

# Being the best neighbour we can be

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Residents' Audit feedback report

January 2026



# Introduction

We know matchdays and events have a real impact on those who live nearby, and so we set out to operate under one simple principle: **to be the best neighbour we can be.**

That means listening when things do not work, being visible and accessible on event days, and continually improving how we plan, manage and communicate our operations.

To this end, over the Autumn Nations series in November 2025, we undertook a comprehensive audit of our matchday operations locally, to understand local views and respond by improving what we already do.

We are delighted that around 1 in 5 households from our neighbouring streets directly took part, giving us a real understanding of views in the local area.



**Alex Cohen,**  
Stadium Development Director

This is not the end of the conversation. We want to encourage everyone to continue to share any other questions or suggestions you have.

To hear more and stay up to date, please sign up to our mailing list via our website: [ourstadiumconsultation.co.uk](https://ourstadiumconsultation.co.uk)

# Areas of interest: how we broke the feedback down

Local postcodes (TW1 1 & TW2 7)



8,318 households in total

Zone Ex



1,371 households in total

Hyperlocal (door-knocking area)



761 households in total

\*Zone Ex is a temporary area around the stadium that is used on event days to help the Council and police manage crowds, safety, traffic and behaviour.



# Resident's Audit: Who engaged with us

483 survey completions:

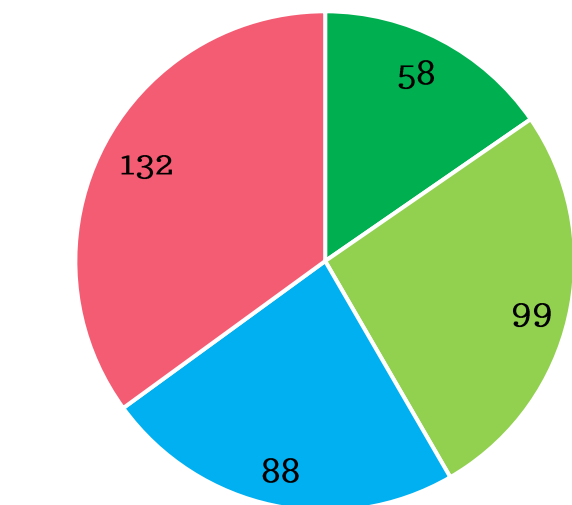
- 336 within TW1 1 / TW 2 7 (c.4% of households)
- 199 within Zone Ex (c.15% of households)
- 162 'hyperlocal' area - *c.21% of households (shown right)*

527 homes visited  
145 conversations



# Matchday experience

Local postcodes (TW1 1 & TW2 7)



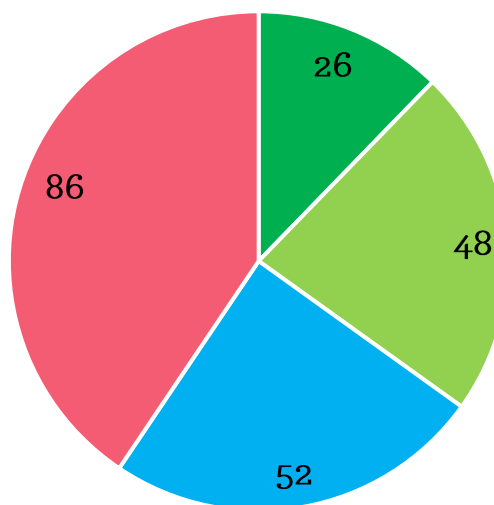
■ Excellent  
■ Good  
■ Adequate  
■ Poor

42%  
positive

35%  
negative

23%  
neutral

Zone Ex

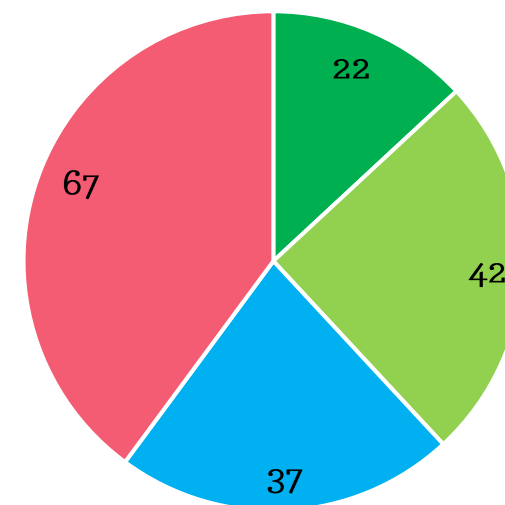


37%  
positive

40%  
negative

23%  
neutral

Hyperlocal (door-knocking area)



