WEST END PARISH COUNCIL

MINUTES OF THE AGEAS BOWL LIAISON PANEL MEETING HELD ON THURSDAY, 14TH NOVEMBER 2019 AT 7.15PM AT THE AGEAS BOWL, BOTLEY ROAD, WEST END

Present: Councillor Mr R MacDonald Chairman

Mrs Julia Birt EBC Local Area Manager Mrs Barbara Thomas EBC Traffic Engineer

Miss Siobhan Strand EBC Assistant Local Area Manager

Cllr Mrs Cynthia Garton Chair - H.E.W.E.B. L.A.C.
Mr James Cole Head of Operations Ageas Bowl

Mr Greig Stewart Head of Customer Experience Ageas Bowl

Cllr Simon Collett West End Parish Council Cllr Janice Asman West End Parish Council

Mrs Laura Cooke Clerk to West End Parish Council

Mr S Mockford Deputy Clerk to West End Parish Council Ms E Davies Admin Officer, West End Parish Council

44 Members of the public

1. <u>APOLOGIES</u>

Apologies were received from Stuart Robinson, Ageas Bowl; David Mann, Chief Executive Ageas Bowl, Councillor Sarah Turl, West End Parish Council.

2. <u>INTRODUCTIONS</u>

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 – 15th November 2018

The minutes of the last meeting held on Thursday, 15th November 2018 were accepted as recorded.

Proposed: Councillor Rick MacDonald **Seconded**: Councillor Cynthia Garton

In favour: Unanimous

4. MATTERS ARISING

These were dealt with under individual agenda items.

5. REPORT FROM EASTLEIGH BOROUGH COUNCIL'S (EBC) HEWEB LOCAL AREA ON AGEAS BOWL REVIEW

Siobhan Strand updated the Panel on the following:

This report reviews complaints and comments which have been received by departments within Eastleigh Borough Council and the Ageas Bowl for the 2019 season and refers to actions arising from the Ageas Bowl Liaison Panel meeting on 15 November 2018. The report draws comparison with the previous nine years and provides updates which should address current residential concerns

Introduction

This report provides a summary of complaints and comments received by Borough Council and the Ageas Bowl staff in respect of cricket matches and large scale events held at the Ageas Bowl during the 2019 season. It provides an overview of concerns and, where possible, makes practical recommendations which should address identified problems. This season the Ageas Bowl hosted the ICC World Cup with 5 matches. A One Day International was held in May and the T20 limited overs matches were played in July and August. Complaints and comments received during the 2019 season was tabled (Appendix A). We have received an unprecedented amount this year due to the ICC World Cup which equates to an 88% increase from last year. A summary of complaint statistics for the previous 9 seasons was tabled (Appendix A).

Parking/Temporary Coning Plans

Residents across West End including; Chapel Road, Telegraph Road, Littlewood Road, Hope Road, Patricia Close, Quob Farm, Little Quob Lane, Grosvenor Gardens and Trent Way reported that they were unable to enter/exit driveways as parked cars were obstructing them. Traffic cones were distributed throughout these areas to minimise disruption, however some cones were moved to enable vehicles to be parked and some were even thrown into private gardens at Hope Road and into Telegraph Woods. Also cones were discarded along Princess Close, Kenilworth Gardens, St James Road and Western Road, and when residents approached some of the drivers; they were subjected to verbal abuse. Many residents have questioned why some of the roads were only coned along one side, particularly along St James Road, Hope Road, Chapel Road and Moorgreen Road. There were also requests that Grosvenor Gardens, Little Quob Lane and Trent Way should be coned in the future.

