

# This is now



#WembleyParkNow  
— Issue 01



Wembley Park is a globally famous entertainment district and 365-day neighbourhood. It features innovative start-ups and some of retail & leisure's most dynamic disruptors — with more on the way. Find out, in their own words, why it's time to visit this neighbourhood and destination.

This is **#WembleyParkNow**

# Masalchi

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at Troubadour Wembley Park Theatre

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# 20M

Projected annual visitors to Wembley Park.  
An increase of 15% on current 17M visitors a year\*

# 500k

sq ft retail & leisure space

# 20k

Residents in Wembley Park by 2027\*

# 42acre

Public realm and gardens stretching

# £328M

Potential annual retail spend  
(ahead of Camden, Victoria  
and Ealing Broadway)

# 15-min

neighbourhood

# 1.2M

No. of people living within a 20-minute  
journey time of Wembley Park

# +8k

Number of working population in Wembley Park by 2027\*

In conversation with

—

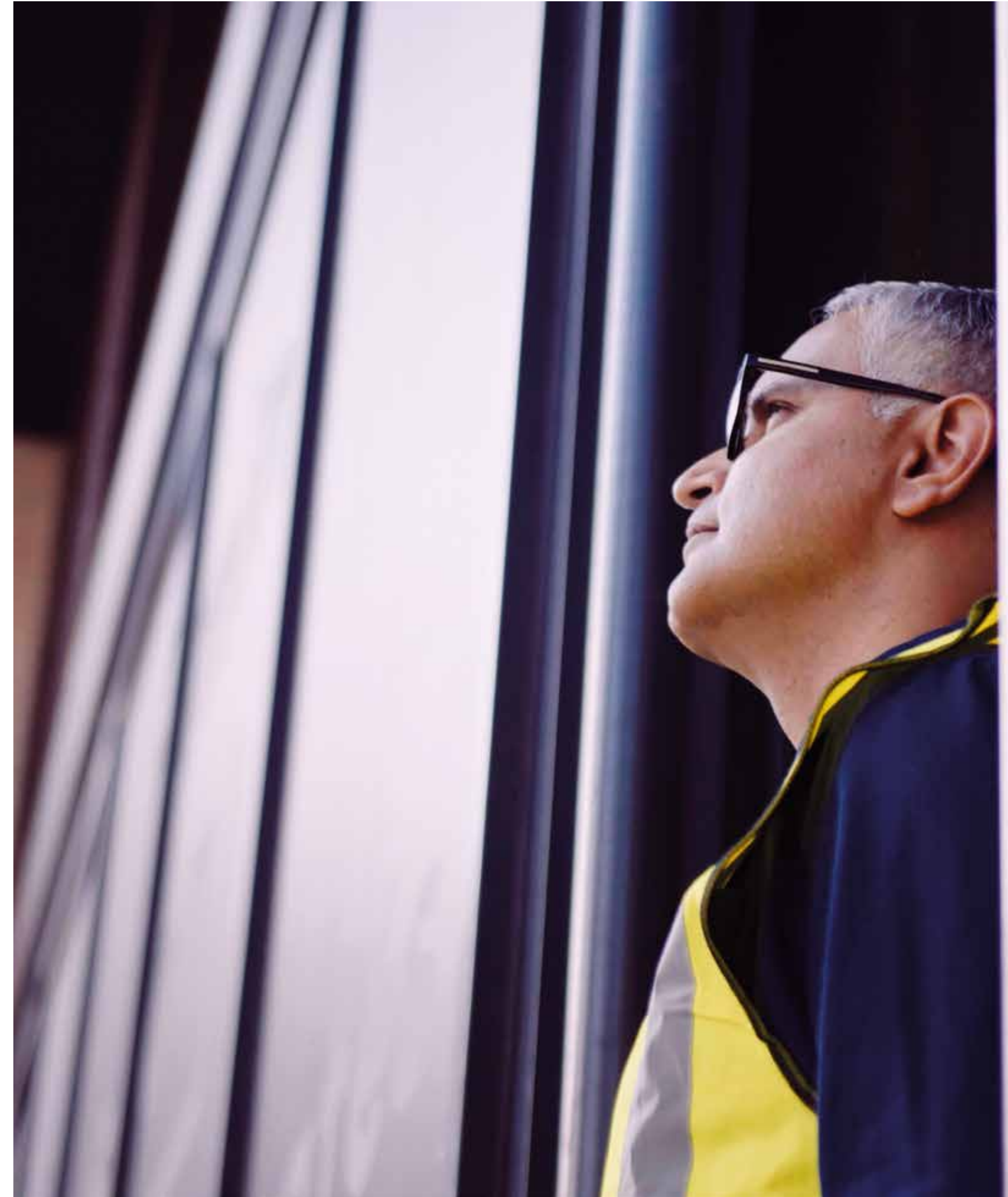
# Masala- -chi

## Atul Kochhar

TWICE MICHELIN-STARRED  
CHEF & RESTAURATEUR

Find out more:  
[wembleypark.com/how](http://wembleypark.com/how)

Email us:  
[retailenquiries@wembleypark.com](mailto:retailenquiries@wembleypark.com)



**“I'm so happy that I have the right site. Quintain has the right mindset, and the right kind of audience too. So this will rock.”**

**Can you introduce yourself and your new restaurant?** My name is Atul Kochhar. I'm a chef and restaurateur. I came to Wembley and wanted to open a restaurant here and met some lovely people from Quintain who offered me this site. I absolutely fell in love with it. I thought what a fantastic place it would be, especially as my football hero is Bobby Moore. Am sure he is looking over me, so nothing can go wrong.

**“I absolutely fell in love with it. I thought what a fantastic place it could be.”**

**Can you give us a bit of background as to how you got started?** My interest in cooking started from a very early age growing up in India. My family are from Jamshedpur which is Northern India, but I travelled all around the country picking up many different culinary techniques and cultures to give me a better understanding. I moved to the UK in 1994 and started at a restaurant called Tamarind. Gordon Ramsay was big. Jamie Oliver was doing amazing stuff. Marco Pierre White was still cooking.

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wembleypark.com/how

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**2x**

Michelin-starred chef

**No.1**

Flagship restaurant for Atul Kochhar's new concept

I walked into that era and I thought, “Okay, what do people really understand about Indian food?” To be honest, I was quite pleasantly surprised at how popular Indian food was. I could only make it better, so I started doing what I knew best. In 2001 I became the first Indian chef to get a Michelin star whilst I was at Tamarind. It was an amazing achievement. I think I didn't sleep for days afterwards. I had this grin on my face all the time. In 2003 I set up my own restaurant called Benares which earned me my second star in 2007. I continued on my journey opening several award winning restaurants and today my main focus is to continue the success of Atul Kochhar Restaurants and those restaurants associated with me.

Blending spices is my passion. At Masalchi, we are celebrating not only one Indian cuisine, but all the cuisines of India. That's a big difference, because you cannot put the whole country on one plate or a little subcontinent into one bowl. You've got to explore it and understand how the food is constructed. It will be casual. It will be loud. I think people are really in for a treat when we open the doors here.

**“I became the first Indian chef ever to get a Michelin-star”**

**What is the main opportunity for you here at Wembley Park?** My aim is to be able to reach out to more people, so I want this to be an everyday place, not one of those, “I'll go there for my celebration”. I want people to come here whenever they're hungry.

Masalchi celebrates the exotic abundance of India's spices with homely food in a relaxed and sociable setting. There are some humble vegetables, or humble cuts of meat produced in this country. I am championing those. When people talk about tomatoes and basil and olive oil, all those things, I think, yeah, great. How about carrots? How about cabbage? How about parsnips? We are a great country. We know how to grow these things really well. Potatoes... I should not forget those! There is so much produce that we should be proud of in this country, and I want to put them into good use. That's my way.

**“[Wembley Park] It's so vibrant, so beautiful... It's so diverse, so eclectic, so mixed up in a really good way.”**

**Now you're here at Wembley Park, what do you think?** It's so vibrant, so beautiful, and quite an exciting place. It's so diverse, so eclectic, so mixed up in a really good way. All of what Quintain has done here is just mind boggling. It's the perfect space.

I came up with this concept about five or six years ago but never had the courage or right opportunity to bring it to life. Seeing Wembley Park made me think that now is the time to be able to do it. Every concept needs the right kind of location. I'm so happy that I have the right site for it. Quintain has the right mindset, and the right kind of audience too. So this will rock.

**Are you looking forward to getting to know other retailers in the area?** There are lots of businesses and retailers which intrigue me. You have to admire others who have set themselves up. I admire Bread Ahead because my family were in that industry. I absolutely love sitting there and taking in the fermentation smell, and the bread. All of that is astonishing stuff for me. The bread school upstairs is just a dream come true. Being their neighbour is the best thing that could happen to me, so they are going to be my best friend. They don't know me yet but they've got a fan for life! There is something for everyone. We just bring a little bit more spice to the place!

**Have you got a favourite moment or a highlight of the journey so far?** You know, the happiest day was the day I signed the lease for this place. I had that Michelin-star feeling again and I couldn't stop grinning. I got it! I know that these places are so hard to come by. I consider myself incredibly lucky to get here. I can't wait until we open the doors.

