



RUGBY FOOTBALL UNION

Statement of Community Involvement

Twickenham Stadium – East Stand Extension

June 2016



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Executive Summary

- The Rugby Football Union (RFU) has submitted a planning application to the London Borough of Richmond upon Thames (LBRuT) for the upgrade of Twickenham Stadium's East Stand.
- The proposals are to modernise the exterior of the East Stand, while existing bowl infrastructure and seating will not be affected. The upgrade will increase the available space in the East Stand, creating an additional 10,750 sq.m of room space, to help improve existing hospitality facilities within the Stadium.
- The RFU recognises the impact that development has on local communities and believes that local people should be involved in helping shape the environment in which they live. It has therefore engaged PPS Group, a specialist consultancy, to co-ordinate the public consultation and report back on the results. This document explains the public consultation process that has been undertaken in relation to this application.
- Formal pre-application meetings took place with officers at LBRuT to discuss the opportunities and constraints of the site and the emerging proposals.
- Throughout the course of developing the planning application, the RFU sought to meet with key local stakeholders and political representatives to inform them about the plans and give them the opportunity to feedback directly to the project team.
- Pre-application meetings took place with MP, Dr Tania Mathias, and Leader of LBRuT, Cllr Lord True, as well as each of the local sites currently used by the RFU's affiliates for off-site hospitality facilities.
- Consultation focused on two public exhibitions held in May and June 2016. Members of the project team including the architects, transport consultants and planning consultants were on hand to discuss the scheme with attendees and answer any questions or queries they had.
- Notification of these events came via a mailout sent to 31,000 local households, as well as press adverts in two local newspapers on 27th May: the *Hounslow Chronicle* and the *Richmond and Twickenham Times*.
- Dedicated communications channels including an email address and community phonenumber were established to encourage public participation. Details of the proposals were also included on the RFU's website.
- The first of the events was held on Tuesday 31st May 2016 from 5.30pm – 9pm and the second on Saturday 4th June 2016 from 11am – 3pm. Both events were held in the Live Room, Twickenham Stadium, 200 Whitton Road, TW2 7BA, a venue chosen for its availability, size, and ease of access.

- In addition to the public consultation events, a stakeholder preview was held from 4.30pm – 5.30pm on Tuesday 31st May 2016 at the same venue.
- A total of 53 residents and stakeholders attended the consultation events and 17 feedback forms were received before the feedback deadline of 20th June 2016.
- Feedback at this stage suggests residents have limited concerns about the proposals.
- When asked about for comments on the proposed design of the East Stand, the majority of responses were positive (88%).
- Similarly comments on the work of the RFU in the community were mainly positive (63%); however, 38% of comments suggested areas in which the RFU could increase its engagement in the community.
- 67% of the those who provided feedback on the management of construction raised issues they would like the RFU to address during construction, such as traffic management (33%).
- When asked for any further comments, respondents said that they would like to be kept updated on the proposals and that improvements be rolled out more widely across the stadium.
- The majority of respondents were aged 40-59 (57%) and most were in full time employment (93%).
- The RFU is keen to ensure an ongoing dialogue with all stakeholders as the application goes through the planning process and as such will keep all communication channels open and interested parties updated in the future.

Background

Introduction

The RFU has submitted their planning application for the upgrade of the East Stand at Twickenham Stadium, in the London Borough of Richmond upon Thames (LBRuT).

The upgrade would increase the available space on the East Stand, creating additional floorspace to help improve existing hospitality facilities within the stadium.

The proposals will not extend the stand beyond the current site boundary. They do not involve demolishing and rebuilding the stand, but rather to extend and refurbish what is already there and improve the appearance of the East Stand.



Purpose of consultation

The RFU recognises the impact development has on local communities and believes that local people should be involved in helping shape the environment in which they live.

The importance of pre-application engagement is recognised in the Government's National Planning Policy Framework (NPPF), adopted in March 2012, which states that:

“Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.” (Section 188, page 45).

In accordance with the NPPF, the RFU has undertaken a programme of early engagement with the local community, to ensure that local people have the opportunity to inform the proposals prior to the submission of a planning application. This programme is also compliant with the National Planning Policy Guidance (NPPG).



Against this background, the objectives of this engagement strategy and programme were as follows:

- To meet the requirements for pre-application consultation on major planning applications as set out in the Planning and Compulsory Purchase Act 2004 and supporting guidance, including the Council's Statement of Community Involvement and the Localism Act;
- To ensure that the local community, its elected representatives and key stakeholders are fully engaged in the plans at both the pre- and post-application stages; and
- To demonstrate how feedback has been incorporated in the revised proposals, and to explain why not, if it has not been.

