



# Could Urban Interventions at Dundee's City Quay increase Tourism?

A Sector Analysis  
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# 01.

## Content

<b>02. List of Figures</b>	4
<b>03. Executive Summary</b>	6
<b>04. Abbreviations</b>	9
<b>05. Introduction</b>	10
<b>06. Methodology</b>	
6.1 Research Aim	12
6.2 Objectives	12
6.3 Primary Research Techniques	12
6.4 Secondary Research Techniques	13
<b>07. Dundee</b>	15
7.1 An Introduction to Dundee	15
7.2 Dundee as a City of Design	16
7.3 Dundee's Tourism	19
7.3.1 Dundee's Tourism Statistics	20
7.4 Dundee's Waterfront Regeneration	23
<b>08. City Quay</b>	29
8.1 History	29
8.2 What it offers?	30
8.3 Existing Plan Proposal	34
<b>09. Design Interventions</b>	
9.1 What is a Design Intervention?	36
9.2 Urban Design Interventions	36
9.3 Placemaking	37
9.4 Local Urban Design Interventions	42
<b>10. Recommendations</b>	49
<b>11. Conclusion</b>	50
<b>12. References</b>	52
<b>13. Appendices.</b>	58

# 02.

## List of Figures

**Figure 1.** Weir, D. (2018) Available at: <https://www.diarmidweirphotography.co.uk/dundee/> [Accessed 10/01/23]

**Figure 2.** Visit Scotland - Insight Department, 2021. [Summary Table] *Insight Department: Dundee and Angus Factsheet 2019*, Dundee: VisitScotland. Available at: <https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/research-papers-2/regional-factsheets/dundee-and-angus-factsheet-2019.pdf> [Accessed 16/11/22]

**Figure 3.** Dundee Map [Illustration]

**Figure 4.** Hutton, G. (2019) [Image] Available at: <https://www.vam.ac.uk/dundee/articles/making-va-dundee-a-photographers-study> [Accessed 10/01/23]

**Figure 5.** Visit Scotland - Insight Department, 2021. [Graph] *Insight Department: Dundee and Angus Factsheet 2019*, Dundee: VisitScotland. Available at: <https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/research-papers-2/regional-factsheets/dundee-and-angus-factsheet-2019.pdf> [Accessed 16/11/22]

**Figure 6.** Dundee Eden Project [Image] Available at: <https://www.edenproject.com/new-edens/eden-project-dundee-uk> [Accessed 12/01/23]

**Figure 7.** City Quay Map [illustration]

**Figure 8.-** Nicoll, C. (2022) City Quay on Film [Personal Image]

**Figure 9.** Nicoll, C. (2022) City Quay on Film, HMS Unicorn [Personal Image]

**Figure 10.** Wild Shore Dundee (2021). [Image] Available at: <https://www.visitdundee.com/things-to-do/attractions/wild-shore/> [Accessed 12/01/23].

**Figure 11.** Author Surname, Author Initial. (Year Published). Title. [Format] Available at: <http://Website URL> [Accessed Date Accessed].

**Figure 12.** Nicoll Russell Studios. (2019). Dundee Marina Reimagined. [Illustration] Available at: <https://www.thecourier.co.uk/fp/news/dundee/924598/architecture-firm-reveals-stunning-impression-of-how-dundee-marina-could-look-under-ambitious-proposals/> [Accessed 14/01/23]

**Figure 13.** Saaby, T. (2010). Running Through. [Image] Available at: <https://www.flickr.com/photos/tsaaby/5253779061/in/photostream/> [Accessed 12/01/23].

**Figure 14.** M.T.G. (2010). The Rope Show. [Image] Available at: <https://www.morethangreen.es/en/the-rope-show-a-playful-urban-installation-made-of-ropes-in-copenhagen/> [Accessed 12/01/23].

**Figure 15.** PPS. (2015). [Image] Available at: <https://www.pps.org/places/montclair-community-street-quilt> [Accessed 13/01/23].

**Figure 16.** Union Street Map [Illustration]

**Figure 18.** UNESCO (2022). [Image] Available at: <https://cityofdesigndundee.com/union-street-community-co-design-project/> [Accessed 11/01/23].

**Figure 17.** Union Street [Illustration]

**Figure 19.** McIntosh, L. (2022). [Image] Available at: <https://cityofdesigndundee.com/union-street-community-co-design-project/> [Accessed 11/01/23].

**Figure 20.** McIntosh, L. (2022). [Image] Available at: <https://cityofdesigndundee.com/union-street-community-co-design-project/> [Accessed 11/01/23].

**Figure 21.** McIntosh, L. (2022). [Image] Available at: <https://cityofdesigndundee.com/union-street-community-co-design-project/> [Accessed 11/01/23].

**Figure 22.** UNESCO (2022). [Image] Available at: <https://cityofdesigndundee.com/union-street-community-co-design-project/> [Accessed 11/01/23].

# 03.

## Executive Summary

### Content / Reasoning

This report examines why tourism is required for a city to thrive and will explore how the use of design interventions would help in the planning of the regeneration of the City Quay and how this, in turn, would boost tourism in Dundee city. With the current climate of city centres dying, this report will investigate the importance of tourism in cities and how design interventions can help bring an influx of people, money, and culture to rejuvenate a city. This report will explore the City Quay in Dundee as a prime location that needs revitalisation and propose certain interventions to give the area a more vital purpose. This report will include the following;

- A site analysis of the City Quay.
- A study of tourism in Dundee.
- A study of Dundee's plans for the waterfront.
- An investigation into urban design interventions with relevant case studies.
- Recommendations of potential interventions to increase tourism to the City Quay area.

### Findings

Discussions with local designers highlighted the need to bring cities back to their former thriving selves. It became clear that redesigning some regions of a city is not about what the designer wants; it's what the city's people want that is most important.

Observations of the designated site established the lack of people's presence and the need for some new activities.

Case Studies proved that previous urban design interventions have benefited their cities. Hence, an understanding that an intervention doesn't have to be costly or profound; it is more about what would best benefit the city's community.

### Conclusion

This report concludes that Dundee's City Quay is an area that holds great value to the city but needs more human presence. Dundee's City Quay, as a prime location, would significantly benefit from the use of urban design interventions placed throughout, helping bring footfall to the area. As a result, the area would not just be seen as a passing point but as an attraction itself, signifying the completion of the waterfront trail.

### Future

Positive reactions to the revitalisation of the City Quay area can be seen through a local-based survey (see appendix 2), suggesting that, as a community, there is a passion behind the idea of a revamp. However, For the implementation of the urban design interventions, further finances, legalisations, design proposals, and support from local councils and communities are essential.



# 04.

## Abbreviations

**Covid-19** - Coronavirus Disease 2019

**DDC** - Dundee City Council

**DTP** - Dundee Tourism Partnership

**NLAE** - Northern Lights Arena Europe

**UCCN** - UNESCO Creative Cities Network

**UK** - United Kingdom

**UNESCO** - United Nations Educational, Scientific and Cultural  
Organization

**UNTWO** - The World Tourism Organisation

The global pandemic, Covid-19, has and is still significantly impacting how society lives. With the increase in remote working and the closure of shops/restaurants, what were once bustling cities are now showing signs of abandonment. The global pandemic has added to the existing decline of city centres already hampered by new technologies. With the implementation of online shopping platforms and readily made services on our home devices, people aren't as willing to go out for the simple things they can achieve from the comfort of their homes. Designers now have the opportunity to think of new ways to bring back the city's liveliness through innovative and inspiring means.

Cities are populated with streams of potential that are derived from their location, history, community, and charm. Cities worldwide thrive off the relationship between the people and their places. Cities with a strong sense of community have gathered for their public spaces, shared resources, and the collective aim for a positive attitude towards the city itself. For a city to thrive and have a strong sense of community, many factors can be beneficial. However, this report will explore how tourism can act as a catalyst for this.

The proposed city that will be investigated in this report is Dundee. The 'City of Discovery' and the UK's only UNESCO City of Design. Dundee is currently going through some significant upgrades. However, some parts of the city are rapidly declining and becoming more desolate as time goes on. Looking specifically at Dundee's City Quay area, located a mere 6-minute walk from Dundee's central waterfront. City Quay saw the introduction of a multi-use complex that adaptively reused the old warehouse sheds and extended onto the marina, which was hoped to be a hotspot for retail and leisure. Today this area seems to be used as a mere passageway. It offers very little in terms of attractions, giving it no purpose to the visitor community. It is felt that there is an opportunity to help it become the city hotspot that

it strives to be by introducing urban design interventions.

The quality of a city's public environment is vital for a strong community. When cities are faced with developments of their existing cultural urban areas, adaptive reuse is critical. Holding onto its heritage is just as important as adapting to new societal needs. Urban Design interventions, a method initially used as a catalyst to incite social change, developed through art-based techniques, can also and more importantly are a method that actively seeks community input in order to find the balance in the old coexisting with the new.

Tourism, as a principal, is an essential interactive service. Tourism and Design go hand in hand. Using creative industries to attract tourists to specific areas has been introduced previously and has proved to gain tremendous traction. Tourism's role is fundamental for a city's success, and there are several benefits that tourism brings to a city. Tourism is said to bring economic, sociocultural and environmental values to its place of desire.

# 06.

## Methodology

### 6.1 Research Aim

This research aims to explore and understand the benefits of tourism in a city and how implementing specific urban design interventions would boost Dundee's Tourism in the City Quay area.

### 6.2 Objectives

- To understand the benefits that tourism has both socially and economically on a city.
- To understand the benefits that current Dundee attractions have brought to the city.
- To learn how existing urban design interventions have successfully brought in tourism and supported local communities.
- To explore and understand the current City Quay area and gain insights into what currently works and doesn't.
- How would the implementation of specific design interventions benefit the foot traffic of Dundee's City Quay?

### 6.3 Primary Research Techniques

#### Interviews (Qualitative)

Interviews, as a qualitative research method, allows for knowledge and insights into how and what current local designers are doing to benefit the city of Dundee. Gary Kennedy (Architect/Interior Designer, lecturer) and Linsey McIntosh (Interior Designer, lecturer) were interviewed due to their most recent collaborative community project in the heart of Dundee's city centre, Union Street. As well as their knowledge and experience being designers based in Dundee.

#### Observation (Quantitative & Qualitative)

Observations around the City Quay over multiple visits helped to provide an insight into the daily foot traffic surrounding the area and how the people/visitors used the current spaces that are situated there.

#### Survey (Quantitative)

A survey was created to gather insights into the public's opinions and preferences for the city. The survey produced quantitative results that provided an understanding of the way Dundee is currently viewed as a city by the people of Dundee. Furthermore, the responses showed a clear desire for the rejuvenation of the city quay as it is a prime location. It also helped to see if the public recognised the potential that the city quay area holds and what the benefits of this report would bring to the potential rejuvenation of the site.

### 6.4 Secondary Research Techniques

#### Literature Review

Various existing articles, reports and academic papers will be read, analysed, and summarised as a literature review. This will help to understand the three main interests of this report - Tourism, Urban Design Interventions and Dundee's City Quay. This information will allow for an in-depth analysis of potential solutions and is also vital for the primary research methods. Case Studies will also be researched to understand the success of other urban design intervention projects, helping validate this report's outcome.





# 07.

## Dundee

### 7.1 An Introduction to Dundee

Situated along the northern shore of the Firth of Tay lies the town of Dundee. As Scotland's 4th largest city and a claim to Scotland's cultural centre. Dundee's growth on the map has been increasing slowly over the last few decades. Previously labelled "Jutepolis", Dundee is known for its Jute, Jam and Journalism industries. For such a small city, Dundee is jam-packed with history. The 'City of Discovery' is defined by innovation. The city has evolved from a once industrial city to a hub of creativity that puts design at its community's forefront. Creative communities and industries can be found bustling throughout the city. Currently, around 3000 people work in Dundee's vast creative sector, producing a gross revenue of £190m annually.

Figure 1. V&A and Discovery

## 7.2 Dundee as a City of Design

### Who is UNESCO?

November 4<sup>th</sup>, 1946, marks the day the UNESCO constitution began. With the happenings of two world wars in less than a generation, UNESCO was formed in response to the belief that nations cannot retain peace based solely on political and economic agreements. UNESCO is an organisation that's primary mission is to establish the conditions of peaceful coexistence between nations—contributing to peace and security through promoting international cooperation in education, sciences, culture, communication, and information. The organisation also encourages sharing knowledge and ideas to help people gain a mutual understanding of each other's lives.

### UNESCO's Creative Cities Network (UCCN)

UNESCO's Design Cities project is part of the UCCN. Beginning in 2004, the UCCN was created to promote cooperation among cities that believe creativity is a strategic factor for sustainable urban development. The UCCN comprises seven creative fields: Crafts and Folk Art, Design, Film, Gastronomy, Literature, Music and Media Arts. With almost 300

cities worldwide making up the UCCN, 43 cities have been given the title of a design city. To be approved as a Design City, there are a certain number of criteria that each municipality must meet.

