

Oriel

Statement of Community Involvement

October 2020

File: ORL-INF-XX-XX-RP-PL-310- Statement Community Involvement



Oriel
Creating the centre for
advancing eye health



Moorfields
Eye Hospital
NHS Foundation Trust



Moorfields
Eye Charity



INSTITUTE OF
OPHTHALMOLOGY

CONTACTS

Applicant:

Moorfields Eye Hospital NHS Foundation Trust
62 City Road
London EC1V 2PD
T: +44 (0)20 7253 3411
W: www.moorfields.nhs.uk

UCL Institute of Ophthalmology
Bidborough House
38-50 Bidborough Street
London WC1H 9BT
T: +44 (0) 20 7679 2000
W: www.ucl.ac.uk/iao/

Moorfields Eye Charity
Kemp House
152-160 City Road
London EC1V 2NX
T: +44 (0)20 7566 2565
W: www.moorfieldseyecharity.org.uk

Development Manager:
Moorfields Eye Hospital NHS Foundation Trust
62 City Road
London EC1V 2PD
T: +44 (0)20 7501 0688
W: www.moorfields.nhs.uk

Project Manager:
AECOM
Aldgate Tower,
2 Leman Street
London E1 8FA
T: +44 (0)20 7061 7000
W: www.aecom.com

**Lead Designer & Multi-Disciplinary
Design Team including Specialists:**
AECOM
Aldgate Tower
2 Leman Street
London E1 8FA
T: +44 (0)20 7061 7000
W: www.aecom.com

Lead Architect:

Penoyre & Prasad
The White Chapel Building
10 Whitechapel High Street
London, E1 8QS
T: +44 (0)20 7250 3477
W: penoyreprasad.com

Interiors / Landscape Architect:

White Arkitekter
Östgötagatan 100
Box 4700
11692 Stockholm
T: +46 8 402 25 00
W: whitearkitekter.com

Environmental Consultant:

AECOM
Aldgate Tower,
2 Leman Street
London E1 8FA
T: +44 (0)20 7834 7267
W: www.aecom.com

Planning Consultant:

JLL
30 Warwick Street
London W1B 5NH
T: +44 (0) 20 039129926
W: www.jll.co.uk

Heritage & Townscape:

KM Heritage
72 Pymer's Mead
London SE21 8NJ
T: +44(0) 20 8670 9057
W: www.kmheritage.com

Wind Microclimate

BRE
Watford
Hertfordshire
WD25 9XX
T: +44(0) 333 321 8811
W: www.bregroup.com

CONTACTS

Rights of Light:

GIA

The Whitehouse

Belvedere Road

London SE1 8GA

T: +44 (0)20 7202 1400

W: www.gia.uk.com

Public Affairs Consultant:

London Communication Agency

8th Floor

Berkshire House

168-173 High Holborn

London WC1V 7AA

T: +44 (0) 20 7612 8480

W: www.londoncommunications.co.uk

Client Accessibility Adviser:

Buro Happold

17 Newman Street

London W1T 1PD

T: +44 (0)2079 279 700

W: www.burohappold.com

Legal advisor:

CMS LLP

Cannon Place

78 Cannon Street

London EC4N 6A

T: +44 (0)20 7367 3000

W: cms.law/en/gbr

Cost Consultant:

Gardiner & Theobald LLP

10 South Crescent

London WC1E 7BD

T: +44 (0)20 3597 1000

W: www.gardiner.com



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**Moorfields
Eye Hospital**
NHS Foundation Trust



INSTITUTE OF
OPHTHALMOLOGY

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**Moorfields
Eye Charity**

KMHeritage

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CHARTERED SURVEYORS

BURO HAPPOLD



GT GARDINER
& THEOBALD

C/M/S/

Law . Tax

**ORIEL
STATEMENT OF COMMUNITY INVOLVEMENT
OCTOBER 2020**

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SECTION 1: INTRODUCTION

- 1.1 This Statement of Community Involvement (SCI) has been prepared by London Communications Agency (LCA) on behalf of Moorfields Eye Hospital NHS Foundation Trust ('Moorfields'), UCL Institute of Ophthalmology ('UCL IoO') and Moorfields Eye Charity (MEC), together referred to in this document as "the Applicant."
- 1.2 It forms part of the supporting material for the planning application for the redevelopment of part of the St Pancras Hospital site, also referred to in this document as "the Site".
- 1.3 The description of the proposed development is as follows:

Demolition of one and two storey hospital buildings (Ash House, Bloomsbury Day Hospital, the Camley Centre, Jules Thorn Day Hospital, Kitchen Building and the Post Room & Former Mortuary) and construction of a part seven, part ten storey purpose-built eye care, research and education centre for Moorfields Eye Hospital, the UCL Institute of Ophthalmology and Moorfields Eye Charity.

New building to comprise a mixture of the following uses: clinical, research and education purposes, including accident and emergency (A&E) department, outpatients, operating theatres, research areas, education space, café and retail areas, facilities management, office space and plant space.

- 1.4 Full details of the proposals can be found in the Design and Access Statement and other documents submitted as part of the application.
- 1.5 This SCI demonstrates that a thorough approach has been taken to consultation with local residents and stakeholders, community groups, eye healthcare partners, sight loss and disability organisations, and staff from Moorfields and UCL. The Applicant is committed to ongoing engagement with all of these groups.
- 1.6 The SCI outlines the key activities undertaken to deliver the consultation strategy, the feedback received, and the Applicant's responses to this feedback.
- 1.7 Advice on the consultation approach was also taken from the London Borough of Camden (LBC) before commencing, including the adaptations in response to lockdown measures enforced by the Covid-19 pandemic.
- 1.8 Whilst most consultation activities were unaffected – including issuing stakeholder letters, placing adverts in local newspapers and producing and sending publications detailing the proposals –the Applicant was not able to hold public face-to-face meetings due to social distancing restrictions.
- 1.9 Instead, the Applicant effectively promoted and held multiple virtual public and stakeholder meetings to ensure that the design team were able to engage directly with local residents, community groups and other stakeholders about their views of the proposed scheme and answer any questions.
- 1.10 Despite the pandemic, the Applicant has been able to carry out a robust public consultation on the proposed designs of the new centre, with a high level of engagement throughout the consultation process.

- 1.11 In addition to the consultation on the design of the proposed new building, Buro Happold's inclusive design team has been appointed to conduct stakeholder engagement about the 'last half mile.' This refers specifically to the journey and user experience from public transport links and the vehicular drop-off area and entrances to the proposed new centre.
- 1.12 This work is under way and will continue beyond the submission of the planning application. It focuses on the accessibility needs of many patients and visitors with a range of disabilities and age-related conditions, particularly those with varying visual impairments, from public transport hubs to entering the new centre itself.
- 1.13 All engagement activities outlined in this document were undertaken by the Applicant and the Applicant's representatives – lead designer AECOM, architects Penoyre & Prasad, accessibility and inclusive design consultants, Buro Happold, planning consultants JLL and public consultation and communications specialists, London Communications Agency.
- 1.14 The SCI is in accordance with LBC's Statement of Community Involvement (SCI) guidance (adopted in 2016) and the Applicant has taken the advice of the Council before and during the consultation programme.
- 1.15 It also reflects the principles for consultation in the Localism Act (2011) and in the National Planning Policy Framework (2019).
- 1.16 The Applicant has fully considered the comments received during the consultation and has responded to them in the SCI.

SECTION 2: CONSULTATION – AT A GLANCE

Meetings held:

- **Two public virtual consultation meetings** attended by over **40 people**.
- Virtual meetings held with local community stakeholders, including **Somers Town Neighbourhood Forum, West Euston Partnership, Camden Town Unlimited and Camden Cycling Campaign**.
- Virtual meetings with neighbours including the **Royal Veterinary College and London BioScience Innovation Centre and the Knowledge Quarter**, which are based in close proximity to the St Pancras Hospital site.
- Stakeholder meeting held with the **Cabinet Member for Investing in Communities and Chief Planning Officer**.
- The establishment of the **Oriel St Pancras Way Residents Forum** in response to the request of local residents.
- All meetings were led by either or both Johanna Moss, Director of Strategy at Moorfields Eye Hospital and Prof. Andrew Dick, Director of UCL's Institute of Ophthalmology.
- A **Development Management Forum (DMF)**, organised by LBC, gave people an opportunity to find out about and comment on the emerging proposals.

Keeping people informed and involved:

- **Regularly updated Oriel website** – <https://oriel-london.org.uk/>
- **Two editions of a four-page consultation newsletter, both of which included a freepost feedback card**. These were hand-delivered to **6,314 homes and businesses** in a **550m** wide radius around the site.
- **An eight-page consultation booklet** issued to the key local stakeholders and available to download from the Oriel website.
- **A film** that included a presentation from the architects on the emerging scheme. This was available on the website, widely promoted and used in the public virtual meetings.
- **Letters sent to key stakeholders** including residents'/tenants' associations, local groups, businesses, Camden councillors and officers introducing the scheme and offering a meeting.
- **Information provided to staff at Moorfields and UCL**, on internal screens, in staff bulletins, weekly emails, presentations and meetings.
- **Information provided to patients of Moorfields**, on television screens across the Moorfields network, virtual meetings, email and social media updates and news stories.
- **Poster** with information about the proposals distributed to local groups, GP surgeries, pharmacies and local opticians to display.

- **A large PVC banner displayed on the railings of the St Pancras Hospital site** with a QR code enabling people to easily link to the Oriel website and consultation information.
- **Feedback mechanisms** including Freepost, Freephone and email, with all questions and feedback responded to.
- **Paid-for targeted social media advertising** via Facebook and Instagram, used to promote the public consultation and virtual public meetings.
- **Press releases** issued to local, regional and trade media.
- **Paid-for newspaper advertising** in the Camden New Journal to promote the public consultation and virtual public meetings.

SECTION 3: CONSULTATION SUMMARY

- 3.1 This Statement of Community Involvement (SCI) has been prepared by London Communications Agency (LCA) on behalf of the Applicant. It forms part of the planning application for the redevelopment of part of the St Pancras Hospital site and details the Applicant's consultation programme which took place ahead of submitting this application.
- 3.2 The SCI demonstrates the Applicant's commitment to implementing a comprehensive consultation approach, designed to give people the opportunity to feedback on the plans for the site.
- 3.3 The objectives of this consultation were to fully explain the context for the proposals; present the design proposal for the site; engage with the public, local groups and stakeholders, Moorfields and UCL staff, neighbours located close to the site, local councillors, and sight loss and disability partner organisations. It is also implemented to properly consider and respond to feedback before submitting an application.
- 3.4 Adaptations to the consultation approach were made as a result of the Covid-19 pandemic and social distancing measures, to ensure that the Applicant was able to consult thoroughly with local residents and key stakeholders. This included holding a series of virtual public consultation events and meetings. In addition two community newsletters, with a Freepost feedback card, were both hand-delivered to 6,314 homes and businesses in a 550m radius around the site so people without access to the internet still received information on the proposals and ways to give their feedback. A short film was also commissioned and shared via email with stakeholders and uploaded to the Oriel website.
- 3.5 The Applicant held a series of pre-application meetings with LBC planning officers and members to discuss and develop the proposals. This included two presentations to LBC's Design Review Panel and one meeting with the Strategic Panel for Emerging Planning Proposals.
- 3.6 All of the feedback received during the consultation period has been carefully considered by the Applicant and has helped to shape the proposals.

Context

- 3.7 Moorfields Eye Hospital and UCL Institute of Ophthalmology (IoO) are at the forefront of treatment and research for eye conditions nationally and internationally. Together they provide globally-recognised research, excellent education and outstanding clinical care.
- 3.8 Looking ahead to the challenges and opportunities of a changing and more digital world, they seek to build on the past and adapt to the future for the benefit of patients and society.
- 3.9 Since 2012, they have been working together on plans to develop a new, purpose-built centre. This joint initiative is called Oriel. The proposals would enable Moorfields and the UCL IoO to relocate services from Islington to the St Pancras Hospital site in Camden.
- 3.10 A new purpose-built centre would bring cutting-edge clinical care and research under one roof. By fostering collaboration the Applicant has an opportunity to transform the future of eye care through research, education and innovation. A new centre would provide the ideal setting for the training of the world-class ophthalmic and research experts of the future. Flexible, collaboration

space would improve the experience of education provided, and enable the application of modern teaching methods, as well as facilitating learning in clinical and laboratory settings.

- 3.11 There is a growing and more complex demand for eye services. As such, developing and delivering therapies for eye conditions is an important challenge for the UK and globally. The closer clinicians and researchers work, the faster they can develop new techniques and technologies to diagnose and treat conditions.
- 3.12 The current Moorfields and UCL facilities on City Road and Bath Street in Islington are outdated and do not provide an environment for the best patient or staff experience.
- 3.13 This existing estate also constrains scientists and clinicians who work across several buildings. The lack of integration between research and hospital care in the current facilities limits the Applicant's ability to widen their research portfolio or to better include patient engagement and participation in research.
- 3.14 The five-acre St Pancras Hospital site provides inpatient and community mental health services. It is owned and operated by Camden and Islington NHS Foundation Trust. The existing mental health inpatient wards are planned to move to a new facility next to the existing Highgate Mental Health Centre and the Whittington Hospital. As part of the wider redevelopment of the site, specialist community mental health services will remain in a newly designed building on the St Pancras site, while other mental health and physical health services will be moved elsewhere in the borough.
- 3.15 The Applicant is proposing to develop two acres of the St Pancras Hospital site. Proposals for the remaining three acres are being brought forward by Camden and Islington NHS Foundation Trust's development partner, King's Cross Central Limited Partnership (KCCLP).
- 3.16 The two-acre site is located on St Pancras Way and Granary Street in close proximity to Euston, St Pancras and King's Cross stations.
- 3.17 While the site sits within the King's Cross St Pancras Conservation Area, the buildings that the new facility would replace are primarily post-war and recognised to be of little historic value.
- 3.18 The site has a PTAL rating of 6b, which is the highest rating. It is well connected to public transport as St Pancras and King's Cross, Euston and Mornington Crescent stations are close by.
- 3.19 The Applicant has identified the St Pancras Hospital site as it is ideally situated close to the UCL Bloomsbury campus and several of its voluntary sector and charity partners, including the Royal National Institute of Blind People and Guide Dogs. The Applicant also considers the site to be suitable for the proposed new eye-health centre as it would sit within London's Knowledge Quarter – an area which has one of the highest densities of knowledge based, cultural and scientific businesses anywhere in the world.

Previous engagement

- 3.20 During the life of this joint initiative, the Applicant has engaged with a wide range of stakeholders, including relevant local authorities, health authorities, staff, patients, local

businesses, community groups, sight loss and disability charities, residents and politicians, about its plans.

- 3.21 Between 2013 and 2019, five phases of engagement took place about the proposed move and the options available.
- 3.22 During the 2019 NHS public service change consultation, Moorfields received detailed feedback from patients, staff, the public and charities relating to the changes and improvements they would like to see in their experience of the current facilities. This feedback indicated broad support for a proposed move from City Road to a new centre at the St Pancras Hospital site, which will enable better integration of research and education with the UCL Institute of Ophthalmology.
- 3.23 Throughout the engagement and consultation, the Applicant heard that patients, staff, users and other healthcare professionals want Oriel to drive quality improvements and innovation and act as a catalyst for the development of new service models and treatment options for eye care nationwide.

Proposals

- 3.24 The Applicant is proposing to deliver a new, world-leading integrated eye care, research and education centre.
- 3.25 The proposed scheme will attract, inspire and retain the most talented clinicians, researchers and educators, and will assist in speeding up the development of new research and treatments for eye care.

3.26 Discussions with LBC began in earnest in February 2019. A sequence of design meetings were held with officers, including two Design Review Panels (DRP) and one meeting with the Strategic Review Panel on emerging planning proposals. The full sequence of meetings is set out in the table below:

Date of meetings and presentations	Topic of meeting
Stage 1	
26/02/19	Preliminary presentation
11/03/19	Strategic Pre-app meeting
25/04/19	Pre-app 1
22/05/19	Pre-app 2
12/06/19	Pre-app 3
03/07/20	Pre-app 4
Stage 2	
09/10/19	RIBA Stage 2 interim presentation
22/01/20	Pre-app - kick off meeting
26/02/20	Joint Oriel/KCCLP meeting
26/03/20	Presentation to GLA
15/04/20	Joint Oriel/KCCLP breakout session
15/04/20	Pre-app - design and massing
24/04/20	Design Review Panel 01
29/04/20	Pre-app - design and massing
20/05/20	Joint Oriel/KCCLP breakout session
22/05/20	Informal workshop with planning case officer
17/06/20	Joint Oriel/KCCLP breakout session
17/06/20	Pre-app - massing/façade/public consultation
15/07/20	Joint Oriel/KCCLP breakout session
16/07/20	Pre-app - energy
23/07/20	Pre-app - design and conservation
30/07/20	Pre-app - transport
13/08/20	Pre-app - waste
19/08/20	Pre-app - social, health and community impact
21/08/20	Design Review Panel 02
26/08/20	Pre-app - crime prevention/ecology/trees
10/09/20	Pre-app - landscape/public realm/rooftop plant
18/09/20	Pre-app - planning and design

3.27 In discussions with LBC about the Oriel project, a number of principles emerged:

- Creating a new public realm that welcomes the public into the heart of the building and reinforces the new centre's sense of place. The form of the building and the way it relates to its site, urban context and routes will give it a clear identity as part of the Knowledge Quarter.
- Creating a place of collaboration and interaction between staff, students, patients and the public, facilitating chance encounters and serendipitous 'water cooler' moments.
- Meeting changing needs through an adaptable building that is inherently flexible and future proof.

Public consultation – informing the local community about the proposals

- 3.28 Letters outlining the proposals were sent to key stakeholders including ward councillors, relevant cabinet members and officers at LBC, relevant health commissioners and directors at and other healthcare partners, community groups and local residents on 7 July 2020.
- 3.29 Two 4-page consultation newsletters were produced and hand delivered to 6,341 homes and businesses around the site to ensure those with no online access could find out about the proposals. These both included a Freepost comment card which recipients could complete and return in order to provide their feedback. The comment card provided in the second newsletter that was issued included questions about the scheme to help further inform feedback.
- 3.30 A short film was produced outlining the proposals and featured presentations from Johanna Moss, Director of Strategy at Moorfields Eye Hospital, Prof. Andrew Dick, Director of UCL's Institute of Ophthalmology and Sunand Prasad, co-founder and Principal of architecture practice Penoyre & Prasad. The film was used during the online public meetings, shared with stakeholders and uploaded to the website.
- 3.31 Information about the proposals are available on the dedicated website – oriel-london.org.uk (Appendix A). The website is regularly updated as the design emerges and includes pages about the proposed design, how to get involved and an FAQ section. All consultation materials including the eight-page consultation booklet, community newsletters and an Easy Read version of the brochure are available to download. The website was also used to promote the two public online/virtual discussion meetings and LBC's public Development Management Forum (DMF) meeting, along with contact details on how to give feedback.
- 3.32 Over 3,500 people visited the consultation website to view the proposals online between 5 August and 14 October 2020.
- 3.33 To enable as many people as possible to contact the consultation team and comment on the proposals, a wide range of feedback mechanisms were used, including:
- A tear-off comments cards in the four-page consultation newsletter, to be completed and returned via Freepost to the consultation team.
 - A dedicated email address – oriel@londoncommunications.co.uk.
 - A Freephone consultation line – 0800 307 7967 – where voice messages could be left and a member of the consultation team would then return the call
 - A 'chat box' was available during each of the public online discussion meetings for attendees to type their questions. These were read out during the meeting and answered by relevant members of the project team. Attendees of the public online discussion meetings were also given the opportunity to raise their hand and address the project team in the meetings directly.
 - An Oriel virtual assistant (chatbot) on the Oriel website allowed visitors to ask questions and provided real-time answers as well as prompting participants to give their views on the proposals.
 - All questions were captured, responded to and the frequently asked questions (FAQs) were uploaded to the consultation website.