Effective community involvement should ensure that people:

- Have access to information;
- Can put forward their own ideas and feel confident that there is a process for considering those ideas;
- Can take an active part in developing proposals and options;
- Can comment on formal proposals; and
- Get feedback and can be informed about progress and outcomes.

The RFU is committed to fulfilling these principles and engaged PPS, a specialist consultancy, to co-ordinate the public consultation and report back on the results.

London Borough of Richmond upon Thames's Statement of Community Involvement

LBRuT's SCI was adopted in June 2006 and sets minimum requirements for engagement in line with those set out in the Planning and Compulsory Purchase Act 2004. LBRuT states that:

"the Council encourages pre-application discussions and community involvement from the outset."

The consultation programme outlined in this report was developed to conform to this local guidance as well as national principles and best practice in pre-application community engagement.

PPS Group and consultation

PPS Group is a communications company that specialises in community consultation relating to planning applications and has over 25 years of experience of working with communities up and down the country.

It was one of the first companies to promote the benefits of consultation on planning applications and is expert at developing specific programmes to ensure that our community consultations contribute positively to the planning process.

PPS Group is an accredited member of the Consultation Institute, which helps all those engaged in public or stakeholder consultation to absorb best practice. As a founder member, PPS also adheres to ethical standards as set out by the Association of Professional Political Consultants.



The Consultation Programme

Overview

The RFU has undertaken a thorough consultation programme, focused on two consultation events in May/June 2016. Through this approach it has sought to inform and engage with neighbours, local political representatives, stakeholders and the wider community, and provide them with a range of opportunities and channels for them to input into the proposals.

The consultation process set out below has encompassed PPS's Seven Point Plan, used to guide public consultations and ensure that they are carried out in a clear and transparent manner:

1. Notify The community must be made aware of the consultation programme
2. Inform The community needs to be informed, particularly of the constraints - geographical, technical, financial etc. - under which the developers are working
3. Consult Members of the public and key stakeholder groups liaise with the project team, comment on the development proposals and put forward their suggestions and ideas
4. Measure The project team analyses and quantifies the results of the consultation
5. Report The initial results are publicised within the community
6. Respond The project team seek to address issues raised where possible and appropriate
7. Publicise Details of the revised scheme must be publicised with an explanation of how the consultation has influenced it, this is usually done by way of a formal report which forms part of the planning application

Pre-application meetings

Formal pre-application meetings took place with officers at LBRuT to discuss the opportunities and constraints presented by the site and the emerging proposals.

Throughout the course of developing the planning application, the RFU sought to meet with key local stakeholders and political representatives. The purpose of these meetings was to inform them about the plans and give them the opportunity to feedback directly to the project team.

The RFU met with Cllr Lord True, the Leader of LBRuT, and Dr Tania Mathias MP, the Member of Parliament for Twickenham.

The RFU also recognised the need to engage with local businesses which could be affected by the proposals. Currently licensed hospitality is provided at six sites around the Stadium on match day; it is anticipated this would end following the upgrade of the East Stand.

The RFU therefore held meetings with the owners of each of these sites:

- All Hallows Church, Twickenham - 25th April 2016 & 24th May 2016
- Chase Bridge Primary School - 27th April 2016 & 24th May 2016
- Cardinal Vaughn Memorial School - 28th April 2016
- Kneller Hall, Whitton - 22nd May 2016
- Richmond upon Thames College - 4th April 2016
- Access Self Storage, Twickenham - 12th April 2016

Following these pre-application discussions, the RFU held two public exhibition events.

Consultation

Notification

The consultation was centred on two public exhibitions events, which were held on 31st May 2016 and 4th June 2016. Residents were notified primarily through the Rugby Post, the RFU's newsletter, sent to 31,000 addresses in the local area. A copy of the Rugby Post can be found in Appendix 1.

