

# The rfu stadium at twickenham tourism essay

[Sport & Tourism](#)



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## **ABSTRACT**

## **ACKNOWLEDGEMENTS**

## **CONTENTS**

Chapter One - Introduction

### **Introduction**

According to Humphreys and Bamber (2003) sport tourism is a growing industry, especially for rugby fans with the stadium at Twickenham as the fan's number one pilgrimage site. The main aim of this dissertation is to examine how the Rugby Football Union (RFU) Stadium at Twickenham, has a negative impact on the surrounding area. Therefore, the purpose of this work is to identify key features that may impact on Twickenham. Twickenham is the largest dedicated rugby union venue in the world, holding an impressive 82, 000 spectators. (RFU 2012) In this present day, Twickenham offers a greater deal more than just top flight sport. It has in fact become a destination for fans all over the globe, offering them an experience of the excitement of a match day (RFU 2012). It gives an opportunity for tourists to explore the history of the stadium, and an opportunity to visit the superb World Rugby Museum and a trip to the Rugby store. In addition, as well as holding sporting events, the RFU holds live music performances from the biggest of names such as The Rolling Stones and R. E. M. According to the, RFU (2012) the Rugby Football Union is registered under the Industrial & Provident Societies Acts 1965-78 and, is in layman's terms a " Friendly Society". Furthermore, the RFU is owned by its member clubs and aims to make a profit to reinvest in rugby union in England. Its income is made up of

funding from sponsorship, government, ticket sales from international matches at Twickenham, hospitality and catering, a travel company and television rights.

## **Overview**

This dissertation will explore many factors which occur due to events. It will examine what the meaning of an event is, and continues to investigate sporting events and how large they have become. Additionally, the dissertation researches the definition of short-stay tourism and why there is a greater amount of short-break holidays. Moreover, this project will discuss issues which relate to event, giving an insight of each impact such as, social-cultural, economic, environmental and the local impacts in Twickenham. Furthermore, it inspects each one of the impacts exploring the affects they may cause and if there is any way of improvements.

## **Aims and Objectives**

The main aim is to gain greater depth of understanding, the importance of impacts the RFU brings on the surrounding area in Twickenham. Additionally, research has been carried out to explore the importance of the diverse impacts of events and explores the size and scope of the event industry and its concepts, such as, social-cultural impacts, economic impacts, environmental impacts and impacts on local communities.

## **Methodology**

This dissertation involves primary and secondary research methods which will be used in order to fulfil the objectivities. The first half of this dissertation is a literature review, which analyses the different impacts relating to events.

This form of research will be carried out in the form of textbooks, journals and in many other forms. Secondary research is designed to explore existing data. The second half of this dissertation will be carried out by primary research which examines where there are gaps in the research. This research has been carried out with a questionnaire survey on the local residents in Twickenham asking them on the topic. Having gained adequate data to fill the research gap, a final conclusion and recommendation will be made from the outcome of the questionnaire.

## **Layout of the dissertation**

Chapter 1 - Introduction: This chapter is principally to give an understanding of the background of the thesis. This chapter discusses the set aims and objectives which the dissertation is trying to reach, and gives some description of the overall dissertation flow to make it clearer to the reader though. Chapter 2 - Literature Review: This chapter presents and discusses past literature which is relevant to the research and defines the topics which the dissertation is examining. The key role of a literature review is to highlight and understand the role and contribution of the concepts. The literature review undertakes critical reviews, which focus on major topics such as, events and gives the impacts which may occur due to events. Moreover, this chapter will outline why the RFU stadium in Twickenham, may have a negative impact of the surrounding area. Chapter 3 - Methodology: This chapter will illustrate several diverse methods, which will be adopted in order to fulfil the aims and objectives of this research. The purpose of this chapter is to define the reasons for choosing certain methods, and giving explanations of the research, as well as the research limitations of the

methods. Chapter 4 - Analysis and main findings: The main purpose of this chapter is to analyse the main findings, which have been made up of a questionnaire. This chapter contains graphs which give an insight to the information provided from the questionnaire. Therefore, this chapter examines the data which was collected and discusses the issues. Chapter 5 - Conclusions and recommendations: The main principle of this chapter is to conclude the study and make recommendation for any improvements for the future. This chapter will combined both the literature review and the methodology in order to see if the outcome is negative as the main aim of this dissertation is to explore if the RFU in Twickenham has a negative impact on the surrounding area. Chapter Two - Literature Review

