

ITEM No ...2.....

REPORT TO: CLIMATE, ENVIRONMENT & BIODIVERSITY COMMITTEE –
18 NOVEMBER 2024

REPORT ON: TAKE PRIDE IN YOUR CITY CAMPAIGN

REPORT BY: EXECUTIVE DIRECTOR OF NEIGHBOURHOOD SERVICES

REPORT NO. 317-2024

1. PURPOSE OF REPORT

- 1.1 To update the Committee on the progress of the Take Pride in Your City Campaign and set out a refreshed programme for a further two years.

2. RECOMMENDATIONS

- 2.1 It is recommended that Committee:-
- Notes the contents of this report; and
 - Remits the Executive Director of Neighbourhood Services to implement the new two-year Action Plan.

3. FINANCIAL IMPLICATIONS

- 3.1 The cost of managing and administering the Take Pride in Your City campaign will be met from existing Neighbourhood Services budgets.

4. BACKGROUND

- 4.1 Reference is made to the ongoing Take Pride in Your City campaign, launched in May 2015 as a two-year campaign and the subsequent reports (Article VI of the minute of the meeting of the Neighbourhood Services Committee of 19th August 2018 report 261-2019 refers, and Article IV of the minute of meeting of the Neighbourhood Services Committee of 22 August 2022 report 198-2022 refers). An update was provided to the Climate, Environment and Biodiversity Committee of 21st August 2023, Article VI refers, at the mid-point of the previous Action Plan.
- 4.2 There has been significant activity over the past two years under the strategic themes, delivering a range of activities across all actions in the 22-24 Action Plan. Key highlights over the last two years are detailed in Appendix 1.

5.0 REFRESHING THE CAMPAIGN

- 5.1 Since 2015, the Campaign has many notable achievements, including implementation of many Council- led actions, which have delivered numerous benefits for the city. Highlights include: -
- Collaborative city-wide community clean ups
 - 130 community litter picks supported
 - Launch of Mobile Waste App
 - Launch of the Commercial Waste Pilot

The campaign concept has been refreshed with a new emphasis on increasing involvement and wider participation of stakeholders and community partners, i.e. schools, clubs, businesses and residents all taking pride in their local communities. The refreshed campaign aims to further enhance the positive progress already made, underpinned by the three cornerstones of intervention: -

- **Behaviour Change** - ensuring effective and consistent messaging, as well as other targeted interventions to support behaviour change

- **Infrastructure and Services** - improving the facilities and services needed to reduce litter and promote recycling
- **Enforcement** - strengthening the deterrent effect of legislation

5.2 The proposed next stage of campaign development is to deliver a two-year action plan with a 'Take Pride in your Community' focus, which is change of direction from the previous action plan which was predominantly Council led. It is planned to take forward the refreshed objectives and actions under the following five strategic themes: -

- Local Environmental Quality
- Waste and Recycling
- City Centre and Businesses
- Communications
- Environmental Compliance

Action plans for each strategic group are set out in further detail at Appendix 2, which define full aims, objectives, outcomes and measures. An officer working group will monitor progress of actions through regular stakeholder meetings and a further review will be undertaken towards the end of the two-year period.

6.0 POLICY IMPLICATIONS

6.1 This report has been subject to an Integrated Impact Assessment to identify impacts on Equality & Diversity, Fairness & Poverty, Environment and Corporate Risk. An impact, positive or negative, on one or more of these issues was identified. An appropriate senior manager has checked and agreed with this assessment. A copy of the Integrated Impact Assessment showing the impacts and accompanying benefits of / mitigating factors for them is included as an Appendix to this report.

7.0 CONSULTATIONS

7.1 The Council Leadership Team have been consulted on the preparation of this report and are in agreement with its contents.

8.0 BACKGROUND PAPERS

8.1 None.

Tony Boyle
Executive Director of Neighbourhood Services

22 October 2024

Appendix 1:

Key campaign highlights (2022-2024): -

- Cross-service Community Clean up events, incorporating 'days of enforcement action' have been regularly held across the city, providing noticeable improvements for the local area, showcasing strong partnership working and public involvement.



- Over £375k has been spent since 2022 on additional revenue to support street cleaning activities.
- A total of 130 community litter picks were registered and supported, with a network of community litter picking hubs launched in April 2024.
- A Scotland's Beach Award has been retained for Broughty Ferry beach each year and the Bathing Water Quality classification remains as Excellent. Similarly, Green Flag Awards have been retained for all other sites.
- Completion of audits; city centre street furniture, memorial benches, dog bins and public litter bins.
- Successful application to the Chewing Gum Task Force Fund to purchase new machinery with a larger capacity to remove gum staining.
- Engaging Council staff with the campaign via regular features in the Neighbourhood Services bulletin and via the OneDundee news carousel.
- The Countryside Rangers held frequent sessions, engaging a diverse range of groups with their greenspaces and wildlife. During 2023/24, they facilitated 600 hours of volunteering and recording the establishment of native species at the new coastal meadows at Broughty Ferry.



- The Greenspace and Forestry teams are also responding to the impacts of Ash Dieback across the city, working with forestry contractors to survey all ash trees and felling where necessary.
- In the 'It's Your Neighborhood' (IYN) scheme, 12 groups received an outstanding level certificate (with 10 also receiving a distinction level certificate) in 2023.
- Partnership with Keep Scotland Beautiful (KSB) on the #TakeltBack campaign which aims to increase the recycling rate for single use drinks cups.

- Launch of Sports Litter Campaign in April 2024.
- Environment and Climate & Sustainability Teams continue to work in partnership to engage Eco-School groups pack, promoting shared messaging, delivering a sustained waste education campaign programme which embeds behavioural change at all stages of the educational journey, including visits to Household Waste Recycling Centres and Waste to Energy plant.
- Dundee Green Dog Walkers and Professional Dog Walkers schemes continue to be promoted to encourage responsible dog walking.
- Roll out of measures including 'no dog' signage at playparks, annual events to encourage responsible dog walking, and litter bin stickers.
- The team continues to remove graffiti across the city, including a concentrated effort in the City Centre in February 2024.
- Awareness of the campaign and its themes has been promoted via Garden & Allotment Competition in Summer 2023 and through attendance at KSB seminars.
- Regular e-bulletin of news from Dundee's horticultural and environmental groups, volunteering opportunities and events circulated.
- Continuing support and promotion for KSB's Upstream Battle on the Tay campaign.
- Messaging with regards to seasonal fire raising and antisocial motorbike use continues to be promoted, with signage erected in parks.
- Partnership working with Scottish Fire and Rescue Service and partners prior to bonfire night to identify and clear debris which posed a potential fire risk.
- Water safety has been promoted via signage, partnership with Royal National Lifeboat Institution (RNLI) to offer a Lifeguard service on Broughty Ferry beach and engagement with the Tay Estuary Water Sports Hub.

