

UCL EAST

UCL EAST

STATEMENT OF PARTICIPATION

CED – GLB – DOC – CON – SOP – 001

OFFICIAL:PROTECT

May 2017



Foreword

Overview

This document has been prepared in support of the Planning Application for UCL East, submitted in May 2017 on behalf of the London Legacy Development Corporation (LLDC) and University College London (UCL).

The Proposed Development set out in this planning application forms part of the Cultural and Education District (CED), the next major phase in the delivery of a globally-significant legacy within Queen Elizabeth Olympic Park. In the coming years, the CED will embody a dynamic educational and cultural quarter, creating a transformational and exciting destination in east London. The CED comprises two sites: UCL East will be the site of a new campus for University College London and Stratford Waterfront will house world class cultural institutions including the University of the Arts London, Sadler's Wells and the Victoria and Albert Museum.

UCL East is the first of the CED planning applications to be submitted.

A full list of planning application material submitted for approval, and submitted for information purposes in relation to the planning application can be found in the accompanying Planning Statement.

The Statement of Participation (SoP) provides a summary of the views expressed by the community and other stakeholders in response to the plans for UCL East presented between 2015 and 2016, and how such views informed the proposal.

This document describes the pre-application involvement process by outlining the methodology used, presenting the information collected during the four-stage consultation process, and showing how the findings have shaped the development of the masterplan. It also sets out next steps for consultation.

The masterplan consulted on provided guidance on size, form and use, as well as the look and feel of the proposed development. The illustrative masterplan was used to show one way that these principles could be built out, and also identified how the proposed development will connect with the local area in terms of pedestrian, cycle, vehicular and service routes.

Feedback received during the consultation helped to inform further development of the masterplan with regards to the vision and overarching principles from the proposals.

Consultation activities for Stages Three and Four were held jointly with Stratford Waterfront as part of the overarching development for the Cultural Education District. All comments and feedback gathered and presented in this document relate to UCL East proposal.

Structure of the document

The SoP is structured chronologically, reflecting the events and outcomes of the four-stage engagement and consultation process.

The document is prefaced by an executive summary (Chapter 1) of the consultation process providing an overview of events held, tools used and a summary of findings from each stage of the process. Followed by an introduction (Chapter 2) that describes who has been involved, the policy context for the application, and the overall approach to the planning process.

Chapter 3 summarises the public consultation activity. It sets out the public consultation undertaken during Stages One to Three, and provides detailed event summaries, analysis, key findings and the response to comments by the masterplanning team.

Chapter 4 sets out the pre-application consultation carried out during Stage Four with local residents and stakeholders.

Chapter 5 describes the technical stakeholder engagement programme for UCL East.

The final section (Chapter 6) describes the proposed approach to future community and stakeholder involvement.

CULTURAL AND EDUCATION DISTRICT

Come and find out more
Welcome to the
Centre to find out
the plans.



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CHAPTER 1

Executive summary

1.1 Introduction

UCL East

London Legacy Development Corporation (LLDC) is working in partnership with UCL (University College London) to establish UCL East, a world-class cultural and education destination within Queen Elizabeth Olympic Park as part of the Cultural and Education District (CED), an overarching development proposed by LLDC within the Park.

UCL East will establish a new university campus for UCL. The Cultural and Education District will form part of the legacy transformation of Queen Elizabeth Olympic Park into a new, diverse and vibrant part of London which includes UCL East and Stratford Waterfront.

The application for UCL East is an outline application that sets a framework for the overall distribution of building heights, the amount of floor space and the building uses.

Technical stakeholder consultation

Consultation with technical and statutory stakeholders has informed the preparation of the UCL East masterplan and has also been important in the preparation of the planning application. Extensive pre-application discussions have been held with the Local Planning Authority, London Legacy Development Corporation Planning Policy and Decisions Team (LLDC PPDT), and a series of workshops and meetings have involved a wide range of technical stakeholders.

Considerable engagement has been undertaken in relation to the scoping of the Environmental Impact Assessment and the Transport Assessment which are submitted in support of the planning application.

Community consultation

Soundings were appointed by LLDC and UCL to undertake community consultation to inform the development of the UCL East masterplan. The coordination of the overarching consultation for the Cultural and Education District was led by Fluid.

The aims of the community consultation process were to:

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

1.2 Consultation Process

Technical and Statutory Stakeholder Engagement

A programme of engagement with technical and statutory stakeholders was undertaken during the development of the masterplan proposal and the preparation of the planning application for UCL East.

This programme comprised a series of engagement workshop sessions, meetings and correspondence. The main elements of this programme and an overview of the issues raised, are reported in Chapter 5 of this document.

A full list of technical and statutory stakeholder organisations invited to engagement workshops is provided in Appendix G.



Technical Briefing 09/08/16

Community & Public Consultation

The community consultation process commenced in summer 2015 where Stage 1 set out to raise awareness of the project and understand the priorities, issues and aspirations of local communities and UCL staff / students.

Stage 2 community consultation commenced in winter 2015 and provided further background information, reported on the findings from Stage 1, and gathered feedback on the emerging proposals.

The findings from the first two rounds of consultation were used to inform the design team and the detailed design work of the masterplan. This work was shared with local people and stakeholders in the third round of public consultation that took place in summer 2016, together with Stratford Waterfront, as part of combined CED events.

The final stage of consultation in November 2016 continued to carry out activities with Stratford Waterfront to present the final masterplan through information sharing sessions.



Masterplan Event, 22/07/2015



Stage 3 Exhibition, 30/07/2016



Stage 4 Main exhibition, 12/11/2016



1.3 Overall summary of community involvement & public engagement

Events and involvement stats

Since summer 2015, over 4,800 people engaged over the course of the community and public consultation process for UCL East through drop-in events, workshops and meetings.

The following infographics present an overview of community and public engagement activities and engagement including communication and number of comments received.

We would like to thank all who have participated in the consultation process and given their invaluable input, ideas and time.

4800+
people engaged in total



49 events in total including:



12 public exhibitions
& **19** pop-up events
(local and at UCL)



5 local schools &
4 youth workshops



2 public workshops,
3 stakeholder events &
4 outreach sessions

21,000

event flyers delivered locally*

*Emails were sent to contacts collated during the consultation stages and further information was made available online.



600 feedback forms,
over **650** quick comments
& **36** worksheets.



Pop-up, 01/08/2015, Stratford (St John's)



Schools Activity, 23/11/2015, the Park (School 21)



Final Draft Masterplan Exhibition Event, August 2016



Pre-Submission Exhibition, 12/11/2016, The Podium



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

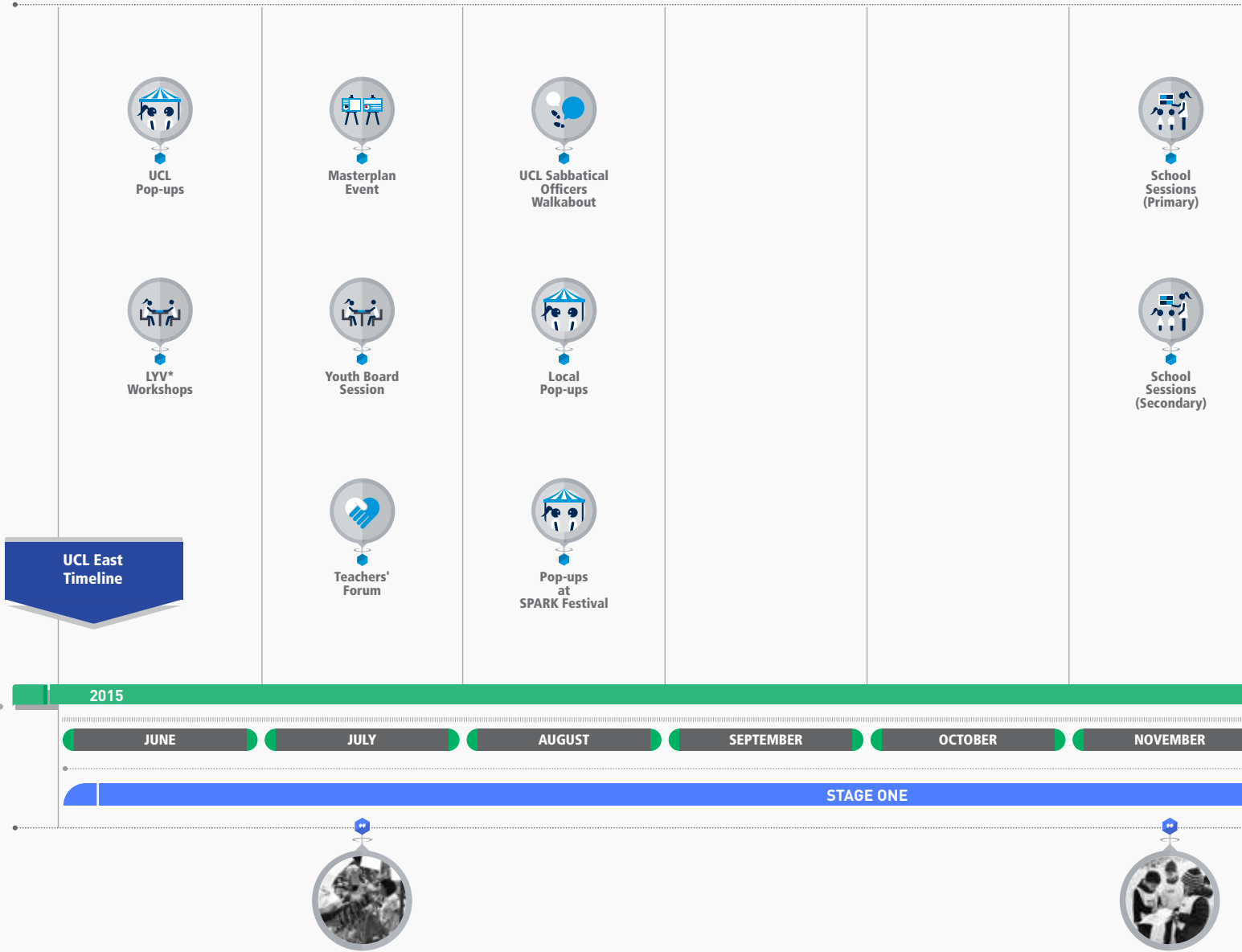


Final Draft Masterplan Exhibition Event, August 2016

Summary of community and public events and involvement


The four-stage process aimed to involve as many people as possible through a variety of events and activities that were accessible and appropriate to those involved. Findings from each stage of engagement were used to inform the final masterplan.


The timeline below is a summary of the public and community engagement:



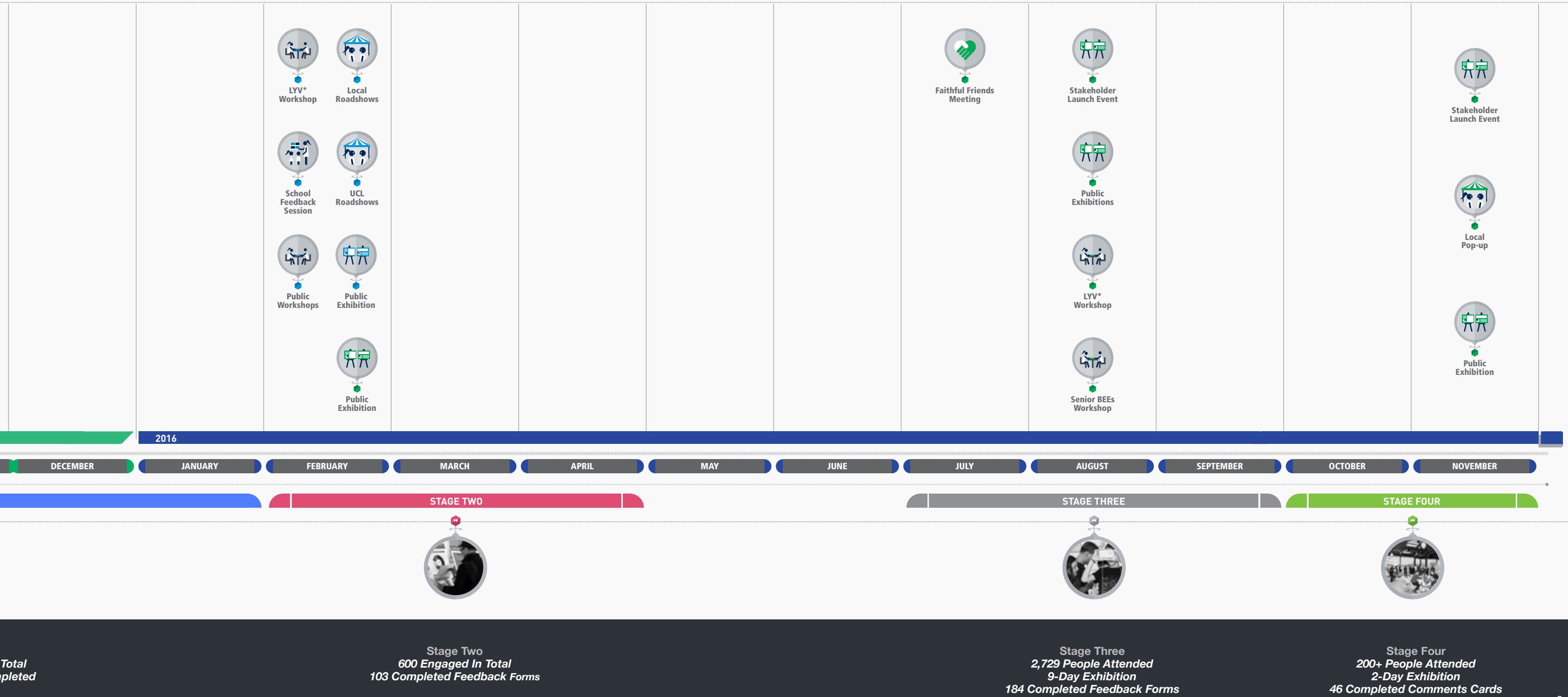
Stage One
500 Herb Plants Handed Out
800+ Engaged In Total
312 Completed Canvass Cards

School Sessions
85 Pupils Engaged In
12 Group Collages Com

 UCL EAST

 JOINT ACTIVITY with
STRATFORD WATERFRONT

*Legacy Youth Voice



1.4 Masterplan principles & key themes

Overview

During the early stages of the consultation process, aims and objectives were identified in order to gather feedback and understand issues and aspirations. Key themes emerged through the feedback at the end of each stage which informed objectives for the next stages of consultation as well as the development of the masterplan.

The overarching aim of the consultation and engagement process was to generate community and stakeholder feedback to inform the development of the UCL East masterplan and test support.

Gathering feedback through key themes and principles allowed the tracking of how the plans responded to each stage of consultation and provided recommendations for the detailed design process, as well as information about the Cultural and Education District.

STAGE 1: Aspirations & masterplanning principles

The following key themes emerged from the Stage 1 consultation events:

- Physical connectivity
- Public space for all
- Urban form & identity
- Uses, activities & facilities

STAGE 2, 3 & 4: Emerging masterplan, Final draft & Final masterplan

The masterplan was presented under three key themes; Access & inclusion, Form & identity and Sustainability (as below), that related to the planning process and the strategic objectives of LLDC and UCL. They also reflected the issues raised by the community in the Stage 1 and Stage 2 consultation:



Access & inclusion: movement & connectivity

Considered connections to, from and within the site, pedestrian movement patterns and arrival points. Also considered disabled access, wayfinding and servicing.



Access & inclusion: public space & activities

Related 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: layout, scale & form

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



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: 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. Promote long-lasting and adaptable spaces.



Sustainability: social & economic

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



Stage 1: Planting Ideas (July - August 2015)

1.5 Consultation findings

Overview

This section presents an overview of headline findings from each stage of consultation. The feedback received was communicated and discussed with the masterplanning team to inform the approach and development of the masterplan.

The feedback received during the Stage 4 events was jointly gathered with Stratford Waterfront as part of the Cultural and Education District. Only 7 respondents out of 46 commented specifically on UCL East (see page 14).

For more detailed findings, please refer to Chapter 3 for Stages 1-3 and Chapter 4 for Stage 4.

STAGE 1

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

STAGE 2

MOVEMENT AND CONNECTIVITY

Although out of the masterplan boundary, a major concern for many people was 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.

A flexible environment that can accommodate matchdays is important, by 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 AND 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.

Coordinate a Park-wide 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 AND 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.

STAGE 2 (continued)

CHARACTER, LOOK AND FEEL

The principle of complementing the surrounding area was supported but more information is needed on the architectural identity. A sympathetic and contextual approach is favoured rather than an 'overbearing' architectural statement.

Many agreed 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 AND 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 local environmental factors such as the micro-climate, noise and air pollution and natural barriers like the waterways.

SOCIAL AND 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.

STAGE 3

MOVEMENT AND CONNECTIVITY

Movement and connectivity was a recurring topic across all stages of the consultation. The majority of comments centred on ease of access. Other issues such as wayfinding and safety of the routes to the campus from all directions through walking, cycling and public transport were also discussed. A few comments showed concern of potential crowding, as a result of matchdays or bad weather which were reiterated from Stage 2.

PUBLIC SPACE AND ACTIVITIES

Similarly to the previous stage of consultation, there was a lot of excitement about the open and accessible public spaces that will flow through the campus. There were many ideas about how to make this approach really work for local people by providing affordable or free events and facilities. Ensuring community integration was considered important however it was also noted that keeping the balance between openness and exclusivity of a campus is a key challenge of the development. The loss of south lawn continued to be a major concern for a few respondents.

LAYOUT, SCALE AND FORM

The proposed height, scale and massing was generally well received and thought to be fitting to the context. There were some reservations towards height as it was still considered to be intimidating and might create a wall along the edge of the Park. However some suggested that the buildings could be taller to fit with the surrounding tall towers, and providing more electricity-generating windows. Keeping

the buildings to human scale to fit with the Park was mentioned again following the previous stage of consultation.

CHARACTER, LOOK AND FEEL

As part of the Cultural and Education District, many agreed that UCL East will bring positive impact to the Park, such as cultural events and learning programmes, offering opportunities to engage with a more diverse community. It was deemed important to create a good balance between student and public uses of the campus and suggested that the use of materials could be used to differentiate between public and private spaces.

ENVIRONMENT AND ECOLOGY

Many were keen to see more aspects of ecological and environmental sustainability considered through construction materials, water management and encouraging cycling and public transport.

SOCIAL AND ECONOMIC SUSTAINABILITY

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

STAGE 4 (OVERARCHING COMMENTS)

MOVEMENT AND CONNECTIVITY

The relationship between cyclists and pedestrians was a reoccurring issue throughout Stages Three and Four, with support for the Park's wide pathways that encourage harmony and a hope that the routes and spaces created by the masterplans continue this. Comments also stressed the importance for pedestrian and cyclist friendly paths through the site, within the Park and to local public transport hubs, with construction raised as a concern for the impediment of movement.

PUBLIC SPACE AND ACTIVITIES

From the comment card feedback, there was a concern that the Park is becoming overdeveloped and taking over green space. Many other respondents, however, commented that the Cultural and Education District makes good use of the sites and will bring life and activity into the area.

LAYOUT, SCALE AND FORM

Positive feedback from the comment cards was given on the layout of the Cultural and Education District.

There was concern from three local residents who live south of the site area that UCL East's academic buildings would block their views to the existing landmarks in the Park.

CHARACTER, LOOK AND FEEL

The majority of comments that focused on the character, look & feel were very positive, with respondents leaving general support on the design of the buildings and public realm.

ENVIRONMENT AND ECOLOGY

Feedback from both the Stakeholder Masterplan event and the comment cards inquired whether water would feature in the schemes in a more dynamic way.

SOCIAL AND ECONOMIC SUSTAINABILITY

Many respondents across the Final Masterplan events mentioned the need for partnership and collaboration with local community groups and existing institutions.



Stage 3 Main exhibitions, 30 July - 13 August 2016, London Aquatics Centre



Stage 3 Main exhibitions, 30 July - 13 August 2016, the Park



Masterplan Event, 22/07/2015, London Aquatics Centre



Stage 4 Main exhibition, 12/11/2016, The Podium

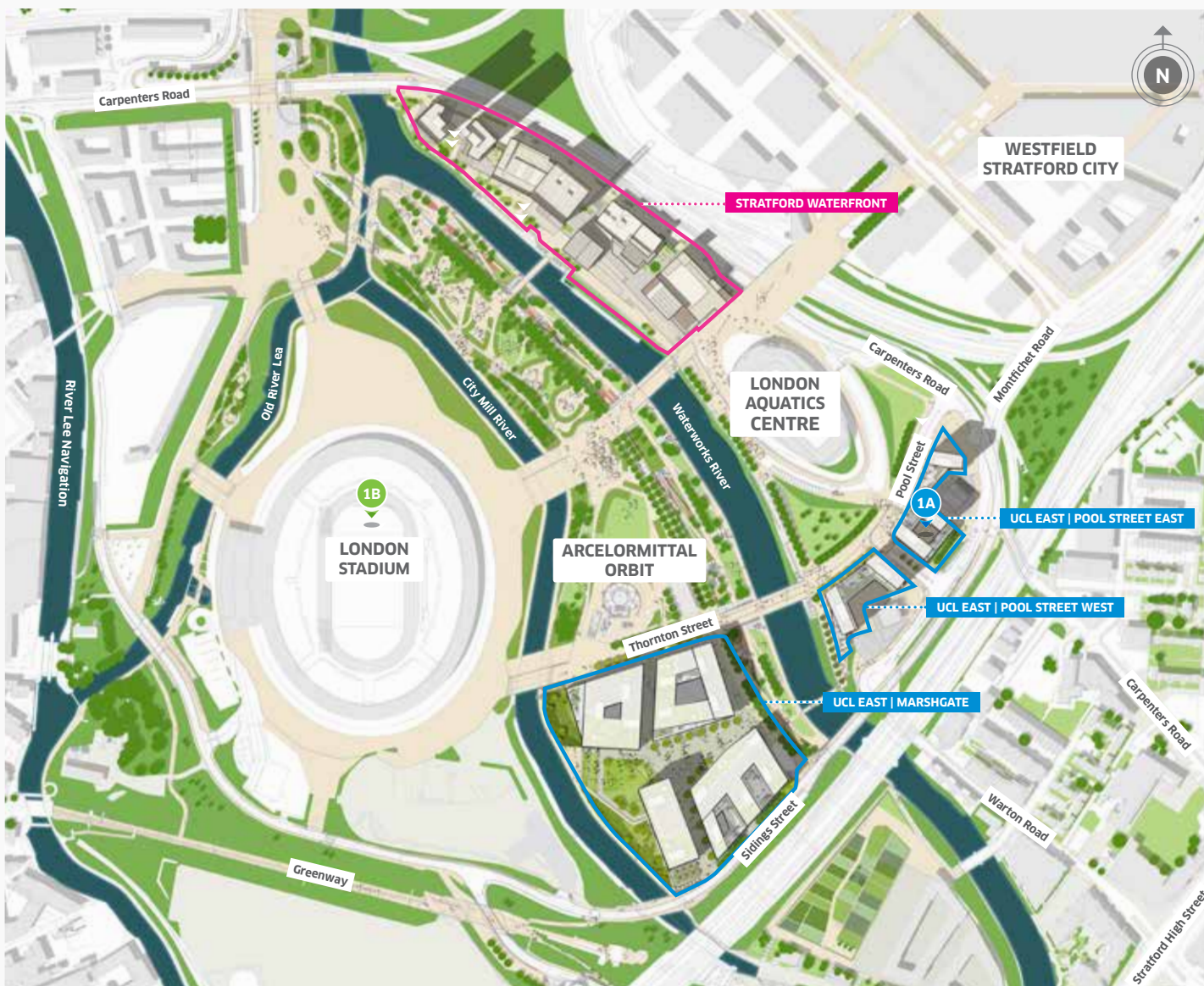
1.6 Overview tracking changes

TRACKING CHANGES

Over the four stages of public consultation for the Cultural and Education District, the project teams have listened to and wherever possible responded to the views of community and public stakeholders and the partner communities, alongside those of key stakeholders and statutory consultees.

The following is a high level summary of the responses to the proposed development, based on key issues and aspirations raised throughout the consultation process.

To see further details refer to the Tracking Changes section in Chapter 3 and Chapter 4.



Illustrative view of the masterplan shown on the CED newsletter (November 2016)

1 | ACCESS & INCLUSION



Creating formal pedestrian routes

1A

The masterplan encourages an active frontage along the site edge to create interest for pedestrians. The Fluid Zone concept (bringing the public realm from the outdoor spaces into the ground and first floors of the buildings) also adds the potential that people can walk into and through the UCL East buildings at ground level. The informal pedestrian path that crosses diagonally through the Marshgate site has been formalised as a key route. It is important to note that, where other informal pedestrian paths cut through, these are to be considered in later phases.



Improving the pedestrian environment and access to the site

Good visibility between public spaces and buildings, within the sites and their edges, will establish clear routes to move through the landscape. A number of the wider connection suggestions received during our consultations fall outside of the masterplan boundary and will be considered as part of wider strategic connectivity improvements by LLDC.



Safety and crowd management on event days at the Stadium

1B

The stadium operator, London Stadium 185, plan to provide marshals along Thornton Street as fans leave the stadium. Public routes will be wide and use durable materials appropriate for heavy footfall. Access to UCL East will be monitored to ensure safety at all times.

2 | FORM & IDENTITY



Connection to local history and heritage

The immediate and wider context of the site has changed considerably over the last ten years. The masterplan suggest a use of masonry material across all buildings, reflecting the brick industrial buildings that used to occupy the area. More detail will be addressed in the detailed design stage. Design Codes will provide guidance for the detailed designs to adhere to.



Keeping the human scale and openness

Maintaining the human scale is a key theme, with open ground floors that encourage public engagement. The Fluid Zone at UCL East will concentrate engaging activity at lower levels.



CHAPTER 2

Introduction

2.1 Overview

The vision

The Cultural and Education District (CED) comprises two sites: UCL East, and Stratford Waterfront. UCL East will establish a new university campus for UCL. Stratford Waterfront will comprise major new spaces for Sadler's Wells, UAL's London College of Fashion and the Victoria and Albert Museum (V&A). Together they will create a world-class destination, bringing together outstanding organisations to show case exceptional art, dance, history, craft, science, technology and cutting edge design.

The CED will create a world-class destination, bringing together outstanding organisations to show case exceptional art, dance, history, craft, science, technology and cutting edge design.

The UCL East Site, located on neighbouring sites to the south of the London Aquatics Centre and the ArcelorMittal Orbit, will provide a new campus for University College London, complementing its Bloomsbury Campus. This Proposed Development represents the largest ever single expansion of UCL since the university was founded nearly 200 years ago. The UCL East Site is envisaged as a new model of how a university campus can be embedded within the local community, as an inviting and inclusive institution. It will also provide world-leading research and education accompanied by entrepreneurship and innovation, fostering new opportunities for the area.

Background

The UCL East Site benefits from an existing planning permission: the Legacy Communities Scheme (LCS), a residential led mixed-use scheme. The LCS was granted planning permission in September 2012 (LPA ref. 11/90621/OUTODA as varied by ref: 14/00036/VAR). The UCL East campus is located across part of LCS Planning Delivery Zone 1 and LCS Planning Delivery Zone 2 as identified in the planning permission. If consent is granted for the current planning application, it will supersede the existing LCS consent on these sites.

In addition to the Cultural and Education District, Queen Elizabeth Olympic Park will also include thousands of new homes, three new schools and community infrastructure as well as world-class sporting venues and parklands.

2.2 Who is involved



Queen Elizabeth Olympic Park



UCL Bloomsbury campus



London Legacy Development Corporation (LLDC)

Role: Landowner and developer

Formed in April 2012, LLDC seeks to use the opportunity of the London 2012 Games and the creation of Queen Elizabeth Olympic Park to change the lives of people in east London and drive growth and investment in London and the UK, by developing an inspiring and innovative place where people want – and can afford – to live, work and visit.

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.

UCL (University College London)

Role: Partner

UCL East will be the largest single expansion of UCL since its foundation. It will create an inclusive world class university breaking down the traditional barriers to inspire the free exchange of ideas and knowledge. This new campus will bring together cross disciplinary expertise across key themes of Experiment, Arts, Society and Technology (EAST). It will be embedded within the local community promoting a new approach to live university life holistically and encouraging businesses, entrepreneurship and innovation.

WHAT YOU CAN EXPECT

- A new cultural and technological hub incubating collaborations and partnerships
- A new dimension for the Park where the learning experience and the local populations are engaged to develop a new approach to urban life
- An inviting and interactive university where the public are provided with access to learning, to research findings, and to social and practical advice

Foundation for FutureLondon (FFL)

Role: Charity

Foundation for FutureLondon (FFL) was created to work with the Mayor of London to ensure that all Londoners can benefit from the opportunities created by the unique collaboration of world class institutions forming the Cultural and Education District on Queen Elizabeth Olympic Park.

FFL is supporting the organisations moving to the new District to establish a partnership with the ambition and ability to make this emblematic project a success. Through working collaboratively the partnership can produce lasting initiatives and programmes that can be delivered at scale and have a greater impact.



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.

Other team members

Consultants working as part of the LDA Design 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 (lead to facilitate the community consultation process)



The Park during London 2012 Olympic and Paralympic Games

Aecom

Role: Town planning agent

AECOM is an international design, engineering, planning, architecture and environmental consultancy which operates in 150 countries worldwide.

AECOM has a long association with the regeneration of Queen Elizabeth Olympic Park. Previously AECOM led the preparation of the masterplan for the London 2012 Olympic Games and Paralympic Games. Subsequently AECOM led the preparation of the Legacy Communities Scheme masterplan and the associated planning application, and secured planning consent on behalf of LLDC for the comprehensive regeneration of the area in 2012.

For the UCL East planning application, AECOM is responsible for the preparation of the majority of the planning application documents, including Planning Statement, Development Specification & Frameworks, Environmental Statement and Transport Assessment. AECOM has also co-ordinated technical stakeholder engagement in relation to the planning application.



Stage 3 Cultural and Education District Exhibition

Fluid

Role: Public consultation & co-ordination

Fluid has established the benchmark for public and stakeholder consultation, working for major clients across London and the UK on some of the most challenging projects in the built environment. Fluid works with developers, local authorities, architects, multidisciplinary teams, agencies and communities to provide an integrated approach that actively supports complex design and regeneration projects.

Fluid's role is to produce the overarching strategy for consultation ensuring there is comprehensive engagement with a wide range of stakeholders, coordinate combined community events for Stratford Waterfront and UCL East, working closely with LLDC and produce the Statement of Participation setting out what consultation has taken place, with whom and how and where this has impacted on the agreed masterplans for the Cultural and Education District.

2.3 Site Context

Background

London is proud to be the city that not only delivered an outstanding Olympic Games and Paralympic Games in 2012, but is also delivering the most successful legacy programme in Olympic and Paralympic Games history. The hallmark of this success is the 560 acre Queen Elizabeth Olympic Park, already the most important new area in London, driving tangible social, economic and cultural growth.

Building on east London's reputation as a trailblazer in design and creativity, and inspired by the vision for the legacy of the Great Exhibition that created Exhibition Road in Kensington, Queen Elizabeth Olympic Park now plans to make its name as a new centre for attracting and nurturing talent and industry.

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

The first phase of UCL East (with the first building proposed to be completed in 2020) is expected to have up to 3,000 students and 625 staff, including academics and researchers.



Aerial view of Queen Elizabeth Olympic Park including the Cultural and Education District

Legacy Communities Scheme

Following the investment in the infrastructure for the London 2012 Olympic -and Paralympic Games, the long term regeneration aspiration for Queen Elizabeth Olympic Park was established by the London Legacy Development Corporation through the Legacy Communities Scheme (LCS). The residential-led LCS scheme was granted planning permission in September 2012 (LPA ref 11/90621/OUTODA).

The LCS planning permission divided Queen Elizabeth Olympic Park into a series of Planning Delivery Zones (PDZs). If consented, the UCL East proposal will supersede the consented LCS proposals in relation to the relevant sites.



2.4 Types of stakeholders

Overview

It is important to note that a range of stakeholders were engaged throughout the consultation process to ensure a cross-section of feedback.

Stakeholders were categorised into three separate groups as below:

- Community and public stakeholders
- UCL community
- Technical and statutory stakeholders

The following outlines who were involved in these categories.

