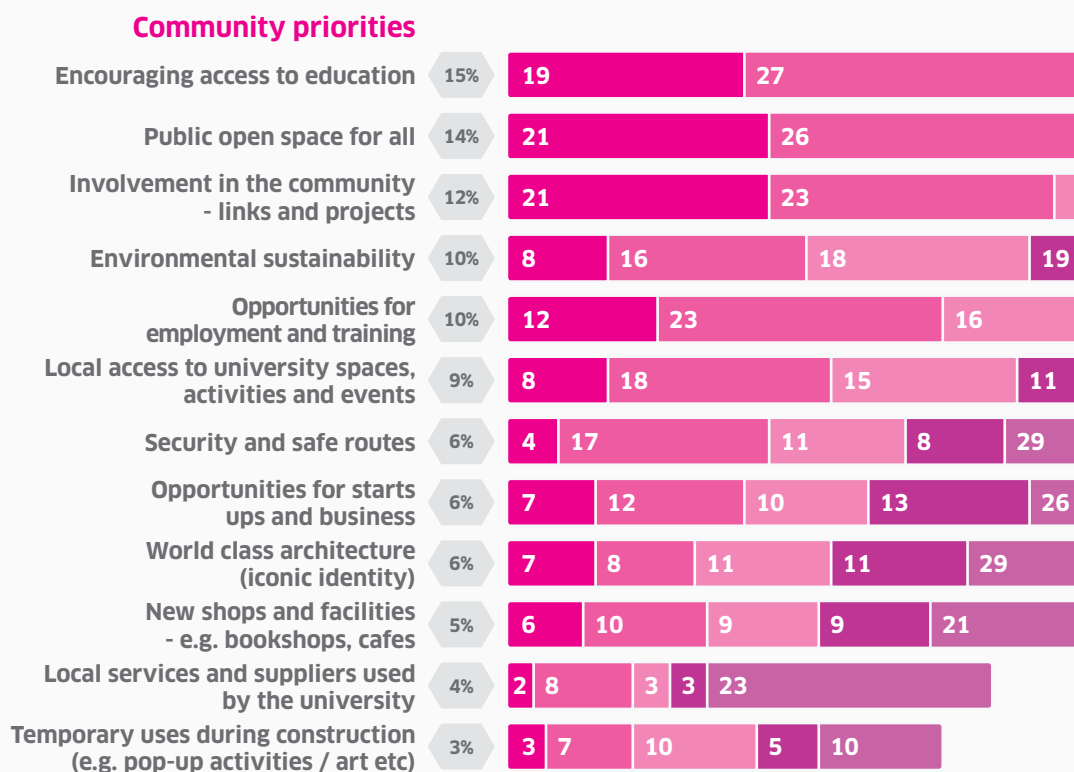
It was noted that all aspects listed will be considered as part of the masterplan, however this exercise aimed to understand what the key areas of interest and importance are between the different groups.

Categories vary slightly between the UCL and local focused Canvass Cards to ensure the questions were relevant. Although a number of categories cross-over to help enable comparison.

The diagrams to the right show the priorities in the order selected, separated by source, including:

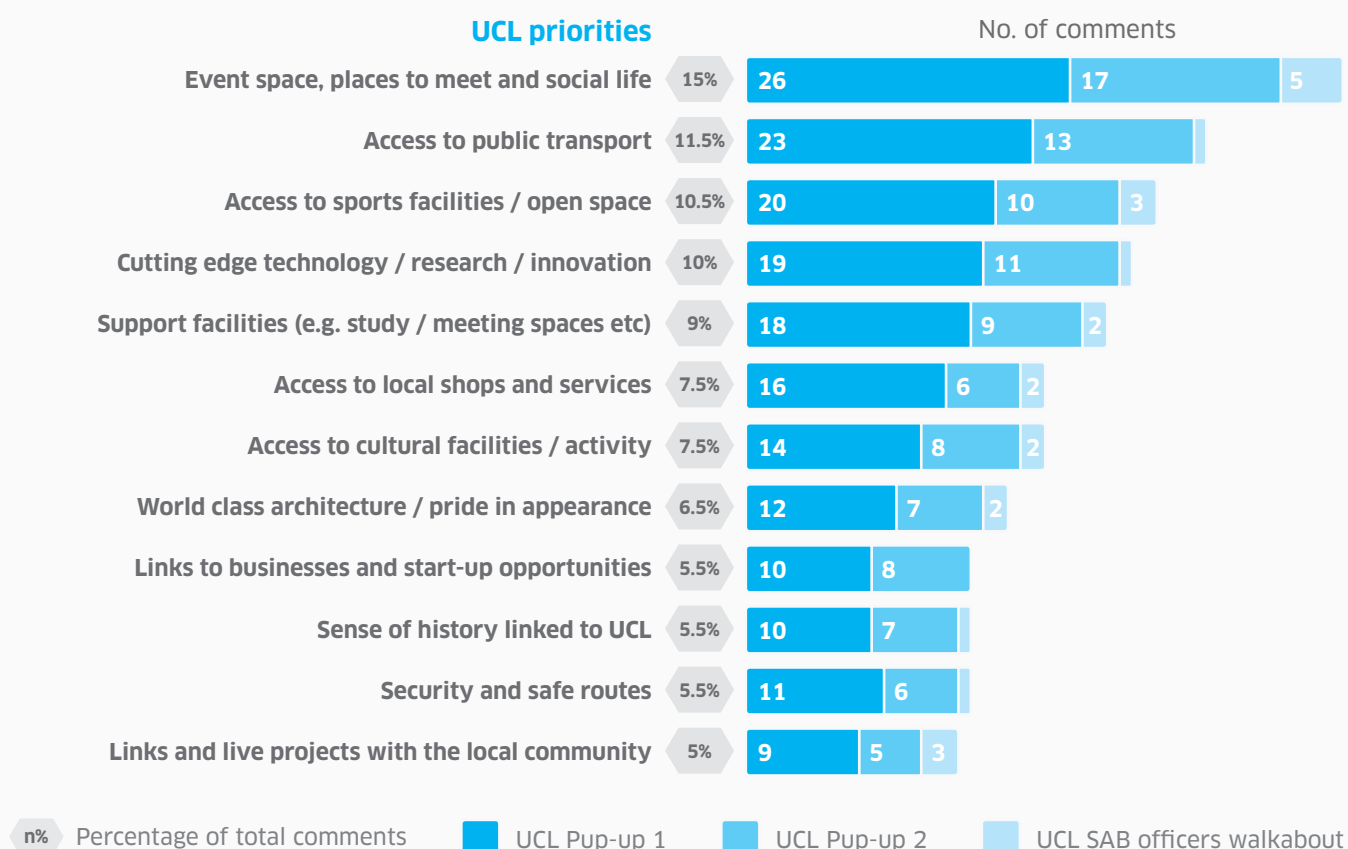
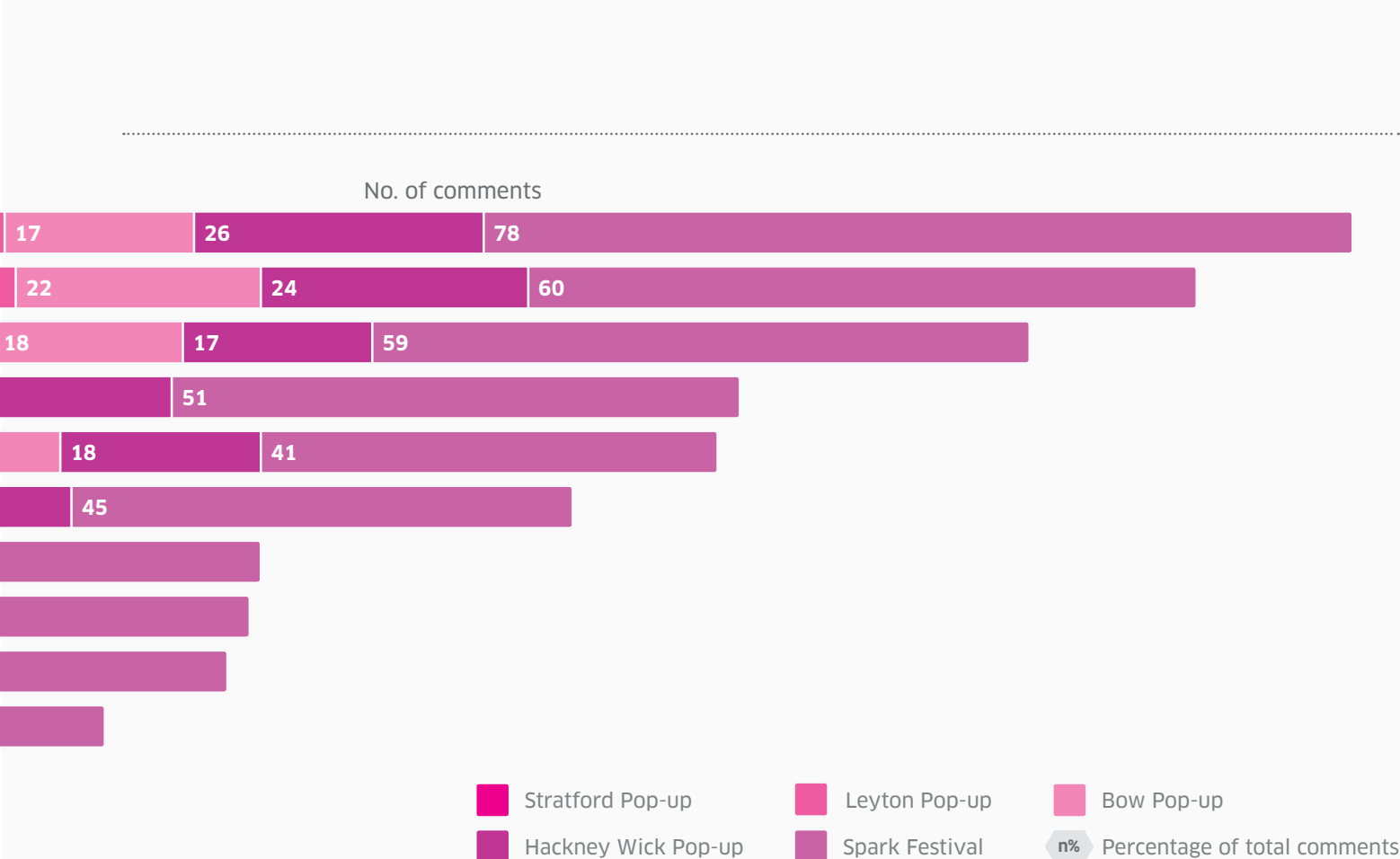
- Local community feedback (pop-ups)
- UCL community feedback (pop-ups)
- Stakeholder feedback (Masterplan Event)

