



Our Future City Centre: Strategic Investment Plan 2020-2050

Consultation Outcomes Report

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1.0 Introduction

To help inform and shape the proposed city centre strategic investment plan, public consultation was carried out during November 2020 to January 2021 through an online questionnaire. A consultation web page, introductory brochure and a video were produced to support the consultation processes.

Section 2 of this report provides general demographic information on the public questionnaire responses and Section 3 presents the key comments and recurring themes. Further detail on the overarching questions is available in appendix A.

2.0 Questionnaire Response Demographics (Questions 1 to 3)

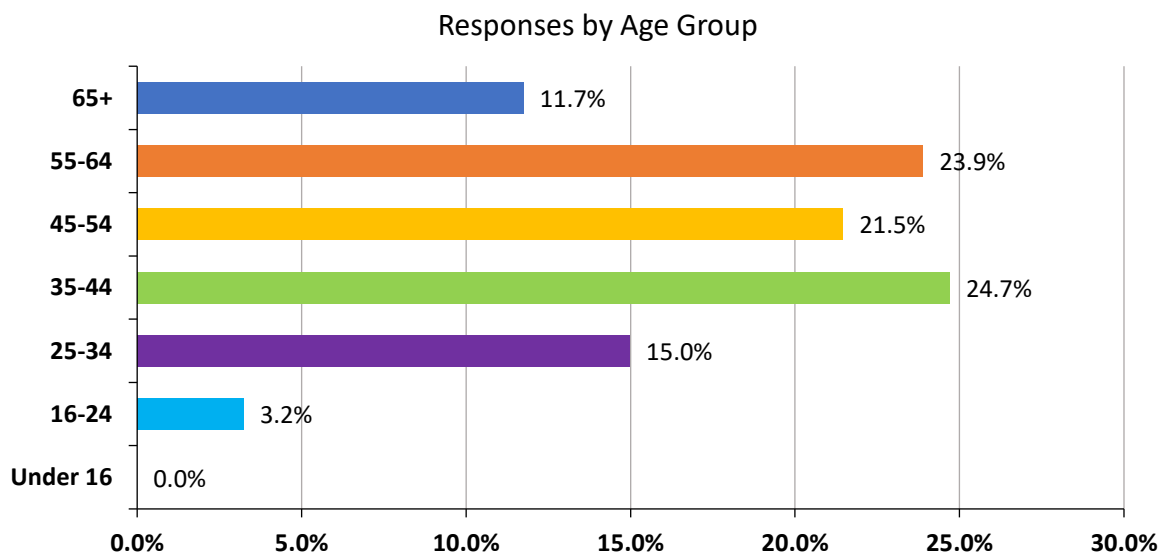
Positively, **260 responses** were received through the online questionnaire. The following tables and graphs provide a general breakdown on the response demographics.

Response Distribution by Postcode Area (Question 1. Please provide your postcode)

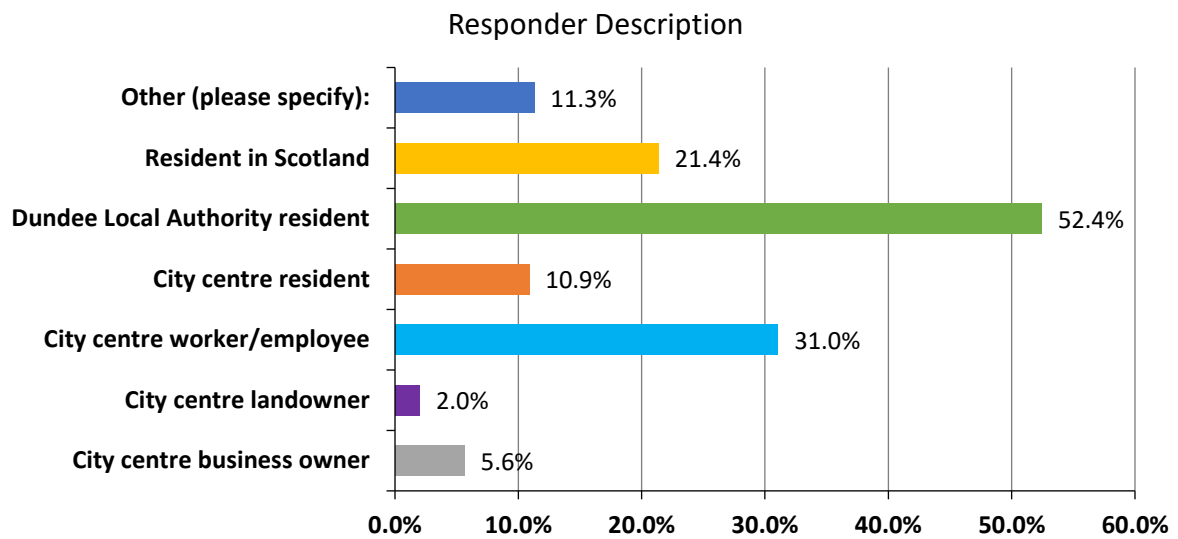
Response Location by Post Code	No. of Responses	Response Location by Post Code	No. of Responses
Dundee	177	Edinburgh	2
Montrose	32	St Andrews	1
Newport-on-Tay	6	Laurencekirk	1
Carnoustie	6	Glenrothes	1
Perth	4	Forfar	1
Aberdeen	4	Falkirk	1
Blairgowrie	3	Stirling	1
Kirriemuir	2	Glasgow	1

Note: 247 answered and 13 skipped

Responses by Age Group (Question 2. Please select your age)



Responder Description (Question 3. Please let us know which of the following describes you best?)



Where responders specified 'other', the following entries were notable:

- Local Housing Developer
- Trustee of Dundee Museum of Transport
- Members of the Dundee Museum of Transport
- Out of centre land owner
- Dundee Civic Trust
- Trustee of Dundee Heritage Trust (owner/operator of RRS Discovery, Discovery Point and Verdant Works)
- NGO Paths for All
- Dundee Cycling Forum
- Local Housing Developer
- City Centre Business and City Centre Arts Regeneration Trust Chairman
- National Charity Promoting Walking
- Representative of Xplore Dundee
- Stakeholder Organisation - Sustrans

3.0 Questionnaire Theme Responses

The online questionnaire was split into six sections, which included an introductory section of overarching questions followed by five theme-based sections: living, working, visiting, connectivity, and public realm. All responses for each question have been considered and the key comments and recurring themes are listed in the summaries below.

3.1 Overarching Questions (Questions 4 to 6)

The opening overarching questions were designed to set the tone for the following theme-based questions and worded in a way that encouraged responders to think beyond the here and now. A range of positive, ambitious and passionate responses were provided, demonstrating the interest, care and concern that the public has for the city centre. Overall, people want the city centre to be a more positive and social place for everyone, which is easily accessible, celebrates and prioritises public life, and provides a broader variety of reasons to want to visit the city centre.

The initial overarching questions received a large amount of written responses, therefore a more detailed summary is provided in appendix A.

Question 4. As the role of city centres continues to develop into the future, what do you think the role of Dundee city centre should be?

Key comments and recurring themes:

- The city centre should function as a stronger social, cultural, economic and employment hub for all Dundee citizens and the surrounding regions.
- The city centre should be a more attractive, clean, safe, welcoming and sustainable place for living, working, learning, meeting, socialising, relaxing, eating, drinking, shopping, being entertained, doing business, and for accessing leisure facilities and all the services required to live a good quality of life.
- Tourists (and all visitors and users) should experience the city centre as a unique destination, with a variety of things to do, which celebrate the city's history and culture.
- There is a strong emphasis on the city centre being a focal point for community, identity, belonging, togetherness and social cohesion, and a place to be proud of.
- The feeling and atmosphere in the city centre should be more unique, quirky, dynamic, cosmopolitan, fun, adventurous, welcoming and lively.
- Ultimately, the city centre needs more reasons to want to go and spend time there, including more activities and spaces for children, young people and families.
- We must acknowledge that Dundee's historic, primary, role as a retail centre cannot continue. The future role must focus on entertainment, leisure, culture, local and independent businesses, hospitality, events, performances and festivals.
- Regarding employment, the city centre must integrate better with both universities and maximise the potential of its key strengths, such as digital, cyber, creativity, gaming, medicine etc.
- Many responses support and understand our aim to increase the resident population in and around the city centre. They understand that we need a critical mass of people and activity to create a self-sustaining community of residents and businesses.
- Opportunities for city centre living should be available to everyone. More opportunities for social housing and family living are required.

- Accessibility and connectivity, both day and night, are also acknowledged as being key to a more self-sustaining city centre. More frequent and affordable public transport is required to make it easier to access the city centre during the daytime and particularly the late evening.
- Active travel, such as walking and cycling, need to be improved and the city centre should be less car dependant to make way for increased public life and activity in the streets. Accessibility for all, to all public and private spaces and businesses, is a must.
- The city centre should provide better-quality, green, outdoor spaces that respond to our climate, e.g. sheltered outdoor space. Adequate outdoor space for children to play is a priority.

Question 5. Looking towards 2050, how would you like to describe Dundee city centre to a visitor and what should it be best known for?

Key comments and recurring themes:

- Overall, many people would like to describe the city centre as:
 - a safe, friendly, fun and welcoming place that's buzzing with activity, employment, entertainment, leisure and public life, both day and night.
 - an inclusive, people orientated and community focused place that has spaces, streets, activities, attractions, events and venues that provide something for everyone.
 - having clean, drug-free, beautiful, attractive and green streets and spaces, with well-maintained historic and contemporary buildings.
 - Having a thriving day and night time economy, with a wide variety of cafés, restaurants, bars and attractions.
 - being family orientated, with child friendly streets and great play spaces.
 - pedestrianised, accessible, walkable and car free, with fantastic transportation and active travel infrastructure.
 - forward-thinking, progressive and innovative regarding climate change action, sustainability, employment, transportation and the use of public space.
 - diverse, unique and quirky in its character and offerings so that it provides something different and stands out locally, nationally and internationally.
 - a place that has successfully transformed into a thriving modern city centre, which embraces its historic and contemporary culture in equal measure.
 - having a thriving retail sector of small, independent, local, boutique and start-up businesses.
 - having a European and cosmopolitan atmosphere to its streets and spaces (outdoor cafés, restaurants, bars, music, performance etc.)
 - having a great variety of high-quality indoor and outdoor spaces and visitor attractions, with regular, year-round, concerts, events and markets.
 - a great place where people live, with high-quality and affordable homes and a great quality of life.

Question 6. In the short to long-term, what do you think should be done to grow the city centre's daytime and night time economy?

Key comments and recurring themes:

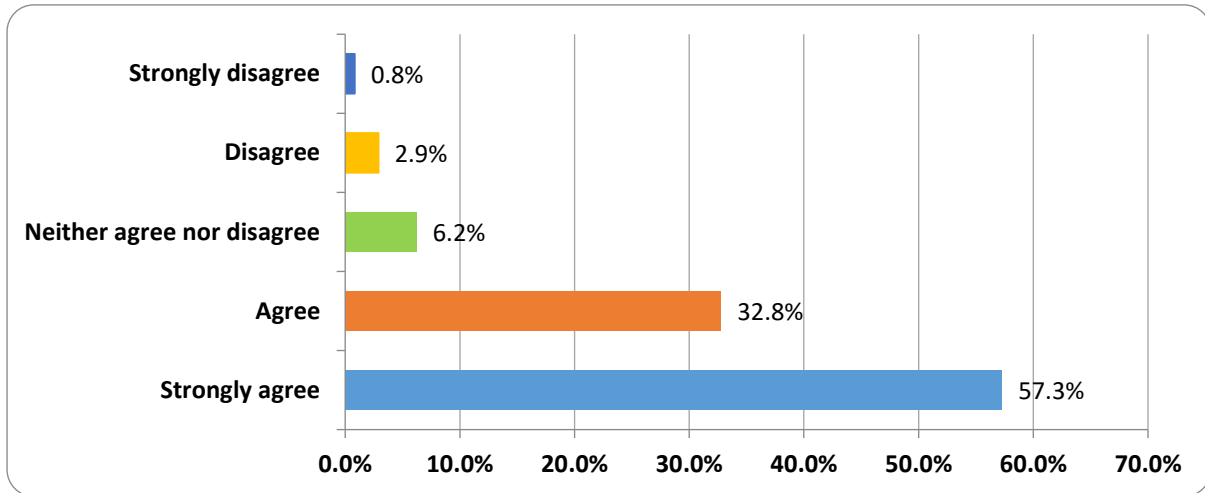
Most of the response for questions 4 and 5 were restated as a means of growing the city centre economy, e.g. safer, cleaner, more things to do for everyone, more family orientated, more street activity, café culture, more events/activities/concerts/festivals, later opening times for non-alcohol establishments, more residents, more pedestrianisation, better public transportation and more active travel infrastructure etc.

The nature of this question lead to more specific responses when compared to the broader nature of questions 4 and 5. Therefore it is **necessary to look at the summary of responses to appreciate the range of suggestions** put forward, this can be found in folder: P:\CCSIP\Consultation\Questionnaire Weekly Updates\Written response summaries

- Many of the comments relate specifically to private businesses, such as;
 - Requests for more evening based, non-alcohol related, activities, social spaces, cafés and venues.
 - Requests for more outdoor social space and seating provision, which is sheltered, heated and appropriate for our climate.
- Several comments suggest the city centre is too big and the positives spread too thinly to make it a success. The city centre assets should be consolidated to maximise their collective success.
- Similarly, from a visitor experience and safety perspective the positive locations are fragmented and need to be either consolidated or the gaps filled. Better and more inventive lighting is required to make the streets safer and more attractive.
- Brownfield sites and long-term vacant retail units should be re-instated as affordable housing or studio spaces for students and creatives. Upper floor businesses should be incentivised to relocate to the ground floor to free up upper floors for residential use.
- Requests for more high-quality public spaces, which are sheltered and appropriate for our climate, including fully and partially covered streets and spaces with glass roofs.
- Requests to extend the recent pedestrianisation of Union Street to other streets, and to provide designated outdoor space for pop-up food venues, food trucks, markets and music.
- Remove dispensing licences of drug substitutes from retailers.
- Many comments submitted regarding the reduction of business rates and the need to introduce incentives, such as short/cheap lets for independent, start-up and cultural businesses; opportunities for businesses to pay a percentage of their gross income rather than set charges; and longer-term partial payback. Public and private rents also need to be reconsidered and it needs to be easier for spaces to get permits for events.
- Remove alcohol licence limit and introduce relaxation on planning regulations to be quick enough and flexible enough to meet short term trends and demands.
- Calls for investment and support for the things that have a history of success, e.g. Reading Rooms, and the things that make Dundee stand-out, videogames bar, Chiptune gigs, live VJing, live coding, e-sports tournaments and recording studios.
- Public transport times are unreliable in the evening and it doesn't run late enough. More late evening and early morning cover is required.
- Trial and review the removal of traffic lanes to reach the V&A and introduce pedestrian/cycle priority crossing points.
- There needs to be more car parking incentives, such as free on weekends and 24hour parking at Lindsay Street carpark and Overgate carpark.

