

**REPORT TO: PLANNING AND TRANSPORTATION COMMITTEE  
27 MAY 2002**

**REPORT ON: AMBASSADOR ROUTES STRATEGY 2002/2003 BUDGET**

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

**REPORT NO: 311-2002**

## **1 PURPOSE OF REPORT**

- 1.1 To seek approval for the allocation of the Ambassador Routes Strategy Budget for 2002/2003.

## **2 RECOMMENDATIONS**

- 2.1 The Committee is recommended to approve the following Budget as the Council's contribution to the Ambassador Routes Strategy for 2002/2003.

a Allocate £100,000 towards Claverhouse Route Section 1 (Forfar Road).

## **3 FINANCIAL IMPLICATIONS**

- 3.1 The total budget for the project in 2002/03 is £351,000 with contributions detailed as follows.

- 3.2 A contribution of £248,000 is to be made by Scottish Enterprise Tayside in 2002/2003 towards the Claverhouse Route Section 1 (Forfar Road).

- 3.3 The total contribution required to be made by Dundee City Council in 2002/2003 is £109,000. Allowances have been made in the 2002/2003 Capital Estimates.

- 3.4 Retention money of £9,000 towards the City Centre Signage Scheme is due to be paid during 2002/2003 and is legally committed in the 2002/2003 Capital Estimates.

- 3.5 The Council will seek additional funding from the Scottish Executive towards environmental improvements related to road safety improvements to the Trunk Road.

## **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.

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

## **6 BACKGROUND**

- 6.1 The Dundee Partnership is presently implementing the Ambassador Routes Strategy aimed at attracting visitors to Dundee, be they tourists or business people, and to the benefit of 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. Environmental Improvements and better signage are key components of the Ambassador Routes Strategy. Where Ambassador Routes pass through existing communities, the environmental improvement of the Routes can contribute to these communities' regeneration.
- 6.2 This is year 6 of an original 7 year programme, approved by the Council and Scottish Enterprise Tayside. Due to a reduction in the levels of annual 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), the Riverside/Esplanade and Claypotts' Routes have been completed. The award winning Design Guide is presently being used for design advice to developers and the signage will be completed this financial year. This year's budget will be used to implement Section 1 (Forfar Road) of the Claverhouse Route.
- 6.3 The Claverhouse Route extends south from the city boundary, along the A90 trunk road, Forfar Road, to its junction with Kingsway, then east along Kingsway East to the Arbroath Road junction at the Scott Fyffe circle. This route will be carried out in two phases, the Forfar Road Section in 2002/03 and Kingsway East Section in 2003/04. Part of the Kingsway East Improvements have already been carried out as part of the Mid Craigie Environment Improvement Kingsway frontage. The environmental improvement to the Claverhouse route will also bring benefits to adjacent communities, as it passes through or adjacent to several of the city's housing estates; Fintry, Mill o' Mains, Linlathen and Mid Craigie.
- 6.4 2001/2002 saw the completion of the four signage projects identified in the Strategy; new brown tourist signs, new city boundary signs, visitor information signs and City Centre pedestrian signage. Further brown tourist signs are to be implemented as part of the Claverhouse Route Environmental Improvements. This will complete the signage along the Routes.

## **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.
- 8.3 Report No 211/2001, Planning and Transportation Committee, 30 April 2001.

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17 May 2002

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