



DESIGN + ACCESS STATEMENT

GLOBAL ACADEMY UTC

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01 INTRODUCTION



“The Global Academy University Technical College (UTC) will provide the technical education that young people deserve - and that is needed as an industry.”

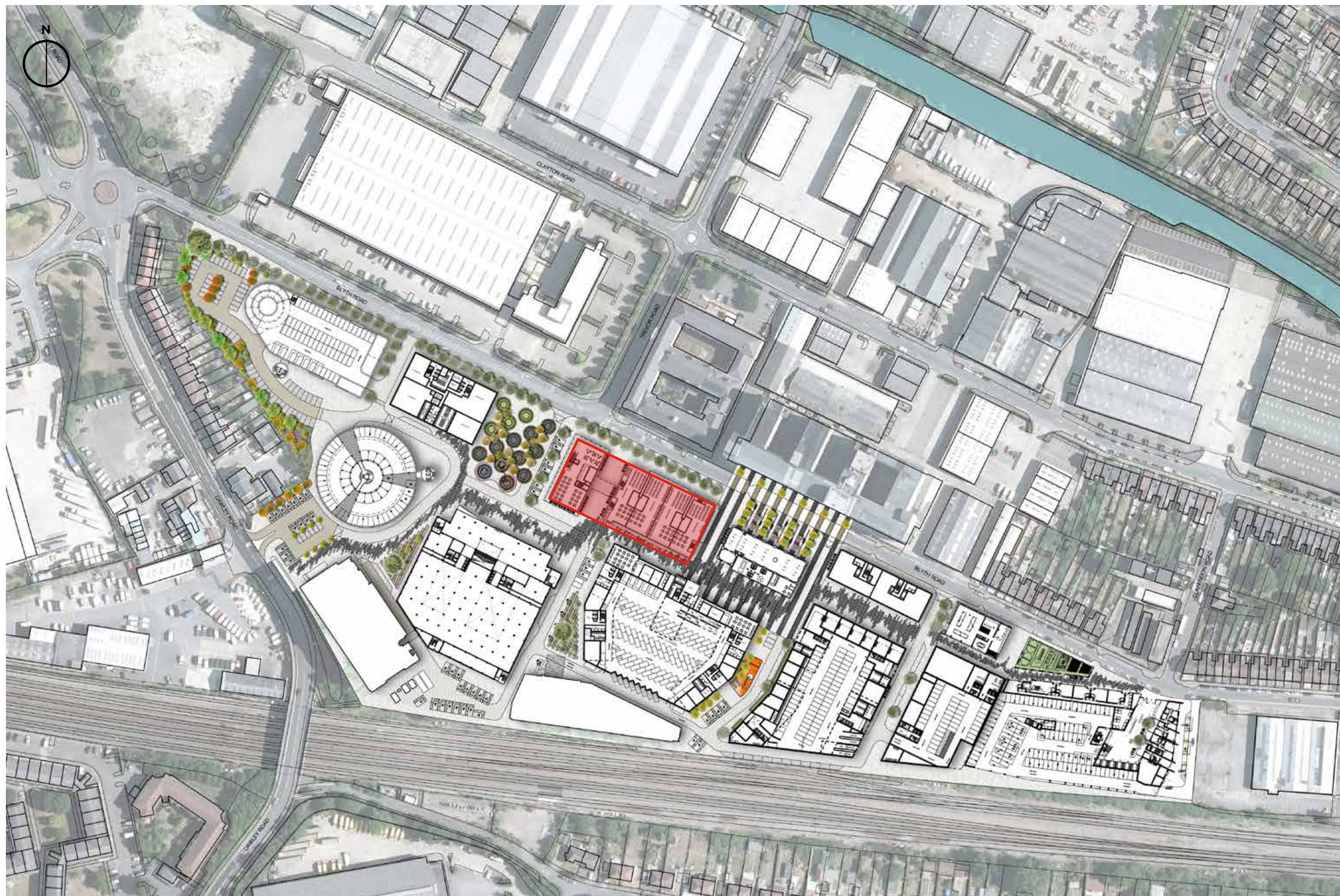
01.1 SITE MASTERPLAN OVERVIEW

The Old Vinyl Factory is a special place with an incredible architectural, cultural and industrial history spread out over nearly 18 acres in Hayes, west London, and built originally as the Headquarters of EMI and His Master's Voice.

