



**GERALDEVE**

## **Technical briefing note – Off-site hospitality locations (OLOs)**

### **Twickenham Stadium**

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#### **Executive Summary**

- 1 We have reviewed the planning history for the Off-site Licenced Operator (OLO) sites at Chase Bridge, Kneller Hall, Access Self Storage, Richmond College, All Hallows Church, Twickenham Stoop, Cardinal Vaughn playing fields, as well as the planning history for the North Car Park.
  - 2 Planning permission exists for off-site hospitality on RFU match days at five sites.
  - 3 Of these, two (Richmond upon Thames College and Access Self Storage) have time limited permissions, the permitted uses will end by March 2020.
  - 4 Three (Kneller Hall, Chase Bridge school and Twickenham Stoop) have permanent planning permission for hospitality on a set number of days.
  - 5 No planning permission has been found for the use of Cardinal Vaughan playing fields except for the temporary permission for Rugby World Cup use.
  - 6 The position is summarised in Table 1, below.
  - 7 Off-site corporate hospitality is highly unlikely to continue on the three sites with permanent permission, following the completion of the East Stand. This is because:
    1. the RFU will no longer provide corporate hospitality tickets to the third party operators, preventing them from assembling corporate hospitality packages. Erecting marquees, etc., for corporate hospitality will not be viable if premium rates cannot be charged because a match ticket is not included in the package;
    2. any alternative hospitality offer would not be licenced by the RFU and, as such, is unlikely to be attractive to corporate clients in any case;
    3. planning permission would be required for alternative uses, such as non-ticketed / publicly accessible facilities such as beer tents or big screens; and
    4. the remaining sites are remote from the Stadium and the future of Kneller Hall is unclear.
  - 8 Significant weight should therefore be given to the likelihood that off-site corporate hospitality would be significantly diminished with the introduction of additional facilities within the East Stand.
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Site	Temporary or Permanent	Car Parking	Number of years	Use
Chase Bridge School (ref. 08/4590/FUL)	Permanent, for 6 occasions per year	110 cars (and over whole site when marquees not erected. All limited to 5 match days per year)	N/A	Corporate hospitality and parking
Kneller Hall (ref. 03/1868/FUL)	Permanent, for 6 occasions per year	70 vehicles	N/A	Corporate hospitality and parking
Twickenham Stoop (ref. 03/0213/FUL and 03/0057/FUL)	Permanent (within the East Stand: 15 functions to midnight, 15 to 01:00am under ref. 03/0213/FUL / 7 occasions per year for hospitality tentage under ref. 03/0057/FUL)	N/A	N/A	ref. 03/0213/FUL – “non-rugby match day functions”  ref. 03/0057/FUL – “hospitality tentage on RFU match days”
30 Rugby Road (Access Self Storage)	Temporary (event-by-event basis only)	N/A	Specified dates to 11 March 2017	Temporary hospitality facilities
Cardinal Vaughan Memorial School Playing Fields	Temporary (event-by-event basis only)	N/A – not restricted by condition	To 16 <sup>th</sup> November 2015 (no longer extant)	Parking and broadcast compound
Richmond Upon Thames College	Temporary, for 6 days per year	N/A	5 years (to 10 <sup>th</sup> March 2020)	Corporate hospitality
North Car Park	Temporary, for 10 match days and 5 non-match days for RWC (event-by-event)	N/A	To 31 <sup>st</sup> October 2015 (no longer extant)	“purposes of hosting the Rugby World Cup”

	basis only)			
All Hallows Church	No planning permission found.			

**Table 1 – OLO Sites, Key Planning Restrictions**

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## Introduction

- 1 Following initial pre-application discussions with London Borough of Richmond planning officers in relation to forthcoming proposals for the extension of the East Stand of Twickenham Stadium, this briefing note is intended to inform ongoing discussions regarding the reduction of off-site hospitality which would result from the proposals.
- 2 A comprehensive desktop review of the planning history of each of the Off-site Licenced Operator (OLO) locations has been undertaken. The findings for each site are set out below.
- 3 Decision notices and site plans relating to each permission referenced within the commentary, those governing off-site hospitality operations, are appended to this briefing note for further information.

