

# WEMBLEY CALLING

A 10 YEAR VISION FOR REGENERATION IN WEMBLEY





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## A 10 YEAR VISION FOR REGENERATION IN WEMBLEY

This document sets out a 10 year vision for Wembley, as well as the current projects and opportunities that are shaping this area.

January 2015



**Brent**

**CLLR MUHAMMED BUTT**

**LEADER OF THE COUNCIL**

**CLLR MARGARET MCLENNAN**

**LEAD MEMBER FOR REGENERATION AND HOUSING**





Our 2002 vision was bold and ambitious about regeneration in Wembley, and much has been achieved since; a new Stadium, a refurbished Arena, a new home for the council in the Civic Centre alongside London Designer Outlet, Wembley Park Boulevard, hotels, student accommodation and hundreds of new homes.

Over £1.5 billion has been invested in this time, and there is much more to come in the next few years. The North West Village is underway around the Civic Centre, delivering homes and open space. A number of sites are coming forward for along Wembley High Road to provide mixed tenure homes and jobs for local people.

We are immensely proud of our diverse communities and with the Lycée Internationale de Londres, new homes and affordable housing, the University College of Football Business and a burgeoning student population, further demographic changes are on their way.

Wembley's already enviable transport connections can improve further. We are lobbying hard for a Crossrail connection to Old Oak Common and on to Heathrow, while the frequency of services to London Marylebone will increase. These will further open up Wembley to the wealth of skills across London and the south east, and reinforce our international reputation.

A critical mass has been reached so that we can now really think about the kind of place Wembley can be, and how its distinctive neighbourhoods will develop and change. We have refreshed our Vision to shape what can happen next.

Of course this entails homes and jobs, but also the quality of the architecture and the public realm. A new cohesive urban district is emerging in Wembley Park and the notion of living on a park is immensely appealing.

New visitor attractions, such as the Hunger Games, will reinforce Wembley's reputation for entertainment and leisure.

But we shall see all parts of Wembley playing their part. There will be regeneration in places like Wembley Triangle, Wembley Central, the industrial estate and at Ealing Road. The document sets out a series of initiatives and opportunities that will be pursued to get us there, including homes, space for business, highway and public realm improvements and projects to diversify and intensify Wembley High Road.

This vision is ambitious and looks well into the future. But it is not just about what Wembley will be like once our grand plans have been realised. It also talks about the kind of place that Wembley will become along the way, the developments that can happen sooner and things that may happen in the interim.

Wembley is a splendid place to live and work. It's well connected, and has a mix of great housing stock, good schools, beautiful parks and affordable space for business.

We welcome developers and investors who want to build a mix of new and affordable homes, create jobs and transform the public realm.

Come and speak to us, Wembley's calling.

**JAMES SAUNDERS**  
CHIEF OPERATING OFFICER, QUINTAIN



## **A letter of support:**

We are delighted that Brent council is refreshing its Vision for Wembley and engaging with stakeholders about opportunities to become part of the next chapter of this exciting regeneration.

Quintain acquired Wembley Arena (The SSE Arena) and the land adjacent to Wembley Stadium in 2002. Our positive relationship with Brent enabled us to begin to realise a vision for Wembley Park in what will be the biggest transformation of the area since the 1920s.

Together with Brent, we are working to transform a landscape long shaped by large-scale events into a new kind of urban district for everybody to use every day.

The idea is to harness the positives of being close to landmark venues – the exceptional transportation links, the open boulevards and public spaces in an iconic location – to inspire a new leisure and residential hub for north west London. A place for local people to call home and for the world to enjoy and visit.

Core to our philosophy is creating places people enjoy and buildings people admire. Over the last 10 years we have invested over £500m. We have refurbished The SSE Arena, reconnecting the iconic venue with its 1930s design heritage and amazing 80-year event history.

In 2009 and 2010 we opened two new apartment buildings, Forum House and Quadrant Court, creating 525 new homes, 40% of which are affordable. We opened the

4\* Hilton London Wembley in time for the London 2012 Olympics and a 660-bedroom student building shortly after, providing much needed student accommodation in what is now fast becoming a hub for students in NW London.

We have also delivered new public spaces including Wembley Park Boulevard, Market Square and an all-weather playpark.

In 2013 we opened London Designer Outlet, bringing a unique new leisure and retail offering to north west London and creating 600 jobs, 60% of which have been taken up by local people.

We recognise that a new place is only as good as the enjoyment people have when they are there. So every year, we invest significantly in estate management, security, cleaning and training in guest services.

We have introduced regular markets and community ice skating to give people new ways of enjoying Wembley Park. Last year nearly 10m people visited; with half coming to Wembley Park rather than to ticketed events.

Wembley Park is fast becoming one of the London's great new neighbourhoods, providing space for economic growth and helping meet London's housing needs.

What's next for Wembley Park? We have 475 new dwellings under construction and 4,000 more in the pipeline. Among the exciting projects planned, the theatrical production of the Hunger Games will open in 2016 overlooking Olympic Way.

# ONE OF LONDON'S GREAT OPPORTUNITIES

WEMBLEY IS A PLACE OF  
GREAT OPPORTUNITY.

THINK STRATFORD,  
KINGS CROSS, CROYDON.

THINK OPPORTUNITY,  
INVESTMENT AND  
GROWTH.





Kings Cross

Stratford and Queen Elizabeth Olympic Park

Nine Elms

Croydon Town Centre



# CITY CONNECTIONS

WEMBLEY HAS FOUR STATIONS, FIVE LINES AND ZONE ONE CONNECTIONS

Journey times from Wembley

Marylebone	9mins
Baker Street	18 mins
Bond Street	21 mins
Kings Cross	25 mins
London Euston	29 mins
Waterloo	30 mins
London Bridge	34 mins
Heathrow Airport	35 mins
Canary Wharf	40 mins
Stratford	45 mins

