

Proposed Event Plan 2017-2018 subject to budget setting

Date	Event	Detail	Total Costs	Income	Income streams	Net costs / BBC		Staffing requirements	Implementation timescales	Council Priority	Expected outcomes	Communication channels	Notes
						Subsidy /Budget requirement							
17 June 2017	Strawberry Fair	Large community Fair on Shenfield Common.	£7,134	£6,942.00	Stall holder income, sponsorship	£500		Community Services, Licensing, Depot and EHO staff on day, volunteer stewards and elected Members to assist on the day	February – June	Community and Health	Increase community cohesion, increased volunteering and community involvement	Press release to confirm date, call for volunteers, sponsors etc. Arrange media partner to support event. Marketing material posters banners etc to publicise event sent out in May and as part of the events 2016.	Officer time to plan, organise participating organisations, market and staff the event
28 July - 1 September 2017	Family Fun Days	Three based at King George's Playing Fields and Kelvedon Hatch, Wash Road Play Area, Hutton and Seymour Field, Ingatestone	£10,278	£12,585	wristbands, sponsorship	£4,800		Community Services staff on day	February – July	Community & Health	Increased usage of KGPF and other open spaces, promotes Brentwood as a great place to live.	Advertise within KGPF or other venue, schools and children's centres and as part of the events for 2016.	Officer time to plan, organise participating organisations, market and staff the event
25 November 2017	Lighting Up Brentwood	Brentwood's biggest annual community event, which culminates in the switching on of the Christmas lights. Large community involvement on the day such as the candlelit choir, on the move, together with activities, entertainment and a large number of stallholders selling a variety of goods	£20,000	£5,960	stall holder income, sponsorship	£14,000		Community Services, Licensing, Depot and EHO staff on day, volunteer stewards, elected members and security staff	February - December	Community & Health & Economic Development	Attracts visitors and participants from outside the Borough, promotes volunteering opportunities, benefits the local economy, and builds community cohesion	Press releases - confirmation of date, Save the date to stallholders who have expressed an interest May/June, sponsorship opportunities, confirmation of partners, call for volunteers, secret santa treasure hunt. Evaluation press release after the event. Liaise with Mayor re switch on	Sponsorship opportunities for whole event or aspects of the event. In kind support from local businesses and community groups
3 December 2017 tbc	Shenfield Christmas Fayre	Shenfield's largest community event which has a lot of local business and schools involvement together with activities, entertainment and a large number of stallholders selling a variety of goods.	£17,230	£16,665	local business contribution, RG contribution, sponsorship and stallholder income	£10,500.00		Community Services, Licensing, Depot and EHO staff on day, volunteer stewards, elected members and security staff	February - December	Community & Health & Economic Development	Attracts visitors and participants from outside the Borough, promotes volunteering opportunities, benefits the local economy, and builds community cohesion	Press releases - confirmation of date, sponsorship opportunities, confirmation of partners, call for volunteers, confirmation of business involvement, liaise with the Mayor re speeches	Sponsorship opportunities for whole event or aspects of the event. In kind support from local businesses and community groups
<b>TOTAL</b>			<b>£54,642</b>	<b>£42,152.00</b>		<b>£29,800</b>							

All costings are based on the 2016 costs and income