

## SCARBOROUGH TOWN DEAL BOARD

**DATE:** FRIDAY 25<sup>th</sup> SEPTEMBER 2020

**TIME:** 2PM UNTIL 4PM

**VENUE:** VIA ZOOM VIDEO CONFERENCE

Join Zoom Meeting

<https://us02web.zoom.us/j/89013876036?pwd=VXArSEsxTIFvV2YwTUNUMWFFVjVjdz09>

Meeting ID: 890 1387 6036

Passcode: 226376

### AGENDA

1. APOLOGIES
2. MINUTES OF LAST MEETING (ATTACHED) AND MATTERS ARISING
3. SCARBOROUGH TIP FINAL DRAFT – Aecom
  - a. Feedback from Check & Challenge Session
  - b. Consultation activities
  - c. Presentation on final draft proposals
  - d. Programme to submission
4. FAST TRACK PROJECT UPDATE – AR
5. COMMUNICATIONS PLAN / UPDATE – EA
6. AOB
7. DATE OF NEXT MEETING
  - TBC

# SCARBOROUGH TOWN DEAL BOARD

FRIDAY 14<sup>th</sup> AUGUST 2020

10AM VIA ZOOM VIDEO CONFERENCING

## DRAFT MINUTES

### IN ATTENDANCE

<b>CHAIR</b> David Kerfoot MBE DL <b>DK</b> YNYER LEP	Sue Anderson-Brown <b>SAB</b> Brunswick Centre
<b>VICE CHAIR</b> James Farrar, YNYER LEP	Andrew Battarbee <b>AB</b> BEIS
Robert Goodwill MP <b>RG</b>	Gareth Edmunds <b>GE</b> Anglo American
Mike Greene <b>MG</b> SBC	David Warner <b>DW</b> COAST
Richard Flinton <b>RF</b> NYCC	Steve Bromham <b>SB</b> Save9
Richard Bradley <b>RB</b> SBC	Cllr Reg Towse <b>RT</b> Newby & Scalby PC
James Goodall <b>JG</b> Scarborough TCT	Mark Williamson <b>MW</b> English Heritage
Alex Richards <b>AR</b> SBC	Kerry Levitt <b>KLV MINUTES</b> SBC
Vicky Bolton <b>VB</b> SBC	Ed Asquith <b>EA</b> Four Tigers Media
Clare Harrigan <b>CH</b> Beyond Housing	Rosie DuRose <b>RDR</b> Beyond Housing
Dan Maher <b>DM</b> Aecom	Liz Hayon <b>LH</b> Coventry University Scarborough
Liz Small <b>LS</b> NYCC	Becky Mathers <b>BM</b> Aecom
Alice Sharp <b>AS</b> COAST	Lee Kilgour <b>LK</b> Scarborough UTC
Tricia Kane <b>TK</b> MHCLG	

## **SUMMARY OF ACTIONS**

- DK and JF to arrange a meeting to discuss the public WiFi and match funding
- BM to arrange a meeting with Hemingway Design & a small group from the Board to refine the Vision

### **1. APOLOGIES**

Richard Grunwell, Scarborough Business Ambassadors  
Jackie Mathers, Coventry University Scarborough  
David Bowe, NYCC  
Billa Duggal, SBC

### **2. MINUTES OF LAST MEETING AND MATTERS ARISING**

2.1 Minutes of the meeting held on Friday 17<sup>th</sup> July agreed as a true record.

2.2. Fast track projects

AR circulated the proposals for the Fast track projects via email prior to the meeting and thanked the Board for feedback received.

Following assessment of the projects put forward the following were selected for submission;

- Re- greening the high street - Additional planting - trees, planters seating, living wall etc. in the Scarborough Town Centre
- Scarborough Town Centre Wayfinding, Gamification and Wi-Fi (Wi-Fi element subject to match funding)
- Vinyl wrapping of buildings
- Scarborough Wild Eye Project– Phase 1

The proposals will be submitted to MHCLG following the close of the meeting.

The Board held a discussion around the match funding for the WiFi. DK and JF will follow up outside the Board meeting to resolve.

