

**UCL EAST**

**AT QUEEN ELIZABETH  
OLYMPIC PARK**

## **Stage 2**

### **Consultation report**

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Soundings

July 2016



# UCL EAST

## AT QUEEN ELIZABETH OLYMPIC PARK

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# UCL EAST

## AT QUEEN ELIZABETH OLYMPIC PARK

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## CHAPTER 1 SUMMARY

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### 1.1 Introduction

#### Cultural and Education District

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

Together with Stratford Waterfront, UCL East is part of the Cultural and Education District (formerly known as Olympicopolis) project. This will see a world class education and cultural district clustered around the Stadium, ArcelorMittal Orbit and the London Aquatics Centre (see page 19 for more details).

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

The development of masterplans for both sites commenced in 2015. This will be followed by more detailed design into 2016 and 2017. Planning applications for the Cultural and Education District are anticipated for late 2016.

#### Community consultation

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

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

This report documents the activities, findings and outcomes from the second stage of the consultation process and will inform the Statement of Community Involvement to be submitted as part of the future Cultural and Education District planning applications.

## 1.2 Summary of events & involvement

The second round of public consultation activities took place between November 2015 and February 2016. The first stage of consultation in summer 2015 sought to raise awareness of the project as well as gain an understanding of both UCL and local community issues and aspirations. The second round of events has aimed to provide further background, feedback on the findings from Stage 1, explain current thinking and gather feedback on the emerging proposals.

Findings from this stage of engagement have been used to inform the next stage of masterplan development and the preparation of a draft masterplan in April 2016.

Thirteen different events took place in February 2016; in total over 600 people were informed and involved in these events, 103 individual feedback forms and 156 quick comments and suggestions were received and four group workshop sheets were recorded.

Event information was circulated to over 21,000 local residents, businesses and contacts from Stage 1 events, alongside information available on the project web pages.

In November 2015, four local primary and secondary schools attended workshops including site visits and collage-making, to explore ideas for the new UCL East campus.

### 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

#### ASPIRATIONS & MASTERPLAN PRINCIPLES

**JUNE - AUGUST 2015**

Raising awareness about the project. Understanding key issues & opportunities and discussing masterplan principles to inform the masterplan development.

#### EMERGING MASTERPLAN

**FEBRUARY 2016**

Presenting the masterplan and how this has responded to consultation.  
Setting out next steps.

#### MASTERPLAN

**SUMMER 2016**

Responding to the previous consultation and presenting updates to the masterplan.  
Continuing to discuss ongoing opportunities.

#### PRE-SUBMISSION CONSULTATION

**AUTUMN 2016**

Information sharing session to present the final masterplan.

#### OUTLINE PLANNING APPLICATION & STATUTORY CONSULTATION

**WINTER 2016**

Combined Cultural and Education District Outline Planning Application(s) submitted to the Local Planning Authority.

### Feeding into the masterplan

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

- Members of the project team attended all consultation events to discuss the project and hear feedback first-hand.
- Initial findings from events are also fed-back to the wider team shortly after.
- Dedicated sessions with the project team to present and discuss consultation findings.
- To inform the next stage of consultation, the project team will respond directly to the key issues raised in Stage 2.
- This report is a record of the process which, along with the Stage 1 Consultation Report, 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.





Fish Island Road Show, 20/02/2016



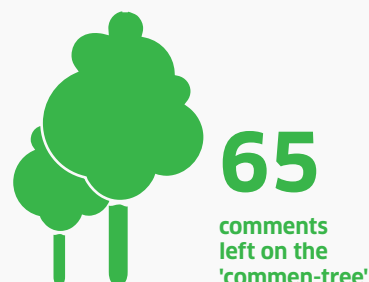
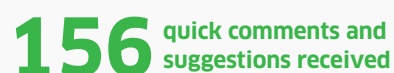
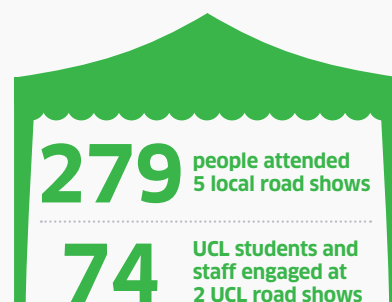
Main Exhibition, 27/02/2016



Schools Feedback Session, 25/02/2016



UCL Bloomsbury Road Show, 22/02/2016



## 1.3 Masterplan themes

The masterplan has been presented under three key themes that relate to the planning process and the strategic objectives of LLDC and UCL. They also reflect the issues raised by the community in the Stage 1 Consultation.



### **Access & inclusion:** movement & connectivity

Considers connections to, from and within the site, pedestrian movement patterns and arrival points and gateways. Also considers disabled access, wayfinding and servicing.



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

Looks at what goes where and how to arrange the site so that it is inviting and intuitive. Covers building heights, the general shape and size of buildings and density. Considers views and 'human scale' design.



### **Sustainability:** environment & ecology

How the site relates to the surrounding natural environment, what efforts will be made to reduce the carbon footprint and how the design of the campus supports healthy lifestyles. Promotes long-lasting and adaptable spaces.



### **Access & inclusion:** public space & activities

Relates to how public space—both inside and outside—and a diverse programme of events and activities can make the campus open and inclusive. Interlinked with the other themes on delivering successful public spaces.



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

What sense of place the campus has. Not only related to the physical treatment of public spaces and façades but also how the use of the site can contribute to a distinctive identity.



### **Sustainability:** social & economic

Explores the impact of the development for local communities and economies. Looks at how the campus will contribute to social equity and promote community involvement.



Masterplan in section, February 2016





Emerging masterplan at ground floor level, February 2016



## 1.4 Synopsis of responses

The response to the emerging masterplan has been very positive with high levels of support across all aspects. The approach to openness and accessibility—both physical and social—received the greatest level of feedback. People would like more information and reassurance on how some of the aspirations will be delivered—most notably connecting to the wider area, activities and local involvement and approach to sustainability.

### Types of feedback

All comments have been considered, each categorised into the themes:

- Access & Inclusion
- Form & Identity
- Environment & Sustainability

These themes were informed by the masterplan priorities and the feedback from Stage 1 consultation events.

During this stage of consultation we collected 324 comments from feedback forms, quick comment forms, a large-scale masterplan, an interactive 'commen-tree', interactives on the exhibition boards and emails. We have also received in-depth feedback through workshop roundtable discussions and their corresponding tablesheets.

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

To the right is a high-level summary of the key messages and issues that have come from the second stage of consultation.

Opposite is a summary of the tickbox feedback received from the feedback forms. Overleaf is a more in-depth synopsis of all the feedback received.

## SUMMARY RESPONSES

**Movement & connectivity:** Although out of the masterplan boundary, a major concern for many people is the ease, wayfinding, quality of design and safety of the routes to the campus from all directions, including Bloomsbury, and through various modes of travel—walking, cycling and public transport. This reflects the fact that the site is not on any natural movement routes or part of a typical urban structure of streets and blocks.

**Movement & connectivity:** A flexible environment that can accommodate matchdays is important; consider closing some points, using alternative routes and avoid landscaping that restricts pedestrian flow. If managed well there's also commercial potential linked to increased footfall.

**Public space & activities:** There is a lot of excitement about the open and accessible public spaces—both outdoor and indoor—that will flow through the campus. There were many ideas about how to make this approach really work for local people by providing free events and wifi and actively seeking involvement through schools and other organisations.

**Public space & activities:** Coordinate a Park-wide and Cultural and Education District strategy for spaces, activities and programming within the public realm so that the UCL East offer can complement Park uses and future planned space.

**Layout, scale & form:** The proposed height, scale and massing was generally well received and felt to fit with the local context. Some were concerned that the building heights felt 'reserved'; others suggested that the proposed heights might compete with 'landmarks' in the Park.

**Character, look & feel:** The principles of complementing the surrounding identity were supported but more information is needed on the architectural identity. A sympathetic and contextual approach is favoured rather than an 'overbearing' architectural statement.

**Character, look & feel:** Many agree that the identity of the campus will be established through UCL's values and excellence in learning and through the approach to openness and the way it relates to its surroundings and edges. There is a desire to see a softer expression and form in response to this. More detail is needed.

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

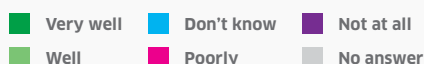
**Social & economic sustainability:** Set-out programmes linked to the local skills gap. Reflect ages and cultural diversity of the local area. Ensure local jobs. Provide free and affordable spaces and events. Continue outreach with local residents and businesses and make sure that the campus always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

## Summary of responses

The main method of gathering feedback was through a pre-printed or online feedback form that asked people questions on themes relating to the masterplan. 103 forms were returned.

The diagrams below show the quantitative responses to the feedback form questions.

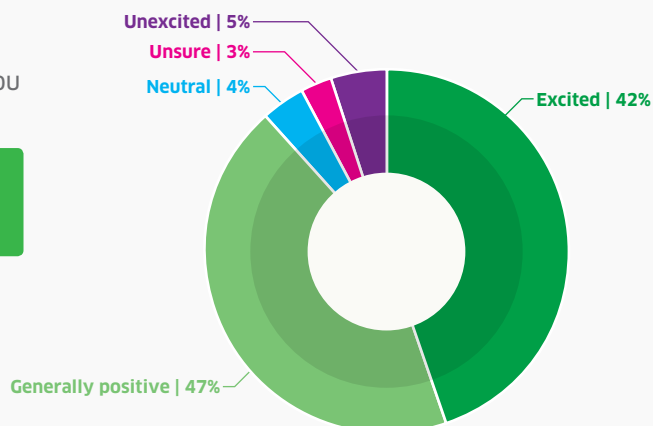
### KEY - Q2 TO Q5



### 1. Overall impression

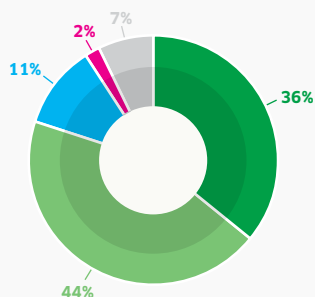
What is your overall impression of the plans you have seen?

89% of people were excited and positive about the plans.



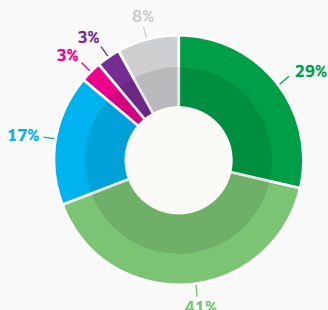
### 2. Your priorities

How well are your expectations met by the approach described?



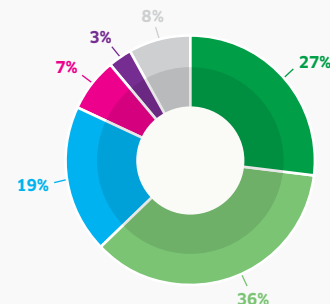
### 3a. An open & accessible campus

How well do you think the masterplan will deliver these aspirations?



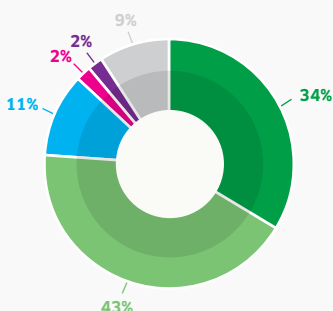
### 3b. An open & accessible campus

How well do you think the emerging masterplan will connect to the surroundings?



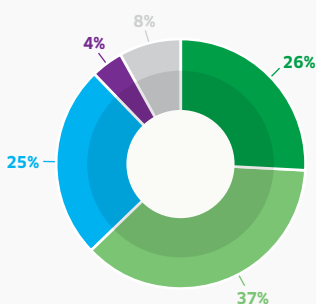
### 4. A strong identity

How well do you think the emerging masterplan could deliver a place that fits its surroundings but also creates a distinctive and memorable place?



### 5. Environment, sustainability & ecology

How well do you think the emerging masterplan supports and enhances local natural assets, ecology and biodiversity?



Feedback form – see Appendix F



## Synopsis of findings

The summaries to the right give an overview of all the feedback received in Stage 2 and are categorised according to the masterplan themes.

The following feedback has been collected from:

- Feedback forms (including an online version)
- Quick comments forms
- Large-scale Masterplan
- 'Commen-tree' interactive
- Interactives on the boards
- Workshop tablesheets

To better understand what the summaries may be referring to, please see the full set of Exhibition Boards in Appendix D, on page 80.

For analysis by activity or event please see pages 44-59 in Chapter 4.



### ACCESS & INCLUSION: MOVEMENT & CONNECTIVITY

#### To, from and through the campus

- The pedestrian environment and pedestrian access to and from the site needs to be improved, especially via the Carpenters Estate, Stratford Broadway and local tube and rail stations.
- There are natural pedestrian "desire lines" through site PDZ 1.2c and PDZ 2 that should be incorporated into the masterplan as formal routes.
- Provide more detailed 3D renders and plans to show what new connections will look like from a pedestrian perspective.
- Provide a cycling route through the Greenway with 24 hour access and lighting.
- Could the waterways and Greenway be used as an access-point for the site?
- Disabled access to, from and within the site is necessary, especially considering the Park's history as host of the Paralympics.

#### Relationship with UCL Bloomsbury

- UCL students and staff had concerns over travel to and from Bloomsbury and indicated a need for good public transport and cycling infrastructure that would make travel easier, safer and quicker.

#### Wayfinding

- Have clear wayfinding from key access routes and strong gateways to mark entrances into the campus.

#### Management and servicing

- Further consider servicing and visitor management—especially crowd management on matchdays and potential scheduling conflicts with student move-in days and events on campus.
- In order to support pedestrian flow on matchdays, consider closing some points, using alternative routes and avoid landscaping that restricts pedestrian movement.

