

JANUARY 2023

# WEMBLEY STADIUM CONNECTS

NEWSLETTER



# INTRODUCTION

## WELCOME TO THE FIRST EDITION OF WEMBLEY NEWS FOR 2023.

As you will see further on in this newsletter, last year was a particularly busy one for everyone here at the stadium. We hosted 35 high profile events throughout 2022 and saw more than 2.6 million people come through our doors.

We set new attendance records for the Women's EURO's, boxing and NFL. We also hosted a record-breaking number of music concerts, including an epic six-night run from Coldplay and five-nights of Ed Sheeran.

It was an incredible 12 months and a huge achievement, in what was the first year back for large-scale events following the Covid-19 pandemic. We look forward to putting on even more great events in 2023.

This year promises to be a special one for everyone connected to Wembley Stadium. It marks 100 years since the venue first opened to the public.

When Wembley first opened its doors for the 1923 FA Cup Final few could have predicted the legacy that was being set in motion. The stadium was originally built to be the centrepiece of the British Empire

Exhibition of 1924-25 – after that it was thought it would be knocked down because it was financially unviable.

Thankfully, it was saved. Local businessman, Arthur Elvin, paid £122,500 for the stadium and relied on Greyhound Racing to keep it afloat in its first few years. It would be the first in a long list of diverse sports and events that Wembley would host over the next 100 years.

Crucially, Elvin also retained the stadium's connection with the Football Association. The FA Cup Final would be played at Wembley every year from then on and England would have a new permanent home.

Although he might not have known it at the time, Elvin's vision would help secure a national landmark that would be home to some of the most historic and memorable moments of the last century.

Over the next 12 months we will celebrate that fact and look ahead to how we will ensure the legacy continues to create another 100 years of fantastic, history making defining moments.

## STADIUM NEWS



## WEMBLEY WELCOMES BACK RECORD-BREAKING CROWDS THROUGHOUT 2022

More than 2.6 million attended events at Wembley Stadium during 2022, in what was a record-breaking year for the venue.

The stadium hosted an incredible 35 events in the last 12 months including major football finals, heavyweight boxing bouts, an NFL fixture and sell out concerts from some of the biggest names on the globe.

Coldplay (six), Ed Sheeran (five) and Harry Styles (two) all performed multiple nights at Wembley over the summer. In total, the stadium hosted 16 major sell out music concerts with just over 1.3 million people attending.

There were record attendances for several events including the world heavy weight championship fight between Tyson Fury and Dillian Whyte (94,000), UEFA Women's EURO final (87,192) and NFL Jaguars v Broncos (86,215).

It was a welcome return to large scale events at Wembley following the Covid-19 pandemic which saw several live shows cancelled, or crowds limited, throughout 2020-2021.

Stadium Director Liam Boylan said: "After almost two years of relative inactivity, it was great to put on major events and see large crowds return once again."

## ANTI-SOCIAL BEHAVIOUR

WNSL fully supported Brent Council's recent application to extend the PSPO (Public Space Protection Order) across Wembley.

Additional enforcement of the PSPO was put in place last year following the anti-social activity which took place at the EURO 2021 final. More teams from Wembley, Brent Council and the Metropolitan Police were specifically deployed along Olympic Way and wider stadium footprint on event days to impose the 'no street drinking' order which forms part of the PSPO.

The operation proved very successful, with a noticeable drop off in the number of anti-social enforcement fines handed out as the year progressed. The order was due for renewal in 2023, but has now been extended for another three years. For more information visit [www.brent.gov.uk](http://www.brent.gov.uk)

## ALL INCLUSIVE STADIUM

Wembley Stadium now operates two multi-purpose sensory rooms - making it one of the most accessible and inclusive stadiums in the UK.

The rooms provide guests, who would ordinarily find the stadium experience challenging, with a safe and comfortable space to enjoy events and match-days. They include traditional sensory equipment alongside a stadium-first immersive solution to accommodate the widest range of access requirements.



