

DECISION-MAKER:		CABINET COUNCIL	
SUBJECT:		SOUTHAMPTON CITY STRATEGY 2014-2025	
DATE OF DECISION:		15 JULY 2014 16 JULY 2014	
REPORT OF:		LEADER OF THE COUNCIL	
AUTHOR:	Name:	Suki Sitaram	Tel: 023 8083 2060
	E-mail:	Suki.sitaram@southampton.gov.uk	
STATEMENT OF CONFIDENTIALITY			
None.			

BRIEF SUMMARY

Southampton Connect (the partnership comprising leaders of key public, private and voluntary organisations in the city) has identified the top city priorities detailed in its draft City Strategy. The partnership believe that through collaborative action, implementation of the strategy will help to maximise opportunities and address challenges for the city.

As a key member of Southampton Connect, the Council with other main partners, has been requested to endorse the draft City Strategy 2014 - 2025, and to contribute to delivering the priorities and outcomes contained within the attached draft strategy.

RECOMMENDATIONS:

CABINET:

- (i) To endorse the draft Southampton City Strategy 2014 - 2025 prepared by Southampton Connect and to recommend its approval to Council on 16th July 2014.

COUNCIL:

- (i) To endorse the draft Southampton City Strategy 2014 - 2025 prepared by Southampton Connect.
- (ii) To delegate authority to the Chief Executive, as the incoming Chair of Southampton Connect, to agree the Council's contribution to the final City Strategy 2014 – 2025 which will reflect feedback from Southampton Connect partners.

REASONS FOR REPORT RECOMMENDATIONS

1. The council is a significant partner within Southampton Connect and is therefore being requested to endorse the draft city strategy along with all key partners.

ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

2. None as the draft Southampton City Strategy 2014 - 2025 has been developed by Southampton Connect.

DETAIL (INCLUDING CONSULTATION CARRIED OUT)

3. Launched in 2011, Southampton Connect replaced Southampton Partnership as the key strategic partnership for the city and agreed a City Plan for 2012-2015 in October 2011.
4. Under the leadership of the Chief Executive of Southampton Voluntary Services, Southampton Connect has forged closer working relationships with other city partnerships, including the recently formed Future Southampton. It has been effective in bringing organisations together to improve outcomes, particularly around the city's response to Welfare Reforms and promoting the 50th anniversary of Southampton gaining city status.
5. Reflecting changing opportunities, needs and resources within the city, and the necessity to focus on addressing fewer key strategic challenges, Southampton Connect have drafted the city strategy for Southampton covering the period 2014 to 2025.

Vision and priorities

6. The draft City Strategy 2014 – 2025, attached as Appendix 1, articulates Southampton Connect's vision for the city which was developed with key partners from across the city with 3 key priorities for the city and accompanying outcomes.
7. The 3 priorities within the draft strategy are:
 - Economic growth with equality
 - Skills and employment
 - Healthier and safer communities.
8. As identified in the strategy, progress in delivering the stated outcomes will be led by the strategic partnerships in the city that have strategic responsibility in these areas, with Southampton Connect keeping an overview of progress.
9. The strategy also identifies four cross-cutting themes that require the collective action of Southampton Connect partners to progress over and above the work of the strategic partnerships. The 4 cross cutting themes are:
 - Improving mental health
 - Building community capacity
 - Fostering city pride and identity
 - Delivering whole place thinking
10. Southampton Connect will be developing mechanisms to progress the cross cutting themes by Autumn 2014.

How were the priorities and cross cutting themes determined?

11. The priorities and cross cutting themes have been decided following consultation with Southampton Connect partners and reflect extensive

feedback from city residents, Southampton's aspirations within the region, and analysis of information about the city.