Public consultation – online events and meetings

- 3.34 Two public online discussion meetings were held on Tuesday 18 August and Monday 24 August, from 6pm to 7pm. These took place via the online platform Microsoft Teams. A total of 40 people attended these two meetings.
- 3.35 These public online meetings were advertised internally to staff and patients as well as to key stakeholders and the local community through a variety of means including:
- Letters and emails sent to stakeholders (Appendix B), staff and the Oriel mailing list which includes patients, staff and sight loss and disability organisations
 - Advertised on Moorfields social media channels
 - Hard copy consultation newsletters delivered to 6,314 homes and businesses in a 550m radius around the site (See Appendix C for the booklet and Appendix D for the distribution area map)
 - Paid-for targeted social media advertising via Facebook and Instagram (Appendices F)
 - A press release issued to local media (Appendix E)
 - Paid-for newspaper advertising in the Camden New Journal (Appendix G) on 13 August 2020.

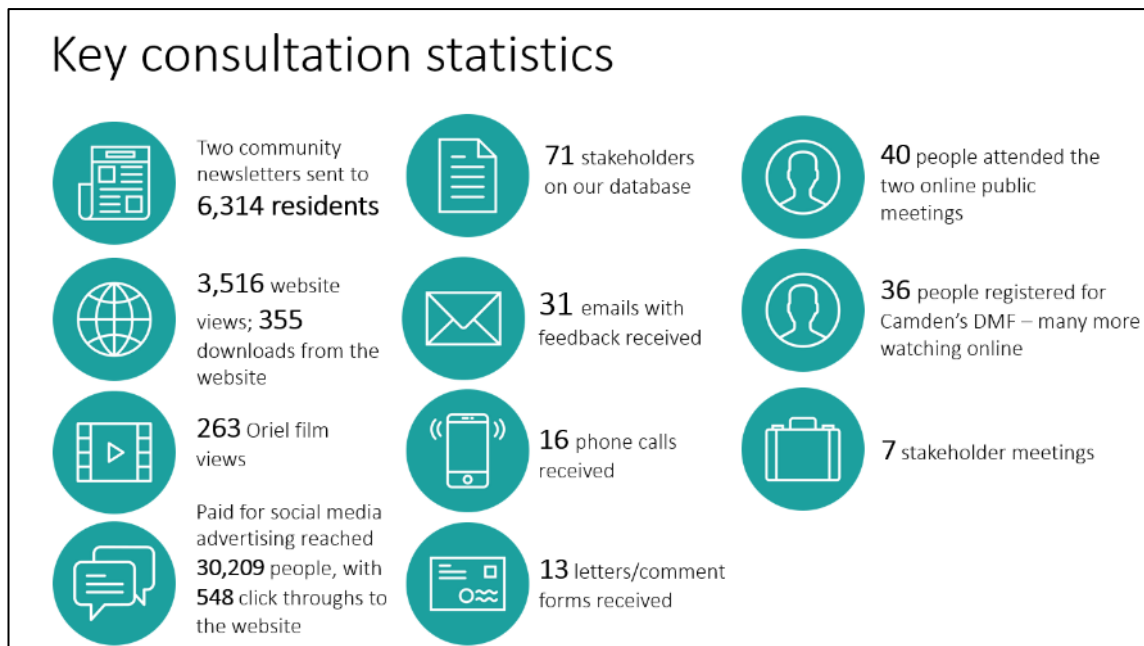
Public consultation – meetings with local stakeholders

- 3.36 In addition to the two public online discussion events, the Applicant has held virtual meetings with a number of local stakeholders, the details of which are shown in the table below:

Date	Local stakeholder
Tuesday 28 July	Royal Veterinary College and London BioScience Innovation Centre
Monday 3 August	Cabinet Member for Investing in Communities, Cllr Danny Beales
Monday 17 August	Camden Council Strategic Panel on Emerging Planning Proposals presentation
Wednesday 26 August	Camden Town Unlimited (Business Improvement District)
Friday 18 September	Somers Town Big Local
Thursday 24 September	Camden Council Development Management Forum
Monday 28 September	West Euston Partnership
Tuesday 29 September	Somers Town Neighbourhood Forum (also attended by one of the St Pancras and Somers Town ward councillors)
Tuesday 6 October	Knowledge Quarter
Monday 12 October	Camden Cyclists Campaign
Wednesday 14 October	Oriel St Pancras Way Residents Forum

3.37 All of the consultation meetings were attended by members of the consultation team and designed to be informative, engaging and clearly explain the context for the proposals and the detail of the plans, as well as give people an opportunity to ask questions and give their feedback.

Public consultation - feedback



- 3.38 A total of 13 comment cards were submitted following the distribution of the two consultation newsletters to local residents and stakeholders.
- 3.39 A total of 31 emails were responded to by the Applicant and questions were also captured in the online FAQs document.
- 3.40 The most common themes and topics that were raised by participants during the virtual events by participants, as well as via the written and verbal responses, included:
- Scale of building next to heritage buildings and homes
 - Traffic impact on St Pancras Way and the drop-off point
 - Access from local transport hubs and 'the last half mile'
 - The positive impact that this new building will have on the local area
 - Benefits/opportunities for local people
 - Sustainability of the new centre
 - Questions about the development proposals for the remainder of the St Pancras Hospital site
 - Cumulative construction impacts in the local area
 - Mitigation measures to avoid anti-social behaviour and smoking from visitors
- 3.41 A summary of all of the feedback is detailed in Section 5 and the Applicant's responses to this feedback are under Section 6.
- 3.42 The Applicant is committed to maintaining an open dialogue with stakeholders and the local community so that their views help to shape the Oriel proposals at the planning stage and beyond.

SECTION 4: CONSULTATION STRATEGY AND ACTIVITY

Objectives

- 4.1 LCA was appointed to lead a programme of pre-application consultation on the proposals for the proposed development.
- 4.2 The objectives of the consultation were:
- To engage local people and a wide range of stakeholders, including healthcare providers, sight loss and disability charities, patients and members of the local community to see and comment on the plans.
 - To conduct a targeted consultation, engaging with local politicians, healthcare providers, healthcare clinicians and researchers, local groups, businesses and residents.
 - To explain the aims behind the proposals and how they would benefit the area, exhibiting all the proposals in as much detail as was available at the time.
 - To provide opportunities for people to express their views through various communications channels taking into account Covid-19 restrictions, including online/virtual consultation sessions, a written chat function, anonymously or not, phone, email, post, social media and via community engagement groups.
 - To ensure the Applicant and senior consultants engaged directly with the public, reflecting the team's commitment to consultation and understanding people's views.
 - To understand the issues of importance to stakeholders before submission of the application.
 - To work closely with LBC to ensure key officers and councillors are aware of the proposed development, consultation activities and outcomes.

COVID-19

- 4.3 Given the Covid-19 pandemic, it was clear that face to face stakeholder meetings and physical public exhibition events would not happen.
- 4.4 However, engagement activities continued in line with the project's timescales. These included issuing stakeholder letters, adverts in the local papers and producing materials detailing the proposals.
- 4.5 The objectives remained the same – to engage and consult with local stakeholders and residents, to ensure they were well informed and given an opportunity to provide their feedback on the proposals being put forward.
- 4.6 A strategy was developed to digitally replicate the interaction that takes place with members of the public at a physical exhibition – where they can discuss the proposals, ask questions and receive answers – with virtual/online public meetings. These virtual meetings included a presentation by the project architect which was supported by senior staff from Moorfields and UCL IoO and were an opportunity for members of the public to ask questions and give their feedback.
- 4.7 The strategy also set out how we would ensure information was provided for people who do not have access to the internet by publishing a consultation booklet and delivering a consultation newsletter to all local residents within an agreed distribution area. This articulated the Applicant's vision, proposals for the site, benefits to the local community and how people could give their feedback (see Appendix D for distribution area map).

Consultation materials

4.8 A suite of materials was produced to provide stakeholders, local groups, residents, staff and service users with information about the proposals, the consultation taking place and how to give feedback. These are detailed below:

- **Direct letters and emails** – a database of key stakeholders was created and used to target audiences about the proposals and consultation process via direct emails and letters. LBC's communications team provided, reviewed and contributed to a list of identified local stakeholders to engage with.
- **Paid-for social media advertising** – A paid-for social media advert (Appendix F) promoting the consultation and online public meetings was published over 11 days. This targeted a 2km radius around the St Pancras site, with the final results comprising a total reach of 30,209 people and 548 clicks through to the consultation website page.
- **Consultation community newsletter** – Two four-page consultation newsletters (Appendix C) were sent to 6,314 homes and businesses in a 550m (5-7min walk) radius around the site, which was agreed with LBC. These newsletters were also provided in Braille format for anyone who requested it.

Both newsletters included a tear-off Freepost comments card for people to complete with their feedback and post back free of charge. (See Appendix D for distribution area map and confirmation of delivery report).

The first newsletter (issued on 7 August) introduced the proposals and the Applicant's vision for the new centre, including images of the proposed scheme. It also promoted the dates and how to register for the two virtual public consultation meetings. A summary of the contents of the newsletter are detailed in the table below:

Page no.	Title	Content/details
1	A new centre for eye care, research and education in Camden	Introduction to the Applicant, context on the need for a new, purpose-built centre of excellence for eye care, research and education. Information on the different ways to submit feedback and details of the two online/virtual public events.
2	Our vision and the proposed new site	Information on the Applicant's vision and the proposed site, which is part of the wider masterplan with KCCLP.
3	Creating our new world-leading centre	Details of the design features of the proposed new centre, including computer-generated images. (Freepost address label for the cut-out feedback form)
4	Further work and timeline	Information on the consultation being undertaken by Buro Happold on people's journeys to the centre. An indicative project timeline. Half-page tear-off feedback form for recipients to complete with a free text section for their feedback and contact information.

The second newsletter (issued on 22 September) provided an update on the proposals. This newsletter promoted the date, time and how to register for LBC's public Development Management Forum meeting. A summary of the contents of the newsletter are detailed in the table below:

Page no.	Title	Content/details
1	Have your say: our designs for a new eye care, research and education centre	Thanking those who have provided feedback on the proposals so far and with a reminder that feedback is still welcome and valuable, to inform the design development process. Information about LBC's public DMF meeting and how to register to attend. Information on the different ways to submit feedback.
2	Creating our new world-leading centre	Information on the Applicant's vision and the proposed site, included as part of the wider masterplan with KCCLP. Details on the proposed public spaces which will be part of the scheme, including artist's impressions of what they would look like.
3	Getting to the new centre	Details on the consultation and work being undertaken by Buro Happold to look at the routes for staff, patients and visitors to get to the site. Information about access and servicing. (Freepost address label for the cut-out feedback form)
4	Sustainability and benefits	Details on the sustainability of the scheme, being part of the GLA's 'Be Lean, Be Clean and Be Green' strategy to help reduce carbon emissions. Summary of the benefits for Camden. Half-page tear-off feedback form for recipients to complete including three questions related to the proposals.

- **Consultation booklet** – An eight-page consultation booklet (Appendix H) was sent on 5 August 2020 to political and community stakeholders, introducing the Applicant, setting out the vision and engagement carried out so far, followed by details and images of the proposed scheme. The booklet promoted the dates and how to register for the two online public consultation meetings.

The content of the eight-page consultation booklet is summarised below:

Page no.	Title	Content/details
1	A new centre for eye care, research and education in Camden	Introduction to the Applicant, context on the need for a new, purpose-built centre of excellence for eye care, research and education. Information on the different ways to submit feedback and details of the two online/virtual public events.
2	Who we are and why change?	Details of the partnership of the three Oriel partners delivering the scheme as well as the design team. Information on why a new purpose-built centre is needed.
3	Our vision and the story so far	The vision for creating a centre of excellence for eye care, research and education to encourage collaboration and transform the future of eye care for the benefit of patients. Details of the previous consultation undertaken between 2013

		and 2019 on the proposed move of services from Moorfields' existing site on City Road.
4	The proposed new site	Information on the decision to choose the St Pancras Hospital site and its location as part of the wider masterplan being brought forward by Camden and Islington NHS Foundation Trust's development partner, King's Cross Central Limited Partnership (KCCLP).
5	Creating our new world-leading centre	Design details and features of the proposed new centre, including details about the atrium, ground floor, and clinical, research and education spaces. Internal computer-generated images of the atrium and the public realm.
6	Creating our new world-leading centre continued	Further details of design elements of the new centre including how deliveries and servicing would work, and the external design and heights of the proposed centre. Information on the proposed connectivity and public realm areas, including pedestrian routes and access to the new building.
7	Further work and the benefits	Information on the consultation being undertaken by Buro Happold on the 'last half mile' and people's journeys to the centre. Summary infographic of the benefits of the scheme for Camden.
8	Timeline and Have Your Say	Next steps and indicative timeline of the proposals. Information about how to give feedback.

- **Easy read booklet** – an easy-read version of the consultation booklet was created in September 2020 with input from SeeAbility (who represent people with learning disabilities and sight loss) and Buro Happold, so that information was available in an accessible format for people to understand the proposals and give their views. (Appendix I).
- **Braille versions of the consultation materials** - these were available on request, with two being posted to home addresses during the consultation.
- **Local newspaper advertising** – the online public meetings were promoted in a quarter-page full-colour advert in the Camden New Journal, the local newspaper for the area. Featuring in the Thursday 13 August 2020 edition, the advert included details of the public online discussion events.
- **Media relations** – press releases were issued during the consultation to local, regional and trade media. Articles and images of the proposed scheme featured in publications including Health Estate Journal, Architects' Journal, Building and Optometry Today, (Appendix J). The first press release promoted the dates and times of the public meetings and how to register to attend while the second one focused on encouraging feedback about the latest designs. (Appendix E).
- **Consultation film** – a film was commissioned and included presentations from Johanna Moss, Director of Strategy at Moorfields Eye Hospital and Prof. Andrew Dick, Director of UCL's Institute of Ophthalmology and Sunand Prasad, co-founder and Principal of architecture practice Penoyre & Prasad, the principal project architect. This was uploaded to the Oriel consultation website and used during the online public consultation meetings.

- **Consultation website** – the already established website – oriel-london.org.uk provided information about the proposed design and how to get involved. It was regularly updated and is used to promote the public online discussion events and the DMF (Appendix A). All consultation materials (the booklet and newsletters) were available to download alongside the consultation film.
- **Promotional banner** – a large PVC banner was attached to railings on the existing site at St Pancras Hospital, to inform passers-by about the consultation. It included an image of the proposed new centre, details of the consultation and a QR code for people to use to link through to the project website. (See image below):

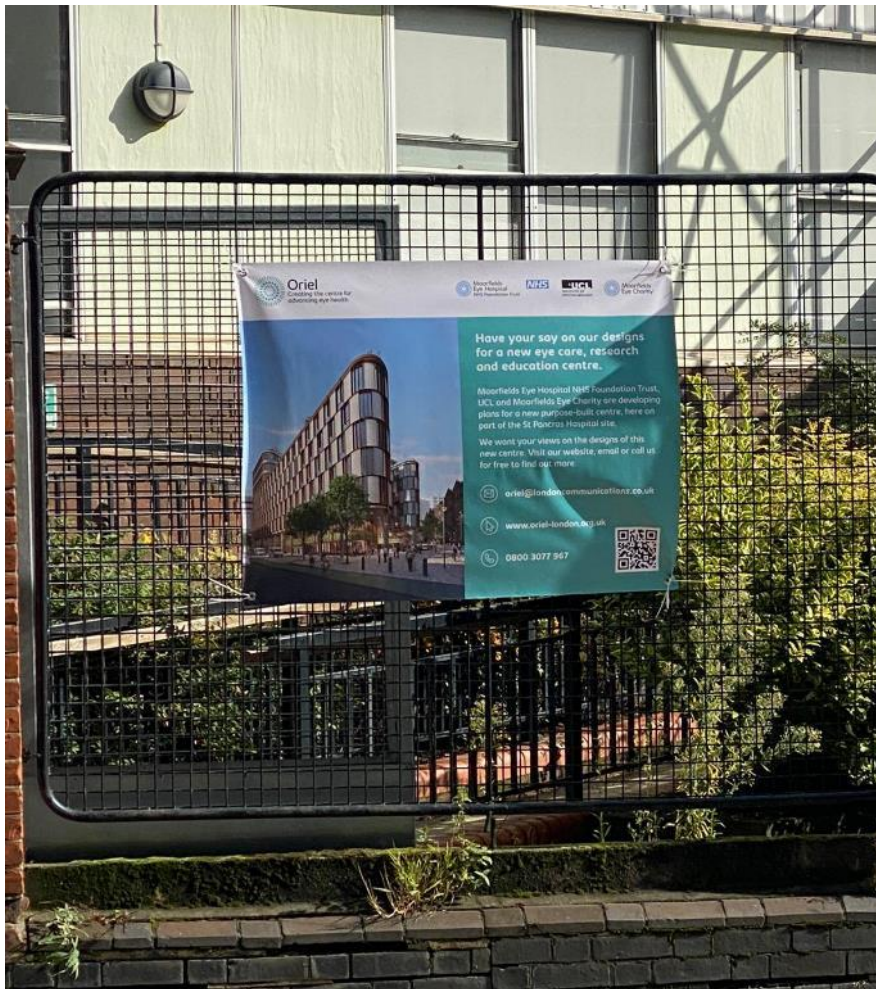


Image showing the promotional banner on display at the St Pancras Hospital site on St Pancras Way

- **Advertisements across Moorfields hospitals** – a slide promoting the consultation was shown across ten Moorfields Eye Hospital sites (see image below).



Image of consultation advertisement in one of 10 Moorfields Eye Hospital sites promoting the consultation

Online public consultation meetings

- 4.9 Two public online discussion events were organised to provide local people with the opportunity to meet the project team, view the proposals and provide their comments and feedback.
- 4.10 The format of the public online discussion meetings was designed to give attendees the maximum opportunity to listen to presentations from the project architect and representatives of the Oriol partners. The meetings began with introductions and housekeeping before the consultation film was played, providing attendees with a comprehensive overview of the proposals. Most of the meeting was devoted to responding to questions and hearing feedback from members of the public with questions and comments provided either through the chat-box or by raising a virtual 'hand' and addressing the meeting.
- 4.11 Both the public online discussion events took place on a weekday evening to accommodate different schedules, for example, working professionals, parents of school-age children, and older people. The events were held on:
 - Tuesday 18 August, 6pm-7pm
 - Monday 24 August, 6pm-7pm
- 4.12 The public online discussion events were attended by members of the project team, so that answers on different aspects of the scheme could be given to those attending. This included representatives from the following organisations:

- Moorfields Eye Hospital NHS Foundation Trust, UCL Institute of Ophthalmology, and Moorfields Eye Charity (the Applicant);
- Penoyre & Prasad (Architects);
- JLL Planning (Planning Consultants);
- Buro Happold (Accessibility Consultants);
- London Communications Agency (Public Consultation and Communications Consultants).

4.13 In total, 40 people attended the online public consultation meetings in August and September.

4.14 Residents who live directly around the site from St Pancras Way attended the meetings, as well as current service users of Moorfields Eye Hospital.

Engagement with political stakeholders

4.15 The Applicant wrote to Councillor Roger Robinson, Councillor Paul Tomlinson, and Councillor Samata Khatoon, the three ward councillors for St Pancras and Somers Town ward where the site is located, on 8 July and 5 August 2020. These letters included an eight-page consultation booklet and details of the two public online discussion events being held, and the offer of a meeting to brief them on the proposals.

4.16 Councillor Paul Tomlinson attended the briefing presentation as part of the Somers Town Neighbourhood Forum meeting on Tuesday 29 September.

4.17 The Applicant also wrote, on 7 July 2020, to key councillors, directors and officers at LBC including the Leader of the Council Cllr Georgia Gould and Cabinet Member for Investing in Communities, Cllr Danny Beales, with information about the proposals and the offer of a meeting.

4.18 A meeting was held with Cllr Danny Beales and Head of Planning, Dan Pope, on Monday 3 August to brief them on the proposals and discuss their views on the scheme.

Engagement with neighbours and local residents

4.19 The four-page consultation booklet with the tear-off Freepost comment card was delivered to 6,314 homes and businesses in a wide radius around the site. (See Appendix C for distribution area map and confirmation of delivery report).

4.20 As well as the two online public meetings, promoted in the booklet and via other media, the Applicant presented and discussed the proposals with a group of local residents who live near the site at an online meeting on Wednesday 2 September at 5pm.

4.21 The group of residents provided a list of questions on traffic and disruption, infrastructure and the process of the application.

4.22 An online Development Management Forum (DMF) was arranged by LBC for Thursday 24 September at 7pm for local residents and businesses.