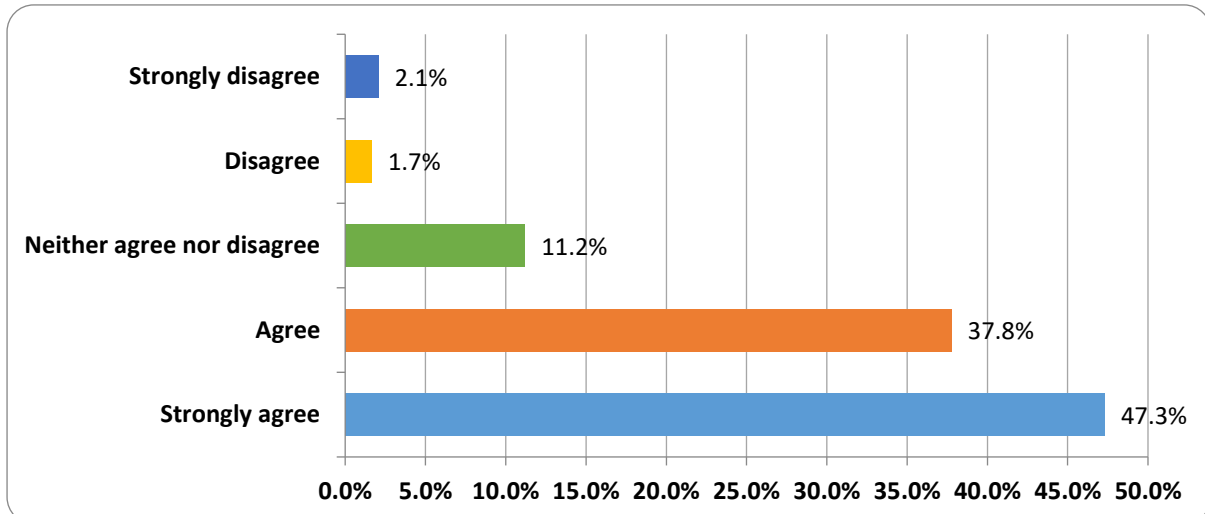
3.2 Living Theme Questions (Questions 7 to 13)

Question 7. Empty buildings located above commercial premises in the city centre should be targeted for conversion/reinstatement as residential property for sale or rent. (multiple choice only)



90% of the 241 respondents agree/strongly agree with the statement.

Question 8. A wide variety of housing choice in terms of type and size will make the city centre more attractive for homeowners, tenants and landlords.



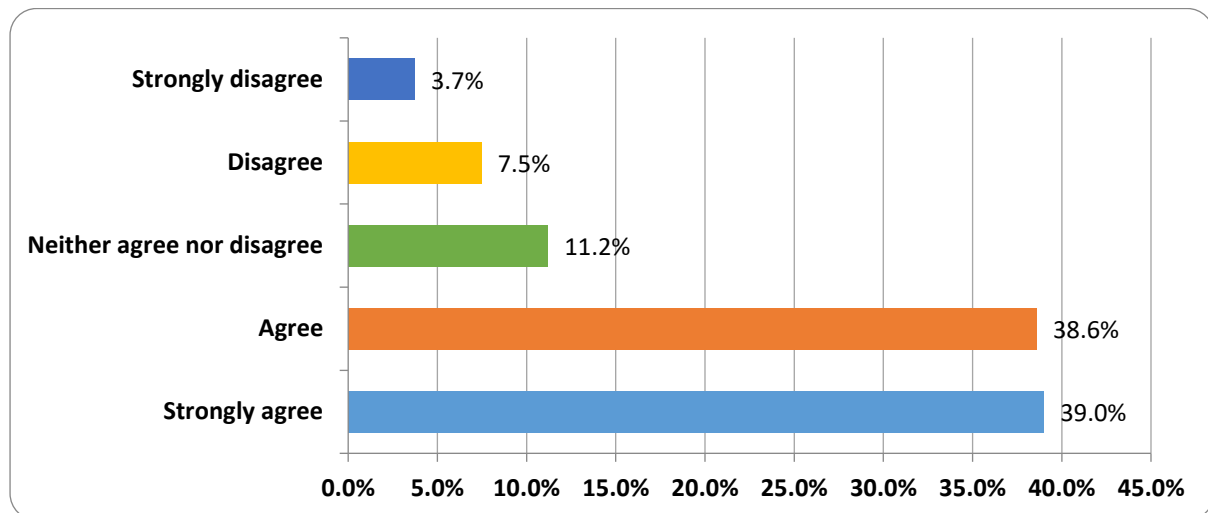
85% of the 241 respondents agree/strongly agree with the statement.

Key comments and recurring themes:

- Everyone should have access to quality housing in city centre for the young and old.
- A mix of houses should be provided through conversion of traditional buildings and development of new build with access to facilities, services and greenspace should be encouraged.
- Concern that city centre not suitable or attractive for family type housing.
- City centre should be made attractive for those living there rather than private landlords.

- Allowing for a range of housing will attract people to live in city centre and will enhance area.
- Quality of housing should be paramount focus.

Question 9. A wide variety of tenures including private sale, private rented, affordable sale and social rent will make the city centre an attractive prospect for a range of residents.

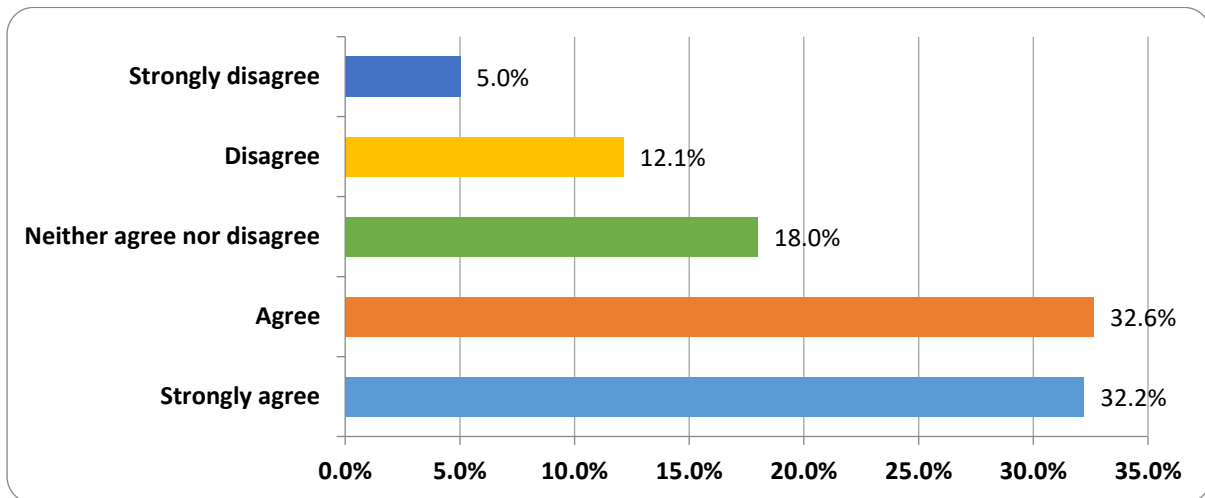


77% of the 241 respondents agree/strongly agree with the statement.

Key comments and recurring themes:

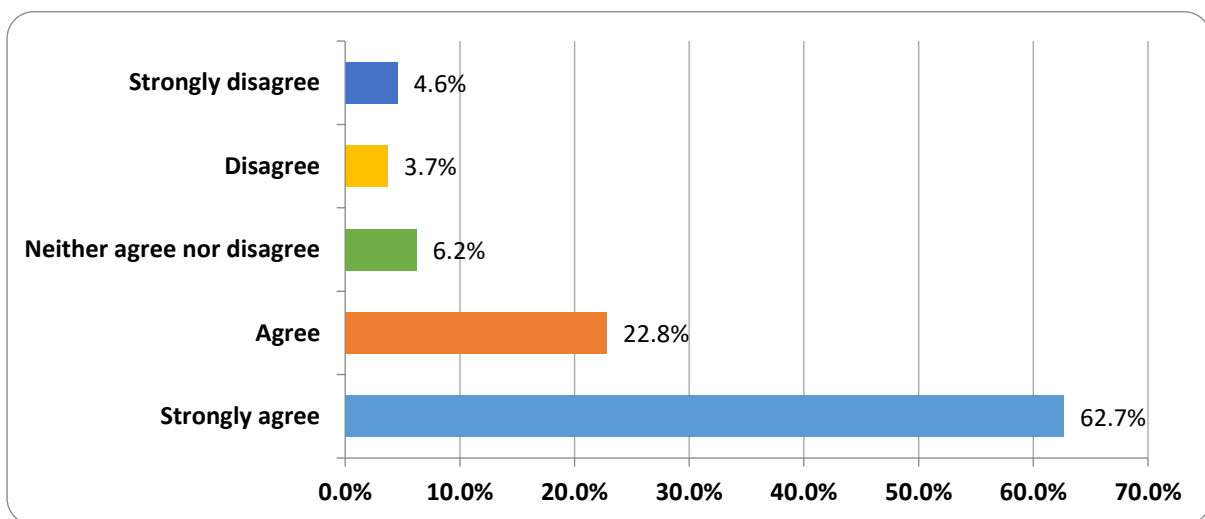
- A mix of both professional/private housing and social housing should be encouraged.
- Comments in support of social housing for affordable rent and sale rather than a focus on private rent housing.
- Concern private rented housing would not be managed properly and buildings could fall into disrepair.
- Encourage affordable housing with a strict HMO policy as well as introduce local rent controls.
- Some comments highlighted that additional private housing for sale would benefit area as concern that too much existing social housing in city centre.
- All tenures should be of a high-quality design with access to services and greenspace.

Question 10. Public sector funding for the social rented sector should be targeted at key buildings and gap sites in the city centre to stimulate development on less commercial sites. (multiple choice only)



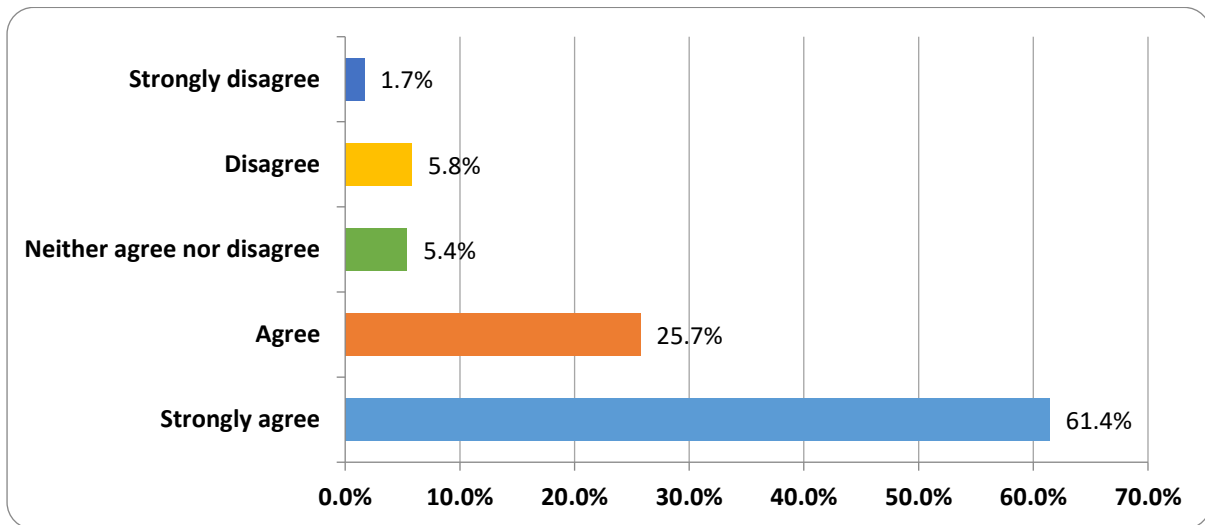
65% of the 239 respondents agree/strongly agree with the statement.

Question 11. Good access to public transport, cycle routes, pedestrian links and car clubs would provide an attractive alternative to private car reliance and a more sustainable city centre living option. (multiple choice only)



85% of the 241 respondents agree/strongly agree with the statement.

Question 12. The city centre should create a good neighbourhood with access to a range of services and facilities that create sustainable places. E.g. doctors, nurseries, schools, community uses etc. (multiple choice only)



87% of the 241 respondents agree/strongly agree with the statement.

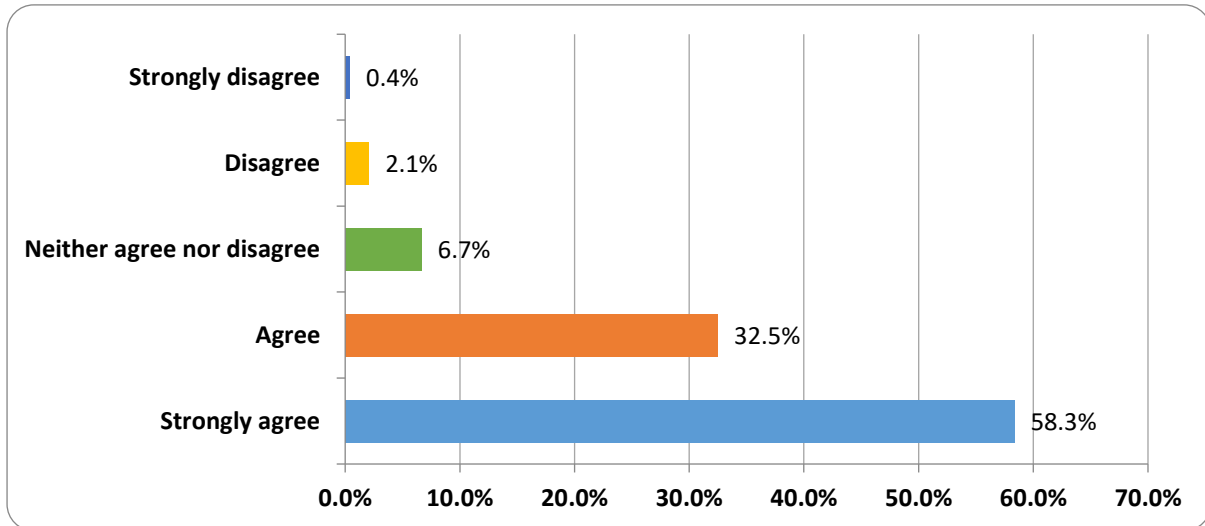
Question 13. Please provide any additional comments and tell us what would make the city centre a good place to live?