8,300 users downloaded the Dundee My-bins Waste App since its launch in January 2024.

Get bin collections reminders and updates!



Along with a sustained communications plan to help householders identify 'what goes in each bin', it provides reminders for collections and signposts them to information and advice in relation to recycling and re-use.

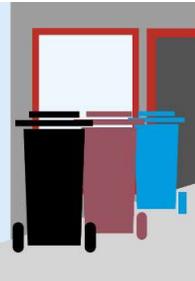
- Continued improvement of recycling rate, as Waste Strategy Action Plan progresses (includes outputs from the residual waste treatment facility.)
- Continued capital investment of £150,000 per annum for new or replacement containers and skips for recycling.
- Successful bid to Scottish Government's Recycling Improvement Fund as a contribution to the costs of upgrading the Council's two recycling centres at Baldovie and Riverside.
- Continued work to implement, develop and enhance route optimisation software and in-cab tablets to improve operational efficiency of collection routes citywide and the quality and quantity of recycling collected.

- Continued certification to the Publicly Available Specification for composted materials (PAS 100) for the composting process carried out at Riverside. Transformation of organic materials processing at Riverside composting facility during 2023/2024, through utilisation of a new green waste shredder.
- Completion of A-Z online recycling guide, supported by a "What Happens to your Waste" webpage.
- A compositional analysis study of household waste was undertaken to inform future changes to the service provided to households.
- Approval of City Centre Strategic Investment Plan. The public realm theme includes a range of actions aligned with the Take Pride campaign.
- Establishment of a Take Pride in Your City Centre Private Sector group was established in 2022, chaired by the Head of Environment.

Commercial Waste Pilot was launched in 2022

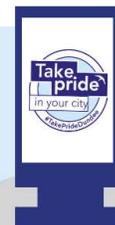
with Waste and Communications teams support, with day-to-day enforcement managed by the Environmental Compliance team, supported by City Centre Management.

The project was evaluated and made permanent 1st March 2024.
[Dundee City Centre Commercial Waste Project | Dundee City Council.](#)



- Close working relationships with the local media have been developed along with continued consultation with local community planning partnerships, local community and tenant groups.
- Fresh and updated Take Pride campaign imagery and graphics in order to achieve themes and projects.
- Awareness of the campaign has been raised through traditional and digital media, utilising new social media opportunities on Facebook, Twitter, Instagram and TikTok to reach new audiences across different demographics.

25 Clear Channel screens have been displaying Take Pride adverts at bus shelters, on rotation, on a regular basis around the city.



- Supported KSB campaigns, e.g. #TakeltBack, litter picking and cleanliness initiatives through the Spring Clean Scotland scheme, tackling marine litter through Source2Sea, work with Scottish Water to highlight the appropriate disposal of single-use wipes and the promotion of the Litter Lotto app as an innovative way of tackling litter locally.
- The Council has created a Dundee-specific version of Zero Waste Scotland and Keep Scotland Beautiful's previously successful 'Scotland is Stunning, Let's Keep It That Way' social media campaign.

- Tailored messaging to promote adherence to Broughty Ferry Beach's Animal Exclusion Zone, with refreshed posters and imagery also highlighting key themes such as refraining from feeding gulls, cleaning up after dogs, and disposing of litter appropriately.
- Continued messaging to highlight the perils and plights of fly-tipping on communities affected by the issue, encouraging the direct reporting, highlighting the management rules for open spaces, and encouraging responsible dog ownership.
- Communications support for City Centre campaigns to encourage residents and visitors to shop locally, promotion of the Waste and Recycling Action Plan actions, national awards and work being carried out by local community groups, including communicating how individuals can get involved in initiatives.
- Completion of 'duty of care' inspection programme for tyre-fitting garages in the city completed, to tackle fly-tipping of tyres in Dundee and neighbouring authorities.



- Creation of clear reporting pathways between key stakeholders to improve communication.
- Roll out of new Take Pride in Your City themed signage to help remind people to pick-up dog fouling and to not feed gulls.

Appendix 2: Take Pride in Your City Strategic Theme Action Plans 2024-2026

Local Environmental Quality

The refreshed action plan in relation to Local Environmental Quality is informed by the new [National Litter and Flytipping Strategy](#), with its renewed focus on partnership working community engagement and data collection.

Strategic Aims:

1. To influence behaviour change through increased public awareness of the Campaign, highlighting the need for personal and shared responsibility in improving the environmental quality of our city.
2. To develop partnership Campaign projects, working with other sectors, partners and Council services to maximise the impact and influence of Take Pride.
3. To ensure that Dundee City Council, through its operations and management of the street scene and infrastructure, engenders civic pride and enhances the local environment and quality of life for everyone.

Objective		Actions	Due	Outcomes	Measures
A	Support and incentivise communities to get involved in the campaign	Undertake community clean ups in localities across the city through a partnership approach. Continue to roll out and promote community events quarterly, alongside Waste management and community justice colleagues, including an annual event in the City Centre. Work with community groups to establish a programme of priority areas for clean-ups that can maximise local involvement and participation in activities including before and after monitoring and feedback from the community.	Approx. quarterly until Nov 2026	Increased community engagement with the campaign. Focused improvements in target areas. Increased awareness of the Take Pride campaign. Greater sense of public pride and community.	Local Environmental Audit and Management System (LEAMS) scores in target community clean up areas improved from current averages. Number of community clean ups continues at consistent rate of 4 times per year.
		Explore Litter Lotto App for Dundee Schools Explore opportunities to roll out new 'Litter Lotto' App for Dundee schools, to incentivise individuals to volunteer on a more informal basis, learning from other local authorities across Scotland and McDonalds. In second year of Action Plan, aim to launch app with schools, promoting involvement with prizes from partners. After 6 months, analyse its impact.	November 2025	Reduced litter across the city. Increased community engagement and behaviour change.	Number of participants signed up to Litter Lotto App Number of items of litter collected (recorded by App)
		Roll out Community Litter Picking Hubs Continue to roll out Litter Picking Hubs in partnership with community groups, to promote volunteer litter picks	August 2026	Increased community-led litter picks.	Number of litter picks organised through Litter

