



Scarborough

Giving a town the kiss of life – taking it from despair to Enterprise Award winners through public participation



Scarborough – Europe's most enterprising place 2008/2009



EUROPEAN ENTERPRISE AWARDS
an initiative of the European Commission

THE ACADEMY
OF URBANISM

scarborough:
the most
enterprising
town in britain
(it's official)

...it's a
coast
thing





Post WW2, the town flourished through to the 1970's



By the 1980's with affordable flights to the continent and USA Scarborough failed to keep up with the competition.

Dropping prices and lowering standards was considered the future.

Tourism business yields dropped, hotels closed and the community began to suffer.





The community became fractured. State school results were poor, unemployment increased, aspirations were low and many moved to the area from the city regions to be 'unemployed by the sea.'





Ageing population – creating an imbalance on healthcare demands – many employers also experiencing an older age profile and struggling to fill vital roles from the local area as the educational providers were not supplying work ready candidates



Quality placemaking at the heart of the agenda



Enterprising environment & improved yield

Year 2000 and along came the Regional Development Agencies (Yorkshire Forward in our case) – aiming to put many of the issues right through effective placemaking, community empowerment and leadership.

A Vision for Scarborough

Community Planning Weekend

Friday 26th-Saturday 27th April 2002

The Spa Complex



Creating the future together

Your ideas matter!

Open to everyone

If you care be there!

Report Back
Bringing it all together
Tuesday 30th April 2002
7.30pm Entertainment
8.00pm THE VISION!
The Spa Complex.
Don't miss it!

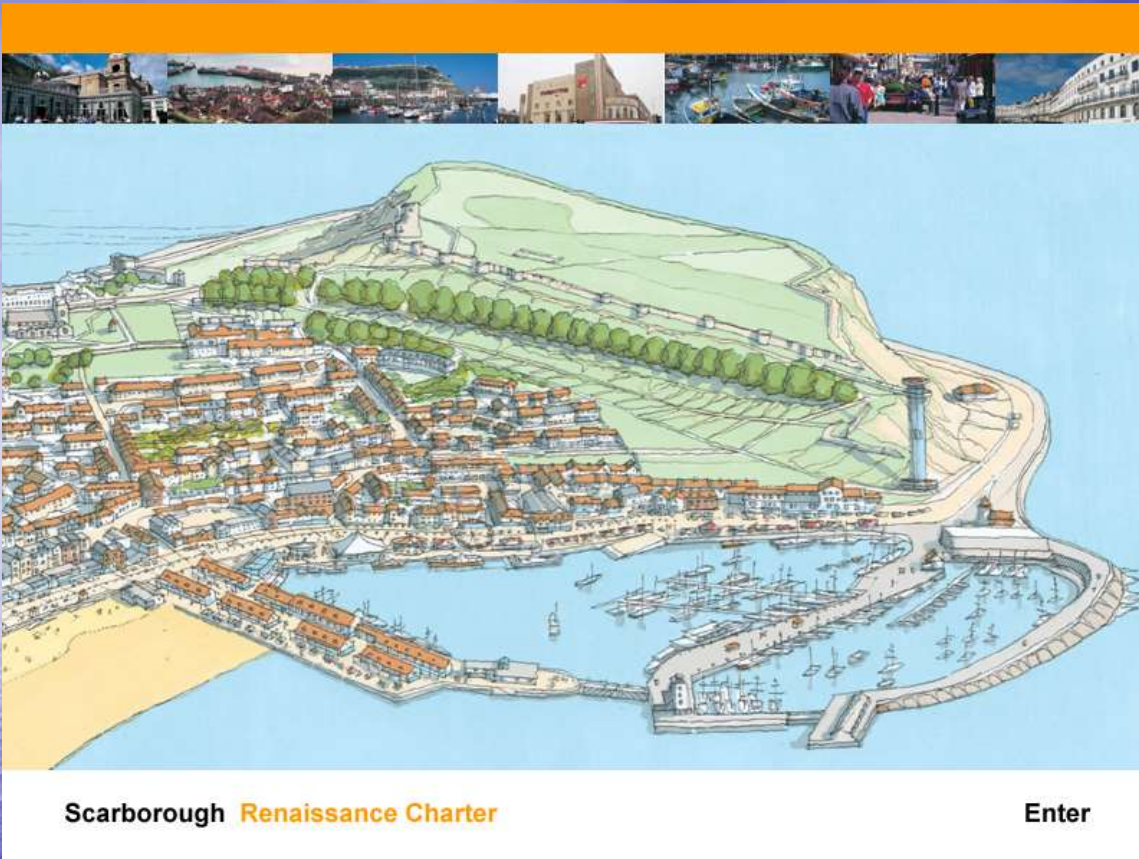


The Community Planning Weekend is being organised by John Thompson & Partners and West 8 as part of Yorkshire Forward's Urban Renaissance Programme and with the support of Scarborough Borough Council. For Further Information please contact:
Sue Hargreaves at John Thompson & Partners, 70 Cowcross Street, London EC1M 6EJ.
Tel: 0207 251 5135 Fax: 0207 2515130 or E-mail: sh@jtp.co.uk



