

Our Priority Projects

To contribute to the realisation of the Vision, we (Southampton Connect) have agreed 10 priority projects which we will seek to accelerate progress through citywide collective action and focus. Collectively, these 'added value' projects aim to improve performance against 12 key city performance indicators - both across the city as a whole and within our priority neighbourhoods who experience significant levels of under-performance due to high levels of deprivation and disadvantage when compared with the city average. Our priority projects are:

- Promoting Southampton as the Connected City
- Gateway to a World of Business Opportunities
- Gateway to Employment and Volunteering Opportunities
- Connecting Leaders of a Learning City
- Gateway to a World of Learning Opportunities
- Gateway to a Healthier and Safer Southampton
- Gateway to a Better Future
- Connecting the City to Reduce Re-Offending
- Connecting towards a Greener City
- Gateway to a fairer Southampton

Further details on projects can be found in the centre of this leaflet

Southampton Connect will regularly monitor progress on these priority projects to ensure they are delivered on time; and that that new projects can be identified and adopted if needed.

Working Together

Our programme of Priority Projects cannot be delivered by the participants of Southampton Connect alone, but crucially it requires a truly genuine citywide collaborative effort to bring about the improvements to city life we all desire. We are keen to ensure that any potential partner from the community, private, public and voluntary sectors who wishes to contribute to the projects has the opportunity to do so. Please visit our website (details below) to find out more about our priority projects and how you can get involved.



For further information, visit:

Southampton Connect
(www.southampton-connect.com)

Southampton Needs Assessment
(insert web address)

Future Southampton
(insert web address)

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Southampton
Connect



Southampton City Plan 2011 – 2014



Southampton - a connected city for growth and creativity; gateway to a world of opportunities

Besides the Vision statement above, this box will contain a montage of city and community photographs that pictorially portray the Vision

A collaborative approach by leaders of key public, private and voluntary organisations, Southampton Connect represents a new way of working together to improve Southampton.

Introduction

Southampton Connect are pleased to introduce our first ever City Plan outlining key challenges facing our city and our programme of priority projects. As we launch our Plan, we all know that we are facing a significant economic squeeze in trying to reduce the national deficit, coupled with the longer term effects of the recession on the city. Across the nation this means significant reductions in public sector spending delivered alongside major public sector reforms; coupled with an urgent drive to promote and increase private sector job growth. Southampton's recovery needs all of us – community, private, public and voluntary sectors – working collaboratively together to keep this great city moving forward. With this in mind, we (Southampton Connect) have agreed two overarching city priorities which underpin our work:

- **sustained economic development**
- **low cost, efficient, customer centred services**

We acknowledge that this will not be easy to achieve, especially at a time when all organisations are tightening their belts as the financial squeeze bites hard - this will be the ultimate test of the strength and commitment of our citywide collaborative working arrangements. However, Southampton is also a fantastic city with plenty of unique opportunities. Acknowledging this, we have articulated a new, forward looking Vision for the city to drive our efforts:

Southampton - a connected city for growth and creativity; gateway to a world of opportunities.

This statement sets out our collaborative aspirations for Southampton and what we will work together to achieve. It is our intention that all our respective strategies, plans, initiatives and projects will contribute to the realisation of our Vision for Southampton. It is the golden thread that will guide all our actions and by which we will judge our collaborative performance.

TURNING OUR VISION INTO REALITY: OUR PRIORITY PROJECTS

Each of our 10 priority projects will be led by a key partner organisation who will ensure delivery through a city wide collaborative approach

Southampton a connected city for growth and

Promoting Southampton as a Connected City
Led by: Business Solent

This project aims to build on the progress of Marketing Southampton in co-ordinating marketing activity to raise the profile of the city as a good place to work, study, live, invest and enjoy. Our key milestones include:

By 31st March 2012:	By 31st March 2013:	By 31st March 2014:
<ul style="list-style-type: none"> Undertaken a review of Marketing Southampton and implemented the findings Created a Marketing and Communications Action Plan for the City 	<ul style="list-style-type: none"> Raised the profile of the Southampton Brand to be recognisable and linked with Southampton Developed a more coherent view of the City shared and communicated by key partners across the City 	<ul style="list-style-type: none"> Maintain and build upon successful initiatives

Gateway to a world of business opportunities
Led by: Hampshire Chamber of Commerce

This project aims to engage entrepreneurs and new business start-ups at the earliest opportunity to offer an advice group that will provide expertise and experience at the crucial start-up time. It will also provide the mechanisms for ongoing support to enable business to grow and sustain. Our key milestones include:

By 31st March 2012:	By 31st March 2013:	By 31st March 2014:
<ul style="list-style-type: none"> Reviewed current business start-ups provision and support in the city Established a new city business start-up group 	<ul style="list-style-type: none"> Set up mentoring for new Business Start-ups Identified and set up a cost-effective range of support services through Hampshire Chamber of Commerce and other agencies 	<ul style="list-style-type: none"> Raised the profile of Business Start-ups and celebrate the success stories Continued to harness opportunities for business growth and sustainability Fully reviewed progress & revised programmes where necessary

Gateway to employment and volunteering opportunities
Led by: Southampton Solent University

This project aims to maintain and enhance the employability and personal confidence of young people and those over 50 by better packaging and coordination of opportunities for work experience, volunteering and internships. Our key milestones include:

By 31st March 2012:	By 31st March 2013:	By 31st March 2014:
<ul style="list-style-type: none"> Agreed, scoped and started 3 pilots Established supporting partnerships to support the projects 	<ul style="list-style-type: none"> Secured external funding to support the project Rolled out pilot projects or launched successors 	<ul style="list-style-type: none"> Maintain and build upon successful initiatives Communicate and promote success

Connecting leaders of a learning City*
Led by: Southampton City Council

This project aims to bring together the leaders of learning institutions to establish Southampton as a great 'learners city' exploring new ways to collaborate or work more closely together. Our key milestones include:

By 31st March 2012:	By 31st March 2013:	By 31st March 2014:
<ul style="list-style-type: none"> Established a clear leadership group for learning across the city Established what a joined up strategy would look like 	<ul style="list-style-type: none"> To Be Confirmed 	<ul style="list-style-type: none"> To Be Confirmed

Gateway to a world of learning opportunities
Led by: Southampton City College

This project aims to raise the aspirations of children and young people aged 9-19 in the city by the key learning establishments across the city working together to implement a range of initiatives and projects. Our key milestones include:

By 31st March 2012:	By 31st March 2013:	By 31st March 2014:
<ul style="list-style-type: none"> Established Junior University Targeted 255 young people most in danger of missing out on English and Maths 	<ul style="list-style-type: none"> Second Junior University cohort recruited Achieved reduction in NEETs figures 	<ul style="list-style-type: none"> To Be Confirmed

KEY CITY PERFORMANCE INDICATORS

Southampton Connect aims to add value where it can make a difference and not to create any unnecessary bureaucracy or duplication. This approach also applies to performance monitoring where it has agreed that it will only monitor 12 key city performance indicators listed below. Progress on the indicators will be reported to the Southampton Conference and made available on our website.

- Increase VAT registration rates/longevity for new business start-ups
- Increase overall number of private sector jobs created
- Increase overall number of business in the city with staff travel plans
- Percentage reduction in CO2 emissions per person in the local authority area against the emissions in the baseline year
- Increase key stage four results including English and Maths

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Gateway to a healthier and safer Southampton*
Led by: NHS Southampton City (Public Health)

This project aims to promote healthier lifestyles and encourage ways of improving home and community safety through a range of joined up and community based measures and initiatives. Our key milestones include:

By 31st March 2012:	By 31st March 2013:	By 31st March 2014:
<ul style="list-style-type: none"> Stakeholder engagement, project ownership and design Launch event held Branding and key themes developed 	<ul style="list-style-type: none"> Health Matters information portals developed Healthy conversations approach rolled out Branded and other opportunities for healthier and safer living expanded and marketed 	<ul style="list-style-type: none"> Greater "engagement" in health & more individual, family and community capacity for making sustainable lifestyle changes Increased uptake of healthier living "offer" Improved key health outcome measures in high-needs communities

Gateway to a better future
Led by: Jobcentre Plus

This project aims to assess and mitigate the impact of welfare benefit changes through a coordinated city-wide response, particularly in relation to vulnerable residents and the local economy. Our key milestones include:

By 31st March 2012:	By 31st March 2013:	By 31st March 2014:
<ul style="list-style-type: none"> Established a city wide group to develop a strategic approach to benefit reforms Developed a child poverty action including extending Work Focused Services pilot to all core offer Children's Centres. 	<ul style="list-style-type: none"> Ensured Universal Credit, Disability Living Allowance and Personal Independence Payments are fully understood Agreed an anti-poverty approach to provide information and advice to vulnerable people in crisis, in getting to work and managing on a reduced income 	<ul style="list-style-type: none"> All Incapacity Benefits claimants to have been migrated to Employment Support Allowance Developed support to improve financial confidence & capability of residents - with focus on social housing tenants

