

WELCOME

THANK YOU FOR VISITING THIS PUBLIC CONSULTATION. IT IS TO SHOW YOU SPLENDID HOSPITALITY’S EMERGING PROPOSALS FOR A NEW MIXED USE DEVELOPMENT ON UNDERUTILISED LAND TO THE FRONT OF THE HOLIDAY INN ON WEMBLEY HILL ROAD. WE WELCOME YOUR VIEWS.



**SPLENDID
HOSPITALITY**
SITE OWNER & OPERATOR

Splendid Hospitality Group is one of the most successful and fastest growing hospitality companies in the UK. They build and operate hotels, care homes and restaurants across the country from London to Edinburgh, Bristol to York.

Splendid has been creating extraordinary experiences in the hospitality industry for over 20 years, designing, building, and operating an impressive portfolio of 24 properties, representing major brands of Accor, Hilton, IHG and Marriott, and independent properties.

Splendid Care is a leading UK care home provider dedicated to enhancing the quality of life for the elderly and those in need of specialised care. With a focus on providing personalised and compassionate care, they strive to create a warm and welcoming environment where residents feel safe, supported, and valued.



WOODS BAGOT
ARCHITECT

We are transforming places across every sector and scale with our multi-authorship approach to design.

For 150+ years we have evolved the role architecture plays in a vibrant society. Our sectoral methodology offers clients a diversity of ideas from a cohort of global experts. By collaborating within our sector communities and across sectors, we tackle the world's most complex problems with solutions that are authentic and tied.



CARNEYSWEENEY
PLANNING CONSULTANT

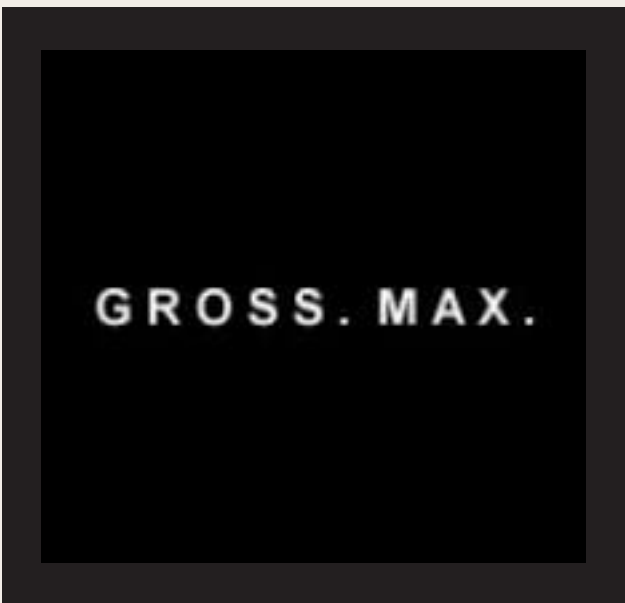
We are a diverse group of dedicated professionals known for our knowledge and integrity, which we value very highly at Carney Sweeney. United by a shared passion for innovative town planning, we work collaboratively to turn visions into reality. At the heart of our approach is a passion for sustainable place-making that enhance communities and respect the environment.

Our work spans a broad range of sectors, including residential, commercial, and infrastructure in urban and rural environments, reflecting our versatility and depth of experience. We have worked on the Wembley Park project for Quintain for over 20 years and so are very knowledgeable in relation to the area, planning policies and issues.



CARLESS ADAMS
CARE HOME ARCHITECT

Carless + Adams is an architectural practice dedicated to the design of high-quality supported living and care accommodation, with a strong focus on creating environments that are both dignified and empowering. The practice works closely with clients and local communities to reimagine care settings, ensuring they respond sensitively to the needs of an ageing population while promoting wellbeing, inclusion and a positive living experience. Their approach prioritises thoughtful design that supports independence, choice and quality of life.



GROSS MAX
LANDSCAPE DESIGNER

GROSS. MAX., founded in 1995 by directors Bridget Baines and Eelco Hooftman, has an international reputation for its innovative design for public space and landscapes.

Our projects are based on thorough understanding of - and reflection upon – site and context. Our vision is about creating new conditions in which landscape is not an object but a process. We enjoy interdisciplinary collaboration as an active engagement with stakeholders as part of a creative process of project development.