### What does this mean for Dundee?

By granting Dundee this prestigious title, UNESCO recognises all the design innovations that Dundee has contributed to the world, from inventions to discoveries, adhesive postal stamps to cultural comics and video game icons. Dundee's rich design heritage helps to inspire its designers and strengthen the city's reputation as a hub of artistic and creative excellence. This title acknowledges Dundee's city's potential as a creative hub and design discipline to look to the future and work towards using design to improve the everyday lives of the Dundee community. (Dundee, UNESCO City of Design, 2022)

**“In Dundee, we see design as an integral part of everyday life, as a solution to problems...a great tool to use to improve the lives of people in the city.”** – Poppy, UNESCO City of Design Dundee.



## Tourism preface

Before delving into Dundee's tourism, it is essential to understand the word tourism itself. Tourism is, by dictionary definition, "the business activity connected with providing accommodation, services and entertainments for people who are visiting a place for pleasure" (Oxford Learners Dictionary, 2022). Tourism can be described as people travelling from their known environment to a new place to relax, explore and for other purposes. (UNWTO, 2022)

The importance of tourism has grown exponentially; this is due to the impact and contribution it has on economic growth in the long run. Tourism allows cities to have an economic advance through rich means. It increases the foreign exchange rate, the necessity for new infrastructure and encourages industrial development. These factors create a domino effect, creating jobs and growing income. As the economy increases with its positive results, it leads to the advance in tourist destination status. Putting the place on the map. (Rasool, Maqbool, & Tarique, 2021)

Tourism and the destination's environment have a vital relationship that needs to remain in perfect balance and in mutual support to benefit each other. With the need for tourism to boost economic values has a positive impact on the place's environment. It helps to ensure the protection of local nature and its natural resources. With tourism being a fast-growing industry, it must follow sustainability principles to maintain a long-term positive impact. Implementing certain design strategies that raise awareness of the unique features of a destination helps educate the tourists to respect their surrounding environment. (Green Tumble, 2022)

## 7.3 Dundee's Tourism

Dundee is emerging as one of the most vibrant cities in the country, combining the best of contemporary culture, inspirational modern architecture, and a rich historical heritage. Tourism and all that draws visitors to the city significantly contribute to Dundee. It supports the city's reputation, stimulates new investments, and helps attract and retain talented people. In addition, the tourist economy has an impact on the entire city. Bringing with it new business opportunities and jobs. Dundee's recent accolades, mean the city is now on the radar of travel and tourism media across the globe. As a result, it has been recognised as a new destination, with Visit Scotland now considering Dundee a key tourism priority area.

Dundee Tourism Partnership (DTP) evolved from the Dundee Tourism Action Group, which led the 'Dundee Tourism Strategy 2016-2020 and created the original and ongoing strategy for the city of Dundee, to make it known as one of the best little cities for cultural short breaks. DTP's role is to bring together the wide range of businesses which make up Dundee's tourism sector, including transport and accommodation providers, attractions, retailers,

restaurants, theatres and venues. Meeting regularly, to further develop the strategy as the city and demands change. (D.T.P., 2022)

While Dundee saw this significant increase in tourism, the disruption that COVID-19 had on society led to many economic and social impacts. Dundee's culture and tourism sector faced great difficulties and saw a significant 45% decline in international tourism in 2020 (Martin, 2020). With travel restrictions and social distancing that were put in place due to COVID-19. Dundee was forced to close the door to its crucial tourist hotspots. Not only did COVID-19 impact tourism in the sense of shutting down, but as... it had such an economic impact that local businesses and shops were struggling to reopen. In turn, when the restrictions slowly began to ease, tourists were limited with options regarding shopping or eating.

The hit of the global pandemic meant the focus had turned to a new plan - the Tourism Recovery Plan. The tourism leadership group (DTP) oversaw this plan, ensuring that the city was prepared to quickly strengthen its tourism rates as soon as the restrictions were lifted.



## 7.3.1 Dundee's Tourism Statistics

From Visit Scotland's Insight Department: Dundee and Angus Factsheet - 2019. The annual data shows that there has been a significant increase in tourism from the previous years. By analysing the data, it is suggested that there has been a substantial increase in the volume of overnight tourism to Dundee since 2018, when overnight stays were recorded at their lowest in over a decade. Indicating that great strides have been made towards achieving this vision.

Visit Breakdown	Visits		Nights		Spend	
	2017-19 Average (000s)	% Change 2016-18/2017-19	2017-19 Average (000s)	% Change 2016-18/2017-19	2017-19 Average (000s)	% Change 2016-18/2017-19
Europe	40	-11%	318	+34%	17	+27%
North America	21	0%	80	-54%	11	-9%
Rest of World	14	-7%	192	+17%	11	+13%
<b>Total International Overnight</b>	<b>74</b>	<b>-9%</b>	<b>590</b>	<b>+3%</b>	<b>39</b>	<b>+11%</b>
Scotland	202	+7%	526	+6%	33	+15%
Rest of Great Britain	144	-2%	497	-18%	35	+4%
<b>Total Domestic Overnight</b>	<b>346</b>	<b>+3%</b>	<b>1023</b>	<b>-7%</b>	<b>69</b>	<b>+10%</b>
<b>Total Overnight Tourism</b>	<b>420</b>	<b>+1%</b>	<b>1613</b>	<b>-4%</b>	<b>108</b>	<b>+10%</b>
Total Day Tourism	7553	-4%	N/A	N/A	206	+3%
<b>Grand Total</b>	<b>7973</b>	<b>-4%</b>	<b>1613</b>	<b>-4%</b>	<b>315</b>	<b>+5%</b>

Figure 2. Overall Tourism Summary (Pre-Covid)

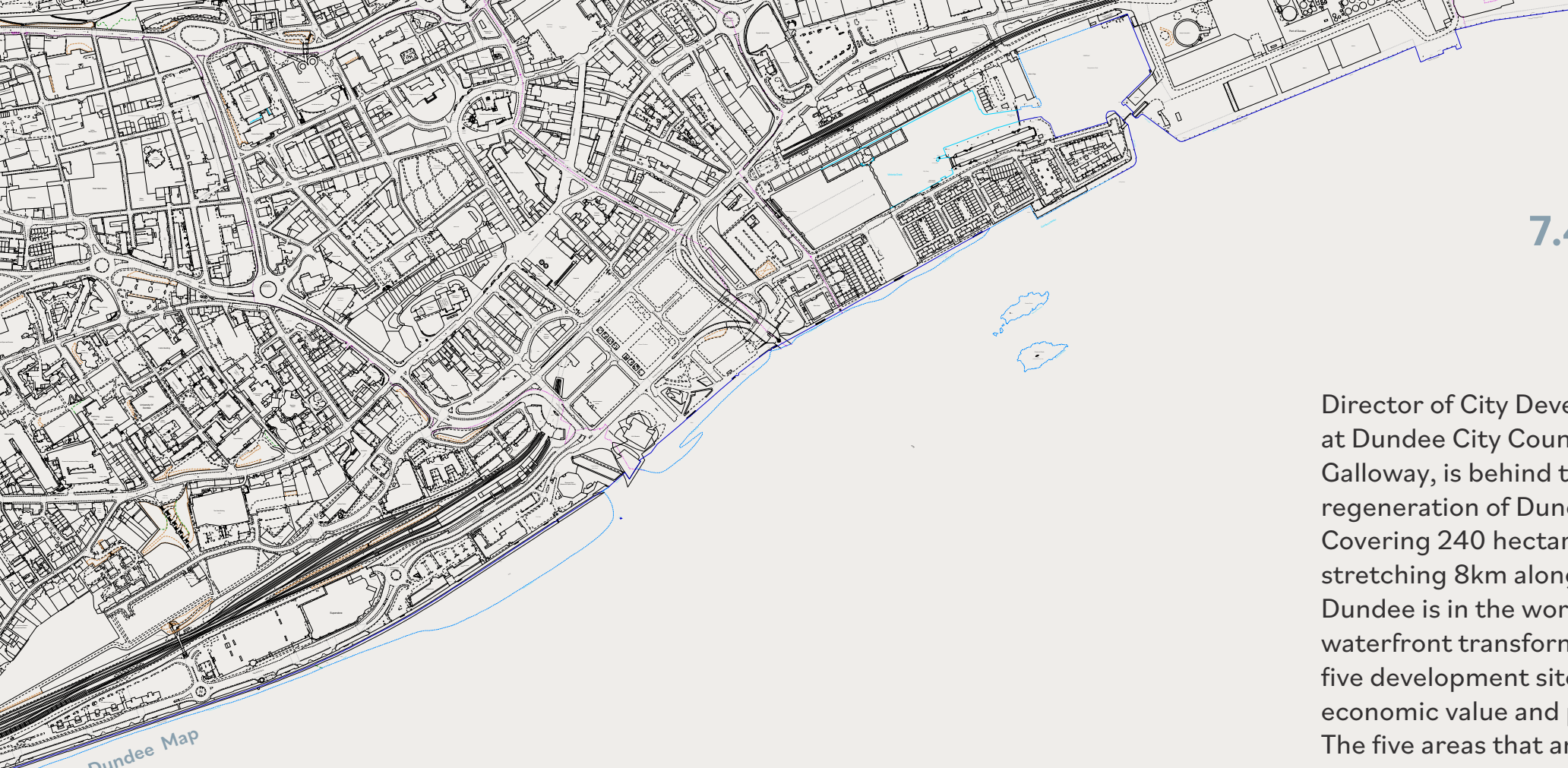


Figure 3. Dundee Map

## 7.4 Dundee's Waterfront Regeneration

A city rich in heritage and culture, Dundee has had to adapt and accommodate to the ever-changing times and the demands of the economy. The city that thrived during Victorian times was an industrial town recognised for its rapid growth in the city's population and layout thanks to the jute trade. However, due to the issue of tariff reform in 1903, Dundee's jute empire began to fall, and they entered a brutal period of sudden deindustrialisation; in turn, the city faced continuous economic decline. (Kolesnik, 2021). With the fall of the jute industry and other industries alike, Dundee

had to look elsewhere to support the city further. The city formerly dominated by the three J's of Jute, Jam and Journalism began to invest in the three 'T's of teaching, tourism and technology. (Di Domenico & Di Domenico, 2007) Although the city may not be as familiar for the three 'T's, it has undoubtedly made strides in those sectors throughout the last few decades. Dundee has always managed to reinvent itself for the better in response to the challenges that these changes brought, with the next stage of reinvention currently in play.

Director of City Development at Dundee City Council, Mike Galloway, is behind the culture-led regeneration of Dundee's Waterfront. Covering 240 hectares, and stretching 8km along the river Tay, Dundee is in the works of a £1.6 billion waterfront transformation. Split into five development sites with particular economic value and property sectors. The five areas that are set to be redeveloped include;

- The Central Waterfront
- City Quay
- Seabraes
- The Port
- Riverside

The project has been active since 2001 and is set to be complete by 2031. The project is halfway through production, and is hoped that once finished the new waterfront will boost the city into worldwide acclaim.

The central waterfront's regeneration is inclusive of the V&A, Urban Beach, Slessor Gardens, E-sports Arena, and potential hotels and offices.

Technology is prominent in the success of game development found in Dundee. The gaming industry is core to the city's tech sector, with many accolades in the educational sector and a boost in tourism due to recent developments. To further progress in the technology sector, Northern Lights Arena Europe (NLAE) have announced that they are developing a world-leading multi-purpose esports arena that will be a part of the Dundee waterfront regeneration. Expected to launch in 2025, the 4000-capacity, multipurpose arena is proposed to include an esports centre and educational facilities. Creating a singular space in Dundee for concerts, conferences, live shows and esports events. During the SEL4 gaming event that took place at Dundee Contemporary Arts, Luc Delaney, director of creative technology at NLAE stated that the arena is set to push the boundaries and become "Europe's first truly digital enabled arena space" (Eighteen, 2021)



## V&A - A Case Study

Dundee's budding popularity and profile as a must-visit city have undeniably been enhanced due to the opening of V&A Dundee in 2018. The heart of Dundee's Waterfront regeneration project. Dundee's Victoria and Albert Museum marks great significance as the first V&A museum outside London and the first ever designated design museum in Scotland. Inspired by the dramatic cliffs just due east of Dundee, Japanese architect Kengo Kuma designed the eye-catching building

that sits proudly on the waterfront, dominating Dundee's skyline.

