



# Macclesfield Youth Zone Feasibility Study

January 2022

Funded by:  
The Fermain Club  
Macclesfield Town Council





## The scope of the project

Youth Fed are sole corporate trustees of The Fermain Club which was established to provide and maintain a youth centre for young people under the age of 21 in the Macclesfield area.

A youth club operated from the Fermain site until 2015, when part of the land and existing building was given over to the Fermain Academy Free School at the behest of the local authority. The intention was that a new youth centre would be built on the remaining Fermain land but the council were unable to assist with funding for such a venture.

A number of avenues have been explored since that date to no avail but it is now imperative that a solution is found so that the assets of The Fermain Club can be utilised to meet the Charity's aims and objectives.

## The Fermain Club

- Established in 1938 as Macclesfield Boys' Club.
- The constitution was amended by a Special Resolution passed on the 27 January 2011.
- Youth Federation Limited is now the Sole Corporate Trustee.

## The Fermain Club aims and objectives:

- The provision and maintenance of a youth centre for the use of persons under 21 years of age who are resident in the district of Macclesfield without distinction of political, religious or other opinions, including use of meeting, lessons and classes and for other forms of recreation and leisure time occupation, with the objective of improving the conditions of life for the said persons.
- The said land and buildings should be held upon trust for the purposes of a youth centre as aforesaid.

## The Fermain Club Development Strategy

The aim of the development programme continues to be to provide young people under 21 years of age in Macclesfield with a top quality, safe and affordable youth centre that will inspire, challenge and provide opportunities for them to lead healthier, more positive lives.

The facility will focus on three core areas:

**Commented [DM1]:** You must clearly establish the scope of the project or the issue you plan to address. Also, define the parts of your business which would get affected by the project either indirectly or directly. Creating a well-defined scope allows for the accuracy of your feasibility study



- Health and Recreation – providing structured activities that provide young people with the opportunity to meet and socialise with friends in a safe environment.
- Education - providing specialised support to young people in Macclesfield, which will help them not only to thrive in their personal lives but in the world of work.
- Personal Development - using a combination of outdoor education, youth work and creative arts, young people will be offered access to the very best facilities in which to develop.

### Background

- 2010 Youth Fed asked to take over The Fermain Club charity by Cheshire East Council as they couldn't find new trustees.
- 2011-2015 – MYAF and iMAC youth groups operated in Macclesfield
- 2014 – Cheshire East Council agreed to support creation of Youth Centre along lines of Online Youth Zone and asked YF to consider running a free school.
- 2015 – Free school opened in old youth club building on Fermain site and council suggest could only support building of smaller Youth Centre (around £2m build cost). Main contact at council leaves.
- May 2017 – Tarnside Capital Campaign Workshop
- March 2018 – Mowat & Company drew up a design for potential use of South Park Pavilion site.
- July 2019 – Mowat & Company produced proposal to develop the Fermain Site in conjunction with FA.
- Nov 2019 – Chris Hindley & David Briggs met with Nicola Glover-Edge of Cheshire East Council but nothing progressed due to covid and in meantime Macclesfield Town Council started negotiations to transfer South Park Pavilion to their control.
- May 2021 – Youth Fed became aware of transfer of South Park Pavilion and spoke to Town Clerk who agreed to add us to list of organisations to be invited to public consultation.
- Sept 2021 – MTC advised that asset transfer of pavilion was going ahead and that it was earmarked for wider community use. However the council would support us to identify a suitable site for a Youth Zone.
- Nov 2021 – Chris Hindley approached the Fermain Academy to suggest that YF built a 'sports hall' on the remaining Fermain land and that the school and youth club shared use of the school building and Fermain Club building to run a youth centre out of school time.



- December 2021 – feasibility study started.

#### **Feasibility Study objectives**

- Establish and confirm the need for a Youth Zone in Macclesfield by consulting with young people & the local community.
- Establish what facilities / support that young people require from a Youth Zone.
- Establish what youth support / activities are already available in Macclesfield and how we can work with these providers to strengthen existing provision / fill any gaps in provision.
- Consult with young people, local community, local authority to find the best location to site a Youth Zone.
- Establish the appetite and potential support from the local authority, local residents and business community for the building of a Youth Zone
- Gauge the likelihood of long-term support from Business Patrons and Major Donors
- Find the most cost effective and sustainable solution to meet the charities objectives



## A current analysis

### Population Levels (2011 Census as 2021 not available until March 2022)

Town	Total Population	8-19 yrs	0-8 yrs
Macclesfield	52044	7102	4680
Crewe	58784	9240	6244

Crewe total population is 13% higher than Macclesfield but total young people aged 8-19 is 30% higher and children aged 0-8 is 33% higher.

Levels of deprivation deemed to be higher in Crewe with 23 areas in deciles 1-3 against only 6 in Macclesfield.

### Existing Youth Provision in Macclesfield

See appendix 1 for full details

- There is currently very little open access youth provision in Macclesfield, the groups that are identified as open access are generally based in Christian Church buildings so this may be off-putting for young people of other faiths or none.
- There are a number of targeted youth services for young people with disabilities or special educational needs and targeted services for LGBTQ+ and employment support.
- Uniformed Youth Groups are well represented in the area with many Guiding and Scouting Groups alongside Air Cadets, Sea Cadets, Army Cadets, Fire Cadets and St John's Ambulance Cadets.
- The usual sports clubs, dance clubs, drama clubs are available and Macclesfield FC in conjunction with the Savage Foundation offer free football coaching once a week - open to all young people aged 5-12 no matter what their ability.
- Macclesfield Town Council offer some free sporting activities each week in a variety of locations.
- There is no service that is centrally based, offering open access youth work and activities, along the lines of an onside youth zone.

