

PRIDE IN PLACE

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Scarborough Pride in Place Programme: Wave 3 Engagement Results (February 2026)



Funded by
UK Government

1.1 What this report covers

This report summarises feedback from Wave 3 engagement on 11 proposed projects for the first four-year *Pride in Place* investment plan. It brings together findings from:

- the online survey
- paper survey responses
- in-person engagement event voting (using the same questions and response options)

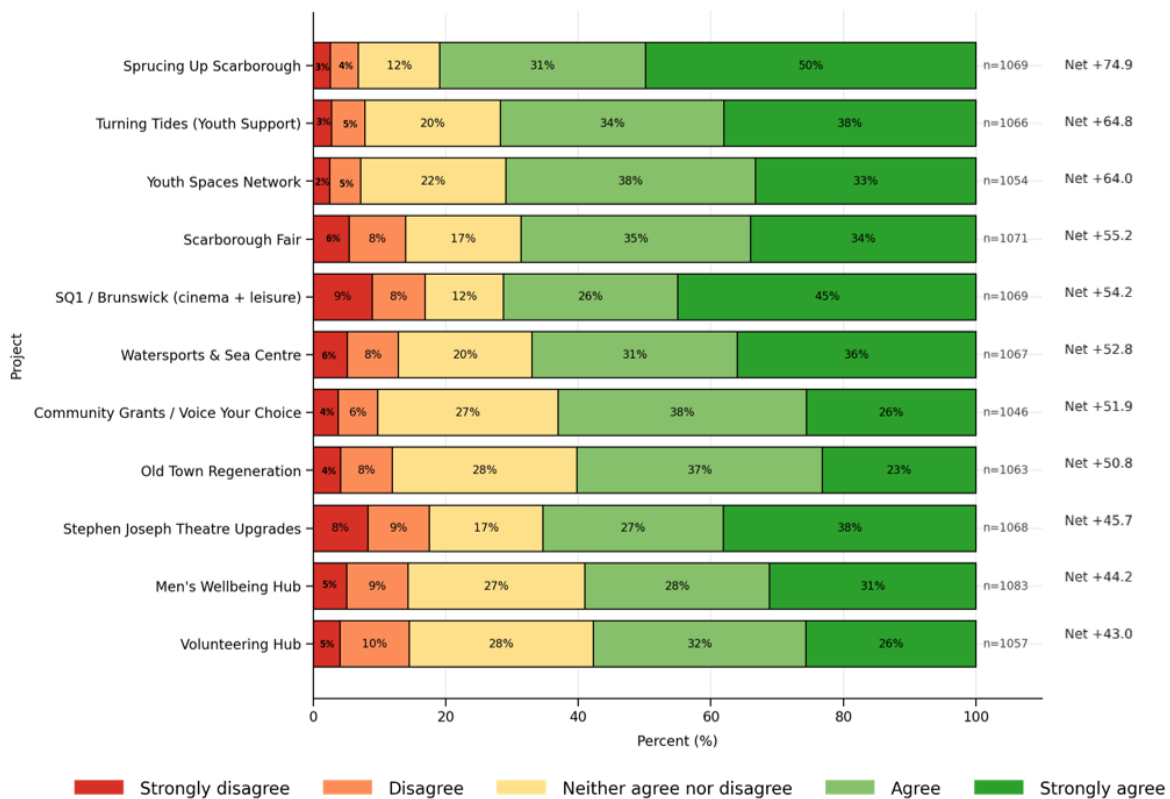
1.2 Participation and evidence base (Wave 3)

During the Phase 3 consultation period (8 January to 13 February 2026), there were **1,294** recorded instances of participation:

- **1,126** online survey responses (which includes 3,840 written comments)
- **33** paper survey responses
- **approximately 135** in-person event votes

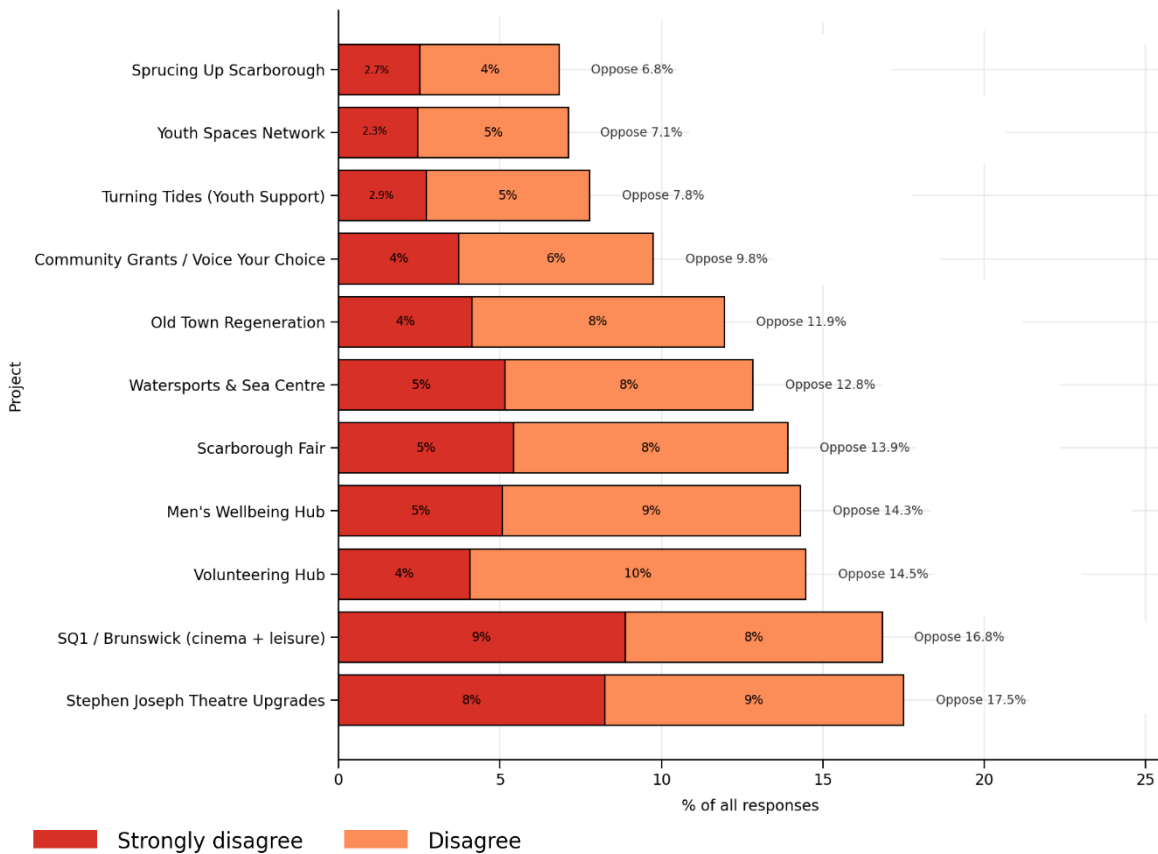
1.3 At-a-glance charts and sentiment analysis

The charts below provide an overview of how people responded to the 11 proposed projects. They show overall support levels using the five-point scale, and a net favourability score to help compare projects at a glance. A higher “neither agree nor disagree” response does not always mean people are against an idea - it often reflects uncertainty and a desire for more detail. Full breakdown on each project is available in the main body of this report as well as the appendix.

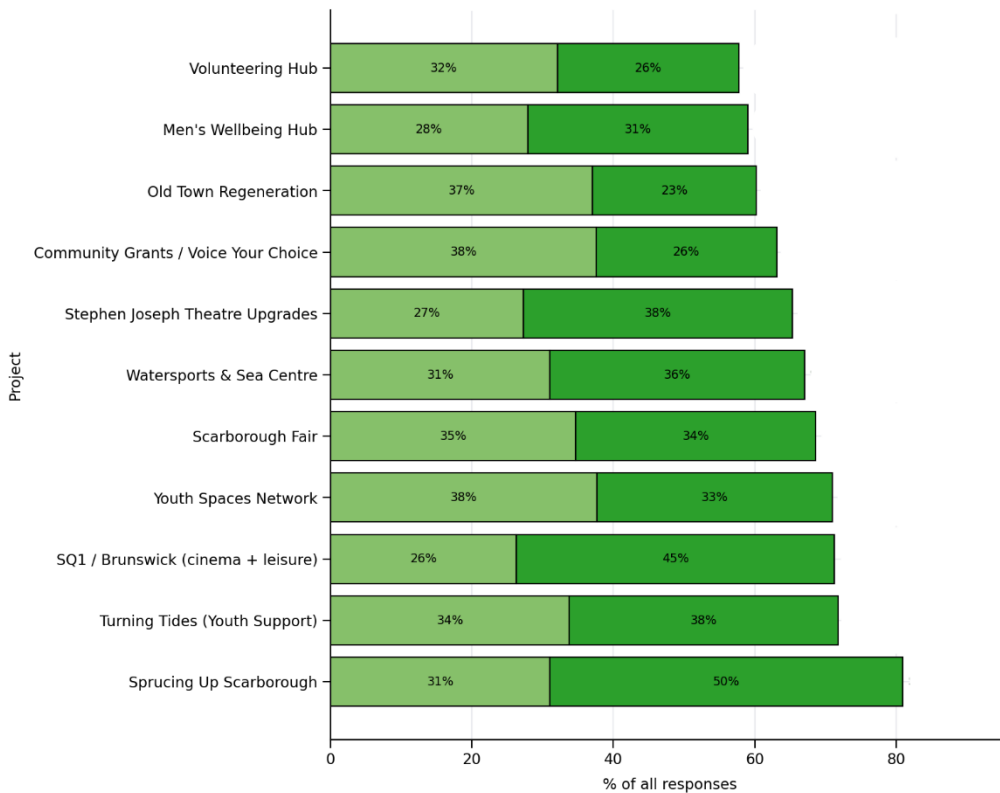


WAVE 3: SENTIMENT BY PROJECT - 100% STACKED LIKERT, ORDERED BY NET FAVOURABILITY (HIGH - LOW)