London Underground Lines

London Overground

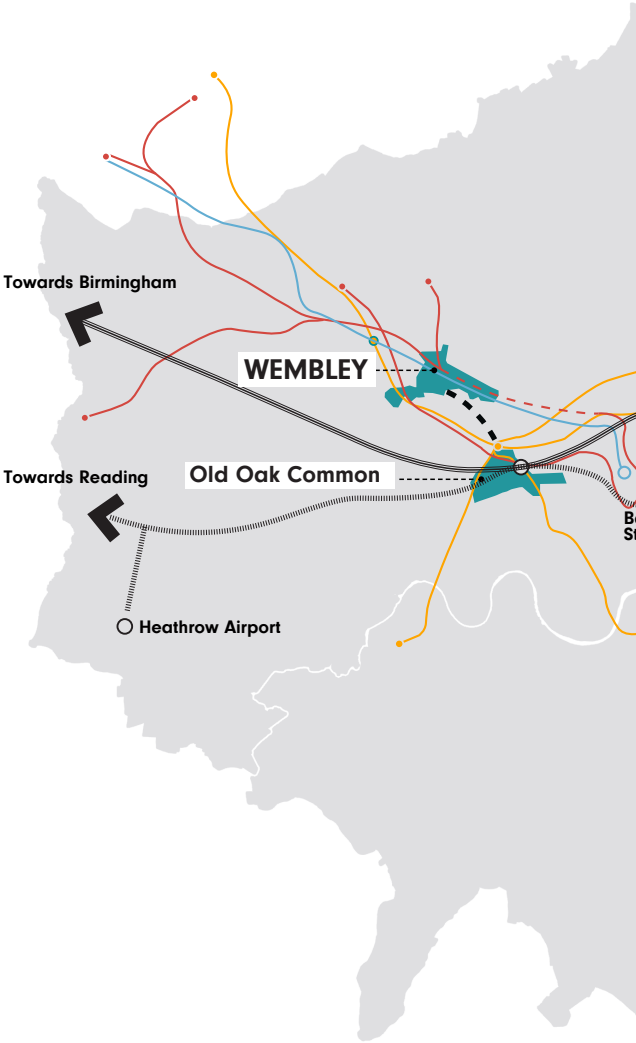
Chiltern Railway

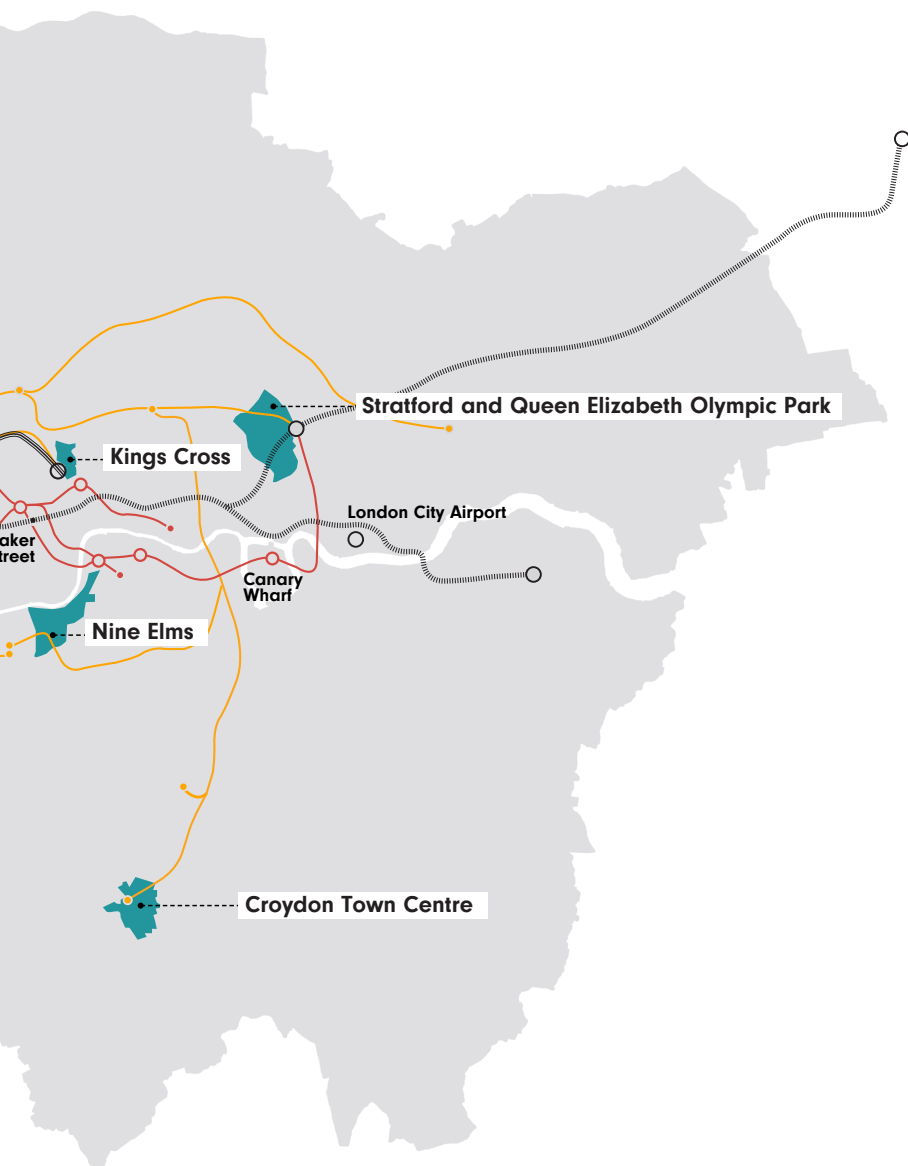
Planned Crossrail Route (Completion - 2018)

Proposed Crossrail Spur\*

Planned HS2 Route (Completion - 2026)

\* It is proposed that a Crossrail spur will connect the Wembley Action Plan Area with Old Oak Common. This will become a major transport interchange for both HS2 and Crossrail.

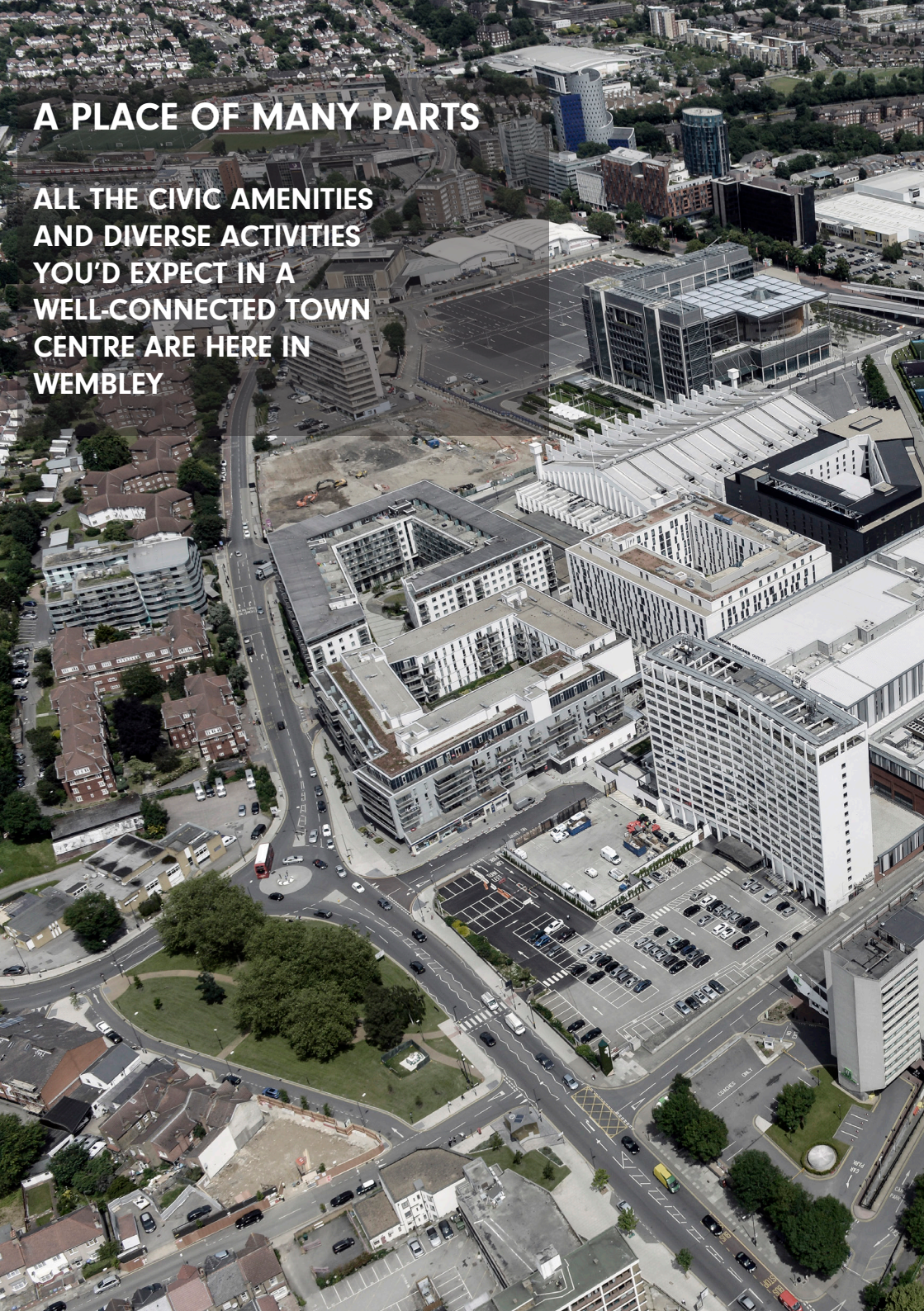






# A PLACE OF MANY PARTS

ALL THE CIVIC AMENITIES  
AND DIVERSE ACTIVITIES  
YOU'D EXPECT IN A  
WELL-CONNECTED TOWN  
CENTRE ARE HERE IN  
WEMBLEY