SITE & CONTEXT

The development site comprises the surface car park to the front of the Holiday Inn.

The hotel is shortly to be refurbished and re-opened and guests will mostly arrive by train or tube, meaning that there is no future need for both the parking beneath the hotel and at surface level.

The proposal is therefore to develop the carpark for a care home and co-living apartments.

The majority of the existing basement at the site will continue to serve the hotel.

Existing site photo



Site plan key

- 1. Wembley Stadium
- 2. Wembley Stadium Station
- 3. Williamson Heights
- 4. Wembley Holiday Inn
- 5. Premier Inn Wembley Stadium
- 6. York House
- 7. London Designer Outlet
- 8. Wembley Arena Grade II Listed
- 9. Brent Civic Centre



Site and surrounding area

The site is indicated on the plan above.

NEW HOMES

MODERN HOMES DESIGNED FOR COMFORT AND COMMUNITY

The proposals include new, high-quality accommodation that supports a range of living needs while encouraging social connection and wellbeing.



CO-LIVING HOMES

The development provides 338 co-living rooms, giving residents privacy within their own space while offering shared facilities for community life.

KEY FEATURES

- Private rooms with en-suites and kitchenettes.
- Communal kitchens and dining areas designed for shared cooking and socialising.
- Shared amenity floors, including lounges and workspaces.
- Winter gardens and terraces offering natural light and views.
- High-quality permanent homes with excellent daylight and ventilation, offering inclusive, accessible living spaces that expand housing choice.

CARE HOME

The scheme includes 90 assisted-living bedrooms, designed to provide a safe, dignified and comfortable environment for older residents.

KEY FEATURES

- Six floors of care home designed around resident comfort and support.
- Sensory planting and dedicated outdoor areas to enhance wellbeing, encourage socialising and exercise such as gardening.
- On-site amenities including a café and salon.

OVERALL APPROACH

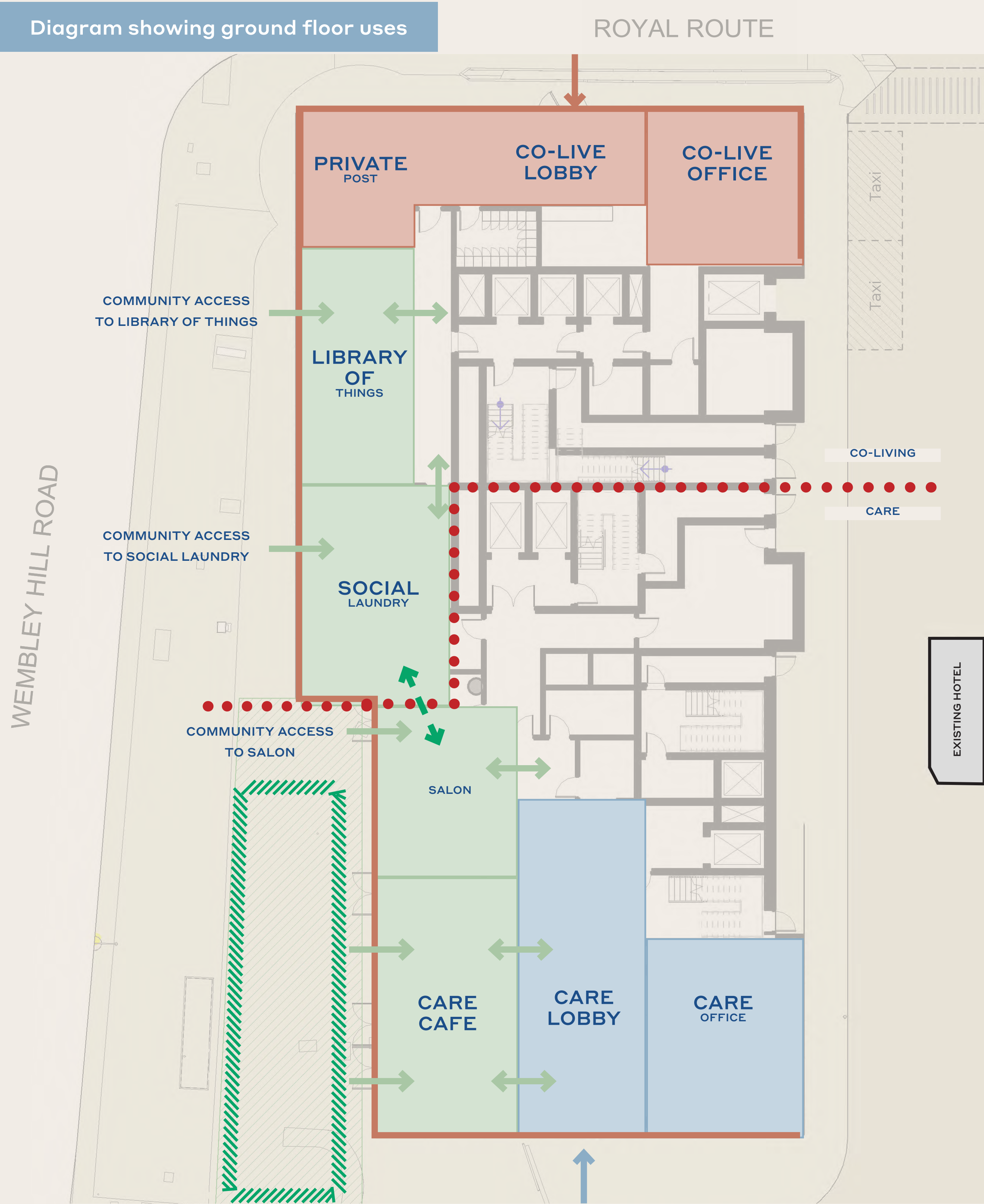
Across both types of homes, the design focuses on:

- Comfort, daylight and wellbeing
- Opportunities for social interaction
- High-quality materials and long-lasting design

COMMUNITY USES & GROUND FLOOR

SUPPORTING DAILY LIFE AND COMMUNITY WELLBEING

The ground floor of the development brings together spaces that support residents' day-to-day needs, while adding activity and interest along the street frontages.



ENTRANCES & ARRIVAL

A welcoming entrance and reception for the care home.

A separate, active lobby for co-living residents.

Clear access for servicing and a convenient lift to cycle storage in the basement.

COMMUNITY-FOCUSED FACILITIES

Library of Things—style space
A shared resource where residents and local people can borrow tools and equipment for home DIY.

Social Laundry
A practical and informal meeting point that encourages social interaction among co-living residents and the local community.

Residents Workspaces
Flexible areas across the co-living floors supporting remote work, study and collaboration.

CARE HOME AMENITIES

Hair and beauty salon, primarily for care-home residents, with potential for occasional community use.

Small café designed to provide a comfortable space for residents, staff and visitors to the care home.

ACTIVE STREET FRONTAGE

The building contributes to an engaging and attractive streetscape along Wembley Hill Road and Royal Route, reinforced by planting, glazing and well-positioned entrances.

A VARIED & DIVERSE NEIGHBOURHOOD



ACCESSIBLE FACILITIES



PLACES FOR FOR CONNECTING



A HOME CONNECTED TO NATURE



OUR VISION

Our emerging proposals are underpinned by our overarching vision to create a high-quality, sustainable, and mixed development which complements the local context and benefits local people.

Our core design principles include creating new high-quality pedestrian spaces, continuing the active street frontage on Wembley Hill Road with community uses, and the creation of a development that:

- Provides affordable, high-quality co-living accommodation for residents seeking professionally managed and fully serviced homes.
- Delivers market leading care accommodation that supports ageing in place, independence, and integrated community life.
- Fosters an intergenerational, resilient, socially active and engaged community.
- Improves the public realm and amenity for the local community and enhances the arrival experience for the hotel.
- Celebrates and is inspired by the history and context of the site while having a recognisable identity to support the development being part of the area's long term sustainable future.

Artistic impression of emerging scheme.



ENHANCE

making effective use of underutilised car park to provide a Care Home and Co-live apartments



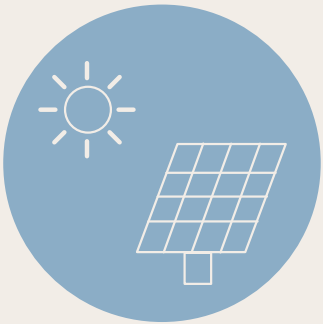
PLACE MAKING

create a quality place where people want to live, meet & stay.



