

Dear Neighbour,

Re: Allianz Stadium – Application for a new premises licence (REF: WK\202497933)

We are getting in touch as you have made a representation to the above licensing application.

Thank you for taking the time to share your views. We really value the opportunity to hear directly from our neighbours and know the importance of keeping everyone informed of our next steps.

We wanted to summarise again our plans, ahead of these being considered by Richmond Council.

Project background

For 116 years, Allianz Stadium has been the epicentre of England Rugby and the home of the Rugby Football Union. It is now responsible for 85% of the RFU revenues, all of which is reinvested into promoting and managing the sport across all levels, from grassroots to the men's and women's national teams. It also provides significant benefits to the local economy, generating an estimated £91 million in Gross Added Value to the boroughs of Richmond and Hounslow each year.

Like all businesses, we face financial pressures from economic challenges which ultimately impact our ability to maintain the level of income we need to invest in, and grow, the game of rugby across England.

That is why we have developed a vision and multi-year plan for the future. This looks at how the stadium can maintain its reputation as a world-class entertainment venue for rugby, other sports and concerts, and in turn generate additional and much needed income, all while becoming an asset that local communities can be proud of.

What this application is for

As you are likely aware, in order to generate the revenue needed in the next few years to deliver on our vision, we are proposing to seek permission from the London Borough of Richmond upon Thames to increase the number of major non-sporting event days, such as concerts, that can be hosted at the stadium each year.

We wanted to clarify that these discussions remain ongoing with the Council through the planning application process. Until then, the number of concerts that can be held at the stadium will remain limited to 3 a year.

Instead, this licensing application specifically seeks permission to:

- Set clear hours for entertainment and the sale of alcohol at larger events such as sporting fixtures or concerts, which would finish by 10.30pm and 11pm respectively – all within the current planning permission that limits us to three concerts per year.
- Amend the current restriction for indoor events to finish at 11pm to 1am, with an allowance for 36 events at 2am. This would primarily be used for local university graduation ceremonies, weddings and corporate events.

- Allow for outdoors events, such as Christmas or summer fairs or ice rinks, where sale of alcohol and any entertainment would be required to end no later than 11pm.
- Put in place a set of clear, unambiguous and enforceable conditions that deal with specific operational measures that promote the licensing objectives, to manage safety, security, anti-social behaviour and noise.

This premises licence application therefore represents only one part of the process we are engaged in to make these necessary changes. You will have every opportunity to engage in the planning application where matters such as traffic management, number of events (and days on which these can take place) and crowd size will be considered.

Ensuring improved management of events is at the heart of what we do.

We fully appreciate that our activities impact our local communities. That is why we are committed to:

1. Investing in stewarding, security, transport improvements and facilities to reduce and mitigate the impact of events for residents.
2. Offering greater access to stadium facilities and event tickets for local residents, increasing this from 250 to 1,000 tickets for our nearest neighbours.
3. Keeping residents informed through newsletters, our website and social media, and continuing to run the dedicated event day helpline.
4. Creating a Community Improvement Fund, supported by a small fee on certain event tickets, to support local projects, community groups and infrastructure.

We hope this provides clarity over the forthcoming licensing process and why we are seeking to make these changes for the long-term benefit of rugby, the stadium and our local community.

If, however, you do have any questions, or would like to discuss our plans further, we encourage you to please contact us at info@ourstadiumconsultation.co.uk or visit www.ourstadiumconsultation.co.uk.

Thank you again for engaging with us.

Yours sincerely,



Alex Cohen
Stadium Development Director
Rugby Football Union