

DRAFT

**EASTFIELD AND SOUTH SCARBOROUGH
STRATEGIC GROWTH AREA REGENERATION**

MASTERPLAN

BRIEF

Purpose

The purpose of this brief is to indicate the Council's requirements to develop a satisfactory, timely and co-ordinated regeneration masterplan for the Scarborough South area. Following the establishment of agreed parameters it is intended the consultant will work with key stakeholders and importantly residents of the local community, key stakeholders and the Eastfield Regeneration Pact to develop and agree a comprehensive Masterplan for the regeneration of the area.

It is important to emphasise that these are indicative proposals designed to reflect the overall shape / elements of the master planning process. They are not intended to be prescriptive at this stage and will be kept under continuous review.

The Scarborough South Regeneration Masterplan will address the complex issues that affect Eastfield and the wider Scarborough South area by providing cross sector responses and solutions that are developed in partnership with community and stakeholder partners. The document will guide the future regeneration of the Scarborough South area and reflect the collective ambitions of the Council and its partners.

This documents sets out the strategic framework in which the master planning process will take place alongside a number of identified actions undertaken by the Council and its partners to ensure that the Scarborough South Masterplan will reflect the hopes, aspiration and vision of residents and stakeholders alike.

The challenges facing Eastfield and the wider Scarborough South area are complex and cut across social, economic, environmental and cultural contexts. However the master planning process offers a unique opportunity to bring various interests together for the benefit of the whole area. The funds generated through capital receipts associated with the Middle Deepdale development represent a once in a generation opportunity to create a long lasting and sustainable regeneration of the Scarborough South area. This brief is the start of that process.

Background

The ongoing Middle Deepdale development forms a large part of the Council's ambitions for strategic growth in the Scarborough South area. Approximately 2,500 extra homes will be built across the Middle Deepdale sites dramatically increasing demands on services and infrastructure. Monies totalling £5,495,000 acquired through capital receipts associated with the Middle Deepdale development are scheduled to be released over three phases (December 2018, December 2021 and December 2024) to support the wider regeneration of the Scarborough South area. The first phase of regeneration money is on schedule to be accepted by the Council in December 2018.

In order to ensure this significant investment is spent in line with local need and identified priorities a Regeneration Masterplan will be developed to best inform how the Council proposes to allocate regeneration monies. Furthermore £36,000 has been secured from the Local Economic Partnership (LEP) in order to facilitate the Scarborough South master planning process and establish a robust action plan for the regeneration of the area. The LEP has specified a need for the master planning process to incorporate the strategic need for the development of affordable housing within the

Eastfield / Scarborough South area. The Borough Council will tender for an independent Master Planner in early 2019 with the intention of developing the Scarborough South Regeneration Masterplan with the community and stakeholders in the first half of the year.

The Council has already identified a number of schemes / initiatives that it wishes to see developed through the Scarborough South Regeneration Masterplan. The master planning process presents an opportunity to engage with local residents and stakeholders on these projects / initiatives as well as to develop new initiatives in conjunction with community and Third Sector partners.

In December 2018 representatives from Eastfield Town Council, Scarborough Borough Council and other partner agencies met to agree a joint approach in the development of a resident led community regeneration partnership entitled the Eastfield Pact. The Pact will lead the community part of the overall strategic regeneration.

Primary Objectives of the Scarborough South Regeneration Master Planning Process

1. Establish a framework around which a shared vision of the Scarborough South can be developed. This framework will build upon established regeneration priorities and strategies and incorporate new engagement and consultation. It will reflect the aspirations of both new and existing communities as well as public, private and Third Sector priorities.
2. Develop an action focussed Masterplan that will reflect the distinct situation of the local area and will be developed in line with local social, economic and environmental contexts.
3. To provide realistic strategies for widening social and economic opportunities in the area that address issues of disadvantage, social exclusion and quality of life.
4. To outline clear lines of responsibility within the regeneration process between the Scarborough South Regeneration Group, the Eastfield Pact, partner organisations and the decision making functions of the Council with regard to the delivery of regeneration outcomes.
5. Working alongside the Council's Community Regeneration and Support Officer and the Eastfield Pact to ensure that all sections of the community are engaged in the process including the disenfranchised and the hardest to reach. A range of varied engagement techniques will be adopted to ensure this takes place.
6. To develop an engagement and consultation methodology that ensures that all relevant partners are engaged at an appropriate level.
7. To provide a comprehensive action plan for the delivery of prioritised proposals that are developed within the master planning framework.
8. To outline a case for how regeneration proposals developed accord to local need and utilise local resources. Key baseline indicators and measuring strategies will need to be incorporated.

