

ITEM No ...7.....

REPORT TO: CITY DEVELOPMENT COMMITTEE – 10 MAY 2021
REPORT ON: CITY CENTRE STRATEGIC INVESTMENT PLAN – PROGRESS UPDATE
REPORT BY: EXECUTIVE DIRECTOR OF CITY DEVELOPMENT
REPORT NO: 141-2021

1 PURPOSE OF REPORT

1.1 This report provides members with an update on the progress made developing the City Centre Strategic Investment Plan (CCSIP) that will provide an ambitious 30-year vision to regenerate this key part of the city. It provides a summary of responses to the recent stakeholder engagement exercise and provides an update to Committee on funding secured from the Scottish Government's City Centre Recovery Fund that will be used to commission consultants to support the development of the Plan, engage young people and to progress a trial project in relation to vacant property.

2 RECOMMENDATION

2.1 It is recommended that the Committee:

- a notes the progress made so far in developing ideas for the future regeneration of the city centre, including the responses to the stakeholder consultation exercise undertaken in late 2020;
- b approves the proposed initiatives to be progressed using funding from the Scottish Government City Centre Recovery Fund as outlined in the report;
- c delegates authority to the Executive Director of City Development to engage consultants to support specialist work areas to inform the preparation of the draft City Centre Strategic Investment Plan;
- d approves the proposal to work with organisations in the city to engage with young people to better understand their views on the future development of the city centre;
- e delegates the Executive Director of City Development to implement Vacant to Vibrant projects in partnership with colleagues in UNESCO City of Design and Creative Dundee to promote the reuse of empty spaces and animate city centre streets; and
- f notes the successful trial undertaken in Union Street to restrict vehicular access and parking and the proposal to consult on a Traffic Regulation Order to make these changes permanent.

3 FINANCIAL IMPLICATIONS

3.1 The costs of commissioning consultants to support the development of the CCSIP; the further engagement of young people; and the Vacant to Vibrant pilot project outlined in this report will be met from a grant of £210,000 from the Scottish Government's City Centre Recovery Fund.

3.2 The implantation of a long-term strategic plan for the city centre is likely to require significant investment including external funding. Additional funding is likely to be released through the Scottish Government's City Centre Recovery Taskforce, which is chaired by the Cabinet Secretary for Economy, Fair Work and Culture. The Strategic Housing Investment Plan may also be deployed to target the creation of additional affordable homes within the city centre.

4 BACKGROUND

- 4.1 Reference is made to Article VIII of the City Development Committee of 9 March 2020 that established the Council's approach to the creation of a plan for future development and investment within the city centre. The Committee approved the key strategic themes and remitted officers to develop ideas further, undertaken consultation and report back to elected members for approval in due course.
- 4.2 The report in March 2020 noted that the city centre has experienced significant challenges in recent years and that the development of a plan is important to ensure it stays strong and builds on the positive development that was undertaken over the last 25 years.
- 4.3 The full impact of the COVID-19 pandemic on the city centre is yet to be known. Over the last 15 months, many businesses have been closed or unable to trade as normal; city centre office staff have been working from home; events have been cancelled; and cultural attractions have been closed for significant periods. It is clear that a number of high-profile retailers with stores in Dundee have closed down, including Debenhams, Top Shop, Zara and Thorntons. Online retail sales have increased significantly and new shopping habits have become embedded in the population.
- 4.4 New footfall generating uses in addition to retail, including public services, community and NHS healthcare facilities, and leisure and culture uses will be sought in order to support city centre living and create attractive and vibrant street frontages.
- 4.5 The challenges of vacant property in the city centre are not confined to ground floors with the upper floors of many buildings either unused or underused. This accommodation has the potential for positive reuse, including conversion to residential use. Evidence is being gathered to establish the extent of vacant or underused upper-floor accommodation.
- 4.6 The challenges facing the city centre have never been greater. The need for a clear plan setting out an ambitious vision for the future of the city centre has never been more important.

Progress to Date

- 4.7 The proposed Strategic Investment Plan will seek to ensure that the city centre continues to develop as a unique, vibrant, inclusive and sustainable place to live, work and visit. Its role as a local and regional centre requires to be strengthened by enhancing its sense of place and by offering high standards of living for all; diverse leisure and tourism; capitalising on shopping experiences; greater employment opportunities; improved connectivity; and an enhanced public realm. By building on the recent momentum of positive change, Dundee City Centre will continue to attract investment to grow the city's economy, population, and prosperity.
- 4.8 A multi-disciplinary team representing City Development, Neighbourhood Services and Leisure and Culture Dundee has been established to lead on the creation of the Plan. Additional Service areas have been engaged to feed into the process as well as key external groups. It is clear that collaboration and joint working across a wide range of organisations/groups will be essential to deliver the ambitions of the Plan.
- 4.9 A 6 week consultation with members of the public was undertaken during November 2020 to January 2021. It was based on an online questionnaire covering the 5 key themes of the Strategy - Living, Working, Visiting, Connectivity and Public Realm. A consultation web page, introductory brochure (see Appendix 1) and a video were produced to support the consultation processes.
- 4.10 A total of 260 responses were received, the majority of which endorsed the approaches and thinking set out in the consultation brochure. In addition, a number of new ideas were suggested across a wide range of topics and these will help the development of the draft Plan.

- 4.11 As well as the online questionnaire, there was engagement with key stakeholders included landowners, investors, the retail sector, major employers, Registered Social Landlords, education sector, public transport providers and the leisure and tourism sector. A total of 25 one-to-one consultations were carried out to understand their views and future development plans. The one-to-one stakeholders are listed in Appendix 2.
- 4.12 Prior to and since the recent public consultation, research, analysis and ideas have been developed around the plan's five key interconnected themes. This work was essential to help shape the plan's overall approach and the consultation material. We will continue to develop this body of work in light of the consultation feedback and with the expertise of external consultants.
- 4.13 The findings of the consultation have been summarised in Appendix 3.

Scottish Government City Centre Recovery Fund

- 4.14 In recognition of the challenges the pandemic presents to city centre economies, the Scottish Government has made £2m of funding available to the seven cities to help kick-start economic recovery. Dundee City Council was allocated up to £210k subject to the submission of a bid setting out the activities it would undertake.
- 4.15 Dundee City Council's bid comprised three proposals:
- a Engage consultants with experience in city centre master-planning to generate innovative ideas for public spaces and develop these into deliverable projects that have the support of stakeholders and stimulate investor interest. This funding would support the next stage of activity in the City Centre Strategic Investment Plan, including further feasibility work, project identification, visualisation and action planning.
 - b Repurpose City Centre Properties through collaboration with the creative industries sector. This proposal seeks to respond to the issue of vacant floorspace in the city centre by identifying alternative short, medium and long-term uses. The proposal is to undertake a number of test-of-change/demonstration projects to engage potential users and property owners/investors to raise awareness of how a revitalised city centre might function. The proposal will work with the UNESCO City of Design team, Creative Dundee and local property agents.
 - c Engaging Young People in Designing the City Centre of the Future. Dundee is a young city, with one in five of its citizens being students. In developing the City Centre Strategic Investment Plan (CCSIP), creating a long-term vision stretching to 2050, it is imperative that the views of our young people are included in the plans. The recent public consultation exercise on the future of Dundee's City Centre did not attract a high response from those under the age of 26 years, those that are likely to be driving the future development of our city and enjoying the benefits of a vibrant city centre. The proposal is to work directly with key organisations in the city who are already engaged with young people (youth organisations, schools & colleges etc) to support the participation of young people in urban policy making.
- 4.16 It is intended to progress these three projects quickly so that it informs the preparation of the draft City Centre Strategic Investment Plan which will be reported to the City Development Committee at the end of the year. Approval is therefore sought to delegate authority to the Executive Director of City Development to appoint appropriate consultants to undertake this work.
- 4.17 In addition to this initial funding, the Scottish Government has set up a City Centre Recovery Task Force, working with the Scottish Cities Alliance to develop a future strategy for our city centres. The remit of the Task Force is to:

- develop a shared vision for the future of Scotland's city centres;
 - develop a series of innovative actions aimed at enabling our city centres to prosper, over the next 5 years, in a way that encourages inclusive and sustainable growth across our cities and their wider regions;
 - ensure that enabling increased fair work opportunities in our city centres is core to this work;
 - ensure that city centres can make an impactful contribution to Scotland's journey to being a net zero carbon economy;
 - frame a new way of working to help the Scottish Government and its agencies work with local authorities and the private third sectors to stimulate and maintain economic recovery in our city centres and
 - capture examples of innovation or best practice in Scottish cities and outwith the Scottish context to inspire successful and sustainable change.
- 4.18 To deliver on this remit, relevant policies, investment sources, fiscal environments and operating structures will be considered.
- 4.19 The Task Force, led by the Economy Secretary, Fiona Hyslop, has already met with representatives of Dundee City Council and a further timetable of discussions is planned. Additional funding through the Task Force will be available and Dundee will seek to submit bids that.

Next Steps

- 4.20 Over the coming months, work will continue to prepare a draft Strategic Investment Plan to be reported to the City Development Committee by the end of 2021. This document will be informed by the consultancy work supported by the Scottish Government City Centre Recovery Fund and the City Centre Recovery Task Force. It will also be aligned with ongoing areas of focus, including the establishment of a Low Emission Zone and the continued regeneration of the Waterfront.
- 4.21 In advance of this, work will continue with stakeholders and businesses to support the recovery effort in the city centre in the short term. This will include marketing of the city to visitors; hosting appropriate events and activities that bring vibrancy; and providing reassurance to visitors around safety.
- 4.22 Officers will also look across various other external funding sources to seek short, medium and long term opportunities to maximise the benefit of future investment in the City Centre. An opportunity to explore Strategic Housing Investment Programme funds to support an increase in residential property in the city centre will also be considered.
- 4.23 One of the successes of the last year has been the temporary works in Union Street supported by Spaces for People funding. The project has been implemented by Dundee City Council and supported by the UNESCO City of Design Team. With high levels of engagement with businesses and wider stakeholders, the project has proven to be a successful test of change in this important city centre street. As such, it is proposed that the traffic restrictions are made permanent and this is the subject of a separate report to this Committee. In addition, it is proposed to explore permanent design solutions and identify appropriate funding to deliver these.

5 POLICY IMPLICATIONS

- 5.1 This report has been subject to an assessment of any impacts on Equality and Diversity, Fairness and Poverty, Environment and Corporate Risk. There are no major issues.

6 CONSULTATIONS

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

7 BACKGROUND PAPERS

- 7.1 None.

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APPENDIX 1 - INTRODUCTORY BROCHURE



Strategic Investment Plan Scope



This consultation is primarily concerned with the city centre area defined by our administrative boundary, as shown in the clear area in the middle of the map. However, we appreciate that in reality such boundaries are not hard and fast when considering the notion of the city centre and therefore we are also interested in specific locations within the areas surrounding the administrative boundary, as shown in light blue. In some instances, such as the connectivity theme, our attention stretches into the wider city context, as identified in the dark blue area.

Introduction

What should our city centre be like in 2030...2040...2050?

These are the big questions we are tackling in this consultation. We can't plan for exactly how the future is going to unfold, but we can set out our intentions for what we want to achieve and the kind of city centre we want to create. This is the start of an ongoing process and we want to know your thoughts now and throughout the journey towards 2050.

Feedback from this consultation will help shape the proposed strategic investment plan for the city centre. Agreement to prepare this plan was approved at Committee during March 2019. The plan is intended to best prepare for future development and investment opportunities, and to inform development around major sites, transportation, active travel, pedestrianisation, environmental improvements and public realm enhancements. Further detail on the plan's intentions can be found in the following [Committee report. Report No 78-2020](#)

The role and nature of town and city centres is changing significantly as the digital and online era progresses. Covid19 has accelerated this change and brought about its own restrictions to the way we access and use town and city centres. Resilience and flexibility will be necessary to get through the pandemic as we look forward to a new chapter in the city centre's development. It is this new chapter that we are focusing on in the consultation.

We believe that our city centre needs to be more about supporting and celebrating people, public life and business. It needs more people living, working and visiting, during the daytime and evening, to ensure that it thrives into the future. Therefore, we need more reasons to want to be in our city centre, which requires more homes, businesses, facilities, services, creativity, diversity, community and participation. How people access the city centre and the quality of its public realm is vital to supporting these intentions.

To structure the broad thinking involved in undertaking this plan and consultation, we are using five key themes: living, working, visiting, connectivity and public realm. An introduction to the five themes and key statements are outlined in the following pages. This should help provide an understanding of the themes and assist with the consultation survey. This is your opportunity to help shape the future of Dundee city centre and we thank you for your participation.

The six-week consultation period runs from Friday 27th Nov 2020 to Friday 8th Jan 2021.



Living

Ambition

To significantly increase the city centre population by promoting city centre living. This will be achieved by encouraging private developers and social rented landlords to undertake new development and conversion of existing buildings, and improving the public realm to create vibrant and attractive places to live.

Introduction

Dundee has for many years had a reputation for providing excellent value for money for residential accommodation when compared with the other main Scottish cities. Our city provides a wide variety of accommodation choice and has demonstrated that regeneration can create neighbourhoods that thrive.

With city centres across the country adapting to meet changing consumer demands, a fresh perspective on what we want our city centre to look like in the future is vital to create a thriving and attractive place. One aspect of this change is the desire to encourage more people to choose to live in a city centre location. To do this, we need to provide attractive accommodation through the re-use of existing buildings, as well as new-build developments. Choice of home type is important to encourage a broader range of households including students, young professionals, families and those in later years.

The space around these buildings is vital in creating attractive places for people to unwind, socialise and play. We need to introduce more green spaces, play areas, and street trees, while introducing safe active travel routes that encourage walking and cycling; contributing to improved health and wellbeing. With a wide variety of services and facilities on the doorstep, the city centre provides an ideal location for sustainable and accessible living.



Upper floor residential opportunities on the corner of Commercial Street and the High Street.



Residential development opportunities at Robertson's Whisky Bond on the Seagate.

Rethinking the role of our city centre provides an opportunity to repurpose vacant buildings and sites to provide places for people to live, work and socialise. In order to create a socially sustainable place, identifying opportunities for mixed-use development will be key. By identifying development opportunities, removing barriers and working collaboratively with developers we can attract inward investment to create high-quality residential development within and around the city centre.

A variety of house types, sizes and tenures will be key to creating a diverse community within and around the city centre. Opportunities to support an ageing population as well as choice for families will be encouraged and explored. We will work with social and private housing providers to encourage greater housing choice.

