LONG-TERM PLAN FOR SCARBOROUGH

TEN-YEAR VISION 2024 -2034 [DRAFT]

NORTH YORKSHIRE COUNCIL

Scarborough Town Board

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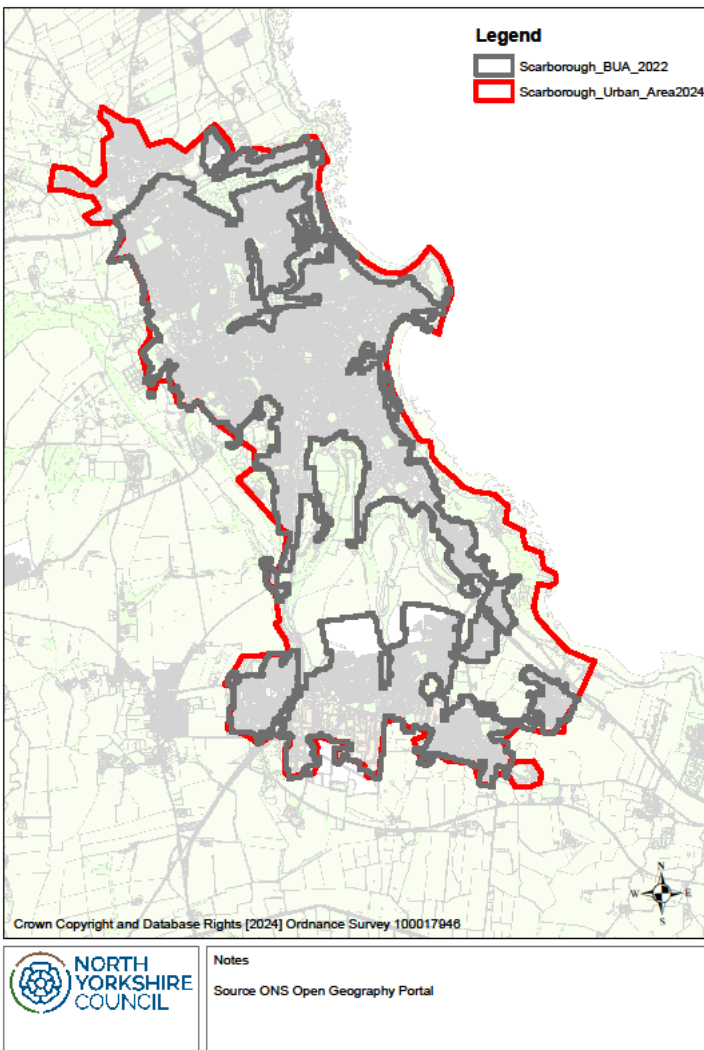# WHAT IS THE LONG-TERM PLAN FOR SCARBOROUGH?

The Long-Term Plan for Scarborough outlines our 10-year vision for an active, sustainable, and welcoming town. Scarborough is one of 55 towns to receive £20 million in funding from the Department for Levelling Up, Housing and Communities (DLUHC) over the next ten years. This plan focuses on three main investment areas: **Safety and Security, High Streets, Heritage, and Regeneration** and **Transport and Connectivity**. By listening to our community and working with key partners, we will work to meet local needs and make Scarborough a better place to live, work, and visit; now and for future generations to come.

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1.   GEOGRAPHY

Situated on the beautiful Yorkshire coast, Scarborough boasts a rich heritage rooted in its proud maritime history. Nationally renowned as a seaside resort, the town enjoys the benefits of its coastal location, the natural beauty of the surrounding countryside, and the nearby North Yorkshire Moors National Park, all of which contribute to a high quality of life for its residents. Outside the town centre but within the urban area, Scarborough has several employment sites which improve the economic diversity of the town.

The Long-Term Plan for Scarborough's boundary is based on the ONS Built-Up area geography which is home to approximately 62,000 people. The boundary was extended to reflect the true continuous urban area of Scarborough and the sustainable transport links between the town centre and the town's employment areas, south Scarborough, and Seamer Station. The extended boundary also ensures that strategic employment and housing sites fall within the boundary.

ONS Scarborough Built-up Area (BUA) 2022/Urban Area 2024

Our Long-Term Plan for Towns identifies 5 focus areas within Scarborough where a co-ordinated approach to regeneration and investment will be taken to enable us to achieve our 10-year Vision for Scarborough. This approach allows us to build on the strengths of each area, helping to shape the focus of the interventions, enabling a cohesive and vibrant community that benefits residents, businesses, and visitors. These focus areas are:

TOWN CENTRE

The Town Centre is the beating heart of Scarborough, offering a blend of retail, business, cultural, and residential spaces. Our aim is to revitalise the high street, encourage a thriving evening economy, and create a vibrant, inclusive atmosphere that attracts both locals and visitors. Investments will focus on enhancing public spaces, supporting diverse businesses and leisure, and celebrating the town's rich heritage through events and festivals.

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SOUTH BAY

South Bay is renowned for its picturesque coastline, bustling seafront, and Grade II* listed Scarborough Spa, making it a prime location for tourism and leisure activities. The harbour remains an important economic driver for the town and increased activity will complement harbour improvements. Our vision for the South Bay area includes improving access to the beach, enhancing the promenade, and supporting waterfront businesses. We will also focus on environmental sustainability, ensuring that South Bay is a clean and attractive destination for future generations.