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## Consideration

- 4 From the planning history set out below, planning permission exists for temporary events on RFU match days on the following sites:
  1. Chase Bridge
  2. Kneller Hall
  3. Twickenham Stoop
  4. Access Self Storage
  5. Richmond upon Thames College
- 5 Permission for the use of Access Self Storage and Richmond upon Thames College are temporary, the extant permissions expire on 11 March 2017 and 10 March 2020 respectively. These sites cannot, therefore, continue to be used for hospitality purposes without further planning permission being granted.
- 6 No permanent planning permission for the use of these sites exists and we therefore consider that it should be assumed that hospitality use on these sites will cease in accordance with the extant permissions.
- 7 No planning permissions have been found for the use of All Hallows and Cardinal Vaughan (except for Rugby World Cup uses at Cardinal Vaughan).
- 8 The remaining sites with permanent planning permission for hospitality use are Chase Bridge, Kneller Hall and Twickenham Stoop.
- 9 In our view, the development of the East Stand to add significant corporate hospitality facilities is highly likely to lead to the use of these sites being discontinued or significantly diminished, for the following reasons.

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## Ticketing

- 10 At present, the corporate hospitality facilities on Chase Bridge school, Twickenham Stoop and Kneller Hall provide an offer that is based around a package comprising RFU match ticket, pre- and post- match meal, and drinks reception. Some entertainment, such as pre- or post-match discussions with a rugby personality, may also be provided.
- 11 The tickets to allow these packages to be assembled are provided, in bulk, by the RFU to the operator of the site hospitality. The operator then assembles the hospitality package around the ticket.
- 12 The list prices of the hospitality packages (including meals, drinks, entertainment and the match ticket) vary depending on the offer, but are generally between £700 and £1,000 + VAT per person.
- 13 Following the completion of East Stand, the RFU will no longer supply hospitality tickets to

third party operators as the purpose of the development is to ensure that all corporate hospitality can be accommodated within the stadium.

- 14 The RFU is also restricted by the terms of its Constitution, and by its commitments to its affiliated clubs, not to increase the number of tickets available for corporate hospitality and there is no intention to do so.
- 15 Thus, following the completion of the East Stand development, there will be no tickets made available for off-site corporate hospitality. It will not be possible to continue to provide off-site corporate hospitality packages that include a match ticket.
- 16 It will not be economically viable to continue to provide corporate hospitality without the tickets supplied by the RFU. The value of a corporate hospitality package **that does not include a match ticket** would be very substantially lower than the rates currently charged, and could probably be little more than the cost of a similar offer in a good quality restaurant. It would not be possible to materially add value without providing a ticket.
- 17 Erecting the marquees, kitchens and other facilities on the off-site locations is extremely expensive. The value of a corporate hospitality package without a ticket would not support the cost involved in erecting these facilities and it would not therefore be viable to continue to operate these facilities if tickets could not be supplied to justify a higher price.

#### **RFU Licencing**

- 18 All OLO operations are currently licensed by the RFU. This allows them to describe themselves as official operators, and use RFU logos and branding. This will not continue once the East Stand development is completed.
- 19 Business customers that purchase corporate hospitality generally wish to improve and develop relationships with clients, suppliers and staff. They are sensitive to the risk of reputational damage and are would not wish to be associated with operations that are unlicensed and which the RFU is seeking to discourage.
- 20 This would further reduce demand for any ongoing corporate hospitality activity.

#### **Other uses**

- 21 Officers expressed concern that the existing planning permissions could be used to allow other, rugby-related, uses to continue on the OLO sites, such as beer tents and big screens for those without tickets.
- 22 As noted, planning permission has been granted for “corporate hospitality” (and, at Twickenham Stoop, for “hospitality”). In our view, use of these sites for other purposes such as beer tents on an open-access/unticketed basis, or even on the basis of tickets that were for sale to the general public and not part of a corporate hospitality offer, would constitute a material change of use for which planning permission is likely to be required. Such a use would not fall within the scope of the extant permissions on these sites.
- 23 Alternative uses on these sites would, therefore, be subject to planning control in the usual way. Should they occur without planning permission LBRUT would have the usual enforcement powers available.
- 24 In our view, without the necessary planning permissions being in place, that such uses are unlikely to occur, or be materially significant.
- 25 Additionally, there is very limited demand for such facilities in any case. The Fan Village, which the RFU provides adjacent to the Stadium on principal match days, has historically been open access (aside from the Rugby World Cup). No ticket is required to visit it. Nevertheless, attendance from those without tickets is very low which demonstrates that there is little demand for such facilities.

