



TRAFFIC MANAGEMENT

OVERVIEW

Contents

1. Introduction.....	3
2. Pedestrian Stadium Access.....	5
3. Character Area 4 – Proposed Care Home.....	6
4. Character Area 5 – Proposed Residential Development	7
5. Parking Strategy.....	8
6. Bus Shuttles	11
7. Taxis	12
8. Road Closure.....	14
Appendix 1 – Existing car Parks	17

1. Introduction

Every format of Cricket has nuances with differing start times, gate opening and inconsistent attendances affecting local traffic in different ways. Notwithstanding this, this document provides an overview of the proposed management regime with an emphasis on how the proposed residential development will interact with the existing uses at the site. For the purposes of this document, 'Major Matches' are defined as T20, Hundred and International Matches

The proposed new parking arrangement will lead to a number of benefits for the club, a key one being that the event parking will be simplified by the new layout. The proposed new site wide layout is illustrated at Figure 1 whilst the proposed new spectator access arrangements from Botley Road is illustrated at Figure 2.

To ensure consistency, the functionality of the existing car parks has been overlaid into the planned strategy and is detailed in Appendix A.

For the purposes of clarity the Golf Clubhouse is assumed to have been constructed in accordance with the planning permission with an entrance direct from the A27 Moorhill Road. Also, the proposed hotel will utilise the existing Hilton Hotel spaces and not impact the match day overlay whilst laybys are retained on both sides of the perimeter road to their current extents (Car Park D).

