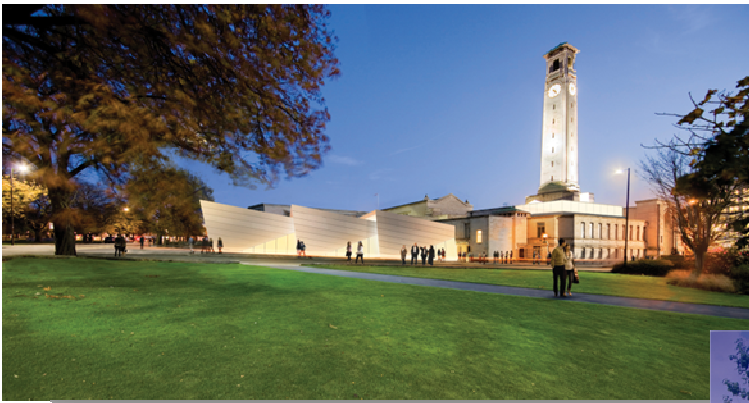


SOUTHAMPTON CITY COUNCIL

OVERVIEW & SCRUTINY ANNUAL REPORT 2010/11



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Chair's Introduction



Councillor Stephen Barnes-Andrews Chair of Overview & Scrutiny Management Committee

In 2010/2011, the Overview and Scrutiny Management Committee (OSMC) continued to hold the Executive to account. We received the annual report on Keeping Children Safe, and noted and welcomed the improvements in this area during the last twelve months. The OSMC has adopted more focussed agendas. There has been no use of the Councillor Call for Action procedure this year. However, we called in one Executive decision because the item had not appeared on the forward plan in time for us to discuss it.

Members of the public have been encouraged to make their views known to the OSMC in a variety of ways. As a result of this, the Executive changed its decision on the Annual Grants Award to the voluntary sector, and amended its decision on Shopmobility.

We need to be realistic about future changes and adopt a different approach to scrutiny that is able to achieve more with less. It is unfortunate that during the next municipal year, the scrutiny function will probably have to be reduced to the OSMC and one other Scrutiny Panel. This Panel will look primarily at health issues. The changes will need to be agreed by Full Council in May.

Developments proposed for the OSMC in 2011/12 include the following:

- One meeting of the OSMC to be attended by the full Cabinet to discuss the plans for the year ahead (June)
- The Leader will attend in December to be scrutinised on budget issues
- We plan to conduct OSMC meetings in venues which are more accessible to the members of the public who will be effected by the decisions in hand, e.g. A Sixth form college to discuss issues for NEETS
- The OSMC will oversee up to two inquiries in the next municipal year.

I would like to thank all members of the OSMC for their hard work. I want to particularly thank Councillor Vinson for his support. Thanks are also due to the Chairs of the Scrutiny Panel's who have ensured that inquiry reports were concise and relevant. These are detailed in the report that follows. We have dedicated officers working on scrutiny, as part of their duties, who have ensured that the agendas and meetings were effective.

Overview & Scrutiny Management Committee Membership:

Councillor Stephen Barnes-Andrews (Chair)

Councillor Adrian Vinson (Vice-Chair)

Councillor Gavin Dick

Councillor Neil Fitzgerald

Councillor Beryl Harris

Councillor Matthew Jones

Councillor Anthony Kolker

Councillor Linda Norris

Councillor Richard Williams

Appointed Members:

John Bettridge, Parent Governor Representative

Mrs Mandy Bishop, Parent Governor Representative

Mrs Urzula Topp, Church Representative

2010/11 Achievements

During 2010/11 the work of the OSMC and the 3 Scrutiny Panels has focussed on improving outcomes for the City of Southampton. The primary tool available to the scrutiny function to deliver this objective is to ensure that decisions made affecting the City are better informed.

To ensure a more considered debate takes place, throughout the year the OSMC, and the Scrutiny Panels, have encouraged the attendance of members of the public, community groups and stakeholders at meetings in which decision makers are being held to account.