4.23 This was set up in order to provide local people with an opportunity to find out more about the proposals and put forward any questions they had about the scheme.

- 4.24 Information about the proposals for the site was presented in an allotted time of 20 minutes, covering details about the proposed designs of the new centre as well as the public benefits that it would bring.
- 4.25 A total of 36 people registered in advance to attend the event virtually, with eight questions submitted in advance to LBC, and a number of questions put forward during the event by attendees. A much larger number of people tuned in on the night to view it via the Council's website and YouTube channel.
- 4.26 The DMF was publicised in a number of ways by both the project team and LBC, including personalised emails and a newspaper advert.
- 4.27 A notice was placed in Camden New Journal by LBC promoting the DMF. Notices were placed around the site and the Applicant included the details and a link to the LBC registration page on the homepage of its project website (oriel-london.org.uk). LBC also wrote to key stakeholders themselves to inform them of the DMF and promoted it on their website (<https://camdenplanning.councilsuk.live/stpancrashospital>).
- 4.28 A summary of the feedback collated from the DMF can be found in Section 5 of this document.

Engagement with community groups and organisations

- 4.29 The Applicant sent letters and the consultation booklet to a number of organisations and local community groups, with an offer to organise a meeting, to share more information about the proposals, answer any questions and hear their views.
- 4.30 A full list of the organisations and groups contacted as part of the consultation can be found in Appendix K.
- 4.31 The below table provides a list of the meetings that were held as part of the consultation with local stakeholders and organisations:

Date	Local stakeholder
Tuesday 28 July	Royal Veterinary College and London BioScience Innovation Centre
Monday 3 August	Cabinet Member for Investing in Communities, Cllr Danny Beales
Monday 17 August	Camden Council Strategic Panel on Emerging Planning Proposals presentation
Wednesday 26 August	Camden Town Unlimited (Business Improvement District)
Friday 18 September	Somers Town Big Local
Thursday 24 September	Camden Council Development Management Forum

Monday 28 September	West Euston Partnership
Tuesday 29 September	Somers Town Neighbourhood Forum (also attended by one of the St Pancras and Somers Town ward councillors)
Tuesday 6 October	Knowledge Quarter
Monday 12 October	Camden Cyclists Campaign
Wednesday 14 October	Oriel St Pancras Way Residents Forum

4.32 Details of the feedback and topics of discussion from these meetings can be found in Section 5 of this SCI.

Engagement with staff and patients at Moorfields Eye Hospital NHS Foundation Trust and UCL's Institute of Ophthalmology

4.33 The Oriel team gained extensive feedback from the NHS service change consultation which took place from 24 May - 16 September 2019 on the proposals to relocate Moorfields' service to the St Pancras Hospital site. The consultation survey of over 1,500 respondents revealed 73% in support of the proposals and a further 73% in support of the location of the proposed centre to the St Pancras Hospital site. Information on this consultation can be viewed here -

<https://oriel-london.org.uk/get-involved-nhs-con/documents/>

4.34 This public planning consultation during 2020 was used as an opportunity to build on some of the feedback gained in 2019 particularly matters relating to getting to the new centre from local transport hubs, accessible design and wayfinding once inside the proposed new centre.

4.35 The consultation was promoted in a number of ways including:

- Weekly updates via internal channels across all three partner organisations, including virtual meetings, all staff emails, intranet news stories and newsletters
- Video appeals by CEO Moorfields Eye Hospital, Director of UCL Institute of Ophthalmology and CEO of Moorfields Eye Charity across partner social media channels and promoted internally
- Engagement session after the Moorfields AGM on 22 September 2020, with former patients and patient governors

4.36 The Oriel team has also created and recruited members for two advisory groups - an Oriel Advisory Group, made up of patient and carer representatives and an Oriel Partner Advisory Group, made up of representatives of sight loss and disability organisations. The first meeting of each group occurred on Tuesday 6 October 2020.

4.37 The organisations involved in the Oriel Partner Advisory Group include:

- Action on Hearing Loss
- Camden Disability Action
- Friends of Moorfields

- Glaucoma UK
- Guide Dogs
- London Vision
- Macular Society
- Ménière's Society
- Moorfields Eye Charity
- New College Worcester
- OcuMel UK
- RNIB
- SeeAbility
- Visually Impaired in Camden

4.38 The table below provides more detail of some of the staff and patient meetings and communications that were delivered as part of the consultation in September and October 2020.

Date	Meeting details
Throughout September	Patient information screens across 10 Moorfields Eye Hospital sites presented information on the proposals and promoted ways to send feedback
Wednesday 2 September	Consultation promoted in UCL Institute of Ophthalmology staff bulletin
Wednesday 2 September	Presentation of proposals given to UCL IoO Academic Staff Forum
Thursday 3 September	Consultation promoted in Moorfields Eye Hospital CEO message to all staff mailing list
Friday 4 September	Consultation promoted in Knowledge Quarter newsletter (Appendix L)
w/c Monday 7 September	All-staff email issued across Moorfields Eye Hospital NHS Trust, UCL Institute of Ophthalmology and Moorfields Eye Charity staff to encourage feedback on proposals
w/c Monday 7 September	Consultation promoted in UCL Institute of Ophthalmology staff bulletin
Thursday 22 September	Consultation promoted in Moorfields Eye Hospital NHS Foundation Trust AGM
Monday 5 October	Meeting with MoorAbility (Moorfields' staff disability network)
Monday 5 October	Meeting with members of London Vision, an organisation that supports those with sight loss across London, many current or former patients of Moorfields Eye Hospital - 24 people in attendance

Tuesday 6 October	Meeting of the Oriel Advisory Group – made up of patient and carer representatives
Tuesday 6 October	Meeting of the Oriel Partner Advisory Group – made up of representatives of sight loss and disability organisations.

4.39 Engagement with staff, patient and partner groups will continue, in particular on specific design elements, throughout the rest of 2020. This will include:

- Regular updates across internal channels at Moorfields and UCL
- Academic Staff Forum – Monthly updates at UCL IoO's principal investigators
- All Staff Forum – monthly updates to UCL IoO's staff
- Existing staff networks and meetings
- Cascade briefings led by senior management and/or user group leads across both organisations
- Formation of Oriel Staff Advisory Group
- Further meetings of refreshed Oriel Advisory Group (made up of patients/carers) and the Oriel Partner Advisory Group (made up of sight loss organisations and community groups).
- Ongoing engagement with the 19 department specific user groups

Engagement about 'the last half mile'

4.40 The Applicant appointed Buro Happold to conduct stakeholder engagement for the 'last half mile'. This refers specifically to the journey and user experience between the public transport links or vehicular drop-off area and entry to the proposed new centre.

4.41 They have also been instrumental in the production of accessible versions of consultation materials for disabled and older people, and people with visual impairments

4.42 The proposed location offers excellent connectivity with public transport links from many parts of the country which is very helpful to patients travelling from within and outside London and achieves an excellent PTAL rating. However, from an accessibility perspective, this increased connectivity also provides multiple potential pedestrian routes for the last part of the journey, some of which are more complex than the City Road site. This makes the provision of clear guidance, wayfinding aids and additional accessible forms of localised transport essential.

4.43 Buro Happold's inclusive design team has and will continue to be focused on the accessibility needs of many patients and visitors with a range of disabilities and age-related conditions, and especially the challenges for people with a variety of visual impairments, from the point of arrival by public transport to entering the new centre.

4.44 A critical component of Buro Happold's work is leading on an inclusive, accessible co-design engagement process with patients, staff and partner organisations to enable solutions to be developed.

4.45 The range which is currently being explored includes, but is not restricted to, the following:

- Reducing or eliminating identified hazards on existing and proposed pedestrian routes
- Integrated wayfinding and signage, physical wayfinding nodes and technological solutions, connectivity, and links.
- Assisted travel systems by TfL.
- Potential introduction of a dedicated accessible shuttle service or bus route.
- Management solutions once the building is operational such as meet and greet arrangements, clear travel guidance, and communication of the support options available.

4.46 A stakeholder engagement plan has been developed and includes a wide range of stakeholder events with patients, staff, and partner organisations such as sight loss charities. This consultation process began with a series of one-to-one discussions with key individual patients during summer 2020 alongside group discussions that will continue throughout the Autumn, beyond the planning submission to LBC.

4.47 This work will ultimately inform the Accessibility Plan for the site which will then be developed in discussion and agreement with wider stakeholders including Camden and Islington NHS Foundation Trust and their development partner, Kings Cross Central Limited Partnership (KCCLP) for the site-wide landscaping strategy and LBC and TfL for the routes beyond the site boundary.

4.48 The Applicant, Buro Happold and the design team are fully committed to ensuring that accessibility is carefully considered in consultation and collaboration with the various stakeholders.

Feedback mechanisms

4.49 To enable as many people as possible to contact the consultation team and comment on the proposals, a wide range of feedback mechanisms were developed, including:

- A tear-off comment card in the four-page consultation newsletter, to be completed and returned via Freepost to the consultation team.
- A dedicated email address – oriel@londoncommunications.co.uk.
- A Freephone consultation line – 0800 307 7967 – where voice messages could be left and a member of the consultation team would then return the call.
- A 'chat box' was available during each of the public online discussion meetings for attendees to type their questions. These were read out during the meeting and answered by relevant members of the project team. Attendees of the public online discussion meetings were also given the opportunity to raise their hand virtually and address the project team in the meetings directly.
- A virtual assistant (chatbot) on the Oriel website allowed visitors to ask questions and provided real-time answers as well as prompting participants to give their views on the proposals.
- All questions were captured and the frequently asked questions (FAQs) were uploaded to the consultation website.

4.50 These feedback mechanisms were set up in advance of the online public consultation sessions for people to ask any questions about the proposals and have remained in use so that those who attended the sessions, or anyone else interested in the scheme, can ask questions and provide feedback.

- 4.51 During the online public consultation sessions participants could ask questions directly to the project team either verbally or via the chat function, and could pre-submit questions via email. All questions and feedback were recorded by the Project team.
- 4.52 The questions and comments raised at the online events, and via the feedback mechanisms, have been addressed in Section 5 of this document.

SECTION 5: CONSULTATION FEEDBACK

- 5.1 This section includes a summary of all feedback received throughout the pre-application consultation period.
- 5.2 The feedback received from the pre-application process and public consultation activities has informed the design process, shaping the proposals for the site.
- 5.3 Feedback has been given both verbally in public and local stakeholder meetings, and in writing via comment cards and emails. Throughout the consultation, all comments received were shared with the project team to inform the development of the designs. All questions were responded to by the team either verbally or in writing.
- 5.4 LBC has been consulted and involved in the design throughout the development of the scheme with pre-application meetings and workshops.
- 5.5 All responses made by the Applicant and its design team to questions raised during the public and local stakeholder meetings and via comment cards and emails are summarised thematically in Section 6. For ease of reference the code in brackets after each question / concern raised in Section 5 corresponds to the Applicant and design team response listed in Section 6.

General feedback

- 5.6 In total, 40 people attended the two virtual public meetings, 36 members of the public registered to attend LBC's Development Management Forum and nine meetings with local stakeholders, organisations and groups have been held. Additionally 44 people responded in writing to the consultation, by completing a comment card enclosed within the consultation newsletters (13 received) or via email (31 received) to the consultation inbox.
- 5.1 Throughout the consultation people expressed support for the Applicant's vision to create a new eye care, research and education centre and understood the need for change. In all dialogue support has been expressed for the move of Moorfields and UCL IoO to Camden, and the transformation of the St Pancras Hospital site, with this important new building. It has been welcomed as a valuable addition to the Knowledge Quarter.
- 5.2 Key themes that have been identified from the consultation feedback are:

Positive

- Excited about the proposed new centre
- The public spaces will be a positive contribution to the area
- Welcome the continuation of area's redevelopment
- Ideal location for such a new facility
- Design of the new building is imaginative
- New facilities will benefit patients
- Development will open up and improve the area and the creation of new routes will encourage walking and cycle
- Enthusiastic about the benefits Oriel will bring to the neighbourhood and local people in terms of training opportunities and public art/exhibition space, and 'science on show'.

Negative

- The scale of building next to heritage buildings and homes – impact on daylight and sunlight
- Traffic impact on St Pancras Way and the drop-off point
- Access from local transport hubs
- Concern about the impact on St Pancras Gardens
- Questions around benefits/opportunities for local people
- Sustainability of the new centre
- Questions about the wider masterplan and unease that this is not coming forward at the same time
- Cumulative construction impacts in the local area.

5.3 Below is a selection of comments about the proposals from the public meetings, comments cards and emails. The issues have been allocated a reference where the Applicant has responded to in Section 6:

Positive comments:

- *“This development would provide fantastic and much needed regeneration to the local area and it’s great to see Camden working alongside KCCLP.”*
- *“The new proposed centre for eye care, research and education in Camden, it’s a fantastic, positive move. Do not delay, do not hesitate”*
- *“This looks fabulous, fully support it!”*
- *“Excellent. It is very desirable to improve that area. Far better that it is for the proposed use rather than yet more flats. Proposal suits the neighbourhood of Francis Crick Institute”*
- *“I am all in favour of this”*
- *“I welcome the published plans for the new hospital. I am a member of the Oriel Advisory Group and at several meetings concerns have been raised concerning travel to and from the new hospital for visually impaired patients, carers and other members of the general public. I would like to suggest that the hospital should establish a travel hub where help, guidance and support can be given to those concerned about transport. This hub might be staffed partly by volunteers.”*
- *“The designs I have seen online are imaginative and will help to brighten up a rather dull corner of that area. [...] I particularly like the use of public squares in the design and getting rid of the old high walls that currently surround the site.”*

Issues raised:

- *“The new centre will be far from Tube stations and has limited access by bus (only the 214, a local hopper service, passes by). Further, the approach from the south requires those walking from the Tube station at Kings Cross St Pancras to walk 0.7 miles along streets that lack active frontages and are lonely, pass under dark long bridges and past hundreds of yards of blank facades. Walking around this area even in daylight can feel lonely and a bit scary. The ‘green line’ used to link the current Moorfields to the Tube station will be stretched to the limit at the new site. This criticism has been made by many users since the very beginning of the process and I don’t think enough attention has been paid to it. As you note in the video, there will (rightly) be no parking on site, so all journeys to Oriel will finish on foot, and these are long walks through insalubrious areas for those with poor eyesight or who are elderly or who need to attend after hours. The walk from Mornington Crescent is shorter at 0.4 miles, but again, it’s not a pleasant walk and requires*

crossing a series of busy north-south roads. The location is going to present a serious obstacle to a lot of users, particularly those who are elderly or infirm, and especially at night.” (6A)

- “Traffic and how it will be managed concerns me. Vehicles are dropping people off on St Pancras Way, which is one-way? And there is no bus service on St Pancras Way. There will be a lot of people trying to access this site.” (6A)
- “Access will be a challenge. It is a very busy network of streets and roads, including cycle routes, large taxi ranks and lots of service entries to buildings along the route. A lot of work needs to be done up front to find solutions for this challenge.” (6A)
- “I notice there is no parking provision made for the new site. Pick-up and drop-down area is fine but many people are brought to the hospital and their drivers wait for them. Especially disabled people who will not be taking the bus. Some parking is essential.” (6A)
- “I strongly welcome the proposal to build a new hospital the proposed design, as shown in your render, is awful. It looks like a commercial building, not a public building. It is way too tight against the street which is already canyon-like. The 'Square' is a pathetic concession. Surely London deserves better architecture than this! Think about the urban context please.” (6B)
- “As a user of the existing Moorfield facilities I am disappointed that the new design from the outside looks just like an office block. Given that major research will be undertaken here I do believe an ‘inspirational’ design could have been considered. As the chair of a significant children’s cancer charity I cannot stress the importance of visual impact on fund raising and I am afraid that that building will do nothing to enhance the reputation of Moorfields. I am sure the internal design has been carefully crafted to suit needs.” (6B)
- “How will the new building obstruct our view and block the sun from our block of flats?” (6B)
- “My only concern is the height, up to 10 stories does seem a lot and could be overbearing but I guess it complements the new buildings on the Kings Cross site to the east side of the canal.”(6B)
- “What would be interesting to understand is the possible impact on neighbouring estates. This part of Camden is densely populated. A new hospital will bring more traffic footfall etc. to the area.(6C)
- “The drop off point, why is this not on Granary? St Pancras Way is already a busy street and with the Ted Baker development also a drop off point on St Pancras Way. If the point is on Granary I feel this would give people options to use what is being built on the Ted Baker development” (6E)
- “How much has the environmental and sustainable impact been assessed? In principle an interesting proposal. Living right opposite St Pancras Hospital I am very interested in the analysis of the impact on the area.”(6F)

Feedback from the virtual public discussion meetings

5.4 The areas of discussion and comments from the two online public discussion events that took place have been grouped into themes and summarised below. The issues have been allocated a reference where the Applicant has responded to in Section 6:

New centre

- Overall attendees at the online public discussion events welcomed the move of the Applicant to the area and some commented that it was a good addition for the local area.

Transport and traffic (6A)

- Questions were asked about the impact of the proposals on traffic within the surrounding area, particularly vehicle congestion on St Pancras Way.
- Attendees said that there are issues with congestion in St Pancras Way and wanted to know why Granary Street could not be used for the drop-off bay.

Accessibility (6A)

- While the location is accessible by public transport, the pedestrian routes from the nearby stations and accessibility features of the new building, for patients in particular, were areas of interest.
- One attendee, who explained that they were an existing patient at Moorfields Eye Hospital, commented that the journey from Mornington Crescent to the site was difficult for those who are visually impaired or blind.
- Some attendees queried whether bus routes could be diverted to better serve the building and visitors to the new centre.
- One attendee explained that although the proposed drop-off taxi point was near to the site, this was expensive for visitors and a bus service would be much more desirable.

Operating the new centre (6F)

- There was interest in what space there might be available in the new centre to sell items and raise money for the Moorfields Charity.

Sustainability (6G)

- Some attendees asked about the sustainability of the proposed building and what initiatives were included with regard to this element.
- Attendees were pleased to hear about the solar/PV panels and potential for ground-source heat pumps.

Existing services on the site (6J)

- There was interest in what is happening to the current GP and mental health services which are on site now.

Ongoing engagement (6L)

- A number of attendees who were local residents living directly opposite the proposed new building, asked the team if a forum could be set up so that they could discuss their concerns.
- Following the online public meetings and in response to the request to set up a forum, the Applicant has engaged with the local residents in question. This forum has now been established to discuss the plans and the first meeting was held on 14 October. The Applicant will continue to engage and meet with the St Pancras Way Residents Forum after the submission of the planning application.

Development Management Forum (DMF)

5.5 On Thursday 24 September, LBC held a Development Management Forum meeting. Some questions were submitted to LBC beforehand while others were raised during the meeting. The questions that were put to the project team to answer are as follows:

- What are your plans for Barker Drive? Can you assure the people of Elm Village that Barker Drive will not be changed into a thoroughfare for private or commercial vehicles in order to make Granary St pedestrianised? (6B)
- How does it (the new centre) respond architecturally to St Pancras Way? (6B)
- I live on first floor opposite the hospital on St Pancras Way. Does the drop-off have to be there? It will make the street even busier. Also how much will it block our view and sunlight? (6E/B)
- We have seen during the Covid pandemic just how important St Pancras Gardens is to the Somers Town and Hospital communities. Will the gardens be protected from additional pressure this development will place on them and what new public open space provision is being made in the development? (6C)

- Sketchy details on sustainability – can we have more detailed information to share with Climate Emergency Camden? (6G)
- Images show a gas fired boiler – how can it be an all-electric building? (Note: it was explained during the meeting that this image in the presentation was inaccurate and out-of-date) (6G)
- You are using ground-source heat pumps. Will there be any back-up systems in place? (6G)
- How will you ensure this new development reflects the heritage of the surrounding area in its physical appearance? (6M)
- Will the new development reflect the social history (workhouse) and how? (6M)
- Is there room for a museum? (6M)

5.6 Responses to these questions have been included in Section 6 and allocated a referenced code.

Written feedback

5.7 In total, 44 people responded in writing to the consultation, by completing a comment card enclosed within the consultation newsletters (13 received) and via email (31 received) to the consultation inbox.

5.8 A total of 10 written feedback forms were received following the distribution of the first four-page consultation newsletter, which provided a tear-away feedback form for recipients to provide their feedback on the proposals.