# WEMBLEY TURNS 100

## THIS YEAR WEMBLEY STADIUM CELEBRATES ITS 100TH BIRTHDAY

Since it first opened its doors on Saturday April 28th 1923, Wembley has been home to some of the most historic and memorable moments of the last century.

From the famous white horse of the 1923 FA Cup Final to Bobby Moore lifting the World Cup in 1966, Freddie Mercury at Live Aid in 1985, through to Chloe Kelly's extra time winner in 2022 – Wembley has been at the centre of it all.

As part of this year's anniversary celebrations the nation is being encouraged to share their most memorable moments of the grand stadium.

We want people to share those moments with us and let us know why Wembley is so special to them. Follow @wembleystadium on Twitter and use the hashtag #Wembley100 or input your entry at [www.WembleyStadium.com](http://www.WembleyStadium.com)



In addition, we also want to hear from local residents who have an interesting story to tell about their relationship with Wembley Stadium. Maybe you or a family member worked at the stadium, or maybe the venue played a role in a significant moment in your life. Whatever the reason, feel free to drop your message to [paul.collins2@thefa.com](mailto:paul.collins2@thefa.com).

The stadium team will be marking the last 100 years of historical moments with other planned celebrations throughout 2023.



# COMMUNITY NEWS

## NEASDEN TEMPLE VISIT TO CELEBRATE DIWALI

FA employees joined community leaders at Neasden Temple last year to celebrate Diwali and the Hindu New Year. Dal Darroch (Head of EDI Strategic Programmes), Saira Mirza (Corporate Social Responsibility Manager) and James MacDougall (Head of Corporate Affairs) joined the community team for the celebration.

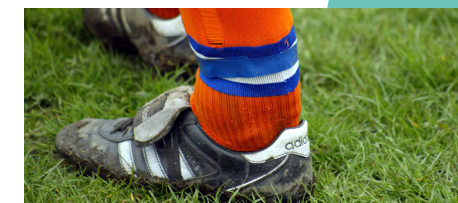


## YOUNG ECO HEROES PLANT 3,500 BULBS IN LOCAL WEMBLEY PARKS

Stadium staff and employees from our environmental partner Veolia UK, supported pupils from Oakington Manor Primary School with the planting of 3,500 spring-flowering bulbs in Sherrans Farm Open Space recently. It formed part of a programme of events to promote sustainable behaviour across the borough. The school also took part in an upcycling workshop which saw students use recycled materials from the stadium to create an innovative piece of artwork, which reminded them of the local area.

## BOOT BONANZA

Staff at Wembley Stadium have been donating their old pairs of football boots as part of a collaboration with UK based charity Charity Boots. All the boots will be cleaned, given brand new laces and donated to local grassroots clubs, schools and community groups in Brent.



## FOOD BANK BENEFITS FROM UNCLAIMED PROPERTY

With more than 2 million visitors through our doors last year there was, unsurprisingly, quite a haul of unclaimed lost property. Rather than bin it we donated it all to the Suffra Food Bank charity in North West London. Items included unclaimed coats, bags and blankets.



## MAKING DREAMS COME TRUE

Our work with grassroots clubs in the community saw junior members of the Wembley based Youngs FC and Jason Roberts Foundation presented with the opportunity to meet some of their heroes. They were selected to be player escorts for the two final international fixtures to take place at Wembley last year - England v Germany (men) and England v USA (women).



# TRAVEL NEWS

## CABLE REROUTING - SOUTH WAY

Construction work to install a permanent cable route between the Pink Car Park and Wembley Stadium is still ongoing. The investment in this permanent infrastructure will provide long-term benefits to Wembley Stadium and its broadcast requirements, and will minimise any future disruption to the local area.

The programme for the cable installation is separated into two main phases and we would like to thank you for your co-operation during this period.

