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|  | <p style="text-align: center;"><b>REPORT TO<br/>ENVIRONMENT &amp; ECONOMY<br/>SCRUTINY COMMITTEE</b></p> <p style="text-align: center;"><b>TO BE HELD ON<br/>1 December 2014</b></p> |
|   | <p><b>Topic</b></p> <p><b>Task Group (if applicable)</b></p>   |
| <p><b>Corporate<br/>Priority ALL</b></p>  | <p><b>Cabinet Portfolio    Cllr Derek Bastiman<br/>Holder</b></p>  |

**REPORT OF: CHIEF EXECUTIVE – 14/400**

**WARDS AFFECTED: ALL**

**SUBJECT: REGENERATION OF THE BOROUGH AND THE COUNCIL'S VISION 'TO ACHIEVE THE RENAISSANCE OF THE NORTH YORKSHIRE COAST BY 2020' – PROGRESS REPORT**

**REASON(S) REPORT REQUESTED:**

In order that Members can assess progress towards the stated ambitions in the Economic Development Strategy for Scarborough Borough; 'Towards 2020 – The Renaissance of the Yorkshire Coast'.

**PURPOSE OF REPORT:**

To enable members to review progress of the strategy and endorse supplementary work to extend the strategy in the form of a Yorkshire Coast Growth Plan in partnership with the East Riding of Yorkshire Council.

**RISK ISSUES:**

None identified.

## 1. INTRODUCTION

- 1.1 'Towards 2020 - The Renaissance of the Yorkshire Coast'; the Economic Development Strategy for Scarborough Borough was compiled in 2006 as a long term framework document.
- 1.2 This report identifies progress against the strategic objectives detailed within the strategy, with particular regard to the critical success factors specified, and identifies opportunities for the future strategic focus of economic policy and activities.

## 2. CORPORATE AIMS/PRIORITIES AND THE COMMUNITY PLAN

- 2.1 The strategy contributes to all corporate priorities i.e.
  - Safe and healthy communities
  - Prosperous communities
  - Inclusive and vibrant communities
  - Quality environments

## 3. BACKGROUND AND ISSUES

- 3.1 The Economic Development Strategy 'Towards 2020 - The Renaissance of the Yorkshire Coast' was adopted in October 2006.

Six strategic objectives were identified, namely;

- Objective 1: To enhance cultural provision and the environment in order to rebuild the image of the area as a quality and dynamic place to live, work and invest.
- Objective 2: To improve connectivity to the Borough.
- Objective 3: To diversify the economic base of the area through continued expansion of high value added advanced manufacturing, the knowledge based and service industries.
- Objective 4: To enhance business performance in the tourism sector and increase visitor expenditure by building on the area's strengths.
- Objective 5: To improve the skills and the educational attainment of the local population and workforce.
- Objective 6: To target action at specific neighbourhood areas which are economically and socially disadvantaged.

- 3.2 Within these objectives, a number of critical success factors were identified:

- Delivery of the Urban Renaissance programme in Scarborough, specifically:
  - Extension of Scarborough Business Park
  - Delivery of Wood End Creative Industries Centre
  - Redevelopment of the Rotunda Museum

- Redevelopment of the Futurist site
  - Scarborough Spa refurbishment
- Delivery of Whitby Renaissance Projects, specifically
    - Whitby Harbour Improvements
    - Green Lane Neighbourhood Centre
    - New premises for Whitby Musicport
  - Establishment of a Neighbourhood Management pilot in Eastfield.
  - Support North Yorkshire Network (NYNET) to deliver next generation broadband across the Borough and implement a feasibility study on the Wireless Scarborough project.
  - Work with the Learning & Skills Council and local training providers to establish a supported recruitment scheme in Scarborough to be piloted in Eastfield.

3.3 The 20/20 strategy was drafted during a period of long term economic growth. In the years that have followed the development of the strategy there has been much change with the impact of the recession, post 2008, and subsequent austerity measures.

However, progress measured against the critical success factors is very encouraging and further growth potential up to and beyond 2020 prompts a need to both refresh and extend the strategy. In particular, through discussions with the York, North Yorkshire and East Riding LEP, the North Bank Partnership, through the local authorities of Scarborough and the East Riding, has agreed to develop a Yorkshire Coast Growth Plan that will provide a framework document for the future draw down of UK Government and European Regeneration funding into the area. As part of this joint strategy process, the Borough Council will use it as an opportunity to refresh and refocus its regeneration objectives through to 2025. Furthermore, it is proposed that an Employment and Skills Plan be developed for the period 2015 to 2025 to support the strategy, again with a series of critical success factors.

## 4. ASSESSMENT

4.1 In terms of progress against the critical success factors the following have been achieved;

- An investment of £10m has seen the doubling in size of Scarborough Business Park, providing over 60 acres of new serviced land. Key investment deals have been concluded with Raflatac, TEF, and the new Gladmans office development which has provided accommodation

in Scarborough for York Potash, NFU Mutual, Handelsbank and many others.