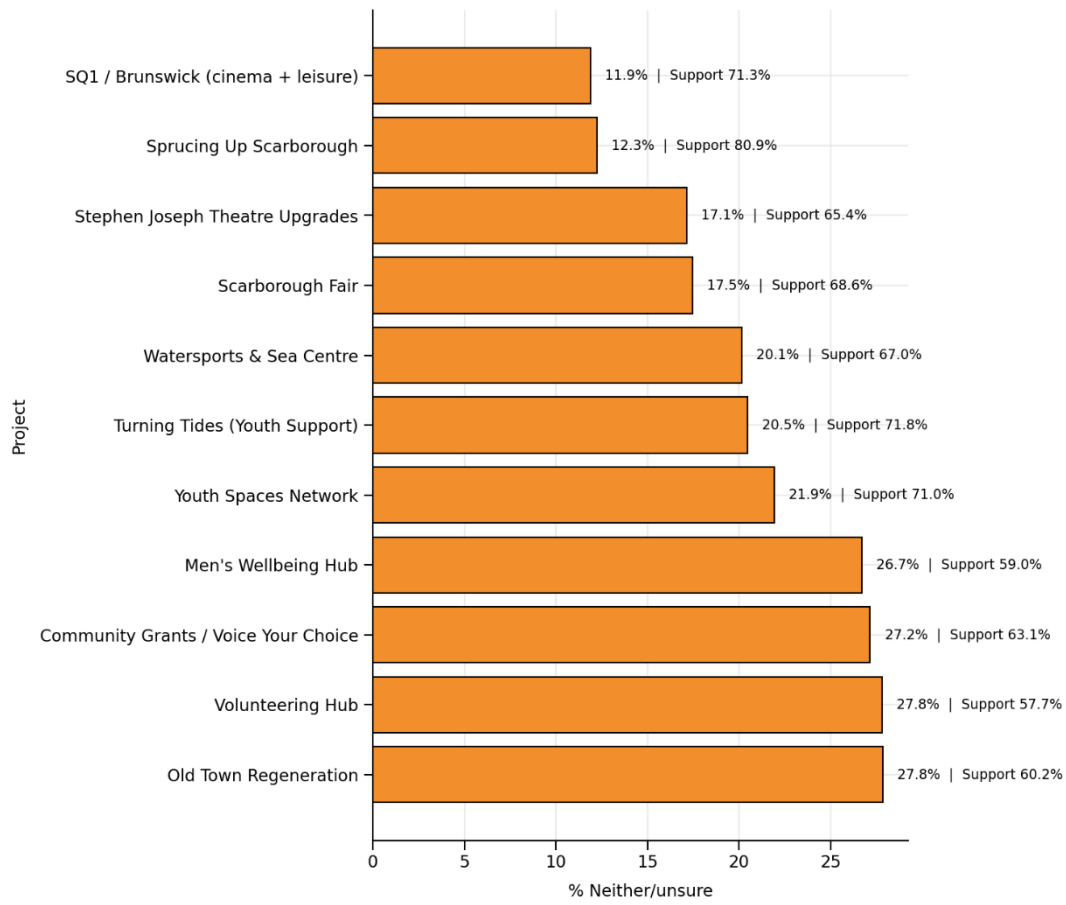
RANKED OPPOSITION BREAKDOWN (LOW TO HIGH). STACKED % OF TOTAL RESPONSES (STRONGLY DISAGREE + DISAGREE), ORDERED BY % OPPOSITION.



PERCENTAGE-SUPPORT RANKING (AGREE + STRONGLY AGREE)



Wave 3: % unsure by project (high → low)



1.4 Project Summaries: Main sentiments

The table below summarises the main messages for each project: what people valued, where views were uncertain, and the main concerns raised. Full project detail are provided in Section 2.

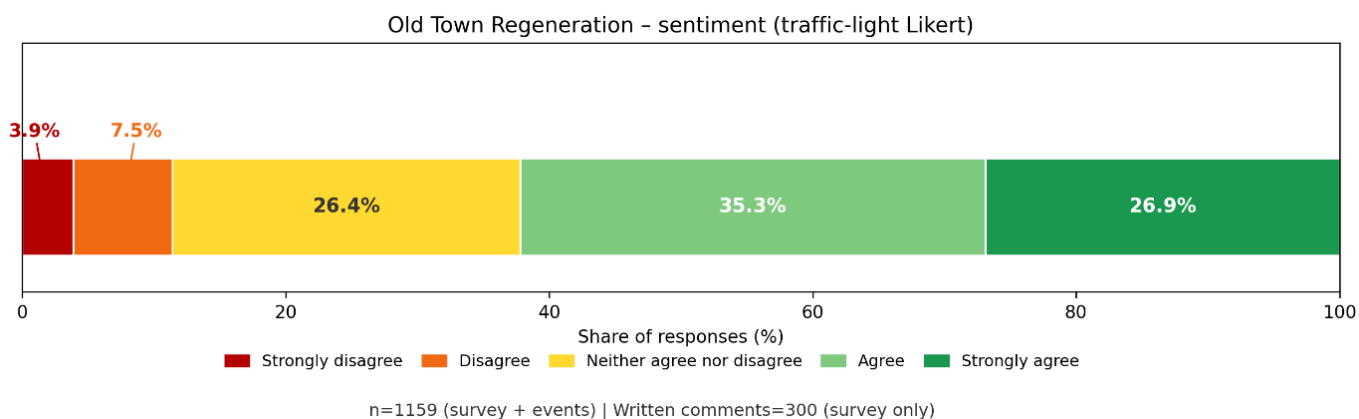
Project	What people liked	Why people were unsure	Main concern raised
Old Town Regeneration	People liked the focus on protecting heritage and improving how the Old Town functions day to day.	Some people felt they needed clearer information about what would change and how it would be delivered.	People were mainly worried that plans could become process-heavy without leading to visible action.
SQ1 / Brunswick (Cinema + Leisure)	People were positive about gaining a year-round leisure offer, especially the cinema and wider activities.	People were unsure about who would benefit and whether it would be affordable for local residents.	The main concern was the loss of retail and whether public funding should support a private venture.
Sprucing Up Scarborough	People welcomed visible improvements and the “basics done well” approach in the town centre.	Some doubted whether improvements would be maintained or would amount to more than cosmetic change.	People were concerned that private landlords might benefit despite having neglected properties.
Volunteering Hub	People liked the potential to build confidence, skills and purpose through volunteering.	People questioned how the hub would add value compared with what already exists.	Concerns focused on admin and overheads, and whether the hub would have enough practical impact.
Scarborough Fair	People valued events that bring life, activity and economic benefit to the town.	People were unsure about the quality, affordability and how easy it is to find out what’s on.	People questioned consistency, overall impact and how benefits are evidenced.
Turning Tides (Youth Support)	People were most positive about mental health, wellbeing and confidence support for young people.	People wanted more delivery detail and reassurance about long-term sustainability.	The main concern was duplication with existing youth or support services.
Men’s Wellbeing Hub	People welcomed support for men’s mental health, loneliness and peer connection.	People were unsure who the hub is for and how it fits with existing services.	Concerns included duplication, delivery and governance, and a small number asked “why men only?”.
Youth Spaces Network	People liked having safe places for young people to go and constructive things to do.	People were unsure how the network would work day-to-day and how it would link with existing provision.	Concerns focused on duplication and on safeguarding and safety expectations.
Stephen Joseph Theatre Upgrades	People valued SJT as an important cultural asset that brings people into the town centre.	People questioned whether this is the right funding pot or priority.	Concerns were about funding fairness, availability of other routes and perceptions around affordability.
Watersports & Sea Centre	People liked the idea of year-round coastal	People said support depended on location,	The main concerns were the location debate and

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facilities that support health and wellbeing.	water quality and affordability.	that water quality is a major confidence issue.
People liked that local people can make local change through small grants.	People wanted to be confident the process would be fair and transparent.	People were concerned about keeping admin and oversight proportionate, without becoming burdensome.

2. Project findings: how people felt about each of the 11 projects.

2.1 Project: Old Town Regeneration – what people said



Overall, people agree the Old Town needs attention and that improvement is overdue. Support is solid, but often conditional: many respondents want clearer information on what will change, how delivery will work, and how this will avoid becoming more process than action.

At a glance:

- **Support (Agree / Strongly agree): 60.2%** (n=640)
- **Unsure:** 27.8% (n=296)
- **Oppose:** 11.9% (n=127)
- **Total responses:** n=1,063
- **Net support:** +48.3
- **Open comments:** n=300

WHAT PEOPLE LIKED ABOUT THE IDEA

PROTECTING CHARACTER AND HERITAGE (AND MAKING THE OLD TOWN WORK BETTER) The strongest positive theme was support for heritage-led improvement — preserving what makes the Old Town distinctive while making it feel more coherent, connected, and cared for (102 comments, 34.0%).

People responded well to the idea of a clearer vision that strengthens identity and improves how the Old Town works day to day.

“There needs to be a clear vision... to bring the community together.”

A BETTER PLACE TO LIVE, NOT JUST TO VISIT

A consistent message was that regeneration should improve **everyday life for residents**, not only the visitor experience (**71 comments, 23.7%**).

Some respondents explicitly emphasised that the work should feel **resident-led**, with local priorities shaping what happens on the ground.

“...the sense of community... will disappear under piecemeal development and the spread of Airbnb and holiday lets.”

“It’s important this is led by Old Town residents... rather than the council.”

VISIBLE UPLIFT: CLEANLINESS, UPKEEP AND FEELING SAFE

Many people linked regeneration to visible, practical improvements — repairs, lighting, safety, and general upkeep (**57 comments, 19.0%**).

This theme reflects a strong preference for tangible changes that people can see and feel, rather than high-level planning alone.

LOCAL ECONOMY AND FOOTFALL (A SECONDARY BENEFIT)

Some respondents described regeneration as a way to improve footfall and support local businesses — typically framed as a benefit that follows once the area feels safer and better maintained (54 comments, 18.0%).

WHERE PEOPLE WERE UNSURE (AND WHY)

The relatively high “neither agree nor disagree” response (27.8%) suggests many respondents were not opposed in principle, but did not feel they had enough information to fully support the proposal.

A NEED FOR MORE CLARITY AND DETAIL

Many unsure respondents asked for clearer information about:

- what exactly will change
- the scope and boundaries of the project
- the expected impact on residents
- how the project fits with existing activity in the Old Town

People said they liked the ambition but struggled to picture the practical differences it would make without more specifics.

DELIVERY CONFIDENCE AND FOLLOW THROUGH

Some respondents were unsure because they were wary of plans that sound promising but do not lead to visible action. They wanted reassurance that improvement wouldn’t stall due to slow processes or governance

WHAT PEOPLE WERE WORRIED ABOUT (MAIN CONCERNS / RISKS)

1) “TELL US WHAT IT ACTUALLY IS” (DETAIL, PLAN AND OUTCOMES)

The most common concern - **62 comments (20.7%)** - focused on a need for concrete detail. People felt the proposal risked remaining high-level unless there was a clear explanation of what would happen and how priorities would be decided.

