



# Transforming Wembley Park Through Cultural Placemaking

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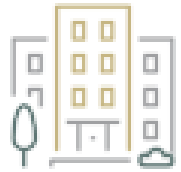




# Project Overview

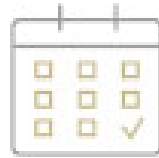
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Quintain's vision is to transform the 85-acre Wembley Park from what was once an unloved events destination into a thriving mixed-use neighbourhood.



## 8,500 Home Masterplan

of which 6,044 under  
Quintain Living BtR planning  
consent



## £2.8bn CapEx invested

to date. Once complete,  
Wembley Park will be the  
UK's largest BtR single-site



## New 7-Acre Public Park

the first in NW London in  
130 years



## 16.4m Visitors a Year

+18% on 2019

# Embedding Arts & Culture Into Policy & Development

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# Five Cultural Principles

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## New London Living

Involve people in the design and animation of their neighbourhood and link residents to surrounding communities.



## Communities

Provide creative projects & opportunities that bring people together and expand their horizons.



## Play

Create a high quality, creative and actively curated public realm that supports engagement, sports and play.



## Education & Training

Provide opportunities for learning, skills development & new ventures among local people.



## Performance

Reflect Wembley's history of 'big stages' by developing performance spaces and programmes.





# Case Studies



# BOXPARK Wembley

A vibrant hub blending performances and events, street food and cultural experiences.





# Troubadour Wembley Park Theatre

First new theatre in Brent in 40 years. Hosted National Theatre, Disney, Rambert productions. Now 'Starlight Auditorium'.





# Punchdrunk Enrichment

Punchdrunk's educational arm delivers immersive theatrical experiences, inspiring both learning and creativity.





# Fresh Arts

An Arts Council England (ACE) portfolio organisation and CIC, providing accessible arts programmes for young people.





# Second Floor Studios & Arts

Currently offering 26 affordable, long-term artist studios, with plans to expand and host over 80 local artists in purpose-built facilities.





# Wembley Park Art Trail

Transforming the area into an open-air canvas for local and international creative talent.





# Royal Philharmonic Orchestra

A new cultural anchor tenant to relocate its home to Wembley Park and collaborate on local outreach programmes.





# Brent London Borough of Culture 2020

Partnership between Quintain and Brent focused on embedding arts and culture into the regeneration of Wembley Park and the wider Borough.





# Samovar Space

A youth-focused public space, a Brent 2020 legacy project by LSE apprentices and Brent Blueprint Collective.





# In-House Curation

We play an ambitious and innovative role as creative producers, delivering original, impactful events that engage diverse audiences





# Community, Heritage, & Cultural Representation

Aiming to offer wide representation and  
celebrate Brent's rich heritage and diversity.







# Arts & Culture as a Key Tool in Build-to-Rent

Arts and culture build community, foster a deeper connection to the place, help residents feel at home and increase retention - essential for BtR success.



# Commercial & Long-term Benefits

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Key metrics used to measure the impact of arts and culture on growth and development.



82%

Perception  
Change - WP is a  
Welcoming Place

+18%

Footfall - TfL  
Exits vs 2019

81%

Resident  
Satisfaction

99%

Resident  
Occupancy

86

GRESB Score vs  
69 Peer Avg



# Community Benefits

Delivering value to the community through the provision of arts, culture, education and training.

1.4m

Social Value  
Contributions 2017-2022

2,071

Students Upskilled

20,000

Residents joined free  
classes

36

Net Promoter Score

1,000+

Artists and Creative  
Practitioners Supported  
2017-2024



Thoughts?  
**Questions?**