Letters were also sent to local stakeholders, political representatives and community groups including:

- LBRuT leader Cllr Lord True
- LBRuT Cabinet Member for Community, Planning and the Voluntary Sector, Cllr Susan Chappell
- All members of LBRuT Planning Committee
- LBRuT members for site and neighbouring wards:
 - St Margarets and North Twickenham
 - Whitton
 - Twickenham Riverside
 - South Twickenham
 - Richmond South
 - North Richmond
- London Borough of Hounslow (LBH) Leader, Cllr Steve Curran
- Members for LBH wards neighbouring the site:
 - Hounslow South
 - Isleworth
- Dr Tania Mathias, MP for Twickenham

- Ruth Cadbury, MP for Brentford and Isleworth
- London Assembly Member for South West London, Tony Arbour AM
- All current off-site licensed operator sites
- Residents' groups, including:
 - Cole Park RA
 - Heatham Alliance
 - North St Margarets RA
 - Friends of Twickenham Green
 - Friends of the River Crane Environment (FORCE)
 - Rydal Residents
 - Beaumont Place RA
 - Home Turf RA
 - St Margarets RA
 - Richmond Society
 - Dene Estate Residents Association
 - Court Way Residents Association
 - Heathfield South Neighbourhood Watch Coordinator
 - Chudleigh Road Neighbourhood Watch Coordinator
- Business groups, including:
 - Twickenham BID
 - Hounslow Chamber of Commerce
 - Richmond Chamber of Commerce
 - Whitton Business Association
 - Richmond Business Association
 - Twickenham Business Association
 - St Margarets Traders Association
- Sports clubs:
 - Harlequins
 - Whitton Lions RFC
 - Teddington RFC
 - Civil Service Sports Club

Copies of the letter are included in Appendix 2.

Further to the invitation letter, an advert was placed in the *Richmond and Twickenham Times* and the *Hounslow Chronicle* on 27th May, the local papers with the highest circulation, and a press release issued to local news sources including the *Richmond and Twickenham Times* and the *Hounslow Chronicle*. The advert is available to view in Appendix 3.

Public exhibition

Exhibitions took place from 5.30pm-9pm on Tuesday 31st May and 11am-3pm on Saturday 4th June at Live Room, Twickenham Stadium, 200 Whitton Road, TW2 7BA. The venue was chosen for its availability, size, and

ease of access. In addition, a stakeholder preview session was held from 4.30pm – 5.30pm on Tuesday 31st May at the same venue.

The exhibition itself comprised 9 information boards presenting information about the application site and the emerging proposals and explaining how attendees could leave their feedback. The display boards can be found in Appendix 4.

Members of the project team including the architects, transport consultants and planning consultants were on hand to discuss the scheme with attendees and answer any questions or queries they had.

A feedback form was provided at the exhibition and attendees were encouraged either to fill in a form on the day or take one and return it by freepost by 20th June 2016. Respondents were also asked to leave their contact details, should they wish to be kept informed about the proposals. A copy of the feedback form is included in Appendix 5.



Approximately 53 local people and stakeholders attended the exhibitions, and 17 forms were received ahead of the feedback deadline. These are analysed in the next section.

Alongside local residents, St Margarets and North Twickenham ward members Cllr Alex Ehmann, Cllr Geoff Acton and Cllr Ben Khosa, Whitton ward member Cllr Liz Jaeger, West Twickenham ward member Cllr Helen Lee-Parsons, North Richmond ward member Cllr Margaret Buter and Hounslow South ward member Cllr Tom Bruce attended, as well as representatives from Twickenham BID, Richmond Chamber of Commerce, Chase Bridge School, Kneller Hall, Access Self Storage and Richmond upon Thames College.

Communication channels

Throughout the consultation programme, various communication channels were made available for people to contact the project team, ask questions and submit feedback.

Details of the proposals were included on the RFU's website (www.englandrugby.com). Also available was a direct project email address (info@eaststandtwickenham.co.uk) and a free-phone telephone number (0808 168 2519). These details were published on all consultation materials. In addition to these project specific channels, the RFU operates a dedicated community relations inbox at twickenhamcommunity@rfu.com which residents could use to get in touch.

The communication channels will remain open and available throughout the planning process should any interested parties have questions, queries or comments in the future.



Results of the consultation

Overview

All attendees at the public exhibitions were encouraged to leave any comments, views or suggestions with the project team. Feedback forms were used to collect views, and people were also invited to email their thoughts or use the project website if they so wished.

The feedback form asked for comments across three areas – the proposed design of the East Stand, the work of the RFU in the community, and management of construction - as well as general comments. In each case, the questions took the form of open-ended comments boxes in which respondents were free to leave their views on the proposals. Certain elements of demographic data, such as age and occupation were also collected, to allow the RFU to build up a picture of how certain aspects of the proposals were viewed by different people.

Through this approach the RFU sought to understand what people thought was important in relation to the scheme that was on display, as well as the broader issues and concerns people had, including opposition and support for the proposals.

To this end the feedback received has been coded and qualitatively analysed to give a clear overview of the results. The results are set out below and copies of all completed feedback forms are available on request.