### **3. UPDATE ON DEVELOPING PROJECTS**

3.1 AR and BM have assessed the project proformas received from the work streams and completed the gaps with the project managers. The 1<sup>st</sup> step was to check the projects against a 'logic model' as required by Government: rationale, activities, outputs and outcomes (short/medium/long term).

- 3.2 Once this was completed, work began on completing the Town investment Plan application form and developing the costs associated with each project. AR shared the table of projects put forward and ran through the background of each project with the potential costs involved. The costings still need to be refined further with more specific detail around building acquisition. Capacity / demand testing on the projects will be carried out as part of the 2<sup>nd</sup> stage (business planning) of the Town Deal process.

#### **4. PROGRAMME AND ENGAGEMENT SCHEDULE**

- 4.1 BM shared the proposed timetable for the various activities that need to be completed within the next 12 weeks.

The Check & Challenge session will be arranged for w/c 31<sup>st</sup> August with a proposed date for Thursday 3<sup>rd</sup> September. Scarborough Borough Council Member briefing sessions will also take place during this week.

The Town Investment Plan will need to be signed off by the Board at the end of September before it goes to Scarborough Borough Council's Cabinet in the middle of October.

#### **5. VISIONING**

- 5.1 AR circulated the visioning documents and the statement of intents for each workstream prior to the meeting.
- 5.2 BM presented the vision in its current format which now needs to be refined and made more specific to Scarborough. Hemingway Design are part of the team and can help with the wording of the vision.
- 5.3 The Statement of Intents for the workstreams will also be updated to ensure that they match the projects that have come forward.
- 5.4 BM will arrange a meeting between Aecom, Hemingway Design, GE, ED and MG to sense check the vision and make it an overarching Strategic Vision.

#### **6. AOB**

- 6.1 DK thanked MW and AS for arranging the visit to Scarborough Castle and the proposed site for the Wild Eye project.
- 6.2 DK asked TK and AB for their observations on how the Board is working and progressing. TK and AB provided positive feedback for the Board.
- 6.3 EA has issued a press release thanking the public for their comments so far and to inform the community what the Board is doing with their comments. EA is now

creating a summary of the range of public engagement and how it fits into the plan.

## **7. SCHEDULE OF MEETINGS**

- 2pm Friday 25<sup>th</sup> September via Zoom
- TBC 10am Friday 9<sup>th</sup> October 2020

DRAFT

# Check and Challenge Scarborough

*Cohort 2: Project Review*

*Towns Fund Delivery Partner feedback (08/09/20)*



# Towns Fund Delivery Partner feedback

# KEY CONSIDERATIONS

## Summary comments

- Overall, a strong package of projects that broadly align with the TF intervention framework and link together well, both spatially and in terms of potential outcomes
- Many of the component parts are emerging – the challenge now is to turn the components into a single, compelling, evidence-based narrative
- Due to the summary nature of the documents they did not provide detail around the evidence of need – we understand from discussion that this does exist and it will be important that this is drawn out in the TIP narrative
- The scale of opportunity came across in the conversation and discussion but it needs to also be clearly articulated in the documentation
- The vision works well framed as an ambition and the seven “strategic ambitions for physical transformation” provide a valuable framework for the identification of projects
- Now need to work back from governance and submission deadlines, to ensure that the remaining work can be completed in sufficient depth and detail for TIP template purposes



# IMPACT REVIEW

## Key points – evidence level of need

- Due to the summary nature of the documents they did not provide detail around the evidence of need – we understand from the discussion that this does exist and it will be important that this is drawn out in the TIP narrative, as it is this evidence that will underpin both the vision as currently articulated and the rationale for the different projects selected
- Where possible it would be good to draw out specific evidence for each of the projects – this should relate to both the realisation of an opportunity as well as addressing a specific need or challenge
- The evidence of need should be both qualitative and quantitative in nature

