Consultation on a Draft Cultural Strategy 2021 – 2031
Full results summary

Data, Intelligence & Insight Team – November 2021.

Contents

Introduction and Methodology

- Southampton City Council undertook public consultation on a proposed Cultural Strategy. This included asking for feedback on four key themes:
  - Our draft vision
  - Our draft goals
  - Priorities
  - Investment priorities

- The consultation took place between **13 September 2021** and **31 October 2021.**

- The aim of this consultation was to:
  - Communicate clearly to residents and stakeholders the Cultural Strategy proposals for 2021-2031.
  - Ensure any resident, business or stakeholder who wished to comment on the proposals had the opportunity to do so, enabling them to raise any impacts the proposals may have.
  - Allow participants to propose alternative suggestions for consideration which they feel could achieve the objectives 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. Equally, responses from the consultation should be considered in full before any final decisions are made. 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, 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

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 Coughlan[2]), 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 Haringey[3]), 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 questionnaires as the main route for feedback. Questionnaires enable an appropriate amount of explanatory and supporting information to be included in a structured questionnaire, 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.

- The consultation was promoted in the following ways:
    - Sent to the Peoples Panel (3,700 members)
    - Southampton City Council owned e-alerts such as City News, Culture Vulture, Community Partners and Your, City Your Say and Business News
    - Corporate social media pages as well as cultural venues eg SeaCity
    - Partner communication channels such as SVS, Go! and City of Culture 2025

- All questionnaire results have been analysed and presented in graphs within this report. Respondents were given opportunities throughout the questionnaire to provide written feedback on the proposals. In addition anyone could provide feedback in letters and emails. All written responses and questionnaire comments have been read and then assigned to categories based upon similar sentiment or theme.
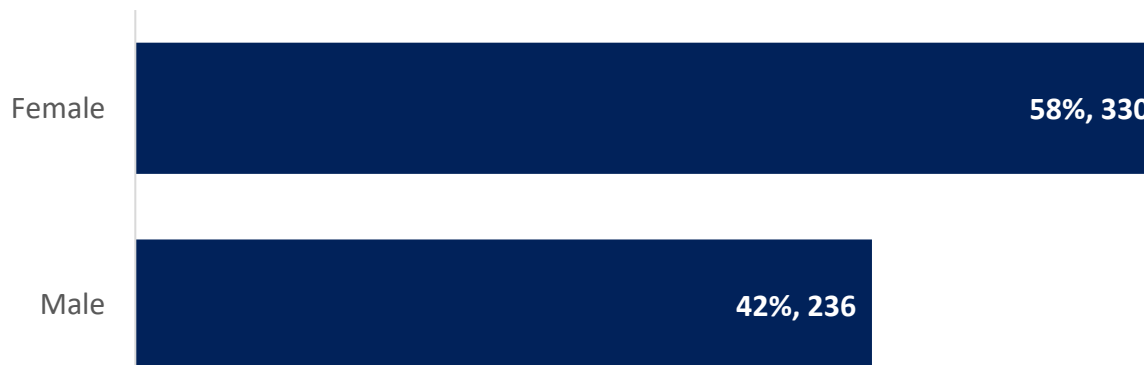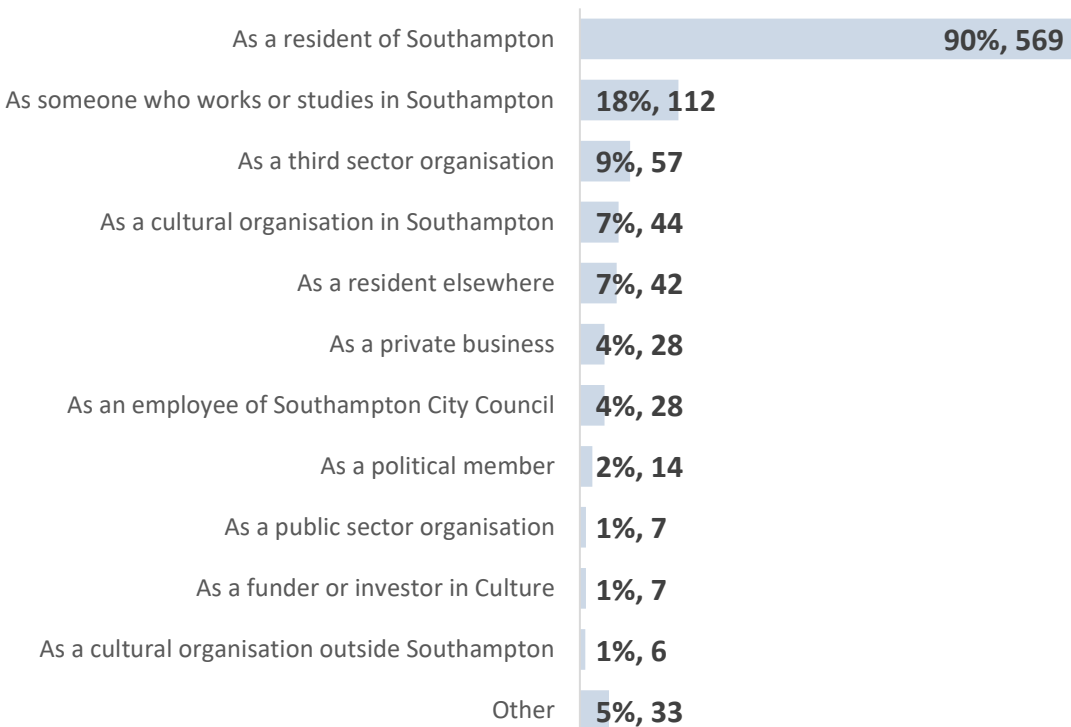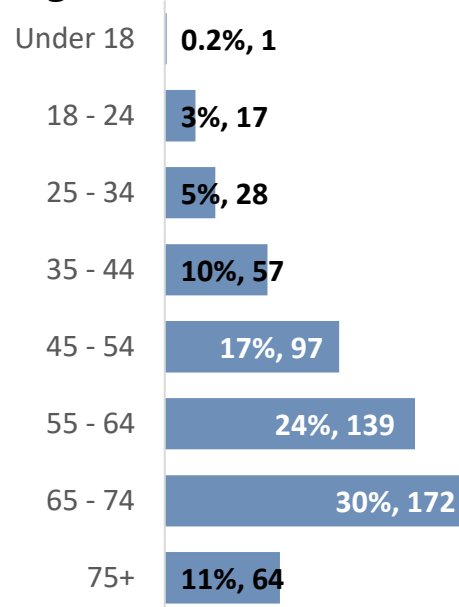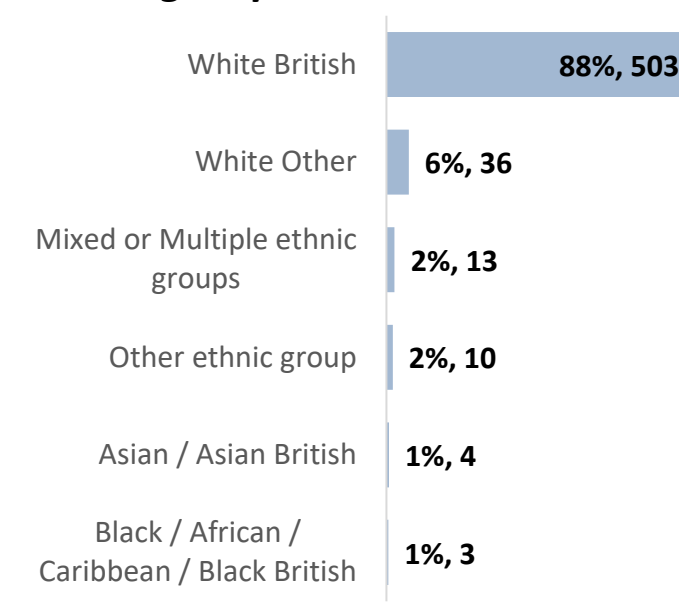
Our Draft Vision

The first theme covered within the questionnaire was our Draft Vision. As part of this, respondents were asked to provide feedback. The following slides in this section detail the feedback provided.

By 2031, Southampton is an inclusive cultural city that connects at home and on the regional, national and international stage.

Drawing on its nationally important natural and cultural heritage, the talent of its people and creative communities we will ignite imaginations, spark innovation, encourage risk-taking and stimulate civic pride through high quality, vibrant cultural opportunities and experiences across the whole city.

Southampton values the idea of 'everyday creativity', complementing the formal cultural sector. Taking place in our places of worship, in our estates, communities, green and outside spaces; in our sports clubs and societies and people's homes, and in the virtual and digital world, enables us all to be artists, historians, musicians, curators, writers, dancers, makers, creators wherever, and whoever we are. For Southampton, Culture is our way of being and living our every day, that seeks to embrace our multiple identities, our differences and our common ground.

This is complemented by our international outlook and desire to build further collaborations and cultural exchanges, recognising Southampton's historic and contemporary position in the world including across the Commonwealth.

Question: **To what extent do you agree or disagree with our proposed vision?**

Overall:

Response	%
Strongly agree	35%
Agree	46%
Neither	12%
Disagree	5%
Strongly disagree	3%

81%

7%

Broken down by demographics:

	Agree total	Neither	Disagree total
Age:			
Under 35**	86%	6%	8%
35 - 44*	79%	12%	9%
45 - 54*	81%	13%	5%
55 - 64	79%	12%	9%
65 - 74	85%	11%	4%
75+*	84%	6%	9%
Ethnicity:			
White British	83%	11%	6%
Ethnic minority groups*	76%	11%	14%
Sex:			
Female	85%	8%	6%
Male	78%	15%	6%
Interest in the consultation:			
A resident of Southampton	82%	11%	7%
Businesses and organisations*	85%	10%	5%
Cultural orgnaisation, investor or funder*	82%	10%	8%
Someone who works or studies in Southampton	84%	11%	5%

■ Agree total ■ Neither ■ Disagree total

Key findings:

- The majority of respondents (81%) agree with the proposed vision.

- Levels of agreement were highest in those Under 35 (86%)

- Levels of disagreement were highest with respondents from ethnic minority groups (14%)

*Sample size – fewer than 100 respondents
**Sample size – fewer than 50 respondents

A total of **259** respondents provided a comment specifically on the vision.
The following graph shows the total number of respondents by each theme of comment.

Total respondents

Theme	Total
Agreements with the vision generally and inclusivity	132
Suggestion - specific changes and points / things to add / things to remove	56
Disagreement - General dislike / Waffle / Meaningless	27
Concern - lack of confidence / long way to go / how can it be achieved	27
Suggestion - More detail / currently too vague / Not understood	19
Suggestion - Vision could be shorter & more concise / too broad	14
Suggestion - Encourage pride and value of Southampton	12
Disagreement - with use of the word Commonwealth	10
Suggestion - Vision needs to be more ambitious	7
Suggestion - Make it more Southampton specific	6

"it hits all the marks for me. Glad to see 'everyday creativity' and widest definitions of culture"

"It is difficult to understand what the vision actually is amongst all the meaningless words and phrases"

"I love the idea of inclusivity in it's broadest sense, making everyone an important contributor... "

"The vision is bold and to be admired. But in my opinion overstated. I do not believe it can be achieved."

Our Draft Goals

The second theme covered within the questionnaire was our Draft Goals. As part of this, respondents were asked to provide feedback. The following slides in this section detail the feedback provided.

We have proposed four goals to guide how we intend to deliver our Cultural Strategy, which underpins the vision we are seeking to achieve. These are:

1. Reflect and Represent
- *Southampton is one of most diverse cities on the South coast. However, the people involved in making decisions about our cultural provision and activities and those who work in the cultural sector, are not necessarily representative of people from different age, ethnic, ability or socio-economic backgrounds.*
- *Our goal is to ensure that the needs of Southampton's communities are met by making sure our boards, workforce and programmes <u>reflect and represent</u> the diversity of our city.*

2. Relevant and Resonant
- *We know that cultural amenities are largely concentrated in the city centre and that some people find it difficult to take part in some of those activities. For example, transport across the city is patchy and perceived to be costly, the price of some cultural activities is an obstacle, or some people do not feel that those offers and opportunities are for them or that they are welcome in some of those spaces.*
- *Our goal is to better understand how <u>relevant and resonant</u> cultural provision is to our audiences, and to find ways of reducing or removing obstacles and explore different ways of enabling people to take part and contribute in Southampton.*

3. Reimagine and Regenerate
- *The global pandemic has forced us all to think differently about our lives and its unequal impact on people – some of the results of that are being felt now, some of this will be felt in the future.*
- *Culture has a role to play in supporting the economic recovery of the city, as well as providing health, wellbeing, education and skills opportunities for people and businesses.*
- *Our goal is to prioritise opportunities to <u>reimagine and regenerate</u> the city working in partnership to support Southampton's long-term recovery.*

4. Responsible and Resilient
- *The pandemic has also demonstrated how the city can mobilise to address an immediate public health crisis. Mobilisation will be critical to developing the resilience of the city to respond to the lasting effects of the pandemic, climate change and the opportunities Culture can afford.*
- *Our goal requires public, private, political and community leaders to be <u>responsible and resilient</u> to deliver sustainable outcomes for and on behalf of the city.*

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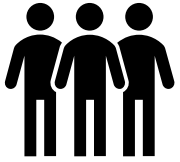
Question: **To what extent do you agree with the individual goals?**

"Reflect and Represent"

Overall:

Response	Percentage
Strongly agree	39%
Agree	41%
Neither	12%
Disagree	4%
Strongly disagree	3%

80%

7%

Broken down by demographics:

Age:

Demographic	Agree total	Neither	Disagree total
Under 35**	89%	3%	8%
35 - 44*	88%	11%	2%
45 - 54*	82%	11%	7%
55 - 64	77%	13%	10%
65 - 74	82%	15%	3%
75+*	87%	7%	7%
Ethnicity:			
White British	82%	12%	6%
Ethnic minority groups*	83%	9%	8%
Sex:			
Female	89%	7%	4%
Male	72%	20%	8%
Interest in the consultation:			
A resident of Southampton	81%	12%	7%
Businesses and organisations*	84%	9%	7%
Cultural orgnaisation, investor or funder*	86%	10%	4%
Someone who works or studies in Southampton	79%	13%	8%

■ Agree total   ■ Neither   ■ Disagree total

*Sample size – fewer than 100 respondents
**Sample size – fewer than 50 respondents

Key findings:

- The majority of respondents agree with the goal "Reflect and Represent" (80%)

- Female respondents agreed to the highest extent (89%), whilst males agreed to the lowest extent (72%), with a 17 percentage point difference between both sexes.

Reflect and Represent

A total of **70** respondents provided a comment specifically on this goal.
The following graph shows the total number of respondents by each theme of comment.

Total respondents

Theme	Total
Enable people to have a say	22
Agree with decision makers reflecting diversity of city	18
Recruitment should be based upon suitability for role	13
Challenging inclusivity and diversity	9
General concerns and other comments	6
Listen and act	4
Cabinet and Councillors should reflect the diversity of the city	3
Suggestions to consider	3
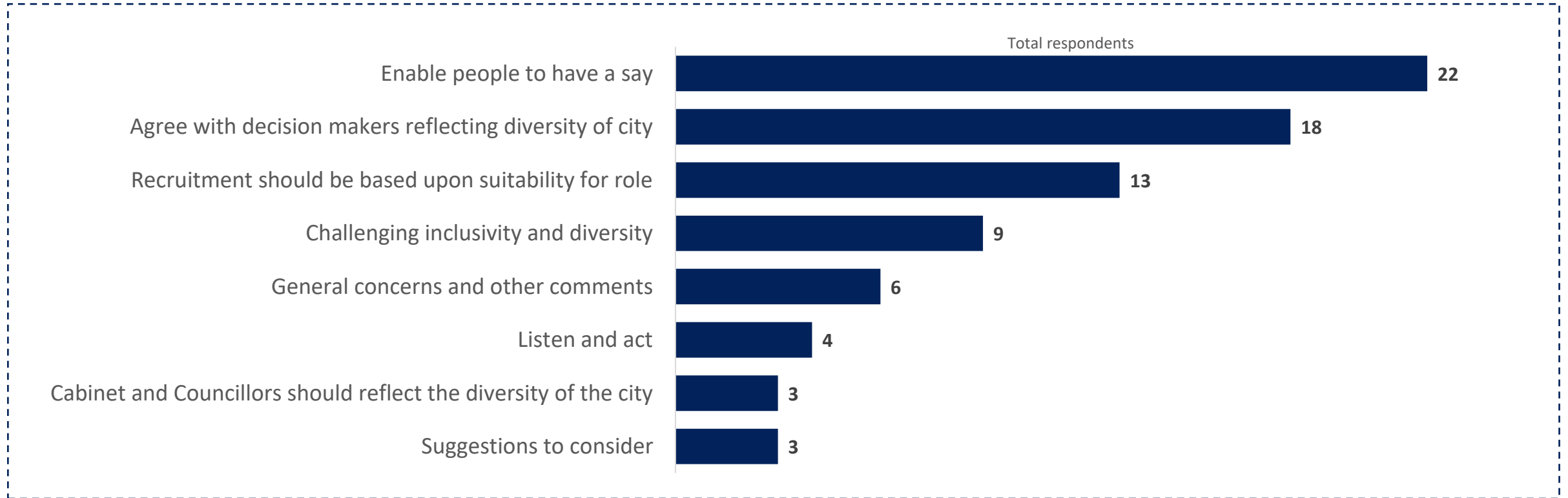
"Increased representation of the diversity in Southampton needs to be addressed in all areas, especially in upper management. "

"The more people talk together and explain their views in time, other people may come to have a better understanding."

"while our groups should be representative of all people, they must still always be the best people for the position,"

"Decisions makers need to not only listen to people, but actually act on their experience and input."

