

A Vision for Scarborough



This broadsheet contains the conclusions of the Vision building process carried out by John Thompson & Partners and West 8 between January and May 2002, working as part of Yorkshire Forward's Urban Renaissance Panel and with the support of Scarborough Borough Council. The next stage of the process will be to analyse all of the ideas that have been generated and to create an Action Plan for their delivery.

The Vision described in this leaflet is not a rigid plan or blue print which Yorkshire Forward or Scarborough Borough Council will implement tomorrow. It represents a way forward, a new direction for the town and its people. These are examples of the kind of things that can and must be achieved. The Vision will take a long time to deliver and will depend upon everyone in the community, individuals, business people, the Council and Yorkshire Forward showing commitment and leadership over the next 10 -20 years.



A Vision for Scarborough



"We've got to start looking up to quality and not down to price."

Introduction

In the autumn of 2001, Yorkshire Forward (the Regional Development Agency) launched its Urban Renaissance programme in order to support the social and economic regeneration of the major towns and cities in the region, focussing on the need to improve the physical, natural and spatial environments within which these activities take place.

From Yorkshire Forward's international Renaissance Panel of consultants, John Thompson & Partners and West 8 were appointed to work with Scarborough Borough Council and the people of the town, to create and integrated Vision for its future and an Action Plan for its delivery.

Following a lead-in period of research and talking to people across the community, preliminary briefings and technical audits, the Vision building phase of the process culminated in a large scale Community Planning Weekend, held at the Spa between 26 and 30 April 2002, which was attended by over a thousand people. Every aspect of the town was explored and a consensus created as to how, and in what form, the town should throw off its faded image and move confidently into the future.

This broadsheet contains a summary of the findings of the Vision building phase of the Urban Renaissance process. In the coming months all of the ideas generated will be further analysed and assessed, leading to an integrated plan for their delivery, to be driven forward by a partnership between the public, private and community sectors: the Town Team.

Scarborough's Ten Towns

Throughout the Vision building process it has been widely acknowledged that whilst Scarborough is perceived as an improving but still down market resort, it has all the potential to recreate itself as a multi-faceted masterpiece and to relaunch itself as the jewel in the crown of Yorkshire's renaissance:- a cultural town; a heritage town; a healthy town; a tourist town; a living town; a learning town; a 365 day 360° town; an investment town; a festival town; a conference town; in fact ten towns in one with the potential to match the best in Europe, the sum of its parts creating a town of international repute.

Cultural Town

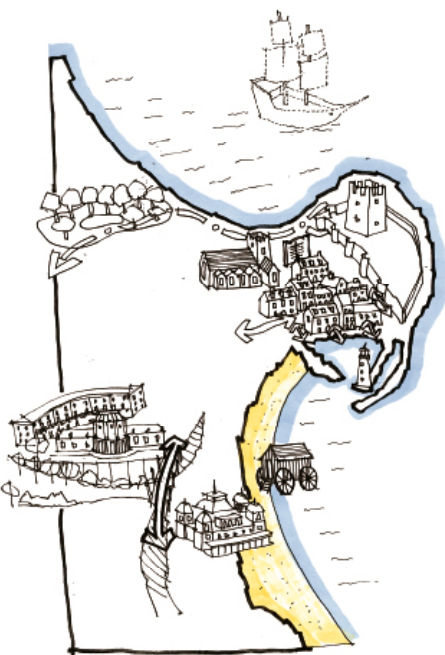
Scarborough already contains a wealth of cultural assets, but many are hidden away and under-valued. If all this culture were co-ordinated, celebrated and promoted, Scarborough could become 'Edinburgh by the Sea', building on all its cultural assets with year round festivals, performances, installations and exhibitions, focussed around the Stephen Joseph Theatre, an enlarged and rejuvenated Spa and Futurist Theatre, the Crescent Cultural Quarter and a series of smaller venues for all of the other groups and organisations that already exist. Other successful towns have built their regeneration around culture and the arts - we can too. After Edinburgh, come to Scarborough!

