

REPORT TO: CITY GOVERNANCE COMMITTEE – 5 MARCH 2026

REPORT ON: CITY CENTRE AMBASSADORS

REPORT BY: EXECUTIVE DIRECTOR OF CITY DEVELOPMENT

REPORT NO: 61-2026

1 PURPOSE OF REPORT

To outline the savings proposal in relation to City Centre Ambassadors and seek the Committee's instructions.

2 RECOMMENDATION

2.1 It is recommended that the Committee:

- a Notes the outcome of the budget consultation survey in relation to the savings proposal to delete the two City Centre Ambassador posts; and
- b Agrees that the posts should be deleted.

3 FINANCIAL IMPLICATIONS

3.1 The proposal outlined in this report would result in a recurring saving of £56,000 per annum within the Economic Development division of the City Development Revenue Budget.

4 BACKGROUND

4.1 Reference is made to Article IV of the meeting of the Policy and Resources Committee on 13 August 2001 which approved funding for the posts of City Centre Ambassadors. The original role of the Ambassadors was to assist visitors to the city in raising awareness of facilities and to provide customer reception and care.

4.2 The two City Centre Ambassadors retired in summer 2025. Since then, the posts have not been filled. Over the years, the role of the Ambassadors had evolved and latterly, a significant part of their duties involved identifying issues in the city centre and reporting these to other services in the Council or partner organisations to respond to. Key contacts were colleagues in Neighbourhood Services (graffiti, waste, etc.) and Police Scotland (anti-social/criminal behaviour etc.). In addition, the Ambassadors worked closely with the City Centre Manager to gather intelligence around occupancy of retail units and to build relationships with new business etc.

4.3 There are various other parts of the Council that have a daily presence in the city centre that can identify and report issues as appropriate.

4.4 As part of the Budget Consultation process for 2026/2027, views were sought on the proposal to delete the City Centre Ambassador posts. Of the 3025 respondents to this proposal, approximately 7% said they would be severely impacted by the removal of the City Centre Ambassador posts while 65% of respondents stated that the proposal would not impact them at all. More detailed feedback was received from 802 people and common themes included:

- The absence of Ambassadors has contributed to an increase in anti-social behaviour and a loss of an important preventative and reassuring presence.
- Business owners recognised the support the Ambassadors had provided in dealing with issues in a co-ordinated manner.

- Some respondents were unaware of the Ambassadors and mentioned that an increased police presence would negate the need for these roles.
- The tasks of the Ambassadors could be integrated into other existing Council roles alongside clearer guidelines for reporting issues while supporting businesses.

5 POLICY IMPLICATIONS

- 5.1 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 and is noted within Appendix 1. 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.

6 CONSULTATIONS

- 6.1 The Council Leadership Team have been consulted in the preparation of this report.

7 BACKGROUND PAPERS

- 7.1 None.

Gregor Hamilton
Head of Planning & Economic Development

Author: Gregor Hamilton

Robin Presswood
Executive Director of City Development

Dundee City Council
Dundee House
Dundee

GH/HG

24 February 2026

Integrated Impact Assessment

Committee Report Number: 61-2026

Document Title: City Centre Ambassadors

Document Type: Other

Description:

The report recommends the deletion of the two vacant City Centre Ambassador posts. These posts previously provided a visible presence in the city centre during working hours Monday to Friday. They were able to identify issues and report them to colleagues in the Council and other partners to be addressed. They also gathered intelligence around changes in the city centre including information about businesses closing or opening.

Intended Outcome:

The report forms part of options that contribute to the achievement of necessary revenue budget savings to allow the council to set a balanced budget for 2026/27.

Period Covered: 01/04/2026 to 31/03/2027

Monitoring:

The health of the city centre is regularly reviewed, including monitoring of footfall, vacancy rates and other data such as car parking income. In addition, the City Centre Manager is in regular discussion with stakeholders throughout the city centre and is able to respond to matters raised.