## **2. 1 Events**

Before exploring events in further detail, it is important to elucidate the definition of events. According to Richards and Palmer (2010) definitions of events most often relate to incidences that are significant, interesting, exciting or unusual. Getz (2005, p16) puts forward that, ' Events are unique form of tourism attraction, ranging in scale from mega-events such as the Olympics Games and the World Cup Rugby, through to community festivals and programmes of recreational events at parks' This illustrates that an event can be demonstrated as a public assembly for the purpose of a form of celebration, such as a sporting event. Additionally, Abrahmans (1982 cited Picard and Robinson 2006) suggests that, an event is an occasion for a community to ' boast' reflecting a common observation, in both historical and contemporary circumstances; this may suggest that the various economic, social, political elements and materiality of events are geared to a

deliberate display. Moreover, it can be argued that events can be identified on the basis of their size, type and context. O'Toole and Mikolaitis (2000) illustrate that, events have long played an important role in human society. They state that everyday trade shows, training, marketing, human resource development, sport, athletic and other corporate events are held throughout the world. Bowin, et al. (2006) argues that, it is simple to define events as they are what people celebrate in a particular location. From large towns to small villages, ' events' aim to bring people together to celebrate, often featuring a large number of local people. Since the mid-1990s much of the focus of events has been to attract tourists due to the additional economic benefits they bring into a community or a place (Robinson et al. 2011). As well as benefitting the economy, events provide an opportunity for local communities to develop. Moreover, according to Roberts (2004) events can be categorised according to the kind of activity which they are based on. It is argued that most are classified on either sport, the arts, other entertainment and the heritage. Mega-events are known to be one of the world's biggest phenomenon, which have an effect on the economy, and have the potential to attract non-residents and the media. An example of a high-profile sporting event would be the Olympics Games or the World Cup (Hudson 2003). According to Bowdin et al (2006), mega-events have materialized as a significant part of urban and regional regeneration, through their ability to show redevelopment and enhancement, they begin to attract investment, increase tourism and branding of the city which is hosting. Roberts (2004) argues that, the summer Olympics is the biggest of all sporting events and in current decades each Olympics has been the largest ever. These mega sporting events attract thousands of competitors, officials and spectators.

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According to Hudson (2003) smaller sporting events have shown to be an effective way to attract new visitors or to keep existing visitors. Additionally, Hinch and Higham (2011) believe that, even a quite small sporting event can produce substantial amounts of revenue for the communities within which they are located.

## **2. 2 Short Stay Tourism**

' The length of stay can enhance as well as reduce the overall impact of tourism'(Frey and Clarke 2000, p42). Global trends (Briggs 2001, Whyte and Jess 2003, Law et al, 1998) indicate that people travelling in the future will take shorter break holidays than ever before. According to Briggs (2001) holiday-taking by the British has enlarged over the past two decades, the standard holiday length was to take a week or two-week holiday at a seaside destination in Britain. However, there have been changes in terms of holiday length, particularly with the growth of short breaks, but also in terms of where people take these holidays. Additionally, Whyte and Jess (2003) put forward that, the short-stay market is escalating significantly in recent years with current tourism trends throughout the world preferring one to three night stay, rather than a fortnight holiday. In addition, Whyte and Jess (2003) argue that the reason short-stay tourism will keep increasing in the future, is due to the several different factors; amongst them is the trickledown effect of changes in the workplace and choice. Additionally, visitors will be better educated and wealthier, and have higher expectation of customer service and value for money. According to Williams and Uysal (2003) the length of stay is often used to examine the supply side of tourism. Some destinations examine the length of stay, in order to aid them in the future. For example