#### Lighting

- Use lighting to enhance accessibility within the campus and on routes to and from the site.



## ACCESS & INCLUSION: PUBLIC SPACE & ACTIVITIES

### Connecting with the local community

- Have outdoor classrooms and opportunities for local schools to get involved with UCL East—break down barriers by making the campus feel part of everyday life and actively invite the community in.

### Public spaces & activities

- Have a wide and inclusive range of activities, events, services and outreach to attract the public and connect to the local community.
- The accessible and open qualities of the masterplan are widely supported and must be upheld when the project is made a reality.
- How will the new public spaces add to—and not compete with—what is already provided in the Park and the future Stratford Waterfront? Or is the aim of the campus to be self-contained?
- How will outdoor public spaces be well used considering wind and rain? Important not to forget about providing inviting indoor areas that have capacity to handle lots of people when the weather is bad as well as sheltered outside areas.

- The campus could feel more contemplative and give a physical dimension to curiosity and learning.
- Need for a balance between active / noisy spaces and quiet / restful spaces.
- Look to examples like Queen Mary University for open events, Royal Festival Hall and Granary Square for family-friendliness and the Tate Modern for its soft landscaping along the Thames.

### Retail offer

- What will the retail offer be? There should be public uses in the residential buildings on sites PDZ 1.2b and 1.2c to prevent them from feeling inward-looking.
- There should be affordable cafes and indoor places to provide food and drink—something that is currently overlooked at UCL Bloomsbury.
- Provide 24 hour local shops and amenities for when Westfield is closed.

### Academics

- What academic departments will be in UCL East? Will they be split across both campuses?

- UCL students and staff felt that more focus should be placed on providing academic study and learning space.

### Park facilities

- Will there be public and UCL student and staff access to the Park's sports facilities, such as the Stadium's running track on non-matchdays?

### Safety & security

- How can the site feel less isolated and more safe at night? How can the plan address balancing openness and accessibility with safety?
- Private student and staff areas will need to be clearly differentiated from publicly accessible areas.





### FORM & IDENTITY: LAYOUT, SCALE & FORM

#### Scale

- Massing and heights are generally accepted yet there are contrasting opinions—some felt the heights looked ‘reserved’ while others thought they would compete with the surrounding Park and built environment.
- Don’t lose focus of the ‘human scale’, especially at the ground level of the buildings.
- Provide a scale model and more detail so that it is easier to understand the proposed heights and how they compare to their surroundings.

#### Layout

- The character of the site can vary according to the aspect—blending of the edges is crucial, especially on the north-facing edge of the site.
- Car and cycle parking needs to be addressed in the plan.



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

#### Identity & place

- The university’s public-facing range of activities and events and shared spaces for teaching and learning can help define the identity of UCL East.
- The identity needs to be welcoming whilst still feel like a university. There is a delicate balance between identity and access.

#### Architecture & identity

- There is general support of the design and belief that UCL East will fit in with the local environment, but more detail is needed.
- How will the design stand out amidst the existing built environment? The designs need to be innovative to fit the spirit of the iconic buildings surrounding the site; another view was that the buildings shouldn’t be overbearing but instead blend in with the rest of the Park.
- The landscape is as important as the architecture—the campus should merge with the rest of the Park and its natural expression. Sunset and sunrise opportunities are integral.
- Use the heritage of the area to shape the architecture and identity of the site.



## SUSTAINABILITY: ENVIRONMENT & ECOLOGY

### Environmental sustainability

- Connect UCL East's academic programme and activities to the local environment. Use innovation developed by the university to mitigate environmental impacts.
- How will the development connect to the waterways?
- Learn from the success and failures within the Park and understand local conditions. Avoid the creation of wind tunnels.
- There was some concern that the scheme takes over green open space or doesn't provide enough open outdoor space.
- Provide roof gardens and encourage beehives and biodiversity.
- More information is needed on UCL East's sustainability strategy; a comprehensive approach to sustainable transport, internal servicing, waste management and healthy classrooms is needed.
- While appreciating the aspiration to maximise natural ventilation, young people noted the importance of creating comfortable learning environments.
- Make stairs visible and the primary method of vertical movement instead of lifts.

### Impact of nearby infrastructure

- How will noise constraints from the Stadium and nearby rail infrastructure impact study and residential space?



## SUSTAINABILITY: SOCIAL & ECONOMIC

### Local economy

- General support that UCL East will be good for the local economy and provide jobs in the area.
- Encourage users of the campus to support local independent businesses.

### Social sustainability

- Need to consider social sustainability and affordability for the campus to be truly accessible.
- Set-out programmes that are linked to local skills and service gaps.
- Promote strong connections with local residents and businesses
- Use UCL East as an opportunity to connect "new" Stratford to "old" Stratford.

## 1.5 Masterplan responses

Throughout both the first and second 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.

### Final masterplan: next step recommendations

The summary responses on page 10 (and in more detail on pages 11 - 15) provide an overview of comments and ideas for development of the masterplan. Below are a 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 matchdays, 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 local outreach efforts throughout the planning process and after. The campus must remain open and accessible when the masterplan becomes a reality.
- Ensure that both local and UCL communities are aware of the consultation programme. Make sure the events are well advertised.
- Working with schools, young people and local businesses is a key local priority—during both the masterplanning process and after. This is a long term strategy for UCL East.
- Have more representatives of local resident associations and community groups, as well as UCL representatives at consultation events like public workshops going forward.
- Provide more detailed drawings and renders that clearly show what proposed views and architectural design will look like. Include a 3D model in future consultation events.
- Publish clear time-frames of the development stages.
- Make it easier to access the exhibition material and comment forms online.

#### B. Soundings recommendations

The following recommendations are made by Soundings after carrying out the second 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.
- Where possible ensure a co-ordinated communication and consultation across all the Cultural and Education District sites.
- Ensure that the voice of disability groups continues to be heard.



Birds-eye view looking west over the UCL East site









# UCL EAST

## AT QUEEN ELIZABETH OLYMPIC PARK

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## CHAPTER 2

### BACKGROUND

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#### 2.1 Cultural & Education District

##### A new vibrant education and cultural district

In 2013 the Mayor unveiled his vision for 'Cultural and Education District' (formerly known as 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 Cultural and Education District project will be split across two sites: UCL East, a new university campus for UCL to the south of the ArcelorMittal Orbit, and Stratford Waterfront, close to the London

Aquatics Centre, which will be home to UAL (University of the Arts London)'s London College of Fashion, as well as Sadler's Wells and the Victoria and Albert Museum. Discussions are ongoing with the Smithsonian Institution regarding having a presence.

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

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



Aerial view of UCL East site and Stratford Waterfront

## 2.2 About UCL East

A new UCL campus on Queen Elizabeth Olympic Park will be the largest single expansion of UCL since its foundation in 1826. The first phase is expected to have 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.

UCL East is being designed to encourage curiosity, learning and scholarship for all users including students, staff, collaborators and the wider public. It will seek to break down traditional barriers to inspire the free exchange of knowledge and ideas, in the spirit of the UCL 2034 Vision.

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

UCL East will:

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

“

UCL East will be an outstanding and dynamic environment for learning, breaking down the conventional barriers between research, education, innovation, public engagement and collaboration.

”

—Professor Michael Arthur,  
UCL President and Provost



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



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



Bartlett Summer Show Family Day, 2015

## 2.3 Who is involved



UCL Bloomsbury campus

### University College London (UCL)

#### **Role: Long leaseholder, developer and future occupier**

UCL was founded in 1826. The first English university established after Oxford and Cambridge, UCL was the first to open up university education to those previously excluded from it, and the first to provide systematic teaching of law, architecture and medicine. As London's Global University, UCL is among the world's top universities, as reflected by performance in a range of international rankings and tables. UCL currently has over 35,000 students from 150 countries and over 11,000 staff.

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

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



Queen Elizabeth Olympic Park

### London Legacy Development Corporation (LLDC)

#### **Role: Landowner and developer**

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

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

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



Millbay, Plymouth

### LDA Design

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

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

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

Soundings has been appointed to facilitate the community consultation process.

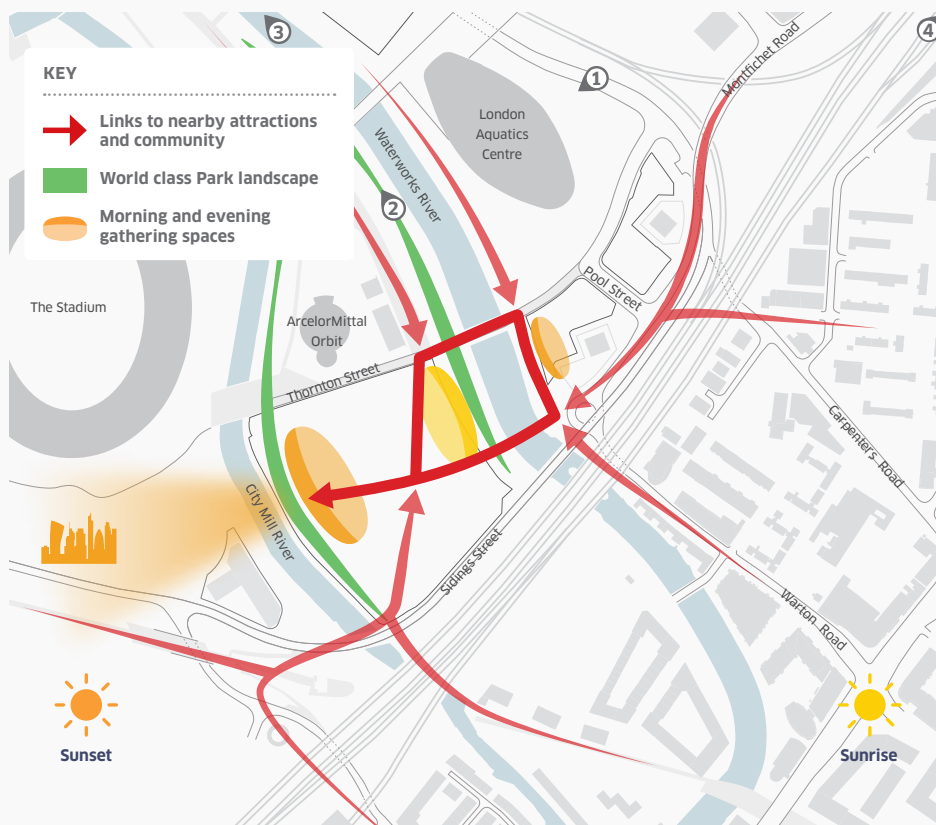


## 2.4 About the site: opportunities & constraints

The setting of UCL East provides incredible opportunities to make the most out of the site's unique geographic features and strategic location. Still, there are constraints within the site that limit possibilities. Key considerations that work in favour of UCL East are highlighted below; factors that are limiting are outlined on the next page.

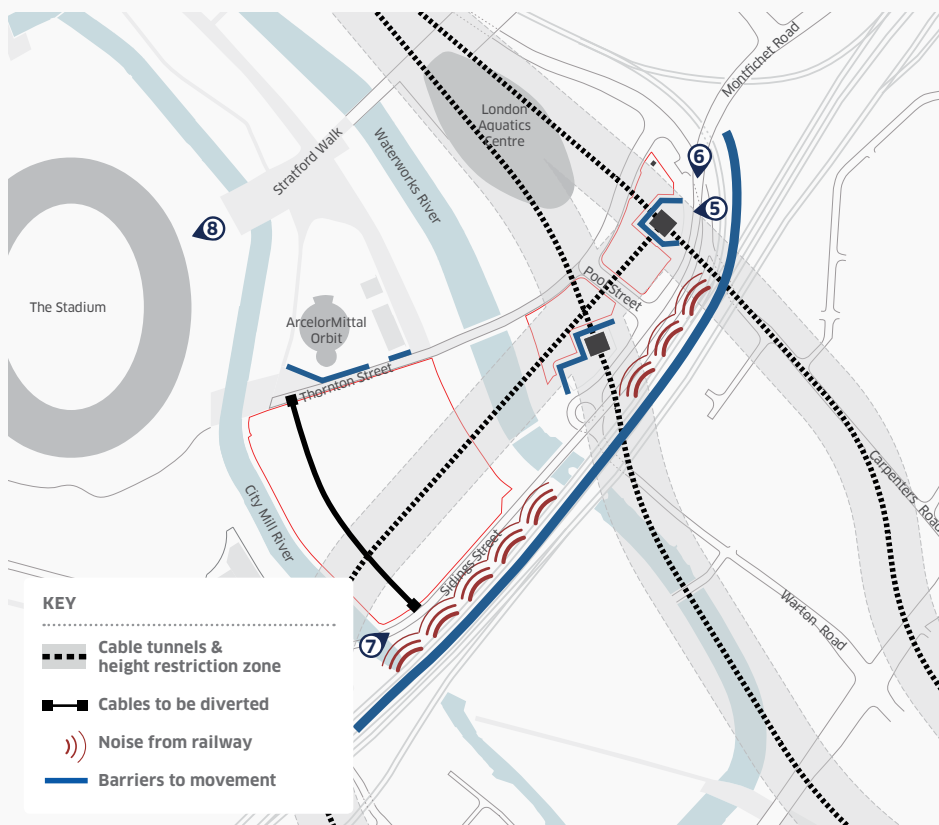
### Opportunities

- Proximity to transport connections and nearby city centres
- Setting of the Park and neighbouring amenities and attractions
- Waterways and Greenway as linkages and as destinations for leisure
- Views of the City and sunrise / sunset opportunities



## Constraints

- Roads, railways and maintenance structures limit land use and obstruct movement and access
- Underground cable tunnels restrict building heights
- Noise from the railway lines
- Noise and crowds from the Stadium during matchdays and events







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## CHAPTER 3

# CONSULTATION PROCESS

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### 3.1 Overview

Consultation on the UCL East masterplan is a three-stage process, involving stakeholders and the community at each key stage of design development. Below is a broad overview of the aims of each stage. The following pages detail the Stage 2 activities that have taken place.