Participants were also asked to say why they had chosen their top priorities. This information has been analysed and compiled as part of the key issues analysis on pages 46 to 50.



n% Percentage of total comments

Each Masterplan event comment comes from a table of approximately 7-8 people



Priorities & masterplan principles

Key issues

This section summarises the feedback and key discussions raised throughout the first stage of consultation.

All qualitative feedback is analysed comment by comment, each categorised by the topic it references. In total we have collected 2,324 comments in the first stage of consultation from Canvass Cards, Masterplan Event

tablesheets, Big Ideas Map, Wheel of Fortune, Walkabout sheets and emails.

Analysing in this way allows a transparent process to discover particular themes where there is the greatest interest. The diagram below shows how often each topic was commented on and where the comments came from (UCL, community or stakeholders).

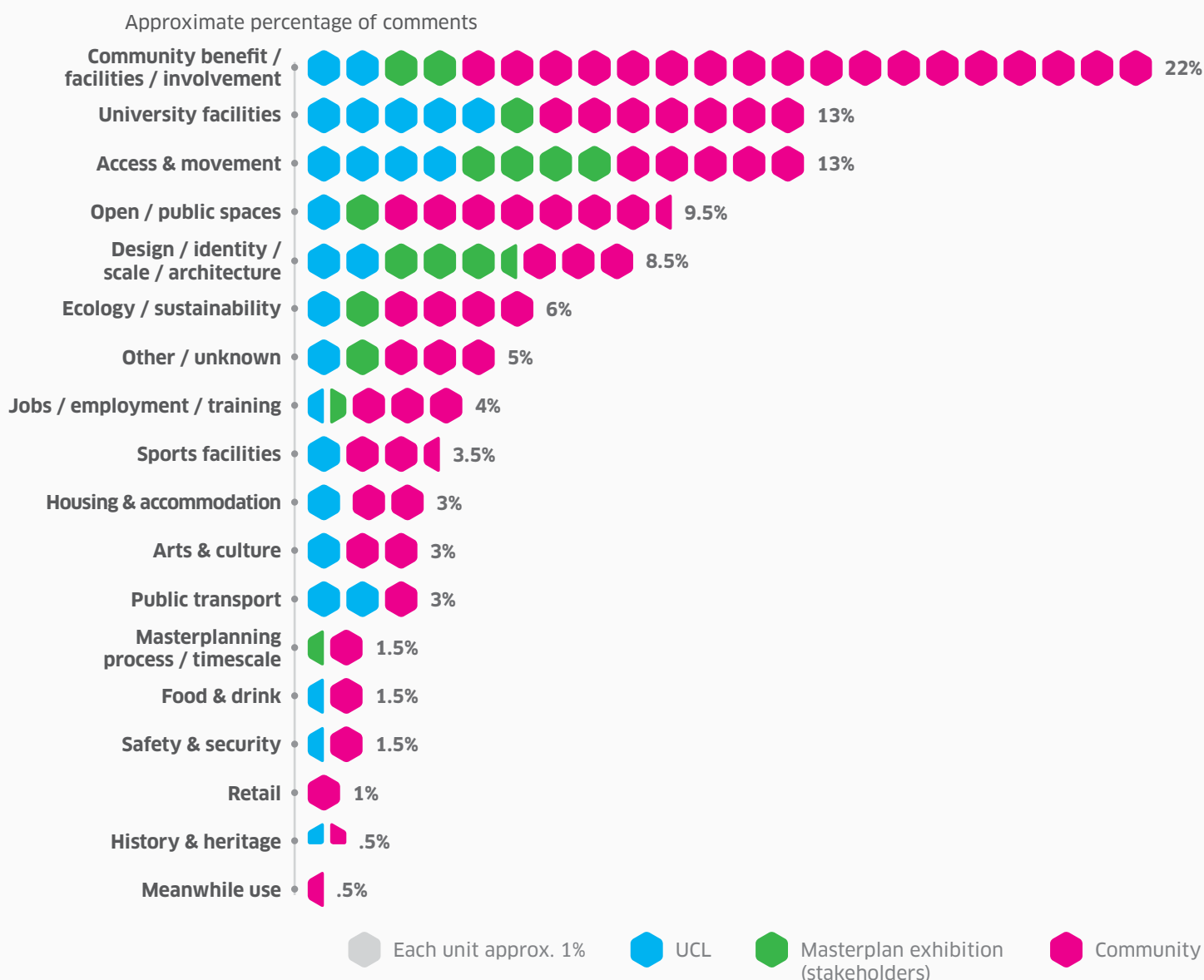
This diagram aims to support and give weighting to areas of feedback. On pages 46 to 50, the comments received are discussed in more

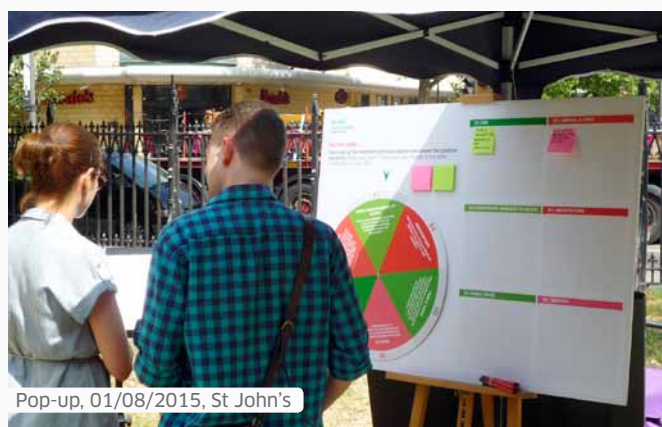
depth underneath the topic areas of:

- Physical connectivity
- Public space
- Urban form & identity
- Use, activities & facilities
- Other.

