



Brereton Million

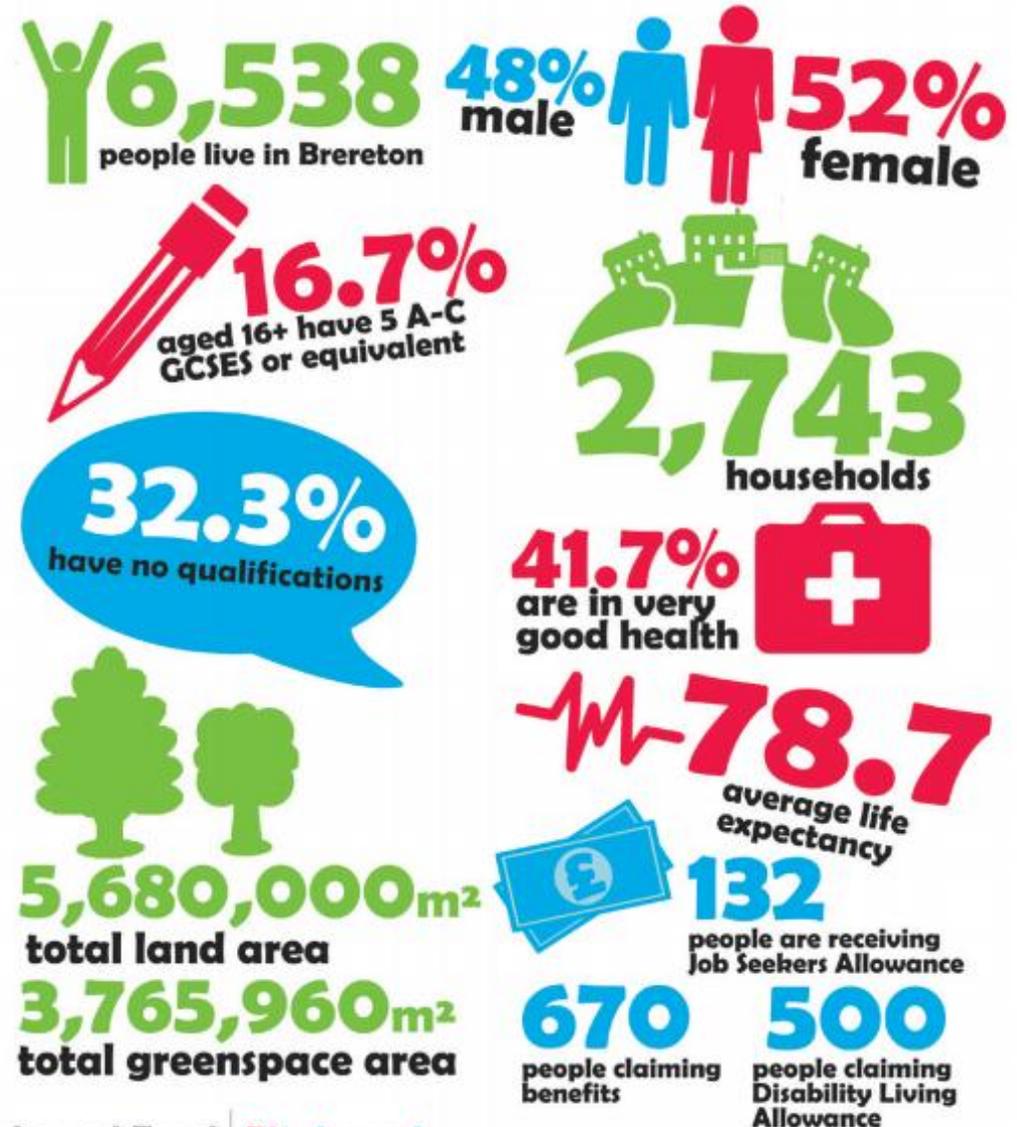
How Large Scale Events help us
Raise Awareness in our Community

Who are we?

- Brereton is a village in Staffordshire.
- Our Partnership members range from 20-85 years old and are active members within the community
- Our vision is “We believe in our community and the positive changes we can make, by bringing people together and investing in our future.”

Brereton's Profile

Taken from National Statistics and Staffordshire Observatory



Consultation Process

- In April 2014, we had a event in our local park for residents to have a final vote on what they wanted to spend the money on.
- We had over 3,000 responses from the consultation process and more events was one of our top choices.

Build on Support Community Groups
Community Spirit Clean up
Disability friendly litter and
park equipment dog poo
More Main road is Zip
events unwelcoming wire
More for for over 7s Cinema
Teenagers Skate Park
Play Equipment Training
Bus shelters schemes
More car Church
parking community
in park room upgrade Farm
Christmas Lights

Brereton Million Movie Nights

- Why we chose a Cinema Event
- How we planned it
- How many people it attracted
- How we raised awareness of Brereton Million and Big Local
- What we go out of doing the Event

BRERETON MILLION'S
OUTDOOR
MOVIE
NIGHTS!

PADDINGTON
28th August

GREASE
29th August

BRING YOUR OWN SEATS AND SNACKS!

Free Open Air Cinema Event
At Ravenhill Park
For Brereton and Ravenhill Residents!
Opens at 7pm
Shows start at 8pm

BRERETON MISSION
www.breretonmillion.co.uk
www.facebook.com/BreretonMillion

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PADDINGTON



28th August

GREASE



29th August

Free Open Air Cinema Event At Ravenhill Park
For Brereton and Ravenhill Residents!

Opens at 7pm Shows start at 8pm

For Tickets, go to:  BreretonMillion www.breretonmillion.co.uk Tel: 07837309697



Brereton Million's Winter Wonderland

- Why we chose a Winter Wonderland
- How we planned it
- How many people it attracted
- How we raised awareness of Brereton Million and Big Local
- What we go out of doing the Event

Join Brereton Million on
a Journey through the

**Winter
Wonderland**

Santa's Grotto

Naughty & Nice Room

Mail Room **Santa's Garage**

Winter Animals **Story Room**

Mrs Claus' Hot Chocolate

£3
Per Child

**SANTA
STOP
HERE**

Friday 11th December 4-8pm
Lantern Parade & Winter Wonderland

Saturday 12th December 4:00pm
Christmas Market & Winter Wonderland

A free entry ticket will be given to children
taking part in the Lantern Parade

www.breretonmillion.co.uk Brereton Million



Winter Wonderland!



Things to consider

- Picking the right event
- Volunteers not showing up / lack of volunteers
- Branding is key
- Early advertising is crucial
- Use different ways to communicate to the public
- Planning in advance
- Enjoy it!