“‘Having their voice heard’ is meaningless without concrete power...”

“A glossy plan... likely not to be implemented.”

2) VALUE FOR MONEY

A prominent concern was whether funding would deliver visible, practical outcomes, with some respondents arguing that priority should be given to “high-impact basics” (lighting, repairs, safety) rather than overheads (59 comments, 19.7%).

3) DELIVERY RISK – “DON’T LET IT BECOME A TALKING SHOP”

A smaller but important theme - 23 comments (7.7%) - centred on concerns that the project could become dominated by meetings or process rather than meaningful, on-the-ground improvements.

“Danger of it becoming a talking shop... Door-knocking and engagement of poorest and least confident should be a priority.”

4) RESIDENT IMPACT AND COMMUNITY CHARACTER (GENTRIFICATION / HOLIDAY LETS) A

smaller but notable set of comments expressed concern about gentrification pressures — for example, the growth of holiday lets — and emphasised that improvements should protect the Old Town’s sense of community and benefit those who already live there.

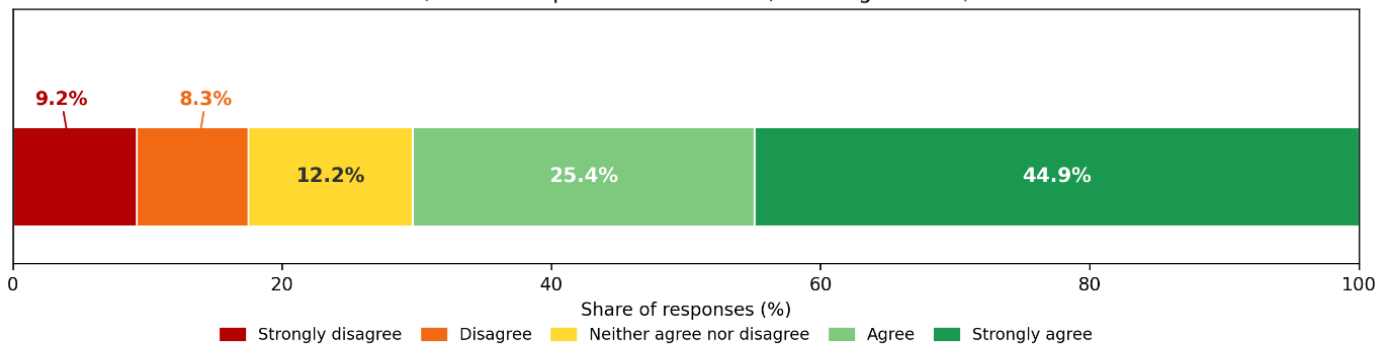
WHAT PEOPLE SUGGESTED/KEY TAKAWAYS

People’s suggestions focused on a clear, practical, resident-centred approach:

- Explain the project clearly: what will change, where, when and why
- Deliver visible basics early (cleanliness, lighting, repairs, safety)
- Protect and celebrate heritage while improving day-to-day functionality
- Make the work genuinely resident-led and inclusive
- Avoid process-heavy approaches and show how decisions will lead to real action

2.2 Project: SQ1 / Brunswick

SQ1 Redevelopment - sentiment (traffic-light Likert)



n=1145 (survey + events) | Written comments=475 (survey only)

Support for SQ1 is high with nearly half strongly agreeing (44.9%). Opposition is still a meaningful minority (17.0%), and the comments show most of the hesitation is about whether public money should support a private scheme, what happens to the retail mix, and whether the offer will be affordable and work year-round.

SQ1 – AT A GLANCE

- Support (Agree / Strongly agree): 70.3% (n= 805)
- Strongly agree: 44.9% (n= 514) (514 out of 1,145 total responses)
- Unsure (Neither agree nor disagree): 12.2% (n= 140)
- Oppose (Disagree / Strongly disagree): 17.5% (n= 200)
- Strongly disagree: 9.2% (n= 105) (105 out of 1,145 total responses)
- Net score (net favourability): +52.8
- Open comments reviewed for this project (online + paper): n=475

WHAT PEOPLE LIKED

A LEISURE-LED, YEAR-ROUND OFFER (STRONGEST POSITIVE THEME)

Support is most often framed as a practical, resident-friendly indoor/all-weather offer that would help Scarborough feel busier outside peak season, typically centred on a cinema plus a wider leisure/food mix.

This theme came through in 164 comments (34.5%), making it the most frequent supportive narrative in the written feedback.

“This is a key area of town, bringing in people to the high street for numerous economic reasons. Desperately need a decent cinema too.”

“Good idea. More things to do for socialising and families - cinema, meals out, crazy golf”

“Agree we need an indoor, all season entertainment centre...”

JOBS, FOOTFALL AND THE EVENING ECONOMY (KNOCK-ON BENEFITS)

Many supporters connect SQ1 to a wider town-centre confidence story: more evening activity, longer dwell time, and a stronger platform for surrounding businesses (restaurants, pubs, independents). This came through in 52 comments (10.9%).

“It used to be a focal point of the town... everyone flocked there. It would increase the footfall especially in the evenings as the town is ‘dead’ at night.”

“...encourage more evening footfall in the town centre”

MORE FOR RESIDENTS (FAMILIES AND YOUNG PEOPLE)

Support strengthens when the project is talked about as a resident-first offer — something families and younger people would actually use, and a way of giving people “something to do” beyond the tourist season. This theme came through in 47 comments (9.9%), sometimes with an implied link to reduced boredom/antisocial behaviour.

“There is not much to do in Scarborough for adults and children. We need a decent cinema and some decent food places too”

“Am very much in favour of bringing our town alive again in the evenings... social integration for all the family.”

“Things for children during weekends as well as leisure for adults on evenings.”

AN “ANCHOR” AND CONFIDENCE BOOST (SMALLER BUT CLEAR THEME)

A smaller but clear set of comments describe SQ1 as an anchor/catalyst - a visible sign that change is happening and a reason to believe the town centre can shift. This came through in 34 comments (7.2%).

“Opportunity to use this project as a catalyst to extending the nighttime economy across the town centre area!”

WHERE PEOPLE WERE UNSURE

Even among supporters, a lot of feedback comes with “yes, but...” conditions. The open comments suggest the debate isn’t really about whether the town centre needs investment - it’s about whether this is the right type of investment, who benefits, and what safeguards make it fair and sustainable. The most common caution themes cluster around retail mix, affordability, and public vs private funding legitimacy.

MAIN CONCERNS RAISED

1) LOSS OF RETAIL AND THE “RIGHT MIX” (MOST FREQUENT CONCERN THEME)

The most common concern isn't “don't do leisure”; it's “make sure the mix works” — several comments regret loss of retail or worry the centre becomes too food-heavy, and want a genuinely mixed destination. This appears in 69 comments (14.5%).

“Loss of indoor shops useful during bad weather”

“This development needs to include a mix of affordable and accessible options...”

2) AFFORDABILITY AND ACCESS

Affordability is repeatedly used as a test of whether the project is genuinely “for residents” even people who like the idea question whether locals will use it if prices feel tourist-led. This came through in 59 comments (12.4%).

“How will you make this affordable for people?”

“Costs... must take into account the relatively low income of locals...”

3) PUBLIC MONEY FOR A PRIVATE VENTURE

A recurring concern is legitimacy: many comments ask why public funding should support a commercial/private venture unless clear conditions and public benefit are set out. Some people pointed to previous experiences with large private leisure projects and wanted clear assurances on public benefit and affordability if public money is involved. This came through in 45 comments (9.5%).

“This is a private commercial enterprise. We should not put any more public money to it.”

“I think that the investors should be the ones paying not the community.”

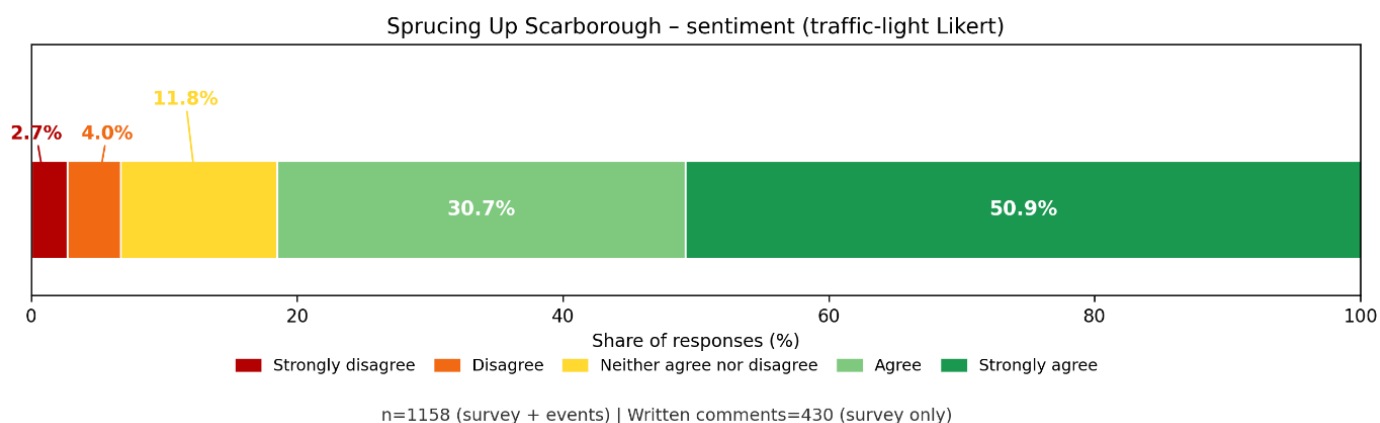
4) VIABILITY RISK

A smaller but sensitive thread questions long-term viability - often referencing changing cinema habits and the risk of an under-used asset. This came through in 23 comments (4.8%).

“Costs must be realistic for this to work. People have Netflix and Disney at home now...”

“Could you be creating a white elephant...”

2.3 Project: Sprucing Up Scarborough



People were strongly behind the idea of making the town centre look and feel better. The feedback is very practical: residents want improvements they can see and feel in day-to-day life, not just plans on paper.

SPRUCING UP SCARBOROUGH – AT A GLANCE

- Support (Agree / Strongly agree): 81.5% (n= 944)
- Strongly agree: 50.9% (n= 589)
- Unsure (Neither agree nor disagree): 11.8% (n= 137)
- Oppose (Disagree / Strongly disagree): 6.6% (n= 77)
- Strongly disagree: 2.7% (n= 31)
- Net score (net favourability): +74.9
- Open comments reviewed for this project (online + paper): n=430
- (Base for the sentiment figures: total responses to this question n=1,158.)

