

A Vision of Ambition & Investment for 'Our Town by the Sea'

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Our Scarborough Vision

A bright future lies ahead for Scarborough, shaped by bold programmes of investment, a clear vision of a revitalised town centre, and a strong partnership that brings local people, partners and the Council together as an unbeatable force for positive change.

In 2035 we know exactly where we want our 'town by the sea' to be. New homes, culture and creativity, as well as a reimagined high street with prospering independent businesses will have brought renewed vitality, from station to shoreline.

Ours is a glorious place where the moors meet the sea, in a town steeped in heritage with incredible character and beautiful architecture in urgent need of investment. This astounding asset base, from the nature that surrounds us and the shore that defines us, to the streets, marketplace, Castle, Harbour and Spa, represents a truly unique starting point for our journey to 2035. Finding new and exciting purposes for buildings like our famous Spa will be pivotal to our plans, as will be a much improved and characterful public realm.

Connectivity will be transformed in myriad ways: from better digital infrastructure, way finding, and physical connections to radically improved transport choices, whether they're rail connections around transformed Station Hubs or walking, cycling and more electric vehicles.

Scarborough's economy will be refocused, resilient and prospering. The tourism for which we're rightly famous will be of a higher value, and infused by an incredible new annual programme of events and festivals under the banner of 'Scarborough Fair'. Creative and digital businesses will be flourishing and we'll have seen the continued success of our existing enterprise base, from family-owned businesses to multinational companies. Economic prosperity will be shared more widely, we will boast a stronger skills base and our Blueprint will have created even more spaces and places for start ups to flourish.

This Blueprint encourages a deeper connection with nature, the landscapes and biodiversity we have in abundance and which we must cherish and protect. Scarborough really is a breath of fresh air and we plan to keep it that way. We will put the climate emergency and the Council's net zero carbon by 2030 target at the heart of our plans, invest in green technology, transport and skills, and make our town a beacon of sustainability.

Places must have purpose, and our Blueprint for the future is shaped around strong values and a shared desire amongst residents, business and our wider partnership to do what's right. This means radically reducing inequalities and, as you'd expect for Scarborough, making us a place synonymous with health and wellbeing.

Scarborough has always been one of the most popular visitor destinations in Britain, but our 2035 vision will make it a great place to live, to work and to study too. A place to put down roots and truly thrive.

A town that is bursting with energy, with pride and with incredible potential. With ambition, investment, inspiration and an eye to the horizon. We're building a brilliant future for Scarborough, the town by the sea.

TOWN CENTRE

- 1 Harbour Regeneration
- 2 Scarborough Station Gateway
- 3 The Brunswick Area
- 4 Creative Workspace
- 5 Fablab+
- 6 Living Around The High Street
- 7 The Market Quarter
- 8 Wayfinding & Digital Connectivity
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A Blueprint for Scarborough's Future

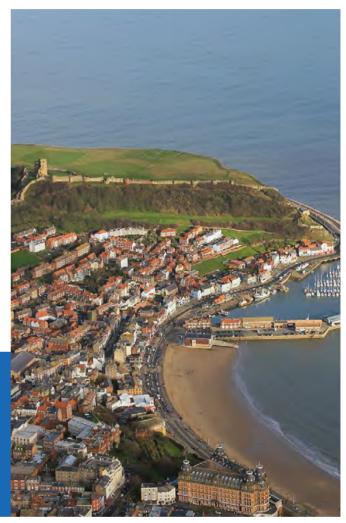
As a nationally renowned seaside destination, with an Aoutstanding natural environment and rich maritime history, Scarborough has a bright future within its grasp, and opportunities to build on recent economic investments and success.

Formulated through extensive business and stakeholder consultation, this Blueprint sets out a clear roadmap for the next 15 years; identifying opportunities for change and growth, which will in turn support Scarborough's attractiveness to residents, visitors and local businesses alike.

This will equate to the delivery of hundreds of million of pounds in investment, with over ± 50 million in projects and investment delivered over the short-term.

