

# **A VISION FOR THE FUTURE:**

## FEEDBACK FROM OUR SECOND CONSULTATION

June 2025

# Introduction

In March 2025, we hosted a second phase of consultation on our long-term vision for Allianz Stadium. This allowed us to set out our aspirations to enhance its reputation as a world-class venue for sport and entertainment, and the role that increasing the number of major non-sporting events we host here will play in funding these ambitions.

It was great to meet and speak with so many local residents, Allianz Stadium visitors, and rugby fans as part of this process. **We met over 300 of you at our public exhibitions and heard feedback from over 680 of you via our survey.** The feedback provided was invaluable as we work to improve the event day experience for our local community, neighbours, and guests.

As we now look ahead to undertaking the formal planning and licensing process, I want to thank everyone who attended an event or completed a survey to share their views. We are committed to continuing our engagement with residents and stakeholders, and I look forward to speaking with many more of you soon.



**Alex Cohen,**  
Stadium Development Director

## Keep in touch

We are dedicated to continuing conversations with our neighbours and rugby fans.

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)

# Who took part?

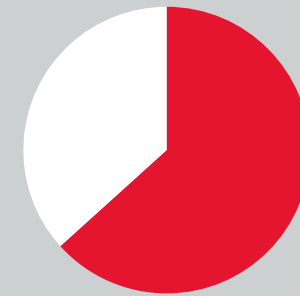
In order to gather feedback from as many people as possible, we publicised our consultation in a variety of ways. This included distributing over 50,000 flyers to local addresses, placing ads in local news outlets and engaging with people on social media.

In total, we received **684 completed surveys** during the consultation window, and **303 people** attended our in-person consultation events.

While most participants were local residents, we were pleased to also hear from rugby fans and stadium visitors who took part in the events or completed the survey.

# 684

Total respondents  
to the survey



## 63%

live within 15 minutes  
of the stadium  
(16% within 5 minutes)



## 30%

visit the stadium  
regularly

# What did we hear?

Based on the feedback we received, we identified four key takeaways:

1

The feedback was positive with broad support for our long-term aspirations to enhance Allianz Stadium's reputation as a **world-class venue for sport and entertainment** and the value this would bring to rugby and the local area.

2

There was **support for the principle of hosting more non-sporting events** to generate the funding needed to meet our ambitions, although people have reinforced the importance of these being well-managed, particularly in terms of transport and anti-social behaviour.

3

Our **proposed improvements to the local transport network** were generally supported by both local residents and visitors, but there was a perception that we need to continue to look at this going forward.

4

Residents have said that while a community fund and more local ticket access is greatly welcomed, we should **continue to work with them** to ensure Allianz Stadium remains a valued local asset.

# Key themes of feedback

We received a lot of useful detailed feedback from local residents, rugby fans, and stadium visitors. Across the feedback received, some more specific areas of interest emerged. These have been grouped into themes below:



Our neighbours want better access to tickets for major events taking place at the stadium, although are pleased to see the progress made on this already.



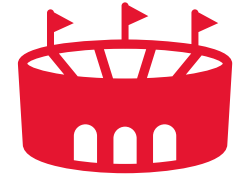
There was general support for our proposed transport interventions, but people would like us to continue to look at this in the long-term.



In particular, local residents said that they would be supportive of roads reopening quicker after events.



People were particularly pleased to see the proposed community enhancement fund and made suggestions about how this should be managed and spent.