Once the heart of the town that literally grew up around it, the site formerly known as London Gate is about to undergo a renaissance. Unloved and misunderstood for many years since EMI moved out in the mid 1970s, the site and its important collection of Art Deco buildings was recently acquired in a joint venture partnership by Cathedral Group PLC and Development Securities PLC.

We plan to transform it through a radical redevelopment programme that pays homage to its important history, bringing it back to life as the most exciting mixed-use development west of London. A vibrant leisure quarter will redefine Blyth Road to become an important part of Hayes. A live music venue and a collection of high quality restaurants and bars will sit at the heart of a 24-hour development that mixes beautifully designed new homes, cultural spaces and commercial accommodation for a mix of established and start-up businesses, housed predominantly in the important original Art Deco buildings that have dominated the site for nearly 100 years.

All of this is to be set in a series of beautifully landscaped public and private recreation spaces.



WIDER MASTERPLAN PLAN PRIOR TO PLACEMENT OF THE GLOBAL ACADEMY UTC UNIVERSITY TECHNICAL COLLEGE

01.2 SITE CONTEXT

Global Radio and its University partner, the University of the Arts London, are planning to build The Global Academy University Technical College (UTC) on the Old Vinyl Factory site. The UTC will offer full-time technically-oriented courses to up to 800 students aged 14-19. Global is one of the UK's leading commercial broadcast organisations taking in radio, television, online and mobile. The UTC will focus on the technical skills necessary for equipping the next generation of talent who will work in the broadcast media industry. The UTC will provide the technical education that young people deserve - and that is needed as an industry.

The brief includes requirements for:

- General learning spaces
- State of the art science labs
- Science studios
- Business technical suite
- Creative media faculty
- Sports facilities - with option to be open to public
- Art and design workshops
- Electronics workshops
- Music technology
- External student space



01.3 PROJECT BRIEF

Global Group and its University partner, the University of the Arts London, are planning to build The Global Academy University Technical College (UTC) on the Old Vinyl Factory site. The UTC will offer full-time technically-oriented courses to up to 800 students aged 14-19. Global Group is one of the UK’s leading commercial broadcast organisations taking in radio, television, online and mobile. The UTC will focus on the technical skills necessary for equipping the next generation of talent who will work in the broadcast media industry. The UTC will provide the technical education that young people deserve - and that is needed as an industry.

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02 DESIGN PROPOSAL



'We are a young, dynamic and forward-looking business, with huge growth potential over the next decade. However we face a problem. We currently struggle to recruit enough of the next generation of young talent who will help us to achieve our goals. We consistently find that young people coming out of full-time education fail to possess the technical experience and understanding that we need in our industry. This means that we either have to teach them it ourselves, or we have to go out-of-house - often to companies based outside the UK - to find the necessary talent pool. It is my intention that the creation of the Global Academy University Technical College (UTC) will begin to go some way towards rectifying this situation. The students who study at our UTC will gain the technical and technological skills that will become a vital part of the fast-changing digital media industry over the coming years.'

