



Public Consultation Booklet

Northumberland Development Project
November 2008





This booklet contains all of the information we have been exhibiting as part of our first public consultation for new plans to keep Tottenham in Tottenham.

We're designing a scheme for our current site and adjoining land which would keep us in Tottenham long into the future and provide a huge boost for the area. It ends concerns about us moving out of the Borough.

Called the Northumberland Development Project, we want to create a world-class scheme incorporating a new stadium with a capacity of 60,000, a Club Museum, new shops and restaurants, new homes, a new base for the Tottenham Hotspur Foundation and important new public space.

This is your chance to:

- See and understand the Club's early thinking
- Comment on the proposals
- Influence the plans before a planning application is made

Please use the comments card provided to let us have your views, which you can post back to us for free or you can email us at futureplans@tottenhamhotspur.com. All of this information is also available on our website at www.tottenhamhotspur.com/futureplans

**PASSIONATE ABOUT
TOTTENHAM**



A PROUD HISTORY IN TOTTENHAM



1901



1961



1994



1995



2008

1882

The Club is formed by a group of boys from Hotspur Cricket Club and the local grammar school, playing on Tottenham marshes under the name 'Hotspur FC'.

1884

The Club is re-named 'Tottenham Hotspur Football and Athletic Club' to distinguish itself from another team called London Hotspur.

1888

Spurs move to a private ground in Northumberland Park, where for the first time it charged spectators to come and watch – a ticket cost 3d.

1898

The Club becomes a limited company and a match against Woolwich Arsenal attracts a record crowd of 14,000 spectators.

1899

The Club moves to its current site and the first match is a friendly against Notts County.

1901

The first trophy is won when Spurs triumph in the FA Challenge Cup becoming the only non-League Club, following the formation of the Football League in 1888, ever to achieve this honour.

1909

The Club is promoted to the First Division at its first attempt.

1921

FA Cup winners for the second time.

1934

The building of the East Stand is completed.

1938

75,038 spectators watch the visit of Sunderland in the sixth round of the FA Cup, a Club record which still stands today.

1951

Spurs become League Champions for the first time.

1961

Spurs win the Double. The first Club to win the League and the FA Cup since Aston Villa in 1897.

1963

Spurs win the European Cup-Winners' Cup becoming the first British Club to win a major European competition.

1972

Spurs win the UEFA Cup becoming the first British Club to win two different European competitions.

1981

Steve Perryman sets a new Club record of 655 league appearances, surpassing Pat Jennings' previous record total of 472.

1982

The Club's centenary year and FA Cup Winners for the seventh time. A new West Stand is opened at the ground.

1983

Spurs become the first football Club to float shares on the London Stock Exchange.

1987

Clive Allen sets a new Club record with 49 goals in a single season and a new kit is worn with white shirts and navy shorts. Over time it has been red and navy, all white and in 1896 was chocolate and gold!

1991

Alan Sugar becomes chairman and puts the Club on a firm financial footing.

1994

The old East Stand, 'The Shelf', becomes an all-seater enclosure.

1995

The new South Stand is completed.

1998

The new North Stand is completed increasing capacity to 36,257.

2001

Current owners ENIC take over the Club led by Chairman Daniel Levy.

2007

Planning permission is secured for a new world class training centre at Bulls Cross.

2008

The Club wins the Carling Cup becoming only the second Club to win a trophy in each of the last six decades. The Club starts consultation on its future plans.

ABOUT THE AREA

The Stadium is located in Northumberland Park Ward, one of the most vibrant and diverse parts of Haringey, with strong communities, good schools and some beautiful parks and housing. It is however an area with significant deprivation and higher rates of unemployment than in the rest of Haringey or London.

In policy terms, the area is within the 'Tottenham High Road Regeneration Corridor' and identified in the Haringey Unitary Development Plan (UDP) as a "major site for potential redevelopment" to act as a "catalyst for prime regeneration".

Tottenham High Road itself acts as a key local centre and has recently seen new investment from the Council as part of its 'Tottenham Town Centre Environmental Improvements' package. This has delivered new curbs, crossings and pavements, widened junctions, new street lighting and a better environment. Our planning application will continue this work and create a dramatic enhancement to this part of the Borough.