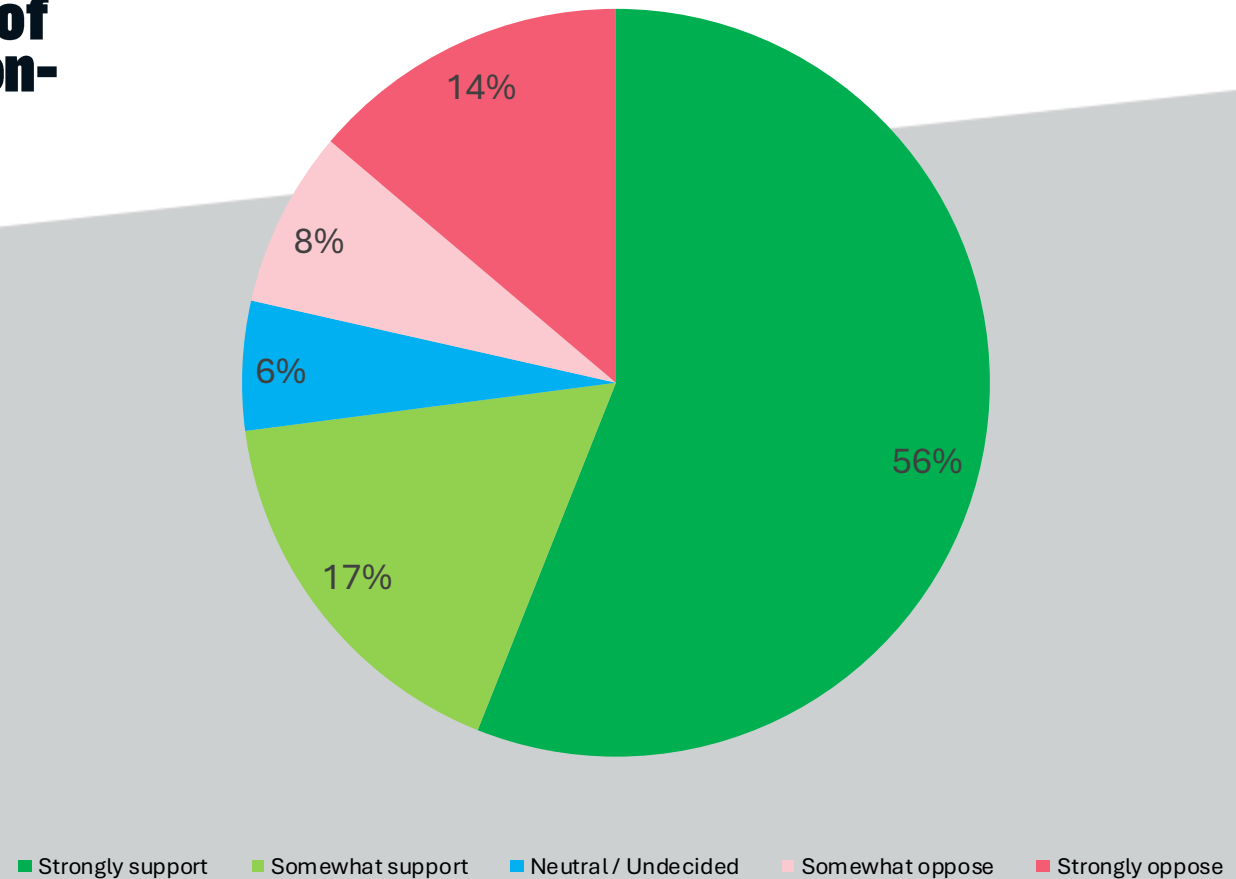


There were comments about the usage of Allianz Stadium – specifically suggestions around making better use of a stadium for community-focused events.

## To what extent do you support the RFU's vision to ensure the stadium remains a secure source of income, by increasing the number of major non-sporting events hosted at the stadium?

It was great to see such wide support for our ambition to increase the number of major non-sporting events held at Allianz Stadium.

