Southampton City Strategy 2015-25

Southampton – City of opportunity where everyone thrives
Our goal: Prosperity for all

We want to build on Southampton’s unique sea city location with exceptional transport links, its strong position nationally for economic growth, excellent reputation for teaching and learning, strong business community, good regional specialist hospital, varied retail offer and night time economy, vibrant voluntary and student communities with rich diversity and cultural mix.

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<th>Focus</th>
<th>Economic growth with social responsibility</th>
<th>Skills and employment</th>
<th>Healthier and safer communities</th>
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<td>Ambitious inward investment across all sectors</td>
<td>Raising aspirations by promoting inspirational role models</td>
<td>Keeping people healthy</td>
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<td>Maximising Southampton's port status and waterfront potential</td>
<td>Closing the gap for local people</td>
<td>Protecting vulnerable people</td>
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<td>Strong city centre Business Improvement District</td>
<td>Linking education and business</td>
<td>Reducing the negative impact of alcohol and drugs</td>
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<td>Outcomes</td>
<td>Strong local economy with a diverse range of businesses</td>
<td>Connecting innovation, entrepreneurs and workforce skills</td>
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<td>Southampton is known as a must visit green waterfront destination</td>
<td>Improved match between local skills and business needs</td>
<td>Improving wellbeing and people staying healthy for longer</td>
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<td>Dynamic and value added business investment</td>
<td>Increased quality employment opportunities for local people</td>
<td>People of all ages are safer and feel secure</td>
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<td>Good transport infrastructure</td>
<td>All residents have access to good quality learning opportunities</td>
<td>People experience less social isolation</td>
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<td>Measures</td>
<td>Number of active enterprises</td>
<td>Employment rate / jobs per head of population</td>
<td>Babies, children and young people have a better start in life</td>
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<td>Gross Value Added</td>
<td>Number of apprenticeship starts</td>
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<td>Number of jobs</td>
<td>Results for Science, Technology, Engineering and Maths</td>
<td>Youth reoffending and crime rates</td>
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<td>Number of visitors to the city</td>
<td>Achievement indicators</td>
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<td>Number of dwellings and amount of commercial floorspace completed on major waterfront development sites</td>
<td>Retention of skills in the city / adult literacy and numeracy</td>
<td>Resident perceptions of safety</td>
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Our cross-cutting themes

- **Fostering city pride and community capacity**
  - Increasing community cohesion
  - Increasing satisfaction with Southampton as a place to live
  - Increasing volunteering in the City
  - Increasing the number of people who want to get involved and influence decision making in the City

- **Delivering whole place thinking and innovation**
  - Working together to pool budgets to deliver seamless services
  - Building on the City’s research and development expertise to encourage and promote innovation in all aspects of city life

- **Improving mental health**
  - Supporting people with mental health issues to gain and stay in employment
  - Working together to support and signpost people into appropriate mental health services as early as possible

- **Tackling poverty and inequality**
  - Increasing jobs and pay for residents
  - Reducing child poverty
Why did we choose these priorities?

City profile

UK's most improved city between 2012 and 2013
2nd best English city for good growth
Southampton has a resident population of 239,400 and 40,000 students
7 million day visits a year
£3 billion investment in the City Centre Master Plan, estimated to bring 7,000 jobs by 2026
Europe's busiest cruise port with over 1.6 million passengers per year
14th ranked city centre and 19th in the top shopping destinations
Two universities with national ranking and UHS Specialist Acute Teaching Hospital within the top 20 in England

Challenges

Levels of qualifications and achievements at school and college need further improvement to equip young people with skills for future jobs
Wages are below the regional average
Southampton is the most deprived area in the south east for older people living in poverty with above average levels of child poverty
Significant increase in demand for specialist safeguarding services for vulnerable children, young people and families
Although crime is falling the comparable position for all crime is 6th out of 9 core cities
Southampton has high levels of alcohol related crime and ill health
High levels of domestic violence and abuse
Poorer outcomes for care leavers in education and housing
Reoffending rates particularly for young people

Feedback from residents*

82% of residents are satisfied with their local area as a place to live
Increasing jobs and employment, as well as reducing crime and antisocial behaviour, were among the top priorities identified
63% of residents feel safe in their local area at night - compared to 93% during the day
63% of residents feel a strong sense of belonging to their local area, compared to the national average of 78%
One third of respondents believe they have either little or no influence over the decisions on healthcare
39% of residents have taken part in voluntary activity in the last year

Regional aspirations

Promoting the area as the UK's leading growth hub for advanced manufacturing, marine and aerospace both at home and, more importantly, in the global marketplace
Ensuring people have the right skills to access employment and support our growing sectors.
Increasing and accelerating the number of jobs and housing by releasing key sites and helping to provide the infrastructure needed to regenerate and develop them
Helping young people, the long-term unemployed and those who may be made redundant get into work

* City Survey was conducted in March/April 2014 with a representative sample of 1,500 residents

Southampton Connect will work closely with the key city partnerships to deliver the vision

Employment, Skills & Learning Partnership
Skills & Employment
Linking Education with Business

Health and Wellbeing Board
Healthy Southampton
Improving Health & Well Being
Protecting Vulnerable People

Safe City Partnership
Improving Community Safety
Protecting Vulnerable People

Prevention, Safeguarding and Early Intervention

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