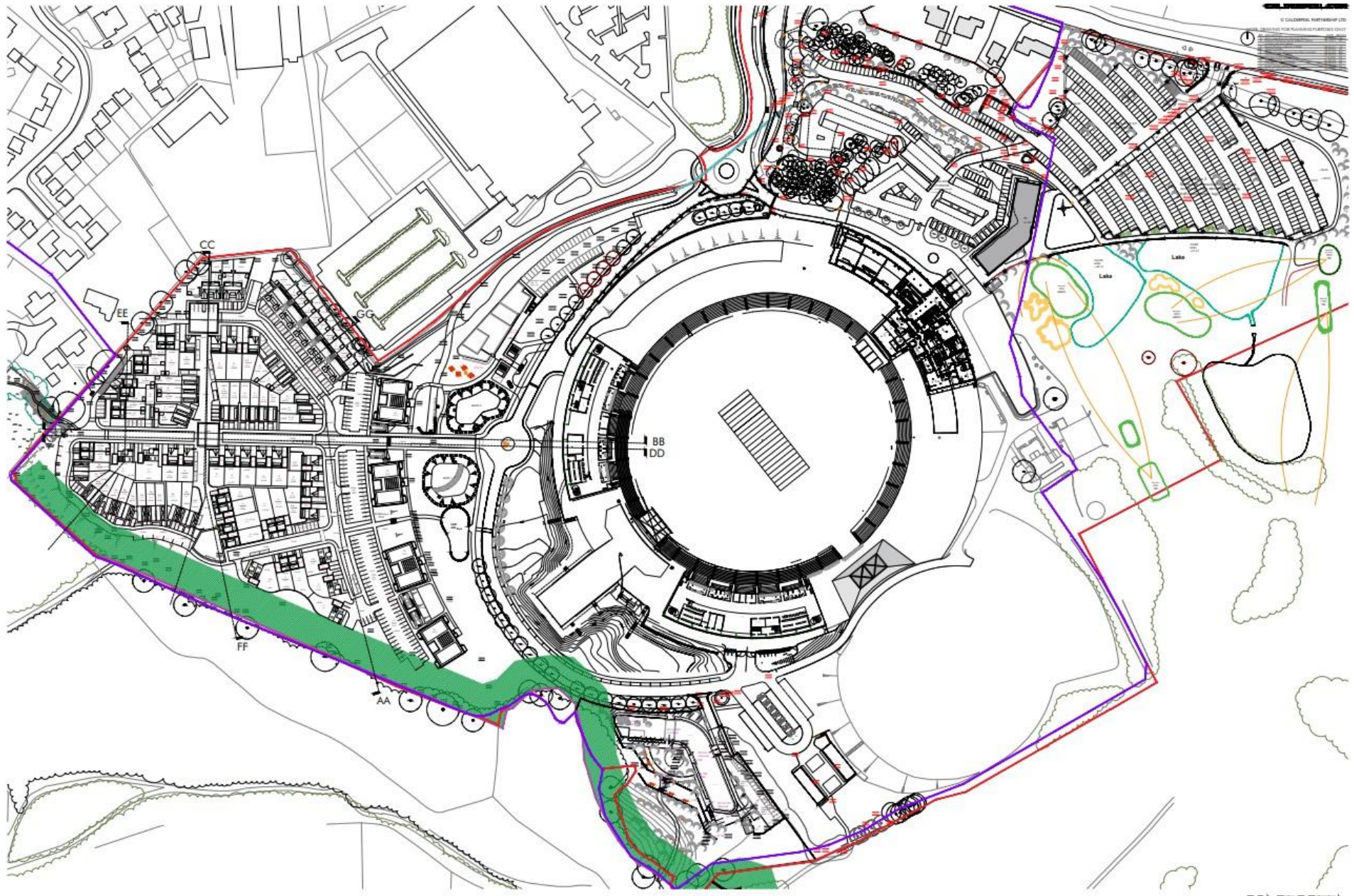


Figure 1 - Proposed New Site Layout

2. Pedestrian Stadium Access

Significant proportions of the attendance for events arrives at the venue on foot. The existing arrangements have been significantly enhanced in the plans with the proposed access arrangements shown below:

Figure 2 – Proposed pedestrian stadium access



A pedestrian 'fan zone' circulation space has been provided at Botley Road increasing the dispersal space into the public space. A match day ticket office has been provided in that area for ticket sales and resolution, deconflicting this from the main entrances.

The walkway between Botley Road and West Gate has been widened (to be a minimum 10m in width) and is split between a designated walkway and a shared surface. The area has been designed to accommodate the flow of spectators from West and East Gates without any phased exit for all cricket matches.

Different arrangements will be in place for larger concerts and are not considered in this document. Since 2015 the stadium has had planning permission for a maximum of three concerts per annum of up to 35,000 spectators. It should however be noted that there have not been more than a few concerts in that period.

The shared surface between the roundabout and West Gate will be carefully managed. For ingress, the centre of the roadway will be barriered and traffic lights or 'stop/go boards' will manage the phasing of cars entering or exiting site. Should security threat levels require, the barrier will be replaced by Hostile Vehicle Mitigation (HVM) measures.

Egress will be similarly managed although for Major Matches the barrier will be removed and vehicle movement held on Marshall Drive in a similar manner to car parks and the general road closure (further information on how this will operate is set out later in this document). Vehicular movement will only be permitted following authorisation from the event Safety Officer.

3. Character Area 4 – Proposed Care Home

The Care Home in Character Area 4 will use Botley Road for entry and exit at all times. Through monthly meetings and ongoing management liaison, the Stadium will maintain strong communications with the management of the Care Home discussing potential traffic impacts on the access throughout the year. There will be short periods during major matches and large scale events where access to the Care Home may be limited or utilise alternative routes but these will be carefully managed to minimise impact on residents, guests and staff. These periods will generally be during the access and egress phases of the major events within the stadium and will only be for short periods – circa 20 minutes.

Traffic marshals will be positioned on the vehicle control line to manage access to the stadium car parks using an accreditation system. The number of marshals will vary dependent on the nature of the event and may also be supplemented with stop/go boards or traffic lights to assist. During periods of increased terrorist threat, the vehicle line will utilise Hostile Vehicle Mitigation measures but access would be maintained. Emergency access to Character Area 4 will be maintained at all times using the same methodology as the blue routing emergency access protocols for the Stadium. This will require coordination between the Care Home Management Team and the stadium Control Room as part of the ongoing dialogue which the club already do with other bodies as part of the existing management regime.

The main periods of potential impact on non-emergency traffic are around the access and egress phases of the Stadium during Major matches and large-scale events. Individual management plans will be written in partnership between the Stadium Operations Team and the Care Home Management and provided to the Safety Advisory Group for each event.