Examples where this has been effective include the following:

- **Grants to Voluntary Organisations** – Representatives from voluntary organisations and members of the public filled a conference room in Solent University's James Matthews Building to discuss the proposed grant awards for 2011/12 with the Cabinet Members for Local Services and Community Safety, and Resources and Workforce Planning. Following the debate, the Executive amended the decision on the level of grant to voluntary organisations reflecting the strength of the argument presented to the Cabinet Members.
- **Temporary Relocation of the Neuro Rehabilitation Unit** – At a meeting of Scrutiny Panel B information provided by staff, and relatives of former patients, was considered during the discussion with Southampton University Hospitals Trust (SUHT) about the temporary relocation of the Neuro Rehabilitation Unit at Victoria House. This item is discussed in detail later in this report but following the deliberations SUHT agreed to ensure the views of patients, carers and staff are considered on the future developments relating to the Unit, and they will communicate developments more clearly in the future. This is representative of the effective role Scrutiny Panel B has played in influencing decisions that impact on health provision across the City in 2010/11.
- **Take-Over Day (Bitterne Walk-In Centre)** – Scrutiny Panel B formally responded to the changes proposed by NHS Southampton City with regards to Bitterne Walk-In Centre. This is discussed later in the report. To coincide with National Takeover Day, a day in the year when organisations give young people the opportunity to gain some experience of decision making, the scrutiny team ran a workshop with 8 young people from schools in the east of the City.

The young people got a feel of what it was like to be a Councillor by taking part in a scrutiny meeting on the proposals to change the opening hours of Bitterne Walk-In Centre. Following an introduction by the Chair of the OSMC, the young people formed their own Panel. They elected a Chair and Vice Chair and proceeded to questions officers from NHS Southampton City on the proposals. They then used the Council's MOSAIC tool to help them develop a response to the consultation. The response was submitted to NHS Southampton City ensuring that the views of local young people were represented when the decision was made.

In 2010/11 the OSMC built upon existing processes to become more effective at holding the Executive, and other decision makers across the City, to account. This has been achieved through:

- **Performance Monitoring** - Regular monitoring of performance by the Committee has enabled trends to be identified and examined with the appropriate Cabinet Member.
- **Strengthening Scrutiny of Safeguarding** – In 2010/11 the OSMC strengthened the arrangements regarding the scrutiny of Safeguarding in Southampton, including inviting the Independent Chair of the Local Safeguarding Children's Board to attend a meeting of the Committee. This has helped to provide members of the OSMC with an overview of Safeguarding across Southampton, and as a result has enabled the Committee to effectively challenge decision makers within the responsible agencies to improve safeguarding of children and young people in the City.

These developments are in addition to:

- Delivering a programme of Scrutiny Inquiries which will inform future strategies and policies of the Council, and its' partners (these are detailed in the following reports of the Scrutiny Panel Chairs);
- Making scrutiny more accessible and effective by reducing the length of meetings and delivering fewer, more focussed inquiry recommendations.

The Purpose and Functions of Overview & Scrutiny

Decision making context

The **Full Council** of 48 Councillors approves the policy framework which sets out the key policies and programmes for the main services provided by the Council. In February each year Council meets to set the Council Tax for the following year.

The **Executive** (Cabinet and individual Cabinet Members) make decisions relating to services provided by the Council, except for those matters which are reserved for decision by the full Council, planning and licensing matters which are dealt with by specialist regulatory panels. The Executive is made up of a Leader, elected by Council, and his or her appointed Cabinet Members.

The **Scrutiny** function helps to inform the decision making process improve the way the Council works. They assess what impact the Executive's policies and plans will have on the City and its residents.