38%  
positive

40%  
negative

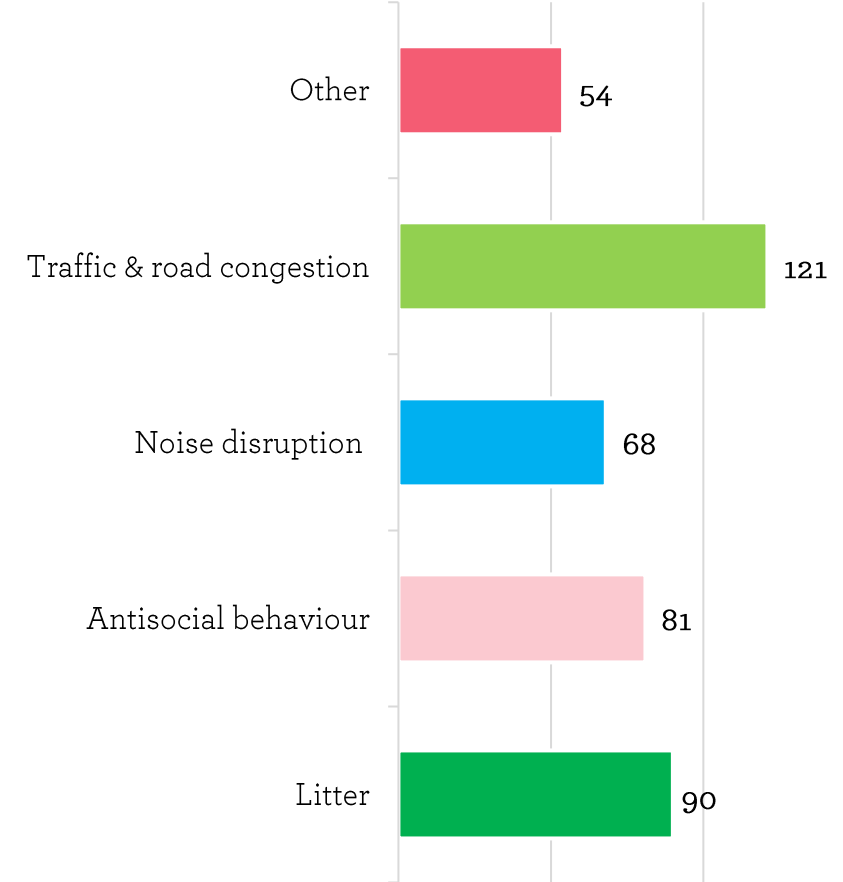
