A SPECTACULAR OPPORTUNITY
A BEACON OF SPORTING AND
ARCHITECTURAL EXCELLENCE
AN INTEGRAL AND EXCITING PIECE
OF URBAN LONDON
THE DESTINATION OF CHOICE
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A COMMUNITY FOCUS FOR BRENT
A NATIONAL, REGIONAL AND
LOCAL LEISURE DESTINATION
OUR VISION FOR
A NEW WEMBLEY
A PLACE THAT
CELEBRATES ITS DIVERSITY
UNPRECEDENTED LEVELS OF
PUBLIC ACCESS HIGH QUALITY
HOUSING FOR ALL BLURRING THE
BOUNDARIES OF PUBLIC AND
PRIVATE SPACE
A CULTURAL AND EDUCATIONAL
CENTRE A CENTRE FOR WORK
A PLACE WHERE PEOPLE ARE
PROUD TO LIVE AND EAGER
TO VISIT WITH EASY ACCESS
The regeneration of Wembley is central to Brent Council’s aspirations for the borough. We are determined that Wembley becomes a place of which the people of London and Brent can be truly proud. The new Wembley’s varied and high quality facilities will attract millions of visitors from across the country and beyond and will stimulate jobs and wealth across West London. Wembley will make an even greater contribution to London’s status as a World City.

Brent Council’s commitment to Wembley is a long-standing one. We have fought long and hard over many years to secure the National Stadium and we have been a pivotal and influential partner throughout this process. We are now determined to maximise the National Stadium’s impact as a catalyst for regeneration and are ready to seize this once-in-a-lifetime opportunity to regenerate the area.

We are proud that the nation’s new stadium has come to Brent and grateful to all those who have helped make this a reality. We are equally enthusiastic about what the future holds for Wembley and look forward to working with all our partners to build our vision for a new Wembley.

Councillor Ann John
Leader of Brent Council
November 2002
introduction

Wembley is already a special part of London with a particular place in the nation’s affections. Famous as the venue for England’s historic 1966 World Cup win, it will soon be home to a new National Stadium, placing Wembley at the very centre of the nation’s sporting endeavours. Wembley is a treasured part of our national culture and consciousness. It will be a vital component of any future Olympic and World Cup bids and a year round visitor destination in its own right.

The stadium’s largely industrial hinterland provides a rare opportunity for an ambitious regeneration programme within a strong and successful West London economy. Our vision is to provide a part of London that is visited by sports fans, tourists, business people and local residents alike. A fascinating world class visitor destination for a cosmopolitan world class city.

This document is about the Wembley of the future. It captures Brent Council’s aspirations and ambitions for Wembley and sets out the component parts of our vision. The delivery of this vision presents a challenge to the Council, our partners and developers. It’s up to us collectively to rise to this challenge and make the most of this opportunity to transform Wembley into one of the most thriving parts of our capital city.

Wembley 2020

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, and all in a contemporary, lively and distinctive setting.

The National Stadium is undoubtedly the landmark – a beacon of sporting and architectural excellence and the pinnacle of aspiration for sportsmen and women the world over. The London Convention Centre – the natural first choice for national and international conferencing - and a new purpose-built Wembley Arena will attract visitors from across the UK. A new civic building will be the centrepiece of the community - a place where local people can meet, learn, have fun and access the full range of public services.

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.

By 2020, Wembley will be a national and international destination, a key contributor to the London economy and the vibrant heart of the London Borough of Brent.
our core principles

Underpinning and running through our aspirations are a set of core principles:

**New Wembley** – We believe that the regeneration of Wembley is a SPECTACULAR OPPORTUNITY to transform fundamentally a 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.

**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 proposals 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. Wembley is and will remain a public transport destination. We want and expect business and residential premises to incorporate HIGH STANDARDS OF ENERGY EFFICIENCY.

**Brent’s Wembley** – Wembley will provide a focal point for Brent’s many communities. Local people will come here to work, meet, be entertained, rest, shop and access a whole range of important public services. It will be a place **WHERE PEOPLE ARE PROUD TO LIVE** and eager to visit.
The London Convention Centre

We are proposing a facility that will make a pivotal contribution to London, reinforcing its status as a World City for business. The Convention Centre will fill a crucial gap in London’s business portfolio by providing much-needed flexible conference and convention space for large capacity audiences (3,000 to 5,000) within easy distance of the city centre. Wembley provides the ideal location – an internationally recognised brand name, site availability, excellent transport connections to central London (with the scope for improved links to Heathrow) and a range of hotel, hospitality and entertainment facilities.

The New National Stadium

Construction has already begun on this landmark facility which will keep Wembley firmly embedded in world consciousness. The 90,000 capacity venue will be used for top-level football, athletics and rugby, and will play host to many prestigious sporting events. The Norman Foster design, incorporating a huge steel arch, will be visible across London and recognised the world over. The stadium is the centrepiece of our regeneration efforts and will stimulate the development of a range of sports and leisure facilities. A proportion of the income generated by the National Stadium will be used to support the provision of local sporting and cultural facilities.

A Centre for Work

Central to our ambitions is the proposition 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. The strategic significance of Wembley and Park Royal has been recognised by the Mayor of London and the London Development Agency. Brent Council will work closely with these and other players to create a wide range of employment opportunities, particularly for local people. There will be new job opportunities in hotels, catering, hospitality, entertainment and event management, commercial services and retail - to name but a few.
Successfully delivering this ambitious vision will 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, Transport for London, West London and neighbouring boroughs and other strategic partners (including the private, not-for-profit and voluntary / community sectors) to further the 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 (including SRB, PFI and European funds) 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 and property specialists, the team will provide a high quality learning campus and should become home to a major further or higher education establishment serving the wider London area.

**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 service providers.

**Thinking flexibly and imaginatively** about the boundaries of the regeneration area, in order to ensure the best possible solution 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 major venues 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.

The development of high quality housing for all social groups is a major strategic objective

Identifying appropriate partners to provide strategic and quality housing opportunities. The development of high quality housing for all social groups is a major strategic objective for Brent 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 development process.
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