Scrutiny is a process for

- Holding the Executive, chief officers and senior members of staff to account for the discharge of its functions by examining, challenging and, if necessary requesting changes to Executive Decisions made but not yet implemented.
- Scrutinising and reviewing policies and practices within a cross-service remit, assisting in the development of such policies and practices and Scrutinising policy outcomes – e.g. the implementation of strategic priorities
- Reviewing decisions and policies made by the Executive and considering whether they are right for the City
- Assessing the Council's performance against its planned targets and monitoring critical success factors
- Reviewing the work of other partnerships and public sector organisations in the City, particularly the Safe City Partnership and health agencies.
- Championing issues of local concern to residents and contribute to the policy development and service improvement.

Overview & Scrutiny Management Committee

The Overview and Scrutiny Management Committee is a parent committee that manages the overview and scrutiny process and meets on a monthly basis. The membership for Overview and Scrutiny Management Committee is appointed for the municipal year at the Annual Council meeting in May.

There are a number of Scrutiny Panels which support the work of the Executive and the Council as a whole. These Panels predominantly carry out an annual work programme of Scrutiny Inquiries approved by the Overview and Scrutiny Management Committee. These arrangements allow citizens to have a greater say in Council matters by holding public inquiries into matters of local concern. These Inquiries lead to reports and recommendations which advise the Executive and the Council as a whole on its policies, Budget and service delivery.

In addition Scrutiny Panels undertake scrutiny activities specified in legislation. Scrutiny Panel A challenges the partners that comprise Southampton's Safe City Partnership, and Scrutiny Panel B scrutinises the operation of health agencies in Southampton.

The Overview and Scrutiny Management Committee also monitors the decisions of the Executive and can 'Call-In' a decision which has been made by the Executive but not yet implemented. This enables them to consider whether the decision is appropriate.

Councillor Call for Action

Enables all Councillors to refer single ward issues, or 'Local Government matters', to Overview and Scrutiny Committees.

Scrutiny Panels

- Scrutiny Panel A
- Scrutiny Panel B
- Scrutiny Panel C

Scrutiny Panel A



Councillor Neil Fitzgerald
Chair of Scrutiny Panel A

Panel Members

Councillor Kolker (Vice-Chair)

Councillor Damani

Councillor Morrell

Councillor Odgers

Councillor Turner

Councillor Willacy

During 2010/11 Scrutiny Panel A undertook the statutory scrutiny of the Crime and Disorder Reduction Partnership, The Southampton Safe City Partnership, and conducted inquiries into Highway's Asset Management and Primary School Educational Attainment for Children with Special Educational Needs.

Scrutiny of the Southampton Safe City Partnership



The Panel have had two meetings, in September 2010 and February 2011, to scrutinise crime and disorder matters in Southampton.

The Panel considered:

- The partnership approach to public reassurance;
- Priorities for the Safe City Partnership;
- The emerging issues and priorities for the Safe City Plan;
- Progress against the Crime and Disorder Partnership Review; and
- Issues from the Police Reform and Social Responsibility Bill.

Key outcomes recommended by the Panel include:

- Wider communication with ward members on public confidence letters;
- Sharing of safety initiatives in Southampton City Centre with residents;
- Support for the use of local ward profiles in prioritising safety activity;
- To aid analysis, include numbers alongside percentages when considering performance information.



Highways Approach to Asset Management

Scrutiny Panel A undertook the Highways Approach to Asset Management Inquiry over two meetings in June and July 2010. The purpose of the Inquiry was to understand how the state of the roads and pavements in Southampton are assessed, with a focus on how the Council prioritises repairs, allocates resources to manage the asset accordingly and keep those who have an interest informed.

The Inquiry identified that £14.7m was spent in 2009/10 to keep the City moving. This included laying 17 miles of blacktop, fixing 5,096 defects and potholes, managing 13,500 road openings by utilities, as well as delivering a multitude of other general and maintenance works.

For decades Southampton has suffered underinvestment whilst seeing increased traffic volume, especially along the A35 Western Approach.

Despite these challenges the Panel recognised that there is much to be proud of in the way the City's highways are managed. Recent years have seen significant improvements to the road conditions and a MORI survey showed our Highways Services to be the most improved out of 76 authorities. The introduction of the Transport Asset Management Plan, which has a non-political approach developing the annual programme of works, was considered to be best practice by the Panel.

