



## Scarborough, Yorkshire, UK

Urban Regeneration:  
Community-led Masterplanning  
of a Seaside Town



“Scarborough needed patience, vision and stimulus, which the JTP team provided in abundance



Nick Taylor, Renaissance Manager

From the 1970s Scarborough's buoyant tourism and fishing industries went into decline, with a devastating effect on the local economy. In 2001 Yorkshire Forward launched its Urban Renaissance programme to support the social and economic regeneration of major towns and cities in the region. Scarborough was one of the first towns to participate in the programme.

Scarborough's attractive built environment, public realm and natural setting provided a unique heritage to build upon.

**Project Delivery**

- An illustrated Vision and a Charter defining the long-term strategy for Scarborough.
- Extensive community animation was documented in 'An Audit of Scarborough' which encouraged over 1000 people to participate in the Community Planning Weekend and unveiled the potential of the creative community to drive change.
- Delivery of public realm improvements, harbour and neighbourhood regeneration, the Rotunda museum, Woodend Creative Industries Centre, world-class fibre broadband plus art and culture festivals.
- An initial £20m public sector strategic investment, which influenced a private sector response of over £200m.
- Protection or creation of more than 1500 jobs, an improvement in business relationships and the formation of new industries.
- A £24m investment in Scarborough's business park, a new 4 star hotel and an 8% increase in profitability in the visitor economy.
- Diversification of Scarborough's economy.

**Client**

Yorkshire Forward

**Awards**

*The Academy of Urbanism 2009  
The Great Town Award*

*International Association for Public Participation's (IAP2)  
Core Values Awards 2009  
Project of the Year*

*European Enterprise Awards 2009  
Grand Jury Prize*

*Enterprising Britain Awards 2008  
Winner*