Heritage Town

Scarborough is known far and wide as the first seaside resort, but how well do people outside the town know it for its architectural heritage? Do they know about the castle, the medieval quarter; the harbour and its icons of Victorian architecture, or its illustrious historical figures - Henry II, Oliver Cromwell, John Paul Jones, William Smith, George Caley, the Brontës and the Sitwells? The town's best asset is its environment, so the future of the town should be based on improving the quality of its streets and buildings. Scarborough has so much heritage, now is the time to celebrate it.

Healthy Town

Scarborough's spa water and the healthy benefits of a cold dip in the sea were the essence of its success in times gone by. At a time when every aspect of healthy living is at the top of many people's agendas, surely the time has come again to re-launch Scarborough as the healthiest town of all - for residents, visitors, and those who wish to invest and work in the town. The natural landscape of the moors and of the sea provide endless opportunities for rambling, biking, boating, surfing and bathing, all of which can be promoted as further reasons to visit or move to Scarborough for a healthy lifestyle in a stunning setting.



Cultural Town

- Stephen Joseph Theatre
- Spa Theatre, Grand Hall
- Opera House Arts Centre, Concert Hall
- Digital Arts (Pixelism)
- Prison hub for modern apprenticeships
- Festival, Performance, Installation, Exhibitions
- Cultural Quarter based on the Crescent



Heritage Town

- Historical Figures - Henry II, Oliver Cromwell, John Paul Jones, William Smith, George Caley, Brontë, Sitwells etc
- Castle, Medieval town
- Harbour
- First Seaside Resort
- Spa and other Victorian gems



Scarborough's Ten Towns of Quality



Tourist Town

Scarborough must change direction and invent a new role for itself as a destination for visitors. The town can become a truly memorable place to visit once again with some help to: improve the town's bars and restaurants; provide more facilities for surfers; improve the Spa and the South Bay Pool; promote a fishing quarter together with marina berthing facilities; bring the Futurist Theatre back into use as a key venue for performers; develop a vibrant Arts Quarter; promote the Sea Life Centre and realise the plans for the North Bay project. A great new transport system can provide a regular and frequent service interconnecting all the town's attractions and with the caravan parks and the new Park and Ride facilities that people will want to use.



Living Town

There is scope for new homes in the town centre and old town which would raise confidence and values. A co-ordinated strategy of repair, replacement and improvement can be put in place to turn around the downward spiral of declining quality, value and confidence in Scarborough as a place to live. Confidence can be rebuilt in certain key areas by taking measures to enhance the public realm, by considering a renewal area strategy, creating a balanced mix of tenure and uses. By creating new buildings and piazzas and enhancing the public realm, the town centre can become even more of a thriving hub than it is at present. Investment in new homes, employment and leisure should be concentrated in the town centre to prevent a flight to the suburbs.



365 day, 360° Town

In addition to becoming a town that is alive all of the year, Scarborough must start looking to the sea and beyond to broaden its horizons and local and international contacts. It needs to: exploit the information super-highway; build a hospitality industry which speaks more than just the English language; accept the Euro; promote off shore entertainments; link into visitor catchment from Humberside, Teeside and Tyneside and provide ferryboat links up and down the Yorkshire coast.



Investment Town

Instead of being a place from which value is draining away, Scarborough needs investment to create an infrastructure of high quality offices, excellent transportation and a delightful public realm. This will attract the quality firms that will themselves invest in Scarborough's people, who in turn will attract even more businesses to the town.



Learning Town

If Scarborough's economy is to diversify and prosper, then Scarborough must become a town of life long learners who are able to update their skills to keep pace with the changes of the new millennium. Building on the town's heritage and natural assets, its schools and colleges, the town can create a national reputation through focussing on geology and ecology, history and archaeology and the ancient art of stage craft.



Festival Town

Scarborough has all the assets to become a festival town of international repute, an Edinburgh by the sea, with the castle and Oliver's Mount as natural arenas, Peasholm Park, the North Bay Project, the Foreshore and Sandside, the Harbour, the Cricket Ground, the Cultural Quarter and the Stephen Joseph Theatre – all as venues for so many people and talents.



