

Cabinet

DOCUMENTS FOR THE MEMBERS ROOM

Tuesday, 27th January, 2026
at 4.30 pm

MEMBERS ROOM DOCUMENTS ATTACHED TO THE
LISTED REPORTS

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MEMBERS ROOM DOCUMENTS

11 **SOUTHAMPTON HEALTH AND WELLBEING STRATEGY 2026-2035** □ (Pages 1 - 80)

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Monday, 19 January 2026

Director of Legal and Governance

Southampton Health and Wellbeing Strategy 2026-2035 – accessible version

What do we want Southampton to be?

A place where everyone can live healthy and active lives, connect with others and have enough money to live well.

Introduction

What is this document about?

This document describes a plan to help people who live in Southampton to stay healthy. The plan starts in the year 2026 and lasts for ten years.

What is the Southampton Health and Wellbeing Board?

The Health and Wellbeing Board is a group of people who work together to make Southampton a healthier place. They have members from the local council, NHS, and community leaders.

How has the board developed the Southampton Health and Wellbeing Strategy?

The board looked at lots of information and talked to many people to understand the health needs of the city. They used this information to create the plan to improve our health.

An approach that covers people's lives from birth onwards

The strategy has 4 main areas:

1. Starting Well

When we are young, it's important to be as healthy as we can. This means eating good food, staying active, and learning new things. Getting a good start in life is important because we are then more likely to be healthy as we grow up.

2. Staying Well

As we grow up, we need to stay well. This means continuing to eat healthy food, being active, and taking care of our bodies. It helps us stay strong and feel good. When we need extra help, it is important that we can get this easily and it is the right type of help for us.

3. Connecting Well

It's also important to connect well with others. This might mean making friends and helping each other. This is good for our health and also can help us to feel good.

4. Financially Well

Being financially well means having enough money to buy the things we need. It helps us feel safe and secure and is good for our health.

What enables good health and wellbeing?

Health is not just about seeing a doctor when we feel unwell. It's also about things like having a job, a home, clean air to breathe, healthy food to eat, places to meet other people and activities we enjoy doing. All of this helps us to stay healthy.

The role of the Health and Wellbeing Board within the Hampshire and Isle of Wight Integrated Care System

The board works with other groups across the whole of Hampshire and the Isle of Wight to make sure everyone gets the care they need. This teamwork helps use money and people wisely, and means that services are easy for everyone to access.

Core ideas we will need to show in our work

We have ten important ideas that will guide our work:

Collaborative: Working together with local council, NHS, community leaders and charities to improve health.

Co-produced: Listening to and working with the community to understand what is important to them.

Equitable: Making sure everyone, regardless of their background, gets the care they need.

Balanced: Treating mental health as important as physical health and providing support for both.

Preventative: Stopping health problems before they start by promoting healthy lives and offering early support.

Holistic: Providing care that considers all aspects of a person's life.

Sensitive: Respecting backgrounds and differences and ensuring that actions and services are compassionate and understanding.

Evidence-based: Using good information and research to help improve things.

Digitally capable: Welcoming new technologies where they help improve our health, whilst making sure they are safe and easy to use, and that no one is left behind.

Sustainable: Thinking about the effects of our health and wellbeing plan on the natural world around us.

Key areas of focus

1. Starting Well

Ensuring Every Child Has the Best Start in Life

Area of focus: A Whole System Approach to Childhood Obesity

We want to ensure that every child in Southampton grows up healthy. This means looking at how we can help children eat better and be more active. We will work with schools, parents, and local organisations to create an environment that supports healthy options and makes it easier for families to live well. This includes providing teaching on nutrition, making it easier to get healthy food, and creating safe spaces to be active.

Why is childhood obesity important?

Childhood obesity or overweight means children having more body fat than is healthy. It is a big health problem in the UK. More children are becoming overweight, and this is also true in Southampton. Children in poorer areas are also more likely to be overweight.

Why do children become overweight?

There are many reasons why children can become overweight:

If their mother was overweight when they were born.
If their mother smoked during pregnancy.
If they were born with a high birth weight.
If they grew very quickly as babies.

Why is being overweight not good for health?

Overweight children can have other health problems. They are also likely to stay overweight as they grow up. Being overweight as an adult can cause:

Heart disease
Stroke
High blood pressure
Diabetes
Some cancers
Early death

What is the national government doing?

The national government wants to help children be healthier. They have a plan to:

Stop junk food ads aimed at children.
Ban energy drinks for children under 16.
Give local councils more power to stop new fast-food places from opening.

What do we know about healthy weight in Southampton?

Healthy weight in school Year R (Ages 4-5)

Less children in Year R in Southampton have a healthy weight compared with the average in England.

Healthy weight in school Year 6 (Ages 10-11)

Less children in Year 6 in Southampton have a healthy weight compared with the average in England.

Weight and neighbourhoods

Children living in poorer neighbourhoods are less likely to have a healthy weight compared to children living in less poor neighbourhoods.

Most children who are overweight or obese in Year 6 had a healthy weight when they were in Year R.

What do we hope to do?

Help everyone work together

Everyone needs to work together to help children stay healthy. This includes the local authority, NHS, schools, parents, and the community.

Help more children have a healthy weight

We want more children to have a healthy weight. This means eating healthy food and being more active.

Help all children

We want to help all children, especially those who live in areas where it is harder to stay healthy.

Help people stay healthy as they grow

We want children to stay healthy as they grow from school Year R (ages 4-5) to Year 6 (ages 10-11).

Have healthier schools

We want more schools and early years settings to be recognised as healthy places.

Have healthier food

We want to make sure there is healthy, affordable, and good food available in the city.

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2. Staying Well

Ensuring people are supported to live healthy lives and keep health as they get older

Area of focus: Keeping independence through joined-up, early and personalised care and support

As people get older, we want to help them stay healthy and be able to live with minimal help. We need to provide the right care and support at the right time to help people stay well and manage any long-term health conditions they have. The care offered needs to be right for each person.

Why is joined-up, early and personalised care and support important?

In the next few years, there will be more older people in Southampton than there are now.

Why are there more older people?

People are living longer and having fewer children. This means the number of older people is growing faster than the number of younger people.

What does this mean?

There will be fewer people who can work.
It might be harder to find people to help take care of others.

Health problems

More people are living with long-term health problems. People who live in poorer areas often have more health problems and live shorter lives. The main health problems are heart disease, lung disease, and cancer. Smoking is a big reason for these health problems.

What can we do?

We need to help people live healthier lives. This means eating well, not smoking, and staying active.

What do we know about protecting independence in Southampton?

Falls and health problems

More older people in Southampton have falls that make them go to the hospital or get sick from heart and lung problems compared to the average in England

6 in every 10 people over 65 in Southampton are considered frail. This means they may need more help.

Neighbourhoods and health

People living in poorer neighbourhoods are more likely to have falls, hip fractures, and die from accidental falls compared to those in less poor neighbourhoods.

People in poorer neighbourhoods are also more likely to die early from heart and lung problems that can be prevented.

Mental health and early death

People with severe mental illness are more likely to die early from heart and lung problems compared to those without severe mental illness.

What do we hope to do?

Help people to live at home

We want to help people live in their own homes and with the people and things they love. This means giving them the care they need when they need it.

Offer more NHS health checks

We want more people in Southampton to go for NHS health checks, especially those living in poorer areas.

Help people be active

We want to help people who find it hard to be active to find ways to move more.

Help people feeling less lonely

We want to help people feel less lonely.

Help reduce harm from smoking

We want to help people to stop smoking. This includes helping people in poorer areas, those with mental illness, and those with long-term health problems.

Help reduce harm from drugs and alcohol

We want to reduce the harm caused by drugs and alcohol for people of all ages.

Help frail people

We want to find people who are frail and help them stay healthy.

Help prevent health problems

We want to stop people from getting long-term health problems and help them stay healthy for longer.

Have less hospital admissions

We want to reduce the number of people going to the hospital for preventable reasons.

Have less falls

We want to reduce the number of older adults who fall.

Help prevent early deaths

We want to reduce the number of people dying early from heart and lung problems.

3. Connecting Well

Ensuring people enjoy social connection in safe and healthy spaces

Area of focus: Supporting communities to be physically active and enjoy being creative

Being active and creative is important for our mental and physical health. We want to make sure everyone can take part in activities that keep them healthy and connected to their community.

Why is supporting communities to be physically and creatively active important?

Why being active is good

Being active means moving your body. It helps everyone stay healthy and feel good.

For children, it helps bones grow strong, muscles get bigger, and brains work better. It also helps kids feel good, sleep better, and make friends.

For adults, being active helps keep their hearts and minds healthy, and their bodies strong. It can stop them from getting unwell and help them feel better if they do get unwell.

Why not being active is not good

If you don't move around much, you can get sick more easily. As people get older, it's important to stay active so they can stay healthy and need less help.

How many people have health problems

In the UK, one out of every four adults have two or more health problems. People who live in poorer areas are more likely to have these problems, and they can start when they are younger.

How being active helps

Being active can help stop you from being unwell. It can also help you feel better if you do become unwell. For older people, staying strong can help them not fall down and get hurt.

Why being creative is good

Being creative means doing things like drawing, painting, or making music. Different people enjoy different types of creative activities, but we know that being creative helps you feel good and connected to other people. This is especially important for people who feel lonely or can have a hard time with how they feel.

What do we know about being active in Southampton?

Being Physically Active

A similar number of adults in Southampton are considered active compared to the average in England but there are still a lot of people who could be healthier by being more active

A similar number of adults in Southampton are not active enough compared to the average in England but there are still a lot of people who could be healthier by being more active

People in poorer neighbourhoods are less active compared to those in less poor neighbourhoods.

Children and Young People

About half of all children and young people (aged 5 to 18 years) are considered physically active enough in Southampton. This is similar to the average in England.

Fewer children and young people from Asian and Black ethnic groups are considered active enough compared to those from White British, White Other, and Mixed ethnic groups.

Feeling Lonely

About 1 in 10 adults in Southampton feel lonely. This is higher than the average in England.

Some people are more likely to feel lonely such as:

- People who do not have a job
- People living in poorer neighbourhoods
- Disabled people
- Younger or older adults
- People from different ethnic backgrounds

Creative Activities

Over 9 in every 10 people in Southampton take part in creative activities like drawing, painting, visiting the cinema, or making music in any year. This is higher than the average in England.

About 1 in 4 people in Southampton visited a library in the past year. This is lower than the average in England.

Feeling Safe

About 3 in 4 people in Southampton feel safe during the day, but fewer people feel safe at night.

People feel less safe in the city centre and in parks, especially at night.

What do we hope to do?

Help children move more every day

We want children and young people to move more every day. This means doing things like playing, running, or dancing.

Help adults be active

We want adults to be more active too. This means doing things like gardening, walking, cycling, or playing sports.

Support everyone to move

We want to help everyone find ways to move that they enjoy. This means helping people who might find it hard to be active, like disabled people, or those who live in poorer areas.

Make activities easy to join

We want to make it easy for everyone to be active. This means making it easier for people to get involved and take part.

Help people feel connected

We want people to feel as connected to others as much as they would like to be. This might mean making friends and being part of a community. It might mean taking part in a physical activity, or doing something creative that they enjoy.

Have more active schools

We want schools to help children be active and healthy.

Have more safe and fun places

We want to make local spaces and travel routes safe and fun for being active. This means making parks, playgrounds, and paths better for everyone.

Promote healthy travel choices

We want to help people choose healthy and clean ways to travel. This means walking, cycling, or using public transport.

Help everyone work together

We want everyone to work together to create communities that support health and wellbeing. This means people and organisations working as a team.

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4. Financially Well

Ensuring people are supported to have enough money to buy the things they need

Area of focus: Maximising opportunities for skills, training, and employment

Having a good job and being able to manage money is important for our health. We want to support people to get the skills and training they need to find good jobs.

Why are skills, training and employment important?

How health affects money

Being unwell can affect how much money you have. We know that people are unwell sometimes have to pay for medicine and other things to help them get better. Being unwell also means that people might not be able to work and earn money. This can make it hard to pay for things they need.

How money affects health

Not having enough money can make people feel very stressed. Stress in itself can make people unwell. If people don't have enough money, they might not be able to buy healthy food or stay active. They might also find it hard to stop smoking or drinking alcohol, which can cost a lot of money and make them unwell.

Gambling and money problems

Gambling can also cause money problems. Some people might spend too much money on gambling, which can make them stressed and feel unwell. Sometimes gambling can lead to other problems with money, such as keeping their job.

What do we know about skills, training and employment in Southampton?

Young people and school

1 in 14 young people aged 16 to 17 years in Southampton are not in school, work, or training. This is higher than the average in England.

The average grades at the end of school (GCSE) are lower than the average in England.

Jobs in Southampton

There are **2 jobs for every 3 people** who can work (aged 16 to 64). This is lower than the average in England.

8 in every 10 people who can work are either working or looking for work. This is similar to the average in England.

2 in every 10 people who can work are not working and not looking for work. This is similar to the average in England.

4 in every 100 people cannot work because they are sick or have a disability.

Health and jobs

Fewer people with long-term physical or mental health conditions work compared to the average. This is similar to the rest of England.

Many fewer people with learning disabilities work compared to the average. This is similar to the rest of England.

1 in 10 people in contact with mental health services have paid jobs. This is lower than the average in England.

Unemployment in Southampton

4 in every 100 people who can work are not working but are looking for work. This is similar to the average in England.

7 in every 100 people in the poorest neighbourhoods are not working but are looking for work. This is higher than **2 in every 100 people** in the less poor neighbourhoods.

Earnings and Fuel Poverty

People working in the city (who may live outside the city) earn **£26** more per week than people living in the city (who may work outside the city).

12 in every 100 people in Southampton have trouble paying for heating. This is similar to the average in England.

What do we hope to do?

Help people find jobs

We want to help everyone who wants to work find a job. This means giving them the support they need.

Help people get the right benefits

We want to make sure everyone gets the benefits they are allowed to have, especially people who have many problems.

Help young people

We want to help more young people to stay in school, get jobs, or go for training. This will help them have a better future.

Support people with special needs

We want employers to hire people with special needs, like those with learning disabilities, long-term mental health conditions, or who are neurodiverse. This means giving them the right support and making changes to the job if needed.

Help people stay in jobs

We want employers to help people who have big life changes for example they may get a long term health problem. This means being flexible and giving them the support they need to stay in their jobs.

Improve work experience for young people

We want more work experience opportunities for young people in different sectors and organisations. This means making sure the work experience meets the needs of young people today.

Improve flexible working

We want to increase flexible working opportunities in different sectors. This means finding new ways to make jobs flexible, even in roles that usually are not.

Support small businesses

We want to help small and medium-sized businesses in the city grow. This means giving them the support they need to succeed.

Support jobs linked to the natural environment

We want to create jobs by supporting ideas that improve the natural environment. The natural environment means our surroundings that are not made by humans. They exist naturally (for example air, water, plants and animals). This means finding ways to help the environment and create jobs at the same time.

Reduce problems caused by gambling harm

We want to reduce the problems that people can experience from gambling in Southampton.

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Making this all happen

Our plan to make Southampton healthier

We want Southampton to be a place where everyone can live healthy and active lives and stay that way as they grow older. We want to help everyone stay healthy and feel good throughout their lives. When people need help, we want to make sure they get it quickly and easily and that it is right for them. We want people to have places to connect with others and have enough money to be able to buy the things they need and do the things that help keep them healthy.

How will we do it?

We can't do this alone. We need help from different groups:

Healthy Child Board: They will help children and young people get off to a good start.

Health and Care Partnership Board: They will help people stay healthy as they grow older.

Connecting Well Forum: They will help people stay active and connect with others.

Renaissance Board: They will help create good jobs and training

These groups will work together to make our plan happen.

Southampton Health and Wellbeing Strategy 2026–2035

Final Draft version

Our Vision

- Children get a healthy start in life
- Adults live healthy, active lives
- We can connect with others
- We can afford the essentials for a good, healthy life

About This Plan

This 10-year plan (starting in 2026) aims to improve health and wellbeing for everyone in Southampton.



Who Made This Plan?

The Health and Wellbeing Board—a team from the council, NHS, and community—created this plan by listening to local people and reviewing health data.



Our Four Priorities

1. Starting Well

Goal: Give every child the best start in life

Focus: Reduce childhood obesity

- Work with schools and families to promote healthy eating and activity
- Improve access to nutritious food and safe play spaces
- Support all children, especially in poorer areas



2. Staying Well

Goal: Help people stay healthy and independent as they age.

Focus: Early, joined-up, personalised care

- Support people to live at home
- Offer more NHS health checks
- Promote physical activity and reduce smoking, alcohol, and drug harm
- Prevent long-term conditions and reduce hospital visits



3. Connecting Well

Goal: Help people feel connected and active in their communities.

Focus: Encourage physical and creative activity

- Make it easier for everyone to be active
- Support creative activities to boost wellbeing
- Improve safety in public spaces
- Reduce loneliness



4. Financially Well

Goal: Support people to earn, learn, and manage money.

Focus: Skills, training, and employment

- Help people find and stay in work
- Support young people and those with additional needs
- Promote flexible working and support small businesses
- Reduce gambling harm



What Helps People Stay Healthy?

- Safe housing
- Clean air
- Healthy food
- Social connections
- Access to jobs and activities



How We'll Work

- Collaborative – Work together
- Co-produced – Listen to communities
- Equitable – Fair for everyone
- Balanced – Mental and physical health equally important
- Preventative – Stop problems before they start
- Holistic – Support the whole person
- Sensitive – Respect differences
- Evidence-based – Use data and research
- Digitally capable – use technology that helps us
- Sustainable – Protect the environment



Making It Happen

- Healthy Child Board – Support children and families
- Health and Care Partnership Board – Support adults and older people
- Connecting Well Forum – Promote social and physical activity
- Renaissance Board – Boost jobs and training

You Said, We Did

Addressing free text comments received from questions in Health & Wellbeing Strategy Public Consultation (4 August – 26 October 2025).

You Said	We did
<p>We support the vision (88%, the principles (87%) and strategy overall (79%). The strategy is easy to understand (80%) and has sufficient information in it (60%).</p>	<p>Support for the strategy is positive, therefore the main elements of the strategy will remain.</p>
<p>We support the 4 priority areas: Starting Well (88%), Staying Well (97%), Connecting Well (93%) and Financially Well (95%).</p>	<p>As above.</p>
<p>Starting Well - we would like to see the importance of a balanced/healthy diet, good nutrition emphasised, and we criticise the presence of fast-food shops near schools.</p> <p>We think there should be more school/extra curricular/education activities around healthy eating and managing finance</p>	<p>Its really positive that the majority of comments were in support of highlighting the role of a healthy/balanced diet and good nutrition, and the presence of fast-food shops near to schools. These issues are key in the whole system approach to childhood obesity taken by the strategy.</p> <p>There will be a specific action plan developed for each area of focus, and these will give due consideration to how urban planning can positively influence the food environment. This is highlighted by the ambition under starting well within the strategy to <i>'Explore the use of the National Planning Policy Framework and the Local Plan to control provision of new fast-food outlets'</i>.</p> <p>Consideration will also be given to whether existing Personal Social Health and Economic education (PSHE) in schools sufficiently addresses healthy eating and physical activity education, as well as supporting young people to understand aspects related to money, saving and budgeting, relevant to life-long financial wellbeing.</p>
<p>Staying Well – we are interested in environmental issues like reducing pollution, improving green spaces. We also see a need for more work around mental health, ageism.</p> <p>We also recognise the importance of good housing, for example social housing, in terms of wellbeing and accessibility.</p> <p>We question the Council's ability/resources to successfully implement</p>	<p>The Health and Wellbeing Strategy will sit alongside other council plans and strategies that address a broad range of health determinants including the Green City Action Plan, Biodiversity Plan, Air Quality Action Plan and the Housing Strategy.</p> <p>A lot of work is already underway to improve housing in the city, and it is recognised that health is strongly linked to housing. The new Housing Strategy 2026-2031 sets out the aims to improve housing in Southampton. The</p>

	<p>Health & Wellbeing Board will feed in to support this work.</p> <p>The Health and Wellbeing strategy contains a variety of ambitions aligned to each area of focus under each theme. The strategy is a system / partnership strategy, not solely to be delivered by the council, and therefore the resources to deliver will be shared across organisations</p>
<p>Connecting Well – We think there should be more offers/incentives/accessible social activity and events including exercise. We think that transport should be improved, and active travel promoted.</p>	<p>It's positive to see such a high level of support for this priority, and the strategy takes a rounded approach to opportunities for people to connect, including being creative together and physical activity/exercise. The Strategy and its Action Plan will link strongly with the We Can Be Strategy for Southampton, which is working to deliver physical activity opportunities.</p> <p>Regarding Transport it is recognised that improvements are both in the transport network and to support active, sustainable travel. There are 15 projects (11 completed) which are supporting people to travel sustainably and create a greener more sustainable city. There is a long-term transport plan, Connected Southampton 2040, and the 10 Year Cycle Strategy which both set ambitions to make Southampton a modern, liveable and sustainable place to live, work and visit. A Southampton Cycle Network (SCN) will be created, with places that people can safely walk and cycle.</p> <p>There is also a Bus Service Improvement Plan, developed by the City Council and local bus operators. This sets out the ambition to improve the bus network to 2030, by providing additional services, improving facilities, bus lanes, and providing a new Park and Ride at Adnac Park.</p>
<p>Financially Well – we think that helping people back into work and supporting a good work/life balance is important. We would also like to see good support for people on benefits, including how to access them and how to maintain wellbeing.</p>	<p>The majority of comments supported the core aims of the Financially Well priority, which focuses on the utilisation of work/employment to improve wellbeing, helping people into work and supporting a good work/life balance.</p> <p>One of the ambitions under financially well is <i>'Support all residents to receive the national benefits they are eligible for, particularly people facing multiple-disadvantage'</i></p> <p>We will build upon the considerable advice and support already available in Southampton and will work to better promote these opportunities.</p>

	<p>These include advice and guidance agencies such as Citizens Advice Southampton, Southampton Advice and Representation Centre, and the City Council's Welfare Rights and Money Advice Team. Gateway at the Civic Centre provides walk in advice and support on benefits and other matters. This promotion will feature in the action plan detailing how the Financially Well priority will be delivered</p>
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Equality and Safety Impact Assessment

The **Public Sector Equality Duty** (Section 149 of the Equality Act) requires public bodies to have due regard to the need to eliminate discrimination, advance equality of opportunity, and foster good relations between different people carrying out their activities.

The Equality Duty supports good decision making – it encourages public bodies to be more efficient and effective by understanding how different people will be affected by their activities, so that their policies and services are appropriate and accessible to all and meet different people’s needs. The Council’s Equality and Safety Impact Assessment (ESIA) include an assessment of the community safety impact assessment to comply with Section 17 of the Crime and Disorder Act and will enable the Council to better understand the potential impact of proposals and consider mitigating action.

Name or Brief Description of Proposal	Health and Wellbeing Strategy 2026-2035
Brief Service Profile (including number of customers)	
<p>The Southampton Health and Wellbeing Board is a statutory forum where political, clinical, professional and community leaders from across the care and health system come together to improve the health and wellbeing of the local population and reduce health inequalities. Health and Wellbeing boards were established under the Health and Social Care Act 2012 with set statutory functions and a core membership. The Health and Wellbeing Board is a committee of Southampton City Council and creating a health and wellbeing strategy, based on the needs of the local population, is a statutory function of the board.</p> <p>The Health and Wellbeing Strategy 2026 incorporates the strategic ambition of the Health and Care Partnership no longer necessitating a separate Health and Care Strategy bringing a cohesive approach to the health and wellbeing system for Southampton. The strategy covers the entire resident population of Southampton. It also supports delivery of the 10-year City Plan, a shared ambition across partners, which sets out five missions: to make Southampton a more equal, healthier, safer, greener and growing city. <i>The Health and Wellbeing Strategy is Southampton’s commitment to delivering the Healthier Southampton mission.</i></p> <p>The strategy is structured around four overarching themes: Starting Well, Staying Well, Connecting Well, and Financially Well. Each theme has been carefully chosen to reflect the most pressing needs of our Southampton population and where action can make a positive difference. Starting and staying well represent a life course approach underpinned by social connectedness (connecting well) and financial wellbeing, which are recognised as being closely interconnected with one another and key building blocks of health.</p> <p>Our vision is for Southampton to be a place where <i>everyone can live healthy, active and independent lives, create positive social connections, and maximise financial wellbeing.</i> We</p>	

aim to foster a city where health and wellbeing is supported throughout life and when services are needed, they are integrated across sectors and are responsive to the needs of individuals.

Ten principles underpin the strategy and should be evidenced in delivery and are relevant to equality.

1. Collaborative

Partnership and integration across statutory, voluntary and community organisations:

This principle emphasises the importance of collaboration between Southampton City Council, the NHS, voluntary and community organisations to create a joined approach to health and wellbeing. By working together expertise and resources can be shared and our services can be well-coordinated and accessible to all.

2. Co-produced

We will learn from and work with communities, building upon their strengths and lived experience:

This principle emphasises the value of involving communities in the development, implementation and evaluation of our work. By co-producing work with our communities, the strategy aims to build upon their strengths and lived experiences to create more effective and relevant solutions.

3. Equitable

An inclusive approach that considers different types of health inequalities and with an intensity and scale based on need:

This principle focuses on addressing differences in health outcomes between different groups of people, by considering various factors such as socioeconomic status, ethnicity, gender, and disability. It advocates for a balanced approach that combines universal health interventions with targeted measures for those in greatest need in our city. It aims to ensure that everyone benefits from health initiatives while addressing the specific needs of disadvantaged groups.

4. Balanced

Mental health is valued the same as physical health and gets the same recognition and support that physical health does (parity of esteem):

This principle highlights the importance of treating mental health with the same level of importance as physical health. It acknowledges that mental and physical health are interconnected, and that promoting mental wellbeing is essential for overall health.

5. Preventative

Prevention and early intervention will be maximised: This principle advocates for proactive measures to prevent health issues before they arise and to intervene early when problems are identified. By focusing on prevention and early intervention, the strategy aims to preserve healthy life and improve long-term health outcomes.

6. Holistic

People receive high quality and safe, integrated, proactive and personalised care and support provided at the right time in the right place: This principle ensures that individuals receive care and support that is tailored to their specific needs, delivered in a timely and appropriate manner. It emphasises the importance of high-quality, safe, and integrated care and support that is proactive in addressing health concerns and built upon their strengths.

7. Sensitive

Social, cultural and trauma-informed considerations in delivering actions, service provision and support: This principle recognises the impact of social and cultural factors, as well as past trauma, on health and wellbeing. It advocates for services that are sensitive to these factors and that provide support in a way that is respectful and responsive to individual experiences.

8. Evidence-based

Using better evidence to make better decisions: This principle advocates for the use of robust evidence to inform decision-making processes and is at the heart of our Southampton [Health Determinants Research Collaboration](#). By relying on high-quality data, including qualitative data and case studies, the strategy aims to ensure that interventions are effective and that resources are allocated efficiently. Insight and learning from innovative approaches will be shared.

9. Digitally Capable

Digital tools, data, and technologies, including artificial intelligence, will be used responsibly **to improve health outcomes and enhance wellbeing,** whilst **addressing digital exclusion.** This principle supports the use of advanced technology and digitalisation, including artificial intelligence, but only when used responsibly, with the best interests of residents in mind, and simultaneously work to address digital exclusion and improve digital literacy.

10. Sustainable

Climate change and sustainability will be considered in all areas of focus: This principle highlights the importance of integrating climate change and sustainability considerations into all our health and wellbeing initiatives. It recognises that environmental factors play a crucial role in health and advocates for actions that promote environmental sustainability, green growth and climate resilience.

Within each priority theme is an area of focus which determine strategic ambition and the actions that will make a difference to people living in Southampton.

The areas of focus aligned to each theme are as follows:

Theme 1: Starting Well - Ensuring Every Child Has the Best Start in Life

Area of focus one: A Whole System Approach to Childhood Obesity

Theme 2: Staying Well - Ensuring People Are Supported to Live Healthy Lives and Maintain Health as They Age

Area of focus: Maintaining independence through integrated, proactive and personalised care and support

Theme 3: Connecting Well - Ensuring People Enjoy Social Connection in Safe and Healthy Spaces

Area of focus: Supporting communities to be physically and creatively active

Theme 4: Financially Well - Ensuring People Are Supported to Maximise Their Financial Wellbeing

Area of focus: Maximising opportunities for skills, training, and employment

Summary of Issues and Impact

This section gives an overview of the local issues in Southampton. For more insight into the population, health and economy of Southampton, please see the [Southampton Data Observatory](#).

Southampton has a population of 264,424 people and is due to increase 6.1% by 2025-2030. Despite having a large proportion of younger people due to being a university city, the older population is projected to grow proportionately more than any other age group in the next few years. The number of people aged over 65 is projected to increase by 18% by 2030, increasing to 26% in the number of people aged over 80. Life expectancy has increased, and birth rates have fallen over time, with people having fewer children and later in life, meaning that the older aged population has grown faster than the overall population. The relative proportion of the total population in Southampton of working age will therefore decrease, potentially impacting productivity and the skill pool of the local population. There may also be fewer people available for informal and community care.

Southampton is a diverse and deprived city. It is ranked 76th (where 1 is the most deprived) out of 317 local authorities in England in the [Index of Multiple Deprivation](#) (IMD 2025), having previously ranked 55th most deprived (IMD 2019).

Deprivation and inequalities between neighbourhoods in Southampton are significant and continue to be a driver for poor health outcomes. Life expectancy in Southampton varies drastically between the most and least deprived areas, with issues such as ill health (both physical and mental) also varying greatly across the city by neighbourhood. The biggest causes of death in Southampton are cardiovascular disease, respiratory disease, and cancer. Smoking is a leading cause for these and drives much of the inequality in mortality between people living in the most compared to the least deprived neighbourhoods.

Outcomes for children and young people in Southampton continue to be poorer than the national average, with outcomes significantly poorer (and starting earlier in life) for those residents living in the most compared to the least deprived areas of the city.

The non-medical factors that affect our health and wellbeing are often referred to as 'wider determinants', 'social determinants' or the 'building blocks' of health. These are a diverse

range of social, economic, commercial, and environmental factors that impact on the health and wellbeing of the population. Ultimately these create the conditions in which people in Southampton are born, grow, live and work. Examples include education, skills and employment, housing, the built environment and income. The Marmot Review (2010) emphasised the strong and continuous link between inequalities in wider determinants and disparities in health outcomes and the draft health and wellbeing strategy recognises the importance exemplified by the theme of financial wellbeing and the link with maximising skills, training and good employment, or ensuring those eligible for benefits receive them

Potential Positive Impacts

The Health and Wellbeing Strategy is inclusive of all people. It should have a positive impact on health and wellbeing if the ten principles are realised and evidenced in the delivery of the strategy, especially principles of being co-produced, equitable, balanced and sensitive to ensure actions are appropriate for all people, based and proportionate on their needs and sensitive to their circumstances.

The four themes and areas of focus have been carefully selected based on the needs of the Southampton population, prioritised through analysis of data, stakeholder involvement, Health and Care Partnership Board and Health and Wellbeing Board membership consultation, and resident surveys. Inevitably, having a limited number of areas of focus mean that some other areas that could have benefit to health and wellbeing have not been referenced. The focus of the strategy should not detract from the importance of other topics, business as usual approaches to health and care, or the links with other strategies that also have direct health impacts such as the [housing strategy](#).

Approved by Senior Managers	Debbie Chase, Director of Public Health, Southampton City Council
Date	7 th August 2025

Potential Impact

Impact Assessment	Details of Impact	Possible Solutions & Mitigating Actions
Age	<p>In Southampton, the age range of children between 0-5 years make up 6.3% of the population, aged between 16-24 years 18.6% and aged 65 years and over 14.5%</p> <p>Southampton has a younger than average population but a rapidly growing older population.</p> <p>According to the ONS Health Index 2021, childhood obesity is</p>	<ul style="list-style-type: none"> ▪ Use of the Local Plan and National Policy Planning Framework (NPPF) to influence fast-food outlet density near schools*. ▪ Strengthen Physical Social Health Education (PSHE) content on healthy eating physical activity, and financial literacy.

* NHS 10-year health plan

Impact Assessment	Details of Impact	Possible Solutions & Mitigating Actions
	<p>one of the biggest public health issues facing the UK and the number of children with healthy weight have decreased in England and same in Southampton.</p>	<ul style="list-style-type: none"> ▪ Expand age-appropriate physical activity and creative opportunities ▪ Improve walkability, cycling routes and safe public spaces ▪ Target frailty prevention and proactive care for older adults.
Disability	<p>17.7% (43,937) of residents identify as having a disability under the Equality Act (2021 Census); 0.5% (1,648) of registered patients are diagnosed with a learning disability (2023/24).</p> <p>Public Health England identifies that people with disabilities have worse health than the general population</p>	<ul style="list-style-type: none"> ▪ Co-produce actions with disabled people. ▪ Ensure green spaces, active travel routes and community venues meet accessibility standards. ▪ Embed accessible digital design and provide non-digital alternatives. ▪ Align with the Housing Strategy to improve accessible housing stock.
Gender Reassignment	<p>Trans and non-binary residents may experience discrimination, reduced feelings of safety, and barriers to accessing social and physical activity spaces.</p>	<ul style="list-style-type: none"> ▪ Ensure Connecting Well actions explicitly consider safety and inclusion.
Marriage and Civil Partnership	<p>36.5% (74,519) of residents are married or in a registered civil partnership (2021 Census).</p> <p>Consultation feedback highlighted concerns about work-life balance, caring responsibilities, and financial stress, which can affect couples and single-adult households differently.</p>	<ul style="list-style-type: none"> ▪ Ensure carers and single-adult households are considered in Connecting Well and Financially Well actions. ▪ Promote flexible employment support and wellbeing advice.
Pregnancy and Maternity	<p>Southampton has higher rates of smoking in pregnancy and lower breastfeeding initiation[†]. Early life factors strongly influence childhood obesity risk. Pregnant</p>	<ul style="list-style-type: none"> ▪ Strengthen early identification of excess weight gain in pregnancy. ▪ Expand breastfeeding support and culturally

[†] [Infant feeding survey 2023 - GOV.UK](https://www.gov.uk/government/statistics/infant-feeding-survey-2023)

Impact Assessment	Details of Impact	Possible Solutions & Mitigating Actions
	<p>people in deprived areas may experience poorer outcomes.</p>	<p>appropriate peer support in deprived areas.</p> <ul style="list-style-type: none"> ▪ Ensure Family Hubs provide accessible cook-and-eat and early years support.
<p>Race</p>	<p>Southampton is a diverse city with nearly 160 languages spoken (2024); 31.9% (79,439) residents consider themselves other than white British (2021 Census), comprising 12.6% other white, 10.6% Asian or Asian British, 3.0% Black, Black British, Caribbean or African, 3.3% mixed or multiple ethnicities, and 2.3% other ethnicity.</p> <p>Other ethnic groups may experience poorer physical activity levels. Cultural and linguistic factors may influence engagement.</p>	<ul style="list-style-type: none"> ▪ Provide accessible materials ▪ Work with community leaders and faith groups. ▪ Target physical activity and employment programmes for underrepresented groups.
<p>Religion or Belief</p>	<p>According to the 2021 Census for residents in Southampton 50% (124,510) consider themselves to have a religion:</p> <ul style="list-style-type: none"> ▪ 40.1% (99,910) Christian ▪ 5.6% (13,893) Muslim ▪ 1.7% (4,192) Sikh ▪ 43.4% (108,000) have no religion <p>Faith communities play a significant role in social connection. Some groups may face barriers to accessing physical activity or creative spaces due to cultural norms, or timing of activities.</p>	<ul style="list-style-type: none"> ▪ Engage faith groups as partners in Connecting Well and Starting Well. ▪ Provide safe, inclusive spaces for all faith groups.
<p>Sex</p>	<p>In Southampton, women live on average approximately 4.4 years longer than men, but women are more likely to experience loneliness, caring responsibilities, and financial insecurity while men have lower healthy life expectancy</p>	<ul style="list-style-type: none"> ▪ Target cardiovascular prevention at men in deprived areas ▪ Address women’s higher rates of social isolation through Connecting Well.

Impact Assessment	Details of Impact	Possible Solutions & Mitigating Actions
	and higher rates of preventable disease.	<ul style="list-style-type: none"> ▪ Ensure employment support addresses gendered barriers such as childcare.
Sexual Orientation	<p>4.9% of residents identify as LGBTQ+ (2021 Census)[‡].</p> <p>Residents may experience higher rates of poor mental health, social isolation, and discrimination.</p>	<ul style="list-style-type: none"> ▪ Partner with LGBTQ+ organisations to co-design inclusive activities.
Community Safety	<p>Perception of safety in public spaces in Southampton is lower than the England average, particularly for women and at night. This can affect physical activity, social connection, and mental wellbeing. Disabled people, older adults, women, and other ethnic groups are disproportionately affected.</p>	<ul style="list-style-type: none"> ▪ Promote safe public spaces to help realise Connecting Well priority through working alongside the Safe City Partnership.
Poverty	<p>Southampton has high levels of deprivation. According to Index of Multiple Deprivation (IMD) 2025 indicates that Southampton is ranked 76 out of 296 local authorities in England. We are less deprived than we used to be in 2019 where we were 55 in IMD 2019 (where 1 is the highest).</p> <p>11.8% of households in Southampton are living in fuel poverty[§]. Poverty drives inequalities across all four themes.</p> <p>24.5%** of people aged 16-64 years in Southampton economic inactivity due to ill health.</p>	<ul style="list-style-type: none"> ▪ Under the financially well theme, our ambition is to support all residents to review the national benefits they are eligible for, particularly people facing multiple-disadvantage. Target employment, skills and financial wellbeing to support deprived neighbourhoods. ▪ Focus on supporting people to stay in employment after they develop health conditions, the strategy should also have a positive effect on reducing risk of

[‡] 8.3% of the respondents that completed the CENSUS 2021 did respond to this question.

[§] Department for Energy Security and Net Zero. Sub national fuel poverty 2025 release. [Annual fuel poverty statistics report: 2025 - GOV.UK](#)

** Annual Population Survey, ONS June 2024-25

Impact Assessment	Details of Impact	Possible Solutions & Mitigating Actions
		<p>people losing income and moving towards poverty.</p>
Health & Wellbeing	<p>The strategy is designed to improve health and wellbeing, but risks include inconsistent delivery across partners, digital exclusion, and limited capacity in community settings.</p>	<ul style="list-style-type: none"> ▪ Embed the ten principles in all delivery plans. ▪ Strengthen neighbourhood working and community navigation. ▪ Monitor outcomes through the Health and Care Partnership Board.
Care-Experienced	<p>Care-experienced young people may have poorer educational outcomes, higher Not in Education, Employment or Training (NEET) rates, and higher risk of poor mental health. They may face barriers to physical activity, creative opportunities, and employment.</p>	<ul style="list-style-type: none"> ▪ Prioritise care-experienced young people in employment and skills programmes. ▪ Ensure access to safe, supportive creative and physical activity spaces. ▪ Co-produce actions with care-experienced young people
Other Significant Impacts	<p>Digital exclusion may disproportionately affect older adults, low-income households, and disabled residents.</p> <p>Sustainability actions may have unequal impacts if not designed inclusively.</p> <p>Gambling-related harm disproportionately affects vulnerable groups.</p>	<ul style="list-style-type: none"> ▪ Provide non-digital access to all services and information. ▪ Ensure sustainability actions consider accessibility and affordability ▪ Embed gambling harm reduction pathways across health, employment, and financial wellbeing services.

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Draft Health & Wellbeing Strategy 2026-35

consultation summary report



Introduction

- [Summary](#)
- [Consultation principles](#)
- [Promotion & methodology](#)
- [Background](#)
- [Respondent demographics](#)

Visions, principles & overall feedback

- [Vision & core principles](#)
- [Visions, principles & overall feedback summary](#)
- [Support for the vision](#)
- [Support for the core principles](#)
- [Support for the strategy overall](#)
- [Areas of focus summary](#)
- [Reading the draft strategy](#)
- [General/overall free-text comments](#)

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Areas of focus

- [Starting Well](#)
 - [Draft summary](#)
 - [Importance of *starting well*](#)
 - [Ambition of *starting well*](#)
 - [Free-text comments on *starting well*](#)
- [Staying Well](#)
 - [Draft summary](#)
 - [Importance of *staying well*](#)
 - [Ambition of *staying well*](#)
 - [Free-text comments on *staying well*](#)
- [Connecting Well](#)
 - [Draft summary](#)
 - [Importance of *connecting well*](#)
 - [Ambition of *connecting well*](#)
 - [Free-text comments on *connecting well*](#)
- [Financially Well](#)
 - [Draft summary](#)
 - [Importance of *financially well*](#)
 - [Ambition of *financially well*](#)
 - [Free-text comments on *financially well*](#)



INTRODUCTION





Southampton City Council undertook a public consultation on a proposed new Health & Wellbeing Strategy for the period 2026 through 2035.

This consultation took place between **Monday 04 August** to **Sunday 26 October 2025** and received **195** responses.

The aim of this consultation was to:

- Clearly communicate the proposed plans to residents and stakeholders;
- Ensure any resident, business or stakeholder in Southampton that wished to comment on the proposals had the opportunity to do so, enabling them to raise any impacts the proposals may have, and;
- Allow participants to propose alternative suggestions for consideration which they feel could achieve the objectives of the plans in a different way.

This report summarises the aims, principles, methodology and results of the public consultation. It provides a summary of the consultation responses both for the consideration of decision makers and any interested individuals and stakeholders.

It is important to be mindful that a consultation is not a vote, it is an opportunity for stakeholders to express their views, concerns and alternatives to a proposal. This report outlines in detail the representations made during the consultation period so that decision makers can consider what has been said alongside other information.



Southampton City Council is committed to consultations of the highest standard and which are meaningful and comply with the *Gunning Principles*, considered to be the legal standard for consultations:

1. Proposals are still at a formative stage (a final decision has not yet been made);
2. There is sufficient information put forward in the proposals to allow ‘intelligent consideration’;
3. There is adequate time for consideration and response, and;
4. Conscientious consideration must be given to the consultation responses before a decision is made.



New Conversations 2.0
LGA guide to engagement



Rules: The Gunning Principles

They were coined by Stephen Sedley QC in a court case in 1985 relating to a school closure consultation (R v London Borough of Brent ex parte Gunning). Prior to this, very little consideration had been given to the laws of consultation. Sedley defined that a consultation is only legitimate when these four principles are met:

1. **proposals are still at a formative stage**
A final decision has not yet been made, or predetermined, by the decision makers
2. **there is sufficient information to give ‘intelligent consideration’**
The information provided must relate to the consultation and must be available, accessible, and easily interpretable for consultees to provide an informed response
3. **there is adequate time for consideration and response**
There must be sufficient opportunity for consultees to participate in the consultation. There is no set timeframe for consultation,¹ despite the widely accepted twelve-week consultation period, as the length of time given for consultee to respond can vary depending on the subject and extent of impact of the consultation
4. **‘conscientious consideration’ must be given to the consultation responses before a decision is made**
Decision-makers should be able to provide evidence that they took consultation responses into account

These principles were reinforced in 2001 in the ‘Coughlan Case (R v North and East Devon Health Authority ex parte Coughlan²), which involved a health authority closure and confirmed that they applied to all consultations, and then in a Supreme Court case in 2014 (R ex parte Moseley v LB Haringey³), which endorsed the legal standing of the four principles. Since then, the Gunning Principles have formed a strong legal foundation from which the legitimacy of public consultations is assessed, and are frequently referred to as a legal basis for judicial review decisions.⁴

¹ In some local authorities, their local voluntary Compact agreement with the third sector may specify the length of time they are required to consult for. However, in many cases, the Compact is either inactive or has been cancelled so the consultation timeframe is open to debate

² BAILII, England and Wales Court of Appeal (Civil Decision) Decisions, Accessed: 13 December 2016.

³ BAILII, United Kingdom Supreme Court, Accessed: 13 December 2016

⁴ The information used to produce this document has been taken from the Law of Consultation training course provided by The Consultation Institute



The agreed approach for this consultation was to use an online questionnaire as the main route for feedback. Questionnaires enable an appropriate amount of explanatory and supporting information to be included in a structured way, helping to ensure respondents are aware of the background and detail of the proposals.

Respondents could also write letters or emails to provide feedback on the proposals. Emails or letters from stakeholders that contained consultation feedback were collated and analysed as a part of the overall consultation.

Promotion, engagement and other comms activity included SCC corporate communications, including social media, newsletters and e-bulletins, as well as comms via relevant businesses and organisations.

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All quantitative survey results have been analysed and presented in graphs within this report. Respondents were also given opportunities throughout the questionnaire to provide written feedback on the proposals.





“Creating a Health and Wellbeing Strategy is a statutory function of the Southampton Health and Wellbeing Board. The Board is a forum where political, clinical, professional and community leaders from across the care and health system come together to improve the health and wellbeing of the local population and reduce health inequalities.

The Health and Wellbeing strategy aims to improve the health and wellbeing of people living in Southampton during the period 2026 to 2035. It describes the vision, principles by which we will work, and four priority themes. For each priority theme there is an area of focus, statements of ambition, actions and the things we can measure to know we are making a difference.

