

# SCARBOROUGH PRIDE IN PLACE

TEN-YEAR REGENERATION PLAN



**SCARBOROUGH**  
NEIGHBOURHOOD BOARD

**PRIDE IN PLACE**  
LED BY YOU - BACKED BY UK GOVERNMENT



Funded by  
UK Government

# 1. INTRODUCTION & LOCAL CONTEXT

The Pride in Place programme (PiP) is a ten-year programme investing circa £19.5 million in Scarborough to deliver improvements shaped by local priorities. It focuses on three aims: thriving places, stronger communities, and local voice in action (taking back control), ensuring residents and partners influence how investment is used.

This 10-year Regeneration Plan differs from the Town Investment Plans (TIPs) being developed across North Yorkshire. While TIPs set out long-term visions and priorities for future funding, PiP focuses on what can be delivered now. It builds on earlier work, including the Town Deal, and turns planning into visible change that makes the town more welcoming, safer, better connected and more inclusive. Together, these programmes create a clear pathway from planning to delivery, helping Scarborough grow in a way that reflects local voices, strengthens pride in place, and makes it a better town to live, work and visit now and for future generations.

## **Why this matters for Scarborough**

Scarborough is a town with a strong sense of place. Its twin bays, working harbour and historic headland have shaped life for generations, giving the town a character that is both distinctive and resilient. It is Yorkshire's largest coastal community, home to around 62,000 people, known for its maritime heritage, creative energy, and world-class cultural offer.

Like many coastal towns, Scarborough faces familiar challenges. Some streets and buildings show signs of wear; parts of the town centre feel quieter than they once were; and transport and access can make daily journeys harder than they should be. Opportunity is uneven, and investment has not always kept pace with change. Yet the town's strengths; its coastline, harbour, cultural assets, and strong community spirit remain powerful foundations to build on.

Residents told us they want cleaner streets, safer routes after dark, more things to do all year, and visible reuse of vacant properties. PiP will respond by investing in public realm improvements that feel safe, accessible, and well-maintained, while working with partners to ensure these changes are sustained and build momentum over time.

Redevelopment of key strategic sites within the town centre can help accelerate this change. At Station Gateway and the surrounding approaches, better movement, frontages, and welcoming public realm will lift first impressions and pull activity into the centre and seafront. In the retail heart, the Square One redevelopment (formerly the Brunswick Centre) and the area around the Grade II Listed Scarborough Market present opportunities to reposition the town centre towards a more mixed, experience-led offer; surrounding streets and upper floors can support independent retail, workspace, cultural uses and town-centre living returning life to key streets and celebrating the town's heritage.

PiP provides the flexibility to invest in what makes the town work and to sustain it through ownership, maintenance, and partnership so improvements are felt quickly and last. The goal is long-term confidence: cleaner streets, safer spaces, stronger connections, and a vibrant, welcoming centre.

### **1.3 WHAT THIS PLAN CONTAINS**

This Plan sets out how Scarborough will deliver its Pride in Place programme (PiP) over the next ten years.

It brings together local insight, evidence, and practical delivery tools to show how the town's priorities will be turned into lasting change.

The plan includes the vision for Scarborough, the evidence that supports it, and the framework for delivery and governance.

Together, these elements ensure regeneration is locally led, inclusive and built to last, turning investment into everyday value for residents and creating a town that feels cared for all year round.

## 2.COMMUNITY & STAKEHOLDER ENGAGEMENT

### 2.1 Building on Let's Talk Scarborough

Scarborough's Regeneration Plan is built on what local people have told us. The process began with Let's Talk Scarborough (2024), the community conversation delivered as part of the Long-Term Plan for Towns (LTPT). More than 2,000 residents, businesses and partners took part through workshops, pop-ups, and online tools, sharing what mattered most for the town's future.

That first phase revealed a strong sense of pride in Scarborough's heritage and coastline, alongside frustration with the issues that make daily life harder tired buildings, litter, antisocial behaviour, poor transport and a lack of year-round activities. People wanted to see care, confidence and opportunity restored in the town centre and across neighbourhoods.

The Pride in Place programme (PiP) continues that conversation, moving from vision to delivery. It brought new voices into the process, assessed ideas for early investment, and checked priorities were still right. Between May and December 2025, 1,046 people took part in twenty-two in-person and partner-led events, supported by an online survey. This built directly on Let's Talk Scarborough, creating a single, continuous evidence base for local priorities.

### 2.2 Who We Engaged and How

Engagement was coordinated by North Yorkshire Council and the Scarborough Neighbourhood Board, working with partners including CaVCA, North Yorkshire Sport and Beyond Housing to deliver sessions.

Together we reached people where they already were; community centres, parks, fairs, schools, workplaces, and high-street events making it easy and enjoyable to take part.

We didn't just hold meetings: from summer pop-ups with free ice cream and interactive tombola to graffiti workshops for young people, engagement was lively and accessible. Alongside these creative sessions, we ran world-café discussions, informal chats in parks and fairs, and an online survey promoted through social media. Partners helped reach those who don't usually take part, ensuring voices from every part of Scarborough shaped the plan.

