



England
Rugby

WE WANT TO HEAR YOUR THOUGHTS ON THE FUTURE OF OUR STADIUM

Allianz Stadium (formerly Twickenham Stadium) has been the home of England Rugby for well over a century.

The stadium generates around 90% of the Rugby Football Union's (RFU's) revenues, with all profits re-invested into the game of rugby across England, from grassroots right up to our national teams, as well as locally in our surrounding communities.

Like all stadia of its age, Allianz Stadium needs a level of continual investment and refurbishment. However, with the pitch and stands remaining empty for as many as 340 days a year, we must seek other revenue streams to make these improvements whilst continuing to invest in the game.

We are therefore exploring the potential of hosting more non-sporting events at the stadium, including concerts that can attract the world's best artists. Increasing the number of event days would also allow us to invest further in improving the game day experience for local residents and make the stadium more of a community asset.

We are still early in this process, and to help inform our thinking we are launching a new website and survey on the future of the stadium. **Find more information overleaf, as well as details of how to get involved.**

SHARE YOUR THOUGHTS



Currently, we are limited to hosting no more than three concerts per year, with a significantly reduced capacity and limitations on when these can be held. To deliver the revenue we need, we would like to increase this to fifteen per year. We are also looking at the capacity of these events and when they can be held.

We want to hear the views of our local communities about these potential changes as we begin speaking to Richmond and Hounslow councils, Transport for London, South Western Railway and other key stakeholders.

We want to hear how people view the stadium today, whether they visit (or would like to in the future), how we can improve their experience and what other facilities the stadium could offer for local communities. If we were to host more events, we also want to understand what local people would most like to see.

To find out more about our plans and have your say via our survey, please visit our website.

Scan the QR code or visit ourstadiumconsultation.co.uk

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If you or someone you know needs this communication in another language or format, such as large print, Braille or audio, please call **0800 307 7561**.

