

REPORT TO: CHILDREN, FAMILIES AND COMMUNITIES COMMITTEE – 3 MARCH 2025

REPORT ON: EAST END COMMUNITY CAMPUS – FORMAL NAMING OF THE SCHOOL AND CAMPUS

REPORT BY: EXECUTIVE DIRECTOR OF CHILDREN AND FAMILIES SERVICE

REPORT NO: 70-2025

1.0 PURPOSE OF REPORT

- 1.1 The Committee is asked to approve the proposed name for the new school for secondary aged young people, following the closure of Braeview Academy and Craigie High School and the proposed name for the campus, currently referred to as the East End Community Campus, where the new school will be located.

2.0 RECOMMENDATION

- 2.1 The Committee is asked to approve:
- The proposal that the new provision for secondary aged young people following the closure of Braeview Academy and Craigie High School will be officially named “Greenfield Academy”, and,
 - That the East End Community Campus will be officially named “Drumgeith Community Campus.”

3.0 FINANCIAL IMPLICATIONS

- 3.1 None.

4.0 BACKGROUND

- 4.1 Approval was given to build a new community campus in the East End of Dundee and close both Craigie High School and Braeview Academy at the Children and Families Committee Article III of the Minute of the Children and Families Committee 25 January 2021 (Report 44-2021 refers).
- 4.2 The community campus will open in August 2025 and will bring together the school communities of Braeview Academy and Craigie High School. In addition, the campus will provide specialist pupils support provision, citywide music and performing arts, as well as community, library, leisure, and sports facilities for use by the wider community.
- 4.3 A school’s name plays a key role in shaping its identity, creating a sense of pride, belonging, and ambition for pupils and staff. Therefore, the Campus Leader has conducted a consultation process with key stakeholders to propose an official name for the new secondary education provision within the campus.

5.0 CONSULTATION PROCESS

- 5.1 Initially the Campus Leader engaged in research which included visits to the City Archives and discussions with the City Archivist. Thereafter, a programme of consultation took place between October and December 2024 led by, and involving, young people from Braeview Academy and Craigie High School, and overseen by the Campus Leader.

5.1.1 Phase 1: Learner Engagement (Oct–Dec 2024)

- Over 1,500 children and young people, including Primary 7 children, participated in classroom discussions on school identity and values.

5.1.2 **Phase 2: Student Leadership Consultation (Jan 2025)**

- Pupil leaders summarised engagement findings and presented them to the Campus Leader.
- A shortlist of potential names was developed.

5.1.3 **Phase 3: Wider School & Community Consultation (Jan–Feb 2025)**

- The shortlist was shared with all learners, staff, and parents, with 894 individuals actively engaging in feedback sessions.
- The consultation was included in ten parent engagement events across the school community.

6.0 PROPOSED SECONDARY SCHOOL NAME

- 6.1 Following the consultation and quality assurance processes, the proposed name for the new secondary school is "Greenfield Academy".
- 6.2 The name "Greenfield Academy" is deeply meaningful as it directly connects to the historical site on which the school is built. It honours Greenfield House, its legacy as a thriving market garden, and its connection to the Douglas Bleachfield, all of which played a significant role in Dundee's local industry, agriculture, and community life.
- 6.3 Beyond its historical significance, "Greenfield Academy" also serves as a metaphor for education, personal growth, and success—values that are central to the new school's vision. The academy will be a place where young people grow, flourish, thrive and contribute to the wider community, much like the land that once provided a rich and steady supply of fresh produce to Dundee.
- 6.4 As Dundee City Council's first Passivhaus designed school and campus, Greenfield also serves as a symbol for sustainability. Greenfield Academy exemplifies sustainable construction by achieving remarkable energy efficiency and provides superior indoor air quality and comfort ensuring the healthiest learning and working environment.
- 6.5 Appendix 1 explores how the name "Greenfield Academy" captures the historical, geographical, and educational identity of the school, making it a perfect choice for the new secondary school within Dundee's flagship community campus.

7.0 PROPOSED NAME FOR THE CAMPUS

- 7.1 During the consultation process, which started with discussions about 'what's in a name?', the consultees expressed a strong view about the importance of connecting to the name. This not only included the school but also the campus within which the school will be based.
- 7.2 Therefore, following the consultation and quality assurance processes, the proposed name for the new community campus is "Drumgeith Community Campus". Naming the campus "Drumgeith Community Campus" reflects a strong sense of place, reinforcing the school and campus as a central hub for learning, collaboration, and community engagement.
- 7.3 The proposal to name the secondary school "Greenfield Academy" within the broader 'Drumgeith Community Campus' creates a powerful, historically grounded, and future-focused identity for Dundee's flagship Community Campus.
- 7.4 This name combination offers the best of both worlds:
- "Drumgeith Campus" ties the site to its geographical location and the identity of Dundee's East End.
 - "Greenfield Academy" reflects the historical importance of Greenfield House and its market garden, while serving as an inspiring metaphor for education and growth.

8.0 POLICY IMPLICATIONS

- 8.1 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.

9.0 CONSULTATION

- 9.1 The Council Leadership Team have been consulted in the preparation of this report and are in agreement with its content.

10.0 BACKGROUND PAPERS

- 10.1 None.

Audrey May
Executive Director of Children and Families Service

Paul Fleming
Chief Education Officer

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APPENDIX 1

RATIONALE FOR NAMING THE SCHOOL 'GREENFIELD ACADEMY'

Greenfield Academy

"The one who plants trees, knowing that he will never sit in their shade, has at least started to understand the meaning of life."

— Rabindranath Tagore

Plant seeds. Nurture growth. Cultivate learning. Help potential to flourish.

