



Allianz  Stadium

# ALLIANZ STADIUM

A VISION FOR THE FUTURE:  
IMPROVING LOCAL TRANSPORT SERVICES

March 2025

# INTRODUCTION

The RFU is looking to submit planning and licensing applications in spring 2025, which represents the first step of our multi-year plan to make Allianz Stadium a best-in-class, multi-event venue. An essential part of this is our proposals to introduce a range of transport measures that seek to reduce the impact of people coming to and from Allianz Stadium on the local area.

Our strategy primarily aims to enhance existing transport management measures and better promote alternative local rail services to reduce reliance on Twickenham Station. It also seeks to optimise traffic management to ensure the local area returns to business as usual as quickly as possible after an event at the stadium. These interventions have been drafted with support from transport consultants WSP and are informed by the consultation we undertook in October 2024 with local communities.

Provided within this document you can find out more about our plans to:

- Better promote other local rail services (p.3)
- Improve traffic management and reduce the impact of road closures (p.4)
- Review and optimise pedestrian crossings along Chertsey Road (p.5)
- Improve event day shuttle bus service management (p.6)
- Improve event day management at Twickenham Station (p.7)
- Prioritise the local community (p.8)

This is not the end of the conversation, and we look forward to continuing to work with our neighbours in the long-term.

If you haven't done so already, we also encourage you to look at **Our Vision** for the stadium over the coming years. To share your feedback, you can complete our **Survey** which will be running until 4 April 2025.

You can also get in touch with us on:

✉ [info@ourstadiumconsultation.co.uk](mailto:info@ourstadiumconsultation.co.uk) ☎ 0800 307 7561



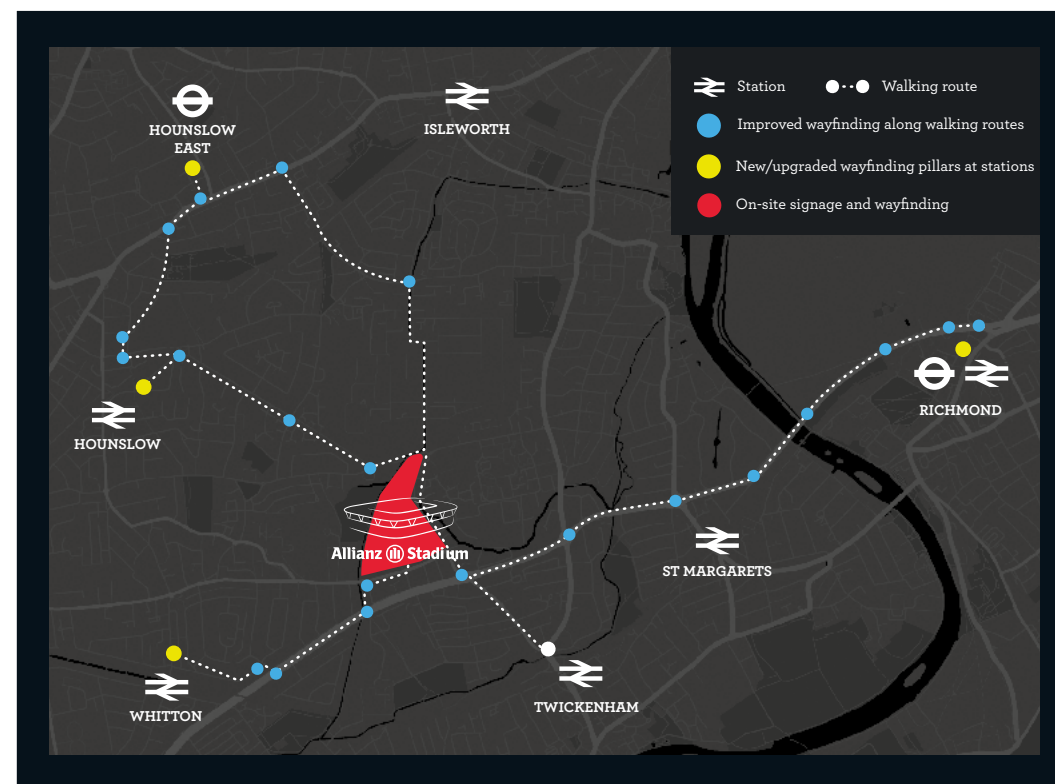
# BETTER PROMOTE ALTERNATIVE TRANSPORT SERVICES

We know the impact of people travelling to and from the stadium can be challenging. Crowding on key local roads and at Twickenham Station places strain on the area and a toll on those who live closest to us.

Our strategy therefore emphasises the importance of improving connectivity, changing rooted behaviours and distributing visitors more effectively across other untapped options on the local public transport network. The aim is to ease congestion and reduce disruption for our neighbours, whilst enhancing convenience for stadium users.