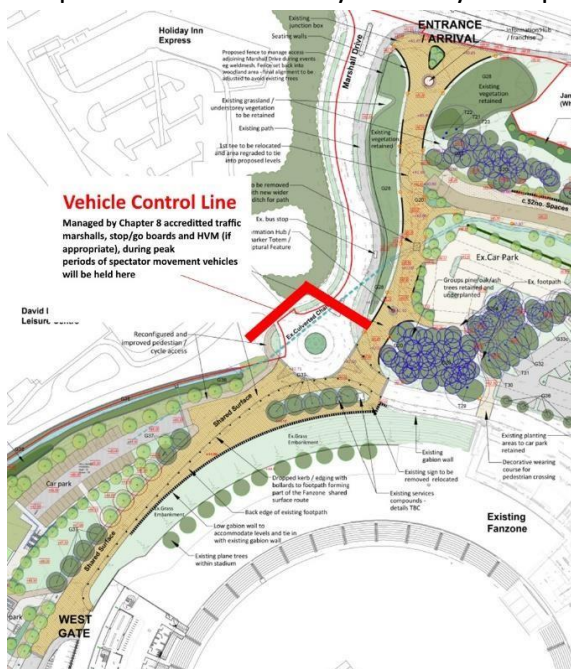


Figure 3 – Vehicle Control Line

Residential properties within Character Area 5 will access the site through Marshall Drive and Botley Road at all times. Residents will be provided with parking passes appropriate to the number of spaces allocated to their property and these passes will be used to manage access via the vehicle control line shown on Figure 3.

The roadway between West Gate and the Marshall Drive roundabout needs to be carefully managed to maintain access and egress for residents' cars. Although not subject to a Temporary Traffic Regulation Order (TTRO), as it will not be an adopted road, it will follow a similar approach to those TTRO that exist within the vicinity of the stadium (see section 8 below). As set out in the preceding section there may be short periods, particularly during public egress from Stadium Events, where all traffic on site is held to allow pedestrians to dissipate from the roadways (for approx. 20 minutes for the largest events however for County matches there would be no disruption). Traffic Marshalls will manage this process and egress will normally be at off peak times between 9pm and 10pm in the evening. Emergency access to Character Area 5 will be maintained at all times using the same methodology as the blue routing emergency access protocols for the Stadium

Residents will receive regular communication, newsletters sent on a monthly basis, regarding the fixtures and events within the Stadium and the venue will continue the Residents Liaison meetings in conjunction with West End Parish Council and Eastleigh Borough Council to ensure that the systems operate smoothly.

5. Parking Strategy

In order to illustrate how the proposed new uses will relate to the management of the wider site, the following section sets out how the sporting use of the site will be managed.