To create a vibrant and sustainable community, adequate access to a range of services and facilities is essential. Opportunities to create attractive mixed used spaces will be explored in collaboration with community partners. The provision of these services and facilities will support people to live in the city centre and create focal points of activity and vibrancy to support placemaking.

To set some context for discussion, we have established the following statements that we feel need to be considered as we progress the plan.

- Increase the city centre residential population through high-quality development of vacant and underused sites and buildings.
- Provide a variety of residential types and tenures to meet the needs of different households and to create a diverse community.
- Enable access to services and facilities to support city centre living.

A consultation questionnaire has been created to explore the above statements further and to gather your support and recommendations. You can access the questionnaire via the following [web link](#).



Proposed residential redevelopment of Customs House. Granted planning permission in October 2020.



Successful redevelopment through flats on the Cowgate.

Working

Ambition

Dundee needs to attract around 3,000 new jobs to the city centre area during the life of the Strategic Investment Plan. We will do this by ensuring a full range of modern business premises are created, our digital infrastructure meets the evolving needs of our business community, and by attracting a greater range of activities and uses in the city centre. We will focus on initiatives aimed at attracting the best talent and opportunities in computer gaming, cyber security, digital and fintech, and by working with our Universities and making the city centre the hub of the city's knowledge economy.

Introduction

Dundee city centre has always been a lively place and following significant investment in the pedestrianisation of key streets and enhanced city scape, it has continued to be a key focus for the city's economy.

After the experience of the 80s and 90s, when many businesses moved to out of town business locations, many economic sectors are now keen to move back into city centres as it is often easier to recruit key talent in the heart of the city. This is particularly true of emerging industries and sectors of the future, driven by the digital connectivity and the knowledge economy. We must continue to support our retail sector, recognise the changing retail environment and the further changes and opportunities that technology will bring to ensure the city centre remains varied and vibrant.

We have to ensure the city centre offers an environment that meets modern and future requirements by developing innovative ways of repurposing our office space, retail offering and shopping centres. We want to attract new leisure and hospitality use that helps us grow the evening economy, including restaurants, pubs, clubs and live music venues.



The Central Waterfront's new Earl Grey Building. Social Security Scotland will be the first tenants, with space for up to 600 employees.



We need to build on the work with our key stakeholders to cement Dundee's position as a world leading city for the digital sector, and by working in partnership grow our skills base to support this sector and attract and retain talent. We also need the type of incubator space and workshops that the digital sector needs.

We will work with our universities to ensure we can meet their ambitions and growth in the future at the heart of higher education and research and development in Scotland and beyond. Abertay is our city centre university, and we will work to support the university in developing a long-term vision for their campus.

To start the discussion, we have prepared the following statements to consider as we progress the plan.

- The business environment in the city centre needs enhanced to ensure that we can offer the right type of spaces for businesses that will look to locate there in the future – through the provision of infrastructure and mixed-use developments.
- It will be important to promote the city centre to investors and companies outwith those traditionally located in the city centre if we are to ensure it remains a vibrant place.
- Utilise Dundee's world class digital connectivity (installation of enhanced broadband across the city through City Fibre, free public wi-fi in the city centre and the development of a 5G testbed in the central waterfront) and existing skills in key sectors, such as games and life sciences, to promote the city centre as an ideal location for business, investment and talent attraction.
- Developing a thriving hub/cluster of knowledge economy businesses in the city centre will help to create high-value jobs for local people and help us to attract new talent to the city.

A consultation questionnaire has been created to explore the above statements further and to gather your support and recommendations. You can access the questionnaire via the following [web link](#).



Development group Northern Lights Arena Europe's proposed e-sports arena in the Central Waterfront.



Visiting

Ambition

Develop Dundee's city centre into a welcoming, vibrant, sustainable "must see" destination for local visitors and those from further afield, offering an experience of leisure and tourism which is both authentic and memorable. Support a retail and hospitality experience which is unique, showcasing local talent alongside top national brands, attracting growing numbers of day and evening visitors throughout the year.

Introduction

Dundee has developed its tourism offer substantially in recent years. With 5-star visitor attractions and the opening of the internationally acclaimed V&A Dundee, visitor numbers have increased by 53% in the last 5 years and visitor expenditure by 41%. On the back of this, the city has developed and nurtured an increasing reputation as one of the "must see" cultural and creative destinations in the UK. Many of the world's top influencer brands have highlighted Dundee as the place to visit in recent years, including Conde Nast, National Geographic, the Lonely Planet, CNN, Bloomberg and the Sunday Times.

Visitor infrastructure in the city centre has developed alongside this tourism offer with an independent food and drink scene emerging to meet the growing demands of increased visitors. Physical infrastructure development, including the opening of Slessor Gardens and the new railway station, have amplified the development of the city centre, and the Waterfront development sites continue to offer further potential visitor opportunities.

The location and geography of the city centre lends itself to continuing to be a successful visitor destination. Dundee sits within an area of outstanding beauty surrounded by coast and countryside. It is also the ideal base to further explore Scotland. The city is compact and city centre attractions are easily walkable. Its growing reputation as a low carbon city will be important for visitors going forward.



Within the strategic investment plan, the visitor theme is focused on developing the visitor experience and encouraging the growth of the visitor economy. This includes the leisure, tourism, hospitality and retail the city centre offers both local visitors and those from further afield. Whilst much has been achieved to date, there is significant work to be done to ensure that the city sustains this progress and grows in the longer term. This theme does not stand in isolation and is linked to other elements of this plan with complimentary themes including connectivity and public realm in particular.

We must recognise that COVID 19 has had a devastating effect on the retail, hospitality and visitor attraction businesses and organisations, more so than any other sector of the economy. In the immediate term we must look to ways to help those within in this sector survive this crisis, but beyond this we must look to create a city centre where visitors will come in increasing numbers and over extended periods. To set some context for discussion, we have established the following statements that we feel need to be considered as we progress the plan.

- We need to create distinctive and vibrant destinations within the city centre through “great streets” and event space (e.g. Union Street and Downtown Dundee), while working with the private and third sector to maintain these going forward.
- Dundee is an all year destination with attractions and events across the whole calendar. We must maintain and develop our seasonal events and build on the night time economy offer to help sustain this approach and attract more visits to the city centre over longer times.
- We should tell the story of our city to visitors in a variety of ways so that each interaction they have in our city centre gives them a sense of who we are and where they are.
- We should encourage and create new and authentic, memorable city centre experiences for locals and visitors which are responsive to current and future expectations and demands.

A consultation questionnaire has been created to explore the above statements further and to gather your support and recommendations. You can access the questionnaire via the following [web link](#).



Connectivity

Ambition

Helping make Dundee city centre successful both economically and environmentally by ensuring strong, sustainable transport links, accessibility for vulnerable groups and businesses, prioritising low emission transport, and strong pedestrian links to good quality off-street parking.

Introduction

Dundee has for many years had a reputation as an innovator in sustainable transportation. We were one of the first cities to remove through traffic from key streets in the city centre, and to this day we have perhaps the highest proportion of pedestrian priority streets in Scotland.

Connectivity means different ways of accessing our city centre, for work, leisure or shopping. This includes walking, cycling, buses, trains, cars and delivery vehicles, and relates to the movement of both people and goods. Creating the conditions for easy and convenient movement of people and goods will help us to regenerate the city centre and maintain a thriving local economy.

We need to encourage more people to visit the city centre during both the daytime and the evening. The city's evening economy in particular is a target for growth, and we need to support the cultural attractions, restaurants and pubs with better transportation.

In line with the Scottish Government's health, wellbeing and zero carbon aims, our ambition seeks to make sustainable travel to and from the city centre a more viable option for residents, businesses, commuters and visitors.



The active travel options of walking, and cycling, and journeys by train, bus and e-vehicles are all part of this sustainable mix. Improving air quality in our city centre is an important consequence of increasing sustainable transportation. Through increased use of e-vehicles and the future introduction of the city centre's Low Emission Zone, air quality in the city centre will continue to improve, and we will reduce our carbon dioxide emissions in line with Dundee's declaration of a climate change emergency.

Throughout the coming decades we are likely to see significant changes in the way people and goods are moved around. E-vehicles, driverless vehicles and drones will increasingly shape our city's transportation systems and infrastructure. We need to make sure we are doing all we can to facilitate positive change through the introduction of supporting infrastructure.

To set some context for discussion, we have established the following statements that we feel need to be considered as we progress the plan.

- Active travel routes and infrastructure for walking, wheeling and cycling to and from the city centre need to be improved.
- Pedestrian and vehicular access throughout the city centre needs to be reconsidered to ensure that it is supporting businesses, public life and the daytime and evening economy.
- Low-carbon, innovative and sustainable modes of transportation, such as e-vehicles, e-bikes and e-scooters, must be supported through enhanced infrastructure.

A consultation questionnaire has been created to explore the above statements further and to gather your support and recommendations. You can access the questionnaire via the following [web link](#).



Public Realm

Ambition

The city centre's public realm is vital to supporting all of the other themes. A successful public realm supports and attracts more people to visit, work, socialise, play and live in the city centre. Therefore, we aim to enhance the quality, function, attractiveness and sense of place within the public realm by investing in and maintaining its network of streets, buildings and spaces, further developing our famous public art programme, and conserving our historic buildings and structures.

Introduction

Through a legacy of ambitious and award-winning public realm improvement works, our city centre provides a successful environment that has positively served Dundonians and visitors for decades. Extensive pedestrianised streets and spaces with unique furniture, high-quality finishes, renowned public art and green infrastructure create an attractive and welcoming place.

Continual investment is delivering further upgrades to street finishes with high-quality materials and the current improvements taking place through the Town Centre Fund will provide additional street furniture, planting, digital infrastructure, public art, and local venue advertising.

Collectively, we must care for and maintain our successful public realm. This includes reducing and managing litter and graffiti; improving waste management systems; controlling our seagull problem; maintaining street furniture, hard landscaping and green spaces; managing tree growth; and decluttering where appropriate.

The extensive historic built environment is of great value to the city centre's sense of place and its upkeep is a priority. More needs to be done to ensure that buildings are cared for and maintained, particularly the regular removal of invasive vegetation and graffiti, and the repair of rainwater goods, stonework, windows and roof coverings. Celebrating key historic and landmark buildings through feature lighting is also very beneficial to the city centre's image and attractiveness, and in particular the contribution it makes to the evening nightlife and economy.



Several of our key historic buildings need redevelopment to safeguard their future, including the former King's Theatre, Royal British Hotel and Robertson's Whisky Bond, which are all listed on Historic Environment Scotland's Buildings at Risk Register. We intend to work more closely with businesses, developers and the Dundee Historic Environment Trust to secure new uses for these valuable assets.

Care for the public realm also extends to the people who inhabit its streets and spaces. People visit the city centre for various reasons and we need to ensure that the environment is safe, accessible and welcoming for locals, commuters, visitors and tourists. Part of this will involve new approaches to care for the city's vulnerable and homeless citizens.

As the role of town and city centres continues to move away from traditional functions, such as shopping, we need to ensure that our public realm supports new uses and the local economy; provides more reasons to visit; and strengthens its position as a regional centre and a focal point for the Dundee community. To this end, we believe that our city centre must be a more flexible, accessible and dynamic environment, which encourages public activity, participation, ownership and a sense of pride for all Dundonians.

To set some context for discussion, we have established the following summary statements that we feel need to be considered as we progress the plan.

- As the role of our city centres changes, our public realm must continue to improve and evolve to better support the local economy and public life.
- The management of our public realm assets and challenges should be reconsidered to ensure that innovative and efficient measures can be put in place.
- Maintenance programmes and partnership working should be considered to ensure that the buildings which define our public realm are well maintained, celebrated and repurposed where at risk.

A consultation questionnaire has been created to explore the above statements further and to gather your support and recommendations. You can access the questionnaire via the following [web link](#).



Redevelopment opportunities at the former King's Theatre.



Redevelopment opportunities at the former Royal British Hotel.



APPENDIX 2 - LIST OF ONE-TO-ONE CONSULTATIONS WITH KEY STAKEHOLDERS

- 1 Hillcrest Housing Association
- 2 Angus Housing Association
- 3 Home Group
- 4 Dundee & Angus Chamber of Commerce
- 5 Embark Group
- 6 High School of Dundee
- 7 James Hutton Institute
- 8 Legal & General Investment Management
- 9 Michelin Scotland Innovation Parc
- 10 BT
- 11 Abertay University
- 12 University of Dundee
- 13 Visit Scotland
- 14 UNESCO City of Design Dundee
- 15 Wellgate Shopping Centre
- 16 V&A Dundee
- 17 Leisure and Culture Dundee
- 18 Dundee Contemporary Arts
- 19 Dundee Rep and Scottish Dance Theatre
- 20 Xplore Dundee
- 21 TACTRAN
- 22 Living Streets
- 23 Sustrans
- 24 City Centre and Harbour Community Council
- 25 Dundee Civic Trust

APPENDIX 3 – CONSULTATION SUMMARY



Dundee City Council

Summary of Online Questionnaire Responses

Contents:

1.0 Summary of online questionnaire responses

1.1 Overarching Questions

1.2 Living Questions

1.3 Working Questions

1.4 Visiting Questions

1.5 Connectivity Questions

1.6 Public Realm Questions

1.0 Summary of online questionnaire responses

The online questionnaire was split into six sections, which included an introductory section of overarching questions followed by five theme-based sections: living, working, visiting, connectivity, and public realm. All responses for each question have been considered and the key comments and recurring themes are listed in the summaries below.

1.1 Overarching Questions (Questions 4 to 6)

The opening overarching questions were designed to set the tone for the following theme-based questions and worded in a way that encouraged responders to think beyond the here and now. A range of positive, ambitious and passionate responses were provided, demonstrating the interest, care and concern that the public has for the city centre. Overall, people want the city centre to be a more positive and social place for everyone, which is easily accessible, celebrates and prioritises public life, and provides a broader variety of reasons to want to visit the city centre.

Question 4. As the role of city centres continues to develop into the future, what do you think the role of Dundee city centre should be?

