

**MINUTES OF THE AGEAS BOWL LIAISON PANEL MEETING  
HELD ON THURSDAY 9<sup>th</sup> NOVEMBER 2023 AT 7.15PM  
AT THE AGEAS BOWL, BOTLEY ROAD, WEST END, SOUTHAMPTON**

**Chairing the Meeting:** Councillor Ben Coles Deputy Chair, West End Parish Council

<b>Present:</b>	James Cole	Head of Operations Ageas Bowl
	Greig Stewart	Head of Customer Experience Ageas Bowl
	Councillor Garton	Chair of HEWEB Local Area Committee
	Ross McClean	Local Area Manager for BHH & HEWEB
	Councillor MacDonald	West End Parish Council
	Councillor Boulton	West End Parish Council
	Councillor Prince-Wright	West End Parish Council
	Councillor Asman	West End Parish Council & EBC
	Councillor Du-Crow	West End Parish Council & EBC
	Councillor Tennant	West End Parish Council & EBC
	Councillor Craig	West End Parish Council & HCC
	Councillor Broomfield	Hampshire County Councillor
	Councillor Jupe	Hedge End Town Council
	Councillor Pretty	Hedge End Town Council
	Inspector Goodall	Hedge End Police
	Sheridan Mockford	Clerk, West End Parish Council
	Becky Bond	Deputy Clerk, West End Parish Council
	Susie Johnson	Admin Officer, West End Parish Council

45 Members of the public

**1. APOLOGIES**

Apologies were received from, Councillor Sarah Turl, West End Parish Council and Dave Mann, Ageas Bowl Chief Executive.

**2. INTRODUCTIONS**

Councillor Ben Coles welcomed those present and invited them to introduce themselves and sign the attendance sheet. He then proceeded to read a statement from Councillor Sarah Turl, Chair of West End Parish Council.

“I am sorry that I am unable to chair the meeting this evening due to a personal commitment. I attended the very first meeting of this liaison panel on the 29th September 2004 as a member of the public and as Chairman of Moorgreen Road Residents Association. The liaison panel was established by West End Parish Council, working with the Eastleigh Borough Council Local Area Co-ordinator to provide a forum to address and resolve the impacts of the operations of the then Rose Bowl on local residents in West End and Hedge End.

The aim of the liaison panel is to promote a positive relationship between the Ageas Bowl (Hampshire County Cricket Club) and the local community. The Liaison Panel will enable the exchange of information and promote discussion on any matters that may have an impact on local residential amenity. The panel will receive reports and advise on the long-term

development of the Ageas Bowl as a venue for first class cricket, recreation, and entertainment. The Panel will meet at least two times a year and will provide an opportunity for public participation and questions at each of its meetings.

I am very pleased that this meeting has been reestablished following the break during the pandemic. During my attendance over the past nearly twenty years, I have appreciated the opportunity to all work together to address and minimise the many impacts on local residents whilst also recognising the many benefits to the local area. We have been able to achieve significant improvements in the past through open communication, understanding of impacts and a will to find long term solutions.

I hope that the spirit of co-operation will be rekindled in the meeting this evening and that the return to regular meetings will foster ongoing collaboration.

Thank you to you all for your time attending and contributing to the meeting.”

3. **MINUTES OF LAST MEETING – 19<sup>TH</sup> NOVEMBER 2019**

The minutes of the last meeting held on Thursday 19<sup>th</sup> November 2019 were accepted as recorded.

**Proposed:** Councillor Coles  
**Seconded:** Councillor MacDonald  
**In favour:** Unanimous

4. **REPORT FROM EASTLEIGH BOROUGH COUNCIL’S HEWEB LOCAL AREA MANAGER ON AGEAS BOWL REVIEW 2022/23**

The Local Area Manager for Hedge End, West End & Botley (HEWEB) advised he would provide a brief update from an Eastleigh Borough Council perspective on the issues of Traffic coning, noise issues and complaints received by Eastleigh Borough Council relating to the Ageas Bowl.