**“All my life I never considered this place. I was so wrong.”**

**What's the one piece of advice you would want to share with other retailers about Wembley Park?** I would say that they should visit and experience it. Come as a tourist. All my life I never considered this place. I was so wrong. I've talked to various people and other chefs who have come here from time to time and they all say this is a quirky place and it's cool. Just hangout here, you will be wowed. If you miss out on a space, you'll be sorry that you did. ■

**Watch the full interview**



In conversation with



# Bread Ahead

**Matthew  
Jones**

FOUNDER & BAKER





# Largest

Bread Ahead bakery in London

# 2x

Baking school classrooms

# 400

People a week attend our baking school

**Can you give us a bit of background into how you started?** I left school when I was 15 years old, and the only thing I ever wanted to do was to become a chef and learn to cook. I loved everything about it. I loved the food. I loved all the preparation. The mess. The cleaning. I just loved it as an industry and I was right in the thick of it.

Back in 1989, I was working as a chef in Tunbridge Wells and slowly, I graduated towards pastry. It felt like it was a natural progression for me. After 15 years working with the likes of Simpson Hopkinson, Phil Howard and John Torode and working in the 2 Michelin-starred, Gidleigh park hotel, I got a job in Mezzo — the Conran restaurant on Wardour Street. The London food scene was going from strength to strength at that time. It was incredible. It was while I was running their bakery that I made the decision to open my own business. I was determined, I was 29, and I just did it. I found a disused bakery and opened up. Simple as that really. It does sound a bit rock and roll now when I think about it!

The baking scene was really different back then. I mean, it was a very underdeveloped scene at that time. I was one of the first traders in Borough Market. There was myself, Ginger Pig, Neal's Yard Dairy, Monmouth... that was about it I think. As we all know now, it just blossomed and over the next 20 years the whole of London just went nuts over food.

**Could you tell me a little bit more about your specific role?** I come to Wembley Park at least twice a week. I'm really lucky to have a very good team here. My head baker, Thierry, is a French expert on sourdough. We've got Zanna who runs the front of house and keeps everybody in line.

My role in the business is that I'm all about delivering the food experiences and creating those magical little moments. That's what I do. That's what I love. Seeing the bread come out of the oven. It's very satisfying. As we're talking, the opening up of the oven just caught my eye over there. It's one of those things if you're a baker, that will always draw you in.

## “No-one is an island at Wembley Park.”

**How did you arrive here, in Wembley Park?** Our first Bread Ahead opened in 2013. Next, we opened in Borough Market. That became our central bakery and school education centre, where we teach and bake and we sell wholesale. Very quickly, we got really busy in those locations and expanded our offer really fast. So we needed another space. As we were snooping around London, we naturally started talking to various landlords, and along came Quintain. Our first thought was, “Aha! They potentially have a really big space...” They got to know our business and understood what we needed. They helped us to combine three units together. I absolutely love this space. We're very fortunate to get this amount of space in such a prime location in London.

We opened three weeks before the pandemic so our timing was so bad on this particular occasion. Nonetheless, thanks to Quintain's help, we still went ahead. One of the inspiring things behind this bakery is putting a restaurant and a bakery in the same room. I spent a lot of time in the United States looking at their bakeries — modern funky bakeries — and loved their fusion between restaurant and bakery. That's what Bread Ahead is all about.

Sitting here right now, it's very hard not to smell the fantastic aroma of fresh bread. Our bakers are baking the bread, and our customers are eating it right here, as fresh as you can get. We just had to create this concept, so Wembley Park was perfect. I was on the phone to another retailer around here just a minute ago, and he's looking at doing some corporate entertaining. I always pop into BOXPARK as I know the guys in there too. No-one is an island at Wembley Park.

## “We've got a big 200 cover restaurant, plus more seating outside. Then we've got our 5,000 sq ft bakery.”

**Can you talk us through the main things that you offer?** There are three main elements to the bakery; We've got a big 200 cover restaurant, plus more seating outside. Then we've got our 5,000 sq ft bakery. That's where we do all of our sourdough production. Then upstairs, on the mezzanine, we've got two classrooms where we teach anything up to 400 people a week. There's a lot going on.

**Who are your customers? Where are they coming from?** At Wembley Park we have a real mixed bag, and I quite like that actually. On football days, we've got the footy boys who come in for burgers and beer for breakfast — a nice early

start for them! It sounds bad, but it's great actually. They're always well-behaved and don't cause trouble. Then we've got the locals who can be anyone. You've got all these big residential developments here, and there are a lot of students in the area too.

**Is the same for your staff?** We attract local people the most — from Wembley and the whole of North London. There's a good talent of local people in the area, which is pretty handy.

## “If you can see the raw honesty of what people are doing here, the community of residents and the friendliness of retailers, you're much more encouraged to get involved with it.”

**Good places around for breaks/lunch?** Everything here is nice, green and handy. You've got lots of lovely little parks behind us and great transport links too. We're literally two minutes to the nearest tube station, and then you can zip down to Bond Street in 10 minutes. I mean, I just came here from Borough Market this morning which took 35 minutes. It's so quick.

**What would be your bit of advice for other retailers thinking about Wembley Park?** I always think that it's really good to have a mixture of retailers in one location. I just advise other retailers to come and have a look at what we're doing here and what Quintain is doing. Because if you can see the raw honesty of what people are doing, the community of residents and the friendliness of retailers, you're much more encouraged to get involved with it. For a customer, Wembley Park is much more than just a purchase.

**What's next for you as a business?** Well, our plan is to open more places in and around London. Yes, we're on a mission to look for and open more shops in central London... but also other residential pockets of London. Wembley Park has spurred this on for us. It's shown us that not everything is about being central.

One example is that Wembley Park is really accessible for suppliers, or even small things like a plumber coming in. It's really well placed and accessible. ■

Watch the full interview



## “We're very fortunate to get this amount of space in such a prime location in London.”



From cafés to concerts and global fashion brands to international sporting competitions, Wembley Park caters to the everyday and the exceptional. One of London's most exciting places to eat, drink, shop and play features innovative independents alongside some of retail and fashion's biggest names. Whether visiting for a day (or night) or spending a lifetime, there's something here for everyone.



### Wemba's Dream

A day-long performance festival, produced in collaboration with Wembley Park's new cultural anchor tenant, the Royal Philharmonic Orchestra.



### Wembley Stadium

Events, from some of music's biggest names like Ed Sheeran and the Spice Girls to the UK's (and world's) biggest sporting events including the FA Cup Final.

Find out more:  
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# Be in the heart of



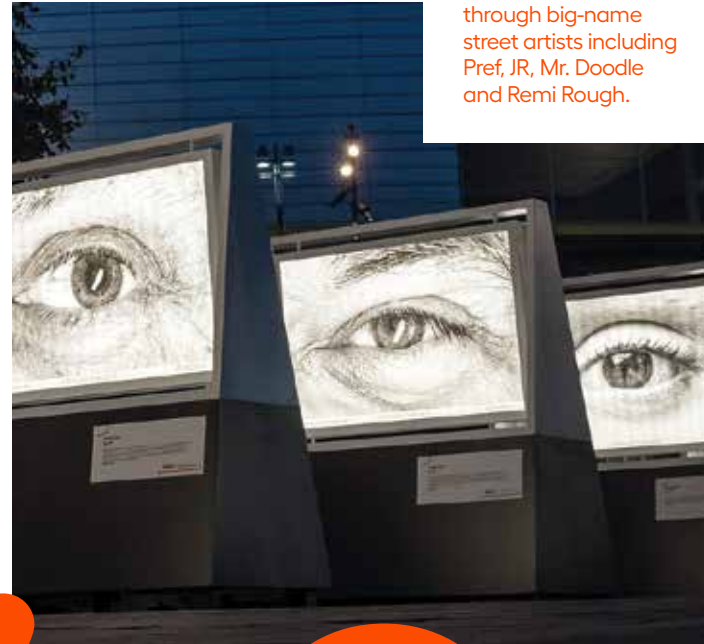
#WembleyParkNow

“There’s a neighbourhood in London that’s been making quite a lot of noise recently: **Wembley Park**. With the arrival of a massive new food hall and an impressive new theatre, this corner of North West London has become one of the most talked about hotspots in the city.”

— Metro

### Wembley Park Art Trail

Wembley Park is home to an ever-growing collection of public art, drawing interest from visitors and press through big-name street artists including Pref, JR, Mr. Doodle and Remi Rough.



### BOXPARK Wembley

Hundreds of events each year, from England football fan zones to quiz nights.



### International Busking Day

Wembley Park hosts the yearly International Busking Day, a free music and street entertainment festival supported by the Mayor of London, featuring artists of the calibre of KT Tunstall, Nile Rodgers and Noisettes.

# What's On

“Fresh arrivals have given Wembley Park a new cultural feel.”

— Evening Standard



### Summer of Play

Free events every summer, including Wembley Park Live and the ever-popular Summer on Screen



### The SSE Arena, Wembley

London’s second largest indoor arena. Recent events have included Anne Marie, comedian John Bishop, and RuPaul’s Drag Race World Tour.

### London Borough of Culture

As Principal Sponsor for Brent’s year as the Mayor of London’s Borough of Culture, Wembley Park has firmly established itself as North West London’s cultural capital.



### Winterfest

London’s tallest LED Christmas tree and other high-impact installations, in one of London’s most popular lights festivals.



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Email us:  
retailenquiries@wembleypark.com

Get the latest What's On —





MINS FROM WEMBLEY STADIUM

**9 Marylebone**



MINS FROM WEMBLEY PARK

- 7 Finchley Rd.**
- 10 West Hampstead**
- 12 Baker St**
- 18 Bond St**
- 19 King's X**
- 21 Waterloo**
- 27 Liverpool St.**



**2,500 parking spaces on-site**

Source: tfl.co.uk

In conversation with

—

# Chop Chop

**Kaye  
Sotomi**

FOUNDER



**“Wembley Park is going to be our best location, period.”**

**So why be a retailer at Wembley Park?**

Oh man, I'm just so excited about this place. There's so much growth happening! I mean, Wembley Park is not at full capacity, but there are a lot more locals coming in and it has that community feel and connectivity about it. I really like the fact that there are individual and unfamiliar retailers that you can come to discover and learn more about. You don't have to go to specific places to find everything you need — it's all here which is fantastic. It's also a refreshing thing for the Wembley area as well. I really think that upping the area, is one of the jewels of why we're here.

