

Vision for Filey



SCARBOROUGH
BOROUGH COUNCIL

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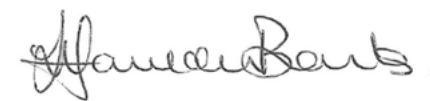
A strategic plan for Filey has been commissioned by Scarborough Borough Council following Cabinet agreeing a £1m investment fund for the town. The Vision for Filey is a 10 year aspiration document, which includes a variety of proposals throughout the town including the seafront.

The Vision provides a range of proposals supporting the needs of the residents as well as stakeholders, visitors to the town and the wider local community. It is a plan to intercept opportunities as they arise, which not only encourage growth and inclusivity but retain Filey's natural history and beauty. This strategic document has been produced by Urban Design Consultants, Harper Perry, with support from the residents of Filey, the Masterplan Steering group and Filey Town Council who have guided the consultants throughout this process.

We want to say a big thank you to everyone who has taken the time to take part in the Vision for Filey by sharing their opinions and engaging within the consultation process.



Clr Steve Siddons, Leader of Council,
Scarborough Borough Council



Clr Jacquie Houlden-Banks,
Mayor of Filey

1.0 Introduction

In 2022 a team of collaborative urban design professionals worked with community stakeholders, residents, visitors, local groups and societies, and school children to better understand Filey, its challenges, and opportunities.

The following vision is the collective aspiration for change, a blueprint for a Filey in 2032.

Vision for Filey is a plan for making invitations, inviting people to walk, to sit, to meet, to talk, to trade, to play, to be active. To travel, work and live smarter... an invitation to a better everyday.

It is a collective blueprint for change, having actively involved around 1 in 7 of the local population. Vision for Filey will act as the basis on which to bid for national funding, and attract inward investment. It identifies opportunities and proposals for larger capital projects, infrastructure development, and public realm redesign, as well as community-led projects and local service redesign.

All project proposals included and outlined within the Vision for Filey document are subject to securing the necessary funding. Projects which are taken forward from the document will also require the production of a full business case and any further consultation per proposal where it is deemed necessary.



Early aspirations for Filey commenced between Scarborough Borough Council and Filey Town Council through the Project Sunshine Investment Plan. This includes a programme of work along with public realm improvements to facilities within the town, with work having commenced in some areas in 2021. Much of this work encompassed repair and renewal works within

certain locations in Filey including the completion of paintwork and asset renewal of wood and metal.

Sunshine 1 projects are currently in progress, whilst projects in Sunshine 2 are still to be fully determined, but again will form extensive renewal and maintenance of existing infrastructure.

Vision for Filey

Project Sunshine 1	Project Sunshine 2*
<ul style="list-style-type: none">• Paddling pool upgrade/refurb• Bonzo the Seal• Glen Gardens improvements• Glen Gardens tree planting• Foreshore railings repair and renewal• Paintwork (various)	<ul style="list-style-type: none">• Cycle parking (various locations)• Replace Glen Gardens Dinosaur• Revamp seafront mini-golf• New compactor bins• Water refill station on seafront• Chemical toilet disposal point (Country Park)

* Projects TBC

2.0 About Filey



Key

- North Yorkshire coastline
- North Yorkshire County Council boundary
- Scarborough Borough Council boundary

Filey is located in North Yorkshire coast, 7.5 miles south east of Scarborough the nearest major settlement.

Filey has a population of circa 7000 residents, with a relatively older population. This swells to 40,000 during peak holiday season, predominantly by families with multiple generations.

Major cities of York and Hull provide a regional urban context: York lies approximately 40 miles inland to the southwest; and Hull lies approximately 37 miles to the south. Both cities are approximately a one hour road journey. Filey has a direct rail connection north to Scarborough, and south to Bridlington, Beverley, Hull, Doncaster and Sheffield. The rail service connecting Filey with York, changes at Seamer.

This level of connectivity, allied with the attractive coastal character of Filey, makes the town a popular destination for day trippers, and tourists from further afield. Moreover, these qualities can also help Filey to attract a new generation of skilled workers taking advantage of trends in working from home, super-fast broadband, and a reduction in the need for people to live in close proximity to major centres of employment.

Inland the landscape is still generally rural being a mixture of arable fields and pasture enclosed by hedges.

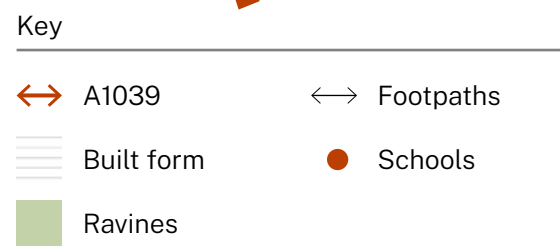
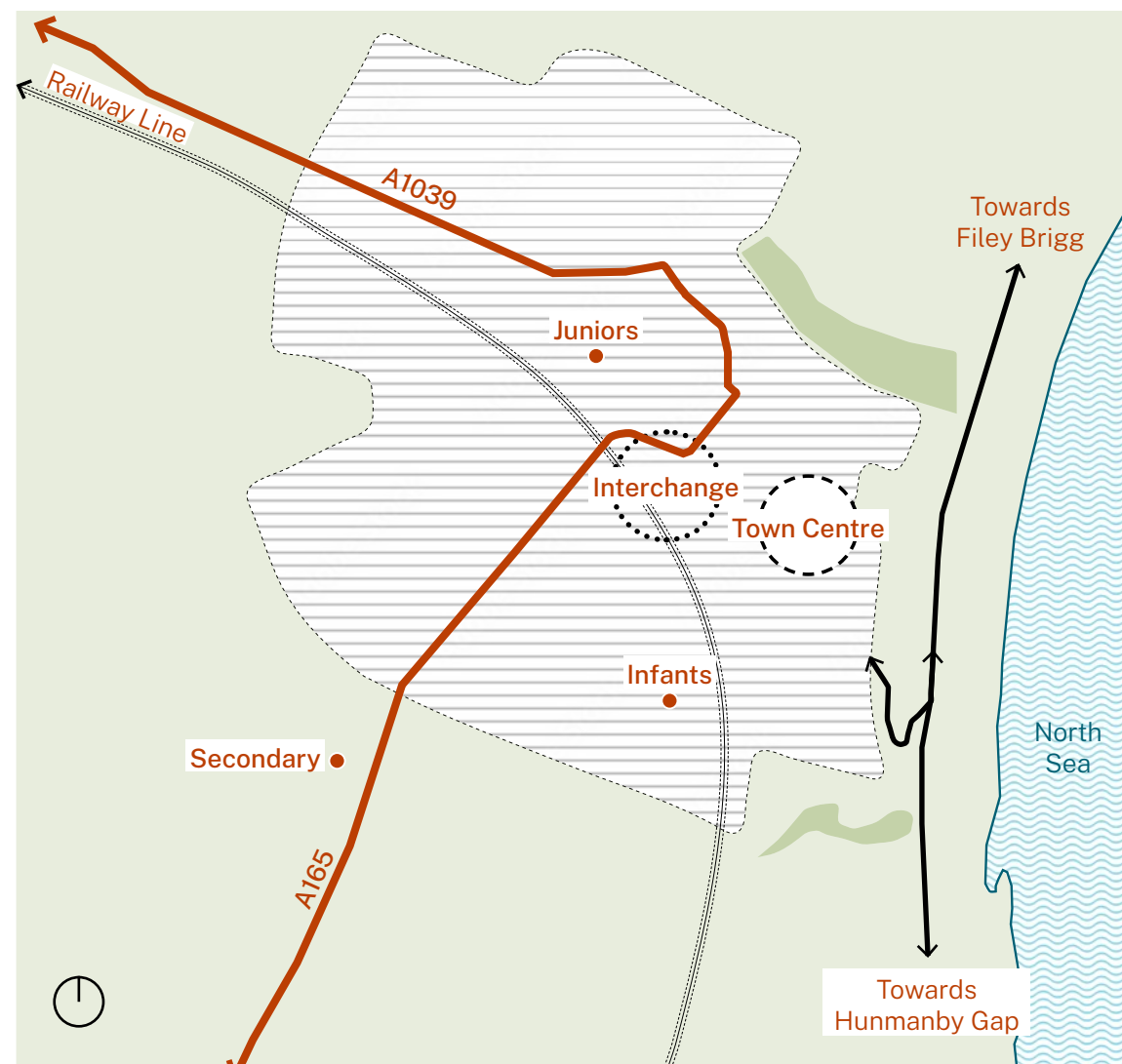
The influence of coastal tourism and recreation stretches north and south of Filey through a combination of holiday parks, golf courses, caravan sites and natural features such as beaches, and the North Sea coast.

3.0 Spatial Analysis

Overview

The purpose of the following spatial analysis is to better understand the area and inform the proposals that will, in turn, form the basis of the Vision for Filey plan.

All proposals made for the town of Filey must be based on a thorough understanding and appreciation of the town and its context. This understanding of the town's spatial characteristics ensures that proposals put forward within this vision are appropriate to the local context and are designed to enhance the distinctiveness of Filey.



3.1 Town Structure

Landform and landmarks

The setting of Filey is defined by the sweep of the Bay and the views this affords of Filey Brigg to the north, and the Hunmanby Gap and Flamborough Head Heritage Coast to the south. The sweep of the coast line also creates distinctive views of the town above the Bay; the view of the stuccoed terraces of The Crescent, rising above the green cliffs is prime example of this.

The town of Filey is built on boulder clay, overlaying solid bedrock with relatively low undulations, meaning there is very little change in levels across the core of the town. By contrast, a distinctive feature of the landform of the town are two major ravines; Church Ravine to the north, and Martin's Ravine (or Gill), to the south.

The contrast of the relatively flat underlying boulder clay on which Filey is built together with the steep contours of the ravines create distinctive edges. Two further ravines - Crescent Hill, Cargate Hill define the edge of the townscape and provide well used routes up and down the steep gradient between the town centre and the seafront. A third ravine, Arndale is located to the north and accessed via the country park via the Filey Sailing Club, leading to the beach.

The late Victorian, Jacobethan style mansion North Cliffe House, sits in

generous grounds on the clifftop overlooking Filey Bay, in a prominent position above Cargate Hill, roughly the mid-point between the two major ravines. North Cliffe House is in private ownership, the building and grounds provide a distinctive landmark.

Movement

Filey is well known to hikers as the start/end of the nationally renowned 'Yorkshire Wolds Way'; a 79 mile (127 km) walking route between the Humber Estuary through the chalk landscape of the Yorkshire Wolds to Filey Brigg. As well as 'The Cleveland Way' National Trail; a 110 mile (175km) trail between Helmsley in North Yorkshire, through the North York Moors National Park to Filey Brigg.

The A165 and A1039 provide north to south route between Hull and Scarborough providing the main road access in and out of the town.

The railway line between Hull and Scarborough sweeps a course through the centre of Filey, dividing the town in two: west (outer) and east (inner) Filey. Whilst providing a sustainable form of transport, the railway line also creates a significant barrier to cross-town pedestrian, cycle and vehicular movements.

3.2 Historical Development

Trading origins of Filey

The Yorkshire Archaeological Trust between 2009 and 2011 excavated the area of Queen Street and Reynold Street. They could confirm that it had been a dwelling place since Neolithic times – meaning people could have lived here for 10,000 years. The Yorkshire Archaeological Trust identified settlement remains from the medieval and post-medieval period.

After the Romans left, huge groups of Viking families came to the area of and around Filey to settle as farming communities. Names ending with “By” “Thorpe” and “Garth” are of Viking origin. We believe the Filey cobble originated from the Viking long ships, settlers brought with them excellent skills in boat building and design using the ‘Clinker’ method of overlapping planks to construct their craft.

In 1086 Filey is recorded in the Domesday Survey. Filey Conservation Area Character Appraisal identifies evidence of 12th century Filey fishermen working as far away as Grimsby & Whitby. Filey must have remained a relatively busy port because a Customs Officer was based in Filey from the very early 18th century.