Questionnaire feedback

The feedback form presented respondents with the opportunity to leave their views on key aspects of the proposals, as well as any broader issues and concerns they might have. The form asked:

‘Thinking about the information you have seen here today, please let us know if you have any comments on:

1. *The proposed design of the East Stand*

This was the question to which most people responded and the most frequently received comments were positive (88%) – 38% of respondents thought the plans were attractive and 12% thought them an improvement and in keeping with the South Stand.

Two concerns were raised: about the design and a preference for improvement for ordinary ticket holders.

Comment	Frequency	% of comments
Positive	23	88%
Very attractive	10	38%
Exterior an improvement	3	12%
Plans are in keeping with south stand	3	12%
Plans are acceptable	2	8%
Layout improved	1	4%
Good use of space	1	4%
Notes that no retail is included	1	4%
Advantageous to have corporate in one place	1	4%
Will benefit jobs	1	4%
Concerns	3	12%
Unsure about design	2	8%
Would prefer more improvement for ordinary ticket holders	1	4%
Total	26	



2. *The work of the RFU in the local community*

The majority of comments on the work of the RFU in the community were positive (63%). Two comments were made on the need to ensure that Chase Bridge Primary School is not disadvantaged and, when grouped, four comments were given on additional work the RFU could be doing in the local community.

Comment	Frequency	% of comments
Positive	10	63%
RFU look after local residents	4	25%
Good	3	19%
Would like RFU to publicise themselves more	2	13%
RFU supports local business through Chamber of Commerce	1	6%
Concerns	6	38%
Need to ensure community at Chase Bridge not disadvantaged	2	13%
Locals seem to be anti RFU	1	6%
Would like more discounts on tickets	1	6%
Would welcome more interaction with Richmond upon Thames College	1	6%
Would like to see additional community events	1	6%
Total	16	

3. *Management of construction*

This was the question to which respondents most frequently responded with concerns – although the tone of these comments generally emphasised the importance of the issue. 33% of comments received were concerns about traffic with a further comment that large vehicles should not use Whitton Road. 33% of comments were positive about the RFU’s capacity to manage the construction.

Comment	Frequency	% of comments
Concerns	8	67%
Traffic should be minimised	4	33%
No large vehicles on Whitton Road	1	8%
Hope it will be well managed	1	8%
More consultation nearer the time would be good	1	8%
Dust management	1	8%
Positive	4	33%
Sounds fine	4	33%
Total	12	

4. Any further comments

There were 10 responses to this question: the majority (60%) of which gave suggestions for the RFU and requested being kept informed about the proposals. 40% of the comments given were positive about the proposals.

Comment	Frequency	% of comments
Suggestions	6	60%
Would like to be updated	2	20%
Offers to help keep businesses informed	1	10%
New design should cover the whole stadium	1	10%
Old seating should also be changed	1	10%
Will the improvements be extended to other stands?	1	10%
Positive	4	40%
Very positive move	1	10%
People flow will be much improved	1	10%
Hospitality will be much improved	1	10%
Situation better with recent 7's improvements	1	10%
	10	

Comment samples

The sample of comments shows the range of views held.

“Locals seem to be very anti RFU – I am not”

“Looks very good and in keeping with the rest of the stadium”

“Very good. Great engagement with residents to keep us in touch + updated. Good support also to schools”

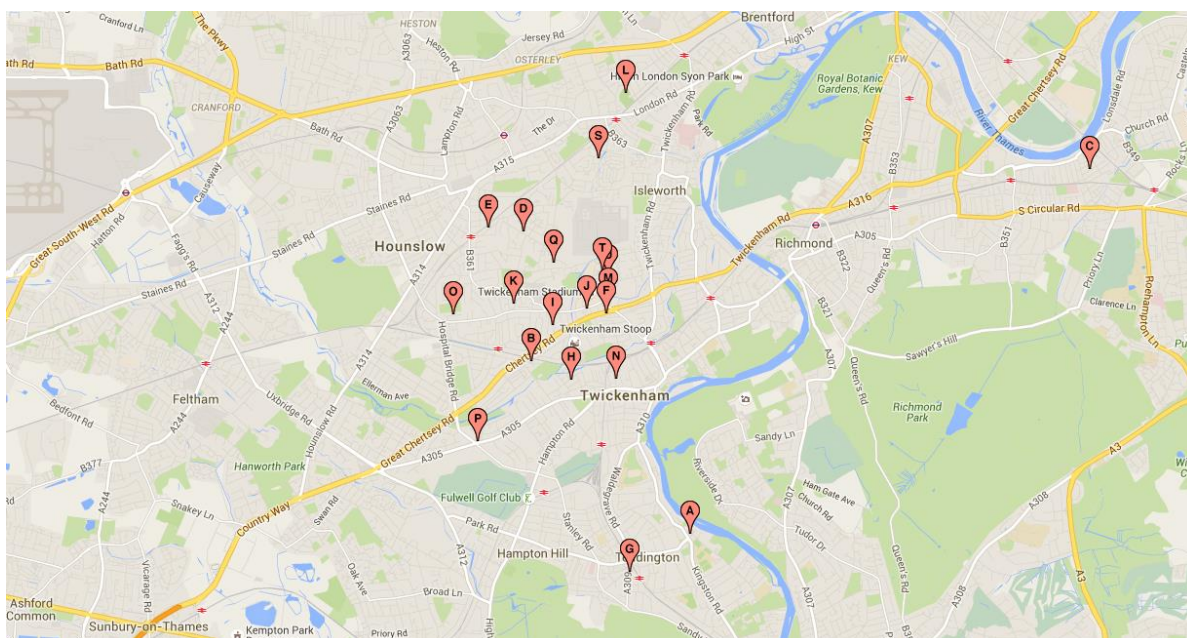
“Definite improvement. Would prefer more effort to improve the stadium for ordinary ticket holders”

