

# WHITBY

## BLUEPRINT

2021





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**Acknowledgments:**

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Front Cover: Photograph by courtesy of Whitby Tourism & Culture Services  
Inside Cover: Photograph by Dave Hostad, courtesy of Pixabay

# 01 Our Vision: Whitby 2035

“Whitby’s beating heart is its harbour, a shelter from the sea and a romantic and colourful place where the sea attracts a bustle of activity at its edge.”

“Our connection with the coast and sea is a vital part of our identity and we celebrate it with a broad range of walks and trails. Whitby Town is accessible to all and a joy to explore, with the historic town centre, harbour, waterfront, promenade and beaches eminently walkable.

Pride of place is the new Whitby Maritime Academy, strengthening the town’s connection with the sea, inspiring a new generation of seafarers and continuing Whitby’s long and distinguished maritime history.

Nearby, the Old Town Hall is the launchpad for exploring our surprising, compact, town complete with its lovely network of old lanes, housing independent shops and a lively market place.

Crossing over the iconic swing bridge, along the western banks of the Esk we find new public realm and opportunity for business and attractions to thrive on our historic harbour.



Above: Photograph courtesy of Whitby Tourism & Culture Services  
Above Right: Photograph courtesy of Pixabay  
Middle Right: Photograph courtesy of @thewhitbyguide  
Bottom Right: Photograph courtesy of Andy Carne, Unsplash



Carry on to discover the western side of our town, past new attractive public spaces and a walk which will be rewarded with the rejuvenated Pannett Art Gallery and Cultural Centre, Whitby Museum and arts trail; all in a beautiful parkland setting.

On the town’s south eastern edge, a new exemplar eco-village at Broomfields is a beacon for the future of homes and how we live. Low energy, climate friendly, custom built homes that facilitate home working point to a greener and people focused future; supported by the Eastside Wellbeing Centre and set alongside the public spaces bordering Calla Beck.

Whitby offers a sustainable and enviable blend of history, culture and tradition. Through regeneration and investment we will bring new opportunity for our residents and businesses to thrive, and growing our visitors who are inspired by What Whitby has to offer”.

“And it’s all beautifully connected – Ultrafast 1Gb+ broadband and upgraded town wide Wi-Fi means you can link with and explore the world from Whitby. The town has reaped the benefits of a ‘live here, work anywhere’ business culture.”



# 02 Transformational Objectives

*Whitby is a picturesque and much-loved coastal town with a national park on its doorstep. As a national and international visitor location the Town builds upon inherent assets such as Whitby Abbey and the areas maritime history. With its rich heritage and vibrant community, Whitby boasts great potential for sustainable growth and diversification, particularly given the scale of investment planned along the Yorkshire coast.*

The Whitby Blueprint sets out a clear vision for the future, identifying opportunities and initiatives for development and infrastructure to support the Town's attractiveness to businesses, residents and visitors alike over the next 15 years. This equates to the delivery of over £37.8M of projects and investment brought forward in the short term, set within a broader context of several hundred million pounds in medium to long term opportunities.

The preparation of the Blueprint has been driven by extensive stakeholder and community engagement, with an ongoing commitment for future collaboration as schemes move forward to delivery.

Eight transformational objectives set out opposite, underpin our collective vision for Whitby and will be used to measure the success of our strategy and all our projects. Through delivery of these objectives we can:

- Achieve sustainable growth and diversification of Whitby's economy;
- Improve access to and use of the Town Centre and surrounding natural assets;
- Grow our cultural offer and public and community events programme;
- Increase and change in the profile of Whitby's population and raising aspirations;
- Increase the proportion of residents in year-round and well-paid employment;
- Improve health and well-being for Whitby residents; and
- Reduce deprivation and increase prosperity among Whitby residents.