Feedback from residents

12. In March and April 2014 the first City Survey since 2010 was undertaken. Southampton Connect, the Safe City Partnership, Health (Southampton City Clinical Commissioning Group) and the Council commissioned the City Survey, to find out what residents think of Southampton and the services we all provide. The main feedback was:
- 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%.
 - 36% of residents feel they can influence decisions affecting their local area.
 - One third of residents feel they have little or no influence over decisions about their healthcare.
 - 60% of residents have not taken part in any voluntary activity in the last year.

Regional Aspirations

13. These include:
- 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 Profile

14. Southampton is the second highest ranking city in England for 'good growth' based on the "Good Growth Index 2013". This index compares how 39 UK above average cities for 'good growth' perform on job, income and skills measures. The city is now ranked 4th overall for economic growth in the UK and the 2nd highest English city for good growth. Southampton showed the most improvement of any other city, between 2012 and 2013. This is a rise of 10 ranking places since the 2012 survey, demonstrating the city's commitment to growth and economic development opportunities. We are ensuring that we capitalise on this by being actively involved in the region's developing Strategic Economic Plan to access the Single Local Growth Fund. This will help us to drive the key developments in the city, particularly Royal Pier, and continue the critical work on waste

transformation and estate regeneration.

15. Analysis of information contained within publications such as the Joint Strategic Needs Assessment (Health and Wellbeing), the Strategic Assessment (Community Safety), and the Digest of Key Statistics provides us with an overview of the strategic needs across Southampton. This profile identifies the following:
 - 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.
16. The Leadership Foundation for Higher Education also provided input into the development of the draft strategy. A group of academics and senior managers in higher education were invited to undertake a strategic challenge in Southampton on 15th May 2014. They conducted desk based research and interviews with key city leaders to help identify the top 3 challenges and opportunities where partnership working could add real value. Their conclusions helped to inform the discussion at a workshop on 29th May 2014 where draft priorities were identified by Southampton Connect members and additional invitees made up of leaders from a cross section of organisations and partnerships in the city.
17. To enable progress to be tracked Southampton Connect identifying a number of measures against which performance in delivering the outcomes identified in the strategy will be monitored.
18. The priorities within the City Strategy 2014 – 2025 need to be reflected within the priorities of the key partners within Southampton Connect to ensure that the city works collaboratively to meet the challenges it faces. To this end the priorities contained within the draft Council Strategy 2014-17 clearly show how the council will contribute to meeting the priorities outlined in the draft City Strategy.
19. As the draft Southampton City Strategy 2014 - 2025 has been developed by Southampton Connect, formal organisational sign-up is now being sought from all key partners so that it can be formally launched in Autumn 2014. As part of the approval process, delegated authority is sought for the Chief

Executive, in her capacity as the incoming Chair of Southampton Connect, to finalise the strategy for launch. This will incorporate any changes requested during the approval process.

FINANCIAL/RESOURCE IMPLICATIONS

Capital/Revenue

20. There are no additional capital or revenue implications for 2014/15 arising from the proposals outlined in this report.

Property/Other

21. None as a consequence of the recommendations contained within this report.

LEGAL IMPLICATIONS

Statutory power to undertake proposals in the report:

22. None.

Other Legal Implications:

23. None.

POLICY FRAMEWORK IMPLICATIONS

24. Whilst the City Plan is no longer a statutory requirement or part of the council's Policy Framework, it is expected that other plans and strategies within the Policy Framework will seek to address the challenges in the City Plan and contribute to the priorities and projects detailed within it.

SUPPORTING DOCUMENTATION

Appendices

1	Draft Southampton City Strategy 2014 - 2025
---	---

Documents In Members' Rooms

	None
--	------

Background Documents

Title of Background Paper(s)	Relevant Paragraph of the Access to Information Procedure Rules / Schedule 12A allowing document to be Exempt/Confidential (if applicable)
------------------------------	--

	None.	
--	-------	--

FORWARD PLAN No: N/A

KEY DECISION Yes

WARDS/COMMUNITIES AFFECTED: All wards and communities in Southampton will be affected by the implementation of the proposals set out in the Council Strategy