



GERALDIVE

Town Planning Statement

Twickenham Rugby Club

On behalf of: Rugby Football Union



GERALDEVE

Twickenham Stadium – East Stand

Planning Statement

On behalf of: Rugby Football Union (RFU)

14 July 2016

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1 Executive Summary

- 1.1 This Planning Statement has been prepared by Gerald Eve LLP to provide a detailed explanation and assessment of the proposal to extend the East Stand of Twickenham Stadium on behalf of the Rugby Football Union ('RFU').
- 1.2 Twickenham Stadium, located within the London Borough of Richmond upon Thames (LBRuT), is the national stadium of English Rugby and was originally constructed in 1909. The Stadium currently has insufficient capacity to accommodate all current corporate and debenture hospitality requirements, with much provided by Off-site Licensed Operators ("OLO's") in temporary facilities off site.
- 1.3 The extended East Stand, proposed in this application, would improve the on-site hospitality offering on Major Event Days and Event Days by increasing the amount of space for corporate and debenture hospitality.¹ It would reduce the effects resulting from the provision of the OLO hospitality facilities off-site.
- 1.4 The proposal has been subject to pre-application discussions with the LBRuT officers and consultation with local stakeholders. As a result of this changes and improvements have been made to the proposal.
- 1.5 This Planning Statement assesses the proposals in relation to national, regional and local planning policies and associated guidance.
- 1.6 Overall the proposals present an opportunity to provide on-site hospitality to support Major Event Day and Event Day functions and a new piece of townscape which significantly enhances the appearance of the Stadium within the wider context. It has been assessed in terms of effects on design and townscape, transport network, amenity, flood risk and air quality and it is not considered to result in any significant adverse impacts. The proposed extension has been designed to optimise its energy efficiency and sustainability credentials.

¹ For the purposes of this Planning Statement we refer to days when rugby matches, and other major events, such as NFL games, are held as "Major Event days". Other days, when smaller scale events are held, are referred to simply as "Event Days".

- 1.7 For the reasons set out in this Planning Statement, it is considered that the proposal is in accordance with the objectives of the relevant planning policies and guidance and should be granted planning permission accordingly.

2 Introduction

2.1 This Planning Statement has been prepared by Gerald Eve LLP to support an application for planning permission at the East Stand of Twickenham Stadium on behalf of the Rugby Football Union ('RFU').

The RFU

2.2 The RFU is the national governing body for grassroots and elite rugby in England, with 2,000 autonomous rugby clubs in its membership. It operates as a society as opposed to a company or charity, and it therefore owned by its member clubs.

2.3 The RFU's vision is for the game of rugby to be representative of the communities it serves and to continually strive to promote the game and encourage participation in Rugby Union. Any profits made by the RFU are reinvested in Rugby Union in England.

2.4 Twickenham Stadium, originally constructed in 1909, is the home of English Rugby Union and therefore holds an important central role in the RFU's operations. Each of the stands of the Stadium have been improved in the 1980s and 1990s in order to enhance the Stadium.

2.5 The RFU wishes to continue to invest in the Stadium in order to achieve its wider objectives. The extension of the East Stand to provide modern on-site Major Event Day hospitality facilities is an important step in this journey.

The Proposal

2.6 Planning permission is sought for:

“Structural alterations to, and extension of, the existing RFU Stadium East Stand to accommodate additional floorspace for the provision of hospitality (corporate hospitality and debenture hospitality), conferencing and banqueting facilities, and other associated works.”

2.7 The proposal to extend the East Stand has been subject to extensive pre-application discussions with officers of LBRuT and local stakeholders, including Ward

Councillors, members of the local community, existing off-site hospitality providers, OLO landowners, residents' associations, environmental groups and members of the local business community. A summary of the consultation programme is provided within the accompanying Statement of Community Involvement and summarised at Chapter 6 of this Statement.

Application Documents

2.8 This Planning Statement is one of a number of documents which have been submitted in support of this application. In accordance with the local validation requirements of LBRuT this application is supported by the following documents:

- a) Design and Access Statement, prepared by KSS;
- b) Transport Assessment, prepared by Momentum;
- c) Match Day and Non-match Day Draft Travel Plans
- d) Energy Statement, prepared by ME Engineers;
- e) Sustainability Statement, prepared by Mainer Associates;
- f) BREEAM Pre-Assessment, prepared by Mainer Associates
- g) Draft Construction Management Plan, prepared by Mace;
- h) Daylight and Sunlight, Overshadowing and Solar Glare Report, prepared by Point2 Surveyors;
- i) Noise Impact Assessment, prepared by Vanguardia;
- j) Flood Risk Assessment, prepared by AECOM;
- k) Arboricultural Report, prepared by Innovation;
- l) Statement of Community Involvement, prepared by PPS;
- m) Ecology Report, prepared by The Environment Partnership ;
- n) Air Quality Assessment, prepared by Mott McDonald;
- o) Odour Assessment, prepared by AQ Consultants.

2.9 This Planning Statement provides a comprehensive review of national, regional and local planning policy and guidance relevant to the nature of the development proposal and assesses the degree to which the proposal meets the requirements of Development Plan and associated guidance.

3 Site and Surrounding Area

- 3.1 Twickenham Stadium is located within the London Borough of Richmond upon Thames (LBRuT). The site however sits in close proximity the borough boundary with the London Borough of Hounslow (LBH) to the east, which runs along the eastern side of Rugby Road and to north of the site adjacent the Stadium's north car park.
- 3.2 The wider site is roughly triangular in shape and is bounded by the Duke of Northumberland River to the north and west, Whitton Road to the south and Rugby Road to the east.
- 3.3 The surrounding area to the site is characterised by commercial uses, with low rise residential areas present to the north-east and south of the wider Stadium site.
- 3.4 In terms of surrounding townscape, to the north-east of the site there are a number of two storey residential, generally semi-detached, properties around Varsity Drive. Directly opposite the site on Rugby Road there are a number of two-storey commercial units, along with Webb Ellis House, an office building, and access to the Twickenham Trading Estate. To the south-east of the wider site there are a series of three-storey residential properties and to the southernmost area, two-storey semi-detached houses.
- 3.5 The wider Stadium, of which the East Stand forms a part, is the home of the Rugby Football Union and English rugby union, and has a capacity of 82,000 seats.
- 3.6 The Stadium was most recently extended to the south as part of proposals to provide a new South Stand which included a new spectator stand and incorporated RFU offices, RFU retail store, ticket sales booths, hotel and health and fitness club and some corporate hospitality and conferencing facilities which were permitted by the LBRuT in June 2004. This proposal increased the seating capacity of the Stadium from 75,000 to 82,000.
- 3.7 This application relates to the extension of the Stadium's East Stand only.
- 3.8 The Stadium site has a PTAL rating of 3 ('Moderate') at its principal southern

entrance. The site is served by three bus routes and is in proximity to National Rail transport interchanges including Twickenham (0.5 miles), Whitton (0.6 miles), St Margarets (0.9 miles) and Hounslow (1.03 miles).

- 3.9 In terms of its designations within the LBRuT proposals map, a small area to the north west of the site is located in an “Area Poorly Provided with Public Open Space” and a Proposed Area for Tree Planting. The area to the north and west of the Stadium is designated as Metropolitan Open Land (MOL).
- 3.10 In terms of its emerging policy position, the Stadium site is identified in the current ‘Pre-publication’ Consultation draft of the Site Allocations DPD issued in October 2013. Draft allocation TW14 ‘Rugby Football Union, Whitton Road, Twickenham’ states that the site will be supported for “continued use as a rugby sports ground, if any areas are surplus, associated leisure and mixed uses, including residential and affordable units”. It is understood that the Site Allocations Plan is being progressed as part of the Council’s review of its Local Plan. Further consultation on the draft Local Plan (pre-publication version) is expected in early summer 2016.

4 Planning History

4.1 The wider Stadium and its surrounds have an extensive history of small-scale applications for supporting facilities, utilities and advertising. This section focuses upon the significant applications relating to the East Stand site and the wider Stadium. A full desktop planning history is provided within Appendix A.

East Stand

4.2 Planning permission was granted for the redevelopment of the East Stand in May 1992 (ref. 90/1484/FULL). The existing East Stand was built in 1993. An amendment to this permission was then sought and subsequently granted 20 June 1994 (ref. 94/1185/FUL).

South Stand

4.3 The South Stand of Twickenham Stadium is the most recent addition to the Stadium site.

4.4 Planning permission was granted for the development of the existing South Stand to provide a new spectator stand, an RFU shop, ticket sales facilities, hotel, exhibition centre, replacement office accommodation for the RFU, health and fitness club and basement car parking; erection of two blocks comprising 24 residential units with a new access onto Rugby Road; associated development including modifications to existing vehicular and pedestrian accesses and the provision of a new security gate, ticket gates and perimeter fencing (ref. 02/2759/FUL) (herein referred to as the 'South Stand Permission').

4.5 A separate planning application was submitted for a variation to the aforementioned South Stand permission for revised areas of the proposed uses and the removal of basement car parking and replacement with designated spaces within the west car park and was granted on 4 March 2005 (ref. 04/2389/FUL).

4.6 The wider Stadium's current operations are to some extent controlled by the Section 106 Agreement associated with this South Stand Permission.

Wider Stadium

- 4.7 At the time of writing there are currently other applications which are pending decision within the wider Stadium site.
- 4.8 Two applications are currently pending determination in relation to security upgrades, including fencing, gates and retrospective permission for CCTV cameras, to the west side of the Stadium site (refs.15/4455/FUL and 15/4218/FUL). A previous proposal for the installation of security upgrades was previously refused on 21 July 2015 (ref. 15/1691/FUL).
- 4.9 An application seeking permission for the temporary change of use to permit one Monster Jam event to be held at Twickenham Stadium once every calendar year in 2016 and 2017 only (ref. 15/2734/FUL) is also currently pending determination.
- 4.10 In October 2001 planning permission was granted for the change of use and erection of temporary seating and staging structures to permit up to three concerts to be staged at Twickenham Stadium between June and October (inclusive) within any calendar year.
- 4.11 In November 1993, planning permission was granted for the redevelopment of the West Stand to provide a new spectator stand, new accommodation, associated facilities and external works (ref. 93/0455/FUL). The existing West Stand was constructed and completed in 1995.
- 4.12 Planning permission was granted for the redevelopment of the North Stand of the Stadium to provide a new spectator stand including associated facilities and external works in March 1989 (ref. 89/0262/FUL). The existing North Stand was constructed and opened in 1990.

5 Proposed Development

Need for Development

5.1 This Planning Statement supports the proposal to extend the East Stand of Twickenham Stadium in order to provide on-site hospitality facilities for Major Event Days and Event Days.

5.2 The proposal seeks to introduce hospitality facilities including bars, restaurants, circulation space, and supporting back-of-house kitchens within the proposed extension. The proposed extension would present a modern enclosed extension with a contemporary façade presented to Rugby Road.

5.3 Accordingly, planning permission is sought for:

“Structural alterations to, and extension of, the existing RFU Stadium East Stand to accommodate additional floorspace for the provision of hospitality (corporate hospitality and debenture hospitality), conferencing and banqueting facilities, and other associated works.”

5.4 Importantly, the proposal does not increase the seating capacity of the Stadium. In actual fact a slight reduction (of approximately 200 seats) is proposed.

5.5 The proposal seeks to extend the East Stand by approximately 9.5m from the outside face of the existing lift cores towards Rugby Road, creating 11,607sqm GEA. The proposals will create approximately 6,850 covers. Of these, approximately 4,500 would be for corporate hospitality and 2,350 would be for debenture hospitality.

5.6 The project team has progressed the proposals based upon the following principal objectives:

- a. To provide on-site 21st Century major event day hospitality facilities for the RFU;
- b. To deliver an architectural design which significantly improves upon the current appearance of the Stadium and visually connects with the adjacent South Stand;

- c. Ensure the development minimises its effects upon its environs; and
- d. Strive to develop a proposal which optimises its sustainability credentials

5.7 In terms of land uses, the proposed hospitality facilities to support the Stadium use are Sui Generis, consistent with the wider use of the Stadium.

5.8 The existing East Stand of Twickenham Stadium currently also houses the ancillary RFU Museum, which the RFU currently intends to relocate to existing RFU space within the South Stand.

Existing Hospitality Arrangements

5.9 As set out in Section 2, the RFU is the national governing body for grassroots and elite rugby in England, with 2,000 autonomous rugby clubs in its membership. It operates as a society as opposed to a company or charity, and it is therefore owned by its member clubs.

5.10 Ticketing for matches at Twickenham Stadium is governed by the RFU's Constitution which is controlled by the clubs of the Union. As a result of this, ticketing is split between clubs, schools, debenture holders, visiting unions, RFU guests and partners, along with circa 11,000 hospitality seats.

5.11 Of these hospitality seats, within the existing situation, approximately 4,250 hospitality ticketholders are currently provided with off-site hospitality from a number of Off-site Licensed Operators (OLO's) given that the capacity of on-site facilities is currently limited.

5.12 Additionally, of the RFU's 15,000 debenture holders, currently only approximately 1,500 can access on-site hospitality facilities within the existing arrangement.

5.13 As a result, a substantial proportion of hospitality guests currently utilise tents and temporary facilities. The figures for the 2014/15 and 2015/16 seasons are set out below:

- Access Self Storage (900 guests approx.)
- Chase Bridge School (800 guests approx.);

- Kneller Hall (450 guests approx.);
- Cardinal Vaughn Memorial School Playing Fields (1,250 guests approx.);
- Richmond upon Thames College (500 guests approx.);
- Cole Court (350 guest approx.).

5.14 The distribution of covers across these sites will vary from match to match depending on site availability.

5.15 Committed arrangements for the 2016/17 and 2017/18 seasons will see between 3,700 and 5,100 covers, depending on the match, distributed across OLO sites.

5.16 A technical note is appended to this Statement which considers the current status of each of these sites in planning terms, including any relevant planning permissions. Please refer to Appendix B.

5.17 Within the technical note it is evident that several of the aforementioned facilities do not have permanent permissions for corporate hospitality. This application is therefore a response to the need to address this situation and consolidate corporate hospitality to within the confines of the Stadium.

5.18 The proposals will increase the hospitality capacity of the stadium. It will mean that corporate hospitality that previously occurred off-site will be provided on site. It will lead to the cessation of **licensed** corporate hospitality at OLO sites as the RFU will not make any further corporate hospitality match tickets available. The RFU's constitution places a clear restriction on the total amount of hospitality tickets available. A planning obligation preventing the RFU from licencing or authorising any RFU-branded or affiliated hospitality on the OLO locations is proposed (with the exception of any future Rugby World Cup, for which hospitality arrangements may differ). All corporate hospitality ticketholders would therefore be hosted within the confines of the Stadium as a result of this proposal. The RFU therefore considers that the OLO sites are likely to cease to be used for hospitality entirely, given that the existing contracts with the OLO operators and licenced use will have cease by the time the proposed East Stand becomes available.

5.19 Unlicensed hospitality is highly unlikely to continue, given the high set up and take

down costs associated with such operations.

- 5.20 The RFU's intention and expectation, based upon commercial experience and the contractual arrangements with the OLO operators, is that the extension of the East Stand will end off-site hospitality linked to events at the Stadium.
- 5.21 Nevertheless, during pre-application discussions, it has been established that LBRuT officers require that in assessing these proposals it is assumed that there is a 'continuation scenario', whereby off-site non-affiliated corporate hospitality operations continue, and that this is adopted as the baseline. This is the approach that has been adopted in this application.
- 5.22 Notwithstanding this, we consider that considerable material weight should be given to the likelihood that the use of these sites will cease entirely or, where planning permission exists for either corporate hospitality or car parking, the site may be used for car parking only.

6 Pre-application Consultation

- 6.1 The Localism Act 2011 emphasises the need to involve and engage with the local community during the planning process.
- 6.2 The National Planning Policy Framework emphasises that early engagement and good quality pre-application discussion enables better coordination between public and private resources.
- 6.3 In addition, the participation of other consenting bodies in pre-application discussions should enable early consideration of all the issues relating to whether a development will be acceptable.
- 6.4 In light of policy guidance on pre-application discussions the RFU has sought to engage and discuss the proposals at length with LBRuT Officers, local stakeholders, Councillors, members of the local community, existing off-site hospitality landowners, residents' associations, environmental groups and members of the local business community.
- 6.5 A public exhibition was held over two days, Tuesday 31st May and Saturday 4th June, within the South Stand of Twickenham Stadium. In total, 53 individuals attended including members of the public, local councillors, representatives from local businesses and business groups, and the Offsite Licensed Operators, among others.
- 6.6 Written feedback suggests a high level of support for the proposed design amongst respondents. Comments were raised in relation to the importance of managing the construction in order to minimise disruption to neighbouring residents which have informed the Draft Construction Management Plan.
- 6.7 A summary of the consultation programme which has taken place and responses received to consultation are provided within the accompanying Statement of Community Involvement.

Pre-application discussions with London Borough of Richmond upon Thames

- 6.8 The application has been subject to several pre-application meetings with Planning, Design and Technical Officers at the London Borough of Richmond upon Thames. Meetings were held on 10th May, 20th May, 2nd June and 21st June 2016.
- 6.9 In addition, consultants covering aspects such as noise and air quality aspects have also had separate discussions with the respective specialist officers of LBRuT.
- 6.10 These meetings and discussions have collectively covered multiple topics including, but not limited to, the principle of the development proposal, the Offsite Licensed Operators (OLO's), the impact on town centres, consultation, design and townscape, transport, energy, sustainability, air quality, ecology, noise, daylight and sunlight and trees.
- 6.11 The proposed development has responded positively to the comments received during pre-application discussions. The following aspects of the scheme have been revised in response to comments received:
- i. The incorporation of a curved, rather than straight, wall on the southern return of East Stand, to complement the appearance of South Stand;
 - ii. Use of materials, tones and colour;
 - iii. Incorporation of PV panels and LED lighting to improve carbon performance;
 - iv. The proposed s106 undertaking to secure the removal of the groundskeepers' shed, subject to the grant of a satisfactory planning permission for its replacement;
 - v. Details of the transport assessment methodology and travel planning;
 - vi. Construction management arrangements, in particular increasing separation from the river; and
 - vii. The assessment methodology in respect of the OLO sites.
- 6.12 The final design now proposed as part of this application has taken account of these discussions.

7 Planning Policy Framework

- 7.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning applications to be determined in accordance with the statutory Development Plan unless material considerations indicate otherwise.
- 7.2 The statutory development plan for the application sites comprises the London Plan (as consolidated with alterations since 2011), the London Borough of Richmond upon Thames Core Strategy (2009), Development Management Plan (2011) and the saved policies of the Unitary Development Plan (UDP) (2005).
- 7.3 Whilst not a part of the statutory Development Plan, the National Planning Policy Framework sets out national level planning policy guidance and is a material consideration in the determination of this planning application.

National Guidance – National Planning Policy Framework ('NPPF') (2012)

- 7.4 The NPPF published in March 2012 sets out the Government's economic, environmental and social planning policies for England. It summarises in a single document all previous national planning policy advice. Taken together, these policies articulate the Government's vision of sustainable development, which should be interpreted and applied locally to meet local aspirations.
- 7.5 The NPPF sets out the Government's requirements for the planning system only to the extent that it is relevant, proportionate and necessary to do so. It provides a framework within which local people and their accountable councils can produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities.
- 7.6 The NPPF establishes the presumption in favour of sustainable development. Specifically, paragraph 19 states that the planning system should do all that it can to promote sustainable economic growth in order to create jobs and prosperity and meet the challenges of global competition alongside a low carbon future. The NPPF states that significant weight should be placed on the need to support economic growth through the planning system.

National Planning Practice Guidance (NPPG) (March 2014)

- 7.7 On 6 March 2014, the Department for Communities and Local Government (DCLG) launched its National Planning Practice Guidance (PPG) online. The PPG provides guidance on the practical implementation of the principles of the NPPF. The PPG is a working document and is subject to frequent updates by DCLG.
- 7.8 With regards to decision making, the NPPG is a material consideration in the determination of planning applications.

Regional Planning Policy – the London Plan (2016)

- 7.9 The London Plan is the overall strategic plan and strategic development strategy for Greater London (defined as the 32 London Boroughs and Cities). Its aim is to set out a framework to co-ordinate and integrate economic, environment, transport and social considerations over the next 20 to 25 years. The London Plan is the London-wide policy context within which the London boroughs must set their compliant local development plan framework.
- 7.10 The London Plan was originally adopted in July 2011. Since 2011 it has been altered and consolidated. These alterations comprise of the Early Minor Alterations (October 2013), the Minor Alterations to the London Plan (March 2015), and the Further Alterations to the London Plan (March 2016). These alterations have ensured the London Plan remains in conformity with the NPPF and other national guidance and legislation. The consolidated London Plan is referred to as the London Plan (2016).
- 7.11 The planning application for this proposal is not referable to the Mayor of London in accordance with the criteria set out in the Mayor of London Order 2008.
- 7.12 The following GLA Supplementary Planning Guidance documents are also considered to be material to the determination of this application:
- a. Sustainable Design and Construction (April 2014);
 - b. The control of dust and emissions during construction and demolition (July 2014);

- c. Character and Context (June 2014);
- d. Accessible London: Achieving and Inclusive Environment (April 2014);
- e. Use of planning obligations in the funding of Crossrail, and the Mayoral Community Infrastructure Levy (CIL) (April 2013).

Local Planning Policy

- 7.13 The LBRuT Core Strategy was adopted in April 2009. The Core Strategy sets out the strategic planning framework for the Borough for a fifteen year period.
- 7.14 The LBRuT Management Plan (2011) states the development management policies against which development proposals are considered.
- 7.15 Saved Policy CE22, regarding waste disposal, of the Unitary Development Plan (UDP) (2005) also forms part of the Development Plan.
- 7.16 In terms of emerging policy, LBRuT is in the process of reviewing its current Local Plan. As part of this exercise, LBRuT is also reviewing its Site Allocations.
- 7.17 The Stadium site is identified in the 'pre-publication' consultation draft of the Site Allocations DPD issued in October 2013. Draft allocation TW14 'Rugby Football Union, Whitton Road, Twickenham' states that the site will be supported for "continued use as a rugby sports ground, if any areas are surplus, associated leisure and mixed uses, including residential and affordable units".
- 7.18 The Site Allocations DPD is being progressed within the Council's wider review of its Local Plan. Further consultation on the draft Local Plan (pre-publication version) is expected in early summer 2016.

Guidance

- 7.19 LBRuT Supplementary Planning Documents of relevance to this application include:
 - a. Design Quality (February 2006);
 - b. Planning Obligations SPD (November 2014);
 - c. Refuse and Recycling Storage Requirements (April 2015);

- d. Sustainable Construction Checklist (January 2016);
- e. Security by Design (2002).

Community Infrastructure Levy

- 7.20 From 1 April 2012 all developments in London which result in the addition of over 100 sqm of floorspace are liable to pay Mayoral Community Infrastructure Levy (MCIL). Developments in LBRuT will be liable to pay MCIL at a rate of £50 per sq.m. The purpose of the MCIL is to fund strategic transport infrastructure.
- 7.21 LBRuT adopted its Borough CIL charging schedule on 1 November 2014. The Borough CIL charging schedule makes provision to charge CIL on residential, office, retail, hotel and care home developments. It specifically states that other uses outside of these will be subject to the 'standard charge' of £0 per sqm. On this basis the proposals are not liable for Borough CIL.

Key Planning Considerations

- 7.22 The key planning considerations affecting the proposals at this site are as follows:
- a. Principle of Land Use
 - b. Design and Townscape
 - c. Transport
 - d. Amenity
 - e. Energy and Sustainability
 - f. Flood Risk
 - g. Air Quality
 - h. Other Planning Considerations
 - i. Planning Obligations

8 Principle of Land Use

National Planning Policy

- 8.1 The NPPF sets out at Paragraph 14 a presumption in favour of sustainable development in decision-taking. It explains that this means **“approving development proposals that accord with the development plan without delay”** and, where the development plan is absent, silent or relevant policies are out of date, only refusing planning permission if the adverse impacts would **“significantly and demonstrably outweigh the benefits”** or **“specific policies in this Framework indicate development should be restricted.”**
- 8.2 The NPPF considers town centre uses and requires proposals for main town centre uses outside of sequentially preferable locations to demonstrate that there are no sequentially preferable sites to which they could otherwise locate (paragraph 24); and include an impact assessment of the effects of the development on local town centres, including investment within those centres and the effect of the proposal on town centre vitality and viability (paragraph 26).

Regional Planning Policy

- 8.3 Policy 4.5 ‘London’s Visitor Infrastructure’ supports London’s visitor economy and its growth, taking into account the needs of business and leisure visitors and seeking to improve the range and quality of provision of supporting uses. The supporting text states the Mayor’s support for other ancillary provision of visitor accommodation to major visitor attractions and stresses the strategic importance of providing a world-class experience to visitors.
- 8.4 Policy 4.6 ‘Support for and Enhancement of Arts, Culture, Sport and Entertainment’ states that the Mayor will support 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 users. Within this context, developments should fulfil the sequential approach and where necessary, complete an impact assessment, be located on sites where there is good existing or planned access by public transport in order that facilities are accessible to all sections of the community. Developments should address deficiencies in facilities and provide a

cultural focus to foster more sustainable local communities. The Mayor acknowledges that London's internationally renowned cultural institutions are a defining part of the capital's heritage as well as major visitor attractions

- 8.5 Policy 3.19 'Sports Facilities' supports the enhancement of sports and recreation facilities. The supporting text acknowledges that sports and recreation facilities are important parts of the social infrastructure of London, providing a range of social and health benefits for communities and neighbourhoods.
- 8.6 Policy 2.6 'Outer London: vision and strategy' outlines the Mayor's intention to recognise and build upon the strengths of Outer London to enhance and promote its distinct existing and emerging strategic and local economic opportunities.
- 8.7 Policy 2.7 'Outer London: economy' states that economic growth of outer London will be supported, particularly through supporting leisure, arts, cultural and tourism.

Local Planning Policy

- 8.8 The Stadium site is identified in the current 'Pre-publication' Consultation draft of the Site Allocations DPD issued in October 2013. Draft allocation TW14 'Rugby Football Union, Whitton Road, Twickenham' states that the site will be supported for "continued use as a rugby sports ground, if any areas are surplus, associated leisure and mixed uses, including residential and affordable units". It is understood that the Site Allocations Plan is being progressed within the Council's review of its Local Plan. Further consultation on the draft Local Plan (pre-publication version) is expected in early summer 2016.
- 8.9 Policy CP20 'Visitors and Tourism' supports the sustainable growth of the tourist industry, for the benefit of the local area by encouraging the enhancement of existing tourist attractions including the RFU stadium, and requiring facilities to be accessible to all.
- 8.10 The supporting text sets out that the Borough is a popular destination for tourists visiting the traditional attractions, including those related to rugby, as well as associated facilities such as restaurants and shops and that the Council recognises the value of tourism. To this end it states that the Council will encourage the

provision of accommodation to enable visitors to stay longer, spend more and travel less by private car.