Conference Town

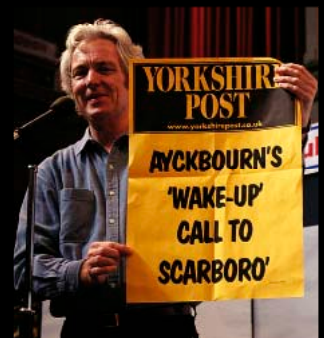
With better air, road and rail connections to bring people into a Scarborough with modernised conference and business facilities and many more improved hotel bed-spaces, combined with all the other renaissance projects taking place in the town, Scarborough should once again find it easy to take its place as a conference venue of international repute. Conference delegates will marvel at the world class setting if the quality of the town's facilities can be radically transformed.



"Our aspiration is to create a world class region built upon world class towns and cities!"
Picture: Alan Simpson - Yorkshire Forward



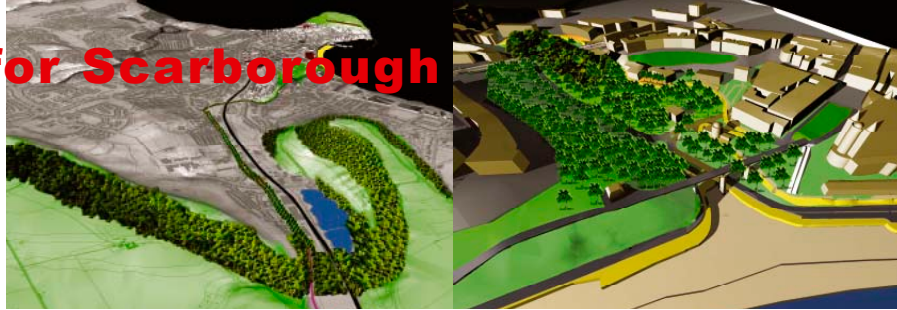
"Scarborough is at a cross roads in its history; times are changing and the town needs to change and move on. The question is how?"
Picture: John Trebble - Scarborough Borough Council



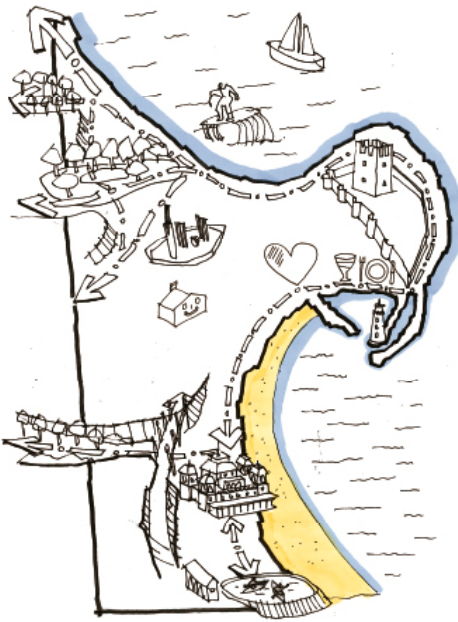
"We have got to face the modern world, not look back to times which can no longer be!"
Picture: John Thompson John Thompson & Partners

Scarborough's ten towns of quality

A Vision for Scarborough

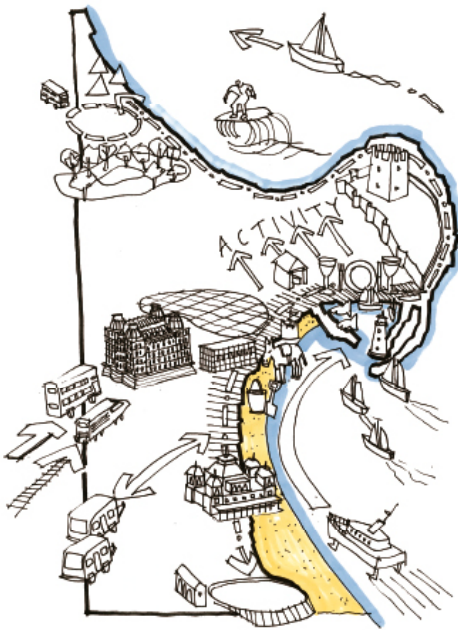


"Are we a seaside town, or a town by the sea?"



