

Scarborough Harbour

Vision

Introduction

In April 2019 HemingwayDesign were appointed by Scarborough Borough Council (SBC) to undertake a masterplan and feasibility study identifying regeneration opportunities within Scarborough harbour.

The feasibility study aims to preserve and enhance the economic opportunities for the working port at the same time as unlocking growth opportunities from the growing demand for experiential tourism.

The Council recognises the need for growth and regeneration in order to generate new revenue to reinvest in the port facilities. The port hosts the second largest shell-fishery on the East coast whilst also playing a central role in the appeal of Scarborough as a tourism destination.

This Strategic Context Report forms the first step in the development of the feasibility study. The report comprises a desktop review of relevant studies, strategies and policies related to Scarborough Harbour including a review of the fishing sector, renewables sector and visitor economy.

Regional and national studies have been examined to sense check current business plans for business sectors reliant on the harbour and provide an evidence base for future trends and projections.

This study, together with a SWOT analysis developed with the participation of 40 key stakeholders ranging from Elected Members, the fishing industry, traders association, creative sector, leisure operators and Council Officers, will form the basis for the Scarborough Harbour vision proposals.



Strategic Context Report

Strategic Context Report

1. Study Scope & key sectors under review

1.1 Scope:

Physical scope of the project considers the key harbour elements of the West Pier; North Wharf, Lancaster Flats and Golden Ball Slipway; Vincent Pier and Lighthouse Pier; and East Pier.

Current activities within the scope of the project include: fishing industrial activity, leisure kiosks; car parking; leisure boat mooring; Luna Park; Lighthouse; public realm and amenities.

1.2 Strategic context:

1.2.1 The Industrial Strategy

Government has published the Industrial Strategy. This sets out measures to increase productivity in the UK economy through focusing on a framework of five key strands:

- Ideas
- People
- Infrastructure
- Business Environment
- Places

The Industrial Strategy highlights 4 Grand Challenges focused on developing new industries for the future. These are:

- Artificial Intelligence and the data economy
- Clean growth
- The future of mobility
- Ageing society

Additionally, Sector Deals have been published to help current industrial sectors achieve growth and maximise future opportunities. Two Sector Deals have particular relevance to Scarborough Harbour: Offshore Wind and Tourism.

The Offshore Wind Deal aims to develop the UK's global leadership position in offshore wind and maximise the opportunities resulting from a global shift to clean growth. The Tourism Deal sets out targeted support for the industry to improve productivity. A key proposal will see the bidding by cross-local authority areas to become one of up to five pilot Tourism Zones. Each zone will come benefit from cash and other forms of support from DCMS and will be administered by Visit Britain. Any funding will be required to be matched to some degree by the Local Authorities working in partnership with local industry and the local LEP. The timing of the bidding process is contingent on completion of the next Comprehensive Spending Review. Beyond initial funding opportunities it is conceivable that future Government funding for tourism could be funneled through the Tourism Zones.

Government has also set out the UK Clean Growth Strategy which aims to help and protect the environment and decarbonise all sectors of the UK economy. A 25-year plan to improve the environment sits alongside the Industrial and Clean Growth Strategies. It sets out a number of goals including cleaner air and water, reduced risk from environmental hazards, using resources more sustainably and minimising waste.

Delivery of the Industrial Strategy is devolved at the regional level through Local Economic Partnerships (LEPs). Each LEP is required to develop a Local Industrial Strategy (LIP), reflecting national strategic aims.

1.2.2 York North Yorkshire and East Riding Local Enterprise Partnership (YNYER LEP)

The YNYER LEP has published a Yorkshire Coast Growth Plan which was updated in 2016. This plan identifies Scarborough as an area for significant growth potential with plans to significantly reinvent the town centre and attract new investment to improve the quality of the coastal visitor offer and increase the proportion of staying visitors. It seeks, in part, to achieve this by:

- Utilising built and natural assets to strengthen the economic base
 - Encourage profitable and ambitious small and micro businesses
 - Raise the quality of the visitor infrastructure
 - Develop growth opportunities in maritime, offshore and renewables by developing land-based activity and supply chain business for local fishing operations and servicing renewable energy developments along the coast.
 - Support the Yorkshire Coast to compete with the changes and challenges in consumer choice for holidays, providing a quality offer for visitor experiences encouraging new and repeat visits
 - Provide good quality leisure and recreation opportunities for communities, in response to housing growth, which visitors can also enjoy
- Key planned investments include:
- Development and expansion of port infrastructure at Bridlington Harbour centred around fishing facilities and marina berths for leisure craft
 - Harbour infrastructure investment for Scarborough and Whitby ports
 - Investment and job creation in offshore wind power generation from Dogger Bank and Hornsea wind farms with a new offshore wind service centre to be built at Whitby harbour.
 - Investment in transport infrastructure to improve network connections between York and Scarborough
 - Town centre retail and leisure improvements around the Westborough/Newborough shopping area.
 - Redevelopment of the Futurist site
 - Investment in port facilities at Scarborough to improve infrastructure for commercial fishing and leisure sectors, sea defence works and repairs to harbour structures. (Source: Yorkshire Growth Plan update 2016).

1.2.3 SBC Local Plan

Adopted in 2017, the Scarborough Local Plan sets out a series of policies relevant to the harbour and surrounding foreshore area.

- TOU 5 designates Foreshore Road as a focal area for amusement arcades and that new arcades will not be permitted outside this area. Recognising recent public realm improvements to Sandside area adjacent to the harbour's North Wharf, the Local Plan intends that this area continues to be an important focus for much of the tourist offer within the town.
- INF1 sets out proposals to control car parking through availability and cost and the promotion of smarter choices as well as influencing the location of future development to manage the demand for travel.
- Section 7.3 of the Local Plan notes the high proportion of total jobs linked to the tourism sector and that this proportion is considerably higher than both regional and national averages. In so doing, the Plan recognises the continued importance of tourism to the local economy with the accommodation, food and recreation sectors remaining key drivers of economic growth.
- Section 7.15 identifies declining levels of employment within the fisheries sector in recent decades, resulting in a legacy of outdated and under-used buildings within Scarborough harbour. Where possible, facilities should be updated to meet modern requirements.
- Policy TOU 1 supports and encourages the diversification of the tourism industry. Proposals for new, enhanced or expanded tourism facilities will be supported provided they respect the distinctive tourism character of the area both in terms of scale and nature and whenever possible, help to reduce the seasonal nature of tourism.

1.2.4 Town Centre Strategy

The local context of SBC's Town Centre Strategy (2018-2025) has potential to impact on harbour proposals with its proposals to:

- Increase residential living within the town centre by 25% by 2025
- Establish a comprehensive programme of festivals and events in the town centre and maximise footfall

- Encourage specialist and evening activities which will contribute positively to the economic and social wellbeing of the community
- Physically improve and make best use of heritage assets
- Ensure accessibility for all and establish the physical linkages to established and emerging "quarters" of the town i.e. cultural, harbour and beach, leisure and heritage.
- Invest and improve public realm infrastructure and streetscape, "re-greening" town centre public spaces.
- Section 5.43 identifies the harbour as one of the key elements fundamental to the character of the area with heritage features to be protected and enhanced.
- Section 4.6 identifies a pressing need to diversify the towns economic base, providing alternatives such as development of creative industries to balance reliance on tourism and fishing and help to secure quality year round employment.

1.2.5 Visitor Economy Strategy

This strategy, adopted by SBC, covers the period 2014 – 2024 and includes a target to develop a year-round product that meets market demand. Identified priorities for investment include:

- Remodelling of West Pier with the building of a new lifeboat station, since completed
- Marketing of the Futurist theatre site located close to the harbour with the intention of developing a principal tourist attraction. In June 2019 agreement was reached to temporarily locate an observation wheel attraction on the site for a trial summer season.
- Future aspirations include wayfinding, interpretation, improved information at arrival points, signage, review of public toilet provision, improved accessibility and better transport connectivity with improvements to the A64

1.2.6 Harbour connections to the seafront promenade:

SBC's 2003 framework for urban renewal of public spaces

included plans to create a more pedestrian friendly promenade link between South Bay and North Bay via the harbour. Measures included a reduction of car dominance by introducing a park and ride service and reducing car parking to de-clutter and re-balance the public realm in favour of pedestrians. Some public realm improvements have subsequently been made around the Sandside and North Wharf area. (source: 'Kissing Sleeping Beauty: Public Space Framework for Scarborough' West 8 – 2003) The park and ride service is currently advertised operating year round with a 15 minute frequency. (source: northyorks.gov website).

1.3 Demographics:

The population of Scarborough is getting older, with declining numbers of young and working age people. This trend places increasing pressure on the Council's ability to provide services while the lack of high quality and diverse employment options discourages young families from moving into the community.

- Borough population of 108,800 of which 38,400 live within the town of Scarborough (SBC Local Plan 2017)
- Working age population is decreasing: down 4% between 2012 to 2017 (YNYER Econ Profile)
- Over same period a 19% drop in number of young people aged 16 – 30 (ibid)
- 27% of Scarborough population aged over 65, compared to 19% for Yorkshire & Humberside and 18% for UK. (NOMIS website, accessed July 2019)
- Kayleigh Wilkinson, aged 24: "There aren't many career options in Scarborough...that's one of the reasons why people my age are leaving to work in bigger cities like York and Leeds." Ryan Broadbent, aged 21, moved from Scarborough to Leeds to attend University: "It's not just jobs, there's very little to do at the weekend for young people." Reece Wilde, aged 20, has opened a café in Scarborough: "I love this place and I think there are positive things happening. There are people like me setting up independent bars and coffee shops...but what Scarborough needs to do is think of what they can offer people all year

round, instead of just in the summer." (interview quotes from BBC online news article, July 2019)

1.4 Harbour based fishing Industry:

The second largest shellfish port in the country with industrial activity centred around the West Pier and North Wharf. Investment in port infrastructure and closer co-operation between catching and processing sectors to drive value out of a local shellfish brand are identified as key challenges and opportunities.

- Home to 35 resident and 23 visiting vessels, 4 shellfish processors and 1 whitefish processor.
- Industry employs est. 150 people plus a further 150 in support industries.
- Value to local economy in excess of £3m a year
- Impact of BREXIT considered minor due to reliance on local shellfish catching and majority of exports going to China
- Climate change may lead to opportunities to fish new species such as squid
- Current scale and mix of facilities considered adequate up to 2030 but opportunities to grow holding and processing sectors should space be made available
- Identified potential to develop a lobster hatchery and Scarborough shell-fish brand
- Identified need for continued investment in and maintenance of harbour facilities to support fishing industry. Other improvements could include additional davit and, possible improvements to HGV access to piers and hard standing area to service boat hulls at low tide. Re-configuration of buildings on West Pier could achieve better use of space for holding and processing sectors.
(From: Review of Fishing Sector report to O&S Task Group, April 2018)
- UK wide has seen a slight increase in total number of active fishing vessels to 4,701 in 2017 compared to 4,367 in 2016, generating a total income of £984m.
- An increase in fishing income in recent years due to higher average prices for shellfish although total industry

profits are slightly down due to increased operating costs and higher fuel prices.

- There are an estimated 9,710 full time fishermen working on UK registered vessels in 2017, a 3% increase over the previous year. There are a further 1,982 part-time fishermen. Total industry gross value added (GVA) estimated to be £497m.
(Source: Economics of the UK Fishing Fleet 2017. S. Lawrence, M. Moran Quintana; A. Motova. Pub. Seafish, Nov 2018.)

1.5 Other marine sectors:

- Leisure marine represents a key sector for Scarborough harbour. Across the UK, Marinas and mooring facilities contributed £222 million to the economy in 2016. Research undertaken for Visit Britain in 2015 indicated that around 5 million domestic holidays that year involved some form of boating activity, contributing £1.7 billion via direct and indirect tourism spend. There are around 690,000 boat owning households in the UK.
- Discussions with the Harbour Master at Scarborough indicate that the numbers of leisure boats using the harbour are on a slow decline but that the majority of boats are visiting from elsewhere along the east coast. Potential exist to tap into a vibrant market subject to potential improvements to mooring facilities and expansion of the visitor offer around the harbour, such as restaurants and retail.
- In 2019 a new seaweed farm development was backed by SBC and the Government's Coastal Communities Fund. The farm consists of a licensed 25-hectare site three miles into the North Sea to harvest seaweed from sunken platforms. The operator, SeaGrown, aims to be the first UK company to introduce seaweed into new markets such as bio-plastics, biotextiles and pharmaceuticals by 2021. The farmed seaweed will be transferred to Scarborough Harbour and then on to a new facility elsewhere. The company are projecting to create 9 jobs in the first two years, rising to 23 within five years and could represent and growth opportunity for the harbour.

1.6 Tourism industry:

One of the UK's most established and cherished seaside resorts with a high-level of economic dependency on seasonal tourism. Scarborough is not immune to national trends across many resorts which are seeing a drop in average and total visitor staying nights, off-set by an increase in day visitors as people take shorter but more frequent breaks. Consumers are presented with an ever-increasing range of leisure options both at home and abroad and their quality expectations are rising exponentially. Critical to long term sustainability will be how resorts respond to changing tastes fuelling a growth in the 'experience economy' particularly among younger generations. Reinvestment in core-product such as accommodation, visitor attractions and public realm will require focus and significant rationalisation.

Scarborough's working harbour presents huge potential to develop its experiential visitor offer drawing all age groups and young families in particular, leading to an increase in dwell time and visitor spend. It is ideally located in the centre of the town adjacent to award-winning beaches.