### Reach and Representation

We strengthened representation among groups we wanted to hear more from in 2024:

- Young people (under-18s and 16–29s, including NEET)
- Older residents (65+)
- Disabled people and those with long-term conditions

- Migrant and minority communities

Local businesses, VCSE organisations, schools, colleges, health and care providers, housing associations, landlords and community-safety partners also contributed. This created a better demographic balance than in 2024, with higher participation from both younger and older residents and coverage across all five spatial areas: Town Centre & Old Town, Eastfield & Business Park, North Scarborough, North Bay, and South Bay.

## 2.5 WHAT PEOPLE TOLD US

Quantitatively, residents ranked their top priorities for the Pride in Place programme. The results of this prioritisation are shown in Figure 1.

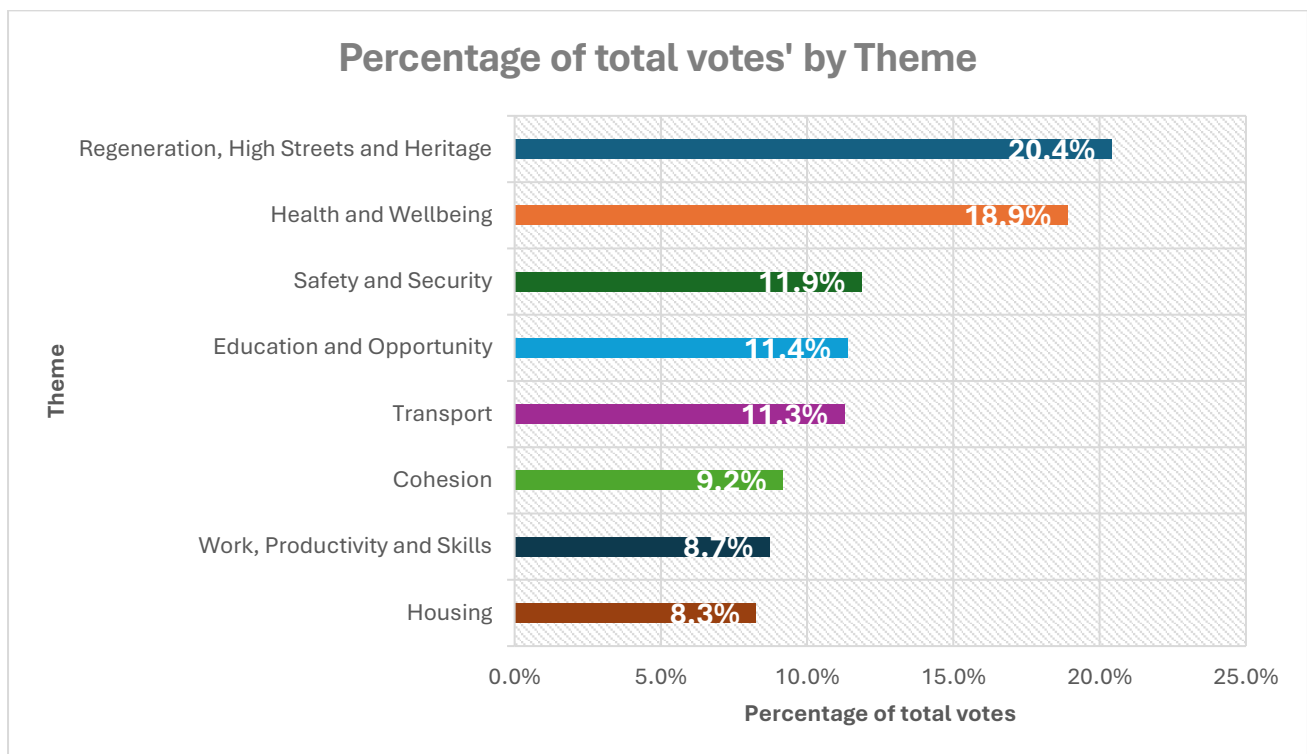


Figure 1 - Percentage of total votes by Theme.

We have consolidated all evidence, quantitative survey results, qualitative feedback, and partner input across every phase of engagement. The summary below reflects the priorities that consistently emerged as most important to the community and stakeholders. The strongest priorities were:

1. **A town centre to be proud of:** cared-for streets, welcoming spaces, heritage that shines.
2. **Safety and support:** confidence to move around, day and night.
3. **Opportunities for young people and families:** affordable, inclusive things to do all year round.
4. **Health, wellbeing, and inclusion:** safe parks, seating, lighting, and easy access to support.

5. **Better transport and road safety:** reliable, affordable ways to get to work, school and social life.
6. **Housing, jobs, and skills:** realistic routes to stay and thrive locally.
7. **Cohesion and identity:** activities and communication that bring people together and tell Scarborough's story.

## 2.6 HOW ENGAGEMENT SHAPES THIS PLAN

Every priority in this Regeneration Plan comes directly from that feedback. People said they wanted change they could see and feel, not just plans on paper. The process has helped refine what that means in practice, focusing investment on the areas and themes that matter most to residents, with an emphasis on everyday care, safety, and pride in place.

This plan commits to keeping that conversation going. The Scarborough Neighbourhood Board will continue to work with local partners and community groups to assess ideas, sense-check proposals, and share progress.

Scarborough's regeneration is therefore not just a set of projects, it is an ongoing partnership with the people who live and work here, built on their ideas, energy, and pride in the place they call home.

