

**REPORT TO: PLANNING AND TRANSPORTATION COMMITTEE  
4 JUNE 2001**

**REPORT ON: AMBASSADOR ROUTES STRATEGY 2001/2002 BUDGET**

**REPORT BY: DIRECTOR OF PLANNING AND TRANSPORTATION**

**REPORT NO: 211-2001**

## **1 PURPOSE OF REPORT**

1.1 To seek approval of the Ambassador Routes Strategy Budget for 2001/2002.

## **2 RECOMMENDATIONS**

2.1 The Committee is recommended to approve the following Budget as the Council's contribution to the Ambassador Routes Strategy for 2001/2002.

- a Allocate £30,000 towards Claypotts Phase 2
- b Allocate £30,000 towards Car Park Visitor Information Signs.
- c Allocate £32,000 towards City Centre Signs.
- d Allocate £8,000 to pay for Esplanade Phase 3 retention monies.

## **3 FINANCIAL IMPLICATIONS**

- 3.1 The total contribution required to be made by Dundee City Council in 2001/2002 in order to carry out the above programme of works is £150,000. This includes an allocation of £50,000 to be made from the Central Area and Other Projects Budget referred to in Report No 212-2001 approved at the Committee. The remaining expenditure of £100,000 in the financial year 2001/02 is included within the current approved Financial Plan for the financial year 2001/02.
- 3.2 A contribution of £344,000 is to be made by Scottish Enterprise Tayside in 2001/2002 towards these Ambassador Routes projects.

## **4 LOCAL AGENDA 21 IMPLICATIONS**

4.1 The upgrading of the major access corridors into the city centre will have considerable benefits for the visual elements of the environment and accessibility.

Better tourist signage will improve accessibility to cultural, leisure, recreational and tourist facilities for all.

## **5 EQUAL OPPORTUNITIES IMPLICATIONS**

5.1 The outline proposals for the Ambassador Routes Concept are developed around seven key components of design aimed at providing greater customer care for the visitors, residents and business investors. These components will take into consideration the requirements of the disabled and disadvantaged groups.

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## **6 BACKGROUND**

- 6.1 The Dundee Partnership is presently implementing the Ambassador Routes Strategy aimed at attracting visitors to Dundee, be they tourists, business people or local residents. One of the core aims of the Project is to achieve a consistent good image across the whole city and provide a high standard of customer care from arrival at the city boundary, to visitor destinations. New signage and environmental improvements are key components of the Ambassador Routes Strategy.
- 6.2 This is year 5 of an original 7 year programme, approved by the Council and Scottish Enterprise Tayside. Due to a reduction in the levels of contribution by the funding partners in recent years, the original programme is envisaged to be extended by a further four years until 2007/2008. Of the six Ambassador Routes (which include the Marketgait and Tay Bridge), Riverside/Esplanade is completed and Claypotts is under construction. The award winning Design Guide is presently being used for design advice to developers and the signage will be extensively complete this financial year. This years budget will be used to complete the Claypotts Route and City Centre Signage projects.
- 6.3 Claypotts Ambassador Route Phase 2 is presently on site and due for completion in June.
- 6.4 2000/2001 saw the completion of two of the four signage projects identified in the Strategy, new brown tourist signs and new city boundary signs. A contract for the third signage project, Visitor Information Signs in city centre car parks, is presently being implemented and the fourth project City Centre Pedestrian Signage is to be implemented this year. Further brown tourist signs will be developed on the remaining Claverhouse Route in future years.
- 6.5 Contractors retention monies for Esplanade Phase 3 are due to be released this financial year.
- 6.6 The Ambassador Routes Task Group will, this year, be developing the next two major Ambassador Routes Projects and a lottery application has been lodged seeking matching funding to take forward further design and consultation work on the Esplanade Ambassador Route Gateway. Design work is to be initiated this year for the next Ambassador Route, the Claverhouse Route, along Forfar Road and Kingsway East.

## **7 CONSULTATIONS**

- 7.1 The Chief Executive, Director of Finance, Director of Support Services and Director of Corporate Planning have been consulted and are in agreement with the contents of this report.

**8 BACKGROUND PAPERS**

- 8.1 Agenda Note for Planning and Transportation Committee 26 May 1988, Ambassador Route Project.
- 8.2 Report No 43/2000, Planning and Transportation Committee 24 January 2000, Signage Tender Report

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14 May 2001

KW/PMJ/KR Temp 26/2

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