- One of the UK's first established seaside resorts
- Accommodation and food services the single largest local employment sector with food and beverages being to top growth sector for jobs in 2017 (YNYER Econ Profile)
- A high proportion of tourism jobs are, however, part-time and low-paid, reflecting the seasonal nature of the tourism industry (SBC Local Plan 2017)

Sector volume and value:

Scarborough	2016	2015	2014
UK trips	1,377,000	1,498,000	1,480,000
Overseas trips	33,000	35,000	39,000
Total trips	1,410,000	1,533,000	1,519,000
UK nights	4,001,000	4,326,000	4,283,000
Overseas nights	298,000	319,000	329,000
Total nights	4,299,000	4,645,000	4,612,000
UK spend	£296,716,000	£306,335,000	£299,408,000
Overseas spend	£16,169,000	£17,671,000	£18,568,000
Total spend	£312,885,000	£324,006,000	£317,976,000
Tourism day visits	6,333,000	5,604,000	5,988,000
Tourism day visit spend	£244,293,000	£200,016,000	£204,319,000
Total spend	£557,138,000	£524,022,000	£522,411,000
Total business turnover	£771,946,000	£730,209,000	£727,552,000
Actual jobs sustained	17,827	17,356	16,573

(Source: Economic Impact of Tourism on Scarborough District 2015 and 2016 reports by Tourism South East):

- High workforce dependency on tourism: those employed directly and indirectly supporting the local tourism economy represent 38% of the total workforce within the Borough. (Total jobs 2016: 46,000 according to YNYER Econ Profile).
- Continued reinvestment in tourism product and infrastructure will be critical to safeguarding sector employment long term.
- Market change and the decline of the traditional seaside holiday since the 1980s has resulted in large numbers of guest houses converted to HMOs, bringing in their wake increased levels of crime, social disorder, benefit dependency, low income and low aspiration levels. The Castle and North Bay wards now figure within the top 10% most deprived wards in the country. (SBC evidence to House of Lords Select Committee on Regenerating Seaside Towns, Oct 2018)
- Reinvestment in ageing port infrastructure is hard to support out of local taxation due to small population, yet maintenance of such assets along with coastal protection are essential to the fabric of the town (ibid)

1.6.1 National picture

Across England, 36% of all domestic holidays are to the coast, which is far more popular than city and countryside locations. Overnight and day trip spend at the coast tops £8 billion a year. 15% of all international visitors to the UK include a trip to the coast. Coastal tourism directly supports around 210,000 jobs, which is roughly similar in employment terms to the telecoms sector.

Occupancy rates are high and visitors to the seaside have the highest levels of satisfaction and customer retention of any domestic trip type.

England's coastal visitor economy is growing but it has a significant unrealised potential, with growth in employment and visitor numbers below national averages for the visitor economy.

Research into coastal visits and experiences consistently reveals a set of core values that visitors cherish. These are:

- Fun
- Active
- British experience
- Nostalgia
- Escape and relax
- Quality time

However, coastal tourism faces a number of challenges across the UK:

- Growth in tourism employment is lower at the coast than for inland destinations.
- Coastal tourism businesses face staffing challenges relating to recruitment and retention.
- While the coast is considered by many to be a national treasure, visiting the coast is not a high priority primarily due to lack of awareness of what is available and on offer.
- Perceptions of non-visitors remain less than positive, with many perceiving coastal resorts as 'tacky and dated.'
- Seasonality and a cycle of boom and bust remains a

consistent challenge for all coastal destinations and has remained largely unchanged since 2008.

The key UK coastal holiday trends in 2018 include:

- Nostalgia: Childhood holidays influence our decisions on when to visit in later life. The National Coastal Tourism Academy (NCTA) reported that out of a representative survey of 1000 adults who visited the coast 56% said their recent visit was influenced by an earlier childhood visit, compared to 44% for visits to inland destinations.
- Coastal holidays have a more positive impact on relationships than UK holidays in general. 78% in the survey agreed that visits to the coast helped to reduce stress levels, compared to only 72% for inland destinations. 85% agreed coastal holidays improved their general wellbeing, compared to 78% for inland destinations.
- Coastal holidays were less subject to change than other UK holidays with 16% who took a coastal break considered going overseas instead, compared to 24% for UK holidays in general.

The top five motivations for UK residents going on holiday:

- Overseas holiday: 51% climate and weather; 42% overall price of holiday; 37% safe place to visit; 31% scenery and landscape; 31% been before
- UK destinations as a whole: 35% scenery and landscape; 34% overall price; 34% preferred transport option; 31% distance/time from destination; 30% safe place to visit
- English coastal destination: 73% beaches; 40% scenery and landscape; 40% overall price of holiday; 36% distance/time from destination; 36% easy to get to.

1.6.2 Future coastal tourism trends:

VisitEngland identifies significant potential for future tourism growth across the UK over the next 10 years. We will see a rise of international numbers of tourists coming to the UK. This is fuelled by a longer-term trend seeing a rise in global affluence. Middle classes continue to grow with the IMF predicting these will peak globally at 4.9 billion by 2030, up from 1.8 billion in 2009.

Much of this growth is anticipated to come from Asia. Globalisation, international media and brands and increasing consumer choice is leading to increasing national protectionism by Governments with western countries feeling a crisis of identity. This is being played out within the tourism industry by countries and destinations focusing on identifying distinctive qualities and experiences to stand out in the market place.

Increasing connectivity is driving international tourism to the UK and Hampshire with its ports and airport is well placed to take advantage of this.

Opportunities to develop the regional tourism offer for North Yorkshire are set out in SBC's Policy Visitor Economy Strategy Action Plan, updated in September 2018. Further opportunities may be presented by proposals within the Government's recently published Tourism Sector Deal which sets out plans to invite bids for up to 5 pilot Tourism Zones. Ageless Travellers: by 2024 the number of people aged 60 and older will outnumber children younger than 5 according to the World Health Organisation. The UK predicts that by 2040 Europe will become the first continent where the proportion of population under 24 will be smaller than those over 65. With people increasingly delaying major milestones such as marriage and children till later in life coupled with people living longer and more active lives it is becoming increasingly less relevant to think about travellers in terms of their age and more in terms of their interests.

Travelling solo: Traditionally, solo living and travelling was synonymous with young adulthood and later life. Increasingly, though, life stages are becoming more flexible and even repeated. People are experiencing living on their own across any number of points in their lives, which brings related consequences of single living into types of leisure activity enjoyed. In the UK, 26% of households are single. Solo travelling is one of the fastest growing categories and many travel brands are tapping into this niche. Solo adventures are positioned as enriching opportunities for self-discovery.

Inspiration and pre-planning: The online world offers an endless inspiration and ideas for travel however, future travellers tend to only receive a much narrower range of options 'curated' by algorithms and social networks creating a filter bubble that tourism destinations and products have to work harder to penetrate. People trust their friends' recommendations over travel agents or travel packages.

For tourism products to beat this filter bubble they need to ensure they are part of consumer conversations, endorsed by social influencers and hopefully tick the boxes of key criteria to feature in algorithm results. Instead of trying to be all things to all visitors. Tourism products need to be clear on which target groups/ niches they want to address.

Value for future travellers will be about more than price. They will opt for trips that allow them to collect as many unique experiences as possible for the minimum investment of time and money to get there. With limited budget and holiday time available, future travellers want to find out as much as possible about their destination before getting there. They expect destinations to empower them by providing enough information up front about tourism products.

Popular bloggers, vloggers and other social influencers are becoming powerful sources of inspiration for holidays. (The Future Travel Journey: Trends for Tourism Product Development. Visit England, 2017)

Travellers want to customise and negotiate their travel experience. Example: GO City Card offered in a number of US cities. Users opt for all-inclusive access pass or build their own around specific attractions or a top 5 attractions pass. Beyond reducing cost, the visitor can go straight to the gate and avoid queuing.

Death of Risk: Itineraries and organised tours are popular with visitors fearing that they might miss out on what a destination has to offer, as they have limited time and budget. These can be self-guided online downloads or

bookable online tours. They may also use 360-degree VR views to give travellers and clearer idea of what to expect. In particular, for parts of England that are less known by the masses, this can be a powerful tool to persuade travellers of the charm of these destinations. Wishlisting. Future visitors are collating wishlists on Pinterest, Instagram and other online platforms.

Imagery shared by peers and social influencers. With some much of our identities and relationships played out online, these moodboards are an important channel for people to showcase their tastes and personalities. Placemaking, event spaces and wayfinding architecture can all play a role Within Scarborough and the harbour environment to provide iconic views and must-see activities for people to share and drive visits.

Locational awareness. Using products such as Geo-Tourist, an audio tour website and app, to bring heritage points to life. Based on GPS location data, the tours take visitors around a route and play informative audio clips at various landmarks.

Performative perfection: Future travellers are social media conscious and will have a strong preference for tourism products that are contributing to their social capital / worth sharing and are easily shareable.

Future travellers increasingly seeking authentic experiences and fully immersing themselves in local culture and atmosphere. Travellers want to explore off the beaten track and understand what it is like to live, feel, eat and drink like a local. Food is a big part of the quest for authenticity. They will often turn to social media, such as Instagram, to find out from locals what are the genuine authentic experiences and not just tourist traps falsely portraying themselves as 'authentic'. Opportunities exist within the harbour area to develop an authentic freshly caught and served seafood offer build around a Scarborough Shellfish brand.

Leisure upgrade: some travellers are looking for more than

a pleasure rich experience. They want to combine their visit with learning additional skills, self-improving activities or trying new experiences. Over 7 in 10 global consumers claim that entertainment should be about learning new things as much as simply having fun. Cultural learning has moved from the narrow confines of museums and educational tours to opportunities to enjoy a destinations cultural heritage in the form of craft brewery visits, food markets or community events. In the case of Scarborough harbour, this could be translated into seafood cookery classes and fishing trips. Augmented reality boosted by the success of Pokemon Go.

The next generation of augmentation tech will turn reality into a spectrum where virtual adjustments can be dialled up or down. A future of mixed reality where consumers can interact with digital objects in real spaces. Example: The Lost Palace, developed with Historic Royal Palaces. Explore an historical space that no longer exists vis handheld devices, binaural sound and haptic tech. Opportunities could be exploited to bring Scarborough harbour's historic past back to life through AR interpretation.

2. Access to Grant Funding

2.1 UK Shared Prosperity Fund

The Government is currently developing the UK Shared Prosperity Fund which is expected to replace access to European funding upon conclusion of BREXIT negotiations. Precise timing is currently uncertain, but it is anticipated that the new fund will eventually replace the £4.6bn ERDF and £3.9bn ESF funds. Alignment with a successor for Local Growth Funding is also being considered. The UK Shared Prosperity Fund may present significant opportunities to access investment for Hayling Island in the future.

2.2 Coastal Communities Fund

The UK Government launched the Coastal Communities Fund (CCF) and Coastal Revival Fund (CRF) in 2012 to

support sustainable economic growth and job creation in coastal areas. Since 2012, 218 grants have been awarded across the UK coastline worth £125 million.

This funding has been forecast to deliver over 18,000 jobs and attract a further £240 million of additional funding. Many of the investments have gone into regenerating coastal infrastructure and leisure amenities, providing a significant new source of investment for coastal tourism. The fund has currently been extended to 2021, but no new rounds of funding have yet been announced.

2.5 National Lottery

Heritage Lottery grants should be explored to fund improvements. Most of these grants require an element of matched or contributory funding. With significant opportunities to improve the harbour with interpretation of the historic environment, potential restorations of historic buildings and structures this source of funding could make a critical difference.

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Site Visit & SWOT Analysis



1. West Pier



Fishing industry feels hidden away - lack of awareness and (safe) public access



Car parking currently dominates the West Pier making pedestrian access limited/difficult and obstructing some of the best views of Scarborough's South Cliffs



Current orientation of retail kiosks restricts visible and physical permeability of West Pier



Heritage buildings are a huge asset to the pier, however are currently feeling a little unloved and underutilised

2. North Wharf, Lancaster Flats and Golden Ball Slipway



Lack of contained seating spill out from ASK restaurant on North Wharf is a missed opportunity.



Retail kiosks in need of aesthetic improvements. Opportunity for contained spill out on to Lancaster Flats.



North Wharf and Lancaster Flats currently dominated by lobster pots. As a result public pedestrian access is restricted and views of the harbour from Sandside partially obstructed.

3. Vincent Pier and Lighthouse Pier



Opportunity for public realm enhancements; seating, lighting etc.



Opportunity for the yacht club to be more public facing

4. East Pier



Lack of public realm and lighting on North Pier.



