



Southampton City Council

Local Needs Analysis

June 2022



SOUTHAMPTON
CITY COUNCIL

Contents



Overview and Approach



Jobs: Promoting Local Skills & Employment



Growth: Supporting Growth of Responsible & Regional Business



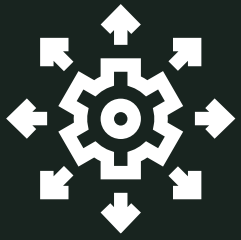
Social: Healthier, Safer & More Resilient Communities



Environment: Decarbonising & Safeguarding Our World



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4. User Guidance

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Overview & Approach



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4. User Guidance

Southampton is a local authority in the South East of England comprised of 16 wards as shown on the local impact area map. Southampton is located within 20 nautical miles of international shipping lanes and less than 100 nautical miles from the mass markets of mainland Europe, providing a strategic hub and gateway to global markets.

In 2021, the resident population of Southampton was estimated as 256,186 with 15.22% being aged between 19 and 24 years. The majority of this cohort live in the wards of Bargate and Swaythling.

The City is predominantly urban with a large number of green open spaces and two major watercourses. In an area of high housing demand, these urban spaces and the surrounding green belt land are subject to development pressures.

This Local Needs Analysis will look at the local needs and priorities of Southampton in order to inform the Social Value Policy within the new Local Plan. This will ensure that the Social Value Policy reflects the priorities of the local area and will promote social value creation to improve outcomes for the local community.



[Southampton City Vision Sustainability Appraisal Scoping report 2019](#)

[Solent LEP](#)

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Overview & Approach



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4. User Guidance

The Framework for Southampton includes 5 place-based Themes and 14 associated Outcomes which are specific to Southampton. The issues raised within the Needs Analysis as well as the local priorities identified through analysis of Southampton’s policies have shaped the framework.

In addition, the Social Value Measurement Framework for Southampton has been built around the National TOMs. This will allow the analysis to inform Southampton City Council’s Social Value Policy in the Local Plan and ensures the recommendations arising from this report can be measured to evidence the social value they are creating.

For more information about the National TOMs Measurement Framework, please see: socialvalueportal.com/national-toms. The National TOMs is an open source and is free to use.

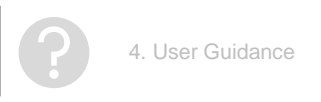
THEMES

OUTCOMES

<p>Jobs: Provide accessible jobs for residents of Southampton</p>	<ul style="list-style-type: none"> • Reduce the need for residents to commute for employment opportunities • Provide more local employment opportunities in deprived areas* • Support disadvantaged groups into employment and training • Improve local skills and attainment
<p>Growth: Support economic growth that contributes to Southampton becoming a green and environmentally sustainable city</p>	<ul style="list-style-type: none"> • Support the growth of local companies including micro and small organisations which make up much of the business base • Improving staff wellbeing and mental health • Support the growth of the green and responsible economy
<p>Social: Promote the health and wellbeing of all Southampton residents</p>	<ul style="list-style-type: none"> • Improve community safety and reduce fear of crime • Reduce inequalities in health, supporting the most deprived areas (such as Redbridge, Bevois, Freemantle and Harefield) • More working with the community
<p>Environment: Decarbonise and improve the environment in Southampton</p>	<ul style="list-style-type: none"> • Promote sustainable energy and carbon reduction • Encourage active travel Protect and enhance the natural environment • Protect and enhance the natural environment • Promote sustainable waste management
<p>Innovation Promoting social innovation</p>	<ul style="list-style-type: none"> • Other measures (TBD)

*(Redbridge, Bitterne and Bevois)

Overview & Approach



Why?

The first step in delivering a place-based social value strategy is to recognise the importance of local context.

- The purpose of this report is to provide an understanding of the key needs and opportunities when it comes to delivering social value in the local area
- This will help to identify where the new development can make a real and long-lasting difference

How?

To achieve this, two exercises have been carried out and are summarised in this report:

1. A Policy Review:

A comprehensive review of relevant policy documents.

2. A Deprivation Analysis:

Quantitative and qualitative deprivation analysis of economic, social and environmental research and data to understand the key needs and opportunities to inform the delivery of social value.



Overview & Approach

We use IMD data to inform the deprivation analysis as well as numerous other public data sets.

The next pages will provide an overview of IMD and the overall deprivation analysis across Southampton.

What is IMD?

The Indices of Multiple Deprivation (IMD) are a measure of relative deprivation used to rank neighbourhoods across the UK.

Deprivation is essentially defined as 'a lack of...' and the IMD allows for the identification of need, relative to the rest of the country.

How does it work?

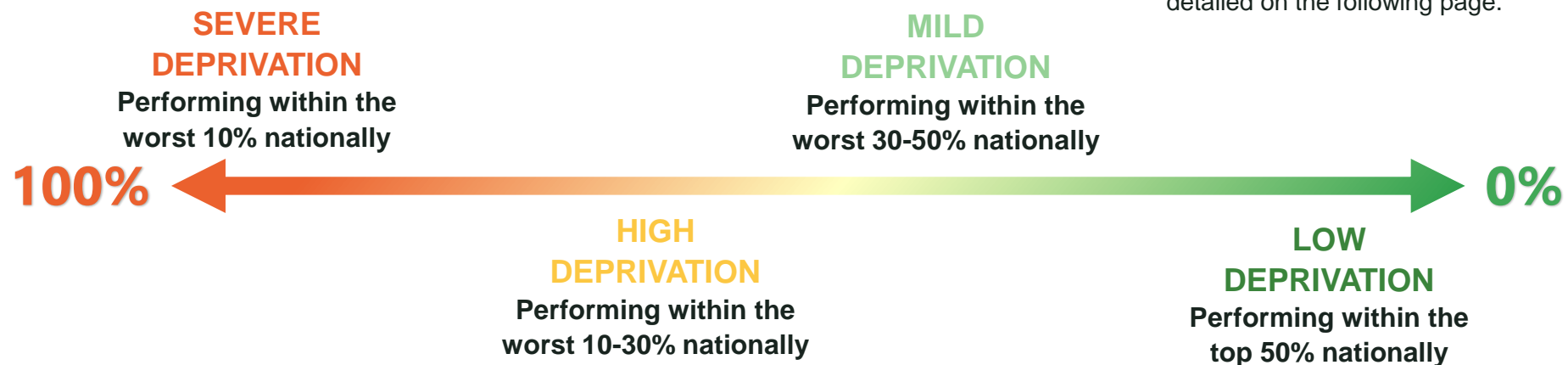
IMD measures the deprivation in 32,844 Lower-layer Super Output Areas (LSOAs) in England. These areas have an average of 1,500 residents each.

IMD analysis allows for the identification of levels of deprivation by ranking LSOAs from 1 (most deprived area) to 32,844 (least deprived area).

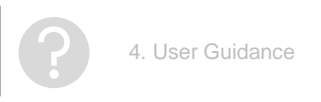
What does it measure?

IMD measures the overall deprivation on the basis of the following seven domains: income; employment; education, skills and training; health; crime; barriers to housing and services; and the living environment.

These individual domains provide specific insight about what might be causing deprivation. They are further detailed on the following page.



Overview & Approach



IMD data **CAN** be used to:

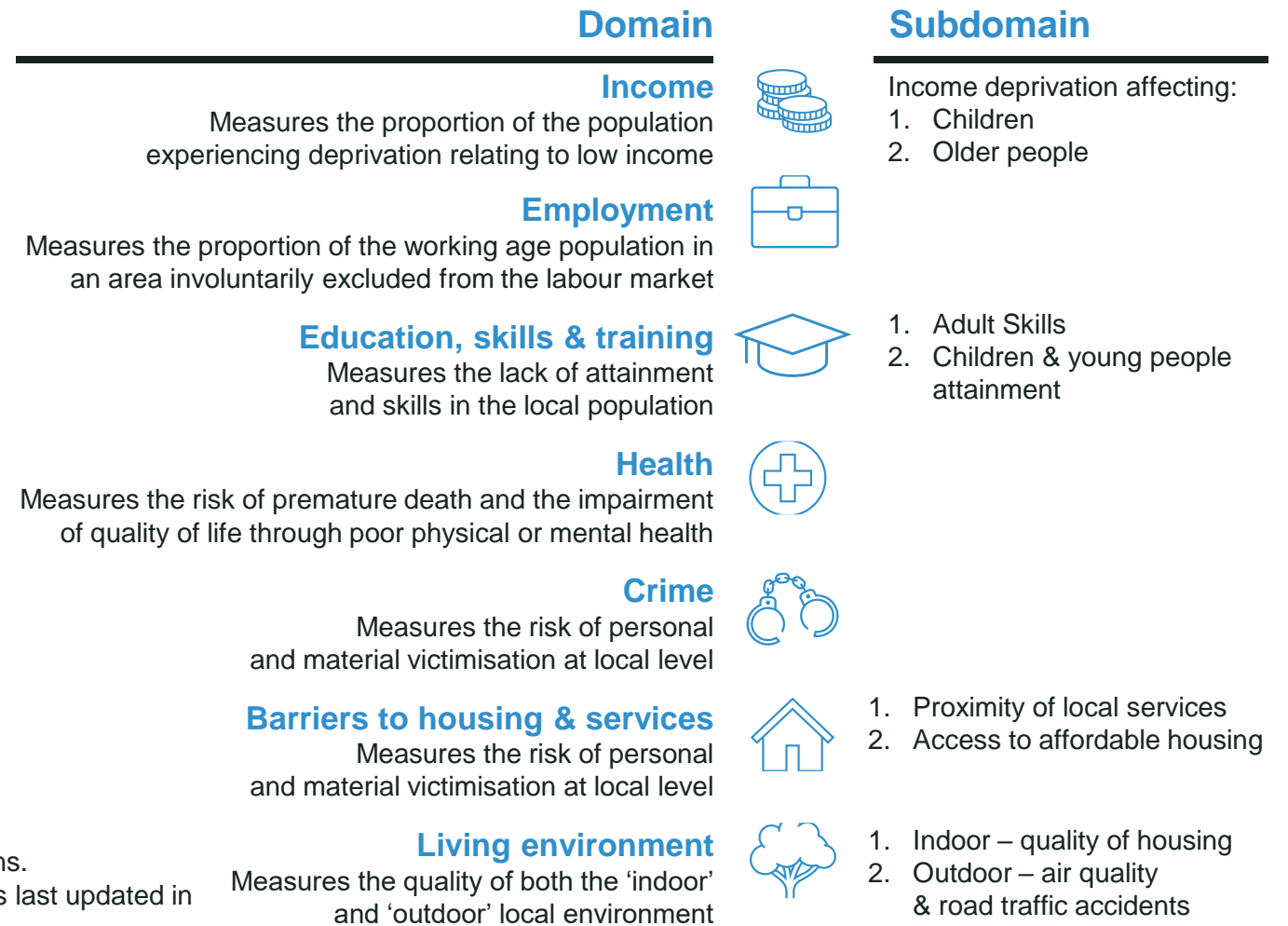
- ◆ Compare small areas across England
- ◆ Identify the most deprived small areas
- ◆ Explore the domains / types of deprivation
- ◆ Compare larger areas e.g. local authorities
- ◆ Look at changes in relative deprivation over time

IMD data **CANNOT** be used to:

- ◆ Quantify how deprived a small area is
- ◆ Identify deprived people
- ◆ State how affluent a place is
- ◆ Compare with other UK countries
- ◆ Measure real change in deprivation over time

The diagram outlines the seven IMD domains and their various subdomains.
N.B. IMD data is released every 5 years. The IMD data from this report was last updated in 2019.