Working with our transport consultants, we have developed a three-point plan:

- 1 Digital ticketing and pre-transport information** – we believe there is an opportunity to enhance pre-event travel information for ticket holders and attendees of upcoming events, helping to influence travel behaviour at the earliest stage of their journey planning. Many people may be attending events at the stadium for the first time, which presents a valuable opportunity to encourage positive changes in travel habits. Typically, visitors assume that using Twickenham Station is the quickest route by rail, but this is not always the case due to delays caused by crowding. As part of this, we are proposing to redesign and improve travel information displayed on our website and app. Where necessary, we will also engage with third-party promoters to discuss how they can implement similar measures for events they are hosting here.
- 2 Enhancing wayfinding** – there are plans to improve wayfinding and signage from Allianz Stadium to all local stations. This initiative aims to make it easier for people to use alternative stations, helping to reduce pressure on Twickenham Station. Additionally, the strategy seeks to enhance on-site signage (which can sometimes be misleading) in order to encourage people to exit events via more favourable routes and avoid congested areas, including Twickenham Station.
- 3 Shuttle bus management** – we already operate an event shuttle bus service transporting visitors to Hounslow East (Piccadilly line) and Richmond (District line) stations; however, we recognise that issues such as slow boarding, delays and crowded services can discourage its use. We are therefore looking to make significant improvements to enhance the service, ensuring more people can travel quickly and safely to nearby major stations. **(See page 6 for more information).**



# IMPROVE TRAFFIC MANAGEMENT AND OPTIMISE ROAD CLOSURES

**In order to effectively manage event-day traffic whilst ensuring pedestrian safety, we routinely close certain roads. Based on feedback from local residents, including our October 2024 survey, we recognise the importance of ensuring these road closures minimise disruption to the local community.**

As the number of events per year increases, we have carefully reviewed event-day data and identified ways to optimise road closures, balancing the needs of both event operations and the local community. Our approach aims to minimise disruption, improve traffic flow and ensure that roads can re-open as quickly as possible.

We are reviewing the location and operation of road closures through the lens of local residents and businesses. This review aims to better accommodate the differing needs of non-sporting events, including concerts, which may be held on weekdays, whilst balancing the need to either maintain or swiftly return to normal operations. As a result, the RFU is exploring a 'Road Closure Lite' approach where possible to minimise disruption.

## **Our key areas of focus include:**

- **Enhancing communication with our neighbours and the wider community** by providing clear, advance notice of upcoming events and road closures via multiple channels, including the stadium's official website, social media and direct email updates.
- Managing non-sporting events involves accommodating flatter arrival profiles, meaning **road closures should only be implemented when absolutely necessary** during peak periods to give priority to local residents.
- Deploying **additional traffic management** when needed to help manage vehicle access for spectators and residents, particularly during the evening rush hour as people arrive for concerts, and late at night when events finish.
- **Tailoring road closures** to suit the unique requirements of concerts versus sporting events, ensuring a more flexible approach for businesses and residents.
- **Maintaining resident access** wherever possible for properties within the closure area. The allocation of resident and business road closure passes is being considered. This would allow people to display their passes and navigate through certain areas of the closures during events.
- **A review of local Controlled Parking Zones (CPZ)** will be undertaken to ensure that the current strategies continue to discourage disruptive event day parking and waiting.
- **A review of kerbside traffic management** to mitigate disruptive drop-off and pick-up activity during events.

It is important to note that traffic management will differ between sporting and non-sporting events due to variations in event timings. For example, concerts typically finish later in the evening, when background traffic levels are lower, allowing for a more tailored approach.

# OPTIMISE THE A316 CHERTSEY ROAD CROSSING

**We want to ease the congestion experienced by pedestrians along Whitton Road on event days, and in turn know this will help to solve some of the noise and overcrowding that impacts those living along this thoroughfare.**

