



Bringing the voices of Young People to the Dundee City Centre Strategic Investment Plan

SDA is a Service Design company committed to creating positive impact through interactive, practice based learning.

<http://sda.ac.uk>

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Background

What should our city centre be like in 2030...2040...2050? is one of the big questions Dundee City Council aim to tackle through the Dundee City Centre Strategic Investment Plan as they set out their intentions for the kind of city centre that should be created. Producing the first plan is the start of a long-term process of consultation, review, and republication as they work towards delivering positive change in the coming decades.

The role and nature of town and city centres is changing significantly as the digital and online era progresses. Covid19 has accelerated this change and brought about its own uncertainties which challenge the way we access and use urban centres. Resilience, innovation, and flexibility will be key to tackling these challenges and developing a positive future for the city centre.

Through these challenges Dundee City Council believe there are great opportunities to significantly improve the role, vitality, sustainability, and resilience of Dundee's city centre. They recognise that the city centre needs to be more diverse and more orientated towards supporting and celebrating people, public life, tourism, and business.

The city centre, and the surrounding areas, need more people living, working and visiting during the daytime and evening to generate a critical mass of people and activity which will sustain further growth, diversity and creativity, and, create a stronger city centre community.

To stimulate this change, more reasons are needed for people to want to be in the city centre. This will require more homes, businesses, facilities, services, activities, events, creativity, and flexibility. The quality, attractiveness and function of the city centre's public realm, transportation systems, and active travel networks is vital to supporting these aims.

Five Key Themes are summarised as:

- Living
- Working
- Visiting
- Connectivity
- Public Realm



A six-week online consultation ran from November 2021 until January 2022. 260 responses were received. A Consultation Outcomes Report was produced to help identify the key points and recurring themes. Feedback from the consultation process is being used to help shape a draft of the plan, which is intended to be published by the end of 2022.

Engagement with young people, during the consultation process, was much lower than anticipated and there is concern that young voices are not being heard.

The definition of young people was agreed as :

Young people = teenagers who operate independently from their parents, up to young professionals starting to establish themselves
(16-24 age group)



The Brief

At a Discovery Session with SDA consultants, the DCC CCSIP Team worked through a series of exercises to explore the challenges and opportunities they face in bringing the voice of young people into the mix, to hear as many voices as possible, and leave biases behind.

The team are adamant that young people need to be part of their city, and have reason, to be part of it.

The ambition is that Dundee is seen to be an attractive place to live, visit and spend time in. A vibrant city centre attracts talent and inward investment and there is a desire that people who come to the city for study are enticed to stay. To do that, it is imperative that insights are gathered from young people to influence the long-term strategy. The challenge is to be visionary and ambitious while recognising the timescales, and what can realistically be achieved.

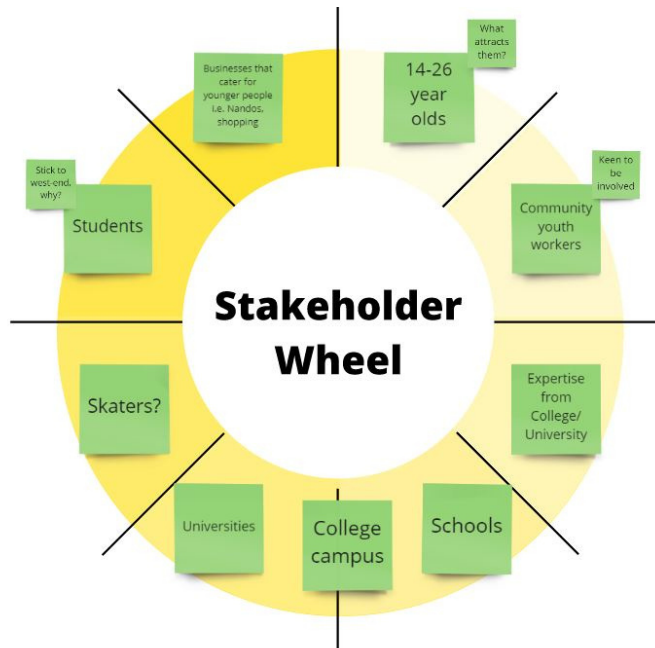
“How might we ...” statements were designed to set high level questions to set the overarching challenge for the service design work:

How might we ensure the city centre is welcoming to young people?

How might we better understand the city centre from a young persons perspective?

How might we understand what will retain young professionals in the city?

The Stakeholder Wheel exercise identified those who are integral to the process and that we want to be “in the room”



The 90-minute Discovery Session laid the foundations for the project for clearly defined vision and purpose and the Service Design Academy were appointed to undertake a programme of work engaging with the young people of Dundee.

Methodology & Programme of Work

SDA used a tried and tested collaborative approach to the user research split into 5 phases:

- Phase 1 Create User Research Plan in line with needs
- Phase 2 Conduct User Research
- Phase 3 Analysing and Synthesising the Data
- Phase 4 Report Findings
- Phase 5 Data Analysis & Reflection

Methodology

We believe service design, its principles and the approaches we used - alongside our expertise, knowledge, and experience - facilitated user research in a holistic and robust way.

The user research plan was used as a point of reference throughout the research to ensure we stayed on track and detailed the who, what, where, and when of our research.



Conducting the Research

Pop-ups are a quick and direct user research method. They allow us to take our questions to a wider range of potential users, taking us to where they are, rather than bringing them to us. It's less formal than traditional usability testing and is a quick way of engaging with a relatively high number of people.

We used a variety of pop up research methodologies for activities in various locations in and around the city centre. Potential locations (opposite) were identified to support stakeholder engagement across the city.

The activities focussed on, and gathered data, linked to the key themes of

- Living
- Working
- Visiting
- Connectivity and
- Public Realm

For the purpose of simplicity and clarity in our questions and conversations with young people, we combined the 5 main themes of the City Centre Strategic Investment Plan into 4 themes - **Public Spaces, Living, Working and Connecting.**

- Themed questions were developed and templates produced for in depth user research
- Pop-ups, classroom sessions and vox pops were co-ordinated with schools, universities, college and youth groups
- Location specific online surveys were developed and QR codes created to maximise participation and allow those unable to take part in the user research discussions to complete later.



Pin where you live



<p>Connecting with Dundee</p> <p>Help us understand how you connect and engage with Dundee city centre</p> <p>How do you access / get to Dundee city centre?</p>	<p>What do you love about Dundee city centre?</p> <p>Share your thoughts</p>	<p>What's your main mode of transport?</p>
<p>Are there any barriers for you in accessing the city centre?</p>	<p>How could accessing the city centre be easier for you?</p>	



Packs and checklists were created for each location :

DUSA – Dundee University (Part 1)

<p>Date:</p> <p>Time:</p> <p>Point of contact: Contact information:</p>	<p>Meeting point:</p> <p>Meeting time:</p> <p>Wifi access info: Eduroam access using D&A credentials</p>
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Set up

- Get ready**
- Connect iPads to wifi
- Put up**
- Informed consent poster
- Survey QR code poster
- Padlet QR code poster
- Big future QR code poster
- Map on board
- Put out**
- Table cloth
- Give aways
- Printed packs
- Materials (pens and post-its)

Methods

<p>Pin board map</p> <p>Map on pin board, place in an easy to access area.</p> <p>Place a dot on the map where you live.</p>	<p>Printed pack</p> <p>Print out's, post-its and pens.</p> <p>Introduce pack to complete independently using stacked post-its.</p>	<p>Survey (QR Code)</p> <p>Display QR code posters.</p> <p>Complete survey on iPad through conversation.</p> <p>Or access via QR code to complete themselves at the time or later.</p>
<p>Padlet (QR Code)</p> <p>Big future (QR code) poster.</p> <p>Display QR code posters.</p> <p>Encourage people to complete the padlet with ideas at the time or later.</p>		

