



Wembley Arena

Globally recognized in the World of Sport and Entertainment

Among the most well known names in entertainment, sports, entertainment, sports and leisure venues is that of Wembley. Once rolling parkland, the Wembley complex has been home to exhibitions, sporting events, concerts and conferences for almost a century.

In 1934 the Empire Pool was constructed at Wembley and hosted the swimming events at the Empire Games. After that, the venue became the home of a multitude of sports including ice hockey, boxing, the 1948 Olympics and eventually rock and roll concerts through the 1950's.

In 1978, as Wembley Arena, it soon became the most famous indoor concert venue in the world. Seating 12,000 guests, this iconic venue continued to develop its reputation at the forefront of music venues throughout the world, attracting the biggest name stars of the modern era.



Today, this world famous Arena remains the must-play venue for artists of all genres. Celebrating its 70th anniversary this year, Wembley Arena has hosted virtually every major performer since the sixties, as well as many international sports and entertainment events.

With the uncertainty of recent years behind it, and with the redevelopment of the National Stadium and surrounding complex underway, Wembley Arena will continue to maintain its lofty status in the entertainment world.

Wembley Arena has long been renowned for providing a home to the world's highest profile artists and performers.

The venue has overcome recent uncertainty about its future and now, with ambitious redevelopment plans underway, Wembley Arena will continue to maintain its iconic status well into the new millennium.

In 2001, Wembley London Ltd selected Cleanevent to provide cleaning and venue presentation services to Wembley Arena.

In 2005 Wembley Arena, the global entertainment icon was awarded the prestigious 'International Large Venue of the Year' award at the annual Pollstar Concert Industry Award ceremony held at the Wilton Theatre in Los Angeles, California.



Responsibility & Partnership

Cleanevent has serviced Wembley Arena since 2001. Despite difficult times for the venue, Cleanevent staff members have remained committed to Wembley and have continued to gladly accept responsibility for the presentation of its facilities.

In doing so, Cleanevent managers have forged a strong strategic partnership with the venue management team, a partnership that ensures successful presentation of the site day in day out.

There is no doubt Cleanevent has raised the service level bar for Wembley since the company's engagement. With an uncertain future, understandably, no significant investment was being made to maintain the venue in line with modern standards. The 'old girl' was in need of some good- fashioned 'tender loving care' and Cleanevent was happy to deliver.

Once the future of Wembley Arena was assured, Cleanevent was contracted to provide the elevated presentation and service levels necessary to bring the venue up to a new standard.

It took the considerable commitment, industry knowledge and experience of Cleanevent's dedicated management team and staff to resurrect the building to the standard expected by the paying public in the highly competitive leisure market.

Our dedicated management team and staff maintain the high standard expected by the paying public as they visit the temporary facilities on offer.

Challenges

With the new Wembley stadium now complete and the Arena undergoing a facelift of its own, and the entire Wembley site entering a major re-development phase, ongoing challenges remain for Cleanevent.

As a specialist in the sports and leisure industry, it is a challenge the company eagerly embraces and a responsibility the team relish and enjoy.

Our Commitment

Cleanevent is committed to the long- term success of Wembley Arena and continues

to develop solid, interactive and effective working relationships with all its stakeholders involved in the Wembley site. It is only through open communication can issues be resolved quickly.

Like the stars appearing on the Wembley stage, Cleanevent takes its responsibility seriously and strives to improve its performance each year.

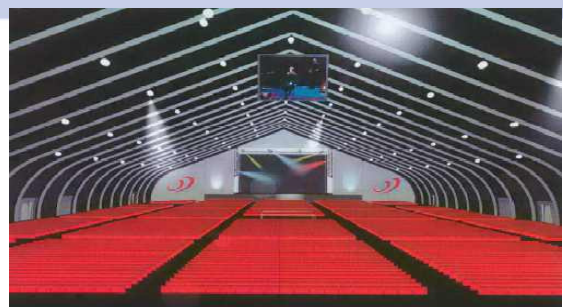
Partnership & Ownership

The delivery of additional tasks, outside of our core cleaning services, is characteristic of Cleanevent's attitude to operations and service delivery and typical of our partnership approach to servicing Wembley Arena.



“Cleanevent is proud to be associated with such a prestigious venue, such as Wembley. There are few venues in the world, which have such strong brand recognition as Wembley does. We look forward to continuing our relationship with them”

Tom Gibbons, CEO Cleanevent UK



For more information about ways that Cleanevent can help your event or venue with cleaning and waste management services, please contact your local Cleanevent office or visit us on the Web.

www.cleanevent.com

**It's the things
you don't see that
make all the difference**