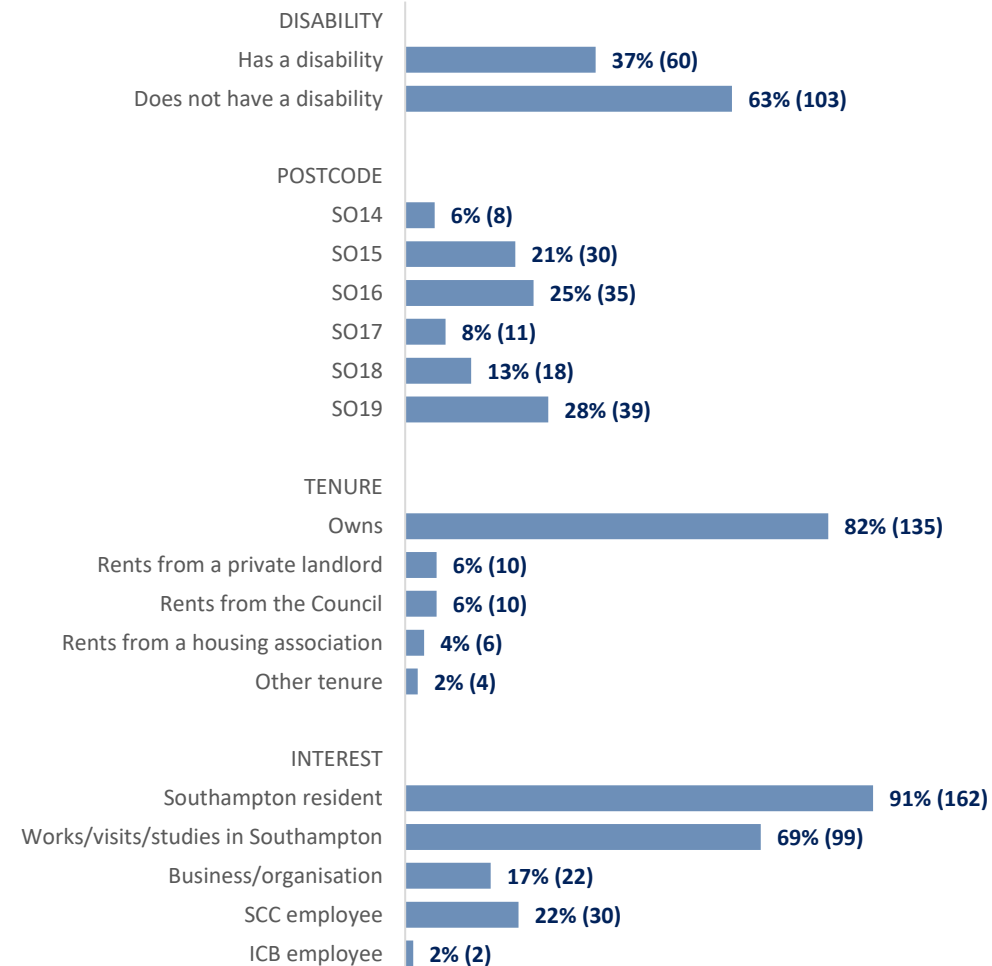
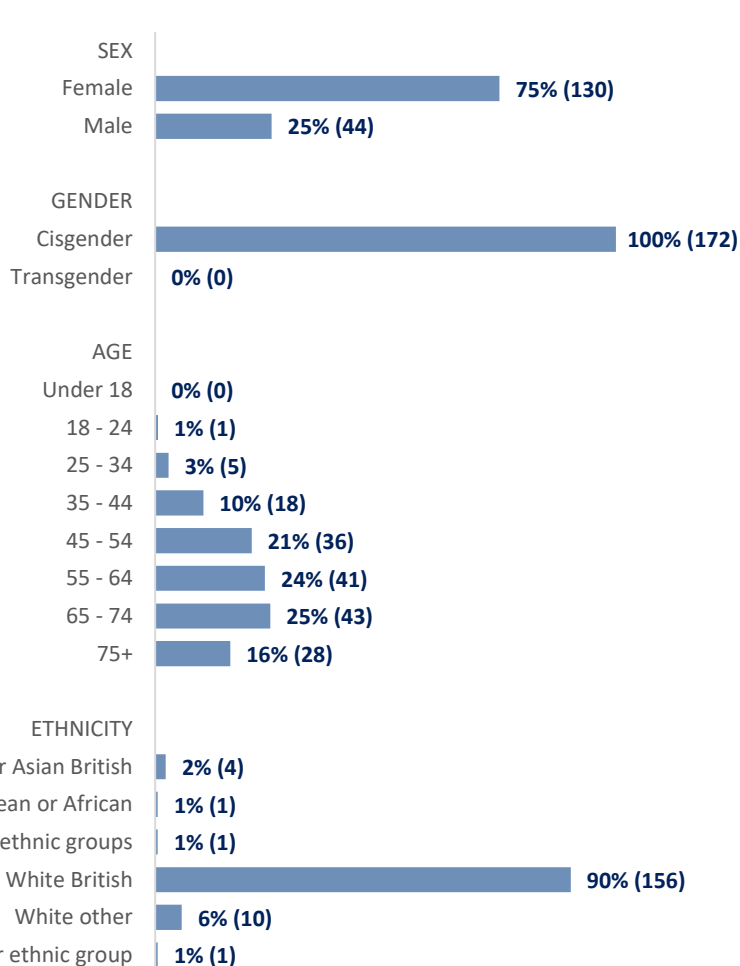
The board looked at lots of information and talked to many people to understand the health needs of the city. They used this information to create the draft plan and priority areas.

The Health and Wellbeing Strategy also supports delivery of the 10-year City Plan, a shared ambition across partners, which sets out five missions: to make Southampton a more equal, healthier, safer, greener and growing city. The Health and Wellbeing Strategy is Southampton’s commitment to delivering the Healthier Southampton mission.”



Total responses | 190 survey
5 email
195 total

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VISION, PRINCIPLES & OVERALL FEEDBACK





“Our vision is for Southampton to be a place where everyone can live healthy, active and independent lives, create positive social connections, and maximise financial wellbeing. We aim to foster a city where health and wellbeing is supported throughout life and when services are needed, they are integrated across sectors and are responsive to the needs of individuals.

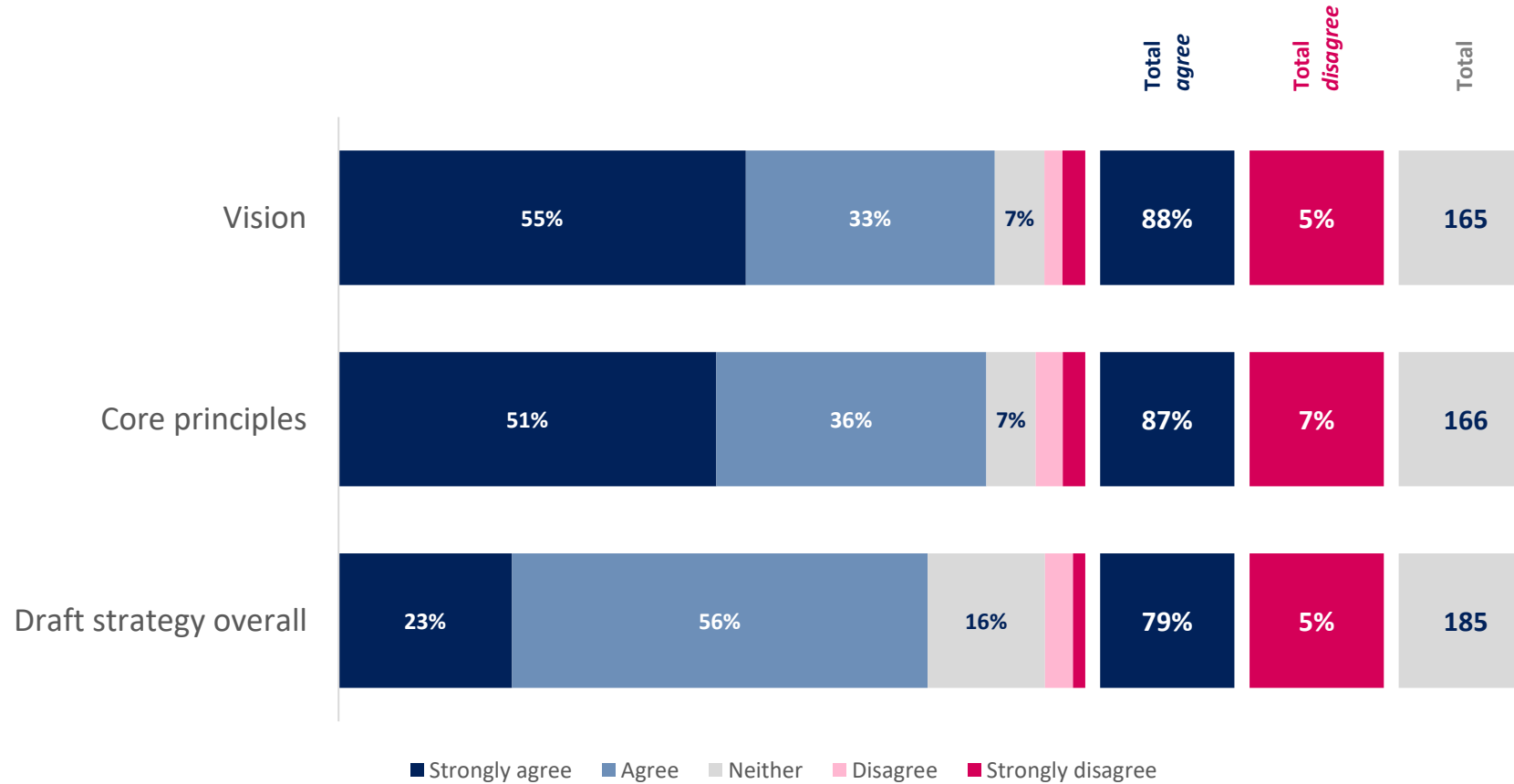
We are proposing the following nine core principles that underpin our strategy and should be evidenced in everything that we do.”

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<i>Collaborative</i>	Partnership and integration across statutory, voluntary and community organisations
<i>Co-produced</i>	We will learn from and work with communities, building upon their strengths and lived experience
<i>Equitable</i>	An inclusive approach that considers different types of health inequalities and with an intensity and scale based on need
<i>Balanced</i>	Mental health is valued the same as physical health and gets the same recognition and support that physical health does (i.e. “parity of esteem”)
<i>Preventative</i>	Prevention and early intervention will be maximised
<i>Holistic</i>	High-quality and safe, integrated, pro-active and personalised care and support provided at the right time and place
<i>Sensitive</i>	Social, cultural and trauma-informed considerations in delivering actions, service and provision and support
<i>Evidence-based</i>	Using better evidence to make better decisions
<i>Sustainable</i>	Climate change and sustainability will be considered in all areas of focus

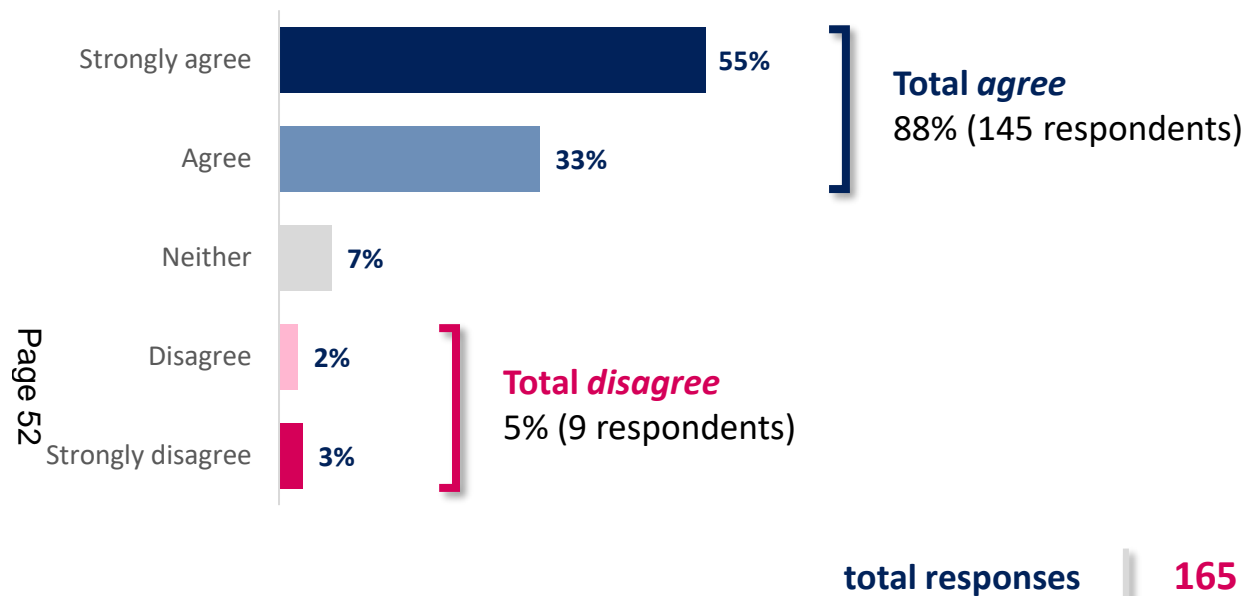
Questions 2, 4, 21 | To what extent do you agree or disagree with [...] for the strategy?

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Question 2 | To what extent do you agree or disagree with our overall vision for the strategy?

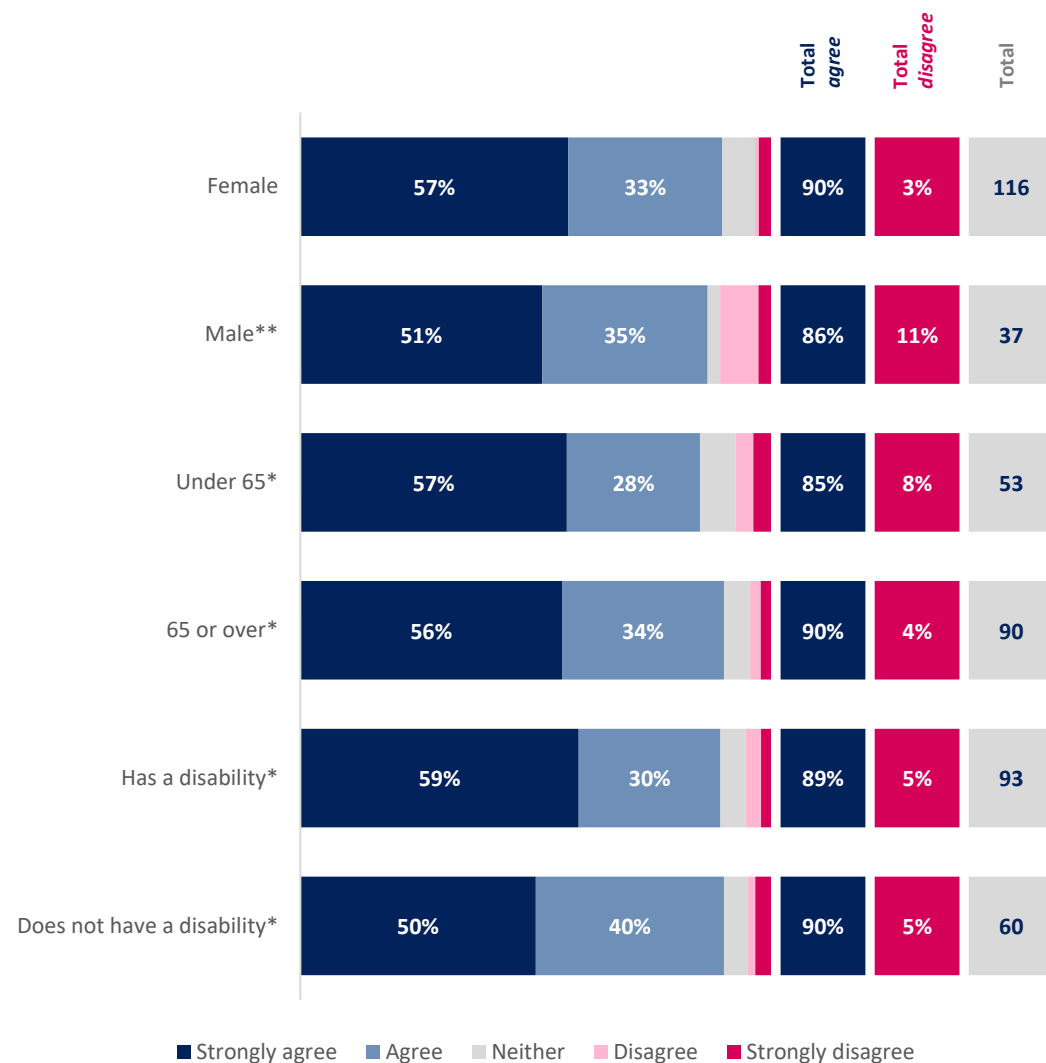


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Key findings

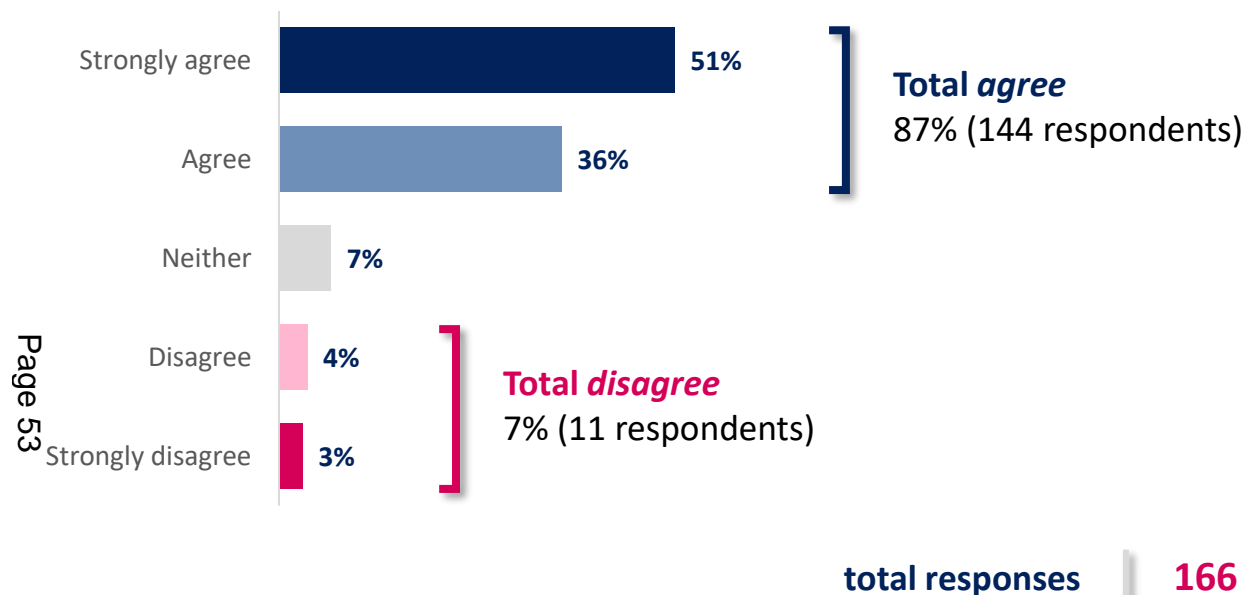
- 88% agreed with the overall vision for the draft strategy
- This includes over 50% that said they *strongly agree*
- All available breakdowns likewise responded overall agree by 85% or more

Breakdowns





Question 3 | To what extent do you agree or disagree with the core principles that underpin our strategy?

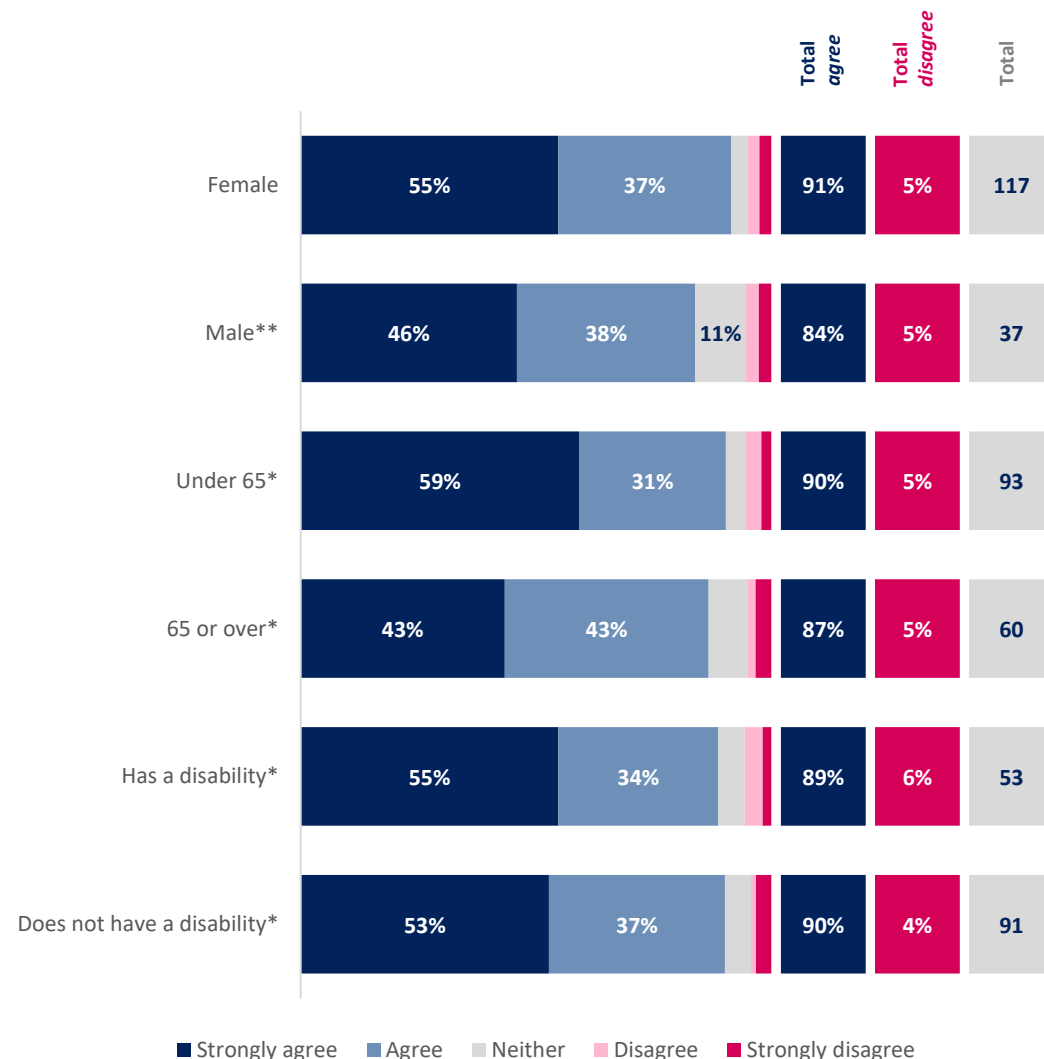


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Key findings

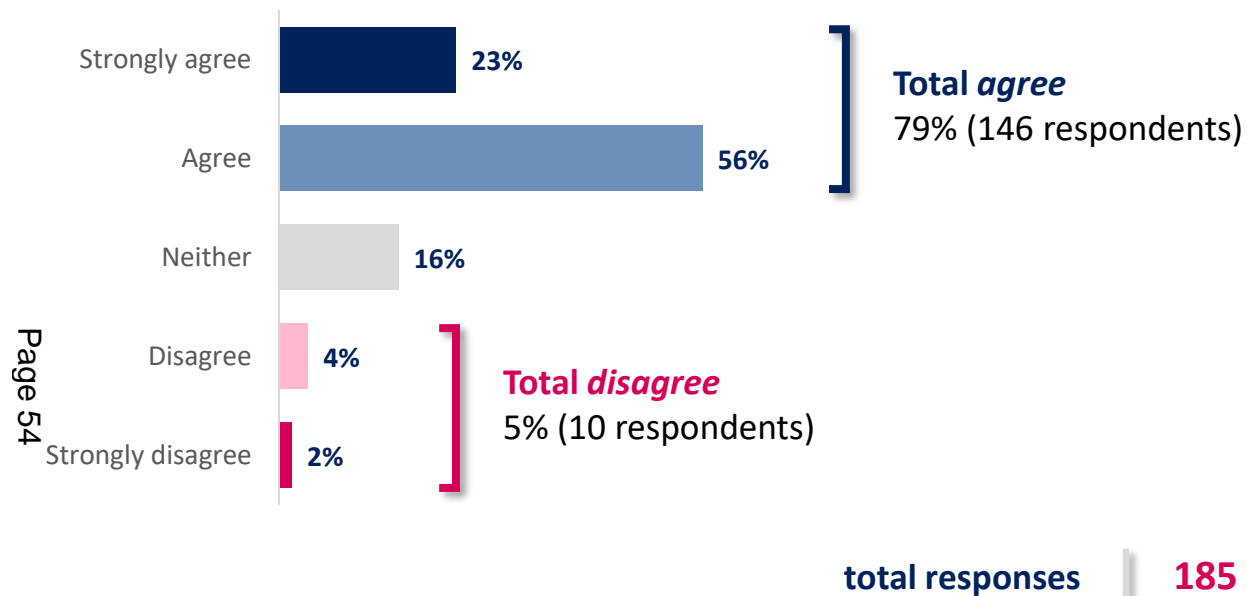
- As with the overall vision, respondents said they agreed with the core principles of the draft strategy by 87%, with more than 50% saying they strongly agree
- All available breakdowns responded agree by 84% or more

Breakdowns





Question 21 | To what extent do you agree or disagree with the content of the proposed draft strategy overall?

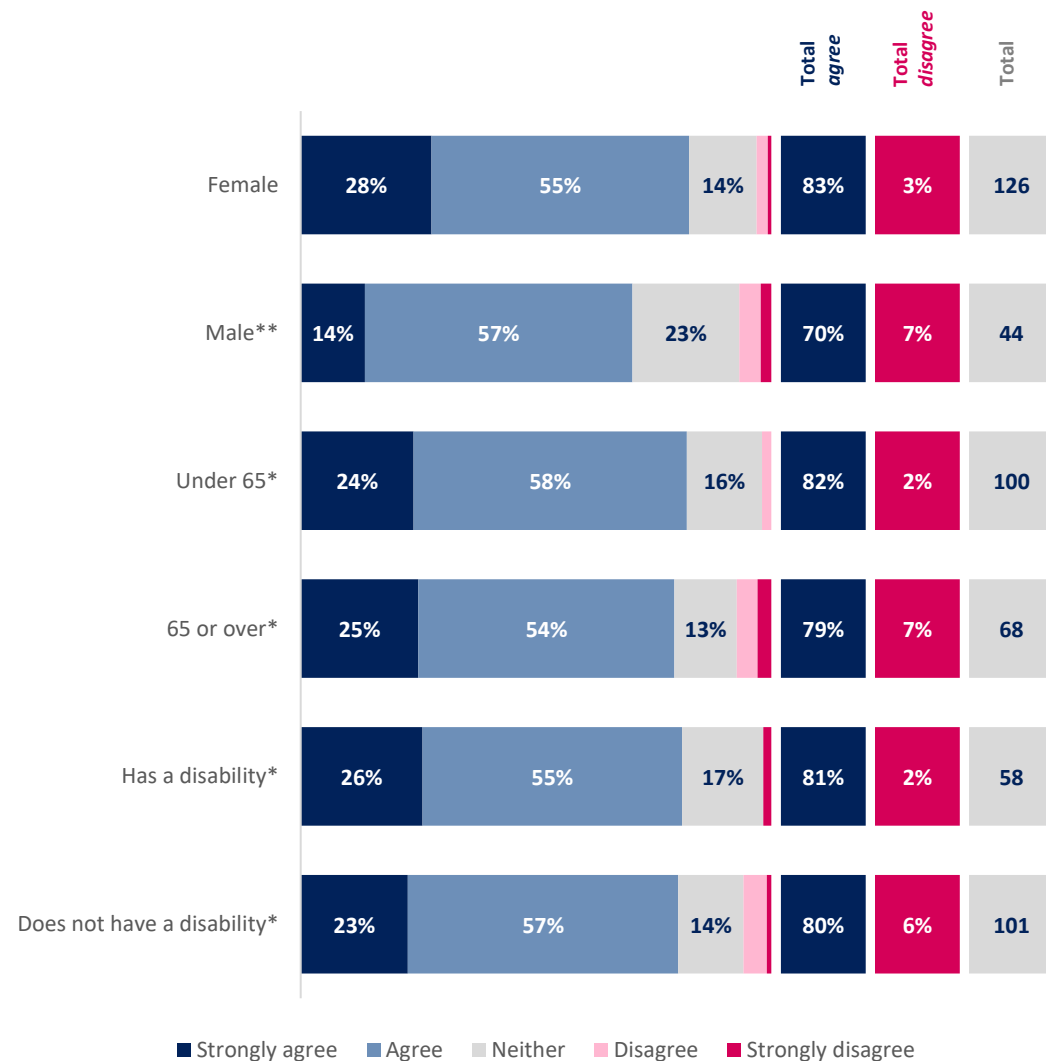


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Key findings

- In terms of the content of the proposed strategy overall (the vision, principles, and areas of focus), 79% of respondents said they agreed
- This includes all available breakdowns also responding agree by 70% or more

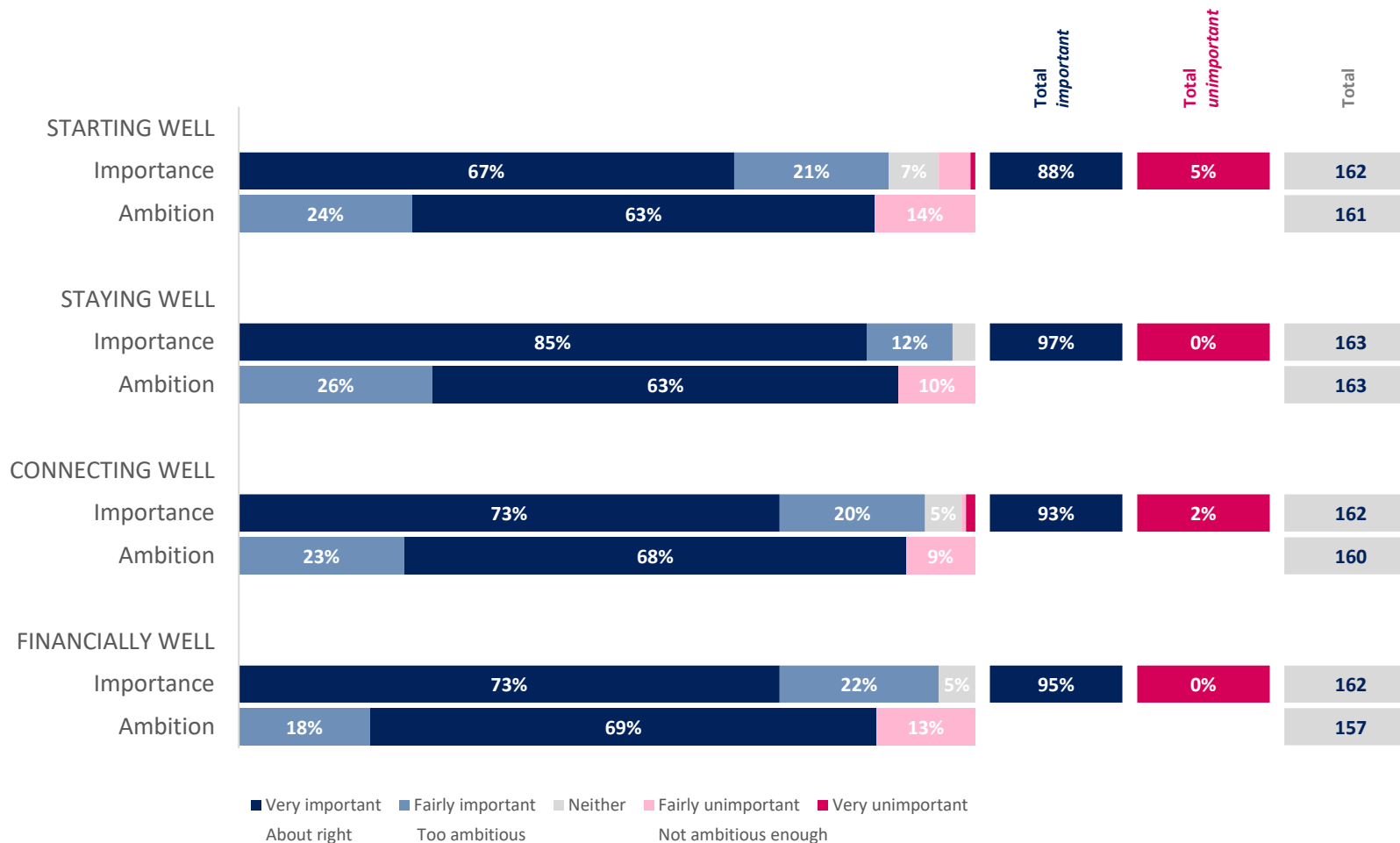
Breakdowns





Questions 6, 9, 12, 15 | How important do you feel this proposed area of focus is?
 Questions 7, 10, 13, 16 | How ambitious do you feel the things we hope to do are?

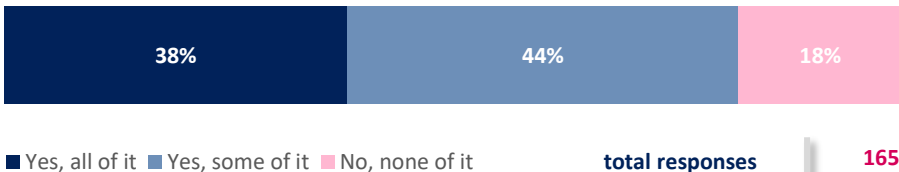
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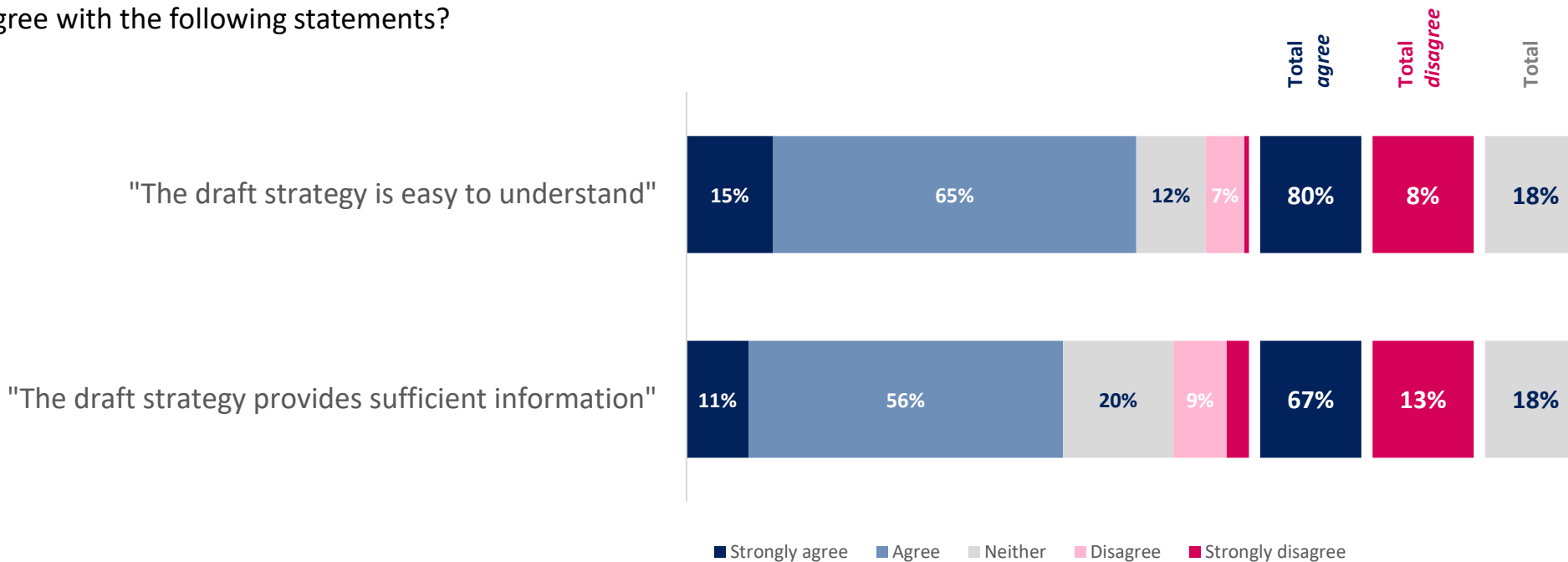
Question 18| Have you read the proposed draft strategy?

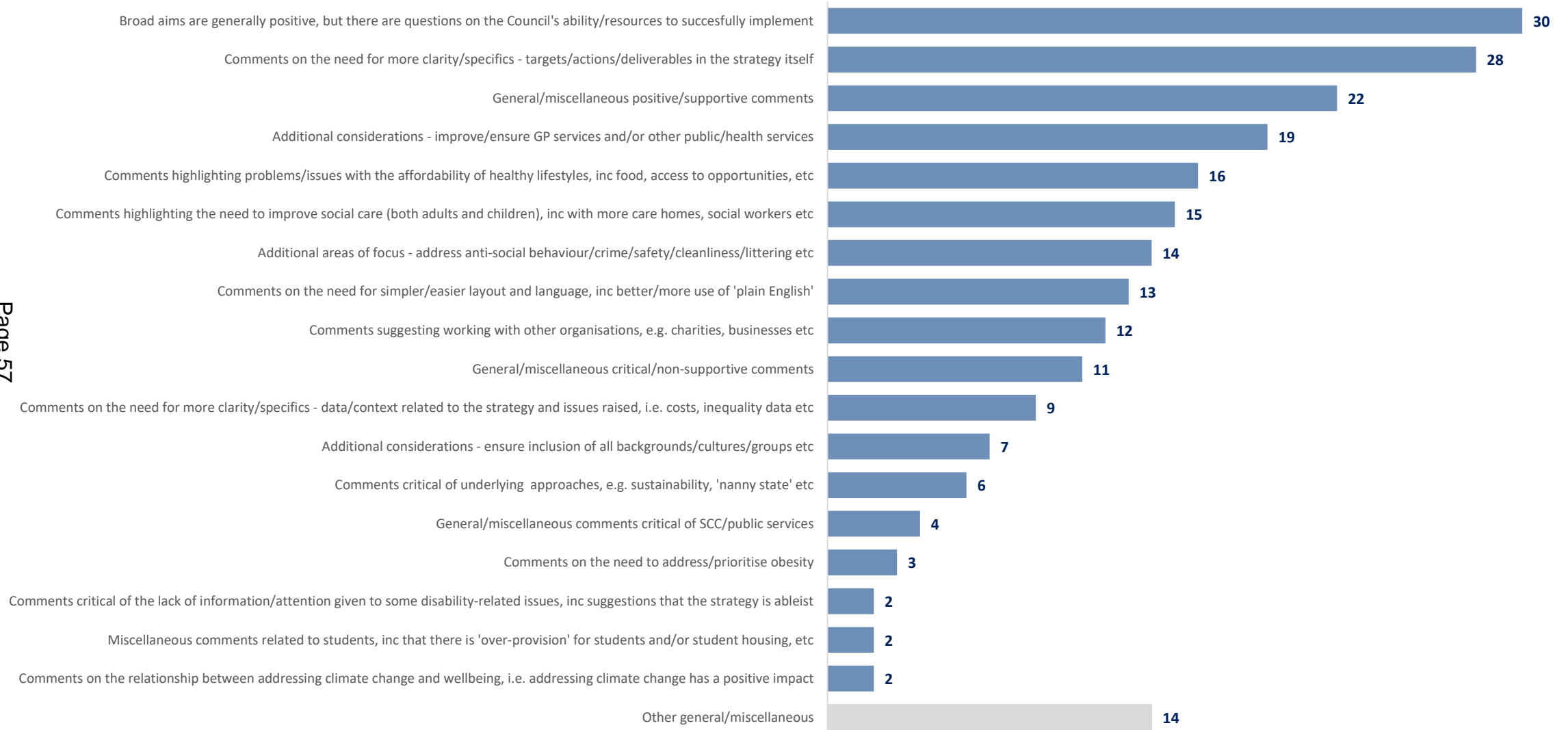
Additionally, 148 respondents chose to respond to the longer version of the survey, and 24 chose to respond to the shorter version.



Question 19| If you have read the proposed draft strategy, to what extent do you agree or disagree with the following statements?

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AREAS OF FOCUS

Starting Well





“We recognise that the foundations of good health begin before a child is born and during early childhood. Our proposed priority under this theme is to adopt a whole system approach to childhood obesity. A whole system approach moves us away from a focus on simply supporting individuals to make changes in the way they move and eat, since this will not be sufficiently powerful, preventative or sustainable at a population level. It is about understanding the complex environment that people live in and the wide variety of factors that influence population healthy weight and for everyone in every organisation doing their very best to lead, collaborate and advocate for change.

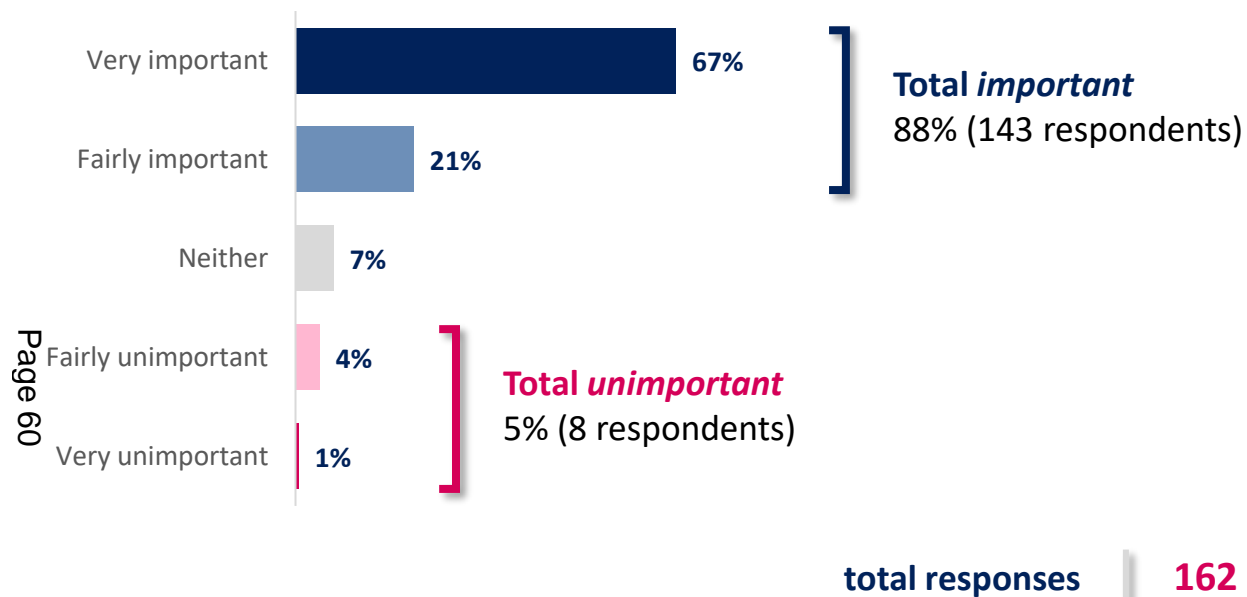
Our proposed ambitions and the things we hope to do are:

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- *Adopt a whole system approach to address childhood obesity with all parts of the system leading, collaborating and advocating for change*
- *Increase the proportion of children of all ages who are healthy weight*
- *Reduce the inequality in unhealthy weight experienced by children living in more deprived areas of the city*
- *Increase the proportion of children who maintain healthy weight as they grow between school year R and school year 6*
- *Increase the number of schools and early years settings recognised as being healthy*
- *Create a healthy, affordable, and sustainable food environment in the city”*



Question 6 | How important do you feel this proposed area of focus is?

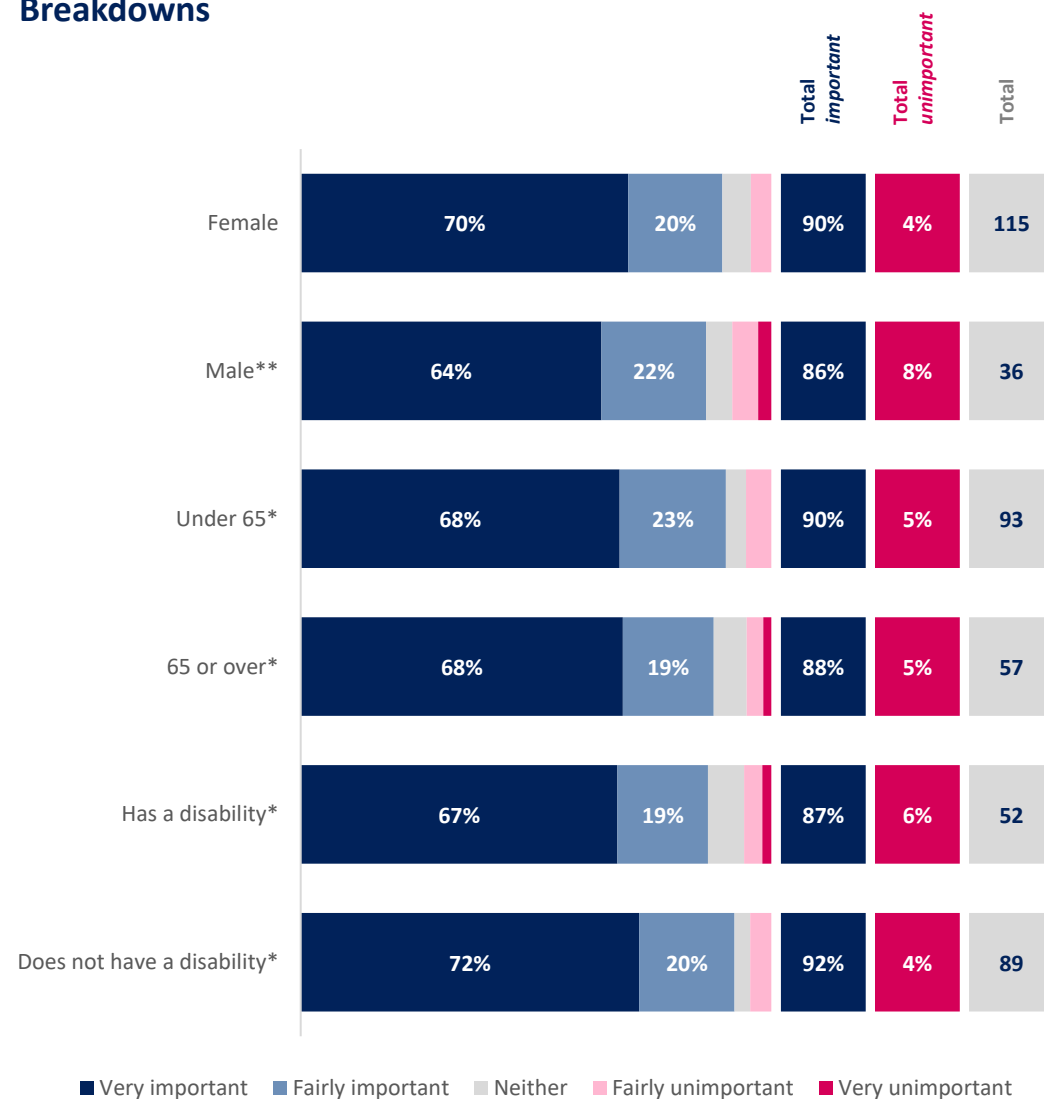


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Key findings

- 88% of respondents said that this area of focus is important
- 67% said that it is very important
- All available breakdowns responded *important* by 86% or more

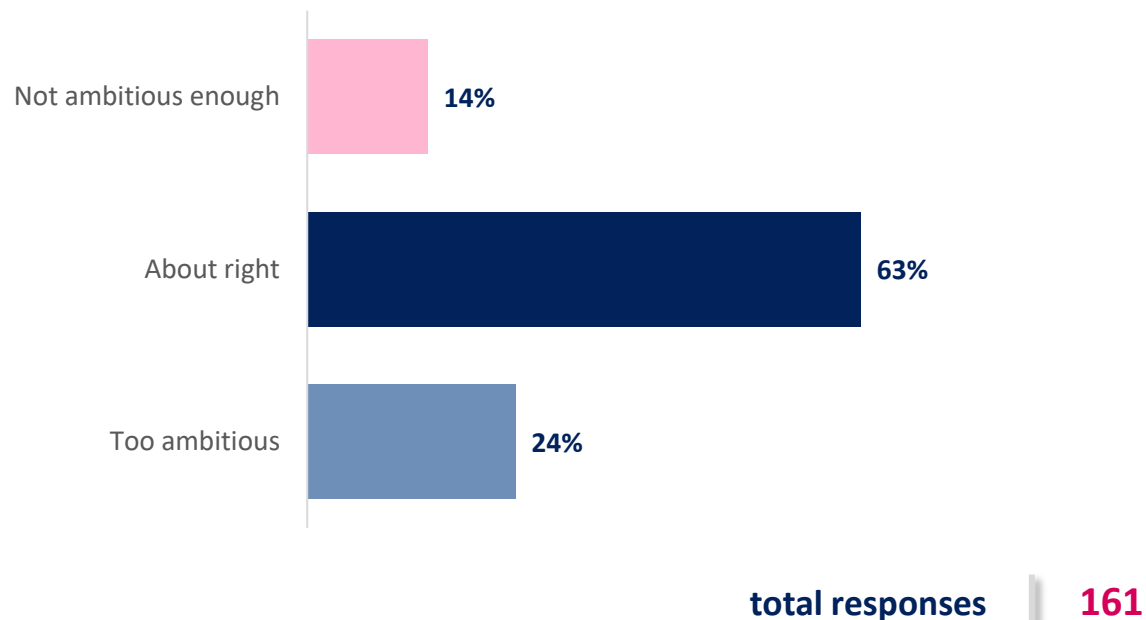
Breakdowns





Question 7 | How ambitious do you feel the things we hope to do are?

