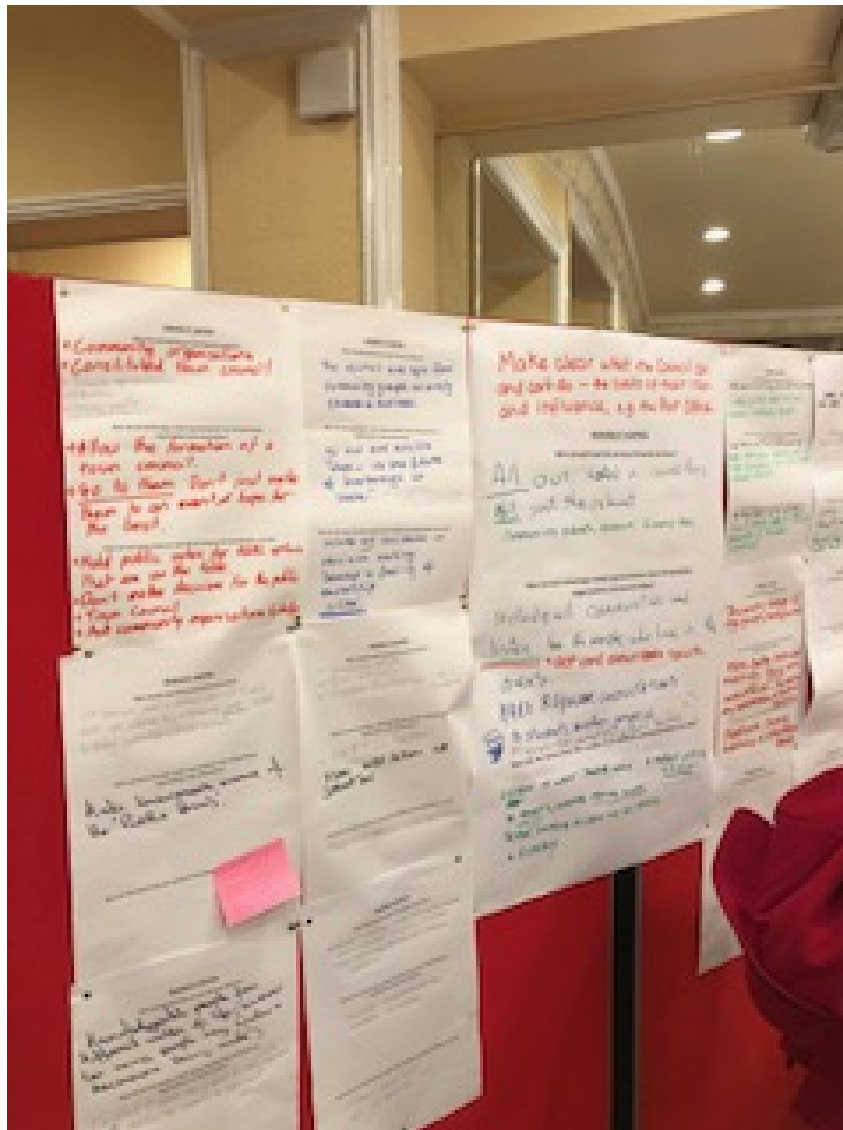


SCARBOROUGH TOWN CENTRE STRATEGY

Community and Stakeholder Consultation

Individual Responses



CCTV Improved	N	2	✓	✓
Street Food		2	✓	✓
Encouraging all ages		2	✓	✓
digital screen in station		2	✓	✓
Tackle vagrancy/homelessness	N	1	✓	
Zero tolerance ASB/Exclusion Zone	N	1	✓	
Pedestrian areas no cars		1	✓	
Gyms	N	1	✓	
More bins		1	✓	
Activity Centre		1	✓	
More Benches		1	✓	
Identity		1	✓	
Relaxing of regulations/licensing/planning		1	✓	
Pub tours/ Walking tours / history tours		1	✓	