NORTH BAY

The North Bay offers a unique blend of natural beauty and recreational opportunities, from the sandy beaches to Peasholm Park. Our plans for The North Bay involve creating a family-friendly environment with safe, well-maintained green spaces and attractions. By investing in infrastructure and promoting local events, we aim to boost tourism and provide residents with a high-quality recreational area.

SOUTH SCARBOROUGH

South Scarborough is a rapidly expanding residential area comprising leisure and recreation assets (the Mere and Oliver's Mount), links to the national rail network via Seamer station and a significant cluster of businesses on Scarborough Business Park.

South Scarborough is strategically important to the overall growth and development of the town and our focus here will be on enhancing local amenities and improving transport links to ensure that South Scarborough is a desirable place to live and work. By improving access and facilities at Seamer Station, it will enhance its role as a key transport hub.

NORTH SCARBOROUGH

North Scarborough acts as a gateway to the North Yorkshire Moors. It is primarily a residential area with a high population of older residents, a number of education facilities and the town's General Hospital and A & E facility. Our strategy for North Scarborough includes improving connectivity between these areas and the hospital with the town centre and wider Scarborough and promoting active travel to our surrounding countryside and better use of the Cinder Track.

2. VISION STATEMENT

"Scarborough is a leading British resort. It is a welcoming, picturesque seaside town with a rich heritage that provides a healthy work / life balance for its residents. Our vision is to build on its natural assets and create opportunities for future growth and improvements that will benefit our whole town.

We will take ambitious steps that will increasingly enhance the infrastructure, prosperity, safety, accessibility, and inclusivity of our town, in a way that residents will be proud to live and work here. Where investment is encouraged and welcomed, and our shared outcomes as defined in our plans drive a vision that is truly transformational.

We want Scarborough to be an example of what can be achieved through long term collaboration between the public, social and private sectors, and its residents, to pave the way for an enviable regeneration of the town. We want our success to become a beacon for other towns to follow, which will provide our future generations with greater civic pride and a desire to invest in all things Scarborough."

WE ARE SCARBOROUGH

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3.   STRATEGIC CASE FOR CHANGE

The Long-Term Plan for Scarborough is based on extensive community input and partner collaboration. These findings will guide proposed interventions aimed at addressing the town's needs. It aligns with North Yorkshire Council's Council Plan and Economic Growth Strategy, and the York and North Yorkshire Combined Authority Economic Framework. Effective collaboration is key to Scarborough's future success.

This section outlines Scarborough's challenges and opportunities, which have shaped the Long-Term Plan's objectives to boost the town's prosperity, vibrancy, and heritage.

3.1 SAFETY AND SECURITY

HIGH CRIME RATES AND ANTI-SOCIAL BEHAVIOUR

The urban area of Scarborough has a crime rate of 166.2 offences per 1000 [1] of our population, nearly double the national average. The Castle ward (town centre) is the biggest contributor to this figure with an average of 197 offences a month. It is therefore no surprise that public feedback indicates 84% [2] of our residents worry about visiting the town centre due to the anti-social behaviour they may encounter.

DEPRIVATION

Scarborough has three wards (Eastfield, Castle and Woodlands) with areas within the top 10% most deprived areas of the UK [3]. Wards are broken down into Lower Super Output Areas (LSOAs) to measure deprivation, four LSOAs within the castle ward, two within

Eastfield and one within Woodlands are in the top 10 most deprived areas within North Yorkshire [4].

Over 62% of households suffer from household deprivation in the Castle ward area, with over 56% of working age residents not working in the last 12 months. [3]
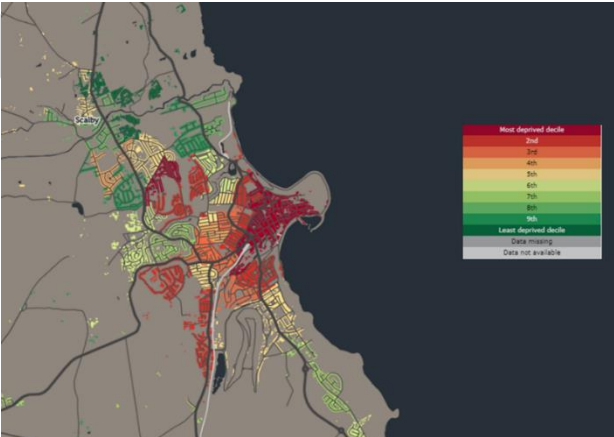
Figure two - DLUHC Index of Multiple Deprivation Scarborough Area Profile (2019)

The Long-Term Plan for Scarborough is in a position to address this deprivation and tackle the anti-social behaviour faced within our town. Through interventions aimed at working with the community to address safety concerns by enhancing multi organisation visibility and providing better support

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[1] DLUHC Data Pack
[2] Let's Talk Scarborough survey.

[3] National Office for Statistics
[4] Data North Yorkshire

services, the root of the problems faced in the Castle ward can be overcome and the town can begin to boost civic pride inspire positivity about where people live.