Ashley Tabor, Founder and Executive President, Global Group

02.1 GLOBAL ACADEMY UNIVERSITY TECHNICAL COLLEGE VISION

Global Group is the UK's premier radio company with the UK's leading commercial radio brands - Heart, Capital, Classic FM, Smooth, Xfm, Gold and LBC. Together the radio stations broadcast to more than 20 million listeners each week across the UK. Over the past few years, Global has grown to be much more than just a radio company, taking full advantage of the opportunities offered by the explosion in digital media. Each of the radio brands has a state-of-the-art website, based on technology that has been designed and built in-house. Global's technology team has also created a suite of apps for each of the companies brands, which enable interaction with the radio stations wherever listeners may be. Alongside its core radio business, Global has expanded to offer two new music television channels - Capital TV and Heart TV. It also encompasses a highly successful talent management and music publishing business, as well as operating as a record label and in traditional book publishing.

The curriculum will be developed with Global Group, other partner employers and the University of the Arts, London (UAL), and will offer a flexible range of vocational pathways from a truly inspirational building.

As a company, Global like to listen, understand and respond to the specific needs of Londoners. They will allow schools, adult education and training organisations to access the facilities, expertise and equipment where appropriate. Some of the facilities may be mixed-use, allowing regular access for all. The UTC will be actively marketed by the sponsors and the academic, local and government business partners. They will develop a coherent communication and marketing strategy to ensure everyone can understand the UTC's strategy and objectives. A detailed marketing strategy to promote the UTC to prospective students, their parents and all those who influence young people's educational choices will be developed.

02.2 DESIGN PROPOSAL

The design proposal contained within this application is of the highest quality and has been developed with the end user's input at every stage to ensure that the clear vision of new, modern and quality teaching spaces are achieved.

The proposal has been discussed with the planning authority prior to this application.

The proposed building will house the Global Academy University Technical College (UTC). The proposal comprises of a series of learning spaces, sports halls and theatre spaces that surround a large central atrium space with bridges and sculptural accommodation stair running between spaces and floors. As part of the top floor there is an external space that will be used by the 6th form students when the weather is appropriate, there is a possibility that this space will be semi covered to allow use all year round. This space which will be concealed behind the mesh skin of the building will also house a small cafe space, allowing students a place to relax in breaks between their busy learning schedules.

Externally the materials link with the material pallet that has been set out by the wider masterplan, while internally materials will be vibrant and inspiring with a very adult feel to aid the students to feel like young adults in their learning process. The scheme will be mainly supervised with the use of passive supervision. Large areas of internal glazing help to keep the space feeling open and safe, allowing the students to work alone with passive supervision from afar, giving a sense of trust that has proven to aid study.

The design has been created in such a way that it is inclusive to all to help the school attract the highest of talents with any background or ability.

The site is situated within part of a wider masterplan that includes shared surface access to vehicles which has proven to aid safety of pedestrians. This same idea will be used for the pupil drop-off zone along Blyth Road as well as for the accessible parking spaces situated along Powerhouse Road.