5.9 The table below provides a breakdown of the different themes raised within the feedback received via the comment cards from the first consultation newsletter issued on 7 August and the written feedback sent via email to the consultation inbox:

No of comments	Comment Summary
Positive comments	
10	Support the proposals for a new centre
2	Support the public square/spaces element of proposals
2	The site's location is an appropriate area for this type of facility
1	Design of building is imaginative
Concerns raised	
5	Concern about access from transport nodes to the site and visitors' journeys (6A)
5	Does not like the design/height of the proposed new building (6B)
4	Concern at the lack of parking / request for more information about parking (6D)
4	Queries about the location of the drop-off bay and A&E entrance not being on Granary Street (6E)
4	Concerns about how anti-social behaviour will be mitigated, including smoking, littering and rough sleeping (6B)
1	Lack of entrances to the building not creating an open building (6B)

1	Feels like an inward facing building so it won't contribute positively to the streets around it (6B)
1	Query about whether the scheme will negatively affect St Pancras Gardens (6C)
Other comments	
2	Interest in how the atrium/building will manage air circulation (6G)
2	Request for there to be monitoring equipment for noise and building movement on St Pancras Way (6H)
1	Suggestion on internal routes for patients (6N)
1	Request further information on consideration for challenges for patients accessing the site (6I)
2	Requests for information about where existing mental health services on the site will go (6J)
1	Request for information about developing on clay and in close proximity to Regent's Canal (6B)
1	Question on how cross-fertilisation of research and clinician delivery will be encouraged (6K)
1	Question on assessment of environmental and sustainable impact on the area (6G)
1	Question on what educational facilities will be created (6F)
1	Suggestion on internal fittings and materials (6N)
1	Question on name of the new building (6O)
1	Question on facilities for guide dogs (6N)
1	Question on future of the current Moorfields site (6O)
1	More clarity on the location of the A&E entrance and patient drop-off bay (6E)

5.10 A total of three written feedback forms were received following the distribution of the second four-page consultation newsletter, on 22 September, which provided a tear-away feedback form for recipients to provide their feedback on the proposals. This feedback form contained three questions related to the proposals, as well as free text space to provide any additional feedback. This feedback form can be found in the newsletter (issue 2) in Appendix C.

5.11 Below provides a breakdown of the answers to the questions received:

Question 1. How much do you agree with the following statements?

a. The new centre will create a better environment to improve eye care, research and education (Strongly agree / Agree / Neither agree or disagree / Disagree / Strongly disagree)

- Out of the three responses received, all three responded 'Strongly agree'.

b. I like the proposals for the new centre (Strongly agree / Agree / Neither agree or disagree / Disagree / Strongly disagree)

- Out of the three responses received, all three responded 'Strongly agree'.

Question 2. What aspects of the proposed new building and its design are most important to you? (tick as appropriate)

[Access to/from public transport; Internal wayfinding; New public spaces; Environmentally friendly; Acoustics and lighting; Places to eat and drink; New jobs for the area; Local training opportunities; Appearance of the building; Other (please state).]

Option	Number of times selected
New jobs for the area	3
Access to/from public transport	2
Appearance of the building	2
New public spaces	1
Environmentally friendly	1
Acoustics and lighting	1
Local training opportunities	1
Places to eat and drink	1

Question 3. Is there anything else you would like to see as part of the proposals?

- None of the returned comments cards provided any additional feedback.

Feedback from local stakeholders and organisations

5.12 As detailed in Section 4 of this document, the Applicant held a number of meetings with local stakeholders and organisations to discuss the proposals.

5.13 The items of discussion from the stakeholder meetings that took place have been grouped into themes and summarised below:

General feedback

- During the engagement stakeholders supported the proposed location of the new centre, at St Pancras Hospital.
- One stakeholder also commented that they were impressed and excited by the focus on maximum flexibility of the building, as future proofing spaces was at the heart of their work for developments in the local area.

Access and parking (6A/D/E)

- At almost every meeting there were questions about access to the building and how this could be improved particularly for people with visual impairments travelling to the new centre.
- Frequent queries about the location of the drop-off bay and the impact of this on St Pancras Way.
- Concern that no parking (apart from some disabled parking) is being provided as part of the building.

Public realm (6C)

- The relationship between the proposed new centre and the wider masterplan was explained at each meeting which was then frequently discussed in more detail with stakeholders. Some stakeholders queried how the public realm would be brought forward and over what time period. Some stakeholders also asked whether there were plans to deliver any housing on the Applicant's part of the site.

New jobs and training opportunities (6F)

- A number of stakeholders were keen to stress the importance of ensuring the Applicant and the new centre properly connects with the local community and delivers tangible benefits, especially in terms of training and job opportunities.
- There were suggestions for the Applicant to connect with the Somers Town Hub, King's Cross Link and the network of STEAM employees.
- Some local organisations that the team met with were also keen to continue discussions with the Applicant to consider future healthcare/research collaborations.

Sustainability (6G)

- This is an area which is high on people's agenda and there were regular questions about the sustainability of the building and what measures were being put in place to reduce carbon emissions.

Somers Town Neighbourhood Forum

5.14 On Tuesday 29 September, the Applicant held a virtual meeting with the Somers Town Neighbourhood Forum, which included a presentation of the plans and a Q&A session with attendees. Five members of the group attended, including Slaney Devlin, the Chair of the Forum and Cllr Paul Tomlinson, ward councillor for the site.

5.15 Prior to the meeting, the Chair of the Forum sent the Applicant some questions that would be raised during the meeting. These are listed below:

- How many people travel by car to the existing Moorfields sites and do they expect the traffic to St Pancras to be less or more? (6A)
- How will people working in the new building interact with the local community – will it be an outward or inward-looking development? (6B)
- Where is the cross-site masterplan so we can judge the impact and benefits of the entire development? (6C)
- Will there be work experience, apprenticeships and jobs for the local community? (6F)
- Will the Oriel and NHS developments be on site at the same time? (6H)
- How will patients and people working at the (existing) NHS hospital be protected during construction? (6I/K)
- How will you involve the local community in reflecting our local heritage on and in the building? (6M)

5.16 During the virtual meeting a number of comments were expressed. The areas of discussion and questions put forward have been grouped into themes and summarised below:

Transport and traffic (6A)

- Attendees stated they had concerns over the impact of proposals on traffic and how it will be managed.
- They added that there are no bus services on St Pancras Way and the proposals mean a lot of people will be accessing the site.
- They also asked how the site will be serviced and if the Applicant would be providing studies to show existing and predicted traffic for whole site.

Design, public space and heritage (6B/C/M)

- Some attendees commented that they did not like the proposed design of the building. They added that the design intimidates surrounding buildings and feels quite corporate, suggesting that there could be more greenery included.
- Some attendees commented that they felt the proposals did not reflect the nearby heritage of the St Pancras churchyard and asked if there was scope to include a feature, such as a mural, to acknowledge the heritage.
- There were also concerns about how publicly accessible the new public space (which would be part of the wider masterplan site) will be.
- While acknowledging the team's efforts to make the building open and welcoming the Forum members questioned whether people would want to visit a hospital for a coffee.
- The group also gave suggestions for some elements that could be included in the site such as an exhibition space, a sensory garden, and oral history recordings.

Wider masterplan (6C)

- There was interest in the wider masterplan and if Argent/KCCLP's was playing a role within the Applicant's development (*which they are not*)
- There were questions about whether discussions had been held with Argent/KCCLP and how 'joined up' the proposals being brought forward were.

Local benefits and impacts (6F)

- A major focus of the discussion was a plea for the Applicant to seriously consider what benefits they can deliver for the immediate local community. There were comments that the Francis Crick Institute has helped the community somewhat but generally has their own canteen and is completely self-contained.
- The Forum would like to see jobs provided and for these not be low-paid and unskilled. The Forum wants to see local people's 'life chances' enhanced with "*partnerships with local schools, local people getting apprenticeships – not just becoming cleaners. Would like to see them in the labs.*"
- Attendees also expressed concern that anti-social behaviour was being pushed away from the newer developments into the local neighbourhoods and wanted assurance that the 'hospital', which might attract people in need, would help them on site.
- The group raised concerns over how existing patients at St Pancras Hospital will live through construction.
- They also had concerns for local neighbours living close to a construction site. The group commented that the local community is currently facing high levels of construction already, with projects such as HS2 and the British Library. Construction for this development needs to be well co-ordinated and be considerate, mitigating noise and dust levels. It was expressed that mental health within the local area is already 'on edge'.

Health (6I)

- Attendees asked whether all existing facilities, including those for children, at the current Moorfields City Road site will all be moving as part of the development.

Feedback from staff and service users

- 5.17 This public planning consultation follows extensive feedback gained from staff and patients, during the 2019 NHS service change consultation, on the proposals to relocate Moorfields' services to the St Pancras Hospital site.

- 5.18 The planning consultation was widely promoted among staff and patients and several meetings were held with different groups, building on the feedback gained in 2019 particularly relating to getting to the new centre from local transport hubs, accessible design and wayfinding once inside the proposed new centre.

– **Engagement session after the Moorfields AGM with former patients and patient governors (22 September 2020)**

Attendees expressed support of the proposals and the need for new facilities to support the growing patient population. There was a suggestion that audio descriptions be made available of all consultation imagery/videos to ensure engagement is accessible as possible.

Those in attendance were concerned with the layout of clinics and the positioning of children and young people's services to ensure appropriate levels of privacy and acoustics.

The patient drop off area of the centre was also brought up as it needs to be able to cope with Moorfields' growing patient population, the current facilities at City Road are inadequate.

The importance of the flexibility in design was iterated to ensure spaces can be changed and repurposed if needed.

– **Meeting with MoorAbility – Moorfields Eye Hospital's disability staff network (5 October 2020)**

Those in attendance suggested linking up with the Eye Clinic Liaison Officers across Moorfields' network to link up with accessible design.

Staff were supportive of the preliminary design but raised concerns for patients getting to the new centre and suggested the use of technology to aid. They suggested further engagement should take place to ensure the building would be easy to navigate for staff/patients, particularly those who may have a disability.

– **Meeting with members of London Vision, an organisation that supports those with sight loss across London, many current or former patients of Moorfields Eye Hospital (5 October 2020)**

Feedback concerned appropriate and accessible signage for those navigating to the new centre, using a mix of solutions to support this journey. There were concerns that some of the junctions near the proposed location are difficult to navigate for those with sight loss.

Attendees were positive about the process of co-design mentioned in the potential next steps and design of the internal fit-out of the proposed new centre.

Visitor parking and drop-off was also mentioned as this is unsuitable at the current site of Moorfields. Attendees emphasised the importance of engaging with LBC and TfL to ensure appropriate infrastructure is in place to support patients getting to the new centre. Attendees also commented on lessons learned from other buildings that they have visited with a visual impairment. Comments such as visual contrast between furniture and wall/floor, lift finishes and the use of glass were made as well as the importance of carefully considering light and acoustics in the design.

– **Oriel Advisory Group feedback (patients/carers)**

Members were supportive of the proposals but concerns were raised on the journey from local transport hubs to the proposed new centre, particularly in terms of the technology and

infrastructure in place to support those with sight loss travelling independently. Ideas included a shuttle bus, lit routes and engaging with local businesses on these routes to be able to support those with sight loss in getting to the new centre.

- **Oriel Partner Advisory Group (partner organisations)**

Members were supportive of the proposals as well as the engagement process throughout the consultation and the proposed involvement of service users in the co-design of the proposed new centre for eye care, research and education. The organisations present agreed to inform the communications and engagement strategy as Oriel progresses and provide a network of service users (from those each organisation represents) which can be called upon when engaging on specific design elements.

5.19 Please note engagement with staff and service users is set to continue on specific design elements throughout the rest of 2020.

SECTION 6: RESPONDING TO FEEDBACK

- 6.1 During the consultation, all comments received via the feedback mechanisms and the online events and meetings were shared with the wider project team to inform the evolving designs for the site. All questions were responded to by the project team.
- 6.2 Throughout the consultation period the Applicant has been committed to explaining the proposals to local people, staff, patients and stakeholders, and the reasons why the development is being brought forward in the form presented. Issues and questions raised throughout the consultation, which we are covered in Section 5, are listed thematically in the table below alongside the Applicant's responses. The Applicant ensured that questions were addressed consistently across all audiences.

Feedback theme	Applicant response
6A. Accessibility: 'last half-mile' / transport, traffic	<ul style="list-style-type: none">• The proposed location, with its high PTAL rating, offers excellent connectivity for everyone who may need to access the building (patients, staff, visitors etc), with public transport links from many parts of the country. This is very helpful to patients travelling from within and outside London.• The Applicant is however acutely aware of issues that have been raised in what has become known as 'the last half mile'.• To address this Buro Happold's inclusive design team has been commissioned by the Applicant to conduct stakeholder engagement for the 'last half mile' and co-design solutions for this challenge.• This work refers specifically to the journey and user experience between the public transport links or vehicle drop-off area and entry to the proposed new centre.• The stakeholder engagement has begun and will continue beyond the submission of the planning application. It is focused on the accessibility needs of many patients and visitors with a range of disabilities and age-related conditions, and especially the challenges for people with a variety of visual impairments from the point of arrival by public transport to entering the new centre itself.• Ideas currently being explored include, but are not limited to, the following:<ul style="list-style-type: none">– Reducing or eliminating identified hazards on existing and proposed pedestrian routes– Use of lighting– Integrated wayfinding and signage, physical wayfinding nodes and technological solutions, connectivity, and links– Assisted travel systems by TfL

	<ul style="list-style-type: none"> - Potential introduction of a dedicated accessible shuttle service or bus route - Management solutions once the building is operational such as meet and greet arrangements, clear travel guidance, and communication of the support options available. <ul style="list-style-type: none"> • This work will ultimately inform the Accessibility Plan for the site which will then be developed in discussion and agreement with wider stakeholders including Camden and Islington NHS Foundation Trust and their development partner, Kings Cross Central Limited Partnership (KCCLP) for the site-wide landscaping strategy and LBC and TfL for the routes beyond the site boundary. • The Applicant, Buro Happold and the design team are fully committed to ensuring that the last half mile is carefully considered in consultation and collaboration with the various stakeholders. • St Pancras Way is already a major arterial route and will remain two lanes as part of our proposals. The drop-off bay is designed to ensure the Applicant does not create any congestion problems, by taking vehicles dropping off passengers, off the main highway. • In terms of concerns about increased traffic / congestion on St Pancras Way, the drop-off bay also has two lanes, so vehicles entering it can pass others which are already dropping off there, causing no tailback onto St Pancras Way. The Transport Assessment shows that there is a small increase to the amount of traffic on St Pancras Way, by 3%. We're committed to understanding this further as part of Buro Happold's work on the 'last half mile' which will look to develop strategies to improve routes, navigation and access from public transport nodes.
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<p>6B Design / height and scale / impact on local area (inc daylight and sunlight)</p>	<ul style="list-style-type: none"> • The site is located in an area undergoing extensive change. While the areas to the south and southwest have a historic context, the areas to the north and east are subject to ongoing and future redevelopment. • Two new tall residential developments on Camley Street have recently been completed, while the 'Ugly Brown Building' site immediately to the north has received consent for the new Ted Baker Development. • The new building will sit between a dense new neighbourhood of high rise development to the north and east, and the lower four to five storey existing context of Victorian and early 20th Century buildings (none listed), to the south and southwest. The building is therefore designed to mediate between these two contexts, rising from seven storeys (LG, G + 5) at the southwest to 10 storeys (LG, G + 8) to the north. • In order to mitigate the impact of the building from street level, a datum cornice line is set at the sixth floor along the south and east elevations, above which the building sets back. When seen from the north of St Pancras Way, a change in elevational treatment at sixth floor mediates between the scale of St Pancras Way and that of Granary Street. • At ground level the creation of lively public areas, where the building meets the street are oriented primarily towards retail, café and education. This allows for transparency and interaction between the inside and out. • The rooftop plant is set back from the parapet and is surrounded by a continuous louvred screen to conceal the plant from the street and neighbouring properties. Topping the rooftop plant is a continuous steel frame carrying an array of photovoltaics. • The material treatment and composition of the façade palette has been informed by the surrounding context and history of the site. The colour of the Victorian brickwork is reflected in the bronzed aluminium of the fins and frames. The traditional faience detailing is reflected in the terracotta infill panels rising up the building. While drawing inspiration on the materials and colours of the historic context, the new building is a modern insertion into an historic context. Thus it also seeks to offset and contrast with the surrounding buildings through its light ceramic tiles, curtain walling and articulation.
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	<ul style="list-style-type: none"> • The centre will have two entrances, one in the north corner and the other at the south corner. These entrances will create new public spaces and new pedestrian routes, making the site more inviting, outward looking and connected with the area. Both entrances are equal in status and neither are visible at the same time, thus mitigating against any potential confusion as to where to enter the building. • Building uses on the ground floor will be orientated primarily towards public facing activities – retail, café and education – with transparency and interaction between the inside and out. The route through the building also aims to draw people into the new building. • The proposed active ground floor frontages will provide better natural surveillance and thus assist in reducing the opportunities for crime and antisocial behaviour. The proposed building and public realm has been designed in accordance with 'Secured by Design' principles. • Building on London clay is an issue faced by any development in London. The design team has a wealth of experience in managing these conditions. The foundations and substructure have been designed to account for the existing soil conditions. • Daylight/sunlight studies have been undertaken throughout the design process and we believe that the heights proposed are appropriate without significantly impacting on nearby buildings.
6C St Pancras Gardens / Public realm / wider masterplan	<ul style="list-style-type: none"> • The building and its new context will create a welcoming public realm connecting to the surrounding streets and spaces, existing buildings and other new developments. • People will arrive at two primary entrances – a lower one to the south facing a new 'heritage' square, and an upper one to the north, looking towards the canal and a second new square, 'Oriol Square'. • The ground floor activities are geared towards maximising public activities and enlivening the public realm – retail, cafés, and educational facilities allow for a transparent and open façade. • The high-quality public realm will include trees, planters and benches around the proposed new building. • The atrium in the heart of the building is intended to be an internal extension of the public realm. • These new spaces will help to reduce any additional pressure being placed on St Pancras Gardens.

6D Parking	<ul style="list-style-type: none"> • Passengers arriving by taxi or organised patient transport will be dropped off and picked up alongside the colonnade along St Pancras Way. From here a covered route leads to the lower south entrance. A secondary taxi drop-off zone is accommodated at the northeast of the site, close to the upper entrance. • The designs include three blue-badge on-street parking spaces and a dedicated patient drop-off and pick-up along St Pancras Way, close to the southwest entrance and the A&E department. • Other than for blue-badge holders there is no additional parking provided, which would be against LBC's policy.
6E Drop-off location on St Pancras Way	<ul style="list-style-type: none"> • The Applicant has been working closely with planning and transport officers at LBC to agree the location of the two entrances to the building. Both of these would include space for patient drop-off points by taxi or other vehicles. • The larger drop-off point on St Pancras Way is for non-emergency patient transport vehicles. It is situated here because this is the flattest part of the site to accommodate patient transport and its proximity to the A&E/urgent care department. • A second drop-off for patients from vehicles is proposed on the north east corner. • The slope on the west side of Granary Street makes it unsuitable for patient drop-off from vehicles, especially for wheelchair users, so it was discounted as an option. • All deliveries and servicing will take place in an internal loading bay to the north of the building, accessed off Granary Street, away from the public entrances and primary accessible routes. The internal loading bay has been designed so all service and waste vehicles enter and leave the building in forward gear.