Key comments and recurring themes:

- Encourage a variety of retail and food and drink venues and create significant number of green spaces.
- Restrict car use and remove on-street parking areas to encourage outdoor seating. Make more areas pedestrianised with introduction of parking subsidies in high rise car parks, introduce park and ride facility and focus on public transport.
- Concern that an increase in residential development could detrimentally impact music/hospitality venues as result of introduction of noise limits/restricted opening hours.
- Make the city centre more vibrant with creative and cultural businesses and Dundee talent on display with design and gaming exhibitions.
- Allow more late license cafes and restaurants to create vibrant night time economy.
- More of a focus on year-round activities for a wide range of ages and people.
- Encourage independent businesses along with having a balance of multi-national commercial business.
- Encourage outdoor covered eating and drinking areas.
- Improve feeling of safety and security in city centre.
- Reduce the size of the city centre to improve the feeling of vibrancy and allow for focus spend on key areas.
- Improve green infrastructure and biodiversity within the city centre.
- Introduce a permanent covered market promenade.

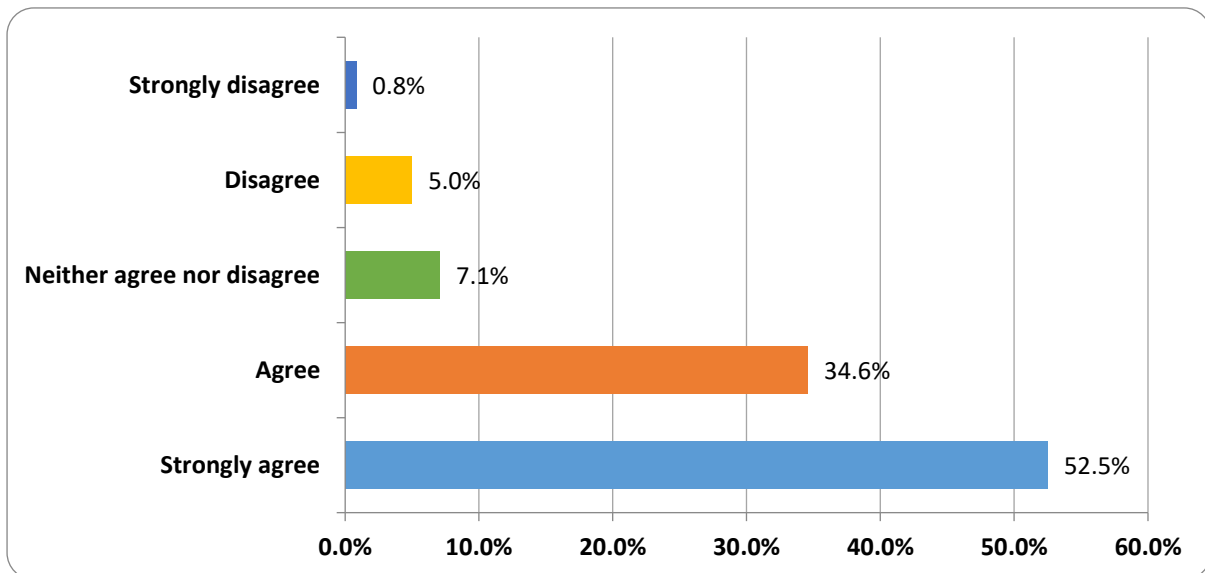
3.3 Working Theme Questions (Questions 14 to 20)

Question 14. Outwith the core shopping streets and centres, the city centre should be home to a wide range of businesses, from leisure and hospitality to high-tech digital and financial services.
(multiple choice only)



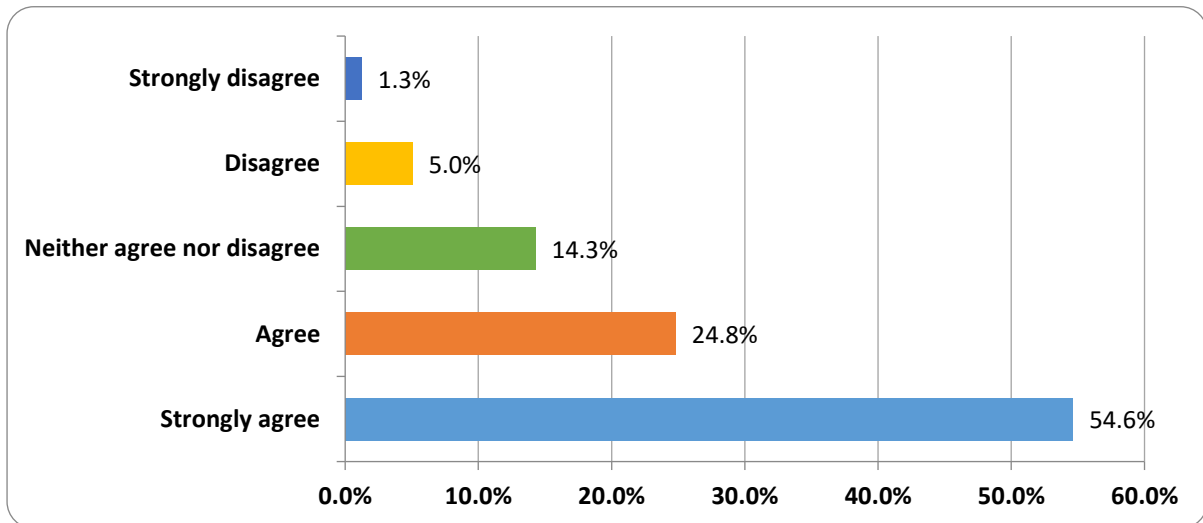
91% of the 240 respondents agree/strongly agree with the statement.

Question 15. The city centre should be promoted as a location for investment in all key sectors, including public services, digital and other high-tech industries. *(multiple choice only)*



87% of the 240 respondents agree/strongly agree with the statement.

Question 16. The city centre should offer facilities for local people to develop new skills to enable them to access job opportunities.

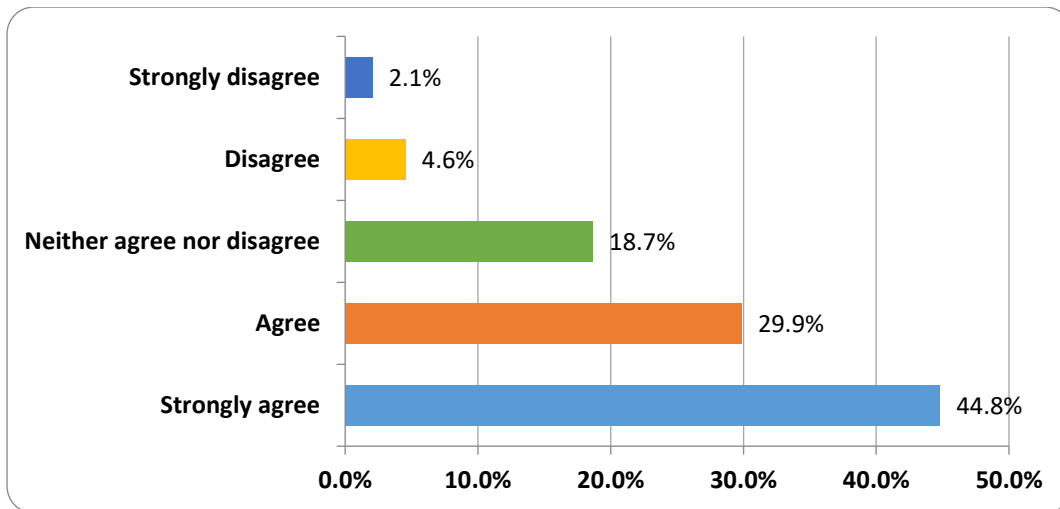


79% of the 238 respondents agree/strongly agree with the statement.

Key comments and recurring themes:

- A recognition that the city centre can support skills and employment agendas due to transport links and proximity to further and higher education institutes.
- Continue to establish links between further and higher education with job opportunities to retain/attract graduates.
- A central campus for D&A College.
- Vocational training in pubs/restaurants and hotels to boost employment opportunities in hospitality sector.
- Should create balance with opportunities for all e.g. students, unemployed and skilled workers.
- Concern that the digital agenda will see skills/training delivered virtually and remove the need for these facilities.
- Questioning why these need to be directed to the city centre (typically a retail/hospitality and tourism focus) – may be more suitable in out of town locations such as Tech Park.
- Consensus that respondents want tangible outcomes i.e. job outcomes with fairness agenda in mind (living wage/quality jobs).

Question 17. Future developments should ensure the city centre offers space for digital businesses from incubation and accelerator to large scale investment, giving the city the potential to benefit from the growth in digital industries.

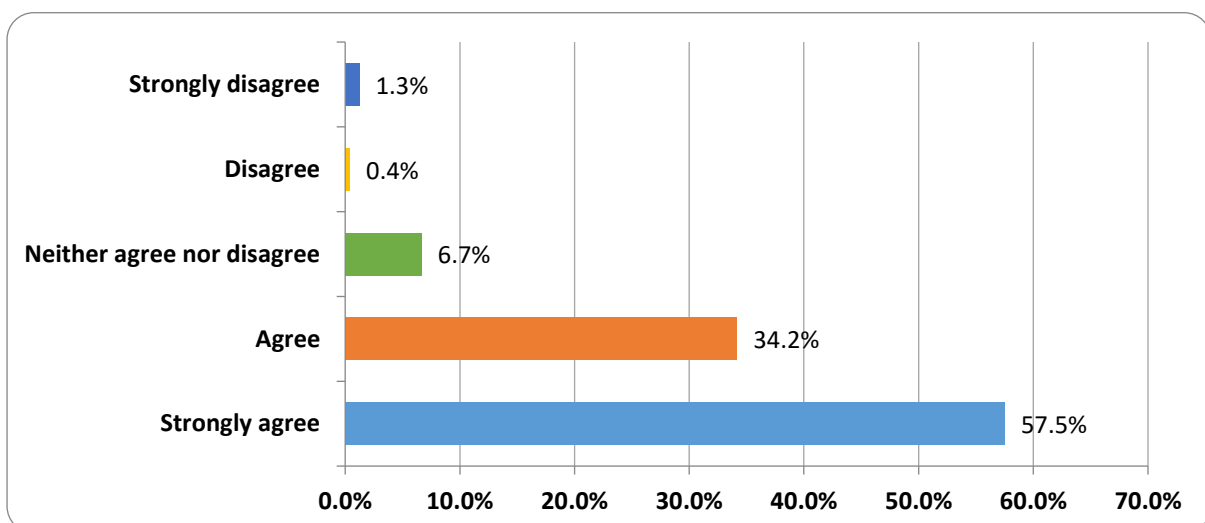


75% of the 241 respondents agree/strongly agree with the statement.

Key comments and recurring themes:

- Common opinion that digital should not be directed towards city centre, and would be preferred in out of town locations such as enterprise parks and industrial estates.
- Perception that the way we work and collaborate is changing and diminishing the need for physical spaces in an increasingly digital world.
- Concerns about displacement should businesses be directed to the city centre.
- Recognition that Dundee is well-established in the digital sector and that this should be built upon to attract investment.
- Raise awareness of Dundee’s strengths in this field – increased collaboration with further and higher education institutes.
- Belief that one specific sector should not be promoted and that a mix would be preferred to make the city a vibrant hub for all sectors.

Question 18. The Dundee Partnership should work together to grow the knowledge economy and create jobs in the city – working with our universities to develop the infrastructure, skills and talent to do this.

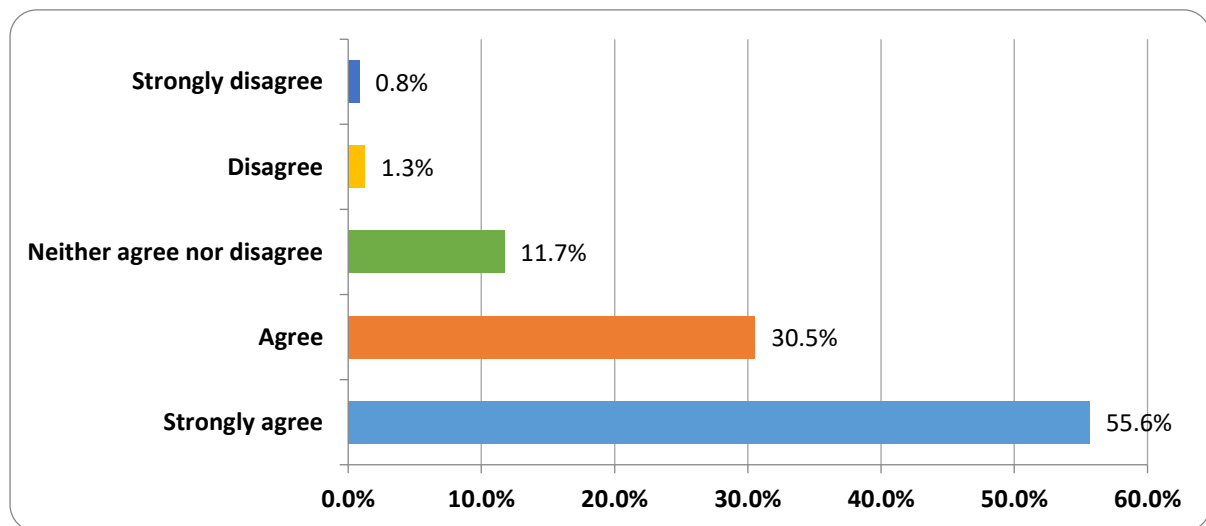


92% of the 240 respondents agree/strongly agree with the statement.

Key comments and recurring themes:

- Recognition that partnership working is the best approach to ensure that strategy works for as many key stakeholders as possible.
- Should be a focus on talent retention and attraction of graduates and young people.
- Work with schools, colleges, universities and businesses to create a unified approach that provides opportunities for all.
- Concerns that this relies on investment/funding.

Question 19. The city centre will see many of its key assets come to the end of their lives during the life of this plan and we should be bold and innovative in attracting new uses and purposes to them.



86% of the 239 respondents agree/strongly agree with the statement.

Key comments and recurring themes:

- Clarity needed on which key assets.
- Innovation and new ways of doing things is to be encouraged; re-using space and revitalising old assets is important.
- Ensure that new uses/purposes are ambitious but in line with Dundee’s identity and heritage.
- Any developments should be planned with sustainability, active travel and vibrancy in mind from the outset.

Question 20. Please provide any additional comments or list your working priorities for the city centre?

