

Appleby Fair 2023 Learning Lessons Report and Action Plan



Contents

1. Introduction and foreword from the Chair of MASCG	3
2. Aims and Objectives of this report.....	6
3. General Recommendations.....	6
4. Historical context of the Fair.....	7
5. Appleby Fair in 2023	8
5.1 Phase One	8
5.2 Phase Two	9
6. MASCG and its role in the Fair.....	11
6.1 Equality, Diversity and Inclusion.....	12
6.2 Appleby Fair as an Organised and Ticketed Event	12
6.3 Defined Locations	13
6.4 Fair Hill and Market Fields.....	13
7. Areas for Improvement.....	15
8. Areas of Best Practice	19
9. Appendix A – Action Plan	20
9.1 Communications and Engagement	20
9.2 Education, Engagement and Enforcement.....	23
9.3 Development of a Multi-Agency Response Plan	30
9.4 Development of a long-term strategy for Appleby Fair (2024-2030).....	32
10. Appendix B – Interventions and Outcomes	33

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1. Introduction and foreword from the Chair of MASCG

Following the creation of Westmorland and Furness W&F Council in April 2023, I took over as Chair of the Multi Agency Strategic Co-ordinating Group (MASCG). MASCG's role is to bring together the various organisations who have a role in making Appleby Fair safe and enjoyable for all. It is not the role of MASCG to organise the Fair and it is important to note that the Fair is not an event with a specified organiser.

What is really clear to me is that all agencies work tirelessly all year round to play their part in keeping people safe at Appleby Fair. A huge effort goes into the preparing for the Fair, during the Fair itself, and the clean-up operations after the Fair. It is very important to MASCG that we understand all different perspectives and experiences, in order to make improvements for future Fairs and ensure that people feel listened to, with their ideas acted upon where possible.

Every year, an Evaluation Report is written about that year's Appleby Fair. This year, the report is slightly different, in that it will be a learning lessons report, with an action plan for this year's Fair, and beyond. This report is based on experiences from the various agencies, and from listening to the feedback from our communities. By reflecting on our experiences and documenting them, this report reflects MASCG's commitment to share what it can do to make improvements to the Fair, and learn from feedback, including where things perhaps did not go as well as they could have done.



In all the conversations about Appleby Fair, the general consensus is that everyone recognises its rich cultural heritage and importance to the communities that attend, and that the fair is something that should be celebrated, not prevented. However, there is a recognition that there are both positive and negative impacts with the Fair. MASCG has to take pragmatic action, with the resources we have, to make the Fair the best experience we can for all, where we have the ability to do so. Change will not happen overnight and the development of a long-term strategy, with steps along the way to get us there, is something that MASCG is committed to.

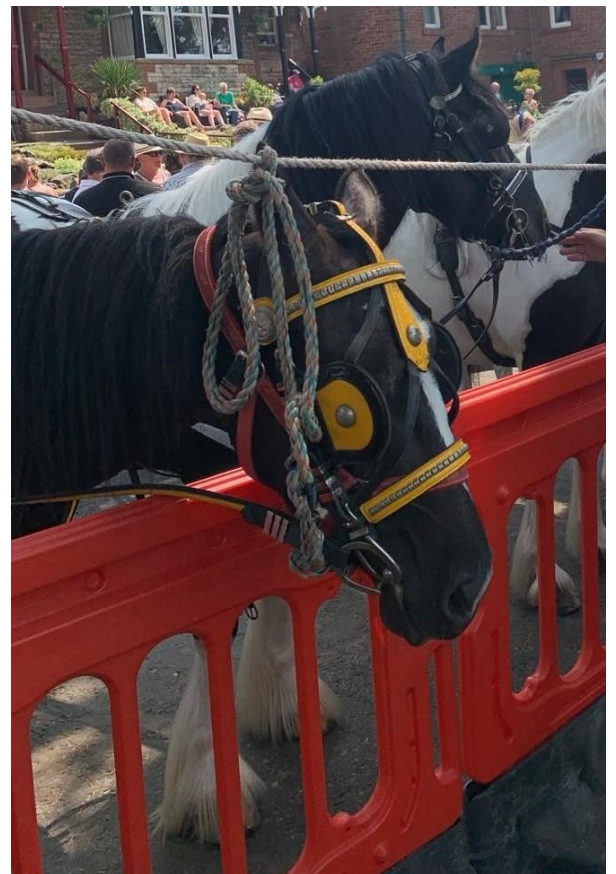
To say that Appleby Fair is an important gathering to the Gypsy, Traveller and Roma communities would be an understatement. The Fair is a chance to catch up with family and friends, trade horses, pick up some bargains from the market and generally have an enjoyable time. Travelling to Appleby Fair is in itself part of the overall experience, and one of the key lessons coming out of this year's Fair is that the focus of MASCG needs to be on the wider geography of Westmorland and Furness, and to recognise that the impact of the Fair is far wider than Appleby alone.

From a personal perspective, I spent time before the Fair talking to people stopping off at transit sites, or on the side of the road, where I met many people whose families had been coming to the Fair for generations. I left those conversations with a richer understanding of how much the annual trip to Appleby means to the members of the Gypsy, Traveller and Roma communities.

I also witnessed first-hand the most beautiful bow top caravans, and heard how one woman had been born on New Year's Eve in a bow top over 70 years ago, and whose son and his family were now keeping the tradition alive by still travelling to the Fair in a bow top. I heard from the local community, who in some places had some negative experiences with people stopping in their villages and towns, and who were understandably nervous around people stopping there on the way to the Fair.

I was at the Fair every day and spoke to residents, local businesses, agency staff, Town W&F Councils, visitors and the Gypsy, Traveller and Roma community. I witnessed the horse washing at the Sands, a big draw for people; I also saw the sale and flashing of horses and looked around the market.