Community & public stakeholders

Community and public stakeholders comprised of the following groups:

- Local residents and members of the general public living and / or working around Queen Elizabeth Olympic Park. To ensure local communities were engaged and raised awareness, pop up events and roadshows were held in the local neighbourhood including Stratford, Bow, Leyton, Hackney Wick and Fish Island.
- Local amenity / interest groups that are either based locally, have a specific interest or expertise in topics related to the development including Senior BEEs and Great Carpenters Neighbourhood Forum.
- Local facilities / centres that are based in the area and provide links to local groups who use them. Holding consultation events at local venues also allowed us to speak to residents in the area. These included Hub67, Stratford Shopping Centre and Draper's Field.
- Staff, pupils and the parents from local schools who are either living or working locally as well as future users of the development. In total, 4 local schools (primary, secondary, special) took part in schools sessions.
- Young people living in the area. The Legacy Youth Voice group (a panel of young east Londoners working alongside LLDC) have been engaged throughout the consultation process through workshops as well as being part of the community consultation team.
- Other stakeholders include faith groups, life learning / elderly groups, safety, businesses and so on. For a detailed list of community stakeholders, please see pages 26-27.

UCL community

In addition to activity with community stakeholders, throughout the process we also engaged with UCL and their stakeholders as appropriate including staff, academics, students and other users.

UCL collaboratively hosted a number of activities and events with Foundation for FutureLondon (charity organisation for Cultural and Education District) and local organisations and communities to raise awareness and introduce themselves locally. For more information, please see pages 30-31.

Technical and statutory stakeholders

The engagement on the evolution of the UCL East masterplan and its planning application has involved a wide range of stakeholders, comprising:

- London Legacy Development Corporation Planning Policy Decisions Team (LLDC PPDT);
- London Borough of Newham;
- London Borough of Tower Hamlets;
- London Borough of Hackney;
- London Borough of Waltham Forest;
- Greater London Authority;
- Environment Agency;
- CABE/Design Council;
- Transport for London;
- Docklands Light Railway;
- Historic England;
- Natural England;
- Sport England;
- London City Airport;
- Civil Aviation Authority;
- Canals and Rivers Trust;
- Inland Waterways Association;
- North East London Primary Care Trust;
- East London NHS Foundation Trust; and
- Various utilities providers.



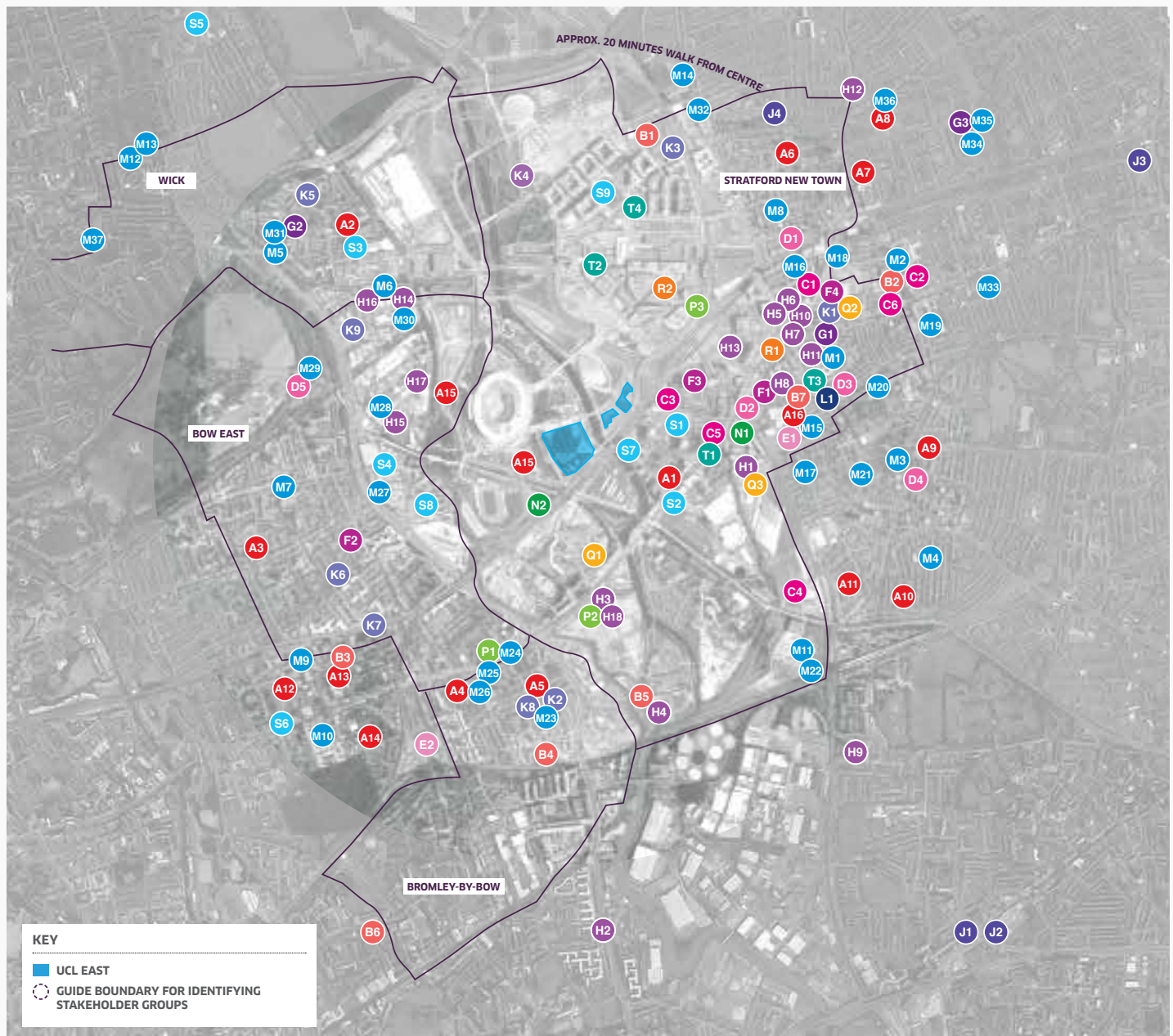
UCL East Masterplan Event Walkabout, 22/07/2015

Stakeholder mapping

We continually worked to make sure that those who have an active interest in, or are impacted by UCL East, were kept informed and involved. There were over 1,500 project contacts who we engaged with throughout the community and public consultation process.

The mapping below shows a good cross-section of local groups within approximately one mile of the UCL East site. Other groups of interest located outside this boundary were included.

The mapping has been updated at every stage of the consultation process.



A EDUCATION - PRIMARY

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

B EDUCATION - SECONDARY

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

C EDUCATION - FURTHER & HIGHER EDUCATION

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

D EDUCATION - NURSERY

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

E EDUCATION - SPECIAL SCHOOL

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

F YOUNG PEOPLE

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

G LIFE LONG LEARNING AND ELDERS

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

H CIVIC / ARTS / CULTURE

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

J LOCAL COMMUNITY GROUPS / INTEREST GROUPS

- J1** Community Links, Newham[#]
- J2** Action and Rights of Disabled People in Newham
- J3** Aston Mansfield
- J4** Chandos Community Group (& Hub)
- Newham New Deal Partnership
- Newham Community Team - Stratford and West Ham
- Hackney Wick and Fish Island Cultural Interest Group (CIG)
- Together! 2012 CIC*
- Park Champions
- Inland Waterways Association
- Manor Gardening Society
- London Cycling Campaign
- Bow Bengali Forum
- Newham Striders
- E20 Community & Cultural Interest Organisation

K LOCAL COMMUNITY FACILITIES / CENTRES

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

L SAFETY

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

M FAITH GROUPS

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

N LOCAL BUSINESS AND ENTERPRISE GROUPS

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

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

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

Q BUSINESS PARKS

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

R RETAIL

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

S LOCAL TENANTS' AND RESIDENTS' ASSOCIATIONS

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

T HOUSING ASSOCIATIONS AND STUDENT ACCOMMODATION

- T1** Mansion View
- T2** Unite Stratford One
- T3** East Thames Group*
- T4** Triathlon Homes
- Genesis Housing
- Family Mosaic
- Hackney Homes
- Circle Housing

EXISTING PANELS AND NETWORKS

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

UCL

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

KEY

- Located off the map
- Overarching group / multiple locations

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

2.5 Summary of community events & involvement

The consultation process for community and public stakeholders was delivered in four stages. The following outlines the aims and objectives for each stage.

At each stage, a wide range of consultation tools were used to engage and inform during pop-up events raising awareness, public exhibitions and workshops, walkabouts, group sessions and targeted outreach.

See the next page for an overview of tools used during the consultation process.

STAGE ONE ASPIRATIONS & MASTERPLAN PRINCIPLES	STAGE THREE FINAL DRAFT MASTERPLAN
<ul style="list-style-type: none"> • The first stage aimed to raise awareness of the UCL East proposal with UCL staff / students, local stakeholders and the community across the four local boroughs and engagement with key groups like young people. • Consultation focused on gaining an understanding of both partner and local issues and aspirations, as well as introducing the masterplan principles and considerations for feedback. • Findings from the initial engagement were used to test the early masterplan concepts and helped inform the development of the draft masterplan. 	<ul style="list-style-type: none"> • Stage 3 presented the final draft masterplan at a two-week public exhibition. It revisited the key aspirations and issues that had arisen from the community consultation to date and provided responses from the masterplanning team on how this feedback had helped to inform the masterplan. • Combined UCL East events with Stratford Waterfront.
STAGE TWO EMERGING MASTERPLAN	STAGE FOUR PRE-SUBMISSION CONSULTATION
<ul style="list-style-type: none"> • Stage 2 continued to raise project awareness, identifying any key communities not involved in the first stage and ensuring the opportunity for these groups to be involved. • Stage 2 presented the emerging design approach for UCL East by considering the strengths and opportunities as well as the constraints of the sites. The masterplanning team also explored how they would connect and engage with the local area, the types of uses and activities, and the vision for sustainability. • Key findings from the first stage of engagement were documented, alongside a clear explanation of how the masterplan was informed by consultation. 	<ul style="list-style-type: none"> • Stage 4 presented the final masterplan before the submission of the planning application. • It was an opportunity to say thank you to those involved in the extensive consultation and engagement programme which has helped to shape the masterplan and inform the design team's thinking. • Combined UCL East events with Stratford Waterfront.

Consultation tools



Exhibitions

Cargo bike

Used to help welcome people in from the Park and distribute exhibition flyers and branded canvas bags and balloons.

Commen-trees

Interactive 'trees' allowed users to leave quick comments using different coloured cards to help 'grow' ideas.

Feedback forms

Questionnaires for exhibition visitors to complete and write any comments on the proposals.

Exhibition board interactives

Interactive elements on exhibition boards were used to ask people specific questions related to the masterplans in an engaging way and for participants to see other's opinions and preferences.

Noticeboard and interactive installations

Allowed for displaying of comments and doodles using different coloured cards. People were asked to offer their thoughts, ideas, aspirations and questions relating to the projects.

To-scale models

A model of all future and existing developments of the South Park and surrounding area made reference to the proposed scale and layout of the sites in relation to the Park.

Virtual reality

Interactive 360 degree flyover videos of the UCL East site in relation to the Park from both a birds' eye and eye-level perspective were shown on a flat screen television and iPads. With the use of their smartphones, visitors could also experience the UCL East site with 3D goggles provided.



Roadshows and Pop Ups

Big Ideas Map

A large scale aerial view of the site where comments could be placed and viewed by all in an open dialogue.

Canvass cards

A questionnaire to understand lessons to learn, as well as aspirations and priorities for the masterplans and some fun facts about the participants themselves.

Flipbook

An introduction to the project, context and consultation process.

Reference Boards

Boards with condensed information on the masterplan concepts. Interactives on the boards allowed opportunities for people to leave quick feedback.

Wheel of Fortune

Used as a physical and engaging way to start conversations and to analyse the masterplan principles. A masterplan booklet was used in conjunction to explain the principles in more detail.



Workshops and outreach sessions

Group worksheets

Large format worksheets for workshop attendees and facilitators to record comments and feedback. Worksheets provided prompt questions related to the key themes of the masterplans.

Presentation

A presentation on the key elements of the masterplan followed by a Q & A.



Schools sessions

Activity sheets

Activity sheets with a plan of the site and four tasks to carry out 'site investigations' to measure the site, record landscape qualities through polaroid cameras.

Collage sheets

Collages of inspirations and design ideas that students used to create their own masterplans for UCL East. Character cards were made to tell stories of possible site occupants in the future.



Walkabouts

Walkabout sheets

Worksheets with a map, route and prompt questions for participants to take notes and share their thoughts on opportunities and lessons to learn from the sites.

2.6 LLDC and UCL events & activities

Overview

In parallel to the consultation programme LLDC and UCL have been undertaking an early engagement programme. The engagement programme will develop and evolve over the next five years as the projects move through design, construction and doors open. The overarching aims of the engagement programme are to establish effective relationships with local organisations and residents and raise local aspirations and excitement.

Therefore to date the engagement programme has been premised around introducing who LLDC and UCL are, giving local people a taster of what is to come and inspiring local organisations and residents.

Key activities to date in connection with UCL East includes:

LLDC

- Cultural and Education District Stakeholder Forum: was established in 2015 and meets twice a year. The main aim of the forum is to exchange information between Cultural and Education District partners and local stakeholders and for updates to be given on how the project is progressing. Meetings were held in February and June 2015, February and September 2016 and will continue into 2017.

UCL

SPARK- Festival of Engineering

Took place over the August bank holiday weekend 2015 in the South Park, showcasing engineering in an engaging and interactive way to help and explain the truth about the diverse engineering world and how it connects to everyday lives. The event also featured art works commissioned from UCL Slade School of Fine Art students. The event provided UCL with an opportunity to raise awareness about their new campus and the potential activities and opportunities that UCL East would bring locally.

Wall Ball

Wall Ball is a key part of UCL's sports participation work and a future Olympic sport. UCL have extended their Wall Ball programme to the LLDC Warton Road interim use Carpenters Cage improving opportunities for sports participation for local people and UCL students. The Wall formally launched in August 2016 and local school children from Carpenters Primary school helped to design the wall. The wall will be in place until at least 2019 and there is an aspiration to have a Wall Ball at UCL East.



SPARK Festival, UCL

Shell Bright Ideas Challenge

From 30 June – 3 July 2016 the Shell Eco-Marathon took place in the Park as a four day festival of bright ideas and innovation. As part of the programme Shell held a nation-wide schools competition- The Bright Ideas Challenge. Working with five local secondary schools UCL engineering provided schools with targeted support and leading knowledge in the sector. In addition further inspiration and knowledge was provided via in-school support through UCL student mentors and out of school visits.



Talking Objects

Continuing work being undertaken by UCL aimed at re-animating the collections held by UCL, the local community were invited to work with theatre makers and UCL researchers to develop performance pieces using a selection of objects from UCL's museums and collections as inspiration. This was the first year of a three year programme of projects delivered by UCL's Engage team exploring: performance and research, health and well-being and the experimental museum.

Shell Bright Ideas Challenge, UCL



Wall Ball, UCL

2.7 Policy

The potential for significant regeneration within the Lower Lea Valley has been identified for several decades. The area has been recognised as an important focus for regeneration within the larger context of east London, the London Thames Gateway, and the South East region as a whole. The Application Site has been identified by the LLDC as opportunities for comprehensive mixed-use development. The UCL East Planning Application will be assessed against national, regional and local planning guidance and policy, as set out in the Planning Statement which is submitted in support of the application. The following provides a brief overview of the policy context, specifically in relation to consultation and engagement.

National Policy

The National Planning Policy Framework (NPPF) was adopted in 2012 and sets out the Government's economic, environmental and social planning policies as well as their requirements for the Planning System. At the heart of the NPPF is a presumption in favour of sustainable development, which should be seen as a 'golden thread' running through both plan-making and decision-making.

Paragraphs 188 to 195 of the NPPF emphasise the importance of early engagement with stakeholders in the preparation of planning application and the decision-making process on development proposals.

London Plan

The London Plan with minor alterations (March 2016) sets out an integrated strategic economic, environmental, transport and social policy framework to guide development in the capital to 2036. The Plan sets out the Mayor's vision for sustainable development in the capital, which states that over the years to 2036 and beyond, London should:

"excel among global cities – expanding opportunities for all its people and enterprises, achieving the highest environmental standards and quality of life and leading the world in its approach to tackling the urban challenges of the 21st century, particularly that of climate change."

This overarching vision is supported by six objectives, which seek to ensure London is:

1. A city that meets the challenges of economic and population growth;
2. An internationally competitive and successful city;
3. A city of diverse, strong, secure and accessible neighbourhoods;
4. A city that delights the senses;
5. A city that becomes a world leader in improving the environment; and
6. A city where it is easy, safe and convenient for everyone to access jobs, opportunities and facilities.

The importance of engagement with communities and stakeholders on major development proposals is a thread which runs through the London Plan, and is specifically referenced in relation to large regeneration schemes (Policy 3.7) and inclusive environments (Policy 7.2).

Consultation Guidance

National Planning Guidance PPS1 states that: 'Community involvement is an essential element in delivering sustainable development and creating sustainable and safe communities.'

From this, it is clear that in order to plan for high quality and inclusive design, planning authorities must review all applications against good practice in community involvement.

In PPS1, the Government has outlined that community involvement in planning should not be a reactive, tick-box process, but should enable the local community to say what sort of place they want to live in, at a stage when this can make a difference. Effective community involvement therefore requires an approach which:

- tells communities about emerging policies and proposals in good time;
- enables communities to put forward ideas and suggestions and participate in developing proposals and options. It is not sufficient to invite them to simply comment once these have been worked-up;
- consults on formal proposals;
- ensures that consultation takes place in locations that are widely accessible;
- provides and seeks feedback.



Aerial view of Queen Elizabeth Olympic Park (2015)

2.8 Planning application & statutory consultation

A | Introduction

This UCL East planning application is submitted by the London Legacy Development Corporation (LLDC), jointly with University College London (UCL).

If consented, the UCL East proposal will supersede those proposals consented within these areas under the Legacy Communities Scheme.

B | Summary of the application

The UCL East planning application is for outline approval. The description of development can be summarised as follows:

Outline planning permission is sought for:

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

C | Planning Application Documents

The diagram on the right outlines the documents submitted for approval and for information / supporting material in relation to the UCL East planning application.

For more information on the planning application content and supporting information, see the Development Specification & Framework document.





CHAPTER 3

Stages 1 - 3 consultation

3.1 Overview

Consultation on the UCL East masterplan was a four-stage process, involving stakeholders and the community at each key stage of design development. The following is a broad overview of the aims of stages 1-3. This chapter presents all activities and detailed feedback received during these stages.

Stage 1 | Issues, opportunities & masterplan principles

- The first stage aimed to raise awareness of the project with UCL staff and students, local stakeholders and local community across the four local 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 the 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 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 was to inform and involve a representative cross section of the local community and future users of the site.

- Stage 2 presented the developing design approach to explore what kind of physical place UCL East could be by considering strengths and opportunities as well as constraints of the site. The masterplanning team also explored how it will connect and engage with the local area, what uses and activities could there be and its vision for sustainability.
- Key findings from the first stage of engagement were documented, alongside a clear explanation of how the masterplan was informed by consultation.

Stage 3 | Final Draft Masterplan

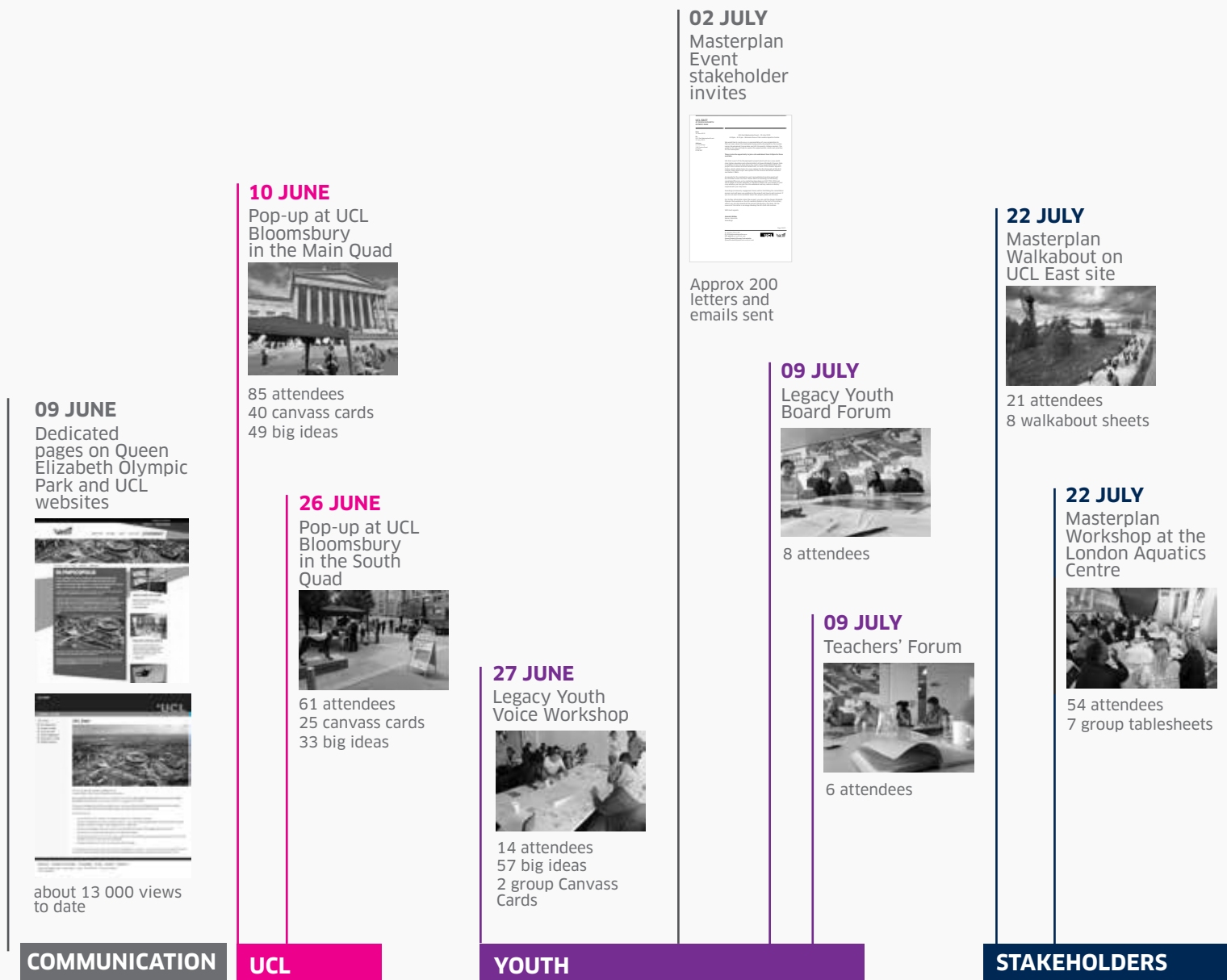
- Stage 3 presented the final draft masterplans at a two-week public exhibition. It revisited the key aspirations and issues that have arisen from community consultation to date and provided responses from the masterplanning team on how this feedback has helped to inform the plans.
- The masterplan and related materials provided recommendations for the detailed design process; as well as information about the next steps leading into the UCL East planning application.

3.2 Project diary of community events & involvement

STAGE 1

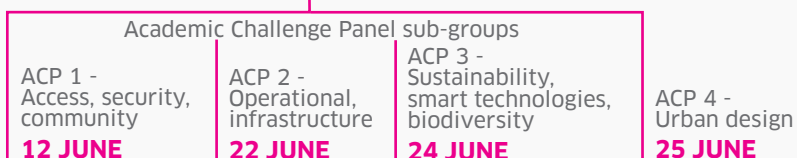
The first stage of the process aimed to involve as many people as possible through a variety of ways that were accessible and appropriate for the many communities and stakeholders linked to the project.

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



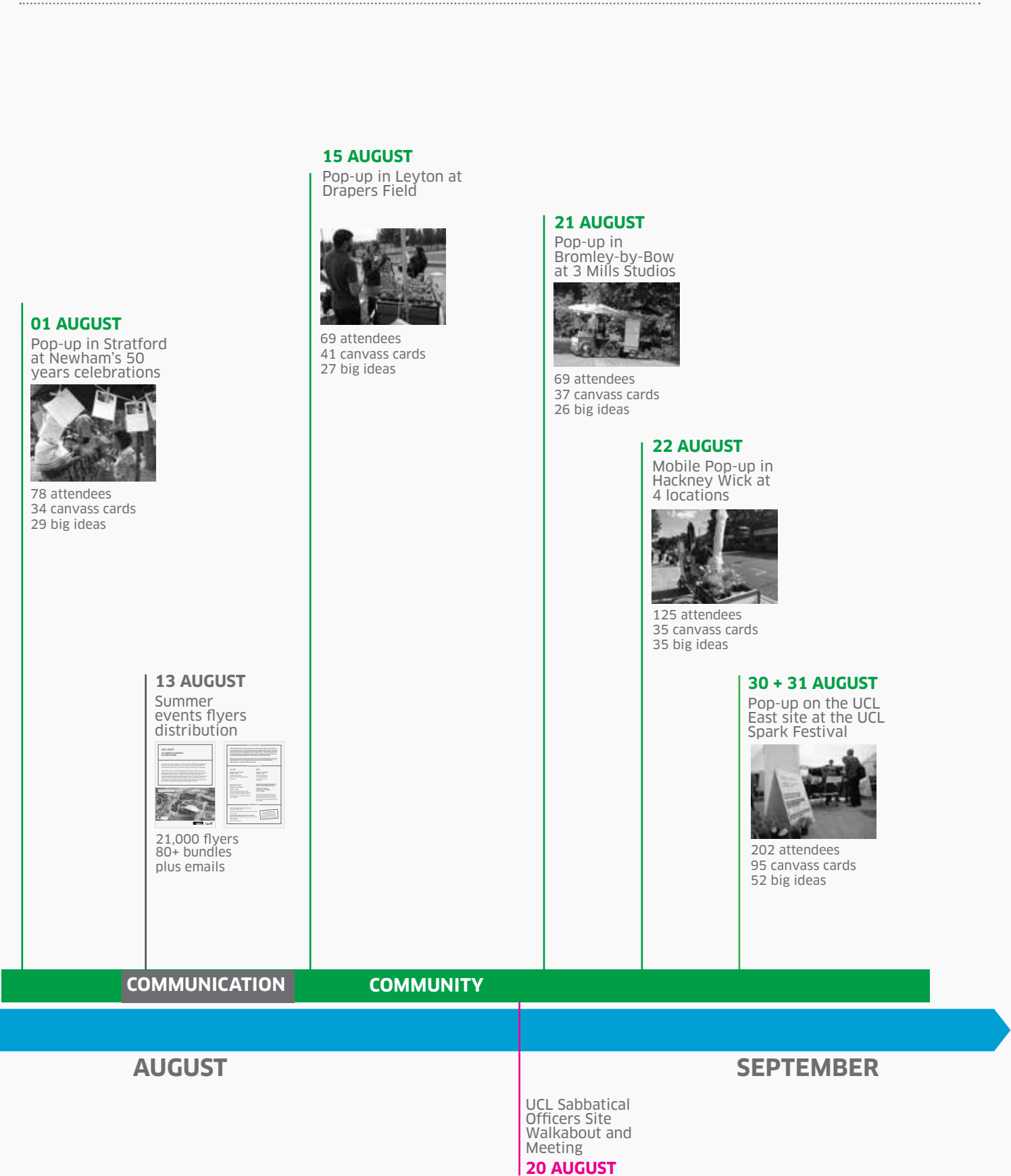
2015

JUNE



JULY

UCL Sabbatical Officers Meeting
08 JULY



STAGE 2

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

Alongside the below timeline existing LLDC panels were also kept up to date including the Park Panel and the Legacy Youth Voice.

<p>23 NOVEMBER School 21 Activity Session</p>  <p>25 year three students 4 group collages 4 exploration sheets</p>	<p>25 NOVEMBER Leaways School Activity Session</p>  <p>5 year 10 & 11 students 1 group collage 1 exploration sheets</p>	<p>27 JANUARY Door-to-door flyer distribution</p>  <p>21,000 flyers 80+ bundles plus emails</p>	<p>9 FEBRUARY Update to UCL and Queen Elizabeth Olympic Park UCL East webpages</p>  <p>1,282 unique views from 17 Feb to 5 Mar</p>
<p>23 NOVEMBER Carpenters Primary School Activity Session</p>  <p>30 year five students 4 group collages 4 exploration sheets</p>	<p>25 NOVEMBER Heathcote School Activity Session</p>  <p>25 year nine students 3 group collages 4 exploration sheets</p>		 <p>11,790 unique views from 1 Feb to 18 April</p>
YOUTH		COMMUNICATION	

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

STAGE 2 (continued)

22-25 FEBRUARY*

UCL Bloomsbury
Road Show



74 attendees
10 feedback forms
2 quick comments

*Number of attendees
were recorded at
staffed events on the
22nd and 25th only.

23 FEBRUARY

UCL Bartlett School
of Architecture
Road Show



4 attendees
2 feedback forms
2 quick comments

24 FEBRUARY

Public Workshop
in The Podium
(the Park)



13 attendees
2 table worksheets

25 FEBRUARY

Main Exhibition
in the London
Aquatics Centre



37 attendees
2 feedback forms
3 quick comments

25 FEBRUARY

Schools Feedback
Session at the
Main Exhibition



30 year five students
from Carpenters
Primary School

27 FEBRUARY

Main exhibition
in the London
Aquatics Centre



219 attendees
26 feedback forms
28 quick comments

27 FEBRUARY

Public Workshop
in The Podium
(the Park)



7 attendees
2 table worksheets

UCL

COMMUNITY

2016

FEBRUARY

STAGE 3

Stage 3 continued to raise project awareness for UCL staff, students, the local community and visitors to the Park.

9 - 12 JULY

Door-to-door
flyer distribution



21,000 flyers
80+ bundles
plus emails

11 JULY

Park Panel
presentation



13 JULY

Faithful Friends
Meeting



25 attendees

29 JULY

Soft launch of the
Main Exhibition
in the London
Aquatics Centre



37 attendees
2 feedback forms
3 quick comments

30 JULY - 13 AUGUST

Main Exhibition
in the London Aquatics
Centre



9 days
2,650+ attendees
159 feedback forms
40 quick comments

10 AUGUST

Senior BEEs
Workshop



17 attendees
3 table worksheets

11 AUGUST

Legacy Youth
Voice Workshop



19 attendees
3 table worksheets

COMMUNICATION

COMMUNITY

2016

JULY

AUGUST

3.3 Mapping consultees & demographics

Stage 1:
87 mapped
139 off-map
145 unknown

Stage 2:
64 mapped
52 off-map
513 unknown

Stage 3:
132 mapped
449 off-map
2149 unknown



STAGES 1, 2 & 3 COMMUNITY DEMOGRAPHICS *

	Stage 1 Pop-up events	Stage 2 Exhibitions & Road Shows	Stage 3 Exhibitions	Stages 1, 2 & 3	Ward average	Average comparison
Gender						
Male	46%	60%	52%	53%	50%	+3%
Female	54%	40%	48%	47%	50%	-3%
Age						
Under 25	17%	19%	23%	20%	35%	-15%
25-39	41%	31%	29%	34%	34%	0%
40-54	30%	33%	31%	31%	17%	+14%
Over 55	11%	16%	17%	15%	13%	-2%
Ethnicity						
White	59%	71%	71%	65%	46%	+19%
BME	41%	29%	29%	35%	54%	-19%

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

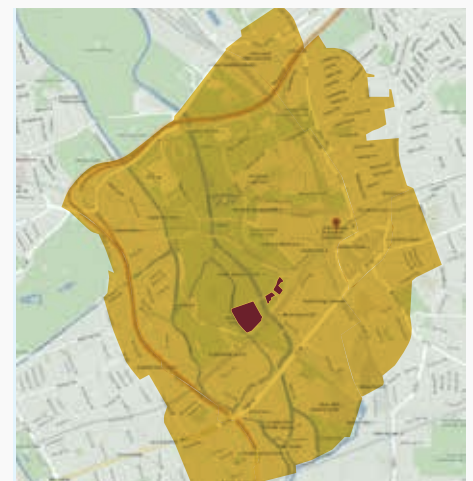
3.4 Communication & promotion



UCL website



Queen Elizabeth Olympic Park website



Targeted promotion area

Keeping in touch

The local community, public and key stakeholders were kept informed throughout all four stages of the consultation process. The following outlines wide range of communication methods.