## **3. VISION FOR THE FUTURE**

### **3.1 OUR VISION**

*“Scarborough is a proud, confident, and forward-thinking coastal town shaped by its stunning coastline, grand architecture, and rich maritime heritage. Our vision is to create a safe, welcoming, and inclusive place that inspires opportunity, pride, and wellbeing for everyone who lives, works, studies, and visits here.*

*Scarborough is a place where residents, businesses, and visitors can thrive, a cultural and creative powerhouse that celebrates its people and potential. We aspire to invest in our infrastructure, education and skills, and environment, to make our communities stronger, safer, healthier, and better connected.*

*We care deeply about the interests, wellbeing, and happiness of all our residents young and old, ensuring that every generation feels valued, supported, and part of Scarborough’s shared future. We are ambitious for our young people and families, while recognising and respecting the contribution of those who built the foundations of our town.*

*Together, through collaboration between residents, communities, and the public and private sectors, we will shape a Scarborough that is proud of its past, secure in its present, and confident in its future.”*

## 3.2 OUR NARRATIVE: WHAT SUCCESS LOOKS LIKE

### THRIVING PLACES

By 2035, Scarborough’s centre and neighbourhoods will show visible signs of care and confidence. Clean, well-kept streets and upgraded shopfronts will make the town centre somewhere people want to spend time, day, and night. Heritage buildings will be reused and celebrated, linking the town’s past to its future. Public spaces will be greener, more accessible, and better connected, from the bays to the parks, with safer routes for walking and cycling. Local businesses and markets will have the right conditions to grow, supported by more footfall, events, and year-round activity.

### STRONGER COMMUNITIES

Residents will feel part of a town that works for them. Streets will be well lit and welcoming, with visible care and a friendly presence that helps everyone feel safe. Families will have affordable, inclusive spaces to meet, play, and relax. Young people will have places and opportunities that reflect their interests, helping them learn, create, and feel proud to stay in Scarborough. Health and wellbeing support will be easier to reach, through activities and advice available in familiar community venues such as libraries.

### COMMUNITY VOICE AND LOCAL LEADERSHIP (TAKING BACK CONTROL)

People will have more say in how Scarborough grows and how funding is used. Through the Neighbourhood Board and working groups, residents and partners will help shape decisions, review progress, and co-design local solutions.

Skills, enterprise and learning opportunities will link directly to real jobs, and reliable, inclusive transport, better stops, safer crossings, and routes that connect homes, schools, work, and leisure will underpin this empowerment.

## 3.3 HEADLINE OUTCOMES BY 2035

Community Priority	PIP Outcome by 2035
A town centre we’re proud of – clean streets, vibrant high streets, heritage that shines	A cared-for, welcoming town centre with cleaner streets, improved shopfronts, and lively year-round activity celebrating Scarborough’s heritage.
Safety and support – confidence to move around, day and night	Streets and routes that feel safe through better lighting, clear sightlines, visible care and support, and active use in an evening.
Better transport and road safety – everyday access	Reliable, affordable transport with later and more frequent services, upgraded stops, and safer walking and cycling routes.

**Opportunities for young people and families – spaces, activities, inclusion**

Safe, affordable spaces for young people and families to meet, play and learn, with accessible, year-round activities in town and neighbourhoods.

**Health, wellbeing, and inclusion – prevention, green space, connection**

More welcoming parks and public spaces with seating, planting, and accessible routes, alongside regular wellbeing and advice activities close to home.

**Housing, jobs, and skills – realistic routes to stay and thrive**

More secure and better-quality homes, flexible learning linked to local jobs, and practical support for small business and enterprise.

**Cohesion, identity, and communication – bringing people together, telling Scarborough’s story**

Regular small-scale community events and clear local information that strengthen pride, connection, and shared identity across Scarborough.

## **4. STRATEGIC CASE FOR CHANGE**

### **4.1 WHY CHANGE IS NEEDED**

Scarborough has the assets to thrive; a unique coastal setting, heritage, and community spirit but the evidence shows that some everyday services and spaces do not function as they should, particularly where problems cluster in specific streets or at certain times of day. The gaps are clear when you set Scarborough alongside England (and, where helpful, regional/coastal comparators).

### **4.2 SKILLS & PAY: A GAP THAT HOLDS PEOPLE BACK**

Scarborough's economy is shaped by its coastal and visitor offer, but this brings structural challenges. Much of our employment is seasonal and concentrated in hospitality, retail, and leisure sectors that typically offer lower wages and less security. This creates a high reliance on part-time and temporary roles, leaving many households in in-work poverty despite being employed. These patterns limit disposable income, reduce resilience to shocks, and constrain opportunities for progression. The data underlines this reality: productivity per job is just £46,252 compared to £62,751 for England; only 48.8% of adults hold Level 3+ qualifications (England 56.6%), while 14.8% have no qualifications (England 12.4%). Employment stands at 69.5%, with economic inactivity at 44.8%, and although job density is high at 0.81, mismatch and access barriers mean too many residents remain locked into low-pay, seasonal work. Without flexible learning routes, employer pathways, and better evening mobility, these structural issues will persist, limiting Scarborough's economic potential.