We will achieve our vision for Scarborough by working with our partners and local community to deliver our nine transformational objectives set out opposite, thereby creating:

- A thriving and attractive Town Centre;
- A resilient and circular economy that is supported by a modern, higher value tourism economy; and
- Improved opportunity, health and prosperity for Scarborough and its residents.





A Triangle of Activity from Station to Shore

By 2035, our Town Centre will have re-imagined the traditional High Street. The introduction of dynamic new uses and homes will inject vitality into the Town Centre, create a hotbed for the creative arts, and support the growth of local, independent businesses. Through enhanced digital and physical connectivity, we will accommodate new ways of living and working, and forge better links with Scarborough's bays and Harbour.

A High Quality Network of Interesting Spaces & Streets

Create a cohesive, characterful and distinctive public realm, which weaves our key assets and destinations together. We will establish a sequence of linked civic spaces, each with their own purpose and identity, which draw inspiration from the culture, heritage and natural landscape which make Scarborough special. This network of spaces will add richness, aid legibility and encourage exploration of the Town.

A Greater Range of & Better Linked Transport Options

By enhancing interconnectivity between different modes of transport, we will increase travel choices, and opportunities to promote more sustainable and active travel. Working with the County Council and service providers, we will focus on improving facilities and interchange options at Station Hubs. We will also implement wider strategies to improve services for bus users, car sharers, those who use electric vehicles and of course those who travel on foot and by bike.



Realise the Potential of the Harbour, Seafront & Spa

Support the future needs of the fishing sector by reframing facilities for landing and processing the catch to better match requirements. Transformational investment in the infrastructure and utilisation of the harbour will provide new facilities for existing business and open up the area for mixed use leisure and diverse recreation; strengthening connections between the seafront, Spa and Town Centre; ensuring these places are visited, valued and enjoyed by our communities.

Encourage Deeper Connections with Our Natural Assets

Surrounded by special landscapes and wildlife, our objective is to ensure that we appreciate and respect this privilege; celebrating the coast and countryside through the creation of trails, viewing platforms and other opportunities to interact with nature. It also means reducing our impact on the natural environment and we will champion and support local businesses which are leading the way in green technology to make Scarborough a beacon for advanced green skills and manufacturing.

Host a Vibrant & Inclusive Range of Events & Festivals

Building upon our already excellent range of activities and capitalising on successful cultural venues like Scarborough Spa, we will establish a clear and co-ordinated programme of events. Under the banner of 'Scarborough Fair' we can create something for everyone throughout the year. Scarborough Fair will raise community engagement and civic pride, provide year-round attractions and raise our profile on a national and regional scale.

Pioneer Community Rooted Businesses & Organisations

We will provide specific step up support for the creative arts and engineering innovation, where there is already a strong local base. We will also support the establishment of flexible spaces across the Town, providing a helping hand in upskilling and affordable start up opportunities. Lastly, we will also support spaces and places for organisations to come together and continue to build upon the extraordinary public spirit demonstrated during the Covid-19 pandemic.



Address Our Climate Change Emergency & Deliver the Council's Net Zero Carbon Target

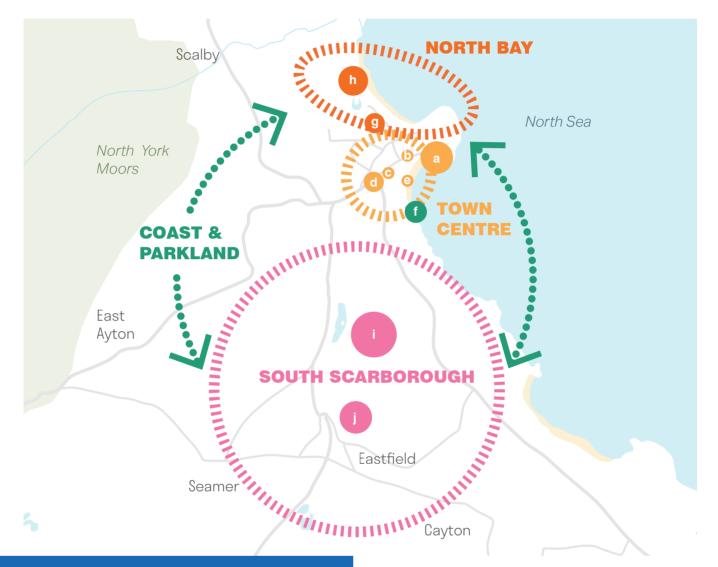
Reducing our impact on the natural environment we will champion and support our communities, local businesses and stakeholders who are leading the way in green technologies. We will also endeavour that Scarborough Borough Council achieves carbon neutrality by 2030, working with governments and partners to determine and implement best practice methods to limit climate change and global warming, making Scarborough a beacon for a greener future.