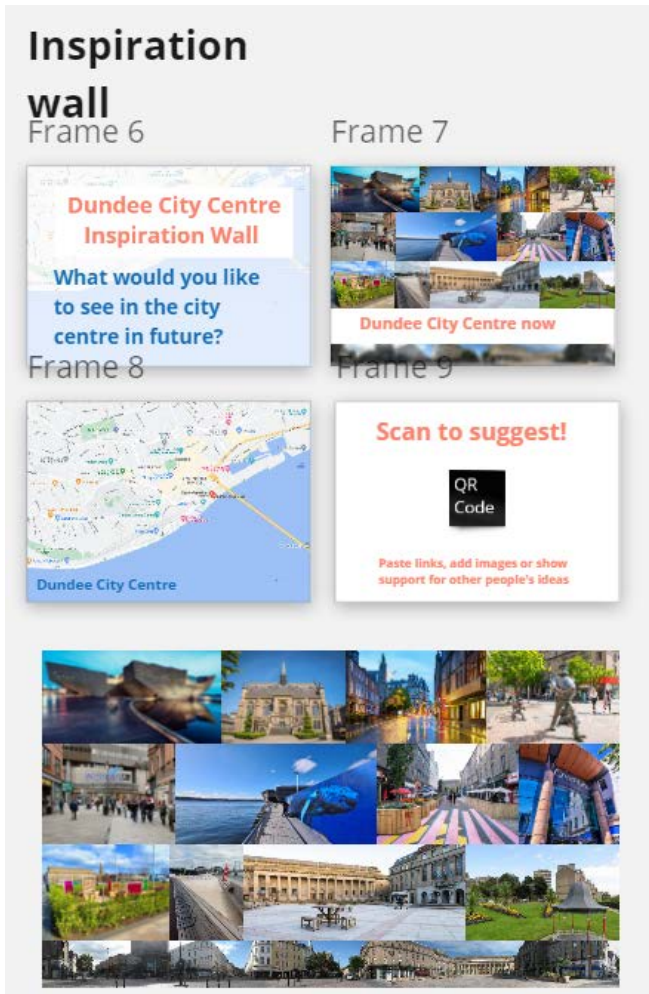
Materials

Post-it's	Pens	iPads	SDA stand	Printed map	Informed consent poster	Handgel
Sticky dots	Blutac		Table cloth	Printed packs	Survey QR code poster	Anti-bac wipes
Clip boards	Pinboard (for map)		Give aways	Big future (QR code) poster	Padlet QR code poster	Masks

Key areas of focus

Working	Living	Community	Public Realm	Visiting
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An inspiration wall was created at each location to encourage people to think about the city centre of the future.



In the facilitation of the pop-up research consultants from SDA worked in pairs at each location, with curated templates to capture: 'Public Space Use', 'Working In Dundee', 'Living In Dundee' and 'Connecting With Dundee'.

The 'Visiting Dundee' theme was covered in Public Spaces and Connecting with Dundee to reduce the number of questions being asked.

Each template contained a series of open research questions for participants to engage with in open discussion and to capture data.

Three community group engagements were facilitated by a single consultant, supported by a notetaker, asking open Vox-Pop style research questions.

Ethical considerations in research guided the research designs and practices. These principles included voluntary participation, informed consent, anonymity, confidentiality, and potential for harm.

A leaflet with a QR Code linked to a Padlet Board was available at each location for people to add their thoughts on the city centre of the future either at the time, or at a later date.

Information available on the Padlet Board explained the purpose of the research and ethical considerations.



Approach & Locations

The locations and times of *Pop-up research* and *community group engagement* carried out with young people in Dundee.

1) Pop-Up Research

Pop-up research was facilitated across six locations with two of those locations revisited on different dates.

Dundee University Students Association (DUSA) Mon 25th April & Wed 27th April

Pop-up research was stationed in the entrance/ lobby area of DUSA on two separate occasions.

Dundee & Angus College (D&A) Gardyne Campus Mon 25th April & Sat 30th April

Pop-up research was stationed in a central area of the D&A Gardyne Campus on two separate occasions including on a college open day for visitors.

Abertay University Tue 26th April

Pop-up research was stationed outside the library in a central position at Abertay University.

Dundee & Angus College (D&A) Kingsway Campus Thur 28th April

Pop-up research was stationed in a central area of the D&A Kingsway Campus.

Braeview Secondary School Fri 29th April

Pop-up research was facilitated inside Braeview Secondary School.

St. Johns Secondary School Tue 3rd May

Pop-up research was facilitated with S3 craft, design, technology students at St. Johns Secondary School.

2) Community Group Engagement

Vox-Pop style research was carried out at four community groups meeting across Dundee.

Senior Phase, Dundee & Angus College (D&A) Wed 4th May

Vox-Pop style research was carried out with the Senior Phase community group.

Single Mums Group, Dundee & Angus College (D&A) Fri 13th May

Vox-Pop style research was carried out with the Single Mums Group.

Hilltown Youth Group Wed 18th May

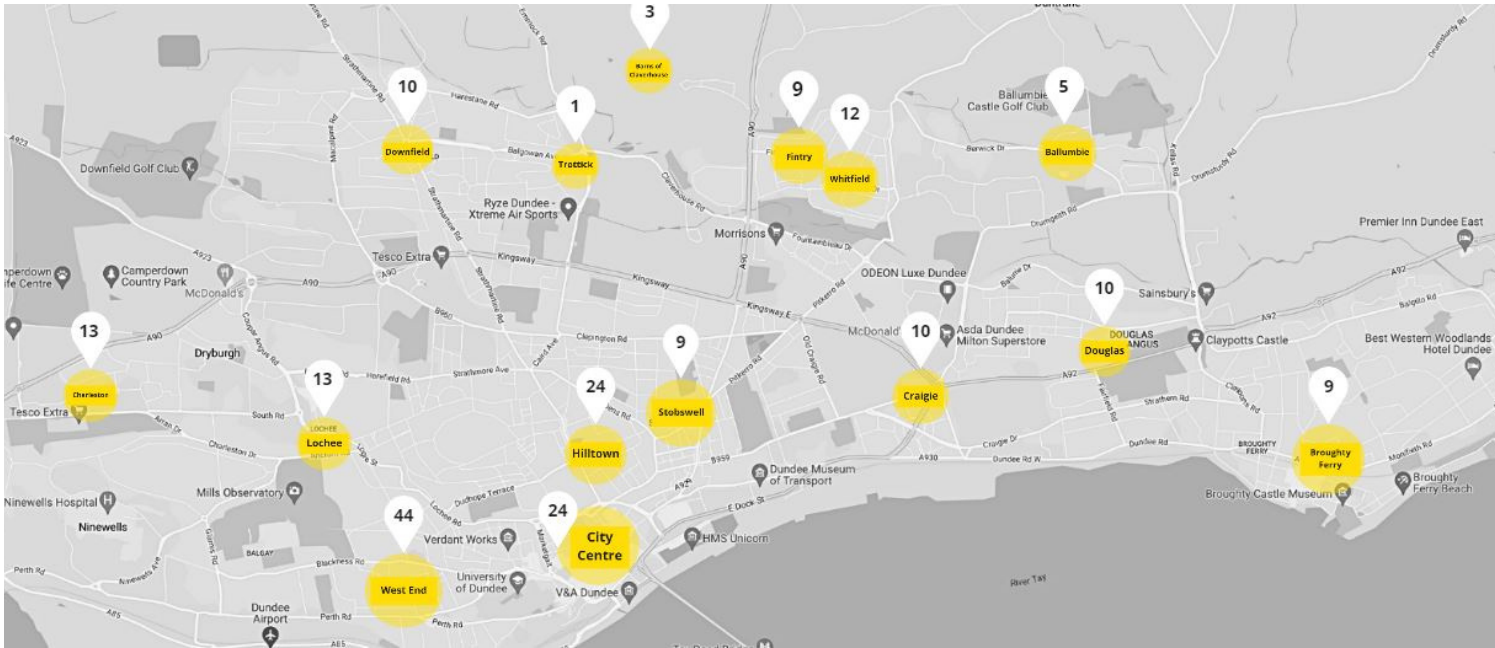
Vox-Pop style research was carried out with Hilltown Youth Group.

