

WEMBLEY – From Vision To Reality

Introduction by Councillor Paul Lorber, Leader of Brent Council

Wembley is one of London's most ambitious regeneration projects. The scale and pace of change over the last few years, since the decision was made to site the new National Stadium here, has been breathtaking.

The stadium itself is now nearing completion. Wembley Arena has had a £35 million transformation, sensitively returning the building to its former glory on the outside, whilst providing the comforts expected from London's premier music venue on the inside. In between these two landmarks is a splendid new public space – Arena Square - with fountains, music and lightshows. Planning permission has now been granted for over 4,000 new homes, new hotels, new shops and restaurants, new leisure facilities and new offices. Building work has already started on site at the land surrounding the Stadium and at Central Square on Wembley High Road.

The public sector has played a crucial part. £80 million has been invested to upgrade and improve transport infrastructure. Wembley Park station has been expanded with a new ticket hall, new feature steps and new lifts. Work is underway on a new bus and taxi interchange, and a new façade for the commuter entrance. Wembley Stadium station is now configured around the stunning new White Horse Bridge. And Wembley Central station has a new bridge and platform improvements. All three stations have increased capacity and can now carry 50,000 passengers an hour on event days.

The time has come to review and renew the Council's vision for Wembley; to take stock of the Wembley journey, to celebrate the progress to date, to reflect on the relevance of the existing priorities, and to refine the Wembley vision accordingly. I am determined to ensure that local residents are full participants in, and beneficiaries of, the regeneration of Wembley.

This document sets out how Brent Council will continue to lead the regeneration agenda. It demonstrates our ongoing commitment to the project, and marks the next stage of our ongoing dialogue with the people of Brent about how they can best take advantage of the many opportunities on offer. I would very much welcome any views you might have on the contents of this document and I look forward to working with you all to deliver a new Wembley of which we can all be proud.

Our Vision For Wembley

Brent's vision for Wembley was launched in November 2002. It challenges our partners to deliver a new Wembley, which by 2020 will be the vibrant heart of Brent, a key contributor to the London economy, and a national and international destination.

It is an important document that sets the overall direction for the Wembley project as a whole. It is the touchstone for the key portfolio of technical documents that drive the nature of the development at Wembley, including the 'Wembley Framework for Development', the 'Wembley Masterplan' and the Wembley policies in the emerging Brent Local Development Framework.

It has sent a clear and consistent message to the development world about Brent's expectations and ambitions for Wembley, and has shaped the subsequent planning applications that have come forward since 2002.

"Imagine a new Wembley! A new place, a new home and a new destination – modern, urban and exciting. At its core will be a comprehensive range of leisure and commercial facilities, exploiting excellent public transport connections to the rest of London and the United Kingdom, all in a contemporary, lively and distinctive setting."

"Wembley will have a modern, service based economy. Hotels, restaurants, offices, shops, leisure uses and an array of other businesses will provide thousands of new jobs and meet the needs of both visitors and local residents, 24 hours a day, 7 days a week."

"Where once there was redundant and under-used commercial land, there will be a thriving city quarter offering a unique city experience with a range of quality and affordable homes. The new Wembley will epitomise the very best of modern urban living."

In terms of land use, Our Vision for Wembley sets out the Council's expectations and ambitions for new development in Wembley. The key components include:

- The new National Stadium
- A community focus for Brent, including a new Civic Centre
- A national, regional and local leisure destination
- High quality commercial and retail facilities
- A mixture of housing types and tenures
- The London Convention Centre
- A centre for work
- A cultural and educational centre
- An accessible development

Core Principles

Our vision for Wembley is, and will continue to be, underpinned by eight core principles:

New Wembley – we believe that the regeneration of Wembley is a spectacular opportunity to transform a fundamentally drab industrial estate into an integral and exciting piece of urban London. There is also a unique and timely opportunity to redefine and reconfigure the role of the existing Wembley High Road.