(Getz 1986; Gunn 1988; Tierney 1993; cited Williams and Uysal 2003) it is important to determine the number and types of visitors, in order to develop their facilities. Frey and Clarke (2000) suggest that, day visitors tend to be the lower spending tourists, as their stay in a destination is limited; therefore, it can affect their opportunity to shop and explore the destination in more depth. However, Law et al. (1998) argues that, the vast majority of short-stay visitors make use of friends and relatives (VFR) lodging for accommodation. Frey and Clarke (2000) claim that, the length of a visitors stay is relevant to the environmental and social impacts. The matter of the fact is, those tourists whom have a longer length in their stay, obviously have more time to meet the local residents, getting to know them better, which therefore, is a beginning of a process of cultural communication and understanding. In contrast short-stay visitors may only make little or limited contact with the locals, and will not know much about the place they are staying in. In regards to short-stay visitors, this can lead to visitors or local residents misunderstanding, ignorance or even social intolerance from either group's point of view. Therefore, this suggests that longer-stay visitors may have a significant impact by getting closer to the residents, leaving a more lasting impression than the brief, superficial contact of the short-stay visitors. This could lead to diverse social- cultural impact brought by tourists and by residents. In addition, according to Wen and Tisdell (2001) the average length of stay may influence the number of places a tourist visits within a country. Moreover, Wen and Tisdell, 2011 (cited Pearce, 1990) argues that tourists who stay shorter choose the most accessible sites and what are perceived to be the main visitor attractions. Therefore, in regards



to sporting events, local communities have to try and encourage the visitors to explore the area not just the events they are attending.

## **2.3 Social- Cultural Impacts**

Social and cultural impacts of events are complex to measure, and yet they can be amongst the most important event outcomes. It is argued by Getz 2005; Hall 1992; Ivanovic et al. 2006; that all events have direct social-cultural impacts on their participants, and on the host communities. It is examined by Richards and Palmer (2010) that some events if not planned in an orderly manner, may damage local culture. In addition, according to Sharply and Telfer (2002) host communities are often viewed as 'victims', having to accept the social and cultural changes brought about by tourism, while the guests who impose their own values on the host communities are known to be the 'villains'. Moreover, Richards and Palmer (2010) suggests that social and cultural sustainability revolves around three main issues: social cohesion, equity and quality of life. Additionally, events can contribute to quality of life, improving resident's sense of belonging, whilst ensuring that all residents can have their cultural needs met in an equitable way (Richards and Palmer, 2010). In contrast to Richards and Palmer, Bowdin et al. (2006) argues that, local people in the hosting communities value the pride of hosting events, and are prepared to put up with some short-term boundaries and inconveniences in order to gain benefits. Furthermore, Shone and Parry (2004) establish that the importance of a sporting event is to create, better communication within the society, help to develop community consistency, increase culture and social understanding, and improve the community's identity. However, Bowdin et al. (2006) argue that the

importance of a sporting event is to generate a steady social and cultural inheritance in the host community; Furthermore, it should also be known that events can cause negative social impacts. Moreover, (Hall, 1992) sporting events have an important responsibility in supporting the regional values and traditions of an area, as the larger and more profile the event is, the more possibilities for things to go wrong, which will create major negative impacts. All things considered, there is a range of both positive and negative social-cultural impacts of tourism and events. However, the majority which has been written is more negative than positive, which includes cultural damage, authenticity and specific issues such as an increase in crime in a hosting community. In addition, the negative consequences have been recorded, Mason (2008) states that, the negative consequences predominantly are where there is a major cultural differentiation between the tourists and the local population. Therefore, as local communities are not homogeneous, social-cultural impacts are perceived differently by different individuals.

