

Date	Event	Detail	Income Streams	Staffing requirements	Implementation timescales	Council priority	Expected outcomes	Communication channels
Sunday 9 June 2024	Strawberry Sports Festival	Large community event King George's Playing Fields	Stallholder income, sponsorship	Community Services Depot staff and volunteers on the day, EHO, Licensing as part of the planning	February – June	Developing Communities	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 date, call for volunteers, advertise sponsorship opportunities, Marketing materials – posters, banners and social media posts
2, 9, 16, 23, 28 August 2024	Family Fun Days	2 August Coronation Fields, Mountnessing, 9 August Warley Playing Fields, 16 August Brentwood Centre 23 August Hutton Recreation	Stallholder income, wristbands, sponsorship	Community Services staff on the day	February – August	Developing Communities	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.
October 2024 (TBC)	Brentwood & Basildon Sport & Health Awards	Celebration of sporting and wellbeing achievements in Brentwood & Basildon	Sponsorship and in-kind support	Community Services and Leisure Operator support	June - October	Developing Communities	Provides an opportunity to celebrate the local sport and health projects and individuals 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
Saturday 23 November 2024	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	Stallholder income, Sponsorship	BID and BBC to deliver with relevant services to support	February - December	Developing Communities, Economic Development & BID	Attracts visitors and participants from outside the borough, increase community cohesion, increased volunteering and local community & business involvement	Press release to confirm date, call for volunteers, advertise sponsorship opportunities, Marketing materials – posters, banners and social media posts
December 2024 (TBC)	Shenfield Christmas Event	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	Stallholder income, sponsorship, Brentwood Business Partnership, in kind business support	BID to deliver, relevant Council services to support	February-December	Community, Health, Economic Development & BID	Attracts visitors and participants from outside the borough, increase community cohesion, increased volunteering and local community & business involvement	Press release to confirm date, call for volunteers, advertise sponsorship opportunities, Marketing materials – posters, banners and social media posts