Making it Happen

Who Should lead

All Councillors not just cabinet

Council but with new people and fresh thinking

A mix of business/council and resident representatives

Local MP in the Frame to ensure fair share of govt funding

The Council (they have our money) with selected residents

Inclusivity - engage all age groups/backgrounds

The council working with community groups

Council and reps from residents, traders and community groups

Community Groups with Civic Society and Business Improvements District management

Council with reps from community groups, university students and businesses

Community organisations and constituted town council with business, education, elderly and disabled representation

Council get organised have a strategic plan and sell it - get widescale buy in/ownership and pride

Need Very strong leadership

Knowledgeable people from different walks of life (however, more people may hinder decisiveness)

Decisions by full council not just cabinet

Town Centre Manager with cooperation of multi-agencies eg. planning, street cleaning etc0

Council with its residents, businesses and EVERYONE

Councils have the knowledge to be the responsible body.

Ambassadors to drive the enthusiasm - champions of Scarborough

Town Centre Manager

Town Team with a Town Centre Manager (led by local not national businesses)

Regeneration, Council and public stakeholders

An organisation such as chamber of trade

All Councillors not just cabinet + community groups, student and elderly residents

Councillors to be passionate about their town

The community

An identifiable person/organisation

Use other age groups - students, older people etc
Council - planning policies and other policies need to be right
Create a town centre strategy group

How can we engage

Listen to the people
Improve passing over
more honesty
Share information
Internet Forum
Facebook
suggestion box (customer first)
Council to re-establish credibility
Advertise in local press
Pay for advisory service
More publicised meetings and consultation
Talking and group sessions
More information sharing
Go out to groups, residents and traders (don't rely on meetings)
Via Business Improvements District
Vision with action not stagnation
Go out and excite them - the future of Scarborough is at stake
Allow the formation of a Town Council
Go to them - don't just invite to events and hope
Make businesses aware of the purple pound (disabled access)
Door to door to mobilise residents to take part
Promote Scarborough as forward thinking
Understand the key users / stakeholders
Quick wins - see something is happening
Communication - Up to date, consistent and regular
Quarterly discussion groups (like this consultation)
Form groups to maintain momentum
Include all communities and listen to the people
Act and demonstrate results
Have regular consultations
Go to student groups, colleges etc
Form and friends group for the town centre
More working together / networking
social media
A person - ambassador
Links between businesses via websites etc
Engage in the way people want to be engaged - ask them

How do we meet all needs

Listen to what people want - ie. Toilets, cinemas, medical centre
Better disabled access
We have a lot of elderly residents
Undo short sighted initiatives - Tourist information centre, walk in health centre
Break down into smaller goals eg. Parents of school children, pensioners, singles etc
Make a start and keep up momentum
Consult at all levels
Feedback and ongoing monitoring of opinion
By being equal, fair and listening
Listen to people
Include community and businesses
Encourage ownership
Keep in contact via media and open meetings
Include all residents in decision making
Develop and feeling of ownership
Listen
Hold public votes on REAL options
Don't make decisions for the public
Ask community organisations to help
Town Council
Listen and act - Don't just pay lip service
Communication
Young ambassadors group
Listen to what the people want - Tourist office, toilets, cinema, medical centre, disabled access
Go into schools/universities

Town Centre Image & Brand

Image

Inviting and welcoming by having a community hub
Its how it makes you feel. Get the feeling right and the people will come.
Safe but exciting and diverse
Make a green area by knocking down the Argos building to form an event area
Place to enjoy/escape part of the overall Scarborough experience
Pride in what we have (break the "What we've lost mentality")
Place to LIVE
Tourist Centre - not just a phone
Become inviting to and encourage small retailers (Lower rates)
Make the centre attractive - open space
Demolish Argos building to become an open park
Carpark Signage
Heritage & Modern (Cultural, historic)
Town for everyone of all ages
Beauty and elegance of buildings - Vintage & Culture
Vibrant Café Culture with outside heating