<p>6F Operation, public role and wider benefits (education, quality local jobs)</p>	<ul style="list-style-type: none"> • The Applicant is committed to the centre having a public role. • This includes a dedicated exhibition space on the ground floor, to be used flexibly for displays and events, static displays throughout the building showcasing historical and educational exhibits, local schools engagement, a digital offering to widen the centre's reach, and a commitment to liaise with the Francis Crick Institute to understand how they deliver their engagement programme. • A potential education and event space planned on the ground floor will provide a forum to engage with broader audiences. • The Applicant is looking to develop a programme of 'science on show' and community outreach to connect its mission to the wider public. The proposed development will encourage the continuation of exhibitions, focus groups and sessions with scientists at the facility. Occasional research days are currently hosted by the Applicant at its current sites, for patients, relatives, friends and researchers to learn about people's experiences of different eye conditions; hear about ongoing and future research for those conditions; to consider the priorities and challenges of developing new diagnostics and treatments. A future aspiration is to build on these existing projects, broadening participation in research activity. • The Applicant will support Camden's STEAM Commission, and its role in developing creative, digital and scientific career opportunities. • Oriel will maximise employment and training opportunities for people and businesses, whilst also ensuring equal opportunities for local people. • Local jobs will be created during demolition and construction. • Noise from the proposed external plant will be designed to be lower than the existing background levels during day and night.
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6G Sustainability	<ul style="list-style-type: none"> • The building is being designed to the highest environmental and wellbeing standards. The design draws inspiration from natural systems to achieve the sustainability objectives. • It has been pre-assessed to achieve BREEAM Excellent. • The building follows the London Plan hierarchy – Be Lean, Be Clean, Be Green and Be Seen. • In line with the low carbon energy hierarchy a combination of ground source heat pumps and air source heat pumps will provide the building with clean, energy efficient heating and cooling. • Emergency generators will be provided in the event of temporary power failure. • The building will have energy efficient artificial lighting throughout. • It has been designed to circular economy principles for longevity and adaptability. • Internally, partitions and services can be adapted to accommodate changes in technological, medical or research requirements. This is known as an adaptive building. • Current energy modelling indicates carbon savings of 27% over Part L. • The aim is to create a building that promotes the health and wellbeing of staff, patients and visitors, and achieves reduced carbon emissions in operation compared with similar buildings. • The design and construction have also been informed by several other principles for sustainable development including water conservation, striving to be more circular and adaptive, and urban greening.
6H Construction / dust / noise (during construction and operation /	<ul style="list-style-type: none"> • An outline Construction Management Plan (CMP) is being submitted as part of the planning application, as well as a Construction Logistics Plan. This covers a number of areas in which the Applicant intends to mitigate the impact of construction on nearby residents: <ul style="list-style-type: none"> – Hours of construction operation. – Timetable of on-site deliveries (avoiding peak times such as school runs). – Programme of construction through to completion. – Construction techniques to mitigate disruption to neighbouring properties, such as wetting down of dust. – Noise and vibration studies. – Regular engagement with local residents and LBC to communicate site works, including a

	<p>dedicated contact number/email for any questions or concerns.</p> <ul style="list-style-type: none"> The CMP will include the formation of a Construction Working Group (CWG) or similar, that would be made up of representatives of the project team as well as local residents and businesses and would meet regularly in the lead up to and throughout the construction process.
6I Patients	<ul style="list-style-type: none"> The Applicant is only planning for six inpatient beds, in the event patients are required for observation purpose following day surgery. The vast majority of patients will visit for diagnostics tests, examinations, procedures or surgery and will not require an overnight stay. Support would be available for patients leading up to and during the move from the existing to the new building to ensure that services would be uninterrupted.
6J Existing on-site services	<ul style="list-style-type: none"> The plan would be to move existing mental health inpatient wards currently located at St Pancras Hospital to a new, purpose-built facility next to the existing Highgate Mental Health Centre and the Whittington Hospital. As part of the wider redevelopment of the site, specialist community mental health services will remain in a newly designed building on the St Pancras site, while other mental health and physical health services will be moved elsewhere in Camden.
6K Moorfields and its existing staff / integration of clinical and research functions	<ul style="list-style-type: none"> The building comprises two arms embracing a central atrium and internal public space. A structure named 'the Oriel' occupies the centre of the atrium and contains the main vertical and lateral circulation to all parts of the building. A stack of multifunctional platforms and semi-enclosed spaces, the Oriel is a spatial embodiment of the concept of translational medicine and research. It is designed to encourage collaboration between patients, clinicians and researchers and to harness the collective power of staff, students and patients. All users of the building are expected to circulate via the Oriel stairs, lifts and bridges, creating the maximum possibilities for fruitful encounter. The lower levels there will be waiting spaces with refreshment points, giving way to meeting and work spaces further up. Support would be available for staff leading up to and during the move from the existing to the new building to ensure a smooth transition.

6L Ongoing engagement	<ul style="list-style-type: none"> As indicated under Section 5.5 the Applicant has engaged with the residents of St Pancras Way in response to their request to set up a forum. This forum has now been established to discuss the plans and the first meeting was held on 14 October. The Applicant will continue to engage and meet with the St Pancras Way Residents Forum following submission of the planning application. The Applicant is committed to maintaining an open dialogue with stakeholders and the local community at the planning stage and beyond.
6M Heritage and history	<ul style="list-style-type: none"> The St Pancras Hospital site sits within the Kings Cross St Pancras Conservation Area. It comprises a range of different historic buildings, from the Victorian era to post-war and more contemporary structures. The buildings the new facility will replace are primarily post-war and recognised to be of little historic value. These buildings are soon to be vacated by Camden and Islington NHS Foundation Trust. We have been mindful of our setting and context in developing the designs for Oriel, and of adding a further layer of history. A dedicated exhibition space has been included on the ground floor to be used flexibly for displays and events. The proposals also include static displays throughout the building showcasing historical and educational exhibits. The Applicant will explore to what extent these can be used to reflect the local heritage of the area and to add displays along the building's street edge. A strip of artwork along the St Pancras Way colonnade will reflect the heritage and work of Moorfields and IoO.
6N Internal wayfinding / guide dogs / fittings and materials	<ul style="list-style-type: none"> Internal wayfinding and user experience once inside the building is being explored as part of the next stage of the design process. Fittings and materials will also be consulted on to make sure that they are appropriate for people with visual impairments and do not act as impediments We are working with sight loss and disability organisations such as Guide Dogs who are represented on our Partner Advisory Panel Lighting and acoustics will aid wayfinding and promote wellbeing.
6O Future of Moorfields	<ul style="list-style-type: none"> Our plans would see us relocate all the services of Moorfields Eye Hospital on City Road to the new St Pancras Hospital site.

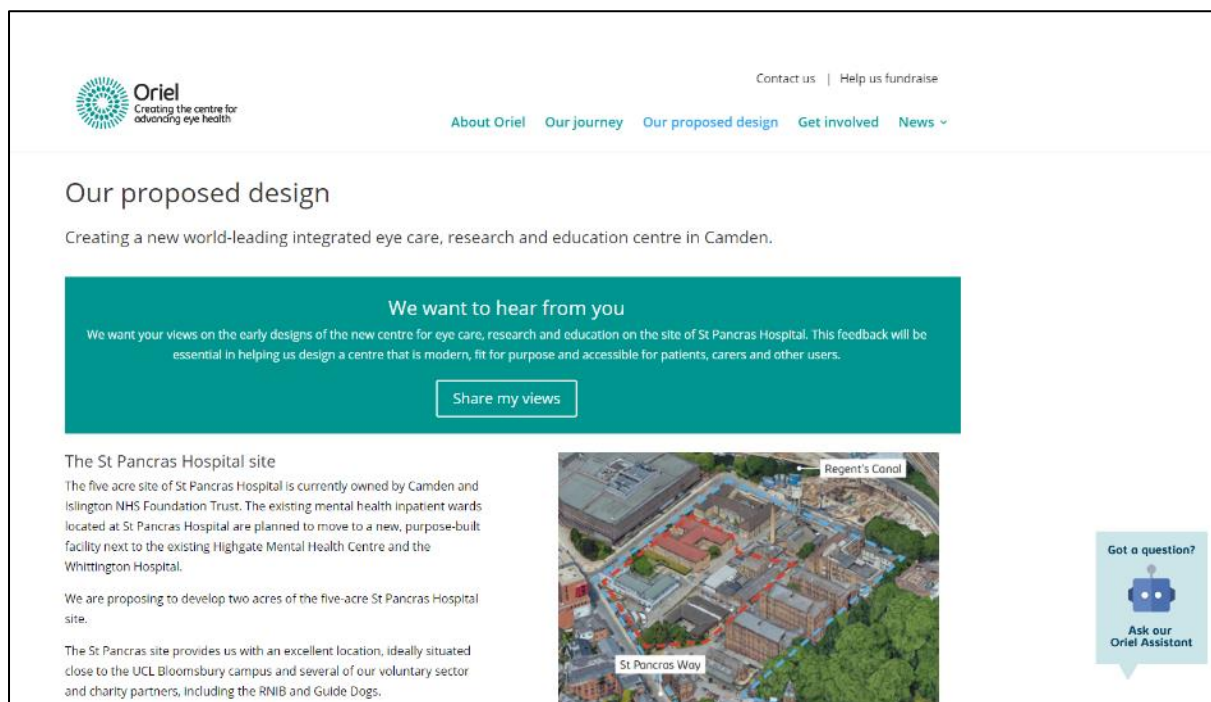
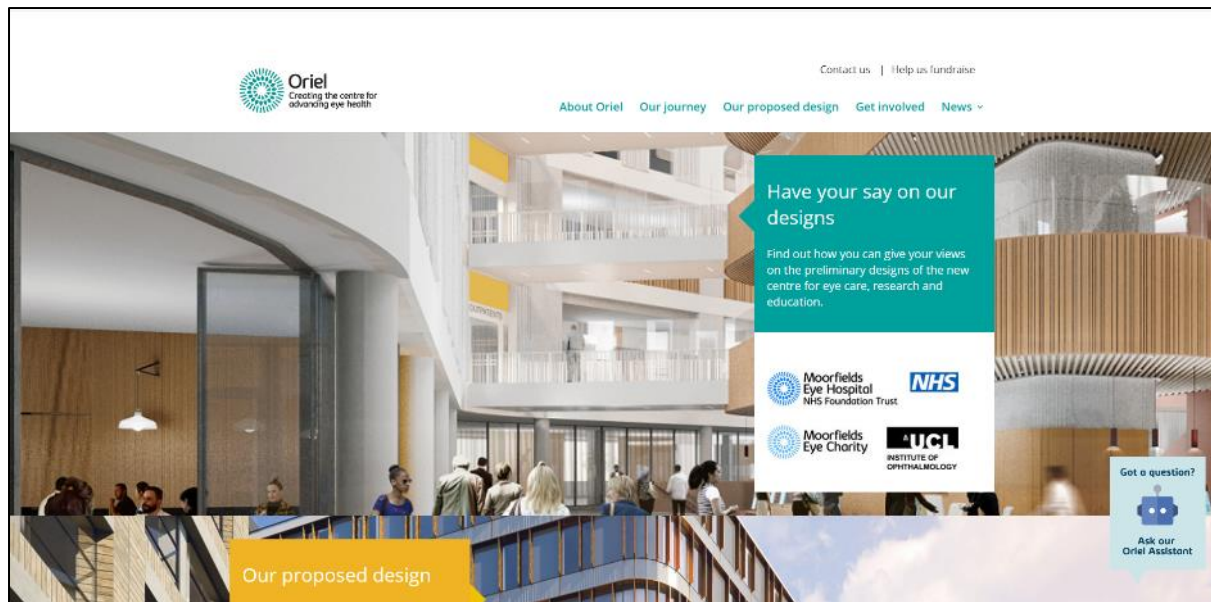
SECTION 7: CONCLUSION

- 7.1 The Applicant has undertaken a comprehensive programme of engagement with staff and patients, councillors and officers from LBC, local stakeholders and groups and local residents, ahead of submitting this planning application.
- 7.2 The consultation has aimed to fully explain the context for the proposals, present the proposed designs for the Site, provide many different ways for people to ask questions and give their feedback.
- 7.3 Despite the implications of the Covid-19 pandemic, the Applicant has been able to carry out a robust public consultation gaining a high level of engagement with stakeholders and the local community throughout the consultation process. The consultation has updated and continued to use the established project website and there have been numerous virtual meetings with both the public and local groups. The Applicant has been able to respond to all the questions received.
- 7.4 The consultation was also widely publicised in the local media, through the Applicant's social media channels, paid-for social media and local media advertising, an oversized PVC banner on the railings at the St Pancras Hospital site, information screens inside Moorfields Eye Hospital and on posters emailed to local groups and delivered to GP surgeries, pharmacies and opticians.
- 7.5 This comprehensive approach taken to the consultation has provided numerous ways for residents, stakeholders, staff and patients to find out about the consultation and provide their feedback on the proposals.
- 7.6 It is also worth noting that by holding meetings virtually, which people could dial into from their homes, made them more accessible for some.
- 7.7 The consultation has enabled the Applicant to start to build relationships with a number of important local stakeholders and is keen to continue the dialogue with them after submitting the planning application. This included a request from local residents, who live in close proximity to the site, to set up a forum, which has been taken up and the first meeting has taken place.
- 7.8 The Applicant held a number of pre-application meetings with LBC planning officers to discuss and develop the proposals as well as presenting the scheme to the Strategic Panel for Emerging Planning Proposals and the Council's public Development Management Forum, in order to receive further input.
- 7.9 This engagement has led to the Applicant receiving extensive feedback on the proposals from a wide range of stakeholders which has been carefully considered by the Applicant and has been valuable in shaping the proposals.
- 7.10 In terms of the feedback raised during the consultation period, overall there was support for the Applicant moving to the St Pancras Hospital site and creating a new world-leading integrated eye care, research and education centre in Camden.

- 7.11 Concerns were raised in regard to how patients would travel to the site, the impact on St Pancras Way as a result of the patient vehicle drop-off bay, the scale and design of the new building, and how the proposed building fits into the wider masterplan.
- 7.12 The Applicant has responded to these issues thoroughly in Section 6 of this document, including providing detail on the benefits that the new centre would bring to the local community and area.
- 7.13 The Applicant is committed to continuing to engage with all stakeholders, including local residents, on the proposals as they move through the process and, if approval is granted, through construction and delivery.
- 7.14 Information about the proposals will continue to be shared with local residents, staff, patients and stakeholders. This Autumn, as part of the project's digital communications strategy, the Applicant will be maximising its multimedia output and utilising its YouTube channel by creating an 'Ask the designer' video series, focusing on different topics in relation to the proposed new centre such as lighting, acoustics, public realm and sustainability.
- 7.15 The programme of engagement on people's journeys to the proposed centre, to explore in detail the accessibility of "the last half mile" for those travelling to the new centre from local transport links, will also continue. Led by the inclusive design team at Buro Happold this will include engagement with staff, patients, the local community and organisations within the eye health and sight loss community. As part of this, consideration will be given to routes from public transport nodes such as overland and underground train stations, bus stops and vehicular drop-off and pick-up points. Consideration will also be given to wayfinding and existing pedestrian experience for a broad spectrum of users, including people with mobility, sensory and/or cognitive impairments alongside a focus on the navigation and orientation aids for visually impaired users.
- 7.16 The Applicant would like to thank all members of the local community and others who have taken the time to participate in the consultation, ask questions and provide feedback to the project team.

SECTION 8: APPENDICES

Appendix A – Screenshots of consultation website – oriel-london.org.uk



Appendix B – Letters issued to stakeholders and staff



Oriel
162 City Road, London EC1V 2PD
Phone: 020 7253 3411



8 July 2020

Dear [REDACTED]

RE: Proposal for a world-leading integrated eye care, research and education centre on the site of the St Pancras Hospital

I am writing to update you on our plan to build a new, world-leading integrated eye care, research and education centre on the site of the St Pancras Hospital. The project is a partnership between Moorfields Eye Hospital NHS Foundation Trust ("Moorfields"), UCL, and Moorfields Eye Charity.

Our sight is a critically important sense, and affects both physical and mental health. Sight loss is an increasing reality for many people, and it is estimated that by 2050 there will be four million people in the UK living with sight loss. As such, developing and delivering therapies for eye conditions is an important challenge for the UK and globally, particularly given an ageing society. Eye diseases are more prevalent in the elderly, with 79% of those affected being over 64. The economic cost to the UK of vision loss is estimated at more than £15.8bn per year.

Moorfields and UCL Institute of Ophthalmology ("IoO"), together, have a long heritage of ground-breaking research, world-leading education and outstanding clinical care. Looking ahead to the challenges and opportunities of a changing and more digital world, we seek to both build on the past and adapt for the future for the benefits of patients and society.

Since 2012, we have been working together on plans to develop a new, purpose-built facility, an initiative we refer to as Oriel. Our plans would see us relocate the services of Moorfields and the UCL IoO from the current Old Street campus in Islington, to the St Pancras Hospital site, in Camden.

The move will allow us to continue to be world-leading in eye-disorder prevention and treatment. Our translational 'bench to bedside' research requires close working between clinicians and researchers with the aim of increasing the scale and speed of progress from scientific discovery to clinical practice, improving clinical outcomes for patients. The bringing together of the existing expertise of the partners into a single, modern building will enable closer integration and collaboration to transform the future of eye care.

The development of a new centre is an exciting opportunity to make significant improvements in patient care and experience. Throughout the NHS service public consultation we ran last year, we heard that the public want Oriel to drive quality improvements and innovation, acting as a catalyst for development of new service models and treatment options for ophthalmology nationwide. They value the opportunity to become more involved in research, and are excited about the possibilities this could bring.



A new centre would also provide the ideal setting to continue training world-class ophthalmic and research experts for the future. The planned flexible, collaboration space will reflect the high quality education being provided, and enable our educators to apply the most modern teaching methods, as well as facilitate learning in clinical and laboratory settings.

The St Pancras site is an ideal location for our proposed new centre of excellence. It is situated in close proximity to the UCL Bloomsbury university campus, bringing us within the UK's foremost research power in biomedical sciences. Several of our voluntary sector and charity partners, including the RNIB and Guide Dogs, are also within a 20 minute walk from the site. The new centre would be within London's Knowledge Quarter – an area which has one of the highest densities of knowledge based, cultural and scientific businesses anywhere in the world, including the Francis Crick Institute and the Wellcome Trust. Feedback from our NHS service public consultation concluded 73% agreed with St Pancras as the preferred site.

The St Pancras Hospital site is currently owned by Camden and Islington NHS Foundation Trust. The existing mental health inpatient wards currently located at St Pancras Hospital are planned to move to a new, purpose-built facility next to the existing Highgate Mental Health Centre and the Whittington Hospital.

In the coming weeks we will launching the next phase of our consultation with the local community, staff, patients and other stakeholder groups, and seeking people's views on the proposed designs for the new centre, the access arrangements, the benefits for local people and how our proposals fit into the wider masterplan for the area.

Ahead of the wider public consultation, we would welcome the opportunity to meet with you virtually to show you our early plans for the new centre, answer any questions you may have and listen to your feedback. We are currently preparing a detailed consultation booklet which we will publish shortly as part of our wider consultation and we will send you a copy when it is ready.

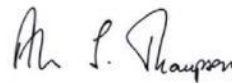
If you would like to arrange a meeting over video conferencing or phone, or have any questions or comments, then please do not hesitate to get in touch with Ellie Tucker, from London Communications Agency, who are managing our community planning consultation, on 020 7612 8474 or via our dedicated email inbox oriel@londoncommunications.co.uk.

In the meantime more information about our vision and the consultation and engagement we have carried out to date can be found on our website <https://oriel-london.org.uk>.

Yours sincerely,



Mr David Probert
Chief Executive,
Moorfields Eye Hospital NHS Foundation Trust



Prof. Alan Thompson
Dean of UCL Faculty of Brain Sciences



Appendix C – Four-page consultation newsletters
Issue 1 (delivered on 7 August)



CONSULTATION NEWSLETTER, AUGUST 2020

A new centre for eye care, research and education in Camden



We are seeking your views on our early designs for a new, world-leading integrated eye care, research and education centre on the site of the St Pancras Hospital in Camden.

The project is a partnership between Moorfields Eye Hospital NHS Foundation Trust (Moorfields), UCL, and Moorfields Eye Charity.

Our sight is a critically important sense. Sight loss is an increasing reality for many people, and it is estimated that by 2050 there will be four million people in the UK living with sight loss.

Since 2012, we have been working together on plans to develop a new, purpose-built centre of excellence for eye care, research and education. This initiative is called Oriel. Our plans would see us relocate the services of Moorfields Eye Hospital on City Road and the UCL Institute of Ophthalmology on Bath Street from our current buildings in Islington, to the St Pancras Hospital site in Camden, allowing us to continue to be a world-leader in eye-health services.

This newsletter will provide you with an overview of our plans. Further information, including a consultation booklet can be found on our website. For hard copy information please contact us.

Alternative formats are available on request. Please contact us for more information.

Have your say

As we progress our plans, we want your views on the early designs of the new centre. This feedback will be essential in helping us design a centre that is modern, fit for purpose and accessible for patients, carers and other users.

