

Scarborough Plan for Neighbourhoods: Community Engagement Summary and Analysis [DRAFT] – Appendix 4



Funded by
UK Government

PLAN FOR NEIGHBOURHOODS

THE PLAN FOR
NEIGHBOURHOODS,
WILL CHANNEL AROUND
£20 MILLION INTO
SCARBOROUGH OVER THE
NEXT TEN YEARS.



SCAN ME
TO GET
INVOLVED

Find out more at
northyorks.gov.uk/planforneighbourhoods



NORTH
YORKSHIRE
COUNCIL

1. EXECUTIVE SUMMARY

The Plan for Neighbourhoods (PfN) is Scarborough's next step in a 10-year journey to deliver community-led regeneration, building on the foundations of the Let's Talk Scarborough 2024 consultation. This report summarises how we engaged more than 1,000 people between May and December 2025 and how we have integrated the 2000+ voices from 2024 to shape Scarborough's PfN priorities.

WHY THIS MATTERS

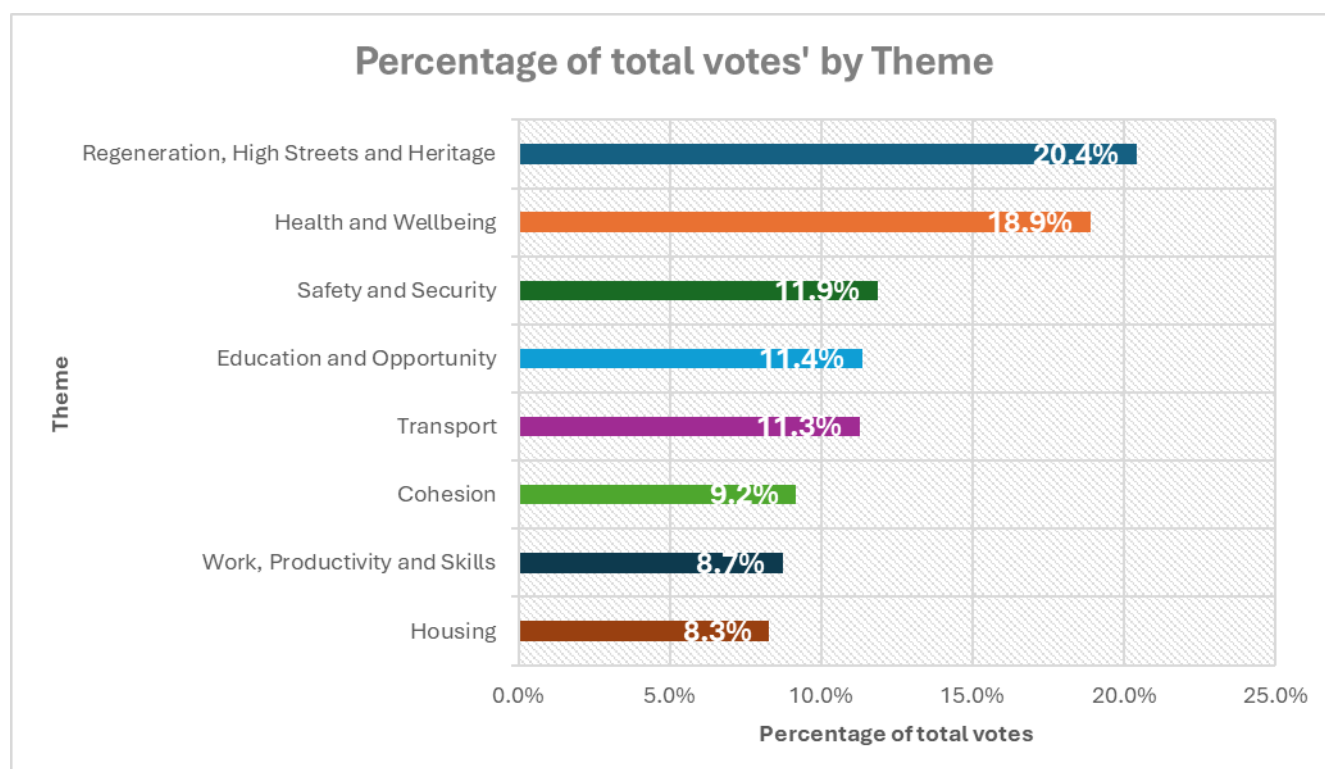
PfN brings up to £20 million over 10 years to Scarborough, with a clear expectation: decisions must be rooted in local voices. This engagement phase was about refining, closing gaps from Let's Talk Scarborough 2024, and ensuring that underrepresented communities; young people, older residents, those with disabilities or long-term health conditions, and migrant groups helped shape the plan.

WHAT WE DID

- Between May and September 2025 1000+ community members were engaged through 20+ engagement events, including:
 - 11 council-led pop-ups at community events.
 - Targeted sessions with youth, older residents, and migrant communities.
 - Partner-led outreach by CaVCA, North Yorkshire Sport and Beyond Housing.
 - An online survey with 179 responses.
 - Types of methods: token voting, workshops, world cafés, informal conversations, and digital feedback.

WHAT WE HEARD

Figure 1 - Quantative PfN Theme Voting Results



SCARBOROUGH'S PFN PRIORITIES

1. **A Town Centre We're Proud Of** – clean streets, vibrant high streets, heritage that shines.
2. **Safety and Support** – confidence to move around and between public spaces, day and night.
3. **Better Transport & Road Safety** – everyday access for everyone.
4. **Opportunities for Young People & Families** – better and more public spaces, activities and inclusion.
5. **Health, Wellbeing and Inclusion** – prevention, green space, connection.
6. **Housing, Jobs and Skills Choices** – realistic routes to stay and thrive.
7. **Cohesion, Identity and Communication** – bringing people together, telling Scarborough's story.

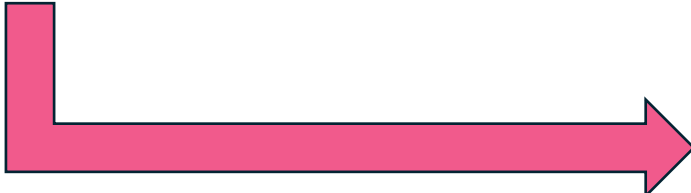
NEXT STEPS

- Move from priority shaping to project development: feasibility checks, costings, and alignment with PfN objectives.
- Return to the community in 2026 for a consolidation phase to sense-check projects.
- Maintain sustained dialogue through dashboards, "You said - We did" updates, and thematic working groups.