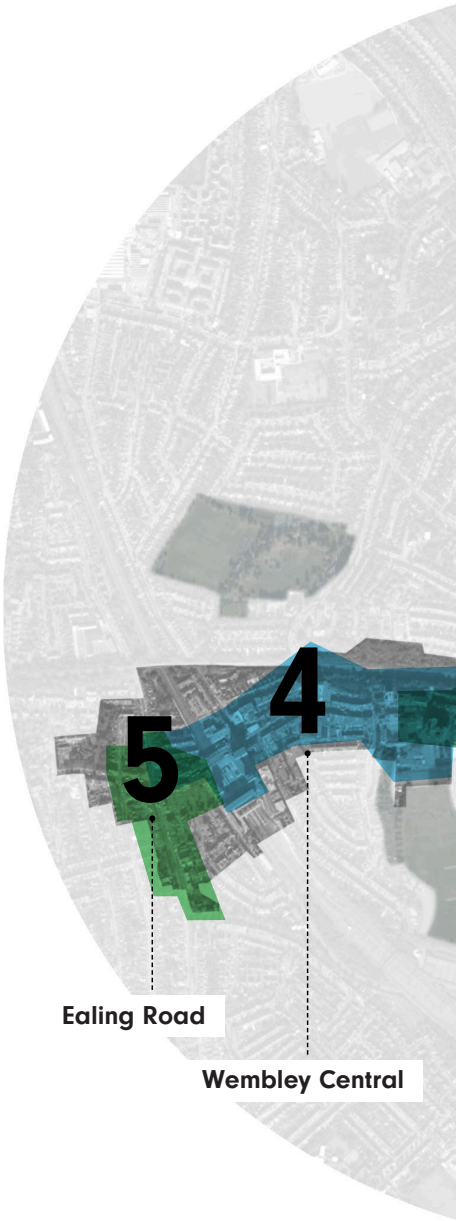




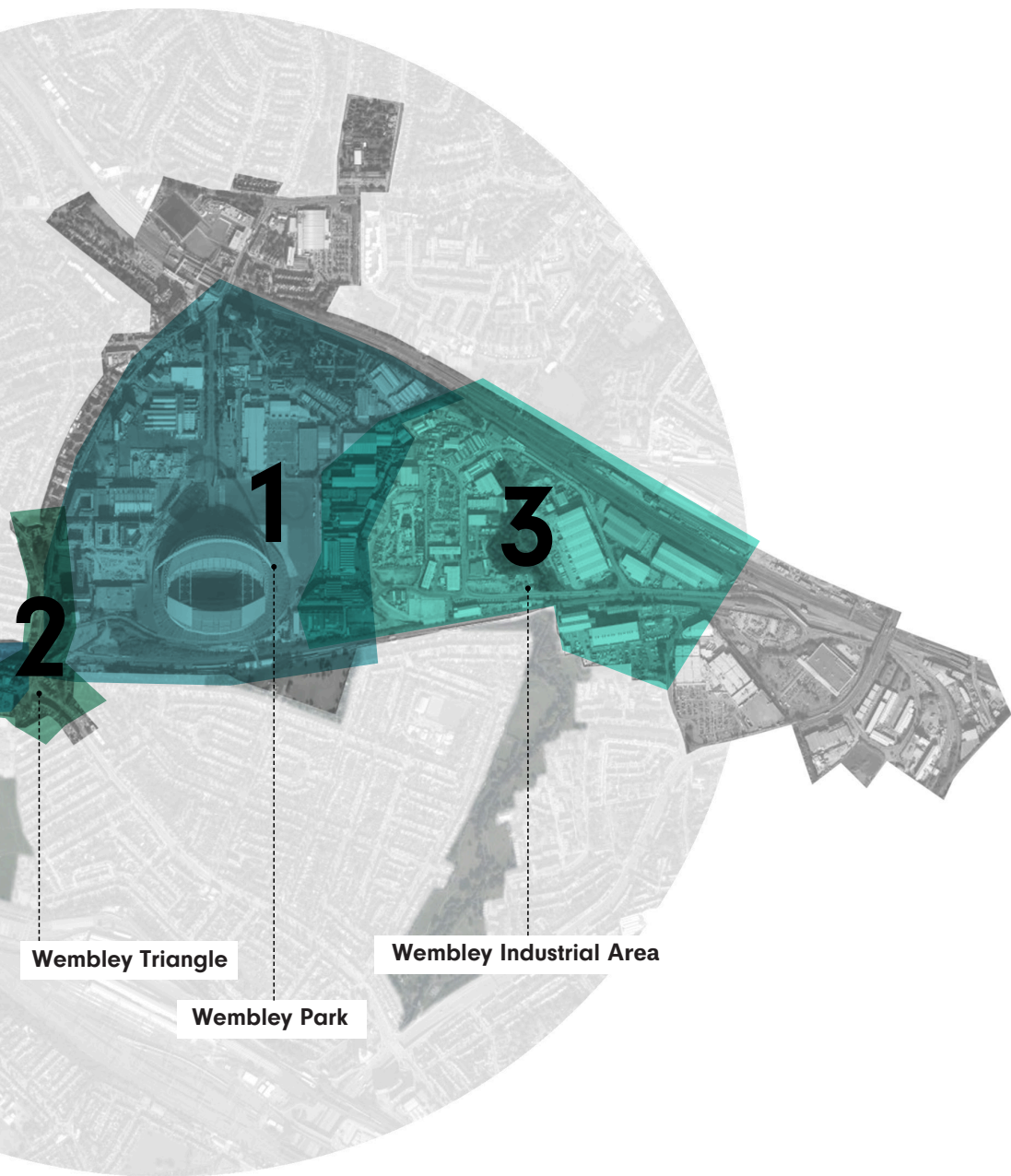
# CHANGING PLACES

ONE VISION  
FIVE NEIGHBOURHOODS

OUR VISION SETS THE CHALLENGE FOR THE TRANSFORMATION IN WEMBLEY—TO BUILD ON THE HERITAGE, THE RECENT PROGRESS AND THE SCALE OF OPPORTUNITY—TO DELIVER MIXED AND INCLUSIVE REGENERATION FOR HOMES AND JOBS THAT STRENGTHENS EXISTING NEIGHBOURHOODS.







1

3

2

Wembley Triangle

Wembley Industrial Area

Wembley Park

# GUIDING CHANGE

A CRITICAL MASS HAS BEEN  
REACHED AND A NEW CHAPTER  
IN WEMBLEY'S REGENERATION  
IS OPENING UP.



# WEMBLEY WILL BE LONDON'S PLAYGROUND, WITH A WEALTH OF ACTIVITIES AND PLACES TO VISIT EVEN IF YOU DON'T HAVE A TICKET.

## THE BIG PICTURE

Wembley already has the ingredients of a great place to live. Excellent schools, shops, spacious and elegant 1930s and Edwardian housing stock, exceptional transport links and quality green space such as the King Edward VII Park.

Major transformation is taking place. Large entertainment venues are here with the restoration of the Arena and the rebuilding of the Stadium. Brent's Civic Centre is an impressive new public building that sets the standard for environmental sustainability in the area.

The council is working with with local communities to improve services and the centre is an amazing venue for arts, performance, events, weddings and conferences. Now Brent Town Hall is the home of the Lycée International de Londres and former council premises on the High Road have been freed up for development opportunities.

London Designer Outlet is the city's first fashion outlet centre and combines shopping with eating and entertainment, including a new multiplex cinema. This has transformed the footfall to Wembley from 'event-based' to 'every day' with millions of new visitors a year and provides local people with additional shopping choice and many new employment and training opportunities.

Along Wembley Park Boulevard new lawns, the Play Park, football pitches and seasonal uses such as the winter ice rink have appeared. The University College of Football Business has opened within the Stadium, the Sunday market has returned and Wembley Park Boulevard has provided lawns, play space and a platform for screening sports events and a winter ice rink. There is much more to come.

A revamped Olympic Way will transform the public realm leading from Bobby Moore Bridge to Wembley Stadium. It will be animated along its length with installations, spontaneous activities, and places for alfresco dining. It will be one of London's great spaces.

A new public park will be delivered at Engineers Way and be a place where local people and visitors can spend time.

Public sports facilities including a new swimming pool, indoor and outdoor spaces and fitness centres will be opened.

