

48 NEW STEPS FOR THE COMMUNITY, ONE GIANT LEAP FOR WEMBLEY PARK

WEMBLEY PARK UNVEILS PROGRESS ON NEW OLYMPIC STEPS, DUE TO COMPLETE IN TIME FOR THE UEFA EUROPEAN CHAMPIONSHIPS

- Wembley Park unveils progress of the Olympic Steps and new public space the size of Wembley Stadium's football pitch
- Once complete, the 48 new steps, which are 40m wide, will replace the pedway ramps to form a fitting new entrance to the National Stadium from the iconic Olympic Way
- The project includes four new high-capacity lifts, capable of taking three wheelchairs each up to the Stadium concourse
- Olympic Way (known by football fans as 'Wembley Way') has been widened by 50%, programmable lighting has been introduced, ceremonial banners added and an avenue of 48 new trees from around the world has been planted
- The re-landscaped Olympic Way includes new shops, bars and restaurants, including BOXPARK Wembley, to dramatically enhance the experience for visitors, workers and residents at Wembley Park

Today, Wembley Park, one of Europe's largest and most exciting urban regeneration projects, unveils a new milestone in developer Quintain's major transformation of the iconic Olympic Way. The former ramps (commonly known as the pedway) that led to the Stadium concourse become the Olympic Steps and new public space is being unveiled, as the final touches are made to the completed steps.

Ten years in the making, the Olympic Steps project is the fulfilment of a long-held ambition for Quintain and Brent to replace the 1970s pedway that previously divided the east and west of the neighbourhood, with a new elegant entrance to the stadium and public space. The old pedway was constructed in the 1970's to provide pedestrian access to the stadium over an old coach park, that no longer exists.

The Olympic Steps mark the final addition to Quintain's major upgrade of Olympic Way and will deliver over 12,000 sqm of new, public space that will give visitors and residents a new area in the heart of Wembley Park, in which to enjoy the vibrant neighbourhood. The Steps, along with the wider works to Olympic Way, form an integral part of the significant transformation of Wembley Park from a place once only suitable for event days, into an exciting, 365-day creative district with a thriving local community.

The Olympic Steps are located at the southern end of Olympic Way, which runs from Wembley Park underground station to Wembley Stadium, and takes its name from the London 1948 Summer Olympics, which were held at the Empire Stadium and Empire Pool, which is now The SSE Arena, Wembley. Olympic Way has seen a major overhaul in recent years to Quintain's new design, including repaving, a 50% widening, the addition of a curated retail offering, the addition of ceremonial banners and an award-winning tree planting strategy.

In keeping with the '48' theme that celebrates the rich sporting and entertainment heritage of the area, the team at Wembley Park has thoughtfully selected 48 trees, planted in pairs along Olympic Way and representing all temperate zones of the world, creating an 'Avenue of Champion Trees'. The public realm surrounding the Olympic Steps will soon see the final trees of this collection planted.

The introduction of the new steps will dramatically enhance the experience for Wembley Park's residents, workers and visitors throughout the year. Once complete, the Olympic Steps and the public realm immediately surrounding them will provide the location for an array of benefits for Wembley Park's local community, including an increased programme of free events that enliven the neighbourhood throughout the year. In addition, a vast, sheltered undercroft area below the Olympic Steps landing will be bathed in natural light through 36 giant pavement lights and provide new space to host public events, such as covered markets and live performances. From the community parades of *Light Up The Night*, to the winter lights festival *Winterfest* and celebrity performances of *The Mayor of London's International Busking Day*, Olympic Way has played host to some of Wembley Park's most exciting and inclusive free events. The Olympic Steps will expand and enhance this public space, allowing for more memorable moments to take place in the heart of Wembley Park.

The Olympic Steps, which have been co-funded by Quintain and Brent, form part of a long-standing ambition by the parties to improve the area, whilst enhancing accessibility for all visitors to the National Stadium. In addition to the steps, 4 new high-capacity lifts have added from the street level to the stadium concourse.