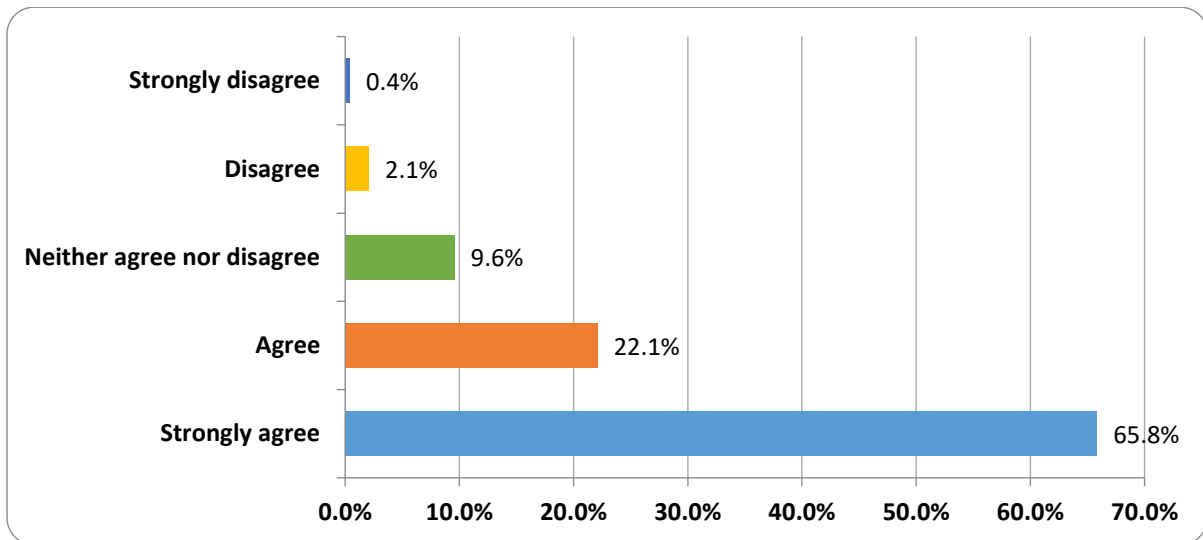
Key comments and recurring themes:

- A cross-cutting theme and a need to make the city attractive to live, invest, consume as well as work.
- A reduction in cars/transport is desirable.

- Capitalise on active travel and walkability to ensure environmental quality and attractiveness.
- Prioritise a mix of uses and a vibrant night time economy to make the city an attractive place to work.

3.4 Visiting Theme Questions (Questions 21 to 27)

Question 21. We need more activities which attract people into the city centre in the evening and current licensing and planning may need to be reviewed to support this.

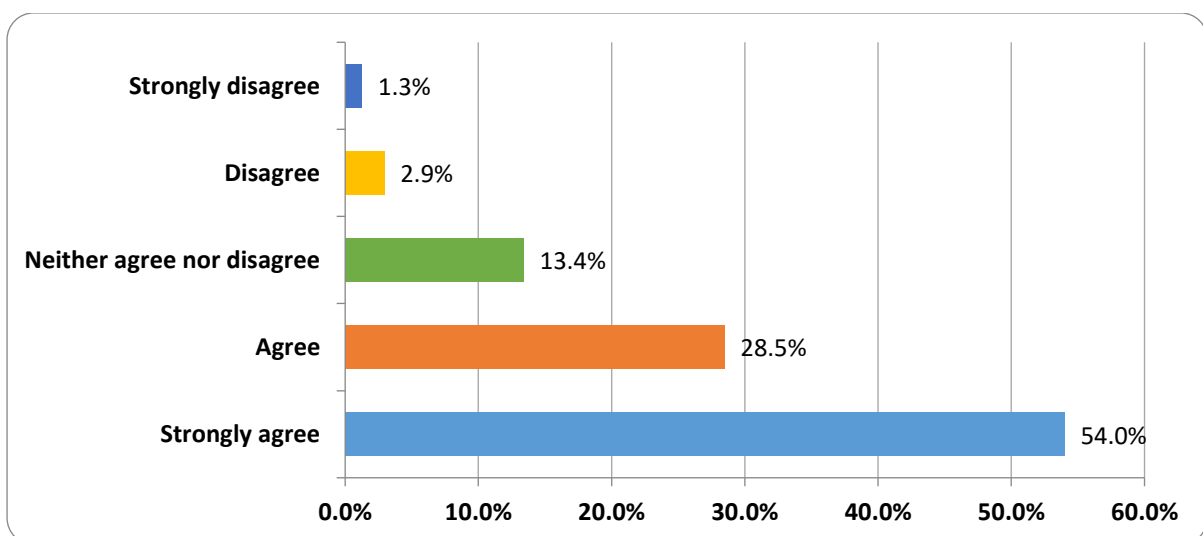


88% of the 240 respondents agree/strongly agree with the statement.

Key comments and recurring themes:

- We need more for families and young people.
- Not much available if don't want to drink alcohol.
- Demand for bowling alley/cinema /night markets/more outdoor events and activities.
- More café culture and outdoor seating for pubs.
- More live music.
- Need to focus on what successful night time economies and vibrant cities have on at night.

Question 22. Distinctive streets and destinations within the city centre will expand our visitor offer and local stakeholders of these areas should drive and maintain these.

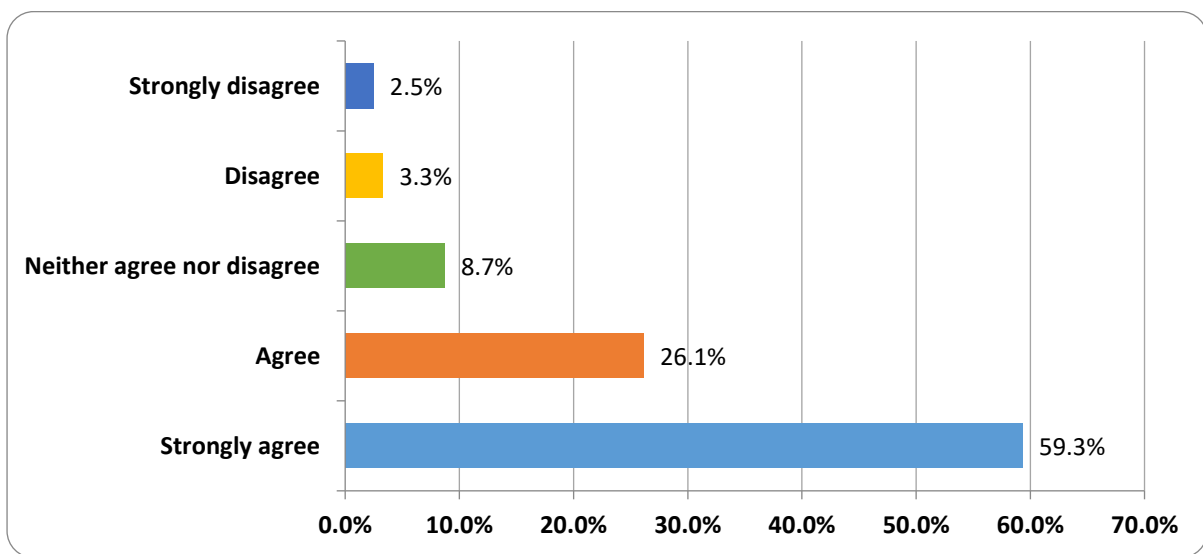


83% of the 239 respondents agree/strongly agree with the statement.

Key comments and recurring themes:

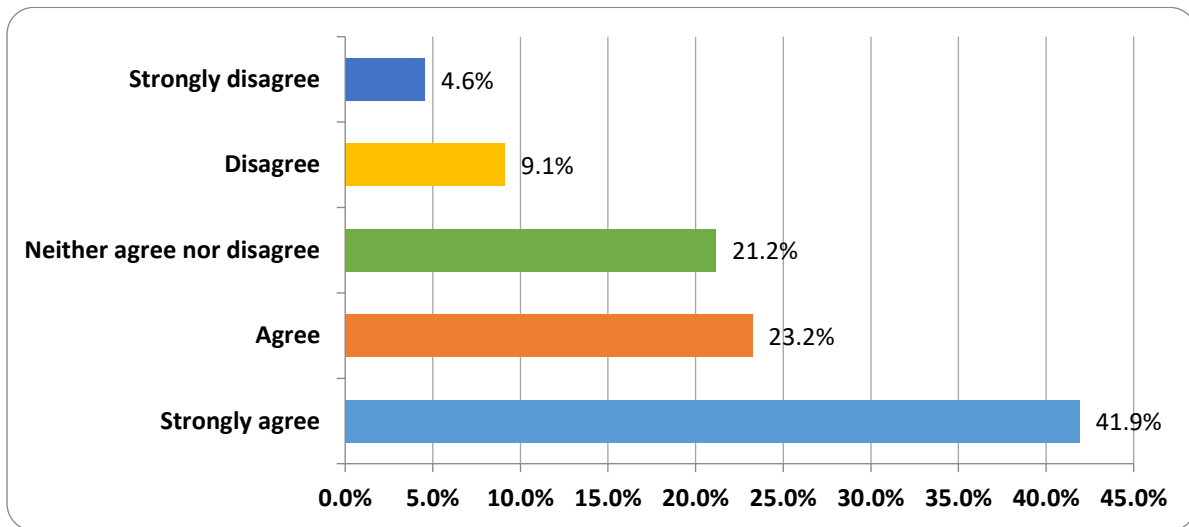
- Need to show our beautiful buildings off more.
- Reward/support good businesses who get involved and offer more.
- Special/distinct areas helps creates character to place.
- Currently city centre lacks character.
- Highlight it – cobbles, special features.
- Council needs to be involved.
- City centre streets are for everyone.

Question 23. We should have more outdoor city centre events and street offers and accept this requires some disruption or alternative solutions to city centre traffic. (multiple choice only)



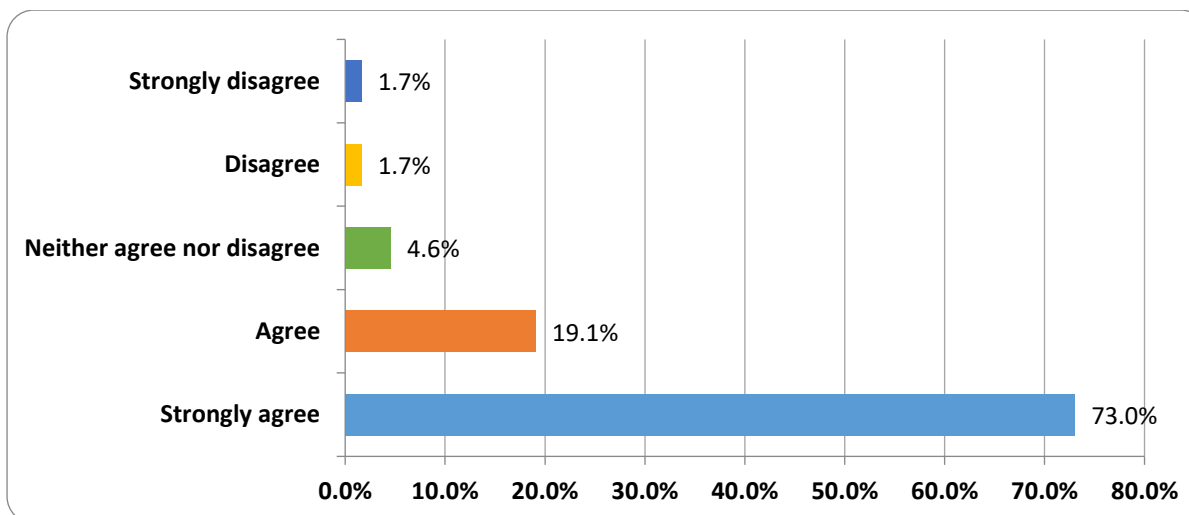
85% of the 241 respondents agree/strongly agree with the statement.

Question 24. A multi-purpose conference centre would support expanded business tourism supporting entertainment and conferences and would be a sustainable asset for the city. (multiple choice only)



65% of the 241 respondents agree/strongly agree with the statement.

Question 25. The culture and creativity sectors are key city strengths and their outputs and assets attract visitors into the city centre. More should be done to ensure that our unique culture and heritage is more visible to visitors as they move around the city centre.



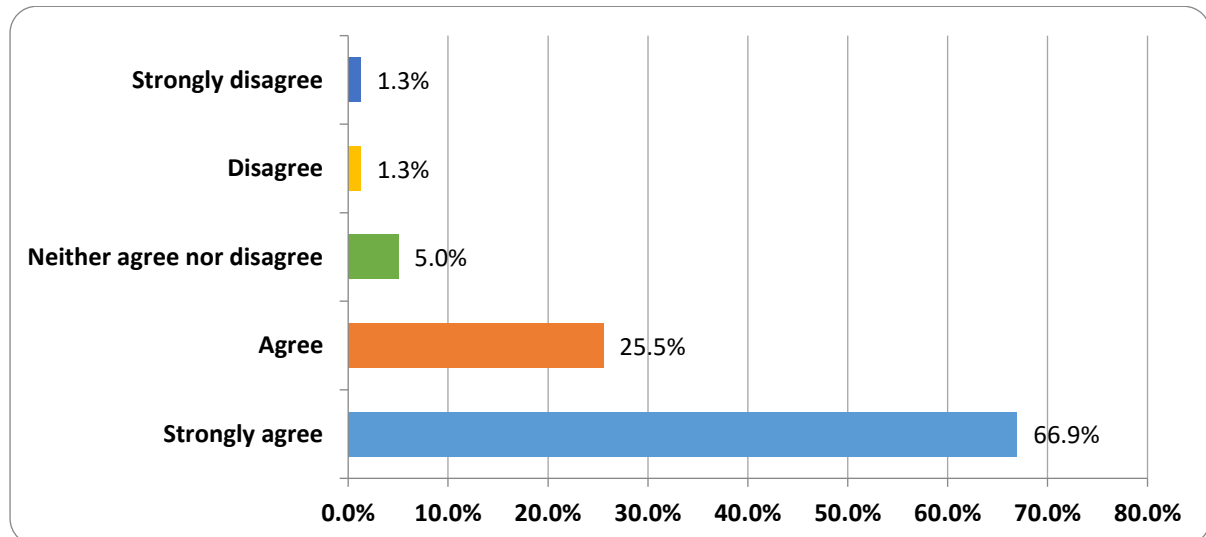
92% of the 241 respondents agree/strongly agree with the statement.

Key comments and recurring themes:

- making sure it comes from grass roots and the local area, e.g. organisations like Creative Dundee and spaces like DCA which have been there for the community.
- Many V&A visitors are not sure what else the city has - how to direct and encourage them to the rest of city offer.
- Signposting - key cultural assets are poorly joined up.
- Lots about walking routes and need for improvement.

- Signage for assets.

Question 26. We need to ensure the right mix of independent retail with national brands and look at alternative uses for vacant retail units.



92% of the 239 respondents agree/strongly agree with the statement.

Key comments and recurring themes:

- Space used is better than empty space.
- Positive feedback on windows artist project.
- More independent shops but big brands also needed.
- Less charity shops.
- Cheaper rents in city centre to encourage and support independent businesses.
- Big retail gone for good/online.
- Disincentivise leaving empty units.

Question 27. Please provide any additional comments or list your visiting priorities for the city centre?