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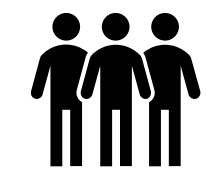
Question: To what extent do you agree with the individual goals?

"Relevant and Resonant"

Overall:

- Strongly agree: **39%**
- Agree: **43%**
- Neither: **13%**
- Disagree: **3%**
- Strongly disagree: **2**

82%

5%

Broken down by demographics:

Age:
- Under 35**: 97% / 3%
- 35 - 44*: 86% / 12% / 2%
- 45 - 54*: 82% / 12% / 6%
- 55 - 64: 83% / 12% / 4%
- 65 - 74: 82% / 14% / 4%
- 75+*: 82% / 11% / 7%

Ethnicity:
- White British: 83% / 12% / 5%
- Ethnic minority groups*: 83% / 9% / 8%

Sex:
- Female: 90% / 7% / 3%
- Male: 74% / 20% / 6%

Interest in the consultation:
- A resident of Southampton: 82% / 12% / 6%
- Businesses and organisations*: 84% / 12% / 5%
- Cultural orgnaisation, investor or funder*: 88% / 8% / 4%
- Someone who works or studies in Southampton: 85% / 12% / 3%

■ Agree total ■ Neither ■ Disagree total

*Sample size – fewer than 100 respondents
**Sample size – fewer than 50 respondents

Key findings:

- The goal of "Relevant and Resonant" had the highest levels of agreement across all four goals.
- This goal similarly sees a large percentage point difference (16) between females and males, with 90% of females agreeing, compared to just under 74% of men.

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Relevant and Resonant

A total of **207** respondents provided a comment specifically on this goal.
The following graph shows the total number of respondents by each theme of comment.

Total respondents

Theme	Value
Obstacle - Improve transport, travel, roads, parking	83
Enable and include more people and communities to take part	81
Broaden cultural offer across the city	49
Obstacle - Cost	34
Specifically opportunities for older age groups	27
Specifically opportunities for children and young people	22
Increase promotion of cultural assets, events, activities	17
Obstacle - Disability	15
Suggestions to consider	8
concern about ignoring the city centre	6
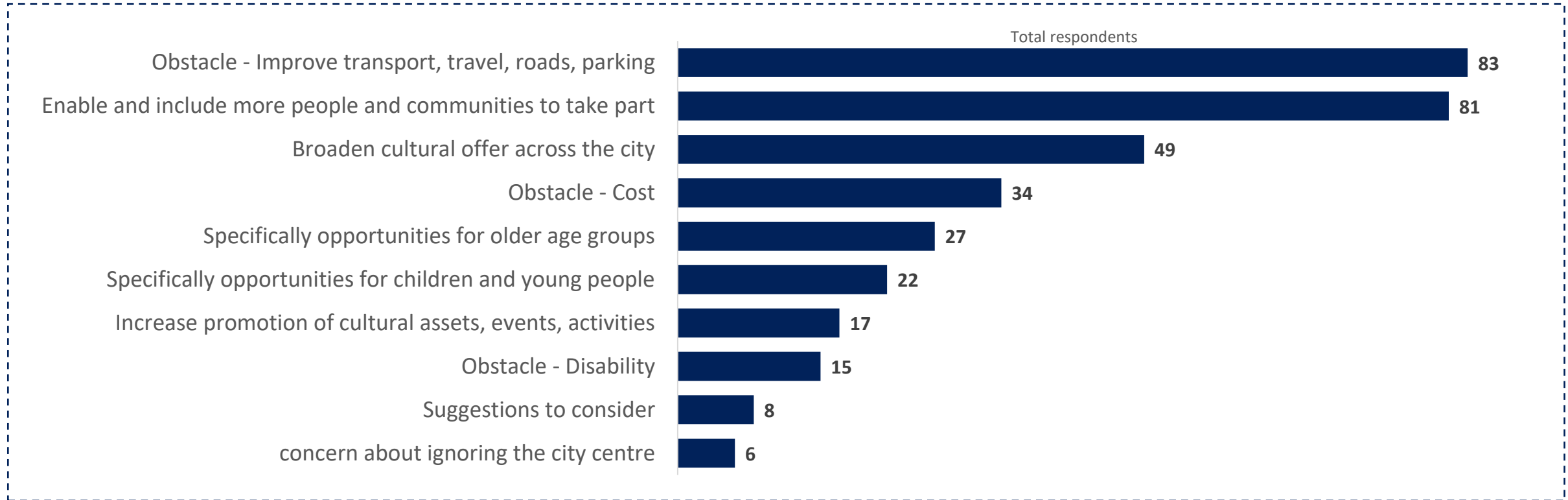
"to attend events in other parts of the city reliable and reasonably priced transport needs to be available. "

"A diverse range of options will encourage people to engage with interests outside of there everyday lives."

"It's important to think about culture not just in the City Centre but especially as how it can be relevant to the more outlying areas of the City..."

"Allowing access to all it not just a physical thing it's also monetary. Subsidising the arts , music and culture will help this. "

Question: **To what extent do you agree with the individual goals?**

"Reimagine and Regenerate"

Overall:

- Strongly agree: 38%
- Agree: 41%
- **80%**
- Neither: 14%
- Disagree: 4%
- **6%**
- Strongly disagree: 2

Broken down by demographics:

	Agree total	Neither	Disagree total
Age:			
Under 35**	86%	11%	3%
35 - 44*	79%	18%	4%
45 - 54*	80%	14%	6%
55 - 64	79%	15%	6%
65 - 74	81%	16%	3%
75+*	79%	12%	9%
Ethnicity:			
White British	81%	14%	5%
Ethnic minority groups*	74%	17%	9%
Sex:			
Female	85%	11%	3%
Male	74%	19%	7%
Interest in the consultation:			
A resident of Southampton	79%	14%	6%
Businesses and organisations*	85%	9%	6%
Cultural orgnaisation, investor or funder*	80%	14%	6%
Someone who works or studies in Southampton	81%	14%	5%

■ Agree total   ■ Neither   ■ Disagree total

*Sample size – fewer than 100 respondents
**Sample size – fewer than 50 respondents

Key findings:

- 4/5 respondents agreed with the goal: "Reimagine and Regenerate"
- It appears that respondents Under 35 agreed to the highest extent (86%)
- Respondents from ethnic minority groups and men agreed to the lowest extent (74%)

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Reimagine and Regenerate

A total of **59** respondents provided a comment specifically on this goal.
The following graph shows the total number of respondents by each theme of comment.

Total respondents

Theme	Count
Focus on sustainable environmental outcomes (pollution, air quality, climate change)	35
Comments on COVID-19 pandemic recovery	8
Suggestions for further detail	6
Agreements	5
General concerns with goal	5
Suggestions to consider	3

"A future-facing city needs to also be highly environmentally conscious - always striving to lead in eco-friendly innovation"

"I don't believe the pandemic should be informing a cultural strategy."

"Reimagine and Regenerate "working in partnership" with who? How? Where do these "partners" come from? "

"Reimagine and regenerate feels like culture is being required to do the work of social security and health services which is not only a big ask"

Question: **To what extent do you agree with the individual goals?**

"Responsible and Resilient"

Overall:
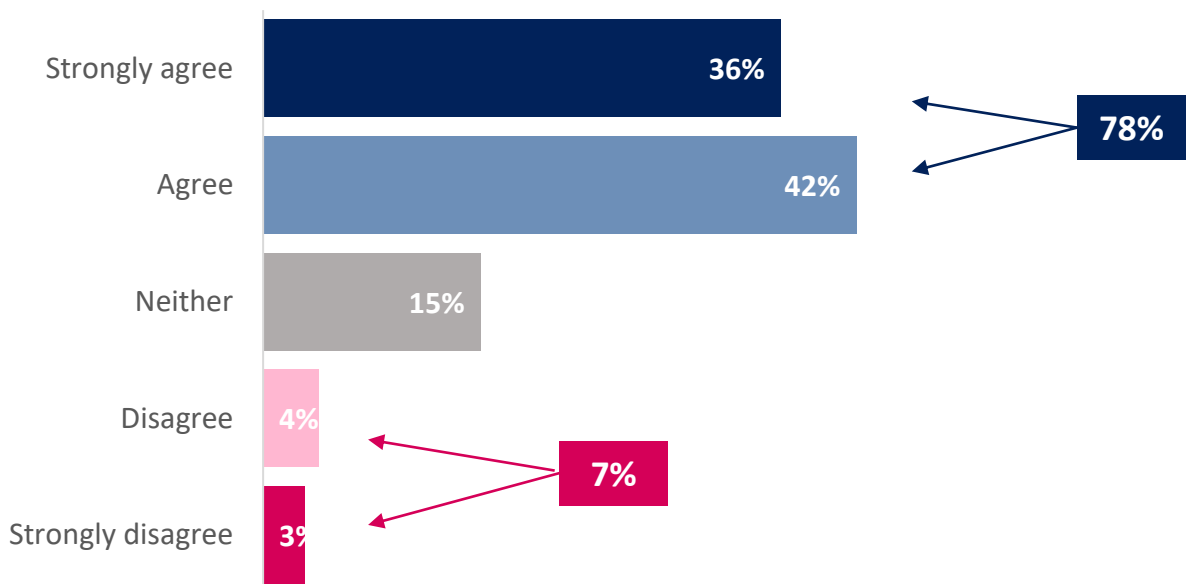
Strongly agree	36%
Agree	42%
Neither	15%
Disagree	4%
Strongly disagree	3%

78%

7%
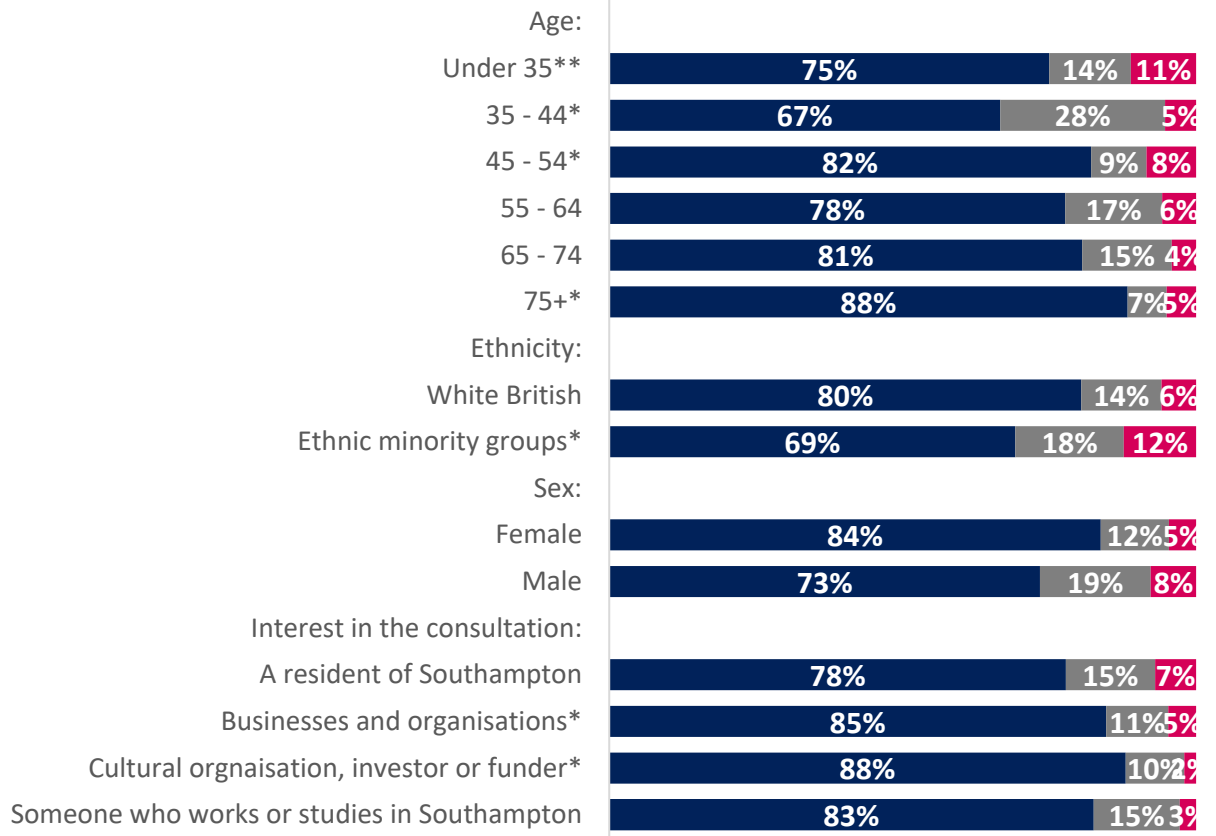
Key findings:

- Despite the majority of respondents in agreement, this goal had the lowest levels of agreement in comparison to the others (78%), with the highest being 82% (Relevant and Resonant).

Broken down by demographics:

	Agree total	Neither	Disagree total
Age:			
Under 35**	75%	14%	11%
35 - 44*	67%	28%	5%
45 - 54*	82%	9%	8%
55 - 64	78%	17%	6%
65 - 74	81%	15%	4%
75+*	88%	7%	5%
Ethnicity:			
White British	80%	14%	6%
Ethnic minority groups*	69%	18%	12%
Sex:			
Female	84%	12%	5%
Male	73%	19%	8%
Interest in the consultation:			
A resident of Southampton	78%	15%	7%
Businesses and organisations*	85%	11%	5%
Cultural orgnaisation, investor or funder*	88%	10%	2%
Someone who works or studies in Southampton	83%	15%	3%

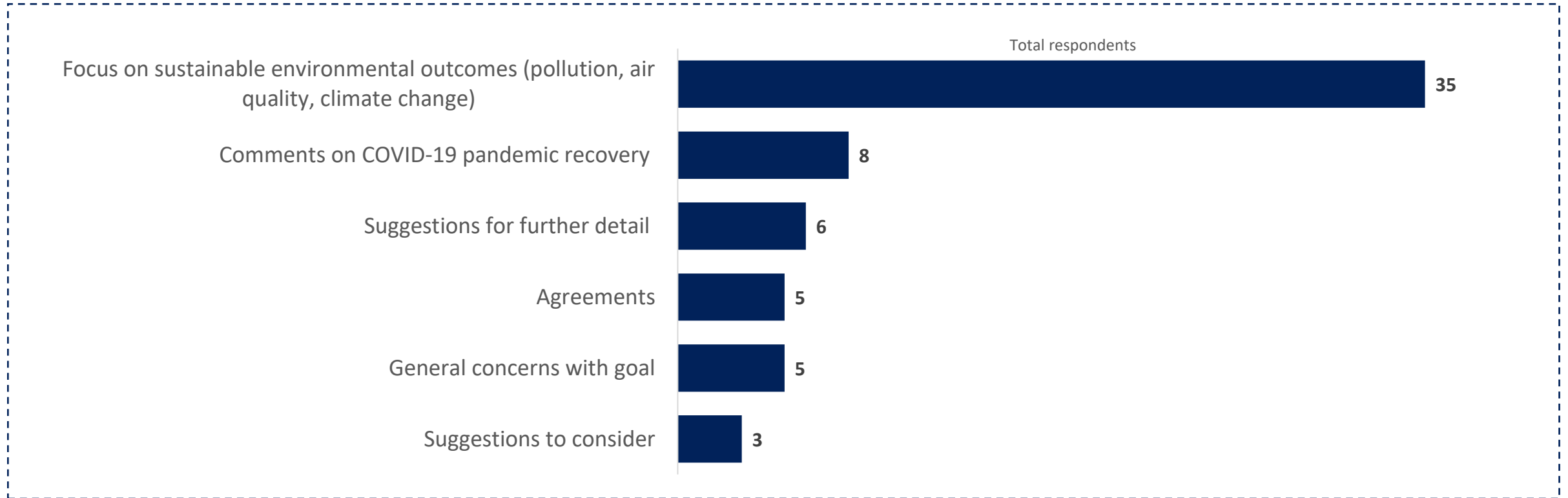■ Agree total ■ Neither ■ Disagree total

*Sample size – fewer than 100 respondents
**Sample size – fewer than 50 respondents

Responsible and Resilient

A total of **31** respondents provided a comment specifically on this goal.
The following graph shows the total number of respondents by each theme of comment.
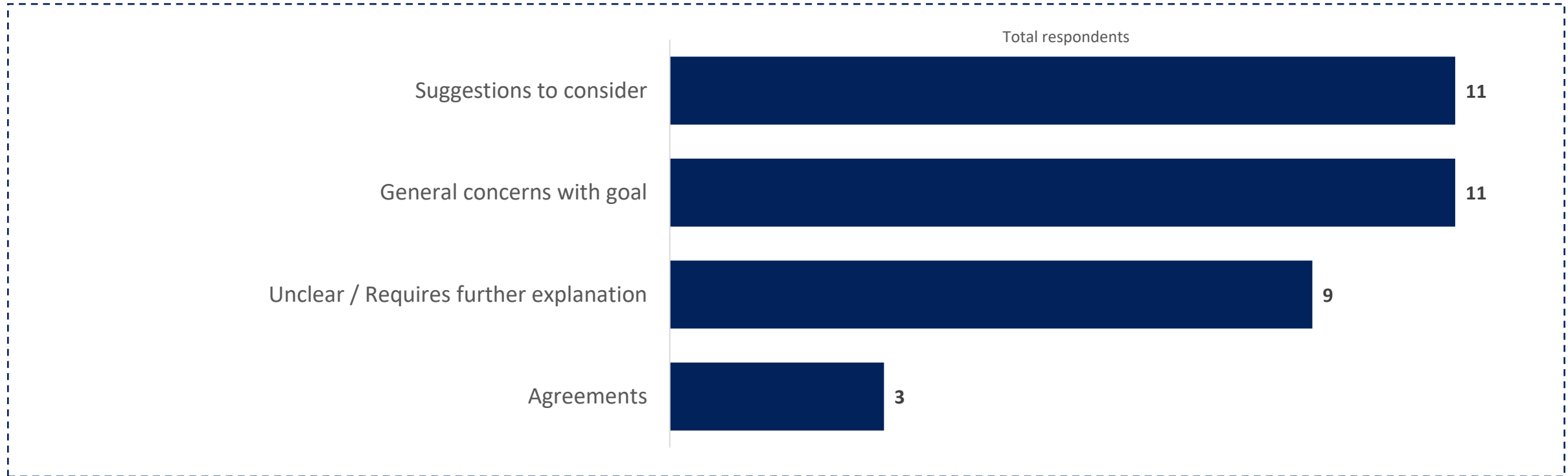
"It's a primary obligation of those leading the community to protect those within the communities they represent - that is a responsibility which is part of a public or community office and not a point of aspiration!"

