

# TEMPORARY VARIATION TO EVENT CAP AT WEMBLEY STADIUM

Planning Summary | January 2017



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## Introduction

This Planning Summary explains an application submitted by Wembley National Stadium Limited ("WNSL") to temporarily increase the number of full capacity events at Wembley Stadium for the 2017-18 football season in order to accommodate Tottenham Hotspur Football Club ("THFC") during the redevelopment of their White Hart Lane Stadium.



## History of Wembley Stadium and the Event Cap

Wembley Stadium has become an iconic venue since opening in 2007, replacing the original, equally famous stadium. It is a landmark development which has played a very important role as a catalyst for wider regeneration and redevelopment across Brent. It brings in additional expenditure and income generation to the local area and has stimulated substantial levels of new employment through increased leisure, tourism and business activity.

When the new stadium was granted planning permission it was subject to a temporary 'event cap' that limits the number of full capacity events (up to 90,000 spectators) but now allows any number of events with up to 51,000 spectators. The event cap was intended to apply until various public transport and highway works had been completed. However, despite the delivery of significant improvements to Wembley Park Station and other transport infrastructure, the event cap remains in place a decade after the Stadium's opening due to Brent Council's decision not to proceed with certain infrastructure works.

## What is Proposed?

The application seeks to establish a temporary cap to accommodate up to an additional 31 THFC sporting events at Wembley Stadium between 1 August 2017 to 31 July 2018 where the available spectator capacity is increased from 51,000 to up to 90,000.

This would allow up to 36 full capacity THFC home games may be played at Wembley during the season with 5 of these accommodated under the existing event cap. In practice however, the number of games is dependent on progress within knockout competitions and whether fixtures are drawn to be played at home or away. In reality, based on recent averages, the total number of home games likely to be hosted at Wembley Stadium is expected to be in the region of 30.

The application also seeks the associated removal of a limit on temporary traffic management events (Condition 33), to enable effective event day travel planning.

## Assessment of Key Issues

The application is required to be assessed on its own merits against the prevailing planning policy. The assessment provided within the Planning Statement submitted alongside the application demonstrates that the proposals accord within planning policy and will not result in any unacceptable effects in terms of transport, noise and vibration and air quality impacts. In coming to these conclusions, the Planning Statement draws on the findings of the technical chapters within the Environmental Statement, which is also submitted alongside the application. Further detail is provided in both of these documents.

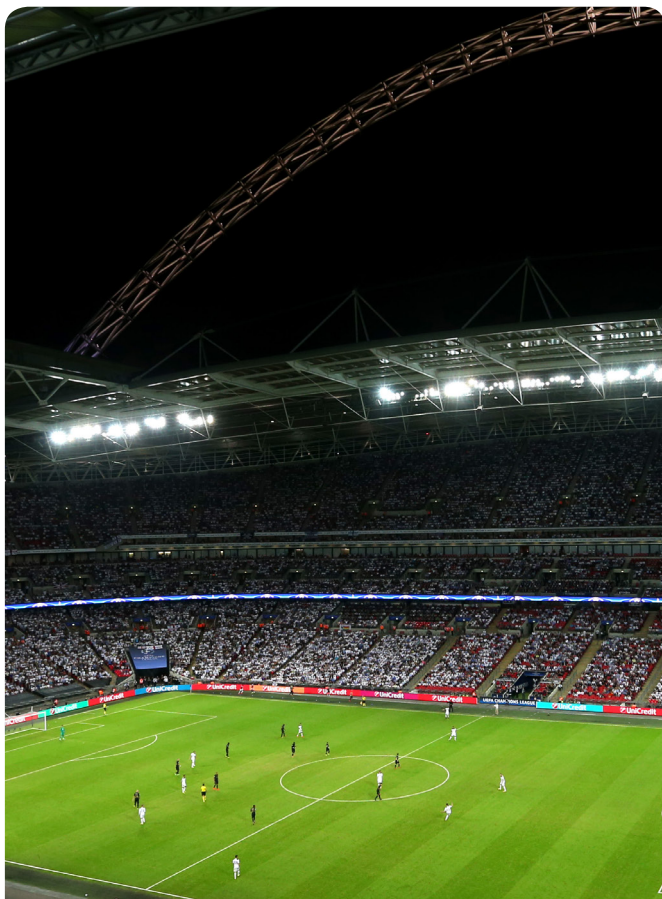


## Addressing Your Concerns

The FA, WNSL and THFC recognise their responsibility of ensuring that local residents and the wider community are a key consideration in the organisation of any events that take place at the Stadium.