This part of the High Road is also within a Conservation Area with several buildings either Grade II or locally listed.

In developing our plans the Club is seeking to replace its ageing stadium infrastructure with a world class scheme which would bring real improvements to the local area and represent a significant step in the growth of the Club.



Aerial shot of existing stadium



The view up the High Road



Locally listed buildings around the proposed development site



White Hart Lane rail station



View of the stadium from Bill Nicholson Way



View of existing stadium's East Stand



"Many businesses try to give something back to their communities. Few have the power to truly engage. The work of the Tottenham Hotspur Foundation really does change lives."

What makes the Foundation special is the way football and sport in general can draw in those people most at risk of committing crime, under achieving at school, adopting unhealthy lifestyles or just in need of social activities, and offering them another path.

We have backed this with real cash and support, donating £4.5m from the Club to ensure the Foundation's work is sustainable in the long term – a huge commitment to our communities by any standards. But the programmes don't work because we've thrown money at them. They work because of the professionalism of the Foundation team and because we offer up our players, our stadium, our training ground and the magic of the game itself.

People join the programmes, and more importantly stay with them, because Tottenham Hotspur has a unique draw. The Tottenham Hotspur Foundation is a powerful force for change locally – and everyone involved at the Club is proud of all it is achieving."

Daniel Levy
Chairman, Tottenham Hotspur Football Club

The Tottenham Hotspur Foundation is a registered charity working with trained coaches, educators and mentors directly in the estates, schools, colleges, sports pitches and open spaces where people live and play.

It develops and implements a range of tailored programmes which in the last 12 months have provided over 500,000 sporting opportunities. These focus on key social issues and providing opportunities for all, addressing:

- Achievement in Education
- Community Cohesion
- Healthy Lifestyles
- Support for People with Disabilities
- Recognising Achievement
- Coaching and Soccer Skills

Our new plans include significant new space for the Foundation so that it can have an even greater impact in the Borough.

25 diverse programmes are active in Haringey funded through public and private grants. On the opposite page are just 4 examples of our work with communities.



SCHOOLS PROGRAMME

Working with targeted students during school time to improve educational outcomes and engagement, now running in 26 schools.

"The partnership with Tottenham Hotspur Foundation is central to the learning process. Football plays a significant role in the lives of young people and its power as a position of influence cannot be underestimated."

PC CHRIS WEST
HARINGEY SAFER SCHOOLS PARTNERSHIP

REACH 2 TEACH

Working across disability impairment groups to develop and support community football Clubs and sports hubs aimed at disabled people.

"I'd never have played cerebral palsy football for England if I'd not played for Emerson Park Cerebral Palsy Spurs FC first."

KUAME OSEI
EPCP SPURS FC FOOTBALLER & KICKZ VOLUNTEER



KICKZ

An estates based activities programme for young people, running three nights a week.

"My behaviour's improved loads... it's improved at school too... I can control my anger much better now and I've learned to communicate."

KICKZ PARTICIPANT
FERRY LANE PROJECT

HOPE (HELPING OLDER PEOPLE EXERCISE)

Tottenham Hotspur Foundation coaches and health professionals delivering a variety of activities including seated exercise, yoga, massage therapies, painting and photography workshops, diet and nutrition workshops and gardening activities to older/elderly people.

"Working with the Foundation means we are able to offer and deliver various programmes to the local community safe in the knowledge they will be of a high quality and excellent standard."

JAMES WARWICK
SPORTS DEVELOPMENT MANAGER, EPPING FOREST DISTRICT COUNCIL



GETTING HERE

The transport infrastructure is already in place, with 4 stations and more than 100 buses an hour serving the stadium area. Together they deliver a total capacity in excess of 90,000 passengers an hour and there is already a highly successful Controlled Parking Zone in place on match-days.