There are a number of topics that thread-through all topic areas including:

- Sustainability
- Phasing (including interim use)
- Community engagement.





Priorities & masterplan principles

Topic analysis

Pages 49 to 53 provide an in-depth summary of the comments received in Stage 1. This provides an overview of the key areas of discussion from all events and means of feedback.

The analysis is categorised into a number of topic areas which have been informed by the areas that received most discussion and debate in the first stage of consultation.

As the consultation process continues, we will reference back to these topic areas to track feedback and the masterplan development.



Comparing group priorities, Masterplan Event, 22/07/2015

Physical connectivity



Access from Montfichet Road

This was a frequent area of discussion. As one of the key routes to the site from Stratford Station, it is considered a “poor pedestrian experience” and potentially of detriment to the perception of UCL East. Comments and suggestions included:

- Interventions to reduce the current wind tunnel effect.
- Incorporate green walls and art / information to help improve the quality of the environment.
- Increase the capacity – the width lacks the capacity for the “peak flow” of UCL students.
- There is a perception (particularly from the UCL community) that the site is quite a distance from public transport. Raising awareness and improving Montfichet Road may help address this.

Relationship with UCL Bloomsbury

There needs to be a clarification of what the relationship between the campuses will be; will the students and/or staff be required to travel between the two or will they function independently? What are the time and cost implications?

Intuitive wayfinding

- Have clear sight lines and intuitive routes supported by Legible London type signage.
- Have an iconic “front door” for the site that links as many of the access routes as possible.
- The site should feel open and accessible to the local community - see public space on page 50 for more details.

Pedestrian and cyclist focused

- Ensure welcoming pedestrian and cycling access routes throughout. The existing wide pedestrian routes are positive.
- Cycling paths are a necessary addition to the main road - citing particular opportunity to improve safety on Montfichet Road and Carpenters Road. The introduction of the Santander Cycle hire scheme (which is coming to the Park) was also suggested.
- Use artwork and installations on railway underpasses to create a sense of connectivity with the communities to the south.

Integrated disabled access

- It was generally noted that current disabled access to varying levels of the Park is good, but there are also some opportunities for improvement. Accessibility and inclusive design should be of a very high standard at UCL East.
- There should be a limited amount of general parking provision, but more disabled parking is currently needed.

Capacity

It was questioned if there is sufficient future capacity of public transport, on the roads and on-foot to accommodate the increased numbers. This relates, in part, to wider local developments, however further information is needed.

Waterways

Consider access to the waterways for facilities such as pontoons, jetties and moorings.

Public space



Inclusive, involving and inviting

The nature of public space at UCL East has been one of the key discussion topics:

- It is considered fundamental to create a public environment that embraces people (students, staff, community and visitors) in an environment of learning and exchange with a lively and engaging atmosphere where people can meet.
- Have a permeable site, using public space and activities to blur the edges.
- Focal communal spaces at UCL Bloomsbury (e.g. the Quad and Gordon's Square) are valued - but limited. Integrate this type of space at UCL East.

Activities

Activities for children, adults, students and the wider community were suggested, to help create lively and curated public space:

- Social spaces with opportunity for impromptu activities, experiments and performances.
- Use innovative activities and events to engage. Exhibit UCL activities, hold outdoor public lectures and have interactive design / displays.
- Ensure activities connect to the diverse local communities.
- Have student-specific space, such as a Students Union, in a visible and central location.

Management & maintenance

There was a generally positive response to existing Park management and maintenance. These should be co-ordinated to ensure consistency in the quality.

Levels of access

There is an understanding that a university would need to manage spaces and not everywhere would be accessible / open to the public.

- Clear and intuitive design of these levels of access and security will be a key challenge, linked to activity programming, management and physical design.
- Will the public parts really be public, or semi-public? Make sure 'fully public' is meant when referring to this.
- Have multiple uses of some spaces. As well as visibility into spaces or external displays to help blur the line between 'academic' and 'community'.

Make the most of the Park and river setting

- The "green, blue and relaxed" qualities of the Park are currently highly valued. This is seen as one of the site's strongest assets that the design should embrace.
- The south-west edge of the site looking onto City Mill River has potential to be well-designed public space - the 'sunset moment' concept was well received.
- Waterside areas will naturally be occupied and are instinctive places for shared public space.

Security and safety

Natural surveillance through the site and at the edges is important.

However there were a mix of views on the need for a visible security presence / cameras. Closing times of certain areas of the Bloomsbury campus made some existing students feel secure.

Finally there were concerns about how the site would be kept secure during match days.

Urban form & identity



Architecture & identity

- It was discussed if identity is found in 'iconic' and 'blow your mind' architecture or through architectural cohesion with existing venues at the Park? The general consensus was towards the latter, suggesting what could make it truly 'iconic' is a public environment that really embraces people and activity - "people-centric-buzziness" (see public space on page 47).
- In either case, have high standards of design that are comparable in quality to buildings at the Bloomsbury campus and on the Park; and will stand the test of time.

Scale and views

- Views to and from Park venues, as well as wider vistas (e.g. towards the City should be protected).
- It was suggested that the existing Park venues (London Aquatics Centre, Stadium and ArcelorMittal Orbit) are used as benchmarks for height. Understanding views and comparative heights will be important at the next stage of consultation.
- Ensure at ground level it feels of a 'human scale'.
- Consider the view of the site from the ArcelorMittal Orbit (what's on top?). Have a green and active roof-scape.

Edges

- Blur line between the campus and surrounding area. Have a mix of 'soft' and 'hard' edges with engaging uses at ground level.
- Despite site boundaries reaching the waterfront, the buildings should not.
- Some concern that the northern edge could be a harsh environment and scale - could an active ground level 'piazza' bring life to this space?

Identity & place

- Make a reason to be here; make it a 'destination' for the community - should become a part of people's mental map.
- UCL East needs a strong standalone identity and academic offer, yet retaining some links to the existing UCL campus and maintaining the world-class educational and research status. Have a modern, unique, and inviting offer.
- Smart technologies and an engaging atmosphere could give identity in a more contemporary way.
- Relate and connect to the Park and waterways character of the surrounding area - it is one of the site's strongest assets.
- Distribution of uses and the composition of the buildings should give a "campus feel" and foster interaction.
- Consider what the 'iconic' graduation ceremony venue is?
- Will the logo remain the same or will there be a new one?
- Respond to local culture and heritage, ensuring references aren't 'cliché' or 'too polished'.

Use, activities & facilities



University facilities

- There were clear views that the Bloomsbury campus has insufficient study space and UCL East is an opportunity to address this - citing indoor, outdoor, informal and formal study space.
- Is there opportunity to have some shared facilities with other nearby Universities?
- Specific suggestions for university facilities included:
 - More library seating
 - Open lecture theatres or study
 - Informal areas with the potential to study
 - Student services – medical, dental, etc.
 - Students Union
 - Cash machines
 - Prayer hall
 - Research facilities – plentiful, accessible, state-of-the-art, bookable
- There were also suggestions from the community to ensure there is a range of levels and types of courses to increase accessibility.

