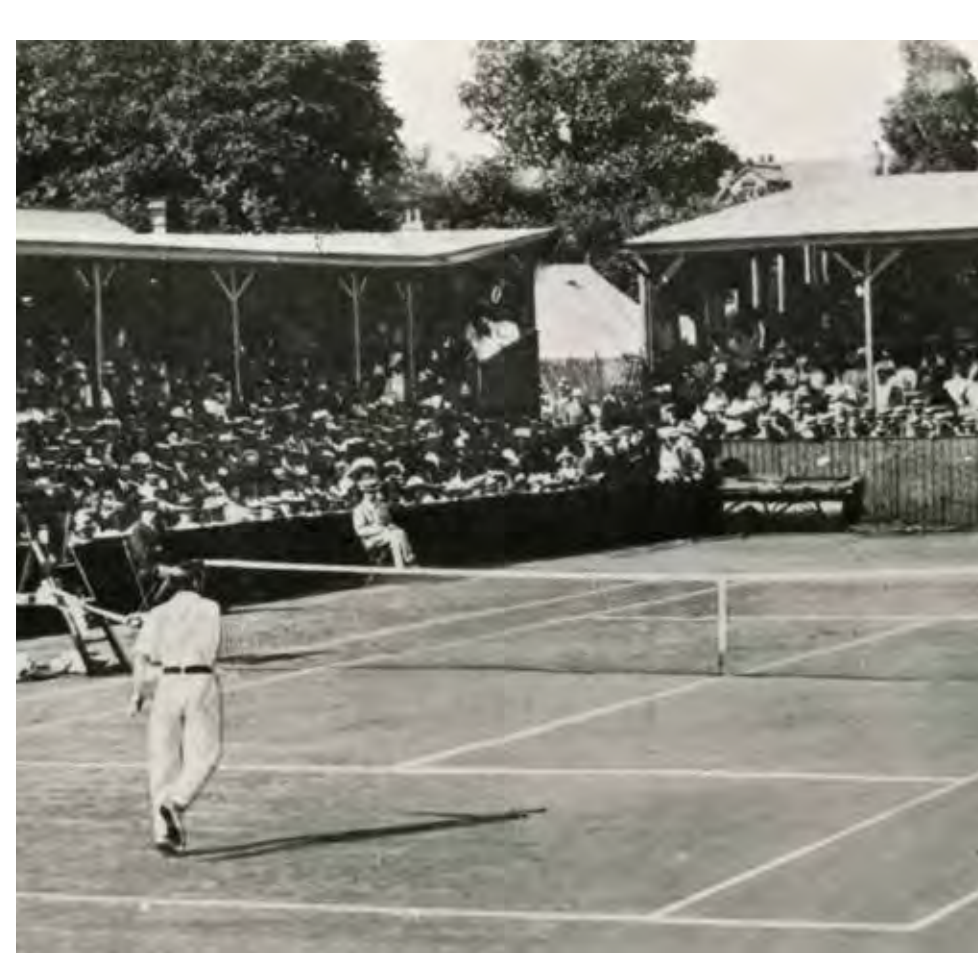




THE WIMBLEDON MASTER PLAN

HISTORY

Wimbledon is the oldest tennis tournament in the world and widely considered the most prestigious. First held in 1877, The Championships have come to embody the notion of British summertime.



THE SITE AND THE CHAMPIONSHIPS

Wimbledon is one of the four Grand Slam tennis tournaments around the world, and is the only Grand Slam still played on the game's original surface- grass.

Since 1877 The Championships have developed from the garden party atmosphere of the first meeting to the highly professional global media tournament of today.

The All England Lawn Tennis Club (AELTC), which stages the event, was founded in 1868. Its first ground was in Worple Road, Wimbledon. The original pavilion and Grounds are still there, currently used by Wimbledon High School.

