



**Executive**  
11<sup>th</sup> December 2006

**Report from the Director of  
Policy and Regeneration**

For Action

Wards Affected:  
ALL

**Wembley – From Vision To Reality**

Forward Plan Ref: PRU-06/07-14

**1.0 Summary**

- 1.1 In November 2002 Brent published its 'Vision for Wembley' document, setting out an ambitious regeneration programme for one of London's largest brownfield regeneration areas. In the four years since then there has been significant progress in Wembley. In order to celebrate this progress and to set the parameters for the ongoing regeneration of Wembley a new document is proposed, entitled 'Wembley – From Vision To Reality' (attached at Appendix 1.) This report introduces the document and asks members to approve it for publication early in 2007.

**2.0 Recommendations**

- 2.1 To note the significant progress to date on the Wembley regeneration project.
- 2.2 To approve for publication the 'Wembley – From Vision To Reality' document as set out in Appendix 1.

**3.0 Detail**

- 3.1 Wembley is one of London's most ambitious and successful 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. Although the Council owns virtually no land within the Wembley

regeneration area, it has played an integral part in establishing the vision and parameters for regeneration in the area, and driving the regeneration process. The key document underpinning this is the Council's established 'Vision for Wembley'.

- 3.2 Brent's vision for Wembley was formally launched in November 2002. Its purpose was to challenge partners in the private and public sector to deliver a new Wembley, which would provide 'a vibrant heart of Brent, a key contributor to the London economy and a national and international destination'.
- 3.3 The vision for Wembley is an important document. It sets the overall direction for the Wembley project as a whole, acting as a touchstone for the portfolio of more 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.
- 3.4 The vision sets out some clear principles which underpin the regeneration of the area, the key land uses that the Council would strive to achieve in Wembley (in very broad terms) and a set of commitments about the Council's role in bringing forward the regeneration.
- 3.5 The fundamental strength of the vision is that it has sent a clear and consistent message to the development sector (both public and private) about the Council's expectations and ambitions for Wembley. It has clearly shaped a number of critical planning applications in Wembley – most significantly those made by Quintain and the London Development Agency. It has also formed the basis of the ongoing dialogue with the development sector about future regeneration plans.
- 3.6 In the four years since the publication of the vision document much progress has been made. The national stadium is almost complete, as is work on improving the capacity, safety and environment at each of Wembley's three stations. The Estate Access Corridor and Stadium Access Corridor works are substantially finished. Over 575,000 square metres (6.2million square feet) of mixed use development has been granted planning consent in the area adjacent to the new stadium alone, and there have been a number of new schemes coming forward in the High Road area. Wembley Arena has completed a £35million refurbishment and the new Arena Square is complete, setting an extremely high quality standard for the remainder of the developments.
- 3.7 In the light of this progress the time has come to refine the vision for Wembley. The purpose of the new document, entitled 'Wembley – From Vision to Reality' and attached at Appendix 1, is threefold. Firstly, it celebrates the progress made to date in delivering the vision. Secondly, it shifts the emphasis onto those elements where further work is needed to take the regeneration work to the next stage. Thirdly, it re-states the Council's principles and commitments underpinning the regeneration programme in Wembley.

3.8 In terms of content, the key emphasis in the document include:

- Ensuring that local residents are full participants in and beneficiaries of the Wembley regeneration project.
- An overarching theme of 'quality' across all of the regeneration work.
- Increasing the ambitions for Wembley to provide a diverse retail offer for the people of Brent and West London.
- Establishing Wembley as one of London's 'must visit' destinations, incorporating new visitor attractors, museums and cultural facilities.
- Bringing forward detailed regeneration plans for the existing Wembley Industrial Estate that ensure a plentiful supply of diverse local jobs.
- Maximising the positive impact of the London 2012 Olympics on Wembley.

3.9 Subject to approval by the Executive, it is proposed that the 'Wembley – From Vision To Reality' document is published early in 2007, and launched at a major event involving all relevant partners and community representatives.

#### **4.0 Financial Implications**

4.1 The Council has set aside an annual budget of £350,000 to support the delivery of the Wembley regeneration project. The budget funds a combination of consultancy and technical support. The costs of publishing the 'Wembley – From Vision To Reality' document and the subsequent launch event will be funded from this existing budget, at an estimated cost of £5000.

#### **5.0 Legal Implications**

5.1 There are no legal implications arising from this report.

#### **6.0 Diversity Implications**

6.1 A key component of the vision for Wembley is to ensure that the regeneration reflects the existing diversity of the Borough, in terms of new residents, businesses and visitor attractions. This is a core principle underpinning the regeneration work and is explicitly stated in the 'Wembley – From Vision to Reality' document.

#### **7.0 Staffing/Accommodation Implications (if appropriate)**

7.1 There are no direct staffing implications.

- 7.2 The 'Wembley – From Vision To Reality' document re-states the Council's ambitions for a new Civic Centre facility as part of the regeneration of the area.

### **Background Papers**

Appendix 1: 'Wembley – From Vision To Reality' (draft)

Our Vision For Wembley (November 2002)

Destination Wembley – A Framework for Development (September 2003)

Wembley Masterplan (2004)

Wembley – Delivering The Vision (2005)

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