

Date	Event	Detail	Direct costs	Income	Income Streams	Net costs/BBC subsidy/Budget requirement	Staffing requirements	Implementation timescales	Council priority	Expected outcomes	Communication channels
19 June 2021	Strawberry Fair	Large community Fair on Shenfield Common	*£8,280	*£5,250	Stallholder income, sponsorship	£3,030	Community Services Depot staff and volunteers on the day, EHO, Licensing as part of the planning	February – June	Community, Health and Economic Development	Attracts visitors and participants from outside the borough, increases community cohesion, increases volunteering and local community involvement	Press release to confirm date, call for volunteers, advertise sponsorship opportunities, Marketing materials – posters, banners and social media posts
23 July – 27 August 2021	Family Fun Days	Proposed location (TBC) Hutton, Warley, Ingatestone, Bishops Hall, Doddinghurst and West Horndon	*£12,110	*£11,960	Stallholder income, wristbands, sponsorship	£150	Community Services staff on the day	February – August	Community, Health and Economic Development	Attracts visitors and participants from outside the Borough, promotes the Borough's green spaces, increase community cohesion, increased volunteering and local community involvement	Press release to confirm dates and venues, advertise sponsorship opportunities, Marketing materials – posters, banners and social media posts
23 July – 1 September 2021	Summer Family Trail	Find characters located across the Borough for a chance to win prizes	£7000	£7000	Sponsorship	£0	Community Services to coordinate	March - September	Community, Health, Economic Development	To promote locations across the Borough, to support local businesses, increasing walking and community involvement. Attracts visitors from outside the Borough.	Press release, advertise sponsorship opportunities, marketing to promote sponsors, social media.
November 2021 (date tbc)	Brentwood Sport & Health Awards	Celebration of sporting and wellbeing achievements in Brentwood	*£1,000	*£1000	Sponsorship, Active Brentwood, Health and Wellbeing Board and in-kind support	£0	Community Services and Brentwood Health and Wellbeing Board, Active Brentwood support	August - November	Community, Health	Provides an opportunity to celebrate local sport and health projects and individuals in the Borough who are exemplars in their fields	Press release to confirm date and ask local clubs and schools to nominate individuals or teams for the awards, advertise sponsorship opportunities, Marketing materials – posters, banners and social media posts
27 November 2021	Lighting Up Brentwood	Biggest annual community event in Brentwood, which culminates with the switching on of the Christmas lights. Large community & schools involvement on the day	*£20,520	*£7,800	Stallholder income, Sponsorship	£12,720	Community Services Depot staff, Security staff, Enforcement team and volunteers on the day, EHO, Licensing as part of the planning	February - December	Community, Health and Economic Development	Attracts visitors and participants from outside the Borough, increases community cohesion, increases volunteering and local community involvement	Press release to confirm date, call for volunteers, advertise sponsorship opportunities, Marketing materials – posters, banners and social media posts
27 November 2021 - 3 rd January 2022	Christmas Family Trail	Find characters located across the Borough for a chance to win prizes	£7000	£7000	Sponsorship	£0	Community Services to coordinate	August– January 2022	Community, Health, Economic Development	To promote locations across the Borough, to support local businesses, increasing walking and community involvement. Attracts visitors from outside the Borough.	Press release, advertise sponsorship opportunities, marketing to promote sponsors, social media

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12 December 2021	Shenfield Christmas Fayre	Shenfield's largest community event which has huge local business and schools involvement together with activities, entertainment and a large number of stallholders selling a variety of goods	*£19,260	*£13,100	Stallholder income, sponsorship, Brentwood Business Partnership, in kind business support	£6,160	Community Services Depot staff, Security staff, Enforcement team and volunteers on the day, EHO, Licensing as part of the planning	February-December	Community, Health and 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 sponsorship opportunities, Marketing materials – posters, banners and social media posts
TOTAL			£75,170	£53,110		£22,070					

*Figures are based on 2019/20 income and expenditure