### PHASE 1

WEDNESDAY 2ND NOVEMBER 2022 –  
MONDAY 23RD JANUARY 2023 (11.5 WEEKS)

Excavation, trenching and ducting of the cable route from East Gate to Pink Parking

### PHASE 2

TUESDAY 28TH FEBRUARY 2023 –  
WEDNESDAY 31ST MAY 2023 (13 WEEKS)

Cable pulling and cabinet installation at East Gate and Pink Parking

The following temporary highway arrangements will be in place during both phases of work:

- Temporary signal crossing for pedestrians on First Way / South Way;
- One lane of South Way open at all times to vehicular traffic; and
- Access to Popins Business Centre and Access Self Storage will be retained at all times.

All works are scheduled to take place between 08:00 and 18:00 Monday to Friday, with no weekend or overnight activity anticipated. Please contact [hello@blu-3.co.uk](mailto:hello@blu-3.co.uk) if you have any queries.

# EVENT DAY CLOSURES

To ensure the safe movement of pedestrians on events days, it is necessary to implement a series of road closures in and around Wembley Stadium.

The closures are coordinated between the Stadium and Brent Council. We would like to thank you for your co-operation during these periods and will continue to keep you updated prior to each event.

## ROAD CLOSURES ON EVENT DAYS AT WEMBLEY

### FULL CLOSURES

**South Way** (Wembley Hill Road to First Way from W-E)  
**Fulton Road**  
**Engineers Way**  
**Pacific Crescent**  
**Atlantic Crescent**

All full road closures are implemented 4 hours prior to KO / event start and removed 2 hours after the event end\*

\*some event day exceptions may apply

### OTHER ROAD CLOSURES

**Wembley Hill Road** - Closed in both directions between South Way and the Wembley Triangle 30 minutes before the event end until 2 hours post event.  
**Empire Way** - Closed southbound only between Wembley Park Drive and South Way from 30 minutes before event end until 2 hours post-event.  
**London Road** - Closed between Wembley High Road and Cecil Avenue from event start until 2 hours post-event.  
**Oakington Manor Drive** - Access for local residents only from 3 hours pre-event until 2 hours post-event.  
**Ecclestone Place** - closed from event start until 2 hours post-event.

# DIARY DATES

### FEB 2023

SUNDAY 26	Carabao Cup Final
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### MARCH 2023

SUNDAY 26	England v Ukraine
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### APRIL 2023

SUNDAY 2	Papa Johns Trophy Final
SATURDAY 22	FA Cup Semi-Final 1
SUNDAY 23	FA Cup Semi-Final 2

### MAY 2023

SATURDAY 13	Vanarama Play-Off Final
SUNDAY 14	Women’s FA Cup Final
SUNDAY 21	FA Vase & Trophy Final Day
SATURDAY 27	League 2 Play-Off Final
SUNDAY 28	League 1 Play-Off Final
MONDAY 29	Championship Play-Off Final

### JUNE 2023

SATURDAY 3	Men’s FA Cup Final
TUESDAY 13	Harry Styles
WEDNESDAY 14	Harry Styles
FRIDAY 16	Harry Styles
SATURDAY 17	Harry Styles

### JULY 2023

SATURDAY 1	Def Leppard & Motley Crue
SATURDAY 8	Blur
SUNDAY 9	Blur

# RESIDENTS DROP-IN SESSION

Representatives from Brent Council, local businesses and resident associations visited Wembley recently to chat with members of the stadium team.

The quarterly sessions are an opportunity for local community representatives to meet the team, provide feedback on previous events and be given news on any upcoming plans for the stadium so the information can be disseminated into the wider community.

Stadium Director Liam Boylan thanked those who attended for all their help and assistance over the last 12 months. Special praise was given to off-licences for their help in limiting alcohol sales on event days, which has had a positive effect on fan behaviour.

A vote was also taken on the best way to distribute free tickets when available for events. It was agreed to allocate tickets via resident associations with each ward receiving a set percentage of any tickets available. The next meeting will take place in March 2023.