Objective		Actions	Due	Outcomes	Measures
		across the city. Roll out all remaining hubs (13 unallocated) by August 2026 in a phased approach, learning and iterating from successes and challenges.			Picking Hubs, increasing year on year.
		Explore community greenspace maintenance Support public community growing opportunities, partnering with other organisations to support smaller scale growing projects, e.g. partnering with Eden Project and the Royal Society for the Protection of Birds (RSPB). Explore 'tool caddy' scheme, (Renfrewshire example.)	Ongoing	Increase in small-scale community gardening opportunities.	Number of planters linked to community growing schemes managed by external partners (e.g. Eden Project), increasing year on year. Where data is provided by external partners, also measure number of participants involved in each scheme.
B	Develop partnership projects to broaden the reach of the campaign.	Partner with Businesses Engage with fast food outlets, especially those around the Kingsway encouraging more franchises to participate in litter picking around their properties. By November 2025, roll out the 'give your litter a lift campaign', and coordinate messaging where possible.	November 2025	Greater engagement with the campaign from fast-food outlets, in addition to Mcdonald's.	Improved average LEAMS scores around the Kingsway year on year. Number of fast-food outlets engaged with the campaign.
		Partner with Leisure and Culture Dundee / Sports Clubs In the second year of the action plan, engage with large football clubs and ice hockey clubs, alongside Leisure and Culture Dundee. Inspire venues to share Take Pride-inspired messaging with fans and encourage event goers to take their litter home.	August 2026	Reduced litter after football matches and ice hockey games.	Improved LEAMS scores around the major sports venues. Number of Take Pride- inspired communications rolled out by major sports clubs.
		Partner with higher education Institutions Work with Universities and Dundee and Angus College on joint campaigns to reduce littering around the campuses and neighbouring streets. Develop programme of communications for Freshers' Week 2025.	September 2025	Greater engagement with the campaign from students and university/college staff in Dundee. Reduced litter around campus areas.	Increased number of student-led litter picks organised year on year. Currently, 12 student-led litter picks have been recorded for 24/25. Improved LEAMS scores around the

Objective	Actions	Due	Outcomes	Measures	
	<p>Partner with community sports clubs Following the initial 'Take Pride in Your Pitch Campaign', meet with community sports clubs, to explore new opportunities to develop the campaign further at a local level.</p>	August 2025	Greater engagement with the campaign from clubs and spectators. Reduced litter around pitches.	<p>major higher education institutions.</p> <p>Operations team to assess litter after football matches and provide simple rating (low, medium, high). Reduction in incidents of high levels of littering year on year. Improved LEAMS scores around football pitches.</p>	
	<p>Partner with City Centre Management /Artists Develop a mural programme with Dundee artists and designers across pends and closes in the city centre. Also explore opportunities to collaborate with artists and designers to re-paint utility boxes where possible.</p>	April 2026	Reduce opportunities for graffiti and flyposting, improve aesthetics of the city centre and encourage behaviour change regarding vandalism.	<p>Number of elected member queries and complaints / corporate complaints.</p> <p>Reduced year on year. Number of new murals introduced in the city centre.</p>	
	<p>Partner with local community groups Connect active supporters of the campaign through hosting a local celebration of all those involved in Take Pride-related activities in Dundee, with support from KSB. Encourage participants to champion the campaign in their communities and to share learning between groups and with the Council.</p>	November 2025	Strengthen network of community groups championing the campaign across Dundee. Celebrate good work. Gain feedback and new ideas.	Establish number of community groups championing the Take Pride campaign, through an annual survey. Increasing number of community groups year on year.	
C	<p>Modernise operational processes to improve appearance of Open Spaces across the city</p>	November 2025	Responsive service delivery in relation to issues raised, improving service efficiency.	<p>Use of digital technology to streamline service delivery Develop and roll-out digital service improvements, including:</p> <ul style="list-style-type: none"> - Digitisation of Rapid Response using Firmstep - Integration of Zero Waste Scotland Litter Monitoring System app into fly tipping monitoring 	<p>Number of elected member queries and complaints / corporate complaints to the Environment Service. Reduced year on year.</p>

Objective		Actions	Due	Outcomes	Measures
		<ul style="list-style-type: none"> - Further integration of Geographic Information System (GIS) within Operational Delivery where possible - Refine complaints monitoring process to reduce emails and centralise requests. - Upgrade Council Website to refresh description of current service and include Frequently Asked Questions, e.g. Forestry information. 			
		<p>Collaborative working Continue to introduce higher capacity bins across the city including rationalisation of dog bins. Work to be aligned with Eurobins Working Group, led by Waste colleagues.</p>	November 2026	Improved maintenance and aesthetics of the street scene throughout the city.	Number of elected member queries and complaints/ corporate complaints relating to Eurobins. Reduced year on year.
		<p>Ongoing recruitment and further training Continue recruitment and identify opportunities to train a wider range of staff in various street cleansing operations, i.e. rapid response, power washing, mechanical sweeper duties, graffiti removal.</p>	Ongoing. Review annually.	Improved staff capacity to maintain efficiently.	Number of new staff recruited. Number of Operations staff given enhanced training.
		<p>Streetscene Service review Review and update current mobile/mechanical sweeping routes to respond to data and areas of greatest need. Update routes by November 2025. Explore increased mechanisation of fleet as part of this review.</p>	November 2025	Improved efficiencies, using resource where it is most required.	Improved LEAMS scores from 86.4%.
		<p>Roll out new chewing gum removal techniques Following City Centre Chewing Gum pilot project, develop an ongoing programme to use in other District Centres or known chewing gum hotspots. Use machine to trial gum removal in all district centres by April 2026. (Further bid planned to fund for supporting equipment.)</p>	April 2026	Improved appearance of the city centre and district centres. Public behaviour change to reduce gum littering in the city centre.	Reduced quantity and recurrence of chewing gum in the city centre, as recorded by the Behaviour Change monitoring programme.
D	Analyse data to inform service improvements including ideas from feedback received	Analyse LEAMS data Analyse recent and historical LEAMS scores. Use this analysis to inform review of street scene priorities. Focus particularly on hotspot areas scoring lower on recent and historic LEAMS results, cross-reference with complaint data where possible.	April 2025	Reduced litter across the city.	Improved citywide LEAMS score from 86.4%.