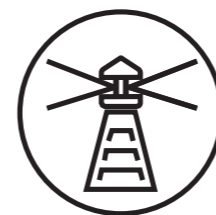


Photograph courtesy of Whitby Tourism & Culture Services



## A harbour renaissance embodying traditional & 21st Century maritime culture

The various uses of the harbour will be reinvigorated and strengthened, so that each embody a different character and function. A new Maritime Skills Academy will be a key focal point of this regeneration both in terms of economic activity and in terms of changing the perception of the Town. This 21st century facility will draw learners and businesses from beyond Whitby and the Borough of Scarborough.



## Building 'Beacons of Excellence' across the town in skills, arts & wellbeing

Spaces of excellence will be created that confirm Whitby as a town of regional and national importance. The 'Whitby Beacons' will represent a set of high impact interventions which will provide the facilities and infrastructure to ensure that Whitby is a vibrant home for the arts, creative practitioners and academic institutions. By diversifying employment choices and providing new community facilities, the Beacons will help generate inward investment and help us to retain our local talent.



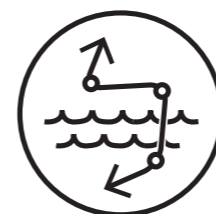
## Hosting world class businesses & cutting-edge learning activities

We will provide unique locations for businesses and employees who want to base themselves in our town helping to increase employment opportunities. Creating spaces which can help develop existing enterprises into world-class businesses and serve to attract others. We will also support the provision of cutting-edge learning activities that improve the skills base and diversifies the economy, helping to retain and develop new and existing businesses and a pull for others by increasing the number of higher skilled individuals.



## Creating a walkable town to better connect all that is on offer

Better utilising the limited space available in the historic layout of the Town and offering a more comfortable space for pedestrians and better managing access by motor vehicle. The Whitby Bridge is a vital connection and traffic management will play an important part in reducing pedestrian-vehicle conflict. Accompanying physical and digital wayfinding interventions will improve legibility, promote key destinations and offer new platforms for visitor communication.



## Enhancing our links to the Coast

Our coast is special in so many ways, it has been the heart of commerce in the Town and a home for seafarers for centuries. We also are extremely lucky to have such natural beauty on our doorstep, and today we are especially aware of the impact nature has on the health of the planet and our own mental health. Our objective is to ensure that there is sustainable and well managed access to our coastline.



## Better balance activity across the town

West of the River Esk, Whitby has much to offer - The Pannett Gallery, our wonderful fishing harbour and walks along West Cliff onto the beach are fantastic attractions, but aren't as well known or frequented as the Old Town. There are significant opportunities to raise its prominence around the economic and cultural attractions, including upgrading and raising the profile of the Pannett Art Gallery and implementing traffic management at Whitby Swing Bridge to enhance visitor connectivity.



## Living lighter in our environment

We will encourage low-impact ways of living and welcome all sustainable opportunities through Carbon Neutral Initiatives. Delivery of the Broomfields Carbon Neutral Village will create much needed housing and signal our ambitions for a low-carbon future that will be a benchmark for future development. In response to local traffic and congestion issues, we will also encourage people to move around in sustainable ways; through investment in our public transport system, enhancement of our walking and cycling network and encouraging the use of modern transport modes such as electric vehicles and infrastructure.



## Having well established & convenient links to the rest of the world

We will embed Whitby into its regional, national and global context through improved digital and physical connectivity initiatives. Supporting the introduction of ultrafast broadband and providing an enhanced Wi-Fi zone across the Town Centre will facilitate new working practices and support various communications which will benefit Whitby's people and profile. Public transport links will help with local and regional connectivity, whilst enhanced strategic cycling and walking routes will encourage linked trips.

# 03 Strategic Moves & Opportunity Projects

The 'Strategic Moves' are the key areas of change we can focus on which together will help us to achieve the Vision and Transformational Objectives that we have set for Whitby. Under each of these strategic moves sit a number of opportunity projects which will transform our Town Centre.

