

TECHNICAL NOTE

Project	Twickenham Stadium – East Stand Extension
Report Title	2015 Non Major Event Day Review
Date	15/06/2016
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Prepared for	London Borough of Richmond upon Thames

Executive Summary

- In order to better understand the Non Major Event Day activities at Twickenham Stadium, the Twickenham Experience team have provided details of all Non Major Event Day activities in 2015.
- In 2015 Twickenham Experience hosted 379 events over 196 days, with most Non Major Event Day events taking place in June, although maximum number of persons attending in July.
- 60% of Non Major Event Day events are attended by 100 people or less and 90% of events are attended by 300 people or less. Six events were attended by 900 people.
- 20% of all Non Major Event Day events start between 08:00 and 09:00. Approximately 27% of these Events start between 07:00 and 08:00 and 11% of these Events start between 11:00 and 12:00.
- 10% of all Non Major Event Day events finish between 17:00 and 18:00. Approximately 28% of all events finish between 19:00 and 20:00, 11% of these events finish between 15:00 and 16:00, and 11% finish between 23:00 and 00:00.
- For Non Major Event Day events for 200 to 400 guests, 20% of started between 08:00 and 09:00. Approximately 27% of these started between 07:00 and 08:00 and 16% of these Events start between 11:00 and 12:00.
- For Non Major Event Day events for 200 to 400 guests, 4% of finished between 17:00 and 18:00. Approximately 31% of these events finish between 19:00 and 20:00, 20% finished between 22:00 and 23:00 and 11% finished between 15:00 and 16:00.

- Based on the information reviewed, it is envisaged that travel patterns to and from Non Major Event Day activities in the East Stand Extension (up to 300 guests) will not impact peak travel period on the wider transport network.

1.1 Introduction

1.1.1 In order to better understand the Non Major Event Day activities at Twickenham Stadium, the Twickenham Experience team have provided details of all activities in 2015. This information includes:

- Event Date
- Event Guest
- Event Attendance
- Event Start Time
- Event Finish Time

1.1.2 The following should be noted:

- RFU internal events have not been considered, as staff are already on site
- ER2015 hosted a number of events in 2015 as part of the 2015 Rugby World Cup. This increased the Non Major Event Day activity in 2015
- Exhibition type events may have an early start and late finish, but attendee arrivals and departures are spread across the day.

1.2 2015 Non Major Event Day Events

1.2.1 In 2015 Twickenham Experience Hosted 379 events over 196 days. Table 1 presents a breakdown of when events take place and average attendance.

Table -1 2015 Non Major Event Day Events

Month	No. of Events	% of Event	Average Event Attendance
January	22	5.8%	222
February	26	6.9%	103
March	43	11.3%	172
April	27	7.1%	117
May	33	8.7%	154
June	59	15.6%	113
July	41	10.8%	194
August	22	5.8%	137
September	32	8.4%	109
October	0	0.0%	0
November	32	8.4%	160
December	42	11.1%	152
TOTALS	379	100.0%	147

1.2.2 Table 1 shows most Non Major Event Day events take place in June, although maximum number of persons attending in July.

1.3 Non Major Event Day size of event

1.3.1 Table 2 presents a breakdown of the size of the events that take place at the Stadium on Non Major Event Days.

Table -2 2015 Non Major Event Day size of event

Event Size	No. of Events	% of Event
50 or less	119	31.4%
51 to 100	101	26.6%
101 to 200	75	19.8%
201 to 300	43	11.3%
301 to 400	17	4.5%
401 to 500	8	2.1%
501 to 600	7	1.8%
601 to 700	3	0.8%
900	6	1.6%
TOTALS	379	100.0%

1.3.2 Table 2 shows that 60% of these events are attended by 100 people or less and that 90% of these events are attended by 300 people or less.

1.4 Non Major Event Day Start and Finish Times

1.4.1 In order to better understand the travel patterns associated with Non Major Event Day activities, the start and finish times for all Events in 2015 have been reviewed. Table 3 presents event start times and Table 4 presents event finish times.