OPTIMISE

develop a brownfield site whilst preserving key views of Wembley stadium and the surrounding area.



SUSTAINABLE

development reducing embodied carbon following the GLA's energy hierarchy.



IMPROVE

public realm and connections across the site including enhancing the arrival experience for hotel users.



PROVIDE

critical care use and permanent alternative living accommodation



INCREASE

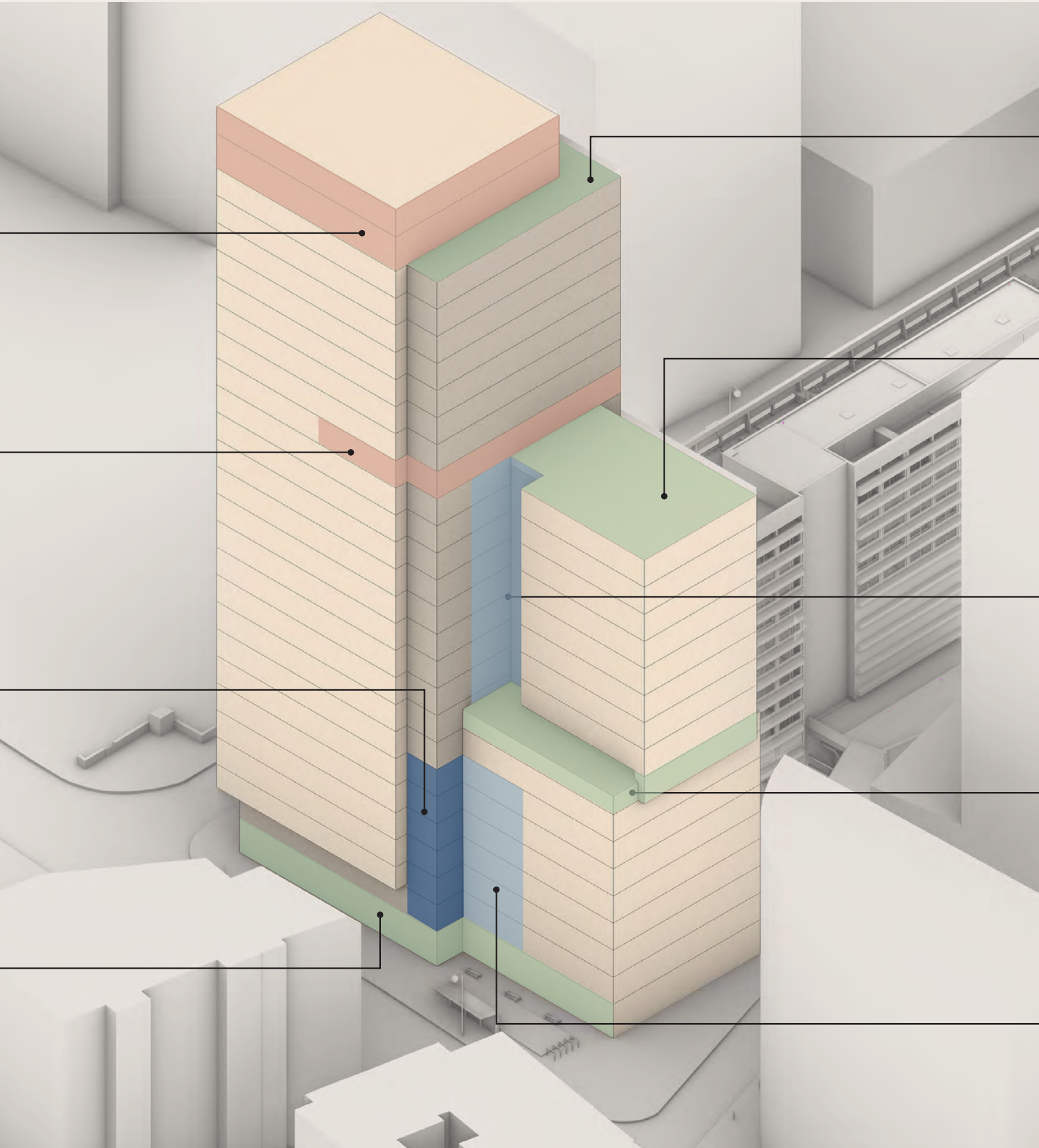
density in a suitable location in Brent with high architectural & urban quality

