

Pride in Place Programme - Project FAQs

Programme questions

Q. Where did the project ideas come from?

A. Project ideas were initially put forward from a range of sources, including:

- Proposals developed directly in response to community and stakeholder feedback gathered through in-person and online engagement.
- External project proposals submitted through the thematic groups.
- Projects carried forward from previous Scarborough masterplans.

These ideas were then assessed through North Yorkshire Council's internal processes to ensure viability and placed on a longlist. The longlist was reviewed by the thematic groups, who made recommendations to the Neighbourhood Board. The Board then shortlisted projects into three categories:

- For consideration in the initial investment period.
- Retain for consideration in future investment periods (2 and 3).
- Not taken forward for consideration under the Pride in Place programme.

Q. Why have the project costs and funding requests not been disclosed?

A. The Neighbourhood Board would like residents and businesses to indicate their support (or otherwise) for projects based on whether the project is a need and priority for Scarborough, rather than on perceived "value for money". In parallel with the public consultation, all 11 projects have been asked to submit further details, including full project costs and funding requirements.

Q. How much money has been spent on consultants?

A. The Neighbourhood Board has not spent any funding on consultants to prepare or submit the Pride in Place ten-year regeneration plan, or to carry out engagement activities or other work on behalf of the Board.

Project-specific questions

A) Old Town

Q. What area exactly counts as the “Old Town corridor”, and how will neighbouring streets be treated?

A. The boundary for the Old Town Regeneration project will be developed through engagement and agreed as the Community Plan is created. At this stage, it is typically envisaged this could encompass the area from Queen Street downwards and include streets such as Longwestgate, Friargate and St Sepulchre Street.

Q. How will this tackle anti-social behaviour (ASB) and perceptions of safety in practice?

A. A community partnership will be established. It is envisaged that North Yorkshire Police and the Council’s Safer Communities teams will play a vital role in developing a Community Plan that actively tackles ASB in the area.

Q. Will there be enforceable measures for landlords / long-term empty or degraded buildings?

A. Specific measures have not yet been defined. The first step is to establish a Community Partnership to develop a Community Plan, which will then set out the detailed interventions to be delivered in the area.

Q. Is a new “town square” in scope and how would it be delivered/maintained?

A. A new town square is unlikely to be in scope. Creating a town square would require a considerable level of funding that is not expected to be available within this project unless significant match funding is secured.

B) SQ1 (Brunswick) – leisure-led centre

Q. Why should public money support a private/commercial redevelopment?

A. All public investment must demonstrate public value. Due to high levels of supply and limited demand, residual land values and commercial income potential in Scarborough can create significant viability gaps for development. In other words, buildings can cost more to build than they are worth. Public funding can bridge the gap between the cost to build and the value after development, enabling investment to proceed.

Engagement indicates residents want year-round and evening entertainment and facilities. Supporting private sector investment with public funding can help unlock the Sq1 redevelopment, enhance the evening economy, create jobs and improve town-centre footfall and activity.

Q. What’s the delivery timetable—when will people see it “open and working”?

A. The project is expected to take around two years to deliver once funding is confirmed and in place.

Q. How will affordability be ensured for local families (tickets, venues, concessions)?

A. To be confirmed as the operating model is developed. Affordability mechanisms will be explored through the business case and partner discussions.

C) Sprucing Up Scarborough (public realm / shopfronts)

Q. Which streets get priority and how do you avoid spreading funds too thinly?

A. Priority streets will be agreed using a clear, evidence-led framework that combines footfall data, vacancy levels, safety concerns, heritage value and consultation feedback. Investment will be focused on defined clusters and key routes rather than dispersed across the whole town centre. This allows for visible, joined-up change that builds confidence and avoids small, isolated interventions that dilute impact.