A well promoted Community Planning Event – over 1,000 people attended giving their thoughts and aspirations for the town. Furthermore they were keen to stay engaged.

A Town Team was established in 2002 – and continues to operate.



A charter for the town was written with massive local support.

A host of other inspiring documents were created including a 'road map' for the future design of the town called 'Kissing Sleeping Beauty'



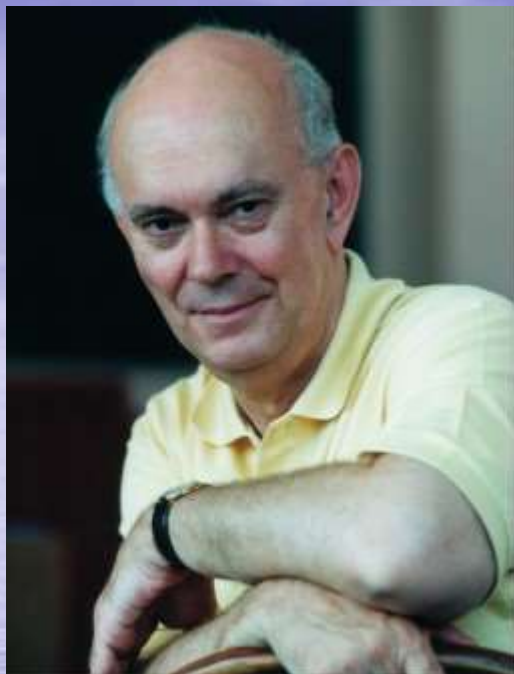
By 2005 and for £3.5m that's what we got. Creating dozens of new jobs, new sustainable businesses and a great place that the local community especially would - and do use.



Transformed into a bustling space with the excavation of the harbour allowing boats to float all the time. The fence removed and the space opened up.

Investment quickly followed and continues





Alan Ayckborn and the
Stephen Joseph Theatre –
leading the way in attracting
the creative community to
Scarborough.



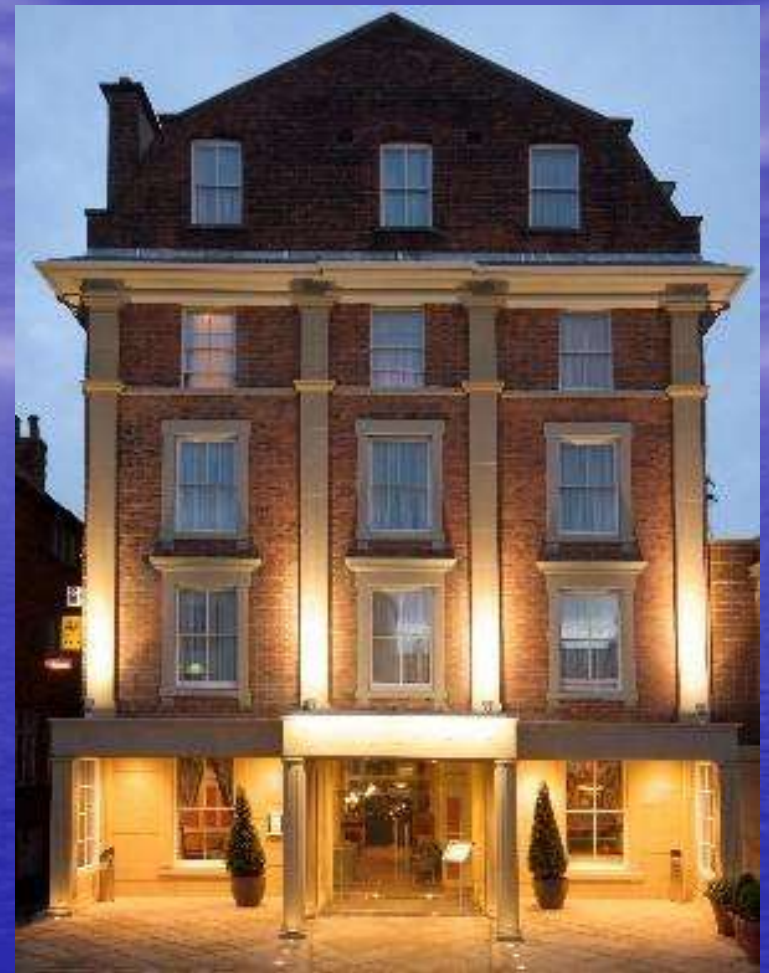
STEPHEN
JOSEPH
THEATRE
SCARBOROUGH





It quickly became apparent that a centre was needed for the creative community with incubator space for fledgling businesses. A former museum in The historic crescent was identified.





