



SECURE 'R' FUTURE

WHY QPR NEED A NEW STADIUM...





QPR – A COMMUNITY CLUB

QPR is a football club with the community at its heart. Although the club's roots trace back to Queen's Park in the 1880s, we have been based at Loftus Road, in the north of Hammersmith & Fulham, since 1917.

In that time on the pitch we have enjoyed many good times – the great teams of the 70s and 90s, play-off semi-finals, and dramatic comebacks. Off the pitch we have always been distinctive as a club that gets involved with its local community, not least through our award winning charitable arm, QPR in the Community Trust.





LOFTUS ROAD

We love our home at Loftus Road, but it is unsustainable for a professional football club in the long term.

At the start of the 2018/19 season we had the third smallest ground in the Championship, only ahead of Brentford – who are building a new stadium – and Rotherham. The age and size of our stadium, with little space and severely outdated facilities, makes significant non-matchday use practically impossible, meaning the club loses out on millions of pounds of potential revenue every year.

Loftus Road doesn't meet modern ground regulations on seat depth and circulation space. As a result, the matchday experience can be uncomfortable, which seriously limits our ability to grow our fanbase. Many first time visitors to Loftus Road do not return because of the poor stadium facilities. Access for disabled supporters is a particular challenge.

This is more of a problem for us outside the Premier League than in. In the Premier League such a high proportion of the club's revenue would come from TV broadcasting income that maximising stadium revenue is less critical. But in the Football League we are much more reliant on matchday and non-matchday income. Until we can increase the quality, size, and non-matchday use of our stadium, we will not be financially sustainable, and our future in the area remains uncertain.

Championship Stadium Capacities	2018/19
Aston Villa	42,790
Sheffield Wednesday	39,752
Leeds United	37,890
Middlesbrough	34,742
Derby County	33,600
Sheffield United	32,702
Blackburn Rovers	31,367
Nottingham Forest	30,445
Ipswich Town	30,300
Stoke City	30,089
Birmingham City	30,015
Bolton Wanderers	28,723
Norwich City	27,244
Bristol City	27,000
West Bromwich Albion	26,850
Hull City	25,400
Wigan Athletic	25,133
Reading	24,161
Preston North End	23,408
Swansea City	21,088
Millwall	20,146
Queens Park Rangers	18,439
Brentford	12,300
Rotherham United	12,021
Average	27,734

Loftus Road - Current footprint



REDEVELOPING LOFTUS ROAD?

The easiest solution would be if we were able to redevelop Loftus Road. Unfortunately, it is just not possible.

The current footprint of Loftus Road is extremely small – just 4.5 acres – and there is no room to expand. In the midst of a housing crisis in London, the council would never agree to demolish over a hundred homes to expand a football stadium. Even if they did the costs to acquire them would be prohibitive – estimated to be in excess of £100m. The planning and financial barriers mean that expanding Loftus Road is impossible.

If any single stand at Loftus Road was knocked down and redeveloped, anything that replaced it would have to meet modern ground regulations. That would mean providing a lot more space, which would reduce our capacity even further.