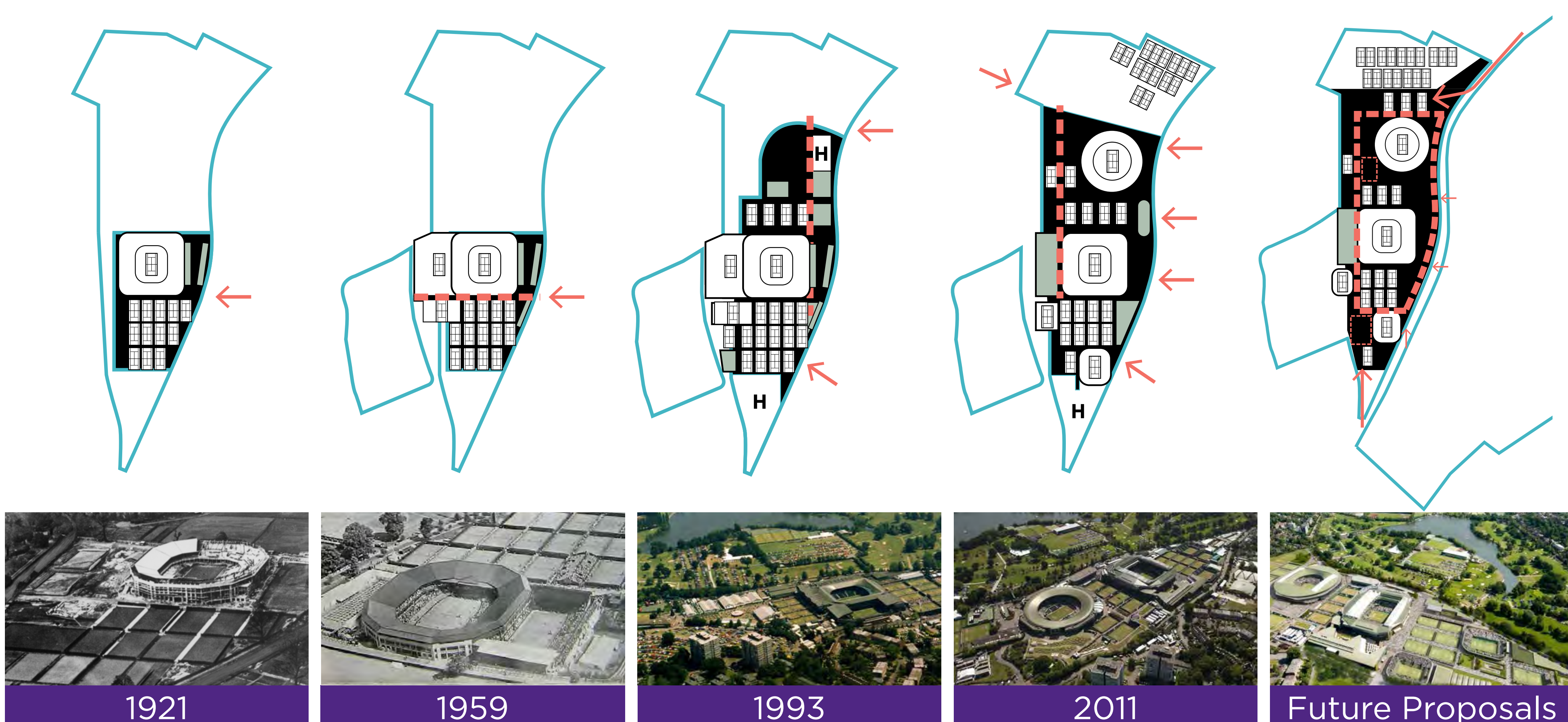
Between 1877 and 1900 tennis developed from a social pastime into an international sport and by 1921 tennis was more popular than ever - Worple Road could no longer cope with demand.

The AELTC purchased the current site in Church Road in 1920. In September 1921, the construction of "Centre Court" began and it was completed ready for the 1922 Championships, along with 12 outside courts. The old No.2 Court was brought into commission in 1923, followed by the old No.1 Court in 1924.



DEVELOPMENT OF THE SITE

The AELTC site has developed organically and is now close to capacity. The Master Plan provides a holistic review to optimise the site in order to enhance and consolidate the future of the Grounds and The Championships.



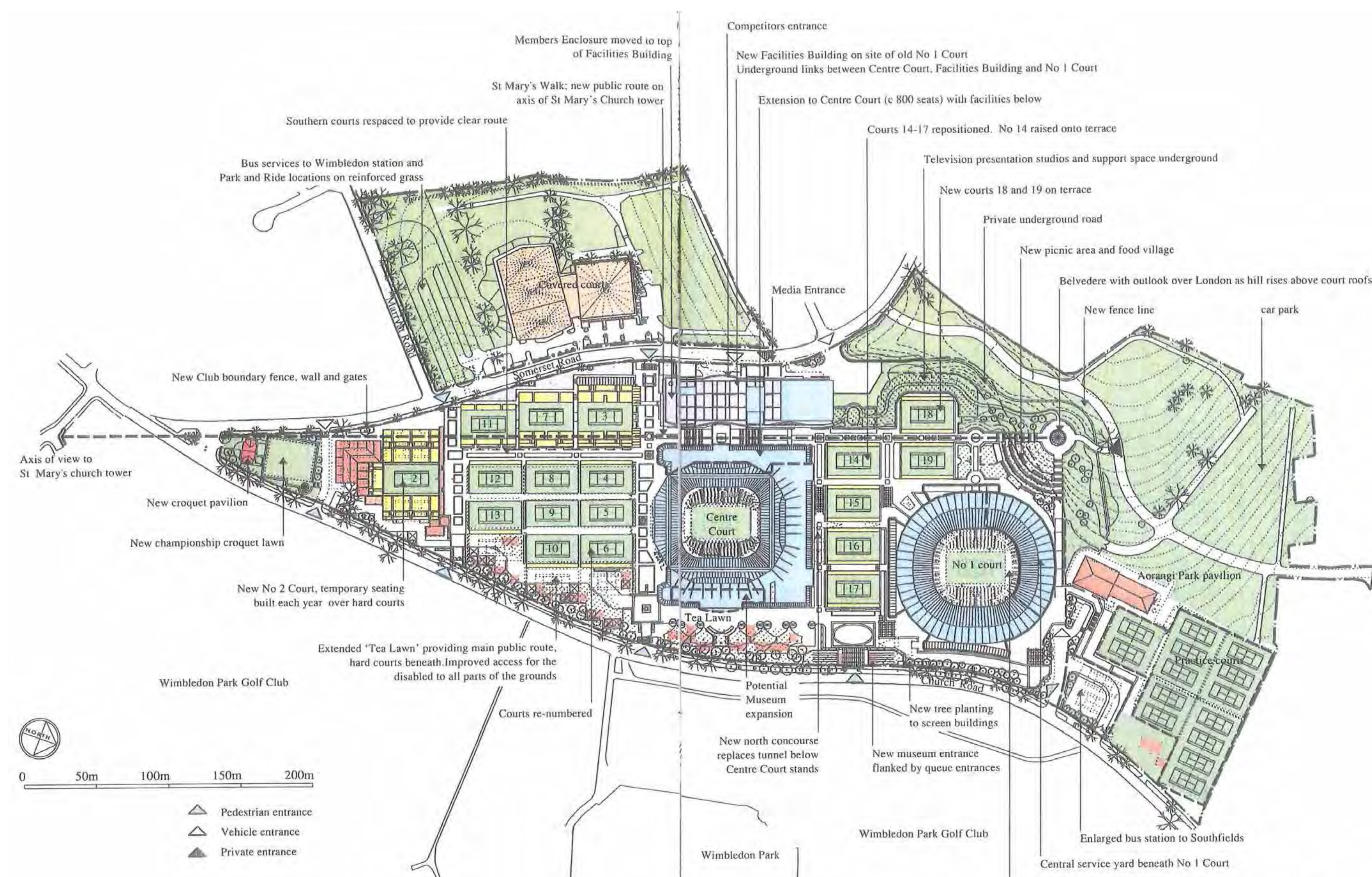
- The AELTC purchased the current site in Church Road in 1920
- In 1921 Worple Road reached capacity
- "Centre Court" build commenced ready for 1922 Championships, with 12 outside courts
- Old No.2 Court commissioned in 1923; old No.1 Court in 1924
- Championships concentrated in south of site
- Major east/west public Boulevard built
- Tennis lawn extended
- Long Term Plan commenced
- Arrival and main public area north of Centre Court built
- Access from southeast created
- Major public circulation to the east established
- Hospitality added to south tail of site
- Show courts to north expanded
- Service area north of No.1 Court consolidated
- New competitors' facilities added
- Major north/south public route created with St. Mary's walk
- New fixed and retractable roof over No.1 Court with associated improved hospitality
- High standard of Championships' support facilities
- Efficient operational layout to enable improvement of show courts
- Improvement of public space and visitors' experience
- Enhancement of Members' accommodation
- Permanent hospitality facilities to be provided