I'm super excited about the future because I also believe that Wembley Park is going to be our best location, period. Honestly, I can't say how amazing Quintain has been in terms of supporting us through Covid. It's such an important partnership that really connects with and understands small businesses. They've given us the leeway and the support from marketing to rent with helpful breaks and things like that. They just have an understanding that this is all about protecting and helping the 'retail community' at Wembley Park — and that we have to overcome this together. That is such a refreshing position to have for us as a retailer.

**Is it true that you persuaded some of your friends to move to Wembley Park?** I didn't have to. I didn't tell them anything to be honest with you. They came and then the place sold itself really. My friend Emily, in her late 20s, a young professional, wanted to move into a new area. She saw an apartment that was fully furnished, which is great. For her, she didn't have to think about all those things individually. It's a fantastic place to live and work. Super accessible to central London, with two stops and you're at Baker Street. You're right in the heart of North West London.

Emily was just absolutely astounded at the change that this place has had over the years. She's a celebrity stylist so back in the day, she used to join film shoots at The SSE Arena, Wembley whenever the TV shows came up. She used to come here straight off the train, put her head down and walk to where she was going, and that was it. Then after not visiting for a while, she came back and was totally shocked, “Oh my word, this is incredible.”

One of the barbers who I work with is Italian. His team won the European Championship here recently and although he was back home while the final was being played, he was saying to his family how he walks here every day and sees that stadium. That same stadium where his Italian team won the European Cup! It's a wonderful vibe and energy. Real pride, you know.

**Where are your customers coming from?**

We have a lot of local residents coming in. It's so easy and convenient for them to be able to visit into a beautiful shop like ours! So yeah, for locals or anyone, it's all hunky dory here.

**“...why we do this as a retailer. It's for people, right? I'm a people person.”**

**What's your best bit of the journey so far?**

Oh, man! There's been many highlights... It's been very, very hard to survive a pandemic. That I guess, is a highlight in itself to be honest with you. You know, I say that we're very fortunate to still be here. The landlord was a massive help and it's a wonderful thing to still be here and still have a lot of work to do. But I would honestly say that one of the most amazing highlights is the reason why we do this as a retailer. It's for people, right? I'm a people person. The reason why we do anything is for how we're perceived, to make an impact on people, and improve their lives. I do mean both the people that work here and also our customers too.

**“I really like the fact that there are individual and unfamiliar retailers that you can come to discover”**

Women in general, but specifically black women, come in with their friends who are black, mixed race or white, and they come in together as friends. They all say the same thing, “Oh, my God. Can you believe that we can all sit down in the salon and get a haircut together”. We've had women cry, literally tear up about being able to spend time together again. And I'm like, this is incredible. We've had boyfriends and girlfriends, husbands and wives, sit down and spend time together. Away from their busy life schedules. Together.

We're a mini community within a bigger Wembley Park community. So I think that's the highlight for me, is the stories and the joy it brings to people.

**“We're a mini community within a bigger Wembley Park community.”**

**What's the one thing you would love to say to other retailers?** If you're a retailer, and if you're possibly looking to come to Wembley... The first thing is that you better be good at what you do. Don't come here and cramp our style! But seriously, I think if you don't get in early to this place, you're missing out. The Wembley Park boat will leave and then you'll only be able to watch from a distance. It's a beautiful journey getting to be here. I think there's so much growth that has happened and still will happen. It's already become a wonderful retail community and residential community too. It's so diverse, eclectic and really representative of what the cosmopolitan city of London looks and feels like. You have a partnership with a landlord that actually cares about your business and where you're going, rather than, “It's the end of the month. Where's my rent?”

As retailers we all give each other discounts. We all know each other's names and they all support each other. The guys from Pasta Romoli come here. The guys from the bike shop come here. The guys from Black Sheep come here, and we also go there for coffee too. It's a beautiful thing. You come in as a new retailer, and it really does feel like a community which is awesome. I'm looking forward to seeing more of that happening over the coming months and years, and yeah, we'll definitely be here for at least another 10 years, if not more. ■



**“...you better be good at what you do. Don't come here and cramp our style!”**

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Email us:  
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Watch the full interview





In conversation with



# Black Sheep

**Nick  
Harrison**

GENERAL MANAGER

“50 coffees in one hour to 90,000 people in the space of a couple of grinds”

Watch the full interview



**Can you tell us a little bit about what you do here?** We are a specialty coffee brand. We consist of a management team, and then a mixture of baristas, and bartenders. We cater for the local area, people travelling into the city, and offer them a speciality type of coffee. Then, later at night we turn into a cocktail bar and offer wines, beers, and spirits as well. There's sandwiches and pastries too. I oversee everything in a roundabout way, leading the team, and making sure everyone is caffeinated and happy.

“From 6.31am onwards there's a steady flow of people coming in to get caffeinated”

**Can you talk us through the setup that you've got here?** Our day starts around 6am. First things first, we start baking the pastries fresh for 6.30 open. Again, the signature we're most proud of here is our coffee, so you have our barista team who will set up the grinders and the machines for the day. We make sure that the machines are working thoroughly, check the quality and test them which is vital in the morning. We'll test the coffee beans too. Making sure the product that we're selling passes our highest standards. From 6.31am onwards there's a pretty steady flow of people coming in to get caffeinated or to get hydrated and to start their day with us. It's good to be part of their day. It's good to feel part of people's morning ritual. You see the same faces. You can set your watch to some people.

**Where do your staff come in from?** The majority of our staff live locally. We have a couple of guys coming from central

London, but it is not too far for the Metropolitan line or Jubilee line to head in. We open exceptionally early so that's a shock to the system for anyone. But the Jubilee and Metropolitan lines are easy. Easy lines and an easy way to get here.

**Do people tend to hang about in Wembley or scoot back central?** You can do both. Like I said, a lot of our guys live locally so we'll go for a drink together when the working week is done. Yeah, you can get central if you want, but you don't really need to leave Wembley Park. We have everything here.

**What do you love about being at Wembley Park?** Me personally? I've only been based here at Wembley for a short while. Wembley is great. I mean we're in the shadow of the world famous Wembley arches. Opening up out of Covid, we walked straight into the European Football Championships, so there's not too many places that can go from doing 50 coffees in one hour to 90,000 in the space of a couple of grinds. So for me personally, the highlight of being in this area is being so close to the national stadium for sure.

**Who's coming through the door?** Wembley is a relatively new and upcoming area. There are a lot of new flats and offices going up. The early opening is very early. Those customers are predominantly the builders and the construction workers, who are coming in to get their energy for the day. As the day progresses we have students from the local universities, tourists, shoppers, and lots of Wembley locals. Wembley Park can take you into Baker Street very quickly, so you get a lot of City workers. We get so many people going into central London, and coming back from central London. Wembley Park ticks so many boxes for us, so we need to provide an excellent dose of caffeine in return.

Everyone always needs coffee at work, so all the other retailers pop in here. The security staff and bartenders from

2nd

Site opening in Wembley Park, just two years after its first

No.1

Performing location in London

BOXPARK or local staff from hotels or restaurants. They'll come in and grab a coffee on their shifts. Likewise, when we get hungry, we pop out too if we don't fancy the things that we serve everyday. So you're so lucky in Wembley. You've got loads of nice restaurants and interesting stuff around. You're one minute from getting everything from your local fast food to a nice sort of Italian takeaway. Everything is on your doorstep, quite literally.

“As the day progresses we have students from the local universities, tourists, shoppers, and lots of Wembley locals”

**So, it's gone quite well at Wembley Park?** Oh yeah. We've been fortunate enough to do really well coming out of lockdown — thanks to Quintain's help too. We're opening a second site just a little bit further towards the Stadium, so for us it's great to have two sites in the area. The majority of our sites are in central London, so we jumped at the chance to have the opportunity of another site. Come and join us!

**What's your one piece of advice for other retailers?** I would say get in now and enjoy the growth. Just over the past week, they've finished the offices just over my shoulder here, and you're seeing lots of businesses coming to the area. If you're in whilst it's growing, it's such a nice community here. Everyone's getting to know each other. There are communication groups on social media and we all feel part of a retail community. You do feel part of something. It's not like you're walking into something that's already established, you're part of building something amazing, which for us, is nice to be part of the growth of an area. The only way is up really for Wembley, I'd say.

“...get in now and enjoy the growth.”

**What is your favourite moment so far?** No-brainer. A super, super easy answer: The Euros. It was amazing. Obviously, as an Englishman, England did very well and got to the final so it was like a party atmosphere down Wembley Way. That feeling of being proud of your country, and the togetherness of being a bit patriotic was special fresh out of a lockdown. I think that was really important not only for everyone, but for the nation and the country. It was good to be part of it and I guess that's what Wembley Park offers — you get the opportunity to tap into historic moments like that. Nowhere else can offer that. ■



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In conversation with

—

**EQL**

**Fitne—**

**—SS**

**Sarah  
Molloy**

**HEAD OF COMMUNITY  
AND FITNESS COACH**

# “Wembley Park just has that phenomenal feel to it, doesn't it?”

**Can you tell us who you are and what you do?** Hi, I'm Sarah Molloy. I'm one of the coaches here at CrossFit. I coach all the classes CrossFit, weightlifting, and sweat classes. I also work with the members too, so a lot of what I do is face-to-face. I bring in new joiners and love starting them off on their amazing journey. So yeah, I do lots actually! A completely diverse list of roles that are nicely integrated into the business side of things... but I never forget the classes I coach.