### 4.3 TOWN CENTRE VITALITY

The town centre is Scarborough’s economic and social heart, but it is showing signs of strain. Commercial vacancy sits at 18.6%<sup>1</sup>, compared with 10.4% nationally, and town-centre footfall indexes at 90 against the England benchmark of 100, meaning fewer people are visiting and staying. Scarborough also has a higher concentration of food and leisure outlets, 5.3 outlets per 1,000 people, compared with 2.5 nationally but this has not yet

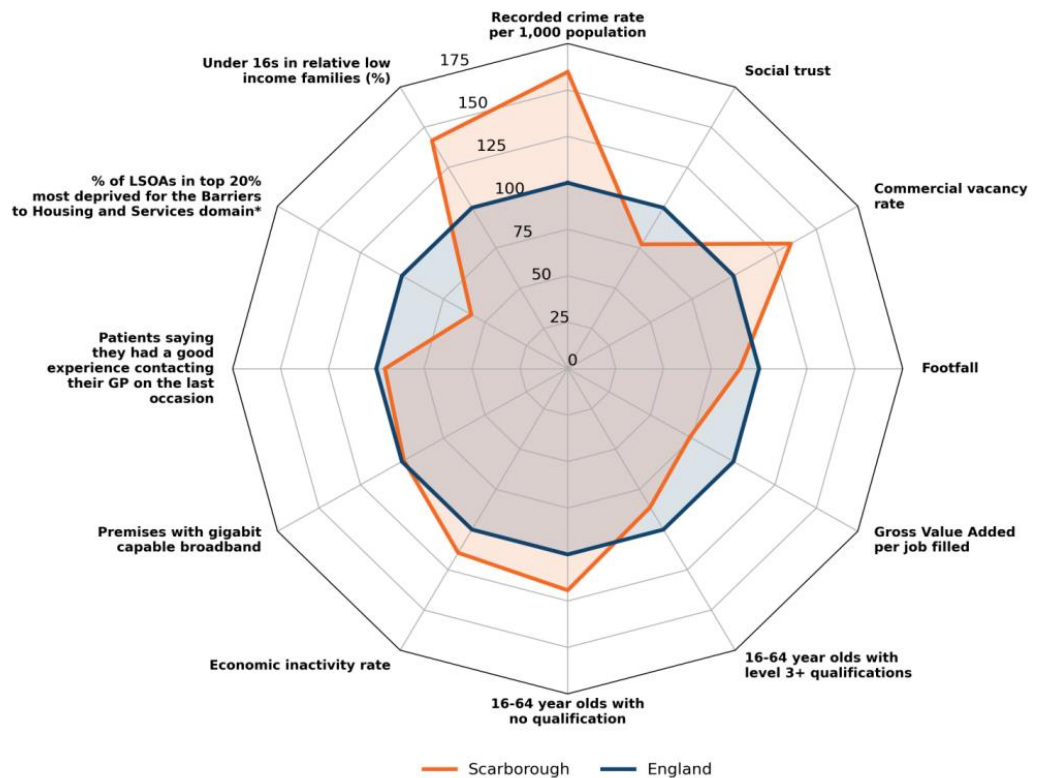


Figure 2 – Baseline comparison of Scarborough and England across key economic and social indicators (MHCLG Data Pack 2023-24).

translated into a thriving evening offer. Nationally, high streets have lost around 20% of retail units and 40% of banks over the last decade, and Scarborough’s pattern is similar, with more takeaways and vape shops replacing key services. Engagement confirmed what the data shows: people see the town centre as tired and underused. 78% of LTPT comments and 20.4% of PIP votes focused on its condition, calling for clean streets, better lighting, attractive shopfronts, a more diverse retail and leisure offer, and activities that bring life back into the town all year.

### 4.4 SAFETY AND CONFIDENCE

Crime and antisocial behaviour remain major concerns. Recorded crime in Scarborough stands at 122.5 offences per 1,000 people, compared with 76.7 nationally, while antisocial behaviour (ASB) is 31.4 per 1,000, more than double the England rate of 14.8. Although these figures may also be influenced by the high influx of visitors during the summer season. Social trust is also lower, with a score of -8%, compared with -3% nationally, this refers to the level of confidence people have in others within their community. Community feedback reflects this: 84% of comments on safety and security were negative, describing areas that feel intimidating, especially after dark. Residents said that poor lighting, nuisance driving,

<sup>1</sup> Local Data Company, *Scarborough Location Overview*, “Overview” tab, retail & leisure vacancy rate, report generated 30 October 2025.

and visible drug and alcohol use make them feel unsafe and deter them from coming into town generally and especially in the evening. Community feedback also highlighted wider concerns about the clustering of Houses in Multiple Occupation (HMOs) and emergency accommodation in the town centre, particularly where residents with complex needs such as drug or alcohol dependency are seen to be not adequately supported. This pattern is seen as contributing to perceptions of risk and undermining confidence in the area. They asked for better lighting, clear sightlines, community patrols, and a friendly presence that makes the town feel cared for and safe again.

#### **4.5 TRANSPORT, HEALTH, AND HOUSING**

Scarborough's connectivity shapes daily life, but current services do not always match how people travel. Residents highlighted gaps in early and late bus services, particularly between the town centre, Eastfield, the Business Park, and the north side of Scarborough. Bus stops often lack shelter, lighting, and real-time information, making travel difficult for shift workers, young people, and older residents. Although 64.8% of residents travel to work by car (England 70.6%), there is strong potential to increase walking and cycling if routes feel safe and accessible. Housing quality also affects wellbeing: 26.5% of homes are classed as not meeting the governments decent-home standards, compared with 15.1% nationally, and housing affordability is tight, with a price to earnings ratio of 8.0 (England 7.7). Fuel poverty is a growing issue, particularly in older housing stock. Around 30.2% of under-sixteens live in low-income families, compared with 21.3% nationally, highlighting deep-rooted inequality. Health services are under strain, with 482.6 GP appointments per 1,000 patients, above the England average of 472.4, yet satisfaction with access remains lower at 64% (England 67%). These issues combine to create real pressures in daily life. Residents said they want affordable, reliable transport, warmer and better homes, and access to support and activities that help them stay healthy and connected.

