Event Plan 2015-16

Date	Event	Detail	Total project costs (inc staff costs, loss of revenue - free parking etc.)	Lead organisation	BBC contribution	External grants etc	Staffing levels	Lead officer	implentation timescale	Corporate objectives	Expected audience and outcomes	Communications
January 2015												
February 2015												
date tbc	Fairtrade Fortnight	Promotion of the Fairtrade in Brentwood - link with co-op	n/a	Fairtrade Steering Group	Assisting in publicity	Business support, provision of refreshments	n/a	Kim Anderson	December - January	Localism	Increased awareness of the Fairtrade campaign and the fact that Brentwood is now a Fairtrade town. Increased volunteering opportunities to carry out annual audit of businesses, increased engagement with local businesses that have supported the campian in Brentwood	Press relea Fortnight – 'Internally ar for staff and taste. Promot Brentwood socail media Fairtr
March 2015												
date tbc	Civic Dinner	Nominated local residents are rewarded with an award and dinner hosted by the Mayor.	£4,500.00	Brentwood Borough Council	£4,500.00		Corporate support staff on the evening	Claire Hayden	December – March	Civic	Recognition of local residents who have supported the local community in some capacity.	Application publicised th Press coverage press release
March	Essex Book Festival 2015	Link with ECC to deliver book festival at various venues in the Brentwood Borough - We would support with marketing	£400	Essex CC Arts Development	£400 seed funding and marketing support from Community Development budget	n/a	n/a	Lucy Gill	October – end of March	Localism	Increase cultural participation levels for the residents of Brentwood	Pub

			Total project										
Date	Event	Detail	costs (inc staff costs, loss of revenue - free parking etc.)	Lead organisation	BBC contribution	External grants etc	Staffing levels	Lead officer	implentation timescale	Corporate objectives	Expected audience and outcomes	Communications - channels , frequency & timing	Notes
January 2015													
February 2015													
date tbc	Fairtrade Fortnight	Promotion of the Fairtrade in Brentwood - link with co-op	n/a	Fairtrade Steering Group	Assisting in publicity	Business support, provision of refreshments	n/a	Kim Anderson	December - January	Localism	Increased awareness of the Fairtrade campaign and the fact that Brentwood is now a Fairtrade town. Increased volunteering opportunities to carry out annual audit of businesses, increased engagement with local businesses that have supported the campian in Brentwood	Press release week before Fairtrade Fortnight – 2014 National Campaign 'Internally arrange tea/coffeee morning for staff and offer Fairtrade products to taste. Promotion through BBC website & Brentwood Fairtrade website. Use of socail media to promote event – led by Fairtrade Steering Group	Application to Brentwood Localism Share Fund to cover hall hire costs
March 2015													
date tbc	Civic Dinner	Nominated local residents are rewarded with an award and dinner hosted by the Mayor.	£4,500.00	Brentwood Borough Council	£4,500.00		Corporate support staff on the evening	Claire Hayden	December – March	Civic	Recognition of local residents who have supported the local community in some capacity.	Applications for nominations to be publicised through press and website. Press coverage on the night and follow up press release to name the recipients of the awards	Officer time, sponsorship opportunities to offset costs
March	Essex Book Festival 2015	Link with ECC to deliver book festival at various venues in the Brentwood Borough - We would support with marketing	£400	Essex CC Arts Development	£400 seed funding and marketing support from Community Development budget	n/a	n/a	Lucy Gill	October – end of March	Localism	Increase cultural participation levels for the residents of Brentwood	Publicity through ECC	Officer time, publicity
April 2015													
												Purdah for 6 weeks prior to the elections	
May 2015													
date tbc	Heritage Cultural Festival	A series of events that will run throughout May and June badged under the Heritage/Cultural Festival	£50,000*	Brentwood Borough Council	£25,000.00	£10,000**	Community Services Staff and contracted providers where applicable	Kim Anderson + new staff resource	December- June	Localism	Increase cultural participation levels for the residents of Brentwood and reduce social isolation	Combine with existing Community Event promotion - z card, social media, press releases	Officer time to plan, organise participating organisations, market and staff the event
7 May	Local Elections	Local candidates elected											
29 May	Family Fun Day	venue to be confirmed - bouncy castles, face painters, punch & judy	£2,000.00	BBC	£2,000.00	in kind support local clubs/organisations	Community Services staff on day	Kim Anderson	January - August	Localism	Increased usage of KGPF or other open space in the Borough, 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 2015.	Officer time to plan, organise participating organisations, market and staff the event
June 2015													

31 July	Family Fun Day	venue to be confirmed - bouncy castles, face painters, punch & judy	£2,000.00	BBC	£2,000.00	in kind support local clubs/organisations	Community Services staff on day	Kim Anderson	January – August	Localism		Advertise within KGPF or other venue, schools and children's centres and as part of the events for 2015.	Officer time to plan, organise
24 July	Family Fun Day	venue to be confirmed - bouncy castles, face painters, punch & judy	£2,000.00	BBC	£2,000.00	in kind support local clubs/organisations	Community Services staff on day	Kim Anderson	January – August	Localism	Increased usage of KGPF, 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 2015.	Officer time to plan, organise participating organisations, market and staff the event