Within the first year of being open, the museum exceeded expectations. Since opening, the V&A has brought international media coverage, nominations and victories in several prestigious awards and a surge in visitors exploring the city for the first time. In addition, the museum has been a significant new cultural development that has had a substantial economic impact on Dundee and Scotland. Based

Top Ten Visitor Attractions in Dundee and Angus (with Visitor Numbers), 2019

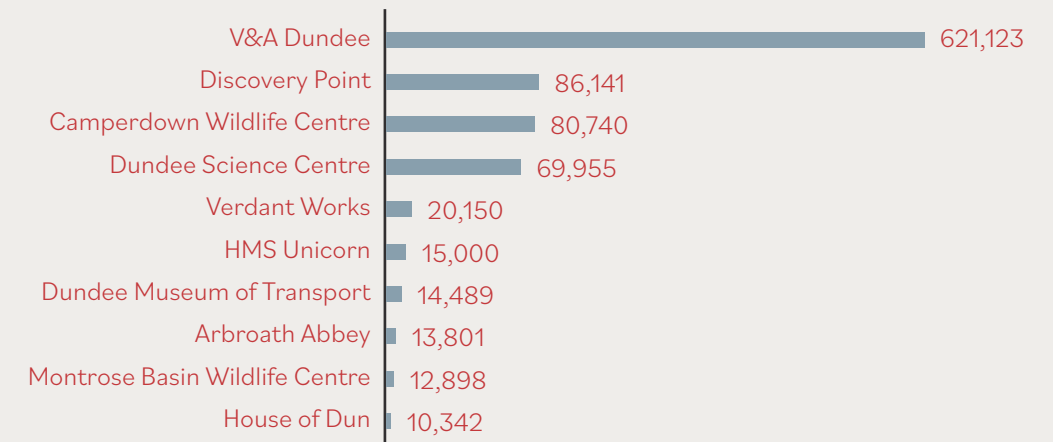


Figure 5. Dundee's Attraction Rates



Figure 4. V&A

on the official economic impact assessment report done for the V&A, it can be seen that V&A Dundee had a £21 million impact on Dundee's economy and a £75 million impact on the overall Scottish economy, exceeding the initial expectations by 110% and 226%. (Weaver, et al., 2020). In response to this study, the Director of V&A Dundee, Philip Long, stated, "It demonstrates the value of investing in world class cultural centres like V&A Dundee to boost tourism and create jobs" (Mitchell, 2020)



## Dundee Eden Project

To further enhance Dundee's cultural heritage and in expansion with the Dundee Waterfront regeneration project, Eden is coming to Scotland. In 2012, the charity announced Eden Project Dundee with its plans to be Scotland's first ecological attraction. (Crook, 2021). Eden is set to take place within the former industrial site that was once Dundee's gasworks. Located on East Dock Street, set back just northeast of the waterfront.

Drawing inspiration from Dundee's rich history, the project plans to incorporate the past of Dundee by playing on the 'Nine Trades of

Dundee' - Formed in the 16<sup>th</sup> century, the 'Nine Trades of Dundee' included Bakers, Bonnetmakers, Cordiners (Shoemakers), Dyers, Glovers, Hammermen (Metal Workers), Fleshers (Butchers), Tailors and Weavers. These trades operated throughout Dundee, producing and providing the shops in the City.

Eden plan to create their own nine new guilds. Said to be; Healers, Growers, Myth-Makers, Navigators, Celebrators, Menders, Re-Sourcerors, Noticers And Alchemists. The charity stated, "it is characterised not by specialisms, like the existing nine trades, but by providing alternative ways of perceiving the world". The attraction is also expected to centre around a series of walled gardens built within the pre-existing brick walls on the former gasworks site.

The charity wants to embrace Dundee's industrial heritage by creating a striking contrast through adaptive means. The area's past will be known, creating a "powerful symbol of regeneration" (Crook, 2021). With the Eden project speculated to be completed and

ready for opening in 2025 (Eden Project, 2022), the transformative project is predicted to bring an influx of tourists to the city, hopefully replicating the success that the original Eden Project brought to Cornwall.

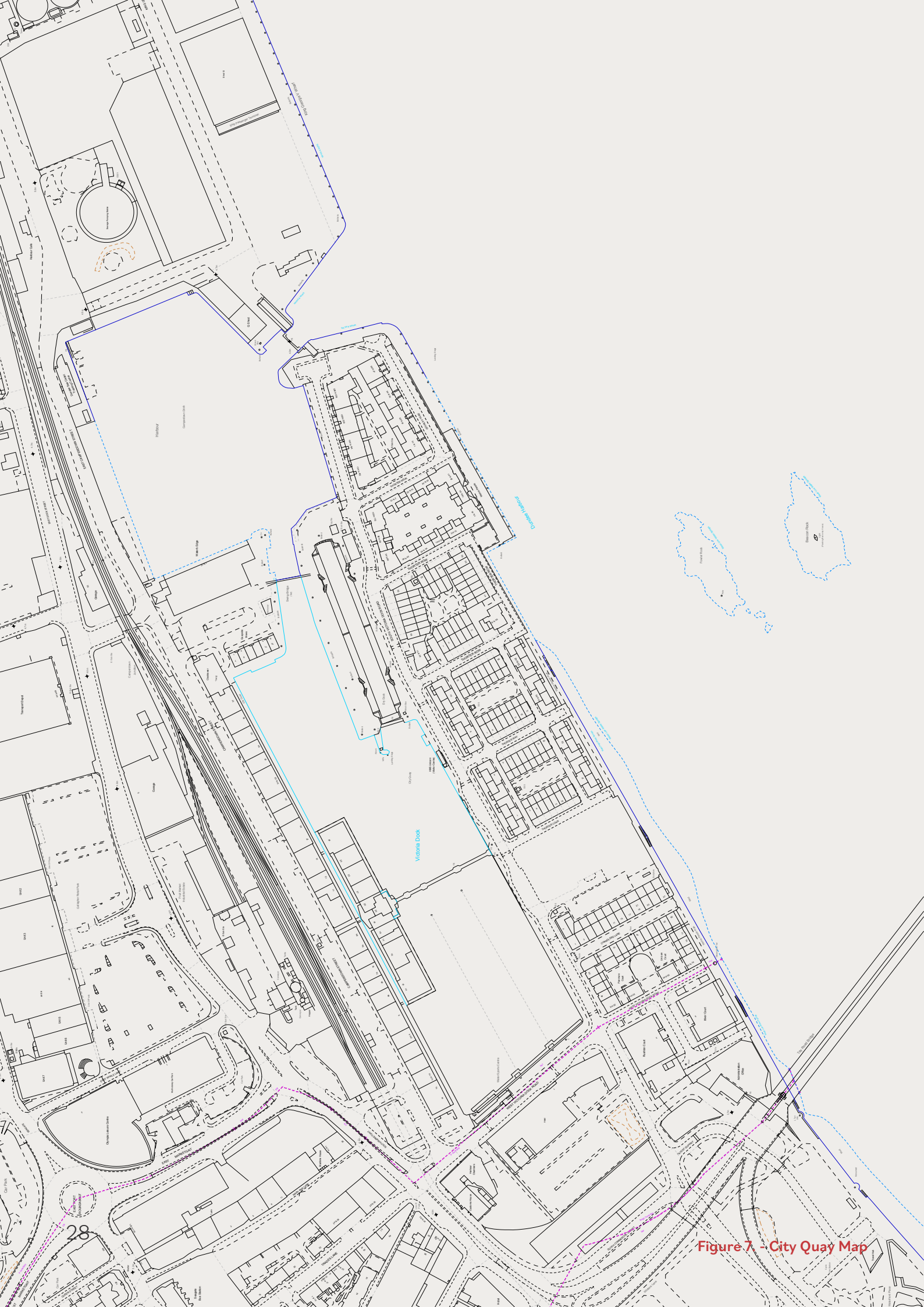
The success of the V&A has significantly boosted Dundee's tourist market. However, the pandemic halted almost all tourist activity. The Dundee Eden project is set to be the first significant change to the city as the world opens up again, giving it a prime opportunity

to bring more success to the tourism sector as people are urging for any excuse to visit new places. Not only will the Dundee Eden Project increase tourism, but it is also expected to create 200 jobs and inject £27 million a year into the local economy whilst also having great educational purposes, giving people the opportunity to embrace ecology and promote an understanding of an environmental future. (Batchelor, 2021)

Figure 6. - Dundee Eden Project







## 8.1 History

Dundee's port is rich in history and played an essential role during the industrial era. By the early 19th century, Dundee was at the centre of three huge industries – jute, whaling and shipbuilding. With its demand for jute, Dundee changed from a trading port to the world centre of the jute industry. With the industry rapidly expanding, improvements to the docks had to be made. Construction of the new docks began in 1833 by Dundee's Harbour Engineer James Leslie to a design by Thomas Telford. To further accommodate the advances in the trade, further dock extensions had to be made, so the construction of Camperdown Dock was completed in 1865, and Victoria Dock completed in 1875. (Miskell & Jenefick, 2000) However, the decline of Dundee's

Industrial era meant that the docks were no longer used to the same extent. In the 1960s the historic port was downsized and infilled to make way for the Tay Road Bridge construction. Initial plans show that the new road bridge was supposed to link directly with the east Kingsway ring road, but these later changed as there was a desire for the bridge to be located near the city's heart, the centre. (Di Domenico & Di Domenico, 2007). This change meant that King William IV and Earl Grey Dock had to be converted into dryland to provide space for the new road system. Leaving just the Victoria and Camperdown Docks as the remaining Dundee port. While the Tay Road Bridge was necessary for the city, its placement caused an apparent graphical separation of the waterfront from the city centre. This, paired with the design of how people accessed the waterfront did not provide user-friendly access for pedestrians coming to and from the city centre. Therefore, the development of the original harbour area did not allow the central waterfront area to meet its full potential or reflect the city's identity.

Figure 7 - City Quay Map



## 8.2 What it offers?

Located slightly east of the central waterfront, based in the former Victoria Docks, lies Dundee's City Quay. The City Quay area plays a crucial role in Dundee's Waterfront. Holding over 12.5 hectares of space, the city quay area comprises leisure, office space, housing, and, of course, the marina.

City Quay went through a £20 million revamp in 2002. This development saw the rejuvenation of the old harbour sheds into a multiuse complex that extended onto the Victoria dock itself. This redesign had hoped to bring footfall to the area with the addition of retail, leisure and hotel development. Its website states, "City Quay promises families a unique blend of shopping and leisure...." (City Quay, 2012)

Today, City Quay offers very little for locals and tourists. The updated shed compound comprises offices, a private gym, a private dental practice, restaurants, The Quay venue, and empty spaces to rent. A survey found that Dundee locals thoughts were;

**"it's very dated and doesn't really have the same feel as the rest of the city."**

**"Great area that's wasted, Cut off from the rest of town"**

**"Nothing to entice you to the area"**



Figure 8. – City Quay





Figure 9. HMS Unicorn



Figure 10. - Wild Shore



Figure 11. North Carr

In addition, the marina is home to the permanent berth of the HM Frigate Unicorn and the former North Carr lightship. Wild Shore Dundee is also situated in the marina.

In terms of tourism, the only few attractions that city quay has to offer are the HM Frigate Unicorn and Wild Shore Dundee;

The HMS Unicorn is the world's most original old ship. Initially built in 1824, the ship is now berthed in Dundee, preserved as a museum, it's one of the city's oldest landmarks and the oldest ship in Scotland. This historic ship saw a total of roughly 15,000 visitors in 2019. (Visit Scotland - Insight Department, 2021).

Opened in August 2017, Wild Shore Dundee, formerly known as Fox Lake, brought about new footfall to the City Quay area. Situated in the City Quay's Victoria Dock, Wild shore attracts roughly 2000 customers per week.

Wild Shore is a water sports facility that offers various activities. Inclusive of Stand Up Paddle Boarding, Cable Wakeboarding, Ringo and an Aqua Park. After being open for only a year, Wild Shore was then able to expand and install Scotland's biggest aqua park. This allowed them to take on

more customer revenue and offer a broader range of activities (Forsyth, 2022). However, whilst Wild Shore has brought some income to the area, it is only open for eight months of the year. Leaving it a monthly limited tourist attraction.



## 8.3 Existing Plan Proposal

As part of the developments in Dundee, Camperdown Dock, located just east of Victoria dock, has been given plans to revitalise the marina, becoming a permanent dock for smaller boats. Independent studies identify that a modern marina in this area that berths up to 400 ships would provide Dundee with a sustainable and viable marina business. It would also allow Dundee to meet the upcoming boating demands. (Scottish Cities Alliance, 2021).

With Dundee City Council committed to providing this, local architecture firm Nicoll Russell Studios revealed their proposal for a future marina. The proposal includes the move of the HMS Unicorn to a dry dock, along with the movement of the North Carr lightship to a more appropriate viewing point. It also consists of the bridge across the dock being restored to complete working order and an abundance of moored berths.

Director of Nicoll Russell Studios, Ric Russell, believes that the city needs to maximise the potential of the attractions of the HMS Unicorn and the north Carr Lightship. With a reimagining, it could help visitors return to the area and would be an excellent completion of the waterfront

‘circuit’. In turn, it would attract potential local restaurants, shops and other businesses to flock to the City Quay area. (Healey, 2019).



Figure 12. Camperdown Dock

# 09.

## Design Interventions

### 9.1 What is a Design Intervention?

Design Interventions are said to be prototypes that provoke action and interpose human behaviour (Hill Smith, 2019). Interventions focus on people's behaviour and how the surrounding environment can support these behaviours. The advantages to applying design interventions are clear: By designing and implementing interventions that promote an understanding of the issue at hand, a sense of community is automatically improved, igniting a sequence that helps others understand the issue and provoke the solutions to improve the issue. (Thomas & Rothman, 1994).

### 9.2 Urban Design Interventions

While Design Interventions explore a plethora of design types, urban design interventions play a crucial role in bringing communities together, turning the city into a better place to live. Every city has needed to adapt and transform to combat the ever-changing world and become more liveable to

society's standards. Urban design interventions are effective for collecting an in-depth understanding of the issue at hand and helping those cities improve.

The best urban design strategies prioritise the people, precisely their purpose and experiences. In an interview with Urbis National Director James Tuma, Tuma states that urban design strategies are crucial in the development of bettering cities. (Mousa, 2017)

“Experiences are the new capital or urban design...the natural attractiveness of innovation and performance as part of the place is seen to be cutting edge and therefore critical to success.”

Case studies were conducted to help understand the benefit of cities when implementing urban design interventions.

