

Appleby Fair Strategy 2019-2022



1. Introduction

- 1.1 The Multi-Agency Strategic Co-ordinating Group (MASCg) has adopted the Strategy outlined in this document as a way of working for the 2019-2022 Appleby Horse Fairs. This overarching strategy underpins the operational planning of the MASCg.
- 1.2 The MASCg has considered the feedback from the 2018 Fair to enable it to evaluate its current strategy, operational planning and the roles and resources of each the MASCg partner.
- 1.3 The MASCg has consulted on this strategy with stakeholders and published the final version on the dedicated website www.applebyfair.org where the minutes of the MASCg meetings are published along with its terms of reference.
- 1.4 The underlining principle of this strategy is one of public safety. The unique nature of this traditional event means that the needs of residents, Gypsies and Travellers and visitors to the Fair must all be respected if the Fair is to be successful.
- 1.5 The MASCg works every year to review its strategy and operational planning, taking into account feedback received from local communities, Gypsies and Travellers and visitors. In light of feedback from the public and the parishes:
 - the membership of MASCg has been broadened to include one elected representative from each of Cumbria County Council, Eden District Council and South Lakeland District Council;
 - there has been increased deployment of police officers in the period immediately prior to the commencement of the fair;
 - the signage and enforcement of Public Space Protection Orders which control drinking in public spaces in Appleby, Kirkby Stephen and Long Marton have been enhanced;
 - the Traffic Management Plan has been amended with a view to significantly reducing encampments along the A685 between Brough and Kirkby Stephen;
 - the police are co-ordinating daily Community Action Group meetings in the run to and during the fair in Appleby and outlying areas; and
 - improvements have been made and extra resources have been dedicated to the Police 101 reporting line.
- 1.6 The MASCg will use this strategy to set out a framework to enable the Fair to be regulated and controlled in order to make it safer and more enjoyable for all.
- 1.7 Work will be done to encourage Gypsies and Travellers especially in motorised caravans not to arrive too soon for the Fair. Early arrivals have a significant impact on rural communities, they reduce the space for grazing for bowtops on roadside verges and can cause road safety issues by parking unsafely at road endings reducing the visibility for motorists at junctions.
- 1.8 The number of early arrivals has reduced over recent years and Gypsies and Travellers are encouraged to only come to the authorised sites during the Fair. If they arrive early, they should use the tolerated stopping places which are published online at www.applebyfair.org

1.9 Litter can also be an issue at the Fair, both in and around Appleby town centre and in the outlying areas when temporary stopping places are located. We encourage all those attending the Fair to use the litter bins provided by the MASCG or to please take their rubbish home with them and dispose of it responsibly.

The aim of this strategy is to make Appleby Horse Fair as safe as possible for all concerned.

Matthew Neal

Chairman of the Multi-Agency Strategic Co-ordinating Group for Appleby Horse Fair

2. Context

- Originally a fair for sheep and cattle drovers and horse dealers, Appleby Fair is a historic gathering of Gypsies and Travellers. It is believed to be the largest Horse Fair in Europe attracting up to 10,000 Gypsy and Travellers and over 20,000 visitors each year.
- Appleby Fair is held annually from the first Thursday in June for a week. However, the main days are Friday to Sunday.
- The Fair is a gathering of Gypsies and Travellers and not an 'organised' event run or licensed by one organisation. The Gypsy and Travellers, RSPCA and public agencies, under the banner of the Multi-Agency Strategic Co-ordinating Group (MASCG) meet to discuss issues and co-ordinate activities across the agencies. The MASCG does not own or run the Fair.
- There is an impact of the event beyond Appleby during and outside of the "week" which has caused some complaints from residents and farmers. These concerns have been scoped and actions identified within operational plans to mitigate the impact of the movement of the large numbers to and from the event across the county, particularly in Eden and South Lakeland.
- This approach has evolved and Operational Plans have been amended in light of experience.
- The key agreed outcomes have been achieved within the resources available.

3. Vision

3.1 The vision for the Strategy is as follows:

"Appleby Fair will be an event that the Gypsy and Travellers and local communities are proud of and is the best in the country".

4. Strategic Aims

4.1 "To work in partnership with the Gypsy and Traveller community, all local agencies, communities and groups to develop effective advice and support arrangements in a cost effective and sustainable way, that ensures Appleby Fair creates economic and social benefit for Cumbrian communities and creates improved community cohesion with the settled and Traveller communities".

