



Full Council – 7 July 2025

Motion for Non-Cabinet Member debate

Empowering Brent with Visitor Levy Powers to Support Our Communities

This Council notes:

- The growing number of successful events taking place in Wembley, which are a vital part of Brent's local economy, attracting visitors from across the country and around the world, supporting jobs (1,800 Brent jobs from the Stadium), businesses and hospitality across our borough.
- Each additional non-sporting event at Wembley Stadium generates an estimated £4.35 million through direct local expenditure. With Oasis, Coldplay and other acts arriving this summer, Wembley Park will be in the spotlight as a world-class cultural destination.
- Hotel occupancy is high across Wembley during events at the Stadium or the Arena and capacity is estimated at nearly 1,800 rooms.
- Aside from the significant economic benefits, major events in Wembley understandably bring additional pressures on residents, including disruption, waste, congestion, noise and increased demand on council services.
- Brent Council is working proactively to mitigate these challenges, partnering with Wembley Stadium to ensure tickets are shared in the local community, giving residents access to events happening on their doorstep.
- Glasgow City Council has been granted powers to introduce a modest Visitor Levy (on average £4.83 per night), which could generate £16m in additional income from overnight stays, with the funds ringfenced for services such as street sweeping, parks, infrastructure, and environmental enforcement.

This Council also notes:

- The recommendation made by the London Assembly, that the Mayor of London should 'advocate for London's live music industry to introduce a voluntary levy on arena and stadium tickets to support grassroots music venues in London.'

This Council believes:

- Brent should be empowered by government with powers to introduce a visitor levy on hotel and short-stay accommodation within the borough.
- The revenue generated should be invested into transforming Brent's public realm making Brent greener through investment in street trees and green infrastructure, enhanced street cleaning, and additional waste enforcement officers.
- A visitor levy would ensure those who benefit from Brent's world-class facilities also contribute a small amount towards maintaining high-quality services and a cleaner, greener borough.
- This is a progressive, and practical measure utilised across European cities and could supplement council funding at a time when local authorities like Brent face sustained financial pressures.

This Council therefore resolves to:

- (1) Write to the Secretary of State, calling for London boroughs, including Brent, to be granted the powers to introduce a discretionary visitor levy on overnight stays.
- (2) Write to the Mayor of London to support the London Assembly call for a voluntary levy on stadium and arena tickets to fund grassroots cultural opportunities.
- (3) Continue to work with partners including Quintain, the FA, event organisers, businesses and residents to ensure that the benefits of Wembley's success are shared fairly, and that residents' voices shape our work to establish a Visitors Levy here in Brent.
- (4) Work with London Councils, the GLA, and the LGA to build cross-party support for an amendment to the English Devolution Bill to grant the powers necessary to all local authorities to introduce Visitors Levies where supported.

Cllr Mary Mitchell
Welsh Harp ward