2. INTRODUCTION & CONTEXT

2.1 WHAT IS THE PLAN FOR NEIGHBOURHOODS (PFN)?

The Plan for Neighbourhoods (PfN) is the UK government's updated programme to support community-led regeneration in selected towns, including Scarborough. Building on the earlier Long-Term Plan for Towns (LTPT), PfN provides up to £20 million over 10 years for each place, with a refreshed delivery model that places greater emphasis on:

- Local leadership and decision-making
 - Continuous community involvement
 - Alignment with eight national policy themes:
- 
1. Regeneration, High Streets, and Heritage
 2. Housing
 3. Work, Productivity, and Skills
 4. Cohesion
 5. Health and Wellbeing
 6. Transport
 7. Safety and Security
 8. Education and Opportunity

2.2 PURPOSE OF THIS REPORT

This report sets out how Scarborough has involved communities in shaping its PfN priorities between May and December 2025. The aims are to:

- Build on feedback already gathered through the Let's Talk Scarborough engagement
- Address gaps in who was reached or what was explored
- Ensure local voices remain central as we move into delivery
- Establish long-term engagement structures that last beyond 2025

2.3 SCARBOROUGH'S JOURNEY: FROM LTPT TO PFN

Let's Talk Scarborough 2024 gathered views from over 2,000 participants across 28 events, online activities, and community meetings. People described a strong desire for cleaner, safer streets; more to do for young people; and a town centre that reflects Scarborough's pride and heritage.

The PfN engagement phase built on this foundation. It revisited earlier findings, explored areas that received less attention, and focused on neighbourhoods and communities we heard less from in 2024.

This process ensures that Scarborough's regeneration plan is not just evidence-based, but continuously shaped by local voices as priorities evolve. Further detail on Let's Talk Scarborough can be found in Appendix (x)

2.4 NATIONAL AND LOCAL CONTEXT

PfN is designed to help towns deliver long-term, community-led regeneration. Nationally, it provides a clear framework built around eight themes to make sure investment is balanced and impactful. Locally, Scarborough's focus is on turning that framework into action that matters here: from street care and safety to opportunities for young people, families, and businesses. Neighbourhood Boards were confirmed in April

2025, giving residents and partners a direct role in shaping decisions. Plans will be submitted by winter 2025, with delivery funding expected from April 2026.

3. METHODOLOGY

3.1 APPROACH

Scarborough’s Plan for Neighbourhoods (PfN) engagement was designed to be inclusive, transparent and continuous.

It built directly on the foundations of Let’s Talk Scarborough, which set out community priorities in 2024, and focused this next phase on widening participation, and co-designing realistic priorities for delivery.

The approach aimed to:

- Revisit and refresh the priorities identified through Let’s Talk Scarborough against the new and expanded PfN themes.
- Close representation gaps by involving communities and demographics that we heard less from in 2024.
- Translate insight into action, ensuring the evidence gathered could feed directly into PfN themes and investment planning.

3.2 PHASES (MAY–DECEMBER 2025)

The PfN engagement followed a phased model, moving from evidence review through community conversations to long-term dialogue.

Phase	Timeline	Purpose	Status
1. Evidence Review & Gap Analysis	May 2025	Consolidate the Let’s Talk Scarborough insights, identify gaps in representation and themes	Completed
2. Stakeholder Refresh & Planning	Late May – Mid June	Re-engage partners, confirm governance, agree engagement tools and timetable	Completed
3. Community Engagement (Wave 1)	Mid-June – Early September	Explore and refine priorities with residents and partners	Completed
4. Targeted Engagement (Wave 2)	July – September	Focus on underrepresented groups and test emerging ideas	Completed

5. Priority Shaping & Sense-Check	Sept – Dec 2025	Translate engagement themes into community-framed priorities; prepare for project development	Completed
6. Consolidation	2026	Return to the community with worked-up project proposals for validation and feedback	Planned
7. Sustained Dialogue	2026 onwards	Maintain ongoing engagement during delivery, using dashboards, updates, and community forums	Planned

Why this matters: This phased approach ensures that priorities are shaped by local voices at every stage, while allowing time for feasibility checks before final project selection. It also commits to long-term dialogue, not one-off consultation.

3.3 METHODS

We used a mix of methods to make engagement accessible, welcoming, and relevant:

In-person engagement: Pop-ups at community events, stalls in high-footfall areas, and structured workshops in neighbourhood venues. To make these sessions inviting and spark conversation, we introduced creative engagement techniques such as:

- A live mural with drop-in spray art workshops for young people.
- Interactive activities like themed tombolas and prize draws.
- Free ice cream at summer events to create a relaxed, family-friendly atmosphere.

Online engagement: A short survey and interactive feedback tools on the North Yorkshire Council website, promoted through social media and partner networks.

Partner-led outreach Sessions delivered by trusted local organisations (e.g., CaVCA, North Yorkshire Sport) to reach groups less likely to engage through council-led activity.

Feedback loops We published updates on the council website and through partner channels. A live dashboard is planned for 2026, but this phase focused on clear, text-based updates to maintain transparency.

(Full methodology details, sampling, weighting, consent, accessibility, and data handling are available in Appendix)

3.4 WHO ARE THE COMMUNITY?

Our engagement approach recognised two layers of stakeholders:

Core Stakeholders

These are groups with an ongoing role in shaping and delivering PfN. They include:

- Residents' associations and neighbourhood forums

- Local businesses and employers
- Voluntary, Community and Social Enterprise (VCSE) organisations
- Schools, colleges, and training providers
- Cultural and heritage organisations
- Health and care providers
- Housing associations and landlords
- Emergency services and community safety partners
- Local government and public sector teams

We engaged these stakeholders through briefings, thematic working groups, and structured workshops, ensuring they could influence priorities and act as multipliers for wider engagement.

Targeted Stakeholders

Following a gap analysis of Let's Talk Scarborough engagement, we identified groups and places that were we heard less from and designed outreach to include them:

- Young people (under 18s and 16–29, including NEET)
- Older residents (65+)
- Disabled residents and people with long-term conditions
- Migrant and minority communities
- Neighbourhoods: Eastfield, Falsgrave & Stepney

To reach these audiences, we worked through trusted local partners and used informal, creative approaches. Full detail of activity can be found in the appendix. This approach reduced barriers, built trust, and ensured that voices often missing from formal consultations were part of shaping Scarborough's PfN priorities.

3.5 PARTNERSHIP MODEL AND THEMATIC WORKING GROUPS

Delivery was collaborative, leveraging Scarborough's established networks to extend reach and credibility. Engagement was supported by a mix of council-led activity and commissioned partner-led sessions, ensuring that harder-to-reach groups were engaged.