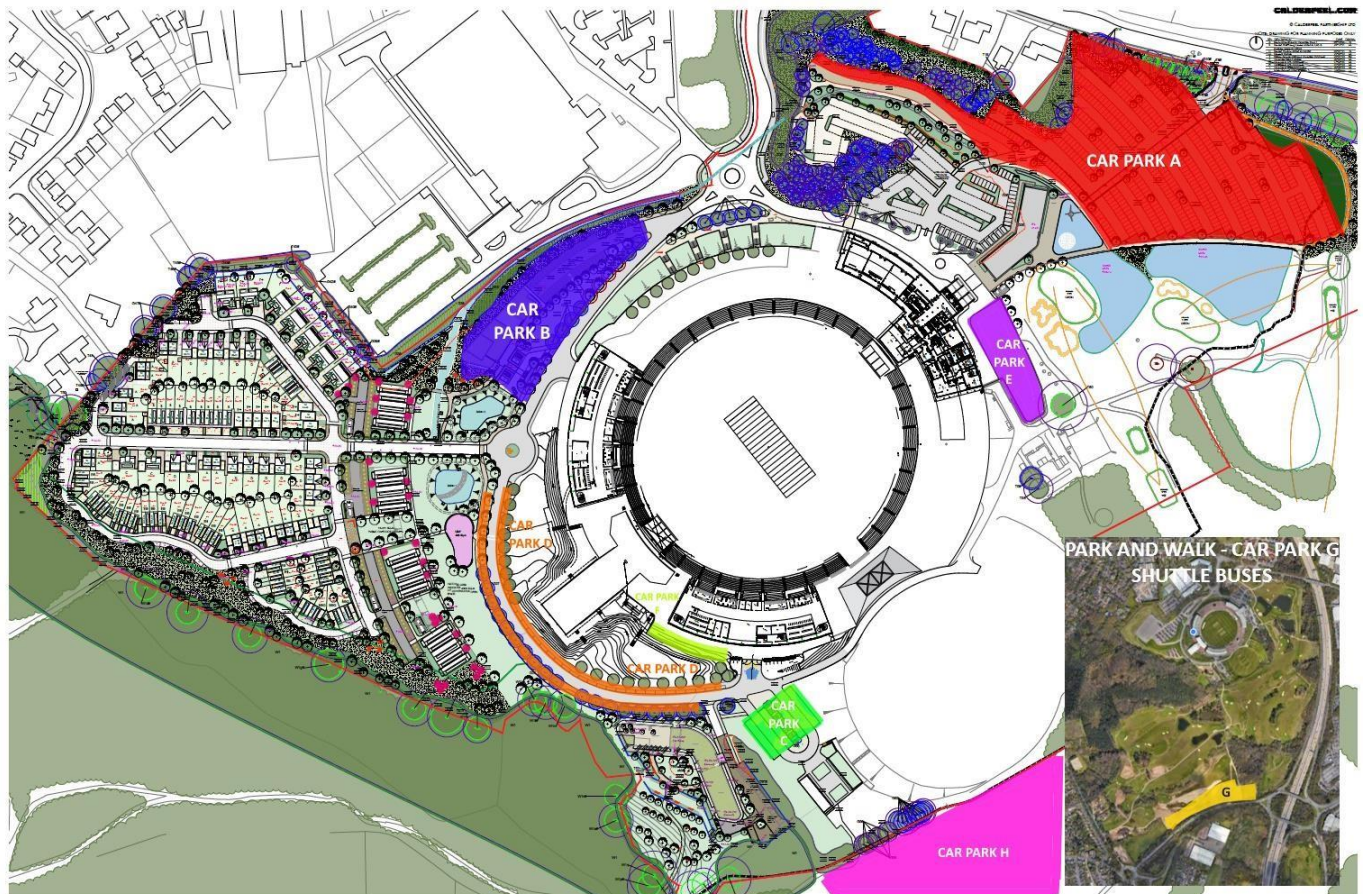


Figure 4 - Car Park Layout

Car Park A

Car Park A will have direct access from Botley Road. This car park will accommodate up to 100 staff. Remaining spaces will be for spectator parking.

This car park will also be utilised to by the Hilton Hotel as guest parking for large functions in support of the ball room. Stadium conference and events will overflow into this car park when the associated hotel care park is full.

For matchdays, this car park functionally replaces the parking provision in existing Car Parks 1, 2 and 3 (see Appendix A). Car Park A will use Botley Road for entry and exit at all times.

Car Park B

This car park is located where the proposed new Wellbeing Centre will be built. Until this Centre is built this area will provide accessible 'blue badge' parking and the players and senior staff parking currently located in Car Park 3.

Following construction of the Wellbeing Centre, the majority of the parking from this area will be relocated into Car Park A. For major matches and events, the Wellbeing Centre will shut and the car park will be utilised by the Stadium.

Car Park C

Car Park C is unchanged from its current format, providing accessible spaces on hard surface. Although larger than standard, the bays are not fully accessible and therefore the car park must be carefully managed following the existing arrangements.

This car park will load via Marshall Drive and exit carefully managed. For major matches egress from this car park may be through the golf course exit.

Car Park D

The significant reduction in stadium traffic on the perimeter road means that there will be utilisation of the laybys for Hospitality parking. Car park D is currently not utilised on match days as there is no control of vehicles, potentially creating vehicle / pedestrian conflict particularly during egress from larger matches.

This car park will load via Marshall Drive and exit carefully managed. For major matches egress from this car park may be through the golf course exit.

Car Park E

Currently the Golf Club Car Park and Outside Broadcast Area for televised matches, the movement of the clubhouse to the top of the course provides the opportunity to use this parking area for general matchdays when the match isn't televised. This will replace the functionality of Car Park 5 under the existing arrangements for Executive Club and VIP parking. For televised matches these users will be displaced into Car Park A

Parking in this area will be accessed via Marshal Drive with management of the crossing point with the pedestrian walkway.