LONG TERM PLAN 1993 - 2011

Despite further enhancements over the years, it was not until March 1993, when the Club embarked upon its ambitious Long Term Plan, that the Grounds' transformation into today's instantly recognisable and familiar outlook began.

Guided by a blend of innovation and tradition, new world-class facilities and public entertainment spaces were created. An 11,500-seat No.1 Court, a permanent Broadcast Centre, two extra Championships grass courts (18 and 19), the now world-famous 'Hill' and large TV screen all arrived for the 1997 event.

Outside courts were realigned to provide enhanced spectator access, and later additions included new player, media and members' facilities in the Millennium Building, an almost completely re-built Centre Court with additional seating, wider padded seats and its engineering tour-de-force: the retractable roof. The Long Term Plan concluded with a new No.2 Court (2009) and in 2011, a new No.3 Court and Court 4.



THE FINEST STAGE IN WORLD TENNIS

The AELTC now looks into the future to retain Wimbledon as the pre-eminent Grand Slam and the finest stage in world tennis.

THE NEED FOR A MASTER PLAN

Today, in large part thanks to the work of the Long Term Plan, Wimbledon is widely regarded as the finest stage in world tennis. However, the Club recognises that to maintain its leadership position further improvements to the facilities are required and that standing still is not an option.

To this end, in Autumn 2011, the Club commissioned international award-winning architects, Grimshaw, to work alongside it to develop a master plan to guide the further long term development of the Club and its facilities. This 'Wimbledon Master Plan' sets out a vision for the future of the Club's Grounds and is a framework against which new development will

be assessed and refined — what it is not is a set of definitive development proposals.

Indeed, the extensive consultations with neighbours and other interested parties which have already been carried out during the process of the formulation of the Master Plan have been very helpful in identifying areas and issues that are sensitive in terms of future development proposals. These, in turn, will help to formulate the more detailed individual proposals for each element, as and when they are being developed, and any that do reach that stage will be subject to further consultation before and during their formal planning application process.