Q. Will there be stronger enforcement on owners for façade upkeep and repairs?

A. Yes, where appropriate. Sprucing Up Scarborough combines support with firmer use of existing powers. Grants and advice will be offered where appropriate, but where buildings continue to harm the amenity of the area, the Council can use enforcement tools such as Section 215 notices, repairs notices and other planning and building safety powers. The approach is “support first, enforcement where necessary.”

Q. How do you stop this becoming “cosmetic” without changing footfall or business mix?

A. Public realm improvements are only one part of a wider regeneration approach. Shopfront upgrades are paired with measures to bring empty units back into use, encourage meanwhile uses, support independents, and improve safety and accessibility. Evidence shows that improved appearance, safety, and activity are key enablers of footfall and business confidence, rather than stand-alone cosmetic fixes.

Q. What’s the plan for long-term maintenance (cleansing, bins, lighting, planting)?

A. Maintenance is designed-in from the start. Projects will align with existing council service schedules, with clearer cleaning rotas, durable materials, and realistic planting and lighting specifications. Where new assets are introduced, responsibilities and costs for ongoing upkeep will be identified upfront to avoid future deterioration.

D) We Are Scarborough – Volunteering Hub

Q. Isn’t this duplicating what already exists (The Street / VCSE networks / online listings)?

A. No. The hub is designed to connect and strengthen what already exists, not replace it. Many opportunities already exist but are fragmented or hard to access. The hub provides a single front door, clearer pathways and active brokerage between people and organisations.

Q. What does the “hub” add without creating overheads?

A. The focus is on coordination rather than creating a new organisation. Added value includes volunteer brokerage, basic training and induction, shared safeguarding standards,

and matching people to roles that fit their skills and availability. Delivery will be lean and largely digital, working through existing partners.

Q. How will success be measured?

A. Success will be tracked through simple, proportionate metrics: registrations, placements, retention over time, and feedback from volunteers and host organisations. The emphasis is on quality and sustainability of volunteering, not just headline numbers.

Q. Will the model be physical, digital, or hybrid—and at what cost?

A. The model will be hybrid. A digital platform will form the core, supported by light-touch, pop-up or co-located presence in existing venues. This avoids the cost of a permanent building while remaining accessible to people who prefer face-to-face support.

E) The Scarborough Fair – culture & events

Q. How will programming quality and value-for-money be assured across the year?

A. Programming will follow a clear commissioning framework with agreed quality criteria, transparent budgets and evaluation after each season. This allows learning and refinement rather than repeating the same formats year on year.

Q. How will events be better publicised and made affordable and accessible?

A. A single, clearer events calendar and coordinated promotion will replace fragmented marketing. Accessibility will be built-in through free or low-cost events, family-friendly scheduling, step-free access, and targeted outreach beyond the peak tourist season.

Q. What's the balance between local talent and headline acts?

A. The programme prioritises showcasing local and regional talent, with selected headline acts used strategically to attract wider audiences. The aim is to grow local creative capacity while still delivering moments of scale and profile.

Q. How will the programme drive sustained town-centre footfall?

A. Events will be spread across the year and linked to town-centre businesses, markets and venues. Smaller, repeatable activities will sit alongside flagship moments to build regular habits, not just one-off spikes.

F) Turning Tides – Young People (15–21) Wellbeing and Resilience Support

Q. How long-term is the support?

A. Turning Tides is a personalised, strengths based coaching model with no set duration of support as everyone is different. Funding and delivery models will prioritise continuity so young people are not dropped after initial engagement to enable long-term impact.

Q. How will referrals work and what's the coverage?

A. Referrals will come through schools, youth services, families, voluntary organisations and self-referral. Coverage will be town-wide, with targeted outreach in neighbourhoods with higher need.

Q. What outcomes will you track?

A. Outcomes include improved wellbeing, engagement in education or training, reduced isolation and risk of NEET status, reduced antisocial behaviour, and progression into positive pathways. Outcome measures will be proportionate and focused on real-world change.