Remove large shop fronts making more individual
A traditional seaside town
tourist information centre in library
Advertise market
Tidy up and renovate above shops
Advertising, Marketing and letting people know whats going on
Meeting the needs of locals and visitors
Combination of local and national retailers
Removing or re-using empty buildings
Re-designing in a coherent and aesthetically appealing way
No point having an image if its not marketed properly
Heritage but communicated positive up to date modern yet vintage feel
Develop a coherent, visual feel
Identifiable colours and branding
Historic town that moves with the times whilst maintaining heritage
Health rejuvenating town during winter - Spa Town, sea air, walking
Environmentally friendly and green
Clean & well maintained
Vibrant fun place to come - Welcoming and safe
SJT/Uniqueness of Castle, Naval Warfare, Surfing town
Marketing - "Council"
Information Hub
What is the journey into Scarborough - thers nothing to hook people
Better Signage
Market Scarborough
Seaside town NOT a borough
A clearer identity
Acknowledge our legacy
Needs an Offer
Something new over and above legacy.
Welcome 2 Scarborough - Railway station, park & rides, Bridges over roads
Improve whats on info
Better marketing
Authentic Brands
Credible offer eg. culture
Historic Coastal Yorkshire Town
Poor perception of town needs to be addressed - better accommodation, cultural offer
etc
Queen of the Yorkshire Coast
Using one strong image that can be adapted to suit different aspects of the town
Got to go Smart - augmented reality
the google effect
Needs to appeal to 18 - 40 year olds & families
Uniqueness is a selling point
Diversity - engage with our diverse community
History & Heritage - medieaval re-enactments etc

Seaside tradition is important - 1st Seaside resort
Great mixed family resort
Quality and service
Independent retail offer
Brand standards and training
Holistic experience
Parking friendly well laid out town
Identity - sense of place - like no other
Health Town
It is somewhere for everyone - not just the old
Its not just a tacky seaside town
Heritage - leverage this whilst making relevant for now - famous people
Heritage, history and fishing
Embrace legacy and history and modern
Scarborough is a Market town
Digital Marketing

University

Sell it internationally - China/India
the British Seaside Town experience
history, architecture, landscape and facilities
Gardens/green space/ authenticity
No tacky shop fronts
mixed use
Improved sports facilities
Sell coastline, moors and countryside
Promote area of speciality, become known as a town of expertise
Culturally rich - arts, outdoors, coast, surf, moors etc.
Better evening venues for young people (quality)
Bring Music to the town centre
Invite UK universities to "interview" the town and make them a good offer
Sports/Leisure/Skills/Jobs
clean sea / swim safe
Music Venues, meeting places, cafes and hubs
Provide good access to appropriate accommodation
Provide more cultural activities - bistros, bars, music and entertainment
Provide student discounts & deals
Provide facilities for student ie. Nightclubs, bars in town living
Good transport links
Change "end of the line" experience
Offer more for students not just pubs/clubs - Study halls
Create projects tailored to the courses that are being undertaken
Understanding foreign languages
Surfing
University ambassadors to sell the town

Develop our own university - our identity
More year long sustainability
Social mobility
tuition fees
University and Conference centre together
University town doesn't benefit retail
Good student accommodation
Quality student accommodation
Bring foreign students to study here
Develop itineraries to give to students - the "lincoln" effect
Facilitate university providers to come to Scarborough
Has been for many years but Hull have now gone !
University to be engaged in developing the town centre strategy
Offer a student product ie. Accommodation/nightlife/nice places to take
parents
University should market Scarborough
Encourage but not to the detriment of other areas
Train young people in the skills we need for the future - offer the right courses
Student Hubs

Developing the Town Centre as an Asset

How to become multi use

Positive planning to include family places for when theres poor weather
Better advertising of the Market Hall
Use th old disco (above Thomas the Baker)
Engage with younger generation
Hold votes with real options available
Encouraging people of all ages into the town
More businesses that aren't just about retail eg Warhammer table top gaming
Places where conversation/relations thrive
Environment improvements - places to stop, rest and socialise
Ease of access and navigation
Service hub - health facilities, public services, health promotion - a place to get things done face to
face - reducing social isolation - internet provision etc
More indoor venues - not betting shops and casinos
More facilities for families esp for wet weather
Better facilities for disabled people
All year round activities for residents
Town Centre Manager