Car Park F

The parking spaces behind the CIM stand are available for County Championship Matches and VVIP parking only. During major matches, with the increased spectator load on East Gate, it is not safe to allow cars to park here. The area will however be used for team buses for Hundred and International fixtures providing secure routes into the Away dressing rooms. Parking in this area would be accessed via Marshal Drive.

Car Park G

Only utilised on Major Matches, Car Park G is primarily the bus terminus for the Rail shuttle and Park and Ride operations. There is some additional space which will be utilised either as a Park and Walk facility or staff / contractor overflow, replacing the functionality of Car Park 7 on the existing plans. The available car parking space will vary depending on the size of the shuttle bus terminus.

Cars utilising Car Park G will be access from Moorhill Road and Marshal Drive in accordance with the planning permission for that parking area.

Car Park H

A direct copy of the current Car Park 7, this parking area will be utilised by Hospitality and staff. It will be loaded via Marshall Drive and exit through the golf course to the A27. The pedestrian walkway to Car Park G crosses this car park and it is essential that it is carefully managed. Despite the direct access to the exit road, it will be held until authorised by the Safety Officer to release. This car park is temporary, utilising the fairways of the golf course.

This car park is accessed via Marshal Drive but exit is managed through the golf course, joining traffic from Car Park G onto the A27.

Cottages

The cottages are accessed via the Hilton Hotel or on the road in between the Nursery ground and Groundsman's tunnel. The cottages are utilised by Ageas Bowl staff and players and the impact on matchday strategy is therefore minimised.

Hilton Hotel Car Park

This car park is used continuously by Hotel guests and staff. During major matches, the players, media and other event staff staying in the Hilton Hotel will utilise the spaces associated with their rooms.

Golf Clubhouse

The golf course will be closed for Major Matches and the car park can therefore be used for staff and contractor parking. This replaces Car Park 7 in the existing arrangements.

Golf Course Fairways

Currently designated Car Park 10, fairways of the golf course will continue to be used to park discrete groups of spectators or staff. Access to these areas will be via the A27 and golf clubhouse car park. This car park is temporary, utilising the fairways of the golf course.

Parking Hangers

All parking for site is pre-booked only. Spectators will be sent an E-Hanger that they will need to print and display prior to arrival. These will have a unique barcode on them to prevent people duplicating hangers.

To aid egress and ensure pedestrian safety, car parks will continue to be held for approximately 20 minutes after the end of play and only released with the authority of the Safety Officer.

6. Bus Shuttles

Park and Ride

Park and Ride has operated successfully for a number of years. Initially just providing additional parking for International Matches, the benefit of providing large car parks away from the immediate area around the venue has meant that the service has been expanded to include T20 Blast and Hundred matches albeit in a reduced format similar to Womens Internationals.

Following development, the Park and Ride will operate from Car Park 11 accessing Charles Watts Way direct and utilising the M27 Motorway for transfers. The Motorway is more resilient than the current route of A27 (Mansbridge Road).

T20, Hundred and Womens Internationals

Using the car parks at Parkway Station, the service is combined with the Rail Shuttle for that location. Users pay the requisite parking fee but transfer on the shuttle bus is free. It isn't possible to separate parking and rail passengers but the service is well utilised – 650 persons per match in 2023.

Men's Internationals

Following the success of the Park and Ride service which has run for International matches since 2006, the Venue is now transporting 20% of the crowd to University Wide Lane Sports Grounds where up to 1800 cars can be parked.

This service combines route with the Rail Shuttle to Southampton Airport Parkway Station providing the ability to adjust buses across the two routes as demand changes.

Rail Shuttle Bus Services

For Major Matches a rail shuttle will be in service to help reduce the number of vehicles in the local area. This follows the methodology of the last few years although the terminus area will move to Car Park G following the development.

Buses will enter and exit Car Park G from Charles Watts Way. This access will be managed and, for larger matches, a TTRO will be in place on the East Bound carriageway to give unimpeded turns into and out of site.