## Initiating a Harbour Renaissance

- 1 Pier Road Waterfront Public Realm Improvements
- 2 Whitby Fishing Quay & Fish Market
- 3 Brewery Wharfside & Upper Harbour Public Realm Improvements
- 4 Church Street Public Realm Improvements
- 5 Old Town Hall & Market Square

## Enhancing Activity to the West

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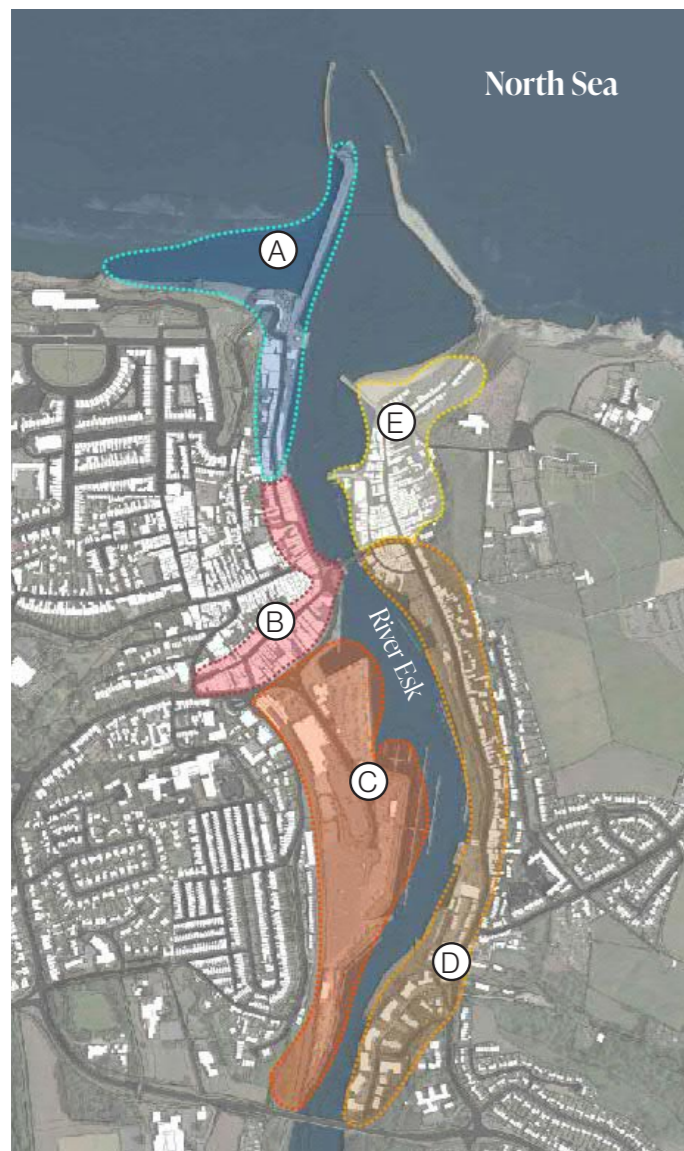


### 3.1 Initiating a Harbour Renaissance



Transformational Objectives met

We will celebrate the heritage of Whitby's enduring maritime culture by initiating a harbour renaissance. By creating five well-defined Harbour Zones east and west of the Esk we will ensure that each has a distinct identity, enhancing the vibrant waterfront character, protecting traditional harbour function and providing opportunities to introduce modern and diverse complementary activities.



As shown in the diagram below, the five harbour zones are:

- **Zone A:** Pier Road waterfront including access to Whitby Beach;
- **Zone B:** Brewery Wharfside;
- **Zone C:** Upper Harbour;
- **Zone D:** Church Street waterfront; and
- **Zone E:** The Old Town waterfront.

#### 1. Pier Road Waterfront Public Realm Improvements (Zone A)

Pier Road waterfront is one of the most significant and interesting parts of the harbour, with views from here amongst the most attractive in the Town. There are opportunities to improve the look and feel of the area and better accommodate visitors within the space, creating a high quality destination which celebrates Whitby's maritime history 365 days a year.

By improving and upgrading the design and materials from the Quayside to the curtilage of the buildings along Pier Road, we will create a recognisable character for this part of the harbour. There are also opportunities to provide new and upgraded kiosks and stalls adding vibrancy and enhancing the current offer.

