

Proposed Event Plan 2017-2018 subject to budget setting

Date	Event	Detail	Total Costs	Income	Income streams	Net costs / BBC Subsidy /Budget requirement	Staffing requirements	Implementation timescales	Council Priority	Expected outcomes	Communication channels
16 June 2018	Strawberry Fair	Large community Fair on Shenfield Common.	£7,134	£7,127.00	Stall holder income, sponsorship	£430	Community Services, Licensing, Depot and EHO staff on day, volunteer stewards and elected Members to assist on the day	February – June	Community and Health & Economic Development	Attracts visitors and participants from outside the Borough, Increase community cohesion, increased volunteering and local community involvement	Press release to confirm date, call for volunteers, advertise 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 for 2018.
27 July - 31 August 2018	Family Fun Days	Three based at King George's Playing Fields and Pilgrims Hatch, Mountnessing and Blackmore	£11,300	£7,790	Stall holder income, wristbands, sponsorship	£5,640	Community Services staff on day	February – August	Community & Health & Economic Development	Attracts visitors from outside the Borough, Increased community cohesion, increased usage of King George's Playing Fields 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 2018.
24 November 2018	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	£19,750*	£9,056*	stall holder income, sponsorship	£9,690	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, advertise sponsorship opportunities, confirmation of partners, call for volunteers, secret santa treasure hunt. Evaluation press release after the event. Liaise with Mayor re switch on
02-Dec-18	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.	£16,511*	£12,750*	local business contribution, RG contribution, sponsorship and stallholder income	£5,000.00	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
<b>TOTAL</b>			<b>£55,979</b>	<b>£43,853.00</b>		<b>£20,760</b>					

All costings are based on the 2017 costs and income

\*costs to be finalised for these events at the time of publication.