- 8.11 Twickenham Town Centre is designated as a 'District Centre' with the Development Plan. Policy CP8 'Town and Local Centres', stipulates that retail and town centre uses will be supported providing that they are appropriate to the role of the centre and respect the character, environment and historical interest of the area. Out of town retail development is not usually considered appropriate.
- 8.12 CP9 'Twickenham Town Centre' states the Council's intention to revitalise Twickenham Town Centre which will serve local residents, works and visitors, founded on the principles of sustainability. The Council will seek to promote the Town Centre as an employment, retail, visitor and tourist destination as well as a centre for sports and leisure, with a diverse evening economy offer.
- 8.13 Policy CP16 'Local Services/Infrastructure' states that the overall strategic approach is to ensure the provision of services and facilities for the community. The Council will work with its partners to ensure adequate provision. New developments will be expected to contribute to any additional infrastructure and community needs generated by development and take account of the Planning Obligations SPD.
- 8.14 Policy CP19 'Local Business' supports a diverse and strong local economy and requires development likely to generate significant amounts of travel to be located in areas highly accessible by public transport.
- 8.15 Policy DM OS 8 'Sport and Recreational Facilities' supports the protection and enhancement of private sports grounds.

Assessment of the Proposals

- 8.16 The proposal is for the enhancement and improvement of an existing professional sports facility. The proposal will ensure that the stadium provides the world-class experience expected of the international home of rugby.
- 8.17 In doing so, it will ensure that the Stadium continues to contribute to London's cultural distinctiveness and range of uses and to deliver benefits to visitors, workers

and residents.

- 8.18 The development is specifically designed to address current deficiencies in the capacity of the Stadium.
- 8.19 In particular, the Stadium's current hospitality offer is not of the capacity that is expected or required. This is evidenced by the requirement to use facilities in tents on nearby open spaces to accommodate almost half the corporate hospitality requirements arising on international match days. This is undesirable, both in terms of the quality of experience that it provides to visitors and on the effect of this on local amenity and potential disruption. It currently compares unfavourably with the quality of experience on offer at other major sports stadia and sporting venues, including Wembley, the Olympic Stadium and the Emirates.
- 8.20 Additionally, the Stadium's external appearance is utilitarian and does not contribute positively toward local character or distinctiveness. The East Stand is visually prominent but is utilitarian in character, with exposed structure, staircases and services.
- 8.21 The proposed development will allow the RFU to consolidate all official licensed hospitality into the Stadium, therefore addressing this capacity deficiency and improving the attractiveness of the Stadium. The facilities that will be provided in the East Stand will be of the highest quality, configured to meet modern market requirements. In particular, this will:
- a. include 'restaurant' style layouts with a range of table sizes in an attractive environment, providing greater flexibility than traditional spaces relying on large tables;
 - b. provide greater visibility and visual connectivity with the pitch, improving visitor experiences and a sense of place; and
 - c. provide outdoor amenity spaces and terraces that will capitalise on the views of central London from the higher levels of the Stadium.
- 8.22 According to the the proposed new corporate hospitality area will benefit from a substantial increase in space per guest, allowing a significantly improved

experience. The current South Stand facilities offer an average of 1.5 sq. m./ person; the proposed new East Stand offerings will provide between 2.67 and 1.75 sq. m. / person.

- 8.23 Therefore, in addition to better access to better seats, more natural light and a better pitch view, the new facilities will also be more spacious.
- 8.24 This will be enclosed within a new façade that will substantially improve the external appearance of the Stadium throughout the year, as well as the experience of Major Event Day visitors. An attractive, well-articulated façade will be provided that will screen the infrastructure that is currently exposed, whilst providing a more human scale and presence to the street. This will include an integrated ticket line within the ground floor (Level 1).
- 8.25 The extent to which the proposal will lead to the cessation of hospitality use on the off-site locations currently used is discussed elsewhere in this report. The proposal will mean that all RFU **licenced** hospitality will be consolidated within the Stadium into new, purpose built facilities, thus representing an enhancement to the existing arrangements, as required by policy. This will occur irrespective of any unlicensed hospitality or other activities, which may or may not continue on the existing off-site locations.
- 8.26 London Plan Policy 4.6 specifically supports “**the continued success of arts, cultural, professional sporting and entertainment enterprises**”. Development is specifically required (Part B d) to address deficiencies in facilities.
- 8.27 Likewise, local plan Policy CP20 seeks to “enhance” existing tourist facilities, including, specifically, the RFU Stadium.
- 8.28 The principle of the proposed development is, therefore entirely in accordance with strategic and local development planning policy, which provides it with strong support. The principle of the development is therefore acceptable.

Town Centre Considerations

- 8.29 The NPPF, London Plan and LBRuT Core Strategy adopt a ‘town centre first’

approach to the location of town centre uses. Town centre uses are defined in the Glossary to the NPPF as:

“Main town centre uses: Retail development (including warehouse clubs and factory outlet centres); leisure, entertainment facilities the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls); offices; and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).”

- 8.30 The NPPF requires proposals for main town centre uses outside of sequentially preferable locations to:
- i demonstrate that there are no sequentially preferable sites to which they could otherwise locate (paragraph 24); and
 - ii include an impact assessment of the effects of the development on local town centres, including investment within those centres and the effect of the proposal on town centre vitality and viability (paragraph 26).
- 8.31 Policy 4.7 of the London Plan adopts a similar approach, as does Policy CP8 ‘Town and Local Centres’ of the Core Strategy.
- 8.32 Stadium corporate hospitality facilities are not defined as a town centre use within the Glossary to the NPPF. Conferencing facilities are, however, a town centre use. The use of the proposed hospitality facilities for conferencing and banqueting on non-major event days does, therefore, require consideration against the sequential and impact tests, as set out in the NPPF.
- 8.33 Additionally, the Council has requested in pre-application discussions that similar consideration is given to the principal, major event day, hospitality use proposed. This consideration is provided in this Statement, although very limited weight should be attached to it because there is no development plan or NPPF requirement to undertake such an assessment.

Sequential Assessment

- 8.34 The principal purpose of the development is to improve corporate hospitality facilities on major event days.
- 8.35 The physical configuration of the spaces as illustrated in Section 4.1 of the accompanying Design and Access Statement illustrates how the facilities have been purposefully designed to accommodate corporate major event day hospitality. The space will be relatively inflexible and tailored to the major event day corporate hospitality market rather than to the general conference and banqueting business. The use of the space for on Event Days, for uses such as conferencing and banqueting, will be ancillary to the major event day use of the space. As noted within the Impact Assessment section, below, the increase in event day conference and banqueting use is unlikely to be materially significant in terms of its effects on local centres and is unlikely to exceed the existing theoretical capacity of the South Stand's facilities.
- 8.36 These major event day corporate hospitality facilities need to be located in close proximity to the Stadium bowl in order to provide a world-class hospitality experience.
- 8.37 The distance, and travel times, between the existing off-site hospitality facilities and the Stadium itself are a significant defect of the existing arrangement that this application seeks to address, in accordance with policy that seeks to address deficiencies in existing facilities (London Plan Policy 4.7).
- 8.38 PPG paragraph 012-20140306 states that:
- “Use of the sequential test should recognise that certain main town centre uses have particular market and locational requirements which mean that they may only be accommodated in specific locations. Robust justification must be provided where this is the case, and land ownership does not provide such a justification.”**
- 8.39 The need for close proximity to the Stadium for the facilities is a particular market and locational requirement which justifies the proposed out-of-centre location of the facilities. The facilities could not be located closer to the town centre because any

sequentially preferable site would not enjoy the necessary functional and geographical link to the Stadium.

- 8.40 At present, the OLO sites are between 160m and 500m (All Hallows Church) walking distance from the Stadium.² The extent of the town centres of Twickenham, Whitton and Richmond are defined on the Proposals Map. At their closest points, they are 0.8km, 1.6km and 2.7km distant from the Stadium, respectively. Hounslow town centre (located within LB Hounslow) is located at a distant of 2.9km from the Stadium.
- 8.41 Any potential site within these town centres would, therefore, be at least 50% further from the Stadium than the most distant site. Thus the use of any site within these centres as an alternative location for major event day corporate hospitality would worsen, rather than improve, the existing problem of the geographical separation and travel time between venue and Stadium that the development seeks to address. This would be contrary to Policy 4.6(B)(d).
- 8.42 Edge of centre sites (that is, those within 300m of the defined town centre), would be unsuitable for the same reason and we are unaware of any being available.
- 8.43 In pre-application discussions, the Council has requested that the new Twickenham Community Building be specifically considered as a potentially preferable site to accommodate corporate hospitality uses. The site is approximately 800m from the Stadium (a 10-15 minute walk), 25% further from the Stadium than the most distant OLO site. It is not therefore suitable, in terms of its location. Furthermore, it could only accommodate a small proportion of the hospitality demand that East Stand seeks to accommodate. There is no requirement within the NPPF to consider disaggregation.
- 8.44 In the decision of the Supreme Court in the Tesco Stores Limited v Dundee City Council case ([2012] UKSC 13), the Court concluded in this case that the proper interpretation of planning policy is a matter of law, not planning judgement. In considering a policy requiring the consideration of sequentially preferable suitable

² A limited amount of hospitality (350 covers) was provided at Cole Court during the 14/15 and 15/16 seasons, this is to be discontinued in the 16/17 and 17/18 seasons.

sites contained in a Scottish Structure Plan, that is almost identical to that in the English NPPF, the Court concluded that the requirement is to consider whether there are any suitable sites for **the development proposed by the developer** in or on the edge of the town centre. Lord Hope stated at paragraph 37 of the Judgement that **“it is the proposal for which the developer seeks permission that has to be considered when the question is asked whether no suitable site is available within or on the edge of the town centre”**. Later in the judgement, at paragraph 38, Lord Hope further states that **“these criteria are designed for use in the real world in which developers wish to operate, not some artificial world in which they have no interest in doing so”**. In any event, in this instance, the Twickenham Community Building is not available, nor sufficiently large, to construct a development of the size proposed by the RFU on East Stand.

- 8.45 The site is therefore neither suitable nor available.
- 8.46 Other alternative locations for the proposed facilities would be unsuitable, because of these market and locational requirements. This is in accordance with paragraph 24 of the NPPF, which provides that out of centre sites may be considered where sequentially preferable sites are shown to be unsuitable.
- 8.47 Whilst we note that a sequential search was undertaken as part of the South Stand application, this is because of the town centre uses proposed, (particularly the hotel and health club) were functionally separate from the Stadium, and which formed separate planning uses. Conversely, all the proposed development within East Stand will be closely functionally linked to the Stadium itself and therefore alternative sites would be unsuitable.
- 8.48 The sequential test is therefore satisfied.

Impact Assessment

- 8.49 The closest Main Town Centres are Hounslow (Metropolitan Centre, LB Hounslow), Richmond (Major Centre, LB Richmond upon Thames), Twickenham (District Centre, LB Richmond upon Thames), Whitton (District Centre, LB Richmond upon Thames) and St Margaret’s (Local Centre, LB Richmond upon Thames).

8.50 As requested by the Council during pre-application discussions, three causes of potential impact have been considered:

- i. Potential impact arising from conferencing and banqueting on non-major event days;
- ii. Potential impact arising from the East Stand development leading to additional provision of off-site (non-RFU licenced) corporate hospitality space (ie, assuming that the existing sites continue to provide corporate hospitality as at present and that East Stand's offer would be a net increase) on major event days; and
- iii. Potential impact arising from the East Stand development effectively releasing additional Class A3 / A4 restaurant/bar space on major event days (ie, assuming that the existing OLO sites switch from providing corporate hospitality to providing more open-access type facilities, providing an alternative location for people who may otherwise be in the town centre at pubs, restaurants etc. It should be noted that any such change in use to open access A3 or A4 uses would, in our view, be subject to the requirement for full planning permission to be granted.

8.51 Each scenario is considered in turn.

i Potential impact arising from conferencing and banqueting on non-major event days;

8.52 Conferencing and banqueting on non-major event days is a town centre use and thus it is necessary to demonstrate that this use of the facilities will satisfy the impact test.

8.53 The proposed development is for corporate hospitality facilities. It will not, therefore, have any material effect on Class A1, Class A3 or Class A4 uses within the identified centres as it will not provide comparable facilities that could lead to trade draw or diversion of expenditure.

8.54 The effect of the proposals on the conventional Class A type uses is not, therefore,

likely to be materially significant in any way.

- 8.55 We have considered the effects of the proposal upon other conferencing and banqueting facilities that could provide a similar offer to that of East Stand.
- 8.56 A list other conferencing and banqueting facilities within the vicinity of either the Stadium or the three identified centres is attached as Appendix C. Of these, only two (Isleworth Public Hall and the Twickenham Community Building proposal) are within a designated town centre (albeit that Isleworth is a lower order centre).
- 8.57 The remaining conferencing and banqueting facilities identified are either in edge of centre or out of centre locations themselves. The majority are in out of centre locations.
- 8.58 In view of this, the contribution of these other conferencing and banqueting facilities listed in Appendix C to the vitality and viability of the centres identified above is likely to be limited as the facilities are almost entirely outside of the designated centres. Thus even if the proposals for East Stand were to lead to substantial trade diversion from existing conferencing facilities, the overall effect of this on town centre vitality and viability would be very low, because this sector is not a significant contributor to town centre health in any case. It would not be sufficient to lead to the “**significant adverse**” effect on overall town centre vitality and viability that Paragraph 27 of the NPPF describes as being necessary to justify a refusal on town centre impact grounds.
- 8.59 This includes Isleworth town centre, which includes one conferencing and banqueting facility. We do not consider that the presence of this single facility makes a contribution to the overall health of the town centre of such an extent that trade draw from it would lead to a significant adverse effect, overall, on the health of the centre.
- 8.60 Furthermore, the proposed development is most unlikely to lead to substantial trade diversion from existing conferencing facilities as we do not expect the proposals to lead to substantial increases in event day conferencing use at the Stadium. This is for the following reasons:
- a. First, very substantial surplus capacity for event day conferencing already

exists within the South Stand. It could, potentially, accommodate up to 4000 people a day on every event day. In practice, use of the Stand generally averages approximately 130 people across all event days. There are only five 900 delegate events a year. This illustrates that the existing facilities are underused, on event days, and use of the Stadium on event days is limited by the lack of market demand **not** a lack of capacity. Adding additional capacity (driven by the needs of event days only) is not likely to lead to a commensurate or equivalent increase in event day demand – if there was existing additional demand the current South Stand facilities would demonstrate and be able to meet it already;

- b. Second, Appendix C illustrates that the majority of local venues are very much smaller than the capacity of the Stadium’s conferencing facilities and, in practice, are likely to offer a very different product, appealing to a different sector of the market, more suited to more intimate or less corporate events such as weddings;
- c. Third, the layout of the proposed facilities within East Stand is designed to be attractive for corporate hospitality on major event days. Increasingly, this favours smaller tables and booths, laid out like a restaurant, to allow small groups perhaps of two, four or six people. The restaurant-type spaces will have fixed features such as booths to enable this. As such, whilst they may be attractive for some types of conferencing, they will not be as flexible as more traditional conference and banqueting spaces that can accommodate larger tables and groups. Consequently, the new facilities are most unlikely to attract such a significant increase in trade that it would lead to substantial adverse effects on the local centres.

8.61 The Council has requested the effect of the proposal upon the Twickenham Community Building be considered, in the context of the impact test. This is a public/private investment plan. The building is under construction and nearly completed and the investment, by Berkeley Homes, to deliver it is committed. East Stand is therefore unlikely to disrupt this committed investment and the delivery of the facility.

8.62 The Community Building is proposed to be multi-functional, with a variety of spaces

including theatre/hall, cinema and studio space allowing it to accommodate a range of uses. Whilst one of these uses could include conferencing and banqueting this would be of a significantly smaller scale than that which could be provided within East Stand. East Stand would not affect the use of the building for other, non-conferencing, uses.

- 8.63 As noted above, very significant conferencing and banqueting capacity currently exists at the Stadium, within the South Stand. Whilst the RFU hopes that East Stand will broaden the range of conference-type events to which the Stadium is attractive, use of the Stadium for Event Day conferencing is already well below capacity; adding additional capacity is unlikely to lead to significant additional use and, thus, a materially significant additional effect on the Community Building beyond that which will already be experienced as a result of the existing facilities.
- 8.64 The NPPF does not, in any case, require impact on individual premises or occupiers to be assessed (beyond establishing that investment plans will not be affected); rather it requires an assessment of the likelihood of there being a significant adverse effect on the health of the town centre overall, across all sectors. Such an impact is unlikely to occur to Twickenham even if there is a discernible effect on the Community Building's share of the conferencing market.

ii Potential impact arising from East Stand leading to additional provision hospitality space (ie, assuming that the existing sites continue to provide corporate hospitality as at present)

- 8.65 As noted above, corporate hospitality use is not a town centre use and the NPPF does not require an impact assessment to be undertaken. Nevertheless, the potential effects of this scenario have been considered at the Council's request.
- 8.66 Corporate hospitality is not a substitute for Class A3/A4 uses. The products are functionally different. Class A3/A4 uses are, by definition, open to visiting members of the public and Class A3/A4 operators will provide a wide range of products catering to a range of budgets, tastes and requirements.
- 8.67 Conversely, corporate hospitality facilities will only be open to those who have pre-booked and arranged to attend. The packages provided will be less flexible than the

range of offers within the town centre, and are usually structured around a reception, meal, pre- or post-match discussion and commentary, possibly followed by supper. They will, generally, be priced at a higher price point than the offers within the town centre and will not provide open access for, for example, brief pre-or post-match drinks.

8.68 Whilst additional facilities may lead to some substitution away from A3/A4 uses within the town centre, this is unlikely to be materially significant for the overall health of the centre. This is for two reasons.

8.69 First, there is substantial unmet need for additional Class A3/A4 floorspace within Twickenham Town Centre at present. There is very substantial unmet need for additional space within Richmond, and some within Whitton. The Council has not produced specific figures for St. Margaret's, but we assume that this is encompassed in the "Other in Borough" figure. This is set out in Table 6.2 of the Council's 2014 Retail Study, reproduced below.³

Table 6.2: Food and Drink Floorspace Projections

Centre	2019 Sq.m gross	2024 Sq.m gross	2029 Sq.m gross
Richmond	1,536	2,884	3,824
Twickenham	509	923	1,459
Teddington	590	1,013	1,435
Whitton	97	170	245
East Sheen	266	509	720
Other in Borough	540	1,012	1,435
Borough Total	3,538	6,512	9,118

Source: Table 11, Appendix 4

8.70 This demonstrates that, even if there was some limited diversion / substitution from town centre Class A3/A4 uses as a result of East Stand on, perhaps, six to seven international match days it would be unlikely to have a significant effect on the identified centres overall throughout the year because of the identified expenditure

³ Richmond Retail Study, Nathaniel Lichfield & Partners, November 2014

capacity to support additional Class A3/A4 floorspace.

- 8.71 Second, turnover of town centre Class A3 and A4 uses on major event days is restricted by physical capacity rather than by demand, as Twickenham town centre in particular is heavily oversubscribed. This is borne out by assessment of the available physical capacity in Twickenham Town Centre. The 2013 Town Centre Healthcheck, produced by the Council, indicates that there is approximately 3,716sqm (gross, 40,000sqft) of bar space, and a similar amount of restaurant space within the Town Centre.
- 8.72 Table 2, below, applies a nominal net to gross ratio of 70% and Building Regulations floorspace factors of 0.3sqm/person in bars, and 1 sq. m./person in restaurants, plus an allowance for the use of outdoor space, to estimate the approximate physical capacity of Class A3 and A4 uses in Twickenham.

Use	Area (sqm, Gross)	Area (sqm, Net, @ 70%)	Fire Regulations Floor Space Factor	Capacity	Plus 35% allowance for outdoor space
Bar	3716	2601.2	0.3	8671	11705
Restaurant	3717	2601.9	1	2602	3513
Total					15218

Table 2: Twickenham Town Centre, Physical Capacity (totals may not sum due to rounding)

- 8.73 This suggests a physical capacity of approximately 15,000 people within Twickenham town centre bars and restaurants. This is substantially below the stadium capacity, 82,000, of whom 60,000 – 70,000 will not have access to corporate hospitality and of whom a large proportion would be likely to seek some form of pre- or post-match food or drink.
- 8.74 Accommodating a slightly greater number of those spectators within the Stadium is, therefore, unlikely to significantly affect the overall health of the town centres as physical constraints on the number of people that can be accommodated and effectively served is likely to remain the key factor that determines turnover on major event days, rather than a lack of demand as a result of significant trade diversion.
- 8.75 It should also be noted that this assumes that the OLO sites continue to function,

providing hospitality, meaning that East Stand effectively creates additional capacity. Whilst this is the approach that the Council has requested is taken, as described above, the RFU considers significant weight should be given to the probability that use of the OLO sites for hospitality purposes will cease, or at least diminish considerably. This is set out above.

iii potential impact arising from East Stand effectively releasing additional Class A3 / A4 restaurant/bar space on major event days (ie, assuming that the existing OLO sites switch from providing corporate hospitality to providing more open-access type facilities, providing an alternative location for people who may otherwise be in the town centre at pubs, restaurants etc)

- 8.76 The RFU considers that the likelihood of this occurring is relatively low. Open access / non-ticketed facilities, such as beer or barbecue tents, could potentially already be provided on open land around the stadium under permitted development rights. In practice, this does not occur except within the curtilage of public houses and restaurants.
- 8.77 This suggests that there is little demand for such facilities, or that they cannot be operated economically.
- 8.78 In our view, the existing planning permissions for the OLO sites clearly relate to the provision of corporate hospitality and their uses for conventional Class A3 or Class A4 uses, open to visiting members of the public rather than on a pre-booked basis, would require planning permission as it would be a material change of use, unless carried out under permitted development rights in which case it could occur at present in any case.
- 8.79 Notwithstanding this, we have considered the potential implications of the use of the OLO sites as supplemental Class A3 / A4 facilities. We have assumed a nominal capacity of 5,000 people on the OLO sites. This is an increase over observed occupancy rates from the highest volume Six Nations matches in 2014 and 2015, when use of the OLO sites, collectively, ranged from 3,960 to 3,094.
- 8.80 Research conducted by Ernst and Young, included at Appendix D, indicates that each visitor to the Stadium is likely to spend approximately £33, of which 2/3rds will

be spent in the local economy outside the stadium (£22 per head). Assuming that expenditure at the OLO sites accounted for all the out of centre expenditure of their 5,000 patrons, across seven international matches when OLO sites are permitted to function under their existing planning permissions, this would equate to approximately £770,000 of annual expenditure potentially lost from the town centre.

- 8.81 Table 10, Appendix 4 of the Council's 2014 Town Centre Study identifies the extent to which local expenditure is likely to exceed the turnover of existing Class A3 and A4 uses in 2017, in order to assess the capacity/need for additional floorspace. The table projects that expenditure is likely to exceed turnover in Richmond, Twickenham and Whitton by £5.23m, £1.8m and £0.35m, respectively, in 2017. This illustrates that the diversion of approximately £800,000 expenditure from across the three centres – or even only from Twickenham – is unlikely to have a significant adverse effect on the health of the centres overall as expenditure capacity would still remain to support significant floorspace growth.
- 8.82 St. Margaret's is not specifically identified which implies that the contribution of Class A3/A4 uses to its overall health is not significant. We assume that it is included in the Other in LB Richmond category, for which over £1m of surplus expenditure is identified.
- 8.83 As noted above, in practice, rather than causing expenditure diversion away from the town centre, the effect of the on-going use of the OLO sites would be likely to allow latent demand that cannot currently be met because of the constraints of physical capacity to be satisfied. The estimate of £800,000 expenditure diversion is, therefore, likely to be a significant over-estimate, in the worst case scenario that the OLO sites continued to operate as Class A3/A4 space. It should also be noted that we maintain the opinion that such use within the curtilage of a building would require planning permission from the Local Planning Authority.
- 8.84 In all of the three scenarios identified above the proposed East Stand development is unlikely to have a significant adverse effect on the overall health of any of the identified local town centres. The impact test is also, therefore, satisfied in respect of both non-major event day usage and the effects of major event days, even assuming that the OLO sites continue to be used either for corporate hospitality or for more conventional Class A3/A4 type uses.

Museum

- 8.85 The RFU Museum is currently provided within the East Stand, at Level 2. There is no direct public access to it; visitors have to be provided with passes and escorted to the Museum. This limits its public accessibility and prominence.
- 8.86 The RFU's current intention is that it will be relocated to within the south-west drum of the Stadium (within South Stand) on Level 2 (first floor). This area is currently underused RFU office accommodation. No external physical works that would require planning permission are necessary.
- 8.87 If relocated, the Museum would have a ground floor lobby directly to the street. This would enable direct public access to the Museum for the first time, significantly improving its accessibility and prominence and making it a more valuable amenity.
- 8.88 Further details are provided at Section 4.8 of the Design and Access Statement.

Conclusion

- 8.89 The principle of the proposed development enjoys strong, and clear, planning policy support from the local and regional components of the development plan.
- 8.90 The potential effects of the proposed development on local centres has been considered, as required by the NPPF and development plan policy, against the sequential and impact tests. This has demonstrated that no sequentially preferable sites exist, chiefly because of the size of the proposal and its specific locational requirements. The proposed development is unlikely to have a significant adverse effect on the health of the local centres of such an extent that planning permission should be required.
- 8.91 The proposed development is, therefore, acceptable in land use terms.

9 Design and Townscape

National Planning Policy

- 9.1 The Government attaches great importance to the design of the built environment in the NPPF. Paragraph 56 states that good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people.
- 9.2 At paragraph 57 the NPPF stipulates that it is important to plan positively for the achievement of high quality and inclusive design for all development, including individual buildings, public and private spaces and wider area development schemes.
- 9.3 Paragraph 61 identifies that securing high quality and inclusive design goes beyond aesthetic considerations. Therefore planning policies and decisions should address the connections between people and places and the integration of new development into the natural, built and historic environments.

Regional Planning Policy

- 9.4 London Plan 2016 (LP) Policy 7.1 advises that new development should be designed so that the layout, mix of uses and interface with the surrounding land will improve people's access to community infrastructure.
- 9.5 LP Policy 7.2 requires all new development in London to achieve the highest standards of accessible and inclusive design.
- 9.6 LP Policy 7.3 advises that boroughs should seek to create safe, secure and appropriately accessible environments. In addition, the policy states that design should encourage a level of human activity that is appropriate to the location, incorporating a mix of units where appropriate, to maximise activity throughout the day and night, creating a reduced risk of crime and a sense of safety at all times.

- 9.7 LP Policies 7.4, 7.5 and 7.6 relate to ensuring that development respects the local character of the area; promotes high quality public realm; and ensure that the architecture makes a positive contribution to a coherent public realm, streetscape and wider cityscape.
- 9.8 LP Policy 7.6 set out a series of overarching design principles for development in London and advises that buildings should be of the high quality design including inter alia:
- Optimise the potential of sites;
 - Promote high quality inclusive design;
 - Incorporate best practice in resource management and climate change mitigation;
 - Comprise materials and details which compliment local architectural character;
 - Be of a proportion, composition, scale and orientation that enhances, activates and appropriately defines the public realm.