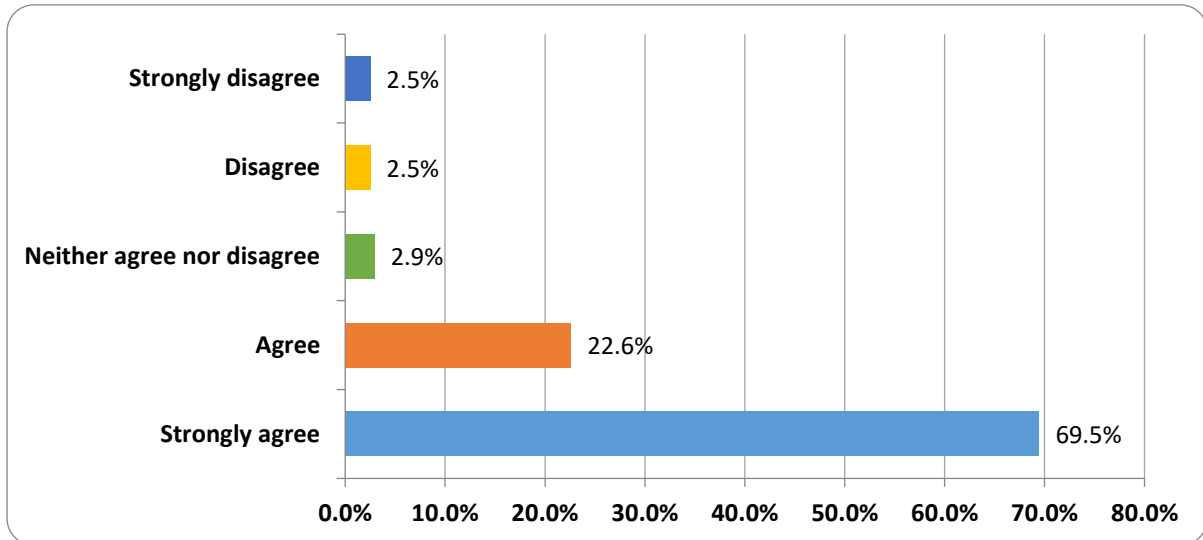
Key comments and recurring themes:

- Culture mentioned in visit theme but needs to cut across more of the plan, culture led regeneration focus has been instrumental in getting Dundee to this point and will continue to be very important going forward.
- Opportunity to develop leisure offer in the city centre.
- Sustainable development.
- Non-retail venues in city.
- Vibrant events program.
- Design leadership.
- Development of city's destination brand.
- Visitor offer and positioning.

- Lack of night time economy/need for night time economy.
- Keiller centre – needs a new use.
- Cleanliness and upkeep of the city centre.
- Highlight what we have – not making use of the city centre physical assets, historic wynds and pends/ lighting buildings etc.
- More pedestrianisation.
- Better supporting public transport to get people in and out.
- Focal point for the city.
- Focus needs to be walking /cycling and public transport for centre.
- Visual appeal.

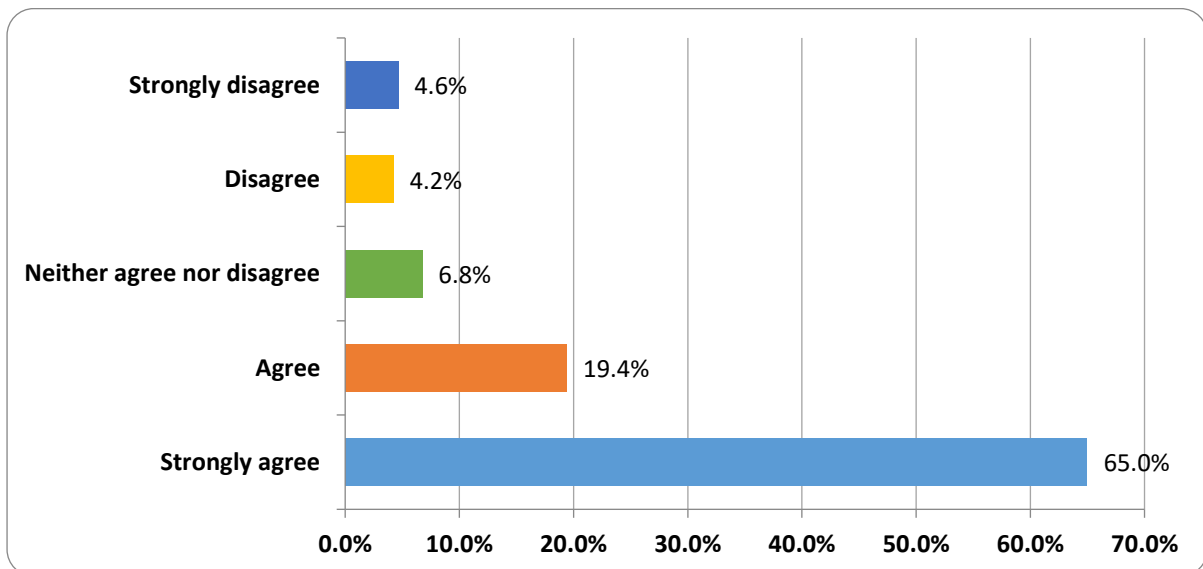
3.5 Connectivity Theme Questions (Questions 28 to 36)

Question 28. Better cycle and walking routes should connect surrounding neighbourhoods to the city centre, and pedestrian journeys across the inner ring-road should be improved, particular to better connect the Waterfront to the city centre. (multiple choice only)



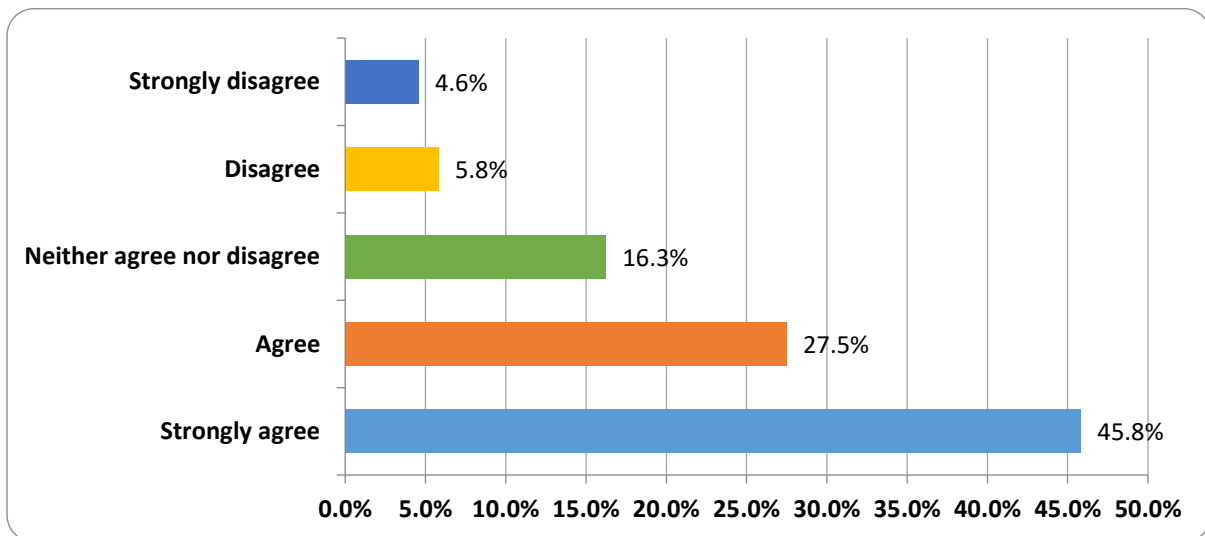
92% of the 239 respondents agree/strongly agree with the statement.

Question 29. Air quality hotspots such as the Seagate need investment to improve active travel and reduce pollution, congestion and to make it more welcoming for pedestrians and visitors. (multiple choice only)



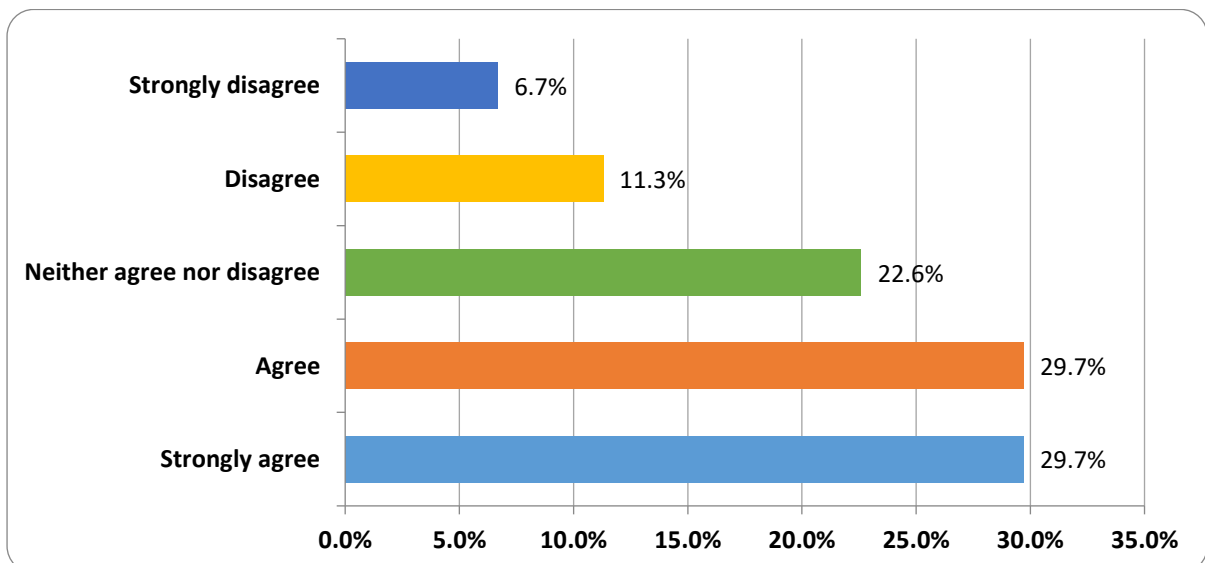
84% of the 237 respondents agree/strongly agree with the statement.

Question 30. We should encourage faster access to the city centre by enhancing bus priority on key routes into the centre. (multiple choice only)



73% of the 240 respondents agree/strongly agree with the statement.

Question 31. Allowing slow vehicles to enter some restricted streets such as Commercial Street and Meadowside in the evening should be explored to support local residents, restaurants and to improve safety.

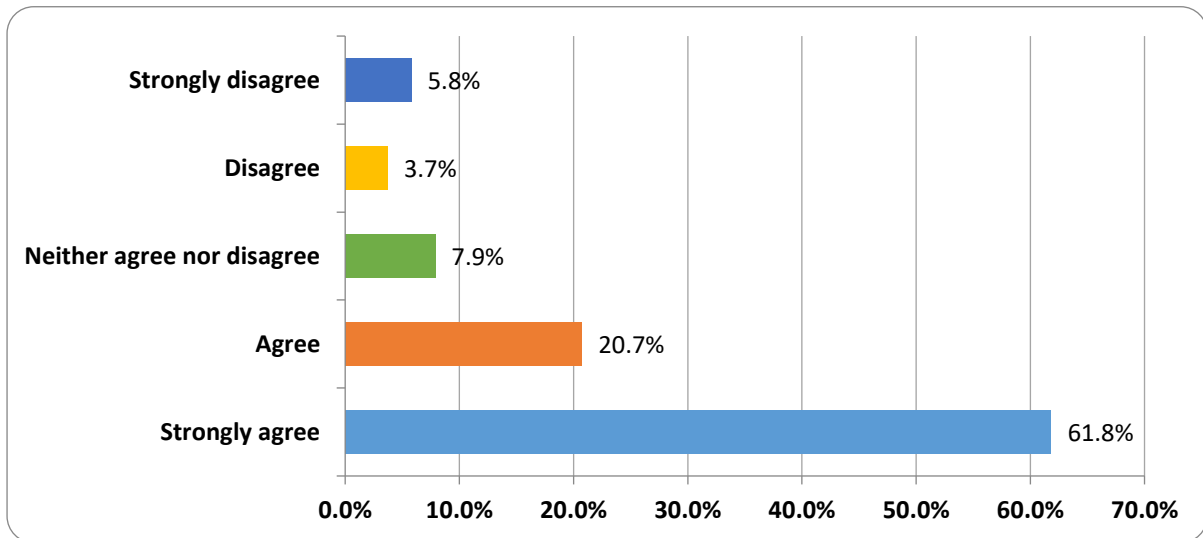


59% of the 239 respondents agree/strongly agree with the statement.

Key comments and recurring themes:

- Desire for less traffic, more pedestrianisation and limitation on deliveries (18 responses)
- Mixed messaging will lead to confusion and accidents (11 responses)
- What is meant by 'slow vehicles'? (5 responses)
- EVs should be given additional permissions to enter (4 responses)

Question 32. The temporary pedestrianisation of Union Street should be made permanent with new high-quality street surfaces, signage and furniture.

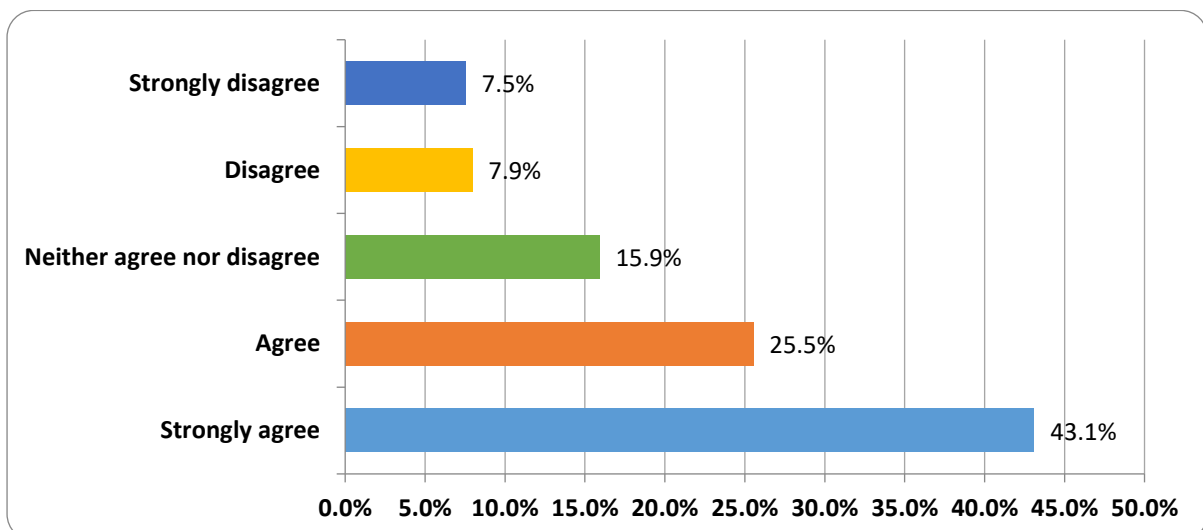


82% of the 241 respondents agree/strongly agree with the statement.