Cars were parked on double yellow lines at Chapel Road and Hope Road and also on the pavement at Brookside Way, Princess Close, Grosvenor Gardens, Trent Way, Hope Road, Quob Lane, West End Road, St. James Road, Chapel Road and Brookside Way. Inconsiderate parking was also reported from Tyne Way, Monarch Way, Brookside Way, Littlewood Gardens, Telegraph Road including the entrance to the woods and a piece of land on Long Drive was used to park around 25 vehicles, which made it dangerous pulling

on and off a near blind bend. Cars were parked along Botley Road from the motorway bridge to Smyths Toys at Tollbar Way blocking the cycle path. Concerns have been raised with regards to future parking for the cricket, once the fields which are used for overspill parking are developed.

Bus Shuttles and Traffic Management

Several residents missed doctor's appointments, due to the heavy traffic congestion. Members of staff from West End surgery and also Moorgreen Hospital spent a considerable amount of time in their own car parks to inform drivers that they were for patients only. As a result of this patients were late for appointments, due to the build-up of traffic. Residents have queried whether the park and ride buses were supposed to drive directly through West End, as this again lead to congestion. Queries were raised regarding the actual time that spectators left the Ageas Bowl as it clashed with rush hour, causing heavy congestion particularly along Chalk Hill, Botley Road and Moorhill Road, again impacting on residents. Concerns were also raised about emergency vehicles being able to get through congested roads throughout the area, particularly along Quob Lane and Hope Road. Numerous taxis waiting for passengers were seen using the car parking spaces at Noyce Court, which caused disruption.

Noise

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

Concerts/Fireworks

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

Anti - Social Behaviour/Policing

The local police have not notified us of any complaints, however a number of issues were raised with West End Parish, Eastleigh Borough Council and the Ageas Bowl, including residents being subjected to verbal abuse when asking other drivers not to block their driveways and roads; large amounts of litter being left behind after vehicles departed; there was a report of cricket supporters urinating against a resident's garden wall; graffiti on salt bins and a fence at Western Road. A resident at Princess Close was involved in a physical assault after a misunderstanding. It was also reported that some elderly residents had cricket supporters knocking on their doors offering them £25 in order to park on their driveways.

Customer Experience Scores

Experiences within the stadium are well received, as the data below which has been independently collated from match day experience scores show:

- Named the country's most family friendly cricket venue.
- Vitality Blast: 8.4 (out of 10) the highest experience rating in the last five years

- The Ageas Bowl rates 1st in cricket from five out of the 12 factors assessed.
- International: 8.7 (out of 10) maintained experience score from 2018 (averaged across all internationals) and exceeds national average of 8.4.
- However issues outside of the stadium are causing concern and we understand residents have been struggling with parking issues for a while. Due to the level of complaints this year, Eastleigh Borough Council are working with The Ageas Bowl to look at proposals to address this situation. We are in discussion with the Ageas Bowl Management Team about the possibility of a match day traffic regulation order (TRO).

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 27 January 2020 which will also incorporate updates on community use of the Ageas Bowl and recommendations.

6. REPORT ON TRAFFIC MANAGEMENT PROPOSALS FROM EASTLEIGH BOROUGH COUNCIL

Barbara Thomas updated the Panel on the following:

Background

Historically, the Rose Bowl (as it was originally) hosted domestic cricket which attracted relatively low numbers of spectators. As the venue expanded and larger events were held there, parking by spectators within surrounding residential streets became a problem.

In order to keep main roads clear of parked cars, and prevent spectators parking there, the Police deployed "no waiting" cones. The Police ceased provision of Traffic Management services some years ago, and Ageas Bowl continued coning the roads. Cones deployed by Ageas Bowl are not enforceable, and this now appears to be widely known. This has led to anti-social parking, which was a particular issue at two of the Cricket World Cup games earlier this year. Along with the inconsiderate parking, other anti-social behaviour was a problem in residential streets.

