

Statement of Community Involvement

Ageas Bowl, Southampton

Introduction

- 1.1 This statement provides an overview of the consultation process that has been undertaken in respect to informing proposals for development at the Ageas Bowl, Southampton.
- 1.2 This consultation involved discussions with statutory consultees through the formal pre-application process as well as consultation with neighbours and relevant stakeholders in the form of an extensive pre-application publicity. This statement should be read alongside the Planning Statement and Design and Access Statement which also provides details of consultation undertaken.

Consultation with Eastleigh Borough Council (EBC)

- 1.3 Prior to submitting the application, discussions took place with EBC officers on emerging proposals at the site both through the emerging Local Plan process (as the site was proposed for allocation) and pre-application process. In addition, discussions have also taken place with Hampshire County Council, as local highways authority. This process is summarised in the table below:

Date	Event	Summary
2020/21	Local Plan Promotion	Following the Local Plan hearing sessions in January 2020, and at the request of the examining Inspector, discussions took place between the applicant and the Council in respect to the wording of the site allocation policy (WE4). These discussions resulted in an agreed policy wording that was sent to the Inspector in February 2021 which was subsequently found sound by the Inspector (and forms part of the now adopted Local Plan)
May 2021 – April 2022	Pre-application Discussions	An initial pre-application submission was made in May 2021 which has been the subject of ongoing discussions with planning officers. The proposals have been discussed via virtual meetings and a site meeting which took place in August 2021.
November 2020 – September 2021	Highways Pre-Application Discussions	Following an initial meeting held on 27th November 2020, a Transport Assessment Scoping Note was submitted to Hampshire County Council and National Highways in August 2021, as local and strategic highway authority for the local area. A written response to the Scoping Note was provided by Hampshire County Council and National Highways on the 1st September 2021.

- 1.4 In addition to discussions with EBC and highway officers, a number of presentations/site visits were carried out with key stakeholders as summarised in the table below:

Group / Organisation	Date
Presentation to Hedge End, West End & Botley Area Committee	20 September 2021
Presentation to Design Review Panel	21 September 2021
Site visit with members of West End Parish Council	8 March 2022
Site visit with members of Eastleigh Borough Council	19 May 2022

- 1.5 The supporting Design and Access Statement and Planning Statement sets out in detail how the current proposals have sought to address feedback provided during this pre-application process.

Public Consultation

- 1.6 In order to inform local residents and stakeholders of the proposed development, the proposals were publicised in a number of ways.
- 1.7 The emerging proposals were outlined within their own dedicated webpage which was also accessible via the Hampshire County Cricket Club website (www.ladal.co.uk/theageasbowl). The proposals were publicised via a number of different channels:
- Hampshire Cricket (Twitter, Facebook, Instagram)
 - The Ageas Bowl (Twitter, Facebook, Instagram, LinkedIn)
 - Website (www.ageasbowl.com)
 - Hampshire Cricket App
 - BBC Online: <https://www.bbc.co.uk/sport/cricket/60237139>
 - BBC South Today & BBC Radio Solent: Both covered the story on respective shows
 - Wave 105 radio: Covered the story on their news bulletin (<https://planetradio.co.uk/wave-105/local/news/major-development-plans-for-the-home-of-hampshire-cricket/>)
 - Daily Echo: <https://www.dailyecho.co.uk/news/19894297.proposals-redevelop-ageas-bowl-hampshire-county-cricket-club/>
 - Portsmouth News: <https://www.portsmouth.co.uk/business/development-plans-unveiled-to-transform-the-ageas-bowl-including-new-hotel-housing-and-car-parks-3553391>
 - Hampshire Live: <https://www.hampshirelive.news/news/hampshire-news/ageas-bowl-development-135-room-6594599>
 - Hampshire Chronicle: <https://www.hampshirechronicle.co.uk/news/19894785.proposals-redevelop-ageas-bowl-hampshire-county-cricket-club/?ref=rss>
 - Yahoo news: <https://uk.sports.yahoo.com/news/hotel-183-homes-well-being-164749061.html>
- 1.8 In addition, a display was installed in the lobby of the Hilton Hotel on-site which include a model of the proposals, images of which are contained within the supporting Design & Access Statement. Contact details were provided for members of the public to raise questions/queries of the proposals.

Summary and Conclusions

- 1.9 This statement sets out the consultation that has been undertaken prior to a planning application being submitted.

- 1.10 The statement summarises the pre-application process that took place with planning and highway officers and should be read alongside other supporting documentation which sets out how the scheme has sought to positively respond to the feedback provided.
- 1.11 In addition, a number of presentations/site visits were held with key local stakeholders whilst through an extensive publicity campaign, information on the proposed development was made available for comment by the wider community.