**Commented [DM2]:** *This is important for the evaluation of the current implementation. Through this analysis, you can determine the weaknesses and strengths of the existing approach to help save you a lot of time and money.*



### Location / type of facility considered in the past

1. Youth Fed have looked at the potential of linking with Onside and creating an Onside Youth Zone in Macclesfield but their usual model requires Local authority support for Capital and ongoing revenue. Cheshire East Council have twice rejected our requests in 2018 and 2020, as they do not feel that Macclesfield has sufficient population of young people to justify the expenditure required. Current funding is to be directed towards Crewe Onside Youth Zone at this time.  
*See Appendix 2 for press reports*

2. Linking with Onside without local authority support. This would not be possible due to the enormous costs involved. A typical Onside Youth Zone costs between £6m - £8m to build (depending on cost of land purchase). Normally the Local Authority would contribute 25-50% of the build cost. Typical running costs for such a centre are £1.2m and the local authority typically contributes £400,000 per annum with the remaining £800,000 raised from fundraising events and local business patrons. Onside will assist with the Capital fundraising and commit to help raise £800k per annum for the first 3 years of operation, whilst the operating charity establishes its fundraising team and local support. Youth Fed do not have the fundraising capacity / local connections to undertake this level of fundraising alone.
3. Youth Fed to support The Fermain Club to undertake a smaller project with a build cost of around £1.5m - £2m and running costs of around £500k per annum on a suitable piece of land in Macclesfield. Either on the Fermain site or on alternative piece of land.

In the past Youth Fed have drawn up plans for the proposed South Park Pavilion site and there were also plans drawn up to build on the remaining land at the Fermain Site – *see Appendix 3*

4. Link with The Fermain Academy to jointly use the school building and the remainder of the land, with potential sports hall built by Youth Fed on part of the Fermain Land. The school would then use the sports hall / playing field as required in school hours and Youth Fed / The Fermain Club can utilise the sports hall / playing field and school building to operate the Youth Zone in the evenings, weekends and school holidays.

### Analysis of Young People's needs



Any research that we have undertaken in the past is out of date and we need to consult with young people by way of survey / forum to ascertain what facilities they would like, how far they would travel to access a youth club, what type of activities they would enjoy etc

A survey has been drawn up and distributed via local high schools, youth groups and via Macclesfield Town Council.

### **Analysis of current local support for a Youth Zone**

- Currently Youth Fed have very little visibility in Macclesfield as we do not currently run any direct delivery projects in this area and do not have an office or visible presence in the Town.
- The Pledge Partnership do have links with local schools and businesses and Youth Fed need to be able to work sensitively with them build long term relationships that will benefit both brands.
- The current Mayor of East Cheshire, Sarah Pochin is very supportive of the work that Youth Fed undertake with young people and is happy to advocate / champion our cause. She suggested exploring options to link with the Fermain Academy and utilise their ground floor facilities.
- Conversations started with Macclesfield Town Council, initially around the asset transfer of South Park Pavilion. MTC would not support asset transfer of pavilion to Youth Fed for sole use as a Youth Zone, as they have plans for it to be utilised as a community asset with café / community room / public toilets and changing rooms. However, they are fully supportive of the need for open access youth provision in Macclesfield, as the incidences of anti-social behaviour by youths in and around town in increasing. MTC have granted £2000 towards this feasibility study.
- The Chair is in conversation with David Rutley MP, who has indicated that he is supportive of our project and will do anything he is able to help.
- Very few current links with other youth provision in Macclesfield but we are members of East Cheshire CVS and have recently appointed new Uniformed and non-uniformed support workers who can canvas opinion from other youth groups / third sector providers.
- Youth Fed currently have little interaction with the local business community, however the pledge have started to interact around linking businesses with education providers to offer careers advice and work experience opportunities. We have recently joined North Cheshire Chamber and we can use this forum and the Pledge links to canvas opinion from local businesses.
- Youth Fed can utilise connections from David Briggs, previous Lord Lieutenant of Cheshire and President of Youth Fed and Lady Redmond, new Lord Lieutenant of Cheshire and President of Youth Fed.







## The requirements of the project

**Commented [DM3]:** *It's important to define all of the requirements depending on your project's objectives. This helps give you a better idea of the resources you need and if you have enough.*

### Feasibility Study objectives

- Establish and confirm the need for a Youth Zone in Macclesfield by consulting with young people & the local community.
- Establish what facilities / support that young people require from a Youth Zone.
- Establish what youth support / activities are already available in Macclesfield and how we can work with these providers to strengthen existing provision / fill any gaps in provision.
- Consult with young people, local community, local authority to find the best location to site a Youth Zone.
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### Further Research Required

Youth Fed need to address the key issues raised by Tarnside following a capital campaign workshop in 2017

- Fundraising requires investment: of funds, time and energy. Youth Fed must ensure it invests appropriately, and with an awareness of the types of return it will achieve. A typical Return on Investment for a well-run capital appeal is c.1:10
- Youth Fed will need to develop a strong Vision for the new Centre that is succinct, powerful and makes clear the need of the young people who would benefit from the centre. It can't be about the building.
- We need the right language... is Youth Centre right?. it's not ping-pong on a Friday night, it's a total facility – mentoring, health, careers, sports. People never want to commit to Youth Services – they don't see the value... but yet mental health in young people is one of our biggest issues. If you ask schools and parents, this is what they need. They just don't see it's the same thing.
- If Youth Fed is to win support from the individuals that give their own money, or which control trusts or firms, it must secure their personal interest and involvement with a project: individuals in a position to give will be presented



with many other worthy causes.

"During the task only two individuals named Youth Fed as a beneficiary – yet many named local charities and youth charities. It is clear that Youth Fed must do more to convince its own board of the merits of this project: **if those closest to the project would not be inclined to support Youth Fed, they will have little hope of convincing others to do so.** Participants gave to charities close to their hearts, where they had some involvement already or where the cause had touched their lives."

- Youth Fed needs to be realistic about the population of people in the area with the capacity to give at a high level, and who have a personal interest in Macclesfield and youth work. Any planned gift structure would need to work within this population.

"Not all approaches result in a donation: on average, given good research and links, one gift will be obtained for every four prospects. YouthFed will need to ensure it develops a gift structure that reflects not only the level of gifts needed, but its potential pool of prospects – in other words, people with the capacity to give (or to influence a gift) with a real interest in young people, and in Macclesfield. As the Great Aunt Maude exercise demonstrated, people only give to causes with which they have a personal connection, and which are close to their heart."

### Essential Steps

- Consultation with Young People by way of a survey to establish whether they would use a youth centre, what activities they would like, required locations, days and times they would use it.
- Targeted focus groups with young people to explore answers from survey in more depth.
- Meetings with other youth organisations to gauge support for youth zone / ascertain what services they offer that we can refer to.
- In-depth research into suitable location and pros and cons of purchase / lease of alternative premises.
- Broader input required from businesses and other stakeholders to ascertain the level of support for a Youth Zone and whether there is the appetite to support long term revenue costs by way of annual donation / supporting fundraising events. Survey to be produced and shared via 'The Pledge', Macclesfield Town Council and other key stakeholders.
- Identifying key stakeholders and maintaining contact re our ongoing plans.
- Appointment of Corporate & Capital Fundraiser by Youth Fed to concentrate on this project and further resource applied to the project as required.