## **2. 4 Economic Impacts**

Tourism has a major impact on the economy of a hosting community (Hall and Page, 2006; Weed, 2008). However, as with other forms of economics development, tourism brings positive and negative impacts. Many cities will make decisions about which events to support based largely on their anticipated or actual economic impacts. According to Wall and Mathieson (2006) tourism is often welcomed as an industry bringing desperately needed foreign exchange, employment and a modern way of life. According to Lieber & Alton (1983 cited Lee 2001) the economic impact in sporting

events, can be defined as the net change in an economy, resulting from a sporting event. The change is reasoned by activity, which is concerning the acquisition, operation, development, use of sport facilities and services. Hall (1992) suggests that, major events are known to gain economic benefits, and often provide the official justification for the hosting events. The economic impacts of sporting events could be either direct or indirect. Direct is the spending which is generated by tourists, and indirect is the flow-on flow effect that arises when related businesses benefit from the expenditure of visitors whom attended the sporting event. According to EventsImpacts (2012) the direct economic impact is measured by the total amount of additional expenditure within a specific area, which can be directly attributed to staging an event. Additionally, (EventsImpacts, 2012) based on the visitor and organisation spending, the direct economic impact is an assessment of the net increase in the spending and as a result of the event. This illustrates that, the economic impact in general seeks to establish the net change within the hosting economy, such as cash inflows and outflows. Furthermore, besides the main regional local impact of an event on the economy, it is significant to consider the induced impact. This is the additional change in consumption, investment, and export spending that result from initial change in spending. To understand the induced impact, it is important to recognise the concept of the multiplier effect (Li, et al 2012). The multiplier theory (Raina, 2005) was established in 1939 by Professor Paul A. Samuelson, which was the chairman of the Department of Economic. Moreover, Professor Paul A. Samuelson examines that under this concept of the multiplier effect, money which is spent by tourists (tourist expenditure) does not stop moving after it is spent; however, it circulates throughout the

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economy of the country. According to Blair (2012), sporting events which attract many fans global wide, spend money on hotel rooms, food and drinks, car rental, souvenirs, and on many other needs and wants.

Additionally, those who sell these goods and services then have money to spend on their needs. This illustrates how the multiplier concept works, it demonstrates that the money spent by tourists is used several times and is spread into various sectors of the economy. This shows that, one person's spending is another person's income. All in all, Li et al (2012) puts forward that, the total economic impact of sporting events on a region, consists of the main regional impact times the multiplier. Although the direct economic impact of a sporting event on a local area is short lived, the indirect long-term impacts can possibly be quite large if the multiplier effect of the event results in useful permanent stay.

## **2. 5 Environmental Impacts**

Events (Richards and Palmer, 2010) can have very significant impacts on the environment. This is increasingly being recognised by events around the world, many of which are now determined to become ' carbon neutral' or at least trying to minimise their impacts. EventImpacts (2012) suggests that, there is an increasing level of international debate regarding the environmental impacts of events. However, according to Bowen and Clarke (2009) the environmental impacts are important, when considering the environment it is important to explore, the impacts on the natural environment for example, natural resources, flora and fauna and landscape or even man-made environment such as heritage buildings. Sporting events can be a showcase for the environment and provide models for the best

practise; in this case, events expand environmental consciousness both within local community and amongst visitors. Hall and Selwood (1989) point out that the host's environment may be extremely important and caution should be taken to protect the local community. A major event may call for an environmental impact assessment to be conducted, before council or government permission is granted for the event to proceed. Moreover, (EventsImpacts 2012) the support for event hosting from regional or national policymakers, is likely to increase the conditions regarding sporting events, by having a constructive and thoughtful approach to environmental monitoring and management. Therefore, event managers should cautiously consider the likely impacts of events on the environmental. However, it is argued by many authors such as Bowen and Clarke (2009) that environmental impacts could be fairly controlled if the event is to be held in an appropriate built venue, such as a stadium, sports ground, show ground, conference or exhibition centre. According to, Bowen and Clarke (2009) an event can cause environmental damage, pollution of air, damage water and landscape through littering, erosion and carbon dioxide emission through the travelling involved to and from an event. Additionally, Event Impacts (2012) argues that attending events is the main cause for immediate burning of fuel, as the transport being used by visitors and the consequent release of greenhouse gases, which is linked to the change in the climate. Furthermore, Richards and Palmer (2010), examine The Glastonbury Festival, which appeals to 180, 000 people to a farm outside a small English town, has an environmental statement that sets out the organisers desire to limit environmental impacts: Glastonbury Festival recognises that running the event at Worthy Farm has direct impact (both positive and negative) on the <https://assignbuster.com/the-rfu-stadium-at-twickenham-tourism-essay/>