Access to sports facilities

- There is a strong opportunity to partner with Park sports facilities (both individuals and societies/ clubs). There is currently a perceived lack of sports facilities at UCL Bloomsbury.
- There were suggestions that UCL East would be an opportunity to study sport related courses, with access to world-class facilities.

Retail

Have an alternative offer to Westfield - locally run and/ or independent shops, cafes, restaurants, bakeries, bookshops, clubs, bars, cinema, etc.

A community facing university and level of access

Make some university facilities accessible for the community such as hireable rooms with community discount, evening lectures, weekend classes and access to the library. However there was also an understanding that the university will need to prioritise use considering the needs and expectations for paying students. It was also noted that the facilities that are accessed by the community should be visible and not 'hidden'.

Local outreach and access to education

- Research how surrounding universities engage with the community and exceed it. Consider engagement in both the medium and long term.
- Provide a programme of activities and work with schools to increase access to education and engender comfort and multi-cultural attention.
- Use innovation, installation and events as a means of engagement.
- Act as a centre for advice either by going to local schools or bringing people in; alternatively have an advice centre in place that local people can visit for advice on access to education.

Accommodation

- Providing staff / student accommodation local to the campus is positive. Include a wider cost range of student accommodation (more shared as opposed to private).
- Ensure accommodation is accessible.

Active at different times

Create a place that has activity and life during the daytime, evening and weekend.

Other comments & questions



Environmental sustainability

- UCL East is seen as a real opportunity for an exemplar sustainability-led development. Both in line with the sustainable status of the Park and potential innovation of the University.
- Reduce any environmental impact during construction and in the everyday running of the site.
- Consider green walls, green roofs, enhancing biodiversity and sustainable infrastructure and transport.

Gentrification

- Avoid creating a generic / exclusive atmosphere - hold events and activities that embrace local communities.
- Concerns are, in part, linked to the wider regeneration of the area and the impact of UCL on values of homes and goods making them unaffordable.
- Take all communities (including boating community) into consideration

Timescale

How long will the second phase take? What will happen if it doesn't get funding or is delayed?

Temporary use

South Park Lawn is currently a valued event space - ensure that the spaces not built on during the first phase of construction have interim uses. There is also an opportunity to create positive exchange on the site from early-on.

Local employment and business

- Will there be a strategy to ensure a degree of local employment?
- Dedicate a small amount of space to an incubator space for micro-companies. Economic, modest start-up space is key to start-up businesses and could link to unique courses in entrepreneurship.

Noise from the Stadium

During events in the Stadium there will be noise pollution. How will the land use and management of the site respond to this?

4.5 Group sessions

A number of group sessions have been held during first stage of consultation. These have been targeted towards groups who may not otherwise engage in the general consultation process, including youth groups and local schools, as well as the 'student body'.

To the right is a summary of the key findings from these sessions.



Legacy Youth Voice

The first in a series of Legacy Youth Voice sessions started with presentations from LLDC and LDA, giving an overview of UCL East and what a masterplan is. The Legacy Youth Voice reviewed and helped inform the Canvass Card questions before the summer pop-up events. They then got into pairs and identified their top 5 priorities for UCL East. These were then discussed to reach a collective set of priorities for the group, summarised below:

1. Involvement in the community
2. Access to education
3. Opportunities for employment and training
4. Public space for all
5. Local shops and facilities

The group also told us what they would like to see at UCL East, the key points are below:

- Make sure everyone is considered, link to existing community
- Local employment
- Access to UCL East facilities by the local community
- Integration with the Park
- UCL should embed themselves into the local community



Youth board

The second youth session discussed the project in more depth with the Youth Board, checking findings from the Legacy Youth Voice and developing the forward-plan for youth engagement. The session gave rise to a number of specific comments on the UCL East development, including:

- As local residents the desire for community access was understood, but it is important to consider the needs and expectations of students who are paying fees.
- It should be world class architecture that represents UCL, however functional and attractive space is more important than 'showy' buildings.
- An iconic location is important - the Portico at UCL Bloomsbury is a good example and instils pride.
- Have a two-way exchange with local schools.
- Debate about the role of the university and if this should be linked to local start-up businesses.
- Ensure local employment opportunities.
- Ensure there are activities on the South Park Lawn during the construction phases so it's not all 'closed down'.



Sabbatical officer meeting

The first meeting with the UCL Sabbatical Officers introduced the project and consultation process to discuss how best to involve students moving forward. The UCL East masterplan was also discussed to understand initial feedback. Key discussion points are summarised below:

- There is real opportunity for sports clubs and societies at the Park, with potential to link to world-class sporting facilities.
- Sports societies and clubs could also have a two-way relationship with the local community; where they go out to local schools / groups to provide support, as well as invite them in.
- Open / visible space for the Students Union would be valuable. Possibly on the river to encourage wider involvement and interaction.
- Public space is important - consider where the sun hits and make it a welcoming place to hang out.



Sabbatical officer walkabout

In the second meeting with the Sabbatical Officers we visited the site to discuss the project and their aspirations and ideas in more depth.

The group completed worksheets during the walkabout and Canvass Cards, commenting on the opportunities and lessons to learn from the local area and UCL. Below is a summary of the main areas of discussion:

Amenity provision

- Places to meet and social life
- Need more than just Westfield. Local and independent shops are preferable to chains.

Identity & urban form

- Concern over how UCL East will be perceived. It needs a strong identity to avoid being 'the other' UCL campus.
- Will there be a UCL East logo, separate to their current university logo?
- Buildings should enable organic development and change over time according to university needs and pattern of use

Connectivity

- Montfichet Road access was thought to hinder the beauty of the site.
- The site should feel open & accessible to the community.
- Make connections with the community and local projects.



Teachers' forum

The first teachers' forum meetings were an opportunity to discuss how local schools would like to be involved in the consultation process. This included both a primary school and a secondary school session.

Ideas for involvement in the next stage of consultation were discussed and all schools attending expressed interest in taking part. There were also a number of comments and suggestions made regarding the UCL East masterplan:

- Ecology and environment is an important consideration. Both within the proposals and in terms of involving local children.
- Ensure there are longer-term involvement programmes from UCL, both on a community level and an academic level.
- Will there be a library that is open to the public? It is currently difficult for (older) children to research some of the topic areas they need to in the local libraries.
- Strong interest in potential links to science.

Group sessions

Academic Challenge Panel (ACP) Sub-Group sessions

Alongside the community consultation process and wider engagement with Statutory Consultees, UCL are carrying out a number of internal consultations regarding UCL East.

One of these groups is the UCL Academic Challenge Panel who give a critical analysis of the scheme development from an academic expert and UCL perspective. A number of ACP sub-groups were held in June 2015 to look at specific areas of knowledge and interest.

Soundings attended these sessions to ensure a record of the key areas of discussion and understand where there are crossovers with the community consultation.

The summaries to the right provide an overview of these sessions and the key areas of discussion.

ACP 1

Access, community, security

The discussions focused around the relevant project brief topics such as how to promote access to facilities, integrate to existing Stratford community and safety & security for all.

Some comparisons were made with examples such as the Royal Festival Hall and Somerset House where building spaces are used organically and without constrain.

Other discussions included the need to provide community benefits at ground level; such as student facilities open to all (bar / library / museum etc). It was suggested that the library should be accessible to all sixth formers and anybody in the local area.

The requirement for visible security was much debated. There was concern from the security perspective of not having a visual security presence, which in itself provides a 'passive' security function. It was also suggested to consider a permeable ground floor with a level of security at the transition to the first floor.

ACP 2

Operational, infrastructure

The session outlined the utilities and operational infrastructure which exists at Queen Elizabeth Olympic Park highlighting the capacity, opportunity and constraints.

