

## **ITEM No ...2.....**

**REPORT TO:** CLIMATE, NET ZERO AND ENVIRONMENT COMMITTEE –  
17 NOVEMBER 2025

**REPORT ON:** TAKE PRIDE IN YOUR CITY CAMPAIGN ANNUAL UPDATE

**REPORT BY:** EXECUTIVE DIRECTOR OF NEIGHBOURHOOD SERVICES

**REPORT NO.** 323-2025

### **1. PURPOSE OF REPORT**

- 1.1 To update the Committee on the progress of the Take Pride in Your City campaign.

### **2. RECOMMENDATIONS**

- 2.1 It is recommended that the contents of this report are noted.

### **3. FINANCIAL IMPLICATIONS**

- 3.1 The cost of managing and administering the Take Pride in Your City campaign is met from existing Neighbourhood Services revenue budgets. There are no direct financial implications resulting from this report.

### **4. BACKGROUND**

- 4.1 Reference is made to Article II of the Climate, Environment and Biodiversity Committee minutes from 18th November 2024 ([317-2024](#)), which updated Elected Members on the Take Pride in Your City campaign and outlined a renewed two-year programme. This report summarises progress since its approval.

### **5.0 KEY AREAS OF PROGRESS**

- 5.1 Improvements continue to be made via the cross-service steering group which meets regularly to drive progress across the five strategic themes; often via collaboration between teams on shared actions. This approach, in combination with a clear and focused action plan, is enabling steady and positive progress to be made.

#### **5.2 Local Environmental Quality**

Key areas of progress include: -

- An ongoing programme of Community Clean Up events have been implemented in wards across the city. This cross-service initiative is providing noticeable improvements for the local area, showcasing strong partnership working and public involvement. Lunchtime volunteer sessions held during the City Centre Community Clean Up saw 33 volunteer hours over 3 days, involving Elected Members (4 hrs), Council staff (17 hrs), and businesses (12 hrs). Council staff were engaged via the One Dundee news carousel and Friday round up, which regularly features campaign updates.
- Bonnie Dundee entered the Beautiful Scotland Awards 2025 and received a Certificate of Recognition.
- In the 'It's Your Neighbourhood' (IYN) scheme, 13 groups from Dundee entered, of which 12 receiving an Outstanding level certificate and 10 receiving a Certificate of Distinction for long term improvement and commitment.
- In partnership with Keep Scotland Beautiful, the Council held a networking event which showcased the achievements of Dundee's environmental groups. This included prize

giving, networking opportunities, and showcasing recent initiatives at the Camperdown Growing Hub and Templeton Woods.

- A Scotland's Beach Award has been retained for Broughty Ferry beach in 2025 where the Bathing Water Quality classification remained as Excellent. In addition, seven greenspaces have retained their Green Flag Awards for 2025.
- Since December 2024, a total of 61 litter picks have been registered with the Council and Keep Scotland Beautiful, these involved an estimated 1,389 participants.
- Opportunities for community greenspace maintenance are being explored, including a collaboration with Dundee's Twinning Societies to refresh the Discovery Rose Garden at Stobsmuir Park and collaboration with the V&A Dundee Museum of Design to refresh their garden area.
- The use of digital technology to streamline services is progressing well, including the use of GIS to develop updated street sweeping routes, digitisation of bereavement services, sharing of GIS data publicly where appropriate, and the roll out of a Maintenance Request Form process to ensure site data remains up to date.
- As part of investment proposals agreed in the 2025/26 budget, an allocation of £300k has been identified to support environmental actions and improvements. To date, 8 temporary street scene staff have been recruited, an external contractor has been engaged to carry out additional mechanical sweeping, and further investment into bin provision is currently underway.
- Environment and Climate & Sustainability teams continue to work in partnership to engage schools via the Eco-School groups pack, promote shared messaging, and deliver a sustained waste education campaign programme which embeds behavioural change at all stages of the educational journey, including visits to HWRCs and MVV Waste to Energy plant.
- A High School Litter Initiative was launched in June 2025 to encourage pupils to take responsibility for their local environment and behaviour regarding waste and litter. Schools will be supported with the provision of litter picking equipment and signposting to available advice and resources.
- Litter management has been added as a standing agenda item for all Safety Advisory Group meetings. All large events will be required to confirm that arrangements are included to cover responsible litter management as well as encouraging event goers to behave responsibly.
- The Countryside Rangers have led frequent sessions to engage a diverse range of people with their greenspaces and wildlife, over 1,500 adults and children have been engaged since December 2024.
- Water safety has been promoted locally via signage, a partnership with the RNLI Lifeguard service on Broughty Ferry beach and engagement with the Tay Estuary Water Sports Hub.
- Partnership working with the Scottish Fire and Rescue service, other agencies and council services prior to bonfire night, within various neighbourhoods, to identify and clear debris which posed a potential fire risk.