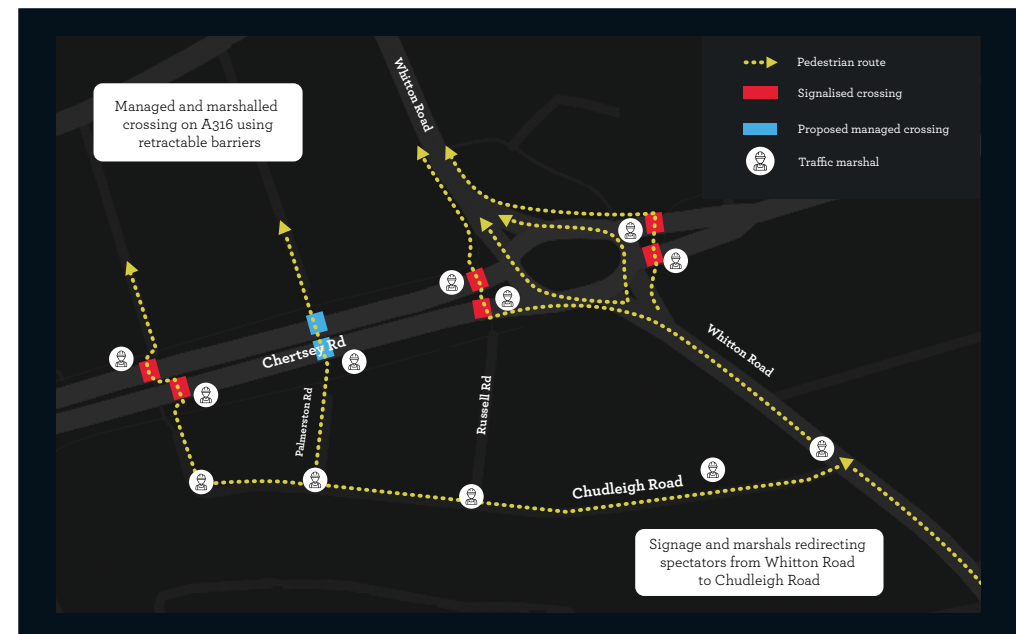
We are therefore looking at how we can better distribute people coming to and from events, and enhance our stewarding practices. This should, in turn, help people cross the A316 more efficiently, reducing queues and allowing traffic to resume normal flow sooner.

To help ease congestion on Whitton Road, we believe there is an opportunity to direct more spectators west via Chudleigh Road and Palmerston Road, while also encouraging the use of additional crossing points along the A316.

We know this will only work if pedestrian movement is properly managed, so we are committed to increasing the number of stewards patrolling these routes.

**This strategy, while redirecting more spectators via Chudleigh Road and Palmerston Road, will help to bring wider benefits on event days, including:**

- Allowing more spectators to cross the A316 at once, helping to **reduce pedestrian crowding on Whitton Road and traffic congestion on the A316.**
- Moving spectators from the stadium to the station more quickly, **shortening the time road closures need to be in place** after an event.
- **Increasing steward presence** along Chudleigh Road and Palmerston Road to help manage crowd behaviour.
- Creating a **smoother experience for spectators** on arrival at and departure from the stadium, by improving crowd flow and reducing congestion.



# IMPROVING EVENT DAY SHUTTLE BUS OPERATIONS

Our existing shuttle bus services are designed to help people quickly and easily access local transport services at Richmond and Hounslow East stations. All too often, however, we are aware that these services can become inefficient and overcrowded, leading to delays and meaning they are not as effective or well-used as they should be.

Working with our providers we want to change this by improving the boarding process and through the introduction of better traffic management. Getting people on buses quicker and more efficiently will in turn reduce the reliance on cars or Twickenham Station.

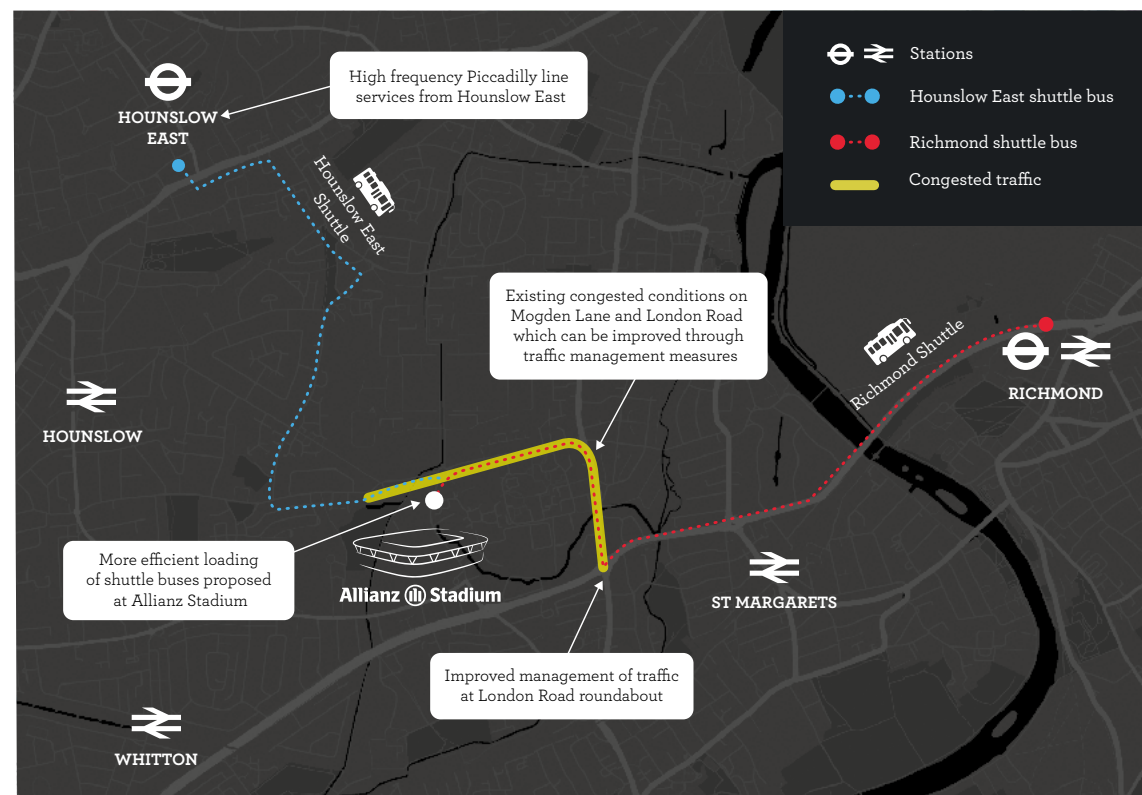
There is an opportunity to enhance the efficiency of the shuttle bus boarding process after events, ensuring that more than one fully loaded bus can depart immediately once an event finishes.