Lead Author:

Jennifer Caswell, City Promotion ,Team Leader, City Development,

jennifer.caswell@dundee.gov.uk , 01382 434252,

Dundee House

Director Responsible:

Robin Presswood, Executive Director City Development, City Development

robin.presswood@dundee.gov.uk, 01382 433610

Dundee House

Equality, Diversity and Human Rights

Impacts & Implications

Age: Negative

The Ambassadors provided support, where needed, to older people. This included being a visible and approachable presence and an avenue to report low level concerns. Mitigations include ensuring that appropriate staff operating in the city centre are aware of how to report issues to services such as the City Centre Manager or Police Scotland.

Disability: Negative

The Ambassadors provided support, where needed, to individuals with disabilities. This included being a visible and approachable presence and an avenue to report low level concerns. Mitigations include ensuring that appropriate staff operating in the city centre are aware of how to report issues to services such as the City Centre Manager or Police Scotland.

Gender Reassignment: No Impact

Marriage & Civil Partnership: No Impact

Pregency & Maternity: No Impact

Race / Ethnicity: Negative

The Ambassadors provided a visible and approachable presence and an avenue to report low level concerns. Mitigations include ensuring that appropriate staff operating in the city centre are aware of how to report issues to services such as the City Centre Manager or Police Scotland.

Religion or Belief: No Impact

Sex: No Impact

Sexual Orientation: Negative

The Ambassadors provided a visible and approachable presence and an avenue to report low level concerns. Mitigations include ensuring that appropriate staff operating in the city centre are aware of how to report issues to services such as the City Centre Manager or Police Scotland.

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

No

Fairness & Poverty

Geographic Impacts & Implications

Strathmartine:	No Impact
Lochee:	No Impact
Coldside:	No Impact
Maryfield:	Negative
North East:	No Impact
East End:	No Impact
The Ferry:	No Impact
West End:	Negative

Household Group Impacts and Implications

Looked After Children & Care Leavers: No Impact

Carers: No Impact

Lone Parent Families: No Impact

Single Female Households with Children: No Impact

Greater number of children and/or young children: No Impact

Pensioners - single / couple: No Impact

Unskilled workers or unemployed: No Impact

Serious & enduring mental health problems: Negative

The Ambassadors helped to signpost vulnerable individuals to appropriate services. Mitigations include ensuring that staff operating in the city centre are aware of how to report issues to appropriate services.

Homeless: Negative

The Ambassadors helped to signpost individuals to appropriate services. Mitigations include ensuring that staff operating in the city centre are aware of how to report issues to appropriate services.

Drug and/or alcohol problems: Negative

The Ambassadors helped to signpost individuals to appropriate services. Mitigations include ensuring that staff operating in the city centre are aware of how to report issues to appropriate services.

Offenders & Ex-offenders: Negative

The Ambassadors helped to signpost individuals to appropriate services. Mitigations include ensuring that staff operating in the city centre are aware of how to report issues to appropriate services.

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: No Impact

Education: No Impact

Health: No Impact

Life Expectancy: No Impact

Mental Health: No Impact

Overweight / Obesity: No Impact

Child Health: No Impact

Neighbourhood Satisfaction: Negative

Some respondents to the budget consultation were of the opinion that the absence of Ambassadors has contributed to an increase in anti-social behaviour and a loss of an important preventative and reassuring presence. Mitigations include ensuring that staff operating in the city centre are aware of how to report issues to appropriate services.

Transport: No Impact

Environment

Climate Change Impacts

Mitigating Greenhouse Gases: No Impact

Adapting to the effects of climate change: No Impact

Resource Use Impacts

Energy efficiency & consumption: No Impact

Prevention, reduction, re-use, recovery or recycling of waste: No Impact

Sustainable Procurement: No Impact

Transport Impacts

Accessible transport provision: No Impact

Sustainable modes of transport: No Impact

Natural Environment Impacts

Air, land & water quality: No Impact

Biodiversity: No Impact

Open & green spaces: No Impact

Built Environment Impacts

Built Heritage: No Impact

Housing: No Impact

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: Negative

With any proposed reduction in funding there is a risk of negative publicity and so reputational risk. Other services provided by City Development and Neighbourhood Services continue to provide a visible daily presence on city centre streets. These will be supplemented by other services including Police Scotland.

Economic/Financial Sustainability / Security & Equipment: No Impact

Social Impact / Safety of Staff & Clients: No Impact

Technological / Business or Service Interruption: No Impact

Environmental: No Impact

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.