

# SECTION 4

# **ASPIRATIONS/ REQUIREMENTS OF POTENTIAL USERS**

4.1 Aspirations/Requirements of  
Potential Users

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## 4.1 Aspirations/Requirements of Potential Users

4.1.1 In line with the Council's intentions to enhance the Bowl as an international, national and regional leisure and sporting destination, the following are the optimal requirements of the currently known potential uses for the Bowl.

The challenge will be to establish what the right mix of uses is so as to firstly maximise the overall benefit to Milton Keynes, and secondly, to maximise the benefits to individual uses.

### 4.1.2 National Badminton Centre

- 2000 person main arena to hold national events
- 12 badminton courts
- 6 tennis courts
- Further 6 outdoor floodlit tennis courts desirable
- Gym (approx 900m<sup>2</sup>)
- Approx 300 parking spaces for an average day
- Coach parking and drop off (to be used potentially once a month)
- Need to have separate access when concerts are taking place (could utilise existing access off V4 serving the South car park)

### 4.1.3 MK Dons Football Club: Training Ground and Academy

- Privacy is required for the first team. All other access to the community football pitches and Academy pitches would be managed by the Football Club.
- The optimum number of pitches is 17 while 11 is the minimum requirement (see table)
- Changing Rooms and classrooms
- Academy to include accommodation for players
- Gym
- Office
- Catering
- Approximately 250 car parking spaces

The facilities or pavilion building would need to accommodate all the changing rooms, referee rooms, classrooms, medical facilities and other sports science and ancillary spaces needed to support the Academy. It would likely also include a social area with sports TV's, Bar, small kitchen and lounge seating.

Location at the Bowl and having close proximity to the proposed facilities building would require the existing emergency access off the V4 to the west of the existing main entrance to become the main entrance for the MK Dons.

		OPTIMUM*	MINIMUM**
<b>ACADEMY</b>			
Scholars 105 x 68		1	1
Scholars 98 x 68		1	1
Youth 80 x 60		2	1
Youth 70 x 60		2	1
Foundation 60 x 40		2	1
Foundation 50 x 30		1	1
	Sub-Total	9	6
<b>FIRST TEAM</b>			
First Team 105 x 68		2	2
First Team 98 x 68		1	1
3G Pitch 98 x 68		1	1
Indoor Pitch 60x40		1	1
	Sub-Total	5	5
<b>COMMUNITY</b>			
3G Pitch 98 x 68		1	0
1Grass pitch		2	0
	Sub-Total	3	0
<b>TOTALS</b>			
		17	11

*\*The optimum requirement is to ensure that all MK Dons football activity can take place on one site which is preferable in management and development terms.*

*\*\*The minimum requirements allow the football club to progress their Academy status to Level 2 within the Elite Player Performance Plan (EPPP). However, the minimum option does not allow for the transfer of the community activity (disabled football, performance centres, Girls Centre of Excellence) to a single site and these would still need to be delivered at a satellite location within the borough.*

4.1.4 **MK/Local Cycling** (protected under existing planning policy to be on site unless provision is made for a suitable alternative replacement facility elsewhere)

- Minimum 1.5km Road Circuit at a width of approximately 6m
- Replacement facilities building to the size of the existing facility including the storage element providing for meeting and changing rooms, male and female toilets and showers and equipment storage
- Circuit lighting to existing levels

Additional requirements (though not protected by existing planning policy):

- Modest pavilion facility
- A finishing straight of 300 m or so in length, with a width of 8 m if possible.
- The circuit must be closed to traffic
- There must be no crossing points for motor vehicles of any sort
- The circuit should have no uncontrolled pedestrian crossing points
- The circuit should enclose as few non cycling activities as possible

- Conflicts with other sports/activities should be avoided
- Security fencing is desirable but not usually essential
- Lighting is desirable, and can increase the usage significantly

British Cycling Requirements:

- In addition to the above, a 250m velodrome to meet Cycling's Centre of Excellence National Requirements
- BMX facility-national standard
- An enhanced facilities building to support these additional uses
- 100 – 150 space car parking

