

Let's Talk Scarborough: Survey Findings

August 2024





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Foreword

This report outlines the findings of the Let's Talk Scarborough survey, which took place over four weeks from May to June 2024. We engaged with the community in Scarborough to ask for their input into the creation of the Long-Term Plan for Scarborough.

In October 2023, the then Government announced its Long-Term Plan for Towns which identified 55 towns across the UK to benefit from Long-Term Plans and regeneration.¹

Scarborough is one of the towns chosen to receive £20 million in funding over the next ten years for projects on the following themes:

- Enhancing safety and security
- Reviving our high streets, regenerating Scarborough and enhancing our heritage
- Improving transportation and connectivity

This funding is not just about infrastructure, it's about creating a vibrant, inclusive community where everyone feels at home.

We asked for your input as part of Let's Talk Scarborough to help inform the writing of the Long-Term Plan which we will develop according to your priorities as local people to the town. We will use both the survey findings detailed in this report and from in-person engagement events to help build a vision for the future of the town.

This is a crucial moment in shaping the future of Scarborough and your input is vital. We have a unique opportunity to improve our town and the results of this survey will directly influence how we grow and change for the better.

The Scarborough Town Board, made up of community leaders, employers, local authorities and the MP for Scarborough and Whitby, will oversee and deliver the Long-Term Plan through engagement with the community.

This consultation was the first time we have used a Let's Talk conversation for an issue affecting a specific locality within North Yorkshire rather than the whole county. This approach was well engaged with and saw more respondents in the Scarborough and Whitby area than previous county-wide conversations had done.

¹ Since the general election on July 4 2024, the Government has changed from Conservative to Labour with a review planned of previous funding commitments under the agenda of 'Levelling Up', a term which the new Government has stopped using.

This report outlines what you told us were priorities for you and where you think we should invest this funding:

- More than three-quarters of all responses refer to three areas in Scarborough: Castle, Northstead and Weaponness and Ramshill.
- Nearly three quarters of all comments were about why people are unhappy or very unhappy with the locations they were describing – this is not surprising given we were asking people where they would like to see improvements.
- There are low levels of satisfaction with the theme of appearance and environment and safety and security.
- Responses were largely focussed on the need for redevelopment, open or green spaces, maintenance or upkeep of buildings or places, traffic and roads, facilities, culture, museums and cleaning up the public realm.

There were 1,580 responses to Let's Talk Scarborough. We are grateful to everyone who completed an online or paper survey or got in touch in any other way to express their views.

We are committed to carrying on this conversation with the people in Scarborough and this survey is just the first phase of a ten-year conversation. Over the next decade we will continue to involve you in the decision-making process ensuring that the town evolves to benefit everyone.



Cllr Carl Les OBE

Leader, North
Yorkshire Council



Cllr Mark Crane

Executive member for
open to business, North
Yorkshire Council



David A Kerfoot CBE DL

Chair of Scarborough
Town Board

1.0 Key findings

The survey sought people's views on how and where they want to see £20 million spent on public space improvement in Scarborough. There were 1,580 responses – including 943 comments from people on their level of happiness with, and feedback on, places they identified by “dropping a pin” on a map of Scarborough, and a further 637 agreements showing support for these comments.



- More than three-quarters of all responses refer to three areas in Scarborough: Castle (41%), Northstead (24%) and Weaponness & Ramshill (13%).
 - Given the focus on making improvements, it is not surprising there are far more survey comments about why people are unhappy or very unhappy about the locations they have pinned in Scarborough (72% of comments).
 - Most comments are about appearance and environment (36%), things to do (21%) or transport (13%).
 - The survey themes people are most likely to be unhappy about are appearance and environment (85% of the comments show a rating of unhappy or very unhappy) and safety and security (84% of comments show a rating of unhappy or very unhappy).
 - The most popular sub-themes for comments are:
 - The need for redevelopment
 - Maintenance or upkeep of buildings or places
 - Gardens and open or green spaces
 - Traffic management, roads and pathways
 - Sports activities and facilities
 - Culture, museums and heritage
 - Cleaning up places and providing more bins.
- 

2.0 Introduction, background, and methodology

Let's Talk Scarborough is the latest engagement under the Let's Talk North Yorkshire banner used by the council for our biggest ever countywide conversation, to help understand how the public are feeling, and use that intelligence to improve decision making and inform the council's policy development process.

Let's Talk Scarborough was launched on 6 May 2024 and ran until 5 June 2024 hosted on 'Commonplace', our digital engagement platform. The work was supported by a marketing campaign directing people to the platform, and paper surveys were available from council offices and libraries. An easy read version of the questionnaire was produced and, where requested, alternative formats such as large print were supplied.

A series of 28 events were also held in Scarborough, nine of which were open public events, where a total of 720 people engaged in conversations about the project. Leaflets and postcards were produced to promote the survey and we estimate that nearly 950 of these were distributed to people at these events.

A total of 1,580 survey responses were received – including 943 comments from people on their level of happiness with, and feedback on, places they identified by “dropping a pin” on a map of Scarborough, and a further 637 agreements showing support for these comments.

As usual with self-completion questionnaires, some participants did not complete all questions. This may be because they did not have an opinion on the question asked, but we cannot make this assumption in full confidence. Such 'missing data' is excluded from the results unless otherwise stated. All charts indicate the number of responses received for each question.

The survey results are reported as whole numbers for percentages. As a result of this 'rounding' process there may be occasions when the figures do not add up to 100.

Free text response questions were coded to look for patterns and themes in the responses.

Reliability of the results

The number of responses received as part of the Let's Talk Scarborough survey indicates we can be confident that the survey results reflect the wider view of people in Scarborough and can be generalised to the town's whole population.

While the sample of responses in the survey is broadly representative of the town's population, the over-representation of people from some sub-groups such as age groups will have an impact on the survey results if people from these groups have different views on issues. Demographic group information was not provided by many people taking part in the survey, and this also limits the ability to determine how truly representative the sample of responses.