### 9.3 Placemaking

Placemaking is a subcategory of urban interventions. Placemaking is a community participation process centred on their needs, desires, and aspirations. It is the transformation of public spaces to strengthen the bond between the community and its city. Placemaking acts as a symbol that the redevelopment of a place surpasses the physical element. Placemaking facilitates the ability of communities of people to reimagine, reinvent and rejuvenate public spaces, in turn strengthening the connection between the people and their city.



## Case Study - 'Rebskoven' - The Rope Forest - A playful urban installation - Copenhagen

The Valby district, located in the south-east of Copenhagen, has remained relatively isolated from the remainder of the city due to many industrial premises and a lack of urbanisation. Located at the old Carlsberg brewery in Copenhagen, this project came to fruition as the former brewery felt like a place that didn't feel inviting. Unfortunately, like Dundee, Valby suffered deindustrialisation, and the factory shut down. The local city council initially took this opportunity as a way to possibly reconnect the adjoining neighbourhoods by opening an urban area that both respected the industrial heritage and was inclusive of city centre characteristics. However, the factory's closure coincided with the economic crisis; therefore, the project never took off. Nevertheless, the factory premises remained open so that people could explore them.

In 2010, the project was re-announced but as temporary installations. The idea is that a series of three adjoining spaces would hold separate interventions that would bring about the reactivation of the sites and attract the Copenhagen community to the city's desolate side. The first intervention saw the transformation of an old bottling plant into a venue for concerts, fairs, fetes, and other activities. At the same time,



Figure 13. Rope Intervention

the second became an area for urban sports to be enjoyed as a player or spectator. The third intervention, located between the two others, housed the installation 'Rebskoven' otherwise known as 'The Rope Forest' (Bravo & Wark, 2012)

Rebskoven is an Installation that utilises the existing roof of the brewery to hang what is known as 'The Rope Forest'. A collection of 3500 ropes of variant sizes were hung from the roof, covering the entire 1000 square metre ceiling, in an attempt to encourage a sense of collaborative play. (M.T.G, 2012).

The density created by the ropes and the effect that the wind played on them offered a poetic sense of nature, contrasting hard with the brutalism that the installation sits. When interacted with, an intimate feel is created whilst also making users 'lose themselves' in the forest. The intervention itself was a success

on a multitude of levels. Rebskoven is a prime example of how an intervention can be placed to spark community-wide conversation about the area it is situated. Whilst also proof that not all urban interventions need to bare strict rules. They can remain open to interpretation by their users on how to experience and use the installation.

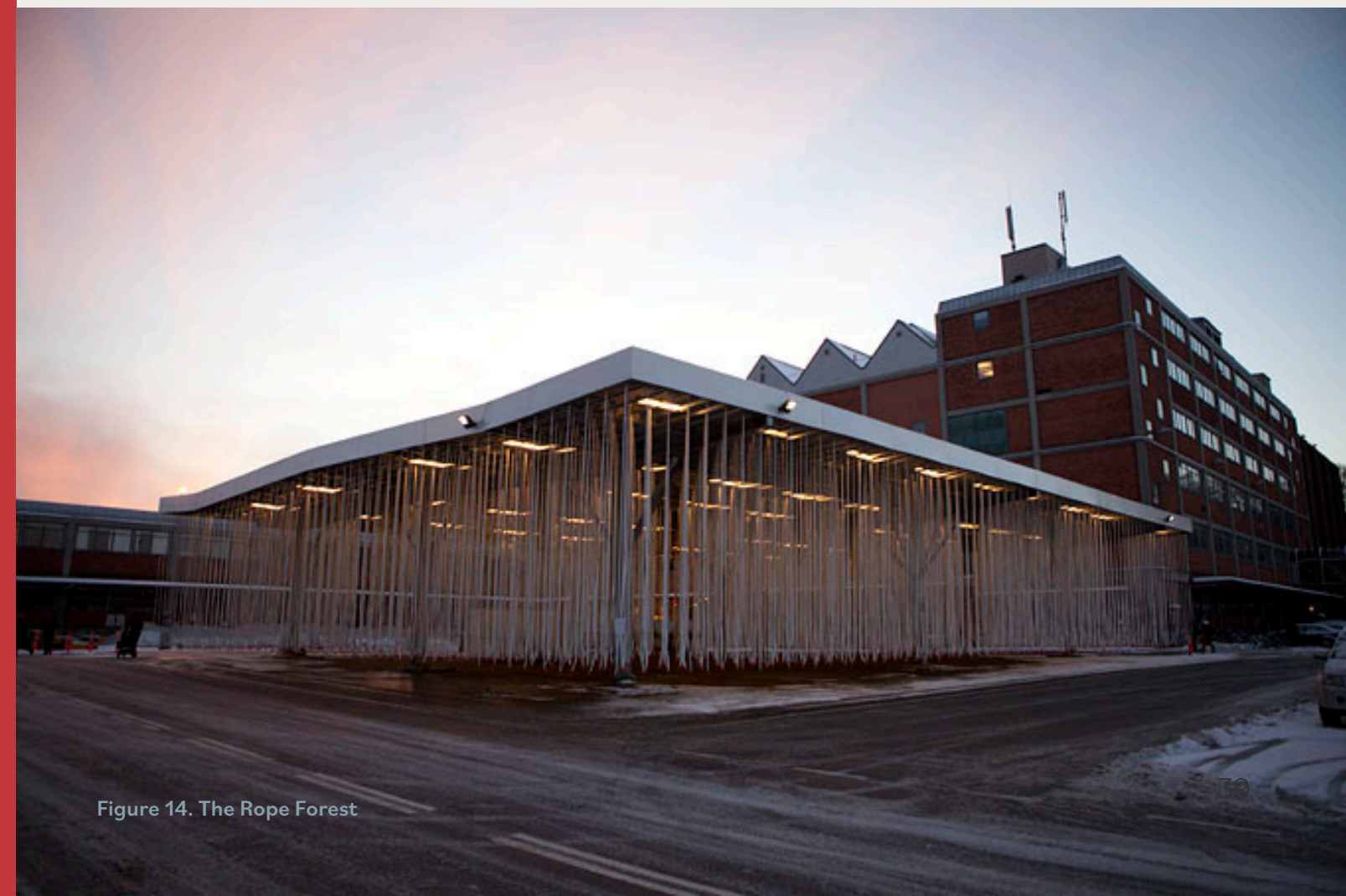


Figure 14. The Rope Forest



## Case Study - Community Street Project - Montclair, New Jersey, USA

Placemaking doesn't always need to be an expensive, confrontational work of art that's 'world-changing'. Often its success is solely community-based. The placemaking project - Monclair Community Street Quilt, is a prime example of this. Concerns over automobile speeds at a frequently crowded intersection adjacent to a school was what started this project.

The town agreed to install a four-way stop at the intersection to increase traffic safety. Except, High schooler Haley Winstead worked alongside local organisations and the township to turn this safety scheme into a much bigger placemaking initiative.

The initial plan to paint a mural onto the intersection, bringing people together to create this new

neighbourhood asset, quickly gained more traction than initially thought. Almost 100 community members showed up on the day to volunteer. Since the completion of the mural, it has had a longer-lasting effect beyond the simple traffic control. It has encouraged and nourished a sense of sociability within the community, a catalyst for a collaborative, social experience that helped strengthen community bonds. The use of bright colours over monochromatic was proof that the mural effectively helped traffic safety as the cars slowed down to take notice of the art. In terms of budget, the project was funded mainly through donations and funding from local businesses and residents. Making it a money-conscious placemaking tool. The township was thankful for this as it allowed them to organise frequent community repaints. Solidifying the community ties over and over again whilst complying with the cost-effectiveness of the intervention.

The whole project, from conception to completion, took four months. The initial idea was proposed in May 2015, and the intersection was painted in August 2015.

The entire project was funded through volunteers and goodwill. Everything from the supplies to expertise to labour was donated by the community. The paint came from local stores, local businesses contributed electricity and water, and a local band played music on scheduled paint day. Non-profits supplied funds and volunteers. (Anon., 2015)

Montclair's bright, colourful mural is proof of a few things. Placemaking can be an inclusive project for everyone of any age. A more expensive intervention isn't always guaranteed that the intervention will be more successful. The mural, to this day, continues to be an anchor for the neighbourhood, providing a safer zone for cyclists and pedestrians whilst allowing the community to admire their work. When the mural fades due to use and sun, the opportunity to bring the community back together and repaint the mural rises, creating with it a tradition of co-creation. With each quilt "square", Montclairs placemaking movement will continue to grow.



Figure 15. Montclair Intersection Intervention



## 9.4 Local Urban Design Interventions

### Case Study - The Union Street Project

Named UNESCO City of Design in 2014, Dundee remains the UK's first and only City of Design. Dundee has been recognised for its rich design history, thriving design community and diverse contribution to all design sectors. (Unknown, 2022). This prestigious title recognises Dundee and all the city has brought to the world. (Unknown, 2022)

UNESCO City of Design Dundee teamed up with Dundee City Council (DCC), Gary Kennedy of KennedyTwaddle Architects and Designer - Linsey McIntosh in a collaborative effort to redesign and pedestrianise Dundee's Union Street. The recent project has been brought about to provide Dundee with a revitalised street co-designed with professional designers and, most importantly, the community of Dundee. This project aimed to provide a safer, enticing, and inclusive place that can be enjoyed by not only the people who live and work on the street but also the broader community of Dundee. (Jarratt, 2022).

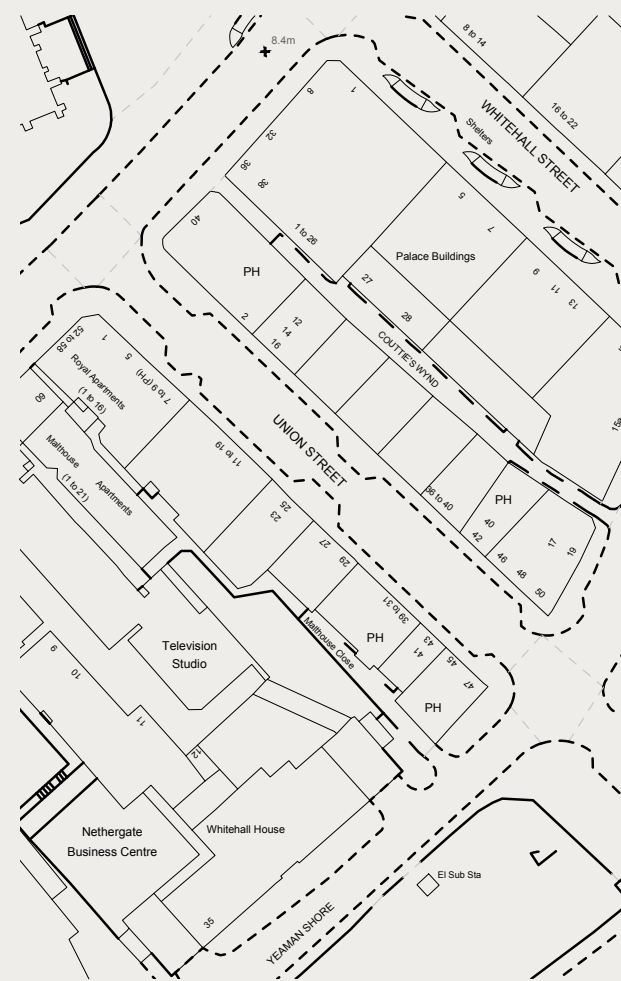


Figure 16. Union Street Map

The designers set out to secure a unit on the street in order to gain the most reputable traction from the public of Dundee. The shop 'Our Street Studio' opened at the beginning of June 2022, allowing the project's next phase to begin. The shop became a co-design studio for the members of the public to interact, reflect and give their opinions on the future of Union Street. (Wallace, 2022) To initially engage the public and capture the attention of local residents, 'Our Street... Cart' was fashioned and taken up and down the street. Within the cart were enjoyable cubes made from ash. Each cube had laser-cut icons symbolising different aspects of the street (Figure). These cubes acted as an invitation to the street studio to provoke user engagement. (Kennedy, 2022)

Inside 'Our Street Studio', three separate design intervention tasks were set up to engage the public differently. Task 1 - 'Think Tanks', Task 2 - 'Community Collage' and Task 3 - 'Streetscape'



Figure 17. Union Street



Figure 18. Invitation Cube



## The Tasks

### 1. Think Tanks



Figure 19. Think Tanks

'Think Tanks' played the role of allowing the people of Dundee to join the co-design team. A polaroid picture was captured and displayed on a wall. The newfound co-designers were then asked to share their biggest aspirations for the street on a thought bubble next to their polaroid picture. This first task broke the ice and symbolised the community codesign aspect of the project, displaying a gallery of faces and union street dreams. (Figure)

### 2. Community Collage



Figure 20. Community Collage

Using an array of inspirational examples of urban design interventions, the co-designers were asked to select those which appealed to them, doodle or take a polaroid of a street location and describe their reasoning behind their choice. Once complete, the images were displayed on the wall in clusters of emerging themes. The purpose of this second task was to invite the co-designers to consider what could inspire the design of Union Street. (Figure)

### 3. Streetscape

The final design intervention was used to help improve Union Street through provided information through a challenge, an opportunity, knowledge, or a story about the

street through a doodle or writing. Each category was to be written/doodled on its respective coloured shape card. Once done, the co-designers placed their piece into a 1:50 scale model of the street at its appropriate location. (Figure)



Figure 21. Streetscape





## Where is the project now?

The Union Street Project plans for the street have been submitted and are awaiting funding. During the interview with Gary Kennedy and Linsey McIntosh, the professional designers in this project, expressed that the desired outcome and hopes for Union Street.