Healthy Town

- Spa of Spas
- Healthy homes
- Well used parks, gardens and horticulture
- New cycle ways
- Sports development and involvement
- Healthy eating
- Bathing, boating, boarding and rambling









Tourist Town

- Beach & Surfing
- Fishing Quarter & Marina berthing
- Bars & Restaurants
- Train connecting North & South Bay
- Futurist & Arts Quarter
- Spa & South bay Pool
- North Bay Project & Sea Life Centre
- Park & Ride, links to caravan parks



Scarborough's Ten Towns of Quality

PUBLIC SPACE FRAMEWORK

-  The heart of medieval Scarborough and Westborough can be transformed into an interconnected network of streets, squares, stairways, terraces and snickets to provide opportunity for new life and culture that will draw people up from the Foreshore right into the heart of town. Imagine the area full of new bars and restaurants with street performers on every corner and even an outdoor cinema!
-  Blooming belvederes give explosions of colour in key places – right in front of the Town Hall or on Crown Terrace for example – to provide a blossoming foreground to the sea and visual delight when seen on the cliff tops.
-  An inherently robust approach is required to coastal protection by re-planting the eroding steep cliff faces with self-maintaining indigenous species.
-  Seaside activity can be rejuvenated with a renewed emphasis on boating, fishing, marina berthing, surfing, promenading and donkey rides.
-  Scarborough's lighthouse, St Mary's Church, the Friary, the Market, the museums, the Cliff Bridge and the Spa all add up to form natural anchorages in the town for visitors, residents and school parties alike.
-  The Valley Park can become a world-class botanical paradise at the town's meeting point with the sea – an opportunity for nature to re-conquer the round-a-bouts.

With the greening of the A64, we now enter Scarborough through a lush, dense forest which provides a new setting for the Mere and for Oliver's Mount. Our first impression of Scarborough is transformed into one of trees and

Quality Public Space demands real solutions to



Scarborough is RICH

Rich in spirit
Rich in beauty
Rich in history
Rich in aspect
Rich in prospect
Rich in York stone!



Scarborough has a natural drama and real beauty: the treasure of its medieval castle, its rugged cliffs, the elevated profile of St Mary's Church, a truly English crescent, two good bathing beaches and an intimate medieval town.

Slow Town: Quality Park and ride and train connections ease traffic congestion and gives priority to pedestrians and cyclists

Safety Vandalism Public Land Seiloff Maintenance Traffic Parking

A Vision for Scarborough



"If we can build on our inheritance - our landscape, our town scape, our setting - we can become..."



Living Town

- Rebuilding confidence
- Concentrating value
- Enhanced public realm
- Mixed tenure
- Balanced community
- Thriving mixed use town centre



Learning Town

- Business excellence
- Ecology & Geology
- Stage craft
- Information & Knowledge Processing
- History & Archaeology
- Arts & Science
- Young & Old
- Schools, College and University



Scarborough's Ten Towns of Quality





... something very special!"