RO+WE Clubrooms
A collection of amenity spaces to connect, entertain and celebrate

Yes Chef!
Communal cooking & dining connected to the SkyYard

The Terraces
Pocket terraces for care home residents at a human scale to allow connection to the street below

Resident Activated High Street
Amenities provided for and activated by resident use, but available for wider community USE. Includes the Library of Things, Social Laundry, Salon and Care Cafe



Top of the World
An outdoor terrace with views across the London skyline and the National Stadium

SkyYard
Co-live residents shared backyard in the sky - an outdoor roof space for casual dining, socialising and relaxing

Vertical Village Square
A range of co-living amenity spaces offering everything from gyms, pantries, studies to winter gardens

Sensory Garden
Care home residents can enjoy outdoor activities in this sensory garden space

Care Lounges
Care home resident communal lounge and dining spaces

LANDSCAPE & PUBLIC REALM

Artistic impression of emerging public realm and landscaping design.



A WELCOMING AND GREENER PLACE

Our proposals create an attractive environment along Wembley Hill Road and Royal Route. The landscape has been designed to provide a clear sense of arrival for both the care home and the co-living buildings whilst also enhancing the arrival experience for hotel users.

KEY FEATURES

- New planting beds and green buffers along the street edges, helping to soften the building and improve the character of the area.
- Retention of existing mature trees wherever possible, preserving the established streetscape.
- Vertical climbing plants to add greenery and seasonal interest to the building façade.
- Landscaped outdoor terraces at Level 7 terrace designed for care-home residents, featuring sensory planting, and Level 16 terrace for co-living residents, offering a green place to relax and meet others.

CONNECTIONS

The site benefits from strong public transport links, including Wembley Park Station to the north, Wembley Stadium Station to the south and key bus routes along Wembley Hill Road. Nearby walking and cycling routes support sustainable travel for residents and visitors.

CHARACTER

The landscape is intentionally calm and uncluttered, creating a gentle transition between the public street and private entrances. Planting is used to enhance wellbeing, privacy and biodiversity whilst also delivering urban greening and providing opportunities for seating within the public realm.

SUSTAINABILITY & BIODIVERSITY

THE PROPOSAL SEEKS TO MINIMISE OPERATIONAL AND EMBODIED CARBON AND THE WASTE ASSOCIATED WITH THE CONSTRUCTION PHASE. ENERGY DEMAND AND CARBON EMISSIONS REDUCED AS FAR AS POSSIBLE THROUGH THE USE OF RENEWABLE TECHNOLOGIES TO POWER THE DEVELOPMENT.



Artistic impression of emerging landscaping design.



Use of sustainable drainage systems



Support Biodiversity



Windows designed to optimise daylight and minimise overheating



Streamlined construction by prioritising offsite construction, reducing waste



Fully electric building



Prioritise the use of low carbon materials

A LOW-ENERGY, CLIMATE-RESILIENT DEVELOPMENT

The proposals aim to create a sustainable and future-ready building through a combination of low-energy design and enhanced biodiversity.

ENERGY EFFICIENCY

- High-performance building fabric to reduce heat loss.
- Mechanical Ventilation with Heat Recovery (MVHR) for better indoor air quality and reduced energy use.
- Solar PV panels generating renewable energy on site.
- All-electric systems and heat pump technology to reduce carbon.

WATER & DRAINAGE

- Sustainable Urban Drainage Systems (SuDS), including attenuation tanks and permeable paving.
- Blue/green roofs helping to manage rainfall and support planting.
- Water-efficient fittings to reduce consumption.

GREENING & BIODIVERSITY

- Retaining existing trees along Wembley Hill Road.
- Pollinator-friendly and sensory planting across the scheme.
- Climbing plants to increase greenery and support habitats.
- Landscaped terraces offering ecological and amenity benefits.

CONSTRUCTION

- Use of modular or off-site construction elements to reduce waste and improve build quality.

HEALTH & COMFORT

- Passive design measures to reduce overheating.