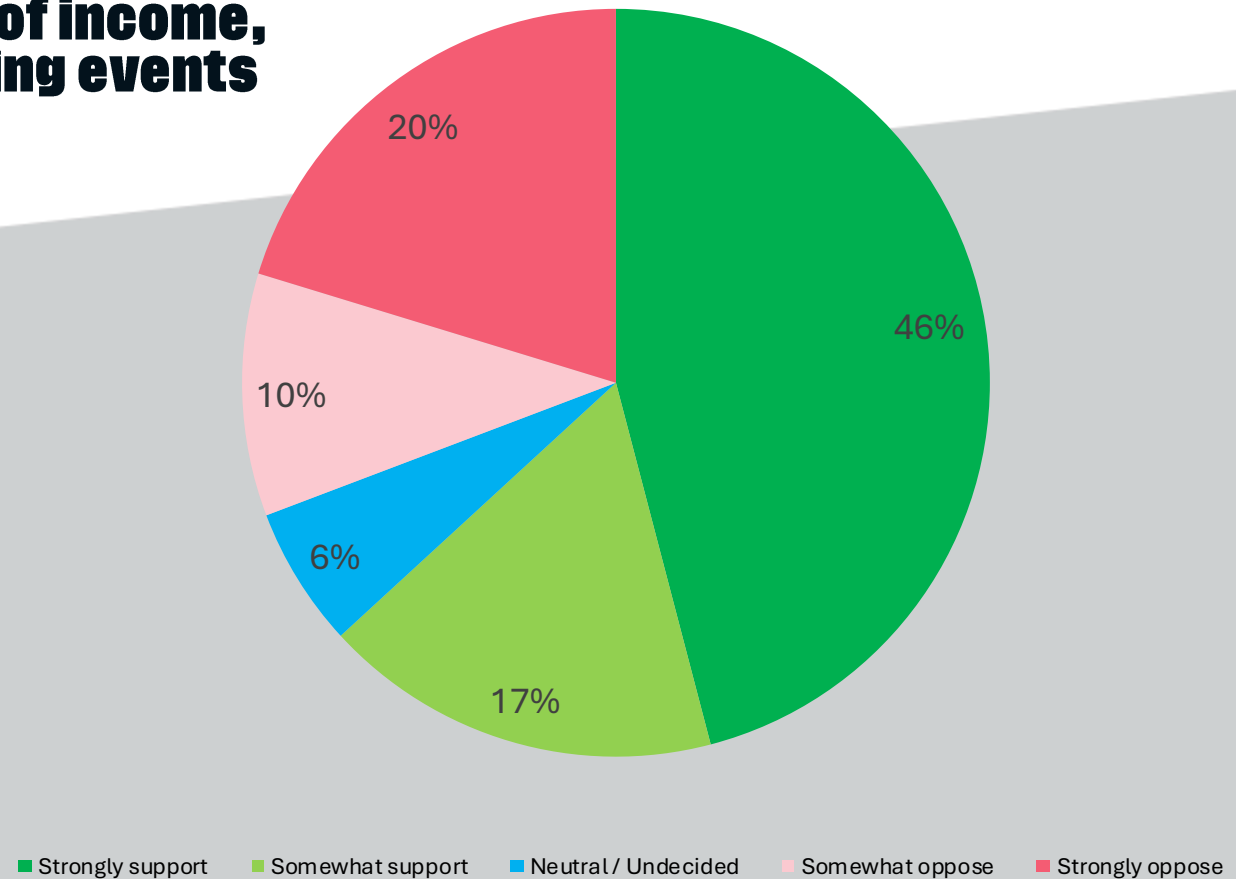
A total of 73% of survey respondents supported our vision – with 56% strongly supporting and a further 17% somewhat supporting the proposals.



## To what extent do you support the RFU's vision to ensure the stadium remains a secure source of income, by increasing the number of major non-sporting events hosted at the stadium? - Local residents

Local residents were defined as those living within either a 15-minute or a 5-minute walk of the stadium. Of these, **63%** supported our vision (46% strongly support and 17% somewhat support).