#### Stage 1 | Issues, opportunities & masterplan principles

- The first stage aimed 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 was 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 tested the early masterplan concepts and helped inform development of the emerging masterplan.

#### Stage 2 | Emerging Masterplan

- Stage 2 has continued to raise project awareness, with pop up road show exhibitions in various locations across five neighbourhoods (Stratford, Bow, Leyton, Fish Island and Hackney Wick) and at UCL Bloomsbury. The aim has been to inform and involve a representative cross section of the local community and future users of the site.
- Consultation on the emerging masterplan has enabled 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 was 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 Cultural and Education District planning applications.

3.2 Consultation diary

What has happened so far

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

Alongside the below timeline existing LLDC panels have also been kept up to date including the Park Panel and the Legacy Youth Voice. Further details on event outreach can be found on page 30.

JUNE – AUGUST  
Stage 1 Events



- 6 local pop ups
- 2 UCL Bloomsbury pop ups
- Masterplan Event: workshop
- Masterplan Event: site walkabout
- Legacy Youth Voice workshop
- Youth Board focus session
- Spark Festival
- Teachers' forum
- UCL Sabbatical Officers meeting
- UCL Sabbatical Officers walkabout
- UCL Academic Challenge Panel Sub-Group sessions

23 NOVEMBER  
School 21  
Activity Session



25 year three students  
4 group collages  
25 exploration sheets

23 NOVEMBER  
Carpenters  
Primary School  
Activity Session



30 year five students  
4 group collages  
30 exploration sheets

25 NOVEMBER  
Leaways School  
Activity Session



5 year 10 & 11 students  
1 group collage  
5 exploration sheets

25 NOVEMBER  
Heathcote School  
Activity Session



25 year nine students  
3 group collages  
25 exploration sheets

27 JANUARY  
Door-to-door  
flyer distribution



21,000 flyers  
80+ bundles  
plus emails

9 FEBRUARY  
Update to UCL and  
Queen Elizabeth  
Olympic Park UCL  
East webpages



1,282 unique views  
from 17 Feb to 5 Mar



11,790 unique views  
from 1 Feb to 18 April

YOUTH

COMMUNICATION

2015

2016

NOVEMBER

JANUARY

FEBRUARY

15 FEBRUARY

Legacy Youth  
Voice Workshop



10 attendees  
2 table worksheets  
2 feedback forms

17 FEBRUARY

Bow  
Road Show



60 attendees  
9 feedback forms  
7 quick comments

18 FEBRUARY

Leyton  
Road Show



14 attendees  
8 feedback forms

19 FEBRUARY

Stratford  
Road Show



129 attendees  
24 feedback forms  
33 quick comments

20 FEBRUARY

Fish Island  
Road Show



72 attendees  
8 feedback forms  
1 quick comment

20 FEBRUARY








Hackney Wick  
Road Show



4 attendees  
3 feedback forms

YOUTH

COMMUNITY

<div><div>22-25 FEBRUARY*</div><div>UCL Bloomsbury Road Show</div><div></div><div>74 attendees 10 feedback forms 2 quick comments</div><div>*Number of attendees were recorded at staffed events on the 22<sup>nd</sup> and 25<sup>th</sup> only.</div></div> <div><div>23 FEBRUARY</div><div>UCL Bartlett School of Architecture Road Show</div><div></div><div>4 attendees 2 feedback forms 2 quick comments</div></div>		<div><div>24 FEBRUARY</div><div>Public Workshop in The Podium, QEOP</div><div></div><div>13 attendees 2 table worksheets</div></div> <div><div>25 FEBRUARY</div><div>Schools Feedback Session at the Main Exhibition</div><div></div><div>30 year five students from Carpenters Primary School</div></div>		<div><div>25 FEBRUARY</div><div>Main Exhibition in the London Aquatics Centre</div><div></div><div>37 attendees 2 feedback forms 3 quick comments</div></div> <div><div>27 FEBRUARY</div><div>Main exhibition in the London Aquatics Centre</div><div></div><div>219 attendees 26 feedback forms 28 quick comments</div></div> <div><div>27 FEBRUARY</div><div>Public Workshop in The Podium, QEOP</div><div></div><div>7 attendees 2 table worksheets</div></div>
UCL		COMMUNITY		





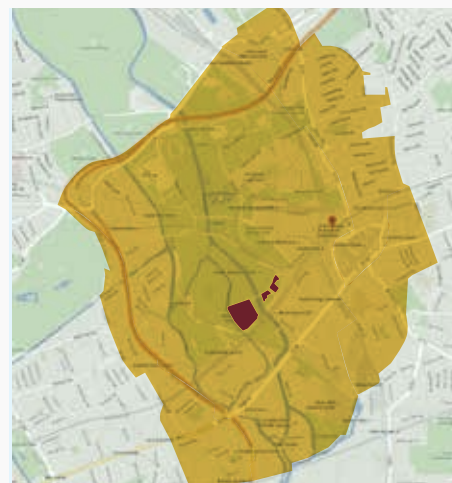
## 3.3 Communication & promotion



UCL website



Queen Elizabeth Olympic Park website



Event flyer distribution area

## Keeping in touch

### Websites

Since last summer, the project websites have been 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](http://ucl.ac.uk/ucl-east)

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

### Meetings

LLDC have been attending the local meetings informing the following established local groups about the project and the flyer was distributed to the networks:

- Hackney Wick and Fish Island Cultural Interest Group (12th February)
- Park Panel (11th January)

## Letters, emails & flyers

Between late January and early February 2016 approximately 21,000 event flyers detailing a series of Masterplan events were delivered to households and businesses surrounding the site. Alongside over 80 'bundles' to local centres. In addition approximately 300 people who have been identified local groups and stakeholders including people who attended Stage 1 events in summer 2015 were emailed or posted a copy of a flyer between January and February.

Details of the consultation events were also included in the Park News newsletter, distributed the week of 8th February to 18,000 households and businesses around the Park.

UCL has also used their regular e-newsletters and articles, in addition to their Facebook and Twitter feeds to raise awareness of the project and how to get involved.



Stage 2 Event flyer



## 3.4 Activities & events



Legacy Youth Voice workshop



Presentation by LDA at the public workshop



Public workshop round table group discussion

### Workshops

Workshops were held in February with the Legacy Youth Voice group and the public.

These provided an opportunity for a more in-depth conversation covering all the key areas for the emerging masterplan to gather feedback and input from local young people, stakeholders, UCL staff / academic / researchers and the general public.

Table worksheet

### Legacy Youth Voice\* workshop

Continued from the first stage of youth engagement in summer 2015, the masterplanning team went back to present the emerging masterplan and tested the table worksheets activity before the public workshops.

10 members were involved and we received 2 group table sheets and 2 individual feedback forms.

At the end of the session, two members were specially recruited to help facilitate Stage 2 consultation events outlined in this report.

\* 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.

#### Event details

1: Monday 15 February 2016, 6-8pm at LLDC's marketing suite.

### Public workshops

The first public workshop opened with an exhibition preview to give attendees an opportunity to see the exhibition boards.

The two workshops were chaired by Soundings and the project background was introduced by LLDC and UCL. LDA presented the emerging masterplan based on the overarching themes; Access & Inclusion, Form & Identity and Sustainability & Ecology. A round table discussion followed based on these themes and each spokesperson from the table gave an overview of the discussions.

Overall, 20 people attended the workshops and four sets of group worksheets were completed.

#### Event details

1: Wednesday 24 February 2016, 7-9pm (6-7pm exhibition preview), in The Podium at Queen Elizabeth Olympic Park.

2: Saturday 27 February 2016, 12-2pm, in The Podium at Queen Elizabeth Olympic Park.



Site walkabout & survey



Round up session



Schools feedback session

## Schools engagement

The schools involvement sessions were informed by the Teachers' Forum in July 2015. These sessions were aimed to generate interest and involvement in the Masterplan development in an engaging way for local primary and secondary schools.

The sessions aimed to build enthusiasm and help the school children imagine the future development, as well as build an understanding of creating a sense of place.

LLDC produced a short film of the sessions which was shown at the main exhibition alongside the collage work done in November 2015 by the pupils which they were invited back to see.

## Primary & Secondary Schools activity

The session started with an introduction to a masterplan and discussion about what a university is. Both primary and secondary school sessions were the same format and content, working on a role-playing scenario and illustrating the character's day at UCL East. Activities included:

**Site walkabout & survey:** Working in small groups, each group was given an exploration sheet with a plan of the site and four tasks to carry out 'site investigations' to measure the site, record key views through polaroid cameras, map out sunlight movement and record landscape qualities.

**Collage sheet & character cards:** Having visited the site, the school pupils built a collage of inspirations and design ideas for their own university campus masterplan. They also selected a character to tell a story of 'A day in the life of UCL East'.

**Round up session:** Each group presented back their stories.

## Event details

Monday 23 November 2015,  
at The Welcome Zone of the  
London Aquatics Centre

9.15am-12pm: School 21  
12.30-3.15pm: Carpenters Primary School

Wednesday 25 November 2015,  
at The Welcome Zone of the  
London Aquatics Centre

9.15am-12pm: Leaways School  
12.30-3.15pm: Heathcote School

## Schools feedback session

The pupils from Carpenters Primary School visited the main exhibition, before opening it to the public. They were shown around the exhibition by the masterplanning team and participated in the interactive element of the feedback.

## Event details

Thursday 25 February 2016, 12-1pm,  
at The Welcome Zone of the  
London Aquatics Centre





Collage-making session



Site walkabout & survey



Site walkabout & survey



Site walkabout & survey



Collage work on display at the exhibition



Schools visit to the exhibition



Local Road Show, Bow (Tesco)



Local Road Show, Fish Island (Stour Space)



UCL Road Show, Bartlett (North Cloisters)

## Road Shows

In advance of the main exhibition, road shows were held during February at both the UCL Bloomsbury / Bartlett campus and in the neighbourhoods surrounding the site. These aimed to continue to raise awareness and understand a cross-section of local views on UCL East. These events took the form of a mobile exhibition, presenting the masterplan concept boards and the remaining boards in booklet form as a reference.

### Local Road Shows

Overall, 279 people were engaged and 52 individual feedback forms were collected.

The local road shows were held in five locations.

#### Event details

- 1: Wednesday 17 February 2016, 3-7pm, in Bromley-by-Bow at Tesco.
- 2: Thursday 18 February 2016, 3pm-7pm, in Leyton at Drapers Field.
- 3: Friday 19 February 2016, 9am-5pm, in Stratford at Stratford Shopping Centre.
- 4: Saturday 20 February 2016, 11am-4pm, in Fish Island at Stour Space and Hackney Wick at Hub 67.

### UCL Road Shows

The exhibition boards were on display at the UCL Bloomsbury campus over five days with a satellite exhibition at UCL Bartlett for one day, to engage the wider staff and student community. The masterplanning team were present three days during this period.

Events were promoted through UCL's e-newsletters and dedicated UCL East article.

At these events we spoke with approximately 74 staff, academics, students and visitors at UCL.

The road shows at UCL took place in two locations.

#### Event details

- 1: Monday 22 - Friday 26 February 2016, in the North Cloisters at Bloomsbury (staffed Monday 22 & Friday 26 between 11am-3pm).
- 2: Tuesday 23 February 2016, 11am-3pm, at UCL Bartlett.





Exhibition



Large-scale masterplan at the exhibition



'Commen-tree'

## Main exhibition

The main exhibition was held in the Welcome Zone of the London Aquatics Centre over two days. One day dedicated to UCL East and one day combined with the Cultural and Education District. This allowed an opportunity for those who would like to get an overview of the Cultural and Education District to do so.

The masterplan was presented through 12 exhibition boards accompanied by two boards introducing the Cultural and Education District (please see Appendix D, pages 80-89).

## UCL East & Cultural and Education District

The exhibition allowed the Park visitors, local and UCL communities to gather, meet the team and provide feedback on the emerging Masterplan. Activities included:

**Feedback forms:** Visitors to the exhibition were given a feedback form to respond and write any comments on the proposals.

**Interactive section on the boards:** On boards 06 & 08, visitors were asked to vote for their preferred options on the type of spaces and activities at UCL East. Small post-it notes were attached onto boards 11 & 12 which allowed people to leave quick comments on the masterplan proposals.

**Large-scale Masterplan:** The plan of the masterplan showing the wider context printed in large-scale became a talking point and people made comments on specific routes and areas.

**'Commen-tree':** To continue to build on the theme of 'planting ideas', this interactive 'tree' allowed for quick comments using different coloured cards for 'what do you like about UCL East', 'fresh ideas', 'what are the challenges' and 'missed opportunities'.

**Schools engagement work:** The collage work produced by local primary and secondary schools were showcased at the exhibition accompanied by a short film which provided a summary of the sessions and presentation by the pupils.

Over two days, approximately 250 people were engaged, received 28 individual feedback forms, 80 quick comments and 21 'commen-tree' comments.

## Event details

1. Thursday 25 February 2016, 2-8pm, at The Welcome Zone of the London Aquatics Centre

2. Saturday 27 February 2016, 11am-5pm, at The Welcome Zone of the London Aquatics Centre

### 3.5 Community involvement: checking Stage 2

#### Local attendance mapping

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

It is worth noting that contact details could not always be collected, particularly during the road shows (although a tally was kept) and UCL Bartlett road shows (the three days which were not staffed). 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 significant under representation of BME communities.
- People aged 40 and 54 were over represented in this stage of events.