Utilities

- Sustainable and efficient heating and cooling is important. A range of methods were discussed including using the rivers or ground source heat pumps, although it was noted that the rivers have relatively low flows especially in the summer months.
- There is no current gas supply, but it was agreed that this would be needed.
- Ensure the site fixes (plumbing) can be adaptable to different water source options as a long term flexibility.
- It was noted that the Telecom should be the fastest possible networks - future-proof as far as possible.

Building function

- There was much debate about the optimum building unit size to achieve a usable space and maximum future flexibility. Ensuring functional space is key, considering management and the impact of noise in particular.
- Management and operations should be kept simple and avoid mechanical ventilation where possible. Part of being innovative is making technologies / design / servicing accessible, without the need for a building manager.

Quality of environment

- Have outward looking public spaces on the edges; balance between human enjoyment and biodiversity; and ensure northern edge isn't too harsh.

ACP 3

Sustainability, smart technologies, biodiversity

The session focused on the adaptability and resource management of the site.

The concept of “Living Lab” was raised and references from Australia and the Netherlands cited.

LDA Design presented their Sustainability Framework including health, well-being, economy and community. A range of topics were discussed and suggestions and feedback were given:

- Flexibility and maintainability: involve users in the process (in the past UCL installed water meters which were monitored by students); infrastructure that meets future research and teaching needs which are currently unknown (data, power systems etc); self-cleaning.
- Transport and mobility: boat access.
- Energy and water: energy performance, non-potable water treatment, tanks on the roofs, tidal energy, energy generating pavement, natural ventilation, buildings orientation and depths (18 m).
- Materials and waste: recycling and/or innovative use of materials (mycelium based insulation, wood waster composites).
- Land-use and biodiversity: using roofs, creating habitats.

Key enabling features for a successful living lab include:

1. Diversity of spaces with room for adaptation and experimentation
2. Flexible and far-reaching infrastructure with space/capacity
3. Relationship with users and assets beyond UCL East site boundary, and the importance of connecting with Stratford Waterfront project.

ACP 4

Urban design

The session gathered UCL expertise on built environment and relevant fields in connection to the UCL East development.

The session commenced with a summary of a team visit to precedent universities and four emerging themes: governance, public space, regeneration & community and curation (of the public space).

Key objectives explored in terms of spatial thinking were a vision for the university that combines the formal and informal, city meeting Park and a campus on the river.

The group noted the site as a challenging site and need to consider the experience of space, getting to and from Stratford.

The group agreed that there is a need for an identifiable gathering ‘heart space’ which could be a singular or multiple.

A question was raised about the site and its relationship to east London and industrial heritage - how should this be reflected in the proposed masterplan?

It was also suggested that there is an opportunity to consider meanwhile use / temporary structures - intermediate spaces for experiment over 5-7 years.

The design needs to consider responsiveness of the spaces for the next 20-30 years.



CHAPTER 5

TRACKING CHANGES

5.1 Introduction

Over the course of the consultation the project team will listen to and wherever possible respond to the views of local and UCL communities, alongside those of key stakeholders and Statutory Consultees (such as Transport for London).

The first stage of consultation has provided a good understanding of key issues and aspirations, alongside an overview of responses to masterplan principles. As the design develops, future reports will track the masterplan development alongside the feedback received to show how the proposals are responding to consultation.



UCL EAST
AT QUEEN ELIZABETH
OLYMPIC PARK

UCL EAST
AT QUEEN ELIZABETH
OLYMPIC PARK

CHAPTER 6

NEXT STEPS

6.1 Overview

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

The findings are now being discussed directly with UCL, LLDC and the masterplanners LDA to help inform the proposals.

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

If you would like to be directly informed as the project progresses, please just let us know - contact details are on page 65.

6.2 Consultation timeline

Soundings are working to help ensure that the consultation process is inclusive and open to all. Over the next stages we will be working on a programme of outreach to continue to raise awareness of the project and ensure we can keep all interested parties informed and involved.

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

1. ASPIRATIONS & MASTERPLAN PRINCIPLES
Understanding key issues & discussing masterplan principles to inform the draft masterplan

2. DRAFT MASTERPLAN
Raising awareness and gathering feedback on the emerging plans to inform the masterplan

3. MASTERPLAN
Presenting the final masterplan and discussing ongoing opportunities

DETAILED DESIGN DEVELOPMENT & CONSULTATION

OLYMPICOPOLIS PLANNING APPLICATIONS & STATUTORY CONSULTATION

6.3 Contact us

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

☎ 020 7729 1705

✉ UCLEast@soundingsoffice.com

Soundings
148 Curtain Road
London
EC2A 3AT

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

UCL website
ucl.ac.uk/ucl-east

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



Pop-up, 21/08/2015, Bow, 3 Mills Studios



ation process will help inform
the masterplan over the coming months.
your views. There is a separate
at UCL to determine the core academic
take place at UCL East.

tion on the project
or:
st
h Olympic Park website
hOlympicPark.co.uk/ucl-east



your personal
document
discussions

*Outgoing
disciplines*

☒ Undergraduate students
☐ Professional Services staff
☐ Other (Please State)

Provide information relating to
needs and opportunities

development of the masterplan over the coming months.
please let us know your views. There is a separate
consulting process at UCL to determine the core academic
activities that will take place at UCL East.

For more information on the project
contact with UCL East

UCL
University College London

UCL
University College London

UCL EAST

AT QUEEN ELIZABETH OLYMPIC PARK

APPENDICES

- A. Publicity & communications
- B. Masterplan Event materials
- C. Pop-up events materials,
including flip-book

A1. UCL East Masterplan Event - stakeholder invite / introductory letter

UCL EAST
**AT QUEEN ELIZABETH
OLYMPIC PARK**

Aerial view looking west over the UCL East site

Site boundary

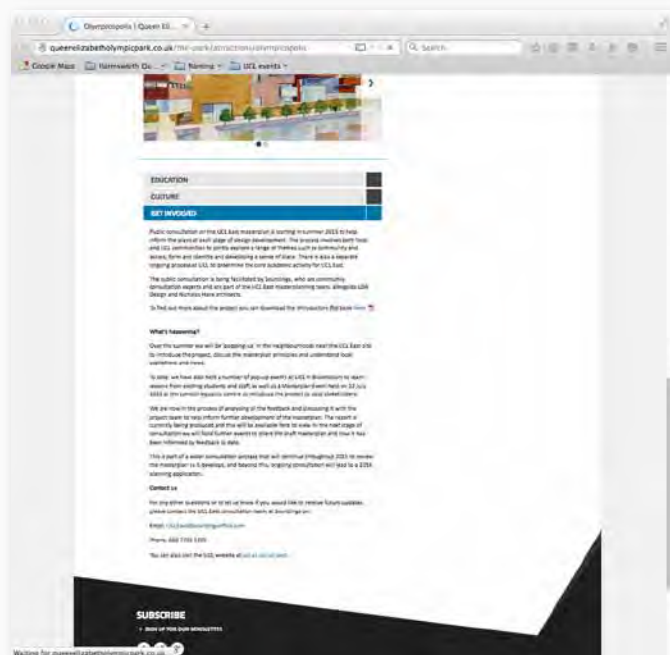
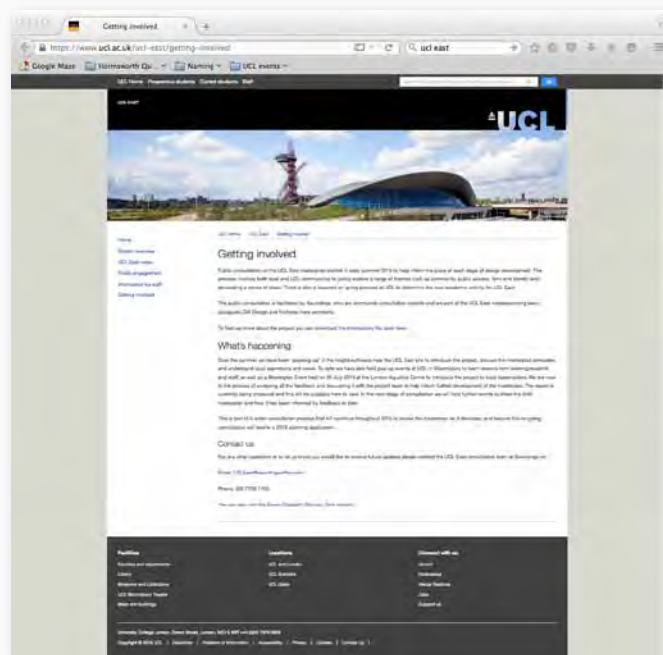
T. +44 020 7729 1705
E. UCLeast@soundingsoffice.com
UCL website: ucl.ac.uk/ucl-east
Queen Elizabeth Olympic Park website:
QueenElizabethOlympicPark.co.uk/ucl-east