- There has been a significant shift in travel patterns to the stadium.
- In 2003, over 60% of fans came by car, today, that figure is at 38%.
- Since the introduction of the match-day Controlled Parking Zone, the Club has been working in partnership with Transport for London, National Express East Anglia, London Underground, Arriva and Haringey Council to help fans make best use of the transport infrastructure.
- Fans are increasingly aware of the improved services running through White Hart Lane and Northumberland Park Stations as a result of the Special Matchday Timetables.
- Bus usage has also improved with over 1,500 more passengers each way, and over half of all journeys involve some use of the National Rail network – the highest in the UK.

CPZ INFORMATION

THE CONTROLLED PARKING ZONE (CPZ) IS A DESIGNATED AREA OF THE CITY OF TOTTENHAM WHERE PARKING IS RESTRICTED ON MATCH-DAYS. THIS IS TO ENSURE THAT THERE IS ENOUGH SPACE FOR ALL THE VEHICLES THAT NEED TO BE PARKED IN THE AREA. THE CPZ IS A RED-DOTTED LINE ON THE MAP. ALL VEHICLES PARKING WITHIN THE CPZ MUST HAVE A VALID CPZ PERMIT. MORE INFORMATION IS AVAILABLE ON THE CLUB WEBSITE.

Club flyer on matchday CPZ

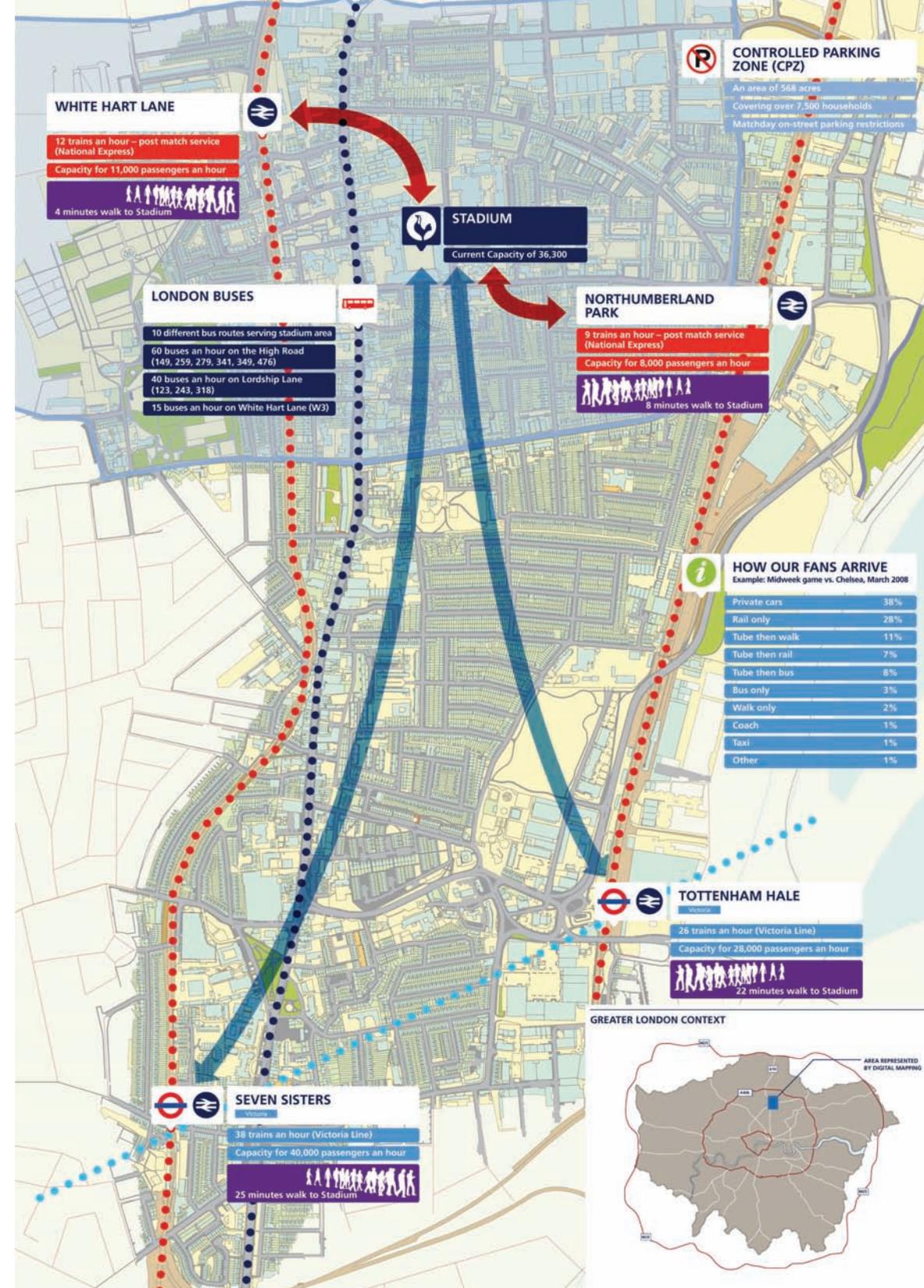
CPZ PERIMETER MAP



IF MATCHDAYS ARE NEARBY TO PUBLIC HOLIDAYS, MATCHDAYS WILL BE HELD ON THURSDAY, FRIDAY, SATURDAY, SUNDAY AND BANK HOLIDAYS. IT WILL BE MADE CLEAR ON THE CLUB WEBSITE. PLEASE PLAN YOUR JOURNEY TO WHITE HART LANE BEFORE YOU GET ON.