**Traffic and Coning**

Following on from the termination of the agency agreement in March 2023 implemented by Hampshire County Council, all issues relating to on street parking and traffic management are now the responsibility of Hampshire Highways and not that of Eastleigh Borough Council. I believe a statement from Hampshire Highways will be read out on traffic and coning later in the meeting. Although traffic and coning are the responsibility of Hampshire Highways, Eastleigh Borough Council officers will continue to meet with the Ageas and Hampshire Highways to highlight concerns around parking on behalf of residents.

**Noise Issues**

Eastleigh Borough Council have received a total of two complaints in 2023 in relation to noise from the Ageas Bowl. Both complaints were received on 11<sup>th</sup> and 12<sup>th</sup> August and were in relation to grass cutting equipment. In September 2022 we received one noise complaint of loud music after 23.30hrs.

Regarding the Arctic Monkeys concert on 14<sup>th</sup> June 2023 a noise consultant was appointed by the event promoter and sound levels were also monitored by Environmental Health Officers at Eastleigh Borough Council. Towards the end of the second support act (The Hives), an Eastleigh Borough Council officer located at Westgate Mews measured music noise levels over the limit, and contacted the Noise consultant who was monitoring elsewhere.

The Noise Consultant quickly came to Westgate Mews, reviewed the data, discussed the findings with the Eastleigh Borough Council officer and confirmed the noise level was above 60 decibels and then contacted the onsite sound team who immediately turned down the music to a range of 52 to 58 decibels.

### **Complaints and Comments**

In addition to the noise complaints mentioned above, Eastleigh Borough Council have received three health & safety complaints all in relation to golf balls being hit into neighbouring gardens from the 1<sup>st</sup> tee at Boundary Lakes Golf Course. Additional netting has been installed by Boundary Lakes; however, this has not totally addressed the issue. Eastleigh Borough Council will continue to work with the Ageas Bowls, Boundary Lakes, and the residents to find a solution.

Finally, Eastleigh Borough Council received 3 additional complaints in relation to the Arctic Monkeys concert, 2 specifically around traffic and coning and 1 pre-emptive complaint about future events.

## **5. REPORT ON TRAFFIC MANAGEMENT PROPOSALS – HAMPSHIRE COUNTY COUNCIL**

As Hampshire Highways were unable to send a representative, County Councillor Broomfield delivered a report on their behalf.

I was contacted numerous times during the recent season by residents concerned at parking issues, which I took up with Hampshire Parking Services. For the Arctic Monkeys concert in June, I spent some time going round the village and spoke with several residents about the problems they were facing with inconsiderate and anti-social parking.

I also spoke with wardens on duty that night, who commented that they had been very busy issuing PCNs. Unfortunately, it subsequently transpired that a breakdown in communication between the Ageas Bowl, Hampshire County Council and Eastleigh Borough Council meant that any tickets issued were subsequently overturned because the correct Temporary Traffic Restriction Orders (TTROs) had not been arranged. I sincerely hope this will be rectified before the forthcoming season as this is a key part of Hampshire's ability to enforce parking restrictions.

## **6. REPORTS FROM AGEAS BOWL**

Reports were given by both the Head of Operations and the Head of Customer Experience.

The 2023 Cricket Season ran from 6th April to 29th September 2023 with 44 days of cricket in various formats on the main ground. There was also an Arctic Monkeys concert on the 14<sup>th</sup> June and the Fireworks display on 3<sup>rd</sup> November. In total from all events plus conferences, there have been 210,190 visitors.

Attendance figures for all events were shared as follows:

County Cricket over 24-days throughout the year	22,500
T20 over 8 matches	56,051
Women's One Day International v Australia (Women's Ashes)	12,380
Men's One Day International v New Zealand	17,000

The Hundred over 4 matches	50,504
One Day Cricket over 4 matches	9,675
Rachael Heyhoe Flint Trophy over 2 matches	1,080
Arctic Monkeys Concert	30,000
Fireworks	8,000

Customer exit survey feedback shows increasing satisfaction across all measurement metrics.

