

SAVE OUR WEST PIER

This is an open letter particularly for the attention of:

- 1.) The Town Deal Fund Board.
- 2.) The whole Scarborough Borough Council, its Officers and representatives.
- 3.) The whole business community of Scarborough Seafront and Harbour.
- 4.) The whole business community of Scarborough Town Centre.
- 5.) All residents of Scarborough

Substantial concern and worry is prolific within the South Bay and Harbour communities. Rumours have been circulating for several weeks regarding the development of The West Pier.

In consideration, an extra ordinary meeting was called by the South Bay Traders Association.

Members of the Council and their representatives were invited to attend to explain.

This was to be the first serious contact between the Seafront businesses and the Council regarding any development on the West Pier.

3 Council Officers attended, Marc Cole, Alex Richards and Helen Jackson.

NOT ONE COUNCILLOR CHOSE TO ATTEND.

Such is the level of this concern, this meeting was overflowing with the highest attendance in its history.

Apologies were received from numerous other members who could not attend because of holidays, having to run their own businesses because of the staffing shortage crisis, or for illness.

Rather than it being a consultation the Council Officers wanted to make a presentation. They made it known that following the presentation questions would NOT be allowed. After considerable objection with members preparing to leave it was agreed limited questions would be considered.

It soon became apparent from the presentation that the rumours were actually true and that Government funding was already agreed.

The project was supported by the Town Deal Fund Board and was to continue regardless of detriment to existing businesses and the mass of community objections.

The total project was in fact complete apart from small detail.

The meeting was told many attempts had been made to consult but had been ignored.

This was fiercely rejected by the meeting as being untrue.

Mention was made in the presentation, the Fishing Industry had been fully consulted and that they were all essentially happy.

This was disputed from the floor contesting that individual Fisherman had been called in one by one separately and at different times. They were told differing stories as to what would happen to them on what they understood to be a divide and rule basis.

This had been felt by the Fisherman to be intimidating and bullying as they have no security of tenure and they would lose their lively hoods if they were evicted from their buildings.

Many objections were made from the floor about what the Council Officers were relating. They were told by Marc Cole that the objections expressed by the SBTA members were just opinions.

Regarding funding, both Marc Cole and Alex Richards have told the community previously with serious conviction there was no funding available for a market square at the Argos site which would have created its own event space where it was really needed. A requirement at the time to complete the square was estimated between £5 and £6 million.

The public were told at the time our only option for the Argos site was to complete the carbuncle of a building they proposed, or that we would have a derelict site for at least 20 years to come.

Because of intense public outcry against the scheme it was rejected even though the Council were intent on pushing it through.

Marc Cole and Alex Richards now state;

£12 million is available to create such a space on our West Pier.

The Council are comfortable this time to access extra borrowing of £6 million.

Yet another burden for the ratepayers.

Alex Richards wrote 5/5/22 in response to questioning about lack of consultation "For a scheme at this stage of development, more than adequate consultation had taken place".

Following this meeting, Many, many, many discussions have been held and are continuing amongst the members of the SBTA alongside the wider business community of the whole South Bay. Concern to say the least is critical.

Considering the total disregard of the Governments guidelines, instructions and rules, the total lack of transparency, the deliberate avoidance of communication, the illicit use of funding allocation and its determination to ignore the consequences of their actions. **THE SOUTH BAY BUSINESSES AND COMMUNITY HAS LOST ALL TRUST IN SCARBOROUGH BOROUGH COUNCIL, ITS OFFICERS AND WITH THE WHOLE TOWN DEAL FUND BOARD.**

The Council have stirred up a hornets nest of resentment, anger and disbelief in what they are doing.

To understand properly all the shortfalls, deceit and dishonesty employed by the Council supported by the Town Deal Fund Board, all Government documentation, guidance and requirements has to be read.

However, for brevity, within the appendix pages, extracts have been taken from said documents describing unequivocally what the Council and the Town Deal Fund are required to do under due process.

THEY HAVE TOTALLY FAILED TO APPLY ANY OF THE REQUIREMENTS OF GOVERNMENT AND FAILED TO ACT PROPERLY WITH BEST PRACTICE.

They have applied for and accepted funding from Government for a purpose for which the fund was never intended.

They have refused to engage, avoided consultations and refused to share essential information and documentation with the community.

THE GOVERNMENT DICTATES.
TOWN DEAL FUNDING IS SPECIFICALLY RESERVED FOR THE PURPOSE OF
SUPPORTING THE REVIVAL OF STRUGGLING TOWN CENTRES.