STAGE 2 COMMUNITY DEMOGRAPHICS

	Stage 2 Exhibitions & Road Shows	Main exhibitions	UCL Road Shows	Local Road Shows	Bow	Leyton	Stratford	Hackney Wick & Fish Island	Ward average	Average comparison
<b>Gender</b>										
Male	60%	55%	66%	59%	57%	64%	59%	58%	50%	+10%
Female	40%	45%	34%	41%	43%	36%	41%	42%	50%	-10%
<b>Age</b>										
Under 25	19%	18%	31%	8%	2%	14%	16%	1%	35%	-16%
25-39	31%	26%	30%	37%	25%	36%	23%	66%	34%	-3%
40-54	33%	35%	34%	30%	45%	29%	26%	20%	17%	+16%
Over 55	16%	21%	3%	23%	28%	21%	31%	13%	13%	+3%
<b>Ethnicity</b>										
White	71%	79%	65%	68%	70%	57%	53%	91%	46%	+25%
BME	29%	21%	35%	32%	30%	43%	46%	9%	54%	-25%

Notes:

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





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



I have a question!



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## CHAPTER 4

# FINDINGS

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### 4.1 Overview

Stage 2 events have continued to raise project awareness, feeding Stage 1 findings back to the public, identifying key issues and challenges and gathering feedback to test support and inform development of the masterplan.

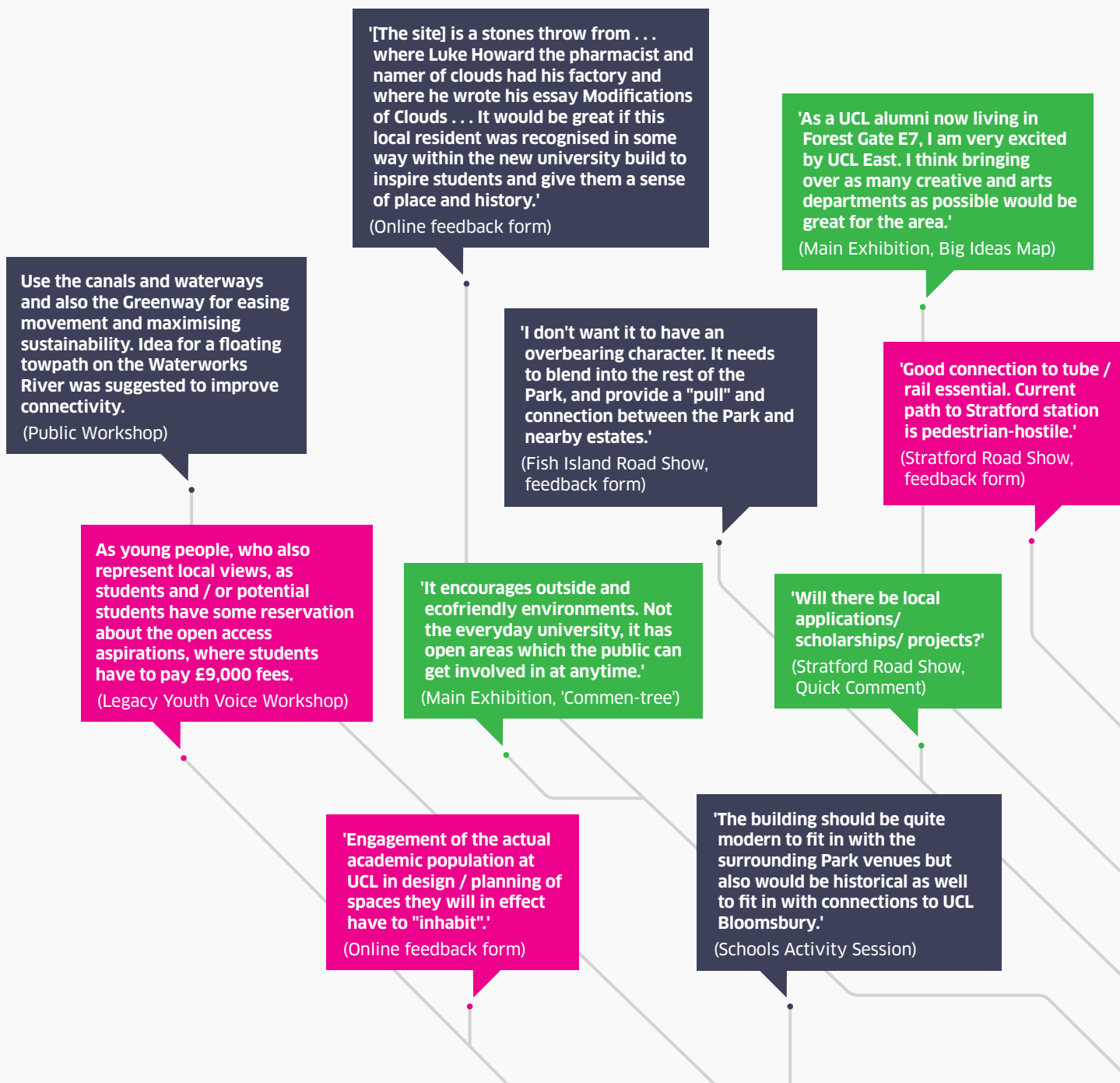
The feedback and findings on the following pages have been gathered from the local and UCL road shows, main exhibitions, schools activity and feedback sessions, public and Legacy Youth Voice workshops and online and emailed comments.

The following materials were used to collect feedback:

- **Feedback forms**
- **Quick comments forms**
- **Large-scale Masterplan**
- **'Commen-tree' interactive**
- **Interactives on the boards**
- **Workshop tablesheets and recordings**

## 4.2 Comments at a glance

A selection of comments from all the feedback materials and across all events can be read here. These cover a variety of different opinions and topics and show the diversity of feedback received in this stage of the masterplanning process.



### KEY

- Support & questions
- Suggestions
- Challenges

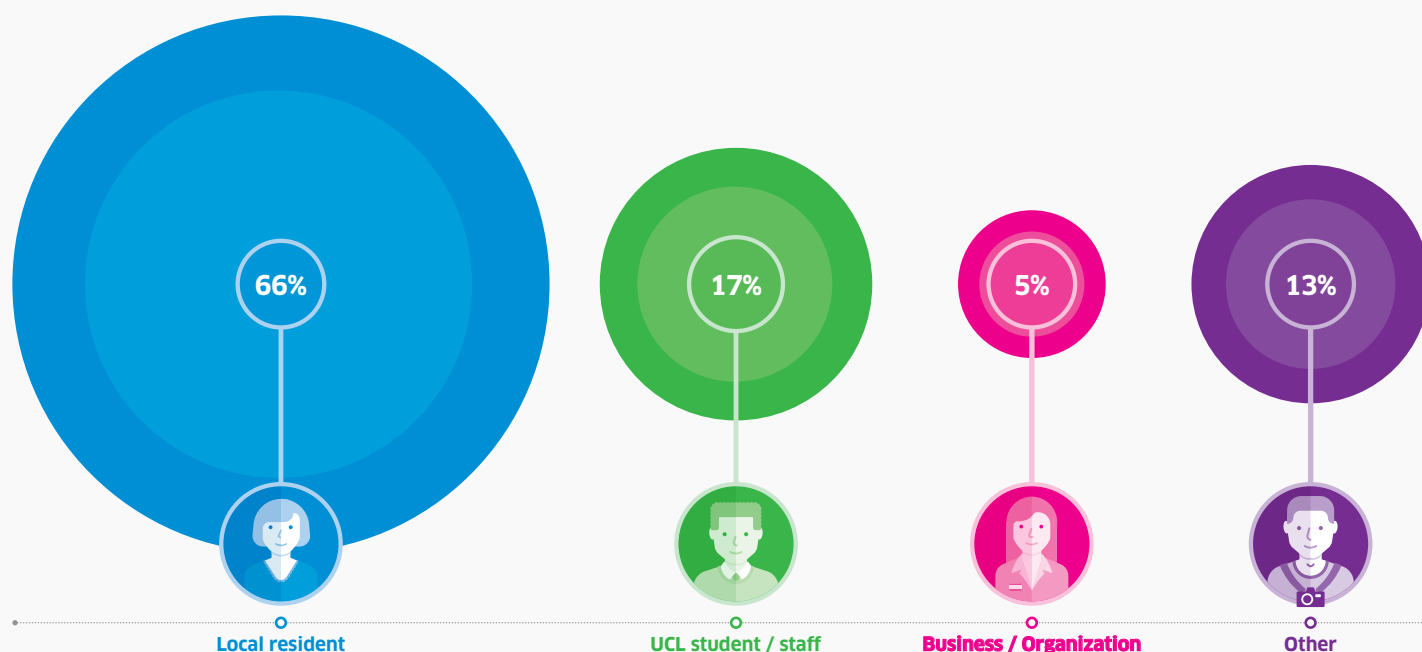




### 4.3 Events feedback

The diagrams reflect findings from the tickbox questions on the feedback forms. In total, 103 feedback forms were completed.

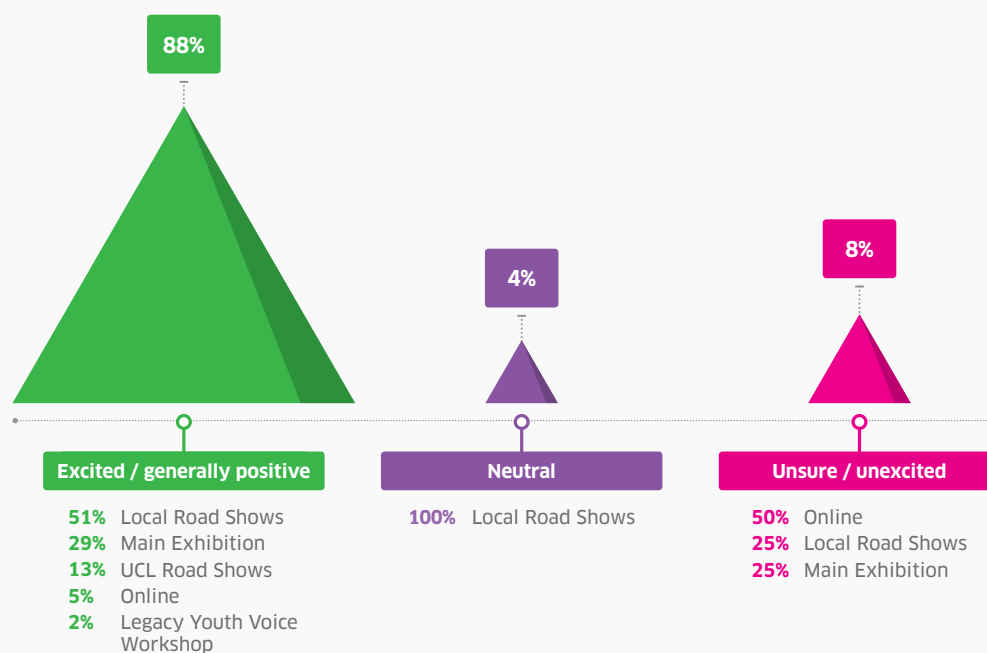
Q: ARE YOU A...



\*People who selected more than one option were included in each option they selected.

### OVERALL IMPRESSION

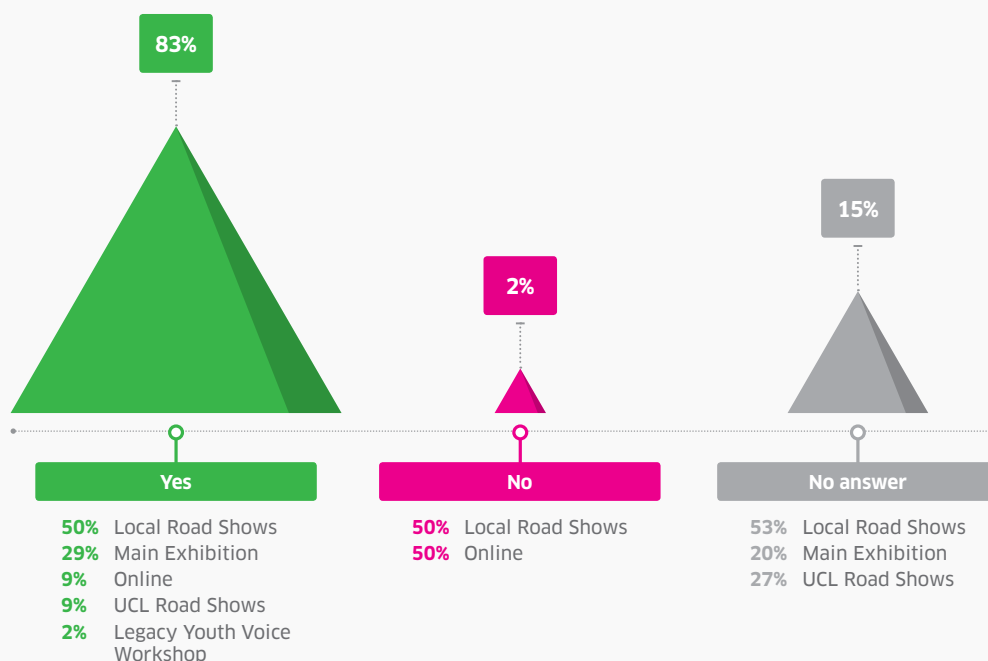
Q: What is your overall impression of the plans you have seen in this exhibition?