# IMPACT REVIEW

## Key points – evidence level of need

- Whilst there is good reference to the ‘alignment with national programmes and strategies’ in the TIP section 2 excel, this generally covers only strategic or national level documents – based on documents provided, appears to be limited local or regional rationale or justification for projects set out within the TIP – we know that more work will be done on this element of TIP
- The TIP should include a broad and deep assessment of key issues and challenges, where Scarborough is compared to the LEP, North Yorkshire / NYandER and national averages – it may be that projects are all justifiable, however this needs to be clearly explained
- Whilst commentary is made in relation to the alignment with the COVID-19 recovery, it is not clear how the projects themselves could be impacted by, or resilient to, COVID-19 (for example, the Scarborough Fayre events programme) or how COVID-19 could increase the demand for such domestic tourism
- Sectoral analysis of the effects of COVID-19 on employment would also help here – particularly in sectors related to the proposed projects

# IMPACT REVIEW

## Key points – scale of opportunity

- The scale of opportunity came across in the conversation and discussion but it needs to also be clearly articulated in the documentation
- The vision works well framed as an ambition and the seven “strategic ambitions for physical transformation” provide a valuable framework for the identification of projects
- The TIP narrative will be important for showing the logic and ‘theory of change’ for
  - why these seven ambitions are the most important; and
  - how individual projects will deliver these seven ambitions and in turn how these seven ambitions will help to achieve the overarching vision
- It will be really important that the TIP ensures that this information is “more than the sum of its parts”

# IMPACT REVIEW

## Key points – scale of opportunity

- Evidence to demonstrate demand for interventions in the TIP would be helpful – for example, what is the supporting evidence for the Green construction village, FabLab or Woodend plus in combination with the Cricket Club and Fayre etc
- A complete SWOT would generally support this assessment
- The maps on the final pages of the draft TIP are helpful, however how does this relate to the Town Deal area

# STRATEGY REVIEW

## Key points – strength of vision and realism of economic narrative

- The economic narrative is not currently included in the materials provided and therefore it is difficult to comment on the strength and realism of the vision
- The seven strategic ambitions do all feel realistic and provide a balance between ambition and achievability
- Alongside the overarching economic narrative, it will be important to reference Covid-19 and the potential impact it has on both the economic position as a whole but also specific projects

# STRATEGY REVIEW

## Key points – strength of vision and realism of economic narrative

- TIP 2 has some coherence between the vision and projects, however this is not particularly clear
- It would help to have a flow chart with ‘Theory of Change’ rationale detailed – with a golden thread between the SWOT analysis, vision, project summary and fit with vision, then indicators for knowing when success has been achieved – some of this is within TIP 2 for example the indicators and the project descriptions are good, however this should be clearly defined and clearly link to the SWOT outcomes
- Whilst the vision appears to be relatively clear with regard to health and wellbeing, better connectivity from the station to the coastline and a strong destination for enterprise and the visitor economy through sustainable growth, a diagram showing how the vision relates to the ‘strategic ambition for physical transformation’ would be helpful
- This diagram should link to the SWOT and proposed projects and demonstrate the strength of linkages and rationale between vision and projects, and how this builds on existing strengths or resolves weaknesses

# STRATEGY REVIEW

## Key points – coherence of emerging TIP

- This is a key area that needs to be developed
- It is not clear whether the projects identified are the outcome of a prioritisation process, i.e. there is a longer list and this is the short list
- It would be helpful to include some discussion around how these projects have been identified
- It will also be important to think about the order in which the projects are presented with the more strategic ones, e.g. Station Gateway, first

# STRATEGY REVIEW

## Key points – capacity / alignment with existing / ongoing initiatives

- More needs to be done to draw out how the proposed projects link to existing and ongoing initiatives
- In particular it will be important to show the additionality of the Towns Fund – i.e. what are these projects going to achieve that would not happen anyway
- In terms of match funding there are two areas of development:
  - a wider narrative / analysis of private sector demand / interest and
  - more detail for each project about why or why not match funding is available
- Current information provides very limited details – it will be important to highlight where match funding has been sought but not achieved
- More is needed to understand the Planning Status and Local Plan overlap of the proposed projects
- For some projects e.g. Harbour Regen, Woodend Plus and FabLab, it would be good to discuss market demand for the facilities being offered