Proposal – event day Traffic Regulation Order (TRO) on main roads and Permit Scheme on residential roads

From a traffic management perspective, there is a need to keep main roads clear of parked vehicles on event days - primarily Botley Road, West End High Street, Telegraph Road, Moorgreen Road and West End Road. The prospective proposal is that match day "No Waiting" restrictions would be signed as a zone, with a single yellow line denoting "No Waiting On Event Days" on the above mentioned roads, along with repeater signs throughout the zone. Double yellow lines would remain as at present. The "No Loading

On Event Days" aspect might or might not be necessary, depending on numbers of spectators who are Blue Badge holders (blue badge holders can park on yellow lines for up to 3 hours providing they don't cause obstruction). We will need to consider how to treat the village centre. A complete ban on parking in High Street (except for service roads) may be unacceptable to retailers. However, the waiting restrictions might only be necessary for a few hours, depending on the event.

Within the residential streets, a "Permit Parking Area" is suggested, to be agreed by the local community. This would be signed as a "Permit Parking Zone", with repeater signs at intervals throughout the affected roads. Parking bays are not marked, it is the responsibility of the driver to assess suitable parking places. There is a cost to EBC to set up such a scheme, and for ongoing running costs. A full consultation will take place before a decision is made.

Questions

Member of public asked if the police had issued any parking fines during the recent events. J Birt responded that fixed penalty parking notices were issued by EBC during the recent cricket world cup matches.

Member of public commented that it is well known that parking cones are not enforceable and asked if there will be a cost to residents for the proposed permit parking arrangements? B Thomas responded that permit parking schemes cost money to set up and run but that exact figures are not known at this stage. EBC will undertake a full consultation with residents before a decision is made on permit parking.

Member of public proposed that the Ageas Bowl fund a residents parking scheme. Councillor R MacDonald reiterated that costings will be part of the consultation process.

Member of the public commented that it would be unrealistic to expect the Ageas Bowl to pay for a residents parking scheme as residents are only inconvenienced on a couple of days each year.

Member of the public asked who is responsible for the enforcement of parking offences on event days. J Birt responded that EBC Civil Enforcement officers are responsible can enforce traffic regulations and the Police also have some powers.

Member of the public commented that restricting parking by having a match day TRO on the main roads into West End will simply move parking issues into other areas.

Member of public stated that it all comes down to a question of enforcement. Parking offences during recent events didn't seem to be enforced and the police are only able to give a polite notice to offences in a coned area. Any residents permit scheme would need to be rigorously enforced. B Thomas responded that any parking scheme would be enforced as appropriate

Member of Fielders Court expressed concern that carers might not be able to park at the site if a parking permit scheme were in place. B Thomas responded that, taking the example of similar schemes, carers' parking permits will be available if required. Issues such as this will be discussed during the consultation period.

Member of public asked if parking on double yellow lines is enforceable. J Birt responded that yellow lines are enforceable but it is down to having sufficient officers to carry out enforcement duties.

Member of the public commented that, in the two years he has lived in the Parish, he has never seen a traffic warden. He also asked where it is planned that cars will park given that the previous parking site off Botley Road has been lost to housing development. J Cole responded that the new parking provision at Thorneydown Farm, off Charles Watts Way will provide for 700-1000 parking spaces, which more than plugs the gap lost to the housing development. The location of the new car park will also mean that cars do not need to come through West End to access the Ageas Bowl. It is hoped that the new car park will be ready mid part of next year.

Member of pubic commented that, if a major supermarket were to build a large new development, this would not be agreed unless sufficient parking were allocated. Felt that insufficient consideration to parking was given at the planning stages of the Ageas Bowl. J Cole responded that lengthy negotiations took place to try to secure the Peacehaven field (off Botley Road) but this was unfortunately unsuccessful. This has led to the construction of the parking site at Thorneydown Farm.

Member of the public commented that they unsuccessfully tried to contact the police on numerous occasions during the world cup match on 24th June 2019.

Member of the public asked if it is true that football clubs have to pay for policing outside the ground on match days and, if so, could Ageas Bowl be required to pay for policing outside the Ageas Bowl on match days. B Thomas responded that football clubs do have to pay for Hampshire Constabulary policing on match days but this is within the ground only. J Cole stated that policing in the Ageas Bowl is a cost directly to Ageas Bowl.