Julian Tollast, Head of Masterplanning and Design at Quintain, says: *"The development of the Olympic Steps is a significant milestone in the transformation of Wembley Park. The old, outdated pedway represented the area's stark, '70s concrete past. Now, the new Olympic Steps will serve the community in ways that were not previously possible; the space will provide a location for everyone to sit, relax, and*

socialise, all whilst soaking in the atmosphere of the iconic destination. Guests will also enjoy live music, community events, markets, and great food and drink in this new, cultural pocket of Wembley Park.”

Liam Boylan, Wembley Stadium Director, said: “We are delighted to have worked closely with Quintain and Brent Council on the transformation of the entrance to our iconic venue. The Olympic Steps and surrounding public space provide a distinctive and inviting approach to Wembley Stadium, whilst four new lift shafts ensure that our venue remains fully accessible. These plans are more than a decade in the making, and we’re so pleased with the outcome. We’re looking forward to being able to welcome fans back to Wembley Park to experience and enjoy the Olympic Steps themselves in the near future.”

48 FACTS ABOUT THE 48 OLYMPIC STEPS:

Construction

1. The Olympic Steps will be completed by 10 June 2021
2. Quintain, the owner and developer of Wembley Park, is delivering the Olympic Steps, as part of its masterplan that delivers the London Borough of Brent’s Area Action Plan
3. There are 48 steps in total (4 flights of 12)
4. Each step is 40m wide
5. By removing the pedway, The Olympic Steps have liberated over 12,150 sqm of new public space at ground level – an area bigger than The SSE Arena, Wembley
6. The Summer Olympic Games after which Olympic Way was named was held in 1948; the Steps have also taken this Olympic name
7. 48 new trees have been planted in pairs along Olympic Way
8. The trees are a variety of species selected from the temperate zones around the world and benefit from specialist root containers providing the environment for them to thrive.
9. A site-wide tree planting strategy has been in place at Wembley Park since 2005. In 2017, it won the Trees and Development Award at the London Tree and Woodland Awards at City Hall.
10. The total cost of the steps, which includes the demolition of the Pedway and the construction of the new steps, is £39m. The project is co-funded by Quintain and Brent.
11. Dixon Jones, the architects for the Steps and Olympic Way, were also the architects behind Somerset House’s masterplan, the redesign of the Royal College of Music and The East Wing Project at the National Gallery
12. The project was given planning permission by Brent Council in 2018
13. Throughout the project Quintain has worked in collaboration with Brent Council and the FA, owners of Wembley Stadium
14. The Pedway was a monolithic 1970’s concrete ramp that predated the 2007 National Stadium and was built to bridge across the coach parking facilities underneath which no longer exist.
15. It was the final remnant of the old Wembley Stadium which was rebuilt in 2007 to become the iconic National Stadium we know today

16. 6,000 Tonnes of pedway concrete were removed and recycled during the demolition process
17. The Olympic Steps are due for completion in early June 2021, which means they will be ready for the UEFA Euro 2020 Championships
18. Quintain received unanimous planning consent for the removal of the Pedway in September 2018, however, plans have been in the pipeline for over a decade
19. No days of construction have been lost to lockdown
20. Brent Council is using Community Infrastructure Funding which is a development-related tax that must be used to provide the infrastructure that is required to support development in the Borough

Public Realm

21. The area of new public realm that the steps sit within is as big as the pitch inside Wembley Stadium
22. 10 new lampposts will have light a beacon on top, which can change colour and be programmed in a variety of rhythmic patterns to create light shows
23. Semi-translucent pavement lights will bathe the Olympic Steps undercroft with natural light, uniting the two new tiers of public space
24. The new steps will provide space for an increase in the programme of free, community events hosted throughout the year
25. The undercroft will provide covered space for events such as open-air markets and busking
26. The removal of the pedway allows for a significant extension to the recently transformed Olympic Way so it can meet Engineers Way, uniting the east and west of Wembley Park with an inviting, distinctive and accessible public space
27. Already home to The SSE Arena, Wembley, London's most iconic concert and events venue and Wembley Stadium, Wembley Park is building on its international reputation for music and sporting events and becoming a landmark destination with culture, entertainment and community at its heart
28. Wembley Park includes 4,500 new homes, shops, and places to work, as well as attractive public spaces, with parks and gardens, public squares and wide boulevards for locals and visitors alike to enjoy
29. When completed, nearly half of Wembley Park's 85-acre site will be open space
30. The new location will play a significant part for many of Wembley Park's future events, including providing the backdrop for Winterfest, the neighbourhood's immersive winter light trail
31. The steps, which can host outdoor performances, will perfectly complement the area's existing venues, such as the Troubadour Wembley Park Theatre or The SSE Arena, Wembley, as well as the National Stadium
32. Wembley Park is home to London Designer Outlet (LDO), which includes over 70 shops and restaurants with premium brands at discount prices, Amazon Fresh, BOXPARK Wembley, Fuller's White Horse Pub, Black Sheep Coffee, Bread Ahead, Pasta Remoli, Twenty3c, Chop-Chop London and MoreYoga studio. The destination also plays host to Wembley Park Market, a boutique