I heard from residents who said that they packed up and left when the Fair was on, such was its negative impact on their life and others who loved people watching and enjoyed the Fair experience. Businesses also had mixed experiences with some



closing their businesses for the duration of the Fair and others traded very successfully. This, alongside seeing and talking to agencies about their experiences and attending the public meetings, pre and post Fair, has given me some insight into what the Fair looks and feels like to a range of different people and organisations.

I want to reiterate that it is vitally important to MASCG that we continue to listen to all of our communities and do what we can to make all aspects of Appleby Fair that fall within agency responsibilities, including the run up to the Fair, as safe and enjoyable for all.

Finally, I would like to recognise that Denis Ward sadly lost his life when he was at Appleby Fair last year, at the age of fifteen. All at MASCG pass our condolences onto his family and friends.

Steph Cordon

Chair of MASCG and Director of Thriving
Communities

Westmorland and Furness W&F Council



2. Aims and Objectives of this report

As noted earlier, this report will be slightly different from previous Appleby Fair Evaluation Reports, and aims to:

- Reflect on the experiences of those involved in MASCG and community feedback.
- Identify personal experiences where these shape future agency responses;
- Identify actions, both within agencies, and for MASCG as a whole, that helps to enhance future Fairs;
- Help inform the long-term strategic direction and travel for Appleby Fair.

3. General Recommendations

Following on from last year's Fair, the following are some key general recommendations that have come out through the various debriefs from agencies and from listening to communities:

- **Community Engagement and Communication:** Further work needs to be undertaken to engage and inform communities in the run up to Appleby Fair so that their voices can be heard by MASCG and suggested ideas actioned where possible. This will recognise the impact of Appleby Fair on a range of communities and places.
- **Education, Engagement and Enforcement:** To ensure that people are safe and have an enjoyable experience of the Fair and that people and places are treated with respect by all and areas kept clean and tidy.
- **Plans** - Develop a comprehensive multi-agency plan for Appleby Fair, which covers emergency preparedness and contingency planning.
- **Develop a new long-term strategy for Appleby Fair** – To develop a long-term strategic approach for Appleby Fair, which sets out incremental steps to ensure that the Fair is a celebration of rich heritage and tradition that is safe and enjoyable.

4. Historical context of the Fair

Appleby Fair can be traced back to 1775, when local landowners initiated livestock sales in an open field on the edge of the town on the second Wednesday in June. This became an annual custom. The occasion changed over time. By the end of the 19th century, trading was exclusively in horses, and dominated by Gypsy, Traveller and Roma (GTR) horse dealers and their families. It became customary for Fairgoers to arrive several days before the second Wednesday and in most cases leave on the preceding Sunday or Monday, so that by the time of its historic date the Fair was effectively over.



Early in the 20th Century, the original field, known as Fair Hill, changed hands and was closed at the time of the Fair, with the result that trading and camping took place on roads and verges around the town. Not until after 1965 did the Fair Hill re-open for camping, following which some other landowners leased their fields to campers and dealers.

Appleby Fair now describes one of the largest annual GRT gatherings in Europe, attracting horse dealers, their families, thousands more visitors and significant media interest. Appleby's resident population of over 3,200 is for a few days vastly outnumbered by Fairgoers, most of whom spend their time in and around the town centre – focused in particular in the bridges and the banks of the River Eden. For a few days, they are not the marginalised social group they are accustomed to being for the rest of the year, but rather the dominant element. During a typical Fair there can be as many as 1,500 caravans located around Appleby, their occupants supplemented by thousands of day visitors. A reasonable estimate is that on a Saturday, usually the busiest day, there may be approximately 20,000 people in the environs of Appleby, as well as hundreds of horses. The ambience of the town is temporarily transformed during this period.

Appleby Horse Fair has come to hold a unique place in the hearts of the Gypsy, Traveller and Roma communities. The gathering gives them an opportunity to connect not only with their family and friends, but also with their heritage. The Fair serves as a reminder of the importance of preserving cultural traditions and ensuring these traditions are preserved and passed onto future generations.



5. Appleby Fair in 2023

Public Authorities, as part of MACSG, contribute towards the strategic and operational planning in the run up to the Fair, during the Fair itself and post Fair. MASCG does this in two distinct phases. The First Phase encompasses the lead up to the fair, and places an emphasis on the areas outside of Appleby, focusing on ensuring people have a safe journey to the Fair. The Second Phase encompasses the actual Fair itself, ensuring where agencies can that it runs smoothly and is safe and enjoyable for all. The Second Phase also encompasses the clean-up efforts after the Fair has finished.

5.1 Phase One

In 2023, Phase One of MASCG's operations ran until the 7 June, and placed an emphasis on the areas outside of Appleby, ensuring people travelled safely to the Fair. An important component of Phase One in 2023 was key messaging around travelling safely to the Fair and not arriving too early. This was achieved through a variety of different aspects including MASCG's website, social media channels, press releases and media interviews. The following statistics demonstrate the reach of MASCG's communication:



- During 2023, 94 posts were published on MASCG's social media channels, including on Facebook and Twitter.
- These achieved 459,426 impressions in total, including 1,103 shares/retweets and 1,017 likes.

Despite the positive messaging reach, there was an earlier arrival of both bow tops and caravans into Westmorland and Furness than the previous year. Anecdotally, this appears to be a combination of good weather and some of the neighbouring

Councils having difficulties in supplying sufficient toilet facilities.

There was also a quicker movement through Westmorland and Furness which did give an impression that the number of caravans had increased in number. In fact, this was not the case and at 1,197, the figure was down on last year by 34 caravans for the entire Fair.