Safer place

Health provision
Restore the Market Stalls to the centre
Cover the pedestrian area

Bring a cinema into the town centre
Stalls and festivals
Under cover activities
Have a social community hub for all ages
Engage with the younger generation
Needs to be advertised
Produce a retail map
Good evening events
More civic space - not just retail
Events all year round - new christmas events
Need to support retail and culture
Information centre needed
High class housing and flats
Events space
Smart technology and apps
Leisure complex
Tourist information centre
Video wall
Culture, leisure and residential
Through a good cultural strategy - artists, festivals, street shows etc (eg Hull city of culture)
Blend of local and national retail provision - encourage smaller pop up units
Well managed events - christmas light switch on, themed events throughout the year
Become cycle and dog friendly
Enhanced lighting - lighting up buildings at night
foreign and speciality markets
Café Culture
More green
Make use of event spaces eg sunken garden
More festivals
Far better advertising/linkage to other assets around the town - castle/museums/entertainment venues
Fishing & Heritage
Create a town square
Promote Theatres, leisure and entertainment
Events and festivals

Develop into a focal point

Bring more services into town
Free Parking for 2 hours
Transport improvements
Offer more diverse selection of activities within the centre
Collate satellite/remote services in a dedicated central location
Show it ! Brag about it
Live internet cams - view of beaches / car park usage
A central public space which is the focal point eg Princes Gardens Edinburgh
Invest further in the Market Hall and surrounding space

Improve access to higher end eateries and shops - bistro/cheese&wine

Better combination of artisanal local representation and national/international brands

Higher end outlets

Signage "Welcome to Scarborough"

Town Centre square to replace the old Argos building

Remove A-boards and clutter

Keep streets clean

Purchase the old job centre on aberdeen walk along with the derelict carpet warehouse behind and develop as a major indoor complex

Make the main street a multi entertainment venue using the upper floors of existing establishments

By encouraging people of all ages to be welcome

Diverse shops - be different

Indoor activities

Utilise the Railway Station and its space

Hanging baskets/floral displays

Decent pubs/leisure venues

Area needs to be defined and signed

Create a square with seating to encourage social lingering

Extend the pedestrianisation

Have trams or road trains to take people up and down the town

Take risks - try it - it might work

Canopy over pedestrian streets

Better infrastructure

Play centre

Encourage quirky independent traders

Demolish Argos building and create a town square

Shuttle buses between Market and other venues

Better facilities for elderly and disabled

Ties into other parts of the town - seafront<>town - Join it up

Planning

Links to peasholm park, castle, OAT etc

Utilising empty properties

Empty units look like dumps - use vinyls etc - put responsibility on landlords

Allow local start up businesses access vacant buildings for a highly reduced rate

Grant to turn empty space above flats into student accommodation

Grant for fire regulations to convert into residential

Penalise landlords for empty properties

Town centre looks dreadful - above the shops (derelict)

Accommodation above shops

Temporary community asset transfers for projects

Very cheap rental for local start up businesses - NOT chains

People living in the town centre

Small performance spaces
Music venue/studio space
Community project bases
Spend on Scarboroughs amazing architectural heritage
Invite artists to create in the spaces
Let young people run businesses from them eg. vintage/shabby chic/cake shops

Knock some down to create new spaces/environment

Residential accommodation
Performance spaces
lower rates for start up businesses
Training facilities for use of newest technologies eg on-line bus passes, pensions etc
Re-develop for residential use
A cinema, independent traders, pop up shops
Compulsory purchase the old Argos building and create a multi-plex cinema.
More accommodation for residents
Use for heritage and social history education centres
Use the old prison
Keep empty space clean and tidy - pleasant place
Challenge owners to respond to need
Pop up shops
Exhibition space
History of the town / A museum of Scarborough showcasing artefacts - digital experience
Stimulate pride through "know your heritage" - architecture, topographical interest, local heroes
Approach landlords to add empty units to a database to offer free exhibition space for local artists and craftsmen
Give grants to make flats above shops
accommodation above shops
Community places
Speed up change of use applications
Vinyl wrap empty window space
Use by charities, pop up shops and art galleries
Drop ins and play areas
create a workplace/hot desk location
Central Hub