We will share more detailed designs after the summer, where you will again have the opportunity to provide comments, before submitting a planning application to Camden Council later in the year.

Your feedback is important to us, and you can have your say in the following ways;

Join one of our online discussion meetings on

- **Tuesday 18 August (6pm-7pm)**
- **Monday 24 August (6pm-7pm)**

To register your attendance please email or call us.



Send an email to:

oriel@londoncommunications.co.uk



Complete the feedback form on the back of this newsletter



Call us on freephone: **0800 3077 967**



Visit our website for more information:
www.oriel-london.org.uk

Our vision

Our vision is for a modern, new integrated eye care, research and education facility, bringing together the existing expertise of the partners under one roof. This will enable closer collaboration to transform the future of eye care for the benefit of patients, carers, health professionals, researchers and students.



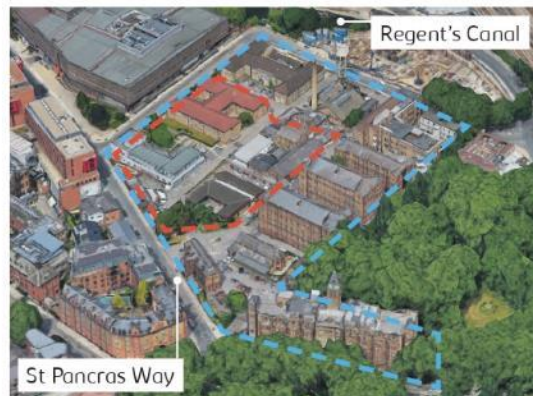
The proposed new site at St Pancras Hospital

The five-acre site at St Pancras Hospital is currently owned by Camden and Islington NHS Foundation Trust. The existing mental health inpatient wards are planned to move to a new facility next to the existing Highgate Mental Health Centre and the Whittington Hospital. As part of the wider redevelopment of the site, specialist community mental health services will remain in a newly designed building on the St Pancras site, while other mental health and physical health services will be moved elsewhere in the borough. For more information please visit www.candi.nhs.uk/about-us/plans-redevelop-our-facilities/consultation-and-engagement

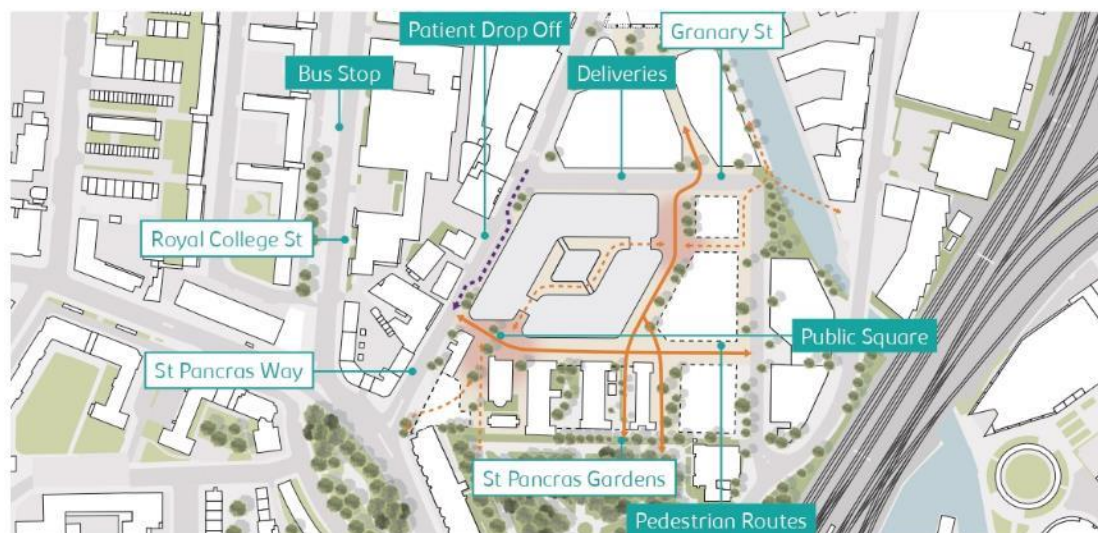
The proposed new eye-health centre would be within London's Knowledge Quarter – an area which has one of the highest densities of knowledge based, cultural and scientific businesses anywhere in the world, including the Francis Crick Institute and the Wellcome Trust.

The neighbourhood around our proposed new building is seeing considerable change and is part of a designated regeneration area. We are proposing to develop two acres of the five-acre St Pancras Hospital site. Proposals for the remaining three acres of the St Pancras Hospital site are being brought forward by Camden and Islington NHS Foundation Trust's

development partner, King's Cross Central Limited Partnership (KCCLP). KCCLP is still at a very early stage of design for their development but we are already working closely with them to ensure the whole area is developed seamlessly and becomes a genuinely open, accessible, and positive contribution to the neighbourhood.



Aerial view of the existing St Pancras Hospital site, showing our proposed two acre site outlined in red and the wider five acre masterplan outlined in blue.



Indicative view of wider masterplan.

Creating our new world-leading centre

The designs for our new facility have been developed in close collaboration with our staff, as well as with input from patient groups. We are now seeking your views on our early designs and are fully committed to working in partnership with our patients, staff and the local community so that we can together achieve our vision of a truly integrated and world-leading centre.

The proposed new centre will be designed as an open and welcoming environment with a highly innovative and flexible layout.

Key design features

- At the building's heart, we are proposing a spacious atrium surrounded by the clinical, research and education spaces. See front cover for indicative view of the proposed atrium.
- The ground floor of the atrium will be arranged over two levels and will be open and accessible so that external public realm continues seamlessly through the building, creating a new public space for the area.
- The remaining interior will be designed to achieve a user-friendly design for our diverse user base, including those with sight loss, through innovative use of material, visual contrast and technology to help with wayfinding and navigation around the building.

- The building will host a wide range of different functions - outpatient services, day-surgery and recovery areas with a small number of inpatient beds, A&E, patient support services, dedicated lab space for research, clinical trials and innovation, and education and conference space.



View along St Pancras Way from the southwest. A new public square leads to the new entrance.



Have your say

We want to hear your thoughts on the proposals we have set out in this booklet. Please use the space below to tell us your views. Once complete, you can tear off the comments form and post it back to us with the freepost address on the rear. You do not need to use a stamp. If you would like to provide additional comments or ask questions, please use the contact details on the front page.

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Name:

Address: Postcode:

Email: Phone:

☐

If you wish to be kept informed about progress with this consultation and development, please tick this box. We are required to collect consultation data in respect of these proposals so that feedback from the local community can be assessed and summarised within the planning application documents. Please be assured however that we will not hold or use your data for any other purpose whatsoever.



Consultation newsletter, September 2020

Have your say: Our designs for a new eye care, research and education centre



Indicative image of new centre looking north on St Pancras Way.

This is our second newsletter to update you and seek your views on our plans for a new, world-leading integrated eye care, research and education centre on the St Pancras Hospital site in Camden.

Thank you to everyone who has already given us feedback or attended one of our online discussion meetings during the summer. Your comments are valuable and inform the development of our designs.

In this newsletter, we want to share information on some areas which we have been looking at in more detail.

We still want to hear what you think about our proposed design for the new centre, and what aspects are important to you, before we submit a planning application to Camden Council this autumn. Please complete the feedback form on the back page and return it to us using the Freepost address.

Online public meeting

We will be presenting our proposals at Camden Council's online public meeting, a Development Management Forum, on Thursday 24 September at 7pm. For more information and to register to attend, please use this link: camdenplanning.councilsuk.live/eventregister

What is Oriel?

Oriel is a partnership between Moorfields Eye Hospital NHS Foundation Trust, UCL and Moorfields Eye Charity. We need a new purpose-built centre to respond to the growing demand for eye health services.

We are planning to relocate the services of Moorfields Eye Hospital and the UCL Institute of Ophthalmology from our current buildings in Islington to the St Pancras Hospital site in Camden. This would allow us to improve patient care and continue to be a world leader in eye health.

You can have your say in the following ways:

-  Completing the feedback form at the back of this newsletter
-  oriel@londoncommunications.co.uk
-  0800 3077 967
-  www.oriel-london.org.uk
-  Write to us using our freepost address: Freepost RTZX-GRSR-BLXR

Existing services on the St Pancras Hospital site

The five acre site at St Pancras Hospital is currently owned by Camden and Islington NHS Foundation Trust. The existing mental health inpatient wards are planned to move to a new facility next to the existing Highgate Mental Health Centre and the Whittington Hospital.

As part of the wider redevelopment of the site, specialist community mental health services will remain in a newly designed building on the St Pancras site, while other mental health and physical health services will be moved elsewhere in the borough. For more information please visit www.candi.nhs.uk/about-us/plans-redevelop-our-facilities/consultation-and-engagement

Alternative formats are available on request. Please contact us for more information.

Creating our new world-leading centre

We are proposing to develop two acres of the five acre site at St Pancras. The site is close to three mainline railway stations as well as six London Underground lines and the London Overground.

The proposed new centre has been designed as an open and welcoming environment with a highly innovative and flexible layout. At the building's heart there is a spacious atrium surrounded by clinical, research and education spaces.

We are looking at levels of lighting, acoustics, temperature and wayfinding both inside and outside the new building. This is to make sure that the new building is accessible and supports the health and wellbeing of our users as well as aiding navigation. For more information visit our website oriel-london.org.uk.



Indicative image of the proposed atrium

New public spaces

The ground floor of the atrium will be arranged over two levels and will create high-quality new public space for the area. The sketches show that these public spaces could include new outside seating areas, trees and plants.

Proposals for the remaining three acres of the St Pancras Hospital site are being brought forward by Camden and Islington NHS Foundation Trust's development partner, King's Cross Central Limited Partnership (KCCLP). KCCLP is still at a very early stage of design for their development but, we are already working closely with them to ensure the whole area is developed seamlessly and becomes a genuinely open, accessible, and positive contribution to the neighbourhood.



Indicative artist's impression looking north towards the northeast entrance.



Indicative artist's impression looking west along Granary Street, showing the northeast entrance to the new public realm, as well as the service entrance to the building.



Indicative artist's impression looking east from St Pancras Way, showing the lower entrance and pedestrian route through the site.

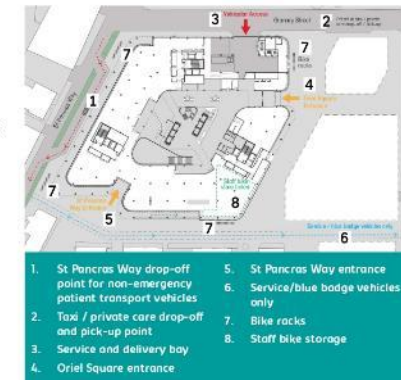
Getting to the new centre

We have been working closely with planning and transport officers at Camden Council to agree the location of two entrances to the building. Both of these would include space for patient drop-off points by taxi or other vehicles. The larger drop-off point on St Pancras Way would be for non-emergency patient transport vehicles. It is situated here because it would be close to the AGE/urgent care department. A second drop-off for patients from vehicles is proposed on the north east corner. The slope on the west side of Granary Street makes it unsuitable for patient drop-off from vehicles, especially for wheelchair users, so we had to discount it as a potential option. Servicing and deliveries would take place from a delivery bay off Granary Street.

As part of our ongoing engagement, we are exploring the best routes and ways for staff, patients, students and visitors to get to our new centre. This work is being led by the inclusive design team at Buro Hoppold and will include engagement with all potential users of the new building and organisations within the eye health and sight loss community. This includes looking at the following:

- Routes from train stations, bus stops and vehicular drop-off and pick-up points
- Wayfinding and signage to the new centre for pedestrians

- Features of the existing street environment such as pavement surfaces, crossings, and rest points along the routes
- Using technology to help people navigate their way to the centre.



Freepost RTZX-GRSR-BLXR

Oriel Programme Consultation
London Communications Agency
8th Floor
Berkshire House
168-173 High Holborn
London
WC1V 7AA

Sustainability of the new building

Ensuring that the new centre is sustainable and environmentally friendly is an important part of the design of the building. We are adopting the Greater London Authority's energy strategy 'Be Lean, Be Clean and Be Green' and we are proposing to use high-quality and efficient materials in the construction of the building.

Our designs also include innovative technologies to help reduce carbon emissions, such as potentially using the nearby Regent's Canal for ground-sourced heat and cooling. There will be a green-roof garden to promote biodiversity and solar panels to generate energy for the building.

Benefits

- Creating a world-leading integrated eye care, research and education centre in Camden
- Attracting, inspiring and retaining the most talented clinicians, researchers and educators
- Speeding up the development of new research and treatments
- Creating a high-quality environment for patients and staff
- New public spaces and pedestrian routes
- High level of social and local economic value created through the construction and occupation of the building
- Creating jobs locally during demolition and construction
- Training and apprenticeship opportunities for local people
- Reducing crime and anti-social behaviour with an active public space providing natural surveillance
- Sustainable design, utilising renewable energy
- Excellent transport links and provision of cycle facilities, promoting sustainable transport use
- Significant investment in the local economy
- Adding to London's expanding Knowledge Quarter.



Please give us your comments on our proposals

1. How much do you agree with the following statements?

- a. The new centre will create a better environment to improve eye care, research and education
- ☐ Strongly agree
☐ Agree
☐ Neither agree or disagree
☐ Disagree
☐ Strongly disagree
- b. I like the proposals for the new centre
- ☐ Strongly agree
☐ Agree
☐ Neither agree or disagree
☐ Disagree
☐ Strongly disagree

2. What aspects of the proposed new building and its design are most important to you?

- ☐ Access to/from public transport
☐ Internal wayfinding
☐ New public spaces
☐ Environmentally friendly
☐ Acoustics and lighting
☐ Places to eat and drink
- ☐ New jobs for the area
☐ Local training opportunities
☐ Appearance of the building
☐ Other (please state)

3. Is there anything else you would like to see as part of the proposals?

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Name:

Address:

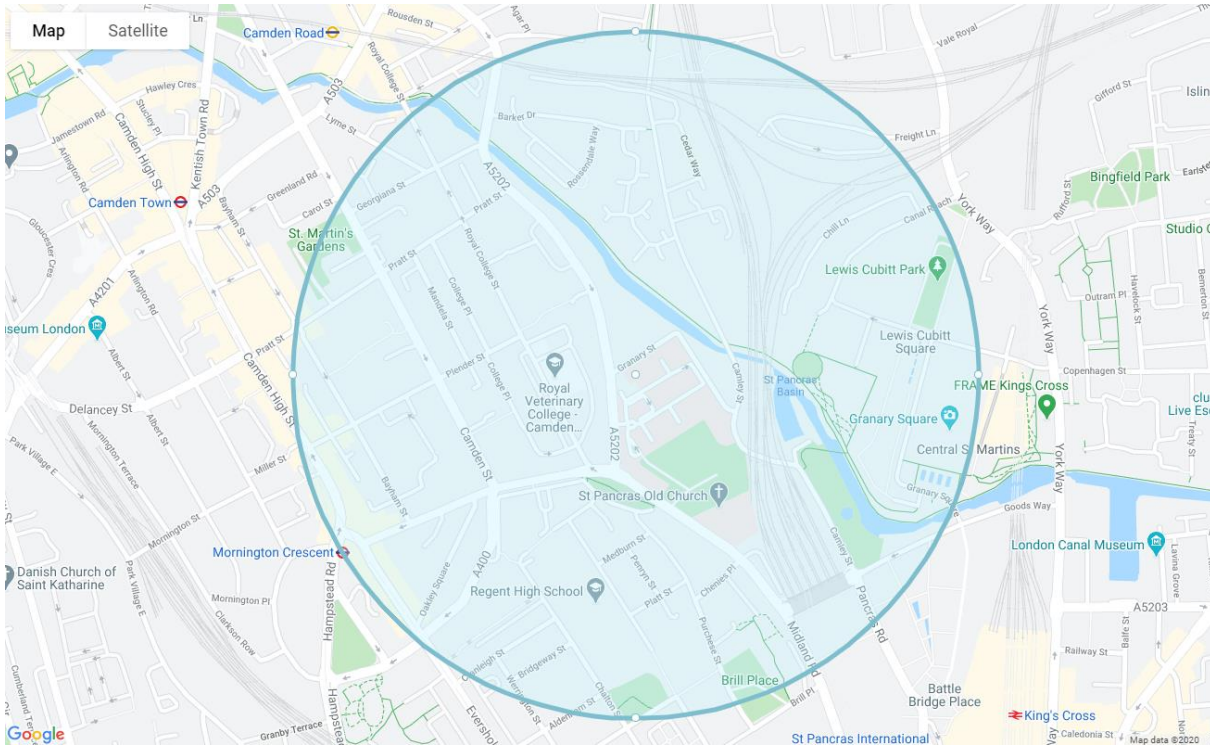
Postcode:

Email/Phone:

.....

☐ If you wish to be kept informed about progress with this consultation and development, please tick this box. We are required to collect consultation data in respect of these proposals so that feedback from the local community can be assessed and summarised within the planning application documents. Please be assured however that we will not hold or use your data for any other purpose whatsoever.

Appendix D – Map of distribution area of 6,314 addresses within a 550m radius of the site





Media release

Wednesday 05 August 2020

Planning consultation launched on early designs for a new centre for eye care, research and education in Camden



Indicative view of spacious atrium at the heart of the new centre

- Consultation launched on early designs for a new integrated eye care, research and education centre on the site of the St Pancras Hospital in the heart of London's Knowledge Quarter.
- Being brought forward by the world-leading partnership of Moorfields Eye Hospital NHS Foundation Trust, UCL, and Moorfields Eye Charity.
- Proposed centre is an opportunity to transform the future of eye care, bringing together existing expertise of the partners into a single, modern building.
- View plans, provide feedback and register for online meetings at: oriel@londoncommunications.co.uk

The world-leading partnership of Moorfields Eye Hospital NHS Foundation Trust (Moorfields), UCL, and Moorfields Eye Charity are launching a public planning consultation on the early designs for a proposed new integrated eye care, research and education centre on the site of the St Pancras Hospital in Camden. This joint initiative is called Oriel.

This new integrated centre plans to bring clinicians and scientists closer together to optimise developments in care and research for the benefit of patients. If approved, it will relocate all NHS services from Moorfields Eye Hospital on City Road and UCL Institute of Ophthalmology on Bath Street in Islington to a new, purpose-built facility in Camden.

Moorfields and UCL Institute of Ophthalmology together have a long heritage of ground-breaking research, world-leading education and outstanding clinical care. Looking ahead to the challenges and opportunities of a changing and more digital world, they are seeking to both build on the past and adapt for the future for the benefit of patients and society.

David Probert, chief executive of Moorfields said:

"Through Oriel, we want to create an environment for innovation to flourish, inspiring advances in people's sight. The feedback that we gain during this important consultation will help us to design this exciting new centre, ensuring that it is fit-for-purpose and accessible all of our users."

Alan Thompson, Dean of the UCL Faculty of Brain Sciences said:

"Oriel is a once-in-a-generation opportunity to provide a flexible, purpose-built, patient-focused environment that will allow clinicians and scientists to work together to tackle the eye health problems that represent a growing global health and economic burden. With this improved integration, we will be able to increase the scale and speed of progress from scientific discovery to clinical practice, resulting in better clinical outcomes for patients."

Robert Dufton, CEO of Moorfields Eye Charity said:

"Philanthropy has played an essential role throughout Moorfields Eye Hospital's 200 year history. Along with our partners at UCL, we are committed to continuing this important work to secure the philanthropic support to fund this ground-breaking facility, which will improve patient outcomes and increase opportunities to develop eye research and education."

The plans involve developing two acres of the five-acre St Pancras Hospital site, with the remainder of the site development being brought forward by Camden and Islington NHS Foundation Trust's development partner King's Cross Central Limited Partnership (KCCLP). The Oriel programme team are working closely with KCCLP to ensure a coordinated approach with their emerging masterplan and to ensure the two schemes knit seamlessly together.

Local residents and businesses now have an opportunity to find out more about the proposals and give their feedback on the early designs.

The Oriel team are holding at two online public discussion meetings taking place on Tuesday 18 August and Monday 24 August, from 6-7pm. Register to attend by emailing oriel@londoncommunications.co.uk or call the freephone number on: 0800 3077 967

More detailed designs will be released in the autumn following this early consultation exercise, where residents will again have the opportunity to provide further comments, prior to a planning application being submitted to Camden Council later in the year.