The City's highways need much greater investment and the service is confident that the partnership with Balfour Beatty will deliver improvements for Southampton's roads and pavements in the next 10 years. Overall, the partnership alone will not solve the City's declining highways asset and there may come a time when a more challenging policy direction is needed.

The 7 recommendations from the Inquiry primarily cover issues for Southampton City Council's Highways Client Team, Planning, and the Highways Partner, Balfour Beatty. They set out a number of proposals based on key issues around policy development, increased member involvement, improved communications and utilities works.

The key recommendations of the Inquiry include:

- Greater involvement of members in development of the Highways Annual Plan and Local Transport Plan;
- Effective communication with members, residents and business about planned works in their area; and
- Greater coordination and effective quality control of reinstatement standards required from utility road openings, ensuring communication with communities about works and delays.

The Cabinet response to the Inquiry recommendations will be presented to the Executive on 6th June 2011.

Primary School Educational Attainment for Children with Special Educational Needs

The above Inquiry was undertaken by Scrutiny Panel A over four meetings between October 2010 and March 2011. The final report from the Inquiry will be submitted to the Overview and Scrutiny Management Committee in June 2011.



The purpose of the Inquiry was to understand and consider how children of primary school age with special educational needs (SEN), including children with Attention Deficit Hyperactivity Disorder (ADHD), are supported by primary schools and the Primary Care Trust to achieve their maximum potential and prepare for secondary education.

There are just over 6,500 children with some level of special educational needs in Southampton maintained schools, equating to just over a quarter of all pupils. 2% of primary school pupils have a statement, with the proportion of children with SEN but not a statement (25%) being above the national average. This follows the national trend for increasing self assessment of special educational needs within schools.

Provision for SEN ranges from mainstream provision to special schools through psychology, mental health (CAMHS) and disability services to funding special outreach work and the Southampton Parent Partnership service. The Panel noted that services were most effective where they worked jointly on outcomes for the child with special educational needs or disabilities.

Overall performance has seen improvements in the key stage 1 SEN attainment gap in both Mathematics and Reading, although there is room for improvement for pupils with statements. The link between children with SEN and receiving free school meals was highlighted and the Panel welcomed proposals for a pupil premium, provided the money is used for services to improve the child's outcomes. The Panel noted best practice at a number of schools that focus on outcomes for each child and welcome Government proposals to measure outcomes for children with SEN more effectively.

The Panel noted that any achievements in improved outcomes for children with SEN required commitment from teachers, pupils and parents alike. Strong leadership from the head teacher made the crucial difference to the level of support for SEN – although inspection results for 2009/10 show that the quality of learning for SEN is not consistently spread across the City. Many children with special educational needs experienced complex issues around their family life and environment, which were not easily resolved. The

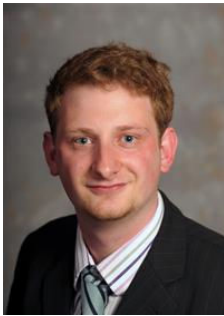
Panel felt that all primary school children would benefit from many of the techniques and best practice used for supporting children with special educational needs.

Feedback from parents was mixed on their experience in relation to support for their child with SEN ranging from very positive to confusion, frustration and mistrust. The Panel also noted that parents of children with ADHD may also have the same condition making their situation more difficult. Overall, the Panel felt that services for Behavioural, Emotional and Social Difficulties were the least developed.

The key emerging recommendations from the inquiry were to:

- Share SEN best practice to all schools;
- Raise awareness and reward achievements in reducing attainment gaps and improving outcomes for children with SEN;
- Develop a simple and coordinated multi-agency approach for SEN services and outreach to schools and parents to maximise the benefits and opportunities to improve outcomes for children with SEN with the proposed pupil premium; and
- Consider opportunities to develop a multi-agency approach especially for families with most complex needs, including ADHD.