WHAT PEOPLE LIKED ABOUT THE IDEA

“MAKE THE TOWN CENTRE FEEL BETTER” – PRIDE, FIRST IMPRESSIONS, AND EVERYDAY EXPERIENCE

The most consistent message is that the town centre looks and feels tired, and people want changes that improve how it feels to be there — whether you live locally or you’re visiting. Support often comes through as a simple desire for visible care, pride in place, and a centre that feels welcoming again. This theme came through in 90 comments (20.9%).

“This needs to be done. The town looks awful, unwelcoming and not inviting to locals or tourists.”

“Parts of the town centre are in desperate need of a spruce up to make it more welcoming...”

A BOOST FOR FOOTFALL AND CONFIDENCE (THE ECONOMIC ANGLE)

A big part of the support is economic: people link “sprucing up” to the town centre being somewhere people choose to spend time and money. Better-looking, better-functioning streets are seen as a foundation for confidence, attracting businesses and encouraging more regular footfall. This theme came through in 75 comments (17.4%).

“...the town looks tired and uninviting... small businesses [are] investing and need the town to be more welcoming.”

“...doesn't give a good impression to locals and visitors alike, and makes it an unappealing place to spend time.”

TACKLING DERELICTION AND EMPTY UNITS IS A MAJOR PRIORITY

People are very focused on the visible signs of decline — boarded/empty units, poor shopfronts, and neglected properties. This is one of the strongest themes in the open comments: people want the programme to tackle what's dragging the centre down. This came through in 119 comments (27.7%).

“Anti seagull measures... Improve pop up shop routes to get rid of the amount of empty shop fronts.”

“Ugly shopfronts make a town look horrible...”

“BASICS DONE WELL” – PUBLIC REALM ESSENTIALS

Support is often framed around the basics that make a town centre comfortable and welcoming: paving, seating, toilets, lighting, greenery, street furniture and general upkeep. People repeatedly describe these as the foundation of a better centre. This was the most frequent theme overall, appearing in 136 comments (31.6%).

“Accessible public toilets are needed greatly in Scarborough.”

“Money should be focused on... litter... overflowing commercial bins.”

WHERE PEOPLE WERE UNSURE

Even with high support, there are clear “yes, but...” messages. The concerns aren't usually about whether improvement is needed — most people agree it is — but about how money is spent, who pays, and whether changes will be maintained. In the comments, this shows up as a desire for visible impact (not just cosmetic uplift), stronger responsibility for owners/landlords, and confidence that improvements will be maintained.

MAIN CONCERNS RAISED

AVOID “COSMETIC-ONLY” SPEND – PEOPLE WANT IMPACT, NOT JUST AESTHETICS

While support is high, some comments warn against spending that looks good but doesn't change the underlying experience. This often appears alongside “value for money” points and the view that some work should already be normal council activity. This theme came through in 22 comments (5.1%).

“Council should be doing this already.”

“...something our council should be doing... make sure it is efficient and cost effective...”

LANDLORD ACCOUNTABILITY – “OWNERS SHOULDN'T BE REWARDED FOR NEGLECT”

A recurring concern is that public funds could end up compensating for private property neglect. People want a clearer approach to responsibility, and for landlords/owners to be held to account rather than being “bailed out”. This theme came through in 78 comments (18.1%).

“...it should be the building owners who have to improve the appearance of their buildings.”

“Ensure ‘stay away’ landlords maintain property.”

SAFETY AND ANTISOCIAL BEHAVIOUR IS PART OF THE PUBLIC REALM CONVERSATION

Although less dominant than cleanliness and dereliction, a consistent minority link the town centre experience to antisocial behaviour, enforcement and feeling safe. The message is that physical improvements land better when people also feel comfortable using the area. This theme came through in 38 comments (8.8%).

“Youth related anti social behavior in the town is too high... It feels

intimidating...” “Clean Safe Well-cared for... Safety is key for locals & visitors...”

DELIVERY EXPECTATIONS ARE HIGH (RISK IF MOMENTUM STALLS)

Because support is strong, there’s an implied reputational risk: if visible improvements don’t materialise - or aren’t maintained - it could reinforce scepticism about delivery and follow-through. This theme came through in 40 comments (9.3%).

“Needs to be long term otherwise improvements start to look run down themselves.”

“Implement more seating, a start was made [but] more needed.”

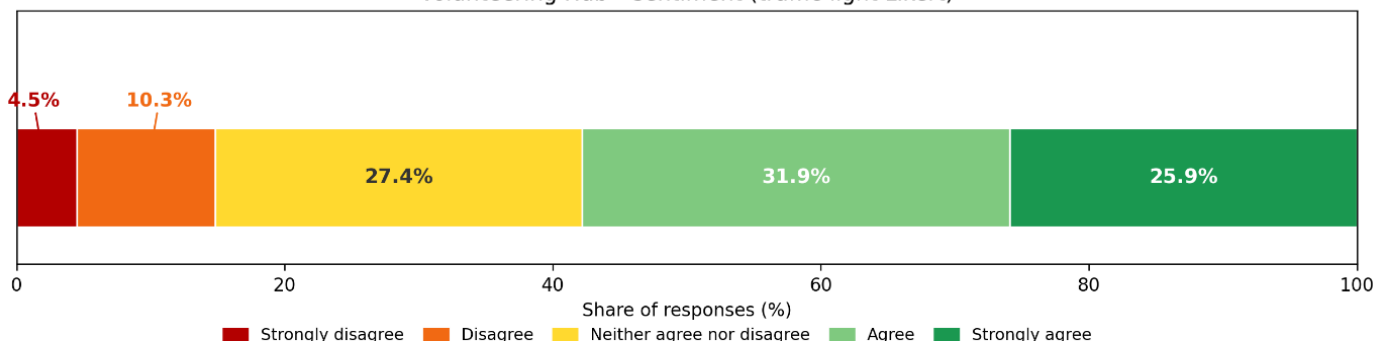
WHAT PEOPLE SUGGESTED/KEY TAKAWAYS

When you bring the suggestions together, they point to a clear “do this first” list:

- 1) Tackle empty/derelict units and shopfront quality (strongest repeated priority)
- 2) Improve the public realm basics (toilets, lighting, seating, paving, greenery)
- 3) Cleanliness and upkeep consistently (litter, bins, maintenance)

2.4 Project: Volunteering Hub

Volunteering Hub - sentiment (traffic-light Likert)



n=1141 (survey + events) | Written comments=310 (survey only)

Overall, people are broadly positive about the idea of a Volunteering Hub — but a lot of the support is “yes, in principle, as long as it’s clear and practical”. That comes through in the results: 57.8% support (n=659)

alongside a relatively large “unsure” group at 27.4% (n=313). In plain terms, many people aren’t against the idea — they just want to understand what it would do and what difference it would make.

AT A GLANCE:

- Support (Agree / Strongly agree): 57.8%
- Unsure (Neither): 27.4%
- Oppose (Disagree / Strongly disagree): 14.8%
- Open comments reviewed: n=310

WHAT PEOPLE LIKED ABOUT THE IDEA

People were positive about the hub when it clearly builds confidence, skills and purpose and makes opportunities easier to find without adding paperwork.

A CLEARER PLACE TO FIND OPPORTUNITIES

This came up in 59 comments (19.0%) - people like the idea if it helps centralise information and recognise the contribution volunteers already make.

“Already plenty of volunteering within the community. This could be okay to centralise something and celebrate the hard work of many volunteers”

WIDER BENEFITS: CONFIDENCE, SKILLS AND PURPOSE

This was the most common positive theme, coming up in 83 comments (26.8%) - volunteering is seen as something that can build confidence, routine, inclusion and wellbeing, particularly if it reaches people who might not otherwise step forward.

“A great idea. Need someone implementing it who knows what they are doing. Activities to attract people, in particular unemployed, retired.”

WHERE PEOPLE WERE UNSURE

A lot of the uncertainty is about added value. People want reassurance that the hub would strengthen what already exists rather than duplicate it.

BUILD ON WHAT’S ALREADY THERE

This came up in 24 comments (7.7%). Some people are sceptical that it changes anything, while others are supportive if it genuinely connects organisations and makes volunteering easier.

“Not convinced it will make any real difference. Charities and good causes already reach out for volunteers so not sure how this will strengthen networking!”

MAIN CONCERNS RAISED

The concerns are mainly practical: duplication, admin burden and cost.

DUPLICATION / “DOESN’T THIS ALREADY EXIST?”

This came up in 14 comments (4.5%). The underlying message is: if we do this, it needs to be clear what gap it fills.

“So many other projects and organisations already, utilise what we have don’t reinvent the wheel”

ADMIN / OVERHEAD

This came up in 21 comments (6.8%) people are wary of something that becomes bureaucracy heavy.

“Working in the charity sector I really do not think this is a good idea and is most likely to be a waste of money with huge admin costs for each volunteer”

VALUE FOR MONEY / WHAT TO FUND

This came up in 18 comments (5.8%). a view from some that modest support for space and basic running costs can remove real barriers to volunteering:

“The voluntary sector often struggles for funding, with buildings/workspace being a huge hurdle, fund that and the volunteers will often follow”

ACCESS NEEDS TO WORK ONLINE AND OFFLINE

This came up in 12 comments (3.9%) and includes the point that a hub must be easy to access - and that signposting alone won't solve a volunteer shortage.

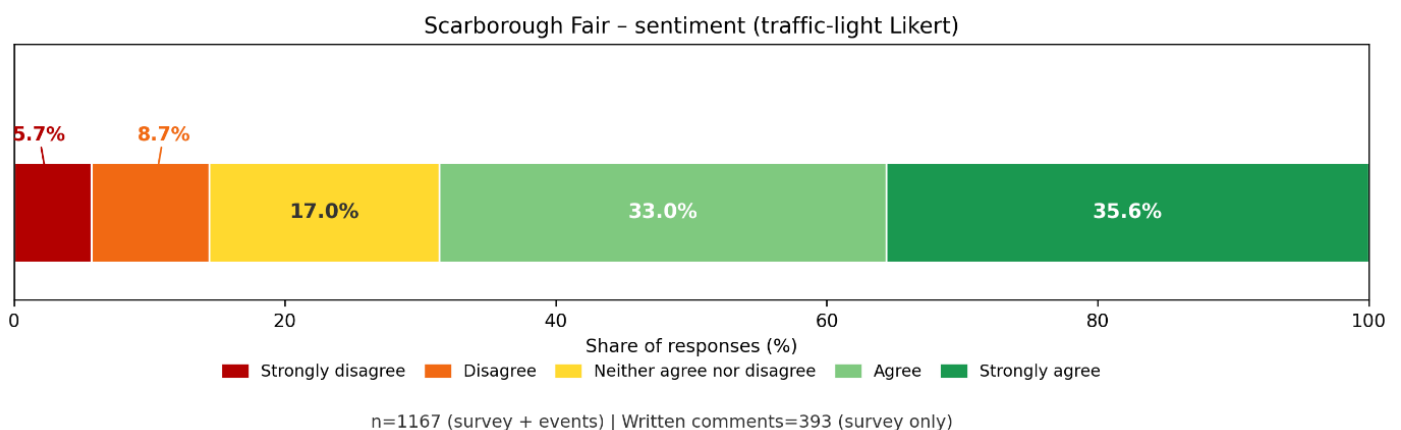
“There are already quite a few volunteering websites and the library used to have a folder as well. The problem is a shortage of people who want to volunteer!”