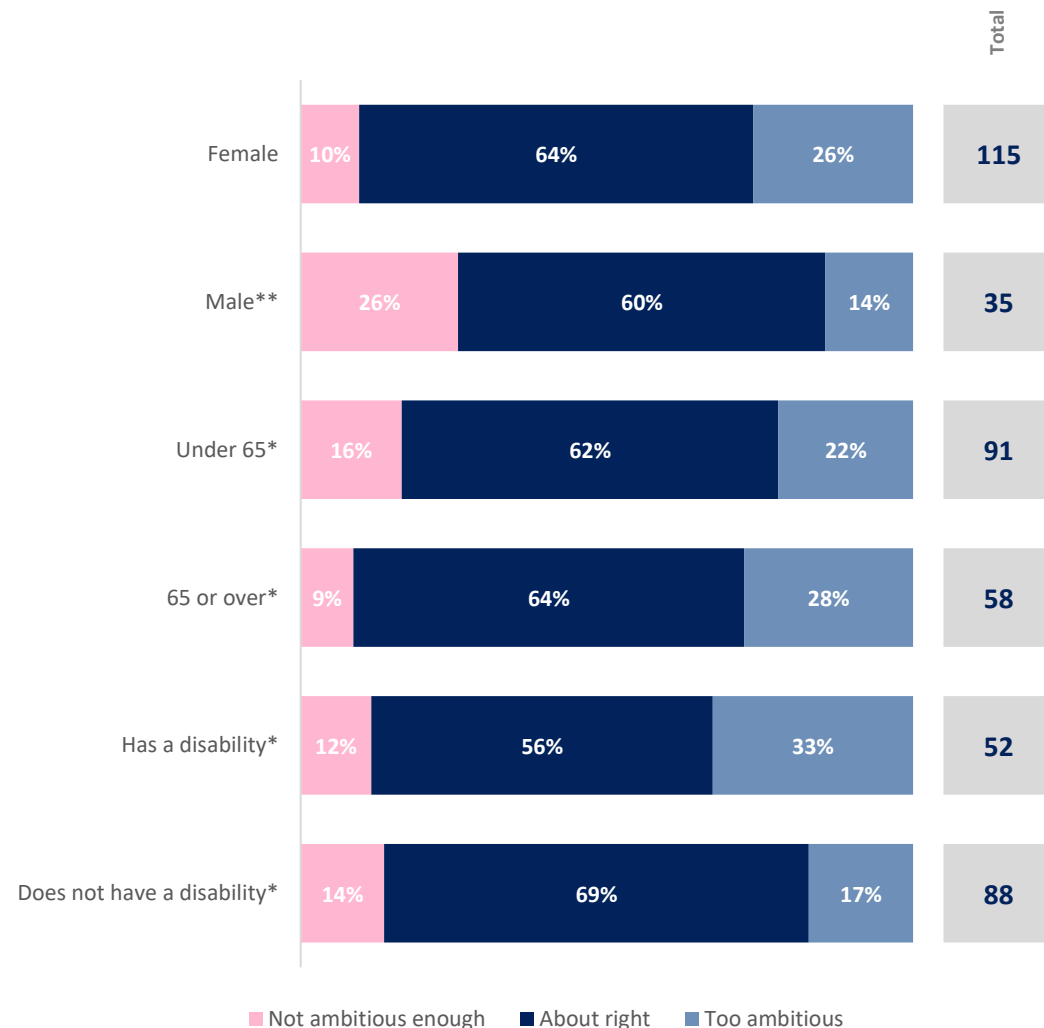
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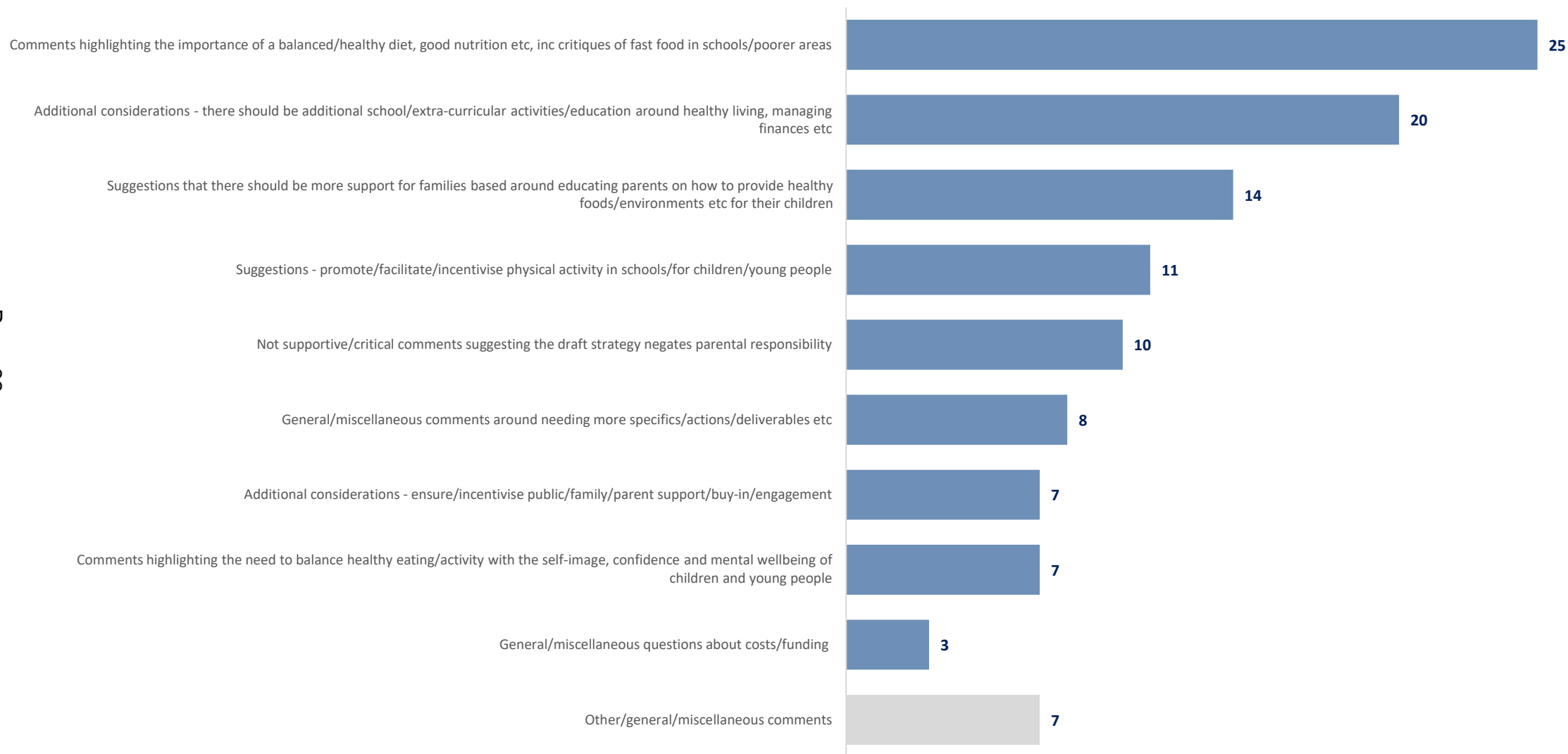


Key findings

- 63% of respondents said the ambition of this area of focus was about right, with 24% saying it is too ambitious
- All available breakdowns said the ambitions were about right by 50% or more

Breakdowns







AREAS OF FOCUS

Staying Well





“Maximising the opportunities for healthy ageing is vital to help people live longer lives and spend those years in better health. More people are living longer but with multiple long-term health conditions as they grow older. A preventative approach needs to start much earlier and address the building blocks (wider determinants) of health as well as health risks such as stress, smoking, alcohol and drug use, physical inactivity and unhealthy eating. This is important to help prevent some of the most common long-term health conditions that include cardiovascular and respiratory disease, diabetes, dementia, cancer and certain musculoskeletal conditions. Becoming frail with age is not inevitable, but when it does occur, it should be recognised early and an evidence-based approach used to slow down or reverse progression.

Approaches should be proportionate to the needs of the individual and address the physical, cognitive, psychological and social impacts. Maintaining independence can be achieved through integrated, proactive, and personalised care, which is the area of focus for this priority theme. A person-centred approach considers the full impact of living with frailty or multiple long-term conditions. This may include changes in everyday life, emotions and finances. Ensuring people are supported to live healthy lives and maintain health as they age should apply equally to everyone, proportionate to need, and include people living with mental health conditions.

This proposed area of focus is also closely interconnected to our strategic themes of connecting well and financially well. Physical activity can help improve your sleep, mood and help you to feel more positive. Activity that strengthens muscles, can help reduce age-related muscle loss and prevent falls. It also offers opportunity for social connectedness that can reduce loneliness. Financial wellbeing in older age is extremely important to help maintain access to good quality food and warmth during the winter, as well as for social connections, being active and maintaining purpose.”

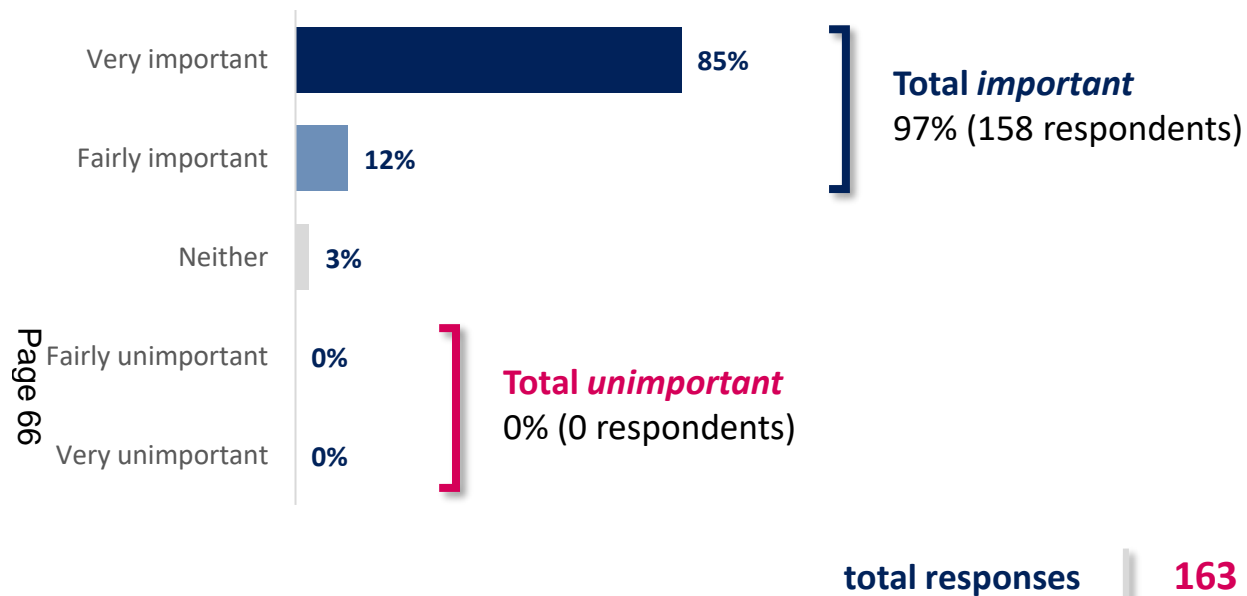


“Our proposed ambitions and the things we hope to do are:

- *Protect independence with integrated, proactive and personalised care so that people can live in the place they call home, with the people and things they love, in communities where people look out for each other, doing the things that matter to them*
- *Increase the number of eligible people living in Southampton who attend an NHS Health Check focusing on increasing attendance from those people living in the most deprived neighbourhoods whilst maintaining a universal offer*
- *Increase support available for people who find it hard to be physically active to access opportunities throughout their lives*
- *Decrease percentage of adults experiencing loneliness*
- *Work towards Smokefree 2030, ensuring that our smoking rate is less than 5% by 2030, including for people living in the most deprived neighbourhoods, people with severe mental illness and people with multiple long-term conditions*
- *Reduce alcohol and drug harm for people of all ages, including in middle and later life*
- *Increase the number of people identified with mild and moderate frailty and implement measures to slow progression*
- *Decrease the number of people developing multiple long-term conditions and increase the age of onset of sentinel (first) conditions*
- *Decrease the number of people experiencing a preventable hospital admission*
- *Decrease the number of older adults hospitalised after a fall*
- *Increase the proportion of people who can live independently in their communities*
- *Decrease the proportion of people who live in care homes (residential or nursing)*
- *Decrease the number of people dying early from preventable cardiovascular disease*
- *Decrease the number of people dying early from preventable respiratory disease”*



Question 9 | How important do you feel this proposed area of focus is?

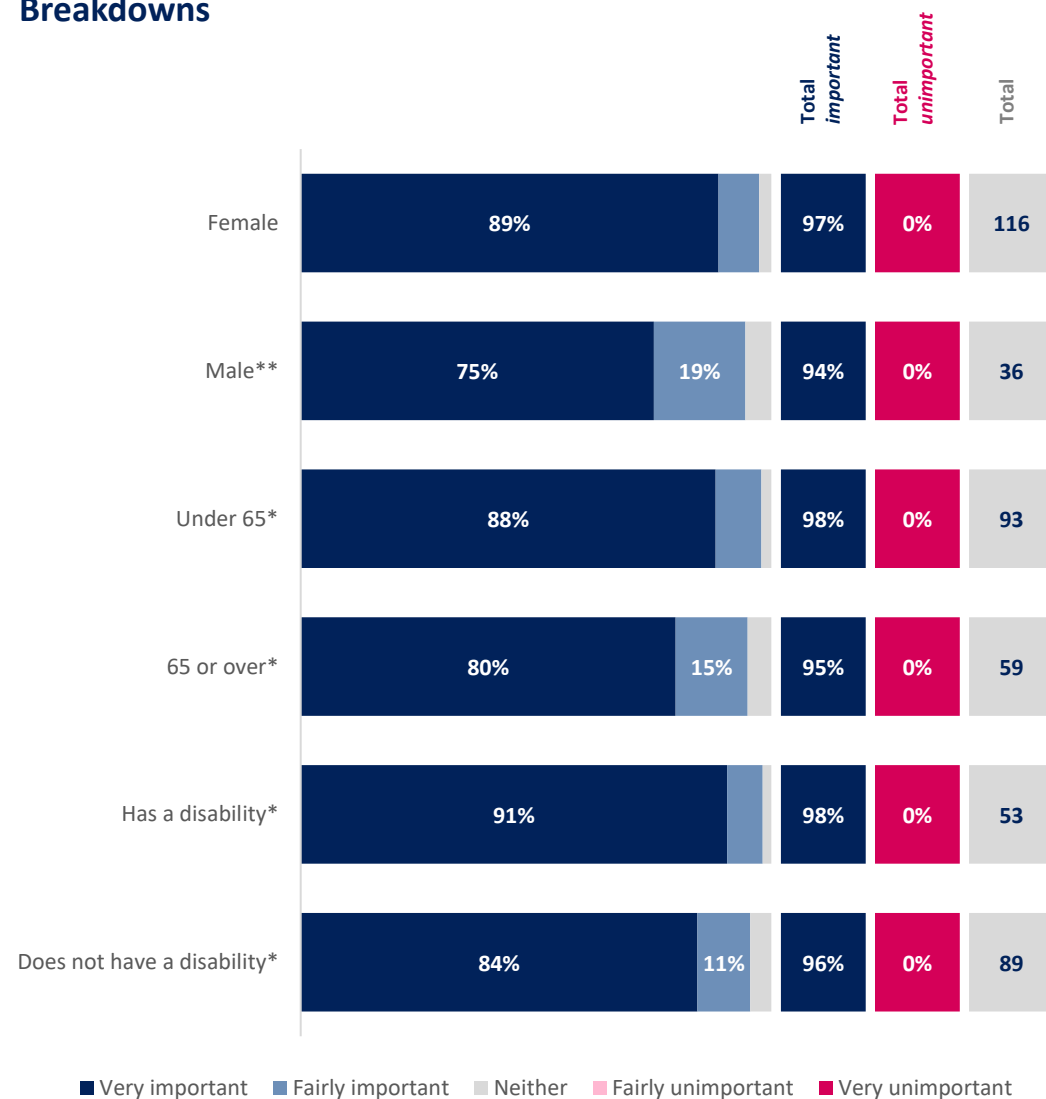


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Key findings

- 97% said that staying well was an important area of focus, with 85% saying it was very important and no respondents saying that it was unimportant
- Again, all available breakdowns responded important by 94% or more

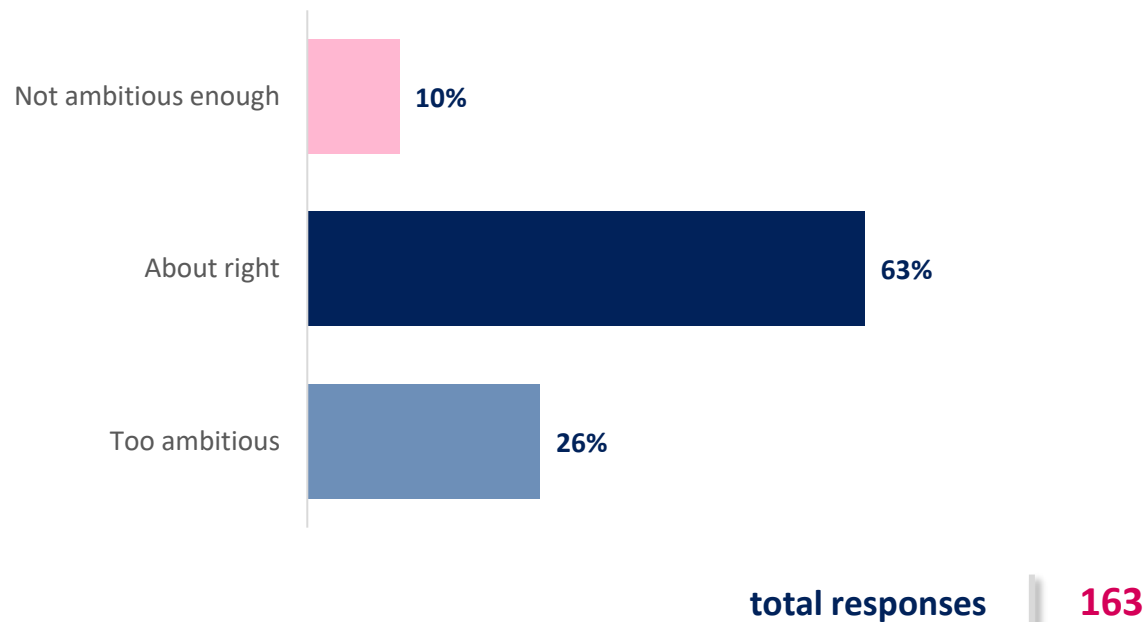
Breakdowns





Question 10 | How ambitious do you feel the things we hope to do are?

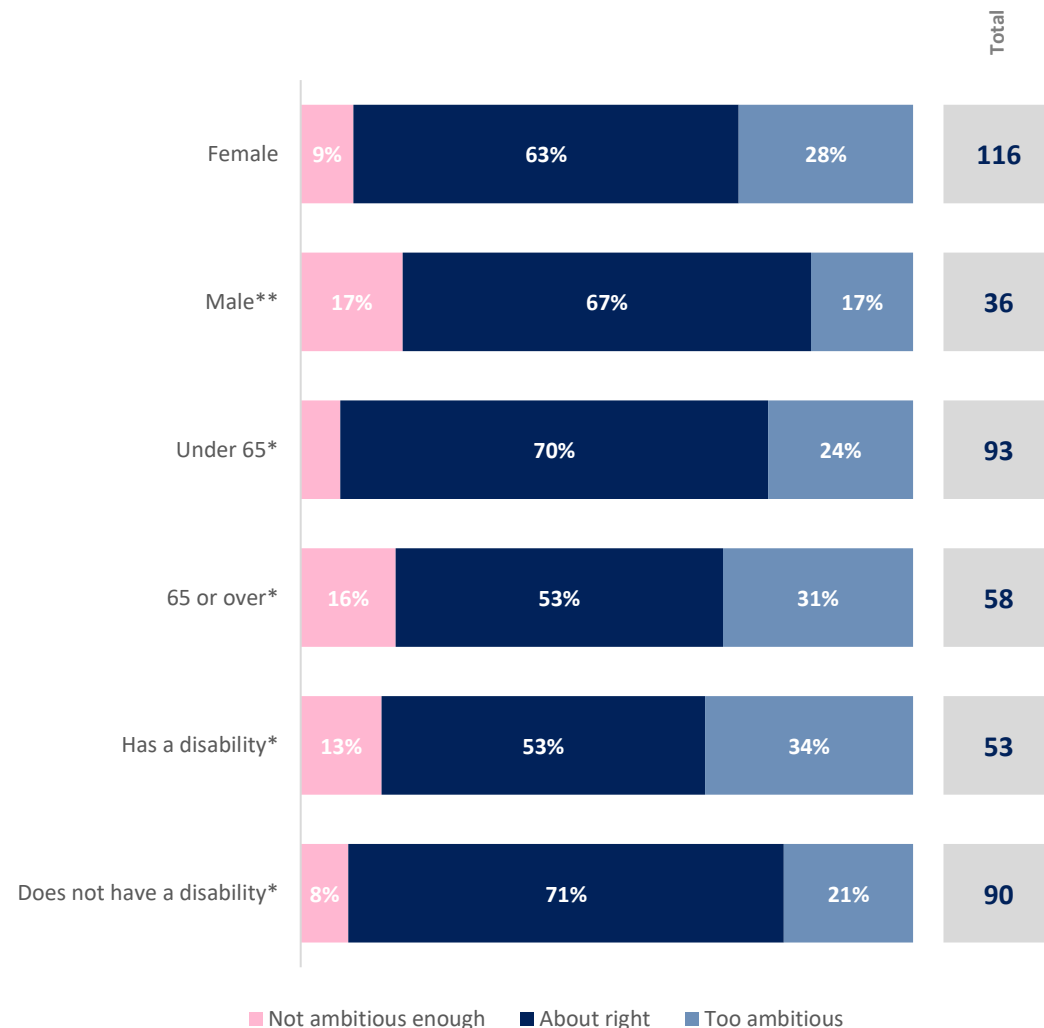
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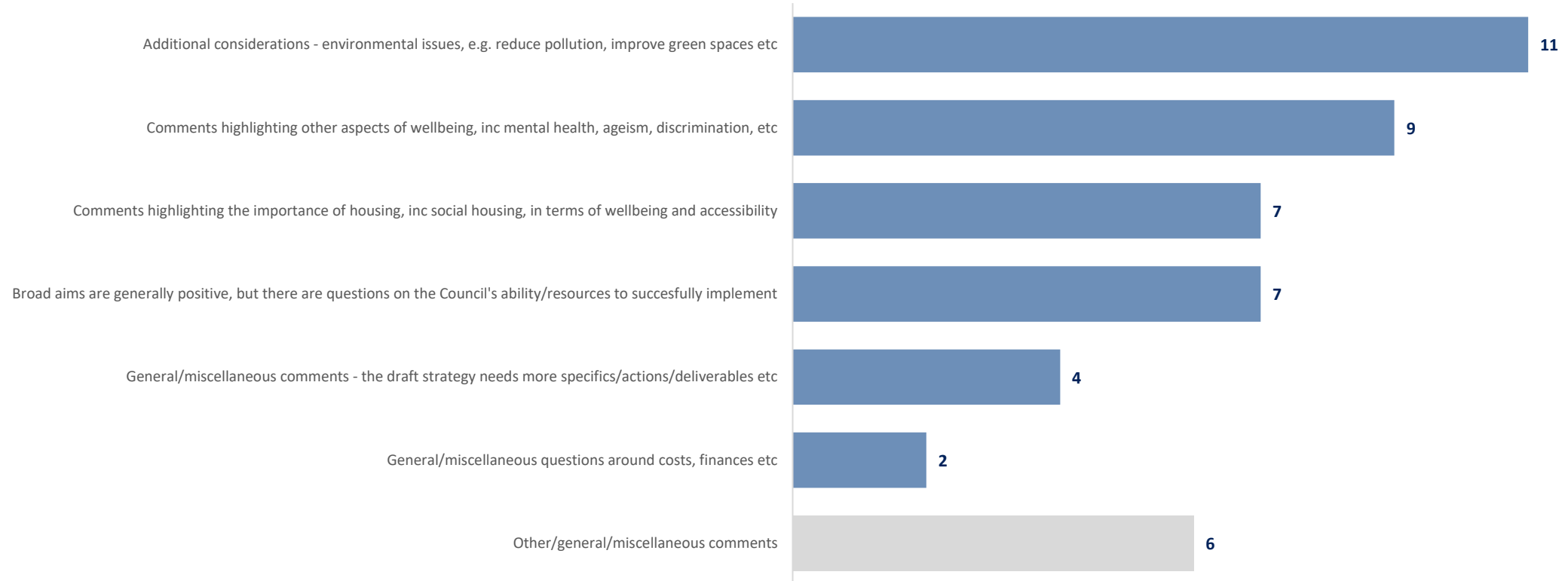


Key findings

- 63% of respondents said the ambition of this area of focus was about right, with 26% saying it is too ambitious
- All available breakdowns said the ambitions were about right by 50% or more

Breakdowns







AREAS OF FOCUS

Connecting Well





“The benefits of being physically active and less sedentary are widely acknowledged with a strong evidence base. These include improving mental wellbeing and social connectedness, prolonging independence, improving cognitive function, and decreasing childhood obesity, in addition to the prevention of chronic diseases such as Type 2 diabetes, cardiovascular disease, and some types of cancer. To gain these benefits we need to inspire and support active lives so that we can all be active in a way that suits us.”

Being creatively active is also valuable for long-term physical and mental health and wellbeing with evidence for benefit in prevention of ill health, management of long-term conditions, and treatment and recovery across the life course. Creative activity has many definitions and will mean different things to different people. One definition is any action that involves expressing oneself, generating new ideas, or solving problems in an imaginative and original way. It encompasses a wide range of pursuits, from visual arts like painting and sculpting to performing arts like music and dance, as well as activities like writing, storytelling, and even cooking.

Creative health refers to the use of arts, culture, and creativity to improve people's physical and mental wellbeing and this can help build social connectedness and social cohesion, reduce social isolation, and improve the conditions in which people live, grow, work and age. Access to creative activities and spaces to connect can support better mental health and wellbeing in young people.”

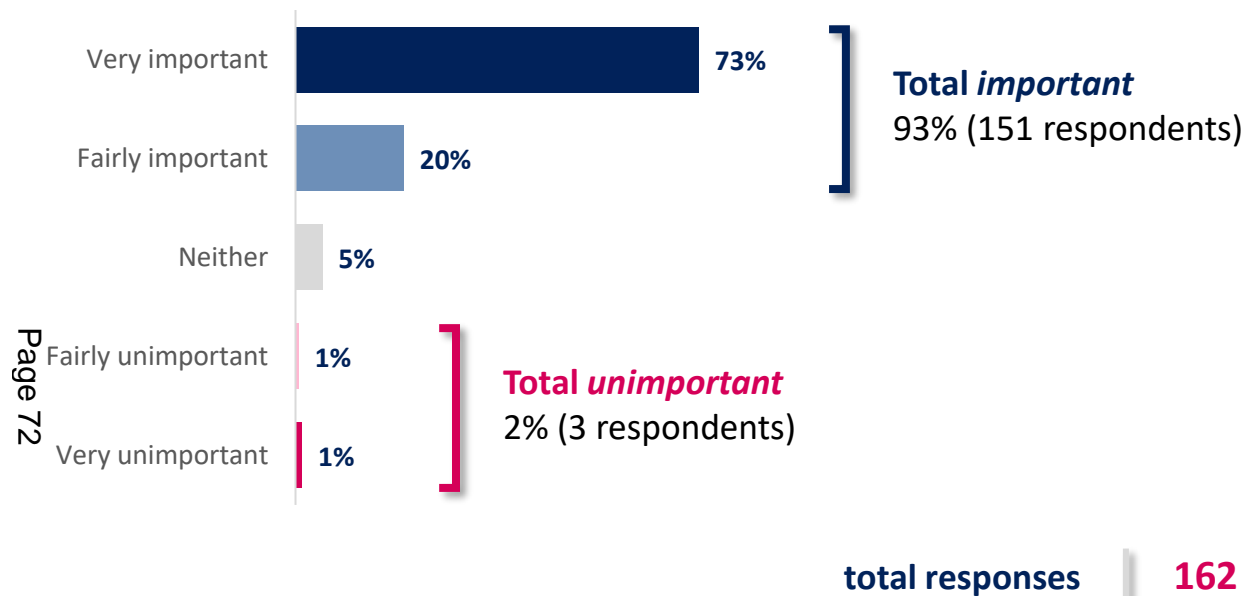


“Our proposed ambitions and the things we hope to do are:

- *Decrease the proportion of children and young people living in Southampton who are doing less than 60 minutes of physical activity per day on a regular basis*
- *Decrease the proportion of adults living in Southampton who are physically inactive on a regular basis*
- *Inspire and support residents to move in a way that suits them and to prioritise groups who are least likely to be active*
- *Work together to remove the barriers for accessing physical and creative activity especially for people experiencing inequalities*
- *Increase the proportion of people living in Southampton who participate in creative activity*
- *Increase the proportion of people in Southampton who feel socially connected*
- *Increase physical activity participation by underrepresented groups, including disabled people, minority ethnic groups, and low-income households through provision of tailored programmes*
- *Integrate physical activity into all aspects of school life, promoting health and wellbeing through arts, culture, and outdoor activities*
- *Transform local spaces and travel routes to make them safe, accessible, and appealing for physical activity*
- *Support people to change how they move around the city by widening their healthy and clean travel choices*
- *Develop support mechanisms to help individuals start and maintain physical activity, especially those who feel they cannot do it alone*
- *Foster bold leadership and collaboration among individuals and organisations to create happier and healthier communities*
- *Measure the impact of initiatives and continuously improve strategies based on feedback and data”*



Question 12 | How important do you feel this proposed area of focus is?

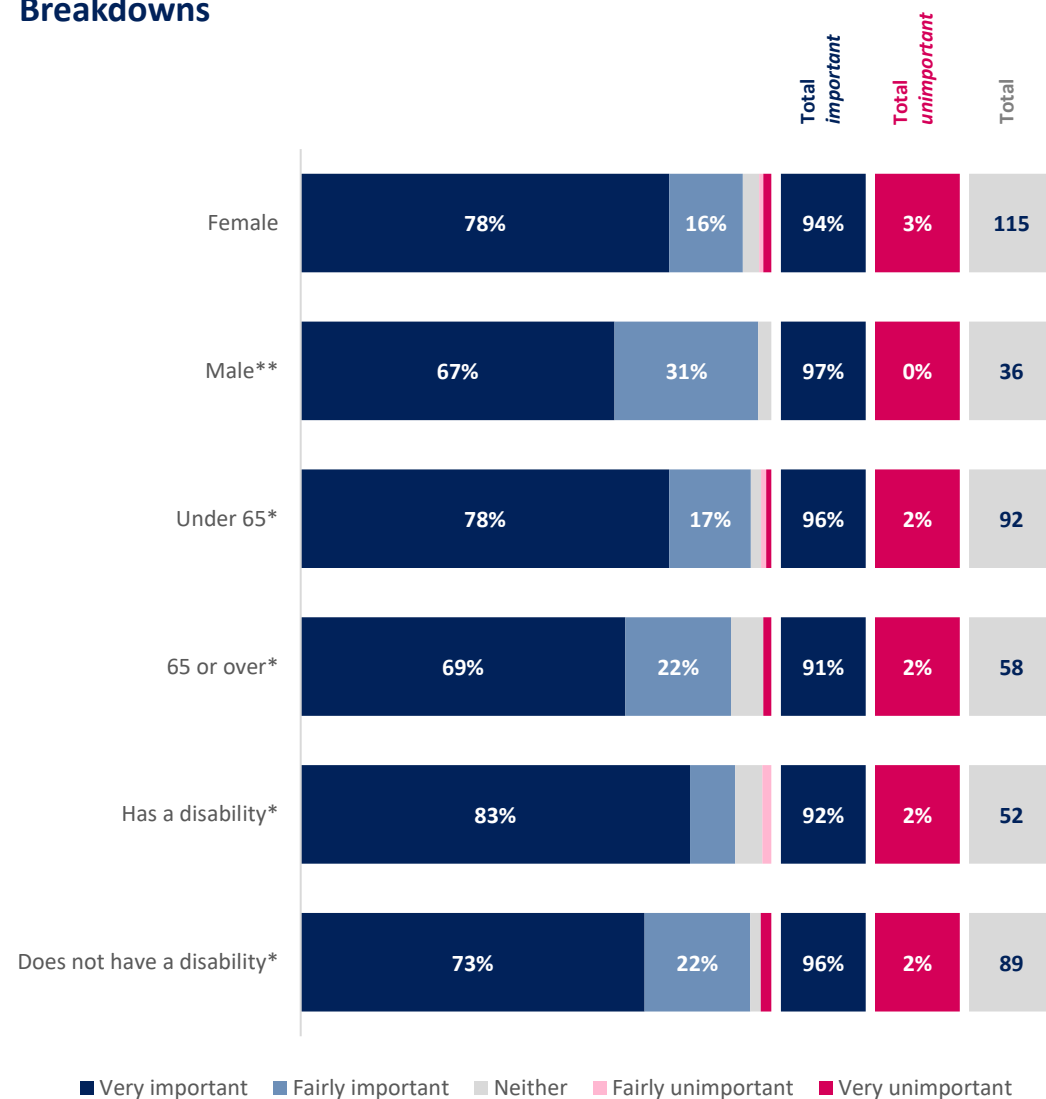


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Key findings

- 93% said that staying well was an important area of focus, with 73% saying it was very important
- Again, all available breakdowns responded important by 91% or more

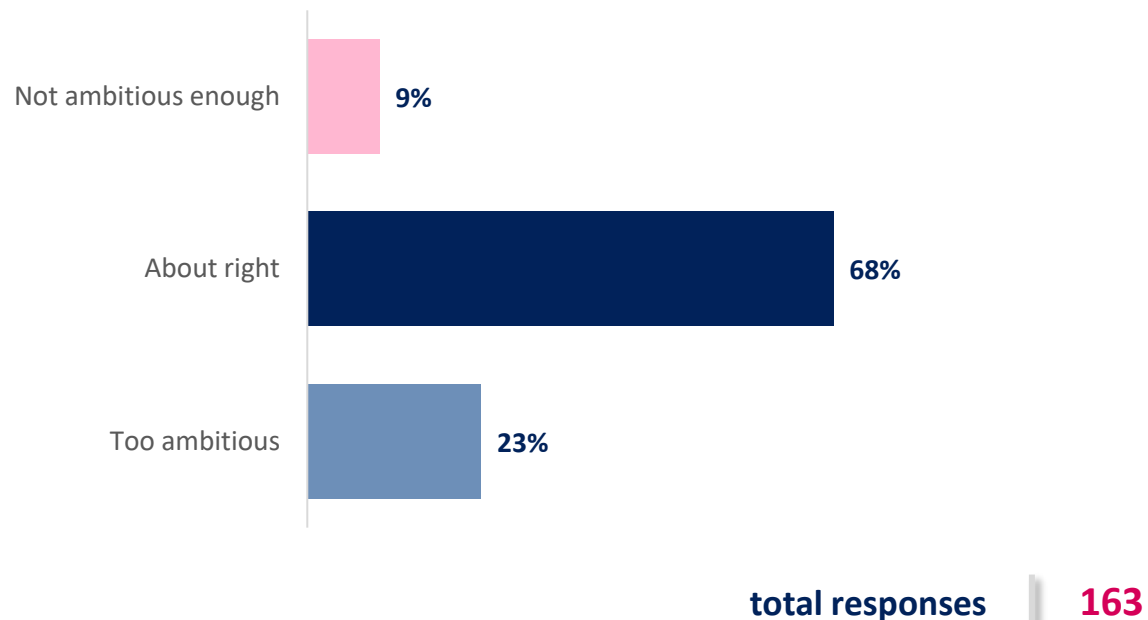
Breakdowns





Question 13 | How ambitious do you feel the things we hope to do are?

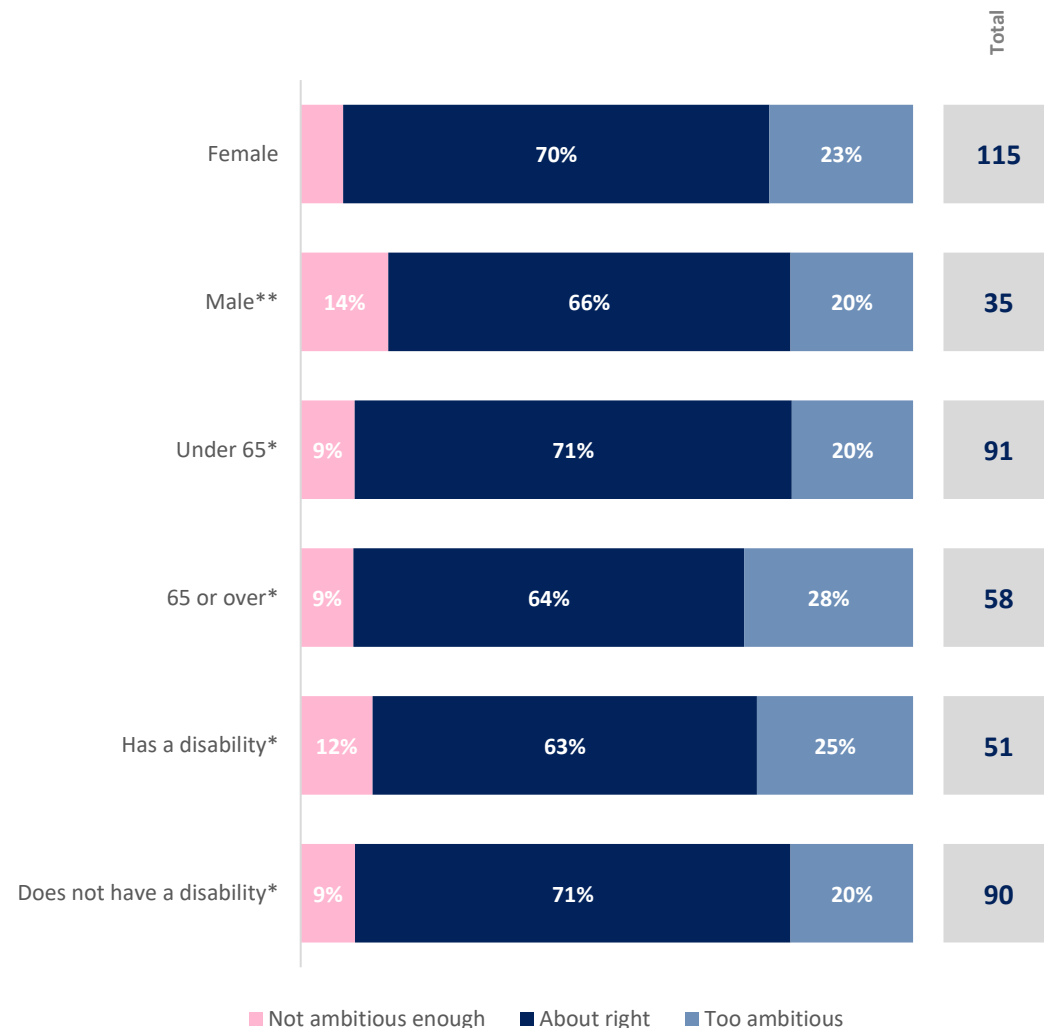
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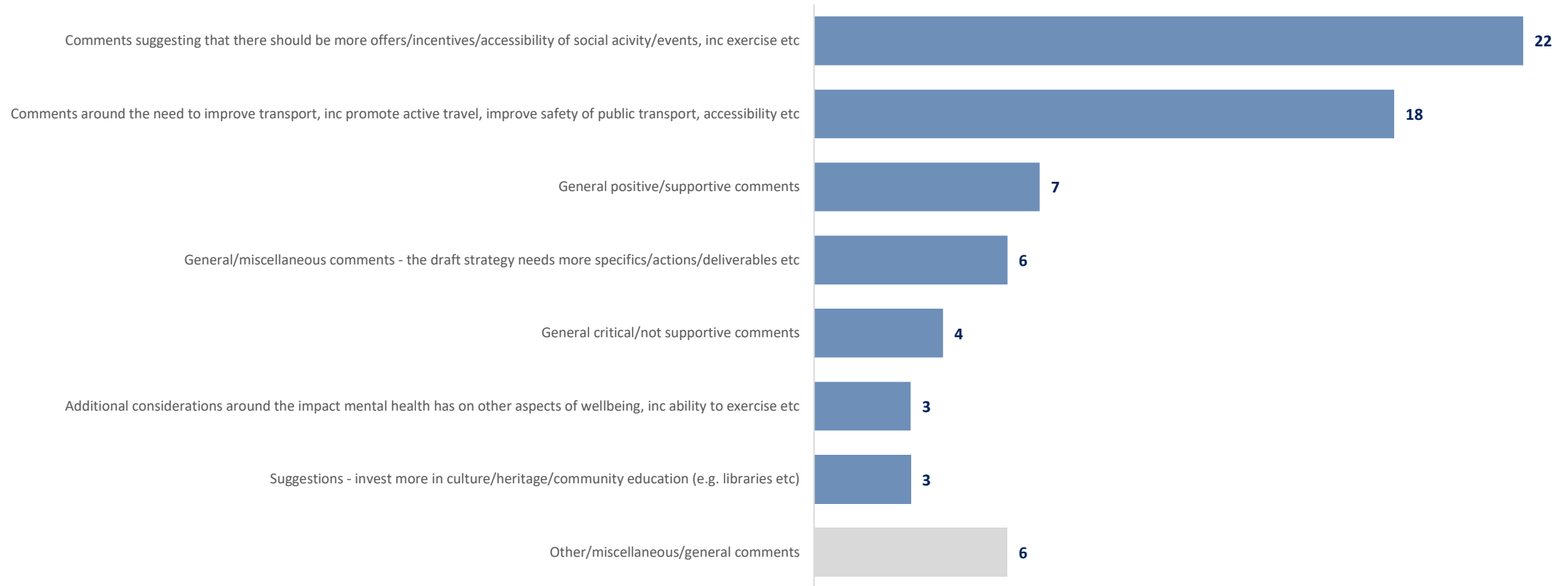


Key findings

- 68% of respondents said the ambition of this area of focus was about right, with 23% saying it is too ambitious
- All available breakdowns said the ambitions were about right by 50% or more

Breakdowns







AREAS OF FOCUS

Financially Well





“Financial wellbeing can be defined as feeling secure and in control of your finances, now and in the future. A life course approach is essential in addressing financial wellbeing - starting with financial literacy (how to manage money) and career awareness in schools, continuing through support for educational attainment (including opportunities for higher education), apprenticeships, and quality employment opportunities which would then support individuals in managing the financial demands of daily living and securing long-term stability. Alongside this is the importance of a whole life approach to developing and protecting good mental health and resilience.

The important relationship between good work and health is at the heart of the Great Britain Working White Paper and further highlighted within the NHS 10-year Health Plan. Good employment is closely linked to better health through psychological and financial wellbeing, providing income, purpose and stability. Helping people to maximise their potential for employment, or self-employment, is an important building block of health, can create other opportunities and improve life chances.

Supporting people who have additional needs such as neurodiversity, disabled people (including people with learning disabilities), long-term physical and mental health conditions, as well as people from ethnic minority backgrounds to enter the workforce and stay in employment is key to reducing health inequalities. Support to access eligible benefits for people unable to work is important for maximising financial wellbeing.

It is also important to help people stay in work when they experience ill health, through good access to healthcare services, timely treatment, and where required, suitable workplace adaptations. There are more people of working-age who are economically inactive due to ill-health and disability than ever before and the rate of increase in this group exceeds the increase in the growth of the overall working-age population. Work-limiting health conditions have particularly increased amongst younger people (aged 16 to 34), and are often due to mental health reasons, and amongst older people (aged 50 to 64), often due to musculoskeletal reasons. The impact of increasing economic inactivity seen in people with multiple long-term conditions and people affected by mental health or musculoskeletal conditions can be addressed through prevention, early identification and intervention, work support, job retention and rapid rehabilitation.

People with health challenges can also be encouraged to stay in employment through flexible working arrangement and workplace adaptations. Targeted initiatives and skills development pathways can be used to support younger people who have never worked in employment and those who have recently become economically inactive.

Financial wellbeing is closely linked with all other proposed priority themes in the strategy, supporting a good start in life, healthy ageing, and social connectedness.”

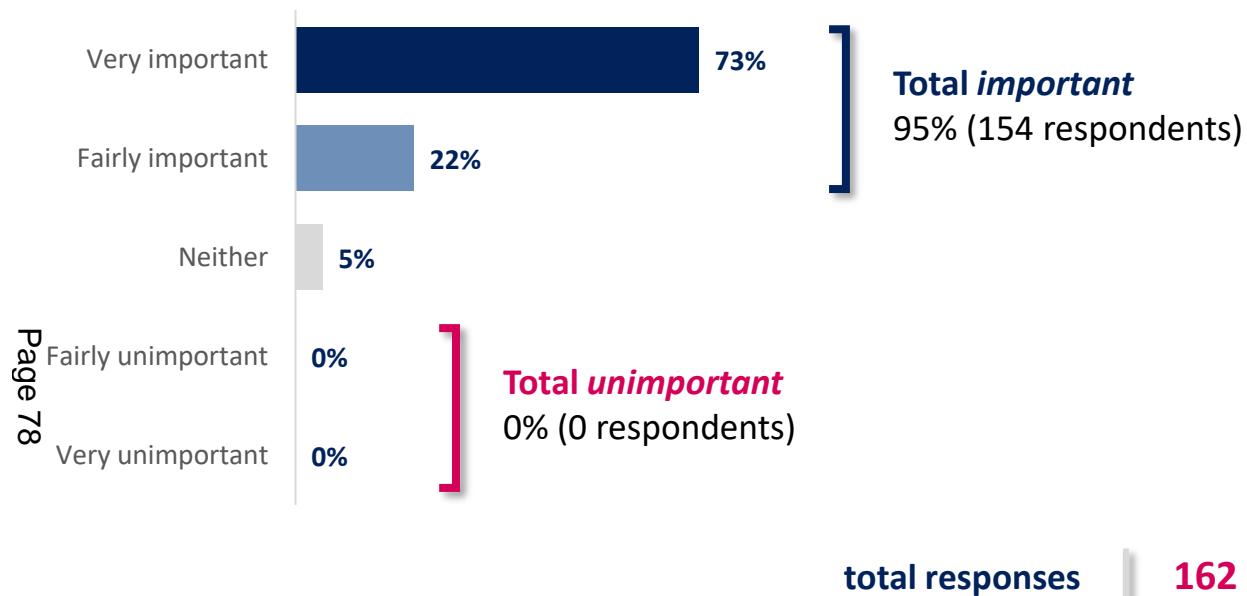


“Our proposed ambitions and the things we hope to do are:

- *Support all residents who want to work into employment*
- *Support all residents to receive the national benefits they are eligible for, particularly people facing multiple-disadvantage*
- *Increase the number of young people in Education Employment or Training*
- *Employers across sectors invest in employing people with additional needs such as those with learning disabilities, disabled people, long-term mental health conditions and/or who are neurodiverse*
- *Employers across sectors invest in supporting people who have life changes, develop long term conditions or become disabled, to remain in employment through better flexibility, job adjustments and timely support*
- *More children and young people living in Southampton are supported as they grow and develop to be ready for training and employment*
- *Employers supported to adapt to the new generation of young people entering the workplace*
- *Work experience for young people is made available across more sectors and more organisations and evolves to meet the needs of a new generation of young people*
- *Increase the range of flexible working opportunities across sectors innovating flexible options in roles not traditionally able to do so*
- *Support the growth of Small and Medium sized enterprises in the city*
- *Creating employment opportunities by supporting Green Growth initiatives*
- *Reduce gambling-related harm in Southampton by improving financial wellbeing, education, training and employment outcomes for vulnerable people through coordinated prevention, early intervention, and support systems.”*



Question 15 | How important do you feel this proposed area of focus is?