**“We've got such a big, amazing local community and it's just overflowing.”**

**What is it that brought you to CrossFit?** So first off, it was probably my personal passion for fitness. I started my fitness journey young and it really helped me both physically and mentally. From then on, I realised what I wanted to do was to help others do the same. So I started my career training friends and family, and once I'd done that for a while I became a personal trainer working on boot camps... and now I'm here as a CrossFit coach.

**So how has everything been at CrossFit over the last couple of years?** Well, I've been here since the beginning of the business. I knew Mike before we even opened, so we just clicked instantly.

Even at the beginning we were at 30% capacity and 150 members before we even opened the doors. Since then we've just grown and grown. I really put that down to the coaches obviously... and the

space is amazing... and working with the community. That was what we wanted to do as a retailer from day one — was to build this awesome community where everyone felt like this was their second home. Now we're at maximum capacity. We have new members coming in all the time and at one point, we had a bit of a waiting list. We're very fortunate as well that we maintained our members over lockdown because of video classes. We've got such a big, amazing local community and it's just overflowing.

**“That was what we wanted to do as a retailer from day one — to build this awesome community where everyone felt like this was their second home.”**

**What is it that you're looking forward to with the move to Wembley Park?** It's amazing being in Putney and obviously we're quite central in London, but Wembley Park just has that phenomenal feel to it, doesn't it? Wembley itself is just so iconic with sport, so as a fitness community and a fitness business, it's absolutely perfect. We already know there's the football side of it, but there is so much more here. I really feel like everyone internationally knows where Wembley is and what Wembley is about. We're really lucky to be able to have a business here. Everyone's looking forward to being in such an iconic site. So yeah, we can't wait to be part of that awesomeness!

**What's the plan for Wembley?** I feel like at Wembley Park we have such a diverse membership base. Putney is quite young and vibrant, but here it's such a wider mix. It's so great to have lots and lots of young people and we're also now bringing in some older people to the gym. We have CrossFit kids classes for the little ones too, the minis. There are lots of teenagers in and around Wembley as well, so our plan is to have many different forms of fitness at Wembley Park, and a variety of classes that will mean we get a variety of members. That's exactly why we're here and why Wembley Park appeals. There's no cookie cutter approach to fitness — everyone has an individual journey. We want to provide fitness for everyone.

**What's the one word of advice for like-minded businesses?** My advice to other businesses would be to think big. We opened Putney two years ago, and at that time the space seemed huge. But Wembley is about three times the size. So yeah, think big. Always expanding, always getting bigger as a business.

**“We chose Wembley Park because of its reputation nationally and internationally.”**

That's just spatially though. We chose Wembley Park because of its reputation nationally and internationally as well. Putney is diverse, but then there's Wembley, which is just off the scale. We're actually hoping other sports retailers join us here too. I'm sure that together we can all keep Wembley on the map as an iconic London location.

**“Putney is diverse, but then there's Wembley, which is just off the scale.”**

**What are you personally looking forward to happening at Wembley Park?** I think as soon as I spoke to the guys about it, it was, “Yeah. No-brainer!”. I think it really is the location. Obviously, it's a big sporting hub, but for the gym it's going to be amazing to have such a big space. That allows us to be able to offer all the different types of fitness, classes and welcome so many more members as well. That's probably the most exciting thing for me.

**What's the best part of the journey?** Definitely meeting our members. 'People' would definitely be the best part. Also getting really excited about new plans in Wembley of course. Exciting things to come! ■

**Watch the full interview**



In conversation with



# Studio - ative

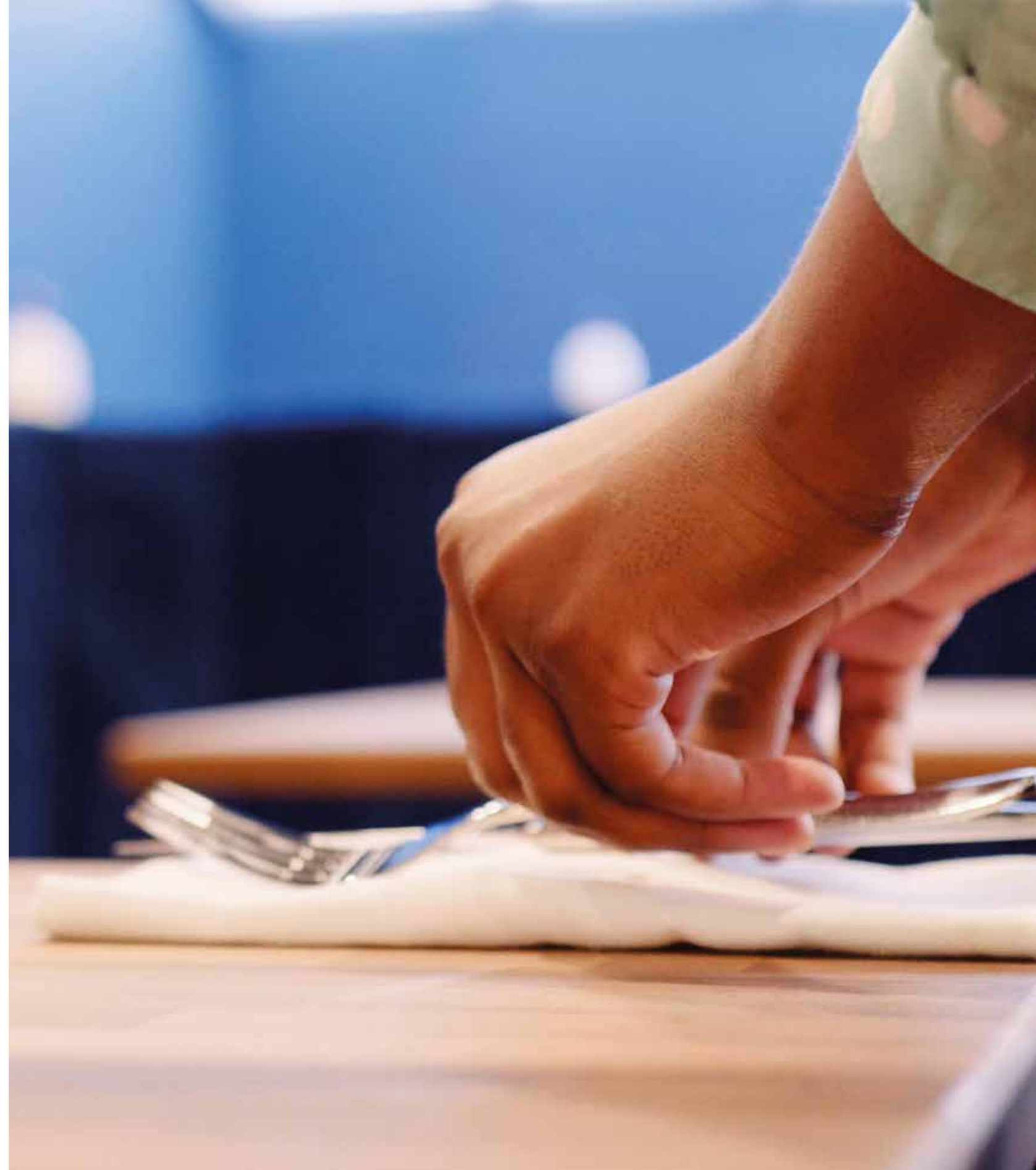
at Troubadour Wembley Park Theatre

**Rob  
Wade**

CATERING DIRECTOR

Find out more:  
[wembleypark.com/how](http://wembleypark.com/how)

Email us:  
[retailenquiries@wembleypark.com](mailto:retailenquiries@wembleypark.com)





Visitors a year, The Troubadour Wembley Park Theatre is expected to draw between

**200k–  
360k**

Shows include:

**The Curious Incident of the Dog In The Night-Time, War Horse, Fame**

**Who are you? What do you do here?!**

My name is Rob Wade. I am the Catering Director for Troubadour Theatres. I oversee this restaurant, but we have a very capable catering manager and team who look after it on a day-to-day basis.

**Tell us a little bit more about this Wembley Park site that you've got and what your role is within it?**

Sure. So my role here is really dealing with clients, helping to design the restaurant, build the kitchen, and employ the initial team here. I do the menus, check suppliers, and that sort of thing. None of the particularly glamorous stuff!

**You talked about hiring. How do you find that around Wembley Park?**

That's a good question actually, as it really highlights the value of Wembley Park. First we hired Ronald, our Head Chef. Ronald was key because he knew people in the area who were kitchen-trained and incredibly talented. He knows the local community and it's quite rare to have exactly what we needed on our doorstep. The area made our hiring really easy. Most of them live two or five minutes away which is incredible.

**"It's quite rare to have exactly what we needed on our doorstep."**

**Can you talk us through the process of setting up business here at Wembley Park?**

So I was brought on board while this was still a shell. It was totally undecorated. There was no kitchen. What we did have was a theatre and film studio, so we designed everything

to feel like a jazz club. At midnight, after a show, we serve cocktails, the lights are down. It's a very intimate kind of feel.

The concept for the food follows that intimate feel... comforting British food, but also taking influences from around the world. It's because we're theatre too. I was inspired to make everyone find the food engaging and exciting but not excessively challenging.

**Who are you getting through the door?**

We get everyone through the door. We had Fame in the theatre last year so there were lots of teenagers with their parents. But then we had Warhorse, and that appealed to absolutely everyone because it's a huge National Theatre production.