## The project approach

**Commented [DM4]:** Next, you must decide on the recommended course of action or solution to meet the requirements of the project. Think about different alternatives and choose the most viable option.

### Identify suitable piece of land / building for Youth Club

Options:

- The Fermain Playing Field independently of the school.
- The Fermain Playing Field in conjunction with the Fermain Academy.
- Commercial Building / Land in Macclesfield Town Centre – rent / buy.
- Asset transfer of land / building from local authority.

### Pros and Cons of Various Options

	Pros	Cons
Purchase Land / Commercial Premises	Asset on balance sheet. Can alter premises as we see fit (subject to any building regs / planning permissions needed). Can let part of the building with no issues and generate an income. Not tied into building for arbitrary period of time – it could be sold in the future if the project ceases or repurposed.	Need deposit of min 25% -30% to obtain commercial mortgage. Will pay interest and fees on a mortgage unless full property purchase cost can be raised ahead of purchase. Stamp duty payable. Looking at minimum £1m purchase price for suitable plot of land / building in Macclesfield. Responsible for any ongoing maintenance costs to building.
Rent Land / Commercial Premises	Any upfront cost (deposit & rent) more affordable than purchase costs. Landlord responsible for fabric of the building (unless it's a full repairing lease) so no unexpected repair bills. Youth provision could open up quicker than if we purchased land and had to build.	Would need minimum 25 year lease to be able to attract grant funding. A lease is a liability and not an asset. Landlords not always quick to effect any repairs – so parts of building could be unusable for some time if repairs required. Any alterations to premises will need land-lord consent. Unlikely to be able to sub-let the premises to other groups to generate an income. Factor in ground rent and service charges.
Utilise <u>Fermain</u> Site	Already own the Land – no initial outlay required Known to locals as the site of a previous youth club Could utilise some of the school facilities if we built relationship with them.	Not in ideal position location wise. Limited vehicular access to the site – would need to access via the school grounds. Rumoured to be Japanese knotweed problem!!
Asset transfer of land / building from local authority	No major initial outlay if land gifted or leased on peppercorn rent (would be legal fees)	No suitable land in centre of Macclesfield

### The Fermain Site

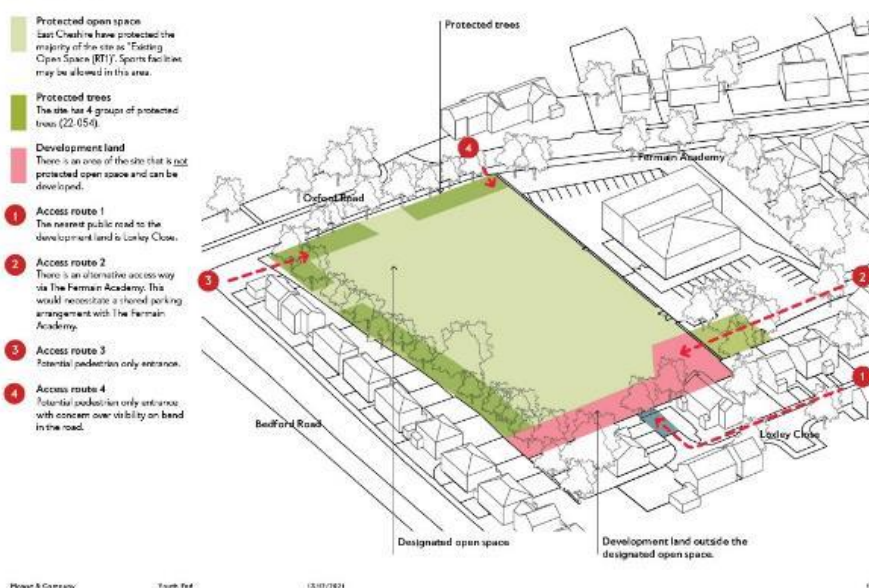
- Owned by The Fermain Club charity – land in books valued at £432810 – this is value of the retained land plus any residue value in the land leased to the Fermain Academy on 125 year lease.
- Vehicle Access to retained land is via a right of way across the Fermain Academy site.
- Pedestrian access to the retained land is from a busy main road.
- Majority of retained land is designated as a recreation land / open space within the East Cheshire Local Plan.



- The site has 4 groups of protected trees.
- Potential access to the site via Loxley Close is blocked by a small 'ransom strip' retained by the builder – it would cost too much to purchase and local residents would be unhappy about young people accessing via this route.
- Sale of the retained land would not realise the book value as the majority is designated as open space. Houses could not be built on the non-designated land without the purchase of the 'ransom strip'.
- Any potential Youth Zone building on the retained land would need to fit on the available development land and would therefore be too small to be viable on it's own.
- If we link with The Fermain Academy we can access the site via their land, utilise their car parking and potentially use the ground floor of the school building in return for allowing the school to use any building / pitches created by Youth Fed.
- The Fermain Academy ground floor has a large open area with tables suitable for craft, 3 x pool tables, 3 x dart boards, a kitchen area / classroom with multiple ovens etc and a music room.

## 2.1 Summary of Opportunities

To understand the opportunities we have studied planning policy & access



## Alternative Sites considered November 2021

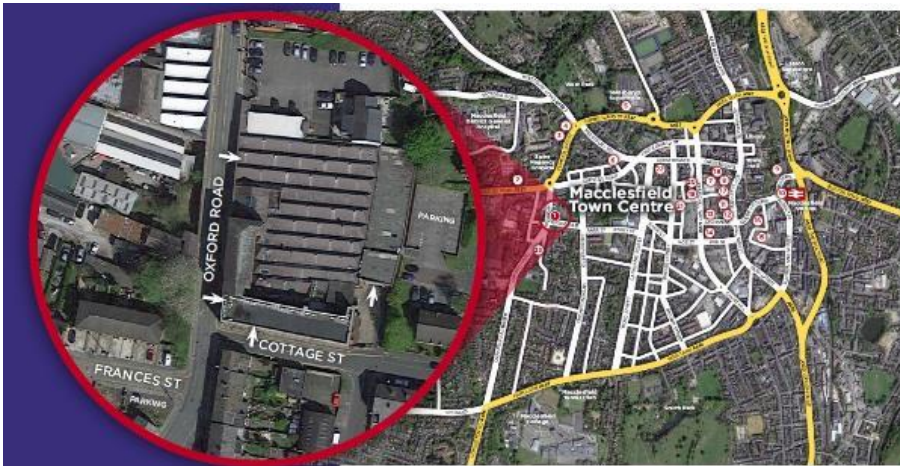


### **Oxford House, Oxford Road, Macclesfield, SK11 8HS**

Oxford House comprises a brick built former mill building with lower ground floor level industrial/workshop premises to the rear on a site of approx. 0.86 acres. The offices (formerly occupied by HFS Loans, Capital One and The Quint Group) are arranged over two wings providing flexibility to facilitate a multi-let solution or as a single Head Office function. There is also a large communal board room on the ground floor that can be used by the occupants of the building.