# PARTNERSHIPS REVIEW

## Key points – local partnership and collaboration – community engagement

- Stakeholder engagement forward plan and evidence of previous engagement has not yet been provided, so comments here are based on presentation provided and discussion at check and challenge meeting
- TIP should describe different engagement and consultation exercises and activities that have taken place, and how these have informed development of projects and workstreams
- This should not only demonstrate where there is support for the initiatives, but should also highlight any issues raised and how these have been addressed
- The TIP should include a forward plan setting out how the community and interested stakeholder groups are to be involved in further development and implementation of projects

# PARTNERSHIPS REVIEW

## Key points – local partnership and collaboration – community engagement

- There are several quite different and innovative projects and initiatives which would benefit from separate or bespoke consultation / engagement, including:
  - **Wildeye**: it was said during the discussion that community engagement would help to define what each piece of sculpture would look like – this presents a great opportunity for community involvement and it would be useful to see how this public engagement will be carried out
  - **Cricket club**: during the discussion a question was asked as to what engagement has been carried out to demonstrate that the community would support or prioritise this investment above other things, so again it would be useful to see evidence of public engagement / consultation on this

# PARTNERSHIPS REVIEW

## Key points – local partnership and collaboration – private sector

- It appears there has been strong engagement with private sector, but evidence should be provided in support of this, with particular reference to following projects and initiatives:
  - **Station approach:** perceived as ‘flagship’ project for economic development so it would be good to see evidence of robust engagement with local traders and community
  - **Harbour regeneration:** during discussion suggested that there had not been proper consultation with harbour traders about plans, so evidence should be provided about engagement that has taken place and how any emerging issues or concerns have been addressed
  - **Scarborough Fayre:** this is positioned as a great example of partnership working, with this project facilitating ‘grass roots’ groups and festivals coming together, so evidence should be provided describing this approach
  - **Woodend Plus:** in discussion suggested that creative / digital sector would support this, so evidence should be provided of engagement that has informed this view
  - **Cricket club:** in discussion it was mentioned that local traders felt this project would benefit them and the local economy, so again evidence of engagement / consultation should be provided to support this

# PROJECT REVIEW

## Project A – Cycling Improvements (Scarborough Local Cycling and Walking Infrastructure Plan) (£6m of £9m)

Implement the majority of the measures outlined in the Local Cycling And Walking Infrastructure Plan, in particular connections to and from the town centre to the Colleges and the Cinder Track.

- Pros:**
- Aligned with UK government (DFT) [cycling and walking plan \(policy\)](#) and [National Planning Policy Framework](#).
  - Appropriate Covid-19 response including alignment with government’s increasing focus on active travel.
  - Supports clean, green, inclusive growth.
  - Appears to be minimal barriers to delivery.
  - Strongly informed by consultation to date and continuing commitment to stakeholder engagement.
  - Commitment from NYCC to maintain the network on a long term basis.

- Cons:**
- Refers to utilising £3m of funding from North Yorkshire County Council (NYCC) Emergency Active Travel Fund. However, it appears only [£1.2m active travel funding](#) was allocated to NYCC? Where will remaining funding come from?
  - Not clear how this links to main strategies and plans, other than NYCC LTP e.g. LEP and SBC strategies and plans, particularly the Local Plan.
  - Appears to be fairly early in planning phase.
  - No indicative BCR presented at this stage but likely to be high (recognise that BCR is no longer part of the assessment criteria, however, still a factor to be considered).

**Links:** [northyorks.gov.uk/sites/default/files/fileroot/Transport%20and%20streets/funding/LCWIP/Scarborough%20LCWIP.pdf](http://northyorks.gov.uk/sites/default/files/fileroot/Transport%20and%20streets/funding/LCWIP/Scarborough%20LCWIP.pdf)

# PROJECT REVIEW

## Project B – Harbour Regeneration (£5m of £5m)

Regeneration of Scarborough Harbour and West Pier to support tourism, hospitality, fishing, retail and creative industries. Includes creation of 15 market units and repurposing Grade II building.