Websites

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

UCL website
ucl.ac.uk/ucl-east

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

Park News

Information on the project was included in June and September 2015, and in February and May 2016 editions of Park News which were distributed to 18,000 households and businesses around the Park and local centres.

Meetings

LLDC attended 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 2016)
- Park Panel (11th January 2016 & 11th July 2016)
- Faithful Friends (13th July 2016) - faith groups from Forest Gate

Letters, emails & flyers

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

At each stage approximately 21,000 event flyers were delivered to households and businesses surrounding the site, alongside over 80 'bundles' to local centres.

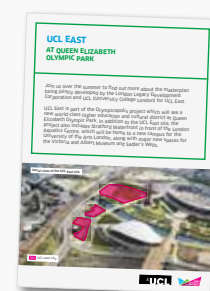
In addition all who have been involved / registered their interest to date were emailed or posted a copy of a flyer. This includes approximately 770 people from stages 1, 2 and 3 who were kept informed for stage 4 Final Masterplan events.

UCL communications

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.

Communications include the following:

- UCL Events Calendar on Events blog page
- E-Newsletter - The Week@UCL to all UCL staff (14,000)
- UCL home page
- UCL's UCL East website: Getting Involved



Stage 1 Event flyer



Stage 3 Event flyer

3.5 Activities & events

STAGE 1



Walkabout sheet



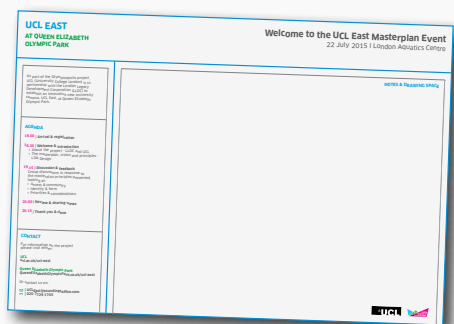
Workshop working groups



Workshop final exercise and gift

Masterplan Event

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



'Place mat' / agenda

Workshop

This was the main event of the day and started with a presentation introducing the project by LLDC and UCL, the site constraints and an overview of the initial masterplan principles from LDA Design.

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

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

Event details

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

Walkabout

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

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

Event details

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



Pop-up at UCL, in the South Quad



Mobile pop-up in Hackney Wick



Pop-up in Stratford

Pop-up events

Pop-up events were held at both the UCL Bloomsbury campus and in the neighbourhoods surrounding the site over the summer 2015. These aimed to raise awareness of the UCL East project and through a variety of consultation tools, collect a comprehensive range of ideas, issues and aspirations to help inform development of the draft masterplan. Activities included:

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

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

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

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

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

UCL Pop-ups

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

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

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

Event details

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

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

Summer community Pop-ups

During summer 2015, pop-ups were held in the neighbourhoods surrounding the site to raise awareness and understand a cross-section of local views on UCL East. These events took the form of a mobile set-up attached to a cargo bike - "Planting Ideas", was the theme and everyone who shared an idea received a culinary plant to take away as a thank you.

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

Event details

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

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

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

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

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

STAGE 1 (continued)



Youth board session



Legacy Youth Voice Workshop (group session)



Legacy Youth Voice Workshop (working in pairs)

Youth engagement

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

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

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

Legacy Youth Voice workshop

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

Youth Board focus session

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

Involvement in Spark Festival

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

Event details

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

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

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



Sabbatical officers walkabout



Sabbatical officers follow-on meeting



Teachers' Forum

Group sessions & outreach

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

Teachers' forum

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

These were very useful meetings that introduced the project, discussed initial issues relating to schools and helped inform session plans for both Primary and Secondary school involvement, which was carried out during the 2015 autumn term.

Event details

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

Sabbatical officers meeting

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

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

Sabbatical officers walkabout

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

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

Event details

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

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

Academic Challenge Panel (ACP) Sub-Group sessions

UCL carried out a number of internal consultations with regards to UCL East. In particular the UCL Academic Challenge Panel (ACP) contributed ideas and tested initial thinking from an academic expert and UCL perspective. A number of ACP sub-groups were held in June 2015 which looked at specific areas of knowledge and interest.

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

Event details

1. Access, community, security: Friday 12 June 2015, 10am-12pm, UCL

2. Operational, infrastructure: Monday 22 June 2015, 2-4pm, UCL

3. Sustainability, smart technologies, biodiversity: Wednesday 24 June 2015, 10am-12pm, UCL

4. Urban design: Thursday 25 June 2015, 10am-12pm, UCL

5. Consultation process: Monday 21 September 2015, 10.30am-12.30pm, UCL

STAGE 2



Local Road Show, Bow (Tesco)



Local Road Show, Fish Island (Stour Space)



UCL Road Show, Bloomsbury (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, 3-7pm, in Leyton at Drapers Field.
- 3: Friday 19 February 2016, 9am-5pm, in Stratford at Stratford Shopping Centre.
- 4: Saturday 20 February 2016, 11am-1pm, in Fish Island at Stour Space.
- 5: Saturday 20 February 2016, 2-4pm, in 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 for 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 wanted 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).

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 draft 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. 28 individual feedback forms, 80 quick comments and 21 'commen-tree' comments were received.

Event details

1. Thursday 25 February 2016, 2-8pm, at The Upper Welcome Zone of the London Aquatics Centre
2. Saturday 27 February 2016, 11am-5pm, at The Upper Welcome Zone of the London Aquatics Centre

STAGE 2 (continued)



Site walkabout & survey



Legacy Youth Voice workshop



Round up session

Youth engagement

Continuing from the first stage of youth engagement in summer 2015, the masterplanning team went back to present the emerging masterplan to Legacy Youth Voice and gathered feedback.

In addition the schools involvement sessions that were informed by the Teachers' Forum in July 2015 were held. 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.

Legacy Youth Voice workshop

A dedicated session was held with the Legacy Youth Voice during which the masterplanning team presented 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 the Stage 2 consultation events.

Event details

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

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, site survey, 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' included measuring the site, recording key views through polaroid cameras, mapping out the sun path and recording the current 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 to the wider group.



Schools feedback session



Presentation by LDA Design at the public workshop



Public workshop round table group discussion

Primary & Secondary Schools activity (continued)

Event details

Monday 23 November 2015,
at The Upper 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 Upper 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 in February 2016, 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 Upper Welcome Zone of the
London Aquatics Centre

Workshops

Public Workshops were held in February open to all.

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

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 Design 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.

STAGE 3



Exhibition space 'Fluid zone'



Interactive model



Physical scale model

Main Exhibition

The main exhibition was held in the Upper Welcome Zone of the London Aquatics Centre over a two week period. The space was shared with Stratford Waterfront as part of the Cultural and Education District alongside Pudding Mill.

The UCL East masterplan was presented through 11 exhibition boards (please see Appendix D) accompanied by a range of other interactive and engaging activities.

The overall layout of the exhibition space was one that mirrored the open and accessible leisure and learning environment that UCL East aspires to create.

UCL East & the Cultural and Education District

The public exhibition allowed visitors to the Park, local and UCL communities to gather, meet the team and provide feedback on the final draft Masterplan.

The activities included are detailed to the right.

Cargo bike: Legacy Youth Voice members were employed for the duration of the exhibition to welcome people in from the Park. They rode around distributing exhibition flyers. At the entrance, they also presented visitors with Cultural and Education District branded canvas bags and balloons.

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

Interactive section on the boards: On board 10, visitors were able to choose their preferred options and give additional ideas on meanwhile uses they would like to see on the UCL East site.

To-scale model: A model of all future and existing developments of the South Park and surrounding area made reference to the proposed scale and layout of UCL East in relation to the Park.

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

Virtual reality: Interactive 360 degree flyover videos of the UCL East site in relation to the Park from both a birds' eye and eye-level perspective were shown on a flat screen television and iPads. With the use of their smartphones, visitors could also experience the UCL East site with 3D goggles provided.

Schools engagement work: A short film that provided a summary of a session and presentation by pupils from local primary, and secondary schools was showcased at the exhibition on a flat screen television.

Over two weeks, approximately 2,700 people were engaged, 159 individual feedback forms and 40 quick comments were received.

Event details

Saturdays: 30 July (launch), 6 & 13 August, 11am–5pm

Tuesdays: 2 & 9 August, 11am–3pm

Wednesdays: 3 & 10 August, 1–5pm

Thursday: 11 August, 4–8pm

Friday: 5 August, 4–8pm

Held at the Upper Welcome Zone, London Aquatics Centre.



LYV session, 11/08/2016



Senior BEEs session, 10/08/2016



LYV session, 11/08/2016

Group sessions & outreach

There was a significant under representation of BME communities and other hard to reach groups in Stage 2. Together with Stratford Waterfront, we set out to contact 18 local groups (excluding Legacy Youth Voice); 4 groups responded and 2 were engaged; Senior BEEs and Faithful Friends.

Workshops provided an opportunity for feedback and more in-depth conversation. Workshops began with a presentation of the UCL East Masterplan followed by table discussions on the key themes of the masterplan.

Faithful Friends'

Fluid attended the Faithful Friends' bi-monthly meeting in July to introduce the project through flip book and handed out leaflets for the Stage 3 events. The meeting was attended by 10 local faith groups (see Appendix E).

Event details

1: Wednesday 13 July 2016, 7.30-8pm, at the Emmanuel Parish Church in Forest Gate.

Senior BEEs

The group was invited to visit the exhibition outside the public opening hours to offer enough time to view the exhibition and share any key issues / suggestions with the team. In total 17 members were involved in the workshop session.

The Senior BEEs are a group of over 50's from Hackney with a specific interest and understanding of the built environment. They make valuable contributions to development plans with their unique perspectives and their local knowledge.

Event details

1: Wednesday 10 August 2016, 11am-1pm, in London Aquatics Centre.

Youth engagement

Sessions with the Legacy Youth Voice have been consistent throughout the consultation process and provided an opportunity for feedback from local young people.

Legacy Youth Voice

Engagement of the Legacy Youth Voice continued into Stage 3 in the form of a workshop, held together with Stratford Waterfront. 19 members were involved.

At the workshop, a representative from LDA Design talked through the UCL East Masterplan, followed by table discussions on key themes of the masterplan.

Event details

1: Thursday 11 August 2016, 12-3.30pm in London Aquatics Centre.

3.6 Findings: Stage 1 Masterplan Principles

Introduction

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

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

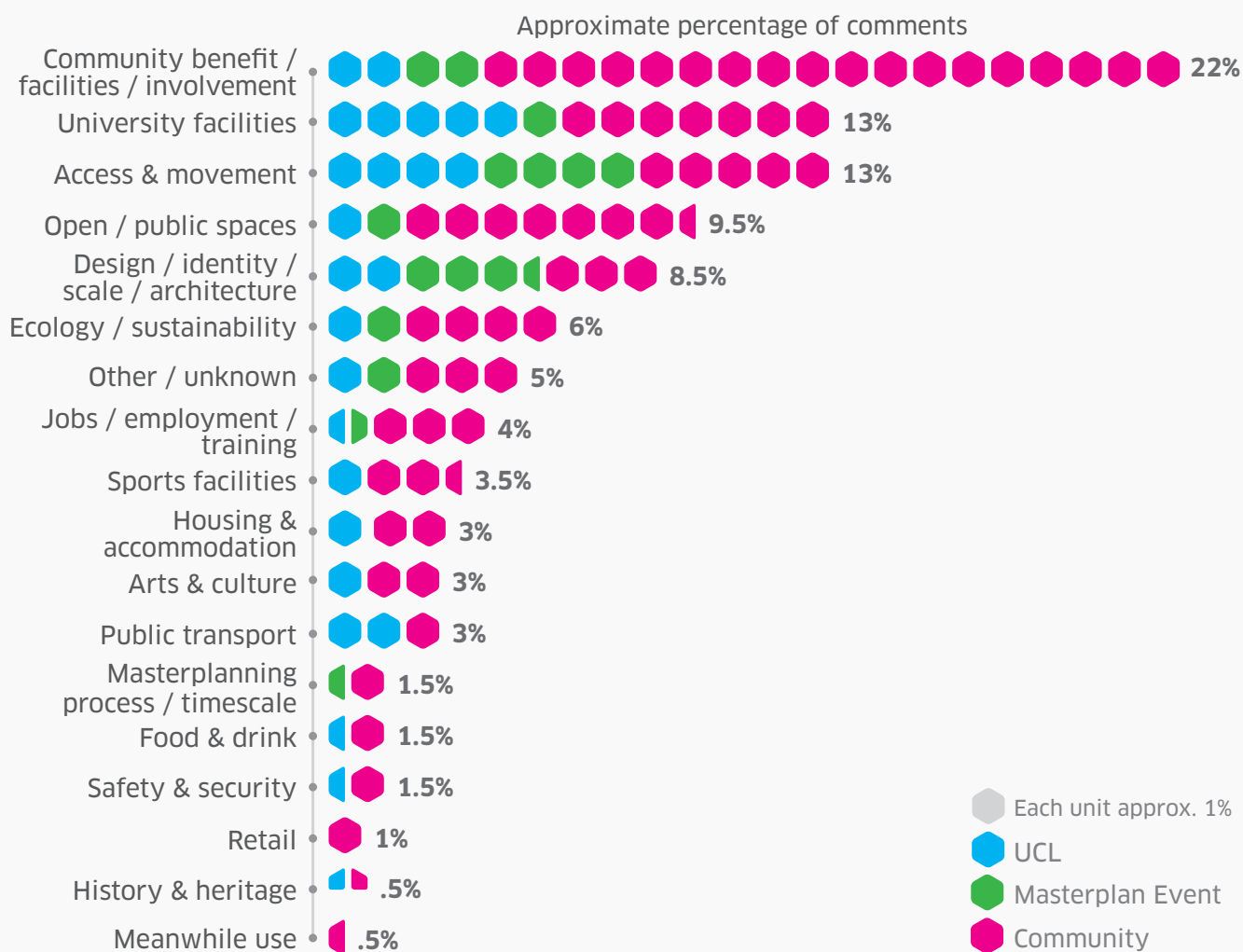
The feedback received was regularly communicated and discussed with LLDC, UCL and the LDA Design masterplanning team to inform the approach and development of the draft masterplan. This section of the report provides a detailed summary of the feedback, which was collected from the following sources:

- Community Canvass Card.
- UCL Canvass Card.
- Masterplan Event worksheets.
- Masterplan Event walkabout sheet.
- 'Big Ideas Map' consultation activity.
- 'Wheel of Fortune' consultation activity.
- Emails and letters received.
- Feedback through the various focus group sessions

Headline findings

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

Topics most discussed during stage 1 of consultation



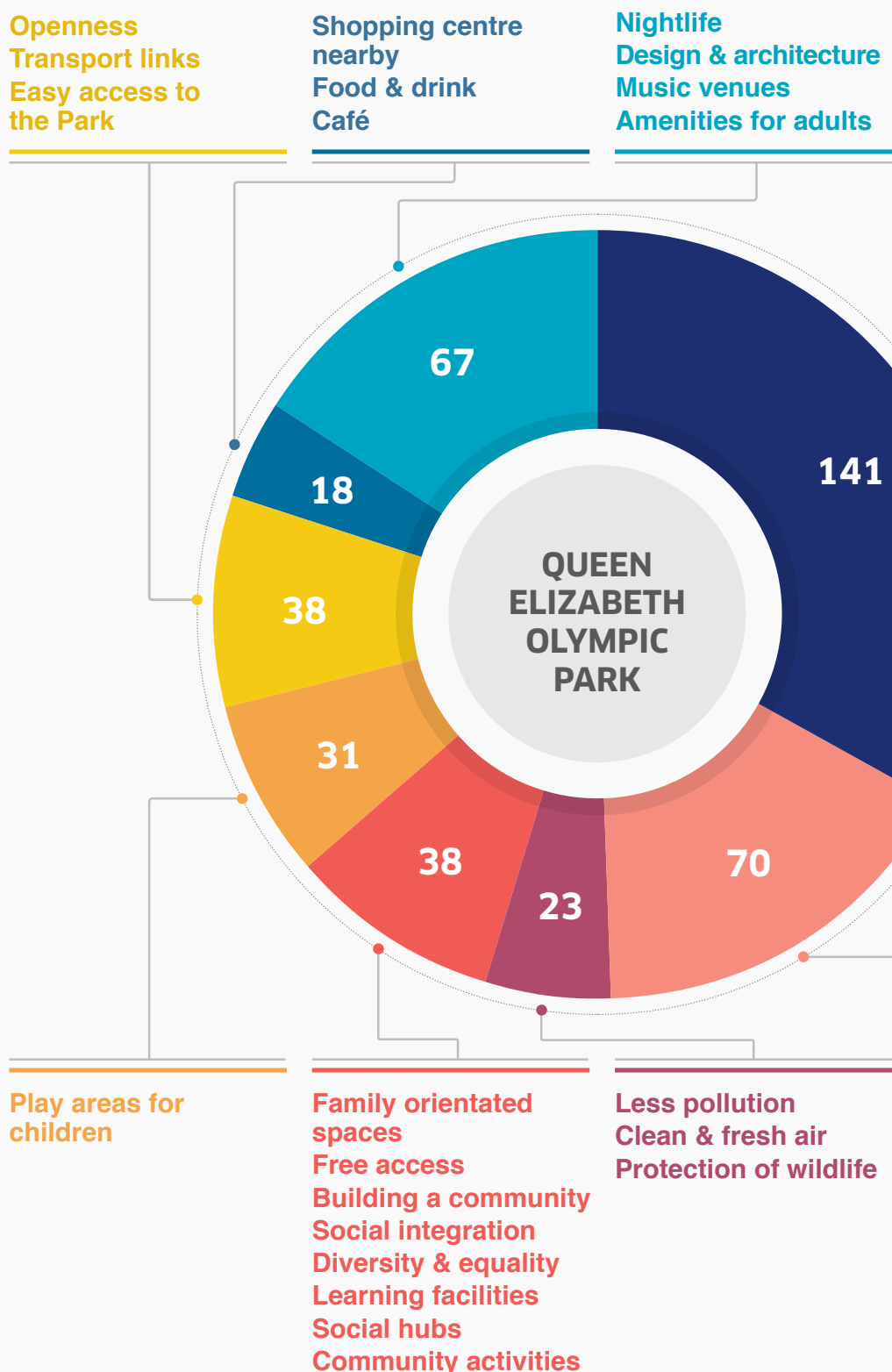
What qualities do you value most...?

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

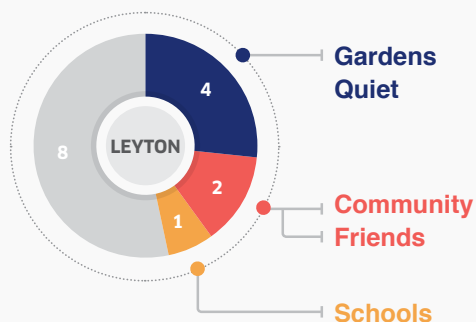
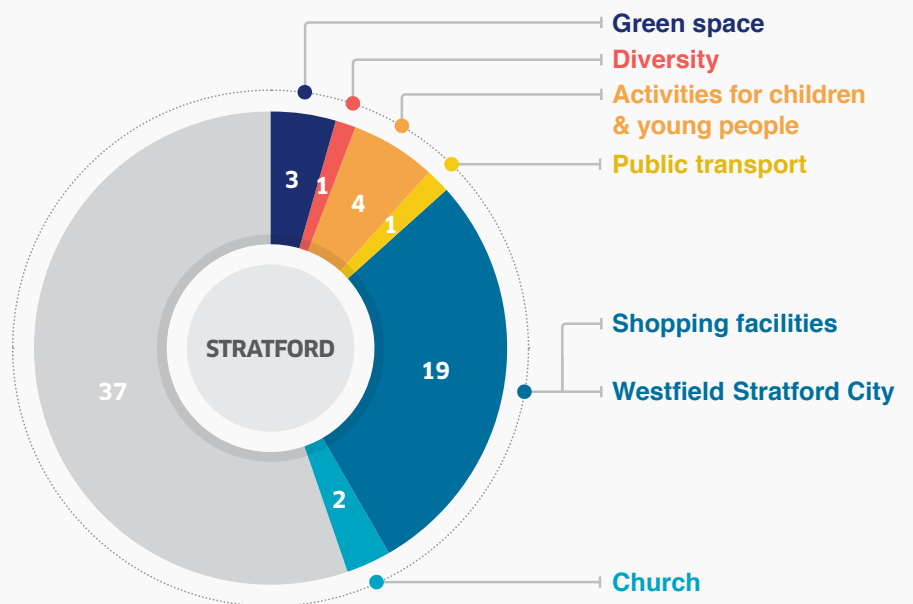
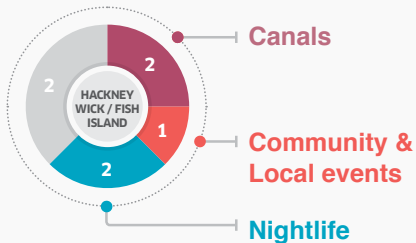
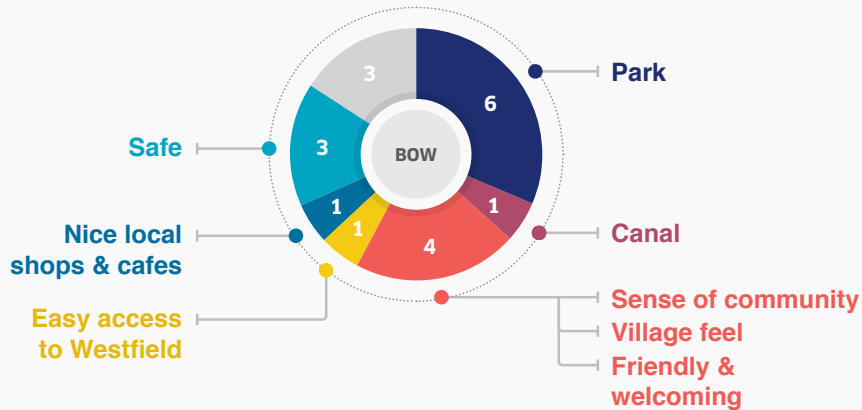
In the surrounding area, Stratford received the most comments on specific qualities most valued. In contrast to other areas, shopping and access to local facilities were highly valued in Stratford.

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

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



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



COLOUR KEY

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

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

Community involvement

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

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

"Community: Are you a...?"

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

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

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

"UCL: Are you a...?"

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



THREE WORDS THAT DESCRIBE YOU...

Dreamer / visionary opportunist

ARE YOU A...

☒ Undergraduate student ☐ Postgraduate student

☐ Academic staff ☐ Professional Services staff

☐ Visitor ☐ Other | Please state

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



THREE WORDS THAT DESCRIBE YOU...

green free kind

ARE YOU A...

☒ Local resident ☐ Local employee

☐ Local business ☐ Visitor

☐ Other | Please state


DO YOU LIVE IN...

☐ LB Newham ☐ LB Tower Hamlets

☐ LB Hackney ☐ LB Waltham Forest

☐ Other | Please state

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



THREE WORDS THAT DESCRIBE YOU...

Creative, Engaging, Helpful

ARE YOU A...

☐ Local resident ☐ Local employee

☐ Local business ☐ Visitor

☐ Other | Please state

DO YOU LIVE IN...

☐ LB Newham ☐ LB Tower Hamlets

☒ LB Hackney ☐ LB Waltham Forest

☐ Other | Please state

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



THREE WORDS THAT DESCRIBE YOU...

Teacher, Dad, Local resident

ARE YOU A...

☒ Local resident ☐ Local employee

☐ Local business ☐ Visitor

☐ Other | Please state

DO YOU LIVE IN...

☐ LB Newham ☐ LB Tower Hamlets

☐ LB Hackney ☐ LB Waltham Forest

☐ Other | Please state

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



THREE WORDS THAT DESCRIBE YOU...

*1. OLYMPIC FIRE CHAMPION!
2. GO-2 CHAMPSHIPS!
3. TEAM MEMBER OF UCL STAFF!*

ARE YOU A...

☐ Undergraduate student ☐ Postgraduate student

☐ Academic staff ☒ Professional Services staff

☐ Visitor ☐ Other | Please state

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



THREE WORDS THAT DESCRIBE YOU...

nerdy cool chemists

ARE YOU A...

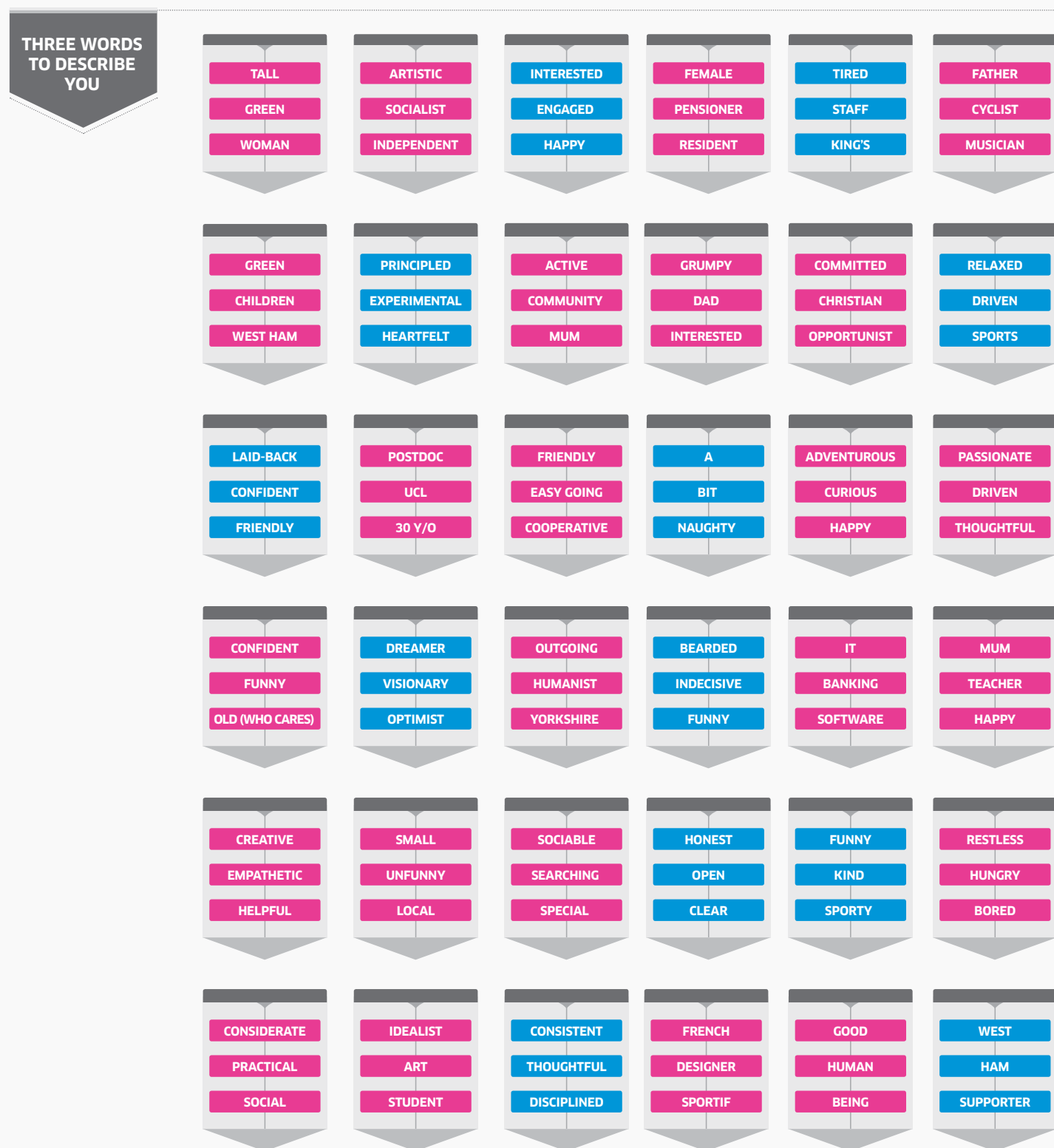
☐ Undergraduate student ☒ Postgraduate student

☐ Academic staff ☐ Professional Services staff

☐ Visitor ☐ Other | Please state

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

Canvass Card covers, with Polaroid photos of participants.