However, areas like Kirkby Stephen did have several incidents including low level theft and anti-social behaviour in the area.



A number of offences were detected, and those responsible identified. However, the need for safe stopping places, which can be used as an alternative to the A685, is a key consideration for MASCG. In addition, there were limited safe spaces for social gatherings, and this is an area that will be explored for 2024 and beyond.

Prior to the fair on 3rd June, an operation on the A685 stopped several vehicles, this was in partnership with the Driving Vehicles Standard Agency (DVSA). Approximately 120 vehicles were stopped, and tickets issued. In addition, Operation Tramline ran from 5 – 9 June 2023, working in partnership with National Highways on the A66, and resulted in more than 280 actions taken over the week.

Phase one concluded with an unexploded ordnance found in the river during a morning safety check. The Explosives Team from Catterick attended swiftly to deal with the ordnance, which was no longer live.

5.2 Phase Two

The Gypsy, Traveller and Roma community have described Phase Two, which regards the actual Fair itself, as the best one yet. MASCG defined the collaborative team effort as a good example of all the agencies working together, with a common set of outcomes. The sunny weather brought large crowds especially on the Saturday and there was a good-natured atmosphere with groups of families and friends clearly enjoying themselves.

The Fair celebrates horses and their role within the Gypsy, Traveller and Roma communities in particular. The weather, although sunny, was also unusually hot which brought challenges in terms of ensuring animal welfare of horses and other animals. Eighteen awards were given out in celebration of the best horse health and happiness and horsemanship at this year's Appleby Fair. These awards, and the



highly visible presence of the animal welfare charities, allowed the spotlight to be shone on the passionate horsemanship that existed at the Fair, and did not let the small minority of welfare cases overshadow the love and care that goes into looking after horses.



In 2023, there was 288 reported incidents of animal welfare, which were investigated during both phases of the Fair. This resulted in nine horses; two dogs; thirteen puppies and two chickens being held at the end of the Fair. The number of incidents increased from 193 incidents the year prior, but this increase has largely

been attributed to the increased presence of animal welfare organisations and the unusually hot weather.

The Fire Service dealt with two incidents, both of which were thankfully swiftly resolved. Twenty-nine incidents were dealt with by the ambulance service, including the tragic death of Denis Ward. Seventeen of these incidents were directly caused by the heat, or were medical incidents exacerbated by the abnormal temperatures.

Public safety is always a key concern for MASCG, especially given that Appleby has very narrow streets. The Sands, where the horses go to be washed can become conspicuously crowded, mixing horses, people and traffic together. It is very important to strike a balance between preserving the Fair's traditional atmosphere and ensuring the safety of those in attendance. Although, the temporary bars (Travelling Man Festival) on the Bar field had a slow take up at first, by Saturday these proved to be really popular. In total, these temporary bars had around 2,000 people attending, which alleviated some of the pressure and congestion in Appleby, by having an event out of the Town Centre. Overall, various communities and agencies alike have viewed the Travelling Man Festival as a success due to the reduced congestion in the Town Centre.

The police had a highly visible presence during the Fair with an approach based on dealing with things at the earliest opportunity to stop a small minority spoiling things for the vast majority. Their pro-active intelligence led approach to prevent known offenders attending the Fair was a very positive step in ensuring that this strategy worked. At the Fair the police made 42 arrests, recorded 32 crimes, issued 220 Fixed Penalty Notices and 19 dispersal notices.

The visit by the Archbishop of York and other senior members of the faith community to the Fair and the local church was extremely well received and contributed massively to the feeling from the gypsy, traveller and roma community that this was the best year yet as it reinforced the cultural significance of the Fair. The launch of the national Church of England GTR Friendly church initiative at Appleby cemented that feeling.

This is a snapshot of the Fair, as the areas for improvement and best practice inform the Action Plan, which is attached at Appendix A.



6. MASCG and its role in the Fair

The following sets out the role of MASCG, its Operational Working Group (OWG) and key themes.

MASCG was established in 2008 and predominantly brings together public authorities, who have a statutory and regulatory role in relation to ensuring that Appleby Fair is safe and enjoyable for all. MASCG is chaired by Westmorland and Furness Council. Elected councillors, who represent the areas affected by the Fair's activities, are also members of MASCG to ensure that communities have a voice and that these voices are heard. Gypsy, Traveller and Roma representatives, who manage sites whilst Appleby Fair is happening, are also members of the group.

Membership of MASCG is as follows:

- Westmorland and Furness Council;
- Cumbria Constabulary;
- Cumbria Fire and Rescue Service;
- North West Ambulance Service;
- RSPCA representing a range of animal welfare organisations;
- Environment Agency;
- Highways England;
- Meteorological Office;
- Appleby Town Council;
- Fair Hill license holders for the duration of Appleby Fair;

MASCG meets monthly throughout the year depending on need and then moves to daily in the immediate run up to the Fair. MASCG is not the organiser of the Fair, as there is not an organiser. It operates at a strategic level to co-ordinate activities of public authorities in relation to the Fair.

An Operational Working Group, which consists only of officers, meets monthly and is where the preparation, planning and delivery on the ground takes place. This is chaired by a senior manager from Westmorland and Furness Council and has a number of thematic areas which can form Task and Finish groups, when required. The main thematic areas are; community engagement including Town and Parish Councils; Highways and Traffic Management; Environmental Enforcement; Encampments; Licensing; Policing and Animal Welfare.

In this report, MASCG is clear that a key priority is the development of a long-term strategic direction for the Fair, as much as the agencies involved are able to influence the Fair. The purpose of the long-term strategic vision is to:

- Ensure that public authorities can carry out their statutory and regulatory duties effectively;
- Protect and celebrate the historic and cultural significance of the Fair and its heritage;
- Minimise and mitigate where possible any negative impacts of the Fair on communities.