Scrutiny Panel B



Councillor Capozzoli
Chair of Scrutiny Panel B

Panel Members

Councillor Daunt (Vice-Chair)

Councillor Drake

Councillor Harris

Councillor Marsh-Jenks

Councillor Payne

Councillor Parnell

In 2010/11 Panel B undertook the statutory health scrutiny function. The period saw a number of significant changes taking place at both a local and national level. The Panel has worked closely with local health services including NHS Southampton, Southampton University Hospitals Trusts, Hampshire Partnership Foundation Trust and Solent Healthcare, as well as the Southampton Link and the Council's Executive, in scrutinising these changes. The Panel held 10 meetings during the period. Key highlights for the year include:

Equity and Excellence: Liberating the NHS

The Panel scrutinised the Government's NHS reform White Paper - Equity and Excellence: Liberating the NHS. Their response to the consultation included points on:

- **HealthWatch:** Concerned about the lack of certainty regarding funding for LINks; the need for a shift in the type and level of skills and support provided when Healthwatch is established and their level of independence.
- **The NHS Commissioning Board:** The size of the task faced and the need for outposts of the Board that should cover the correct geographic areas.
- **Health and Well-Being Boards:** The scrutiny role retained outside of the Health and Well-Being Boards.
- **Performance:** Welcome the increased focus on outcome based performance measures.
- **Integrated Commissioning:** Concern that moving the focus of the health service from a medical model to a more integrated model of health care could be lost with the move to GP consortia.

The Panel's response formed part of a joint Southampton City Council, NHS Southampton and stakeholders response. Many of the points submitted were accepted, and the Panel was particularly pleased that a statutory health scrutiny function will be retained outside the Health and Well-Being Board.

The Panel have agreed to work with local health services as the proposed changes are implemented.

Bitterne Walk-in Centre

The Panel discussed the changes proposed by NHS Southampton City to the opening hours of Bitterne Walk-in Centre on two occasions, firstly as part of the pre consultation phase, and secondly towards the end of the formal consultation period.

Following the initial meeting the Panel expressed concerns to NHS Southampton City. These included:

- The need for the consultation to include all patients affected by the potential changes to Bitterne
- When significant service reviews are undertaken, ward councillors should be informed and provided with the facts at an early stage.
- Any decision taken needs to be fully supported by the GP community given their future role in the planning and commissioning of services.
- The need for a continued improvement in access to GP appointments.
- That no disparity of service is created between the east and west of the City.



The second meeting, at which NHS Southampton fed back early consultation findings to the Panel, included input from residents and a petition was handed to NHS Southampton City by a member of the public. The Panel made the following further points to the PCT as a result of the meeting:

- Concerns remain regarding access to GPs in the east of the City.
- Assurance sought that concerns raised by residents will be addressed, including improving communication with residents over available services and practice opening hours.
- The consultation highlighted a lack of understanding of the care and advice options open to residents and communication around this needs to be improved.
- The Panel's preference for the future of Bitterne Walk-in Centre, based on the two options made available, would be Option 2, to have the service available during weekday evenings, weekends and bank holidays. However, they stressed that it is important that concerns regarding access and communication are addressed as part of the decision making process and that any changes that are implemented take this into account.

NHS Southampton City's Trust Board decided to implement option 2 (the preferred option in the consultation responses). They noted that some respondents had expressed difficulty in accessing their GP as an alternative to the Walk-in Centre, which was highlighted as a concern by Panel B. Whilst the Board noted that significant work has already take place with GPs to improve this area, they requested that NHS Southampton City undertake further work to improve access and address the perception that GP appointments are unavailable. Specific proposals will be brought to the Board's May meeting.

The Health Scrutiny Panel will continue to work with NHS Southampton City on addressing the GP appointments issue.