Key comments and recurring themes:

- Union Street transformation has been a positive to come out of pandemic (20 responses)
- More city centre streets should be given pedestrianisation and makeover – Castle Street, Reform Street, Exchange Street, Bank Street (21 responses)
- Concern for business impacted by pedestrianisation and general opposition to Union Street project (5 responses)
- Outdoor space doesn't work in Dundee climate (3 responses)
- Lighting (2 responses)
- Disabled Access (2 responses)

Question 33. Car access should continue to be limited in the city centre through a system of four "quarters" each with an entrance and exit onto the inner ring road, with very limited through traffic.

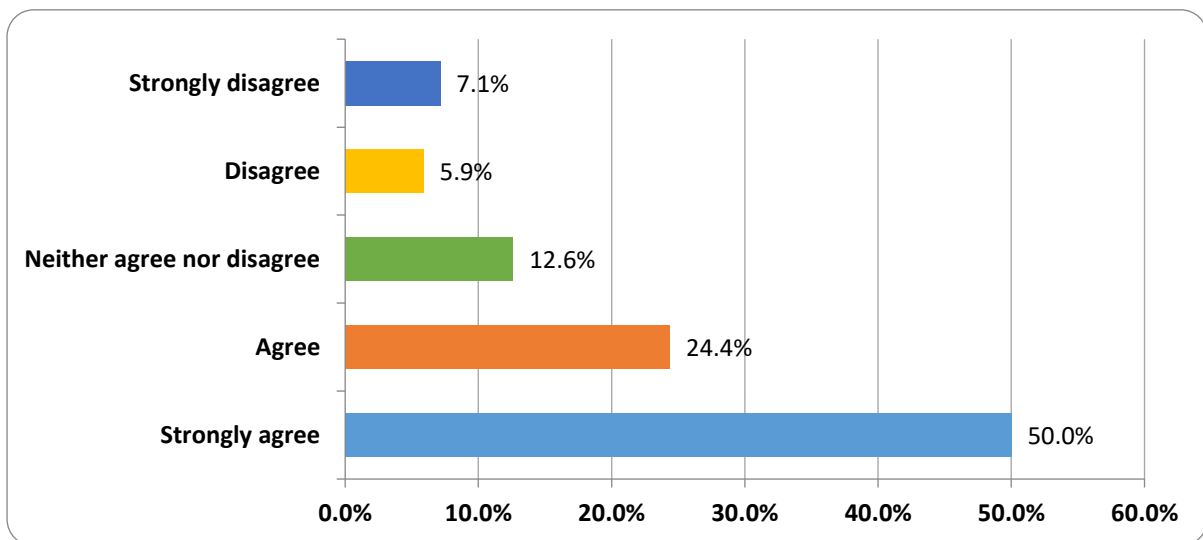


69% of the 239 respondents agree/strongly agree with the statement.

Key comments and recurring themes:

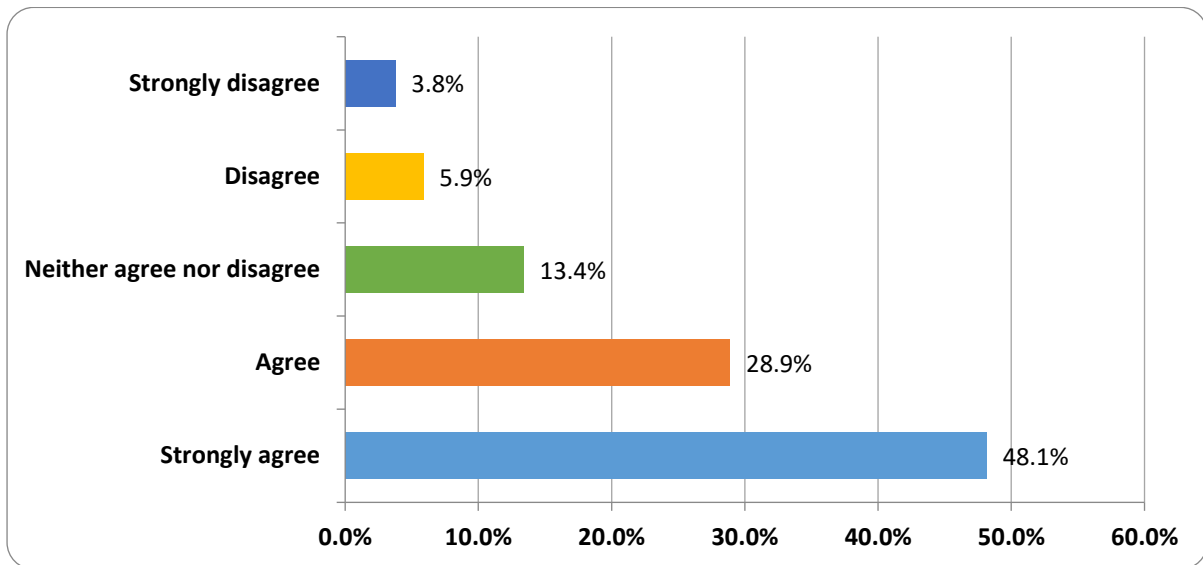
- There should be further limits on cars in the city centre (15 responses)
- Current layout makes it hard to drive around the city centre (9 responses)
- Bus Services are not the answer and cars are needed (5 responses)
- There must be access for Blue Badge holders (5 responses)
- Park & Ride (3 responses)

Question 34. We should avoid building new car-parks, but we should ensure that all existing car-parks are safe, clean and well-lit with good facilities for electric charging and measures to encourage car-sharing and low emission vehicles. (multiple choice only)



74% of the 238 respondents agree/strongly agree with the statement.

Question 35. Infrastructure and initiatives which support the use of electric vehicles, including e-cars, e-bikes and e-scooters, will be increased within and around the city centre. (multiple choice only)



77% of the 239 respondents agree/strongly agree with the statement.

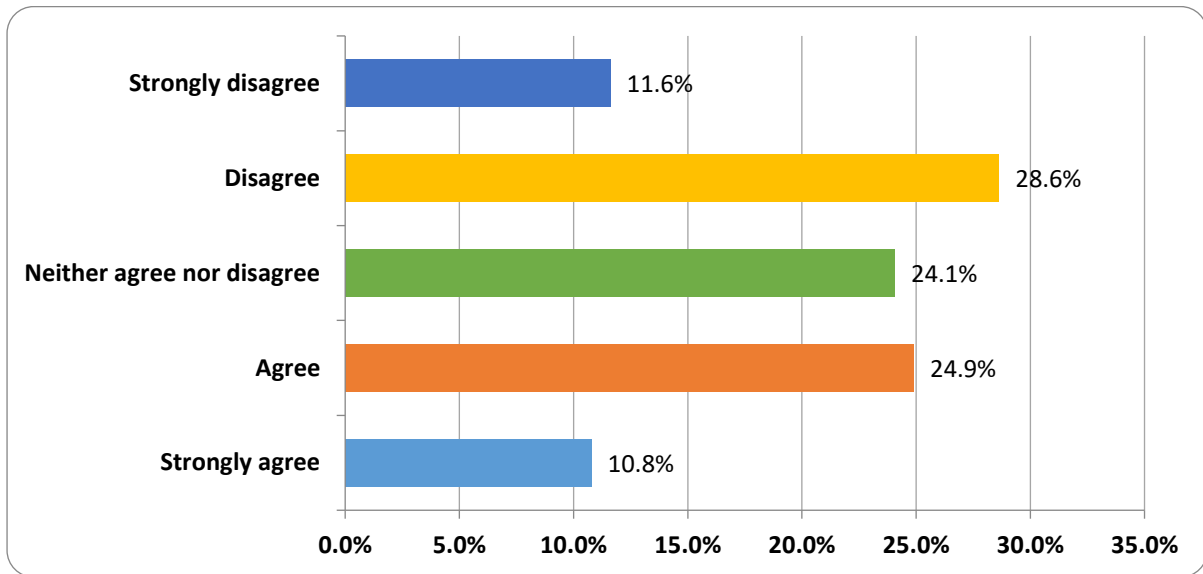
Question 36. Please provide any additional comments or list your connectivity priorities for the city centre?

Key comments and recurring themes:

- Improved parking facilities on the edge of the city centre and for residents of the city centre (14 responses)
- Encourage less cars by promoting alternative options (14 responses)
- EVs should not be seen as the solution – they are still cars and still cause severance and pollution (11 responses)
- Park & Ride would limit cars in the city centre (11 responses)
- Segregated and improved cycling and walking routes to and from the city centre and within city centre (10 responses)
- Public Transport (buses) need to be improved and more affordable (8 responses)
- There should be cheaper parking in the city centre (7 responses)
- Ring Road is a major barrier to active travel (4 responses)
- Address problems associated with commuter parking (3 responses)
- Ensure access for disabled and less mobile is facilitated (3 responses)
- Quick access to shops by car (e.g. 20 minutes) is still required and needs to be accommodated (3 responses)
- Seagate Bus Station needs to be improved (3 responses)

3.6 Public Realm Theme Questions (Questions 37 to 43)

Question 37. I enjoy visiting the city centre during the evening and feel safe in doing so.

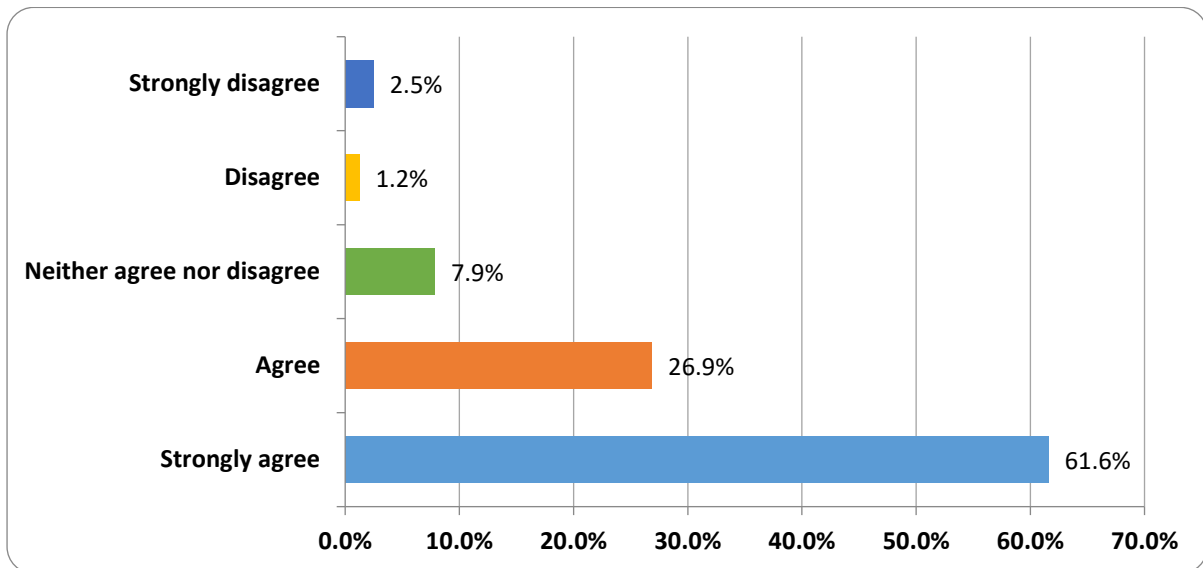


35% of the 241 respondents agree/strongly agree with the statement.

Key comments and recurring themes:

- A significant proportion of responses indicated that the city centre feels unsafe in the evenings/at night due to drug users and a reliance on alcohol consumption.
- Lack of evening activities other than pubs within the city centre cited as contributing to a lack of vibrancy – i.e. there's not much to attract many people into the centre. This includes entertainment but also that the shops generally close at 6pm.
- Some criticism of the quality of the lighting around the area however it is unclear if this is a general perception of the whole area or a number of specific locations.
- There is a slight bias towards people feeling unsafe (40%) versus feeling safe (35%), however anecdotally interpreting the comments left would suggest that if this were split by gender then women would be more likely to indicate they felt unsafe and that there is a "safety in numbers" element to how people feel about visiting.

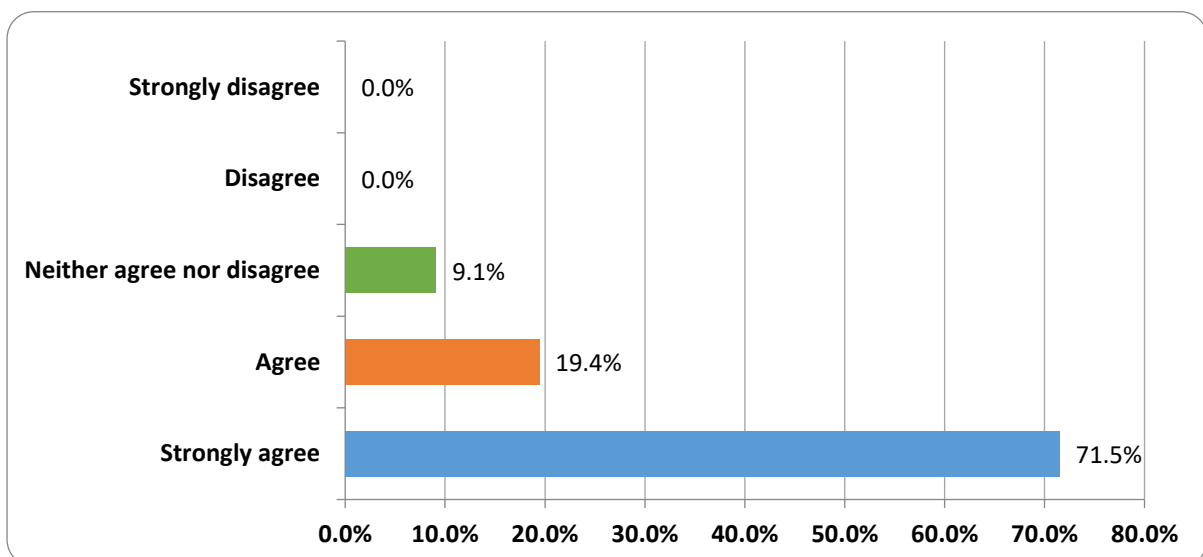
Question 38. We should be more proactive in controlling our seagull problem; maintaining street furniture, hard landscaping and green spaces; managing tree growth; and decluttering where appropriate. (multiple choice only)



88% of the 242 respondents agree/strongly agree with the statement.

Note: Whilst Seagulls were identified as a significant concern and did have a role in discouraging visitors it was acknowledged that a significant contributing problem was the amount of food waste and litter dropped in the City Centre by visitors. Also, the on-street storage of rubbish and commercial bins encourage animal scavenging.