Councillor J Asman expressed her disappointment that there was no member of the Police present at the meeting.

Member of the public commented that sufficient labour is provided to place ineffective cones in the roads in the area but insufficient labour is provided to enforce it. J Cole responded that the Ageas Bowl pay for the coning of the roads but they are a visual deterrent at best and are no longer sufficient.

Member of the public asked if the new car parking facility can be free to ticket holders to encourage full use of the facility. J Cole responded that ticket holders are encouraged to use other forms of transport and that free shuttle buses operate from Southampton Parkway railway station and Hedge End railway station on major event days. There is also a Park

and Ride from Wide Lane in Eastleigh. In total, about 55% of ticket holders use these services.

Member of public stated that they found the idea of a parking permit scheme disgusting, considering the amount of abuse received by residents during recent events. Suggested adding "No Parking" signs in addition to cones.

Member of public revisited the comment made by J Cole regarding the statistic of 55% usage of shuttle buses and the Park and Ride services - still leaves 45% of ticket holders using local roads or alternative parking arrangements. Ageas Bowl needs to invest more of the money received from events back into adequately resolving parking issues. J Cole responded that the Ageas Bowl is of great economic benefit to the local area, generating over £50m.

Member of the public asked for stricter wording on the Ageas Bowl web site, regarding not parking on roads in the local area. J Cole responded that every ticket purchase is given a transport leaflet which gives full and thorough details of parking. This includes strong recommendations not to park on local roads.

Councillor R MacDonald commented that the recent issues were a once in 25 year event, and that some perspective was needed. EBC and Ageas Bowl are looking to move forward with this.

Member of the public noted that the England v Pakistan match scheduled for next year states that additional seating will be needed. Worried that bigger numbers will exacerbate the problem. G Stewart responded that Ageas Bowl had planned for a capacity lower than that of the World Cup but that extra demand for tickets has meant that more seats will need to be added. This will still not reach the numbers seen on World Cup match days.

Member of the public stated that, whilst they understand the exceptional circumstances of the World Cup, they wanted it noted that they experience traffic and parking issues every time there is an event.

Resident of Princess Close stated that it is hit and miss whether there are any cones placed on this road. Any additional, non-resident, parking causes access problems. This could be of serious consequence should an emergency vehicle need to access the road. Similar issue with Hope Road, Ingersley Rise, Trent Way and Telegraph Road. Resident asked who decides where the cones should go. Phone calls to the Ageas Bowl and to EBC didn't provide the resident with any clarity on who's responsible. J Cole stated that the Ageas Bowl use plans provided to them by EBC, which are agreed each year. J Birt responded that Princess Close was mentioned in EBC's Local Area Report as necessary for future coning.

Member of the public commented that a corner of Kenilworth Gardens had been used as a toilet during a recent World Cup event.

Councillor C Garton commented that it was interesting to have feedback from members of the public. With regards to enforcement of parking offences, it has been difficult to employ Enforcement Officers of late, but three extra officers have recently been employed by EBC. EBC works in close partnership with Ageas Bowl. Councillor Garton hoped that Ageas Bowl will step up and help pay for any parking permit system but no consultation has yet taken place with regards to this.

How the consultation process will work

B Thomas briefly explained how a parking permit consultation process might work. The first stage would be to do a letter drop to all residents in the local area. This would include outline proposals for the scheme and would invite residents to comment. Following this, all responses would be collated and analyzed and would be used to assist in the detailed design of the scheme. The Local Area Committee would then determine the way forward. Any meetings that take place will be open to the public and would be widely publicized.

7. REPORTS FROM AGEAS BOWL

James Cole updated the Panel on the following:

New car parking facility at Thorneydown should be useable by the middle of next year. This will address the loss of the Peacehaven field.