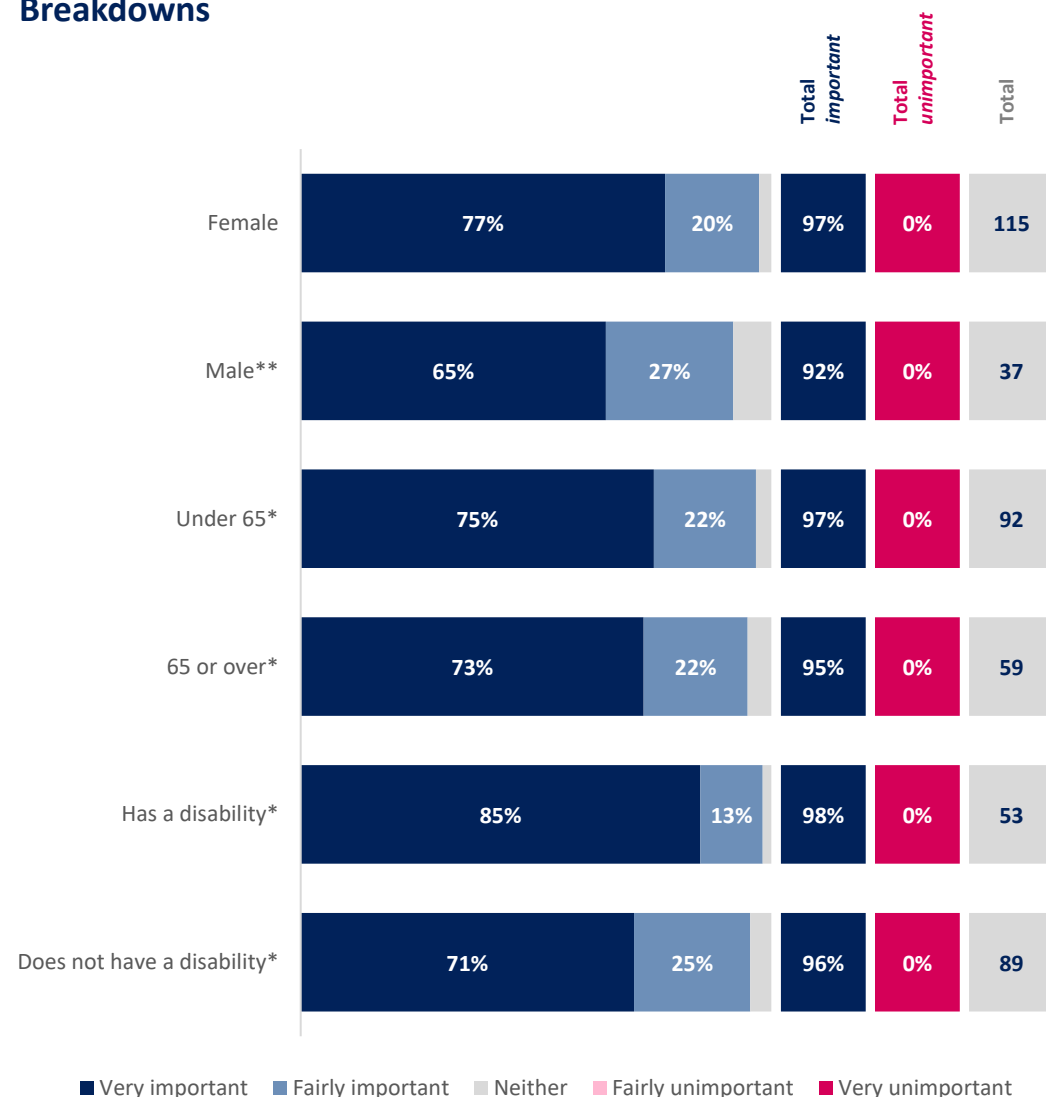


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Key findings

- 95% said that staying well was an important area of focus, with 73% saying it was very important and no respondents saying that it was unimportant
- Again, all available breakdowns responded important by 92% or more

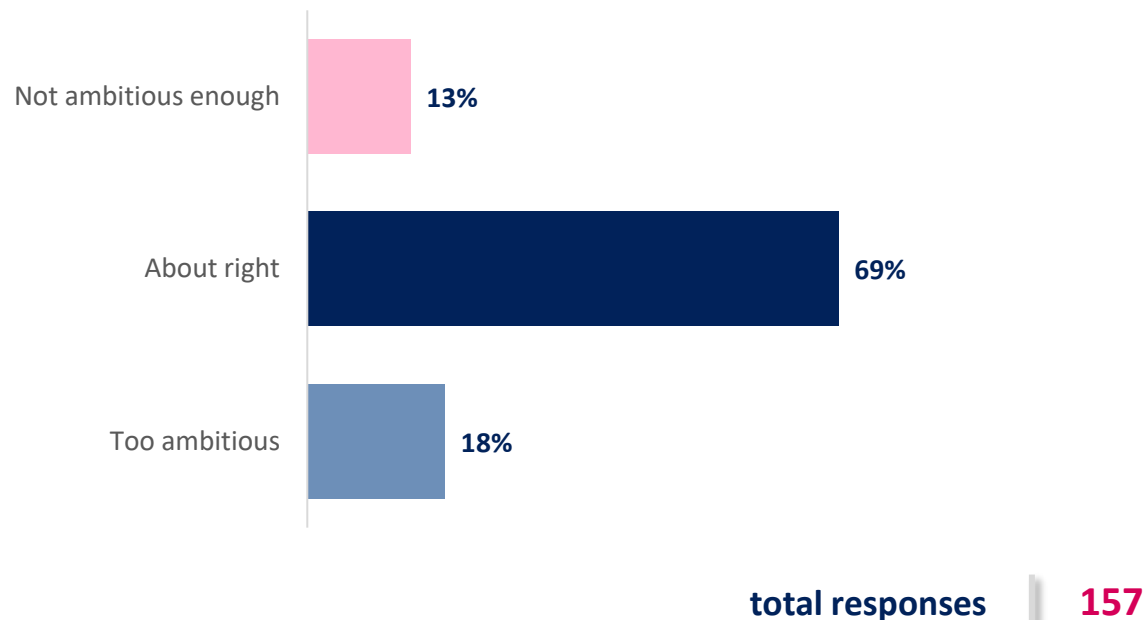
Breakdowns





Question 16 | How ambitious do you feel the things we hope to do are?

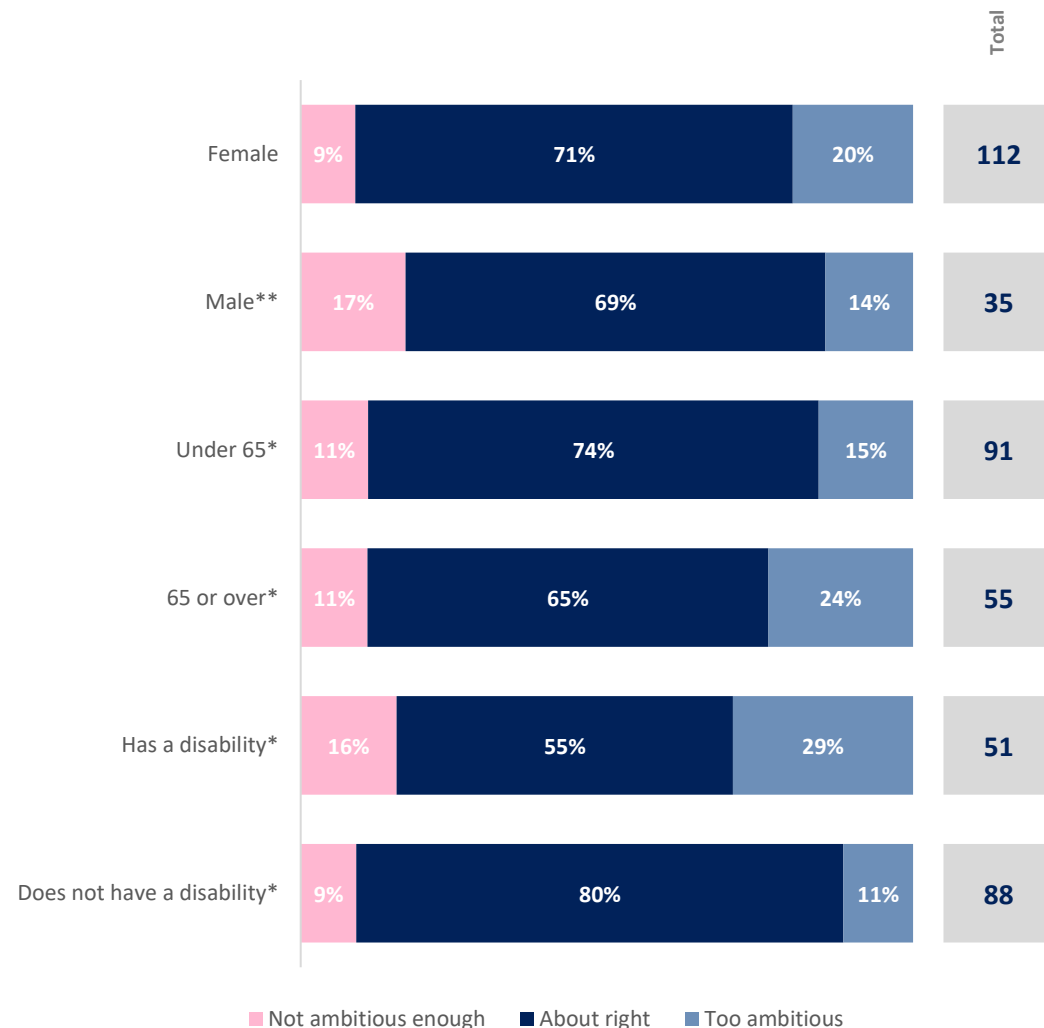
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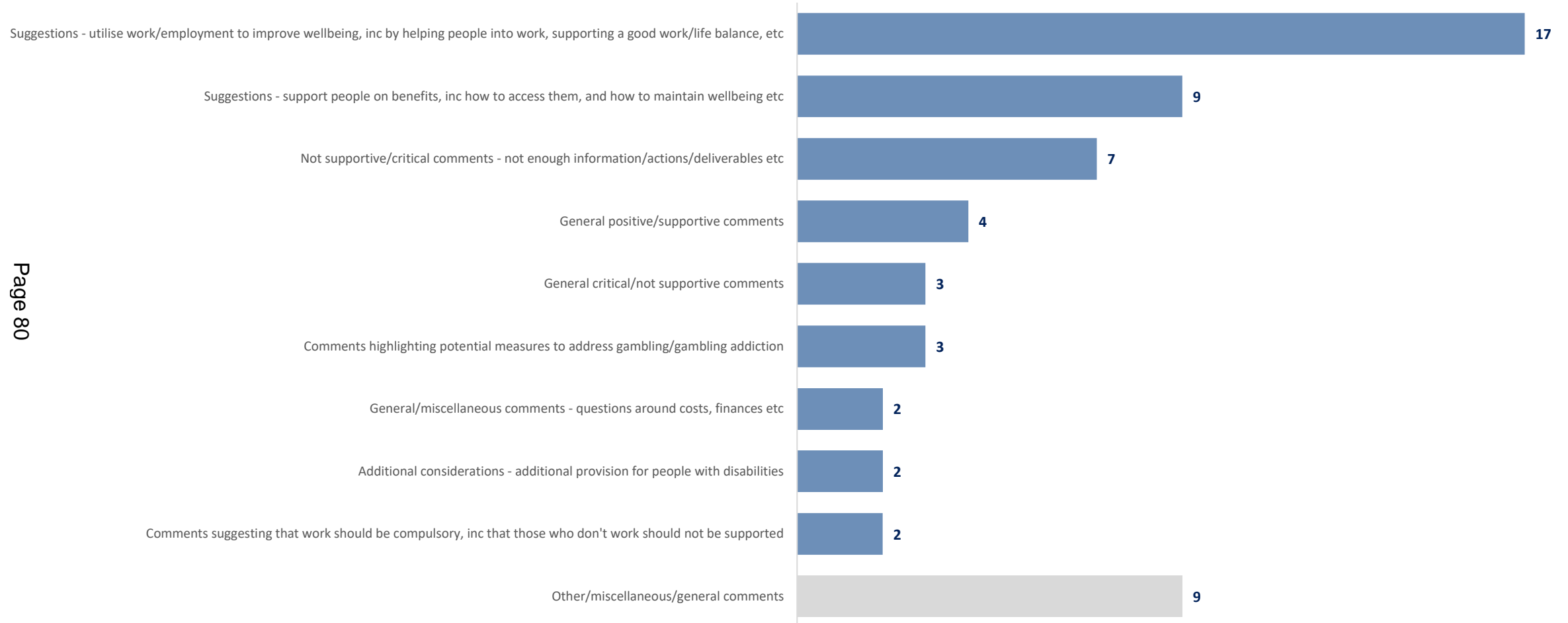


Key findings

- 69% of respondents said the ambition of this area of focus was about right
- All available breakdowns said the ambitions were about right by 50% or more

Breakdowns







Housing Strategy 2026-31 consultation report

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GENERAL FEEDBACK

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 - [“The draft strategy is easy to understand”](#)
 - [“The draft strategy provides sufficient information”](#)
- [Potential impact](#)
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INTRODUCTION





Southampton City Council undertook a public consultation on a proposed new Housing Strategy for the period 2026 to 2031.

This consultation took place between **28/07/2025 – 21/09/2025** and received **220** responses.

The aim of this consultation was to:

- Clearly communicate the proposed plans to residents and stakeholders;
- Ensure any resident, business or stakeholder in Southampton that wished to comment on the proposals had the opportunity to do so, enabling them to raise any impacts the proposals may have, and;
- Allow participants to propose alternative suggestions for consideration which they feel could achieve the objectives of the plans in a different way.

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This report summarises the aims, principles, methodology and results of the public consultation. It provides a summary of the consultation responses both for the consideration of decision makers and any interested individuals and stakeholders.

It is important to be mindful that a consultation is not a vote, it is an opportunity for stakeholders to express their views, concerns and alternatives to a proposal. This report outlines in detail the representations made during the consultation period so that decision makers can consider what has been said alongside other information.



Southampton City Council is committed to consultations of the highest standard and which are meaningful and comply with the *Gunning Principles*, considered to be the legal standard for consultations:

1. Proposals are still at a formative stage (a final decision has not yet been made);
2. There is sufficient information put forward in the proposals to allow ‘intelligent consideration’;
3. There is adequate time for consideration and response, and;
4. Conscientious consideration must be given to the consultation responses before a decision is made.



Rules: The Gunning Principles

They were coined by Stephen Sedley QC in a court case in 1985 relating to a school closure consultation (R v London Borough of Brent ex parte Gunning). Prior to this, very little consideration had been given to the laws of consultation. Sedley defined that a consultation is only legitimate when these four principles are met:

1. **proposals are still at a formative stage**
A final decision has not yet been made, or predetermined, by the decision makers
2. **there is sufficient information to give ‘intelligent consideration’**
The information provided must relate to the consultation and must be available, accessible, and easily interpretable for consultees to provide an informed response
3. **there is adequate time for consideration and response**
There must be sufficient opportunity for consultees to participate in the consultation. There is no set timeframe for consultation,¹ despite the widely accepted twelve-week consultation period, as the length of time given for consultee to respond can vary depending on the subject and extent of impact of the consultation
4. **‘conscientious consideration’ must be given to the consultation responses before a decision is made**
Decision-makers should be able to provide evidence that they took consultation responses into account

These principles were reinforced in 2001 in the ‘Coughlan Case (R v North and East Devon Health Authority ex parte Coughlan²), which involved a health authority closure and confirmed that they applied to all consultations, and then in a Supreme Court case in 2014 (R ex parte Moseley v LB Haringey³), which endorsed the legal standing of the four principles. Since then, the Gunning Principles have formed a strong legal foundation from which the legitimacy of public consultations is assessed, and are frequently referred to as a legal basis for judicial review decisions.⁴

¹ In some local authorities, their local voluntary Compact agreement with the third sector may specify the length of time they are required to consult for. However, in many cases, the Compact is either inactive or has been cancelled so the consultation timeframe is open to debate

² BAILII, England and Wales Court of Appeal (Civil Decision) Decisions, Accessed: 13 December 2016.

³ BAILII, United Kingdom Supreme Court, Accessed: 13 December 2016

⁴ The information used to produce this document has been taken from the Law of Consultation training course provided by The Consultation Institute



The agreed approach for this consultation was to use an online questionnaire as the main route for feedback. Questionnaires enable an appropriate amount of explanatory and supporting information to be included in a structured way, helping to ensure respondents are aware of the background and detail of the proposals.

Respondents could also write letters or emails to provide feedback on the proposals. Emails or letters from stakeholders that contained consultation feedback were collated and analysed as a part of the overall consultation.

Promotion, engagement and other comms activity included SCC corporate communications, including social media, newsletters and e-bulletins, as well as comms via relevant businesses and organisations.

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All quantitative survey results have been analysed and presented in graphs within this report. Respondents were also given opportunities throughout the questionnaire to provide written feedback on the proposals.



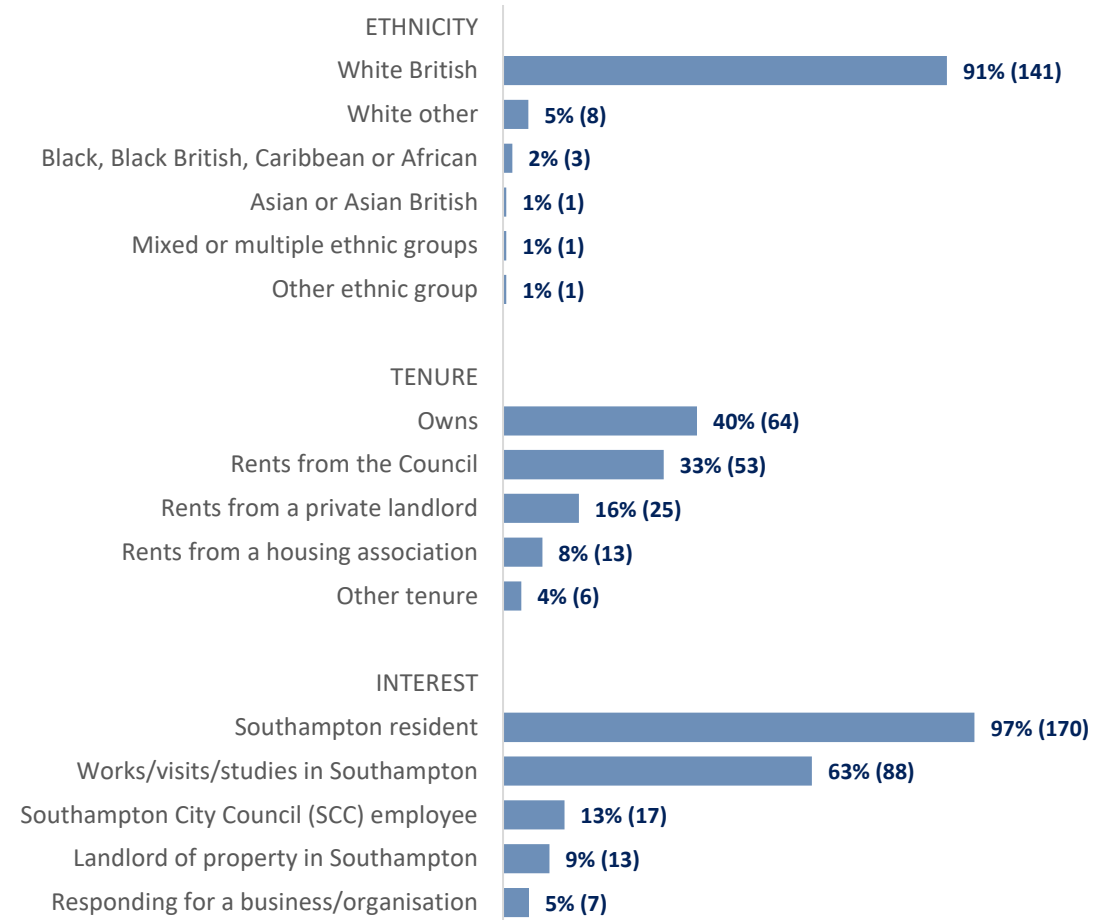
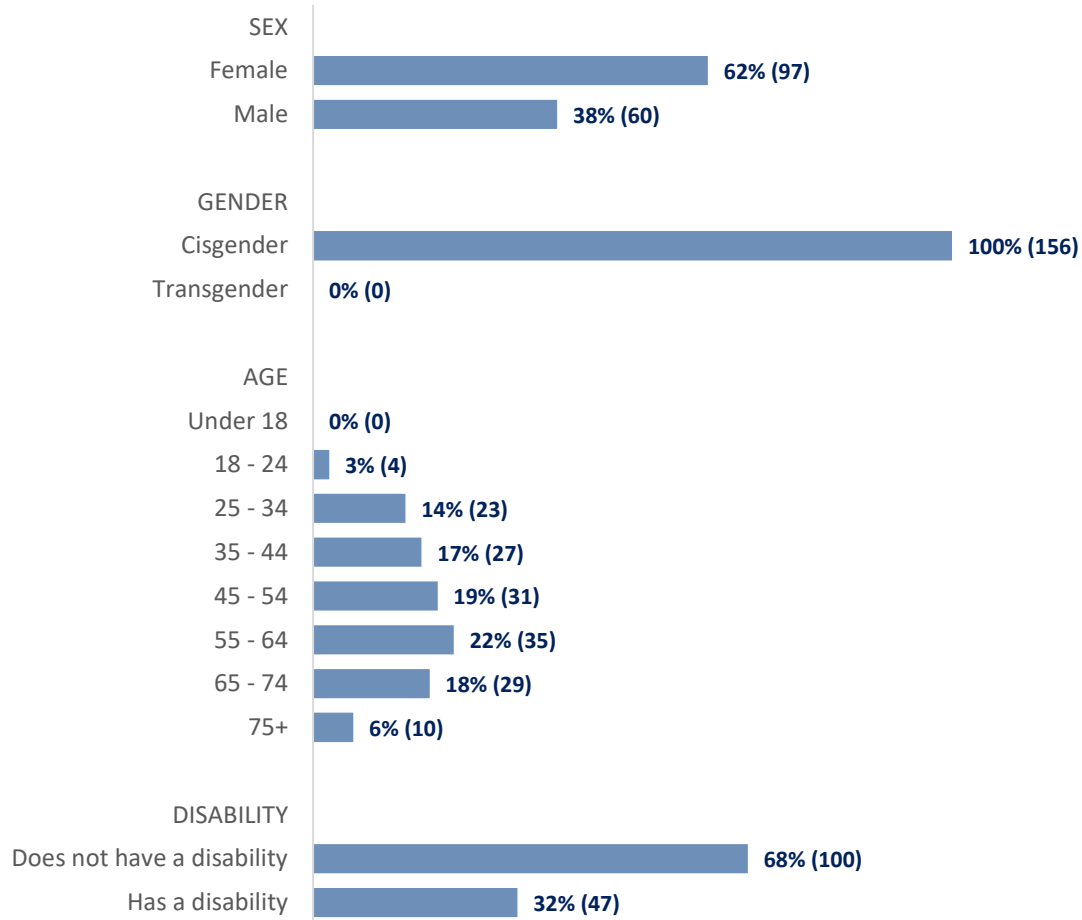


Who are the respondents?

Total responses

212 survey responses
8 email/letter responses
220 total

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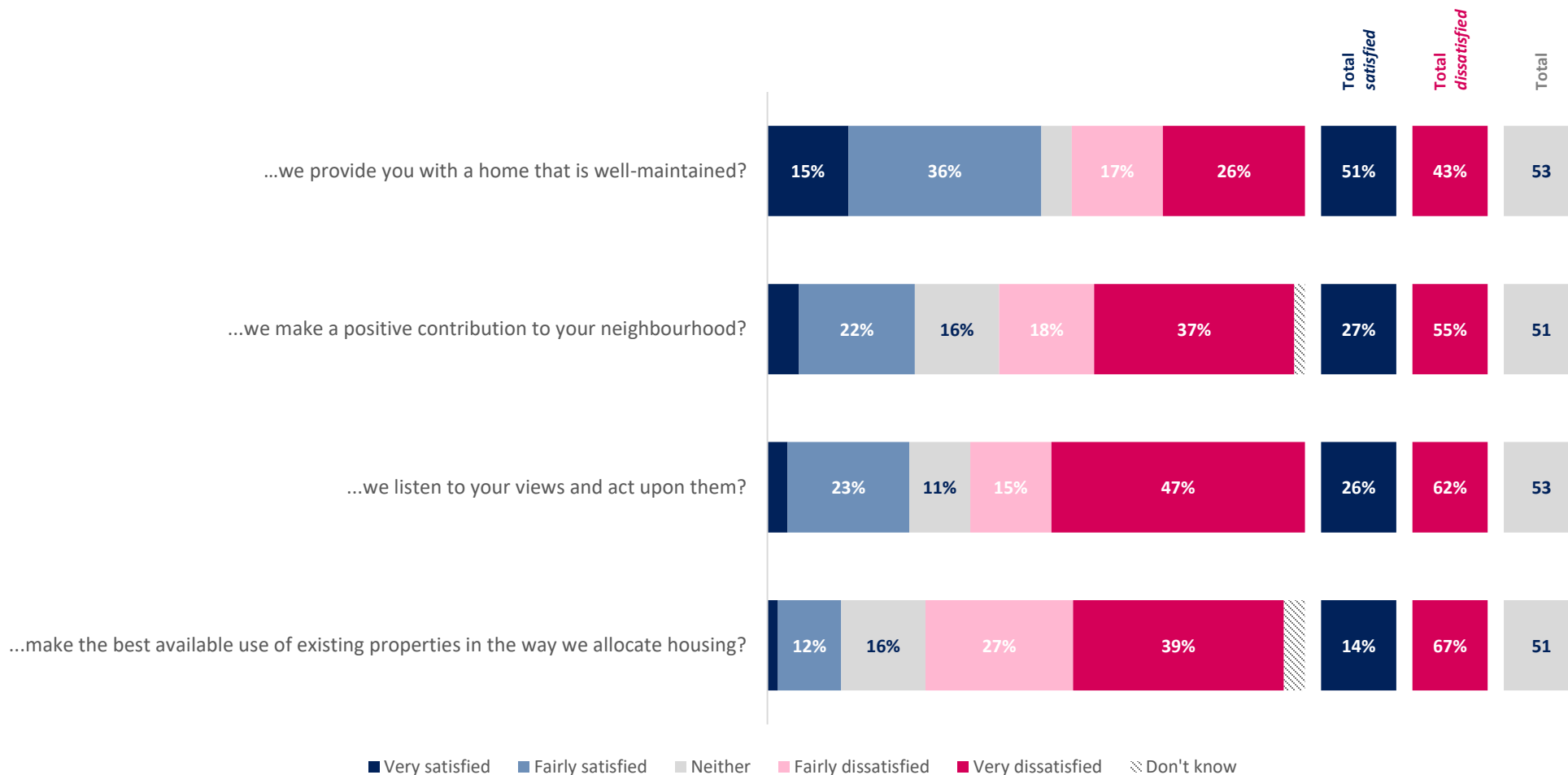




PRIORITY ONE

Improving our landlord services





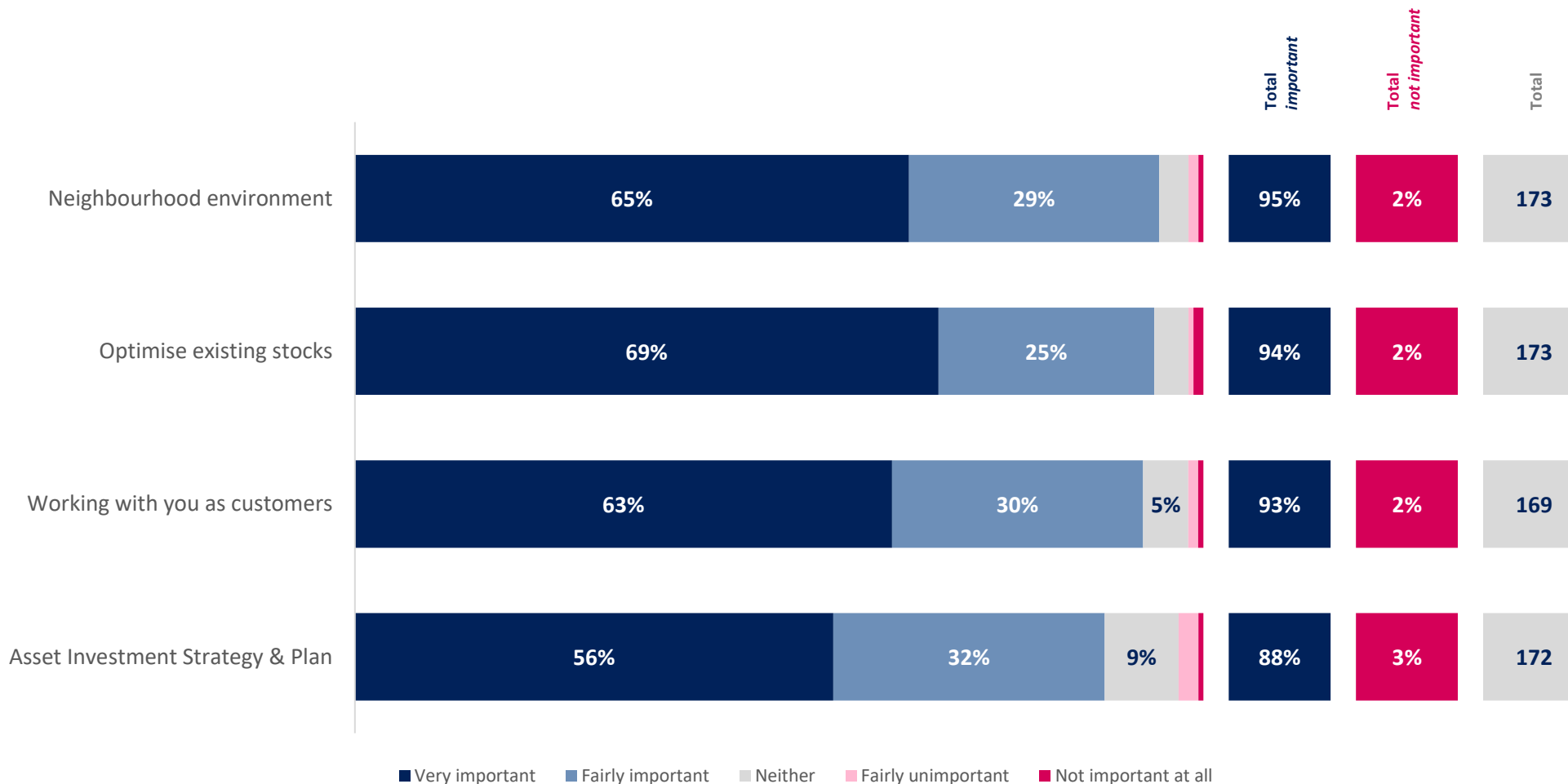
*Question asked only of those that confirmed they were Council tenants in response to the initial demographic question.



Question 2 |

How important do you feel the following suggested priorities are as part of improving our landlord services?

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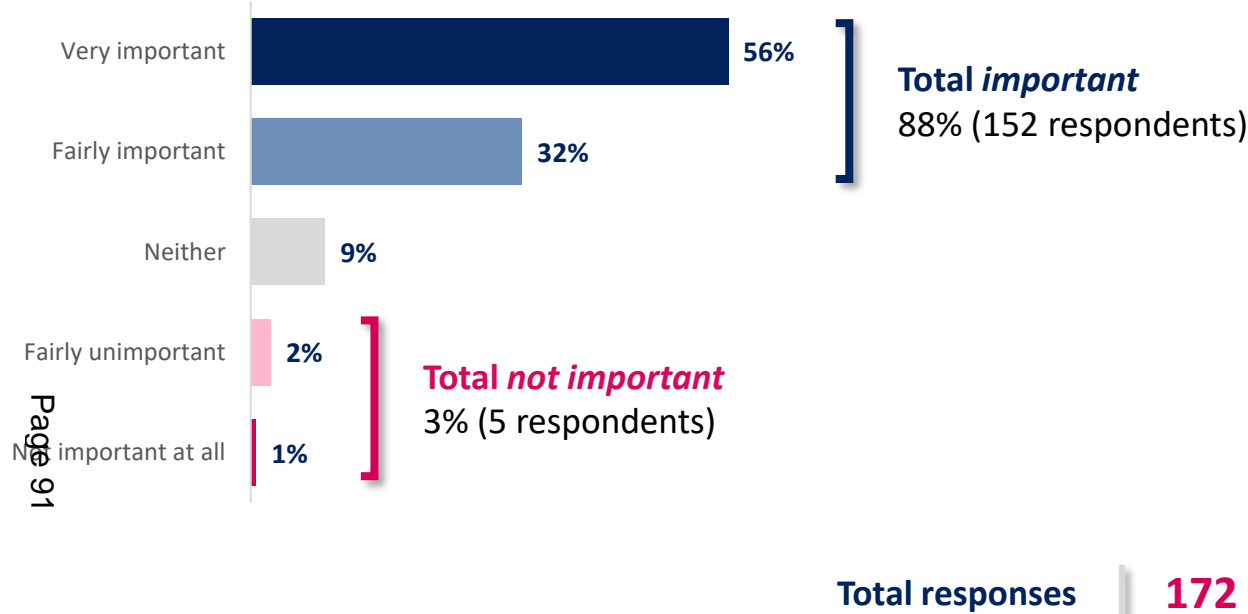


*Question asked only of those that confirmed they were Council tenants in response to the initial demographic question.



Question 2a

How important do you feel the following suggested priorities are as part of improving our landlord services? *Asset Investment Strategy & Plan*

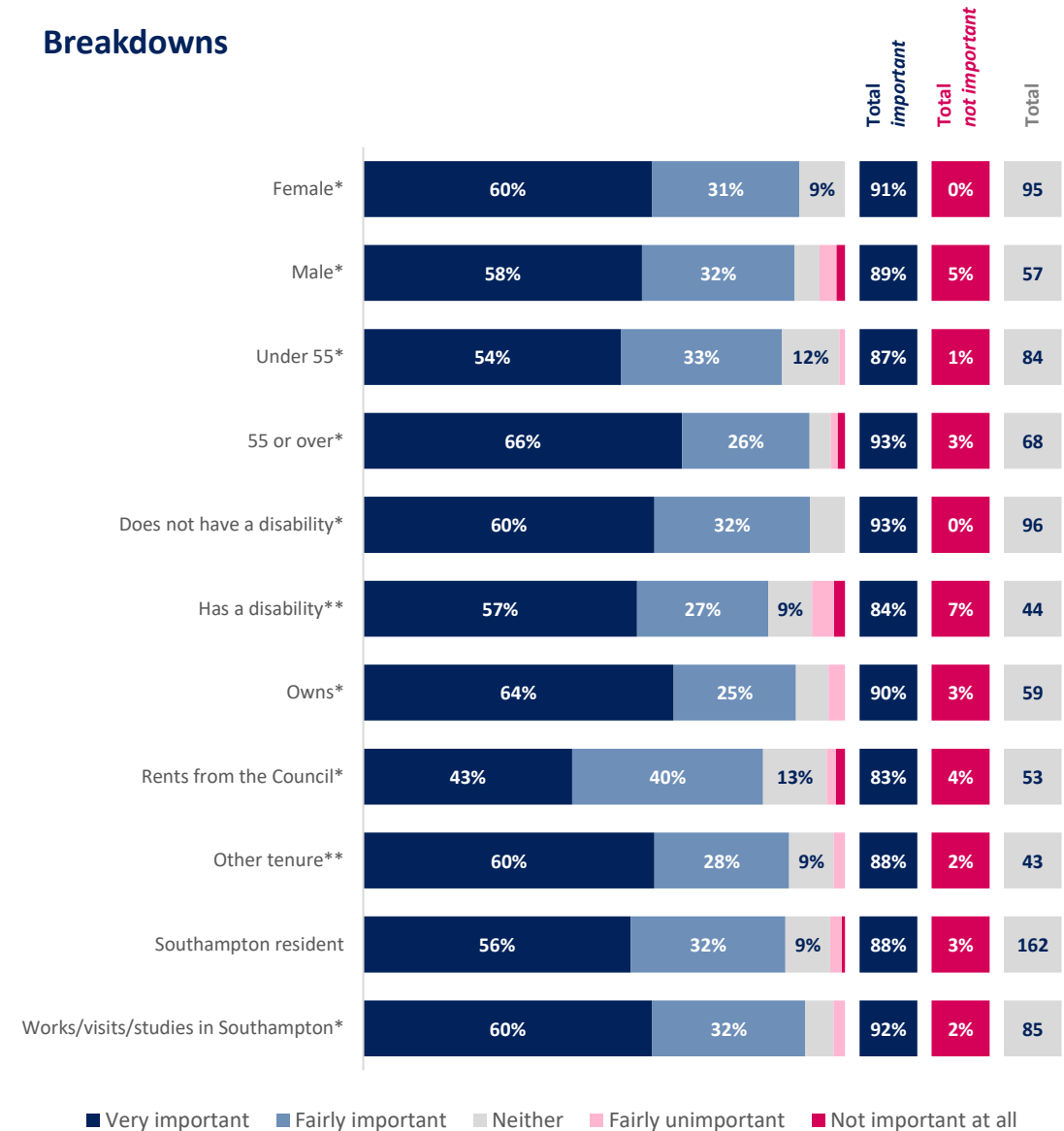


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Key findings

- 88% of respondents said that the Asset Investment Strategy & Plan was *important*, including over half (56%) that said it was *very important*
- Older respondents aged 55 or over and respondents that own their own home both said that this priority was *very important* between 64% and 66%
- The over-55s demographic responded *very important* 12% points more than the under-55s, and homeowners responded likewise 21% points more than respondents that rent from the Council
- Council renters also responded *very important* to the least extent at 43%, 13% points less than respondents overall, although still 83% *agree* total

Breakdowns

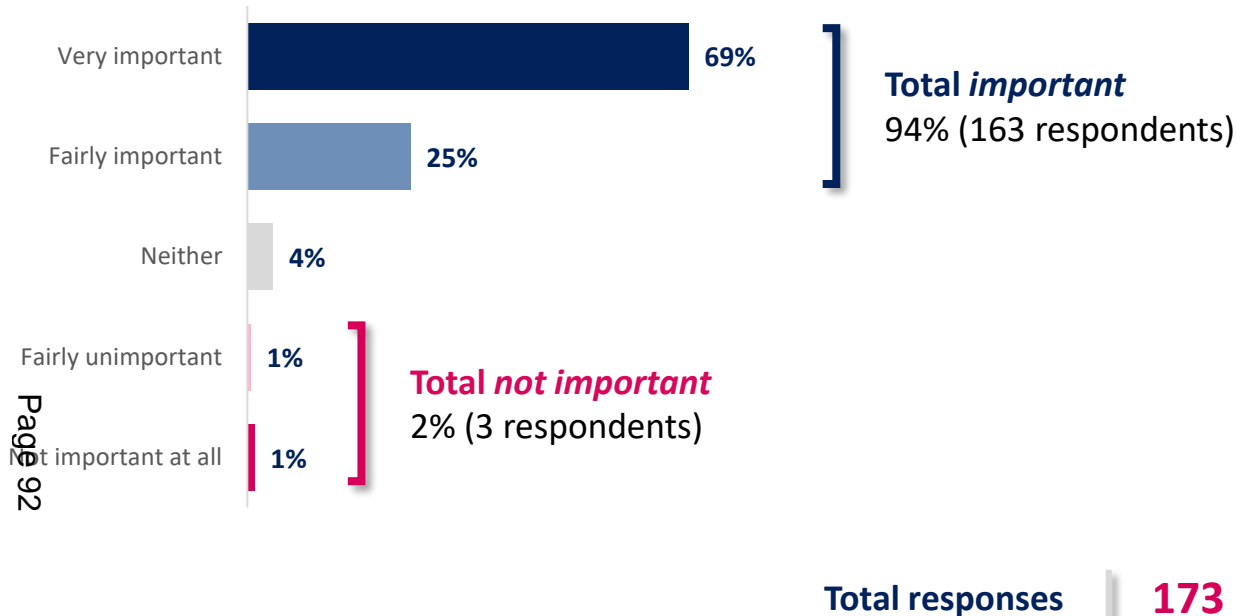


*Less than 100 respondents; **less than 50 respondents.



Question 2b

How important do you feel the following suggested priorities are as part of improving our landlord services? *Optimise existing stocks*

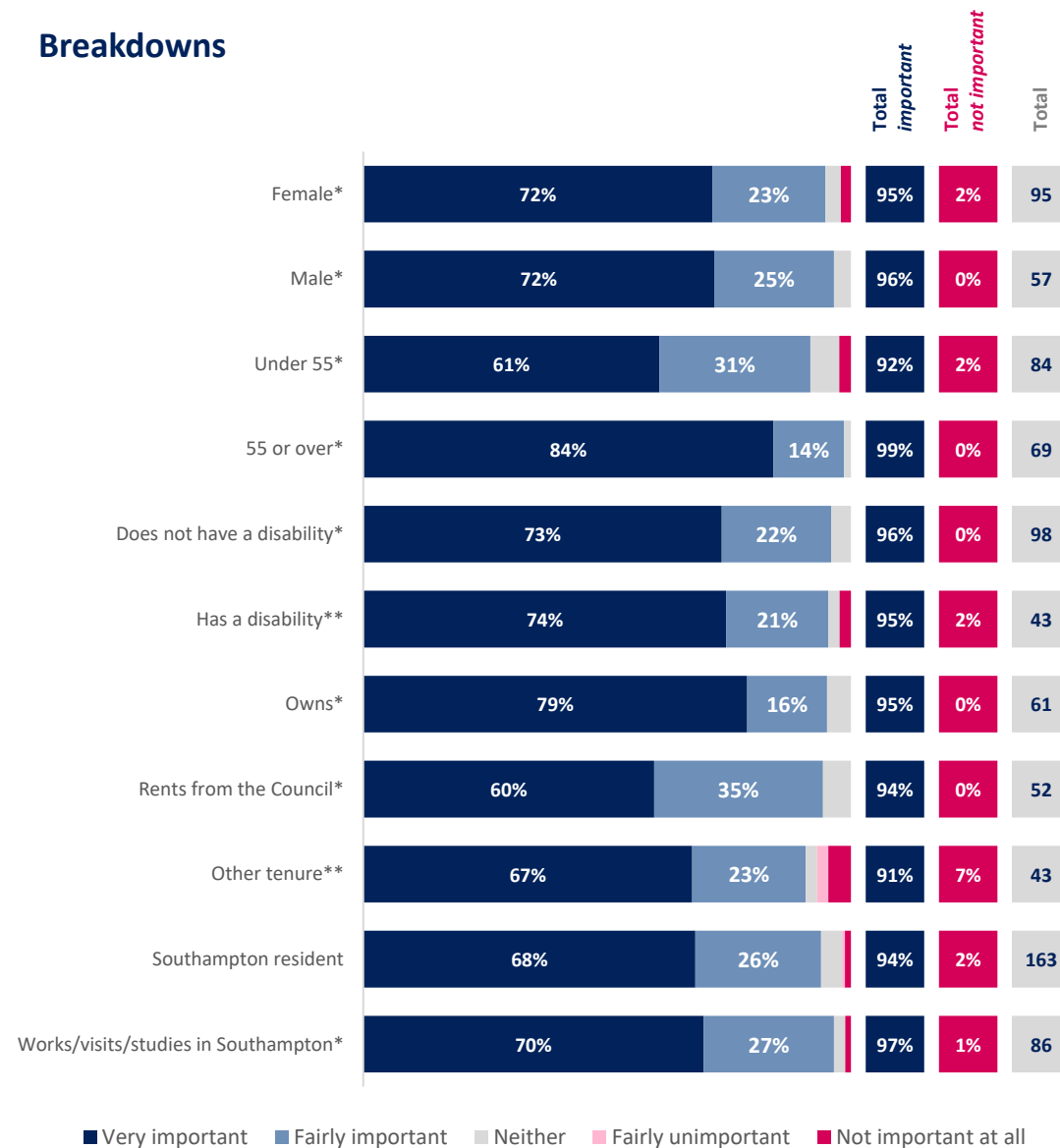


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Key findings

- 94% said this priority was *important*, including 69% that said it was *very important*
- All demographic breakdowns also said *very important* by 60% or more

Breakdowns

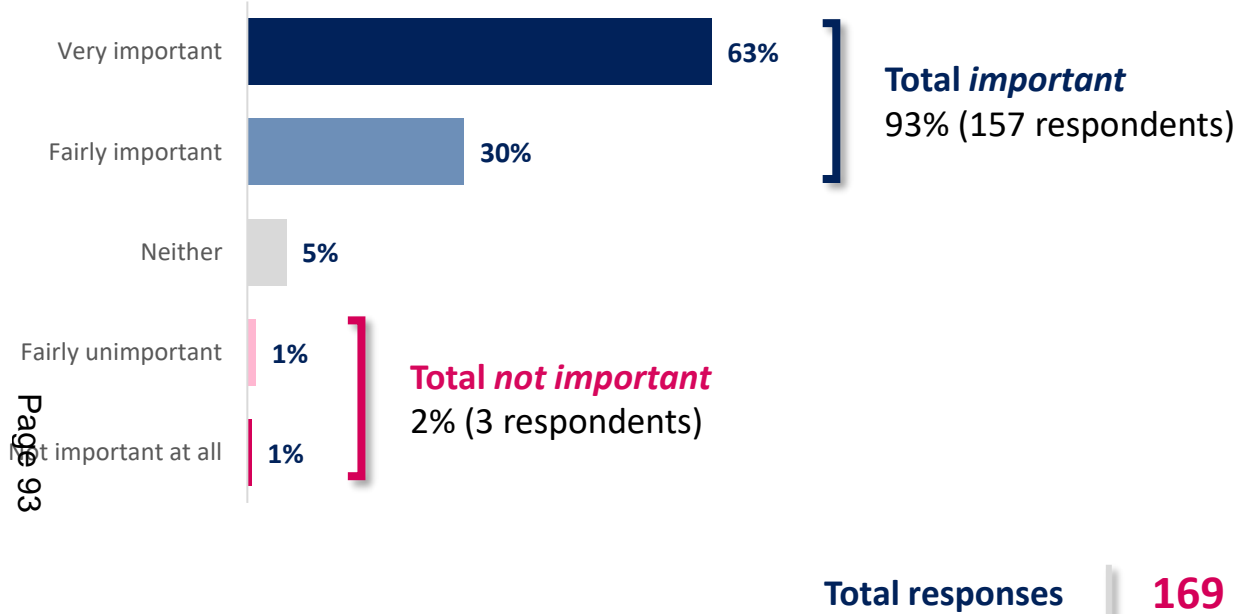


*Less than 100 respondents; **less than 50 respondents.