Because we're so close to central London time wise — 10 minutes on the tube, we get anyone who would go to a central London theatre. The way we greet people, the way we look after people is very personal. And what we've created here with this idea that going to theatre doesn't need to be a pain — where you separately book a restaurant, you separately have to find somewhere to have a drink — we offer the whole experience. I know it sounds silly, but some central London theatres only have three toilets, so you're not going to be able to get a drink in the interval, relax, and enjoy it. Whereas here, we've got everything connected, so much room, 50 toilets I think!

**"...there's always something fun going on."**

**What do you think are the main differences between having a stand-alone restaurant and one attached to the theatre?**

Most of the West End theatres don't have restaurants because there simply isn't space. Because we've got this generous space, we can have a proper restaurant, and a really big kitchen that's fully functioning.

On the same night, we can do a full restaurant service, and then also cater to 600 people for an event. It just gives us the capacity and the ability to do something really, really good.

We're not rushing out steaks that have been sitting on the pass for the last hour and a half just as the play is starting. I would be proud of this restaurant wherever I put it, the fact that it happens to be attached to a theatre is great. This restaurant stands alone, anywhere in London.

**What about when there is no play on at the theatre?**

If there's no play, we always have live music in the restaurant. Just over there is a raised stage that's usually has a grand piano on it. We have bands in here, we've also had some interactive theatre events in here too. Everyone who has anything to do with this place, except for probably the catering team is very performance theatre focused, so there's always something fun going on. Sometimes it's just dinner before the show, but there's loads of events and stuff here as well. And comedy nights... how could I forget about the comedy nights!

**"It just gives us the capacity and the ability to do something really, really good."**

**What were you able to do over the Covid period?**

Thanks to some very fast thinking by people in the broader team, we pivoted very quickly to offering ourselves as a film studio with catering. It's what we did here throughout the 60's and 70's. For film teams and production companies it's like a dream! They get a very well equipped studio and then come and actually sit in a nice restaurant, have restaurant quality food! Rather than perched on an upturned box or somewhere with a paper plate. So the pivot to film studio has been incredibly successful for us and will continue.

**How would you like to see Wembley Park develop over the next five years?**

What I like seeing is how people are realising what Wembley Park is. It's an extension of central London. Although the distance doesn't feel that close, it really is 10 minutes to Baker Street. So I'm glad that people are seeing us like that and I'd like to see more people see us that way.

**"We're seeing people develop and make this place home."**

**Best bit of the journey of studio five so far?**

Well, I mean, we opened the restaurant three or four months before lock-down. It's been an interesting journey! There have been two great things for me; one is that when I started working here this building was a shell. It didn't have any floors, there was no kitchen, and now it looks like this, which is pretty nice. The second is that we've still got the chef we started with, we've got a great team. The head barman is still the guy we started with. We're seeing people develop and make this place home. We care about our people and our journey towards greater sustainability, about making sure that all of our staff at least get the London living wage. We care about doing things right, making things better, and keeping hold of good people and developing them. ■

**Watch the full interview**

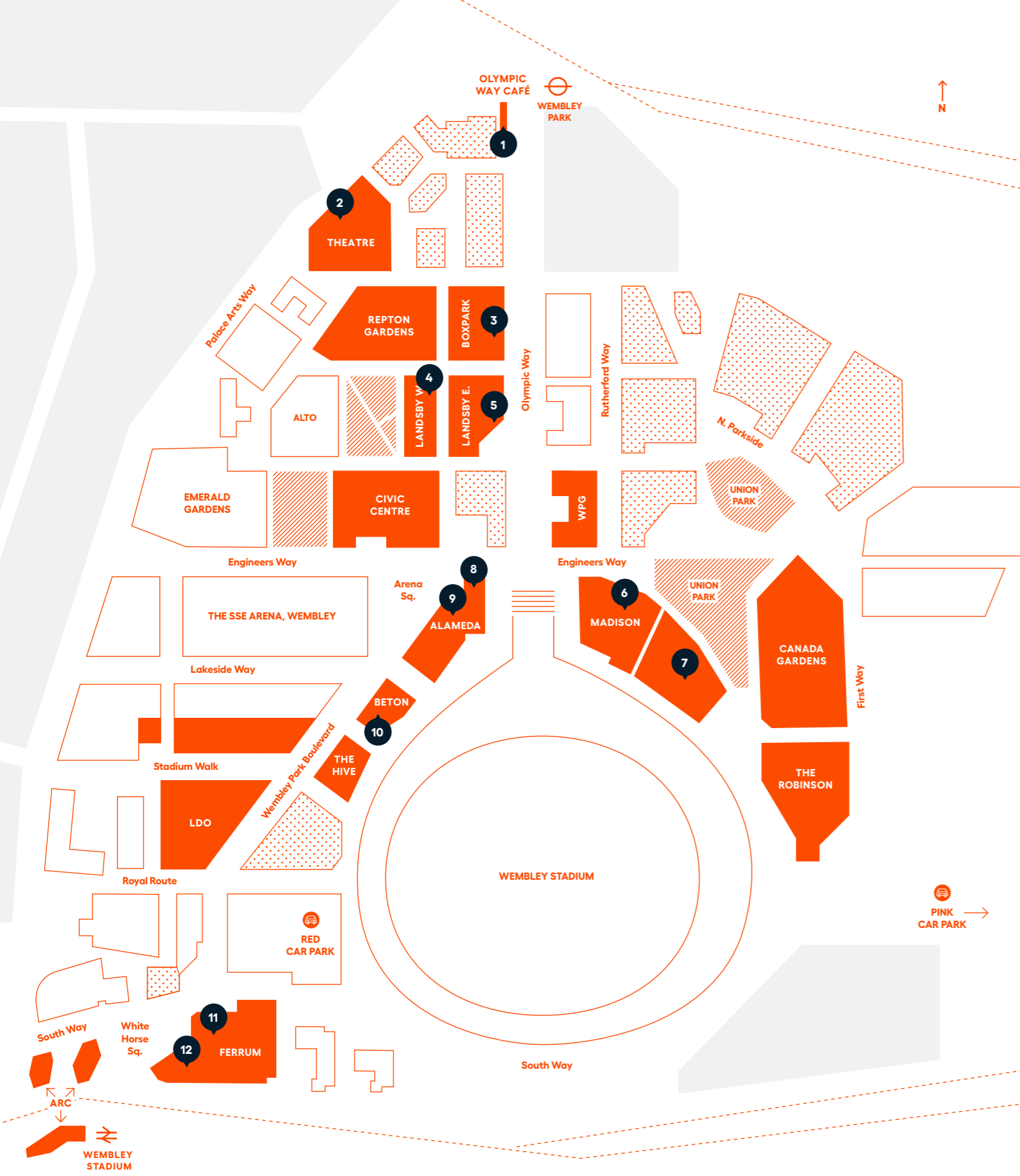


**"People are realising what Wembley Park is. It's an extension of Central London."**



# Spaces

# Retail & Leisure at Wembley Park

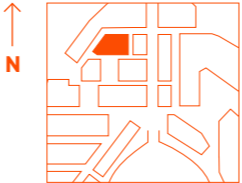


## Featured Occupiers

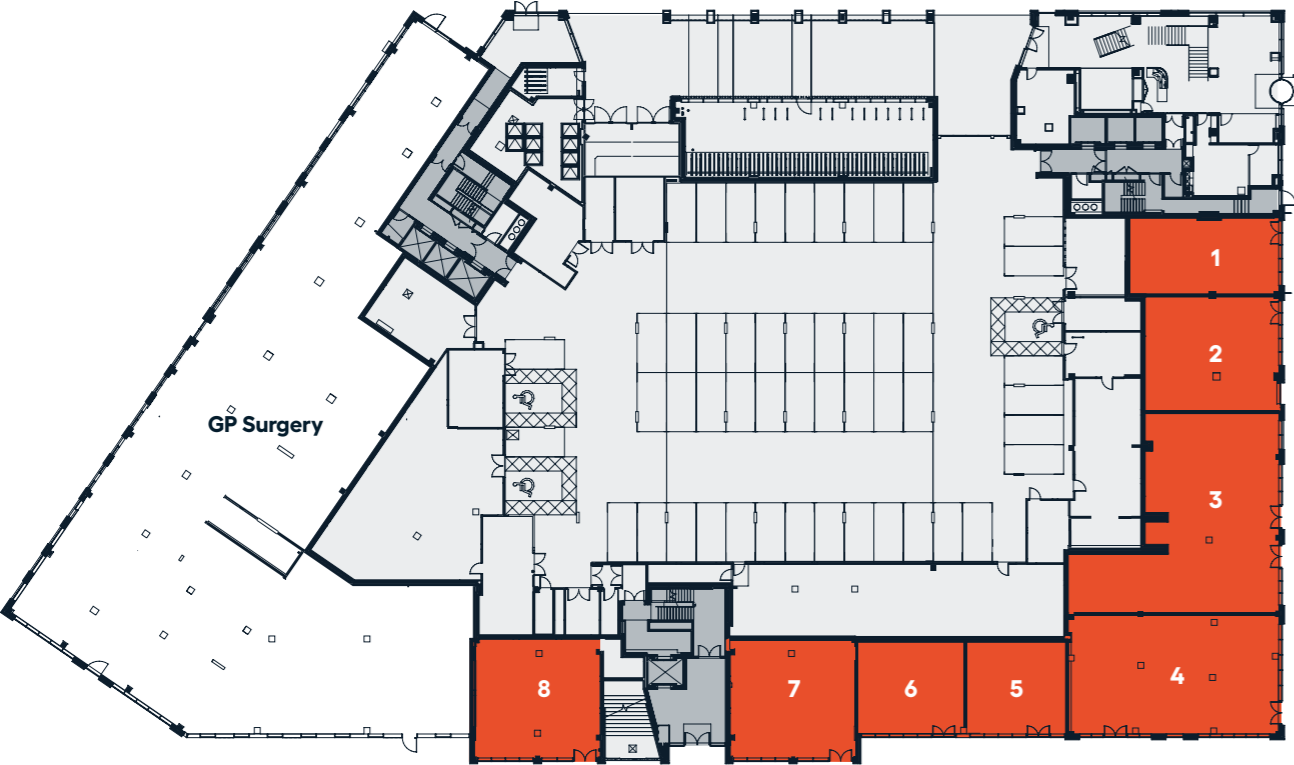
- 1 Black Sheep
- 2 Studio Five
- 3 BoxPark
- 4 Chop Chop
- 5 Bread Ahead
- 6 EQL Fitness
- 7 Canopy Nursery
- 8 Masalchi
- 9 The White Horse
- 10 Amazon Fresh
- 11 The Grocery Store
- 12 Black Sheep