Profile of respondents

In order to keep people updated about the proposals and to capture general demographic information, the questionnaire included optional sections to complete on address, age and occupation. The results are as follows:

Address data

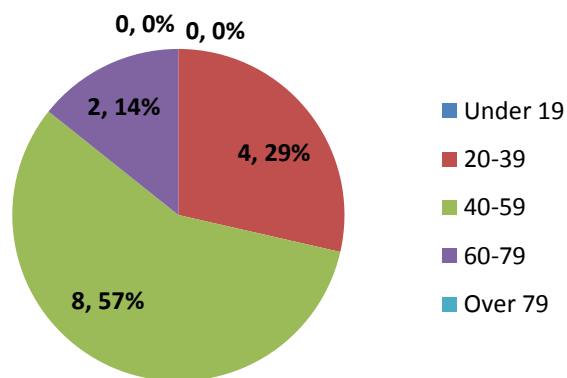
The address details given in the exhibition event sign in books have been plotted on the map below. Most of those who gave their address were local to the site.



Age profile

As can be seen from the pie chart below, the largest group of respondents were aged 40-59 (57%) followed by those aged 20-39 (29%).

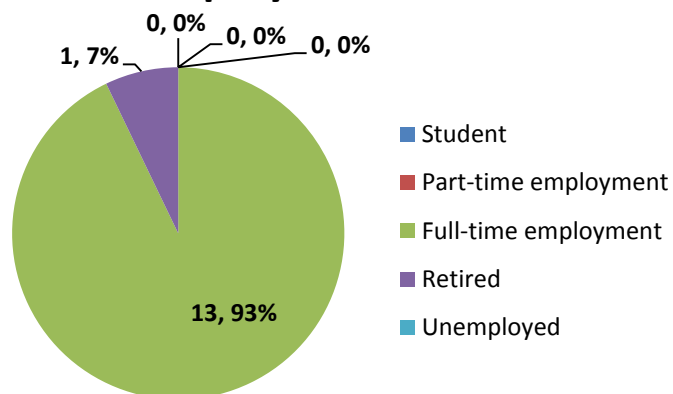
Age of respondents



Occupational profile

The largest number of respondents were in full time employment (93%).

Employment status



Responses

The feedback received during the public consultation programme has been fully considered by the project team and the table below highlights the RFU's responses to the key issues:

Topic	Response
Design	<p>The East Stand upgrade project is aligned with the RFU's five year Strategic Plan and priority of increasing revenue for essential investment into growing the game.</p> <p>The RFU will invest £55m into the upgrade project which will deliver an enhanced experience for match day attendees at Twickenham while also allowing the RFU to continue to generate revenue which can be invested back into growing rugby in England. The scheme will provide benefits to all supporter groups.</p>
Work of the RFU in the local community	<p>The RFU currently invests over £100,000 in local community projects a year through our Local Legacy Fund, and want to build on this as part of the East Stand upgrade.</p> <p>The RFU has now met with all current owners of off-site licensed hospitality sites and is in ongoing discussions about the proposals. It will keep all of these informed and engaged throughout the planning process.</p>
Management of construction	<p>The RFU will work closely with the local community and the Council to minimise any disruption that may be caused during the construction phase. Alongside the planning application, the RFU will set out the measures they will take to reduce the impact of construction on the local community in a draft Construction Management Plan. This will include how the site is developed, hours of construction, and routing of construction traffic. The RFU intends to go beyond the requirements of the Considerate Constructor commitments as part of this.</p>
Other	<p>The RFU is keen to ensure an ongoing dialogue with all stakeholders as the application goes through the planning process and as such will keep all communication channels and interested parties updated in the future.</p>

Conclusions

In line with local and national guidance, the RFU has undertaken an agreed programme of consultation to engage with local residents, stakeholders and representatives on the proposals for upgrading the East Stand. The consultation has helped the RFU to understand local people's views and guided its subsequent engagement with local stakeholders.