Key comments and recurring themes:

- The city centre should function as a stronger social, cultural, economic and employment hub for all Dundee citizens and the surrounding regions.
- The city centre should be a more attractive, clean, safe, welcoming and sustainable place for living, working, learning, meeting, socialising, relaxing, eating, drinking, shopping, being entertained, doing business, and for accessing leisure facilities and all the services required to live a good quality of life.
- Tourists (and all visitors and users) should experience the city centre as a unique destination, with a variety of things to do, which celebrate the city's history and culture.
- There is a strong emphasis on the city centre being a focal point for community, identity, belonging, togetherness and social cohesion, and a place to be proud of.
- The feeling and atmosphere in the city centre should be more unique, quirky, dynamic, cosmopolitan, fun, adventurous, welcoming and lively.
- Ultimately, the city centre needs more reasons to want to go and spend time there, including more activities and spaces for children, young people and families.
- We must acknowledge that Dundee's historic, primary, role as a retail centre cannot continue. The future role must focus on entertainment, leisure, culture, local and independent businesses, hospitality, events, performances and festivals.
- Regarding employment, the city centre must integrate better with both universities and maximise the potential of its key strengths, such as digital, cyber, creativity, gaming, medicine etc.
- Many responses support and understand our aim to increase the resident population in and around the city centre. They understand that we need a critical mass of people and activity to create a self-sustaining community of residents and businesses.
- Opportunities for city centre living should be available to everyone. More opportunities for social housing and family living are required.

- Accessibility and connectivity, both day and night, are also acknowledged as being key to a more self-sustaining city centre. More frequent and affordable public transport is required to make it easier to access the city centre during the daytime and particularly the late evening.
- Active travel, such as walking and cycling, need to be improved and the city centre should be less car dependant to make way for increased public life and activity in the streets. Accessibility for all, to all public and private spaces and businesses, is a must.
- The city centre should provide better-quality, green, outdoor spaces that respond to our climate, eg sheltered outdoor space. Adequate outdoor space for children to play is a priority.

Question 5. Looking towards 2050, how would you like to describe Dundee city centre to a visitor and what should it be best known for?

Key comments and recurring themes:

- Overall, many people would like to describe the city centre as:
 - a safe, friendly, fun and welcoming place that’s buzzing with activity, employment, entertainment, leisure and public life, both day and night.
 - an inclusive, people orientated and community focused place that has spaces, streets, activities, attractions, events and venues that provide something for everyone.
 - having clean, drug-free, beautiful, attractive and green streets and spaces, with well-maintained historic and contemporary buildings.
 - Having a thriving day and night time economy, with a wide variety of cafés, restaurants, bars and attractions.
 - being family orientated, with child friendly streets and great play spaces.
 - pedestrianised, accessible, walkable and car free, with fantastic transportation and active travel infrastructure.
 - forward-thinking, progressive and innovative regarding climate change action, sustainability, employment, transportation and the use of public space.
 - diverse, unique and quirky in its character and offerings so that it provides something different and stands out locally, nationally and internationally.
 - a place that has successfully transformed into a thriving modern city centre, which embraces its historic and contemporary culture in equal measure.
 - having a thriving retail sector of small, independent, local, boutique and start-up businesses.
 - having a European and cosmopolitan atmosphere to its streets and spaces (outdoor cafés, restaurants, bars, music, performance etc).
 - having a great variety of high-quality indoor and outdoor spaces and visitor attractions, with regular, year-round, concerts, events and markets.

- a great place where people live, with high-quality and affordable homes and a great quality of life.

Question 6. In the short to long-term, what do you think should be done to grow the city centre's daytime and night time economy?

Key comments and recurring themes:

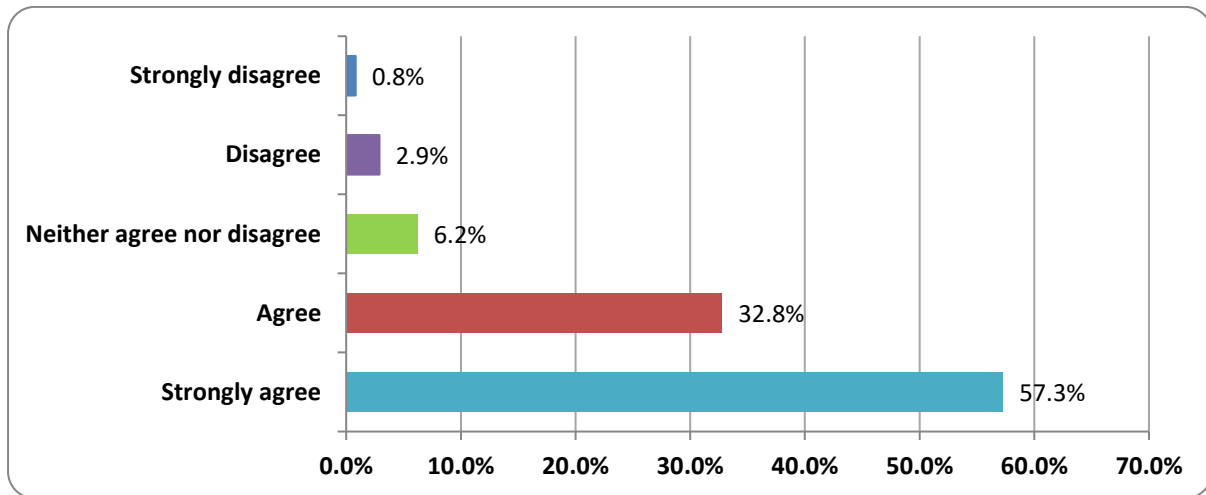
Most of the response for questions 4 and 5 were restated as a means of growing the city centre economy, eg safer, cleaner, more things to do for everyone, more family orientated, more street activity, café culture, more events/activities/concerts/festivals, later opening times for non-alcohol establishments, more residents, more pedestrianisation, better public transportation and more active travel infrastructure etc.

- Many of the comments relate specifically to private businesses, such as;
 - Requests for more evening based, non-alcohol related, activities, social spaces, cafés and venues.
 - Requests for more outdoor social space and seating provision, which is sheltered, heated and appropriate for our climate.
- Several comments suggest the city centre is too big and the positives spread too thinly to make it a success. The city centre assets should be consolidated to maximise their collective success.
- Similarly, from a visitor experience and safety perspective the positive locations are fragmented and need to be either consolidated or the gaps filled. Better and more inventive lighting is required to make the streets safer and more attractive.
- Brownfield sites and long-term vacant retail units should be re-instated as affordable housing or studio spaces for students and creatives. Upper floor businesses should be incentivised to relocate to the ground floor to free up upper floors for residential use.
- Requests for more high-quality public spaces, which are sheltered and appropriate for our climate, including fully and partially covered streets and spaces with glass roofs.
- Requests to extend the recent pedestrianisation of Union Street to other streets, and to provide designated outdoor space for pop-up food venues, food trucks, markets and music.
- Remove dispensing licences of drug substitutes from retailers.
- Many comments submitted regarding the reduction of business rates and the need to introduce incentives, such as short/cheap lets for independent, start-up and cultural businesses; opportunities for businesses to pay a percentage of their gross income rather than set charges; and longer-term partial payback. Public and private rents also need to be reconsidered and it needs to be easier for spaces to get permits for events.
- Remove alcohol licence limit and introduce relaxation on planning regulations to be quick enough and flexible enough to meet short term trends and demands.
- Calls for investment and support for the things that have a history of success, eg Reading Rooms, and the things that make Dundee stand-out, videogames bar, Chiptune gigs, live VJing, live coding, e-sports tournaments and recording studios.

- Public transport times are unreliable in the evening and it doesn't run late enough. More late evening and early morning cover is required.
- Trial and review the removal of traffic lanes to reach the V&A and introduce pedestrian/cycle priority crossing points.
- There needs to be more car parking incentives, such as free on weekends and 24hour parking at Lindsay Street carpark and Overgate carpark.

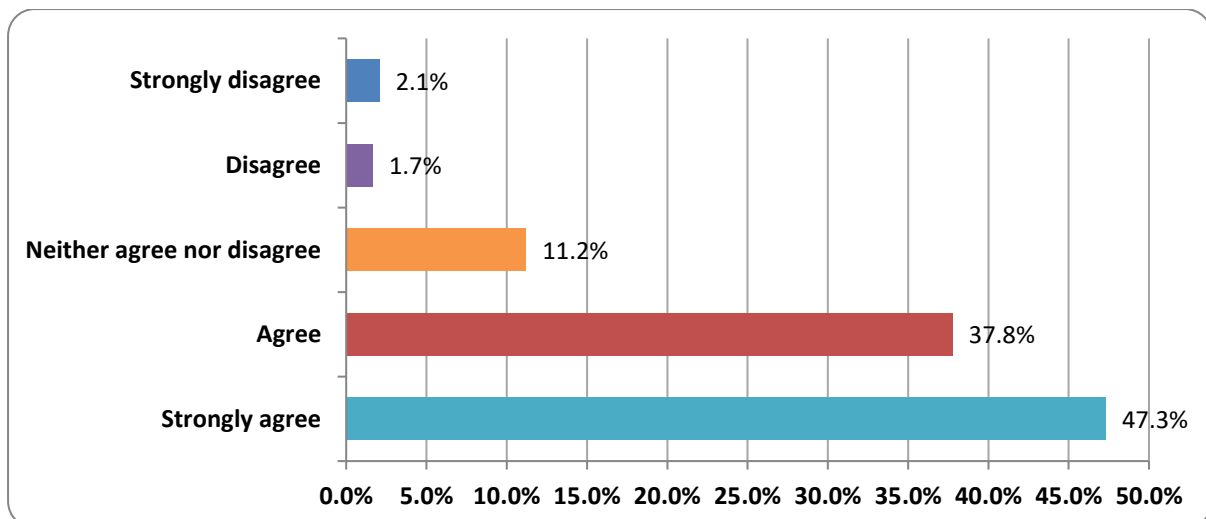
1.2 Living Theme Questions (Questions 7 to 13)

Question 7. Empty buildings located above commercial premises in the city centre should be targeted for conversion/reinstatement as residential property for sale or rent.
(multiple choice only)



90% of the 241 respondents agree/strongly agree with the statement.

Question 8. A wide variety of housing choice in terms of type and size will make the city centre more attractive for homeowners, tenants and landlords.



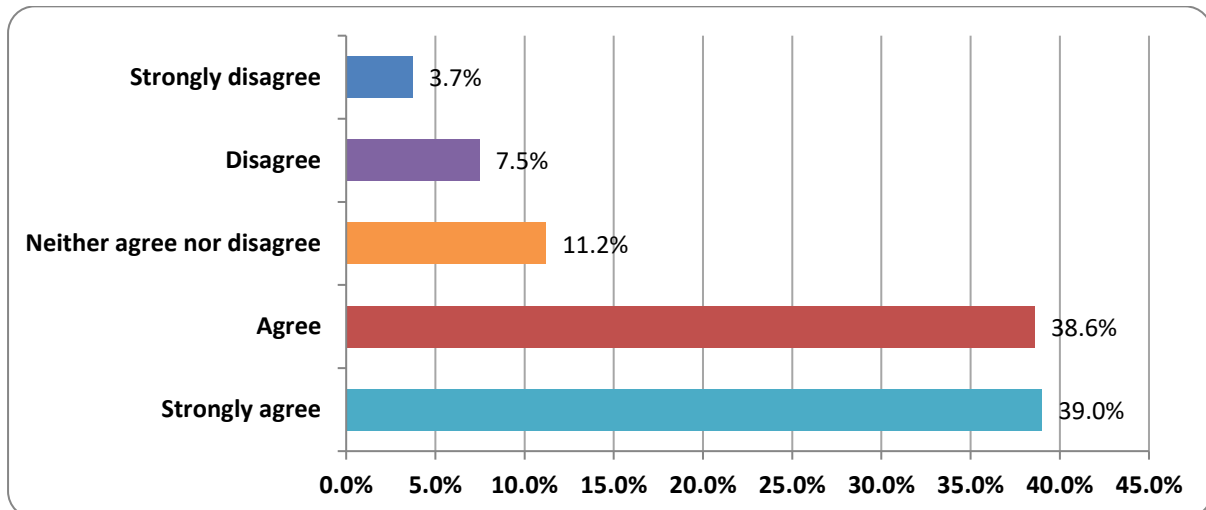
85% of the 241 respondents agree/strongly agree with the statement.

Key comments and recurring themes:

- Everyone should have access to quality housing in city centre for the young and old.
- A mix of houses should be provided through conversion of traditional buildings and development of new build with access to facilities, services and greenspace should be encouraged.
- Concern that city centre not suitable or attractive for family type housing.
- City centre should be made attractive for those living there rather than private landlords.

- Allowing for a range of housing will attract people to live in city centre and will enhance area.
- Quality of housing should be paramount focus.

Question 9. A wide variety of tenures including private sale, private rented, affordable sale and social rent will make the city centre an attractive prospect for a range of residents.

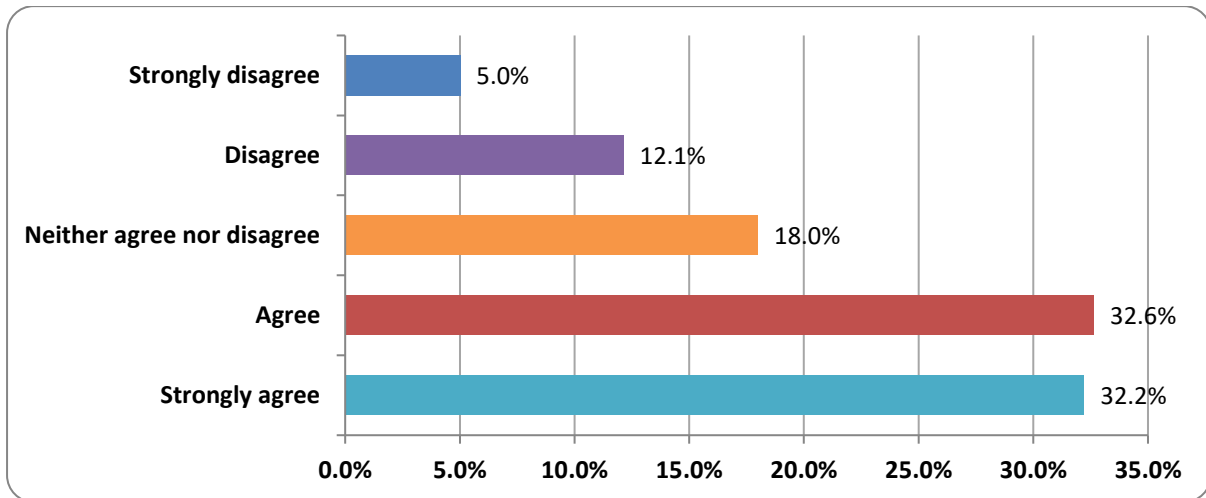


77% of the 241 respondents agree/strongly agree with the statement.