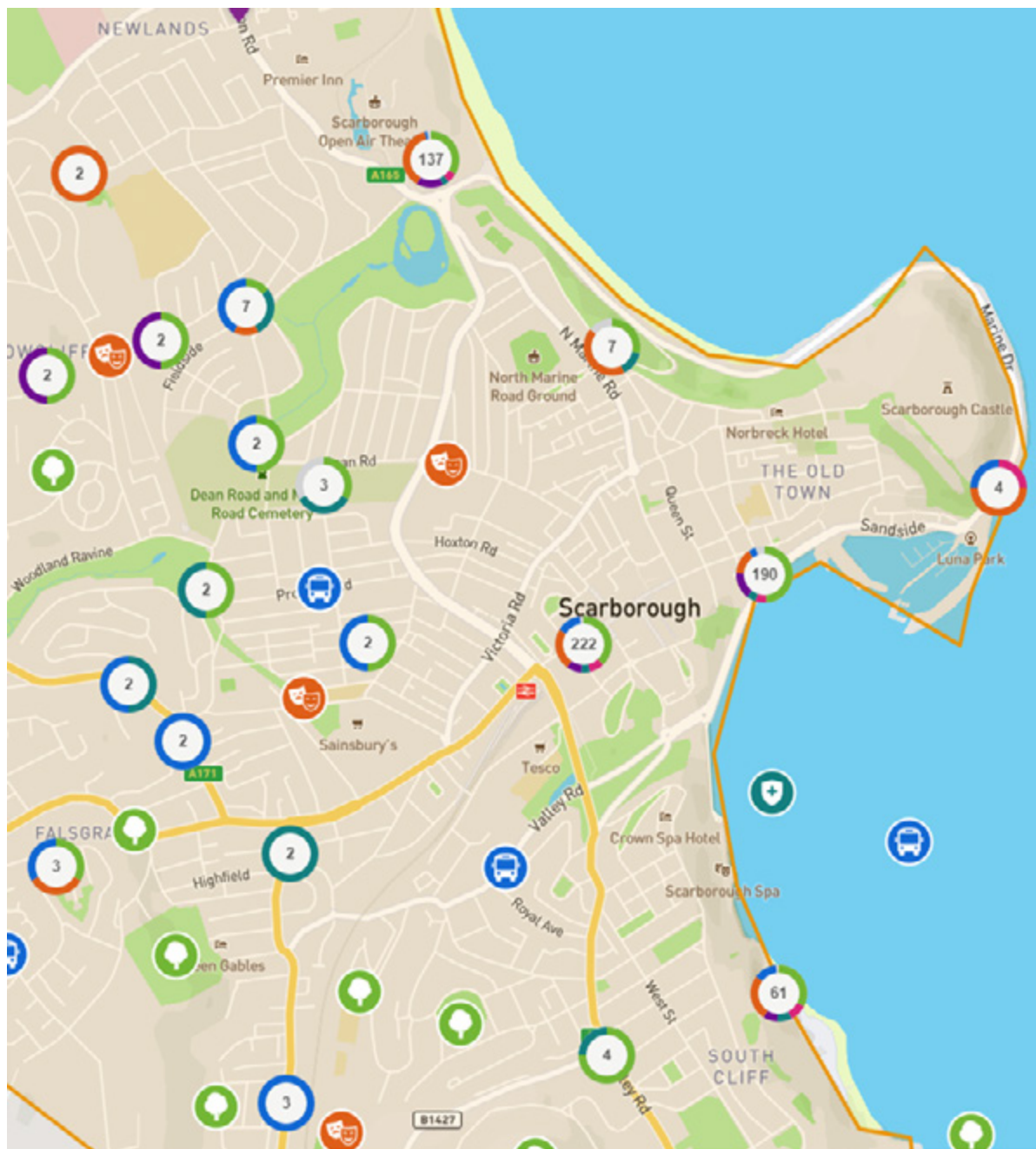
We acknowledge that there is likely to be some survey error in the results, due to the over-representation of certain sub-groups in the sample. Although the survey is not truly representative, we always assume that there will be some sampling error and/or response bias in every survey, and this does not invalidate the survey findings.

3.0 Summary of main findings

The survey received a total of 1,580 responses – including 943 comments from people on their level of happiness with, and feedback on, places they identified by “dropping a pin” on a map of Scarborough, and a further 637 agreements showing support for these comments.

The survey was designed to allow people to drop multiple pins on the map, and about one-third of the people taking part in the survey have done this.²

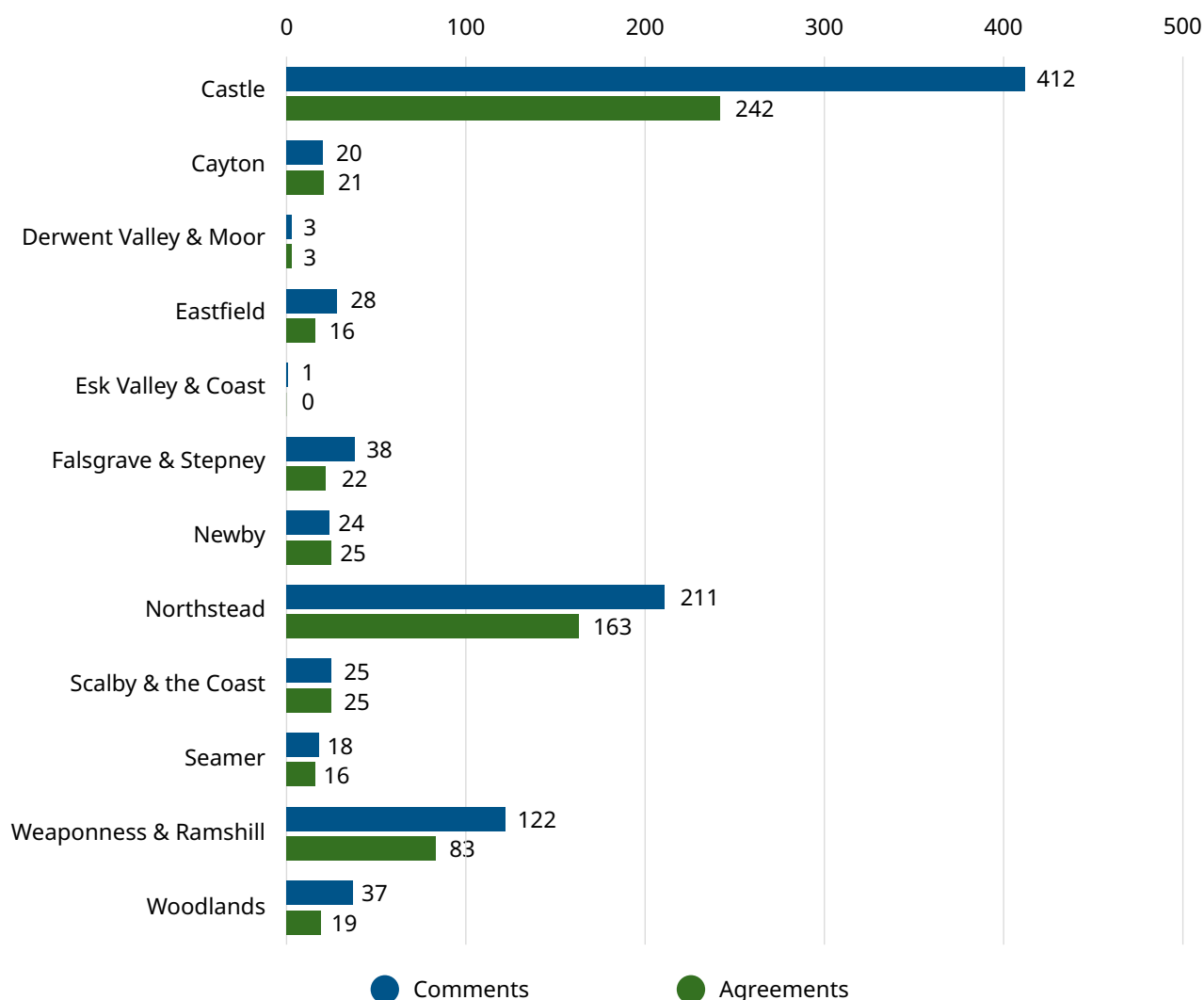
The maps below show the distribution of the comments across locations in Scarborough. Further details can be found at [Let's Talk North Yorkshire | Commonplace](#)



² Around a quarter (120 people) have made between 2 and 4 comments, 6% (30 people) made between 5 and 9 responses, and slightly more than 1% (6 people) made 10 or more comments.

The chart below shows the locations for the responses (comments and agreements).

Pinned locations (1580 comments & agreements)