TRANSPORT CIRCULATION AND SUSTAINABLE TRAVEL

THE SITE IS WELL SERVED BY PUBLIC TRANSPORT, WITH ACCESS TO TWO NEARBY TRAIN STATIONS AND SERVED BY A NUMBER OF BUS ROUTES (83, 92, 182).

The vision for the proposed development is for a vibrant mixed-use scheme, with limited car trips. The development will take advantage of the site's excellent public transport connections and local walking and cycling connections, to enable sustainable transport to be the natural choice for its residents, staff and visitors.

The development will provide sufficient bicycle storage for residents, staff and visitors encouraging cycling.

The short-stay cycle parking would be accommodated using Sheffield stands at ground level, within 15m of each entrance.

The long stay cycle parking for the co-living element is proposed within secure stores at basement level.

Cycle parking will be provided to London Cycle Design Standards (LCDS) standards.

- Public Park / Square
- Dedicated Play Space
- Sports Courts / MUGA
- Public / Civic Building

Diagram showing amenity space and sports provision in the local area.

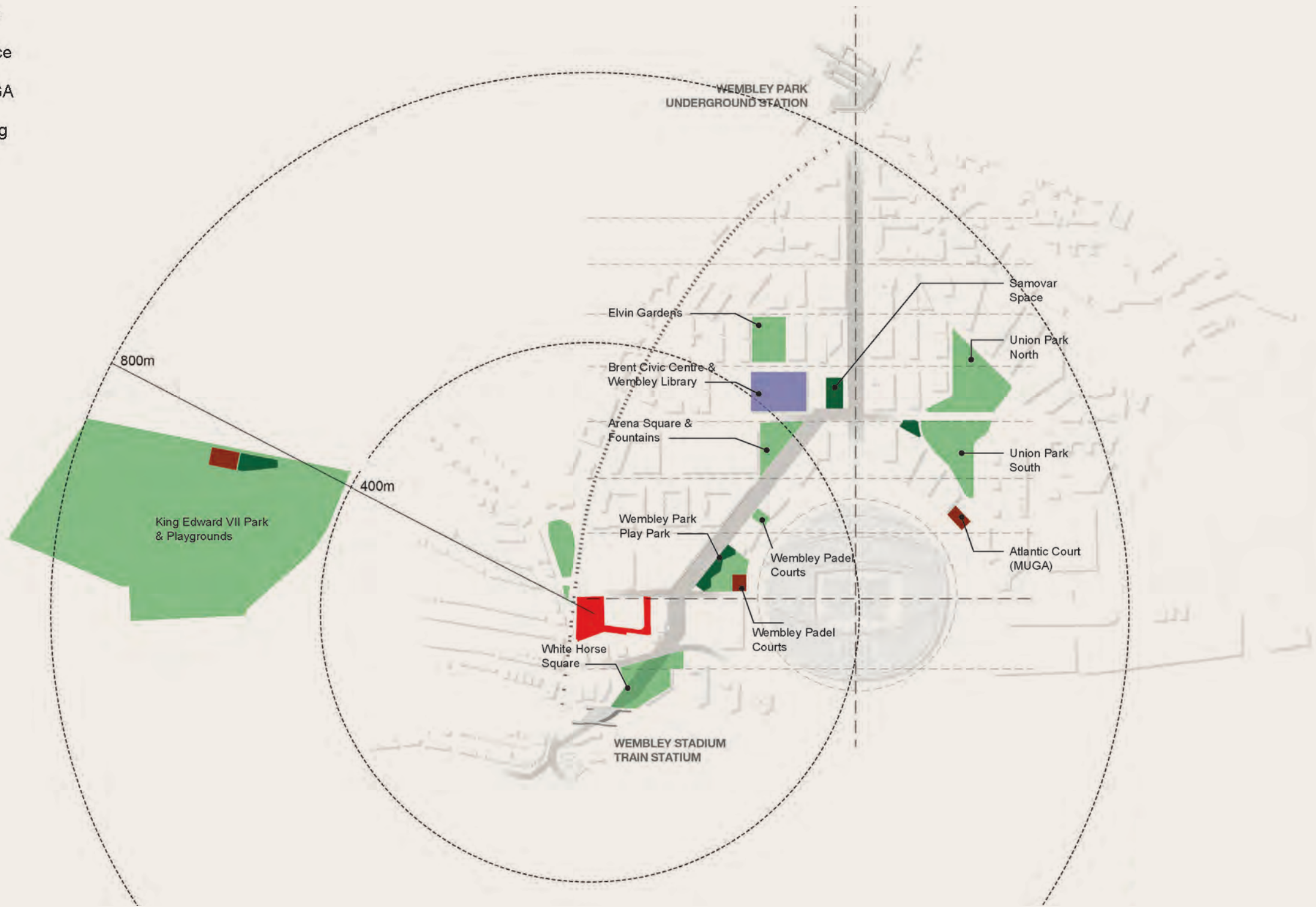
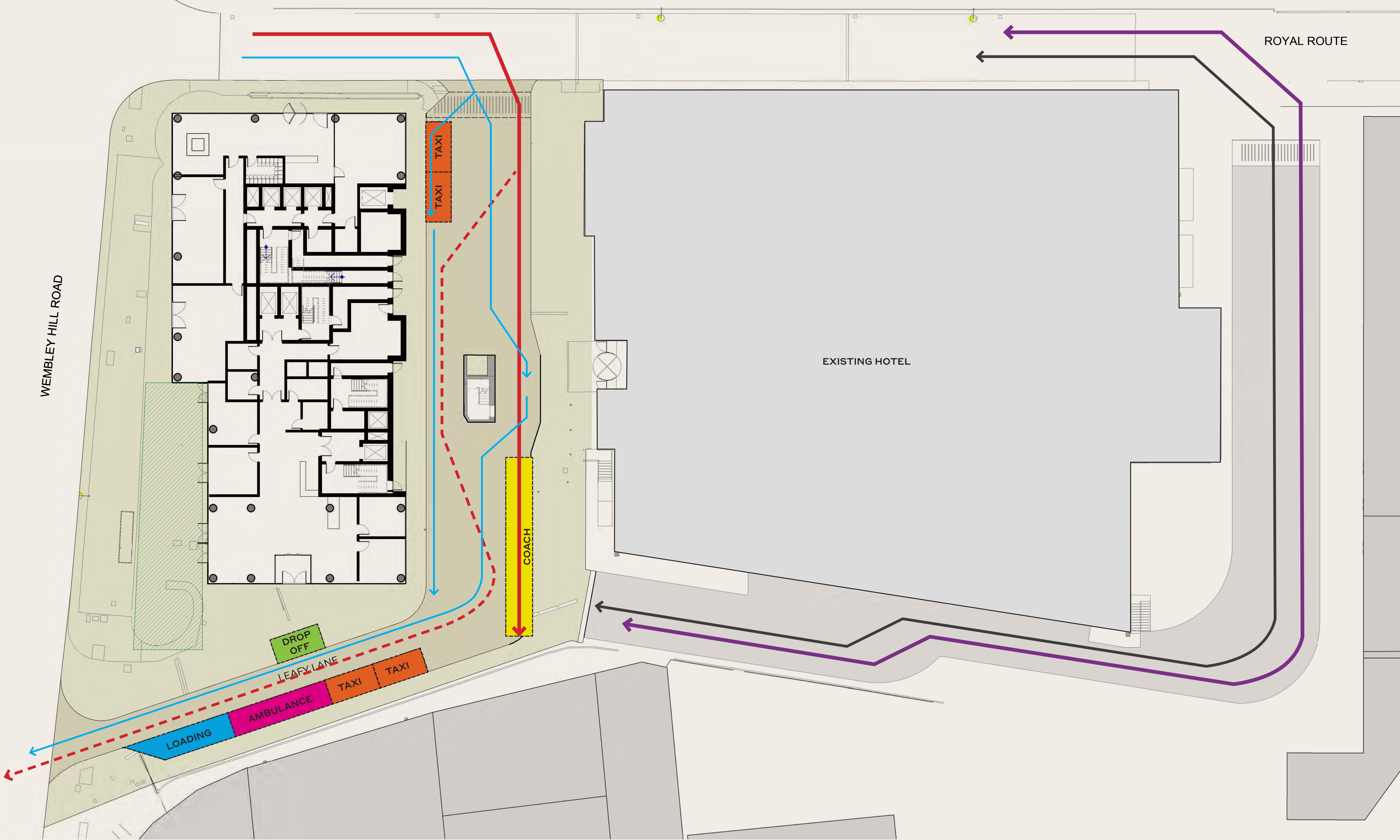


Diagram showing transport and parking strategy.