More information about the proposals for the site is available at www.oriel-london.org.uk

Online public discussion meetings will be held on:

- Tuesday 18 August, 6pm-7pm
- Monday 24 August, 6pm-7pm

Register to attend:

Email: oriel@londoncommunications.co.uk
Call: 0800 3077 967

END

Contact:

- Lottie Colquhoun, London Communications Agency, on 020 7612 8481 or lc@londoncommunications.co.uk

Images:

Image enclosed with press release and more available upon request.

Notes to Editors:

Oriel Background

Since 2012, the partnership has been working together on plans to develop a new, purpose-built centre of excellence under an initiative called Oriel. The plans would see relocation of services from Moorfields Eye Hospital on City Road and the UCL Institute of Ophthalmology from their current buildings in Islington, to the St Pancras Hospital site in Camden.

Our current facilities on City Road and Bath Street in Islington are outdated and do not provide an environment for the best patient or staff experience. Our estate also constrains our scientists and clinicians who work across several buildings.

Sight is a critically important sense and affects both physical and mental health. Sight loss is an increasing reality for many people, and it is estimated that by 2050 there will be four million people in the UK living with sight loss. As such, developing and delivering therapies for eye conditions is an important challenge for the UK and globally, particularly given an ageing society. Eye diseases are more prevalent in the elderly, with 79% of those affected being over 64. The economic cost to the UK of vision loss is estimated at more than £15.8bn per year.

This consultation follows five phases of previous engagement over the course of seven years about the proposed move and the options available.

The St Pancras Hospital site is currently owned by Camden and Islington NHS Foundation Trust. The existing mental health inpatient wards currently located at St Pancras Hospital are planned to move to a new, purpose-built facility next to the existing Highgate Mental Health Centre and the Whittington Hospital.

A programme of consultation is being undertaken separately on people's journeys to the proposed centre. This will include engagement with staff, patients, the local community and organisations within the eye health and sight loss community. This consultation will

particularly explore the accessibility of “the last half mile”, especially pedestrian routes from local transport links to the site.

Moorfields Eye Hospital NHS Foundation Trust

Moorfields Eye Hospital NHS Foundation Trust is the leading provider of eye health services in the UK and a world-class centre of excellence for ophthalmic research and education. Its reputation for the highest quality eye care has developed over 200 years. About 2,120 staff provide services to more than 750,000 people each year at a network of more than 30 sites across London and the south east. Moorfields' largest site is located at City Road in Islington.

UCL Institute of Ophthalmology


UCL Institute of Ophthalmology is a world-class Institute that is an expert in discovery science, biology and understanding genes related to visual health and disease, and pioneers development of therapies and diagnostics to support eye care. UCL's Institute of Ophthalmology (IoO) opened in 1948 as a training facility specialising in research. By the 1990s the IoO had moved to Bath Street, next to Moorfields on City Road, which helped to strengthen its links with the hospital. Today it conducts cutting-edge science, attracting research workers of the highest international calibre, working in partnership to lead the way in vision research.

Moorfields Charity


Moorfields Charity is the main fundraising and grant-making charity for Moorfields Eye Hospital and the UCL Institute of Ophthalmology, providing targeted funds to research cures and find treatments for millions of people affected by eye disease in the UK and around the world.

END

Appendix F – Screenshot of social media advert issued on Facebook and Instagram promoting consultation




**Oriel - creating the centre for
advancing eye health**

Sponsored · 

...



We are seeking your views on our designs for a new, world-leading integrated eye care, research and education centre on the site of St Pancras Hospital in Camden. Visit our website for more information.




ORIEL-LONDON.ORG.UK


Oriel


LEARN MORE

 34

24 comments 8 shares

 Like

 Comment

 Share

Appendix G – Quarter page advert featured in Camden New Journal



Have your say on a new centre for eye care, research and education in Camden



We are seeking your views on our designs for a new, world-leading integrated eye care, research and education centre on the site of the St Pancras Hospital in Camden.

The project is a partnership between Moorfields Eye Hospital NHS Foundation Trust, UCL, and Moorfields Eye Charity.

Our sight is a critically important sense. Sadly, sight loss is an increasing reality for many people, and it is estimated that by 2050 there will be four million people in the UK living with sight loss.

Since 2012, we have been working together on plans to develop a new, purpose-built centre of excellence for eye care, research and education. This initiative is called Oriel. Our plans would see us relocate the services of Moorfields Eye Hospital on City Road and the UCL Institute of Ophthalmology from our current buildings in Islington, to the St Pancras Hospital site in Camden, allowing us to continue to be a world-leader in eye-health services.

Have your say

As we progress our plans, we want your views on the early designs of the new centre. This feedback will be essential in helping us design a centre that is modern, fit for purpose and accessible for patients, carers and other users. Your feedback is important to us, and you can have your say in the following ways;

-  oriel@londoncommunications.co.uk
-  0800 3077 967
-  www.oriel-london.org.uk
-  Write to us using our freepost address: Freepost RTZX-GRSR-BLXR

If you require an alternative format for accessing information about our proposals, please contact us to discuss your needs.

Appendix H – 8-page consultation booklet issued to stakeholders



CONSULTATION BOOKLET, AUGUST 2020

A new centre for eye care, research and education in Camden



We are seeking your views on our early designs for a new, world-leading integrated eye care, research and education centre on the site of the St Pancras Hospital in Camden.

The project is a partnership between Moorfields Eye Hospital NHS Foundation Trust (Moorfields), UCL, and Moorfields Eye Charity.

Our sight is a critically important sense. Sight loss is an increasing reality for many people, and it is estimated that by 2050 there will be four million people in the UK living with sight loss.

Since 2012, we have been working together on plans to develop a new, purpose-built centre of excellence for eye care, research and education. This initiative is called Oriel. Our plans would see us relocate the services of Moorfields Eye Hospital on City Road and the UCL Institute of Ophthalmology on Bath Street from our current buildings in Islington, to the St Pancras Hospital site in Camden, allowing us to continue to be a world-leader in eye-health services.

"We need spaces that will improve our lives, that build independence and confidence. We want to leave a building feeling empowered."

Moorfields patient

Alternative formats are available on request. Please contact us for more information.

Have your say

As we progress our plans, we want your views on the early designs of the new centre. This feedback will be essential in helping us design a centre that is modern, fit for purpose and accessible for patients, carers and other users.

We will share more detailed designs in the autumn, where you will again have the opportunity to provide comments, before submitting a planning application to Camden Council later in the year.

Your feedback is important to us, and you can have your say in the following ways;

Join one of our online discussion meetings on

- **Tuesday 18 August (6pm-7pm)**
- **Monday 24 August (6pm-7pm)**

To register your attendance please email or call us.



Send an email to:

oriel@londoncommunications.co.uk



Call us on freephone: **0800 3077 967**



Visit our website for more information:

www.oriel-london.org.uk



Write to us using our freepost address:

Freepost RTZX-GRSR-BLXR,
Oriel Programme Consultation,
London Communications Agency,
8th Floor, Berkshire House,
168-173 High Holborn,
London, WC1V 7AA

Who we are

Moorfields and the UCL Institute of Ophthalmology together have a long heritage of ground-breaking research, world-leading education and outstanding clinical care.

Moorfields Eye Hospital NHS Foundation Trust

The leading provider of eye health services in the UK and a world-class centre of excellence for ophthalmic research and education.

UCL Institute of Ophthalmology

A world-class Institute that is an expert in discovery science, biology and understanding genes related to visual health and disease and pioneers development of therapies and diagnostics to support eye care.

Moorfields Eye Charity

The main fundraising and grant-making charity for Moorfields Eye Hospital and the UCL Institute of Ophthalmology, providing targeted funds to research cures and find treatments for millions of people affected by eye disease in the UK and around the world.

Our design team

We have brought together a leading team of experienced project managers, designers and architects in AECOM, Penoyre & Prasad and White Arkitekter, who are helping us to develop designs for our proposed new centre.



Why change?

The number of people likely to suffer from common eye conditions such as cataracts, glaucoma, macular degeneration and diabetic eye disease is expected to rise rapidly over the next 15 years. Our ageing population means greater and more complex demand for eye services as almost 80% of people aged 64 and over live with some form of sight loss. The economic cost to the UK of vision loss is estimated at more than £15.8bn per year.

As such, developing and delivering therapies for eye conditions is an important challenge for the UK and globally.

We therefore need to plan for the future. The closer clinicians and researchers work, the faster they can develop new techniques and technologies to diagnose and treat conditions.

Our current facilities on City Road and Bath Street in Islington are outdated and do not provide an environment for the best patient or staff experience.

Our estate also constrains our scientists and clinicians who work across several buildings. The lack of integration between research and hospital care in our current facilities limits our ability to widen our research portfolio or to better include patient engagement and participation in our research.

"The new centre needs to be a place of hope and optimism about getting the most out of life – showing people, this is what you CAN do."

Moorfields patient



Our vision

Our vision is for a modern, new integrated eye care, research and education facility, bringing together the existing expertise of the partners under one roof. This will enable closer collaboration to transform the future of eye care for the benefit of patients, carers, health professionals, researchers and students.

Eye care

The relocation of NHS services will provide patients with an easier and more comfortable patient experience, better access to counselling services and patient support groups and improved care pathways.

Research

A more collaborative working environment will enable our translational 'bench to bedside' research. With clinicians and researchers working closer together we will be able to increase the scale and speed of progress from scientific discovery to clinical practice, improving clinical outcomes for patients. A new centre would enable earlier involvement and greater opportunity for patient and public engagement in research.

Education

A new centre would provide the ideal setting to continue training world-class ophthalmic and research experts for the future. The planned flexible, collaboration space will enable our educators to apply the most modern teaching methods, as well as facilitate learning in clinical and laboratory settings.



The story so far

During the life of this joint initiative, we have been talking to a wide range of people about our plans.

Between 2013 and 2019, five phases of engagement took place about our proposed move and the options available.

During the 2019 NHS public consultation, Moorfields received detailed feedback from patients, staff, the public and our charitable partners relating to the changes and improvements they would like to see in their experience at our current facilities. This feedback indicated broad support for our proposed move from City Road to a new centre, that will enable stronger integration of research and education with the UCL Institute of Ophthalmology.

From this work, we selected one preferred way forward, which was the creation of a new centre on some of the land available at the current St Pancras Hospital site, in Camden.

Throughout our engagement and consultation, we have heard that our patients, staff and users want Oriel to drive quality improvements and innovation and act as a catalyst for the development of new service models and treatment options for eye care nationwide.



The proposed new site at St Pancras Hospital

The five-acre site at St Pancras Hospital is currently owned by Camden and Islington NHS Foundation Trust. The existing mental health inpatient wards are planned to move to a new facility next to the existing Highgate Mental Health Centre and the Whittington Hospital. As part of the wider redevelopment of the site, specialist community mental health services will remain in a newly designed building on the St Pancras site, while other mental health and physical health services will be moved elsewhere in the borough. For more information please visit www.candi.nhs.uk/about-us/plans-redevelop-our-facilities/consultation-and-engagement

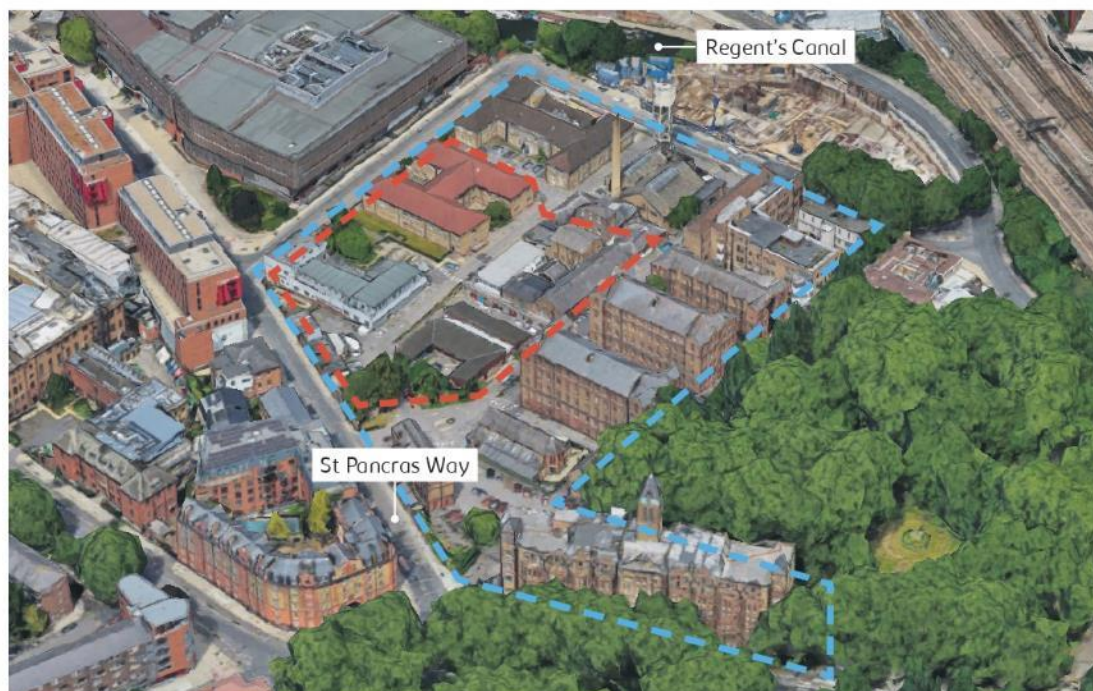
The St Pancras site provides us with an excellent location, ideally situated close to the UCL Bloomsbury campus and several of our voluntary sector and charity partners, including the RNIB and Guide Dogs.

The proposed new eye-health centre would be within London's Knowledge Quarter – an area which has one of the highest densities of knowledge based, cultural and scientific businesses anywhere in the world, including the Francis Crick Institute and the Wellcome Trust.

The new location is close to three mainline railway stations (King's Cross, St Pancras and Euston), making it very accessible to large parts of the UK as well as to six London underground lines and the Overground.

While the site sits within the King's Cross St Pancras Conservation Area, the buildings our new facility would replace are primarily post-war and recognised to be of little historic value.

The neighbourhood around our proposed new building is seeing considerable change and is part of a designated regeneration area. We are proposing to develop two acres of the five-acre St Pancras Hospital site. Proposals for the remaining three acres of the St Pancras Hospital site are being brought forward by Camden and Islington NHS Foundation Trust's development partner, King's Cross Central Limited Partnership (KCCLP). KCCLP is still at a very early stage of design for their development but we are already working closely with them to ensure the whole area is developed seamlessly and becomes a genuinely open, accessible, and positive contribution to the neighbourhood.



Aerial view of the existing St Pancras Hospital site showing our proposed two acres outlined in red and the wider five acre masterplan outlined in blue.

Creating our new world-leading centre

The designs for our new facility have been developed in close collaboration with our staff, as well as with input from patient groups. We are now seeking your views on our early designs and are fully committed to working in partnership with our patients, staff and the local community so that we can together achieve our vision of a truly integrated and world-leading centre.

The proposed new centre will be designed as an open and welcoming environment with a highly innovative and flexible layout.

Atrium

- At the building's heart, we are proposing a spacious atrium surrounded by the clinical, research and education spaces.
- Within the atrium rises the 'oriel', which will contain spaces for patients to wait and staff to meet, study and collaborate.
- The design process for the atrium has given consideration to a number of areas, including levels of brightness, acoustics, temperature and way-finding.

Ground floor

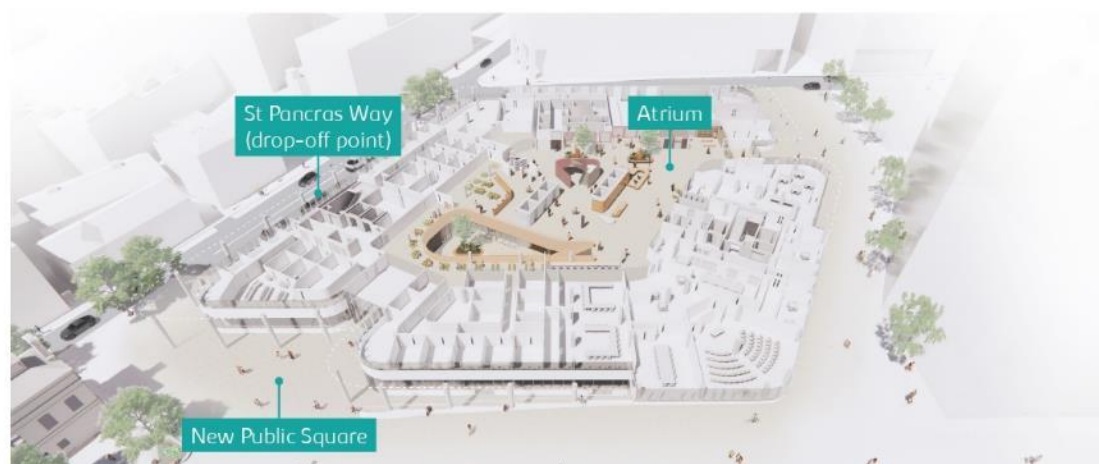
- The ground floor of the atrium will be arranged over two levels and will be open and accessible so that external public realm continues seamlessly through the building, creating a new public space for the area.
- At the lower level, the A&E department is close to St Pancras Way and the southwest entrance.

Clinical, research and education spaces

- The remaining interior will be designed to achieve a user-friendly design for our diverse user base, including those with sight loss, through innovative use of material, visual contrast and technology to help with wayfinding and navigation around the building.
- The building will host a wide range of different functions - outpatient services, day-surgery and recovery areas with a small number of inpatient beds, A&E, patient support services, dedicated lab space for research, clinical trials and innovation, and education and conference space.
- A flexible design will ensure the building adapts to future clinical, research and education needs.



Indicative view of the spacious atrium at the heart of the new centre.



The external public realm continues seamlessly through the lower ground and ground floors, connecting the inside and the outside public realm.

Deliveries and servicing

- All deliveries and servicing will take place within the building, accessed off Granary Street, away from the public entrances.
- Although no parking will be on site, a dedicated patient drop-off and pick-up would be along St Pancras Way, close to the southwest entrance and the A&E department.

External design and heights

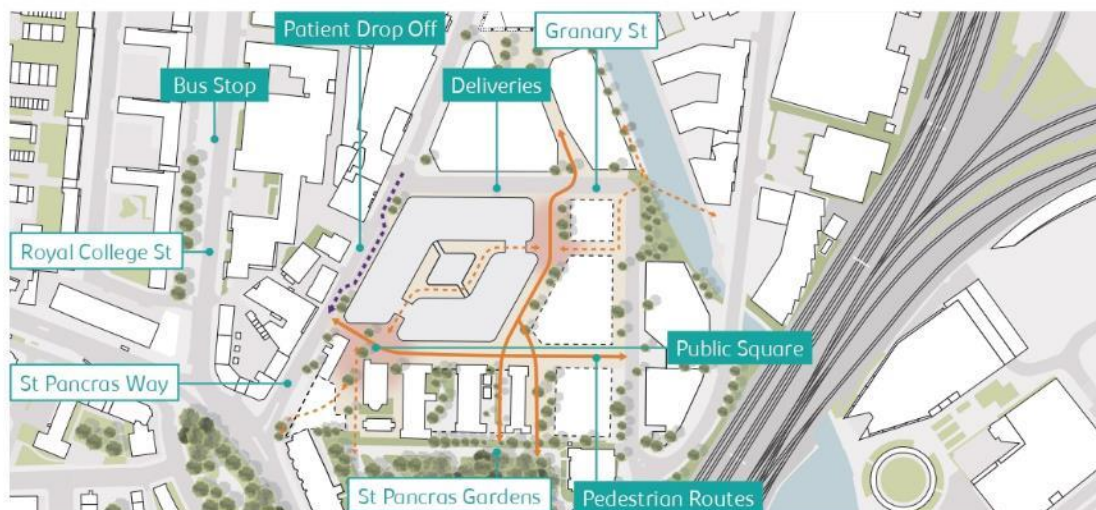
- The building height will range from seven to ten storeys above pavement level, with a maximum building height of 42.5 metres. There will also be a plant on the roof for servicing, heating, cooling and solar panels which will be a maximum of a further seven metres. This will be set back from the roof line and not visible from ground level.
- The surrounding neighbourhood has a diverse range of buildings. To the south and west lie historic Victorian buildings ranging from two to five storeys, as well as St Pancras Gardens. To the north and east, taller contemporary buildings are already under construction. Our proposed new building will respond to this varied townscape by being lower towards the southwest and rising up towards the northeast.