The industrial premises comprise approximately 24,900sq/ft (including approximately 2,994sq/ft of offices), all of which are occupied by Superbike Factory Limited, holding over a 5 year lease which expired in April 2021 for an annual rent of £65,000 (£2.61psf). We understand that the current tenant has expressed interest in a new lease.

Offers in excess of £2.25m.



### **Former Sutton Castings site 0.74 acres – for sale or rent**

The site is one of the most prominent in Macclesfield town centre. It is found on the corner of Roe Street and Churchill Way. The Churchill Way (A538) frontage is approximately 84 metres in length. Churchill Way is the principal vehicular route through the town centre. The site has been cleared and is currently used for car parking. It is identified on the attached plan.

**PLANNING:** The site falls within a mixed use area as defined in the Cheshire East Local Plan and a small element falls into a conservation area. Interested parties should consult directly with Cheshire East on possible acceptable uses for the site.



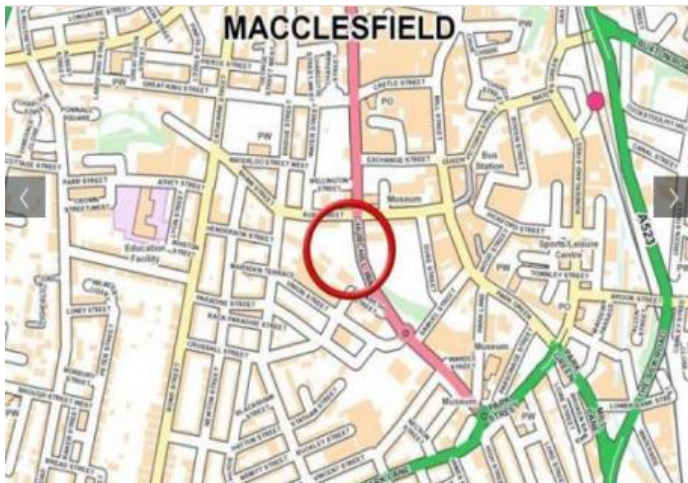
**TENURE:** Believed to be Freehold, although interested parties should make their own enquiries via their solicitors.

**PRICE:** Offers are invited in excess of £1,000,000.

**COSTS:** All figures quoted are exclusive of but may be liable to VAT.

**VIEWING:** Strictly by appointment, contact **Chris Stubbs** of **Greenham Commercial**. 01625 503186

**Currently under offer (subject to planning consent) – offer received Jan 2021, delayed due to planning dept decision according to agent.** Although I cannot find a planning application listed (last one was in 2016 for temporary car park for 5 years)



#### **34-32 Churchill Way Macclesfield SK11 6AY (LET), SK11 6AY**

This showroom is very prominently located in the centre of Macclesfield on Churchill Way at its junction with Roe Street. It is adjacent to the main town centre car park and is semi detached with Majestic Wine Warehouse. Nearby occupiers include Tesco Metro, B & Q, Topps Tiles, B & M, Marks and Spencer and Halfords.

The property has an open ground floor air-conditioned showroom and disabled WC. At first floor level there is storage space, staff area, kitchen and WC facilities.

Outside there are 4 designated car spaces.





NET AREAS: Ground Floor	2443 sq ft
First Floor	1476 sq ft

RENT: £29,000 pax

LEASE:

The property is available by way of an assignment of an existing sublease expiring on 3 July 2022 on normal commercial terms. Repairs are limited by way of a photographic schedule of condition.

COSTS:

All figures quoted are exclusive of but may be liable to VAT.

The incoming tenant to be responsible for all landlords' reasonable legal costs incurred in connection with the preparation of the lease.





### What do the Young People want?

A Questionnaire was sent out to local schools and youth groups and 35 young people have responded.

#### Activities requested

Meeting friends / new people	13
Cooking	13
Gaming	12
Music	11
Rock climbing / Abseiling	8
Sport	8
Football	6
Table tennis	6
Snooker/pool	6
Crafts / Art	5
Photography	4
Singing	3
Gym / Working Out	3
Walking	2
Bowling	2
Darts	2
Water sports such as Canoeing, Sailing, Windsurfing	2
Dance	2

The majority of young people would attend a youth club to meet with friends and other young people, with cooking, gaming and music being their preferred type of activity.

A wide variety of sports were mentioned with rock climbing and abseiling being the most popular, followed by football and various table sports such as table tennis, pool etc

This clearly shows the requirement for a large indoor space able to accommodate the various activities in different rooms, alongside a sports hall and outdoor sports pitches.





### Would you attend ?

	Yes	No	Maybe
Female 10-13	1	0	1
Female 14-19	3	9	3
Male 10-13	4	0	0
Male 14-19	5	6	2
Gender Neutral	0	1	0
<b>Total</b>	<b>13</b>	<b>16</b>	<b>6</b>

Only 2 Young People who responded currently attend a Youth Club. Focus group required to explore the reasons behind why young people would not attend a youth club, particularly young women aged 14-19.

Many of the respondents indicated that they would not attend but then went on to answer the other questions about days, times, activities etc. So is the real answer that they feel they don't have the time to attend due to other activities?