Public consultation focused on two consultation events held in May and June 2016, during and after which residents and stakeholders were encouraged to fill in a feedback form on the proposals. A total of 17 feedback forms were received.

Analysis of written feedback suggests there is limited concern about the proposals – 88% of comments received on the proposed design were supportive. The RFU has considered all feedback received as part of the consultation and this has informed the approach taken in the planning application.

Throughout the consultation process the RFU has offered to meet with local stakeholders, including elected politicians and representatives of community groups, and has provided individual briefings. The RFU is keen to ensure an ongoing dialogue with all stakeholders as the application goes through the planning process and as such will keep all communication channels and interested parties updated in the future.

Appendices

Appendix 1 – advert in the Rugby Post, April 2016 issue



REDEVELOPMENT OF TWICKENHAM STADIUM'S EAST STAND

Dear Neighbour,

I am writing to you about a proposal by the Rugby Football Union (RFU) to redevelop the East Stand of Twickenham Stadium.

This proposal is the next phase in delivering a key strand of the RFU's Strategic Plan to continue to fuel the growth of rugby at every level. The aim of the redevelopment is not to increase seating capacity but to upgrade existing infrastructure and create new facilities at the stadium, including increasing floor space to provide an enhanced spectator experience. This redevelopment would be entirely within the Stadium's existing footprint.

We understand the importance of making sure that our proposal works for the local community and, as we develop our plans, we would like to invite you to attend one of our public consultation events (details provided below) so that we can further discuss the redevelopment before a formal planning application is made.

Tuesday 31st May 2016 5.30pm-9pm

Saturday 4th June 2016 11am-3pm

The Live Room
Twickenham Stadium, 200 Whitton Road, TW2 7BA
PARKING: Twickenham Stadium car park, entrance off Rugby Road

The venue is fully accessible

If you require any further information, please email info@eaststandtwickenham.com or call 0808 168 2519.

Yours sincerely,



Ian Ritchie
Chief Executive Officer

Appendix 2 – stakeholder invitation letter



Rugby Football Union
Rugby House, Twickenham Stadium
200 Whitton Road, Twickenham, TW2 7BA
T: 0871 222 2120 F: 020 8862 9816
englandrugby.com

6th May 2016

Dear Sir/Madam,

TWICKENHAM STADIUM – EAST STAND UPGRADE

I am writing to invite you to a preview of our public exhibition about the Rugby Football Union's (RFU) proposals to upgrade the East Stand of Twickenham Stadium.

This proposal is the next phase in delivering a key strand of the RFU's Strategic Plan to continue to fuel the growth of rugby at every level. The aim of the redevelopment is not to increase seating capacity but to upgrade existing infrastructure and create new facilities at the stadium, including increasing floor space to provide an enhanced spectator experience. This redevelopment would be entirely within the Stadium's existing footprint.

We understand the importance of making sure our proposal works for the local community and will be holding a series of public consultation events. As an important local representative, I would like to invite you to a preview of the exhibitions. This will take place from **4.30pm-5.30pm on Tuesday 31st May** at the **Live Room, Twickenham Stadium, 200 Whitton Road, TW2 7BA**.

If you are unable to attend the preview, we would be very happy to see you at another of our public exhibitions at the same venue from **5.30pm-9pm on Tuesday 31st May** and **11am-3pm on Saturday 4th June**. The venue is fully accessible, and parking is available in the Stadium car park off Rugby Road.

At the event you will be able to view more detailed information on our proposals, discuss these with the project team, and leave further feedback on the proposals.

We hope to see you at the exhibition. For more information, please contact us on 0808 168 2519 or info@eaststandtwickenham.com.

Yours sincerely,

Neil Armit
Head of Business Development

Teamwork Respect Enjoyment Discipline Sportsmanship

An Industrial and Provident Society Registered Number 23818 whose registered office is at the above address.
The RFU Rose device is a registered trade mark of the Rugby Football Union and subject to extensive trade mark registrations worldwide.

