

## ITEM No ...6.....

**REPORT TO:** CLIMATE, ENVIRONMENT AND BIODIVERSITY COMMITTEE –  
21 AUGUST 2023

**REPORT ON:** TAKE PRIDE IN YOUR CITY CAMPAIGN

**REPORT BY:** EXECUTIVE DIRECTOR OF NEIGHBOURHOOD SERVICES

**REPORT NO.** 218 2023

### 1. PURPOSE OF REPORT

1.1 To update the Committee on the progress of the Take Pride in Your City campaign.

### 2. RECOMMENDATIONS

2.1 It is recommended that the contents of this report are noted.

### 3. FINANCIAL IMPLICATIONS

3.1 The cost of managing and administering the Take Pride in Your City campaign is met from existing Neighbourhood Services revenue budgets. There are no direct financial implications resulting from this report.

### 4. BACKGROUND

4.1 Reference is made to Article IV of the minute of the Neighbourhood Services Committee meeting held on 22<sup>nd</sup> August 2022 ([198-222](#)), updating Elected Members on the progress of the Council's ongoing Take Pride in Your City campaign and setting out a refreshed programme for a further two years.

### 5.0 KEY AREAS OF PROGRESS

5.1 Improvements continue to be made via the cross-service steering group which meets regularly to drive progress across the four strategic themes; often via collaboration between teams on shared actions. This approach, in combination with a clear and focused action plan, is enabling steady and positive progress to be made.

#### 5.2 Local Environmental Quality

Key areas of progress include:

- As part of investment proposals agreed in the 2023/24 budget, an allocation of £200k has been identified to support Community Environmental Improvements; £100k will be allocated to support wider street cleansing related activity, including funding to support additional dedicated seasonal staff to enhance the community environment.
- In the national Keep Scotland Beautiful, 'Beautiful Scotland' Awards 2022, the Bonnie Dundee entry received a Gold medal (City category), Broughty Ferry in Bloom a Silver Gilt (Coastal Town category), and Ardler Environment Group a Certificate of Recognition in the non-judged section (Residential Community category). Dundee City Council were also awarded the Wright Sustainability Award, which is a judges' discretionary award presented to the local authority in Scotland which demonstrates the best practice in sustainability, relating to the Beautiful Scotland campaign aims.
- In 2022, twelve groups from across Dundee entered the, 'It's Your Neighborhood' (IYN) scheme, which is run in partnership between the Royal Horticultural Society and Keep Scotland Beautiful. Ten Dundee Groups achieved the highest recognition available and were awarded an, 'Outstanding' level certificate;

- Attic Community Garden
- Bonnie Dundee
- Friends of Barnhill Rock Garden
- Ninewells Community Garden
- Queen Street Community Garden
- Shiell Street Community Garden
- St. Francis RC Primary School
- Tay View Community Garden
- The Maxwell
- Victoria Gardens

A further two Dundee groups also achieved the 'Thriving' level award certificate category;

- Dundee Miley Group
- Friends of Balgay

The above reflects excellent community participation in enhancing local environmental quality across Dundee and represents the top two tiers of achievement available through this scheme.

- In partnership with Keep Scotland Beautiful, Bonnie Dundee and Victoria Gardens YYI, the Council organised a small celebration event in late 2022 for these groups to celebrate their achievements in person for the first time since 2019. The Take Pride campaign was promoted via on-site banners and the associated press articles.
- Broughty Ferry beach retained a Scotland's Beach Award and Excellent Bathing Water Quality for 2023; this is the site's 20<sup>th</sup> consecutive year of holding a beach award.
- Dundee successfully retained seven Green Flag Awards in 22-23 and 23-24 for; Barnhill Rock Garden, Baxter Park, Dundee Law, Slessor Gardens & Waterfront Place, Templeton Woods, Trottick Mill Ponds LNR, and Riverside Nature Park.
- Significant progress has been made on a citywide street litter bin audit to inform maintenance, repair and replacement. To date the audit is approximately 90% complete citywide and rollout of changes 30% completed citywide which encompasses improvements in the city centre, Broughty Ferry, and West End areas. Larger capacity units have been introduced in key locations which will both increase capacity and support improved litter management within these busy areas.
- Completion of a city centre street furniture audit to inform maintenance, repair and replacement. This includes information gathered and mapped for benches, bike stands, defibrillators, dog bins, water points, electric charging points, grit bins, information boards, planters, recycling facilities, tree grilles, and trees. This information will be used to support wider improvements and proposals being developed through the City Centre Strategic Investment Plan
- Continued engagement is ongoing with businesses, community groups, residents and members of the public to progress the campaign aims and promote the campaign to a wider audience and further enhance their local neighbourhood.
- Production of a regular bulletin of news from Dundee's horticultural and environmental groups, volunteering opportunities and events in Dundee's greenspaces.
- Clean up activities were actively encouraged and supported; this includes one-off events and supporting groups who adopt regular litter picking routes in their local community. The total number of registered litter picks is showing a steady increase year on year since the pandemic, rising from 44 in 2021 to 50 in 2022; this excludes additional regular litter picking by other groups and individuals.