Public Bus Services

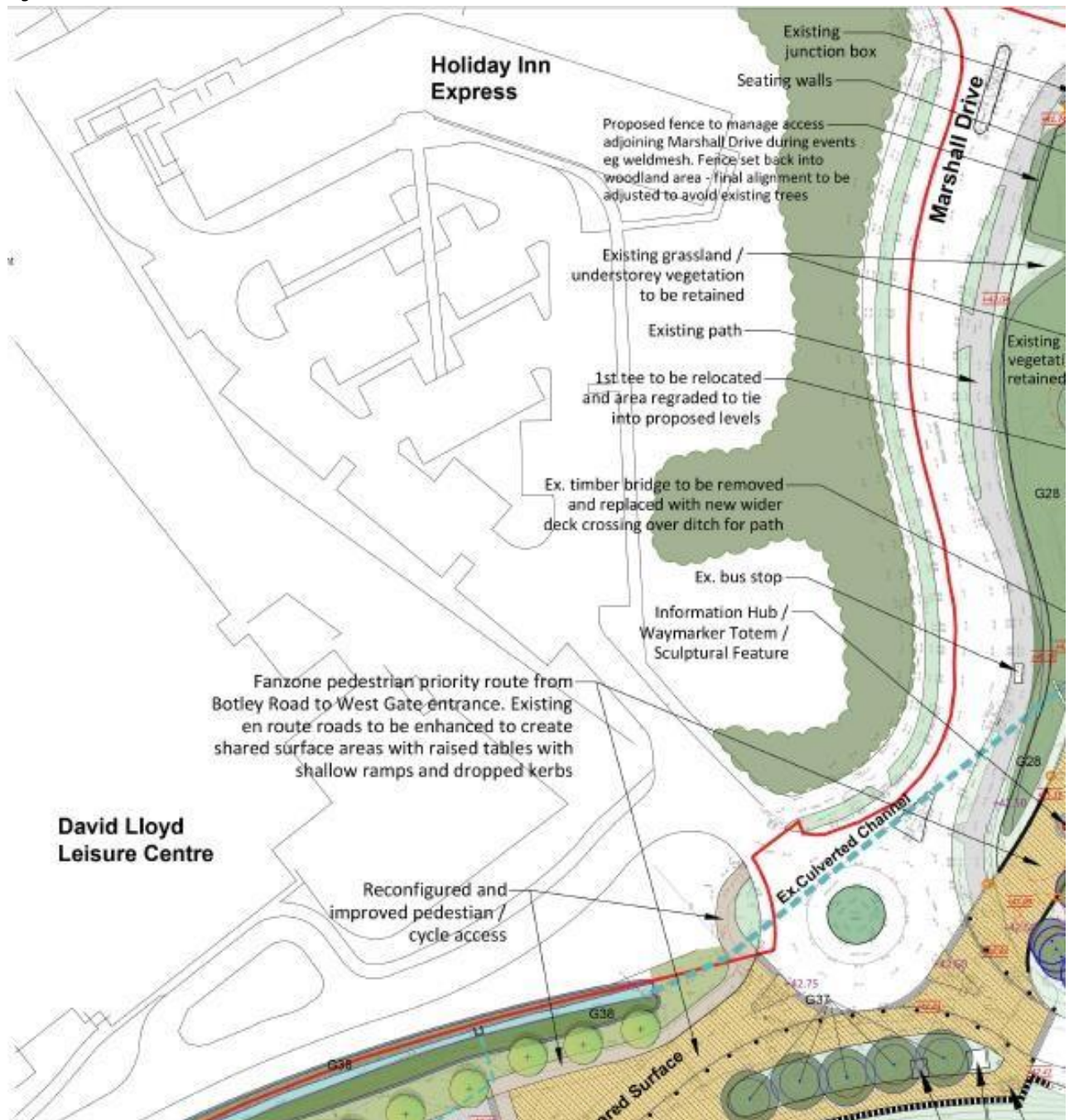
The public bus services will continue to use the bus stop on Marshall Drive on match days only. During all other times they will only use the nearby bus stops on Botley Road.

7. Taxis

Taxis will be allowed to drop off in Car Park A for domestic matches.