Local Planning Policy

- 9.9 Policy CP7 ‘Maintaining and Improving the Local Environment’ requires that all new development should recognise distinctive local character and contribute to creating places of high architectural and urban design quality that are well used and valued. Development is required to demonstrate that they are based on an analysis and understanding of the Borough’s development patterns, features and views, public transport accessibility and maintain appropriate levels of amenity, whilst connecting positively with the surroundings to create safe and inclusive places through the use of good design principles including layout, form, scale, materials, natural surveillance and orientation.
- 9.10 Policy DM HD7 ‘Views and Vistas’ states that the Council will seek to create attractive new views and vistas and, where appropriate, improve any that have been

obscured.

- 9.11 Policy DM DC 1 'Design Quality' states that new development must be of a high architectural and urban design quality based on sustainable design principles. Development must be inclusive, respect local character including the nature of a particular road, and connect with, and contribute positively, to its surroundings based on a thorough understanding of the site and its context.
- 9.12 The Council has adopted Supplementary Planning Documents including the Design Quality SPD (February 2006), which promotes high quality inclusive design, and Security by Design (2002) promoting security considerations in design proposals which form material considerations and have informed the proposed design.

Assessment of the Proposals

- 9.13 This Planning Application is accompanied by a Design and Access Statement (DAS) which explains how the design of the proposed development has been developed to take account of the surrounding townscape and ensure the proposal would deliver high quality architectural design which can be accessed by all.

Design in the Townscape Context

- 9.14 As would be expected for a national stadium, the RFU Twickenham Stadium appears as a large and prominent landmark in its context and is visible and notable from a number of locations. Due to the exposed back of house nature of the current East Stand, it appears as a large unrelieved and unengaging mass.
- 9.15 The proposed extension will extend the footprint of the East Stand by approximately 9.5m beyond its current footprint, and as such marginally increase its visibility.
- 9.16 Section 4.4 of the accompanying Design and Access Statement (DAS) explores the townscape and key views. It demonstrates how from the southerly approach, initial revealing glimpses of the upper section of the proposal's curved south elevation are viewed over the predominantly grey clad and curved form of the Toyota / Lexus car showroom in the foreground. In these views the extension sits comfortably against and complementary to, the eastern rotunda drum of the South Stand extension. Importantly in this view the upper edge of the elevation's length is seen to

respectfully sit below the Stadium's unifying feature of the lattice crown. As this approach advances closer the extensions main elevation becomes completely concealed behind its south elevation and the complimentary reference between the materials of the existing South Stand and the proposed East Stand become more apparent.

- 9.17 From the northerly approach, travelling south along Rugby Road, the proposed extension would be approached from a more 'flat-on' direction with the depth of the extension being unperceivable. The new skin/ elevation would be seen to be articulated through the use of subtly toned rain screen cladding and tinted glazing. This new façade would significantly improve the visual appearance of the Stadium compared to the existing exposed utilitarian concrete frame.
- 9.18 The use of material and breaking down of the massing through the articulation of materials, ensures the design of the proposed extension respects the varied commercial and residential character of the area and vastly improves the streetscape as required by London Plan Policy 7.6.
- 9.19 The relationship of the East Stand to the single storey maintenance shed, adjacent to it, has been raised by the Council. There is a concern that the utilitarian, industrial, appearance of the shed will detract from the design quality of East Stand. East Stand, overall, will lead to an improvement in the appearance of the eastern side of the Stadium even if the shed is left in situ and is considered to be acceptable. Notwithstanding this, during pre-application discussions the RFU has indicated that it is prepared to consider committing to removing the shed, within five years from the occupation of the East Stand, subject to the grant of a satisfactory planning permission for its replacement, if this is considered to be necessary in planning terms and subject to other planning obligations and conditions sought.

Architectural Design

- 9.20 The current architectural design of the Stadium's north, east and west stands are utilitarian in design, constructed predominantly of exposed concrete and clearly revealing the inner functions of the Stadium. The redevelopment of the East Stand will delivered a more appropriate urban response delivering a clean, legible, articulated and enclosed external façade to this prominent elevation.

- 9.21 The proposed East Stand elevation reflects the materials of the South Stand in colour and tone, while clearly ensuring it does not read as simple continuation and repetition of the same design.
- 9.22 As required by policy CP7 the proposed extension connects positively with its surrounding by creating a new enclosed elevation which offers a new interface between the new publically accessible open space to the front of the East Stand and the building itself. The curved arches of the elevation reach to the ground to provide a solidity and grounding of the design. The proposed design clearly provides a more appropriate design response which connects with, and contributes positively to, its surroundings as required by policy DM DC1.

Inclusive Design & Landscaping

- 9.23 The proposed design has sought to incorporate and go beyond the requirements of Building Regulations Part M, to provide a fully inclusive extension to the Stadium fit for the 21st Century. This approach starts from the threshold of the building where access from the turnstiles lead directly to the covered area with flush surface through to the internal of the building which incorporates modern facilities including viewing platforms co-located with the standard stadium seating. As set out in the DAS the accessibility strategy has been fully considered from the initial interface at the Stadium's turnstiles providing a designated wheelchair access point in each bank of turnstiles. This approach has ensured the proposed development clearly complies with the expectation of London Plan policies 7.2 and 7.6 and local policy DMDC1.
- 9.24 Following the development of the East Stand Extension, areas of land currently sited behind the Rugby Road boundary fence, would become an open area between the building's new eastern elevation and the public highway. RFU would incorporate hard landscaping in these areas with material to match those found outside the South Stand. These areas would remain open to the public to deliver an enlarged area of publically accessible space.

10 Transport

National Planning Policy

- 10.1 Paragraph 29 of the NPPF states that the transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel. Encouragement should be given to solutions which support reductions in greenhouse gas emissions and reduce congestion.
- 10.2 Paragraph 37 states that planning policies should aim for a balance of land uses within their area so that people can be encouraged to minimise journey lengths for employment, leisure, education and other activities.

Regional Planning Policy

- 10.3 At a regional level, London Plan Policy 6.3 states that “development proposals should ensure that impacts on transport capacity and the transport network, at both a corridor and local level, are fully assessed”. The policy also indicates that transport assessments will be required in accordance with TfL’s Transport Assessment Best Practice guidance for major planning applications.
- 10.4 Policy 6.10 indicates that “the Mayor will work with all relevant partners to bring about a significant increase in walking in London, by emphasising the quality of the pedestrian environment, including the use of shared space principle – promoting simplified streetscape, de-cluttering and access for all”.
- 10.5 The Mayor’s Transport Strategy, 2010 sets out policies and proposals to achieve the goals set out in the Plan. The Mayor’s Transport Strategy sets a vision of London as an exemplary sustainable world city.

Local Planning Policy

- 10.6 Policy CP5 ‘Sustainable Travel’ requires that development will promote sustainable travel, with the need for travel being reduced by the provision of employment, shops and services at the most appropriate locations, within town centres identified in Policy CP8 (‘Town and Local Centres’). Policy CP5 promotes the protection and

enhancement of local facilities and employment, and requires developments which would generate significant amounts of travel to be located on sites well served by public transport. Furthermore, the Borough requires all applications for major development to be accompanied by a Transport Assessment.

- 10.7 The Borough will seek to promote safe, sustainable and accessible transport modes and, in association with its partners, will seek to prioritise the needs of pedestrians and cyclists in the design of new developments including links to existing networks and requiring the provision of adequate cycle parking.
- 10.8 Policy CP6 'Waste' states that the Borough supports the objectives of sustainable waste management and will seek to maximise self-sufficiency in waste management capacity and minimise waste creation.
- 10.9 UDP Saved Policy CE2 'Waste Collection and Disposal' states that the Council will ensure that waste collection and disposal arrangements are developed in accordance with sustainability principles and the hierarchy of waste management, focussing upon firstly reduction; secondly re-use; thirdly recycling and composting; followed by energy recovery and then disposal to landfill.
- 10.10 Policy DM TP1 'Matching Development to Transport Capacity' states that higher trip generating development will only be permitted in areas which are easily accessible by transport other than the private car, and well located with respect to local services.
- 10.11 Policy DM TP2 'Transport and New Development' sets out that the impact of new development on the transport network will be assessed against other plan policies and transport standards.
- 10.12 Policy DM TP3 'Enhancing Transport Links' states that new developments will be expected to create or improve links with the local and wider transport networks, including links to the cycle and pedestrian networks. Proposals must maximise permeability, with safe, convenient, accessible and appropriate road, cycle and pedestrian routes within and in the immediate vicinity of the scheme.
- 10.13 Policy DM TP6 'Walking and the Pedestrian Environment' states that development

must seek to protect, maintain and improve the pedestrian environment, not adversely impacting upon the pedestrian environment and provides appropriate pedestrian access, whilst improving the safety and security of the pedestrian environment where appropriate.

- 10.14 Policy DM TP8 'Off-Street Parking – Retention and New Provision' requires that it is demonstrated that a development proposals will provide an appropriate level of off-street parking to avoid unacceptable impact on on-street parking and local traffic conditions.

Assessment of the Proposals

- 10.15 The accompanying Transport Assessment and Construction Logistics Plan assess the potential transport implications of the proposed East Stand Extension during its operational and construction phases respectively.
- 10.16 The Construction Logistics Plan (CLP) sets out how the north car park will, in part, be used as a construction compound during the construction phase, and how adequate levels of space will still remain for car parking, coach parking and the shuttle bus service operations. It also explains how space in the construction compound area will be used as a vehicle holding area to ensure construction vehicles will not cause disruption to the transport network.
- 10.17 In relation to construction vehicles the CLP sets out how during the peak of the construction phase there would be an estimated 23 construction vehicle per day servicing the site equating to 2 to 3 construction vehicles per hour.
- 10.18 The CLP also considers the cumulative impacts in a worst case scenario where by the construction peak of the Richmond College redevelopment and Twickenham Stadium coincide resulting in the potential to increase the daily construction vehicles numbers if the wider area to 35 vehicles per day (3 to 4 per hour).
- 10.19 The Transport Assessment (TA) considers the effects of the East Stand Extension on the transport network during the operational phase on both major event days and event days.
- 10.20 The TA explains that on major event days there will be no increase in the number of tickets to the match and therefore no increase in the number of people attending the

Stadium.

- 10.21 The proposed onsite hospitality provision will replace that currently provided as official off site hospitality at the OLO sites. Given that (a) the OLO sites currently provide car parking for those using the sites (and these operations will cease); (b) there will be no increase in car parking provision at RFU controlled car parks; and (c) the on street car parking around the Stadium is controlled by the Match Day Controlled Parking Zone (CPZ(R)); the number of car parking spaces for fans overall will decrease.
- 10.22 With the limited RFU car parking spaces for fans being provided on a pre-booked ticket basis, those without a pre-booked parking ticket would not drive to Twickenham, and this overall reduction in available car parking will inevitably result in a positive modal split towards the use of public transport.
- 10.23 LBRuT officers have however asked that an alternative, in our view unlikely, 'continuation scenario' is modelled. This scenario is one in which the current OLO sites continue to provide alternative non-RFU affiliate corporate hospitality on major event days along with the current level of car parking provision on each of these sites. In this alternative, the level of car parking in the overall wider area would remain as is the case currently, and so would the levels of car based travel.
- 10.24 If the people using the OLO sites for unofficial off-site corporate hospitality are not ticket holders for the match, there may be an increase in people in the area but still no increase in overall car parking opportunities. In this scenario the public transport system would have adequate capacity to accommodate the additional people travelling to the area.
- 10.25 On event days the South Stand is currently used for conferencing facilities. As set out in section 8 above, the South Stand has a theoretical capacity to accommodate up to 4000 people, however in reality the average event size is 130 delegates, with maximum size of events being 900 delegates on 6 occasions per year.
- 10.26 On the basis of RFU's market analysis and the proposed design of the major event day hospitality facilities proposed for the East Stand, it is anticipated that largest number of delegates to an event would be around 300 with an average event accommodating 80 delegates.

- 10.27 The Transport Assessment models a 'sensitivity scenario' of a worst case scenario where by a 900 delegate event occurs in the South Stand at the same time as a 300 delegate event in the East Stand. Based upon recent surveys of delegate attending an event it has been modelled that a total of 765 car parking spaces would be required to accommodate delegates, activity staff and RFU staff. This would leave an additional 485 spare car parking spaces in the north and west car parks.
- 10.28 The additional impact up on the transport network is assessed to be negligible for all modes of transport.
- 10.29 The Delivery and Servicing Trip Assessment within the TA concludes there would be a minimal increase in the number of vehicle servicing the site as a result of the proposed development and these would continue to circulate around and service the site as per the current arrangements.
- 10.30 The accompanying Draft Staff Travel Plans for major event days and event days set out the proposals to encourage staff travel away from private car to address the sustainability objectives of RFU and LBRuT. It is anticipated these documents will continue to be develop and RFU will make a commitment to this as part of this proposal.

11 Amenity

Regional Planning Policy

- 11.1 London Plan Policy 7.6 states that development within London will be of the highest architectural quality and not cause unacceptable harm to amenity, particularly residential buildings, in relation to privacy and to promote well-being whilst optimising the potential of sites.
- 11.2 Policy 7.15 'Reducing and managing noise' states that significant adverse noise impacts as a result of new development should be avoided.

Local Planning Policy

- 11.3 Policy DM DC5 'Neighbourliness, Sunlighting and Daylighting' states that in considering development proposals the Council will seek to protect adjoining properties from unreasonable loss of privacy, pollution, visual intrusion, noise and disturbance.
- 11.4 In relation to sunlight and daylight it states the Council will generally seek to ensure that the design and layout of buildings enables sufficient sunlight and daylight to penetrate into and between buildings, and that adjoining land or properties are protected from overshadowing in accordance with established standards.

Assessment of the Proposals

- 11.5 The proposal is for a high quality architectural design which include increasing the massing of the East Stand and as such has the potential for effects on the nearest residential properties.
- 11.6 With regards to amenity, and particularly residential buildings, the nearest residential properties are approximately 35 metres from the site.

Privacy and Outlook

- 11.7 The proposed East Stand windows and high level roof terrace are located at

distances of at least 35m and across a public highway to the nearest residential habitable room windows. At such distances, the proposal would not result in an unacceptable loss of privacy to the nearest neighbouring residential properties.

- 11.8 Give this 35m distance and orientation as set out above, the proposed extension, at a height of 25m would not result in a loss of outlook from the habitable room windows of any neighbouring residential properties.

Daylight & Sunlight

- 11.9 With regards to sunlight and daylight, a report prepared by Point 2 Surveyors is submitted in support of this planning application. The report explains the BRE guideline recommendations for receipt of daylight to neighbouring habitable rooms windows using the Vertical Sky Component (VSC) and No Sky Line (NSL) measurements. It then sets out how calculations undertaken in accordance with guidance demonstrate that the impact of the proposed extension upon daylight and sunlight to neighbouring residential properties on Varsity Drive, Butterfield Close and Rugby Road is negligible and entirely in accordance within the BRE Guidelines.
- 11.10 In addition, the Annual Probable Sunlight Hours (APSH) analysis of sunlight received to neighbouring residential properties demonstrates full compliance with the BRE guidance.

Private Outdoor Amenity Space

- 11.11 At the request of LBRuT officers Point 2 Surveyors undertook an assessment on the anticipated levels of overshadowing of private gardens to neighbouring properties at 261-267 Varsity Drive (odd numbers only).
- 11.12 The proposals are considered to maintain sufficient daylight and sunlight and not create overshadowing to adjoining properties and therefore accord with Policy DM DC5.

Solar Glare

- 11.13 At the request of LBRuT officers Point 2 Surveyors have undertaken a solar glare study to assess the possibility that sunlight could be reflected off large areas of

glazing causing glare or dazzle to motorists travelling south along Rugby Road towards the Stadium.

Noise

- 11.14 A Noise Impact Assessment is also submitted in support of this application which assesses the potential for changes in noise levels associated with the proposed East Stand extension. The report considers a number of noise sources, including traffic noise, patron noise, breakout noise and mechanical services noise in both a major event day and event day scenario.
- 11.15 In terms of traffic noise, given that the proposals do not increase the Stadium capacity and only a minimal increase in servicing vehicles it is considered that there will be no notable increase in road traffic and therefore any associated change in road traffic noise will be negligible when compared to current conditions. With regards to event days, it is noted that the number of delegates to the East Stand is unlikely to exceed 300 and therefore a negligible acoustic impact is expected as a result of the proposals in this regard.
- 11.16 In relation to patron noise, given that the proposal does not increase the seating capacity of the Stadium it is expected that there will be a comparable number of people attending the Stadium. The number of patrons travelling to the Stadium by foot will be commensurate with a current major event day and therefore a negligible impact is predicated compared to current major event day conditions.
- 11.17 In terms of breakout noise from the Stadium bowl the proposal does not seek to increase the Stadium capacity, and the roof profile will not be changed. The proposed extension is however to the non-pitch side leading to some containment of existing noise breakout from the existing vomitories. Overall the impact is however considered to be negligible when compared to current major event day conditions.
- 11.18 Owing to the design features of the proposal, including the containment of the concourse, the glazed frontage, and roof level screening, internal breakout noise from the proposed extension will be minimised. The Noise Impact Assessment concludes that on major event days (when all internal hospitality will be operating) noise levels at the nearest noise sensitive receptors (properties on Varsity Drive and

Butterfield Close) will not change as a direct contribution of the breakout from the proposed hospitality areas and therefore a negligible impact is expected. On event days there is also expected to be a negligible impact.

- 11.19 As a consequence of the proposed extension of the East Stand, it is foreseen that the off-site hospitality offerings will cease as hospitality offerings will be relocated to internal areas within the proposed extension (please refer to Section 8 of this Planning Statement). It is therefore considered that the noise impact of hospitality in these locations will be reduced, therefore reducing the impact of major event day hospitality to residents located within the vicinity of the off-site hospitality locations (OLO's) as a direct consequence of this proposal. In the unlikely event that the OLO sites continue to operate, there will be no change to noise breaks out from the OLO sites.
- 11.20 For the reasons set out above, the proposed extension of the East Stand is considered to protect adjoining properties from noise, given that each form of noise is considered to have a negligible impact upon the existing scenario. Furthermore, through the consolidation of hospitality to within the proposed East Stand extension there will be a positive improvement to properties in the vicinity to current off-site locations (the OLO's).
- 11.21 Given that the proposals include new plant located in three plant zones, the noise impact assessment also takes account of plant noise as a result of the proposals. The nearest noise sensitive receptors are identified as properties on Varsity Drive and Butterfield Close. The plant proposed as part of this application is set out in more detail within the report.
- 11.22 The noise impact assessment concludes that some elements of the proposed plant required to be operational on major event days will require noise mitigation measures in order to ensure that all noise criteria requirements are met.

12 Energy and Sustainability

National Planning Policy

- 12.1 The NPPF sets out the Government's overarching planning policies on the delivery of sustainable development through the planning system.
- 12.2 Section 10 of the NPPF identifies the role that planning plays in helping shape places to secure radical reductions in greenhouse emissions, minimising vulnerability and providing resilience to the impacts of climate change, and supporting the delivery of renewable and low carbon energy and associated infrastructure.

Regional Planning Policy

- 12.3 The Mayor's vision in the London Plan is to ensure London becomes an exemplary, sustainable world city whilst allowing London to grow in a responsible and considered socio-economic manner.
- 12.4 London Plan 2016 (LP) Policy 5.2 states that proposals should make the fullest contribution to minimising carbon dioxide emissions in accordance with the Mayor's energy hierarchy:-
- i. Be lean – use less energy;
 - ii. Be clean – supply energy efficiently;
 - iii. Be green – use renewable energy.
- 12.5 The policy suggests that major development proposals should include a detailed energy assessment to demonstrate how the minimum target for carbon dioxide emissions reduction outlined above are to be met within the framework of the energy hierarchy. The policy requires that residential buildings provide seeks a 35% reduction CO2 emissions lower than Part L Building Regulations 2013.
- 12.6 The Mayor's Sustainable Design and Construction SPG states that in relation to the updated Part L Building Regulations 2013, a 35% reduction need be achieved.

- 12.7 LP Policy 5.3 states that development proposals should ensure that sustainable design standards are integral to the proposal, including its construction and operation, and ensure they are considered at the beginning of the design process.
- 12.8 Policy 5.6 considers that development proposals should evaluate the feasibility of a Combined Heat and Power system which should seek:
- Connection of existing heating or cooling networks;
 - Site wide CHP network;
 - Communal heating and cooling.
- 12.9 LP Policy 5.7 seeks to increase the proportion of energy generated from renewable sources, and that the minimum targets for installed renewable energy capacity will be achieved in London. Development proposals should provide a reduction in carbon dioxide emissions through the use of onsite renewable energy generation, where feasible.
- 12.10 All renewable energy systems should be located and designed to minimise any potential adverse impact on biodiversity, the natural environment and historical assets.
- 12.11 LP Policy 5.10 states that the Mayor will promote and support urban greening such as new planting in the public realm which includes tree planting, green roofs and walls and soft landscaping.
- 12.12 LP Policy 5.11 encourages the use of roof, wall and site planting, especially green roofs and walls where feasible.

Local Planning Policy

- 12.13 Policy CP1 'Sustainable Development' states that development in LBRuT should seek to maximise the effective use of resources and assist in reducing any long term adverse environmental impacts of development. Furthermore, along with Policy DM SD1, development is required to complete the Sustainable Construction Checklist

and achieve a BREEAM “excellent” rating.

- 12.14 The policy promotes the appropriate location of land uses, making the best use of land, reducing the environmental impact of development and the consideration of environmental gain to compensate for any environmental cost of the development.
- 12.15 Policy CP2 ‘Reducing Carbon Emissions’ states that the Borough will reduce its carbon dioxide emissions by requiring measures that minimise energy consumption in new developments, require the evaluation, development and use of decentralised energy in appropriate development. Policy CP2 also requires that there is increased use of renewable energy sources stating a requirement for all new development to achieve a reduction in carbon dioxide emissions of 20% from on-site renewable energy generation, except where such provision is not feasible.
- 12.16 Policy CP3 ‘Climate Change – Adapting to the Effects’ states that development will need to be designed in order to take account of the impacts of climate change over its lifetime through consideration of water conservation and drainage, the need for cooling, risk of subsidence and flood risk from the River Thames and its tributaries.
- 12.17 Policy CP4 ‘Biodiversity’ states that the Borough will safeguard and enhance its biodiversity, encouraging biodiversity enhancements in areas of deficiency.
- 12.18 Policy DM SD1 ‘Sustainable Construction’ requires that all development in terms of materials, design, landscaping, standard of construction and operation should include measures capable of mitigating and adapting to climate change to meet future needs. New buildings are required to be flexible in responding to future social, technological and economic needs by conforming to the Borough’s Sustainable Construction Checklist. Developments should meet ‘zero carbon’ standards with efficiency measures being prioritised within proposals.
- 12.19 Policy DM SD2 ‘Renewable Energy and Decentralised Energy Networks’ states that the Borough will seek to maximise opportunities for the micro-generation of renewable energy, stating that some form of low carbon renewable and/or decentralised energy will be expected in all new development, and developments of 100sqm of non-residential floor space or more will be required to reduce their total carbon dioxide emissions by following a hierarchy that first requires an efficient

design to minimise the amount of energy used, secondly, by using low carbon technologies and finally, where feasible and viable, including a contribution from renewable sources. All new development will be required to connect to existing or planned decentralised energy networks where one exists. In all major developments and large Proposals Sites identified in the (forthcoming) Site Allocations DPD, provision should be made for future connection to a local energy network should one become available.

- 12.20 Policy DM SD 3 ‘Retrofitting’ promotes high standards of energy and water efficiency where the retrofitting of existing buildings is proposed with extensions. Developments in areas susceptible to flooding should include flood resistant and/or resilient measures to mitigate potential flood risks.
- 12.21 Policy DM SD4 requires all new development to take into account and adapt to higher temperatures, avoid and mitigate overheating and excessive heat generation to counteract the urban heat island effect and meet the need for cooling. Development proposals should reduce reliance upon air conditioning systems and demonstrate they are in accordance with the Council’s cooling hierarchy.
- 12.22 Policy DM SD5 ‘Living Roofs’ promotes the inclusion of living roofs where technically feasible and subject to considerations of visual impact, aiming for 70% of any potential roof plate to be a living roof. Proposals with roof plate areas over 100sqm will require evidence and justification if a living roof cannot be incorporated.
- 12.23 Policy DM SD7 ‘Sustainable Drainage’ requires that development proposals follow the drainage hierarchy when disposing of surface water and must utilise Sustainable urban Drainage Systems (SuDS) wherever practical. Any discharge should be reduced to greenfield run-off rates where possible. Where it is proposed to discharge surface water to a public sewer, applicants are required to provide evidence that capacity exists to serve the development.
- 12.24 Policy DM SD9 ‘Protecting Water Resources and Infrastructure’ protects the Borough’s water resources and supplies and requires that development does not propose unacceptable threat to surface water and groundwater quantity and quality. Developments are required to achieve a high standard of water efficiency, meeting a minimum of 2 credit on water consumption (BREEAM “excellent”), and should

consider utilising rainwater harvesting and recycling with landscapes being designed to minimise water demand.

- 12.25 Policy DM SD10 requires that new development will need to ensure that there is adequate water supply, surface water, foul drainage and sewerage treatment capacity to serve the development. Planning permission will only be granted where developments which increase the demand for off-site service infrastructure where it can be proven that sufficient capacity exists or extra capacity can be provided to serve the development which will ensure the protection of the environment and amenity of local residents.
- 12.26 Policy DM OS5 requires that development preserves, and where possible enhances, existing habitats including river corridors and biodiversity features. Proposals are required to enhance existing and incorporate new biodiversity features and habitats into the design of buildings as well as in appropriate design and landscaping schemes to attract wildlife and promote biodiversity where possible.

Assessment of the Proposals

- 12.27 This application is supported by an Energy Statement prepared by ME Engineers and a Sustainability Statement, including BREEAM Pre-assessment and LBRuT Sustainability checklist prepared by Mainer Associates, which collectively outline the energy and sustainability strategy in order to demonstrate the holistic approach that has been taken to carbon reduction and the long-term sustainability of the building.
- 12.28 The proposals seek to accord with the Mayor's energy hierarchy of Lean, Clean and Green and are targeting to achieve a carbon saving of at least 35% as benchmarked against a Building Regulations 2013 compliant building.
- 12.29 The accompanying Energy Statement proposes the following energy efficiency measures in accordance with the Mayor's energy hierarchy:-

i Be Lean – use less energy

The materials and selected building insulation levels have been increased over and above the statutory Building Regulation 2013 requirements and the proposed plant has been selected for

energy efficiency.

ii Be Clean- supply energy efficiently

A 78kw CHP plant is proposed

iii Be Green – use renewables

A photovoltaic cell array will be installed on Stadium roof as part of this proposal.

