



To: West/Central, North and East Area Committees

Report by: Debbie Kaye, Head of Active Communities

Updated on progress regarding Strawberry Fair 2009

1 Background

This report is brought to Area Committee to update Councillors of the progress to date in the planning of Strawberry Fair to be held on Midsummer Common on the 6th June 2009.

The table below details the meeting with stakeholders and the issues covered.

Date	Meeting Title	Issues	Who
12 th Jan 09	Strategy for dealing with Antisocial drinking	Community response issues	Fair Police Council
17 th Mar 2009 6.30 – 8pm	Stakeholder Meeting	- Engagement plans outlined - Summaries / updates from subgroups - Proposal for Terms of Reference - Progress to Date	Fair Police Council Stakeholders
30 th April 2009	West Central Area Committee	Feedback	Fair Police Council Stakeholders
7 th May 2009	East Area Committee	Feedback	Fair Police Council Stakeholders

14 th May 2009	North Area Committee	Feedback	Fair Police Council Stakeholders
19 th May 2009	Stakeholder Meeting	TBC	Fair Police Council Stakeholders
3 rd June 2009	Onsite Visit	- Visit site	
W/C 15 th Jun 09	Police Debrief		Police Fair Council
W/C 22 nd Jun 09	Stakeholder Debrief		Fair Police Council Stakeholders

Table 1 the scheduled meetings with stakeholders

2 Progress to date

A report to Community Services Scrutiny Committee on the 13th November 2008 detailed that a review of the Strawberry Fair 2008 had taken place, considering the extent to which the previous agreed improvement plan had been successful and had involved consultation with stakeholders including Strawberry Fair Committee (SFC), local residents and the Police.

The decision to permit use of Midsummer Common for Strawberry Fair was taken on the 13th November 2008 as follows:

The Executive Councillor is recommended to approve the use of Midsummer Common by Strawberry Fair in 2009 with the following two caveats:-

- I. Subject to agreement by the Strawberry Fair Committee to implement the specific conditions outlined in paragraph 3.27 i), ii) and iii) (detailed in the table below)

- II. Officers are required to evaluate the extent to which the organisation of the 2009 event is successful in reducing public nuisance before considering permission for future events and to report back to the July 2009 meeting of the Community Services Scrutiny Committee.

Recommendation	Progress
i) The following improvements should be conditional to the granting of permission to Strawberry Fair Committee for the use of Midsummer Common for Strawberry Fair 2009.	
a) Increase the number of toilets in discussion with Safety Advisory Group.	Revised proposals will be considered at the SAG Meeting on the 7 th May.
b) Ensure toilet facilities are sited at strategic points.	Reviewed and to be agreed by SAG on the 7 th May.
c) Install fencing along path running along Brunswick walk. The distance from housing will be agreed by all parties. The fence is to be positioned so it funnels individuals toward pee pod locations.	<ul style="list-style-type: none"> • Reviewed and principle agreed with Friends of Midsummer Common (FoMC). • Specific fencing locations to be agreed during event build up, with FoMC.
d) Publicise the penalties the Police may issue for public urination, both prior to and on the day of the event.	Strawberry Fair Committee to action. Police response will include fixed penalty notices.
e) Brief stewards and SIA staff to prevent/advise occurrences of public urination	Strawberry Fair Committee to action. Copies of briefing notes to be provided
f) Operate a challenge 21 policy at all Fair bars	Strawberry Fair Committee to action. Staff from City Council to observe on the day.
g) Engage Designated Premises Supervisor (DPS) registered personnel supervising the sale of alcohol and Security Industry Authority (SIA) personnel at all Fair bars.	Strawberry Fair Committee to action. Staff from Active Communities to check compliance.
h) Work with all agencies to develop and deliver an effective strategy to prevent large quantities of off site sales of alcohol being brought onto Midsummer Common.	<p>Three meetings have been held with Licensing Team, Trading Standards and Police.</p> <p>A joint agreed strategy has been prepared.</p>

