


# Southampton City Council Strategy 2016-2020

“Southampton – a city of opportunity where everyone thrives”

## WHAT DO WE WANT TO ACHIEVE?

Outcome	Why is this important?
 <p><b>Southampton is a city with strong and sustainable economic growth</b></p>	We want to build on Southampton's unique sea city location and excellent transport links and continue to grow the local economy, bringing investment into the city and increasing employment opportunities for local people
 <p><b>Children and young people in Southampton get a good start in life</b></p>	We want Southampton to be a city where parents, families, communities and services work together to make sure children and young people get a good start in life. Ensuring that children and young people get a good start in life is crucial to enabling them to go on to fulfil their potential and become successful adults who are engaged in their communities
 <p><b>People in Southampton live safe, healthy, independent lives</b></p>	We want Southampton to be a city that is recognised for its approach to preventing problems and intervening early. We want our residents to have the information and support they need to live safe, active, healthy lives and to be able to live independently for longer.
 <p><b>Southampton is a modern, attractive city where people are proud to live and work</b></p>	We want to build on Southampton's vibrant and diverse cultural offer to make our city a great place for businesses, visitors and residents. This means making sure that Southampton is green, attractive and easy to get about for our residents, visitors and investors.

## KEY FACTS AND FIGURES Southampton City Council's work touches on every aspect of city life

 <p>Southampton has a population of <b>247,569</b></p>	 <p>We maintain over <b>416</b> miles of highways, <b>49</b> parks and <b>1,140</b> hectares of open space</p>	 <p>We run <b>6</b> libraries and support <b>5</b> community libraries</p>	<p>We run</p>  <p><b>3</b> museums</p>	 <p>We provide <b>16,300</b> council houses</p>	 <p>We recycle, compost and reuse <b>27,000</b> tonnes of waste every year</p>
 <p>We dealt with <b>6,070</b> incidents of fly tipping last year</p>	 <p>We processed over <b>1,000</b> planning applications last year</p>	 <p>We provide long term support for <b>3,000+</b> adults</p>	 <p>We work with <b>75</b> schools in the city</p>	<p>We support</p>  <p><b>1,100+</b> children and young people with special educational needs or disabilities</p>	 <p><b>15,000+</b> children under 5 use our city's children's centres</p>

## THERE ARE TWO SIDES TO OUR CITY

Over the past five years we have significantly boosted economic growth in the city. Many organisations are investing here with great results, the population is growing, major developments are being built across the city, and...

Unemployment has been **cut in half**



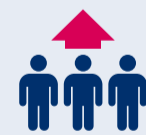
Investors have committed **£1.6billion** to the city

We have delivered over **2,600** new homes, and agreed planning permission for an additional **4,133** dwellings



...however, demand for our services is increasing significantly, and we know that many city residents need our help.

### The challenge we face



- The population of the city is growing – it is expected to grow by nearly 5% by 2022, to **259,615**, increasing demand on public services.



- The population of older people (65+) is growing more quickly than the rest of the population. **34,557** people aged 65+ live in the city, and this is expected to increase by 12% by 2022, to **38,711**.



- On average, people who commute into Southampton earn more than people who live and work in the city. In 2014, the average gross weekly pay for people living in the city was **£487.40** per week compared to **£547** when looking at everyone who works in the city, including those who commute in.



- Southampton has high numbers of children who are looked after by the council – nearly **double** the national average in 2015.



- Educational attainment is slightly below the national average, with only **50.6%** of pupils achieving 5 GCSEs grades A\*-C including English and Maths compared to the England average of **53.8%**.



- There continues to be a high demand for affordable housing, with around **8,000** households on the Council's Housing Register.

The way that councils are funded is changing and as a result of continued reductions in central Government funding, we are moving towards greater self-sufficiency. We are changing the way we work to make sure that we deliver value for money, and deliver services in a way that meets the changing needs of our residents. We want to improve outcomes for our residents, whilst prioritising our resources so they are used where they are most needed. So, we are delivering more services online, working with communities to help them to do more for themselves, and exploring new and innovative ways of delivering services in the city.