"At Greenfield Academy, we are dedicated to planting the seeds of knowledge, nurturing growth, and cultivating a lifelong love of learning. Our mission is to create a vibrant and inclusive environment where every student can flourish, develop their unique potential, and become responsible, compassionate global citizens. We strive to provide every student with the opportunity to discover their purpose, empowering them to achieve their dreams and make a positive impact on the world."

GREENFIELD ACADEMY

Introduction: A Name Rooted in Heritage and Growth

The name "Greenfield Academy" is deeply meaningful as it directly connects to the historical site on which the school is built. It honours Greenfield House, its legacy as a thriving market garden, and its connection to the Douglas Bleachfield, all of which played a significant role in Dundee's local industry, agriculture, and community life.

Beyond its historical significance, "Greenfield Academy" also serves as a metaphor for education, personal growth, and success—values that are central to the new school's vision. The academy will be a place where young people grow, flourish, thrive and contribute to the wider community, much like the land that once provided a rich and steady supply of fresh produce to Dundee.

This rationale will explore how the name "Greenfield Academy" captures the historical, geographical, and educational identity of the school, making it a perfect choice for the new secondary school within Dundee's flagship Community Campus.

1. Honouring the History of Greenfield House & Its Market Garden Legacy

The school is built on the exact site of Greenfield House, a property that was once an integral part of Whitfield Farm Estate. Historically, this area was known for its productive market gardens, which supplied fresh food to the local population and supported local businesses.

1.1. Greenfield House: A Place of Growth & Community Contribution

- Greenfield House was not simply a residence—it was a working home, built on land dedicated to growth and sustainability.
- As part of a larger network of agricultural and industrial activity in Dundee's East End, it played an essential role in feeding the local population and supporting local businesses.
- Just as Greenfield House provided essential nourishment to the people of Dundee, Greenfield Academy will nourish young minds with education, opportunity, and ambition
- The nearby Douglas Bleachfield was another key part of Dundee's industrial past.

By naming the school "Greenfield Academy," it ensures that this history is preserved, honoured, and repurposed for future generations.

2. A Metaphor for Growth, Learning, and Opportunity

Beyond its direct historical connection, "Greenfield Academy" is an ideal metaphor for education, transformation, and development—themes that align perfectly with the school's mission and values.

2.1. Green Fields as a Symbol of Growth & Learning

- In agriculture, a green field represents potential—a space where crops are cultivated, nurtured, and brought to fruition.
- In education, pupils are like young plants, needing the right environment, support, and care to develop into their full potential.
- Greenfield Academy embodies this idea, symbolising a learning environment where pupils can flourish, much like the land did when it nourished the growth of fresh produce to Dundee.

2.2. A Learning Community That Thrives Like a Garden

- Just as Greenfield House provided a wide range of fresh produce to local markets, the school will offer pupils a diverse range of opportunities to grow academically, socially, and personally.
- Education, like agriculture, is a carefully cultivated process—one that requires patience, dedication, and the right conditions for success.
- The ethos of Greenfield Academy will reflect this, creating a space where young people are supported to reach their full potential.

This metaphor creates a positive and aspirational identity for the school, reinforcing its commitment to nurturing success, curiosity, and ambition.

3. Connecting to the Wider Dundee Community & Its Legacy

Dundee has always been a city that adapts, grows, and thrives in changing times. Naming the school "Greenfield Academy" aligns it with this legacy of resilience, regeneration, and community contribution.

3.1. Honouring Local Industry & Agriculture

- Dundee's industrial past is often associated with jute, textiles, and shipbuilding, but its agricultural heritage is equally important.
- The presence of market gardens like Greenfield House ensured that Dundee's expanding urban population had access to fresh, locally grown produce.
- The school's name will serve as a reminder that communities are built on interconnection, sustainability, collaboration and mutual support—values that are as relevant today as they were in the 19th century.

3.2. A Name That Links Past, Present & Future

- The name "Greenfield Academy" allows past generations to be remembered, while also focusing on the future of education in Dundee's East End and North East.
- Just as Greenfield House adapted to the needs of the local economy, the academy will prepare pupils for the challenges and opportunities of the modern world.

By carrying the Greenfield name forward into the 21st century, the school ensures that its rich history remains a living part of Dundee's story.

4. Establishing a Strong & Lasting School Identity

A school's name plays a key role in shaping its identity, creating a sense of pride, belonging, and ambition for pupils and staff.

4.1. A Name That Pupils Can Connect With

- "Greenfield Academy" is a name that feels welcoming, aspirational, and meaningful.
- It gives pupils a strong sense of place, reinforcing that they belong to a learning community built on resilience and growth.
- The name will encourage them to see their education as a process of personal development and growth—just as the land that once stood here was carefully cultivated for success.

4.2. A Timeless & Future-Proof Name

- Unlike names tied to specific individuals or trends, "Greenfield Academy" is timeless and universally inspiring.
- It allows the school to evolve while maintaining a meaningful connection to its past.
- It is a name that will remain relevant, meaningful, and aspirational for generations to come.

Conclusion: Why "Greenfield Academy" is the Perfect Name

The name "Greenfield Academy" is a thoughtful, historically rooted, and forward-thinking choice for Dundee's flagship secondary school within the new Community Campus. It successfully combines:

- A direct connection to the history of Greenfield House & its market garden—honouring the exact site where the school is built.
- A powerful metaphor for education & growth, ensuring the school's mission aligns with its name.
- A tribute to Dundee's East End & its transformation, ensuring that local heritage is recognised and celebrated.
- A strong and timeless school identity, creating a meaningful brand that pupils can be proud of.

By naming the school "Greenfield Academy," it ensures that its legacy of sustainability, growth, and success will continue for future generations of Dundee's young people. This name is not just about honouring the past—it is about building a bright and thriving future.

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