Loftus Road - Proposed 30,000 stadium



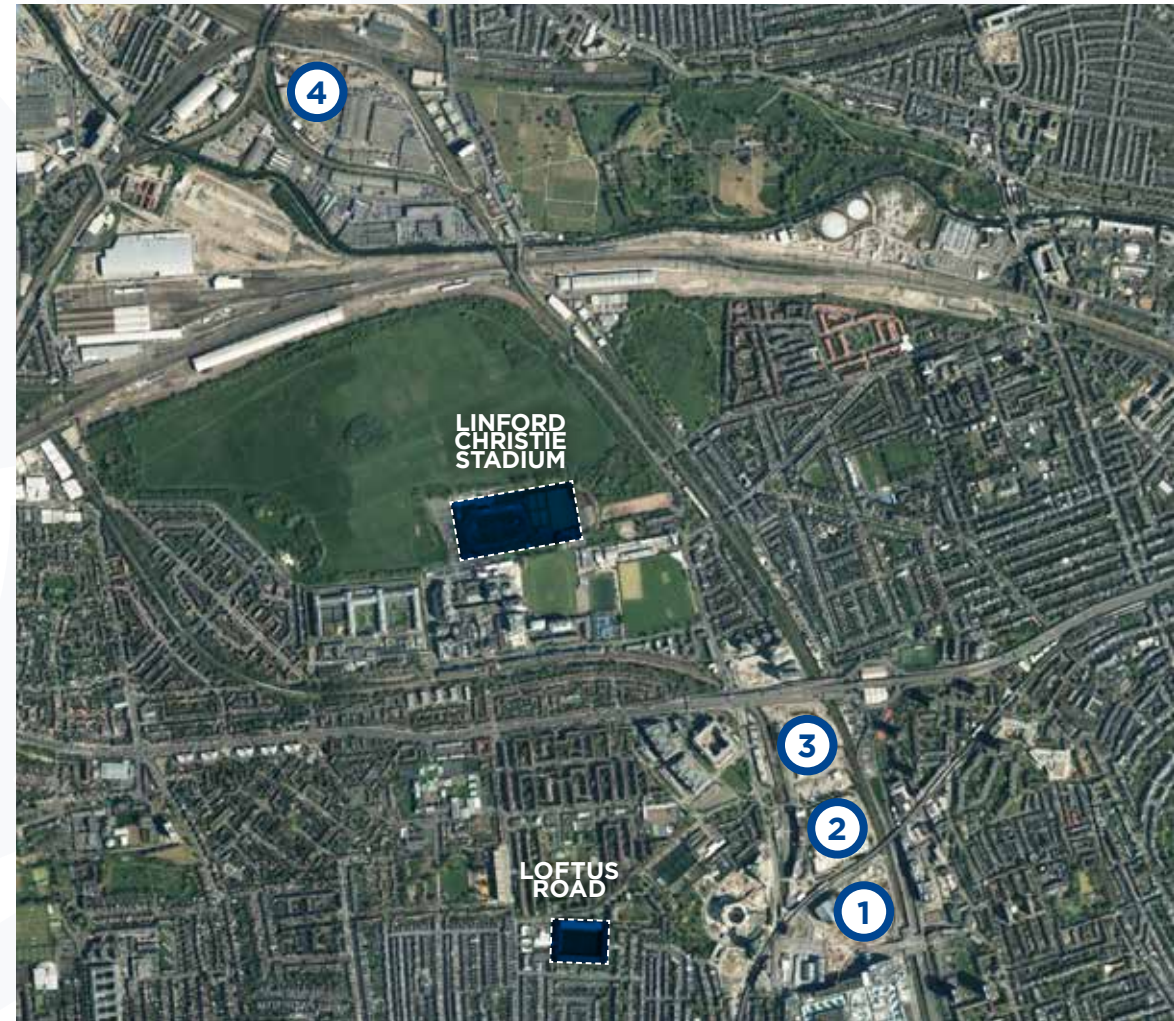


STAYING IN W12

If we want to build solid foundations at this level and become sustainable in the long term, we need to move from our current stadium. But we desperately want to stay in the north of Hammersmith & Fulham, where we have been based for over a hundred years.

A number of regeneration sites have come up in the local area over the last fifteen years, many of which were once potential stadium sites. For example, the Westfield extension – now John Lewis – and the old Unigate site that Imperial College is developing. For one reason and another, these sites have been developed or earmarked for alternative uses.

- 1) Westfield Phase 2
- 2) Berkeley Homes
- 3) Imperial College
- 4) Old Oak Common





LINFORD CHRISTIE STADIUM

It looks like there is now just one final option for QPR to become financially sustainable and stay in Hammersmith & Fulham – the Linford Christie Stadium.

The Linford Christie Stadium site in W12 is more than three times the size of Loftus Road and just half a mile away. The site is owned by the local authority and acts as a base for Thames Valley Harriers (Linford Christie's athletics club) as well as a number of other local sports clubs and teams, such as PHC Chiswick Hockey Club, Kensington Dragons FC, London Sports (baseball) and Gaelic Football.

After years of underinvestment the Linford Christie Stadium is now in a very poor condition. It costs the council hundreds of thousands of pounds a year to operate even in the state that it is in. In an era of local authority cuts, they do not have the money to maintain it properly, nor to put in the millions of pounds of capital investment required to bring it up to scratch.





IN PARTNERSHIP WITH THE COMMUNITY

Two years ago, the idea was put forward of a partnership between QPR and Thames Valley Harriers to create a new community sports hub at the site. This would include a new football stadium for QPR as well as a new athletics and community sport facility next door to it – without encroaching on to the green space of Wormwood Scrubs. Before drawing up any formal proposal, it was important for us to consult the community about how they would want such a development to work.

Representatives from QPR and QPR in the Community Trust have now held over sixty separate meetings with different residents' groups, schools and other community organisations to explain the idea and listen to suggestions and concerns. If we get the green light to pursue this option, there will be more detailed plans and consultation to come, particularly with fans about how the stadium is designed and works on a matchday, as well as with sports, charitable and public sector organisations about how they can maximise non-matchday community use.





A NEW COMMUNITY SPORTS HUB

We want a new stadium that is not just a home for QPR but a hub for the community. We want to bring regeneration and jobs to a disadvantaged part of West London, to reinvigorate community sports facilities, and to encourage more people to enjoy the cherished green open space of Wormwood Scrubs.

The Linford Christie Stadium is our best, if not last, chance to build a sustainable long term future in the community that is our home. It is also an opportunity to promote physical activity and improve the health and wellbeing of West Londoners by creating an innovative community sports hub with a professional football club at its heart.





For more information and future updates about the project follow the R's on social media...

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