## ABOUT THE CONSULTATION

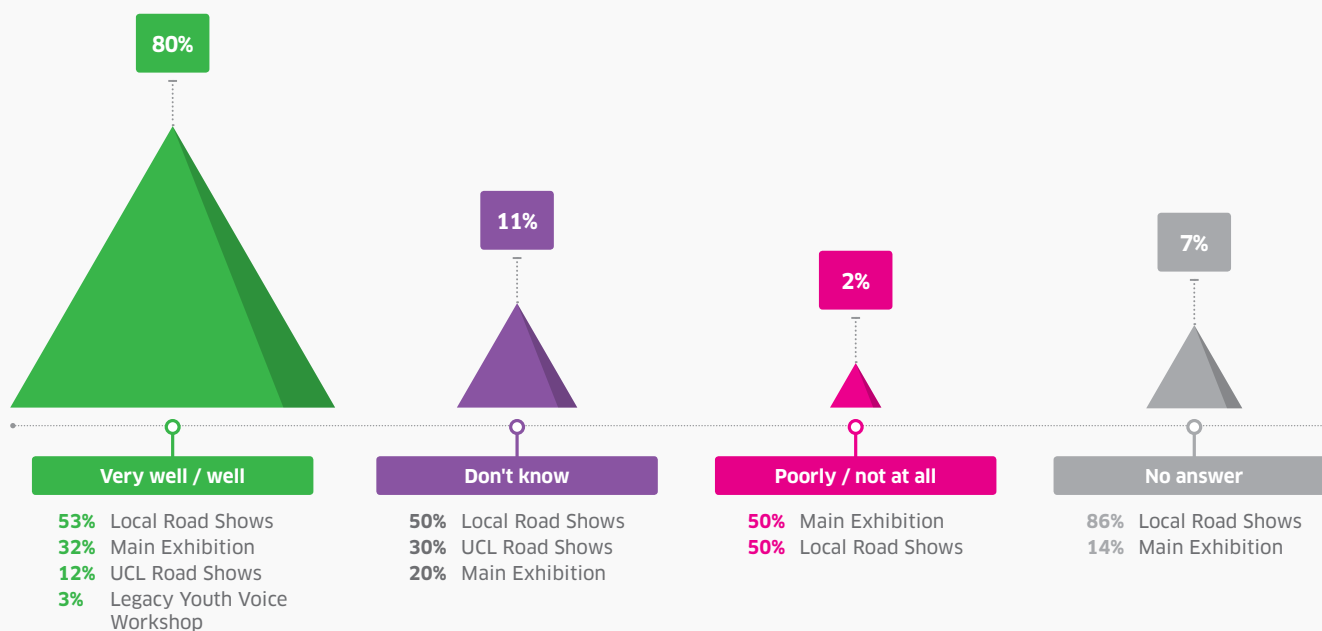
### Q: Have you found this event informative?

Event attendees generally found the event to be informative. A few comments linked to the question indicated that more detailed plans and 3D models would have been beneficial in understanding the masterplan. Other commenters felt that more advertising about the events could have been done.



## YOUR PRIORITIES

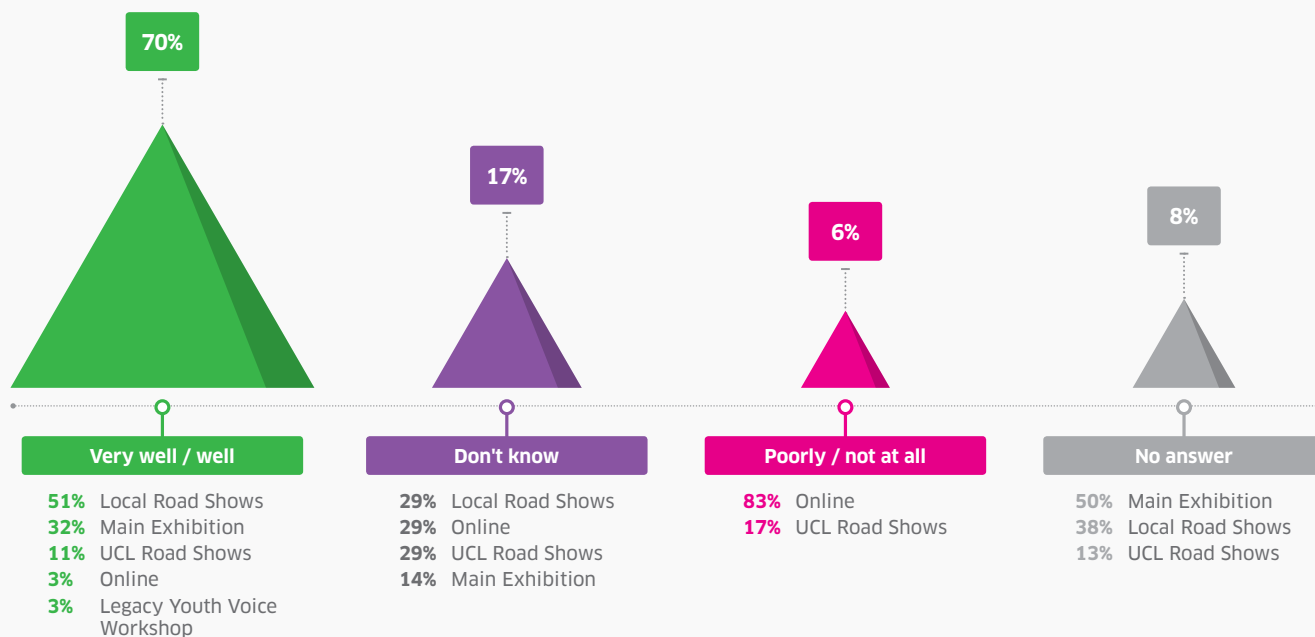
### Q: How well are your expectations met by the approach described? \*



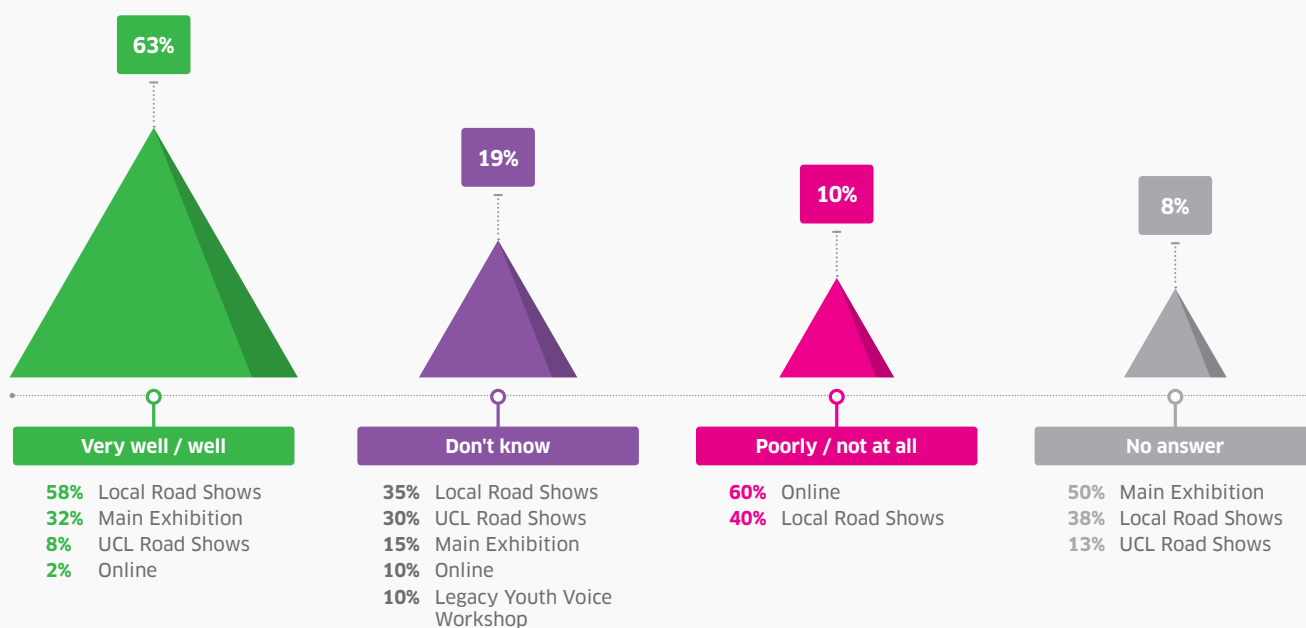
\*This question was not asked on the online feedback form. Results are thus calculated out of 94 feedback forms.

## AN OPEN & ACCESSIBLE CAMPUS

**Q: How well do you think the emerging masterplan will deliver these aspirations?**



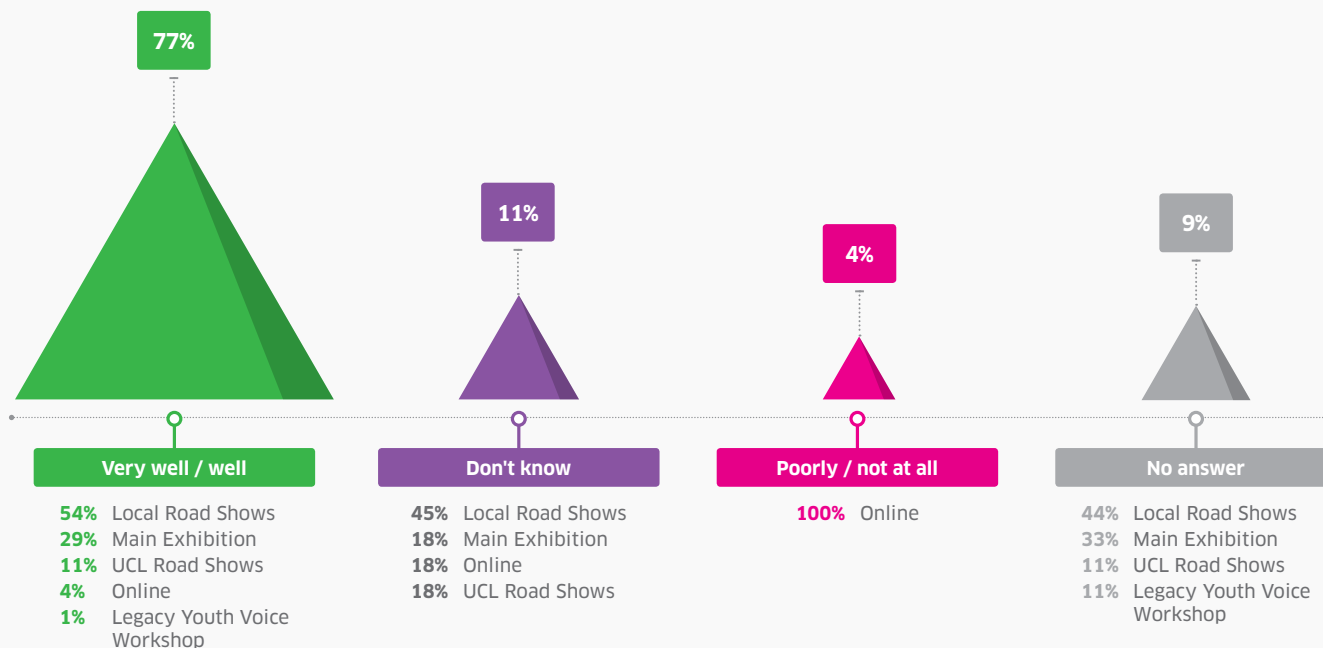
**Q: How well do you think the emerging masterplan will connect to the surroundings?**





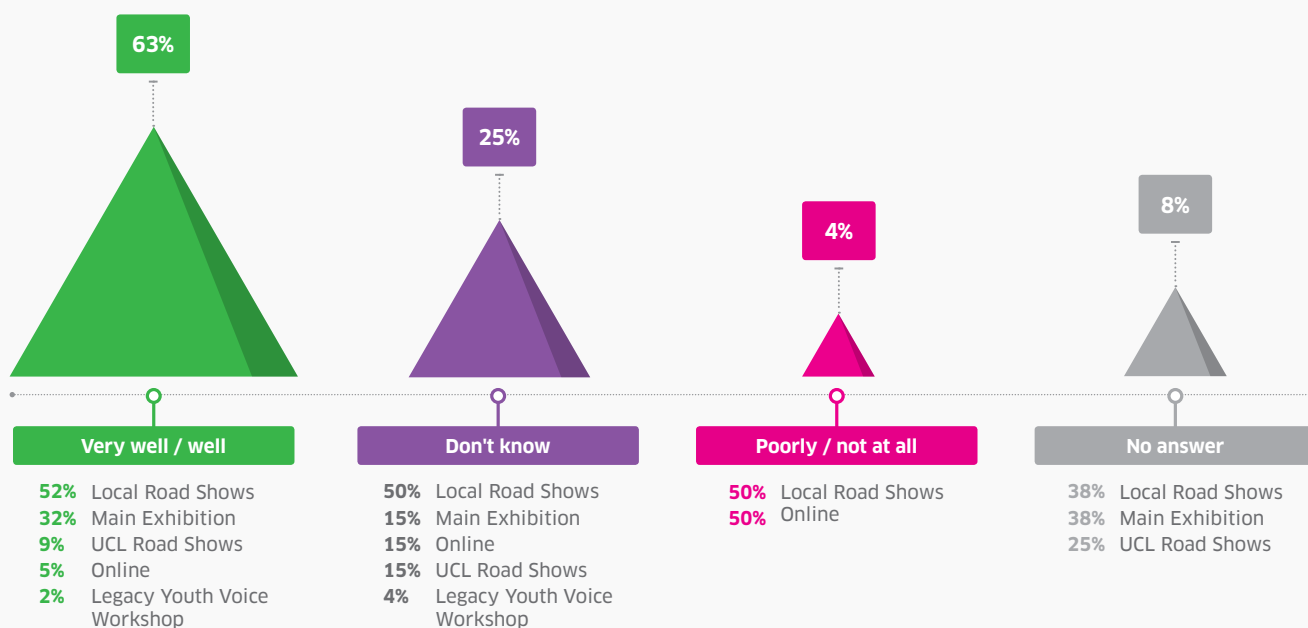
## A STRONG IDENTITY

**Q: How well do you think the emerging masterplan could deliver a place that fits its surroundings but also creates a distinctive and memorable place?**



## ENVIRONMENT, SUSTAINABILITY & ECOLOGY

**Q: How well do you think the emerging masterplan supports and enhances local natural assets, ecology and biodiversity?**



### Your thoughts

The topics on this page are sourced from various events including local road shows, UCL road shows and main exhibitions.

