# Brent Council pushes government to approve ticket tax and visitor levy for Wembley events



Brent Council is moving forward with plans to introduce a new “ticket tax” and a visitor levy aimed at those attending events at Wembley Stadium and Arena. The initiative seeks to generate additional revenue to fund local improvements and alleviate the pressures brought by the borough’s growing event scene. With headline acts such as Coldplay and Oasis performing this summer, the council is looking to leverage the influx of visitors to ensure the benefits extend beyond the venues and into the community.

Council Leader Cllr Muhammed Butt has formally written to the government, urging it to grant the council the legal powers necessary to impose a “fair and modest discretionary charge” on both overnight hotel stays and event ticket sales. He emphasises the need to work alongside the Greater London Authority and other boroughs to explore the feasibility of these levies. The objective is to support grassroots music and cultural institutions that underpin the wider creative economy, contributing to the cultivation of future talent that will fill stadiums and arenas across the country.

This push reflects concerns among residents who report that they “do not see a proportionate share of the benefits from Wembley’s success.” The council highlights a “critical funding gap” in meeting the costs associated with hosting major events while maintaining local services and quality of life for residents. The increased number of events, while a cause for celebration, also exacerbates challenges such as noise, congestion, waste management, public safety, and environmental enforcement.

Unlike many European counterparts, where tourist taxes are commonly implemented to fund local services, the legal framework in England does not currently allow councils or central government to impose such levies directly. A potential workaround involves establishing an Accommodation Business Improvement District (ABID), a model utilised in cities like Manchester and Liverpool, but this requires a business referendum and targets business rate payers rather than visitors. Brent’s request for “further devolution of fiscal powers” represents a broader call for new legislation that would empower local authorities to capture more income generated by tourism and large-scale events.

The council proposes that this locally collected, ring-fenced visitor levy would be a “fair and progressive” means of ensuring that tourism and high-footfall events sustainably contribute to the communities hosting them. Funds raised through this levy would be earmarked for environmental improvements and enhancing public services, addressing the increased strain on local infrastructure caused by the influx of visitors.

Should the government approve these measures, attendees at Wembley could see higher costs for tickets and accommodation, but the council argues this approach makes economic sense for the borough. It aligns with Brent’s broader strategy to reinvest locally generated revenue into community benefit, ensuring residents share in the economic and cultural vitality that major events bring.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.mylondon.news/news/north-london-news/plans-ticket-tax-wembley-stadium-32164988), [[2]](https://www.brent.gov.uk/news-in-brent/2025/july/calls-for-visitor-levy-to-boost-benefit-of-big-venues-for-residents), [[3]](https://www.londonworld.com/news/wembley-stadium-and-arena-fans-could-be-charged-more-under-brent-council-ticket-tax-and-visitor-levy-plan-5248795)
* Paragraph 2 – [[1]](https://www.mylondon.news/news/north-london-news/plans-ticket-tax-wembley-stadium-32164988), [[3]](https://www.londonworld.com/news/wembley-stadium-and-arena-fans-could-be-charged-more-under-brent-council-ticket-tax-and-visitor-levy-plan-5248795)
* Paragraph 3 – [[1]](https://www.mylondon.news/news/north-london-news/plans-ticket-tax-wembley-stadium-32164988), [[2]](https://www.brent.gov.uk/news-in-brent/2025/july/calls-for-visitor-levy-to-boost-benefit-of-big-venues-for-residents), [[4]](https://feeds.bbci.co.uk/news/articles/cy9xyxy2r5xo)
* Paragraph 4 – [[1]](https://www.mylondon.news/news/north-london-news/plans-ticket-tax-wembley-stadium-32164988), [[2]](https://www.brent.gov.uk/news-in-brent/2025/july/calls-for-visitor-levy-to-boost-benefit-of-big-venues-for-residents), [[5]](https://www.the-independent.com/travel/news-and-advice/wembley-stadium-tourist-tax-brent-b2786236.html)
* Paragraph 5 – [[1]](https://www.mylondon.news/news/north-london-news/plans-ticket-tax-wembley-stadium-32164988), [[4]](https://feeds.bbci.co.uk/news/articles/cy9xyxy2r5xo), [[6]](https://www.travelandtourworld.com/news/article/new-tourism-tax-proposal-for-wembley-stadium-visitors-what-it-means-for-you/), [[7]](https://secretldn.com/brent-council-tourist-tax-wembley-hotels/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.mylondon.news/news/north-london-news/plans-ticket-tax-wembley-stadium-32164988> - Please view link - unable to able to access data
2. <https://www.brent.gov.uk/news-in-brent/2025/july/calls-for-visitor-levy-to-boost-benefit-of-big-venues-for-residents> - Brent Council is proposing a visitor levy to fund local services impacted by major events at venues like Wembley Stadium. The levy aims to address challenges such as increased noise, congestion, and waste, ensuring that the benefits of these events are shared with residents. The council seeks government approval to implement this discretionary charge on hotel and short-stay accommodations, with funds earmarked for environmental improvements and public services.
3. <https://www.londonworld.com/news/wembley-stadium-and-arena-fans-could-be-charged-more-under-brent-council-ticket-tax-and-visitor-levy-plan-5248795> - Brent Council plans to introduce a 'ticket tax' and 'visitor levy' to generate additional funds from events at Wembley Stadium and Arena. The council aims to support grassroots music and cultural institutions by adding a small levy to ticket prices and hotel accommodations. This initiative seeks to address the financial pressures of hosting large events and ensure that local residents benefit from the area's success.
4. <https://feeds.bbci.co.uk/news/articles/cy9xyxy2r5xo> - Brent Council is considering a new tax on overnight visitors to fund local improvements. The proposed levy would apply to hotel and short-stay accommodations, with funds used to address challenges like noise, congestion, and waste caused by events at Wembley Stadium. The council seeks government approval to implement this discretionary charge, aiming to ensure that the benefits of major events are shared with residents.
5. <https://www.the-independent.com/travel/news-and-advice/wembley-stadium-tourist-tax-brent-b2786236.html> - Brent Council is exploring the introduction of a visitor levy on hotels and short-stay accommodations to fund local services impacted by events at Wembley Stadium. The proposed tax aims to address challenges such as increased noise, congestion, and waste, ensuring that the benefits of major events are shared with residents. The council seeks government approval to implement this discretionary charge, with funds earmarked for environmental improvements and public services.
6. <https://www.travelandtourworld.com/news/article/new-tourism-tax-proposal-for-wembley-stadium-visitors-what-it-means-for-you/> - Brent Council is considering a new tourist tax for overnight visitors to fund infrastructure upgrades in the area. The proposed levy aims to address challenges like increased noise, congestion, and waste caused by events at Wembley Stadium. Funds raised would be used for environmental improvements and public services, ensuring that the benefits of major events are shared with residents. The council seeks government approval to implement this discretionary charge.
7. <https://secretldn.com/brent-council-tourist-tax-wembley-hotels/> - Brent Council is proposing a visitor levy on hotels and short-stay accommodations to fund local services impacted by events at Wembley Stadium. The proposed tax aims to address challenges such as increased noise, congestion, and waste, ensuring that the benefits of major events are shared with residents. The council seeks government approval to implement this discretionary charge, with funds earmarked for environmental improvements and public services.