

## Background

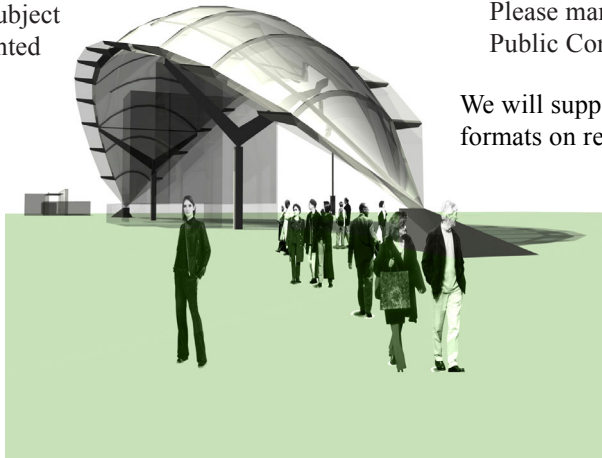
The National Bowl is one of the largest outdoor arenas in the UK, with a capacity of 65,000.

As part of the redevelopment of the area in the proximity of The National Bowl, land owners Milton Keynes Partnership decided that its future needed to be reassessed so that it could continue to be a national and international leisure and music venue for the twenty-first century.

Milton Keynes Partnership launched a selection process in early 2005 to find a partner who could both manage The National Bowl in the long-term and create innovative and exciting plans for the re-development of adjacent vacant land and ideas to make The National Bowl a well used and truly world-class facility. Selection took place through a formal assessment process which involved both Milton Keynes Partnership and Milton Keynes Council as planning authority. The process was managed in accordance with strict tendering procedures laid down by central government.

In January 2006 it was announced that Gaming International Ltd and Live Nation (formerly Clear Channel) was selected as preferred developer for the re-development and management of The National Bowl. The consortium has successfully managed concerts and events at The National Bowl for the past eight years on the basis of an annual licence from English Partnerships.

The consortium's proposals are subject to planning permission being granted by Milton Keynes Council.



*The proposed new stage*

## We welcome your views

The public now have the chance to have their say about proposed plans for The National Bowl.

Prior to submitting a planning application, we are undertaking a public consultation exercise to provide opportunities for people to participate in key decisions about future development at The National Bowl.

This includes a series of exhibitions which will be held in Central Milton Keynes and Bletchley from 16 March 2006 displaying plans and giving people the opportunity to ask questions and give feedback. Details of dates and times will be published in the local press and can be seen on our website – [www.thenationalbowl.net](http://www.thenationalbowl.net)

Details and illustrations of our proposals are also available on our website – [www.thenationalbowl.net](http://www.thenationalbowl.net)

You are able to give your views by the following methods:

- 1. Complete a questionnaire.** Questionnaires will be available at public exhibitions and can be obtained by calling 01908 847059 or emailing [emma@planetpr.co.uk](mailto:emma@planetpr.co.uk). The questionnaire can also be completed on line at [www.thenationalbowl.net](http://www.thenationalbowl.net)
- 2. By telephone.** Please ring 01908 847059.
- 3. By post.** Please write to: Planet Public Relations Ltd, CBX II West Wing, 382-390 Midsummer Boulevard, Central Milton Keynes. MK9 2RG. Please mark your envelope 'The National Bowl Public Consultation'.

We will supply information in other languages and formats on request.

**The deadline for submitting views is 12 noon on Monday 24 April 2006.**

## Proposals for



**We welcome your views**

## Our Proposals

We are committed to enhancing The National Bowl as a significant leisure destination within Milton Keynes, and wish to broaden its appeal so that more people can enjoy a diverse range of activities and entertainment throughout the year within a protected parkland setting. We are also committed to optimising community use

1. Make The National Bowl concert arena bigger and better by increasing capacity from 65,000 to 75,000. We passionately believe that the integrity of The National Bowl should be retained as one of the UK's major concert venues, giving first class entertainment to hundreds of thousands of people each year and providing enormous benefits to the local economy.

2. Seek to stage at least three major concerts a year, featuring world-class performers.

3. Host a range of diverse non-musical events throughout the year in the arena to optimise use. Typical events would be a major equestrian show, balloon festival and a garden show.

4. Build a new Bowl Pavilion suitable for staging indoor events all-year round for up to 2,000 people. Typical events would include trade exhibitions, local community fund-raisers, fashion shows and art displays.

5. Create a permanent skateboarding park built to international specifications, with the aim of using this as the skateboarding display arena for the 2012 Olympic Games.

6. Site the new Milton Keynes Greyhound Stadium at The National Bowl and expand this amenity to create a Racino, which incorporates gaming facilities.

7. Encourage use of The National Bowl as a park for local residents to use on a daily basis by enhancing the site's natural beauty. This would involve making

*Proposed layout of  
The National Bowl site*



- the bowl development
- 1 main arena
  - 2 new stage canopy structure
  - 3 (back)stage
  - 4 entrance/service square
  - 5 toilet facilities (2 storey)
  - 6 service area
  - 7 skateboard park
  - 8 park facilities
  - 9 public park and play area
  - 10 the gateway
  - 11 hotel leisure and conference centre
  - 12 the bowl pavilion
  - 13 performers bridge
  - 14 vip bridge
  - 15 the stadium
  - 16 track
  - 17 kennels
  - 18 pedestrian and cycle bridge
- L1-L2 information column  
L3-L6 site lighting/information column  
L7 elfield park information column
- G1-6 new entrance gate and signage  
G7 new emergency gate  
G8-10 main arena portal

significant improvements to the Route 51 wildlife corridor as it meanders through the site. We would also add a large children's playground and amenities such as cafes and lavatories.

8. Build a new hotel and leisure complex.

9 Encourage greater community use by providing organisations the opportunity to use the Bowl Pavilion and the arena for events and activities.

10. Improve entrances to the park and create features within it to ensure that The National Bowl's identity is enhanced, and that the site becomes a notable landmark in its own right.