The earliest remaining parts of the settlement border Church Ravine. The area south of the ravine, now called Queen Street and Church Street (pictured), are linked by a bridge with St Oswald’s Church and formed the nucleus of the ‘Old Filey’ fishing village.

There are records of a Friday Market from 1221. A market cross was located at the junction of what is now Church Street, Scarborough Road, Mitford Street, Station Road and West Road.

Georgian Filey

In the late 18th century Filey consisted of two streets; Town Street (today’s Queen Street) and Church Street, densely built up along both sides of Town Street and the west side of Church Street.

At the time of the 1801 census, Filey had a population of 505. The main landing place for fishing boats during this period extended from the present Coble Landing southward to the vicinity of Cargate Hill.

In the early years of the 19th century the layout and extent of ‘Old Filey’ changed little, and this street layout is still evident today north of Mitford Street. Meanwhile the 19th century gridstreet network of ‘New Filey’ began to develop from the 1830s onwards and is very much evident today (pictured).

Arrival of the railway

The arrival of the railways from Seamer, via York, in 1846, and then the Hull to Scarborough line in 1847 led to the expansion of the town. By the 1851 census the town’s population had tripled in 50 years to 1,511. By the 1870s the town had grown to a population of 2,267.

Union of ‘Old’ and ‘New’ Filey

In the latter half of the 19th century ‘Old’ and ‘New’ Filey were joined by the development of Hope Street and Union Street (pictured).

‘Old’ Filey



Church Street



Queen Street (formerly Town Street)

‘New’ Filey



Crescent Gardens



Union Street

Twentieth century Filey

Post WWII housing estates rapidly extended the urban area of the town west of the railway line, infilling land between Scarborough Road and Muston Road.

3.3 Streets and Open Space Network

Places that are well-connected tend to be places where people walk and cycle more frequently, especially on short trips between home and local services they visit regularly, such as schools and town centres.

In Filey there is an opportunity to create a better-connected pattern of streets and spaces across the town making it a more people-focussed environment, where walking and cycling becomes easier and more convenient.

Further west from the core towards the periphery of the town, primary roads are often congested with traffic, especially at intersections with the railway line.

Outer Filey consists largely of residential areas (built throughout the twentieth century and continuing into the twenty-first century). These developments have a car-orientated design, based largely on cul-de-sacs and dead-ends which undermine the concept of a well-connected town. Consequently these areas feed more and more traffic onto the primary roads in and out of the town.

Filey's green spaces and pocket parks are a major asset, responding to the topography of the town cliffs to create a network of linked public spaces between the ravines and major open spaces, north and south of the town.



Key

A1039	Filey Pitch & Putt
Auxiliary roads	Filey Golf Club
Ravines	Beach
Public green space	
Filey Allotments	

3.4 Leisure and Play

Overview

Filey and the surrounding area is shaped by its unique demographics. The town has an older population. This demographic supports particular sports and leisure facilities including a well-maintained bowling green and a private golf course.

In central Filey, the Filey Playing Fields Association operates a large open space for cricket, football and some community events. Filey previously had a swimming pool at Filey School on the edge of the town which closed in 2013. Filey Community Sports Club in the north of the town hosts Scarborough Athletics training ground. There is currently no gym in Filey.

A private sailing club operates at the north end of the bay, but access to non-motorised water sports could be better facilitated, benefiting both residents and visitors.

Beyond Filey

The nearest swimming pools are East Riding Leisure Centre in Bridlington (30 min train, 20 min car or 50 min bus journey) or Scarborough Sports Village (20 min car or 50 min public transport). The requirement for travel inhibits access and affordability for all ages, especially children learning to swim.

Designated Play

There are a number of play areas dotted throughout Filey. Our mapping process has highlighted areas where access is distant or inhibitive, especially for children under 12.

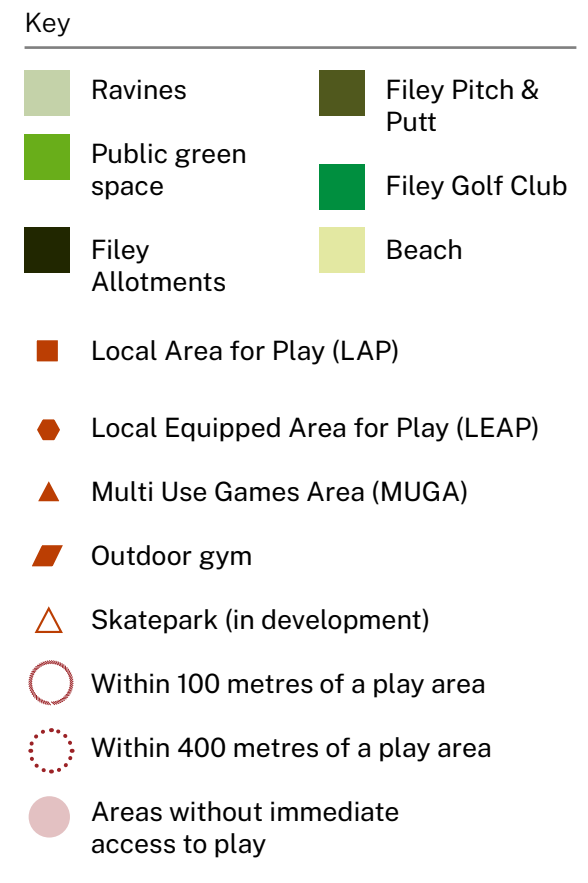
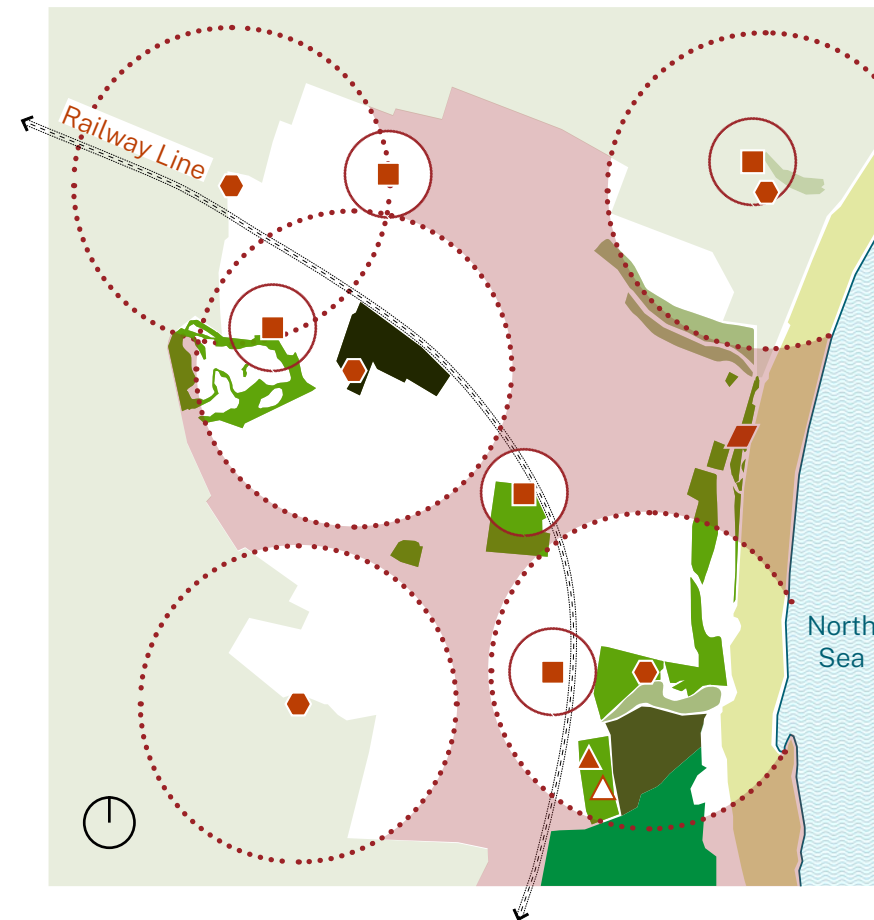
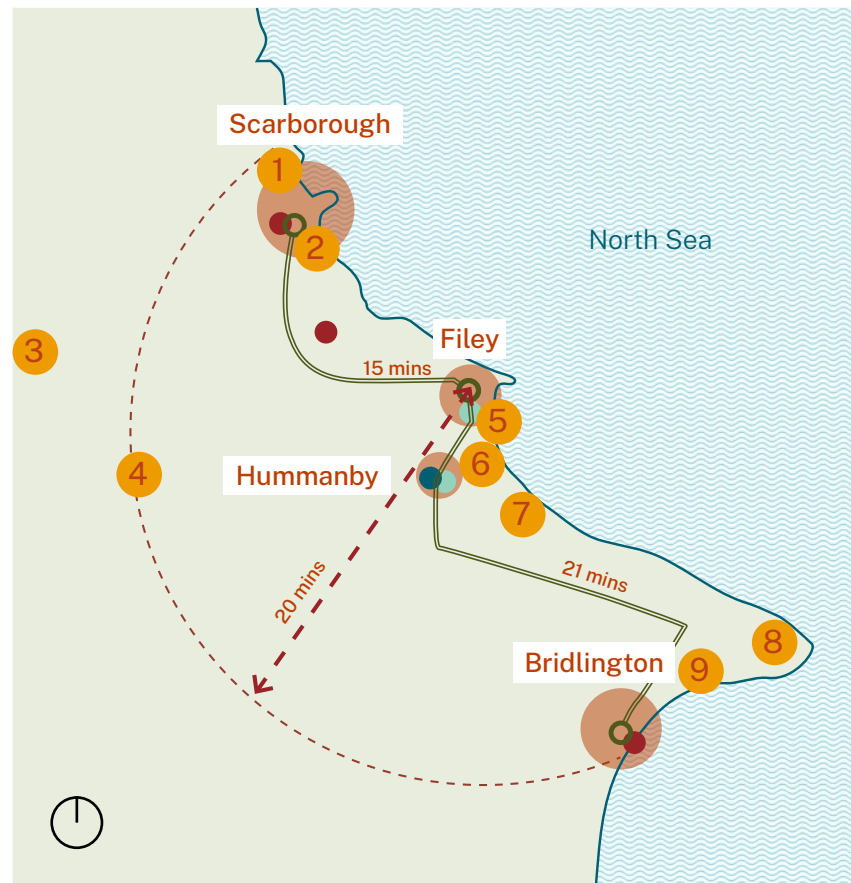
The seafront paddling pool and play parks at Copse Hill, Country Park, Glen Gardens have now been redeveloped and in January 2023, planning permission was granted for a new skate park development nearby the MUGA.

The seafront has potential to become more inclusive by providing a safe, traffic-free space for everyone, including for young people to participate in 'active play'.

Conclusion

At a micro level, opportunities exist to enhance designated play and to resolve obstacles in accessing play spaces such as physical barriers and distance to travel.

A swimming pool is a clear priority for the town's residents. The option to explore land options and economic case is recommended within this vision (5.4).



3.5 Housing

Overview

Filey is a popular place to live with high demand for affordable homes for families and smaller homes for older people to downsize. It has a stable population of families who have lived in the area over generations, but there is increasing housing pressure due to new residents, attracted to Filey as a desirable place to live. Given the town's popularity, second home ownership and homes being moved into the holiday rental market has compounded the shortage of affordable housing.

Land in Filey

Filey has little vacant or brownfield land available within the existing built-up area of the town.

Recent housing development has been focused on private sales, either family oriented (Mill Meadows), or specialist housing such as gated communities for older people (Brigg Court) and others both public and private.

