

WEST END PARISH COUNCIL

**MINUTES OF THE AGEAS BOWL LIAISON PANEL MEETING
HELD ON THURSDAY, 16TH NOVEMBER 2017 AT 7.15PM AT THE
AGEAS BOWL, BOTLEY ROAD, WEST END**

Present:	Councillor Mrs S Turl	Chairman
	Mr Jonathan Hare	Operations Manager, Ageas Bowl
	Mrs Julia Birt	EBC Local Area Co-ordinator
	Cllr Mr H Hellier	West End Parish Council
	Cllr Mr I Corben	Hedge End Town Council
	Cllr Mrs Cynthia Garton	Hedge End Town Council
	Mr & Mrs Clay	West End Residents
	Mr J Pilcher	West End Resident
	Mr J Clapson	West End Resident
	Mr S Mockford	Deputy Clerk to West End Parish Council
	Mrs K Hartley	Admin Officer, West End Parish Council

1. APOLOGIES

Apologies were received from: Councillor Mrs J Asman and Councillor Ms T Craig (West End Parish Councillors) and Mrs L Cooke, Clerk to West End Parish Council.

2. INTRODUCTIONS

The Chairman, Councillor Mrs Turl, welcomed those present and invited them to introduce themselves and sign the attendance sheet.

3. MINUTES OF LAST MEETING – 10th November 2016

The minutes of the last meeting held on Thursday, 10th November 2016 were accepted as recorded.

4. MATTERS ARISING

There were no matters arising.

5. AGEAS BOWL REVIEW - 2017

Mrs Julia Birt updated the Panel on the following:

Introduction

The report provides an overview of concerns and makes practical recommendations which should address identified problems. This season the Ageas Bowl hosted 3 England International cricket matches and 2 concerts. The T20's were played mainly in July and August.

Jonathan Hare said the T20's will again be played in July and August 2018 but no confirmed fixture dates available as yet. The first day of the Test Match will be 30th August 2018 and this will continue for up to 5 days to 3rd September. It was noted that attendance is generally low on day 5.

Complaints & Comments Analysis

A summary of statistics was tabled. There were 7 noise complaints related to the Bryan Adams concert. Julia Birt gave credit to the Ageas management team for managing the concerts successfully this year. Jonathan Hare said they had learned a lot from the Rod Stewart concert and the majority of problems were not experienced this year. Councillor Ian Corben said he was pleased that traffic management had been discussed in advance with WEPC and the scale of the concerts scaled back. He asked how many people had attended each concert? Jonathan Hare reported that in the region of 10,000 had attended Bryan Adams and 20,000+ attended Little Mix. Councillor Ian Corben asked if the stewarding company used for the Rod Stewart concert had been changed? Jonathan Hare said the Ageas Bowl is now using a new company and had noticed a difference. The traffic management company remain the same but their contract is up for renewal. Councillor Mrs Garton said she had experienced problems with the turnstiles when attending the Rod Stewart concert. Jonathan Hare said 95% of the crowd used the groundsmen's tunnel this year. Sheridan Mockford said he had attended both the Rod Stewart and Little Mix concerts and had noticed a massive difference between the two concerts with much better access into the grounds. Councillor Mrs Turl asked if the Ageas Bowl now had a legacy plan embedded for the future? Jonathan Hare said the system had now been improved even further and a document named "Event Management Plan" has been saved on the server for future events. Councillor Ian Corben said he felt the Traffic Management Plan should be shared with West End Parish Council for all future events. Jonathan Hare confirmed this would happen. Councillor Mrs

Turl said there is still an issue in Moorgreen Road which needs to be addressed. Jonathan Hare said the car park facility in Botley Road is to be developed for housing, so plans need to be improved. Julia Birt said Eastleigh Borough Council will continue to receive plans for any future concerts.

Parking/Temporary Coning Plans

There was one complaint about a lack of coning in Brookside Way which will be reviewed with the managers of the Ageas Bowl. The Transport Services Manager at Southampton City Council has recently raised the issue of parking in Cheriton Avenue on match days. This is a new area and again one which will be discussed with the Ageas Bowl as part of the annual review. Jonathan Hare said the coning plan is received from EBC and the traffic management company put the cones in place according to the plan provided. He said he felt the system could be improved with maybe a separate provider concentrating solely on cones.

