

Date	Event	Detail	Direct costs	Income	Income Streams	Net costs/BBC subsidy/Budget requirement	Staffing requirements	Implementation timescales	Council priority	Expected outcomes	Communication channels
25 March – 12 April	Dinosaur Trail	Trail in Brentwood, Shenfield and Ingatestone High Streets	£6,000	£6,000	Government Welcome Back Fund	£0	Community Services liaising with local businesses for install of dinosaurs in shops	February – April	Community, Health and Economic Development	Increase footfall to the three high streets and visitors to Brentwood, increases community involvement	Press release to confirm dates, marketing materials - posters, banners and social media posts
18 June 2022	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
29 July – 26 August 2022	Family Fun Days	Locations to be confirmed	*£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
26 November 2022	Lighting Up Brentwood	Biggest annual community event in Brentwood, which culminates with the switching on of the Christmas lights. Final delivery options to be confirmed	*£20,000	*£10,000	Stallholder income, Sponsorship	£10,000	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
3 December 2022 (TBC)	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	*£6,000	*£4,000	Stallholder income, sponsorship, Brentwood Business Partnership, in kind business support	£2,000	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			£53,390	£37,210		£15,180					

*Figures are based on 2019/20 income and expenditure or estimated dependent on the delivery model