

**Appleby Fair Multi-Agency Strategic Co-ordinating Group**  
**7<sup>th</sup> May 2026, 09:00**  
**Microsoft Teams**

**Minutes**

**Attended:**

Daniel St Quintin, Cumbria Constabulary (Chair)  
John Banks, Westmorland and Furness Council  
Neil Buck, Westmorland & Furness Council  
Cllr Adrian White, Westmorland & Furness Council  
Mo Bibby, Cumbria Constabulary  
Bill Lloyd, Gypsy and Traveller Representative  
Peter Kavanagh, Cumbria Fire and Rescue Service  
Cllr Lorna Baker, Westmorland and Furness Council  
Ruth Coates, Cumbria Constabulary  
Jessica Sargeant, Westmorland and Furness Council;  
Caroline Suart, North West Ambulance Service;  
Nicholas Griggs, North West Ambulance Service;  
Martina Rodrigues, National Highways;  
Cllr Graham Simpkins, Westmorland & Furness Council  
Sue Warner, Westmorland and Furness Council  
Sue Gilbertson, Appleby Town Council.  
Steph Cordon, Westmorland & Furness Council  
Kellie Bradburn-Sims, Westmorland and Furness Council  
Paul Goddard, North West Ambulance Service;  
Lyndsey Taylor, RSPCA  
Richard Scoffham, Westmorland & Furness Council  
Dawn Stobbart, Westmorland & Furness Council  
Kerrie Spurr, Westmorland & Furness Council (minutes)

**1. Apologies**

Apologies received from: Billy Welch

**2. Welcome and Introductions**

**3. Minutes of MASCG held on 27 February 2026**

The minutes from 27 February 2026 were agreed as a true and accurate record.

#### **4. Operational Working Group Update**

- The OWG met in April (appendix 1) and continues to coordinate planning.
- A traffic management plan and car parking arrangements have been developed and are nearing finalisation.
- Community engagement sessions have taken place, with further public events scheduled.
- Alternative engagement methods (e.g. questionnaires) are being considered to improve accessibility.
- Event infrastructure arrangements (including market and licensing arrangements) are progressing.
- Preparations are ongoing to manage early arrivals and minimise disruption to residents.
- Installations and site works are being planned and coordinated ahead of the event.

#### **5. Agency Updates**

The following significant updates from agencies were raised:

##### **Cumbria Police**

- Planning for the event is progressing as expected.
- No significant concerns have been identified at this stage.
- Standard event safety and enforcement measures are being prepared.

##### **RSPCA**

- Preparations are progressing.
- Arrangements are in place to ensure animal welfare coverage during the event.

##### **North West Ambulance Service**

- No update provided at the meeting.

##### **North Cumbria Integrated Care**

- Planning for staff access routes is underway.
- Previous arrangements will inform this year's approach.

##### **Cumbria Fire and Rescue Service**

- No significant changes to previous arrangements.
- Fire cover will be in place throughout the event period.

##### **Westmorland and Furness Council**

- Internal organisational arrangements are under review.

- Continued support for the event is being planned.

### **National Highways**

- Traffic management measures are being prepared, including road safety controls.
- Works and access arrangements are being coordinated to minimise disruption.

### **Appleby Town Council**

- No major concerns raised.
- Existing arrangements for land use have been confirmed as compliant.
- Website and public information updates are under review.

## **6. Communications and Engagement Update**

- A communications plan has been developed and is ready for delivery.
- Public messaging will focus on safety, travel, and event timing.
- Additional channels are being used to gather community feedback.
- Media engagement is ongoing.
- Improvements are planned to ensure clearer communication about road closures and access arrangements.

### **Traffic Management Update**

- Traffic and road safety arrangements are being finalised.
- Measures will be introduced to manage vehicle access, parking, and road closures.
- Further public information will be issued to ensure clarity for residents and visitors.

## **7. Any Other Business**

- National Highways advised of an open day at Kirkby Thore on Saturday 16 May (free entry; tickets via Eventbrite).

## **8. Date and Time of Next Meeting**

The Post-Fair debrief MASCg meeting date to be arranged.

1) Key 2026 deliverables for the sub-group

Code	Deliverable	Deadline	RAG
1a	Review transit sites in advance of 2026 Fair	Mar 26	↑
1b	Review and agree the traffic management strategy within budget.	Mar 26	↑
1c	Review and agree encampment strategy in line with authority protocols and relevant legislation.	Apr 26	↑
1d	Agree operating conditions as per licences with pubs, takeaways and off licences within the areas impacted by the fair including Sedbergh, Appleby and Kirkby Stephen and surrounding rural areas	Apr 26	↑
1f	Engage and work with National Highways on A66 bypass plans.	Ongoing	↑
1g	Support MASCg to review the Appleby Fair Strategy 2024 – 2027 as appropriate.	Apr 26	↑
1h	Review comms strategy considering messaging, media and two-way communications around online reporting.	Apr 26	↑
1i	Consider our approach to mitigating the sale of counterfeit goods	Apr 26	↑

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.