### Days and Times suggested

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Female 10-13	1	1	1	1	1	2	2
Female 14-19	5	4	4	4	2	2	3
Male 10-13	1	1	1		2	2	1
Male 14-19	4	3	3	3	6	5	1
Gender Neutral	1	1	1	1	1	1	1
<b>Total</b>	<b>12</b>	<b>10</b>	<b>10</b>	<b>9</b>	<b>12</b>	<b>12</b>	<b>8</b>

	Weekday 6pm	Weekday 7pm	Weekday 8pm	Weekend AM	Weekend PM	Weekend Evening
Female 10-13	1				1	1
Female 14-19	4	4	1	3	3	
Male 10-13		3			1	2
Male 14-19	3		3		3	1
Gender Neutral						
<b>Total</b>	<b>8</b>	<b>7</b>	<b>4</b>	<b>3</b>	<b>8</b>	<b>4</b>



### Cost

Nothing	3
£1	5
£1.50	1
£2	5
£3	5
£3.50	1
£4	2
£5	6
£6	1
£10	1
Not Sure	1

The majority of young people would be prepared to pay between £1 and £3 per session, which is similar to the charges at On-Side Youth Zones.

### Distance to Travel

5 minute walk	1
20 Minutes Walking	7
30/35 minutes walking	2
1 Mile	6
2 miles	8
Over 2 miles	2
15 minute Drive	2
30 Minute Drive	1

The majority of young people are prepared to travel between 1 and 2 miles which equates to between 20-35 minutes walking.

### Location

Somewhere Cool	1
Area with indoor and outdoor space	4
Easy access by Bus	2
Near Town Centre	7
Church	1
Near Silk Museum	1
Tytherington School	2

The majority of young people want somewhere close to the town centre.

### Focus Groups with Young People



Trying to arrange with local schools and youth groups via The Pledge and Uniformed Youth Group Coordinator

## Costs of Project

### Capital Costs

The capital cost will around £1.5 - £2m if we build on the Fermain Land

If we are looking to purchase land then this is likely to be around £1m minimum for land purchase plus around £2m to build a suitable building plus fit out costs.

If we purchase and renovate an existing building then we are looking around the £2.25m mark for a suitable building plus refurb costs.

If we rent then we are looking at minimum £30,000 per annum and we would really need a 25 year lease to satisfy funder criteria for grants – so around £750,000 plus refurb costs (although this would be spread over time).

### How will we fund Capital Costs?

Ideally we would apply for a grant under the Youth Investment Fund that is due to be launched in 2022 – however funding will only be available in certain 'left-behind' areas as designed by DCMS. Currently we are not certain that Macclesfield will be designated as not included in areas eligible for the first tranche of funding.

A variety of other potential funders have been identified and we would also look to local businesses / high net worth individuals to donate and become a patron of the Youth Zone – this is the model used by On-Side.

### Potential Grant options for Capital Costs

- **Bernard Sunley** <https://bernardsunley.org/>
- **Peter Kershaw Trust** <http://www.peterkershawtrust.org/>.
- **The Denise Coates Foundation (previously BET365)**
- **Gosling Foundation – Grants above £5000 for capital or projects for Youth** <https://www.thegoslingfoundation.com/>
- **Vinci UK Foundation** – Project cost max £100,000. Capital only. Needs to be near a Vinci site and must have Vinci employee as a sponsor on application form <https://vinci-uk-foundation.co.uk/your-project/criteria/>
- **Hargreaves Foundation** <https://www.thehargreavesfoundation.org/>
- **Hodge Foundation** <https://www.hodgefoundation.org.uk/>



- Sport England <https://www.sportengland.org/how-we-can-help/our-funds>

### Revenue Costs

The cost of running a Youth Zone has been estimated at between £150,000 and £250,000 per annum *see appendix attached*

To run an effective Youth Zone and ensure that young people have trusted adults in place and the support that they require, it is necessary to employ staff – an effective service cannot be provided by volunteers alone. There is also a need for an annual budget to provide 121 / group mentoring as required, consumables, equipment replacement, one off events etc.

The intention would be to raise these funds by way of grants, one off donations, fundraising events and annual donations from patrons.

*Research required to ensure that we have initial support*

### Support from Local Community

We currently have support from Macclesfield Town Council, The current Mayor of East Cheshire, The Fermain Academy and a couple of local business people.

*Need to produce business questionnaire and distribute*

### Evaluation

#### Is a Youth Zone needed in Macclesfield?

From our initial research 55% of young people would definitely or maybe attend a Youth Zone. However we have to look at the limitations of the research. Surveys were answered by young people attending school and / uniformed youth groups. We did not have access to those young people that have maybe dropped out of education or wouldn't attend a uniformed group.

**Commented [DM5]:** *Here, you assess the cost-effectiveness of the approach you've chosen along with an estimate of the project's total cost. You may also estimate the costs of the alternative options for the purpose of comparison.*



Research with Macclesfield Town Council, Police and local residents suggests that there is an increase in anti-social behaviour by teenagers, especially in local parks and that there needs to be somewhere for them to go to direct their energies towards positive activities.

Add in further commentary about the other facilities that are available to young people

### Location preferences

Young People want a facility with both indoor and outdoor areas, somewhere to play a variety of sports, to be able to cook, game, listen to music and chill with friends.

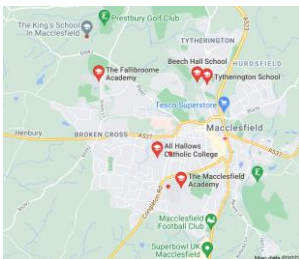
They are looking for a venue close to the town centre and within 1-2 miles of where they live. They are happy to walk (20-30 mins) or use public transport to access the facility.

### Proposed Choice of Venue

Youth Fed have spoken to The Fermain Academy who have indicated that they are happy to work with us to create a Youth Zone at the Fermain Site. This would entail YF building a sports hall and sports pitches on the retained land and allowing the Academy to use these facilities during the school day.

In return the Academy will allow their building to be used as a Youth Zone in the evenings, weekends and school holidays alongside the sports hall and sports pitches. They have a large open area in the school that is already set up like a Youth Zone with pool tables, table tennis table, dart boards, tables for craft, a music room and a cooking area.

The Fermain site is within 2 miles of all the high schools in Macclesfield, is close to a bus route and is 20 minutes walk from the Railway station.





This Venue makes sense from a cost point of view as we already own the land, whereas an alternative city centre site would cost around £1m minimum for a piece of land and close to £2m for a sizeable building that could be adapted.