Table -3 2015 Non Major Event Day Start Times

Event Start Time	No. of Events	% of Event
05:00	1	0.3%
06:00	7	1.8%
07:00	102	26.9%
08:00	82	21.6%
09:00	32	8.4%
10:00	18	4.7%
11:00	44	11.6%
12:00	20	5.3%
13:00	7	1.8%
14:00	5	1.3%
15:00	2	0.5%
16:00	3	0.8%
17:00	8	2.1%
18:00	23	6.1%
19:00	25	6.6%
TOTALS	379	100.0%

Table -4 2015 Non Major Event Day Finish Times

Event Finsih Time	No. of Events	% of Event
10:00	1	0.3%
11:00	4	1.1%
12:00	5	1.3%
13:00	3	0.8%
14:00	10	2.6%
15:00	44	11.6%
16:00	26	6.9%
17:00	37	9.8%
18:00	34	9.0%
19:00	108	28.5%
20:00	17	4.5%
21:00	9	2.4%
22:00	35	9.2%
23:00	40	10.6%
00:00	3	0.8%
01:00	1	0.3%
02:00	1	0.3%
03:00	1	0.3%
TOTALS	379	100.0%

- 1.4.3 Table 3 shows that 20% of Non Major Event Day events start between 08:00 and 09:00. Approximately 27% of these Events start between 07:00 and 08:00 and 11% of these Events start between 11:00 and 12:00. These account for 60% of all Events.
- 1.4.4 Table 4 shows that 10% of Non Major Event Day events finish between 17:00 and 18:00. Approximately 28% of these events finish between 19:00 and 20:00, 11% of these events finish between 15:00 and 16:00 and 11% finish between 23:00 and 00:00. These account for 60% of all Events.

1.5 East Stand Extension

- 1.5.1 The East Stand Extension is forecast to accommodate Non Major Event Day events for up to 300 guests. In order to better understand the travel patterns associated with East Stand, the 2015 Non Major Event Day information has been reviewed specifically for 2015 events hosting 200 to 400 attendees. Tables 5 and 6 present Non Major Event Day start and finish times for 2015 events for 200 to 400 guests.

Table -5 2015 Non Major Event Start Times (200 to 400 guests)

Event Size	No. of Events	% of Event
05:00	1	1.4%
06:00	0	0.0%
07:00	19	27.1%
08:00	14	20.0%
09:00	1	1.4%
10:00	3	4.3%
11:00	11	15.7%
12:00	4	5.7%
13:00	1	1.4%
14:00	2	2.9%
15:00	0	0.0%
16:00	1	1.4%
17:00	4	5.7%
18:00	6	8.6%
19:00	3	4.3%
TOTALS	70	100.0%

Table -6 2015 Non Major Event Finish Times (200 to 400 guests)

Event Size	No. of Events	% of Event
11:00	1	1.4%
12:00	0	0.0%
13:00	0	0.0%
14:00	0	0.0%
15:00	8	11.4%
16:00	4	5.7%
17:00	3	4.3%
18:00	3	4.3%
19:00	22	31.4%
20:00	5	7.1%
21:00	4	5.7%
22:00	14	20.0%
23:00	6	8.6%
TOTALS	70	100.0%

- 1.5.2 Table 5 shows that in 2015 20% of Non Major Event Day events for 200 to 400 guests started between 08:00 and 09:00. Approximately 27% of these events start between 07:00 and 08:00 and 16% of these events start between 11:00 and 12:00. These account for 63% of all Events.
- 1.5.3 Table 4 shows that in 2015 4% of Non Major Event Day events for 200 to 400 guests finished between 17:00 and 18:00. Approximately 31% of these events finish between

19:00 and 20:00, 20% finished between 22:00 and 23:00 and 11% finished between 15:00 and 16:00. These account for 67% of all Events.

1.6 Summary

- 1.6.1 In 2015 there were 379 Non Major Event Day events over 196 days, with the busiest months being June and July.
- 1.6.2 Most Non Major Event Day events (approximately 60%) accommodate 100 or less guests, with 90% of these events accommodating 300 or less guests.
- 1.6.3 In general terms, Non Major Event Days most commonly start between 07:00 and 08:00 and finish between 19:00 and 20:00. This trend is also true for Non Major Event Day events hosting 200 to 400 guests.
- 1.6.4 Based on the information reviewed, it is envisaged that travel patterns to and from Non Major Event Day activities in the East Stand Extension (300 guests) will not coincide with peak travel period on the transport network. Start times are likely to be between 07:00 and 08:00 with a spread out delegate arrival (please refer to the Non Major Event Day surveys). Departures are also likely to be spread out and, in addition, will also take place at times when the transport network is not busy with background demand (19:00 to 20:00).