



# Scarborough 400 toolkit

## Scarborough 400: Celebrating the original seaside resort

This toolkit will equip you with everything you need to mark this landmark year. Inside, you'll find a brief history of Scarborough's rise as a popular seaside resort, logos and images for promotional use, and details on how to join in the anniversary celebrations.

### Background to Scarborough 400

*You can use this copy to help promote Scarborough and its anniversary. Feel free to tweak it to match your tone of voice but please don't change the key facts:*

Scarborough's spa legacy began in 1626 when Thomasin Farrer discovered mineral springs beneath the cliffs near to the Scarborough Spa. These waters, which stained the rocks a russet colour, tasted slightly bitter and were discovered to cure minor ailments. Neighbours and friends were told about the beneficial effects and soon, 'drinking the waters' became the accepted medicine for Scarborough's townspeople. Dr. Robert Wittie published a book about the waters in 1660, and Scarborough soon transformed into a fashionable health resort.

By 1700, local entrepreneur Dicky Dickinson had built the first spa buildings and introduced a fee for visitors to "take the waters," laying the foundation for Scarborough's reputation as a health retreat and paving the way for its status as "Britain's first seaside resort". Today, the original spa complex, Scarborough Spa, is a cultural and performance venue, hosting a range of events from comedy nights and pantomimes to conventions, as well as the last remaining seaside orchestra who perform during the summer months.

To commemorate the 400-year anniversary of Scarborough becoming a Spa town, a year-long celebration is planned for 2026 with a programme of vibrant events such as exhibitions, culture and arts, family entertainment and community trails. An artist will also be commissioned to create a heritage installation which will become a permanent feature at Scarborough Spa.

Together, these efforts aim to honour the town's rich past while shining a spotlight on Scarborough as a must-visit destination.

Further information about Scarborough including things to do and places to stay can be found at <https://visitnorthyorkshire.com/places/scarborough>.

### Promoting Scarborough in its 400<sup>th</sup> year

We've included a range of assets below to help you promote the many wonderful attractions Scarborough has to offer.

## Wording

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From the iconic castle perched high above the twin bays, amazing aquarium to and classic seaside attractions, Scarborough offers a wealth of family fun by the coast.

Enjoy world-class live music at the Open Air Theatre - the largest of its kind in Europe - and be entertained by a wide range of events and performances, from comedy to pantomimes, at the historic Scarborough Spa.

Be dazzled by the arts and culture of The Scarborough Fair, featuring street entertainment, fringe performances, and spectacular light displays that bring the town to life year-round.

For moments of tranquillity, explore South Cliff Gardens, with peaceful woodland trails, a charming rose garden, and sweeping sea views. In North Bay, Peasholm Park enchants visitors with its oriental landscaping, boating lake, and putting green. Each summer, the famous Naval Warfare display offers a unique spectacle that has delighted generations for years.

Culture thrives here, too. Explore the collections at the town's museums and galleries or catch cutting-edge drama and comedy at the renowned Stephen Joseph Theatre, birthplace of Sir Alan Ayckbourn's plays.

2026 is a landmark year for Scarborough as it celebrates 400 years since the discovery of its spa waters, a moment that shaped the town's history and established it as one of England's first seaside resorts.

Discover more <https://visitnorthyorkshire.com/places/scarborough/scarborough-400>

## Events

In addition to the many reasons to visit Scarborough year-round, North Yorkshire Council will be organising a programme of events for residents and visitors to enjoy.

Information about these will be available on the [Visit North Yorkshire website](#) once confirmed, under the "Scarborough 400 festival of events" so please keep an eye out for details of these.

## How to get involved

You may wish to host your own events as part of the year's celebration.

## Promoting your event

- You can list your event for free on [visitnorthyorkshire.com](https://visitnorthyorkshire.com) by [loading your event via this webform](#).
- As well as loading new events, you can also use this form to submit amendments, images, and updates to events listed on the website, and we will receive those updates within 24–48 hours.
- If you have any difficulties loading your event you can get [detailed guidance via this link](#).
- Find more information about uploading events, including image guidance, [on this webpage](#).

## Promotional assets

### Imagery

We're delighted to share a range of Scarborough images for use on your marketing channels:

[Google Drive – Scarborough 400 images](#).

Please note the photo credits which must be used, which are saved in each file name i.e.

*Visit North Yorkshire/Tom Arber or Wandering Photography.*

### Logos

Local arts organisation, Animated Objects, ran a competition for young people aged 8-18 to create a logo to celebrate the town, with over 800 entries received. You may like to use this logo on posters, menus, tickets and/or social media posts.

View and download the logo here: [Animated Objects S400 logo](#)

*Please don't change the colour of the logo or stretch it.*

**We have also commissioned a new Scarborough 400 logo which you can use to promote your own events which fall under the Scarborough 400 banner, and which will be available soon.**

### Social media

Below you'll find a series of suggested social media posts about Scarborough and its 400<sup>th</sup> anniversary, which may help spark inspiration for your own channels. Remember to tag your fellow businesses and attractions, and share other posts to help spread the word about Scarborough.

On Instagram, you may wish to use the following hashtags: #Scarborough400 and #VisitNorthYorkshire

#### **Post one**

2026 marks 400 years since the discovery of Scarborough's famous spa waters! 🎉

There's so much to celebrate all year round - from seaside strolls and cultural gems to cosy cafés and vibrant events. Why not make this milestone year the time you visit Scarborough?

Plan your visit at [visitnorthyorkshire.com/scarborough](https://visitnorthyorkshire.com/scarborough)

#### **Post two**

Scarborough is alive with culture! 🎨 🎵

Explore museums, art galleries, and theatres that bring history and creativity to life. Celebrate 400 years of heritage while enjoying performances and exhibitions all year round.

Why not make a weekend of it and stay in one of town's many B&Bs, hotels or caravan parks?  
Plan your stay at [visitnorthyorkshire.com/scarborough](https://visitnorthyorkshire.com/scarborough)

### **Post three**

Seaside vibes, historic charm, and endless fun! 🎡

Scarborough's attractions are perfect for celebrating 400 years of coastal magic, from the iconic castle to its twin bays – there's so much to enjoy.

Celebrate 400 years of history while making new seaside memories this year. Plan your visit at [visitnorthyorkshire.com/scarborough](https://visitnorthyorkshire.com/scarborough)

### **Post four**

Find peace in Scarborough's stunning gardens 🌿 🌸

Wander through Peasholm Park where you can enjoy tranquil waterfalls or admire the blooms of South Cliff Gardens – a perfect way to celebrate Scarborough's 400th anniversary year.

Plan your visit at [visitnorthyorkshire.com/scarborough](https://visitnorthyorkshire.com/scarborough)

### **Post five**

Golden sands, fresh sea air, and endless views - Scarborough's beaches are at the heart of the Yorkshire coast 🏖️

Whether it's a summer swim or a winter stroll, celebrate 400 years with the sand beneath your toes.

Plan your visit at [visitnorthyorkshire.com/scarborough](https://visitnorthyorkshire.com/scarborough)

## **Social media profiles**

Follow the below profiles for updates about Scarborough and its anniversary:

### **Visit North Yorkshire**

- Facebook: [Visit North Yorkshire](https://www.facebook.com/visitnorthyorkshire)
- Instagram: [@visitnorthyorkshire](https://www.instagram.com/visitnorthyorkshire)

### **North Yorkshire Council**

- Facebook: [North Yorkshire Council](https://www.facebook.com/northyorkshirecouncil)
- Instagram: [@northyorksc](https://www.instagram.com/northyorksc)