Craigie Youth Group Friday 20th May

Vox-Pop style research was carried out with the Craigie Youth Group however all young people identified as under 16 (11-13 years) and were therefore outwith the scope of this research and the data was excluded.

Approaches were made to several other youth/community groups, but their timetabled events prohibited participation. Access to conduct research within the Overgate & Wellgate shopping centres could not be accommodated. Eight city secondary schools were contacted, 2 opted to take part.

Participants



Participants, at locations, self identified where they were from in Dundee (as illustrated in the map above), or whether they live outside the city.

The total research reach across eleven events and online was **227 participants** (aged 16 - 24 years). 1% of the 16-24 year old population of Dundee (source [Dundee City Council Area Profile](#))



Public Spaces

Thematic analysis of the *pop-up research* showed the following emerging themes in response to questions around public spaces in Dundee.

Key	Number of responses about this topic	Total number of responses received
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What public spaces do you visit in the city centre?

Retail	60	246
Specific locations: Overgate, Wellgate, Primark		
Greenspaces	31	246
Specific locations: Magdalen Green, Slessor Gardens, Baxter Park, Dudhope Park, The Law		

For what reasons do you visit the city centre?

Food	30	246
Specific locations: Nando's, McDonalds, Heather's Street Food, miscellaneous restaurants		
Socialise with others	22	246
Specific social activities: shopping, pubs, nights out, eating out		
Coffee	21	246
11 responses included getting coffee alongside another activity e.g. shopping or studying		
Cultural/ arts	15	246
Specific locations: V&A Dundee, McManus Galleries, Discovery, Dundee Library		
Built environment	15	246
Specific locations: City Quay, Broughty Ferry, Perth Road, Union St., Caird Hall/City Square		
Waterfront	14	246
Responses included Slessor Gardens and V&A Dundee		
Sport & leisure	7	246
Specific activities: gym, swimming, skateboarding, visiting riverside pitches		
Education	6	246
Specific locations: University, Library, The Union		
Other	16	246
Specific activities: banking, appointments, clubs, church, beauty, football.		
N/A (I don't visit)	9	246
Reasons for not visiting Dundee City Centre:		

- I'm too busy
- Rarely here anymore
- Nothing to visit - DEAD
- no other options
- I only really go there for specific reasons
- There's V&A but it's not that special, we don't go there
- Used to be for shopping. Before that would have shopped in local area.
- Once you have done whatever, you just want to go home
- Not much to visit, no time

Public Spaces Cont.

Thematic analysis of the *pop-up research* showed the following emerging themes in response to questions around public spaces in Dundee.

When in the city centre, do you use any outside spaces?

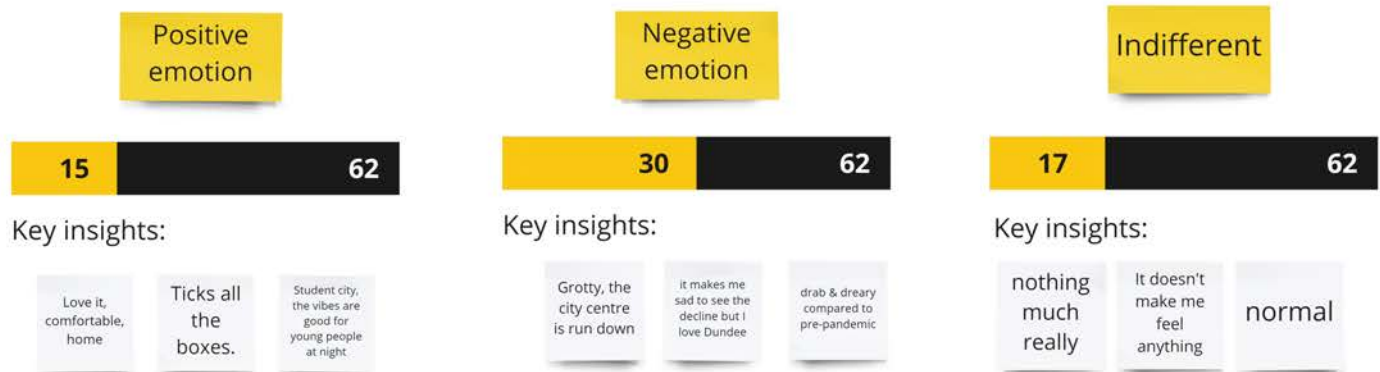


Categories of spaces mentioned:



Specific locations: Benches outside Cathedral, Urban Beach, Slessor Gardens, City Square, The Howff

How does Dundee city centre make you feel?



Key insights:

Love it, comfortable, home
 Ticks all the boxes.
 Student city, the vibes are good for young people at night

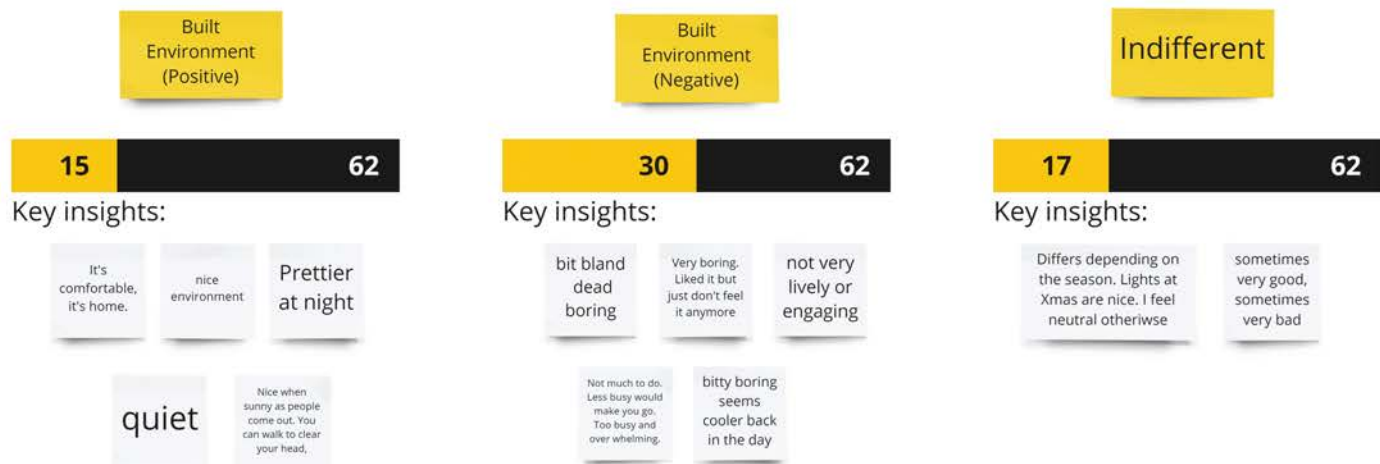
Key insights:

Grotty, the city centre is run down
 It makes me sad to see the decline but I love Dundee
 drab & dreary compared to pre-pandemic

Key insights:

nothing much really
 It doesn't make me feel anything
 normal

What do you think about the current city centre environment?



Key insights:

It's comfortable, it's home.
 nice environment
 Prettier at night
 quiet
 Nice when sunny as people come out. You can walk to clear your head.

Key insights:

bit bland dead boring
 Very boring. Liked it but just don't feel it anymore
 not very lively or engaging
 Not much to do. Less busy would make you go. Too busy and over whelming.
 bitty boring seems cooler back in the day

Key insights:

Differs depending on the season. Lights at Xmas are nice. I feel neutral otherwise
 sometimes very good, sometimes very bad

Our research found that most people's reason for visiting the city centre is to socialise, eat and drink (73/246),

The majority preferring to use the green space to do this.

Young people feel the built environment isn't 'very lively or engaging' and is 'run down'.

This could be contributing to more people preferring to use the green space when visiting the city centre.