View along St Pancras Way from the southwest. A new public square leads to the new entrance.

Connectivity and public realm

We are proposing to develop two acres of the five acre St Pancras Hospital site, with the remainder of the site being brought forward by Camden and Islington NHS Foundation Trust's development partner King's Cross Central Limited Partnership (KCCLP). We are working with KCCLP to ensure a coordinated approach with their emerging masterplan and to ensure the two schemes knit seamlessly together. This plan shows early proposals for the public spaces around our proposed new centre, including key points of entry, new public squares and café or restaurant seating. An indicative masterplan for KCCLP's development shows how the rest of the site could be designed, creating additional public spaces and new pedestrian connections with the surrounding area. The wider scheme, including the bus stop location, is shown for illustrative purposes only and will be subject to separate consultation.



Indicative view of wider masterplan.

Further work

A programme of consultation is being undertaken separately on people's journeys to the proposed centre.

This will be led by the inclusive design team at Buro Happold and will include engagement with staff, patients, the local community and organisations within the eye health and sight loss community. This consultation will particularly explore the accessibility of "the last half mile", especially pedestrian routes from local transport links to the site. Consideration will be given to:

- Routes from overland and underground stations, bus stops and vehicular drop-off and pick-up points,
- Wayfinding and signage to the site for pedestrians,
- Features of the existing street environments such as surface finishes, crossings, rest points along the route.

Consideration will be given to a broad spectrum of user needs, including people with mobility, sensory and/or cognitive impairments alongside a focus on the navigation and orientation aids for visually impaired users.

The benefits

- Creating a world-leading integrated eye care, research and education centre in Camden
- Attracting, inspiring and retaining the most talented clinicians, researchers and educators
- Speeding up the development of new research and treatments



- Creating a high-quality environment for patients and staff
- Improved internal wayfinding



- Improved public realm and greater access around the site
- Reducing crime and anti-social behaviour with active ground floor providing natural surveillance



- Jobs created during demolition and construction
- Training opportunities for local people



- High level of social and local economic value created through construction and occupation of the building
- Significant investment in health care sector
- Significant investment in local economy



- Highly accessible location, promoting sustainable transport use
- Cycle spaces and changing facilities available



- World class design and architecture
- Sustainable design, utilising renewable energy



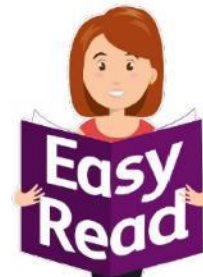
- Aspiring to add to London's expanding Knowledge Quarter





Oriel

Creating the centre for
advancing eye health



Moving Moorfields and UCL Eye Health



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Creating the centre for
advancing eye health

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What do you think?

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2

A new centre for eye care, research and education in Camden

Introduction



The project is a partnership between Moorfields Eye Hospital NHS Foundation Trust (Moorfields), UCL, and Moorfields Eye Charity.



This document explains the **proposal** to move these three organisations from City Road to a new centre at St Pancras.



A proposal is a plan or an idea for people to think about and decide on.

We want to know what you think about this proposal.



We call this **proposal** Oriel. On the last page we tell you how you can find out more and tell us what you think.

About the partners



Moorfields Eye Hospital is where people go to have eye problems treated. It is part of the NHS and treats people from all over the U.K.



The University College London (UCL) Institute of Ophthalmology teaches people about eye care and they also research eye problems. UCL works very closely with the eye hospital.



Moorfields Eye Charity raises money for eye research, education and care.

The proposal

The new centre will bring together...



- The best eye care and treatment.



- Research into new treatments.



- Teaching about eye treatments.

Why change?



People are living longer.
There are many more older people.



Older people are more likely
to have problems with their
eyesight.



We think there will be many
more people with eye disease
in the next 15 years.



We need more space to help
people with eye problems.
Our buildings are old and we
do not have enough space.

6

A new centre for eye care, research and education in Camden

A new centre will help us find new ways to...



- Understand eye disease.



- Stop people having problems with their eyes.



- Notice problems early so we can treat them better.



- Research new cures and treatments.



- Train more people to be eye doctors and other health professionals.

A new eye health centre would make a big difference to people with eye problems



- More doctors, researchers and teachers would be able to work closer together.



- We would have more space to treat eye problems.



- A new hospital would have shorter waiting times.

8

A new centre for eye care, research and education in Camden



- It would be easier for everyone to use.

Building a new centre



We want to build a new eye health centre on a site at St Pancras Hospital in Camden.



The new centre would be on land shared with other new buildings.



The new centre will be welcoming to everyone.



People will come for eye check ups and treatment.



People will come for emergency eye care.



People may come to take part in research.



Some people will work in the centre every day.



Some people will come to the building to learn.



The new centre will have spaces for people who work there to meet, study and work together.



The new centre will have a big space in the middle of the building called an atrium.

We want to make...



Places for people to sit and eat.



New public squares for people to visit.



New pathways to reach other areas nearby.

12 A new centre for eye care, research and education in Camden

Getting to the new centre



We are talking to people about their journeys to the new centre.



We want to learn how people will get there. They might come by bus, train, cycle or walk.



Some people may be dropped off by car or taxi.

The new centre will help the local area around Camden



There will be new jobs and training.



Some people who work there will be able to cycle to work.



It will be one of the best eye health centres in the world.



The new centre will be better for the environment.

When will this all happen?



We are talking to people about the new centre now.



Autumn 2020

We will send our proposals to Camden Council.



Early 2021

We will hear from the council if they like our proposals.



Spring 2022

We hope to start building the new centre.



Spring 2026

The new centre should be open.

You can find out more about the proposal here:

www.oriel-london.org.uk

You can give us your views by:



Emailing: **oriel@londoncommunications.co.uk**



Calling: **0800 3077 967**



Writing: **Freepost RTZX-GRSR-BLXR**. You do not need a stamp.



Visiting our website:
[www.oriel-london.org.uk/
get-involved/](http://www.oriel-london.org.uk/get-involved/)

Appendix J – coverage on consultation featured in local and trade press

**LONDON
COMMUNICATIONS
AGENCY**

PRESS CUTTING

Architects Journal, Online
23 SEPTEMBER 2020

Penoyre & Prasad team reveals latest plans for new Moorfields Eye Hospital

23 SEPTEMBER 2020 - BY RICHARD WAITE



1/15 Latest design proposal by AECOM with Penoyre & Prasad and White Arkitekter for the new new eye-care, research and educational facility at St Pancras Hospital in Camden, London. The scheme went out to public consultation this month [September 2020] ahead of an anticipated planning submission in the autumn. [view - St Pancras Way north]

Penoyre & Prasad and White Arkitekter have revealed their latest designs for a major new eye-care, research and educational facility at St Pancras Hospital in Camden, north London

The two practices, part of a team led by AECOM, landed the prestigious project in [early 2019](#) after seeing off the likes of Rogers Stirk Harbour + Partners and Hopkins to win the high-profile, RIBA-backed competition.

The contest sought proposals for a new integrated facility for Moorfields Eye Hospital and the University College London (UCL) Institute of Ophthalmology, effectively creating a landmark new home for Moorfields, moving from its City Road premises to the plot north-west of King's Cross.

The project will create a 'flexible and modern' facility within the historic St Pancras Hospital complex, bringing together healthcare, research and educational activities under a single roof for the first time.

Scheduled to open by 2026, the scheme is backed by Moorfields Eye Hospital NHS Foundation Trust, UCL and Moorfields Eye Charity.

The latest designs for the project, dubbed Oriel, were released today (23 September) at the start of a formal public consultation and ahead of an anticipated planning submission this autumn.

Robert Dufton, Chief Executive at Moorfields Eye Charity, said: 'We've [already] been reaching out to a wide cross-section of society, including our potential neighbours in Camden, so that the design of our building is fit for the people it serves. We welcome feedback that will inform our designs and reflect what people have told us during our consultation.'

Penoyre & Prasad, which became a division of the US design giant Perkins and Will [last November](#), had previously worked for Moorfields in 2006, delivering the Richard Desmond Children's Eye Centre for the hospital in 2006.

The globally recognised Moorfields Eye Hospital was founded in 1805 and moved to its present site on City Road near Old Street Underground Station in 1899. The complex, which includes the neighbouring UCL Institute of Ophthalmology, is one of the specialism's largest treatment, teaching and research bases in Europe.

In December 2018 Moorfields secured almosty £20 million of funding as part of the Department of Health and Social Care's major investment in the long-term future of the NHS.



Interior of Oriel

The competition shortlist (from 2018)

- **WINNER: AECOM with Penoyre & Prasad and White Arkitekter AB**
- **Bennetts Associates with Reiach & Hall, Buro Happold Engineering and Gustafson Porter + Bowman**
- **Hopkins Architects with Arup, Todd Longstaffe-Gowan and Wolfgang Buttress**
- **Rogers Stirk Harbour + Partners with Stantec, Arup, Gillespies, Speirs + Major and T Projects**
- **Ryder Architecture with HawkinsBrown Architects, Spacehub Design, Hoare Lea, Rider Levett Bucknall UK and Ramboll UK**



Health Estate Journal, Online
23 SEPTEMBER 2020

Latest Designs Unveiled For 'World-Leading' St Pancras Eye Care Centre

SEP 23, 2020



The design team behind Oriel, a joint initiative which would see Moorfields and UCL IoO services move from Islington to a purpose-built centre in Camden's Knowledge Quarter, have revealed 'the latest iteration' of how the building could look.

Oriel is a joint development scheme between Moorfields Eye Hospital NHS Foundation Trust, UCL Institute of Ophthalmology (IoO), and Moorfields Eye Charity. If

planning permission is granted, the new centre could be open to patients in 2025/26. The team – comprising AECOM, Penoyre & Prasad, and White Arkitekter – is preparing a planning application on behalf of the project partners for submission to Camden Council this autumn for 'a new state-of-the-art facility that would bring patient-centred eye care, cutting-edge research, and education expertise, under one roof.' Updated images (see photo) of how the new integrated centre could look have been issued as part of a public consultation currently under way.

The launch of the computer-generated images coincides with National Eye Health Week. David Probert, Chief Executive of Moorfields Eye Hospital NHS Foundation Trust, said: "This week is an ideal time to get the public thinking about healthy vision. We really want to hear about what matters most to people in the provision of eye care, alongside the delivery of a world-class research facility. Our award-winning team has put the needs of patients, staff, researchers, and academics, at the heart of what we believe will be an iconic building where exemplary care will be matched by scientific innovation and education. I'd like to encourage as many people as possible to get in touch with us and share their views on our proposed designs for this exciting new centre."

Professor Alan Thompson, Dean of the UCL Faculty of Brain Sciences, said: "The location of the proposed new building is ideally suited to facilitating collaboration with London's knowledge-based cultural and scientific businesses. As we prepare to submit our planning application, our focus is on making sure we deliver a centre that is accessible, flexible, and enables us to undertake ground-breaking research that will translate into real patient benefits."

Robert Dufton, Chief Executive at Moorfields Eye Charity, said: "We've been reaching out to a wide cross-section of society, including our potential neighbours in Camden, so that the design of our building is fit for the people it serves. We welcome feedback that will inform our designs and reflect what people have told us during our consultation."

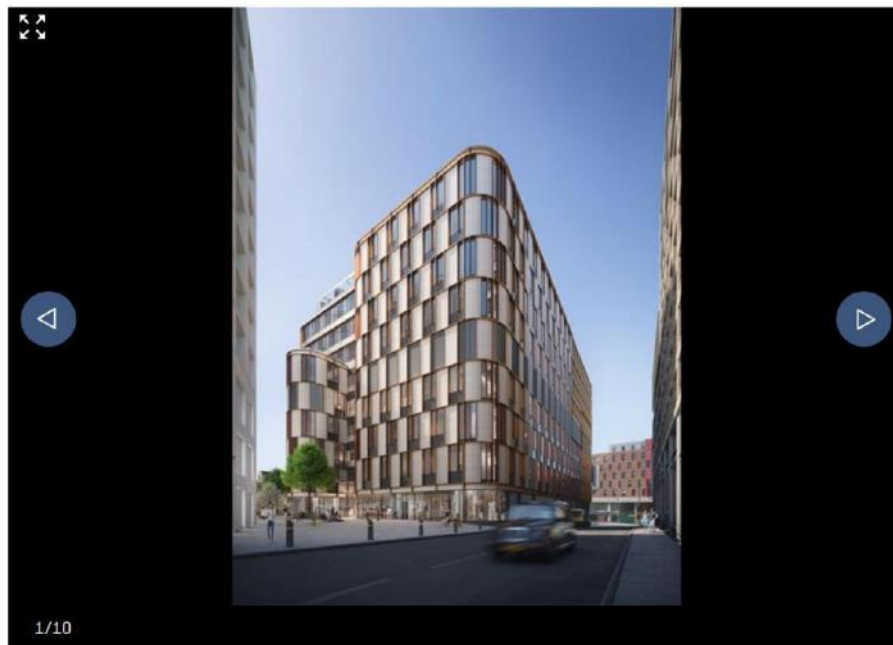
Subject to planning permission, the St Pancras Hospital site earmarked for the new development should contribute to the invigoration of an area already benefiting from ongoing regeneration.

Building, Online
25 SEPTEMBER 2020

Eye opener: Latest Moorfields Hospital designs revealed

By Jordan Marshall | 25 September 2020

Plans for relocated world-famous facility due to be submitted later this autumn



The latest designs for a new facility for Moorfields Eye Hospital at the St Pancras Hospital site in Camden, north London, have been unveiled.

The new development, Oriel, is a joint initiative between Moorfields Eye Hospital NHS Foundation Trust, UCL Institute of Ophthalmology (IoO) and the Moorfields Eye Charity.

It would see Moorfields and UCL IoO services move from City Road in Islington to a purpose-built centre in Camden's Knowledge Quarter. The value of the job has been put at between £200m and £250m.

The design team is made up of Aecom with Penoyre & Prasad, now owned by Perkins and Will, and White Arkitekter.

A planning application is due to be submitted to Camden council later this autumn.

Updated images of what the new centre could look like have been issued as part of a public consultation that is currently under way.

The design team was appointed in January last year following a RIBA competition. Teams led by RSHP, Bennetts and Hopkins were among those to miss out.

If planning permission is approved, the new centre could be open to patients in 2025/26.

 [Education and healthcare](#) [healthcare](#)

aop, Online
23 SEPTEMBER 2020

Future designs for Moorfields' site revealed

Public consultation on proposals for state-of-the-art centre in London launched

🕒 1 min read

23 September 2020 | by [John White](#)



The latest designs for a new, purpose-built centre for eye care, research and education at St Pancras Hospital in Camden have been unveiled.

Oriel, a joint initiative between Moorfields Eye Hospital NHS Foundation Trust, UCL Institute of Ophthalmology (IoO) and Moorfields Eye Charity, would see Moorfields' and UCL IoO services move from Islington to a purpose-built centre in Camden's Knowledge Quarter.

A programme of public consultation is currently under way so that the views of members of the local community in Camden, Moorfields and UCL staff, patients, carers

and representatives of those with sight loss shape the development of the proposed design. A planning application is due to be submitted to Camden Council this autumn.



The designs for the centre are on display for the first time to coincide with [National Eye Health Week](#). Chief executive of Moorfields Eye Hospital NHS Foundation Trust, David Probert, said: "Sight loss is an increasing reality for many of us and this week is an ideal time to get people thinking about healthy vision. We really want to hear about what matters most in the provision of eye care alongside the delivery of a world-class research facility."

Dean of the UCL Faculty of Brain Sciences, Professor Alan Thompson, added that the project is "a once-in-a-lifetime opportunity" to shape the future of eye health, research and education.



"We're looking forward to hearing what people think of our proposals so that we design and build a centre that caters for all our users as well as making a positive contribution to the local community in Camden. The location of the proposed new building is ideally suited to facilitating collaboration with London's knowledge-based cultural and scientific businesses. As we prepare to submit our planning application, our focus is on making sure we deliver a centre that is accessible, flexible and enables us to undertake ground-breaking research that will translate into real benefit for patients," Professor Thompson said.

In December 2018, Moorfields secured nearly £20 million of funding as part of the Department of Health and Social Care's major investment in the long-term future of the NHS. If planning permission is approved, it is estimated that the new centre will be open to patients in 2025-26.

Appendix K – List of stakeholders consulted as part of consultation strategy

London Borough of Camden

- Councillor Samata Khatoon, St Pancras and Somers Town ward councillor
- Councillor Roger Robinson, St Pancras and Somers Town ward councillor
- Councillor Paul Tomlinson, St Pancras and Somers Town ward councillor
- Councillor Abdul Hai, Kings Cross ward councillor
- Councillor Georgie Robertson, Kings Cross ward councillor
- Councillor Jonathan Simpson, Kings Cross ward councillor
- Councillor Georgia Gould, Leader of the Council
- Councillor Adam Harrison, Cabinet Member for a Sustainable Camden
- Councillor Richard Olszewski, Cabinet Member for Finance and Transformation
- Councillor Danny Beales, Cabinet Member for Investing in Communities and an Inclusive Economy
- Councillor Patricia Callaghan, Cabinet Member for a Healthy and Caring Camden and Deputy Leader
- Councillor Alison Kelly, Chair of Health and Adult Social Care Scrutiny Committee
- Jenny Rowlands, Chief Executive
- Julie Billett, Joint Director of Public Health
- Dan Pope, Chief Planning Officer

GLA members

- Andrew Dismore, Barnet and Camden AM
- Onkar Sahota, Chair of the Health Committee
- Andrew Boff, Chair of the Planning Committee, Deputy Chair of Health Committee, and Deputy Chair of Housing Committee
- Susan Hall, Chairman of the Budget and Performance Committee and Member of Health Committee
- Unmesh Desai, Member of Health Committee
- Joanne McCartney, Member of Health Committee

MP

- Sir Keir Starmer, MP for Holborn and St Pancras

Local community groups and stakeholders

- Ageing Better in Camden
- Hopscotch Asian Women's Group
- New Horizon Youth Group
- Small Green Shoots
- Somers Town Big Local
- West Euston Partnership
- Global Generation
- Royal National Institute of Blind People (RNIB)
- St Pancras Coroner's Court
- Regent's Canal Conservation Area Advisory Committee (CAAC)
- Friends of the Regent's Canal
- Regent's Network
- Kings Cross Brunswick Neighbourhood Association
- Somers Town Community Association
- Somers Town Neighbourhood Forum (STNF)
- St Pancras Community Association
- Elm Village TRA
- Camley Street Neighbourhood Forum

- Coopers Lane TRA
- Marchmont Association
- Ossulston TRA
- Walker House TRA
- King's Cross Conversation Area Advisory Committee
- King's Cross Environment
- Goldington Street Estate Tenants' and Residents' Association
- Historic England
- Victorian Society
- Camden Cycling Campaign
- Edith Neville School
- Maria Fidelis
- King's Cross Academy
- Abacus Belsize Primary School
- Regents High
- St Mary & St Pancras Primary
- UCLH
- Western Eye Hospital
- Central Saint Martins - UAL
- St Pancras Old Church
- King's Cross Church
- Somers Town Assn of Business
- Urban Partners / Kings Cross Business Partnership
- Camden Town Unlimited & Euston Town BID
- St Pancras International
- Canal River Trust
- London Bioscience and Innovation Centre
- Royal Veterinary College
- Unite Students

News around the KQ

Visit our [KQ COVID-19 page](#) for the latest developments and resources relating to COVID-19 from Knowledge Quarter partners, including information on local business support and the latest scientific and humanities research in the area. We will try to update it weekly.

Reopening Watch: The [British Museum](#) and the [British Library](#) were among the latest partner organisations to open to the public in August.

Only 10% of people plan to return to living exactly as they had done prior to the COVID-19 pandemic, according to the latest results from [UCL's ongoing COVID-19 social study](#).



Consultation: Oriel

Have your say on the designs for a new centre for eye care and research to be built on the site of St Pancras Hospital. Oriel is a partnership between Moorfields Eye Hospital, UCL and Moorfields Eye Charity. Your feedback will ensure the centre is modern, fit for purpose and accessible for patients, carers, students and researchers. [Eyesore or not? Have your say.](#)



Oriel-london.org.uk