- Ongoing work by Environmental Compliance Team to reduce littering, litter resulting from poorly presented domestic waste and commercial waste, and fly tipping. This included a Day of Action in the city centre during June 2022 and in the West End ward during June 2023 with a focus on littering offences. Twenty FPN's (fixed penalty notices) were issued as a result of enforcement activity on the two days.
- Improvements to the 'Report It' function on the Council's website with regards to fly-tipping. Additional fields have been added to the online form to allow complainants to provide contact details; this enables Environmental Compliance team to make contact with complainers, who may be able to provide witness statements which can be used as corroboration of the alleged offence, making the issue of an FPN a more likely result. Customer service is also improved as clients can be updated on the outcome of their fly-tipping report.
- Development of a 'Take Pride in Your Pitch' specific campaign to reduce litter created by pitch users and spectators, is being rolled out over summer 2023, including the production of a suite of branded promotional materials.
- Utilising a coordinated approach to engaging with schools which helps to ensure that Environmental Management, Waste Strategy, and Climate and Sustainability teams are providing a consistent 'Take Pride' message which covers all three topics when engaging with schools and sharing each other's messaging.
- The Dundee Green Dog Walkers and Professional Dog Walkers schemes have been promoted to encourage responsible dog walking; new interest for both schemes have been shown in early 2023. During Spring 2023, a 'four-legged friends' event was held at Templeton Woods to encourage responsible shared access between dog walkers, cyclists and horse riders. In addition, 'Dogs on Leads' areas have been highlighted at Riverside Nature Park from April to July to encourage dog walkers to act responsibly in areas where ground nesting birds are present.
- Responsible disposal of dog waste is being highlighted via the citywide roll out of bin stickers and ongoing social media which highlights that it can be disposed of in any public litter bin. The seasonal Animal Exclusion Zone at Broughty Ferry beach is also being highlighted via on site signage and branded social media graphics.
- Two new actions have been incorporated into the working action plan; the first is to refresh 'No Dogs in Play Areas' signs across the city and the other to streamline signage relating to dog fouling and to discourage feeding of gulls and incorporate the Campaign brand.
- Monitoring of areas where dog fouling issues have been reported and hotspots is ongoing, with dog fouling fixed penalty notices issued where offences are witnessed.
- The Council's Garden and Allotment Competition was reintroduced in August 2022 following a two-year break. The competition highlights and encourages the horticultural efforts of Dundee's residents, community organisations, schools and businesses and saw 32 entrants take part.
- Attendance at internal and external events to promote Take Pride, community initiatives, environmental topics and positive use of our parks and open spaces. This included hosting a Take Pride workshop at the national Keep Scotland Beautiful 2023 LEAMS Seminar which used the campaign as an exemplar of local authority and successful community partnership working.
- Support of Keep Scotland Beautiful's Upstream Battle on the Tay campaign, which involves cross-authority collaboration to raise awareness and tackle marine litter from source to sea, continues. This includes support for Dundee's Community Anchor Groups and their campaign activities in addition to promoting the campaign message.

- Development and delivery of a programme of educational and awareness raising events by the Greenspace Team to increase public awareness of environmental quality in the natural environment. This has included; themed guided walks, school visits to parks and greenspaces, tree and bulb planting sessions and encouraging the public to record flora and fauna in their local greenspaces during Dundee's first City Nature Challenge.
- Along with DCC's Humanitarian Protection Team, the Countryside Rangers ran a weekly 'Back to Nature' group for Ukrainian refugees. Based in Templeton woods, the group made bird boxes, planted trees and carried out citizen science activities.
- In addition to running sessions for many of the Dundee primary and secondary schools, the Countryside Rangers have been supporting outdoor delivery of STEM activities, funded by Nature Scot, through a Nature Schools Project. Since December 2022, over 50 sessions have been delivered at a range of sites including Trottick Ponds and The Law.
- Information sharing between stakeholders has been improved, this includes maintaining up-to-date contacts for neighbouring local authorities in addition to improving communications internally.
- A successful awareness raising campaign during Summer 2022 with regards to antisocial motorbike use; this included installation of signage at key access points in parks to highlight that bikes may be seized and how to report an issue, in addition to collaboration with a range of relevant partner bodies to crack down on the issue.
- Improved communications to encourage responsible behaviour by water users on the Tay, including regular communication with the Tay Estuary Water Sports Hub and via the Beach Management Group which provide a platform to share messages with a wide range of partner organisations and water sport clubs.