For more information on the domains and guidance visit [IMD](#)



Overview & Approach

The IMD deprivation tables over the next 3 slides show the percentage of LSOAs experiencing high to severe deprivation in the South West region, Southampton and the 16 wards within Southampton.

- Southampton experiences more overall deprivation than the South East region with 45.3% high to severe Overall deprivation compared to 14.7% high to severe Overall deprivation respectively
- Out of all the wards in Southampton, the following wards experience the greatest levels of high to severe Overall deprivation; Redbridge (90%), Bitterne (77.8%) and Swaythling (75%)
- The domain in which Southampton experiences the most high to severe deprivation is Outdoor Living Environment followed by Crime

% of LSOAs experiencing Severe-High Deprivation	South East	Southampton	Bargate	Bassett	Bevois	Bitterne	Bitterne Park
Overall	14.7%	45.3%	36.4%	11.1%	60.0%	77.8%	11.1%
Income	14.6%	34.5%	36.4%	11.1%	50.0%	77.8%	11.1%
Employment	14.1%	30.4%	18.2%	0.0%	50.0%	66.7%	11.1%
Education, Skills and Training	22.2%	43.2%	27.3%	11.1%	50.0%	88.9%	11.1%
Health	12.6%	56.1%	63.6%	22.2%	80.0%	66.7%	11.1%
Crime	20.4%	79.7%	100.0%	22.2%	100.0%	88.9%	55.6%
Barriers to Housing and Services	32.3%	12.2%	9.1%	44.4%	10.0%	11.1%	0.0%
Outdoor Living Environment	26.1%	99.3%	100.0%	100.0%	100.0%	100.0%	100.0%

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4. User Guidance

- All wards in this table experience 100% high to severe Outdoor Living Environment deprivation. The wards of Harefield and Redbridge also experience 100% high to severe Crime deprivation
- Redbridge is the most deprived ward in this table with 90% high to severe Overall deprivation and over 70% high to severe deprivation in all domains aside from Barriers to Housing and Services

% of LSOAs experiencing Severe-High Deprivation	Coxford	Freemantle	Harefield	Millbrook	Peartree	Portswood	Redbridge
Overall	66.7%	55.6%	33.3%	40.0%	44.4%	22.2%	90.0%
Income	55.6%	0.0%	33.3%	40.0%	22.2%	0.0%	70.0%
Employment	44.4%	0.0%	33.3%	40.0%	44.4%	0.0%	70.0%
Education, Skills and Training	66.7%	11.1%	55.6%	40.0%	33.3%	11.1%	90.0%
Health	66.7%	77.8%	77.8%	40.0%	66.7%	33.3%	90.0%
Crime	77.8%	88.9%	100.0%	90.0%	77.8%	55.6%	100.0%
Barriers to Housing and Services	22.2%	0.0%	11.1%	0.0%	0.0%	0.0%	40.0%
Outdoor Living Environment	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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- Swaythling is the most deprived ward in this table with 75% high to severe Overall deprivation and particularly high levels of deprivation in the domains of Education, Skills and Training (87.5%) and Outdoor Living Environment (100%)
- Sholing, Swaythling and Woolston all experiences 100% high to severe Outdoor Living Environment deprivation

% of LSOAs experiencing Severe-High Deprivation	Shirley	Sholing	Swaythling	Woolston
Overall	33.3%	22.2%	75.0%	44.4%
Income	33.3%	11.1%	50.0%	44.4%
Employment	22.2%	11.1%	25.0%	44.4%
Education, Skills and Training	22.2%	44.4%	87.5%	44.4%
Health	44.4%	44.4%	50.0%	55.6%
Crime	77.8%	77.8%	62.5%	88.9%
Barriers to Housing and Services	0.0%	22.2%	0.0%	22.2%
Outdoor Living Environment	88.9%	100.0%	100.0%	100.0%

Overview & Approach

Key insights



Overall

Southampton experiences more Overall deprivation than the South East region with 45.3% high to severe Overall deprivation which is 30% higher than the South East as a whole. Out of all the wards in Southampton, the following wards experience the highest levels of high to severe Overall deprivation; Redbridge (90%), Bitterne (77.8%) and Swaythling (75%)



Jobs

Southampton experiences 43.2% high to severe Education deprivation which is 21% higher than the South East regional average. Additionally, Southampton experiences 30.4% high to severe Employment deprivation, which is 16.3% higher than the South East regional average. There are 12 schools within Southampton with an Ofsted rating of 3. Southampton performs worse than the regional average in several indicators relating to employment and skills, most significantly; claimant count; percentage of workless households; and unemployment rate.



Growth

Southampton City Council policies prioritise economic growth that contributes to Southampton becoming a green and environmentally sustainable city. Southampton experiences 34.5% high to severe Income deprivation, which is 19.9% higher than the South East regional average. Southampton has a higher total percentage of micro and small organisations (98.4%) compared with the South East region (98.2%).



Social

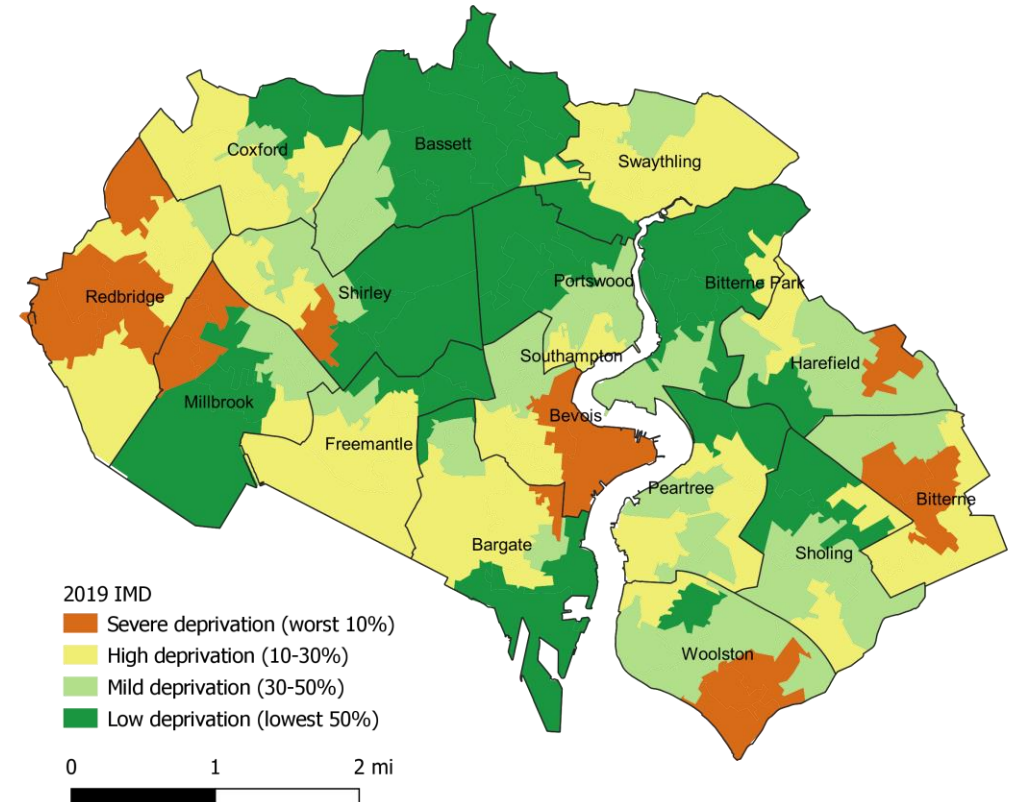
Southampton experiences 79.7% high to severe Crime deprivation, which is 59.3% higher than the South East regional average and 56.1% high to severe Health deprivation which is 43.5% higher than the South East regional average. Southampton also performs worse than the regional average in indicators relating to physical health, community safety and community resilience.



Environment

Southampton experiences its highest levels of high to severe deprivation in the Outdoor Living Environment domain with 99.3% which is 73.2% higher than the South East regional average. Southampton performs worse than the regional average in indicators relating to waste management, carbon emissions and renewable energy.

Southampton City Council - Overall Deprivation



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User Guidance

This Local Needs Analysis is based on the public datasets available at the time that this report was written (see a full list of data sources and time periods covered on the following slide). It is important to note that this Local Needs Analysis should not be viewed as an all-encompassing summary of the needs in an area. Instead, it provides information and insights about the area that are relevant as of April, May and June 2022 and based on the selected data indicators included. This report should be used to inform decision making around social value initiatives and activities that could be delivered by helping readers understand where the greatest impact can be made. It should also be used to inform discussions with local stakeholders who will be able to provide their own thoughts about the key needs and priorities locally.

The data indicators used in this Local Needs Analysis are selected on their basis to address needs that achieve of the desired outcomes and measures in the National Social Value Measurement Framework (National TOMs) and to expand on IMD domains. This ensures that the recommendations arising from this report can be measured to evidence the social value they are creating.

To include additional indicators, please contact the Social Value Portal team for a customised Local Needs Analysis package.