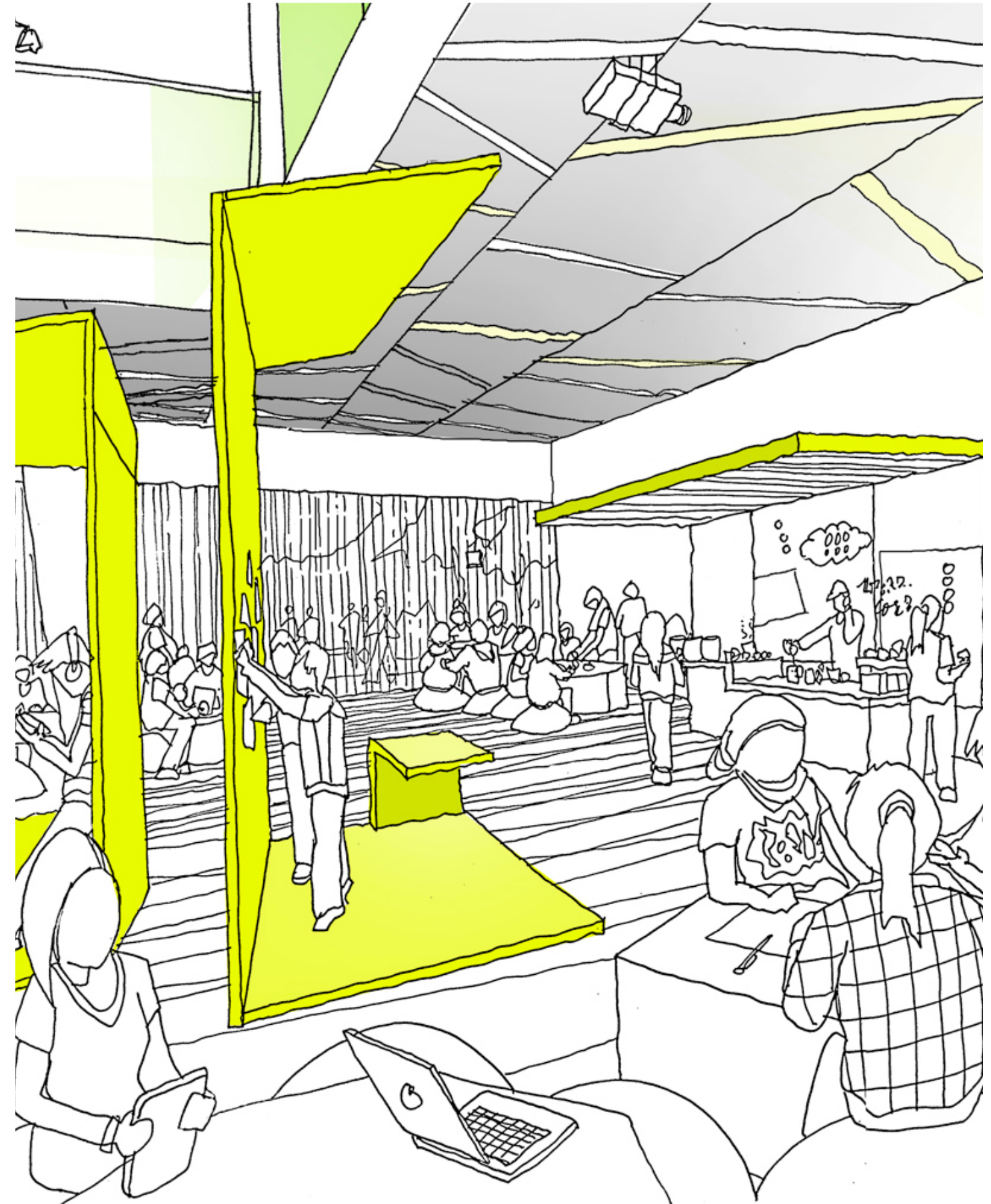


RENDER VIEW FROM VINYL SQUARE

02.3 INTERNAL ACCOMMODATION

Key interior design concepts:

- Inspiring: Creating contemporary, trend responsive spaces throughout to inspire the students. Clean, professional interiors to the classrooms to encourage focused learning.
- Flexible: Adaptable spaces accommodating future patterns of use and learning. The design response by Surface to Air provides collaborative, flexible spaces that evolve for the inhabitants, like a slow motion movie rather than a still picture. Inspired by the 'best in class' from workplace environment, staff and students can choose from a palette of settings that supports their needs at any one time – whether that be a domestic or professional setting, live studio, desk space, green room or sofa. The design adopts agile open plans where possible, large, open classrooms and labs and flexible services.
- Collaboration & connection: a central atrium heart space 'The Pulse' connects all spaces for group meeting, impromptu study and socializing.
- Technology rich: Creating interiors with contemporary technology and innovative immersive design: environments that react to the occupancy through lighting effects and digital information. The Global Academy University Technical College (UTC) will be a technologically invasive environment. The UTC will have the latest in media technology facilities.
- Connection with sponsors: The UTC reflects the sponsors – Global Group & University Of The Creative Arts specialisms; Creative, Technical and Digital Media & Entrepreneurship. The design supports the technically-oriented courses being taught. Teaching spaces and specialist equipment particularly provide for the learning of the technical skills needed in media, studio operation and production, broadcasting, programming, computer science and digital engineering technologies.
- Workplace simulation: The UTC will provide workplace practice - to attract and retain the very best students, and to harness their creative powers by encouraging collaboration and engagement. This assists with the 'workplace-simulations' in classes and better equips the pupils for work placements. It also reaffirms the UTC's live connection with Global Group and the other industry sponsors.