Brent's Wembley – Wembley will provide a focal point for Brent's many communities. Local people will come here to work, shop, meet, be entertained, rest and access a whole range of public services. It will be a place where people are proud to live and eager to visit.

Destination Wembley – we want to maximise the positive impact of the National Stadium on Wembley, making use of the planned improvements to public transport to ensure that Wembley becomes a destination of choice throughout the year for entertainment, business and community events.

Business Wembley – at the heart of our proposal is the confident belief that the new Wembley will make an even greater contribution to the economy of London. We will work to capitalise on its powerful brand name, recognised the world over, to bring tangible benefits to the competitiveness of the London economy.

Multicultural Wembley – Wembley is home to one of the most diverse communities in Europe. The new Wembley will both embrace and celebrate this diversity, which should be reflected in the quality of the environment, the facilities on offer, the business base and the events staged in Wembley.

Quality Wembley – there can be no compromise on quality. Quite simply – quality building designs, in a quality environment, creating a quality place. The sheer buzz and vitality of the new Wembley will both draw in visitors and tempt them to stay.

Exciting Wembley – Wembley will be a lively, exciting and safe place, incorporating bold architecture that captures the imagination. The environment will be visually stimulating. Prominent and high quality public art will reflect Brent's cosmopolitan society. Major institutions will want to be seen to have a presence in Wembley.

Sustainable Wembley – We will pursue vigorously our strategy to provide easy access to Wembley without the need for a car. New Wembley is and will remain a public transport destination. We want and expect business and residential premises to incorporate high standards of energy efficiency and will ensure carbon emissions are minimised and effectively managed.

Delivering the vision

Over the last four years, the progress made on delivering our vision for Wembley has been staggering. Wembley is undoubtedly one of London's fastest moving regeneration schemes. The new stadium is nearing completion, Wembley Arena has been refurbished and re-orientated and each of Wembley's three stations has been dramatically improved. The stunning new White Horse Bridge, and the magnificent Arena Square with its interactive fountains and lightshow set an impressive blueprint for the remainder of the regeneration programme – we are beginning to see the Wembley of the future.

New Wembley Stadium

There is no more an evocative name in English football than Wembley Stadium. The new stadium, with its iconic arch designed by Foster & Partners architects, will undoubtedly be the greatest football arena in the world. It has been designed specifically to provide an unparalleled visitor experience. Every one of its 90,000 seats has an unimpeded view of the pitch. The acoustics are planned to create an electric atmosphere. And the retractable roof means that every spectator will be sheltered from the elements. The Wembley Arch has already established itself as an iconic feature on the London skyline, visible from miles around.

Wembley will play a role in the 2012 London Olympics, hosting the final stages of the football tournament. It will also be the centrepiece of future UK bids to host the football World Cup and European Championships.

The new stadium will provide a major boost to the London and local economy. On event days up to 4,000 people will work directly at the stadium. The banqueting and hospitality facilities will ensure year round employment opportunities. The council's Brent in2work team have already secured full time jobs for 75 local residents with the primary catering contractor, Delaware North.

Delivering new infrastructure

A key feature of Brent's Vision for Wembley is the desire to create a place that is accessible to all, both on event days and for the remainder of the year. The last five years has seen a massive investment in both public transport and road improvements to the area, designed not just to cater for visitors to Wembley, but to minimise the impact of large numbers of visitors on local residents and businesses.

On stadium event days the plan is to encourage nearly all visitors to use public transport. Event tickets will clearly state that car parking is not

available unless a space has been purchased with the ticket. Brent Council has vigorously pursued a three station strategy aimed at ensuring that visitors are able to arrive and depart from each of Wembley's three stations quickly and comfortably. Over £80 million has been invested in rebuilding and improving the stations to the benefit of visitors, commuters and local residents alike. About 100 trains per hour will arrive and depart from Wembley on event days and all stations have improved access for disabled customers.