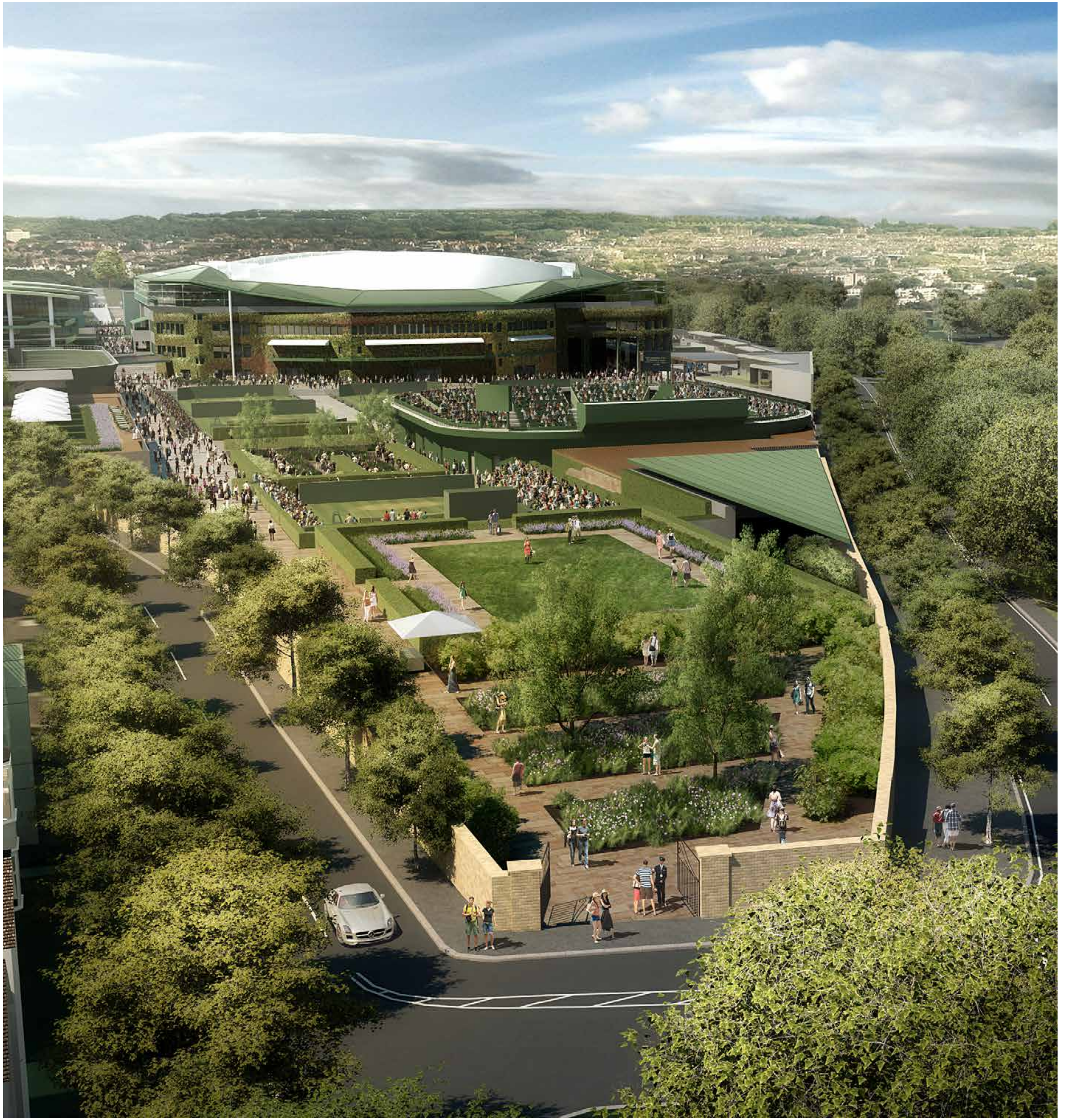


THE VISION

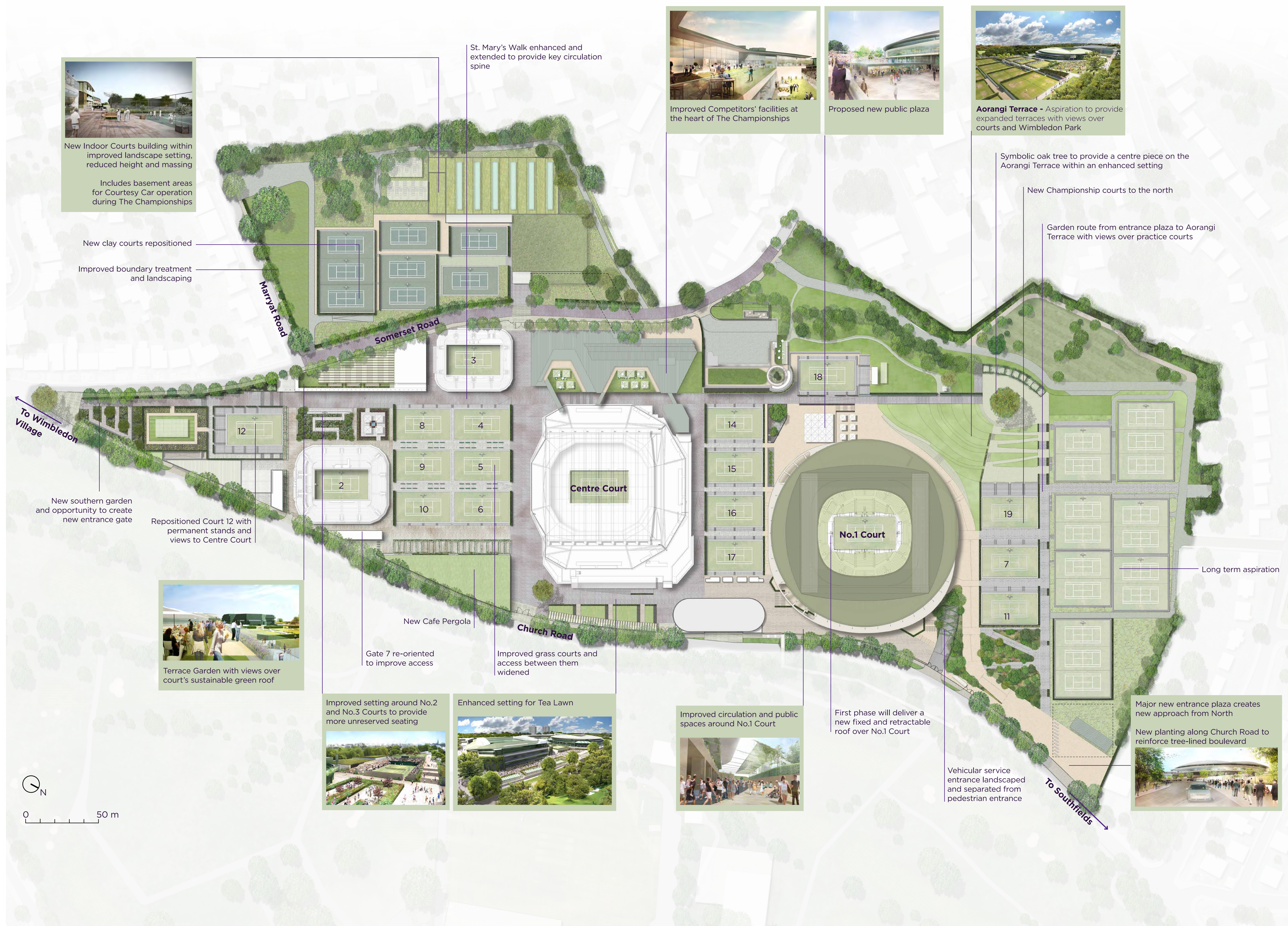
The Master Plan sets out a vision for the future of the site and a framework within which development can be assessed, refined, and carried out in a flexible but coordinated, sustainable and resilient manner.