Key comments and recurring themes:

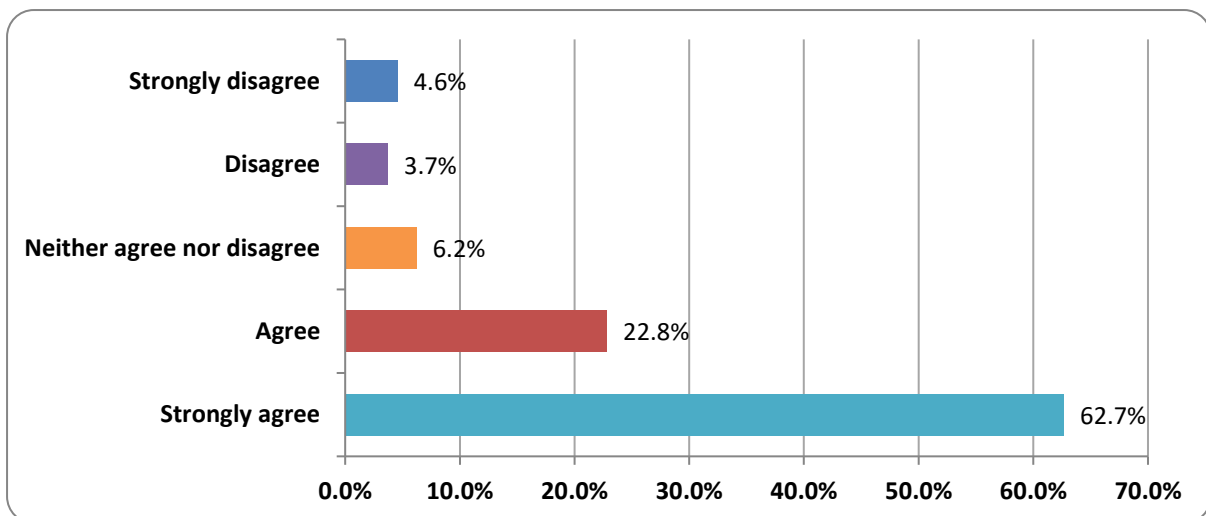
- A mix of both professional/private housing and social housing should be encouraged.
- Comments in support of social housing for affordable rent and sale rather than a focus on private rent housing.
- Concern private rented housing would not be managed properly and buildings could fall into disrepair.
- Encourage affordable housing with a strict HMO policy as well as introduce local rent controls.
- Some comments highlighted that additional private housing for sale would benefit area as concern that too much existing social housing in city centre.
- All tenures should be of a high-quality design with access to services and greenspace.

Question 10. Public sector funding for the social rented sector should be targeted at key buildings and gap sites in the city centre to stimulate development on less commercial sites. (multiple choice only)



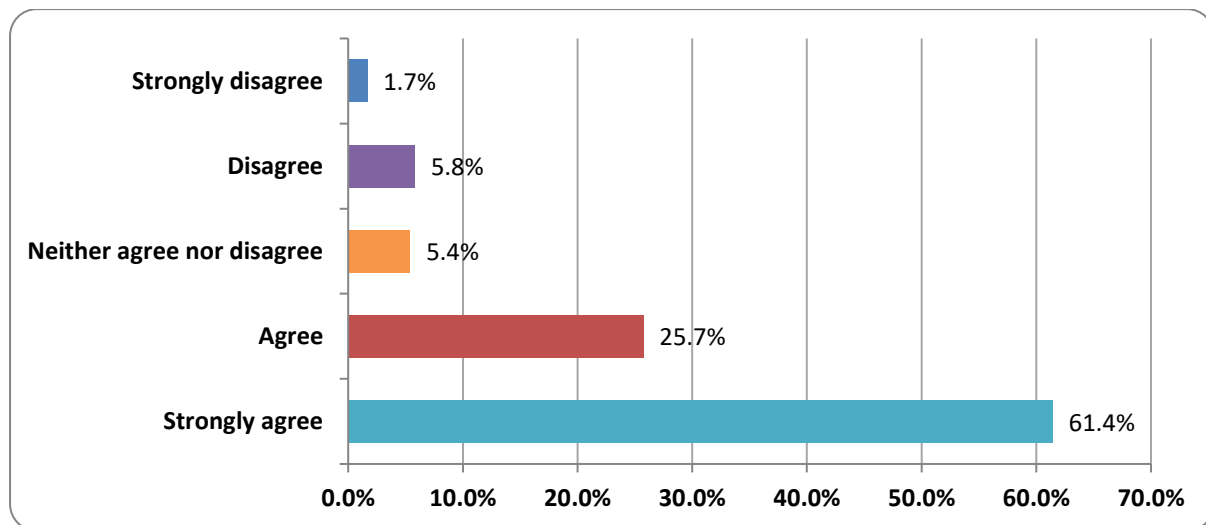
65% of the 239 respondents agree/strongly agree with the statement.

Question 11. Good access to public transport, cycle routes, pedestrian links and car clubs would provide an attractive alternative to private car reliance and a more sustainable city centre living option. (multiple choice only)



85% of the 241 respondents agree/strongly agree with the statement.

Question 12. The city centre should create a good neighbourhood with access to a range of services and facilities that create sustainable places eg doctors, nurseries, schools, community uses etc. (multiple choice only)



87% of the 241 respondents agree/strongly agree with the statement.

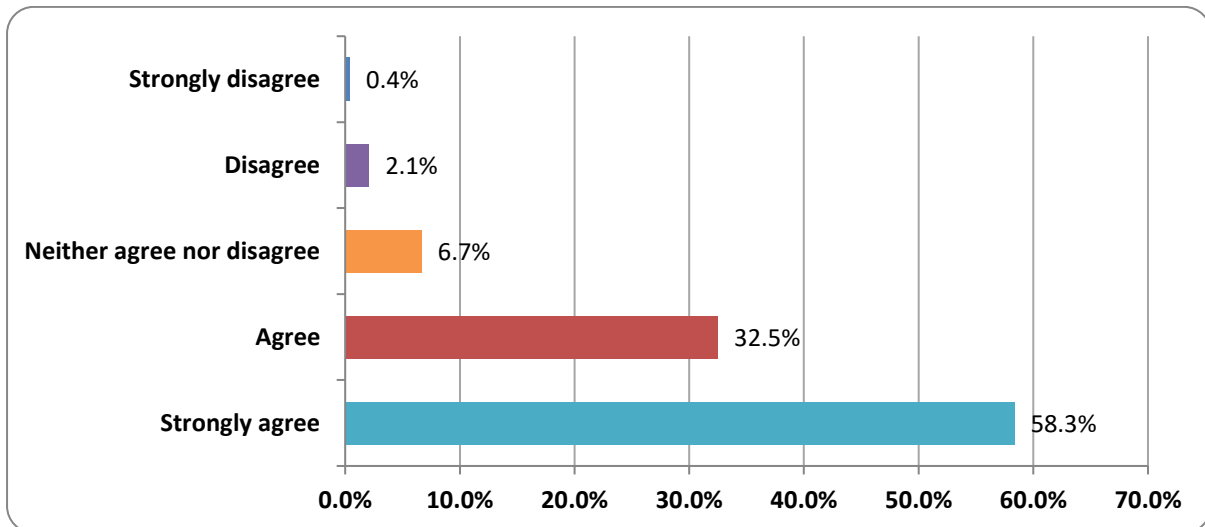
Question 13. Please provide any additional comments and tell us what would make the city centre a good place to live?

Key comments and recurring themes:

- Encourage a variety of retail and food and drink venues and create significant number of green spaces.
- Restrict car use and remove on-street parking areas to encourage outdoor seating. Make more areas pedestrianised with introduction of parking subsidies in high rise car parks, introduce park and ride facility and focus on public transport.
- Concern that an increase in residential development could detrimentally impact music/hospitality venues as result of introduction of noise limits/restricted opening hours.
- Make the city centre more vibrant with creative and cultural businesses and Dundee talent on display with design and gaming exhibitions.
- Allow more late license cafes and restaurants to create vibrant night time economy.
- More of a focus on year-round activities for a wide range of ages and people.
- Encourage independent businesses along with having a balance of multi-national commercial business.
- Encourage outdoor covered eating and drinking areas.
- Improve feeling of safety and security in city centre.
- Reduce the size of the city centre to improve the feeling of vibrancy and allow for focus spend on key areas.
- Improve green infrastructure and biodiversity within the city centre.
- Introduce a permanent covered market promenade.

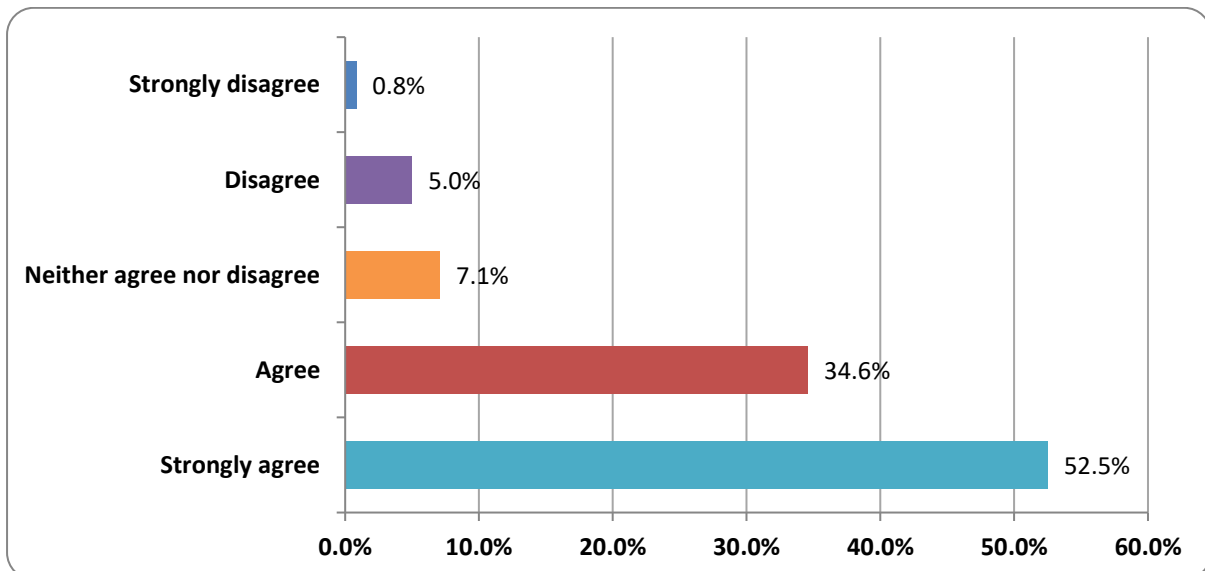
1.3 Working Theme Questions (Questions 14 to 20)

Question 14. Outwith the core shopping streets and centres, the city centre should be home to a wide range of businesses, from leisure and hospitality to high-tech digital and financial services. *(multiple choice only)*



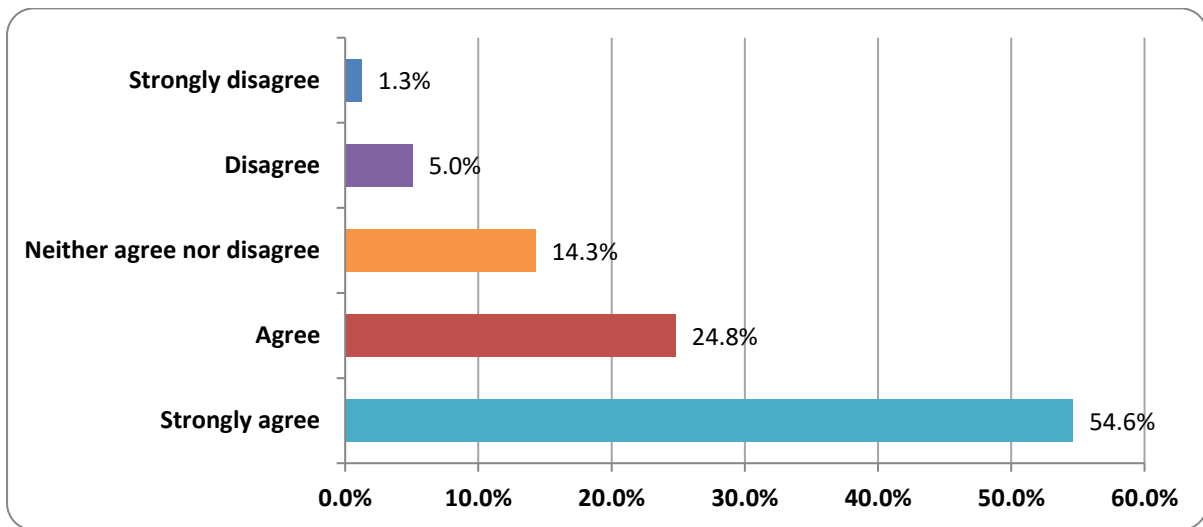
91% of the 240 respondents agree/strongly agree with the statement.

Question 15. The city centre should be promoted as a location for investment in all key sectors, including public services, digital and other high-tech industries. *(multiple choice only)*



87% of the 240 respondents agree/strongly agree with the statement.

Question 16. The city centre should offer facilities for local people to develop new skills to enable them to access job opportunities.

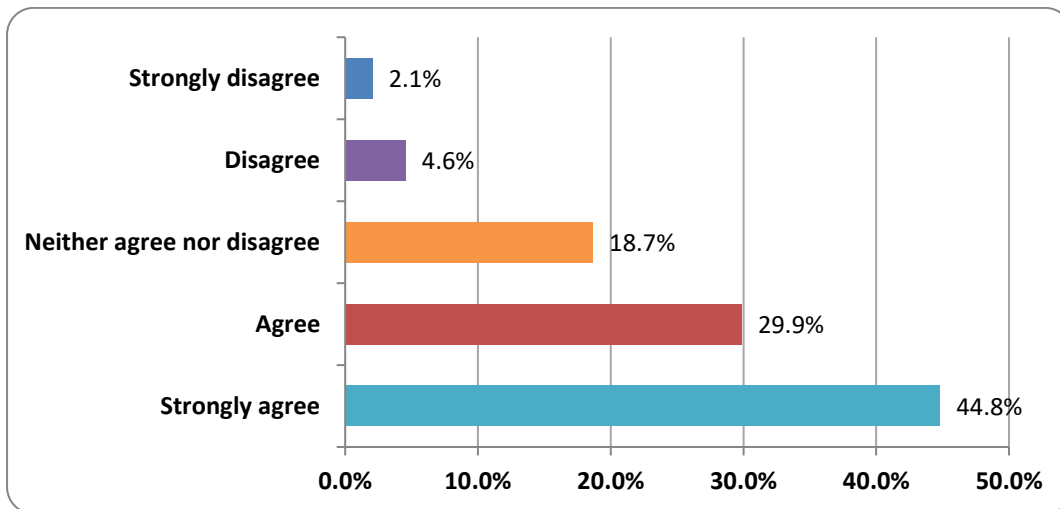


79% of the 238 respondents agree/strongly agree with the statement.