To fully realise the opportunities to open up the waterside and better link businesses along Pier Road, the space between buildings and the harbour wall will be considered for reconfiguration assessing the current arrangement of uses including the highway, the space for pedestrians, the buildings and parking.

#### 2. Whitby Fishing Quay & Fish Market (Zone A)

There are busy moorings along both sides of the harbour, however, the Fish Quay and Fish Market are the commercial focus of the local fleet. The Fish Quay caters to the needs of a working harbour (e.g modern facilities, segregation and safe working areas), though this also means that the layout of the quay is harbour facing cutting off visual and physical connections to the waterside from Pier Road.

Working with local businesses we would seek to build on the Whitby Seafood Brand, with opportunities to create a public facing platform for our local produce, visitor activities, education and learning, and commercial propositions for businesses linked to the fishing industry. We will also seek to open up views of the working harbour to provide a more vibrant setting for the market. It is expected that enhancements to the Fishing Quay and Market will create active frontage to Pier Road from the market buildings and open views to the waterfront to create a customer facing environment and tourist attraction.

#### 3. Brewery Wharfside & Upper Harbour Public Realm Improvements (Zones C & D)

Brewery Wharfside is the location for many of the traditional harbourside bars and restaurants, whilst Upper Harbour is the arrival point for many into the Town, as the bus and rail stations along with park and ride drop off and some of our larger Town Centre car parks are located around this working harbourside.

This project will enhance public spaces and provide better opportunities to interact with the waterside, whilst also creating a high quality arrival point into the Town. It is envisaged that key elements will include:

- The creation of a memorable gateway space, including the existing small space in front of St Hilda's Church;
- Upgrading the look and feel of Victoria Square and Station Square, to create an attractive approach into Whitby. This will include upgrading materials, consideration of traffic flows and stopping off as part of flexible road closures measures when the bridge is closed to traffic. And may include the formalisation of short stay parking for drop off;
- Improvements for New Quay Road and St Anne's Staith, including traffic management and reconfiguration of the roundabout;
- Enhanced facilities and experience for visiting craft and mariners;
- Enhanced setting for Endeavour Wharf and publicly accessible elements of the Harbourside; and
- Circa 24,700sqm of public realm improvements including surfacing, furniture and traffic management elements across the area.



#### 4. Church Street Public Realm Improvements (Zone D)

Church Street from Bridge Street to Spital Bridge is one the main approaches by car to the Town Centre. There is an opportunity to upgrade this through the incorporation of highways and public realm improvements, including:

- Creating a waterside promenade, enhancing the surface materials, upgrading the furniture and lights and providing resting points along the route to sit and watch the coming and going in the Harbour;
- Integrated parking bays within the design of the promenade to reduce the visual impact of existing parking along the street and break up long lines of parking through the introduction of elements such as resting points, trees or features such as lighting or sculpture; and
- Highways improvements in line with traffic management controls implemented as part of works to the Swing Bridge.

#### 5. Old Town Hall & Market Square (Zone E)

Renovation of the Grade II\* listed Town Hall will ensure the structural integrity of this unique building and further raise its profile within Whitby. We will also explore the potential to develop sustainable new uses which support commercial and tourism activity, whilst respecting its history and heritage. Together with further investment in market infrastructure, we will create a vibrant and bustling market place and reaffirm the location as a focal point for onward exploration of the town.



Source: Chris Burrows

## 3.2 Enhancing Activity to the West



Transformational Objectives met

Whitby is a traditional harbour town with narrow streets established long before the invention of the motor car. Whitby's popularity as a national tourist destination has led to occasions where there is conflict between pedestrians and vehicles. It is our intention to enhance the environment to the west of the Town Centre, encouraging better use of the streets and spaces, promoting activity around our businesses, and inviting visitors and residents to linger for longer in some of our less well frequented areas.

### 6. West Cliff Terraces & Crescent

West Cliff, Royal Crescent and the cliffside are an under-capitalised area of the Town, partly due to the lack of clear connections and wayfinding, which dissuade visitors from walking across the Town to visit. In addition, the area in and around the Crescent incorporates elegant Victorian architecture; however, the setting for these buildings, particularly the green space at the centre of the Crescent and the coastal view, does not reflect their architectural grandeur.