6.1 Equality, Diversity and Inclusion

Public authorities are bound by their obligations under the Equality Act 2010 and the Public Sector Equality Duty, which require them to have due regard to the need to:

- Eliminate unlawful discrimination, harassment, victimisation and any other unlawful conduct prohibited by the Act.
- Advance equality of opportunity between people who share and people who do not share a relevant protected characteristic.
- Foster good relations between people who share and people who do not share a relevant protected characteristic.

MASCG is keen to take these objectives and turn them into meaningful action, which understands and takes account of the varying needs and experiences of the different groups within communities. MASCG will work hard all year round, especially during both Phases of Appleby Fair, to ensure that all communities are supported and celebrated for who they are.

It is important to be honest and upfront that this work can be challenging. On a practical level, reversing often entrenched and structural inequalities is not a quick process, but takes time and investment. This is also an area where there are often sensitivities about perceived competing interests between different groups within communities, where views and societal norms change over time and where there can be concern and discomfort about these and other changes.

Therefore, it is proposed that a Community Impact Assessment is undertaken each year, which starts pre-Appleby Fair, in order to identify how all aspects of the Fair has affected, or will affect particular communities. It will build on the outcomes of this Learning Lessons Report and really strengthen the foundations of community engagement and participation for the future, in terms of communities' confidence in public authorities and learning lessons for the future.

6.2 Appleby Fair as an Organised and Ticketed Event

Another key element to inform the long-term strategic direction of the Fair is being clear on MASCG's stance on the recurrent proposition from some members of the public that the Fair could be an organised event with ticketed admission. Thereby funds would be raised to cover the costs of policing and street cleansing, for example.

MASCG has yet to receive the final version of the externally commissioned report by the former Eden District Council by ORS Consultancy, at the time of issue of this report which was procured to provide independent strategic advice on whether it was feasible for this to become a ticketed event. To establish whether there was demand from the market for an organiser to run such an event and the legislation that would be needed to be adhered to. It was also procured to establish where additional stopping places could be established.

MASCG’s view is that specialist legal advice should be sought to set out a definitive answer to the question of whether and how the Fair could become a ticketed and organised event. Resources will be required from MASCG to fund this work.

6.3 Defined Locations

For purposes of clarity when developing the long-term strategic direction of the Fair, and the Action Plan, MASCG has developed an agreed set of names for specific locations, which are utilised during the Fair so that there is absolute clarity when areas are referred to. It is hoped that communities will recognise these and that they will resonate within communities.

A simple “What Three Words” location has been used with a map below:

6.4 Fair Hill and Market Fields



- **Crossroads** - Also known as Salt Tip Corner or Millionaires Corner.
- **Fair Hill** - The field belonging to Appleby Town Council.
- **Hangingshaw Field** - The market field with the main gate by The Crossroads off Long Marton Road.
- **Market Field** - The main market field with many rows of stalls, alongside Long Marton Road.
- **Horse Field** - The field alongside Hangingshaw and The Market Field. (No longer horses)
- **Big Caravan Field** - 'W&F Council Field' caravan site opposite Hangingshaw and Crossroads

- **Small Caravan Field** - The small field by Long Marton Road where the outside bar operated in 2022.
- **Bar Field** - Previously a car park, site of the Travelling Man's Bar 2023

To use **What Three Words** codes go to www.what3words.com and enter the three words in the map above.



7. Areas for Improvement

The following sets out the areas for improvement, which have been identified by MASCG, communities, Town and Parish Councils and local businesses. These have been picked up and turned into actions within Appendix A.

Recommendation 1 – Communications and Engagement

- Existing website to be refreshed and updated more regularly throughout the year.
- Communities should have increased opportunity to share ideas about Appleby Fair, to hear about plans more regularly, especially outside of the pre and post Fair meetings.
- Feedback should be given to those that had submitted the Community Action Forms for Appleby Fair.

Recommendation 2 – Education, Engagement and Enforcement

- Further work to celebrate the culture and heritage of the Fair in partnership with local schools in particular, would form part of the longer-term strategic direction of the Fair.
- Development of an equality, diversity and inclusion position statement from MASCG as part of the long-term strategic direction of the Fair to reinforce their commitment to Public Sector Equality Duty 2010.
- Opportunities for additional transit sites to be assessed along the A685 in particular.
- More intelligence on reported hate crime experienced by Gypsy, Traveller and Roma communities to assess impact.
- W&F Council and their contractor kept the town of Kirkby Stephen clear of horse manure but the clean up needs to begin earlier - on the Friday prior to the Fair
- There was some displacement from Watter Yat to Crooksbeck, Brunt Hill and Bowber Head. Complaints of intimidating behaviour will need to be addressed in 2024 if this happens again.
- The pressure on the A685 between Kirkby Stephen and Brough was significantly reduced by the use of a field - but more fields are required in 2024. The W&F Council should ensure that a proper agreement is drawn up with landowners which includes: rent, insurance, toilets, water, litter collection and an undertaking to close and clear the temporary sites once the Fair has begun
- The dedicated A685 police patrol did a good job keeping the peace but police officers need to be more proactive in the future.
- Only two licensed premises remained open in Kirkby Stephen– The Pennine and Kirkby Club – which meant that there was congestion in those locations and in Market Square. Measures to reduce the impact on the town centre should be considered by agencies.