Planning and Policy

The Scarborough Borough Local Plan designates land based on a Strategic Housing Land Availability Assessment (SHLAA). This both forecasts housing demand and allocates suitable sites based on land brought forward by landowners and/or the local authority. The 2021

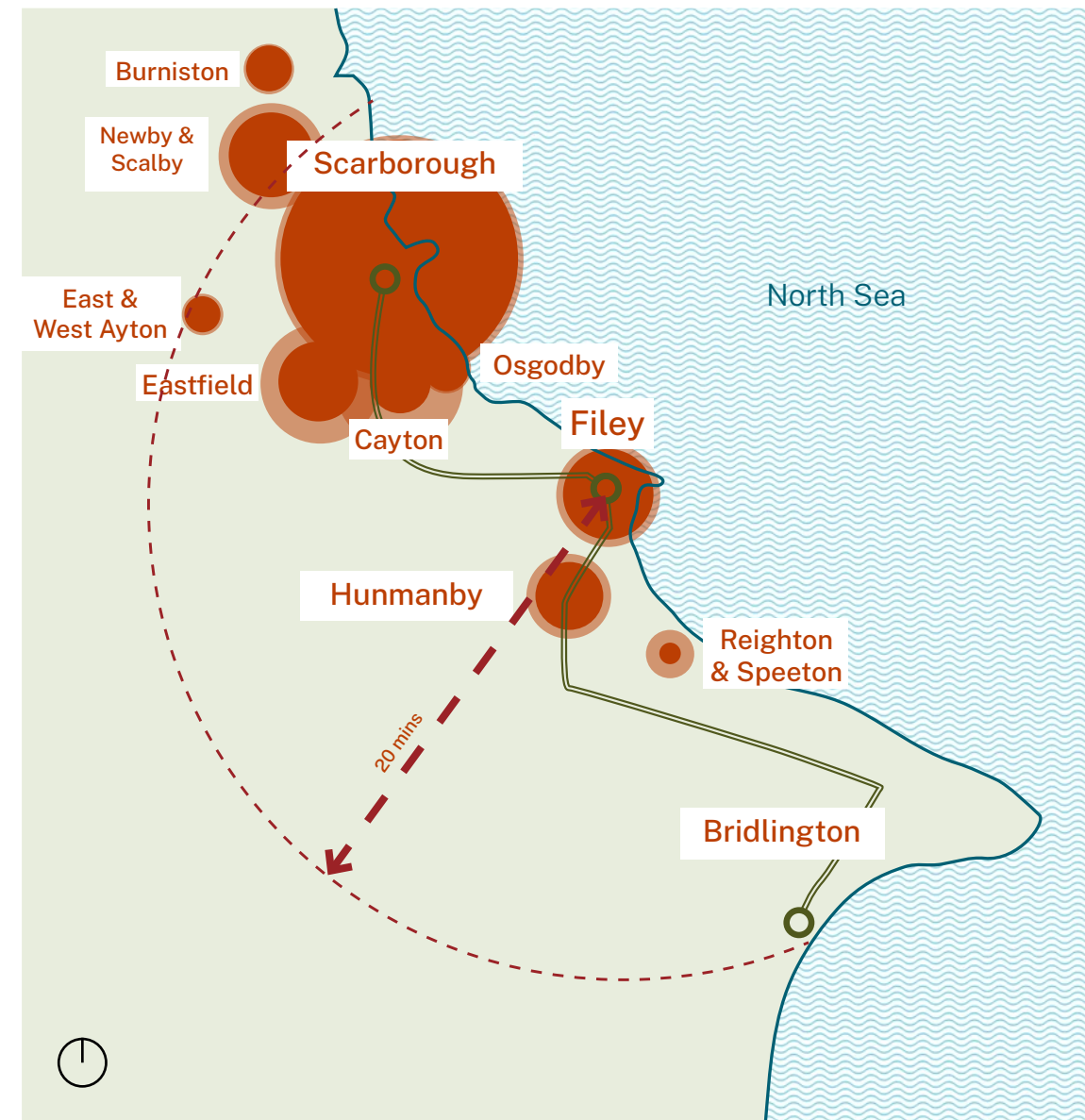
SHLAA plan has two designated sites (HA23 and HA26) in Filey which may bring forward 60 and 80 homes respectively on the two sites over the next 10 years. The new housing anticipated for Filey over the next decade is relatively low compared to neighbouring towns and villages. This poses questions for the future of Filey and its ability to retain existing residents and enable young people to stay in the town.

Beyond Filey

More new housing is proposed to be built in the villages surrounding Filey and on the outskirts of Scarborough, Cayton, Eastfield and Hummanby. There is an opportunity to consider Filey as a central hub with scope to maintain existing residents, and attract new residents from these nearby settlements to Filey for work and leisure and support its services and facilities.

Conclusion

Filey is at a pivotal phase of planning for future development, with a need to either bring forward more land to meet the local housing need, or toward a vision that the majority of growth will happen in nearby towns and villages. The latter places an emphasis on ensuring transport and other infrastructure is in place to position Filey as a hub within the wider catchment area.



Key

Burniston	population 1523 planned homes 100	Cayton	population 2328 planned homes 1425* 2500
Newby & Scalby	population 9,500 planned homes 900	Filey	population 6,981 planned 132
Scarborough	population 61,749 planned homes 310	Hunmanby	population 3,132 planned homes 168
East & West Ayton	population 1678 planned homes 40	Reighton & Speeton	population 407 planned homes 132
Eastfield	population 5,610 planned homes 1100		
Osgodby	population 1,248 planned homes 90		

* within estimated plan period
Source: Strategic Housing and Employment Land Availability Assessment (SHELAA), SBC, Dec 2021

3.6 Areas of opportunity

Areas of opportunity are identified based on geographic coverage, spatial characteristics, and the type of issues and opportunities commonly found within the area.

Identifying broad areas of opportunity creates a spatial framework within which to develop

proposals and provides a geographic focus to public engagement.

Areas of opportunity:

- Outer Filey
- Station gateway
- Town Centre
- Sea front



Mill Meadows (Outer Filey)



Station Approach



Murray Street (Town Centre)



Filey Seafront



Key

- | | | |
|-------------------------|-------------|-------------------|
| Outer Filey | Town Centre | Filey Bus Station |
| Inner Filey | Sea front | Filey Station |
| Railway Station gateway | | |

↑ Area types of Filey

4.0 Engagement

Overview

How do you make a prosperous, multi-generational town, that still looks and feels like Filey?

This question came up time and again throughout conversations with residents and other local stakeholders.

Engagement on the Vision for Filey began by gaining a better understanding of the town's story; understanding why and where change is needed, and by asking some fundamental questions about the place. This was done to build a baseline understanding of the town, and to begin developing place based themes upon which to test our understanding of the town, and to ascertain the aspirations and tolerances for change from within the local community.

Summer 2021 residents survey

Prior to the commissioning of the Vision for Filey, a survey of residents took place during the summer of 2021. The survey was administered by Scarborough Borough Council's regeneration team.

The results from this survey were used to inform early discussions with community stakeholders and led to the themes of Attractive, Active, Accessible and Resilient forming the basis of subsequent engagement activities.

Liaison meetings

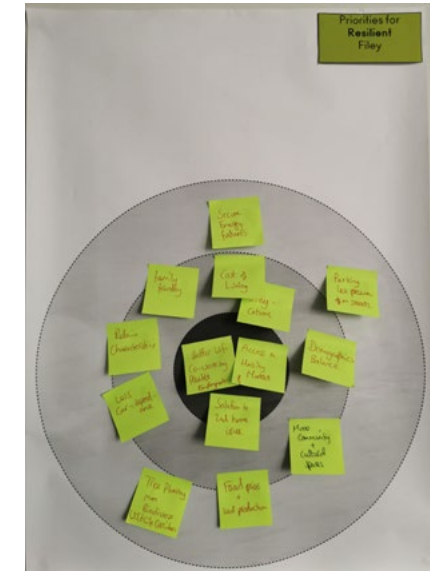
Discussions held with relevant officials and departments to 'test' the vision scope, and to draw upon expertise from Planning, Conservation, Climate Change, Sports and Leisure, and Highways.

Community stakeholder workshop

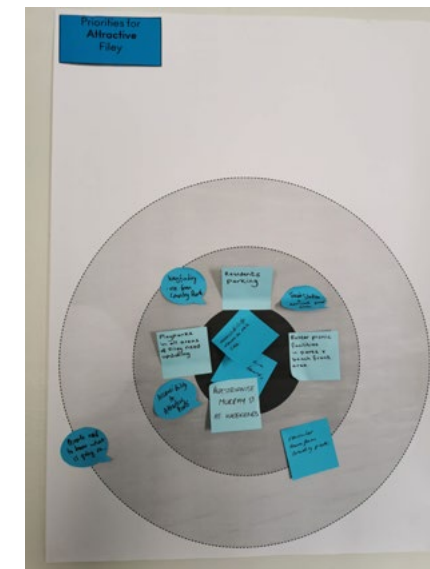
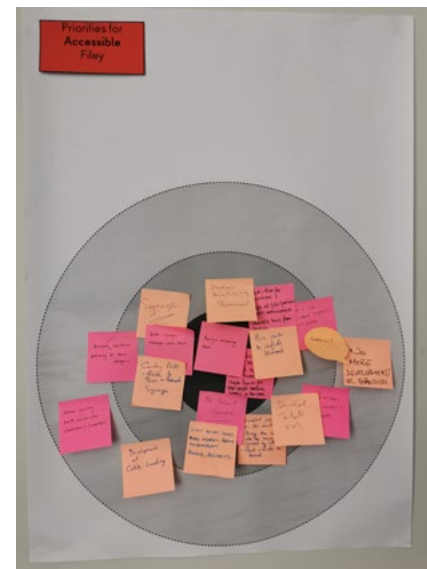
On the morning of the 18th March and again on the evening of 19th April, community stakeholder workshops were held at The Evron Centre to discuss challenges and opportunities; priorities for the town of Filey and generate evidence and ideas from which to develop proposals.

Community stakeholders participated in a collaborative design exercises around the themes of Attractive Filey, Active Filey, Accessible Filey and Resilient Filey.

We would like to thank the residents representatives of Filey, the schools and key interest groups such as Active Filey for their hard work and contributions for the Vision for Filey.



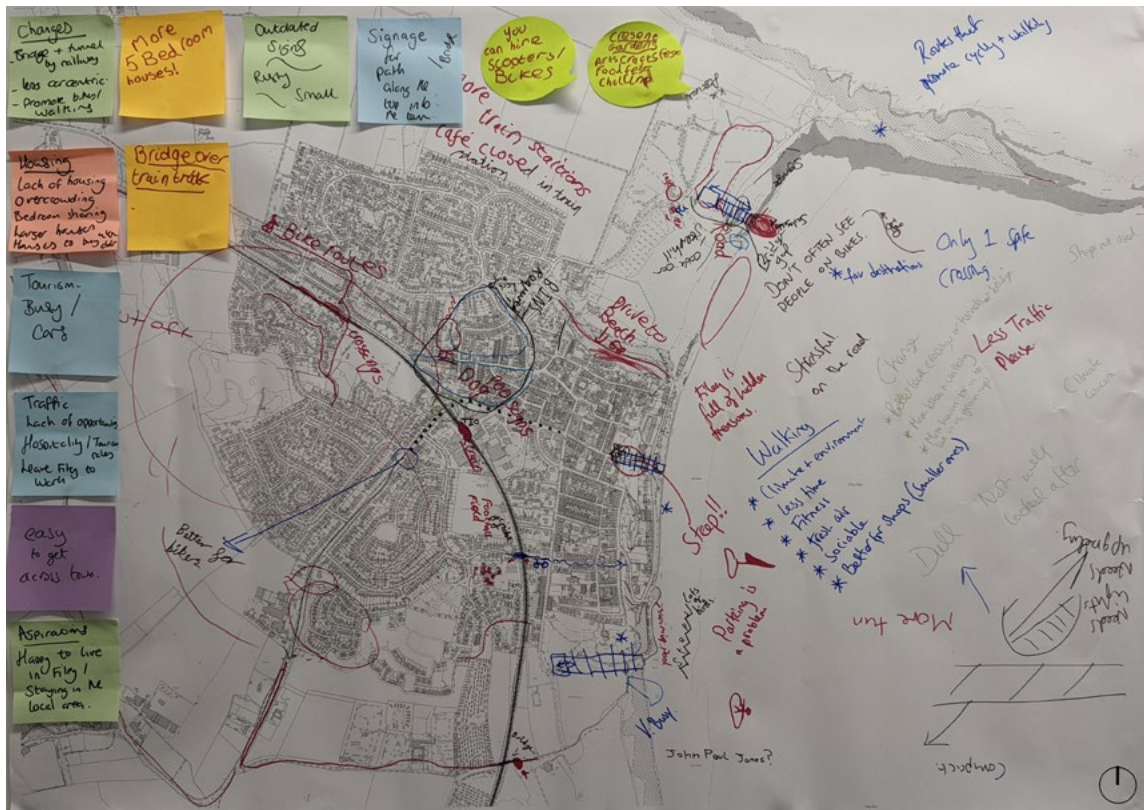
← Active, Accessible, Attractive and Resilient Filey themes explored with prioritised projects at the centre



4.1 School Workshops



↑ Workshops with Filey Junior School to discuss current experiences of the town as well as future aspirations



↑ Plan of Filey town with notes and illustrations by students from Ebor Academy looking at their current experiences and aspirations

No more plastic, more bins. Paths broken and difficult to scooter down.