3.3 HIGH STREETS, HERITAGE, AND REGENERATION

NEGATIVE TOWN CENTRE PERCEPTION

The perception of Scarborough's town centre is poor, with 85% of local feedback[5] expressing dissatisfaction with the town's appearance. The town suffers from a high retail vacancy rate of 17.8%[6], excessive low value uses, and numerous 'grotty' areas highlighted by the public. This has resulted in the town centre becoming an uninviting area deterring visitors and investors.

Whilst the town centre experiences high footfall, this is often because it acts as a passage to the seafront rather than a destination itself. This is largely due to its lack of inviting spaces and leisure facilities, which creates a disconnect between the tourist areas and the rest of the town.

Comment themes by happiness (n=930)

Appearance & environment (n=335)	1%	4%	10%	25%		60%
Place to be (n=56)	2%		16%	32%	27%	23%
Safety & security (n=68)	3%	1%	12%	21%		63%
Something else (n=103)	6%	1%	26%	35%		32%
Things to do (n=195)	6%	8%	28%	28%		30%
Transport (n=118)	2%	4%	22%	36%		36%

Very Happy · Happy · Neutral · Unhappy · Very unhappy

Figure three: data graph from Let's Talk Scarborough online survey

LACK OF EMPLOYMENT OPPORTUNITIES

Scarborough is a seasonal town and part time employment is dominant. As a result, the town suffers from a high unemployment rate of 5%[7], which is the highest in North Yorkshire[8] and lacks a variety of skills and employment opportunities with 34.7%[4] of local people. employed in low skilled jobs and 25.9%[7] of residents with no qualifications. In 2019, the average weekly earnings of residents was £564, comparatively less than the £634 average recorded in Yorkshire and significantly lower than the £713 weekly earnings across England[9].

The Long-Term Plan provides the opportunity to facilitate investment into the town and promote diversification to ensure it caters to different sectors and residents. By promoting Scarborough as a place to do business, we can attract inward investment and high-quality businesses providing our residents with chances to secure high value jobs.

Through large scale town centre regeneration, improvements to the public realm and built environment, enhanced support for arts, cultural, heritage activities, and facilities, the plan can address the negative perception of the town centre and showcase Scarborough as a place residents feel proud of, where people want to visit, and businesses want to invest in.
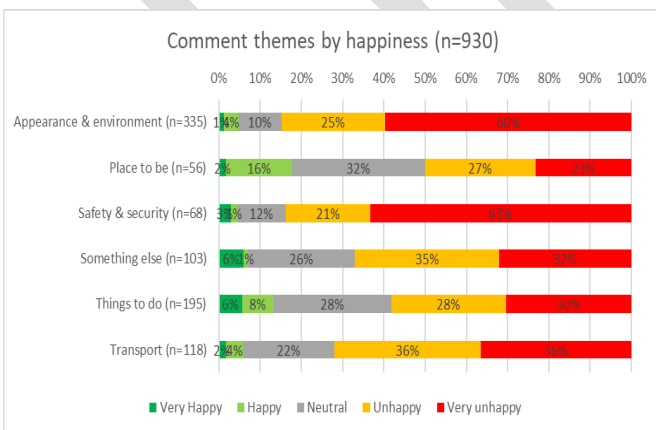
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[5] Let's Talk Scarborough survey.
[6] DLUHC Data Pack
[7] Nomis

[8] Data North Yorkshire
[9] ONS earnings & hours worked, 2019

3.2 TRANSPORT AND CONNECTIVITY

POOR TRANSPORT CONNECTIVITY

Scarborough is peripherally located and physically constrained by the coast and the North York Moors National Park. This causes poor connectivity into and around the town, long journey times and limits the opportunities for Scarborough's residents. Poor gateways at both Scarborough train station and Seamer station and lack of onward travel are serving to entrench these difficulties.

Comments in relation to transport make up the biggest percentage of comments within the wards of Stepney, Newby, Seamer and Woodlands which are on the outskirts of the Town Centre and over 50% of the comments received related to public transport services.

Seamer Station is an important site with over 120,000 commuters passing through a year and is the closest train station to the biggest employment site in Scarborough. However, the current transport links to and from this station are inadequate and require significant improvement to ensure that the surrounding areas can access high quality links.

The Long-Term Plan for Scarborough facilitates the ambition of the town to develop our transport services through improved train services and station gateways, enhanced bus timetable and all-round traffic improvements, allowing residents to access opportunities both within and outside the town.

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

Let's Talk Scarborough survey quote.

DIGITAL CONNECTIVITY

Scarborough's current digital infrastructure can't support the needs of the town with only 7.6% of properties having gigabit capable broadband, compared to a national average of 72% [10] . This limits the opportunities for businesses to provide quality digital connectivity for employees and customers as the trend towards hybrid working grows.

The Long-Term Plan enables the town to address the need for improved digital infrastructure to attract businesses seeking to invest in Scarborough and to ensure that our residents have every opportunity to connect digitally for work and leisure.