tbc	Civic Service	Church Service led by Mayor	£150	BBC	£100-£150		Corporate Support staff	Claire Hayden	April-June	Civic	Increases community cohesion	Open service that anyone can attend	Either held in June or July
July 2015	Tojecta												
tbc	Heritage and Cultural Festival Youth focussed Projects	Youth focussed activities possible based at the Hermit	tbc	BBC/Hermit	tbc	Apply for small Grants in Essex Awards		new staff resource	December for delivery May - June 2015	Localism	Increase community cohesion, increased volunteering and community involvement	Combine with existing Community Event promotion - z card, social media, press releases	Officer time to plan, organise participating organisations, market and staff the event
tbc	Heritage and Cultural Festival Art and Older People Project	Art and Older People Project to reduce social isolation and promote Health and Wellbeing	tbc	BBC/External Provider tbc	tbc	Apply for small Grants in Essex Awards		new staff resource	December for delivery May - June 2015	Localism	Increase community cohesion, increased volunteering and community involvement	Combine with existing Community Event promotion - z card, social media, press releases	Officer time to plan, organise participating organisations, market and staff the event
tbc	Heritage and Cultural Festival Phoenix radio series of programmes focussing on WW1	Phoenix radio series of programmes focussing on WW1	ybc	BBC/Phoenix	tbc	Apply for Heritage Lottery Fund		new staff resource	December for delivery May - June 2015	Localism	Increase community cohesion, increased volunteering and community involvement	Combine with existing Community Event promotion - z card, social media, press releases	Officer time to plan, organise participating organisations, market and staff the event
tbc	Heritage Cultural Festival event Town Centre activities - street performers	Town Centre activities - street performers	tbc	BBC	tbc			new staff resource	December for delivery May - June 2015	Localism	Increase community cohesion, increased volunteering and community involvement	Combine with existing Community Event promotion - z card, social media, press releases	Officer time to plan, organise participating organisations, market and staff the event
tbc	Heritage Cultural Festival event The Royal Anglian Regiment return	Return of the Royal Anglian Regiment from Afghanistan	tbc	BBC	tbc	Apply for Heritage Lottery Fund		new staff resource	December for delivery May - June 2015	Localism	Increase community cohesion, increased volunteering and community involvement	Combine with existing Community Event promotion - z card, social media, press releases	Officer time to plan, organise participating organisations, market and staff the event
tbc	Heritage Cultural Festival event Heritage and Museum Trail	Heritage Trail and museum activities with local schools to look at bringing the local history alive including local place names and their significance - inter- generational project	tbc	BBC	tbc	Apply for Heritage Lottery Fund		new staff resource	December for delivery May - June 2015	Localism	Increase community cohesion, increased volunteering and community involvement	Combine with existing Community Event promotion - z card, social media, press releases	Officer time to plan, organise participating organisations, market and staff the event
tbc	Heritage Cultural Festival event Last Poppy Project	Links with local schools	tbc	ECC/BBC	tbc			new staff resource	December for delivery May - June 2015	Localism	Increase community cohesion, increased volunteering and community involvement	Combine with existing Community Event promotion - z card, social media, press releases	Officer time to plan, organise participating organisations, market and staff the event
date tbc	Heritage Cultural Festival event Brentwood Art Trail 2015	Focus on place and WW1 - Use of community spaces such the libraries and Brentwood Theatre	see note above.	Brentwood BC as part of Essex Summer of Art umbrella	see note above	Apply for for Arts in Essex small grants award, In kind exhibition space for 2 week period approx £16k	Volunteers to assist during the trail	new staff resource	December for delivery May - June 2015	Localism	Promotes volunteering, local artists and businessses. increasesd cultural participation levels for the residents of Brentwood.	Press release to confirm date and call for artists and venues to support project. Arrange media partner to support the event Use social media to promote	Officer time to plan, organise participating organisations, market and staff the event
20th June TBC	Strawberry Fair	Community Fair on Shenfield Common.	£4,000	Brentwood Borough Council	£4,000.00	Stall income, sponsorship	Stewards to assist on the day	Kim Anderson	January – June	Localism	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.	Officer time to plan, organise participating organisations, market and staff the event

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		venue to be confirmed - bouncy				in kind support local	Community		January –			Advertise within KGPF or other venue,	Officer time to plan, organise
14 August	Family Fun Day	castles, face painters, punch &	£2,000.00	BBC	£2,000.00	clubs/organisations	Services staff on	Kim Anderson	August	Localism	Increased usage of KGPF, promotes	schools and children's centres and as part	
		judy				, .	day				Brentwood as a great place to live	of the events for 2015.	staff the event
21 August	Family From Davi	venue to be confirmed - bouncy	62,000,00	DDC	co 000 00	in kind support local	Community	King Andreas	January –	1 1		Advertise within KGPF or other venue,	Officer time to plan, organise