Key comments and recurring themes:

- A recognition that the city centre can support skills and employment agendas due to transport links and proximity to further and higher education institutes.
- Continue to establish links between further and higher education with job opportunities to retain/attract graduates.
- A central campus for D&A College.
- Vocational training in pubs/restaurants and hotels to boost employment opportunities in hospitality sector.
- Should create balance with opportunities for all eg students, unemployed and skilled workers.
- Concern that the digital agenda will see skills/training delivered virtually and remove the need for these facilities.
- Questioning why these need to be directed to the city centre (typically a retail/hospitality and tourism focus) – may be more suitable in out of town locations such as Tech Park.
- Consensus that respondents want tangible outcomes ie job outcomes with fairness agenda in mind (living wage/quality jobs).

Question 17. Future developments should ensure the city centre offers space for digital businesses from incubation and accelerator to large scale investment, giving the city the potential to benefit from the growth in digital industries.

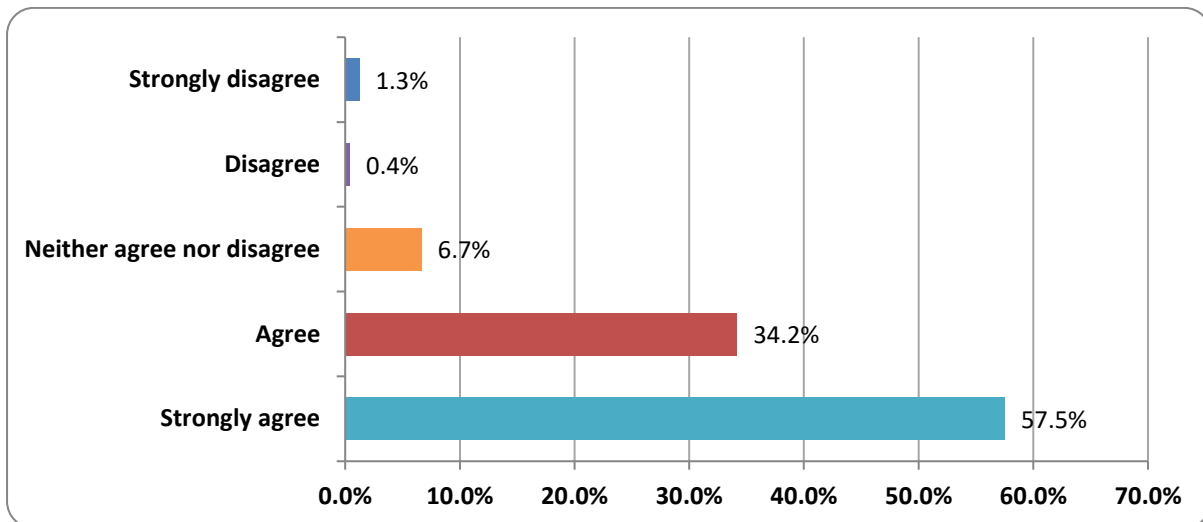


75% of the 241 respondents agree/strongly agree with the statement.

Key comments and recurring themes:

- Common opinion that digital should not be directed towards city centre, and would be preferred in out of town locations such as enterprise parks and industrial estates.
- Perception that the way we work and collaborate is changing and diminishing the need for physical spaces in an increasingly digital world.
- Concerns about displacement should businesses be directed to the city centre.
- Recognition that Dundee is well-established in the digital sector and that this should be built upon to attract investment.
- Raise awareness of Dundee's strengths in this field – increased collaboration with further and higher education institutes.
- Belief that one specific sector should not be promoted and that a mix would be preferred to make the city a vibrant hub for all sectors.

Question 18. The Dundee Partnership should work together to grow the knowledge economy and create jobs in the city – working with our universities to develop the infrastructure, skills and talent to do this.

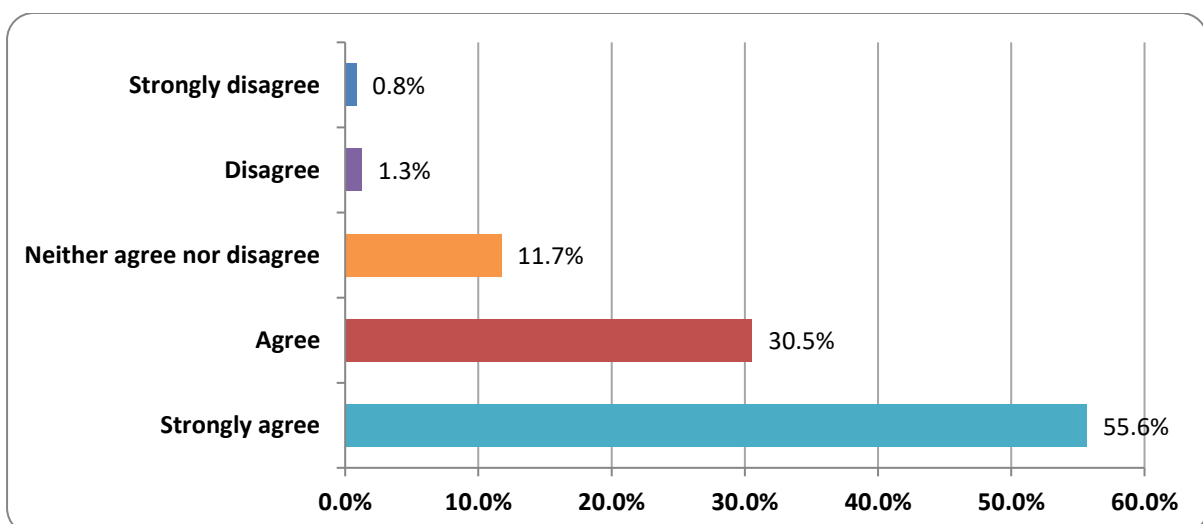


92% of the 240 respondents agree/strongly agree with the statement.

Key comments and recurring themes:

- Recognition that partnership working is the best approach to ensure that strategy works for as many key stakeholders as possible.
- Should be a focus on talent retention and attraction of graduates and young people.
- Work with schools, colleges, universities and businesses to create a unified approach that provides opportunities for all.
- Concerns that this relies on investment/funding.

Question 19. The city centre will see many of its key assets come to the end of their lives during the life of this plan and we should be bold and innovative in attracting new uses and purposes to them.



86% of the 239 respondents agree/strongly agree with the statement.

Key comments and recurring themes:

- Clarity needed on which key assets.

- Innovation and new ways of doing things is to be encouraged; re-using space and revitalising old assets is important.
- Ensure that new uses/purposes are ambitious but in line with Dundee's identity and heritage.
- Any developments should be planned with sustainability, active travel and vibrancy in mind from the outset.

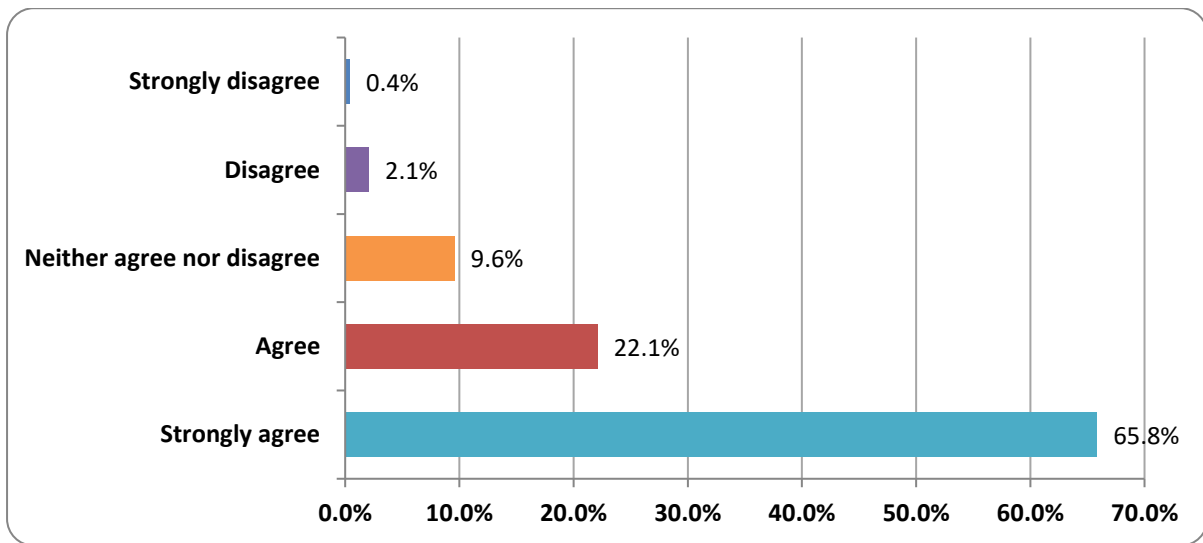
Question 20. Please provide any additional comments or list your working priorities for the city centre?

Key comments and recurring themes:

- A cross-cutting theme and a need to make the city attractive to live, invest, consume as well as work.
- A reduction in cars/transport is desirable.
- Capitalise on active travel and walkability to ensure environmental quality and attractiveness.
- Prioritise a mix of uses and a vibrant night time economy to make the city an attractive place to work.

1.4 Visiting Theme Questions (Questions 21 to 27)

Question 21. We need more activities which attract people into the city centre in the evening and current licensing and planning may need to be reviewed to support this.

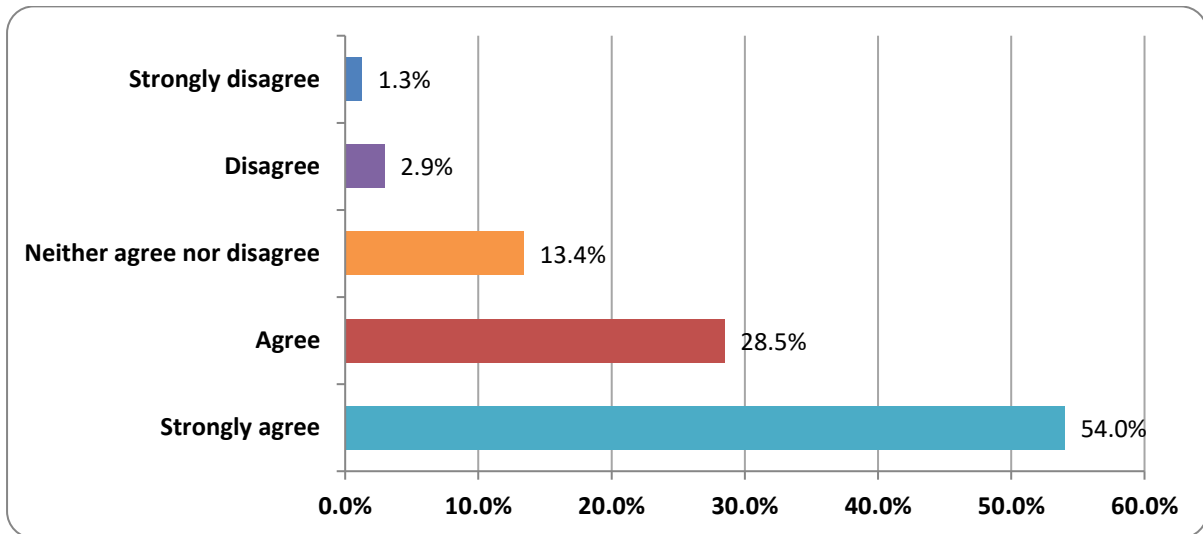


88% of the 240 respondents agree/strongly agree with the statement.

Key comments and recurring themes:

- We need more for families and young people.
- Not much available if don't want to drink alcohol.
- Demand for bowling alley/cinema /night markets/more outdoor events and activities.
- More café culture and outdoor seating for pubs.
- More live music.
- Need to focus on what successful night time economies and vibrant cities have on at night.

Question 22. Distinctive streets and destinations within the city centre will expand our visitor offer and local stakeholders of these areas should drive and maintain these.

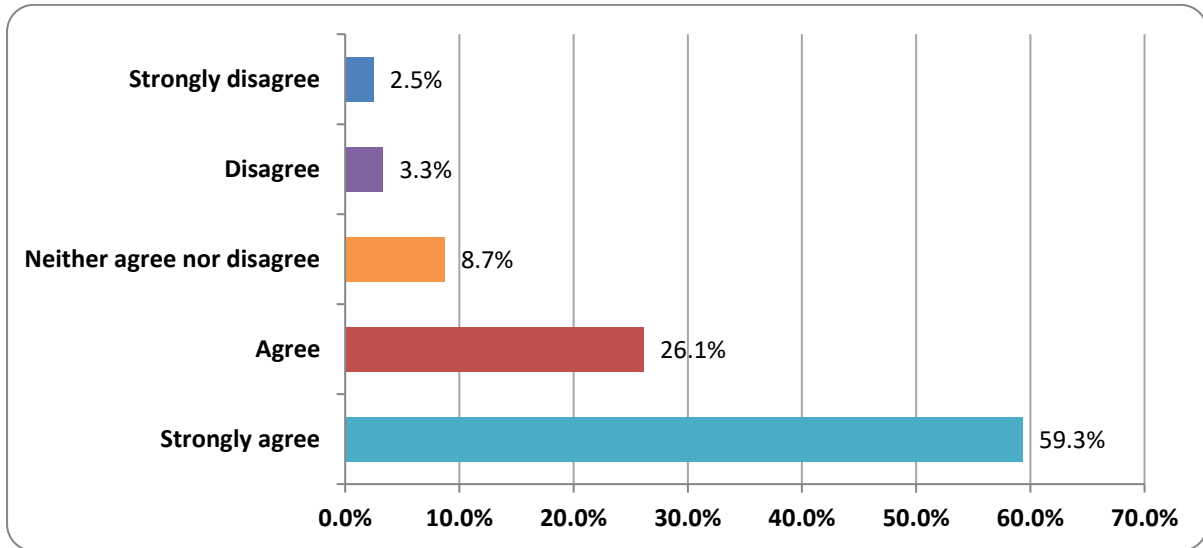


83% of the 239 respondents agree/strongly agree with the statement.