Building on these insights, the Plan also recognises that movement, activity, and sport are vital parts of daily health and connection. Alongside transport and housing improvements, the Plan will support safe and inclusive infrastructure for movement, activity, and sport, from walking routes and cycleways to sports spaces and local coaching networks. These everyday opportunities for movement strengthen health and wellbeing, connect neighbourhoods, and bring people together. Active travel, recreation, and social sport are key levers for both physical and mental health.

# 5. SPATIAL TARGETING

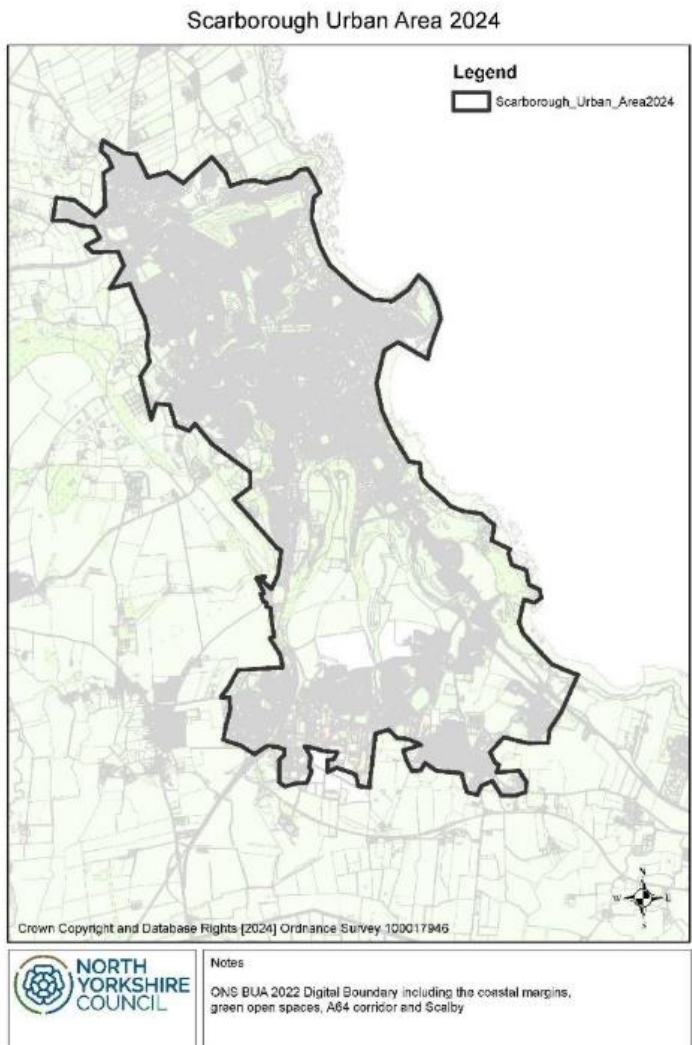


Figure 3 - Scarborough Urban Area

## 5.1 WHY SPATIAL TARGETING MATTERS

The challenges facing Scarborough are not spread evenly across the town, they are concentrated in a few key areas and travel corridors. The Pride in Place programme focuses investment where it can make the biggest difference and create a visible ripple effect of improvement. Our approach brings together:

- The Town Centre and Old Town, where vacancy, safety concerns and a weak evening economy are most visible.
- Linked neighbourhoods and corridors, where deprivation, poor health and transport barriers are concentrated.
- Employment and growth hubs, such as Eastfield and the Business Park, where better connections can help people access jobs and training.

Targeting investment in this way aligns Scarborough's physical geography with its economic and social priorities, supports cleaner and safer routes between neighbourhoods, and reflects what residents said they want most - a town that feels cared for, connected and full of opportunity.

## 5.2 OUR FIVE KEY AREAS

### TOWN CENTRE AND OLD TOWN (CASTLE WARD)

This is Scarborough's civic and commercial heart, the streets where heritage, business, and daily life meet. The area contains some of the town's finest buildings but also its most visible challenges: vacant and underused premises and limited activity after dark. Recorded crime is 166.2 per 1,000 people, with 84% of engagement comments on safety negative. Vacancy

sits at 18.6%, and 62% of households are classed as deprived. Community feedback through Let's Talk Scarborough and PiP engagement confirmed this as the number one priority, with 78% of LTPT comments and 20.4% of PiP votes focused on the town centre. Investment here will focus on visible care, improved safety, shopfront and heritage improvements, and new activity that brings life back into the centre all year round.

## **SOUTH BAY**

The South Bay is home to Scarborough's iconic seafront, which has a mix of historic resort architecture, the working harbour, and the Grade II\* listed Spa. It remains a major driver of the visitor economy, but its public spaces are under pressure from heavy seasonal use and coastal exposure. Footfall peaks sharply in summer and drops in winter, while maintenance and flood resilience need improvement to protect jobs and visitor spend. PiP investment will support environmental quality, resilience, and access, ensuring the foreshore remains welcoming and well cared for year-round.