Objective	Actions	Due	Outcomes	Measures
	<p>Analyse complaints data Develop new system of mapping complaints using GIS to streamline response process and analyse patterns of recurring issues, themes and areas. Adapt the Service’s regular routes and frequencies where possible in response to analysis of data.</p>	November 2025	Improved ability to respond strategically to issues causing recurring complaints.	Number of elected member queries and complaints / corporate complaints to the Environment Service. Reduced year on year.
	<p>You said, we did Adapt Grounds Maintenance priorities where possible in response to feedback from awards and quality audits. This includes regular attendance and feedback at Local Community Planning Partnership meetings, responding to Green Flag/Beach Award recommendations, as well as responding to feedback from Urban Re:leaf data, and Planning Local Development Plan consultations. Retain/ increase Green Flag and Beach Awards.</p>	Ongoing. Review annually.	Improve public perceptions of Open Spaces.	Improved or retained scores for Beach Award and Green Flag Awards Increase no. of Green Flag sites.
E	<p>Integrate the campaign within different service areas across the Council</p>	Spring 2025	DCC Staff modelling the behaviour encouraged by the campaign.	Number of DCC staff members taking part in the Clean Up campaign. Increase from 2024 City Centre Community Clean Up event where 14 colleagues took part.
	<p>Partner with Children and Families Develop links with schools to encourage pupils to take responsibility for their local environment; potentially adopting routes around schools, linking with Community Clean Ups and Litter Picking Hubs. Potential to develop targeted messages relating to issues affecting young people, i.e. encouraging responsible disposal of vapes and reduction of vape sticker on bins.</p>	November 2026	Increased engagement of schools and young people with the campaign.	Increased number of schools taking part in the campaign across the City. There are currently 6 schools regularly in contact.
	<p>Partner with Housing Building on the Good Neighbourhood Guide, integrate awareness of the campaign through messaging developed by housing to be integrated within Quarterly tenants’ letters and other Housing activities and projects. Explore new opportunities to work collaboratively.</p>	Quarterly	Increased engagement of tenants with the campaign, including litter picking hubs and community clean ups.	Number of elected member queries and complaints / corporate complaints relating to Housing Areas. Reduced year on year.

Objective		Actions	Due	Outcomes	Measures
		Partner with Communities Work with Communities teams to champion and promote Community Clean Ups, Litter Picking Hubs, and Litter Lotto prizes. Explore new opportunities to work collaboratively.	Ongoing	Increased engagement of Take Pride across communities by aligning with events and activities already taking place.	Number of community volunteers engaged with the campaign – data provided by Communities colleagues. Increased year on year.
		Partner with City Development Develop new ways to integrate Take Pride within city events. By April 2025, update terms and conditions to require large and medium-scaled events to promote the campaign to their audiences and take appropriate actions to reduce litter. Explore opportunities with City Development colleagues to work with landowners to ensure non-Council land is also litter-free.	April 2025	Greater engagement with the campaign from large and small events hosted in the city.	Operations team to assess litter after major events and provide simple rating (low, medium, high). Reduction in incidents of high levels of littering year on year.
F	Increase public awareness of biodiversity in relation to local environmental quality	Engage communities Lead awareness-raising guided walks for local people e.g. dawn chorus, fungi, invertebrates, trees etc.	Ongoing	Increased awareness in natural environment	Number of walk participants. Increasing year on year.
		Engage children and young people Establish a programme of school visits to parks and greenspaces.	Ongoing	Increased awareness of natural environment	Number of schoolchildren engaged. Increasing year on year.
		Engage volunteer groups Lead volunteer groups from local community / Friends Groups etc. to work on parks and greenspaces and improve natural heritage.	Ongoing	Increased awareness of natural environment	Number of volunteers. Increasing year on year.
G	Increase public awareness of issues relating to public safety and responsible behaviour in parks and open spaces.	Develop a Water Safety Policy for Dundee Set up a cross-departmental Water Safety Steering Group by December 2024, develop a Water Safety Policy by November 2025, learning from best practice policies across Scotland. Implement actions from developed Water Safety Policy in 25-26 and beyond.	Ongoing	Increased public awareness of water safety, increased action and Council wide integration of water safety considerations across all departments.	Continued low levels of incidents in Dundee. Aim for zero major incidents from November 2025 onwards.
		Review beach signage Improve signage around Broughty Ferry to encourage responsible behaviour at the beach and harbour area as well as aligning with RNLI's nationwide messaging.	February 2025, for implementation June 2025	Increased public awareness of animal exclusion zone, water safety and	Number of elected member queries and complaints / corporate complaints relating to

Objective	Actions	Due	Outcomes	Measures
			considerate water use.	responsible behaviour at the beach. Reduced year on year. Number of updated RNLI signs installed.
	<p>Encourage responsible dog walking Encourage responsible behaviour by dog walking companies through the Professional Dog Walkers scheme. Support positive behavioural change through engagement, peer encouragement of other dog walkers, and via community action (e.g. via Green Dog Walkers Scheme, attendance at schools/events where resources allow.)</p>	Ongoing	Increased engagement and awareness of positive behaviour.	Number of approved Professional Dog Walkers. Number of groups engaged.
	<p>Discourage anti-social behaviour in parks and open spaces Engage with Police Scotland and other Council services in relation to anti-social behaviour, i.e. vandalism in playparks, illegal motorbike use etc.</p>	Ongoing	Improved perceptions of safety in public spaces and reduced vandalism.	Number of elected member queries and complaints / corporate complaints relating to anti-social behaviour. Reduced year on year.

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Waste and Recycling

The updated waste and recycling actions reflect the current waste policy with major changes anticipated during the life of the Take Pride initiative with the implementation of the Circular Economy Bill and the changes to the approach to waste and recycling activities through the Waste Routemap.

Strategic Aims:

- 1 To continue to communicate frequently with residents around waste/recycling services to improve participation/recycle quantity and quality.
- 2 To explore initiatives to significantly reduce the quantity of single-use plastics used in Dundee organisations including Council premises and wider commercial establishments.
- 3 To continue delivery of sustained waste education campaign programme which aligns to the curriculum for excellence and embeds behavioural change at all stages of the educational journey.
- 4 To plan co-ordinated communication, including use of Bin App.
- 5 To manage waste sustainably by reducing, reusing, recycling and recovering waste to improve resource efficiency whilst working towards a circular economy.