Wembley Park station

A major refurbishment and extension has been completed, incorporating a new entrance, ticket hall, platforms, footbridge and lifts, together with improved signage and lighting, bringing the station up to a capacity of 37,000 passengers per hour. Works are ongoing to modernise the commuter ticket hall and to create a new bus and taxi interchange adjacent to the station.

Wembley Stadium station

This station has been completely transformed. The centrepiece is the stunning new White Horse Bridge, designed by Marks Barfield Architects, which will link the stadium and its surrounding regeneration area with the exiting town centre. In addition the platforms have been extended to enable one extra carriage to be added to Chiltern Line trains stopping at the station, and increasing the capacity by an extra 1,000 passengers an hour. A new public square has been created adjacent to the station.

Wembley Central station

Wembley Central has been modernised to improve both capacity and safety. The ticket office has been improved, lifts and CCTV installed and a new pedestrian footbridge built to improve accessibility on event days. The station is now capable of handling up to 12,000 people an hour. The environment and frontage of the station will be vastly improved as St Modwen Properties' Wembley Central Square development is built out over the coming years.

Bus improvements

For many local people buses are an important means of travelling to Wembley. As the regeneration schemes progress existing bus routes will be expanded and enhanced. Already it has been agreed that buses will be re-routed through the stadium regeneration area to deliver local people into the heart of the new shops, cafés, employment and leisure facilities.

Roads

The new Stadium Access Corridor – a three way tidal highway linking the stadium with the North Circular Road is almost complete. All car-borne visitors to the stadium will be routed along this road in order to try and minimise local congestion on event days.

The new Estate Access Corridor is also complete. This road will reduce the conflict between event day traffic and business traffic needing to

access the adjacent Wembley Industrial Estate, ensuring that local businesses can remain open on event days.

Although the Stadium has been designed primarily as a public transport venue, there are still 7,000 car parking spaces available in the area. On non-event days these spaces will provide ample car parking to service the new shops, cinemas, leisure and cafés within the regeneration area. The introduction of parking permits for event days is designed specifically to protect residents' and local businesses' parking spaces and ensure that the crowds and traffic are less intrusive.

A new Wembley – regeneration schemes

Since the launch of our vision the regeneration of Wembley has moved forward at a rapid pace, faster than any other scheme of this scale across London. Progress to date has been focussed in two key locations, the area immediately surrounding the stadium and the area around the High Road.

Stadium regeneration area

Quintain Estates and Development plc are the lead developer for this area. They have acquired some 23 Hectares (70 acres) of land, and secured outline planning permission for a large proportion of this. Masterplanned by the Richard Rogers Partnership, the scheme is focussed on three substantial new public spaces for London, linked by a stunning new Boulevard the length and width of Regent Street.

The £2.5 billion development will feature:

- 4,200 new homes, of which 38 per cent will be affordable
- 45,000 sqm (487,000 sqft) of leisure and entertainment facilities, including a 17 screen cinema
- 54,000 sqm (587,000 sqft) of new retail, incorporating London's first designer outlet centre, a specialist sports retail cluster, high street retail, restaurants and bars
- 84,000 sqm (910,000 sqft) of office and commercial uses
- a new luxury Hilton hotel, together with a new apart-hotel
- 7,000 new jobs accessible to local people

A £35 million refurbishment of Wembley Arena is now complete, sensitively restoring this listed building to former its glory and re-orienting it to face onto the new Arena Square. With its interactive fountains, sound and light shows the square is already a local landmark and a favourite place to gather. The Square's attraction will be further enhanced with the new 'hands of fame' gallery. Madonna has recently become the inaugural member by leaving an imprint of her hands in a bronze plaque.

Work has now begun on the first new residential block immediately adjacent to the Arena. Designed by PRP architects the block consists of

286 new apartments surrounding an inner courtyard. There will also be a new nursery and an employment portal – ‘Wembley Works!’