Highlights of 2019

- 17.5k visitors at England v Pakistan match in May
- Largest cumulative attendance of over 190,000 spectators from 33 countries
- Third most watched sports event globally. Great publicity for the area.
- Record attendances at Vitality Blast (T20) matches
- Hosting of additional non-cricket events including fireworks and an evening of Queen
- Warm up games at capacity
- Hampshire cricket highest placing for 2 years

Events in 2020

- Two international cricket matches scheduled. England v Australia ODI on 14th July and England v Pakistan IT20 on 2nd September
- Host venue for new domestic cricket tournament called The Hundred. Local team will be called the Southern Brave. 4 matches are scheduled in July and August.
- 20/20 competition will take place in late May/June
- 50 Overs competition will take place in July/august
- County Championships will take place between 13th April and 30th September
- Fixture list will be available w/c 25th November
- Westlife will be playing on 3rd July 2020.

Questions

Member of the public asked if there are any women's cricket events scheduled. J Cole responded stating that the Hundred competition will include both male and female games and that women's cricket is a top priority for the Ageas Bowl. The Southern Vipers Team (women's team) play at the Ageas Bowl. Current attendance levels means that sufficient parking is available on site for these matches.

Member of public asked what changes will be happening to the golf course? J Cole responded that a couple holes (near Moorhill Road) are unsatisfactory as they are a bit short. The two additional holes planned will be longer and hopefully more satisfactory.

Member of public asked the Ageas Bowl representatives how many tickets they expected to be sold for the Westlife concert next July. J Cole responded stating that they anticipated selling 18k-20k tickets.

Member of public mentioned the chaos that was experienced during the Rod Stewart concert a few years ago. J Cole and responded that Ageas Bowl have learned a lot since the Rod Stewart concert and that the Brian Adams and Little Mix concerts that followed Rod Stewart saw far fewer issues and problems.

Member of public asked why coaches are routed through West End when arriving/leaving the Ageas Bowl. J Cole responded that coaches run by Ageas Bowl are now routed through the golf course to access the Ageas Bowl, but they obviously have no control over spectator organized coaches.

Councillor R MacDonald commented that a lot of the problems experienced by residents could be alleviated by better communications. J Cole apologized that the Ageas Comms team had failed to get the fixtures list added to the EBC Borough News this year and that they would work hard to make sure that this information is added to the next (February/March) edition. This will include fixture dates, plus contact numbers in case of problems.

Community Report

The following report was given by Greig Stewart, Head of Customer Experience Ageas Bowl

The Ageas Bowl delivers community projects through its official charity the Hampshire Cricket Foundation. The Hampshire Cricket Foundation works with partners to support people in the local community and across Hampshire to make healthy life choices.

Community Sports Clubs

The Ageas Bowl site continues to provide facilities for more than 1,000 local people a week to be active. Delivery of these opportunities is primarily through three onsite community sports clubs; Poseidon Amateur Boxing Club, Dragon Choi Kwang Do and Hedge End Running Club.

Inspiring Young People to Play Cricket

Over the past three years we have helped to double the number of young people playing cricket in state Primary Schools. In partnership with Chance to Shine we now provide free cricket coaching in 160 local Primary Schools actively engaging over 4,500 children in the sport. Alongside this schools programme we have supported the launch of All Stars, an introductory coaching programme for 5-8 year olds, providing regular activity for more than 2,000 participants in local community cricket club throughout the summer.

Supporting People living with Dementia

Cricket Memory Days, our flagship dementia support programme, celebrated welcoming more than one hundred visitors in 2019 at six events over the summer. These events, delivered in partnership with the Hampshire Cricket Members' Committee and Dementia Friendly Hampshire offer people living with dementia and their families the opportunity to enjoy a day at the cricket in a safe environment. The events are free to attend and take place on one day of each County Championship match, hosted by volunteers in Box 5 of the Shane Warne Stand, supporters and their carers are treated to tea, coffee and cake reminiscing about their memories of the sport. For more information please contact the Ageas Bowl.