"What should be part of point 4 is a commitment to seeking opportunities to innovate, invest and seek out opportunities to collaborate.

"I'm not sure what constitutes 'mobilisation' of the city and how it improves resilience."

Our Priorities

The third theme covered within the questionnaire was our Priorities. As part of this, respondents were asked to provide feedback. The following slides in this section detail the feedback provided.

We are proposing four priorities which outline the step changes we are seeking to deliver in our strategy, drawing upon the work Southampton has undertaken to date. These are described as follows:

1. A Culture of going to not through
> *This promotes Southampton as a cultural destination to dwell in and experience for residents and visitors to the city. Our cultural assets and destination marketing will be developed, and we will be a good partner in national moments and events to raise Southampton's profile and ambition.*
> *This will be supported by restoration of the city's heritage assets, public realm initiatives and cultural programming, as well as addressing issues of access, participation and visibility and enabling economic uplift.*

2. A Culture of Creativity and Innovation
> *Creativity and innovation is at the heart of life and commerce within Southampton. Building on the links between the creative industries and Science, Technology, Engineering and Mathematics is an opportunity for innovation and growth.*
> *We will support and grow the creative industries, draw upon local talent to develop our programmes and encourage the development of new businesses and opportunities within the city*

3. A Culture of Opportunity and Inclusivity
> *Delivering social impact, addressing skills and opportunity gaps is really important for Southampton's growth, particularly for young people and other people that need to develop new skills for the future.*
> *We will work with local partners to offer opportunities to 16-24-year-olds classed as NEETS and building on the Royal Society of Arts' Cities of Learning scheme.*
> *We will also seek to implement cultural production hubs across the outer wards of the city, using existing assets or exploring other possibilities in order to provide inclusive opportunities for residents across the city.*

4. A Culture of Health and Wellbeing
> *The positive health and wellbeing benefits of taking part in cultural activities is well established. Partnering with Public Health, Universities and others, we will focus on improving health and wellbeing to advance social prescribing and volunteering.*
> *Aiming to reduce depression and address rising levels of obesity among children and adults, this will also involve partnerships with schools and local community groups to build understanding and improve health and environmental goals.*

Question: **To what extent do you agree with the following priorities?**

"A culture of going <u>to</u> not <u>through</u>"

Overall:
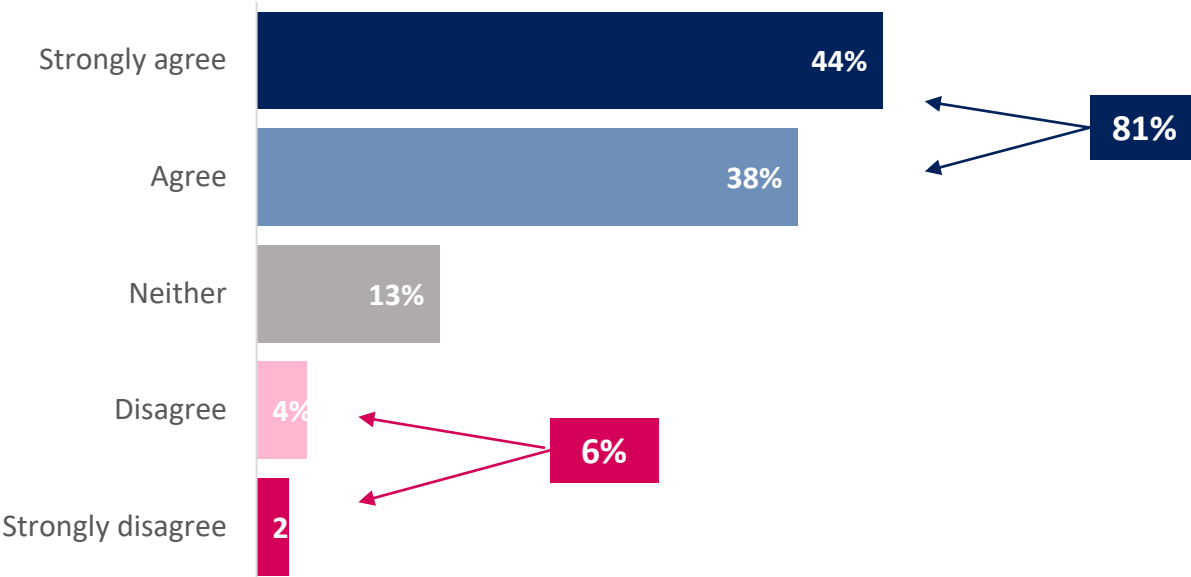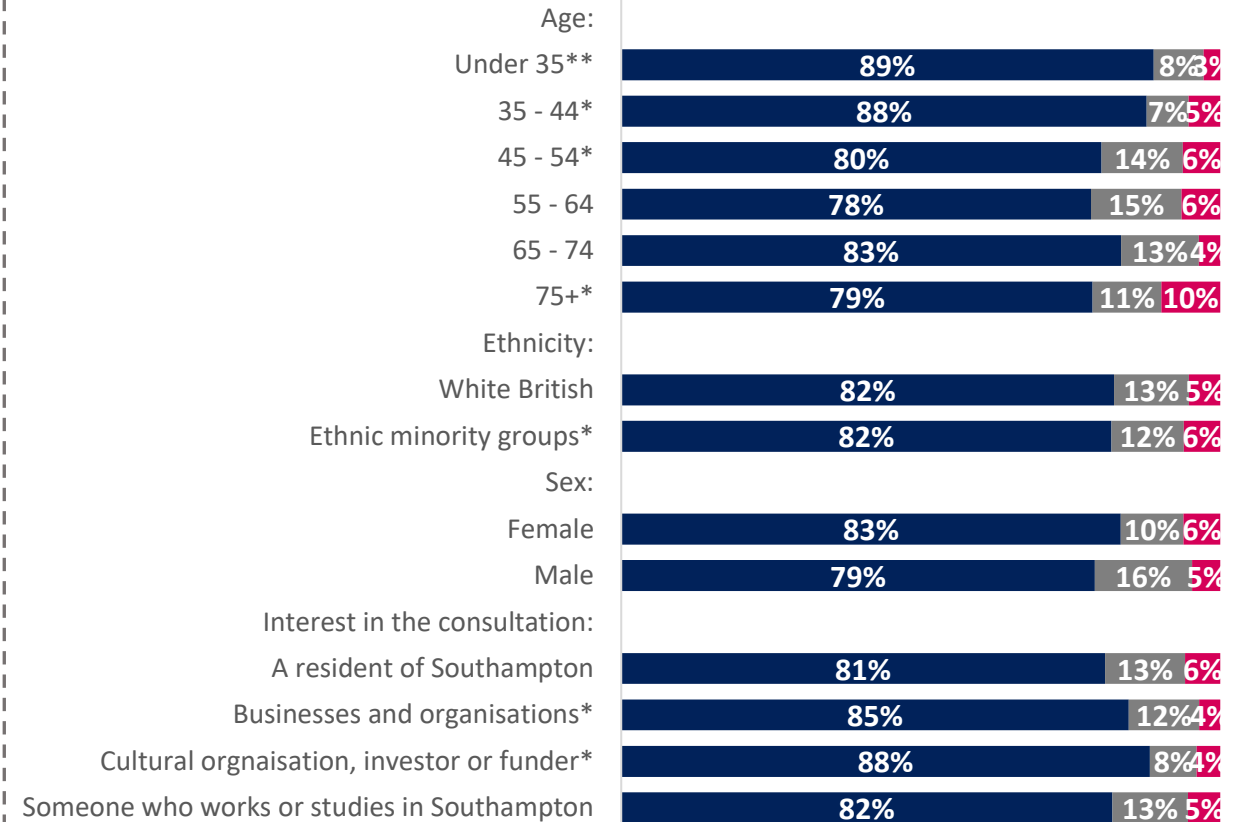
Strongly agree	44%
Agree	38%
Neither	13%
Disagree	4%
Strongly disagree	2

81%

6%

Broken down by demographics:

Age:

	Agree	Neither	Disagree
Under 35**	89%	8%	3%
35 - 44*	88%	7%	5%
45 - 54*	80%	14%	6%
55 - 64	78%	15%	6%
65 - 74	83%	13%	4%
75+*	79%	11%	10%

Ethnicity:

White British	82%	13%	5%
Ethnic minority groups*	82%	12%	6%

Sex:

Female	83%	10%	6%
Male	79%	16%	5%

Interest in the consultation:

A resident of Southampton	81%	13%	6%
Businesses and organisations*	85%	12%	4%
Cultural orgnaisation, investor or funder*	88%	8%	4%
Someone who works or studies in Southampton	82%	13%	5%

■ Agree total ■ Neither ■ Disagree total

*Sample size – fewer than 100 respondents
**Sample size – fewer than 50 respondents

Key findings:

- Despite the majority of respondents in agreement (81%), this priority had the lowest agreement levels, in comparison to the other priorities.

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A culture of going to not through

Total respondents

Theme	Total respondents
Specifically focus on waterfront, pier & river	40
Specifically focus on green spaces and parks	39
Specifically focus on events / activities / festivals	38
Specifically focus on venues & spaces - music / theatre / conference / arts	37
Suggestions to improve visitor experience (destination marketing)	24
Focus on a clean city, reducing rubbish, visually appealing	23
Agreements	22
Promote Southampton's history and achievements	22
Specifically focus on Sea City Museum and other Museums	20
Think about architecture and design of new buildings / refurbishment of buildings	20
Other suggestions to consider	20
Prioritise residents of the city over visitors	19
Specifically focus on sports facilities	14
General concerns with priority	14
Specifically focus on Mayflower Park	13
Specifically focus on shopping / interesting shops / markets	13
Better links between spaces / plan spaces better	10
Specifically build an ice rink	10
Specifically focus on condition of roads	9
Specifically focus on cafes, restaurants, bars, pubs	7
General disagreement with wording of priority	7
Specifically focus on old town / city walls	5
Specifically focus on Bargate / area around Bargate	5
Specifically focus on Highstreet	5
Focus less on cafes / restaurants/ pubs / shops	5
Specifically focus on Bedford Place	3
Specifically focus on hotels / places to stay	2

A total of **225** respondents provided a comment specifically on this priority.
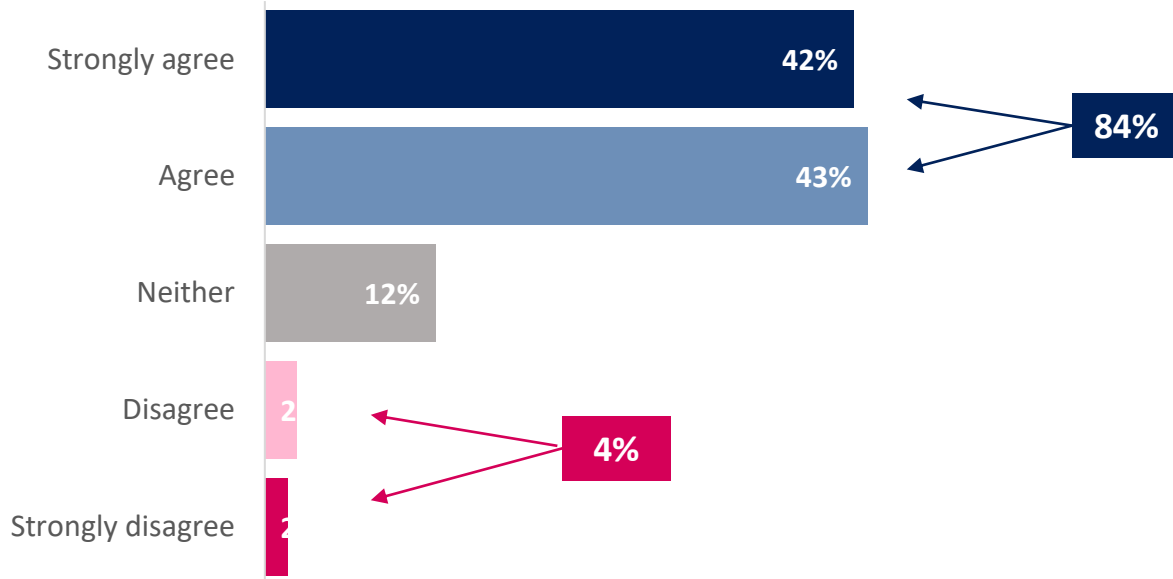The graph shows the total number of respondents by each theme of comment.

Question: **To what extent do you agree with the following priorities?**

"A culture of Creativity and Innovation"

Overall:

- Strongly agree: **42%**
- Agree: **43%**
- **84%**
- Neither: **12%**
- Disagree: **2**
- **4%**
- Strongly disagree: **2**
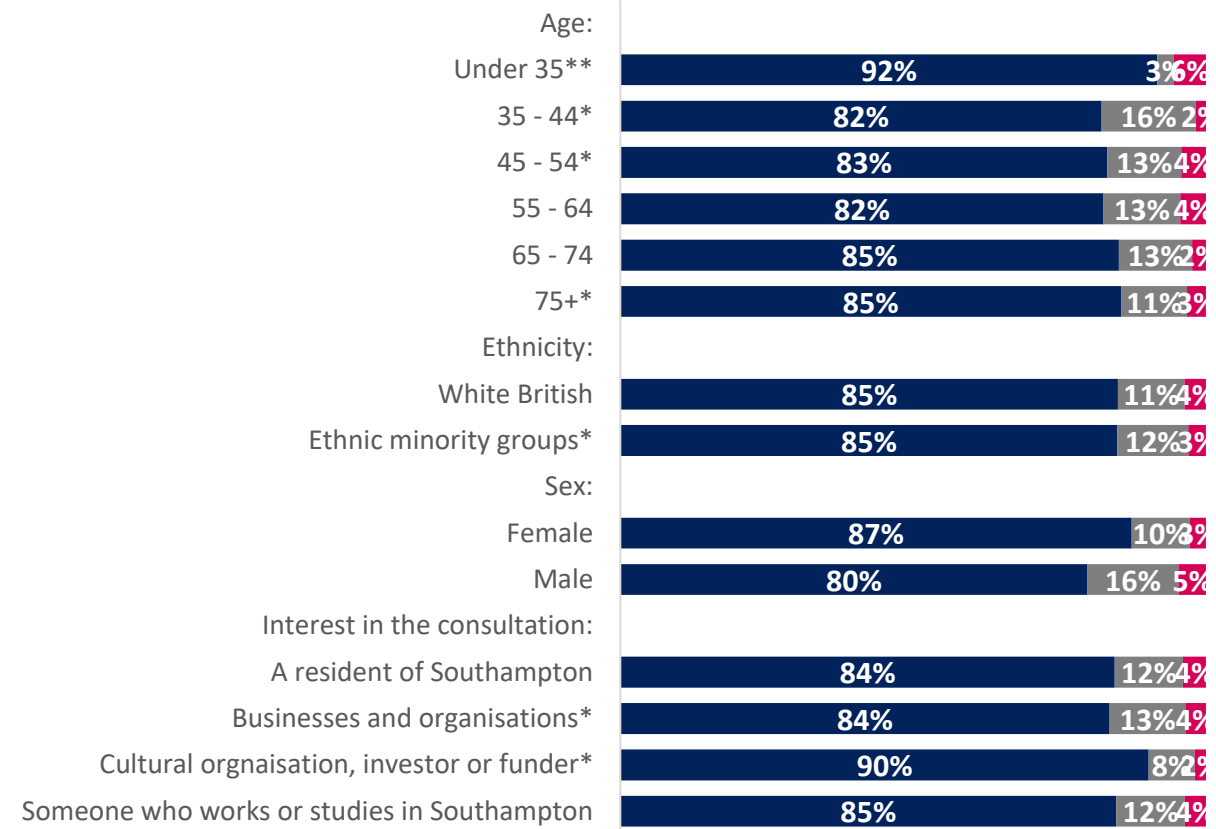
Key findings:

- The majority of respondents (84%) agreed with this priority
- Respondents Under 35 agreed to the highest extent (92%)

Broken down by demographics:

Age:

	Agree total	Neither	Disagree total
Under 35**	92%	3%	6%
35 - 44*	82%	16%	2%
45 - 54*	83%	13%	4%
55 - 64	82%	13%	4%
65 - 74	85%	13%	2%
75+*	85%	11%	3%

Ethnicity:

	Agree total	Neither	Disagree total
White British	85%	11%	4%
Ethnic minority groups*	85%	12%	3%

Sex:

	Agree total	Neither	Disagree total
Female	87%	10%	3%
Male	80%	16%	5%

Interest in the consultation:

	Agree total	Neither	Disagree total
A resident of Southampton	84%	12%	4%
Businesses and organisations*	84%	13%	4%
Cultural orgnaisation, investor or funder*	90%	8%	2%
Someone who works or studies in Southampton	85%	12%	4%

■ Agree total ■ Neither ■ Disagree total

*Sample size – fewer than 100 respondents
**Sample size – fewer than 50 respondents