Appendix 3 – advert in Hounslow Chronicle and Richmond Times on 27th May 2016

PUBLIC CONSULTATION



RFU

Redevelopment of Twickenham Stadium's East Stand

Proposals for the upgrade of the East Stand at Twickenham Stadium will be on display at a series of public consultation events in May and June 2016.

The Rugby Football Union (RFU) is committed to ensuring that the Home of England Rugby remains a state-of-the-art stadium fit for the modern game. The East Stand has been a great place to watch rugby for many years, but it now needs to be refurbished and upgraded.

To help the local community find out more about the proposals, the RFU will hold a series of consultation events at **The Live Room, Twickenham Stadium, 200 Whitton Road, TW2 7BA**, on:

Tuesday 31st May 2016	Saturday 4th June 2016
5.30pm to 9.00pm	11.00am to 3.00pm

At the events you will be able to view more information, discuss the plans with the project team, and leave feedback on the proposals.

For more information, please call **0808 168 2519** or email **info@eaststandtwickenham.com**

Rugby Football Union. The RFU Rose and the words 'England Rugby' are official registered trade marks of the Rugby Football Union.

Appendix 4 – exhibition boards

	
<h2 style="color: red;">WELCOME</h2>	
<p>The Rugby Football Union is proposing to redevelop Twickenham Stadium’s East Stand as we look to improve the match day experience for supporters.</p>	
<hr/> <p>The exterior of the East Stand will be modernised while existing bowl infrastructure and seating will not be affected. The redevelopment will increase the available space in the East Stand, creating an additional 10,750 sq.m of room space, to help improve existing hospitality facilities within the Stadium.</p> <p>The East Stand redevelopment is the next phase in delivering our strategic objective to fuel growth of the game at every level.</p> <p>Subject to planning permission, the project will be completed by autumn 2018.</p>	
<small>Rugby Football Union. The RFU Rose and the words 'England Rugby' are official registered trade marks of the Rugby Football Union.</small>	
<p>Phone: 0808 168 2519 Email: info@eaststandtwickenham.com</p>	
	
<h2 style="color: red;">BACKGROUND</h2>	
<p>Since opening in 1909, Twickenham Stadium has been a central part of the local community: Twickenham’s first railway station was opened to transport fans to the ground on match days.</p>	
<hr/> <p>We currently employ over 3,000 people on match days, generating over £96m for the local economy each season, paying over £3m in local taxes and supporting the creation of jobs and growth of businesses in the community.</p> <p>The RFU invests all of its profits back into rugby, supporting the growth of the game and developing the stars of the future.</p> <p>The Stadium has been improved over the years. Twickenham Stadium received its first major renovation in the 1970s, another in the 1990s and the South Stand was built a decade ago.</p>	
<small>Rugby Football Union. The RFU Rose and the words 'England Rugby' are official registered trade marks of the Rugby Football Union.</small>	
<p>Phone: 0808 168 2519 Email: info@eaststandtwickenham.com</p>	



HISTORY OF TWICKENHAM STADIUM

- 1907 - Land purchased for £5572 12s 6d
- 1908 - Construction of a 30,000 capacity stadium begins
- 1909 - The newly constructed Stadium hosts its first match - Harlequins beat Richmond
- 1910 - First international match at Twickenham - England vs Wales
- 1914-1918 - Play put on hold during WW1
- 1920s - Local schools first use the Stadium for the annual Borough Sports Day
- 1925 - New two-tier North Stand built
- 1927 - East Stand enlarged
- 1932 - West Stand and South Stand expanded. Stadium capacity is now 74,000 standing
- 1938 - BBC carries out first ever live broadcast of a rugby match at the Stadium
- 1979 - Demolition of crumbling South Terraces
- 1981 - New South Stand complete
- 1989 - RFU takes decision to convert Stadium to all seating
- 1991 - North Stand rebuilt
- 1993 - East Stand rebuilt
- 1995 - West Stand rebuilt
- 2006 - South Stand rebuilt
- 2018 - East Stand target date for completion

Rugby Football Union. The RFU Rose and the words 'England Rugby' are official registered trade marks of the Rugby Football Union.

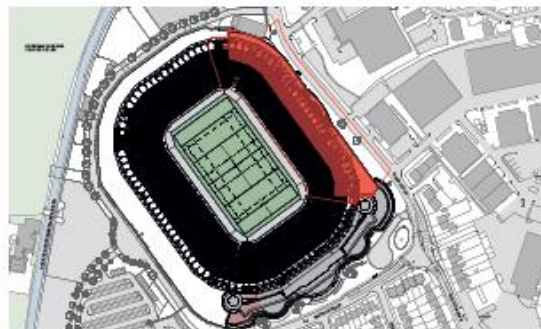
Phone: 0808 168 2519 Email: info@eaststandtwickenham.com



MATCH DAY EXPERIENCE

We want to enhance the match day experience by improving and expanding our existing hospitality facilities within the Stadium.