The key objectives for the Wimbledon Master Plan are to:

- Maintain The Championships as the premier tennis tournament in the world and on grass
- Strengthen and enhance Wimbledon as a world class sporting venue of national and international significance
- Conserve Wimbledon's unique and special heritage
- Guided by 'Tennis in an English Garden', develop the finest setting and facilities for the entertainment and enjoyment of all visitors
- Ensure that all new building is world class quality in keeping with Wimbledon's international status and reputation
- Continue to make a positive contribution to the local neighbourhood and community
- Resolve key operational issues to ensure the smooth running of The Championships for now and in the future
- Reduce carbon emissions from the Grounds
- Develop effective transport solutions which reflect the priorities of the Club, its neighbours and those visiting during The Championships
- Establish a long term framework to ensure that future development is carried out in a coordinated, sustainable and resilient manner



A NEW LONG TERM VISION FOR WIMBLEDON





NORTHERN AREA: A NEW LANDSCAPE SETTING

This is a beautiful part of the Grounds that benefits from dramatic topography and a unique landscape setting. It provides the main approach to The Championships when arriving from Southfields. Existing structures to the north of No.1 Court are proposed to be demolished, making way for three new Championships courts with state-of-the-art players' facilities and accommodation below. Alongside these new courts we propose a public walkway with spectacular views over a cascade of gently terraced re-orientated practice courts.

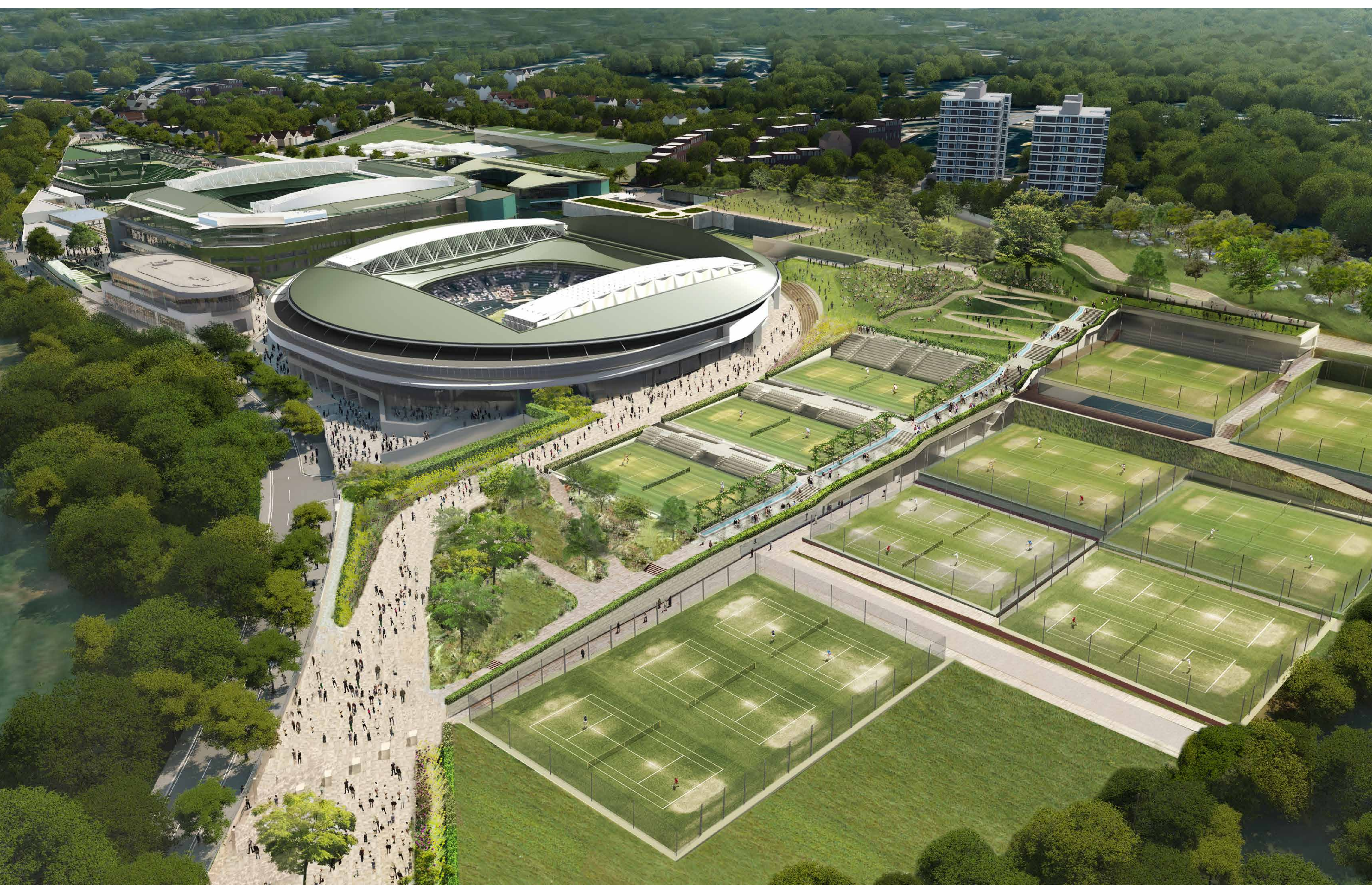
Remodelling of No.1 Court is proposed, along with provision of a new fixed and retractable roof. This would allow for uninterrupted play irrespective of the weather and provide additional new hospitality areas with spectacular views over the outside courts, replacing the temporary facilities that are installed temporarily each year at the south of the Grounds.