Deliver Inclusive Growth & Tackle Inequalities within Our Community

Through investment in our communities and town, we will deliver on the Borough's corporate plan to enable better homes, better lives, better places and brighter futures; creating opportunity for all.

Blueprint Focus Areas & Key Regeneration Sites



FOCUS AREA 1: Scarborough Town Centre

- a. Scarborough Harbour
- b. St Helen's Square & Former Argos Building
- c. The Brunswick Area
- d. Scarborough Station Gateway
- e. Bayside South Development
- FOCUS AREA 2: Coast & Parkland
 - f. Scarborough Spa
 - g. Scarborough Cricket Club
- FOCUS AREA 3: North Bay
 - h. North Bay Development Area
- FOCUS AREA 4: South Scarborough
 - i. Mere & Olivers Mount
 - j. Construction Skills Village

In order to deliver the seven transformational objects, the Blueprint sets out a co-ordinated framework of key regeneration sites and opportunities for change. These are established within identified focus areas encompassing; the Town Centre, North Bay, South Scarborough and also the surrounding Coast and Parkland.

As illustrated within the next section, we have set out an ambitious collection of projects and initiatives for each focus area, which collectively will enable us to achieve our vision for Scarborough. As highlighted within the above diagram we have also identified key regeneration sites across Scarborough, which provide potential locations where there are opportunities to support growth and help deliver a number of our flagship projects.

Opportunity Projects & Initiatives

FOCUS AREA 1: Scarborough Town Centre

1. Harbour Regeneration

By rethinking West Pier and its locality, we can transform and maximise the existing Harbour offer. Integrating the fishing industry with the vibrant visitor economy and the local community, we can preserve and capitalise on the history, culture and visual spectacle of the working harbour.

By renovating and repurposing seven existing buildings, and delivering new attractive public spaces along the West Pier we can create a nationally recognised destination and develop a brand which showcases the quality, vibrancy and enterprise in our Town. Opportunities to help promote Scarborough Seafood as a brand should be emphasised, helping to promote the harbour as a key tourist and social destination within the Town.

2. Scarborough Station Gateway

By delivering improvements to Scarborough Station and its surroundings, we will create a strong arrival point into the Town and develop a modern multi-modal transport hub. This Station Hub will increase transport choices, providing enhanced facilities for bus and rail, car sharing, cycling and electric vehicle charging. A highquality public realm will highlight the importance of the area and include a prominent new Station Square. There are also exciting opportunities to develop and refurbish surrounding buildings (such as Comet, Poundstretcher and Pavilion House) which could offer attractive commercial office space, with the potential for quality We feel that a new model of residential space. co-working, drop down space fits with Scarborough's future and locating such a space at the station gateway will achieve this.

3. The Brunswick Area

In the face of challenging retail trends, the traditional High Street needs to be re-imagined to become a high quality and bustling destination; which balances retail space with new uses which will drive footfall and create vibrancy. One opportunity to achieve this is through reconfiguration of the Brunswick Centre which has more retail floorspace than it currently needs. In this key location, there is opportunity to amalgamate a cluster of new uses.

4. Creative Workspace

New multi-use media space which will have office provision for businesses which have outgrown the existing workspaces, together with incubation spaces to nurture new enterprises. There is also potential to incorporate a publicly accessible Museum on the High Street.