People having fun, safe, less crime. Place for teenagers. Space for everyone. More shops, less takeaways...

Kayak, surfing lesson. More safer roads... an outdoor cinema in the park, theatre, spa...

I would like Filey to be a fishing town again and a bigger sailing club. Also more places to play...

10 years from now I would like to see places that welcome the youth everywhere...

Lack of housing overcrowding Bedroom sharing Larger houses

I want to see a more welcoming teen friendly centre; a bowling alley, cinema or a sports area with safe facilities

Too many things for tourists. The beach is amazing, but there are too many tourists. The public toilets are horrible.

I would like more water sports and dirt bike track. Basketball nets, a cinema, a gym

I would like to see a shopping centre... fast foods, a leisure centre and more ways to get over the train lines

...there's nowt to do. The streets are packed with cars. Don't feel welcome on the seafront - can't scoot or bike

I would like Filey to have a land train. Outskirts of Filey more difficult to get around

School workshops

In May 2022 pupils from Filey Junior school joined the project team for workshop sessions designed to draw out their experiences on growing-up and being young in Filey.

Participants' needed little encouragement to jump into the collaborative design sessions, sketching and annotating maps of Filey. Children then drew 'post cards from the future' to show their own aspirations for the town's future, and how the town will have changed for the next generation of school children.

The workshop at Filey Junior school was as interactive as it was entertaining. The affection for Filey amongst this age group is clear, but so too were concerns about the amount and speed of traffic on Filey's streets. This concern is manifest in a fear of crossing roads, and about riding scooters and bikes in the town.

A significant learning from this exercise was how the children expressed an understanding and

anxiety over generational issues such as the affordability of housing, and climate change. This brought into sharp focus the importance of helping Filey become more accessible and resilient in the future.

The team then ran a workshop with students from the Filey Secondary School with an age range of 14 to 16 years. Students engaged with the workshop with similar gusto to their younger peer group in the morning.

Students were encouraged to annotated and draw on maps of the town sharing their experiences and aspirations for a future Filey.

By the age of 14-16 a sense of frustration and feelings of being marginalised was felt by many of the participants. This provided an interesting contrast to the morning workshop and highlighted the importance of creating and maintaining opportunities for teenagers to engage and participate more in the life of the town.



← Future Filey - Filey Junior School students imagining the town 10 years from now

4.2 Consultation Open Day

Consultation open day

On Saturday 28th May members of the team and steering group, including resident representatives, shared a 'progress report' with residents and visitors in the form of presentation boards of emerging ideas and proposals at three scales:



Vision for Filey

- Seafront
 - Town Centre
 - Outer Filey
- The event was publicised locally and the team talked to residents about the early outline proposals and recorded conversations to capture general feedback.

Outdoor sports should be kept to the north as protected by the Brigg - a natural break for water sports

Storage needed for kayaks, wetsuits, paddle boards. We need showers, changing rooms and storage

We should be promoting Filey as a 'Centre for Excellence for non-motorised sport'

I like the idea of permit parking. We need to control parking and make sure residents can easily park

We need to promote the country park more - what about a farmers market or outdoor cinema?

We need a plan for Queen Street Gardens

Land trains are needed. Could we introduce a park and ride system?

Lighting down the ravines is very poor and unsafe at night and during winter

I can't park outside my own house during summer - would strongly support a resident permit throughout Filey

Country park should be an all year round destination - cafe is closed though and so are WCs

Really like the 'circular route', but can we have access to it from estates as some of us cannot walk the whole route

Can we introduce a radar key system for locals to access WCs out of season?

Seafront

- Active
- Biodiverse
- More to do in the evening
- Better amenities supporting:
 - Active lifestyles
 - Swimming
 - Boarding
 - Jogging
 - Play
- Welcoming for younger people
- Sports hire
- Shelters

Filey Masterplan Consultation Day

Town Centre

- Improve legibility and public realm around station
- Controlled access to Murray Street / St John/Belle Vue / Hope Street
- Promote local economy and independent Filey through public realm improvements, lighting and landscape
- Residents only permit?
 - All year or seasonal?
- Wayfinding scheme to help visitors navigate Filey
- Improvements to Glen gardens - cafe and play

Filey Masterplan Consultation Day

Outer Filey

- Improvements to Country Park - access for visitors, exercise and walking routes for residents
- Filey Circular - new route to connect up the town via flood alleviation areas to nature reserve and beach
- Reduce traffic movement throughout the town
- Establish West Avenue and Country Park as primary visitor parking
- Consider new potential housing growth area
- Residents only permit scheme?
 - All year or seasonal?

Filey Masterplan Consultation Day

← Presentation boards showing early proposals for Filey

← Open days held in Crescent Gardens (am) and nearby Coble Landing

4.3 Placechangers Online Consultation

PlaceChangers Online consultation

PlaceChangers ran throughout July 2022. It is a digital public engagement platform based on an interactive map accessed via a desktop, tablet or mobile phone.

The platform allowed the engagement programme to reach a larger audience, and harder to reach audiences to engage them in the Vision for Filey.

Online users are provided with a virtual tour around the town and encouraged to leave comments on existing issues and opportunities, as well as feedback on draft proposals.

Comments were broad and wide ranging from parking, to cycle infrastructure, improved WCs, to housing ownership control. Particular support was given to the circular walk, new non-motorised sports facilities and waterfront improvements to the landscape. A sample of comments feature on the right.

254
Participants

1239
Responses

The town is cut in half by the railway. A relief path is needed to allow residents to access town and the seaside

Public toilets are all in poor condition. They are essential for older residents and as a tourist destination

The locals of West Road would appreciate a bridge over the railway line

We need to limit second home ownership. Increase the housing stock on greenfield land

Seafront desperately in need of renovation. It lets the area down badly

Every holiday resort needs land train. Could it serve local residents too?

Circular walk is a good idea. Could Active Filey get involved? Filey in bloom could plant some new plants along it

Wider paths, level crossing is needed for children. Its an accident waiting to happen

Toilets
No baby changing facilities

Water sports facilities - brilliant idea - this is something we are really missing out on in Filey

Maybe have statues or sculptures along the route of the circular walk?

Recycling facilities needed throughout... and collected regularly

More cycle parking and infrastructure needed - get traffic out and bikes in

Child-friendly routes - kids on scooters and bikes should be encouraged not complained at

Multi-sports facility - we need more health and wellbeing facilities in a central location - well overdue.

As a teenager in Filey I would like more things to do in Filey and not to have to travel to Scarborough

Any activities that encourages people to run, walk, cycle and explore our amazing town sound fantastic

Have you considered a tidal lagoon as a cheaper alternative to a lido or swimming pool?

Seafront improvements are positive. More landscaping and facilities needed.

Disabled access to the beach is already very limited. Needs to be more dedicated parking

Electric vehicle charging points are an absolute must for the future

One way system will make the land train possible and improve safety. Needs to be part of a wider traffic plan for filey

Anything that reduces traffic through the town and opens it up to pedestrians is very welcome

More attractive landscaping along the seafront - yes, but we need to think about maintenance

Attractive Filey

Whilst it was helpful to think about the attractive qualities of Filey at the start of the process, and throughout public engagement. In terms of proposing new projects the theme of 'Attractive Filey' was now proving difficult to single out in terms of distinct proposals. For the simple reason that everything should be attractive, and a key part of the vision is to build upon the aesthetically pleasing character and intrinsic human scale of Filey's townscape.

At this stage in the process Attractive Filey is amalgamated in the themes of Accessible, Active and Resilient Filey.

5.0 Vision for Filey: A spatial framework

Overview

This section of the Vision for Filey is structured into four chapters: Connecting edge and centre; People focused town centre; Filey gateway; and Intergenerational Filey. Each topic containing a series of themed placemaking proposals and projects.

Translating words into proposals

Here we take the aspirations, and opportunities that are now better understood and formalise these into a coordinated framework of projects and physical interventions (large and small). This enables Filey and its community stakeholders to prioritise and coordinate its resources, with the aim of attracting future investment and funding.

What the Vision for Filey hopes to achieve is to create a framework to sow the seeds of positive change and allow the people of Filey to grow the town to their changing needs. In this sense the plan is a spatial expression of the collective aspiration to improve Filey, by building upon its many existing qualities. It has been produced with the involvement of the local community, and is representative of many voices. It offers younger residents, and future generations an opportunity to bring about a more sustainable way of life for the town.

A soundness test has been applied to each of the four main topics to appraise the contribution each set of proposals will make towards achieving the overall objectives of the vision:

- Accessible Filey
- Active Filey
- Resilient Filey

Accessible Filey means...

Future funding to ensure the town, its streets and public spaces, can be reached and entered by everyone, taking into account the full range of users to enable safe and convenient access and movement. Prioritising active and shared travel, before private vehicles.

Ensuring Filey embraces diversity and is welcoming, inclusive and stimulating for people of all ages and backgrounds.

Active Filey means...

Supporting and sharing the ambitions and ethos of the existing Active Filey residents' group, which helps people to get active by promoting health related activities and sports opportunities such as cycling, jogging, walking and watersports. Creating local opportunities for participation totally inclusive of age and ability.

Resilient Filey means...

Wherever possible to help future proof Filey by increasing the town's ability to absorb and recover from future 'shocks' and hardship caused by climatic, economic or social conditions.

A resilient Filey is a place with enduring characteristics able to attract all generations to live and work in the town. Social isolation is reduced amongst its younger and older residents in particular.



5.1 Connecting edge and centre

Overview

In the latter half of the 19th century 'Old' and 'New' Filey were joined by the development of Hope Street and Union Street. In the early 21st Century it is again necessary to better unite the town by better connecting the town's residential periphery with the town centre and seafront.

Physical barriers such as the railway line, cul-de-sac street networks, and traffic congested routes all undermine the potential for people to walk and cycle around the town. This has resulted in a movement network often dominated by traffic and funnelled through a number of 'pinch points' on the network that discourage active travel such as walking and cycling.

With a relatively small urban area, and flat topography, Filey has the physical attributes of a town in which walking and cycling (active travel) can be the first choice.

Benefits

- Encouraging both circular and direct connections
- Health and well-being benefits of active travel
- Child-friendly routes

Challenges

- Culture change
- Overcoming physical barriers of the railway line
- Overcoming steep contours of the ravines and cliffs
- Funding

Stakeholders

- Active Filey group
- Residents
- Filey Town Council
- Local Government
- Local amenity and interest groups

Accessible

At the heart of proposals made under 5.1 Connecting edge and centre is the aim of better connecting people to the services and places they want and need to go on a regular basis. In addition to new walking routes, crossings and child-safe cycle routes are proposals to introduce new and expand existing shared travel modes.

Active

Proposals and interventions are primarily about taking advantage of Filey's unique outdoor environment to encourage active lifestyles in the form of exercise and active travel. This will be achieved by making Filey's streets and spaces more convenient and safe for pedestrians and cyclists.