Charitable Donations

We provide raffle prizes to support local charities, schools and community groups in their fundraising efforts. In 2019, we supported 250 events taking the total number of events supported in the past three years to over 800. We would welcome more applications to support local events and our applications portal opens in February 2020. It can be visited at: www.ageasbowl.com/community/community-partnerships/charitable-donations/

New Campaign

The charity will shortly be launching a new health and wellbeing campaign to support lifestyle change, health screening, rehabilitation and treatment with a hub at the Ageas Bowl. A central pillar of this campaign will be placing defibrillators in communities across the county positioned at local cricket clubs.

8. PUBLIC QUESTION TIME

Member of public raised a question to EBC regarding a layby at the junction of Kenilworth Gardens. Please can a 2 hour waiting limit be imposed here? This would give sufficient time for carers etc. to use the layby but would discourage permanent parking. This issue will be raised at the WEPC Planning and Highways Committee meeting on 19th November 2019.

Member of public questioned the proposed 2 hour waiting list on the corner of Lower New Road and Chapel Road. This will simply move the parking problem onto Chapel Close. B Thomas responded that the consultation on this issue is taking place at the moment. The

resident was invited to comment and assured that all comments will be discussed at the January HEWEB meeting.

Member of public asked that EBC coning plans be added to the minutes so that residents can see which areas are due to be coned. B Thomas responded that coning plans change according to the expected number of visitors but will provide the outline plans (see Appendix B & C). J Cole responded that Ageas have a figure of 6,000 expected visitors as their trigger point for enacting coning.

Resident of Trent Way asked for it to be noted that, when asking a visitor not to urinate against a fence, was then accused of racism.

Member of public asked that time frames against action be fed back to local residents.

Member of pubic asked whether local residents can subscribe to a service to give them updated communications on proposals, public consultations etc. Councillor R MacDonald suggested subscribing to My Eastleigh https://www.eastleigh.gov.uk/council/why-my-eastleigh and to look on the Parish web site http://www.westend-pc.gov.uk/ and social media page for information and also the Ageas Bowl website https://www.ageasbowl.com/cricket/news/.

Councillor C Garton stressed the importance of residents' involvement in public consultations and to ask local Councillors for further information on any issues. A full list of local Councillors is available on the Parish web site.

Member of the public commented that he had contacted Councillor Tennent about an issue but hadn't received a response. Councillor Garton responded that, whilst she couldn't comment on an individual lack of response, the member of public was welcome to bring the comment to the Parish.

Councillor J Asman reiterated the need for adding comments and responses to public consultations and to encourage neighbours to become engaged – to give a feel for what people really want.

Member of public gave appreciation for the opportunity to voice concerns but wanted confirmation that the questions raised tonight are appreciated, understood and adequately reflected upon. Councillor R MacDonald assured that the Parish, EBC and Ageas Bowl will follow up on the issues raised and that questions have been listened to and will be acted upon. As local councillors, we live in the community and suffer the same issues and frustrations as the rest of the local population.

10. DATE OF NEXT MEETING

Date of next meeting: 19 November 2020

The meeting closed at 8:31 p.m.

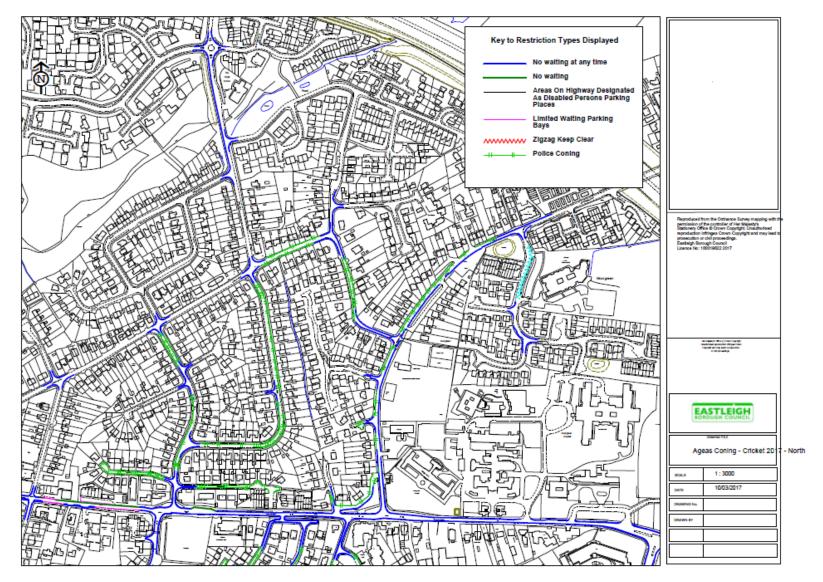
Appendix ASummary of Complaint Statistics received by EBC over the previous 9 seasons