The public sector has played its part here too. The London Development Agency completed its first ever Compulsory Purchase Order to deliver a proportion of the land, whilst the Council negotiated over £25 million of local benefits to be delivered through the scheme. These include a new healthy living centre for five GPs, up to £9 million towards a new school, £2.5 million to help train local people to secure the new jobs, 8,200sqm of community facilities and contributions towards improvements to stations, buses, road junctions and public art.

Wembley High Road

Good progress has been made on a number of High Road sites over the last four years. Perhaps most significantly work has now begun on Rotch and St Modwen Properties’ £50 million redevelopment of Wembley Central Square. The scheme will deliver 235 residential units, 12,800sqm (138,000 sqft) of new retail and leisure floorspace on the lower floors, and a new 60 bedroom hotel.

Critically the scheme will also create a new town square and vastly improved access to Wembley Central station, thus eliminating what was once one of Wembley’s most uninviting areas.

Work is also underway on a new residential and town centre car park scheme on the site of the former Elm Road car park in Wembley Town Centre for 64 affordable and 57 private apartments, and 249 car parking spaces.

From vision to reality

Together with our partners, we have made huge strides towards delivering our vision for a new Wembley in a very short space of time. The time is now right to take stock of the Wembley journey, to celebrate progress to date, reflect on the relevance of the existing priorities and subsequently to review, renew and refine the Wembley vision accordingly.

A key feature of Wembley's regeneration has been Brent Council's insistence on the highest possible quality in all that is proposed and delivered. In refining our vision and moving forward we want to ensure that this remains the case. We are determined that Wembley will be an international destination which the people of Brent, London and the UK are as proud of in the future as they have been in the past.

Quality Destination

Wembley will continue to capitalise on the international fame associated with the National Stadium. It will be home to an increasingly diverse range of leisure and cultural facilities, designed to draw in visitors and tourists and meet the needs of local people. There will be cinemas, gyms, restaurants, cafés, museums, galleries, clubs, bars, public art, outdoor performances and street theatre. We will actively pursue opportunities to deliver other major visitor attractions to complement the Stadium and the Arena.

There will also be international style conferencing and convention facilities, designed to broaden the appeal of Wembley to business tourists.

Wembley will be a key venue for the 2012 London Olympics, providing a once in a lifetime opportunity to capture the inspiration and aspirations associated with the greatest show on earth, and to further enhance Wembley's reputation as one of London's premier destinations to the rest of the world. We will ensure that Wembley maximises this opportunity by playing a full role in the 2008 handover ceremony from the Beijing Olympics and subsequently by developing a programme of events leading up to 2012.

Our aim is for Wembley to become one of London's 'must see' tourist destinations.

Quality Retail

For far too long the residents of North West London have had a poor retail offer. Wembley will help to transform this, in conjunction with the major proposals at White City and Brent Cross, by providing high quality and diverse shopping facilities within an exceptional public realm.

We have already secured London's first designer outlet centre, together with a specialist sports retail cluster. We want to build on this by bringing more high street brands to Wembley, creating a new concentration of retail uses and reinventing the town centre. And we want to continue to explore the potential

for more ethnic retail centres and markets, capitalising on the strength of areas like the Ealing Road.

Quality jobs

Central to our ambitions is that Wembley, together with its near neighbour Park Royal, becomes a key driver in the West London economy, providing a sustainable source of jobs for local people. There will be new job opportunities for local people in hotels, catering, hospitality, entertainment, cultural industries, retail and commercial services to name but a few.

We will transform the Wembley Industrial Estate, working with the private sector to transform this area into a modern employment area, providing a rich variety of sustainable jobs for local people.

There will be a strong focus through Brent in2 Work on ensuring that local people are best placed to secure the new jobs on offer, both during construction and more importantly within the completed developments. We will continue to work with new employers to provide bespoke training, recruitment services and interview guarantee schemes for local people. And we will provide a new fast bus service between Wembley and Park Royal, linking local people to the new jobs and facilities.