5. Fablab+

A mixed-use skills and training centre focussing on digital upskilling through the delivery of education workshops, access to digital fabrication tools, a co-working space and digital entrepreneur support. It will help to support the local manufacturing and engineering industries by retaining and attracting talent and creating opportunities for locals.

6. Living around the High Street

We will review the mix and type of housing accommodation within the Town Centre and explore the potential to introduce new types of residential use which will help to increase footfall and diversify activity. For example at the former Argos building at 58-60 Newborough, opportunity exists to redevelop the site into bespoke accommodation for over 200 students and key workers, supporting the growth of Coventry University's Scarborough campus and driving vitality into this area of the town. There is also potential to drive housing renewal in Castle Ward through its designation as a Housing Improvement Zone, to focus resource and funding on the betterment of the area.

7. The Market Quarter

A new, vibrant and high quality public square will be created adjacent to the Market Hall, through the reconfiguration and demolition of some surrounding buildings. St Helen's Square will be enlarged to provide an outdoor space for markets, exhibitions and performances to spill out onto, and create a more attractive space in front of the market hall.

8. Wayfinding & Digital Connectivity

A comprehensive wayfinding strategy will establish a platform for 21st Century Tourism. Physical signage improvements will help to improve legibility across the Town Centre and raise awareness of the location of attractions and resorts. Digital wayfinding will also be utilised to complement these physical enhancements. This will engage a wider audience and provide a platform for local businesses to better promote their products, offers and incentives. To support the delivery of digital wayfinding and greater digital connectivity for visitors, a Wi-Fi zone will be installed across the Town.

9. Bayside South Development

Bringing forward two prominent opportunity sites in one strategic scheme; Scarborough Borough Council Offices and King Street carpark and the vacant seafront site (formerly the Futurist Theatre). Redevelopment provides a unique opportunity to better connect the town centre, beach and harbour. Aspirations are for a leisure / tourism led mixed-use development, which would result in facilities which would captivate all ages, while being accessible and affordable to local residents and visitors.

10. Public Realm Transformation

We will provide a focus on transforming our public realm into a high quality network of spaces and streets for people to enjoy, showcasing a distinct identity that draws upon the town's heritage and unique character.

It is envisaged that key interventions would include:

- Scarborough Garden High Street Through the introduction of street trees, parklets, public art, quality surfacing and street furniture, it is envisaged that from arrival into Scarborough at the Station, people will be directed onto the High Street from where they can take a journey along one of the best and most vibrant streets to our glorious seafront.
- Festival Square Capitalising on the fantastic synergies associated with the vibrant arts and innovation presence of the Creative Workspace, Fablab+ and Scarborough Fair, there is opportunity to create a transformational new public space which has the ability to host outdoor events and exhibitions on the High Street.
- Station Square Creation of a high quality and prominent new Station Square which will provide an attractive gateway to the station and showcase its incredible architecture.
- Market Square Will provide an outdoor space for markets, exhibitions and performances to spill out onto, and create a more attractive space in front of the market hall.
- West Pier At the terminus of the High Street and at the gateway to the sea, we will create a transformational new public space to facilitate vibrant new uses and recreational activities.
- Huntriss Row & Bar Street Interventions will focus on improving the quality of the environment, ensuring it is attractive, well maintained and that opportunities are taken to ensure the space is a well laid out and pleasant destination, which preserves and enhances the area's important architecture.
- Independent Eastborough There are ambitions to upgrade the streetscape and reconfigure the carriageway space, prioritising pedestrians and highlighting the importance of this characterful area.

11. Supporting a Circular Economy

A circular economy in simple terms is a largely selfsustaining system where businesses and individuals support each other by earning and spending money within the local economy. Scarborough can become a circular coastal town, which makes the most of our local assets, resources, products and people.

We seek to create the conditions for a 'Circular Scarborough' to flourish. This could be achieved by creating a network of temporary collaboration spaces which would occupy currently under-utilised buildings. This could provide a platform to deliver workshops, repair cafes and facilitate an environment for ideas to grow.

