

# Cuerden Valley Park Feasibility Study

## Cuerden Valley Park Trust

### Brief

BE Group was appointed by Cuerden Valley Park Trust to undertake a feasibility study into the development of a new multi-purpose building at Cuerden Valley Park in Lancashire.

Objectives of the brief were to:

- Examine activity that could take place at a new building in the park
- Demonstrate that the proposed development is viable
- Review the potential funding options.

The proposed focus for the building is education although the idea is to tie this in with other uses and activities such as a visitor centre for park users, an office and workshop for park staff, and a shop.

### Activities

- A site visit to assess the existing park facilities
- Consultation with park staff and the Board of Trustees
- Consultation with users of the park
- Consultation with schools and local community groups to assess the extent to which they would use a new facility
- Research into comparable schemes and developments.

### Outcome

There is plenty of demand for school and other educational field trips, however it is not particularly profitable.

There is limited scope for other profitable activities, although the building would provide the Trust with a better image and working environment.

There is potential for more public events and shows, which seem to offer the most potential for revenue generation.