Bus Shuttles and Traffic Management

There were no complaints regarding the operational aspect received by Borough Council Officers.

The use of the haul road leading from Moorhill Road (A27) to the ground by buses was trialled for the first time on 21st June for the England v South Africa limited overs match. This trial was successful and was continued for major events during the season. Jonathan Hare commented that the haul road will again be used in 2018 as it deflects traffic from West End village.

The Park & Stride site off Botley Road was also in operation which was a bonus as this site had been sold for a housing development and initially it was not available for the 2017 season.

Additional train services and bus shuttles were provided for major events.

The Park & Stride off Tollbar Way appears to have operated satisfactorily as no complaints have been received by the Borough Council.

Marks & Spencer also allowed its car park to be used as a drop off for the Little Mix concert. The concert was held on a Sunday evening so this was outside the store's opening times. Jonathan Hare confirmed that Marks & Spencer are willing to continue to offer this facility. Councillor Mrs Garton said retail shops in the vicinity are putting signs up saying "No Cricket Parking". Jonathan Hare replied that permission has been given to use loading bays on the Bradbeers site, so the signage should not affect us.

Work is taking place during the close season to extend the parking provision around car parks 2 and 3. Further areas of the Ageas Bowl are also under consideration for car parking which will be needed given the closure of the

Park & Stride site on Botley Road. Jonathan Hare said that the extended car parking facilities will provide spaces for 350 vehicles and should be ready in March 2018. Julia Birt said it had been noticed that whilst the work is taking place on site, there is a lot of mud on Botley Road. Jonathan Hare said he would report this to the road sweeper.

Noise

The Environmental Health Officer received 7 noise complaints directly. All of the complaints related to the Bryan Adams concert. Most of the complaints referred to the bass beat and this was audible in the following roads: Longridge Road; Giles Close; Lower St Helen's Road; Hobb Lane; Pretoria Road; Bursledon Road and Upper Northam Road. With the exception of Giles Close, the roads are geographically close to each other leading to the conclusion that weather conditions were also a factor. Councillor Mrs Garton said she had received two complaints from local residents which had been passed to EBC.

There were no noise complaints received for the Little Mix concert.

The Ageas Bowl's management team and the Council's Environmental Health Officer have reviewed the complaints and will be working further with Southampton City Council's Licensing Team.

Concerts/Fireworks

The Fireworks event took place on 3rd November and was successful. No complaints received.

Anti-Social Behaviour/Policing

The local Police have not indicated that there were any ASB/offences recorded in the 2017 season.

Additional security was put in place for the concerts and international matches due to the terrorist attacks in London and Manchester. Jonathan Hare said the Ageas Bowl had worked closely with Hampshire Police and will continue to do so.

The stewarding company was replaced mid-season and the new personnel were much more visible during matches.

Conclusion

Following the discussion of the report at this meeting, a formal report will be written for the Hedge End, West End and Botley Local Area Committee meeting on 22nd January 2018, which will also incorporate updates on community use of the Ageas Bowl.

Questions

Mr Clapson asked if he could have a copy of the latest coning plan, in particular for Hilldene Way, as the top end of this road was missed. He also commented on the coning of West End Road towards the A27, as cones are placed on one side of the road only, this results in cars parking on the other side making it difficult for traffic to pass. He suggested cones are placed on both sides of West End Road. He said he was pleased that cones are now put in place on a regular basis before events.

6. REPORT ON HAMPSHIRE CRICKET COMMUNITY TRUST

Jonathan Hare had received a report from Emily Munro, Schools Engagement Manager and reported the following to the Panel:

Supporting Our Community to Play Cricket

- Worked in 120 primary and special schools plus 40 secondary schools to deliver subsidised cricket coaching as part of the Chance to Shine Programme.
- Continued expansion of the Women & Girls Cricket Programme with considerable increased engagement with both groups, particularly at Softball festivals aimed at mums and daughters. The Southern Vipers Women's League team programme continues to grow with great success and there are a number of activities associated with this, including a new roadshow which will tour the county next summer.
- Supporting the new ECB All Star initiative and bringing over 200 5-8 year olds to the ground to watch a T20 match, which for many was their first experience of the professional game.
- Creating inspirational match day experiences for more than 1500 children who attended a game with their school or cricket club.