KEY

- Responses from the community
- Responses from UCL

Site walkabout - opportunities and lessons to learn

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

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

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

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

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



Access & movement

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



Design / identity / scale / architecture

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



Open / public space

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



Temporary use

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



Community involvement

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



Ecology & sustainability

- Encourage biodiversity
- More planting at approach points



Noise pollution / maintenance

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



Thornton Street

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



Pool Street - Thornton Street

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



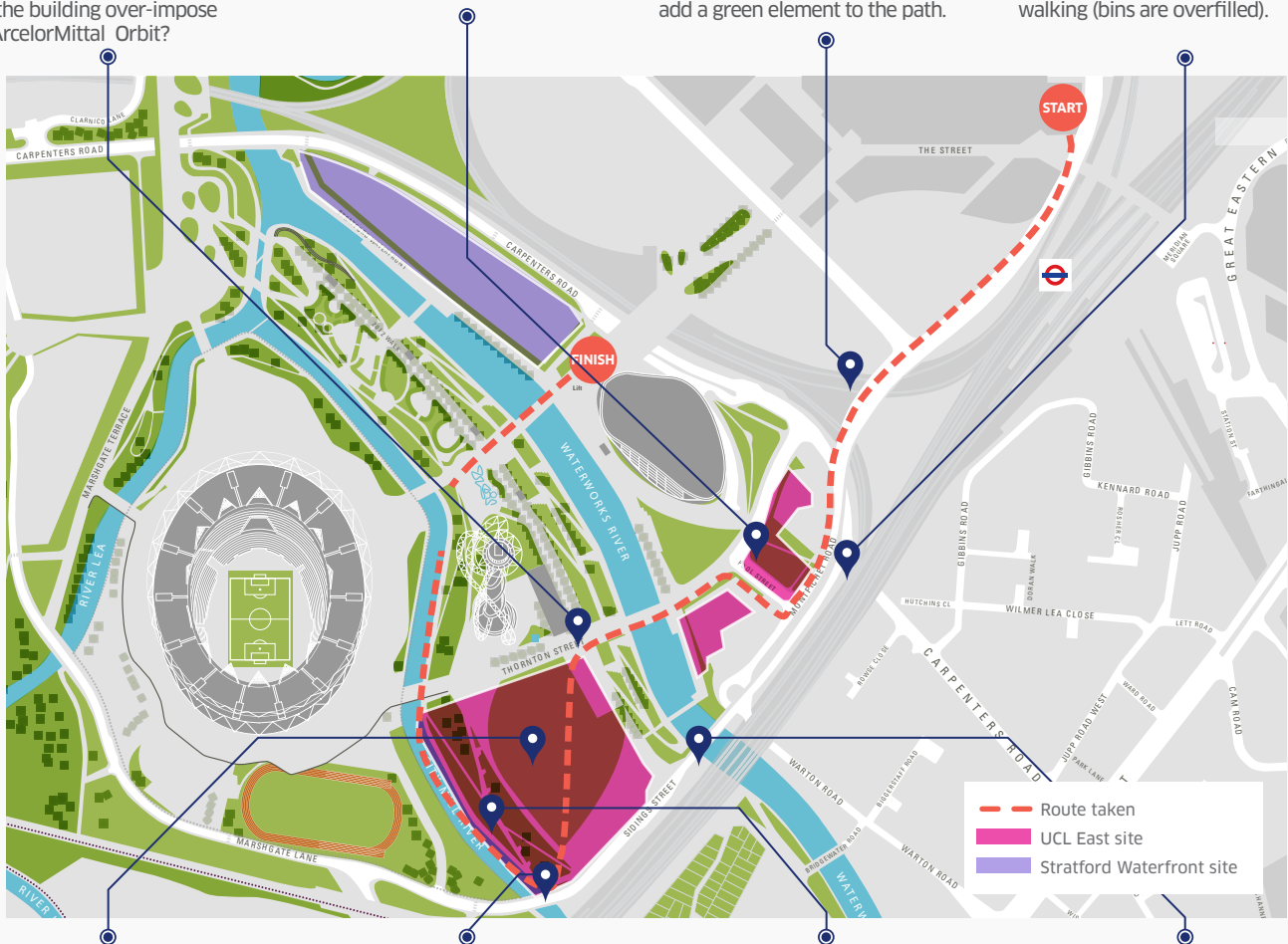
Montfichet Road

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



Loop Road - Carpenters Road

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



South Park Lawn / Sidings Street

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



South-west corner of South Park Lawn

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



South-west edge of South Park Lawn

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



Sidings Street

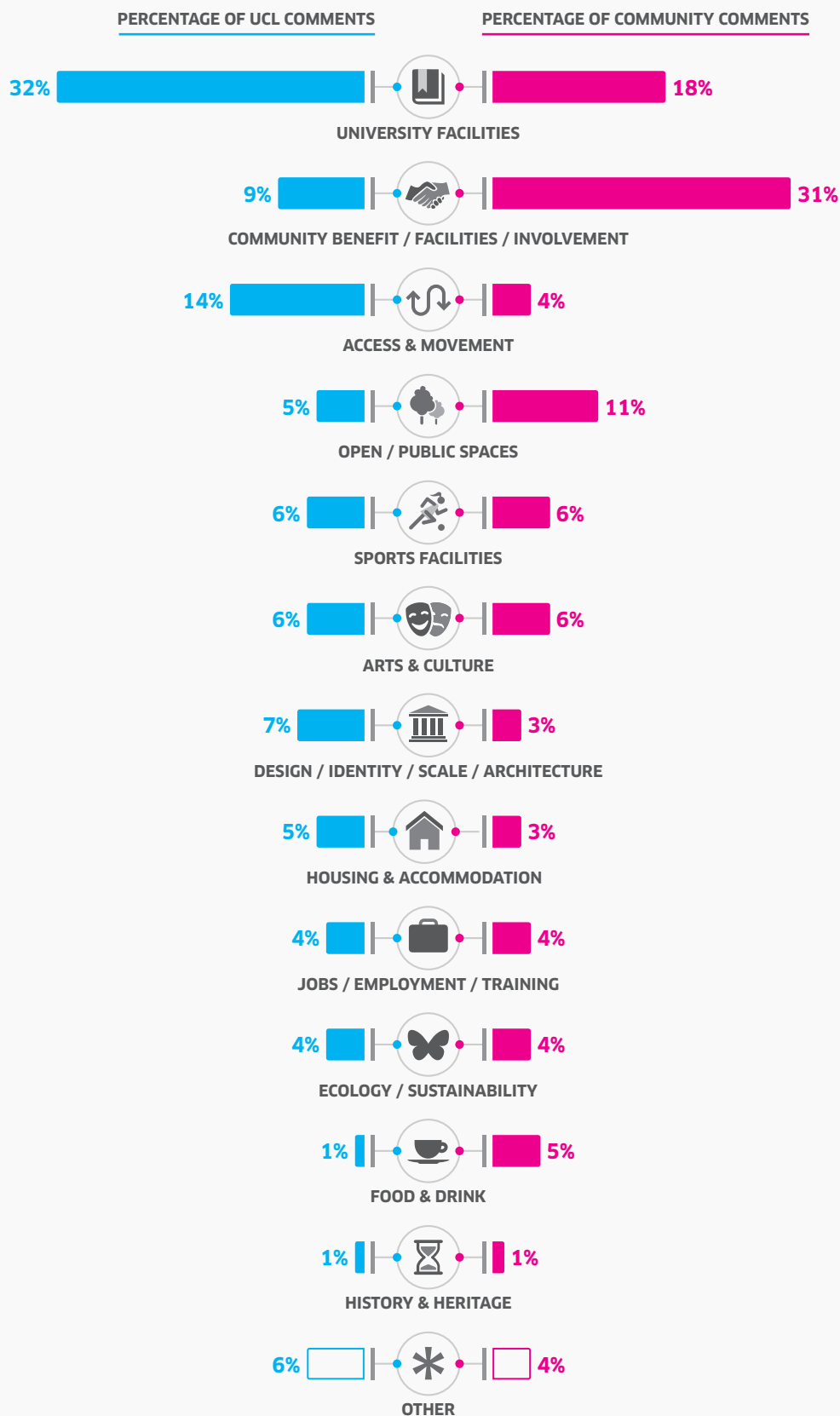
Having a 'front door' of a campus is a challenge as it is currently the backstreet.

Aspirations: What would you like to see at UCL East?

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

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

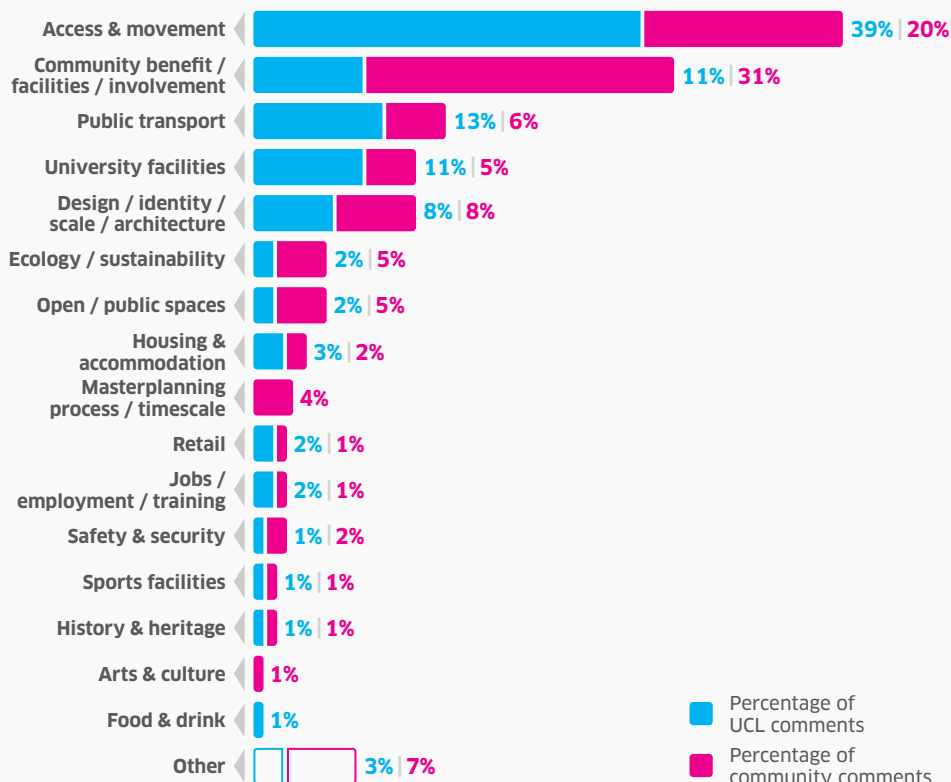
The diagram on the right shows a summary of community answers compared and contrasted with UCL responses.



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

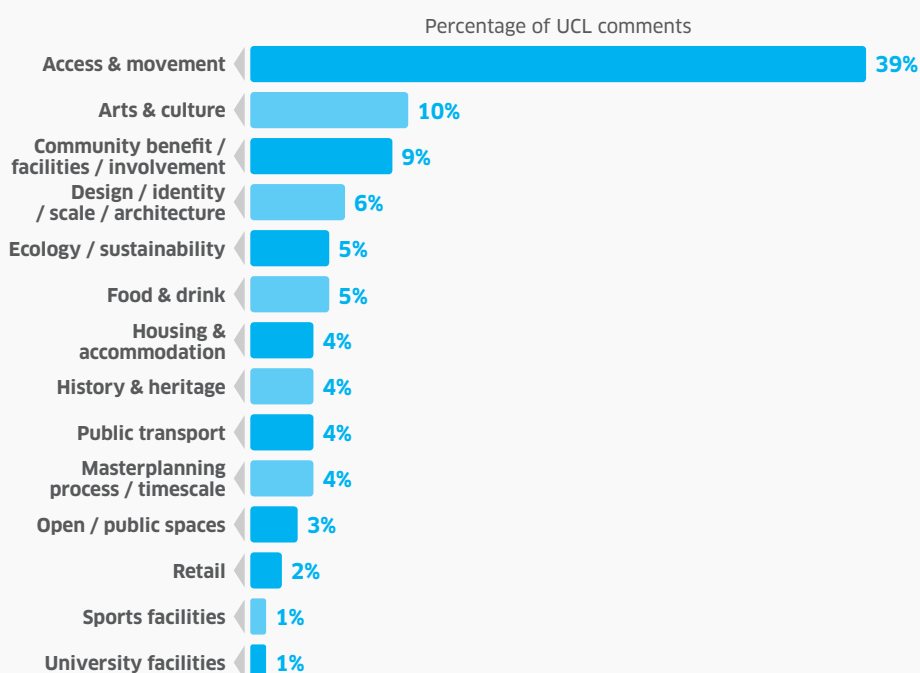
From a local community perspective, perceived challenges for UCL East were cited most frequently with regards to community integration. Asking how it can be truly beneficial to the existing community, and avoid the pitfalls of gentrification in an area that is undergoing significant change. Make it somewhere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

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



What lessons could UCL East learn from the Bloomsbury campus?

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



Your priorities

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

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

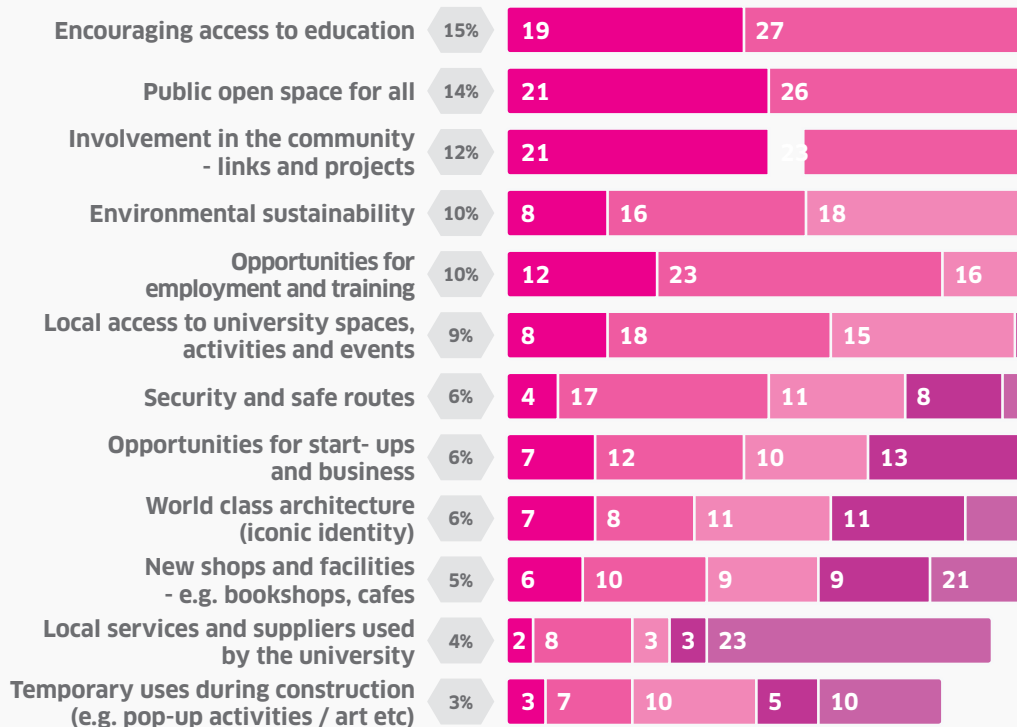
It was noted that all aspects listed would be considered as part of the masterplan, however this exercise aimed to understand what the key areas of interest and importance were between the different groups.

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

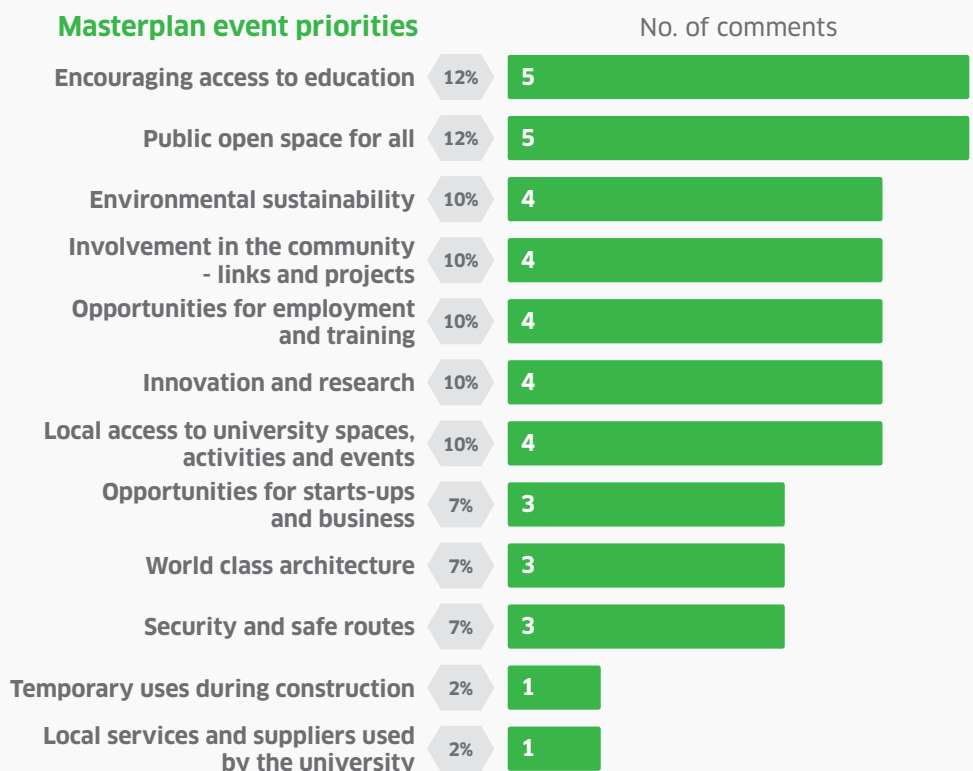
The diagrams to the right show the priorities in the order selected, separated by source, including:

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

Community priorities

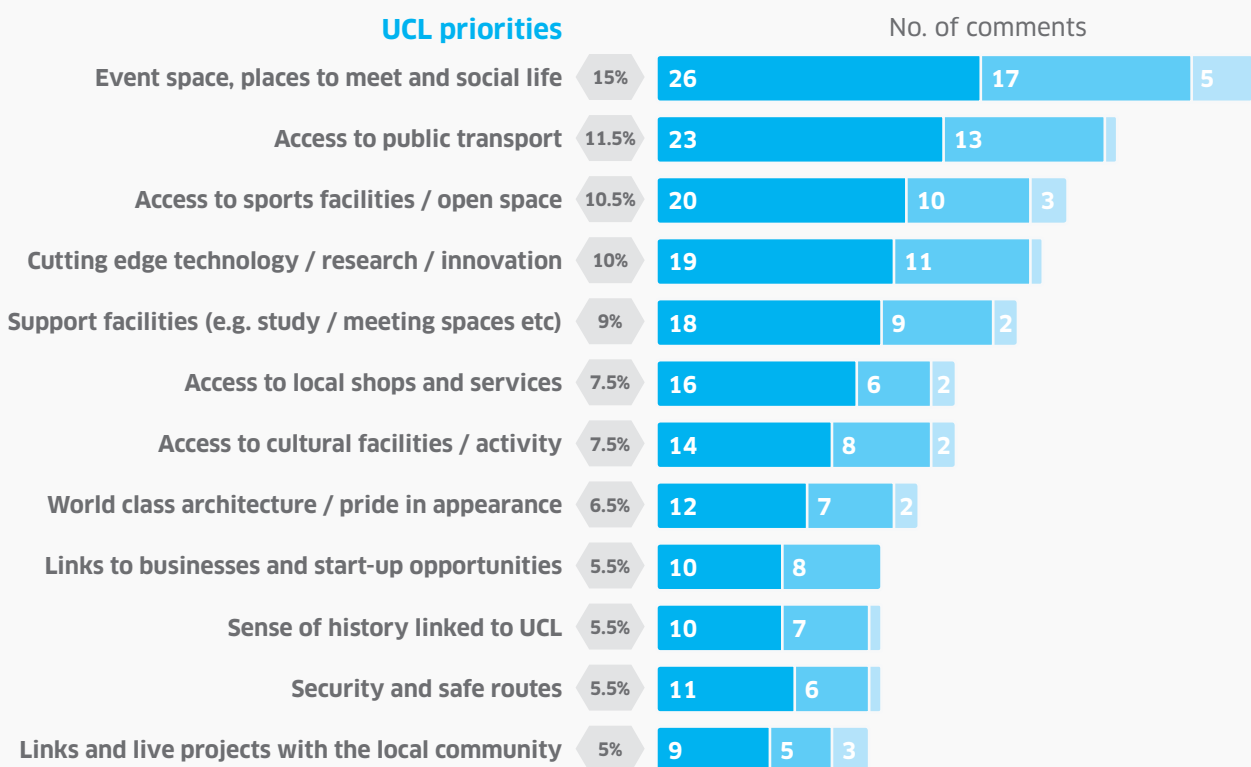
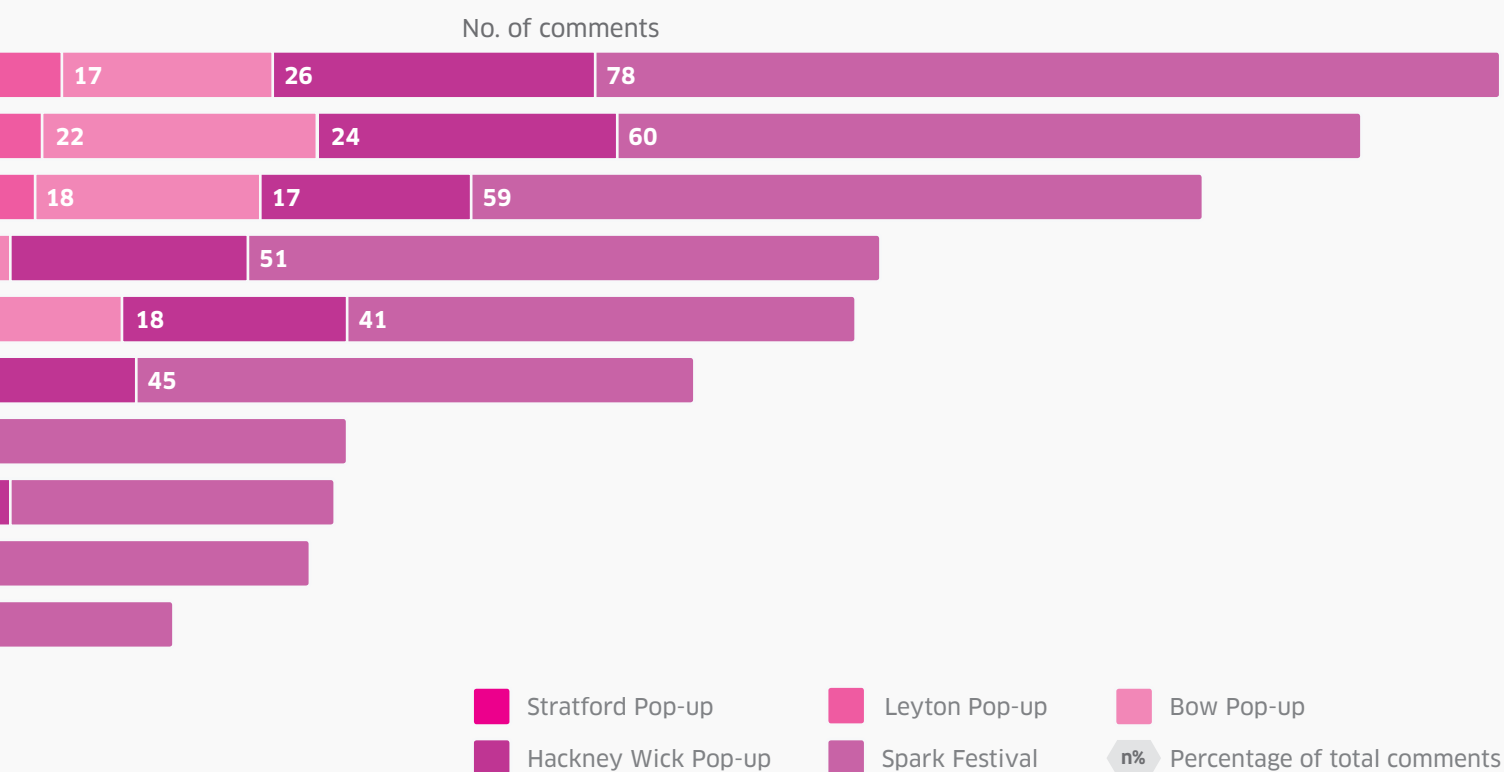


Masterplan event priorities



n% Percentage of total comments

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



Priorities & masterplan principles

Topic analysis

Pages 69 to 73 provide an in-depth summary of the comments received in Stage 1. This provides an overview of the key areas of discussion from all events and means of feedback.

All qualitative feedback was analysed comment by comment, and each categorised by the topic it references. In total we collected 2,324 comments in the first stage of consultation from Canvass Cards, Masterplan Event tablesheets, Big Ideas Map, Wheel of Fortune, Walkabout sheets and emails.

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

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

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

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



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

Physical connectivity



Access from Montfichet Road

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

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

Relationship with UCL Bloomsbury

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

Intuitive wayfinding

- Have clear sight lines and intuitive routes supported by Legible London type signage.
- Have an iconic “front door” for the site that links as many of the access routes as possible.
- The site should feel open and accessible to the local community - see public space on page 70 for more details.

Pedestrian and cyclist focused

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

Integrated disabled access

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

Capacity

Will there be sufficient capacity to accommodate the increased numbers on public transport, on the roads and on-foot? This relates, in part, to wider local developments, however further information is needed.

Waterways

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

Public space



Inclusive, involving and inviting

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

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

Activities

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

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

Management & maintenance

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

Levels of access

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

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

Make the most of the Park and river setting

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

Security and safety

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

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

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

Urban form & identity



Architecture & identity

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

Scale and views

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

Edges

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

Identity & place

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

Use, activities & facilities



University facilities

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

Access to sports facilities

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

Retail

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

A community facing university and level of access

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

Local outreach and access to education

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

Accommodation

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

Active at different times

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

Other comments & questions



Environmental sustainability

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

Gentrification

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

Timescale

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

Temporary use

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

Local employment and business

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

Noise from the London Stadium

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

Group sessions

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

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



Legacy Youth Voice

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

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

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

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

Youth board

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

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



Sabbatical officer meeting

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

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



Sabbatical officer walkabout

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

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

Amenity provision

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

Identity & urban form

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

Connectivity

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



Teachers' forum

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

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

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

Academic Challenge Panel (ACP) Sub-Group sessions

Alongside the community consultation process and wider engagement with Statutory Consultees, UCL carried out internal consultations regarding UCL East with the UCL Academic Challenge Panel. Soundings and the masterplanning team also attended these sessions.

The following provides an overview of these sessions and the key areas of discussion. The feedback was communicated to the masterplanning team through UCL during the masterplan development stages. An overview can be found in Appendix E.

ACP 1

Access, community, security

- Access to facilities
- Approach to integrate in to the existing Stratford community
- Safety and security for all
- Provision of community benefits at ground floor level

ACP 2

Operational, infrastructure

- Existing utilities and operational infrastructure in Queen Elizabeth Olympic Park
- Importance of sustainable and efficient heating and cooling system
- Approach to water source options as a long term flexibility
- Consider management and impact of noise in particular

ACP 3

Sustainability, smart technologies, biodiversity

- Adaptability and resource management of the site
- Approach to energy and water
- Recycling and innovative use of materials

ACP 4

Urban design

- Concept of a vision for the university that combines the formal and informal city meeting the Park and a campus on the river
- Creating a gathering 'heart space' which could be a singular or multiple
- Its relationship to east London and industrial heritage
- Opportunity for meanwhile use / temporary structures



Pop up at UCL Bloomsbury, June 2015



Masterplan Event Walkabout, 22/07/2015



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



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



Pop-up, 01/08/2015, St John's



Flip-book



Free plant to take home



Canvass Cards



Mobile installation



Wheel of Fortune



Big Ideas Map

3.7 Findings: Stage 2 Emerging Masterplan

Introduction

Stage 2 events 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 workshop 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**

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.



Masterplan in section, February 2016

Masterplan themes

The masterplan was presented under three key themes; Access & inclusion, Form & identity and Sustainability, that related to the design 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.



Headline findings

Movement & connectivity: Although out of the masterplan boundary, a major concern for many people was 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.

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 was requested 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 an open approach to 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 was requested on the detailed designs.

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.



Emerging masterplan at ground floor level, February 2016

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.

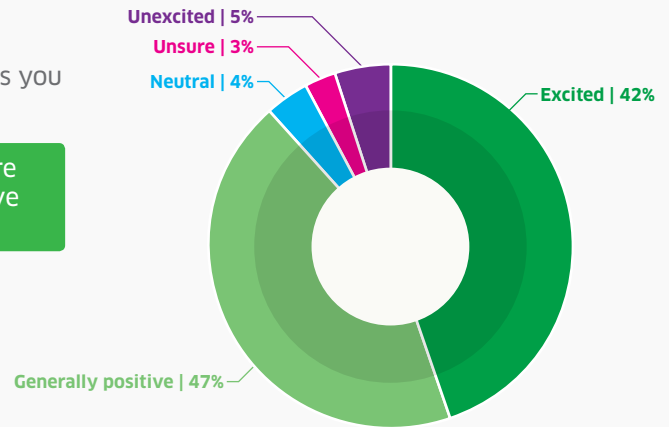
KEY - Q2 TO Q5

Very well	Don't know	Not at all
Well	Poorly	No answer

1. Overall impression

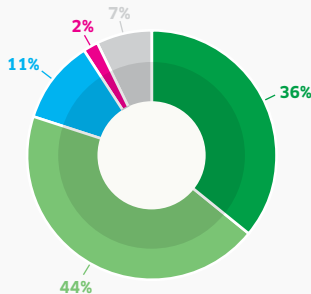
What is your overall impression of the plans you have seen?

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



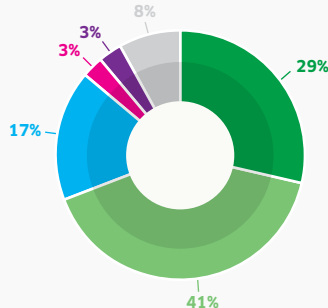
2. Your priorities

How well are your expectations met by the approach described?



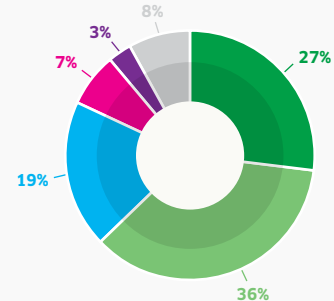
3a. An open & accessible campus

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



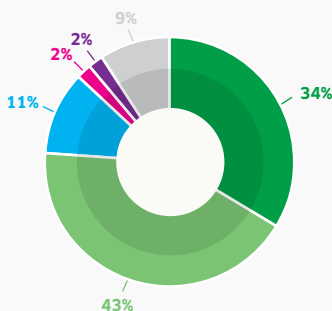
3b. An open & accessible campus

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



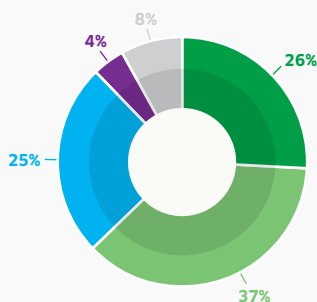
4. A strong identity

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

Above is a summary of the tickbox feedback received from the feedback forms. The following pages provide a more in-depth synopsis of all the feedback received.

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 the second stage of the consultation process.

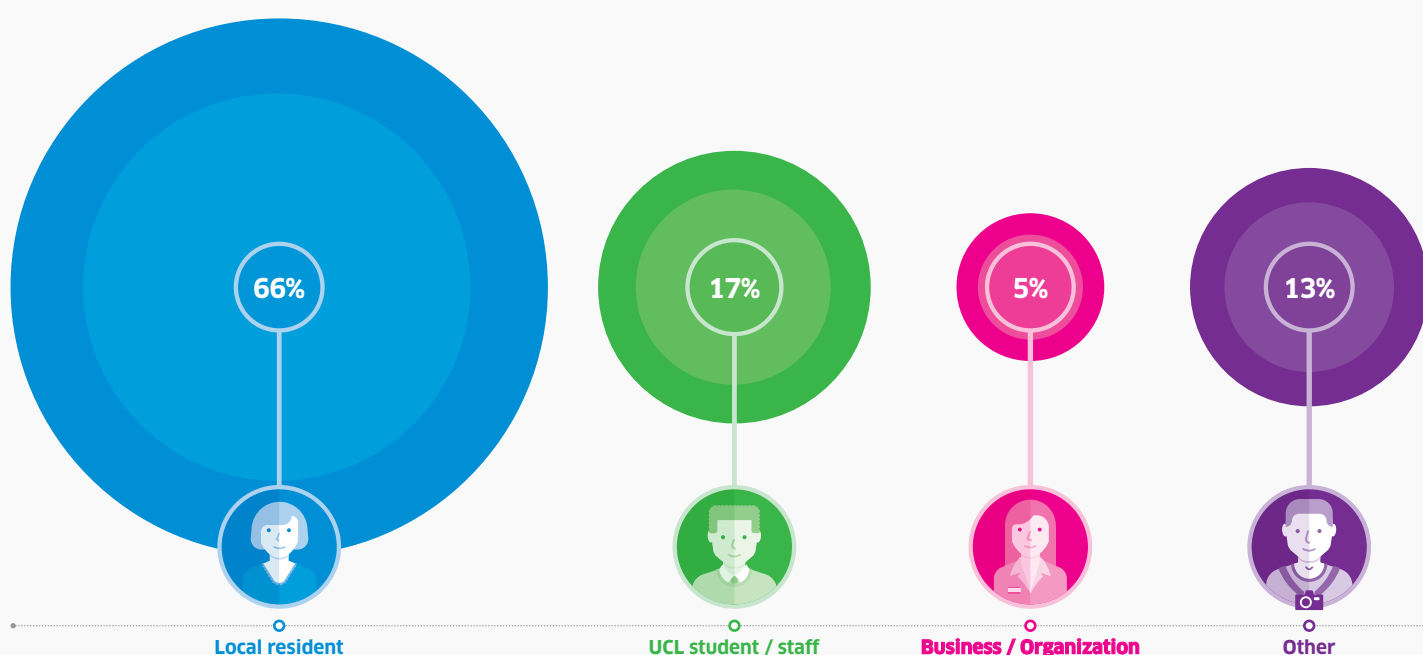




Feedback Form

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

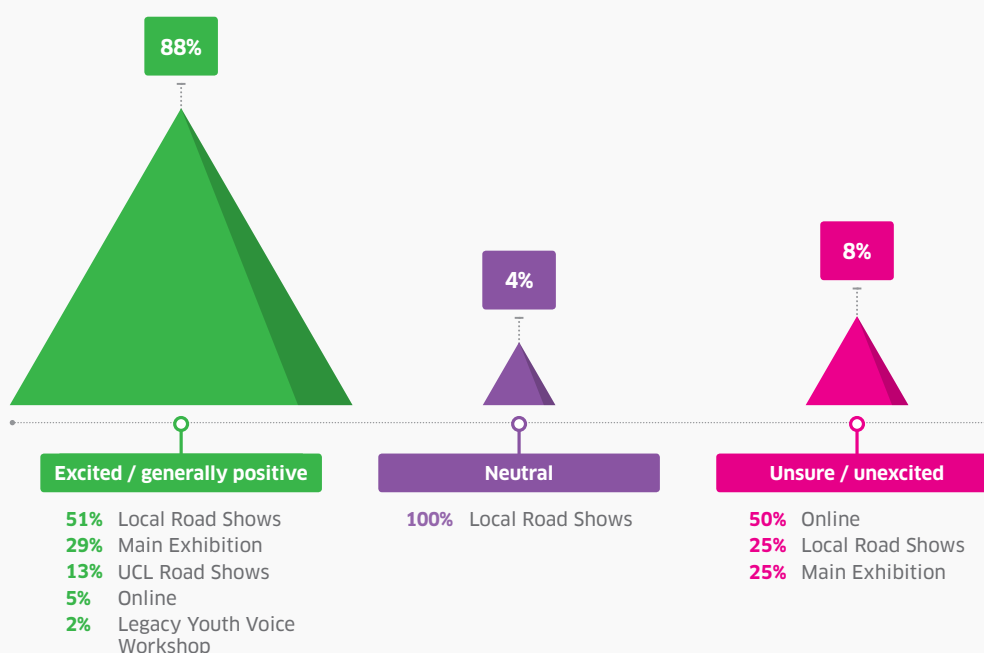
Q: Are you a...