Workspace will be available for businesses to start or to grow in Wembley. Opportunities for growth within fashion, performance and production and sports knowledge sectors will be seized to complement the growing service sector. Wembley will soon be the UK's best-connected campus for conference business.

# EXPECTING EXCELLENCE

## REGENERATION IS HAPPENING HERE, NOW. WEMBLEY IS CHANGING RAPIDLY AND GROWTH IS DRIVING NEW DEVELOPMENT AND BUSINESS INVESTMENT

### CHANGE MAKERS

Wembley's ambitious vision is already a reality. Its tangible regeneration is being driven by Brent Council, the people of Wembley and the borough's partners and stakeholders.

Brent Council is ambitious and has set high standards for place-shaping as the guardian of the vision.

They are working with partners across all sectors to deliver change. It is seeking funding opportunities and investment to unlock development and infrastructure and to support the transformation of the High Road. It will ensure that excellence in design and place-shaping will be secured as part of the delivery of the vision.

People will make change happen. As residents, workers and visitors, they will demand change in how they live, work, visit and do business here. They will actively participate in and help drive and support the change that is happening around them.

The council is working hard to ensure people's views and needs are reflected in the vision and plans for future development. Developers, land-owners, businesses and investors are supporting the vision and investing in the area. They will employ the best designers to make new homes that people want and create places to work and visit.

Working with the council, they will help deliver a visually stunning, distinctive and lasting public realm. Ideas and creativity will flourish where the new and existing places of Wembley overlap.

Brent Council and Meanwhile Space have set up the Coming Soon Club to help local people set up 'Meanwhile Uses' in Wembley which will help new cultural and business initiatives test ideas, use available spaces, and actively participate in change while it happens.



# WEMBLEY IS SOMEWHERE THAT PEOPLE WILL CHOOSE TO LIVE, WORK, GROW AND INVEST IN

## THE PRINCIPLES OF CHANGE

Brent council has identified a number of principles that will be embedded in the process of change. These are essential to establishing a high quality of place.

Development in Wembley Park will create a series of connected streets and spaces that allow a fine grain of activity to prosper. Ground floors will be busy with active and characterful shop fronts and front doors to people's homes. The Wembley 'street' will be a place for people to use and enjoy.

Major events, the shopping experience and everyday human-scale activity will be set in an outstanding public realm for people to use and enjoy with public art telling the rich history and culture of Wembley.

New homes that people will want to buy or rent; to stay and grow into with their families will be delivered across the growth area. Distinctive town houses, mansion blocks and apartments will create a new character for Wembley that will be different from residential-led regeneration elsewhere, helping to create a new and distinct character for the town. We expect around half of the new homes to be affordable housing.

All new development will be supported by schools, nurseries, sports facilities and health surgeries in safe and accessible places.

Wembley's service economy of retail, hospitality and entertainment will continue to employ local people who provide an excellent service as part of the Wembley welcome. Local people will be supported into employment through Wembley Works, the jobs brokerage service. As regeneration gathers pace these jobs will increase adding to Wembley's appeal and prosperity.

Wembley will also become a fertile place for business and research and development in the knowledge sectors. Higher Education will be attracted to Wembley and new commercial space will allow businesses to start, grow and to move to the area, taking advantage of the multilingual workforce. 10,000 extra full-time jobs will be created across all sectors.

Wembley will be London's playground. As well as being home to Wembley Stadium and Wembley Arena, Wembley will become the place to watch, listen, perform and participate even without the need to book a ticket in advance. The large venues will be more accessible on a day-to-day basis, while smaller-scale sports, performance and play will open more frequently, bringing a more spontaneous and all-day experience.

Empty spaces on the margins will provide opportunities to test and grow new ideas for businesses and community projects that will help build Wembley's new identity.

# WEMBLEY'S OBJECTIVES

FOUR CORE OBJECTIVES  
WILL CREATE HOMES, JOBS,  
INFRASTRUCTURE AND  
PLACES



## **HOMES**

**DELIVER OVER  
10,000 NEW HOMES  
INCLUDING  
AFFORDABLE  
HOUSING**



## **INFRASTRUCTURE**

**DELIVER THE  
TRANSPORT AND  
SCHOOL PLACES TO  
SUPPORT GROWTH**



## **BUSINESS**

**SUPPORT BUSINESS  
AND CREATE 10,000  
MORE JOBS**



## **PLACEMAKING**

**INTRODUCE BETTER  
SPACES AND HELP  
IMPROVE OUR  
HIGH STREETS**





# WEMBLEY PARK

THE HEART OF WEMBLEY WILL  
BE A SERIES OF DISTINCTIVE  
MIXED-USE DISTRICTS  
CONNECTED BY STREETS,  
SPACES AND SQUARES  
FOCUSED ON A MAJOR  
NEW PARK

1



- **Developer Quintain is a major development partner in the creation of the new district**
- **New mixed-use neighbourhoods are emerging, including homes, shops, workplaces, great spaces and a range of leisure activities**
- **Owned and managed by the Football Association, Wembley Stadium will continue to drive regeneration in the area, attracting hundreds of thousands of people a year**
- **Numbers of visitors have risen dramatically with the opening of London Designer Outlet and Brent Civic Centre**

Wembley Park is the heart of the area. Tens of thousands of visitors at a time visit the Stadium and Arena. Growth, driven by recent changes, is spreading south along Olympic Way towards and around Wembley Stadium. It will be a thriving new piece of city. The elevated Wembley Park station provides a stunning viewpoint. Visitors and commuters will see a boldly animated Bobby Moore Bridge, and a dramatically improved Olympic Way providing a grand backdrop will be the centre-piece, Wembley Stadium laid out before them as they arrive.

It will be a cohesive series of distinctive mixed districts connected by streets, spaces and squares for people, including a major new park along Engineers Way. Stitching these districts together will be new public realm through which Wembley's identity will be communicated using public art and spaces to play and perform. Along its fringes, it will be outward-looking and welcoming so people can move between the existing Wembley and the new.

Incoming residents will choose to buy and rent town houses and mansion block apartments, put down roots and grow their families.

Wembley will be bustling and busy on a day-to-day basis. It will still be a place with an international reputation for sports and entertainment but visitors and local people will also be able to enjoy smaller scale and more spontaneous activities. Shoppers will come from far and wide to London Designer Outlet and along the Boulevard towards the Triangle.

Brent's Civic Centre will be a hive of public service and community activities with a library, gallery and performance space for use by community groups and major acts. Schools, health centres and sports and leisure facilities will be in safe and accessible areas.

Clusters of businesses in fashion, entertainment and sports will be starting, growing or moving to Wembley, attracted by excellent transport connections, digital infrastructure, links to Higher Education and more commercial workspaces.

The scale of change here is so great, we can't just wait for large scale development to deliver it. We are already doing things now. Long term aspirations will be prefaced by interim projects for local people and visitors. Small-scale and temporary projects will animate empty property and sites and contribute to the place-shaping and market-making of Wembley.

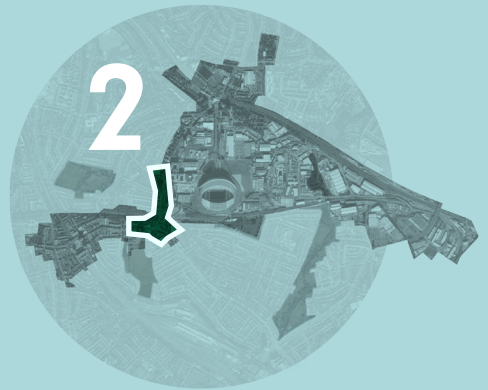
Continued development activity will invigorate Bridge Road and Wembley Park Drive. Pupils will be walking to and from the ARK Academy and the new French School set within the Art Deco former Brent Town Hall.



# WEMBLEY TRIANGLE

## THE 'HINGE' THAT KNITS OLD AND NEW, WITH THE RIBBON OF WEMBLEY HIGH ROAD CONNECTING NEIGHBOURHOODS TO THE WEST TO WEMBLEY PARK

- Links together the old and the new
- Edwardian shopping parades
- Opportunity for town centre regeneration with plenty of development opportunities
- New Ark Elvin Academy due 2016
- Increased frequency of Chiltern Line services will connect more people with Central London in nine minutes



Proud, rejuvenated Edwardian shopping parades feature food from round the world, and are home to new designer-maker businesses, alongside the Greyhound pub.