Key comments and recurring themes:

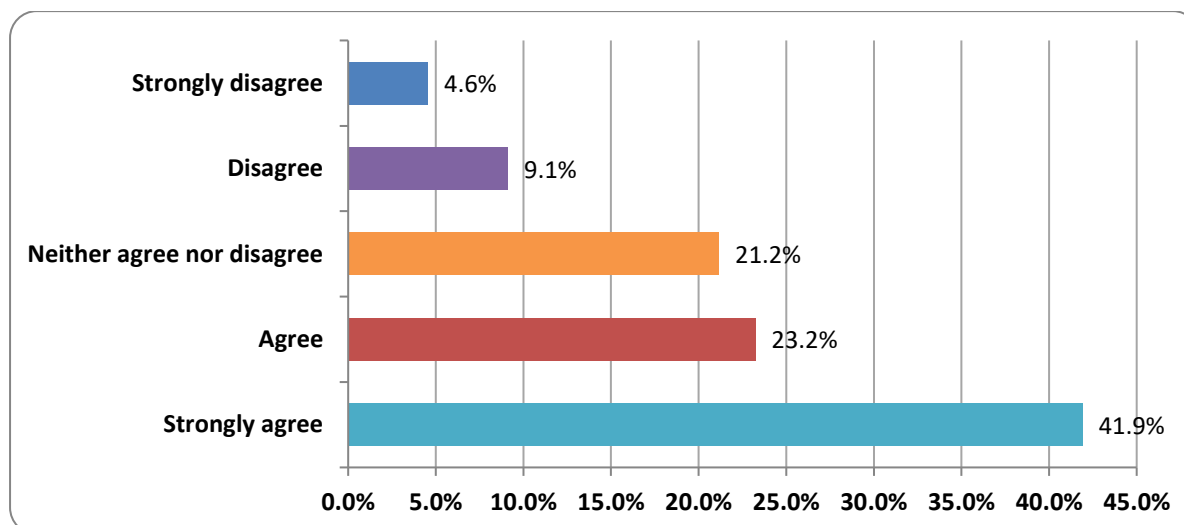
- Need to show our beautiful buildings off more.
- Reward/support good businesses who get involved and offer more.
- Special/distinct areas helps creates character to place.
- Currently city centre lacks character.
- Highlight it – cobbles, special features.
- Council needs to be involved.
- City centre streets are for everyone.

Question 23. We should have more outdoor city centre events and street offers and accept this requires some disruption or alternative solutions to city centre traffic.
(multiple choice only)



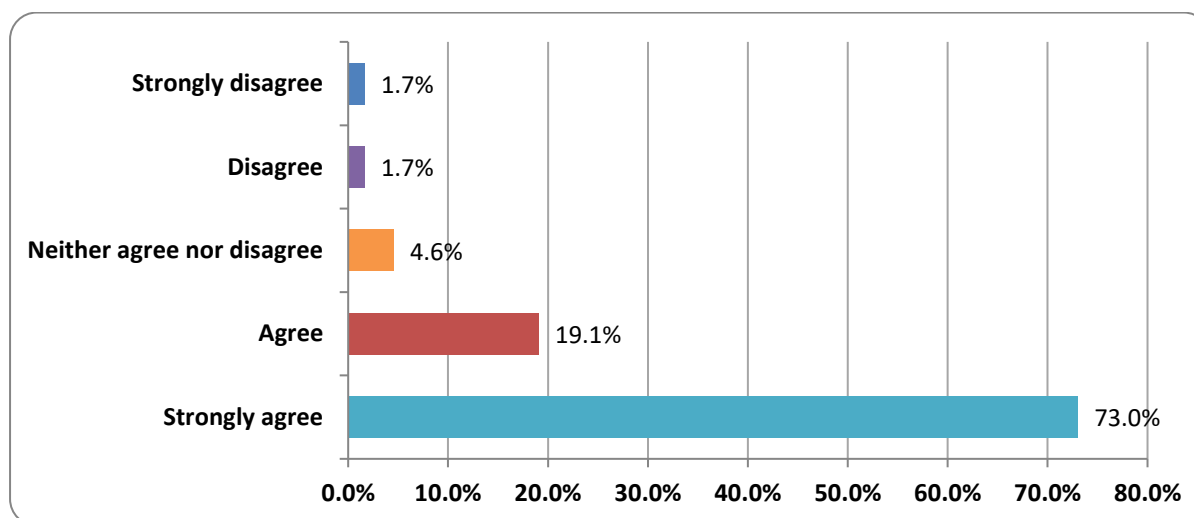
85% of the 241 respondents agree/strongly agree with the statement.

Question 24. A multi-purpose conference centre would support expanded business tourism supporting entertainment and conferences and would be a sustainable asset for the city. (multiple choice only)



65% of the 241 respondents agree/strongly agree with the statement.

Question 25. The culture and creativity sectors are key city strengths and their outputs and assets attract visitors into the city centre. More should be done to ensure that our unique culture and heritage is more visible to visitors as they move around the city centre.



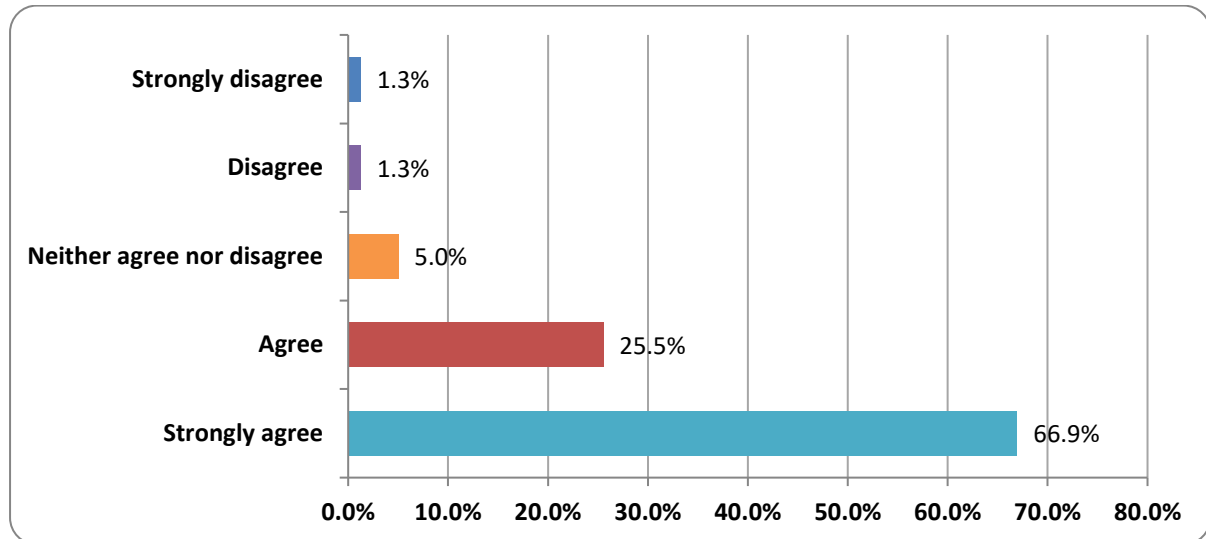
92% of the 241 respondents agree/strongly agree with the statement.

Key comments and recurring themes:

- making sure it comes from grass roots and the local area, eg organisations like Creative Dundee and spaces like DCA which have been there for the community.
- Many V&A visitors are not sure what else the city has - how to direct and encourage them to the rest of city offer.
- Signposting - key cultural assets are poorly joined up.

- Lots about walking routes and need for improvement.
- Signage for assets.

Question 26. We need to ensure the right mix of independent retail with national brands and look at alternative uses for vacant retail units.



92% of the 239 respondents agree/strongly agree with the statement.

Key comments and recurring themes:

- Space used is better than empty space.
- Positive feedback on windows artist project.
- More independent shops but big brands also needed.
- Less charity shops.
- Cheaper rents in city centre to encourage and support independent businesses.
- Big retail gone for good/online.
- Disincentivise leaving empty units.

Question 27. Please provide any additional comments or list your visiting priorities for the city centre?

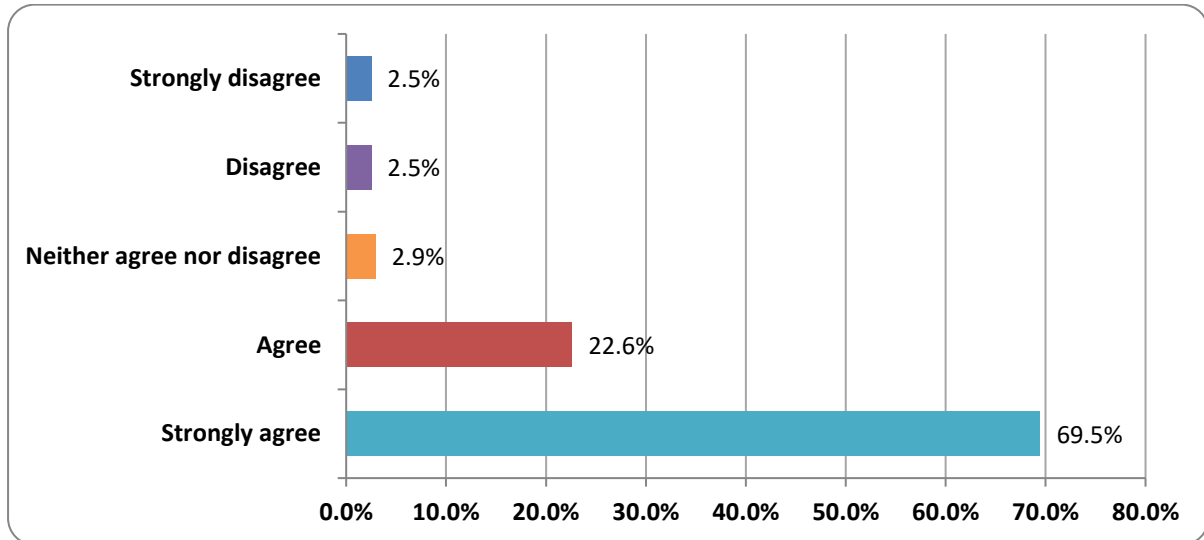
Key comments and recurring themes:

- Culture mentioned in visit theme but needs to cut across more of the plan, culture led regeneration focus has been instrumental in getting Dundee to this point and will continue to be very important going forward.
- Opportunity to develop leisure offer in the city centre.
- Sustainable development.
- Non-retail venues in city.

- Vibrant events program.
- Design leadership.
- Development of city's destination brand.
- Visitor offer and positioning.
- Lack of night time economy/need for night time economy.
- Keiller centre – needs a new use.
- Cleanliness and upkeep of the city centre.
- Highlight what we have – not making use of the city centre physical assets, historic wynds and pends/lighting buildings etc.
- More pedestrianisation.
- Better supporting public transport to get people in and out.
- Focal point for the city.
- Focus needs to be walking/cycling and public transport for centre.
- Visual appeal.

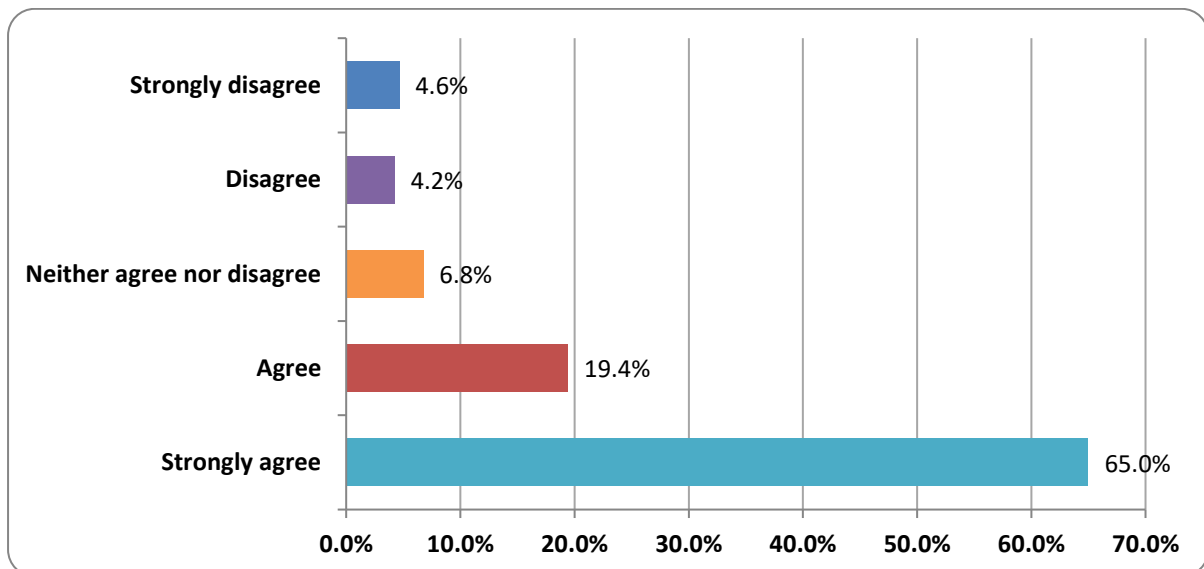
1.5 Connectivity Theme Questions (Questions 28 to 36)

Question 28. Better cycle and walking routes should connect surrounding neighbourhoods to the city centre, and pedestrian journeys across the inner ring-road should be improved, particular to better connect the Waterfront to the city centre. *(multiple choice only)*



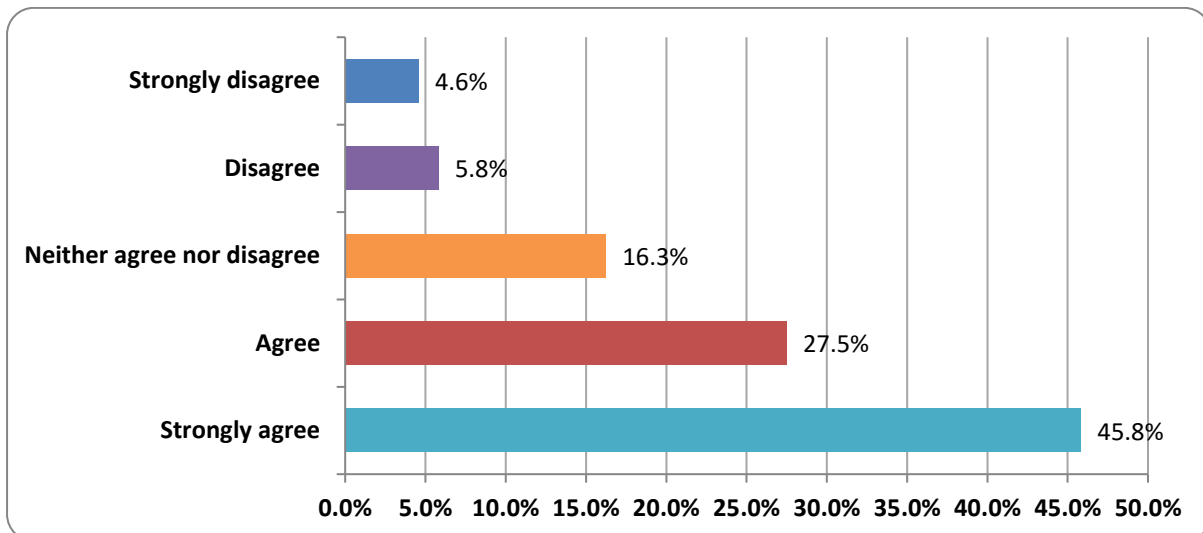
92% of the 239 respondents agree/strongly agree with the statement.