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- 26 Demand / use of such facilities at other sites further from the Stadium, without any RFU affiliation, is therefore likely to be even lower and would not justify the cost of installing facilities.
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**Other factors**

- 27 The MoD has indicated that it will dispose of Kneller Hall and therefore the long-term future of the site for hospitality would be in doubt in any case, depending on both the intentions of the new site owner and any future planning restrictions.
- 28 Kneller Hall and Twickenham Stoop are both remote from the Stadium which, in the absence of official, licenced, hospitality would further limit the attractiveness of these sites for large-scale continued unofficial hospitality use.
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**Conclusion**

- 29 Planning permission exists for off-site corporate hospitality on five sites. Of these, only three have permanent planning permission for hospitality on a set number of days.
- 30 Off-site hospitality is highly unlikely to continue on the remaining three sites following the completion of the East Stand. This is because:
1. the RFU will no longer provide corporate hospitality tickets to the third party operators, preventing them from assembling corporate hospitality packages. Erecting marquees, etc, for corporate hospitality will not be viable if premium rates cannot be charged because a match ticket is not included in the package;
  2. any alternative hospitality offer would not be licenced by the RFU and, as such, is unlikely to be attractive to corporate clients in any case;
  3. planning permission would be required for alternative uses, such as non-ticketed / publicly accessible facilities such as beer tents or big screens;
  4. the remaining sites are remote from the Stadium and the future of Kneller Hall is unclear.
- 31 We therefore consider that significant weight should be given to the likelihood that off-site corporate hospitality would end with the introduction of additional facilities within the East Stand.
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**Off-site hospitality locations (OLOs)**

**Chase Bridge School**

- 32 A temporary permission for “The use and erection of temporary structures for the purposes of supporting the Rugby World Cup 2015” was granted permission on 28 July 2015 (ref. 15/1442/FUL). This permission was limited to the period 22 July to 11 November 2015.
- 33 A permanent permission exists for the “erection of a maximum of 4 marquee(s) for corporate hospitality on rugby match days at the RFU Stadium on 6 occasions each year with parking for 110 vehicles. Use of school site for car parking on match days during the year when marquees are not erected” which was granted on 6 August 2009 (ref. 08/4590/FUL).
- 34 There are no restrictive conditions limiting the time period (years) within which the above proposals can take place, though there is a requirement, via condition U27453 ‘car parking’, that the school site is not used for car parking on match days on more than 5 occasions per year.
- 35 The officer report for the 2008 application confirms that this follows on from the granting of several temporary permissions in order to allow LBRUT to review the impact of the proposals and the lack of objections or issues raised whilst these temporary permissions were in place, the grant of a permanent permission was considered acceptable by LBRUT officers.
- 36 The desktop planning history for the site for applications relating to use at the site is detailed
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below:

Reference	Description of development
<b>15/1442/FUL</b>	<b>The use and erection of temporary structures for the purposes of supporting the Rugby World Cup 2015</b>
14/2858/FUL	Use of the whole premises for D1/D2 purposes including a ground floor community meeting room space and changing room facilities for use in conjunction with the main primary school use. Variation of condition U54466 (Specific use - General use class) dated 02/11/2012 to allow the use of the premises for D1/D2 purposes, including a ground floor community meeting space and changing room.
10/1914/FUL	Change from a Two Form Entry (2FE) to a Three Form Entry (3FE) primary school incorporating the existing nursery into a proposed extension and providing extended services/facilities for the local community. Renovation of existing facilities that are outdated and do not meet the requirements of modern teaching facilities.
<b>08/4590/FUL</b>	<b>Erection Of A Maximum Of 4 Marquee(s) For Corporate Hospitality On Rugby Match Days At The RFU Stadium On 6 Occasions Each Year With Parking For 110 Vehicles. Use Of School Site For Car Parking On Match Days During The Year When Marquees Are Not Erected.</b>
05/3656/FUL	Erection Of Marquee(s) For Corporate Hospitality On Rugby Match Days At The RFU Stadium On 6 Occasions Each Year With Parking For 110 Vehicles. Use Of School Site For Car Parking On Match Days For Up To 5 Occasions Each Year When Marquees Are Not Erected.
99/3049	Renewal Of Planning Permission 97/1823/ful For The Erection Of Marquees For Corporate Hospitality On Rugby Match Days At The Rfu Stadium On 6 Occasions Each Year With Parking For 110 Vehicles. Use Of School Site For Car Parking For Up To 5
97/1823	Erection Of Marquees For Corporate Hospitality On Rugby Match Days At Rfu Stadium On 6 Occasions Each Year With Parking For 110 Vehicles. Use Of School Site For Car Parking For Up To Five Occasions Each Year When Marquees Are Not Erected.