Resilient

By making active travel easier and more convenient the proposals put forward under 5.1 will reduce the cost of shorter journeys and reduce reliance of fuel consumption.

Shared and active travel also have the potential to reduce social isolation by increasing personal mobility and access to everyday services and social activities.



5.1 Connecting edge and centre

A Filey Circular

A circular walking corridor that connects Filey to the County Park, flood alleviation zones, nature reserve, Filey bird garden and animal park and beach to promote physical activity and improve connectivity for residents and visitors.

The route should:

- Provide clear wayfinding signage and information for walkers to clearly navigate the route and also join from surrounding neighbourhoods
- Link the West Avenue and Country Park together and promote alternative routes for visitors to explore Filey
- Improvements to exercise circuits at Country Park
- Play equipment to be upgraded at Country Park
- Opportunities for small incidental play throughout
- Opportunities for informative displays to educate about land issue i.e. flood alleviation, wildlife, and climate change
- Subject to detailed investigations over rights and access

B Improve pedestrians crossing points

The train line divides Filey in half, resulting in two distinct sides to the town. This is reinforced by poor pedestrian crossing points and roundabouts that are poorly signposted, in poor condition and poorly lit.

The crossings with the support of Network Rail should be:

- Resurfaced to cater for young and old persons to promote active travel
- Clearly signposted routes
- Illuminated to make legible and create the perception of a safe route



C Child safe cycle routes

Public realm and highways improvements to prioritise the safety of pedestrians and cyclists along designated routes between the Infant School and Primary School and the seafront.

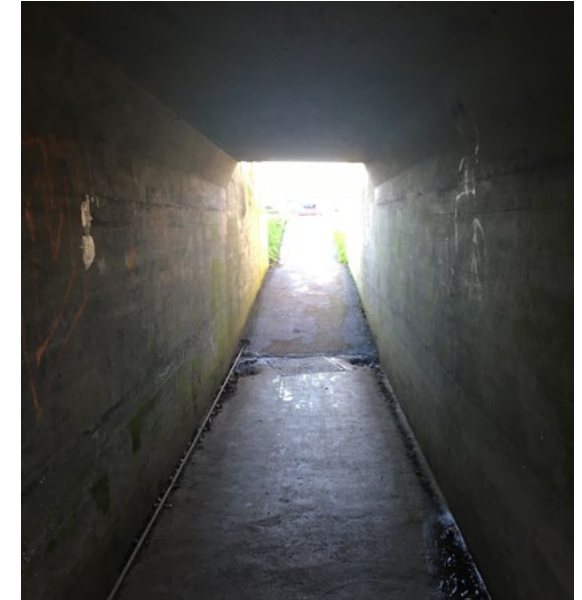
- Route 1 junior school to seafront: West Road -

Norman Crescent, Station Road, Station Avenue Murrary Street, Cargate Hill.

- Route 2 Infant School to seafront: Clarence Drive - Underpass, Clarence Avenue, Southdene, South Crescent Road, Crescent Hill.

↑ Current routes across the trainline are illegible, inhospitable and could be deemed inaccessible

Underpass to infant school →



Key

Filey Station

Filey Bus Station

Filey circular route

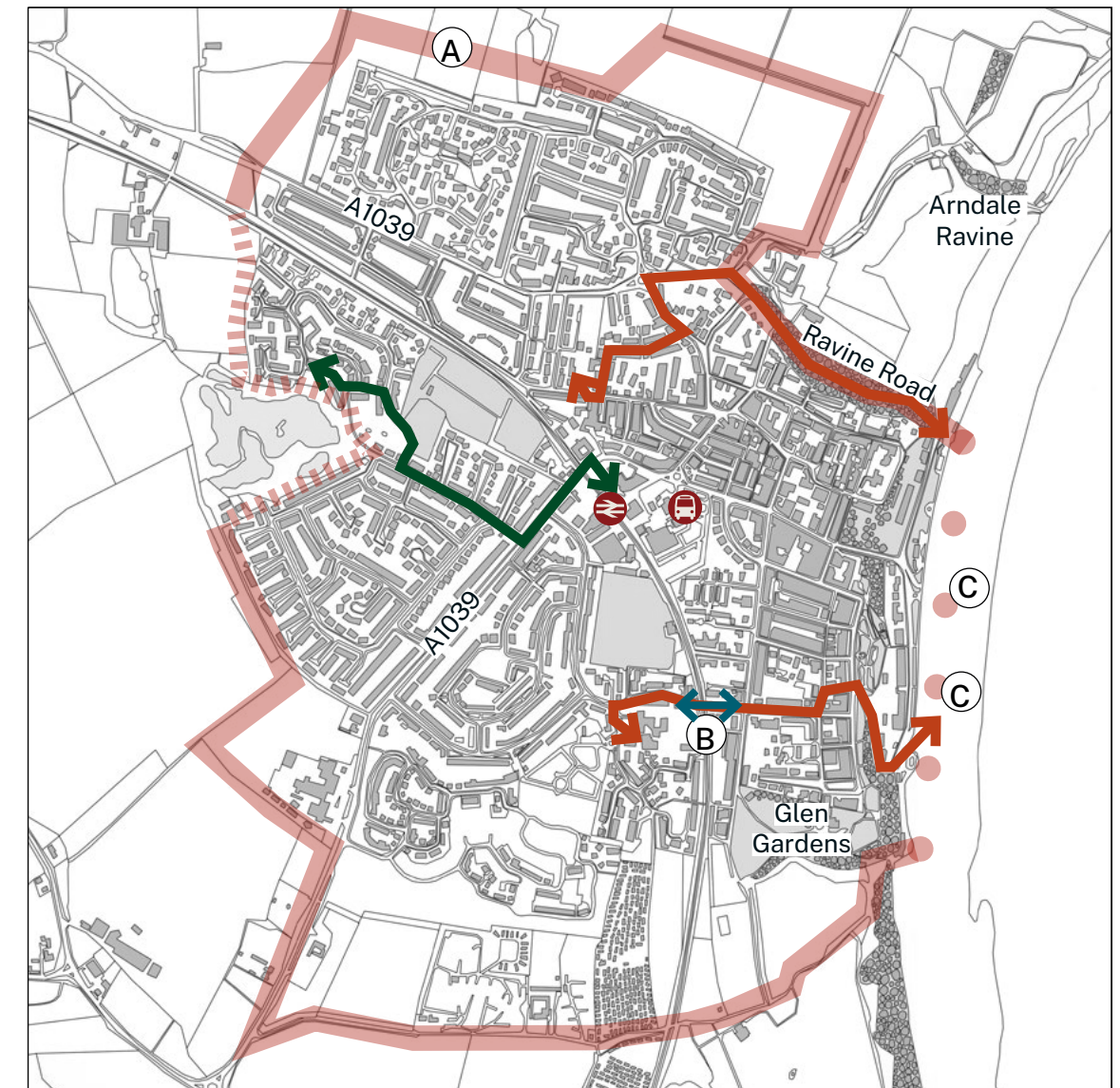
Child-safe cycle routes

Improved connections with the Nature Reserve

Over private land, subject to agreement

Crossing route

* Routes subject to detailed design with statutory consultees



5.1 Connecting edge and centre

D Country Park / West Avenue transfer station

Much of the vision relies on the implementation of parking measures to encourage daytrippers arriving by car to park at either the Country Park, or West Avenue car park.

A suite of measures will be needed to implement this change. Access to and from the Country Park is currently difficult to navigate owing to natural topography and poor wayfinding.

- Land Train or other appropriate means of passenger transport connecting Country Park and West Avenue car park via a seafront and

town centre stops.

- Potential for a 'Country store' as part of the station/terminus at Country Park.
- Safe direct walking routes between both main car parks and the seafront to allow people of all ages and mobility to use the routes.
- Country Park improvements including signage, walking routes, access to and natural surveillance of the open space and Play Area
- EV parking and charging at both main car parks.

E Community bus

A existing community bus service is in operation, but its future uncertain. To aid traffic flow and reduce multiple small journeys by residents and alleviate pressures on limited parking, securing the future of this service is a high priority. Community bus is an opportunity to provide a local service for tourists and visitors to and from car parks.

- Funding sought to secure the future viability
- Consider designated routes

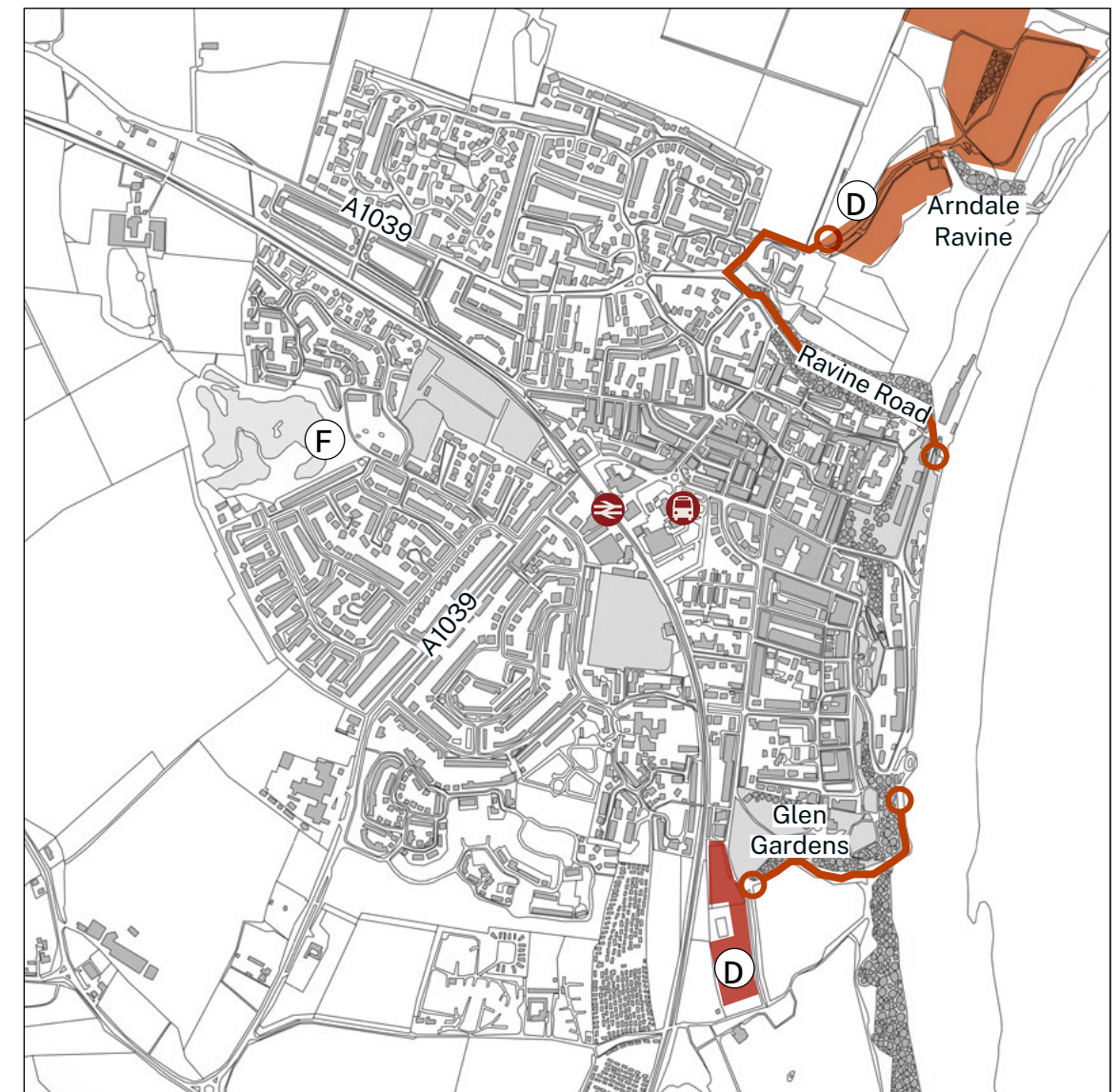
F Filey Dams footway link

Improved access and awareness of the Filey Dams Nature Reserve.