### 5.3 Recycling

Key areas of progress include:

- A refreshed online A-Z Recycling Guide has been developed within the Council's website, to better inform members of the public on what can be recycled and where. This has been met with positive feedback from the public and is also being shared by colleagues in the Climate and Sustainability team to ensure a consistent message Council-wide.
- A Dundee Bin Waste & Recycling App is now under development. The app will provide Dundee residents with improved access to recycling information on how best to recycle, and support wider residents' efforts towards supporting behavioural change and enhanced recycling.
- Completion of the implementation of robust policies relating to contamination, side waste, and the additional waste bin service. These policies have contributed to a reduction in contamination levels, cessation of side waste being collected and a reduction in the number of households presenting multiple general waste bins. This has led to a decrease in overall waste arisings.
- Development and delivery of a revised communications strategy with regards to waste and recycling, enabling advanced and effective planning of targeted communications to assist residents support of specific events, such as Christmas, Recycle Week, and Food Waste Action Week.
- Contributions to the draft Net Zero Transition Plan which, as part of a wider programme, will demonstrate the co-benefits of waste minimisation in reducing greenhouse gas emissions.

- Commencement of a compositional analysis of waste and recycling bins in June 2023, the findings of which will be used to better inform any future course of action to increase recycling rates across the city and reduce contamination.
- Four community clean ups have also been undertaken during 2022/23 with a further four being organised in 24/25. During these clean ups, Council Environment teams carry out a programme of additional works in the chosen area, including; general litter and debris removal, sweeping, and general tidying in communal areas. Skips are also available for residents to dispose of unwanted household items, with staff on hand to answer any queries and ensure responsible use of the disposal facility. In July 2023, efforts were expanded to include a presence by Environmental Compliance and Animal Control officers to carry out monitoring and any enforcement activities where necessary.
- Updates to the Waste Education strategy is in progress in consultation with other service areas. School visits are carried out and recycling containers continue to be issued to schools, this will be progressed further in the new school year. There are strong links to Eco-schools with colleagues in the Climate and Sustainability team supporting the promotion of key waste and recycling messages to encourage pupils understand their role in supporting recycling and in safeguarding their local environment.
- Education and awareness visits to commercial waste customers have been carried out in addition to existing contractual visits. All commercial customers in the city centre were visited in February 2023 in advance of the Commercial Waste Pilot beginning. A series of walkabouts with an environment and waste focus have been scheduled and monitoring of commercial waste bins is ongoing as part of Environmental Compliance Team's statutory duties. All city centre business premises were visited by the Environmental Compliance Team in support of the Commercial Waste Pilot, resulting in 35 warning letters and 22 Section 47 notices being issued under the Environmental Protection Act 1990 to ensure compliance with the conditions of the pilot and with duty of care regarding recycling of waste produced.
- A survey has been undertaken to review the condition of bins, signage and other relevant infrastructure at recycling points and communal recycling points. A programme of improvements is being arranged and signage improvements will also be undertaken at Dundee's two Household Waste Recycling Centres.
- Partnership support was provided to assist with the V&A Dundee's highly successful 'Plastic Remaking Our World' exhibition. A range of activities were developed and information/materials provided to ensure key messages around protecting the environment and supporting sustainability was included within a Dundee context.

#### 5.4 City Centre and Businesses

Key areas of progress include:

- Approval of the City Centre Strategic Investment Plan in October 2022; this sets out a long-term strategic investment plan for the next 30 years and incorporates reference to the Take Pride campaign actions, including a strategic outcome to improve the cleanliness, maintenance and attractiveness of the city centre public realm.
- The successful introduction of the City Centre Commercial Waste project in March 2023 for a 12-month pilot. Engagement was carried out with all commercial waste contractors and customers prior to launch both in person via printed/digital materials. Since the launch, intense monitoring and regular visits have been carried out by the Environmental Compliance Team to ensure all business operators are complying. The removal of unsightly bins around the City Centre has aesthetically improved City Centre streets.
- A private sector sub-group is now meeting on a quarterly basis and is attended by city centre businesses, chaired by the Head of Environment. This engagement is helping to

improve two-way communication between stakeholders and provides a platform to discuss any areas of concern and the opportunity for positive partnership working to resolve issues and support joint initiatives.