The Establishment of GP commissioning Consortia

Following the publication of the White Paper "Equity and Excellence: Liberating the NHS", the general practices of Southampton agreed to work together to forming a Southampton City commissioning consortium, and elected a steering group. The Panel held an early meeting with a steering group representative to discuss their plans for GP commissioning consortia in the City.

Panel Members learnt about the process of consortia establishment and the next steps. They discussed the challenges of the move to commissioning for GPs including the breadth of their new role, financial restrictions and the need to ensure that patient care does not suffer.

The Panel support the emerging GP Commissioning Consortia's pathfinder status application and have agreed to work with the shadow Consortia as it develops.

Specialist Neurological Rehabilitation Services

Following a request from a member of the public, and several subsequent representations, the Panel discussed the temporary closure of Victoria House. The Neuro Rehabilitation Unit had been closed temporarily and the service transferred to a main ward, however, the Unit remained closed 10 months later. The Panel made the following points to Southampton University Hospitals Trust:

- The Panel welcomed the fact that SUHT recognise that the current ward is not the correct place for neurological rehabilitation, and that the use of the ward for this purpose remains temporary. However, they were disappointed that the rehabilitation service continues to be delivered from the ward 10 months after the temporary move took place.
- Whilst understanding that a move to a permanent, more suitable location is due to take place in the near future, the Panel sought assurance that this will be undertaken as quickly as possible and treated as a priority for those patients who do not require acute care.
- Consultation has not been comprehensive and interested parties, including the Panel and the LINK, were not kept updated on developments. The Panel sought assurance that patients, carers and staff will be made aware of the current situation.

- As work develops with the PCT on the redesign of the neuro rehabilitation pathway, the views of patients, carers and other interested parties must be sought and considered and that decisions taken are communicated appropriately.

The Panel has asked to be kept informed of developments and will seek an update in due course.

Safe and Sustainable Review of Children’s Congenital Heart Services

The ‘Safe and Sustainable’ review of paediatric cardiac surgical services in England was instigated in 2008. It was undertaken as there is wide spread belief that surgeons are spread too thinly across surgical centres, leading to lack of surgical cover in smaller centres and the potential for sudden closure or suspension of smaller centres. A consultation paper has been published with four options for future service configuration. Southampton, which is rated as the second best unit in the country only appears in one of the four options.

The Panel have visited the Children’s Cardiac Unit at Southampton General Hospital and spoken with senior surgeons and patients. They held a session on the review which included representatives from the hospital, including the medical director and a surgeon, NHS Specialised Services and patient representatives. They are supportive of the campaign to keep the unit open and are developing a response to the consultation. The Panel will also work with other Health Overview and Scrutiny Committee’s in the region to support the retention of the Southampton unit.

Patient Safety in Acute Care

The Panel undertook a three session Inquiry into patient safety in acute care. In context of the recently published White Paper – “Equity and Excellence”, the Inquiry examined how adult acute providers in the City respond to and learn from safety and adverse incidents where factors outside of the acute care setting have been a contributory factor.

The three sessions looked at what patient safety is and the national context, the current performance and situation at SUHT, hearing from both SUHT and the PCT, and the role of partners hearing from the Cabinet Member for Health and Adult Social Care and the manager responsible for Safeguarding.

A draft final report was presented to Scrutiny Panel B on 21st April 2011. The agreed recommendations from the Inquiry include:

- Ensuring the public can fully understand the data presented in SUHT’s Progress Reports on Safety.
- SUHT needs to promote best practice and share information on their progress more widely, to provide a more balanced perspective on performance.
- Pleased with Patient Safety Ward Walkabouts, both day and night, as an example of good practice. Would like to see these rolled out further in other Southampton health and care settings
- Recognise that work is ongoing to reduce pressure ulcers, however, there is a need to continue to improve cross sector working with Care Homes and GPs on this issue.
- Supportive of the sloppy slipper exchange – would like to see this extended and rolled out in hospitals to reduce falls.
- The profile of the role of other services can play in Safety and Safeguarding should be strengthened – from leisure in improving balance, housing in spotting issues including if inadequate housing is harming health, and finance in protecting assets.