- Off road walking route from the residential areas between Muston Road and Scarborough Road into the Station Gateway area.
- Off road access from residential areas between Muston Road and Scarborough Road.
- Better access to and natural surveillance of the open space and Pastures Play Area

G Disability and access survey

Disability and access survey to be commissioned to assess all needs of wider town looking at the movement for residents and visitors.



5.2 People focused town centre

Overview

Encouraging street networks that prioritise pedestrians and cyclists, and offer safe and enjoyable routes around the town centre and seafront for all to enjoy.

At the heart of this project is the aim of freeing up more space for people to walk and cycle, to socialise, to play without the risks associated with traffic.

Creating space for independent shops, cafés and restaurants to spill-out and take advantage of higher footfall is another key consideration.

A thriving street-life will help to support the local economy, and make vital contributions to the creation of a more active and convivial town centre throughout the daytime and evenings.

By limiting some traffic movement and making more space for people and landscaping, the micro climate will also benefit from cleaner air with fewer exhaust fumes from idling engines. This can be transformative in terms of people's sensory experience as the sights, sounds and smells from cafés, restaurants and shops fill the streets.

Taking space and priority away from vehicles is not without challenges and is likely to be met with some initial opposition. Bringing about a culture change over time is best achieved iteratively with the introduction of controlled access streets at specific times, on specific days.

Much of the Vision for Filey relies on the implementation of a parking strategy and measures geared towards encouraging visitors, especially

daytrippers, to park at either the Country Park, or West Avenue car park. A suite of measures will be needed to implement this change.

Pavement licensing is paramount to allow local businesses to benefit from proposed pedestrianisation. There is a perception that without parking on the street outside, local trade will suffer. However, the opposite is usually the case, but local traders must be afforded every opportunity and given flexibility to take advantage of the higher footfall and convivial streets.

Benefits

- More space to support local businesses
- Public realm and highways improvements to prioritise the safety of walkers, wheelers, joggers, cyclists and children
- Improved local environment and cleaner air
- Permitted and blue badge parking
- Biodiversity
- Active and shared transport use
- Stimulate evening economy

Challenges

- Culture change
- Parking provision
- Servicing arrangements
- Licensing
- Funding

Stakeholders

- Filey Businesses
- Filey Town Council
- Active Filey group
- Residents
- Local amenity and interest groups
- Local Government (Highways)

Accessible

Achieving a more people-focussed town centre is inherently accessible as it is about promoting greater choice and removing barriers for all users.

Viable alternatives for accessing and moving around the town centre are required to reduce the burden of visitor parking and traffic congestion on town centre streets, along the seafront, and town centre residential streets.

Active

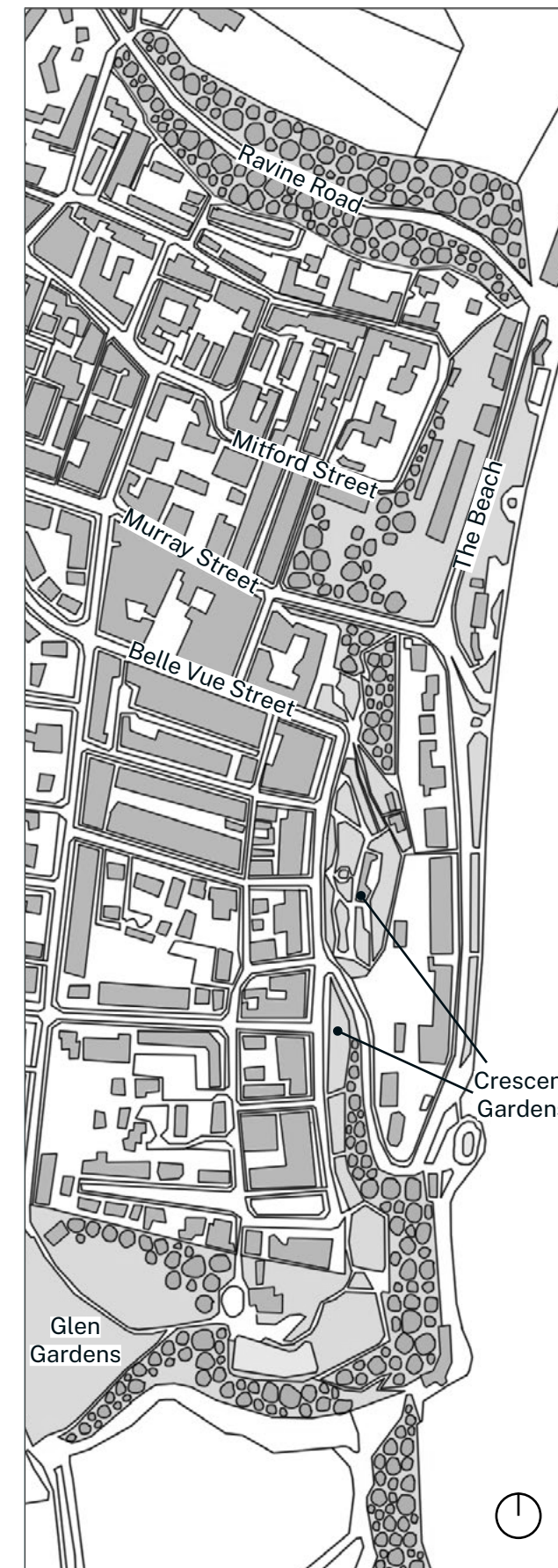
A key consideration of the proposal to create a more people-orientated town centre is a desire to free-up more space for people to include more physical activity in their daily lives such as visiting the town centre, doing the school run, or taking the kids to the beach.

Whilst for some being active involves higher intensity exercise and sports, for many people the chance to walk or cycle more in their daily lives can have transformative health benefits.

Resilient

The proposals included under this topic will lead to biodiversity gains through landscaping in streets and spaces that encourage a more diverse mix of flora and fauna.

Landscape can be designed to support sustainable drainage by absorbing rainwater run-off, and provide cooling shade during high temperatures. It can also be an opportunity for children to develop cognitive skills through play, and for supporting communities by providing growing space.



5.2 People focused town centre

A Controlled access high streets

Creating the space for people to walk and cycle, to socialise, to play without the risks associated with traffic.

- More space for people to move freely.
- Encourages shops, cafés and restaurants to 'spill out' into the street to create a vibrant, convivial and people friendly street life.
- Public realm improvements to remove obstructions and clutter and retaining the scale of the historic streets.
- Improved lighting and environmental performance with feature lighting to key buildings and spaces.



Murray Street →

B Land train

A low emissions multi passenger transit system that connects the major parking hubs at the Country Park and West Avenue is critical to alleviating the pressures of traffic congestion and visitor parking from the town centre.

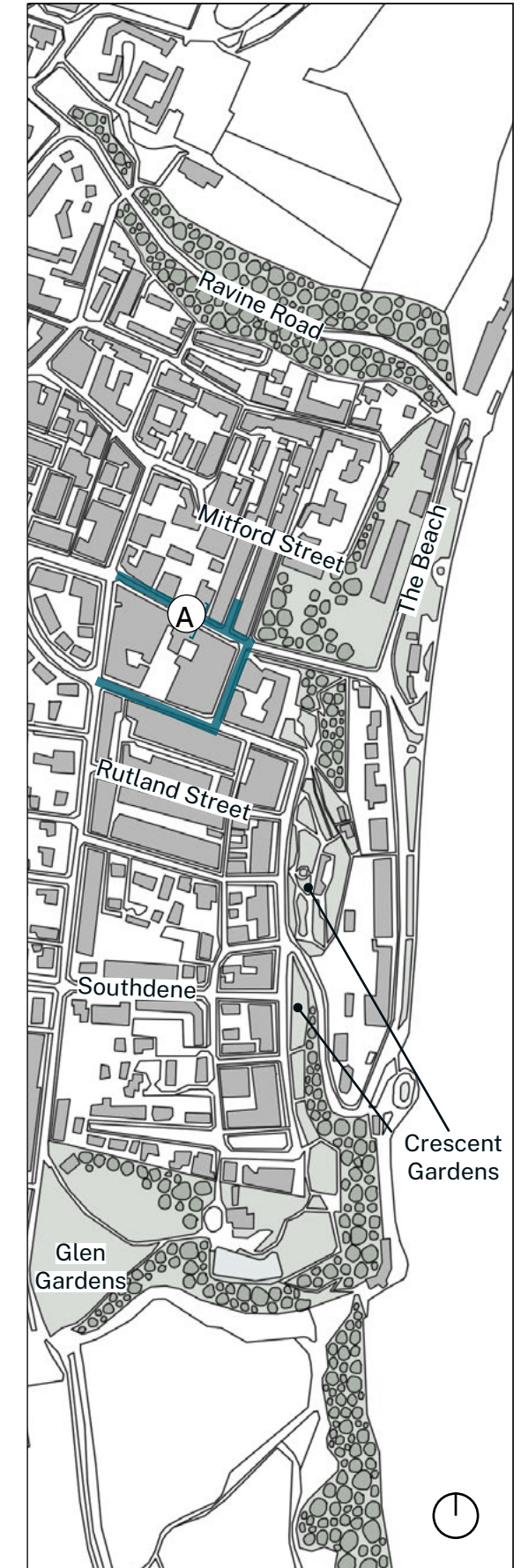
- Proposed route runs clockwise from The Country Park with stops for The Beach, Glen Gardens / West Avenue car park/ town centre / train/bus station.

C Wayfinding

Navigating visitors around Filey is key to the new visitor parking strategy proposed. If visitors are to park in Country Park and West Avenue, then clearer wayfinding is need. It may also help diversify visitors to visit the town centre shops, Glen Gardens, take the circular walk, the beach or one of the many other attractions in Filey.



↑ Murray Street traffic



5.2 People focused town centre

D Parking measures

Filey is popular all year round with visitors coming to enjoy the town and its natural landscape. But the arrival of very large numbers of visitors, in particular daytrippers, results in conflict and extreme pressures on local streets.

A resident only permit system should be considered Filey wide to:

- Reduce through traffic in Filey
- Make the streets safer
- Promote day visitors to use designated car parks at West Avenue and Country Park
- Work towards a situation whereby residents can park nearby their own homes

E Landscape and play

Complementing the excellent Filey in Bloom and Friends of Filey Parks by introducing greater biodiversity through landscaping in streets and spaces that encourage a more diverse mix of flora and fauna. Landscape will be designed to support sustainable drainage requirements and can be an opportunity for play, and for supporting communities, and providing growing space.