Luna Park - scruffy in appearance



Luna Park Amusement building currently turns its back on the Harbour. A wasted opportunity for commercial activity overlooking the harbour

Strength	Weakness
<ul style="list-style-type: none"> - History (Titanic Officer builder; Tunny Fisheries; Refuge) - Lucrative fishing grounds - Fishing innovation - Future jobs - Yacht pontoons / marina - Geographic location - Safe harbour (if dredged) - Harbour makes money - Very scenic - Outer walls now secured and should last - High visitor numbers / tourist footfall - Working, functioning harbour - Evolved (grow the) fishing industry - Second largest shellfish port in the UK - Well balanced use of harbour & marina - Vibrant fishing industry - Established tourism asset - Seafest festival in its 21st year, held on the West Pier - Google reviews of the harbour always say things like "great to see a working harbour" - West Pier studio bringing creativity onto the seafront - Views / outlook - Beautiful coastline - Innovation and adaptability - Lots of accommodation around harbour 	<ul style="list-style-type: none"> - Lack of space to manouver / for working fishermen - Parking - Visiting 'clammers' not sustainable (conflict with 'potter') - Poor management of the harbour - Lack of dredging - Lack of dry docking/ slip facilities (due to lack of space) - Lack of sewerage disposal, especially human waste from yachts, which affects water quality - Council views yachties as a big source of income - Revenues from the harbour are moved to general fund - SBC has poor regard for fishing industry which breeds mistrust - Not recognising there is redundant space within the harbour - Lack of upkeep to the buildings / not looked after - Poor water quality - Poor marine infrastructure - Litter and pollution - RNLI dominate the South Bay - Lack of free toilets for local traders - Political lack of awareness - Lack of maintenance area for commercial and leisure - (Lack of?) disabled access and annual parking permits - Viewing the (fishing) industry at work: lack of public access and awareness - Tattiness and untidiness - Lack of management leadership - Lack of support facilities, eg: boat lift / engineers. - Only port on east coast without boat lift - Lack of investment - Lack of toilets - Lack of harbour maintenance and infrastructure - Traffic management / HGVs - Lack of cheap parking - Transport links - Run down image

Opportunity	Threat
<ul style="list-style-type: none"> - New marine industry growth: Wind farm support and sea-weed farming - Making more of the fishing industry and its heritage - Shellfish hatchery and visitor centre - Tourism Information Centre - More recycling for rubbish generated by tourists - Introduce water fountains to reduce plastic bottle waste - Move up market - Exploit exports - Windcat lay up points - Dalby offshore - Industrial pontoons on north wharf - All leading to new employment - Create a Seafood Hub (Brand): scallops, crabs, lobster, whelks. Most fish for Whitby and Scarborough comes in via West Pier - Make better use of East Harbour / redundant parts of harbour (pontoons - letting out facilities, etc) - Wave Crookes Seaweed Farm - More integration of businesses (trading/ fishing / arts studios, etc) - Make more of a feature of the West Pier Arts Studios - To have a litter Warden giving on the spot fines for littering - especially plastic & polystyrene going into the sea - Development of event space and car park - Restore listed buildings - Create a centre for Seafood Excellence / local catch; place for public to buy crab; focus on rare species (catfish) - Connection: Harbour to shellfish processing plant - Yorkshire shellfish brand - Events space & programmed events - Aquaculture / hatchery - Developed marine skills and trades - Connection to town centre - Improved retail / catering space - Boat yard facility 	<ul style="list-style-type: none"> - West Pier buildings deteriorating – need protection and repair not knocking down - Global warming - Gentrification - a threat to a commercial working area - Commercial development on car park / loss of events space - Loss of logistics for wagons supplying shellfish industry - Loss of fishing premises - Having buildings which are not sympathetic with our history and surrounding buildings - Danger to the public - Vandalism to boats and pots etc. - Loss of heritage - Loss of jobs within the fishing industry - Boats starting up at 3am in the morning - impacting on nearby hotels/ guest houses - Threat of traffic accidents and injuries to tourists and residents - Antisocial behavior - Inertia and lack of ambition - SBC lack of budget and investment - Lack of balance - loudest voice not always right - Lack of toilets - Lack of harbour maintenance and infrastructure - Traffic management / HGVs - Lack of cheap parking - Transport links - Run down image

Relevant Case Studies - UK Harbours

Amble Harbour

Following £1.8 of grant funding from the UK Government's Coastal Communities Fund, Amble Harbour Village has helped transform Amble into a visitor destination excelling in seafood; attracting new visitors, creating jobs and helping to sustain the wider economy of the area.

Centred on the town's seafood industry, the project was drawn up by Northumberland County Council in partnership with Amble Development Trust, Amble Town Council, business representatives and the wider community of Amble.

The proposals included opening up and enhancing the harbour and waterfront and working with local businesses, including the fishing community, food retail outlets and other waterfront and town centre businesses, to create a distinctive local seafood offer.

Key aspects of the project included:

- The creation of a new 'harbour village' comprising 15 new small business 'huts' and a seafood centre
- Creation of a new waterside promenade linking the harbour, marina area and Braid – in turn connecting through to a Sustrans cycle route
- Improvement at Leazes Street of the physical connection between the existing Town Square and harbour village, leading on to other quayside areas beyond
- Relocation of the Coquet Shorebase Trust to provide new and improved access to the waterside along with creating a new harbour-side development site on the site of the old Shorebase Trust buildings
- The establishment of a 'seafood broker' post, to add value to the catch landed by the fishing fleet at Amble and other coastal communities in Northumberland



Whitstable Harbour

Whitstable, the harbour, constructed in 1831, was the first in the world to be served by a railway. It is still a busy working harbour today, with shipping, fishing, wind farm maintenance and Brett Aggregates.

The South Quay development to date has been led by the fishing industry in the harbour basin and its related processing and retail businesses. The quay includes an award-winning fish market and restaurant and number of smaller quayside fish and shellfish retailers. The quay also has a café and an artisan style market, which includes a number of independent retailers and craftspeople selling hand-crafted goods from small beach hut inspired units.

Fishing Industry:

The shallow waters of the Thames estuary have long been fertile territory for the fishing industry. The flow of brackish water from the streams and marshes of the north Kent coast makes a particularly beneficial environment for oysters and other shellfish. The main types of white fish that are now caught out of Whitstable harbour are sole, skate and bass. Part of the catch landed in Whitstable supplies local restaurants and retailers. A greater part is sold in other markets in the south east and exported to northern France. Lobster and crabs are caught mainly for the local market.

Fish Market:

Situated on the site of the original Crab & Winkle railway line goods sheds, Whitstable Fish Market is one of the biggest retail fish / seafood markets in the UK selling a variety of fresh, sustainable fish & shellfish, with much of the offer coming from privately owned boats operating in the waters off Whitstable,

Restaurants:

There are a number of seafood restaurants located on the Harbour. Situated above the fish market, [The Crab and Winkle](#) overlooks the working Harbour. Fish from the local boats are caught daily throughout the year and sold both in the restaurant and fish market below. On the East Quay, [The Lobster Shack](#)'s menu is focused around local oysters and their live shellfish holding ability and have been supplied by the same local fishermen for 20 years. Meanwhile [The Oyster Shed](#), located on the South Quay is famous for its Whitstable Oysters.



Brixham Harbour

Brixham Harbour is located on the southern side of Tor Bay and boasts one of the largest fishing fleets in the UK, plus a thriving fish market to support it.

Over 100 fishing boats land and sell their catch at the local fish market on the quayside. A visitor viewing platform is strategically placed so visitors can watch the busy comings and goings of the fishing fleet, made up of large beam trawlers and the smaller day boats

In 2010 the Harbour Authority completed part of a £20m regeneration project for the town, creating a new fish market complex with business and retail units. The £8m venue, which replaced the old fish market built in 1971, is now England's largest fish market.

Seafood restaurant specialising in local, sustainable seafood, [Rockfish Brixham](#) sits above the fish market, with seating for 80 inside and a further 80 on the terrace which looks directly down to the fishing fleet. On the Harbour side, Rockfish have a takeaway offer and cafe selling seafood breakfasts. Next door to the cafe is the restaurant's fish room where fresh seafood from the market is prepared each day for their restaurants in Brixham, Torquay, Brixham, Exmouth, Dartmouth, Plymouth and Exeter

The restaurant also offers behind the scenes tours and seafood breakfast at Brixham Fish Market. The Tours have run approx. 20 times a year since starting in 2010 and often sell out. Tours are hosted by Brixham Trawler Agents and work to benefit the Fishermen's Mission charity.

On the harbour side, a 200 year old Grade II listed building has been restored and now houses a restaurant operating over two floors.

Brixham Art and Craft Market is held every Saturday from Easter to the end of October, under the Old Fish Market on the harbour side.



Folkestone Harbour

The £3.5 million renovation of Folkestone [Harbour Arm](#) has been an important step towards realising regeneration of the wider harbour and seafront area.

Originally the railway terminal for the Folkestone- Boulogne Ferry and departure point for soldiers on their way to the Western Front, the Harbour Arm has been made accessible and available to the general public as a place that residents and visitors to the town can enjoy their leisure time.

The Harbour Arm is now home to approx. 20 independent businesses including cafes, restaurants, bakery, brewery, bike hire and a small hair salon and has a programmed calendar of cultural events including outdoor cinema screenings, live music and a weekly market.

At the tip of the Harbour Arm, The Pier Head Lighthouse has been restored and is now home to the [Lighthouse Champagne Bar](#). Its revolving light still signals

The arm still embraces the town's working fishing harbour, becoming a pivotal point in the town's future and its historical past.

-

Overlooking the Harbour is the Michelin star restaurant, Rocksalt, serving the freshest fish possible caught from local day boats throughout the year



Relevant Case Studies - Culinary/Seafood Initiatives

England's Seafood Coast - England's Coast

Delivered by the National Coastal Tourism Academy England's Coast is a new tourism initiative offering a wealth of holiday and culinary experiences on England's coast.

The Seafood Coast initiative started in the Riviera – Torquay, Paignton and Brixham – to bring together restaurants using locally landed fish, Brixham fish market, sailing on historic trawlers etc to increase tourism.

England's Seafood Coast is as varied as the catch. From Brixham (the Devon fishing town that lands the largest catch in the country) to the fish huts on Aldeburgh beach in Suffolk that sell fish straight from the boats, there are plenty of ways to experience the freshest seafood close to where it was landed.

Many areas have their own specialty. In Yorkshire and Northumberland herring are transformed into kippers. This popular English breakfast delicacy are smoked in smokeries that have changed little in hundreds of years. Cromer Crab from Norfolk is in demand around the world, famous for its delicate flavour. Oysters have been grown off Mersea Island in Essex since Roman times. The Dorset Seafood Festival is one of the biggest in Europe. In Devon and Cornwall it's all about variety – more than 40 different species are auctioned at Plymouth and Brixham Fish Markets alone, while Teignmouth is the only place in the country where you can try sand eels, brought ashore by one lone fisherman in his boat.

Seafood Festivals are springing up all round the coast and are a great revenue-earner. Following a successful inaugural event England's Seafood FEAST hosted by England's Seafood Coast will take place between 20th September and 6th October 2019. For 2 weeks visitors will be able eat some of the best seafood in the world and experience the very best the English Riviera has to offer.



À l'Ostendaise Ostend, Belgium

A l'ostendaise puts the lesser-known species, landed by local fishermen in the spotlight. Monthly a "fish of the month" is chosen. The Ostend chefs are challenged to prepare this fish into a delicious fish menu. Every first Friday of the month, "dining with fishermen" event is held in Oostende. During the evening people learn about fisheries in Oostende. The evening starts with a guided tour in the maritime quarter. Afterwards people can join tables with fishermen. Each month two restaurants are selected that offer a special 'a l'ostendaise' menu prepared with fish of the month. Fishermen will be present to tell about the fish on the menu, their lives at sea etc.

Twenty-five restaurants have so far taken up the challenge of developing new dishes for local fish species and in particular those, such as dogfish and brill, which are typically undervalued. The project includes a series of activities and campaigns to promote the participating restaurants, and the fish and seafood caught by Ostend's fleet.

Taking place on the Harbour in June, A l'Ostendaise hosts an annual weekend [event](#), where visitors can enjoy seafood food from over 20 stalls, take part in cooking demonstrations and take fishing trips with local fishermen, returning with their own catch of the day.



Benboa Restaurant, Bar & Delicatessen Galacia, Spain

Creating 17 new jobs, [Benboa](#) is a restaurant initiative that has breathed new life into a small fishing village in Galicia (700 inhabitants) by reviving and diversifying the activities of a local shellfish supplier.

Much more than a simple restaurant, Benboa offers visitors the experience of seeing live shellfish, while having the opportunity to buy, prepare and taste seafood, all in one place.

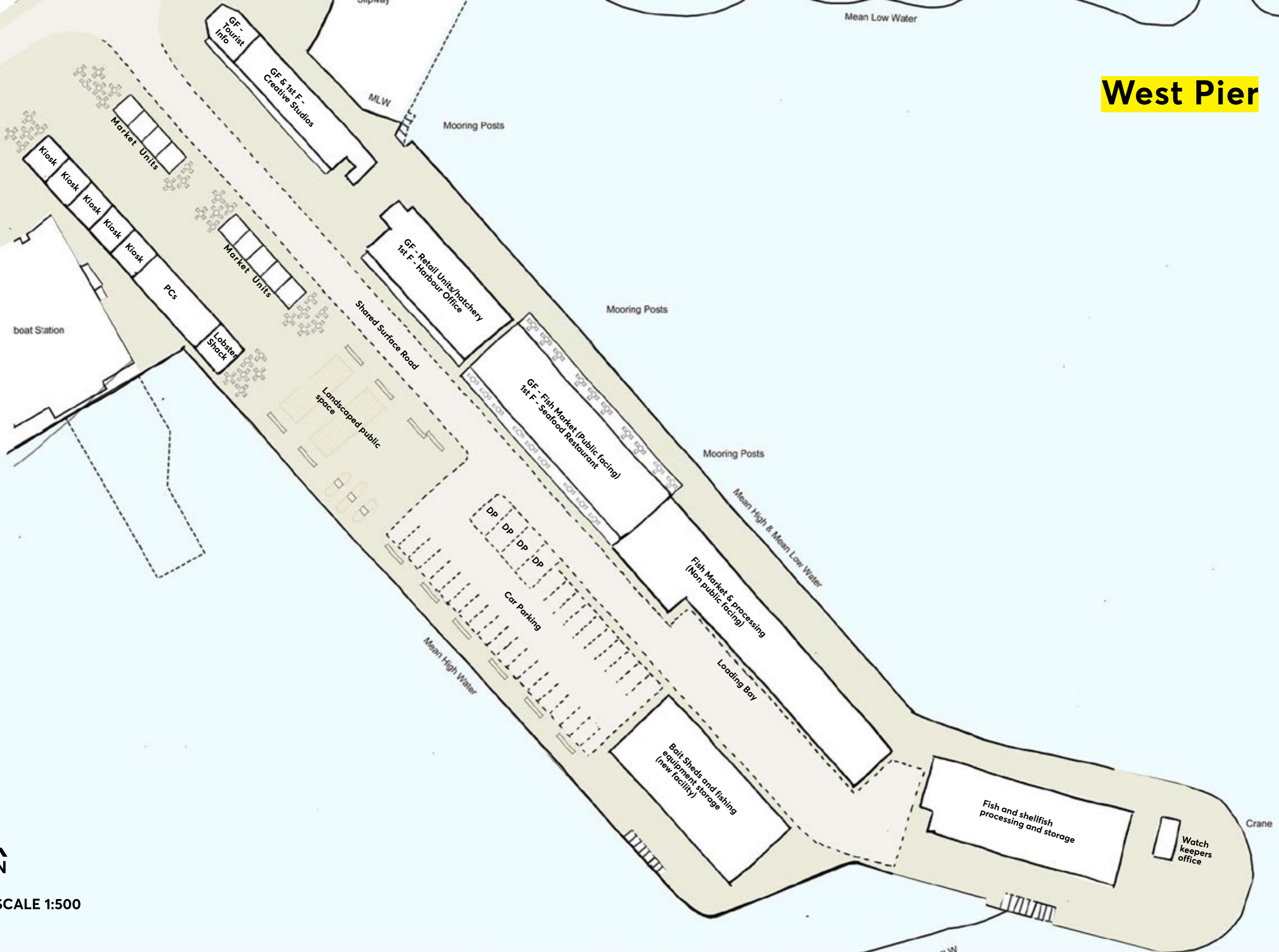
The multifaceted dimension of Benboa has been key to its success as a viable, all year round business. It combines services that can be attractive to tourists with others that target local inhabitants, while some are attractive to both. As such, the restaurant has become a one-stop shop that provides information on visiting the area, offers traditional local products in its delicatessen – as well as ready-made dishes – and is a social space with a bar, restaurant and, periodically, cookery classes and cultural shows. As well as having its shellfish tanks open to the public, the on-site fishmonger provides the opportunity to purchase fresh local fish, 90% of which is landed within 10 km, with the remaining 10% also from the region.