Other work

Also during this period the Panel have lent their support to Solent Healthcare’s application for Trust and then Foundation Trust Status; the start of the process to transform both adult and older people’s mental health services across Hampshire; and Southampton’s Joint Strategic Needs Assessment.

Scrutiny Panel C



Councillor Michael Ball
Chair of Scrutiny Panel C

Panel Members:

- Councillor Fitzhenry
- Councillor Furnell
- Councillor Jones

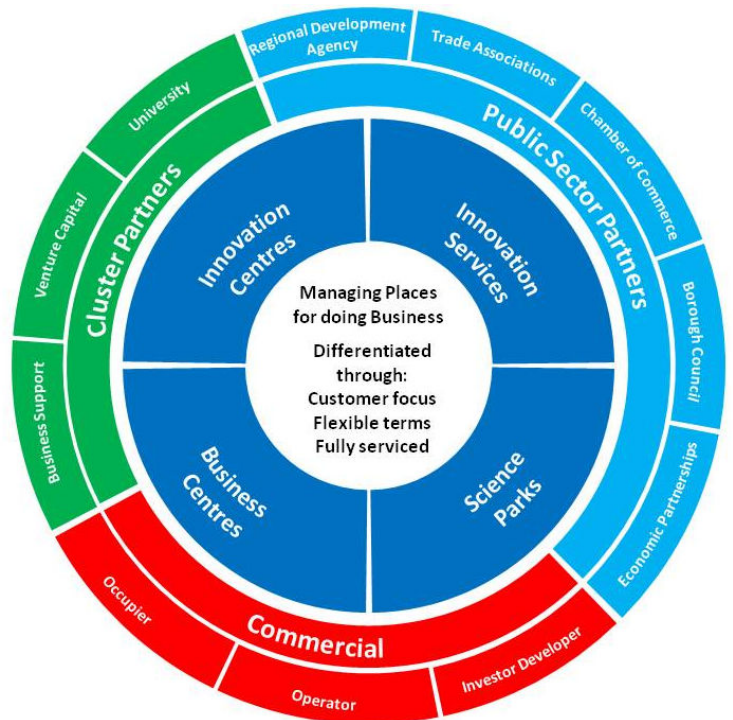
- Councillor Odgers
- Councillor Bogle
- Councillor Burke

During 2010/11 Scrutiny Panel C conducted an Inquiry into the Knowledge Economy and is in the process of completing an Inquiry into the Cruise Industry.

The Knowledge Economy

Over 5 meetings from July 2010 to January 2011 Scrutiny Panel C undertook an Inquiry into the Knowledge Economy. There is no single universally accepted definition of the knowledge economy or the industry sectors that it includes. One of the clearest is published by the Work Foundation, a leading independent authority on work and its future:

‘The knowledge economy is a description of the transition from an economy reliant on physical capital and low cost labour for competitive advantage and organisational performance to an economy where advantage increasingly comes from investment in knowledge based intangibles: R&D, software, design, brand equity and human and organisational capital’.



Most commentators suggest that a successful knowledge economy is synonymous with a competitive economy. However, despite being part of one of the most competitive regions in the UK, Southampton currently underperforms in terms of its competitiveness. On the UK Competitiveness Index compiled by Roberts Huggins Associates Southampton is ranked 183rd out of 379 local authority areas, and Southampton is only ranked 160th on the number of knowledge based businesses.

Recognising the importance of developing the knowledge economy in Southampton Scrutiny Panel C was requested by the OSMC to undertake an Inquiry into the knowledge economy. The purpose was to determine what further action the Council, and its partners, might take to promote the development of Southampton’s knowledge economy to benefit local residents and businesses.