4.1.5 **Major Concert and Events Venue**

- Hold concerts for 75 000. To increase to this capacity from the current 65 000 works will be required (trimming back the wings of the embankment, increasing the capacity of exits, improving lighting to roads and walkways).
- The main arena is needed 7 days before the event and is usually clear within 7 days following the event. The circular access road is needed 7 days before but is usually clear within 3 days. However the cyclists currently use the central arena back stage area to create a circular route. So, effectively the circular route is out of action 7 days before and 7 days after the event.
- The North Car Park is used 7 days before the event and up to 7 days post the event as the service vehicles are parked in this area. Not all of the North Car Park is used for the parking of service vehicles and the area could be specifically designed as a designated and smaller area.

- The North Car Park is sometimes and increasingly used for support attractions (2nd stage, funfair, dance village etc.). In this case the same applies i.e. 7 days before and 7 days after the event.
- Generally all of the available land in the North Car Park is used on concert days. The usable land area can of course be enlarged with works and landscaping.
- Ideally the Arena itself would require hardstanding which would allow the Bowl to be more flexibly used for open exhibition space (eg tented parties, car shows, garden shows, potential showground for e.g. Red Bull could have a celebration there).
- Large parts of the North car park needed for ancillary facilities e.g. second stage, funfairs etc.
- Potential to hold festivals (e.g. over 2-3 days) so need location for camping in close proximity to the Bowl to cater for about 20 000 – 30 000 people. The calculation of space required for this amount of people is usually based on 8m<sup>2</sup> per person, plus 10% for the required fire lanes. This gives a land take (excluding landscaping) of between 180,000 and 270,000 m<sup>2</sup>. Support toilets and catering can be provided within the bowl complex and showers can be brought in for the weekend (but will need hard standing and plumbing/power). Surface needed is grass or reinforced grass. It is, in theory possible to provide a remote camp site with 18 hour shuttle busses, but it is expensive to operate.
- 0.8ha (2 acres) for service vehicles (some could be off site)
- 500 parking spaces for key staff and VIPs
- Coach parking – this can be off site, if arrangements for large drop-off and pick-up can be provided. Consideration could be given to coaches parking in Watling Street itself.
- Permanent facilities will improve the experience and will improve the cost effective provision of the facility. These are; Toilets, Roadway and Walkway Lighting, CCTV system, Roadway and Walkway zoned PA system. Food/ Beverage unit hard standing and plumbing/power connections, Upgraded power supply to stage area, Power supply and plumbing to hospitality areas, security fencing and zoning, coach drop-off/pick-up zone, taxi drop-off/pick-up zone, road facing office and control centre (outside of security zone).
- A permanent 'Pavilion' building could be very useful for Concerts and Events although it is not essential. To effectively support concerts it would need to provide for an accessible space from the back stage area of a minimum of 10k sq. ft.
- This would include a small office, toilets, a kitchen and predominantly a flat floor hall that can take partitioning and mobile equipment to provide, dressing rooms, green room space, promoters office, staff canteens, VIP lounges, paid hospitality on concert days and can operate as flexible catered space at all other times. The possible uses of this space include, indoor markets (to possibly link with the car boot fair or special stand-alone markets (antiques, collectors etc), Lectures, exhibitions, parties (weddings, social events and promotions). In addition the Pavilion can provide complimentary facilities and space for other events taking

place within the arena (flower show, garden show, car shows, plant exhibitions, stunt events, major auctions).

- On Event Days, the area can be partitioned to support the event (outdoor exhibitions, shows, community, etc.,)
- On non-event days the Pavilion can be used for stand alone exhibitions, conferences and other organised uses requiring large covered space with facilities and parking.
- Removal of vegetation between backstage area and Loughton Brook would allow increased capacity for service lorries to get back stage and allow for the location of the above mentioned pavilion / facilities building
- The additional existing emergency access off V4 will be needed