Question 29. Air quality hotspots such as the Seagate need investment to improve active travel and reduce pollution, congestion and to make it more welcoming for pedestrians and visitors. *(multiple choice only)*



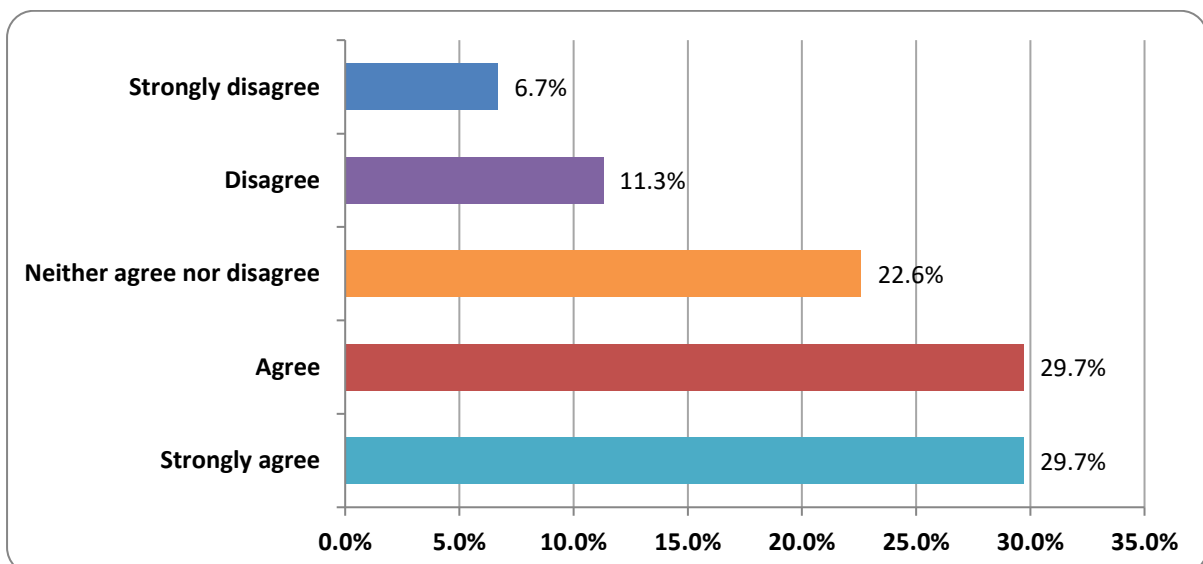
84% of the 237 respondents agree/strongly agree with the statement.

Question 30. We should encourage faster access to the city centre by enhancing bus priority on key routes into the centre. *(multiple choice only)*



73% of the 240 respondents agree/strongly agree with the statement.

Question 31. Allowing slow vehicles to enter some restricted streets such as Commercial Street and Meadowside in the evening should be explored to support local residents, restaurants and to improve safety.

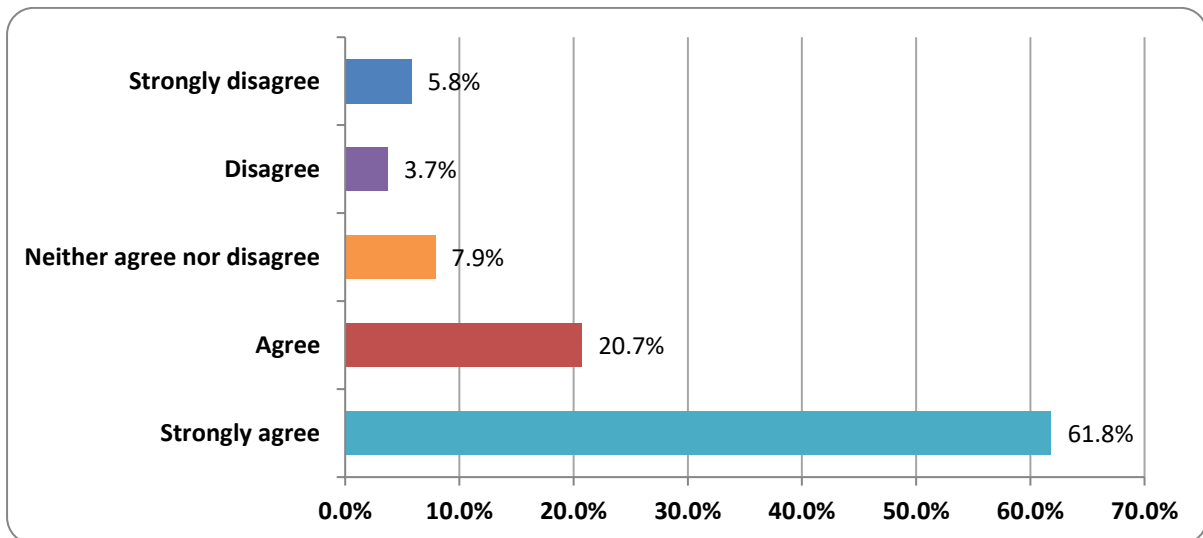


59% of the 239 respondents agree/strongly agree with the statement.

Key comments and recurring themes:

- Desire for less traffic, more pedestrianisation and limitation on deliveries (18 responses)
- Mixed messaging will lead to confusion and accidents (11 responses)
- What is meant by 'slow vehicles'? (5 responses)
- EVs should be given additional permissions to enter (4 responses)

Question 32. The temporary pedestrianisation of Union Street should be made permanent with new high-quality street surfaces, signage and furniture.

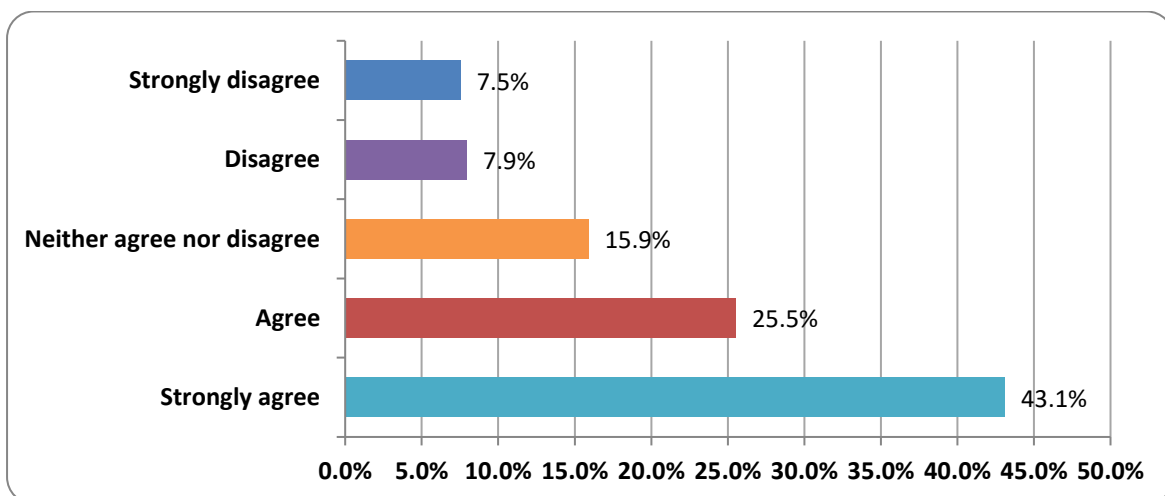


82% of the 241 respondents agree/strongly agree with the statement.

Key comments and recurring themes:

- Union Street transformation has been a positive to come out of pandemic (20 responses)
- More city centre streets should be given pedestrianisation and makeover – Castle Street, Reform Street, Exchange Street, Bank Street (21 responses)
- Concern for business impacted by pedestrianisation and general opposition to Union Street project (5 responses)
- Outdoor space doesn't work in Dundee climate (3 responses)
- Lighting (2 responses)
- Disabled Access (2 responses)

Question 33. Car access should continue to be limited in the city centre through a system of four "quarters" each with an entrance and exit onto the inner ring road, with very limited through traffic.

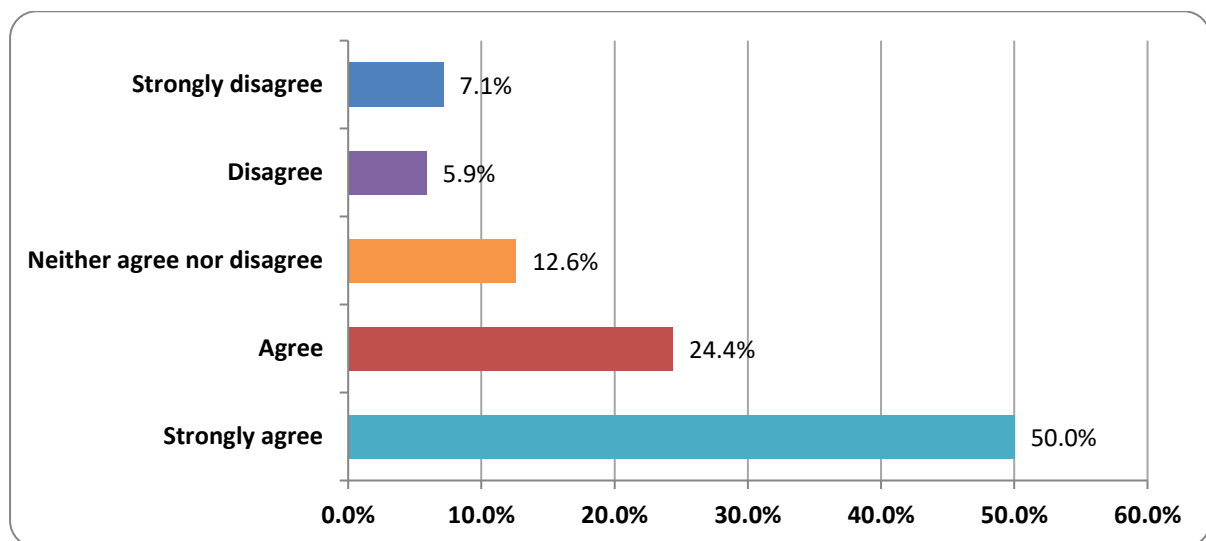


69% of the 239 respondents agree/strongly agree with the statement.

Key comments and recurring themes:

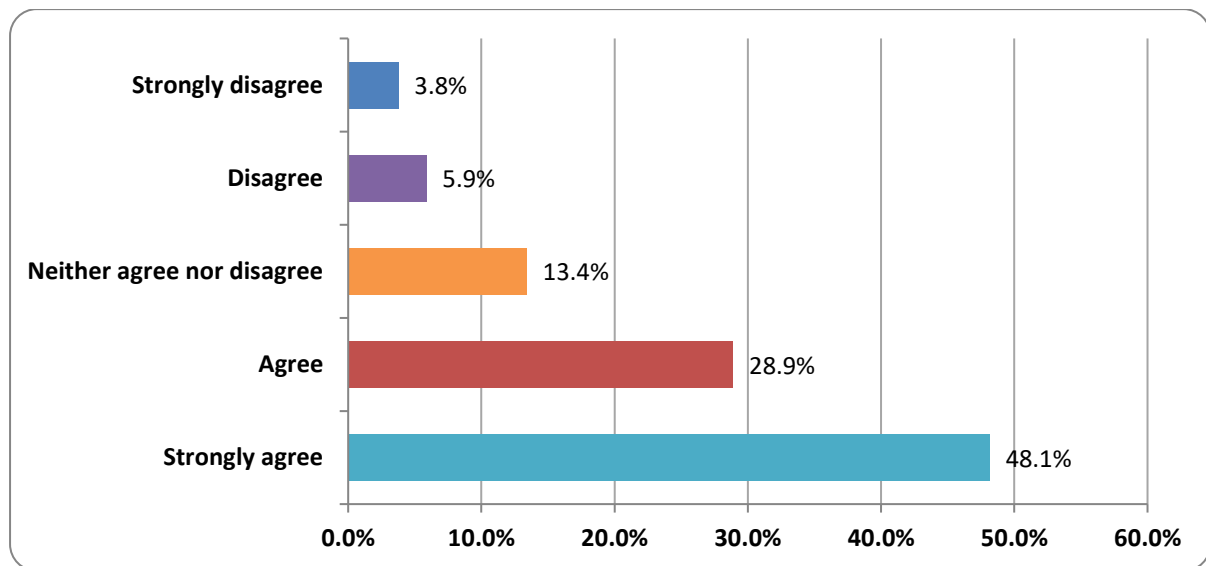
- There should be further limits on cars in the city centre (15 responses)
- Current layout makes it hard to drive around the city centre (9 responses)
- Bus Services are not the answer and cars are needed (5 responses)
- There must be access for Blue Badge holders (5 responses)
- Park & Ride (3 responses)

Question 34. We should avoid building new car-parks, but we should ensure that all existing car-parks are safe, clean and well-lit with good facilities for electric charging and measures to encourage car-sharing and low emission vehicles. (multiple choice only)



74% of the 238 respondents agree/strongly agree with the statement.

Question 35. Infrastructure and initiatives which support the use of electric vehicles, including e-cars, e-bikes and e-scooters, will be increased within and around the city centre. (multiple choice only)



77% of the 239 respondents agree/strongly agree with the statement.