Speech Bubbles

Café Culture
Venues for toilets/feeding mothers
Keep Heritage
Healthy
Scarborough Fair
Castle

Scarborough Museum
Open Space Park Area
Sort out sea cleanliness
Simplify parking

Install a proper tourist centre
Make more of the town heritage opportunities

Market hall needs to be more incorporated into the town centre, it feels very separate, most residents are aware of it and visitors seem to find it by default. Its such a wonderful building and is a hidden gem

More signs to direct people to facilities/events/toilets

Evenings - its not conducive to walk from the car parks to the town events - lighting/scruffy properties/rough sleeping/skate boarders etc.

Daytime - In pedestrian areas cyclists/skate boarders - they scare elderly/hard of hearing/partially blind the town will never be improved whilst we have inadequate transport links. Infrequent and unreliable trains and a slow A64.

We need to encourage people here not put obstacles in place.

We need to encourage small retailers into town centres by giving start up packages.

Physically going shopping needs to be an experience that you want to repeat.

Prevent shrinting of facilities ie post office going into a "small" Smith's branch.

build on successes of Tour de Yorkshire, OAT, SJT & Spa

Bring more family activities into town - indoor play areas, climbing wall etc

Changes need to be made to make Eastborough more attractive

Improve flow from station to seafront and vice versa

Promote and maximise use of the Market Hall

Make a lot more of "vintage" feel - support retailers to open more antique/vintage shops

Interactive - develop more experience activities for families in some of the unused buildings eg Eurika in Halifax

Night Shopping

Leisure Centre

Market Place

Sports parks - basketball, table tennis

New technology - drones and google technologies

Facebook page for Scarborough

Shouldn't Falsgrave be considered as part of the Town Centre and be part of any bid for funding - Falsgrave is a main road and needs redesigning

Polish example town to partner up with - Ustka

Spa & Health Town

Empty units must be MADE to let them, they look dreadful. Unit nest to Dickens Bar has been empty for almost 10 yrs Why? Are u getting rates - must be paid for empty units then the owners would let them.

Image - NOW Traditional seaside resort NEXT Conference town

Remove park & ride fee over & above bus pass

reduce parking charges

Bring Bathing Belle back to centre

Bring back weather station and up to town centre

Mark a crossing on York Place in both sections where pedestrians cross to each side of Westborough

Bring back fruit & veg stalls to town centre

Have a shuttle bus going to and from the Market from York place/westborough/station & coventry uni