Answers to questions from the feedback forms, comments on the large-scale masterplan board, post-its on exhibition boards 11 and 12 and quick comments have been categorised into the key themes and subthemes in the diagram on the next page.

Below is a brief summary of the most recurring topics that have emerged from the feedback.

#### Access & inclusion: Community benefit / facilities / involvement

There is a lot of support for UCL East as a community-facing campus. Provide a link to local schools and provide a variety of events and facilities on campus.

#### Access & inclusion: Movement & connectivity

Routes to the campus from Carpenters Road, Warton Road, the Greenway and Bloomsbury need to be strengthened, both within and outside the site boundary.

#### Form & identity: Design & architecture

Design and architecture should relate to the surroundings. Integrate the head houses into the new buildings.

#### Form & identity: Scale & massing

Varied opinions on the height of the buildings: some worry over views being blocked, others advocating for higher buildings on the smaller sites.

#### Sustainability

Buildings need to be adaptable for the long-term. The masterplan should support biodiversity.



Main Exhibition, 27/02/2016

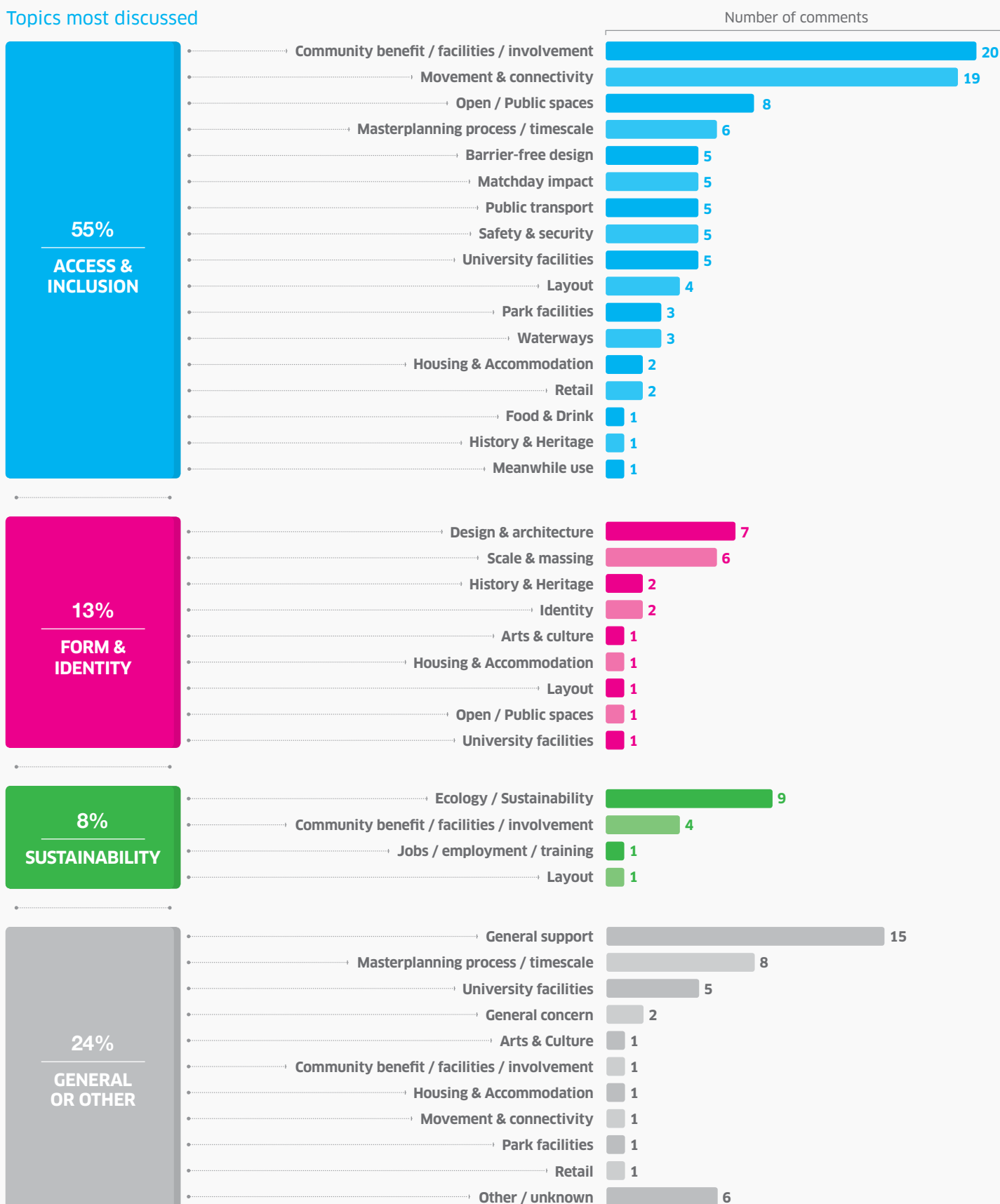


Large-scale Masterplan



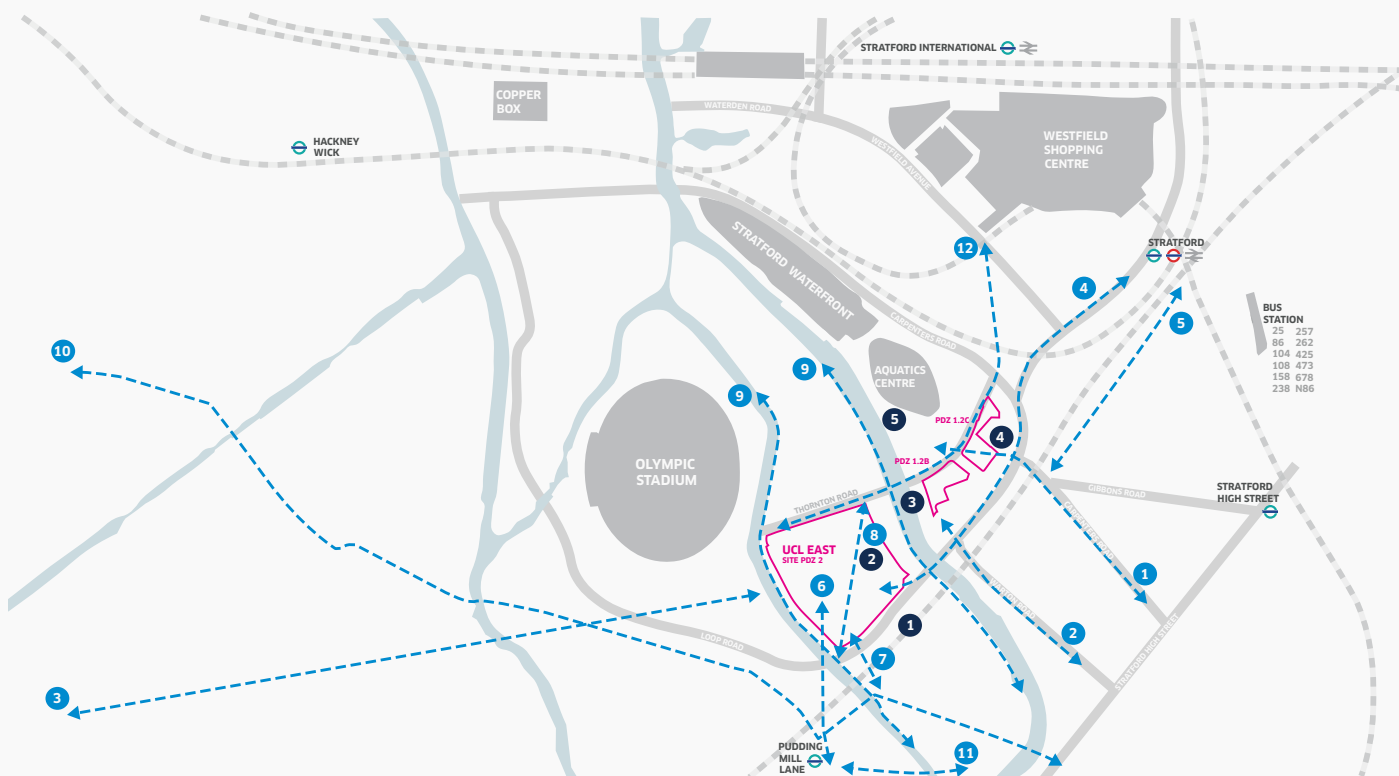
Stratford Road Show, 17/02/2016

## Topics most discussed



### Connection improvement diagram

The diagram below illustrates which connections within and around the site could be improved or made into formal routes for movement. The suggestions have been sourced from across all Stage 2 events and feedback materials.



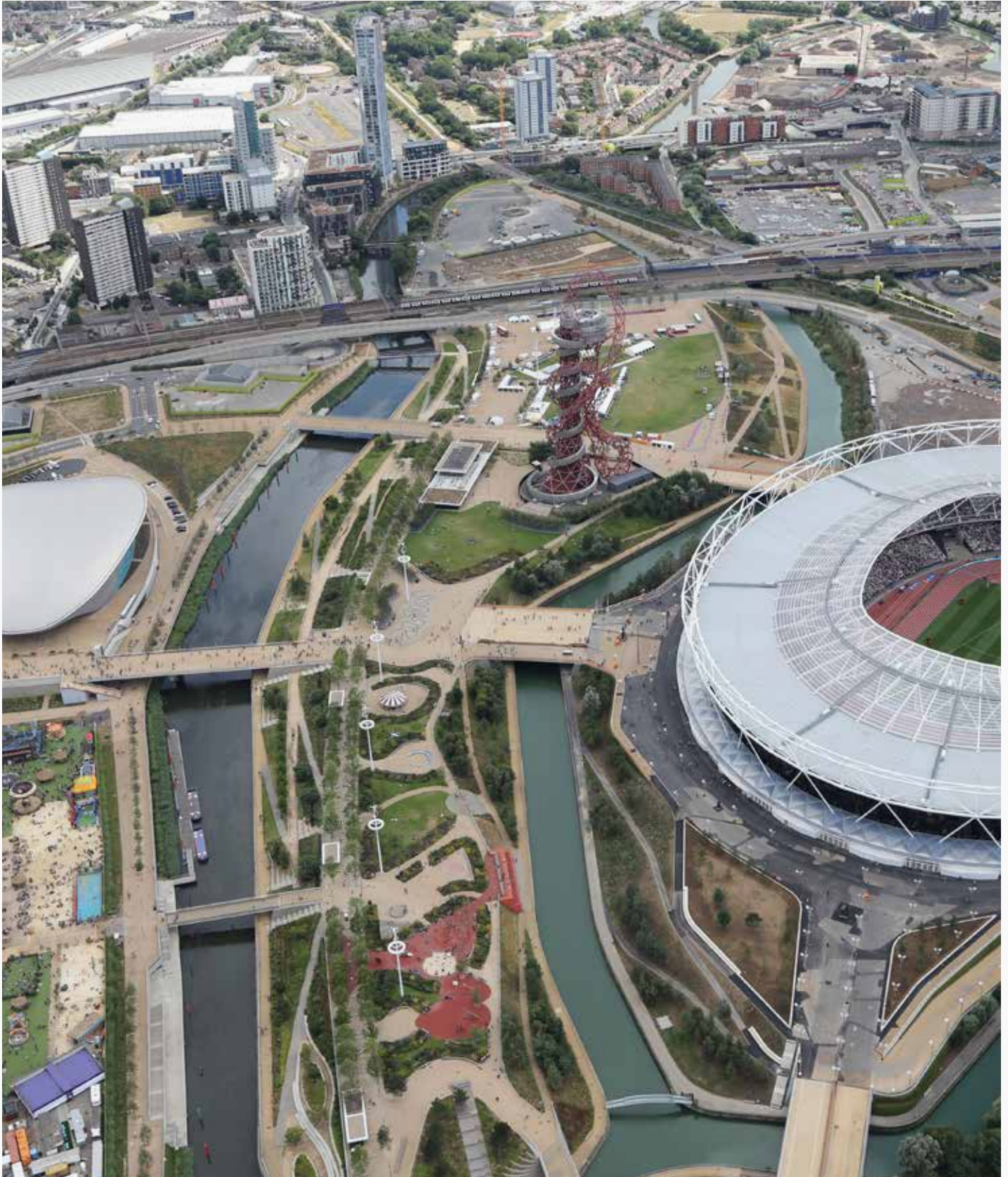
#### Key Points

- 1 The area along the railway should feel safe and pleasant for pedestrians
- 2 The diagonal route across site PDZ 2 should always be open and accessible
- 3 Use the waterways for travel and as an opportunity for activity
- 4 Have a gateway / arrival point at the south of campus to link to the Carpenters Estate
- 5 Access to the Aquatics Centre should feel safer at night

#### Connections to be improved

- 1 Route following "desire line" across site PDZ 1.2C to Carpenters Road via the underpass
- 2 Route from UCL East to Warton Road
- 3 UCL East to and from UCL Bloomsbury, via bus and cycling
- 4 UCL East to and from Stratford Station via Montfichet Road
- 5 From Stratford Station via the Carpenters Estate
- 6 Direct route to Pudding Mill
- 7 Link to the Greenway under the railway from site PDZ 2
- 8 Diagonal route across site PDZ 2
- 9 Continue the towpath along City Mill River towards Stratford High Street and provide a floating towpath along Waterworks River
- 10 Provide 24 hour cycle access with lighting on the Greenway
- 11 Better access from Otter Close to Pudding Mill
- 12 Better access to and from Westfield





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



## Your priorities

On exhibition boards 06 and 08, visitors were asked to choose their preferred options using sticky dots. The diagram on the right shows the results from local road shows, UCL road shows and exhibitions. For workshops and the schools feedback session see pages 52-59.

