WCARA

WEMBLEY CENTRAL & ALPERTON RESIDENTS' ASSOCIATION

BUILDING A CLEANER, GREENER, FRIENDLIER COMMUNITY



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WELCOME MESSAGE

Dear Neighbours,

It gives us great pleasure to welcome you to the very first edition of the Wembley Central & Alperton Residents' Association (WCARA) Bulletin. This is a new chapter for our community, and we are delighted to share it with you.

The Residents' Association was first established in 2018 to bring people together across our diverse area and to give local voices a stronger platform. Like many community efforts, it has gone through quieter periods – but the need for a space where residents can connect, collaborate, and care for our neighbourhood has never been greater.

That is why we are proud to say that WCARA has been reborn with a clear focus on the environment. Together, we want to tackle the issues that affect our daily lives – from cleaner streets and greener spaces to promoting pride in where we live. We believe small, practical steps taken by many can lead to big, positive change for all.

Wembley Central and Alperton are rich in history, culture, and community spirit. From our parks and canals to our vibrant high streets and the world famous Ealing Road, we have so much to celebrate. Our hope for the future is simple: a neighbourhood where people feel connected, where we work together to keep our environment safe and welcoming, and where every resident feels they have a voice.

This bulletin is just one way of starting that conversation. Inside, you will find news, events, and ways to get involved. Most importantly, it is your bulletin – shaped by the community, for the community.

We look forward to working with you, listening to your ideas, and building a cleaner, greener, and friendlier Wembley Central & Alperton.

Warm regards,
For the Residents by the Residents
Wembley Central & Alperton Residents' Association (WCARA)

ABOUT US

About WCARA

Originally formed in 2018, WCARA has been renewed in 2025 to give local residents a stronger voice in shaping the place we call home.

Our focus is on cleaner streets, greener spaces, and stronger connections between neighbours through shared projects and community events.

Our guiding principles:

- We welcome residents of **all faiths, backgrounds, and cultures** in Wembley Central & Alperton.
- We are **100% volunteer-led, relying on local residents.**
- We **do not receive grants or government funding to run the association.**
- All funds are raised through **voluntary community donations.**
- There is **currently no membership fee** — everyone can take part.
- We are **not aligned with any political party or religion;** we are open and community-focused.

Above all, **WCARA is about local pride** neighbours supporting one another and improving our surroundings through small but meaningful actions.

Whether you can volunteer, share ideas, or stay informed, w**e'd love you to join us.**

WEMBLEY CENTRAL & ALPERTON RESIDENTS' ASSOCIATION

WCARA



FOR THE RESIDENTS BY THE RESIDENTS

- LONDON BOROUGH OF BRENT

SCARLE ROAD

- LONDON BOROUGH OF BRENT

BASSINGHAM ROAD

- LONDON BOROUGH OF BRENT

LYON PARK AVENUE

- LONDON BOROUGH OF BRENT

LANCELOT ROAD

- LONDON BOROUGH OF BRENT

LANCELOT AVENUE

- LONDON BOROUGH OF BRENT

THURLBY ROAD

- LONDON BOROUGH OF BRENT

HOLLAND ROAD

- LONDON BOROUGH OF BRENT

KENMERE GARDENS

We’re volunteers from these roads, and we welcome volunteers from other roads in Wembley Central & Alperton.

Together, we can ensure every road has a voice.

WHAT WE'VE ACHIEVED TOGETHER

The Blossom Initiative

Launched during the pandemic, Blossom helped brighten hundreds of doorsteps by giving away bedding plants to local residents.

This simple act sparked a wave of community activity that still thrives:

- **Gardening Club:** An online group where neighbours exchange advice, celebrate success, and support beginners.
- **Annual Plant & Produce Swap:** Hosted at Barham Community Library, connecting gardeners of all ages.
- **Best Garden Competition:** Supported by ITV's Shaun Wallace, celebrating creativity and encouraging local pride.



Bedding Plants for the community



Neera - Best Garden Competition Winner



Gardening Club - Swap Plants

WHAT WE'VE ACHIEVED TOGETHER



Tree Planting

Volunteers planted new trees to support biodiversity, create shade, and improve the environmental health of our local green spaces.



Supporting Families in Need

WCARA volunteers worked alongside a local community kitchen, delivering hundreds of food parcels to vulnerable households. Residents of all backgrounds came together to support one another during challenging times.



Street Parties & Community Events

Several members have organised street gatherings with WCARA support — celebrating diversity, building friendships, and supporting newcomers to the area.

WHAT WE'VE ACHIEVED TOGETHER



Community Litter Campaigns
Working with:

- Local schools,
- Wembley Stadium,
- Council cleansing teams

WCARA has helped run regular litter picks, awareness campaigns, and education sessions on keeping our neighbourhood clean.