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

OVERALL IMPRESSION

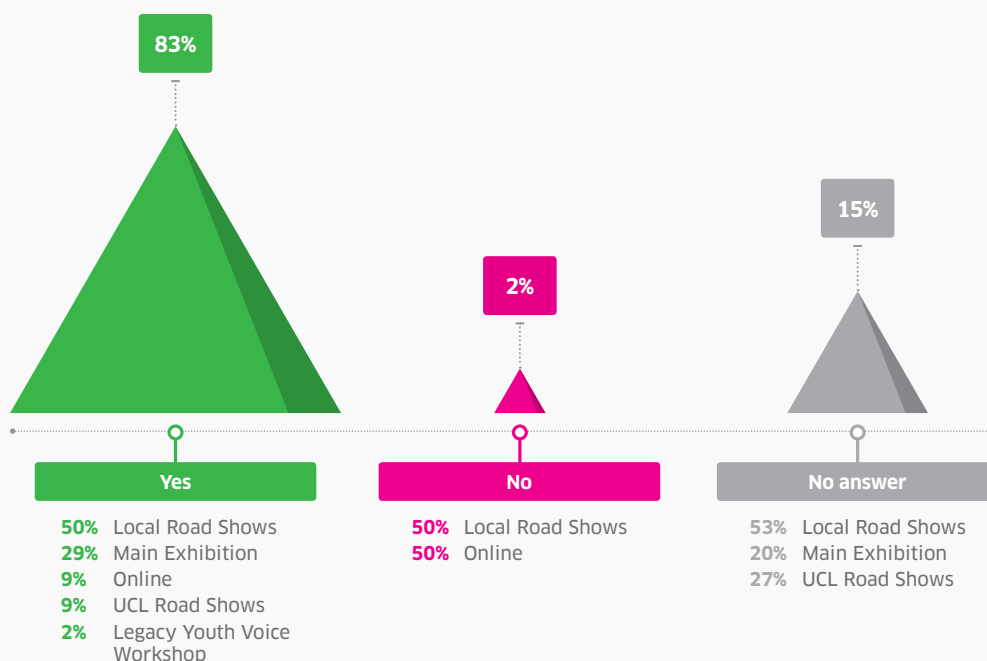
Q: What is your overall impression of the plans you have seen in this exhibition?



ABOUT THE CONSULTATION

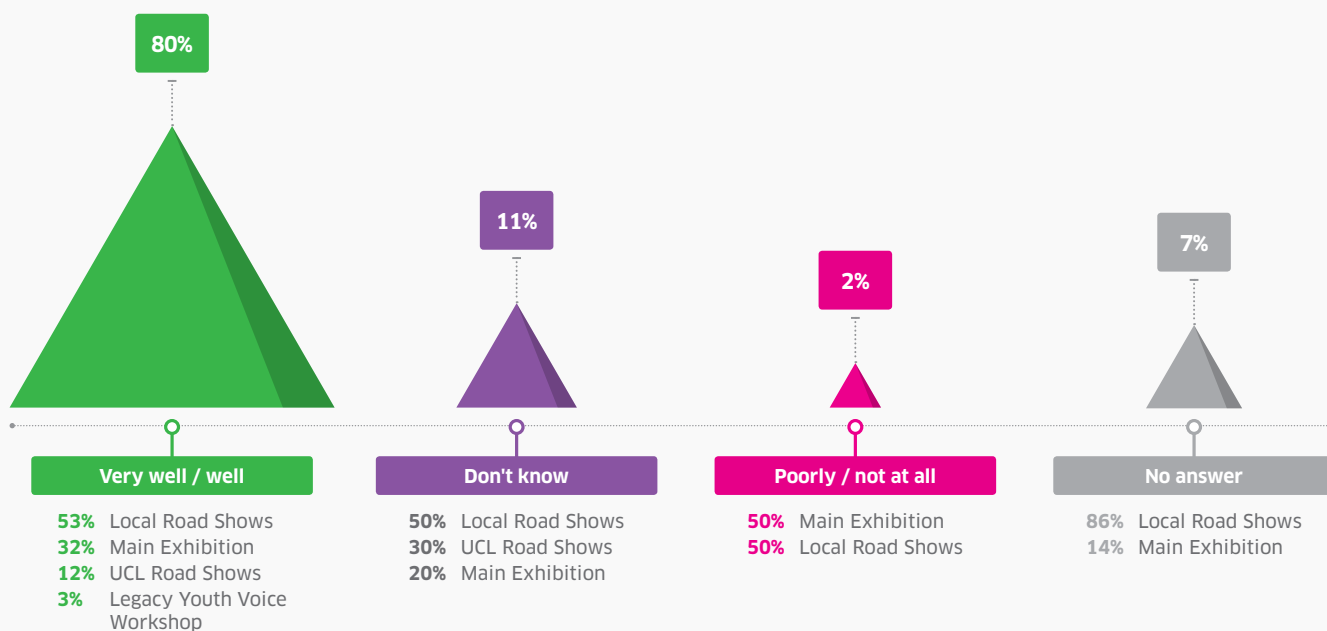
Q: Have you found this event informative?

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 respondents felt that more advertising about the events could have been done.



YOUR PRIORITIES

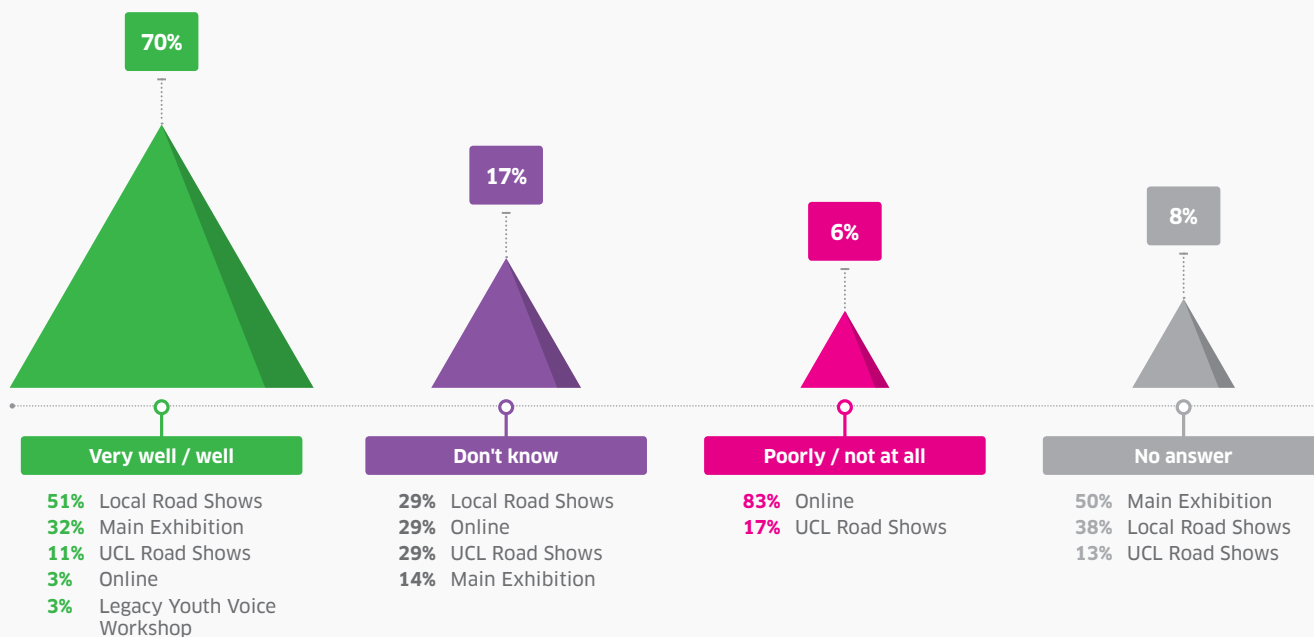
Q: How well are your expectations met by the approach described? *



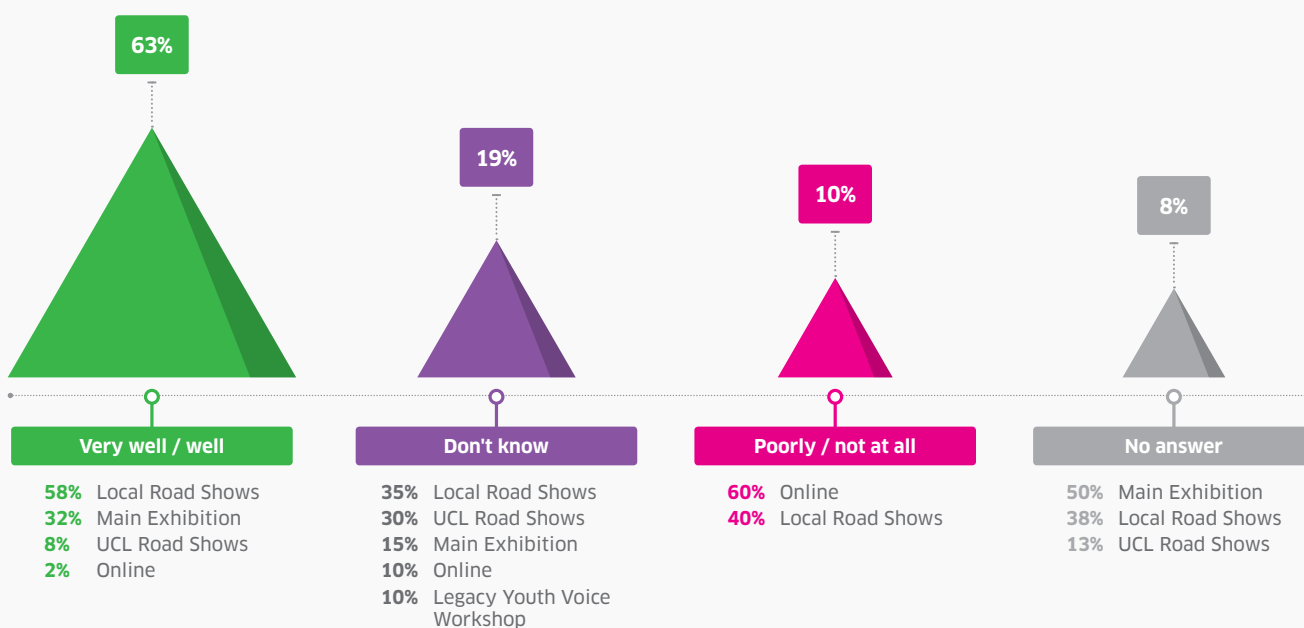
*This question was not asked in the online feedback form. Results are thus calculated out of 94 feedback forms.

AN OPEN & ACCESSIBLE CAMPUS

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

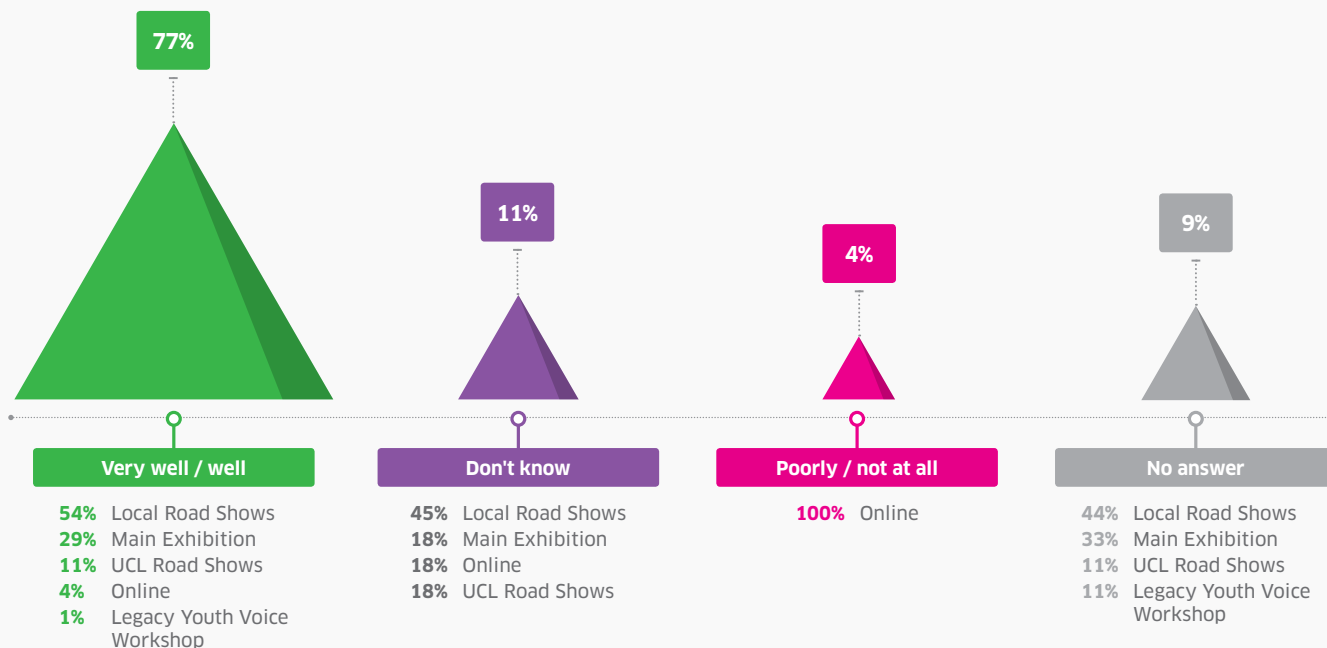


Q: How well do you think the emerging masterplan will connect to the surroundings?



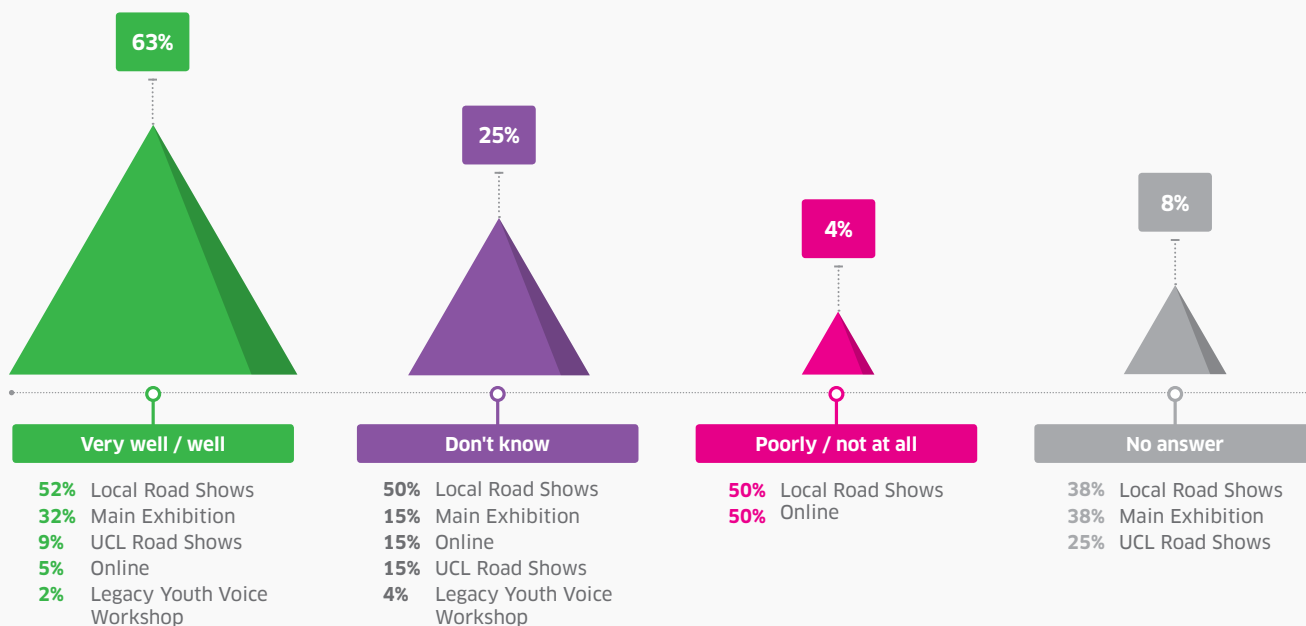
A STRONG IDENTITY

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?



Gathering community thoughts

The topics on this page were 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, posts 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

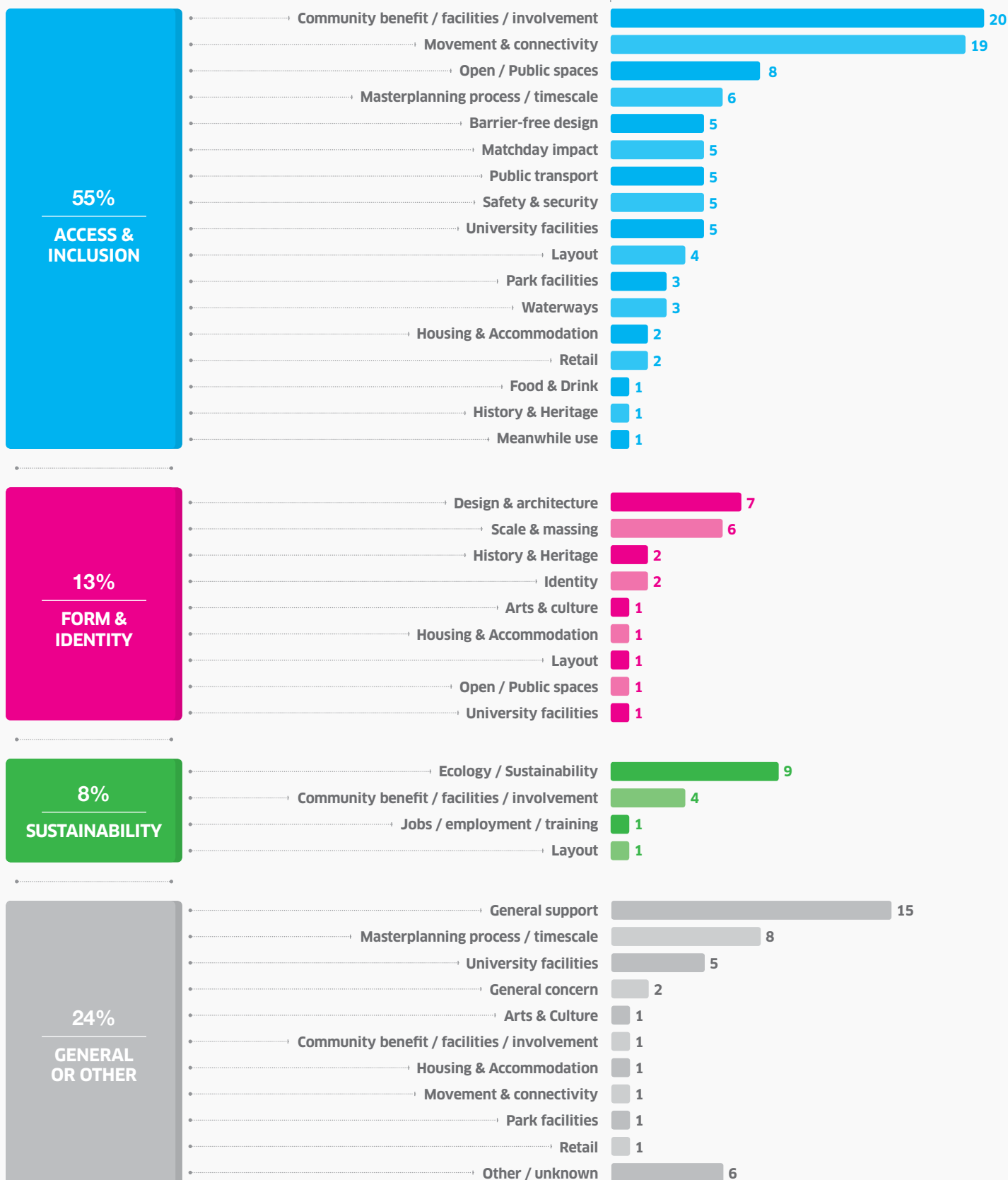


Large-scale Masterplan



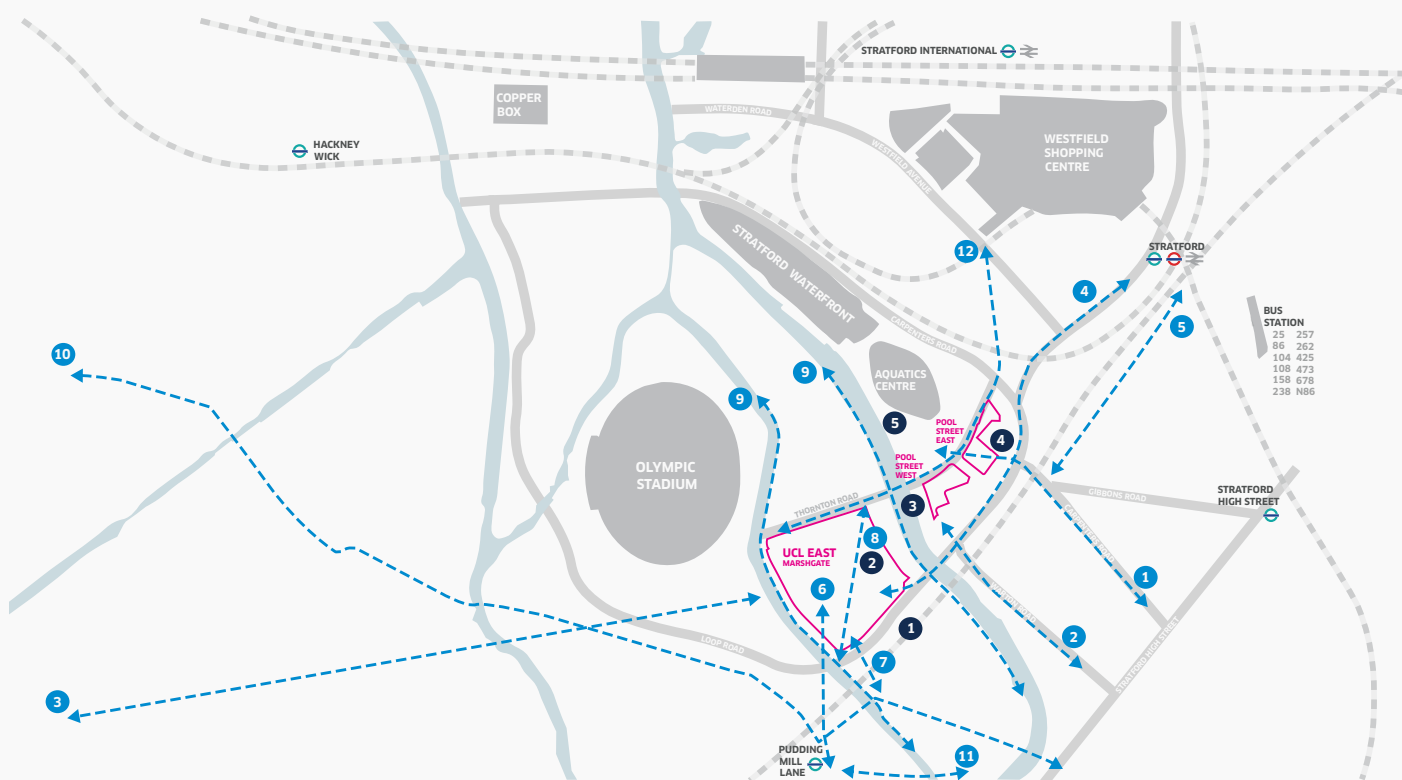
Stratford Road Show, 17/02/2016

Topics most discussed



Connection improvement diagram

A large proportion of feedback across the consultation events was related to movement and connectivity. The diagram below illustrates the possible improvements to the connections in and around the site which includes pedestrian routes. 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 Marshgate site 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 London Aquatics Centre should feel safer at night

Suggestions for connections to be improved:

- 1 Route following "desire line" across Pool Street East site 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 Marshgate site
- 8 Diagonal route across Marshgate site
- 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

Birds-eye view looking west over the UCL East site



Gathering community 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 96 to 103.

What kind of spaces would you like to see?

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

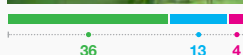
Here is a summary of the additional comments:

- 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?



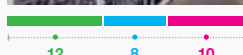
Open green spaces with flexible, moveable furniture



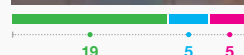
Campus café for leisure, socialising and study



Display of public art / student work / installations



Urban public realm that encourages interaction



Publicly accessible workshop



Ground floor with internal and external public access

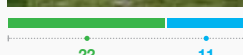


KEY: ● Most likely ● Somewhat likely ● Least likely

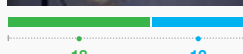
WHAT KIND OF SPACES WOULD YOU LIKE TO SEE?



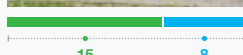
Space for relaxation and lounging on the grass



Large open area for events and gathering



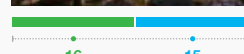
Outdoor offices and study hubs



Pop-up markets and other events



Outdoor cinema and performance space



Exhibition and public outreach areas



KEY: ● Most likely ● Somewhat likely ● Least likely

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 102-103.



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 Marshgate site has green spaces)'



Questions

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



Main Exhibition, 27/02/2016

Public workshops

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 Emerging Masterplan.

At the start of the workshops, Soundings presented the findings from the Stage 1 consultation followed by a presentation by LDA Design on the ideas underpinning the Emerging Masterplan. Roundtable discussions were then facilitated by Soundings around the key themes.

In one exercise, participants were asked to rank from a selection of images where they would be most likely to spend time. The most popular choice amongst the groups was the image representing 'Open green spaces with flexible, moveable furniture'.

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 Stratford City. 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 were concerns about the nature of the links with surrounding streets and areas, particularly Warton Road and Carpenters Road and with Westfield Stratford City.

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 Marshgate 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 maybe dead areas in terms of activity. 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 London 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 included: 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 the identity rather 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 buildings.

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 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 focused 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 found it difficult to judge from the level of information provided. Overall, participants wanted to find out more and see a comprehensive and cutting edge approach to sustainability, alongside 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

Legacy Youth Voice workshop

As part of the Stage 2 Consultation on the Emerging Masterplan, a 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 Design 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 workshop materials which did not include a worksheet on sustainability.

Generally they were impressed with the overall design of the masterplan and that it has been very well thought through. Like the public 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.



FORM & IDENTITY

Generally there was a feeling 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 the 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



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:

- Student 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 produced by LLDC at the school session.

"The main building should be placed in the centre so it's even 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 the collage work on display and find out more about the emerging masterplan proposals. 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



Main Exhibition, 27/02/2016



3.8 Findings: Stage 3 Final Draft Masterplan

Introduction

The response to the final draft masterplan was very well received with high levels of support across all aspects and 82% of feedback form respondents were excited and positive about the plans. Similarly to the previous stages of consultation, the approach to openness and accessibility—both physical and social—received the greatest level of positive feedback. People would like more information and reassurance on how some of the aspirations will be delivered—most notably connecting to the wider area, publicly accessible activities, local involvement, crowd control management and approach to sustainability.

Types of feedback

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

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

These themes were informed by the masterplan priorities and the feedback from the Stage 1 and Stage 2 consultation events.

During this stage of consultation over 400 comments were collected from feedback forms, noticeboard comments, interactives on exhibition boards and emails. In-depth feedback through outreach sessions was also received.

To the right is a high-level summary of the key messages from the third stage of consultation.

Headline findings

Movement & connectivity: Movement and connectivity has been a recurring topic across all stages of the consultation to date. The majority of comments have centred on ease of access. Other issues such as wayfinding and safety of the routes to the campus from all directions through walking, cycling and public transport have also been much discussed. There was some common concern of crowd control over routes, the Park venues, events and facilities which was reiterated from Stage 2.

Public space & activities: Similar to the previous stage of consultation, there was a lot of excitement about the open and accessible public spaces that will flow through the campus. There were many ideas about how to make this approach really work for local people, with some suggesting affordable or free events and facilities. Ensuring community integration was considered important by many however it was also noted that keeping the balance between openness and exclusivity of a campus is a key challenge of the development. The loss of the south lawn continued to be a major concern for a few respondents.

Layout, scale & form: The proposed height, scale and massing was generally well received and thought to be fitting to the context. There were a few reservations towards height and massing and uncertainty on how it would fit within the context of the Park, echoing comments from Stage 2. Others suggested, however, that the buildings could go higher to fit with the surrounding tall towers. Keeping the buildings to a human scale was mentioned a handful of times, following the previous stage of consultation.

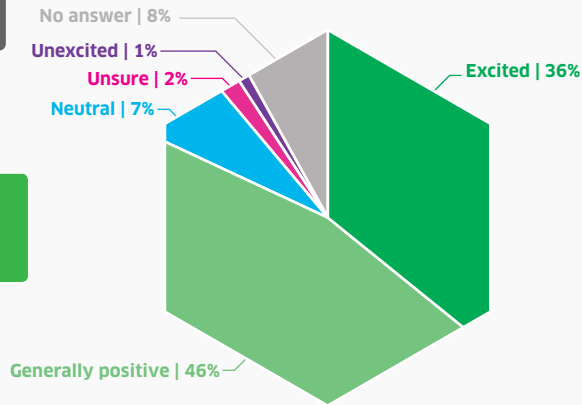
Character, look & feel: As part of the Cultural and Education District, many agree that UCL East will bring positive impact to the Park offering opportunities to invite a more diverse community. It was deemed important to create a good balance between student and public uses of the campus and suggested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

Environment & ecology: More thought that green space could be adequately provided for within the public realm of the proposals. Many were keen to see more aspects of ecological and environmental sustainability considered through construction materials, water management and encouraging cycling and public transport.

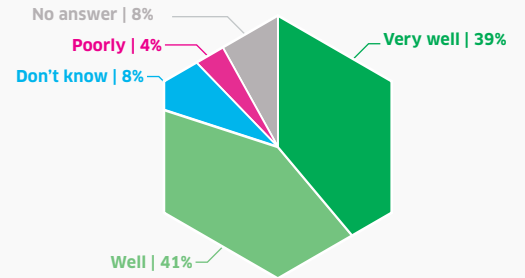
Social & economic sustainability: There has been a lot of feedback on social and economic sustainability in terms of long-term job opportunities for the local community. Outreach to local institutions was considered to be a successful approach for engaging young people and informing teenagers about lectures,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

OVERALL IMPRESSION OF THE PLANS

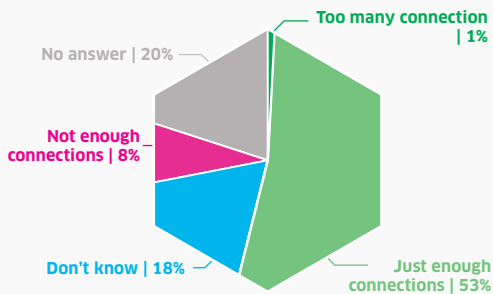
82% of people were excited and positive about the plans.