2) Monthly Activity by area

What has been delivered in the last month	What is planned for the next month
<p>Highways - LM</p> <ul style="list-style-type: none"> <li>Car Parks and Horse Tethering included as requested by MASCg.</li> <li>Met with police to agree measures to manage congestion at Salt Tip Corner</li> <li>Completed TMP to include post review</li> <li>Measures put in place to address concerns surrounding the Ford</li> </ul>	<p>Highways - LM</p> <ul style="list-style-type: none"> <li>Traffic Management Plan to be emailed around MASCg before activity commences.</li> <li>TRO tabled at Eden Locality Board on 15 April for approval.</li> <li>Commence on site works</li> <li>Problem solving meeting to take place 15 April</li> </ul>
<p>Parish Engagement / Encampment- EB / RKS</p> <ul style="list-style-type: none"> <li>Next drop ins planned; 18<sup>th</sup> March – Brampton, 14<sup>th</sup> April – Appleby, 22<sup>nd</sup> April Kirkby Stephen. Information will be shared with communities 2-3 weeks in advance.</li> <li>Questionnaires have been distributed to residents in Burrells and Croft End to seek feedback on issues and possible solutions for encampment in the area.</li> </ul>	<p>Parish Engagement / Encampment EB/RKS</p> <ul style="list-style-type: none"> <li>Community engagement to be considered as part of AHF2026 Lessons Learning and approach refresh suggested for next year.</li> </ul>

Licensing – EB (JS not present) <ul style="list-style-type: none"> <li>Travelling Man is now confirmed to take place this year.</li> </ul>	Licensing JS <ul style="list-style-type: none"> <li>First Safety Advisory Group meeting for Travelling Man to take place 16 April.</li> <li>Licensee meetings to continue.</li> </ul>
Trading Standards – CH not present	Trading Standards – CH not present
South Lakeland – AA <ul style="list-style-type: none"> <li>Everything on plan.</li> </ul>	South Lakeland - AA <ul style="list-style-type: none"> <li>Toilets and skips to arrive on 22 May and water checks to take place in advance of sites opening on 26 May.</li> </ul>
Communications – JE / NG <ul style="list-style-type: none"> <li>W&amp;F leading comms this year.</li> <li>Police currently looking at mechanisms to include video to online issue reporting this year.</li> </ul>	Communications <ul style="list-style-type: none"> <li>Facial recognitions planned for this year's Fair. Media opportunity to explain how this will work to be arranged.</li> </ul>
Police – Not present	Police – Not present

### 3) Key Risks

Description	Deliverable
Lack of Parking within Appleby Town Centre	There are a variety of parking areas within Appleby that will be closed for next years fair. These include Broad Close Car Park (EA works), Holme Fair (Bridge is structurally unsound) and Appleby Grammer School (School is having large sale building works).  Parking for cars and tethering places (with associated timeline) for horses to be considered as part of the 2026 Traffic Management Plan.
Encampment	Possibility of losing some tolerated stopping places. Need to identify adequate stopping places.
A685 encampment	Areas of high risk have been bunded removing the potential for encampments, however area should continue to be monitored for future years.
Settled community tensions	Engagement to continue considering the role of the elected Members on the MASCG as community representatives.
A66 Northern Trans-Pennine Project	Engage with National Highways to mitigate impacts during the construction phase of the project. (now involved with MASCG and OWG)
Concurrent Events	Identify any events that are taking place locally and will impact safety during any phase of the fair.
Lack of licensed provisions during phase one	Identify solutions to mitigate issues due to limited licensed provisions during phase one.

Burrells and Powis as an encampment pressure point	To be specifically considered as part of encampment planning.
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4) Requests and Key points to note

For decision	For Information / Discussion	For action
	<ul style="list-style-type: none"> <li>• Ops team have begun discussions regarding AHF2026 operational planning and community engagement to feed into the 2026 lessons learned activity.</li> <li>• No response from Barratt Homes, regarding ensuring that the Barratt Homes site on Station Road is secure and their leaseholders are aware of their obligations. Suggest a further letter highlighting landowners responsibilities.</li> </ul>	