## **NORTH BAY**

Home to Peasholm Park, the Open-Air Theatre and the North Bay leisure area, this part of Scarborough offers high-quality recreation and green space but suffers from weak connections and limited evening activity out of season. Connectivity gaps make it harder for visitors and residents to move between the bays and the town centre, and underused green assets reduce dwell time after events. Investment here will focus on improving walking and cycling links, better signage, and small-scale animation that extends use into the evening.

## **EASTFIELD AND SCARBOROUGH BUSINESS PARK**

Eastfield is a fast-growing residential area with over 1,000 new homes at Middle Deepdale, sitting alongside the town's largest employment cluster at Scarborough Business Park. Despite this, transport links between the two are weak, and deprivation remains high. The Seamer Station interchange underperforms, limiting access to jobs and training. PiP investment will focus on improving these connections through better bus services, active-travel routes, and safe, direct links to the Business Park, helping residents access opportunity and employers attract local talent.

## **NORTH SCARBOROUGH**

North Scarborough acts as a gateway to the Moors and includes the hospital, the new A&E facility and key education sites. The area has an ageing population, high car dependency and limited active-travel infrastructure. Health inequalities and digital access gaps also affect inclusion. Investment will prioritise safe walking and cycling connections, better links to health and education sites, and small-scale public realm and connectivity improvements that make it easier for all residents to move safely and independently.

While all five areas will benefit, the Town Centre and Old Town remain the highest priority for visible improvement. Early phases will focus here, with lessons rippling outward to other neighbourhoods.

## 6. ALIGNMENT WITH OTHER PROGRAMMES

### 6.1 LOCAL STRATEGIC ALIGNMENT

The Pride in Place programme builds directly on Scarborough's previous regeneration work. It extends the vision and investment frameworks set out through the **Town Investment Plan (TIP)** and the **Town Deal**. PiP investment will sustain and complement major schemes such as the Station Gateway Quarter, new town-centre living initiatives and the repurposing of Square One (formally the Brunswick Centre), and regeneration of the area around Scarborough Market in the Old Town. The PiP will ensure they remain well used, well maintained and fully integrated into the wider town by improving the spaces and connections around them. This includes coordinated management of public realm, lighting and access routes, better pedestrian and cycle links, and small-scale activation that encourages footfall and confidence in adjoining streets. By strengthening the environment around these strategic sites, the PiP turns individual capital projects into a connected network of cared-for, welcoming spaces that anchor wider regeneration.

The programme aligns with the **North Yorkshire Council Plan 2025–2029**, which sets out the authority's priorities of a greener, fairer, and more connected county. Through investment in cleaner streets, safer spaces and better connections between neighbourhoods, PiP contributes directly to the Plan's ambitions for thriving towns and villages, sustainable growth, and strong communities.

PiP also supports the aims of the **Scarborough Local Plan**, particularly around town-centre renewal, housing quality, and sustainable transport. Interventions such as active-travel corridors, green spaces and community hubs align with the **North Yorkshire Health and Wellbeing Strategy**, encouraging everyday physical activity and social connection. The programme also contributes to the **North Yorkshire Economic Growth Strategy**, promoting enterprise and inclusive growth in places like Eastfield and the Business Park.

### 6.2 REGIONAL PROGRAMME INTEGRATION

PiP contributes directly to the priorities of the **York and North Yorkshire Combined Authority (YNYCA) Growth Plan**, particularly in the areas of connectivity, low-carbon transport, inclusive growth, and economic resilience. Through its seven community-driven priorities, our Neighbourhood Plan aligns with and supports the Growth Plan's ambition to create a trailblazing City Region and Rural Powerhouse. Projects to improve bus and cycle links, upgrade Seamer Station, and develop safe walking routes will support delivery of the emerging **Local Transport Plan 4 (LTP4)**. This alignment ensures Scarborough's improvements form part of a wider regional network that connects people to jobs, learning and leisure across the coast to vale corridor.

### **6.3 NATIONAL PROGRAMME ALIGNMENT**

At national level, PiP continues and strengthens the legacy of the **Towns Fund**, ensuring that long-term regeneration remains community-led and locally accountable. It also builds on learning from the **UK Shared Prosperity Fund (UKSPF)**, scaling successful pilots in enterprise support, skills, and engagement into a ten-year framework. PiP directly supports national missions on pride in place, health and wellbeing, and opportunity, responding to recommendations from the High Streets Task Force on vacancy reduction, evening economy and placemaking.

Together, these alignments make PiP the connecting thread between past investment and future opportunity, linking capital projects, social programmes, and long-term stewardship so that regeneration in Scarborough is coherent, inclusive, and built to last.

# 7. MATCH FUNDING & LEVERAGED INVESTMENT

## 7.1 PUBLIC SECTOR INVESTMENT

The £19.5 million Pride in Place programme allocation is designed to function as a catalyst, not the sole source of regeneration funding. It will complement and extend existing public investment already shaping Scarborough's future.

**The Town Deal (£20 million)** is delivering investment into Scarborough such as Station Gateway public realm improvements, Scarborough Cricket Club upgrades, and cultural activity. PiP funding will complement and build on these previous investments. The programme also builds on successful pilots delivered through the **UK Shared Prosperity Fund (UKSPF)**, embedding enterprise support, community engagement, and skills development into a longer-term framework.