By enhancing the public realm in this area (Hudson Street, West Terrace, East Terrace and East Crescent) through the upgrade of street materials and creating a landmark green space to the centre of the crescent, we will create a distinctive and memorable 'Quarter' in the Town which supports businesses and increases footfall. There are also opportunities to reduce the visual impact of the highway and parked cars at North Terrace through the implementation of quality surface materials used within both the footway and carriageway, so that the space reads as an extension of the cliff side space;

We will also look to strengthen the beautiful links to the coast, through upgrades to the footways along Khyber Pass and specifically the steps from the Khyber Pass to the Whalebone Arch.

### 7. Harbourside Public Realm: Programmable Pedestrianisation of Whitby Bridge

Crossing the Esk is a vital element of good connectivity in the Town; with one crossing point at the Swing Bridge, there are times where there is congestion between pedestrians and vehicles. The creation of additional crossing points have been considered historically, however, the cost and spatial restrictions in the Town Centre make these options prohibitive.

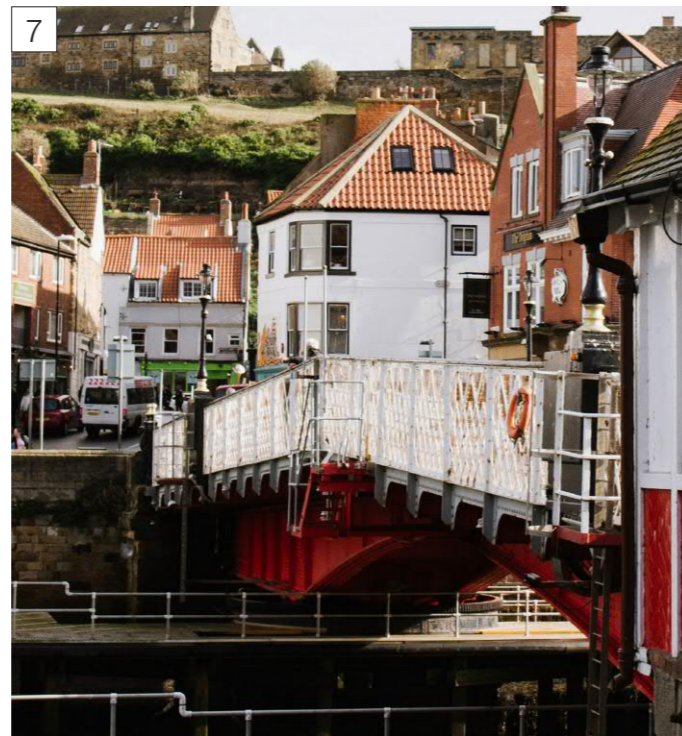
This Blueprint proposes a traffic management led approach using programmable or real time measures to open and close the Swing Bridge to cars and better manage heavy pedestrian flow. This approach would be coupled with measures on the A171, Spital Bridge and Church Street on the east of the River, A174 and Station Square on the west of the River. These will include signage advising of the temporary closure and turning and drop off areas at Station Square and Grape Lane/Church Street car park. It is envisaged that buses will still be able to cross the bridge at any time courtesy of bus gates.

Improvements as part of the proposed Church Street public realm enhancements, look to integrate parking and provide an attractive walk along the harbour to the Town, this will support the continuation of parking in this part of the Town Centre. Overall our objective is to redistribute vehicle traffic to create a better connected and walkable Town Centre, in turn increasing pedestrian dwell time to support commercial uses and enhance the visitor experience across the entire Town Centre.

