

## **Appendix 2**

### **Bobby Moore Bridge Tiles Report by Principal Heritage Officer**

#### **History**

The pedestrianisation project was conceived in 1988 and was an early example of public/private sector working. Brent Council, Wembley Stadium Ltd and the Department of Transport worked together on the scheme to pedestrianise Olympic Way. As part of the plans to improve pedestrian access to the stadium from Wembley Park underground station, a wide pedestrian underpass was constructed underneath Bridge Road between 1991 and 1993.

The road bridge was named 'Bobby Moore Bridge', in honour of one of football's legends. It was opened on 8 September 1993 by Stephanie, his widow. Roger Freeman, MP, Minister for Public Transport cut the ribbon at the ceremony. The goalkeeper, Gordon Banks, who held Moore above his shoulders at Wembley was among the guests. Banks paid tribute to Bobby at the opening of the £6m structure. The idea of naming it after Moore was the invention of Councillor Chuni Chavda.

The underpass, and the retaining walls of Olympic Way to the north and south of the subway, were decorated with ceramic tile murals. They featured scenes from famous sporting events held at Wembley as well as entertainment stars to have appeared at the Wembley Stadium and Arena. The murals were made by the Architectural Art Service of the Langley London firm, and the artist was Kathryn Digby.

The project was half funded by Wembley Stadium Limited, in conjunction with the Football Trust, and half by public funds from the Department of Transport and Brent Council. John Mowlem Construction were the major contractors.

Some of the murals were destroyed due to works by Transport for London in 2016. This includes the north splay under Bridge Road which featured Bobby Moore holding up the cup surrounded by his team-mates. Also, part of the mural scene celebrating pop music concerts at Wembley Stadium (left side) on the south splay.

#### **Significance**

Such murals made of coloured ceramic tiles were a feature of post-war architectural design to enliven such subways. Origins are firmly from the London Underground which used tiles on the walls for hygiene purposes and to help form a corporate and orderly image of the transport system. They are seen elsewhere in Brent, including the Neasden underpass, where murals focus on the River Brent and on the bridge over the railway at Harlesden LUL station.

The colourful tiled murals at Wembley Park depict various scenes of sports and entertainment events centred around Wembley and the stadium. The opening plaque and the association with Bobby Moore is special.

The tiles have historic and artistic merit and are considered a non-designated heritage asset within the meaning in the National Planning Policy Framework. They were submitted for statutory listing in May 2023 and did not meet the initial requirements that fall into any of the three categories used by the Department for Digital, Culture, Media and Sport to prioritise designation resources on those sites that are most in need of protection. Therefore, they have no legal protection.