12.30 The proposal new build element has been assessed against a baseline of a Part L, Building Regulations 2013 compliant scheme. The proposed carbon reduction targets are 20.7% over the baseline.

12.31 The opportunity to connect into existing and future heat networks has been explored. While there are no existing heat networks in the surrounding area, the London Borough of Hounslow has undertaken a study into the future opportunity for a heat network fuelled by Mogden Sewage works. Given the timescales involved for this heat network coming forward, it is not possible to incorporate this into the site's current heat strategy, but RFU will ensure the necessary future connection infrastructure is provided on site to enable future connections should the heat network be delivered in the longer term.

12.32 In assessing the carbon output, the Usage Profile Reduction model has been adopted to account for the anticipated annual usage profile of the Stadium and has concluded that, considering Major Event Days, Event Days and build-up days, this equates to 125 days full usage per year. On the basis that the total shortfall in total carbon emissions is 58.95 tonnes per year, on a pro rata basis this equates to 0.162 tonnes per day. Accordingly, for the anticipated 125 days per year the estimated utilisation therefore equates to 20.19 Tonnes per year.

12.33 This is consistent with paragraph 5.20 of the London Plan, part of the reasoned justification to Policy 5.2, which states that **“The targets outlined apply to all major development proposals. ... Overall carbon dioxide emissions reductions should reflect the context of each proposal taking, account of its size, nature, location, accessibility and expected operation.”** The usage profile of the East Stand is therefore a material consideration which should be given weight

in applying Policy 5.2, taking into account that, whilst Building Regulations assume carbon emissions at full usage throughout the year, in practice the nature of a Stadium hospitality space is that it will only be intensively used during a relatively small proportion of the year.

- 12.34 In sustainability terms, the proposal is accompanied by London Borough of Richmond upon Thames Sustainable Construction Checklist. A BREEAM pre-assessment has also been undertaken for both the refurbishment element and the new build element and submitted in support of this application. The BREEAM Report confirms that the scheme can achieve a Very Good of 65 % for the refurbishment element rating and 62% for the new build element’.
- 12.35 RFU have explored the opportunities to incorporate a green roof. As set out in the Design and Access Statement it was concluded that incorporating a green roof would lead to reduced plant efficiency (increasing operational energy consumption), increased structural steel work (increased embodied CO2) and substantial additional costs. The costs of providing a green wall, in relative terms, are high in a development of this type, as it has a large expanse of roof space with a very lightweight roof structure, to facilitate clear spans and column free space. As a result, adding a green roof (and the associated additional structure) adds substantially to costs, in a way that it would not do for a more conventional office or residential building.
- 12.36 Having explored a number of options around the wider site the RFU team have concluded that resources are best focused on other positive sustainability initiatives such as energy efficiency and reducing CO2 output . The use of green walls have also been considered but are considered to not work in the context of the proposed architecture and the intense nature of the Stadium’s use. Green walls present a health and security risk as they facilitate climbing and the access of restricted parts of the Stadium by unauthorised individuals.
- 12.37 The north return elevation of East Stand has been considered for the inclusion of a wall, however this wall provides louvers/fresh air intake/extract for the kitchen facilities adjacent to it and it would not be feasible to replace this with a green wall system.
- 12.38 The size and nature of the building, which is unique in the Borough, the relatively

high cost and the structural issues associated with providing extensive green roofs are material considerations that should be given significant weight. We consider that the strong strategic support for the principle of the proposed development, and the other areas in which the proposal does satisfy relevant planning policy and other objectives including the removal of the groundskeeper's shed, should outweigh the lack of provision of a green roof.

- 12.39 The RFU is willing to provide bird or bat boxes, as appropriate, within the proposed development and suggests that a condition is imposed securing the submission and approval of details prior to the construction of the relevant part.
- 12.40 Overall, it is considered that the proposals will achieve enhanced sustainability credentials and improved standards of energy efficiency. These environmental improvements complement the wider social and economic benefits of the proposal making the proposal a sustainable development.

13 Flood Risk

National Planning Policy

- 13.1 Paragraph 103 of the NPPF requires that when determining planning applications, local planning authorities should ensure flood risk is not increased elsewhere and only consider development appropriate in areas at risk of flood where, informed by a site-specific Flood Risk Assessment following the Sequential Test, and if required the Exception Test, it can be demonstrated that development is appropriately flood resilient and resistant.

Regional Planning Policy

- 13.2 London Plan policy 5.12 'Flood Risk Management' requires that proposals must comply with the flood risk assessment and management requirements set out in the NPPF and the associated technical Guidance on flood risk.

Local Planning Policy

- 13.3 Policy CP3 'Climate Change – Adapting to the Effects' states that development will need to be designed in order to take account of the impacts of climate change over its lifetime through consideration of water conservation and drainage, the need for cooling, risk of subsidence and flood risk from the River Thames and its tributaries.
- 13.4 Policy DM SD 3 'Retrofitting' promotes high standards of energy and water efficiency where the retrofitting of existing buildings is proposed with extensions. Developments in areas susceptible to flooding should include flood resistant and/or resilient measures to mitigate potential flood risks.
- 13.5 Policy DM SD6 'Flood Risk' requires that where a Flood Risk Assessment is required, in addition to floodplain compensation requirements, attenuation areas to alleviate fluvial and/or surface water flooding must be considered where there is an opportunity. If attenuation areas cannot be used evidence and justification must be provided.

Assessment of the Proposals

- 13.6 The Environment Agency's Flood Map for Planning (Rivers and Sea) illustrates that the site is located within Flood Zone 2. The Environment Agency therefore considers that this outlying areas are likely to be affected by a major flood, with up to a 0.1 per cent (1 in 1000) chance of occurring each year.
- 13.7 This application is supported by a Flood Risk Assessment prepared by AECOM. The FRA states that the existing site is at low risk from flooding from public sewers, pluvial and groundwater sources; whilst the risk of fluvial flooding at the site is considered to be medium.
- 13.8 The Assessment considers that the proposed development is a "less vulnerable" development according to the NPPF. Further application of the Sequential Test or Exception Test, as set out within Paragraph 103 of the NPPF, is therefore not considered to be required on this basis.
- 13.9 It is noted that the existing site is comprised entirely of an area of hardstanding. The proposals will therefore not lead to an increase in the impermeable area and require limited alterations to the existing surface water drainage network. There are existing attenuation tanks present in both local drainage networks and therefore no further attenuation is proposed.
- 13.10 The proposed extension will intercept rainwater at a higher level, but the impact of this upon local drainage facilities will not be significant and therefore the existing regime will be maintained.
- 13.11 The proposed development is not considered to impact upon the fluvial flood risk to the site or elsewhere and the current anticipated flood depths are not considered to give rise to significant hazard to users of the stadium facilities.
- 13.12 It is however acknowledged within the Assessment that owing to future climate change the site is predicted to become located within Flood Zone 3a, however the nature of the development would still be compatible with Flood Zone 3a should this occur. The nature of the development proposals will not create a significant loss of

floodplain storage during the event of a flood in either scenario.

- 13.13 The Flood Risk Assessment therefore concludes that the flood risk to the existing site is acceptable in relation to the proposed scheme, and confirms that the proposed scheme will not increase flood risk to other sites.
- 13.14 The proposals are therefore considered to accord with the NPPF, Policy 5.12 of the London Plan, policy CP3 of the London Borough of Richmond upon Thames Core Strategy and policies DM SD 3 and DM SD6 of the London Borough of Richmond upon Thames Development Management Plan.

14 Air Quality

Regional Planning Policy

- 14.1 Policy 7.14 of the London Plan states that development proposals should minimise exposure to existing poor air quality and make provisions to address local problems of air quality; promoting sustainable design and construction to reduce emissions following best practice guidance; be at least 'air quality neutral'.
- 14.2 In addition, the Mayor has produced Supplementary Planning Guidance in relation to air quality, including 'The Control of Dust and Emissions during Construction and Demolition' SPG (July 2014), which provides guidance on preparing Air Quality Assessments for construction activities, and the 'Sustainable Design and Construction' SPG which provides additional guidance on transport measures to minimise emissions to air, emissions standards for combustion plants, and off-setting provisions.

Local Planning Policy

- 14.3 Part (d) of Policy CP1 'Sustainable Development' of the Richmond Core Strategy requires that local environmental impacts of development with respect to factors such as noise, air quality and contamination should be minimised.
- 14.4 Policy DM DC 5 'Neighbourliness, Sunlighting and Daylighting' requires that development proposals seek to protect adjoining properties from pollution.
- 14.5 In addition, the London Borough of Richmond Upon Thames has an adopted 'Air Quality Action Plan' (2002) which outlines guiding principles in relation to air quality. The Action Plan states that "Richmond Upon Thames will discourage new activity where there is clear evidence that the activity will lead to a significant increase in air pollution".

Assessment of the Proposals

- 14.6 An Air Quality Assessment prepared by Mott MacDonald is submitted in support of this application and provides assessment of the potential air quality impacts during

the construction and operational phases.

- 14.7 The Assessment concludes that overall the short term construction impacts from the proposed development on air quality would be described as 'medium' risk at the worst without mitigation, with Section 6 of the Assessment then setting out the potential mitigation measures.
- 14.8 The Assessment then explores the nature of the operational phases and in referencing the Institute of Air Quality Management Guidance notes the scale of change in relation to transport falls below the thresholds requiring assessment. In relation to the potential CHP plant, it states it will be subject to compliance with IAQM emission limits and those set out by the Mayor of London's Guidance.
- 14.9 The proposal is therefore considered to accord with best practice as required by national, regional and local planning policy.

15 Other Planning Considerations

Construction Management

- 15.1 Policy 6.3 'Assessing Effects of Development on Transport Capacity' of the London Plan requires that construction logistics plans and delivery and servicing plans should be co-ordinated with travel plans in the consideration of planning applications.
- 15.2 Local Policy DM DC5 'Neighbourliness, Sunlighting and Daylighting' states that in considering development proposals the Council will seek to protect adjoining properties from noise and disturbance.

Assessment of the Proposals

- 15.3 A Draft Construction Management Plan prepared by Mace is submitted in support of this planning application and sets out the procedures and measures that will be put in place to ensure that any impact upon adjoining properties, neighbours and other stakeholders during the construction works will be minimised and mitigated..
- 15.4 Noise and disturbance is covered within the Draft Construction Management Plan, with a series of mitigation measures proposed, including utilising a vehicle holding area, defined working hours, and localised acoustic screening.
- 15.5 Control of the site's boundaries and works around existing trees on site have also been considered to ensure the impacts upon any sources of ecology are carefully managed.
- 15.6 This Draft Plan will be subject to discussion during the course of the planning application process with final mitigation measures to be secured. The proposed development is therefore considered to accord with Policy DM DC5 in this regard.
- 15.7 As required by London Plan Policy 6.3, a Construction Logistics Plan showing delivery and servicing routes during the construction of the proposed development is also submitted in support of this application which demonstrate that appropriate routes to the site have been fully considered in terms of minimising traffic impact with consideration of the approved routes of other major development sites in the London Borough of Richmond upon Thames.

Employment & Local Economy

National Planning Policy

- 15.8 The NPPF sets out the Government's commitment to securing economic growth in order to create jobs and prosperity.

Regional Planning Policy

- 15.9 Policy 2.7 'Outer London: economy' states that economic growth of outer London will be supported, particularly through supporting leisure, arts, cultural and tourism. Within the supporting text it is acknowledged that possible sources of employment growth in outer London include existing sectors such as leisure and tourism uses.
- 15.10 Policy 4.12 'Improving Opportunities for All' states that development proposals should support local employment, skills development and training opportunities.

Local Planning Policy

- 15.11 The London Borough of Richmond upon Thames Core Strategy supports sustaining and enhancing local employment opportunities. Policy DM EM1 of the London Borough of Richmond upon Thames Development Management Plan seeks to encourage development for uses which generate employment.

Assessment of the Proposals

- 15.12 The proposed East Stand Extension has been designed to accommodate the major event day hospitality on site, with the aim of bringing the current off site hospitality offer in-house. It is anticipated that approximately 40 permanent jobs will be created as a result of the proposal along with approximately 1,200 major event day jobs which will be created through the proposed East Stand's operation. These jobs will be consolidated on site but this may, in part, substitute employment numbers currently provided at the OLO sites. There would however be the clear advantage that the jobs created on site would be provided by one permanent employer providing jobs at all levels including training entry level jobs in the hospitality trade.

- 15.13 In considering the alternative 'continuation scenario' as set out by LBRuT officers where the OLO sites continue to offer an alternative off site offer, all the new jobs created by the new on site RFU hospitality would be additional jobs/ hours.
- 15.14 In addition to the direct employment benefits set out above, RFU currently sources from local suppliers for a number of its supply chains. With an increased demand for onsite hospitality it is anticipated that RFU will seek to create stronger links with the local business community.

Trees

Regional Planning Policy

- 15.15 Policy 7.21 'Trees and Woodlands' states that existing trees of value should be retained and any loss as the result of development should be replaced following the principle of 'right place, right tree'.

Local Planning Policy

- 15.16 Policy DM DC4 'Trees and Landscape' sets out that the boroughs trees and landscape will be protected and enhanced by requiring landscape proposals in new developments to retain existing trees where possible alongside introducing new trees and other planting. Where trees are proposed to be removed, appropriate replacement planting will normally be required.

Assessment of the Proposals

- 15.17 An Arboricultural Impact Assessment is submitted in support of this application and identifies that the two London Plane street trees located on the west side of Rugby Road outside the Stadium, noted as category 'B' trees, would require extensive crown pruning in order to allow for the construction of the proposed extension to the East Stand. These tree would also experience a degree of root damage would be expected, irrespective of mitigation works. The report also notes that these roots currently present a trip hazard on the public highway.
- 15.18 The proposal therefore seeks the felling of these two trees. It is considered that on this

basis the trees are inappropriately located when considered in the context of their proximity to a stadium which generates a significant level of pedestrian traffic on major event days, the principle of the removal of the trees has been discussed with LBRuT officers and is considered acceptable in this instance, subject to a financial contribution toward tree plant elsewhere within the vicinity of the site.

- 15.19 Given the intention is to open up the area of public realm adjacent to the proposed East Stand extension the proposal does not include tree planting. The applicant is however willing to contribute a financial contribution towards the planting of trees with amenity value elsewhere within the Borough.

Odour Assessment

Local Planning Policy

- 15.20 Policy DM DC 5 requires that the amenity of adjoining properties with respect to pollution is protected.
- 15.21 The London Borough of Richmond Upon Thames require that all proposals where new or altered kitchen extraction equipment are proposed are subject to an Odour Assessment to assess whether proposals are in line with 'DEFRA: Control of Odour and Noise from Commercial Kitchen Systems' (2004).

Assessment of the Proposals

- 15.22 An Odour Assessment is provided in support of this application which concludes that whilst the overall odour risk rating of the proposed kitchen extraction is 'high' which would typically require a high level of odour control equipment to eliminate risks of odour impacts at the nearest sensitive locations. A 'low to medium' level of odour control was initially proposed on the basis that the proposed kitchens would operate far less frequently than those of a typical high street restaurant, however, further to pre-application discussions a 'high' level of odour control is now proposed in order to take account of the fact that all kitchens will be operating at once on major event days. This 'high' level of odour control is considered to exceed planning policy aims, especially given that all proposed extract ducts are located at heights above the roofs of the nearest residential properties, which are in any event around

40 metres away from the extracts.

- 15.23 On this basis it is considered that odour from the proposed extracts will not be significant.
- 15.24 In addition, it should be noted that the land to the east of the site, downwind of the Stadium, are predominantly commercial and industrial properties.
- 15.25 The Assessment therefore concludes that with the inclusion of the recommended odour abatement system the proposed kitchen extracts would comply with relevant guidelines and minimise the potential for odour impacts at nearby sensitive receptors and therefore the proposals accord with Development Management Plan Policy DM DC5.

Archaeology

- 15.26 Policy DM HD 4 'Archaeology sites' states that the Council will seek to protect, enhance and promote its archaeological heritage and accordingly will take the necessary measures required to safeguard archaeological remains.
- 15.27 The site is not located within an Archaeological Priority Area and therefore the proposals are not subject to archaeological investigation and review. In any event the proposals do not include significant below-ground or any basement excavation work.

16 Planning obligations and CIL

- 16.1 Under Section 106 of the Town and Country Planning Act 1990, as amended, local planning authorities have the power to enter into planning obligations with any person interested in land in their area for the purpose of regulating or restricting the development or use of land.
- 16.2 In accordance with Regulation 122 of the CIL Regulations, and paragraph 204 of the NPPF, a planning obligation should only be sought where they meet all of the following tests:
- Necessary to make the proposed development acceptable in planning terms;
 - Directly related to the proposed development; and
 - Fairly and reasonably related in scale and kind to the proposed development.
- 16.3 Paragraph 203 of the NPPF supports that planning obligations should only be used where it is not possible to address unacceptable impacts through a planning condition.
- 16.4 For development proposals within London, the Mayor of London is a CIL charging authority for the purposes of Part 11 of the Planning Act 2008. Accordingly, a Mayoral CIL charge is set out within the Mayor's CIL Charging Schedule.
- 16.5 The London Borough of Richmond Upon Thames has adopted its CIL Charging Schedule and a revised Planning Obligations SPD.

Assessment of the Proposals

- 16.6 The package of Section 106 obligations proposed here include:
- Commitment to the major event day travel plan;
 - Commitment to the event day travel plan;
 - Payment toward to removal two identified street trees (Tree Bonds);
 - Maintenance shed demolition and potential replacement, subject to the grant of a satisfactory planning permission for a replacement facility;

- Community Liaison Officer during construction
- Local training/construction initiatives;
- Carbon offset (where a CO2 fund exists);
- Restriction on RFU's support of OLOs in so far as agreement to licensing, branding, sales of packages, provision of tickets, except for any future Rugby World Cup.

16.7 In addition to the anticipated S106 obligations, a Mayoral Community Infrastructure Levy (CIL) payment will be made. The Mayor of London's CIL Charging Schedule sets out a £50 per sq.m charge is applicable to development within the London Borough of Richmond Upon Thames.

16.8 The London Borough of Richmond upon Thames adopted its Borough Community Infrastructure Levy (CIL) charging schedule on 1 November 2014. The CIL charging schedule makes provision to charge CIL on residential, office, retail, hotel and care home developments. The proposals are not liable for the London Borough of Richmond upon Thames CIL given that the proposal fits within the 'standard charge (all other uses not covered above)' category of the adopted Charging Schedule which has a £0 per sq.m charge.

17 Summary and Conclusions

- 17.1 Following a consultation programme, including pre-application discussions with the London Borough of Richmond upon Thames and local stakeholders, the RFU are seeking planning permission to extend the East Stand of Twickenham Stadium in order to accommodate additional hospitality facilities.
- 17.2 This Planning Statement has considered the principle of the development, land use, design and townscape, transport, amenity, energy and sustainability, flood risk, air quality, odour and draft Planning Obligations associated with the proposals.
- 17.3 The proposals would lead to significant improvements to the hospitality capacity of a significant national stadium. They would address existing deficiencies in hospitality capacity. In doing so, the proposals would fully accord with Development Plan policy that seeks to promote such development.
- 17.4 The proposals would **not** lead to any increase in the spectator seating capacity.
- 17.5 The proposals would significantly enhance the appearance of the east side of the Stadium in both local and long views and would have a positive impact upon local townscape. This is a public benefit of significant weight.
- 17.6 The proposals would not compromise or adversely affect local amenity. Any additional impact upon the transport network is considered to be negligible.
- 17.7 The proposals provide a sustainable solution to the expansion of the national rugby football stadium through the consolidation of hospitality to be on-site at the stadium, as supported by local and regional planning policy.
- 17.8 For the reasons set out above it is considered that the proposal to extend the East Stand of Twickenham Stadium detailed within this Planning Statement and the accompanying documentation accords with national, regional and local planning policy.
- 17.9 As the development complies with Development Plan policy, s55 of the Town and Country Planning Act 1990 and Paragraph 16 of the NPPF require planning permission to be granted without delay.



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Appendix A – Planning History Table

Appendix A - Twickenham Stadium Planning History

Reference No	Type of Application	Description	Decision	Date of Decision
15/5296/VRC	Planning Permission (Variation of Condition)	Application to remove condition number U87040 of planning permission 15/1184/FUL as removal of the tree is no longer required.	Pending	N/A
15/4455/FUL	Planning Permission	Installation of security upgrades comprising the erection of peripheral fencing, 2 no. gates and retrospective permission for the installation of CCTV.	Pending	N/A
15/4218/FUL	Planning Permission	Installation of security upgrades comprising the erection of 3 no. new turnstiles, inner ticketing fencing and retrospective permission for installation of CCTV.	Pending	N/A
15/2734/FUL	Planning Permission	Temporary change of use to permit one Monster Jam event to be held at Twickenham Stadium once every calendar year in 2016 and 2017 only.	Pending	N/A
15/3792/ADV	Advertisement Consent	Temporary RWC2015 facade signage and LED screens to support the Rugby World Cup 2015 matches to be held at Twickenham Stadium	Granted	27/10/2015
15/3791/FUL	Planning Permission	Installation of temporary crown lighting, fixtures and equipment to the roof and lighting to entrances and statue to support the Rugby World Cup 2015 matches to be held at Twickenham Stadium.	Granted	10/11/2015



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Appendix B – OLO Technical Note



15/2888/ADV	Advertisement Consent	Erection of temporary signage to be displayed until 11 November 2015 at the entrances of the temporary hospitality structures in association with the hosting of the Rugby World Cup 2015 Tournament at Twickenham Stadium.	Granted	18/09/2015
15/1691/FUL	Planning Permission	Installation of security upgrades comprising the erection of peripheral and inner ticketing fencing, 3 No new turnstiles and CCTV.	Refused	21/07/2015
15/1310/VRC	Planning Permission	Application to vary condition U80981 - Transport Measures (GRAMPIAN) to allow the transport measures to be provided prior to the commencement of use of the structures previously approved under ref: 14/4196/FUL	Granted	28/07/2015
15/1309/VRC	Planning Permission	Application to vary conditions U80984 (10 Match Days Only) to allow 2 test matches to be held on 15th August 2015 and 5th September 2015 and to allow the transport measures set out in condition U80997 Transport Measures (GRAMPIAN) to be provided prior to the commencement of use of the structures previously approved under ref: 14/4197/FUL U80984 & U80997 attached to Planning Permission ref: 14/4197/FUL	Granted	28/07/2015
15/1184/FUL	Planning Permission	The erection of temporary supporting facilities at Twickenham Stadium to support the hosting of the Rugby World Cup 2015 Tournament to include turnstiles in south west corner facing Whitton Road, gantries and perimeter fencing to create a secure ticket line at the site, temporary surfacing adjacent to the turnstiles, food and beverage outlets, a temporary pedestrian bridge across the Duke of Northumberland River to connect with the broadcast compound located at Cardinal Vaughan School Playfields Site from 5th August 2015 to 15 December 2015.	Granted	12/08/2015



15/0328/FUL	Planning Permission	External alterations comprising installation of 6 no. Louvre Panels to the west corner of the South Stand and the installation of an internal air handling unit.	Granted	10/03/2015
14/4469/FUL	Planning Permission	Installation of Wi-Fi equipment comprising 14 no. Access Points and associated 5m poles, 9 no. Access Points on existing lighting columns and 2 no. Data Cabinets with associated cabling and duct work.	Granted	21/01/2015
14/4197/FUL	Planning Permission	The use and erection of temporary structures for the purposes of hosting the Rugby World Cup 2015 Tournament at Twickenham Stadium.	Granted	27/02/2015
14/4196/FUL	Planning Permission	The use and erection of temporary structures for the purposes of hosting the Rugby World Cup 2015 Tournament at Twickenham Stadium.	Granted	27/02/2015
14/1265/ADV	Advertisement Consent	Proposed temporary wayfinding and event signage.	Refused	14/11/2015
14/0220/ADV	Advertisement Consent	Erection of various wayfinding and event advertisement signs.	Refused	03/03/2014
13/4722/ADV	Advertisement Consent	Various signage including 54 No.non-illuminated signs to external pillars, 5 No.non-illuminated turnstile signs, 1 No.high-level halo-illuminated Twickenham Stadium sign to south east spiral, 1 No.high-level non-illuminated South sign to south west spiral and 4 No.non-illuminated lift shaft signs.	Granted	14/11/2014



13/2130/FUL	Planning Permission	Proposed resurfacing of existing storage area, extension to Outside Broadcaster Compound, installation of refuelling point, cycle stands and ancillary works, and removal of outer fence line along western boundary.	Granted	07/05/2014
13/0269/FUL	Planning Permission	External alterations to west stand to include new and replacement glazing, new louvre screening and external lobby.	Granted	14/03/2013
12/2990/FUL	Planning Permission	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.	Granted	06/03/2013
12/0621/FUL	Planning Permission	Provision of additional lighting to existing sculpture comprising floodlight mounted on the existing street column at high level, projecting the light beam downwards.	No further action	N/A
11/4168/FUL	Planning Permission	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.	No further action	N/A
11/2430/FUL	Planning Permission	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.	Granted	29/03/2012



09/2301/NMA	Non-material amendment	Reduction in area of green paving, amendments of lighting design from 3 no. uplighters of 210W overall to 11 no. uplighters of 210W overall, addition of 2no. bronze plaques (Application previously approved under 09/2301/FUL for Erection Of A Five Figure Sculpture Group).	Granted	20/09/2010
10/1849/VRC	Planning Permission	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.	Granted	13/08/2010
04/2389/NMA	Non-material amendment	Variation Of Planning Application 02/2759/FUL Granted Permission On 22.06.04 To Comprise: a) Development Of The Existing South Stand To Provide A New Spectator Stand, RFU Store, Ticket Sales Facilities, Hotel, Health And Fitness Club Multi- Functional Conference, Banqueting And Corporate Hospitality Facilites, New RFU Offices And Designated Car Parking In West Car Park And New Vehicular Access To Serve Hotel From Rugby Road. b) Erection Of 2 Blocks Comprising 24 Residential Units With New Access Onto Rugby Road. c) Associated Development Including Modifications To Existing Vehicular And Pedestrian Accesses And Provision Of A New Security Gate, Ticket Gates And Perimeter Fencing. (Replacement of four no aluminium framed windows with four no louvre panels of the same size and replacement of two painted timber finish doors with two number aluminium coloured of the same size)	Granted	05/03/2010
10/0037/ADV	Advertisement Consent	Erection of 4 No.Non-illuminated Mesh Banners Fixed To Stairwells For A Period Of 5 Years.	Granted	03/03/2010