- Woodend Creative Industries Centre has been developed with a £5m investment and now supports a range of businesses that combined, employ more than 150 people.
- The Rotunda Museum (£2m) has been redeveloped and is now a visitor attraction as well as an asset for local schools and residents.
- Scarborough Spa has seen a two phased refurbishment and is now operated by a private sector partner, Sheffield International Venues attracting national conferences and entertainers boosting the visitor economy including business tourism.
- Major harbour investments have been made in both Scarborough and Whitby totalling over £4m and resulting in the transformation both visually and economically of Sandside and Scarborough inner harbour; and providing first class leisure craft facilities in both ports.
- Green Lane Neighbourhood Centre has been developed and is now managed by Coast and Vale Community Action.
- Next Generation 'superfast' broadband is in place at Scarborough Business Park and the town centre (Woodend) utilising the E64. A recent report states that 177 Scarborough businesses are signed up to superfast broadband.
- Scarborough Jobmatch has been established as the Borough's job brokerage service. Launched in 2009 it has supported more than 4000 unemployed local residents, 1500 of whom have moved into employment in one of more than 400 local businesses helped with their recruitment needs.
- Eastfield has been subject to a Masterplanning process which has resulted in the formation of a multi-agency partnership in place to address regeneration activity. The drafting of the Eastfield action plan and high street feasibility study, the implementation of which is ongoing; and the establishment of a "shared services hub" in Eastfield serving the community.
- Very recently a preferred developer has been secured to progress the development of the Futurist site.

4.2 In addition to the above critical success factors, other notable investments have included:

- Establishing Groundwork North Yorkshire as a major strategic regeneration partner.

- Major private sector investment in the hotel sector including new hotels (Premier Inn and Marstons Inn), a new Travelodge, and in excess of £30m invested in hotel upgrades; Grand Hotel, Crown Spa, Wrea Head, Hackness Grange and the Clifton.
- Scarborough Town Centre retains its position as one of the top performing high streets in the region and one of the top seaside towns nationally.
- Over £2m has been invested in Whitby Business Park servicing 30 acres of land and levering in a £4m investment in the new Marstons Inn creating up to 50 new jobs.

4.3 Moving forward from 2014, the Borough is heading for a period of significant economic growth with some of the highest growth potential in the north of England;

- More than £40bn is to be invested off the Yorkshire coastline at Dogger Bank to form the largest offshore wind farm in the world. The Council is working with private sector partners to develop an Offshore Wind Service Centre in Whitby to ensure that growth opportunities are maximised.
- Sirius Minerals (York Potash Ltd) are investing more than £1bn in the York Potash project, developing a high tech potash mine in the Borough which will become a world leader in high value potash production, creating up to 2000 direct and indirect jobs in the process.
- SBC is working with the University of Hull to ensure that a new “University of Scarborough” is established which will see, in time, a significant increase in student numbers in the Borough.
- A new University Technical College, with an investment of £10m, will provide the skilled and motivated engineering workforce of the future, directly supporting local companies across Scarborough Borough, Ryedale and East Riding.
- New investments totalling more than £25m will see the development of a new Scarborough Water Park and a Sports Village at Weaponness.

4.4 In addition, the Borough Council is also committed to very significant demographic growth with planned housing investment at its highest levels since the Victorian era. Currently there are 3,000 new houses with planning permission across the Borough. The Council and development partners have started on site at Middle Deepdale with 1,350 new houses to be built, the biggest housing development in the Yorkshire region. Of even greater significance is the commitment to oversee the building of 10,000 new houses across the Borough by 2030.

- 4.5 The totality of this investment is forecast to create up to 8,000 new full time jobs and in the region of 4,000-5,000 construction jobs
- 4.6 In summary the performance against the critical success factors is very much on target for 2020. However, the potential for new investment and growth suggests that the Economic Development Strategy 'Towards 2020 The Renaissance of the Yorkshire Coast' is in need of both refreshing and extending the time frame to 2025. Recognising the role of Scarborough and Bridlington as "growth towns" within the York, North Yorkshire and East Riding LEP's Strategic Economic Plan, Scarborough Borough Council and the East Riding of Yorkshire Council are working in partnership to progress a Yorkshire Coast Growth Plan. Scarborough's Economic Development Strategy will be incorporated into this document in the form of a 2015-2025 Employment and Skills Plan with Scarborough specific objectives and critical success factors made clear and available for local scrutiny.

## 5. IMPLICATIONS

- 5.1 **Policy** – The Economic Development Strategy will need to be updated and extended along with inclusion in the new Yorkshire Coast Growth Plan being prepared on behalf of the York, North Yorkshire and East Riding LEP  
**Legal** – None arising from this report  
**Financial** – none arising from this report  
**Equality and Diversity** – none arising from this report
- 5.2 It is considered that there are no implications in relation to staffing, planning, crime and disorder, health and safety or any environmental implications arising from this report



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**Background Papers:**  
'Towards 2020- The Renaissance of the Yorkshire Coast' The Economic Development Strategy for Scarborough Borough

IF YOU HAVE ANY QUERIES ABOUT THIS REPORT OR WISH TO INSPECT ANY OF THE BACKGROUND PAPERS, PLEASE CONTACT Simon Featherstone on 01723 232324 e-mail [simon.featherstone@scarborough.gov.uk](mailto:simon.featherstone@scarborough.gov.uk)