Quality community facilities

Brent is the most diverse borough in the United Kingdom. Critical to our vision for a new Wembley is that this diversity is respected and reflected throughout the regeneration proposals that come forward.

The new Wembley will provide a range of community and cultural facilities designed specifically to attract all of our communities into the area. There will be a new civic centre and library, for the first time providing a single public service facility under one roof. Wembley will be a venue for festivals and celebrations reflecting all faiths. The performance venues and cinemas will provide entertainment for all. And the public arts programme will reflect Brent's diversity.

Our belief is that Wembley's diversity is a real strength and our aim is for Wembley to be London's most cosmopolitan destination.

Quality homes

Throughout the regeneration process we must never forget that Wembley has been, is, and will continue to be home to many people. Already 6,000 new homes are proposed and underway as part of the new Wembley regeneration project.

Our aim is to ensure that Wembley remains a home of choice. There will be a range of quality new housing – private, shared ownership, social rented and key worker. We will insist on mixed tenure blocks wherever this is appropriate.

For Wembley to be a home of choice the surrounding facilities will also need to be excellent. There will be new schools, colleges and health facilities, easily accessible for new and existing residents alike. Transport facilities will be improved and enhanced further, with improved tube rail, road and bus links.

Quality design

Quite simply, if we are to deliver our vision for a new Wembley we must deliver the highest quality designs in the highest quality environment. The new National Stadium, the refurbished Wembley Arena, the White Horse Bridge and the new Arena Square have established an impressive precedent which future regeneration proposals will need to match.

To achieve this we will continue to work with high quality designers and architects, and we will insist upon incorporating high quality and sustainable environmental features into the design of both new buildings and the environment as a whole.

Our commitments

Successfully delivering this ambitious vision will continue to be a challenge to all involved. Brent Council is fully committed to doing all within its power to rise to this challenge. Specifically we commit to:

Working in partnership with developers, the Government, the Mayor of London, the Greater London Authority, the London Development Agency, Transport for London, West London and neighbouring boroughs and other strategic partners (including the private, not-for-profit and voluntary/community sectors) to further delivery of our vision.

Securing the best possible funding packages to assist in the regeneration process in line with this vision. Brent already has an impressive track record of attracting funding and we will use this expertise to further boost the area.

Investing council and other resources into a multi-disciplinary project team able to drive forward regeneration in line with the ambitions set out in this document. Encompassing regeneration, planning, housing, communication, consultation and property specialists, the team will provide an effective and efficient 'one stop' service to all development partners.

Taking a direct stake in the area by developing a major civic and community facility as part of the regeneration. This will give Brent Council a physical presence in the Wembley regeneration area and affords an exciting opportunity to work closely with other public sector providers.

Thinking flexibly and imaginatively about the boundaries of the regeneration area, in order to ensure the best possible solutions for the people of London and Brent. We will be pragmatic and open-minded in our approach to new proposals.

Continuing to promote enhancements to the transport infrastructure and ease of access to the area for all people, groups and communities. The new Wembley will be one of the most accessible destinations in the country.

Ensuring that residents of West London's deprived communities are better placed to take advantage of the employment opportunities associated with the regeneration of Wembley, both during the construction phases and beyond. Local residents will be full participants in – and beneficiaries of - the regeneration process.

Identifying appropriate partners to provide strategic and quality housing opportunities. The development of high quality housing for all social groups is a major objective for the council and the regeneration of Wembley will play its part in achieving it.

Delivering the existing regeneration programmes in such a way as to maximise their impact on the delivery of this vision. We will work creatively

with funding bodies and partner agencies to ensure a genuinely comprehensive development.

Providing civic leadership by ensuring forums for debate and consultation with local residents and businesses. We will build on our existing consultation arrangements and will maintain an open and continuing dialogue with local residents at every stage of the process.

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