Strategic Context

The Scarborough South Regeneration Masterplan will bring together a number of area based and issue based strategies and documents under one cohesive vision for the Scarborough South Area. It is vital that we do not attempt to 'reinvent the wheel' by duplicating work that has already been conducted in the development of recent strategies and action plans.

Eastfield residents already complain of 'consultation fatigue' along with the perception that nothing ever gets done. Any new consultation needs to be targeted and above all meaningful for those giving their time to take part. Current strategy documents that will be incorporated into the Masterplan include:

- New Eastfield Action Plan 2012-2024
- Eastfield Town Action Plan 2017
- Eastfield Investment Plan
- Scarborough Borough Local Plan
- Mere and Oliver's Mount Action Plan

The Masterplan will bring together the priorities of above documents into one cohesive document with an associated action plan for the regeneration of the whole area

Overarching Themes

The Masterplan will present a portfolio of overarching themes that will guide the delivery of the Plan's actions. These themes have been identified as:

- Environment – future strategic development in the Eastfield / Scarborough South area will be delivered in a way that acknowledges the sustainability commitments of the Council and its strategic partners and that gives appropriate consideration to the environmental conditions of local residents and businesses. Further to this community regeneration initiatives will be developed that visual environment and aesthetic qualities of the area.
- Increased / improved housing (inc affordable housing) – the Scarborough South area should be seen as a desirable place to live therefore the Masterplan needs to reflect the need for the provision of suitable and affordable housing stock with a suitable mix of tenure. The Plan also needs to make provision for options to improve some of the housing stock in Eastfield that is no longer fit for purpose.
- Health and wellbeing – health inequalities in Eastfield remain a significantly more pronounced than in other areas of the Borough. The Masterplan will set out a programme of actions, both community based and strategic, that actively seek to address these inequalities and break cycles of health deprivation for future generations.
- Economic development – the Masterplan will outline a programme of economic regeneration activity that will seek to create a sustainable environment within which local business is encouraged and able to thrive. It will also set out proposals to address key skills and training deficits in the Eastfield Scarborough / South area so that the labour market needs of the local area can be adequately addressed.
- Infrastructure and transport – In order to adequately serve the increase in population associated with Middle Deepdale and future local development proposals the Plan will incorporate transport and infrastructure improvements that will enable the long term sustainability and viability of the residential and business communities.

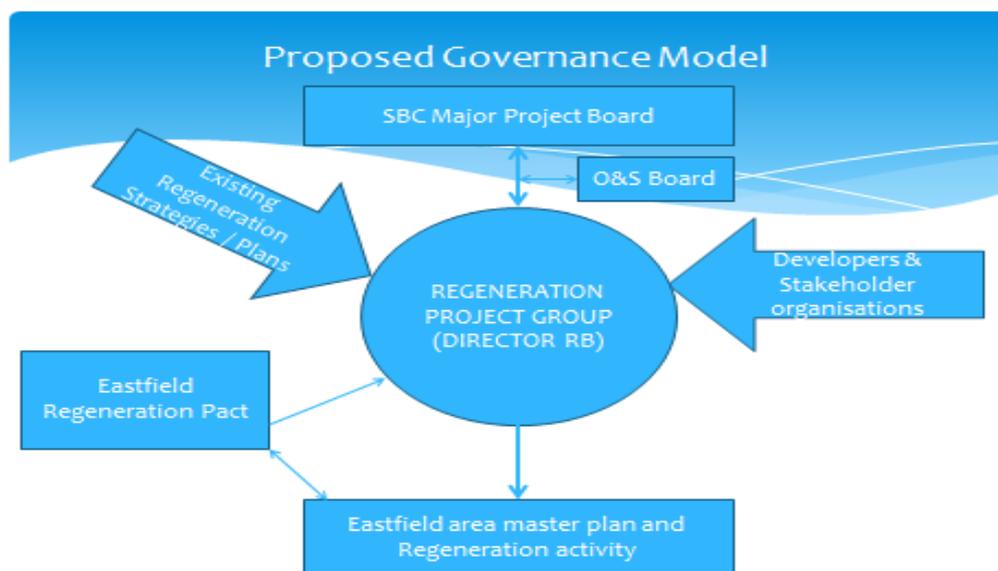
Governance

Responsibility for the delivery of the Scarborough South Masterplan will rest with the Scarborough South Regeneration Group which is made up of both strategic and operational officers and relevant

Members from Scarborough Borough Council. The Regeneration Group will oversee the process including the appointment of an externally funded Master Planner.