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Theme	Indicator	Data Sources
Jobs	<ul style="list-style-type: none"> 16+ Unemployment Rate – Ethnic Minority Unemployment Rate Aged 16 and Over Claimant Count Jobs Density Impact Of COVID-19: Percentage of Claimants As A Proportion of The Resident Population Aged 16 And Over 	<ul style="list-style-type: none"> ONS Annual Population Survey, 2021
	<ul style="list-style-type: none"> GCSE Attainment NEETs 16- and 17-year-olds Gender Pay Gap Mean and Median Percentage of workless households (July 2020) Hourly Income Qualifications at NVQ4 and above 	<ul style="list-style-type: none"> Department for Education, Statistics for GCSE Key Stage 4 (2020/21), 2021 Department for Education, NEET and Participation – Local Authority, 2021 ASHE, Gender Pay Gap, 2021 ONS, Households by combined economic status 2021 ONS UK, Hourly Income, 2020 ONS Annual Population Survey, 2021
	<ul style="list-style-type: none"> Number of construction jobs (local authority compared to region) Sought after skills by industry 	<ul style="list-style-type: none"> Workforce Jobs Series 2020, EMSI
	<ul style="list-style-type: none"> Ofsted rating 	<ul style="list-style-type: none"> Ofsted, 2022
Growth	<ul style="list-style-type: none"> Number of VAT/PAYE Based Enterprises by Sector MSMEs Based In The Local Impact Area Maritime industry profile 	<ul style="list-style-type: none"> ONS UK business: activity, size and location, 2021 ONS Inter Departmental Business Register, 2021 Workforce Jobs Series 2020, EMSI
Social	<ul style="list-style-type: none"> Percentage of Adults (16+) With Inactive Levels of Sports And Physical Activity ESA Claimants For Mental and Behavioural Disorders The Proportion of Adults Who Currently Smoke Reoffending Rates First Time Young Offenders Avoidable Mortality Rate Deaths from alcohol-related conditions Proportion of Households that are fuel poor Suicide Rate Police Recorded Crime by Offence Group Life Expectancy 	<ul style="list-style-type: none"> Sports England, Active Lives Adult Survey Report, 2021 Nomis (ONS), Benefit claimants - employment and support allowance, 2020 ONS, Adult Smoking Habits (2020), 2021 Ministry of Justice, Proven reoffending statistics(2018-2019), 2021 Public Health England, 2020 ONS, Avoidable Mortality in England and Wales (2017-2019), 2021 Public Health England, Local Alcohol Profile (2019-2020), 2021 Department for Business, Energy & Industrial Strategy, Sub-regional fuel poverty data 2021,2022 Public Health England, Suicide Prevention Profile (2018-2020), 2021 ONS, Crime in England and Wales, 2021 Public Health England, 2022
	<ul style="list-style-type: none"> COVID-19 Cases - Rate Per 100,000 Population COVID-19 Vaccinations 	<ul style="list-style-type: none"> GOV.UK, Coronavirus in the UK, 2022
Environment	<ul style="list-style-type: none"> Domestic Electricity CO2 Emissions (Ktco2) Domestic Other Fuels CO2 Emissions (Ktco2) Transport CO2 Emissions (ktCO2) 	<ul style="list-style-type: none"> Department for Business, Energy & Industrial Strategy, UK local authority and regional carbon dioxide emissions national statistics (2019), 2021
	<ul style="list-style-type: none"> Percentage of Household Waste Sent For Reuse, Recycling or Composting Percentage of Municipal Waste Sent to Landfill 	<ul style="list-style-type: none"> DEFRA, Local authority collected waste annual results (2020-2021), 2021
	<ul style="list-style-type: none"> Renewable Energy Generation From Photovoltaics (Per Household) Renewable Electricity Generation Total (Per Household) 	<ul style="list-style-type: none"> DEFRA, Regional Renewable Statistics (2020), 2021



1 Policy
Review



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Jobs:

Provide accessible jobs for residents of Southampton

A look into the employment and education needs
and priorities for Southampton

Key insight

In Southampton, a Sustainability Appraisal (SA) is being carried out alongside preparation of the Southampton City Vision Local Plan.

Local Planning Authorities such as Southampton City Council use the SA to assess plans against a set of sustainability objectives developed in consultation with local stakeholders and communities. This assessment helps the Council to identify the relative environmental, social and economic performance of possible strategic, policy and site options, and to evaluate which of these may be more sustainable.

The SA has been reviewed to understand priorities for provision of accessible jobs for residents of Southampton.

Policy Document	Relevant Policy or Objective
<p style="text-align: center;"><u>Sustainability Appraisal and Strategic Environmental Assessment for the Southampton City Vision Local Plan (2019)</u></p>	<p>Key sustainability issues identified:</p> <p><u>Economic Factors</u></p> <ul style="list-style-type: none"> • Lack of employment opportunities, particularly in deprived areas. The growth of jobs and employment across a range of sectors should be supported where necessary by identifying sufficient land supply to accommodate growth, with adequate services and facilities to sustain the local community • New educational and learning facilities should be provided to improve skills and increase opportunities and address any projected shortfalls in schools capacity, particularly in the secondary sector • Sustainable economic development which supports environmental improvements, improves community cohesion and enhances vitality and vibrancy of urban and rural areas is a central aim • High numbers of residents currently travel outside of the City for work. Encourage local employment and reduce the distance people travel to work <p><u>Population and Quality of Life</u></p> <ul style="list-style-type: none"> • Unemployment rate has remained consistently higher than both regional and national rates with notable increases in 2016 and 2018, due to factors such as high dependency and low skills and attainment • Southampton has a large and growing student population <p>SA Objectives:</p> <p>9. To strengthen the local economy and provide accessible jobs available to residents of Southampton</p>

Key insight

Department for Work and Pensions (DWP) is a strategic partner to Southampton City Council. Through this partnership agreement, DWP and Southampton City Council work together to achieve their joint ambition for Southampton with more collaborative projects to recover the economy and reduce further unemployment across the city.

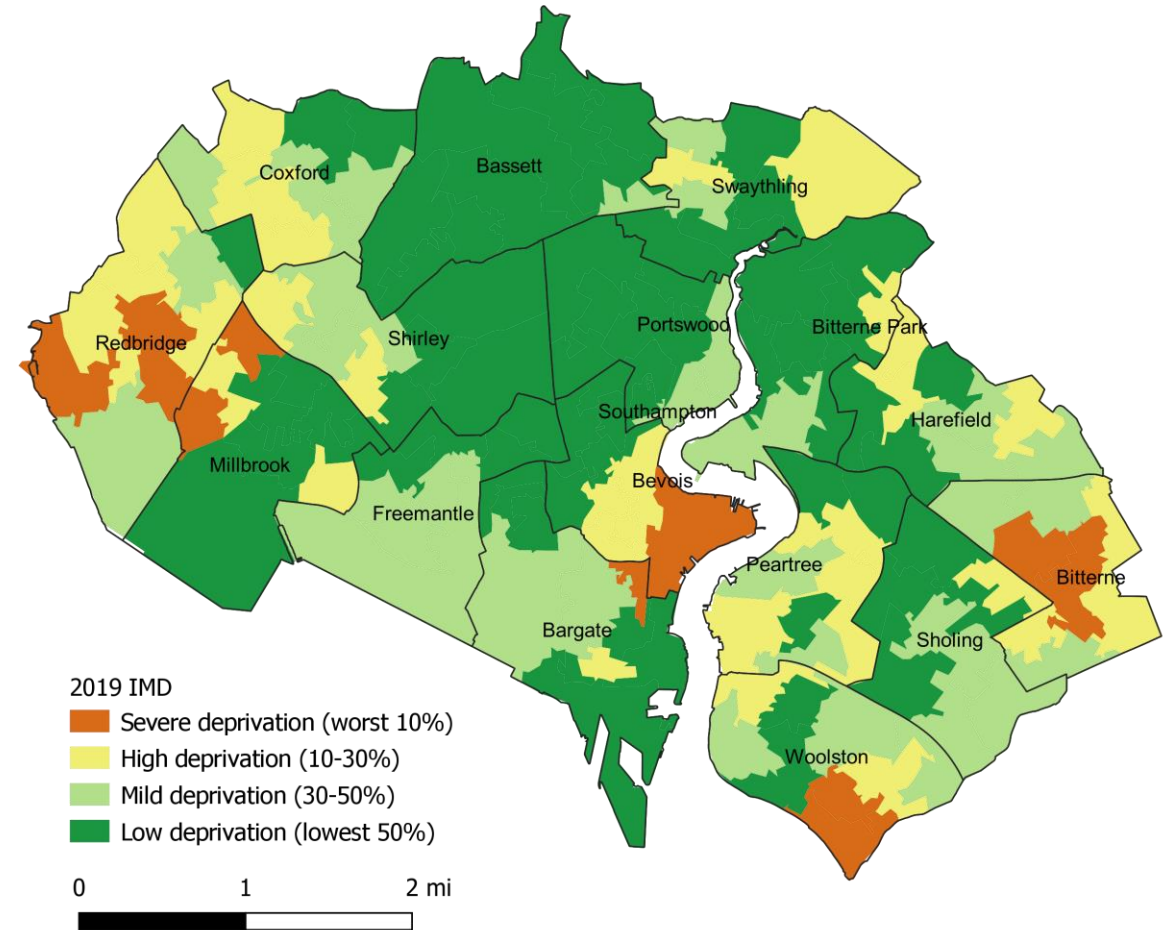
The DWP and Southampton City Council Delivery Plan 2021-2022 has been reviewed to understand the partnerships priorities for supporting economic recovery and reducing unemployment.

Policy Document	Relevant Policy or Objective
<p>DWP and Southampton City Council Delivery Plan 2021-2022</p>	<p>Priorities:</p> <ul style="list-style-type: none"> • Adopt an intelligence-led/evidence-based approach to tackle labour market inequalities • Support young people to overcome multiple barriers to employment • Adopt an agile response to redundancy • Plug gaps in local employment support provision • Shape a demand-led skills framework for the city • Maximise employer engagement in JCP employer services • Improve residents in priority groups access to local skills and employment opportunities from major developments across the city <p>Priority groups include:</p> <ul style="list-style-type: none"> • BAME groups • Over 50s • Adults with mild to moderate learning disabilities • Victims of domestic abuse • NEETs (not in education, employment or training)

Southampton City Council - Employment Deprivation

Southampton experiences 30.4% high to severe Employment deprivation, which is 16.3% higher than the South East regional average. The wards that experience the highest levels of high to severe Employment deprivation are Redbridge (70%), Bitterne (66.7%) and Bevois (50%). The deprivation map shows areas of high to severe Employment deprivation located across Southampton, following a similar pattern to the Education deprivation map.

In 2020, the number of construction jobs in Southampton was 33% below the national average and the number of jobs in the development of building projects was 45% below the national average.