The reconfigured No.1 Court is intended to provide the backdrop to a major new landscaped entrance plaza. This would serve to resolve the existing conflicts between pedestrians and vehicles, and transform the entrance experience, with the stunning London skyline as a backdrop.

CENTRAL AREA: RETAIN TENNIS AT THE HEART

Defined by buildings around its full perimeter, this part of the Grounds has a distinctive feel of its own. Here, congestion would be eased by the introduction of a new public plaza situated on two levels in the position of the old Court 19. New basement accommodation is to be provided below central courts to help facilitate the smooth running of The Championships through the creation of additional space to meet the ever-increasing demands for service and quality. Interfaces and circulation areas around No.1 Court are proposed to be widened, and the landscaping and terracing around the Tea Lawn significantly improved.

The new retractable roof would allow No.1 Court spectators to join those on Centre Court in watching a full day's programme of tennis regardless of the weather.





SOMERSET ROAD

The Somerset Road site is key to the activities of both The Championships and the Club. It accommodates the Indoor Courts complex, the Centre Court chiller plant and operations for important vehicular movements (Park & Ride, contractors' lay-down, courtesy cars, etc) during The Championships. The existing buildings are at the end of their serviceable life and outside of The Championships, the parts of the site not covered by the Indoor Courts are under-utilised.

Within the context of the Master Plan, there is an opportunity to use this site more effectively and provide an integrated world class facility more in keeping with Wimbledon's stature. The new Indoor Courts are proposed to be rebuilt in a new complex integrated more sensitively into its setting and using the

topography to reduce the overall massing. Enhancement of the landscape and open character will be a key element of the design brief.

The clay courts, which will no longer be required for the temporary hospitality facilities, are proposed to be removed from the southern area of the site to Somerset Road in order to release space and ease congestion during The Championships.

The Contractors' lay-down area (required in the build-up to The Championships) would be retained to the south but other vehicular activities are proposed to be transferred to new basement areas beneath the courts. This would not only improve the use and appearance of this site but do so in a manner that is more in keeping and sympathetic to the neighbourhood.

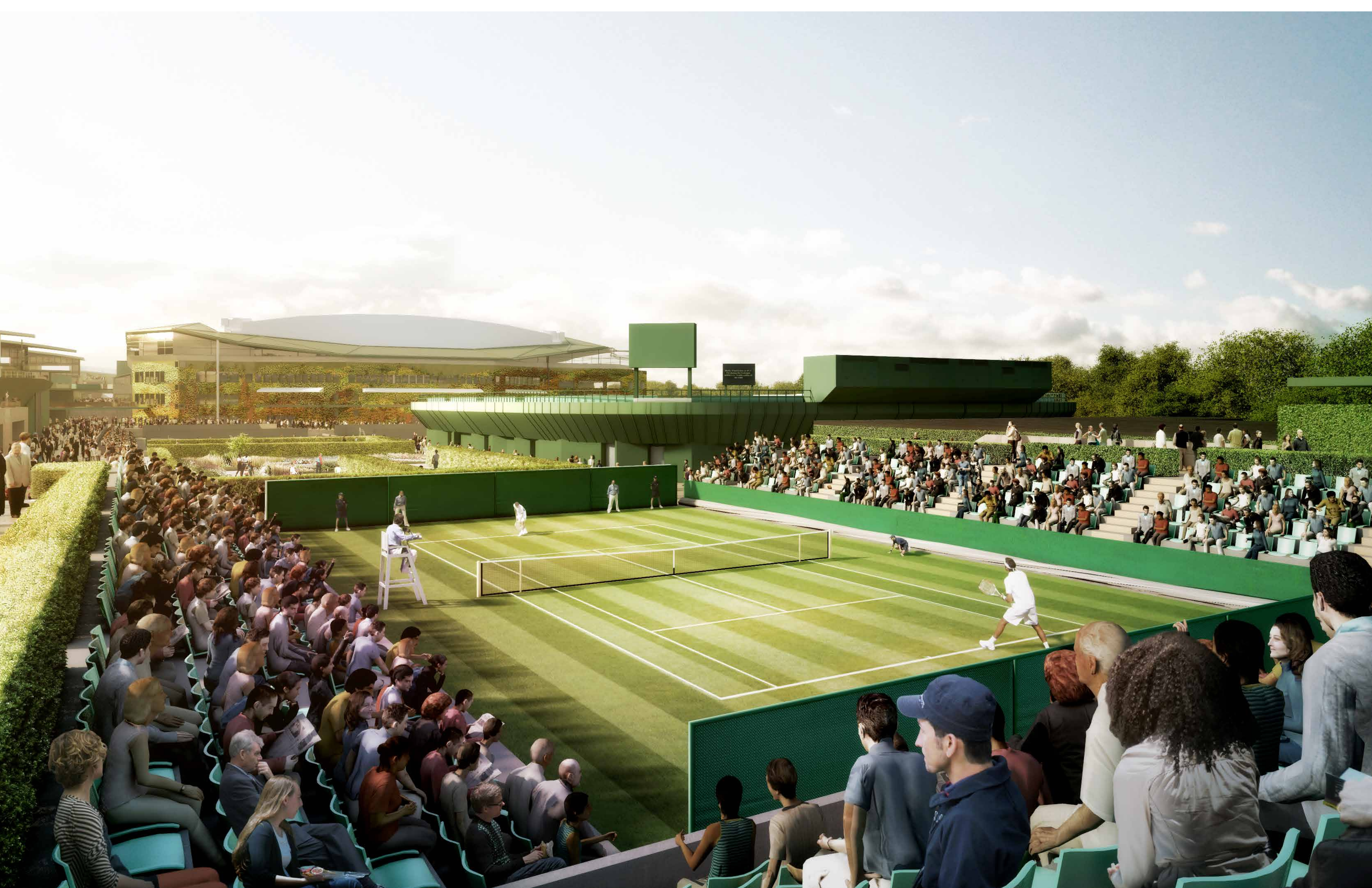
SOUTHERN AREA: ENHANCE ITS HISTORICAL CHARACTER