Core Delivery Partners

- CaVCA – used its networks and spaces to host structured conversations, informal outreach, and creative engagement, ensuring voices that often missing from formal consultations were included.
- North Yorkshire Sport – led sports-based outreach to engage younger demographics in informal settings, reducing barriers to participation.
- Beyond Housing

Thematic Working Groups

To ensure that priorities were shaped into deliverable projects and avoid siloed planning, we established three thematic working groups, each co-chaired by a neighbourhood board member and attended by relevant technical and sector experts. These groups are intended to co-design solutions, test feasibility, and align proposals with PfN objectives. They also acted as a bridge between community engagement and the development of practical, fundable projects.

1. Regeneration, Housing, High Streets & Heritage
2. Safety, Security, Health, Wellbeing & Cohesion
3. Education, Skills, Work & Productivity, Opportunity & Transport

3.6 ENGAGEMENT DELIVERY – WHAT WE DID



Between May–September 2025, PfN engagement reached 1,000+ people through:

- 20 events, workshops and popups.
- An online survey that matched the in-person activity.
- CaVCA workshops and campaigns
- NY Sport outreach

Together, these provided broad geographic coverage, strengthened youth/older/disabled participation, and generated both quantitative and qualitative insights.

4. ENGAGEMENT FINDINGS

4.1 OVERVIEW

This section summarises what we heard from the community during the PfN engagement process, drawing on in-person events, online tools, and partner-led sessions.

We present the findings in two complementary ways:

PfN Themes – to show how priorities align with the eight themes that guide investment and delivery. This gives a structured view of where community energy sits. Full detail, including coded data and practical asks, is in Appendix X.

Community Language – because people described priorities in ways that reflect everyday life and how issues connect. Transport links affect access to jobs, safety shapes the evening economy, and public spaces influence health and cohesion. Presenting insights in community language helps us show these connections and cross-cutting themes clearly, making it easier to design solutions that work in practice.



4.2 HEADLINE INSIGHTS

This chart shows how community priorities were distributed across the eight PfN themes. Regeneration, High Streets & Heritage received the highest share (20.4%), followed by Health & Wellbeing (18.9%).

Safety & Security and Transport were mid-ranking, while Housing and Work & Skills were lower but still significant.

Figure 2 - Percentage of total votes by PfN theme

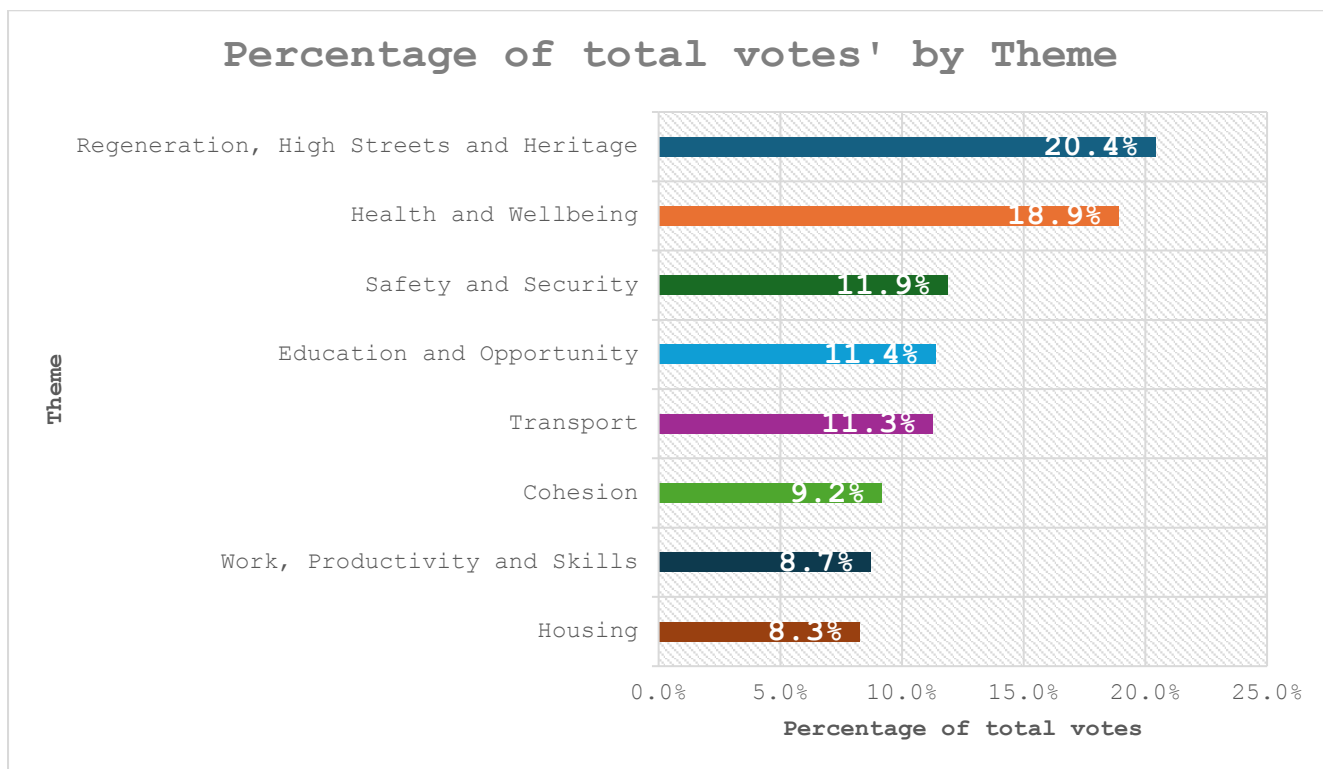
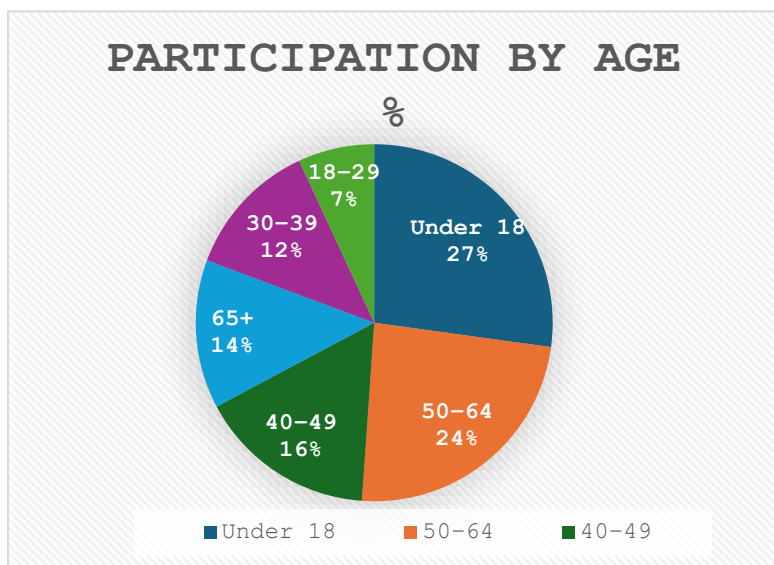


Figure 3 - Participation by Age Group



Under-18s were the most engaged group (27%), followed by 50–64 (24%). Engagement successfully increased input from young people (16–29) and older residents (65+) compared to Let’s Talk Scarborough.