## What kind of spaces would you like to see?

Participants were given options to add by using post-it notes.

Here is a summary of what people have said:

- Book shops
- Heritage spaces
- Youth facilities
- Expand garden park area
- Special primary and secondary school events
- Boating on the canals
- Ensure easy to navigate for disabled visitors
- Places to sit on rainy days with kids with shelter
- Community growing and healthy living (modern take on allotment)

## WHERE WOULD YOU SPEND TIME?



Open green spaces with flexible, moveable furniture



Campus café for leisure, socialising and study



Display of public art / student work / installations



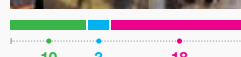
Urban public realm that encourages interaction



Publicly accessible workshop



Ground floor with internal and external public access

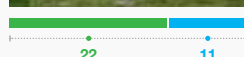


KEY: ● Most likely ● Somewhat likely ● Least likely

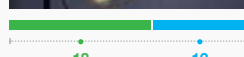
## WHAT KIND OF SPACES WOULD YOU LIKE TO SEE?



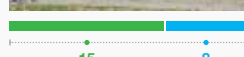
Space for relaxation and lounging on the grass



Large open area for events and gathering



Outdoor offices and study hubs



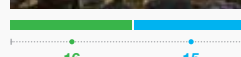
KEY: ● 1st choice ● 2nd choice



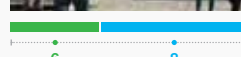
Pop-up markets and other events



Outdoor cinema and performance space



Exhibition and public outreach areas



### Growing ideas: 'Commen-tree' feedback

As part of the emerging masterplan, the 'commen-tree' allowed visitors to leave quick comments on ideas, opportunities and challenges. The following shows an overview of what people have said.

See more from the schools feedback session on pages 58-59.



#### **I like UCL East because**

- 'They thought everything through'
- 'It looks very stunning and good uses of space and will be very enjoyable'
- 'It brings more people to the environment'
- 'Not the everyday university, it has open areas which the public can get involved in at anytime'
- 'It allows a wider variety of boroughs to visit / attend'



#### **Fresh ideas**

- 'Using the river as part of the university (show the inhabitants / plants and the history of the place)'
- 'Places like the beach'



#### **Missed Opportunities**

- 'Engage children'
- 'To maximise the green space on all three sites (as looking at the plans only site PDZ.2 has green spaces)'



#### **Questions**

- 'Why are you building another UCL campus? '
- 'How many buildings are you having?'



Main Exhibition, 27/02/2016



## 4.4 Workshop feedback

### Public workshops

As part of the stage 2 consultation on the Emerging Masterplan, a number of workshops were conducted to bring together a cross section of local, stakeholder and UCL voices into a forum for discussing the key issues shaping the masterplan.

The workshops were foregrounded by presentations from the partners (LLDC and UCL); Soundings on the findings from the Stage 1 consultation and LDA on the ideas underpinning the emerging masterplan. Informed by these presentations, round table discussions were facilitated by Soundings around the key themes using worksheets to record comments and feedback to the group.

Total number of attendees: 20

The following is a summary of the key conversations and group comments from both sessions.



Public Workshop, 27/02/2016

### WHERE WOULD YOU SPEND TIME?



Most likely: Open green spaces with flexible, moveable furniture





## ACCESS & INCLUSION

The overall masterplan was appreciated and supported. However there was general agreement that current journeys to the site are quite difficult, whether from Pudding Mill, or from Stratford, via Montfichet Road or through Westfield. Wayfinding needs improvement, support for car-free campus and better cycling and walking connections are needed.

### Approach to open and accessible campus

Most of the participants were positive about the approach to creating an open and accessible campus. They liked the 'open door policy' and the vision of a hub of activity, which aims to connect with local schools and forge links between UCL and the community. It was felt that making the place physically open and accessible won't work on its own and that there is need for a catalyst to draw local people in such as free events. Work with local community groups to understand better what kind of spaces and activities they would like to see.

### Gateways and arrival points

Some noted that the design and nature of the 'gateway' and arrival point at the south of the campus linking to Carpenters estate should be significant and welcoming to overcome the challenge of accessibility.

### Connecting to the wider context

There remain concerns about the nature of the links with surrounding streets and areas, particularly Warton Road and Carpenters Road and with Westfield.

The need for a well designed lighting and wayfinding scheme was mentioned and the potential for the masterplan to initiate improvements to the local streets especially at night time through design and use.

Certainty over which routes are always open and which may vary—due to matchday arrangements or building closing times perhaps—is important and ensuring that for example the diagonal route through PDZ.2 is always accessible will encourage use.

### Links between UCL East and Bloomsbury campus

The UCL contingent were equally concerned about the link between Bloomsbury and the new campus, and how people travelling between the two locations will feel connected. Concern that the university accommodation sites are dead areas. Many feel that cycle routes are a key consideration, as well as bus routes and stops and that transport links needs further development and testing.

### Servicing and access control

It was noted that service vehicles would also need to be factored in as well as visitor management on key dates such as term start and end. Consideration should be given to programming of these with matchdays and major events at the stadium to avoid clashes and protect the environment.

### Opportunities and suggestions

The use of a variety of outdoor furniture to offer differing opportunities to sit and enjoy the public spaces received good

feedback. Participants would like the team to give further thought to using the canals and waterways and also the Greenway for easing movement and maximising sustainability. Idea for a floating towpath on the Waterworks River was suggested to improve general connectivity.

### 'What does the future campus look like - where would you spend time?'

The top preferences tended to be the green and open spaces, including the Royal Festival Hall; largely undefined spaces occupied by tables and chairs for families and other users that are not charged to use the space.

One table noted that a 'lack of traditional doors' would also influence the way they feel about a space and whether they would enter it.

The hub should have attractions like Granary Square in Kings Cross for its attractiveness to a cross section and link to restaurants.

Other suggestions of good examples were UEL University Square, the Southbank and Queen Mary University's open public space and curated events, such as the outdoor cinema. The provision of cafes and restaurants was supported as creating a positive atmosphere and connecting people.

Examples of places to avoid were those with too much security, corporate feel or harsh geometries.

Other likes include: Stockwell Library, Greenwich Library.



## FORM & IDENTITY

There was general support for the layout, with the proviso that more detail needs to be provided to comment further. There was some discussion about whether the buildings should be similar or different and a consensus that the buildings should fit well into the landscape rather than stand out as 'starchitecture'. They should be good neighbours, welcoming and inspiring. Many agree that UCL's values will be a key aspect of the identity of the new open and accessible campus, how it operates, how it integrates and how it engages as well as its excellence and innovation.

### Layout and uses

The buildings need to fit in not just aesthetically but also in terms of use – it was agreed that the activities and functions of the various public spaces within the UCL East Campus should compliment and add to what is already provided within the Park and what will be provided as part of Stratford Waterfront. It would be helpful to see this mapped out and planned holistically.

### Design and innovation

There is an appetite for a radical approach to identity through innovation and pushing boundaries in terms of design, but not necessarily in a 'showy way'. Many agree that the flexibility of use and activity will be more important to identity than iconic architecture. It was also recognised that branding will be part of the identity including through signage.

### Accessible identity for the public

Some felt that the design of the open and public spaces should not be over designed or intimidating – rather more everyday, providing an environment that is for local people and children and spaces that can be 'messy' rather than overly managed and groomed.

There was much discussion about the nature of the edges of the campus as key defining spaces and associated with the identity of the place.

### Scale and massing

Support for the idea of fitting in with the surrounding context and consensus that the campus does not need to stand out as a landmark as the Park already has iconic buildings. However it should be of high quality, though 'humble', with a preference for naturalistic approach rather than an overdesigned building.

One table felt that the scale was not an issue and supported a scale of 12 stories on average.

### Physical and non-physical character

There was broad support for the proposed character areas with some uncertainty over where the main space of the campus is that anchors the campus, the meeting point. Sunrise and sunset moments are important. Others mentioned the need to consider wind in terms of the layout to ensure that the open spaces are comfortable rather than creating wind tunnels.

### Opportunities and suggestions

Much mention was made of the opportunity to do more with the rivers and canals in an active rather than passive viewing way. It was suggested to look at more precedents in parks and continue a dialogue with the local schools and communities to understand better local needs.

Other ideas were for outdoor classrooms, interim uses until completion such as Spark Festival and using an analysis of the local skills gap to guide programming of use to be a 'good neighbour' and build strong relationships.

### 'What kind of spaces would you like to see? What would you do there?'

Big open air screened events alongside inflatable individual spaces as well as night time markets were popular. Suggestions focussed on use of the waterways including a waterpark, paddle boarding, screen films over the water or on a floating barge.

References included Bermondsey Square for its outdoor cinema, Tate Modern outside space for the use of trees to soften the landscape and the uncontrolled / unmanaged nature of the space.



## SUSTAINABILITY

Many participants felt it was difficult to judge from the information provided. They would like to know more and see a comprehensive and cutting edge approach to sustainability and lessons learnt from precedents on the Park.

### Approach to wellbeing

Healthy lifestyles should be encouraged and there is support for a car-free environment and desire to see a cycle strategy including for parking.

### Approach to ecology

Some noted a lack of birds in the area and biodiversity could be encouraged through design.

### Environmental sustainability

One table liked the idea of a district heating system, and the use of green roofs, clean plant and the circular economy.

Others mentioned need to see a waste management plan and consideration of microclimates to design out windiness.

### Opportunities and suggestions

It was noted that the sustainability design in all aspects could be a great tool for engaging with local schools and linking to the curriculum. Beehives producing 'Olympic Park honey' were suggested.



Public Workshop, 27/02/2016

## WHAT KIND OF SPACES WOULD YOU LIKE TO SEE?



Clockwise from left: space for relaxation and lounging on the grass; outdoor cinema and performance space; pop-up markets and other events

### Legacy Youth Voice workshop

As part of the Stage 2 Consultation on the Emerging Masterplan, a special workshop was held at LLDC with the Legacy Youth Voice.

Following an introduction by LLDC, a summary of the Stage 1 consultation findings from Soundings and a presentation of the Emerging Masterplan by LDA the group split into two for round table discussions facilitated by the team, after which they reformed as a whole to share thoughts. This workshop was also used to test the materials which did not include a worksheet on Sustainability.

Generally they were impressed with the overall design and that it has been very well thought through. Like the main workshop responses they acknowledged the good transport links but felt that the permeable routes through the campus should be extended beyond the masterplan boundary to provide a good flow of people.



#### ACCESS & INCLUSION

Some of the young people, who are students themselves, observed that those paying £9,000 in tuition fees at UCL might have some reservation about the open access aspirations.

They see the benefits of integration and community involvement but really want to understand where the line is drawn between the public realm and the private realm of students and how security is managed.

##### **‘What does the future campus look like – where would you spend time?’**

Both groups chose as their first choice the image of outdoor seating and tables on a green space, they questioned the need given the proximity of the Park, but agreed in the end that having green space immediately outside is important.

The groups chose as their second and third choice, the Royal Festival Hall as an open and multi-functional space that works as a café, a community event space and exhibition / performance space.

One group chose the workshop space as a third choice, so long as there are teaching resources to motivate the unemployed.



Most likely:  
Open green  
spaces with  
flexible,  
moveable  
furniture



#### FORM & IDENTITY

Generally the feeling was a sense that development on the Park is predominantly ‘box like’ and there was an aspiration for more invention and interesting shapes.

Some in the group mentioned that the plan and form of the campus is currently difficult to differentiate from other housing developments on the Park – what will make the university stand out?

##### **‘What kind of spaces would you like to see? What would you do there?’**

They agreed that the public spaces should offer something different to those already available on the Park, to make UCL East unique.

Both groups chose the image of the outdoor cinema with giant inflatable pillows. This is similar to the public workshop.

They also chose the evening market, outdoor study pods as well as the harder landscape public space.



### WHAT KIND OF SPACES WOULD YOU LIKE TO SEE?



Outdoor cinema and performance space



Space for relaxation and lounging on the grass



Pop-up markets and other events



Large open area for events and gathering



Legacy Youth Voice Workshop, 15/02/2016



## 4.5 Schools session feedback

### Schools activity

In November 2015, four local primary and secondary schools explored the site and created collages of what UCL East could look like.

The following shows a summary of findings based on the presentation of collages from all groups:

#### Buildings:

- Made from brick and glass
- Modern or mix of modern and historic
- Glass and windows for natural lighting
- Environmentally friendly and sustainable with solar panels
- Multiple entrances and signs
- Colourful design
- Disabled access

#### Facilities:

- Students homes
- More homes in general
- Shops, clubs, bars, restaurants and cafes
- Bike paths, lockers and racks
- Outdoor and indoor sports facilities, gym
- Events facilities, library, cinema
- Toilets and lockers

#### Surroundings:

- Public green spaces such as parks and gardens open
- Riverside and canal development and views
- Artwork

#### Further interview comments extracted from the short film, pupils from Heathcote School:

"The main building should be place in the centre so it's evenly to get to and it should also be tall as you can see the view of the Park and how big it is and how good it is and a very nice view from a bedroom in university if you want to stay for one night, a week, few months or a year perhaps."

"I like how central it is to everything without having to take a time consuming journey."

"As a frequent user of this area of the Park, I'm very happy that UCL is coming here because it will mean I get a better experience for me in the Park"

"The building should be quite modern to fit in with the surrounding Park venues but also would be historical as well to fit in with connections to UCL Bloomsbury."





## Feedback session

In February 2016, pupils from Carpenters Primary School visited the exhibition to see their collage work on display and find out more about the emerging masterplan proposal. This page summarises their responses on the interactive element of the exhibition.