	Objective	Actions	Due	Outcomes	Measures
A	Deliver the action plan to reduce waste, and re-use or recycle more engaging with residents/communities and businesses.	Develop a plan that engages with internal and external stakeholders to deliver a waste and recycling service that is utilised to the maximum potential.	May 2026	Regular feedback from all stakeholders on the approach and tangible improvements identified in the recycling and re-use performance of the Council.	Raise awareness of waste related issues. Recycling rate to increase from 2023 rate of 36.6%.
B	Stimulate increased re-use, upcycling and repair opportunities and the necessary skills and training to undertake these.	Work with organisations to improve the visibility of re-use and upcycling opportunities in the city through promotion of re-use as an alternative to buying new.	May 2026	Increase awareness, choice and opportunities for citizens to donate and own preloved and preowned items. Additional items moving from the waste and recycling stream to be prepared for re-use.	Re-use tonnage to increase.

	Objective	Actions	Due	Outcomes	Measures
C	Manage waste sustainably by reducing, reusing, recycling and recovering waste to improve resource efficiency whilst working towards a circular economy.	Ensure the most efficient and effective solutions are in place for collecting and handling waste and maximising the amount of recycling collected.	August 2026	Maximise the opportunities to re-use and recycle as many material streams as possible and raise awareness of the routes to market as waste streams change. Benchmarking against other Local Authorities.	Raise awareness of waste related issues. Recycling rate to increase from 2023 rate of 36.6%. Landfill rate to decrease from 2023 rate of 1.5%.
D	Implement robust policies which detail proactive and reactive actions to deal with issues relating to contamination, side waste, use of multiple bins and recycling from kerbside, communal and commercial properties to reduce littering and fly tipping.	Instigate a series of activities to highlight the importance of proper waste and resource management and conduct a pre and post campaign recycling rate analysis to measure participation and contamination alongside feedback from householders to measure success.	June 2026	Increased recycling rate. Improved understanding of recycling in Dundee, reduction in littering. Improved understanding of what contamination is and why this is a problem. Reduction in costs for loads contaminated above allowable thresholds. Improve street cleanliness.	Raise awareness of waste related issues. Recycling rate to increase from 2023 rate of 36.6%. Fewer instances of rapid response attendance at overflowing bins/fly tipped waste.
E	Continue to communicate frequently with residents around waste/recycling services to improve participation/recyclate quantity and quality.	Build on previous Social Media campaigns and adoption of the Bin App to maximise the impact of and future use of these channels.	Ongoing	Increase in take up of Bin App users with an aim to improve transparency and assist residents/businesses to maximise recycling and re-use as well as disposing of their waste appropriately.	Number of Bin App downloads to increase (current baseline 8,300). Compositional analysis of general waste bins should show decrease in recyclables disposed of.
		Increase the uptake of the Bin App through social media posts and general promotion activities.	Ongoing		

Objective		Actions	Due	Outcomes	Measures
F	Explore initiatives to significantly reduce the quantity of single-use plastics used in Dundee organisations including Council premises and wider commercial establishments.	<p>Work with the communications team to highlight to other council services, commercial operators and the public recent changes in legislation that ban on the use of single use plastics.</p> <p>Reduce single use plastic Items purchased by the council and its contractors.</p> <p>Produce updated guidance on single use plastics.</p>	March 2025	Reduction in single use plastics.	Compositional analysis of general waste bins should show decrease in single use plastics disposed of.
G	Continued delivery of sustained waste education campaign programme which aligns to the curriculum for excellence and embeds behavioural change at all stages of the educational journey.	<p>Deliver more effective ways to put messages across to a wider audience, such as increased use of short videos and animations sourced from industry and external agencies.</p> <p>Continue to enhance and improve recycling facilities within schools.</p>	Ongoing	<p>Greater understanding of the issues of waste and recycling and the role of the Circular Economy amongst the various groups and ages.</p> <p>Increased quality and quantity of recycling produced within schools.</p>	<p>Number of Bin App downloads to increase (current baseline 8,300).</p> <p>Establish baseline of school recycling rates to enable future measurement.</p>
H	Trade waste team to engage fully with Commercial Waste customers as part of the overall monitoring of trade waste contracts to increase their understanding of their responsibilities and requirements in relation to waste and recycling as part of their overall civic duty.	Undertake scheduled education & awareness visits in addition to existing contractual visits.	Ongoing	<p>Increased awareness of benefits (environmental & financial) of recycling vs waste disposal.</p> <p>Increased understanding of contamination issues & the duty upon traders to ensure they correctly use all containers in their premises.</p>	Number of visits to businesses to increase by trade waste team.
		Regular monitoring of trade waste bins in the City Centre in conjunction with City Centre Management Team	Ongoing		

	Objective	Actions	Due	Outcomes	Measures
I	Review existing public recycling points on an annual basis to improve accessibility for residents, refurbish and/or replace where necessary, identify potential locations for new recycling points, and ensure signage and labelling at each centre is clear.	Develop a plan to review existing recycling points/identify new locations. Implement regular clean-up and maintenance of Eurobin locations. Introduce updated signage as well as maintaining surrounding areas to enhance and encourage more responsible use. Digitisation and enhanced reporting/monitoring will form part of this plan.	Ongoing	Increased recycling rate. Improved understanding of recycling in Dundee, reduction in littering. Improve street cleanliness.	Recycling rate to increase from 2023 rate of 36.6%.
J	Support the Scottish Governments Deposit Return Scheme and other viable take back schemes including extended producer responsibility initiatives.	Raise awareness of policy changes such as the Deposit Return Scheme (DRS). Ensure an efficient waste/recycling operating model is in place.	April 2028	Implementation of future legislative changes. Improved understanding of recycling in Dundee, reduction in littering.	Raise awareness of waste related issues. To reduce overall waste arisings year on year as per annual waste data returns.

City Centre & Businesses

Strategic Aims:

- 1 To improve the appearance of the city centre public realm by continuing to engage with businesses, residents, event organisers in partnership with the public sector and voluntary groups to engender civic pride.
- 2 To support further environmental improvements within the city centre aligned with the City Centre Strategic Investment Plan - to enhance spaces, to improve the overall perception of safety, and to encourage footfall and reduce anti-social behaviour.
- 3 To improve the quality and appearance of city centre buildings by working with owners and agents to encourage and support building maintenance.