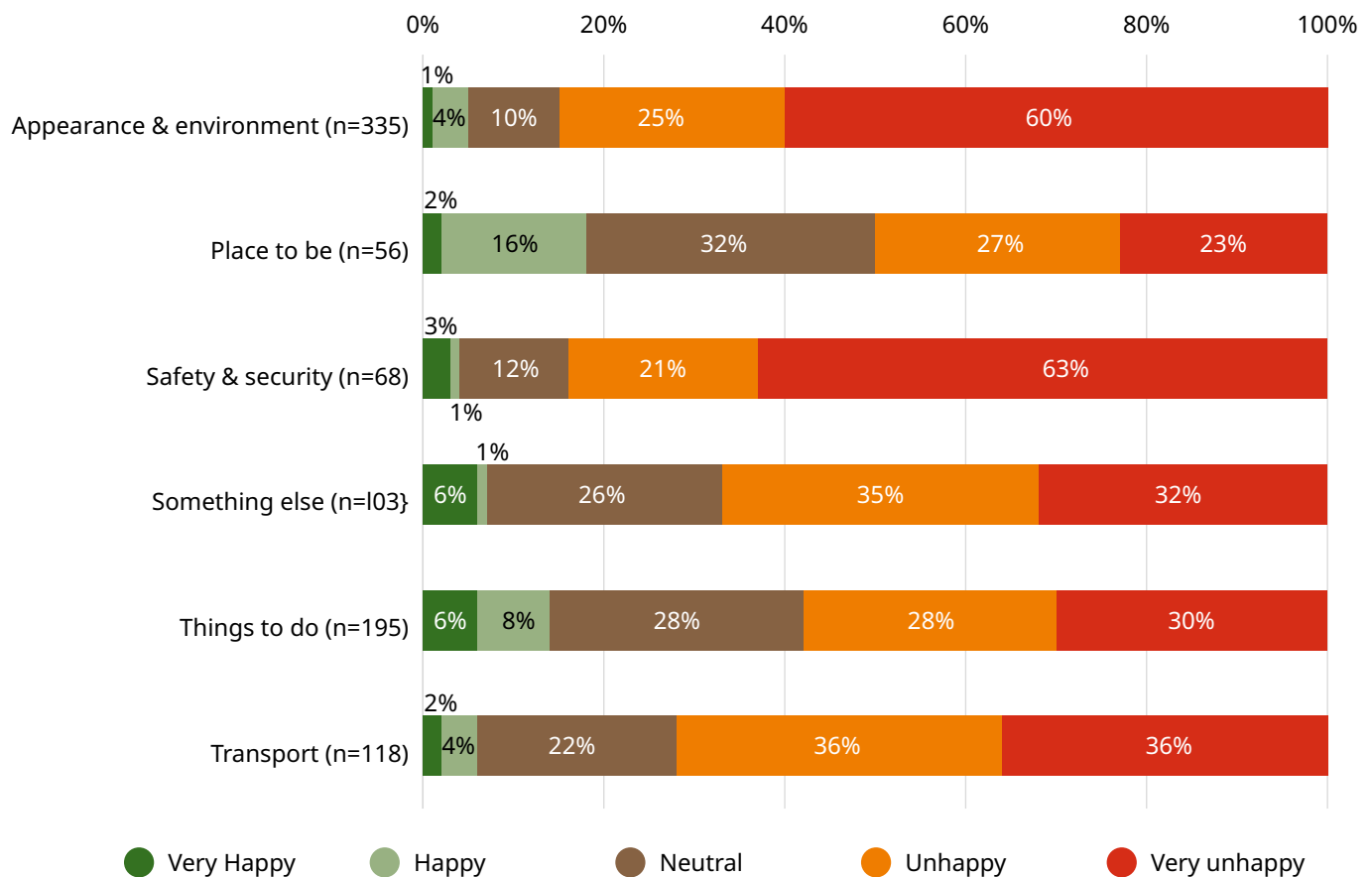


More than three-quarters of all responses (78% of comments and agreements) refer to three areas in Scarborough: Castle (41%), Northstead (24%) and Weaponness & Ramshill (13%).

Overall, there are far more survey comments about why people are unhappy or very unhappy with the locations they have pinned in Scarborough (72% of comments). In only 8% of comments have people rated themselves as feeling happy or very happy about the area identified.

More than three-quarters of the agreements (76%) are on comments made by people who are unhappy or very unhappy with the areas identified by a pin.

Comment themes by happiness (n=930)



The chart above excludes comments where no level of happiness rating was given. There was also one comment about internet and phone reception with a neutral rating.

Most comments are about appearance and environment (36%), things to do (21%) or transport (13%).

Appearance and environment and safety and security are the survey themes people are most likely to be unhappy about. Some 85% of the comments show a rating of unhappy or very unhappy for how people feel about appearance and environment, and 84% of comments feel this way about safety and security.

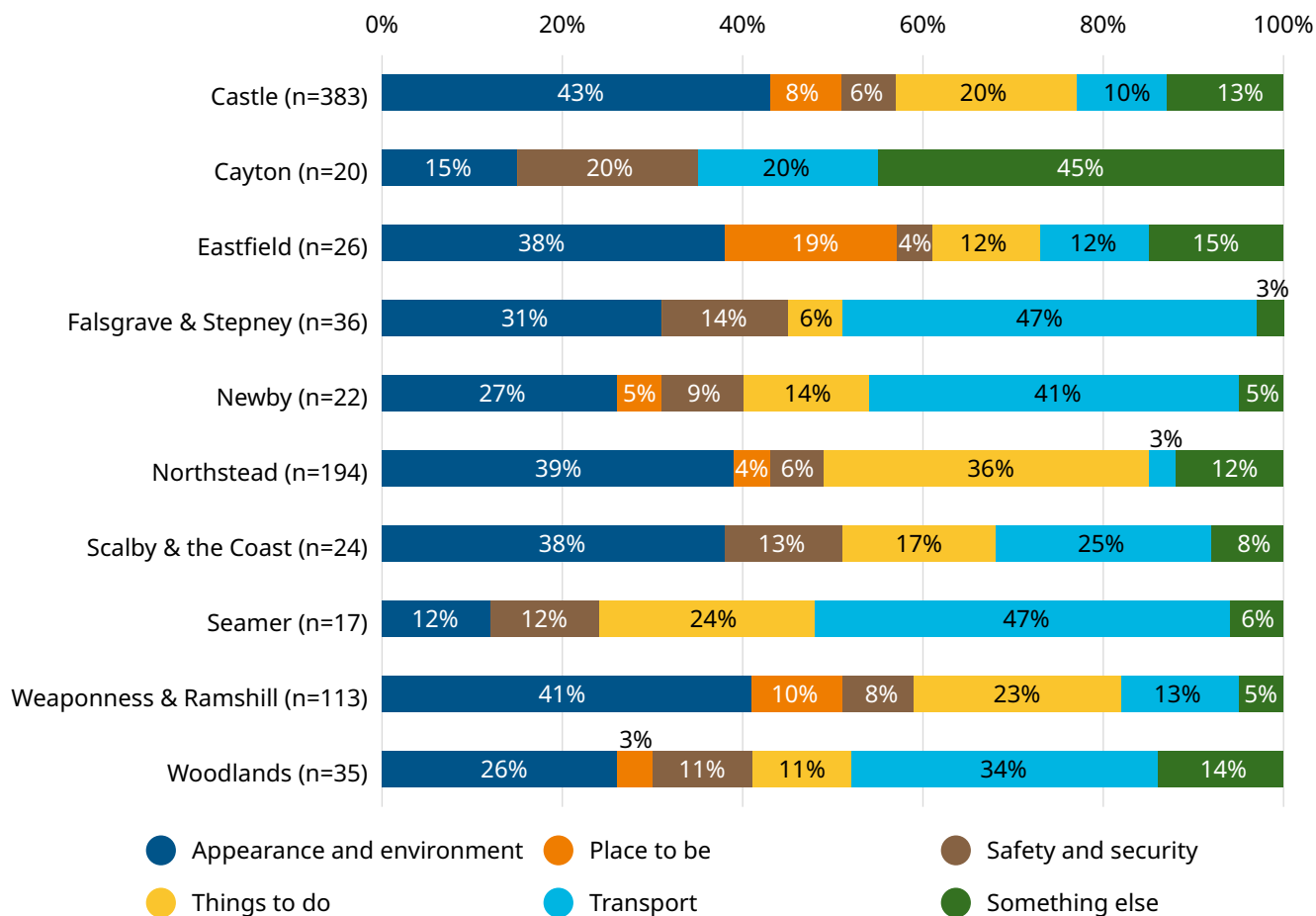
The chart below shows a breakdown of comments by location within Scarborough and by survey theme.

Appearance and environment make up the largest proportion of comments about the Castle (43%), Eastfield (38%), Northstead (39%), Scalby and the Coast (38%) and Weaponness & Ramshill (41%) areas of Scarborough.

Things to do accounts for more than one-third of the comments for Northstead (36%) and nearly a quarter of the comments for Seamer (24%) and Weaponness & Ramshill (23%).