PiP aligns closely with the priorities of the **York and North Yorkshire Combined Authority (YNYCA) Growth Plan** on low-carbon transport and inclusive growth, providing opportunities for co-funding active-travel routes, retrofit programmes, and corridor improvements. It also supports the mayor's regional commitment to revitalising vibrant high streets and thriving town centres throughout North Yorkshire, ensuring that Scarborough remains a showcase for visible regeneration and local leadership.

Ongoing North Yorkshire Council investment in housing, transport and key services will be coordinated with PiP delivery to avoid duplication and maximise value for money.

## 7.2 PRIVATE SECTOR INVESTMENT

Private investment is central to Scarborough's regeneration. PiP will work with businesses, landlords and developers to unlock underused space and stimulate growth. By de-risking key strategic town centre sites through feasibility, light retrofit and design guidance, PiP will make vacant upper floors and long-term voids ready for reuse.

Local businesses will be encouraged to co-invest in shopfront and façade improvements, public-realm activation, and meanwhile-use projects. Enterprise and pop-up trading initiatives will give small firms and start-ups a low-cost way to assess ideas, strengthening the town's independent business base. Evening-economy pilots, including cultural programming and improved lighting, will help boost footfall and viability for hospitality and leisure operators.

## 7.3 SOCIAL SECTOR AND COMMUNITY SUPPORT

The voluntary, community and social enterprise (VCSE) sector will play a key role in delivery. PiP will provide capacity support and opportunities to help local organisations take on civic-pride projects such as greening, play spaces and neighbourhood clean-ups.

Delivery will be collaborative. Organisations such as Beyond Housing, CaVCA and North Yorkshire Sport already play vital roles in connecting with residents and designing activities that build skills, confidence, and wellbeing. Their involvement ensures regeneration is not only about physical change but about the community leading and sustaining it.

Investment in coordination roles and local delivery networks will help sustain this activity over time, ensuring that regeneration is community-led and locally owned rather than short-term or one-off.

## **7.4 FUTURE INVESTMENT STRATEGY**

PiP is designed to keep regeneration moving and lay the foundations for future investment. While the Town Investment Plan (TIP) sets the long-term spatial framework, PiP focuses on early activation and stewardship making sure improvements are visible now and sustainable over time. Our future priorities include:

### **Town Centre Reuse**

Bringing long-term empty, and derelict properties back into use is critical. Where necessary, statutory powers could be used such as High Street Rental Auctions (HSRA) under the Levelling Up and Regeneration Act 2023, alongside Section 215 Clean-Up Notices, Repairs Notices, and Compulsory Purchase Orders. This targeted approach will tackle dereliction, restore confidence, and create opportunities for small businesses and community groups.

### **Active Travel**

Safe, well-lit walking and cycling routes will link the town centre, bays, and neighbourhoods, making everyday journeys easier and greener.

### **Housing and Energy Efficiency**

We will explore ways to improve housing quality and energy performance across existing stock, reducing costs and emissions particularly in older and upper-floor properties.

### **Marketing and Promotion**

Positioning Scarborough as a business-friendly, culture-rich coastal town that attracts inward investment and visitors is central to the strategy. Delivering the Pride in Place programme is also about restoring civic pride, which requires clear, consistent communication. Celebrating achievements, sharing project updates, and highlighting community involvement will help residents see and feel progress. Ongoing promotion through local campaigns such as Sprucing Up Scarborough and This Is Scarborough will strengthen pride and engagement, reinforcing Scarborough's identity as a vibrant place to live, work, and visit.

Together, these actions will turn short-term projects into a lasting programme that connects investment, people, and place for the long term.

# 8. GOVERNANCE

## 8.1 ROLES AND RESPONSIBILITIES

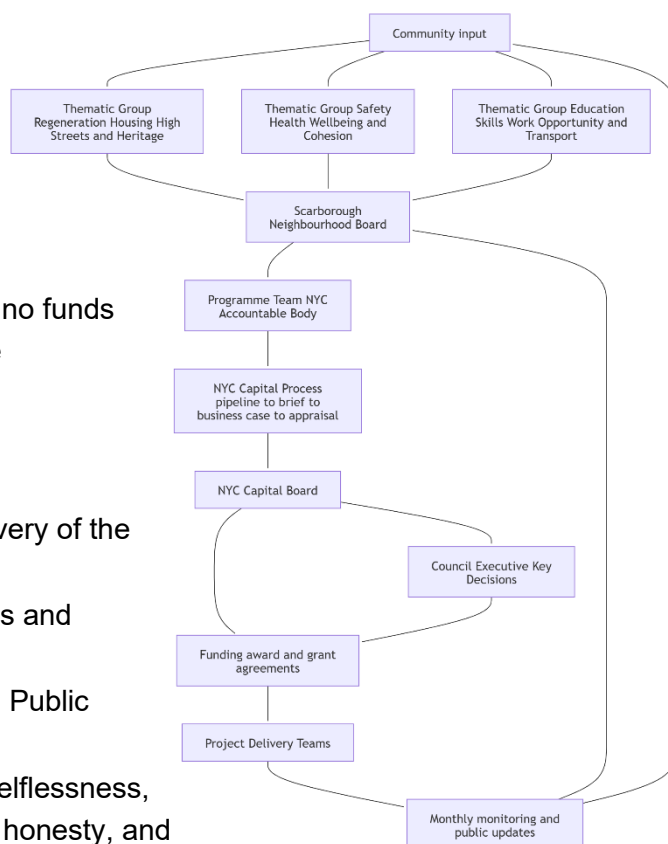
### ROLE OF THE NEIGHBOURHOOD BOARD

The Scarborough Neighbourhood Board (SNB) provides strategic leadership for the Pride in Place programme.

