



## **Jane Pit** **Fundraising Plan**

### **1. Introduction**

The purpose of this plan is to identify and outline any fundraising / sponsorship opportunities for the Jane Pit Project. The plan has been written by Workington Town Council (Chris Bagshaw, Town Clerk and Emma Chapman, Events Assistant).

The project has the main aim of commemorating the contribution of mining to the town's history and act as a memorial to the former mineworkers. Jane Pit is a 19<sup>th</sup> century coal pit (National Heritage List Entry: 1017559) and the remains are protected as a Scheduled Monument. The project is split in two halves: a development phase (now complete) and a delivery phase. This plan relates to the delivery phase of the project. The contribution from the Heritage Lottery Fund covers all aspects of this project which are not being covered by the Town Council's project and maintenance budgets.

There was no additional funding/sponsorship obtained for the development phase of this project, as stage 1 was used to determine if there was local interest in preserving the town's mining heritage, and whether there were enough extant remains to make an archaeological dig worthwhile. Phase one also allowed us to evaluate if an archaeological dig project could be used as focus for local involvement, and to generate interest in a second phase which would lead to a well-informed restoration of the site, coupled with sufficient community buy-in to ensure a legacy of care, both municipal and community-based.

This plan was written in September 2018 and updated in February 2019.

### **2. Jane Pit Heritage / project background**

Workington's present day fortunes are founded on the coal mining and iron industries of the eighteenth and nineteenth centuries. Although mining of the Workington coalfields extends back to at least the seventeenth century, it was not until the eighteenth century that coal mining really took hold, culminating in 1802, when the coalfield was producing 65,309 tons of coal per annum. It was the availability of both coal and iron ore, coupled with the Workington port facility, that encouraged the development of the iron and steel industry in Workington. Throughout this period, the town of Workington was expanding rapidly to house the increasing workforce, and its development was closely tied to that of the coal and steel industries.

The discovery of a rich seam of coal at Jane Pit in 1846 was heralded with much celebration that included all the occupants of the town. Although the coal industry had been in a slow decline since the beginning of the nineteenth century, the wealth of the new seam provided a period of optimism and hope for the future of the town. The working of the mine was relatively short lived, closing in 1875, but it was in production longer than many of the others in this part of the coalfield, such as Annie's Pit and Buddle Pit.



The pit used both a horse gin and a steam engine, housed in an elaborate engine house, to lift the coal and overburden, but also to pump water from the mine. Subsequent to the abandonment of the mine, housing has encroached on the areas and rugby and football pitches have been constructed. The latter resulted in the removal of a substantial spoil heap around the mining site; however, this process allowed the survival of the large engine house and two chimneys which are now scheduled monuments and provide the most visual representation of the mine. There are, however, less visual, but nevertheless significant components of the mine that have survived as either structural or earthwork components. These include the former gin pit, a marshalling yard for a rail track, a former building associated with the western chimney, the shaft, and sections of retaining wall.

The project will educate the community on the Town's history and heritage, especially important to the people of Workington who had relatives and friends who worked at the mine or who were involved in some way.

The project will interest local and national historians as it represents some of the best remaining headworks of the era in which steam and horsepower were used simultaneously. Extant colliery buildings of this nature are very rare, with very few similar examples still in existence. The castellated design is also highly unusual.

The initial excavation showed us a little of the life lived by the people working in the pit and living in the nearby cottages. It will be exciting to dig further on the next excavation to see what lies beneath and what this can tell us of our Town's history.

The project also provides the community the opportunity to learn about archaeology, something that isn't often conducted in the area. People can explore the various techniques that are involved through on-site tuition and spark an interest in this field.

### **3. Fundraising History**

As a Parish-tier authority we have received sponsorship from local companies in the past for various projects, usually in the form of funding for events which enabled us to provide more entertainment / activities for the public. We also have regular sponsorship for our Workington In Bloom projects, which this year allowed us to purchase more flowers and shrubs and create a new flowerbed with sustainable planting. Funding has varied in value from £200-£5,000.

We have worked hard to establish and build up relationships with our sponsors and this has resulted in repeat funding.