Recommendation	Progress
i) Utilise signage at all entry points to advise against excessive alcohol consumption and preventive and corrective actions that may follow.	To be completed. Wording of signs to be agreed by all regulatory stakeholders.
j) Utilise SIA staff to highlight and address any potential problems of excessive drinking.	Strawberry Fair Committee to action.
k) Promote and support the Police in using the powers provided by Section 27 of the Violent Crime Reduction Act 2006.	Legal advice has been sought. The use of s27 at Strawberry Fair and in these circumstances could be open to successful challenge.
l) Promote and support Police powers to confiscate alcohol from under 18s	Police to be briefed on their powers at the event relating to alcohol and under 18.
m) Work closely with the Police and other agencies to send out a strong message both prior to and on the day of the event to promote responsible drinking.	Three meetings have been held with Licensing Team, Trading Standards and Police. An agreed strategy has been prepared.
n) Facilitate an onsite presence for all Council services in the Joint Services Control.	A meeting was held on 23 rd April. Meetings are to be arranged to follow up actions to include <ul style="list-style-type: none"> • Parking Services • Enforcement • Food Hygiene • Noise
o) Liaise with the Council Licensing officer to provide a convenient timetable for submission of films to be shown at the Fair.	Completed
p) Co-operate with the Council and the Police with regards to ensuring Council CCTV coverage meets licensing requirements.	Cambridge City Council and Police Mobile CCTV to be requested to be deployed for Strawberry Fair.
q) Liaise with County Council and the Police to enforce the 'access only' entrance points to the Brunswick area to prevent unauthorised usage.	Further worked needed on the practicality/ legality of this item.

Recommendation	Progress
r) Liaise with the County Council, City Council and the Police to deter camping on Stourbridge Common and the illegal parking of vehicles in the Riverside and Brunswick areas.	<ul style="list-style-type: none"> • Public Realm Enforcement Team working up to and during Strawberry Fair to tackle issue. • Staff from Active Communities to assist. • Parking Services to have increased presence
s) Continue to reinforce and embed the improvements required by the Council for the 2008 Fair.	Strawberry Fair Committee Action
t) Promote a greater awareness of the impact of the event on local residents and the extent to which this is an issue in relation to permission for future event.	<ul style="list-style-type: none"> • Community based Policing response agreed. • Police telephone line to be set up. • Community based Policing from Cambridge Regional College managed separately from Event Policing.
ii) It was also recommended that appropriate support from departments across the City Council is sought and negotiated, in line with resource availability, to include:	
a) Cross Council working group from Community Services, Environmental Health and City Services to support delivery of the recommendations with SFC.	First meeting took place 23 rd April. Further meetings to follow
b) Arts & Entertainment support for event management, marketing and promotional advice prior to and on the day of the event.	Being actioned
c) Continued support from Active Communities in respect of open space hire, management and premises licence requirements.	Being actioned
d) Continued support from City Services in the following areas: - Parking services to again liaise with SFC achieve road closures, Enforcement as appropriate, e.g. parking, litter - Streetscene to continue to provide clear up in the surrounding areas on and after the day of the event.	<ul style="list-style-type: none"> • The Head of Streetscene advises that a draft street cleaning plan for Strawberry Fair has been written and approved by the Executive Councillor for Environmental and Waste Services. This will be circulated to SAG • Public Realm Enforcement Team to be operating on the day.

Recommendation	Progress
	<ul style="list-style-type: none"> • Parking Services to suspend parking in Walnut Tree Avenue and possibly Brunswick area streets.
e) Environmental Health to support Trading Standards and Police to implement proposals to prevent excessive consumption of alcohol in line with the Council's duties as the Licensing authority	Joint strategy agreed
iii) The Fair Committee and the Council also rely on support and cooperation from the police in managing many aspects of Strawberry Fair. In order to ensure the smooth running of the Fair on the day, it was agreed	
a) a meeting of police and council with stakeholders take place in January 2009 to address community response issues.	Completed and subsequent follow up meetings agreed
b) Police Licensing officers work closely with Cambridge City Council Licensing team to ensure that the License conditions are fulfilled in the lead up to and during the event.	Strategy agreed and being actioned

Table 2 Recommendations and Progress as of 27th April 2009

3. Background papers

- 1) Record of decision 13th November by Executive Councillor for Arts and Recreation
- 2) Minutes from Anti Social Behaviour and Alcohol Mis-Use Meeting 12th January
- 3) Minutes from Strawberry Fair Stakeholder Meeting 17th March 2009
- 4) Minutes from Strawberry Fair Joint City Council Response Meeting 21st April

4. Inspection of papers

To inspect the background papers or if you have a query on the report please contact:

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