Campaign Against Paan Spitting

With visible signage, council engagement and awareness outreach, we've challenged this anti-social behaviour and helped reduce staining on pavements and shopfronts.



WHAT WE'VE ACHIEVED TOGETHER





Representing Residents at Wembley Stadium

On event days, our neighbourhood can be affected by:

- Traffic congestion
- Noise
- Visitor behaviour
- Event Signage

WCARA regularly raises concerns with stadium management, ensuring residents' voices are heard and measures are improved.

Residents' have benefited from community tickets offered by the stadium



Road Champions act as local points of contact helping to monitor and report issues

- Damaged pavements
- Fly-tipping
- Street cleansing concerns
- Broken streetlights
- Missed bin collections
- This ensures issues are raised quicker and resolved sooner.

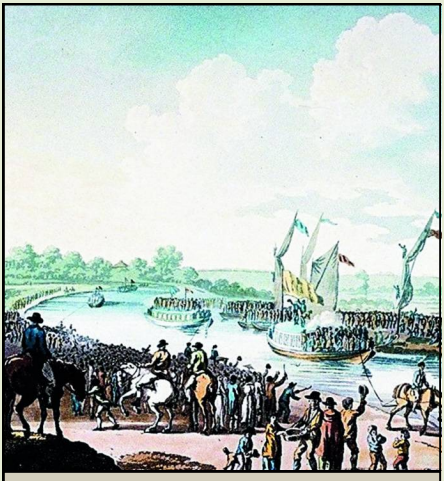
SPOTLIGHT ON WEMBLEY CENTRAL AND ALPERTON'S HISTORY:



Even in our own lifetimes, we've seen plenty of changes in our area, but what was it like before that? The name Wembley (or "Wemba lea", meaning Wemba's clearing) first appears in a document in the year 825, while the earliest record of Alperton's name dates from 1199, and has been translated at Eahlbeort's farm.

Our history goes back a long way, but for centuries the area was just a few farms, and not many people living here. The main routes through it were the Harrow Road and Watery Lane, a muddy track which ran from that towards Ealing (and is now called Ealing Road!). By the 1430s there was a wooden bridge across the River Brent at the southern end of that lane, recorded as "Vicarebrygge".

We can see what the area was like in 1745 from a map by John Rocque. There was no Wembley Central, just the tiny village of "Wembly Green", while "Apperton" had farms (the largest of which was Manor Farm), a few cottages and an inn called "The Horn" (roughly at the corner of what is now Stanley Avenue).



The event which kick-started the growth of Alperton was the construction of the Paddington branch of the recently-built Grand Junction Canal (from Birmingham to the River Thames at Brentford). The winding route passed through Alperton, and a suitable field of clay beside it was used to make bricks for the canal's bridges. Once the Paddington Arm opened in 1801 (shown in this print of the occasion), Alperton began more than a century as a small local trading port, allowing farmers to send their hay to London, to feed the horses which provided the main transport for the growing city, and others to set up canal-side industries like brickmaking.

A guest article by Philip Grant, of Wembley History Society.

Next Issue: It will be the coming of the railways



COMMUNITY SPOTLIGHT

Community Champion - Chris King



Chris King is a true Wembley success story a local lad born and raised in our community who's now a proud dad of three beautiful daughters. As Gym Manager at The Gym Group, Wembley Central, Chris brings warmth, energy and real care to everyone who walks through the door. milies, and makes health feel possible for everyone.

Chris is the kind of coach who remembers your name, celebrates your small wins and quietly motivates you to keep going. Outside the gym he gives back — helping to raise funds for local charities and rolling up his sleeves at community events and he credits his daughters as his biggest motivation. Thanks to Chris many residents have found their way back to fitness, swapped bad habits for healthy routines and got involved in clearing up neighbourhood eyesores. Wembley is lucky to have a manager who leads by example, supports families and makes health feel possible for everyone. CKINGMUSCLE



Community Champion - Aleesha

In every strong community, there are young voices helping to shape its future. This new section celebrates Wembley and Alperton's next generation of changemakers local residents who bring fresh energy, creativity and care to the place we all call home. Aleesha has lived on Scarle Road her whole life sharing her home with her mum, brother, and grandparents.

A proud former pupil of Barham Primary and Alperton Community School, Aleesha is part of the new generation shaping the spirit of our neighbourhood.

Known for her warmth, positivity and ever-present smile, Her two friendly, furry dogs Roxy & Trixie are often the first to greet neighbours, reflecting the same welcoming energy she brings to everything she does.

From organising street parties and bringing residents together on social media to encouraging care for our environment, Aleesha leads by example. She hopes to inspire other young people to get involved, take pride in where they live, and help make Wembley and Alperton cleaner, greener and kinder places for everyone.

