



MUSEUMS  
NORTHUMBERLAND

Northumberland  
**MINERS'  
PICNIC**

**COAST**

## Northumberland Miners' Picnic

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**We are grateful to Ashington Town Council  
for their continued support of this  
important community heritage event**



# Northumberland Miners' Picnic

- The Northumberland Miners' Picnic takes place on the second Saturday of June each year
- The Picnic is our biggest, free, family-friendly event of the year
- The Picnic is rooted in our coalmining community heritage, our present local communities and their hopes for the future
- In 2023 the Picnic was generously supported by Northumberland County Council (Museums Northumberland Staff Time), Arts Council England, Ashington Town Council and The Ridley Family Charity)

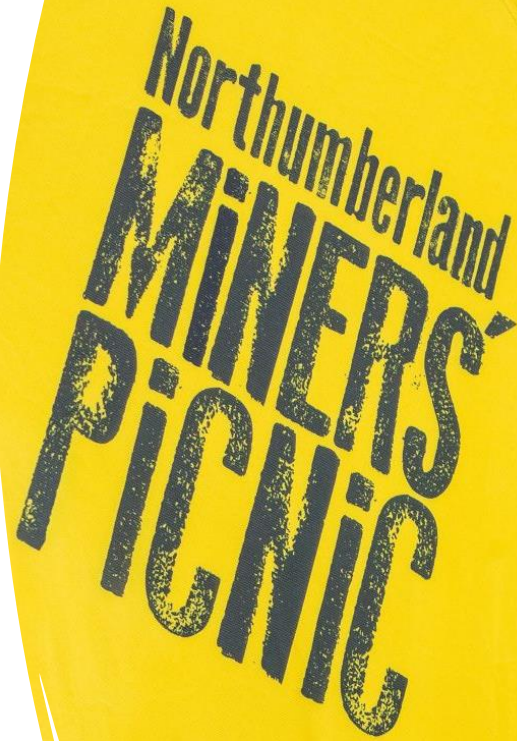




# General Event Programme

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- **Miners' Memorial Service & Wreath Laying**
- **Mainstage Performance Programme**
- **Pityard Activity Marquee**
- **Pop Up Performance & Activities**
- **Roaming Street Theatre**
- **Street Food & Drink Concessions**



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# Miners' Memorial Service

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- Short service, wreath laying and moment of commemoration for those who lost their lives working in the mining industry
- Organised in partnership with Ashington Town Council
- Very well attended in 2023, with a noticeably larger audience than recent years (despite concerns that the audience for this aspect of the event might be dwindling)





# Mainstage Programme

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- The focus of the main stage programme:
  - Brass (local heritage, youth and contemporary brass bands)
  - Community Choirs / Performance Projects (heritage and contemporary)
  - Family Friendly regional musicians and bands
  - Occasional national & international performers (usually linked to specially funded projects)





# Pit Yard Marquee

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- The Pityard Marquee houses family friendly activities with a focus on engaging children and young people
- Activities usually include arts, crafts and storytelling
- For example in 2023 we welcomed GemARTS to run a mini-mela in the Pityard Marquee, offering assorted arts and craft activities from across the Indian Sub-continent





# Street Theatre & Pop Up Activities

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- Pop up performances and family friendly activities run across the site throughout the day
- This can include both professional and community led performances, demonstrations and hands-on activities
- This allows us to host and celebrate more community heritage activities and activate the whole museum site alongside the main stage area





# Event Costs 2023

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- **£34K**
  - **£10K Physical Event Infrastructure**
  - **£8K Core Museums Northumberland Staff Time**
  - **£7.5K Performance / Delivery Fees**
  - **£4k Event Production Fees**
  - **£2K Marketing**
  - **£1.5K additional staff & security**
  - **£1K Schools Banner Project**





# Event Funding & Income 2023

- **£15K Arts Council England NPO (secure up to and including 2025)**
- **£10K Ashington Town Council**
- **£3K Ridley Family Foundation (2023 only)**
- **£8K Northumberland County Council (Core Museums Northumberland Staff time)**
- **£4000 Earned Income (dependent on visitor numbers so unreliable / adversely affected by bad weather)**
  - **£1300 Car Parking**
  - **£400 Concessions**
  - **£1500 Café**
  - **£300 Donations**
  - **£500 Shop**





# Event Threats / Risks

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- **Funding (funding landscape changing year on year, differing demands on staff time without staff capacity)**
- **Steep increase in costs of event production over past few years**
- **Weather (weather dependent attendance has a huge impact on footfall and earned income potential)**
- **Scalability (limited by site size and parking infrastructure)**





# Event Strengths / Opportunities

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- Welcoming, accessible, safe and family friendly community event
- Hundreds of local people participating and performing
- Popular event with local audiences (65% of attendees from South East Northumberland)
- Fantastic feedback received year on year





# Summary

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- Our current funding commitments from Northumberland County Council, Arts Council England and Ashington Town Council (if continued) allow for the event to be secure up to 2025.
- This funding allows for the continued delivery of a high quality, medium scale event which has proven popular with audiences
- Larger or additional event ambitions would require additional funding, delivery capacity and sufficient lead-in times