UCL

SOUNDING OFFICE

Page 02/02

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

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A3. Summer pop-up event flyer

UCL EAST

AT QUEEN ELIZABETH OLYMPIC PARK

Join us over the summer to find out more about the masterplan being jointly developed by the London Legacy Development Corporation and UCL (University College London) for UCL East.

UCL East is part of the Olympicopolis project which will see a new world-class higher education and cultural district at Queen Elizabeth Olympic Park. In addition to the UCL East site, the project also includes Stratford Waterfront in front of the London Aquatics Centre, which will be home to a new campus for the University of the Arts London, along with major new spaces for the Victoria and Albert Museum and Sadler's Wells.



Aerial view of the UCL East site

UCL east site




GET INVOLVED

UCL East aims to create a model for a university campus of the future, breaking down the conventional barriers between education, research, innovation, public engagement and collaboration. The masterplan and building design for UCL East will be jointly developed by UCL and the London Legacy Development Corporation in 2015 and 2016.

The pop ups will introduce UCL East, discuss the masterplan principles and help the UCL East design team understand local aspirations – please join us, event details are below.

EVENT DETAILS

LEYTON

Saturday 15 August
11am – 3pm

At Drapers Fields
Near the High Road Leyton entrance

BOW

Friday 21 August
12pm – 4pm

By the Clock Mill
At 3 Mills Studios
Three Mill Lane
E3 3DU

HACKNEY WICK

Saturday 22 August
11am – 5pm

We'll be popping-up in and around Hackney Wick and Fish Island – please contact us for full details or visit the website (see below).

QUEEN ELIZABETH OLYMPIC PARK AT SPARK FESTIVAL

Sunday 30 August & Monday 31 August
11am – 6pm

Part of the Spark Festival on the South Park Lawn at Queen Elizabeth Olympic Park (just south of the ArcelorMittal Orbit, E20 2AD)

CONTACT US

✉ | UCLeast@soundingsoffice.com
☎ | 020 77291 705

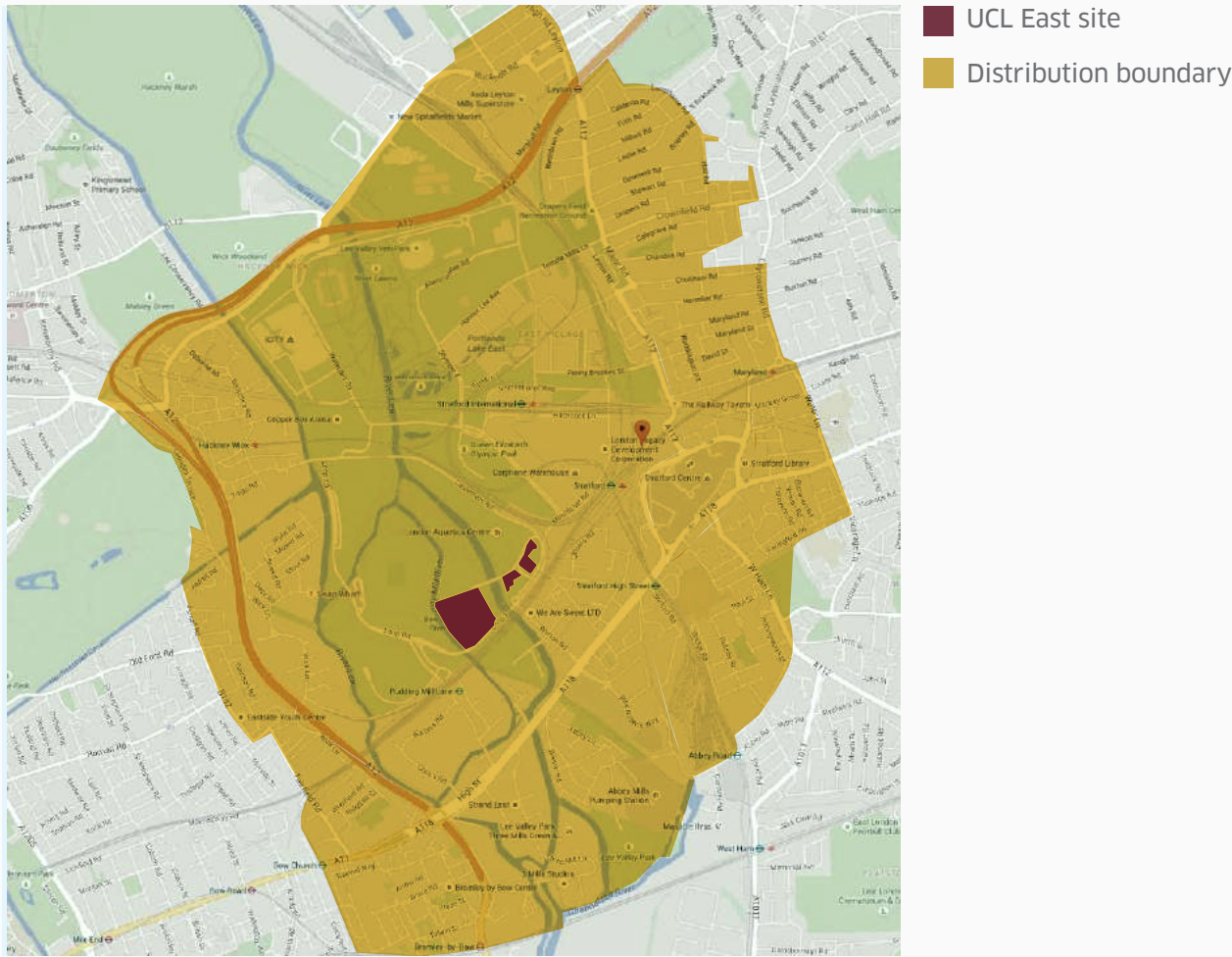
For more information on the project please visit either:

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

UCL website
ucl.ac.uk/ucl-east

We won't overload you with information, but if you would like to receive information about future events, please let us know.

A4. Summer pop-up event flyer - distribution boundary



B. Masterplan Event materials

B1. Agenda / event place mat

UCL EAST

AT QUEEN ELIZABETH OLYMPIC PARK

As part of the Olympicopolis project, UCL (University College London) is in partnership with the London Legacy Development Corporation (LLDC) to establish an innovative new university campus, UCL East, at Queen Elizabeth Olympic Park.

AGENDA

18.00 | Arrival & registration

18.30 | Welcome & introduction

- About the project - LLDC and UCL
- The masterplan, vision and principles - LDA Design

19.15 | Discussion & feedback

- Group discussions in response to the masterplan principles presented, looking at:
 - Access & community
 - Identity & form
 - Priorities & considerations

20.00 | Review & sharing views

20.15 | Thank you & close

CONTACT

For information on the project please visit either:

UCL
ucl.ac.uk/ucl-east

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


Or contact us on:

UCLEast@soundingsoffice.com
020 7729 1705

Welcome to the UCL East Masterplan Event

22 July 2015 | London Aquatics Centre

NOTES & DRAWING SPACE



As part of the Olympicopolis project, UCL (University College London) is in partnership with the London Legacy Development Corporation (LLDC) to establish an innovative new university campus, UCL East, at Queen Elizabeth Olympic Park.