- The MASCG should consider the possibility of facilitating a beer tent similar to Appleby to keep drinkers out of Kirkby Stephen town centre
- Develop consistent approach to protocols and procedures for encampments and other matters, which have been impacted by the creation of a Unitary W&F Council.
- Ensure that violence against women and girls is not tolerated and if there are any incidents that do occur that people are supported and perpetrators dealt with appropriately.
- Manual caravan counts are not the most efficient way to count the caravans.
- Response times for the dedicated Appleby police number were good, but it is important to note that call levels were low.
- The Travelling Man Festival (TMF) seen as a success, in that it moved people towards Fair Hill, and away from the Town Centre. However, animal welfare concerns were expressed around the tethering of horses and sulkies.
- Residents around Colby Lane in particular need further clarity around no waiting areas during the fair.
- Additional resident parking should be available through a temporary permit scheme in the town centre.
- Ensuring no overnight parking at Leisure Centre car park, in particular by transit vans.
- Providing better signage to encourage horses to be tethered in more appropriate places.
- Increase provision of bins at Flashing Lane, especially around exit and entrances to Market Field.
- Encourage the owner of Market Field to provide more bins on the actual field.
- Work with the owner of Market Field to introduce a permit scheme with Trading Standards for evidence of responsible and safe trading.
- Concerns were raised around the new turnstile gates on the Market Field and access for pushchairs and wheelchairs.
- Gypsy and Travellers used the turning circle at Church Brough and the football field lock was taken off to enable horses to graze.
- Royal Mail felt that they were prevented in delivering mail and that police could do more to support them.
- Where vulnerable people needed carer support there were concerns that they could not access it due to numbers of visitors during the Fair.
- Request for more police in Appleby Town Centre, from the Monday before the Fair.
- The police van parked up Powys Lane moved further up the lane so they have more visibility of any blockages in the lane and act accordingly.
- Could the narrow road on Boroughgate on the west side of the Moor Hall be closed to traffic between Dowdings Butchers and the entrance to the Public Hall.
- Consider whether horses can be stopped from entering Appleby earlier in the week.
- Animal welfare charities to commence welfare checks earlier and consider involving World Horse Welfare.

- Suggested that more bins were needed around the Sands area, especially on a Saturday when visitor numbers were high.
- Could a net be erected across the river to catch litter and prevent the pollution of the Riven Eden?
- More awareness given to any licencing application that relates to Appleby Fair to local residents and to Town and Parish W&F Councils, so that they local communities are kept informed of developments.
- Travelling Man Festival (TMF) organisers needed to engage earlier with Highways over traffic management.
- TMF organisers to prepare for opening in advance learning from 2023.
- TMF organisers needed to ensure that in the future all sheep and farm animals should be removed from the field prior to the event.
- There was a need for dedicated police support for the TMF site, and this should be separate from the support provided to Market Field and Flashing Lane.
- The wooden barriers on Flashing Lane to be considered for replacement subject to resources.
- The Public Spaces Protection Order to be reviewed for effectiveness.
- To liaise with the landowner where the Mobile Bar and Food provider are based, to relocate these away from residential properties and to ensure licencing conditions are met.
- More ditching and bunding on routes to Appleby Fair would be a more effective and permanent solution, and would replace the wooden posts.
- A trial should be considered involving bunding stretches of the A685 south of Winton and assessing the impact.
- Measures to prevent or reduce incidents of anti-social behaviour, particularly in communities surrounding Appleby to be identified.
- Visible policing at top of Flashing Lane, by Appleby Library and by Broad Close carpark.
- Measures to prevent or reduce incidents of anti-social behaviour, particularly in communities surrounding Appleby to be identified.
- Visible policing at top of Flashing Lane, by Appleby Library and by Broad Close carpark.



Recommendation 3 - Production of a Multi-Agency Plan for Appleby

- Need for a Risk Register and Risk Assessments for Appleby Fair.
- Need to develop a Major Incident Response Plan for Appleby Fair to prepare for, and respond to, a major incident.
- Lack of Contingency Plan for Appleby Fair

- Need for a hub for W&F Council staff to use during Appleby Fair, with the space also offered to other agencies, if facilities will allow.
- Reaffirm the role of MASCG and encourage the partners within to share operational plans within the OWG and escalate any concerns to MASCG.
- Define Resource capabilities and capacity for MASCG, and associated governance structure to take actions.
- Need for a Community Impact Statement to be developed.

Recommendation 4 – Long-Term Strategy

- Points made above will inform the incremental steps to develop the long-term strategic direction of the Fair.
- The Independent Report into whether Appleby Fair could become a licenced and ticketed event, along with the identification of transit site provision, is overdue.

8. Areas of Best Practice

The following identifies the best practice that has been identified by agencies in MASCG, communities, Town and Parish W&F Councils and businesses.

Communication and Engagement

- The daily MASCG meetings in the run up to, and during the Fair itself were really informative, and will form a part of the planning and response to the 2024 Fair.
- Multi-agency working was really positive and collaborative throughout both phases of the Fair.
- Appleby Town Council continued to provide information to residents through the Tourist Information Centre and provided useful feedback to agencies and to MASCG.
- The move away from facilitating Community Action Groups and to online reporting of issues to the police was seen as a success.
- There was an impressive social media reach of MASCG messages to not arrive too early into Appleby and to follow animal welfare advice.
- Pre and Post Fair meetings were overall seen as productive.

Education, Engagement and Enforcement

- Encampments in tolerated stopping places were well resourced and managed and rubbish was cleared up in a timely manner around Kirkby Stephen in particular.
- Midland lay-by served as a welcome stopping off place for bow tops travelling on the A685
- Animal welfare charities came in larger numbers and worked well together. Their relationship with the police was outstanding, with the welfare station in the carpark of the police station working well.
- The Travelling Man Festival was seen as a success and supported the objective of minimising the impact on the town.
- Provision of environmental health support at the Fair to market traders and visual information to demonstrate food hygiene status to customers was welcomed.
- Extra provision of bins and toilets through funding sourced from a charity mitigated the impact on Appleby town.
- The quick clean-ups during Appleby Fair, the cleaning of the public toilets, and the commitment of staff was really appreciated.
- The Traffic Management Plan was very effective and ensured traffic was kept moving.
- The visit by the Archbishop of York and colleagues to Appleby Fair was well received by communities. It was also used to launch a Gypsy, Roma Traveller Friendly Churches Initiative.
- The weather, although hot, contributed to a good atmosphere at the Fair and people enjoyed themselves.
- The use of a field on A685 alleviated some of the concerns of people staying on the side of the A685.