For Major Matches, the taxi rank will, with their prior agreement, move to the David Lloyd Leisure Centre or Holiday Inn Express (as indicated on Figure 5 below). This system has worked well for a number of years and is unchanged from current methodology.

Figure 5 – Taxi Rank location



Pick Up Points

Private vehicles picking up Family, Friends etc will use the same route as Taxis into the Holiday Inn Express and David Lloyd car parks.

Drivers doing private drop offs will be spoken to and notified of the road closure to be enforced during egress. An approximate time to return to the car park will be provided but this is for guidance only. Once the road closure is enforced, these vehicles will not be permitted into the TTRO area.

Exit from these car parks will be held until it is safe to release the vehicles onto Marshall Drive.

8. Road Closure

A TTRO will be applied for covering Botley Road, Charles Watts Way and the residential roads surrounding the venue in support of the coning plan.

Subject to discussions with Counter Terrorism and SAG, any road closures will be minimised in duration to peak times around egress. Although the TTRO will be in place for the day of the event, historically it has only been necessary to enforce the road closure for periods of less than 30 minutes around egress.

The Venue's Traffic Management contractor will enforce the closure of Botley Road from the junction with Marshall Drive to Tollbar Way roundabout. During this time vehicles will maintain access to The Ageas Bowl from West End High Street direction only.

Access through the closure at the Marshall Drive junction is only permitted to

- **Local residents**
- **RAIL SHUTTLE SERVICES**
- **FIRST BUS NO. 8**

Access through the closure at the Moorgreen Roundabout junction is only permitted to

- **Local residents**
- **ALL Buses**
- **ALL Taxis**
- **Pick Ups**
- **Local Businesses**

Access through the closure at the Tollbar Way junction is only permitted to

- **Local residents**
- **ALL BUSES**
- **ALL Taxis**

All 'Road Closed' and 'Diversion' signage will be supplied and positioned by the contracted Traffic Management company prior to the road being closed. After the event the road will remain closed until all barriers are recovered from the roadway and the road is confirmed 'safe' by the Operations Manager.

No Waiting Cones

The Venue's Traffic Management contractor will supply cones and implement any 'coning plan' as agreed with the Safety Advisory Group, Hampshire Highways and Eastleigh Borough Council. Any No Waiting cones will be set-out on the roads significantly in advance of the gates opening time and will be checked by a dedicated team. The cones will be collected in after the event once traffic is returned

to normal operation. The coning strategy is currently under discussion between the parties to clarify the extent of coning to be undertaken and where responsibility lies. Any coned area will be enforced by Hampshire Highways.

It is important that where cones are to be deployed onto local roads to protect arterial routes, this is done in sufficient time to be effective.

A TTRO for the adopted residential streets surrounding the venue will ensure that any coning is enforceable.

Temporary Event Signage

Temporary event signage for large events will be produced, installed and maintained by the traffic management company. The setting out of signs will be completed the day before the event.

Inbound and outbound signage will be used to direct spectators to and from the onsite car parks.

Motorway Variable Message Signs (VMS)

The Ageas Bowl may utilise the Highways Agency's electronic motorway VMS signs to direct people to event but also to dissuade anyone without tickets from trying to arrive onsite.

Traffic Lights and Signals

Botley Road

During the egress phase (or the duration of the road closure depending on the specifics of the event) a member of staff from Hampshire County Highways Intelligent Traffic Systems will be in position to manage the traffic lights on Marshall Drive to ensure traffic flows freely into and away from the venue.

The Marshall Drive traffic lights negate the need for specific exit traffic management around the main entrance to Car Park A.

A27 – Moorhill Road

Temporary traffic lights will control the flow of traffic entering and exiting from the golf clubhouse entranceway. These lights will be intelligently managed to prevent Kanes Hill Roundabout congesting.

Southampton Airport Parkway/Wide Lane

For International cricket events where University Sports Grounds at Wide Lane are being utilised, a member of staff from Hampshire County Highways Intelligent Traffic Systems will be present before and after the event to control the traffic lights on Wide Lane outside Southampton Airport Parkway to give priority to the rail shuttles buses on arrival and departure.

Emergency Routes

Emergency Service Vehicles will access the site through the designated emergency access route. This is unchanged from current operational plans.

Appendix 1 – Existing car Parks

