

SITE CONTROL

Fairs are intended to gather a crowd. Managing large numbers of people and vehicles in a small location can be challenging and requires careful planning. Site control hazards often involve collisions or other accidents involving vehicles, pedestrians or livestock. Poor site control can also increase frustration and confusion on the part of volunteers, staff or fairgoers.

Good site control and crowd management include multiple components working together to keep pedestrian, animal and vehicle traffic flowing safely and effectively. Raising awareness, and the use of barriers or pedestrian controllers to direct access and traffic can all work together to reduce hazards.



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RAISING AWARENESS

One of the largest contributing factors in many crowd-control incidents is a lack of awareness. When people are unsure of where to park and unload animals or

goods, or where events or attractions are located, they may inadvertently find themselves in hazardous situations.

INFORMATION PRIOR TO VISITING

The agricultural society should have a website or other means to inform visitors, vendors and exhibitors of the fair safety rules, important dates and deadlines, schedule of events, map of the grounds and contact information for additional questions.



FAIR BOOKS

- Fairgoers, vendors, exhibitors and others should have access to books that contain a map of the fairgrounds, schedule of events, names and locations of vendors and fairground rules.
- These books should be readily available at all entrances, ticketing booths, information stands and in the fair office.



SIGNAGE

- Signs should be posted to direct traffic to designated parking areas.
- Consideration should be given to analyzing traffic patterns. Signage may be required to help slow traffic, direct one way traffic or designate no parking areas along fire/emergency routes.
- Vendors and animal exhibitors may need to be separated from regular traffic and be directed to locations to unload and setup booths or animal exhibits.
- Buildings should be clearly labeled so as to minimize confusion, such as “Swine Barn,” “Horse Barn,” etc. This also helps first responders in the event of an emergency. It can also assist in the property scheduling process with MCIT by ensuring that each building is correctly matched to the property schedule. *For more information about property coverage, see Chapter 9, Property Coverage.*
- Fairground rules, such as speed limits and safety rules, should be posted at entrances and other locations as appropriate, such as rules for areas where alcohol is served.
- Where livestock activity takes place, plainly visible signs must be posted at one or more prominent locations that include a warning of the inherent risks of livestock activity and the limitation of liability. *For more information about livestock liability, refer to Minnesota Statute 604A.12 Livestock Activities; Immunity from Liability.*





HIGH VISIBILITY

- Fair volunteers, staff and traffic/parking controllers should wear highly visible or distinctive clothing to both encourage visitors to ask questions and to help avoid vehicle or other traffic collisions.
- Signs or barriers should be highly visible to be effective. This may require periodic washing of signs and removal of obstructions, such as foliage.



COMMUNICATION

Two-way radios and other equipment may be needed to inform traffic/parking controllers or volunteers of available parking, traffic difficulties or of other incidents.



TRAINING

Staff and volunteers should be trained about fair operations and, if expected to direct vehicle or pedestrian traffic, crowd management and control before the fair begins.

- If traffic or pedestrian controllers are used, they should be trained about communication, including radios if provided, and directing traffic or pedestrians safely throughout a fair.
- Drivers of vehicles or equipment should be trained about vehicle routes, and approach guidelines for working around pedestrians. Direct eye contact and acknowledgment between drivers and pedestrians crossing the path or approaching the vehicle should be encouraged to prevent incidents. *For more information, see Chapter 32, Vehicle Use and Chapter 26, People Movers and Hayrides.*



BARRIERS

Another component of crowd control or management is restricting access to keep fairgoers away from hazardous areas. Barriers are the most typical method used for this. If a person or animal cannot enter a hazardous area or traffic zone, the likelihood of an injury is greatly reduced.

Barriers can range from perimeter fences to vehicle bollards and queueing line posts. The types of hazards dictate the types of barriers needed.

Considerations for barriers:

- Animals should be kept secure from fairgoers and from other animals unless involved with activities that bring them together (showing, judging, competition, etc.).
 - Barriers put up to separate livestock from patrons should be of sufficient strength and size to contain unruly animals. These barriers should be in place for livestock showings, auctions and events.
 - A perimeter fence around the fairgrounds can direct people to enter at designated areas and limit vandalism during the off-season.
 - Carnival rides that involve movement should be guarded with fences or other barriers to prevent individuals from colliding with the rides.
- Activities on the racetrack or other similar activities should have barriers of adequate strength to prevent materials ejected from the event from hitting spectators.
 - Outdoor propane storage or other hazardous areas should be protected from vehicle traffic with barriers such as bollards if they are exposed to vehicle traffic.
 - Waiting areas for large events or restrooms should include designated spaces where people can form orderly lines that do not block walkways.
 - If alcohol is served, consider installing barriers or visual cues to indicate the area where alcohol consumption is permitted.

