

**WEST END PARISH COUNCIL**

**MINUTES OF THE AGEAS BOWL LIAISON PANEL MEETING  
HELD ON THURSDAY, 15<sup>TH</sup> NOVEMBER 2018 AT 7.15PM AT THE  
AGEAS BOWL, BOTLEY ROAD, WEST END**

Present:	Councillor Mr R MacDonald	Chairman
	Mr Stuart Robertson	Director, Ageas Bowl
	Mr Jonathan Hare	Operations Manager, Ageas Bowl
	Mrs Julia Birt	EBC Local Area Co-ordinator
	Miss Siobhan Strand	EBC Assistant Local Area Co-ordinator
	Mr Matt McMahon	EBC Engineering Specialist
	Cllr Mrs Cynthia Garton	Chair - H.E.W.E.B. L.A.C.
	Cllr S Collett	West End Parish Council
	Mr J Pilcher	West End Resident
	Mr J Clapson	West End Resident
	Mrs Laura Cooke	Clerk to West End Parish Council
	Mr S Mockford	Deputy Clerk to West End Parish Council
	Two members of the public	

**1. APOLOGIES**

Apologies were received from: Councillor Mrs J Asman and Councillor Mrs S Turl (West End Parish Councillors) and Councillor Mr J Jupe (Hedge End Town Council).

**2. INTRODUCTIONS**

The Chairman, Councillor Mr R MacDonald, welcomed those present and invited them to introduce themselves and sign the attendance sheet.

**3. MINUTES OF LAST MEETING – 16<sup>th</sup> November 2017**

The minutes of the last meeting held on Thursday, 16<sup>th</sup> November 2017 were accepted as recorded.

**4. MATTERS ARISING**

There were no matters arising.

**5. CORRESPONDANCE RECEIVED SINCE THE LAST MEETING**

No correspondence has been received since the last meeting.

## **6. AGEAS BOWL REVIEW - 2018**

Miss Siobhan Strand updated the Panel on the following:

### **Introduction**

This report reviews complaints and comments which have been received by departments within Eastleigh Borough Council for the 2018 season and refers to actions arising from the Ageas Bowl Liaison Panel meeting on 16<sup>th</sup> November 2017. The report draws comparison with the previous eight years and provides updates which should address current residential concerns.

This season the Ageas Bowl hosted 1 test match and no concerts. The T20 limited overs matches were played in July and August.

### **Complaints and Comments Analysis**

A summary of statistics was tabled. To enable comparison, a summary of statistics for the previous 8 seasons were included.

### **Parking/Temporary Coning Plans**

One complaint has been received about obstructive parking in Trent Way, which included vehicles parking on the pavement and it is reported that a manhole cover collapsed. As a result, it is suggested that this road is reviewed in respect of the coning plan.

Following on from the fireworks event on 2<sup>nd</sup> November and other events earlier in the year, residents from The Pavilions have reported via email and social media about many on-going parking problems as a result of drop-offs, direct parking and pick-ups relating to the Ageas Bowl. Residents have listed noise pollution, trespassing, illegal parking, congestion, pollution and littering, road safety issues and anti-social behaviour as their concerns. EBC are in correspondence with the developer to establish some long term solutions and would request support from residents to enable an agreement on any long term measures to be accepted by the developer. At the time of writing this report, a meeting is being arranged between Barratts (Developer), ERM (The Management Company for The Pavilions), the Ageas Bowl and Eastleigh Borough Council.

A complaint was received from a resident at Marlborough Gardens who reported excessive parking in the area as a result of the England v India match. It has been suggested that we monitor this area for now as no other complaints were received for the Grange Park area.

Access issues which resulted in a slight delay of bin collections at September Close were noted during the test match, however the refuse lorry accessed other roads in the area that were coned, so it is suggested that September Close should be added to future coning plans.

After the England cricket international, a resident reported how great it was that the roads were coned around the Ageas and also noted that a team of attendants regularly patrolled the area.

### **Bus Shuttles and Traffic Management**

No complaints regarding this operational aspect have been received directly by Borough Council officers.

The Park and Stride site off Botley Road which provides 350 spaces was used efficiently for the T20's and the test match.

Additional train services and bus shuttles were provided for the test match.

The park and ride facility at the University of Southampton Sports Ground, Wide Lane which provides approximately 2000 spaces was used for the test match.

Work has now been completed for car park 2 which has been extended to provide 300 extra spaces. Works have also been carried out to car park 3 which will provide 100 spaces for 2019. Car park 5 has now been resurfaced which allows it to be used in all weather conditions.

### **Noise**

No complaints regarding this aspect have been received directly by Borough Council officers.

### **Concerts/Fireworks**

No complaints have been registered with the Council as there were no concerts this year. However, one complaint has been received regarding the fireworks display which took place on Saturday, 2<sup>nd</sup> November and has been addressed under the parking issues for The Pavilions as previously reported.

### **Anti - Social Behaviour/Policing**

We have received no complaints from the local police.

### **Customer Experience Scores**

It is noted that during the India test match, the Post Test Match Customer Feedback scores (MDEX) taken from 1195 attendees were recorded as the following;

- 9.0 overall experience score for day four (highest ever recorded for international cricket)
- 96% of attendees said they were likely or very likely to return

As a comparison, for 2014 test match, the overall customer experience score was 8.1.

