




Southampton - a city of opportunity where everyone counts

Our goal: Prosperity for all

We want to build on Southampton's unique location by the sea with exceptional transport links, its strong position nationally for economic growth, excellent reputation for teaching and learning, good regional specialist hospital, varied retail offer and night time economy, vibrant voluntary and student communities with rich diversity and cultural mix. Southampton is the most improved of any other UK city for good growth between 2012 and 2013. The 2nd highest ranking English city for good growth.

! Our priorities

	 Economic growth with equality	 Skills and employment	 Healthier and safer communities
Focus	Ambitious inward investment Maximising Southampton's waterfront potential	Promoting Inspirational role models Closing the gap for local people	Keeping people healthy Protecting vulnerable people
Outcomes	Strong local economy which includes a wide range of businesses and SMEs Reduction in poverty - both in and out of work Southampton is known as a waterfront destination	Improved match between local skills and business needs Increased employment opportunities for local people All residents have access to good quality learning opportunities	People stay healthy for longer and improving everyone's well being People of all ages are safer and feel safer People experience less social isolation
Measures	Number of active enterprises Gross Value Added Net increase in jobs Salary inequality of city residents Child poverty levels Number of visitors to the City Number of dwellings and amount of commercial floorspace completed on major waterfront development sites	Employment rate Number of apprenticeship starts Results for Science, Technology, Engineering and Maths Achievement indicators	Reoffending and crime rates Healthy life expectancy Resident perceptions of safety Outcomes for Dementia Hospital admissions related to alcohol Perception of influence over healthcare decisions Decent and affordable housing Number of people reporting feelings of isolation

★ Our cross-cutting themes

Improving Mental Health	<ul style="list-style-type: none"> 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
Building community capacity	<ul style="list-style-type: none"> Increasing volunteering in the City Increasing the number of people who work together to improve their local area
Fostering city pride, passion and identity	<ul style="list-style-type: none"> Increasing community cohesion Increasing satisfaction with Southampton as a place to live
Delivering whole place thinking	<ul style="list-style-type: none"> Enabling more community budgeting and pooling of budgets to deliver community-led services Increasing the number of people who want to get involved and influence decision making in the City

? Why did we choose these priorities?



City profile

The achievement of children and young people at school and college has significantly improved over recent years, but further improvement is still needed

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

An increasing number of people are living in private rented accommodation

There has been a significant increase in demand for specialist safeguarding services for vulnerable children, young people and families

A high number of people are claiming benefits due to mental health issues and mental health problems are increasing

The number of people with dementia and those who are frail elderly are increasing

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



Feedback from residents

82% of residents are satisfied with their local area as a place to live

Increasing jobs and level of employment, as well as reducing crime and antisocial behaviour, were among the top priorities identified as needing improvement

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



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

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