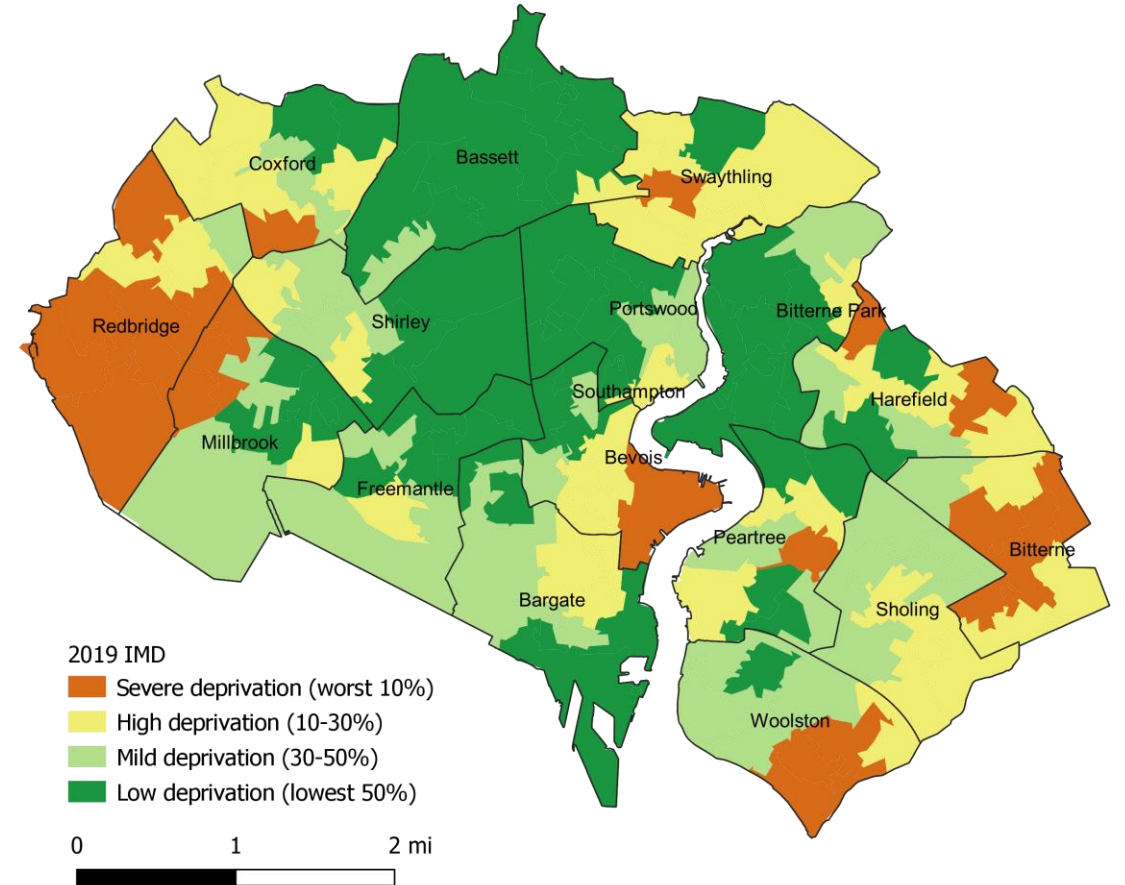
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Southampton City Council - Education Deprivation

Southampton experiences 43.2% high to severe Education deprivation which is 21% higher than the South East regional average. The wards that experience the highest levels of high to severe deprivation in this domain are Redbridge (90%), Bitterne (88.9%) and Swaythling (87.5%). The deprivation map shows areas of high to severe Education deprivation and located across Southampton.

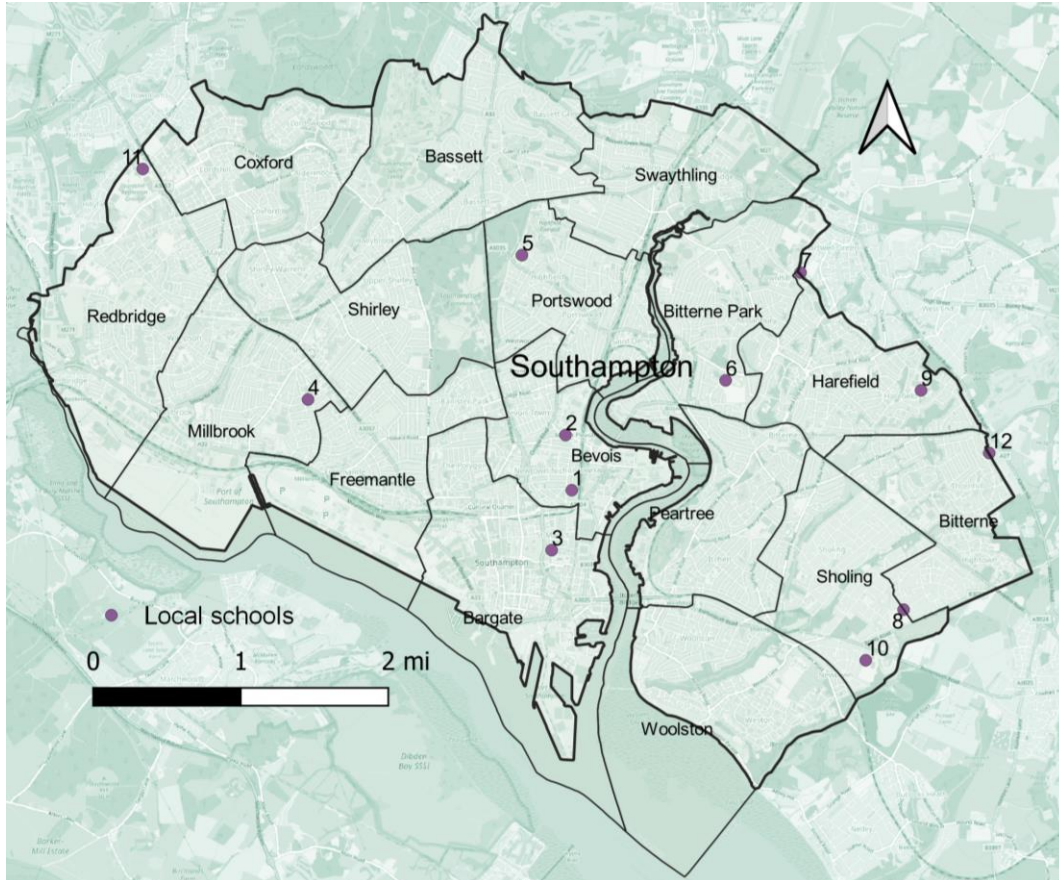
The percentage of Southampton residents with qualifications at level NVQ4 and above is 43.7% in Southampton which is lower than the South East regional average (45.1%). Furthermore, between May 2020 and May 2022, the most sought after skills within construction industry job postings in Southampton were management, communications and planning.

Therefore, upskilling local people to access employment opportunities through new development is key to providing accessible jobs for residents of Southampton.



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The Ofsted Rating system measures schools on a range from 1-4: Outstanding (1), Good (2), Requires Improvement (3), and Inadequate (4). Southampton has no schools with an Ofsted rating of 4, and 12 schools with an Ofsted rating of 3. A rating of 3 indicates that the effectiveness of the school requires improvement. Furthermore, this rating identifies weakness in the overall promotion of pupils' spiritual, moral, social and cultural development.



School name	School Type	Ofsted Rating
1. Firah Siips	Independent School	3
2. Mount Pleasant Junior School	Primary	3
3. Southampton City College	General Further Education and Tertiary	3
4. Foundry Lane Primary School	Primary	3
5. Highfield Church of England Primary School	Primary	3
6. Charlton House Independent School	Independent School	3
7. Townhill Junior School	Primary	3
8. Valentine Primary School	Primary	3
9. Woodlands Community College	Secondary	3
10. Oasis Academy Mayfield	Secondary	3
11. Oasis Academy Lord's Hill	Secondary	3
12. Kanes Hill Primary School	Primary	3

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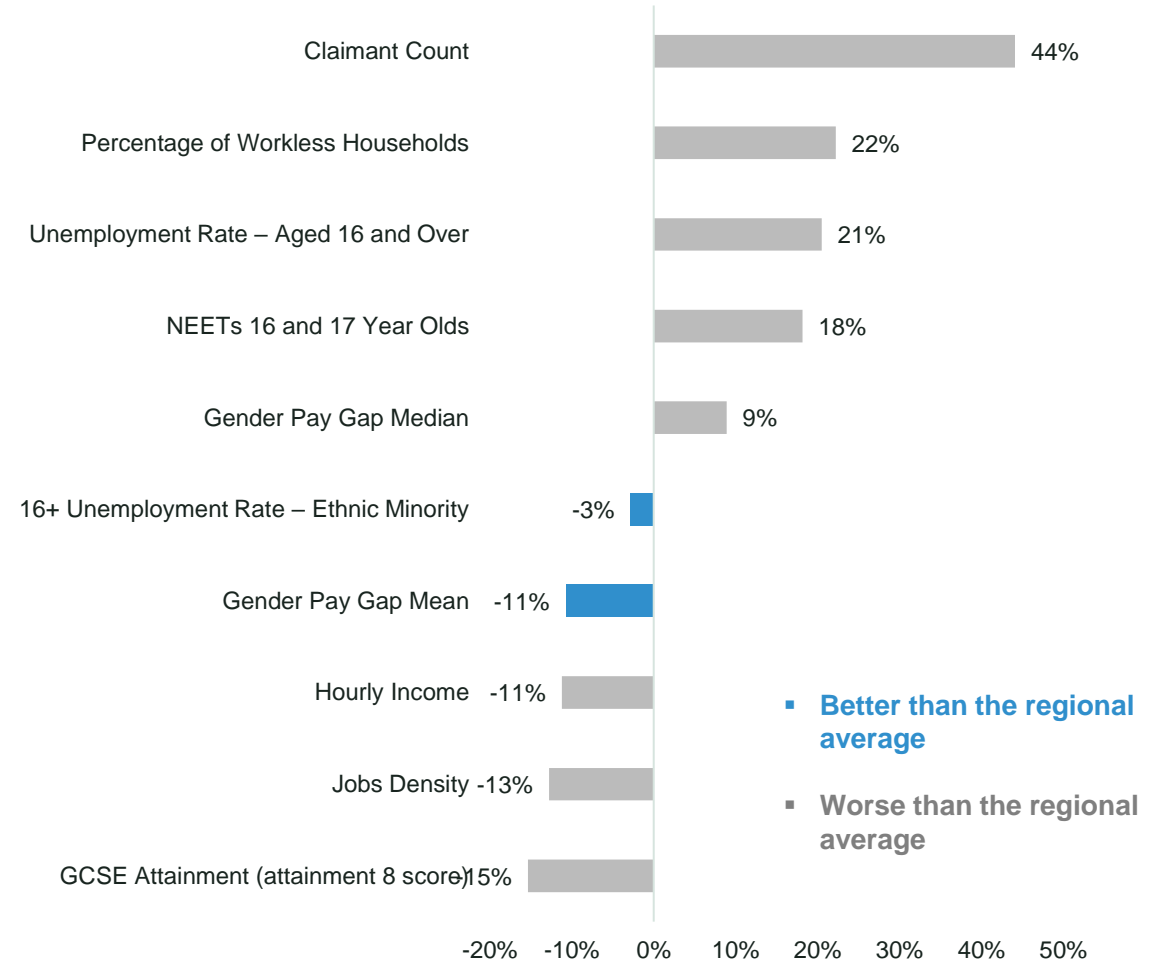
Data Insights

Southampton performs worse than the regional average in several indicators relating to the theme of *Jobs: Local Skills and Employment*:

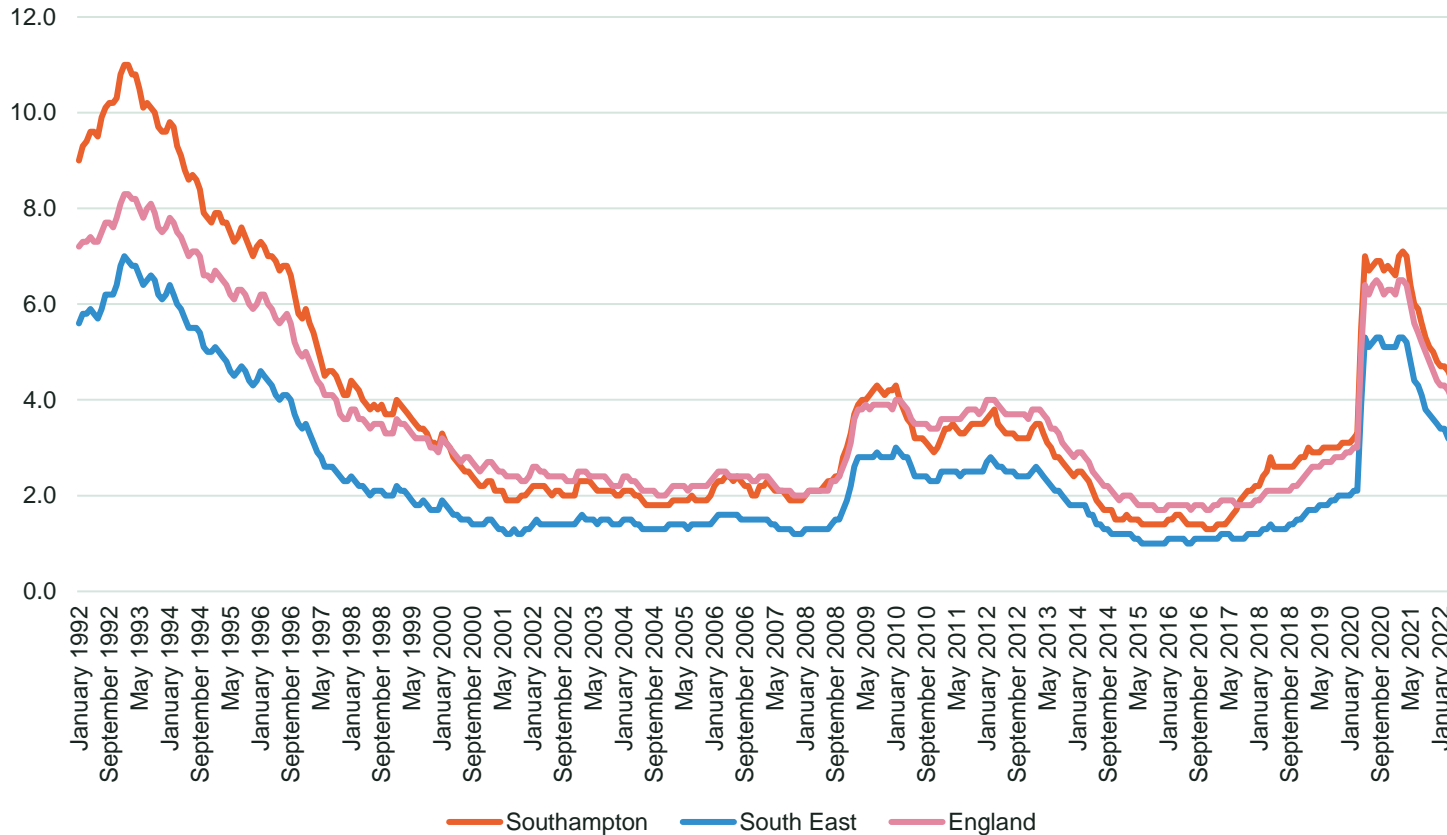
- Claimant Count is 44% higher
- Percentage of Workless Households is 22% higher
- Unemployment Rate – Aged 18 and over is 21% higher
- NEETs 16 and 17 year olds is 18% higher
- Gender Pay Gap mean is 9% higher
- Hourly Income is 11% lower
- Jobs Density is 13% lower
- GCSE Attainment is 15% lower

The data indicates that people in Southampton need more employability support and employment opportunities, in particular young people who are NEET (not in education, employment or training). Additionally, young people and local schools would benefit from curriculum support due to the low GCSE attainment rate.

Provide accessible jobs for residents: Southampton



Claimant Count as a Proportion of Residents Aged 16-64: Southampton



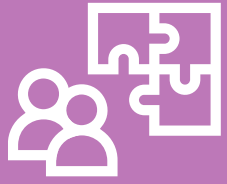
Data Insights

This graph shows the claimant count as a proportion of residents ages 16-64 in Southampton, the South East region and England from 1992 to April 2022.

Over the 30 years shown in the graph, the claimant count has fluctuated across all geographies, with the highest point in all areas being in May 1993.

However, in more recent years the most significant rise can be seen in 2020 in line with the Covid-19 pandemic and associated lockdown restrictions. During this time the claimant count in England rose significantly and in particular for Southampton which had a higher claimant count as a proportion of the population than the England and South East average throughout 2020.

The claimant count in all areas is seen to reduce across 2021 and into 2022. However, claimant count in Southampton remains higher than the England and South East average, and is yet to return to pre-pandemic levels.



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Growth:

Support economic growth that
contributes to Southampton
becoming a green and
environmentally sustainable city

A look into income needs and priorities and the opportunities
for supporting growth in Southampton

Key insight

In Southampton, growth in the city centre is supported by the Solent Local Enterprise Partnership (LEP) and the Partnership for Urban South Hampshire (PUSH). The Solent LEP is a business led partnership working to facilitate economic growth and investment in the sub region. PUSH is an established partnership of local authorities who are also working together to deliver sustainable, economic-led growth and regeneration with a ‘cities-first’ approach to development.

The following policies have been reviewed to understand priorities for good growth in Southampton.

Policy Document	Relevant Policy or Objective
<u>Green City Plan 2030</u>	“It is vitally important to ensure that the city continues to support economic growth that contributes to Southampton becoming a green and environmentally sustainable city that will be resilient to the challenges of climate change.”
<u>Planning Southampton City Centre Action Plan 2015</u>	<p>Vision: <i>“The city centre is the power house for the city and beyond - generating economic growth and new jobs within a low carbon environment. By 2026 new offices, shops, homes, cultural attractions and entertainment venues will be found across the city centre, notably in a new Royal Pier waterfront scheme, a Business District right next to the Central Station and in the upgraded and expanded shopping area. A variety of new residential areas will add to the appeal of city centre living. Distinctive new buildings, public spaces and walking routes will reconnect different parts of the city centre including its waterfronts, Victorian parks, medieval Old Town and Central Station and transform the whole city centre into a more attractive, walkable place with a buzz about it – a great place to do business, visit and live.”</i></p> <p>6 cross-cutting themes: <u>A great place for business</u> The city centre will offer a highly attractive investment environment for businesses, attracting major national and international companies, and growing local companies. It will continue to be a focal point for driving economic prosperity, competitiveness and job growth across South Hampshire. The city centre has strong potential to support growth in retail, leisure, financial / business service, marine and green economy sectors. Businesses will be attracted by the high quality transport provision, a skilled labour force, the buzz of city life and the high quality environment. The city’s new prestigious business district, with major office floorspace located right next to the Central Station, will create opportunities for expansion and inward investment. New and expanding companies on a variety of sites will create additional jobs across the city centre. The Port will also support economic prosperity.</p>

Key insight

The Solent Local Enterprise Partnership (LEP) is a locally owned partnership between business and local authorities and covers the Isle of White, Portsmouth, Southampton, the New Forest, M27 corridor and Solent waterway. Their annual report (2021) has been reviewed to identify priorities for economic growth in the Solent area and Southampton specifically.

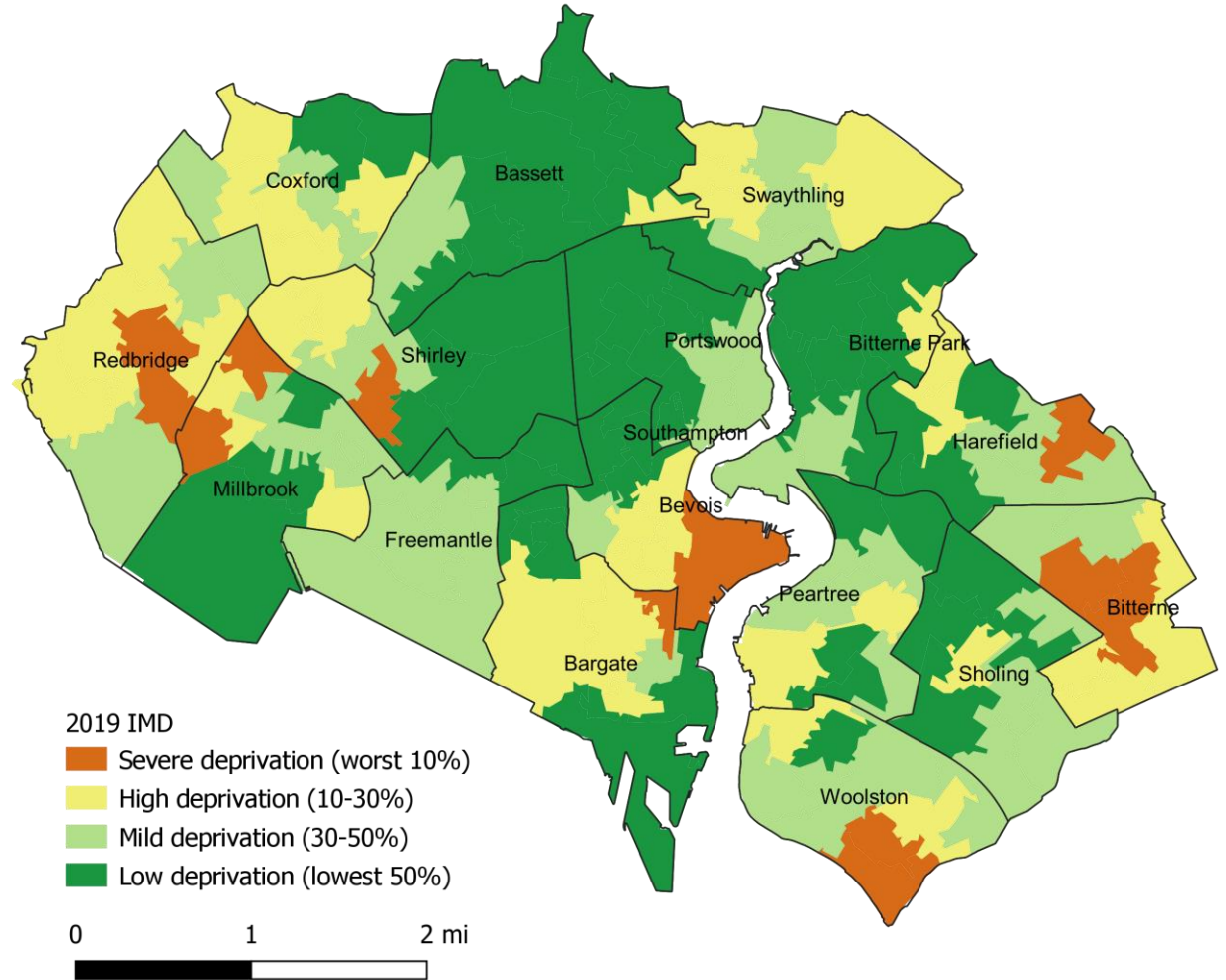
Policy Document	Relevant Policy or Objective
<p><u>Planning Southampton City Centre Action Plan 2015</u></p>	<p>Policy AP7 Convenience retail <i>"...Small scale and specialist local food shopping including food markets (less than 750 sq m gross) will be supported across the city centre, in particular in the MDZ and in areas of significant residential development."</i></p>
<p><u>Solent Local Enterprise Partnership Annual Report 2021</u></p>	<p>Priority areas for the Solent LEP:</p> <ol style="list-style-type: none"> 1. A world-leading marine and maritime economy 2. Pioneering approaches to climate change adaptation and decarbonisation 3. The UK's capital of coastal renaissance (ensuring growth is inclusive) 4. A thriving visitor, creative and cultural economy 5. Developing a world-class talent base 6. Health and wellbeing at the heart of economic success 7. An outstanding business environment

Southampton City Council - Income Deprivation

Income deprivation looks at the proportion of the population experiencing deprivation relating to low income. Low income includes people who are out of work, and people who have low earnings.