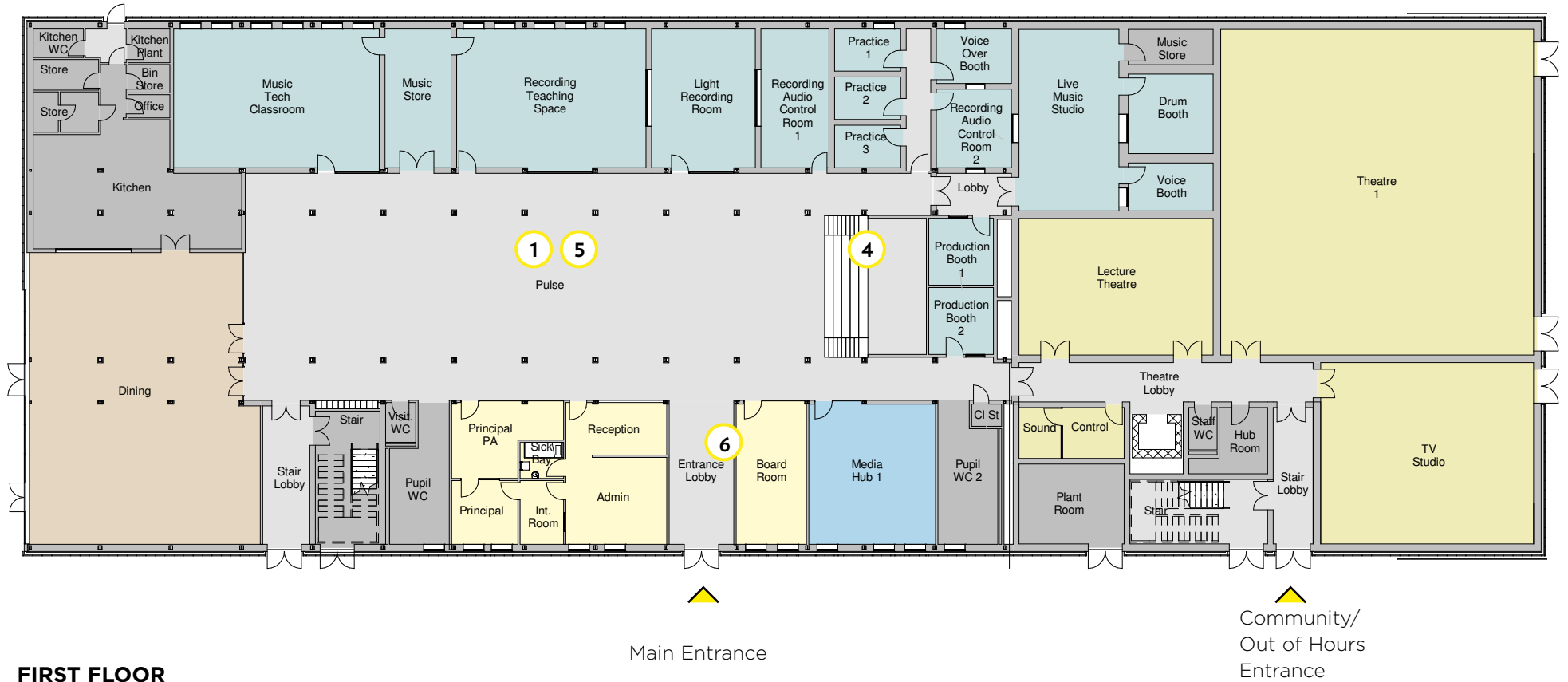


INTERNAL VIEW - THE PULSE / ATRIUM SPACE

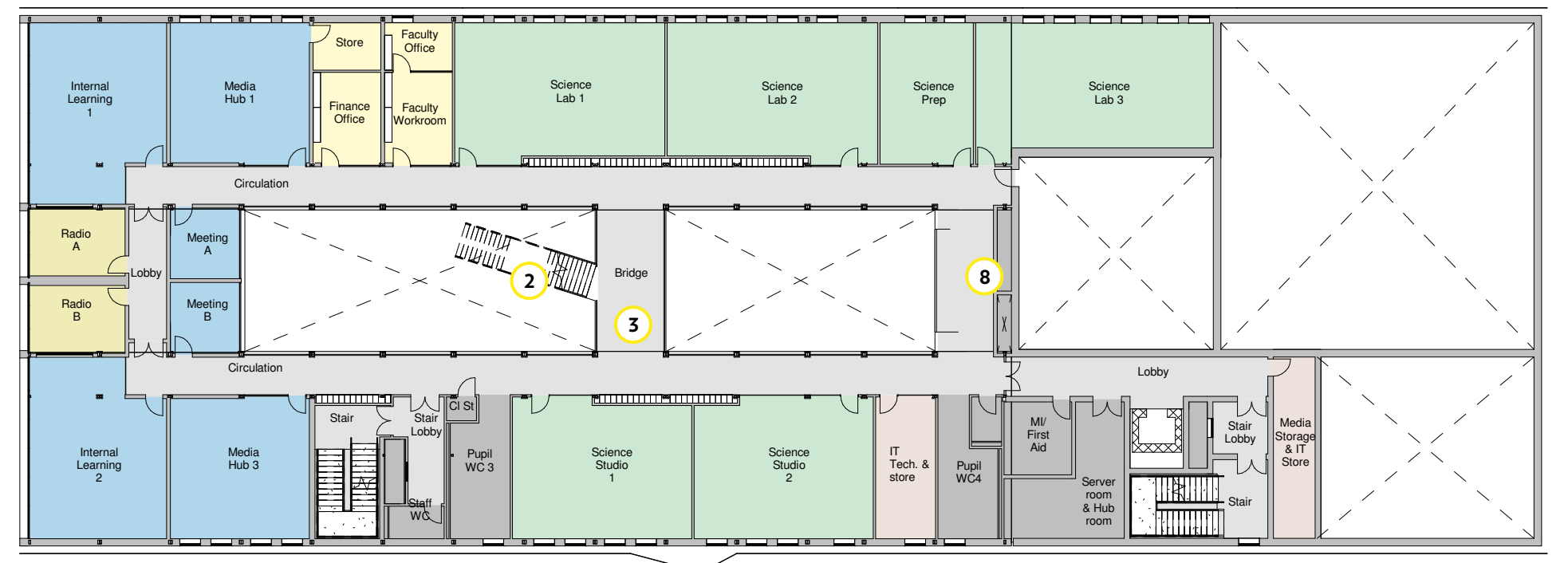
Key interior and architectural design features:

- 1 The Pulse: the central atrium space. 4 floors high with interconnecting bridges and a central feature stair. Dynamic lighting will enliven the space, offering the students way to connect with the space through technology. A flexible zone for the display of digital work on the media screens, open mic presentations at the Kit Platform, marketing presentations on the Kit Backdrop and a business lounge. A central space for cross age group mixing reaffirming the principles vertical tutor group study. Design to be finalised
- 2 Central sculptural stair - potential internal LED lighting to balustrades.
- 3 Atrium bridges - potential bespoke lighting feature to underside.
- 4 Stadium stairs to atrium.
- 5 The Kit: three tessellating 'objects' in the centre of the atrium for learning, presenting & gathering.
- 6 Contemporary light feature - mirror and neon lighting installation. Design to be finalised.
- 7 External roof terrace.
- 8 Potential video screen.