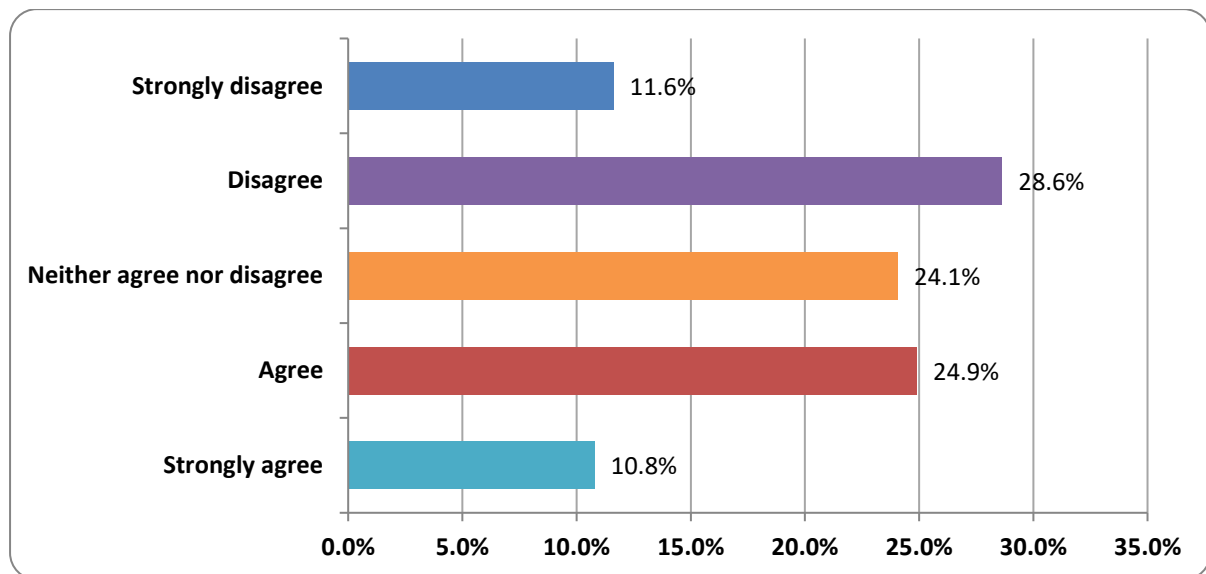
Question 36. Please provide any additional comments or list your connectivity priorities for the city centre?

Key comments and recurring themes:

- Improved parking facilities on the edge of the city centre and for residents of the city centre (14 responses)
- Encourage less cars by promoting alternative options (14 responses)
- EVs should not be seen as the solution – they are still cars and still cause severance and pollution (11 responses)
- Park & Ride would limit cars in the city centre (11 responses)
- Segregated and improved cycling and walking routes to and from the city centre and within city centre (10 responses)
- Public Transport (buses) need to be improved and more affordable (8 responses)
- There should be cheaper parking in the city centre (7 responses)
- Ring Road is a major barrier to active travel (4 responses)
- Address problems associated with commuter parking (3 responses)
- Ensure access for disabled and less mobile is facilitated (3 responses)
- Quick access to shops by car (eg 20 minutes) is still required and needs to be accommodated (3 responses)
- Seagate Bus Station needs to be improved (3 responses)

1.6 Public Realm Theme Questions (Questions 37 to 43)

Question 37. I enjoy visiting the city centre during the evening and feel safe in doing so.

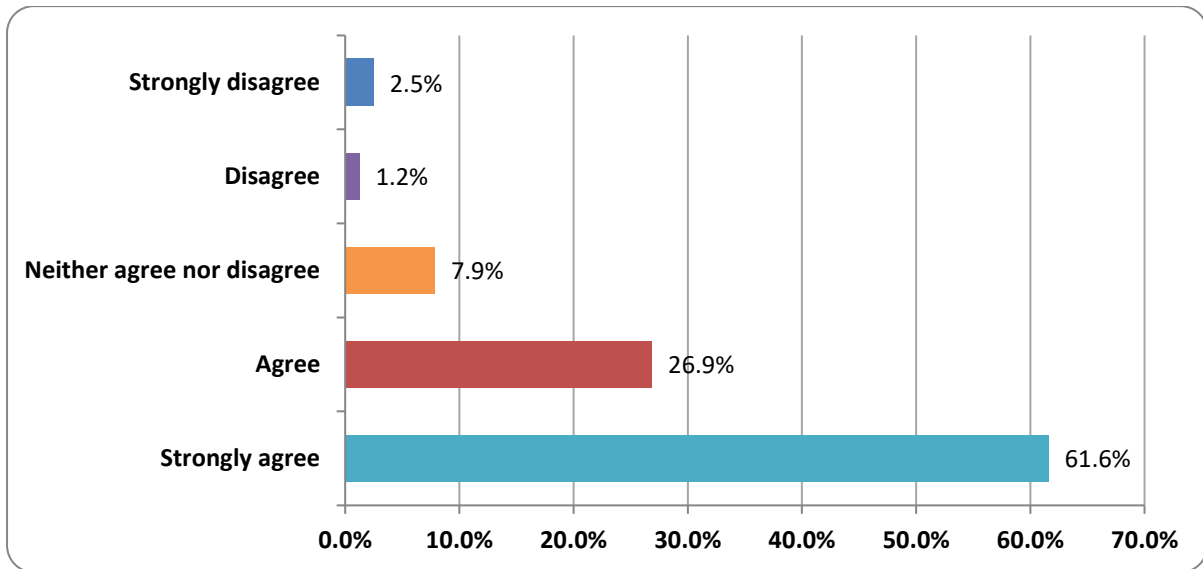


35% of the 241 respondents agree/strongly agree with the statement.

Key comments and recurring themes:

- A significant proportion of responses indicated that the city centre feels unsafe in the evenings/at night due to drug users and a reliance on alcohol consumption.
- Lack of evening activities other than pubs within the city centre cited as contributing to a lack of vibrancy – ie there's not much to attract many people into the centre. This includes entertainment but also that the shops generally close at 6pm.
- Some criticism of the quality of the lighting around the area however it is unclear if this is a general perception of the whole area or a number of specific locations.
- There is a slight bias towards people feeling unsafe (40%) versus feeling safe (35%), however anecdotally interpreting the comments left would suggest that if this were split by gender then women would be more likely to indicate they felt unsafe and that there is a "safety in numbers" element to how people feel about visiting.

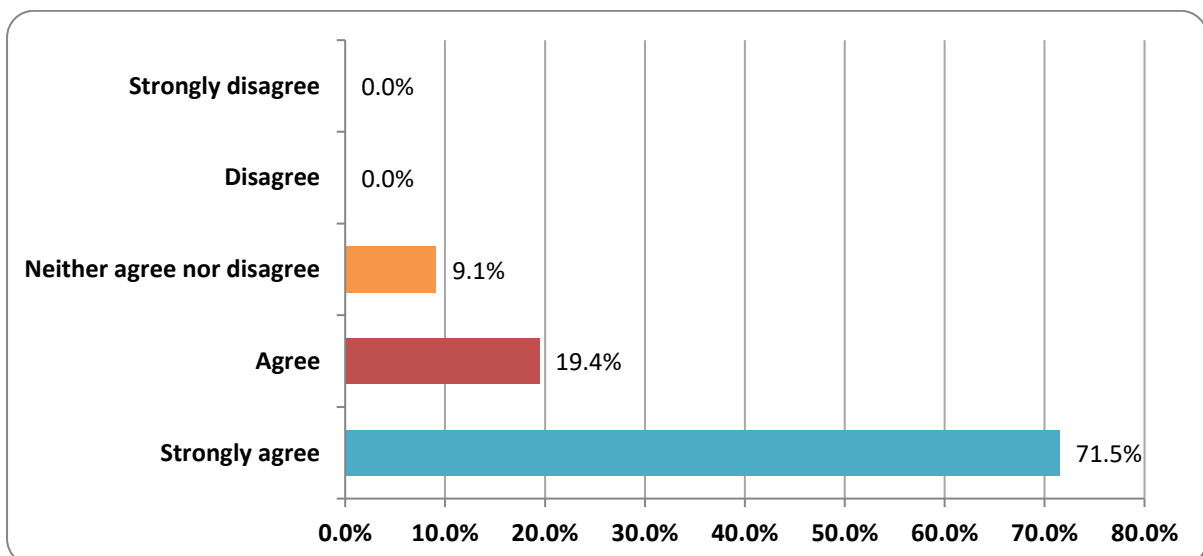
Question 38. We should be more proactive in controlling our seagull problem; maintaining street furniture, hard landscaping and green spaces; managing tree growth; and decluttering where appropriate. (multiple choice only)



88% of the 242 respondents agree/strongly agree with the statement.

Note: Whilst Seagulls were identified as a significant concern and did have a role in discouraging visitors it was acknowledged that a significant contributing problem was the amount of food waste and litter dropped in the City Centre by visitors. Also, the on-street storage of rubbish and commercial bins encourage animal scavenging.

Question 39. We should be more proactive in requiring building owners and managers to maintain the appearance of their properties, particularly the regular removal of invasive vegetation and graffiti, and the repair of rainwater goods, paint finishes, stonework, windows and roof coverings. (multiple choice only)

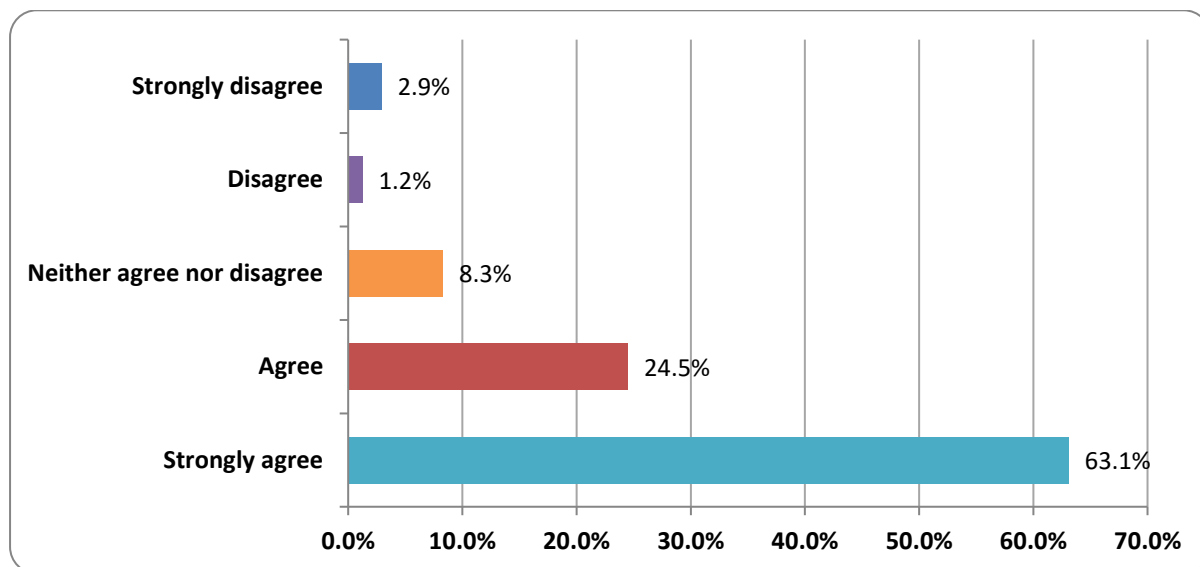


91% of the 242 respondents agree/strongly agree with the statement.

Notes:

- It's a key concern that the maintenance of the existing streetscape is not great and that this reduces the sense of pride. With graffiti and litter in particular being mentioned.
- Concern that the streets and lanes have become permanent storage areas for commercial bins, which has a visual impact and devalues the streetscape.
- Some comment that the Council needs to use the stick rather than carrot: ie shouldn't be funding this but introducing penalties for failing to keep private property up to standard.

Question 40. We should do more to support vulnerable people who are forced to beg on the streets.

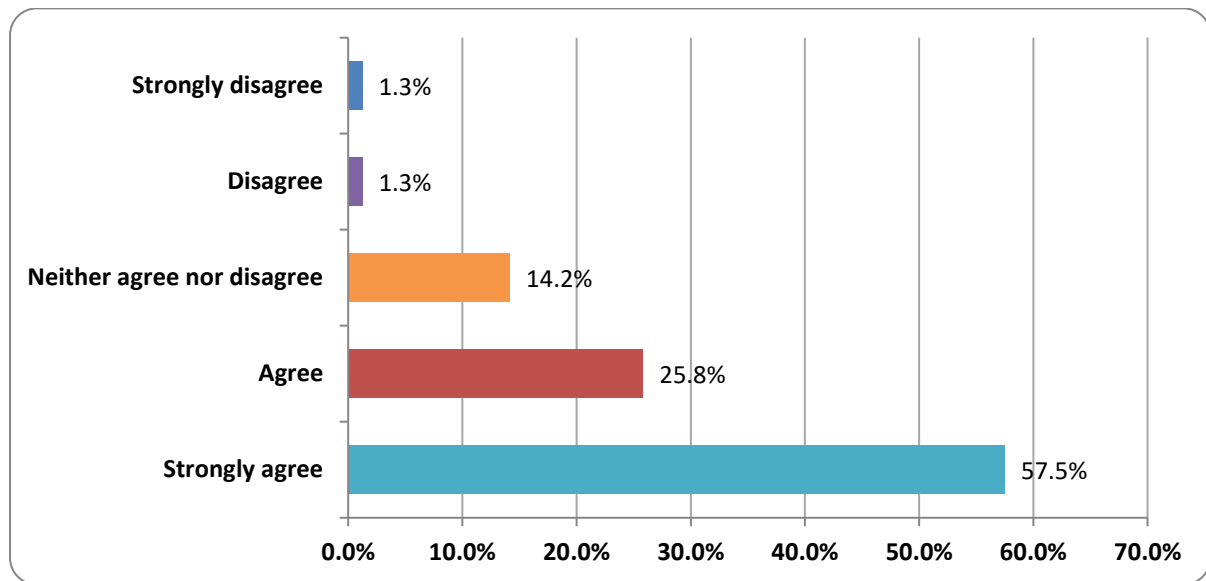


88% of the 241 respondents agree/strongly agree with the statement.

Key comments and recurring themes:

- Comments predominantly called for greater support to existing mechanisms and organisations rather than advocating new approaches.
- The locations for methadone dispensing in/near reform Street was seen as incompatible with promoting a welcoming environment within the City Centre
- There were a smaller but significant number of comments concerned that some of the persons on the streets were not necessarily genuinely in need or homeless, and that there needed to be efforts to identify and support those that were truly in need of assistance whilst taking enforcement action against others.

Question 41. Measures should be taken to reduce the storage of commercial and residential bins on the city centre's streets, pends and wynds.



83% of the 240 respondents agree/strongly agree with the statement.

Note: Concern that city streets and lanes have become permanent storage areas for commercial bins which have a visual impact and devalue the streetscape with calls for underground or indoor solutions.

Question 42. How can we support residents and business groups to bring more life and vibrancy to the city centre's streets through their own events?

Note: Please refer to the Visiting theme for responses.

Question 43. Please provide any additional comments or list your top recommendations for improving the quality of the city centre's public streets, spaces and buildings?

Key comments and recurring themes:

- The city square area is blighted daily by a battle between shouting drug users and buskers of variable quality making the centrepiece image of the city unwelcoming.
- Greenery: should have a garden city feel – ie more street trees.
- Costs of doing business in the city centre is prohibitive as rents/rates are way too high. If business can't afford to trade there then no amount of improvement to the public realm will help.
- Removal of on-street parking and replacement with wider pavements/street trees/loading only areas would create a less cluttered and more people friendly appearance.