“I imagine it being a really joyful street that’s, that’s well used and well loved and, it’s had the longevity. I guess also pave the way for reinvigorating the city centre and being a model or a template of good. Re-imagining of the high street or city centres that could be adopted not only by other streets in Dundee, but maybe other places around in Scotland or the uk.”

This project is a prime local example of how and why a city would seek to benefit from user-centred design interventions and is a leap in bringing a once-popping city centre back to life.

Figure 22. Our Street Studio

# 10.

## Recommendations

After extensive research into the topic, it is evident that the City Quay area holds great potential to become a hub of activity for locals and tourists. As the Waterfront Regeneration Project grows and becomes more complete, Dundee will receive an influx of tourism.

As discussed throughout the paper, the City Quay area lies directly between the V&A and the upcoming Dundee Eden Project. With tourists flocking to Dundee, overnight stays will increase, and the hotel and restaurant industry will seek an inflow. The completion of the Eden project will undoubtedly see to the addition of foot traffic through the City Quay area and this report signifies that the area is becoming run down with little attractions for tourists.

Tourism has many social benefits, including strengthening communities, preserving local culture and history, and providing social services. These benefits are often

envisioned through the form of art and design. Therefore, in order to gain the most tourist potential it is important that all of these factors are considered in any potential redesign.

The likes of finances, grants, design proposals, and the local council and community support would be essential in introducing urban design interventions to the city quay area. Nevertheless, This report has validated the benefits of introducing urban design interventions to a city. However, the recommendation is to adopt trial placemaking urban interventions throughout the City Quay. These interventions should encourage a community-wide get together and be locally funded. It is important that any initial intervention that is proposed is to be used as an initial conversation starter to understand what it is that locals and tourists really want when it comes to actually revitalising the area. From there, more specific design interventions can be discussed.

# 11.

## Conclusion

To conclude this research, it is evident from the primary research and this report that the introduction of specific design interventions would help the footfall in the City Quay area stay for an extended period. In turn, bringing communities together through these creation of there urban design inventions.

It is clear that the City Quay is a vital part of Dundee's waterfront. With all the new developments around it, it seems obvious that an addition to the potential rejuvenation of Dundee City Quay is key in completing the Dundee's Waterfront trail.

It can be stated that from the research, Dundee's tourism is on the rise due to the Waterfront Regeneration Project and so whilst the revitalisation of the City Quay area may not boost Dundee's overall tourism. It would certainly boost the footfall within the City Quay.

Therefore, it can be concluded that the revitalisation of Dundee's City Quay is crucial in terms of completing that waterfront and also as it is a prime location that is underused. This revitalisation should be implemented through the means of urban design interventions as it is apparent they spark the most success in attraction from both tourists and the local community.



# 12.

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# 13.

## Appendices.

### Appendix 1 - Interview with Gary Kennedy & Linsey McIntosh (21/11/22)

**Interviewer:** Cara Nicoll

**Interviewees:** Gary Kennedy (GK) & Linsey McIntosh (LM)

**Date and Time:** 21/11/22 at 4:30pm

**Conducted in Person**

CN 0:34 - 0:49

Okay. So, what I'm doing for my dissertation is like, um, looking at rejuvenating City Quay through design interventions to benefit Dundee's tourism. Okay.

GK 0:50 - 0:53

That's your dissertation, which is directly linked

Cn 0:53 - 1:21

Yes, which is directly linked to my thesis. Okay. So I just want to ask you guys a few questions on Union Street and then some other questions that might I might find beneficial. I see. Okay. So first off, are you ever, are you guys able to tell me just a summary about what the Union Street Project is, um, and how it sort of came about?

GK 1:22 - 1:31

It came about on this very corridor, um, when we were chasing our tails, probably about this time of year, or it was it during

GK 1:31 - 1:33

Christmas? Yeah, something like that. Yeah.

GK 1:33 - 2:04

And, uh, we were chasing our tails doing her jobs, and then we got this email from Annie Esco just saying, Hey guys, would you be out for, like, co-designing a street? Because they'd already got someone in, um, to do the temporary pedestrianization. And I guess she wanted someone with a bit more experience and co-designing spaces, spaces for places.

GK 2:05 - 2:14

So we, we were like, wow, did you see that email? It's cool. It's, wow, it's, when are we going to, you know, of course we'd love to do it. What was the question?

CN 2:15 - 2:17

How did the project come?

GK 2:20 - 2:33

That's how it came. Uh, I guess it's, it's come about through them seeing Annie who runs esco, you know, seeing jobs that we've done together, the hot chocolate mm-hmm. <affirmative> and, well,

LM 2:34 - 2:35

and a Dundee Community Garden,

GK 2:36 - 3:29

So we got the chance to pitch. I guess the next thing was we had an interview online, um, and we put together a, we showcase of all our design engagement, which I think she does well. She know we've done so much, you know, when it comes from, uh, working with people in spaces they're invested in in some way mm-hmm. <affirmative> and just showing that, that we have the skill set to do the interesting design engagement, to get information for people, but also to see it right through the implementation where it's actually getting built and going through all the different processes of building as working with engineers or working on planning departments or getting a building warrant and just realizing the vision and taking everyone with us that's been involved in the process.

LM 3:30 - 4:07

And I just to I, I guess, recap on what's happened, um, a bit more in details. So a bit of the project that we weren't involved in was the street was Pedestrianized during lockdown. Mm-hmm. <affirmative>, um, I guess in a bid to try and let businesses spill out onto the street a little bit. And part of a bigger picture, trying to remove cars from the city center. And it was a, you know, a temporary measure where it was co-designed with local people and they said they wanted things like planters and, and street art and things like that, which they did.

LM & GK 4:07 - 4:22

Mm-hmm. <affirmative>, but it was only ever expected to be there for a few months, but it was really successful and generally kind of went down well. So they wanted to do something bigger, better, more ambitious mm-hmm. <affirmative> and more permanent, basically. Mm-hmm. <affirmative>, which is why they asked us to come on board.

CN 4:22 - 4:26

Cool. Do you know why they chose Union Street specifically?

LM 4:27 - 4:28

Ooh, originally?

CN4:28 - 4:30

Yea h. Just outta curiosity.

GK 4:33 - 4:38

Well, actually, I, I I'm imagining it's just

GK 4:39 - 4:46

Question. It's one of the main kind of conduits from the station into the heart of the city. Yeah. That's all I

GK 4:46 - 4:53

Can imagine. Well, same because it's so Yeah. Visible as a connecting street, but I don't know the exact, yeah, the

GK 4:54 - 4:58

Exact the real answer to that. Just, that's a sort of a best guess.

CN 5:02 - 5:19

is there anything specifically that intrigued you to the project? Was there ever like a doubt be like, oh, I don't know if we want to do that. Or was it always like a straight In, like a dream job,

GK 5:20 - 5:51

Dream job that's even before this email commemorate? Like, wouldn't it be cool to do something in the city center mm-hmm. <affirmative>, because it's such a, it's dying, really, really dying as our most city centers around the whole of the UK at the moment. And I guess as a designer you can see so many possibilities and potential and different uses and interventions and things like that, and how design could make a difference, especially co-designing and doing it with people.

## Appendix 1 - Interview with Gary Kennedy & Linsey McIntosh (21/11/22)

Interviewer: Cara Nicoll

Interviewees: Gary Kennedy (GK) & Linsey McIntosh (LM)

Date and Time: 21/11/22 at 4:30pm

Conducted in Person

GK 5:51 - 6:26

Because I think, you know, if we were maybe talking about before in Dundee, when there's ever a proposal for something and it kind of gets out into the local press and it goes on social media, it's like instantly people are on it. And quite often it can be quite a negative response. Mm-hmm. <affirmative>. So I think Dundee would really benefit from getting people on board because mm-hmm. <affirmative>, you're inviting, you know, those people to be part of it, the experience, and they're more likely to be on board with it rather than kind of battling all these kind of interesting design ideas.

GK 6:26 - 6:35

And sometimes they're good design ideas, sometimes they're bad design ideas that are floating around. They're not always good, but, um, yeah. I, I guess it's a better way of getting people on board.

GK 6:36 - 6:42

Stronger foundations. Yeah. Yeah. Because it will get shut down in some way when it's in the public realm. It

LM 6:42 - 7:13

Just will doesn't Yeah. It doesn't matter what it is and how someone, somebody, it will, it will never please anyone. So I think the fact, if you've taken the time to engage people and not just go away, you know mm-hmm. <affirmative> as designers by ourselves and make all the decisions. Yeah. It's more, robust is a word we use quite a lot. Yeah. Yes, it can. It's less, less it, it's more protected and less open to scrutiny when you've invited so such a range of people to be part of the process.

LM 7:14 - 7:23

Although you still need you, you need to be, there's still a good element of design required mm-hmm. <affirmative> to put everyone out.

GK 7:23 - 7:25

Oh yeah. Definitely. Definitely,

GK 7:25 - 7:42

Definitely. And hopefully try and address everyone's concerns. And there's a certain, uh, what's the word, uh, diplomacy. Mm-hmm. <affirmative> that has to be invoked to please people.

CN 7:43 - 7:52

Yeah. Are you guys able to tell me a little bit about what you did to include the community and everyone? Like what were the tasks? Uh,

LM 7:58 - 8:30

Well, I guess if you talk through the stages, so we're up here running around like blue or flies, oh, check this site. We've got That's really cool. Wonder if that'll ever happen. Cause a lot of these projects just don't happen. And then it's like, you know, go through the stages. And one of the most important things was to be able to get onto the street by getting that shop. And we were lucky, luckily lucky enough to get the shop. And when that was kind of seeded and signed, you were like, right, you know, what, what are we gonna do then when we're on the street?

LM 8:30 - 9:04

Because how do we have not got the shop, but would've been more remote than people I don't think would've given us as much time. Mm-hmm. <affirmative>. But if you're in there and you're on the street and they can see your part of a community, you know, from opening up in the mornings, hi, you doing got lunch? Oh yeah. Coming in. So they're, they're like, okay, they're serious. You have to earn your stripes, you in your shop stripes. Um, but once we get in

there, it's like, okay, so what's the next step? How are we gonna, you know, we do this every project, this bespoke, how are you gonna get people into the shop, you know, go out and we talked about this.

LM 9:04 - 9:12

Give them out muffins, give them out five pound notes or what, how, how gifts, how are we gonna give them something like come pigeons to bring back

GK 9:12 - 9:14

Like an invitation. Yeah,

LM 9:14 - 9:40

Yeah. Totally an invitation. So what's the idea of a street cart? So we, we repurposed an old, um, student project that, that esque would come by, uh, those three street carts. So we did one up, rebranded it, worked with a graphic designer, talked about themes and laser cut these blocks and made them kind of precious items that people might want.

GK 9:40 - 10:10

And they were called, they were called the building blocks of the projects, sort of the foundations. Mm-hmm. <affirmative> the starting point, if you want all the brand names, <laugh>, <laugh> and the whole, yeah. And just to, sorry to get to the bottom, but like the whole project was called Our Street as well. So we, we, we did brand it as, you know, our, our street. And so everything was like our street cart mm-hmm. <affirmative>. Oh, okay. So our street, our street studio, you know, all that kind of thing. So yeah. So it started with the, our street, our street cart, and the building blocks.

LM 10:10 - 10:50

Just pushing something literally that, that idea of interaction or performance mm-hmm. <affirmative>, I guess is, is us pushing to every shop and every shop is the nature of, of, apart from that one bar, big shop windows. Mm-hmm. <affirmative>. So we're like, and they're like, so we are like, hi, hey, we'd your moon and you know, oh, we'd be going in with the blocks, they'd be coming out. Um, or you just spark up conversations when you're pushing it up and down the street that choose a level of commitment, I hope, I imagine, uh, to be taken seriously in a very, uh, ne humorous way.

GK 10:51 - 11:00

You know, always want to create a soft threshold for people to not feel intimidated by it. All of that. Maybe it works the other way when you see a text push and something like that

GK 11:09 - 11:46

And you know, so it's a, about a banter. And then when we are in that flag, outside the shop is the cart is, some people know where they're mm-hmm. <affirmative> and there was load loads to just snatch chat people stopping the cart. So it worked really good as a kinda an extended threshold, you know, that was really good. Then we, we nicked the bench from your studio and painted a pick pink and put that on the window cell and we'd just sit outside and even then drum up conversation or we would talk about sufficient bench. We're just getting people. So initially it was about making sure people knew we were hooch.

GK 11:47 - 12:06

And then, then once people brought their invitation cubes, back then it was a series of tasks. The first, first one being the icebreaker task of, um, the think tanks. And that was, um, instigated by, we trip up the nine wells, we're seeing these artists doing these tiny paintings and blocks on the wall.