## WHAT DO OUR RESIDENTS SAY?

**81%** of our residents are satisfied with Southampton as a place to live

**55%** are satisfied with the way Southampton City Council runs things

**43%** think that Southampton City Council provides value for money

**82%** of residents are satisfied with bin collections and parks and green spaces in the city...

**25%** ...but only 25% are satisfied with road and pavement repairs in the city

**68%** feel that Southampton is a place where people from different backgrounds get on well together

**39%** feel that people in their area pull together to improve things

**66%** of residents feel a sense of belonging in their local area

**40%** of residents have done some volunteering over the last year

Southampton City Council: City Survey 2016

## WHAT ARE WE GOING TO DO?

Outcome	Our priorities	How will we measure success?
 <p><b>Southampton is a city with strong and sustainable economic growth</b></p>	We will increase the number, and improve the mix of housing in the city	<ul style="list-style-type: none"> <li>Number of affordable homes delivered</li> </ul>
	We will create opportunities for local people to develop skills, to make the best of employment opportunities	<ul style="list-style-type: none"> <li>Number of apprenticeship starts</li> <li>Number of additional supported jobs/ apprenticeships created for major developments</li> </ul>
	We will work with others to reduce the wage gap between residents and commuters into the city	<ul style="list-style-type: none"> <li>% gap between average earnings of people living in the city and people working in the city</li> </ul>
	We will increase investment into the city	<ul style="list-style-type: none"> <li>Number of businesses paying business rates</li> </ul>
 <p><b>Children and young people in Southampton get a good start in life</b></p>	We will improve early help services and support for children and families	<ul style="list-style-type: none"> <li>Number of early help assessments undertaken</li> <li>Number of families 'turned around' through the Families Matter phase 2 programme</li> </ul>
	We will increase educational attainment	<ul style="list-style-type: none"> <li>% pupils in Early Years Foundation phase achieving good level of development</li> <li>% pupils at Key Stage 2 attaining Level 4+ in reading, writing and maths</li> <li>% pupils attaining 5 or more 1-4 grades at GCSE, including English and Maths</li> <li>% 16-17 year olds in education and training</li> </ul>
	We will reduce the numbers of children looked after by the council, and children in need	<ul style="list-style-type: none"> <li>Number of Looked after Children</li> <li>Number of children with active social care involvement</li> <li>Average number of days between registration and approval for new prospective adopters</li> </ul>
	We will protect vulnerable children and young people	<ul style="list-style-type: none"> <li>% care leavers in contact and in suitable accommodation</li> <li>Number of hospital admissions caused by unintentional and deliberate injuries in children (aged 0-14 years)</li> <li>Number of first time entrants into Youth Justice system (10-17 year olds)</li> </ul>
 <p><b>People in Southampton live safe, healthy, independent lives</b></p>	We will increase the proportion of social care service users receiving direct payments, so that service users have more choice and control	<ul style="list-style-type: none"> <li>% of people using social care who receive direct payments</li> </ul>
	We will improve housing quality and reduce fuel poverty	<ul style="list-style-type: none"> <li>% of local council housing stock that is decent</li> <li>Number of households in receipt of ECO measures</li> </ul>
	We will improve air quality	<ul style="list-style-type: none"> <li>Recorded levels of nitrogen dioxide in the city's Air Quality Management Areas (ug/m3)</li> </ul>
	We will protect vulnerable adults and enable people to live independently	<ul style="list-style-type: none"> <li>Number of 'extra care' homes built to provide housing for people with support needs</li> <li>Number of Adult Social Care clients using care technology</li> </ul>
 <p><b>Southampton is a modern, attractive city where people are proud to live and work</b></p>	We will keep our city clean	<ul style="list-style-type: none"> <li>Number of customer requests for street cleaning and fly tipping clearances</li> </ul>
	We will ensure roads and pavements are maintained	<ul style="list-style-type: none"> <li>% of unclassified roads requiring urgent structural maintenance</li> <li>% of A roads requiring urgent structural maintenance</li> </ul>
	We will strengthen and develop community groups	<ul style="list-style-type: none"> <li>Amount of additional funding investment achieved by voluntary and community organisations we support</li> </ul>
	We will increase pride in our city by ensuring there is a vibrant and diverse cultural, entertainment and leisure offer	<ul style="list-style-type: none"> <li>Number of family friendly events each year in Southampton</li> </ul>

## HOW WILL WE WORK?

We want to put our residents and customers at the heart of everything we do

The way our residents access services has changed a lot over the last few years, and will continue to do so. Now many people want to access online because it is quicker and more convenient. It is also much more cost effective, meaning we can use the money saved in other areas.

We are improving our digital services so that our residents can access information, and apply or pay for services more quickly and easily online.



**First time resolution** – getting things right first time and delivering joined-up services with partners.



**Empower customers, communities and employees** – supporting customers and communities to become more self-reliant.



**Easy as 1,2,3** – simple, efficient services designed around our customers' needs.



**Informed by insight** – involving our customers in the design, development and review of services.



**Assisted digital** – digital services, with extra help for those who need it.



**Value for money** – delivering cost effective services, ensuring that we can continue to keep customers at the heart of what we do.