A culture of Creativity and Innovation

A total of **56** respondents provided a comment specifically on this priority.
The following graph shows the total number of respondents by each theme of comment.
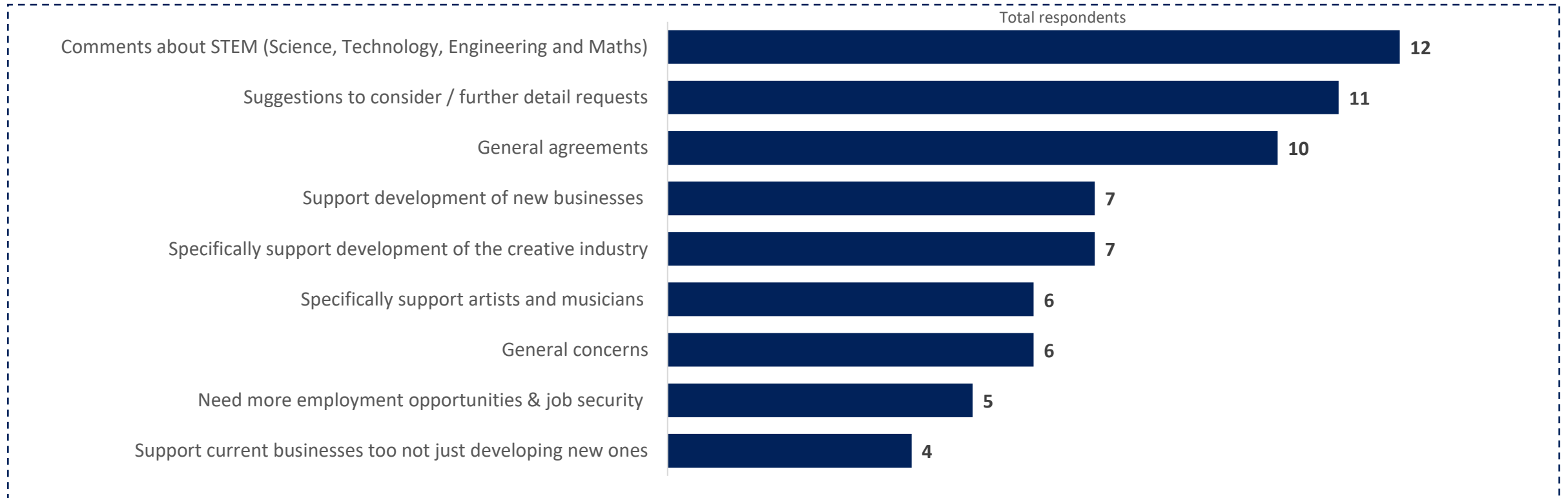
Total respondents

Theme	Count
Comments about STEM (Science, Technology, Engineering and Maths)	12
Suggestions to consider / further detail requests	11
General agreements	10
Support development of new businesses	7
Specifically support development of the creative industry	7
Specifically support artists and musicians	6
General concerns	6
Need more employment opportunities & job security	5
Support current businesses too not just developing new ones	4

"Be sure to include the humanities - history, geography, philosophy and languages - in your programme."

"More space for small businesses to work have an office would be great at affordable costs"

"We need to draw all people into creative & innovative development of the city for the well-being of all its residents in and around the city."

"Entice more business's to start up in Southampton, both national and international."
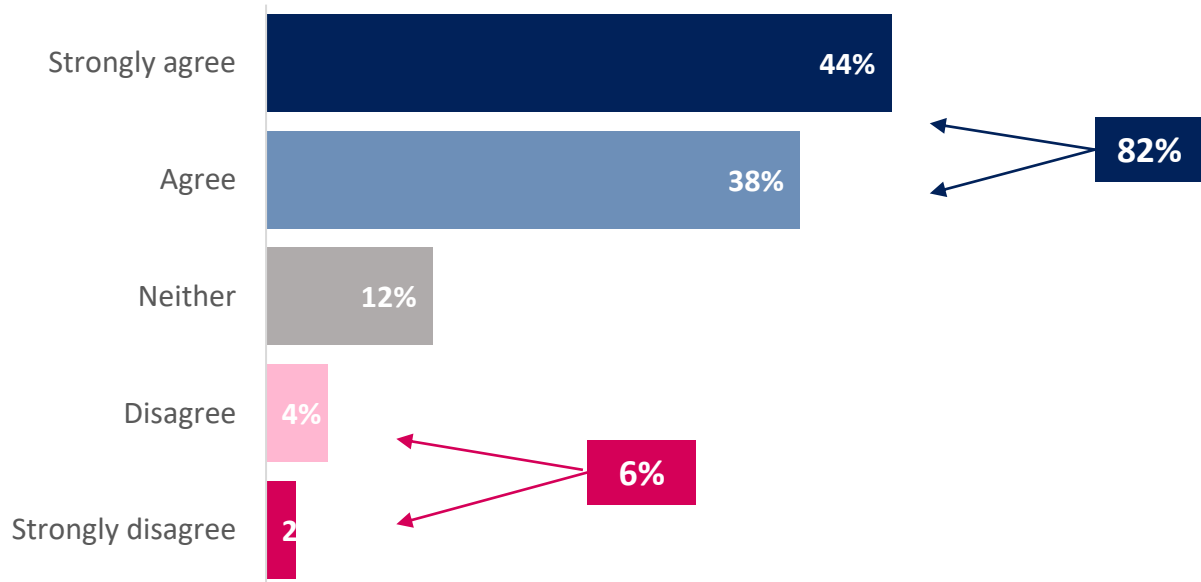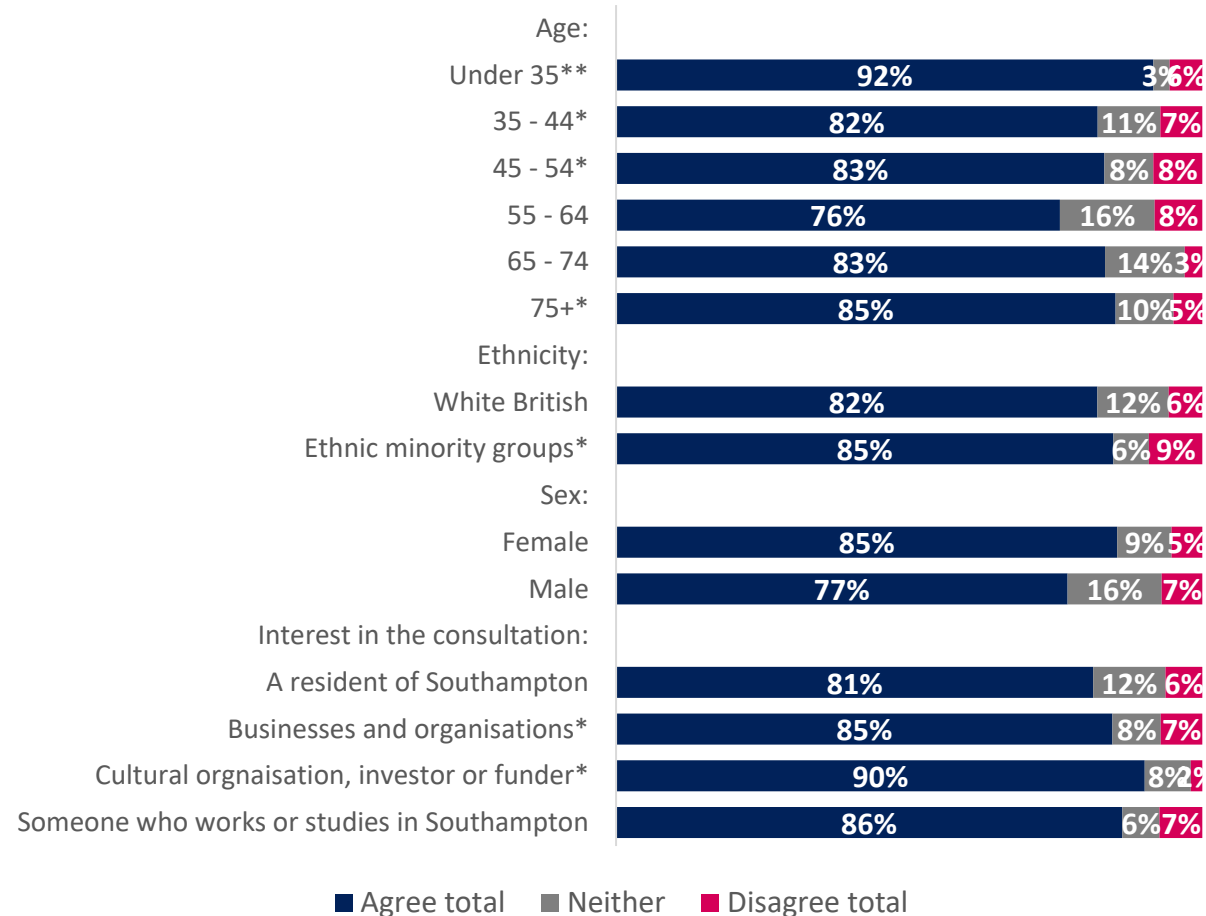
Question: **To what extent do you agree with the following priorities?**

"A culture of Opportunity and Inclusivity"

Overall:

- Strongly agree: **44%**
- Agree: **38%**
- Neither: **12%**
- Disagree: **4%**
- Strongly disagree: **2**

82%

6%

Key findings:

- The majority of respondents agreed with this priority (82%)
- Respondents Under 35 agreed to the highest extent (92%)

Broken down by demographics:

	Agree total	Neither	Disagree total
Age:			
Under 35**	92%	3%	6%
35 - 44*	82%	11%	7%
45 - 54*	83%	8%	8%
55 - 64	76%	16%	8%
65 - 74	83%	14%	3%
75+*	85%	10%	5%
Ethnicity:			
White British	82%	12%	6%
Ethnic minority groups*	85%	6%	9%
Sex:			
Female	85%	9%	5%
Male	77%	16%	7%
Interest in the consultation:			
A resident of Southampton	81%	12%	6%
Businesses and organisations*	85%	8%	7%
Cultural orgnaisation, investor or funder*	90%	8%	2%
Someone who works or studies in Southampton	86%	6%	7%

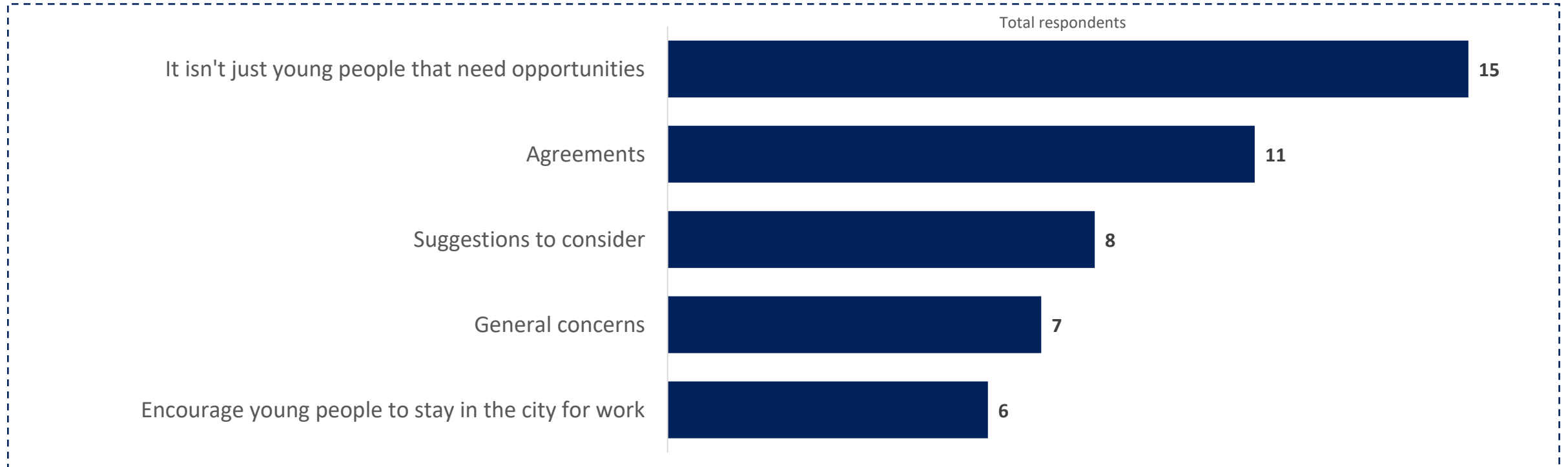■ Agree total ■ Neither ■ Disagree total

*Sample size – fewer than 100 respondents
**Sample size – fewer than 50 respondents

A culture of Opportunity and Inclusivity

A total of **45** respondents provided a comment specifically on this priority.
The following graph shows the total number of respondents by each theme of comment.

Total respondents

Theme	Count
It isn't just young people that need opportunities	15
Agreements	11
Suggestions to consider	8
General concerns	7
Encourage young people to stay in the city for work	6

"Work with young people is important, but not everyone who needs support and encouragement is young. Not everyone who is starting out in a cultural field is young. No-one who is changing career is likely to be young."

"Catching children early in life is always important in them realising that they can 'do things'. This increases their confidence which is necessary if they are to succeed in life. "

"Southampton needs to encourage students to see it as a forever place not just a study venue!"

"'Opportunity' and 'Inclusivity' seem the trickiest ones to me in the very poor economic climate we are in which will affect both of these aims hugely. "
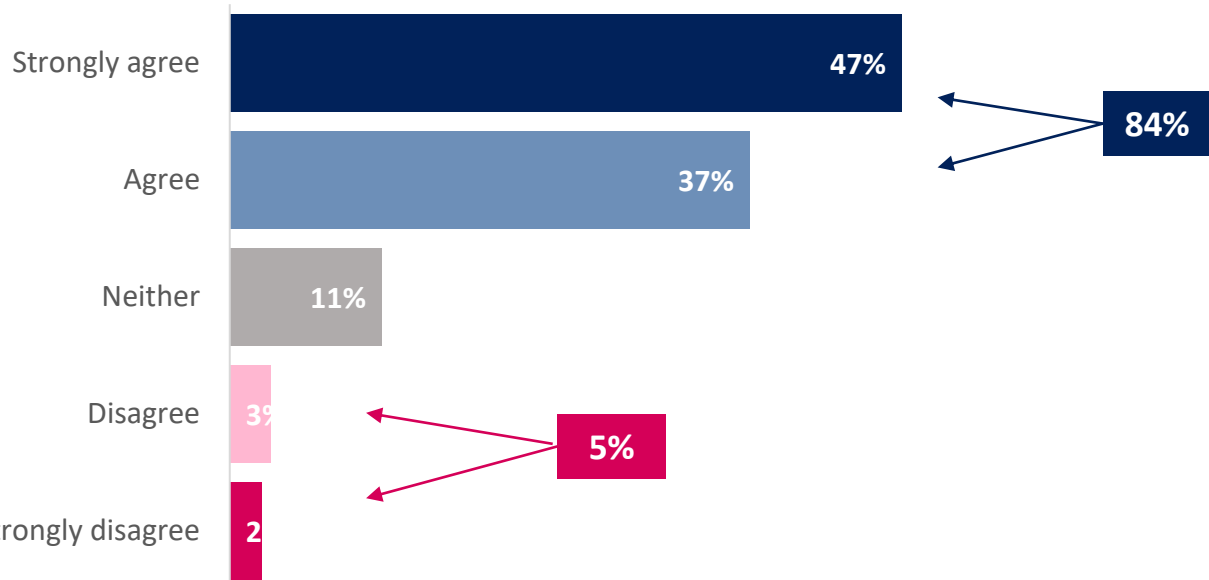
Question: **To what extent do you agree with the following priorities?**

"A culture of Health and Wellbeing"

Overall:
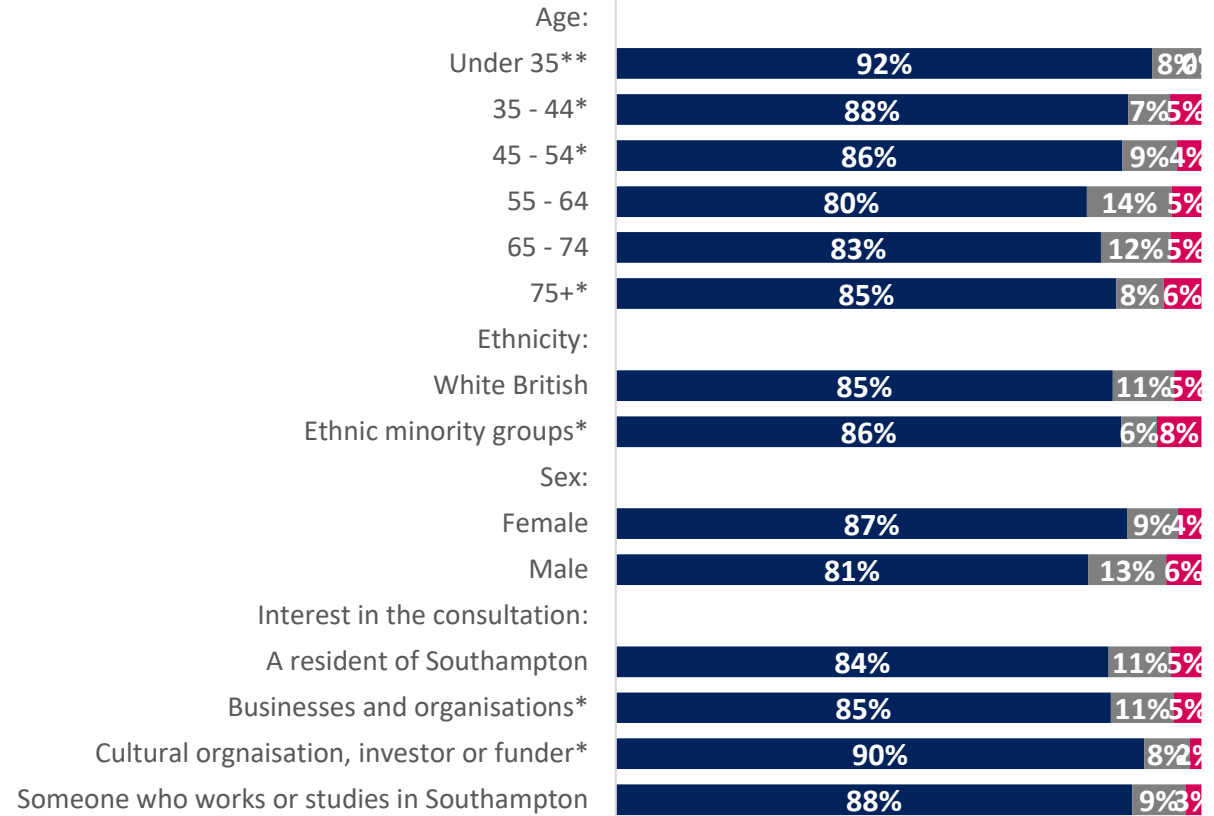
Response	%
Strongly agree	47%
Agree	37%
Neither	11%
Disagree	3%
Strongly disagree	2

84%

5%

Key findings:

- The majority of respondents agreed with this priority (84%)

- Respondents Under 35 agreed to the highest extent (92%)

Broken down by demographics:

	Agree total	Neither	Disagree total
Age:			
Under 35**	92%	8%	
35 - 44*	88%	7%	5%
45 - 54*	86%	9%	4%
55 - 64	80%	14%	5%
65 - 74	83%	12%	5%
75+*	85%	8%	6%
Ethnicity:			
White British	85%	11%	5%
Ethnic minority groups*	86%	6%	8%
Sex:			
Female	87%	9%	4%
Male	81%	13%	6%
Interest in the consultation:			
A resident of Southampton	84%	11%	5%
Businesses and organisations*	85%	11%	5%
Cultural orgnaisation, investor or funder*	90%	8%	2%
Someone who works or studies in Southampton	88%	9%	3%

■ Agree total ■ Neither ■ Disagree total

*Sample size – fewer than 100 respondents
**Sample size – fewer than 50 respondents

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A culture of Health and Wellbeing

A total of **65** respondents provided a comment specifically on this priority.
The following graph shows the total number of respondents by each theme of comment.