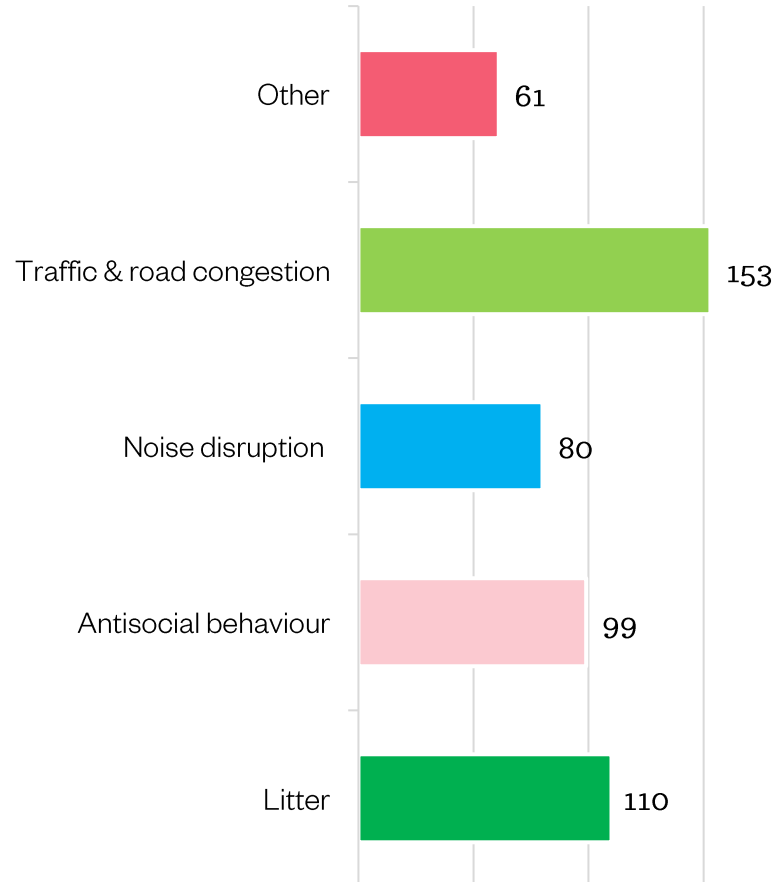
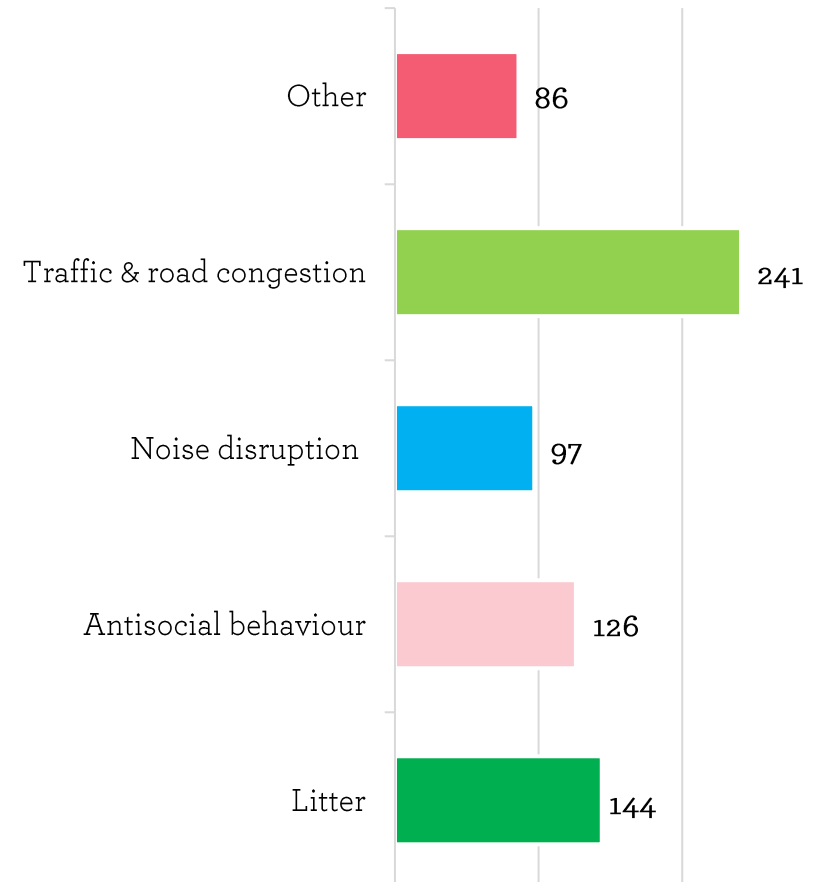
22%  
neutral