The 17 jobs created are year-round jobs (14 full-time and 3 part-time) while a further two seasonal jobs created in the summer period.

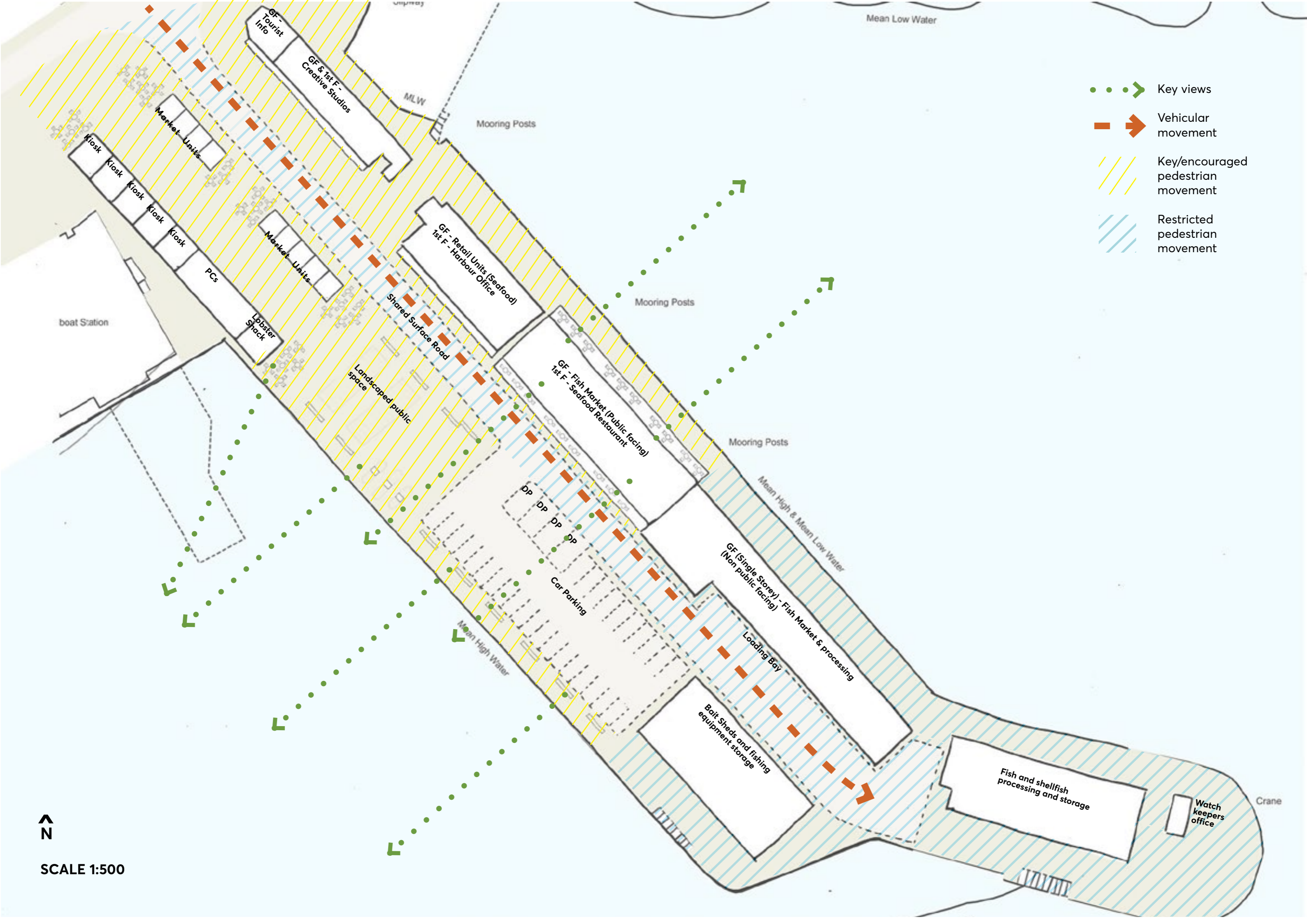


Initial Design Concepts

West Pier

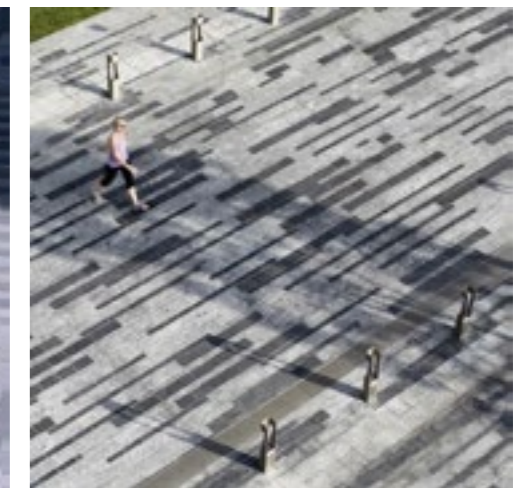
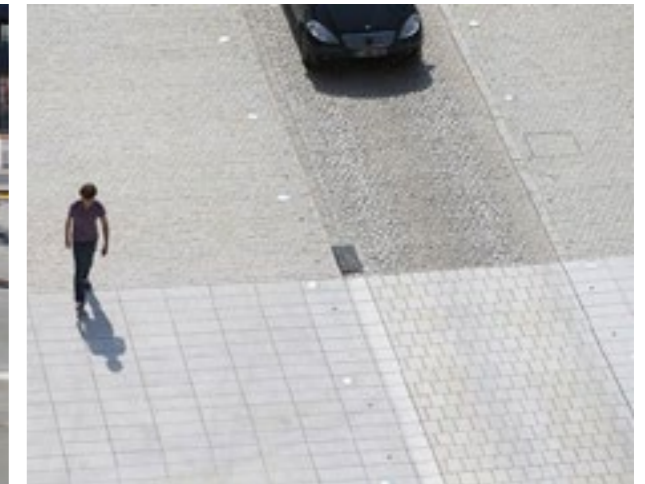
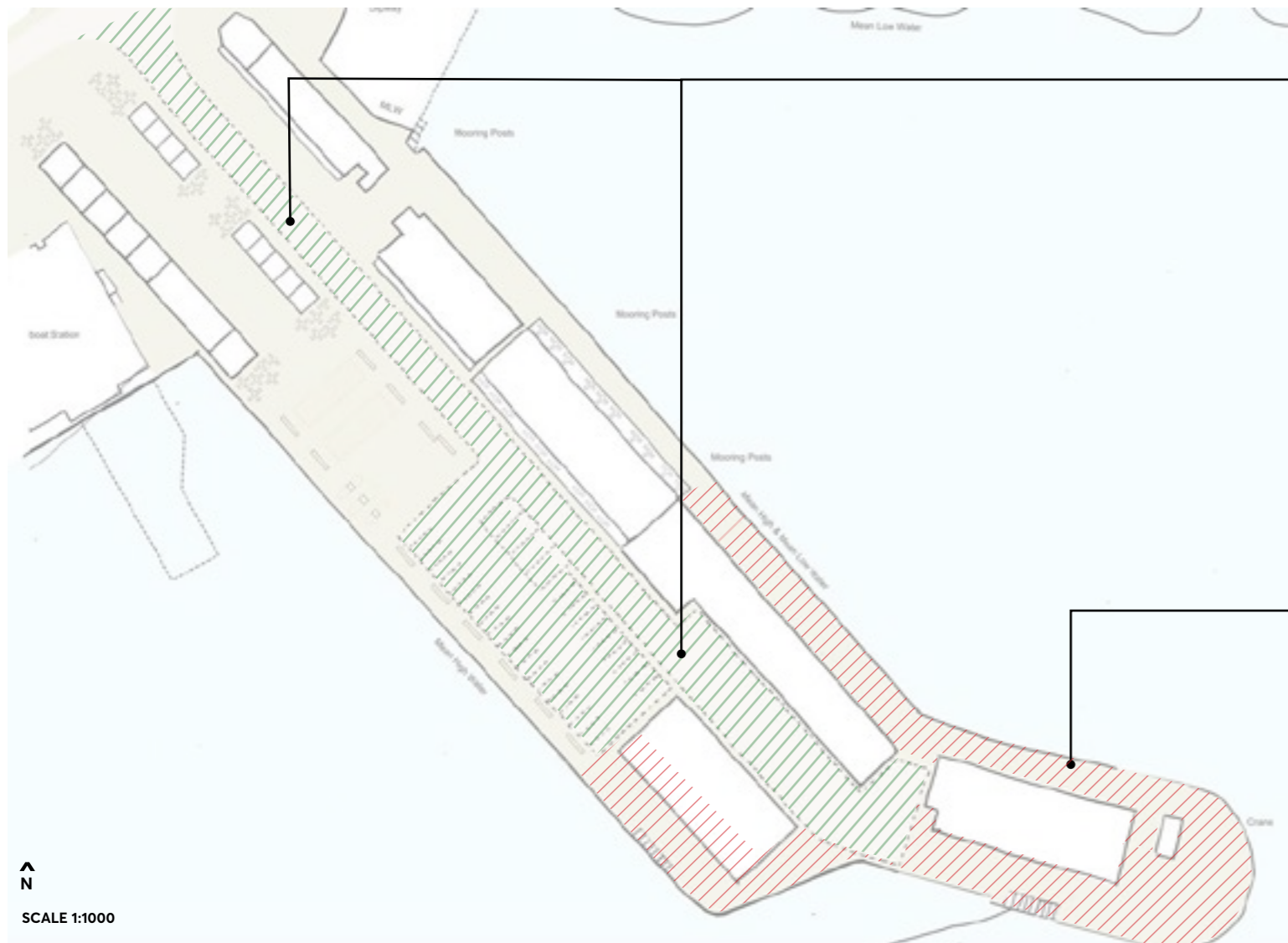


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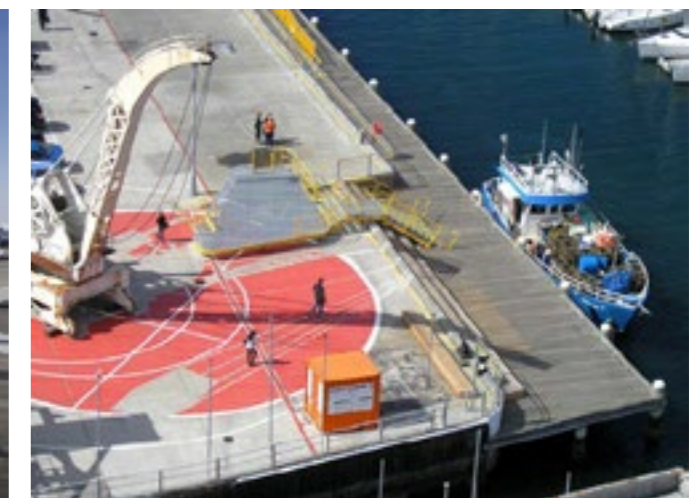


SCALE 1:500

Surfacing

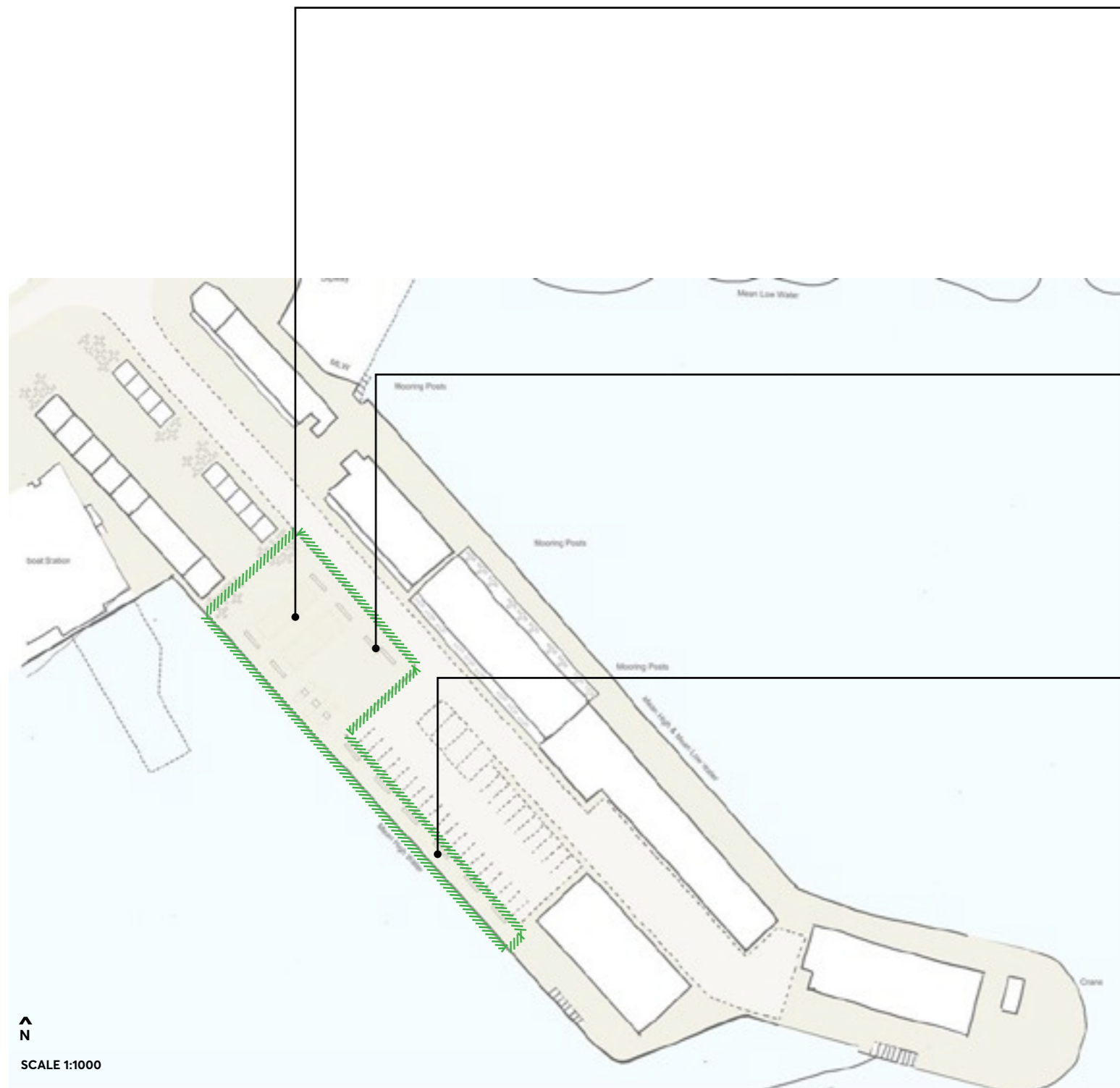


Shared surface - Level surface street, with vehicular route marked through material changes, subtle markings or sympathetic bollards that complement the landscaping design.