9. Appendix A – Action Plan

This action plan will set out key actions arising from this year’s Fair, and will included intended outcomes, key timelines and the lead agency, which will deliver these actions in 2024/25 and beyond.

9.1 Communications and Engagement

Further work needs to be undertaken to engage and inform communities in the run up to Appleby Fair so that their voices can be heard by MASCG and suggested ideas actioned where possible. This will recognise the impact of Appleby Fair on a range of communities and places.

Communications and Engagement						
No.	Action	Outcome	Lead	Remarks	Timetable and progress	RAG
1.1	MASCG Communications and Engagement Plan for 2024 to be developed.	Improved communication and engagement between MASCG, local communities and other stakeholders.	Westmorland and Furness W&F Council		April 2024	↑
1.2	The Website content and management of it and social media channels to be brought in house to the W&F Council.	Improved information provided on the website and social media channels to inform communities.	Westmorland and Furness W&F Council.	All MASCG agencies will be able to add relevant information direct to the website.	March 2024	↑
1.3	Elected W&F Councillor drop in sessions to be held throughout the year.	Increased opportunities for engagement with the community.	Westmorland and Furness W&F Council.		Bi-monthly	↑

1.4	Community Action Forms to be fed back to the originator and added to the website.	Improved communication.	Police and Westmorland and Furness W&F Council.	There may be occasions where sharing these will be inappropriate.	Target within day of receipt.	→
1.5	Residents Guide to be produced.	Improved awareness of role of agencies in MASCG in relation to the Fair.	MASCG	To be shared on the website and at community accessible venues.	April/May 2024	↑
1.6	Guide to stopping places and transit sites to be produced.	Improved awareness of stopping places and transit sites.	MASCG	To be shared on website and through Gypsy, Traveller and Roma communities.	April 2024	→
1.7	Feedback should be given to those that had submitted the Community Action Forms.	Improved customer experience by improved communication	Police, Westmorland and Furness W&F Council	W&F Council to lead on feeding back on outcome of actions submitted through CAGs.	June 2024	→
1.8	Exploration of possible additional signage for residents, temporary parking permit schemes and how these form part of the Traffic Management Plan.	Improved parking options for Appleby residents.	MASCG, Appleby Town Council, and W&F Council		March 2024	→
1.9	Concerns were raised around the new turnstile	Improved communication around	W&F Council and Owner of	W&F Council will raise	March 2024	→

	gates on Market Field and access for pushchairs and wheelchairs.	purpose of the turnstile gate.	Market Field.	with the land owner.		
1.10	Police to investigate support for Royal Mail to deliver mail.	Improved ability to deliver mail and parcels.	Police and Royal Mail		March 2024	→
1.11	W&F Council to provide more awareness to local communities given to any licencing application that relates to Appleby Fair.	Improved communication and engagement with residents.	W&F Council	W&F Council communities team to share details with wider communities.	Ongoing	↑
1.12	Existing website to be updated more regularly throughout the year.	Improved communication.	MASCG and W&F Council	External provider contract now ended and website provision brought back into W&F Council.	Ongoing	↑
1.13	Further work to celebrate the culture and heritage of the Fair through working with local schools in particular.	Increased engagement with the cultural significance of the Fair.	MASCG		Part of long term development strategy.	→

9.2 Education, Engagement and Enforcement

To ensure that people are safe and have an enjoyable experience of the Fair and that people and places are treated with respect by all and areas kept clean and tidy.

Education, Engagement and Enforcement						
No.	Action	Outcome	Lead	Remarks	Timetable and progress	RAG
2.1	Police to provide a drone for W&F Council to use for caravan counts.	Improve the method of caravan counting.	Police and Westmorland and Furness W&F Council	The police have offered the use of a drone to take a count, which will save time and enable officers to focus on additional tasks.	June 2024	→
2.2	Evaluation as to whether to retain the dedicated police number for Appleby Fair or encourage reporting to 101.	Effective responsive service that deals with incidents.	Police	Response times for the dedicated Appleby police number were good, but the call levels was low and 101 was better used.	April 2024	→
2.3	Possibility of own equine vet and new area for tethering to be reported back as part of event plan from TMF Organiser.		TMF Organiser, MASCG, RSPCA and other animal welfare charities	Animal welfare concerns around the tethering of horses and sulkies caused concerns, and these are to be addressed in advance of 2024 Fair.	May 2024	→
2.4	TMF organisers to engage earlier with Highways over traffic management.	Improved communication	TMF Organisers	TMF organisers to consult on traffic management plans.	April/early May 2024	→