Question 2c |

How important do you feel the following suggested priorities are as part of improving our landlord services? *Working with you as customers*

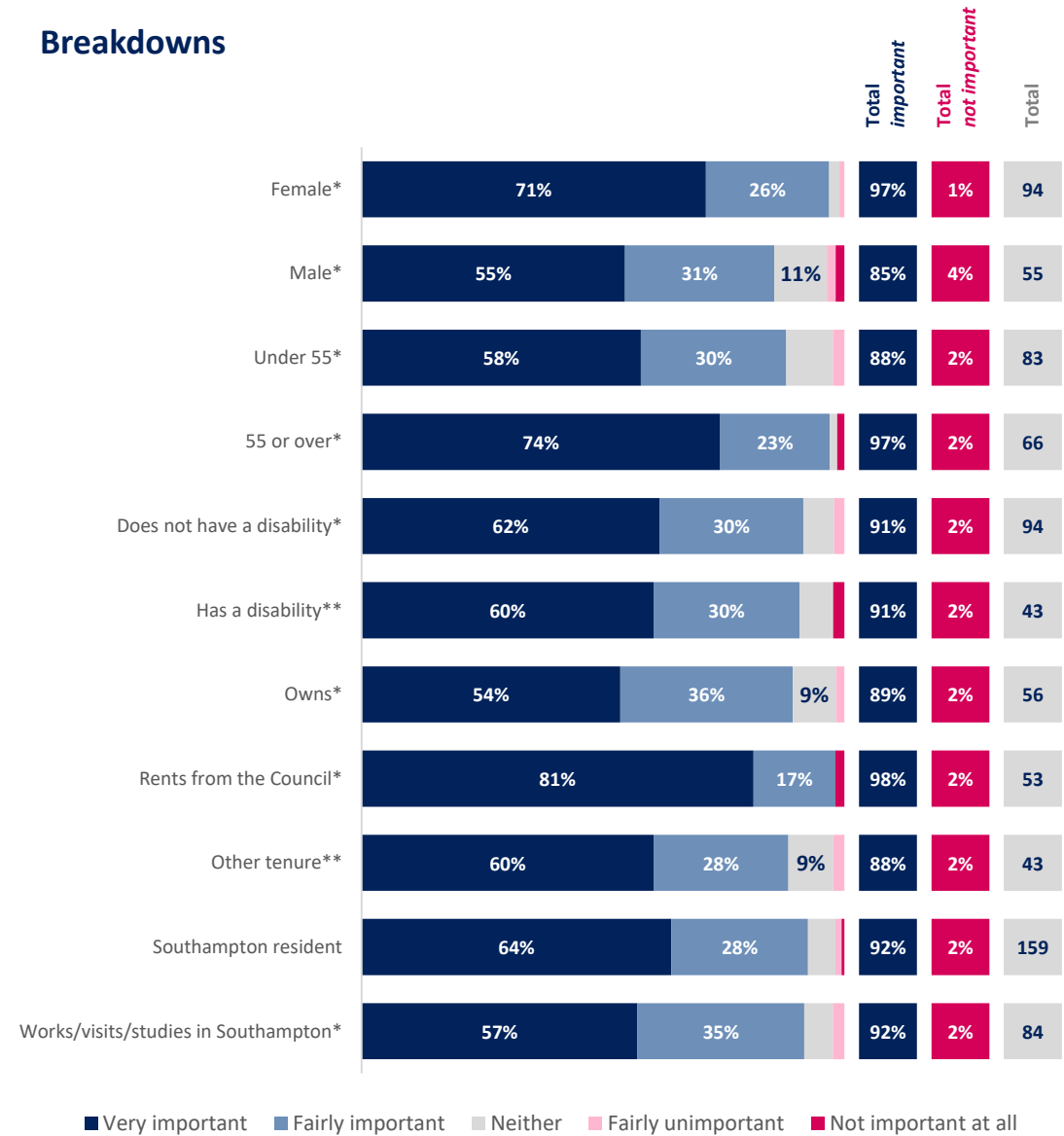


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Key findings

- 93% of respondents said that this priority was *important*, including 63% that said it was *very important*
- This includes both 81% of respondents that rent from the Council and 54% of those that own their own home (% *very important*)

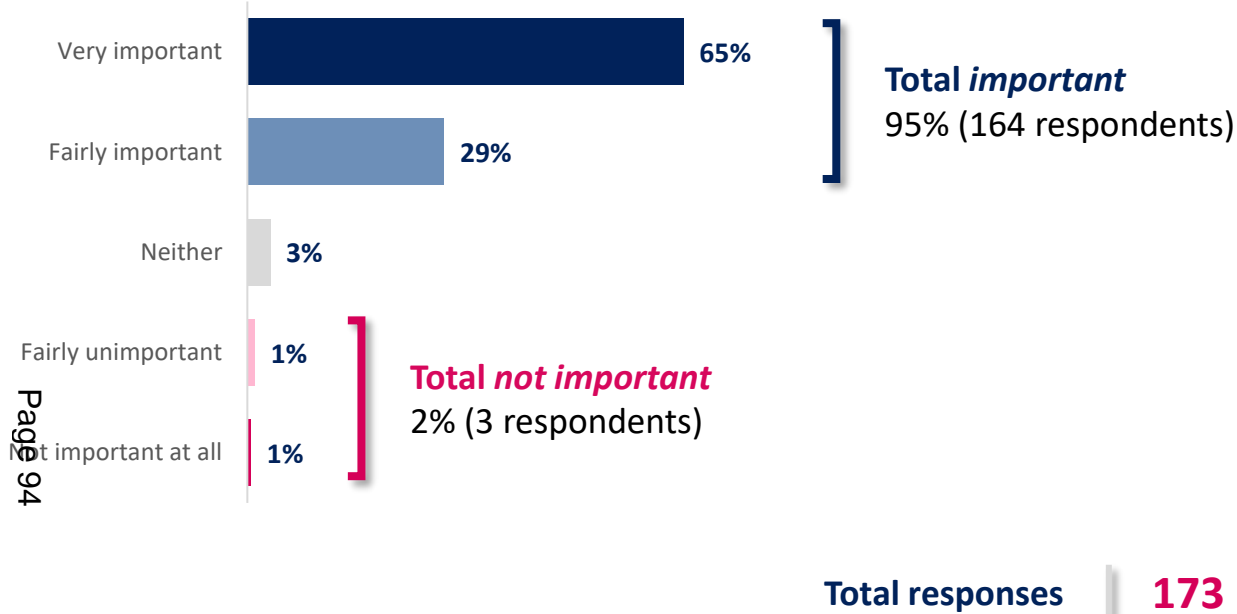
Breakdowns





Question 2d

How important do you feel the following suggested priorities are as part of improving our landlord services? *Neighbourhood environment*

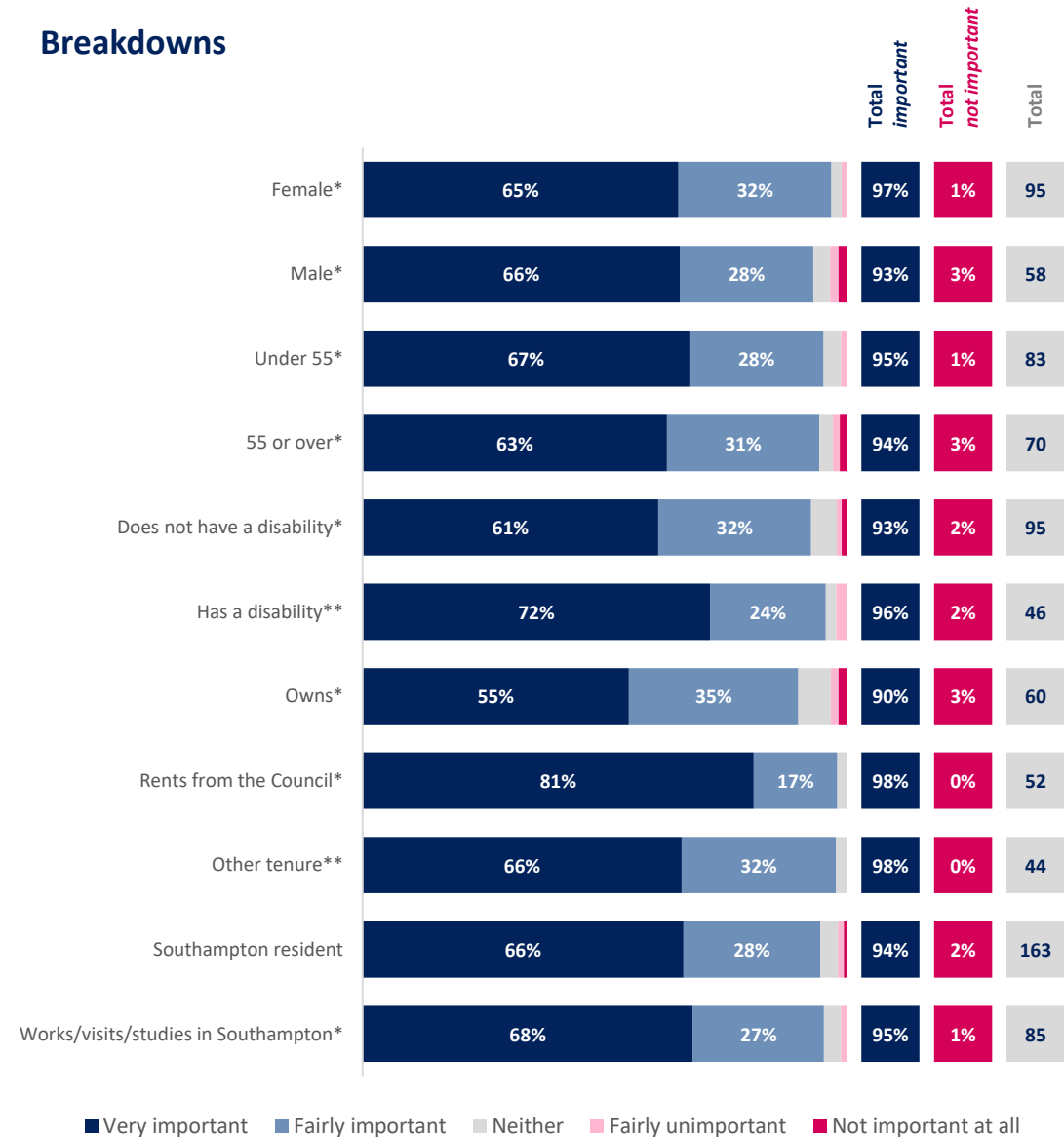


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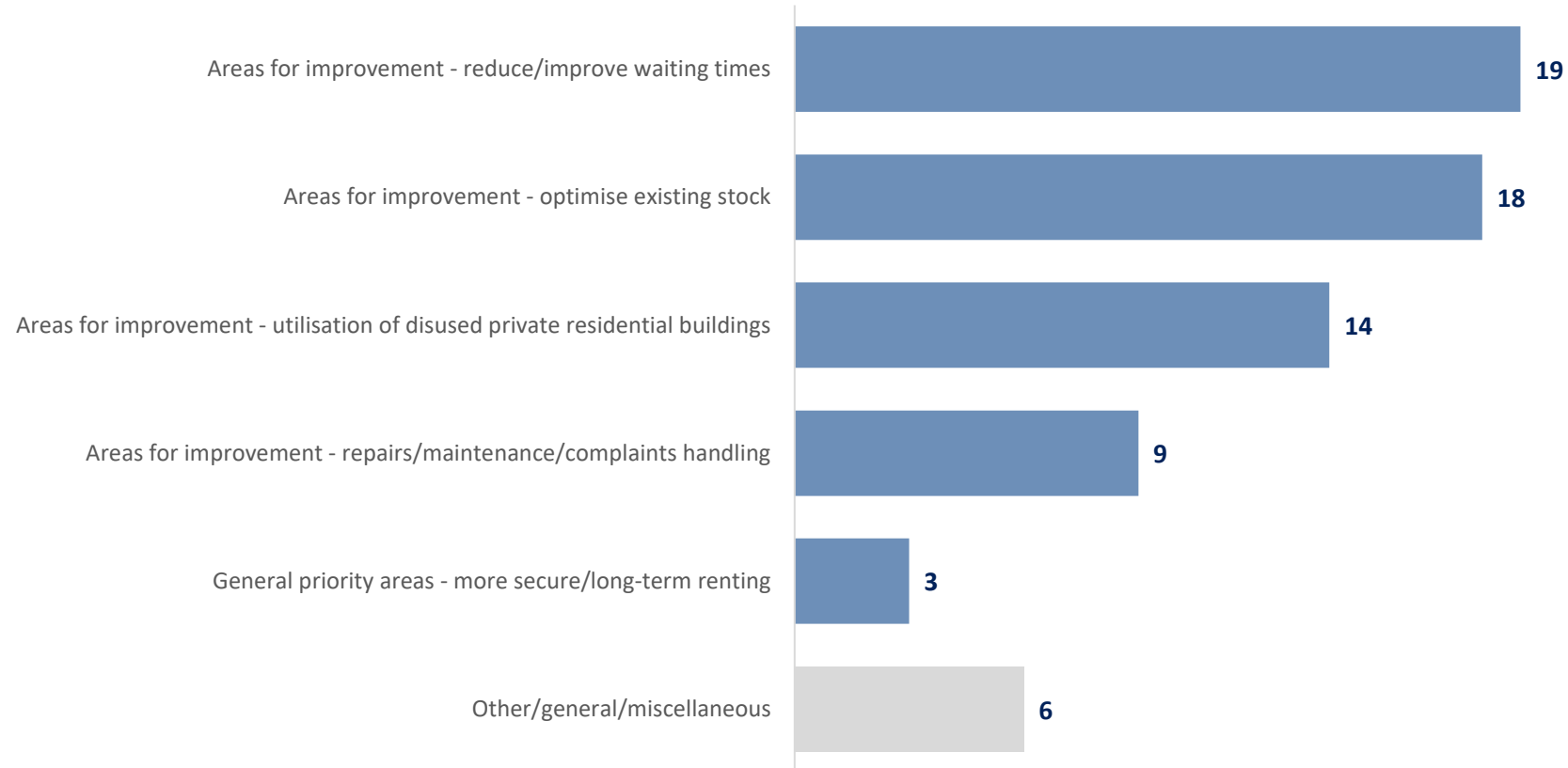
Key findings

- Again, 95% of respondents said that this priority was *important*, including 65% that said it was *very important*
- This includes both 81% of respondents that rent from the Council and 55% of those that own their own home (% *very important*)

Breakdowns



*Less than 100 respondents; **less than 50 respondents.

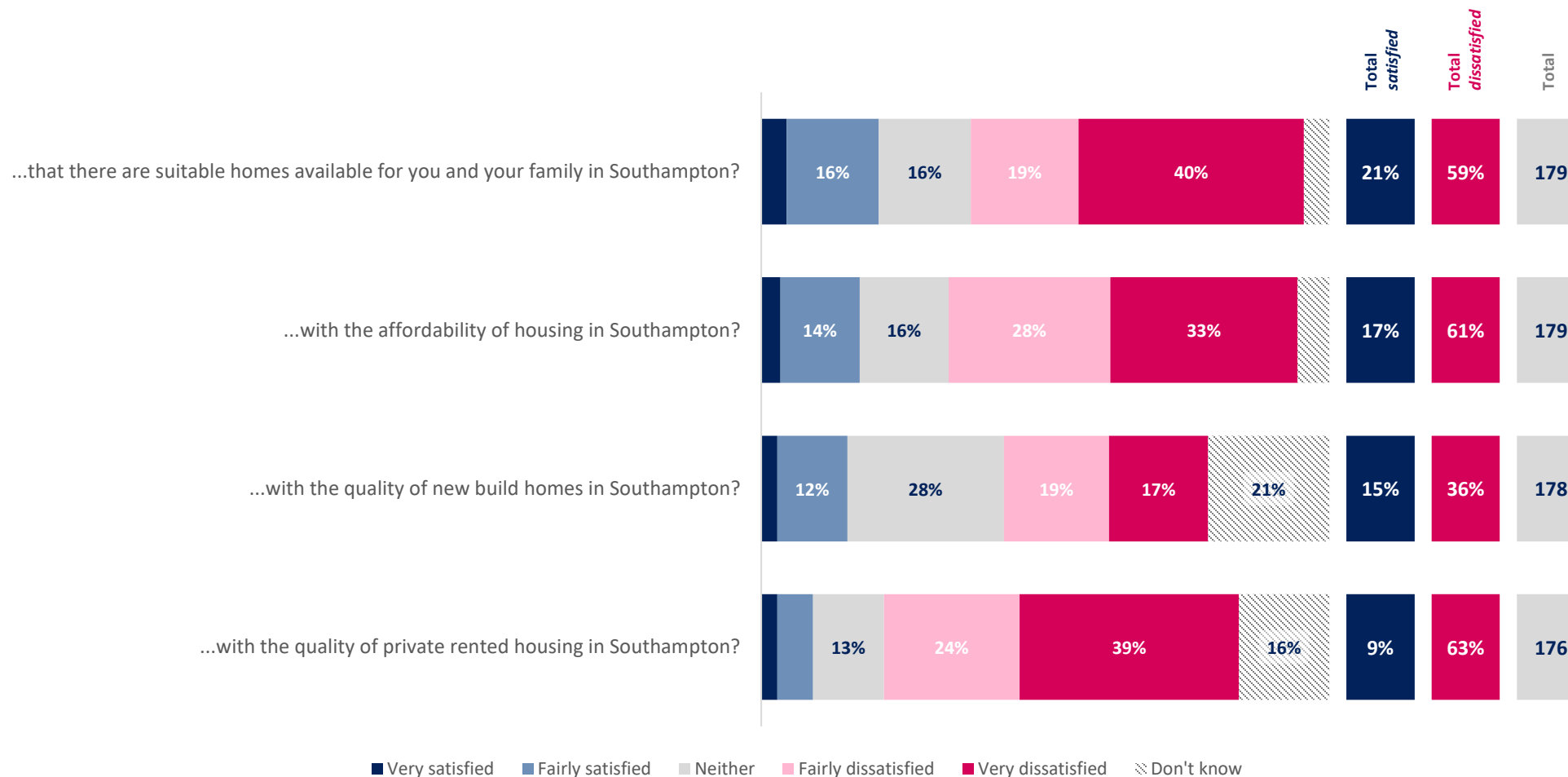




PRIORITY TWO

Increasing quality homes in the city





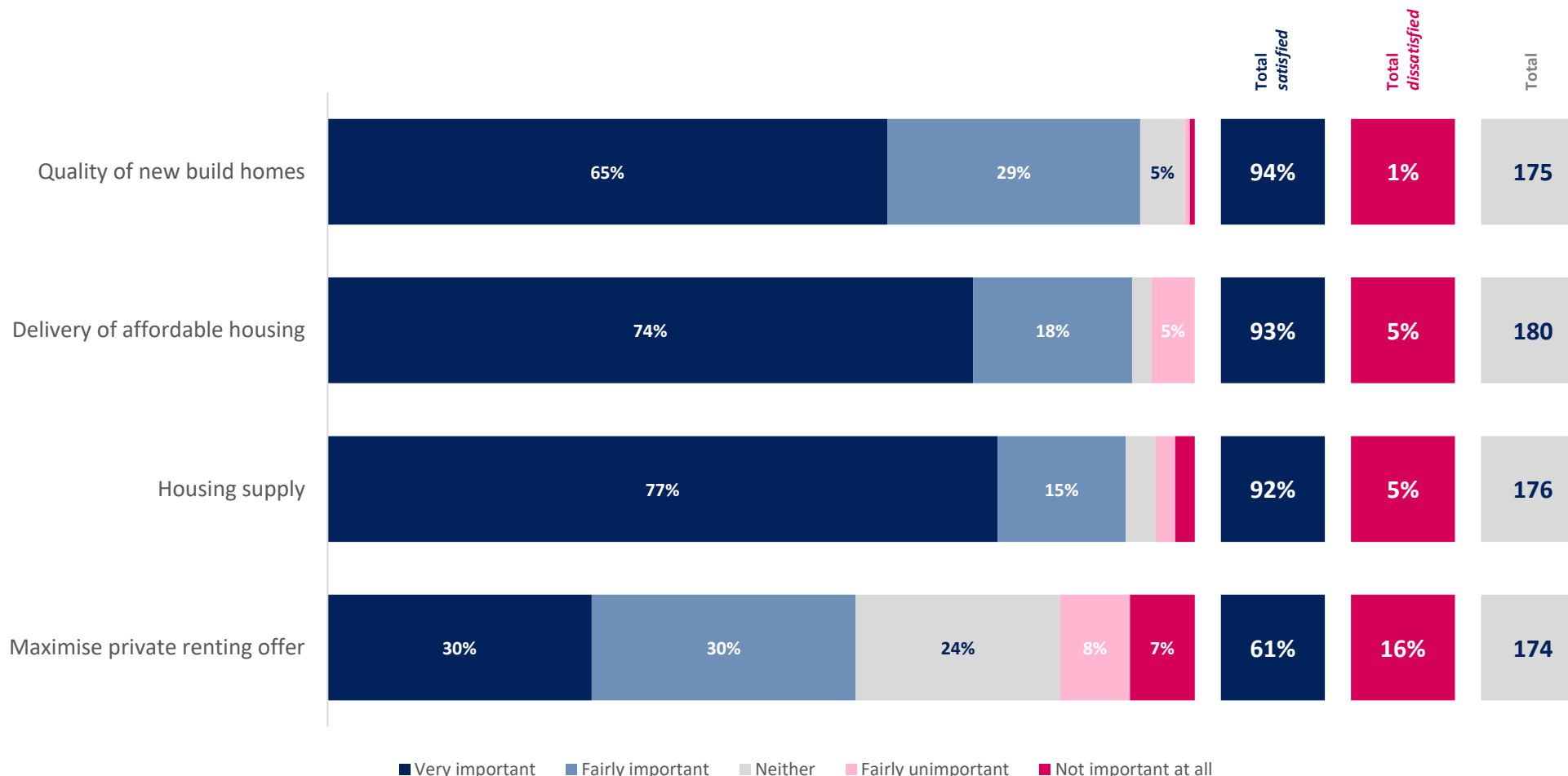
*Question asked only of those that confirmed they were Council tenants in response to the initial demographic question.



Question 5 |

How important do you feel the following suggested priorities are as part of increasing quality homes in the city?

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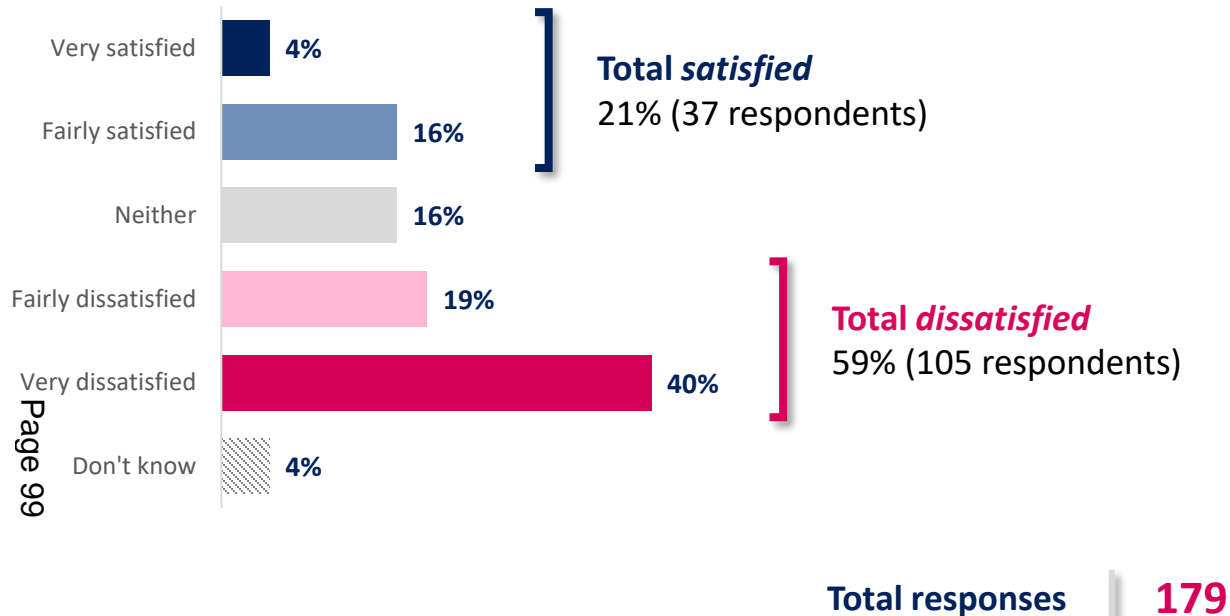


*Question asked only of those that confirmed they were Council tenants in response to the initial demographic question.



Question 4a

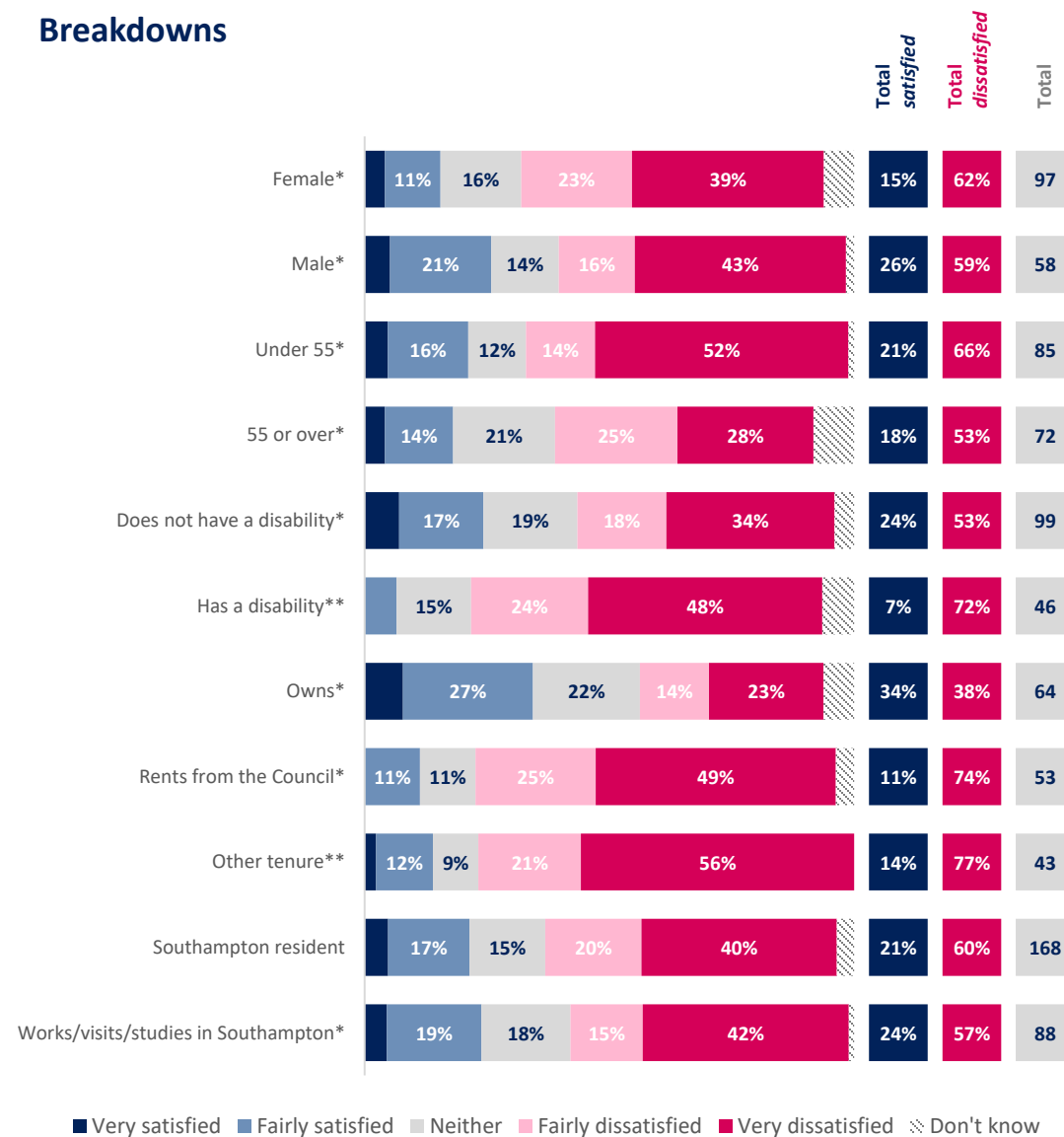
Currently, how satisfied or dissatisfied are you... that there are suitable homes available for you and your family in Southampton?



Key findings

- Over half (59%) of respondents said they were *dissatisfied* with the availability of 'suitable' homes in Southampton
- This includes 72% of respondents with a disability, 74% of Council tenants, and 77% of respondents that neither own their home nor rent from the Council (i.e. 'Other tenure')
- Additionally, over half of 'Other tenure' respondents and respondents aged under 55 responded *very dissatisfied* (56% and 52% respectively)

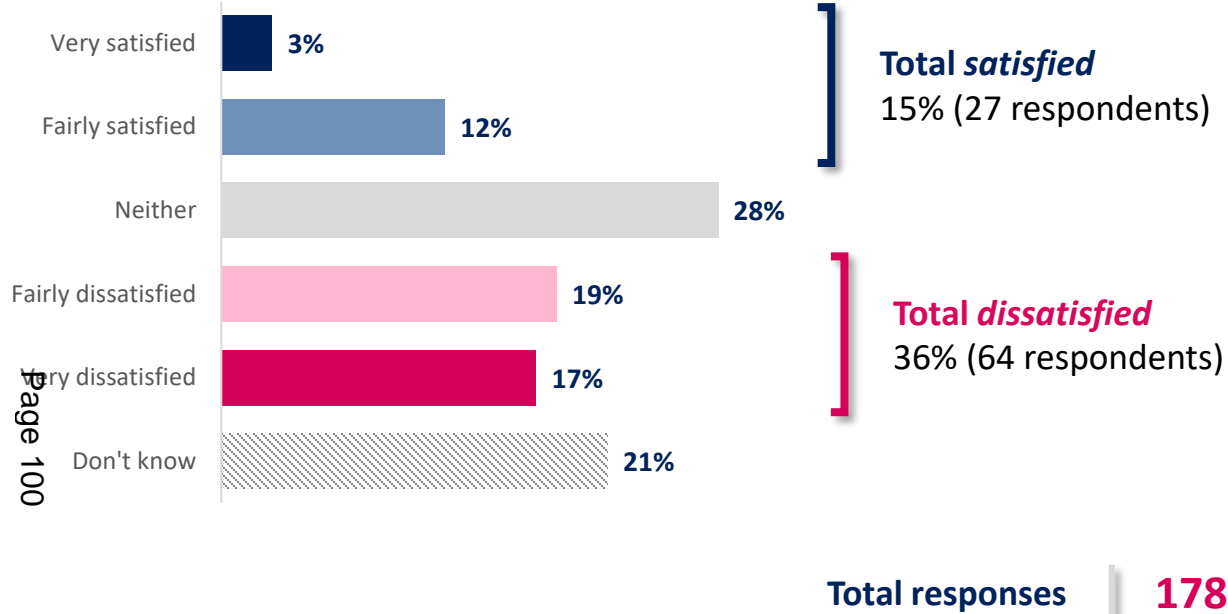
Breakdowns





Question 4b

Currently, how satisfied or dissatisfied are you... with the quality of new build homes in Southampton?

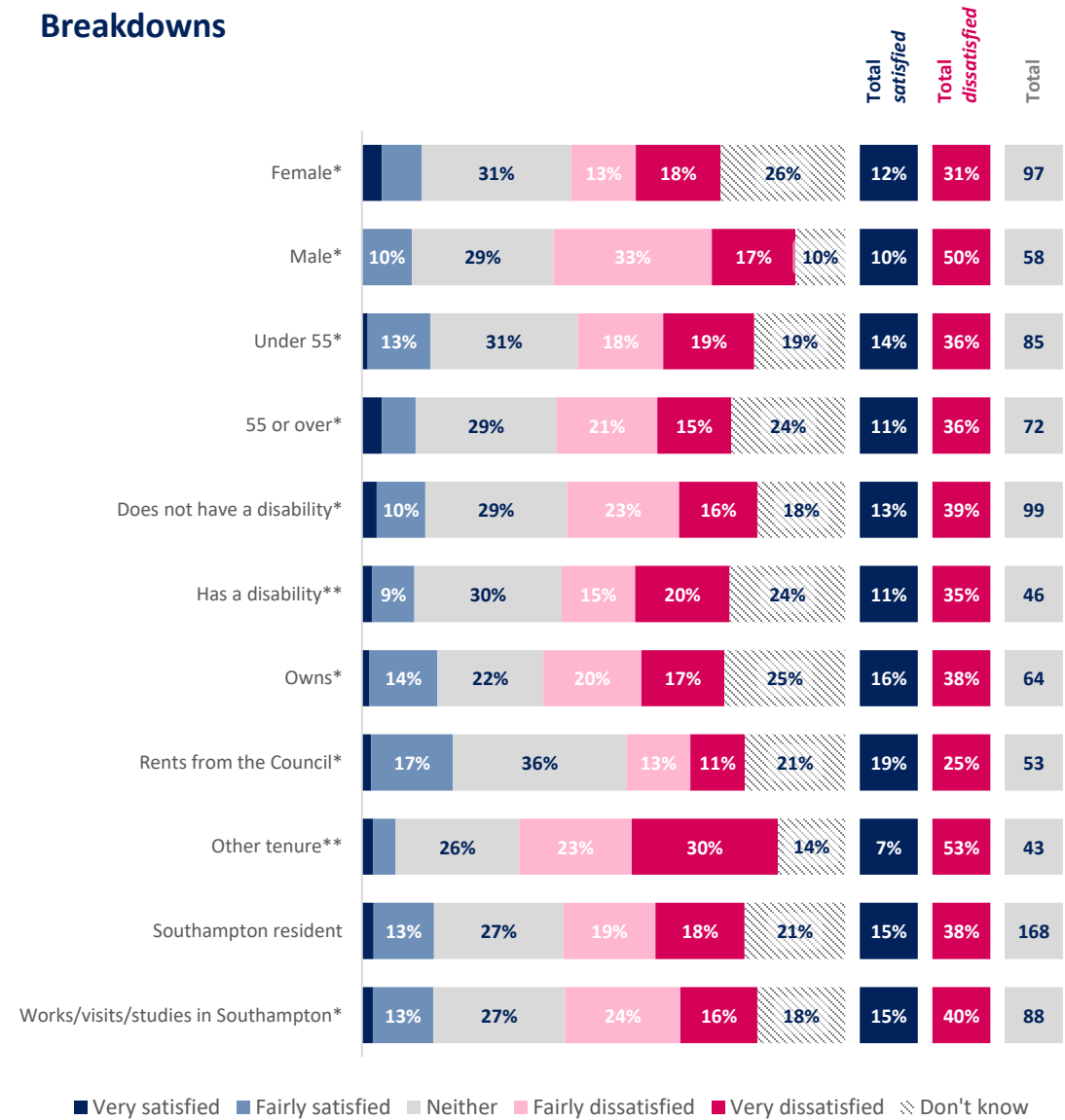


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Key findings

- While *dissatisfied* was the most common sentiment response with 36% of the total, 49% responded either *neither* (28%) or *don't know* (21%)
- In terms of breakdowns, over half of male and 'Other tenure' respondents responded *dissatisfied* (50% and 53% respectively)

Breakdowns

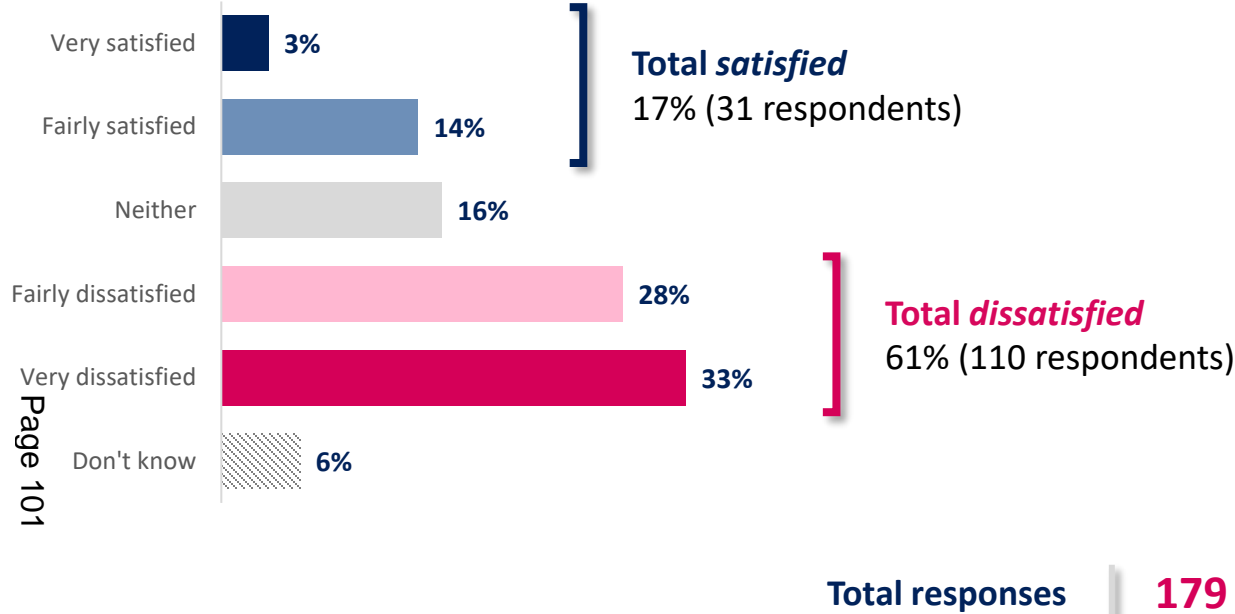


*Less than 100 respondents; **less than 50 respondents.



Question 4c |

Currently, how satisfied or dissatisfied are you... with the affordability of housing in Southampton?

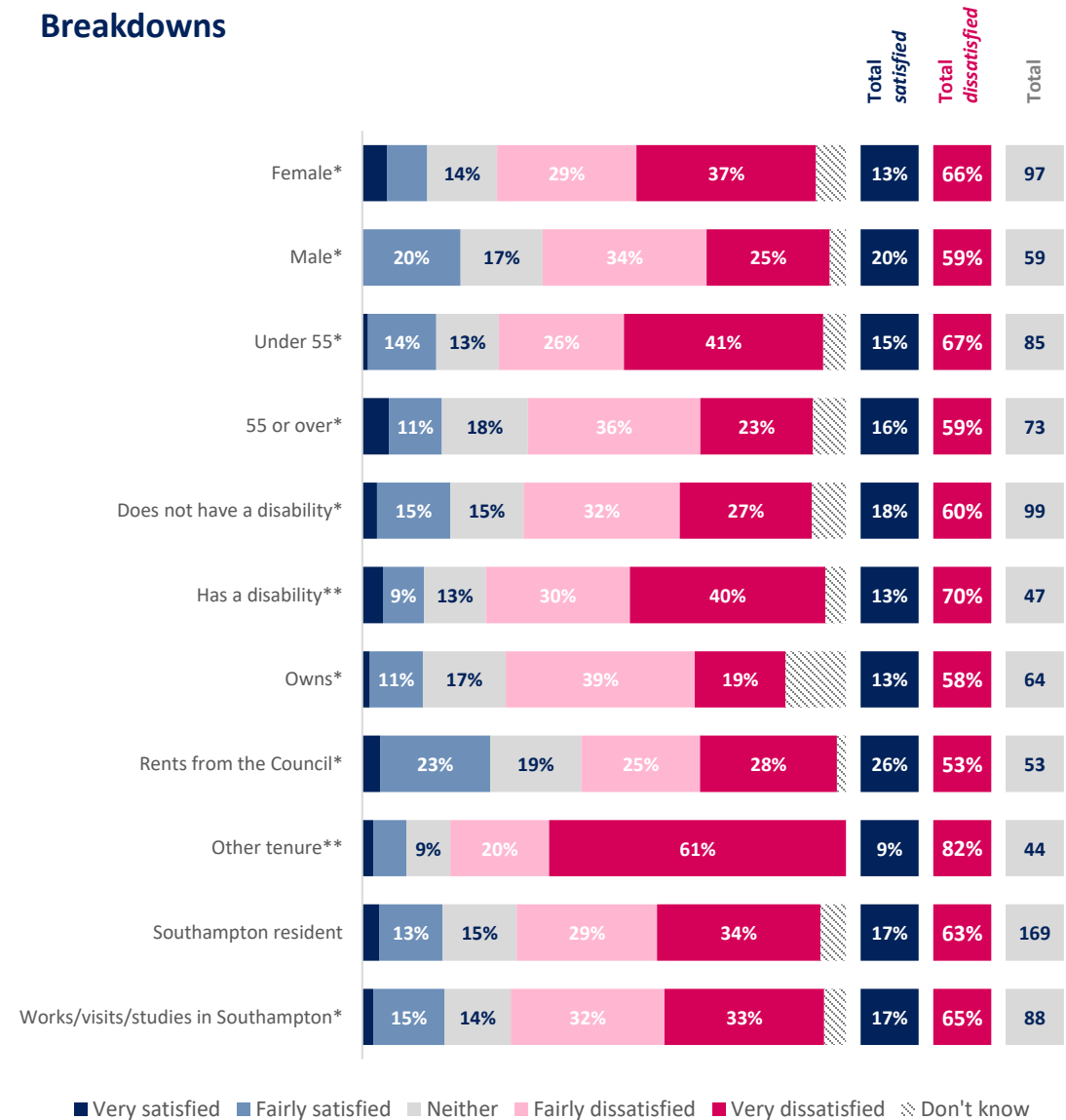


Page 101

Key findings

- 61% of respondents said that they were *dissatisfied* with the affordability of housing in Southampton, with 'Other tenure' and respondents with a disability responding *dissatisfied* to the greatest extent at 82% and 70% respectively, with 61% of the former also responding *very dissatisfied*

Breakdowns

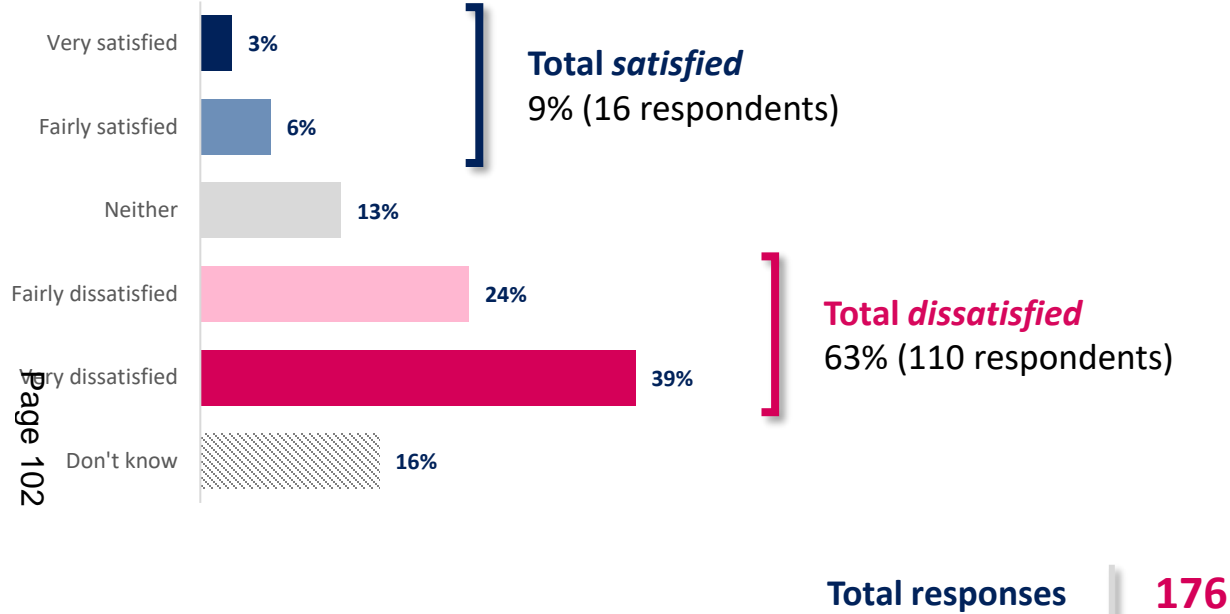


*Less than 100 respondents; **less than 50 respondents.



Question 4d

Currently, how satisfied or dissatisfied are you... with the quality of private rented housing in Southampton?