Transport makes up nearly half of the comments for Falsgrave & Stepney (47%) and Seamer (47%), and 41% of the comments for Newby.

Comments by ward location & theme (n=870)



There were also three comments for Derwent Valley & Moor (of which two concern transport) and one comment about the internet and phone reception in Castle.

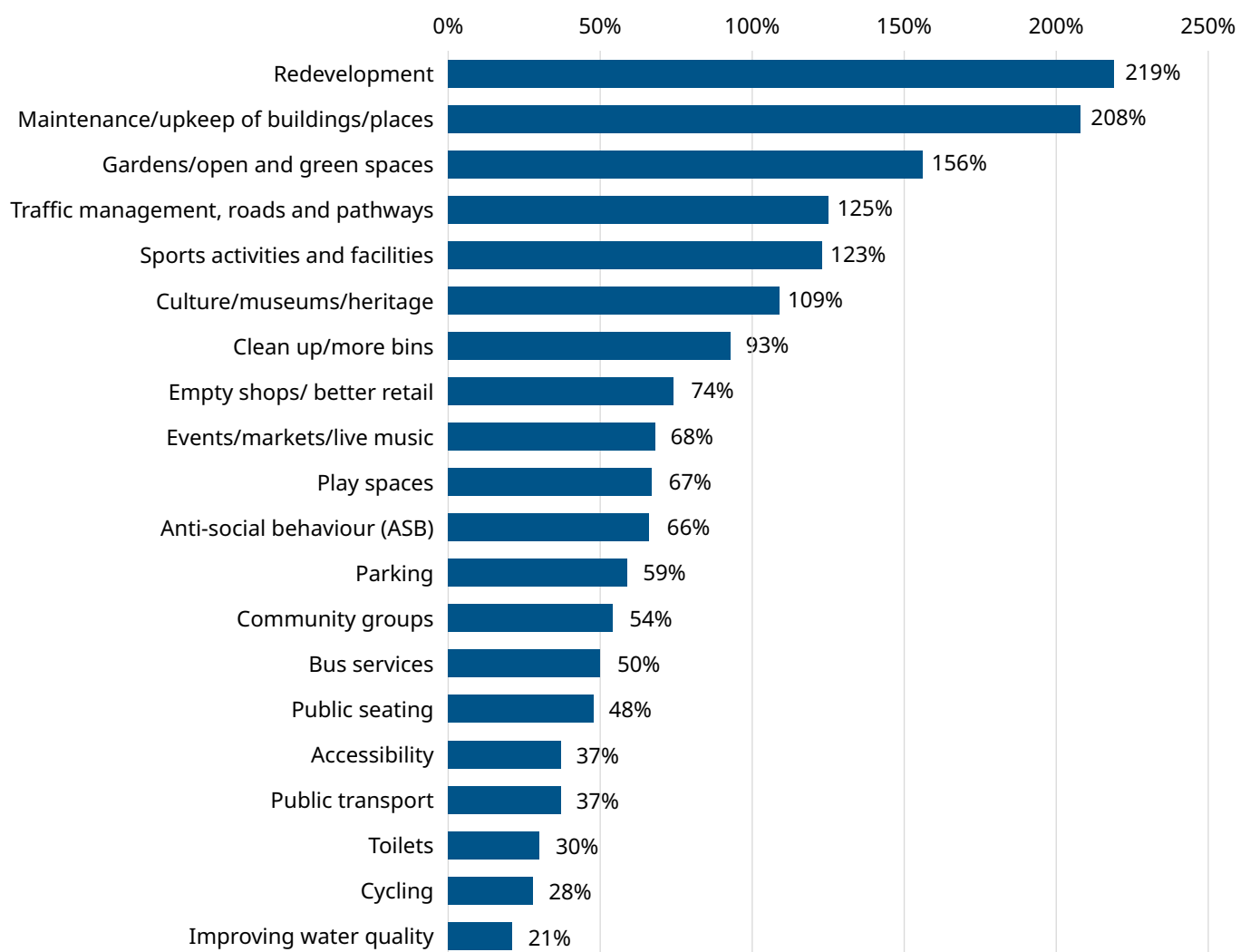
Detailed analysis of free-text comments

We have reviewed the comments made by people taking part in the survey and given them sub-themes to help to analyse and interpret them.

Some sub-themes straddle more than one of the themes in the survey – for example people have made comments about tackling anti-social behaviour under the survey themes of both appearance and environment and safety and security.

The chart below shows the number of comments containing identified sub-themes. Many comments contain multiple sub-themes, and the analysis below covers the issues raised in more detail.

Comments by sub-themes



Appearance and environment survey theme

While most of the comments in relation to this are from people who are unhappy or very unhappy about something in relation to the place they have pinned on the map, there are some comments from people who are happy or very happy (although they may also have suggestions for improvements). These “happy comments” refer to Scarborough’s landmarks or heritage, green open spaces such as Peasholm Park and the North Bay, and work that has been undertaken to improve appearance and environment (as the example comments below show):

- *“Peasholm Park is a real asset for the town.”*
- *“The work done to transform the Aquarium Top was outstanding, as part of Project Sunshine, but it's sad to see that no onward investment or workflow has been implemented to keep it clean and tidy.”*
- *“The gorgeous images throughout the underpass make this a location in its own right and should be made more of. Families spend time looking at all the creatures.”*
- *“The ravine area of the South Cliff gardens has had some wonderful work completed over the last two years (pathways, signposts, fencing) but the trees remain uncontrolled. The original South Cliff Plan refers to 'opening up the historic views' by removing many of the dead, overgrown, or over-planted trees. The plan shows the tree canopy remains but they are thinned out and have their height significantly lowered.”*
- *“Absolutely love the new wall mural at West Street Square, makes the area look more inviting. Would like to see the pond area next to mural replanted and developed.”*

A breakdown of the 336 comments about appearance and environment by sub-themes shows:

- 134 comments about the need to maintain buildings and upkeep of places including lighting. Many of these comments are about ensuring landlords and property owners keep properties in good condition:
 - *“Policy in place to enforce shop owners/landlords to keep their premises in good condition.”*
 - *“Support/encourage leaseholders to uplift their properties with grants /support from North Yorkshire Council.”*
 - *“Take action against the dilapidated buildings on Dean Road, improve signage, update pavements and add seating, general improvement of the area in the coach park and down this area of Dean Road where there are historical buildings.”*
 - *“Huntriss Row is so run down and awful. Can't we force owners of the building there to bring them back in to use? The street is absolutely empty and run down. It used to be the best street in town with banks, shops, and restaurants. Nothing there now.”*
 - *“Steps down to Rotunda Museum from Cliff Bridge Terrace have been closed and in a state of disrepair for at least 2 years now. Looks awful and adds to a feeling that the town is in decline.”*

There are also comments about looking after sites that are due to be redeveloped and the upkeep of gardens and parks, green spaces, and public rights of way.

