

HEDGE END, WEST END AND BOTLEY LOCAL AREA COMMITTEE

Monday, 10 December 2018

AGEAS BOWL REVIEW 2018

Report of the Assistant Local Area Manager, in consultation with the Senior Engineering Specialist, Senior Environmental Health Specialist, and Customer Services Manager.

Recommendations

It is recommended that the Hedge End, West End and Botley Local Area Committee consider the review of complaints, comments and recommendations for the Ageas Bowl during the 2018 season.

Summary

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 November 2017. The report draws comparison with the previous nine years and provides updates which should address current residential concerns.

The majority of this report was presented at the Ageas Bowl Liaison Panel on Thursday 15 November 2018 and there is also an update on provision for councillors to note.

Statutory Powers

* Section 1 Localism Act 2011.

Strategic Implications

1. The performance of the Ageas Bowl relates to the Enabling Healthier Lifestyles and Wellbeing for all sections of the population. The community outreach programme also helps with Tackling Deprivation as many of the children would not otherwise experience cricket coaching or spectating. The introduction of the scholarship by Choi Kwang Do is also beneficial in this respect.
2. The Ageas Bowl offers employment for many local people ranging from stewarding to catering, sales and marketing, coaching, maintenance and the

many professions required by a hotel. Secondary spend in the local community on match and event days is significant and supports jobs in the wider economy.

3. The Ageas Bowl also contributes towards the aim of being a Green Borough with successful traffic management plans which helps with Tackling Congestion and associated pollution. Future traffic plans also involve using the infrastructure within the site rather than additional external Park and Strides. The provision of an Excellent Environment for All is important for everyone who visits and works within the site and the surrounds. The Ageas Bowl works closely with the Council's Direct Services to achieve this and the minimising of waste.
4. This report relates specifically to the Council's community leadership role, protecting the amenity and wellbeing of residents and supporting a positive and constructive relationship between the Ageas Bowl and the local community.

Introduction

5. This report provides a summary of complaints and comments received by Borough Council staff in respect of cricket matches and large scale events held at the Ageas Bowl during the 2018 season. It provides an overview of concerns and, where possible, makes practical recommendations which should address identified problems.
6. This season the Ageas Bowl hosted one Test match and no concerts respectively. The T20 limited overs matches were played mainly in July and August.

Complaints and Comments Analysis

7. Complaints and comments received during the 2018 season are summarised below. To enable comparison, a summary of statistics for the previous eight seasons are included in the following table.
- 8.

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

Parking/Temporary Coning Plans

9. 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 the next Traffic Regulation Order (TRO).
10. Following on from the fireworks event on 2 November 2018 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. Eastleigh Borough Council (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. Please note at the time of writing this report, a meeting is being arranged between Barratts (Developer), and EBC
11. 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 Test match. It was confirmed at the Ageas Bowl Liaison Panel on 15 November 2018 that parking had been an issue in the roads around Hedge End train station. This will be considered when the Ageas Bowl management teams reviews the current coning plan.
12. Access issues which resulted in a slight delay for 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.
13. Residents attending the Ageas Bowl Liaison Panel requested regular patrols of roads which were coned. This includes the T20 matches as well as the internationals.
14. After the England cricket international, a resident reported what a great job EBC did in coning the roads around the Ageas and also noted that a team of attendants regularly patrolled the area.

Bus Shuttles and Traffic Management

15. No complaints regarding this operational aspect have been received directly by Borough Council officers.
16. The Park and stride site off Botley Road which provides approximately 600 spaces was used efficiently for the T20's and the test match.
17. Additional train services and bus shuttles were provided for the Test match.

18. 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.
19. There are plans to tarmac the haul road for use by cars only.
20. 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

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

Concerts/Fireworks

22. There were no concerts this year, however, one complaint has been received regarding the fireworks display which took place on Saturday 2 November 2018 and has been addressed under the parking issues for The Pavilions above (point 8).

Anti - Social Behaviour/Policing

23. We have received no complaints from the local police.

Customer Experience Scores

24. 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.

Community Programme

25. Poseidon Boxing Club now have over 600 members and the Choi Kwang Do club have around 65 members.
26. Hampshire Cricket in the Community is the umbrella trust and is focusing on physical, social and mental wellbeing and in terms of its fundraising, half has gone in sports development for local schools and more widely into Hampshire. They have been working with Wessex Heartbeat and Solent Mind and have

the Healthy Heart Phase 4 and 5 class (at one class per week). A feasibility study is also under way for a proposed wellbeing centre.

27. The Ageas Bowl are very proudly hosting five out of the 48 matches for the Cricket World Cup 2019 (30 May to 14 July 2019). These matches are:- South Africa v India 5 June, South Africa v West Indies 10 June, England v West Indies 14 June, India v Afghanistan 22 June and Bangladesh v Afghanistan 24 June. This is a fantastic event which will attract worldwide cricket fans into the Borough; a large number of these fans will be looking to use Southampton Parkway (based on the post code of tickets that have been sold).
28. In the playing season Hampshire Cricket won the Royal London Cup (50 overs) and retained their first class status in the Championship.
29. A Residents' newsletter will be sent out by the Ageas Bowl's management team as requested by the Parish Council.
30. At the Ageas Bowl Liaison Panel, congratulations were offered to the Ageas Bowl for all their work in the community, the reduction in complaints again this year and for the effectiveness of the traffic management plan.

Financial Implications

31. There are no financial implications identified in this report.

Risk Assessment

32. There are no identifiable risks associated with the recommendations made in this report.

Equality and Diversity Implications

33. The Equality Act is not relevant to the decision in this report as the decision does not relate to eliminating discrimination, advancing equality of opportunity, or fostering good relations between different people. An Equality Impact Assessment has not been carried out.

Conclusion

34. This report provides a review of the 2018 season in terms of issues that affect local residents largely around the staging of cricket matches and special events such as Fireworks night and concerts. The main community uses are also highlighted for councillors' information.

Date: 27 November 2018
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Appendices Attached: None

LOCAL GOVERNMENT ACT 1972 - SECTION 100D

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The following is a list of documents which disclose facts or matters on which this report or an important part of it is based and have been relied upon to a material extent in the preparation of this report. This list does not include any published works or documents which would disclose exempt or confidential information.