### 5.3 Recycling

Key areas of progress include: -

- Attendance at freshers' events on Abertay and Dundee Universities to discuss recycling systems in Dundee direct with students and how to manage waste for those living in the City for the first time.
- In collaboration with our residual waste treatment contractor, we actively promote waste awareness among local schools by organising visits to the Council's energy from waste facility. Since November 2024, more than 1,000 pupils have participated in these educational visits. Additionally, schools are encouraged to engage in the contractor's annual challenge fund, which supports sustainability initiatives and innovative project funding.
- Development of an updated Waste Strategy Action Plan to promote further recycling and re-use activities going forward.
- Landfill rates remain at an all-time low with less than 1% of all residual waste going to landfill and the remainder being used to provide energy through the Council's energy from waste facility.
- Ongoing annual capital investment of £150,000 is allocated for the procurement of new or replacement containers and skips dedicated to recycling initiatives and improving resident participation in household recycling.
- Commencement of improvement works at Baldovie and Riverside household waste recycling Centres part funded through the Scottish Government's Recycling Improvement Fund including updated signage. A further survey has reviewed the condition of bins, signage, and infrastructure at recycling points, with improvements planned.
- Development of a refreshed recycling campaign based on the 'let's sort it' message aimed at encouraging greater participation in the Council's recycling scheme and asking for householders to put the correct material in the right bins.
- Ongoing development of the Mobile Waste App to push messages, hints and tips to registered users as well as providing up to date collection information and details to help householders identify what goes in each bin as well as setting reminders for collections and signposting them to information and advice in relation to recycling and re-use.

### 5.4 City Centre and Businesses

Key areas of progress include: -

- Quarterly meetings are held between City Centre Management and the Police Scotland Area Commander and other senior Police Officers, in addition to regular liaison with the city centre policing team. Membership to the DUNCAN radio scheme is steadily increasing as more city centre businesses make use of the facility. These have been useful tools in tackling antisocial behaviour during both the daytime and night time economies.
- Continued liaison with partner agencies in relation to rough sleeping, begging and drug use and providing appropriate support to reduce the number of incidents through provision of care and support to vulnerable and at risk people.
- Installation of signage to remind buskers of the code of conduct they should adhere to, leading to a reduction in complaints.

- Ongoing engagement via the closed City Centre Management Facebook pages to share messaging, news and local events relating to the Take Pride themes and highlight national environmental initiatives such as Clean Up Scotland with stakeholders.
- Delivery of a city centre Day of Action in March 2025 tying in with the City Centre Community Clean Up. A range of stalls and youth activities were held via organisations such as Street Soccer and Hot Chocolate, with additional support from local businesses.
- A range of youth diversionary measures were scheduled during the summer months in partnership between City Centre Management, Police Scotland and local businesses. This included Street Soccer, a pop-up skate park with Passion Park, a youth café at McDonalds, and signposting young people to training opportunities and support.
- Regular site meetings between City Centre Management, Environment, and Community Justice to identify areas for partnership working to improve the city centre public realm.
- Partnership working with the ASBO team and Community Justice to target graffiti and flyposting. Community Justice are supporting efforts to paint over graffiti by monitoring the area and covering graffiti as required.
- Work is underway to explore a Business Improvement District (BID) for Dundee city centre and engage with local stakeholders on this, this includes a private sector group chaired by a local business representative. This is to be reviewed in 2026, subject to a BID ballot.
- Continuation of the City Centre Commercial Waste Project with input from City Centre Management, Environmental Compliance, Waste and Communications teams to ensure businesses are adhering to the conditions and provide them with advice where required.
- Development of a City Centre Lighting Strategy to enhance spaces and improve the overall perception of safety in the city centre, to encourage footfall and reduce anti-social behaviour.
- Development of a 'Doing Business in Dundee' guide to outline the specialist support services and funding available to businesses in the city and provide practical steps to help them navigate regulatory services.
- Use of funding to support further environmental enhancements and business improvements, such as highlighting the Commercial Buildings Enhancement Grant and Historic Buildings Renewal Fund to private stakeholders.

## 5.5 Communications

Key areas of progress include: -

- Awareness of the campaign has been raised through traditional and digital media, utilising social media opportunities on Facebook, Twitter, Instagram and LinkedIn to reach different audiences across demographics for various projects within the overall campaign.
- The Council runs 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 which is regularly reviewed.
- 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, protecting the skylarks at Riverside Nature Park and disposing of litter appropriately.

- Continued messaging to highlight the perils and plights of fly-tipping on communities affected by the issue, including rogue traders, encouraging 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.
- 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.
- Amplify and support national campaigns, such as Keep Scotland Beautiful's #SpringCleanScotland and the #TakeItBack campaign for recycling paper cups, and Scottish Water's #NatureCalls for appropriate disposal of wipes and other products.
- Proactive messaging encouraging residents to organise litter picks in their neighbourhoods and collective ownership of the city's environment by working together to tackle common issues.

## 5.6 Environmental Compliance

Key areas of progress include: -

- Completion of 'duty of care' inspection programme for newsagents/convenience stores throughout the city to tackle misuse of domestic recycling points.
- Implementation of the new fixed penalty notice fine amount for fly tipping, (increased from £200 to £500 in January 2024).
- Creation of clear reporting pathways between key stakeholders to improve communication.

## 6.0 **POLICY IMPLICATIONS**

- 6.1 This report has been subject to the pre- IIA screening tool and does not make any recommendations for change to strategy, policy, procedures, services or funding and so has not been subject to an Integrated Impact Assessment. An appropriate senior manager has reviewed and agreed with this assessment.

## 7. **CONSULTATIONS**

- 7.1 The Council Leadership Team have been consulted on the preparation of this report and agree with its contents

## 8. **BACKGROUND PAPERS**

- 8.1 None.

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20 October 2025

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