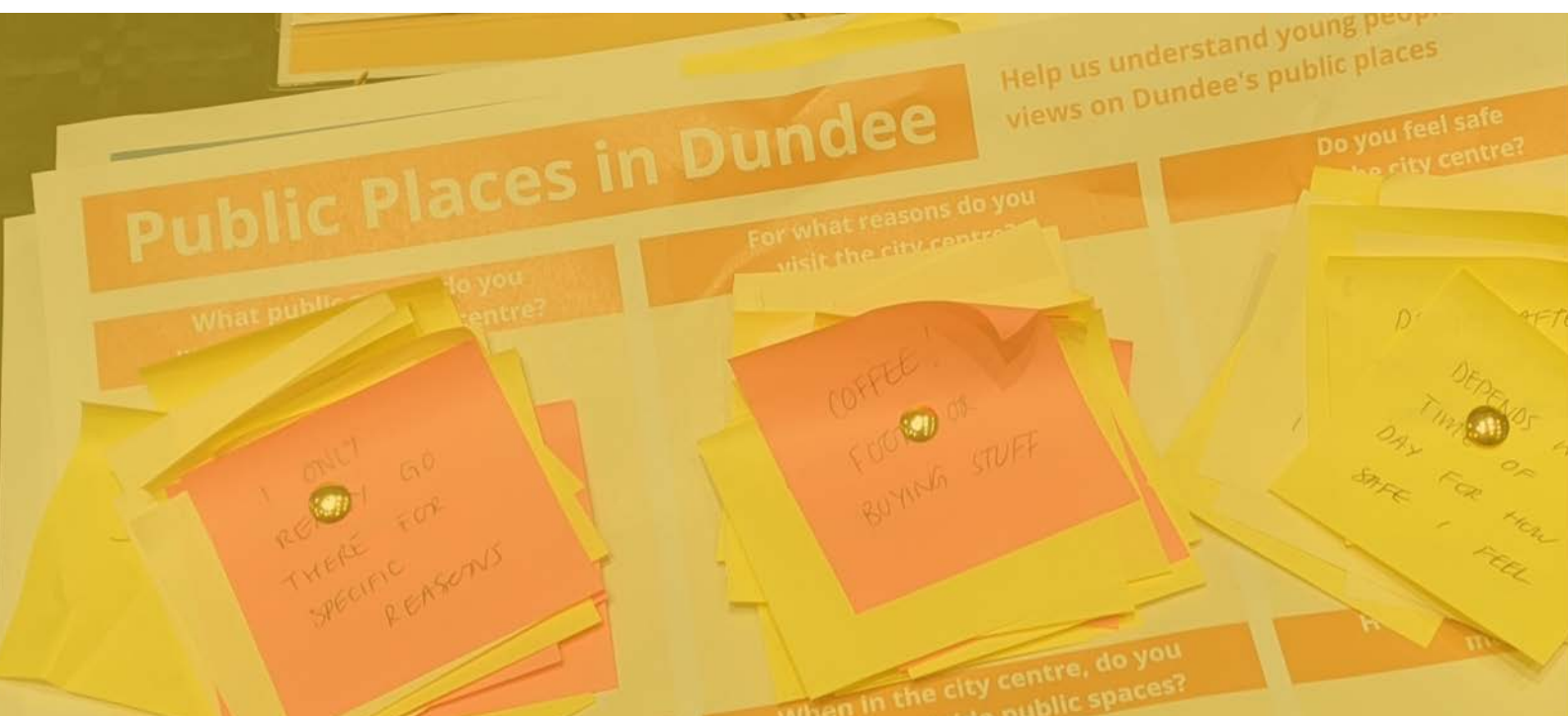
What CCSIP Group Learned

It's interesting that the top responses for visits to public space aren't really public spaces, they are essentially private retail spaces, Overgate, Wellgate, and Primark – it is appreciated that the Overgate and Wellgate provide indoor gathering space and eateries.

Retail is the strongest response and reinforces that people still want to view comparison retail, likely part of a social experience with friends.

Responses are predominantly negative or indifferent (47 out of 62) to the question "How does Dundee city centre make you feel?" - 'grotty, run down, decline, drab, dreary'. This correlates with general responses from the city's broader demographic.

It would be interesting to explore and understand what young people's perception of what public space is.



Working in Dundee

Thematic analysis of the *pop-up research* showed the following emerging themes in response to questions around working in Dundee.

Key ← Number of responses about this topic Total number of responses received

Do you work in Dundee?



Is your workplace in the city centre?



Other: Three young people mention 'working all over the city'

How do you get to your work?



Other: One person works from home, One person cycles

Do you plan to stay in Dundee for work after studies. Why?

Yes

No

Maybe

18 52

28 52

6 52

Key insights:

Key insights:

Key insights:

- Yes, Familiar city. Good opportunities. Easy to travel around.
- Yes, I like it here. Pretty city, cheap rent, good weather. I've made friends.
- good job opportunities here
- yes, this is home (family & friends)
- No, too small
- no, no job opportunities in my field.
- No - insufficient focus on well-being and amenities. Too many cars and concrete.
- no I want to move to stirling or somewhere up North for more wildlife and fresh air
- Never plan that far away but maybe

Other comments

The "voice of the young people" has been themed following likes and dislikes:

Seems like there are opportunities

Wouldn't want to live and work in the city centre, no parking

Work in a charity shop in city centre. Targeted by shoppers - always the same people

Lacks remote/co-working spaces

I'd love to work in the city centre but it's not very accessible



Working in Dundee



What SDA learned

More people plan to leave Dundee for work after studies than stay. This was down to a lack of resources i.e. co working spaces or opportunities in certain fields of work.

The lack of accessibility and parking led to people saying they would prefer not to work in the city centre specifically, even though the majority who took part in the research do currently work in the city centre (24/34).

A smaller percentage of people do plan to stay in Dundee for work with positive feedback that the city is 'familiar, easy to travel around' and that it is a 'pretty city, cheap rent'.

What CCSIP Group Learned

Buses and walking are the key modes of travel for reaching places of work.

Job prospects appear to be a key factor in student retention, this is also reflected in the following living section, the highest reason given for living permanently in Dundee.



Living in Dundee

Thematic analysis of the *pop-up research* showed the following emerging themes in response to questions around living in Dundee.

Key

Number of responses about this topic

Total number of responses received

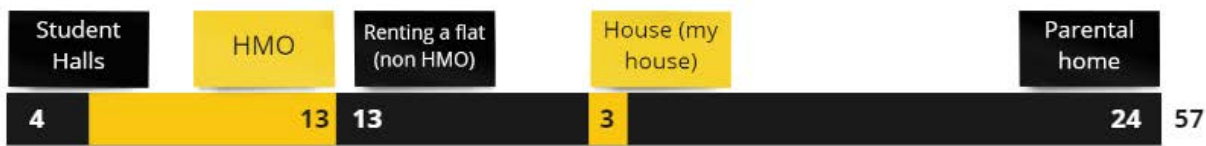
Do you live in Dundee?



Are you living in the city centre?



What is your current living situation?



Other: One person small bedsit

What would make you consider permanently living in Dundee?

Job prospects



Key insights:

- Depends on jobs. Nothing against Dundee, just depends what's here for me.
- more/better work opportunities
- more jobs - in line with studies

Outdoor spaces



Key insights:

- Focus on creating public outdoor spaces
- Focus on well-being. More creative. More events. Cycling and public transport.

Cleanliness



Key insights:

- If it was cleaner
- Less littering, improved refuse collection.

Friends & family



Key insights:

- My family lives in Dundee
- Dundee is my home

Retail



Key insights:

- More in the city centre (shops)
- better environment = better choices?

Social issues



Key insights:

- Owning a house or council rent
- being able to afford my own home (rent/energy prices)
- Reduce crime rates
- Less drug problems

I wouldn't



Key insights:

Other comments

The "voice of the young people":

- maybe going to Uni
- Size + nice place
- It's quiet and chilled, inexpensive.
- Better weather
- more stuff to do
- more museums
- more activities

What SDA Learned

There seems to be a divide between those who have moved to Dundee to study, living in student halls, HMO and private let flats and those who live with parents from Dundee. Our research has found that job opportunity is the largest factor which would encourage people to live permanently in Dundee.