### 'Commen-tree' feedback



#### I like UCL East because:

- 'It helps people into employment'
- 'It looks cool with good ideas'



#### Fresh ideas:

- 'Swimming pool'
- 'Galleries'
- 'University dog'



#### Challenges:

- 'Create a school that you're in now'
- 'To make the best university in the world'



#### Missed Opportunities:

- 'Build a library'
- 'Use a lot of space for the environment'



#### Questions:

- 'Can there be an open day for college students'
- 'What kind of homes will you build for the students i.e. apartments, house or flat?'
- 'How many science labs are there going to be?'

## Q. Where would you spend time?



**Most likely:**  
Open green spaces with flexible, moveable furniture



**Somewhat likely:**  
Urban public realm that encourages interaction



**Least likely:**  
Ground floor with internal and external public access

## Q. What kind of spaces would you like to see?



**1st choice:**  
Space for relaxation and lounging on the grass



**2nd choice:**  
Large open area for events and gathering



Feedback session with Carpenters Primary School pupils, 25/02/2016





## CHAPTER 5

# TRACKING CHANGES

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### 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 second stage of consultation has provided more insight into key issues and aspirations, as well as gathered UCL and local community responses to the emerging masterplan concepts and proposals. The following pages track the masterplan development alongside the feedback received to show how the proposals are responding to consultation.

## 5.2 Masterplanning process

This section provides a response to key comments and suggestions from all the feedback received in the second stage of consultation (respondents are identified in brackets). **Suggestions are in bold.**

STAGE 2 MASTERPLAN RESPONSES	
Comments & suggestions	Masterplan response
<b>Access &amp; inclusion: movement &amp; connectivity</b>	
Many indicated that more work needs to be done on improving the pedestrian environment and access to the site (especially from the Carpenters Estate, Stratford Broadway, PML and tube / rail).	The team have considered this. LLDC will be coordinating with UCL and other partners in the area to look at improving pedestrian environment and access. A planning application has been submitted for a new entrance to Stratford Station from the Carpenters Estate. (LLDC / UCL) ●
<b>Suggestions were made to turn the desire line on PDZ 1.2c into a direct pedestrian route.</b>	Noted. This has been considered in the past, however keeping the desire line in its current alignment will severely impact the development potential and function. There is potential to incorporate the desire line within the fluid zone of the building, however it was felt that keeping public access on the public realm around the site instead of cutting through the private realm is the better option. (LDA) ●
UCL students / staff had concerns over travel to and from Bloomsbury and indicated need for good public transport and cycling infrastructure.	Noted. The masterplan proposes maintaining the desire line across PDZ 2 (Marshgate) and connects to existing public transport hubs. ● Wayfinding and signs to direct users to public transport. (LLDC / UCL) Cycling infrastructure is incorporated in the masterplan proposals. (LDA ongoing, Detailed Designer to pick up) Further engagement with TfL to understand future public transport provision in the area. (LLDC / UCL) ●
Concerns over match day scenarios—how the openness of the campus is not misused.	A management plan is in place to ensure the Park is appropriately marshalled on Stadium event days. (LLDC / UCL ongoing conversation with E20 LLP) ● The masterplan also proposes limiting access points from the access route, it is possible to have temporary physical barriers at these access points. (LDA) ●
<b>Wayfinding needed from key access routes and strong gateways to mark entrances.</b>	Noted. It is part of the masterplan response to create strong gateways to aid wayfinding. LLDC will lead a Park-wide wayfinding strategy and coordinate with UCL. (LLDC / UCL) ●
Can the waterways and Greenway be considered for movement?	The redevelopment of the area that is now the Park has allowed the reopening of the waterways, making them much more accessible and a part of the pedestrian network of the Park. To use the canals and waterways to provide water-based movement will require further discussion with the Canal & River Trust and other parties. (LLDC / UCL) ●
<b>Access &amp; inclusion: public space &amp; activities</b>	
There was concern by UCL students / staff over the departments: what they would be, if they would be split up and if cross-disciplinary collaboration at UCL East would be likely or not.	Noted. The building brief is still being developed by UCL, the objective for the masterplan is to create a collaborative environment for UCL. (UCL) ●
<b>It was suggested that private student / staff areas and public areas would need to be made very clear and that study spaces should be kept more private to prevent distraction.</b>	Noted. There is clear distinction between student living and academic area in the masterplan. The building design brief could suggest a degree of mix, details will come in future stages. (UCL to work with Detailed Designer) ●
Concerns were made that the site currently feels isolated and not safe at night and that the plan must address balancing openness and accessibility with safety.	Noted. Creating a safe and comfortable environment is one of the objectives of the masterplan. (LDA) ● Details of this will be addressed in later design stages in the form of physical designs, lighting, CCTV etc. The team has also consulted with the Crime Prevention Officer from the Metropolitan Police and will continue doing so. (Ongoing through all stages) ●

## KEY

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

STAGE 2 MASTERPLAN RESPONSES	
Comments & suggestions	Masterplan response
<b>Access &amp; inclusion: public space &amp; activities (continued)</b>	
<b>Suggestions for connections from existing local people and businesses to the new Stratford (represented here by UCL East).</b>	Noted. The masterplan promotes local connections to knit into the local community by positioning access and entry points along local routes. Analysis has also been conducted looking at local connections and suggestions have been taken on board in the masterplan proposal. (LDA) <span style="color: green;">●</span>
<b>Outdoor classrooms and opportunities for local schools to participate; breaking down barriers by making accessing the campus normal.</b>	Noted. Outdoor classrooms are compatible with the aspiration of the brief. The plaza, promenade and terrace will all provide opportunities for outdoor classrooms. UCL will consider this as part of the UCL East programme, in the interim use plans and also long term plans. (UCL - future considerations) <span style="color: yellow;">●</span>
More clarity needed on how academic offer relates to local community; <b>two commenters suggested that there should be a quota of students from the local area.</b>	Noted. This will be considered by UCL. The vision for the development is for an open, accessible campus connected to its local community. As such, access to the academic offer by local people will be addressed in programming of the academic space. (UCL - future considerations) <span style="color: yellow;">●</span>
<b>The campus feel should be more contemplative.</b>	Noted. A variety of public spaces is being considered in relation to the context. Some of which can be reflective and contemplative, while others can be more active. (LDA) <span style="color: green;">●</span> This will be developed in later design stages. (Detail Designer to develop in more detail) <span style="color: orange;">●</span>
What will the retail offer be? <b>There should be public-facing uses in the residential buildings to prevent them from feeling too inward-looking.</b>	Noted. The Masterplan provides space for retail units and the Retail Strategy will determine type and appeal to other visitors. Current masterplan assumptions allow for retail to be located across the site. (LLDC / UCL - future considerations) <span style="color: green;">●</span>
<b>Form &amp; identity: layout, scale &amp; form</b>	
Many concerns over competition with the existing built environment and how UCL East buildings will relate to nearby structures in terms of height.	Noted. The masterplan has considered the overall development and its relation to the Park, the Cultural and Education District proposals, the impact to the townscape and the local setting. Further details will be given as the design continues to be developed. (LDA) <span style="color: green;">●</span>
<b>Suggestion to not lose focus of the human scale, especially at the ground floor level.</b>	Noted, maintaining the human scale is a key theme of the masterplan. The proposed fluid zone across the ground and first floors of the masterplan is designed to provide public engaging activities at the lower levels of the buildings. It is possible to consider design elements that will create better relation to the human scale as the design develops further. (LDA) <span style="color: green;">●</span>
Heights look 'reserved'.	The building height is also informed by UCL's space requirement. Based on the activities that could happen in these buildings there is limitation on how tall the buildings can be. (LDA) <span style="color: orange;">●</span>
<b>Form &amp; identity: character, look &amp; feel</b>	
Many indicated that more detail is needed.	At the moment the project is at the masterplan stage, seeking outline planning approval later this year. The details of the project are still being developed and will be shared at later stages. More detail for Phase 1 and subsequent phases will also be available when building designers have been appointed. (Detailed Designer / LLDC / UCL) <span style="color: orange;">●</span>

## STAGE 2 MASTERPLAN RESPONSES

Comments & suggestions	Masterplan response
<b>Form &amp; identity: character, look &amp; feel (continued)</b>	
Clarity needed by many on how the design will stand out amidst the existing built environment.	Noted. The masterplan will set out the overall height and massing. Detail design in later stages will look at architectural expression and materiality to create presence and identity of UCL in the Park. (LDA ongoing, Detailed Designer to pick up) ●
<b>Identity needs to be welcoming whilst still feeling like a university. There is a delicate balance between identity and access—e.g. UCL gatehouses.</b>	Noted. The masterplan vision is for an open and welcoming campus. The open nature of the fluid zone is a way for the UCL East buildings to blend in with the Park, as they will be able to form part of the Park circuit which people can flow through in and out between UCL East and the Park. More details will follow as the design continues to evolve. (Detailed Designer / UCL) ●
<b>The architecture should be modest, not shouty landmarks—the landscape is important as is merging with the rest of the Park and its naturalistic expression.</b>	The masterplan will determine the overarching scale and massing of UCL East. Architectural expression and landscape proposals will be developed in future stages in response to UCL requirements and also considering the context of the site. (Detailed Designer / UCL) ●
<b>Sustainability: environment &amp; ecology</b>	
Some people were unhappy that the scheme takes over green open space or doesn't provide enough open outdoor space.	Noted. The three sites of UCL East have always been identified for development as part of the Legacy Communities Scheme (LCS) planning permission. The South Lawn is only a temporary use before development comes forward in the area. We believe the open outdoor space proposed in the masterplan is an improvement in terms of quality and accessibility compared to the original LCS proposal. ●
<b>A few suggestions were made to connect UCL East academics and activities to the local environment; as well as provide a learning centre for young people studying around the site to use.</b>	Noted. UCL to consider. (UCL) ●
Questions on how the developments would connect to the waterways.	On PDZ 2 (Marshgate), the 2012 Gardens are to be maintained along Waterworks River. The masterplan proposes bringing development closer to the river bank of the City Mill River to make it more secure by providing overlooking and animation, while also providing better access and usable open spaces along the river. (LDA) ● On PDZ 1.2 (Pool Street sites), where Pool Street West has an edge to the Waterworks River, the masterplan is flexible to accommodate uses that can be directly related to the waterways as the design continues to evolve. (UCL - future considerations) ●
Concerns over noise constraints, especially related to study space and residential uses.	By sitting the academic and residential spaces above the fluid zone, uses sensitive to noise will be lifted up from the noise from railway, vehicular and pedestrian activities. Further considerations will be given in the space planning in the design brief / building design stage, as well as materials etc. that could be used to mitigate noise. (Detailed Designer) ●
Want to see a comprehensive approach to sustainability, on transport, internal servicing, waste management and healthy classrooms.	Noted. A sustainability strategy has been developed detailing approaches that should be considered in the building design and operation stage. More details on a comprehensive approach to sustainability within the building fabric and operations will come forward when building architects are appointed at a later date. (Detailed Designer / UCL) ●



STAGE 2 MASTERPLAN RESPONSES	
Comments & suggestions	Masterplan response
<b>Sustainability: environment &amp; ecology (continued)</b>	
<b>Avoid the creation of wind tunnels and so that the outdoor public spaces are well used.</b>	The masterplan has been tested in terms of prevailing wind and microclimate. The design has been adapted in response to create a comfortable environment. (LDA) ●
Car and cycle parking needs to be addressed in the plan.	Noted. It is proposed that UCL East will be a car free campus given its close proximity to public transport. A number of car parking spaces reserved for operational and accessible parking will be available on site. (LDA) ● A cycle parking strategy has been developed to provide an adequate amount of cycle parking on site, pending further discussions with the local planning authority regarding the exact amount to be provided. (Detailed Designer / UCL) ●
<b>Sustainability: social &amp; economic</b>	
Hopefulness that the project would be good for the local economy and provide jobs in the area.	Noted. UCL East aspires to attract investment to the neighbourhoods around the Park and the wider East London area. The development will aim to be a centre of excellence for education, research and innovation and will consider implementing programmes that will help spin-offs and start-ups emerge in new industries. UCL will plan for this as part of the UCL East programme. (UCL - future considerations) ●
Social sustainability and affordability were brought up as necessary for UCL East to be truly accessible, as well as promoting strong connections with local businesses and residents.	Noted. One of the core aims of UCL East is to ensure social sustainability, for example by integrating with local communities both formally through the academic offer and less formally through community outreach initiatives and programming of floorspace and public domain. Affordability of the education offer at UCL East will form part of UCL's considerations in developing the academic programme for the new campus. (UCL - future considerations) ●



## **CHAPTER 6**

### **NEXT STEPS**

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#### **6.1 Overview**

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

The findings are now being used by 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 68.



## 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.

### ASPIRATIONS & MASTERPLAN PRINCIPLES

#### JUNE - AUGUST 2015

Raising awareness about the project. Understanding key issues & opportunities and discussing masterplan principles to inform the masterplan development.



### EMERGING MASTERPLAN

#### FEBRUARY 2016

Presenting the masterplan and how this has responded to consultation.  
Setting out next steps.



### MASTERPLAN

#### SUMMER 2016

Responding to the previous consultation and presenting updates to the masterplan.  
Continuing to discuss ongoing opportunities.



### PRE-SUBMISSION CONSULTATION

#### AUTUMN 2016

Information sharing session to present the final masterplan.



### OUTLINE PLANNING APPLICATION & STATUTORY CONSULTATION

#### WINTER 2016

Combined Cultural and Education District Outline Planning Application(s) submitted to the Local Planning Authority.

## 6.3 Contact us

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

 020 7729 1705

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

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

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

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



Main Exhibition, 27/02/2016