# Key concerns

Local postcodes (TW1 1 & TW2 7)

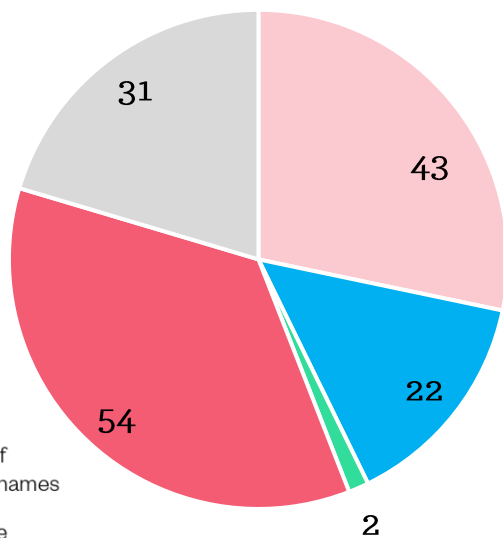
Zone Ex

Hyperlocal (door-knocking area)

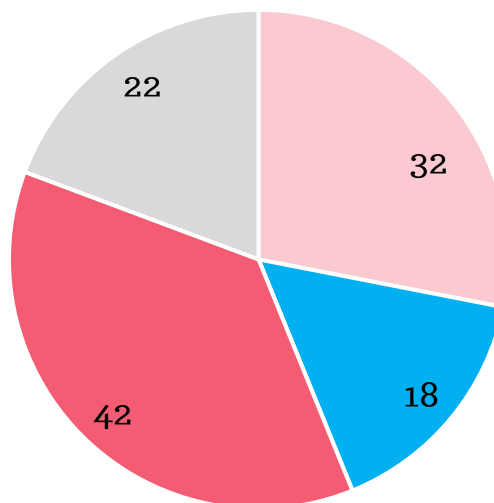


# How matchday issues are reported

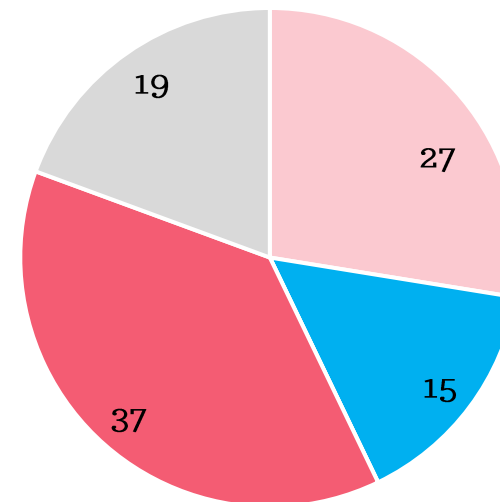
Local postcodes (TW1 1 & TW2 7)



Zone Ex



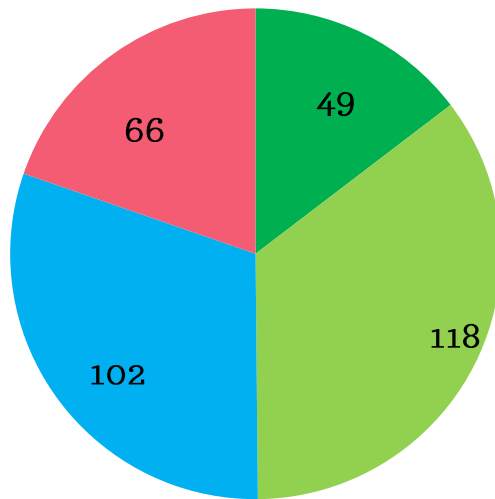
Hyperlocal (door-knocking area)



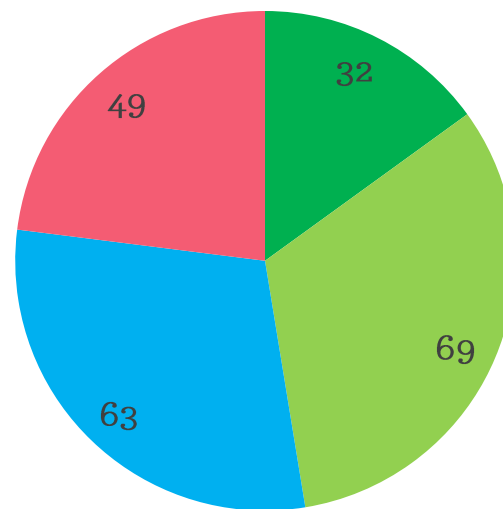
- London Borough of Richmond Upon Thames
- Metropolitan Police
- Network Rail
- RFU
- Other

# Confidence in where to find matchday operations guidance

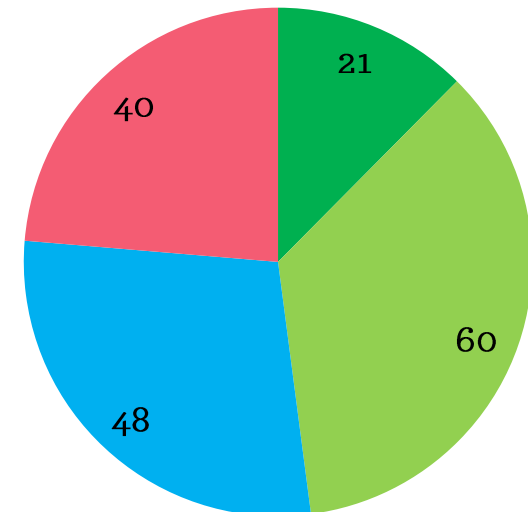
Local postcodes (TW1 1 & TW2 7)