G) Men's Wellbeing Hub

Q. How does this relate to existing groups—is it duplication or added capacity?

A. It adds capacity. The hub acts as a connector, providing space, coordination and referral routes that complement existing groups like Andy's Man Club and Men's Sheds rather than competing with them.

Q. What safeguarding and clinical boundaries will be in place?

A. The hub provides peer support, not clinical services. Clear safeguarding protocols, trained facilitators and referral pathways into health and social care services will be in place.

Q. How is sustainability funded beyond initial grants?

A. Long-term sustainability will be supported through blended funding, partnerships, and embedding the hub within wider wellbeing and prevention strategies rather than relying on a single grant stream.

H) Youth Spaces Network

Q. Where will spaces be located and how will you reach hard-to-reach young people?

A. Spaces will be located across Scarborough in existing community buildings and venues. Locations will be confirmed through the business-case stage, informed by youth voice and accessibility. Outreach will work through schools, youth workers and trusted community partners.

Q. What safeguarding and management standards will apply?

A. All spaces will operate under consistent safeguarding, insurance and management standards, with trained staff and clear accountability, regardless of venue.

Q. Will activities be free or low-cost, with transport support?

A. Yes. Affordability is a core principle. Free or low-cost activities will be prioritised, alongside travel support where transport is a barrier.

Q. How will youth voice be involved without offloading statutory responsibilities?

A. Young people will co-design and shape activities, but statutory responsibilities remain with the Council and delivery partners. Youth voice informs decisions rather than replacing professional oversight.

I) Stephen Joseph Theatre – access & renewables

Q. Why use this fund vs. pursuing Arts Council / Trusts or capital campaigns?

A. The majority of funding for the Stephen Joseph Theatre improvements project has been applied for from the Arts Council. The bid submitted to the Neighbourhood Board is for match funding, which is a requirement for Arts Council funding and accounts for 11% of the total project cost.

Q. How will upgrades (e.g., seating, energy) translate into wider town-centre benefits?

A. The Stephen Joseph Theatre brings significant economic benefits into Scarborough through visitors eating and drinking in local establishments and staying overnight in local accommodation. Improvements will enhance the user experience, increase return visits and support increased economic benefit to the town centre.

Q. Will there be commitments on affordability and community access?

A. Yes. As part of support, the Theatre will continue to provide affordable access, community programmes and outreach activity. Improvements are intended to widen participation, not narrow it.

J) Watersports & Sea Centre (South Bay)

Q. Is South Bay water quality good enough?

A. Water quality will be assessed and monitored in line with Environment Agency standards. Any programme will only proceed where safety and water quality requirements are met.

Q. Why South Bay rather than North Bay?

A. South Bay offers proximity to the town centre, existing infrastructure, public transport, and natural surveillance, making it more accessible year-round and better integrated with the wider regeneration programme.

Q. How will safety, inclusion and affordability be ensured?

A. Design will include accessible changing facilities, inclusive equipment, clear safety management and affordable pricing structures so participation isn't limited to a narrow group.

Q. How will clubs, schools and visitors be integrated?

A. The model supports shared use: schools during the day, clubs and residents in the evenings, and visitors seasonally. This mixed use underpins year-round viability.

K) Community Grant Fund

Q. How will conflicts of interest, transparency and fairness be handled?

A. Applications will be assessed by a review panel that includes community representatives. A robust governance process will be put in place to ensure all applications are reviewed consistently against the published criteria, with decisions recorded to support fairness and transparency.

Q. What are the caps/eligibility, match-funding expectations and monitoring requirements?

A. The criteria for the Scarborough Community Fund will be determined by the Scarborough Neighbourhood Board, informed by thematic priorities aligned to Pride in Place ambitions and community needs. The criteria will clearly outline any match-funding and monitoring expectations and will be shared at pre-application stage.

Q. How will you avoid fragmentation and ensure town-wide impact?

A. The Board will set clear, robust fund criteria grounded in assessment of existing provision and local need to ensure a balanced approach to allocation.