12. Scarborough Fair

A year-round programme of events will help to re-affirm Scarborough as a cultural destination; it will attract the arts and the creative community, celebrate local heritage, and foster community engagement and interaction. Visual art, music and performance will help to increase tourist interest but will also benefit locals by helping to enhance opportunities, create jobs and attract inward investment. 'Scarborough Fair' will be a new brand for Scarborough and will provide an opportunity to draw together various events under one recognisable and familiar banner, with the intention of delivering cultural regeneration.















FOCUS AREA 2: Coast & Parkland

13. Scarborough Cricket Club

Scarborough has a historic cricket venue hosting first class county cricket, with inextricable ties to the local community and a legacy of inspiring sporting achievement both within the town and wider region. The renovation of Scarborough Cricket Club will help to future-proof this important asset and build upon Scarborough's credentials as a key sports and leisure destination. The enhanced Cricket Club will be a positive statement of Scarborough's sporting facilities, enabling inclusive access to top-tier sporting facilities.

14. Scarborough Spa

Already one of our key cultural attractions, Scarborough Spa and the surrounding locale hosts a wide range of activities throughout the year; a key aspiration is to further raise the prominence of this opportunity area within the town and wider region, particularly through the establishment of Scarborough Fair.

At the Spa there is opportunity to create a permanent physical base for Scarborough Fair, potentially incorporating a café, gallery, community meeting space

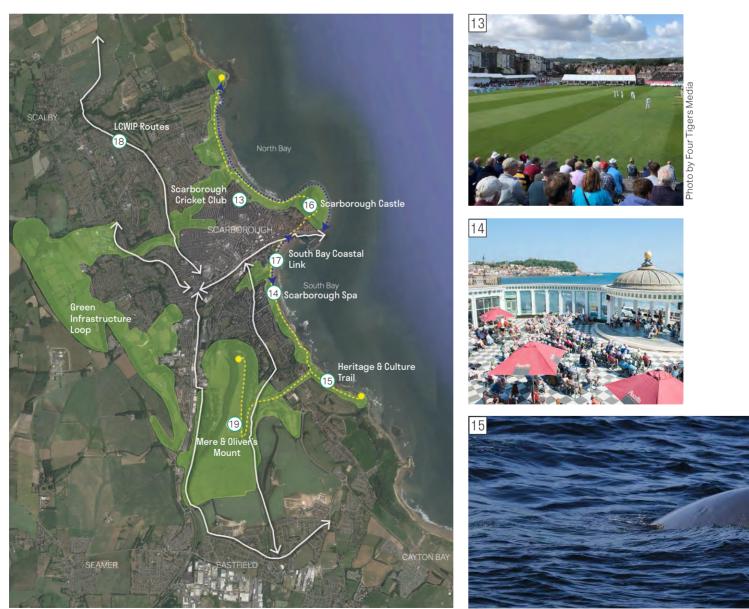


Photo by Invisible Dust

and focus for social projects. There could also be potential to include office space to accommodate the creative team involved in the year-round management of the enterprise. An integral part of delivering these ambitions, will be to improve pedestrian / cycle connectivity and wayfinding between the Spa, the surrounding parkland, the shore and the Town Centre, encouraging visitors to fully explore this architectural and cultural gem.

We will deliver a transformation of the space around the Spa, creating an exciting setting for outdoor events and an attractive public space which better connects the Spa to the seafront. Together these measures will re-establish the Spa as a prominent cultural destination which preserves and showcases its incredible architectural heritage.

15. Heritage & Culture Trail

In a celebration of our world-class coastline, cultural history and local wildlife, opportunity exists to create an alternative tourism offering which complements the traditional British seaside resort. This will allow users to enjoy local wildlife either digitally or in person, through exciting art installations, sculpture trails and

'mini-destination' points, generating new walking routes across the town to promote awareness and sustainable enjoyment of the natural environment.

16. Scarborough Castle

The Castle is situated upon a magnificent vantage point and already has a well-established and managed series of events and exhibitions. We will support the continued success of the Castle as a major attraction through interventions, such as our wayfinding strategies and inclusion within the cultural coastal trail and Scarborough Fair programmes, thereby expanding the Castle's current offer.

