

SD1

FEATURING
ODEON LUXE

The Crescent Hotel
You've Arrived



SQ1: WHERE EVERY VISIT IS A NEW EXPERIENCE

Join us in the heart of Scarborough, where something new is starting...

We're switched-on, always on the lookout for what's fresh, what's next, and ready to introduce everyone to the newest, coolest thing in town. We're the first chapter of new tales, the favourite path of local routes. That's where you come in.

Families take their first steps together, relationships blossom and colleagues find their feet. Every moment at Square One (SQ1) is about making new memories that will stand the test of time. You can be a part of that.

Joining us at SQ1? It's about seeding stories that change people's lives, making every hello the start of something unforgettable. It's about the connection, the smiles, and the 'remember whens'.


Let's make waves in Scarborough together, one square at a time



REJUVENATING SCARBOROUGH

Offering over 90,000 sq ft of high-quality leisure space across three floors, and equipped with cutting-edge digital technology, SQ1 is set to spearhead Scarborough's rejuvenation into the premier Yorkshire coastal destination.





With an anchor pre-let to ODEON Luxe for a seven-screen cinema secured, SQ1 will feature top national brands alongside emerging regional and indie food operators.

STATE-OF-THE-ART CINEMA AND FOOD HUB



CONNECTED AND FULL OF LIFE

A new entrance on Somerset Terrace will enhance connectivity to South Bay and the Esplanade, drawing more visitors and revitalising Scarborough's town centre while respecting its unique charm and heritage.

A FIRST LOOK

With planning approved and construction beginning in early 2025, SQ1 is set to open to customers in 2027.



MARKET INSIGHTS

As the UK's original seaside resort, Scarborough boasts a compelling market for retail and leisure operators, with a robust demographic profile.

84K

people live within a 20-minute radius

MORE THAN 50%

of which are in the Middle Affluence Sector or above

£561M

visitor economy

6.3M

tourist days annually

3.8M

tourist numbers annually

5.6K

tourism employment density



Source: CACI / North Yorkshire Council / Savills

PRIME LOCATION



Located in the heart of Scarborough town centre, England's original seaside resort, SQ1 is easily accessible.

Whether arriving by car, bus, bike or train, visitors will find a seamless journey awaits them. Scarborough Railway Station, just a short walk away, offers regular services to major cities like York and Leeds.

350

Onsite car park spaces

38

Onsite EV charging points

28

Trains per day from Scarborough to York

1.1K

Free Park & Ride spaces within a 3 mile radius

VIBRANT SURROUNDINGS

SQ1's proximity to several major visitor attractions will guarantee high footfall and attract a diverse customer base, making it an ideal destination for retailers looking to thrive.



Attractions

- 1 Alpamare
- 2 Sealife Centre
- 3 Scarborough Castle
- 4 Central Tramway

Museums & Art Galleries

- 5 Rotunda Museum
- 6 Scarborough Art Gallery
- 7 Scarborough Maritime Heritage Centre

Sports Grounds & Public Parks

- 8 Flamingo Land Stadium
- 9 Scarborough Cricket Club
- 10 Scarborough Rugby Union Football Club
- 11 Peasholm Park
- 12 Oliver's Mount

Theatres & Entertainment Venues

- 13 Scarborough Open Air Theatre
- 14 Stephen Joseph Theatre
- 15 Scarborough Spa
- 16 Palm Court Casino

Hotels

- 17 Grand Hotel
- 18 Bike & Boot
- 19 Royal Hotel
- 20 Crown Spa Hotel
- 21 Central Hotel

Scarborough Group is a visionary developer of innovative, sustainable office, retail, leisure and residential destinations across the UK.

Our mission is to create spaces that connect people through extraordinary, meaningful shared experiences. We partner with cities on urban regeneration projects, focusing on large-scale mixed-use developments and transforming existing buildings to meet current demand.

Our forward-thinking agenda drives us to integrate new technologies, promote local culture and support community engagement, making each destination a thriving hub.

Find out more: scarboroughgroup.com

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The Springs, Leeds



Middlewood Locks, Salford



Sheffield Digital Campus



Thorpe Park, Leeds

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Westborough, Scarborough YO11 1UE

The logo for SQ1, featuring the letters 'SQ1' in a bold, black, sans-serif font. The 'Q' is stylized with a square cutout in the center, and the '1' is a simple vertical bar.