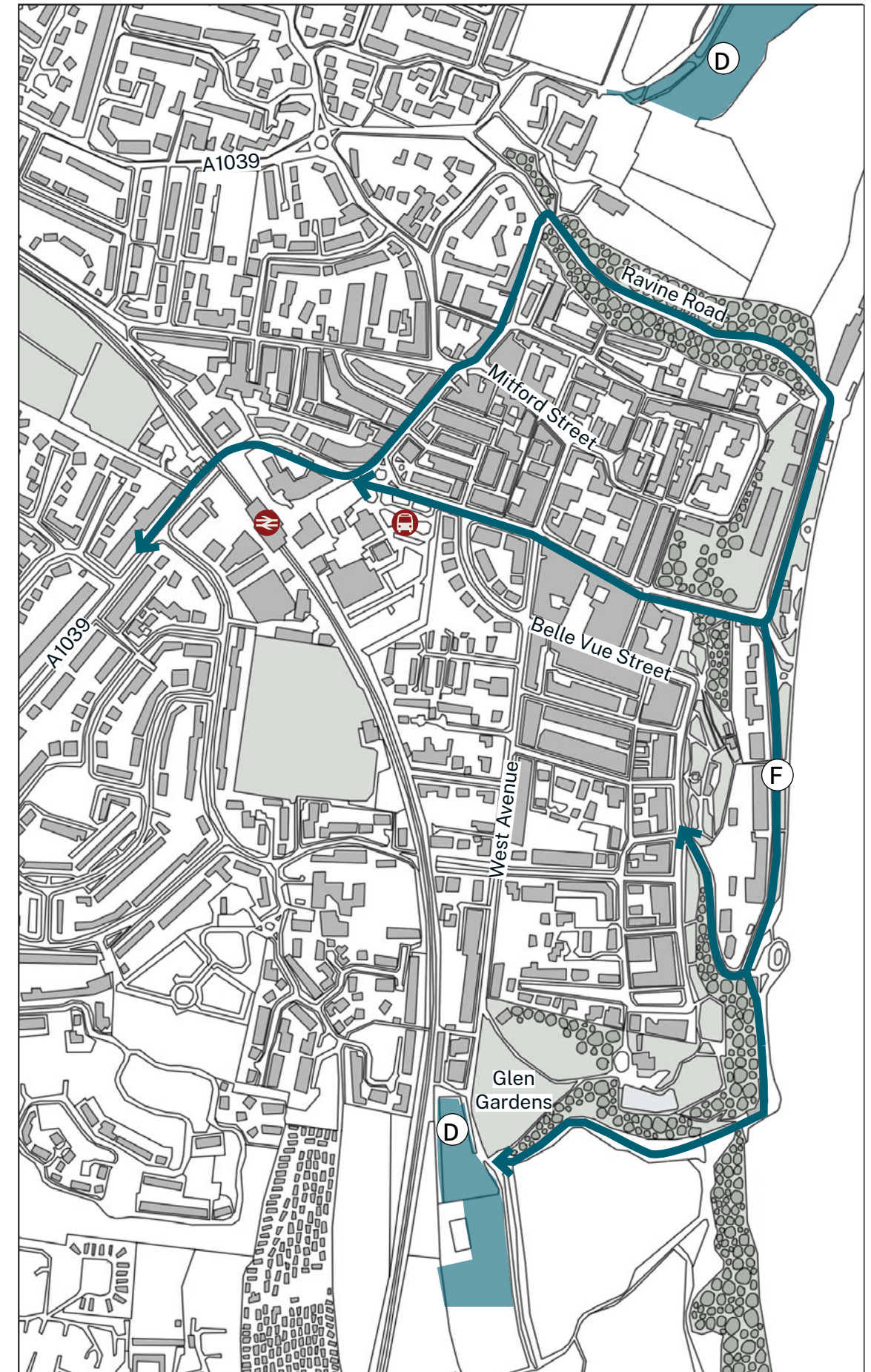
↑ Greener Grangetown, a SUDs scheme in Cardiff City Centre

- Greater biodiversity
- Opportunities for community growing and food production and educational aspects of this
- Sustainable drainage and cooling benefits of greener streets.
- Allow children to develop cognitive skills

F Active travel circuits

Public realm and highways improvements to prioritise the safety of walkers, wheelers, joggers and cyclists along a designated circular route through the town and along the seafront popular with residents as part of their

- regular exercise.
- Encouraging more people to take up active travel and exercise
 - Prioritising active and healthy forms of movement over car-based mobility
 - Subject to detailed design



5.3 Filey gateway

Overview

Filey station is important transport interchange for residents and visitors alike. For residents it provides access to a range of large and small rural towns, facilities and jobs. For visitors it provides an affordable, car free access to the town without placing strains on car parking.

Both help Filey be a prosperous place, achieve lower carbon means of transport and are considered affordable. The trainline was cited as a vital lifeline for many residents throughout engagement by comparison to other means.

It is for these reasons why the train station and immediate surrounding area is vital to the future of the town to form a welcome and legible place to use.

The message of a fresh focus on inclusivity, active travel and public transport, starts here, so the quality

of public realm, ease of movement, and clear wayfinding is critical.



With the development of the Railway Station Gateway site, the proposal will improve connectivity around the town and provide a new multi-sports and social centre in the heart of the town.

The area around Filey train station has vacant and under-utilised land which is an opportunity to seek to provide the community with a central and accessible multifunctional space.

There is the potential to upgrade the frontage along Station Approach with the introduction of a small number of commercial units on the rear of the ITC building, station workshops and environmental and landscape improvements.



Key

-  Filey Station
-  Filey Bus Station

Accessible

Station Gateway proposals will improve the welcome and access to and around the interchange, improving the town's accessibility for public transport users, as well as pedestrians and cyclists.

Explore proposals to incorporate a new sports/social space to provide interest and a sense of belonging and ownership for younger residents - in particular teenagers - in the heart of the town.

Active

Improving wayfinding between the station and town centre through public realm enhancements and landscaping is designed to encourage more people to choose shared &/or active travel when visiting the town centre.

The Station Gateway can act as a sustainable transport hub providing people with a destination from which to transfer from train, bus or cycle to foot and vice versa.

Resilient

Improving the experience of arriving and departing Filey town centre by public transport will support the sustainability of rail and bus services by encouraging increased patronage. Reliable and frequent rail services are an imperative part of the mix in terms of economic, climate and social resilience.

Benefits

- Improved arrival sequence and wayfinding
- Rail operators / users
- Younger residents
- Commercial opportunities
- Sports/youth teams and clubs

Challenges

- Landownership
- Funding

Stakeholders

- Landowners
- Network Rail
- Filey Town Council
- Active Filey
- Schools
- Youth groups
- Residents
- Local amenity and interest groups

↓ The arrival at Filey station is currently unclear and illegible. It is currently privately owned



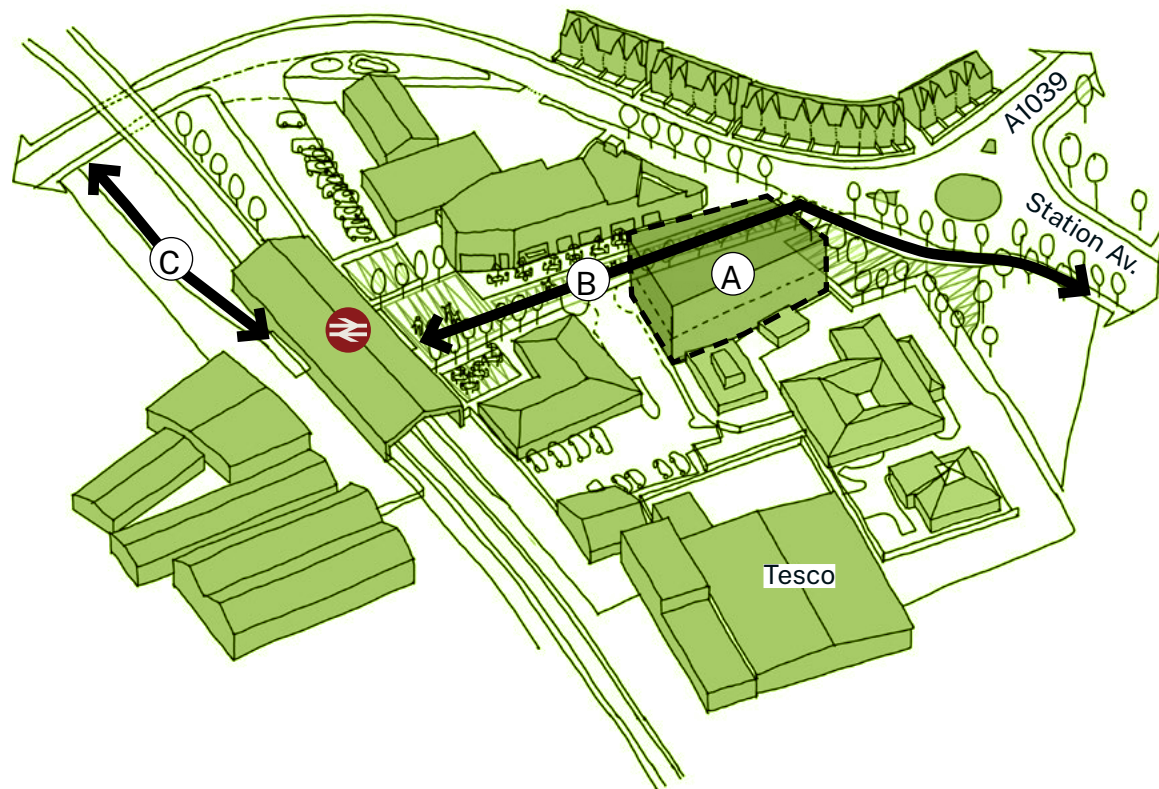
5.3 Filey gateway

A Multi-sports/social centre

The area around Filey train station is popular with young children. A number of vacant sites and areas of underutilised land present an opportunity to provide the community with a central and accessible multi-functional space. Clarence Drive is a suggested location. During the consultation event there was strong support and

enthusiasm for more town centre facilities.

- Flexible, functional and adaptable; a multi-use venue
- Space for young people, in particular girls
- Sports and community events
- Provide an attractive, active, vibrant and colourful arrival to the town.



Key



B Improve arrival sequence

Improve the legibility for residents using the station and visitors arriving in the Town through improved wayfinding and signage.

- Hard and soft landscaping improvements
- Slower/reduce traffic movement
- Active shop frontage at ground floor level
- Clear wayfinding to the town centre, beach, park
- Secure cycle parking for commuters and visitors
- Lighting to set or change the mood after dark, leading to safer streets, bolstering the evening economy and enliven the approach to and from the station.



↑ Station approach

C Station access (West)

Improve step free access to and from platform 2 where the current access arrangement is inadequate.

D Access to playing fields/sports ground

Provide safe routes to the Filey Gateway area. Despite being located in close proximity to Filey Station, access into the sports grounds and playing fields is convoluted and the recreation ground feels cut off from the town centre. This proposal seeks to:

- Provide safe routes to the Filey Gateway area.
- Improve wayfinding and access to better integrate the recreation ground within the Filey Gateway area.
- Make the ground accessible to people travelling by public transport.
- Liaison with Network Rail essential.

5.4 Intergenerational Filey

Overview

Public and stakeholder engagement revealed that the majority of residents and visitors who engaged in the process would like to see incremental change that builds upon the town's existing qualities as opposed to wholesale change. Within this aspiration to evolve the town was also a recognition of the importance of providing more opportunities for Filey's younger generations.

Engagement with younger residents revealed an affection for the town but also frustration at a lack of 'things to do' and a sense of being marginalised. Indeed spatial analysis backs-up this perception, especially for young adults where facilities tend to be located away from the more accessible locations in the centre of the town.

A key consideration is therefore how to better include younger people, especially teenagers, in the daily life of the town. Introducing new, and adapting existing facilities and services will help to grow participation and inclusion of a younger demographic.

This is better achieved in a way that brings generations together to share their town both spatially and temporally. For this reason the proposals are designed to promote shared uses and mutual benefits, as opposed to segregation.

Benefits

- Public realm and highways improvements to prioritise the safety of walkers, wheelers, joggers, cyclists and children.
- Greater biodiversity
- Stimulate evening economy
- Adaptable, multi-benefit use of existing spaces and buildings
- Empowered and engaged younger residents

Challenges

- Culture change / perceptions
- Funding
- Land ownership
- Mobilisation of user groups

Stakeholders

- Filey Businesses
- Filey Town Council
- Local Authority
- Schools
- Active Filey
- Residents
- Youth groups
- Local amenity and interest groups

Accessible

Proposals recognises that people's needs are not all the same and seek to better include the needs of all, taking into account the full range of ages and abilities.

A place cannot be truly accessible until everyone regardless age and background feel welcome and apart of everyday life.

Active

Increasing the active participation and representation of all age groups in Filey is at the heart of proposals made under 5.4 intergenerational Filey.

A major challenge is getting both young adults, especially teenagers, and older adults active, to help prevent the physical and mental health implications of being inactive.

Resilient

The resilience of a town's population relies in part upon intergenerational bonds. Whilst such familial ties are often strong, communities with higher levels of intergenerational mixing tend to be less vulnerable to future economic, environmental and social 'shocks'.