Total respondents

Theme	Value
Agreement with focus on Health and Wellbeing	20
Suggestions for improving health and wellbeing	14
Further suggestions and concerns	12
Further detail needed (aims, targets, impacts, investment)	8
Sensitivity around obesity	6
Agreement with benefit of taking part in cultural activities	5
Focus on healthcare / NHS generally	5
Unsure of the link within a cultural strategy	4
Lack of confidence in it being achieved	2
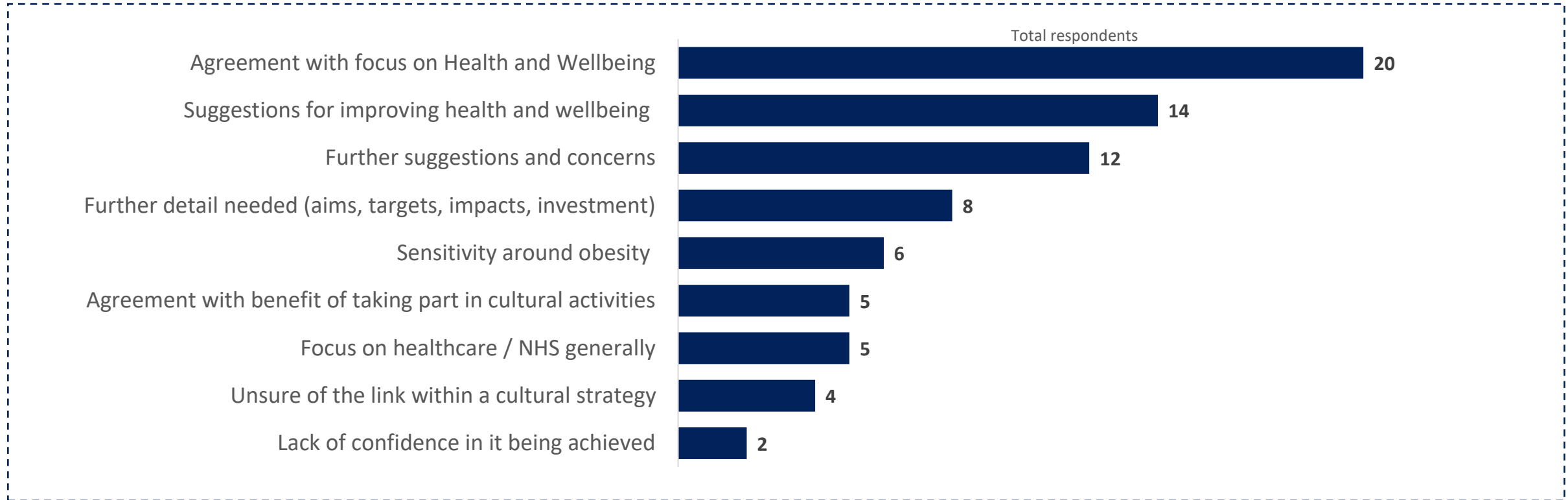
"It is vital going forwards that health and well-being are taken seriously and promoted by those in the council"

"The wellbeing of art, crafts, music, theatre, green spaces, nature is endless. "

"Partnering is important but focus on positives of engagement , enrichment , enjoyment which will provide the benefits rather than put in terms of addressing depression and obesity"

"there is nothing about fitness in this"

"What does ' social prescribing' mean? "

Investment Priorities

The next theme covered within the questionnaire was Investment Priorities. As part of this, respondents were asked to provide feedback. The following slides in this section detail the feedback provided.

Whilst there has been considerable cultural and wider public realm investment across the city, over the next 10 years there is further work to be done. Financing will be undertaken as a partnership approach with key organisations, including Arts Council England, National Lottery Heritage Fund, anchor institutions and business, as well targeted fundraising campaigns:

➢ **Completing the Cultural Quarter.**
   This brings together the visions for reimagining the Art Gallery, Central Library and The Guildhall, Sir James Matthews building (Solent University) and the wider public realm to join up with the masterplans associated with The Saints Mile, Mayflower Quarter, the Civic Centre and work of the John Hansard Gallery (University of Southampton), MAST and other cultural partners.

➢ **Cultural Education Partnership.**
   This builds on the financial and strategic investment by Artswork and other consortium partners to embed cultural education in the curriculum, and to equip young people with the skills and knowledge to build resilient and productive futures for themselves and their communities.

➢ **Cultural production hubs and creative zones.**
   This focuses on extending the cultural infrastructure beyond the city centre utilising and enhancing existing community facilities across our districts; and creating mechanisms that allow artists to flourish, potentially adapting the Local Government Association's Creative Enterprise Zone model.

➢ **National Spitfire Monument.**
   An independent trust has bold plans to create a new Monument in Southampton, building on the technological innovation that created this iconic plane, as well as the communities that were instrumental in making and sustaining it during the Second World War. A site has been identified and planning permission secured, with feasibility and fundraising strategies being developed.

➢ **Heritage Asset Strategy and Plan.**
   Following a detailed condition assessment of the Council-owned heritage assets, significant investment is to be made to improve the condition of these important assets. A schedule of prioritisation is under way to address the significant heritage needs and the opportunities to support place and destination creation over the next five years.

➢ **Solent Sky Museum.**
   With its important aviation and industrial collections, trustees are developing plans to extend the offer in the current location including a new event/ corporate space, café and display spaces. This is likely to be the subject of a bid to the National Lottery Heritage Fund and builds on smaller grants they have secured for delivering exhibitions and activity to its audiences.

➢ **College Street Container Park.**
   With planning permission approved in 2020, this independent consortium is seeking to provide improved offerings for start-ups and creative industries, adding to the vitality of the city centre, close to the emerging Oxford Street destination, and Artists' Studios run by 'a space arts'.

➢ **Creative Campus.**
   The University of Southampton's investment in developing a creative campus centred on the campus theatre and Turner Sims, to enhance student experience, increase public engagement with its teaching and research, linking with cultural partnership provision in the city to become a Civic University.
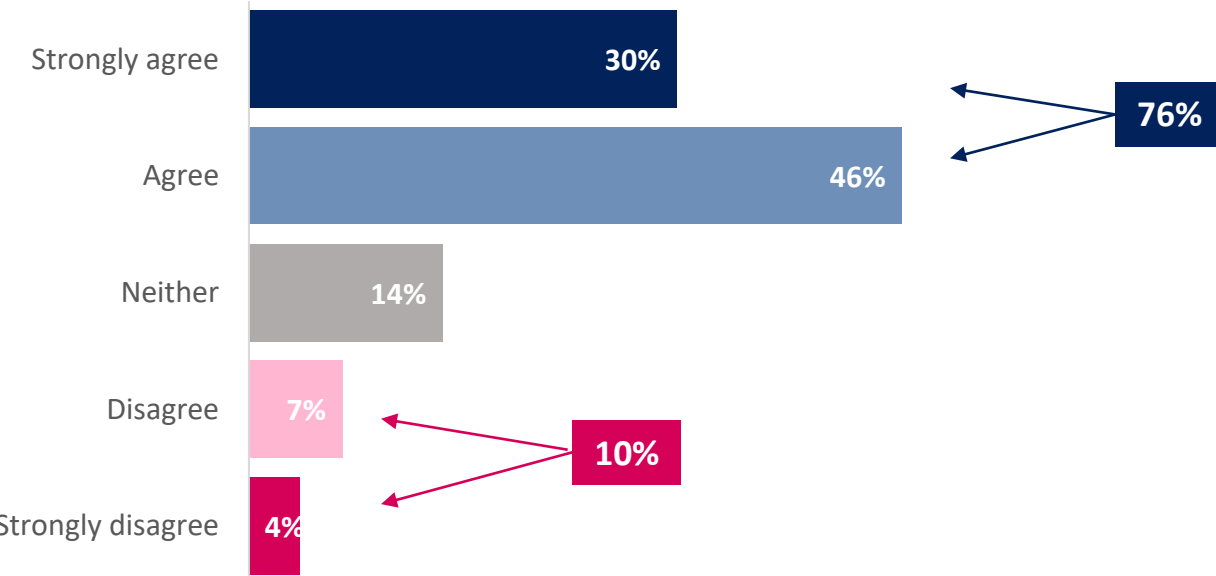
➢ **ACE NPO Funding**
   With a 13% uplift in Arts Council England investment in the city in 2018, opportunities will be explored to extend this to help build capacity as well as the representation of additional cultural disciplines and address gaps in provision.
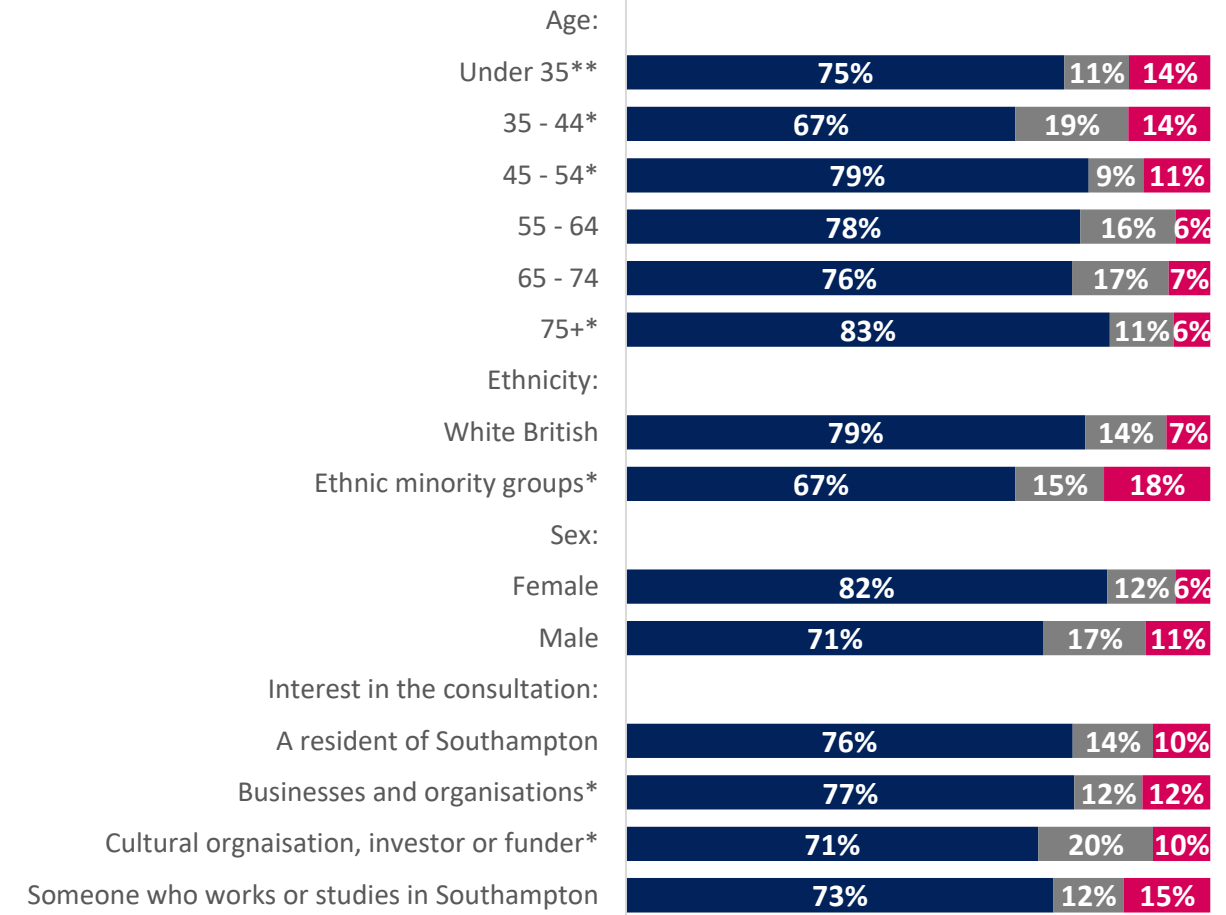
Question: **To what extent do you agree with these investment priorities?**

Overall:

- Strongly agree — **30%**
- Agree — **46%**
- Neither — **14%**
- Disagree — **7%**
- Strongly disagree — **4%**

76%

10%

Broken down by demographics:

Age:

	Agree total	Neither	Disagree total
Under 35**	75%	11%	14%
35 - 44*	67%	19%	14%
45 - 54*	79%	9%	11%
55 - 64	78%	16%	6%
65 - 74	76%	17%	7%
75+*	83%	11%	6%

Ethnicity:

	Agree total	Neither	Disagree total
White British	79%	14%	7%
Ethnic minority groups*	67%	15%	18%

Sex:

	Agree total	Neither	Disagree total
Female	82%	12%	6%
Male	71%	17%	11%

Interest in the consultation:

	Agree total	Neither	Disagree total
A resident of Southampton	76%	14%	10%
Businesses and organisations*	77%	12%	12%
Cultural orgnaisation, investor or funder*	71%	20%	10%
Someone who works or studies in Southampton	73%	12%	15%

■ Agree total ■ Neither ■ Disagree total

*Sample size – fewer than 100 respondents
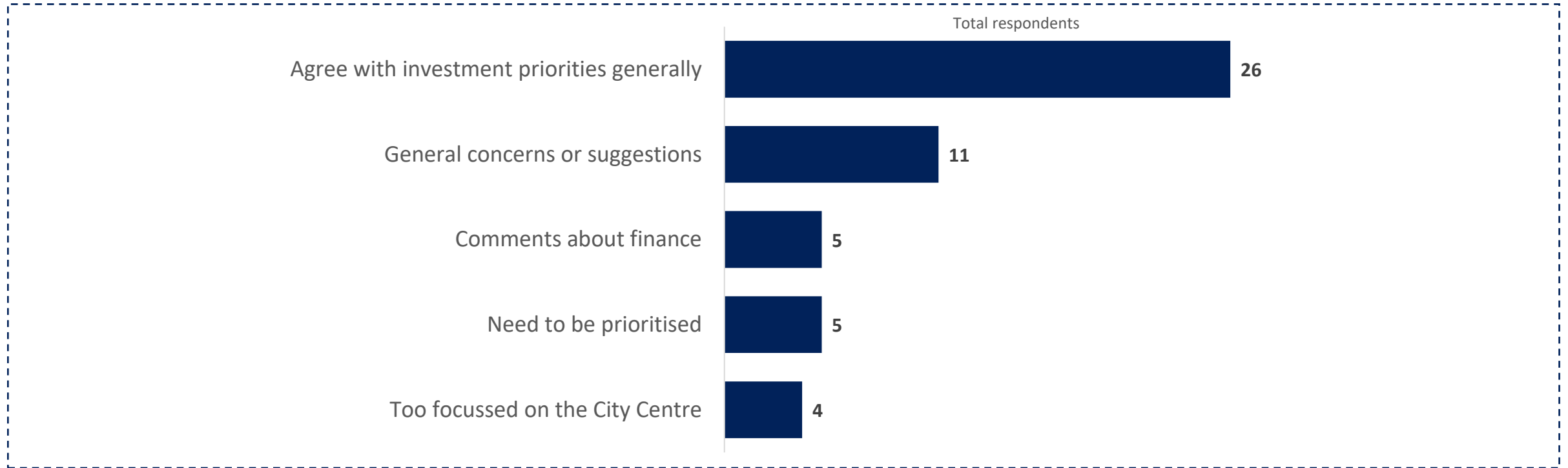**Sample size – fewer than 50 respondents

Key findings:

- Just over 3 quarters of respondents agreed with the investment priorities (76%).
- Respondents over 75 (83%) and females (82%) appeared to agree with these priorities to the highest extent.

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General comments on the investment priorities

The following graph shows the total number of respondents that provided feedback more generally about the investment priorities.