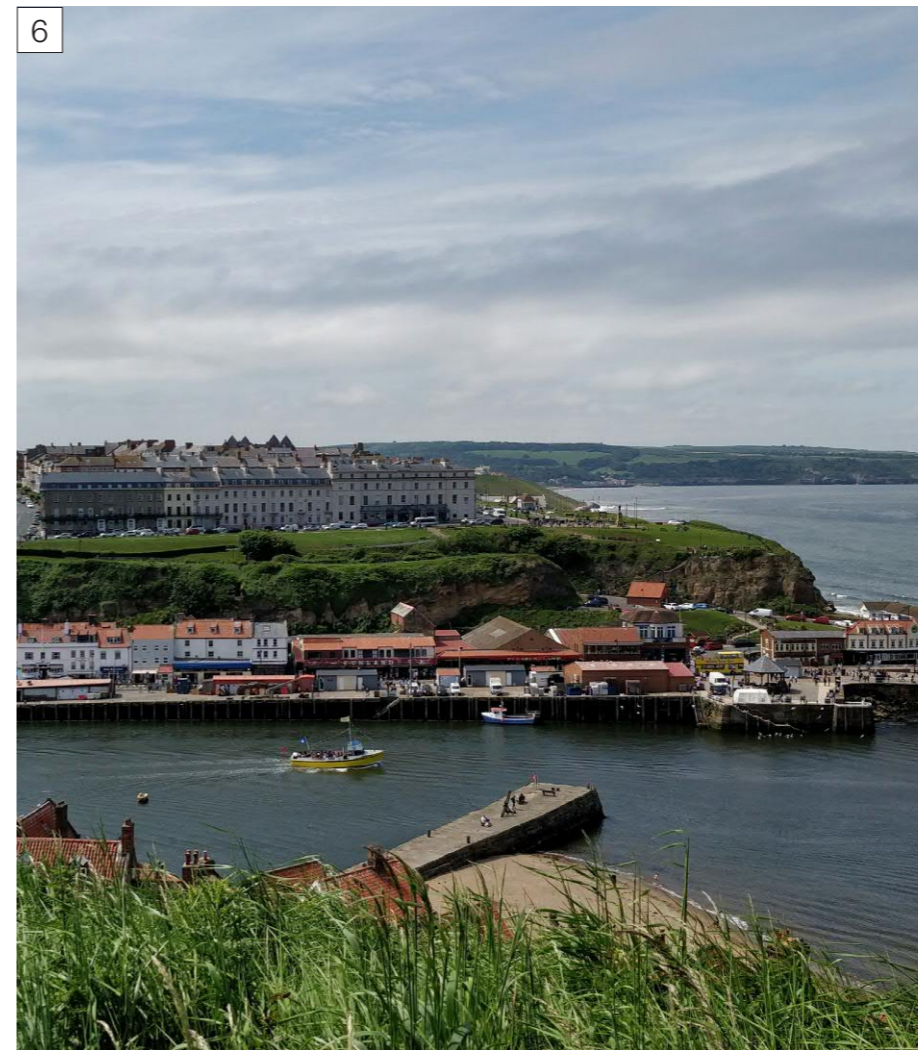
### 8. Whitby Pavilion

Situated inside Whitby's West Cliff Victorian Theatre, the Pavilion is an important local and regional destination. Regularly hosting live events including plays and live music, the venue also shows films as part of its year-round programme and has banqueting and conferencing facilities. The Whitby Steampunk weekender, and other large events are also based from the Pavilion.

Already a successful venue, there is capacity to increase its offer and more intensively use the complex. A strategic vision for the Pavilion is needed.



Source: Kirsten Drew, Unsplash



Source: Dave Lowe, Unsplash



### 3.3 Connecting Whitby



Transformational Objectives met

We will create a walkable Town Centre that it is accessible for all and better connects all that is on offer. By improving the experience of Whitby through public realm, wayfinding and connectivity interventions we will help people to discover all of our Town's assets and promote the range of opportunities Whitby has to offer both regionally and nationally.