Southampton experiences 34.5% high to severe Income deprivation, which is 19.9% higher than the South East regional average. The wards which experience the highest levels of high to severe Income deprivation are Bitterne (77.8%), Redbridge (70%) and Coxford (55.6%).

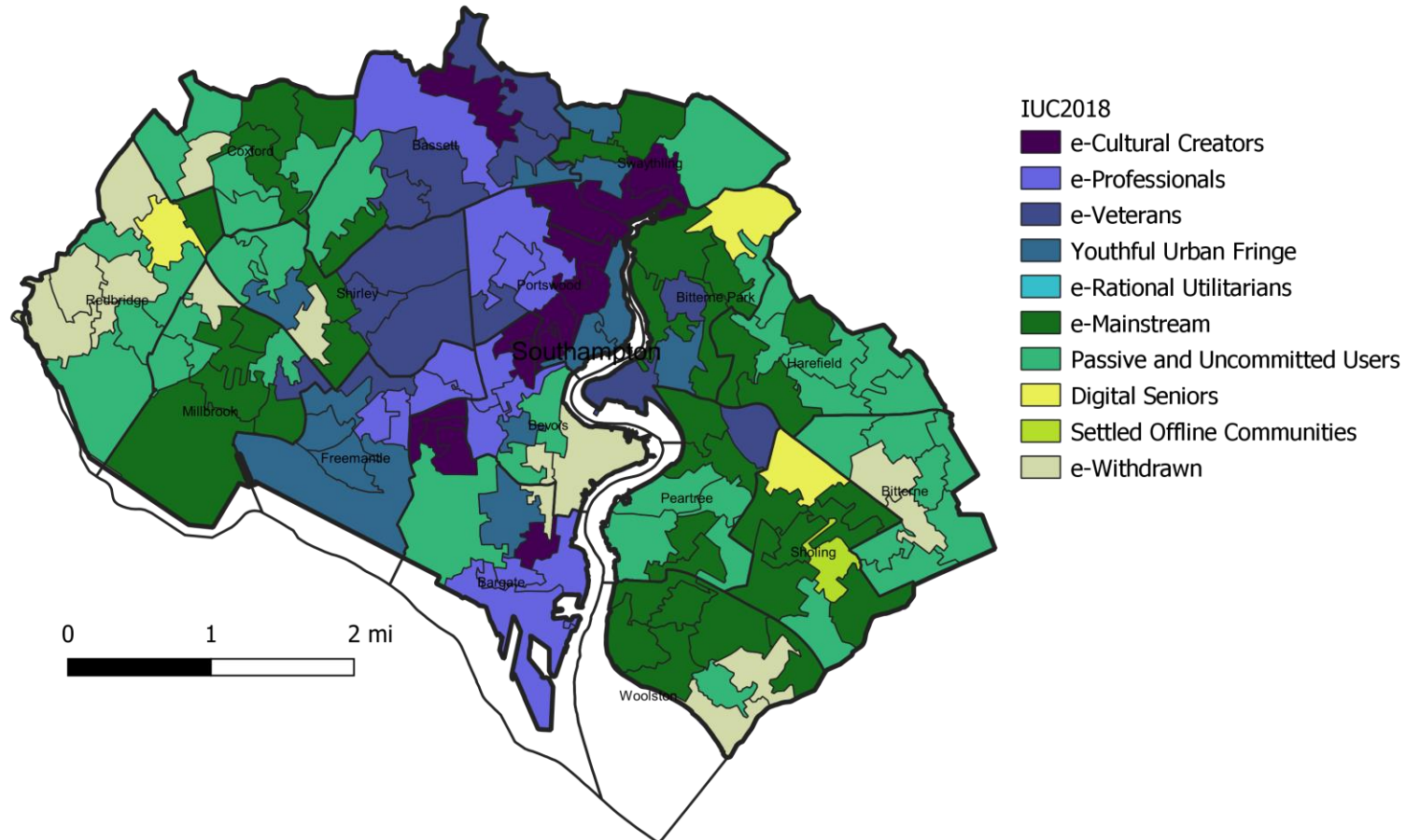
The deprivation map shows areas of high to severe Income deprivation located across Southampton.



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The map shows the classification of neighbourhoods in Southampton in terms of how they interact with the internet. The Consumer Data Research Centre (CDRC) have developed an Internet User Classification using data from the British Population Survey (BPS), which provides info on the behavioural characteristics of the population regarding various aspects of internet use, which could be linked with demographic data from the census and supplemented with data from online retailers, on online transactions and infrastructure data from OfCom on download speed.

Every LSOA in the UK has been classified into 10 groups (summarised in the table in the [Appendix](#)).



The Internet User Classification map shows that the user types in Southampton vary based on geography. In the east and west of Southampton the user types are predominantly e-Mainstream and Passive and Uncommitted Users. In the centre of Southampton, the user types are predominantly e-Professionals and e-Veterans.

Key group characteristics:

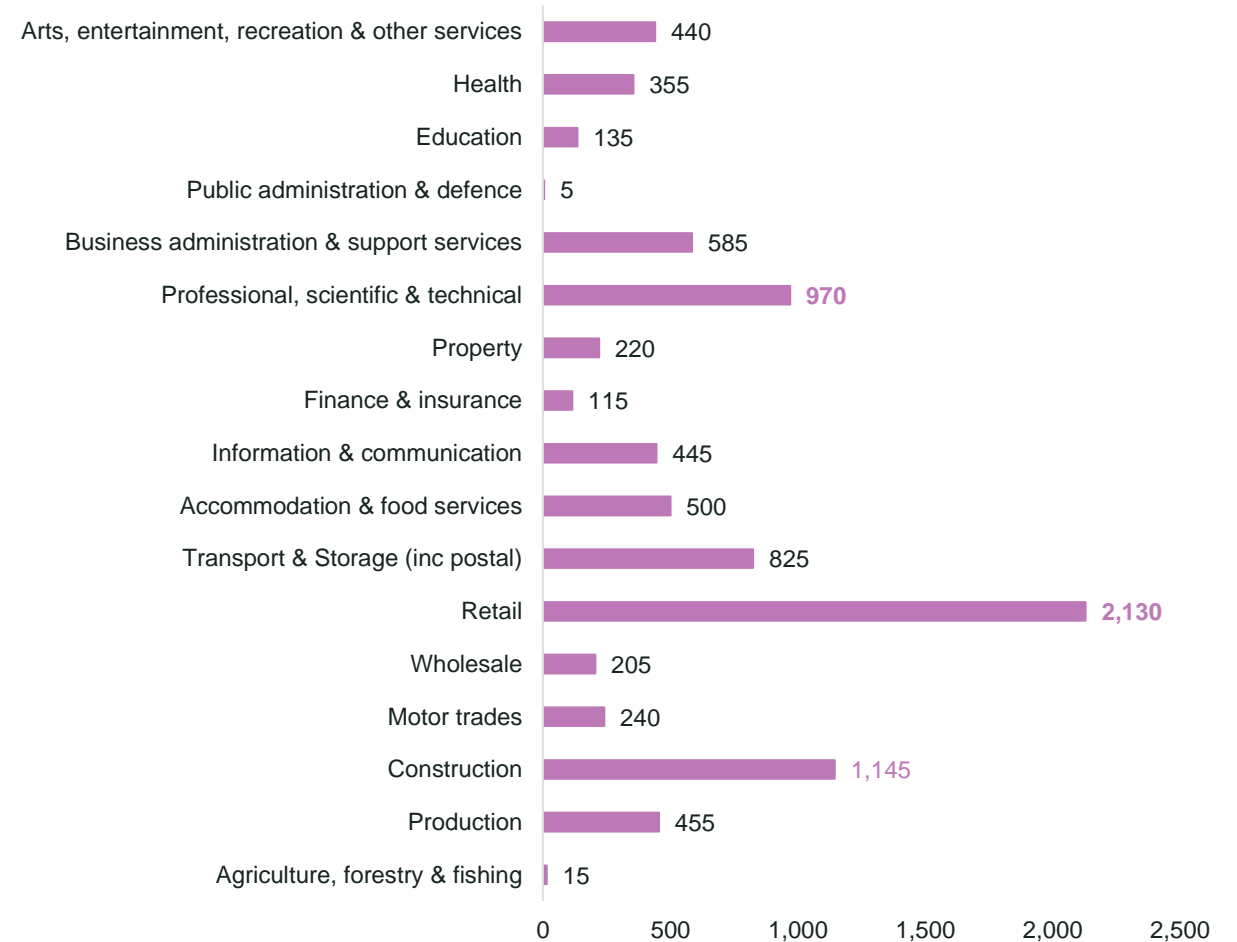
- e-Mainstream Users – exhibit typical internet user characteristics in heterogeneous neighbourhoods are the periphery of urban areas or in transitional neighbourhoods
- Passive and Uncommitted Users – Limited or no integration with the internet. They tend to reside outside city centres and close to the suburbs or semi-rural areas. Higher levels of employment in semi-skilled and blue-collar occupations
- E-professionals – High levels of internet engagement, and comprises fairly young populations of urban professionals, typically aged between 25 and 34. they are experiences users and engage with the internet daily and in variety of settings
- E-veterans – Affluent families, usually located within low-density suburbs, with populations of mainly middle-aged and highly qualified professionals. Higher levels of engagement for information seeking, online services and shopping, less for social networks or gaming

This graph shows the number of VAT/PAYE based enterprises by broad enterprise group in Southampton. The largest sector in Southampton is retail with 2,130 enterprises, followed by construction with 1,145 and then professional, scientific and technical with 970.

Despite there being only 15 VAT/PAYE based enterprises in the broad enterprise group for agriculture, forestry and fishing, a prominent industry cluster in Southampton, in terms of employment, is Maritime which includes marine and maritime business services industries.

The Maritime industry provided 1,083% more jobs in Southampton compared to the national average in 2021. Furthermore, the Maritime industry is growing nationally, meaning this is a strength cluster for economic growth in Southampton.