Fan travel communications



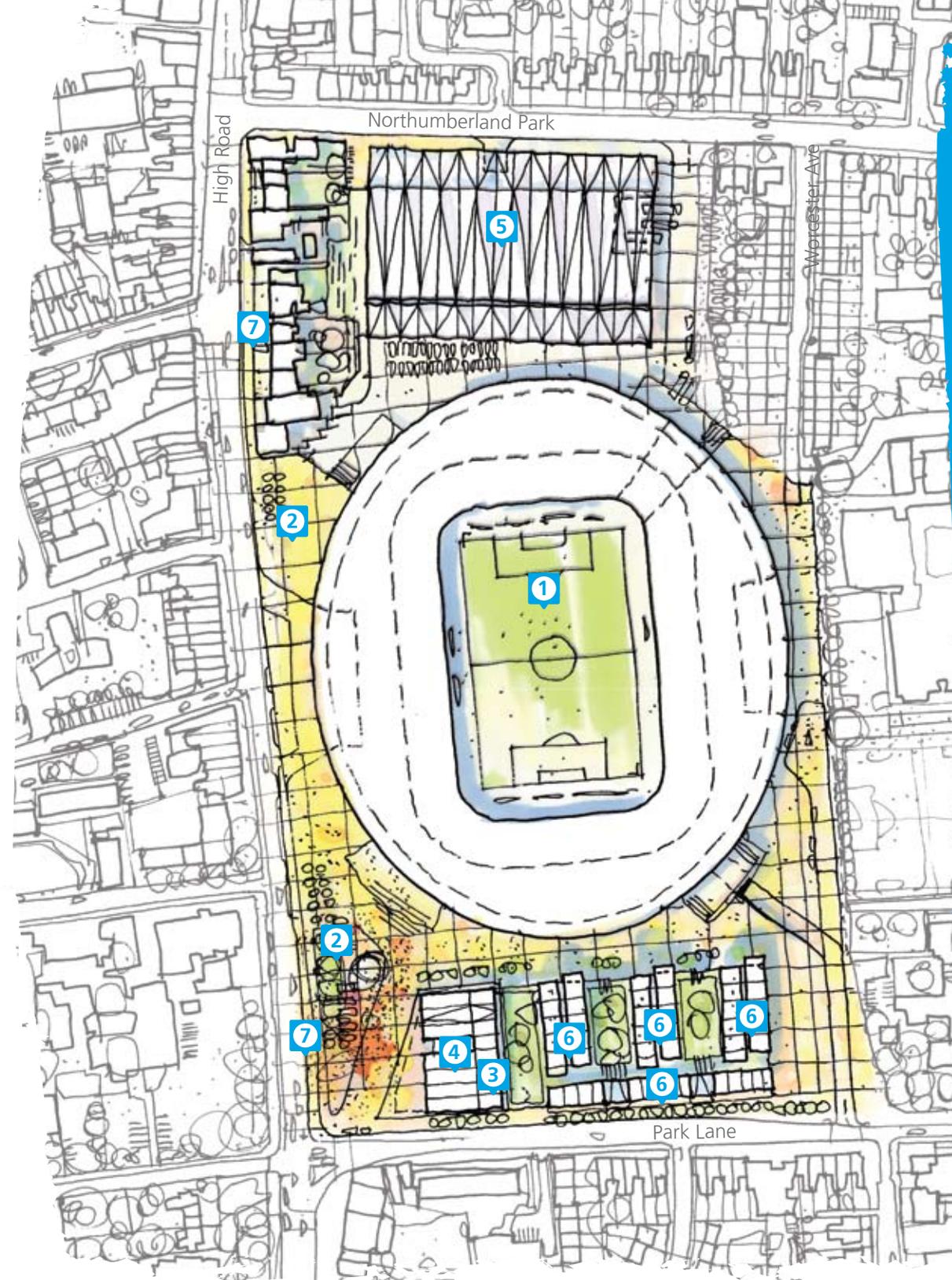
OUR SCHEME

Our scheme would deliver a world-class new stadium with a Club Museum, new shops and restaurants, new homes and a new base for the Tottenham Hotspur Foundation, alongside important public space which delivers a real improvement to the High Road.

The designs cover an area of around 20 acres, bordered by Park Lane in the South, Worcester Avenue to the East, Northumberland Park to the North and the High Road to the West.

This area includes the current ground, surrounding industrial area and some other small businesses. The Club already owns most of this land and will work with Haringey Council and other partners to help relocate any affected businesses.

The delivery of this scheme does require the removal of two listed buildings currently on the High Road – Warmington House and Fletcher House – as part of the terrace between Paxton Road and Park Lane. These buildings are making way for the public spaces, not other development, which is essential to connect the Stadium with the High Road and to open up the area to the public.



OUR EMERGING PLANS WOULD DELIVER:

- 1. A NEW STADIUM**
with a 60,000 capacity, providing a stunning spectator experience and the highest quality of safety and access.
- 2. IMPORTANT PUBLIC SPACE**
with room for fans on match-days and a focus for community events and activities at other times.
- 3. NEW OFFICES FOR THE TOTTENHAM HOTSPUR FOUNDATION**
with state-of-the-art facilities allowing for even greater reach and impact.
- 4. A NEW CLUB MUSEUM**
together with a new Club Shop.
- 5. A NEW SUPERMARKET**
with parking, offering increased choice for local people and helping bring more people and money to this part of the High Road.
- 6. 500 NEW HOMES**
providing a choice of quality apartments.
- 7. SIGNIFICANT IMPROVEMENTS TO THE HIGH ROAD**
including the preservation of the more architecturally important listed buildings to the North and public spaces to the South.

WORLD CLASS STADIUM DESIGN

The Stadium design brief includes:

- Maximising spectator experience
- Provision of state-of-the-art facilities at all concourse levels
- Clear sight levels for every seat
- Iconic design to sit proudly on the High Road