It is a place of energy and possibilities, forming the link between old and new. New homes will be built on redundant office sites along the High Road, with work spaces on the ground floor, creating a more dynamic mix of uses.

A transformed public realm will include green spaces and community facilities. Temporary use of sites will explore new uses and encourage residents and visitors to support improvement.

As Wembley's economy grows, Wembley Triangle will encourage movement and exchange between the old and new parts of Wembley.



# WEMBLEY INDUSTRIAL AREA



**A WIDE RANGE OF  
ECONOMICAL AND FLEXIBLE  
WORKSPACES FOR SMALL,  
MEDIUM AND LARGE  
BUSINESSES - AN IDEAL  
PLACE FOR EXPANDING  
BUSINESSES AND BUDDING  
ENTREPRENEURS**

- A thriving industrial area
- Links to strategic highway network
- Recent major investments by Seneca and Costco
- Brent River Park flows through the area



Wembley Industrial Area will continue to contribute to the local and wider economy by attracting investment and development for industry within a range of workspaces for small and medium-sized enterprises and large employers.

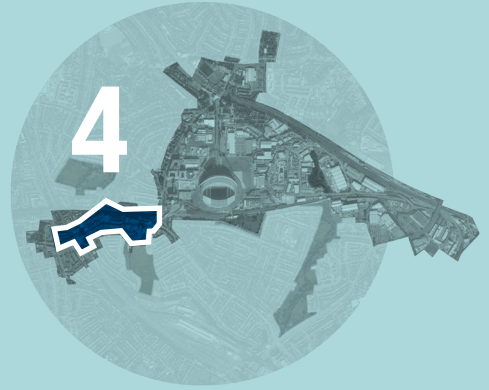
Where the industrial area meets and overlaps with Wembley Park, a mix of uses will be encouraged as it becomes fully integrated into Wembley.

The place will become easier to travel around and pass through with better way-finding and connections to Brent River Park.



# WEMBLEY CENTRAL

A LOCAL TOWN CENTRE  
WITH A CONNECTED AND  
HEALTHY MIX OF NATIONAL  
RETAILERS AND INDEPENDENTS  
SHOPS AND RESTAURANTS.



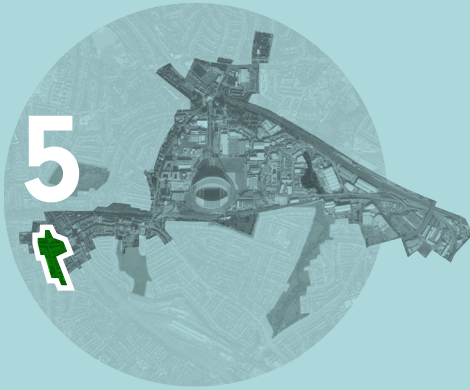
- Bustling high street with local footfall
- Major development opportunity at Chesterfield House
- New retail and hotel development at Central Square
- 25 minutes to Central London
- 3 lines through Wembley Central Station with an opportunity for a Crossrail spur to Heathrow
- Great parks within a short walk

Wembley Central will be a connected, busy town centre with a healthy mix of national retailers and independent shops and restaurants. It will provide local services such as fishmongers, bakers, banks, dry cleaners, newsagents, beauty care and chemists for residents and workers.

A refurbished Wembley Central Station will provide easy access to regular tube and train services and complete the Central Square, enhancing the shopping experience by providing public space for shoppers to stop, dwell and chat.



# EALING ROAD



**WEMBLEY'S VIVID WEST END IS ONE OF THE UK'S LEADING MARKETPLACES FOR SPECIALIST ASIAN FOOD AND FASHION.**

- A specialist Asian market place for food, jewellery and textiles
- Street food and night time economy
- Opportunity to build on the unique identity and become Wembley's 'West End'
- Major development opportunity at Curtis Lane
- Great parks within a short walk



Ealing Road will strengthen its position as one of the UK's leading marketplace for specialist Asian food and fashion. Fruit, veg and spice shops, boutique clothing and jewellery shops and cafés and restaurants will line the restless but de-cluttered streets.

It will be vivid with colours, lights, smells and sounds all year round and will also be home to the best Diwali festival experience in Europe.

New homes and shops at Curtis Road car park will provide a western anchor for the High Road and help to turn the corner to Ealing Road.

# THE PROJECTS TRANSFORMING WEMBLEY

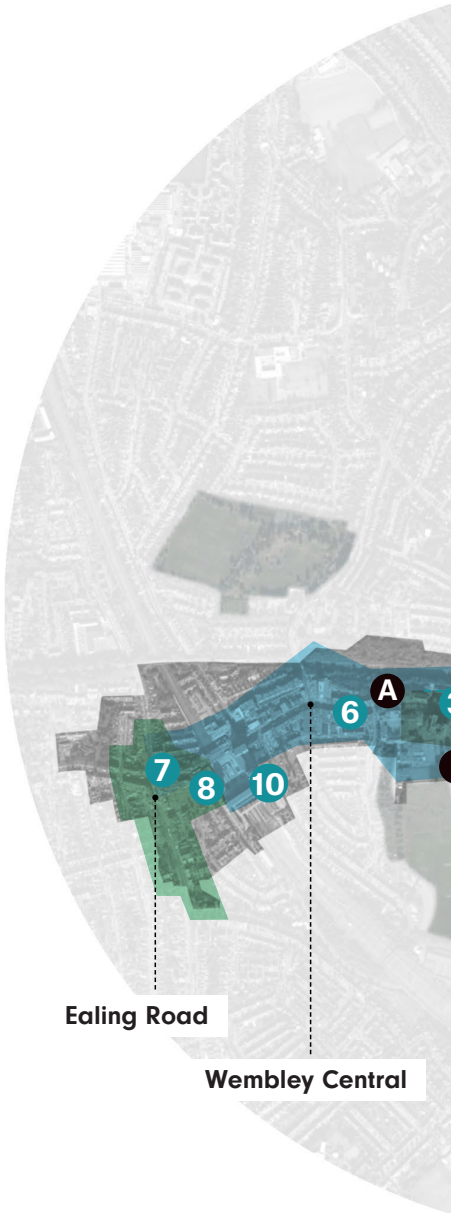
A SERIES OF DEVELOPMENTS  
AND LOCAL PROJECTS ARE  
DRIVING THE DELIVERY OF  
BRENT'S VISION FOR WEMBLEY

## DEVELOPMENTS

- A** Chesterfield House
- B** Emerald Gardens
- C** The Hunger Games, Imagine Nation Theatre
- D** Lycée International de Londres
- E** Unite Student Accommodation
- F** Olympic Way residential
- G** Costco
- H** South West Lands
- I** Brent House
- J** Ark Elvin Academy

## PROJECTS

- 1** Supporting enterprise in Wembley Park
- 2** Transforming Olympic Way
- 3** 'Fringe' development programme
- 4** Wembley's 'work-shops'
- 5** Triangle junction and public realm improvements
- 6** Junction improvements at Park Lane
- 7** Junction Improvements at Ealing Road
- 8** Wembley's West End
- 9** Two way working of Second & South Way
- 10** Crossrail connection to Wembley Central
- 11** Increase in trains to London Marylebone



Ealing Road

Wembley Central



# THE PROJECTS TRANSFORMING WEMBLEY

## 1 Supporting enterprise in Wembley Park

- Affordable workspace for SMEs
- More people working in the area growing local expenditure
- Studio and co-working space for networking and peer to peer knowledge exchange
- High Speed Broadband
- Zone 1 connectivity with Zone 4 rents
- Partnership between Quintain and Brent Council
- Delivered 2015 - 2018

## 2 Transforming Olympic Way

- Major upgrade to the public realm of Wembley's front door
- Placemaking will unlock further investment
- A major public space for London
- Space for markets and al fresco dining
- Partnership between Quintain and Brent Council
- Delivered 2016-2018