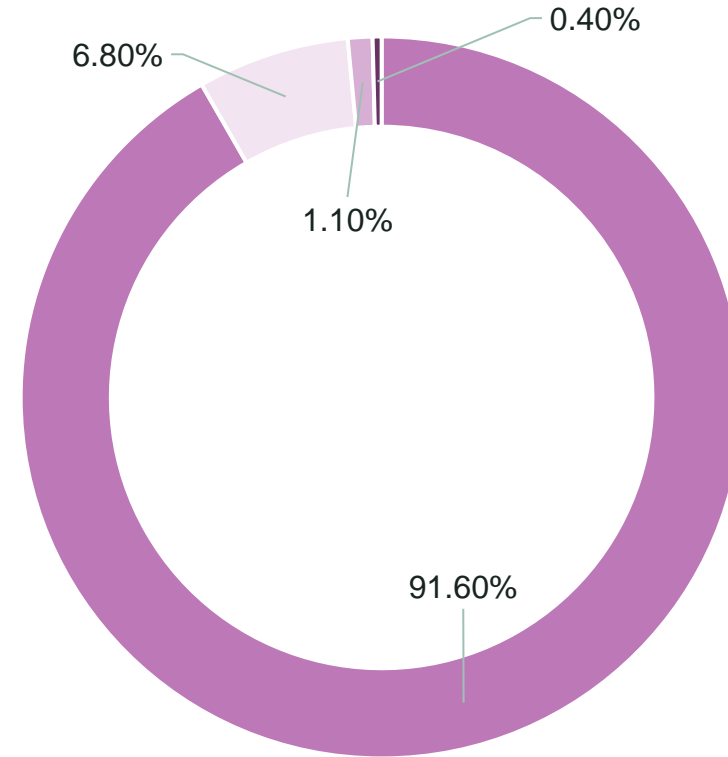
Number of VAT/PAYE Based Enterprises by Broad Enterprise Group: Southampton



Enterprises by Size: Southampton

This graph shows the percentage of enterprises by size in Southampton. Southampton has a total of 8,785 enterprises, 91.6% of which are micro with 0-9 employees and 6.8% small with 10-49 employees. Southampton has a higher total percentage of micro and small organisations (98.4%) compared with the South East region (98.2%).

Therefore, supporting these small businesses to make changes to move towards net zero is key to supporting economic growth that contributes to Southampton becoming a green and environmentally sustainable city.



■ Micro (0-9) ■ Small (10 - 49) ■ Medium (50 - 249) ■ Large (250+)



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Social:

Promote the health and wellbeing of all Southampton residents

A look into the community safety, health and services needs and priorities for Southampton

Key insight

Southampton City Council's Health and Wellbeing Strategy is informed by the Joint Strategic Needs Assessment and a number of city wide strategies and action plans. The Health and Wellbeing Strategy sets out the key outcomes the council aim to achieve up to 2025.

A key principle highlighted in the strategy is that they will consider health in all policies. Therefore, health as a key social outcome should be included within a social value policy for Southampton.

Policy Document	Relevant Policy or Objective
<u>Southampton City Council Health and Wellbeing Strategy 2017-2025</u>	<p>Vision: "Our vision is that Southampton has a culture and environment that promotes and supports health and wellbeing for all. Our ambition is to significantly improve health and wellbeing outcomes and reduce citywide health inequalities in Southampton by 2025"</p> <p>Key outcomes:</p> <ul style="list-style-type: none">• People in Southampton live active, safe and independent lives and manage their own health and wellbeing• Inequalities in health outcomes are reduced• Southampton is a healthy place to live and work with strong, active communities• People in Southampton have improved health experiences as a result of high quality, integrated services

Key insight

In Southampton, a Sustainability Appraisal (SA) is being carried out alongside preparation of the Southampton City Vision Local Plan.

Local Planning Authorities such as Southampton City Council use the SA to assess plans against a set of sustainability objectives developed in consultation with local stakeholders and communities. This assessment helps the Council to identify the relative environmental, social and economic performance of possible strategic, policy and site options, and to evaluate which of these may be more sustainable.

The SA has been reviewed to understand priorities for promoting the health and wellbeing of all Southampton residents.

Policy Document	Relevant Policy or Objective
<p style="text-align: center;"><u>Sustainability Appraisal and Strategic Environmental Assessment for the Southampton City Vision Local Plan (2019)</u></p>	<p>Key sustainability issues identified:</p> <p><u>Health</u></p> <ul style="list-style-type: none"> • New health, sporting, leisure and recreational facilities should be provided and should encourage walking, cycling and more active lifestyles • The development of a high quality multifunctional green infrastructure network should be promoted • The development of safe and accessible cycle networks to facilitate cyclist-friendly development, and enable intermodality with other modes of transport • The provision of high quality, well located and affordable housing appropriate for local residents' needs should be provided • Southampton has a generally poor level of health, most notable among males • Adult participation in sport has decreased in Southampton in recent years • The priorities for action identified for Southampton by Public Health England include social factors impacting health, mental health, diet, smoking, substance misuse, infections and health screening <p>SA Objectives:</p> <p>11. To create a healthy and safe community</p> <p><u>Housing</u></p> <ul style="list-style-type: none"> • Affordability of housing, especially for the lower earnings quantile is a key issue in Southampton; the ratio between median earnings and house prices in the City are 8.19 times earnings • A growing population, especially for the younger demographic, including students, could create pressures for certain types of housing <p>SA Objectives:</p> <p>1. To provide good quality and sustainable housing for all</p>

Key insight

The Planning Southampton City Centre Action Plan focusses on creating an environment where local residents can flourish. Key social aspects of this include safety and cultural diversity.

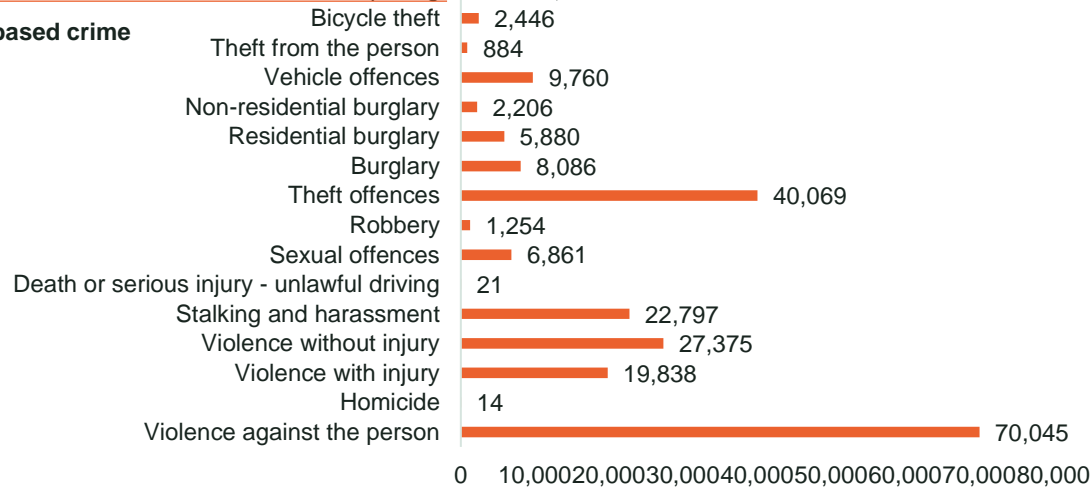
Policy Document	Relevant Policy or Objective
<p><u>Sustainability Appraisal and Strategic Environmental Assessment for the Southampton City Vision Local Plan (2019)</u></p>	<p>Key sustainability issues identified: <u>Population and Quality of Life</u></p> <ul style="list-style-type: none"> Population growth in the City will increase demand for housing, services and infrastructure, particularly around Bargate and Bevois With the relatively high crime rates present within the City, perceptions of security and fear of crime are an issue for many residents and numbers of most types of crime are increasing The development of a high quality and multifunctional green infrastructure network in the area will be key contributor to quality of life in the plan area
<p><u>Planning Southampton City Centre Action Plan 2015</u></p>	<p>6 cross-cutting themes: <u>A great place to live</u> New and existing communities will flourish in attractive, safe, neighbourhoods, having chosen the excitement and convenience of city centre living. There will be a range of different house types, sizes and tenures, local services, community facilities and employment opportunities. The city centre's open spaces will provide both places to play and tranquil places to relax in. Local shops and services dotted across the centre, and particularly in Bedford Place / London Road and St Mary Street, will continue to meet the day to day needs of city centre residents, employees and visitors. Residents will feel safe, and have a sense of belonging to a place which celebrates its cultural diversity. There will be improved connections between the city centre and surrounding communities, and measures to enable residents to benefit from the new job opportunities in the city centre.</p> <p>Policy AP 8 The Night Time Economy "...Contributions to community safety facilities will be sought from proposals for entertainment venues, including A3, A4, A5, nightclubs or D2 uses which relate to the night-time economy, leisure and tourism facilities."</p>

Number of Police Recorded Crime by Offence Group: Hampshire

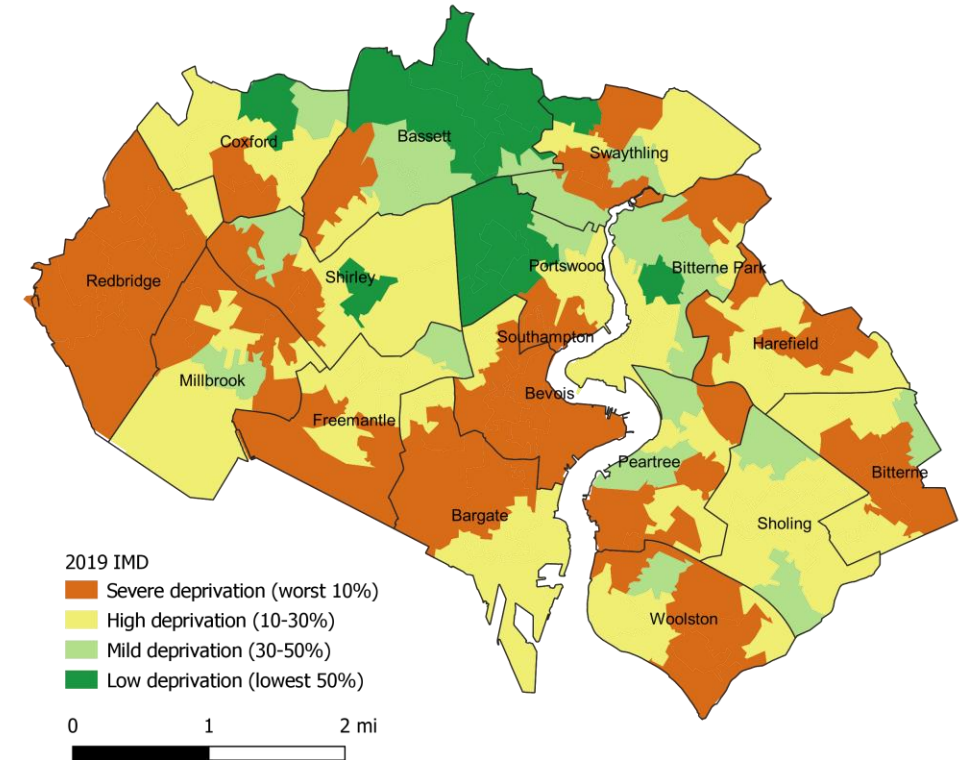
Crimes against society



Victim based crime



Southampton City Council - Crime Deprivation



This graph shows the number of police recorded crimes by offence group in the year ending December 2021. Southampton sits within the police force area Hampshire. The highest recorded crime by offence group in Hampshire was Violence against the person at 70,045 followed by theft offences at 40,069, then Violence without injury at 27,375.