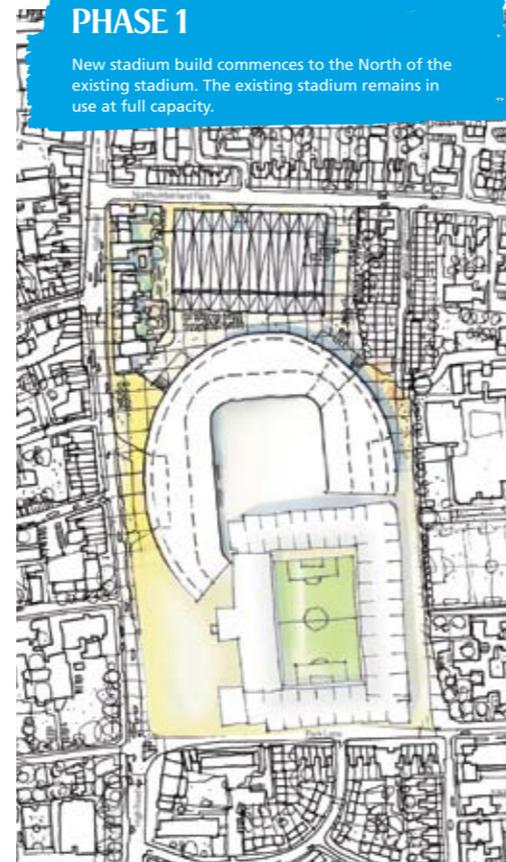


STAYING HERE

The new stadium location and designs ensure that the Club is able to remain here even during construction, maintaining the economic benefits the Club and its visitors bring to the area. These phasing diagrams explain how the change from the old to the new stadium is made over the course of one season and that at no stage is capacity less than that of the current ground.

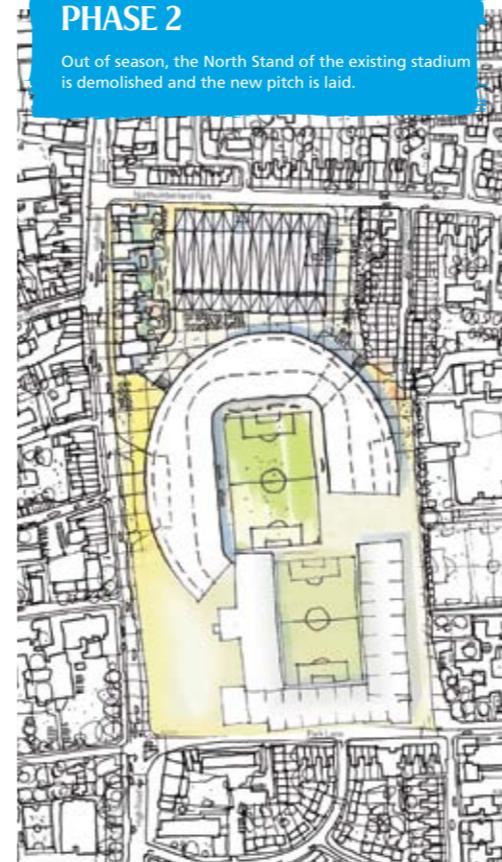
PHASE 1

New stadium build commences to the North of the existing stadium. The existing stadium remains in use at full capacity.



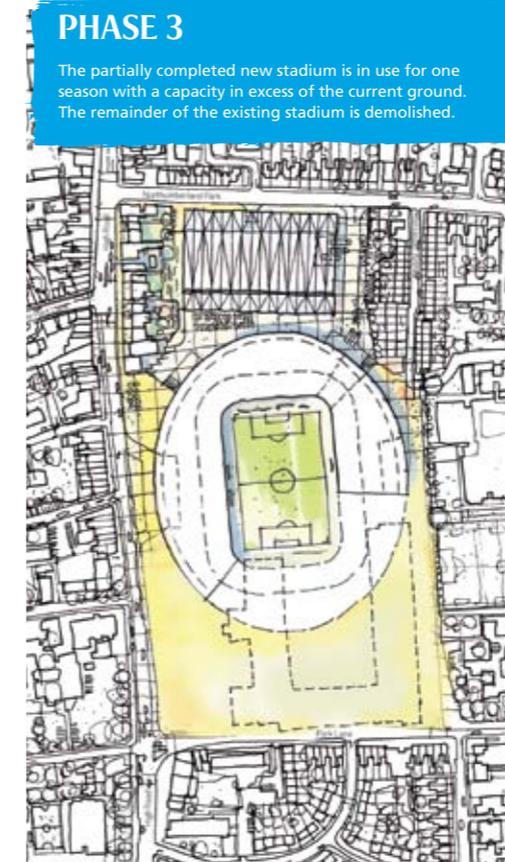
PHASE 2

Out of season, the North Stand of the existing stadium is demolished and the new pitch is laid.



