

THE FUTURE OF OUR STADIUM: FEEDBACK FROM OUR FIRST CONSULTATION

February 2025

Introduction

In October 2024, the RFU launched a consultation to better understand perceptions of Allianz Stadium and to introduce our ambition to host more non-sporting events. We wanted feedback on what works well now and what might need improvement in the future as we consider how the stadium is used going forward.

On behalf of everyone at the RFU, I wanted to take this opportunity to thank all those who took the time to provide us with their feedback. We received a tremendous response, with over **3,300 completed surveys** from our neighbours, regular visitors and the rugby fanbase.

This is one of the most exciting points in the history of this stadium, and your feedback will help to inform its future. We now look forward to speaking with many of you over the course of the next twelve months as we consider and develop our plans further.

Alex Cohen,
Stadium Development Director



Keep in touch

We are dedicated to consulting widely with our neighbours and rugby fans.

To hear more and stay up to date, please sign up to our mailing list via our website:

www.ourstadiumconsultation.co.uk

Who took part?

We advertised our consultation widely with the goal of gathering views from as many people as possible about their match day experience and our ambition to host more non-rugby events.

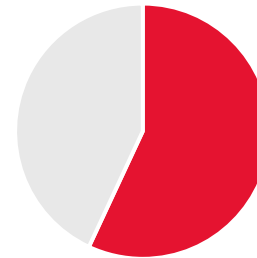
You may have received one of the 50,000 flyers we issued locally, read about the consultation in the press or on social media, or seen the posters we placed around the area.

A total of **3,365 people** filled in the survey. Of those, **57% lived within a 15-minute walk of the stadium**, and **39% identified as rugby fans**. Most people that visit the stadium do so between **one and five times a year**.

Predominantly, those of you who visit Allianz Stadium **come for rugby matches over other events**, though many of you mentioned that you have **also visited for a concert before**.

3,365

Total respondents to
the survey



57% live within 15
minutes of the stadium
(15% within 5 minutes)



40% visit the stadium at
least once per year

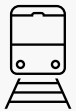
What did we hear?

We received a lot of useful feedback. The key themes that emerged from this feedback have been summarised below:

Generally, **people are satisfied with how we manage event days** and with the atmosphere at Allianz Stadium– albeit there is room for us to improve:



Parking and traffic on event days, and the impact this has on our neighbours.



Local public transport services, and access to the stadium.



Our focus on the behaviour of fans leaving the stadium.

Other themes shared across the feedback include:



Our neighbours want **better access to tickets for major events taking place** at the stadium.



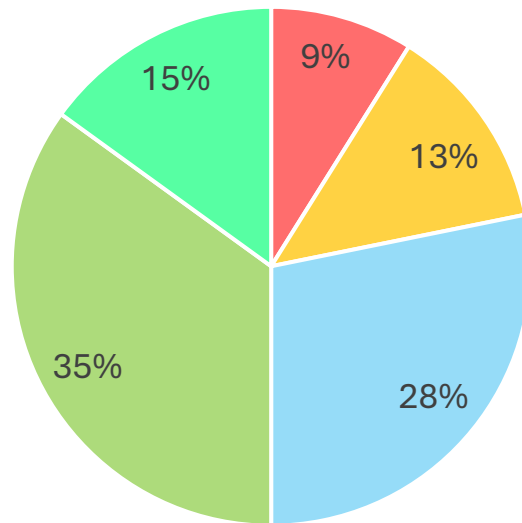
Broad support for more well managed events, with concerts being seen as a popular way to diversify the non-sporting offer at the stadium and open it up to new audiences.



A consensus that **the stadium is good for the area by increasing spending and footfall** in local businesses.

Your current experience

What is your current experience of the stadium and the surrounding area on game and event days?



■ Not satisfied at all ■ Dissatisfied ■ Neutral ■ Satisfied ■ Very satisfied

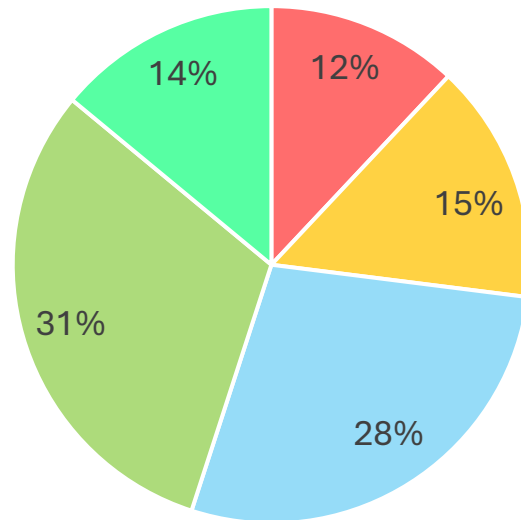
It was great to see that so many of you are pleased with the current game and event day experience, with **50% of those surveyed saying they were 'satisfied' or 'very satisfied' in response to this question**, and a further 28% saying they were neutral.

It is clear however that there is still work to do, particularly for those who live nearby. We heard **your concerns about public transport, road closures and the behaviour of fans**, and want to work to make improvements where possible.

Ultimately, we want everyone who visits Allianz Stadium now and in the future to see this as one of the highlights of their year. We also want to minimise any impact on our closest neighbours and play a positive and active role in supporting our community.

Residents within 15 mins' walk

What is your current experience of the stadium and the surrounding area on game and event days? - Our community



■ Not satisfied at all ■ Dissatisfied ■ Neutral ■ Satisfied ■ Very satisfied

We also closely examined what our neighbours specifically thought of both the stadium and event days.

Of those living within a 15-minute walk of Allianz Stadium, **45% said they were either satisfied or very satisfied with the current experience** of the stadium and surrounding area on game and event days. A further 28% responded neutrally.

We also received additional written feedback that allowed people to expand on their answers which we continue to take time to consider further.

Improving the experience

The feedback we received contained lots of great ideas and suggestions. We continue to look at these comments in detail to better understand what we can do today to improve the experience for residents and visitors, and what we can do over the longer-term. We'll have further information about this when we continue our consultation later this year and we are starting now by looking closely at:

- 1 Making local transport improvements**, including how we better disperse people away from the stadium after events, addressing parking concerns and encouraging active travel, such as walking or cycling.
- 2 Considering how we phase the increase in the number of non-sporting events we hold at the stadium**, and what measures would need to be put in place to reach our ambition of 15 per year.
- 3 Looking at a ticket ballot for our community to receive wider access to both rugby and non-rugby events**, looking at both the number of tickets available and access to purchase tickets.
- 4 Considering how to better reinvest some of the profits from non-sporting events into non-rugby causes in our local community.**

Next steps

This survey was just the first step in the journey as we look to improve Allianz Stadium and match day experience for our neighbours and visitors in the longer-term.

Our intention is to present back a more detailed vision in the spring for how we manage the increase to the number of non-sporting events we host here, alongside potential wider upgrades to the stadium, at which point there will be further opportunities for you to provide your feedback. This will include in-person events ahead of any application being submitted so you can meet the team and let us know your thoughts.

We hope to see as many of you then as possible and, in the meantime, we will continue to review the feedback and ideas we have received so far.

Keep in touch

To hear more and stay up to date with direct updates, please sign up to our mailing list: www.ourstadiumconsultation.co.uk

You can also reach us on info@ourstadiumconsultation.co.uk.