# SECTION 5

# OPTIONS ANALYSIS

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## 5.1 Introduction

- 5.1.1 This section outlines four options that have been prepared for the future use of the Bowl. In the event however of any other combination of (including and excluding any of) the outlined activities/uses in options 1-4 (or activities/uses not discussed in the 4 options but in line with policy) being seen as attractive and viable, the Development Brief permits a 5th option to be considered. Any 5th option must include the approved Badminton and Lawn Tennis planning application on the east car park. These 5 options will be subject to a marketing exercise to determine which option/s have a market interest.
- 5.1.2 It is important to note that Option 2 requires, due to an existing policy requirement, provision to be made for a suitable alternate replacement cycling facility elsewhere. Option 3 requires the Council to assist the MK Dons in finding a suitable location for their training needs, and Option 4 requires suitable locations to be found for both the cycling facility and MK Dons. If an option 5 excludes a cycling facility a suitable location for a replacement facility will need to be found.

## 5.2 Facilities Building

- 5.2.1 In options 1-4 a new permanent facilities building has been included. This has been discussed with the key stakeholders and seen as important to increase the attractiveness of the Bowl not only potentially as a concert and events venue, but also to be used by other users of the Bowl, for example the MK Dons, Cycling or any other sporting, leisure or recreational activity located at the Bowl.
- 5.2.2 This facilities building is shown behind the existing backstage area to the west of Loughton Brook. It would require the removal of the existing tree belt either side of the Brook and a new pedestrian connection across the Brook between the Backstage area and the Facilities Building.
- 5.2.3 The location of the facilities building would ideally mean for ease of access to it, that the existing emergency access on the V4 west of the existing main entrance would need to become a main entrance.

## 5.3 Badminton England

- 5.3.1 Permission has been granted to the south of the site for Construction Of A New National Badminton Centre Including An Arena Of 17 X Badminton Courts And 6 X Indoor Tennis Courts; 6 Outdoor Courts; Associated Fitness And Conference Facilities; Administrative And Overnight Accommodation Together With Ancillary Uses.





## 5.4 Options for the Future Use of the National Bowl

### Option 1

**The Badminton Project, MK Cycling, an international 'team base' facility, MK Dons First Team Training and Academy and occasional concerts/events**

### Key Features

- The Badminton Project on the east car park
- Accommodates and meets the requirements of a significant amount of sporting activities helping deliver the MKC objective of becoming an International Sporting City
- Represents a high level of intensification of the site
- Facilities Building behind the existing back stage – shared between different users of the Bowl
- New primary vehicular entrance off Watling Street
- Will likely require overbridge/s / underbridge/s to segregate cycling usage from other pedestrian and vehicular traffic
- Will likely require a high level of removal of existing landscaping in the West Car Park
- May require a realigning of existing rights of way