<b>Pros:</b>	<ul style="list-style-type: none"><li>• Builds on strength of Scarborough heritage (assets and culture), the fishing industry, to attract visitors by enhancing the ‘theatre’ of the fishing industry and improving public amenity.</li><li>• Looks to attract increasingly local, domestic tourists in UK.</li><li>• Supports sustainability of the fishing industry which has been hit by Covid-19.</li><li>• Appears to align with stated UK government aim to support <u>sustainable fishing industry</u> [post Brexit] and Seafood 2040 strategic framework.</li><li>• Strong alignment with local strategies and plans.</li><li>• No asset ownership barriers.</li></ul>
<b>Cons:</b>	<ul style="list-style-type: none"><li>• No matched funding stated.</li><li>• Potential complexity of regenerating heritage assets.</li><li>• No indicative BCR presented at this stage (recognise that BCR is no longer part of the assessment criteria, however, still a factor to be considered).</li></ul>
<b>Links:</b>	<p><a href="https://democracy.scarborough.gov.uk/documents/s74741/17158%20-%20Appendix%201%20DRAFT%20Strategic%20Business%20Plan%20for%20Scarborough%20Harbour%20July%202017.pdf">democracy.scarborough.gov.uk/documents/s74741/17158%20-%20Appendix%201%20DRAFT%20Strategic%20Business%20Plan%20for%20Scarborough%20Harbour%20July%202017.pdf</a></p>

# PROJECT REVIEW

## Project C – Wild Eye of Scarborough Nature Tourism (£1.9m of £2m - £0.1m from advanced funding)

### Creating alternative, arts-nature tourism offer capitalising on natural beauty and wildlife.

- Pros:**
- Looks to attract increasingly local, domestic tourists in UK, in alignment with Visit England's five-year strategy.
  - Green credentials including supporting green training programmes and increasing public support for natural environments.
  - Strong partnerships in project with English Heritage, Welcome to Yorkshire, and Coventry University.
  - Appears to be highly deliverable in near future.
  - Part of Covid-19 recovery.
  - Strongly informed by consultation to date and continuing commitment to stakeholder engagement.

- Cons:**
- No indicative BCR presented at this stage but research quoted suggests it will be high (recognise that BCR is no longer part of the assessment criteria, however, still a factor to be considered).
  - No matched funding but operating costs met locally.

# PROJECT REVIEW

## Project D – Fablab+ (£1.4m of £1.7m)

### Establishing a Fablab (fabrication laboratory) for digital creative / technical skills with co-working and business incubation spaces.

#### Pros:

- Highly deliverable.
- Alignment with Towns Fund goals and supporting inclusivity (particularly related to digital skills).
- Asserts alignment with UK and local industrial strategies.
- Diversifies town centre offer.

#### Cons:

- Assumed £0.3m private sector contribution – is there a plan if this does not come to fruition?
- Running costs reliant on several revenue streams including commercial co-working space which is likely to be risky. Are there plenty of back-up options?
- Marketing Strategy will need to be strong and fit for current circumstances to mitigate the risk of failure – however, good to hear that there will be a group of trustees, a Fablab champion to link with key stakeholders and targeted events to draw people in.
- No indicative BCR (recognise that BCR is no longer part of the assessment criteria, however, still a factor to be considered).

# PROJECT REVIEW

## Project E – Woodend Plus (£2m of £2m)

Extending media centre provision for businesses with creative incubator and event spaces, and a wayfinding ‘museum on the high street’ to direct visitors to arts and cultural experiences around Scarborough.

- Pros:**
- Builds on existing service for creative industries which the document suggests has outgrown its current site.
  - Supports inclusivity in arts and culture.
  - Minimal barriers to project beyond securing TF funding.
  - Will renew vacant town centre premises and diversify town centre offer.

- Cons:**
- No matched funding but operating costs met locally.
  - No indicative BCR (recognise that BCR is no longer part of the assessment criteria, however, still a factor to be considered).