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[10] DLUHC Data pack

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4.   OBJECTIVES AND OUTCOMES

Our objectives for Scarborough's Long-Term Plan are based on three main themes: **Safety and Security**, **High Streets, Heritage, and Regeneration** and **Transport and Connectivity**, all of which have been carefully considered to address the concerns and priorities identified through our extensive community engagement, ensuring that our objectives are closely aligned with what the community values most.

These objectives and their expected outcomes will deliver long-term benefits to Scarborough transforming our town into a safer, better connected, and vibrant town.

4. 1 SAFETY AND SECURITY

Objective	Expected Outcome
Ensure a multi-agency approach is taken to reduce crime.	Coordinated efforts between various agencies will holistically support individuals, in-turn reducing crime rates, creating a safer environment for residents and visitors.
Create safe and secure spaces and activities for young people and the wider community.	Providing safe spaces and engaging activities for young people and the wider community will offer positive outlets in the town centre, which will assist in reducing anti-social behaviour.
Address root causes of anti-social behaviour.	Early intervention and targeted programs will help address the root causes of anti-social behaviour, leading to a more cohesive and respectful community.
Build a greater sense of civic pride in our communities.	Initiatives that nurture civic pride will encourage residents to take active roles in improving their neighbourhoods, leading to a stronger sense of community, and belonging.
Better support and access for vulnerable people.	Easy access to essential support services will improve overall well-being and quality of life, especially for vulnerable populations.

4.2 HIGHSTREET, HERITAGE AND REGENERATION

Objective	Expected Outcome
Create a vibrant, prosperous, and inclusive high street with fully occupied units.	A vibrant high street with diverse activities will attract more visitors and businesses, reducing vacancy rates and enhancing the town's appeal.
Establish a thriving evening economy.	Extended business hours and evening events will boost nightlife, attract tourists, and provide more social opportunities for residents.
Create a culture of sustainable business growth	Support programmes will assist in creating a sustainable environment for new and existing businesses, leading to job creation and economic growth.
Establish Scarborough as a top performing University town	Scarborough will be recognised as a leading university town, attracting a diverse student population. This will stimulate local economic growth, create vibrant cultural exchanges, and enhance the town's reputation as a hub for higher education and innovation.
Support diverse, high quality, low carbon residential living.	Developing high-quality residential units and student accommodations will enhance the town's appeal as a residential and educational hub.
Establish and maintain safe, green and welcoming family friendly spaces.	Upgrading parks and public spaces will provide safe, welcoming areas for families, promoting community cohesion and improving quality of life.
Use the town's heritage as a catalyst to drive regeneration in the town.	Organise cultural and heritage events that celebrate Scarborough's history and attract visitors.
Create a unique identity and brand for Scarborough.	By establishing a unique identity, attracting both residents and visitors with a brand that highlights the town's diverse offerings. This branding will enhance local pride, support economic growth, and position Scarborough as a premier destination that stands out for its innovation, culture, and community spirit.

4.3 TRANSPORT AND CONNECTIVITY

Objective	Expected Outcome
Provide better bus connections to link our communities to employment sites, services, and the town centre.	Improved public transport connections will facilitate easier travel within and between communities.
Establish a comprehensive network of high-quality cycle and walking routes.	Safe and accessible cycle and walking routes will promote active travel, reduce traffic congestion, and encourage healthier lifestyles.
Deliver high-speed digital infrastructure in every home and workplace	Universal high-speed internet access will enhance digital connectivity, support remote work and education, and bridge the digital divide.
Support the establishment of regular and reliable bus and rail options to the wider region.	Reliable inter-town transport services will improve regional and economic connections.

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5.   AREAS OF INTERVENTION

Drawing on insights from our community and stakeholder engagement, our investment will begin in the Town Centre and Old Town areas, which have been highlighted as priority regeneration zones. This early investment will act as a catalyst in the town's revitalisation. By directing resources and efforts into these areas during the initial one to three years, we will build momentum and achieve visible progress. We will then expand our investment to include the wider urban area of Scarborough in years four to ten, ensuring thorough and sustainable development across the town.

The following interventions will guide our direction of travel and ensure we meet our long-term goals for Scarborough's development:

5.1 SAFETY AND SECURITY

"Scarborough will develop a safer, more inclusive community by supporting youth activities and collaboration between organisations to boost civic pride in our communities, creating a stronger sense of belonging. Enhanced multi-agency working initiatives address root causes of anti-social behaviour".

Objective	Planned Direction of Travel	Types of Interventions (Annex C)
Ensure a multi-agency approach is taken to reduce crime.	Collaborate with various organisations and agencies to create a unified front against crime.	S2: Engage with Police Force for visible crime prevention.
Create safe and secure spaces and activities for young people and the wider community.	Develop and maintain public areas that are secure and inviting for all residents.	S1: Design and management of the built and landscaped environment to 'design out crime'.
Address root causes of anti-social behaviour.	Implement targeted interventions that address the underlying factors contributing to antisocial behaviour.	S3: Measures to prevent antisocial behaviour, crime and reduce reoffending.

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Build a greater sense of civic pride in our communities.	Encourage community engagement and participation that fosters a sense of ownership and pride in our town.	S4: Measures to reduce repeat burglary and foster community resilience.
Better support and access for vulnerable people.	Ensure essential services are accessible and available within local neighbourhoods to support community well-being.	S3: Measures to prevent antisocial behaviour, crime and reduce reoffending.