Scarborough's Urban Renaissance



1. Oliver's Mount and the Castle: Scarborough's illuminated icons and festival arenas, linked by laser installations. **2. South Bay:** cliff stabilisation and creation of a new 'magnet', complementing the Spa. **3. The 're-born' Spa:** upgraded and renovated to create a world-class multi-functional centre (conference, culture, community). **4. Foreshore:** an urban design strategy running from the North Bay to the South Bay connecting the South Bay Pool and the Spa to the North Bay Project. **5. Sandside and Harbour:** pedestrian bridge linking the two harbours, a new West Pier Piazza and Sandside as Scarborough's café/bar/restaurant quarter. **6. Castle:** a new vertical connection. **7. North Bay:** creation of the North Bay Project, plus enhancement of sea-related sports and recreation. **8. North Central Town:** reversing the decline in the housing market. **9. Medieval Town:** reinforcing the historic fabric and creating greater legibility through public realm interventions. **10. Town Centre:** Public Arts programme and public realm interventions, linking the Station to Westborough and through the snickets to the sea. **11. Seamer Road Corridor:** a new forested gateway to Scarborough and long term replacement of retail sheds with international HQs. **12. Valley Gardens:** landscape enhancement and new pedestrian links, celebrating the connection between the Valley and the Sea. **13. The Crescent:** identifying and enhancing Scarborough's Cultural Quarter. **14. Heritage Landscape:** comprehensive programme throughout the town to celebrate and restore the heritage landscape. **15. Eastfield (and outlying communities to the North and South):** reconnecting and investing in the communities. **16. Cliff tops:** landscape, Public Art and Belvedere projects to create trails for leisure and culture. **17. Landscape Protection:** self-maintaining coastal re-vegetation. **18. Scarborough Business Park:** Expansion and attraction of new inward investors.

A Vision for Scarborough



"Let's shout about the great place it is. We can dream about anything, but we can only make it happen by working together!"



365 day, 360° Town

- Improved language skills
- Acceptance of Euros
- Off shore and floating performance space
- Improved links to Hull and Teeside
- High speed internet access



Quay Street: new housing on existing car park incorporating small public space and sensitive alterations to existing buildings to increase density and diversity of use.

View along James Street towards new residential development on St. Mary's Hospital



Investment Town

- Opportunities for investment
- Office campus on Seamer Road corridor
- High quality offices
- Good public transport links
- Inward Investment



A new mixed use and mixed tenure building set back from existing building line to create new market square

View along the Foreshore Road showing new hard landscaping to form promenade which could be closed to traffic on festival days - new mixed use development on West Pier and new lift access to the castle and its environs.



Scarborough's Ten Towns of Quality



1. Funicular link to Castle 2. Promenade on Sandside and Foreshore 3. Town Square on West Pier with temporary buildings 4. Footbridge between West Pier and Old Pier
5. Craft and market stalls 6. Lifeboat Centre 7. Fishing Quarter 8. Prestige berthing
9. Marina berthing 10. Berthing for larger boats 11. Boat access to Whitby and Hull
12. Access to slipway 13. Improve illumination of lighthouse 14. Vehicular access retained
15. Art installations to snickets 16. Pavilions
17. Landmark building on Eastborough vista 18. Old Lifeboat House addresses new square
19. Mixed uses at ground floor with upper floor residential uses 20. Enhancement of Quay Street

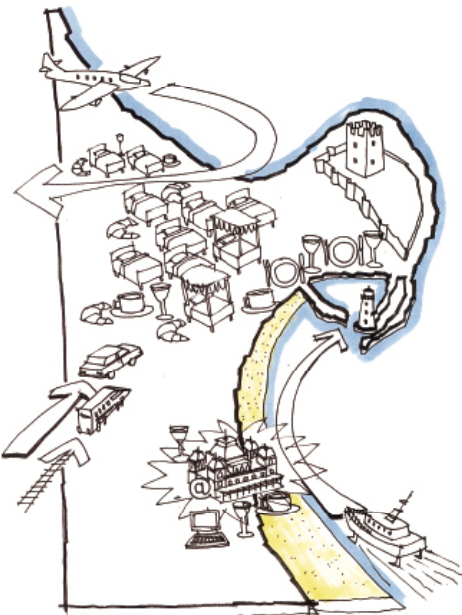


A Vision for Scarborough



Festival Town

- Castle venue
- Olivers Mount
- Peasholm Park
- Foreshore & Sandside
- Street theatre
- County cricket
- Harbour fireworks
- Festival of the Sea
- Festival of Light
- South Bay Pool



Conference Town

- Spa Conference facility
- Business Centre
- Enhanced road connections
- Improved rail links
- Sea connections
- Quality bars & restaurants
- Quality bedspaces
- Better air connections



Scarborough's Ten Towns of Quality



"The Planning Weekend was the most important thing to have happened in years!"