environment. The festival is committed to enhancing the environment through our operations wherever possible, and minimising any negative impacts. (Glastonbury Festival, 2009 cited Richard and Palmer, 2010, p393) Moreover, (Richards and Palmer, 2010) these obligations can be interpreted into tangible targets such as, minimising the amount of waste, managing the on-site collection of waste efficiently, transporting sewage, waste water offsite and maintaining the high level of bio-diversity at the site. Additionally, (Bowen and Clarke, 2009) sporting events which are held in stadiums will use extensive energy such as, water use, heating of accommodation, catering facilities, lighting and sound energy, which will put a considerable strain on local resources. In addition, the noise disturbance and traffic overcrowding will have an effect on the local community.

## **2. 6 Impacts on the local community in Twickenham**

It is apparent that host communities play a major role when organising a major sporting event. This is also true when discussing the role of the community in Twickenham, which play a considerable role as a hosting community. (Shone and Parry 2004) Events are often seen in terms of the community, and events managers often go to some length to involve the local community. Social integration is not the only result of many contemporary events, as the size and complexity of events has increased, especially of sporting events. In regards to Social integration, Ipsos Mori (2009) explores that, most residents in Twickenham feel that people from different backgrounds get on well together in the local area, providing and NI 1 score of 87. 6% which is above the average for London (76. 2%). To enlighten the impacts of sporting events in Twickenham (RFU, 2012), the

RFU works with authorities and community representatives in order to, maintain a steady schedule on match days and concerts. The RFU in Twickenham aims to ensure that, the local area is kept to the best standards before and after an event. Additionally, RFU's Community Relations Manager, Fraser Cullen, works closely with Richmond Council, transport authorities, the police and residents on all event days (RFU 2012). To make certain, that the local community is satisfied on the day of an event, there are event Day Street cleaning, temporary toilets, traffic management, and event day shuttle bus services to and from local stations. Moreover, funding is also provided for the operation of an event day, residents only parking zone around the stadium (RFU, 2012). Events in Twickenham may not provide a huge direct employment however; the indirect effects on local businesses, local services, and local infrastructure and environment could be extremely significant. A survey was conducted to explore, the views of the local communities in Richmond Borough (Page 2012) relating to Twickenham Stadium. Additionally, Ipsos Mori (Page 2012) examined that:" Three quarters of the local businesses held favourable views on Twickenham Stadium and almost half considered it to have a positive impact on their businesses. Only 5% of businesses polled held fairly unfavourable views on the Stadium and 5% very unfavourable." This research indicates that Twickenham Stadium has a positive impact, on the businesses which are located in the local area. According to Crompton (2004 cited Humphrey 2007) many communities see sport as a centrepiece for a downtown development or renewal plan to expand the local economy. This suggests that, the key factor to a sporting event is money, Humphrey (2007) examines that most businesses involved in sporting events, want to know <https://assignbuster.com/the-rfu-stadium-at-twickenham-tourism-essay/>