- 112 comments are about the redevelopment of sites:
 - 66 comments are about the Castle area particularly the old Argos building, Pavillion House, Brunswick Centre, and the old Futurist site:
 - *“There was talk of demolishing the old DSS/Argos building between the market and Queen Street to have a town square. This would greatly improve the area and help regenerate that end of town which is in dire need of it. It would also help existing businesses in the area and bring more custom to the market and market vaults.”*
 - *“The old Argos building is a complete mess. Can it be demolished and the site revitalised as was suggested a couple of years ago?”*
 - *“The pavilion building. A complete eyesore for tourists, it's the first thing they see when they arrive via train.”*
 - *“Support businesses to remain open in the town. Fill the Brunswick Centre with a cinema or other retail.”*
 - *“Please complete the multiplex cinema as soon as humanly possible, things have been promised in the past (old Atlantis & The Futurist sites etc.) and haven't been delivered, it's unfair to the community to keep stringing us along like this.”*
 - *“The Futurist Gap is like a missing front tooth in Scarborough's smile.”*
 - 26 are about places in Northstead, including derelict buildings on Queen's Parade and old outdoor pool area in North Bay:
 - *“The old Scarborough Fayre building is an eyesore and we are concerned about the safety of the building.”*
 - *“The building that used to be Scarborough Fayre on Queens Parade has been derelict for many years and is an absolute eyesore. I don't know who owns it, but if you could compulsorily purchase the building and renovate it into 1 and 2 bedroomed apartments this would help the housing situation in Scarborough and make the area more attractive.”*
 - *“The old outdoor pool area has been derelict for years. After the failure of Benchmark to regenerate, I suggest it is at least grassed, wildflowers or the like sown, simple paths and picnic tables placed there.”*
 - *“Please do something about the old north bay pool site. It's an eyesore and so much could be done with this space. Maybe like the Italian Gardens on the south cliff. A paddling pool for kids?”*

- 13 are about places in Weaponness & Ramshill, especially the derelict beach huts/changing rooms/chalets:
 - *"The boarded-up beach huts make the whole of this area appear neglected and unloved. They are a shameful example of failure to maintain this part of Scarborough and reflect badly on the overall impression of the South Bay."*
 - *"The old bathing house. This building needs to be renovated and used for the community or leisure. Perhaps a restaurant or showering facilities for beach users."*

Many of the people making comments about redevelopment are frustrated about planned developments not taking place or being postponed indefinitely and say the sites have become "eyesores." There is some support for turning these into community or usable open spaces pending redevelopment taking place:

- *"Develop the site or let someone else develop it! If it's not to be developed immediately then landscape the whole site with beautiful seating, planting etc. whilst plans are confirmed but hurry up please. I'd like to see something in my lifetime, it's been a mess now for around 20 years!!"*
- *"Another example of an unfinished project indicating that Scarborough does not respect its heritage, views and appearance. Pull it down or restore it for use (shops, art studio, arts cinema, I don't know!)"*

Some people have also highlighted the need to preserve some historic buildings and expressed regret over the previous loss of these, especially when sites have not been redeveloped (or in the case of the former Futurist site been replaced by temporary attractions that are disliked by some).

- *"The old Futurist site is unsightly, and the temporary big wheel does not do it justice."*

There are 71 comments about the need to provide more bins and to clean up places by removing litter, dog mess, seagull droppings and flyposting. Comments apply to the station area, creating a poor impression for visitors to Scarborough, and other sites across Scarborough including comments about clearing up after campervans/motorhomes parking on North Marine Drive.

- *"Please spend some money jet washing the pavements in the town centre. So depressing!"*
- *"Dirty, littered streets in High Street. Spend some money on jet washing the pavements - bird droppings, dog poo. Educate people about litter - notices. Invest in some well-designed, smarter, user-friendly bins with sections for recycling cans etc."*
- *"There is no getting away from it, our town is looking scruffy. Fast food litter, seabird droppings and dog mess are the prime culprits. This is by no means a dig at dog owners, but there are rogue elements who don't pick up. At this time of year the seabird droppings are very unpleasant, not only a slipping hazard but they stink."*

37 comments mention empty shops and the need to attract new retailers offering a better choice of shops – these comments also mention the need to improve shop fronts, ensure landlords take responsibility for maintaining properties, converting empty shops or the places above shops into housing. The comments are often about the town centre (High Street, Huntriss Row, Brunswick Centre) but also about Eastfield and other places.

- *“Shop fronts need improving - there are trees growing out of the gutters in some places.”*
- *“Where there is a plan for empty units, such as the Brunswick Shopping Centre, use large and colourful posters to fill the shop front windows of all empty units to communicate what those plans are and a likely timescale. This would demonstrate that regeneration is underway and help dispel the impression that the centre is in decline.”*
- *“Please do something about all the empty shops, either significantly lower rent so local businesses and rent them or at least maintain the buildings by painting them etc and maybe put large printed murals of Scarborough in the windows, as at the moment it looks very shabby and unloved. How can we expect tourists to come here and also come back again when it looks so run down and unloved?”*
- *“I would like the empty upper floors over the shops to be converted to living accommodation. Flats/apartments for first time buyers or rentals for singles or couples (1 or 2 people only). Bringing people into the high street could have a positive impact on the shops.”*

Things to do survey theme

There are 195 comments made under the survey theme of things to do:

- 78 comments mention sports activities or facilities with strong support for reopening the Alpmare water park, ensuring it remains open and is affordable for residents, having a tidal outdoor swimming pool or lido, and better facilities for water sports.
 - *"You need to invest and reopen the Alpmare Swimming pool. This attracts tourists to Scarborough and also local residents also want to use the pools."*
 - *"Alpmare is a fantastic tourist attraction. Reopen asap, if no buyers, the council should run it. Rethink the business model. Offer more ticketing flexibility e.g. shorter cheaper sessions as well as half/full day. Open up membership/residents' options. Run more community sessions there. Link the surrounding (mostly derelict) area up via paths to seafront, north bay."*
 - *Re opening Alpmare has to be a priority but done so with a provider who engages and understands the importance of local custom.. It's my firm view that offering incentives for locals to use more out of season would be beneficial for the business. Also, I would have thought given current energy costs, the Council and a future operator may be able to agree a creative solution to ensure that fluctuating and high energy costs do not mean the operating business becomes unsustainable and unviable (i.e. some sort of costs share re energy bills, or a cap over which the council / local government subsidise)."*
 - *"The South Bay Bathing Pool was the finest lido in Britain and filling it in was utter short-sighted folly. With global warming, the need for an outdoor pool can only grow. An ultra-modern interpretation of the original concept would be a facility of national importance and put Scarborough back at the top of the aquatic league where she once was."*
 - *"Please can there be a tidal sea pool built. It will be a great safe space for people to swim in the sea and be really good for people's health. Lots of people would love to see this happen and would support it."*
 - *"The town needs to invest the money in improving the local sports facilities. Golf clubs and bowling clubs and other sports like cricket and local football some that are over 100 years old and still thriving need investment in their facilities to cope with the changes in the climate and other challenges."*
 - *"Provision of a water sports facility to support the local canoe club and encourage safe use of our fantastic coastline. Providing easier access to all of our waterfront with ample parking and boat/water sports equipment drop-off locations would encourage many more visitors to use the north and south bay for water activities." Provision of water sports facilities would help local volunteer coaches to provide safety training courses in a safe environment.*
 - *"Outdoor showers and changing for surfers, kayakers and swimmers."*
 - *"Gallows Close provide an amazing service for young people and families in the area. They would benefit so much from an upgrade to the Multi use games area and have the opportunity to access Football Foundation investment to create a Playzone, which would be a fantastic facility."*

- 42 comments refer to gardens and parks, open and green spaces.
 - *"Would like to see a bandstand in the town centre for performers. Something ornamental."*
 - *"The Japanese garden is a wonderful asset but is always closed."*
 - *"Tree walk (lit in winter) should be restored and open all year round. A much-missed attraction from my childhood."*
 - *"Reinstate tree walk illuminations at Peasholm Park and reopen boating pond. Both attract footfall to the area as they are attractions and features not at competitor resorts and are something that visitors often reminisce about and say that they miss."*
- 40 comments mention play places for children.
 - *"Update the park for the children who live on Edgehill, the park is not very good and the children up here don't have a decent place to play."*
 - *"Children's play area Newby Farm Road needs update/maintenance and further facilities for all/smaller children."*
 - *"Peasholm Park needs to be upgraded, why the obsession with golf? It must be the biggest public park that doesn't have any children's play facilities - get rid of the pitch and putt and replace it with either an adventure playground or a splash pad / paddling pool."*
 - *"The park overlooking the sea needs updating. Nothing at all for young children!"*
 - *"Use the land that's just been let go, for a free or low-cost destination themed children's playground, well built with indoor and outdoor activities. A site with cafes and toilets. Picnic tables, etc taking in the view of the North Bay."*