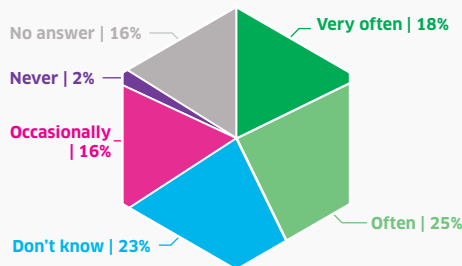
PLANS FITTING WITH THE OVERALL VISION FOR THE CULTURAL AND EDUCATION DISTRICT



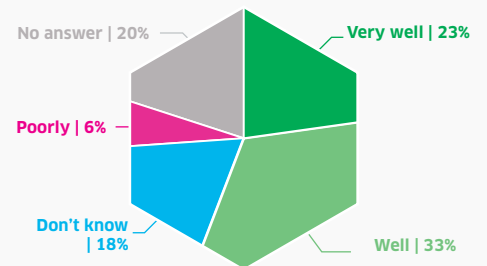
CONNECTIVITY TO THE WIDER AREA



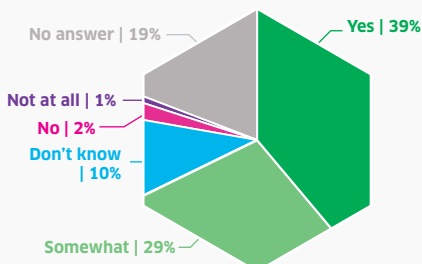
VISITING THE PARK IN THE FUTURE



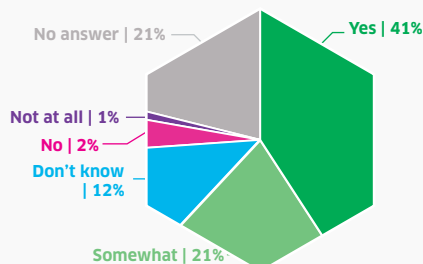
PROVIDING A GOOD RANGE OF PUBLIC SPACES



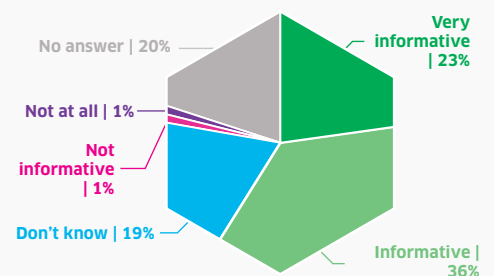
OPEN AND WELCOMING BUILDINGS AND PUBLIC SPACES



OVERALL BUILDING HEIGHTS AND MASSING FITTING WITHIN THE LOCAL CONTEXT



OVERALL RESPONSE TO SUSTAINABILITY



The diagram above shows the quantitative responses to the feedback forms questions. Overleaf is a more in-depth synopsis of all the feedback received.

Events feedback

The diagrams reflect findings from the tick-box questions on the feedback forms alongside analysis of comments received. In total, 159 feedback forms were completed.

KEY



GENERAL PUBLIC

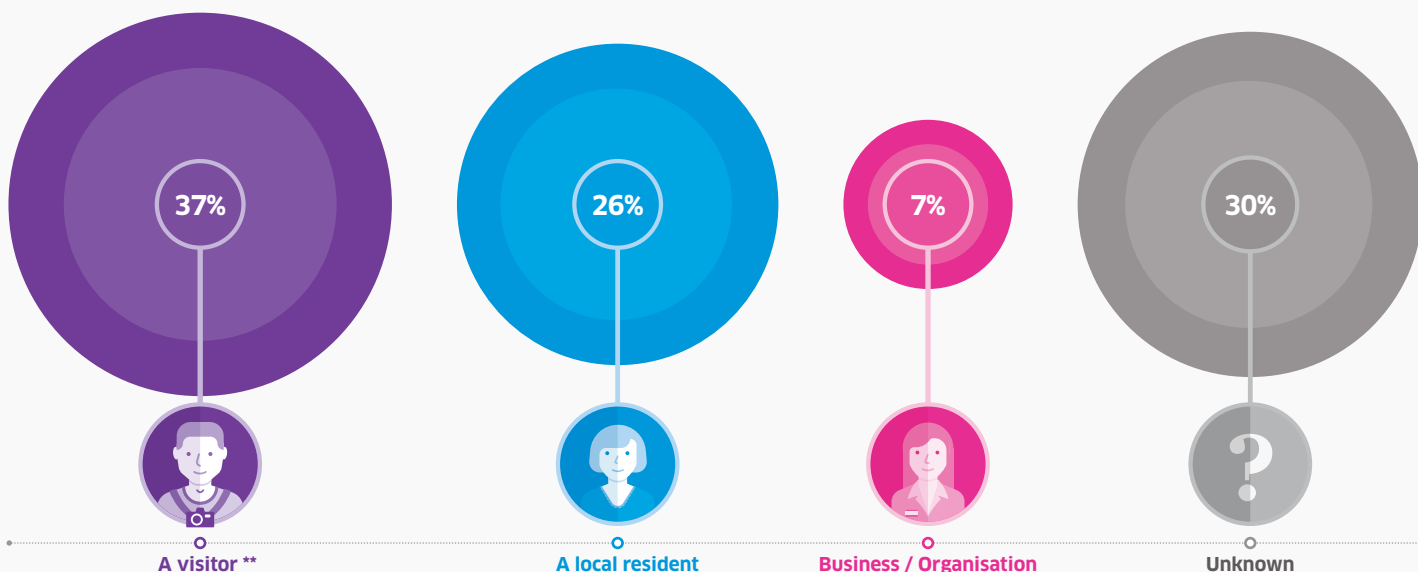
The 74% who selected 'visitor', 'business/organisation' or did not answer 'Are you...' are referred to in our analysis as the 'general public'. Their feedback has been analysed separately from those who identify as local residents as many were visiting from outside of London or from abroad. This helps us to better understand feedback specific to the local community.



LOCAL RESIDENTS

Of the 26% of respondents who selected 'local resident', the majority live closely to the Park and within the flyer distribution boundary (see Appendix B7). A few live further afield but still identify as local residents. Five of the respondents did not leave their address or postcode.

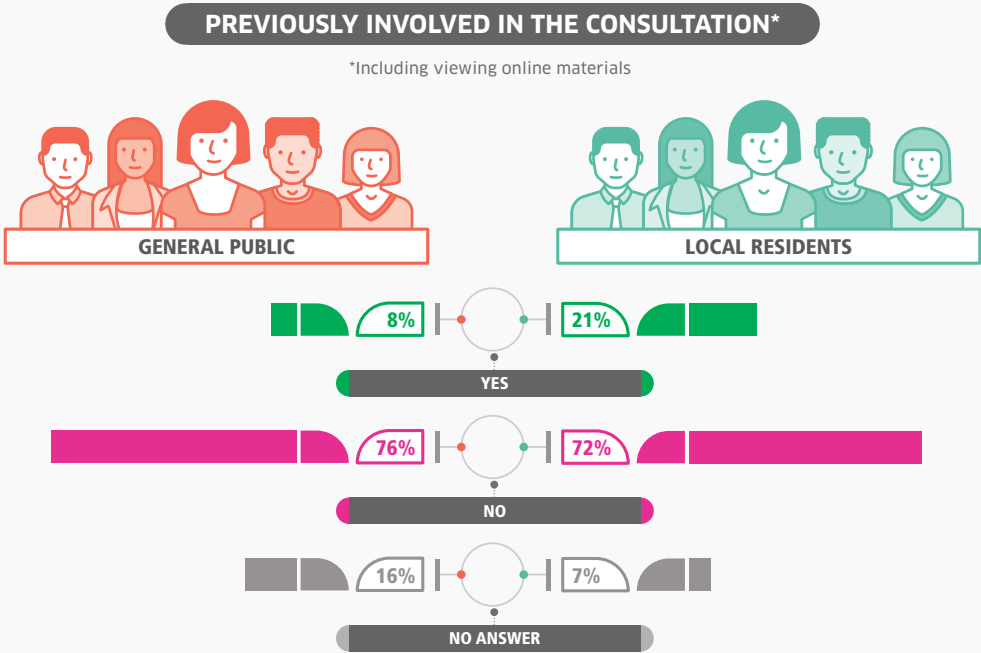
Are you...*



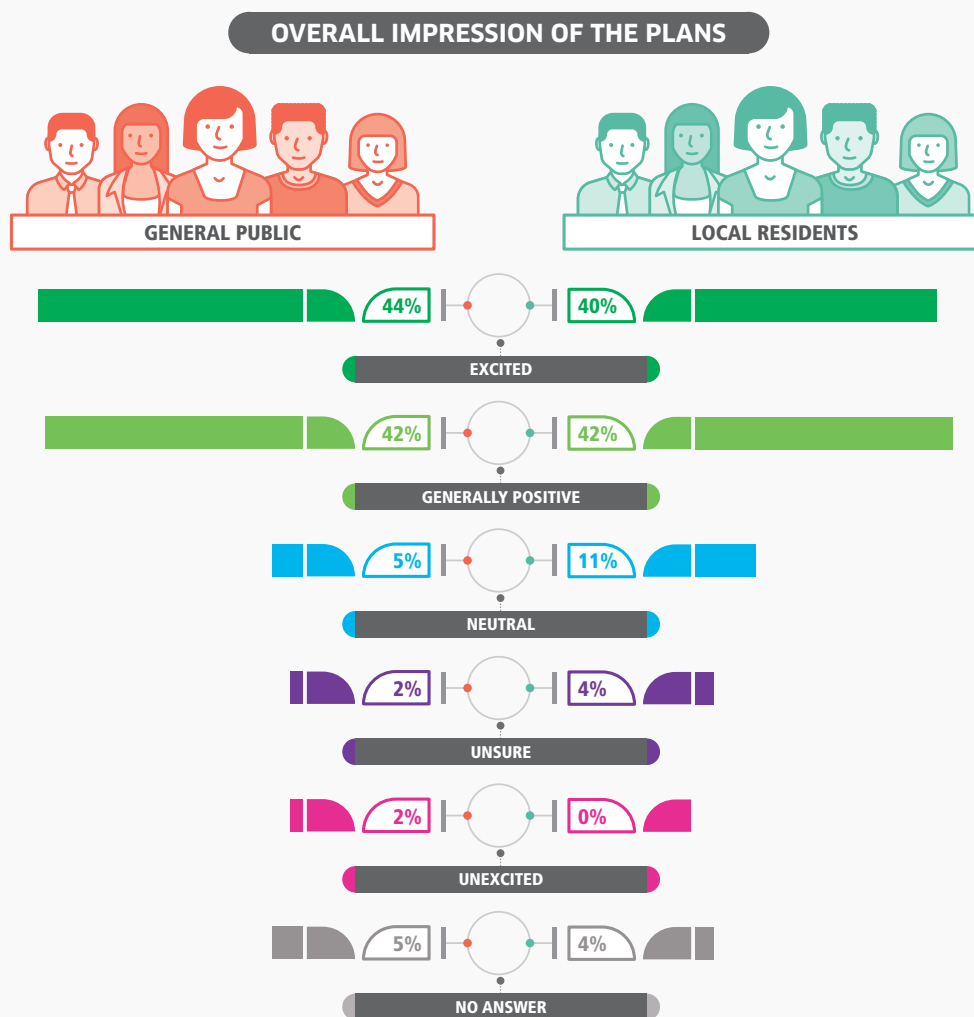
*People who selected more than one option were included in each option they selected.

**Of those who ticked 'visitor', 79% were from the UK, 14% from outside of the UK, and 7% were unknown.

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



Q02: What is your overall impression of the plans you have seen in this exhibition for the Cultural and Education District? What do you like? What could we improve?



Analysis*:

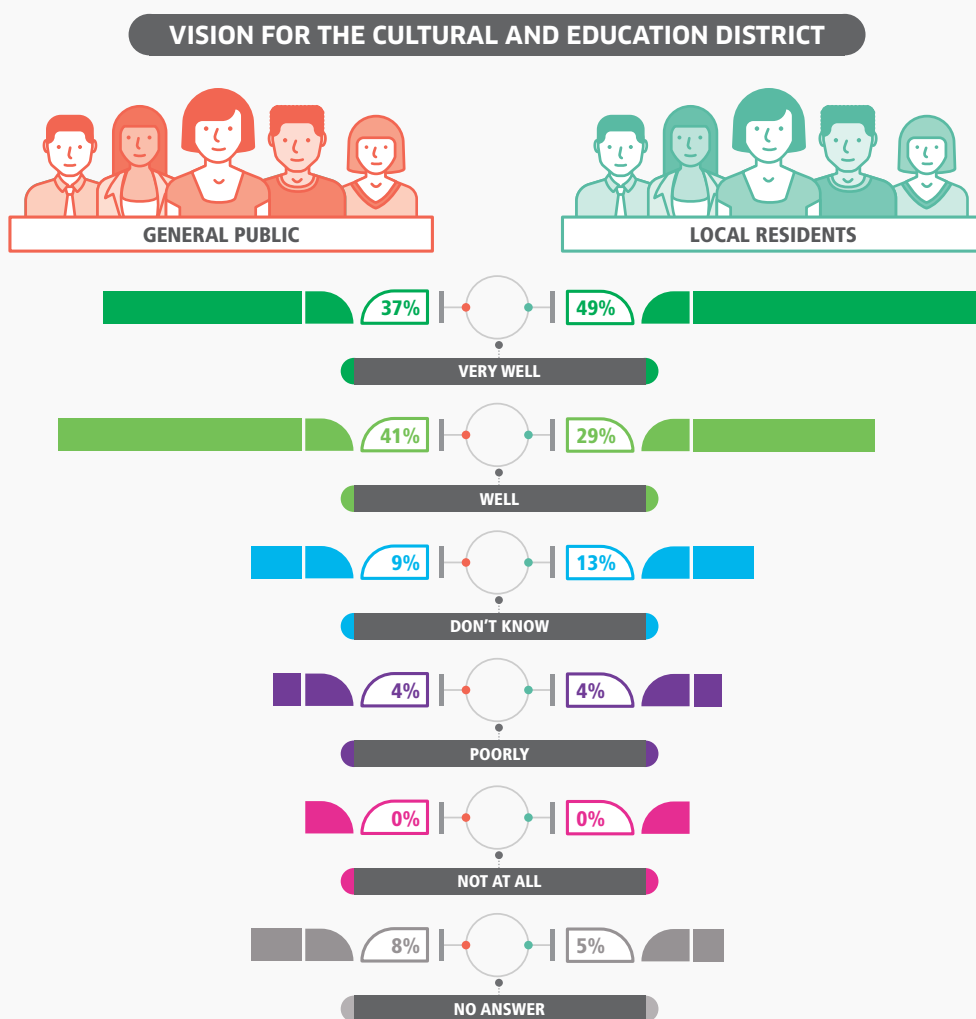
The overall written feedback responding to this question was positive amongst both the general public and local residents. This reflects the tick-box feedback in which 86% of the general public and 82% of local residents were excited and positive about the plans. Multiple comments from the general public supported the 'life' and 'vibrancy' that UCL and its students could bring to the area. Positive responses were received on the organisation of the masterplan—considered well thought out and exciting. People were also happy to see the Park being used, bringing more job opportunities and diversity. Others commented that the plans look interesting but require further detail to understand how open and accessible the buildings will be. Losing the South

Lawn is still a concern for some. Suggestions were made to consider better connections between the two campuses, as well as to ensure a balance between openness and privacy for UCL students and staff.

Local residents also supported UCL coming to east London and the broadening of opportunities for the local community. Some commented that they are excited about the inclusivity of the proposals and that it would be a world-class destination. Connection with old Stratford was considered vital. There was some concern about overcrowding, particularly at Stratford underground station and in Westfield Stratford City. Keeping green space and the quality of the waterfront is highly valued.

*90 respondents left written feedback; a total of 222 comments were recorded (some were broken down into multiple comments).

Q03: How well do you think UCL East and Stratford Waterfront work together to meet the vision for the Cultural and Education District? Are there any missed opportunities, and/or do you have any suggestions?



Analysis*:

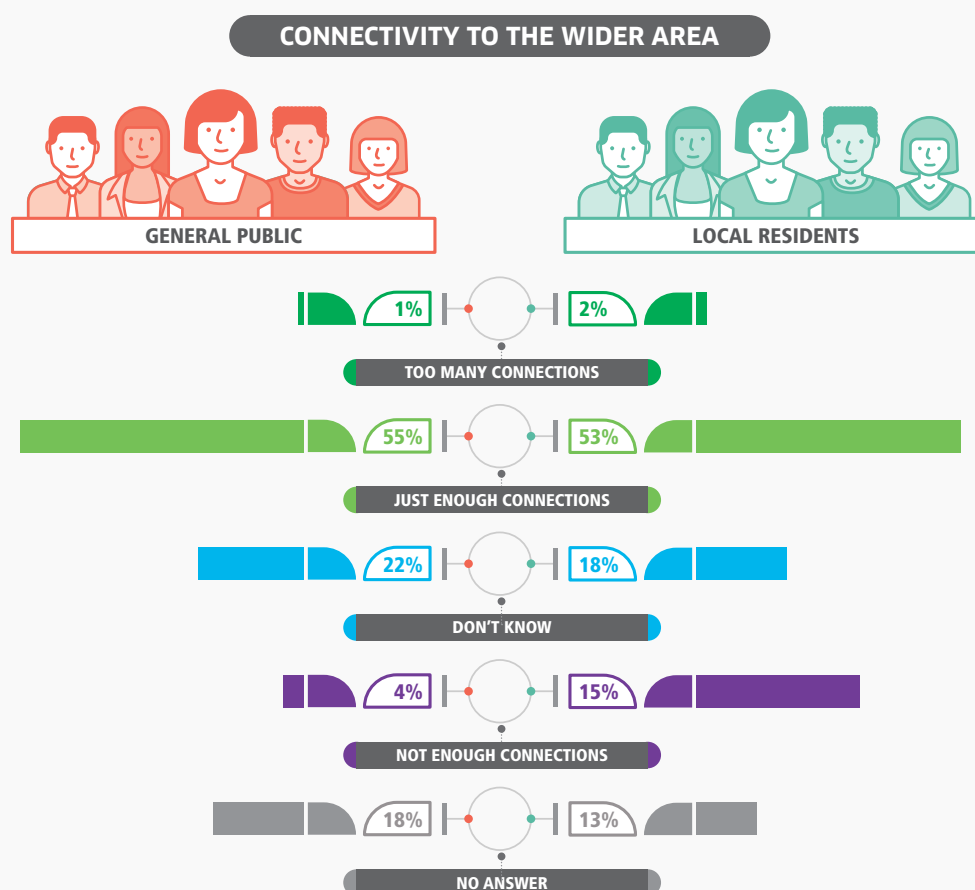
78% of the general public agreed that both projects work together to meet the vision for the Cultural and Education District. Many considered that bringing UCL to Stratford would be valuable in offering a variety of opportunities, particularly educational opportunities such as open lectures. Some suggested to keep buildings to human scale to fit in with the Park. A few respondents felt that Stratford Waterfront and UCL East were too far apart and that locating the institutions immediately adjacent to each other would be a better layout.

Whilst 78% of local residents were positive that the two projects would work well together to meet the vision for the Cultural and Education District, there

were some comments suggesting further efforts could be made. Some local residents suggested that more integration between UCL East and Stratford Waterfront is needed in order to be more mixed, more open and better connected to the surrounding areas. Some felt that more detail would help them to understand how the developments compliment each other, perhaps indicative of the 13% who responded 'don't know' on the tick-box question. A few respondents felt that connecting to Stratford's local history (whether it be the area's industrial past or the London 2012 Olympic and Paralympic Games) and communities will be important.

*44 respondents left written feedback; a total of 52 comments were recorded (some were broken down into multiple comments).

Q04: How well do you think the masterplan connects to the wider area through pedestrian, cycling and public transport routes? Are there any missed opportunities, and/or do you have any suggestions?



Analysis*:

Within the 55% of the general public who selected 'just enough connections', some expressed concerns over crowd flow during key events and the increase in the amount of passengers arriving into Stratford everyday. Better signage when coming into the Park from the south was suggested, including under the railway lines and across and along the rivers. 22% of the general public and 18% of residents selected 'don't know', suggesting that more detail on connectivity is needed in general. The need for more detail on the future paths and road links to Pudding Mill Lane and Stratford stations were mentioned specifically.

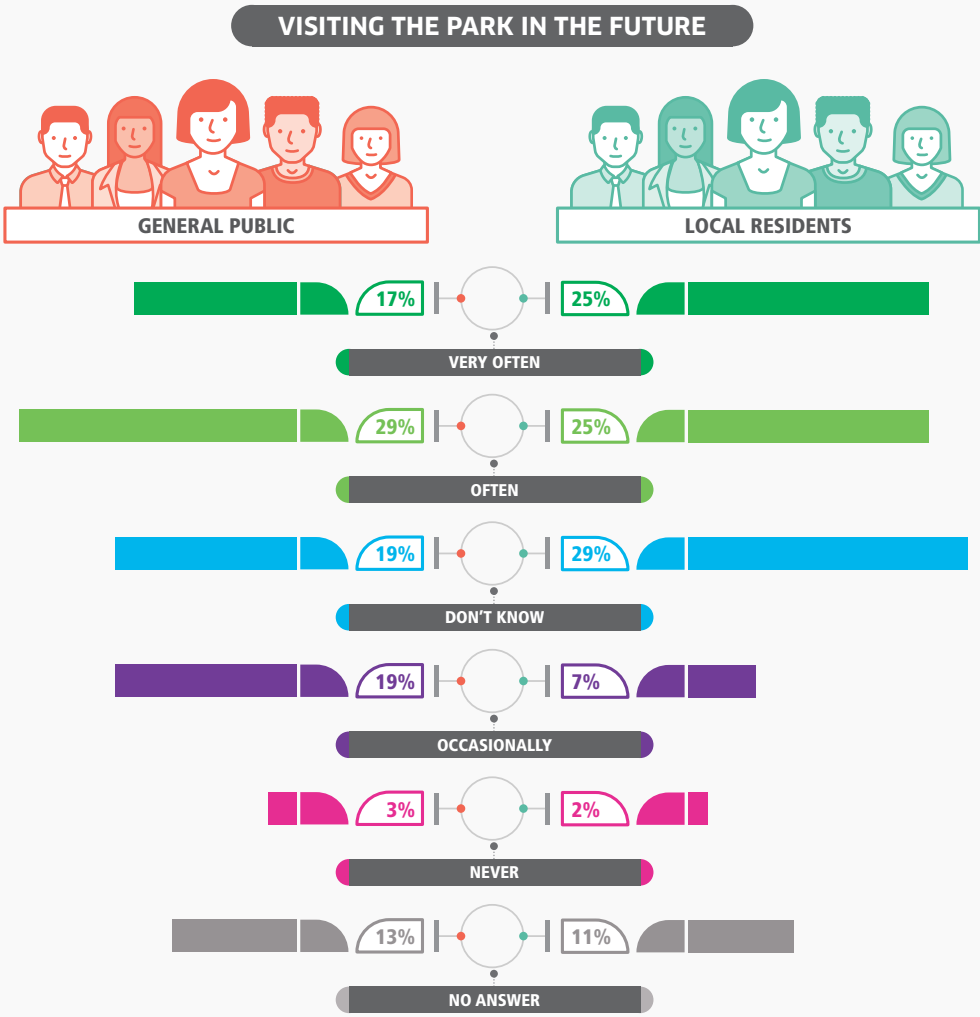
Local residents were also concerned with the overcrowding of local stations. Overall, 15% of

residents that left tick-box feedback selected that there were 'not enough connections' provided by the masterplan (although the majority, at 53%, agreed that there were 'just enough connections'). Residents suggested that more bridges are needed to better connect the surrounding areas, and that Santander bikes should be more prominently available outside Stratford underground station. Provision of more routes for pedestrians would help control crowd flow.

This question was also discussed at workshops with the Senior BEEs and the Legacy Youth Voice. Views similar to those given by local residents in the feedback forms were expressed. For more detailed findings please see section 4.4.

*43 respondents left written feedback; a total of 46 comments were recorded (some were broken down into multiple comments).

Q05: Is this the kind of place you would come to visit and use? Would it encourage you to visit the Park more often?



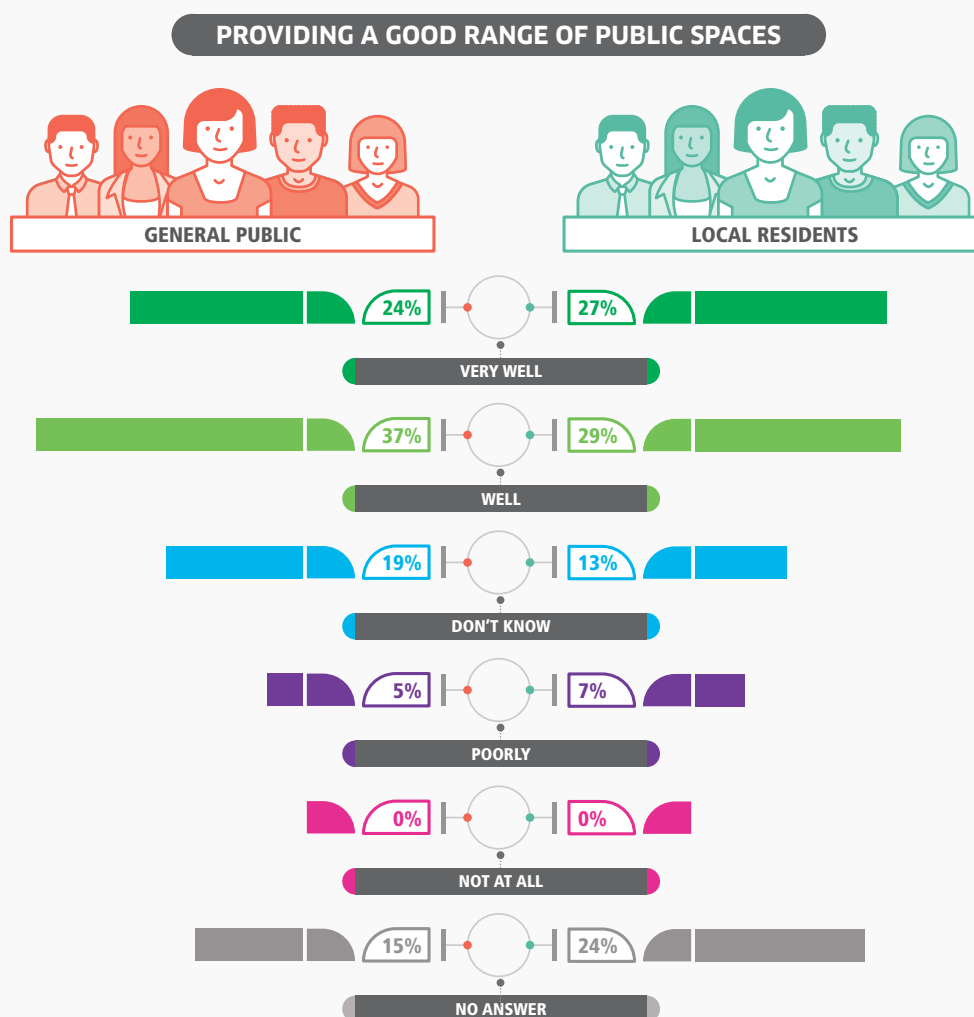
Analysis*:

The written responses were generally positive and the Fluid Zone and public realm proposals welcomed. It is important to keep in mind that many visitors were not local to the area surrounding the site and that this possibly affected the tick-box feedback responses from the general public. There was agreement that the variety of public-facing facilities proposed would activate the space and encourage public access and participation. There were also suggestions for affordable or free events to encourage people to visit frequently.

Local residents expressed that activities and events would draw them into the Park in addition to their regular visits. Better accessibility to the Park without going through Westfield Stratford City was also suggested to encourage more visits to the Park.

*49 respondents left written feedback; a total of 55 comments were recorded (some were broken down into multiple comments).

Q06: How well do you think the masterplan provides a good range of public spaces for future users, including visitors and members of the local community? What works well?
What else could be provided for?



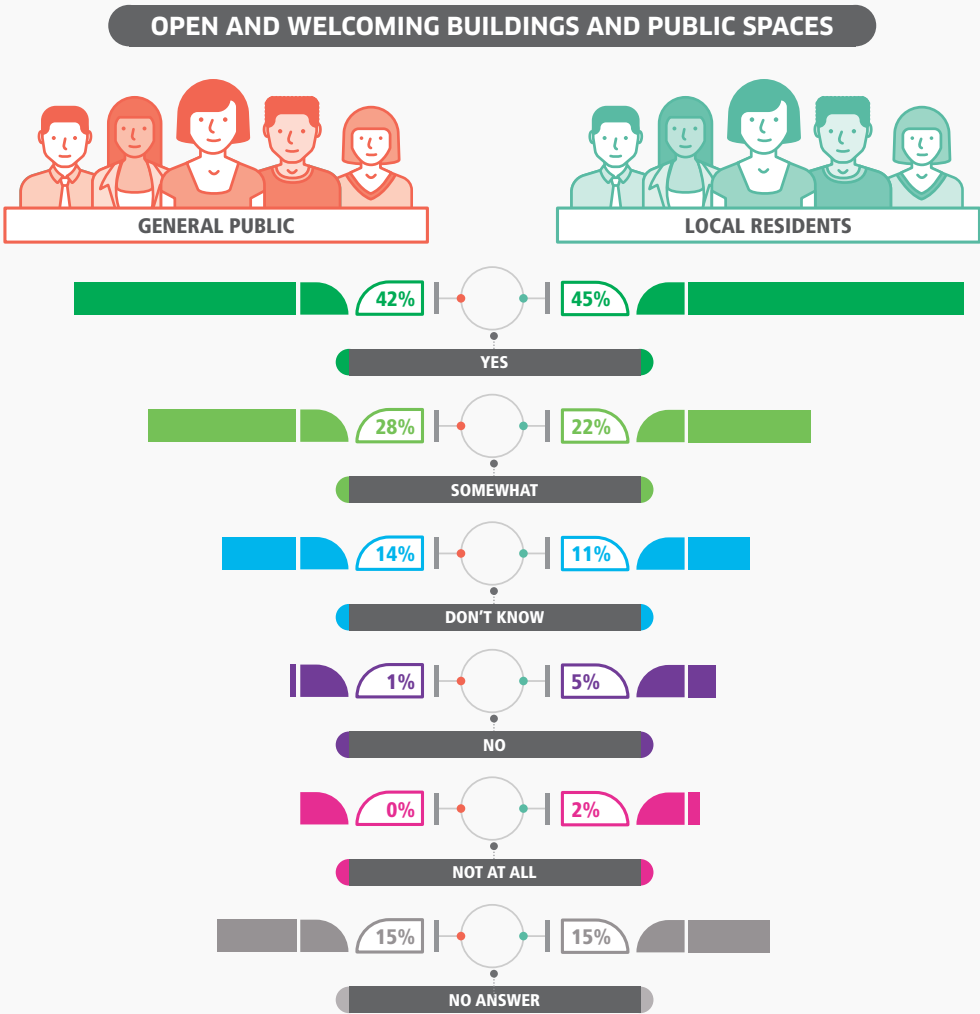
Analysis*:

Overall tick-box feedback has been generally positive, with 61% of the general public and 56% of local residents agreeing that the masterplan provides a good range of public spaces. In relation to the written comments, there was a mixed response. There was some positive feedback from both the general public and residents on the public spaces and overall layout; some agreed that opening up the lower floors and terraces of the buildings for public access would work well. Some suggested providing a number of places accessible to the public in addition to private spaces for the students within the Pool Street buildings.

The need for open and green spaces was mentioned often, as well as design and uses that promote healthy lifestyles and green living. A few residents encouraged the provision of activities, amenities and services for the local community.

*35 respondents left written feedback; a total of 41 comments were recorded (some were broken down into multiple comments).

Q07: Do you feel as though the buildings and public spaces will be open and welcoming? Would you want to use the buildings? What makes you feel that you could or couldn't?



Analysis*:

70% of the general public and 67% of local residents generally agreed that the current plans feel open and welcoming. The general public suggested cafés and green spaces that are open to the public and affordable. Some questioned whether the buildings invoke a sense of 'specialness' as you enter. Access to the university during open events and closed events was brought up as a point that needs to be considered. Provision of step-free access was mentioned by a local resident as well as the need to ensure safe and secure access.