If we were to purchase alternative land we would still need to maintain the Fermain site or potentially sell the land at a price way below our book value. There would be limited potential purchasers in view of the fact that the land is designated as open space / recreational land within the local plan and the small piece of undesignated land is inaccessible. So purchasers would likely be limited to the owner of the 'ransom strip' in Loxley Close or The Fermain Academy. We have been offered £80,000 for the land in the past which is insufficient to purchase a suitable alternative site. As a charity we are obliged to use the assets of the charity in the best possible way to meet the charity objectives – so developing the site in conjunction with the Fermain Academy would meet this obligation.

We have dismissed the option of renting, as we would need to enter into a minimum 25 year lease to satisfy any trust and foundation grant conditions and ultimately the building would revert back to the landlord. It makes more sense to spend the money on a long lasting asset.

A pre-planning application has been submitted to East Cheshire Council to confirm that the land could be used as we require.

### **Reaction from the Local Community**

If the pre-planning application is positive we will undertake consultation events with the local community

Positive support from Macclesfield Town Council, Mayor of East Cheshire, The Fermain Academy, David Rutland MP

Add in any responses from local businesses and other youth provision

### **Can we raise the funds to Build ?**

Add in commentary around this



**Will we be able to sustain the centre year on year ?**

Add in responses from business survey / grant funders etc

- **Review**

*After bringing together all of these elements into your feasibility study, it's time to conduct a formal review. Use this review to check how accurate your feasibility study is. This, in turn, helps you make a final decision about the project.*



## Appendix 1

### Analysis of Existing Youth Provision in Macclesfield – January 2022

<b>Just Drop In</b> 15 Brook Street Macclesfield SK117AA	Just Drop-In is a free, friendly, walk-in support service for 12 – 25 year olds, no referral or appointment necessary. You're always welcome to Just Drop-In <a href="#">The Drop-In</a> is open six days a week where volunteers offer young people a friendly and supportive environment. Volunteers provide information or practical advice for those with specific problems such as employment, money or accommodation. Also offer Counselling and Mentoring Services for age 12-24 <a href="https://www.justdropin.co.uk/">https://www.justdropin.co.uk/</a>
<b>Cr8 Macclesfield</b> 3 sites on The Moss Estate	Services for YP and their families from Moss Rose estate. <a href="http://www.cre8macclesfield.org/">http://www.cre8macclesfield.org/</a> Cre8 runs a wide range of activities and services for young people (usually aged between 8 right up to 25) and their families, from the Moss Rose Estate in Macclesfield. We currently run two youth clubs nights... Tuesdays for young people at secondary school aged between 11 and 16. Wednesdays nights at for young people at Primary school from age 8 to 10. Cre8 is based across 3 sites – all on the Moss Estate; The House (11 Belgrave Rd) , The Cre8 Community Building (Mayfield Terrace) and St Barnabas Church (Lyme Ave)
<b>Church of the Resurrection</b> Macclesfield SK10 3HT	Sometimes we just fancy a change of scene, and a place to chill. Or sometimes too somewhere we can talk about some of the stuff that goes through our heads, without feeling judged or criticised. This drop in is just such a place – space, friendly people, and (of course) snacks. Everyone from 6 to 16 is welcome. <b>The Wednesday Night Youth Project</b> is the place to spend time with friends, to get involved in activities, to have fun, to grow and develop new skills – and to contribute to your local community. Wednesday during term 11 to Year 8 from 6.15-7.30pm Years 9 to 13 from 7.15-8.30pm Every Second Sunday – <b>Drop In For Youth and Children</b> Space, friendly people and snacks. Ages 6-16 <b>Footie and Faith</b> – Every Third Sunday Footie and faith involves sports coaching and life skills training – all based on Christian values. Ages 6 -16. <b>Glitter God</b> – Every Fourth Sunday. Discover that worshipping God can involve food, crafts, fun...and of course glitter! This is a relaxed, informal service that opens





	up some of the wonderful and surprising stories in the Bible, while we enjoy crafts and games, songs and prayer, and afternoon tea as well.
<b>The Buzz Youth Group</b>  Run by Disability Positive  Funded by Cheshire East Council	<p>We are a fully accessible youth group for disabled young people aged 12-18 years in Cheshire East. We're open after school during term time and daytime during school holidays (apart from the Christmas holidays) in Macclesfield and Crewe.</p> <p>You can come to Buzz group without your parents or carers and our fully qualified staff team will look after all your needs with dignity and respect. We can give medication, personal care and 1-1 behaviour support.</p> <p>You will also have the opportunity to become a member of our steering group and help us plan and develop the group.</p> <p>We do loads of great activities, including cookery, sports, creative art, drama, bushcraft, theatre visits and annual residential stays.</p> <p><a href="https://disabilitypositive.org/service/community-engagement/">https://disabilitypositive.org/service/community-engagement/</a></p> <p><b>Currently a long waiting list</b></p>
<b>Space 4Autism</b>  The Space Centre, 15-17 Mill Lane, Macclesfield, Cheshire, SK11 7NN  T: 01625 617884	<p>We are a Voluntary Run Charity and we support the Whole Family by holding monthly parent support meetings/workshops and events, clubs for all ages and a whole lot more.</p> <p>Space Hoppers – for pre-school children and their parents</p> <p>Space for Kids – ages 4-8yrs</p> <p>Fun Friday – ages 8-11yrs</p> <p>Saturday Club – ages 11-14yrs</p> <p>Space for you -ages 13-18yrs</p> <p>Galaxy Group – for adults 18+yrs</p>
<b>Circuit Youth</b>  Macclesfield Methodist Church  Westminster Road Macclesfield SK10 1BX	<p>A chance to meet other young people, join in social events, chat about topical issues, explore matters of faith and to have fun. Hosted by our circuit youth leaders, this is a great way of meeting other young people in and around the Methodist Church.</p> <p>If you are aged 8+, live in or around the Macclesfield area, and are interested in meeting up with other young people get in touch.</p> <p><a href="http://www.methodistchurchmacclesfield.org.uk/children-and-families/circuit-youth">http://www.methodistchurchmacclesfield.org.uk/children-and-families/circuit-youth</a></p>