	Objective	Actions	Due	Outcomes	Measures
A	Improve the appearance of the city centre public realm through business, public sector partners and voluntary group collaboration.	Assist colleagues in Neighbourhood Services to assess current street scene portfolio, through undertaking ambassador patrols to highlight maintenance, repair and replacement of street furniture and the public realm.	Annual	Improved maintenance and aesthetics of the street scene throughout the city.	Audit of street furniture complete and monitoring of street scene maintenance & reports.
		Work with key partners such as Police Scotland and the Anti- Social Behaviour Team to tackle antisocial behaviour in the city centre.	Year Round	Safer City Centre where everyone feels welcome	Increased membership of the Dundee co-ordinated anti-crime Unit (DUNCAN) Radiolink Scheme / City Centre recorded crime figures.
		Promote and support public and business involvement in environmental initiatives (e.g. City Centre Community Clean Up, Clean Up Scotland, Keep Scotland Beautiful, It's Your Neighbourhood).	Spring 2025	Improved maintenance and aesthetics of the street scene throughout the city.	Number of volunteer sessions/groups. Feedback from external judges through Keep Scotland Beautiful awards schemes.
		Retain Green Flag Award status for Slessor Gardens through Ambassador Patrol and agreed action plan for improvement.	Spring 2025	Positive experience for locals and visitors to Slessor Gardens.	Feedback from external Green Flag Award judges.
B	Create clear reporting paths to ensure any emerging issues are reported and resolved.	Regular engagement with the Private Sector Take Pride group via Teams; In Person walkabouts; Community Clean Ups and dedicated email environment.mgt@dundeecity.gov.uk	January 2025 then quarterly	To allow two-way dialogue with businesses and Neighbourhood Services.	No of stakeholders playing an active role in the maintenance of the public realm. Reduce no of complaints. Increase business satisfaction levels.

	Objective	Actions		Due	Outcomes	Measures
		Monthly meetings with City Centre Manager and Environment's Area Manager		January 2025 then monthly	Resources targeted where needed. Improved maintenance and aesthetics of the street scene.	Reduction in no of complaints. Increased residents and business satisfaction levels.
C	Increase residents, city centre users, visitors and businesses participation in the Take Pride Campaign to engender civic pride and enhance the local environment.	(i) Graffiti	Encourage the reporting of graffiti (Targeting offensive tags, reported by Ambassadors and businesses.) Work with Private Sector to take ownership of graffiti removal on their buildings.	Spring 2025	Reduced number of offensive graffiti and tags.	Reduce the no of complaints. Increased resident and business satisfaction levels.
		(ii) Busking	Continually review code of conduct ensuring clear guidance about pitches and use of amplification.	Spring 2025	Reduction in number of noise complaints from City Centre residents and businesses.	Monitor number of complaints
		(iii) Begging / Rough Sleeping / Needles	Work with Neighbourhood Services, Social Work and Addiction Support Agencies to reduce begging and rough sleeping in Dundee City Centre.	Ongoing	Reduction in number of aggressive begging complaints.	Monitor number of complaints
D	Seek external funding to support further environmental project improvements within the City Centre.	Develop a prioritised list of environmental and public realm projects that are ready to go for any future funding pots aligned with the City Centre Strategic Investment Plan.		Spring 2025	Improvement in City Centre environment.	Value of funded projects implemented.
E	Continue to monitor the Commercial Waste Project	Ensure that the businesses continue to comply with the policy. Ensure new businesses are aware of the policy via Planning or face to face visits from the city centre ambassadors.		March 2025	Reduction in number of unsightly bins permanently stored on public roads and footpaths within the City Centre.	Reduction in littering from businesses & fly tipping next to bins; Advisory letters, Sec. 47 notices, Fixed Penalty Notices.
F	Develop a City Centre Lighting Strategy	Develop a strategy that is well-designed so that it enhances spaces and improves the overall perception of safety to encourage footfall and reduce anti-social behaviour		Spring 2025	Safer City Centre where everyone feels welcome and improve safety, accessibility	Value of funded projects implemented.

	Objective	Actions	Due	Outcomes	Measures
G	Improve quality and appearance of city centre buildings and improve/reduce no. of vacant retail units	Support owners and agents by sharing best practice in relation to building upkeep & maintenance. Provide funding where possible for Facade Enhancement Grants for key streets (FEGS).	Spring 2025	Encourage owners to ensure that buildings are well maintained and or repurposed. Encourage new start-ups to open.	No of Notices issued by Building Standard. No of businesses signed up to FEGS and/or property incentives

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Communications

Strategic Aims:

1. To raise awareness of the Take Pride brand, including consistent messaging and visuals.
2. To influence behaviour change through increased public knowledge, positive sentiment and praise for good practice.
3. To harness all available communication channels, including Best Value approaches through social media, etc.
4. To support the successful delivery of the outcomes contained in the other Take Pride action plans.

Objectives		Actions	Due	Outcomes	Measures
A	Maintain fresh and distinctive branding of Take Pride campaign, using the original themes as much as possible.	Social media campaign using the hashtags #DundeelsNow and #TakePrideDundee.	Nov-24 / Ongoing	Maintain a recognisable brand which underpins the work of Take Pride. Ensure the brand is "fresh" and doesn't begin to look dated. Raise awareness of overarching Take Pride messaging through various local & national campaigns in traditional and digital media.	Number of locations/assets etc where the Take Pride logo is visible. Coverage in local media. Engagement on social media.
		Use of existing channels and unique opportunities to further share the Take Pride brand to new audiences (e.g. Instagram, Facebook Stories, Facebook Groups, LinkedIn, TikTok).	Nov-24 to March-25		
		Promote co-benefits of Take Pride messages with wider climate change issues through Sustainable Dundee campaigns.	Nov-24 to Ongoing		
B	Support Waste Strategy team to run a 2024 Contamination communications campaign to provide detailed information to residents and businesses.	Continue varied promotion of Council's Bin App to all applicable audiences through highlighting the many benefits.	Ongoing	Deliver a greater and clearer understanding of overall recycling process in the city from waste separation in bins to the recycling process.	Increased recycling rates. Improved understanding of recycling in Dundee; Lower contamination levels.
		Update messages issued via social media to clearly show residents which materials should be placed in which bin & why it's important for processing stage.		Wider circulation and delivery of information and creation of recycling conversation will provide residents with the required information to recycle in an informed manner on a regular basis.	Reduction in the city's CO ₂ e emissions from household waste.
		Utilise communications campaigns across the year to highlight different ways members of the public can take part in recycling and positive behaviour (e.g. Recycle Week, Love Food Hate Waste, etc.)	Monthly		

