

## **Scarborough Baseline Data 2024/25**

The following eleven datasets have been commissioned and produced by Scarborough Town Centre Team, a voluntary business group who support investment in our town centre. Each set of data should be read in conjunction with the relevant Data Integrity Statement which specifies each data source and any associated conditions, limitations or risks when using or analysing this data.

### **Demographics: ONS census data 2021**

- 61,918 population Scarborough.
- 25-34 year olds: 3% below UK average.
- 35-49 year olds: 3% below UK average.
- 50-64 year olds: 4 % above UK average
- 65-74 year olds: 5% above UK average

### **Footfall: Visitor Insights 2023-2024**

- Geo-location data IMEI (mobile phone) unique numbers
- 2023-2024: 23,397,533 million total visits to Scarborough (all areas)
- 2023-2024: 84.2% frequent visitors (weekly/monthly/quarterly)
- 2023-2024: 3.8% annual visitors (one visit per year)

### **Short stay visits: ONS 2024 excluding, hotels, holiday parks and camp sites**

- Quarter 3 (July-September) 706,820 guest nights / Q4 340,720 guest nights
- Quarter 3 exceeds Blackpool, Leeds, York
- Only 11% lower than Brighton & Hove: 278,000 population. 60 min from London

### **Business Sectors:<sup>1</sup> IDBR 2016 / NOMIS 2023**

- Accommodation & food services £715 million >
- Agriculture & forestry £610 million <
- Construction £580 million >
- Retail £375 million <
- Professional, scientific & technical £320 million >
- Arts, entertainment & recreation £285 million >

### **Gross Value Added (GVA<sup>2</sup>) ONS 2021**

- 36% UK 10-year GVA growth since 2010
- 34% Yorkshire & Humberside GVA growth since 2010
- 26% Scarborough 10-year GVA growth since 2010

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<sup>1</sup> Turnover < decreasing or >increasing

<sup>2</sup> Gross Value Added (GVA) represents the value of goods and services in an area, industry or sector

### **Labour market: ONS/NOMIS 2023**

- 55,000 people total economically active.
- Employees: 20,100 men / 15,800 women.
- Self-employed 13,100: 28%. UK average 11.8%.
- Self-employment (particularly male) very significantly higher than Blackpool & Southend.
- Economic inactivity (July 2023 to June 2024) 16.2%. UK average 21.6%.
- Claimants (out of work benefits): 3.1%. UK 4.3%.

### **Culture, heritage & sports: survey of organisations 2024**

- 422,587 total paid admissions
- 440,035 additional, non-paying participants

### **Skills & education: ONS 2024**

- Up to RQF Level 2 (GCSE, O-levels, NVQ level 2, music grades 4,5): 2% above UK average.
- RQF 3 (A-Levels, vocational level 3, IB Level 3, ESOL, NVQ, music grades 6,7,8): 6% below UK average.
- RQF 4 -8 (vocational level 4, Foundation degrees, undergraduate degrees, post-graduate degrees: 11% less than UK average.

### **Sea water quality: UK DEFRA 2024**

- North Bay – generally excellent.
- South Bay – generally poor.

### **Rail travel movements: Office of Rail and Road 2023**

- Year-on-year growth until the pandemic.
- Some passenger journey rates still not recovered to pre-pandemic levels.
- 2022-2023 Filey 163,222 passenger movements. 14.3% increase on pre-pandemic level.
- 2022-2023 Seamer 121,134 passenger movements. 22.2% below pre-pandemic level.
- 2022-2023 Scarborough 862,784 passenger movements. 12.8% below pre-pandemic level.

### **Crime rates: Police UK 2021-2024**

- Scarborough's current crime rate is 152 crimes per 1000 people.
- England crime rate is 87 crimes per 1000 people.
- For Scarborough, there is a slight downward trend from 2021.
- However there is growth in shoplifting and auto crime.

**When using this data please acknowledge Scarborough Town Centre Team**

Every effort has been made to verify this information but as with any other data source we encourage you to double check our sources and to visit the data providers regularly for updates, revisions or correction.