## 3 Housing Zone 'Fringe' development programme

- Mixed use development of over 600 homes
- Transforming the local area with more people living and working in the area
- Ground floor workspace
- The best residential architects
- Delivered 2017-2018 and beyond

## 4 Wembley's 'work-shops'

- Transforming empty commercial premises into workspace for creative business
- Diversifying the high street – return of the makers

- Shop front improvements
- Affordable rents and structured lean business support
- Partnership between the Mayor and Brent Council
- Delivered 2015 - 16

## 5 Triangle junction and public realm improvements

- Major upgrade to the highway capacity
- Improving pedestrian flow with better crossing positions
- Additional space to transform the local public realm
- Delivered 2016 - 18

## 6 Junction improvements at Park Lane

- Major upgrade to the local highway network
- Better crossings for pedestrians
- Will create space for improved public realm
- Will unleash development capacity
- Partnership between Transport for London and Brent Council
- Delivered 2015 - 2018

## 7 Junction Improvement at Wembley High Road and Ealing Road

- Major upgrade to the local highway network
- Better crossings for pedestrians
- Create space for improved public realm
- Partnership between Transport for London and Brent Council
- Delivered 2015 - 2018



## **8 Wembley's West End**

- Food and fashion, with street food, training and employment projects
- De-cluttering and public realm improvements
- Place promotion and marketing
- Delivered 2015 - 2018

## **9 Two-way working of Second & South Way**

- Conversion of Second and South Way to two-way working
- Improve industrial traffic circulation and access to business
- Help to relieve the impact of event days on major industrial business
- Will take industrial traffic out of the growth area
- Delivered 2016-2018

## **10 Crossrail connection to Wembley Central**

- Service from Old Oak Common
- Improving connections to London and South East
- Heathrow Airport in under 30 minutes

## **11 Increase in trains to London Marylebone**

- At least 4 trains per hour
- Central London in 9 minutes direct



# A DIVERSE DYNAMIC PLACE

**WEMBLEY'S STRENGTH IS ITS  
DIVERSITY. ITS ENERGETIC  
COMMUNITY CREATES  
GROWTH, SUPPORTED BY  
CULTURAL ASSETS THAT  
MAKE IT A GREAT PLACE  
TO LIVE**

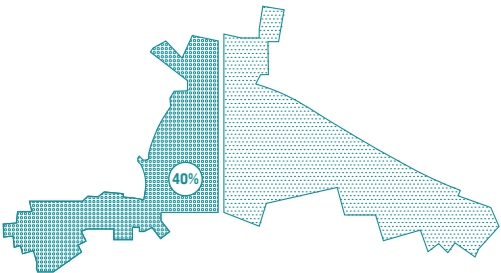




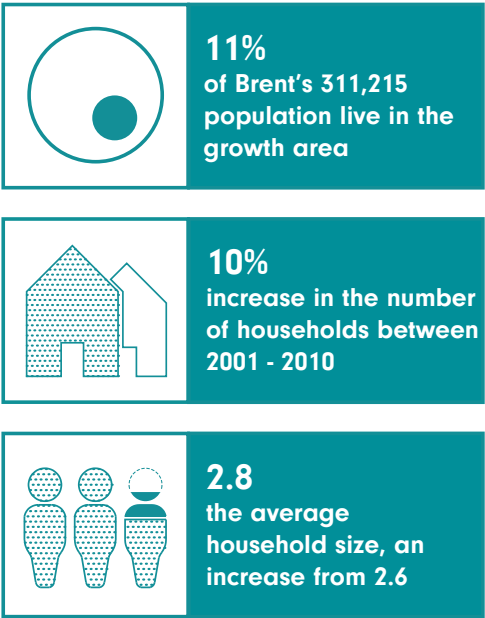


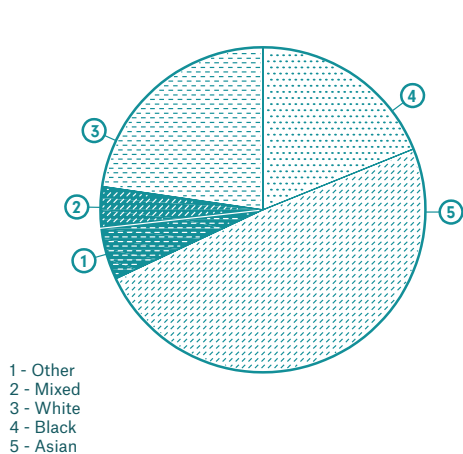
# PEOPLE AND PLACE

YOUNG, DIVERSE AND WITH MORE SELF-EMPLOYED THAN THE LONDON AVERAGE, WEMBLEY'S POPULATION IS ITS MOST IMPORTANT, DYNAMIC ASSET

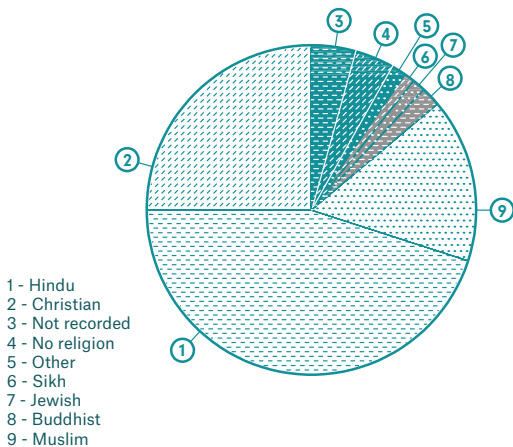


40% of new housing in Brent can be accommodated in the Growth area

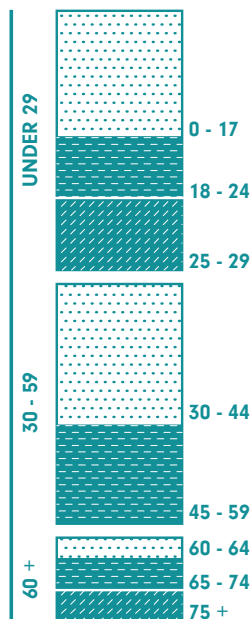




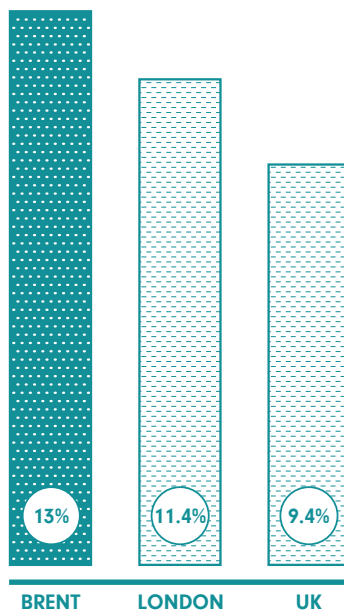
**The Wembley growth area is one of London's most diverse neighbourhoods**