Objectives	Actions	Due	Outcomes	Measures
C Run a targeted campaign to provide detailed information to residents and businesses on what can & cannot be recycled & see improved recycling performance as a result.	Support Waste colleagues to deliver plan to engage with residents and businesses citywide to harness increased buy-in and support significant behavioural change, particularly focusing on recycling during major service changes.	Ongoing	Improved understanding of recycling in Dundee. Demonstrable positive behaviour change - increase in recycling. Reduced reports of fly tipping & overflowing bins.	Recycling rate to increase. Reduction in the city's CO ₂ e emissions from waste. Fewer instances of rapid response attendance at overflowing bins/fly tipped waste. Compositional analysis of general waste bins in should show decrease in recyclables disposed of.
	Support Community Clean-Up initiatives through relevant communications and publicity	Ongoing		
	Maximise the relevant audience for business-to-business events taking place giving information on recycling & best practice	Ongoing		
D Marketing push on, Why should I take pride? 'Encourage people to take personal and shared responsibility for their environment in five key areas; Litter, Chewing Gum, Dog Fouling, Graffiti, Fly Tipping.	Dog Waste messaging - ongoing messaging to encourage cleaning up after pets, responsible ownership, following on from recent press release.	Nov-24 to Ongoing	Positive behavioural change and responsible dog walking.	Monitor number of service failures and complaints.
	Litter - in summer, particularly outdoor activities, i.e. beaches and parks. Also, targeted social media messages at weekends and summer evenings, highlighting the fantastic locations we have around Dundee and why we should not litter them. Using momentum of #MyBeachYourBeach and Scotland Is Stunning-style local Dundee asset social media graphics to increase engagement e.g. compliance and reporting.	Nov-24 to Ongoing	Improved understanding of the harm that littering does to our green spaces. Awareness of the wealth of fantastic green spaces the city has. Reduction in littering, clean-up costs and negative publicity.	Reduction in negative news articles about littering/ state of green spaces.

Objectives	Actions	Due	Outcomes	Measures	
	Fly-tipping/Unlicensed waste disposal - ongoing social media campaign pointing to reporting tool, messaging to raise awareness of the issue of indirect fly-tipping. Recent press release delivered on unlicensed waste disposal carriers, communicating dangers and environmental consequences of using such services. Regional fly-tipping radio and press campaign with Angus Council & Perth & Kinross Council to highlight issues of fly-tipping & unlicensed waste disposal in the area.	Nov-24 to Ongoing	A reduction in the amount of fly tipping in Dundee.	A decrease in reported fly tipping incidents	
	Graffiti - regular social media posts encouraging residents to report incidents.	Nov-24 to Ongoing	Reduced amount of offensive graffiti and tags.	Monitor number of complaints.	
	Proactive Take Pride messaging - share Take Pride materials such as newsletters, events, group news and awards via social media. Continue to identify unique opportunities to raise awareness of Take Pride and how residents can take part.	Nov-24 to Ongoing	Greater awareness of the overall campaign and change in behaviour on all Take Pride themes.	Media coverage, social media engagement, number of complaints, etc.	
E	Support the work of the City Centre manager in raising awareness and gathering support from the business community.	Provide comms support for events and activities as required. Specific focus on supporting changes to city centre commercial waste.	Ongoing	Greater business awareness and engagement. Minimise impact of changes to commercial waste.	Number of businesses engaged.
	Support the work of the City Centre manager in raising awareness and gathering support from the business community.	Sharing of Take Pride key messages at city's tourist attractions and throughout city centre area (through the use of social media and physical signage).	Ongoing	Visitors to the city aware of campaign as well as reinforcement of campaign messaging to residents.	Service area monitoring, feedback from businesses, monitor number of complaints.
	Support the work of the City Centre manager in raising awareness and gathering support from the business community.	Collaborate with colleagues in Neighbourhood Services to promote, support, and encourage public and business involvement in environmental initiatives (e.g. Clean Up Scotland, Beautiful Scotland, It's Your Neighbourhood).	Ongoing	Improved maintenance and aesthetics of the street scene throughout the city.	Number of volunteer sessions/groups. Feedback from external judges through Keep Scotland Beautiful awards schemes.

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Environmental Compliance

Strategic Aims:

1. To assist persons and businesses by highlighting to them their legal obligations in terms of the Environmental Protection Act.
2. To increase awareness among the public and business operators of enforcement action being taken against those who fail to comply with their legal obligations or who commit offences' using enforcement powers in instances where the offences of fly tipping or littering can be corroborated.
3. To apply enforcement options if appropriate where residents or business operators have failed to fulfil their responsibility to comply with legal requirements with regards to proper waste containment and presentation.
4. Reinforce messaging on encouraging dog owners to pick up their dog fouling, and highlighting the offence being committed under the Dog Fouling (Scotland) Act 2003 for not doing so.

Objective	Actions	Due	Outcomes	Measures	
A	Improve recycling and reduce the amount of excess waste presented for collection by businesses.	Officers will carry out visits to businesses throughout the city to ensure that they are complying in their duty of care to recycle the waste they produce.	Ongoing	Improved understanding of what contamination is and why this is a problem. Reduction in the amount of litter caused by spillages and excess waste. Fewer complaints of overflowing bins.	Number of duty of care visits/advisory visits. Number of enforcement actions (notices/Fixed Penalty Notices)
		Officers will make use of enforcement notices for businesses who fail to comply with their legal requirements on recycling.	Ongoing		
		Ongoing monitoring to ensure businesses comply with the presentation requirements within the City Centre.	Ongoing		
		Officers will make use of notices and fixed penalties for businesses who fail to adequately contain their waste when stored or presented for collection.	Ongoing		
B	Reducing litter and fly-tipping	Reduce littering created by business operators who fail to properly contain their commercial waste.	December 2024	Improved compliance with Environmental Protection Act 1990	Advisory letters, Sec. 47 notices (commercial), Fixed Penalty Notices.
		Reduce litter created from burst bags of domestic side waste.	December 2024	Improved compliance with Environmental Protection Act 1990	Advisory letters, Section 46 notices (domestic), Fixed Penalty Notices
		Continued targeted days of action to support community clean-ups.	March 2025	Improved compliance with Environmental Protection Act 1990	Advisory letters, Sec. 47 notices (commercial), Fixed Penalty Notices.

	Objective	Actions	Due	Outcomes	Measures
		Conduct compliance visits to Newsagents/Convenience Stores throughout the City.	December 2024	Ensure businesses have appropriate waste disposal arrangements in place	Ensure duty of care compliance within this sector in the City.
C	Improved information sharing between stakeholders.	Continue to create clear reporting paths between stakeholders to ensure that any emerging issues are dealt with in a coordinated manner which allows for swift resolution	December 2024	Resources targeted where needed. Improved Customer Service. Improved maintenance and aesthetics of the street scene throughout the city.	Reduction in number of complaints. Increased resident satisfaction levels.
D	Reduce dog fouling in public areas	Installation of signage where possible and ongoing monitoring of areas where dog fouling issues raised with fixed penalty notices issued when necessary.	ongoing	Improved compliance with the Dog Fouling (Scotland) Act 2003.	Reduction in number of complaints regarding dog fouling in public areas.