The hospitality sector responded with significant investment



Further new investment in an ailing part of town attracting even more development



Events and festivals are just about the best way to tell the rest of the world you are now open for business – with a new twist.



Pictured are P1 Powerboats and the final stage of the Tour De Yorkshire 2016



Active sports now feature heavily around the town – a striking change from the past



North Sea Race 2016

Scarborough Yacht Club

Start Saturday July 2nd, 11:00am



Finish 1800 BST on Monday 4th July at IJmuiden

Prize Giving is at Turf Restaurant, Hoorn, Tuesday 5th July

For further details visit www.syc.org.uk or contact Win Russell - stevewinrussell@outlook.com

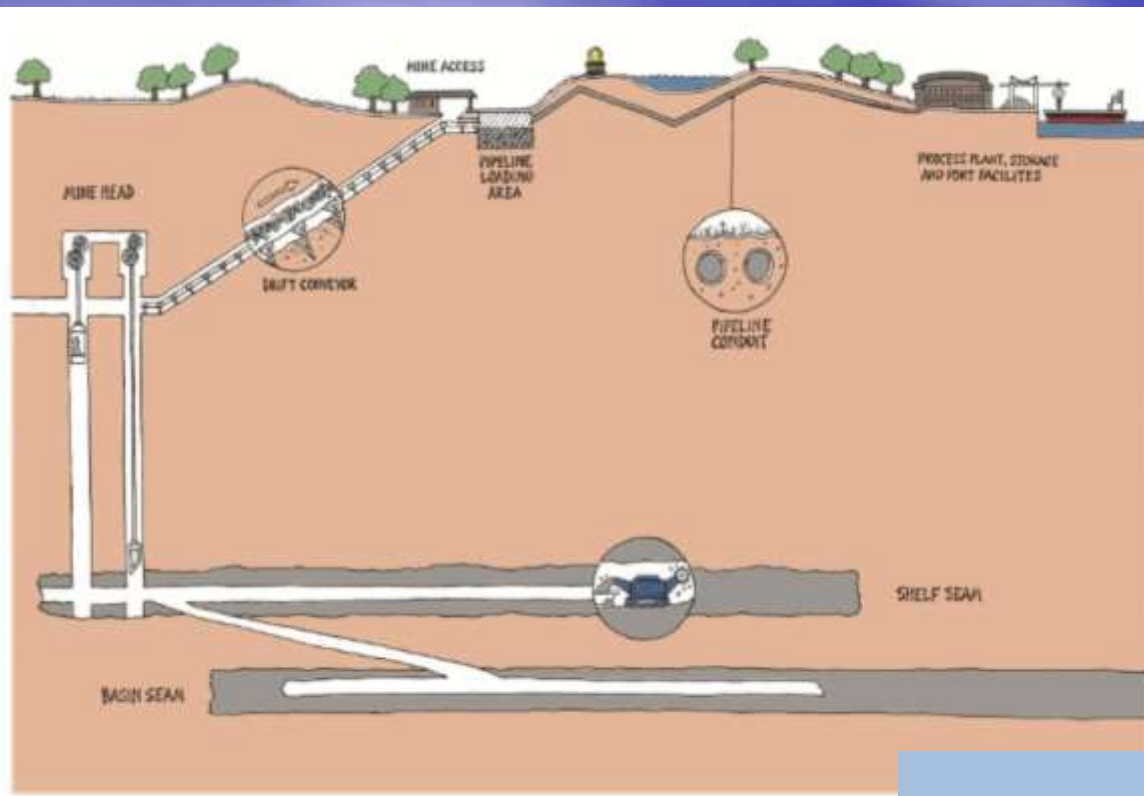
BOYES *for good value!*





Renewables





Potash mine
 1800 construction workers
 800 operatives on completion
 Contribution to national GDP





Investment in Education –
Coventry University



Scarborough UTC







What else is coming?

- GCHQ
- Sports Village – opening summer 2017
- Housing developments – 10,000 houses by 2030
- Grimsby FE College