AREA-BY-AREA PUBLIC ENGAGEMENT SUMMARY

Area	Event Details	Mini Table: Theme Breakdown	
		Theme	%
Barrowcliff	Summer BBQ (27 Aug) = 88 participants	Health and Wellbeing	23.6

		Regeneration, High Streets and Heritage	17.9
		Cohesion	14.3
		Housing	12.7
		Work, Productivity and Skills	10.9
		Transport	9.4
		Education and Opportunity	7.1
		Safety and Security	4
		Eastfield	Summer Fair (16 Aug) ≈ 61 participants
		Health and Wellbeing	19.4
		Regeneration, High Streets and Heritage	15.6
		Housing	15.3
		Education and Opportunity	14
		Safety and Security	12.9
		Cohesion	11.6
		Transport	7.3
		Work, Productivity and Skills	3.9
Scarborough Extreme	12–13 July ≈ 157 participants	Theme	%
		Regeneration, High Streets and Heritage	23.2
		Health and Wellbeing	15.9
		Cohesion	12.7
		Education and Opportunity	11.7
		Safety and Security	10.8
		Transport	9.8
		Work, Productivity and Skills	8.5
		Housing	7.4
Falsgrave Park	Summer Fair (8 Aug) ≈ 33 participants	Theme	%
		Health and Wellbeing	23.7
		Regeneration, High Streets and Heritage	18.7
		Safety and Security	15.6
		Transport	10.2
		Education and Opportunity	9.4
		Cohesion	9.3
		Housing	7.6
		Work, Productivity and Skills	5.7
Castle Ward	Scarborough Castle (28 Aug) ≈ 54 participants	Theme	%
		Regeneration, High Streets and Heritage	23
		Transport	13.1
		Safety and Security	13
		Health and Wellbeing	12.8
		Housing	12.3
		Education and Opportunity	10.2

		Work, Productivity and Skills	8.7
		Cohesion	6.8

STAKEHOLDER ENGAGEMENT SUMMARY TABLE

Stakeholder Group	Engagement Format	Date / Period	Mini Table: Theme Breakdown	
Businesses	Focus group / workshop	4 Sept 2024	Theme	Percentage
			Regeneration, High Streets and Heritage	27.3%
			Health and Wellbeing	15.5%
			Education and Opportunity	13.7%
			Work, Productivity and Skills	11.8%
			Transport	9.9%
			Cohesion	9.9%
			Safety and Security	6.2%
			Housing	5.6%
Town Council	Workshop	24 July 2025	<p>The top priority was High Street Heritage and Regeneration, focused on enhancing the local economy. This includes aspirations for higher-quality shops, reducing the impact of seagulls, supporting local people and businesses, and exploring the potential for more affordable rates.</p> <p>The second key priority identified was Transport, with the important clarification that this goes beyond public transport provision. The conversation highlighted wider infrastructure concerns such as traffic flow, junction design, signal timings and park and ride placement that impact how easily people can move through the town.</p>	
ACC	Workshop	June 2025	1. Housing	
			2. Health & Wellbeing	
			3. Regeneration, High Streets & Heritage	
Sheltered Accommodation	Focus group (via Beyond Housing)	26 Sept 2025	Theme	% of overall votes
			Health & Wellbeing	21.8%
			Transport & Connectivity	20.0%
			Highstreets, Heritage & Regeneration	12.7%
			Housing	10.9%
			Safety & Security	9.1%
			Cohesion	9.1%
			Work, Skills & Productivity	9.1%

			Education & Opportunity	7.3%
Sidewalk Youth Group	Youth focus group	9 July 2025	Young people highlighted transport as a major barrier, especially the lack of evening buses and unsafe walking routes. They called for free or subsidised travel, better lighting, and safe spaces to hang out. There was strong support for a youth café offering food, informal learning, and vocational tasters. Accessibility and inclusion were key themes, especially for neurodivergent young people.	

Scarborough's Community Priorities

This section shares the priorities in the words and ideas communities used. It reflects what matters most to people and how different issues connect, so we can design solutions that feel real and work for Scarborough.

1. A TOWN CENTRE WE'RE PROUD OF

Clean streets, vibrant high streets, and heritage that shine

WHY THIS MATTERS

Across every phase of engagement from LTPT in 2024 to PfN in 2025 residents consistently described the town centre as central to Scarborough's identity. They linked its condition to pride, safety, and economic vitality.

"Scarborough looks tired. We want a town centre we can be proud of."

This wasn't just about appearance. People described how neglected spaces affect confidence and footfall, while clean, animated streets encourage use and investment.

WHAT PEOPLE TOLD US

Feedback on the town centre was among the most frequent and consistent across all engagement methods:

- In LTPT, 85% of comments on appearance and environment were negative.
- In PfN, Regeneration, High Streets & Heritage was the top-ranked theme (20.4% of votes).
- In CaVCA's workshops, 34% of interactions mentioned the town centre, with strong calls for cleanliness and social spaces.
- Specific hotspots were repeatedly named: Bar Street, Huntriss Row, Newborough, Station Gateway, and surrounding approaches.

“It’s not just about looking nice it’s about feeling safe and proud. Right now, it feels like no one cares.”

1.1 EVERYDAY CARE & CLEANLINESS

Residents were clear: the basics matter. They want deep cleaning, graffiti removal, and gull mess tackled on a clear, published rota. Broken bins and lighting should be fixed quickly, with feedback loops so people know when issues are resolved.

People also called for better public toilets and more seating, especially for older residents and families. These were described not as “nice-to-haves” but as essential for making the town centre usable and welcoming.