Zone Ex



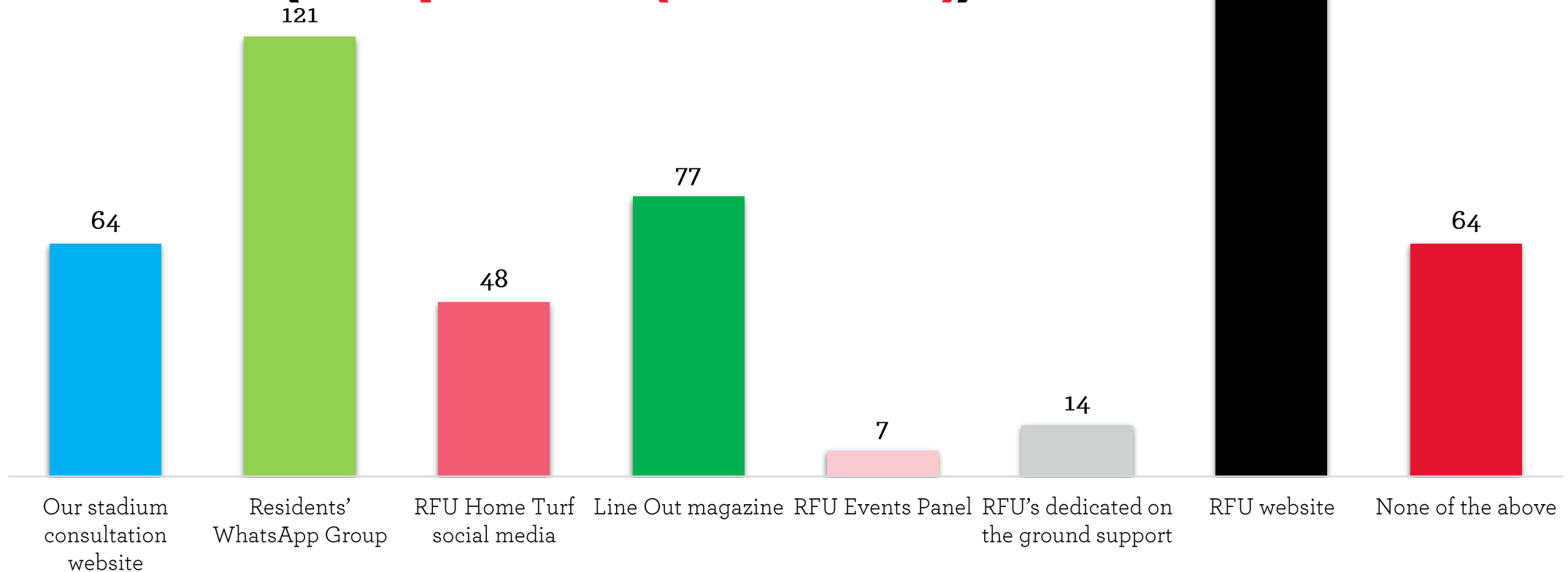
Hyper local



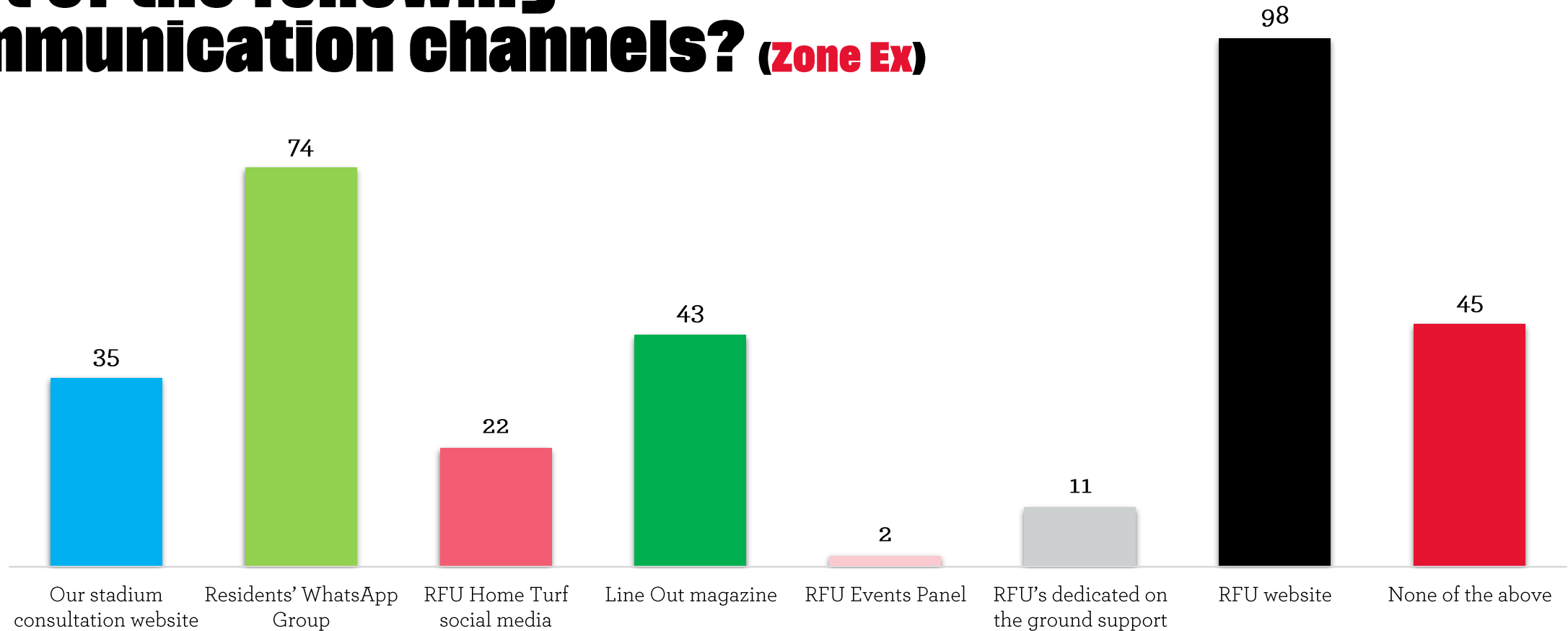
Very confident  
Confident  
Unsure  
Not confident at all