AGENDA

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Key Views & Approaches
City Mill River: A New Waterside Destination

Olympic Stadium

Aquatics Centre

International Quarter South



1 | Access & Community

UCL EAST

AT QUEEN ELIZABETH OLYMPIC PARK

The masterplan principles set out an approach to access: we would like to know your thoughts on the following. Please discuss the areas of most interest to the table, and note which you are referring to in the comments column.

<p>A. Overcoming barriers to access</p> <p>How can the masterplan encourage access and ensure that the development is welcoming and attractive to the local community?</p>	<p>B. Public space</p> <p>What could the nature of public space in the university campus be like, what uses do you imagine there and how could this interface with the local community?</p>
<p>Comments</p>	

D. Urban form
What are the table's thoughts on the emerging urban form?



B5. Group feedback sheet

Table _ Priorities

UCL EAST
AT QUEEN ELIZABETH
OLYMPIC PARK

1. Access & Community

2. Identity & Form

3. Top 3 Priorities & Considerations



B5. Thank you and community pop-up events introduction board



Summer Pop-ups
UCL EAST
Planting Ideas

Thank You

Thank you for attending the UCL East Masterplan Event.

Over the summer we will be popping-up in the Queen Elizabeth Olympic Park and the surrounding neighbourhoods to introduce the project, discuss the masterplan principles and understand local aspirations.

We're giving every participant a small 'green gift' to say thank you and our contact details to keep in touch. Please feel free to take one home with you.

We hope to see you soon.

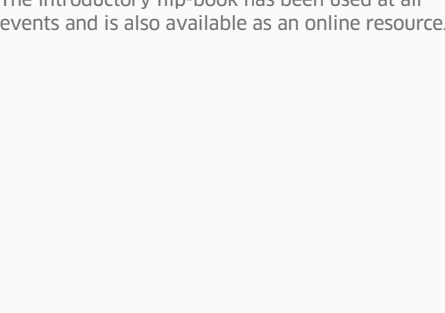
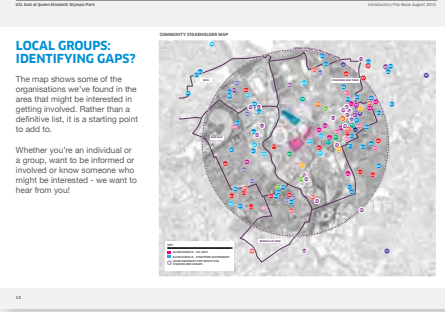
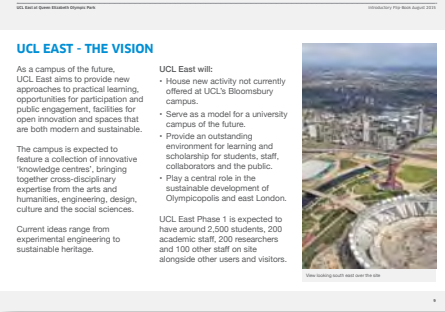
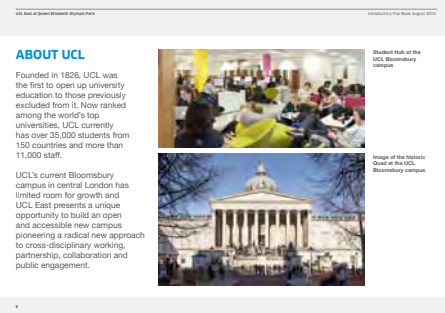
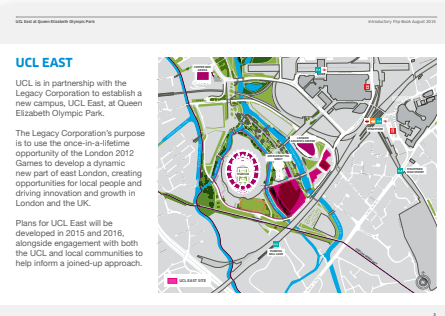
C. Pop-ups materials & flip-book

C1. Big Ideas Map



C2. Introductory flip-book





C3. UCL Canvass Card



UCL EAST

AT QUEEN ELIZABETH OLYMPIC PARK

As part of Olympicopolis, UCL (University College London) is in partnership with the London Legacy Development Corporation (LLDC) to establish an innovative new campus, UCL East, at Queen Elizabeth Olympic Park.

This public consultation process will help inform development of the masterplan over the coming months, please let us know your views. There is a separate ongoing process at UCL to determine the core academic activity that will take place at UCL East.

For more information on the project please visit either:
UCL website
ucl.ac.uk/ucl-east
Queen Elizabeth Olympic Park website
QueenElizabethOlympicPark.co.uk/ucl-east

LEARNING LESSONS

01 | What lessons could UCL East learn from the Bloomsbury campus? This could be the qualities you most value, things that could work better and/or what could be added.

01

02

03

EXPLORING IDEAS FOR UCL EAST

02 | What opportunities do you see at UCL East?

03 | What are the potential issues or challenges to consider?

YOUR PRIORITIES

04 | From your experience at the UCL Bloomsbury campus, please select up to **5 top priorities** to consider at UCL East.

- ☐ Links to business and start-up opportunities
- ☐ Access to sports facilities / open space
- ☐ Event space, places to meet and social life
- ☐ Access to local shops and services
- ☐ World class architecture / pride in appearance
- ☐ Sense of history linked to UCL
- ☐ Cutting edge technology / research / innovation
- ☐ Links and live projects with the local community
- ☐ Access to cultural facilities / activity
- ☐ Support facilities (e.g. study / meeting spaces etc)
- ☐ Security and safe routes
- ☐ Access to public transport
- ☐ Other

Please explain further on your choices (additional paper available)

ABOUT YOU

If you would like to be kept up to date with the latest news, information, events and activities about the development of UCL East at Queen Elizabeth Olympic Park as part of Olympicopolis then please provide us with your contact details. Please tick here if you do not want to be contacted about this project in future. ☐

Name Organisation

Telephone Email

Address

Postcode

By providing your details you will be consenting to your personal data being processed by the London Legacy Development Corporation and its consultants involved in Olympicopolis development and UCL.

THREE WORDS THAT DESCRIBE YOU...

ARE YOU A ...

☐ Undergraduate student ☐ Postgraduate student

☐ Academic staff ☐ Professional Services staff

☐ Visitor ☐ Other | Please state

In addition, if you are happy to receive information relating to a wider range of UCL public events and opportunities please tick this box. ☐



C4. Community Canvass Card


UCL EAST

AT QUEEN ELIZABETH OLYMPIC PARK

As part of the Olympicopolis project, UCL (University College London) is in partnership with the London Legacy Development Corporation (LLDC) to establish an innovative new university campus, UCL East, at Queen Elizabeth Olympic Park.

Public consultation will help inform development of the masterplan in 2015, please let us know your views. There is a separate ongoing process at UCL to determine the main academic activity that will happen at UCL East.

For more information on the project please visit either:
[Queen Elizabeth Olympic Park website](#)
[QueenElizabethOlympicPark.co.uk/ucl-east](#)
[UCL website](#)
[ucl.ac.uk/ucl-east](#)



THE AREA

01 | What qualities do you most value locally?

In Queen Elizabeth Olympic Park?

In the area where you spend most time?
Please say where or give the postcode _____

EXPLORING IDEAS FOR UCL EAST

02 | What would you like to see at UCL East?

For you?

For the local area?

03 | What are the potential challenges to consider, linked to UCL East?