Question 39. We should be more proactive in requiring building owners and managers to maintain the appearance of their properties, particularly the regular removal of invasive vegetation and graffiti, and the repair of rainwater goods, paint finishes, stonework, windows and roof coverings. (multiple choice only)

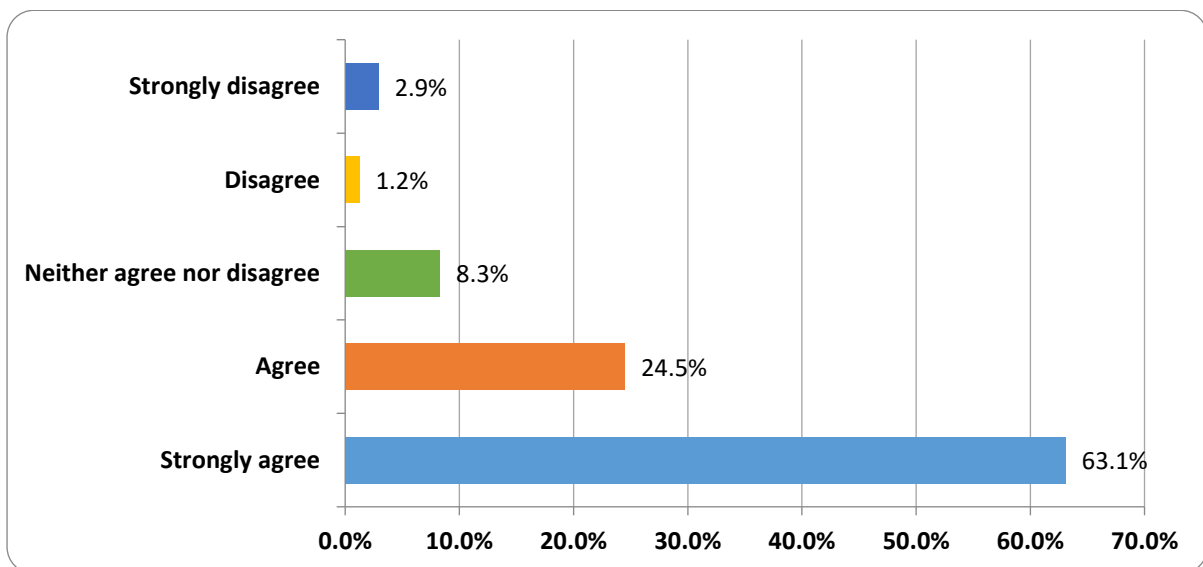


91% of the 242 respondents agree/strongly agree with the statement.

Notes:

- It's a key concern that the maintenance of the existing streetscape is not great and that this reduces the sense of pride. With graffiti and litter in particular being mentioned.
- Concern that the streets and lanes have become permanent storage areas for commercial bins, which has a visual impact and devalues the streetscape.
- Some comment that the Council needs to use the stick rather than carrot: i.e. shouldn't be funding this but introducing penalties for failing to keep private property up to standard.

Question 40. We should do more to support vulnerable people who are forced to beg on the streets.

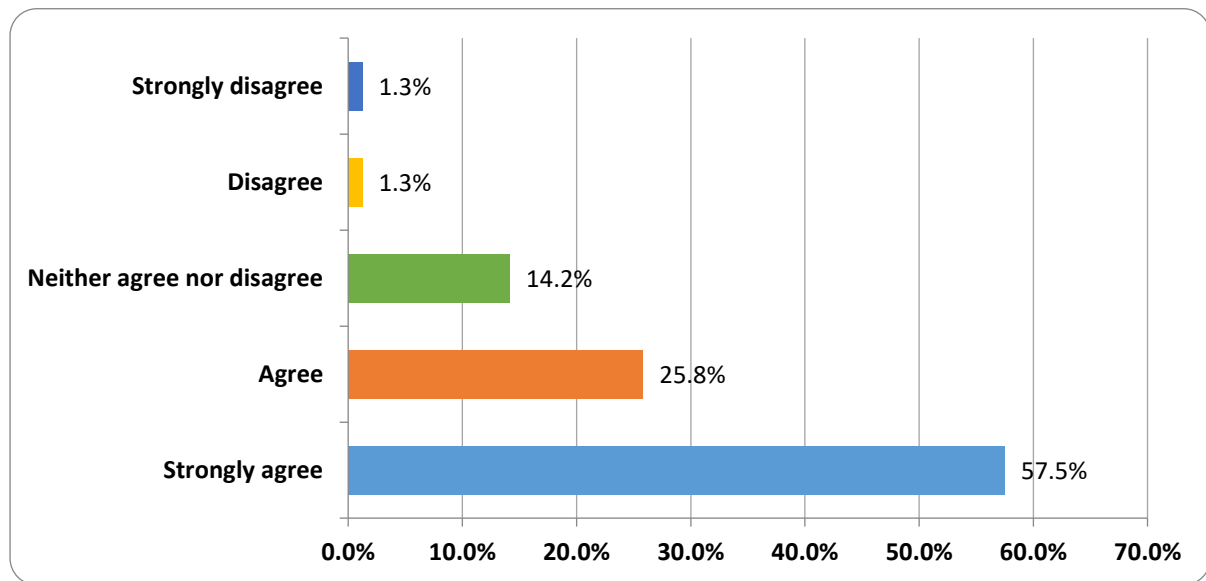


88% of the 241 respondents agree/strongly agree with the statement.

Key comments and recurring themes:

- Comments predominantly called for greater support to existing mechanisms and organisations rather than advocating new approaches.
- The locations for methadone dispensing in/near reform Street was seen as incompatible with promoting a welcoming environment within the City Centre
- There were a smaller but significant number of comments concerned that some of the persons on the streets were not necessarily genuinely in need or homeless, and that there needed to be efforts to identify and support those that were truly in need of assistance whilst taking enforcement action against others.

Question 41. Measures should be taken to reduce the storage of commercial and residential bins on the city centre's streets, pends and wynds.



83% of the 240 respondents agree/strongly agree with the statement.

Note: Concern that city streets and lanes have become permanent storage areas for commercial bins which have a visual impact and devalue the streetscape with calls for underground or indoor solutions.

Question 42. How can we support residents and business groups to bring more life and vibrancy to the city centre's streets through their own events?

Note: Please refer to the Visiting theme for responses.

Question 43. Please provide any additional comments or list your top recommendations for improving the quality of the city centre's public streets, spaces and buildings?

Key comments and recurring themes:

- The city square area is blighted daily by a battle between shouting drug users and buskers making the centrepiece image of the city unwelcoming and encouraging the impression that the City is “*full of junkies*” whilst the dreadful buskers show a lack of talent and culture. (one busker in particular was regularly mentioned)
- Greenery: should have a garden city feel – i.e. more street trees.
- Costs of doing business in the city centre is prohibitive as rents/rates are way too high. If business can't afford to trade there then no amount of improvement to the public realm will help.
- Removal of on-street parking and replacement with wider pavements/ street trees / loading only areas would create a less cluttered and more people friendly appearance.

4.0 Appendices

Appendix A

Online Questionnaire: Detailed Summary of Overarching Questions

Theme Questions	Key Comments and Recurring Themes
<p>Question 4. As the role of city centres continues to develop into the future, what do you think the role of Dundee city centre should be?</p>	<p>Overarching</p> <ul style="list-style-type: none"> • A place for people to live, work, learn, meet, socialise, relax, eat, drink, shop, do business, be entertained, and access leisure facilities and services. • A social, cultural, and economic hub for sustainable enterprise, which acknowledges the past but is flexible enough to quickly adapt to changing circumstances. • To support a high concentration of people working and living in the city centre, attracting as many people as possible to generate custom for local businesses. It should have all the services people need to be able to work and live within the city, helping to create a vibrant community. • To house people and provide them with quality of life enhancing facilities to complement their work-lives. There needs to be a large increase in population density to allow hospitality and independent businesses such as grocers, fishmongers, delis etc to thrive. • A flagship example of the "15-minute neighbourhood" approach to cities. • To provide a strong and vibrant mixed-use core like most cities, which Dundee currently lacks due to the historical dominance of shopping, this leaves it deserted in the evenings. • A place that is much more bohemian, Scottish and Dundonian in character and it must differentiate itself from other cities. It needs to become more artistic, quirky, hipster, designy and cosmopolitan to attract more tourists and support local businesses. • A place that embraces young, and not so young, residents, visitors and students. A focal point with something for everyone from all areas of Dundee and beyond, regardless of abilities, social class or age, ethnicity or ability; creating a place that people will be inspired to visit and spend time in. • A place that sees Dundee highlight and showcase its significant history and culture while being very forward thinking. • A diverse, multi-cultural, focal point and hub for locals and the surrounding regions. • A hub for commercial activity, arts and culture. • Focus on excellence in education and employment, bringing younger people to the city as a place to settle and raise a family. There is a lack of opportunities for family living. • Somewhere we can consider ourselves and be proud of, a place of strong local identity, which provides a unique and diverse offer for tourists.

- To provide an **inclusive, attractive, vibrant, exciting, fun, adventurous and welcoming focal point for locals and residents**; providing a great experience and positive first impression for visitors and tourists. Currently it is extremely dull and dark with very little 'greenery'.
- A **safe, pleasant, welcoming**, litter free, **pollution free**, advertisement free, **traffic free, people friendly** place to visit, with **high-quality amenities, services and leisure facilities** to support tourism and return visits.

Business and Employment

- A **place for many small bespoke businesses and creative ventures to thrive.**
- A **place that provides support and opportunities for a wide variety of local, independent, unique and provenance shops and businesses.** Business rates, and where appropriate rent rates, should be adjusted to support this.
- To attract **investors** and create a growing number of **jobs**, including **high skilled jobs** through new and **growing industries.**
- To be a **hub, incubator and driver** of Dundee's **emerging industries.** To provide physical spaces for opportunities for multi-sector collaboration.
- Support a variety of food and drink offerings **both day and evening.** Potential limitations on night offering.
- A **hub** for people to be creatively engaged, with an inspiring environment. Spaces for creativity, making, innovation, enterprise, learning and small start-up shops and businesses.
- both universities integral to the community.

Culture and Tourism

- A place that supports and celebrates the best of Dundee Art, architecture, street art, history, **culture**, gaming, medicine, design, science, **food and drink** etc: Art exhibitions, workshops, gaming competitions, programming workshops, science fairs, pop up food stalls/units on a weekly basis.
- A focus on the tourist offering, including **culture and leisure** facilities, which could include a world class arena for conferences/sports/gigs, play centres for kids, DCT/Dandy/Beano museum, local gaming industry museum. Making Dundee a **destination** to visit and live in.
- To restore the wonderful old buildings and make it a place worth visiting.
- Historic centre must have a strong connection to the new Waterfront area, with easy and pleasant access.
- We need a **destination** street like Edinburgh's Rose Street. A street that acts as a magnet for people.

Leisure, Events, Activities and Attractions

- **It's vital to attract and retain more people in the city by providing more things to do and more reasons to visit, particularly in the evening (night-time economy) when the**

museums close. Examples: ten-pin bowling, escape rooms, mini-golf, crazy golf, skateboarding, bigger cinema, studio theatres, comedy clubs, jazz bars, music venues and more casual eating restaurants. We need a 6,000-capacity concert arena.

- A place for **hospitality and entertainment**, with more **markets, public events, social events, cultural celebrations, performances and festivals**. More street activity and events in City Square, such as street theatre, street dance, open-air cinema, outdoor winter ice rink.
- More **activities for children**, e.g. climbing wall, indoor crazy golf, go carts, mega bowl, zap zones etc.
- Localise attractions and create a visitor experience that includes shopping but is not prohibitively expensive.
- Dundee Museum of Transport to be included in future considerations

Retail

- **The city centre can no longer be a centre of retail.** **Entertainment, culture and leisure** will be more important than retail in the future and this transition should be planned for and managed. We should anticipate the reduction in demand for retail and for alcohol-based socialising, and encourage active, **mixed-use businesses, open day and night**.
- **Low end chains such as pawn shops, discount stores, bookmakers, Public Houses and frozen food outlets etc., should be reduced/removed.**

People and Space

- To provide **spaces** where people can come together to **play, socialise, plan, create, learn and to have conversations**.
- It needs more specific **places for young families** to have fun.
- There's a need for **better outdoor spaces suitable for our climate**, e.g. throughout Europe they have covered and heated facilities. The forum centre could become an indoor eating and drinking facility with maybe roller skating, play area etc.
- Somewhere to bring **people and families from all areas of the city** together to access **services and facilities** and for **socialising and leisure** pursuits.
- A place that provides support for the many in Dundee who are struggling.
- A place to exist without demanding custom (non-retail based), more focus on sustainable **community** space and the trade of skills, ideas and a sense of **social ownership** and belonging.
- Quiet spaces are also required.
- Increased **green** infrastructure (soft spaces), including **green** arterial routes into the city. Positive example in Barcelona's blocking of streets to create **green** spaces.
- Improved outdoor spaces and more **green spaces for sitting, relaxing and socialising**; promotes and supports **mental health**

and wellbeing. Covered, heated, outdoor spaces to help deal with the weather.

- A calisthenics park for outdoor exercise, health and wellbeing.
- There should be **disabled access to the city centre and all bar and restaurant premises should be step free.**

Housing, Services and Facilities

- **Actively encourage living and residential accommodation to increase resident population.** Homes above shops, mixed tenure, diverse type and low-cost housing.
- **Increase social housing** in the city centre and create rent controls for private rented accommodation to avoid expensive but poor-quality living conditions. **Without folk living in the city centre there will be no city centre community.**
- To welcome back residents there is a need for **education services, such as schools.** Getting rid of Park Place Primary School was a short-sighted mistake.

Sustainability

- To lead the way towards a more **sustainable** city and **eco-friendly** place to live. **Showcasing** how to cope with demographic, technological and **climate change** challenges; achieved by rebalancing residential, commercial, cultural, educational and tourist space - with a focus on high quality. The Waterfront should play a key role in this.

Safety and Drug Culture

- A central meeting point for Dundee residents where there is no **fear of being harassed by beggars or shocked and frightened by the drug culture.**
- The Wellgate end of town needs to be cleaned up and **the city's drugs capital identity needs to be reformed.**
- The police need to do more to remove the **obvious drug users** outside Boots and Primark. This put people off visiting the city centre.
- Currently venues are spaced out across the city centre, more needs to be done to fill the gaps and better lighting provided.