### Kneller Hall

- 37 A temporary permission for “The erection of temporary structures and temporary use as an Operations and Logistics compound and associated parking for 110 vehicles for the

purposes of supporting the Rugby World Cup 2015 Tournament from 5 August 2015 to 16 November 2015” was granted on 11 August 2015 (ref. 15/1419/FUL).

- 38 The use of the land for vehicle parking and an operations and logistics compound was limited in terms of days and times on non-match days – to 6am to 8pm for the purposes of vehicle parking and to 8am to 6pm for Operations and Logistics. 24 hour access was granted for match days.
- 39 A permanent permission exists for the “Temporary erection of marquees for corporate hospitality on the sports grounds for RFU Rugby match days on 6 occasions each year with parking for 70 vehicles” which was granted on 20 August 2003 (ref. 03/1868/FUL).
- 40 There are no restrictive conditions limiting the time period (years) within which the erection of marquees and car parking can take place. The marquees are limited in terms of size (1,200sqm).
- 41 The travel plan required by condition before the commencement of use does not appear from online records to have been submitted.
- 42 The desktop planning history for the site for applications relating to use at the site is detailed below:

Reference	Description of development
15/1419/FUL	<b>The erection of temporary structures and temporary use as an Operations and Logistics compound and associated parking for 110 vehicles for the purposes of supporting the Rugby World Cup 2015 Tournament from 5th August 2015 to 16th November 2015.</b>
14/2785/FUL	Temporary use of an open field for the parking of upto 1200 cars for a period of 3 days between 22nd and 24th August 2014.
03/1868/FUL	<b>Temporary Erection Of Marquees For Corporate Hospitality On The Sports Grounds For Rfu Rugby Match Days On 6 Occasions Each Year With Parking For 70 Vehicles</b>
01/0742	Erection Of Marquees For Corporate Hospitality On The Sports Ground On Rugby Match Days At Rfu Stadium On 6 Occasions Each Year With Parking For 70 Vehicles.
97/1601	Erection Of Temporary Hospitality Marquee For Up To 200 People For 8 Rugby Match Days Between 15.7.97 To 9.5.98. To Be Erected On Wednesday Before Match And Removed Next Day.

### Twickenham Stoop

- 43 A temporary permission for “Temporary change of use and erection of screens and associated infrastructure to permit: (a) Live broadcast screenings of rugby matches and/or



entertainment based events to be hosted at Twickenham Stoop Stadium for up to 7,500 people on 8 occasions/days during the Rugby World Cup 2015 between the 26th September 2015 to 31st October 2015. (b) Additional 2 days of corporate hospitality for up to 600 people on 18th and 19th September 2015” was granted on 8 September 2015 (ref. 14/5125/FUL).

- 44 A permanent permission exists for “use of the East Stand for non-rugby match functions – 15 functions up to midnight and 15 functions up to 1:00am per year” which was granted on 8 May 2003 (ref. 03/0213/FUL).
- 45 A restrictive condition states that no more than 30 events shall be held in any 12 month period and all visitors, clientele and staff shall have left the premises within 30 minutes of the aforementioned hours.
- 46 A further permanent permission exists for “renewal of planning permission 00/1886/FUL for use of training ground for hospitality tentage on rugby football union match days for up to 7 occasions in any one year” on 6 March 2003 (ref. 03/0057/FUL).
- 47 Conditions restrict the size of marquees to up to 80% of the training pitch (and are not allowed on other areas), and shall not be in situ for more than 35 days in any one 12 month period. A condition also restricts users being present in the tents past 7:30pm.
- 48 An earlier permission (ref. 95/0238/FUL) for temporary hospitality suites to be in place from 1<sup>st</sup> September to April each year is restricted by a condition to use “related to rugby events at the ground only”.
- 49 The desktop planning history for the site for applications relating to use at the site is detailed below:

Reference	Description of development
14/5125/FUL	<b>Temporary change of use and erection of screens and associated infrastructure to permit: (a) Live broadcast screenings of rugby matches and/or entertainment based events to be hosted at Twickenham Stoop Stadium for up to 7,500 people on 8 occasions/days during the Rugby World Cup 2015 between the 26th September 2015 to 31st October 2015. (b) Additional 2 days of corporate hospitality for up to 600 people on 18th and 19th September 2015 (AMENDED DESCRIPTION).</b>
14/3074/FUL	Installation of 5 permanent portacabins in the south west corner behind the south stand located on hard surfacing.
03/0213/FUL	Use Of East Stand For Non-rugby Match Functions - 15 Functions Up To Midnight And 15 Functions Up To 1.00am Per Year.
03/0057/FUL	<b>Renewal Of Planning Permission 00/1886/ful For Use Of Training Ground For Hospitality Tentage On Rugby Football Union Match Days For Up To 7 Occasions In Any One Year.</b>
99/0116	Use Of Training Ground For Temporary Matchday Facilities Including Tents And Ancillary Stalls Between 1st April 1999 And 31st March 2000 On Six Occasions And The World Cup

	Between 2nd And 31st October 1999.
97/1702	Temporary Match Day Facilities Including Tents Erected On Second Team Pitch On 10 Occasions Each Year.
95/0238/FUL	Renewal Of Planning Permission 92/0779/ful For Erection Of Temporary Hospitality Suites From 1st September Through To April Each Year.

### 30 Rugby Road (Access Storage site) – LB Hounslow

- 50 This site has been subject to a number of temporary permissions which relate to each individual tournament hosted at the Stadium. The most recent permission for “Erection of a temporary hospitality facility on land adjacent to the self-storage facility and an associated temporary bridge link over Whitton Brook to be used only in association with Autumn Rugby Internationals and the Six Nations Championships associated landscaping works to the land bordering Whitton Brook and Rugby Road and the creation of an emergency means of access for the Environment Agency to the Whitton Brook from Rugby Road” was approved by the London Borough of Hounslow on 24 February 2016 (ref. 00967/30/P16).
- 51 A restrictive condition prescribes the dates upon which temporary marquees will be put in place and therefore beyond the final date prescribed (11 March 2017) a subsequent permission would be required for these marquees.
- 52 The holistic desktop planning history for the site for applications relating to use at the site is detailed below:

Reference	Description of development
P/2015/5024	<b>Erection of a temporary hospitality facility on land adjacent to the self-storage facility and an associated temporary bridge link over Whitton Brook to be used only in association with Autumn Rugby Internationals and the Six Nations Championships associated landscaping works to the land bordering Whitton Brook and Rugby Road and the creation of an emergency means of access for the Environment Agency to the Whitton Brook from Rugby Road.</b>
P/2015/1322	Variation of condition 1 to vary the wording to allow for the erection and use of temporary marquees on dates relating to the Six Nations Championship games in 2016 following planning permission 00967/30/P14 dated 17/11/2014 for erection of a temporary hospitality facility on land adjacent to the self-storage facility and an associated temporary bridge link over Whitton Brook between October and March to be used only in association with Autumn Rugby Internationals and Six Nations Championships, associated landscaping works to the land