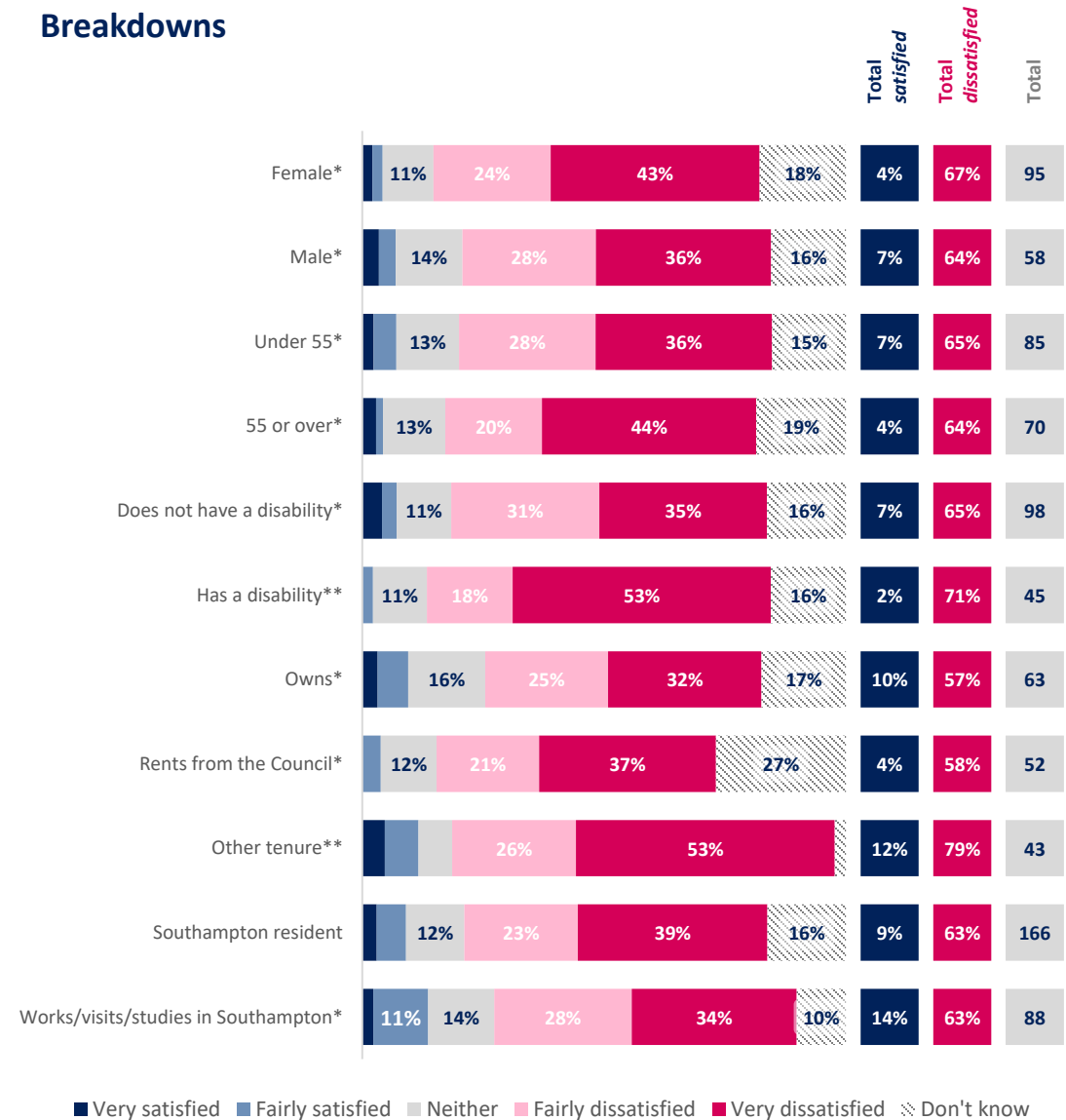


Page 102

Key findings

- 63% of respondents said that they were *dissatisfied* with the quality of private rented housing in Southampton, the greatest % of *dissatisfied* responses for this question
- 'Other tenure' respondents responded *dissatisfied* to the greatest extent at 79%, including 53% that said *very dissatisfied*
- This is similar to respondents with a disability, who responded 71% *dissatisfied*, including 53% *very dissatisfied*

Breakdowns

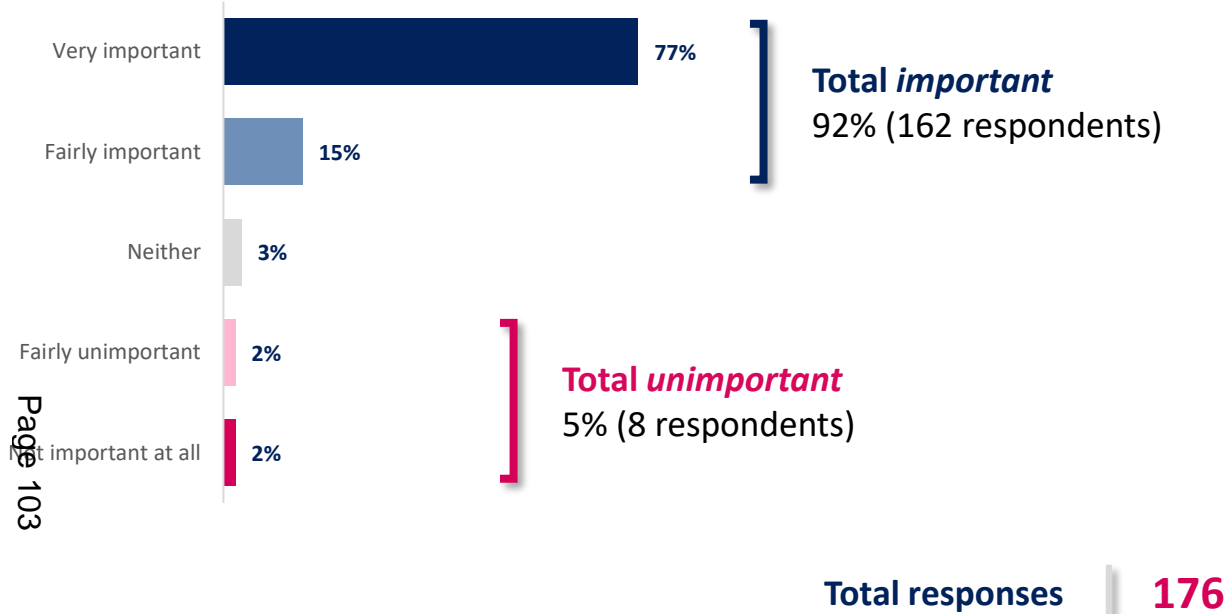


*Less than 100 respondents; **less than 50 respondents.



Question 5a

How important do you feel the following suggested priorities are as part of increasing quality homes in the city? *Housing supply*

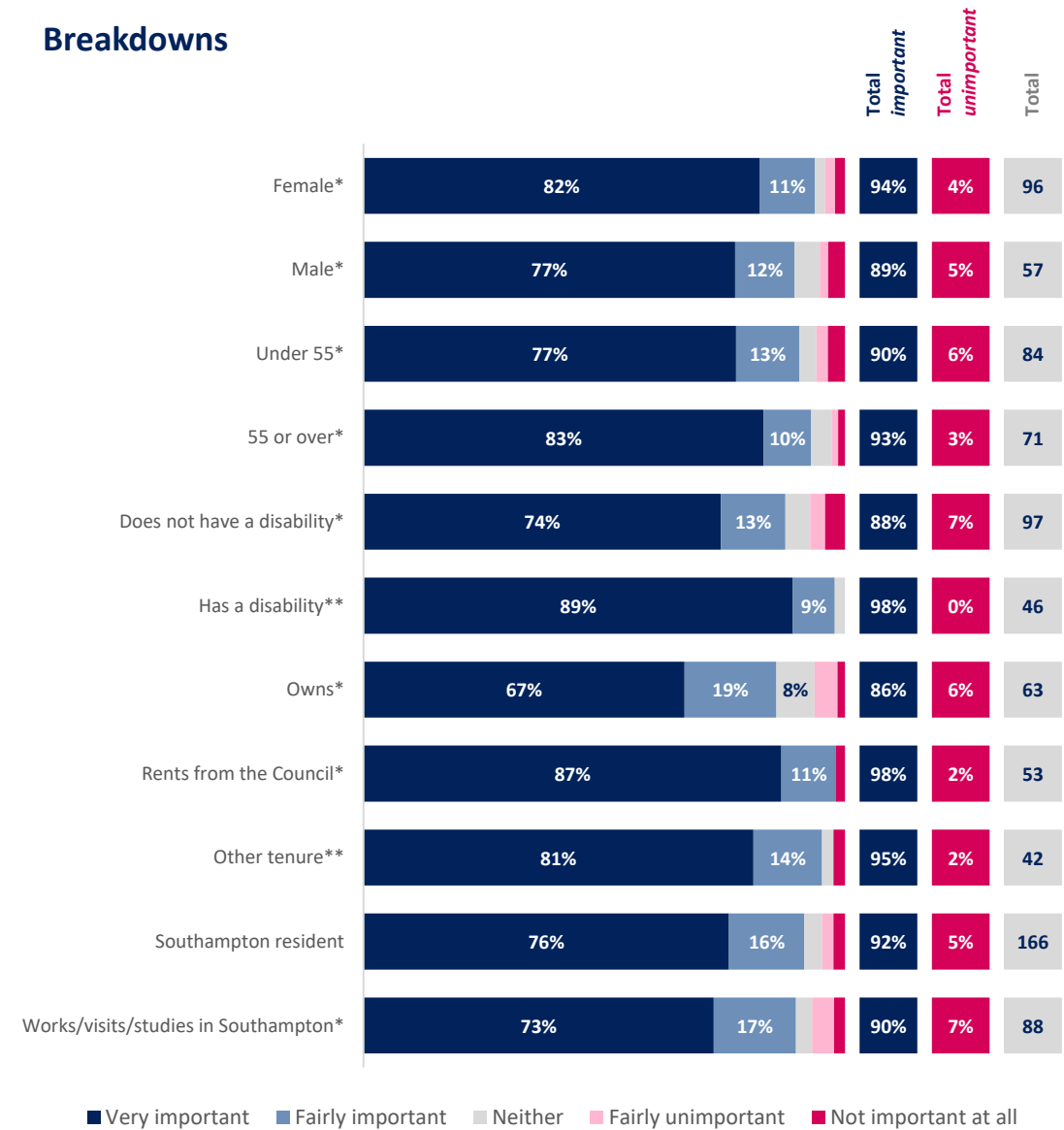


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Key findings

- 92% of respondents said the supply of housing is *important*, with 77% saying it is *very important*
- All demographic breakdowns similarly responded *very important* by 67% or more

Breakdowns

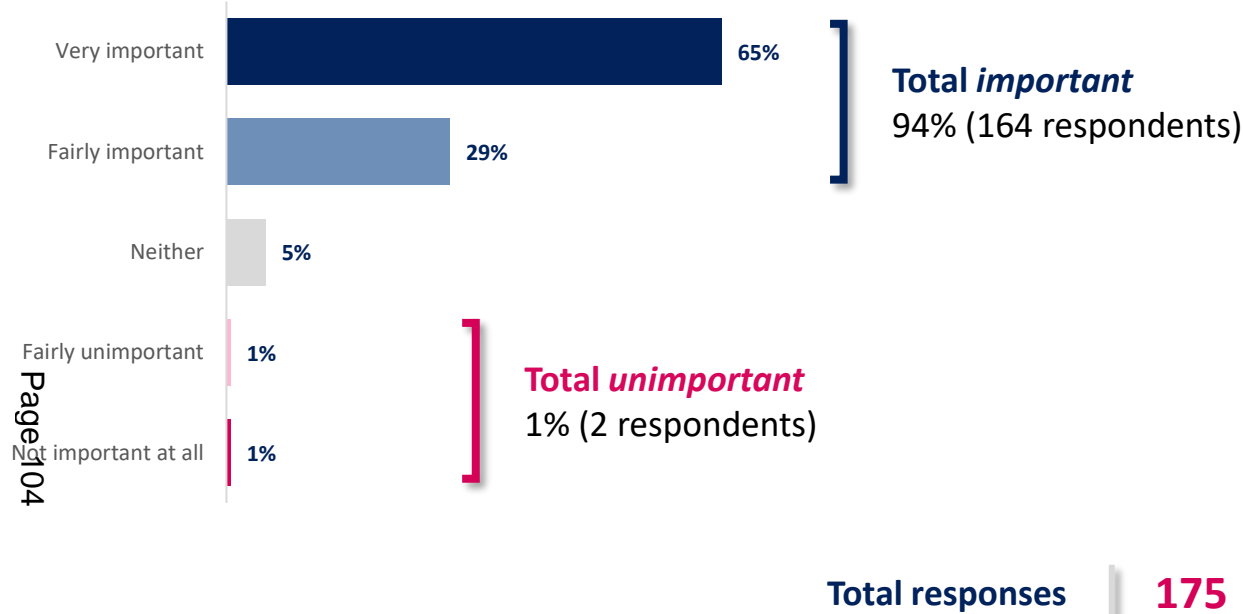


*Less than 100 respondents; **less than 50 respondents.



Question 5b

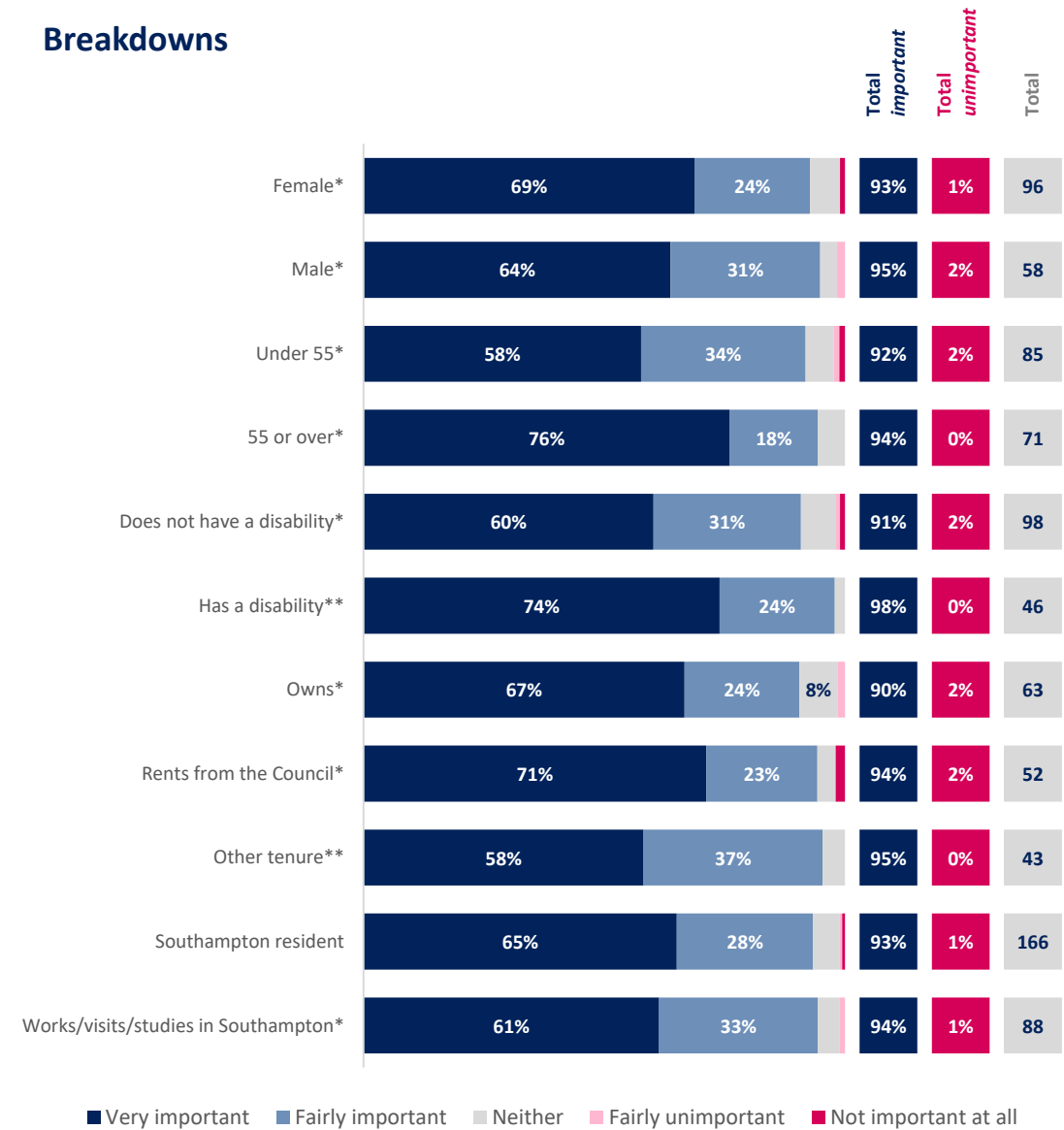
How important do you feel the following suggested priorities are as part of increasing quality homes in the city? *Quality of new build homes*



Key findings

- Again, the quality of new build homes was rated as *important* by 94% of respondents, including 65% that said it is *very important*
- All demographic breakdowns likewise responded *very important* by 58% or more

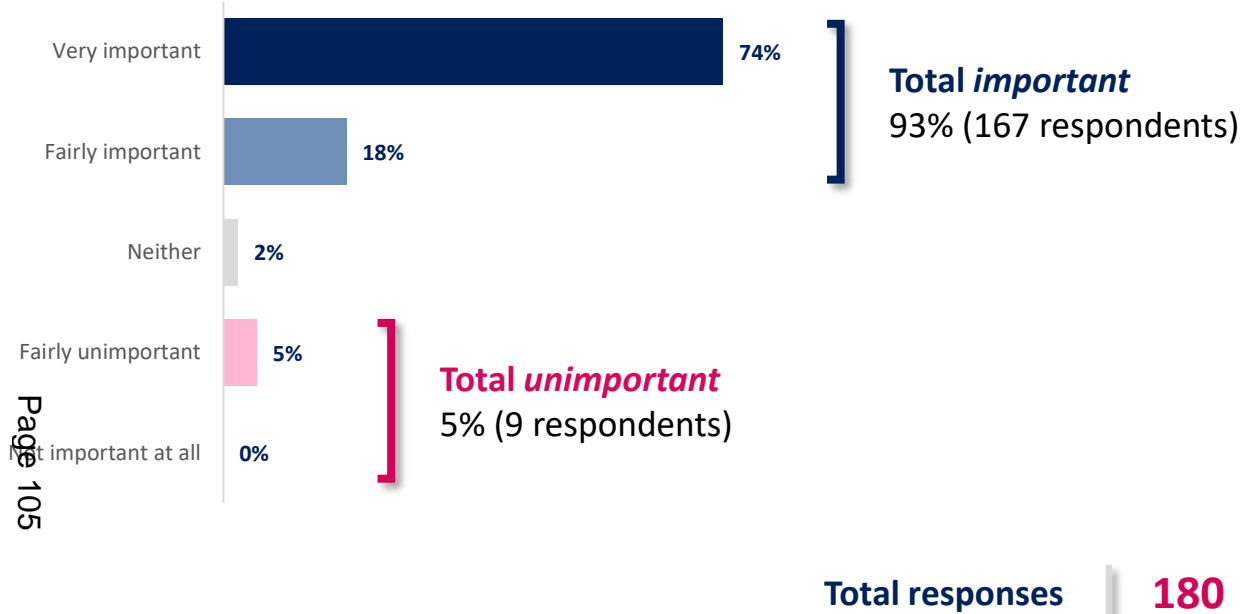
Breakdowns





Question 5c |

How important do you feel the following suggested priorities are as part of increasing quality homes in the city? *Delivery of affordable housing*

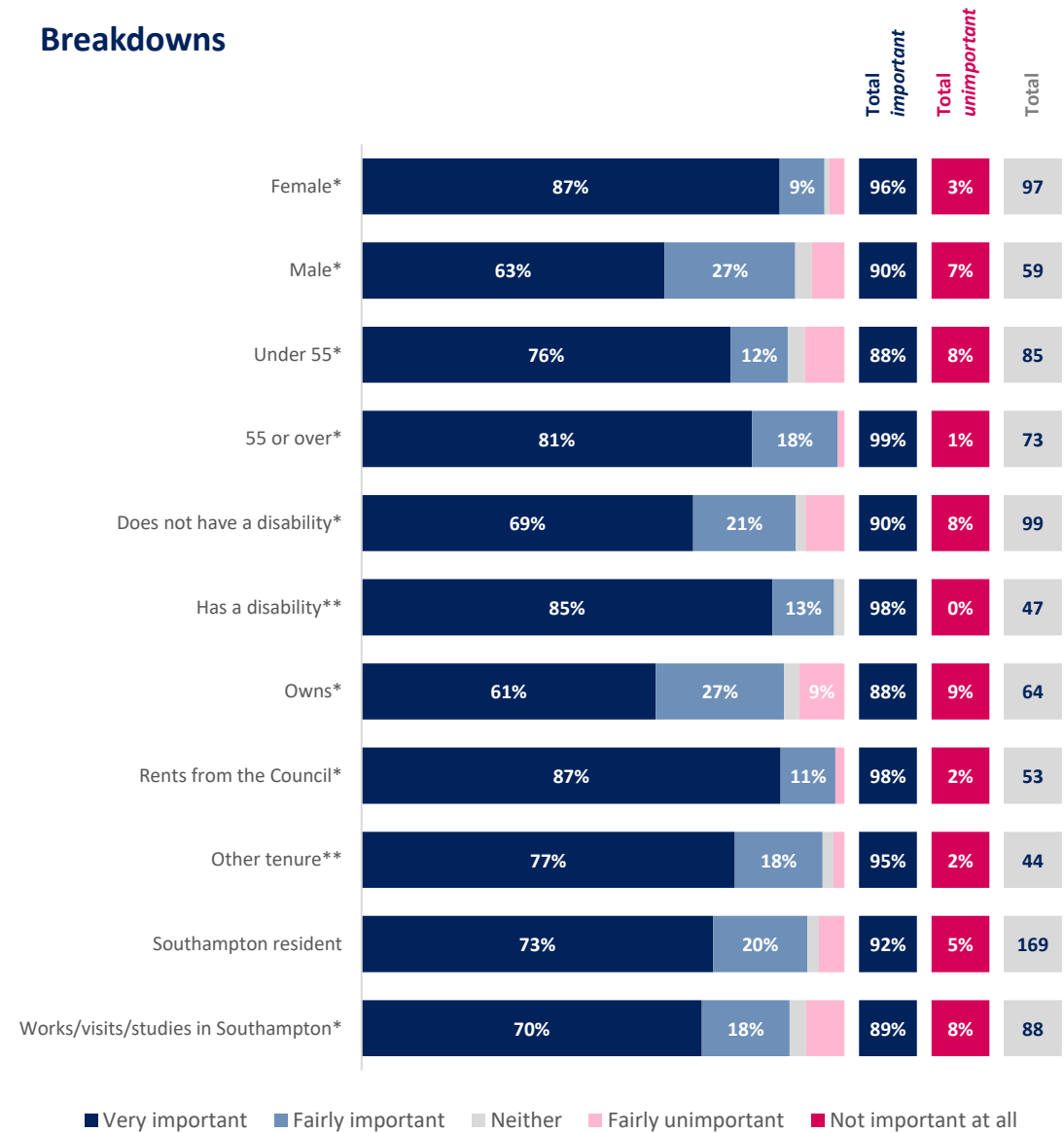


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Key findings

- As with the housing supply priority, the delivery of affordable housing was rated as *very important* by 74% or more
- Again, this includes all demographic breakdowns responding *very important* by at least 61%

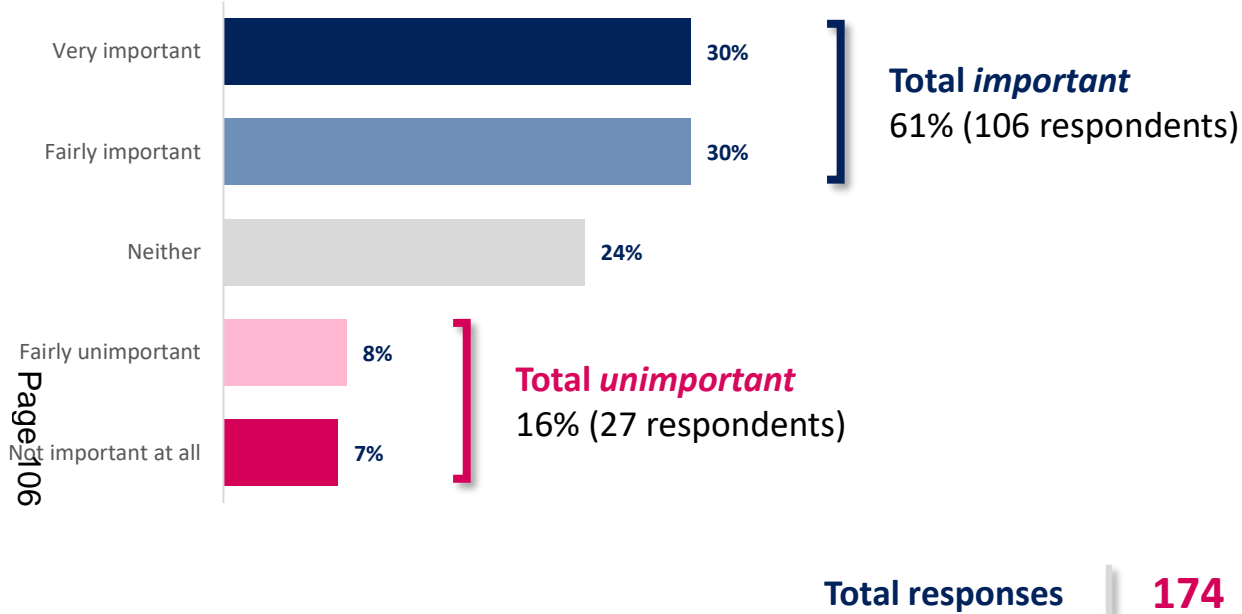
Breakdowns





Question 5d

How important do you feel the following suggested priorities are as part of increasing quality homes in the city? *Maximise private renting offer*

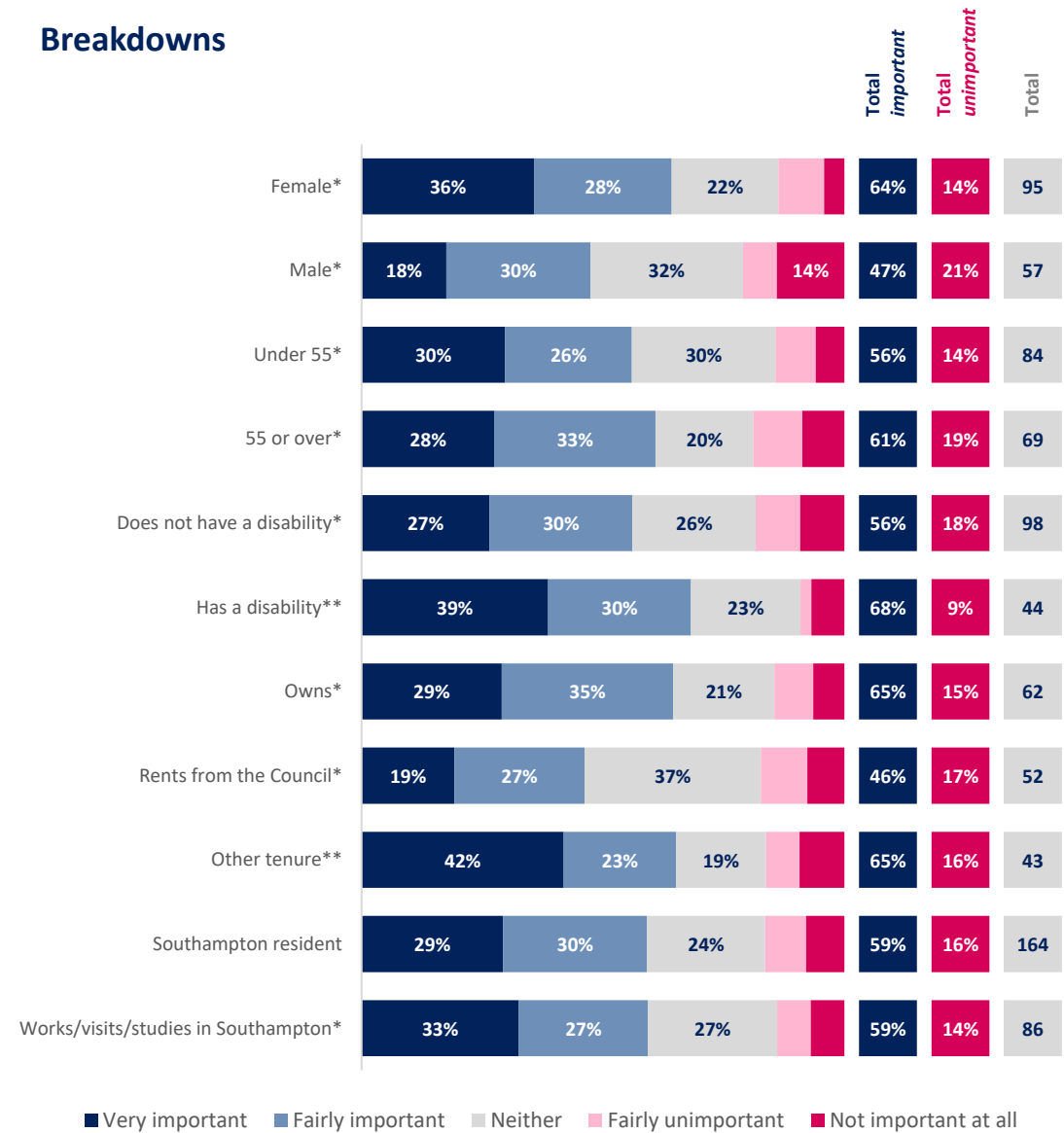


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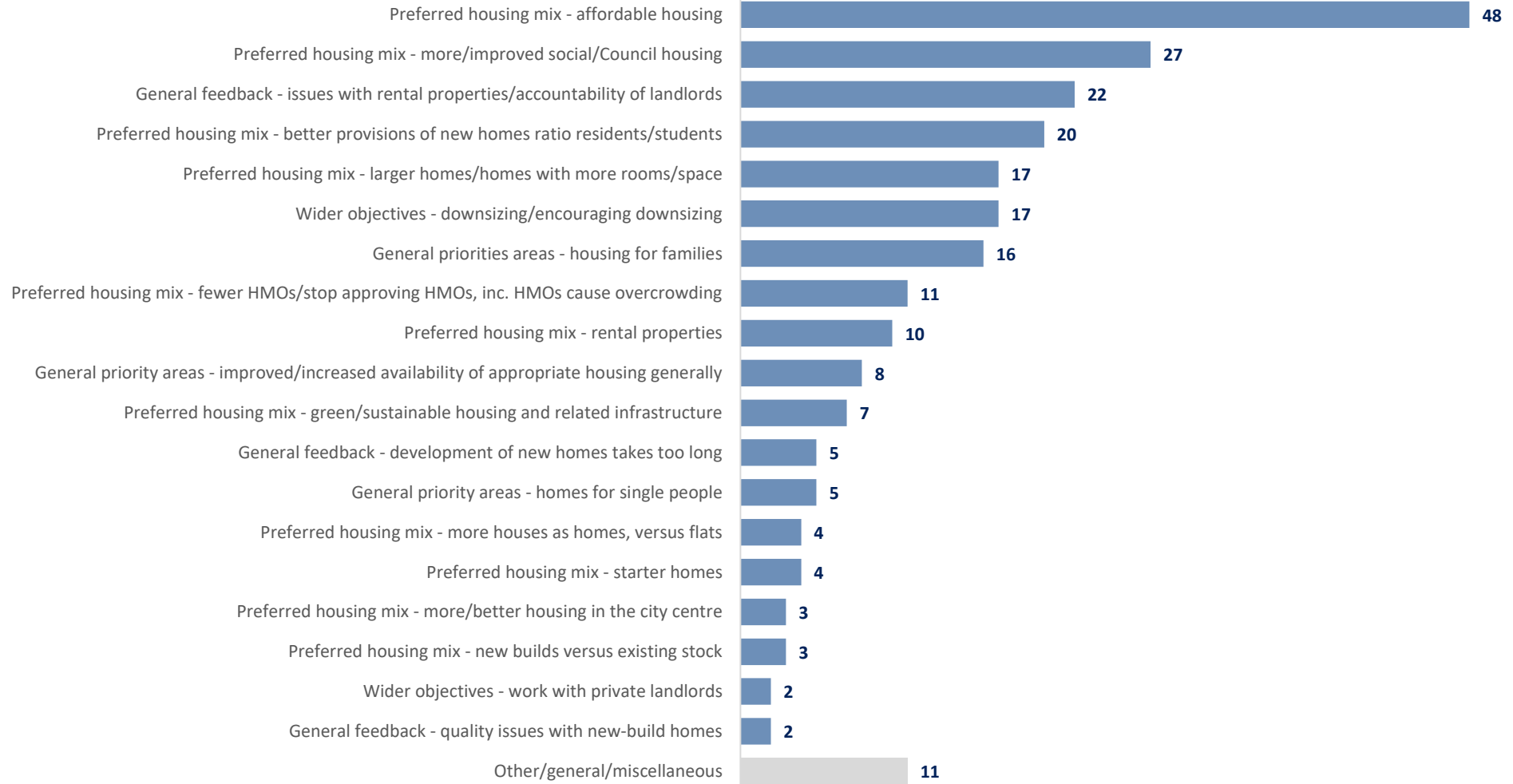
Key findings

- 61% of respondents said that maximising Southampton’s private renting offer was an *important* priority, evenly split between *very* and *fairly* important (30% each)
- Most demographic breakdowns responded *important* by 50% or more, apart from men and Council tenants who responded at 47% and 46% respectively

Breakdowns



*Less than 100 respondents; **less than 50 respondents.

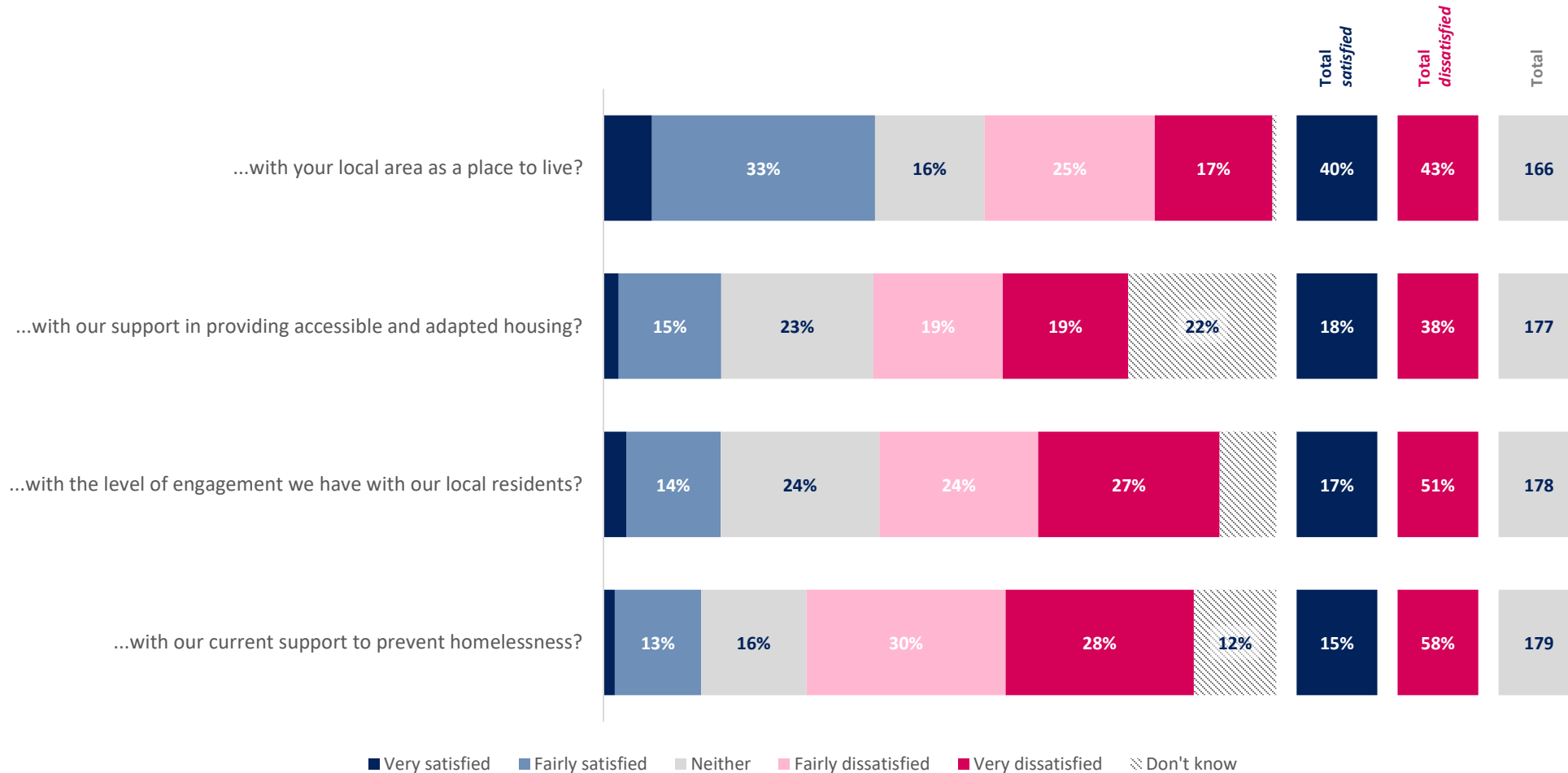




PRIORITY THREE

Supporting strong & resilient communities





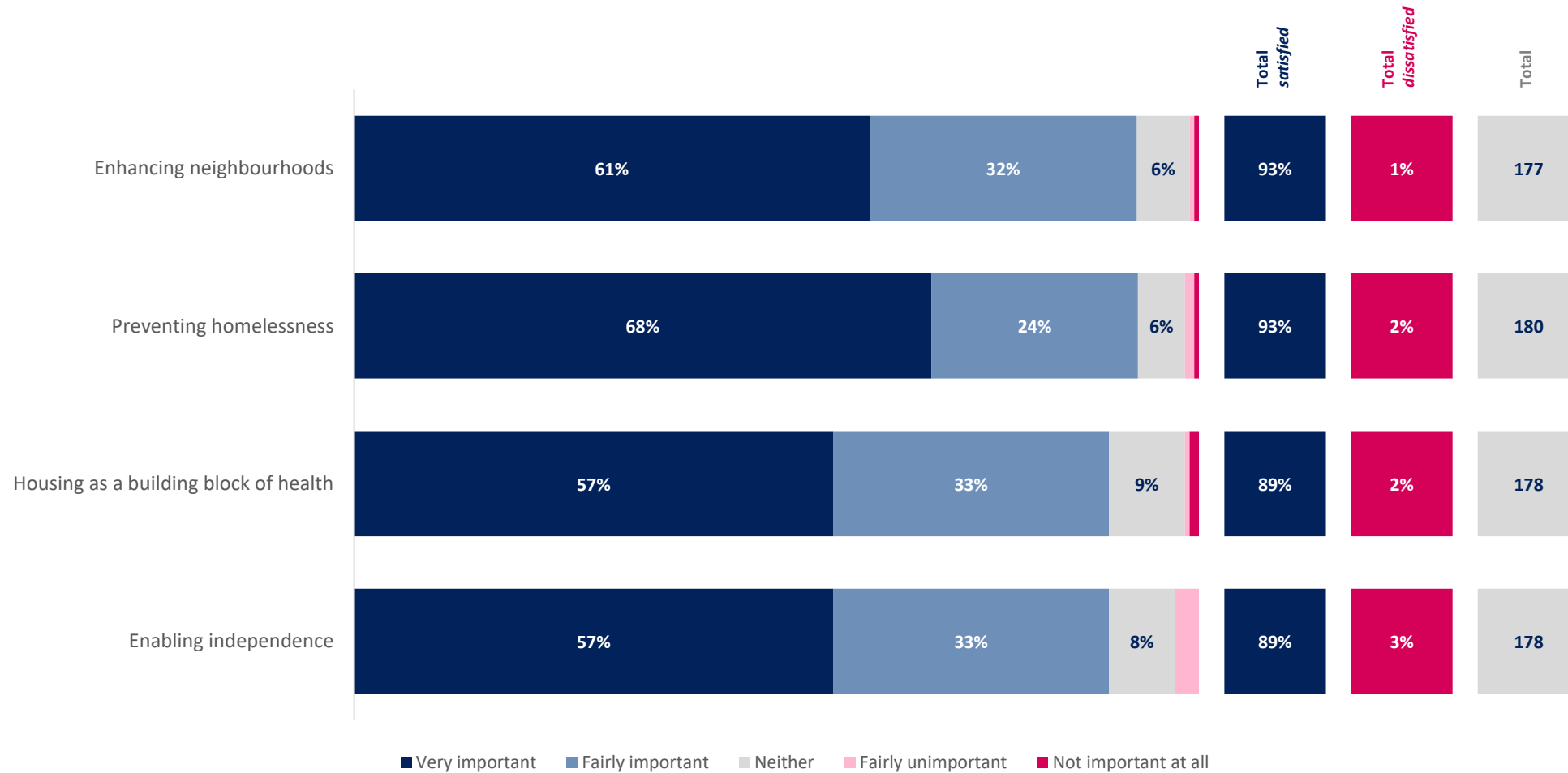
*Question asked only of those that confirmed they were Council tenants in response to the initial demographic question.



Question 8 |

How important do you feel the following suggested priorities are as part of supporting strong and resilient communities?

Page 110

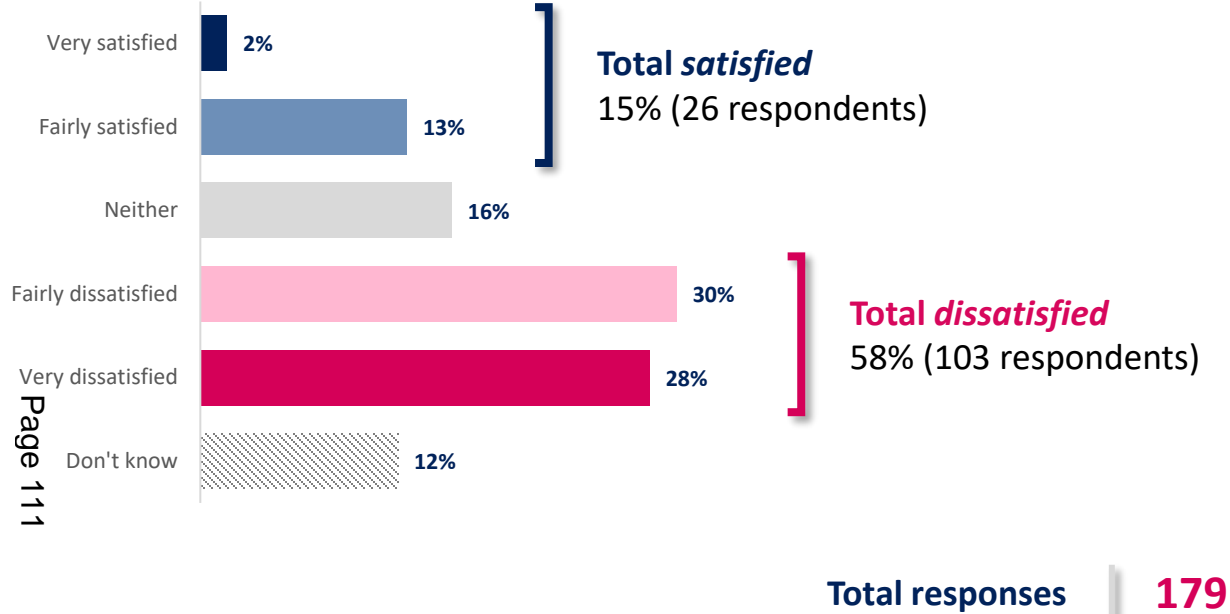


*Question asked only of those that confirmed they were Council tenants in response to the initial demographic question.



Question 7a

Currently, how satisfied or dissatisfied are you... with our current support to prevent homelessness?

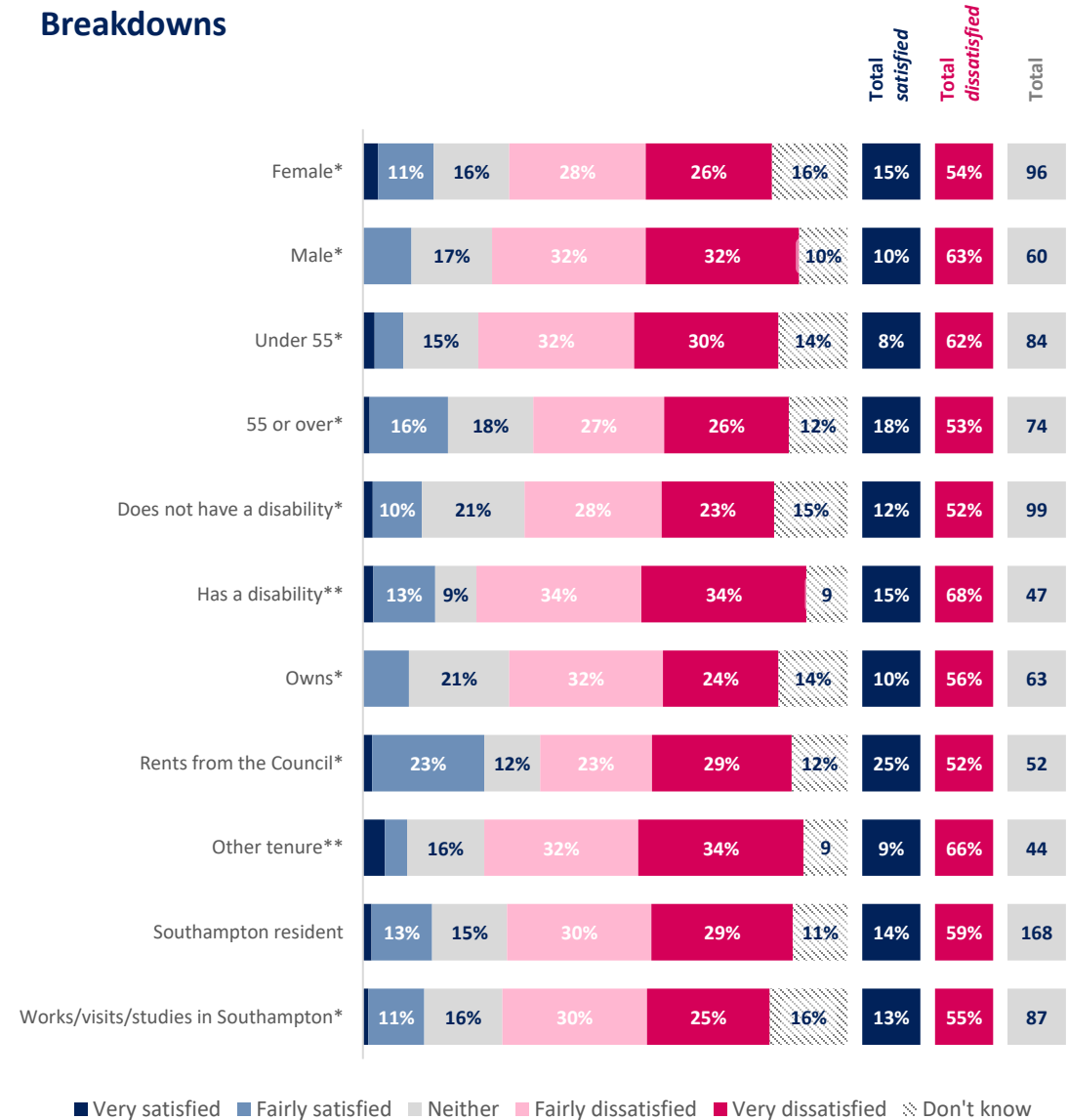


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Key findings

- 58% said that they were *dissatisfied* with current homelessness prevention measures
- 'Other tenure' and respondents with a disability responded *dissatisfied* to the greatest extent at 66% and 68% respectively

Breakdowns

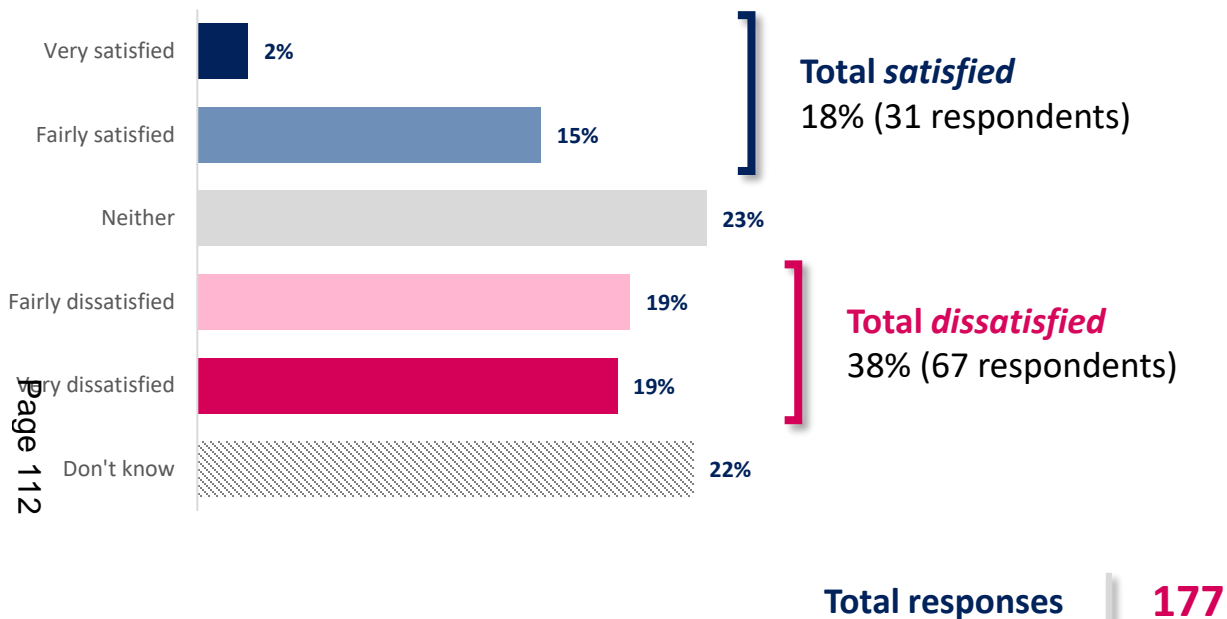


*Less than 100 respondents; **less than 50 respondents.