Total respondents

Theme	Value
Agree with investment priorities generally	26
General concerns or suggestions	11
Comments about finance	5
Need to be prioritised	5
Too focussed on the City Centre	4

"They sound like great investments for the future."

"I just feel that too much investment in the same few arts and cultural organisations needs to be addressed and better support given to grassroots and community organisations"
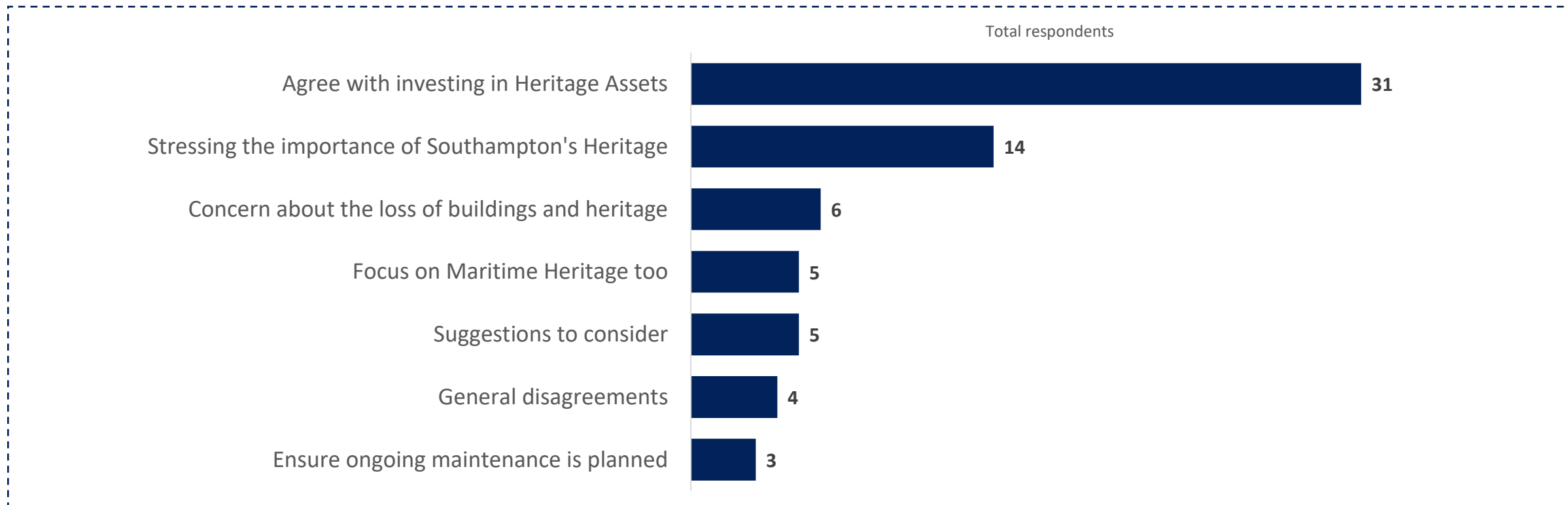
"Everything else appears to be investment by some other organisation and therefore outside council control"

"The priorities for investment should be those that will have the most positive impact on the most people."

Heritage Asset Strategy and Plan

A total of **63** respondents provided a comment specifically on this investment priority.
The following graph shows the total number of respondents by each theme of comment.

Total respondents

Theme	Respondents
Agree with investing in Heritage Assets	31
Stressing the importance of Southampton's Heritage	14
Concern about the loss of buildings and heritage	6
Focus on Maritime Heritage too	5
Suggestions to consider	5
General disagreements	4
Ensure ongoing maintenance is planned	3

"I very much support the maintenance of our heritage, the buildings, the landmarks, these are really what makes Southampton special and we need to protect Southampton Common at all costs."

"Once heritage assets are restored there must be a commitment for ongoing upkeep and maintaince of them even regular cleaning would be a improvement."
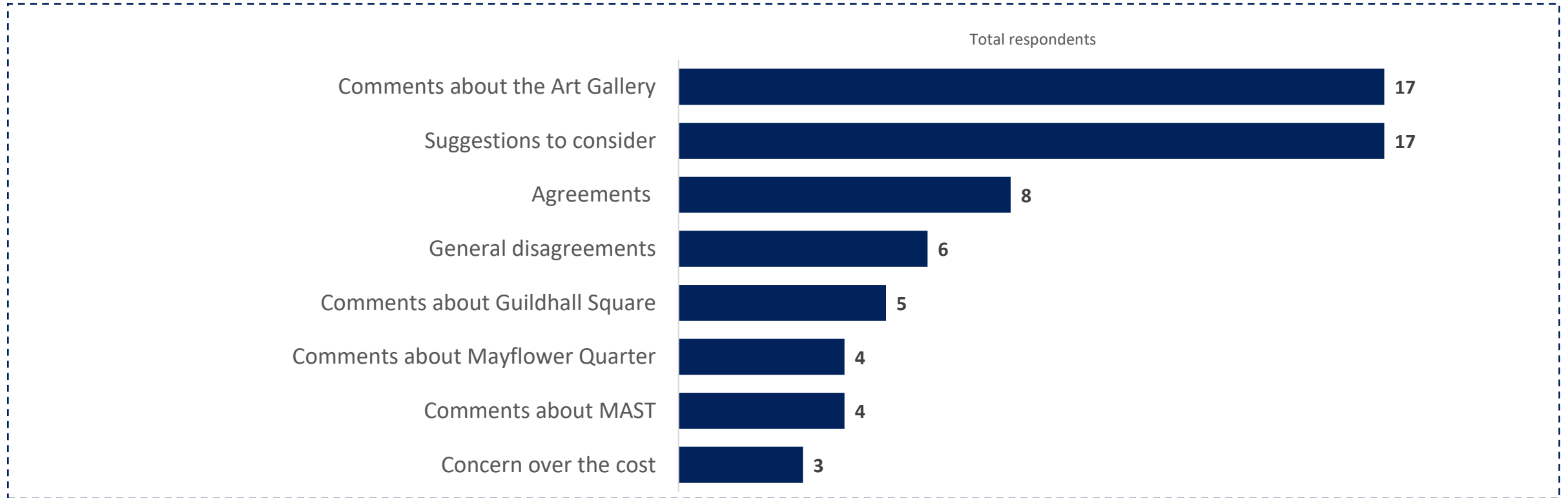
"Let's stop clinging to the past and design things to be used instead of admired."

"When thinking about historic assets should consider preservation of buildings which are iconic to citizens - and part of local streetscapes - but not formally listed or of huge architectural value."

Cultural Quarter

A total of **54** respondents provided a comment specifically on this investment priority.
The following graph shows the total number of respondents by each theme of comment.

Total respondents

Theme	Value
Comments about the Art Gallery	17
Suggestions to consider	17
Agreements	8
General disagreements	6
Comments about Guildhall Square	5
Comments about Mayflower Quarter	4
Comments about MAST	4
Concern over the cost	3

"What is "reimagining" the Art Gallery"

"The cultural area needs to appeal to all."

"We need our residents to feel proud of our city and improvement of the culture quarter is a good start."

"The development of the Cultural Quarter has had mixed results "

"Do something bold with Guildhall square "

Cultural Education Partnership

A total of **15** respondents provided a comment specifically on this investment priority.
The following graph shows the total number of respondents by each theme of comment.

Total respondents

Suggestions to consider and concerns	11
Agreements	5
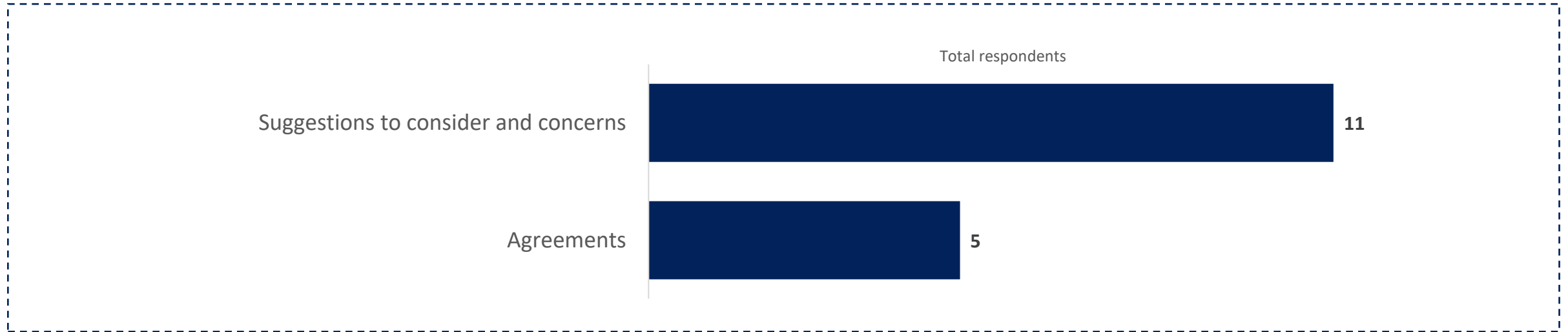
"Much more art embedded in the curriculum for all children and students (not just for art students) throughout their education. Then let cultural activity burst forth. Too often over-subsidised arts facilities produce insipid work, of little value to anybody."
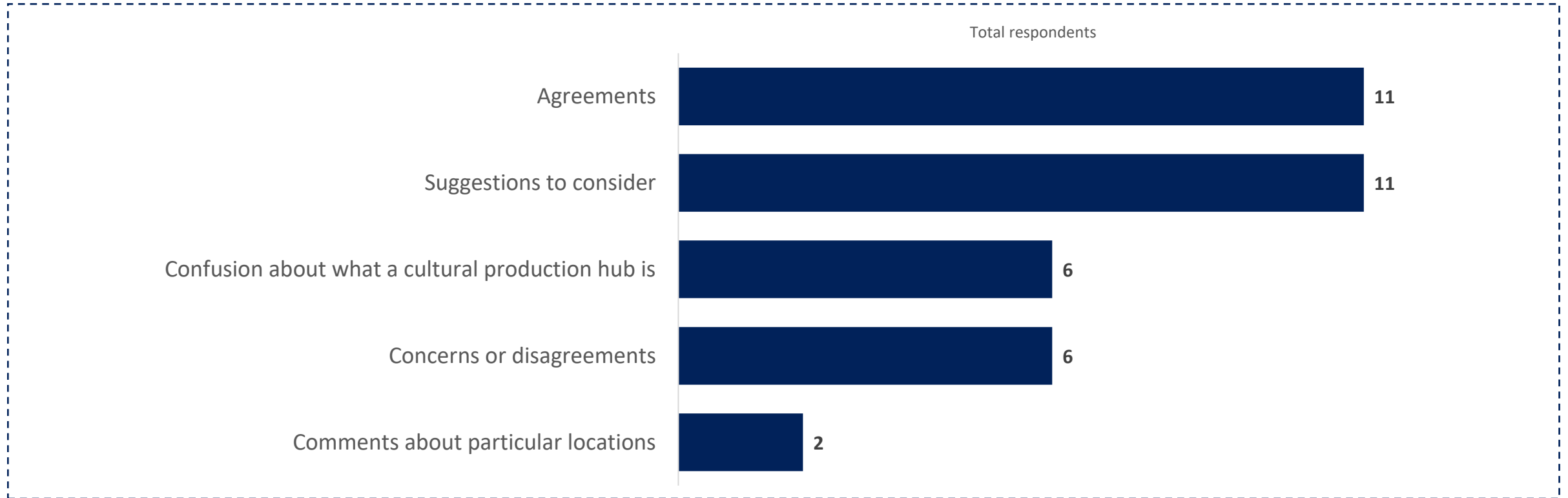
"it is assumed that SCC can influence a National Curriculum by embedding a 'new subject' - cultural education. I think this idea is naive and just hope-words. What is already in the curriculum of a cultural nature and why not promote that?.""

"As to the 'Cultural Education Partnership', this seems pretty ambitious at a time of such economic shortages."

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Cultural production hubs and creative zones

A total of **33** respondents provided a comment specifically on this investment priority.
The following graph shows the total number of respondents by each theme of comment.

Total respondents

Theme	Count
Agreements	11
Suggestions to consider	11
Confusion about what a cultural production hub is	6
Concerns or disagreements	6
Comments about particular locations	2

"The cultural production hubs sound really exciting"

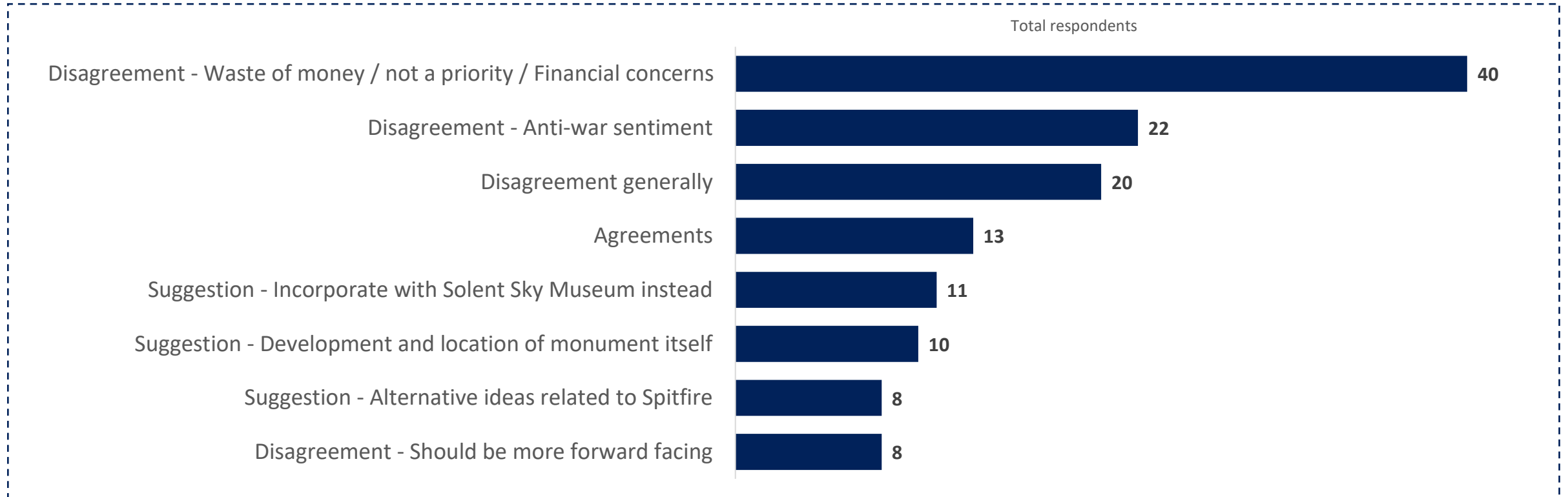*"What is a cultural production hub and who will be running those? Not sure how these work in practice"*

"You need to ensure that people feel welcome at community hubs. "

"I am very wary of the creation of new creative spaces when we struggle to keep what we have open and accessible. More venues isn't always the answer - we need as many as we can sustainably maintain but no more"

National Spitfire Monument

A total of **101** respondents provided a comment specifically on this investment priority.
The following graph shows the total number of respondents by each theme of comment.

Total respondents

Theme	Count
Disagreement - Waste of money / not a priority / Financial concerns	40
Disagreement - Anti-war sentiment	22
Disagreement generally	20
Agreements	13
Suggestion - Incorporate with Solent Sky Museum instead	11
Suggestion - Development and location of monument itself	10
Suggestion - Alternative ideas related to Spitfire	8
Disagreement - Should be more forward facing	8

"The Spitfire monument is not good value for money and should be removed from the investment plans with the funds reallocated elsewhere."

"it is not clear what benefit it would bring to the people of Southampton"

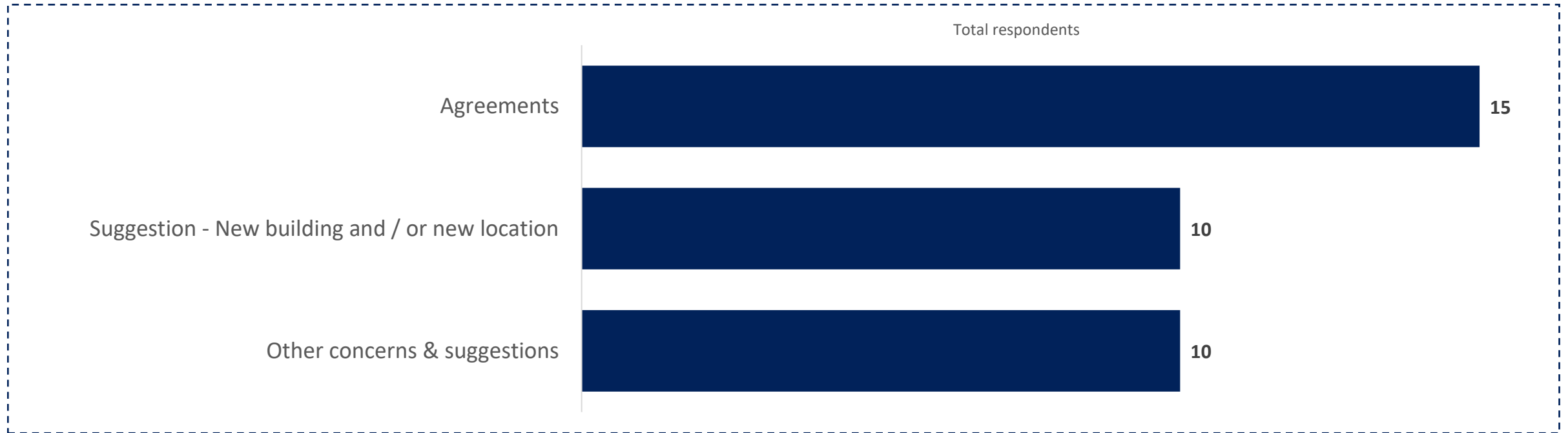*"The spitfire is a weapon of war and so this needs to be handled carefully"*

"About time! The Spitfire was an iconic achievement for our city with so much history attached to it. "

"Perhaps the Spitfire Monument could be integrated into plans for the Sky Museum?"