WHAT THIS MEANS

People like the idea of making volunteering easier - but they want it to be clear, proportionate and genuinely useful. Confidence is likely to strengthen if the hub is described as a practical connector that:

- makes opportunities easy to find and match,
- supports organisations to recruit volunteers without adding extra paperwork,
- builds on existing networks rather than duplicating them,
- and is accessible both online and through trusted local venues.

2.5 Project: Scarborough Fair



A lot of people told us they support Scarborough Fair and see events as part of what makes Scarborough feel more alive, more confident and more attractive year-round. Support is strong overall, but it comes with clear expectations: people want events that are good quality, easy to find out about, affordable and inclusive, and able to show what difference they make.

AT A GLANCE

- Support (Agree / Strongly agree): 68.6% (n=800)

- Strongly agree: 35.6% (n=415)
- Agree: 33.0% (n=385)
- Unsure (Neither agree nor disagree): 17.0% (n=198)
- Oppose (Disagree / Strongly disagree): 14.5% (n=169)
- Total responses: 1,167
- Net support: +54.1
- Open comments (online + paper): 393

WHAT PEOPLE LIKED ABOUT THE IDEA (MAIN POSITIVE MESSAGES)

EVENTS AS A WAY TO BRING PEOPLE IN AND SUPPORT THE TOWN

This was the most common positive message. People said events help bring people into Scarborough, support local businesses, and make the town feel busier beyond peak season 107 comments (27.2%)

“This has been such a brilliant thing... great stuff for both locals and tourism. MUST keep funding this.”

COMMUNITY AND CULTURE (THINGS TO DO AND A SENSE OF TOGETHERNESS)

Many people valued the community benefit: more cultural activity, more things to do, and events that bring residents together as well as attracting visitors 87 comments (22.1%)

PRIDE, IDENTITY AND CONFIDENCE

Some respondents linked Scarborough Fair to the town’s identity, pride and confidence. 33 comments (8.4%)

“I fully support an investment in culture and identity which complements the history of Scarborough.”

LOCAL CREATIVES MATTER

A smaller but clear theme was that the programme should feel locally rooted and include local creatives. 16 comments (4.1%)

“It’s very important that this is done with local artists...”

WHERE PEOPLE WERE LESS SURE

The “unsure” group (17.0%) suggests many respondents were open to the idea but wanted reassurance about how the programme is delivered — especially around quality, affordability, how easy it is to find information, and how impact is shown.

MAIN CONCERNS RAISED

QUALITY AND CONSISTENCY (AND SHOWING WHAT DIFFERENCE IT MAKES)

The most frequent theme related to quality and impact. Some questioned consistency, and others asked for clearer evidence of outcomes such as footfall or business benefit - 49 comments (12.5%)

“Depends on whether they utilise the money effectively... events are lacklustre...”

AFFORDABILITY AND INCLUSION

People repeatedly stressed that local people should be able to take part and that events should be affordable and inclusive 34 comments (8.7%)

“These events need to be affordable for all.”

FINDING OUT WHAT’S ON (PROMOTION AND INFORMATION)

Respondents raised practical issues about awareness - hearing about events in time, clarity of “what’s on,” and ease of accessing information (27 comments (6.9%))

FUNDING PRIORITY (SMALLER BUT PRESENT)

A few people questioned whether Scarborough Fair should be prioritised over other needs 9 comments (2.3%)

“I would rather money be spent on bringing disused buildings back into use.”

HOW FUNDING IS MANAGED

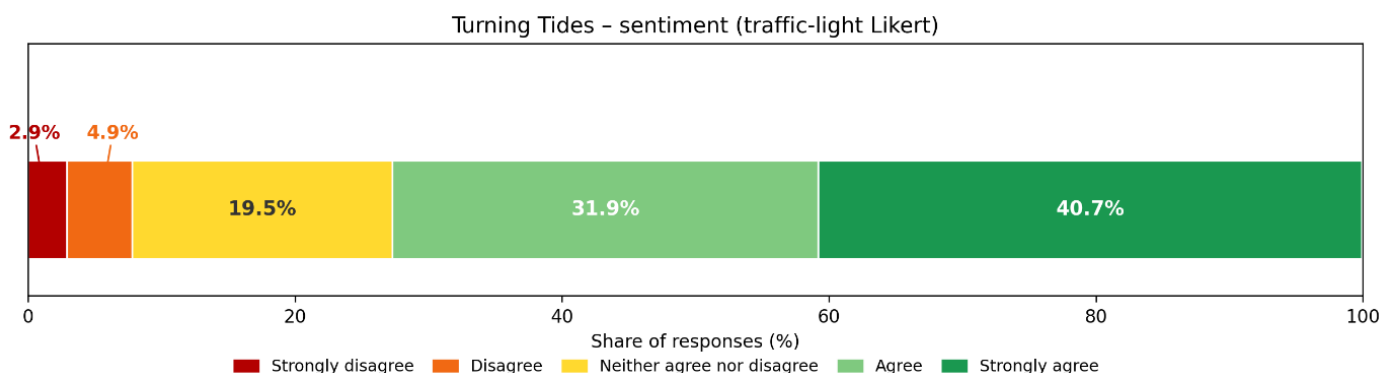
A small number asked for reassurance about value for money, clarity of delivery, and whether the programme should aim for clearer reporting or more self-funding over time, this showed up in 9 comments (2.3%)

WHAT PEOPLE SAID WOULD HELP

Across the written feedback, the suggestions were consistent and focused on:

- maintaining or improving quality and consistency
- making information easy to find and easy to understand (clear “what’s on”)
- keeping the programme affordable and inclusive
- providing simple evidence of impact, such as attendance, business feedback, and year-to-year learning

2.6 Project: Turning Tides (Youth Support)



n=1178 (survey + events) | Written comments=327 (survey only)

A lot of people told us they strongly support Turning Tides. Compared with many other projects, this one has high support and low outright opposition. The dominant pattern in the feedback isn’t “no” – it’s: “yes, and please make it clear how it will work and how it will last.”

AT A GLANCE (COMBINED RESULTS)

- Support (Agree / Strongly agree): 72.7% (n=856)
- Strongly agree: 40.7% (n=480)

- Agree: 31.9% (n=376)
- Unsure: 19.5% (n=230)
- Oppose: 7.8% (n=92)
- Total responses: n=1,178
- Net support: +64.9
- Open comments: n=327

WHAT PEOPLE LIKED ABOUT THE IDEA

MENTAL HEALTH, WELLBEING AND CONFIDENCE

The strongest positive message focuses on wellbeing, confidence-building and preventing issues escalating **108 comments (33.0%)**.

“Many Young kids in Scarborough do not get enough support from parents...” “Helped me young teen massively in helping to build confidence.”

SKILLS, ROUTES INTO WORK, AND PRACTICAL HELP

A second strong strand focuses on employability, life skills and building ambition **71 comments (21.7%)**.

“Resilience is the key... younger society lack the necessary skills.”
 “...clear aims and objectives for young people including skills and experience in the world of work.”

TRUSTED SUPPORT (NOT EVERYONE THRIVES IN GROUPS)

Some people valued one-to-one support, mentoring and trusted relationships, especially for young people who may not engage well in groups (**23 comments, 7.0%**).

“...support a young person and know that it is beneficial for both the young person and their mentor.”

INVEST EARLY (PREVENTION)

A smaller but clear theme frames Turning Tides as preventative investment **25 comments (7.6%)**

“Young people need to be proud of their roots... investing in them early... will encourage them to contribute.”

WHERE PEOPLE WERE UNSURE

Even with strong support, around **1 in 5** people were unsure (**19.5%**). Comments suggest this uncertainty is mostly about wanting clearer detail on:

- what the offer is in practice (what support looks like day-to-day)
- who it is for and how young people access it
- how it links to existing services
- what happens after funding end

MAIN CONCERNS RAISED

1) DUPLICATION – “ISN’T THIS ALREADY AVAILABLE?”

Concerns focus on overlap with Early Help, schools or other support services **56 comments (17.1%)**

“Is this not the Early Help service under a different name?”

2) DELIVERY CLARITY – WHO LEADS IT, HOW IT FITS, AND HOW SUCCESS IS MEASURED

People want to know how it links with existing youth provision and how impact will be measured **40 comments (12.2%)**

“...needs the support of the police, schools and the...”

3) SUSTAINABILITY – “WHAT HAPPENS WHEN FUNDING ENDS?”

Concerns about long-term viability were common **24 comments (7.3%)**

“I can’t see this having any viability after the funding runs out.”

4) Coverage and targeting (who it reaches and where)

Respondents want Turning Tides to reach those most in need, not only the already-engaged **32 comments (9.8%)**

“Give the age group somewhere to socialise... very low cost... turn an empty nightclub into a youth centre.”

