



Sharing Best Practice

Achieving Economic Well Being

Scarborough Renaissance Partnership incorporating NYnet

1.0 Identifying Economic Priorities

The York & North Yorkshire Investment Plan provides the framework and the underpinning rationale for the priorities given to developing NYnet and for the Scarborough Renaissance Partnership. It sets the vision to achieve 'A sustainable and prosperous York and North Yorkshire Economy.' It details the objectives to achieve this vision for the County and City of York based on a detailed economic assessment of the area.

To achieve this vision five 'Transformational Themes' have been adopted, these are:

1. Exploiting knowledge and Innovation
2. Stimulating and supporting enterprise and an enterprising culture
3. Developing a contemporary, high quality cultural and environmental offer
4. Attracting and developing knowledgeable and creative people
5. Ensuring a connected sub-region

Within the context of the five Transformational Themes, four spatial areas are identified as having specific characteristics which may need to be addressed, through the themes, in a more targeted way. These spatial areas are:

- A. Developing the opportunities for significant new investment, economic and employment growth in York and its hinterland
- B. Significantly raising the economic performance in Scarborough town
- C. Addressing the problems of rurality through building a sustainable economy
- D. Sustaining buoyant economies integral to the City Regions of Leeds and the Tees Valley (Harrogate and the Lowlands)

A set of programmes that would help the sub region achieve the vision and objectives have been agreed. These programme 'headings' are:

- York and Science
- Enterprise and Innovation
- Rural, Outdoor Adventure and Landscape
- People and Skills
- Scarborough Town
- Harrogate and the Lowlands

2.0 Scarborough Renaissance Partnership

Scarborough Town was identified as one of the six priority programmes within the York & North Yorkshire Investment Plan.

The Scarborough Renaissance Partnership, a coalition of local entrepreneurs, Scarborough Borough Council staff and residents was formed to deliver the programme. The key elements of the programme are set out in the table below.

Developing a contemporary and vibrant Scarborough - renaissance programme	Improved business support for knowledge based industries encouraging greater start-ups and survival rates
	A ladder of provision of workspace including Creative Industries Centre, Graduate Enterprise Centre, incubators and managed workspace
	Improved networking and connectivity with other key centres and agencies in support of the sector and business growth initiatives (i.e. Science City York, Media centre Huddersfield)
	An enhanced programme of education and training providing opportunity, training and employment for young people in the growth sectors
	Delivery of the NYnet project to facilitate connectivity
	A programme to improve and develop key cultural facilities and attractions.
	A marketing programme to improve the image of the town
	A programme to enhance and develop events and festivals
	A major programme of urban realm improvements including the town centre and principal tourist areas

The programme has been successful. Scarborough has won the National Enterprising Town award 2008 (Department for Business Enterprise and Regulatory Reform) and Most Enterprising Town in Europe 2009 (European Commission Enterprise and Industry Directorate).

The recent Audit Commission inspection of the Councils Regeneration services found that “Scarborough Borough Council is providing excellent regeneration services that have already made a significant difference to the appearance, image and prosperity of the area. This has helped to create a momentum of confidence and accompanying investment by the private sector which looks set to continue”.

The Renaissance Partnerships’ regeneration work has been based on a thorough understanding of local need, gained through a variety of effective consultation, research and engagement mechanisms. There is a good

understanding of the diversity of the urban and rural communities and of the most deprived communities in particular.

Close working with the business sector has identified businesses needs and ensured that local businesses feel well engaged. The ambassador programme developed in partnership with York-England provides developers and professionals with a forum to identify opportunities available, local market trends, property enquiries and new developments in the borough and promotes the borough to potential investors. Through the Employment and Skills Partnership the Council has carried out an employers' needs survey to establish the issues they face in order to develop an approach to regeneration and workforce skills development which will meet their diverse needs.

The Scarborough Renaissance Partnership is strong with very positive working relationships between public, private and voluntary sector partners. This has resulted in an excellent track record of supplementing the Council's resources with external funding. Over the last ten years an estimated £100 million of public sector funding and £350 million of private sector investment has been accessed to support the delivery of regeneration and the improvement of the area. The Audit Commission assessed that good value for money can be demonstrated in significant elements of regeneration services and in the delivery of major projects.

The partnership has been successful in improving the quality of the environment, creating job opportunities and supporting tourism growth. Notable examples include the Sandside development, Scarborough and Whitby harbour front improvements and creation of an embryonic cultural quarter through the Rotunda refurbishment and opening of the creative industries centre. It has successfully delivered a range of regeneration projects which have transformed the physical environment of the borough and delivered outcomes for local people in terms of job creation, environmental improvements and a more sustainable economy with less reliance on tourism. The tourism industry in the area has been well supported by the Council and is now less affected by seasonal fluctuations in visitor numbers and local employment across the wider economy.