Information gathered throughout the Inquiry, and the recent developments such as the Ocean Village Innovation Centre and Lloyd’s Register decision to relocate its research experts to a new site in Southampton, led the Panel to conclude that many of the key elements required for a thriving knowledge economy are in place but need joining up, and that a number of projects which would improve the City’s offer are already in development. These include:-

- Delivery of schemes such as the Cultural Quarter, West Quay 3 and the Royal Pier Waterfront; all 3 of which would enhance the perception of the City;
- The Local Development Framework (including Core Strategy, City Centre Action Plan).

The evidence presented to the Scrutiny Panel identified a number of areas where improvements are required to support the development of the knowledge economy. The areas identified by the Scrutiny Panel matched closely with the key priorities for the Solent Local Enterprise Partnership (LEP) that emerged at the end of the Scrutiny Inquiry.

To avoid duplication, and to reflect the key strategic role the Solent LEP will have in driving the development of the knowledge economy in Southampton, the Panel identified 6 recommendations that the Panel believe would boost the development of Southampton's knowledge economy, thereby strengthening and diversifying the economy of the City.

The recommendations include:

- **Solent LEP** - Ensuring that the needs of Southampton, in respect of the knowledge economy, are given appropriate consideration and influence as the Solent Local Enterprise Partnership commences its role.
- **Sector Planning** – Working with partners to bring forward high quality employment sites that meet the needs of target clusters identified by the Solent LEP, particularly marine and advanced manufacturing.
- **Branding, Marketing and Promotion** - Working with Marketing Southampton and the Solent LEP to develop a consistent and improved marketing and branding approach for Southampton to build on existing cluster strengths.

In February 2011 the OSMC approved the report. The report was then presented to Cabinet in March 2011. Cabinet are scheduled to respond formally to the Inquiry recommendations in June 2011.



Cruise Inquiry

The Cruise Industry continues to grow rapidly in Southampton from 500,000 passengers in 2004 to an estimated 1.4 million in 2011. The port is expecting 360 cruise ship calls in 2011 and 370 in 2012. Growth is forecast to continue to about 2 million passengers by 2030.

In January 2011 Scrutiny Panel C commenced an Inquiry into the Cruise Industry. The focus of the Inquiry is to identify how the economy of the City can benefit further from the growing industry by encouraging cruise ship passengers to spend more money in Southampton.

The Inquiry will be conducted over 5 meetings and will cover such areas as the role played by Southampton in the cruise industry, transport, information and awareness.

The Scrutiny Panel have already received information from a variety of stakeholders including ABP, Carnival UK, BAA Southampton Airport, Marketing Southampton, Princess Coaches, D & G Media, Streets Ahead Southampton Ltd and the Southampton and Region Hoteliers Association.

A final report will be presented to the Scrutiny Panel on 12th May 2011, before being considered by the OSMC in June 2011.

Getting Involved

How can I get involved?

There are a number of ways in which the public and interested organisations can get involved.

- **Attend a meeting of the Overview and Scrutiny Management Committee or a Scrutiny Panel**
Overview & Scrutiny Management Committee and Scrutiny Panel meetings are held in public and anyone is welcome to attend to listen to proceedings. Meetings are currently usually held in the Civic Centre. Only on rare occasions, when certain types of confidential information is being discussed, are members of the public not allowed to attend.
- Raise issues with your Councillor and request Overview & Scrutiny to consider as part of **Councillor Call for Action**
- Give your feedback to inquiry meetings as part of evidence gathering.

Details of forthcoming meetings, agendas, reports and minutes can be obtained from the City Council's website at www.southampton.gov.uk.

Providing Written Evidence

Scrutiny Inquiries can consider written evidence and members of the public, community groups, or other key stakeholders can write in to bring evidence to the attention of Inquiry Panel members. Inevitably, Scrutiny Inquiries have only a limited amount of time, so they are not able to hear oral testimony from all interested people.

Written evidence provides an alternative way to receive evidence from key stakeholders—policy makers, service providers, service users and community groups. Written evidence may put forward on a particular perspective of the issue being considered, or may highlight evidence to help the investigation. It can also put forward questions for witnesses, which may be taken up by Members of the Panel during the discussion.

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