5) INCLUSION / ACCESSIBILITY

A small number highlighted practical accessibility and visibility **3 comments (0.9%)**

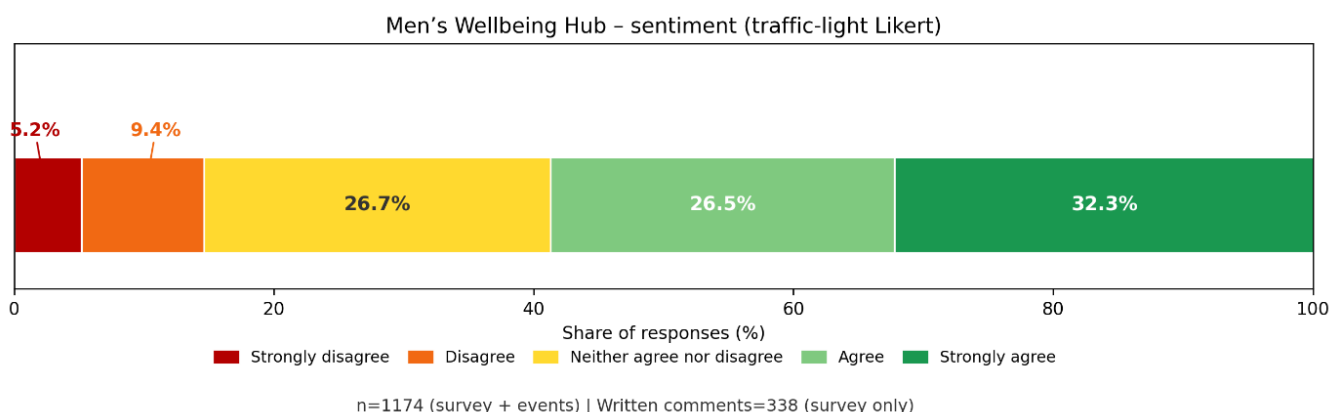
“Where would this service be available? It would need to be accessible to schools and colleges...”

WHAT PEOPLE SUGGESTED

Across comments, suggestions converge on four priorities:

- **Be clear what Turning Tides is in practice**
(who it’s for, how people access it, what support looks like day-to-day)
- **Build the sustainability plan early**
(so it doesn’t feel like short-term support that disappears)
- **Make outcomes clear and measurable**
(simple impact measures, not complex evaluation)
- **Design for inclusive access**
(1:1 options, flexible delivery, reduced barriers)

2.7 Project: Men's Wellbeing Hub



A lot of people told us they like the idea of a Men's Wellbeing Hub — especially where it helps men feel less isolated and more able to talk about mental health. There is also a sizeable “unsure” group, which suggests many people are open to the idea but want clearer detail on what the hub would offer and how it would fit with support that already exists.

AT A GLANCE

- Support (Agree / Strongly agree): 59.0% (n=639)
- Strongly agree: 31.1% (n=337)
- Agree: 27.9% (n=302)
- Unsure (Neither agree nor disagree): 26.7% (n=289)
- Oppose (Disagree / Strongly disagree): 14.3% (n=155)
- Total responses: n=1,083
- Overall balance of views: around 45 percentage points more support than opposition (59.0% vs 14.3%).
- Open comments reviewed (online + paper): n=338

WHAT PEOPLE LIKED ABOUT THE IDEA

MENTAL HEALTH, LONELINESS AND PEER SUPPORT

The strongest positive theme was men's mental health, reducing isolation, and creating a safe, welcoming offer that makes it easier for men to talk without judgement.

151 comments (44.7%)

“Men's mental health and wellbeing is often overlooked... this is a very valuable asset to the town.”

“Support the concept but need to see coordination of these key facilities for men.”

DADS, FATHERS AND MALE CARERS

A notable strand of feedback focused on dads/fathers and male carers. People said these roles can be **isolating**, especially when someone is supporting children or caring for others and doesn't have a strong network around them. Respondents felt a hub could help by offering a welcoming space to connect with others, build routine, and get support earlier — rather than waiting until problems escalate. **87 comments (25.7%)**

“A very worthwhile project run by dads for dads... the work they do is vital to the community...”

“Much needed support for male carers... a combined hub would cater for everyone.”

PERSONAL IMPACT / TESTIMONIALS

A smaller group provided direct, personal accounts of positive impact or trust in the model **39 comments (11.5%)**

“A worthwhile organisation and I personally can say their work has already helped many...”

WHERE PEOPLE WERE UNSURE (AND WHY THAT MATTERS)

The biggest area was the **unsure** group **26.7%**. Many comments suggest these are people who are open to the idea but want more clarity.

MAIN CONCERNS RAISED

1) “WHY MEN ONLY?” (FAIRNESS AND INCLUSION)

A small number of people questioned why the hub is described as men-only, and said they would prefer support to be available more broadly. These comments weren't necessarily against the idea of helping men's mental health — they were asking for a clearer explanation of **why this needs a men-focused approach** and how it sits alongside support for others. **14 comments (4.1%)**

“This project should include support for women as well as men... such discrimination should not be encouraged.”

2) “IS THIS ALREADY AVAILABLE?” (DUPLICATION / ADDED VALUE)

Many people asked how this would differ from existing men's wellbeing or peer-support offers. The underlying message was: if this goes ahead, it needs to be clear what gap it fills and how it will build on and connect to what already exists, rather than competing with it. **48 comments (14.2%)**

“There is already a support group... Andy Man's Club...”
“This is replicating Andy Man's Club... We don't need another men's-only club!”

3) “HOW WOULD IT WORK IN PRACTICE?” (DELIVERY, SAFETY & LONG-TERM PLANS)

People asked about location, delivery model, funding, governance, sustainability and coordination with others **46 comments (13.6%)**

“How does this align with Menfulness and Andy's Man's Clubs... need to see coordination...”

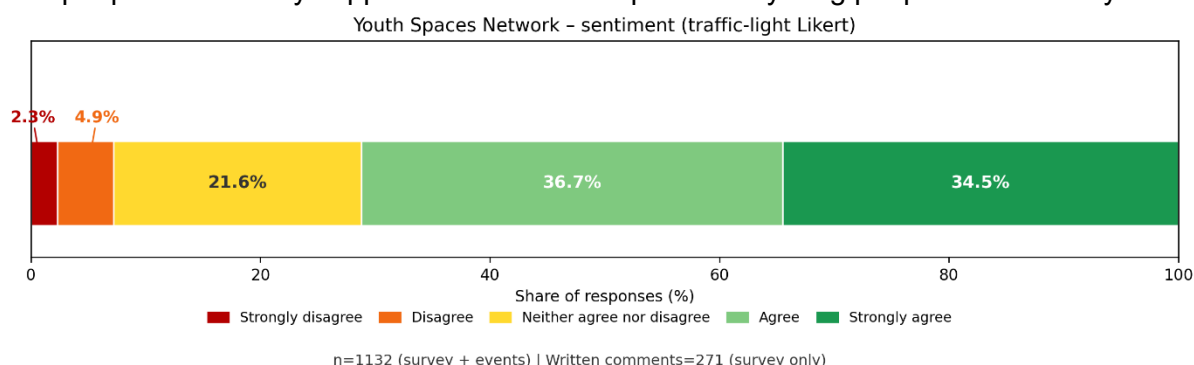
KEY SUGGESTIONS

Across supportive and unsure feedback, people consistently want:

- A simple explanation of who it's for and what it offers (peer support? activities? signposting?)
- Clear links to existing services (so it adds value rather than duplicating)
- A basic outline of governance and safety (responsibility, safeguarding, referral pathways)
- A realistic plan for continuity (not something that starts well then disappears)

2.8 Project: Youth Spaces Network

A lot of people told us they support the idea of safe places for young people — and many see this as a



practical way to reduce antisocial behaviour by giving young people somewhere positive to go. Support is strong overall, but the sizeable “unsure” group suggests many people want clearer detail on how the network would work day-to-day, how it links to existing provision, and how safety and safeguarding would be managed.

AT A GLANCE:

- Support (Agree / Strongly agree): 71.2% (n=806)
- Strongly agree: 34.5% (n=391)
- Agree: 36.7% (n=415)
- Unsure: 21.6% (n=245)
- Oppose: 7.2% (n=81)
- Total responses: n=1,132
- Net support: +64.0
- Open comments: n=271

WHAT PEOPLE LIKED ABOUT THE IDEA

SAFE PLACES TO GO AND THINGS TO DO

The strongest theme is simple: young people need safe, welcoming places to spend time. This often links to prevention and diversion from antisocial behaviour (**74 comments, 27.3%**)

“And they need to be open when school is closed...”

“One of the biggest concerns I have is antisocial behaviour... this seems to be a brilliant way of helping shape our community.”

A NETWORK APPROACH FEELS SENSIBLE

People responded positively to using multiple spaces across the town, closer to where young people live, rather than relying on a single central venue (**34 comments, 12.5%**).

“Very exciting and great to use what is in place...”

ACTIVITIES AND SOCIAL CONNECTION (WITH THE RIGHT BALANCE)

A major theme was that spaces need to be places young people *want* to be — with informal social time plus some structured activity, supported but not overly “managed” (**76 comments, 28.0%**).

BETTER FUTURES (WHEN LINKED TO OPPORTUNITIES)

Some respondents framed youth spaces as a route into confidence, skills and positive opportunities — while emphasising that it should still feel welcoming and youth-appropriate (**50 comments, 18.5%**).

“We need these all over Scarborough to help...”

WHERE PEOPLE WERE UNSURE

The “unsure” group (21.6%) appears to reflect “I like the idea, but I need to understand the model.” Neutral responses often link to:

- what “network” means in practice (which spaces, who runs them)
- how it builds on existing youth provision
- how safety and behaviour expectations would be managed across venues

MAIN CONCERNS RAISED

1) Duplication: “don’t reinvent what already exists”

A key concern was that the network should strengthen and coordinate current provision rather than compete with it (**34 comments, 12.5%**)

2) Safeguarding and keeping spaces safe

Not the most frequent theme, but high-sensitivity: people want reassurance about supervision, standards and behaviour management (**26 comments, 9.6%**).

3) Inclusion and access (cost, transport, SEND)

People raised practical barriers such as affordability, transport and accessibility for SEND/neurodiverse young people (**19 comments, 7.0%**).

4) Clarity: what exactly is being proposed and who leads it?

Some uncertainty stems from not knowing what the operating model is (accountability, staffing, referral pathways, day-to-day running).