Solent Sky Museum

A total of **32** respondents provided a comment specifically on this investment priority.
The following graph shows the total number of respondents by each theme of comment.

Total respondents

Theme	Total respondents
Agreements	15
Suggestion - New building and / or new location	10
Other concerns & suggestions	10

*"Solent Sky is a National Treasure which seems forgotten by the city. "*

"We need a joined up maritime and Solent Sky space in a spectacular building near the docks. "

"I don't know whether they are in order of priority but static museums/ monuments do not add much to the dynamic culture of the city. "

College Street Container Park

A total of **22** respondents provided a comment specifically on this investment priority.
The following graph shows the total number of respondents by each theme of comment.

Total respondents

Concerns and suggestions — 14

Agreements — 11
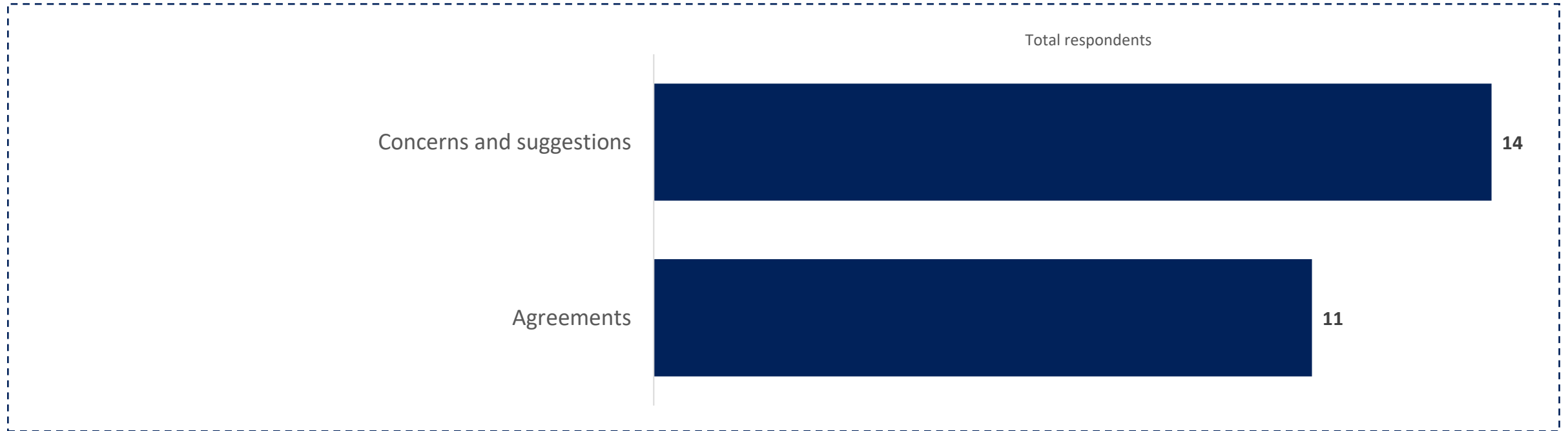
"Container park is a great idea."

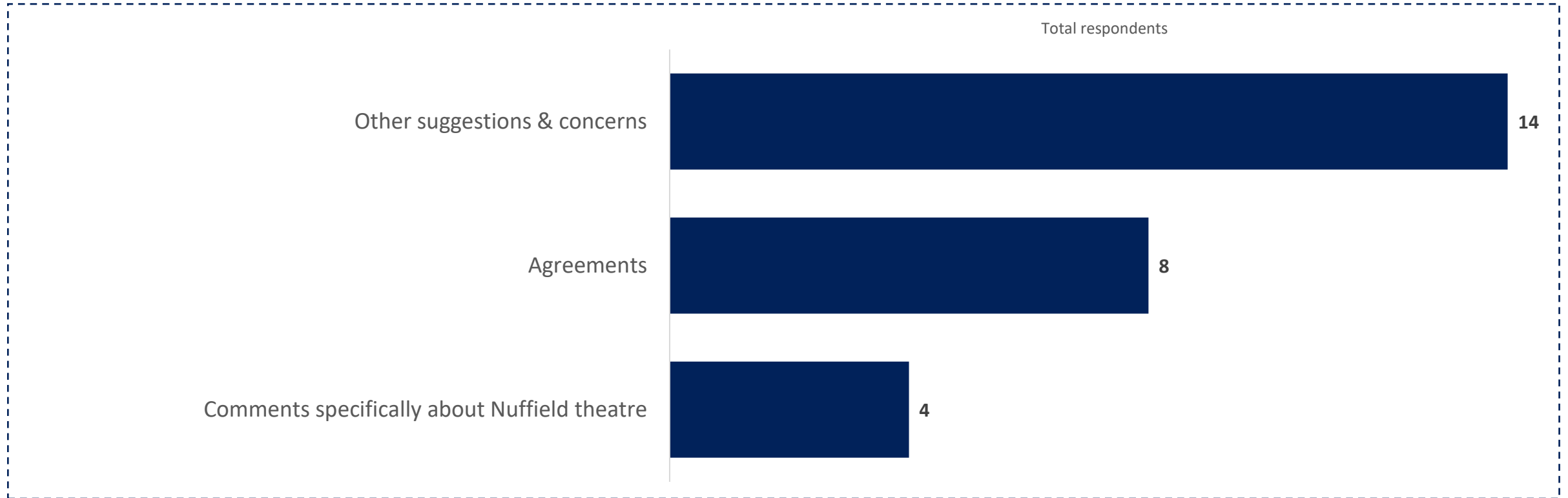"if College St car park will now be filled with containers, where do visitors to Oxford St park in future? "

"I would also like community projects to be included for the Container Park, as we rarely have money to invest in office/interaction space."

"The College Street Container Park is a very nice idea but a shipping container is not a very adaptable space and they are horrendously expensive to convert"

Creative Campus

A total of **22** respondents provided a comment specifically on this investment priority.
The following graph shows the total number of respondents by each theme of comment.

Total respondents

Theme	Count
Other suggestions & concerns	14
Agreements	8
Comments specifically about Nuffield theatre	4

"The Creative Campus on the other hand will not only provide for locals, it might well attract visitors from London, etc. and being very conspicuous to students who have long term addresses elsewhere will boost the image of Southampton as a cultural destination"

"does this mean the Nuffield Campus Theatre despite its closure to the public is remaining in use as a theatre? If so agree student theatre would enhance student experience"

"Southampton is rapidly becoming a Campus City with everything being geared towards Students. "

ACE NPO Funding

A total of 11 respondents provided a comment specifically on this investment priority.
The following graph shows the total number of respondents by each theme of comment.

Total respondents

Suggestions and concerns 8

Agreements 4
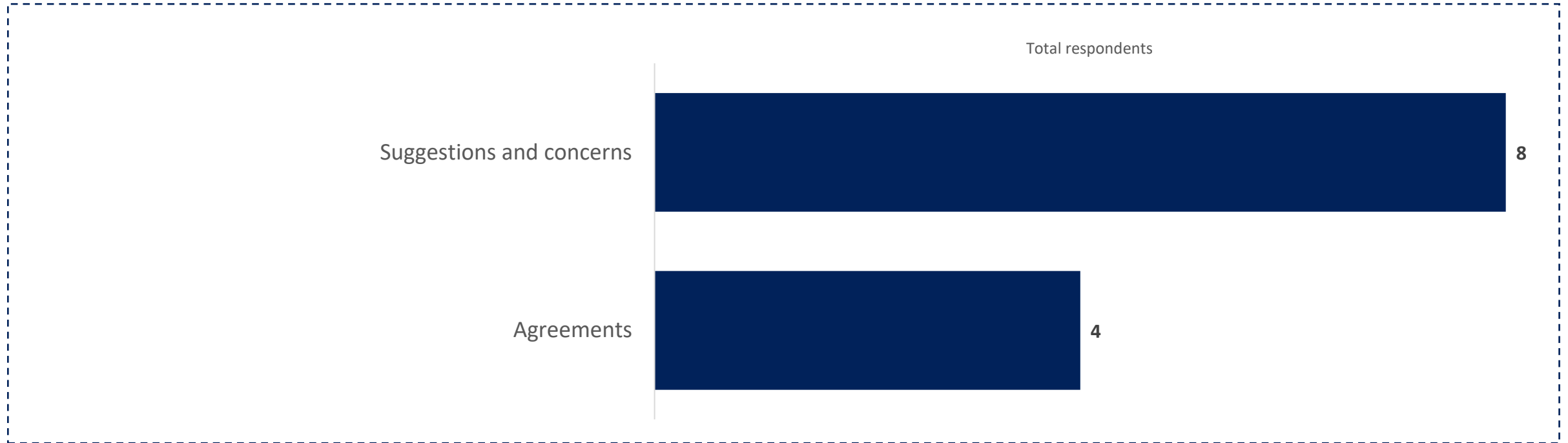
"More funding is always good "

"As to the 'ACE NPO Funding', would that not be better focused on one of the programmes above it?"

"Use ACE cash and partnership funding to build a sustainable model that generates own income not merely to subsidise short term access goals or gaps in provision."

Overall Strategy

Reading the strategy

Have you read the proposed draft strategy? **39%** Yes, all of it   **40%** Yes, some of it   **21%** No

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

The draft strategy is easy to understand

- **64%** Agree or strongly agree
- **24%** Neither agree or disagree
- **13%** Disagree or strongly disagree

- Strongly agree
- Agree
- Neither
- Disagree
- Strongly disagree

9% / 55% / 24% / 9% / 3%
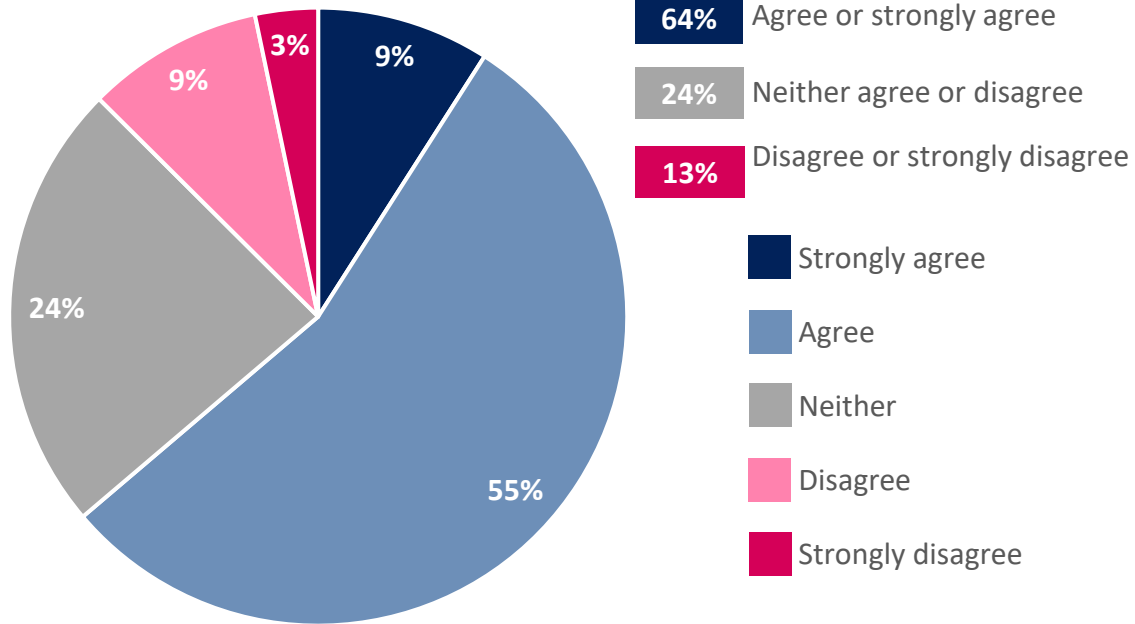
Base respondents: 486

The draft strategy provides sufficient information

- **57%** Agree or strongly agree
- **22%** Neither agree or disagree
- **21%** Disagree or strongly disagree

- Strongly agree
- Agree
- Neither
- Disagree
- Strongly disagree

8% / 49% / 22% / 15% / 5%
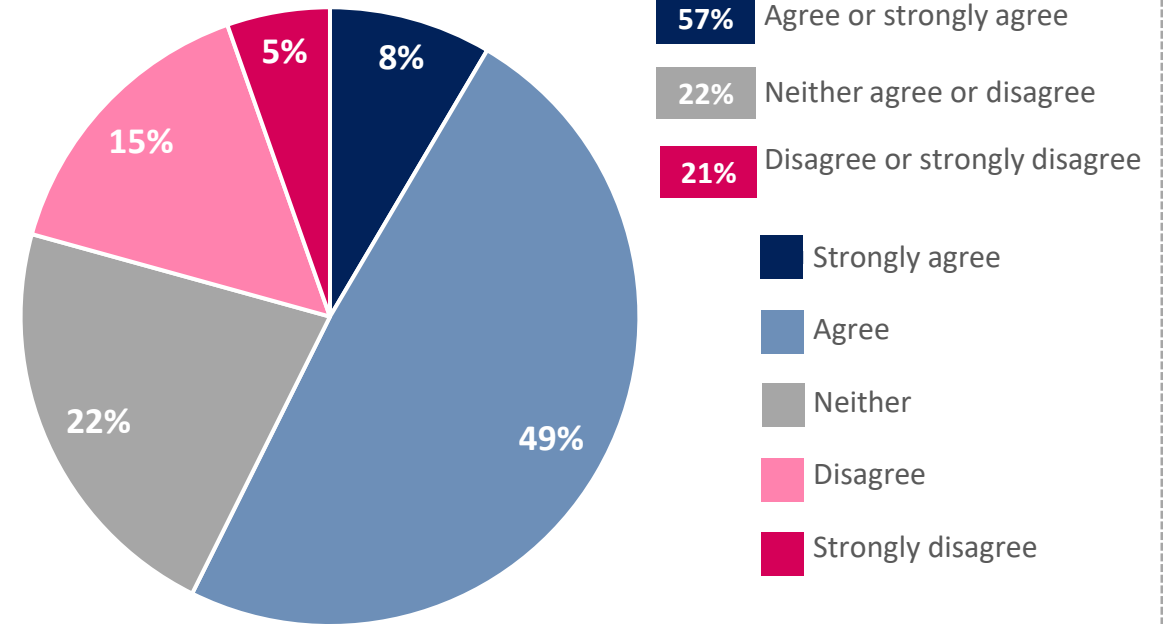
Base respondents: 483

A total of **180** respondents provided a comment specifically on reading the strategy.
The following graph shows the total number of respondents by each theme of comment.

Total respondents

Theme	Total respondents
Not accessible / difficult to understand / jargon / buzz words	80
More detail required generally	58
More detail required - specifically the 'how'	38
More detail required - specifically finance	25
Needs to be more concise	21
More detail required - specifically on monitoring success / timescales	21
Dislike the alliteration of the 'R's	12
Positive comments on reading the strategy	6
Other reading the strategy	6

"The wording of the proposals are difficult to read and full of corporate spiel that will not appeal to the masses - the every people you want on board with this project"

"It's quite difficult to visualise what each of the aspects of the proposal will entail - some precise examples would help clarify this."
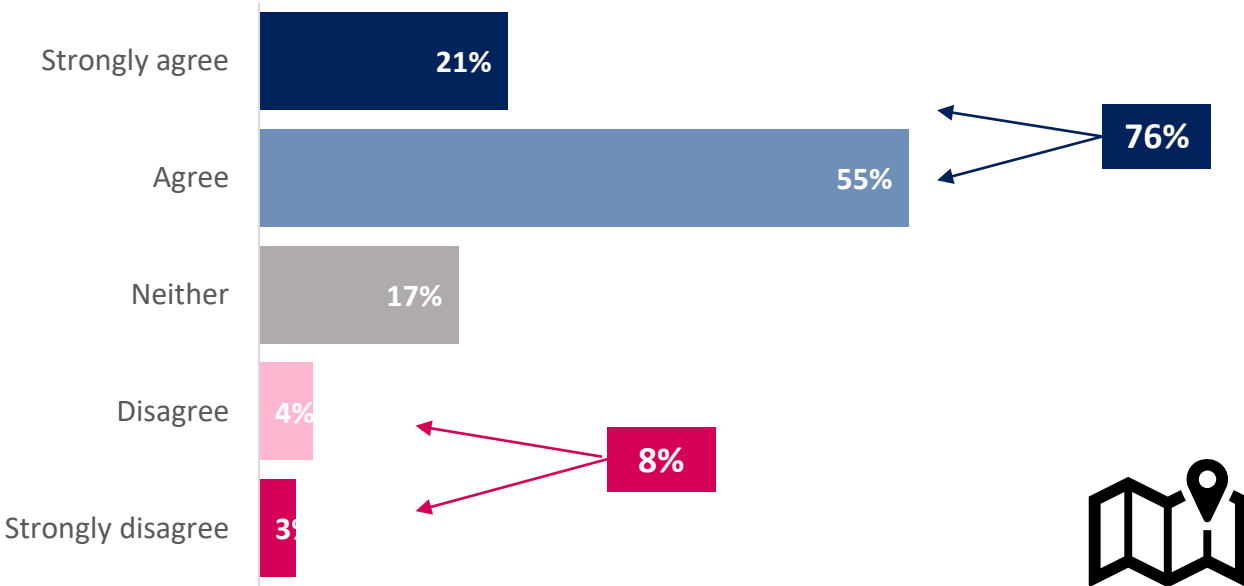
"These are just words. How are they going to be realized ?"