5.4 Intergenerational Filey

A Active and biodiverse seafront

'The Front' is a significant asset to residents and visitors of Filey. However, the routes are narrow in places resulting in conflict and inhibiting active travel. The beach is heavily trafficked and with extensive parking.

The Front (Prom) should:

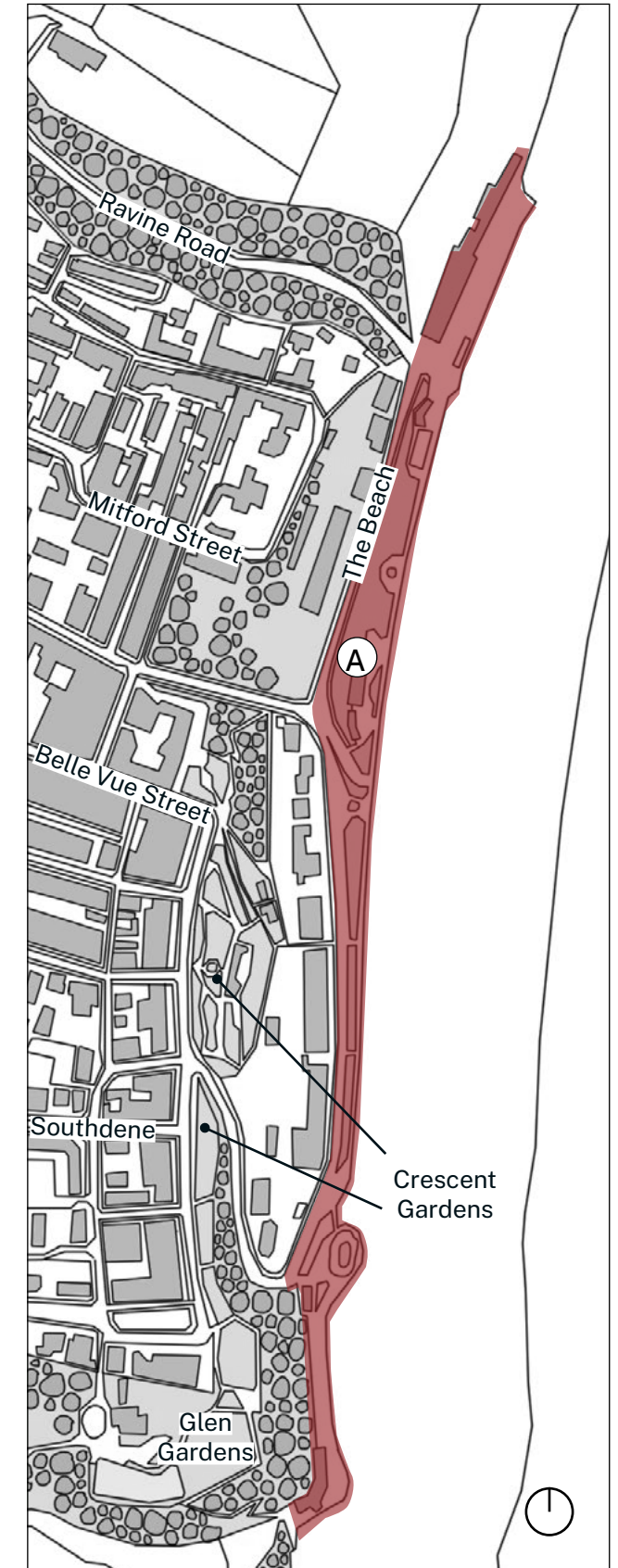
- Promote a wider range of users including people on bikes, scooters and skateboards.
- Encourage younger children to play freely without risk of conflict with other users
- The Beach should be reconfigured to accommodate only residents and blue badge holders for parking.
- The pedestrian areas should be landscaped to improve biodiversity
- Places for shelter from the sun, rain or wind should form part of the landscape
- Imaginative play should be incorporated into the landscape that promote sensory and tactile experiences.



↑ Perspective



Bexhill on sea: Wide promenade, biodiverse planting, high quality landscape, space for play and shelters →



5.4 Intergenerational Filey

B Glen Gardens - natural play

Glen Gardens is currently a popular attraction for residents and visitors. Currently the play area is popular with families and visitors.

This is a great opportunity for a larger play park utilising natural materials in the context of the park. The park should cater for children under 12 (with the multi use games area (MUGA) and new skate park nearby offer a varied range of accessible and imaginative play that is inclusive. The play area should remain unfenced and barrier free.

C Glen Gardens - cafe

The cafe is an excellent facility, but underused, especially out of the main tourism seasons.

There is an opportunity to refurbish the cafe and WCs including the public realm and landscape outside. Opening hours, particularly in the winter months and after schools should be promoted.

D Dedicated play

Our mapping in section 3.4 (page 15) identified shortcomings in local play provision for younger children. The hatched area identified in the plan is where children currently don't have access to play areas within short walking distance for their age range.

Play provision within this area needs to be brought forward to provide play facilities to meet local needs.

Funding has already been committed to three play parks – these are at Copse Hill, Country Park and Glen Gardens, with work having commenced in 2022.

E Evron Centre

The centre is currently underutilised for leisure and community purposes. It could be converted easily to a flexible working hub to attract professionals or promote local businesses to the town. The theatre could be better used and programmed to support the community.

- More facilities for teenager residents, such as Filey independent cinema

F Housing options

Affordability of the local housing market is a major concern for younger generations of the town at risk of being forced away from the town. There is currently 132 new homes planned for next 10 years. More sites could be brought forward with affordable options designated for Filey residents.



Key



Filey Station



Filey Bus Station



G Swimming Pool

There is significant interest and support for a public swimming pool in Filey.

- Commission business plan to set out viability and funding required to design, build and operate
- If successful, commission a feasibility study to identify potential sites

5.4 Intergenerational Filey

H Sea swim and hire hub

The provision of a one stop fully accessible facility to promote and support active, non motorised, use of Filey Bay. Working with 'Active Filey' and local businesses to establish new facilities that make the most of Filey's bay and the natural wake from the Brigg.

The facility presents a great opportunity to work with local networks including schools and youth groups.

New facilities should promote and support safe and affordable access to:

- Board hire
- Wetsuit hire
- Water and sun protection
- Surf/paddle schools
- Changing/shower/WC facilities
- Safe storage facilities
- Equipment storage
- Meeting/socialising space

J Coble Landing

Stimulate the town's evening economy with the provision of food and beverage specialising in sustainably sourced, and local produce.

Coble Landing benefits from the early evening sun and lends itself to becoming a renowned destination for seafood restaurants and cafés.

Management strategy to promote fishing and businesses to coexist

- Diversification of businesses (and offerings) to encourage all year round use
- Promote late opening hours
- Simple improvements to public realm such as improve lighting and cafe and outdoor dining areas.

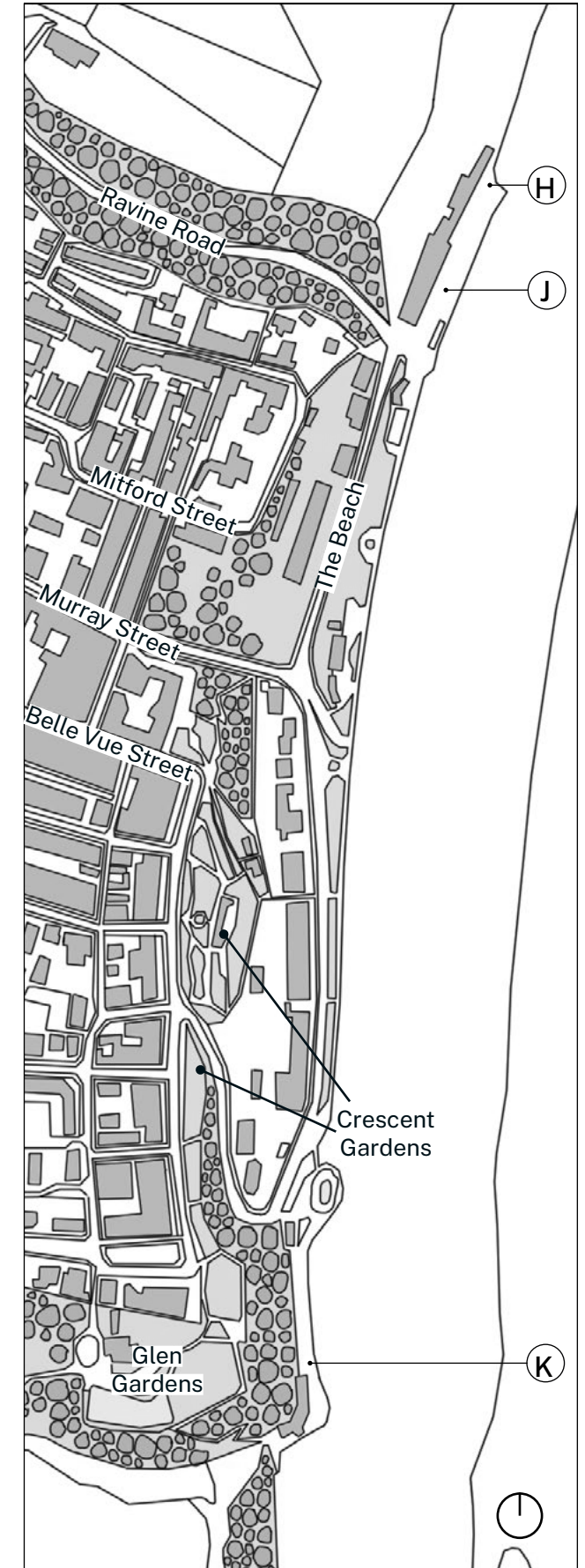
K Royal Parade refurbishment

To compliment an improved all day offering for residents and visitors, the parade is an opportunity to improve family orientated provision.

- Refurb Changing/WCs/Café should be a priority

- Beach huts/chalets to be modernised and the landscape around improved
- Smaller shops to promote diversity of offerings to be considered to encourage all year round use

↓ Out of season royal parade is underutilised



Overview

Vision for Filey is drawn from the ideas and aspirations of its residents, and the town now has a clearer and coherent spatial framework of proposals from which to attract inward investment and draw down regional and national funding.

Key recommendations

- Commission a delivery and funding plan to be finalised for adopting the Vision for Filey.
- Establish a Young Persons Panel for Filey and engage with Filey School's ambassadors/ school councillors.
- Formalise 'Active, Resilient and Accessible Filey' within the governance of Filey through an elected champion and/ or working group made up of community stakeholders and officials.

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With thanks to resident representatives of Filey for their hard work and contribution, Active Filey for their detailed responses and Catherine Welch for her contribution towards the history of Filey.

Presentation Boards

Below are the presentation boards outlining early proposals presented to residents on 28th May 2022.

Town Centre

- Improve legibility and public realm around station
- Controlled access to Murray Street / St John/Belle Vue / Hope Street
- Promote local economy and independent Filey through public realm improvements, lighting and landscape
- Residents only permit?
 - All year or seasonal?
- Wayfinding scheme to help visitors navigate Filey
- Improvements to Glen gardens - cafe and play

KEY

- Station improvement area
- Potential multi-storey sports/play
- Schools
- Child friendly school route
- Active travel route
- Controlled access zone

Filey Masterplan Consultation Day

Seafront

- Active
- Biodiverse
- More to do in the evening
- Better amenities supporting:
 - Active lifestyles
 - Swimming
 - Boarding
 - Jogging
 - Play
- Welcoming for younger people
- Sports hire
- Shelters

Filey Masterplan Consultation Day

Outer Filey

- Improvements to Country Park - access for visitors, exercise and walking routes for residents
- Filey Circular - new route to connect up the town via flood alleviation areas to nature reserve and beach
- Reduce traffic movement throughout the town
- Establish West Avenue and Country Park as primary visitor parking
- Consider new potential housing growth area
- Residents only permit scheme?
 - All year or seasonal?

Filey Masterplan Consultation Day

KEY

- Filey Circular
- Improve access routes
- Current housing allocation
- Suggested one-way route
- Improved crossing
- Existing car park sites
- Potential future housing allocation site