The externally funded Master Planner will take overall direction from the Regeneration Group which will report to the Council's Major Project Board. Community guidance will be provided through ongoing engagement with the Eastfield Pact that will act as the first port of call for residents to participate and influence the process. The Regeneration Group will be responsible for the day to day delivery of stakeholder engagement and consultation activity including the analysis and dissemination of findings.

All decisions including policy and financial decisions relating to the Masterplan will be made by the Council's Cabinet and subject to the Council's Overview and Scrutiny procedures. The proposed governance structure is outlined in the visual diagram below:



Community and Stakeholder Engagement

The Masterplan will outline a programme of bespoke and targeted consultation with a broad range of interest groups and stakeholder representatives. This will build upon priorities identified through previous strategy documents rather than adopting a 'blank canvas' approach.

Careful consideration will be given to developing the most appropriate avenues for engagement for each stakeholder group ensuring that appropriate weighting is given to the priorities identified by each. It is expected that an accessible consultation methodology will be developed using techniques such as participatory appraisal to engage with disenfranchised and traditionally harder to reach sections of the community. These will be developed in conjunction with the Eastfield Pact.

The local community should be actively involved in preparing the Masterplan and it is expected from the outset that the Master Planner will work with the Pact to develop a community engagement strategy which details how stakeholders including Public and Voluntary sector service providers, Eastfield Town Council, special interest groups and local community residents will be encouraged to take part in shaping and commenting upon the emerging Masterplan.

This community engagement strategy will be developed in liaison with the Council's Community Regeneration and Support Officer, local Ward Members and Eastfield Town Council and will identify a clear programme of consultation activity with identified resident and stakeholder representatives

The Masterplan will outline proposals for how the allocation of regeneration funding will be used to finance the regeneration of Eastfield, the community most affected by the housing development at Middle Deepdale as well as the wider strategic Scarborough South area. It is recognised that this represents a once in a generation opportunity for the effective regeneration of Eastfield to move the community out of significant socio-economic disadvantage. To this end the Masterplan will identify a substantial programme of investment to benefit the residents of the established and newly built parts of the Eastfield Estate and the wider Scarborough South area.

Along with identifying the social, economic and environmental priorities for the Scarborough South area for the Masterplan will develop an appropriate mechanism for distributing regeneration funding that is community led and locally accountable whilst reflecting the wider strategic visions of the Council.

Considerable attention will be given to ensure that a proactive approach to community engagement takes place. This will go above and beyond established methods such as public displays, community events and questionnaires to speak directly to community groups and residents where they already exist rather than expecting them to come to us. This will ensure that the Masterplan is not dominated by the priorities of the Public and Voluntary Sector or the agendas of specific interest groups.

Output

Strategic Framework including Baseline Review– This will address not just the proposed regeneration priorities for the area but the wider Borough and regional contexts. It will set out the overall concepts and principles of the Masterplan as well as phasing and key delivery issues. In particular it should establish the Council's regeneration requirements as well as incorporating input from the community. A baseline review will be conducted that will involve reviewing relevant background documents and drawing out conclusions that are relevant and applicable to the regeneration of the Scarborough South area.

Objectives and Priorities - This will develop key options and proposals that will be delivered to achieve the regeneration objectives. It is important that these proposals are viable and deliverable and have been developed in partnership with key stakeholders and community residents. This is intended to form a central part of the final Masterplan document but should also be capable of forming the basis for other initiatives and developments in the area.

Delivery / Implementation Strategy – This will form a key element of the final Masterplan document and provide the basis on which it can be measured and evaluated. The delivery / implementation strategy will include:

- The development of infrastructure required to achieve the agreed vision and objectives.
- Delivery arrangements, including Public, Private and Voluntary Sector partnerships. This will also include arrangements for ongoing engagement with key stakeholders and the community.

- A robust approach to allocating the financial provision associated with the regeneration of the Scarborough South area.
- A long term management and maintenance strategy with a strong emphasis on sustainability. The plan will need to consider the ongoing revenue implications of regeneration projects / initiatives and outline strategies to meet these.

Timeline and Key Milestones

The timeline and key milestones are as follows:

<u>Master Planning Milestones</u>	<u>Indicative Date</u>
Finalise and agree brief	December 2018
Convening the Eastfield Pact with stakeholders and residents to guide master planning process including the delivery phase.	January 2019
Initial scoping and evidence gathering	February / March 2019
Developing a vision in partnership with key stakeholders and community	April / May 2019
Extensive engagement with key stakeholders and residents	June – September 2019
Collation and analysis of results and write up of Masterplan	TBA