Question 7b

Currently, how satisfied or dissatisfied are you... with our support in providing accessible and adapted housing?

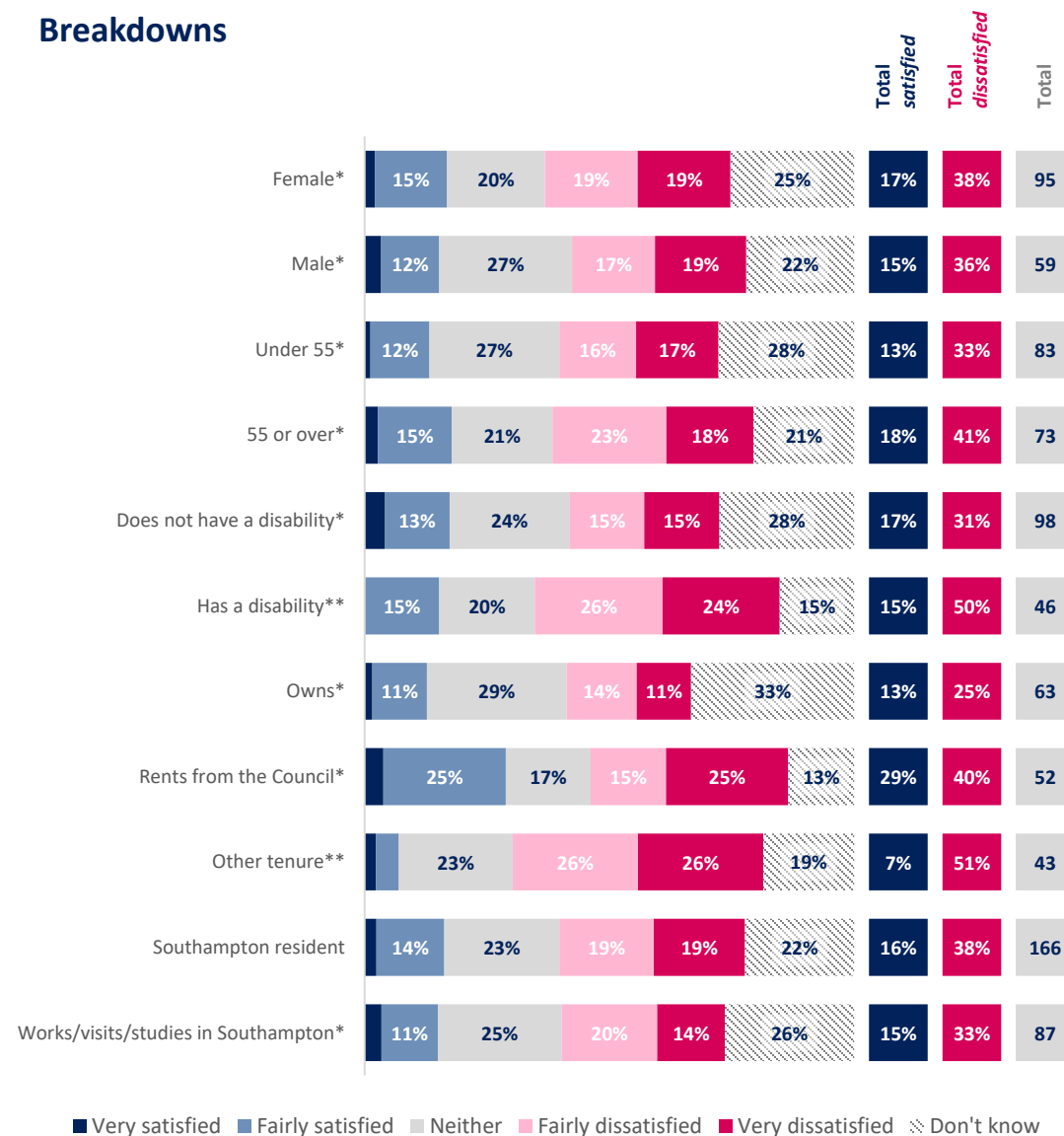


Page 112

Key findings

- 45% of respondents overall responded either *neither* (23%) or *don't know* (22%), with 38% responding that they are *dissatisfied* with the provision of accessible and adapted housing
- Numbers responding *dissatisfied* increases to 50% among respondents with a disability and 51% of 'Other tenure' respondents

Breakdowns

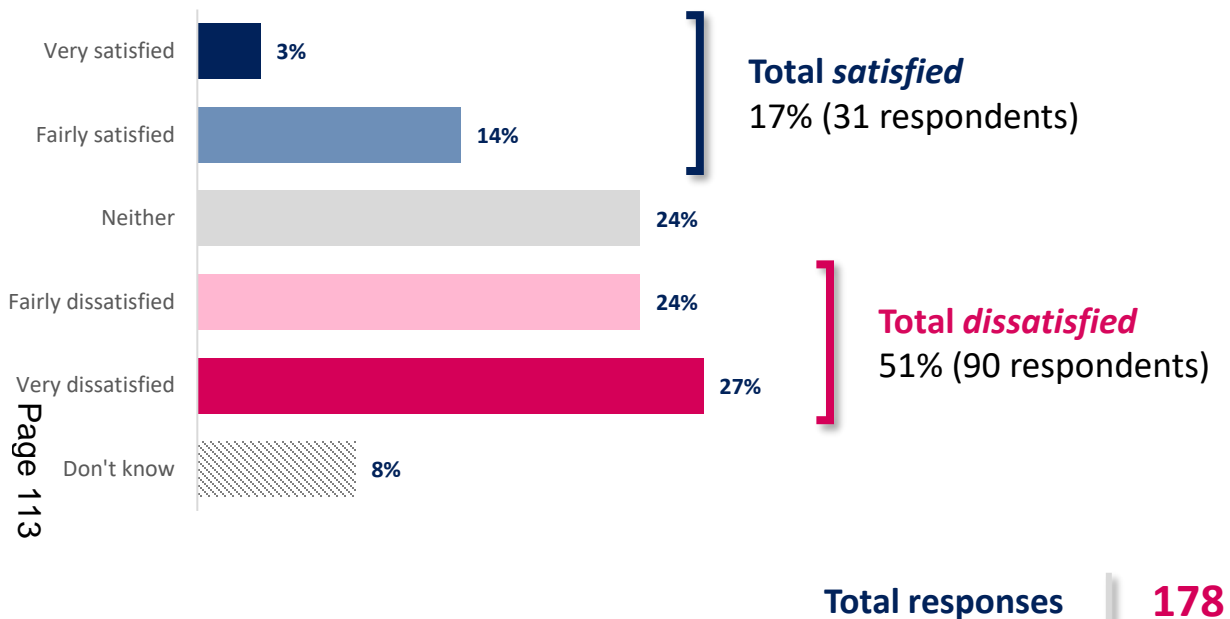


*Less than 100 respondents; **less than 50 respondents.



Question 7c |

Currently, how satisfied or dissatisfied are you... with the level of engagement we have with our local residents?

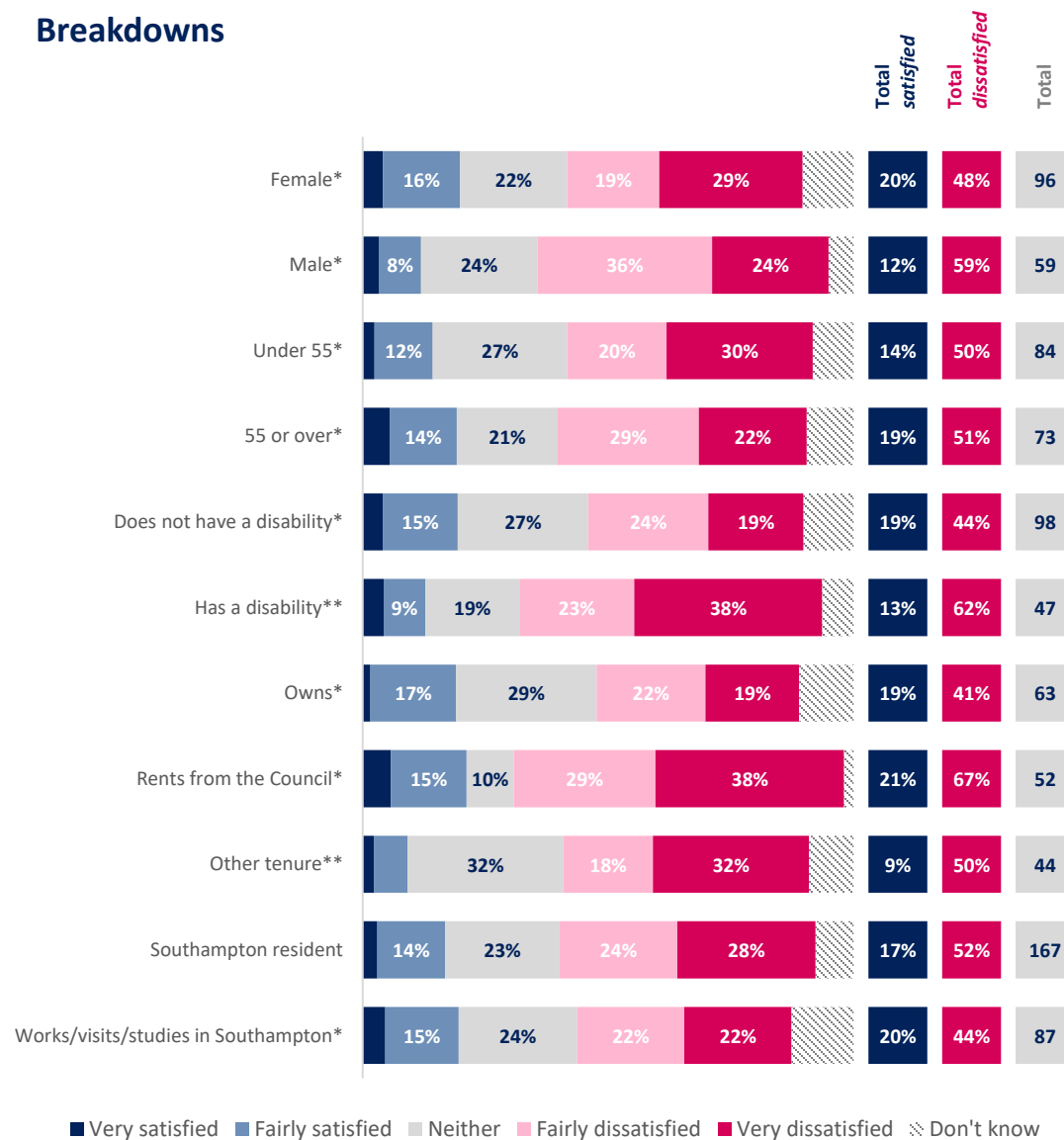


Page 113

Key findings

- Over half (51%) of respondents said they were *dissatisfied* with the level of engagement with local residents
- Again, this number climbs to 59% of male respondents, 62% of respondents with a disability, and 67% of those that rent from the Council

Breakdowns

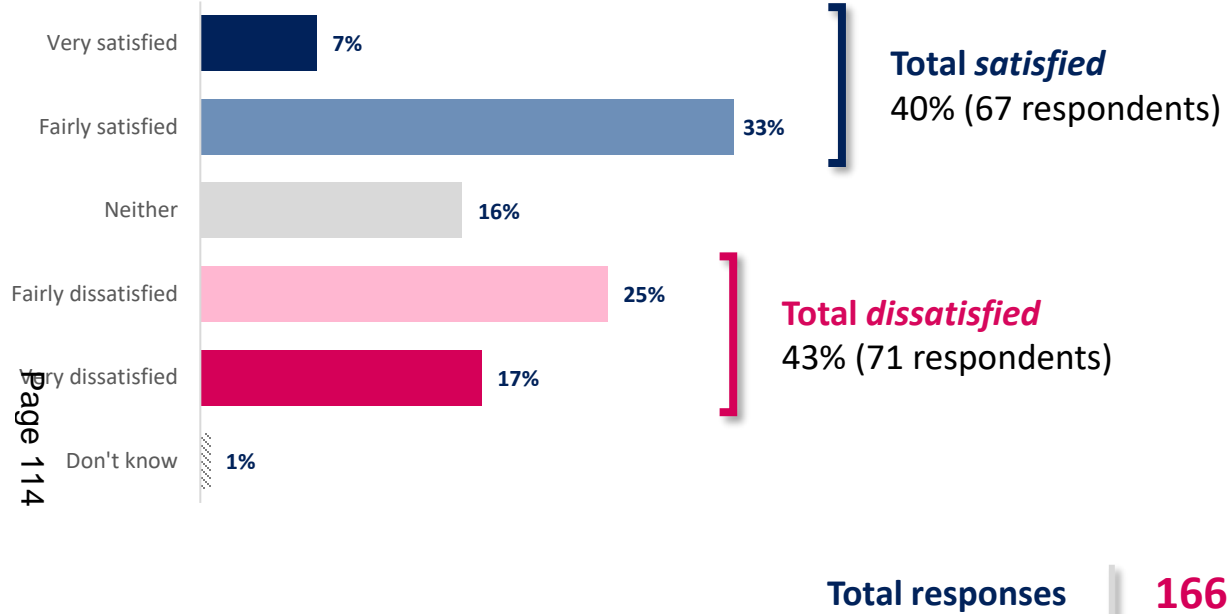


*Less than 100 respondents; **less than 50 respondents.



Question 7d

Currently, how satisfied or dissatisfied are you... with your local area as a place to live?

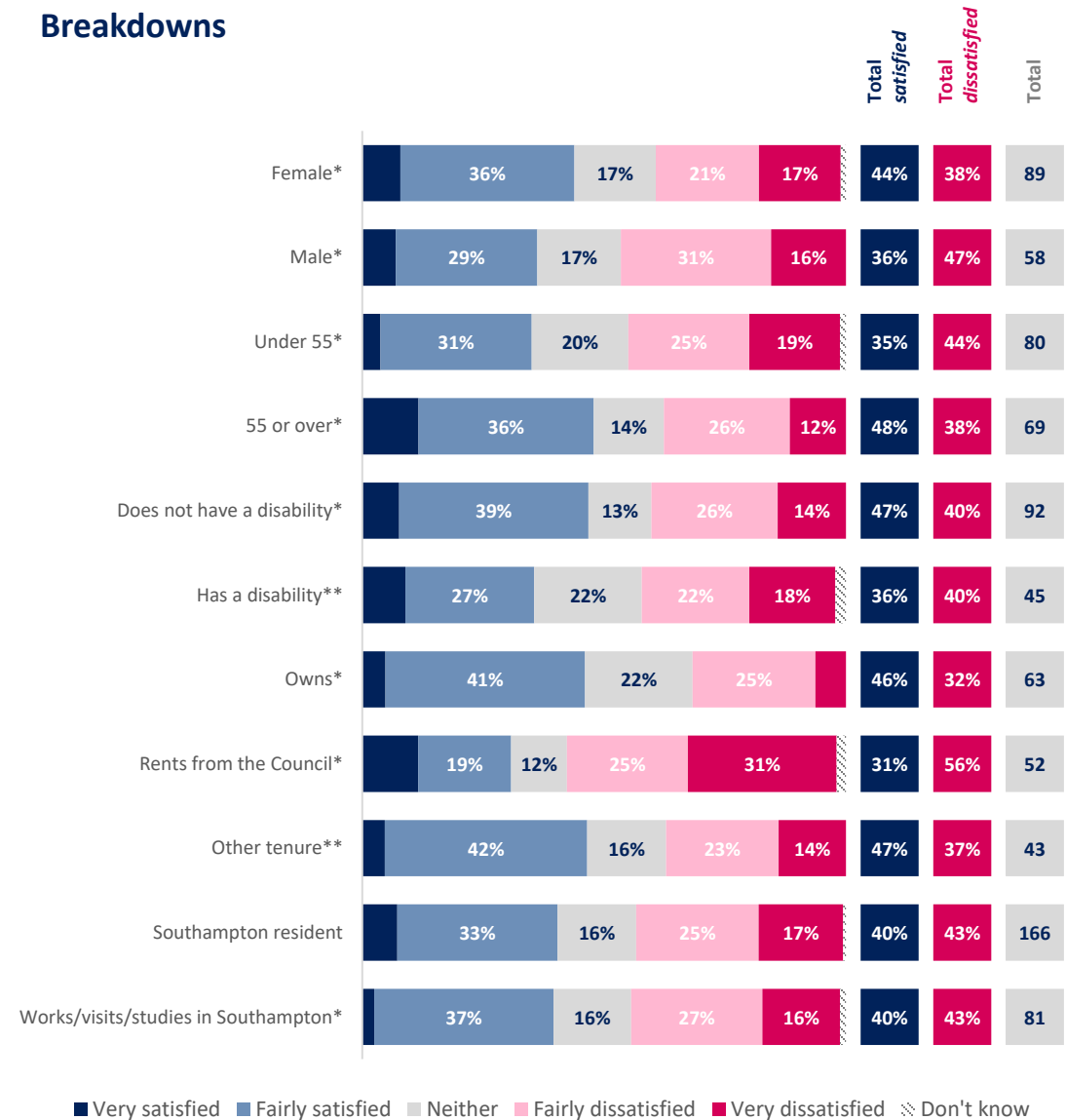


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Key findings

- Broadly, responses were evenly split between *satisfied* and *dissatisfied* for this question, at 40% and 43% respectively – the most common response was *fairly satisfied* at 33%, while more responded *very dissatisfied* than *very satisfied* by 10% points (17% to 7% respectively)
- The over 55s, homeowners, respondents without a disability and 'Other tenure' respondents all responded *satisfied* to the greatest extent between 46% and 48% each
- By contrast, men, the under-55s, and Council tenants responded *dissatisfied* between 44% and 56%

Breakdowns

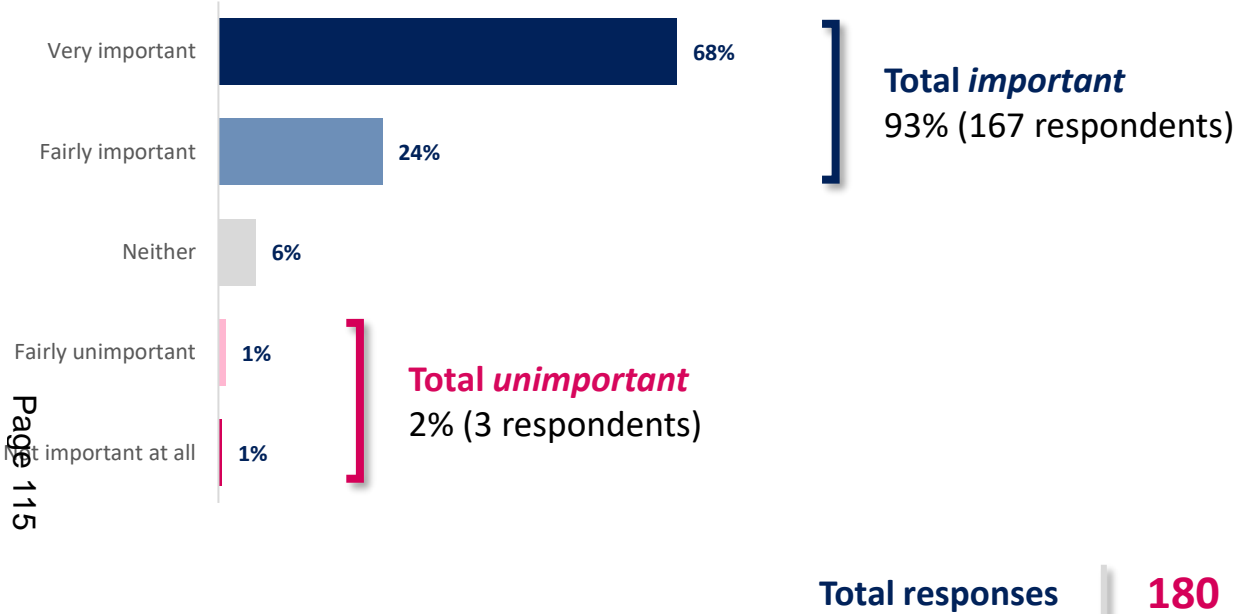


*Less than 100 respondents; **less than 50 respondents.



Question 8a

How important do you feel the following suggested priorities are as part of supporting strong and resilient communities? *Preventing homelessness*

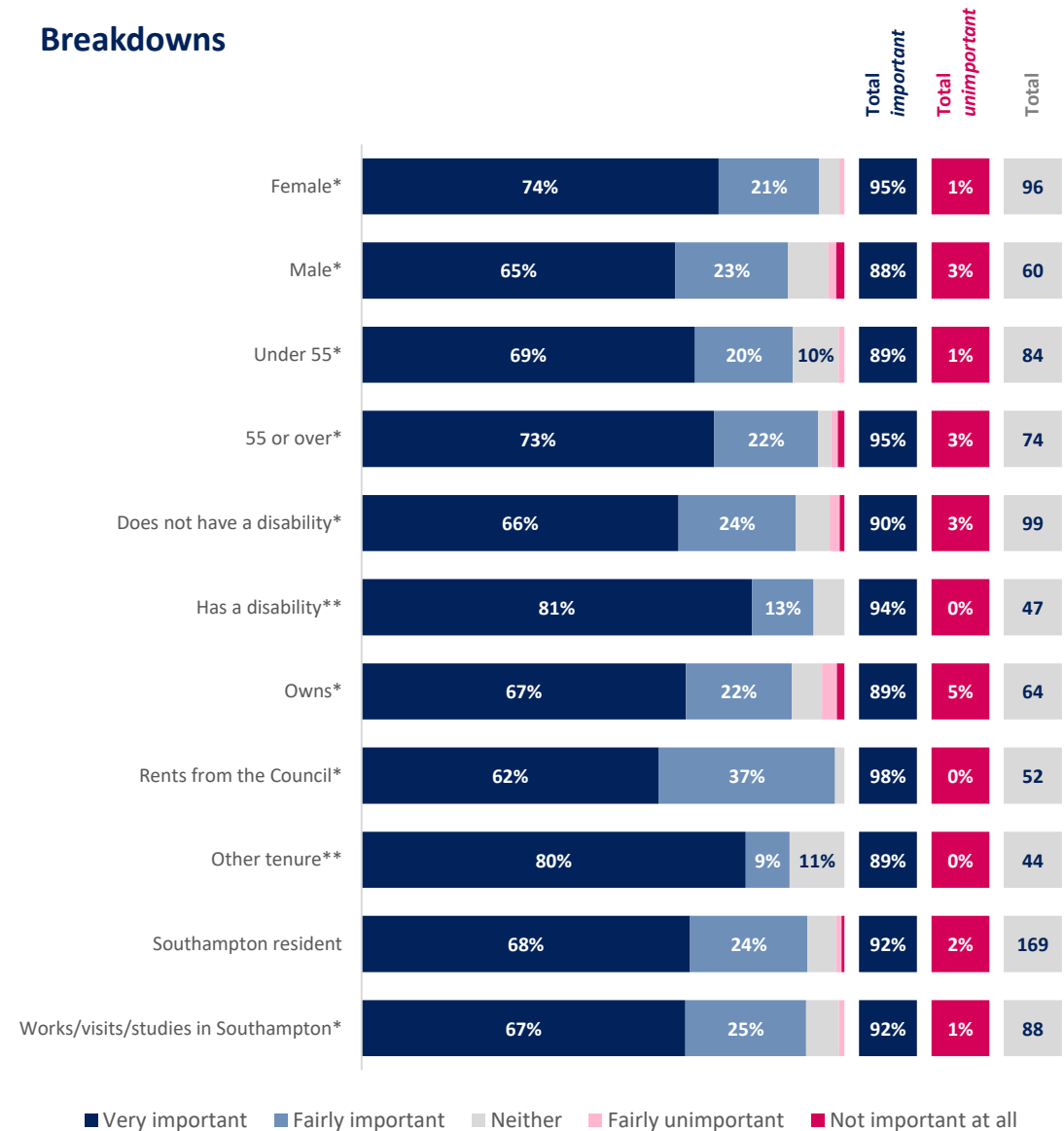


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Key findings

- Preventing homelessness as a priority had the highest number of *very important* responses to this question at 68%
- 81% of respondents with a disability and 80% of 'Other tenure' respondents said preventing homelessness was *very important*

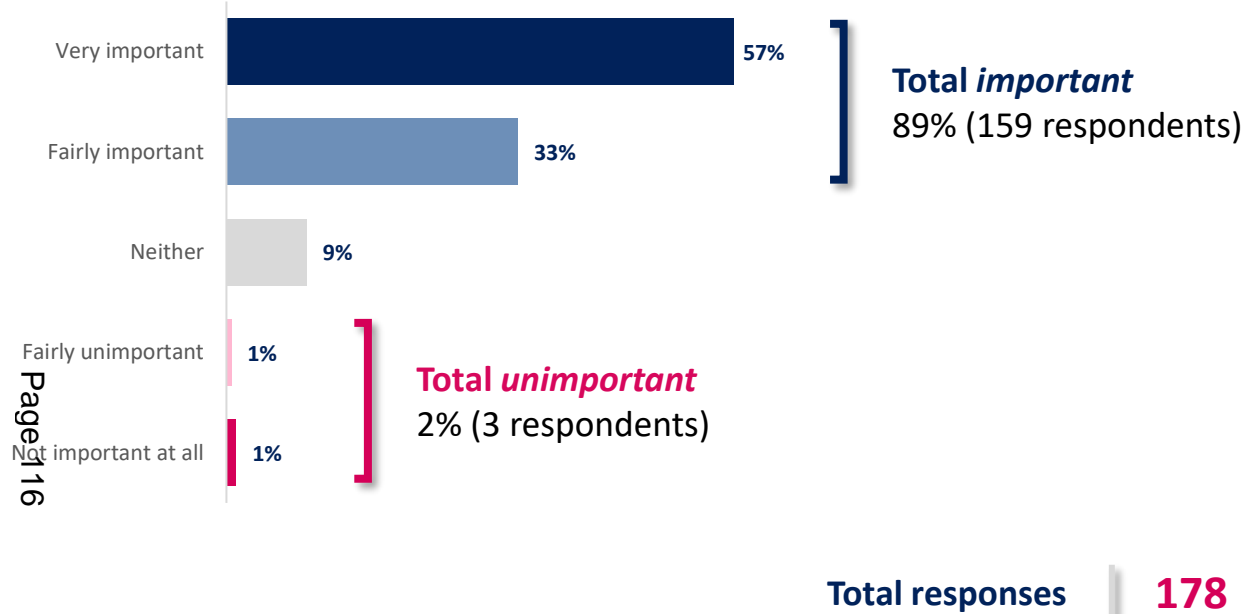
Breakdowns





Question 8b

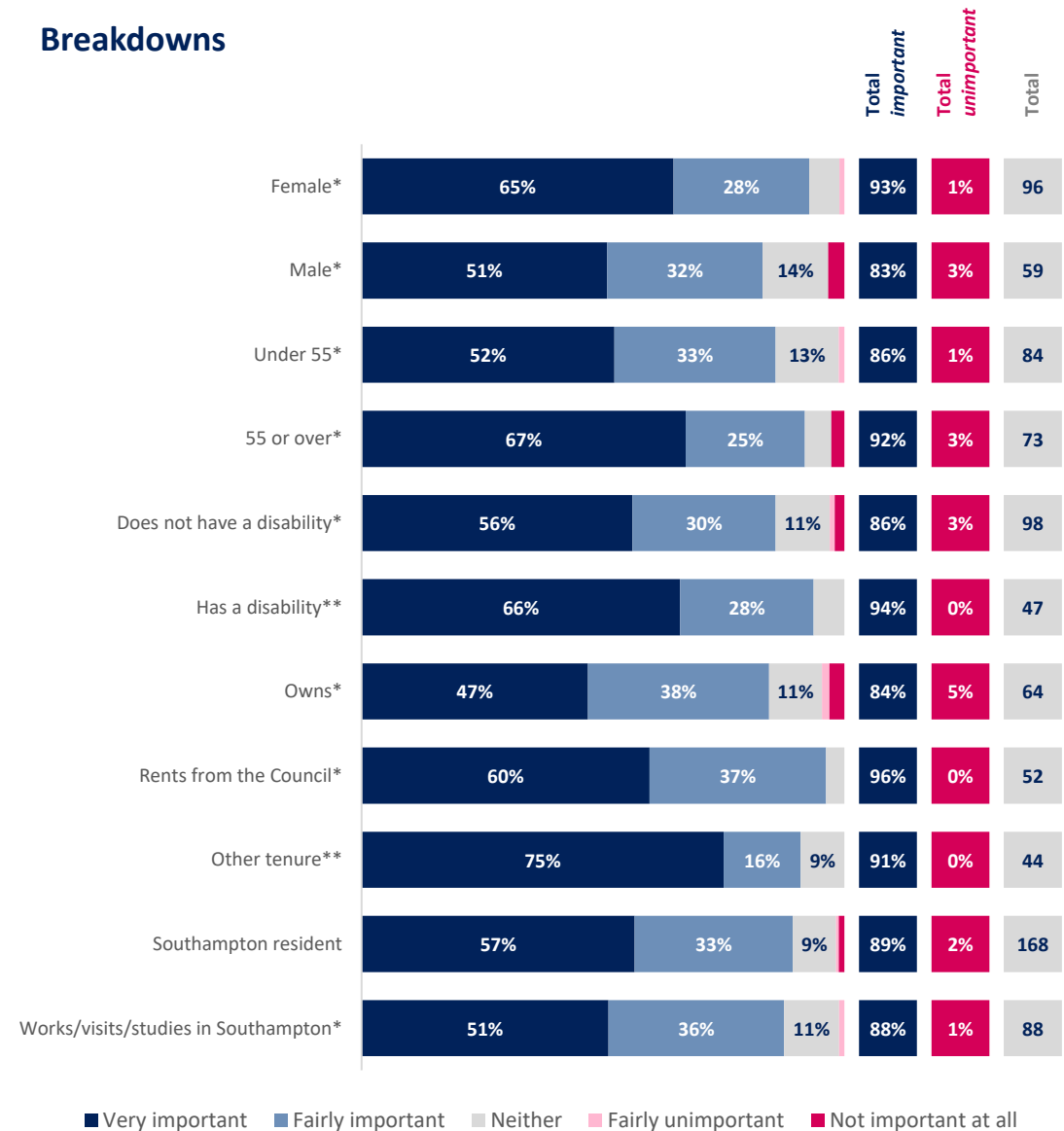
How important do you feel the following suggested priorities are as part of supporting strong and resilient communities? *Housing as a building block of health*



Key findings

- 89% of respondents said this priority was *important*, with 57% saying it was *very important*
- 'Other tenure' respondents said *very important* to the greatest extent at 75%

Breakdowns

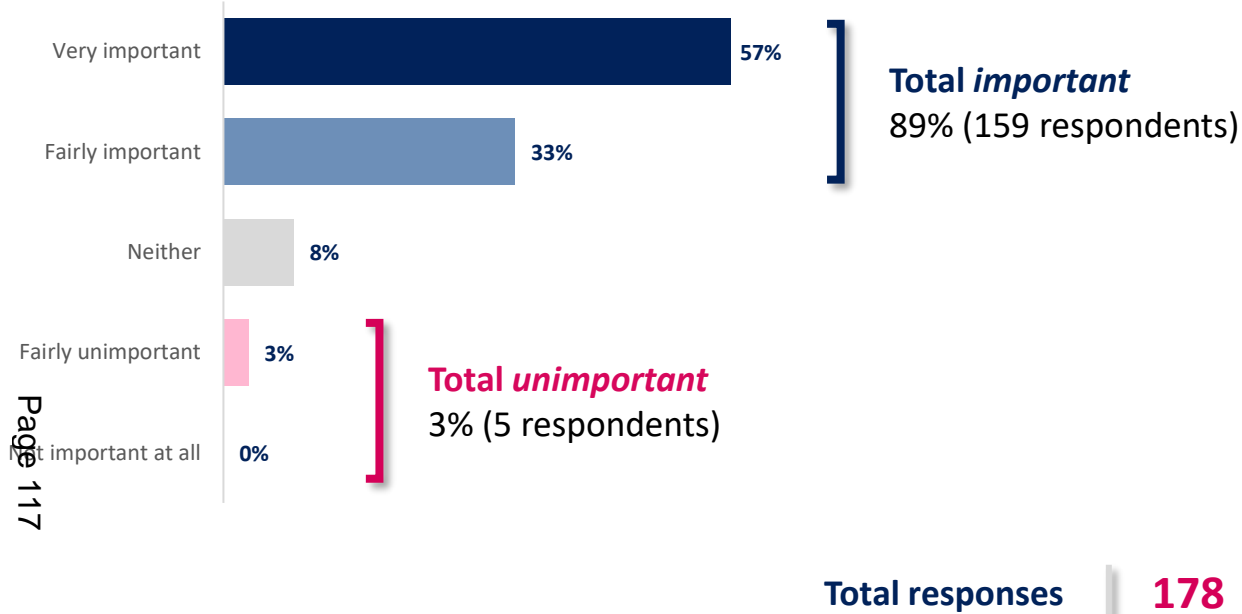


*Less than 100 respondents; **less than 50 respondents.



Question 8c |

How important do you feel the following suggested priorities are as part of supporting strong and resilient communities? *Enabling independence*

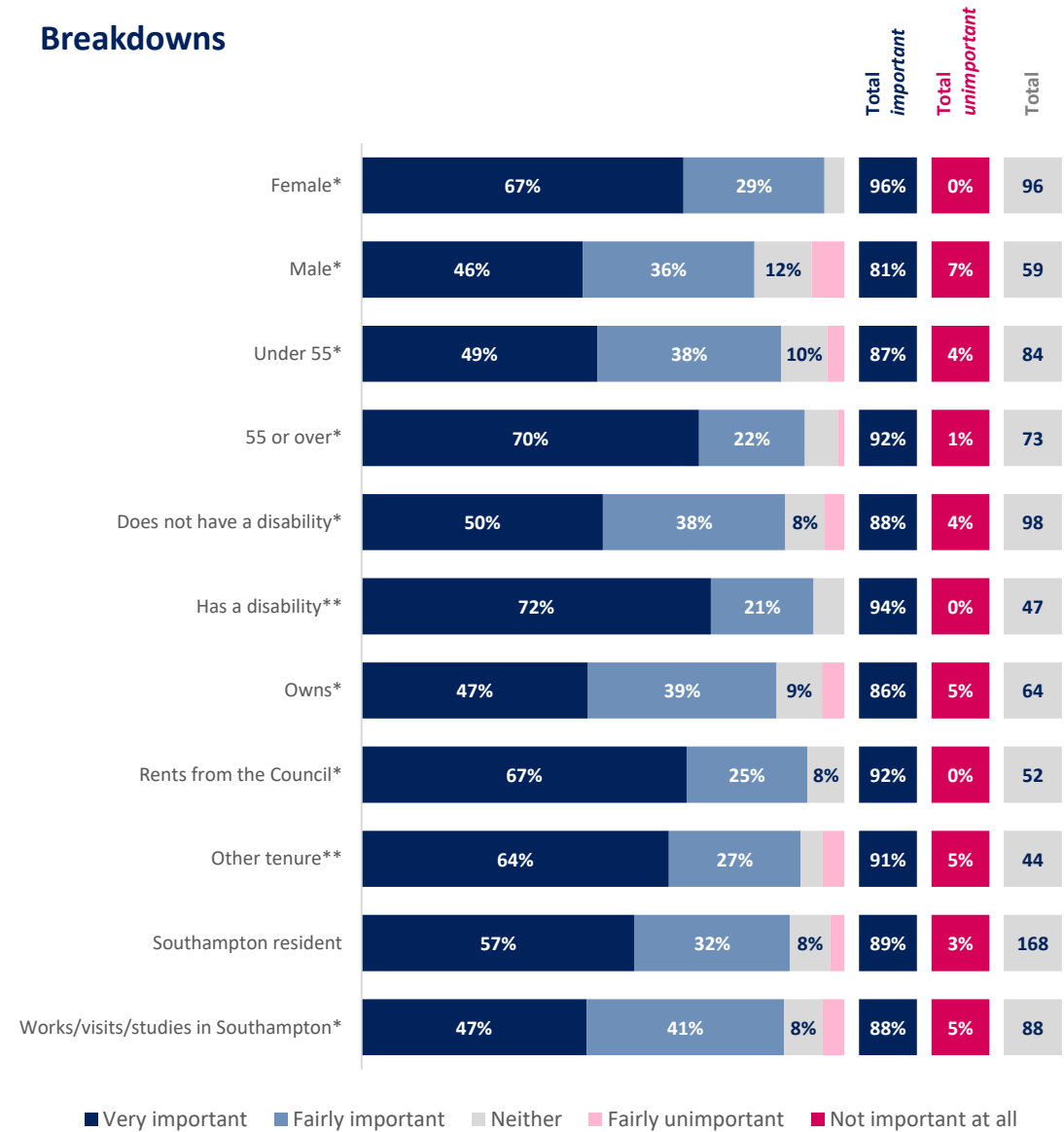


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Key findings

- 89% of respondents said enabling independence was an *important* priority, with 57% saying it was *very important*
- Enabling independence had the most support among the over-55s and respondents with a disability, with both these groups responding 70% and 72% *very important* respectively

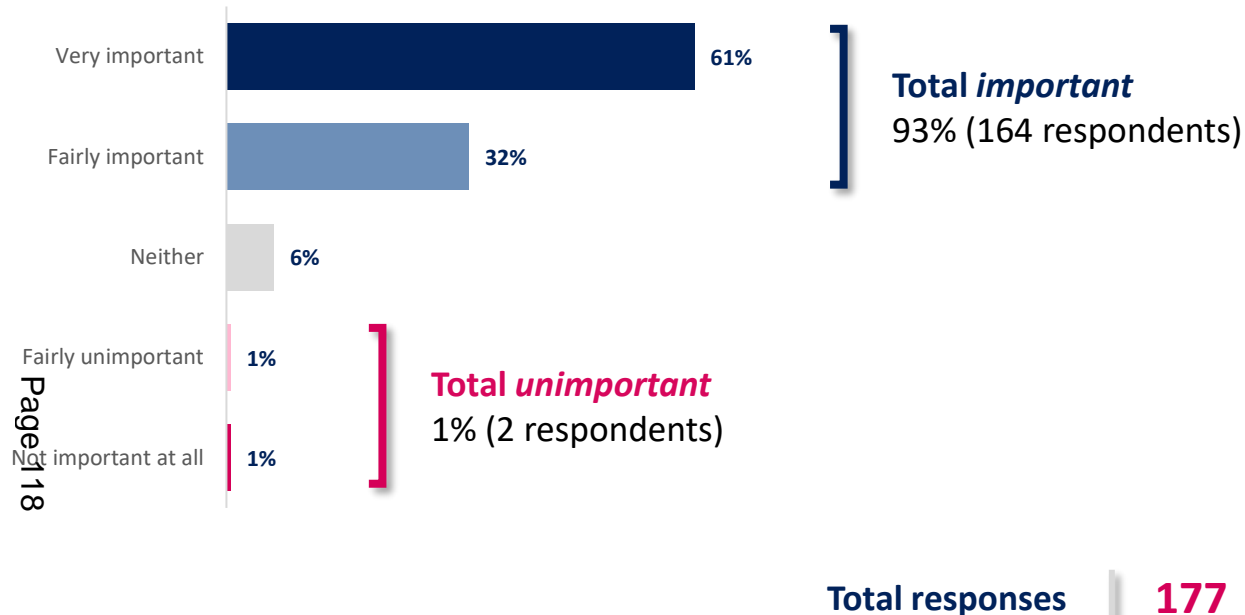
Breakdowns





Question 8d

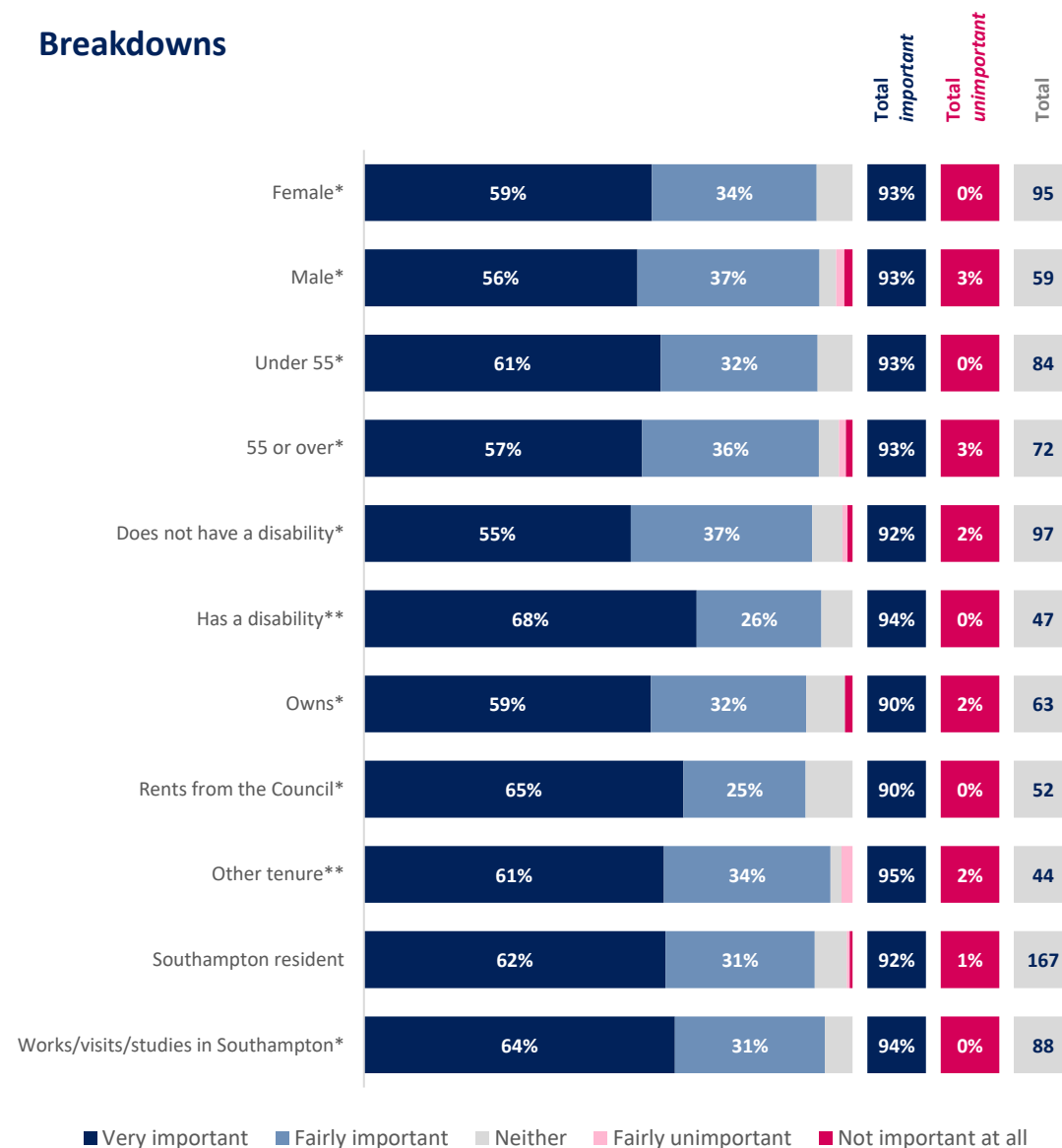
How important do you feel the following suggested priorities are as part of supporting strong and resilient communities? *Enhancing neighbourhoods*

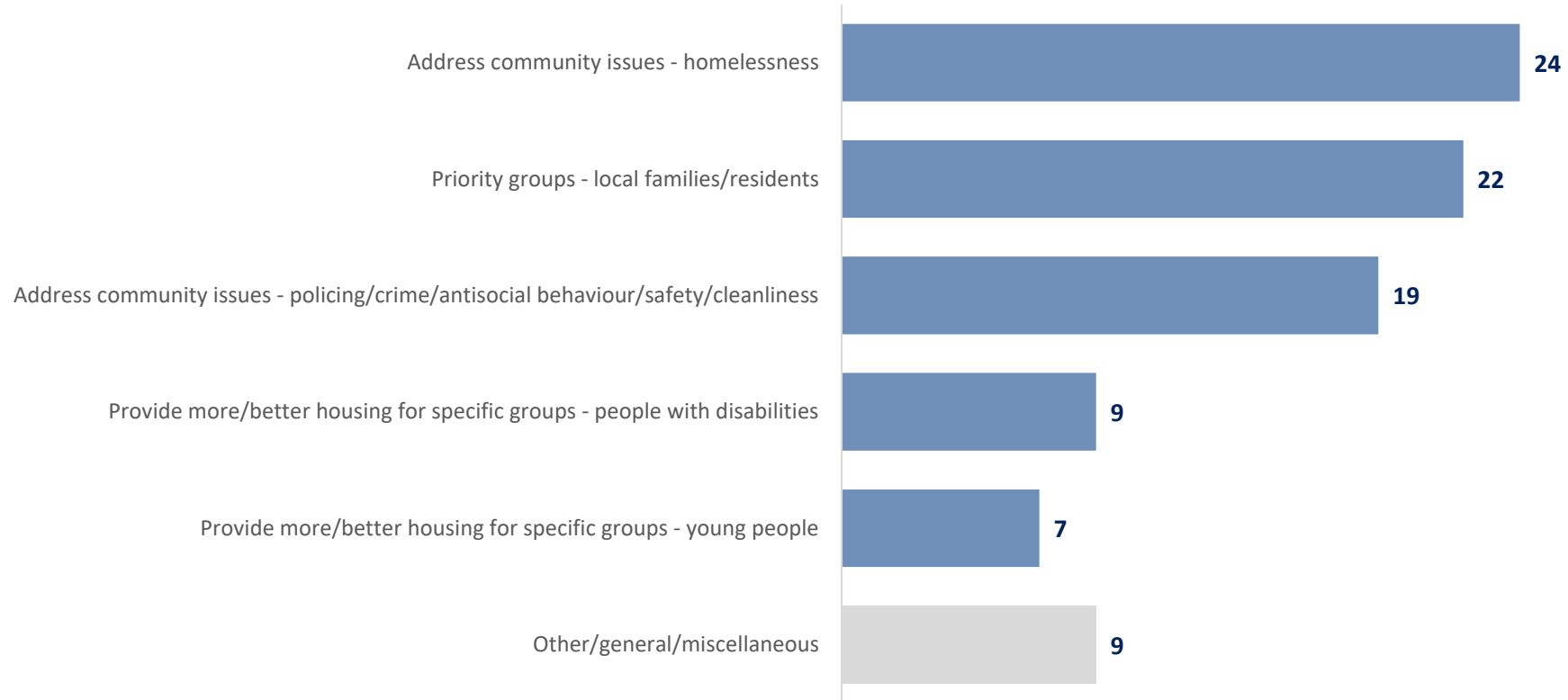


Key findings

- 93% said that this priority was *important*, including 61% that said it was *very important*
- All breakdowns likewise responded *important* by 90% or more, with respondents with a disability responding *very important* to the greatest extent at 68%