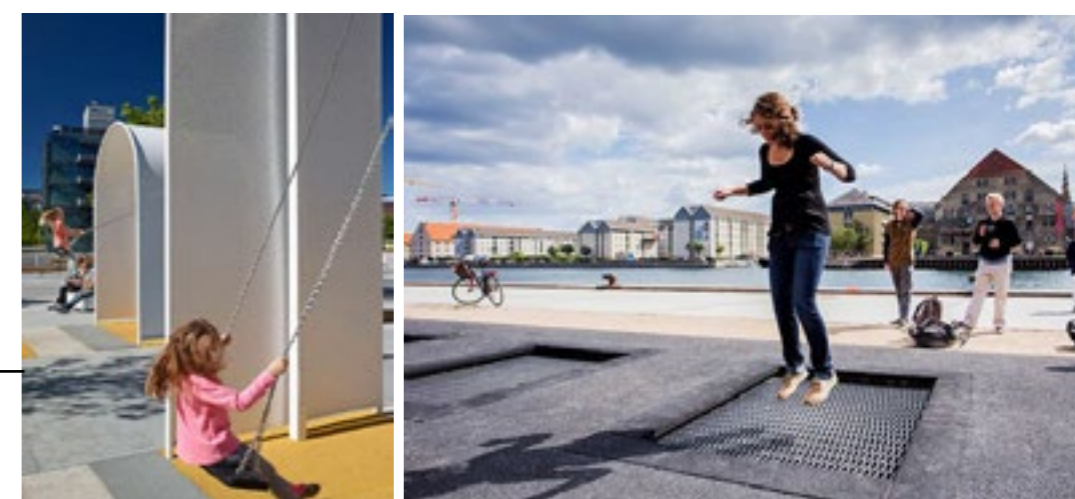


Possibility for areas of heavy industry to be clearly defined by a change of surface or graphic surface treatment that warns and informs pedestrians of potential hazards.

Public amenity space



Fountains / water themed landscaping

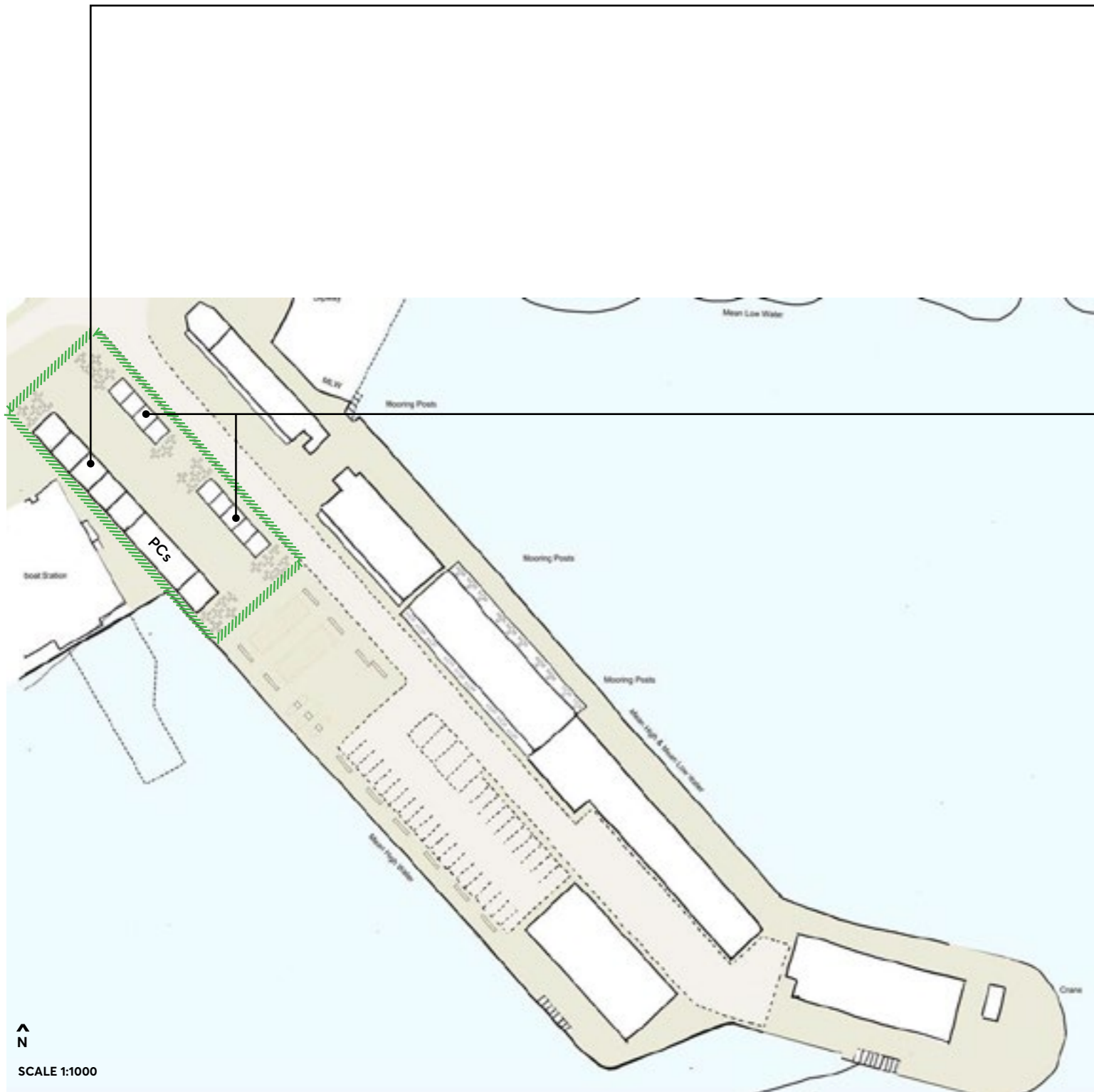


Public space incorporating children's sculptural play, inspired by the harbour's industrial heritage.



Public seating

Kiosks & Market Units



Fixed weather resistant kiosks.
New public conveniences



Smaller kiosks/market units for F&B traders and creative industries.

Kiosks & Market Units



View from West Pier public space

Building 1



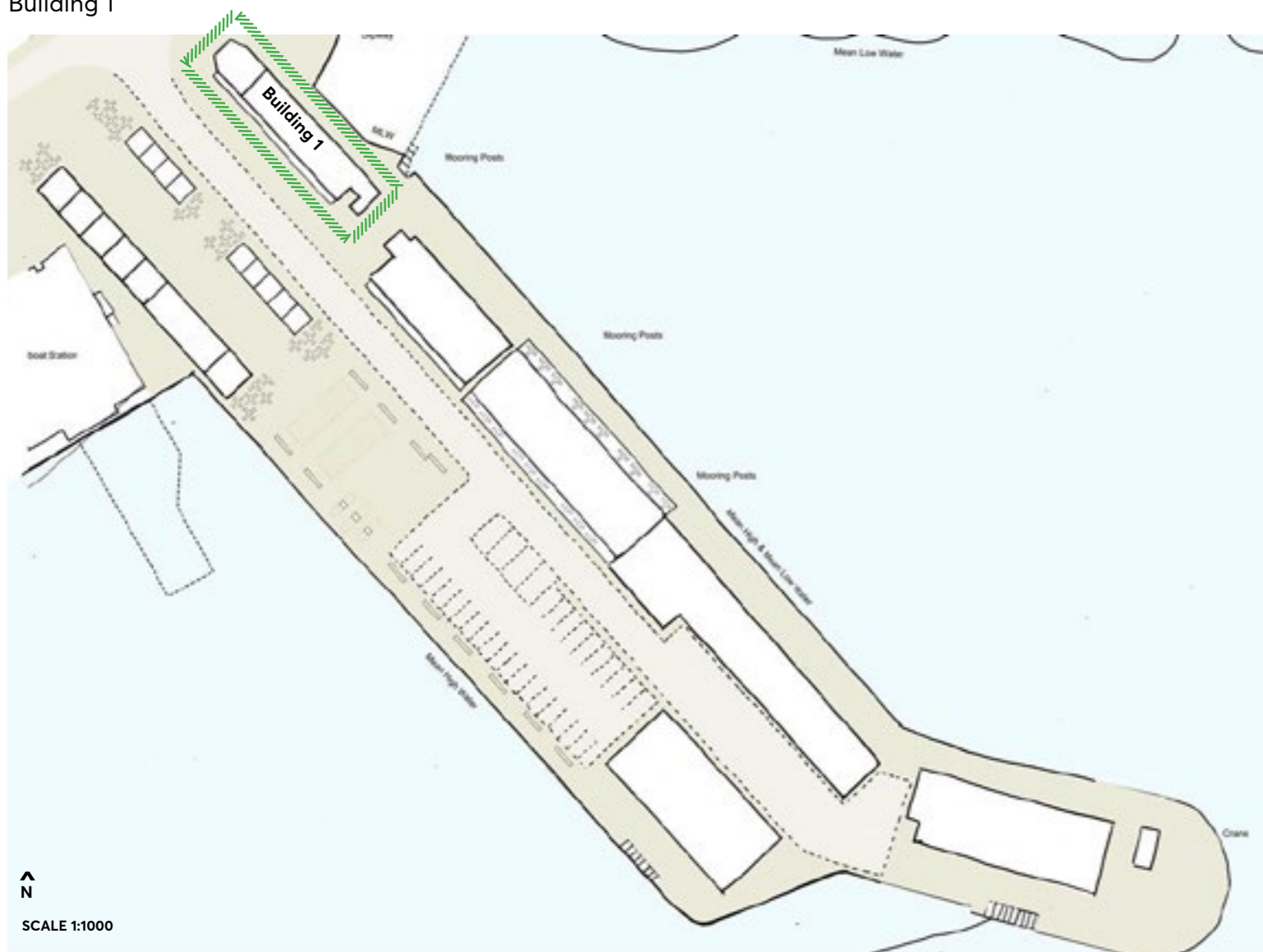
Building 1

Current use:

- Ground Floor - Public toilet provision
- First Floor - Artist studios and office space

Potential use:

- Ground Floor - Tourist Information Kiosk. Artist studios and office space
- First Floor - Artist studios and office space



- Grade II listed building restored.
- Public conveniences re-located alongside kiosks on West Pier
- Ground floor transformed in to artists studios and small offices, with the addition of a small Tourist Information Kiosk at the front of the building facing Sandside Rd.
- Removal of parking and new surfacing/landscaping will allow for a more pedestrian friendly approach to the building and encourage spill out/increased public interaction.

