# EIA Quality Mark Case Study

**Illuminated River EIA – Interactive Environmental Summaries for Digital EIA**

## Key Issues:
Impacts upon the environment were considered during the installation phase and operation of the proposed illumination. The environmental statement considered the effects on the following:
- Ecology;
- Local townscape;
- Visual heritage; and
- Cumulative impacts.

## Description of the Project:
- The setting of the proposed illumination is within one of the highest densities of listed buildings and scheduled monuments in the country, including two World Heritage Sites associated with the Houses of Parliament and the Tower of London;
- The application sites are situated along the River Thames, consisting of 15 bridges spanning from Albert Bridge in the west to Tower Bridge in the east. These bridges will contain artistic, illuminated lighting fixed on the exterior of the bridge;
- The illumination will be kinetic with subtle changes in the colour and intensity of the light. This can be seen in the videos embedded within the Interactive Environmental Summary. Digital control of the luminaries will allow abstract sequences to actively define the forms of the bridge, creating a non-repetitive and unique pattern; and
- The artwork will be designed to unify the 15 bridges. This will enhance the experience of the river environs after dark. The placement and sequencing of each installation will offer a visual echo of the river itself, channelling the dynamics of the water and translating them into light.

## Purpose of the Project:
Temple produced an ES to accompany 30 planning applications submitted to seven London boroughs, focussing on potential effects to ecology, heritage assets and visual and townscape effects for residents and visitors. To support the ES an Interactive Environmental Summary (IES) has been designed so that members of the public and stakeholders can engage with the information about the nature of the artwork and its environmental impacts and benefits as a series of interactive maps and visualisations. The tool includes videos of the proposed artwork on each bridge to enable the user to understand the concept and dynamic visual nature of this exciting project.
## EIA Learning Outcomes

### Lessons Learnt:

A digital Interactive Environmental Summary provides several benefits over a traditional paper based Non-Technical Summary:

- Interactive, engagingly presented, user-friendly interface;
- Innovative way to encourage and increase stakeholder engagement, using a medium more widely accessible to the general public;
- Potential to support a comments function that can be used for feedback from stakeholders, and which can be searched for in the website;

### Lessons Learnt Continued:

- Promotes proportionate assessment through publication of salient baseline information. Information presented can be layered and activated on or off as the user needs, adaptable to different stakeholder audiences;
- Information is presented geospatially, enabling the user to better visualise the site context and constraints. A database of georeferenced data is produced, which has further applications beyond its use in the IES;
- If adapted into a document management system, more detailed information such as chapters from the ES and other supporting documents can be provided as pop-ups or on hyperlinks embedded into the IES;
- The online platform supports animations, video and sound – tools that enable different representations of the project information, making it more accessible and aiding understanding to a wider audience; and,
- For the website hosts, there is potential to gather data from its use – ie number of views, clicks or other user tracking activity that would highlight the topics and information viewers are most interested in.

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