With such a large student population, there is a correlation between living in Dundee and building a career here and insights show if there were more job opportunities in line with studies, more students would live here permanently instead of moving on when they graduate.

On the other hand, 'Friends and family' is a large factor for people staying in Dundee with insights saying 'Dundee is my home' and 'my family lives in Dundee'.

What CCSIP Group Learned

On the question, "What would make you consider permanently living in Dundee?" Job opportunities are key and comments on retail and leisure diversity make a difference.



Connecting with Dundee

Thematic analysis of the *pop-up research* showed the following emerging themes in response to questions around connecting with Dundee.



How do you access/get in to Dundee City Centre?



Other: One person takes the train

What do you love about Dundee city centre?



Other comments

The "voice of the young people":



Are there any barriers for you in accessing the city centre?



Our research shows there is a larger number of people walking or taking the bus to connect with Dundee than by car, and the least popular mode of transport being by bicycle.

This relates directly to young people loving the compactness of Dundee city centre and that it is 'easy to get to, student friendly' but is also shown in the barriers for people accessing the city centre section where a theme of accessibility comes up in the comments through car parking, difficulty travelling by bicycle and wheelchair.

Buses and walking are the key modes of travel for accessing the city centre. Only 5 out of 60 cycle, and the lack of cycle infrastructure is listed as a barrier to access





Community Engagement



Vox-Pop style research was carried out at community groups meeting across Dundee.

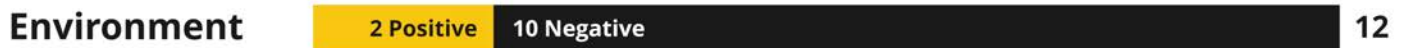
Vox-pop' originates from the latin term Vox Populi, meaning 'voice of the people'. As such, we heard a variety of insights from these groups through asking them the same questions. Thematic analysis of the community engagement insights showed the following emerging themes.

Young Mums Group

What do you like / dislike about the city centre?



Direct insights and emerging themes from the 2 questions:



Likes include: ease of access, street art

Dislikes include: dull, run down, empty shops (Keiller Centre / Wellgate, drug issues)



Likes include: charity shops, McManus, Union St., Cafe's, Science Centre, Overgate

Dislikes include: Not much to do that's family friendly, no nightlife, shopping centres



Likes include: easy to get around with buggy, many forms of transport, plenty buses & routes, parking spaces

Dislikes include: Parking and electric bikes are expensive

Other comments

Prompt for further comments garnered additional insights.

The "voice of the young people" has been themed following likes and dislikes:

Environment:

Built environment	City Centre is starting to remind me of Albert Street - closed shops and really run down	Why is the Job Centre in a shopping centre?	Vital services are important but not in the middle of the city centre	It feels disjointed
	City Centre has no identity	On holiday you'd go into a bar with children to have a glass of wine/drink with lunch, you wouldn't do that here	need a continental vibe	more Union Streets
	nothing feels together	it's like it's all died in the middle and now there's only bits here and there	you have to walk from one end to the other for certain shops	ease of access to shops (street level)

It feels disjointed!
 We could have 'Quarters' like areas for certain shops or bars/beer gardens or cafes.

Young Mums Group Cont.

Things to do:

Retail

- make the shops "fit together"
- there's a weird combination of shops in Union Street
- Late night shopping every night to attract people into town after work/college
- shops open later in the morning and stay open later at night
- quiet hours for shopping
- upcycling & re-use shops

Cultural / Arts

- I've never been in the V&A. Don't think it's for me or people like me.
- We need to push the culture more. Maximise our heritage e.g Jute, Jam & Journalism
- More maps/signage showing where things are. Info boards - groups - places- things to do
- Don't know where to take people from outside the city to see things
- Family Festival? Thought there was going to be another but didn't know when, couldn't find any info when searched online.
- Christmas Light Night is great but just one night - make it longer
- "tourist information" for locals
- Lack of info about what's going on except on lots of different Facebook pages/websites

Went on DD Tours, learned lots about the city, it was great! Really interesting, everyone should be able to find out about these things.

Sport & Leisure

- Olympia - need an alternative till it re-opens. Our children can't learn to swim anywhere
- Never hear anything about the Science Centre. Is it still open?
- Science Centre can be hard to get to on foot with a buggy
- It used to be really good, great for people of all ages
- push it and advertise more

Getting around:

Transport

- Buses don't turn up or drive past you
- double buggies are a problem on buses
- some of the bus drivers are kind

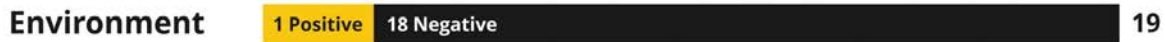
If someone in a wheelchair comes on (the bus) they take priority over buggies (can be put off the bus)



What do you like / dislike about the city centre?



Insights and emerging themes:



Likes include: city centre is a good meeting place

Dislikes include: don't feel safe, it's ugly, seagulls, dog poo, litter, people hanging around



Likes include: Waterfront, Union St., Slessor Gardens, Foxlake, McManus, Primark, McDonalds

Dislikes include: Wellgate Library not good, Keiller Centre, Overgate play park locked at night



Dislikes include: Too many cars

Other comments

Prompt for further comments garnered additional insights, the majority of other comments from this group focused on ideas for the future.

Things to do

Retail

I like Edinburgh, they've got all the shops we used to have and more, it's really nice

I like Glasgow - the atmosphere is better, the shopping areas are really nice, it's all together

Not just expensive things to pay for

Cultural / Arts

A brilliant theatre, touring productions not just amateur dramatics

Ghost Tours like Edinburgh's Dungeons, but under the Caird Hall to learn more about the history of Dundee

Christmas

Nice at Christmas, make more of Light Night

on for longer and have ceilidhs and community dancing in the street

make more of Christmas market with community things

not just expensive things to pay for

Festivals

Bigger concerts and bands, not just for older people

Dundee Dance Event for families

More events like WestFest

Summer Markets

market stalls (not all food), arts and crafts, learning and making

Have a gala week/2 weeks like Broughty Ferry

Shop Trails (find the odd thing in the windows)

Family Challenges

making things

Sport & Leisure

Zip Lines like in Las Vegas

They go right along the street, you could do that from the Wellgate along the Murraygate

Swimming - no place to go swimming, too far to go to Lochee where there's only the pool

Could have an open air pool like at Stonehaven

Penguin Hunt and Oor Wullie Bucket trail were great and raised money for charity too. Do more of these.

No place to go swimming, too far to go to Lochee where there's only the pool

CCSIP Group Learnings and Reflections

Young Mums Group

Valid responses, but not strictly reflective of independent young people, more related to young people who have children and families.

SDA says : These were young women who grew up in the city, and still used the facilities etc in their own rights as well as with their children. The comments made around "things to do with kids/children" were also heard often among the youth groups who referred to younger siblings.

Environment: clear comments on the 'disjointed' and 'run-down' feeling due to shopfront vacancies.

Other comments: general call for more family friendly events. Communication and info for what's on seems to be an issue for some. Negative comments towards bus service.

See report for full ideas and suggestions.

Hilltown Youth Group

Environment: very negative response from this group, 18 out of 19 comments were negative, comments made include 'don't feel safe, it's ugly, seagulls, dog poo, litter, people hanging around'.