5.2 HIGH STREETS, HERITAGE, AND REGENERATION

"Scarborough will maximise its potential for growth through the creation of a vibrant, mixed use town centre with fully occupied high quality buildings and prosperous businesses. We will increase our resident's well-being through the establishment of welcoming, family friendly spaces, opportunities for young people and by nurturing an active and heritage rich town".

Objective	Planned Direction of Travel	Types of Interventions (Annex C)
Create a vibrant, prosperous, and inclusive high street with fully occupied units.	Develop spaces that integrate retail, dining, residential, and entertainment options to ensure a lively and diverse town centre.	H1: Funding for place-based regeneration and town centre improvements.
Establish a thriving evening economy.	Promote businesses and activities that draw people into the town centre after daytime business hours.	H1: Funding for place-based regeneration and town centre improvements.
Create a culture of sustainable business growth.	Offer incentives and support to attract new businesses and encourage existing ones to thrive.	H1: Funding for place-based regeneration and town centre improvements.

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Establish Scarborough as a top performing University town.	Creating opportunities for students to reside, study, access local leisure offerings and employment opportunities.	H1: Funding for place-based regeneration and town centre improvements.
Support diverse, high-quality, low-carbon residential living.	Develop housing that caters to a variety of needs, from families to students.	H1: Funding for place-based regeneration and town centre improvements.
Establish and maintain safe, green, welcoming family-friendly spaces.	Design public areas that are welcoming and secure for people of all ages.	H1: Funding for place-based regeneration and town centre improvements. H3: Creation and improvement of local green spaces and natural environments.
Use the town's heritage as a catalyst to drive regeneration in the town.	Organise cultural and heritage events that celebrate Scarborough's history and attract visitors.	H5: Support for local arts, cultural, heritage activities
Create a unique brand identity for Scarborough.	Promote Scarborough as a leading destination, with an identity that challenges the perception that Scarborough is just a seaside town.	H6: Funding for the development and promotion of wider campaigns which encourage people to visit and explore the local area.

5.3 TRANSPORT AND CONNECTIVITY

"Scarborough will create a future where sustainable and accessible transport options are readily available. We commit to establishing a comprehensive network of active travel routes, better public transport and better traffic management. We will drive for modern and future proofed digital connectivity, smart infrastructure services and wayfinding".

Objective	Planned Direction of Travel	Types of Interventions (Annex C)
Provide better bus connections to link our communities to employment sites, services, and the town centre.	Improve public transport connections to facilitate easier travel within and between communities.	T2: Funding for bus infrastructure and connections.
Establish a comprehensive network of high-quality cycle and walking routes.	Develop safe and accessible cycle and walking routes to promote active travel, reduce traffic congestion, and encourage healthier lifestyles.	T1: Support for active travel enhancements in the local area.
Deliver high-speed digital infrastructure in every home and workplace	Ensure universal high-speed internet access to enhance digital connectivity, support remote work and education, and bridge the digital divide.	T7: Investment and support for digital infrastructure for local community facilities.
Support the establishment of regular and reliable bus and rail options to the wider region.	Develop reliable inter-town transport services to improve regional mobility and economic integration.	T2: Funding for bus infrastructure and connections; T5: Funding to improve rail connectivity and access.

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6.   ALIGNMENT WITH WIDER INVESTMENT

Our 10-year vision for the Long-Term Plan for Towns (LTPT) programme is closely aligned with existing government, regional, and local programmes and investments. By integrating our initiatives with broader national and regional strategies, we are ensuring that our goals for **Safety and Security**, **High Streets, Heritage, and Regeneration** and **Transport and Connectivity** are reinforced and supported by wider economic, social, and environmental policies. Building on the successes and foundations laid by the Towns Fund programme, our LTPT programme continues to drive forward regeneration and sustainable development, amplifying the impact of previous investments and ensuring a cohesive approach to future growth.

6.1 SAFETY AND SECURITY

Scarborough's vision for enhancing safety and security is all about creating a strong, inclusive community where everyone feels safe and valued. Our approach aligns with key strategies such as the Governments **Build Back Better** initiative, which supports building resilient communities and boosting civic pride and well-being. The **North Yorkshire Economic Growth Strategy 2023** highlights the importance of collaborative efforts to improve safety, which complements our multiagency approach to crime reduction. Additionally, recommendations from the **High Streets Task Force** emphasises the need to engage youth through supportive services and activities to prevent antisocial behaviour, directly supporting our objectives for our Long-Term Plan for Scarborough.