Breakdowns





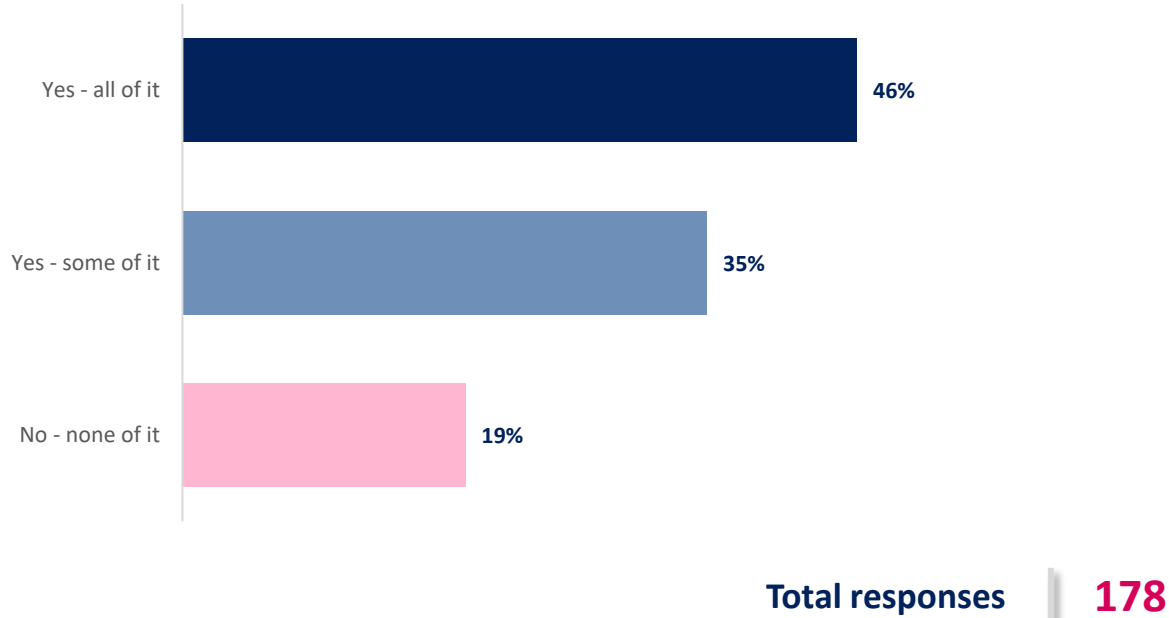


GENERAL FEEDBACK





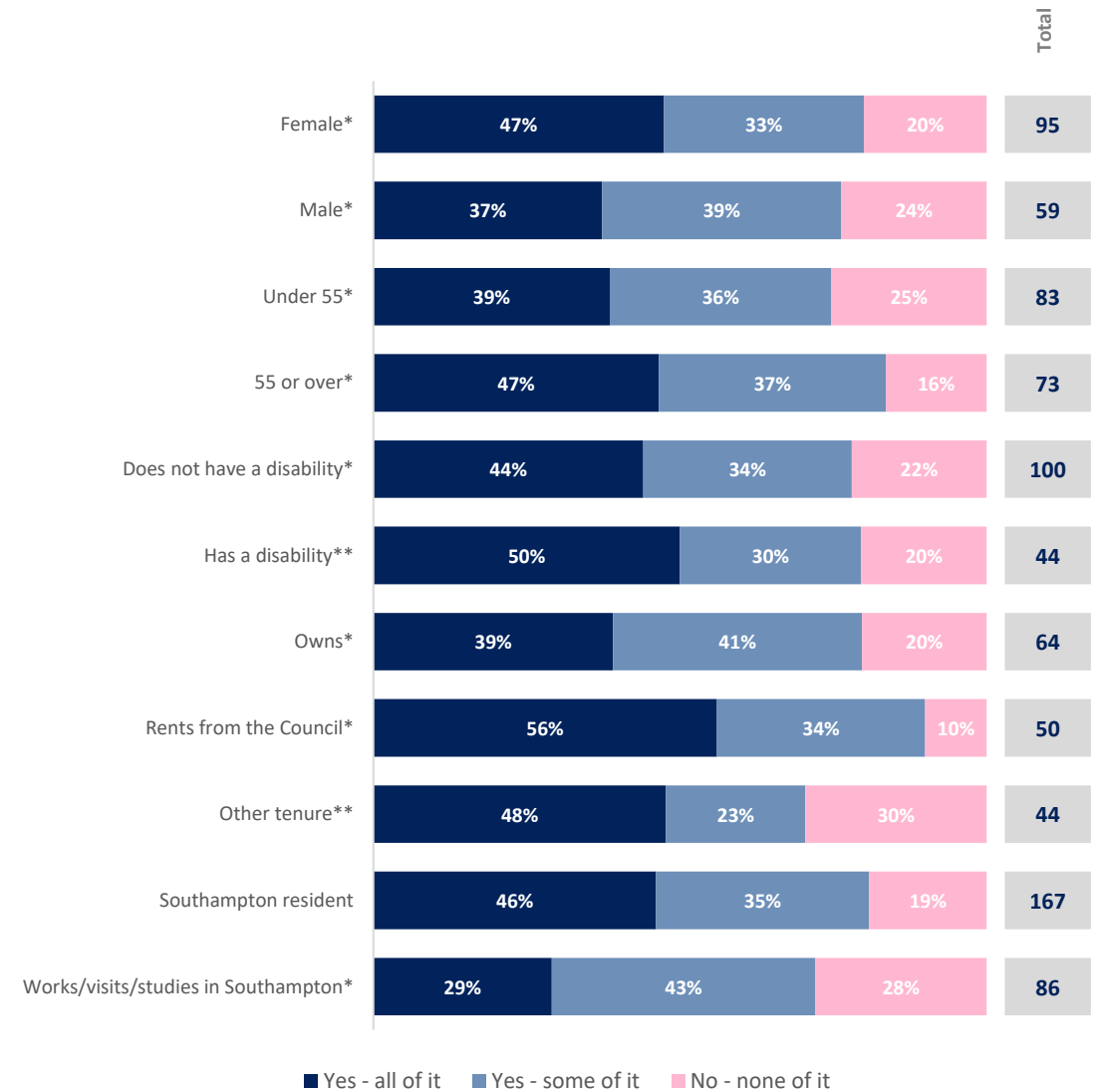
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Key findings

- 81% of respondents confirmed they had read at least *some* of the proposed strategy
- Almost half (46%) said they had read *all* of the draft strategy, with just 19% said they had not read any of it at all

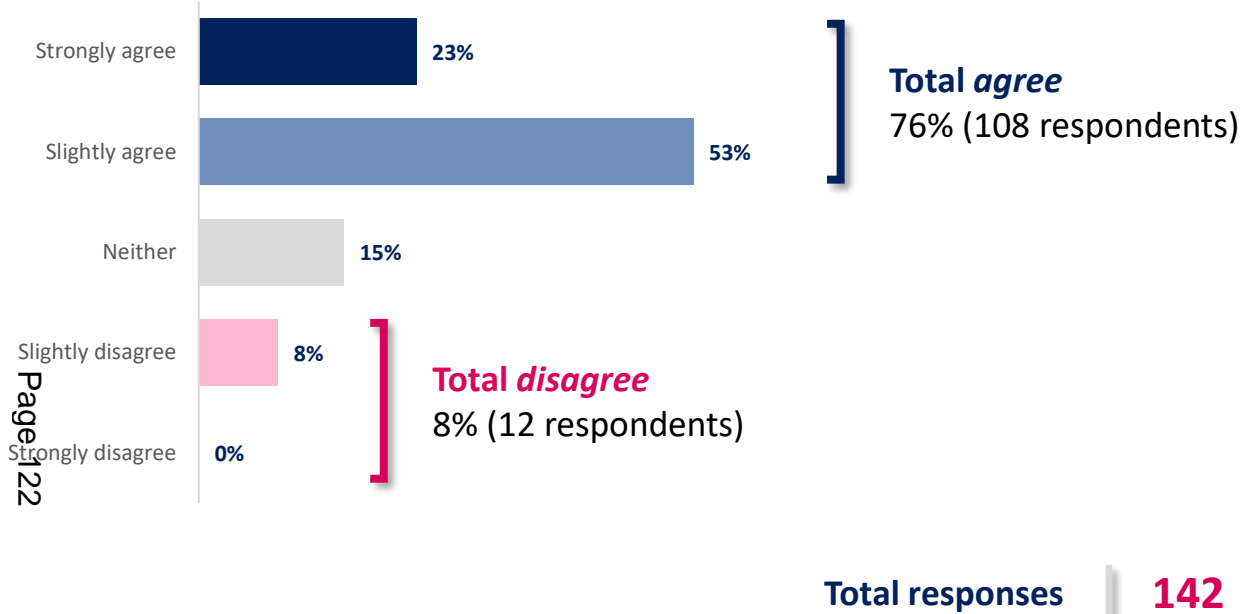
Breakdowns





Question 11a

If you have read the proposed draft policy, to what extent do you agree or disagree with the following statements? "The draft strategy is easy to understand"

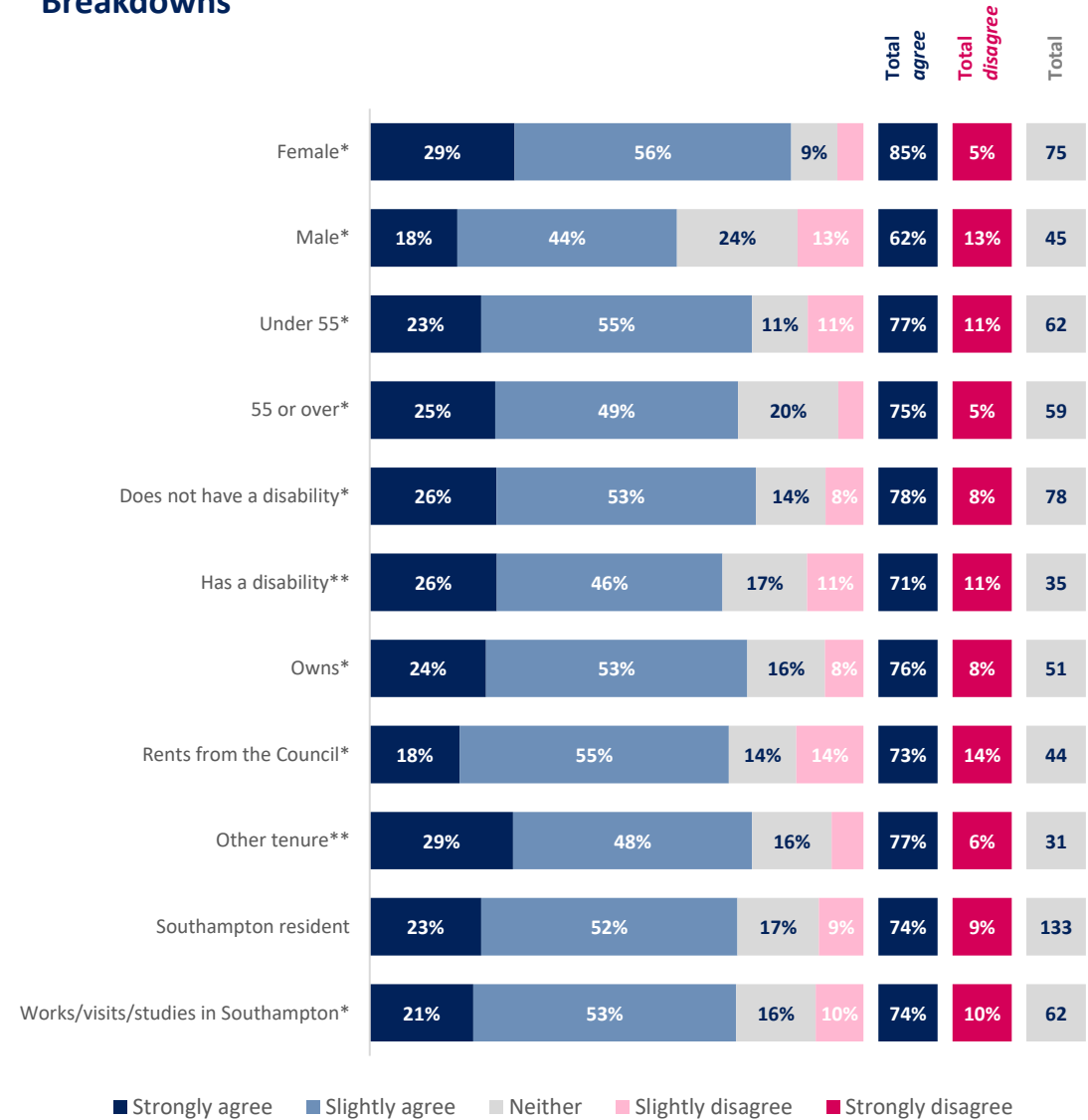


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Key findings

- Over three-quarters (76%) of respondents said *agreed* that the draft strategy was easy to understand
- This includes 85% of female respondents

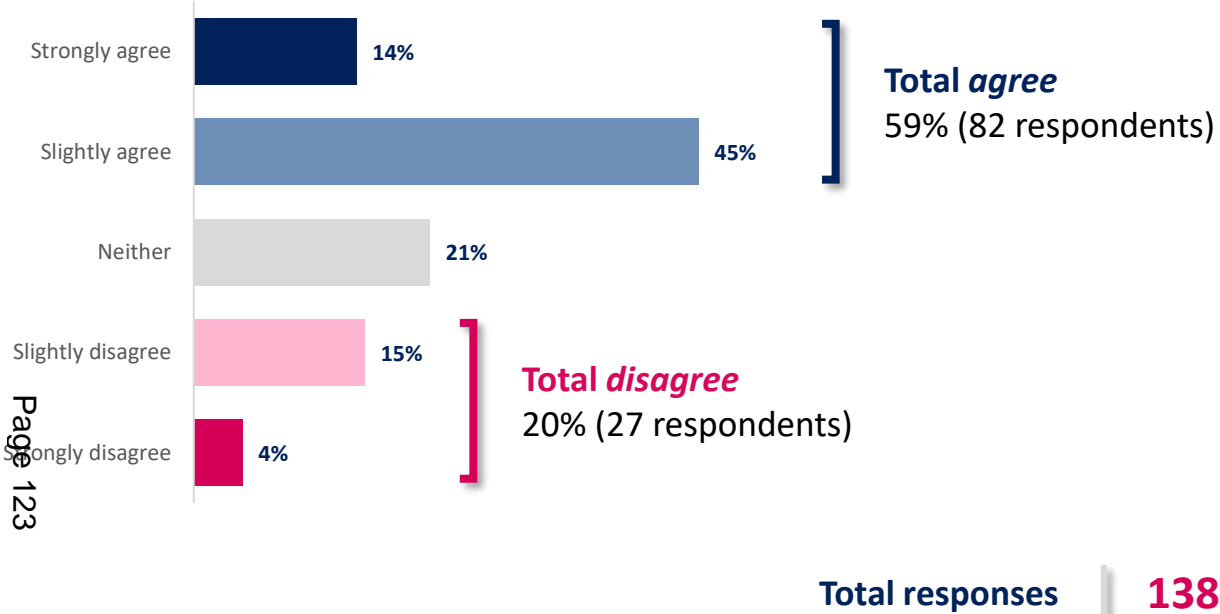
Breakdowns





Question 11b

If you have read the proposed draft policy, to what extent do you agree or disagree with the following statements? "The draft strategy provides sufficient information"

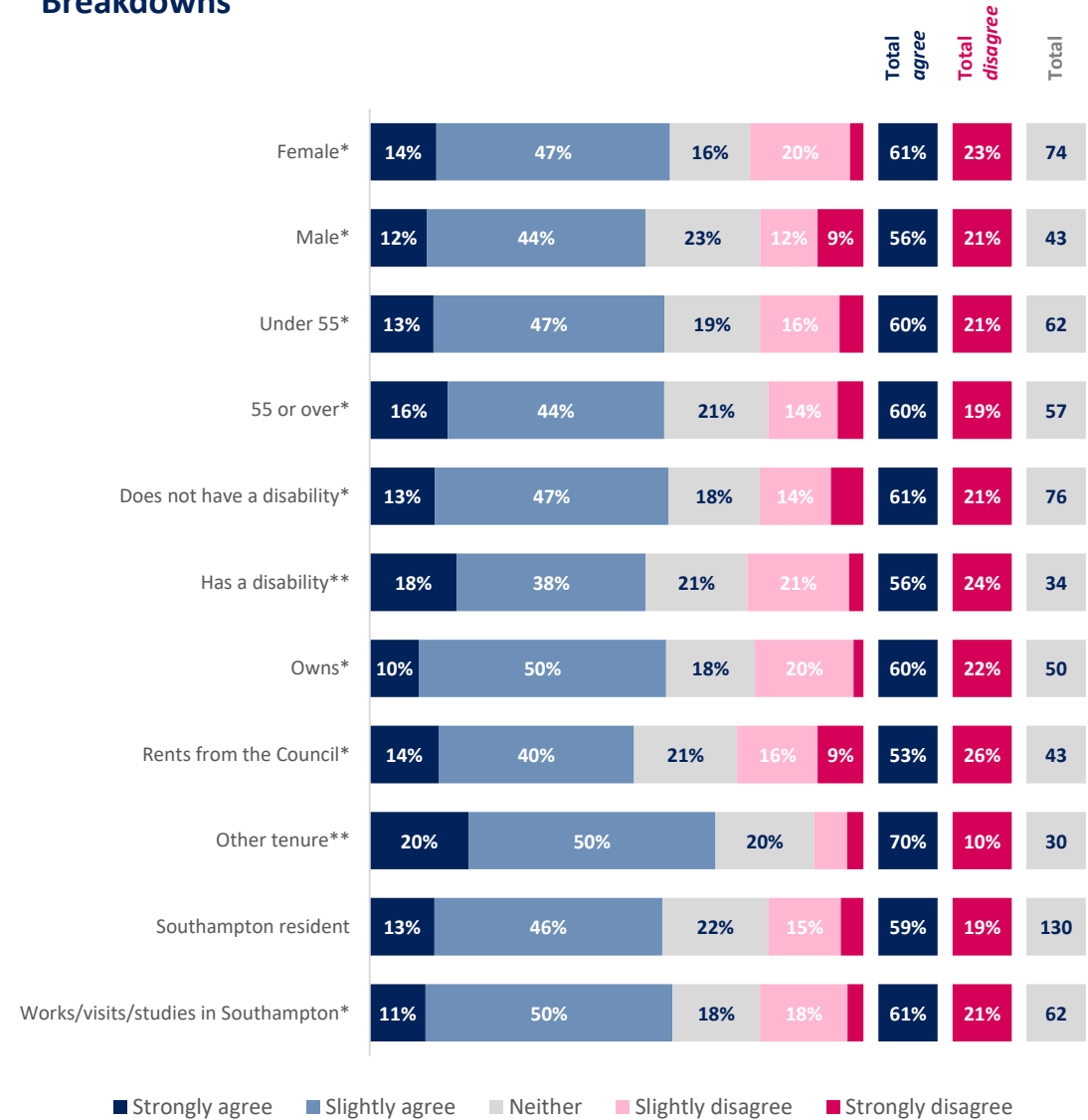


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Key findings

- 59% of respondents agreed that the proposed strategy provides sufficient information
- This number climbs to 70% of 'Other tenure' respondents, with 50% of this group also responding *strongly agree*

Breakdowns

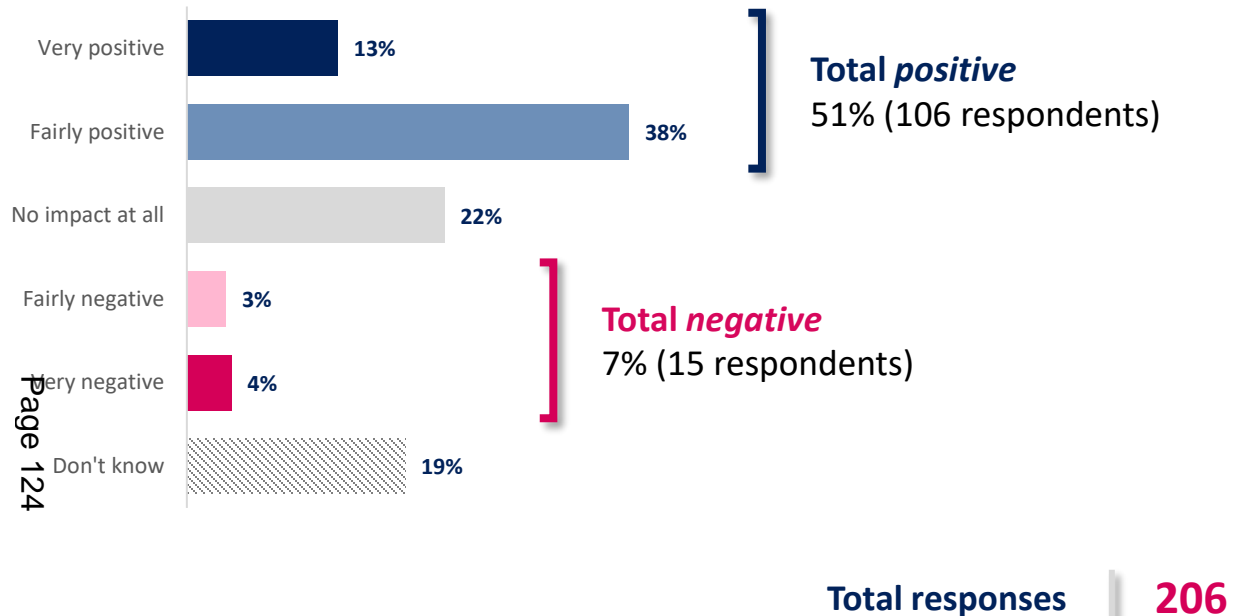


*Less than 100 respondents; **less than 50 respondents.



Question 13

If the draft strategy were to be implemented, what impact do you feel this would have on you, your family, your business or the wider community?

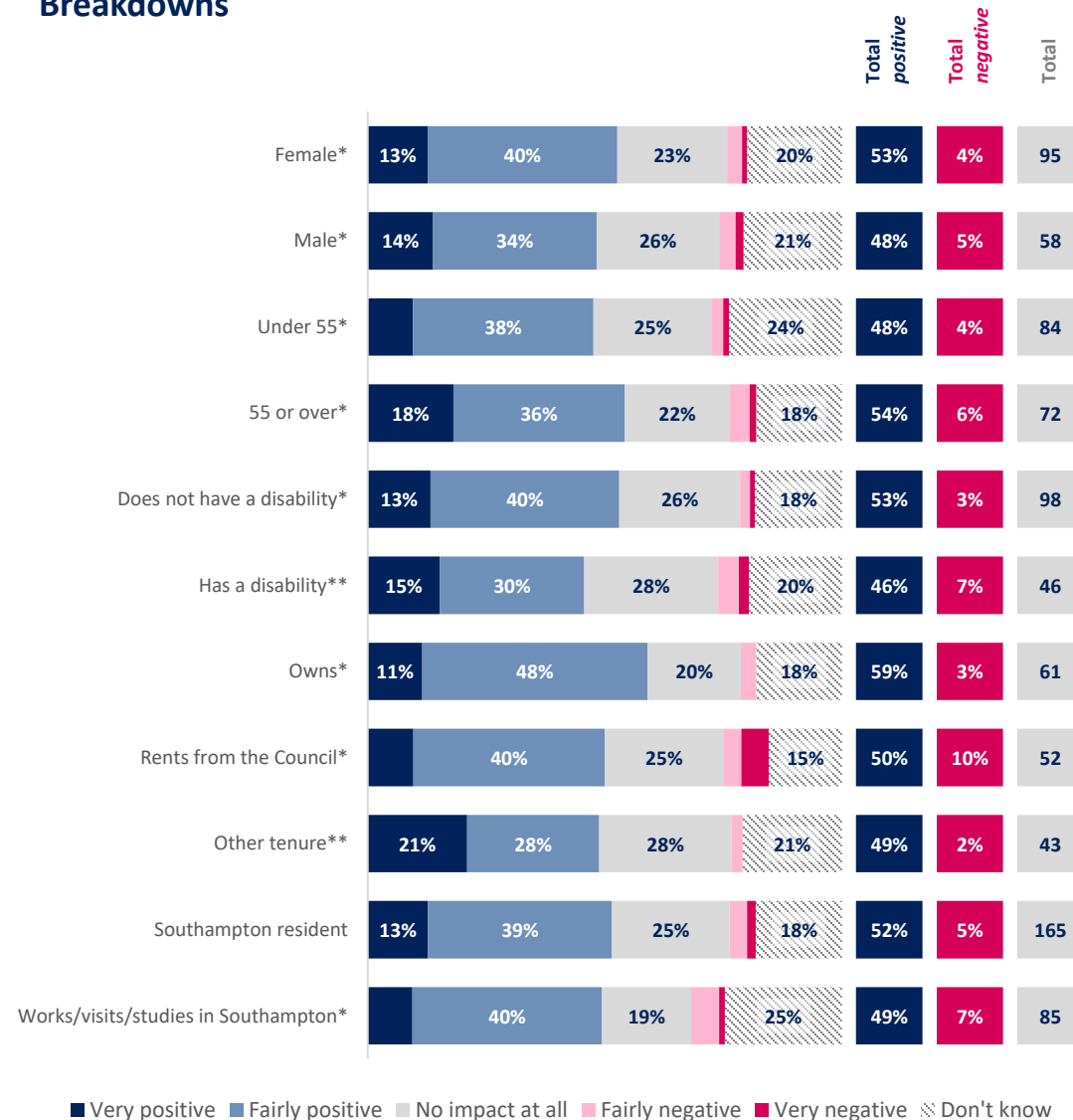


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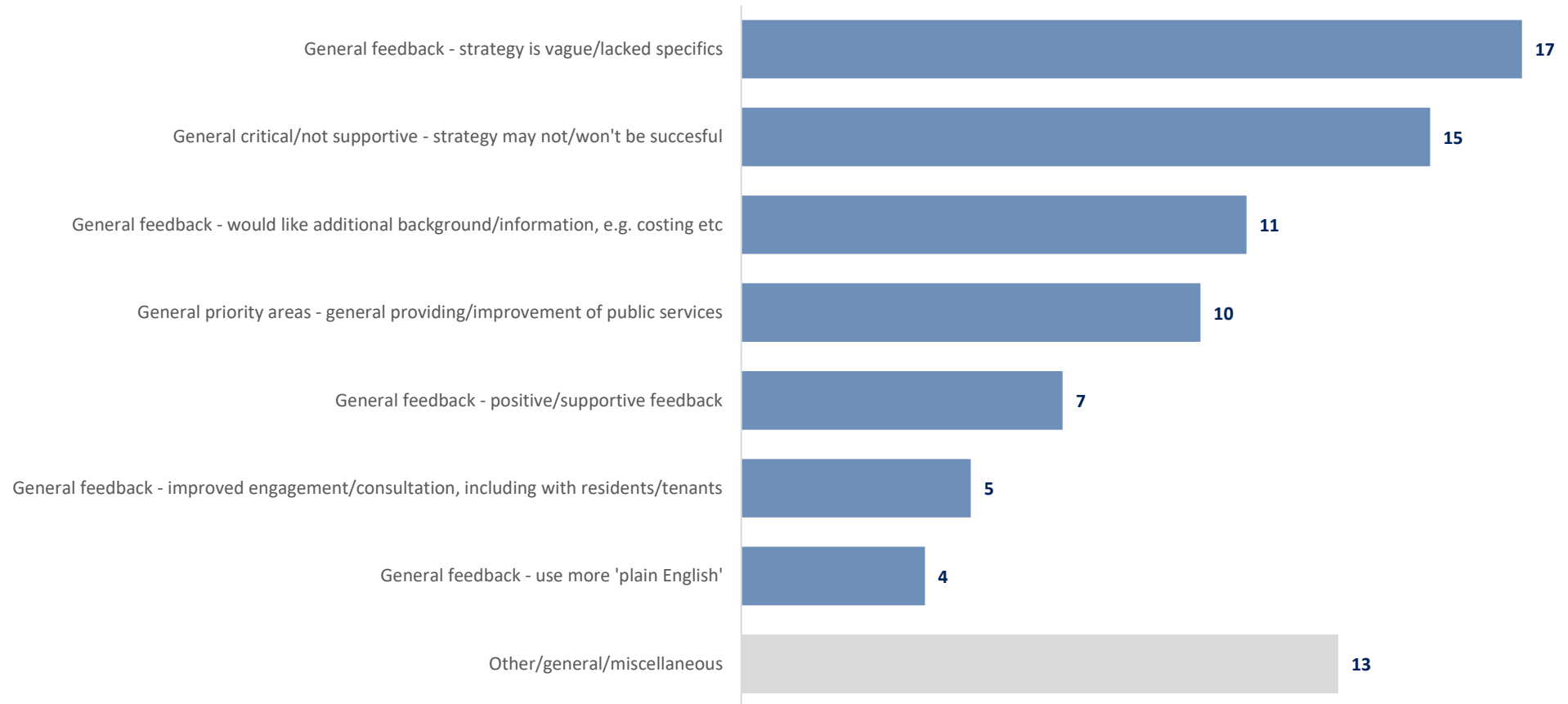
Key findings

- 51% said the draft strategy would have a *positive* impact if implemented: this compares to 41% that said either *no impact* or *don't know*, and 7% that said it would have a *negative* impact
- Homeowners said the draft strategy would have a *positive* impact to the greatest extent at 59%, with respondents with a disability responding likewise to the least extent at 46%

Breakdowns



*Less than 100 respondents; **less than 50 respondents.



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At Southampton City Council, we are committed to listening and acting on what matters most to our residents, partners, and communities. Through the Housing Strategy consultation (28th July – 21 September 2025), you told us what is working, what is not, and where we need to do better. We have heard you, and here is how we are responding.

You Said	We Did
Reduce housing waiting times	<p>The Housing Allocation Policy was updated in July 2024, with implementation completed in May 2025. The previous points-based system was replaced by a banding approach, making the process easier to understand, more efficient to administer, and more closely aligned with practices used by many other councils in England. The new policy will also provide a more accurate and up-to-date assessment of housing need across the city.</p> <p>We are also developing an Empty Homes Strategy to bring disused properties back into use and progressing the Southampton City Vision Local Plan, informed by the Housing and Economic Needs Assessment (HENA) to ensure planning policies and land allocations which seek to deliver the right housing to meet local needs.</p>
Improve repairs	<p>We are improving communication around repairs and introducing post-repair satisfaction checks to identify service gaps. We will also be exploring ways to bundle minor works for efficiency and reduced waiting times. We will deliver increased levels of planned Decent Homes improvement work to reduce the volume of reactive responsive repairs, improve right first time and reduce repair waiting times.</p>
Tackle damp and mould in social rented properties	<p>We have increased investment in our Decent Homes programme. The number of non-decent homes has reduced from 9,500 to 6,878 and we aim to reach zero by the end of this strategy period. We will process all damp and mould cases in line with Awaab's Law. We will provide larger/ family sized properties through our affordable and social housing plans to reduce the number of higher occupancy properties that currently drive increased damp and mould cases.</p>
Improve complaint handling	<p>Our 2024-25 Housing Complaints Annual Performance and Service Development Report sets out planned improvements including staff training, streamlined internal processes,</p>

	automated reporting, and increased accessibility.
Raise quality in private rented sector and HMOs	<p>We are preparing a rental sector health needs assessment which will make a series of recommendations to improve the quality of housing in this sector with the aim of having a positive impact on tenant's health.</p> <p>We will implement new duties under the Renters Rights Act. A city-wide stock condition survey in 2026 will help target poor housing conditions.</p> <p>We are also reviewing our HMO planning policy to further help improve the overall quality of HMOs into the future. New policy/amendments to policy will be included as part of the emerging Southampton City Vision Local Plan.</p>
Provide more affordable/social housing	Using the HENA evidence, we are shaping Local Plan policies to deliver appropriate levels of affordable and specialist housing – including for families, Disabled People and key workers.
Provide better housing mix (family homes, fewer HMOs)	The Southampton City Vision Local Plan will guide all new development, including the mix of housing. It is required to be data and evidence-driven to ensure that our planning policies reflect the city's needs over the course of the plan period (covering 15+ years).
Support people who are homeless	We are strengthening early intervention and working with partners to identify at-risk households sooner. Our strategy prioritises prevention before crisis, with coordinated tenancy support and access to suitable housing.
Address Anti-Social Behaviour concerns especially in student accommodations, HMOs	We have introduced a larger HMO licencing scheme to improve management and reduce anti-social behaviour. This enables the Council to take more effective action to resolve issues.
Support housing for disabled young people and families	We are working with new developers to ensure accessible housing standards are met in new developments when deemed feasible. Through the Local Plan, we are also supporting an appropriate housing mix for new developments which will assist in the delivery of homes for (but not limited to) households which require accessible or adapted housing, families and young people – including children in care who need to stay in Southampton.

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Equality and Safety Impact Assessment

The **Public Sector Equality Duty** (Section 149 of the Equality Act) requires public bodies to have due regard to the need to eliminate discrimination, advance equality of opportunity, and foster good relations between different people carrying out their activities.

The Equality Duty supports good decision making – it encourages public bodies to be more efficient and effective by understanding how different people will be affected by their activities, so that their policies and services are appropriate and accessible to all and meet different people’s needs. The Council’s Equality and Safety Impact Assessment (ESIA) include an assessment of the community safety impact assessment to comply with Section 17 of the Crime and Disorder Act and will enable the Council to better understand the potential impact of proposals and consider mitigating action.

Name or Brief Description of Proposal	Southampton City Council Housing Strategy 2026-2031
Brief Service Profile (including number of customers)	
<p>Southampton City Council (SCC) is the statutory housing authority responsible for delivering housing services to residents under the Housing Act 1985 and Housing Act 1996. The council manages a total of 17, 861 stocks (15,635 council-owned homes and a further 2,129 leasehold and 97 share ownership properties), alongside its strategic oversight of housing provision across the city, including the private rented sector and housing associations.</p> <p>Key responsibilities include:</p> <ul style="list-style-type: none"> ▪ Managing council stocks ▪ Addressing homelessness ▪ Ensuring compliance with regulatory consumer standards ▪ Supporting improvements in the private rented sector in line with the Renters Reform Act ▪ Overseeing transformation programmes via the Housing Improvement Board <p>Southampton faces many housing challenges:</p> <ul style="list-style-type: none"> ▪ Overcrowding affects 5.8% of households, compared to the national average of 4.5% in England 	

- Fuel poverty impacts over 10% of households, with damp and mould contributing to poor health and wellbeing
- Private renting is disproportionately high, with 29.2% of households renting privately compared to 19% nationally
- Our council housing quality requires urgent attention, with less than half of homes meeting the Decent Homes Standard.

The new SCC Housing Strategy 2026-2031 aims to address these challenges through a cross-cutting approach that improves landlord services, increases housing supply and quality, and supports resilient communities. It is designed to align with the Council's Corporate Plan and respond to regulatory scrutiny, resident feedback, and emerging legislative duties.

Summary of Impact and Issues

Southampton faces a number of housing challenges that affect people's health, safety and overall quality of life. The housing strategy responds to those issues, setting out a clear plan to improve housing, meet demand, and stronger communities. Key issues include:

- **Housing Quality Condition:** Less than 50% of the council-owned homes meets the Decent Homes Standard. Many properties need urgent repairs and upgrades to make them safer and healthier.
- **Private renting:** 29.2% of people rent privately and not all homes meet expected standards. New legislation such as the Renters Reform Act means our services must adapt to protect tenants.
- **Demand and Access:** Over 8,000 households are on the housing waiting list, with some families waiting over 11 years to secure a home, especially for larger homes. There is a clear need for more affordable and suitable housing.
- **Homelessness and Housing Insecurity:** Southampton has one of the highest homelessness rates in the country. 10.4 households per 1,000 were assessed as homeless in 2021/22, compared to the national average of 6.1 per 1,000. Rough sleeping has tripled in recent years. Over 600 homeless families with children were recorded in 2024, and many more in temporary accommodation. Rising rents and living costs are placing low-income households at risk.
- **Health and Safety:** Damp, mould, and fuel poverty are affecting resident's health, especially those who are older, disabled, and have young children.
- **Community Safety:** Antisocial behaviour and disrepair affect parts of the city. Better housing and local investment will help create safer, more resilient neighbourhoods.
- **Local Plan Alignment:** The scale of these challenges also reflects wider pressures in Southampton's Local Plan, which sets out ambitions to address population growth, land use, and long-term

infrastructure needs.	
Potential Positive Impacts	
<p>The strategy is making a difference by creating homes where people want to live, supporting resilient communities, and laying strong foundations for future growth. The strategy will have the following positive impacts:</p> <ul style="list-style-type: none"> ▪ Through improved investment, 6,878 council homes will be brought up to the Decent Homes Standard. We will be tackling damp, mould, insulation, and improving fire, gas and electrical safety, etc. ▪ The new Tenant and Leaseholder Engagement Strategy ensure tenant voices shapes the housing services. From complaint resolution to community schemes like Junior Neighbourhood Wardens. ▪ Adaptations, and downsizing support will create homes that match the needs of tenants. Helping families access the right size property and enabling independent living for residents with disabilities. ▪ New build housing will meet high sustainability and design standards, aligning with net zero 2035 targets. ▪ Improved quality and security for the private rented sector tenants ▪ Increased availability of housing with specific focus on affordability, energy efficiency, adaptability for specific needs to support resilient and successful communities. ▪ Regeneration of communities with better housing and supporting community investment. ▪ 	
Responsible Service Manager	Jamie Brenchley
Date	28 th July 2025
Approved by Senior Manager	Debbie Ward
Date	24 th July 2025

Potential Impact

Impact Assessment	Details of Impact	Possible Solutions & Mitigating Actions
Age	In Southampton, the age range* of adults is 66.6%, aged	We are improving housing stock by retrofitting existing homes, offering

* Mid-year estimate 2023 (ONS)

Impact Assessment	Details of Impact	Possible Solutions & Mitigating Actions
	<p>between 18-64 years and 13.7%, aged 65 years and over.</p> <p>The older population is projected to grow more than any other group in Southampton in the next few years. The over 65 population is set to increase by 18.2%, or 7,021 people, between 2023 and 2030, with the over 75 population set to increase by 17.9%, or 3,448 people[†]. This demographic shift brings both opportunities and challenges for housing, health, and community wellbeing</p> <p>The following age-related impacts have been considered, in relation to the proposed changes:</p> <ul style="list-style-type: none"> - Rising demand for accessible homes - Increased risk of hospital admissions - Loneliness and isolation - Pressure on residential care - Fuel poverty and poor conditions - Accessibility of information 	<p>independence with support through our using housing options, approving new housing designs with adaptability facilities, improving access to housing advice for older people and carers – especially around downsizing, care options, and financial support, etc. However, we will continue to monitor to ensure age-appropriate housing provision.</p>
Disability	<p>Disabled residents, whether living with physical, sensory, learning, or mental health conditions face persistent barriers in accessing safe, and suitable housing. These include:</p>	<ul style="list-style-type: none"> ▪ Strategy includes provision of adaptable homes and supported accommodation.

[†] Small Area Population Forecast (Hampshire County Council)

Impact Assessment	Details of Impact	Possible Solutions & Mitigating Actions
	<ul style="list-style-type: none"> ▪ Limited supply of accessible homes especially for wheelchair users and families needing adapted properties. ▪ Long waiting times for suitable accommodation often leading to delayed hospital discharge or reliance on residential care ▪ Inaccessible digital systems ▪ Hidden needs such as sensory sensitivities or mental health conditions, which are often overlooked in housing assessments 	<ul style="list-style-type: none"> ▪ Retrofit existing stock using ▪ Improve housing assessments ▪ Ensure accessibility standards and specialist housing pipelines are maintained.
Gender Reassignment	Trans and non-binary residents may face significant barriers in accessing safe, inclusive housing.	Embed inclusivity in consultation and housing service training.
Care experienced	<p>Young people leaving care often face significant housing challenges, including:</p> <ul style="list-style-type: none"> ▪ Limited access to stable housing ▪ Higher risk of homelessness ▪ Barriers to tenancy sustainment, due to trauma, financial insecurity, or lack of experience 	<ul style="list-style-type: none"> ▪ Incorporate transitional support within supported housing offers. ▪ Local Plan used to ensure suitable homes.
Marriage and Civil Partnership	While this group may not face widespread housing barriers, certain situations such as relationship breakdowns or tenancy disputes can affect housing stability.	<ul style="list-style-type: none"> ▪ We will ensure there is a fair treatment in housing allocations ▪ Provide clear guidance on tenancy rights and housing options during

Impact Assessment	Details of Impact	Possible Solutions & Mitigating Actions
		<ul style="list-style-type: none"> relationship breakdowns ▪ Embed inclusive language in housing communications.
Pregnancy and Maternity	Pregnancy and maternity can significantly affect housing needs and stability.	Ensure housing allocations consider family composition and needs.
Race	<ul style="list-style-type: none"> ▪ In Southampton, ethnicity profile[‡] is as follows: <ul style="list-style-type: none"> ➤ 68.1% white British ➤ 12.6% White Other ➤ 10.6% Asian/Asian British ➤ 3.3% Mixed ➤ 3.0% Black/Black British/Caribbean or African ➤ 2.3% Other ▪ Minority ethnic groups are more likely to live in overcrowded or poor-quality housing, and face barriers to home ownership. ▪ According to Shelter, black-led households are 12 times likely to live in temporary accommodation than white-led householders nationally. 	<ul style="list-style-type: none"> ▪ Ensure culturally competent service delivery and community engagement. ▪ Strengthen data collection and analysis – Tenant & Leaseholder Engagement Strategy (awaiting approval). ▪ Promote inclusive engagement during consultations, ensuring diverse voices shape housing decisions and priorities.
Religion or Belief	Religion and belief can shape housing needs, preferences, and experiences of discrimination. In Southampton:	<ul style="list-style-type: none"> ▪ Respect faith-specific needs within housing design and engagement.

[‡] 2021 Census (ONS)

Impact Assessment	Details of Impact	Possible Solutions & Mitigating Actions
	<p>Over 160 Languages are spoken, and the city's faith communities includes:</p> <ul style="list-style-type: none"> ▪ 43.4% no religion ▪ 40.1% Christian ▪ 5.6% Muslim ▪ 1.7% Sikh ▪ 1.3% Hindu ▪ 0.5% Buddhist ▪ 0.1% Jewish ▪ 0.7% Other ▪ 6.6% not answered <p>Religious practices may influence housing preferences, such as proximity to places of worship, dietary requirements, or space for prayer.</p>	
Sex	<p>Sex can influence housing outcomes due to structural inequalities, safety concerns, and caregiving roles. In Southampton:</p> <ul style="list-style-type: none"> ▪ There are 48% female and 51% male. ▪ Women are more likely to experience housing insecurity ▪ Single mothers represent a significant proportion of households in temporary accommodation ▪ Men are overrepresented among rough sleepers. 	<ul style="list-style-type: none"> ▪ Gender-sensitive service planning where relevant. ▪ Ensure fair and transparent housing allocations.
Sexual Orientation	<p>This can influence housing experiences due to discrimination, stigma, and lack of inclusive services.</p>	<ul style="list-style-type: none"> ▪ Maintain inclusive policy frameworks and frontline service training.

Impact Assessment	Details of Impact	Possible Solutions & Mitigating Actions
	<p>The following statistic for Southampton is as follows[§]:</p> <ul style="list-style-type: none"> ▪ 86.8% Straight or Heterosexual (aged 16 and over) ▪ 2.0% gay or lesbian ▪ 2.4% bisexual ▪ 0.6% - Other ▪ 8.3% - did not answer the question 	
<p>Community Safety</p>	<p>This is fundamental to housing stability, tenant wellbeing, and neighbourhood cohesion. In Southampton:</p> <ul style="list-style-type: none"> ▪ Anti-social behaviour (ASB) and hate incidents remain key concerns, particularly in high-density housing and temporary accommodation. ▪ Tenants report feeling unsafe due to poor lighting, neglected communal areas, and slow response to ASB complaints. ▪ Domestic abuse and exploitation are exacerbated by housing insecurity and lack of trauma-informed support. ▪ Poor housing conditions including damp, overcrowding, and inadequate repairs can contribute to stress, conflict, and breakdown of community trust. 	<ul style="list-style-type: none"> ▪ Align with Crime and Disorder Act requirements and local safety initiative. ▪ Strengthen partnerships with police, safeguarding teams, and community organisations to tackle ASB and hate incidents.

[§] 2021 Census (ONS)

Impact Assessment	Details of Impact	Possible Solutions & Mitigating Actions
Poverty	Poverty is a key driver of housing need, insecurity, and poor health outcomes.	<ul style="list-style-type: none"> ▪ Promote energy-efficient upgrades and rent moderation schemes. ▪ Strengthen links with welfare and financial support services. ▪ Ensure inclusive housing allocations.
Health & Wellbeing	<p>Housing is a key determinant of health. Poor housing conditions, insecurity, and lack of access to support services can exacerbate physical and mental health issues. In Southampton:</p> <ul style="list-style-type: none"> ▪ Life expectancy varies by up to 8 years between wards. ▪ Fuel poverty affects over 10,000 households ▪ Overcrowding and damp are linked to stress, sleep deprivation, and childhood illness. 	<ul style="list-style-type: none"> ▪ We have embedded the health equity into the housing strategy, recognising housing as a lever for improved health outcomes. ▪ Improve housing quality and energy efficiency. ▪ Introduce measurable reduction targets and accountability mechanisms (e.g., Damp Reduction Scheme under Awaab's Law) ▪ A rental sector housing health needs assessment is being conducted and will make a series of recommendations
Other Significant Impacts		

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