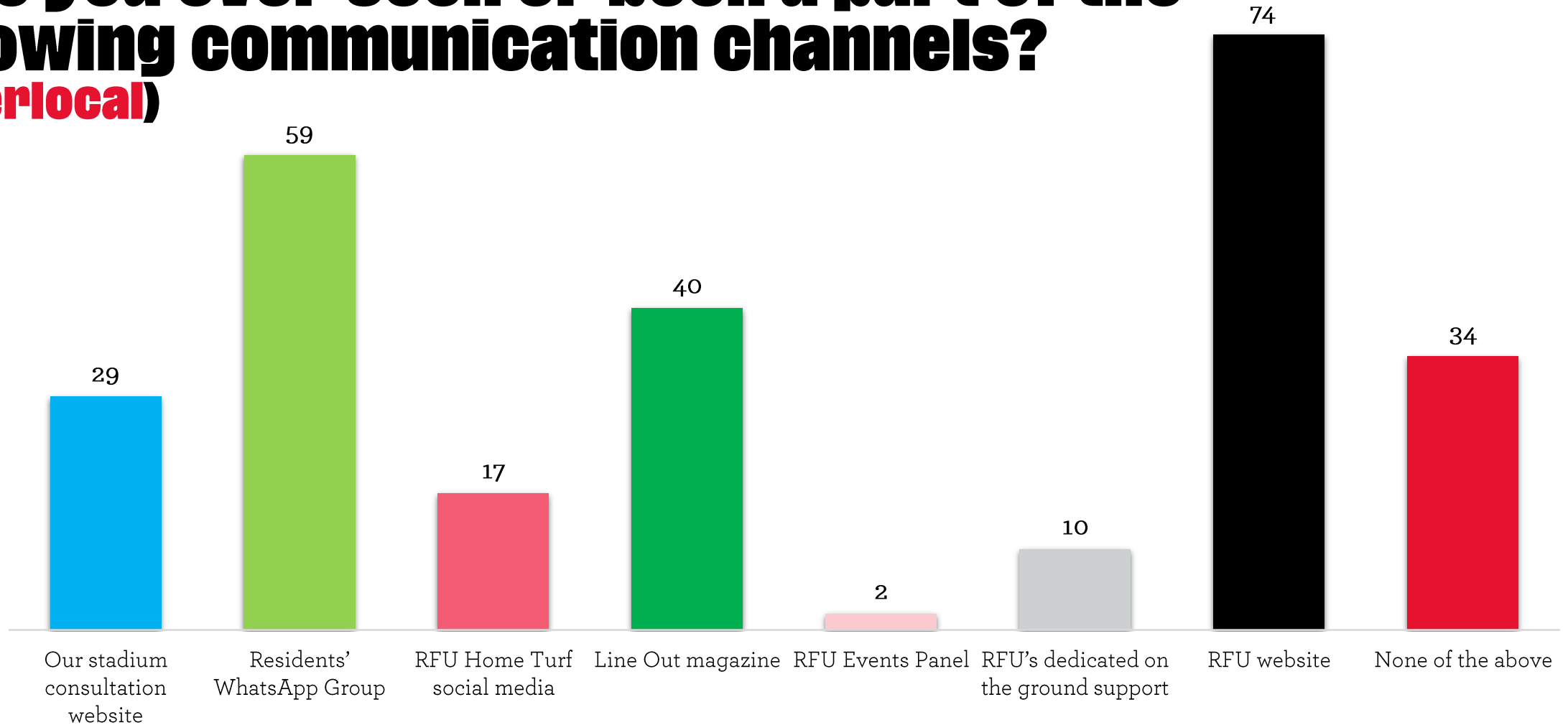
# Have you ever seen or been a part of the following communication channels? **(Local postcodes (TW1 1 & TW2 7))**