- 40 also mention maintaining or developing museums or other cultural buildings to celebrate Scarborough's past and to attract visitors. Suggestions include developing tourist facilities to welcome visitors.
 - *"I think opening the old Scarborough jail as a historical attraction could bring money into the town."*
 - *"Historic buildings that we do not utilise: Scarborough prison could be an attraction in itself, no not a themed vacation stay for a private firm to profit. I mean a visitor attraction filled with historic facts and stories of its inception and prisoners, staff and filming history. Scarborough does not exploit some of its historical buildings and areas enough."*
 - *"Please can there be a tourist information centre somewhere in Scarborough e.g. at Beeforth Hive, The Spa, The Library, The Train Station, The Market Hall? It could have a shop with Scarborough related items to buy and maybe a cafe like you find at other places. We are really lacking this in Scarborough and it would be great for locals and visitors."*
 - *"Please can we have a Scarborough Museum in the Town Hall Building about all things Scarborough, it is such a shame there is nothing like this in Scarborough."*
 - *"Use the futurist site to design and construct an aquarium and marine education Centre in a spiral design up the hillside incorporating a top-class restaurant at the very top suggestion take a look at the one in Boston USA to a winner we would have a huge increase in learning all about ocean life right here in Scarborough."*
 - *"The Town Hall is prestigious. Now that the council is no longer, perhaps it could be turned into a "town space". We need Tourist Information Centre for a start. And perhaps it could accommodate the museum and art gallery too."*
- 37 mention indoor activities, including the Alpamare water park and multiplex cinema.
 - *"Cinema complex not a bad idea provides something to do in colder months but needs to be done right."*
 - *"The town needs a multi-screen cinema. The Brunswick Centre would be the right place for this."*
 - *"I think you should build an indoor leisure facility - 10 pin, ice rink, crazy golf axe throwing, archery, whatever. Things for visitors to do in all weathers."*
 - *"We should build please a centre that doesn't compete with all the other businesses on the front but provides additional recreational opportunities for visitors (particularly in the wet!!) Ice-skating, axe throwing, escape rooms, speak-easy live daytime music, etc."*

- 25 mention events, markets and live music – sometimes in relation to the redevelopment of the Brunswick Centre, development of a town or market square in the town centre, or upgrade to the open-air theatre.
 - *"I'd like to see many more cultural events down at the front and in the high street - they are invariably well-received."*
 - *"Support the Scarborough fair so it can continue for years to come, beyond 2026!"*
 - *"This is a totally underutilised space. It could be used as an event/ entertainment/ community space. Provide services/infrastructure to allow it to become a multi-use space for visitors and locals alike."*
 - *"Please can we have a market square area built outside the market hall for the whole community to be able to gather in, have shops and events at etc."*
 - *"Town square - open it up to create a focal point for events etc."*
 - *"Fully enclose the Open-Air Theatre to provide a year-round facility for entertainment, functions and conferences."*

Transport

There 118 comments with the survey theme of transport:

- 46 comments mention traffic management and highways including fixing potholes, resurfacing roads, new traffic lights and crossings, and pedestrianising areas. Other comments on potholes and resurfacing roads were made under the survey theme of appearance and environment (36 comments).
 - *"Resurface roads instead of patching up. Patching breaks up again in a short time and makes the problem even worse."*
 - *"Get a system that links all the traffic lights in and around the town to optimise traffic flow."*
 - *"Make the crossing turn green straight away - there are traffic lights in either direction, so traffic is going to be held regardless, and at least with an instant green man delay to people walking to minimised."*

- 39 comments mention bus services and 26 cover public transport more generally – usually train services.
 - *“Increase public transport. Reduce the number of car parks in the town centre and increase car parking charges.”*
 - *“Improve rail links to Hull and York. Always cancelled, trains always dirty. It doesn't encourage people to visit.”*
 - *“Electrify rail between Scarborough and York, then maybe also electrify the Scarborough to Hull line, meaning Scarborough could have faster and more frequent services, along with new, modern and clean trains.”*
 - *“The number of hourly trains to and from Scarborough needs increasing. Trains are always cancelled, dirty and - sometimes you cannot get a seat! Speak with the Train companies. If any improvements can be made, advertise these to the public.”*
 - *“I would love to see more buses and trains in Scarborough,”*

The comments about buses include comments on improving bus services (frequency of services and later operating times in evenings) and better bus information, signage and maps to help visitors use them.

- *“There are opportunities to enhance the town's bus network and services. More frequent services, fare/ticketing offers, enhanced passenger facilities, better information provision and integration with walking, cycling and rail improvements/ services would all enhance Scarborough's bus and sustainable transport offer.”*

Improving the park and ride scheme is also a popular suggestion.

- *“It's great that there is a park and ride scheme but more should be done to incentivise its use and keep cars out of the town centre.”*

16 comments are about providing more cycle lanes or improving the infrastructure to make it easier and safer to cycle in and around Scarborough.

Safety and security

There are 68 comments on the survey theme of safety and security.

- 24 comments mention anti-social behaviour (ASB) with people mentioning the need for more CCTV and a greater police presence to restrict this. Some people also highlight the need for more activities to engage young people:
 - *"Initiatives aimed at reducing ASB. Youth work."*
 - *"We need youth clubs with professionals where it's a few hours the kids are off the street and issues can be picked up by youth workers. Why are we spending infinitely more dealing with higher social care and policing staff instead of working with these kids. Who aren't we giving them the arts and music to give them dreams instead of funnelling the money for that sector in events for middle class people to attend. What is the council playing at?"*
- 21 comments are about the maintenance and upkeep of places, including lighting.
- 21 comments refer to traffic management and highways including the need for the repair and upkeep of roads and pathway, traffic crossing, pedestrianisation, action on speeding.

Other themes

There are 103 comments with a survey theme of something else, and many of these cover sub-themes previously discussed such as redevelopment (26 comments), culture, museums and heritage (17 comments), sports activities and facilities (15 comments) and maintenance and upkeep of buildings and places (13 comments). In addition, 11 comments mention improving accessibility for all groups, people using pushchairs and wheelchairs and elderly people and a further 11 comments mention the availability of public toilets.

Sub-Themes

There are many comments with sub-themes that do not fit easily under a single survey theme such as comments on issues such as parking, community groups, public seating, toilets and water quality.

Parking

There are 59 comments about parking in and around Scarborough, especially about parking for residents and the use of parking spaces by camper vans or motor homes:

- *"Increasingly Marine Drive is being used as a parking site for camper vans. Parking spaces aren't large enough and some vans can take up to three spaces. Because they are so long driving can be tricky as they jut out into the road. May I suggest no overnight parking, use one of the park and ride sites and designate a limited number of parking spaces for vans that need a larger parking space. I can't imagine south coast resorts allowing vans to park on the seafront."*
- *"Make it resident permit only & zone scratchcard only parking, not a general disc zone. Make it a one-way road so there are less accidents of people having to jam on when faced with oncoming traffic and hitting parked cars (heard of this a few times now). Increased parking patrol in the area to fine those parking up without permits."*
- *"Parking for residents is becoming difficult because people use this road to park for three hours and walk to town shops. I am happy to pay for my residents permit but I would the area to be residential permits at all times. There is plenty of town centre affordable parking."*
- *Make more disabled parking for people using the area. ZERO disabled bays on St Nicholas Cliff. Impossible to access hotels on St Nicholas Cliff if you are disabled. Total disgrace."*

Community groups and involvement

54 comments mention the involvement of community groups or need to develop activities for different groups within the community:

- *"Strategic vision for a vibrant Eastfield as a cohesive, community. Its advantage is there is a settled population, fairly good schools and a committed GP practice. An Eastfield strategic forum with money and authority to feedback directly into County decision making, with public accountability - not a toothless talking shop - is required."*
- *"Make a community centre or somewhere that people can gather to socialise like in cities. Look at geek retreat in Newcastle. Somewhere that people of all ages can go to play games together not just teens."*
- *"During half term last year, empty shops in Bar Street and Brunswick were used for free art workshops for kids."*
- *"A group set up for The Mere where local people can have their say on how to help The Mere, and the council to actually take action. Maybe a caretaker of The Mere to help as the outside green team for the council are very stretched and The Mere gets not much upkeep."*
- *"Work with the charity that runs the Old Parcel's Office and Network Rail and TransPennine Express to make the Old Parcel's Office more visible and accessible directly from the platform. Incorporate the Old Parcel's Office into the project planning about station gateway."*
- *"Create something along the lines of a modern youth centre such as a Youth Zone, include things like eSports, all weather 5 aside pitch, climbing walls, sensory room, subsidised cafe. Funded by private and public sector. If this area isn't suitable then consider slightly repurposing the bowls centre and outside space (including the disused shelters to the front) into something more suitable for different generations."*
- *"Allocate land and support locals and groups who want to participate."*
- *"There are lots of people volunteering in Scarborough to improve the environment. But I suspect a little organisation / initiative from the centre could redouble that effort. Where I lived before the parks Dept had a volunteer coordinator who encouraged / managed volunteers, provided tools, expertise, access to other officials to get things done etc. That yielded a lot of 'free' work, donations and cultural activities. (Plus I think there were sources of matched funding for volunteer hours worked.)"*
- *"Active community engagement in the pocket parks on South Cliff."*
- *"Better community consultation. Show us the finances and how it works. Involve local people in future plans."*

Public seating

There are 48 comments asking for improved public seating:

- *"This pedestrian area is constantly used by cars parking to go to the shops. Parking needs to be stopped here. This area should be blocked off for parking and maybe seating instead. When this was first done there were large planters placed to stop parking. Planters and public seating would vastly improve this area and make it safer."*
- *"Completely rethink and refocus town centre away from retail. Places for families. Children to play high street. Little rest spots. Completely rethought. Bring money in and start reinvestment. Needs change in attitude to vibrant and new. Exciting while keeping heritage. So much potential to be stunning."*
- *"Improved facilities, utilities supplied, extra seating, improved toilets, amphitheatre/performance space, visiting food festival/markets, the possibilities are numerous."*

Some of the comments cover issues that fall outside the remit for using the funding available.

The detailed feedback collected will be collated and passed on to relevant services within North Yorkshire Council – for example, the suggestions for fixing potholes and resurfacing specific roads in Scarborough.

Toilets

There 30 comments calling for the improved provision of toilet facilities:

- *"Provide more toilets."*
- *"Restore and re-open the public toilets - never underestimate how important public toilets are to resident/visitor experience!"*

Improving Water Quality

There are 21 comments about the need to improve the quality of the water in both the North Bay and South Bay, and places such as Scalby Beck:

- *"Stop the raw sewage being pumped into the sea."*
- *"Make water companies responsible, make government review policy on allowing this, hold individuals accountable."*
- *"Stop the discharging of untreated effluent into Scalby Beck every time it rains."*

Survey response demographics

Comments were made by people from all parts of Scarborough and from people of all age groups.

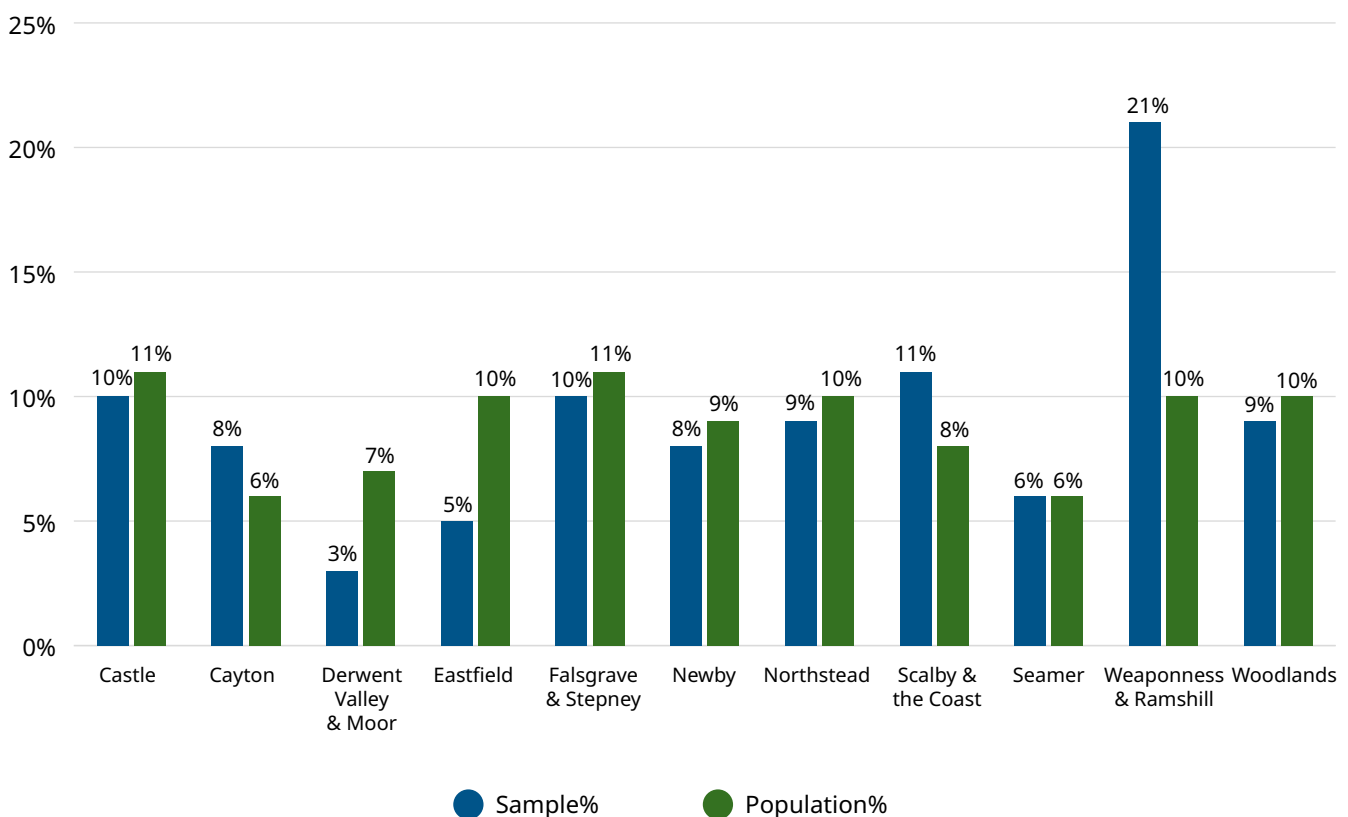
The charts below show a breakdown of comments by location within Scarborough and by age:

Scarborough Ward/Division

The survey sample is broadly representative of the population of Scarborough.

The chart below shows areas such as Derwent Valley & Moor and Eastfield are underrepresented while the Weaponness & Ramshill area is overrepresented in terms of survey comments compared to the population.

Comments by Scarborough location of respondents (n=645)



Comments made by people from outside Scarborough (33) or where their home location is not known (266) are excluded from the chart.

The large number of people who did not provide information on their location limits the ability to determine how truly representative the sample of comments is.