1.2 SHOPFRONTS, EMPTY UNITS & PUBLIC REALM

Long-term scaffolding, tired facades, and empty units were repeatedly described as “confidence killers.” Residents want shopfront uplift paint, signage, glazing repairs and consistent wayfinding that celebrates Scarborough’s heritage.

They also want meanwhile uses for empty units: murals, vinyl wraps, maker displays, and pop-up shops to bring life back to the streets while permanent uses are secured.

Retail mix matters. People expressed frustration about the dominance of charity shops and low-end retail. They want a better balance of national brands and independents, alongside support for local makers through pop-ups and markets.

Accessibility was another strong theme: uncluttered pavements, dropped kerbs, tactile paving, and step-free routes are seen as baseline expectations for a town that works for everyone.

1.3 HERITAGE & IDENTITY

Scarborough’s heritage is seen as an asset, but residents feel it’s underplayed. They want storytelling through design, heritage trails, and signage that reflects the town’s unique character not generic branding.

There’s strong support for restoring historic buildings and using them creatively, rather than leaving them to decay or replacing them with temporary attractions.

1.4 EVENING ECONOMY & SAFETY LINKS

People want a town centre that feels alive after dark but they linked this directly to lighting, safety, and transport. Better lighting on routes to and from venues, clear wayfinding, and visible patrols were seen as essential for confidence.

Residents also called for small-scale cultural events, live music, and markets to animate the centre year-round, not just in summer. These activities were seen as vital for building pride and creating reasons to visit beyond shopping.

COMMUNITY IDEAS IN THEIR WORDS

- “Publish and stick to cleansing schedules let us see the plan.”
- “Bring colour back, murals, planters, and lighting that makes the town feel loved.”

- “Use empty shops for pop-ups and local makers don’t leave them dead.”
- “Scarborough needs better shops right now it feels like a charity shop strip.”
- “We need more places to sit and enjoy the town without spending money.”

WHY THIS MATTERS FOR DELIVERY

This priority isn’t just about tidying up it’s about restoring confidence. A cared-for, vibrant town centre signals pride and safety. It encourages people to spend time and money locally, supports businesses, and makes Scarborough a place residents love and visitors respect.

2. SAFETY & SUPPORT

Confidence to move around, day and night

WHY THIS MATTERS

Residents told us that feeling safe is fundamental to enjoying Scarborough’s public spaces, supporting the evening economy, and building community life. When people feel unsafe, they stay home. That means fewer customers for businesses, fewer people at cultural events, and more isolation for those who already feel cut off.

WHAT PEOPLE TOLD US

Across every engagement phase, safety came through as one of the top concerns. In the Long-Term Plan for Towns (2024), 84% of comments on safety and security were negative. In PfN engagement (2025), safety ranked as one of the top three themes (11.9%). CaVCA workshops echoed this: 39% of participants raised safety concerns, often linking them to antisocial behaviour (ASB), substance misuse, and a lack of visible presence in the town centre.

Residents spoke about confidence, not just crime. They described hotspots where they feel uneasy: Station Gateway, Albemarle Square, Westborough and routes they avoid, especially after dark because of poor lighting and intimidating groups.

Key concerns included:

- Antisocial behaviour and substance misuse, particularly in visible central zones.
- Nuisance driving and modified vehicles, revving, racing, and speeding through the town centre.
- Poorly lit cut-throughs and alleyways, especially those leading to car parks and venues.
- Clustering of HMOs and emergency accommodation, creating visible vulnerability and disorder in some areas.

Young people raised similar issues. In North Yorkshire Sport sessions and the Sidewalk focus group young people said they would use the town centre more if it felt safer and if there were spaces designed for them. They asked for safe adults to talk to and better lighting.

WHAT THIS MEANS FOR DESIGN AND DAILY LIFE

People were clear: safety isn't just about policing it's about how places feel. Good design matters. Residents called for clear sightlines, better lighting, and uncluttered spaces so they can see and be seen. They linked safety to mental health and wellbeing, saying that fear of going into the town centre, especially after dark limits social life and exercise.

COMMUNITY PRIORITIES

Residents want a balanced approach that combines visible reassurance with support for those in need.

Practical ideas included:

- Visible, predictable patrols: police, PCSOs, and community safety officers at known hotspots and peak times.
- Taxi marshals and guardian points: to support safe travel during busy evenings.
- Lighting upgrades and monitored help points: especially on key walking routes and near venues.
- Traffic-calming: including average-speed enforcement on problem corridors.
- Joined-up support services: assertive outreach for addiction and mental health, same-day referrals, and tenancy engagement with landlords and emergency providers.
- Evening-economy safety measures: better lighting, wayfinding, and late transport options so people can enjoy events and get home confidently.

WHY THIS MATTERS FOR DELIVERY

Safety underpins everything from footfall and business viability to wellbeing and inclusion. Community feedback shows that tackling safety requires more than enforcement, it needs thoughtful design, visible care, and support services that meet people where they are.

As another resident put it: *"When the streets feel safe, the whole town feels alive."*

3. BETTER TRANSPORT & ROAD SAFETY

Everyday access

WHY THIS MATTERS

Engagement highlighted that transport is more than getting from A to B it's about access to opportunity, connection, and independence. Residents told us that gaps in Scarborough's transport system limit their ability to work, learn, and enjoy life. When buses stop early, when walking routes feel unsafe, or when cycling infrastructure is patchy, people are cut off from jobs, education, culture, and social activities.

WHAT PEOPLE TOLD US

Transport came up again and again as a barrier to inclusion. In Let's Talk Scarborough (2024), 13% of comments focused on transport, making it the second most mentioned theme after town centre issues. In PfN engagement (2025), transport ranked fifth overall (11.3%) but was seen as a cross-cutting enabler for everything else work, education, health, and social life.

Residents described how evening and weekend bus gaps restrict access to work, learning, and social activities especially for young people, shift workers, and older residents without cars. People said they avoid evening events because they can't get home safely or affordably.

Bus stop quality was another concern. Shelters, seating, lighting, and real-time information vary widely across the town, and many stops feel disconnected from where people actually travel. There was a strong call for better interchange between bus and rail, and for clearer, more reliable information both online and at stops.

Road safety was a recurring theme. Residents raised concerns about speeding, dangerous junctions, and nuisance driving particularly modified vehicles that race or rev loudly through town. These behaviours were seen as intimidating and disruptive, especially in the evening.

Active travel walking and cycling was seen as having huge potential, but people said the current network is disjointed and hard to navigate. Poor signage, unsafe crossings, steep gradients, and pinch-points make it difficult for disabled users and families to use these routes confidently.