YOUR PRIORITIES

04 | Please select up to a maximum of 5 top priorities that you think the UCL East masterplan should consider.

- ☐ Encouraging access to education
- ☐ Involvement in the community - links and projects
- ☐ Public open space for all
- ☐ World class architecture (iconic identity)
- ☐ Opportunities for start ups and business
- ☐ Opportunities for employment and training
- ☐ New shops and facilities - e.g. bookshops, cafes
- ☐ Local services and suppliers used by the University
- ☐ Local access to university spaces, activities and events
- ☐ Security and safe routes
- ☐ Temporary uses during construction (e.g., pop-up activities / art etc)
- ☐ Environmental sustainability
- ☐ Other (please state)

Tell us more about your top 3 choices (additional paper available)

1. _____

2. _____

3. _____

ABOUT YOU

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THREE WORDS THAT DESCRIBE YOU...

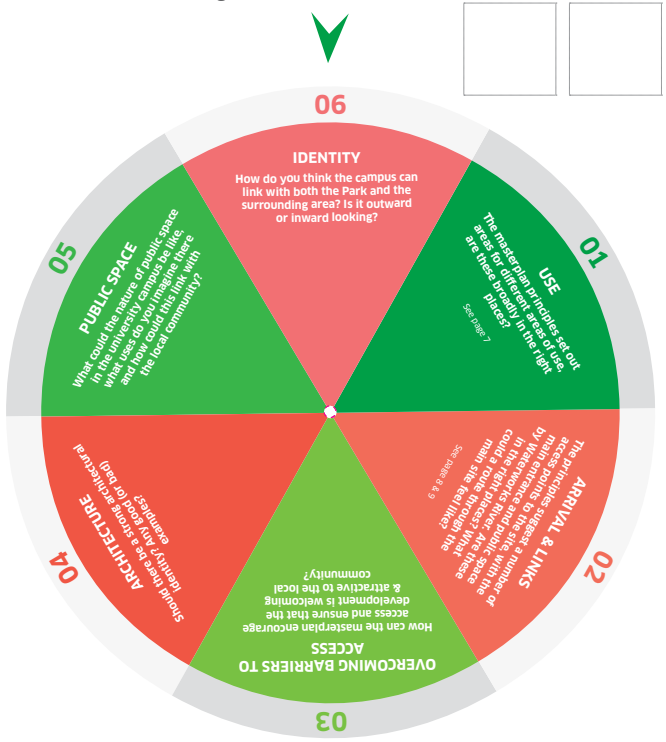
ARE YOU A ...	DO YOU LIVE IN...	In addition, if you are happy to receive information relating to a wider range of UCL public events and opportunities please tick this box: <input type="checkbox"/>
<input type="checkbox"/> Local resident	<input type="checkbox"/> LB Newham	
<input type="checkbox"/> Local employee	<input type="checkbox"/> LB Tower Hamlets	
<input type="checkbox"/> Local business	<input type="checkbox"/> LB Hackney	
<input type="checkbox"/> Visitor	<input type="checkbox"/> LB Waltham Forest	
<input type="checkbox"/> Other Please state	<input type="checkbox"/> Other Please state	



C5. Wheel of Fortune

UCL EAST
AT QUEEN ELIZABETH
OLYMPIC PARK

Spin the wheel...
Take a look at the masterplan principles booklet and answer the question you spin to. Please use a post-it note to put your answer in the same numbered box to the right.



01 | USE

02 | ARRIVAL & LINKS

03 | OVERCOMING BARRIERS TO ACCESS

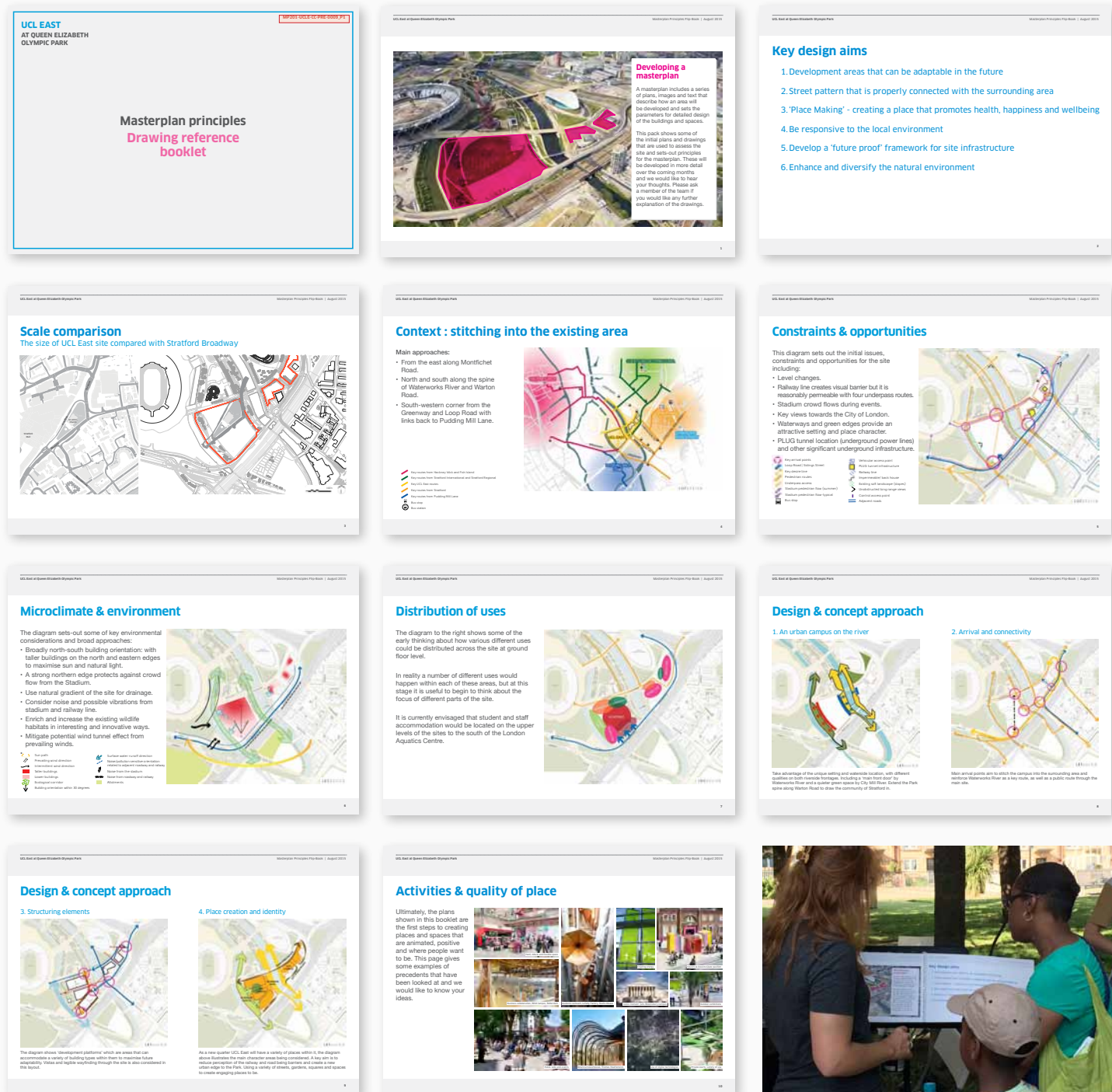
04 | ARCHITECTURE

05 | PUBLIC SPACE

06 | IDENTITY



C6. Masterplan principles - drawing reference booklet



C7. Culinary plant thankyou gifts, with project contact cards



C8. Cargo-bike mobile event set-up



This consultation report has been produced by:

Soundings

148 Curtain Road
London
EC2A 3AT

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

 020 7729 1705

 UCLEast@soundingsoffice.com

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Queen Elizabeth Olympic Park website
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