17. South Bay Coastal Link

Complementing the high quality public realm upgrades made between Sandside and West Pier in recent years, we will continue this southward to improve connectivity for pedestrians and cyclists along Foreshore Road to Scarborough Spa. This will improve the frontage to the



shops and attractions along the seafront and provide opportunities for cafe spill-out, whilst also encouraging safe movement and reducing vehicle dominance.

18. Local Cycling & Walking Infrastructure Plan (LCWIP) Routes

Together with North Yorkshire County Council, we aim to deliver the four priority corridors identified in the LCWIP for the Scarborough area. These routes have been defined to unlock a substantial network of activetravel corridors within Scarborough. Around 16km of high-quality cycleways and supporting infrastructure will help to strengthen connections to the Town and other key areas; it will create stronger links with ScarboroughSouthandtoeducationalandemployment sites. Encouraging active travel is especially important in our ambition to support sustainable lifestyles within Scarborough and also for community health and wellbeing benefits.

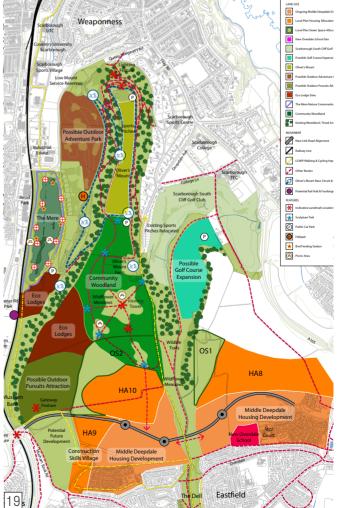
The four identified priority corridors include:

- Corridor 1: Eastfield to Scarborough
- Corridor 2: Eastfield and Cayton Central Spine
- Corridor 3: Cinder Track Connections
- Corridor 4: Scarborough Central Corridor



19. The Mere & Oliver's Mount - Objectives 3 & 5

This strategically important green space currently separates the urban area of Scarborough from South Scarborough, and was once a popular leisure and recreation asset. A previously prepared masterplan (below) identified options which would see the development of the site as a country park and community woodland with associated leisure facilities. The intention is to aid delivery of the masterplan to become an enhanced space for health and wellbeing, with improved cycle and walking routes supporting the economic expansion in Scarborough South.



Mere & Oliver's Mount Masterplan (2008)

FOCUS AREA 3 : North Bay





²hoto by Matthew Roberts





20. North Bay Development

With the rugged natural beauty of the coastline and contrasting botanical landscape of the Peasholm Valley, North Bay's character is strongly defined by its natural environment. Activities here are largely focused on sports and wellness pursuits, from adrenalinefuelled experiences such as surfing and kite surfing, to the simple pleasures of walking at one with the natural environment.

We will prepare a comprehensive masterplan for the future of the North Bay area. The masterplan will set out a clear vision aimed at maximising the opportunities associated with the largest single leisure development opportunity in the Borough. We will capitalise on the areas natural assets; promoting activities and uses which enhance and showcase this spectacular place and support the family orientated nature of the area.

21. North Bay Connectivity Improvements

We will forge better connections between North Bay and South Bay and the Town centre, implementing new physical and digital wayfinding, alongside a strategy of improved transport options including better cycling and walking facilities, together with car share and public transport. We will also promote improvements to the coastal esplanade which connects the Harbour to North Bay (Marine Drive and Royal Albert Drive). By creating a more attractive route for pedestrians and cyclists, we can encourage visitors to explore all Scarborough has to offer.



FOCUS AREA 4: Scarborough South

The future for South Scarborough looks substantially different by 2035. Predicted growth based on development will see the population and associated services and facilities double, with the addition of new planned development.

22. South Scarborough Masterplan

To support this amount of growth we have developed the Scarborough South Masterplan (BDP, 2020) which provides a cohesive vision to the various growth areas of South Scarborough. The masterplan sets out a range of projects to support healthy growth including:

- Community Engagement Increased support to help residents and volunteers get more involved in the development of masterplan projects and community regeneration initiatives.
- Community Investment Fund To help local residents, groups and organisations put on events and activities and deliver community regeneration projects.
- CommUnity Bases (CUBs) Investment in local community infrastructure.
- Green Streets Street tree, hedgerow and wildlife planting on grass verges and in pocket open spaces.
- Eastfield Youth Hub Improvements to local youth provision.
- Active Links Upgrades to strategic walking and

cycling routes.

