

## Notes of the Appleby Fair Multi-Agency Strategic Co-ordinating Group held on Monday 3 July 2023

**Attendance:** Steph Cordon, Westmorland & Furness Council (Chair)  
Councillor Graham Simpkins, Westmorland & Furness Council  
Councillor John Murray, Westmorland & Furness Council  
Matthew Kennerley, Cumbria Constabulary  
Emma Brass, Westmorland & Furness Council  
Neil Buck, Westmorland & Furness Council  
Laura McClellan, Westmorland & Furness Council Highways  
Bill Lloyd, Gypsy & Traveller Representative  
Kellie Bradburn-Sims, Westmorland & Furness Council  
Neil Aitken, Cumbria Fire & Rescue Service  
Steve Wilde, Westmorland & Furness Council  
John Banks, Westmorland & Furness Council Highways  
Nick Wright, Westmorland & Furness Council  
Richard Batham, Highways England  
Nick Griggs, North West Ambulance Service  
Leanne Plumtree, RSPCA  
Dan McAulay, Westmorland & Furness Council  
Neil Graham, Cumbria Constabulary  
Lee Skelton, Cumbria Constabulary  
Andrew Lowes, Cumbria Fire & Rescue  
Christopher Winter, Cumbria Constabulary  
Trevor Marsh, Environment Agency  
Paul Goddard, North West Ambulance Service  
Mohammed Dhalech, Cumbria Fire & Rescue

**Apologies:** Sue Gilbertson, Appleby Town Council  
Councillor Phil Dew, Westmorland & Furness Council  
Sue Warner, Westmorland & Furness Council  
Amanda McKirdy, Cumbria Constabulary  
Louise Biggs, Westmorland & Furness Council  
Nick Griggs, North West Ambulance Service  
Billy Welch, Gypsy & Traveller Representative

### 1. Minutes of MASCAG held on 22 May 2023

These were agreed as a true record.

### 2. Debrief on 2023 Fair from each agency

**Cumbria Police:** MK; A formal internal debrief is scheduled for Monday. High level feedback was that:

Overall during phase one and two 239 calls were received via 101 line, 213 were answered in 5 minutes, and 26 in over 5 minutes. Learning for next year, more specialist support would help to assist with answering calls. Arrests in 2022 were 18, figure for 2023 is 42. Tolerance has been more proactive with an earlier approach to arrests, stopping issues from escalating. Most arrests were low level, the most serious was an ABH. There were 35 crimes reported this year, this is up from 2022 which recorded 28. There has been extra scrutiny on recording of incidents. This year 220 Fixed Notices were issued, up from last year which saw

139 issued. These figure include speeding tickets and on the ground notices on people attending the fair. Parking enforcement was also reported on this year, figures to be confirmed by WAF Council Highways. Police actioned 127 stop searches, including person and vehicle, and issued 19 dispersals. Complaints are down from the previous year. Feedback was broadly positive on this years fair in terms of our policing response.

Laura McClellan WAF Council Highways Representative will be preparing enforcement figures from the fair to share at the public meeting on Wednesday, and assist with a collective response from MASCG.

**NWAS:** PG; Internal debrief scheduled for next Monday. Over the four days NWAS dealt with 54 incidents, 6 were from the settled community, the rest were fair related. Unfortunately, there was a fatality.

The warm weather had a definite impact on the number of incidents.

**Cumbria Fire & Rescue:** 2 incidents were dealt with relating to the fair, both were relatively small. No other incidents from wider community during the fair.

**RSPCA:** LP; Animal welfare report for AHF 2023, 288 interventions, 9 investigations ongoing and 14 warnings issued for exhausted horses, From communication, over 40 pieces of coverage on animal welfare was shared over the weekend. The Equine Welfare 5 year project plan around work at the fair focuses on influencing positive behaviour change. Engagement took place with fair goers on how it could be the best fair for horses. An RSPCA AHF wash-up meeting is scheduled for this Thursday, more will be shared after meeting. Initial observations from the fair, people are grateful for animal welfare organisations at the fair.