Unit	Total area	
	sq ft	sq m
Olympic Way Café	1,600	148
Repton Gardens	10,048	933
Emerald Gardens	7,500	697
Landsby	24,533	2,279
Civic Centre	10,080	936
Alameda	35,279	3,277
Beton	11,323	1,052
The Hive	15,758	1,464
Madison	34,579	3,212
Canada Gardens	3,056	284
The Robinson	3,464	322
Ferrum	4,217	392
ARC	11,389	1,058
Wembley Park Gate (WPG)	8,697	808
BoxPark	22,000	2,043
London Designer Outlet	264,000	24,526
Future retail development	82,000	7,618
<b>Total</b>	<b>549,523</b>	<b>51,049</b>

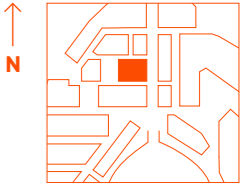
# Repton Gardens



Unit	Ground	
	sq ft	sq m
1	862	80
2	1,150	106
3	2,381	221
4	1,887	175
5	721	67
6	747	69
7	1,153	107
8	1,147	106



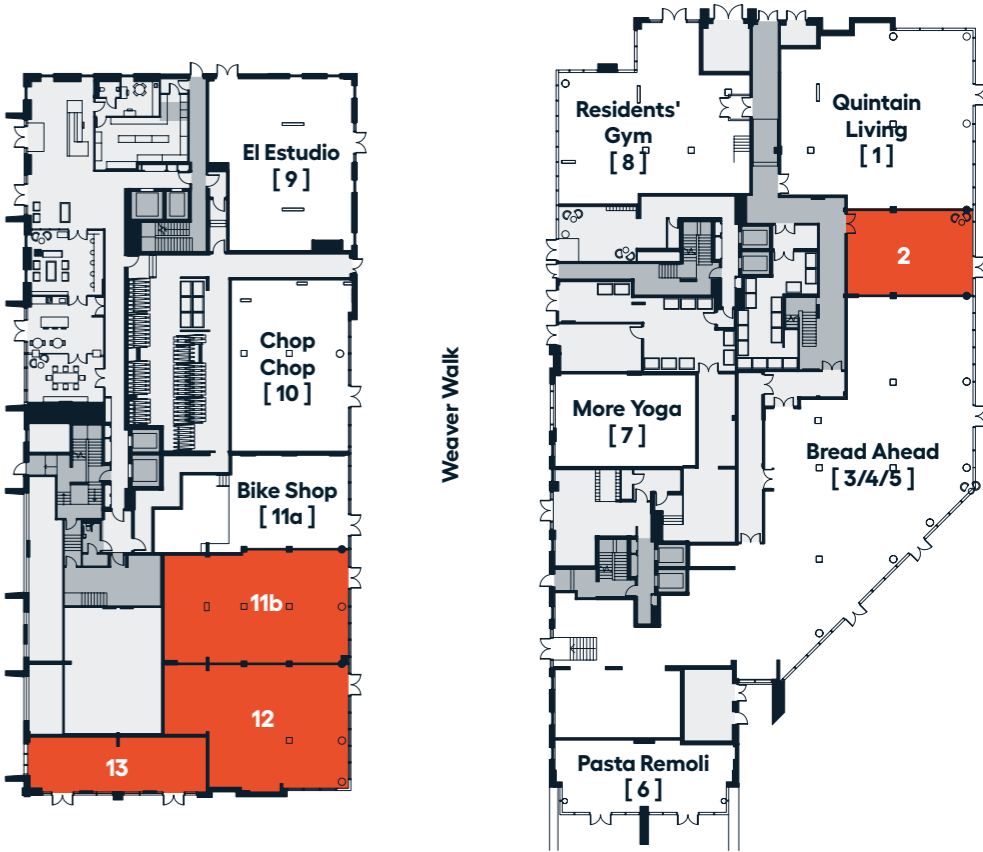
# Landsby



#WembleyParkNow

Unit	Ground		Built Mezzanine	
	sq ft	sq m	sq ft	sq m
1	2,831	263	-	-
2	915	85	-	-
3/4/5	6,825	634	2,787	259
6	1,044	97	-	-
7	1,109	103	-	-
8	2,304	214	-	-

Unit	Ground	
	sq ft	sq m
9	1,970	183
10	1,755	163
11a	1,389	129
11b	1,765	164
12	1,776	165
13	850	79



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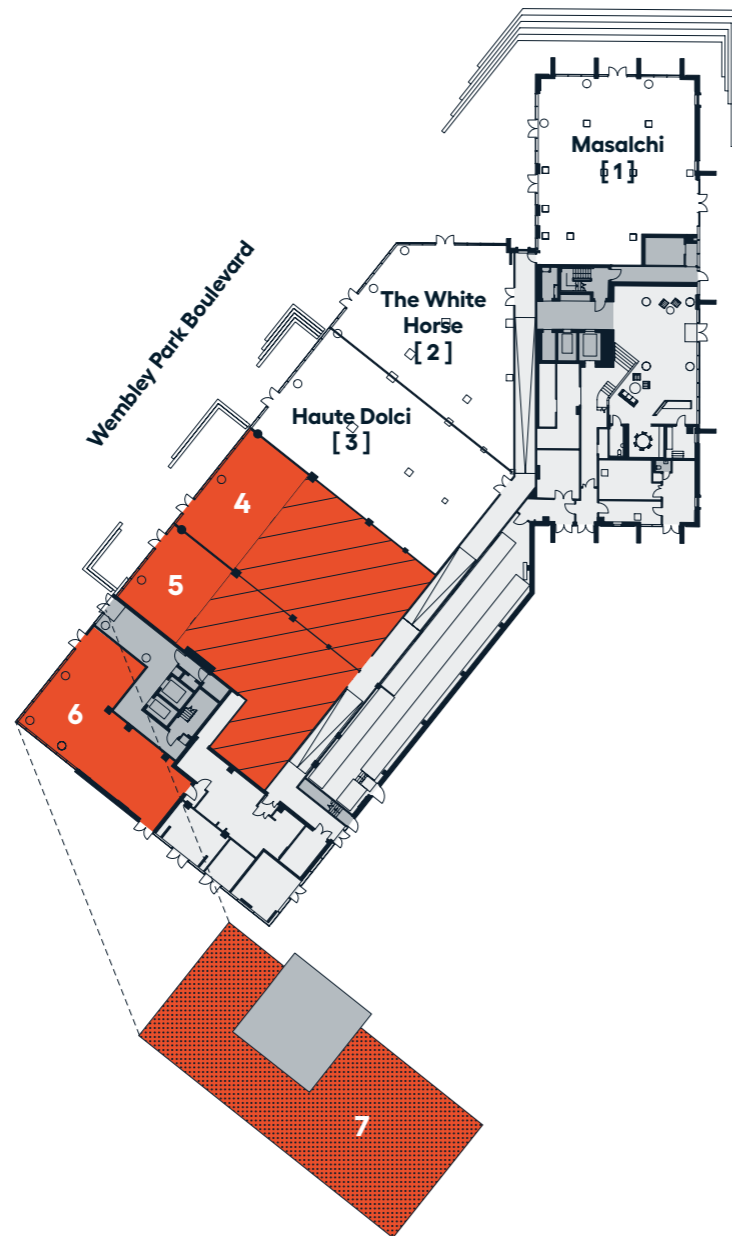
Available Retail Unit

# Alameda

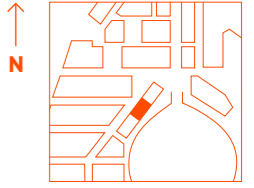


Unit	Ground		Mezzanine	
	sq ft	sq m	sq ft	sq m
1	3,692	343	-	-
2	3,186	296	2,982	277
3	3,735	347	3,632	338
4	3,584	333	3,466	322
5	3,208	298	2,616	243
6	1,884	175		