Building 2



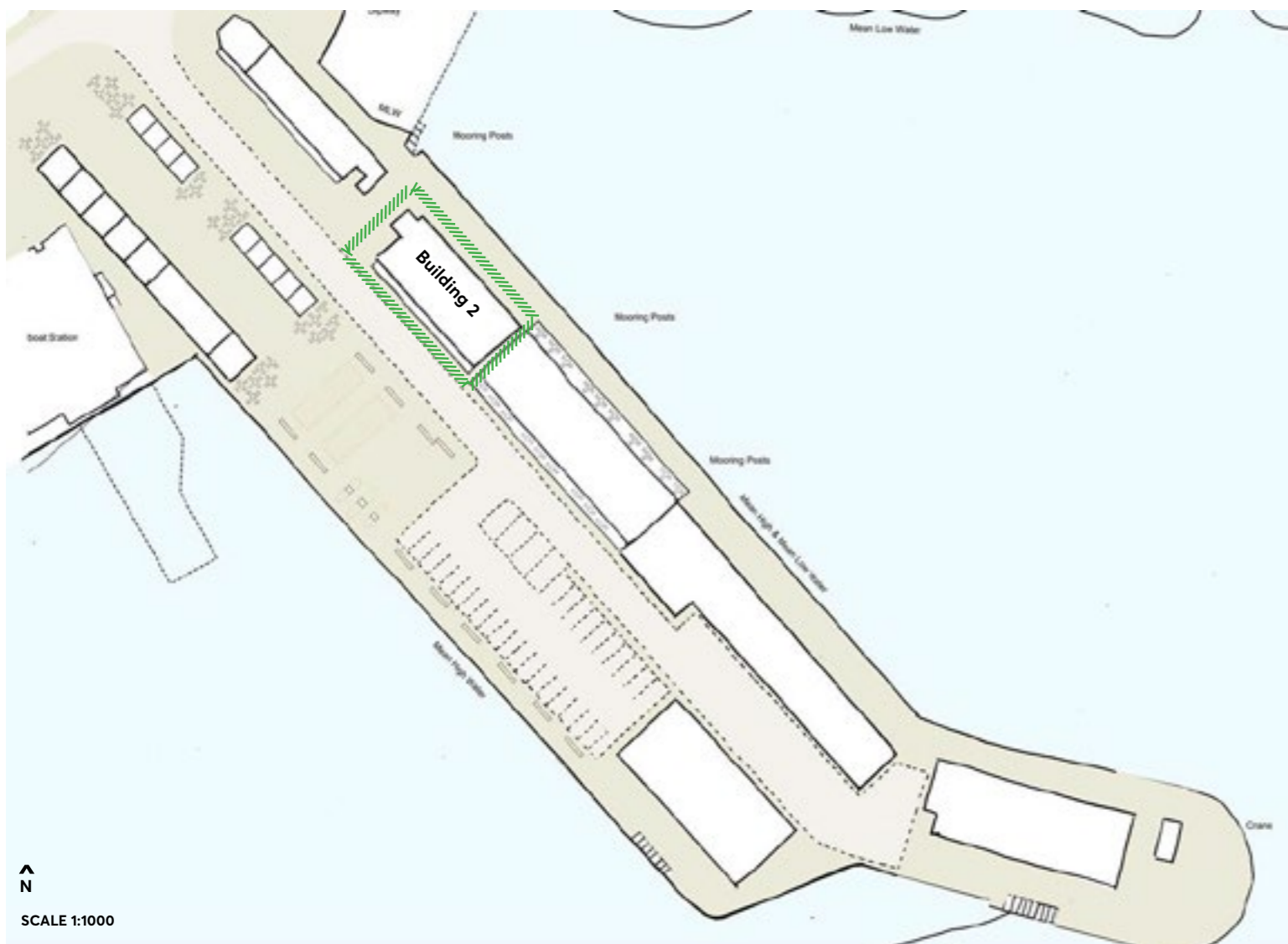
Current use:

- Ground Floor - Commercial warehouse and retail space
- First Floor - Office space including Harbour office

Potential use:

- Ground Floor - Commercial warehouse, improved retail space and/or lobster hatchery
- First Floor - Office space including Harbour office

Building 2

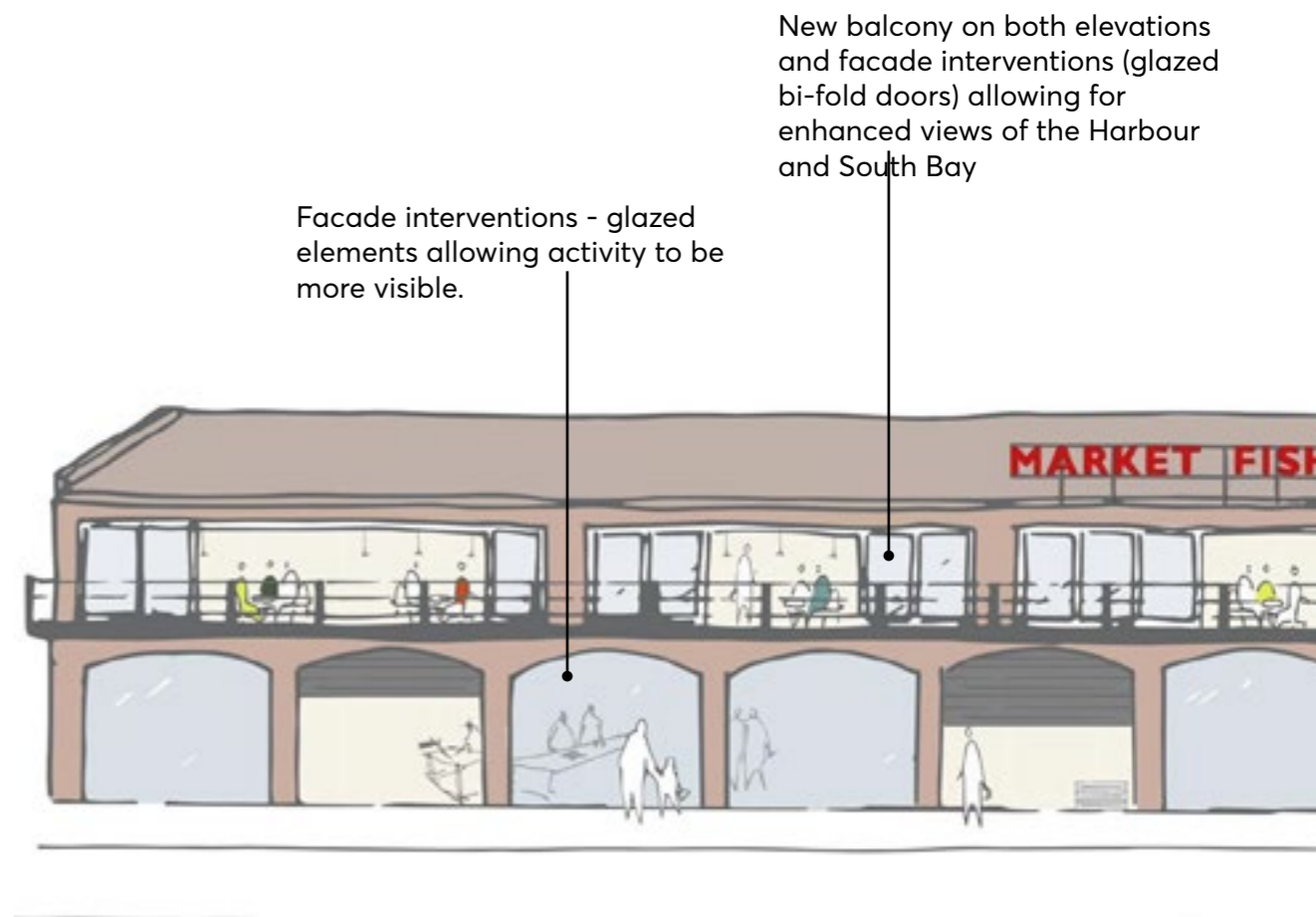
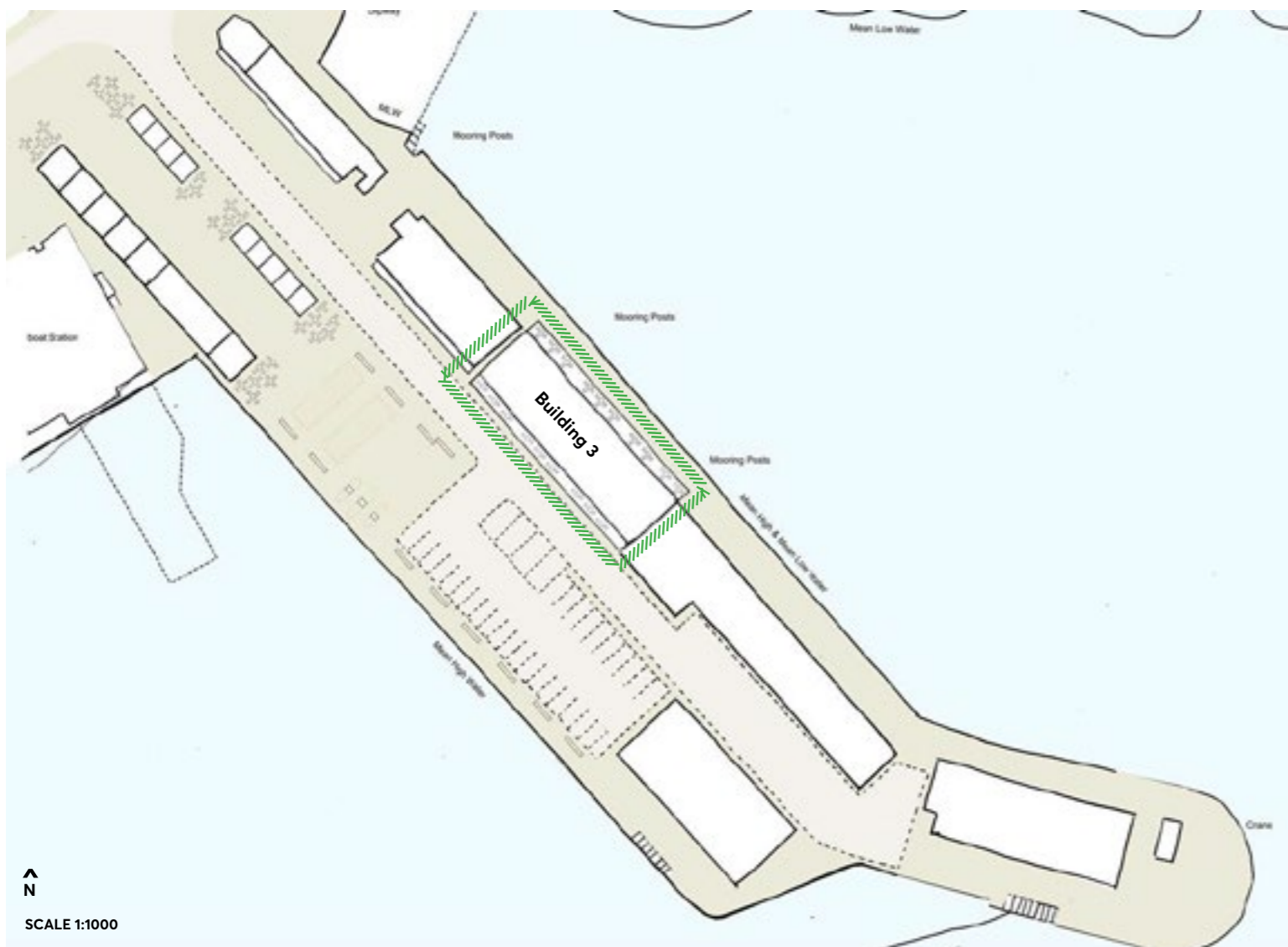


Improved seafood retail units on the ground floor of building 2, facing a newly landscaped public space.

Building 3



- Current use:**
- Ground Floor - Fish market incorporating chillers and bait freezers, market sales area and box washing and Ice making
 - First Floor - Net lofts and equipment storage, Harbour Café
- Potential use:**
- Ground Floor - Public facing fish market incorporating chillers and bait freezers, market sales area and box washing and Ice making.
 - First Floor - Seafood restaurant/centre of excellence that celebrates locally caught produce and views of the harbour



Option 1 (sketch above) - Re-imagine the existing building
 Option 2 - New purpose built building



Buildings 4, 5, 6 & 7

— New purpose built building with larger footprint



Building 4
(Fish and shellfish processing)

Option 1 - Existing building remain

Option 2 - Building replaced with a better functioning building



Building 5
(Fish and shellfish processing and storage. Fuel bunker)

Building to remain



Building 6
(Watch keepers office)

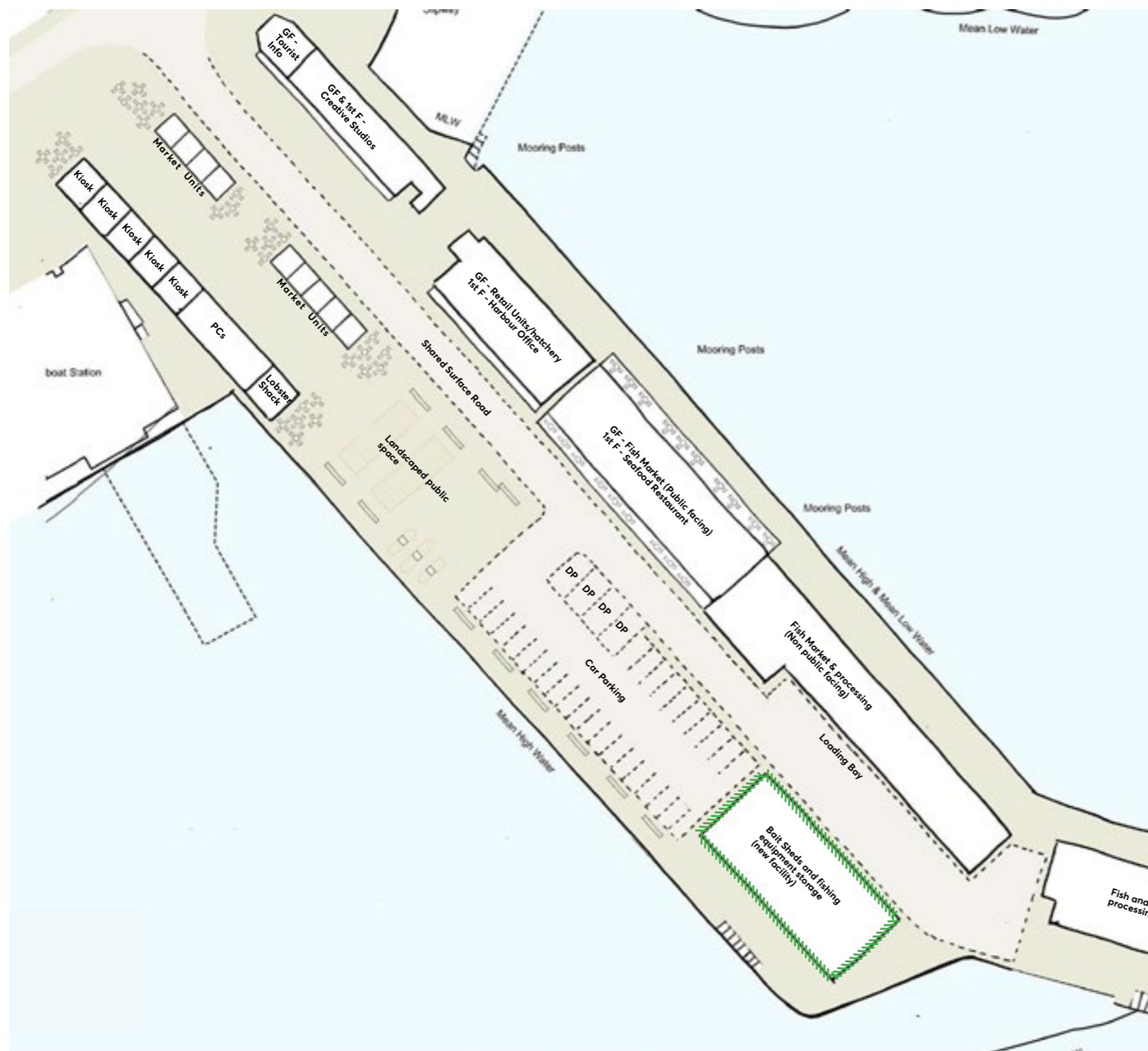
Building to remain



Building 7
(Bait Sheds and fishing equipment storage)

Existing building replaced with a that of a higher aesthetic quality and increased footprint/storage capacity.