Respondents from both the general public and local residents brought up concerns that the buildings were too large and overbearing—there were suggestions to

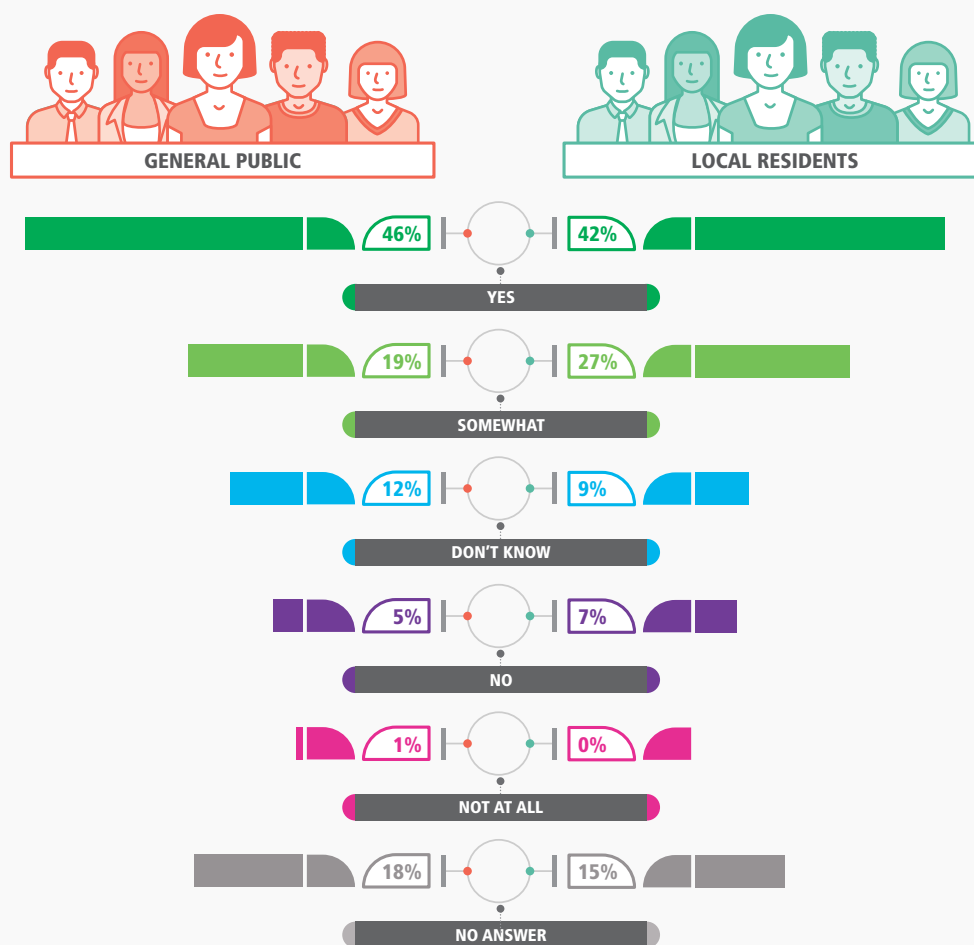
'soften' the buildings, perhaps through greenery.

The division between university and public spaces has produced mixed responses throughout the consultation process. The Legacy Youth Voice shared a general opinion with local residents that providing publicly accessible events would be beneficial to the area and Park, but were concerned regarding open access to university facilities. At another workshop with the Senior Bees concerns relating to the management of public spaces were also identified, specifically to create safe, family friendly spaces that mitigated 'hooligans'. For more detailed findings from the outreach workshops, please see pages 123-129.

*38 respondents left written feedback; a total of 40 comments were recorded (some were broken down into multiple comments).

Q08: Do you think the overall building heights and massing fit well with the local context and create a coherent edge to the Park? Do you think the masterplan suitably responds to the surrounding context? Is there anything else in particular that we should be responding to?

OVERALL BUILDING HEIGHTS AND MASSING FITTING WITHIN THE LOCAL CONTEXT



Analysis*:

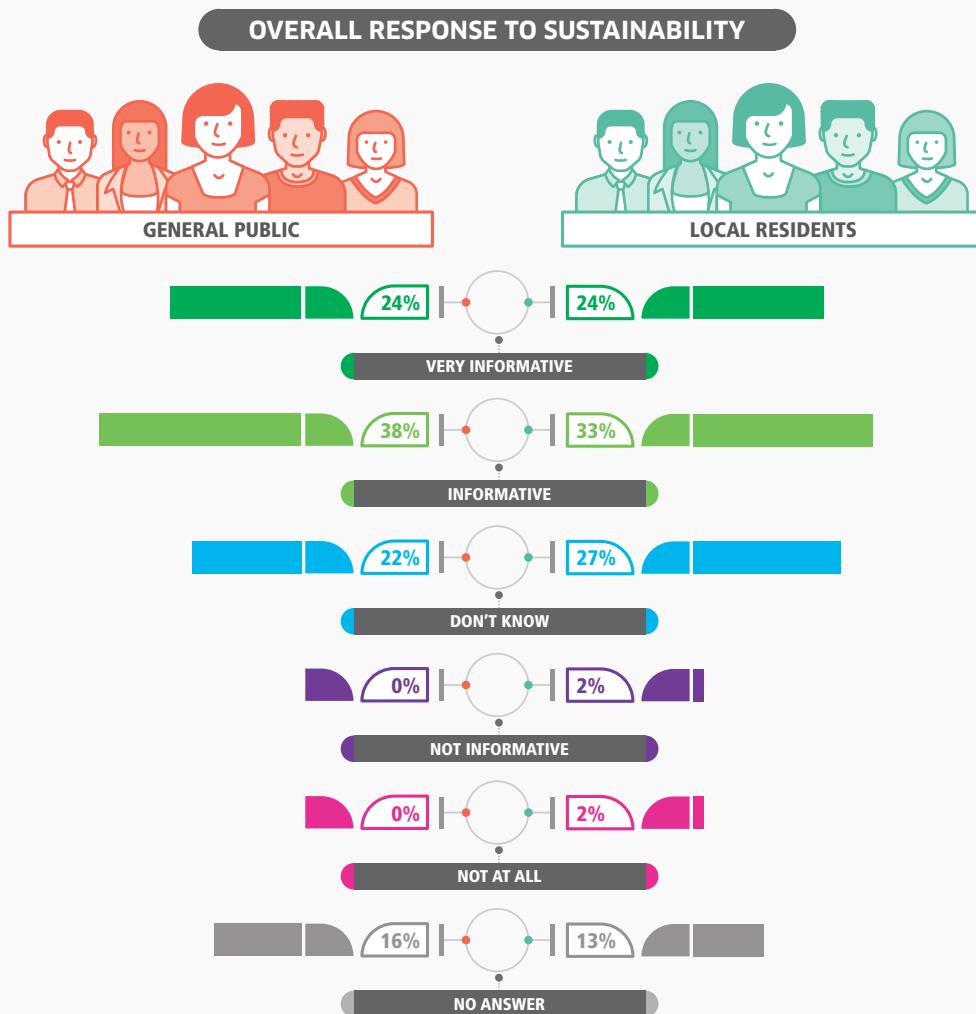
Overall it was agreed that the buildings fit well with the local context in terms of heights and massing, with 65% of the general public and 69% of local residents responding with 'yes' and 'somewhat' in the tick-box feedback. Within the written responses, a few members of the general public agreed that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

There were some comments from both the general public and residents that the buildings could go higher to fit with the surrounding tall towers, with one respondent suggesting that tall buildings could feature energy-generating solar windows.

There was some concern by local residents that the proposed building heights would affect their views and impede on the Park, but the general response was positive. Only 6% of the general public and 7% of local residents felt that the building heights and massing would not fit the local context. There was some written feedback suggesting that it's too early to say whether UCL East will fit in or not.

*31 respondents left written feedback; a total of 35 comments were recorded (some were broken down into multiple comments).

Q09: Have you found the masterplan responses on sustainability informative?
Are there any aspects you would like to see developed further?



Analysis*:

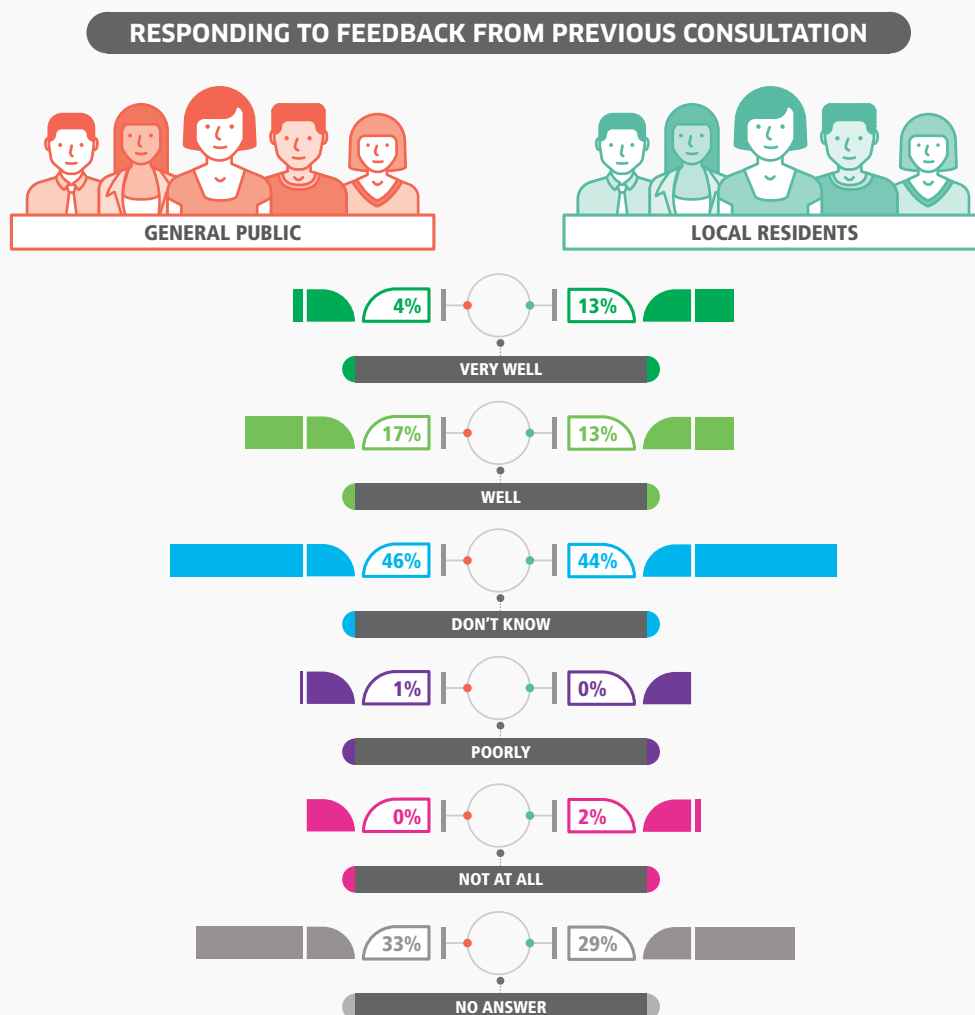
There were mixed responses on sustainability within the written feedback, with comments from both the general public and local residents indicating that there was not enough information made available. This can also be evidenced in the percentages of respondents who selected 'don't know' in the tick-box feedback. Many were keen to see more aspects of ecological and environmental sustainability addressed in the future, such as construction materials, energy, waste and water management, cycling strategies and public transport strategies.

There was some feedback on social and economic sustainability in terms of excitement for career opportunities and a hope that UCL East does outreach to local schools and young people.

In terms of environmental sustainability, one local resident was supportive and felt that the information provided on sustainability was informative through both stages of the consultation.

*17 respondents left written feedback; a total of 17 comments were recorded.

Q10: How well do you think the masterplan has responded to feedback from the previous rounds of consultation? Have we missed anything? Could we have responded better?



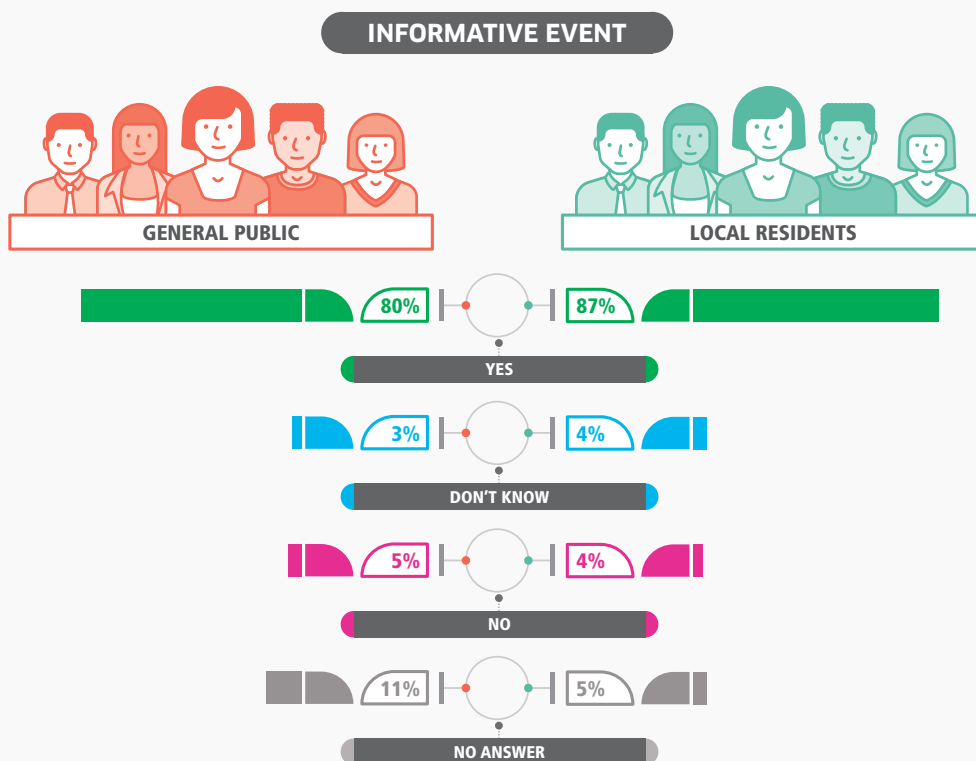
Analysis*:

This question was not applicable for the majority as more than 88% of people who completed the feedback form were not involved in the previous stages of consultation or left no answer to indicate if they were.

85% of people who were not previously involved in the consultation responded to this question with 'don't know' or left no answer.

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

Q11: Have you found this event informative?



Q12: Do you have further comments? Are there any missed opportunities, and/or do you have any suggestions?

Analysis*:

The majority of respondents found the event informative, with 80% of the general public and 87% of local residents selecting 'yes' on the tick-box question. Additional written comments received included commitments of support and recognition of the strong level of engagement during the consultation process. Other comments focused on the need for infrastructure, in terms of public transport, pedestrian routes, the arts and community services, to meet future requirements that will come with the development.

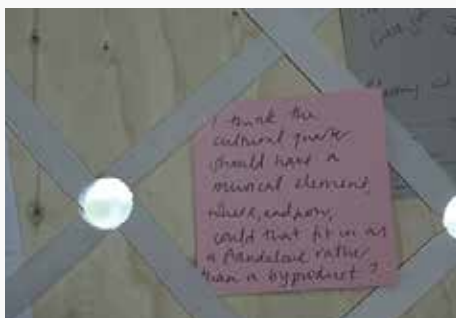
*34 respondents left written feedback; a total of 43 comments were recorded (some were broken down into multiple comments).

Noticeboard comments

As part of the concept of creating an open and welcome campus, the noticeboard allowed visitors to leave quick comments on ideas, opportunities and challenges. In total, 29 comments were recorded.

The comments are summarised as follows:

- There was a lot of excitement on the proposals.
- Many agreed that the exhibition was informative and were positive about the consultation process.
- Some commented to ensure that the plans bring more diversity to the area.
- Some raised concerns over the crowd flow in and around Park venues and on public transport.
- Some suggested more security in the Park as the development will bring more people.



“

There's a lot on public/ community engagement, but we mustn't lose sense of who/ which community that is. These types of developments can often exclude but this could be a great inclusive development.

”



“

We came just to see the pool but the information provided within this event has been very useful and everyone were nice and receptive! Good job.

”





Exhibition noticeboard



Stage 3 Workshop feedback

Outreach sessions

As part of the stage 3 consultation on the final draft masterplan, a number of workshops were conducted to ensure local groups of different ages were involved in the process and to share any key issues to help shape the masterplan.

The sessions were held jointly together with Stratford Waterfront, as part of the Cultural and Education District.

The sessions started with a gallery tour of the exhibition by a representative from LDA Design about the UCL East masterplan and Allies & Morrison about the Stratford Waterfront masterplan. The group separated into two tables between the projects. The table discussions were based on 3 main themes with corresponding questions.

- Access
- Spaces for all
- Design & innovation

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



Senior BEEs

The Senior Bees are a group of over 50's from Hackney with a specific interest and understanding of the built environment. They make valuable contributions to development plans with their unique perspectives and their local knowledge.

Overall, the group was positive about UCL East and what it would offer to the local community. There was general support for the masterplan and the proposed openness and accessibility of the buildings and spaces.

Total number of attendees: 20*

17 Senior BEEs members and 3 Senior BEEs coordinators from the Building Exploratory



ACCESS & INCLUSION

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

The 388 bus and Stratford station are the regular routes taken by the participants. There was a general consensus that current access to the Park needs to be improved. Some issues that were mentioned are beyond the scope of the masterplan, such as incorrect directions as a result of the new E20 postcode. Road closures for construction and special events were seen as a collective issue due to the lack of consistency with routes. They would also like to see alternative routes into the Park other than through Westfield Stratford City.

A recurring issue mentioned across the stages of consultation and groups of consultees is the difficulty of wayfinding in and around the Park. They are expecting that the development of UCL East will act as a frontage for the Park to help identify the Park where there is currently a lack of clarity. The Barbican and Old Street were mentioned as examples of good practise because of their use of coloured lines on the ground. Another suggestion was a constant handrail to guide people through the Park, which has proven helpful for a group member's 90-year old acquaintance.

Upon being informed that a shuttle buggy serves the Park, they proposed an extension of the service. Blue badge parking on Carpenters Road is useful for the group when they bring family and friends with them.



ACCESS & INCLUSION: SPACES FOR ALL

Q. Does the masterplan provide a good range of public spaces for visitors and members of the local community, as well as future occupiers of the buildings e.g. staff, students, performers, etc?

After expressing concerns that people will feel threatened by all of the buildings, the group liked the fluidity and layout of public spaces across the site. Design-wise, they would like to see spaces similar to the Southbank and areas around the Shard. Many mentioned the idea of having works of art throughout the public spaces.

Discussions—and debate over—the lack of community in the Park suggests that these spaces should be used to further encourage integration.

There is a desire for the site to be a pleasant and interesting destination to encourage regular and return visits with friends and family.

Despite positive comments towards the openness of the university, the majority were concerned about the safety of the site, especially related to football “hooligans”. It was suggested that the student residences are let in the summer in order to have year-round activity and provide natural surveillance.

While some members felt that people will feel threatened by new buildings where there is currently green space, others were optimistic about people gradually adapting to the Park with the new plans.



FORM & IDENTITY: DESIGN & INNOVATION

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

The scale of the site is preferred to that of Stratford Waterfront by the group. However, there were some reservations towards 10 storeys as it was still considered to be intimidating. The group expressed that the design quality needs to be thoroughly thought through to prevent it feeling oppressive.



Photos from Senior BEEs session, 10/08/2016

Legacy Youth Voice workshop

The Legacy Youth Voice (formerly the Legacy Youth Panel) is a group of diverse young people from the Olympic host boroughs. They have been consulted in previous stages of the UCL East masterplan and make valuable contributions to the plans with their unique perspectives as local young people and students.

The Legacy Youth Voice was broadly supportive of the masterplan and interested in connectivity, events and activities and how the detailed design would be developed in later stages.

Total number of attendees: 26*

*Including 19 Legacy Youth Voice members, 4 interns from Allies & Morrison and 3 people from the V&A.



ACCESS & INCLUSION

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

The group agreed that ensuring the site is accessible for everyone is a key consideration.

Access from Westfield Stratford City was considered to be the natural route to the site by most of the participants. The current route from Carpenters Road is not thought to be easily navigable. Others considered routes from Stratford High Street to be more pleasurable. This was because they were quieter and more open giving them “room to breath”. It is also thought that Montfichet Road will become a primary route for UCL students. Where they felt the Westfield entrance does not encourage movement into the Park, they see alternative routes such as these resulting in an equal dispersion of people through the Park.

Connections should cater for pedestrians and cyclists but cyclists should be somewhat policed with bicycle-specific lanes (such as those clearly labelled lanes on Montfichet) and traffic lights. In addition, the group proposed the introduction of new public transport routes.

At present, there is a large screen providing information on the Park outside the station, which is considered to be useful. However, it was felt that way finding needs to be improved with more signage and map points, to get to the Park and finding routes through it.



ACCESS & INCLUSION: SPACES FOR ALL

Q. Does the masterplan provide a good range of public spaces for visitors and members of the local community, as well as future occupiers of the buildings e.g. staff, students, performers, etc?

There was general support for the idea of a plaza and a range of public spaces across the campus set out in the masterplan. The soft edges / corners proposed in the masterplan are favoured for the promotion of movement and activity. It was deemed important to create a good balance between student and public uses of the campus. Outdoor “study pods” were suggested for groups of students to use.

People’s perceptions of access was a key concern for the group. To combat this they suggested that there is little emphasis on the site being a University. Instead, they suggested that there be courtyards, green spaces and plenty of public seating and tables to make visitors and the local community feel welcome. Greenwich University campus and Granary Square were mentioned as good examples of campuses with ‘no barriers’ creating the welcoming feeling that the group would like to see at UCL East - “A University without gates”.

Some members see a University as being a place for the ‘expansion of horizons’ and a ‘fluid zone’. However, there were reservations about open access to the university facilities from LYV members who are also University students due to the fact that students pay £9,000 in tuition fees. This was also expressed in earlier stages of the consultation.

Publicity of events and activities happening across the Park was an idea pushed by the majority of the group to attract the community. Methods for publicity that were suggested included advertisements online and in venues as well as live feeds showing people what was happening in other parts of the Park. It was noted that people tend to go to specific places or events in the Park. Through clear scheduled and promoted events and activities, the group think people could be encouraged to continue walking through the Park and also to visit other venues.

Concerns remain about the safety aspects of the accommodation for students due to the open nature of the plans.





FORM & IDENTITY: DESIGN & INNOVATION

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

There was general support for the building heights and layout of both the academic buildings and the student accommodation. It was suggested that the academic buildings vary in height like steps and that the heights help people orientate themselves. The participants were positive about the consideration taken for sight lines to landmarks in the Park such as the London Aquatics Centre and the ArcelorMittal Orbit.

Whilst expressing that the building should be identifiable as the 'UCL East campus', they also believed that it should blend in with the surrounding buildings on the Park. The new Tate building and how it relates to the existing buildings was used as an example of good practice.

Following the support of the open and accessible character proposed by the masterplan, some of the group recommended glass as a material to express openness, others preferred the use of a material that would let students see out but prevent

people from seeing in for the privacy of the students. Material such as glass crystals, London clay and lime walls were also suggested. The group noted the need for soundproofing to prevent the disruptions of lectures due to noise from the London Stadium and also the rail line.

The group would like to see further thought given to eco-friendly aspects of the development.

One person made a point that all floors within the student residential buildings should have positive elements. For example, if higher floors have access to views, lower floors should have gardens or other amenities to make sure there is balance. The rest of the group was in agreement.

3.9 Response to comments

This section provides a response to key comments and suggestions from all the feedback received through Stages 2 and 3 of the consultation process.

For overall evolution of the design, please refer to the Design & Access Statement (DAS).

STAGES 2 & 3 MASTERPLAN RESPONSES	
Comments & suggestions	Masterplan response
Access & inclusion: movement & connectivity	
Provide a diagonal 24 hour access route through Marshgate. Open gates to public, even at night.	The public realm of UCL East will be open to the public at all times.
There is a desire for more details on the Carpenters Road environment.	The proposed service and utilities entrances for Pool Street East will front onto Pool Street as direct vehicular access will be required.
More detail is also needed on access/services for deliveries and waste removal, as well as bike storage.	The edge that faces Carpenters Road towards the northern end of Pool Street East is fronting onto the car parking area reserved for the head-houses, therefore an active frontage on this edge is not possible. More details can be found in DAS.
Local physical connections into UCL East are important.	The masterplan promotes local connections to knit into the local community by positioning access and entry points along local routes. More details can be found in DAS.
Will the desire line on Pool Street East turn into a direct pedestrian route?	Pool Street East, where the desire line cuts through diagonally, is to be developed in a later phase. The parameters of the development allow for a degree of flexibility for appropriate responses as part of the detailed design stage and will not prohibit this desire line to be provided by the architects in later stages.
Good public transport and cycle infrastructure is important to support travel between the campuses.	The site is served by Stratford Underground Station and Stratford International, with both providing connections to Bloomsbury. The Elizabeth Line (Crossrail) will provide a connection to Tottenham Court Road in 13 mins. Cycle infrastructure is incorporated into the masterplan design and will be developed further during the detailed design process.
Will work be undertaken to improve the surrounding pedestrian environment and access to the site?	Routes outside the planning application boundaries are being considered corporately by LLDC and improvements to these routes will be subject to funding and the necessary planning permissions.
Wayfinding and strong gateways are important.	It is part of the masterplan response to create strong gateways to aid wayfinding. More details can be found in DAS.
Will there be more bridge connections?	No new bridges are proposed through UCL East however new bridges are proposed along the western side of the Park.
There should be a range of accessible routes from Stratford High Street.	A number of routes to UCL East are proposed including via the Park from the F10, Carpenters Road, Warton Road, the Greenway and Marshgate Lane from Pudding Mill. The masterplan improves connectivity within the site and along the site edges which front onto key routes.

STAGES 2 & 3 MASTERPLAN RESPONSES

Comments & suggestions	Masterplan response
Access & inclusion: movement & connectivity (continued)	
Can the waterways and Greenway be considered for movement?	The waterways surrounding the site will provide movement around the site by water. Access to the Greenway will be reopened once works have been completed by Crossrail and Thames Water.
How has crowd management on London Stadium event days been considered?	There are plans in place with the stadium operator London Stadium 185 to provide marshals along Thornton Street (the egress route). The masterplan design considers crowd movement from the stadium. More details can be found in the DAS.
Access & inclusion: public space & activities	
What will the retail offer be?	The Retail Strategy will determine retail type and appeal to a variety of visitors. The masterplan allows for retail to be located across the site.
Will there be public facing uses on the ground floor of the student accommodation buildings on Pool Street East and West?	The Fluid Zone operates across the ground and first floors of the buildings on Pool Street West and East, allowing for public facing uses across the site.
There is concern regarding development on South Park Lawn.	The three sites of UCL East have always been identified for development as part of the Legacy Communities Scheme (LCS) planning permission. The area was known as Marshgate Wharf. The South Lawn is only a temporary use before development comes forward in the area.
More detail is needed on how the workplace and academic strategy is informing the spatial requirements.	The objective for the masterplan is to create a collaborative environment for UCL. UCL East will develop in phases so there is an opportunity to respond to the requirements of each phase.
There should be exhibitions on what the academic departments of UCL East will be.	This will be addressed in the detailed design stage. UCL to provide more comment.
What will happen to the event activity previously held on South Park Lawn?	The programme of events on the Park will change over time as the neighbourhoods are developed. The proposed Plaza, Promenade and Terrace could be used for events, to be managed by UCL.
There is concern that the provision of services and amenities are too few.	The final services and amenities within the buildings are being finalised and more details will be provided through the detailed design.
More clarity is needed on how academic offer relates to the local community.	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 the programming of the academic space.

STAGES 2 & 3 MASTERPLAN RESPONSES

Comments & suggestions	Masterplan response
Access & inclusion: public space & activities (continued)	
It's important that there are a range opportunities for local schools to participate, such as outdoor classrooms for example.	Outdoor classrooms are compatible with the aspiration of the brief. The plaza, promenade and terrace will all provide opportunities for outdoor activities. UCL will consider this as part of the UCL East programme, in the interim use plans and also long term plans.
Form & identity: layout, scale & form	
There is a desire to understand how the UCL East buildings relate to nearby Park structures and the existing built environment.	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.
Do not lose focus of the human scale especially at ground floor level.	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. More details can be found in the DAS and this will be considered in more detail as the design develops.
There should be a public art program as part of the planning.	Opportunities to incorporate public art within the development will be an on-going consideration for UCL. The appropriateness of public art will be considered as part of the wider public art and events programme for Queen Elizabeth Olympic Park.
There is a desire for details on compliance with secured by design criteria.	Secured by design has been considered to date and will be addressed in more detail through the detailed design stage.
Form & identity: character, look & feel	
There is a concern about lack of connection to local history, culture or community.	This will be addressed in more detail in the detailed design stage by the architects of the individual buildings. The design codes state a use of masonry material across all buildings, which reflects on the brick industrial buildings that used to occupy the area. In addition, the academic aspiration of UCL East includes Experiment, Art, Society and Technology, which aligns closely with Stratford's industrial past.
There is a concern that the masterplan looks insular and inward looking. Will the public feel that they can walk through the atrium (Fluid zone)?	The proposed Fluid Zone (atrium) will be physically and visually transparent. More details can be found in the DAS. More details will also be developed through the operational strategies for the buildings and the UCL East engagement programme.
More detail is needed on the look and feel. How will the design work amidst the existing built environment? Will it be modest or stand out?	More details on the architecture will be available through the detailed design process which will respond to the design codes.

STAGES 2 & 3 MASTERPLAN RESPONSES

Comments & suggestions	Masterplan response
Form & identity: character, look & feel (continued)	
How does the design help balance the desire for local access whilst still feeling like a university?	The vision is to create an open and welcoming campus expressed in particular through the Fluid Zone, allowing people to move through the buildings.
The landscaping is important and should link with the Park.	Landscaping has been included within the masterplan and details can be found in the DAS. The landscape designs will be developed through the detailed design process.
Sustainability: environment & ecology	
Is there a comprehensive sustainability strategy for the development including transport, internal servicing, waste management, construction materials, energy and water management, healthy classrooms, etc.?	UCL East is targeting BREEAM excellent and full details can be found in the UCL East sustainability strategy.
How does the development relate to the waterways?	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. 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. More details will be developed through the detailed design process for the different phases.
What will the car and cycle parking provision be?	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. Adequate cycle parking provision will be included.
There are 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 the railway, vehicular and pedestrian activities. This will be further developed during the detailed design process for each phase.
It is important to connect UCL East academics and activities to the local environment.	UCL academics have already started working with the local community through UCL's Focus on the Positive programme and this will continue as UCL East opens.
There is concern on the impacts of the Cement Factory, if it receives planning permission, on UCL East.	The Local Planning Authority (LLDC PPDT) will determine the applications in consideration with local planning policy.
Sustainability: social & economic	
It is important to provide local jobs and benefit the local economy.	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.

COMMUNITY CONSULTATION TIMELINE

Our four-stage process has aimed to involve as many communities and stakeholders interested in the project as possible.



CHAPTER 4

Stage 4: Pre application consultation

4.1 Overview

The final stage of the consultation process for UCL East was jointly presented with Stratford Waterfront as part of the Cultural and Education District before the submission for planning approval. All comments and feedback gathered and presented in this section relate to UCL East proposal.