### **Conclusion**

Following the discussion of this report at the Liaison Panel, a formal report will be written for the Hedge End, West End and Botley Local Area Committee meeting on 28 January 2019 which will also incorporate updates on community use of the Ageas Bowl and recommendations.

## **Questions**

Mr Pilcher questioned the car parking capacity of the parking area that has planning permission for development – Mr Hare confirmed parking spaces to be around 350.

Mrs J Birt commented regarding the Moorgreen Pavilions parking complaints. The developer (Barratts) gave a sum of money to E.B.C. to use for traffic management for cricket match days; coning and marshalling for this season. To try and solve some of the parking issues experienced by the residents a T.R.O (Temporary Traffic Order) was proposed by EBC, however this was rejected by the developer. As previously reported, a meeting has been arranged to agree long term measures to alleviate parking issues.

Councillor Mrs Garton has received complaints of cars parking near the railway station then using the shuttle bus for international matches. Mr Hare said this would be monitored for future events.

Mr Clapton said the coning plan is working well and it was important to patrol these areas during matches. Mr Hare commented there is a dedicated team that carry out regular patrols.

Councillor Mr Collett commented local residents encourage family and friends to park outside their property and for the committee to be mindful that it is not necessarily poor parking management when looking at these issues. Mr Hare advised a number of people ‘sell’ parking spaces and these types of arrangements are difficult to manage.

## **7. REPORT ON HAMPSHIRE CRICKET IN THE COMMUNITY**

Mr Robertson reported the following to the panel – The charity host and facilitate a range of community groups from running, martial arts, boxing and a fitness club. Going forward the charity will refocus and assist in the wellbeing of people in the community:

- Physical well being
- Mental wellbeing
- Social wellbeing

The aim is to support and fund sports development and promote cricket in schools. The programme looks at the benefits of nutrition and exercise and to support general wellbeing.

The Hampshire Wellbeing Centre located within the grounds of the Ageas Bowl, takes referrals from Moorgreen Hospitals ‘Healthy Heart Clinic’, to provide a safe environment to rehabilitate.

Over the last year, fund raising targets have been met and the Trustees are in the process of discussing how to best use these funds.

The Chairman thanked Mr Robertson for the update and commented that this is a ‘great initiative’.

## 7. REPORT FROM AGEAS BOWL

Mr Hare updated the Panel on the following:

### Update on Development

- Inside the development – 2 large, full HD, L.E.D. screens are used to display the scoreboards during matches.
- Outside the ground – improvements have been made to car park 2 with the addition of approximately 300 car parking spaces and there are plans to tarmac all access roads. Wi-fi has also been upgraded around the stadium, to enhance fan engagement during events.
- An ‘outdoor cinema’ event was held this year, which was a success.

### Review of 2018 Season

The Hampshire Cricket Team won the One Day Cup at ‘Lords’, unfortunately they could not bring this success to the T20 season.

In the County Championship, they retained their status in the 1<sup>st</sup> Division.

The Test match in August was the most successful International ever to be hosted and lots of positive feedback was received. The Ageas Bowl were voted to have the ‘best food’ in English cricket which was very positive from an operational point of view.

### ICC World Cup 2019

Mr Robertson updated the panel on next year’s ‘50 over’ Cricket World Cup.

- The event runs from 30<sup>th</sup> May – 14<sup>th</sup> July, the final being held at ‘Lords’
- There are 11 host venues, the Ageas Bowl being one of them
- 10 teams participating
- 48 matches across the country
- 5 games will be played at the Ageas Bowl
  - 5<sup>th</sup> June – South Africa v India
  - 10<sup>th</sup> June – South Africa v West Indies
  - 14<sup>th</sup> June – England v West Indies
  - 22<sup>nd</sup> June – India v Afghanistan
  - 24<sup>th</sup> June – Bangladesh v Afghanistan
- Expecting 16,500 tickets to be sold, the same as a Test match
- Expected global t.v. audience of 1.5 billion people

Due to the number of tickets already sold – a high number of people will be travelling from London; a high number to use public transport – coach or train services.

The local impact of the games will be managed and the ‘Ageas’ will be working with local schools and ring fencing tickets for local groups.

The Chairman commented that he is looking forward to the updates and asked if there were plans for a local newsletter keeping residents updated which will help to address early, any concerns. Mr Hare said this is currently being discussed.

**8. PUBLIC QUESTION TIME**

Councillor Mrs Garton asked if there were any plans to hold concerts next year. Mr Hare said cricket fixtures for next year are soon to be announced, however due to the saturation of cricket fixtures, there is a very slim chance for concerts. However, there is a possibility for another outdoor cinema event.

Mr Pilcher asked if it was necessary for road closures during matches. Mr Hare confirmed roads would still be closed, however the amount time the roads were closed would be reduced. Mr Hare also advised the Panel, the car parking area planned along Moorhill Road would not be ready until at least 2020.

Mr Pilcher also asked about how to best report noise complaints and if something can be done about the direction of the car park lighting behind his property. Mr Hare suggested to contact the main reception for noise complaints and he would ask for the temporary car park lighting to be moved accordingly.

The Chairman congratulated the Ageas Bowl on a successful year.

**10. DATE OF NEXT MEETING**

Date of next meeting: 14<sup>th</sup> November 2019

The meeting closed at 8.02 p.m.