The Board is not a legally constituted body and holds no funds or assets; North Yorkshire Council (NYC) remains the accountable body.

### RESPONSIBILITIES INCLUDE:

- Setting strategic priorities and overseeing delivery of the Investment Plan.
- Ensuring interventions align with PiP objectives and community needs.
- Championing inclusivity and diversity, meeting Public Sector Equality Duty requirements.
- Upholding the Nolan Principles of public life: selflessness, integrity, objectivity, accountability, openness, honesty, and leadership.



### ROLE OF NORTH YORKSHIRE COUNCIL

Acts as the accountable body, responsible for:

- Holding and managing all PiP funds.
- Providing secretariat and administrative support.
- Ensuring compliance with legal, financial, and regulatory requirements.
- Delivering approved interventions and sourcing technical expertise.
- Managing communications and reporting to MHCLG.

### CHAIRPERSON AND DEPUTY CHAIR

- NYC and the local MP for Scarborough and Whitby appoint the Chair; the Deputy Chair is appointed by the Board.
- The Chair leads meetings, represents the Board externally, and may make urgent decisions following consultation with members.
- Deputies assume responsibilities when the Chair is unavailable.

## **8.2 BOARD COMPOSITION**

Membership reflects MHCLG guidance:

- Independent Chair.
- The Local MP for Scarborough and Whitby
- At least one ward Councillor from North Yorkshire Council
- Representatives from community organisations, local businesses, cultural and heritage sectors, and anchor institutions.
- Boards must ensure greater representation from non-elected members and comply with equality duties under the Equality Act 2010.

## **8.3 MEETINGS AND DECISION-MAKING**

- Quarterly formal meetings, with additional sessions as required.
- Quorum: minimum five members.
- Decisions by majority vote; urgent decisions may be taken by the Chair following consultation.
- Agendas and non-exempt papers published on NYC's website.
- Minutes shared within ten working days and published after approval.

## **8.4 STANDARDS AND CONDUCT**

All Board members sign the Code of Conduct, committing to:

- Respect, impartiality, and confidentiality.
- Declaration of interests and compliance with the Register of Interests.
- Registration of gifts/hospitality over £10.
- Adherence to conflict-of-interest rules.
- Complaints regarding conduct are managed by NYC's Chief Executive under the published procedure.

## **8.5 COMMUNITY ENGAGEMENT**

- Engagement must be iterative and continuous, mapping existing networks and using trusted local voices.
- Feedback loops will demonstrate how community input shapes decisions, fostering transparency and trust.

## **9.6 COMPLIANCE AND REVIEW**

- Governance arrangements will be reviewed in line with any updated MHCLG guidance.
- All activity remains subject to feasibility, design development, and approval by the Neighbourhood Board and NYC.

# 9. ASSURANCE

## GOVERNANCE AND ACCOUNTABILITY

- The Scarborough Neighbourhood Board (SNB) is the voice of the community and oversees the programme's strategic direction, with North Yorkshire Council (NYC) acting in its capacity as the accountable body to ensure proper financial and management arrangements of the PiP programme.

## FINANCIAL MANAGEMENT

- All activities and expenditures will comply with NYC's Financial Regulations which identify the responsibilities and accountability of individuals across all levels of authority. The Council's statutory Section 151 Officer will ensure proper financial management and procurement processes are in place.

## LEGAL COMPLIANCE

- North Yorkshire Council, as a public sector body, follows robust procurement processes in compliance with public procurement rules.
- Subsidy Control requirements will be managed by the Council's Monitoring Officer and where appropriate external formal advice will be obtained.

## RISK MANAGEMENT

- Programme risk will be managed in accordance with North Yorkshire Council's Risk Management Policy. Oversight and control will be provided through the Growth and Regeneration Capital Board, operating under NYC's corporate governance framework. Risks associated with the programme will be reviewed every six months, ensuring they are monitored and addressed in line with the Council's standard procedures.
- Counter fraud and corruption will be overseen by Veritau, North Yorkshire Council's internal audit service. They provide assurance on governance, risk management, and internal controls; promote counter fraud measures; and advise on improving controls and addressing misuse of council resources.

## IMPLEMENTATION

- North Yorkshire Council will oversee project implementation and delivery, ensuring adherence to schedule, budgets, and quality standards with regular monitoring and reporting to the SNB and Government.
- Regular monitoring and reporting mechanisms will be maintained through the Council's programme delivery team, including quarterly progress reports to the SNB and assurance statements and monitoring reports submitted to Government as required.

## **EVALUATION PROCESSES**

- Completed projects will be evaluated for outcomes and benefits using both quantitative indicators (e.g. spend, outputs, footfall, perceptions of safety) and qualitative feedback from residents and partners. Findings will be shared through regular Board updates and public summaries and used to refine future phases.