#### 9. Whitby Town Centre Link: Cinder Track – Town Centre

The terminus of the Cinder Track at Whitby is located on a quiet residential street (Southend Gardens). On dismounting, the route into the Town Centre is discretely signposted along Bagdale on a narrow-segregated path. Our ambition is to increase the appeal of the Cinder Track for leisure and commuter use. Enhancements to the arrival on the track at Whitby will be promoted, with clearer and more inviting routes into the Town Centre. It is envisaged that through interventions along Southend Gardens and an improved crossing on Chubb Hill Road, a route through Pannett Park past the Gallery and Museum can be established. This would connect onward from Pannett Park to provide a pleasant and well-integrated journey into the Town Centre.

#### 10. Pannett Park & Town Centre Link

There is a pleasant route from the Swing Bridge, along Flowergate and St Hilda's Terrace to the park, however on leaving the Town Centre, the streets seem more residential in nature, and there's a feeling of moving away from the main attractions, which deters visitors from exploring further afield in the Town. A clearly signed and laid out route from the Town Centre to Pannett Park will be increase footfall and raise the visitor profile of the Whitby Museum and Pannett Art Gallery located in the park grounds.

In discussions with the Pannett Art Gallery, and as part of a programme to extend and upgrade the Gallery and exhibition, an arts trail or bespoke wayfinding elements would be installed creating wayfinding steppingstones to reinforce the connection from the Centre to a key cultural destination in the Town.

#### 11. Improved Coastal Links

Though the Cleveland Way tracks our coastline and beaches, access to and from this scenic route peters out through Whitby. One of our strategic ambitions is to build better connection with our natural assets and through this promote nature tourism.

We aim to deliver a programme of enhancements to improve the connections at West Cliff to Cleveland Way and the beaches and to ensure it is well integrated with our aims to improve access and increase the visibility of opportunities along the coast.

This could incorporate a low carbon shuttle bus service between car parks and key attractions and amenities. In addition, there is also opportunity to expand and enhance the current offer of park and ride facilities to reduce congestion within the town.

#### 12. Whitby Sculpture & Nature Trails

It is recognised that the west side of Whitby does not benefit from the same footfall as the east. Working with local businesses and residents an art trail has been created linking the key historic locations along the Swing Bridge, Golden Lion Bank, Flowergate, Baxtergate, the Pavilion and the Band Stand, and many of our less well frequented commercial and cultural areas.

The trail incorporates a series of life-sized metal sculptures each depicting a locally identifiable part of the Town's fishing heritage. There is cross over with the routes and aspirations of the Pannett Park to Town Centre link, we expect several of the sculptures will feature in these other cultural and nature-based trails.

Building on the above we will look to deliver further trails which celebrate the natural history of our coast. Offering a new scope for exploring and enjoying the natural landscapes which surround Whitby and helping to offer diversity to the tourist market; it will also help to support green jobs and the creative sector.

#### 13. Public Wi-Fi & Wayfinding

Provision of a public Wi-Fi network capturing the harbour area to the Abbey in the east and West Cliff in the west, will support local and visitor activity and provide the infrastructure for running real-time information and news. It will also be important in promoting and maintaining remote working options within the Town Centre.

The project will be supported by the provision of physical and digital wayfinding tools and technologies which will help users to discover Whitby. With a reliable digital platform we can host gamification services and Whitby will become an even more accessible place which can cater to a new market of Family Explorers, Extreme Adventurers or Curious Minds.



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Source: Abillionveg, Unsplash



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Source: Jess McMahon, Unsplash



### 3.4 Establishing the Whitby Beacons



Transformational Objectives met

The Whitby Beacons will represent a set of high-impact interventions which will provide the facilities and infrastructure to ensure that Whitby becomes a vibrant home for the arts, for creative practitioners and for academic institutions, with national renown. The landmark spaces and sites will invite inward investment and will help us to retain our local talent. They will be located around the town and become important destinations.

#### 14. Whitby Maritime Academy

A new Maritime Skills Academy will be established at Endeavour Wharf, capitalising on diversification of maritime career opportunities. The academy will provide training and certification to support the maritime, offshore and renewable energy sectors and provide commercial space for stakeholder businesses and start up businesses to establish.