21 August	Family Fun Day	castles, face painters, punch &	£2,000.00	BBC	£2,000.00	clubs/organisations	Services staff on	Kim Anderson	August	Localism	Increased usage of KGPF, promotes	schools and children's centres and as part	
		judy venue to be confirmed - bouncy					day Community				Brentwood as a great place to live	of the events for 2015. Advertise within KGPF or other venue,	staff the event Officer time to plan, organise
28 August	Family Fun Day	castles, face painters, punch &	£2,000.00	BBC	£2,000.00	in kind support local	Services staff on	Kim Anderson	January –	Localism	Increased usage of KGPF, promotes	schools and children's centres and as part	
28 August	Family Full Day		£2,000.00	DDC	12,000.00	clubs/organisations		KIIII Alluerson	August	LOCALISITI	Brentwood as a great place to live	of the events for 2015.	staff the event
		judy					day				Brentwood as a great place to live	of the events for 2015.	staff the event
September													
2015													
		Community Safety Messages										Promotion through CSP, local agencies	Officer time to publicise and co-
tbc		aimed at the Borough's more		BBC		in kind support local	Community	Tracey Lilley	July-	Safer	Increased awareness of personal	that worrk with older people, sheltered	ordinate the event and get partner
		elderly residents				organisations	Safety staff	,	September	Brentwood	safety and support available	housing	organisations to give presentations
		, 											
October 2015													
October 2013													
					8								
November 2015													
		Rolling road block with BLYB											
		marching up the High Street and					Corporate				Increases community cohesion	Promotion through armed forces veterans	Donations are also made to the Royal
9 November?	Remembrance Day	culminating with a service at the	£1,500	BBC	£1,500		support staff,	Claire Hayden	ember - Nove	Civic	especially amongst the young and the	associations, Brentwood School and cadet	British Legion, the church and Royal
		war memorial at Middleton Hall					Caretaker and chauffer				elderly	forces	British Legion Youth Band.
		Road					chauffer						
		Brentwood's biggest annual											
		corporate event, which					Community					Press releases - confirmation of date, Save	
		culminates in the switching on of the Christmas lights. Large					Services staff on				Attracts visitors and participants from	the date to stallholders who have expressed an interest May/June,	Sponsorship opportunities for whole
	Lighting Up	community involvement on the				sponsorship	day, volunteer				outside the Borough, promotes	sponsorship opportunities, confirmation	event or aspects of the event. In kind
28 November	Brentwood	day such as the candlelit parade,	£14,000	BBC	£14,000	opportunities	stewards,	Kim Anderson	ruary - Decem	Localism	volunteering opportunities, benefits	of partners, call for volunteers, Xmas	support from local businesses and
	brentwood	together with activities,				opportunities	elected				the local economy, and builds	window competition(mid Oct), Treasure	community groups
		entertainment and a large					members and				community cohesion	Hunt. Evaluation press release after the	
		number of stallholders selling a					security staff					event. Liaise with Mayor re switch on	
		variety of goods											
							Community						
							Services staff on				Attracts visitors and participants from	Press releases - confirmation of date,	Sponsorship opportunities for whole
	Lighting Up	celebrating the aswitching on of					day, volunteer				outside the Borough, promotes	sponsorship opportunities, confirmation	event or aspects of the event. In kind
29 November	Shenfield	the Christmas lights in Shenfield	tbc	BBC	tbc	local business support	stewards,	Kim Anderson	ruary - Decem	Localism	volunteering opportunities, benefits	of partners, call for volunteers, Xmas	support from local businesses and
	Shermela						elected				the local economy, and builds	window competition(mid Oct), liaise witht	community groups
							members and				community cohesion	the Mayor re switch on	community groups
							security staff						
		Promotes awareness of Domestic											Officer time to publicise and co-
	Domestic Abuse	Violence locally and provides					Community			Safer	Increases awareness of Domestic	Promotion through CSP partners,	ordinate activities for the week,
tbc	Awareness Week -	easily accessible information for	n/a	CSP	n/a		Services staff	Tracey Lilley	tober-Novem	Brentwood	Violence support that is available to	especially the police and Basildon	resourced from the Community Safety
	CSP	those who may be themselves					support			2. 3	residents/victims	Women's Aid	budget and close liaison with the
		victim of domestic violence.											police
December 2015													
		Promotes awareness before					Community			A cofe and	Increase automatic of a survey of	Dromotion through CCD as attacks	Officer time to publicise and co-
	Community Safety	Christmas of residents protecting their property and themselves	n/a	CSP	n/a		Community Services staff	Tracey Lilloy	November	A safe and low crime	Increase awareness of community	Promotion through CSP partners, especially the Police and Trading	ordinate activities for the week, resourced from the Community Safety
	Week - CSP	from thieves and rogue	n/a	CSP	11/a			Tracey Lilley	November	borough	and personal safety over the Christmas period	especially the Police and Trading Standards	budget and close liaison with the
		tradesmen					support			borougii	cinistilas periou	Standalus	police
2nd week	Civic Carol Service		£150	BBC	150	1	Corporate	Claire Hayden		Civic	Increase community cohesion	Open service that anyone can attend	
December	Civic Carol Service	1	TT20	DDC	130	1	support staff	Ciane nayuell		CIVIC	increase community conesion	open service that anyone can attenu	1