Connecting the City to reduce re-offending
Led By: Hampshire Probation Trust

This project aims to take a whole system support approach to changing behaviour to reduce re-offending. It will integrate 4 strands: employment; accommodation; health and family. Our key milestones include:

By 31st March 2012:	By 31st March 2013:	By 31st March 2014:
<ul style="list-style-type: none"> Created a strong collaboration between custody & community. An integrated multi-agency approach to assessment & engagement Development of a social enterprise 	<ul style="list-style-type: none"> Improved employment, quality of accommodation, health outcomes and family relationships. Established co-located/virtual multi-agency team(s) to encourage increased customer focus and continuous improvement 	<ul style="list-style-type: none"> Sustained performance Reduction in crime & antisocial behaviour Community regeneration & Economic benefits.

Connecting towards a greener City*
Led by: Southampton City Council

The project aims to deliver low carbon ways of working across public and private sector organisations in the city, with a focus on Sustainable Transport, Low Carbon Energy, and Green Procurement. Our key milestones include:

By 31st March 2012:	By 31st March 2013:	By 31st March 2014:
<ul style="list-style-type: none"> City partners working together to deliver a Sustainable Travel City initiative New access to education 16-19 bus season ticket established 	<ul style="list-style-type: none"> To Be Confirmed 	<ul style="list-style-type: none"> To Be Confirmed

Gateway to a fairer Southampton
Led by: Southampton City Council

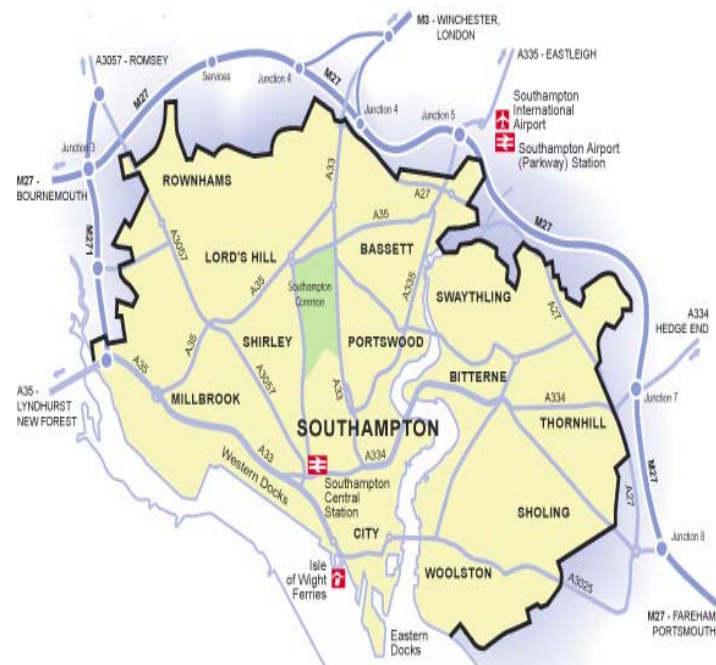
All the projects focus on improvements for the whole of the city of Southampton, however each will also have an element dedicated to improving performance and wellbeing in some of our most deprived communities, thereby reducing the gap between these communities and the city average. This project will support the other projects to target interventions appropriately.

- Increasing the number of local young people securing jobs, apprenticeships or progressing to further and higher education
- Increasing the number of people progressing into paid work or study as a result of work experience/ volunteering
- Reducing all offending and reoffending rates
- Reducing the number of people claiming Incapacity Benefit for mental health reasons
- Reducing the number of working age people claiming benefits
- Reducing the number of NEETs (not in education, employment, or training)
- Reducing the gap between our priority neighbourhoods and the city average for:
 - Educational attainment rates
 - Numbers of Job Seekers Allowance claimants
 - Crime levels
 - Life expectancy
 - Teenage pregnancy rates

*Priority Project currently being scoped as at September 2011

A New Way of Working Together

Comprising leaders of key public, private and voluntary organisations, Southampton Connect represents a new way of working together to improve Southampton and replaces the previous Southampton Partnership. Southampton Connect was launched in April 2011 out of a desire amongst city partners to strengthen our collaborative working arrangements to address the key challenges facing the city. It will be about focusing on what really matters, and then finding innovative and collaborative solutions to address them. The priority areas of focus for collaborative working have been turned into a series of action-orientated priority projects that will form the basis of the work programme for Southampton Connect over the next few years.