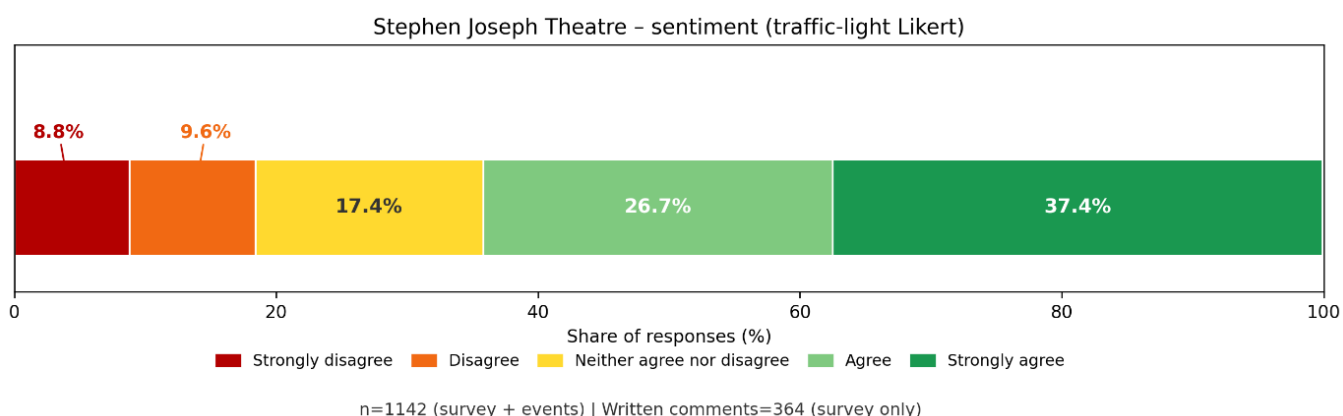
5) Using existing venues (including faith/community spaces)

Some see this as a strength — but only if venues feel genuinely welcoming and youth-appropriate.

What people suggested/key takeaways:

- **Be clear on the model** (which spaces are included, who runs them, how young people access them, what success looks like)
- **Build on what already exists** (strengthen and coordinate, don’t duplicate)
- **Design for reach and inclusion** (engage hard-to-reach young people; consider SEND, transport, cost barriers)
- **Prioritise safeguarding and governance** (standards, supervision, behaviour expectations, accountability across venues).

2.9 Project: Stephen Joseph Theatre (SJT) upgrades



A lot of people told us they value the Stephen Joseph Theatre as an important cultural asset for Scarborough and want to see it protected and improved. Support is clear overall, but SJT is also one of the more debated proposals because many comments focus on priority and funding route — including whether this is the right funding pot given perceptions that the theatre may be able to access other capital funding.

AT A GLANCE (COMBINED RESULTS)

- Support (Agree / Strongly agree): 64.1% (n=732)
- Strongly agree: 37.4% (n=427)
- Agree: 26.7% (n=305)
- Unsure: 17.4% (n=199)
- Oppose: 18.5% (n=211)
- Total responses: n=1,142
- Net support: +45.6
- Open comments: n=364

WHAT PEOPLE LIKED ABOUT THE IDEA

SJT IS SEEN AS A KEY CULTURAL ASSET (“A GEM”)

The strongest supportive message is that SJT is a valued local asset that contributes to Scarborough’s cultural offer and town centre activity (**89 comments, 24.5%**)

“Such a wonderful well used local community resource. Should absolutely be supported... Love SJT!”

“It is one of the few things left to have pride in, must be preserved and improved upon.”

ACCESSIBILITY AND COMFORT (WHO CAN USE IT EASILY)

Support grows when improvements clearly widen access — especially for older residents, disabled visitors and those with mobility needs **57 comments (15.7%)**

“...a valuable space... needs to be kept alive... usable and accessible to all.”

“...unfortunately it’s not accessible to a lot of dementia people due to very limited parking nearby.”

KEEPING THE BUILDING IN GOOD CONDITION (FIT FOR THE FUTURE)

A clear strand of support sees investment as future-proofing and maintaining an important building, including improving the visitor experience (**75 comments, 20.6%**).

“The improvements will... preserve the building for future generations.”

Where people were unsure

The 17.4% unsure group often appears to reflect “tell me why this is the right funding pot and what the public benefit is,” rather than rejection of the theatre itself. In the raw comments, people commonly asked what other funding options have been pursued and how this proposal compares to other priorities.

MAIN CONCERNS RAISED

1) “SHOULDN’T THIS BE FUNDED ELSEWHERE?” (FUNDING FAIRNESS)

A consistent concern: SJT might be able to access other funding routes (e.g., cultural funders) and therefore shouldn’t draw heavily on regeneration funding **58 comments (15.9%)**

“...should be self-funding, or obtain its funding from the Arts Council etc, not from this regeneration pot.”

2) PRIORITY AND VALUE FOR MONEY

Some respondents questioned whether SJT upgrades should be prioritised over other town-wide needs (**20 comments, 5.5%**).

3) AFFORDABILITY AND WHO BENEFITS

A number of comments questioned how widely benefits are felt, including perceptions of affordability or who uses the venue (**32 comments, 8.8%**)

“The theatre should be self-financing. Maybe if it offered more commercial (less niche) events...”

4) SUSTAINABILITY FRAMING CAN BE DIVISIVE

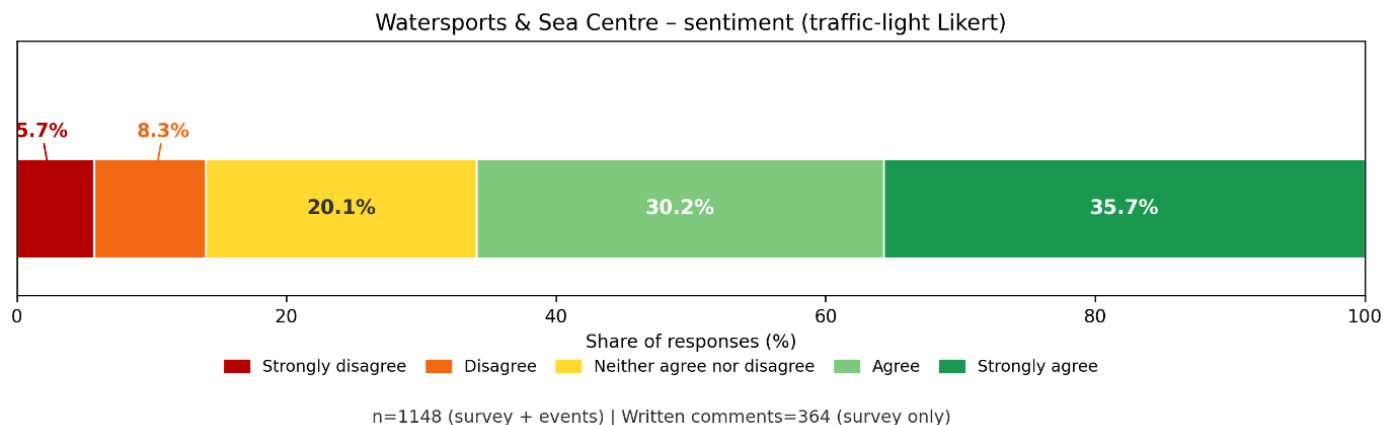
Some support energy improvements; others prefer the case to be framed around access, building condition and long-term viability (**25 comments, 6.9%**).

“Totally agree... Not sure about cost of carbon neutral though?”

WHAT PEOPLE SUGGESTED/KEY TAKEWAYS

- **Why this funding pot is needed** (what gap remains after exploring other cultural funding).
- **The public benefit offer** (accessibility improvements, community use, outreach, affordability).
- **A clear affordability and inclusion plan** (so benefits feel resident-accessible).
- **How success will be evidenced** (e.g., improved access, audience reach, community participation).

2.10 Project: Watersports and Sea Centre



A lot of people told us they support the idea of a Watersports and Sea Centre and see it as a natural fit for Scarborough. Many described the sea as one of the town's biggest assets and felt better facilities could strengthen health and wellbeing, community life and year-round activity.

At the same time, support is often conditional. The dominant “yes, but...” themes were: where it goes (location), whether water quality is addressed, and whether the offer will be affordable and accessible to local residents, with a clear plan for delivery and ongoing costs.

AT A GLANCE (COMBINED RESULTS)

- Support (Agree / Strongly agree): 65.9% (n=757)
- Strongly agree: 35.7% (n=410)
- Agree: 30.2% (n=347)
- Unsure: 20.1% (n=231)
- Oppose: 13.9% (n=160)
- Total responses: n=1,148
- Net support: +52.0
- Open comments: n=364

WHAT PEOPLE LIKED ABOUT THE IDEA

PRACTICAL FACILITIES THAT MATCH HOW PEOPLE ALREADY USE THE COAST People noted Scarborough already has strong year-round use by swimmers, surfers and paddlers, but facilities haven't kept pace. The strongest supportive message focused on practical basics such as changing, showers, storage and access points (**62 comments, 17.0%**).

“Sea swimming one of our best assets. Please refurbish and re-open changing block... Also changing facilities on north side for surfers.”

HEALTH AND WELLBEING BENEFITS (AND INCLUSION)

Many framed the proposal as a wellbeing project — improving physical and mental health, confidence and inclusion, especially if costs are kept low (**66 comments, 18.1%**).

“The surf school worked amazingly for children struggling with mental health, so imagine what a hub could do.”

TOURISM, PROFILE AND A STRONGER YEAR-ROUND OFFER

A common positive view was that a hub could raise Scarborough's profile, support events/clubs, and extend activity beyond summer (**76 comments, 20.9%**).

"Our beaches and sea are our greatest asset... Definitely a great way to boost Scarborough's profile."

WHERE PEOPLE WERE UNSURE

There is majority support, but the **20.1% unsure** group suggests many respondents are open to the idea but need reassurance on key delivery questions — particularly **location, water quality, affordability**, and how the centre would be run and maintained.

MAIN CONCERNS RAISED

1) LOCATION DEBATE (SOUTH BAY VS NORTH BAY)

This was one of the clearest contested issues. People wanted a clear explanation of *why this location* and reassurance that benefits are fairly distributed (**82 comments, 22.5%**).

2) WATER QUALITY IS A MAJOR ISSUE

Many felt it is hard to encourage more sea activity without visible action on bathing water quality. This came through strongly as a prerequisite/parallel workstream (**47 comments, 12.9%**).

"What about water quality? ... action??"

"As part of a wider strategic plan with a clean water Scarborough... this is a good idea."

3) AFFORDABILITY AND LOCAL ACCESS

Affordability was repeatedly used as a test of whether the project is truly for residents and community groups, not just visitors (**54 comments, 14.8%**).

"Definitely needed especially if costs are low..."

4) ONGOING COSTS, GOVERNANCE AND MAINTENANCE

People asked who would run the centre, how it would be managed day-to-day, and whether ongoing costs could be sustained (**31 comments, 8.5%**).

"Another project doomed for failure with ongoing costs..."

5) DUPLICATION / DISPLACEMENT

Some questioned whether the proposal duplicates existing clubs/businesses and asked how it would add value rather than displace what already exists (**51 comments, 14.0%**).

"...we have businesses already offering this, what displacement has been documented?"