- Employment Hub Creation of a focal point for employment services, education and training.
- Business Ambassadors Network Establishment of a local business association.
- Demand-Responsive Public transport Launch of a local demand-responsive bus service.
- High Street Environmental Works Upgrade of Eastfield's main retail area.
- High Street Pods Creation of new spaces for business and community uses on the High Street.
- Properties on the High Street Refurbishment and redevelopment of properties within the wider High Street area.
- Eastfield / Middle Deepdale interface Works to improve the physical connections between Eastfield and Middle Deepdale.

23. Green Construction Skills Village

We will look to expand the existing Scarborough Construction Skills Village offer, increasing the range and level of training courses available and intake of learners. The existing Construction Skills Village has a successful track record in providing skills, training and education to assist people into careers within the construction industry. The project would see the development of a timber frame academy that will facilitate the upskilling of existing contractors with the



Photo by Four Tigers Media

skills and knowledge required to be able to build low carbon homes. It will also provide the space, resources and equipment required to train people on installation of low carbon heating and power systems. The project will form a more attractive offer for young people to enter the construction industry and help us to retain talent in the local area.

24. Seamer Station

Seamer Station sits along the edge of the South Scarborough Growth Area. It is vitally important that the Station is well linked and sustainable transport is at the heart of plans to connect the new development with the Town Centre and beyond. Delivery of improvements to encourage new and existing residents to opt for rail travel are integral to the delivery of the growth area.

It is envisaged that through the provision of enhanced,

accessible car parking and better promotion of parking choices, we will support a 'Park and Rail' option for those traveling into Scarborough or commuting from the Scarborough area out of region - this will offer increased transport choice.

We are also seeking to improve the connectivity between the business park and the Station. Initiatives include cycle hire facilities and the on-demand bus service as proposed through the South Scarborough growth masterplan.

25. The Bays and Beaches of South Scarborough

We will support proposals to establish the bays and beaches of this area as a premier location for watersports such as surfing, and to improve accessibility and facilities.



Scarborough South Masterplan (2020)

17

Delivering Change

Priority Projects

This Blueprint sets out our vision for Scarborough by 2035 and details how we will achieve our aims. We recognise that delivery of such an ambitious plan is inevitably going to take some time to realise. Therefore in the short-term, we will focus on the delivery of the following priority projects:

- Station Gateway
- Fablab+
- Scarborough Fair
- Scarborough Harbour
- Scarborough Spa
- Mere & Oliver's Mount
- The Brunswick Area
- Seamer Station
- Cycling & Walking Improvements
- Scarborough Cricket Club
- Green Construction Skills Village
- Living Around the High Street & Market Square
- North Bay Development
- Bayside South Development



Anticipated Delivery Timeline for Priority Projects

Scarborough Harbour

Fablab+ Scarborough Fair Living Around the High Street & Market Square Scarborough Cricket Club

Station Gateway Scarborough Spa Cycling & Walking Improvements Green Construction Skills Village North Bay Development Bayside South Development Mere & Oliver's Mount The Brunswick Area Seamer Station

2021



2023

Anticipated Funding Mechanisms

This equates to over £50m of projects to be brought forward in the short-term, set within a broader context of several hundred million pounds 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 and 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.

Key Outcomes

Long-term outcomes for Scarborough will be:

A Thriving & BUSTLING TOWN CENTRE WITH A REVITALISED HIGH STREET

Resilient

& CIRCULAR ECONOMY THAT IS SUPPORTED BY A MODERN, HIGHER VALUE TOURISM ECONOMY

Improved

OPPORTUNITY, HEALTH & PROSPERITY FOR SCARBOROUGH & ITS RESIDENTS









HEMINGWAYDESIGN We design things.