A Vision for Scarborough Community Planning Weekend Friday 26th-Saturday 27th April 2002 The Spa Complex



The Community Planning Weekend is being organised by John Thompson & Partners and West 8 as part of Yorkshire Forward's Urban Renaissance Programme and with the support of Scarborough Borough Council. For further information please contact: Sue Hargreaves at John Thompson & Partners, 70 Cavendish Street, London EC1M 6EJ Tel: 0207 251 5155 Fax: 0207 251 5156 or E-mail: sh@jtp.co.uk



Community Planning Weekend participants

The Community Planning Weekend engaged over:-

- 1000 people
- 100 local organisations
- and generated more than
- 5000 hours of participatory planning.

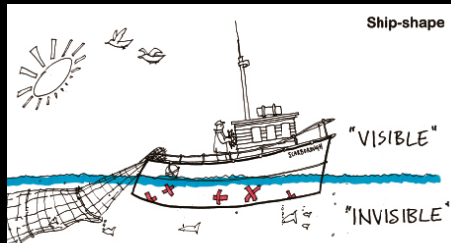
The Town Team

A fundamental principle of the Urban Renaissance Programme is the belief that sustainable change processes can only be delivered through an effective partnership between the public, private and community sectors. To this end, the Renaissance Town Team that was created at the beginning of the project is now central to the delivery of the Vision.

Strengthened and enlarged through the Community Planning process, the Town Team will now be supported by a number of Renaissance Action Teams, several of which have already been created.

Working under the collective umbrella of the Community Forum, everyone with an interest in the future of Scarborough can continue working together, building on the spirit of cooperation that was so evident at the Weekend and leading ultimately to the 're-birth' of the town itself.

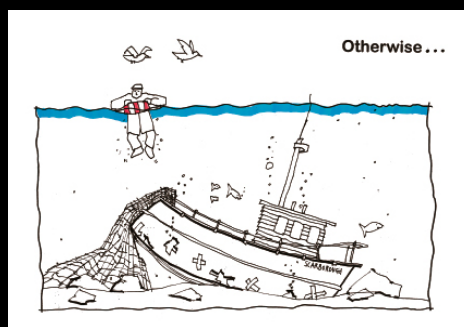




Scarborough's economy appears to be "holed below the waterline"

Scarborough's Economy Today

Some of Scarborough's problems are visible now, but we need to get a true picture of Scarborough's economic performance, and look below the 'water line' of the town's economy if we are to gain a better understanding of Scarborough's problems and their causes. We have been researching the town's position relative to the Yorkshire Region, England and the rest of the European Union. Without this information it will be harder to convince potential funding agencies and investors that their money can be used effectively. So what kind of picture do we get from below the economic waterline?



An Urban Renaissance is what is needed!

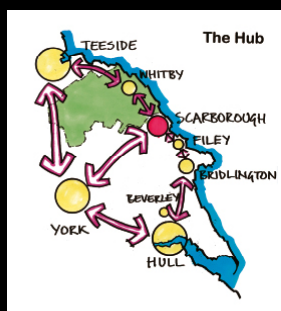
Scarborough has become a low-wage economy with declining house prices in some significant parts of the town and has a work force that is equipped to face neither the new challenges of globalisation nor those of the information economy. Scarborough also has distinct pockets of multiple deprivation, with people who feel disconnected from the world, somewhat like Scarborough itself where many people are convinced that it lies 'forty miles from England' – a reference to the perceived lack of capacity of the A64.



North Yorkshire has world class attractions.

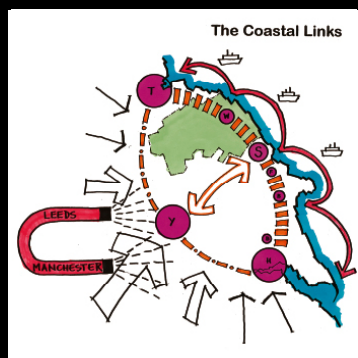
Many opportunities really do exist to bring about a lasting renaissance in Scarborough's fortunes, but to achieve this will require appropriate strategies for change that everyone can sign up to and work on together. Scarborough has a wonderful environment and that is often what keeps the talented people here who otherwise might be tempted to join the many other able people who have left for cities like Leeds and London.