**Gypsy & Traveller Community:** BL; Really positive feedback from GRT community on this years fair, and no complaints in relation to Fair Hill. A few people have asked about the new green barrier gates in the market field. Visit of the Archbishop was well received, the endorsement from the Church of the fair was very positive. During phase one, Middleton common was hardly used at all. People moved into the area of the fair much sooner.

**Environment Agency:** TM; The thunder storms on Sunday didn't impact the fair. The query passed onto EA regarding Otters has been looked into, as has the river pollution enquiry.

**Westmorland & Furness Council:** SC; Overall, the objective of a safe and enjoyable fair was achieved. One key success was the Travelling Man festival, a debrief on the festival is scheduled for 18 July. The organiser of Travelling Man will be attending the post fair public meeting this Wednesday to answer any questions.

The Council want to move collectively to a more long term vision for the fair, this will come out of the report and review of the fair strategy, there are disparities on approach from previous authorities which need to be looked at for consistencies in approach. The Highways Traffic Management Plan this year was executed well, both Laura McClellan and John Banks should be congratulated on their work. The public space protection order is to be reviewed and will look at what is appropriate for Appleby, and pick up licencing issues. An outcome from the consultants looking at the ticketing of the fair as an event was still outstanding. There was also the need

for a review of transit sites and tolerated stopping place, particularly around the A685 and recognising the impact on Kirkby Stephen community.

A meeting with Appleby Fair Communities Group took place last week. There were questions raised from the group around the role of the market and if the fair is moving away from a heritage style gathering.

Further discussions with the market field owners with Public Protection and Trading Standards and the police would take place to ensure that the market was not selling products that were unsafe to communities and that the scope of product was relevant and appropriate to the nature of the Fair. It was highlighted that the food permit system that was introduced two years ago works well now but has taken a while to embed so any approaches would take time. The size of the market was also significantly smaller this year. All agreed a balanced approach to implementing a new system for traders is key.

It was agreed that a bespoke emergency plan for Appleby Fair should be produced and practiced before the next fair.

SC; Discussed the provision of toilets and potentially showers moving forward and the need for reassurance that they will be provided next year. There was an ask to Bill Lloyd with regards to the funding to cover this cost. Bill Lloyd confirmed that the funding was available for three years. Neil Buck to chase up a funding agreement with W&F to secure this.

In addition, the clearing of the farmers field on the A685 and additional bins for the Sands were required during busy period, these also require additional funding. Bill to liaise with WAF Council Officers and submit a funding application to cover these costs. Funding is available for a three year period.

EB; Raised the issue around communication on mobile networks during the fair which were particularly bad this year and impacted on operations. Mobile networks are the main source of communication for MASCG agencies during the fair. MASCG could look at measures required to boost mobile phone coverage moving forward. EE can provide mobile booster masts, used for larger events. In recent years EE analytics have resulted in no issues however a collective ask to EE could change this response. This will be discussed further at the next MASCG meeting.

BL; Asked for the contact details of the consultants to make contact. They have so far not engaged with the Gypsy and Traveller Representatives on the MASCG.

### **3. Communications and Engagement Update**

NG; The new procedure to replace CAG meetings has worked well and is more manageable. The new parking map for officers was easy to facilitate and useful, full car parks were put out on social media quickly to inform arrivals. More collaboration between communication resources from Cumbria Police and Westmorland and Furness Council would improve comms moving forward.

AHF 2023 Comms update; Social media stats – 40 facebook posts and 40 tweets put out, total reach on facebook 350,000, highest post reach was road safety. Total media enquires received relating to AHF is 47 since the end of May. A few media reports around fair incidents, death of teenager and a sex assault. An article is

being written by an individual for a song magazine about the horse fair, a pdf will be shared with comms for approval before being released.

LP; Agreed to share comms coverage from RSPCA to collate coverage of the fair from agencies.

**4. Operational Working Group Update.**

A working group report will be shared at the next meeting.

**5. Any Other Business**

EB: Raised a point picked up on social media about the post fair public meeting which clashes with an event at Appleby Primary School. Emma suggested officers check for clashes with other community meetings when organising the date for the public meeting and liaise with the tourist information office and others local contacts.

**6. Confirm Date of Next Meeting**

The next meeting will be held on Monday 14 August 2023 at 1.30pm.