**Links:** <https://www.woodendcreative.co.uk/>



# PROJECT REVIEW

## Project F – Scarborough Fayre (£1.5m of c. £1.5m)

Providing a home for a new cultural festival 'Scarborough Fayre' which will celebrate Scarborough through programmed events throughout the town.

### Pros:

- Builds on cultural and heritage assets with the town centre Scarborough Post Office building earmarked as a potential location.
- Looks to attract increasingly local, domestic tourists in UK.
- Minimal barriers to project beyond securing TF funding.
- Diversifies town centre offer.
- Part of Covid-19 recovery plan to reinvigorate the town centre.

### Cons:

- No matched funding but operating costs met locally.
- Need to consider the revenue cost associated with events programme in terms of alignment with TF guidance.
- No indicative BCR (indicative events and visitors are stated) (recognise that BCR is no longer part of the assessment criteria, however, still a factor to be considered).

# PROJECT REVIEW

## Project G – Improving Scarborough Cricket Club (£0.25m of £0.25m)

Renewing and enhancing the infrastructure at Scarborough Cricket Club to ensure ongoing sustainability and use of this cultural, heritage asset.

<b>Pros:</b>	<ul style="list-style-type: none"><li>• Low cost and easily deliverable.</li><li>• Renewing important cultural and tourism asset to ensure ongoing sporting and cultural events are hosted in Scarborough.</li><li>• Supports inclusivity through improved accessibility and female changing facilities.</li><li>• Minimal barriers to delivery but for desire to avoid impeding cricket season.</li><li>• Maintains significant contribution to annual local economy.</li></ul>
<b>Cons:</b>	<ul style="list-style-type: none"><li>• No matched funding.</li><li>• No indicative BCR but expected to be strong (recognise that BCR is no longer part of the assessment criteria, however, still a factor to be considered).</li></ul>
<b>Links:</b>	<p><a href="http://scarborough.co.uk/scarborough-cricket-club">scarborough.co.uk/scarborough-cricket-club</a> <a href="http://scarboroughcricketclub.co.uk">scarboroughcricketclub.co.uk</a></p>

# PROJECT REVIEW

**Project H – Green Construction Skills Village (£0.5m of c. £3.5m – additional £3m from another government bid but project can be £0.5m in total if that bid is unsuccessful)**

**Expanding the Construction Skills Village training offer to cover a wider range and higher-level of qualifications enabled by new training facilities.**

**Pros:**

- Addresses skills gap building on existing strength.
- Aligned with green building targets including retrofitting.
- Potential to increase/speed up the delivery of housing in Scarborough.
- Partnered with local social landlord (Beyond Housing).
- Part of wider programme but is stand-alone.
- Alignment with [Homes England Strategic Plan](#) (better homes in right places).
- Alignment with [Department of Education Post-16 Skills Plan](#).
- Alignment with UK Industrial Strategy and UN's Sustainable Development Goal #12.

**Cons:**

- No stated BCR but indicative figures provided for business support and people trained – unclear if these numbers are reliant on total £3.5m or just this £0.5m project element. Likely to be a high BCR (recognise that BCR is no longer part of the assessment criteria, however, still a factor to be considered).
- Appears to be highly deliverable.

**Links:**

<http://skills-village.co.uk/>

# PROJECT REVIEW

## Project I – Station Gateway (£7m of c. £7m)

### Improvements to Scarborough Station and surrounding area to create a strong arrival in the town including new public square.

#### Pros:

- Looks to improve integration of public transport options and interchange facilities including car parking.
- Complements with Trans Pennine Rail station redevelopment.
- Supports Covid-19 recovery by improving accessibility and attractiveness of Scarborough.
- Complements Whitby's TF bid by improving ease of travelling between the two towns.

#### Cons:

- No matched funding.
- No indicative BCR (recognise that BCR is no longer part of the assessment criteria, however, still a factor to be considered).
- Not completely clear what the £7m is paying for? Presumed the acquisition of commercial space is required to create the public square and that the council doesn't intend to be a landlord here.
- Unsure if car parking development is driven by desire to replace longer private vehicle journey's by car or to support the town centre. If both then this may have limited green credentials.

**Towns**  
**Fund**   
Delivery Partner