Although Southampton Connect is made up of a core group of leaders who will drive the projects forward, we will seek support and input from various partners across the city, and local communities. We want to encourage wide participation from a range of people to create an environment where all interested parties can come together for the good of the city and work to make a real difference.

A full list of Southampton Connect participants can be found online at www.southampton-connect.com/who/participants.

Where we are now?

Southampton Connect has developed a Southampton profile which provides an analysis of the needs and gaps in the City. The profile demonstrates that if we are to improve the quality of life for the people of Southampton, then we must have shared aims and objectives so that we can work together collaboratively, efficiently and effectively. The key findings from our analysis have been used to identify 4 City Challenges as follows:

Economic Development

The Index of Multiple Deprivation (2010) places Southampton as the 81st most deprived local authority area out of 326 across England. Low personal aspirations, below regional average wage rates, poor educational attainment levels, poor health and other factors lead to a number of our communities experiencing significant multiple deprivation and disadvantage when measured against citywide and regional averages.

We must therefore seek to deliver higher levels of economic wellbeing within these neighbourhoods as a route out of poverty.

Educational Attainment & Skills

It is essential that we continue to focus on improving the skills levels and educational attainment rates of our city residents and, by doing so, reduce the gap between the city and our surrounding neighbouring areas. This is significant given that unemployment rates are higher amongst those with no or few qualifications. Special attention is also needed to ensure that people with disabilities and mental ill-health, people living in poverty, and other vulnerable and excluded groups are not left behind. We also need to increase the number of young people in education, employment or training.

We must therefore seek to continually raise aspirations, educational attainment and skills levels of all our citizens.

Wellbeing

In Southampton life expectancy is increasing; heart and stroke death rates are falling; cancer survival is improving and breast feeding rates are improving. However, smoking rates are high; people are not physically active enough; alcohol and drug misuse is causing increasing harm (and costs); sexual infections are increasingly common, teenage pregnancy is above national average. People on lower incomes living in the most deprived areas in the city have shorter lives than those in the more affluent areas. Crime rates nationally have declined over the last few years including within Southampton; however our overall position relative to other cities is poorer than it should be.

We must therefore seek to improve health, wellbeing and safety outcomes across the city.

A Sustainable, Green & Attractive Environment

Southampton has ambitions to become the country's leading low carbon city and to thrive in a new low carbon economy - a city adapted to a changed future which is greener, healthier and safer. Through the fourth City challenge of "A sustainable and Green Environment" and working with partners, the aim is to be an epicentre of green business; a location of choice for environmental technology and service firms and new and cleaner investment, a magnet for innovation and talent, a frontrunner in the emerging low carbon economy using the city's knowledge base, existing assets and low carbon infrastructure as a catalyst for development, inward investment, business growth, energy security and new jobs."

We must focus on reducing our carbon footprint.



Where do we want to be? Southampton of the Future [Future Southampton logo]

Alongside delivery of our Priority Projects Programme (detailed overleaf) to improve outcomes for our citizens, we will also continue to work closely together on how Southampton should develop physically in order to enhance its image and reputation regionally, nationally and globally.

Looking ahead, a new and dynamic City Centre Master Plan has been prepared illustrating what the city centre could look like in the future through a radical transformation focusing on the following six themes:

A great place for business

- A prestigious new business district around the redevelopment of the Central Station

A great place to live

- Strong and distinctive neighbourhoods outside the city centre with new homes and communities supported by local services

A great place to visit

- A re-established historic Medieval street pattern in areas within the Town Walls & an established reputation for the Cultural Quarter

A greener centre

- An extensive network of green spaces and tree lined boulevards connecting the city centre

Attractive and distinctive

- Distinctive new buildings with high quality, innovative design & exciting waterfront schemes, at the Royal Pier Waterfront and on the Itchen Riverfront

Easy to get around

- A more cohesive, better connected, walkable, people friendly city centre with a buzz about it

Overall, our aim is to strengthen Southampton's unique waterfront city reputation and profile by proactively seeking out major growth opportunities to provide new jobs, new businesses and new homes. In addition, we will continue to broaden the city's cultural, entertainment and retail experience for all our residents and visitors.

FINAL TEXT COMPLETE WITH KEY TARGETS / STATISTICS TO BE CONFIRMED ONCE CITY CENTRE MASTER PLAN LAUNCHED IN SEPTEMBER