5. Objectives

5.1 The overriding objectives of this Strategy is to deliver a safe and enjoyable Appleby Horse Fair for local residents, Gypsies and Travellers and visitors. In order to achieve this overriding objective the MASCG will:

1. Devise and implement operational plans to enable the public agencies which form the MASCG to create a safe, secure environment which support the Horse Fair and the migration movements to and from the event, including horse drawn bowtops encamped outside of it.
2. Seek to ensure those participating in the event have a minimal impact on the normal pattern of community life across Cumbria.
3. Balance the needs of resident communities and Gypsies and Travellers and other visitors in the implementation of the Strategy.
4. Discourage people from coming early to the Appleby Horse Fair and parking on roadside verges or in villages within Eden and South Lakeland.

5. Encourage land owners, local communities and Parish Councils to plan ahead to manage their areas as they would wish and not have undue reliance on public agencies.

5.2 These objectives build on the work that has been undertaken since the inception of the MASCG in 2008. They will be challenging for all the partner organisations and will not be achieved unless all concerned work together to help achieve them.

5.3 A key to this is for agencies and representatives of the Gypsy and Traveller community to work together and broaden the involvement of all sectors of the Gypsy and Traveller community. The aim is not to seek to change their traditional leadership roles, but to increase participation in the planning and implementation phase.

6. Priorities

6.1 Four main areas of work have been identified. These are:

Priority 1 - To discourage people coming to Eden and South Lakeland early and parking motorised caravans on roadside verges and in villages before the Appleby Horse Fair.

Priority 2 - Further development of Operational Event Plans. This is to enhance the Plans to ensure they are responsive to current needs, effective in delivering a safe and secure environment within the reducing resources available.

Priority 3 - Further development of the support arrangements for the migrational movement of the large numbers going to and from the event across the County, particularly in the Eden and South Lakeland areas and management of the encampments outside of Appleby during the Fair which are to be discouraged.

Priority 4 - To create a balance between the rights and needs of the resident communities and those of the Gypsies and Travellers. This will include:

- Greater involvement in the planning and development of operational plans from all sections of the Gypsy and Traveller community by encouraging representation on various groups.
- Increase community liaison with local communities.

7. MASCG Sub-Groups

7.1 MASCG is supported by two sub-groups comprising officers across relevant agencies who discuss, plan and make proposals to MASCG. These groups are as follows and terms of reference can be viewed by following the links:

[Operational Sub Group](#)

[Communication and Engagement Sub Group](#)

8. Encampment Protocol

8.1 MASCG has an Encampment Protocol which has the aim of effectively monitoring encampments which occur immediately prior to and after the Fair in a manner which is lawful and proportionate, taking into account the concerns and rights of landowners, the local community as well as the needs, rights and traditions of the Gypsy and Travellers involved.

- 8.2 For up to two weeks prior to the start of the Fair, there will be Silver Command telephone conferences of MASCG Officers to discuss the progress of the run up to the fair (“Phase 1”) and consideration will be given at these meetings to enforcement action in relation to ‘high risk’ encampments.
- 8.3 During the fair (“Phase 2”), daily Silver Command meetings will take place to discuss operational matters and unauthorised encampments. After the end of the fair (“Phase 3”) a decision will be made about the timing of the cessation of such daily meetings.

9. Operational Plans

- 9.1 This strategy is underpinned by the plans that are devised in accordance with its aims objectives and priorities. Cumbria Police produce operational plans for the fair which underpin this strategy.
- 9.2 The A685 is a strategic relief road for the A66(T) being the designated alternative route in the event that the A66(T) were to be closed between Brough and Penrith. As such, in the interests of public safety, in accordance with the [Appleby New Fair Traffic Management Plan](#), MASCG is working to significantly reduce encampments to a safer number along the A685 between Brough and Kirkby Stephen over a five year period.
- 9.3 The Voluntary Licensing Charter and the Encampment Protocol for temporary stopping places are important building blocks for this Strategy (both published online at www.applebyfair.org).

10. Communications

- 10.1 For each fair, in accordance with its Communications and Engagement Strategy the MASCG sets out the key messages about not arriving too early and only camping in approved or tolerated stopping places and other safety messages.

11. Conclusion

- 11.1 This Strategy aims to continue to develop work previously undertaken and tackle the ‘difficult issues’ to enable further development of community relationships as the agreement to common objectives and outcomes.
- 11.2 The Strategy does not provide the answers to these issues, but provides the framework for these issues to be addressed and encourages local communities to find their own workable solutions wherever possible in light of ever reducing availability of public sector resources.