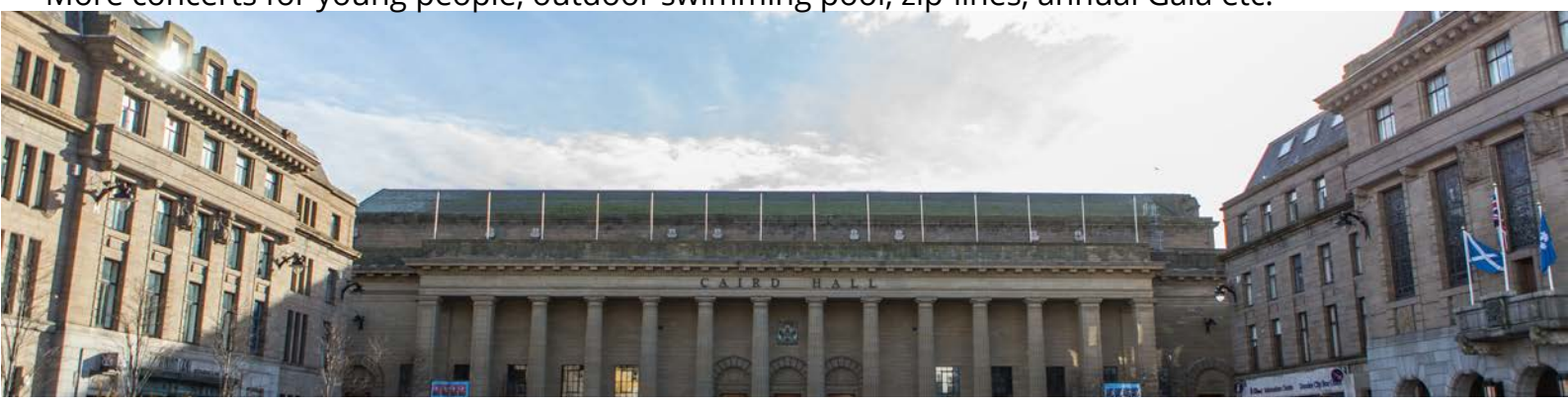
Things to do: predominantly negative responses, 20 -ve out of 27. Positively the recent changes are popular e.g. Waterfront, Union St, Slessor Gardens, Foxlake, and McManus. Older assets like the Wellgate Library, and the Keiller Centre are disliked.

The insights from young people indicate that Hilltown is a world away from the West End

Other comments:

General call for more cultural, leisure and sports events, and to expand upon existing events like Christmas Light Night.

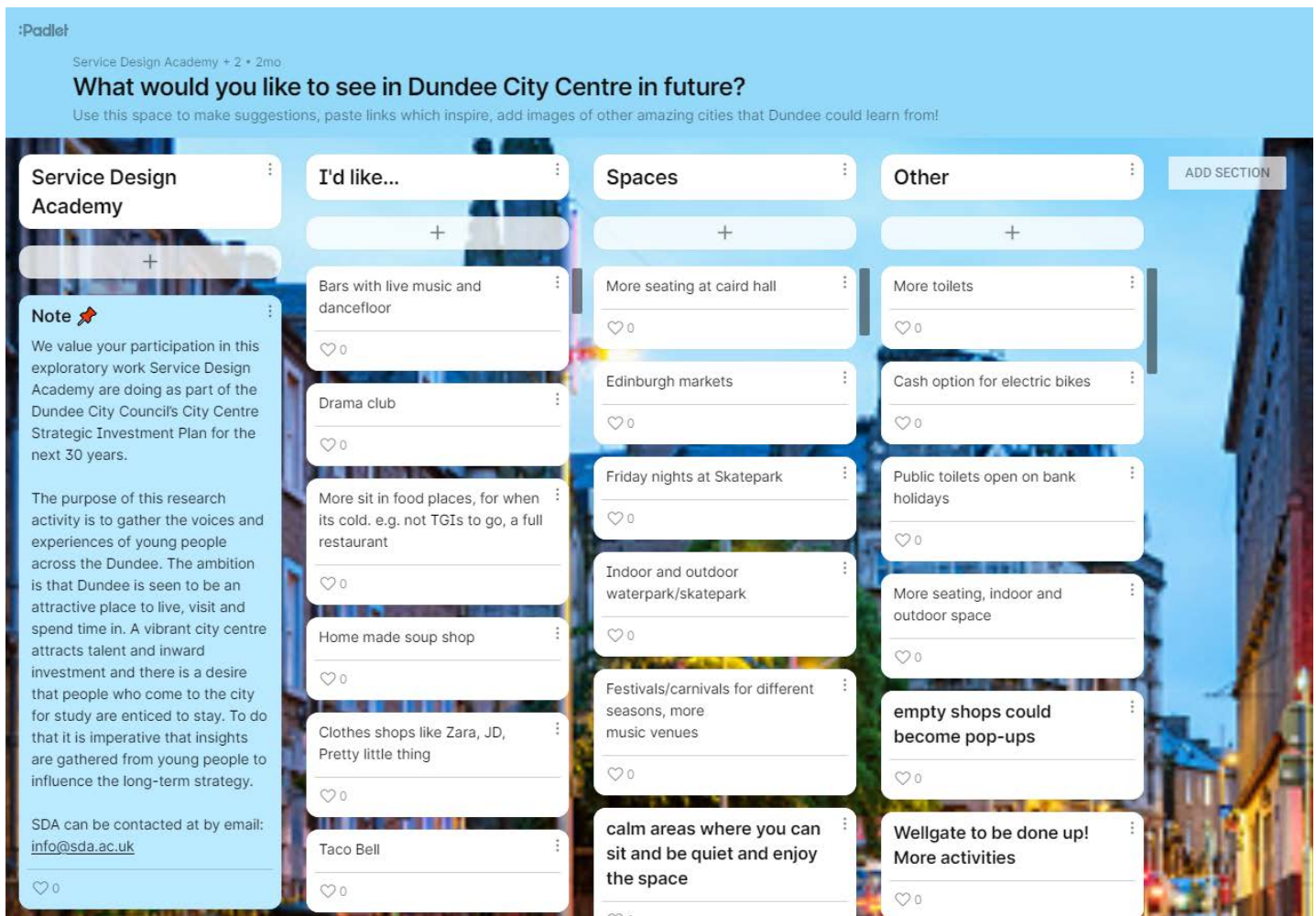
More concerts for young people, outdoor swimming pool, zip-lines, annual Gala etc.



Ideas for the future of Dundee City Centre

We asked young people 'What would you like to see in Dundee City Centre in future?' We created a digital space in Padlet for participants to make suggestions, paste links which inspire and add images of other amazing cities that Dundee could learn from.

Insights from 95 anonymous participants were made on the padlet board, accessed by a QR code from leaflets available at each location for those unable to take part in the survey at the time. SDA added 83 comments from people who did not have time/want to complete the full survey but had opinions on the city centre of the future.



Three themes were used : I'd Like, Spaces & Others. Participants could also choose to add other themes but no-one did.

The data gathered confirms and re-iterates the findings from the face to face research responses and can be viewed on the Padlet Board [here](#).

Retail

- more shops x 2
- modernise shopping areas (not Overgate)
- better mix of shops
- IKEA
- Cosco
- Stitch Shop
- areas for interesting shops
- Disney Shop x 2
- late night shopping
- sports shop - football
- Cat Cafe
- FIFA Shop
- more designer shops
- Pretty Little Things x 3
- More designer shops
- art shops
- Clothes shops like Zara, JDs
- craft shops
- Tattoo Shop
- DV8
- Jordan shoe shop
- New things in the Overgate
- Lots more shops (Glasgow & Edinburgh have loads) x 7
- antique shops
- unique independent business x 2
- Bigger Branded Shops & Chains
- Wide range of shops - middle ground between charity shops & expensive shops
- Shops back in the Wellgate
- empty shops could become pop-ups
- Wellgate to be done up

Built environment

- more seating x 4
- more places to sit and relax/rest
- put things together/areas
- outdoor seating
- more colours on the streets and buildings
- a hospital
- more public toilets
- glass and curves, more modern
- monuments and statues
- more pedestrianised streets