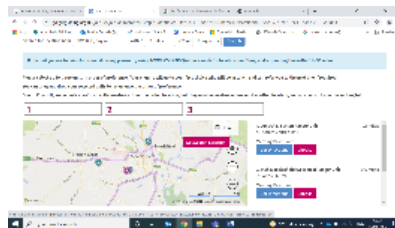
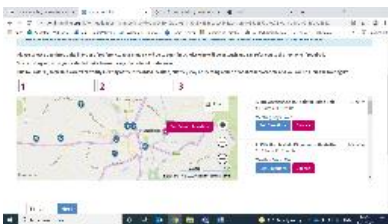
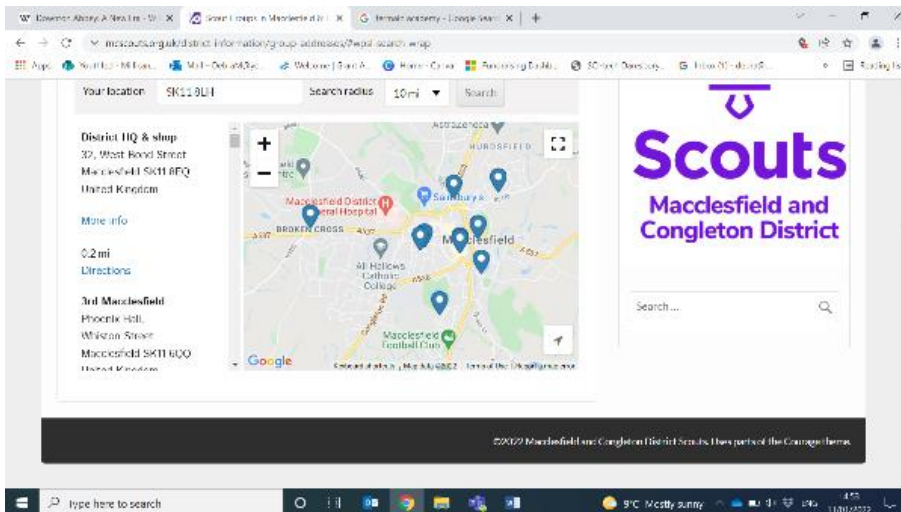
<b>Youth Support Service</b>  Macclesfield Hub  33 Great King Street Macclesfield SK11 6PN	<p>Cheshire East Youth Support Service has two roles in the Local Authority. Our Targeted Youth Support Team offers information, advice and guidance to all Cheshire East Young People, who are:</p> <ol style="list-style-type: none"> <li>1. Not in Education, Employment or Training (NEET)</li> <li>2. Those Young People with no September Guarantee (No offer of Education or Employment after year 11)</li> <li>3. Cheshire East Statemented Young People</li> </ol> <p>And our Youth Work Team work with young people aged 11 to 19 (24 if they have a disability), in the local community, across Cheshire East in a variety of different settings.</p> <p>Macclesfield Hub is the Youth Support Services base in the North of the County and is the base of the Macclesfield Cluster's Targeted Youth Support team and Youth Work team.</p> <p>The Macclesfield Clusters centre is open all week, but on some days this is for appointments only, so please check the opening times or call the centre on 01625 412 420.</p> <p><a href="#">Youth Support Service Macclesfield - Home   Facebook</a></p>
<b>Utopia</b>  Macclesfield Hub, 33 Great King Street  Macclesfield SK11 6PN	<p>Utopia is a youth group for young LGBT people aged 13-19 years. Utopia offers a safe, non-judgemental and caring environment that offers youth activities such as art and crafts, indoor games and dance. The club is a closed club so contact will need to be arranged in advance.</p> <p><u>Services they offer</u></p> <ul style="list-style-type: none"> <li>• education on LGBTQ rights, legalities and transitioning of gender, sign posting for specialist support, i.e. counselling service or Proud Trust.</li> <li>• Training young people to feel confident in delivering own workshops on LGBTQ+ matters/topics.</li> </ul>
<b>Jigsaw</b> for young people with additional needs  Macclesfield Hub	<p>The SEND Youth Forum is a group that any child or young person with additional needs can attend from the age of 13.</p> <p>Children and young people have the opportunity to have their say and make positive changes about services that affect their lives.</p> <p>They are also able to make new friends, take part in fun activities including life skills and work closely with professionals.</p>
<b>Youth Vibe</b>  run by DSN  Deafness Support Network  27 Bridge Street, Macclesfield,	<p>Youth Vibe which is a branch of Deafness Support Network, is a youth led service set up by D/deaf and hearing young people with the support of Youth Workers.</p> <p>Youth Vibe has grown over the years into an amazing, fully inclusive activity group for young people across the area. With approximately 100 members, weekly activities have encouraged and supported young people to become Young Leaders, and Duke of Edinburgh Award holders, and DSN is proud to be a Directly Licenced Centre of the Duke of Edinburgh's Awards.</p> <p>Friendships have been formed and challenges faced and overcome, and there has been a lot of fun along the way!</p> <p><a href="https://dsnonline.co.uk/services/youth-services/#youth-vibe">https://dsnonline.co.uk/services/youth-services/#youth-vibe</a></p>



Cheshire, SK11 6EG	
<b>Friends for Leisure Youth Group</b> Macclesfield Various Venues	<p>Friends for Leisure arranges activities from one-to-one friendships through to group activities, such as drama and sports sessions, for disabled children &amp; young people aged 5-21 who live in Cheshire East. We also help our children and young people access activities of their choice, with or without a volunteer friend.</p> <p><b>What:</b> Macclesfield Youth Group  <b>Where:</b> St John's Church, Wilwick Lane, Macclesfield SK11 8RS  <b>When:</b> Every other Wednesday from 6:30pm to 8pm  <b>Age-group:</b> 11 to 21 years old  <b>What happens?:</b> Regular Youth Group for you to take part in fun activities, buy a snack from the tuck shop and chill n' chat with your new friends. Sometimes we arrange to go out together. <b>Cost:</b> £4 per session.</p> <p><b>What:</b> Macclesfield ten-pin bowling  <b>Where:</b> Macclesfield Superbowl, Lyme Green, Macclesfield SK11 0TB  <b>When:</b> Alternate Saturday mornings from 10:45am to 12 noon  <b>Age-group:</b> 5 to 21 years old  <b>What happens?:</b> A small group of young people and volunteers meets for one or two games of ten-pin bowling. <b>Cost:</b> £4.50 per session</p> <p><b>What:</b> Macclesfield Drama Group  <b>Where:</b> The Fallibroome Academy, Priory Lane, Macclesfield SK10 4AF  <b>When:</b> Every Monday night of term time from 6:30pm – 8pm.  <b>Age-group:</b> Suggested age 10 to 21 years old  <b>What happens?:</b> Drama Group with Jude Theatre Company. We would love new members to come along. <b>Cost:</b> £4 per session.</p>
	<b>Uniformed Youth Groups</b>
<b>Scouting</b>	12 Scout Units within 2 miles of Fermain Site
<b>Girlguiding</b>	10 Guide Units & 3 Ranger Units within 2 miles
<b>Air Cadets</b>	201 Macclesfield Air Cadets  236 (Bollington) Squadron Air Cadets
<b>Sea Cadets</b>	Macclesfield & Bollington Sea Cadets
<b>Army Cadets</b>	Macclesfield Army Cadets
<b>Fire Cadets</b>	Macclesfield Fire Station Cadets
<b>St John's</b>	Macclesfield St John's Ambulance Cadets
	<b>Significant Sporting Activities</b>
<b>Macclesfield FC / The</b>	Free football coaching on Tuesdays for all 5-12 year olds no matter what their ability.