As a result, a Statement of Community Engagement (“SCE”) is submitted as part of the application outlining the approach WNSL and THFC have taken towards consultation with residents so far, summarising the discussions held to date and setting out how they will consult further prior to the determination of the application.

Importantly, the SCE, in collaboration with the Planning Statement identifies the issues raised and describes how WNSL and THFC are seeking to address them.



## Benefits of the Proposals

The Stadium is wholly suitable to operate at full capacity as THFC's home ground for one football season. It is purpose built for holding such events in a sustainable location with a decade of experience in successfully running events, including recent THFC European fixtures. There is significant sustainable public transport infrastructure situated around the Stadium, which has been enhanced to enable it to operate efficiently on event days. WNSL and public transport operators work closely to promote sustainable transport solutions and maximise the efficiency of the network.

Holding major events at Wembley Stadium already delivers significant economic and social benefits to the local Wembley area and London as a whole. The Stadium currently directly employs around 4,000 people on the average event day. It is estimated that playing THFC games at full capacity will create an additional 31,000 event day catering and stewarding positions over the course of the season. In addition, this uplift would bring an additional £14.5m into the local economy through additional spending on food, drink and other ancillary items within the Wembley area.

The increase in the number of full capacity events hosted at the stadium will also see an additional investment to the local area through the WNSL Trust, which oversees the donation of 1% turnover from the stadium for community programmes. These programmes will be delivered in partnership with the Tottenham Hotspur Foundation.



## Combined Commitments

WNSL and THFC are committed to ensuring that all events are well run and that further initiatives and improvements are taken to better mitigate event day impacts on local residents and the wider community. These include:

1. A coordinated and comprehensive approach, in partnership with Brent Council, to ensure residents have greater awareness and knowledge of the full events calendar and the measures being taken to mitigate their impacts;
2. Funding an initiative with Brent Council and Quintain to shut down illegal car parks in the area;
3. Working with Brent Council and the Metropolitan Police to remove ticket touts;
4. Undertaking a Parking Signage Audit and to address any issues identified such as restoring or erecting additional event day controlled parking zones and variable messaging signage;
5. Event day traffic management overlays will be integrated into satellite navigation systems so that fewer vehicles will enter the local highway network during an event;
6. Introduce a traffic management scheme to create a crossing at Fulton Road to allow local residents and spectators to cross between the east and west of the stadium;
7. Deployment of THFC Stewards to enhance match day operations, providing supporters with familiarity and WNSL's operational team with greater resilience and awareness of the supporters attending;
8. Knowledge-sharing between THFC and WNSL; so that both understand THFC fan behaviour and potential issues and how Wembley Stadium operates on event days;
9. Engaging with the Metropolitan Police and the Dedicated Football Officer at Wembley;
10. Ongoing use of the THFC Safety and Security Team Text Service – a fan can anonymously alert the team to any issues in the Stadium;
11. THFC's Safety Officer and THFC Supporter Liaison and Community Relations Teams will be present at every discussion about THFC matches at Wembley;
12. THFC representatives will be in the Control Room on match days and be part of the Wembley Stadium Safety Advisory Group;
13. THFC will have representation on the Wembley Stadium Transport Operations Group, which is attended by transport operators and key stakeholders, including Brent Council;
14. Develop a THFC spectator communication plan, providing transport information to fans that strongly promotes public transport as the preferred and most efficient mode of travel;
15. Encouraging socially responsible behaviour through established supporter communication channels; and
16. Expansion of community engagement activity by the Tottenham Hotspur Foundation building on the success of the work already carried out this season.

## Conclusion

Wembley Stadium is entirely suitable to host THFC's home fixtures for one football season at full capacity. The application documentation that the proposal accords with all relevant planning policy and guidance. It will not result in unacceptable effects in terms of transport, noise and vibration and air quality impacts. Recognising the economic and cultural benefits that occur in the local area, planning permission can be reasonably granted.

## Commenting on the Application

Please submit any comments on the application to the London Borough of Brent, for the attention of **David Glover**.

**Comments can also be submitted online at:**  
[www.brent.gov.uk](http://www.brent.gov.uk)

Should you require any further information on the application, please contact:  
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