**This is reflected in Wembley's varied religious demographic**



**Nearly half of the growth area population is under the age of 29 and a quarter are under 19**



**Brent has a higher number of self-employed residents than the London and UK averages**

# NEIGHBOURHOODS & TRANSPORT LINKS

**FIVE MINUTES FROM A TUBE,  
BUS OR RAIL CONNECTION  
TO CENTRAL LONDON**



**Ealing Road**



**Wembley Park**





Key arrival points



Train lines



Bus routes

1

Wembley Central Station

2

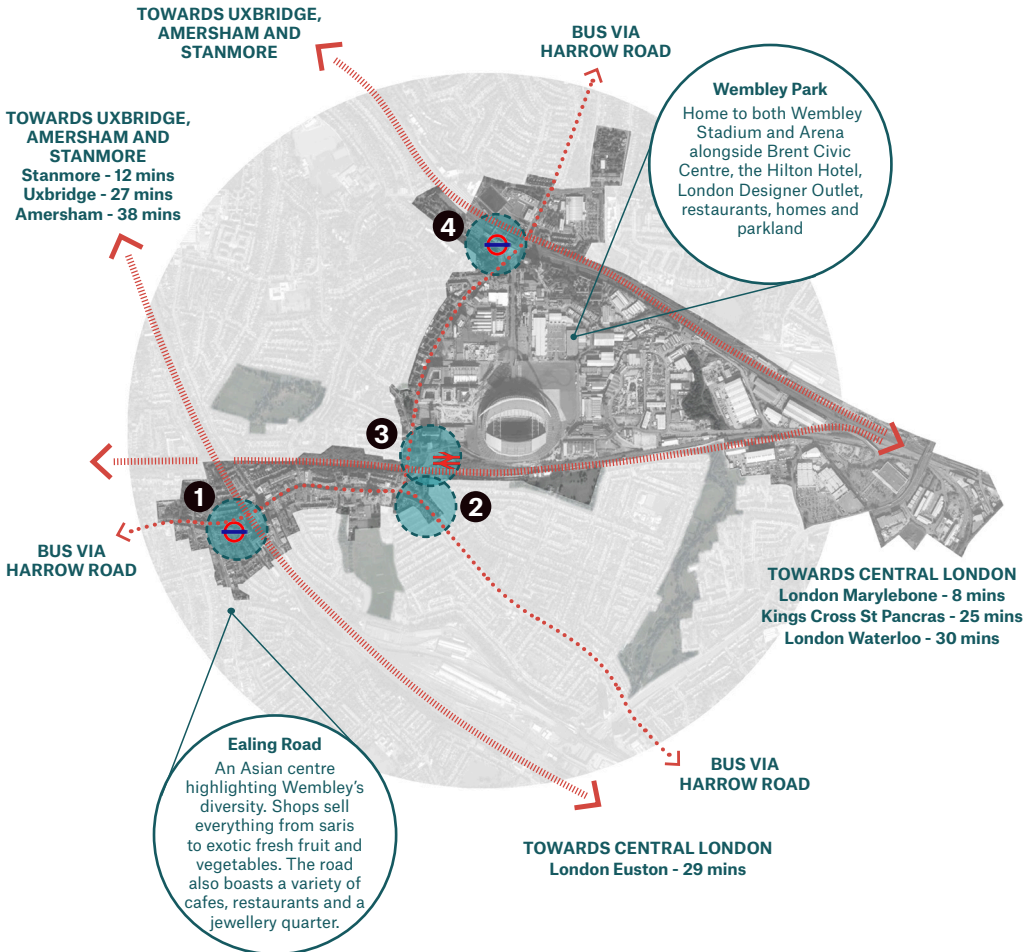
Bus - Harrow Road via Stonebridge Road

3

Wembley Stadium Station

4

Wembley Park Station





# GREEN SPACE AND PUBLIC REALM

**THREE HYDE PARKS' WORTH OF  
OPEN SPACE CAN BE ENJOYED IN  
WEMBLEY, WITH A NEW LONDON  
SQUARE NEXT TO THE CIVIC CENTRE  
AND A PARK TO THE EAST OF THE  
STADIUM ABOUT TO BE CREATED**



**Chalkhill Park**



**Arena Square**

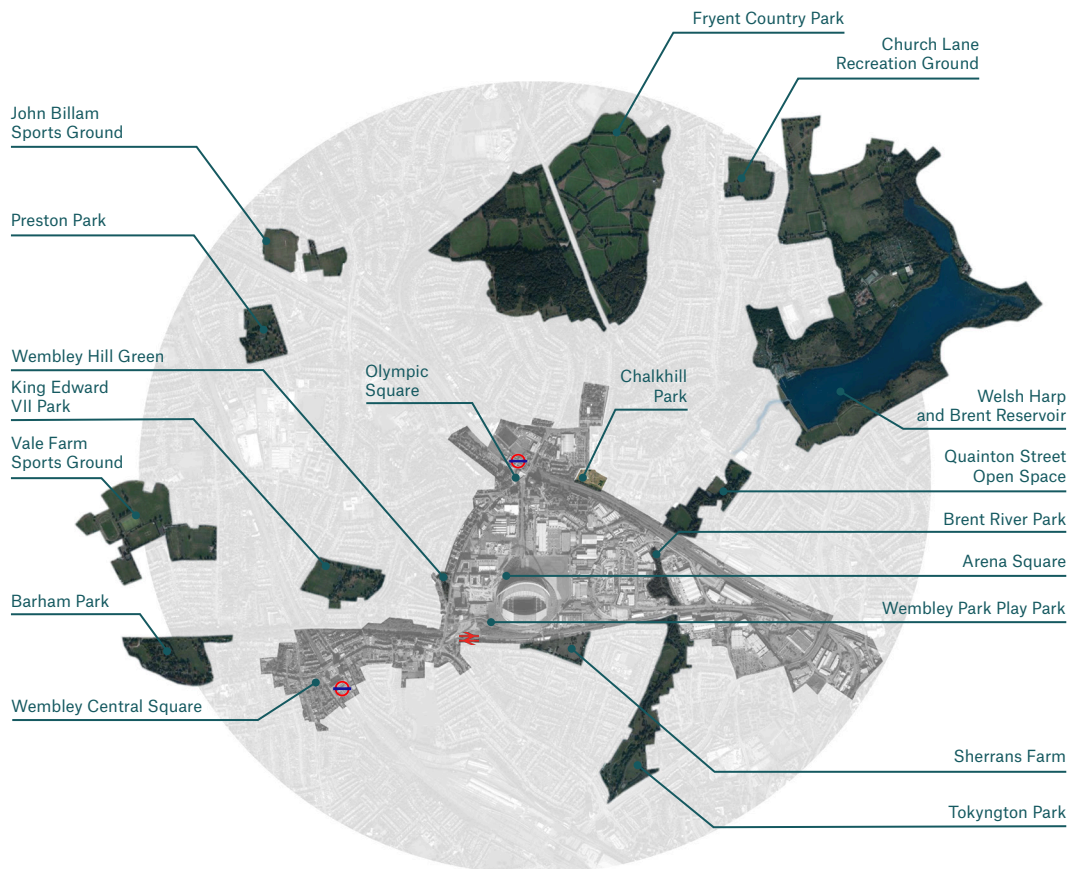


**King Edward VII Park**



**Approach to Olympic Way**





# EDUCATION

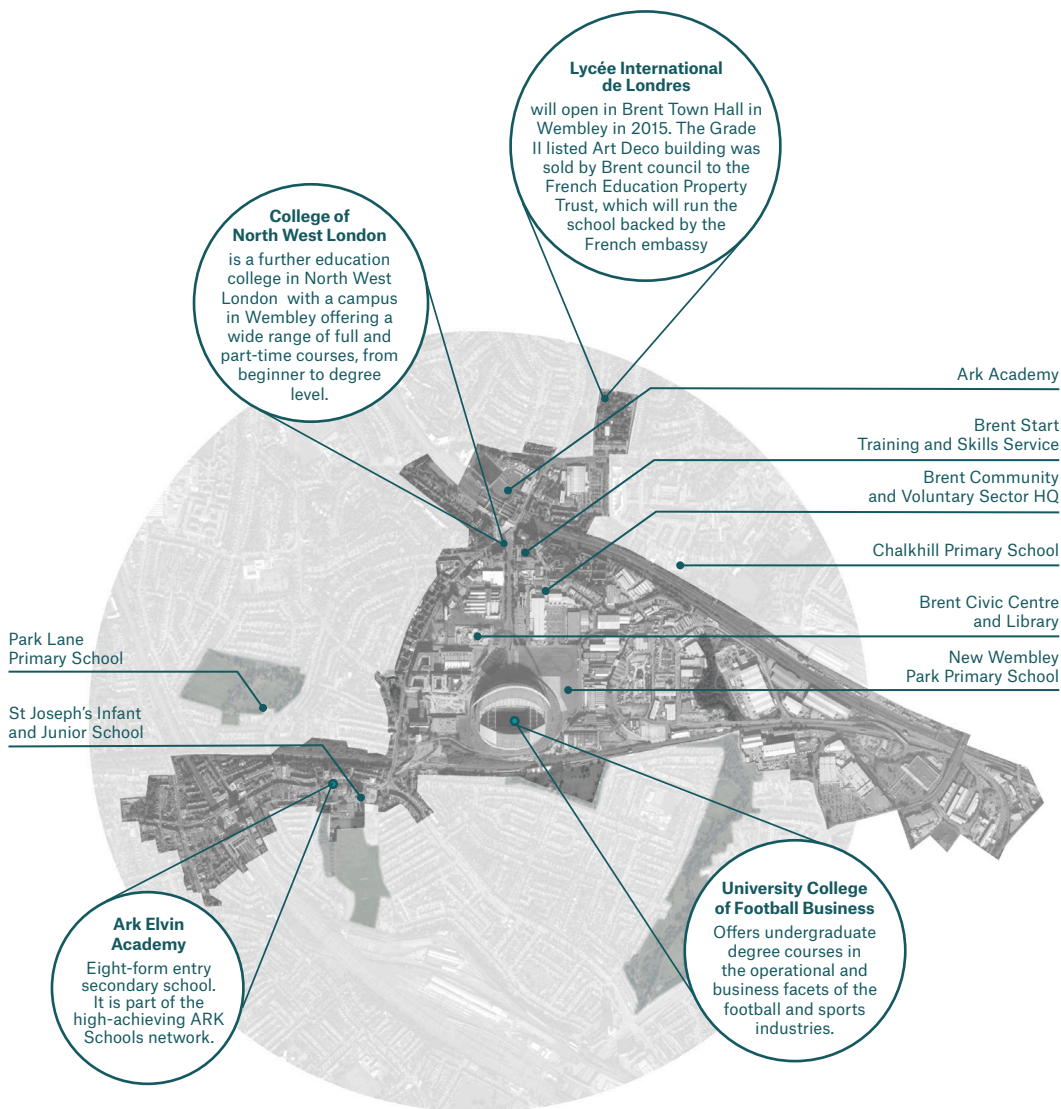
**SCHOOLS AND COLLEGES IN WEMBLEY ABOUND. A NEW LIBRARY, BRENT CVS, BRENT START, THE NEW UNIVERSITY COLLEGE OF FOOTBALL BUSINESS AND A NEW FRENCH LYCÉE TO BE COMPLETED IN 2015 MEAN WEMBLEY IS A FANTASTIC PLACE TO LEARN**