COMMUNITY PRIORITIES

Residents offered a wide range of practical ideas:

- Later and evening services: on priority corridors and to neighbouring towns, including later trains to York.
- Bus stop upgrades: shelters, seating, lighting, level access, and real-time information especially at high-use and high-need locations.
- Road safety improvements: safer school crossings, traffic-calming, average-speed cameras, and better junction layouts.
- Active travel network: joined-up walking and cycling routes with dropped kerbs, tactile paving, safe crossings, and secure cycle parking.
- Affordable parking: especially for workers and evening visitors, with better signage and layout.

WHY THIS MATTERS FOR DELIVERY

Transport was seen as a gateway to inclusion. Without reliable, safe, and affordable options, people are locked out of jobs, education, culture, and community life. Improving transport isn't just about buses and roads it's about connecting people to opportunities, reducing isolation, and supporting a vibrant, year-round economy.

As another resident put it: *"If you can't get there, you can't take part."*

4. OPPORTUNITIES FOR YOUNG PEOPLE & FAMILIES

(Spaces, activities, inclusion)

WHY THIS MATTERS

Residents were clear: if Scarborough wants to keep its young people and anchor families for the long term, it needs great places to grow up and everyday opportunities that don't depend on the season or the size of your wallet. Across engagement, people linked youth and family provision to almost everything else safety, health and wellbeing, cohesion, skills, and the evening economy. The message was consistent from 2024 to 2025: get the basics right, make it affordable, make it inclusive, and make it feel like ours all year round.

In Let's Talk Scarborough, "things to do" emerged as a major theme, with strong calls for sports and watersports, play, indoor leisure, events and year-round offers. PfN reinforced this, particularly around youth spaces, SEN-friendly provision, and better signposting. CaVCA's outreach heard safe spaces for young people from almost every under-25 they engaged, while North Yorkshire Sport's sessions ranked youth provision as the top priority, adding a powerful ask for trusted adults and support during tough times alongside the usual calls for clubs and activities.

What follows is presented in two parts, because that's how communities talked about it: youth spaces and activities; and family opportunities and inclusion.

4.1 YOUTH SPACES & ACTIVITIES

WHAT PEOPLE TOLD US

Young people asked for safe, welcoming places that feel like theirs somewhere warm and dry in the evenings, with trusted adults, safeguarding, and activities they co-design. They want choice, not a single "one-size-fits-all" offer: music and rehearsal rooms, e-sports and gaming, arts and maker space, social sport, climbing, skate, BMX, watersports, and places to just hang out without being moved on. Several said traditional youth clubs can be "boring" unless the offer is varied and youth-led; where clubs are great, it's because there's always something happening and the adults are on their side.

Crucially, young people asked for informal support woven into the space drop-in advice on mental health, confidence, relationships and life skills; careers guidance that actually explains local routes (apprenticeships, short modular courses, creative and digital pathways); and mentors who can signpost and nudge without judging. That combination: somewhere to be, something to do, someone to talk to was described again and again.

Barriers that the community have said that shut people out

- Transport: evening bus gaps make it hard (and expensive) to get home, especially from estates or after activities.
- Perceptions of safety: poorly lit parks and cut-throughs, and the feeling of being seen as "antisocial" when meeting in groups.
- Cost: if everything "good" costs, participation drops.
- Low visibility of what exists: young people don't know what's on, who it's for, or how to join.

COMMUNITY IDEAS THAT CAME THROUGH STRONGLY

- More youth spaces in or near the centre: social space + activities (music/arts/sport/e-sports) + practice rooms + study and homework zones + embedded advice and mentoring, open reliably in the evenings and at weekends.
- Pop-up youth zones tied to town-centre events and festivals, plus outdoor facilities (skate/BMX/ball courts) with indoor alternatives for bad weather.
- Vocational tasters and maker pods: short, low-pressure sessions in trades, digital, creative and events tech; studios or pods for trialling ideas and making the step from hobby to independent venture.
- Lighting and guardianship on routes to and from venues, with late buses on key corridors so young people can travel safely.
- Youth ambassadors and a single, youth-friendly "What's On" channel online and visible in schools, libraries, leisure centres and GP surgeries.

- Discounted or residents-rate access to selected attractions and venues to make participation routine, not a treat.

WHY IT MATTERS

Provision was seen as prevention in action. Good youth spaces lower antisocial behaviour, support mental health, and build confidence. They also create pathways into skills and work, connecting young people to local employers, creative partners and volunteering. Most of all, they root young people in Scarborough with reasons to stay.

4.2 FAMILY OPPORTUNITIES & INCLUSION

WHAT PEOPLE TOLD US

- Families want year-round, low- or no-cost things to do that don't require a car or a high budget. They asked for parks and pocket spaces that feel safe and welcoming, free or affordable family activities, and central places where you can spend time without having to spend money. Many emphasised SEN-friendly design enclosed or adapted play, sensory-aware spaces, quiet rooms, predictable lighting and sightlines, and Changing Places/accessible toilets. Parents and carers said these features often determine whether a day out works at all.
- Several themes recurred: the need for better maintained play areas, more seating (especially for older carers and people with mobility issues), and clean, accessible public toilets in and around the centre. Families also talked about seasonality how the town can feel over-tourist-focused in summer and under-provided in winter and about being priced out of some offers. Above all, they stressed signposting: *"there is provision, but it's hard to find and harder to navigate."*

BARRIERS THAT SHUT PEOPLE OUT

- Cost and seasonality: limited free options outside summer, fees stacking up for larger families.
- Information gaps: no single, trusted guide to what's on, suitability, costs, and access needs.
- Access and dignity: not enough family-friendly, accessible toilets, limited quiet/SEN spaces, and step-free routes that break down.
- Transport: evening and weekend gaps, and active-travel routes that feel unsafe with buggies or wheelchairs.

COMMUNITY IDEAS THAT CAME THROUGH STRONGLY

- Inclusive play upgrades in neighbourhood parks and central locations: enclosures where appropriate, resilient surfacing, accessible kit, improved lighting and sightlines, seating, and family-safe toilets.
- A residents-first, year-round programme of small events, story trails, pop-up making, street music, family games, seasonal light and nature activities delivered in places people already use.
- A single "What's On for Families & Young People" channel, in plain English with clear accessibility info, promoted through schools, GP surgeries, libraries, community hubs and social media plus offline posters and postcards.

- Micro-grants for neighbourhood family days and youth-led ideas, designed with communities and delivered close to home, building routine and confidence.
- Wayfinding and comfort upgrades, more seating, weather-resilient shelter, and Changing Places facilities so families can linger rather than rush through.