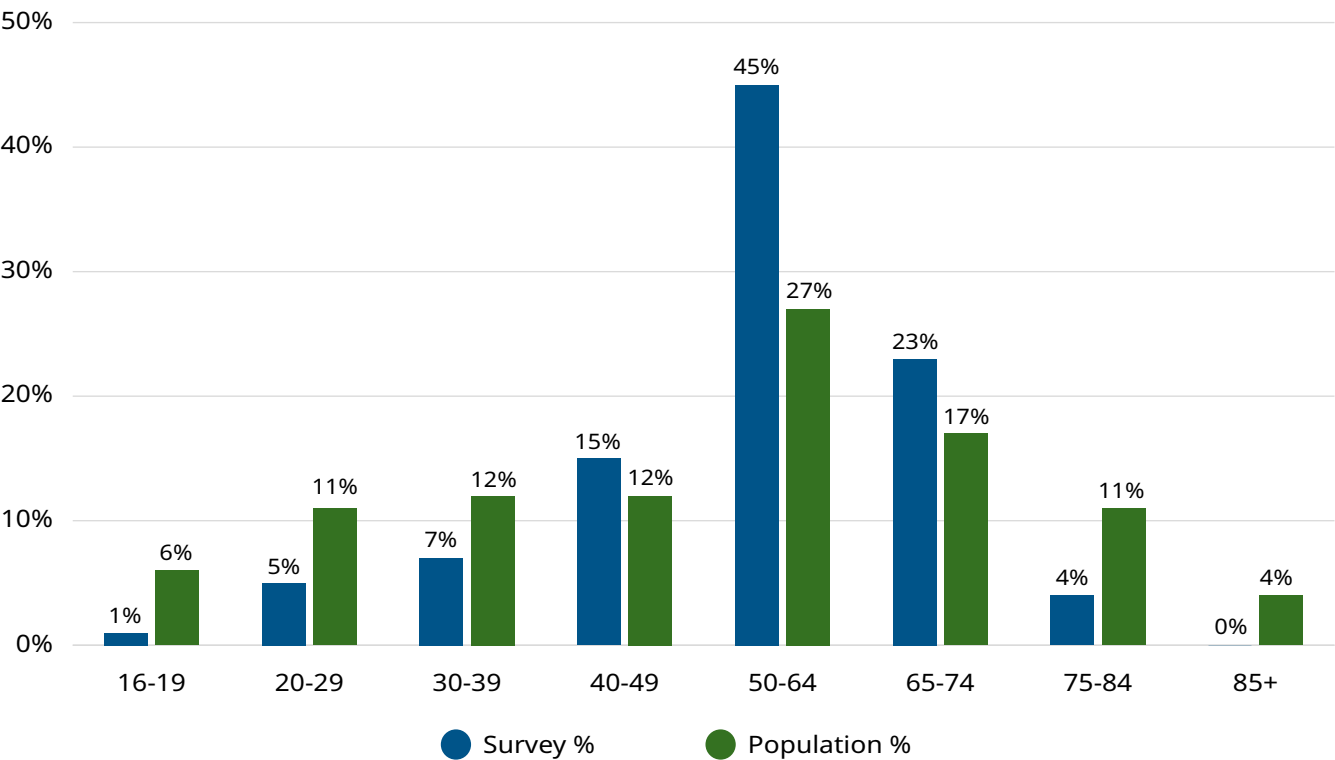
Age groups

The chart below shows the distribution of survey comments made by age group (where this is known), compared to the population of Scarborough.

The chart shows the survey is underrepresented in comments from the 16-19, 20-29, 75-84 and 85 and over age groups and overrepresented for the 40-49, 50-64 and 65-74 age groups.

The figures are based on the Scarborough population and survey responses from people who have provided age group details (257 comments do not have this).

Survey representation v population by age group (n=683)



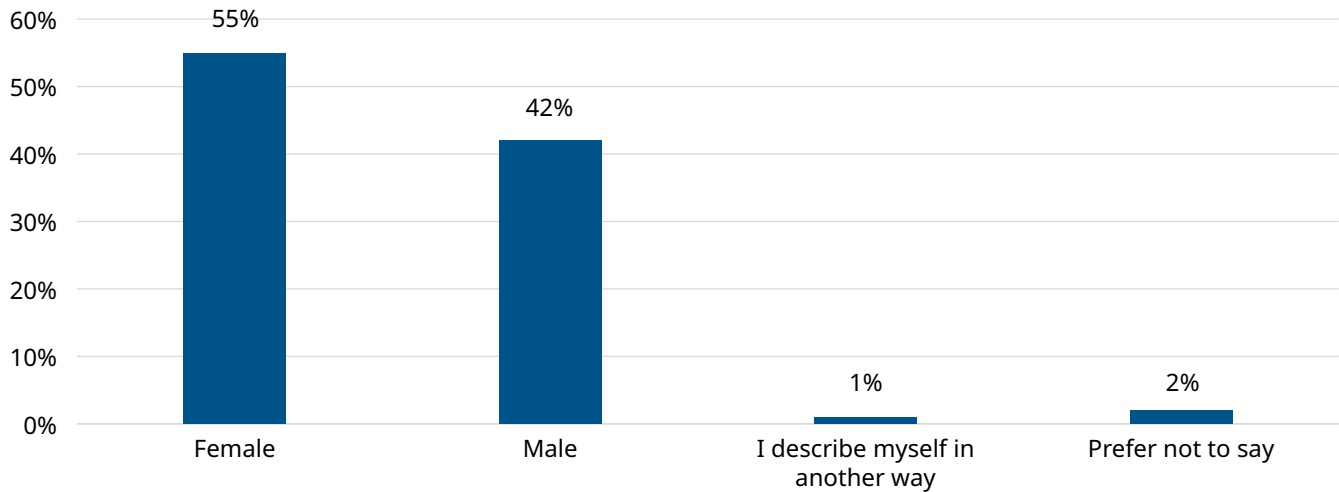
The large number of people who did not provide information on their age group limits the ability to determine how truly representative the sample of comments is.

Gender

The chart below shows a breakdown of the comments by gender, with 55% of comments made by females and 42% by males. There are a small number of comments from people who describe themselves in another way or prefer not to say.

Again, the large number of people not providing information on their gender limits the ability to determine how truly representative the sample of comments is.

Comments by gender of respondents (n=639)



Technical Analysis Notes

The survey is anonymous and there is no way of identifying the individuals who take part.

As part of the survey process each survey contribution is assigned a set of random numbers and letters and each respondent is given a respondent ID consisting of a separate set of random of numbers and letters.

Some respondents have submitted multiple responses, and a count of the respondent IDs shows 474 unique respondent IDs plus 21 anonymous respondent IDs – suggesting that about 495 different people responded to the survey.

This may underestimate the number of people responding if multiple people (such as family members) use the same device/email address (check) to complete the survey.

These respondents have contributed a total of 1,580 responses – in the form of 943 answers to the survey questions and comments to explain their answers and a further 637 agreements to comments already made in the survey.

More than half the respondents (57%) are subscribers to Commonplace, the digital platform used for the survey (i.e. they have signed up and asked to be kept up to date with news about this and other projects).

Around two-thirds of respondents provided one set of comments, but one-third provided multiple comments (most provided between two and four comments).

A breakdown of 922 comments with respondent IDs shows:

No of comments	1	2	3	4	5	6	7	8	9	10	13	14	15	16	20
No of respondents	317	64	35	21	8	6	6	8	2	1	1	1	1	1	1

There were 637 agreements made in relation to comments. Most comments (553) received no agreements while 232 comments received a single agreement and one comment received seven agreements.

No of comments	553	232	99	38	16	2	2	1
No of agreements	0	1	2	3	4	5	6	7

The total of 495 respondents to the Let's Talk Scarborough survey is higher than the numbers of responses received from Scarborough & Whitby for the previous Let's Talk surveys:

Let's Talk Survey	Scarborough/Scarborough & Whitby ACC
Scarborough (2024)	495
Food (2024)	211 (S&W ACC)
Money (2023)	190 (S&W ACC)
Transport (2023)	454 (S&W ACC)
Climate Change (2023)	122 (S&W ACC)
Local (2022)	323 (Scarborough Borough Council)

The LT Scarborough survey was open for four weeks when other LT surveys were open for longer periods – typically eight weeks.

Other LT surveys were also county-wide engagements.

Survey responses are broadly representative of population within Scarborough – subject to where noted and limitations on demographic information as not everyone provided this information.



Contact us

Online: northyorks.gov.uk/contactus

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North Yorkshire Council, County Hall, Northallerton, North Yorkshire, DL7 8AD

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