

A new vision for the Brunswick



Background

Like much of the UK retail sector, the Brunswick is facing some significant challenges. The demise of Debenhams was a significant loss for the centre, and has led to a dramatic reduction in footfall.

The current situation is not sustainable.

However, it does provide an exciting opportunity to reinvent this key asset and simultaneously address many of the town centre's strategic priorities.

Over the last year, we have been working with Scarborough Borough Council on the proposed scheme and are now delighted to share our plans.

About the Developer

The renewed vision for the Brunswick is being brought forward by Scarborough Group International.

We are one of the UK's most active, privately-owned, property regeneration and placemaking specialists. From our origins in Scarborough in the 1970s, we have grown from a UK-based real estate company into a global organisation with an award-winning portfolio of projects.

From workspaces to homes, industrial spaces to shopping centres, we create inspiring spaces for people to live, work and enjoy. We have maintained our base in Scarborough throughout.

In the UK alone, we have delivered over 9,100,000 sq ft of commercial space and 3,800 residential units, with a further 3,700,000 sq ft of commercial space and 1,600 residential units in the pipeline.



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Our plans



Our proposals will convert and adapt parts of the existing building – inside and out – to deliver a cinema-led destination that will also feature other activity and leisure operators, restaurants and cafes, shops, etc.

Our goal is to provide an outstanding new leisure destination for the local community as well as the town's many holidaymakers, day-trippers and other visitors.



Up to
30,000 sq ft

(2,787.06 sq m)
for cinema use



Up to
135,000 sq ft

(12,541.8 sq m)
commercial / retail space



A remodelled
car park

brought up to modern standards, and with a modest increase in the number of spaces



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Key benefits

Our aim is to support Scarborough Borough Council's strategic objective of becoming the best performing coastal town centre in England by 2025 and the primary economic hub for retail, leisure, learning and living within the Yorkshire coast area.

The key benefits of our proposals are:



Enhanced leisure and **night time** economy offer



Improved parking facilities



New jobs for local people



Stimulating the **regeneration** of the wider **town centre**



New entrance to Somerset Terrace **opening up connections** to South Bay and the Esplanade

Get involved

We would value your thoughts and feedback on the plans. You can provide this by:

- 🛡 **Completing one of our feedback forms**
- 🛡 **Visiting brunswickconsultation.com and completing the online feedback form**
- 🛡 **Emailing hello@brunswickconsultation.com**

Following the end of the consultation period, we will review all the feedback and update our plans where appropriate, before submitting a detailed planning application to Scarborough Borough Council.



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