Southampton City Strategy 2015-25

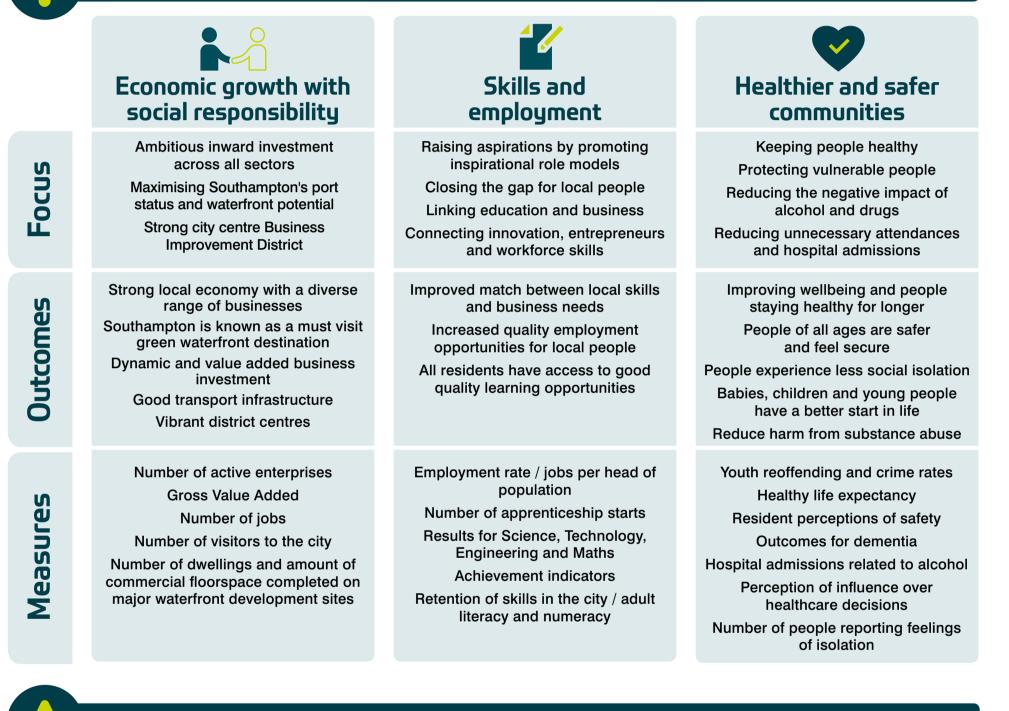


Southampton – City of opportunity where everyone thrives

Our goal: Prosperity for all

We want to build on Southampton's unique sea city location with exceptional transport links, its strong position nationally for economic growth, excellent reputation for teaching and learning, strong business community, good regional specialist hospital, varied retail offer and night time economy, vibrant voluntary and student communities with rich diversity and cultural mix.

Our priorities



Our cross-cutting themes

Fostering city pride and community capacity	 Increasing community cohesion Increasing satisfaction with Southampton as a place to live Increasing volunteering in the City Increasing the number of people who want to get involved and influence decision making in the City
Delivering whole place thinking and innovation	 Working together to pool budgets to deliver seamless services Building on the City's research and development expertise to encourage and promote innovation in all aspects of city life
Improving mental health	 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
Tackling poverty and inequality	 Increasing jobs and pay for residents Reducing child poverty

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Why did we choose these priorities?



UK's most improved city between 2012 and 2013

2nd best English city for good growth

Southampton has a resident population of 239,400 and 40,000 students

7 million day visits a year

£3billion investment in the City Centre Master Plan, estimated to bring 7,000 jobs by 2026

Europe's busiest cruise port with over 1.6million passengers per year

14th ranked city centre and 19th in the top shopping desinations

Two universities with national ranking and UHS Specialist Acute Teaching Hospital within the top 20 in England



Levels of qualifications and achievements at school and college need further improvement to equip young people with skills for future jobs

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

Signficant increase in demand for specialist safeguarding services for vulnerable children, young people and families

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

High levels of domestic violence and abuse

Poorer outcomes for care leavers in education and housing

Reoffending rates particularly for young people



Feedback from residents*

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%

One third of respondents believe they have either little or no influence over the decisions on healthcare

39% of residents have taken part in voluntary activity in the last year

* City Survey was conducted in March/ April 2014 with a representative sample of 1,500 residents



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