2.5	TMF organisers to prepare for opening in advance learning from 2023.	Improved organisation	TMF Organiser	TMF organisers to stagger the opening times of the bars; ensure earlier planning for provision of hot and cold water; and to have equipment in place to tether horses and sulkies.	June 2024	→
2.6	TMF organisers to ensure that all sheep and farm animals should be removed from the field prior to the event.	Improved organisation	TMF organiser	TMF organisers and land owner to ensure this is undertaken.	May 2024	→
2.7	TMF organisers to consider promotion of environmentally sustainable measures.	Increased commitment to addressing climate change.	TMF Organisers	TMF organisers would consider using compostable plastic in future years and any measures to reduce the carbon footprint.	April 2024	→
2.8	Ensuring no overnight parking at Leisure Centre car park by transit vans in particular..	Prohibition of no overnight parking measures.	W&F Council	Exploration of Traffic Regulation Order, new signage and enforcement measures to reduce transit overnight parking.	March 2024	↑
2.9	Providing better signage to encourage horses to be tethered in places that	Improved access around Appleby	W&F Council	Investigate possible additional signage to reduce	March 2024	→

	work better for all.			congestion and support		
2.10	Providing more parking enforcement measures to alleviate congestion and impact on residents.	Improve parking and stopping in Town Centre	W&F Council	Additional support for parking enforcement to be investigated by W&F Council as part of the Traffic Management Plan.	June 2024	→
2.1.1	To produce a Community Impact Statement	To mitigate significant impact on communities and increase confidence in public authorities	MASCG with police lead		July 2024	→
2.12	Encourage the owner of the market field to provide more bins on the actual field.	Less litter throughout the market field	W&F Council	W&F Council to speak to the land owner to encourage him to look at whether there were more effective clean up methods during the Fair to reduce litter build up.	April 2024	↑
2.13	Police to monitor the turning circle at Church Brough and the football field lock.	Improved feeling of safety.	Police and W&F Council	W&F Council working with police will monitor the situation next year.	May/June 2024	→
2.14	Where vulnerable people needed carer support, there were concerns that they couldn't access it due to numbers of	Access to carer support for identified vulnerable carers during the Fair	W&F Council	W&F Council to pick up with adult social care providers forum.	April 2024	↑

	visitors during the Fair.					
2.15	Police to consider earlier presence in Appleby as part of their policing strategy of Appleby Fair.	Increased sense of visible police presence and confidence	Police	Request for more police in Appleby Town Centre from the Monday before the Fair.	March 2024	↑
2.16	W&F Council to consider more and bigger bins around the Sands area, especially on a Saturday when visitor numbers were high.	Improved waste and street cleansing collection.	W&F Council		February 2024	↑
2.17	The wooden barriers on Flashing Lane to be considered for replacement subject to resources.	Increased safety	W&F Council	Resources would be needed to achieve this as not programmed in existing budgets.	April 2024	↑
2.18	To liaise with the landowner where the Mobile Bar and Food provider are based to enable them to be located away from residential properties and to ensure licencing conditions are met and no overnight stays.	Improved community reassurance.	W&F Council	W&F Council to develop licence conditions	March 2024	↑
2.19	More ditching and bunding on routes to Appleby Fair to replace the wooden posts and be a permanent solution.	Increased safety by prevention of stopping in dangerous places.	W&F Council	W&F Council developing pilot as part of Traffic Management Plan	March 2024	↑

2.20	Police to consider visible policing at top of Flashing Lane and also by Appleby Library and round by Broad Close carpark.	Improved feelings of safety and reassurance.	Police	Police to consider as part of policing strategy	March 2024	→
2.21	Develop consistent approach to protocols and procedures for encampments and other matters, which have been impacted by the creation of a Unitary W&F Council.	Have clear policy and operational approach across agencies for dealing with encampments relating to Appleby Fair only.	MASCG and OWG	Relates to encampments and other matters and how other agencies may adapt their responses as a consequence.	April 2024	→
2.22	Providing more parking enforcement measures to alleviate congestion and impact on residents.	Improve parking and stopping in Town Centre	W&F Council.	Additional support for parking enforcement to be investigated by W&F Council as part of the Traffic Management Plan.	May 2024	→
2.23	Consideration as to whether the narrow road on the west side of the Moor Hall be closed to traffic between Dowdings Butchers and the entrance to the Public Hall.	Improved movement of traffic.	W&F Council and police	W&F Council and Police to consider as part of the Traffic Management Plan.	April 2024	→
2.24	Police to consider whether horses can be stopped from entering	Improved support from police	Police	Police to consider options in consultation with the community.	April 2024	→

	Appleby earlier in the week.					
2.25	Alternative sites for social gatherings during the run-up to the Fair in Kirkby Stephen area to be investigated.	Reducing impact on the town	W&F Council		April 2024	→
2.26	Opportunities for additional transit sites to be assessed along the A685, in particular.	Improved access to additional places to stay.	W&F Council, MASCG	W&F Council working to identify suitable transit sites but dependent on willing land owners.	Ongoing	→
2.27	Measures to reduce incidents of anti-social behaviour, particularly in communities surrounding Appleby, including Kirkby Stephen.	Increased feeling of safety and prevention/reduction in anti-social behaviour.	MASCG	South Lakeland and Eden Local Focus Hubs to work with communities to assess preventative measures.	April 2024	→
2.28	Investigate future traffic and horse calming measures for key traffic routes	Improved road safety for people and animals	W&F Council	Part of Traffic Management Plan	April 2024	→
2.29	Police support for the TMF needed to be dedicated to this site and paid for and kept separate from the market field and Flashing Lane support.	Improved communication to clarify TMF paid for police support.	Police and TMF Organisers	Confusion over where the police were located and more work to be done around ensuring paid support for the TMF is separate.	June 2024	→

2.30	The Public Spaces Protection Order to be reviewed for effectiveness.	Improved enforcement capacity.	W&F Council, Police and MASCG	PSPO under review for W&F Council and consideration being given to provide support to police regarding FPN's.	Ongoing	→
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9.3 Development of a Multi-Agency Response Plan

To develop plans for multi-agency response to a Major Incident and a Contingency Plan.

