Month	Events	Activities	Targets
April	Easter		
May	May Bank Holidays		
June	Fathers Day		
July	End of Term/ Summer Holidays		
August	Summer Holidays		
September	Back to School		
October	Halloween		
November	Fireworks Night		
December	Christmas		
January	New Year		
February	Valentines Day		
March	Mothers Day		

Promotion	Target Media	Evaluation