how each particular event impacts the bottom line. In addition, the Stadium may have a positive impact on the local businesses, but there are issues which relate to the community. (Page 2012) 56% of all residents highlighted that the major concerns relating to match days is traffic congestion. Two in Five mentioned problems relating to transport or traffic, this suggests that rugby at the Stadium worsens an existing problem, rather than creating something new. Another key issue which was raised in the survey was about the behaviour of crowds visiting the Stadium. According to Page (2012) 61% of the residents and 75% of businesses felt that the crowds behaviour caused no problems. Moreover, 4% and 1% correspondingly said that the behaviour from visitors caused great deal of problems. In relation to the crowds, local residents were questioned if they had any problems with bars being open after rugby matches, as this would usually lead to the bad behaviour from visitors, as they would be under the influence of alcohol. However, the majority of all residents 49% felt that it was better or it made no difference if bars were open. 21% of residents felt that it was a little worse with them being open, 20% believed it was much worse and 10% did not know. Analysing these statistics, it is fair to say that:" The independent survey conducted by Ipsos Mori revealed that the local residents who hold favourable views on Twickenham Stadium generally outweigh those who hold unfavourable views by more than four to one. Almost half of all residents polled felt that Twickenham Stadium had a positive impact on the area and more than half of those living nearest to the Home of England Rugby shared this view". (Page 2012)This demonstrates that the majority of the population supports Twickenham Stadium, as it has more positive impacts than negative. Moreover, another burning issue which relates to <https://assignbuster.com/the-rfu-stadium-at-twickenham-tourism-essay/>



Twickenham Stadium events is the environment. Neil Theuma (NoWatt 2010) which is Head of Technical Facilities at Twickenham Stadium states that, they are making a commitment to be as energy efficient as possible. Furthermore, Richmond upon Thames (2011) states that all local boroughs are encouraged to cherish and care for their local environment and encouraged to enhance biodiversity for those responsible for larger areas of land. All things considered, each event publicly and jointly celebrates personal and community achievements, identity and pride (Douglas and Derrett, 2001). Thus, Twickenham as a host community has an imperative stake in events held in their town.

## **2. 7 Conclusion**

In conclusion, it is fair to state that events have a major impact on local communities, which have affecting factors from social-cultural, economic and environmental. All which play a huge role in the community. The literature review has given us an insight on how complex events really are. We can see from the literature review that no matter what size an event is, it takes a great amount of time in organising an event. However, despite the time it takes to organise an event, some hosting communities such as Twickenham value the pride of hosting events and are willing to put up with some short-term boundaries, in order to gain the benefits such as, a better economy for the local community, and a valuable time to meet new people from all over the world. However, when discussing impacts of events such as environmental impacts, it is significant that the host's environment is protected at all times. As we have seen, when it comes to events the environment is very important as it causes many problems for local

communities. Nevertheless, as mentioned earlier environmental impacts can be fairly controlled if the event is held in an appropriate build venue.

Nonetheless, it is hard to state whether Twickenham stadium has a negative impact on the surrounding area, as previous statistics show that the majority of locals state that, Twickenham stadium has a positive impact. Chapter Three - Methodology

### **3. 0 Introduction**

Whilst the previous chapter regarded significant secondary research, the following chapter consists of primary research, asking Twickenham locals on their views on the stadium. The main aims and objectives of this chapter is to discuss a detailed analysis of the research methods used within this study. Therefore, the main objective of this chapter is to present the activities conducted, in order to gather the data needed.

### **3. 1 Primary Research**

Primary research generally refers to research that involves the collection of original data, which is specific to that particular research project, for example through using research methods such as questionnaires, interviews, experiments or observations. Additionally, primary research brings people closer with the direct foundation which is related to the author's topic. When working with primary sources, you engage direct information, rather than information that has already been unravelled or examined by someone else and then presented from that person's perspective. Nevertheless, due to some lengthy period of research, primary research can often be very expensive to conduct. Yet, due to the research being original the results,

congregated will be more relevant to the needs of an organisation, a student or whomever it is needed for (Gratton and Jones, 2010; Rys et al 2011).