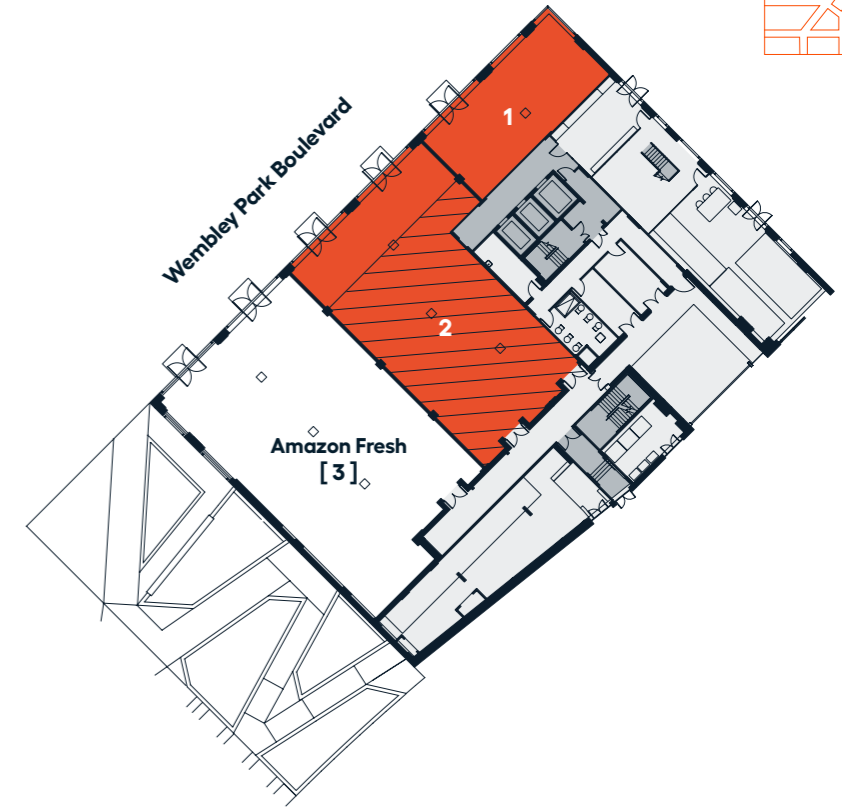
Unit	Terrace	
	sq ft	sq m
7	3,305	307



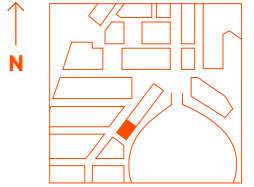
# Beton



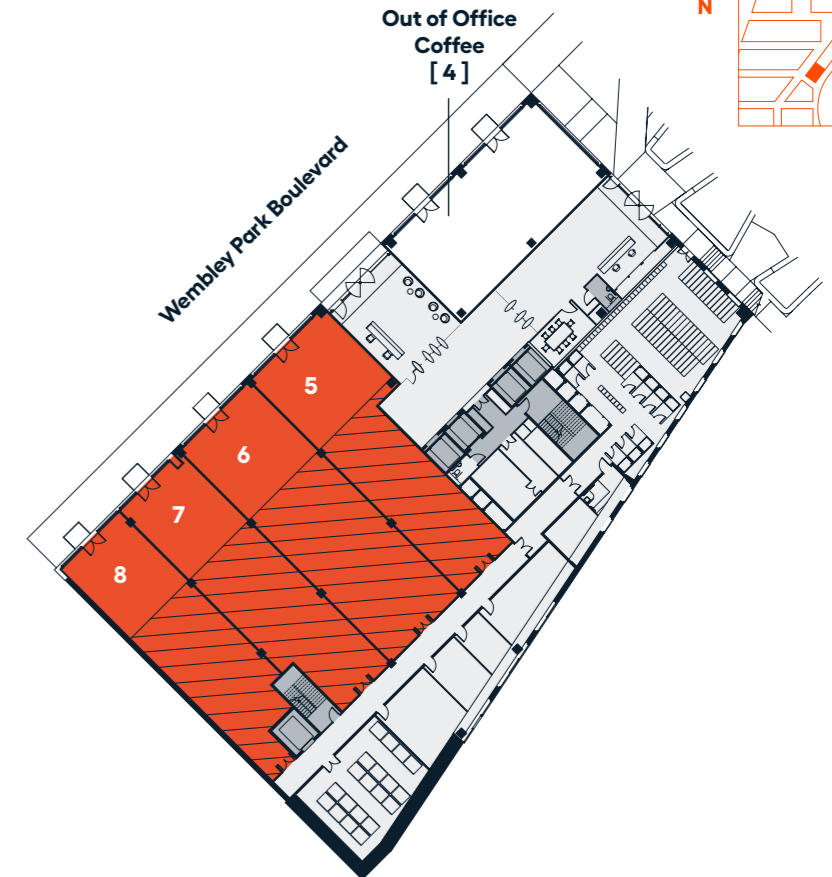
Unit	Ground		Mezzanine	
	sq ft	sq m	sq ft	sq m
1	1,076	100	-	-
2	2,939	273	1,464	136
3	3,681	342	2,067	192



# The Hive

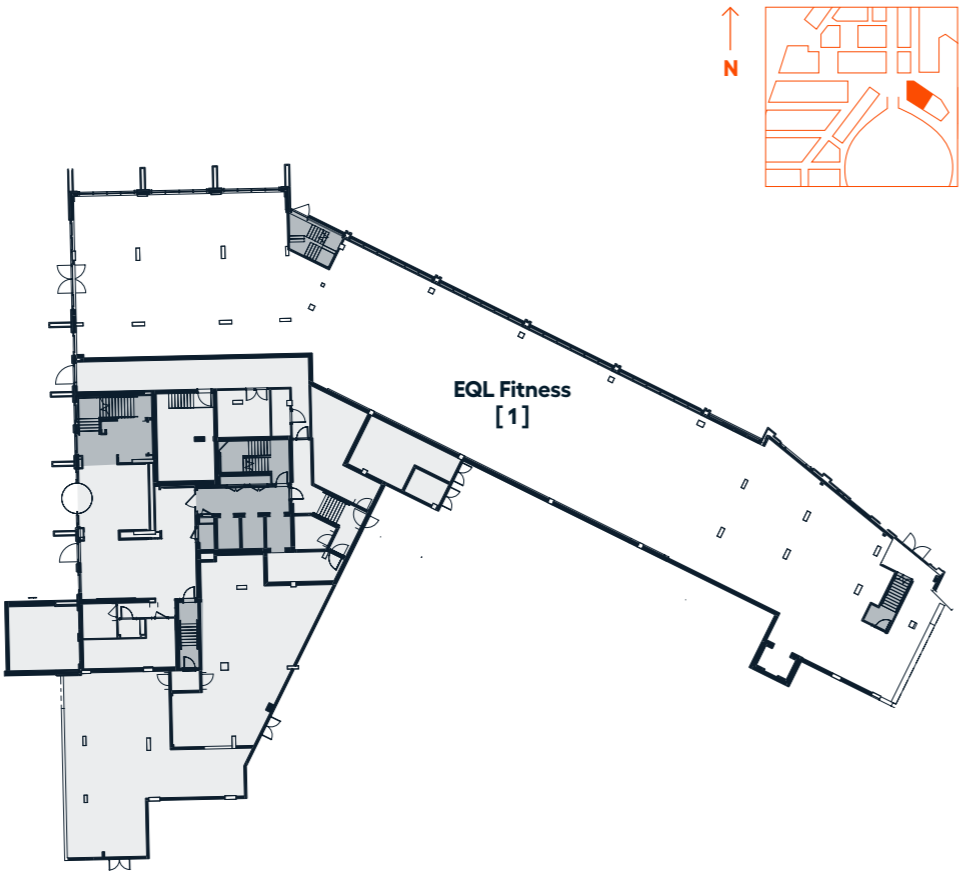


Unit	Ground		Mezzanine	
	sq ft	sq m	sq ft	sq m
4	1,927	179	-	-
5	1,991	185	1,098	102
6	2,562	238	1,690	157
7	2,120	197	1,389	129
8	1,840	171	1,141	104



# Madison Lower

Unit	Lower Ground	
	sq ft	sq m
1	9,654	897



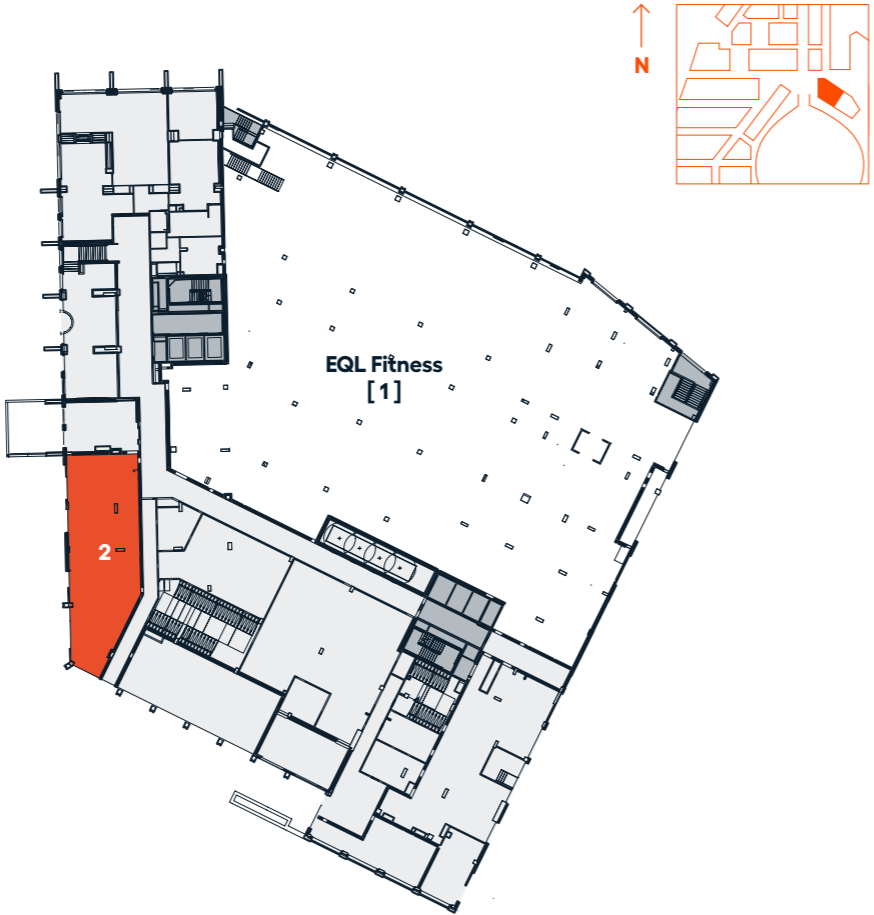
# Canada Gardens

Unit	Lower Ground	
	sq ft	sq m
1	418	38
2	1,126	104
4	314	29
5	680	63
6	499	46
7	334	31



