



Planning Statement

Temporary Change of Use for Two Monster Jam Events in 2016 and 2017

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TurnberryPlanning

1.0 Introduction

- 1.1 The following planning statement has been prepared on behalf of RFU Twickenham in respect of a planning application for the temporary change of use to host a Monster Jam event for one calendar day per year in 2016 and 2017.

2.0 Event Overview

- 2.1 Monster Jam is a live motorsport event operated by Field Entertainment. The series is sanctioned under the Umbrella of the United States Hot Rod Association (USHRA) and takes place primarily in the United States but is now spreading throughout Europe due to growing popularity.
- 2.2 Monster Jam performances can typically consist of two different forms of competition – Racing and Freestyle and can also include additional tricks and stunts performed by drivers. Generally a Static Showcase is held prior to the main Monster Jam performance which allows spectators to interact with drivers and get up close to the Monster Trucks.

3.0 Planning Policy Context

- 3.1 The planning policy context within which the proposals should be determined comprises guidance at the National, Regional and Local levels as follows:
- The National Planning Policy Framework
 - The London Plan
 - LB Richmond Development Plan Documents, primarily the Core Strategy 2009 and Development Management DPD 2011
 - Supplementary Guidance
- 3.2 In the context of the identified planning policy guidance, a review of the development proposals reveals a number of key considerations.
- 3.3 At the strategic level, Policies 4.5 and 4.6 of the London Plan support the growth of the Capital's visitor economy, supporting:
- “the continued success of London's diverse range of arts, cultural, professional sporting and entertainment enterprises and the cultural, social and economic benefits that they offer to its residents, workers and visitors.”*
- 3.4 This is mirrored at the Local Level, whereby Policy CP20 of the Core Strategy, relating to “Visitors and Tourism” identifies that the Council will support the:

“sustainable growth of the tourist industry, for the benefit of the local area by encouraging the enhancement of existing tourist attractions, such as Kew

Gardens, Hampton Court Palace, Ham House and the River, including sport stadia particularly those of RFU and Harlequins”.

- 3.5 As such, the continued success of Twickenham Stadium as a world class venue is supported by strategic policies at both the Regional and Local levels of Planning Policy.

4.0 *Planning History and Context*

- 4.1 As a purpose built venue, Twickenham Stadium has historically been used to host large sporting events in addition to concerts and associated entertainment events which generate a high number of visitors. A number of temporary permissions for these events have been permitted in the past.

Description	Reference No	Decision
Change Of Use For Purposes Incidental Or Ancillary To The Stadium Use, Including Car/coach Parking And Hospitality Together With Partial Widening Of The Pedestrian Concourse & Landscaping Including Widening Of Footpath By River	96/2776/FUL	Permitted 29/06/1997
Temporary Change Of Use And Erection Of Temporary Seating And Staging Structures To Permit Up To Five Concerts To Be Staged At Twickenham Stadium Between June And October (Inclusive) Within The Calendar Year 2007 Only.	06/3036/FUL	Permitted 13/12/2006
Variation to condition U09030 (Concerts) of planning permission 06/0154/FUL dated 18 April 2006 to increase the stadium capacity from 55,000 to 60,000 for 1 no. Help for Heroes charity concert to be held 12th September.	10/1949/VRC	Permitted 13/08/2010
Written approval for the erection of a marquee to remain in situ from 11th February 2012 to 24th March 2012, for use on 2 occasions (Saturday 25th February 2012 and Saturday 17th March 2012) in accordance with the requirements of the S106 Agreements relating to planning applications 96/2776/FUL and 04/2389/FUL.	11/4168/FUL	Decided as no further action to be taken 26/01/2012
Temporary Change Of Use And Erection Of Temporary Seating And Staging Structures To Permit Up To Five Concerts To Be Staged At Twickenham Stadium Within The Calendar Year 2012 Only. Concerts To Be Staged On Weekends and Bank Holidays Only.	11/2430/FUL	Permitted 29/03/2012
Temporary change of use and erection of temporary seating and stage structures to permit up to five concerts to be staged at Twickenham Stadium during 2013 only, concerts to be staged on weekends and bank holidays only.	12/2990/FUL	Permitted 06/03/2013

- 4.2 It is not anticipated that the proposed Monster Jam events will have a greater attendance than these other events, and similar crowd and traffic management procedures will be put in place accordingly.

5.0 *Proposals*

- 5.1 For one day per calendar year during 2016 and 2017, planning permission is being sought to allow the temporary change of use of the Stadium to allow a Monster Jam event to take place. It is understood that although Monster Jam is a sporting event, it is a motorsport event and therefore falls outside of the permitted sporting use of the Stadium thus necessitating a separate planning permission to be sought.
- 5.2 It is noted that in addition to sporting events, RFU is also permitted to hold a certain number of concerts in line with imposed restrictions. The proposed temporary change of use to allow a Monster Jam event to be held is considered to follow a similar vein to that of concerts.
- 5.3 The format of a Monster Jam at Twickenham is still to be finalised but a typical programme in support of a one-day event held on a Saturday is envisaged as follows:

- Wednesday:** Begin general move in and site set up.
- Thursday:** Continue general move in and progress dirt installation on pitch.
- Friday:** Shaping of dirt on pitch to form track. Limited truck rehearsals – this will not be a full dress rehearsals and will be limited to individual quad/four wheeler, motorcycle and/or Monster Truck work on the track to test the circuit.
- Saturday (AM):** Complete track set up. Further potential test track rehearsals as above.
- Saturday (PM):** The pre-performance Static Showcase will commence late morning/early afternoon. The showcase presents the trucks in situ without their engines running, allowing people to mingle with the star attractions of the Monster Jam event.

It is anticipated that the Twickenham Monster Jam performance will commence about 3pm and run for between two - two and a half hours including intermission and is intended to finish by 7pm. A live commentator supports the

main performance with pre-recorded music being played between races/stunts/intermission.

Site clearance and dirt removal will commence post performance subject to commercial vehicle restrictions.

Sunday: Site clearance complete and site handed back to RFU.

6.0 *Assessment*

- 6.1 The proposed capacity at RFU for a Monster Jam event is up to 70,000 spectators, being below the maximum capacity of the stadium and therefore not considered to pose any operational or crowd management issues. The profile of the event is no different to a concert which the stadium now has considerable experience of managing.
- 6.2 In support of the event, a Noise Management Plan (NMP) has been prepared based on noise modelling from a similar Monster Jam event. Please refer to the submitted NMP for its conclusions and recommendations.
- 6.3 An assessment has also been made in respect of transport issues and this application is supported by a Transport Statement. Please refer to this document for more detail.
- 6.4 Given the above, it is considered the proposed event will be of a similar nature to other sporting and concert events held at the stadium. The operational aspects of the proposed Monster Jam event will be no different to events that are already permitted under the existing planning consents for the site. It should also be recognised that such activities at the Stadium are major contributors to the success of the local economy increasing associated benefits to Twickenham.