WHAT PEOPLE SUGGESTED

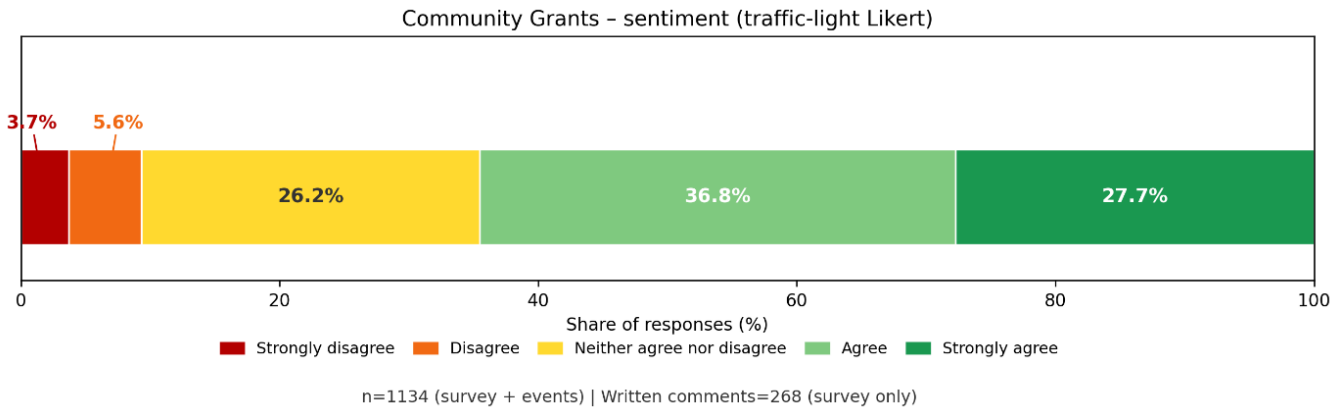
People's suggestions cluster around a "make it real and usable" set of conditions:

- **Anchor the project in practical facilities** - (changing, showers, storage, rinse points, accessible design)
- **Treat water quality as a prerequisite or parallel workstream** - (clear assurance, monitoring, partnerships, honest messaging)
- **Be explicit about location rationale** - (fairness, access, environmental impact, year-round viability)

- **Design for affordability and inclusivity** - (pricing for locals, concessions, disability access, family-friendly approaches)
- **Set out the operating model** - (who runs it, how it's maintained, long-term sustainability)

2.11 Project: Community Grants

Overall, people are supportive of the idea of a small grants programme that helps local people and groups deliver practical improvements in their neighbourhoods. Support is strong, but a sizeable “unsure” group



suggests confidence depends on how decisions are made, how fairness is protected, and how administration is kept proportionate.

AT A GLANCE (COMBINED RESULTS)

- Support (Agree / Strongly agree): 64.5% (n=731)
- Strongly agree: 27.7% (n=314)
- Agree: 36.8% (n=417)
- Unsure: 26.2% (n=297)
- Oppose: 9.3% (n=106)
- Total responses: n=1,134
- Net support: +55.1
- Open comments reviewed: n=268

WHAT PEOPLE LIKED ABOUT THE IDEA

LOCAL PEOPLE MAKING LOCAL CHANGE

The strongest positive message is that local residents and grassroots groups know their areas and can deliver tangible improvements when given the tools **101 comments (37.7%)**

“Yes, local areas know what they need... everyone will feel happier about where they live.”

SMALL POTS CAN GO A LONG WAY (IF THE PROCESS IS SIMPLE)

People value small, flexible funding that doesn't require heavy bureaucracy — especially for volunteer-led groups. **33 comments (12.3%)**

BOROUGH-WIDE RELEVANCE (NOT JUST ONE AREA)

Support strengthens when the scheme feels visibly fair and available to neighbourhoods across Scarborough **33 comments (12.3%)**

“...bring community together to focus on projects that make a difference in their area of Scarborough.”

WHERE PEOPLE WERE UNSURE

The “unsure” group (26.2%) was driven less by opposition to the concept and more by questions about who decides, how fairness will be maintained, and whether the process will become admin-heavy relative to the size of the grants.

MAIN CONCERNS RAISED

1) FAIRNESS AND TRANSPARENCY OF DECISION-MAKING

The biggest trust concern was whether decisions will be fair and protected from favouritism (13 comments, 4.9%).

“...open to personality conflicts... Biggest voices getting too much influence.”

2) ADMIN OVERHEAD AND VALUE FOR MONEY

People worried that administration could outweigh the benefit if the process becomes too heavy (14 comments, 5.2%).

3) SCRUTINY, OVERSIGHT, AND PROOF IT'S WORKING

Some asked for basic safeguards and accountability — enough to ensure money is used well, without creating unnecessary bureaucracy (13 comments, 4.9%)

“This could make a real difference as long as objectives and outcomes are carefully monitored...”

4) SCEPTICISM ABOUT IMPACT (TOO SMALL / TOO SCATTERED)

A number of comments questioned whether small grants will be meaningful if spread too thinly or not connected to clearer priorities (20 comments, 7.5%).

“...projects are too small... not likely to benefit the wider community...”

5) MIXED AWARENESS OF ‘VOICE YOUR CHOICE / BIG LOCAL’

Some respondents weren't familiar with the approach, and that lack of understanding reduced confidence (9 comments, 3.4%).

“...I've never heard of them which makes me think this would be a waste of time!”

WHAT PEOPLE SUGGESTED/KEY TAKEAWAYS

- Make the process easy and accessible (simple forms, clear guidance, low barriers for volunteer-led groups).
- Publish clear rules and decisions (transparent criteria, conflicts-of-interest controls, clear summaries of awards).
- Keep admin light, but safeguards clear (checks proportionate to grant size and risk).

- Use light-touch monitoring where appropriate (enough to show outcomes without creating burden).
- Ensure borough-wide access (good communication so different neighbourhoods apply and benefit).

3. How people felt about the programme

PROGRAMME-LEVEL SENSE CHECK – WHAT PEOPLE TOLD US ABOUT THE PROCESS

Although the consultation did not include a direct question about the programme as a whole, many respondents *did* share views about the wider approach, overall delivery confidence, and how decisions are made. These views appeared within their comments on individual projects.

This section summarises the recurring cross-cutting messages. It should be read as an **emerging pattern drawn from multiple project responses**, not as a standalone measurement.

OVERALL MOOD (WHAT CAME THROUGH ACROSS THE FEEDBACK)

Across the engagement, people were broadly **positive about investment and change**. Many expressed a desire for Scarborough to feel more cared for, more active, and better supported.

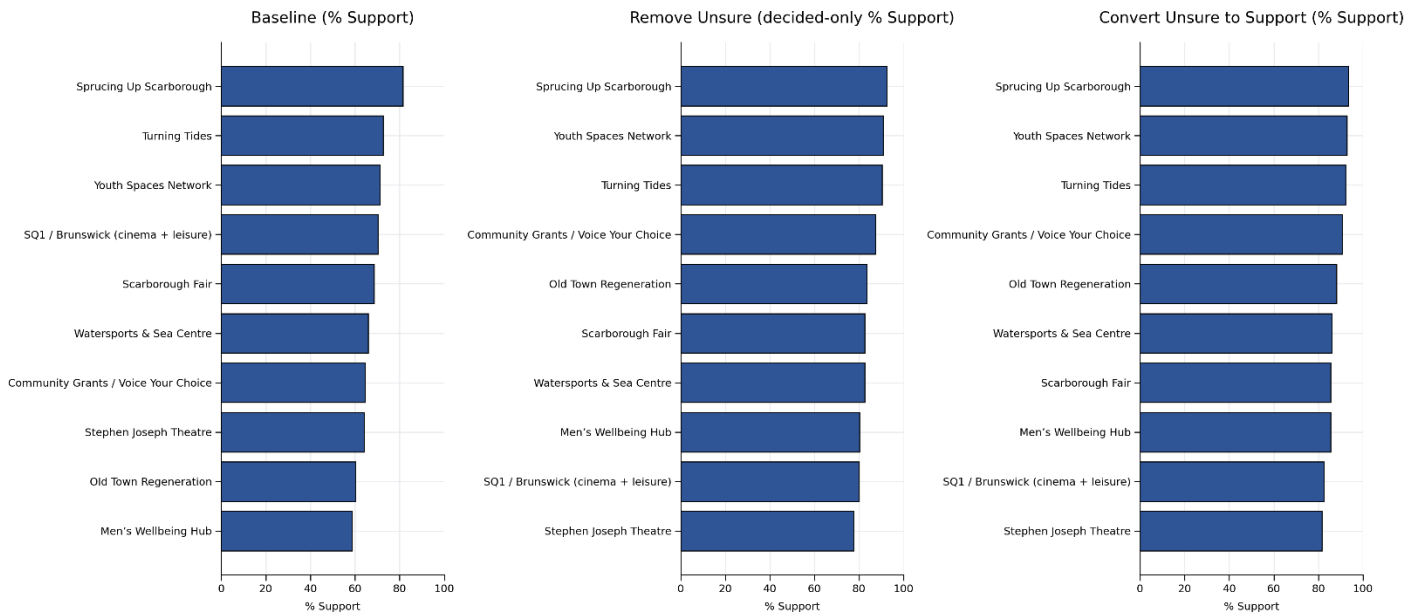
Alongside that positivity, respondents placed strong emphasis on **how change is delivered**. A consistent message was that confidence depends on delivery being clear, fair and visible — and on avoiding a situation where the programme feels like “more process” rather than real, tangible change.

WHAT THE COMMUNITY EMPHASISED MOST OFTEN

Bringing these themes together, overall confidence in the programme appears to be strongly linked to four recurring ideas:

- **Clarity** — people want to understand what will happen, what will change, and how.
- **Fairness** — people want to know who benefits and how decisions are made.
- **Delivery confidence** — visible progress, strong follow-through, and action over process.
- **Value for money** — including making use of what already exists and ensuring benefits are accessible.

4. Appendix



About the “Unsure scenarios” chart: This chart is a **scenario model** that shows how the *ranking of projects by % support* would change under two hypothetical assumptions about the “Neither agree nor disagree” (“unsure”) group. The baseline panel shows the % who selected **Agree/Strongly agree** as recorded in the survey. The “Remove unsure” panel recalculates % support using only people who expressed a view (Agree/Strongly agree vs Disagree/Strongly disagree). The “Convert unsure” panel shows a best-case scenario where all “unsure” responses are treated as support. These scenarios are **not reported results**; they are included to help interpret where support may be **conditional on clarity** and where converting “unsure” responses could most affect perceived support