09/3273/FUL	Planning Permission	Redevelopment of land to rear of Stadium to provide 115 residential units in 3 blocks, car parking for 93 vehicles, associated landscaping works and creation of 2 additional vehicular and pedestrian access points onto Rugby Road.	Refused Appeal Allowed	12/04/2010 31/12/2010
09/2301/FUL	Planning Permission	Erection Of A Five Figure Sculpture Group.	Granted	22/10/2009
09/2101/ADV	Advertisement Consent	Erection Of A Banner for a 1 year period (August 2009 to October 2010).	Granted	01/10/2009
08/4394/FUL	Planning Permission	Redevelopment Of The Site To Provide 3 Blocks Of Flats Comprising Of 120 Residential Units; Car Parking for 80 Vehicles, Landscaping And Creation Of Two Additional Vehicular And Pedestrian Access Points Onto Rugby Road.	Withdrawn	N/A
08/2816/COU	Planning Permission	Temporary change of use for 2010 to permit the erection of temporary seating and staging structures and the staging of up to 5 concerts between June and October 2010 with a maximum number of 4 concerts taking place on weekends (Revised Description).	Withdrawn	N/A
08/0685/ADV	Advertisement Consent	Erection of 4No. Non-illuminated Mesh Banners Fixed To Stairwells For A Period Of 5 Years.	Granted	16/04/2008
07/3802/FUL	Planning Permission	Temporary change of use for up to one year to permit the erection of temporary seating and staging structures and the staging of up to five concerts between June and October of each year on Saturdays, Sundays and Bank Holidays only.	Granted	01/05/2008
07/1861/FUL	Planning Permission	Proposed revised elevation treatment to previously approved application no 04/2389/FUL Dated 18.02.2005.	Granted	01/09/2008



06/3036/FUL	Planning Permission	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.	Granted	13/12/2006
06/2849/ADV	Planning Permission	Renewal Of Advert Consent Ref 04/3403/ADV Dated 17.12.2004 For Erection Of 4 No. Non-illuminated Banners Fixed To Stairwells For A Period Of 5 Years.	Granted	29/09/2006
06/0154/FUL	Planning Permission	Variation Of Condition 3 Of Planning Permission 00/1098/FUL Dated 2 October 2001 To Increase The Maximum Capacity Of Concerts From 50,000 To 55,000 Persons.	Granted	18/04/2006
05/2334/FUL	Planning Permission	Buildings for utility services ancillary to the south stand redevelopment.	Granted	15/09/2005
05/0775/FUL	Planning Permission	Amendment Of Condition 3 Of Planning Permission 00/1098/FUL Dated 2 October 2001 To Allow Staging Of Two Concerts On 18 And 19 Of June 2005 For A Maximum Audience Per Concert Of 55,000 People (Increase From 50,000).	Granted	02/06/2005
05/0573/FUL	Planning Permission	Proposal to erect a two storey office building in the North car park for a period of two years.	Granted	13/05/2005
04/4102/ADV	Advertisement Consent	Proposed Erection Of 68 No. Non Illuminated Single Panels To Roof For A Temporary Period Of 5 Years.	Granted	31/03/2005
04/3403/ADV	Advertisement Consent	Erection of 4 No. Non-illuminated Banners Fixed To Stairwells.	Granted	17/12/2004



04/2389/FUL	Planning Permission	Variation Of Planning Application 02/2759/FUL Granted Permission On 22.06.04 To Comprise: a) Development Of The Existing South Stand To Provide A New Spectator Stand, RFU Store, Ticket Sales Facilities, Hotel, Health And Fitness Club Multi- Functional Conference, Banqueting And Corporate Hospitality Facilities, New RFU Offices And Designated Car Parking In West Car Park And New Vehicular Access To Serve Hotel From Rugby Road. b) Erection Of 2 Blocks Comprising 24 Residential Units With New Access Onto Rugby Road. c) Associated Development Including Modifications To Existing Vehicular And Pedestrian Accesses And Provision Of A New Security Gate, Ticket Gates And Perimeter Fencing.	Granted	18/02/2005
04/0604/TEL	Planning Permission	Installation Of Five Panel Antennas, Four Pole Mounted 600mm Dish Antennas Cabinets To Be Located On The Rooftop Of The Building, Together With One Meter Cabinet Located At Ground Level.	Granted	15/04/2004
03/1727/TEL	Planning Permission	Installation On Main Roof Level Of Building Of Seven Equipment Cabinets Required In Connection With Mobile Phone Base Station.	Granted	07/07/2003
02/2658	Planning Permission	Erection Of A Pole Mounted Display Box.	Granted	13/03/2003
02/2759	Planning Permission	A) Development Of The Existing South Stand To Provide A New Spectator Stand, An Rfu Shop, Ticket Sales Facilities, Hotel, Exhibition And Conference Centre, Replacement Office Accommodation For The Rfu, Health And Fitness Club And Basement C.	Granted	16/06/2004
01/3353	Planning Permission	Installation Of New Lobby Entrance To Restaurant With Glazed Wall At Mezzanine Level And Extension of Existing Plant Platform.	Granted	22/02/2002



01/2400	Planning Permission	Proposed 2 Temporary Buildings For Use Ancillary To Main Stadium, Provision For Motor Cycle And Bicycle Parking.	Granted	23/10/2001
01/2344	Planning Permission	Erection Of A New 4 Bay Ticket Gate To Match Existing Ticket Gates And Modification To Existing Ticket Gate To Replace Existing Ticket Sales Office With 3 Additional 'bays'.	Granted	17/10/2001
01/0854	Advertisement Consent	3 No. Illuminated Signs At Roof Level On The West, North And East Stands.	Refused	24/07/2001
00/1601	Planning Permission	Siting Of Big Screen Structure And Supporting Platform.	Granted	02/08/2000
00/1099	Planning Permission	Use Of Twickenham Stadium As A Concert Hall For The Holding Of Musical Concerts Open To The Public (within Use Class D2).	Appeal dismissed	19/01/2001
00/1098	Planning Permission	Change Of Use And Erection Of Temporary Seating And Staging Structures To Permit Up To Three Concerts To Be Staged At Twickenham Stadium Between June And October (inclusive) Within Any Calendar Year.	Appeal allowed	02/10/2001
00/0315	Advertisement Consent	Sponsors Lift Shaft Advertisement Banners Fixed To Existing Frames On The Lift Shaft.	Granted	28/02/2000
99/3100	Planning Permission	Temporary Permission For Big Screen And Supporting Structure At South East Corner.	Granted	07/02/2000
99/3134	Advertisement Consent	Provision Of Lift Shaft Banners For The Period Of 1/2/2000 To 8/3/2000.	Granted	31/01/2000



99/1916	Planning Permission	Erection Of New Signage To Upgrade And Improve The Information And Directorial Signs.	Granted	06/10/1999
99/0241	Planning Permission	Alterations And Installation Of Atm Machine.	Granted	10/02/1999
99/0089	Planning Permission	Change Of Use To Allow For A Pavarotti Concert Performance On Saturday 19 June 1999.	Refused	20/04/1999
98/1529	Planning Permission	Installation Of Security Gatehouse At Gate 7.	Granted	25/08/1998
98/0148	Planning Permission	Change Of Use To Enable First Floor Office Accommodation To Be Used For Occasional Corporate Hospitality, Ground Floor to Remain As Offices.	Granted	30/03/1998
97/2785	Planning Permission	Erection Of Perimeter Lighting To Provide Emergency Lighting On The Concourse And At Emergency Egress Points.	Granted	19/02/1998
96/2776/FUL	Planning Permission	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	Granted	25/06/1997
97/0004	Planning Permission	Relocation Of Four Bay Modular Building In The North Car Park To Be Used As A Non Match Day Send Out Office and Match Day Photographers' Wire Room.	Granted	18/03/1997
96/2862/FUL	Planning Permission	Demolition Of An Existing Ticket Office At 202 Whitton Road And The Erection Of A New Ticket Office And Associated External Works At The Same Site.	Granted	04/11/1996



96/1748/ADV	Planning Permission	Erection Of Two Non Illuminated Single Sided Fence Mounted Signs And One Non Illuminated Double Sided Pole Mounted Sign.	Granted	02/08/1996
96/1696/ADV	Advertisement Consent	Erection Of 12 Illuminated Poster Cases.	Granted	16/08/1996
96/0578/ADV	Advertisement Consent	Erection Of 12 Non Illuminated And Illuminated Poster Cases.	Refused	28/03/1996
96/0254/ADV	Advertisement Consent	Erection Of Various Illuminated And Non Illuminated Signs.	Part approved part refused	21/03/1996
95/0457/ADV	Advertisement Consent	Erection Of Internally Illuminated Box Sign.	Granted	20/03/1995
94/1185/FUL	Planning Permission	Amendment To Planning Permission Dated 7th May 1992 For The Redevelopment Of The East Side Of The Rugby Ground To Provide A New Spectator Stand With Associated Facilities And External Works; Provision Of A Disabled Spectators Area At The Re	Granted	20/06/1994
93/0808/FUL	Planning Permission	Amendment To The Number And Location Of Ticket Gates On Rugby Road As Approved In Planning Consent Ref 90/1484/ful Dated 7/5/92.	Granted	06/07/1993
93/0455/FUL	Planning Permission	Redevelopment Of The West Side To Provide A New Spectator Stand, New Accommodation, Associated Facilities And External Works.	Granted	19/11/1993
93/0174/FUL	Planning Permission	Removal Of Existing Grass Footpath From Temporary Footbridge And Replace With Tarmac And Provision Of Hardstanding For Coaches At West Car Park Site.	Granted	24/03/1993



93/0160/FUL	Planning Permission	Erection Of A Media Facility At The Rear Of The Middle Tier With Press Desks Within The Spectator Seating Area And Writing, Relaxation Areas Constructed On The Existing Slab At Level 4a.	Granted	17/03/1993
92/0453/FUL	Planning Permission	Provision Of Additional Floor Space At Roof Level Of Existing Offices.	Granted	28/05/1992
92/0113/FUL	Planning Permission	Erection Of Two Portable Buildings Interlinked To Provide Storage Space For The Rfu Shop.	Granted	02/03/1992
91/2331/FUL	Planning Permission	Relocation Of Workshop Block.	Granted	15/04/1992
91/2273/FUL	Planning Permission	Repositioning Of 'adda' Office Units.	Granted	23/01/1992
91/1464/FUL	Planning Permission	Repositioning Of Gate 8 Of Office Car Park.	Unknown	N/A
91/1236/FUL	Planning Permission	Erection Of A Four Bay Modular Building To Provide Shop, Office, W.c & Store Room.	Granted	13/08/1991
90/2096/FUL	Planning Permission	Erection Of A Single Storey Unit To Provide Meeting Rooms Offices Kitchenette Toilets And Reception.	Granted	27/12/1990
90/1573/FUL	Planning Permission	Erection Of Single Storey Unit To Provide Meeting Rooms, Offices, Kitchenette, Toilets & Reception Area.	Unknown	N/A
90/1484/FUL	Planning Permission	Redevelopment Of East Side Of Rugby Ground To Provide New Spectator Stand , Including Associated Facilities And External Works.	Granted	07/05/1992



90/1421/FUL	Planning Permission	Provision Of Tv And Radio Commentary Positions Suspended From The West Stand Upper Deck Balustrade & To Include Electronic Scoreboard & TV Camera Positions.	Unknown	N/A
90/1420/FUL	Planning Permission	Provision Of One Additional Level Of Boxes On The S.w And S.e Corners Of Concourse Area And Increase Width Of Boxes In S.w Corner by 6.0 Meters.	Unknown	N/A
90/1177/FUL	Planning Permission	Formation Of New Door Opening Into New Reception On North West Elevation And Erection Of New Extern Canopy.	Unknown	N/A
90/0283/FUL	Planning Permission	Provision Of Exit Staircases And Landings From South And North Ends Of West Stand.	Unknown	N/A
89/0262/FUL	Planning Permission	Redevelopment Of The North End To Provide A New Spectator Stand Including Associated Facilities And External Works.	Granted	27/03/1989
88/2796/FUL	Planning Permission	Demolition Of Staff Cottage And Erection Of Two Storey Building For Maintenance And Storage Purposes.	Unknown	N/A
88/0380	Planning Permission	Erection of 3 No. sets of temporary hospitality boxes with supporting structures.	Granted	23/03/1988
81/1332	Planning Permission	Use of North Car Park of the Rugby Football Union ground as a Sunday Market with the west and east car parks for associated purposes.	Refused	15/12/1981

Civic Centre, 44 York Street, Twickenham TW1 3BZ
tel: 020 8891 7300 text phone 020 8891 7120
fax: 020 8891 7789
email: envprotection@richmond.gov.uk
website: www.richmond.gov.uk

TOWN AND COUNTRY PLANNING ACT 1990: DECISION NOTICE

Mrs Maggie Parkes
Chase Bridge School
Kneller Road
Twickenham
Richmond Upon Thames
TW2 7DE

APPLICATION GRANTED

Please contact: Planning Support

Please telephone: 0845 612 2660

Your ref:

Our ref:
DC/BRS/08/4590/FUL/FUL

Letter Printed: 6 August 2009

FOR DECISION DATED
06.08.2009

Dear Sir/Madam

Applicant: The School Governors

Agent: Mrs Maggie Parkes

WHEREAS in accordance with the provisions of the Town and Country Planning Act 1990 and the orders made thereunder, you have made an application received on **11 December 2008** and illustrated by plans for the permission of the Local Planning Authority to develop land situated at:

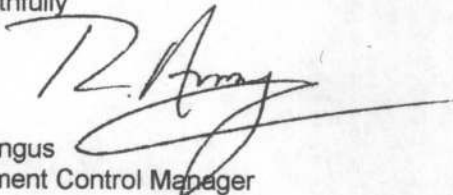
Chase Bridge School, Kneller Road, Twickenham, Middlesex.

for

Erection Of A Maximum Of 4 Marquee(s) For Corporate Hospitality On Rugby Match Days At The RFU Stadium On 6 Occasions Each Year With Parking For 110 Vehicles. Use Of School Site For Car Parking On Match Days During The Year When Marquees Are Not Erected.

NOW THEREFORE WE THE MAYOR AND BURGESSES OF THE LONDON BOROUGH OF RICHMOND UPON THAMES acting by the Council of the said Borough, the Local Planning Authority HEREBY GIVE YOU NOTICE pursuant to the said Act and the Orders made thereunder that permission to develop the said land in accordance with the said application is hereby **GRANTED** subject to the conditions and informatives summarised and listed on the attached schedule:-

Yours faithfully



Robert Angus
Development Control Manager

APPLICANT NAME The School Governors Chase Bridge School Kneller Road Twickenham Richmond Upon Thames TW2 7DE	AGENT NAME Mrs Maggie Parkes Chase Bridge School Kneller Road Twickenham Richmond Upon Thames TW2 7DE
---------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------

SITE:

Chase Bridge School, Kneller Road, Twickenham, Middlesex.

PROPOSAL:

Erection Of A Maximum Of 4 Marquee(s) For Corporate Hospitality On Rugby Match Days At The RFU Stadium On 6 Occasions Each Year With Parking For 110 Vehicles. Use Of School Site For Car Parking On Match Days During The Year When Marquees Are Not Erected.

SUMMARY OF CONDITIONS AND INFORMATIVES

CONDITIONS:

U27453 Car Parking	
AT01 Development begun within 3 years	

INFORMATIVES:

U41386 Composite Informative

DETAILED CONDITIONS

U27453 Car Parking

The use of the school site for car parking on match days during the year when marquees are not erected shall be limited to no more than 5 occasions per year.

REASON: To comply with the terms of the application sought, consistent with past decisions and the preserve the character of the MOL and the visual amenities of the locality.

AT01 Development begun within 3 years

The development to which this permission relates must be begun not later than the expiration of three years beginning with the date of this permission.

REASON: To conform with the requirements of Section 91 of the Town and Country Planning Act 1990 as amended by the Planning and Compulsory Purchase Act 2004.

DETAILED INFORMATIVES

U41386 Composite Informative

Decision Drawings:

For the avoidance of doubt the drawing numbers to which this decision refers are as follows:- Drawing no. 03 received on 6 February 2009, TD-PS-GE-24m, TW1-MB-TEMPLATE B and unnumbered 'existing grounds' plans (showing marquees and parking areas) received on 13 January 2009, an un-numbered 'existing grounds' plan (showing parking areas, no marquees) received on 14 January 2009, TW1-MB-09-02 (x 4 showing the elevations of each marquee) received on 17 February 2009.

Reason for granting:

The proposal has been considered in the light of the Development Plan, comments from statutory consultees and third parties (where relevant) and compliance with Supplementary Planning Guidance as appropriate. It has been concluded that there is not a demonstrable harm to interests of acknowledged importance caused by the development that justifies withholding planning permission.

Given the historical use of the site for such activities and lack of objection from residents, the continued use is considered acceptable as it does not result in any permanent or unreasonable erosion of the MOL or wider area and given the traffic and parking controls on match days (Twickenham event CPZ etc) the proposal is unlikely to prejudice traffic flow and/or highway safety

Principal Policies:

The following have been taken into account in the consideration of this proposal:-

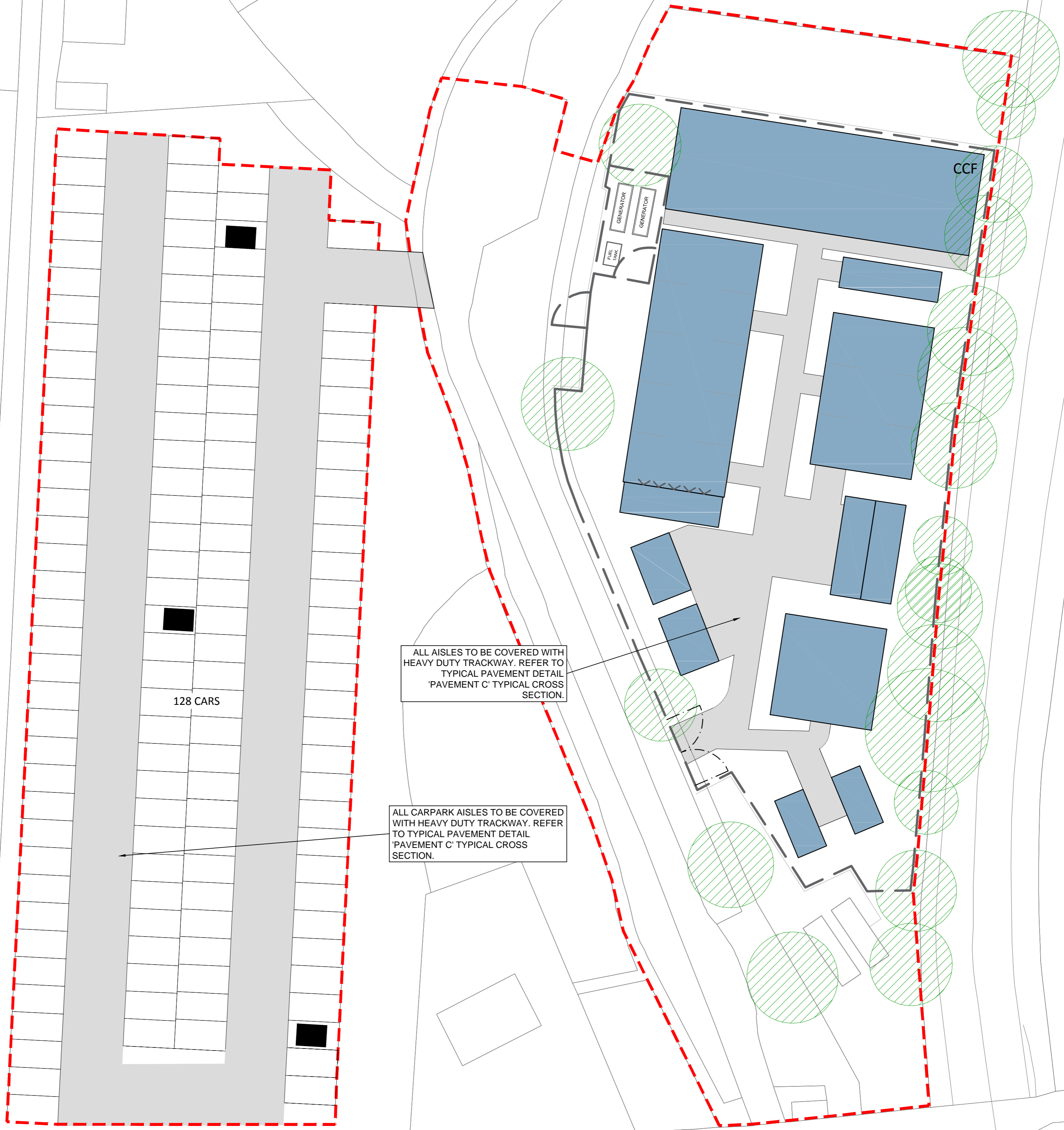
Unitary Development Plan - First Review 2005 policies W2, STG9, ENV 1 and 15, BLT 11, 15, 16, 30, CCE9 and TRN 2 and 4

Core Strategy Policies: CP2 and CP5

Noise control - Building sites:

Attention is drawn to the noise control provisions of the Environmental Protection Act 1990. Any enquiries for further information should be made to the Commercial Environmental Health Team, 7B Parkshot, Richmond TW9 2RT (Tel: 020 8891 7994).

END OF SCHEDULE OF CONDITIONS AND INFORMATIVES FOR APPLICATION 08/4590/FUL



ALL AISLES TO BE COVERED WITH HEAVY DUTY TRACKWAY. REFER TO TYPICAL PAVEMENT DETAIL 'PAVEMENT C' TYPICAL CROSS SECTION.

ALL CARPARK AISLES TO BE COVERED WITH HEAVY DUTY TRACKWAY. REFER TO TYPICAL PAVEMENT DETAIL 'PAVEMENT C' TYPICAL CROSS SECTION.

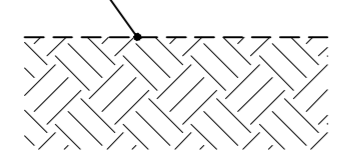
128 CARS

CCF

GENERATOR
FIRE RISK
GENERATOR

WHITTON ROAD

ALUMINUM HEAVY DUTY TRACKWAY
WIDTH 3.0m LENGTH 2.5m
(EVE - K TRAKPANEL OR SIMILAR)



PAVEMENT C - ALUMINUM HEAVY
DUTY TRACKWAY OVERLAY
SCALE - 1:50

KEY:

- LIGHTING TOWER (2.9x2.1)
- TYPE C
- STRUCTURES

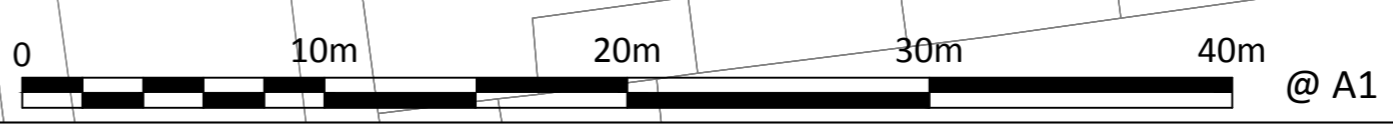
-	02/04/14	ORIGINAL ISSUE	BMO	JZC	SCH
Rev.	Date	Comments	Dwn	Ckd	App

steer davies gleave
t +44 (0)20 7910 5000 e sdginfo@sdgworld.net

Client :
ER 2015

Title:
**TWICKENHAM STADIUM
CHASE BRIDGE SCHOOL
PROPOSED PARKING OVERLAY**

Drawing No. 22620002-CBS-01	Sheet No. 01 of 01	Rev. -
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**LONDON BOROUGH OF
RICHMOND UPON THAMES**

TOWN AND COUNTRY PLANNING ACT 1990 : DECISION NOTICE

Reference No. 03/1868/FUL

Date: 20 August, 2003

MINISTRY OF DEFENCE
c/o MAJOR HICKS
ROYAL MILITARY SCHOOL OF MUSIC
KNELLER HALL
TWICKENHAM TW2 7DU

WHEREAS in accordance with the provisions of the Town and Country Planning Act, 1990, and the Orders made thereunder you have made an application received on 13 June, 2003 and illustrated by plans for the permission of the Local Planning Authority to develop land situated at:

ROYAL MILITARY SCHOOL OF MUSIC, KNELLER HALL, KNELLER ROAD, TWICKENHAM

for

TEMPORARY ERECTION OF MARQUEES FOR CORPORATE HOSPITALITY ON THE SPORTS GROUNDS FOR RFU RUGBY MATCH DAYS ON 6 OCCASIONS EACH YEAR WITH PARKING FOR 70 VEHICLES

NOW THEREFORE WE THE MAYOR AND BURGESSES OF THE LONDON BOROUGH OF RICHMOND UPON THAMES acting by the Council of the said Borough, the Local Planning Authority HEREBY GIVE YOU NOTICE pursuant to the said Act and the Orders made thereunder that permission to develop the said land in accordance with the said application is hereby **GRANTED** subject to the following condition(s) and/or informative(s):

CONDITIONS:

AC01 DEVELOPMENT BEGUN WITHIN 5 YRS
NS02U NON-STANDARD

DV40U TRAVEL PLAN (18.11.02)
NS03U NON-STANDARD


INFORMATIVES:

IE01 FOOD HYGIENE
IE02 REFUSE STORAGE AND COLLECTION
IL05U DECISION DRAWING NUMBERS
NI01U NON-STANDARD

IE05A NOISE CONTROL - BUILDING SITES
IE06A DAMAGE TO PUBLIC HIGHWAY
IL16U RELEVANT POLICIES AND PROPOSALS

The full text of the condition(s) and/or informative(s) is shown on the attached sheet(s).

Environmental Protection and Customer Services
Civic Centre, 44 York Street
Twickenham, TW1 3BZ
Tel: 020 8891 7300 FULG


Signature
ON BEHALF OF THE COUNCIL
(SEE ATTACHED NOTES)

MINISTRY OF DEFENCE
c/o MAJOR HICKS
ROYAL MILITARY SCHOOL OF MUSIC
KNELLER HALL
TWICKENHAM TW2 7DU

Reference No. 03/1868/FUL

The condition(s) and/or informative(s) applicable to this application are as follows:

CONDITIONS:

AC01 DEVELOPMENT BEGUN WITHIN 5 YRS

The development to which this permission relates must be begun not later than the expiration of five years beginning with the date of this permission.

REASON: To conform with the requirements of Section 91 of the Town and Country Planning Act 1990.

DV40U TRAVEL PLAN (18.11.02)

The development shall not be commenced until a Travel Plan, for the corporate hospitality days at the Royal School of Music Kneller Hall, on Rugby Football Union Match Days, has been submitted to and approved in writing by the Local Planning Authority. Such a plan is to include details of the provision/encouragement of alternative modes of transport to the car for all users of the site, together with the phasing of measures as appropriate. The approved Travel Plan shall be implemented on the commencement/occupation of the development.

REASON: In order to comply with the objectives of national and local Planning Policies (within the Council's Unitary Development Plan) which promote sustainable development with particular regard to transport.

NS02U NON-STANDARD

The temporary marquees, hereby approved, shall not exceed 1200m² in total floor area.

REASON: To ensure the development is in accordance with the submitted TP1 form and the marquee overview drawing received on 10th July 2003.

NS03U NON-STANDARD

The temporary marquees and car parking area, hereby approved, shall not be sited where any trees will be damaged, destroyed, uprooted, lopped or felled.