### **3. 2 Chosen Research Methodology**

Research methods are tools and practices for doing research. There is a wide range of existing methods used to carry out research (Blaxter et al. 2001, Walliman 2011). According to Ateljevic et al (2007), it cannot be stated that one method is superior to another method, as it simply depends on what the researcher is investigating. Before conducting research of their own data (primary data), most researchers begin with a literature review (secondary data) as a first step of any research in order to, gain some knowledge about what they should be looking for in their own data gathering (McNabb 2010). In relation to this study, the researcher began with a literature review investigating the diverse impacts which occur due to events. This thesis, used a variety of different secondary methods such as books, journals, websites, annual reports and many other secondary sources. Furthermore, in regards to the primary research, the author chose to use the quantitative approach for several different reasons. Firstly, the project aims at discovering whether the RFU at Twickenham has a negative impacts on the surrounding area. Therefore, it is apparent that this thesis is interested in measuring the impacts, in order to come up with a conclusion. Quantitative research concentrates on measurement and amount of the characteristics displayed by the people and events that the researcher studies (Thomas 2003). Quantitative research is scientific investigation that includes both experiments and other systematic methods that emphasize control and quantified measures of performance (Proctor and Capaldi, 2006 cited Hoy,

2010. p. 1) Nevertheless, Rasinger (2008) also suggested that, the main characteristics of quantitative data are that it consists of, information that is in one way or another quantifiable. In other words, we put quantitative data into numbers, figures and graphs and process it using statistical measures. Secondly, using qualitative research would not be suitable for this study, as interviewing a small group would not represent the whole population of Twickenham. Moreover, interviewing a large group would not be feasible due to the time constraint. Finally, this project aims at getting the opinions of the local people in Twickenham. Therefore, the use of a questionnaire allows for more flexible organisation as it can be conducted at any convenient time. Moreover, the questions are going to be less in depth and therefore, answers will be recorded as a measurement.

### **3. 3 Questionnaire design**

' A questionnaire is a tool for systemically gathering information from study participants. Questionnaire can be designed for self-reporting or as scripts for interviews'(Jacobsen, 2012. p. 125)The term questionnaire has been used in diverse ways, according to Hague et al (2004) a questionnaire plays a number of significant roles; its prime purpose is to facilitate the extraction of data from a respondent. Bell (2001) argues that, a good way of collecting certain types of data quickly and in a relatively cheap way is in a form of a questionnaire. Walliaman (2005) examined that, designing a questionnaire can be one of the most significant aspects of the whole research process. Therefore, before designing the questionnaire it is vital to carefully consider ' how' and ' why' it is required to ask the questions. In addition, it is essential to contemplate in which ways the questionnaire can be dispensed. The

questionnaire for this research uses a majority of close-end questions and only a couple open-end questions. It is vital that the questions are kept short and simple as participants can be put off. For example Veal (1997) suggests that, as the research develops the rate to close-end questions can be low as people are often too lazy or too busy to stop and be interviewed. Therefore, the questionnaire in this study has been designed to contain a number of closed questions, due to the fact that it allows the questionnaire to be answered more quickly and allows more comparability to be drawn from the answers. Additionally, close-end questions seek specific, concrete information from the respondents (James, 2008). Therefore, the questionnaire in this study was designed to consider the participants time. Length was another imperative aspect to be carefully considered, as potential respondents may not be happy spending extended period of their time answering a larger amount of in-depth questions. According to Dornyei and Taguchi (2010), when designing a questionnaire less is more, as long as the questionnaire can turn out to be counterproductive. Therefore, factors such as the topic and length of the questionnaire are very vital in determining whether a respondent makes a decision to fill in the questionnaire or not. Thus, the design can have a large impact on how many people provide responses and the total number of responses that the researcher is able to collect. The questionnaire consisted of 12 questions (See Appendix .....), all in which related to the study. The questionnaire questioned participants on their opinions regarding the RFU and issues they may be facing. Moreover, it was important that the author of this study connected the literature review with the questionnaire.