The southern part of the Grounds is one of the most characterful and historic areas and benefits from a real sense of intimacy which is unique to Wimbledon. Centre Court defines the area by forming the backdrop to any views. The southern area is, however, the part of the site that suffers from the highest level of congestion which impacts adversely on the public's quality of experience and creates operational challenges. A key objective of the Master Plan is to address these issues.

St. Mary's Walk, currently the backbone to the public circulation, is proposed to be opened up and extended from the oak tree at the top of Aorangi Terrace to the very southern apex of the site, offering the opportunity to create a new, distinctive southern entrance. Two of the grass courts would be relocated to the northern

area, freeing up space to allow the remaining courts to be repositioned and the walkways between them widened, thereby significantly enhancing the experience for players and the public. The proposed new plaza would provide a major new public destination to the south and accommodate additional areas for queueing, thus offering the potential for greater numbers of unreserved seats for No.2 and No.3 Courts.

Court 12 is intended to be repositioned to the south of No.2 Court with permanent seating on three sides, offering dramatic views back to Centre Court. The new southern entrance is envisaged to present a spectacular new approach to the Grounds with landscaping to reinforce and enhance the image of playing tennis in an English Garden.



OTHER MASTER PLAN BENEFITS

The Master Plan will deliver a range of benefits from transport and travel, sustainable development to landscape design and the public space.

LANDSCAPE

A coordinated approach to the landscaping of the entire site is to be adopted through a landscape framework, the main objectives of which will be to:

- Explore opportunities and improvements to the public space
- Reinforce the image of playing tennis in an English garden
- Create a unique landscape around the site providing a memorable journey during The Championships and year round
- Create a series of themed gardens set within an overall landscape framework
- Enhance existing biodiversity, habitat potential and green infrastructure

SUSTAINABILITY

As part of the Master Plan development, sustainability guidelines will inform the future development of the site to help:

- Reduce impact of construction materials on the environment
- Improve health and wellbeing, biodiversity and ecology of the site

TRANSPORT

The Master Plan will include the development of a transport strategy, considering vehicular and pedestrian movements during and outside The Championships to:

- Enhance people movement and crowd dynamics on and around the site
- Minimise impact of The Championships on residents/ businesses and key stakeholders
- Develop improved transport management, access and travel plan strategies
- Enhance journey to/from Grounds

COMMUNITY

The Wimbledon Master Plan aims to have a positive impact on the community and the immediate setting. In particular, the Master Plan will seek to:

- Improve outlook from neighbouring properties by improving boundary treatments, landscaping and screening of existing and new structures
- Improve public space around the site's fringes as part of the landscape strategy
- Reduce traffic through encouraging use of public transport and walking
- Support development of community facilities in the area



WIMBLEDON AND BENEFITS TO THE COMMUNITY

Wimbledon is not just about The Championships; it plays a significant role year-round in supporting the local economy and community. Investment in the future of The Championships is investment in the future of the local economy and community.

The **Wimbledon Foundation**, the not-for-profit arm of The AELTC and The Championships, uses the heritage and resources of Wimbledon in its principal areas of focus:

- **Community** - activities and support within the London Boroughs of Merton and Wandsworth

- **Charity** - particularly charities with links to key groups involved in The Championships

- **Sport/Development**- support of projects and charities that use the power of sport, and particularly tennis, to assist people, especially the disadvantaged and the young, with education and personal development



In addition to a substantial contribution to the St. Mary's Church spire restoration fund, recent donations to local charities include:

- 19th Wimbledon Scout Group
- Beyond Autism
- Carers Support Merton
- Home Start Merton
- London Community Foundation
- Mayor of Merton's Charity
- Mayor of Wandsworth's Charity
- Will to Win Foundation
- Wimbledon Civic Theatre Trust
- Wimbledon Guild
- Wimbledon Music Festival

Other highlights include:

- **Ball Boys and Ball Girls** - Local schools provide world-renowned Ball Boys and Ball Girls at The Championships
- **The Wimbledon Junior Tennis Initiative (WJTI)** - Since 2001, through more than 650 state schools visits in Merton and Wandsworth and free coaching sessions at the Club at weekends, over 140,000 local children have enjoyed their first experience of tennis with the WJTI
- **Wimbledon Lawn Tennis Museum** - is enjoyed by nearly 100,000 people throughout the year, as they visit the Grounds and local area
- **Museum Education Department** - Around 25,000 children and young people have taken part in educational sessions since the Department was created in 2001





THE WIMBLEDON MASTER PLAN

WHAT HAPPENS NEXT

Feedback on the Master Plan is welcomed at any time, as this will assist and inform the AELTC and their development team as the Master Plan continues to evolve and as individual projects are brought forward.