REASON: The existing trees on the site represent an important amenity, which the Local Planning Authority considers should be maintained.

INFORMATIVES:

IE01 FOOD HYGIENE

The applicant is advised to contact the Commercial Environmental Health Team, 7B Parkshot, Richmond, TW9 2RT (Tel: 020 8891 7994) with regard to Food Hygiene Regulations.

IE05A NOISE CONTROL - BUILDING SITES

Attention is drawn to the noise control provisions of the Control of Pollution Act 1974. Any enquiries for further information should be made to the Commercial Environmental Health Team, 7B Parkshot, Richmond, TW9 2RT (Tel: 020 8891 7994)

IH02 REFUSE STORAGE AND COLLECTION

The applicant is advised to contact the Department of Environmental and Operational Services with regard to arrangements for the collection and storage of refuse. The provision of an enclosure may require the submission of a further application.

IH06A DAMAGE TO PUBLIC HIGHWAY

Care should be taken to ensure that no damage is caused to the public highway adjacent to the site during demolition and/or construction. The Council will seek to recover any expenses incurred in repairing or making good such damage from the owner of the land in question or the person causing or responsible for the damage.

If the pavement is already broken or damaged you should contact the Highways Management Group on 020 8891 7083 to arrange a joint inspection of the footway before work commences. Otherwise you may be held responsible for any damage found on completion of the works.

IL05U DECISION DRAWING NUMBERS

For the avoidance of doubt the Drawing(s) No(s) to which this decision refers are as follows:-

Location plan received on 13 June 2003, the un-numbered and marquee overview drawing received on 10th July 2003.

IL16U RELEVANT POLICIES AND PROPOSALS

The following have been taken into account in the consideration of this proposal:-

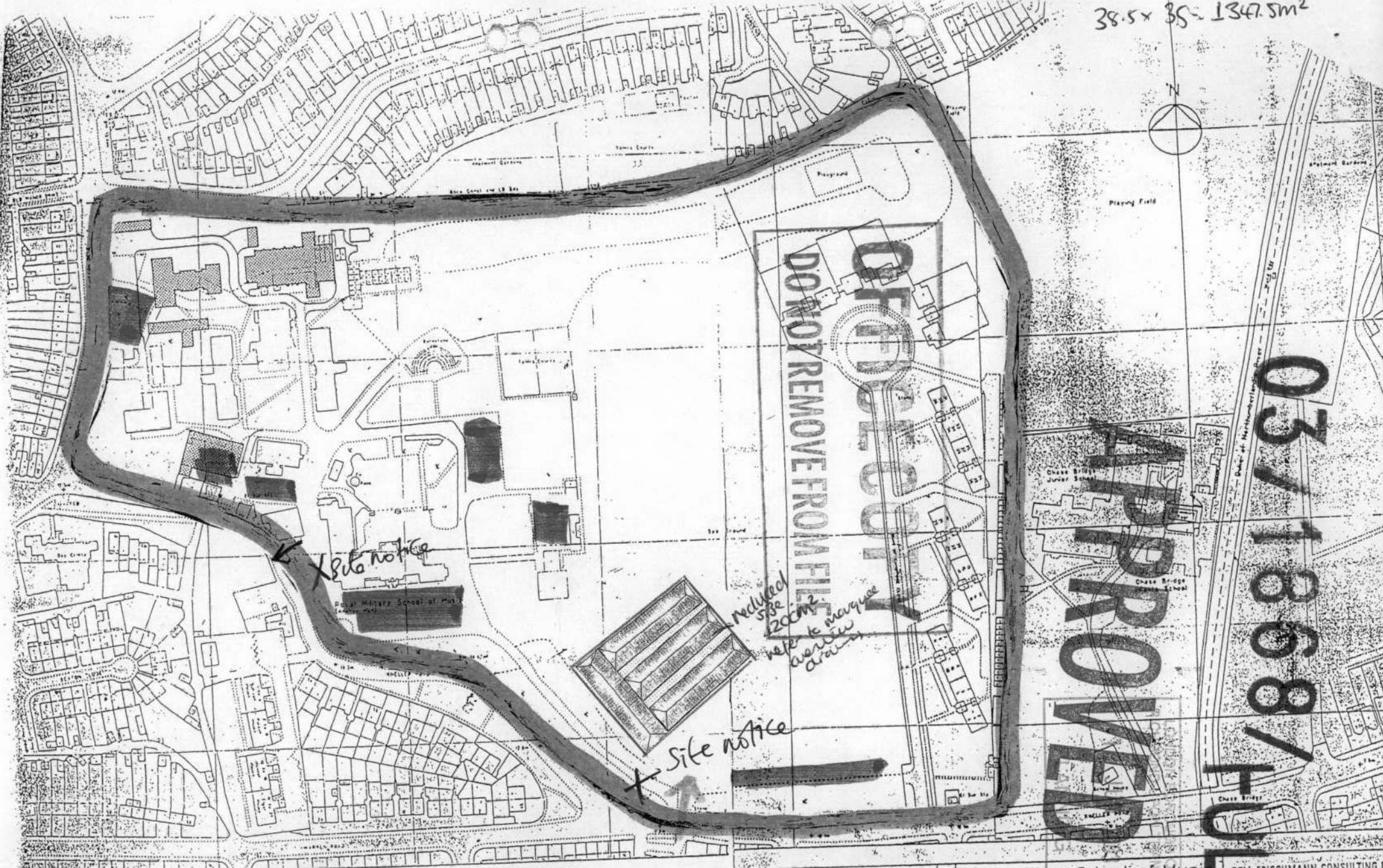
Adopted Unitary Development Plan 1996 policies
ENV3, 8, 11, 19, 22, 23, 24, 41, 42, 43, TRN22 and 23.

Emerging Unitary Development Plan - First Review policies
ENV1, 9, BLT3, 7, 8, 9, 11, 14, 15, 16, TRN2, 3, 4.

NI01U NON-STANDARD

You are recommended to contact the Council's Travel Plan Officer, Mr Paul Davis (020 8891 7327) regarding the preparation of the Travel Plan.

38.5 x 35 = 1347.5m²



APPROVED
05/18668/HD

↑ ACCESS POINT
↑ EXIT POINT
■ PARKING AREA

NOTE: AREA OF LAND IN MINISTRY OF DEFENCE OWNERSHIP OUTLINED IN RED

Prepared by Hawk Development Manager for the Ministry of Defence, Defence Works 5 under Contract WS 21/412.

Pics.

ARCHITECT	Royal Military School of Music Kneller Hall, Twickenham. DWS PROJECT N° A 201161.	PELL FRISCHMANN CONSULTING EN 8, MANCHESTER SQUARE, LONDON
Location Plan	date 28 JULY 1993 scale 1:1250	drawing number



LONDON BOROUGH OF
RICHMOND UPON THAMES

TOWN AND COUNTRY PLANNING ACT 1990 : DECISION NOTICE

Reference No. 03/0057/FUL

Date: 6 March, 2003

HARLEQUIN FC LTD
LANGHORN DRIVE
TWICKENHAM
TW2 7SX

WHEREAS in accordance with the provisions of the Town and Country Planning Act, 1990, and the Orders made thereunder you have made an application received on 13 January, 2003 and illustrated by plans for the permission of the Local Planning Authority to develop land situated at:

HARLEQUIN F C, STOOP MEMORIAL GROUND, LANGHORN DRIVE, TWICKENHAM

for

RENEWAL OF PLANNING PERMISSION 00/1886/FUL FOR USE OF TRAINING GROUND FOR HOSPITALITY TENTAGE ON RUGBY FOOTBALL UNION MATCH DAYS FOR UP TO 7 OCCASIONS IN ANY ONE YEAR.

NOW THEREFORE WE THE MAYOR AND BURGESSES OF THE LONDON BOROUGH OF RICHMOND UPON THAMES acting by the Council of the said Borough, the Local Planning Authority HEREBY GIVE YOU NOTICE pursuant to the said Act and the Orders made thereunder that permission to develop the said land in accordance with the said application is hereby GRANTED subject to the following condition(s) and/or informative(s):

CONDITIONS:

NS01U NON-STANDARD
NS03U NON-STANDARD

NS02U NON-STANDARD
NS04U NON-STANDARD

INFORMATIVES:

IL12U APPROVED DRAWING NUMBERS
NI01U NON-STANDARD

IL16U RELEVANT POLICIES AND PROPOSALS

The full text of the condition(s) and/or informative(s) is shown on the attached sheet(s).

Environmental Protection and Customer Services
Civic Centre, 44 York Street
Twickenham, TW1 3BZ
Tel: 020 8891 7300

FULG

Signature

ON BEHALF OF THE COUNCIL
(SEE ATTACHED NOTES)

ARLEQUIN FC LTD
LANGHORN DRIVE
TWICKENHAM
TW2 7SX

Reference No. 03/0057/FUL

The condition(s) and/or informative(s) applicable to this application are as follows:

CONDITIONS:

NS01U NON-STANDARD

The marquees shall cover not more than 80% of the training pitch and not at all on any other land, as shown on plan number CH2, and shall not be in situ for more than 35 days in any one 12 month period.

REASON: To protect the amenities of the area and the objectives of the Metropolitan Open Land.

NS02U NON-STANDARD

All users of the marquees shall have left the hospitality tents by 7.30pm.

REASON: To protect the amenities of the area.

NS03U NON-STANDARD

Any generator used in connection with the marquees shall not be sited within 60m of any residential property, as shown on Plan number CH2, and shall not be turned on before 8am and shall be turned off by 7.30pm.

REASON: To protect the amenities of the area.

NS04U NON-STANDARD

All contractors' vehicles delivering and removing the marquees shall only use the access onto the A316 from Langhorn Drive and the erection and dismantling of the hospitality tentage shall not start before 8am nor carry on beyond 8pm on any day.

REASON: To protect the amenities of the area.

INFORMATIVES:

IL12U APPROVED DRAWING NUMBERS

If you alter your proposals in any way, including to comply with the Building Regulations, a further planning application may be required. If you wish to deviate in any way from the proposals shown on the approved drawings you should contact the Development Control Section of Environmental Protection and Customer Services, 2nd floor, Civic Centre, 44 York Street, Twickenham, TW1 3BZ. (Tel: 020 8891 7300).

For the avoidance of doubt the drawing numbers to which this decision refers are as follows:-

CH1 and CH2 received on the 13th January 2003.

IL16U RELEVANT POLICIES AND PROPOSALS

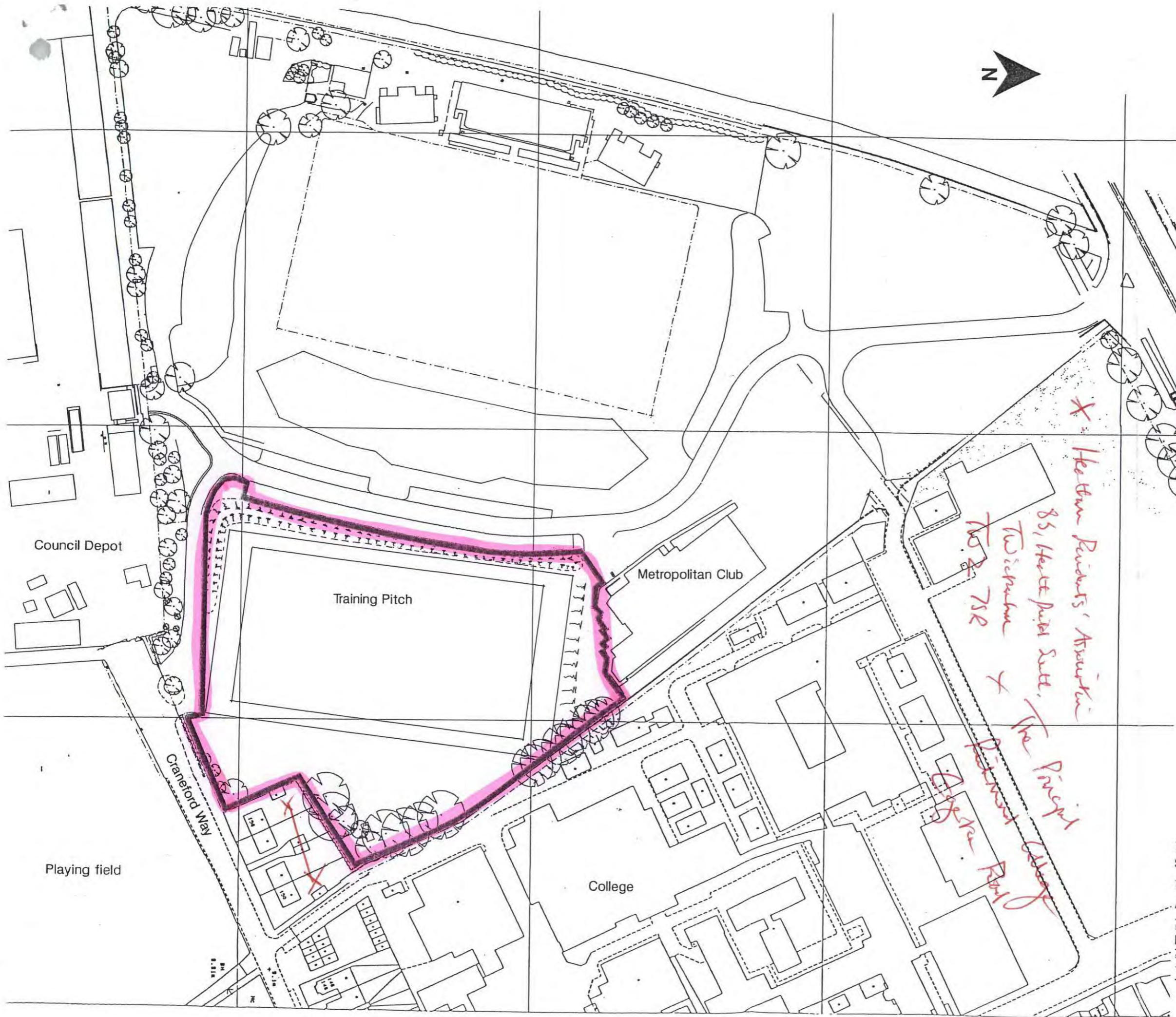
The following have been taken into account in the consideration of this proposal:-

Adopted Unitary Development Plan 1996 policies
ENV 3, ENV 24 and T30

Emerging Unitary Development Plan - First Review policies
ENV 1, BLT 16 and T35

NI01U NON-STANDARD

The 35 days referred to in condition NS01 includes erecting and dismantling the hospitality tentage and as stated in condition NS04 no work should start before 8am nor carry on beyond 8pm.



Key
 Application Boundary

00 / 1886 /

FUL

OF
 RICHMOND UPON THAMES
 23 JUN 2000
 PLANNING

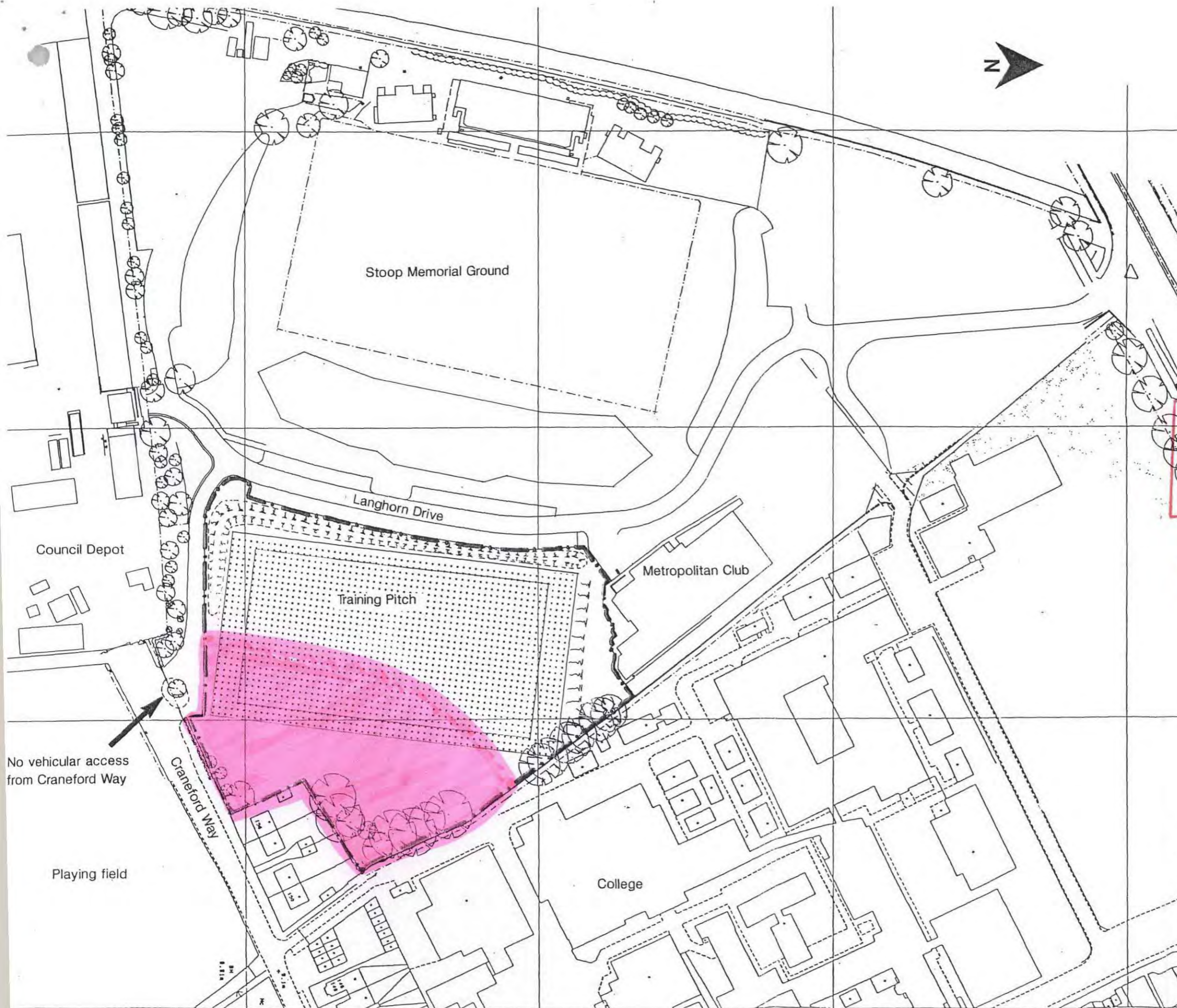
APPROVED





*Pl. attach 99/0116
 for consultation*

OFFICE COPY
DO NOT REMOVE FROM FILE

*X Heston Residents' Association
 85, Heston Road SE1, The Pinnacles
 Tottenham
 N15 7SR
 X
 Heston Residents' Association
 85, Heston Road SE1, The Pinnacles
 Tottenham
 N15 7SR*

project	STOOP MEMORIAL GROUND
title	Application Boundary
project number	R2602B
drawing number	CH1
scale	1:1,250
date	January 1999



- Key
-  Site Boundary
 -  Areas of proposed additional planting
 -  Any generators to be placed outside this area (+ 60 m to nearest dwelling)
 -  Maximum coverage with temporary facilities is 80% of this area

00 / 1886 /

FUL

LONDON BOROUGH OF
RICHMOND UPON THAMES
23 JUN 2000
PLANNING





APPROVED

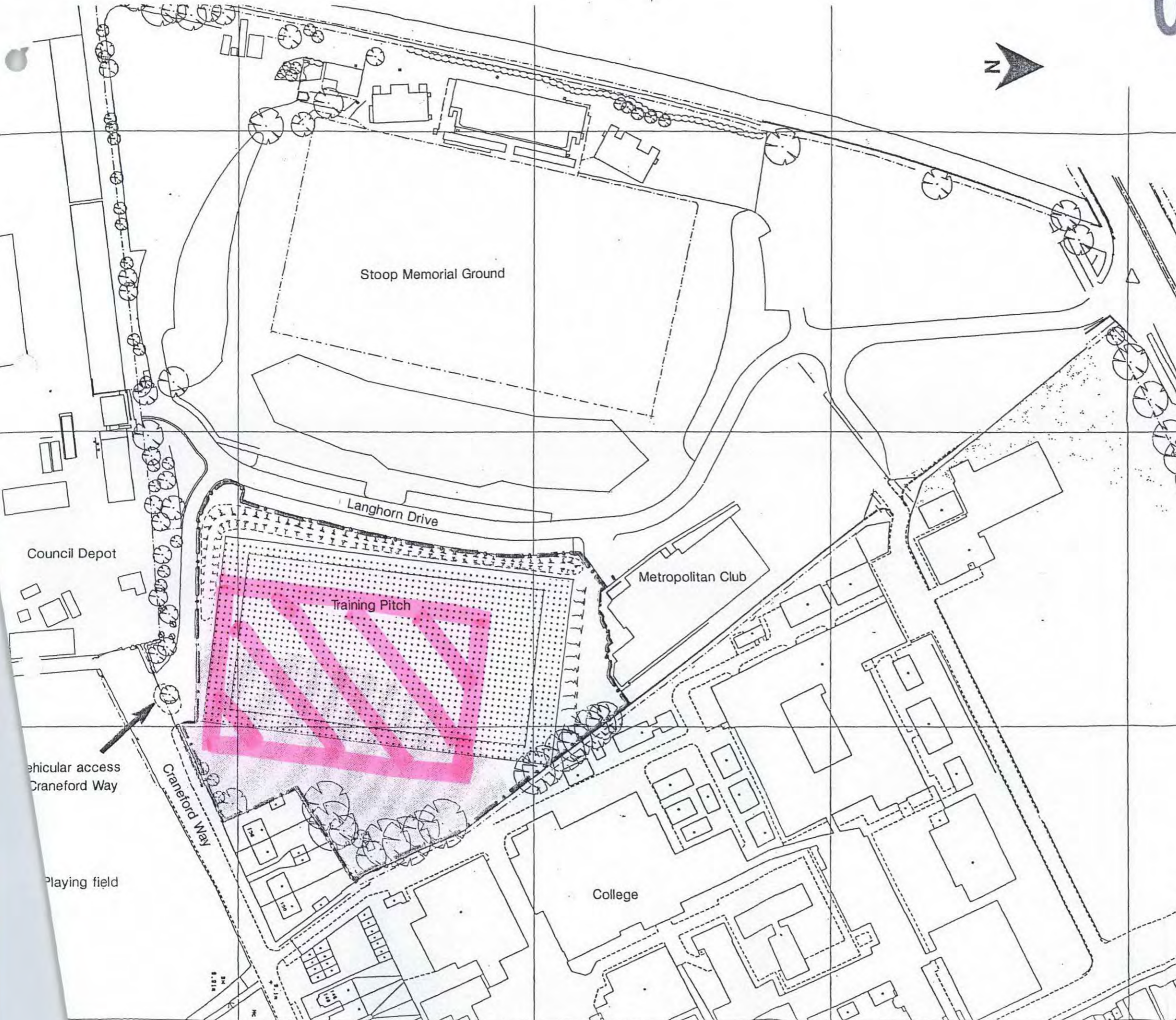
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DO NOT REMOVE FROM FILE

project STOOP MEMORIAL GROUND	
title Planning conditions for corporate hospitality area	
project number R2602B	drawing number CH2
scale 1:1,250	date January 1999

03/00571
FUL

Key

-  Site Boundary
-  Areas of proposed additional planting
-  Any generators to be placed outside this area (+ 60 m to nearest dwelling)
-  Maximum coverage with temporary facilities is 80% of this area



LONDON BOROUGH OF
RICHMOND UPON THAMES
13 JAN 2003
PLANNING

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project STOOP MEMORIAL GROUND	
title Planning conditions for corporate hospitality area	
project number R2602B	drawing number CH2
scale 1:1,250	date January 1999

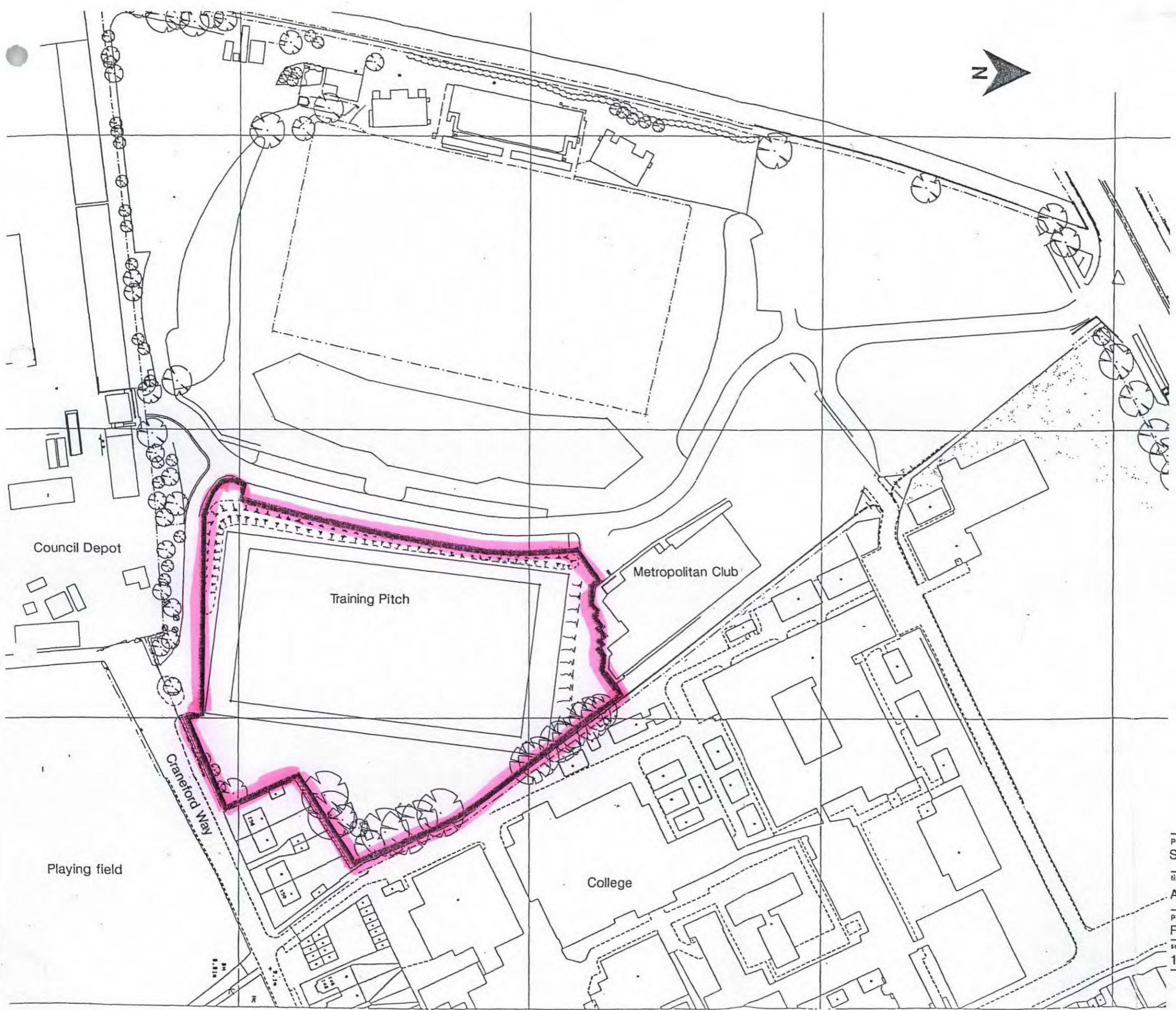
Key

Application Boundary



LONDON BOROUGH OF
RICHMOND UPON THAMES
13 JAN 2003
PLANNING

OFFICE COPY
DO NOT REMOVE FROM FILE



project	
STOOP MEMORIAL GROUND	
title	
Application Boundary	
project number	drawing number
R2602B	CH1
scale	date
1:1,250	January 1999



Regeneration, Economic Development
and Environment Department
Executive Director Brendon Walsh

Development Management
London Borough of Hounslow
The Civic Centre, Lampton Road
Hounslow TW3 4DN

Hollins Planning Ltd
Mr Andrew Hollins
The Boathouse Design Studio
27 Ferry Road
Teddington
TW11 9NN

Reference 00967/30/P16



DECTP2

Town and Country Planning Act 1990

Whereas in accordance with the provisions of the Town and Country Planning Act 1990 and the Orders in force thereunder you have made application dated 12 November 2015 and illustrated by plans for permission to the Local Planning Authority to develop land situated at **30 RUGBY ROAD TWICKENHAM LONDON TW1 1DG**

By: Erection of a temporary hospitality facility on land adjacent to the self-storage facility and an associated temporary bridge link over Whitton Brook to be used only in association with Autumn Rugby Internationals and the Six Nations Championships associated landscaping works to the land bordering Whitton Brook and Rugby Road and the creation of an emergency means of access for the Environment Agency to the Whitton Brook from Rugby Road.

