Uppsala Health Summit - Make the kids happy, make more money

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Developing Our VISION

1. A robust urban framework
2. A lasting new place
3. Promote accessibility
4. A vibrant mix of uses
5. Harness the value of heritage
6. Work for King’s Cross, work for London
7. Commit to long-term success
8. Engage and inspire
9. Secure delivery
10. Communicate clearly and openly
Mix of uses/themes

- Offices c50%
- Homes, Education, Retail, other c50%

A new piece of City Centre

3.5 The applicants have already had discussions with a number of organisations that could contribute to the development and its place making. This section identifies some of these organisations, to give a flavour of some types of uses and occupiers that could be accommodated on the site. The uses identified are: by definition, not definitive or exhaustive and there is of course no guarantee that any of the specific organisations mentioned will ultimately be seen at Kings Cross - this would depend upon a host of timing, commercial, operational and other factors. In most cases, however, the discussions that the applicants have had so far cannot move much further forward, with any confidence, until outline planning permission has been granted. In some cases, the lack of planning certainty has already had an impact, e.g. in persuading organisations to look elsewhere.

Clusters

3.6 Since April 2000, the applicants have held several hundred meetings, conversations and visits with organisations and individuals keen to contribute to the place making strategy.

3.7 The ideas and opportunities that have emerged have coalesced around the following cluster ideas:

i. Children
ii. Enterprise
iii. Learning and Knowledge
iv. Art and Design
v. Recreation and Health
vi. Culture and Visitor Attractions

3.8 Some of these clusters would work best with a tight, geographical focus, within one particular part of the development; others could and should permeate right across Kings's Cross Central. Promoting and establishing these (and other) clusters is part of what the Framework document referred to as “planning for diversity”:

- In the provision of new business premises for the full spectrum of London business from blue-chip UK and international companies to smaller, fledgling and start-up enterprises;
- in employment and training provision, with a wide variety of new jobs and other economic opportunities, across every sector of London’s economy;
- in the supply of new homes, across the full range of market, social, key worker and other affordable housing;
- in the leisure, entertainment, community and cultural offer at Kings Cross. The sheer breadth of things to do at Kings Cross and its ability to change and renew itself should be what defines its attraction and makes the place successful;
- in the availability of high quality local healthcare, education and other services;
- in the imaginative design and management of successful public spaces, catering for a wide variety of uses and activities.

Children's Cluster

3.9 We aim to make Kings Cross Central a place safe and attractive for children, which would be beneficial to the development as a whole. Young children can promote social integration and help to promote an environment that is safe and harmonious. The Framework document reveals that making Kings Cross clean and safe is the major priority for local people; it also highlights the priority afforded to improving opportunities for children and young people.

3.10 This does not mean a Disney World-approach or a school trip destination. Rather, safe, friendly and engaging streets and squares are good for people, including children, and good for business.

3.11 As explained in more detail in the Public Realm Strategy, we aim to make the public realm within Kings Cross Central a destination in its own right and a key element of the “play” strategy. Public art, within the new streets and spaces, presents significant opportunities to delight and inspire and provide opportunities for spontaneous and, in some instances, more structured play. But perhaps more importantly, the public realm generally can also provide opportunities for incidental play and delight, both for children and adults.

For example, “Support for local youth clubs” a policy included for children’s forum. See Framework findings, page 15.
KING’S CROSS: THE PLANNING “JOURNEY”
THE MASTERPLAN

23 OFFICE BUILDINGS
17 RESIDENTIAL BUILDINGS
500,000 SQ FT OF RETAIL
HOTEL, CULTURE, LEISURE AND EDUCATION
Global generation
skip garden
PLEASE WALK ON THE GRASS
Themes

• Children
• Elderly
• Physical Health
• Mental Health
• Social Connections
• Green/Environment
• Enterprise
• Education
• Culture
• Support
• Romance

Mix of uses
workspace c35%
Place Making
vs
Place Evolution
The masterplan:
16 new streets,
6 new public spaces

53 acres
2m sq ft workspace
1m sq ft retail & leisure
3,000 homes
3 major public spaces
Surrounded by green and blue
CREATING A LEGACY

A fairer and more equal city - ensuring that the physical changes will go hand in hand with social, health and economic benefits, now and in the future.