COMPLAINTS/ COMMENTS	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
Parking/Temporary Cones	43	5	2	2	9	4	13	5	17	17
Bus shuttles/traffic management	7	0	0	9	0	1	2	4	3	2
Noise/Concerts/ Fireworks/Event	0	1	7	3	1	0	1	3	0	17
Anti-Social Behaviour/Policing	11	0	0	0	0	0	0	0	0	0
Customer/Audience Complaints	0	0	0	2	1	0	0	1	0	0
Satisfaction/ Compliments	0	1	0	1	0	0	0	1	8	6
Other (MP Enquiry)	1	0	0	0	0	3	2	1	1	1
TOTALS	62	7	9	17	11	8	18	15	29	43

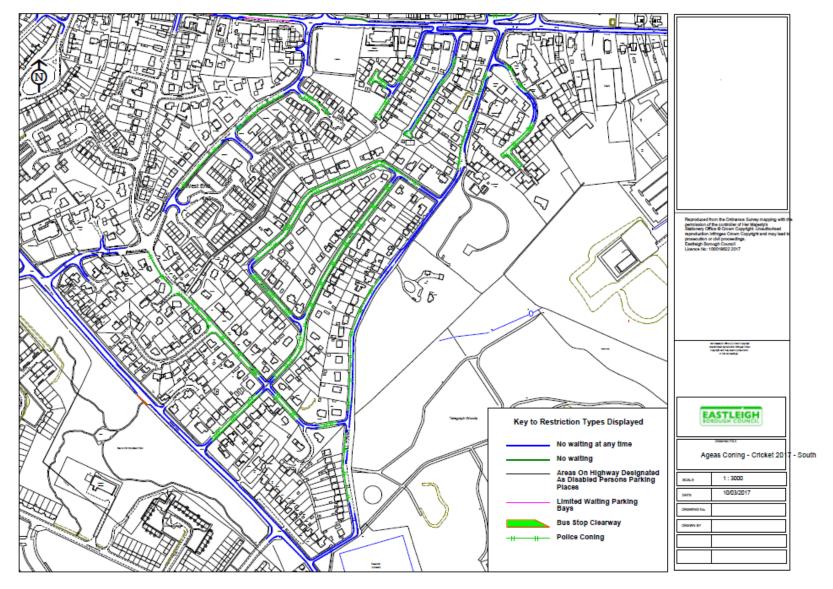
A summary of complaint statistics received by the Ageas Bowl. Some of these figures could be a duplication of complaints received by EBC):

COMPLAINTS/COMMENTS	2019
Parking/Temporary Cones	33
Bus shuttles/traffic management	12
Noise/Concerts/Fireworks/Event	9
Anti - Social Behaviour/Policing	8
Customer/Audience complaints	18
Stewards/Security	15
Other/Misc. (dirty seats, litter, sporadic WIFI, not enough ATMS, food	18
prices)	
TOTAL	113

Appendix B – Traffic Coning West End North. (References to "Police coning" should be changed to "No waiting" coning)



Appendix C – Traffic Coning West End South (References to "Police coning" should be changed to "No waiting" coning)



Ageas Bowl Liaison Panel – Thursday, 14^{th} November 2019