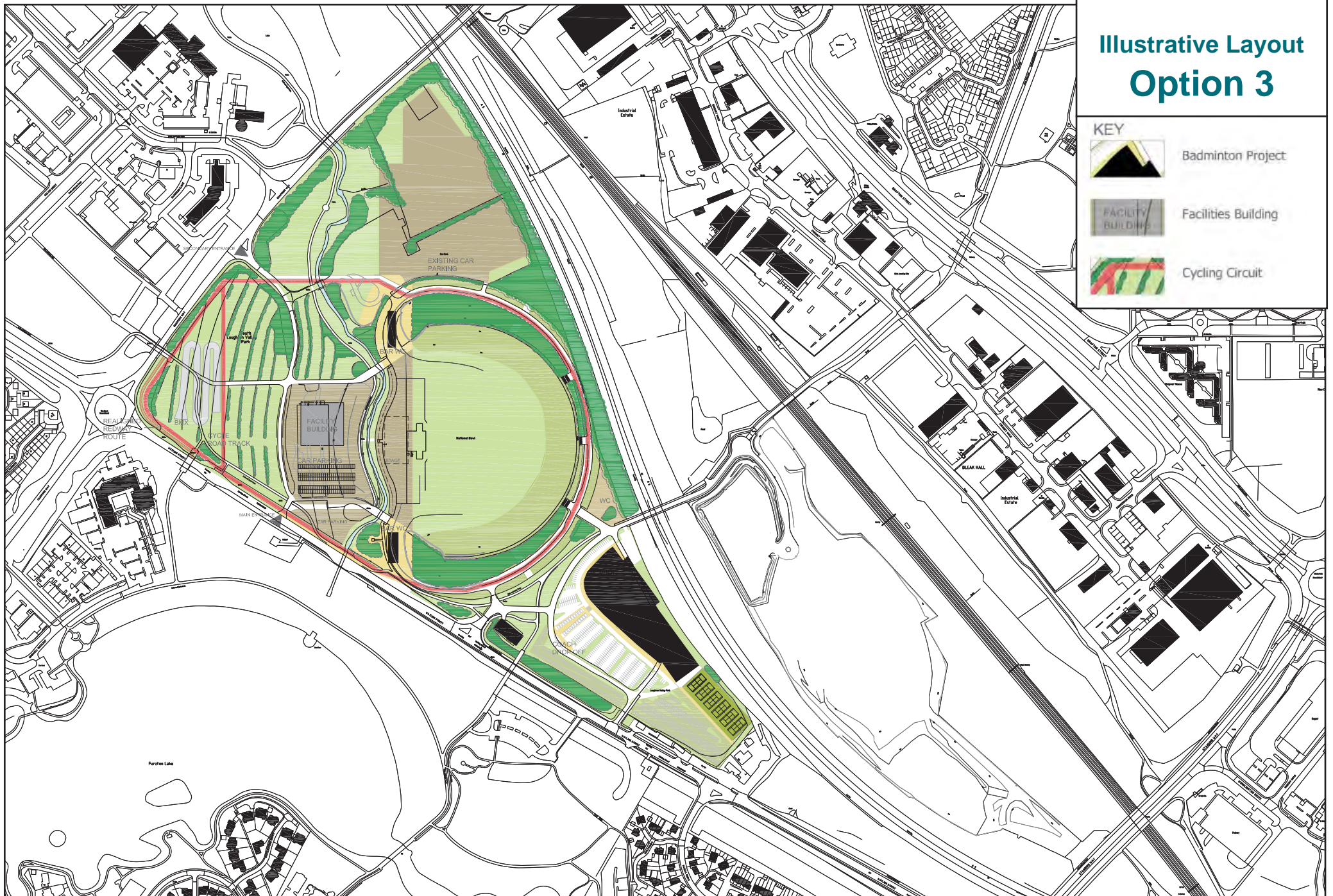
## Option 2

**The Badminton Project, an international 'team base' facility, MK Dons First Team and Training Academy and occasional concerts/events**

### Key Features

- The Badminton Project on the east car park
- Existing policy requires provision to be made for a suitable alternate replacement cycling facility elsewhere
- Facilities Building behind the existing back stage area – shared between different users of the Bowl
- New primary vehicular entrance off Watling Street
- Will likely require a high level of removal of existing landscaping in the West Car Park
- May require a realigning of existing rights of way

