

Event Plan 2016-2017

Date	Event	Detail	Total Costs	BBC contribution	Income streams	Net costs / BBC Subsidy	Staffing requirements	Implementation timescales	Council Priority	Expected outcomes	Communication channels	Notes
18 or 25 June 2016 tbc	Strawberry Fair	Large community Fair on Shenfield Common.	£18,164	£1,000.00	Stall holder income, sponsorship	£11,734	Stewards to assist on the day	February – 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 and as part of the events 2016.	Officer time to plan, organise participating organisations, market and staff the event
July - August 2016	Family Fun Days	Venues to be confirmed - Bouncy Castles, face painters, Punch & Judy	£19,605	£4,500	wristbands, sponsorship	£13,995	Community Services staff on day	February – August	Localism	Increased usage of KGPF 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 2016.	Officer time to plan, organise participating organisations, market and staff the event
26 November 2016 tbc	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	£32,204	£9,000	stall holder income, sponsorship	£13,515	Community Services, Licensing, Depot and EHO staff on day, volunteer stewards, elected members and security staff	February - December	Localism	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, sponsorship opportunities, confirmation of partners, call for volunteers, secret santa treasure hunt. Evaluation press release after the event. Liaise with Mayor re switch on	Sponsorship opportunities for whole event or aspects of the event. In kind support from local businesses and community groups
November / December 2016 tbc	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.	£26,601	£5,500	local business contribution, sponsorship and stallholder income	£6,941.00	Community Services, Licensing, Depot and EHO staff on day, volunteer stewards, elected members and security staff	February - December	Localism	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	Sponsorship opportunities for whole event or aspects of the event. In kind support from local businesses and community groups
TOTAL			£96,574	£20,000.00		£46,185						

All costing are based on the 2015/2016 costs and