

HEDGE END, WEST END AND BOTLEY LOCAL AREA COMMITTEE

Monday, 27 January 2020

AGEAS BOWL REVIEW FOR 2019

Report of the Assistant Local Area Manager in consultation with the Traffic Management Specialist, Environmental Health Officer and Customer Services Manager.

Recommendation

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 2019 season.

Summary

This report reviews complaints and comments which have been received by departments within Eastleigh Borough Council for the 2019 season. The report draws comparison with the previous nine years.

The majority of this report was presented at the Ageas Bowl Liaison Panel on Thursday 14 November 2019 and there is also an update on community uses for councillors to note.

Statutory Powers

Section 1 of the Localism Act 2011 i.e. the Local Authority's general power of competence, including power to act for the benefit of its area or persons resident or present in its area.

Strategic Implications

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. Choi Kwang Do's scholarship is also beneficial in this respect.

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.

The Ageas Bowl also contributes towards the aim of being a Green Borough and 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.

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

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 2019 season. It provides an overview of concerns which have been acknowledged by the management team at the Ageas Bowl, who are now working in partnership with the Council to seek to address these issues.

This season the Ageas Bowl hosted the ICC World Cup with five 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 are summarised below. The Council has received an unprecedented amount this year due to the ICC World Cup which equates to an 88% increase from last year. To enable comparison, a summary of statistics for the previous 9 seasons are included in the following table:

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

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 the Council 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 were rated highly, as the data below (which has been independently collated by Two Circles appointed by England Cricket Board) 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 residents have been struggling with parking issues for a while. Due to the level of complaints this year, the Council is working with The Ageas Bowl to look at proposals to address this situation. Comments made by residents and councillors at the Ageas Bowl Liaison Panel meeting on 14 November 2019 will inform these proposals.

Further consultation with residents and key stakeholders will be undertaken.

Community Uses

Report from the 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, Choi Kwang Do and Hedge End Running Club.

Inspiring Young People to Play Cricket

Over the past three years the number of young people playing cricket in state Primary Schools has doubled. In partnership with Chance to Shine the Ageas Bowl now provide free cricket coaching in 160 local Primary Schools actively engaging over 4,500 children in the sport. Alongside this schools have been supported with 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, a 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.

Charitable Donations

The Ageas have provided raffle prizes to support local charities, schools and community groups in their fundraising efforts. In 2019, they supported 250 events taking the total number of events supported in the past three years to over 800.

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.

Financial Implications

There are no financial implications identified in this report.

Risk Assessment

There are no identifiable risks arising directly from this report.

Equality and Diversity Implications

The Equality Act is not relevant to the decision in this report as the report does not recommend any actions in response to the review. The Council will have due regard to the aims of the Equality Act (i.e. eliminating discrimination, advancing equality of opportunity, and fostering good relations between different people) in any decisions relating to community benefits and parking proposals. .

Climate Change and Environmental Implications

This report does not have any direct climate change and environmental implications. However the Council encourages the Ageas Bowl management team to change residents' and visitors' behaviour through effective park and ride facilities, along with public transport provision and green routes to reduce congestion and air pollution.

Conclusion

This report provides a review of the 2019 season in terms of issues that affect local residents largely around the on-going parking problems from cricket matches and special events such as Fireworks night. The main community uses are also highlighted for councillors' information.

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Appendices Attached: None

LOCAL GOVERNMENT ACT 1972 - SECTION 100D

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.

None.