WHY IT MATTERS

- The message we heard was that investment in family-friendly, inclusive spaces pays back in wellbeing, safety and cohesion. It also strengthens the resident-led, year-round economy: people stay longer, return more often, and support local cafés, shops and venues.

WHAT THIS MEANS FOR DELIVERY

- Design with (not for) young people and families. Co-design the youth hub offer, play upgrades and event formats; recruit youth and parent ambassadors to shape delivery and comms.
- Embed support in places people already use. Build advice and mentoring into youth spaces; add health and wellbeing pop-ups to libraries, markets and community venues; ensure clear signposting everywhere.
- Backbone the network. Youth Hubs complemented by pop-ups and neighbourhood activity; inclusive play as standard; reliable evening transport and safe routes so participation is realistic.
- Make information one-stop and multi-channel. Launch the Families & Young People “What’s On” with accessible design, offline touchpoints, and consistent messaging through schools, GP practices and community hubs.
- Measure what matters. Track uptake by ward and demographic, evening participation, self-reported confidence and wellbeing, and progression (from activity to volunteering, training or work). Use feedback loops to keep trust.

5. HEALTH, WELLBEING & INCLUSION

Prevention, green space, connections

WHY THIS MATTERS

Residents repeatedly told us that health starts close to home in the parks they walk through, the benches they rest on, and the places where advice feels easy to reach. They want everyday spaces that make staying well simple and social: safe paths, welcoming parks, and low-cost activities that build routine.

People linked wellbeing to confidence, inclusion, and dignity. They asked for support without hurdles help in familiar places, not behind closed doors and design that works for everyone.

WHAT PEOPLE TOLD US

Health & Wellbeing was the second strongest PfN themes (18.9% of all responses).

Residents called for affordable ways to be active close to home and stigma-free routes to advice.

In Let’s Talk Scarborough (2024), people asked for park upgrades, benches, lighting, and planting, plus action on water quality for confidence in swimming and watersports.

CaVCA workshops reinforced that cohesion and wellbeing go hand in hand, the more inclusive and welcoming spaces feel, the healthier Scarborough becomes. People also linked how places look and feel to whether they'll use them: clear sightlines, regular seating, uncluttered footways, and step-free, predictable routes were all seen as essential.

COMMUNITY PRIORITIES

Residents described a vision for health that blends physical activity, social connection, and practical support:

1. Green & Blue Wellbeing

- Safer, better-lit paths and clear sightlines in parks and along the seafront.
- Regular seating and small shelters for older adults and people with long-term conditions.
- Planting and pocket biodiversity projects residents can co-tend.
- Blue health: clean-water plan and practical facilities (showers/changing) for confidence in swimming and paddling.

2. Active Travel for Everyday Health

- Joined-up, step-free walking loops with wayfinding and rest points.
- Safer junctions and decluttered pavements for sticks, frames, wheelchairs, and buggies.
- Secure cycle/buggy parking at key destinations.

3. Social Prescribing, Close to Home

- Pop-up wellbeing and advice (mental health, debt, carers) in libraries, markets, and community hubs.
- Gentle, confidence-building sessions: beginner walks, balance classes, social games, gardening.
- Clear referral routes and simple "What's On" info.

4. Inclusion by Design

- Step-free routes, tactile paving, and dropped kerbs as standard.
- Comfortable seating with backs and arms where people actually pause.
- Accessible toilets, including Changing Places, in predictable locations.

WHY THIS MATTERS FOR DELIVERY

- This message was that this areas wasn't about big-ticket projects, it's about visible, everyday care that makes health easy and social. When parks feel safe, when benches and toilets are where people need them, when advice is in familiar places, people join in. That means less isolation, better mental health, and stronger communities.

6. HOUSING, JOBS & SKILLS CHOICES

Realistic routes to stay and thrive

WHY THIS MATTERS

Across engagement, residents described secure housing and access to decent work as essential foundations for staying in Scarborough. Many said these basics feel increasingly out of reach especially for

young adults and working families. People linked housing and employment directly to community stability, wellbeing, and the ability to plan for the future. Without visible routes into secure tenancies, training, and local jobs, they said it's hard to see Scarborough as a place to build a life.

WHAT PEOPLE TOLD US

- Housing, Jobs & Skills accounted for 8.7% of coded responses in PfN engagement.
- People described a “squeezed middle” earning too much for support schemes but not enough for high private rents.
- Concerns about empty homes and upper floors sitting unused while demand grows.
- On jobs and skills, residents said:
 - Training exists but doesn't fit real life courses are hard to access, too rigid, or not linked to local jobs.
 - Employers face barriers too rules on the Apprenticeship Levy make it harder for small businesses to take on apprentices because levy funds can't cover wages.
 - Young people want informal tasters low-pressure sessions in trades, digital, and creative skills to build confidence before committing to formal routes.
 - Starting a business feels daunting people talked about confusing processes for permits and property, and no single place to get advice.
 - Costs and risk put people off there's appetite for micro-grants and low-cost spaces to test ideas.

COMMUNITY PRIORITIES

Better Homes, Fairer Standards

- Stronger enforcement on poor-quality rentals and clearer tenant advice routes.
- Pathways to bring empty homes and upper floors back into use.
- Explore town-centre living in the right places to support a vibrant evening economy.

Visible Routes into Work & Skills

- Flexible, modular adult learning delivered locally and at times that work for families.
- Informal vocational tasters in trades, digital, and creative sectors to build confidence without the pressure of formal courses.
- Clearer links between training and real vacancies in Scarborough.
- Employer partnerships for placements with support to overcome barriers like levy restrictions.
- Space & Support for Enterprise
- A start-up and micro-business hub with co-working, maker pods, and test-trading units.
- A “single front door” for property, licensing, and funding advice to cut through confusion.
- Micro-grants and pop-up markets to help ideas grow without big upfront costs.

WHY THIS MATTERS FOR DELIVERY

- Secure homes and visible career routes are the anchors that keep people in Scarborough. Without them, young people leave, families struggle, and businesses can't grow. Getting this right means a town where people can live well, work locally, and see a future for themselves here.

8. COHESION, IDENTITY & COMMUNICATION

WHY THIS MATTERS

Residents described cohesion as the feeling that Scarborough belongs to everyone not just in summer, but all year round. It's about knowing what's on, feeling welcome in shared spaces, and seeing your neighbourhood reflected in the town's story. When people feel connected, they use the town more often, stay longer, and support local life.