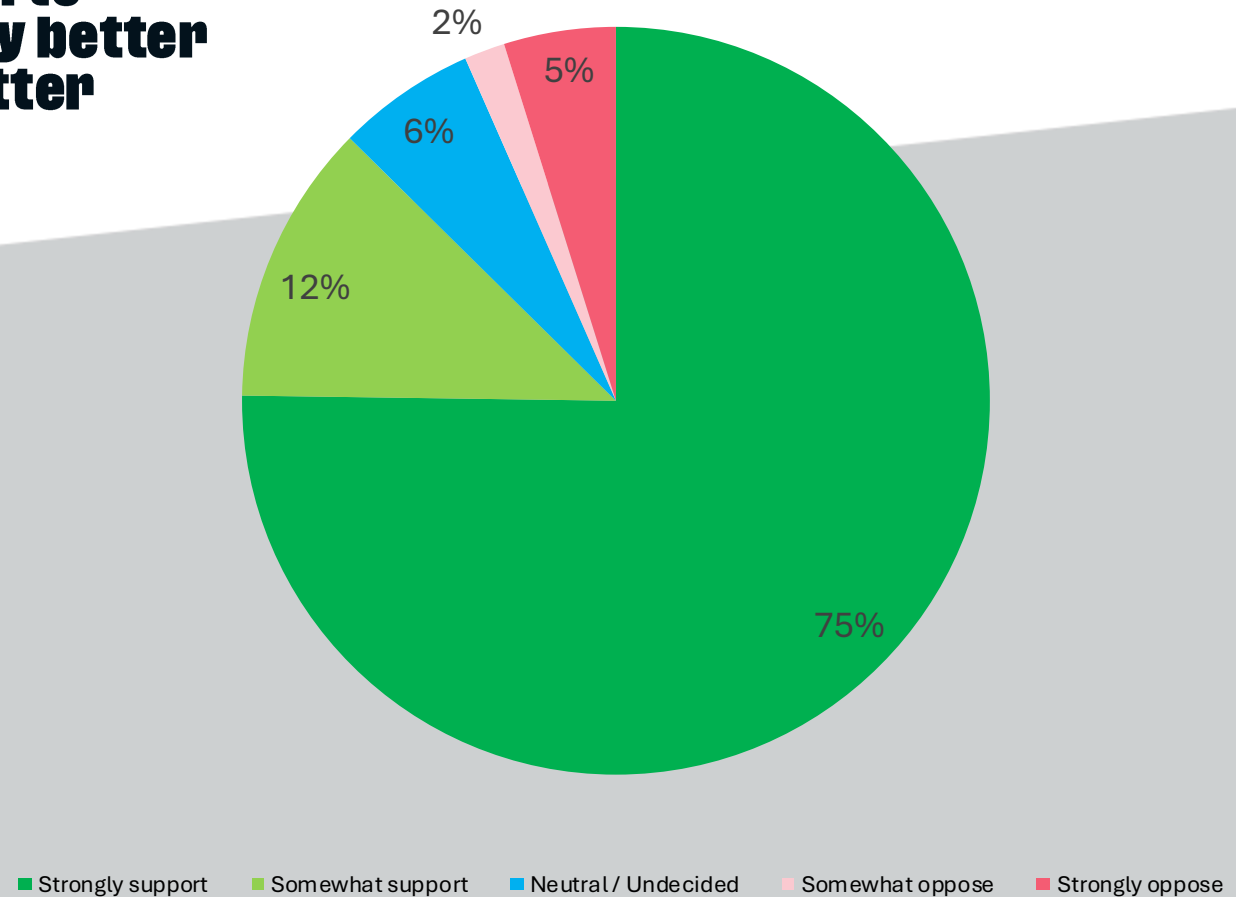
Among survey respondents living within a 5-minute walk specifically, opinions were more evenly split, with **46%** supporting and **46%** opposing the increase in non-sporting events.



## To what extent do you support the RFU's vision to improve local transport services, including by better promoting travel options, and introducing better traffic and crowd management?

As part of the plans, we are looking to improve local transport services on event days by improving connectivity and distributing visitors more effectively across the local public transport network, aiming to ease congestion and reduce disruption.

Our proposed improvements to local transport services were well received by those who completed our survey. **87%** supported these changes (75% strongly support and 12% somewhat support).