GK 12:06 - 12:38

And it's like, ah, that looks like could be a community, there could be a community of people. It's only about three, isn't it? So we kinda nick that idea and the idea of, of, of Polaroids, we use a lot to, to capture humans. So we're, or we're showing a hit list or a library of everyone that was involved on the wall, so other people could go, oh, right,

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**Conducted in Person**

there's people, it's not just these two. And it's not just us going there. There's four other people. There's fabulous talent and there's 50 other people there. Like you can see them and even in the conversation of, oh, look at that.

GK 12:38 - 12:59

Oh, there's Cara or whoever. Yeah. Um, it's, uh, it's, it's, we use it as a visual crutch to spark up conversation and then conversation. You pull the threads of information from people that, that, that address the task, which was think tank was just like, what, what might the big picture be? You know? Mm-hmm. <affirmative>, this absolute nuni said Lazy River.

GK 13:01 - 13:21

Yeah. But I think it's so, it's like, it is about the dream. Cause it was like getting people to think big, you know, it's not, it's not like a little, you know, corner of the street or, you know, in little new plant, but it's like, it's the whole street. What would, what would the big vision be? Um, yeah. So it's a creative conversation starter.

LM 13:41 - 13:51

Task one. Right. So that was task, that was task one. So you got the thing, so there was the building blocks on the street cart. Mm-hmm. <affirmative>, there's the think tanks, the speech bubble and the Polaroids. The middle task was

LM 13:51 - 13:53

Pedestrianized Pal rooms,

LM 13:53 - 14:27

The streetscape. So the street scape was a one 50 elevational model of the street with a foam base. Mm-hmm. <affirmative>. And so before people were sharing their dreams, this was about information about the street. So we, what did we call it? The street intelligence. We were trying to get the intelligence from all the people who live in the street, work on the street, use the street in different ways. So we had like a series of different colored cards and we wanted people to tell us like the challenges or the problems of the street, um, the opportunities or potential for some good to happen.

LM 14:28 - 14:42

Um, stories or knowledge about the street. So, you know, businesses, some businesses have been there a long time, so they might have some insight or information that we as kind of, I guess just local people and not people who are embedded in the street.

LM 14:42 - 15:15

You know, they might know that over, over us and like also beginnings of our design ideas. So they would write or draw them on these colored shapes and then put, put them on skews and then plug them into the base of the street wear where it is appropriate. And then on the, the final task, which was called, um, the creative collage. So that was about generating ideas for the street. So design ideas, um, and you're working with people who, some will, but some won't think of themselves as being creative people.

LM15:16 - 15:42

And everybody has the potential to be creative. We all know that cuz we've all done it as a child. And you're, I guess when you start to come into adulthood, you're, something shuts down and you go, can't be playful, it can't be creative anymore. So sometimes it's quite hard for people to imagine or where if you say, can you draw that or doodle that or write your design idea, that's, that's quite a challenge for them.

LM 15:43 - 16:13

So we got a big kind of giant moodboard of different street interventions from all around the world and we ask people to select those cards. Um, and tell us why, like, why are you inspired by them? What is it you like about them? Not to say that we're gonna do that in our street cause we wanna do our own thing, but we're, you know, as a designer, you don't design in a bubble. You look at things that already exist, but there was also little cards to, to draw and doodle things, to write things to photograph bits of the street and doodle or right next to it as well. And we map them all on the wall.

LM 16:14 - 16:39

And then Gary and I clustered them as we kind of got to the near the end stages so we could see like where themes were emerging to do with the street. So whether it's to do with green space and planting or, um, you know, social meeting points or, or whatever it might be mm-hmm. <affirmative>. Um, we could see where those kind of bigger desires and ideas, um, were being geared towards, I guess.

CN 16:40 - 16:57

Cool. Thank you. So like, these user engagement tasks that you set out, um, why, I suppose the question I have is why and how do you think it was important towards the design process, but also to the city?

LM 17:00 - 17:31

It's, well, just what we were speaking about before, like it's, it is really, really vital. I think, you know, and especially places like Dundee for the reasons are just kind of set out mm-hmm. <affirmative> to get people of the city on board with it mm-hmm. And buy into it and be invested in it. Um, because you want the design to be more robust and you want it to have longevity. You know, you want it, you don't want it to be there for a couple of years and then take a nose dive because it wasn't successful.

GK 17:31 - 18:01

Yeah. Um, yeah. Uh, and it's about create spending, you know, spending the funding, which we're hopefully going to get on something that people are genuinely going to use and enjoy and benefit from and create better places for people to live and work, which is just, you know, and reinvigorating city centers with, with the people that live there, that live there, work there.

CN 18:06 - 18:17

How did you find working with the community have done the, and the people that I suppose aren't as designed, focused as you guys might be.

GK 18:18 - 18:45

We were used to that. You know, uh, they're used to trying to, uh, distill a stance of confidence in people that don't think they're creative, basically in the back of what Lindsay just said, um, I like that, you know, all the different projects that we do like kind of meeting, um, different types of people, you know, um, Sparky or the better sometimes. Um,

GK 18:46 - 19:20

I think it was generally, you know, most people hope, well there's always, so I think, you know, we had lots of people coming in the shop over a period of time and we did it on a drop in basis. You know, Gary and I normally do sessions that are very like, you know, it's a very particular time, but we'd be like, well, we're here for weeks and we're probably here half of the week and find a time that sits you in, you're passing and come in. So it was very open and accessible to people. And I guess there was people that never came in, wasn't there.

GK 19:20 - 19:35

So we invited people like from local businesses several times and just maybe wasn't for them or they, there is a bit, yeah. There's a very, there is a very small number who are not on board with the street being pedestrianized.

GK 19:35 - 20:11

Okay. Because they feel it's detrimental to their business. Um, or they just were kind of happy letting somebody else take control of it. I think, you know, they're, they're, they're happy to go along with what's ever whatever's happening. So there's people that didn't come in. There's people that came in and they were very enthusiastic and very



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engaged, like really, you know, dropped in maybe a few times, um, and gave a week, what's that few times, few times a week. Yeah. Gave lots of fantastic ideas. Um, so yeah, I guess there's the people who are quite, they don't come in and they're quite happy to let it go ahead.

GK 20:11 - 20:37

There's the people who don't come in because they don't want, you know, they're unhappy with what's happening with the project because of the, um, removal of the cars from the street. And then there's the people that Yeah. Are interested in engaging and want to be part of it. Um, yeah, I was just gonna say something else there, but it's kind of, it'll come back to me, but, sorry, I kind of interrupted you, Gary. Anyway,

LM 20:54 - 21:25

Just being able to read people when they come in. I guess there maybe a skill that maybe, maybe helped to try and get information and try and defend or explain or whatever the tact is. Mm-hmm. <affirmative>, everyone's different in some different ages. And I guess it's just that's what helps when if the tasks are visual mm-hmm. <affirmative> and they're interested in engaging in fun, I think that's hopefully helps get better information.

GK 21:27 - 21:51

And oh, sorry. Well, I was just gonna say, I remember what I was gonna say. You know, there was one, uh, resident on the street who came over and she was kinda looked interested and I said, do you want to come in? And she said, no, you don't want to hear from me because I've got lots of problems to tell you about the street. And I like, no, we absolutely, they do want to hear from you, like, come on in. Mm-hmm. <affirmative>, she thought because,

GK 21:51 - 21:52

Because it was negative.

GK 21:53 - 22:29

Yeah. She thought because she had negative things to say about what currently happens on the street, nothing and nothing to do with the current designs that are there, just what's happening on the street. People hanging about our doorway and things like that. She thought we didn't want to know about that. We're like, no, we do what we absolutely want to know about that because we can help you address that. Mm-hmm. <affirmative> if you're, if you let us know and give us the insight of information. So I guess it's just, yeah, getting people, bringing people round and making sure they understand like what, what it is we're trying to do. And we're not advers hearing the challenges of the street and pretending they're not happening because that wouldn't it be helpful either?

LM 22:29 - 22:33

No, of course not. You need to see from all perspectives. Yeah. Um,

GK 22:33 - 22:36

And she was one, she was the one about the piss.

GK 22:37 - 22:39

Oh yeah. The peeing in the doorway. Yeah.

GK 22:39 - 22:41

So which, which was really helpful.

CN 23:26 - 23:40

<affirmative>. Okay. Uh, so do, do you guys think that speaking to all these people, um, created a new perspective in terms of what the community wants that you didn't originally foresee when you first started the project?

LM 23:43 - 24:15

Um, I think you get more insights into very specific problems. Like we talked about, you know, the people peeing in the doorways that, you know, that you don't know that if you're just passing through the street or popping into a shop, you have to live there and, you know, experience that at coming home at midnight and somebody's in your doorway or smelling it the next morning and just having to put up with things like that. Or people saying there's an abundance of cigarette ends or people coming out the pub, the pub, and then putting them all in the planters and then the people who are doing the planting get really annoyed.

GK 24:15 - 24:46

So like more, I, I guess like the challenges and the problems with the street, like we just, and the sort of the workings of the street from being based on the street and going, oh, they did that at this time of day. And, you know, they've got that habit and they get this dropped off at that time of day. Like you wouldn't know that otherwise. But I think like, sort of the design ideas are, and this sounds, and I don't mean this in a negative way, they're, they're nothing radical. Like they, they're people just want nice spaces, like they want mm-hmm.

GK 24:46 - 24:53

<affirmative> green space, they want places to meet, they want like shelter, you know, it's, it's not like they want a lazy river <laugh>. Well,

GK 24:53 - 24:54

So, you know

GK 24:54 - 25:14

What I mean? So generally it's like, it's all just things to make an enjoyable space. It's, it's, people weren't asking for anything completely outrageous or outlandish. Yeah. Um, but it's, yeah, more the little insights that you wouldn't know otherwise unless you lived or work there. I think that you, you get Yeah. Total Gary.

LM 25:14 - 25:33

Yeah. And so some of them are obvious, like there's really bad street light mm-hmm. <affirmative>, there's only six lights in the street and it's the wind tunnel. So those are things that you can land the orientation, you think. It doesn't get a lot of sunlight, actually. It doesn't do too badly in the sunlight. So there's things that, you know, by

LM 25:34 - 25:34

Being

LM 25:34 - 26:18

On the street, being on the street, but also being in this field where you, you're, you're sensitive to things like that. So you're reading it, you're reading it, you're reading it, but with someone else's got a different head on and they're even it from piss opportunities or mm-hmm. <affirmative> cigarette butts or the whole, uh, politics of the street mm-hmm. <affirmative>, you know, which would be a whole nother drone. Um, if you were, we got to understand the politics of the street in certain shady school guns on, and the legal park and people using it as rat runs and being there for a while, you get to know how it works with the two, uh, winds behind it.

GK 26:18 - 26:43

Mm-hmm. <affirmative> could, could these wind and mals something wind or something like that. So there's, um, instant information and recruit information that you get from being there for six months, which makes the whole project richer. And <laugh> gets those foundations a little bit deeper in the, in the defensible standpoint. Cool. Thank

CN 26:43 - 27:04

Okay. I suppose, uh, final question for the Union Street side of things. And um, if it goes ahead, say it goes ahead, you get the funding for it, um, are you able to just gimme a brief few words on what your, what your hopes that it achieves for Dundee and Dundee's community?

LM 27:05 - 27:53

We can ask answered this bit. It was like, what was it, what do you imagine it being like in 10 years time? And I think I

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said something like, I just imagine it, imagine it being a really joyful street that's, that's well used and well loved and, um, it's had the longevity and, you know, um, it's managed to last the course. And um, I guess also pave the way for rein reinigorating the city center and almost being like a, a model or a template of good, you know, re-imagining of the high street or city centers that could be adopted not only by other streets in Dundee, but maybe other places around in Scotland or the uk.

LM 27:53 - 28:25

So yeah, hopefully we've created a bit of a, a blueprint. I'm sure, I'm sure it's been done before, but, um, co-designing in, in different ways, but maybe not in the particular way that we've done it. But that said, we always do our co-design projects so that they are unique and different for everything, you know, for everyone because it's not a one size fits all. Mm-hmm. <affirmative>, we try and make the whole approach a bit more unique and bespoke depending on who we're working with and where it is. So yeah. But yeah.

LM 28:25 - 28:32

A joyful, joyful, well loved, well used sheet that's full of life, I guess. Mm-hmm.

LM 28:32 - 28:34

<affirmative>. Cool. Gary, do you have an

GK 28:34 - 28:36

Input? Yeah, yeah. Just,

GK 28:37 - 29:07

A catalyst to, to activate a down city center. We shot in the arm for the city center, hopefully Flourishion spread and, and you know, cause it's gr di you know mm-hmm. <affirmative>, but if you haven't any destination, so people go there and pause and just grow things and, you know, rather than just scuttling through, you would hope, hope, hope that other streets like Exchange Street or Castle Street Reform Street

GK 29:09 - 29:26

Yeah. In getting better businesses. Mm-hmm. Once they see that people are there, and there'll be something like Wagamamas <laugh> might come in or, or just, you know, just could we Yeah.

CN 31:56 - 32:14

Okay. Um, I just have a couple more questions, but they're more specific to Dundee. I know that you need to get away, so I'll, I'll be quick. Um, partially do you feel that Dundee is on the rise in terms of a tourist destination? I, it's, it's a very big question.

GK 32:14 - 32:21

Um, I guess it must be with Eden Project. Yeah. But just the, the feeling you get walking around the city centre,

GK 32:22 - 32:23

It's dire.