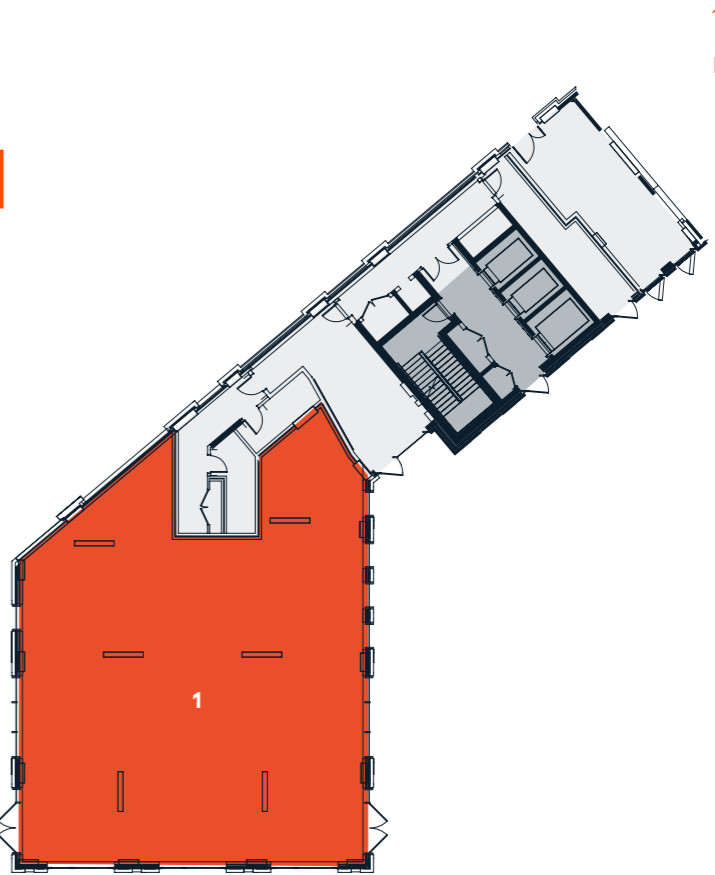
# Madison Upper

Unit	Upper	
	sq ft	sq m
1	19,533	1,815
2	1,717	159



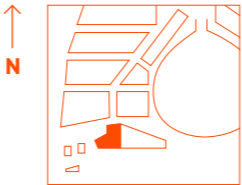
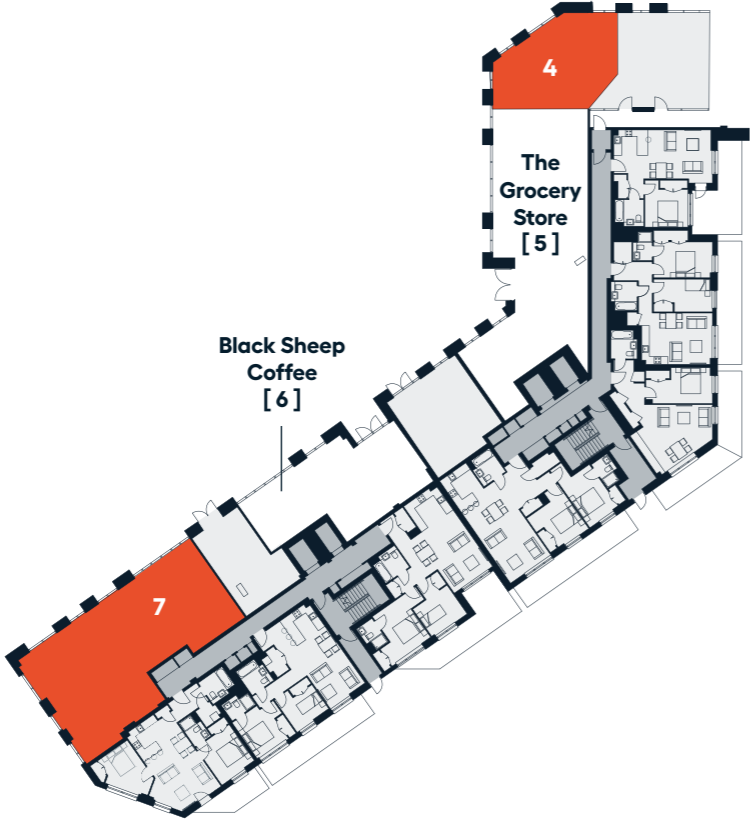
# The Robinson

Unit	Upper	
	sq ft	sq m
1	3,464	322



# Ferrum

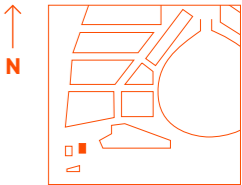
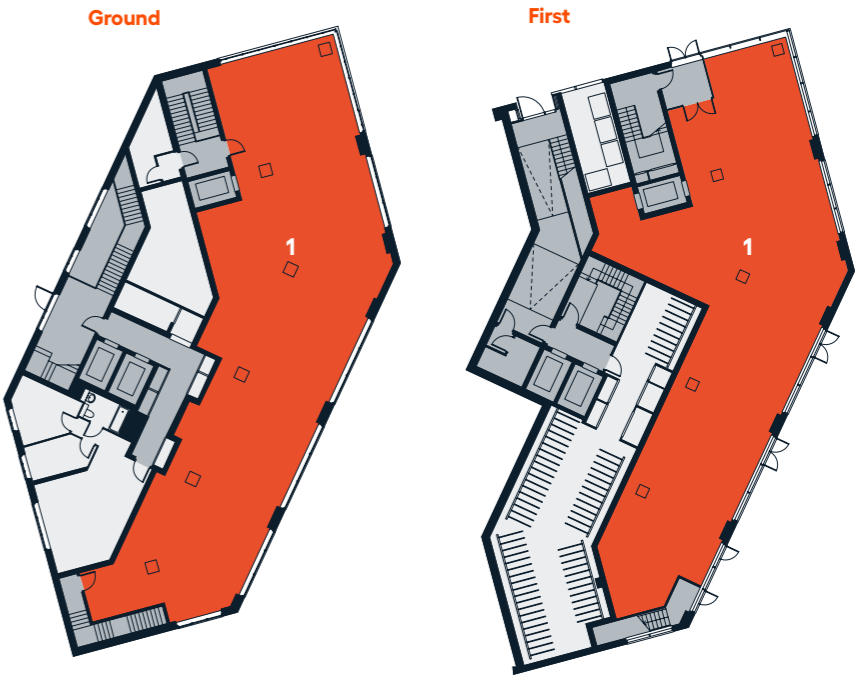
Unit	Ground	
	sq ft	sq m
4	655	61
5	1,397	130
6	792	74
7	1,419	131



# ARC

[ BUILDING TWO ]

Unit	Ground		First	
	sq ft	sq m	sq ft	sq m
1	2,970	276	3,305	307

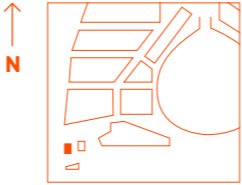
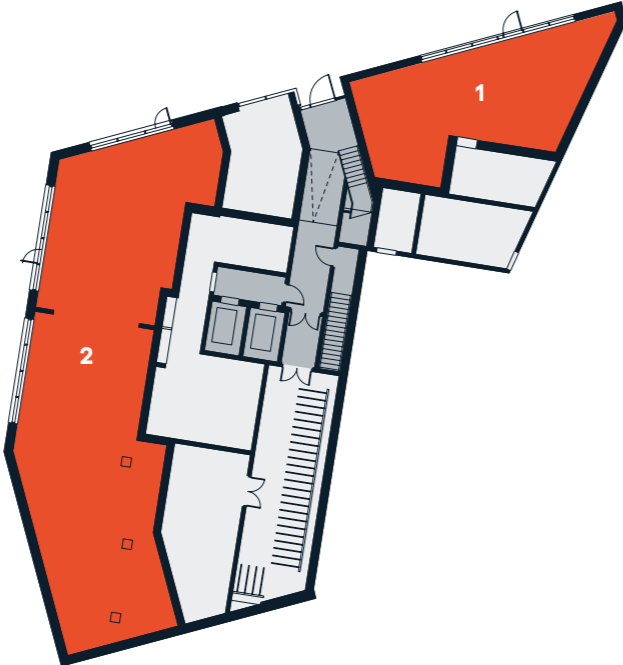


#WembleyParkNow

# ARC

[ BUILDING ONE ]

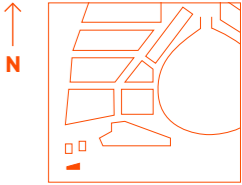
Unit	Ground	
	sq ft	sq m
1	743	69
2	1,960	182



# ARC

[ BUILDING THREE ]

Unit	Ground	
	sq ft	sq m
1	603	56
2	743	69
3	1,065	99



Available Retail Unit

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Designed by The Yard Creative.

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