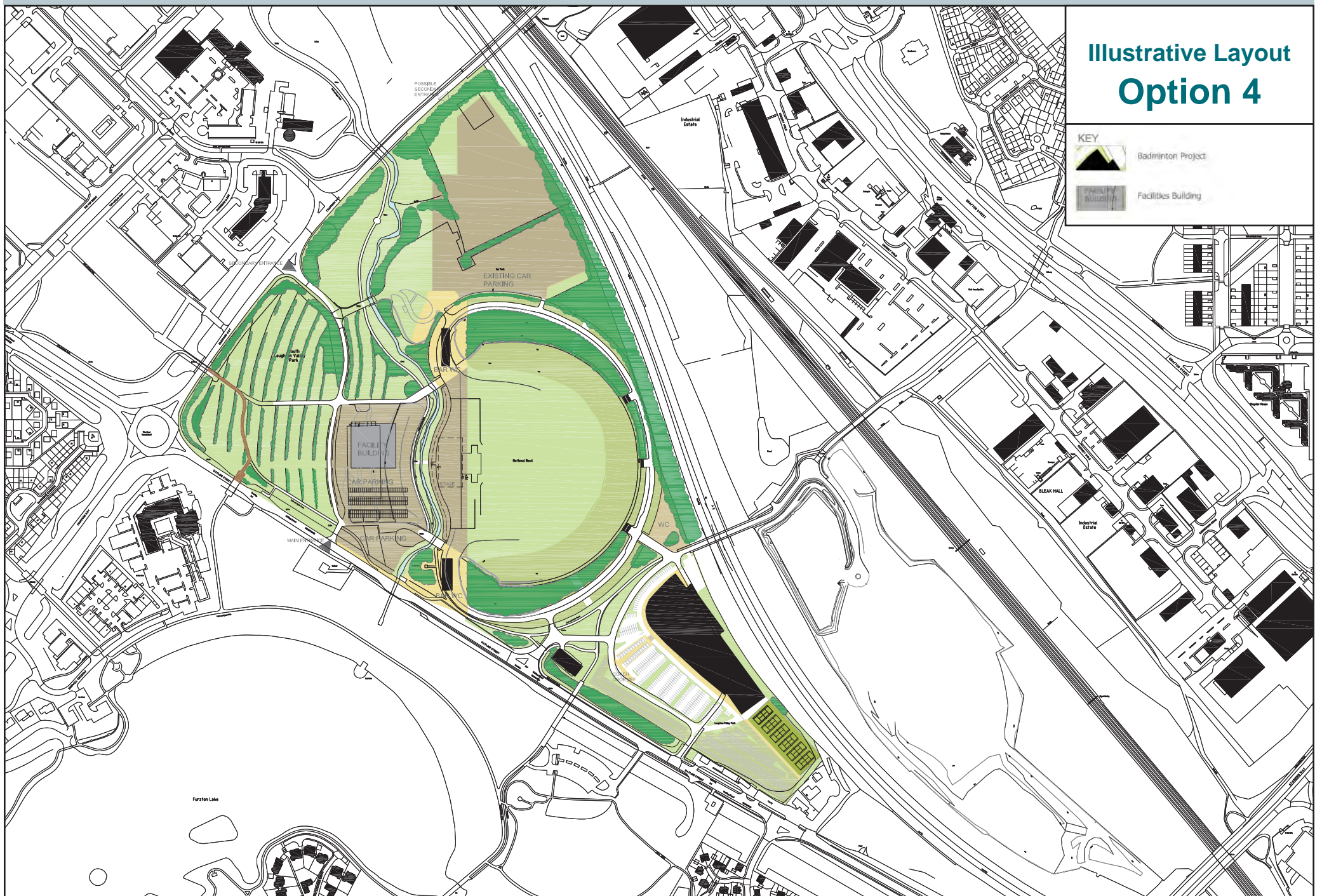




**Option 3****The Badminton Project, MK Cycling and occasional concerts/events****Key Features**

- The Badminton Project on the east car park
- Retains a significant amount of the existing landscape setting of the Bowl
- Potential hardstanding in the central Bowl Arena to allow all year usage for a range of events
- May require features to segregate cycling usage from other pedestrian and vehicular traffic
- Retention of North Car Park for concert use
- Facilities Building – shared between different users of the Bowl
- New primary vehicular entrance off Watling Street





**Option 4****Major Concerts and Events as well as the Badminton Project****Key Features**

- The Badminton Project on the east car park
- A major concert and event venue with works to potentially allow attendances at concerts up to 75,000
- Existing policy requires provision to be made for a suitable alternate replacement cycling facility elsewhere
- Potential hardstanding in the central Bowl Arena to allow all year usage for a range of events
- New facilities building behind the existing backstage area– offering permanent facilities for concerts
- Retains a significant amount of the existing landscape setting of the Bowl
- New primary vehicular entrance off Watling Street





## Option 5

**With the exception of the Badminton Project on the east car park which must be included, no mandatory activities (see adjacent 'Key Features' for 'parameters within which proposals can be made)**

## Key Features

- The Badminton Project on the east car park
- The inclusion or exclusion of any combination of concerts, MK Dons and cycling\* on the remainder of the Bowl
- The inclusion of any other leisure, recreation or sporting activities at the Bowl
- The potential utilisation of the North Car Park for development
- \*If a cycling facility is omitted from this option, existing policy requires provision to be made for a suitable alternate replacement facility elsewhere

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