TRANSPORT AND CONNECTIVITY

Scarborough's vision for transport and connectivity aspires to create a future where sustainable transport and vibrant community life intersect seamlessly. This aligns with the

Governments **Build Back Better** along with the **North Yorkshire Economic Growth Strategy 2023** strategy, which both emphasise the importance of enhancing public transport connections and active travel routes to support economic growth, quality of life and community well-being. Our commitment to developing safe cycle and walking routes mirrors this focus. The **North Yorkshire Local Transport Plan (LTP4) 2016-2045** also supports these goals by focusing on improving public transport, promoting active travel, and ensuring sustainable transport options. Additionally, our vision aligns with the priorities of the **York and North Yorkshire Combined Authority (YNYCA)**, which include enhancing regional connectivity, supporting the transition to low-carbon transport, and improving accessibility for all residents. The YNYCA's focus on integrating transport networks and increasing the availability of sustainable transport options complements our efforts to create a greener, more connected Scarborough. By aligning our transport initiatives with these broader strategies, we ensure a cohesive approach that maximises the benefits for our community and contributes to regional and national objectives.

HIGH STREETS, HERITAGE, AND REGENERATION

Our vision for Scarborough's high streets, heritage, and regeneration is to create a

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bustling and prosperous town. This vision aligns with several key strategies, laying the groundwork for meaningful change. The Government's **Build Back Better plan**, which focuses on substantial investments in infrastructure and the business environment, aligns with our ambition to draw in investment and nurture business growth, in turn rejuvenating our urban spaces, refurbishing our high streets, and breathing new life into public areas, following national economic priorities.

Our vision for improved High Streets, Heritage and Regeneration also resonates with the **North Yorkshire Economic Growth Strategy 2023**, which champions economic expansion and community well-being. By encouraging a vibrant high street and nurturing the growth of local businesses, our plan strengthens the region's economic resilience.

In collaboration with the **York and North Yorkshire Combined Authority (YNYCA)**, we are ensuring that our regeneration projects are in sync with regional goals for economic development and infrastructure enhancement. The **YNYCA** dedication to improving regional connectivity and accelerating business growth through strategic investments supports our vision of a thriving town centre. By aligning our plans with the YNYCA's economic framework, we can tap into further regional support and funding, amplifying the impact of our efforts. This unified approach not only strengthens local economic resilience but also cultivates a vibrant community atmosphere, honouring our cultural heritage and celebrating the unique spirit of Scarborough

7. COMMUNITY AND STAKEHOLDER ENGAGEMENT AND PARTICIPATION

Our ongoing programme of community engagement for Scarborough's Long-Term Plan for Towns has been designed to gather extensive feedback from a diverse range of stakeholders. To ensure a comprehensive and inclusive engagement process, North Yorkshire Council and Scarborough Town Board organised and led a programme of community engagement in partnership with Coast and Vale Community Action (CaVCA), ARCADE, and North Yorkshire Sport.

This collaborative approach has ensured that our Vision for Scarborough is shaped by the voices of our community, reflecting their hopes, and addressing their concerns.

7.1 ENGAGEMENT PHASES AND ACTIVITIES

The community engagement has been structured around three waves aimed to refine the community's vision:

Wave 1: Visioning: We gathered a broad range of community visions and aspirations for Scarborough's future.

Wave 2: Prioritisation: We identified, consolidated, and prioritised the interventions that aligned with the community's vision.

Wave 3: Sustained Dialogue: We have and will programme continuous engagement to ensure ongoing communication with stakeholders and feedback throughout implementation of the Long-Term Plan for Scarborough.

We've gathered invaluable insights and feedback from a variety of engagement activities, including public events, workshops, and focus groups as well as an online survey with an interactive mapping function that allowed users to interact with a map of Scarborough. Participants could drop pins, leave comments, and suggest improvements or express concerns about specific locations.

This feature helped gather localised input, making it easier to visualise and address particular issues within a geographical context.

The survey was designed to be accessible and inclusive, allowing residents to share their thoughts and feedback on various aspects of the Long-Term Plan for Towns. It provided a convenient platform for stakeholders who could not attend in-person events, ensuring the engagement process reached a diverse demographic.

We have consolidated the results of the engagement activities and survey into six key areas of improvement.

7.2 KEY MESSAGES AND INSIGHTS

IMPROVING THE TOWN CENTRE

Feedback

- Residents expressed a strong desire for a cleaner, more attractive town centre with better amenities.

- Key concerns included addressing seagull mess, general grime, and the need for enhanced shop fronts.

- There was a significant request for additional public amenities, such as more public toilets, waste bins, and regular street cleaning.

Impact

- A cleaner, well-maintained town centre can attract more visitors and businesses, boosting local commerce and improving the overall living environment.

PUBLIC TRANSPORTATION NEEDS

Feedback:

- There is a significant demand for more frequent, later and reliable bus services, especially for teenagers and the elderly to connect our communities to the town centre and key employment sites.

- Residents highlighted the difficulty in accessing the town centre without a car and the need for better public transportation options.

- Suggestions included extending bus service hours to accommodate people who work late or have early shifts.

Impact:

- This feedback supports the objective to improve connectivity, ensuring that all residents have access to essential services and opportunities.

- Improved transportation options enhance economic resilience and quality of life by facilitating better access to employment opportunities and local businesses.

BALANCING RESIDENT AND TOURIST NEEDS

Feedback:

- Residents voiced concerns about balancing their needs with those of tourists.

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- There was a call for more affordable and free activities for children and families, such as fountains and paddling pools that allow for easy supervision.

- Residents suggested better local marketing of events and attractions to ensure they feel included and informed about local offerings.