Cultural / Arts

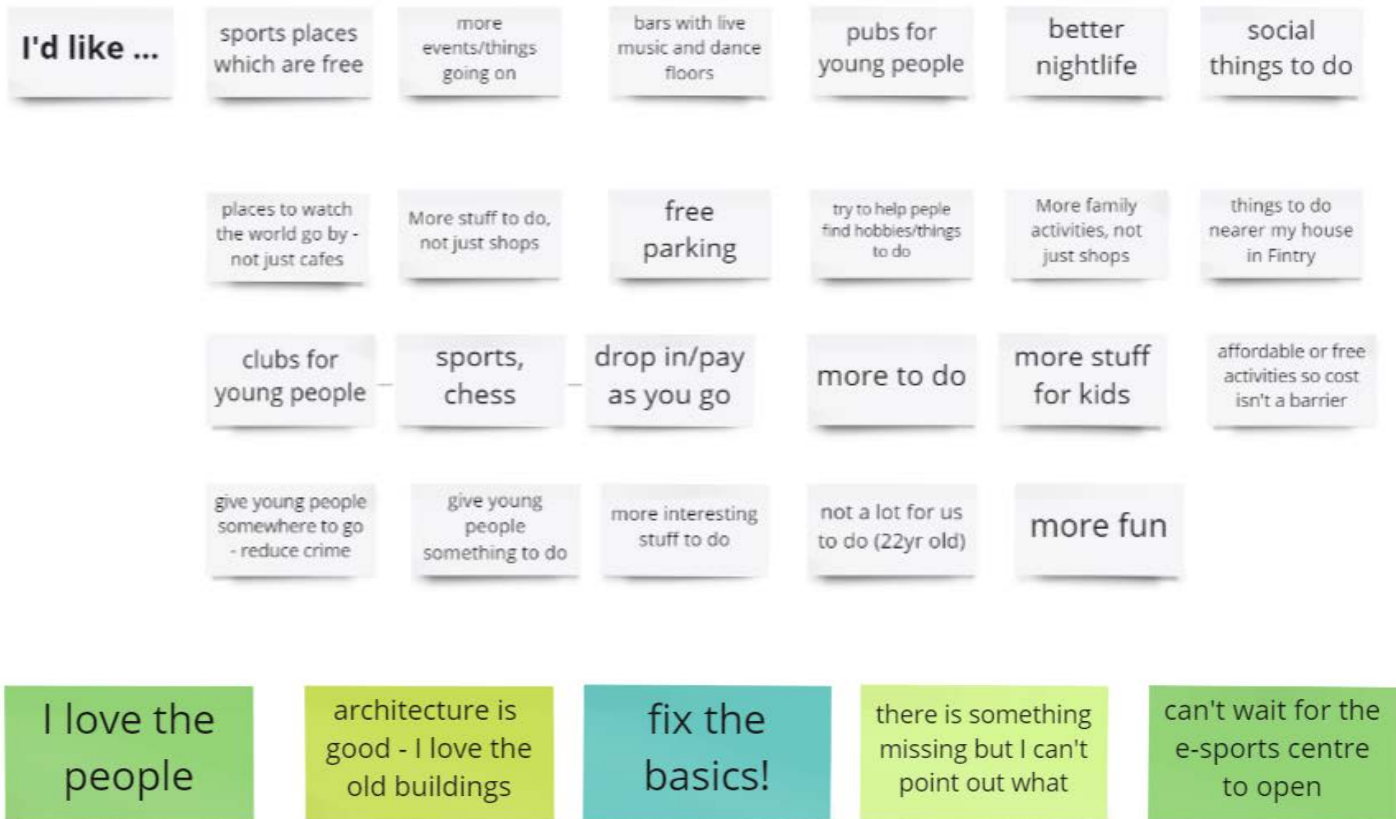
- Family Festival
- More museums
- Verdant Works is good (cafe is expensive)
- Observatory
- small libraries
- Book Swap places (like in phone boxes)
- a stage - monthly performances/music
- like Edinburgh Fringe
- Edinburgh Markets
- Festivals for different seasons
- More music venues x 3
- drama club
- Camera Obscura
- Art Galleries
- More galleries (not V&A)

Transport

- less traffic
- cycle/walkways
- Open Top Bus is too expensive
- better train timetable at night to and from Dundee
- cash options for electric bikes
- better connections between suburbs and city

Sport & Leisure	more activities for young people	go-karts	ice rink x 4	bowling x 9	Zap Zone	Snow centre	soft play areas	climbing frames
	Speed Boating on the Tay	tennis courts	more parks with activities	free astro turf areas	Roller Skating x 8	outdoor gyms	open air swimming pool	Fun Factory
	Sensory Areas eg a piano floor	bungee jumping	Gaming competitions	zip lines x 3	Cinema x 9	air thrills	Escape Rooms	trampolining x 2
	rock wall	Massage Seats	climbing	soft play areas	Water Park	football pool/golf	zumba in parks	soft play areas in shopping centres
	waterpark	Canoeing	swimming x 2	inflatable obstacle courses outdoors	sports centres in the centre	open air pool/lido	basketball court	Aquarium (Sea World)
	swings & playparks	classes - dancing at Slessor Gardens	Codonnas	Running Track x 2	M & Ds	affordable things for children to do	crazy golf x 2	places for yoga
	arts & craft activities	exercise equipment	Soft Play Areas	kayak on the Tay	Friday nights at the skate park	more electric bikes	Skatepark	more activities
	More places like Inoflate, Pirate Island, arcade	Inoflate	Dungeons	Table Tennis	Expand Olympia or another swimming complex	Public astroturf/pitches	Obstacle course (like Livingstone)	cinemas are too far from city centre (except DCA)
Other	want to be able to do things with my kids that I did with my parents	Arcade	more rest areas for Mum's and babies (like Aberdeen)	permanent carnival x 2	arcades	carnival rides	more beer gardens & social spaces	
	Miami ride	Codonna's	community centre	escape rooms	new flats	More markets x 2	Game library	
	street performers	holiday streets - the city centre is dead	Pipers/singers in the streets	more entertainment/less retail				

Greenspaces	more cafes in areas for children to play	more parks	community gardens	woodland walks	more parks around city quay	trees, parks, grass areas (more greenery)
	Slessor Gardens is too small - more spaces like this	more places to take my son	Wellgate Park is horrible and too small	quiet spaces for families	calm spaces to sit & be quiet	bowling lawn
	outdoor spaces for young people to meet	more nature (green areas)	more sunlight (less tall buildings)	dog park - pond & grass areas	more parks x 5	more trees/green areas x 3
Spaces	Community engagement spaces	pop up event spaces	Youth Hub - cafe & games	A place to play computer games	creative spaces for young people	Community cafe - facilities aimed at teenagers
	places for all age groups	more modern spaces	innovative spaces	places you can sit with children	places to go and feel safe	more seating in indoor and outdoor spaces
	public toilets open on holidays	more toilets	learning opportunities/spaces	Homeless Units - places to keep people safe/off the streets	some place for drug users to be safe - to keep everyone safe	
Food & drinks	more cafes in Union Street	more late night places that aren't clubs/bars	independent food places	soft drink stands	water bottle stations	Kingsway Farm
	Weavers Mill was great	more places with pavement cafes/dining	more cafes	TGI Fridays	more beer gardens	another McDonald's
	more sit in food places for when it's cold	homemade soup shop	better restaurants	new restaurants	informal eating places - food trucks	Chopstix
	Taco Bell	Wagamama	Asaian shops & food (like Edinburgh)	Street Food Markets x 2	Bubble Tea shop	
Waterfront	Go Ape	restaurants at the waterfront/quay	lights - make it attractive to walk there evening/night -	lights in the tress and round the buildings	public toilets	



What SDA Learned

Our research shows that there is a clear desire for the city centre to be an area where people can come together and participate in events, activities and enjoy the spaces.

While many mentioned particular retail shops they would like to see, there was a clear indication they would like a more vibrant city centre, references were made to the shopping areas in Edinburgh & Glasgow. They felt the Wellgate Centre in particular was run down and that the number of empty shops along the Murraygate made the whole area feel depressing/dirty. Some made suggestions for a balance between charity shops and designer shops, many wanted to see local business as well as big brands, and young people were keen to see options other than just retail in the city centre.

Sports & Leisure facilities received by far the largest number of suggestions and youth groups were very vocal in the need to have activities like bowling, cinema, roller skating and an ice rink, in a central location. It was not feasible for them to travel to outlying areas of the cities to take part in these activities.