GK 32:23 - 32:26

Like how can it be? But on paper it

LM 32:26 - 32:32

Is, I think it's a work in progress. Mm-hmm. <affirmative> that, I think that's how to see it because there is amazing things.

LM 32:32 - 32:36

Yeah. They've, yeah. Well they've got the, obviously the development plans for Dundee Waterfront.

GK 32:36 - 32:55

Yeah. There's, there's amazing things happened in Dundee. There are going to be other fantastic things happening, like the Eden Project and it's, it's building on that and it's part of a much, much bigger vision, like a 30 year plan. And we're not there yet. No. So it must be improving. Uh,

GK 32:55 - 32:55

But then you also, if you were a tourist and you came into Dundee and then you were like, oh, I'll go into the vna, I'll go into um, McManus or, you know, but then you go through the city center and then you're like, oh,

GK 33:10 - 33:43

Well the empty shops and mm-hmm. <affirmative>, just the weirdness. It becomes weirder as you go east and it's like not great. That's why the Union Street Project in my mind's so vital, crucial that it actually happens. Mm-hmm. <affirmative> just to get, to spark up a, an just in environment that people are go, whoa, how cool did you see that? And they'll be, it'll change the perception of how the other, how the rest of it's dying. So I guess we're trying to fight that cancer mm-hmm.

GK 33:43 - 33:49

<affirmative>, um, by doing some cool stuff to revitalize it

GK 33:50 - 34:20

But I think there is plans like if you go online that just got released recently about, you know, knocking down the well gate in the killer center, which you've probably seen and there's a big, much bigger vision there. There is, there is a plan mm-hmm. <affirmative>. Um, but then sometimes you're kind of, I don't know, you feel a bit dismayed, don't you, when you can clearly see the city center is dying. Dying. That's, that is the only word to use. It's just dying and Yeah. Like that heart and that's really important.

GK 34:20 - 34:30

But yet they're building something out here that's, and then they're building something out here and it just feels like the investing of the, the money is going into the wrong place or

GK 34:31 - 34:42

<affirmative>. Yeah. Or it just needs to be more inventive as to how, okay, it's not being used for retail, but what can it be used for? How, how can you, who can you bring life back to those spaces?

CN 34:59 - 35:00

What about City Quay

GK 35:16 - 35:25

To be honest, I don't, I don't go there. Um, I know some people go, cuz there's maybe a nice restaurant or two, which you should probably check out. Um, the only time

GK 35:25 - 35:54

You need some key activators like a Mimi shop or a Union Street or whatever you're gonna do for your thesis. I mean, you want to be close to the water. A disconnect on the has with the water cause of that road is weird. But at least down there there's water and building on water for people that enjoy mm-hmm. <affirmative> the water. Yeah. In fact, there's so many placement on that kind of, that can happen unless you're in Discovery Point or the vna mm-hmm.

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GK 35:54 - 36:02

<affirmative>. Well I think, and because that's good for your problem. The only time I really go through there is if not very often, but if I'm out on my bike or something and I'm like cycling

GK 36:08 - 36:47

So, you know, but that's the, that's the, the, the safe kind of cycle route to if you're going towards a ferry, which we walked for the, the Kilt walk and its like this is a terrible walk. Well yeah. And then you, so you go through a city key and then you're like, oh this is like, this is, it's that kind of the only reason I go through there. And then it takes you on this kind of rundown kind of ferry of the dot well you know, rubbery, you know, abandoned area of the docks and yeah, it's better than it was but you're still like walk through this kind of fence area and like that's your walking route or like your cycling route to probably ferry.

GK 36:47 - 37:09

It's not, I don't know. That could be a really amazing kind of connecting sustainable transport route and you know, the Eden project's gonna be right there as well. So I don't know, hopefully with the Eden project coming and more people have been drawn along there, that might be the kinky key. Yeah. Might read like some life there. Mm-hmm.

CN 37:10-37:18

Okay, final question cuz I'm taking up quite a bit of your time. Um, what are your hopes for the city of Dundee in the future? Just keep it brief if you want. Like we're talking 20, 30 years

LM 37:29 - 38:01

Down the line. I think like Dundee's a city of design, so, and we've got the same problems everybody else. We're the city center's dying as you said, we just, and maybe retail. Retail, maybe it's never gonna come back. Maybe it's not, maybe not any time soon. So, and the world is rapidly changing. <laugh>, I think we live in a different world and we're probably gonna have to live in different words, ways where we don't consume so much.

LM 38:01 - 38:42

And I think as a city of design, we could be quite inventive as we as to how we use those empty retail units for much better use. I don't know what, what it is. Whether it's like, I dunno, yoga classes or workshops or creative spaces or little mini museums or it could be so many different things or you know, little drop-in points for young people or something like that. Um, or you can, I don't know, do a pop-up event for, you know, really reasonable amount of money because all you ever hear when people try and do things is the red's extortion it, you know, all that kind of stuff.

LM 38:42 - 38:42

So I guess

LM 38:43 - 39:08

There has to be a change in mindset for from landlords. Yes. Mm-hmm. <affirmative> there to be some radical creative rein reinvention. But it stops with the landlords at the minute putting, you know, I go walk down there with, have a cup of studio in there, have a studio in there, we can do this with the students and then as soon as you try and do something like that, cause I've asked her like, yeah, it's fine. Two round a month, you know, so stuck. It's

GK 39:09 - 39:46

It needs something to happen where it's radically re we branded as a city centre and, and it needs to be, you know, quite edgy. Mm-hmm. <affirmative> as in quite revolutionary. And then that would put on the better on the mob. The good thing about on the is it does have this, uh, reputation of being kind a cookie and we bit quirky and getting these things where it shouldn't. So it's always punching above its weight so it doesn't want to compete with Glasgow and Edinburgh wants to be completely different.

• 39:46 - 39:51

Even Aberdeen, Aberdeen city center isn't, it's, it's fine. It's thriving.

LM 39:52 - 40:21

I think the perhaps, you know, it's doing quite a good job of it is, it's coming, coming back to life. Um, not that it was ever completely dead, but it seems like the spark is, it's mm-hmm. <affirmative>, it's been when, you know, with, you know, vintage clothes shops and record shops and sustainables shops. Yeah. You know, little green lader and fruit and veggie shops and like going back to like in little independent shops that allow you to make better choices about how you live your life, I guess, isn't it? It's like, yeah.

GK 40:21 - 40:39

Yeah. Someone used to pull a plug in Amazon. I use Amazon, but imagine that happened and you have to just be more creative and more local. You know, it's like a, a commune on the, on the commune city, <laugh>,

• 40:55 - 40:59

That's funny. Okay, well thank you very much for that. Pleasure. Yes.



## Appendix 2 - Survey

### Survey - Your opinions on Dundee. Looking specifically into the regeneration of City Quay to boost tourism.

#### 1. Participation Information Sheet

1. I have read and understood the Participant Information Sheet.

Answer Choices	Response Percent	Response Total
1 Yes, I consent.	100.00%	46
2 No, I do not consent.	0.00%	0
	answered	46
	skipped	0

#### 2. Page 2

2. Are you a resident of Dundee and how long have you lived there? If not, do you know Dundee city well?

Answer Choices	Response Percent	Response Total
1 Open-Ended Question	100.00%	46
1 Yes		
2 Lived in Dundee 4 years		
3 Been a resident for 2 years		
4 No, yes		
5 4-5 years		
6 25 years		
7 I am not a resident of Dundee however i know the city well as i visit for uni, shopping and food and drinks etc.		
8 I have live in Monifieth for 24 years, going in to Dundee for work and leisure.		
9 No not a resident .yes i know well		
10 No , yes know well		
11 No, but live close by. Know Dundee well		
12 Yes since 2006		
13 Yes		
14 Not a resident, know it well though		
15 Yes - 23 years		
16 Yes 17 years		
17 Yes, have lived in Dundee for 8 years		

2. Are you a resident of Dundee and how long have you lived there? If not, do you know Dundee city well?

- 18 Lived in Tayport most of my life (40 years)
- 19 Not a resident but know Dundee well
- 20 Lived here for 12 years
- 21 Not a resident, but i do know it well.
- 22 Know it well.
- 23 Live in NE Fife. Work, shop & socialise in Dundee. in Dundee
- 24 Yes
- 25 I live in Fife but know Dundee well
- 26 No a resident but know it well as lived in Dundee many years and only live 20 mins away so there often still
- 27 Yes, very
- 28 I'm a Glaswegian who has lived in Dundee since 1973, so I know the city well.
- 29 No, I live in Tayport, I know Dundee well
- 30 Work in Dundee, live 5 miles away
- 31 Yes, 14 years
- 32 17 years
- 33 No but did for over 40 years
- 34 Lived across the water and worked in dundee
- 35 Yes
- 36 I live across the water but visit Dundee daily
- 37 Yes. 20 years +
- 38 I know dundee well
- 39 Resident - 59 years
- 40 I don't not live in the city but have lived close by for 23 years
- 41 Yes - 50 years
- 42 Resident, 5 years
- 43 Yes 56 years
- 44 I lived in Dundee from 1972 to 1986 and now live in Tayport
- 45 No, Yes very well
- 46 i've lived in dundee for 6 years

answered	46
skipped	0

3. In a few words, what is your personal perception of Dundee?

Answer Choices	Response Percent	Response Total
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## Appendix 2 - Survey

### 3. In a few words, what is your personal perception of Dundee?

1	Open-Ended Question	100.00%	46
1	It is a place that has been let go but can be brought back up to the beautiful city it once was		
2	Up and coming but still got old reputation of being rough		
3	It's a beautiful city surrounded by breathtaking natural beauty and remarkable amounts of history		
4	One of the best atmospheres out of all cities in Scotland, people are very friendly. However has major issues with under funding of public services.		
5	A terrifyingly small, grey and sad excuse for a metropolitan city, in desperate need of a pick-me-up. People are great though :)		
6	Regenerated, up and coming		
7	Dundee is run down and there is nothing to do		
8	Dundee feel very much on the down, with more and more shops closing all the time.		
9	Nice city , a lot of regeneration work been done and looks good		
10	Very nice city		
11	A nice city with good amenities but some areas need improving		
12	grotty, old, dirty		
13	Run down area in Scotland that is experiencing a period of renovation and investment		
14	Bit of a dump		
15	Run down and boring		
16	It's my home town		
17	I think there is a lot of potential in Dundee but it is viewed in a harsh light across Scotland		
18	It is a lot nicer than when I was growing up in the 80s and 90s		
19	A tale of two cities- lots of regeneration but equally a lot of poverty		
20	Friendly, up and coming city		
21	Slowly becoming a more cultural city.		
22	Lacking shops, lots of eating places overall a nice city to visit		
23	The future is looking bright!		
24	Thriving city		
25	Potential to be such a great place but has problems		
26	Regenerated bits at Quay are lovely but makes city centre tired and dirty looking		
27	Great place that has a bad reputation unfortunately		
28	A great place to live, all the facilities of a city but surrounded by a wonderful variety of natural habitats, from cliffs to beaches, forest and hills.		
29	Better than 1990s		
30	Getting better through regeneration although needs better shops		
31	A city on the rise		
32	It's improving but is a bit low on culture& entertainment.		
33	Poverty and unemployment mixed with middle and upper class regeneration		

### 3. In a few words, what is your personal perception of Dundee?

34	Industry town, historic
35	Mixed up, regeneration moves around, nothing sustained high street dying
36	An amazing city with a world of potential. Its definitely changed loads in the last 20 years and mostly for the better. I'm sad though that the council demolished some incredible historic buildings and its disappointing to see so many square office blocks creeping into the beautiful open space at Slessor Gardens
37	City with a lot of deprivation, regeneration looks good, too many people begging and drug addicts wandering the city centre
38	City centre and waterfront is up and coming
39	Brawl!
40	Not the nicest city in Scotland but not the worst
41	It's always re-inventing itself
42	Up and coming city, student centred, arty
43	Waterfront good centre bad
44	Dundee is a lovely city. It has beautiful areas and some really undesirable areas.
45	Great developing city, with underfunded areas
46	creative, upcoming, social, studenty

answered	46
skipped	0

### 4. How often are you in the City Quay area?

Answer Choices	Response Percent	Response Total
1 All the time	8.70%	4
2 1-2 times a week	0.00%	0
3 1-2 times a month	52.17%	24
4 Once a year	41.30%	19
	answered	46
	skipped	0

### 5. If you are in the City Quay area, what reasons are you there for?

Answer Choices	Response Percent	Response Total
1 Leisure	23.91%	11
2 Retail	8.70%	4
3 Food & Drink	71.74%	33



## Appendix 2 - Survey

### 5. If you are in the City Quay area, what reasons are you there for?

4	Exercise		15.22%	7
5	Other (please specify):		17.39%	8
			answered	46
			skipped	0

#### Other (please specify): (8)

- 1 Live there
- 2 Walking though on the coastal path, probably 20 years since I have walked around the units there.
- 3 Dentist
- 4 Dentist
- 5 I cycle through it often in the summer months. Never eat there though
- 6 I tend to pass through it walking or running but have eaten there and enjoyed the watersports
- 7 Usually to walk around with the dog for a noseay
- 8 i live here