Scarborough has a struggling Town Centre in serious need of this help.
This is where any money from The Town Deal Fund should be spent.

The West Pier is NOT a Town Centre nor is it any part of a Town Centre.

Attempts to deceive in presentations by altering and extending the Town Centre boundary on the current ordnance survey map to include the Pier does not constitute a change in the identity of the Pier making it into a Town Centre.

The Town Centre is clearly separate from the South Bay Seafront and Harbour divided by Old Town (Reference the map Appendix 3/4).

Nor does the removal of all pedestrian signage pointing to the actual Town Centre being in an opposite direction to the seafront (Reference the pictures Appendix 3/4) change anything.

The recently erected wayfinding signs clearly identify the Town Centre is at the top of Eastborough with the Harbour and South Bay being totally separate divided by the Old Town (See appendix 3/4).

The West Pier is in reality an industrial fishing port and harbour remote from the Town Centre. It has its own issues which need to be addressed but under other available funding.

The car parking and toilets on the Pier although currently inadequate and need increasing, are essential to support our booming seaside tourist destination.

CAR PARKING IS THE SINGLE BIGGEST REQUIREMENT FOR OUR BUSINESSES TO BE SUCCESSFUL AND FOR OUR RESIDENTS QUALITY OF LIFE. IT IS IN CRISIS THROUGHOUT THE WHOLE OF SCARBOROUGH. THE REMOVAL OF ANYMORE CAR PARKING SPACES WILL BE SERIOUSLY DETRIMENTAL TO OUR VISITOR NUMBERS AND INCREASE FRUSTRATIONS AND CONFRONTATIONS ON OUR STREETS.

The Seafront businesses are not struggling.

All along the seafront, millions of pounds has already been invested and investment continues with money from private existing businesses and traders.

There are no vacant premises nor are there any available to purchase or to rent and business is booming.

It was never intended by Governments for Councils to cuckoo into already prosperous business communities to establish increased rental income by removing essential assets to be replaced with new tenants from outside IN DIRECT COMPETITION with all the existing businesses causing serious harm to their revenue and livelihoods.

The stated objective to use Town Deal money for a working harbour, championing fishing heritage and creating a 'MUST VISIT' DESTINATION for its own use in direct competition with the whole existing business community is OUTRAGEOUS.

This will divert existing customers away from the actual Town Centre, the Market Hall and the South Bay/Sandside business community.

THIS IS COMPLETELY OUTSIDE THE SCOPE OF TOWN DEAL FUNDING!

CONCLUSIONS.

This Council and its Officers are accused of disgraceful actions in employing clandestine methods to conceal its deliberate intentions from the community of Scarborough. It has walked roughshod over all Government directives to engage meaningfully with the total community. It has totally disregarded the intentions of the Town Deal Fund.

GOVERNMENT INSTRUCTION; BEFORE ANY FUNDING IS AGREED.

Clear evidence of the buy in from local businesses and communities must be presented, along with descriptions of how they have been engaged throughout the plan and how this engagement will continue.

The Town Deal Fund Board are accused of a serious dereliction of duty by.....

- 1.) Insufficient scrutiny from the beginning of the process and throughout.
 - 2.) Failure to monitor and control the Councils actions in disregarding Government instruction in how such a project should proceed.
 - 3.) Allowing development and supporting the application for funding without consultation with businesses and the wider community.
 - 4.) Supporting an application for Town Deal Fund money to be used for a purpose not intended by Government.
 - 5.) Failure to address the real objective of the Town Deal Fund and to redirect the Council to ensure its correct use in supporting our struggling Town Centre.
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A vote was taken and passed at the SBTA meeting to stop the Councils proposals to develop the West Pier.

- 1.) The South Bay business community now demands an urgent public meeting is called to include the whole community with appropriate representation from the Council, its officers and representation of the Town Deal Fund Board.
- 2.) In the hope of the community being able to regain some trust and help the Council find a way forward there must be a total change of attitude from the Council its representative and their officers.
They must have and demonstrate a clear intention to engage with the whole community in line with all the Governments guidelines in how to proceed with such projects.

Prior to the public meeting, in line with transparency, openness in best practice the community now needs to be brought fully up to date with what has preceded.

We demand to view all relevant documentation regarding the project which must include;

- 1.) The business plan.
 - 2.) The application to Government for funding of the West Pier development.
 - 3.) Any documents showing analysis and the results of any consultations with expert retail sources regarding potential detrimental or positive effects of the development to the rest of the business community.
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WE EXPECT AN URGENT AND COMPLETE RESPONSE FROM BOTH THE SCARBOROUGH BOROUGH COUNCIL AND THE TOWN DEAL FUND BOARD.