#### 4. SWOT Analysis

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Community engagement</li> <li>• Preservation of local heritage</li> <li>• Getting people involved in a social activity</li> <li>• Researching and documenting social history</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Failure to achieve HLF bid stage two</li> <li>• Safeguarding volunteers</li> <li>• Going over budget</li> <li>• Stretched resource</li> <li>• Political instability</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Raise awareness of WTC work</li> <li>• Raise awareness of HLF opportunities</li> <li>• Increasing followers on social media</li> <li>• Driving visits to website</li> <li>• Press coverage</li> <li>• Creation of new revenue streams</li> </ul>	<p><b>Threat</b></p> <ul style="list-style-type: none"> <li>• Weather</li> <li>• Weak audience participation</li> <li>• Unable to secure school visits</li> <li>• Press unwilling to provide coverage</li> <li>• Structural failure of buildings</li> <li>• Anti-social behaviour</li> </ul>

#### 5. Potential Funders

When looking at potential funders for this project, we considered the following:

- Were there any local companies with links to Jane Pit?
- Were there any companies who have an interest in preserving local history?
- Potential funders who have already provided sponsorship in the past who may be interested to do the same again.

We also needed to ensure that the companies we approached were reputable and would therefore not damage the reputation of the Council, NLHF or any other suppliers / funders we would be working with. We also have to be mindful of possible conflicts of interest with WTC, NLHF or any other suppliers / funders.

We targeted companies local to Jane Pit with letters outlining the sponsorship opportunity. We also sent letters to companies that WTC have worked with before and who we thought may have an interest in this project.

You can see in the table below, the responses we have had so far (as of 27<sup>th</sup> Feb 2019).

Company	Notes
Allerdale Borough Council	Discussing internally. No response as yet.
Ancor Flexibles Cumbria	
B & Q	
Britain's Energy Coast	
Cumberland Building Society	Unable to help financially, but happy to give volunteers if needed
Cumbria County Council	



Derwent Recycling Services	
Dixons	
Dobies	Happy to give £250 sponsorship
FCC Environment Ltd	
Horizon Tiles	
Iggusund Paperboard	
Irving Engineering Ltd	
J Edgar and Son	
Jacos	
Jewson	
Matalan	
Morrison's	
Moss Bay Metals Ltd	
National Nuclear Lab	
Northern Gas Networks	
Persimmon Homes	
Sellafield	Unable to help at present, advised to make contact if bid was successful.
Shepley's engineering Ltd	
Steve's Paints	
Stobart Group	Unable to help
Stobbarts	
Story Homes / Construction	
Tesco	
The Cumberland Pencil Company	
Thomas Armstrong Holdings Ltd	
TIS Cumbria Ltd	
Tivoli Group Limited	Happy to support with resource, equipment etc.
TSP Engineering	
West Coast Mining Ltd	
West Cumberland Engineering Ltd	



In addition to letters of sponsorship we have also researched potential grants. The table below outlines the outcome of this research.

Funder	Notes	Response
Cumberland in the Community Fund	Submitted	Unable to help
Mick Aston Archaeology Fund	Discussing with DigVentures	
AIA Restoration Grants	Discussing with DigVentures	
Police Crime Commissioner	Further investigation needed	
Tesco bags for help	Further investigation needed	
Asda Community Foundation	Further investigation needed	
Cumbria Community Foundation	Contacted	Would have to direct funding to charity
Cumbria County Council Community Grants fund	Contacted	
WREN (FCC Community Action Fund)	Contacted	No longer funding Workington
WDH Community Grant Scheme	Further investigation needed	
Persimmon Homes Community Champion	Submitted	
Storey Homes	Submitted	
Sellafield	Submitted	Unable to help

We would be looking for relationship longevity as part of our sponsorship plan and so would look at what we could offer the sponsor in return for their contribution and what resource would be needed from WTC to carry this out.

#### 6. Contribution Requirements / Objectives

This project doesn't rely on sponsor contribution for it to be completed. We would therefore not ask for a certain value from a sponsor, but rather how much they were able and/or willing to contribute.

We are looking for a funder to establish or who already has an interest in the project, to develop links with local businesses, whilst giving them the opportunity to interact and advertise to the community. As this is a unique project and not one that happens very often in Workington, it would give them access to a different audience than the one they usually target.

#### 7. Funding ROI

The funding ROI would be dependent on how much income was available versus the resource we would need.

Typically, we would offer the following to a potential funder:

- Main sponsorship of the dig
- Opportunity for a 'Company Day' at the dig (staff members)
- Branding on Jane Pit website
- Branding on all leaflets, posters and banners.
- Press release to local and national press
- Mention on WTC social media channels
- Promotion of company into schools and local community groups
- Mention on electronic noticeboards in Workington town centre
- Information stand at dig

Any sponsor logos would sit alongside the Heritage Fund and WTC logos, with NLHF logo claiming prominence.

#### 8. Evaluation

To determine the success of our fundraising, we would look at how much funding was raised and what this allowed us to do, additional to our already outlined plans. We would evaluate how this added to the project and what was achieved against the



objectives. Evaluation would be done by asking for feedback as part of a questionnaire and social media and gathered from sponsors/funders, audience and Council members.