Connectivity, Transport and Pedestrianisation

- **Increased pedestrian** zones that allow bars, cafes and restaurants to open up onto the streets.
- **Road network around the city centre makes it unwelcoming and unattractive. The core of the city centre is taken in a chokehold by the A991.**
- **Access should be easy and inexpensive with the emphasis on regular, affordable, public transport for all Dundonians, reduced cars, electric cars where necessary, pedestrianisation and increased active travel, e.g. walking and cycling.**
- Night buses to outskirts of the city/nearby towns.
- City centre needs to be **less car dependant.**

	<ul style="list-style-type: none"> • Reduce city centre traffic, particularly the Seagate, and introduce more pedestrianised initiatives like Union Street. • A single travel hub should be implemented where all buses, trains and links to airports should be in one place. High quality, efficient and integrated transport links. • Meet the Transport Hierarchy and remove the unjustified 6 lanes of traffic it takes to cross to reach the V&A. Cycling and walking should be the main mode of transportation.
<p>Question 5. Looking towards 2050, how would you like to describe Dundee city centre to a visitor and what should it be best known for?</p>	<ul style="list-style-type: none"> • <u>Key comments and words:</u> <ul style="list-style-type: none"> ○ attractive, beautiful and vibrant destination ○ open, warm, welcoming and friendly atmosphere ○ diverse, characterful, inspiring, engaging, quirky, cool and memorable ○ confident, inclusive, sociable and multi-cultural ○ an exciting, buzzing and compact hub of activity ○ fun, enjoyable and positive experiences ○ safe, clean and well maintained ○ streets full of people activity and life ○ friendly people, happy to talk and happy to help ○ loved by locals ○ a centre of culture, creativity, innovation, technology, education and artistic enterprise ○ where people live and thrive with a great quality of life ○ a relaxed atmosphere with no hassle on the streets ○ prioritising people and community, with regular community events ○ Opportunities for people to participate without spending money ○ unique and different from other cities, with must see places of interest ○ a successfully transformed and thriving modern city that celebrates its historic and contemporary culture ○ UNESCO City of Design ○ car free and pollution free with clean air ○ 24-hour city ○ cosmopolitan city centre where modern living is integrated with a vibrant hospitality and business industry ○ world renowned, a must visit, best place in Scotland, and somewhere you do not want to miss ○ a hub for outdoor leisure visits and holidays (sailing, walking, cycle touring, skiing holidays, caravan touring etc.) ○ having an atmosphere like other great European destinations (relaxing, street seating and entertainment) ○ great conference scene ○ tourist friendly with lots of information easily available and good signage ○ perfect for a short break

- you need more time to see everything
- great public art, street art and murals
- **family orientated/friendly, with more spaces for children's play and child friendly streets**
- **a wide variety of interests and experiences, with something for everyone:** locals, visitors, families and tourists of all ages and abilities
- celebrated heritage, architecture, art, world class museums, beautiful nature and landscape, and leading in digital/tech
- **sustainable city** - a forward thinking leader in tackling climate change and focused on green jobs
- having a **great variety of indoor and outdoor attractions**, major visitor attractions, and regular, year-round, concerts, events and markets
- a great place to spend time and discover new things, with intrigue around each corner (star gazing)
- a world class cultural, creative and artistic centre
- **vibrant, diverse and friendly cafes, restaurants and pubs (cafes that are open in the evenings)**
- diverse, world class entertainment and venues that can accommodate big bands
- spaces for learning, entertainment and relaxing
- **A thriving evening economy and nightlife**, with lots of events and activities (not just alcohol-based activities)
- a busy shopping destination with a good mix of small to large, local and national retailers
- **supportive of small, independent, local and start-up businesses (friendly business rates)**
- happy residents and students that remain living in the city
- **a great place where people live, with high-quality and affordable homes and a great quality of life**
- a **car free** waterfront city with an **outdoor café/bar culture**
- **Pedestrianised, easily accessible, great transportation links (road, rail and air), easy to walk and cycle to and through, more cycle lanes and cars kept to the outside**
- Scotland's most walkable city
- 20-minute neighbourhood with everything within walking distance and easy to navigate
- a busy, compact and walkable urban centre, with streets and spaces that are well connected
- safe and well-lit car parking with low rates (currently too expensive)

Some notable responses:

- A vibrant city centre, where modern living, working, retail and leisure area accessible together with high-quality cultural attractions and civic spaces.

	<ul style="list-style-type: none"> • A maritime hidden gem with a marina and riverside focus to enhance the city centre. • A small but busy and bustling centre, with outdoor cafes, awnings, outdoor heaters, independent boutique shops, and live street music. • Dundee city centre is a wonderfully individual place with magnificent architecture and thriving foodie and art scene. It is a city of discovery where you will find something to treasure that you won't find anywhere else. • Dundee should exhibit innovative social futures that show how we can live harmony with rural surroundings. We should be focusing on exemplifying respectful relationships with people and places. Not trying to recreate outmoded ideas of the future. • A vibrant place with new and innovative places to go for food or experiences to have with family and friends. A place which is close to nature with less cars. A city centre which is clean and a place to come and have fun! • An environment of beautiful green spaces, gardens, trees, plants and flowers, with a close relationship to nature and the sea/river – spaces that are educational and support health and wellbeing. • Clean, attractive and active streets and spaces, supporting café culture, street performance, music and buskers to create a positive atmosphere. • Since 2023 Dundee is leading the way in the rehab and support of recovering addicts and is now in the top 5 safest places to live in Europe. • A place you can find amazing little, different shops, great places to eat and to hear live music. A place of cultural highlights focussing on the story of our amazing wee city. • A place that embraces its heritage while being fully inclusive and innovative, looking to the future to be a leader in cultural acceptance and tackling climate change. • A place with many activities on throughout the year and a wide range of interests and activities that attract a wide variety of visitors to this cool, vibrant and historic city. • The city that succeeded in reinventing itself to meet the needs of its population. • A Scottish cultural centre, outside the central belt, that's perfect for a short break. • Known as a trail blazer in the use of public realm and space for people to come together. • It should be a green city well before 2050. It should be known as city which embraced a green economy, putting the needs of its people first. It should move away from the fossil fuel industry and support/encourage renewable energy companies to establish in Dundee to offer people jobs in the city.
<p>Question 6. In the short to long-term, what do you think should be done to grow the</p>	<p><i>Note: many of the points submitted in question 6 are a repetition of those raised in the previous questions 4 and 5, e.g. safer, cleaner, more things to do for everyone, more family orientated, more street activity, café culture, more events/activities/concerts/festivals, later</i></p>

city centre's daytime and night time economy?

opening times for non-alcohol establishments, more residents, more pedestrianisation, better public transportation and more active travel infrastructure etc. Therefore, the following bullet points only cover new material.

General Comments

- Fundamental shifts have occurred, the **city centre needs to shrink and become more compact to maximise the impact of its assets**. The future of city centres is touch down offices, flexible offices, boho shops, cafes, museums, social spaces... retail won't recover.
- The city centre is **too thinly spread across too wide an area** and some parts of the city centre should be given over to residential and focus should be on supporting growth in key areas where there is already an eco-system of retailers/pubs/restaurants.
- Stop focussing on retail and more attention spent on community activity, reclaiming unloved spaces and developing a thriving economy based of interaction, as opposed to spending money.
- With the projected loss of up to half of all retail and hospitality uses the city centre needs to find effective and creative ways of using vacant retail and other spaces for use by citizens.

Property Use and Development

- With Debenhams closing, the Overgate could be made into an eating hub like those in other Scottish cities, with a mix of decent and varied chains like Wagamama, Ask Italian, Prezzo etc.
- Transform the Wellgate into an entertainment hub. Cinema, climbing wall, crazy golf (Junkyard golf franchise), mega bowl, jungle kids venue during the day - jungle adults at night with bar afterwards.
- The Gate in Newcastle is a good blueprint for one of our shopping centres. I'd like to see The Wellgate and empty retail units used for entertainment purposes - cinemas, restaurants, casinos, bars and nightclubs are all found in The Gate.
- Centre suffers from not having a theatre with professional touring shows. What would it take to resurrect the Kings? The rep is great but it's not a draw for the general population. Also, a big miss is a multi-screen cinema. We have DCA, but this tends to promote a particular genre.
- Look at change of use of key buildings to enable new business ideas to flourish as the mode of working continues to change. See the recent Demos/ KPMG report on the future of UK towns at <https://assets.kpmg/content/dam/kpmg/uk/pdf/2020/12/the-future-of-towns-demos.pdf>
- Remove alcohol licence limit and introduce relaxation on planning regulations to be quick enough and flexible enough to meet short term trends and demands.
- Incentivise the relocation of businesses based in upper floors throughout the city centre into either purpose-built office space

at waterfront or into ground floor shop fronts; freeing up space for residential redevelopment. This could be managed by a development Trust.

Business and Employment

- **Reduced business rates** and introduce incentives, short/cheap lets for independent, start-up and cultural businesses.
- Dundee City Council should **review their rateable value and introduce new businesses deals** to encourage more local traders, and tackle landlords of empty properties to use it or sell up.
- Financial incentives to attract small business start-ups linked to longer term partial payback, (reduction in private rent).
- DCC should offer opportunities for businesses to pay a percentage of their gross income rather than set charges. This will encourage businesses to take more chances and allow DCC to ensure they are providing all that is required to help grow these businesses.
- Make the cost of taking on a shop/store more affordable especially for local tenants.
- Reduce the costs for stalls at the Farmers Market to encourage more stalls, use Perth as an example.
- Rent empty spaces to pop-ups, give local merchants cheaper/shorter rents, give artists free empty spaces to work in such as the Wellgate.
- Evidence shows that safe and pleasant places, where people walk to and stay longer, are economically more vibrant. <https://www.livingstreets.org.uk/media/3890/pedestrian-pound-2018.pdf> Enabling people to walk, cycle or wheel more for everyday journeys will support the city centre's economy.
- Deliver a BID to allow businesses the opportunity to shape trade.
- Bring in more public sector jobs from outside Dundee.

Leisure, Events, Activities and Attractions

- **Night cafes/social spaces not based on alcohol.** There is no social space provision for those that wish to avoid the drinking culture.
- Provide more support for the city's nightlife. The King's Nightclub, formerly Reading Rooms, was brilliant. You've got a high proportion of students and a large art college, there is the potential for a much greater scene here.
- Continue to invest in what makes Dundee stand-out: digital creativity, design and music. As far as I know there isn't a videogames bar in Dundee yet there is in many other cities. Chiptune gigs, live VJing, live coding, esports tournaments and recording studios could help cultivate new talent.
- Make photographic experiences. Have a BEAUTIFUL carousel (old fashioned like the London Southbank) running in the city square, some GOOD food stalls around it. Have a huge shallow pond, rent out sail boats (like Jardin du Luxembourg in Paris).

	<p>Festive brass bands and choirs, open-air cinema; make people smile!</p> <ul style="list-style-type: none"> • Be wary of 'cafe culture' and alfresco dining. As Nick Crane (BBC Coast) said of Perth: it is not the Mediterranean and has more in common with Baltic capitals. Look to Scandinavia for inspiration rather than hoping for warm, dry weather! • More daytime family activities, less pubs and clubs. • The night-time economy should not be solely based on large pubs selling cheap alcohol, making the centre a no-go area for families after a certain time. More encouragement of families and older age groups to feel safe in the town centre at night. • Designated outdoor space for pop-up food venues, food trucks, and markets. • Introduce a permit for buskers to make it livelier. • Organise the main attractions so that there is a single ticket for all the main attractions. • More activities like the ferris wheel and concerts in Slessor Gardens, farmers markets and craft fayres, closing more of the smaller streets to create pedestrian areas and outdoor covered seating areas, later opening of cafes, public art and games to encourage different types of visitors. • As well as the big-name events there should be smaller and more accessible events. Involve local businesses and charities to promote these events, DMOt as an example. • More seasonal events i.e. food markets with music, design festival. The music scene in general could be given a help, this would generate a real vibe for younger people and attract more professionals. • Make it easier for spaces to get permits for events. • More shows involving local community, youth projects and business. • More emphasis on fostering Dundee's grass-roots i.e. musicians, creatives but also ambition to attract global acts, events, musicians etc. • DCA, V&A, Slessor garden 3rd party managed 'events' are not embedded in the community - there is a disconnect. • Higher grants to tourism businesses and charities to support evening opening. Higher grants to tourism businesses to ensure they remain viable post COVID and Brexit. • Stop development of out of town entertainment and dining. <p><u>People and Space</u></p> <ul style="list-style-type: none"> • Fully or partially covered key streets and spaces, such as City Square and Reform Street. E.g. Milan's Galleria Vittorio Emanuele or a partially covered like streets in Cartagena and Malaga. • Provide proper, dedicated, covered public areas with seating and tables, and for day-time artisan crafts and food/organic produce market at affordable or subsidised rent/rates.
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- Look at successful cities across Europe (suggest Aarhus in Denmark as a good example) to see how they have changed and prospered.
- The street lighting is horrendous at night, it's too dark. New and inventive street and building lighting is required to make it more safe, bright, attractive and exciting.
- Union Street has been a great example of how well pedestrianisation and street cafes and tables can make a street enjoyable to spend time in browsing and enjoying the space. Extend this to other streets in the city centre.

Housing, Services and Facilities

- All long-term vacant retail units should be re-instated as affordable housing or studio spaces for students and creatives.
- Increased residential population and population density by utilising brownfield sites. Long term, change vacant commercial units to residential for sale and owner occupied. There's a big temporary city centre population of students. We need to offer opportunities for people to buy and live in the centre permanently.
- Introduce more services, such as child nurseries

Safety and Drug Culture

- Discourage the administering of drug substitutes to dependent individuals. Remove dispensing licences from city centre retailers. Introduce more innovative rehabilitation programmes.
- There is a need to attract more investment in quality retail, hospitality and cultural offering. Culture of drug addicts, drug dealers, drunken behaviour and undesirables makes it feel unsafe, even in the daytime. More policing is required to stop antisocial behaviour in order to create a safe environment.

Transportation

- The major problem is that public transport times are unreliable in the evening and it doesn't run late enough. Plus, some cafés, restaurants or shops close in the evenings, weekends, and Sundays.
- Temporary removal of the 6 lanes of traffic it takes to cross to reach the V&A. Installation of cycle lanes, monitored to review. Pedestrian priority crossing points. Green areas implemented within the empty space outside the Caird hall and Reform Street.
- Conflicting attitudes towards the LEZ: bring the LEZ in asap to improve the quality of the environment, and abandon the LEZ as it will push visitors away.
- Introduce park and ride.
- A circular tramway to connect main city centre hotels attractions and car parks.
- Encourage 24hour carparking facilities at Lindsay Street carpark and Overgate carpark. Free weekend parking to encourage visitors.

	<ul style="list-style-type: none">• Parking restrictions do not encourage visitors and the rates are too expensive. Parking offer must be more like out of town retail parks.• All car parks free after 6pm and create temporary bus or car parks on the undeveloped waterfront sites.• Shops and businesses need easier van access and customer free parking. It is not possible to carry large goods by bus or bicycle.• City centre should be car free, with connecting green corridors to make it pleasant and easy to walk into the centre; follow the examples of Barcelona and Amsterdam.• Increase accessible for people who don't have cars - people able to walk and cycle can browse and dwell for longer.