WHAT PEOPLE TOLD US

- 9.2% of PfN engagement focused on cohesion.
 - People want low-cost, year-round reasons to come together, small events, music, markets, and neighbour-led activities in familiar places.
 - Communication is a barrier: there's no single, trusted source for events, volunteering, and support; offline options matter as much as online.
 - Residents asked for spaces and activities that mix ages, abilities, and backgrounds, with particular emphasis on bridging divides.
 - There is a growing sense of separation between neighbourhoods especially those with a predominant migrant community and more work is needed to support integration and connection.
 - Scarborough's identity should be visible through heritage storytelling, public art, and design.
-

COMMUNITY PRIORITIES

Everyday Connection, All Year

- A residents-first, year-round programme of small-scale activity: street music, micro-festivals, pop-up making, and neighbourhood get-togethers.
- Micro-grants and simple toolkits so communities can run their own ideas.
- Use trusted venues, libraries, markets, parks - so participation feels natural and close to home.

Clear, Joined-Up Communication

- A single, trusted "What's On & How to Get Involved" listing for events, volunteering, and support online and offline (posters, postcards, noticeboards).
- Accessible design as standard; clear submission process for community groups; light moderation to keep it useful.

Place Identity That Feels Like Scarborough

- Heritage storytelling through trails, signs, and curated routes linking the town centre, harbour, and neighbourhoods.
 - Small public-realm gestures murals, temporary artworks, maker displays in targeted spots to signal care and pride.
 - Events and spaces that bring different communities together, with multilingual prompts where helpful.
-

Why this matters for delivery

- Cohesion turns investment into everyday habit. With a clear guide and a steady rhythm of small, local activity, residents feel the town is theirs. That's good for pride, safety, health—and local trade.

8. NEXT STEPS

The next phase of the PfN process moves from priority shaping to project development. Using the priorities identified through engagement, we will work with partners and thematic groups to develop a pipeline of deliverable projects. This includes feasibility checks, cost estimates, and alignment with PfN objectives.

Once projects are worked up in detail, we will return to the community in 2026 for a consolidation phase.

This will allow residents and stakeholders to sense-check proposals and confirm that they reflect the priorities identified during engagement. Feedback from this stage will inform final decisions on which projects move forward.

To maintain transparency and trust, we will continue sustained dialogue throughout delivery. This will include:

- Regular updates via dashboards and newsletters.
- “You said - We did” summaries to show progress.
- Opportunities for residents to stay involved through thematic groups and community forums.

This approach ensures PfN remains a living process, rooted in local voices from start to finish.

APPENDICES

Full Appendices available in due course.

Qualitative insights by PfN theme:

Regeneration, High Streets & Heritage 20.4%

What we heard & why it matters

People want a cared-for, welcoming town centre with pride in its heritage. Tired shopfronts, long-term scaffolding and void units sap confidence. Heritage is seen as an asset, but it needs to be visible and celebrated.

Practical asks we heard

- Regular deep cleaning, graffiti removal, repairs to bins/lighting/street furniture.
- Shopfront uplift (paint, signage, glazing), consistent wayfinding/storytelling, temporary activation of empty units (murals, vinyl wraps, maker displays).
- Visible enforcement on dereliction/amenity harm; simpler, clearer design guidance and pre-app support.
- **Examples people cited:** Bar Street, Huntriss Row, Newborough, Station Gateway and approaches.

Housing 8.3%

- What we heard & why it matters
- Quality and management in parts of the private rented sector are below acceptable standards. Young adults on moderate wages face a “squeezed middle” — ineligible for schemes yet unable to afford high private rents. Stable housing underpins work, learning and community life.
- Practical asks we heard
- Stronger standards/enforcement and better tenant advice routes.
- Pathways to bring empties/upper floors back into use; appropriate town-centre living in the right locations.
- Clearer signposting to options and support (incl. for first-time renters/buyers).

Work, Productivity & Skills 8.7%

- What we heard & why it matters
- Training providers are active, but policy rules (esp. Apprenticeship Levy usage) limit small-employer uptake. People want visible routes into work, flexible adult learning, and space/support to start micro-businesses.
- Practical asks we heard
- A start-up/test-trading hub, micro-grants, and simple “single front door” advice on permits/licensing/leases.
- Employer-brokered pathways (placements, guaranteed interviews), travel help, modular courses delivered locally.

Cohesion 9.2%

What we heard & why it matters

Residents want stronger everyday connection across ages, abilities and backgrounds. People asked for intergenerational activity, welcoming public spaces, and support for marginalised groups (disabled residents; migrant/minority communities).

Practical asks we heard

Regular, inclusive events and volunteering; small grants for neighbourhood activities.

Accessible design by default (seating, dropped kerbs, uncluttered footways), plus good lighting and clear sightlines so spaces feel safe to use.

Health & Wellbeing 18.9%

What we heard & why it matters

Strong demand for free/low-cost ways to be active and improve mental health, close to where people live. Families with children with SEN want tailored, inclusive spaces. Prevention and early help are recurring themes.

Practical asks we heard

Park upgrades (paths, benches, lighting, planting), enclosed/adapted play where needed.

Pop-up wellbeing/advice in libraries, markets and youth hubs; more low-cost community activity (led walks, social sport).

Transport 11.3%

What we heard & why it matters

Transport is a gateway to inclusion. Evening/weekend bus gaps restrict access to work, learning and social life; active-travel links are disjointed; stop quality varies. Accessibility for disabled users/families matters.

Practical asks we heard

Later/evening services on key corridors; better interchange, clearer timetable/real-time info.

Bus stop upgrades (shelter, seating, lighting, level access); joined-up walking/cycling network with wayfinding, safe crossings and secure parking.

Safety & Security 11.9%

What we heard & why it matters

Antisocial behaviour, substance misuse and nuisance driving (revving/racing) were raised repeatedly, especially near Station Gateway, Albemarle Square and Westborough. People want confidence to use town in the evening.

Practical asks we heard

Visible patrols at predictable times/places; lighting upgrades, CCTV and monitored help points.

Traffic calming and (where appropriate) average-speed enforcement on problem corridors.

Crucially, enforcement and support together: street outreach, same-day referrals, tenancy/area management.

Education & Opportunity 11.4%

What we heard & why it matters

People want clear, visible routes from school to skills to work, with early intervention where needed. Families asked for better signposting to services/activities. Adult learners want flexible, local options.

Practical asks we heard

Youth-friendly information and guidance; a single "What's On / How to get help" channel.

More modular, local adult learning and career guidance linked to real vacancies.