- Continued liaison with City Centre Management and partner agencies in relation to rough sleeping, begging and drug use and providing appropriate support to reduce the number of incidents through provision of care and support to vulnerable and at risk people.
- Reporting of issues, such as graffiti, by the City Centre Ambassadors to Customer Services and the online, 'Report It' function. A new recording process will be used from summer 2023 which will allow reporting to be carried out whilst on site.
- Quarterly meetings are held between City Centre Management and the Police Scotland Area Commander and other senior Police Officers, in addition to regular liaison with the city centre policing team. Also, membership to the DUNCAN radio scheme is steadily increasing as more city centre businesses make use of the facility. These have been useful tools in tackling antisocial behaviour during both the daytime and night time economies.
- Regular engagement is carried out via the closed City Centre Management Facebook pages to share messaging, news and local events relating to the Take Pride themes and highlight national environmental initiatives such as Clean Up Scotland.
- The Council proactively engages with businesses and promoters prior to events to plan resources and encourage them to act more responsibly for events at Slessor Gardens, i.e. recycling, waste disposal and litter picks – Winterfest, Pride, Winterfest, Concerts, etc.
- Use of City Centre Recovery Funding to support city dressing, lights, enhanced, 'cleaning and greening' and early evening economy which includes the introduction of 'Think Thursday' to encourage people into the city centre once a month to visit participating businesses.

## 5.5 Communications

Key areas of progress include:

- Awareness of the campaign has been raised through traditional and digital media, utilising new social media opportunities on Facebook, Twitter, Instagram and TikTok to reach different audiences across various demographics, such as age group. Proactive campaign messaging has been issued on topics such as; dog waste disposal, reporting fly-tipping and graffiti, refraining from littering, and reporting unlicensed waste disposal firms have been highlighted.
- Communications support for the Waste Strategy Team messaging, including the creation of assets and identification of unique opportunities to raise awareness and inform residents with regards to recycling and what happens to their waste, in addition to local action such as the Council's community clean ups.
- Proactive campaign messaging has been communicated to warn residents against using unlicensed waste carriers, acting responsibly in cemeteries, encouraging responsible dog ownership and disposing of dog waste appropriately.
- The Council has previously followed the national 'Scotland is Stunning, Let's Keep It That Way' campaign in Summer 2020, led by Zero Waste Scotland and Keep Scotland Beautiful. This was expanded upon in subsequent years, creating and sharing a suite of Take Pride branded and Dundee-specific assets to highlight Dundee's fantastic open spaces and encourage people to use them responsibly.
- Sharing of positive news and success, including campaign newsletters, events, news from the city's community and environmental organisations, how residents can take part, and

success in awards schemes and competitions. It is intended this will not only encourage those who took part but also encourage more people to participate and engage with the campaign themes.

- The Communications team have supported City Centre campaigns to encourage residents and visitors to Dundee for recreation and shopping, share key Take Pride messaging in relation to the city's tourist attractions, and supporting the roll out of the City Centre Commercial Waste Pilot.
- Close working relationships with the local media have been developed along with continued consultation with local community planning partnerships, local community and tenant groups.
- Frequent engagement with Council staff via articles in the Neighbourhood Services monthly bulletin and One Dundee news carousel. Topics have included success in environmental awards schemes, volunteer success stories including Council support and the annual Clean Up Scotland Spring Clean.

## **6 POLICY IMPLICATIONS**

- 6.1 This report has been subject to the pre- IIA screening tool and does not make any recommendations for change to strategy, policy, procedures, services or funding and so has not been subject to an Integrated Impact Assessment. An appropriate senior manager has reviewed and agreed with this assessment.

## **7. CONSULTATIONS**

- 7.1 The Council Leadership Team have been consulted on the preparation of this report and agree with its contents

## **8. BACKGROUND PAPERS**

- 8.1 None.

Elaine Zwirlein  
**Executive Director of Neighbourhood Services**

Tony Boyle  
**Head of Environment**

8 August 2023