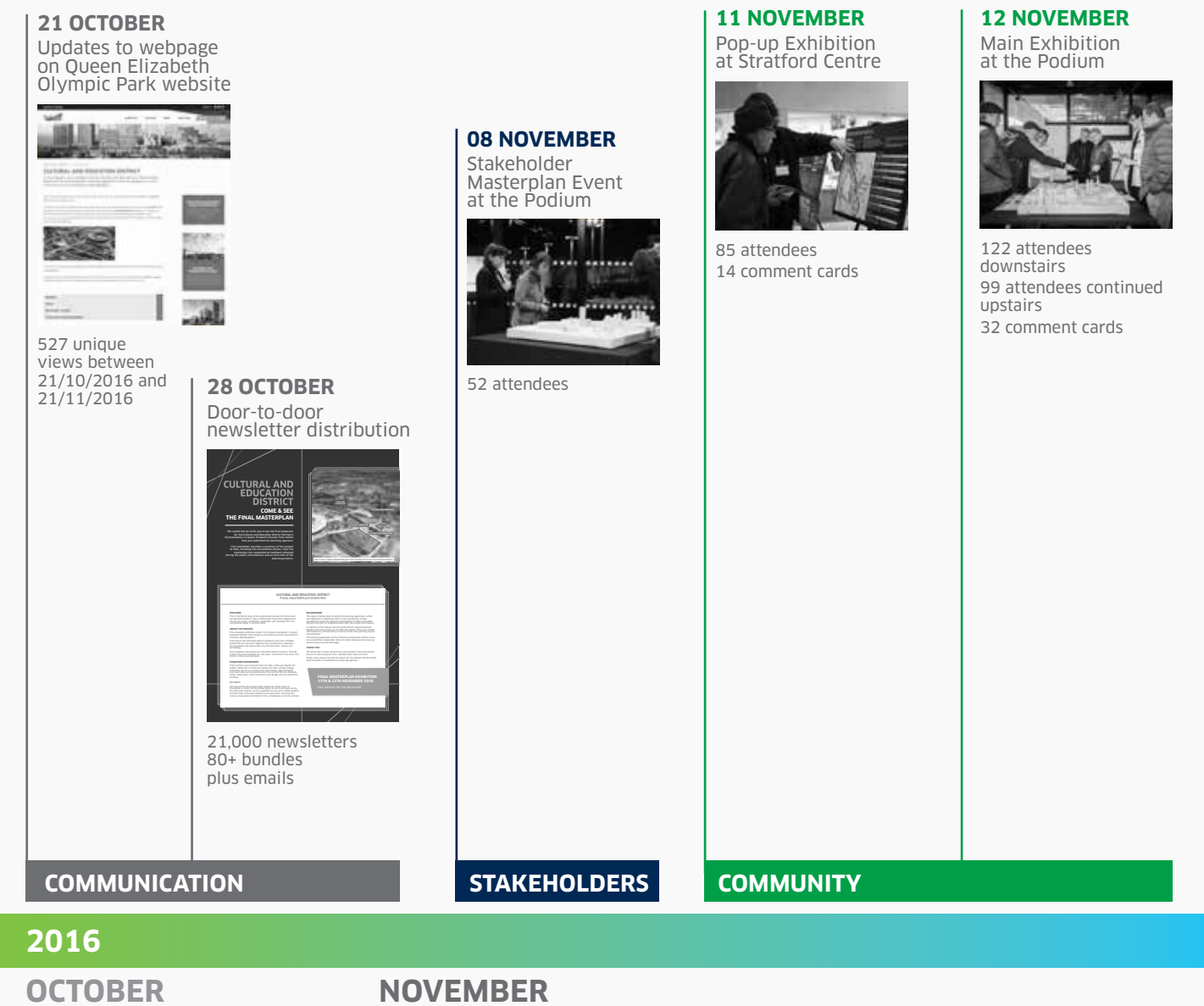
The aims of this stage were to:

- Provide an overview of the Cultural and Education District and re-introduce the partner institutions involved
- Describe the planning process of the project and what comes after the UCL East application submission
- Share feedback from the previous consultation stages and responses from the team
- Show the consultation and engagement process to date
- Present an overview of the final UCL East masterplan
- Introduce the phasing of the UCL East development for the detailed design stages
- Test support for the final masterplan proposals and gather any comments, questions, suggestions or concerns

4.2 Diary of community events & involvement

Cultural and Education District community events

Stage four presented the final masterplan before the submission for planning approval, sharing the consultation and engagement activities to date, presenting next steps and gathering any final feedback.





Main Exhibition, 12/11/2016



Stakeholder Masterplan Event, 08/11/2016



Pop-up Exhibition at the Stratford Centre, 11/11/2016

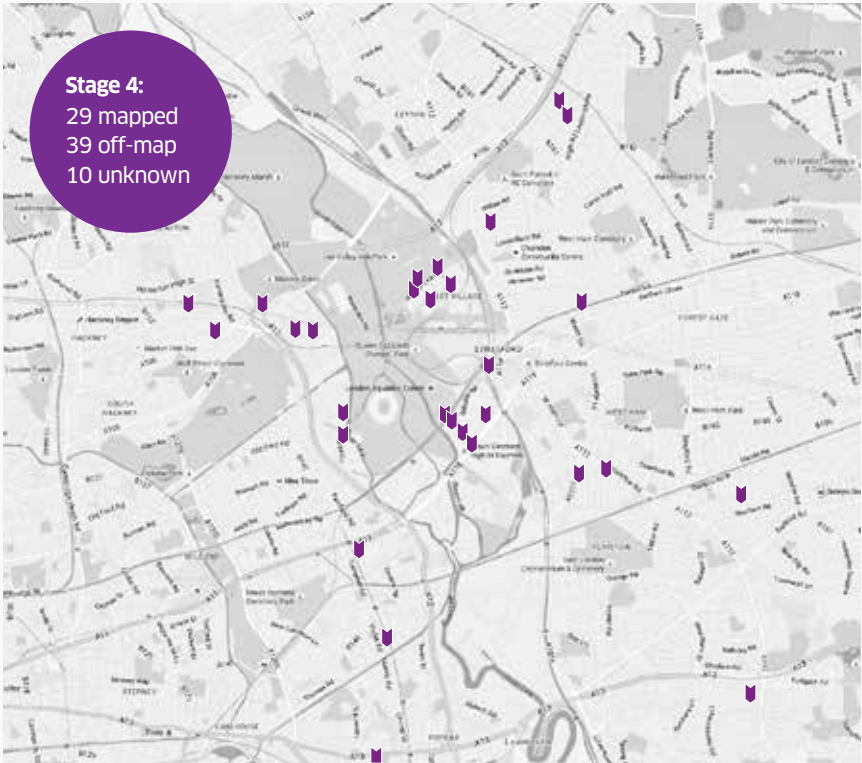
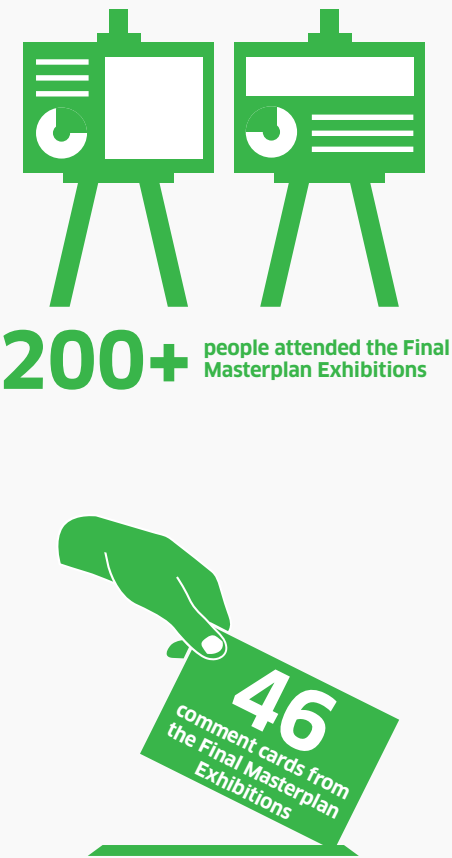


Main Exhibition, 12/11/2016



Main Exhibition, 12/11/2016

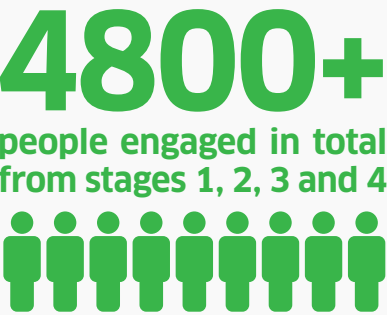
4.3 Mapping consultees & demographics



Note: These figures are taken from the 78 total people that signed in at the Main Exhibition for the Final Masterplan or left contact details at the Stratford Centre Pop-up Exhibition.



*Emails were sent to contacts collated during the consultation stages and further information was made available online.



STAGE 4 COMMUNITY DEMOGRAPHICS						
	Stratford Centre Pop-up Exhibition	Main Exhibition (upstairs)	Main Exhibition (downstairs)	Average from all Stage 4 public events	Ward average	Average comparison
Gender						
Male	49%	61%	60%	57%	50%	+7%
Female	51%	39%	40%	43%	50%	-7%
Age						
Under 25	24%	23%	26%	24%	35%	-11%
25-35	24%	28%	32%	28%	34%	+6%
36-55	27%	29%	29%	28%	17%	+11%
Over 55	26%	19%	13%	19%	13%	-6%
Ethnicity						
White	59%	79%	86%	75%	46%	+29%
BME	41%	21%	14%	25%	54%	-29%

Note: 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%.



Main Exhibition, 12/11/2016

4.4 Activities & events



Stakeholder Masterplan Event, 08/11/2016



Main Exhibition, 12/11/2016



Pop-up Exhibition, 11/11/2016

Cultural and Education District Final Masterplan events

The final masterplans for the Cultural and Education District were presented at two public exhibitions and one stakeholder event in the second week of November 2016. All events were combined exhibitions, providing an overview of the Cultural and Education District, and detailed plans on UCL East and Stratford Waterfront.

Stakeholder Masterplan Event

Local stakeholders were invited to attend the Stakeholder Masterplan Event, which featured presentations from each of the masterplanning teams followed by a Q & A session. Food and drink was served and attendees were encouraged to browse the exhibition materials and discuss the masterplans with members of the project teams.

In total, 52 stakeholders attended the event.

Event details

1: Tuesday 8 November 2016, 6-8pm, at The Podium, 5 Thornton Street, Queen Elizabeth Olympic Park, E20 2AD

Main Exhibition

The Main Exhibition was held over two floors of The Podium in Queen Elizabeth Olympic Park, in close proximity to the Stratford Waterfront and UCL East sites. Visitors entered the exhibition through the downstairs space which featured a large-scale model of the Cultural and Education District within the Park and boards presenting an overview of the Cultural and Education District.

Attendees were encouraged to move upstairs to see more information on UCL East, speak with the project team and leave feedback. Complimentary tea, coffee and cake was also available upstairs.

The activities and materials are detailed below:

Comment cards: Comment cards asked for comments or suggestions and had a space for 'positive', 'suggestion' or 'negative / concern' stickers to be affixed.

Notice board: A notice board was available for attendees to display and share their comment cards.

To-scale model: A large-scale model

showed the Cultural and Education District and its setting within the wider Park and local area.

Document stand: Consultation Stage reports, introductory flipbooks and reference booklets of the exhibition boards were displayed on a document stand for visitors to browse through.

Interactive models: Users could pan through the UCL East scheme through 3D models on iPads.

Event details

1: Saturday 12 November 2016, 12-5.30pm at The Podium, 5 Thornton Street, Queen Elizabeth Olympic Park, E20 2AD

Pop-up Exhibition

A pop-up exhibition was held at the Stratford Centre to raise awareness of the project and reach a wider local audience. People who stopped by could speak to members of the project team, browse through the exhibition boards and leave feedback through comment cards.

Event details

1: Friday 11 November 2016, 9-5pm, Stratford Centre, 54A Broadway, E15 1NG



Main Exhibition, 12/11/2016

4.5 Findings: Stage 4 Final Masterplan

Introduction

As in previous stages, there was a lot of excitement around the plans and the institutions that will be moving into the area. The majority of comments were complimentary towards the scheme, with appreciation for the improved connectivity and access, layout and public realm featured in the proposal.

Types of feedback

Feedback on the final masterplan proposals was gathered through a Q & A session at the Stakeholder Masterplan Event and through a comment card available at each event asking 'Do you have any comments or suggestions on the plans for the Cultural and Education District?'. The cards also featured an interactive element in which respondents could affix an icon sticker to them to indicate if their comment was 'positive', a 'suggestion' or 'negative/concern'.

In total, 46 comment cards were collected from the Pop-Up Exhibition at the Stratford Centre and the Main Exhibition at the Podium. Only 7 respondents out of 46 commented specifically on UCL East. As in previous stages of consultation, the comments have been broken down from 46 original comments and databased as 63 individual comments to better analyse the feedback.

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

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

Headline findings for the Cultural and Education District

Below is a high-level summary of the key messages that have come from the final stage of consultation in connection with UCL East.

MOVEMENT AND CONNECTIVITY

The relationship between cyclists and pedestrians was a reoccurring issue throughout Stages Three and Four, with support for the Park's wide pathways that encourage harmony and a hope that the routes and spaces created by the masterplans continue this. Comments also stressed the importance for pedestrian and cyclist friendly paths through the site, within the Park and to local public transport hubs, with construction raised as a concern for the impediment of movement.

PUBLIC SPACE AND ACTIVITIES

From the comment card feedback, there was a concern that the Park is becoming overdeveloped and taking over green space. Many other respondents, however, commented that the Cultural and Education District makes good use of the sites and will bring life and activity into the area.

LAYOUT, SCALE AND FORM

Positive feedback from the comment cards was given on the layout of the Cultural and Education District.

There was concern from three local residents who live south of the site area that UCL East's academic buildings would block their views to the existing landmarks in the Park.

CHARACTER, LOOK AND FEEL

The majority of comments that focused on the character, look & feel were very positive, with respondents leaving general support on the design of the buildings and public realm.

ENVIRONMENT AND ECOLOGY

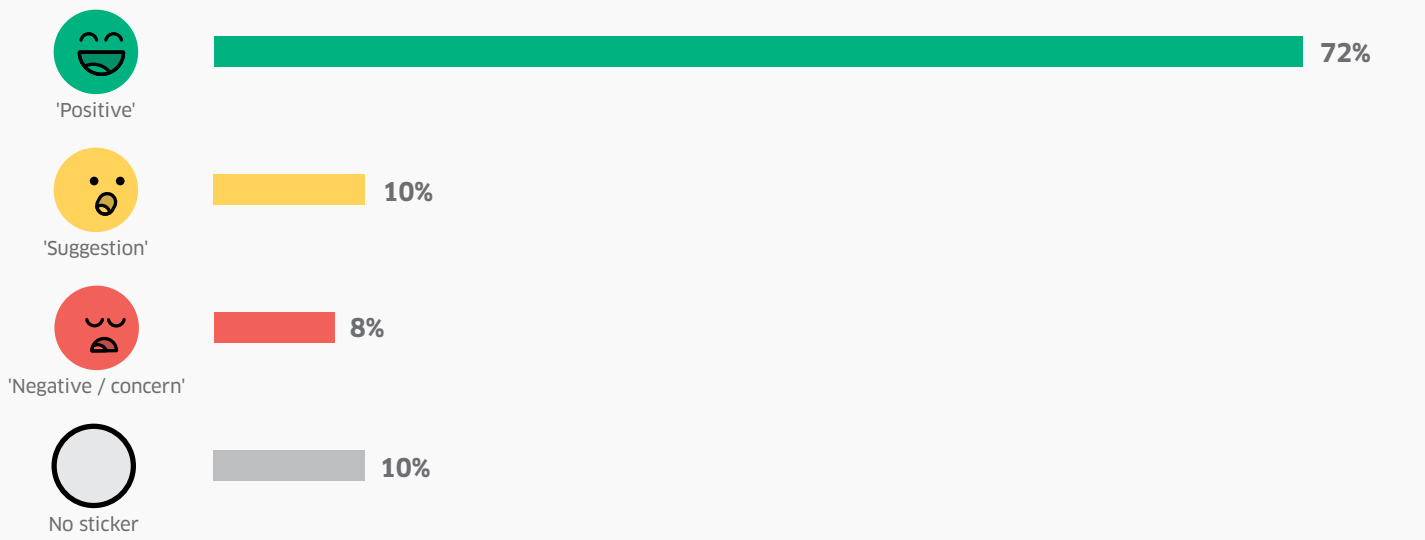
Feedback from both the Stakeholder Masterplan event and the comment cards inquired whether water would feature in the schemes in a more dynamic way.

SOCIAL AND ECONOMIC SUSTAINABILITY

Many respondents across the Final Masterplan events mentioned the need for partnership and collaboration with local community groups and existing institutions.

Comment card icons

Out of the 46 comment cards, the majority of respondents used the 'positive' icon to describe their comment. The breakdown is shown below. It's important to note, however, that whilst some who filled out the form picked a 'positive' icon, some of their written comments covered areas of concern as well as suggestions when databased. For more detailed feedback see the following pages.



Comment cards left on the notice board, Main Exhibition, 12/11/2016

Comment card feedback

The findings on the right have been taken from the written feedback that was left on the comment cards used at the Pop-up Exhibition and the Main Exhibition.

While much of the feedback was positive with general support for the Cultural and Education District developments, there was also a range of suggestions, concerns and questions posed, which can be read in more detail in the columns to the right.

To see feedback on the masterplanning team responses, please refer to section '4.6 Response to comments'.



ACCESS & INCLUSION: MOVEMENT & CONNECTIVITY

Shared surfaces

- There were a few queries regarding shared surfaces and an aspiration to ensure harmony between cyclists and pedestrians, especially on Carpenters Land Bridge. There was also an emphasis to make sure that the developments prioritise pedestrian and cyclist movement in spite of on-site construction and make routes clear and intuitive.

Public transport

- There was a request for improved pedestrian and cyclist routes between the sites and local public transport hubs.



ACCESS & INCLUSION: PUBLIC SPACE & ACTIVITIES

Diverse range of use

- Suggestions for uses ranged from leisure facilities, to independent shops, to start-up spaces and studios, indicating that respondents want a diverse range of activities on site.

Child-friendly spaces

- Make sure the developments are child-friendly, through the provision of play space, water features and wildlife, for example.

Open space in the Park

- There was concern that the Park is getting overdeveloped and no longer feels like an open space.
- Alternatively, many respondents were enthusiastic that the Cultural and Education District will bring life and activity into the area and that the developments will make good use of the sites.

Green space

- As in previous consultation stages, suggestions were made to prioritise green space and landscaping to maintain the qualities of the Park. There was also acknowledgement that this was a main feature of the masterplan.



FORM & IDENTITY: LAYOUT, SCALE & FORM

Views

- Three respondents living south of the UCL East site were worried that the buildings on UCL East's Marshgate plot would block their view to London Stadium and the ArcelorMittal Orbit.



SUSTAINABILITY: SOCIAL & ECONOMIC

Housing

- There were queries about social and affordable housing in the plans and a request for the residential areas to meet social housing targets.

Community benefits

- There was a positive sentiment that the institutions would be inspiring. Many comments suggested more community benefits, citing potential jobs, facilities and collaborations with local people and community groups.



Main Exhibition, 12/11/2016



Stakeholder Masterplan Event Q & A feedback

Representatives of local stakeholder groups were invited to attend the Stakeholder Masterplan Event at The Podium on Tuesday evening, 8 November 2016. The event presented the masterplans for UCL East and Stratford Waterfront.

A total of 52 stakeholders attended the event, in addition to representatives from the project teams.

After presentations from LDA Design and Allies & Morrison on the UCL East and Stratford Waterfront masterplans, respectively, a Q & A session was held, allowing attendees to make comments and pose questions to the masterplanning teams (see diagram below). All questions and comments were responded by the masterplanning teams, with the majority of feedback directed at the Stratford Waterfront project.

To the right are the comments that were in connection with the UCL East masterplan.

ID FORM & IDENTITY

Architectural design

Have we lost the opportunity to create a more visually interesting architectural centre that is not just following trends but also forward-looking in its design aspirations?

SUSTAINABILITY

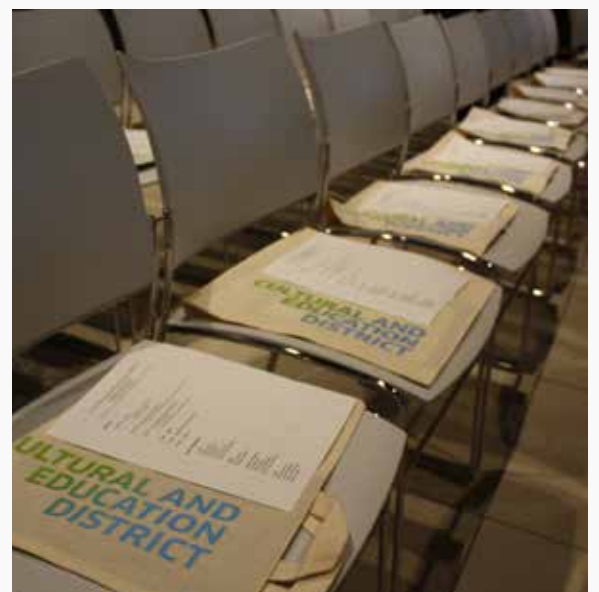
Water

Though the sites are surrounded by the waterways, it's unclear how water will be featured within the development. What activity with water will there be?

SUSTAINABILITY

Partnership and collaboration

How will the institutions engage and create partnerships and relationships with the existing community on a social level?



Stakeholder Masterplan Event, 08/11/2016

4.6 Response to comments

This section provides a response to key comments and suggestions from all the feedback received in the fourth stage of consultation relating to the overarching CED proposal and specifically on UCL East.

STAGE 4 MASTERPLAN RESPONSES	
Comments & suggestions	UCL East response
Access & inclusion: movement & connectivity	
Will the developments prioritise pedestrian and cyclist routes?	UCL East will prioritise pedestrians and cyclists, providing a car free campus. More details can be found in the design and access statement.
How will pedestrian and cycle routes be protected during construction?	The construction will require current routes to be closed to ensure the safety of Park users. As much as possible, existing routes will be maintained and any diversions well signposted.
Will there be improvements to the pedestrian and cycle routes outside of the masterplan areas to local transport hubs?	Routes outside the planning application is being considered corporately by LLDC and improvements to these routes will be subject to funding and the necessary planning permissions.
Access & inclusion: public space & activities	
A diverse range of uses is important.	UCL East will include academic floorspace, student accommodation and retail uses.
There is concern regarding the level of development on the Park.	The regeneration of the Park, including the delivery of up to 6,800 new homes, schools, employment space and community facilities, was outlined in the Legacy Communities Scheme delivering on the London 2012 Olympic and Paralympic Games promises.
Ensure green space and landscaping are incorporated throughout.	Landscaping has been included within the masterplan and details can be found in the DAS. The landscape designs will be developed through the detailed design process.
Form & identity: character, look & feel	
There is a desire to understand the detailed designs for the buildings.	The detailed designs will be available during 2017 and will form their own reserved matters applications.
Sustainability: social & economic	
Engagement and partnerships with the local community will be key.	LLDC and the partner institutions have started their early engagement work and this programme of activity will increase during 2017.



Main Exhibition, 12/11/2016



CHAPTER 5

Technical stakeholder engagement

5.1 Introduction

A programme of engagement with technical stakeholders has informed the evolution of the proposals, and the preparation of the planning application for UCL East.

This has included:

- Stakeholder engagement workshops;
- Stakeholder engagement around specific topics;
- Reviews by the London Legacy Development Corporation Quality Review Panel;
- Reviews by the Built Environment Access Panel (BEAP); and
- Pre-application consultation with the London Legacy Development Corporation Planning Policy & Decisions Team (LLDC PPDT).

An overview of each of these elements of the engagement programme is provided in this chapter.

5.2 Headline findings

A. Technical stakeholder workshops

Technical stakeholder workshops were held on 23rd March and 9th August 2016. The purpose of these workshop sessions were to present emerging masterplan proposals, to invite comment on these emerging proposals and to inform stakeholders of the planning application process and timescales for the planning application.

The first technical stakeholder workshop (23rd March) involved a presentation of the emerging masterplanning proposals for Stratford Waterfront, UCL East and also Pudding Mill in Queen Elizabeth Olympic Park. Issues raised by stakeholders in relation to the UCL East proposals included:

- the use of the Greenway could be developed or emphasised further within the UCL East proposals;
- design codes should be informed to create a new sense of place for the UCL East campus;
- a strategy should be put in place to engage with the waterways and build an active waterfront;
- a comprehensive wayfinding strategy should be deployed at UCL East.

The second technical stakeholder workshop (9th August) involved presentations of the evolving masterplan proposals for Stratford Waterfront, UCL East and Pudding Mill, as well as presentations on the overall planning application strategy, approach to environmental impact assessment and planning application timescales. There were no specific comments regarding the UCL East Planning Application at the second technical stakeholder briefing.

B. Technical stakeholder engagement around specific topics

In addition to the technical stakeholder workshop sessions, a series of technical stakeholder engagement discussions were held around specific topics in relation to the preparation of the planning application for UCL East.

The applicant team engaged with the following stakeholders on specific topics:

Broad issues:

- Greater London Authority on housing and viability, tall buildings and sustainability.

Employment opportunities:

- LLDC PPDT and the London Borough of Newham were engaged to review the employment impact assessment assumptions, baseline sources and understanding of future social infrastructure provision.

Environment & ecology:

- Natural England, the Environment Agency in relation to ecology, on the basis of their response to the Environmental Impact Assessment Scoping report, and PPDT to discuss scoping opinion comments and baseline requirements, for instance the need for protected species survey.
- The Environmental Agency with regards to water quality and flood risk.
- The Canal & Rivers Trust in relation to potential use of the waterways.
- London Borough of Newham, were approached with regards to the waste strategy.
- Greater London Archaeology Advisory Service in relation to archaeology.

- Environmental Health Officers of each of the relevant Local Planning Authorities to agree the EIA methodology in relation to air quality. Consultations were undertaken with PPDT and the Environmental Health Officer at London Borough of Newham to agree the proposed monitoring locations for UCL East.

Communication & technology:

- LLDC PPDT was engaged with regards to assessment methodology and significance criteria for the assessment of telecommunications impacts.

Transport:

- Transport for London was engaged extensively alongside LLDC PPDT in relation to the methodology for the Transport Assessment. London Borough of Newham Highways was also invited to the methodology and progress meetings.

C. London Legacy Development Corporation Quality Review Panel

As part of its commitment to high quality design, and in compliance with a condition of outline planning consent for the Legacy Communities Scheme, the Legacy Corporation has established a Quality Review Panel (QRP) to support the planning decision making to developers and to the Legacy Corporation on development proposals in the Mayoral development area.

The panel is made up of between 20 and 25 leading professionals and includes people working in the fields of architecture, landscape architecture, urban design, town planning, environmental sustainability, engineering, inclusive design, and development delivery. Panel members from other disciplines may also be included, when particular expertise is required.

The panel is project managed by external consultants to provide a service that is independent and impartial. This includes responsibility for advising on the establishment of the Quality Review Panel processes, the appointment of the panel and chair, and the administration of review meetings.

A series of meetings were held with the London Development Corporation Quality Review Panel to address the overall and individual proposals at UCL East between January and October 2016.

The first meeting of the Panel was on 21st January 2016 and provided an overview of the emerging masterplan proposals for UCL East. The Panel raised the following issues:

- The proposed 17 storey student accommodation building should be given further thought because of its setting near the Aquatic Centre.

- It is important that the first phase of development creates a successful place in its own right.
- Improving the quality of the environment along routes to the site, particularly from Stratford Station will be important.

The second meeting of the Panel was on 25th February 2016. The Panel raised the following issues:

- Further refinement is needed to achieve a masterplan that fulfils the potential of the UCL East campus at the Site.
- Further consideration should be given to the height of the student accommodation on Pool Street East and Pool Street West, particularly in relation to its setting within Queen Elizabeth Olympic Park.

The third meeting of the Panel was on 21st July 2016. The Panel noted the following issues:

- The configuration of student accommodation buildings could be reconsidered, in particular the orientation at right angles to the Park to create an element of variety/interest to the townscape.
- While setting broad parameters, the masterplan as expressed in the outline planning application should not overly constrain future design teams bringing forward detailed design proposals.
- Further exploration of the relationship between the public realm and lower storeys of the buildings would be helpful in reinforcing the 'fluid' model underpinning the UCL East masterplan.

The fourth meeting of the Panel was on 20th October 2016. The Panel made the following points:

- The 'fluid zones' of the Pool Street East and Pool Street West buildings might help to inform the optimum configuration of the Pool Street blocks.
- The parameters and design codes should prevent particularly narrow spaces at The Lane on Marshgate from becoming too oppressive (i.e. minimum widths should be established relative to adjoining building heights).
- The Panel expressed a wish to consider the design codes and parameter plans.

D. Built Environment Access Panel

The London Legacy Development Corporation has a dedicated Built Environment Access Panel (BEAP) which provides advice, technical help and feedback on accessibility and inclusive design issues. The LLDC consults and involves the BEAP wherever possible to take advantage of the range of experience and expertise its members offer.

The UCL East Planning Application proposals were presented to the Built Environment Access Panel. The Panel provided a number of comments with regard to the various elements of the proposal. All the comments made by the BEAP have been acknowledged and addressed where possible by the design team and LLDC.

The following summarises the comments made by BEAP:

1. There should be suitable access to the bleacher seating at the top, midway and bottom on the western edge of the UCL East site, to enable all visitors to use the seating.
2. Recommendation for the design team to engage with and have ongoing discussions with LLDC, BEAP (and GLA) on the approach to the provision of accessible student and staff accommodation. There is an opportunity to do something innovative and exciting at the Park that can be flexible whilst meeting the necessary requirements.
3. The design team should consider the wider accessibility implications that the scheme may have on the rest of the Park, for example, increased numbers of cyclists.
4. Suggestion to develop a Cultural and Education District cycling strategy.
5. The design team is to come back to BEAP to present more detailed design plans and therefore to hold a more targeted session then.

E. London Legacy Development Corporation Planning Policy Decisions Team

In addition to the other stakeholder engagement, a series of pre-application meetings have been undertaken with the planning authority, London Legacy Development Corporation Planning Policy Decisions Team (LLDC PPDT). These meetings have taken place during the course of the design development of the UCL East proposals from the initial stages through to the planning application submission.

The pre-application meetings with planning officers have covered a series of key topics/themes, including:

- **Design development of the outline scheme:** discussions have been held during the design stages for UCL East in relation to the overall masterplan configuration, including scale, massing, location of routes, access and servicing.
- **Description of Development and Parameter Plans:** discussions have been held with the planning officers in relation to draft descriptions of development and the content and layout of the parameter plans submitted for approval. The parameter plans have evolved in content to ensure that they allow flexibility whilst ensuring that a robust set of parameters are in place to inform the environmental impact assessment work. Discussions on the parameter plans focused on the approach to building heights, the approach to the disposition of land uses and the treatment of land use along frontages and arrangements for access/servicing.
- **Design Codes:** in order to secure the design quality of the development as reserved matters

applications come forward the team have prepared Design Codes to provide further articulation of the design aspiration for the UCL East scheme to supplement the parameter plans submitted for approval. Pre-application discussions with planning officers have covered the content and presentation of the design codes to ensure adequate, clear and measurable commitments are made to design quality.

- **Green Infrastructure:** pre-application discussions have been held with planning officers on the Green Infrastructure provision at UCL East. This involved discussion about how the proposed provision relates to the existing LCS commitments to Biodiversity Action Plan (BAP) and Green Infrastructure across the different categories of space.
- **Sustainability:** review of the sustainability proposals for UCL East and an explanation of how the proposals/commitments would be reported in the Sustainability Statement and Energy Statement submitted in support of the planning application.
- **EIA Scoping and Structure of the Environmental Statement:** meetings with LLDC PPDT and their EIA advisors to review the submitted EIA scoping request and the local planning authority's response. Follow up discussions were held to review the proposed approach to the structure of the Environmental Statement
- **Transport/Access:** Extensive programme of meetings to agree the approach to the Transport Assessment submitted in support of the planning application.



CHAPTER 6

Next steps

6.1 Next steps in community & stakeholder engagement

Building on the consultation work completed to date on UCL East, consultation activity will be undertaken on the reserved matters applications for phase 1 of UCL East.

In addition there will be a shift in activity in the next period as the local engagement activity for the Cultural and Education increases leading into the UCL East opening programmes and activity.

6.2 Engagement activities planned

Overview

The following involvement activities are already being planned for 2017 and beyond to ensure continued outreach and engagement of the local community, and the participation and involvement of local groups:

Stakeholder Forum: will continue to meet every six months providing a regular meeting between LLDC, UCL and local organisations.

Legacy Youth Voice: will continue to be actively involved both in terms of shaping the designs and working with the partners as they develop their programmes.

Children and young people programme: in 2017 LLDC and UCL will develop an education programme focused around Experimentation, Arts, Science and Technology (EAST) delivered with the other cultural and education district partners. Initially the focus will be on activity undertaken with schools.

Collaborative projects: local activity by UCL with LLDC and local organisations such as continuation of UCL's Talking Objects.



Legacy Youth Voice session for Cultural and Education District, 11/08/2016



SPARK Festival, UCL



SPARK Festival, UCL

CONTACT US

For more detail on the plans for the Cultural and Education District, please visit the Queen Elizabeth Olympic Park website or contact the project team.

Queen Elizabeth Olympic Park website

 QueenElizabethOlympicPark.co.uk/ucl-east

UCL East

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