# Have you ever seen or been a part of the following communication channels? **(Zone Ex)**



# Have you ever seen or been a part of the following communication channels? (Hyperlocal)



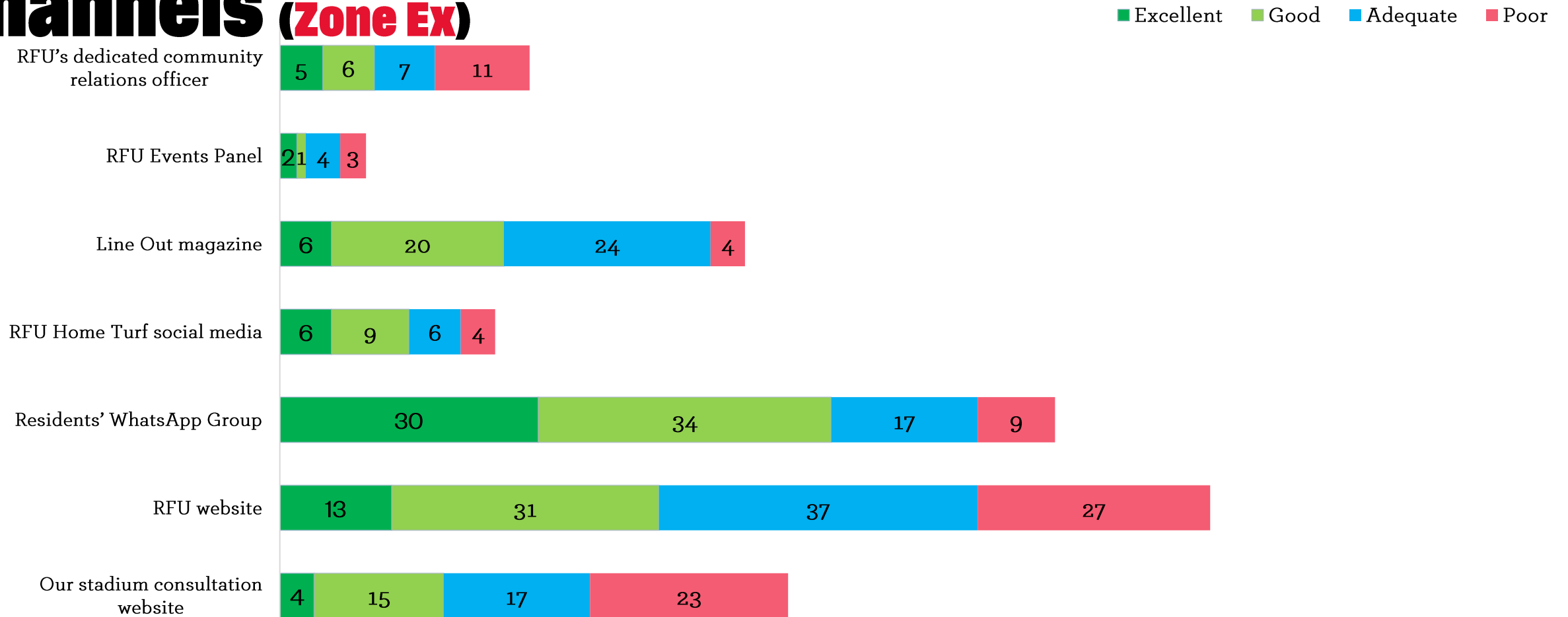
# Satisfaction with communications channels

(Local postcodes (TW1 1 & TW2 7))