Drawing Numbers: Flood Risk Assessment (25400/4002) dated November 2015 Design and Access Statement, Transport Statement dated 12/11/2015, Ecological Walkover Survey dated 12/11/2015; AC83_p_001; AC83_p_002; AC83_p_004; AC83_p_031; AC83_p_007; L-700; 314RR01A; AC83_p_051; AC83_p_010 received 07.12.2015.

Now therefore we The Mayor and Burgesses of the London Borough of Hounslow acting by the Council of the said Borough hereby give you notice pursuant to the said Acts and the Orders in force thereunder that permission to develop the said land in accordance with the said application **is hereby Approved.**

Subject to the following **conditions** and reasons.

1. The use hereby permitted shall be discontinued and the land shall be restored to the state as specified in the notes attached to this condition no later than the 19/03/2016 for the first installation and no later than the 18/03/2017 for the second installation, in accordance with the approved plans and supporting information as detailed in Condition 2 below.

The temporary marquees shall only be used on the dates specified within this application, principally:

Saturday 27 February 2016
Saturday 12 March 2016
Saturday 12 November 2016
Saturday 19 November 2016
Saturday 26 November 2016
Saturday 3 December 2016
Saturday 4 February 2017
Sunday 26 February 2017
Saturday 11 March 2017

The land shall be restored between 19/03/2016 to 5/11/2016 and after 18/03/2017 to the state as indicated on drawing no. L-700 as submitted.

Reason: This permission is temporary. The use of the site is such that the local planning authority is not prepared to approve it other than for a limited period and for the reasons set out in this permission. It is therefore inappropriate that the site should remain in a state that would otherwise be unacceptable.

2. The proposed development shall be carried out in all respects in accordance with the proposals contained in the application and the plans submitted (Flood Risk Assessment (25400/4002) dated November 2015 Design and Access Statement, Transport Statement dated 12/11/2015, Ecological Walkover Survey dated 12/11/2015; AC83_p_001; AC83_p_002; AC83_p_004; AC83_p_031; AC83_p_007; L-700; 314RR01A; AC83_p_051; AC83_p_010 received 07.12.2015) therewith and approved by the Local Planning Authority, or as shall have been otherwise agreed in writing by the Local Planning Authority before the building is used.

Reason. To ensure the development is carried out in accordance with the planning permission.

3. The development permitted by this planning permission shall be carried out in accordance with the approved Flood Risk Assessment (FRA) ref 25400/4002 dated November 2015 produced by Peter Brett Associates and the mitigation measures detailed within the FRA.

The mitigation measures shall be fully implemented prior to occupation and subsequently in accordance with the timing/phasing arrangements embodied within the scheme, or within any other period as may subsequently be agreed, in writing, by the local planning authority.

Reason:

1. To prevent flooding elsewhere by ensuring that storage of flood water is provided.
2. To reduce the risk of flooding from blockages.
3. To ensure safe access and egress from and to the site.
4. To reduce the risk of flooding to the proposed development and future occupants.

Informative:

1. We collect the Mayor of London's Community Infrastructure Levy (CIL) at the rate of £35 per sq.m of new floor space. Hounslow's Community Infrastructure Levy (CIL) came into force on the 24th July 2015. For details of the rates please refer to our web page:

http://www.hounslow.gov.uk/community_infrastructure_levy_preliminary_draft_charging_schedule_march_2013.pdf

Your development may be liable to pay the Community Infrastructure Levy. For more information on the Community Infrastructure Levy please look at the planning portal web page. Link:

<http://www.planningportal.gov.uk/planning/applications/howtoapply/whattosubmit/cil>

If you do not receive a liability notice but like confirmation that you are not CIL liable please email:

planningcil@hounslow.gov.uk.

2. Under the terms of the Water Resources Act 1991, and the Thames Land Drainage Byelaws 1981, the prior consent of the Environment Agency is required for any proposed works or structures, in, under, over or within 8 metres of the top of the bank of the Whitton Brook, designated a 'main river'.

3. To assist applicants, the London Borough of Hounslow has produced planning policies and written guidance, all of which is available on the Council's website and which has been followed in this instance. The decision was made in a timely manner.

Dated 24 February 2016

JG

Mr A Richards

Director Community Safety, Environment and Regulatory Services

Notes and Schedule Follow

Notes:

- (i) Attention is particularly drawn to the Schedule to this Notice which sets out the rights of applicants who are aggrieved by the decisions of the Local Planning Authority.
- (ii) This decision does not purport to convey any approval or consent which may be required under the Building Regulations, 1991 any bye-laws or under any enactment other than the Town and Country Planning Act 1990. The Building Regulations 1991 apply to "building work" where it is necessary to submit separate full plans or a building notice before any works are commenced. Plans and details should be submitted together with appropriate forms and the relevant fee.

The Schedule referred to overleaf

Rights of Applicants Aggrieved by Decision of Local Planning Authority

- 1 If the applicant is aggrieved by the decision of the local planning authority to refuse permission or approval for the proposed development or to grant permission or approval subject to conditions he may appeal to the Secretary of State for the Environment in accordance with section 78 of the Town and Country Planning Act 1990 within six months of the date of this notice.

(Appeals must be made on a form which is obtainable from the Secretary of State for the Environment).* The Secretary of State has power to allow a longer period for the giving of a notice of appeal but he will not normally be prepared to exercise this power unless there are special circumstances which excuse the delay in giving notice of appeal. The Secretary of State is not required to entertain an appeal if it appears to him that permission for the proposed development could not have been granted by the local planning authority, or could not have been so granted otherwise than subject to the conditions imposed by them having regard to the statutory requirements to the provisions of the development order and to any directions given under the order.

- 2 If permission to develop land is refused or granted subject to conditions whether by the local planning authority or by the Secretary of State for the Environment and the owner of the land claims that the land has become incapable of reasonably beneficial use in its existing state and cannot be rendered capable of reasonably beneficial use by the carrying out of any development which has been or would be permitted he may serve on the Common Council or on the Council of the county borough London borough or county district in which the land is situated as the case may be a purchase notice requiring that council to purchase his interest in the land in accordance with the provisions of Part VI of the Town and Country Planning Act 1990.
- 3 In certain circumstances a claim may be made against the local planning authority for compensation where permission is refused or granted subject to conditions by the Secretary of State on appeal or on a reference of the application to him. The circumstances in which such compensation is payable are set out in Part IV of the Town and Country Planning Act 1990.

- * Present address: The Planning Inspectorate, Room 3/01 (Customer Support/Scanning Team), Temple Quay House, 2 The Square, Temple Quay, BRISTOL, BS1 6PN

Provisions for disabled persons

The applicant's attention is drawn to the following informative if appropriate to the development hereby approved:

Disabled Persons Act 1981

In accordance with section 70A of the Town and Country Planning Act 1990 attention is drawn to the relevant provisions of the Chronically Sick and Disabled Persons Act 1970 (i.e. sections 4 and 7 and/or 7 and 8a) and the Code of Practice for Access for the Disabled to Buildings (i.e. British Standard No.5810 of 1979).

AB



MAA
 THE BOATHOUSE
 27 FERRY ROAD
 TEDDINGTON
 MIDDLESEX
 TW11 9NN
 tel: 020 8973 0050
 email: info@maa-architects.com

REV	DESCRIPTION	DATE																		
-	ISSUED FOR PLANNING	30.10.15																		

JOB	Access Twickenham Hospitality Marquees
DRAWING	PROPOSED SITE PLAN
SCALE	1:4000A1
DATE	30.10.15
DRAWING No.	REVISION
DRW AC83_p-004	-

Richard Smith
Richmond upon Thames College
Estates Office
Egerton Road
Twickenham
TW2 7SJ

Letter Printed 10 March 2015

FOR DECISION DATED
10 March 2015

The Town and Country Planning Act 1990, (as amended)
Decision Notice

Application: 14/3998/FUL
Your ref: Richmond upon Thames College ...
Our ref: DC/CAM/14/3998/FUL/FUL
Applicant: Richard Smith
Agent:

WHEREAS in accordance with the provisions of the Town and Country Planning Act 1990 and the orders made thereunder, you have made an application received on **23 September 2014** and illustrated by plans for the permission of the Local Planning Authority to develop land situated at:

Richmond Upon Thames College Egerton Road Twickenham TW2 7SJ

for

Proposed Use Of Land For Siting Of Tents (except between 18 September 2015 and 31 October 2015) For Use On Upto 6 Days A Year For Corporate Hospitality Purposes For A Temporary Period Of Five Years

NOW THEREFORE WE THE MAYOR AND BURGESSES OF THE LONDON BOROUGH OF RICHMOND UPON THAMES acting by the Council of the said Borough, the Local Planning Authority HEREBY GIVE YOU NOTICE pursuant to the said Act and the Orders made thereunder that permission to develop the said land in accordance with the said application is hereby **GRANTED** subject to the conditions and informatives summarised and listed on the attached schedule.

Yours faithfully



Robert Angus
Development Control Manager

SCHEDULE OF CONDITIONS AND INFORMATIVES FOR APPLICATION 14/3998/FUL

APPLICANT NAME

Richard Smith
Estates Office
Egerton Road
Twickenham
TW2 7SJ

AGENT NAME

SITE

Richmond Upon Thames College Egerton Road Twickenham TW2 7SJ

PROPOSAL

Proposed Use Of Land For Siting Of Tents (except between 18 September 2015 and 31 October 2015) For Use On Upto 6 Days A Year For Corporate Hospitality Purposes For A Temporary Period Of Five Years

SUMMARY OF CONDITIONS AND INFORMATIVES

CONDITIONS

U81606	Hours
U81572	Number of people
U81571	World Cup 2015 Restriction
U81617	Access via A316
U81570	6 days per year
U81573	Approved drawings
U81568	Limited Time period

INFORMATIVES

U89117	Composite Informative~~~~
U89118	NPPF APPROVAL - Para. 186 and 187

DETAILED CONDITIONS AND INFORMATIVES

DETAILED CONDITIONS

U81606 Hours

No customers shall be present on land or within the structures/tents hereby approved for use for corporate hospitality purposes before 11:00 hrs or after 20:00 hrs on any day. Staff shall not be present after 22.00 hrs on any day.

REASON: In order to minimise disturbance to nearby surrounding properties

U81572 Number of people

No more than 500 people shall be accommodated within the site and corporate hospitality structures hereby approved at any one time unless otherwise agreed in writing by the Local Planning Authority.

REASON: In order to minimise disturbance to nearby surrounding properties

U81571 World Cup 2015 Restriction

No corporate hospitality tents shall be sited on the land hereby approved between 18 September 2015 and 31 October 2015.

REASON: The Local Planning Authority wishes to be in a position to review the impact of the proposal, particularly in terms of its effect on local traffic conditions, the amenities of neighbours and in the context of the cumulative impact of this and other activities connected with sporting events in the area

U81617 Access via A316

All contractor's vehicles delivering and removing marquees shall only use the access/egress onto the A316 from Langhorn Drive.

REASON: To protect the amenities of the area.

U81570 6 days per year

The proposed marquees shall be used on no more than 6 days per calendar year unless otherwise agreed in writing by the Local Planning Authority.

Reason: To safeguard the amenities of neighbouring residents

U81573 Approved drawings

The development hereby permitted shall be carried out in accordance with the following approved plans and documents, where applicable.

Block Plan Rev D titled 'Richmond upon Thames College September 2014', RUTC-038 received 23rd September 2014

REASON: To accord with the terms of the application, for the avoidance of doubt and in the interests of proper planning.

U81568 Limited Time period

This permission shall be for a limited period of 5 years only, expiring on 10th March 2020 when the use hereby permitted shall be discontinued and the land on which the building is situated is reinstated to its former condition and use to the satisfaction of the Local Planning Authority.

REASON: The Local Planning Authority wishes to be in a position to review the impact of the proposal, particularly in terms of its effect on local traffic conditions, the amenities of neighbours and in the context of the cumulative impact of this and other activities connected with sporting events in the area.

DETAILED INFORMATIVES

U89117 Composite Informative~~~~

Principal Policies:

Where relevant, the following have been taken into account in the consideration of this proposal:-

Core Strategy Policies: CP7, CP20

Development Management Plan Policies: DM DC 1, DM DC 5, DM TP 2

Building Regulations:

The applicant is advised that the erection of new buildings or alterations to existing buildings should comply with the Building Regulations. This permission is NOT a consent under the Building Regulations for which a separate application should be made. For application forms and advice please contact the Building Control Section of the Street Scene department, 2nd floor, Civic Centre, 44 York Street, Twickenham, TW1 3BZ. (Tel: 020 8891 1411).

If you alter your proposals in any way, including to comply with the Building Regulations, a further planning application may be required. If you wish to deviate in any way from the proposals shown on the approved drawings you should contact the Development Control Department, 2nd floor, Civic Centre, 44 York Street, Twickenham, TW1 3BZ. (Tel: 020 8891 1411).

Damage to the public highway:

Care should be taken to ensure that no damage is caused to the public highway adjacent to the site during demolition and (or) construction. The Council will seek to recover any expenses incurred in repairing or making good such damage from the owner of the land in question or the person causing or responsible for the damage.

BEFORE ANY WORK COMMENCES you MUST contact Highways and Transport, London Borough of Richmond upon Thames, 44 York Street, Twickenham TW1 3BZ (Telephone 020 8891 1411 ask for the Streetscene inspector for your area or email highwaysandtransport@richmond.gov.uk) to arrange a pre commencement photographic survey of the public highways adjacent to and within the vicinity of the site. The precondition survey will ensure you are not charged for any damage which existed prior to commencement of your works.

If you fail to contact us to arrange a pre commencement survey then it will be assumed that any damage to the highway was caused by your activities and you will be charged the full cost of repair.

Once the site works are completed you need to contact us again to arrange for a post construction inspection to be carried out. If there is no further damage then the case will be closed. If damage or further damage is found to have occurred then you will be asked to pay for repairs to be carried out.

Noise control - Building sites:

The attention of the applicant is drawn to the requirements of section 60 of the Control of Pollution Act 1974 in respect of the minimisation of noise and vibration on construction and demolition sites. Application, under section 61 of the Act for prior consent to the works, can be made to the Environmental Health Department.

Under the Act the Council has certain powers to control noise from construction sites. Typically the council will limit the times during which sites are permitted to make noise that their neighbours can hear.

For general construction works the Council usually imposes (when necessary) the following limits on noisy works:-

Monday to Friday 8am to 6pm

Saturdays 8am to 1pm

Sundays and Public Holidays- No noisy activities allowed

Applicants should also be aware of the guidance contained in British Standard 5228;2009- Noise and vibration control on construction and open sites.

Any enquiries for further information should be made to the Commercial Environmental Health Team, 2nd Floor Civic Centre, 44 York Street, Twickenham TW1 3AB.

U89118 NPPF APPROVAL - Para. 186 and 187

In accordance with paragraphs 186 and 187 of the National Planning Policy Framework, Richmond upon Thames Borough Council takes a positive and proactive approach to the delivery of sustainable development, by:

- o Providing a pre-application and duty officer service
- o Providing written policies and guidance, all of which is available to view on the Council's website
- o Where appropriate, negotiating amendments to secure a positive decision
- o Determining applications in a timely manner

In this instance:

- o The application was amended following negotiations with the Council to ensure the scheme complied with adopted policy and guidance, and a decision was made without delay

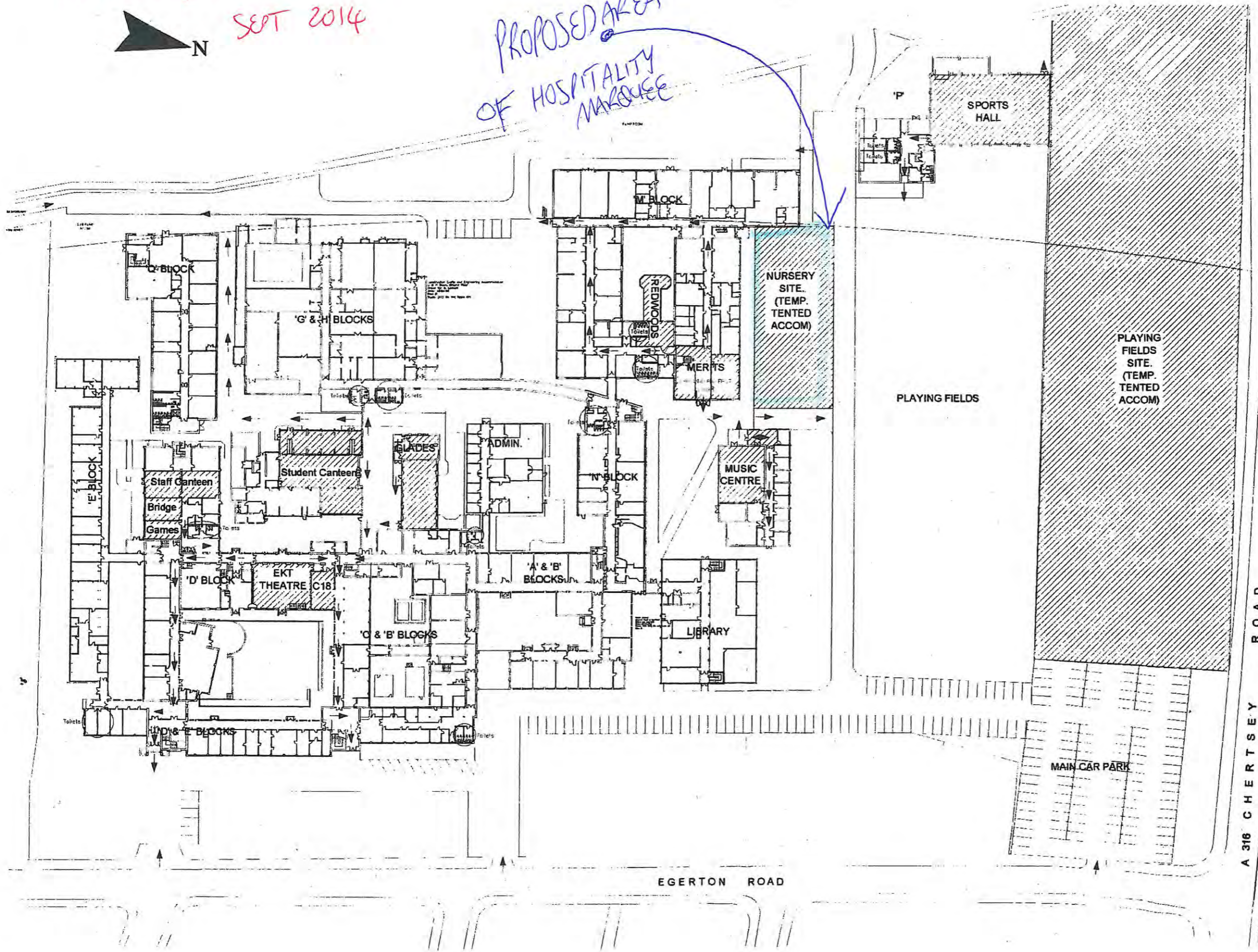
END OF SCHEDULE OF CONDITIONS AND INFORMATIVES FOR APPLICATION
14/3998/FUL

RICHMOND UPON THAMES COLLEGE

SEPT 2014



PROPOSED AREA
OF HOSPITALITY
MARQUEE



- ▶ Fire Escape Route
- Toilets available for public use.

RICHMOND UPON THAMES COLLEGE
EGERTON ROAD
TWICKENHAM, TW1 7SJ.

APPLICATION FOR PREMISES LICENCE
GROUND FLOOR AREA.

DRAWN BY: S. LOCKETT
DATE: 18/07/05
SCALE: 1:500 (A1) DO NOT SCALE
REV: D.

AREAS TO BE LICENCED SHOWN
HATCHED.



GERALDEVE

Appendix C – Conferencing and Banqueting Locations

**Appendix C -
 Conferencing and banqueting facilities within the vicinity of either the stadium or the three identified centres (Hounslow,
 Richmond and Twickenham)**

Venue	Location	Venue type	Capacity	Within designated Town Centre boundary	Borough
London Marriot Hotel Twickenham (within Stadium)	Twickenham Stadium, Twickenham, TW2 7BA	Hotel and Conference Facilities	Up to 350	No	Richmond
Twickenham Stoop	Langhorn Drive, Twickenham TW2 7SX	Rugby club with conference facilities	Up to 120 in suites	No	Richmond
The Petersham Hotel	Nightingale Lane, Richmond TW10	Hotel with reception space	Receptions up to 60	No	Richmond
Old Deer Park	187 Kew Rd, Richmond, Surrey TW9 2AZ	Rugby club with conference facilities	Up to 340	No	Richmond
Strawberry Hill House Gothic Castle	268 Waldegrave Road, Twickenham TW1 4ST	Historic House with Events/ Weddings/ Conference Facilities	Up to 95	No	Richmond
Strawberry Hill Golf Club	Strawberry Hill Golf Club, Wellesley Road, Strawberry Hill, Twickenham, TW2 5SD	Events/Weddings/Fun erals	Up to 70	No	Richmond
Kew Palace	Kew Palace, Kew Gardens	Weddings/receptions/c onferences	Up to 50	No	Richmond
Marble Hill House	Richmond Road, Twickenham, London, TW1 2NL	Historic House	Unknown	No	Richmond
Murray Park Hall (Richmond Council)	Kneller Road, Whitton TW2 7DX	Hall within park for community meetings	Up to 100	No	Richmond
Colliers Launches – Thames Boat Hire	217 St. Margarets Road, Twickenham TW1 1LU	Boat for Receptions and Events	Up to 150	No	Richmond
Cole Court	150 London Road, Twickenham, TW1 1HD	Weddings/ Events/ Conference Facilities	Unknown	No	Richmond



Richmond Golf Club	The Richmond Golf Club Sudbrook Lane Richmond Surrey, UK TW10 7AS	Weddings/Events	Up to 70 Marquees up to 250	No	Richmond
The Lensbury Hotel	Lensbury, Broom Road, Teddington, Middlesex, TW11 9NU	Weddings/ Events/ Conference Facilities	Up to 225	No	Richmond
Orleans House Gallery (Richmond Council)	Riverside, Twickenham, TW1 3DJ	Weddings/ Events/ Conference Facilities	Up to 60	No	Richmond
Isleworth Public Hall	Isleworth Public Hall, South Street, Isleworth, Middlesex, TW7 7BG	Community uses	Up to 150	No	Hounslow
The Bingham	61 – 63 Petersham Road, Richmond Upon Thames, Surrey, TW10 6UT	Weddings/ Events/ Conference Facilities	Up to 150 (standing)/ 90 (seated)	No	Richmond
Richmond Athletics Ground	Richmond Athletic Ground, Twickenham Road, TW9 2SF	Weddings/ Events/ Conference Facilities	Up to 300	No	Richmond
Richmond Hill Hotel	144-150 Richmond Hill, Richmond-upon-Thames, Surrey, TW10 6RW	Weddings/ Events/ Conference Facilities	Up to 102	No	Richmond
Landmark Arts Centre	Landmark Arts Centre, Ferry Road, Teddington, TW11 9NN	Exhibitions/Weddings/ Events	Up to 220 for formal dinner, up to 320 for a conference	No	Richmond
Hilton Syon Park	London Syon Park Middlesex, London, TW8 8JF	Events	Ballroom up to 450 guests	No	Hounslow
The Garden Room, Syon Lane	The Garden Room at Syon Park, Brentford, Middlesex, TW7 6AZ	Weddings/Events	Up to 120	No	Hounslow



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Appendix D – Ernst and Young Report

Twickenham Stadium

Economic and Social Impact Analysis

August 2015

Ernst & Young LLP



EY

Building a better
working world

Executive summary

- ▶ Twickenham Stadium generated around £96mn of economic activity in Richmond-upon-Thames in 2013/14.¹ Equivalent to around £1,250 for each household in the borough.
- ▶ This activity supports 3,000 full and part time jobs (500 full time and up to an additional 2,500 jobs on match days). This is one in every 24 part time jobs in the borough.
- ▶ In addition, Twickenham Stadium contributed £3mn in local taxation in 2013/14.
- ▶ The RFU invests approximately £2mn a year keeping crowds safe and alleviating the impact of matches on the local community.
- ▶ The RFU invests £100,000 a year to support community activity including sponsorship, the education partnership and communicating to residents and businesses.
- ▶ The RFU provides 400 tickets per QBE international and RBS 6 Nations match (totalling several thousand tickets per year) for the residents' ballot in addition to other discounted and complimentary tickets for local schools.

¹ Made up of £72mn in turnover from the stadium and around £24mn spent by visitors in shops and businesses in the borough.

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2.2 Impact on employment	3
2.3 Contribution to the local economy through taxation and infrastructure	4
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1. Introduction

Twickenham Stadium has been an important part of the local community for over one hundred years. The stadium has grown from modest beginnings – the first international rugby match at the stadium in 1910 was played to just 20,000 spectators – into one of the largest sports stadiums anywhere in Europe.

Alongside a world-class sports facility, the stadium is also home to a range of other businesses; including the Twickenham Experience Ltd, non-match day conferences and events, the London Marriott Hotel Twickenham and a Virgin Active Classic Health Club.