Develop a Multi-Agency Response Plan						
No.	Action	Outcome	Lead	Remarks	Timetable and progress	RAG
3.1	Production of a Risk Register and Risk Assessment for Appleby Fair.	To ensure that organisations are risk aware and have plans in place for emergencies.	MASCG and Joint Emergency Response Team.	MASCG's role for potential mitigation should be undertaken and assessed by the Operational Working Group on a quarterly basis.	Early June 2024	→
3.2	Emergency Plan and Contingency Plan developed for Appleby Fair to prepare for, and respond to, a major incident.	To ensure that statutory duties are met under the Civil Contingency Act 2004.	MASCG	A Silver Tactical command centre should be established at Appleby Library to facilitate a multi-agency response, if required.	May 2024	→
3.3	W&F Council Staff to use Ground Floor Appleby Library as a hub during Appleby Fair, with the hub offered to other agencies, if facilities allow.	Contribute towards staff health and safety measures.	MASCG	MASGC to meet at Appleby Library in person during the Fair.	June 2024	→
3.4	Reaffirm the role of MASCG	Ensure that the positive communication	MASCG	Ensure that the positive communication	Ongoing	

	and encourage partner agencies to share operational plans within the OWG and escalate any concerns to MASCG.	is maintained and agencies continue to collaborate and work effectively.		is maintained and agencies continue to collaborate and work effectively.		↑
3.5	Define Resource capabilities and capacity for MASCG and associated governance structure to take actions.	All agencies to confirm resources to support public authority responsibilities as part of the Fair	MASCG and all individual agencies	Organisations to investigate budgetary and staffing resources to support BAU and additional improvement actions.	April 2024	→

9.4 Development of a long-term strategy for Appleby Fair (2024-2030)

To develop a long-term strategic approach for Appleby Fair, which sets out incremental steps to ensure that the Fair remains a celebration of rich heritage and tradition that is safe and enjoyable.

The recommended actions in all sections of the Action Plan contribute towards the development of a long-term strategic direction for Appleby Fair.

Development of a long-term strategy for Appleby Fair (2024-2030)						
No.	Action	Outcome	Lead	Remarks	Timetable and progress	RAG
4.1	Development of an equality, diversity and inclusion position statement from MASC to reinforce their commitment to Public Sector Equality Duty 2010.	Commitment to inclusive communities and social justice.	MASCG		May 2024	→
4.2	The Independent Report into whether Appleby Fair could become a licenced and ticketed event, along with the identification of transit site provision, is overdue.		ORS Consultants.	Final version was expected on 31 January 2024.	Ongoing	↓

Key	Direction of Travel	RAG rating
↑	Rating is increasing and the current RAG Rating is expected to increase in the near future.	Successful delivery highly likely.
→	Performance is stable and the current RAG Rating is expected to remain the same in the near future.	Successful delivery appears to be possible
↓	Rating is declining and the current RAG Rating is expected to reduce in the near future.	Successful delivery appears to be unachievable.

10. Appendix B – Interventions and Outcomes

Agency	2023	2022	2021	2019	2018	2017	2016	2015
South Lakeland Area								
Number of temporary toilets	9	9	9	57	55	57	31	31
Number of skips provided	2	2	2	2	4	4	4	4
Tonnes of waste collected	5	5	1.3	2.14	4.5	5	5.94	5.5
Eden District Area								
Total caravans and bow tops in Eden area	1,097	1,231	1,210	1,172	1,191	991	1,103	1,297
Number of bow tops included in the total figure	131	137	137	171	172	176	153	202
Number of outlying encampment caravans and bow tops included in total figure	234	232	235	246	179	269	281	262
Number of market stalls (market fields)	244	221	223	237	250	243	276	241
Number of unlicensed street traders	0	0	0	0	0	0	0	0
Number of licensed street traders	6	6	6	6	6	6	6	6
Tonnes of waste removed including litter	29.84	27.98	27.5	26	27	25	33	29
Number of skip loads from outlying stopping places (from 2018)	-	-	-	-	6	-	-	-
Number of litter bins	41	41	40	41	43	43	41	41
Number of temporary toilet facilities	68	68	58	57	55	57	31	31
Cumbria Constabulary								
Arrests	42	18	13	8	8	17	10	11
Crimes	32	28	25	21	17	12	11	24
Drug Offences	1	0	1	0	0	1	1	1
Incidents	171	82	86	103	115	76	65	61
Fixed Penalty Offences	220	139	58	51	22	18	30	71
Dispersal Orders	19	28	6	4	12	4	77	8

Agency	2023	2022	2021	2019	2018	2017	2016	2015
RSPCA								
Incidents where owners of animals were given advice or assistance	288	193	174	131	198	168	274	151
Verbal warnings	14	8	11	5	14	12	13	10
Police cautions	0	0	0	0	0	0	0	0
RSPCA adult written caution	No longer recorded	No longer recorded	0	0	0	0	0	0
Cases reported for summons	9	1	2	3	2	1	2	4
Animals referred for vet treatment	Unknown	Unknown	0	Unknown	Unknown	Unknown	0	0
Equines put to sleep	1	1	0	1	2	1	0	2
Puppies put to sleep	0	0	0	0	0	0	0	0
Equines transported away from the Fair	9	6	6	10	9	8	6	9
Stray dogs taken in by Westmorland and Furness Council (Previously Eden District Council)	0	1	0	1	0	0	1	2
Dogs/Puppies taken in by RSPCA	15	8	29	0	0	1	0	0
North West Ambulance Service								
Recorded injuries	29	41	44	23	34	42	96	59

Note: MASCG has agreed that due to the changes in public sector organisations, in particular the creation of the new Unitary Council of Westmorland and Furness Council. Financial information will no longer be provided as the budgetary systems, which are still being established, are not able to provide information that solely accounts for Appleby Fair.