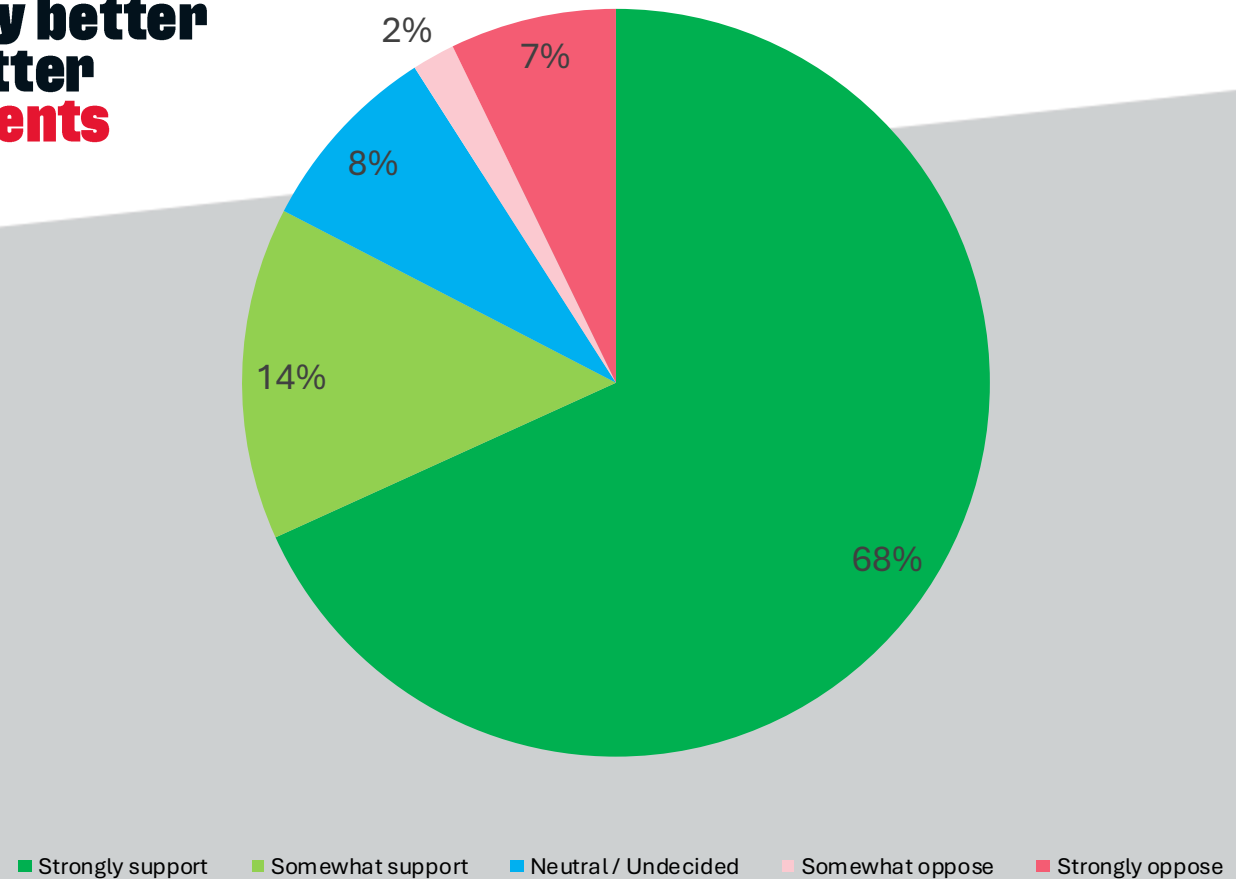


## To what extent do you support the RFU's vision to improve local transport services, including by better promoting travel options, and introducing better traffic and crowd management? - Local residents

We know from both our first consultation in October 2024 and this latest stage of consultation that transport, traffic and crowd management are particular concerns for our closest neighbours.

The transport improvements we've proposed were therefore developed as a direct response to this feedback and it is great to see broad support for these changes.

Among survey responses living within a 5-minute or 15-minute walk of the stadium, 68% strongly supported our improvements, with a further 14% somewhat supportive.



# Next steps

Thank you to everyone who provided feedback so far throughout the consultation process – your feedback has been invaluable.

We will continue engage with residents and stakeholders going forward and as our plans develop.

## Keep in touch

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