HOW YOU CAN HELP YOUR COMMUNITY

🏡 **Become a Street Champion** - Act as a point of contact for your road and raise issues early

📄 **Share Community Bulletins/Leaflet Locally**
Deliver a small batch of leaflets on your road and boost engagement.

🎉 **Assist at Community Events -** Lend a hand at plant swaps, street parties, and seasonal celebrations.

♻️ **Promote Recycling Awareness**
Share tips, label bins, and help reduce contamination.

📸 **Report Issues - FixmyStreet**
Snap and send photos of fly-tipping, broken lights or pavement hazards.

🌱 **Join the Gardening Club**
Exchange plants, hints and tips to grow exotic vegetables

📣 **Spread the Word**
Encourage neighbours to join the WhatsApp group or take part.

💡 **Contribute Ideas**
Suggest improvements and help shape future projects.

🏡 **Join WCARA**
Connect with local residents and help shape community priorities.Scan QR Code on inside covers of this bulletin.

WHAT'S COMING IN ISSUE 2
SNEAK PREVIEW

We're excited to share a glimpse of what's planned for the next edition of the WCARA Community Bulletin!

🌱 **Resident Spotlight**
Hear from neighbours who are making a difference, why they got involved, and their favourite hidden gems in the area.

🧹 **Before & After: Local Wins**
We'll showcase improvements such as cleaner streets, upgraded pavements, and greener corners — all driven by resident action.

🪴 **Gardening Club Update**
From seasonal planting tips to our next plant exchange meet-up, find out how to get involved and brighten up your street.

🚧 **Reporting Back to the Council**
We'll share updates on ongoing concerns including pavement defects, street cleansing cycles, traffic on event days, and more.

📜 **Local History with Guest Contributor Philip Grant**
Explore fascinating stories, heritage facts, and forgotten landmarks from our area — brought to life by local historian Philip Grant.

🙌 **Micro-Volunteering Opportunities**
Help deliver leaflets, water a street tree, join a litter pick, or assist at community events — even once a month makes a big impact.

📣 **Community Wish List**
Suggest improvements you'd like to see for your street… benches, planters, signage — we want your ideas.

📊 **Did You Know?**
Enjoy a short snippet of local history or interesting community facts in every issue.

OUR COUNCILLORS

ALPERTON



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WEMBLEY CENTRAL



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Brent

HOW CAN OUR COUNCILLORS HELP

How Councillors Can Help

Your elected councillors are here to support residents with local issues. You can contact them if you need help with:

- Reporting problems such as damaged pavements, fly-tipping, street lighting, overflowing bins, or housing repairs.
- Raising concerns about planning applications, noise, antisocial behaviour, or safety in your area.
- Getting support if you are struggling to communicate with a council department or need help navigating council services.
- Asking questions about local policies, decisions, or upcoming changes affecting your road or neighbourhood.
- Requesting updates on community projects, roadworks, parking changes, or environmental improvements.
- Escalating unresolved issues when you feel you are not being heard by the council.
- Supporting vulnerable residents who may need guidance accessing social care, housing, benefits, or safeguarding services.

How to Contact Them

- Attend a councillor surgery (drop-in advice session)
- Email or phone your councillor directly. (See email details_
- Submit a concern through the council website
- Ask WCARA to support or escalate a community issue

Remember

Councillors are elected to represent you. They are there to:

- Listen
- Advise
- Advocate
- Connect you with the right council teams



REMEMBERING TREVOR

In Memory of Trevor Gaskin

It is with deep respect that we dedicate this first bulletin of the Wembley Central & Alperton Residents' Association to Trevor Gaskin, who passed away in 2022.

Trevor was a devoted husband, father, and tireless community champion. As a full-time carer for both his wife and adult daughter, he balanced immense responsibilities with quiet strength and unwavering love. Despite the weight he carried at home, he still found time to give back to the neighbourhood he cherished.

In recognition of his outstanding service, Trevor received a Pride of Brent award in 2017, celebrating his dedication to keeping our streets and green spaces clean and safe, and inspiring others through his example. Known to many as the friendly figure tackling litter and fly-tipping wherever he could, Trevor showed that one person truly can make a difference.

IIn his final months, Trevor faced increasing personal pressures and challenges. Sadly, on relection we realise that he should have received more support from the community. His story reminds us that behind every act of service is a person who deserves care, compassion, and connection.

Trevor leaves behind a legacy of kindness, perseverance, and quiet courage. As we launch this bulletin, we honour his memory by committing not only to care for our environment, but also for one another.

Thank you, Trevor. We see you. We remember you.

Wembley Central & Alperton Residents' Association
Keep Wembley Tidy

Wembley Central & Alperton Residents' Association (WCARA)

WCARA

WEMBLEY CENTRAL & ALPERTON RESIDENTS' ASSOCIATION

COMMUNITY
WHATSAPP GROUP

Name & Address
NEEDED TO JOIN