GROUND FLOOR



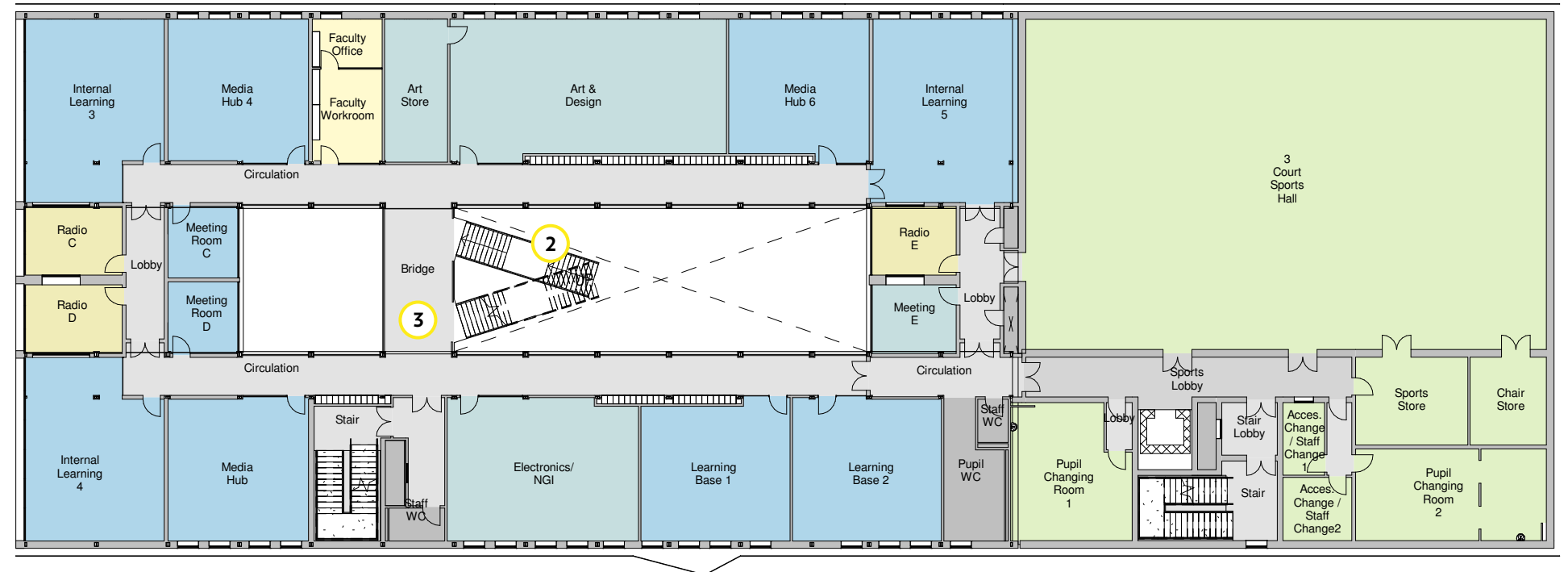
FIRST FLOOR



Key interior and architectural design features:

- 1 The Pulse: the central atrium space. 4 floors high with interconnecting bridges and a central feature stair. Dynamic lighting will enliven the space, offering the students way to connect with the space through technology. A flexible zone for the display of digital work on the media screens, open mic presentations at the Kit Platform, marketing presentations on the Kit Backdrop and a business lounge. A central space for cross age group mixing reaffirming the principles vertical tutor group study. Design to be finalised.
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- 7 External roof terrace.
- 8 Potential video screen.

SECOND FLOOR



THIRD FLOOR



Key interior and architectural design features:

- 1 PV Panels
- 2 External Dining Terrace
- 3 Rooflights over Atrium

ROOF PLAN