Supporting Our Community to Learn

- Delivery of Project Fresh, a design and enterprise project sponsored by FatFace, to secondary schools across the South Coast. Over 150 students took part and 4 winning schools had their designs produced and sold in FatFace stores this summer. Each school received £1000 to invest back into the school. FatFace will run the project in 2018 and the number of schools entered has significantly increased.
- The BTEC Programme for post-16 education has now entered its second year and we have both 1st and 2nd year students on site studying full-time at the Ageas Bowl. Those students who started last year all received

excellent first year results and there is hope for the BTEC to expand into boxing and golf in the future.

Supporting Our Community to Live Well

- Poseidon Amateur Boxing Club, Choi Kwang Do for Health and Hedge End Running Club. Total membership in excess of 1000 and all continuing to grow. These activities have become fully integrated into the Ageas Bowl facility and are well attended by locals.

Councillor Mrs Turl said a request had been put to West End Parish Council from The Greggs School in respect of running a 5K running event. She asked if the Ageas Bowl would be willing to assist. Jonathan Hare asked Sheridan Mockford to forward his e-mail address to The Greggs School to see if they are able to help.

7. REPORT FROM AGEAS BOWL

Jonathan Hare updated the Panel on the following:

Update on Development

The Golf Course is now open and going fairly well with good feedback from members.

The car park extension will help parking issues due to the loss of the Botley Road site.

Review of 2017 Season

The Hampshire Cricket Team did ok and reached the semi-finals of the T20's. International matches went well.

Fireworks Event

Unfortunately the wind was blowing in the wrong direction which caused a lot of smoke within the grounds.

2018 Season

The Test Match is the only international game to be held in 2018.

Cricket season will be similar format to 2017 with matches held between April and September.

20/20 Matches – to be held in July and August 2018.

Concerts for 2018 – no concerts as yet.

Fireworks – 2nd November 2018.

Councillor Mrs Turl said that West End Parish Council had booked their Carnival to take place on Saturday, 16th June 2018 and hoped this would not be a problem. Jonathan Hare made a note of the date and said he did not think this would be an issue. Councillor Mrs Turl said it was important that WEPC is made aware of a clash of dates as soon as possible.

8. PUBLIC QUESTION TIME

Councillor Mrs Garton asked if there were still plans to make the golf course a championship course?

Jonathan Hare said the word 'championship' was slightly ambitious. He said the course was not in the bracket of holding 4-day championship events as shown on Sky Sports. The length of the course is not sufficient.

Julia Birt said the golf course would be incorporated as part of the Park Sport event held in the summer for 8-16 year olds. We will also be getting people to try golf as a taster session and looking at the corporate market with synergy between the hotel and the golf course.

Jonathan Hare said a BTEC programme for golfers and maybe boxing is being considered as well as a new practice net to be used as a training facility for young people. He reported that two of their young cricketers will be playing in the Ashes.

Councillor Ian Corben commended the Ageas Bowl on improvements made during the year and said this had resulted in a very different meeting this time round. He said he was pleased to see members of the public interested in the facility and not attending the meeting solely to complain.

Mr Pilcher asked if Botley Road would continue to be closed during match days due to the car park facility no longer being made available?

Jonathan Hare confirmed it would be closed for major events and it will be reviewed for other events.

Mr Pilcher asked how many additional car parking spaces will be available on completion of the new car parks?

Jonathan Hare replied a total of 1200-1300 car parking spaces will be available including the hotel and golf course.

The Chairman thanked everyone for attending and commented that it is important that these meetings continue as they allow for a dialogue and communication of information and provide a forum for the resolution of any

conflicts between residents and Hampshire Cricket and ideas to improve operations year on year.

10. DATE OF NEXT MEETING

Date of next meeting: 15th November 2018

The meeting closed at 8.15 p.m.

Draft