- key
- Primary coach route
 - Taxi & service vehicle route
 - Residents parking route
 - Taxi bay
 - Loading bay
 - Secondary coach route
 - Refuse route
 - Primary coach bay
 - Ambulance bay
 - Care home drop-off



SCHEME SUMMARY

- MUCH NEEDED LOCAL CARE HOME IN THE HEART OF THE COMMUNITY
- AFFORDABLE APARTMENTS
- HIGH QUALITY DEVELOPMENT
- REPUTABLE, EXPERIENCED OPERATOR
- NEW LANDSCAPING AND LOCAL FACILITIES, OPEN TO THE WIDER COMMUNITY



CO-LIVING

338 Rooms



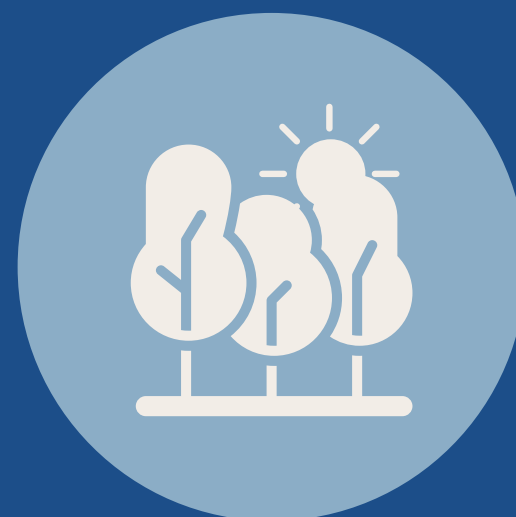
CARE HOME

90 Rooms



ACCESSIBLE PARKING

8 bays



OUTDOOR AMENITY

380 sqm



INDOOR AMENITY

1,021 sqm



CYCLES

210 cycle bays



RETAIN COACH ACCESS



RETAIN HOTEL OPERATIONS



PUBLIC REALM

Improve public realm & activate ground floor

A SUPPORTIVE AND CONNECTED PLACE TO LIVE

The development combines co-living and care-residential accommodation within a high-quality, thoughtfully designed environment that prioritises wellbeing, comfort and community.

HIGHLIGHTS OF THE PROPOSALS

1. A HIGH-QUALITY MIXED-USE RESIDENTIAL COMMUNITY

Providing modern co-living homes and a purpose-built care home, each designed for comfort, privacy and social connection.

2.A CALMER, GREENER PUBLIC REALM

Retained trees, new planting and carefully designed entrances create a welcoming environment along Wembley Hill Road and Royal Route.

3.SHARED AMENITIES THAT BRING PEOPLE TOGETHER

From the Library of Things to social laundry areas and lounges, the scheme encourages everyday interactions and community life.

4. A SUSTAINABLE AND FUTURE-READY DESIGN

Energy-efficient systems, green roofs, pollinator planting and high-performance construction work together to support long-term resilience.

A THOUGHTFULLY INTEGRATED CO-LIVING AND CARE-RESIDENTIAL SCHEME

The proposals aim to create a supportive, sustainable and socially connected place for residents while contributing positively to the surrounding neighbourhood.

PLEASE LET US HAVE YOUR VIEWS.

THANK YOU FOR ATTENDING OUR PUBLIC CONSULTATION.

Artistic impression of emerging scheme.



PLEASE DO PROVIDE US WITH FEEDBACK BY:

- **COMPLETING A FORM** AT THE EXHIBITION AT THE NOVOTEL AND PUTTING IT IN THE BOX.
- LEAVING COMMENTS ON THE CONSULTATION WEBSITE:
WWW.CARNEYSWEENEY.CO.UK/CONSULTATIONS/HOLIDAY-INN-WEMBLEY.HTML
- EMAILING US AT: **CONSULTATION@CARNEYSWEENEY.CO.UK**