Additionally, optimised traffic management measures will help reduce congestion and improve journey times along the shuttle bus routes. Data from previous events confirms that the London Road roundabout is a primary congestion point, causing traffic to back up to Mogden Lane and the Tesco roundabout.

By improving shuttle bus operations and traffic management, this intervention will ensure smoother traffic flow and minimise delays.

## Key benefits of these measures include:

- 1 Reduced congestion** at the London Road roundabout and surrounding areas.
- 2 Faster journey times** for all road users, including shuttle buses and general traffic.
- 3 More efficient** boarding processes for shuttle bus passengers.
- 4 Better accessibility** to Hounslow East and Richmond stations by providing an easier and more convenient alternative to walking.



# IMPROVING TWICKENHAM STATION MANAGEMENT

**Twickenham Station is already closely managed during events at Allianz Stadium and the number of train services at the station is increased to boost capacity.**

That said, whilst the current operation is effectively managed, the RFU team, in collaboration with South Western Railway (SWR) and station staff, is exploring ways to further optimise station management to maximise train loading within the permitted platform waiting time. This optimisation will focus on reducing queuing times to return the station to business as usual at the earliest opportunity.

## We are currently exploring:



### Existing management:

Twickenham Station is already well-managed during events at Allianz Stadium but we are working to identify opportunities to continue to improve plans.



### Train services:

On event days, the number of trains serving Twickenham is already at maximum capacity, with additional services scheduled to meet demand. However, we're exploring further opportunities to enhance services, such as increasing the number of carriages where possible.



### Collaborative approach:

Operations are coordinated with SWR and station staff to ensure efficiency and we're continuing to review how we work together to enhance station management.



### Optimisation efforts:

The optimisation will focus on ensuring each train departs the station at full capacity within its permitted waiting time in order to reduce queuing and disruption at the station.



# COMMITMENTS TO THE LOCAL COMMUNITY

**The RFU actively seeks and listens to community feedback and, where possible, responds to concerns.**

**We recognise that interventions such as road closures can create difficulties for local residents and businesses during events. To address this, we are reviewing strategies with the aim of restoring normal operations as quickly as possible while delivering tangible benefits to the local community.**

As part of the application, the introduction of additional concerts would create the opportunity to establish a new community improvement fund. This fund, generated from a portion of revenue from concerts, would be managed by the RFU in collaboration with community representatives to ensure money is invested directly into the local community.

The fund could be spent on a wide variety of improvements, with local transport infrastructure being one focus. Potential enhancements could include improved footways, new cycling infrastructure, signage, lighting and public realm enhancements such as benches, bins, and trees across the borough. These upgrades would primarily benefit the local community year-round.

Since this fund is a new initiative associated with the application, we welcome community input through our survey on how the money raised could be invested back into the local community.





# PLANNING FOR THE FUTURE

**We are pleased to be able to share where we are in our thinking as we look to improve access to and from Allianz Stadium on event days, and ultimately better manage our impact on the area.**


This is not, however, the end of the story and we will continue to review and assess this over the coming years, working closely with our local neighbours, Richmond and Hounslow Councils, Network Rail, South Western Railway, Transport for London and others.


At this time, we are asking all those who live near or visit the stadium regularly to provide us with your feedback. To do this you can complete our **Survey** which will be running until 4 April 2025.

It may be useful to also review **Our Vision** for the stadium over the coming years if you haven't done so already.



**You can also get in touch with us:**

 [info@ourstadiumconsultation.co.uk](mailto:info@ourstadiumconsultation.co.uk)

 0800 307 7561



**Allianz**  **Stadium**