Big finger boards in Westborough/York Place
Stop vehicles driving through westborough/newborough/Aberdeen Walk
Where are public toilets at the top end ?
Have a newspaper seller on Thursday in Westborough for local newspaper
Do not close all cafes at 4/4:30, allow them to open until 6
It is taking too long to drive in on Seamer/Filey Road due to traffic lights and heavy traffic
Sort out the trains into Scarborough
1 to 2 hrs free parking in town
Try to separate area shoppers/night time/bar areas
Re model parts of town to create cul de sac parking
Re-activate the main street of the centre
Café culture as well as a shopping environment
Encourage local traders instead of nationals
Make it a greener space
Encourage use of the Park & Ride
Cycling through change in street use
Please take risks - try anything
the Council need to do the basics - lights cleanliness
It needs a leader - stakeholders are important but they won't magically galvanise
the town has to be a day out - something to see, eat, drink - not just shops
A "Smart City" isn't just a touch screen in a statement - think big !!
Britain's 1st resort should be striding forward into the future as an Icon not a has been
We need to focus on our offering for the whole family - there should be something available to entertain the families all day and night.
Parking should be available past 7pm all year long
Varied and interesting shops and entertainment centres, child & dog friendly
We should not abandon our town centre to jobs and drunks as soon as the shops shut.
P.O.C at Railway station & shopping area
Embrace smart 21st century technology
Single Strong Brand
Parking ? Wardens to keep traffic moving not target our visitors who are our customers
Scarborough has a fantastic rich and varied social history let's not lose it
A social history and community hub would be great
A purpose built year round music venue similar to an O2 academy - Music is one of the biggest draws to the town at the OAT. The Spa is out of touch with modern artists. Modernise the music scene and support local talent year round
An activity centre that engages the youth culture with cheap/free activities NOT a youth club. This will reduce ASB amongst youngsters in the town.
Follow Hull's model and plant wild flowers on grass verges and roundabouts
Support the formation of a community town council
Making more shops and restaurants accessible to the "purple pound"
Reduce the number of lorries and other vehicles during key hours of business eg 8:30am to 6:30pm
Enforce no cycling in pedestrian areas
Make sure the town centre strategy links with the cultural strategy
Bring culture and creativity into the town
Always strive for the best quality

Create a network of the key agencies eg police, Local authority, district council
Encourage a feeling of pride amongst residents of all ages
Engage with our diverse communities
Encourage festivals and events
Promoters to use town centre as centre for events - underused resources eg. concert hall in the library
Better Signage
Learn from experience of other successfully improved town centers - don't reinvent the wheel
The Arts - Change of use, Mixed use, cultural quarter development, daytime to nighttime use, educational connections
Mixed use including cultural activity and occupancy to attract a far wider range of visitors/residents to use the centre at all times day/night
Scarborough Town Centre is very attractive but could be improved by way of more floral displays which are always welcoming for visitors and give residents a sense of civic pride

There are several iconic buildings in the town centre and these must be used for either retail or other purposes so that they do not deteriorate. Concern at present is the post office building on Aberdeen Walk

As in all seaside towns there are some "grott spots" these should be improved/cleared

FREE entertainment could be increased in the Town Centre perhaps by having a designated area/arena

WARNING re University town hopes: This was similar in Hastings but University of Brighton are pulling out leaving concerns for businesses that were developed as focus on students, also several buildings becoming vacant

The town is desperately short of undercover area for visitors.

We need a major theatre to replace the futurist.

The multiplex cinema fiasco needs sorting

Tourist Office

Cinema

Better use of empty space above shops

5.5 million mostly come because of the coast and moors. We need to facilitate better links between the town centre and the coast and moors eg cycling better routes, cycle hire. Walkway/trans from seafront to train station. Also links to holiday camps

Brand links to health and wellbeing - bracing air, spa, walking, cycling etc

Links to heritage

Need to pay attention to the "silver pound" adequate toilets, transport, benches etc

Continue using events to boost visitors in OAT

We need a square/piazza as a focal place for the town meetings - people gathering etc.

Ensure opportunities for community to gather eg clubs, organisations with suitable parking etc

Town centre residential accommodation is often poor quality and imports serious social problems into the town - we need to change the mix - more professional accommodation to disperse the problem

Clearly delimit the Town Centre. Identify key assets - Market, Bar Street, Huttriss Row, and key shops eg Homebird house, waterstones - benefit from the culture Scarborough offers - books by the beach, Scarborough jazz festival and Woodend, rotunda - Promotion, Commitment - Develop IMAGE

Extra point about buildings in view as soon as you come out of the Railway Station - aesthetically cringeworthy 60's block + unattractive square - re-design/re-build

Unattractive empty buildings - 1) Knock down and provide environmentally friendly/active spaces which encourage people to engage and subsequently go to shows they may otherwise not see 2) or develop for residential use

A council and cabinet more in tune with the residents

Bring back - Medical centre/Tourism Centre & toilets

Better marketing and signs to the Market hall after all that money spent on it

Make more of the heritage of the town