Appendix 1

EXTRACTS FROM:
THE MINISTRY OF HOUSING, COMMUNITIES AND LOCAL GOVERNMENT
DOCUMENT.

Throughout this document its whole thrust is about the fund being for TOWN CENTRES.

- 1.) The purpose of the fund is to revive deprived and struggling Towns, helping them to become thriving places again by increasing density in their TOWN CENTRES.
 - 2.) The Towns Fund should have the full support of the community through early and ongoing engagement and in genuine partnership.
 - 3.) Communities should be part of originating ideas and visions rather than just giving feedback on proposals already some way along.
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- 4.) Community and local business integration is a key part of developing the Town Investment Plan.
The buy in from communities secured must be able to be demonstrated it should include both consultation and mobilisation of the local community.
 - 5.) CAPACITY FUNDING (2019) IS PROVIDED. This is to enable and support engagement with the community.
 - 6.) Town Deal Boards must be innovative in ensuring a diverse range of stakeholders are consulted throughout the development of all Town Centre Plans.
 - 7.) Asking the right questions from the community and its businesses can prevent pitfalls and bring out effective solutions.
 - 8.) The level and quality of community engagement must be demonstrable.
All the people, businesses and organisations who may have an interest in any proposals must be identified and involved.
Evidence of engagement must be gathered and methods of engagement must be agreed and shown to be fit for purpose.
 - 9.) Information must be shared and communicated to ensure everyone is looped into the project.
People within the community who could help should be consulted and worked with.

Appendix 2

EXTRACTS FROM: THE TOWNS FUND DELIVERY PARTNER STAKEHOLDER ENGAGEMENT PLAN GUIDANCE.

- 1.) The aim of the Stakeholder engagement plan is to ensure that their views and aspirations are represented in Town Investment Plans.
- 2.) You will need to tailor the program of Stakeholder engagement to ensure that all the different groups that will be impacted are PROACTIVELY engaged.
- 3.) Communities and stakeholders must have an opportunity to set out their aspirations and to influence the direction of the Town Investment Plan at the earliest possible stage rather than just responding to plans once they have been fully developed.
- 4.) Stakeholder investment plans should deliver genuine engagement, where local views are listened to, carefully considered and wherever possible reflected in the development.
- 5.) Every Town Investment Plan should include and demonstrate how the Town will;
 - a.) Identify and involve all the people who have an interest in the proposals.
 - b.) Identify and show how you will overcome any barriers to involvement.
 - c.) Agree and use methods of engagement that are fit for purpose and demonstrate engagement throughout the lifetime of the project.
 - d.) Agree and use clear procedures that enable all the participants to work with one and other effectively and efficiently.
 - e.) Ensure necessary information is communicated between the participants and that everyone is looped in to the information.

DIRECTIONS FOR BEST PRACTICE WITH STAKEHOLDERS, BUSINESSES AND COMMUNITIES.

- a.) Engage early, listen and provide regular feedback.
- b.) Be open and do what you say you will.
- c.) Used established engagement and communications networks, not just digital methods.
- d.) Be bespoke, different stakeholders require different engagement approaches.
- e.) Take a proactive approach especially to hard to reach groups.
- f.) Monitor and evaluate the results.

A robust risk assessment regarding stakeholder engagement should be undertaken to ensure the program is delivered effectively.

It is important to track how successful engagement has been so that issues or underperformance can be addressed.

It is important to report back to stakeholders to show how their feedback has influenced your Town Investment Plan and projects at each stage of there development.

Principles of engagement;

- a.) Openness and transparency throughout.
- b.) Respectfulness to all Stakeholders throughout the process.
- c.) Be clear and concise so that everyone can participate.
- d.) Take a committed proactive approach in engaging Stakeholders ensuring they are involved in the process.
- e.) Ensure all Stakeholders can participate and feel included.

Appendix 3

This map is taken from the Scarborough Borough Council website 24/5/22
it shows clearly the true boundary of the Town Centre.

In the presentation to our SBTA meeting 20/5/22 a map was shown where the red line had
been redrawn down to the seafront to include the west pier as being part of the Town Centre.



This sign clearly shows
the Town Centre is in the
opposite direction from
the Pier.

The sign has been
removed.

Appendix 4

This is from The Scarborough Council website featuring the Futurist review. It clearly shows the substantial distance of the Town Centre from the Harbour and the divide of the Old Town in between.



These maps from the latest 'wayfinder signs' again clearly show the Town Centre is far away from the Harbour and again the divide by the Old Town.