Participants found it difficult to simply "imagine" or "visualise" what a city centre of the future could look like. We believe that with an opportunity to co-design an alternative, on the back of this research, we could gain buy-in for new possibilities.

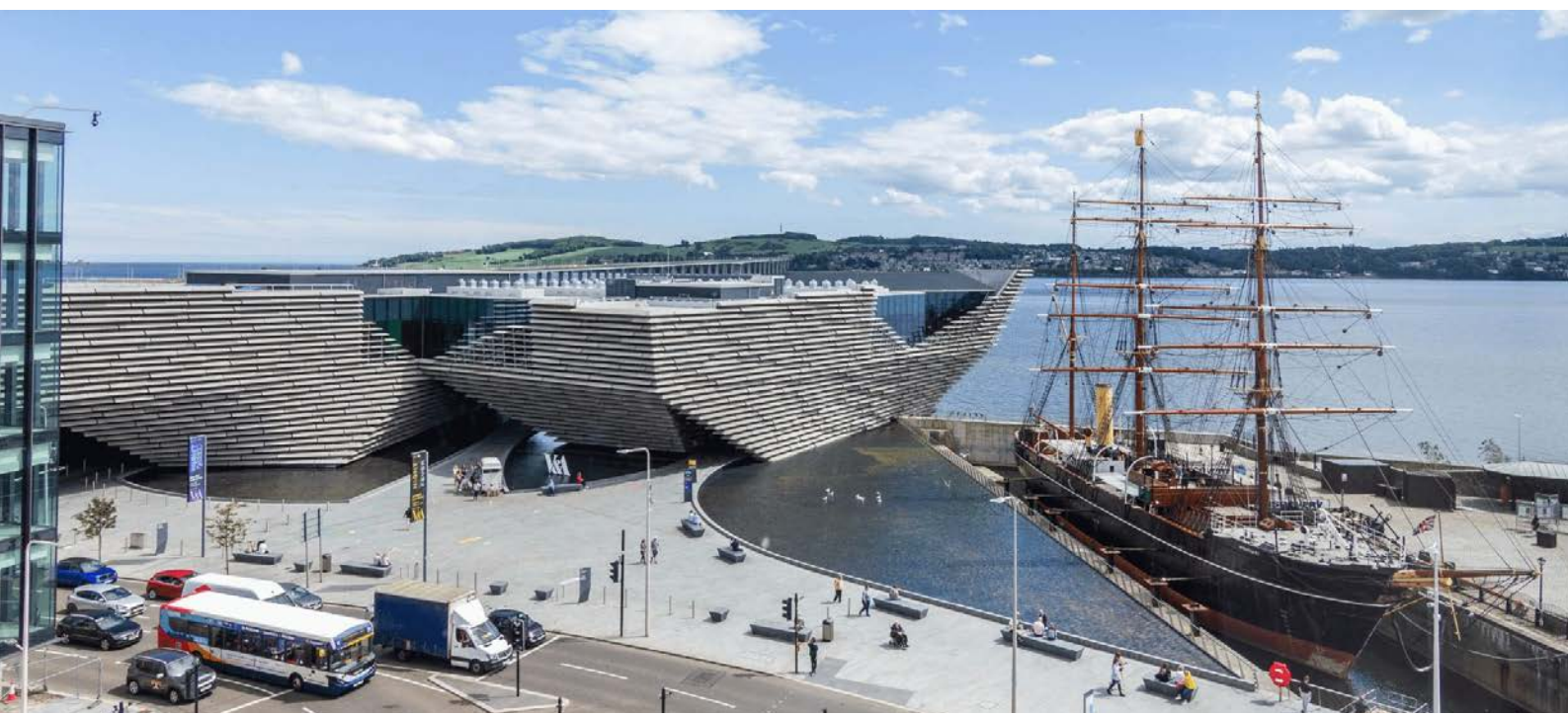
What did the CCSIP Group Learn?

Most of the ideas relate to increasing things to do, which are primarily related to private sector shops, cafes, restaurants, cinema, leisure, and events.

Requests for more family festivals and music events.

There are specific public realm suggestions, including:

- More child friendly play space, play parks, and green spaces.
- More attractive lighting to buildings and trees.
- More drinking water stations.
- More places to sit and relax, and more seating.
- More public toilets.
- Less traffic and better cycle/walking infrastructure.
- Outdoor sports facilities: lido, basketball, tennis, gyms, roller skating, running track, football, crazy golf etc.



What does our research tell us?

The Service Design Academy of Dundee & Angus College has facilitated pop-up research and vox-pop research with just over 1% of Dundee 16-24 year olds (based on 2020 census data) and includes young people visiting the city for various reasons such as for education or other activities.

This engagement with young people as per the strategy to 'Bring the voices of young people to the Dundee City Centre Strategic Investment Plan' - has yielded qualitative insight into public space use, and the emotions realms of the built environment in Dundee, generate for young people.

The report also provides insight into working in Dundee, and whether young people plan for future employment in the city, and what barriers/opportunities they face in doing so. As well as detailing how young people are accessing the city centre, positive/negative emotions to city centre access and what living in Dundee (permanently, or as an option to do so) means to young people today.

The quantitative data tells us what percentage of young people engaging in the City Centre Strategic Investment Plan feel a certain affinity towards, particular aspects of the city as-is, what those affinities are, their emotions and what thoughts and feelings the current city centre generates under the umbrellas of 'public space use in Dundee' 'working in Dundee', 'living in Dundee' and 'connecting with Dundee'.

Alongside this quantitative data, the emergent themes, emotions, barriers and opportunities shared by young people, help to frame the as-is picture of young people and Dundee today. Opening up the possibility for deeper, more in-depth conversations or interviews with young people based upon the emergent areas and the voice of young people captured within the report.



What do we recommend as next steps?

The research carried out by the Service Design Academy in areas of the city such as the universities, colleges, and open-days attached to these institutions; and respective youth groups has ensured good diversity with engagement taking place with young people across the 16 - 24 year age spectrum, those living in the city, or visiting the city, and across the protected characteristic groups.

We did recognise the 1-dimensional aspect of the pop-up research method in terms of 'a lack of storytelling' and 'yes/no' higher-level responses and we took a qualitative approach with youth groups, encouraging them to share their stories & experienced of the city centre.

The Service Design Academy recommends that the next step in this qualitative engagement is to work with a smaller sample size, exploring a handful of the emergent themes. In particular the facilitation of an initial batch of around 10 qualitative contextual/user interviews to explore at a deeper level some of the 'scenarios', 'emotions' 'pains/opportunities' shared by young people.

For example an in-depth look at "how does it actually feel to make Dundee your home for 4 years?" or, "how does it feel walking through the city".

Emergent themes from across the four umbrella areas of this research could lead to 'How Might We?' statements too, after a triangulation of the most important findings, and areas for further exploration - where young people could be engaged in a focussed co-design exploration of what 'better' looks like for young people in Dundee with the findings of this discovery framing further ideation and involvement.





Themes to Explore with in depth research

Different expectations due to personal circumstances

What young people want to see in the future of the City Centre varies due to personal circumstances. There is a lack of ambition when there is a lack of opportunity and money. This was reflected in opinions being different according to where young people live - e.g more negativity from Hilltown.

Young people want to have **experiences and resources** on their doorsteps – they recognise that access to these things will help them to live a good life.

Treatment and biases that come into play with young people. We heard anecdotes from young people in different settings about bus drivers not picking them up, and being banned from fast food restaurants in the evening because of the behaviour of others.

Definition of public spaces and an understanding of what the City Centre is do not necessarily match adult definition.

How do other cities compare? Other city centres help to inspire young people for their vision of a better place to live and work. There is a general assumption that other cities have sorted their problems but perhaps this is not the case.

Community Activity

There are great pockets of activity in communities that could be replicated city-wide, consider what's happening in the community pockets rather than just City Centre.

Why we should continue talking

Young people respond when approached, rather than us expecting them to make the effort to respond to surveys.

Young people are much more aware of issues than we give them credit for and are open to have conversations when given the time and space.

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