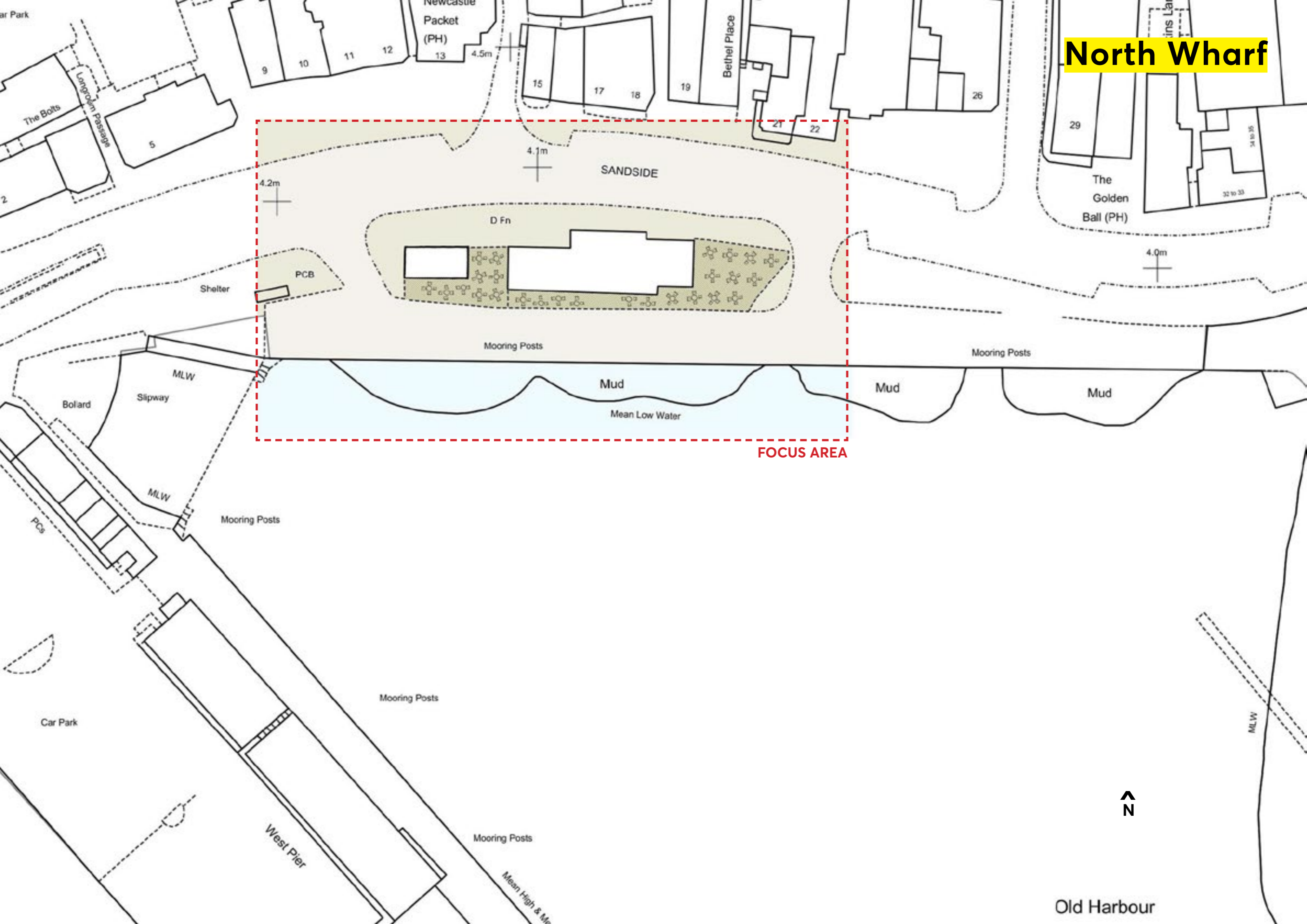
Building 7 - Shell fish processing and storage



There is potential for the new facility replacing 'building 7' to be co-designed with the fishing community, ensuring a fit for purpose processing and storage space is delivered. The new facility will have a larger footprint than the existing and should be of a contemporary aesthetic.



North Wharf



FOCUS AREA



Old Harbour

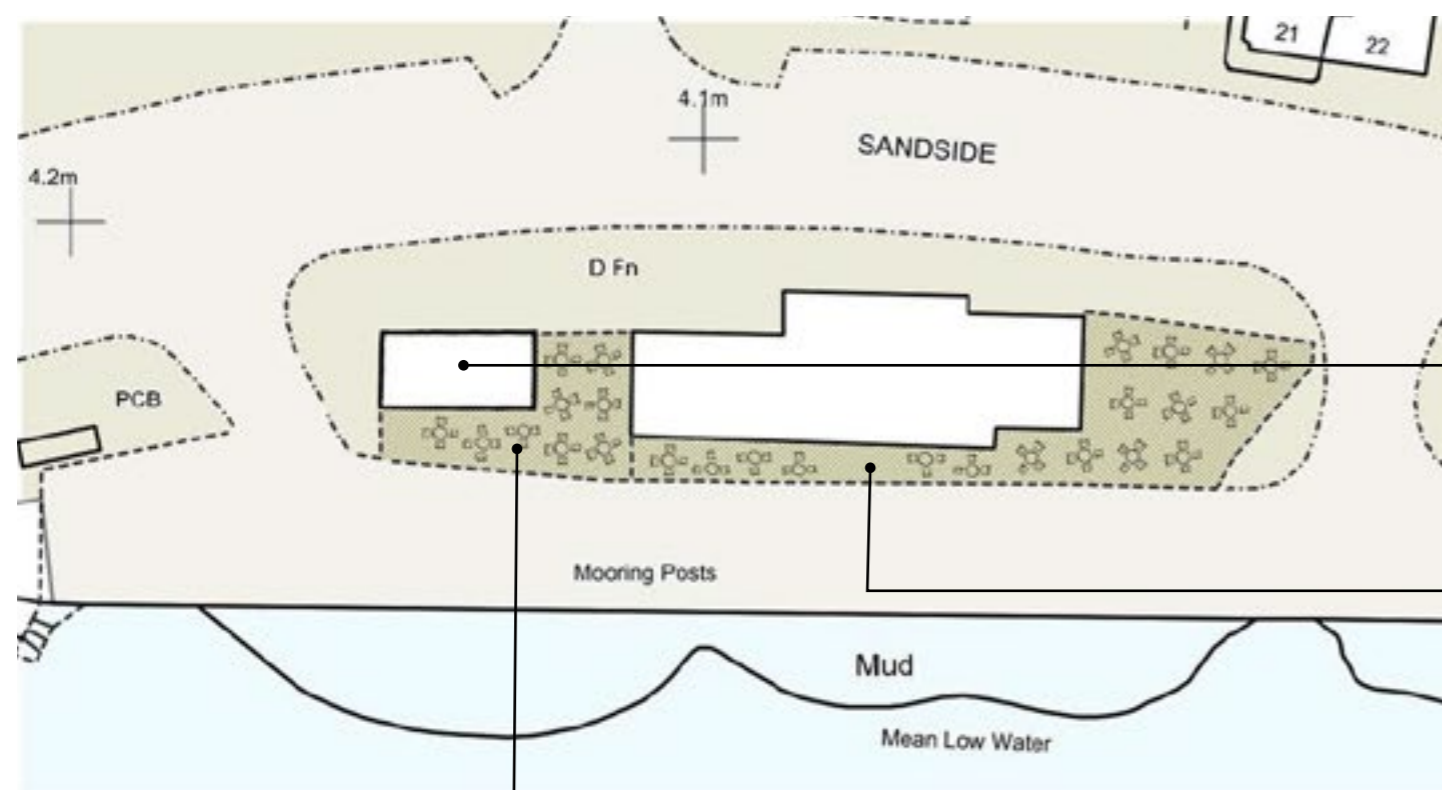
North Wharf



Current - ASK / North Wharf



Current - Kiosk & storage / North Wharf



Posts

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SCALE 1:500



Existing kiosk replaced with small single storey cafe/kiosk of high architectural merit and current storage provision re-located to allow seating to spill on to the promenade & North Wharf.



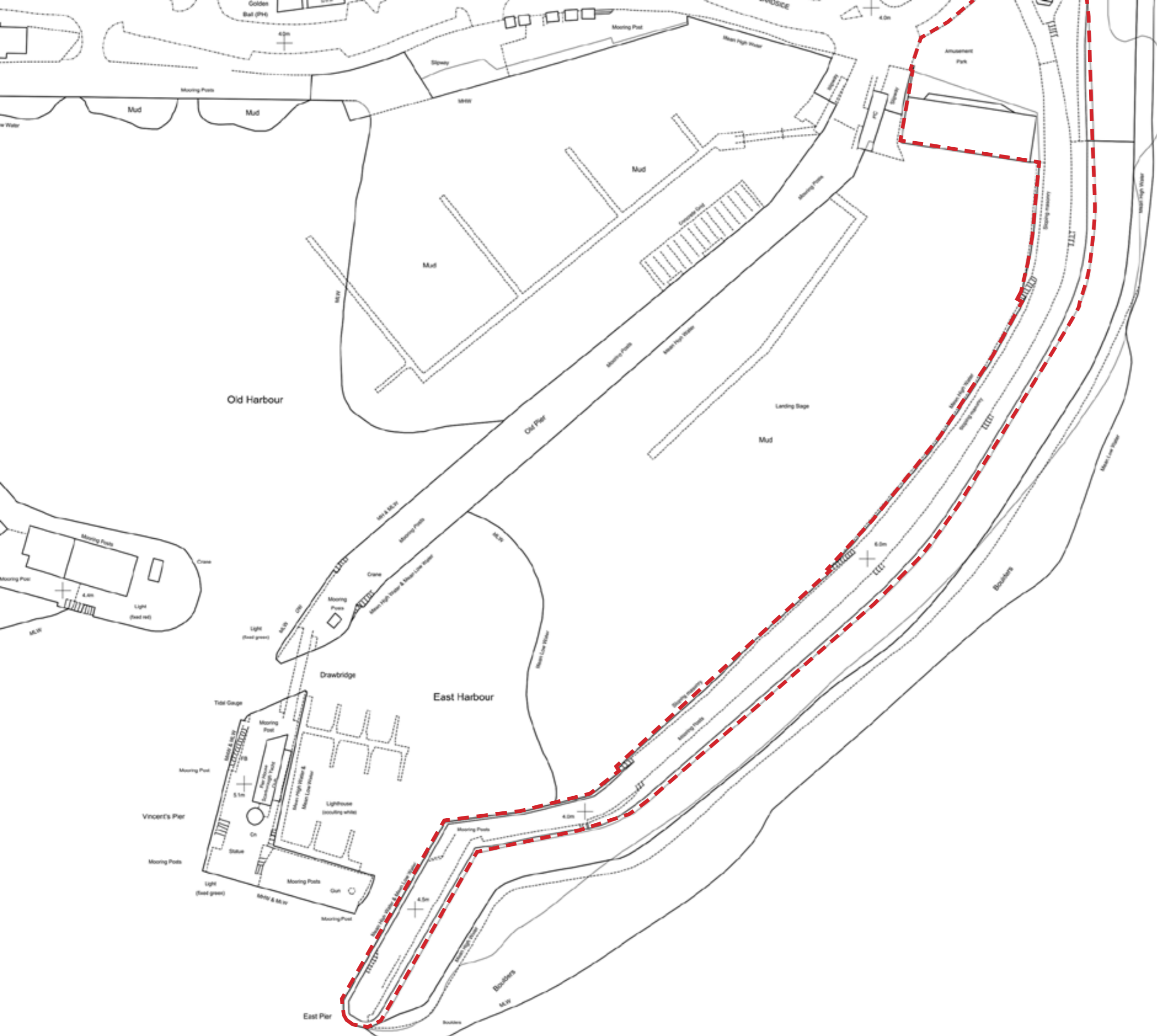
Additional seating provision for ASK restaurant on North Wharf