"how much local funding, how much national funding, what is the distribution of funding,"
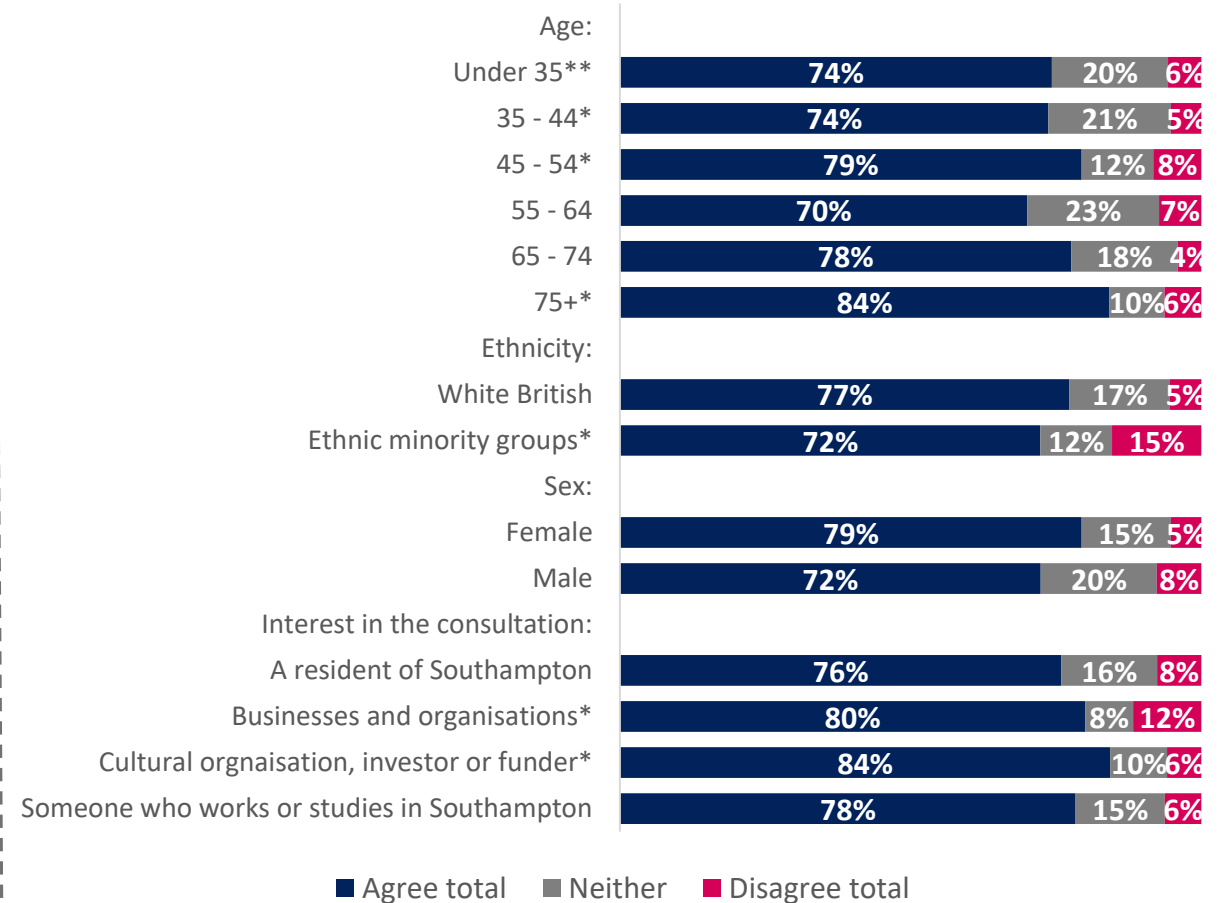
Question: To what extent do you agree or disagree with the direction of travel for Culture in Southampton?

Overall:

Strongly agree	21%
Agree	55%
Neither	17%
Disagree	4%
Strongly disagree	3%

76%

8%

Broken down by demographics:

	Agree total	Neither	Disagree total
Age:			
Under 35**	74%	20%	6%
35 - 44*	74%	21%	5%
45 - 54*	79%	12%	8%
55 - 64	70%	23%	7%
65 - 74	78%	18%	4%
75+*	84%	10%	6%
Ethnicity:			
White British	77%	17%	5%
Ethnic minority groups*	72%	12%	15%
Sex:			
Female	79%	15%	5%
Male	72%	20%	8%
Interest in the consultation:			
A resident of Southampton	76%	16%	8%
Businesses and organisations*	80%	8%	12%
Cultural orgnaisation, investor or funder*	84%	10%	6%
Someone who works or studies in Southampton	78%	15%	6%

■ Agree total ■ Neither ■ Disagree total

*Sample size – fewer than 100 respondents
**Sample size – fewer than 50 respondents

Key findings:

- Just over 3 quarters of respondents agreed with the direction of travel for Culture in Southampton (76%).

- Respondents whose interest in the survey was as an organisation, investor or funder in Culture, and those over 75, agreed to the highest extent (84%)
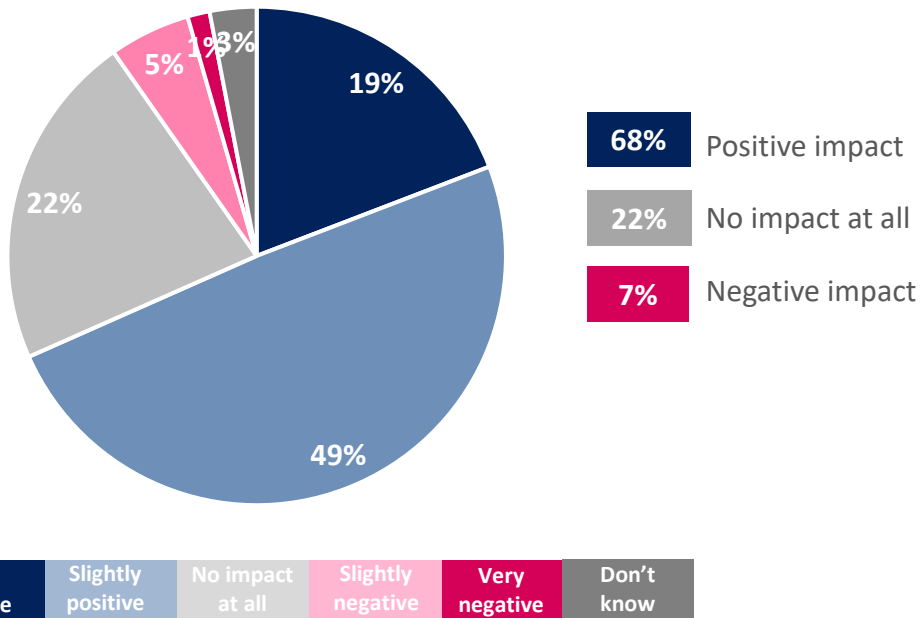
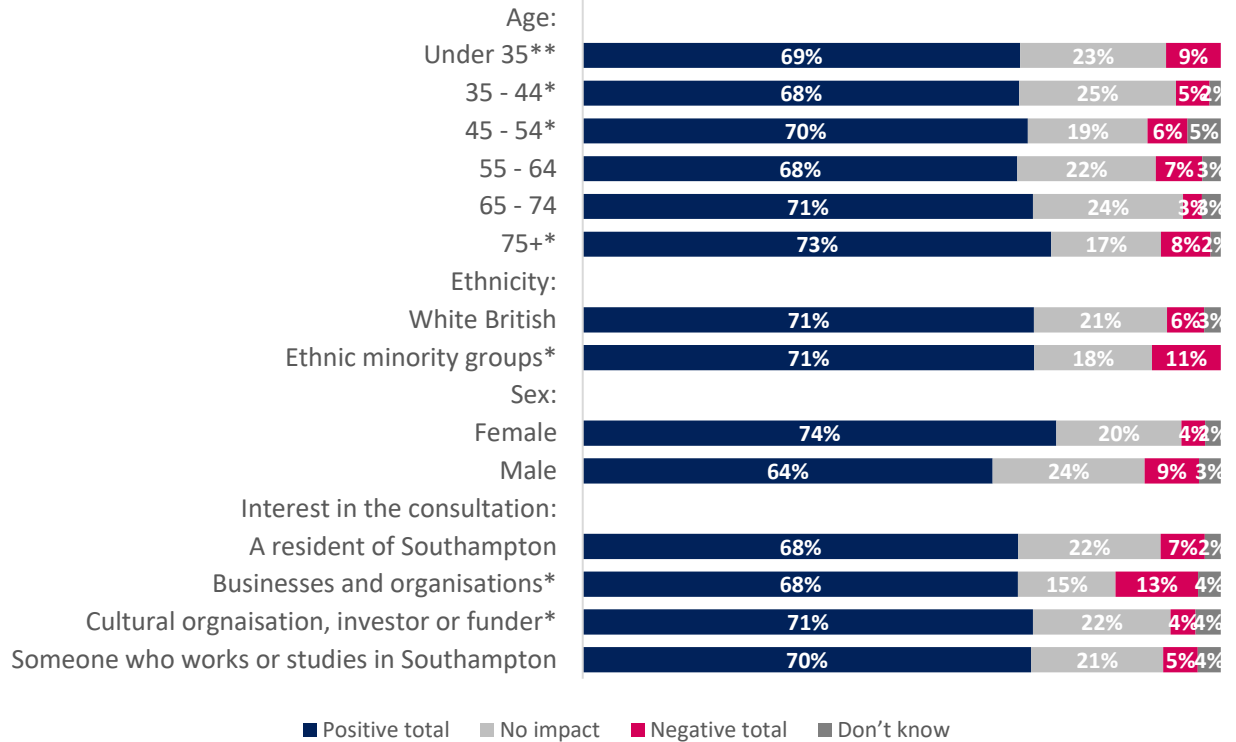**Question:** **If the draft strategy was to be implemented, what impact do you feel this may have on you, your business or the wider community?**

Broken down by demographics:

Overall:

68%	Positive impact	
22%	No impact at all	
7%	Negative impact	

Very positive	Slightly positive	No impact at all	Slightly negative	Very negative	Don't know

Age:
- Under 35** — 69% | 23% | 9%
- 35 - 44* — 68% | 25% | 5% 2%
- 45 - 54* — 70% | 19% | 6% 5%
- 55 - 64 — 68% | 22% | 7% 3%
- 65 - 74 — 71% | 24% | 3% 3%
- 75+* — 73% | 17% | 8% 2%

Ethnicity:
- White British — 71% | 21% | 6% 3%
- Ethnic minority groups* — 71% | 18% | 11%

Sex:
- Female — 74% | 20% | 4% 2%
- Male — 64% | 24% | 9% 3%

Interest in the consultation:
- A resident of Southampton — 68% | 22% | 7% 2%
- Businesses and organisations* — 68% | 15% | 13% 4%
- Cultural orgnaisation, investor or funder* — 71% | 22% | 4% 4%
- Someone who works or studies in Southampton — 70% | 21% | 5% 4%

■ Positive total ■ No impact ■ Negative total ■ Don't know

*Sample size – fewer than 100 respondents
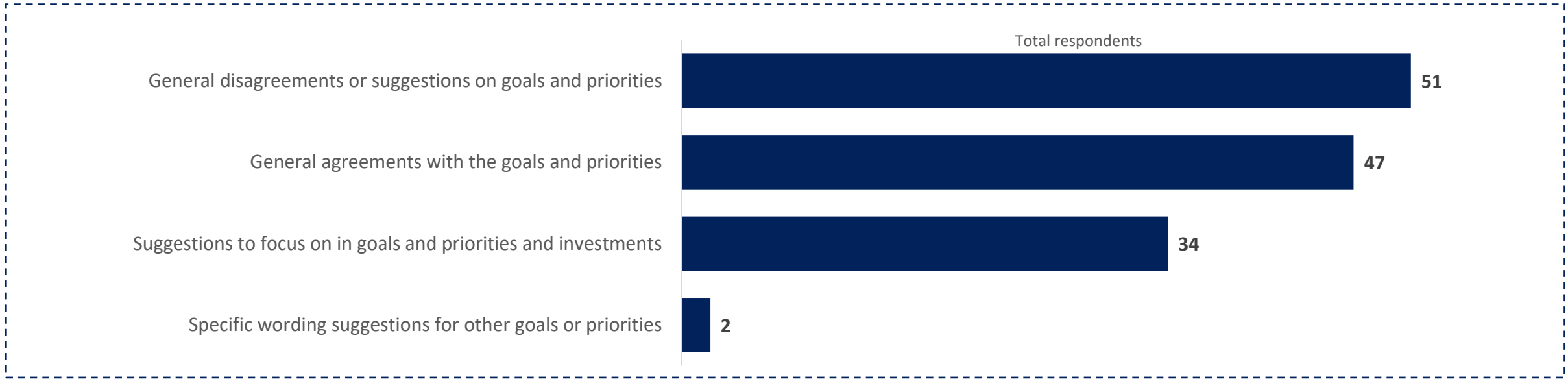**Sample size – fewer than 50 respondents

Key findings:

- The majority of respondents (68%) selected that there would be a positive impact if the draft strategy was to be implemented.
- Female respondents selected it would have a positive impact to the highest extent (74%), with males selecting 'a positive impact' to the lowest extent (64%).
- Respondents whose interest was as a (standard) business or organisation selected it would have a negative impact to the highest extent (13%). It is interesting to note that this 9 percentage points higher than disagreement levels of those interest was as a cultural organisation, investor or funder.

A number of respondents provided a comment more broadly on the goals and priorities.
The following graph shows the total number of respondents by each theme of comment.

Total respondents

Theme	Count
General disagreements or suggestions on goals and priorities	51
General agreements with the goals and priorities	47
Suggestions to focus on in goals and priorities and investments	34
Specific wording suggestions for other goals or priorities	2

"All the goals are highly commendable and the alliteration works very well. These priorities are very positive"

"These are not goals. They are strategies. Goals are about measurable achievements. Thee is absolutely no mention here of anything specific."

"Very fluffy wording and doesn't have clear mission or goals. Be more precise on the outcomes"

"A positive impact can only be achieved with steps to improve crime in the city.
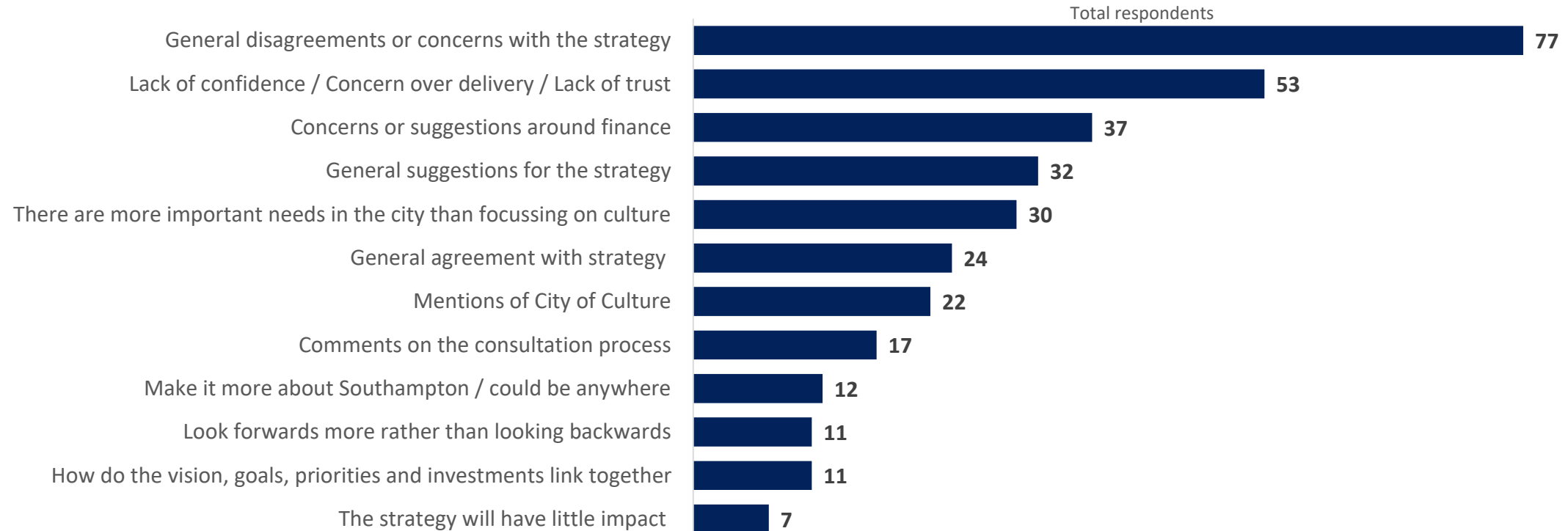
Additional specific suggested themes to focus on:

Focus on community safety and anti-social behaviour	34
Focus on housing / social housing	15
Less focus on students and student housing	14
Focus on homelessness	12
Focus on begging	10
Focus on libraries	4

A total of **219** respondents provided a comment more broadly on the overall strategy.
The following graph shows the total number of respondents by each theme of comment.

Total respondents

Theme	Total respondents
General disagreements or concerns with the strategy	77
Lack of confidence / Concern over delivery / Lack of trust	53
Concerns or suggestions around finance	37
General suggestions for the strategy	32
There are more important needs in the city than focussing on culture	30
General agreement with strategy	24
Mentions of City of Culture	22
Comments on the consultation process	17
Make it more about Southampton / could be anywhere	12
Look forwards more rather than looking backwards	11
How do the vision, goals, priorities and investments link together	11
The strategy will have little impact	7

"I cannot believe that it is really a strategy and since there is no implementation plan, targets or budgets there is nothing herein which enables me to predict any level of impact. "

"not sure how many things will actually be followed through properly. If they are, then great, if not then it will just be another strategy with no action"

"Things will move in better direction with these proposals and will make way for upcoming changes"

"Many of Southampton's problems (poverty, poor housing, pollution, divided / isolated communities) need fixing at a basic level before the undoubted benefits of cultural elements can have much chance of being seen."