### **3. 4 Ethical consideration**

In this day and age, it is significant to follow the codes of ethics, which regulate the relations between the researcher and participant. Mason (2002) stresses that, a researcher should operate an honest research practice throughout the research process. In addition, Goddard and Melville (2001) stated that ethical considerations means not harming people, having respect towards the participant and their privacy and not subjecting them to unnecessary research. All of these principles were given consideration and respected in conducting this research. All the participants consented to take part and did so on their own free will. All questionnaire are kept confidential and are filled in anonymously in order to protect the confidentiality of participants.

### **3. 5 Sampling**

Sampling is a method that allows researchers to make generalisations about the whole population from a representative sample (Seale 2004). According to Stewart and Kamins (1993), sample selection refers to the sample population, which is chosen by the researcher to gain relevant data. The larger the sample size, the less biased the results are (Bell and Bryman 2007). Therefore, depending on the researcher's objectives, it depends on how many samples they will have to gather in their study. In this study, the initial sample was linked with the population of Twickenham which meant that 700 people were meant to participate. However, this is not feasible due to the time constraint and requires some amount of money. In this research context, the researcher aims to sample 100 individuals hoping to include an

equal proportion of male/females and ages cross Twickenham by asking every fourth person.

### **3. 6 Pilot test**

Pilot test is recommended as it allows to test the efficiency of the questionnaire design, therefore, gives the researcher time to correct any faults in the questionnaire before launching the survey (Veal 2006). In regards to this study, four testers were used in order to, test the validity of the questionnaire. From the feedback, some changes were made to the consent form as it was discussed that not many participants would like to sign the consent for therefore, instead of signing the consent form the participants would have to tick a box which meant that they accepted and understand the consent form and are willing to participate.

### **3. 7 Limitation of research methodology**

When conducting primary research, there was some limitations whilst undertaking this study. The main limitations was the time constraint and the willingness of participants. Not many individuals have the time to stop and participate in the study, which puts a restrain on the researcher as there is a time restraint. Therefore, it is harder to gain more reliable results as the more participants the better the findings. Chapter Four - Analysis and main findings

### **4. 0 Introduction**

The analysis and main findings consists of ..... questions which where were part of the questionnaire. This chapter's aims and objectives are to analyse the main findings to see whether or not the RFU in Twickenham has a

negative effect on its surrounding area. The findings were constructed in Microsoft excel and put into graphs. The essential figures were used in order to analyse the statistics, to fulfil the aims and objectives of this study.

## **Gender and age in 1 graph -**

**To what extent do you support Twickenham stadium holding regular sporting events?**

**Do you think Twickenham local authority does enough to keep the area safe and clean during sporting events?**

**To what degree do you believe the increase of noise, traffic, pollution, parking and congestion during event days will impact upon your life?**

**What impact do you believe is most significant due to the rugby at the stadium?**

Chapter Five - Conclusion and recommendations

## **5. 0 Conclusion**

In conclusion, it is hard to state if Twickenham stadium has a negative impact on the surrounding area, as past statistics have shown that the majority of locals state that Twickenham stadium has a positive impact. However, in relation to the objectives of the study, the results present both positive and negative responses by the local community. Nonetheless, Twickenham has potential of creating more positive economic, social and cultural benefits, provided their events are organised in a manner that will promote tourism development in Twickenham. It is fair to suggest that, the majority of locals support Twickenham stadium and value the pride of hosting major events. However, the issues which occur due to Twickenham



stadium is the noise, traffic, pollution, parking and congestion. As seen in the analysis and main findings, majority of residents (...%) have a problem with these issues as it disturbs them during event days. Therefore, Twickenham council and event managers need to work closely together to build a strategy. A strategy could be made in order to, reduce the major traffic congestion which will aid local residents on event days. In regards to pollution, recycling can help reduce pollution and litter (Green 2011). Therefore, providing more bins during event days will aid to reduce some of the pollution that is being created. CARRY THIS ON.