Rationalisation of lobster pot storage along North Wharf

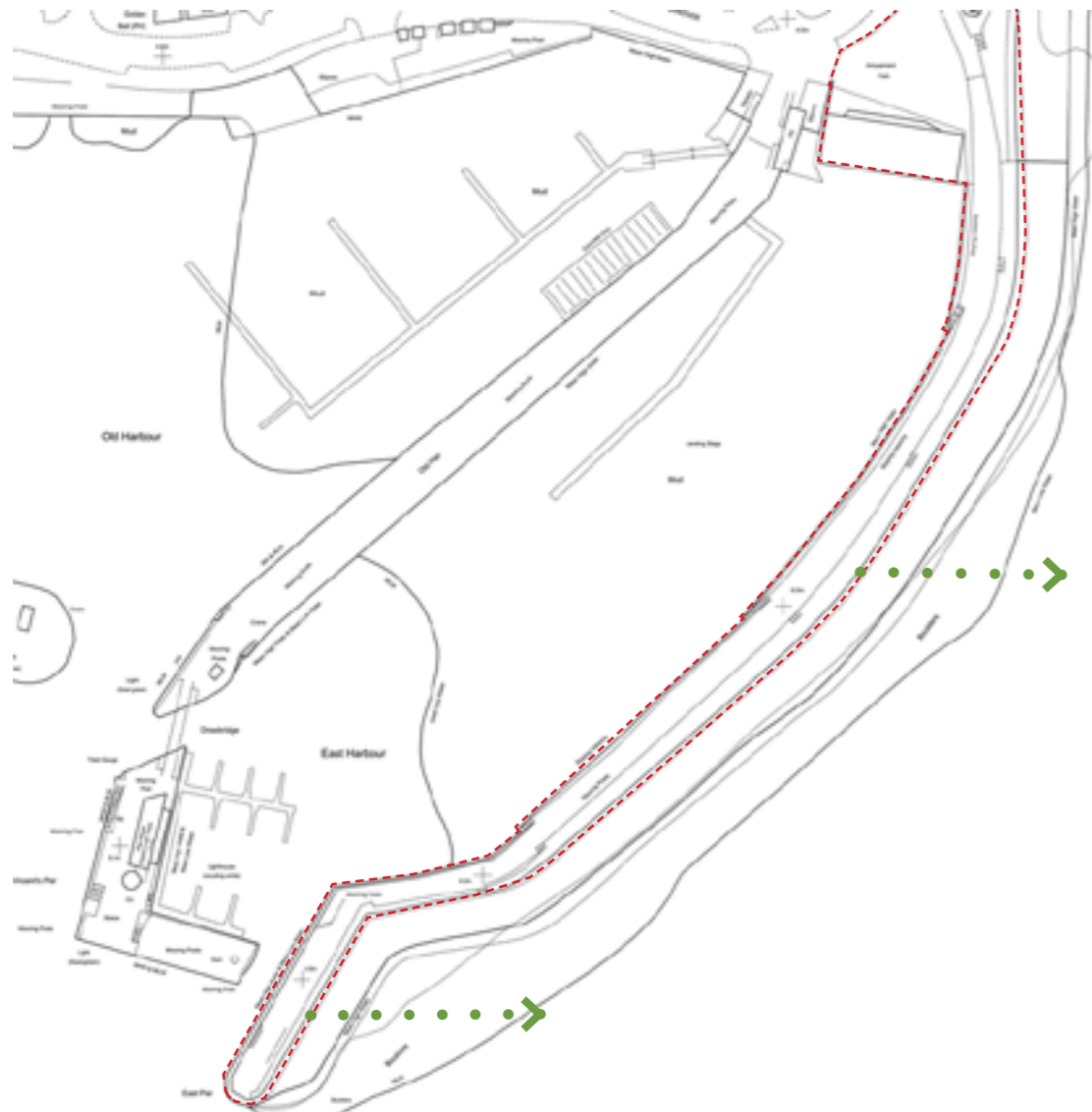


East Pier



SCALE 1:1000

East Pier public realm enhancements



East Pier would benefit from the introduction of public seating, especially focused on the southern tip which is popular with recreational fishers. Meanwhile an improved lighting strategy can encourage wider use of pier and illuminate the harbour at night.



Opportunity for an easterly (Whale watching) lookout point

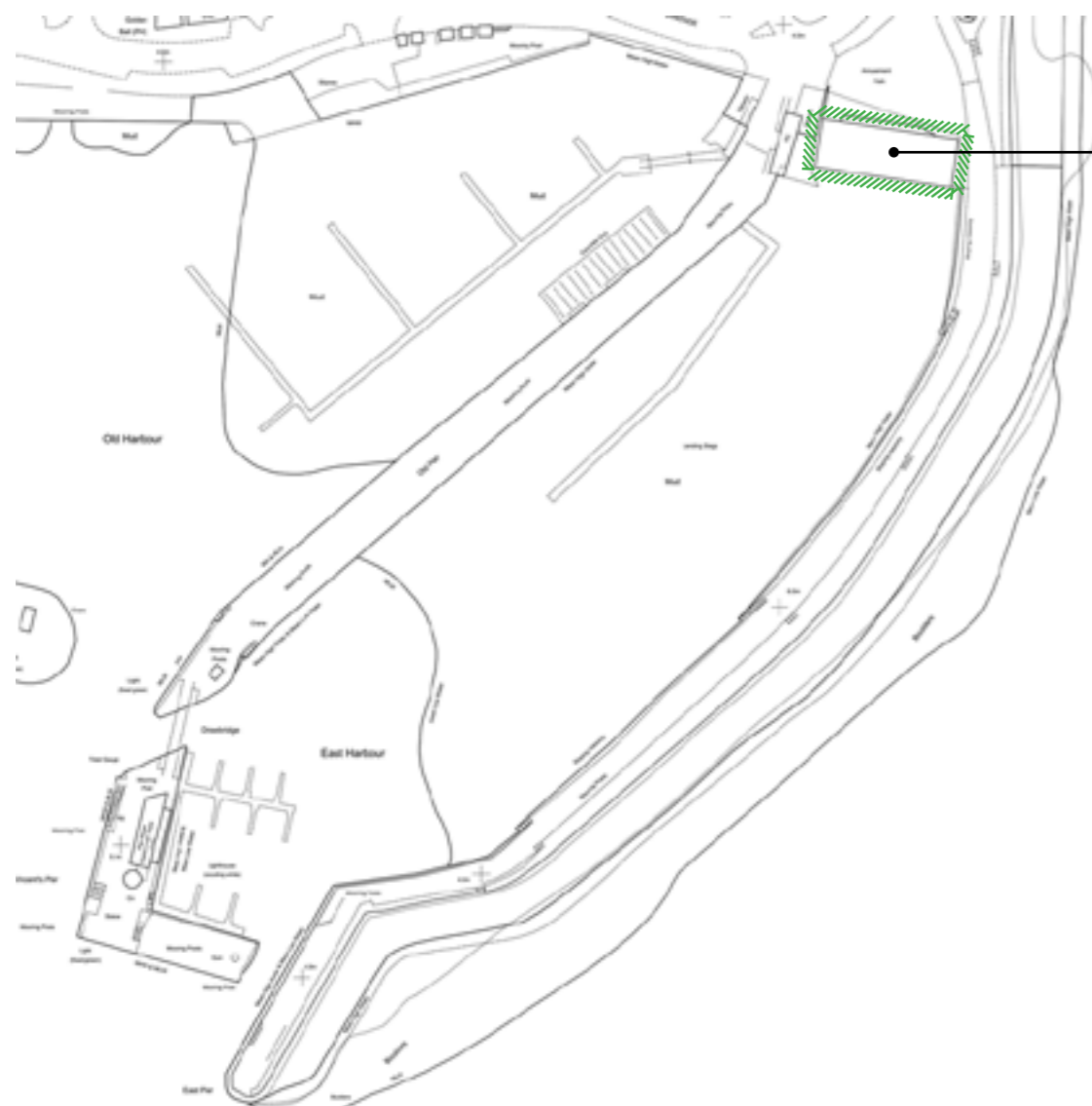


Opportunity to encourage more leisure boats and eventual extension of mooring pontoons near East Pier.

Luna Park amusement building



Current



Luna Park Amusement building has potential to offer some of the best views of Scarborough Harbour, yet it currently turns it's back it and has little architectural merit.

The ideal use for the site would be a restaurant/cafe offering uninterrupted views of the harbour.



Harbour-wide wayfinding strategy

The harbour would benefit from a site-wide wayfinding and informative signage strategy that improves pedestrian permeability within the harbour and surrounding areas, and informs visitors of the harbour's heritage, its success as a working harbour today and local eco systems.



Public engagement

Harbour community consultation

Harbour community consultation:

A high turn-out of over 40 local harbour community representatives participated in a workshop held at the Sea Cadets Hall on the 18th June. Those engaging with the process included harbour tenants, kiosk operators, fishermen, shellfish processors, pleasure craft operators, yacht club, boat angling, RNLI, South Bay Traders Association, Civic Society, creative sector reps, Scarborough Business Ambassadors, MMO, Council Officers and Elected Members. Following initial presentations by HemingwayDesign, participants discussed and recorded key strengths, weaknesses, opportunities and threats facing the harbour. Subsequently a number of participants contacted the design team with further thoughts particularly around development potential for the shellfish industry and opportunities for local arts and crafts.

Key Values

The workshop helped to clarify some key values to inform the design.

Firstly, that Scarborough needs to fully recognise the value of its fishing industry within the narrative, values, history, future and brand for the town. It plays a key employment role for the local economy. And the working harbour forms an important setting and sensory experience for the tourism offer.

Project Scope

The initial presentation at the workshop outlined a number of opportunity areas for development focus within the harbour, namely:

- The West Pier
- North Wharf, Lancaster Flats and Golden Ball slipway
- Vincent Pier and Lighthouse Pier
- East Pier

The subsequent consultation discussion identified that the focal point for the project should be the West Pier.

Key ideas:

The workshop discussion helped to identify some key ideas for the West Pier. These were:

- Develop facilities for the fishermen that are consummate with one of the UK's primary shellfish ports
- Improve the ability for the public to safely view and enjoy this working harbour and the landing and processing of the catch

- Investigate the potential for the fishermen to sell catch direct to the public in an attractive and appropriate retail environment
- Explore ideas around a centre of excellence for Scarborough Harbours shellfish industry
- Invest in seafood focused eateries on the pier
- Interpretation of local values through wayfinding, landscape, art, urban realm

Developing proposals:

These principals have helped to shape the Masterplan proposals which contain key ideas to integrate the working areas of the harbour with the public desire to explore and enjoy the West Pier.

These design principals focus on making the pier a safer area for fishermen and visitors to co-exist and ensure that the working shellfish processing and working harbour activities remain the "reason d'être" of everything that is proposed.

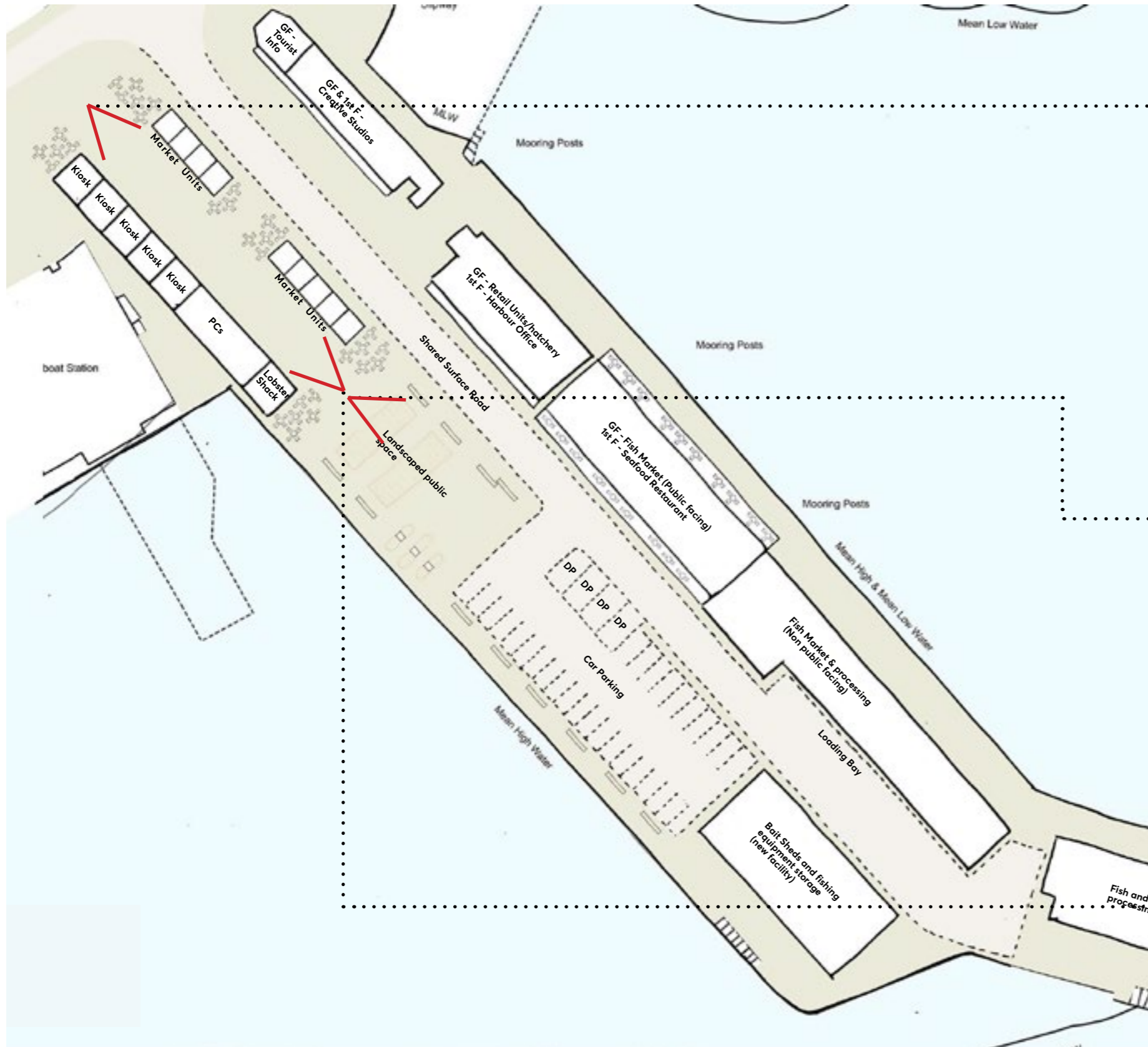
Initial design proposals:

HemingwayDesign developed the ideas expressed into a series of initial proposals for the site:

1. Renovate the first historic building, developing the artists studios with a larger focus on being public facing, spilling out onto the pier and with a narrative of responding to its location.
2. Renovate the second historic building as interpretation of the shellfish industry, primarily public facing with eateries that spill out onto the pier and if possible adding transparency through to the harbour
3. Remodel or rebuild building three and four with a focus on upper level restaurants and lower level shellfish / seafood processing. Incorporate a "shellfish industry centre of excellence"
4. Remodel the car park to become a seasonal public space/ events space focusing on interpretation of the harbour and its narrative as well as the magnificent views across the bay. Disabled parking and parking for the fishing industry to be incorporated as well as access for the shellfisheries to
5. The West Pier to be "opened up" by re orienteering the retail kiosks to back onto the RNLI and face the artist studios / retail.
6. Pontoon development within the harbour to improve facilities for leisure yachting

Vision

Vision



Vision



Vision



Vision