### 6. Do you feel that the City Quay would benefit from a rejuvenation and why?

Answer Choices	Response Percent	Response Total
1 Open-Ended Question	100.00%	46
1 Yes, a little TLC can go a long way		
2 Yes bring more people to nicer bit of dundee		
3 The Quay is probably the most modern quarter in dundee but it has incredible amounts of potential regarding sporting and retail tourism therefor a rejuvenation project could be beneficial to further explore these areas		
4 Yes, couldn't even tell you what shops etc that are located there any more apart from a few restaurants. Nothing to entice you to the area and into the businesses that remain.		
5 Yes. I personally just want it to look nicer and have more things to do in this city, as it gets dull quickly.		
6 Yes becoming slightly tired		
7 More places to visit and somewhere new rather than just the perth road or centre		
8 Yes, from what little a have seen there are very few shops or leisure outlets to spend more then 30 minutues there.		
9 Yes it's a bit run down now		
10 Yes		
11 Yes, it would be nice for the area to offer a wider variety of things to do		
12 Yes it could do with a bit updating and refurbishing		
13 Yes, to make the area more inviting and draw more people into the area		

### 6. Do you feel that the City Quay would benefit from a rejuvenation and why?

- 14 Yes, nice space with good potential
- 15 Yes - has potential to be very nice given the area
- 16 Yes would be great to visit
- 17 I think it could be freshened up as areas do look tired or have graffiti
- 18 City key would be an ideal place for bars/ restaurants or start up small shops. It seems very empty not much reason to go
- 19 Yes, lots of empty lots and nice environment but definitely outdated!
- 20 I feel feel that the area itself looks good, perhaps a few more shops would be nice.
- 21 Yes as it's very dated and doesn't really have the same feel as the rest of the city.
- 22 Lack of shops
- 23 Would be in keeping with the rest of the waterfront.
- 24 It is a beautiful area with lots happening, but the actual docks could be rejuvenated with bars utilising the lovely views, music venuesq
- 25 Yes, was there recently and it seemed a bit run down
- 26 Yes absolutely so it can shine next to its neighbouring area
- 27 Yes, perfect place to enjoy so much if it was worth going to
- 28 Yes, could do with a retail outlet such as a convenience store to service the growing residential population in that area.
- 29 City Quay is cut off from the City Centre, private car parking charges keep people away. Restrictions on future housing should be must, the future development of the Eden Project must be a concern.
- 30 It's falling behind the reguvenation of the waterfront area although the addition of foxlake is giving people another reason to visit
- 31 I remember as a student that City Quay was new and shiny...but disconnected from the city. Now, it's much closer, thanks largely to the Waterfront project.
- 32 Yes - needs to be marketed! A hidden gem
- 33 I think other areas need more urgent attention
- 34 Yes. Make more of a life out of the area
- 35 Yes, lots of blank sites not a hood look
- 36 Yes it could be a prime spot for nice bars and restaurants
- 37 Yes , it's looking old and tired. The Apex needs tidying up.
- 38 Yes, more restaurants and drink options
- 39 Yes. Great area that's wasted. But cut off from the rest of town however waterfront development could help that
- 40 Yes because there is no reason to go there as is
- 41 Yes
- 42 Yes, lovely part of the city, needs more to attract more footfall
- 43 City quay area ok
- 44 Yes, it's half empty and must be a huge disappointment to tourists visiting the V and A

## Appendix 2 - Survey

### 6. Do you feel that the City Quay would benefit from a rejuvenation and why?

answered	46
skipped	0

### 7. In terms of boosting tourism, what do you feel Dundee has to offer?

Answer Choices	Response Percent	Response Total
1   Open-Ended Question	100.00%	46
1 Creative and a lot of culture		
2 Nothing except the V&A		
3 Dundee has incredible potential regarding natural tourism as well as historical background both naval, industrial revolution and early Scottish history related but in conjunction with the night life potential due to decreasing real estate value in hospitality venues that could be further developed to propel this aspect. Furthermore aspects such as retail and sporting tourism could separate Dundee from other areas of the UK, which could be further explored due to the decrease market value of the retail venues and the history behind our football clubs, as well as naval tradition.		
4 There are plenty of hotels and more being built, but feel like there aren't that many attractions to draw people in, if there were more venues and attractions brought into the city this would possibly attract people to visit more and for longer		
5 What makes me want to visit other cities is usually either because of fun activities like paintball, go-kart, historical/science/art museums, or big shopping centres. So if Dundee could bring more of that, that'd be great for attracting trigger-happy nerds like me, that like to spend a lot of money on food & clothes.		
6 Lots of new attractions		
7 Very little, the only thing is the front and V&A		
8 The McManus, Verdant Work and Discovery Centre are all good, the V&Q is less than a half days visit. I would like to see a good science museum, the current Science Centre is aimed at the 3-12 age group. Dundee has a pathology and archology specialist at the University, plus there are all the computer games companies. There is a lot from these that could go into a science museum.		
9 History museums, good hotels and restaurants		
10 Quite a lot, restaurants hotels culture history etc		
11 Good selection of hotels, restaurants, venues and museums, with lots to do in surrounding area as well.		
12 V&A, lots of parks, the law is nice, the Uni is good		
13 V&A and Dundee waterfront		
14 V&A. Good transport connections. The Tay		
15 Na		
16 Museums historic venues nice hotels rail link		
17 I think Dundee has vast potential and with the Eden Project coming to Dundee I think this will offer more - however, I think more is done to market the offering and to overcome the view of Dundee to others in Scotland		
18 History, art/ culture and live music		

### 7. In terms of boosting tourism, what do you feel Dundee has to offer?

- |    |  |
|----|--|
| 19 | There are things for tourists to do and see, however I don't think there is enough for people to specifically travel to Dundee for tourism   |
| 20 | I feel there are lots of attractions for all ages!   |
| 21 | The museums are good but other than there isn't really anything anymore which is a shame.  |
| 22 | More shops   |
| 23 | Great base with links to rest of Scotland  |
| 24 | V and A, Discovery, Unicorn, good shopping facilities, Verdant Works, McManus Galleries  |
| 25 | Many tourist attractions, great food/drink options etc   |
| 26 | Multicultural but more needs done in terms of looks and cleanliness  |
| 27 | Not a lot  |
| 28 | We have cultural attractions such as theatre, art venues and live music, a magnificent riverside setting and superb natural history habitats within easy reach.  |
| 29 | Dundee has a great townscape, unfortunately lost the overrate in the 70s, the museums in Dundee need to be celebrated more. The city has the river Tay on its door step. Could be used so much better, tours of the Tay, up and down the river, River Taxi Bus from file to Dundee up and down the river, take cars out of the city more, encourage daily commuter to leave the car. The bridge access is used daily for free parking. Currently Museums, Golf oh and the pubs |
| 30 | V&A, the new waterfront area, the concerts in summer have all improved things  |
| 31 | It's totally different to the city centre that was here 10 years + ago, so come back and see the changes!  |
| 32 | It's compact. Broughty beach is a big draw...as is the Discovery   |
| 33 | It's only surface deep, the town centre is falling   |
| 34 | History, art, architecture   |
| 35 | V and a discovery a few nice bars  |
| 36 | A stunning waterfront, art, history, some fantastic bars and restaurants   |
| 37 | V & A  |
| 38 | More sight seeing and history  |
| 39 | Museums, food  |
| 40 | Not much, there is not much reason to visit Dundee   |
| 41 | Great walks and museums  |
| 42 | Friendly people, small centre(not much walking), Dundee heritage sights, good food, V&A, DCA   |
| 43 | Discover and V and A   |
| 44 | Dundee doesn't do enough to advertise other beautiful parts of the city, other than The V and A. The McManus in Dundee, Verdant Works, Camperdown, Discovery, Unicorn, Dudhope Park, there are loads of lovely places to go. In terms of consumerism, we let ourselves down badly.   |
| 45 | Dundee has more tourist attractions now than it did a few years ago but still not a lot.   |
| 46 | v&a, urban beach, slessor gardens which is used for different things like the winter markets and summer concerts   |

answered 46



## Appendix 2 - Survey

### 7. In terms of boosting tourism, what do you feel Dundee has to offer?

skipped 0

### 8. Do you have any other input on the City Quay?

Answer Choices	Response Percent	Response Total
1 Open-Ended Question	100.00%	32
1 No		
2 Any rejuvenation project should honour the natural beauty of the Quay area as well as the naval and industrial tradition reflected on the architecture		
3 Apart from housing it only has a few places to visit for food along with the outdoor pool obstacle course, it would be good to revamp and give people more options instead of travelling out with Dundee		
4 Is it a difficult area to access via car, public transport and foot, is this lack of signage? Just driving passed it is not easy to see what is there and how access the site.		
5 No		
6 No		
7 No		
8 no		
9 Would like to see lightship and unicorn more prominent and looking more cared for		
10 I think more could be done to offer different experiences in the Quay and to fill the empty units faster		
11 Parking can be difficult with awkward and tight spaces		
12 The parking is expensive, I feel the first hour should perhaps be free, especially for going for appointments or if you are going for a meal you don't want to pay for parking		
13 It has the potential to be a main attraction of Dundee but is falling short at the moment.		
14 Looking forward to the cruise ships.		
15 No		
16 Free parking or extend free parking to more than an hour more boutiques cafes etc		
17 As said before the setting could be amazing if the right amenities were there		
18 A fascinating place to explore on foot. Great river views, the oldest floating warship in the UK (Unicorn), plus seabirds.		
19 The state of HMS Unicorn is very sad,. River taxis from the City Quay to Broughty Ferry, Tayport, Newport, The Gauldry, Invergowrie and back to Dundee would keep a lot of traffic off the road. Smaller scale than Brisbane Australia. And London. Think they call them River Cats		
20 It's a shame the Chinese Harbour buffet closed		
21 It would benefit from leisure and cultural spaces, but parking is still terrible!		
22 Just that I don't think me or many others are totally aware of what is there!		
23 A band aid		
24 No		

### 8. Do you have any other input on the City Quay?

25	Would be good if Dundee folk supported the area, local band dates small gigs, use local talent to develop events
26	No
27	City quays problem was it wasn't allowed to be retail initially . And was only set up as factory outlet so as not to infringe on other retail areas! The food outlets were added later and that's helped the area!
28	No
29	No
30	It needs covered in. I remember shopping there in the 80s and it was freezing
31	Keep dominos open.
32	with the upcoming eden project i think the foot traffic will increase however i do believe the city quay is lacking in fun stuff to do

answered 32

skipped 14

**DM2001 Design Enterprise 2 dissertation project validation**

**Invitation**

My name is Cara Nicoll, a final year Interior and Environmental Design student at Duncan of Jordanstone College of Art& Design, University of Dundee. Design Enterprise dissertation projects aim to investigate real-world problems and/or business opportunities and use design methods and skills to propose innovative solutions and/or new business propositions. Based on my research topic: Could Urban Interventions at Dundee's City Quay increase Tourism? I would like to invite you to review my initial output and provide your comments and suggestions to help me refine the sector analysis and the recommendation of certain urban design interventions to boost tourism in the City Quay area from a professional designer that has experience in using design interventions to benefit a city's perspective to better fit the project contribution to the real-world situation.

**Research aim and key research questions**

**Research Aim**

This research aims to explore and understand the benefits of tourism in a city and how implementing specific urban design interventions would boost Dundee's Tourism in the City Quay area.

**Objectives**

To understand the benefits that tourism has both socially and economically on a city.

To learn how existing urban design interventions have successfully brought in tourism and supported local communities.

To explore and understand the current City Quay area and gain insights into what currently works and doesn't.

How would the implementation of specific design interventions benefit the foot traffic of Dundee's City Quay?

**Research methods**

The main incentive for this project is to study Dundee's tourism and the observation of the lack of footfall currently in the City Quay area. In response, recommendations for certain design interventions to help attract people to the area.

**Key findings and initial output:**

The findings suggest that the City Quay is vital to Dundee's waterfront. With all the new developments around it, it seems clear that an addition to the potential rejuvenation of Dundee City Quay would significantly help bring footfall to the area, signifying the completion of the waterfront trail.

Using urban design interventions would help as a potential kickstart for a more permanent rejuvenation. It is important to let the design of these interventions be inclusive of the community's thoughts as to gain the most success when redesigning regions of a city is not about what the designer wants; it's what the city's people want that is most important.

**Reviewer's feedback**

- Are the key findings and initial output addressing the research aim and key research questions?

In my opinion the proposal to implement key urban design interventions as a stimulus to re-energise the city quay area would have a massive positive benefit for the city as a whole.

- What are the merits of the project output?

Currently the city centre is in a state of massive decline and Dundee really needs a radical creative rethink when it comes to providing a reason for people to invest their time living in or visiting the city. The merits of the project output not only address establishing a desirable spatial outcome but seek to provide a platform for the continued consideration of what might be implemented through thorough design engagement with the community that will live, work and play there.

- Could you please comment on improvements and give suggestion on further development or considerations?

I would suggest that identifying the potential of a stronger human connection to 'water' is an opportunity to build on. Focus on the positive impact that the Eden Project will have on the site. 'Water' is essential for the Eden Project to survive and we have a well established positive relationship to water and its regenerative effect when it comes to urban design – Ports are established for trade that in turn develop into cities. Cite examples the world over e.g London, Venice, New York . A very strong theme that should drive this project.

Reviewer sign:

Gary Kennedy

date: 21.11.22