shopping experience that provides lifestyle, fashion, food, arts and crafts, health and wellness options to the area's discerning residents

Social Distancing

- 33. Site hoarding and increased wayfinding signage has been designed to allow social distancing to continue to take place across Wembley Park
- 34. The 40m wide new steps will allow for Wembley Park visitors to easily practice social distancing
- 35. Olympic Way (known by football fans as 'Wembley Way') has been widened by 50%

Accessibility and Health & Safety

- 36. The Olympic Steps will provide better access for the needs of older and disabled people with the introduction of four new lifts from ground level to the Wembley Stadium concourse
- 37. Each lift can take three wheelchairs, giving a total capacity of 12 wheelchairs at a time
- 38. During 2018, Quintain met and consulted with Level Playing Field, an organisation that promotes a positive, inclusive experience for disabled sports fans
- 39. A final design incorporating Steps and Lifts was chosen in compliance with The Green Guide
- 40. The steps have been designed to meet industry best practice and guidance alongside all relevant safety standards
- 41. A Crowd Movement Report has been prepared which sets out the design considerations concerning capacity and crowd flows and details how the steps maximise the safety of users
- 42. Rigorous testing , in conjunction with the FA, is taking place before the Olympic Steps are in regular use
- 43. Every consideration has been made to minimise disruption to Wembley Park's residents and visitors from the construction activity
- 44. Any lighting on the construction site has been positioned to avoid glare to nearby residential properties
- 45. A proportion of the construction of the steps is being carried out off-site and noise and vibration monitoring stations are in place in several locations which are closely monitored by contractors and the ENS team at Brent Council
- 46. Rigorous testing was carried out from balconies across the residential buildings deemed to be most affected by noise from the demolition
- 47. Given the busy events programme at the National Stadium in 2021, there is only a small window for this complex programme of work to be completed
- 48. The Olympic Steps have been designed to the standards of Green Guide to Safety at Sports Grounds

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For more information about Wembley Park and the Olympic Steps, please contact

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NOTES TO EDITORS

About Wembley Park

Wembley Park is a dynamic, creative district in North West London. Already home to The SSE Arena, Wembley, London's most iconic concert and events venue and Wembley Stadium, Wembley Park is building on its international reputation for music and sporting events and becoming a landmark destination with culture, entertainment and community at its heart. It includes homes, shops, and places to work, as well as attractive public spaces, with parks and gardens, public squares and wide boulevards for locals and visitors alike to enjoy. When completed, nearly half of the 85-acre site will be open space.

The neighbourhood continues to welcome innovative food, retail and leisure experiences, including Fuller's, The White Horse, Black Sheep Coffee, Bread Ahead, Pasta Remoli, Twenty3c, Chop-Chop London and MoreYoga studio. A unique shopping option, Wembley Park Market, combines lifestyle, fashion, food, arts and crafts, health and wellness, with a selection of pop-up boutiques offering the best in ethical fashion from local designers and craftspeople, as well as healthy frozen foods, confectionaries and pantry staples from independent traders. The presence of four hotels, and London Designer Outlet (LDO), which includes over 70 shops and restaurants with premium brands that offer 70 per cent off RRP, and BOXPARK Wembley, which has brought independent and established street food traders to the area, make Wembley Park an exceptional destination for culture, food and shopping.

Wembley Park is also home to Troubadour Wembley Park Theatre, a star cultural attraction inside the former Fountain Studios.