The centre will have suitable facilities to allow the delivery of maritime courses in a professional and modern manner, helping to retain training and talent which is currently provided elsewhere or not yet identified by our local community as an opportunity. It will also support the wider community with access to co-working spaces and the associated spending and investment benefits of a new flagship institution within the Town.

#### 15. Broomfields Carbon Neutral Village

The second phase of the Broomfields Farm development will deliver sixty carbon neutral homes with a range of sustainability features in the first zero carbon, community custom build housing scheme in Yorkshire. It is envisaged that custom build elements will be sourced via a locally established supply chain and vocational training in green construction skills will be aligned with apprenticeships offered through local contractors and the Construction Skills Village.

Working with its partners, the council also aims to encourage and facilitate the retrofitting of zero carbon technologies to its existing housing stock.

#### 16. Eastside Wellbeing Centre

The Wellbeing Centre will provide a range of activities for communities, extending the existing Eastside Community Centre. We will create a space for people to reconnect with themselves and with others. Expansion of this site provides a transformational opportunity to positively impact the lives of local

residents, both new and existing, through an integrated wellbeing offer. Extending room capacity will help to provide bookable space for educational, mental health, maternity and family crisis support to those who require it. It will also offer space for Whitby Boxing Club and a community café. It will help to provide a flagship community offering for the Town, as well as providing a welcoming facility for visitors to the area.

#### 17. Pannett Art Gallery Extension & Park Enhancement

Expanding the Pannett Art Gallery will provide opportunities to showcase a greater depth of materials and exhibitions, which will broaden its appeal to both visitors and the local community. Additional facilities will accommodate study and learning spaces and will increase opportunities for educational activities and engagement. We hope to establish a Government Indemnity Scheme approved space which will enable the loan and display of art works from national collections, bringing regional status and importance to the Pannett Gallery.



14  
Image courtesy of Dalby Offshore



15  
Image courtesy of Keyland Developments



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# 04 Delivering Change

## Priority Projects

This Blueprint sets out a wide range of transformational projects and initiatives which will focus investment and help us to achieve our objectives over the next 15 years. Given the scale of our ambitions, we will focus on the delivery of the following priority projects in the short term:



Whitby Pavilion

Public Wi-Fi Zone & Wayfinding

Old Town Hall & Market Square

Nature & Sculpture Trails

Harbourside Public Realm & Pedestrianisation of Whitby Bridge

Pannett Art Gallery Extension

Whitby Maritime Academy

Eastside Wellbeing Centre

Broomfields Farm Carbon Neutral Village



## Key Outcomes

Long-term outputs for Whitby include:

### Sustainable

GROWTH & DIVERSIFICATION OF THE WHITBY ECONOMY CENTRED AROUND MARITIME & CULTURAL SECTORS

### Increase

IN THE PROPORTION OF RESIDENTS IN LESS SEASONAL & WELL PAID EMPLOYMENT

### Increase

& CHANGE IN PROFILE (E.G RETENTION OF YOUNG PEOPLE) OF WHITBY'S POPULATION & RAISING OF ASPIRATIONS

### Reduced

DEPRIVATION & INCREASED PROSPERITY AMONG WHITBY RESIDENTS

## Funding Mechanisms

Delivery of the priority projects equates to over £35m of investment in the short term, set within a much broader context of several hundred million pounds worth of medium to longer term opportunities.

To support the delivery of the short term priorities, the Council intends to utilise funding from the Towns Deal, the Levelling Up Fund, its own resources together with support and investment from other public and private sector partners. We will also access a range of future funding streams.

## Anticipated Delivery Timescales

- Public Wi-Fi zone & Wayfinding
- Whitby Maritime Academy
- Old Town Hall & Market Square
- Eastside Wellbeing Centre
- Nature & Sculpture Trail

- Harbourside Public Realm Pedestrianisation of Whitby Bridge
- Broomfields Farm Carbon Neutral Village
- Pannett Art Gallery Extension
- Whitby Pavilion



Left: Image courtesy of Dalby Offshore  
Middle: Image courtesy of Keyland Developments  
Right: Image courtesy of Nuno Lopes, Pixabay



Better Borough, Brighter Futures