**College of North West London**



**The Ark Academy**



**Lycée International  
de Londres**

will open in Brent Town Hall in Wembley in 2015. The Grade II listed Art Deco building was sold by Brent council to the French Education Property Trust, which will run the school backed by the French embassy

**College of  
North West London**

is a further education college in North West London with a campus in Wembley offering a wide range of full and part-time courses, from beginner to degree level.

Ark Academy

Brent Start  
Training and Skills Service

Brent Community  
and Voluntary Sector HQ

Chalkhill Primary School

Brent Civic Centre  
and Library

New Wembley  
Park Primary School

**University College  
of Football Business**

Offers undergraduate  
degree courses in  
the operational and  
business facets of the  
football and sports  
industries.

**Ark Elvin  
Academy**

Eight-form entry  
secondary school.  
It is part of the  
high-achieving ARK  
Schools network.

Park Lane  
Primary School

St Joseph's Infant  
and Junior School

# EMPLOYMENT

**WEMBLEY'S CONNECTIONS,  
COMMUNITY AND WORKSPACE  
MAKE IT A GREAT PLACE FOR  
ENTERPRISE**



**Wembley Arena**



**London Designer Outlet**



Retail Park  
200 Staff

Fountain Studio  
30 Staff

North West Village  
Low Cost Workspace

Wembley Works  
job brokerage

Wembley Arena  
30 Staff

Wembley's  
Workshop

Wembley Park Market

Air France  
250 Staff

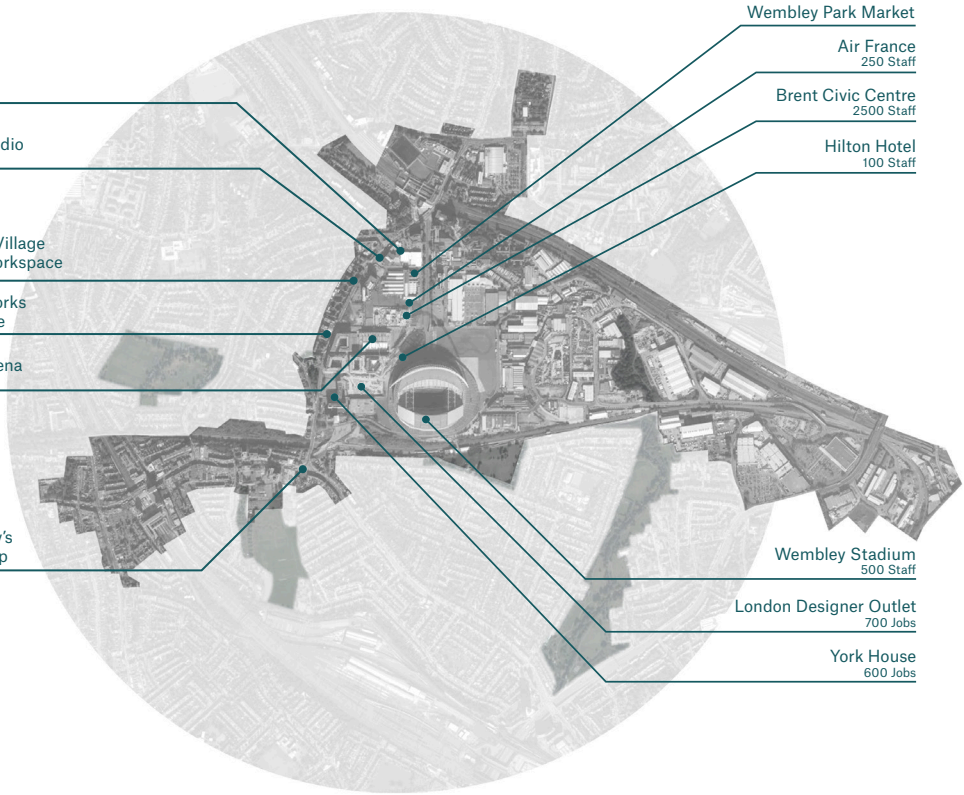
Brent Civic Centre  
2500 Staff

Hilton Hotel  
100 Staff

Wembley Stadium  
500 Staff

London Designer Outlet  
700 Jobs

York House  
600 Jobs



# DELIVERING THE CHANGE

WE'VE SET THE VISION,  
WE WANT TO WORK WITH  
YOU TO MAKE IT HAPPEN.

Image credit: Wembley Stadium, connected by EE.





WEMBLEY CONNECTED BY EE

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**MAKING SOMETHING SPECIAL**





Most of the land in Wembley is privately owned by developers, landowners, institutions and employers. We will work with them to seize the opportunity and deliver an amazing place with a rich mix of uses and housing tenures. We want to work with the best in the business across the public and private sector; voluntary organisations and social enterprises to realise this vision.

We will continue to work with major stakeholders in Wembley, including the Stadium/FA and Quintain, and we will strongly encourage ever-closer working to realise the regeneration of all of Wembley.

The council has worked directly and successfully with architects such as Haworth Tomkins; AHMM; Alison Brooks, Mae, Maccreanor Lavington, Hopkins, dRMM, Feilden Clegg Bradley, Gort Scott, Loates Taylor Shannon and Lifschutz Davidson Sandilands. This is the calibre of architects we expect developers to use in Wembley.

We want to work with developers to think about the place they are creating and how this articulates the Vision for Wembley. This will include public art and temporary animation of empty sites and premises awaiting development.

We've worked with Meanwhile Space, The Architecture Foundation, Future City, The Decorators, The Meanwhile Foundation, The Big Local Trust and Architecture Zero Zero, and we expect to see practitioners of their expertise working in Wembley.

The opportunity for regeneration and growth at Wembley is considerable and clear to see.

There is also a rich and textured identity defined by stories of entertainment and sport, technological innovation and diversity, manifested through events, food, language, production and performance. By combining the opportunity with the identity, we have the chance to create somewhere amazing to live, work and visit.

Let's grasp it – we are open and waiting to hear from you.







# GET IN TOUCH

## TELL US ABOUT YOUR PLANS AND LET US TELL YOU ABOUT OURS

### Contact

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