<b>Savage Foudation</b>	
<b>Macclesfield Town Council</b>	Supervised activities with qualified sports coaches. Macclesfield Street Sports – you choose the game – its not all football (but it is a bit!)
Free Activities	7-16 year olds Tuesdays 5.30-7.30pm – Jasmine Park MUGA, Broken Cross Wednesdays 5.30-7.30pm – Banbury Close Playing Fields Thursdays 6-8pm – South Park Multi-Sports Area T: 01625 374142





## Appendix 2

### Press reports relating to Youth Fed / Onside Youth Zone in Macclesfield

*A spokesperson for Cheshire East Council said: "We can confirm the council has been approached in relation to a Youth Zone in Macclesfield. The offer made included capital set up costs and a contribution to running costs.*

*Having researched a number of Youth Zones across the country, the evidence has shown they require a large staffing ratio and budget which is far too expensive. This means the business case is not sustainable or financially viable for the council.*

*While the Youth Zones have been seen to work in urban areas, where there are sufficient numbers of young people living close enough to the Youth Zone to access the services – this is not the case in Macclesfield.*

*Membership fees and subscriptions are kept low to promote access which means the centres can struggle to generate enough income if numbers are too low.*

*Cheshire East Council is committed to improving the leisure and health facilities for its residents and has invested heavily with Macclesfield youth support services as well as £4m on the sports centre." **2018 news report***

*COUNCILLORS have agreed to find a charity partner that can help deliver an ambitious £8.4 million youth zone for Crewe. The scheme could be a major boost for the town after existing hangouts for young people have vanished. As yet no location has been earmarked for the project, which would see the council spend £2.1m covering part of a large capital cost. The authority needs to find a charitable partner that can make a successful bid to the Department of Culture, Media and Sport to cover the rest of the outlay.*

*The Cabinet voted to proceed with the project and find a partner charity to part fund and run the Zone, although there was some concerns expressed about the current lack of detail.*

*Cllr Michael Beanland said the scheme appeared "just too vague", needed "more clarification" and added the £2.1m spend should benefit young people across the borough.*

*Cheshire East's Conservative leader Cllr Janet Clowes recalled how a similar youth project in Warrington has taken five years to near completion.*

*"In the post-Covid economy the sustainability of long-term charitable status projects are very difficult and we need to do due diligence. The current position for charities is very precarious," she warned.*

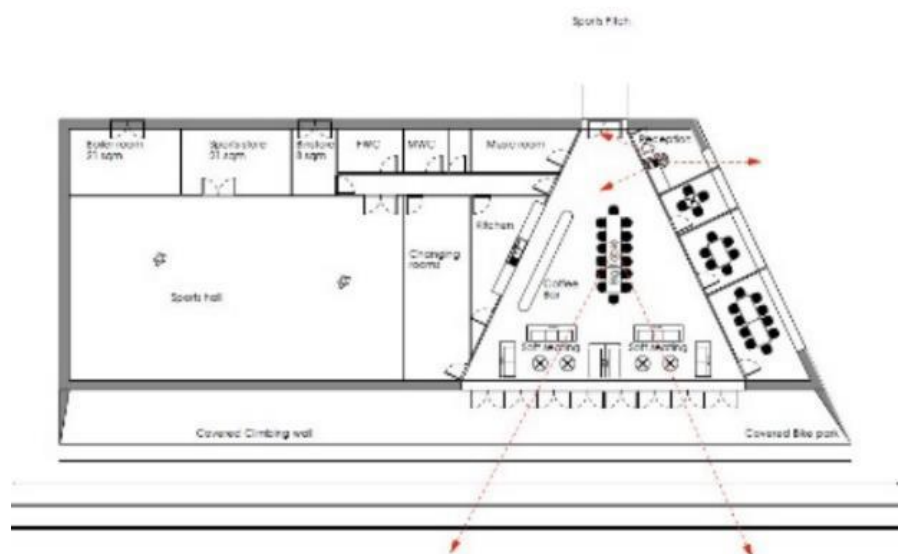
*And Poynton East and Pott Shrigley councillor Jos Saunders said: "This will benefit the children and young people of Crewe, but not children and young people in Macclesfield. Rather than spend money on another site near to existing facilities like the Crewe Lifestyle centre we should develop this offer to all our young people."*

*But Crewe North councillor Jill Rhodes reminded the Cabinet: "The highest deprivation in the borough is in Crewe and we don't have a youth facility here of any description after it (the Hub) was flooded out and not replaced." **2020 news report.***



### Appendix 3

**South Park Design** incorporating a multi-purpose sports hall (17.95m /60 feet by 9.80m / 32 feet), central social hub, store rooms, changing room and toilets, a café bar and meeting rooms.



### Fermain Design

#### Approximate order of magnitude of costs

4G pitch inc fence	£450,000
Football club (at £2800 per sqm)	£532,000
Youth club (at £2800 per sqm)	£672,000
Project management for 1 year	£60,000
<b>Total</b>	<b>£1,714,000</b>

FA contribution (70%)	£618,800
YT contribution (30%)	£1,095,200

#### Approximate room areas

1. 2no. changing rooms	81sqm
2. Referee changing room	8sqm
3. Kitchen	21sqm
4. Internal youth area	105sqm
5. Office / reception	21sqm
6. Physio room	8sqm
7. WCs	14sqm
8. Fitness, music, art rooms	128sqm
9. Plant	6sqm
10. Locker	15sqm
11. Storage	17sqm
12. Bin store	6sqm
<b>Total GIA</b>	<b>430sqm</b>