Impact:

- This aligns with supporting inclusive engagement by addressing the needs of both residents and tourists.

- By providing facilities and activities that cater to families and children, the town can enhance its appeal and inclusivity.

PUBLIC SPACE ENHANCEMENTS

Feedback:

- There is a desire for more public spaces such as town squares, and seating areas for socialising and relaxation.

- Enhancing the visual appeal of public areas was a common theme, with suggestions including landscaping, public art installations, and better lighting.

- A significant number of residents requested more public toilets in busy areas.

Impact:

- This feedback enhances the quality of life by providing inviting and accessible public spaces.

- These spaces support community interaction, mental well-being, and social cohesion, creating a vibrant, cohesive community.

YOUTH PROVISION

Feedback:

- There is a strong desire for further youth-led provisions and social spaces within the town centre to cater to the needs of younger residents.

- The feedback we received highlighted the need to address youth anti-social behaviour through positive community initiatives.

Impact:

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- This supports inclusive engagement by addressing the specific needs of younger residents.

- Providing dedicated spaces and activities for youth promotes involvement and reduces anti-social behaviour, benefiting the entire community.

ADDRESSING ANTI-SOCIAL BEHAVIOUR

Feedback:

- Residents are concerned about anti-social behaviour in the town centre and the old town, particularly issues related to alcohol and substance abuse.

- There is a call for measures to reduce these behaviours and provide supportive services for vulnerable individuals.

Impact:

- This aligns with improving safety and security, enhancing the overall quality of life.

- Addressing anti-social behaviour makes the town centre a safer environment for all residents and visitors.

In addition to the comprehensive community engagement carried out to inform the long-term plan, the Town Board will commit to continued engagement to enable two-way conversations to take place. This follows our engagement plan by ensuring that there is sustained dialogue with the community throughout the duration of the 10-year Plan for Scarborough and its subsequent interventions and projects.

8. OTHER INVESTMENT LEVERAGED

To realise our vision for Scarborough, the Scarborough Town Board and North Yorkshire Council are committed to attracting and maximising private, public, and social sector investment. By building on existing commitments and securing future support, we will be able to create a robust and sustainable funding framework for the town's long-term development.

PRIVATE INVESTMENT

Engaging Local, Regional and National Businesses: We will encourage businesses to invest in key projects by nurturing a business-friendly environment.

De-risking Sites: We will support the preparation of derelict and financially risky sites where possible to make them investment-ready through initial refurbishment and or preparation, thereby attracting both public and private sector investors.

PUBLIC INVESTMENT

*Leveraging Government Funding***:** Aligning local projects with national priorities to secure ongoing support from future government funded programmes.

York and North Yorkshire Combined Authority (YNYCA) and Regional Engagement: Attracting regional funding and support by integrating with YNYCA strategies and local transport plans.

SOCIAL SECTOR SUPPORT

Building Partnerships: Establishing relationships with social sector organisations and charities to fund community-focused initiatives, securing grants and donations to

enhance social infrastructure and promote well-being.

Community Schemes: Initiating local schemes similar to Hasting's "Grot Busters" programme to encourage businesses to improve their properties through in-kind contributions or match funding.

Local Leverage: Implementing grant schemes that require match funding from local community groups and charities ensures their investment in the town's improvement, while also working with the social sector to build capacity.

FUTURE PLANS

Strategic Investment Plans: Developing strategic plans for our town and key sites to attract further investment through marketing campaigns and stakeholder engagement.

Business Engagement: Encouraging local businesses to participate in improvement schemes with the aid of various support mechanisms.

By thoughtfully implementing these strategies at both local and regional levels, we will work towards creating a collaborative environment that makes the most of investment opportunities and drives sustainable growth in Scarborough.

9. GOVERNANCE

9.1 ROLES AND RESPONSIBILITIES

ROLE OF THE TOWN BOARD:

The Scarborough Town Board (STB) oversees the strategic direction and implementation of the Long-Term Plan for Towns (LTPT) programme. The STB operates in alignment with the principles of good governance, ensuring transparency, accountability, and community engagement.

- The STB will provide strategic direction and oversight for the LTPT programme.
- They STB will make key decisions regarding the prioritisation and allocation of LTPT funding.
- The STB will ensure robust community and stakeholder engagement throughout the programme.

CHAIRPERSON'S ROLE:

- To lead the board meetings, ensuring effective discussion and decision-making.
- They will act as the spokesperson for the board in communications with external stakeholders.

ACCOUNTABLE BODY:

- North Yorkshire Council will serve as the accountable body for managing and administering LTPT funds. Ensuring compliance with legal, financial, and administrative requirements.

RELATIONSHIP WITH OTHER PARTIES:

- The STB will collaborate with local stakeholders, businesses, and community organisations to achieve programme objectives.

- The STB will engage with advisory groups for expert input and feedback on specific projects and initiatives.

GOVERNANCE PRINCIPLES

- The STB is committed to upholding the Nolan Principles of public life, including selflessness, integrity, objectivity, accountability, openness, honesty, and leadership.

- The STB will ensure prudent and effective management of public funds in line with principles of regularity, propriety, feasibility, and value for money.