With the right investment in Scarborough's infrastructure:- in its parks, gardens, streets, buildings and waterfront; in education, training and work places that are designed to attract new 'blue chip' companies; in fast Internet and transportation access and in homes and neighbourhoods, Scarborough really does have the potential to attract new investment, enhancing the value of property in the places where it is really needed to reverse decline and eventually stimulate the growth of the town.



Scarborough can be the **Coastal Hub** because of its location and its assets

It is not just Scarborough's permanent population that can be increased to bring new vitality to the town. Given the right strategies to boost the conference trade and tourism, tourists and conference delegates with real money to spend could start arriving in much larger numbers. But first, if Scarborough wants to achieve any of these things, then people have got to face up to the town's current weaknesses and start working determinedly together on a commonly agreed agenda. April's Community Planning Weekend has proven that people really do care about Scarborough and furthermore, that they do have the energy and determination to help turn around the town's fortunes.



To do so Scarborough must work in **Partnership** with the other coastal towns to balance the strength of York, Leeds and Manchester

If you want to become involved in the Urban Renaissance process contact
Peter Wilkinson - Tel: 01723 502295
Fax: 01723 502335 - e mail p.wilkinson@pindar.com

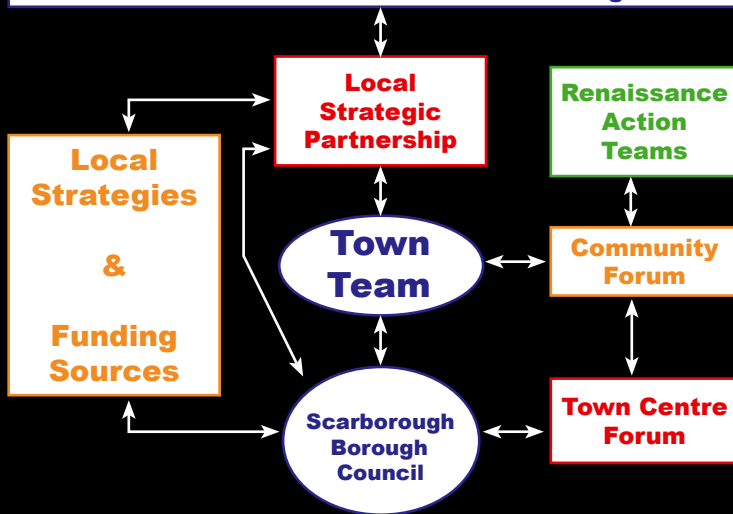
Or come along to the Renaissance Forum meetings which will be held at The Corner Café, North Bay on the last Tuesday of every month at 7 p.m.

The meetings for 2002 are:-

25 June • 30 July • 27 August • 24 September
29 October • 26 November • 17 December

A Vision for Scarborough

Yorkshire Forward's Urban Renaissance Programme



Delivering the Vision

With the Town Team at the heart of Scarborough's Urban Renaissance programme, the public, private and voluntary sectors will need to work together in a Local Strategic Partnership and with Scarborough Borough Council to deliver the Vision for the town over the coming years. The Local Strategic Partnership, part of the Government's National Strategy for Neighbourhood Renewal, is an emerging body of stakeholders who will develop ways to involve local residents, communities, businesses and voluntary groups in shaping the future of the town.

This means that all local strategies, including Yorkshire Forward's Urban Renaissance Programme, will be co-ordinated in the future by the Local Strategic Partnership, and delivered according to the emerging Community Plan for Scarborough. More information about the Action Plan for Scarborough's Urban Renaissance will be made available over the coming months.



The Medieval City with its second and third layer behind the foreshore and Sandside offer different qualities which can become much better connected by a series of small-scale improvements.



This document gives the results of the first stage of a Vision building process, the results of which will be analysed and developed into an Action Plan for Scarborough's future.

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