**Committee Report No: 261-2019**

**Document Title:** Take Pride in your City

**Document Type:** Strategy

**New/Existing:** Existing

**Period Covered:** 19/08/2019 - 31/12/2020

**Document Description:**

A report to advise the Committee on the progress of the Take Pride in your City campaign and to seek approval for its continuation.

**Intended Outcome:**

Approval to take forward the refreshed campaign and the associated two year action plan.

**How will the proposal be monitored?:**

The action plan details how actions will be monitored along with the intended outcomes.

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**A. Equality and Diversity Impacts:**

**Age:**  Not Known

**Disability:**  Not Known

**Gender Reassignment:**  Not Known

**Marriage and Civil Partnership:**  Not Known

**Pregnancy and Maternity:**  Not Known

**Race/Ethnicity:**  Not Known

**Religion or Belief:**  Not Known

**Sex:**  Not Known

**Sexual Orientation:**  Not Known

**Equality and diversity Implications:**

It is not known specifically how the refreshed campaign will impact Dundee residents. However, increased communication as detailed in the action plan will reach a wider audience and will hopefully encourage positive changes to behaviour thereby improving the overall City's environmental quality.

**Proposed Mitigating Actions:**

N/A

**Is the proposal subject to a full EQIA? :** No

It is not known specifically how the refreshed campaign will impact Dundee residents. However, increased communication as detailed in the action plan will reach a wider audience and will hopefully encourage positive changes to behaviour thereby improving the overall City's environmental quality.

**B. Fairness and Poverty Impacts:**

**Geography**

 **Strathmartine (Ardler, St Mary's and Kirkton):**  Positive

 **Lochee(Lochee/Beechwood, Charleston and Menzieshill):**  Positive

 **Coldside(Hilltown, Fairmuir and Coldside):**  Positive

 **Maryfield(Stobswell and City Centre):**  Positive

 **North East(Whitfield, Fintry and Mill O' Mains):**  Positive

 **East End(Mid Craigie, Linlathen and Douglas):**  Positive

 **The Ferry:**  Positive

 **West End:**  Positive

**Household Group**

 **Lone Parent Families:**  Not Known

 **Greater Number of children and/or Young Children:**  Not Known

 **Pensioners - Single/Couple:**  Not Known

 **Single female households with children:**  Not Known

 **Unskilled workers or unemployed:**  Not Known

 **Serious and enduring mental health problems:**  Not Known

 **Homeless:**  Not Known

 **Drug and/or alcohol problems:**  Not Known

 **Offenders and Ex-offenders:**  Not Known

 **Looked after children and care leavers:**  Not Known

 **Carers:**  Not Known

**Significant Impact**

 **Employment:**  Not Known

 **Education and Skills:**  Not Known

 **Benefit Advice/Income Maximisation:**  Not Known

 **Childcare:**  Not Known

 **Affordability and Accessibility of services:**  Not Known

**Fairness and Poverty Implications:**

It is not known specifically how the refreshed campaign will impact Dundee residents. However, increased communication as detailed in the action plan will reach a wider audience and will hopefully encourage positive changes to behaviour thereby improving the overall City's environmental quality.

**Proposed Mitigating Actions:**

N/A

**C. Environmental Impacts**

**Climate Change**

 **Mitigating greenhouse gases:**  Positive

 **Adapting to the effects of climate change:**  Positive

**Resource Use**

 **Energy efficiency and consumption:**  Positive

 **Prevention, reduction, re-use, recovery or recycling waste:**  Positive

 **Sustainable Procurement:**  No Impact

**Transport**

 **Accessible transport provision:**  No Impact

 **Sustainable modes of transport:**  Not Known

**Natural Environment**

 **Air, land and water quality:**  Positive

 **Biodiversity:**  Positive

 **Open and green spaces:**  Positive

**Built Environment**

 **Built Heritage:**  Positive

 **Housing:**  Not Known

**Is the proposal subject to Strategic Environmental Assessment**

No further action is required as it does not qualify as a Plan, Programme or Strategy as defined by the Environment Assessment (Scotland) Act 2005.

**Proposed Mitigating Actions:**

N/A

**Environmental Implications:**

The action plan at Appendix 1 outlines objectives, actions, and timescales which will have a positive impact on Dundee's Environment and improve the overall City's environmental quality.

**D. Corporate Risk Impacts**

**Corporate Risk Implications:**

The risk implications associated with the subject matter of this report are 'business as normal' risks. The subject matter is routine and has happened many times before without significant loss. There is comfort that the risks inherent within the activity are either transferred to another party, shared equally and fairly between the Council and another party or are negligible.

**Corporate Risk Mitigating Actions:**

N/A