



CASE STUDY

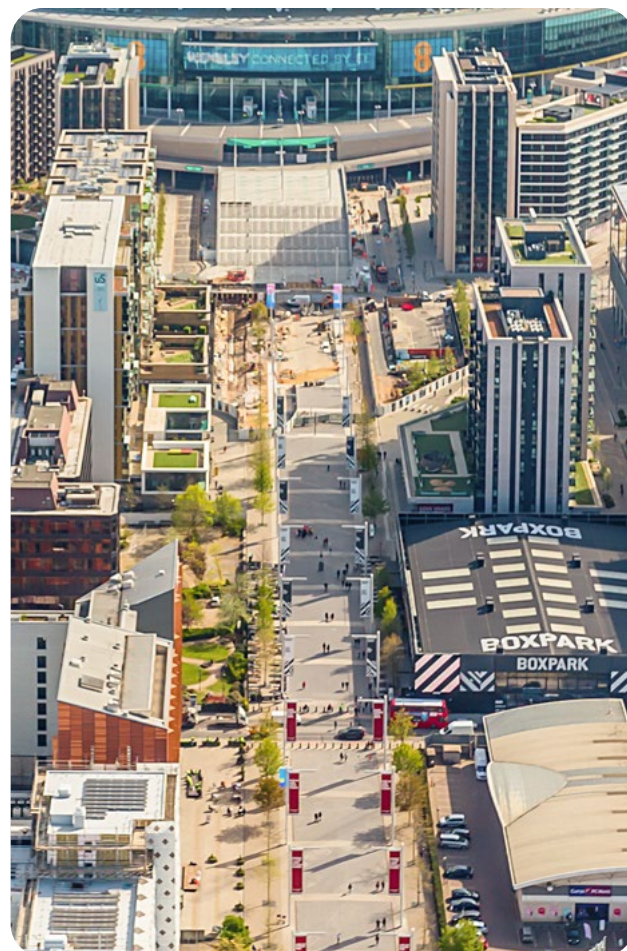
TREE ANCHORING



Olympic Way, Wembley,
London - UK

OVERVIEW

The Olympic Way in Wembley has experienced a remarkable transformation, guided by a 2017 public realm competition-winning design implemented by Goddards (Landscape Contractors) Limited. Under the leadership of Managing Director Peter Bassett, this ambitious project was completed in three phases, concluding in June 2021.

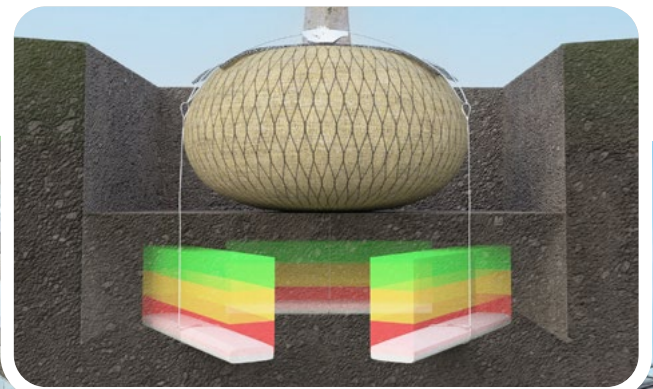


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The redesign's centrepiece is an impressive array of carefully selected trees, creating a living avenue that guides visitors from Wembley Station to the iconic stadium. Goddards collaborated with European tree growers and horticultural experts, including Tony Kirkham from Kew Gardens, to curate a diverse selection of tree species. The trees were chosen to represent a global latitude-by-latitude journey, showcasing changing foliage colours during the seasons. Throughout the project, Goddards worked closely with landscape architect Gross Max, the contractor, and the client to maintain this focused vision.

The project culminates in two meticulously aligned avenues, with *Carpinus* trees flanking the Olympic Steps. These trees were precisely positioned using Hiab cranes and

secured using the Platipus Deadman Fixing System with Plati-Mat for optimal stability. The planting of the trees was carried out in two phases across 2019 and 2021, completing the longitudinal journey and creating a grand entrance to one of the world's most iconic sporting venues.



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