TRANSPARENCY:

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- We will publish the agendas and minutes from Town Board meetings and regular updates on programme progress and outcomes to ensure public transparency and accountability.

9.2 PROGRAMME MANAGEMENT

The management of the LTPT programme will be characterised by robust governance structures, clear accountability, and transparent reporting mechanisms:

GOVERNANCE STRUCTURES

The STB will oversee the strategic direction and implementation of the LTPT programme. This includes regular meetings, detailed planning sessions, and ongoing monitoring of progress.

CLEAR ACCOUNTABILITY

Roles and responsibilities within the STB will be clearly defined. Each member will be accountable for their specific duties and the collective outcomes of the programme.

9.4 ROUTE TO MARKET

The Scarborough Town Board will follow these key steps to appraise and approve investments, ensuring economic viability and alignment with strategic objectives.

PROJECT IDENTIFICATION AND PRIORITISATION

Projects will be identified through community consultation and stakeholder engagement, ensuring they address local needs and priorities.

FEASIBILITY STUDIES

Proposed projects will undergo feasibility studies to assess technical, financial, and environmental viability.

BUSINESS CASE DEVELOPMENT

Detailed business cases will outline project scope, objectives, costs, benefits, and risks, aligning with LTPT and regional goals.

APPRAISAL AND APPROVAL

Business cases will be appraised by the Scarborough Town Board and North

Yorkshire Council to ensure economic viability, strategic alignment, and value for money.

PROCUREMENT AND CONTRACTING

Projects will follow public procurement rules as set out in North Yorkshire Council's Constitution to select contractors and suppliers, ensuring transparency and value for money.

IMPLEMENTATION AND MONITORING

North Yorkshire Council will oversee project implementation, ensuring adherence to timelines, budgets, and quality standards with regular monitoring and reporting.

EVALUATION AND REPORTING

Completed projects will be evaluated to assess outcomes and impacts, informing future project planning and implementation.

10. DELIVERY MILESTONES

10.1 YEARS 1 TO 3: INITIAL FOCUS FOR INVESTMENT

Year	Intervention Types (Annex C)	Intervention Description
1-3	H1, H11, T4	Regenerating the town centre, enhancing retail infrastructure, and improving road networks to enhance access and connectivity.
1-3	H4, H5	Supporting local arts and cultural activities by creating new entertainment venues and supporting creative activities.
1-3	S3, H1, H4	Preventing anti-social behaviour and supporting cultural, heritage, and creative activities.
1-3	H6, H12	Promoting the local area to encourage tourism and local engagement through marketing and cultural campaigns.
1-3	H1, H3	Improving public spaces, creating green areas, and enhancing the town centre's aesthetic and functionality.
1-3	H1, H7	Improving the appearance of the town, encouraging community engagement, and enhancing public spaces.
1-3	H4, H5, H9	Supporting cultural heritage, promoting environmental sustainability, and enhancing creative industries.
1-3	S3, S4, H1	Preventing crime and reducing reoffending through targeted youth programmes and community safety measures.
1-3	S1, S3, H4, H3	Enhancing heritage sites, promoting biodiversity, and improving public spaces to reduce antisocial behaviour.
1-3	H4, H5	Supporting local arts and cultural activities, promoting community engagement through public art projects.
1-3	T2, T3	Improving public transport infrastructure to enhance connectivity and accessibility for all residents.
1-3	H1, H11	Preparing sites for new development to attract private investment and enhance the town centre.
1-3	H1, S1, S3	Improving public amenities to enhance the town centre's usability and attractiveness.
3	H1, H4	Supporting high-quality residential living and student accommodation to enhance the town's appeal as an educational hub.

10.2 YEARS 4-6: EXPANSION AND CONTINUED DEVELOPMENT

Year	Intervention Types (Annex C)	Intervention Description
4-6	H1-H13, S1-S4, T1-T7	Expanding successful projects, further developing public spaces, enhancing cultural and heritage initiatives, and improving transport infrastructure.

10.3 YEARS 7-10: LONG-TERM PROJECTS AND SUSTAINABLE OUTCOMES

Year	Intervention Types (Annex C)	Intervention Description
7-10	H1-H13, S1-S4, T1-T7	Completion of large scale projects, ensuring sustainable connectivity, and solidifying cultural and heritage programmes.

11. ASSURANCE

GOVERNANCE AND ACCOUNTABILITY

The Town Board is the voice of the community and oversees the programme's strategic direction, with the local authority acting as the accountable body to The Town Board to ensure proper financial and management arrangements.

FINANCIAL MANAGEMENT

All activities and expenditures will comply with applicable laws and regulations. Feasibility studies and continuous evaluations will ensure projects are achievable and cost-effective.

MONITORING AND REPORTING

Regular monitoring and transparent reporting mechanisms will be maintained, including annual assurance statements submitted to the Department for Levelling Up, Housing, and Communities (DLUHC). We will provide quarterly monitoring reports.

COMMUNITY ENGAGEMENT

Ongoing engagement with residents, businesses, and community groups will ensure the programme meets community needs and expectations.

COMPLIANCE AND EVALUATION

Regular compliance checks and independent evaluations will be conducted to ensure adherence to governance requirements and financial regulations.