Currently, we have a limited hospitality offer for Debenture holders and hospitality guests. The new facilities in the East Stand will include restaurants, bars and other hospitality facilities, external terrace space, facilities for Debenture holders, boxes, and catering facilities to support these, as well as improved facilities for everyone attending matches.



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Phone: 0808 168 2519 Email: info@eaststandtwickenham.com



BETTER DESIGN

The exterior of the East Stand will be modernised, creating a more visually appealing facade.

We are not intending to demolish and rebuild the Stand, but rather to extend the mid and upper floors and refurbish the existing facilities.

We propose to reconfigure the inside of the Stand to make better use of the space. This will include cantilevering a roof deck over the lower floor extensions, allowing us to create a concourse area.

The intention is to clad the reconfigured structure, allowing us to significantly improve how it looks. We would welcome your views on these proposed designs.



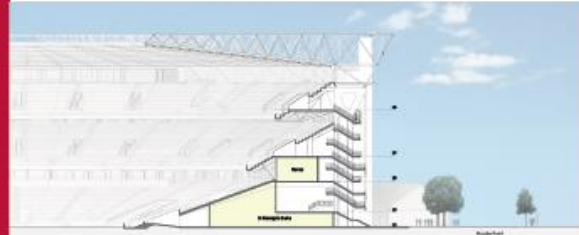
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INDICATIVE SCHEME IMAGES



Side view: Current



Side view: Proposed



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THE RFU IN THE COMMUNITY

The RFU is proud to be part of the Twickenham community. We are committed to creating opportunities and addressing issues of concern to local people.

- We work with over 20 local businesses to supply the Stadium
- We generated over £96m of economic activity within Richmond upon Thames in 2013/14
- We pay £3m a year in local taxes
- We employ over 3,000 people on match days and 500 on non-event days
- We invest approximately £2 million a year keeping crowds safe and alleviating the impact of matches on local residents
- We invest over £100,000 per annum in local community projects and in communicating with our neighbours
- We give residents exclusive access to sales and ticket offers

We support 22 local schools through our Kick Start programme, making an annual financial contribution to each of these, creating rugby-playing opportunities for young people and offering local children the opportunity to visit the Stadium and watch world-class sport for free in the Home of England Rugby.

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NEXT STEPS

Thank you for taking the time to attend today's exhibition on proposals for upgrading the East Stand. Please share your thoughts on the plans with us by completing a feedback form and speaking with one of the team.

We have a Freephone community helpline **0808 168 2519** and email address **info@eaststandtwickenham.com** if you require any further information about our proposals for upgrading the East Stand.

Thank you again for attending today's exhibition.

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Appendix 5 – feedback form



FEEDBACK FORM
East Stand Upgrade
Consultation – May-June 2016

Thank you for taking the time to attend this public exhibition on the Rugby Football Union's (RFU) proposals for upgrading the East Stand at Twickenham Stadium. We would appreciate it if you could take a few minutes to fill out this form and share your views with us. The feedback will help inform our planning application and will be included within a Statement of Community Involvement submitted to the London Borough of Richmond upon Thames with the application.

Based on what you have seen here today, please let us know if you have any comments on:

1. The proposed design of the East Stand

2. The work of the RFU in the local community

3. Management of construction



4. Any other comments:

If you would like to be kept updated, please provide your contact details below:

Please tick the boxes below as appropriate:

Age: Under 19 20-39 40-59 60-79
 over 79

Occupation: student part-time employment
 full-time employment retired unemployed

All comment forms should be returned by 20th June 2016 to: East Stand consultation, FREEPOST reference RTRB-LUUJ-AGBY, c/o PPS Group, Sky Light City Tower, 50 Basinghall Street, London, EC2V 5DE.

Email: info@eaststandtwickenham.com Phone: 0808 168 2519

Disclaimer: Your enquiries and comments will be analysed by PPS (Local & Regional) Ltd on behalf of the RFU. Copies may be made available, in due course, to the relevant planning authorities so they can note your comments. We will, however, request that your personal details are not placed on the public record. Your personal details will be held securely by PPS in accordance with the Data Protection Act 2000, will be used solely in connection with this consultation and any subsequent planning application and, except as noted above, will not be passed on to any third parties.