- Number of Local Purchasers SO30: >10,000 tickets purchased.
- Within 5-miles: >30,000 tickets purchased from people living within five miles.
- Bus use from Transport Hubs: 27,702 Bus Users across all matches – T20, Hundred and Internationals.
- 42% of the crowd use buses for Men’s International.
- Investment in Transport & Traffic Management is >£350k per year, in excess of 10% of total ticket revenue received.

### **Coning**

We are currently in discussion with Eastleigh Borough Council, Hampshire Highways, and the Safety Advisory Group. We currently operate:

- Low coning plan for ‘Major Events’ under 14,000 - WODI, T20 and Hundred.
- High coning plan for ‘Major Events’ over 14,000 – Men’s International and Concert.

An error in the implementation briefing meant that Men’s ODI was coned to the Low-Level Plan for which we apologise.

Historically we haven’t coned for Fireworks. We are aware of issues in some surrounding roads and will add these to the ongoing discussions with Hampshire Highways.

### **Resident Complaints to The Ageas Bowl**

13 individuals made complaints during the season:

- 6 on road coning
- 8 on anti-social behaviour
- 1 on traffic lights.

Some complaints mentioned more than one thing.

### **Local Job Creation**

More than 300 people directly employed.

48% of the workforce live within 5 miles.

68% of the workforce live within 10 miles.

44 people employed by The Ageas Bowl live in the SO30 post code area.

## 2024

Internationals:

6 July – Women’s IT20 v New Zealand 90% sold of 12,400.

11 September – Men’s IT20 v Australia sold out on ballot of 17,000.

Fixture List to be confirmed but similar competition blocks to this year.

## 7. PUBLIC QUESTION TIME

12 residents asked questions relating to the following subjects and were replied to and their concerns commented on by members of the panel.

- **Parking During Events – including coning of residential roads on event days, signage, road closures, Park & Walk and Park & Ride systems.**

The Ageas Bowl representatives admitted to and apologised for the errors in signage and the implementation of their coning plans. This has now been reviewed and TTROs will be correctly applied for and in place for 2024. This will enable any parking tickets to be enforced.

Improved signage will also be introduced, and the Park & Walk routes reviewed to avoid the roads without pavements. The road closures were planned to be kept to a minimum; however Anti-Terrorism Police requested that a longer closure was put in place.

It was mentioned that the unadopted roads previously had private security on the entrance. This was implemented as a gesture of goodwill by Eastleigh Borough Council. A reintroduction of this will be reviewed by Eastleigh Borough Council.

- **Littering**

Comments were made regarding the bins remaining full for the weekend after large events. A suggestion will be made to arrange emptying of this directly after an event rather on the next weekday. This suggestion will be taken to Eastleigh Borough Council.

- **Noise – Arctic Monkey’s Concert**

Although mentioned, no official complaints were received. Noise monitoring was carried out throughout the event and levels adjusted accordingly.

- **Anti-Social Behaviour**

Blocking driveways and urinating in public were mentioned. Inspector Goodall confirmed that blocking driveways was not a Police matter, however any criminal acts should be reported at the time they occur.

## 8. DATE OF NEXT MEETING

The date for the next Ageas Bowl Liaison Panel Meeting is to be confirmed.

Meeting ended at 8.46pm.

### **Actions Following the Meeting:**

- Investigate with Hampshire Highways the possibility of putting single yellow lines down the worst affected roads.
- Investigate with Hampshire Highways the possibility of resident parking permit zones.
- Setting up a residents' forum to discuss issues that arise relating to Ageas Bowl activity.
- Ageas Bowl to provide a regular newsletter or news bulletin to residents.
- Eastleigh Borough Council to look into whether the provision of Marshalls in the new housing developments will continue
- TTRO's to be set up correctly so parking tickets can be enforced.
- Eastleigh Borough Council to look at adequate bin provisions for large scale events.