Excellent Good Adequate Poor

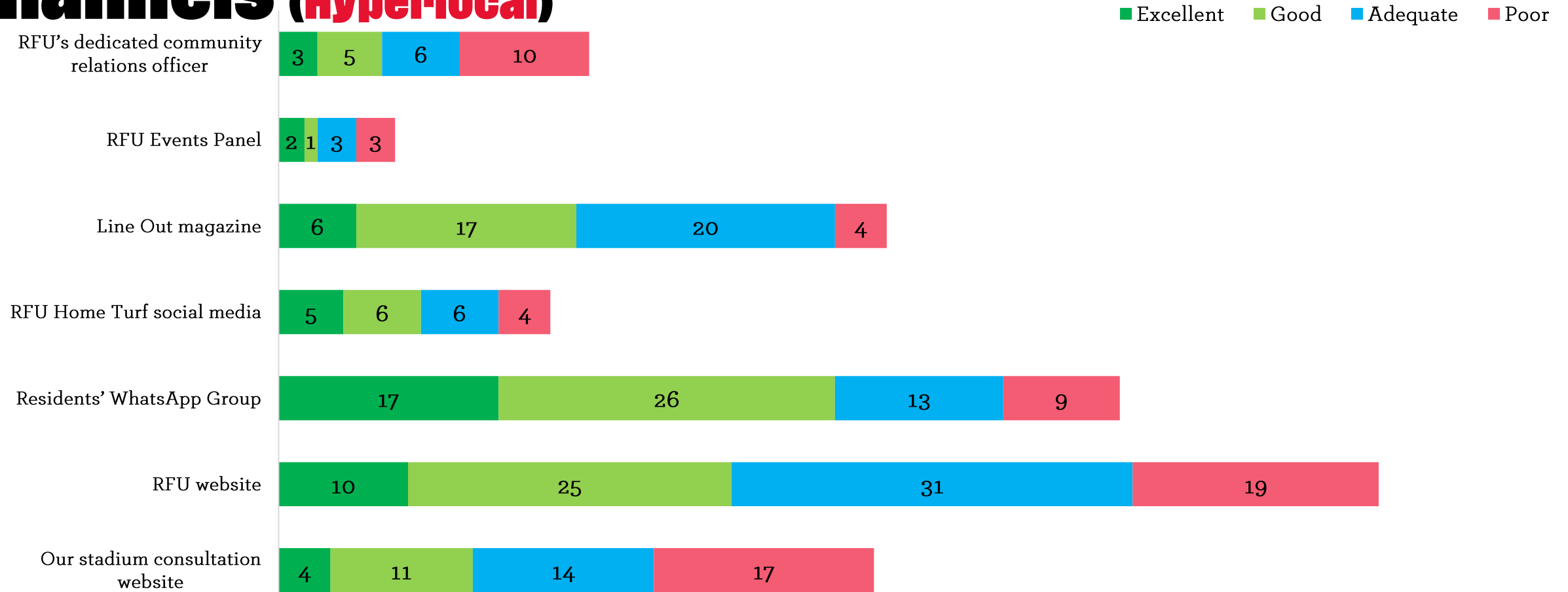


# Satisfaction with communications channels (Zone Ex)





# Satisfaction with communications channels **(Hyperlocal)**



# Other comments – themes

**92**

Road closures

**23**

Praise of  
clean-up  
teams

**88**

Traffic &  
congestion

**74**

Antisocial  
behaviour

**42**

Noise

**56**

Public  
urination

**64**

Crowd  
management &  
stewarding

# Other comments – themes cont'd

**15**

Negative  
view of  
clean-up

**33**

RFU  
engagement

**26**

Resident  
benefits

**51**

Twickenham  
Station

**47**

Unclear  
information

# Next steps

We would like to thank everyone for their patience while we continue to evolve our thinking. We know matchdays and events have a real impact on those who live nearby, and we are committed to improving how we manage them and being the best neighbour we can be.

## Keep in touch



To hear more and stay up to date with the project, please sign up to our mailing list via our website: [ourstadiumconsultation.co.uk](https://ourstadiumconsultation.co.uk)



You can also reach us on:  
[info@ourstadiumconsultation.co.uk](mailto:info@ourstadiumconsultation.co.uk)

# Residents' event day guide

Our stewards are available to help with litter picking and jet washing at the convenience of residents. Naturally, we are not allowed to access properties without permission, so please do contact us if you require this service.

In the event of an emergency which requires emergency services, or there is a crime being committed, call 999.

## How to contact the RFU on a match day

- Text or call our match day community hotline: **07894 814 180**. Texting is the quickest and most effective way to resolve any issues you have. (Operates from 2 hours before kickoff, until all roads are open after the final whistle)
- Email our dedicated community email address on **twickenhamcommunity@rfu.com**

## Keep in touch

- Residents' WhatsApp group provides the latest matchday information, including road closures and reopenings and transport. Scan the QR code to join.
- Stay updated on the day via X or Facebook @rfuhometurf or on the website here: [englandrugby.com/the-rfu/twickenham-community-support](https://englandrugby.com/the-rfu/twickenham-community-support)