Integrated Impact Assessment

Committee Report Number: 317-2024

Document Title: Take Pride in Your City

Document Type: Strategy

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 action plan.

Period Covered: 18/11/2024 to 31/10/2026

Monitoring:

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

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Equality, Diversity and Human Rights

Impacts & Implications

Age: Positive

The action plan seeks to improve the City's environmental quality, improving the health and wellbeing of citizens of all ages. The action plan has a specific focus on supporting and incentivising communities to get involved in the campaign, this will engage people of all ages, but specifically focus on increasing the number of young people involved in the campaign.

Disability: Positive

The action plan seeks to improve the City's environmental quality, which in turn could improve the accessibility, and health and wellbeing of disabled people in Dundee. Officers will carefully consider the accessibility of various campaign actions as they are developed.

Gender Reassignment: No Impact

Marriage & Civil Partnership: No Impact

Pregnancy & Maternity: No Impact

Race / Ethnicity: No Impact

Religion or Belief: No Impact

Sex: No Impact

Sexual Orientation: No Impact

Are any Human Rights not covered by the Equalities questions above impacted by this report?

No

Fairness & Poverty

Geographic Impacts & Implications

Strathmartine:	Positive
Lochee:	Positive
Coldside:	Positive
Maryfield:	Positive
North East:	Positive
East End:	Positive
The Ferry:	Positive
West End:	Positive

Positive Implications:

The Action Plan seeks to improve local environmental quality, waste and recycling, the City Centre, environmental communications and environmental compliance for all citizens in Dundee, taking a city-wide approach. This city-wide approach will respond to data in identifying improvements for areas of greatest need, and ensure to make improvements across all wards.

Household Group Impacts and Implications

Household Group Impacts and Implications

Looked After Children & Care Leavers: No Impact

Carers: No Impact

Lone Parent Families: Positive

The action plan seeks to improve the City's environmental quality, which in turn could improve the health and wellbeing for all people in Dundee, including lone parent families. Officers will work to ensure all community campaigns are inclusive and accessible to all, including opportunities for volunteering, considering activities that are suitable for adults to take part alongside children.

Single Female Households with Children: Positive

See comment under lone parent families above.

Greater number of children and/or young children: Positive

See comment under lone parent families above.

Pensioners - single / couple: No Impact

Unskilled workers or unemployed: No Impact

Serious & enduring mental health problems: No Impact

Homeless: No Impact

Drug and/or alcohol problems: No Impact

Offenders & Ex-offenders: No Impact

Socio Economic Disadvantage Impacts & Implications

Employment Status: No Impact

Education & Skills: No Impact

Income: No Impact

Caring Responsibilities (including Childcare): No Impact

Affordability and accessibility of services: No Impact

Fuel Poverty: No Impact

Cost of Living / Poverty Premium: No Impact

Connectivity / Internet Access: No Impact

Income / Benefit Advice / Income Maximisation: No Impact

Employment Opportunities: Positive

The action plan is likely to provide additional employment opportunities through ongoing recruitment in various street cleansing operations.

Education: Positive

The action plan outlines objectives, actions and timescales which will have a positive impact on Dundee's school-aged children through education and awareness campaigns.

Health: Positive

The action plan seeks to improve the City's environmental quality, which in turn could improve the health and wellbeing for all people in Dundee.

Life Expectancy: No Impact

Mental Health: Positive

See comment under health above.

Overweight / Obesity: No Impact

Child Health: Positive

See comment under health above. Officers will work to ensure all community campaigns are inclusive and accessible to all, including opportunities for volunteering, considering activities that are tailored specifically for children and young people.

Neighbourhood Satisfaction: Positive

The action plan seeks to improve the City's environmental quality, reducing litter, anti-social behaviour and waste, and increasing recycling, improving city centre lighting and quality of city centre buildings. This can all contribute towards an improvement in neighbourhood satisfaction.

Transport: No Impact

Environment

Climate Change Impacts

Mitigating Greenhouse Gases: No Impact

Adapting to the effects of climate change: Positive

The action plan outlines specific actions to streamline operations from the Environment Service to support more agile responses. This includes the impacts of climate change ie. storm damage

Resource Use Impacts

Energy efficiency & consumption: No Impact

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

The plan includes specific actions to encourage more re-use and recycling, alongside stimulating increased upcycling opportunities across the city, while working towards a circular economy.

Sustainable Procurement: No Impact

Transport Impacts

Accessible transport provision: No Impact

Sustainable modes of transport: No Impact

Natural Environment Impacts

Air, land & water quality: Positive

The action plan outlines specific objectives, actions, and timescales to reduce litter and fly-tipping - which can have significant impacts on land and water quality.

Biodiversity: Positive

The action plan outlines specific objectives, actions, and timescales to increase public awareness of biodiversity, engaging communities, volunteers and children and young people.

Open & green spaces: Positive

The action plan outlines objectives, actions, and timescales which will have a positive impact on Dundee's environment, and the quality of its open and green spaces.

Built Environment Impacts

Built Heritage: Positive

The action plan will improve local environmental quality across the city, which will improve the setting of Dundee's built heritage. The action plan also includes a specific objective to improve the appearance of buildings and reduce vacant units in the City Centre.

Housing: Positive

The action plan includes proposals to partner with Housing colleagues to encourage tenants and residents to get involved in the campaign where they live, to help improve local environmental quality around housing areas.

Is the proposal subject to a Strategic Environmental Assessment (SEA)?

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.

Corporate Risk

Corporate Risk Impacts

Political Reputational Risk: Positive

The ongoing success of the Take Pride in Your City campaign has the potential to reduce negative press and complaints on the subjects covered by the plan.

Economic/Financial Sustainability / Security & Equipment: No Impact

Social Impact / Safety of Staff & Clients: No Impact

Technological / Business or Service Interruption: No Impact

Environmental: Positive

The action plan details a wide range of proposals to improve the environment in Dundee

Legal / Statutory Obligations: No Impact

Organisational / Staffing & Competence: No Impact

Corporate Risk Implications & Mitigation:

The risk implications associated with the subject matter of this report are "business as normal" risks and any increase to the level of risk to the Council is minimal. This is due either to the risk being inherently low or as a result of the risk being transferred in full or in part to another party on a fair and equitable basis. The subject matter is routine and has happened many times before without significant impact.

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