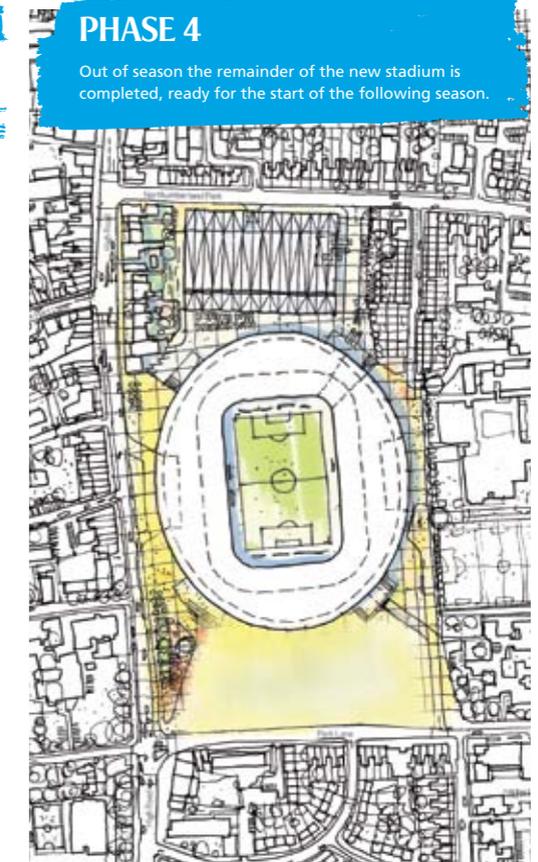
PHASE 3

The partially completed new stadium is in use for one season with a capacity in excess of the current ground. The remainder of the existing stadium is demolished.



PHASE 4

Out of season the remainder of the new stadium is completed, ready for the start of the following season.



PASSIONATE ABOUT
TOTTENHAM



Our aspiration is for a truly world class scheme, which people would be proud to live near and to visit. We've appointed four of the leading companies in the world, each focusing on their specialist area.



Coimbra Stadium in Portugal



City of Manchester Stadium fit out

KSS

Responsible for Stadium design, to deliver fantastic design a world-class experience for all our supporters and visitors.

KSS is a 100 strong architectural practice with extensive experience designing major stadiums and sporting facilities, ensuring exceptional design, safe access, excellent sight lines and all aspects of the spectator experience. Recent projects include the City of Manchester Stadium, a new stadium at Coimbra in Portugal for Euro 2004 and a new training academy for Bolton Wanderers FC.

MARTHA SCHWARTZ

Responsible for public realm, to ensure exceptional new areas of public space are a real asset for the area 365 days a year, not just on match-days.

Martha Schwartz Partners is the leading company for landscape design with an international reputation for delivering landscape architecture solutions of the very highest quality. The company has worked on schemes across the world, recently completing the Grand Canal Square in Dublin and Manchester Exchange Square.



Grand Canal Square at the Dublin Docklands project © Tim Crocker



This €8 million project in Dublin is among the most innovative landscape design projects ever undertaken in Ireland



St Paul's Information Centre, London © Hufton & Crow



55 Baker St, London © Will Pryce

MAKE

Responsible for the wider plan, to properly integrate the new buildings into the area and provide a real boost to the High Road and beyond.

Make is one of the UK's leading architectural firms, founded by Ken Shuttleworth, with over 100 staff based in studios in London, Edinburgh and Birmingham. Recently completed buildings include the St Paul's Information Centre in the City of London, the 55 Baker Street office development in central London and three striking new buildings for the University of Nottingham's Jubilee Campus.

BURO HAPPOLD

Responsible for technical engineering, environmental sustainability and transport aspects, to deliver a scheme which works for the area now and into the future.

Buro Happold is an international engineering consultancy renowned for its work on major sports facilities. Recent projects include the O2 Arena at the Greenwich Peninsula, the Lansdowne Road Stadium in Dublin, the Olympique Lyonnais Stadium in France and Harlequins Rugby Stadium in Twickenham. The company is also working on the London 2012 Olympic Stadium.