The Scarborough Business Park has been awarded a Government Business award, it benefits from state of the art, high speed broadband connections which are supporting the diversification of the economy. In partnership with North Yorkshire County Council the NYnet project has enabled this provision in the locality. The creative and digital sector is now the fastest growing sector within the borough and also within North Yorkshire. The sector accounts for around 8 per cent of employment in the borough - up from 4.4 per cent in 2005.

3.0 NYnet - Delivering a Connected North Yorkshire

The achievements in Scarborough have been supported by NYnet a public and private sector commercial venture created in order to provide a

communications network that is capable of delivering multiple high quality services to citizens, business and public sector bodies.

It was recognised that in order for the county to be well connected it was essential to utilise communication technologies. However, major internet providers could see no economic benefits to investing in such sophisticated infrastructure in a sparsely populated area. Therefore North Yorkshire County Council in conjunction with Yorkshire Forward (with financial backing from the EU) developed a plan for a North Yorkshire broadband network, that would ensure that the area was not left behind by providing ultra-high-speed connections. The company NYnet was created to deliver these plans.

NYnet is creating a new, high quality telecommunications network offering a range of enhanced services previously unavailable in North Yorkshire. By creating a world class, high-speed communications infrastructure across North Yorkshire, it offers Service Providers the ability to supply new broadband services to approximately 330,000 households and 50,000 SMEs and SOHOs in the sub region. These services enable North Yorkshire to be at the forefront of the next wave of technological advancement, transforming the economy of the County.

Achievements to date include:

- 60 per cent of North Yorkshire's public sector is using NYnet,
- schools in the county are benefiting from next generation technology
- rural communities are often able to link in to the school's services via a secure branch network
- attracting expanding software business Visual Retailing to Roecliffe Business Park near Boroughbridge due to the broadband facilities available at the site
- Business parks joining the NYnet network will benefit from services including VOIP (voice over internet protocol), which allows them to make cheaper phone calls via the internet, faster upload and download speeds and reliable offsite data back up and recovery
- the new Woodend Creative Workspace in Scarborough was the first of the 140 business parks and managed workspaces in North Yorkshire to benefit from the NYnet technology. The £4.8m home for creative industries has installed high speed broadband in its 52 high-tech managed workspaces to meet the specific demands of digital and media sectors
- funding and promoting the free Business IT Guide (BITG) in the Yorkshire region for a year which provides advice, services and programmes to all small to medium enterprises (SME's) in the area
- providing access to free IT and computer skills training for older people at the 42 library-based UK online centres in North Yorkshire via the upgraded internet connection on to the NYnet network as part of Digital Unite's Silver Surfers' Day.

NYnet is expected to become profitable within three years, well ahead of schedule.

Its next challenge is to reach out to other business parks in rural locations and connect more parts of the county to the kinds of digital services that will serve their needs well into the future.

The team has received national recognition and have been cited as a case study in both the Digital Inclusion Action Plan and Digital Britain Report. NYnet continues to be consulted on these initiatives.

NYnet has also been appointed as technology consultants to a major €3.5 million project to improve internet access and IT systems across Europe. The 'B3 – Regions for Better BroadBand connection' initiative aims to improve Europe's internet access and will run for 26 months, involving partner organisations from eight EU member states. NYnet joins the project as experts in the field of rural economic and social regeneration through the provision of high speed broadband services and is the sole UK representative from a consortium of 9 countries from across Europe.

4.0 Supporting Documents:

Audit Commission, Regeneration Inspection Report, Scarborough Borough Council, June 2009 <http://www.audit-commission.gov.uk/localgov/audit/inspection/reports/Pages/Scarborough.aspx?AIBID=291>

The York and North Yorkshire Investment Plan Review 2007, York and North Yorkshire Partnership Unit
<http://www.ynypu.org.uk/plans/SRIP%20Sum-v1-02-07-07.pdf>

York and North Yorkshire Investment Plan Review 2007, Transformational Themes, York and North Yorkshire Partnership Unit
<http://www.ynypu.org.uk/plans/Transformational%20theme%20Final%20DB%20Approved%20010407.pdf>

5.0 Contacts

For more information on the Renaissance Partnership contact:

Alan Layton – Policy & Performance Manager, Scarborough Borough Council
alan.layton@scarborough.gov.uk / 01723 232318

For more information on NYnet contact:

Julie Burton - Marketing, Community & Economic Development Executive,
NYnet Marketing, enquiries@nynet.co.uk / 01423 323961

August 2009