This report describes the contribution of Twickenham Stadium to the local economy. Twickenham Stadium supports a range of events and activities including national and international sporting events, concerts and conferences. These activities generate economic value and support a large number of jobs within the local area. Furthermore, Twickenham Stadium helps to drive a broader range of social and economic benefits within the local area. For example:

- ▶ Support and sponsorship for community events;
- ▶ Encouraging participation in sports amongst local residents and particularly amongst young people; and
- ▶ Contributing to a 'feel good factor' and positive image for the Twickenham area that is helping to encourage businesses to set up in the borough.

1.1 The focus of this study

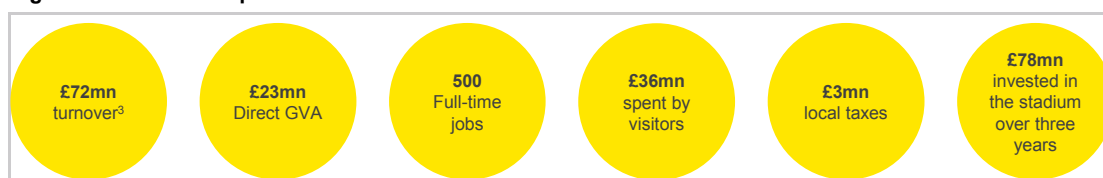
This report is focused on estimating the impact that Twickenham Stadium had on the local area in 2013/14, which represents a relatively typical year for the stadium in terms of match day and other activities. Twickenham Stadium is located in the borough of Richmond-upon-Thames. As a sports stadium, much of the economic impact will be centred on match days, where more than a million fans travel to the borough annually.

While Richmond-upon-Thames is the principal area of focus for this study, the impacts of the stadium are not confined to this borough. It is clear some of the economic and social impacts of Twickenham Stadium extend to neighbouring areas, such as the borough of Hounslow. In the sections that follow we explore how Twickenham Stadium contributes to the prosperity of Richmond-upon-Thames and surrounding areas.

2. Local economic contribution

In this section we set out the economic contribution of Twickenham Stadium to the local economy. We do this through estimating the total economic output that is generated by Twickenham Stadium (and the level of Gross Values Added or GVA that results), the number of jobs supported by this activity and the level of taxation that is paid to the local authority. The broad economic impacts are summarised in Figure 1.²

Figure 1: Economic impacts of Twickenham Stadium in 2013/14



2.1 Economic contribution

In 2013/14, the activities of Twickenham Stadium – in terms of sporting events, concerts and conferences – generated a total turnover of £72mn. The stadium contributed £23mn of direct GVA to the local economy, which is principally derived from stadium events, though 6% of the GVA comes from provision of the health club, hotel and museum on site.⁴

In truth, this represents only a part of the economic impact of Twickenham Stadium on the local economy. There are wider impacts through the supply chain (e.g., local companies that supply the stadium with the goods and services that it requires) and through the economic impact generated through the spending of the people who are employed by Twickenham Stadium in the local area.

Twickenham Stadium also generates additional economic activity through the expenditure of the people who visit the stadium for sports events, conferences and concerts. Over a million people visited the stadium in the past year. Based on data collected for previous studies of similar sporting events, we estimate that each visitor spends an average of £33 in the local economy (i.e., within the stadium and in local shops and businesses) mainly on food and drinks.⁵ This means that in a typical year, visitors spend a total of £36mn in Richmond-upon-Thames, around two-thirds of which is spent outside the stadium in local shops, bars and restaurants.

Twickenham provides a stable economic contribution to the local economy. There were 26 rugby matches at the stadium in the 2013/14 season, which represents a typical year in terms of the level of activity. This means that the £96mn in economic activity generated (i.e., £72mn stadium turnover and the additional £24mn spent in the local area by visitors) will continue to be generated year after year.

Of course, 2015 is something of a special year as England will be hosting the Rugby World Cup (RWC). As the headquarters of England Rugby, Twickenham Stadium will be right of the heart of the event and will be hosting ten games throughout the tournament. With expected capacity crowds of rugby fans drawn from across the globe, the Rugby World Cup is expected to drive a significant increase in the level of economic activity from Twickenham Stadium in 2015 (see Box 1).

² Gross Value Added (GVA) is the difference between the value of goods and services produced and the costs of the intermediate goods and services that are required to produce those goods and services. The GVA of all sectors adds up (with some adjustments) to the GDP of the economy.

³ This represents the revenue associated with the activities of Twickenham Stadium, which accounted for almost one-half of the total revenue of the RFU Group (the turnover of which was £152mn in 2013/14).

⁴ Figures on turnover and GVA capture expenditures on items such as tickets, hospitality and direct stadium revenues but not advertising and broadcast revenues.

⁵ Estimate based on 2013 Millennium Stadium Impact Assessment finding that Welsh residents spend £54 on average at matches the Millennium Stadium. We have deducted observed spend in Twickenham Stadium to estimate spend outside the stadium, and have assumed that half of this is spent in the local borough.

Box 1: 2015 ... no ordinary year

The 2015 RWC is expected to draw around half a million international visitors to the UK throughout the duration of the tournament. These visitors – many of whom will have travelled long distances and will stay for several weeks – are expected to make significant expenditures in the UK through ticket purchases, travel costs, accommodation and match day entertainment.

A report by EY estimated the impact of the RWC 2015 to the UK economy. This report suggests that the tournament will deliver £2.2bn in additional output to the UK economy, which translates into almost £1bn additional value added to GDP. These benefits are expected to be felt across the regions, with each host city likely to experience a significant number of domestic and international visitors. The London area – which will host games at Twickenham, Wembley and the Queen Elizabeth Olympic Park Stadium – is expected to experience an increase in output of £1.2bn as a result of the tournament.

Source: *The economic impact of the Rugby World Cup 2015, EY*

The World Cup also presents opportunities for Twickenham residents. For many years, local residents have directly benefited through their proximity to the stadium by renting out parking spaces and spare rooms on and around match day. The additional demand for accommodation that will be created by the World Cup is likely to mean that local residents will be able to command a premium for providing these services. Indeed, a number of estate agents in the area have approached local residents about the possibility of vacating their properties for the duration of the tournament in order to allow their dwellings to be offered for lucrative short-let contracts.⁶

2.2 Impact on employment

This economic activity supports a large number of jobs within the borough. We estimate that in 2013/14, Twickenham Stadium supported around 500 permanent jobs and up to an additional 2,500 jobs on match days. This makes Twickenham Stadium a highly significant source of employment within the local area.

The link between Twickenham Stadium and local employment is particularly clear in the hospitality sector. Many of the firms in this sector see real benefits from their proximity to the stadium through a significant increase in trading activity on match days. One such example is Twickenham Fine Ales (see Box 2 for further details).

Box 2: supporting local businesses

Twickenham Fine Ales was founded in 2004 and is London's oldest microbrewery. The increase in the popularity of micro-brewed beers over the past decade has resulted in rapid growth in the business. Twickenham Fine Ales now brews 25 beers, which can be found across London and some surrounding areas, and the quality of the product has been recognised at numerous Society of Independent Brewers (SIBA) and Campaign for Real Ale (CAMRA) competitions.

The company, which started life as a ten barrel plant, moved in 2012 to a new site in the heart of Twickenham with capacity to brew over 35,000 pints of beer each week. This new facility also included a bar, which opens for England international rugby matches and Harlequins Saturday matches.

"The presence of Twickenham Stadium is a significant boost to our business and helped our growth in the early stages in particular. Through our tours, bar and award winning beers we are growing, and hope that in future Twickenham will be as famous for great beer as it is for rugby."

Twickenham Fine Ales

The contribution that the company makes to the local area was recognised when it won the 'best small business' category in the Richmond Chamber of Commerce 2014 Business Awards.

Source: *Twickenham Fine Ales*

In addition, Twickenham Stadium is currently undertaking a three-year £78mn programme of investment to improve and refurbish the stadium. This represents a significant capital expenditure and will have drawn additional jobs to the local area as a result of construction activities.

⁶ See:

http://www.richmondandtwickenhamtimes.co.uk/news/11786915.Twickenham_folk_could_earn___12k_by_vacating_during_Rugby_World_Cup/and
http://www.richmondandtwickenhamtimes.co.uk/news/11771669.Six_Nations_brings___100k_parking_space_windfall_to_Twickenham_households/

2.3 Contribution to the local economy through taxation and infrastructure

Twickenham Stadium makes a substantial tax contribution to the funding of local services through payments of business rates. In 2013/14, Twickenham Stadium contributed around £3mn in tax revenue to the local authority.

Twickenham Stadium also directly contributes towards a range of infrastructure projects within the borough. For example, the Section 106 requirement associated with the £125mn development of the Twickenham South Stand resulted in the Rugby Football Union (RFU) contributing £2.4mn to projects in the local area.⁷

For example, £450,000 has been provided by the RFU for the upgrade of Whitton Railway Station (which is a £3mn upgrade to provide a footbridge and lifts) and improvements to Twickenham Railway Station. These upgrades will help to improve the travel experience of rail passengers on match days and throughout the year. In addition, funding was contributed towards the upgrade of a local performing arts centre, highway improvements (including for traffic management measures at the junction of Whitton Road and Rugby Road), town centre improvements and CCTV within the Twickenham area.

⁷ A Section 106 planning obligation is a legal agreement between a Council and landowner/property developer through which, alongside the development that is being undertaken, the developer makes a contribution to local services, infrastructure and amenities.

3. Maintaining a positive local impact

While the estimates set out in the previous section show that there are substantial benefits associated with Twickenham Stadium, it is perhaps inevitable that there are also some less positive impacts on the local community. For example, the large number of visitors to the stadium can cause issues for local residents due to congestion on the streets and public transport, road closures and anti-social behaviour. However, Twickenham Stadium has always worked to tackle this problem and is currently spending around £2mn per year to keep crowds safe and alleviate the negative impacts on the local community.⁸

The job of managing the negative impacts of match day is built on a foundation of strong communication between the stadium and the local community. The communications begin before game day with Twickenham Stadium sending out the Rugby Post newsletter (which contains the details of match day – e.g., game times, road closures, location of toilets) to around 31,000 local residents and holding an event briefing with local groups (including resident groups and local councillors). In 2014, Twickenham Stadium spent around £30,000 communicating with local residents and businesses.

On event days the stadium works to manage the event on a number of fronts:

- ▶ **Traffic management:** Twickenham Stadium stewards have sole responsibility for the traffic management operation in the local area to help to minimise the disruption of road closures. The RFU took over this role from the police in the 2012 in order to allow the police to focus on their primary objective of maintaining public order.
- ▶ **Crowd management:** stewards coordinate the crowd management on game day to ensure that the movement of fans into and out of the ground takes place in an efficient manner. This is supplemented by the provision of free shuttle buses that take fans to and from Hounslow and Richmond Railway Stations, which helps to relieve the pressure on Twickenham station.
- ▶ **Temporary toilets:** Twickenham Stadium also provides for a number of temporary toilets on the main routes between Twickenham Railway Station and the stadium as well as around Whitton Railway Station.
- ▶ **Control room:** all activities are managed by the stadium control room that monitors the situation on the ground and coordinates with the stewards. In addition, staff are available on phone and email throughout match day and until two hours after match ends in order to be able to respond to any issues as they arise.
- ▶ **Post-event clean-up:** Twickenham Stadium also pays for the street cleaning operation that takes place after match-days, which costs around £40,000 per year.

Twickenham Stadium believes that these actions have made a real difference in helping to limit negative impacts (and as evidence point to the marked reduction in the number of match day complaints over time). This perception is shared by some local residents who acknowledge that there has been an improvement over recent years. However, Twickenham Stadium is aware that some problems remain and that this will require continuing work with the local stakeholders in order to refine match day activities and ensure that the benefits of the stadium are felt by the entire community.

⁸ Composed of the costs of security, stewards, medical, car parking, policing, shuttle buses, cleaning, traffic management and toilet hire.

4. Broader contribution to the local economy

The impact of Twickenham Stadium on the local community goes well beyond the economic contribution set out in section two. This section sets out some of the broader social, environmental and economic impacts of Twickenham Stadium. Specifically, we describe these broader benefits under four categories: (1) building a positive reputation for the local area; (2) improving health and wellbeing; (3) supporting the community; and (4) environmental impacts.

4.1 Building a positive reputation for the borough

A potentially important impact to a local area of an iconic stadium such as Twickenham is the ‘buzz’ or ‘feel-good’ factor that it generates. While this impact is less tangible than the impacts discussed in section two (and more difficult to capture in a conventional economic impact study), our discussions with local stakeholders suggests that Twickenham Stadium – and the associated media coverage around the elite sporting events held there – makes a positive contribution in terms of drawing certain types of businesses to the borough. This is perhaps particularly so for businesses in the hospitality sector and event management sectors (see Box 3 for further details).

Box 3: Clean-a-cover event management

Twickenham Stadium has provided the launch pad for the fast growth of a local event management company. Originally set up in response to Twickenham Stadium tendering for a supplier to provide stadium cleaning services in 2006, Clean-A-Cover has since grown from a single employee to a 16 strong team and over 200 part-time staff today, many of them from the local area.

Over the past nine years, the company has taken on more responsibilities for aspects of stadium maintenance and event management on match days. Through this exposure and opportunity, Clean-A-Cover has been able to break into new markets (including labour supply and commercial deep cleaning) and expand their list of clients. Indeed, Clean-A-Cover can now boast additional clients such as Buckingham Palace, Wimbledon, Ascot, the Silverstone Grand Prix as well as the Commonwealth Games in India.

It’s clear that Twickenham Stadium has been important in the success of this local company, a fact that is acknowledged by Clean-A-Cover’s original employee and now the managing director, Kevin Hudson:

“The success of the company has undoubtedly been built on our relationship with the rugby stadium. The work that we do at Twickenham on match days provides a large number of jobs for local people, and furthermore, has given us the confidence, as a small business to demonstrate our value, leading to a plethora of new business opportunities across the UK and beyond.”

Source: Clean-a-cover

In addition, the role of Twickenham Stadium as a venue for conferences, meetings and training events helps to build awareness of the local area amongst the wider business community. In 2013/14 alone, at least 72,000 delegates attended non match-day events at the stadium.

4.2 Impact on health and wellbeing

It should come as no surprise (given that developing rugby amongst grassroots and professional clubs is one of the strategic objectives of the RFU) that Twickenham Stadium is working to encourage more local people to participate in sports. Indeed, every penny made by the RFU is invested back into rugby and £30.7m was specifically invested in supporting participation in community rugby throughout England in 2013/14.

There is strong evidence of the positive impact of a more active lifestyle on health and wellbeing. Research shows that people who undertake regular exercise are at lower risk of a range of chronic conditions such as heart disease, type 2 diabetes, stroke and some forms of cancer. Research also shows that exercise can improve wellbeing through reducing stress, boosting self-esteem and improving sleep quality and energy levels.

Twickenham Stadium supports a range of initiatives to encourage participation in sports and ensure that these positive health and wellbeing impacts are felt by the local community. For example, the RFU provides 400 tickets for every QBE international and RBS 6 Nations match as well as 400 tickets for every Rugby World Cup game at Twickenham to local residents through a ballot. The stadium also offers low-cost tickets to certain events (e.g., £10 tickets to the Marriott London 7's tournament).

Twickenham is also undertaking extensive outreach work at grassroots level. The Kick Start campaign is a partnership between the RFU and 22 schools in Richmond-upon-Thames and Hounslow, which aims to inspire school children through a positive introduction to sport in order to increase participation in sporting activity. Through the campaign, the RFU will invest £20,000 in 2015 to increase participation in sporting activity through:

- ▶ **Building local capacity:** Kick Start provides training for local primary school teachers to help them coach tag rugby (a non-contact version of rugby that provides an introduction to the sport for younger boys and girls) as well as a Rugby Ready course which helps to raise awareness and promote good practice (e.g., match preparation, injury prevention and good technique) in contact rugby.
- ▶ **Engaging young people in the excitement of top class sport:** each school is eligible to receive up to 50 free tickets for a family friendly finals day at the Marriott London 7's tournament (which is part of the HSBC Sevens World Series) and is invited to a tour of Twickenham Stadium for up to 60 people.
- ▶ **Supporting talent:** each school receives a £500 donation to support their sports department as well as the option to nominate up to three budding rugby players at the school to receive £100 bursaries that can be used towards the costs of club subscriptions and equipment.

While Kick Start is a relatively new endeavour, Twickenham Stadium has a long history of encouraging more young people to participate in sports. For example, Twickenham Stadium has been the main supporter of the Borough Sports event – the marquee athletics event for primary school children in the borough of Richmond-upon-Thames – for almost as long as the stadium has existed (see Box 4 for further details of Borough Sports).

Box 4: encouraging young people to participate in sport

Borough Sports is an athletics event involving all of the primary schools in the Borough of Richmond-upon-Thames where each school sends their best athletes to take part in the multi-sport event.

Twickenham Stadium's involvement with Borough Sports event goes back to the 1920s. For many years, the event was held at the stadium itself, with events taking place on the Twickenham pitch. As Borough Sports grew in size and stature, the event relocated to the elite sports facility at St Mary's University (with Twickenham paying the costs associated with hiring the venue and a large share of the other costs associated with the event). This move has given the young athletes a chance to compete on what is an international standard facility (and the training base for many of our Olympic Athletes).

The event itself sees around 600 boys and girls from years four, five and six compete over a range of athletics events – a long-distance 600 metre race, a 75 metre sprint, a 'vortex-javelin' throw, standing long jump and team relay. In recent years, the event has also expanded further in order to allow boys and girls with a range of physical and learning disabilities to participate.

The event is the flagship sporting occasion for primary schools in the borough and also serves as the selection event for the London School Games at Crystal Palace. The event is therefore both highly competitive and a great way to enthuse young people about sports. In the words of one of the event organisers:

"Borough Sports is highly valued by Richmond Borough schools and an event that all the competitors take a great pride in being involved in. Lots of older children and even parents I meet share with me their experiences of being involved in Borough Sports when they were younger and how it encouraged them carry on being involved in sport at many different levels. Without the RFU, Borough Sports would not exist in its current format, and all the primary schools in the Borough are indebted to them for their fantastic support."

Adrian Corke, Deputy Head, Bishop-Perrin Primary School

Source: RFU, Bishop-Perrin Primary School

4.3 Supporting the community

Twickenham Stadium is engaged in a number of events and initiatives that reach beyond the world of sport. Through the Home Turf programme, the RFU supports a range of local charities and community groups to deliver events aimed at helping to create a greater sense of community.

In the past year alone, the RFU has provided a total of around £50,000 to over 25 local organisations to run a range of events for the local community. Recent examples of events and organisations to have received support include:

- ▶ **St Margaret's Traders Association:** the Association represents over 60 local independent businesses and aims to promote and protect the St Margaret's shopping area through building links to community organisations and through the running of summer and winter fairs. The Traders' Association recognises the importance of the Home Turf funding in allowing them to run these events, stating that *"Our activities have only been made possible through the generous patronage and support of the RFU. This helps us to promote the local area and help new businesses to get established. This means that St Margaret's is currently bucking the national trend and enjoying near-full commercial premises occupancy. The community-spirit that the RFU's involvement helps to foster is an immeasurable benefit to our area. Indeed, having the home of English Rugby right on our doorstep and in our street fairs is something that our businesses are very proud of."*
- ▶ **Teddington River Festival:** the river festival is a family fun day focused around the River Thames. Previous festivals have drawn thousands of people from across the borough to enjoy a range of activities including boat rides, live music and rescue demonstrations. The festival is also an opportunity for the Teddington Lifeboat Station to increase awareness and raise funds for its activities.
- ▶ **Twickenham Community Market:** the community market is a new not-for-profit social enterprise that gives creative local people a place to promote and sell their products as well as an outlet for local charities to raise funds and promote their activities.
- ▶ **The Friends of Isleworth Public Hall:** this society promotes the preservation of one of the oldest Thames riverside communities in London. The society works with the London borough of Hounslow to ensure that development in the area is done in a way that is sympathetic with its history. In the past year, Twickenham Stadium supported the society with a donation to fund hanging baskets in the area.
- ▶ **Twickenham Carnival:** the Twickenham Carnival is a free family celebration celebrating the diversity of the borough. Held in the summer, the carnival involves food and music from around the globe and in 2015 will celebrate team spirit in recognition of the Rugby World Cup coming to Twickenham later this year.

The programme has also provided support for a diverse range of other activities from purchasing camping equipment for a local scout group, support for the Richmond Shakespeare Society and contributing to the costs of a Christmas party for a local residents association. It would be fair to say that the resources provided by Home Turf have been important in helping these, and many other local organisations (such as the TOPS Musical Theatre Company, see Box 5), to continue their activities within the community.

Box 5: bringing the West End further west

The Twickenham Amateur Operatic Society (recently renamed as the TOPS Musical Theatre Company), was formed in 1927. With the exception of the war years, the Society has provided major theatrical productions for the benefit of the local community every year since. For the past nine decades, the TOPS ethos has been to draw on local talent to give everyone the chance to perform on stage, whilst delivering high-quality productions (the 2014 run of *Fiddler on the Roof* received a record five nominations from the Richmond Arts Council).

However, the financial risks associated with staging these types of theatrical events are ever present and, unfortunately, TOPS became insolvent in 2014. However, the long-standing members developed a financial rescue plan, based on innovative ways of staging productions and highly targeted fundraising events, which helped to ensure the continuation of the Society. Against this background, it is clear that the sponsorship provided by the RFU is vital in allowing TOPS to continue to operate within the local community.

"What does the RFU sponsorship mean to TOPS? Quite simply, without the financial support of the RFU, TOPS, a local theatrical company which is struggling in its 88th year, would almost certainly in the long term, close down permanently. This is a simple, yet inevitable fact."

Alan Charlton, Vice-Chair, TOPS Musical Theatre Company

Source: TOPS Musical Theatre Company

Building the relationship with the local residents is a key objective for the RFU. This objective is reflected both in the spread of activities of the Home Turf programme – which touch a broad range of residents and groups across the borough – but also in terms of the wider work of the RFU in local communities (e.g., in terms of outreach work with local minority groups, see Box 6).

Box 6: promoting inclusion in the local community

Since 2012, the RFU's All Schools programme has worked to increase the number of state secondary school children playing rugby. Following a 2013 All Schools event at Cranford Community College, it was clear that there was a desire by many students to play rugby but this did not translate into an increase in participation. Surveys undertaken by the RFU Local Delivery Team highlighted that the main barrier to recruitment was a lack of parental consent, particularly amongst young Muslims.

Najeeb Ahmed, Community Engagement Officer, DMCC Youth Initiative and Outreach Programmes:

"Darussalam Masjid and Cultural Centre (DMCC) was first contacted by Cranford Community College and Hounslow Council about an initiative the RFU had proposed to introduce rugby to emerging and hard to reach communities within the borough. With this being the first ever attempt to engage with us by a professional sporting organisation, DMCC agreed to accept representatives from the RFU to speak with the Trustees with a view to understanding the proposal and seeing whether the same would be compatible with the values DMCC promoted within its congregation.

The presentation was well received by the young people from both the Somali and other communities who attend DMCC. The RFU's local rugby development team had a good understanding of the target audience and how to engage young people. We discussed how rugby endears to the very same religious, community and societal values we hold dear. Prior to the event, rugby was viewed with some trepidation when compared to other sports popular with our young people. This perception was changed by the RFU reaching out to us. We are glad to welcome members of the rugby community into our centre and sincerely hope that this is the beginning of a long and jointly beneficial sporting relationship."

So far, seven recruits have joined their local rugby club from the community at Darussalam. However, this is just the tip of the iceberg. The mosque has indicated many more children and young adults wishing to join club rugby and, in addition, the event was recorded and shared amongst Muslims across the UK.

This type of activity is a key part of the strategy to build the relationship with the local community. In the words of one of the RFU organisers:

"It has been an incredible learning curve working with this community and understanding the culture and traditions. This would not have been possible without the support of the Muslim Community leads and the local authority, as well as the continued support from Cranford Community College. We have now been approached to present at mosque in Shepherds Bush to try to replicate the work we have done with Darussalam. Our relationship with the Trustees and Imam at Darussalam is excellent and we're always welcome to drop in for a cup of tea and a catch up!"

Ty Sterry, RFU Rugby Development Officer

Source: RFU

The focus on building the relationship with the local community is set to continue in 2015 with the Rugby World Cup providing a focal point for activities. One of the main activities planned is the Festival of Rugby, which will see a diverse range of events – including concerts, carnivals and sports events – held across the country that allow communities to get involved and celebrate the game of rugby.

The Festival will see a number of events held in the local area during the course of the World Cup. For example, the Chase Bridge Tag Rugby Festival will see schools from France and Wales competing with local teams in a tournament held at Chase Bridge Primary School. The Twickenham RFC art competition will see infant schools from across the borough creating art that is inspired by the nations competing in the World Cup.

Throughout the course of the World Cup, these types of events will help the local community to participate in the festivities. In doing so, Twickenham Stadium and the RFU are hoping to ensure that the tournament provides an enduring legacy to the borough.

4.4 Environmental impacts

The RFU recognises that the stadium and its associated events and activities have an impact on the environment. As such, the RFU has overseen a range of initiatives over recent years to ensure that the environmental impacts relating to both stadium events and day to day activities (and, in particular, high-impact activities such as procurement, energy management, waste management and transport planning) are identified and minimised. For example:

- ▶ The first RFU green travel plan was generated in 2010. The plan highlighted public transport options for visitors to the stadium and increasing active travel options for staff.
- ▶ In 2011 the RFU instigated a zero waste to landfill policy, increasing recycling rates to 40% and sending anything that could not be recycled to generate energy from waste.
- ▶ In 2012 the RFU produced its first environmental management system for events and day to day activities focusing on energy management and recycling.
- ▶ In 2013 the RFU introduced on site, cardboard, plastic and glass recycling to increase event recycling rates to 70%.

Through these and other activities, the RFU are aiming to develop a more sustainable way of operating the stadium both today and for the future.

5. Conclusion

For more than one hundred years, Twickenham Stadium has hosted sporting events within the borough of Richmond-upon-Thames. Over that time the stadium has grown in size and stature, becoming the headquarters of England Rugby and the home to a broad range of sporting and non-sporting events that are visited by over a million people each year.

The previous sections have shown that the activities of the stadium generate significant economic benefits for the local economy. In 2013/14, benefits included:

- ▶ Around £96mn of economic activity (resulting in £23mn in Gross Value Added) in Richmond-upon-Thames.
- ▶ Around 3,000 full and part-time jobs (500 full time and up to an additional 2,500 jobs on match days).
- ▶ A contribution of £3mn in local taxation.

As was discussed in section two, these estimates represent just a part of the economic impact of the stadium on the local area. Twickenham Stadium also contributes to the local economy through the supply chain (i.e., by supporting local businesses that supply the Stadium), through the expenditure of employees as well as through the additional economic opportunities that are created for local residents.

The contribution of the stadium to the local community extends well beyond its economic impacts. The RFU supports a broad range of activities – including investments of £100,000 in community activities and through offering thousands of tickets per year to local residents and schools. These contribute to a broader set of economic, social and environmental objectives within the local community.

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