	bordering Whitton Brook and Rugby Road and the creation of an emergency means of access for the Environment Agency to the Whitton Brook from Rugby Road
P/2014/3398	Erection of a temporary hospitality facility on land adjacent to the self-storage facility and an associated temporary bridge link over Whitton Brook between October and March to be used only in association with Autumn Rugby Internationals and Six Nations Championships, associated landscaping works to the land bordering Whitton Brook and Rugby Road and the creation of an emergency means of access for the Environment Agency to the Whitton Brook from Rugby Road
P/2014/1030	Erection of permanent low-level platform, creation of bridge link over Whitton Brook, landscaping works and erection of corporate hospitality facility in association with the Autumn and Six Nations Rugby internationals
P/2013/2817	Temporary use of the land to the south, west and east of the existing buildings commencing on 14 October 2013 to 21 March 2014 for the erection of a corporate hospitality facility during the Autumn Internationals 2013 and Six Nations 2014 Rugby internationals
P/2012/3117	Temporary use of land to the south and west of the existing building commencing on 29/10/2012 and ending on 20/03/2013 during the 2012 Rugby Internationals and the 2013 Six Nations Championship for the operation of a temporary corporate hospitality facility at Twickenham Access Self Storage.
P/2011/3619	Temporary use of land commencing 4 February 2012 and ending on 26 March 2012 during the 2012 six nations rugby tournament for the operation of a temporary corporate hospitality facility at Twickenham Access Self Storage

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### Cardinal Vaughan Memorial School Playing Fields

- 53 A temporary permission for “the erection of temporary structures and temporary use of Cardinal Vaughan Playing Fields as vehicle parking and broadcast compound for the purposes of hosting the Rugby World Cup 2015 Tournament from 5th August 2015 to 16 November 2015” was granted on 11 August 2015 (ref. 15/1330/FUL).
- 54 No other permissions relating to off-site hospitality facilities have been found in relation to this site.

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### All Hallows Church, Chertsey Road

- 55 No applications for off-site hospitality facilities have been found in relation to this site.

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**Richmond Upon Thames College, Egerton Road**


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- 56 This site has been subject to a number of temporary permissions. The latest permission for “Proposed use of land for siting of tents (except between 18 September 2015 and 31 October 2015) [dates of the 2015 Rugby World Cup] for use on upto 6 days a year for corporate hospitality purposes for a temporary period of five years” was granted on 10 March 2015 (ref. 14/3998/FUL).
- 57 This permission is subject to several restrictive conditions which impose a limit on the hours which visitors can be on site to 11:00 to 20:00 hours, and staff to 22:00 hours along with a limit of 500 people on site and within the hospitality structures. A condition also stipulates that the corporate hospitality tents are strictly limited to 6 days per calendar year for the five year period to 10<sup>th</sup> March 2020.
- 58 This application followed similar a series of earlier time limited permissions (ref. 09/1682/FULL, 04/0292/FULL, 01/2469, 99/1398).
- 59 The desktop planning history for the site for applications relating to use at the site is detailed below:
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Reference	Description of development
14/3998/FUL	<b>Proposed Use Of Land For Siting Of Tents (except between 18 September 2015 and 31 October 2015) For Use On Upto 6 Days A Year For Corporate Hospitality Purposes For A Temporary Period Of Five Years</b>
12/0548/FUL	Temporary change of use of the rugby pitch, north of the main college buildings, adjacent to the A316, to a temporary campsite with associated parking, toilet and shower facilities for the duration of the Olympic Games 2012: 25th July 2012 until 13th August 2012.
09/1682/FUL	Use Of Land For Siting Of Corporate Hospitality Tents For A Temporary Period Of Five Years.
04/0292/FUL	Proposed Use Of Land For Siting Of Corporate Hospitality Tents For A Temporary Period Of Five Years.
01/2469	Use Of Land For Siting Of Corporate Hospitality Tents.
99/1398	Mixed Use Comprising A) Playing Fields In Connection With Richmond College. B) Hospitality Tents In Connection With Events At The Nearby Rugby Football Union Stadium.
97/2359	Continued Use For Temporary Erection Of Marquees For Hospitality Use For Up To Ten Occasions Per Year.

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**North Car Park**

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- 60 A temporary permission (ref. 14/4196/FUL) for the Rugby World Cup 2015 was granted on 27 February 2015 for “the use and erection of temporary structures for the purposes of hosting the Rugby World Cup 2015 Tournament at Twickenham Stadium”. This application permitted a 2-storey hospitality facility in the North Car Park and a further single-storey hospitality facility with internal mezzanine.
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- 61 This permission was limited to 10 match days and 5 non-match days between 18 September 2015 and 31 October 2015. The hours of operation from the hospitality structures was also limited by condition to between 10:00 and 00:00 (midnight).
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- 62 No other permissions relating to off-site hospitality facilities have been found in relation to this site.
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Date: 19.05.2016