HAVE YOUR SAY

A copy of the Master Plan exhibition material is available to view on the Wimbledon website at www.wimbledon.com/masterplan

Comments should be sent by email to Masterplan@aeltc.com

or by post to
The Master Plan
The All England Lawn Tennis Club (Championships) Limited, Church Road, Wimbledon, London, SW19 5AE

1. SETTING THE VISION

The extensive consultation that has been carried out by the AELTC during the process of formulating the Master Plan has been very helpful in identifying areas and issues that are sensitive in terms of future development proposals. This, in turn, will inform detailed proposals for the individual elements as and when they are being developed and brought forward for further consultation prior to being submitted as planning applications.

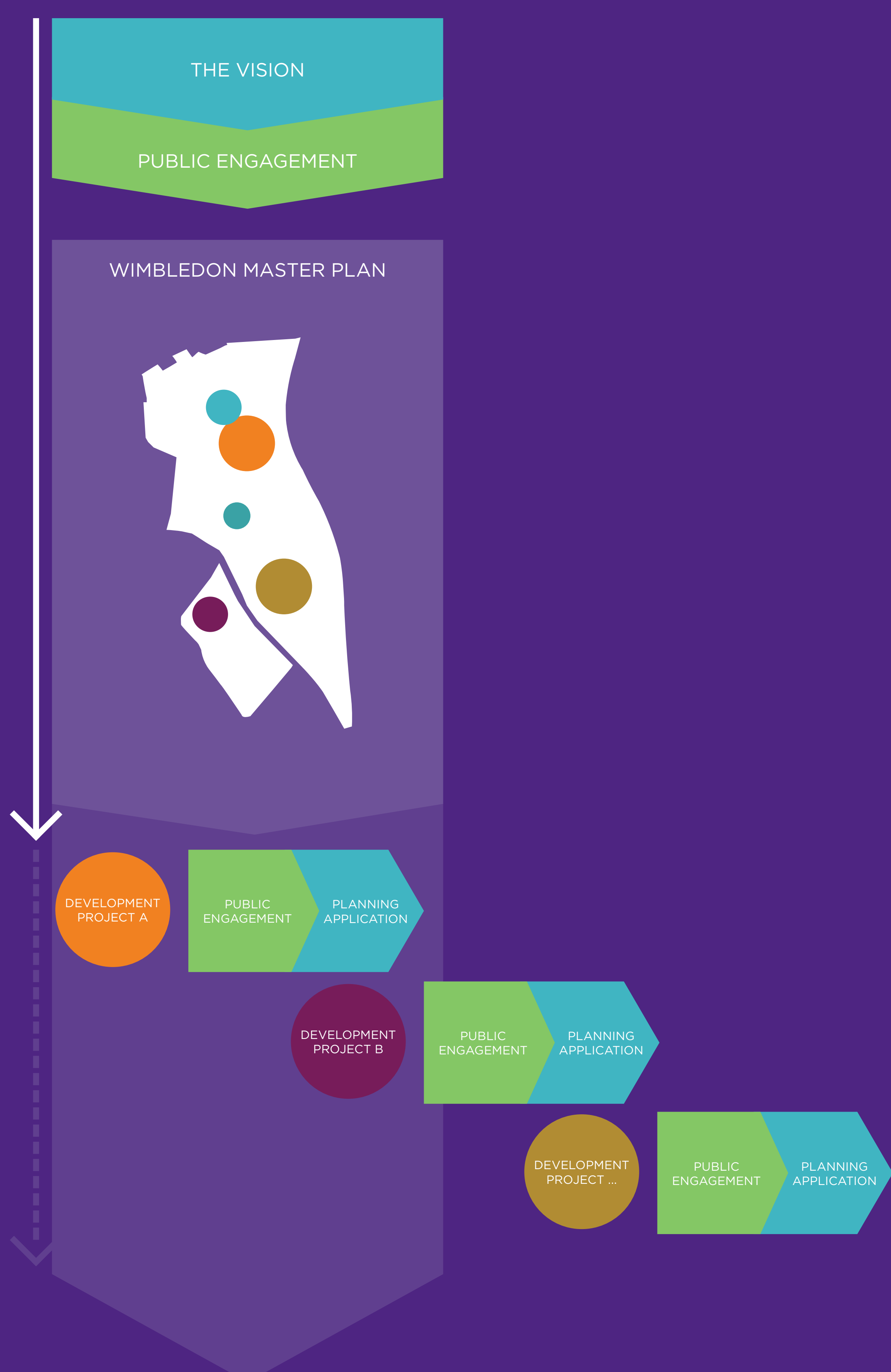
2. ESTABLISHING A FRAMEWORK

The Master Plan sets out the principal development objectives and a framework for attaining these objectives. The Master Plan is intended to be a flexible and adaptable Plan, whose provisions are not binding on any public body and which will continue to evolve as each of the individual components is developed in consultation with all relevant parties and submitted for planning approval.

3. PHASED AND COORDINATED IMPLEMENTATION

Consultation with local stakeholders and residents will thus continue throughout the life of the Master Plan, with specific consultations being undertaken separately for each of the individual projects within the Plan as the design proposals are developed.

The publication of this Master Plan is therefore in effect only the start of an long-term consultation, design and development process that will continue throughout the Plan's life.



4. FIRST PHASE

The first phase of the Master Plan will deliver a new fixed and retractable roof for No.1 Court by 2019. Public Consultation for this project will be announced later this year.