Palasport Oval Lingotto Winter Olympics Skating Arena, Turin



The O2, one of the UK's most exciting and technically advanced music, sport and entertainment destinations

A BOOST FOR THE AREA



The Club is currently a major economic driver in the area. We already attract around 1 million visitors a year and are one of the Borough's largest employers. We also help pump many millions of pounds into the local economy and via business rates.

The news that we are looking to remain in Tottenham and are able to stay during construction protects the area from even a short term loss of revenue.

But it means more than that. These plans have the potential to provide a major boost to the area, attracting additional investment and securing significant benefits for the local community.



Key elements of this include:

- **A much improved local environment**, with safe and attractive areas of public space for local people, a focus for events and activities.
- **A major economic boost for the area**, with more people visiting, spending more money in local shops and services.
- **New jobs created** with dedicated support in place to help local people access those jobs.
- **An even greater ability for the Tottenham Hotspur Foundation** to address key social and community issues.
- **A more vibrant area** at all times with increased choice from the new supermarket, and a range of events, conferences and tours at the stadium to keep the area thriving on non-match days too.

- **Increased community safety**, with 'designing-out-crime' integral to the design and CCTV in place as well.
- **New local business opportunities** both during construction and in the long term, with dedicated communications to our supporters to make them more aware of what's available in the area.
- **A dramatic improvement of this part of the conservation area**, with the continuation of the High Road improvements and retention of the significant listed terrace.
- **World-class design** which people would be proud to live near and visit.
- **A significant investment in North Tottenham** with a comprehensive scheme, not just a stadium.



We hope you have found this information helpful.

With 70,000 Club members and 22,000 people on the waiting list for a season ticket, we can make this happen and invest hugely into the Tottenham area.

As the plans continue to develop we will consult again with more detailed information. This will include a second exhibition with images of the stadium and surrounding development as well as further details about transport, public spaces and building materials.

We shall also ask you for your comments again before then finalising our plans and submitting a planning application to Haringey Council. Once this application is received by the Council, they will also carry out their own consultation before deciding whether or not to grant planning permission.

Please do use the comments card provided to let us have your views. You can tell us what you do like and what you don't as well as any areas you would like to see more information on at the next exhibition.

For more information:

🌐 www.tottenhamhotspur.com/futureplans

✉ futureplans@tottenhamhotspur.com

📞 Call our team on 0800 688 8808

(Calls free from landlines, mobile rates will vary)





“The Northumberland Development Project would deliver a world class scheme and substantial new investment for Haringey and our supporters.

It represents a significant step in the growth of the Club, with a proposed stadium capacity of 60,000 and would provide state-of-the-art facilities, important public space, new jobs and homes and a significant boost for the local economy.

It would also enable us to provide a new base for the Tottenham Hotspur Foundation so that its award winning programmes can continue and have an even greater impact in the local community.

Tottenham Hotspur is proud of its roots in Haringey. We have been in the Borough for 126 years and the Club is inextricably linked with this part of London. We believe that this scheme has the potential to create a truly inspirational environment for the Club and the community as well as acting as the catalyst for the uplift of the wider area.

We are at an early stage of what is part of our long term plans for the Club and now we want the views of local people and our fans. I hope people will take the time to look at our plans and let us have their comments.”

Daniel Levy

Chairman of Tottenham Hotspur Football Club



“I am delighted that Tottenham Hotspur has confirmed its commitment to remain in our borough. We have always regarded

Spurs as one of Haringey’s prime assets. They bring major economic benefits to our borough and carry out some excellent community work through the Tottenham Hotspur Foundation.

But more than anything, Spurs has played an integral role in giving a sense of identity to the area it calls home. Tottenham would not be Tottenham without its football Club.

We have been working extremely hard to regenerate the Tottenham area, which suffered so much from industrial decline. Real progress is being made, and it is extremely pleasing that Spurs has demonstrated that they share our commitment to this continuing regeneration.

But, as always, we will consider very carefully any plans that are submitted to us, as we strive to ensure that a new stadium delivers real benefits for all who live and work in the area.”

Councillor George Meehan

Leader of Haringey Council



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