All of these are within the victim based crime category. Therefore, promoting community safety and reducing crime is key to protecting the wellbeing of residents.

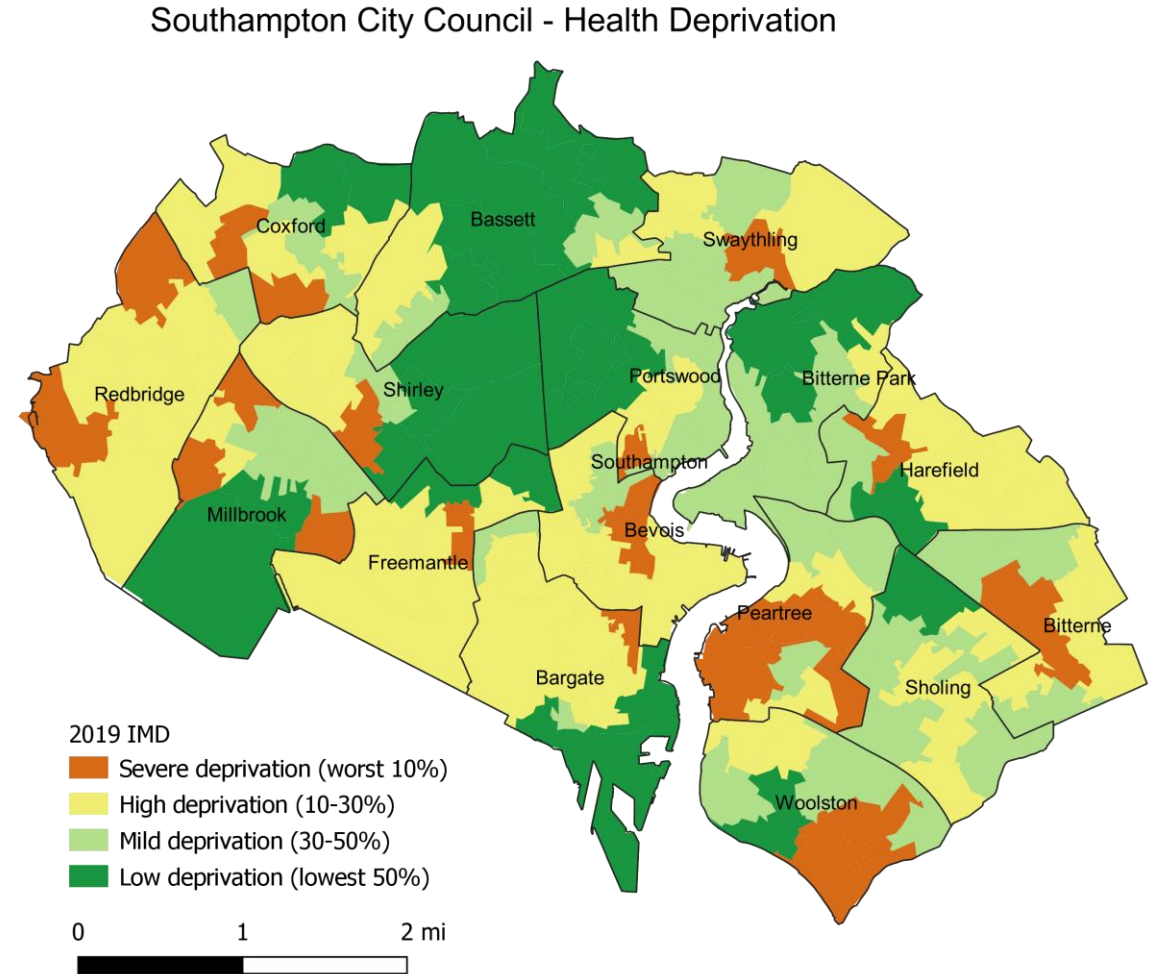
Southampton experiences 79.7% high to severe Crime deprivation, which is 59.3% higher than the South East regional average. Crime is the domain in which Southampton experiences its second highest levels of high to severe deprivation with the wards of Bargate, Bevois, Harefield and Redbridge all experiencing 100% high to severe Crime deprivation. The map shows higher levels of deprivation in the south of Southampton, with an area of low deprivation in the north.

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Southampton experiences 56.1% high to severe Health deprivation which is 43.5% higher than the South East regional average. The wards that experience the highest levels of high to severe Health deprivation are Redbridge (90%), Bevois (80%) and Freemantle and Harefield both with 77.8%.

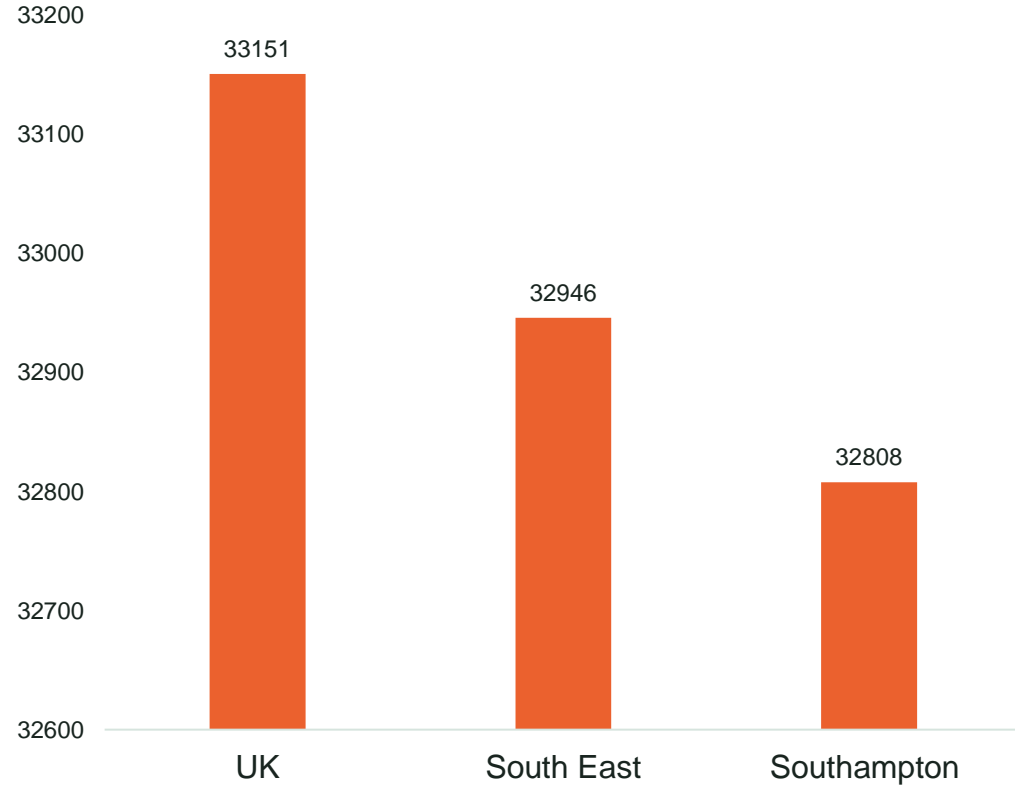
Life expectancy in Southampton between the years of 2018-2020 was lower for both males and females than the national average with male life expectancy at 78.3 years (1.1 years less than the England average for males) and female life expectancy at 82.5 years (0.6 years less than the England average for females). Furthermore, the healthy life expectancy* in Southampton between 2017-2019 for both males (62.6) and females (60.7) is lower than the England average (63.2 for males and 63.5 for females) (Public Health England, 2022).

Therefore, improving life expectancy and supporting the community to lead healthy lives is important to support healthier communities in Southampton, in particular for women who have a lower healthy life expectancy.



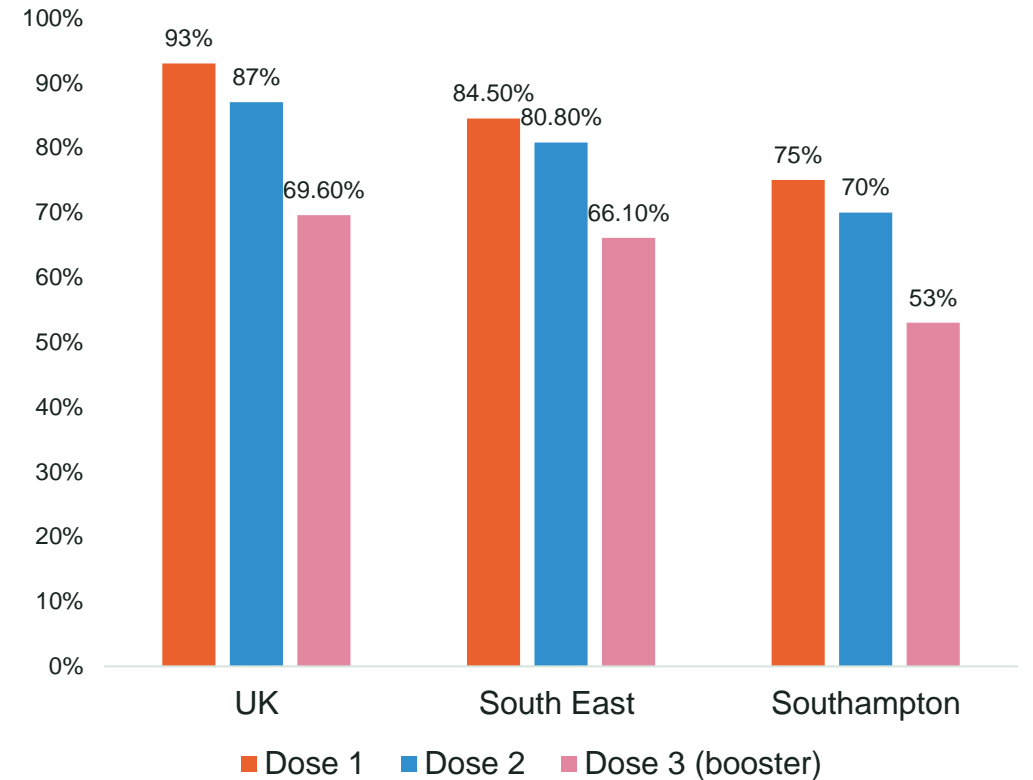
*Healthy life expectancy is an estimate of the number of years lived in good health (rather than with a disability or in poor health)

Covid-19 Case Rate per 100,000 Population (8th June 2022)



This graph shows the Covid-19 case rate per 100,000 of the population in the UK, the South East region and Southampton. As of June 8th 2022, the case rate in Southampton is lower than the regional and national average.

Covid-19 Vaccination Uptake (8th June 2022)



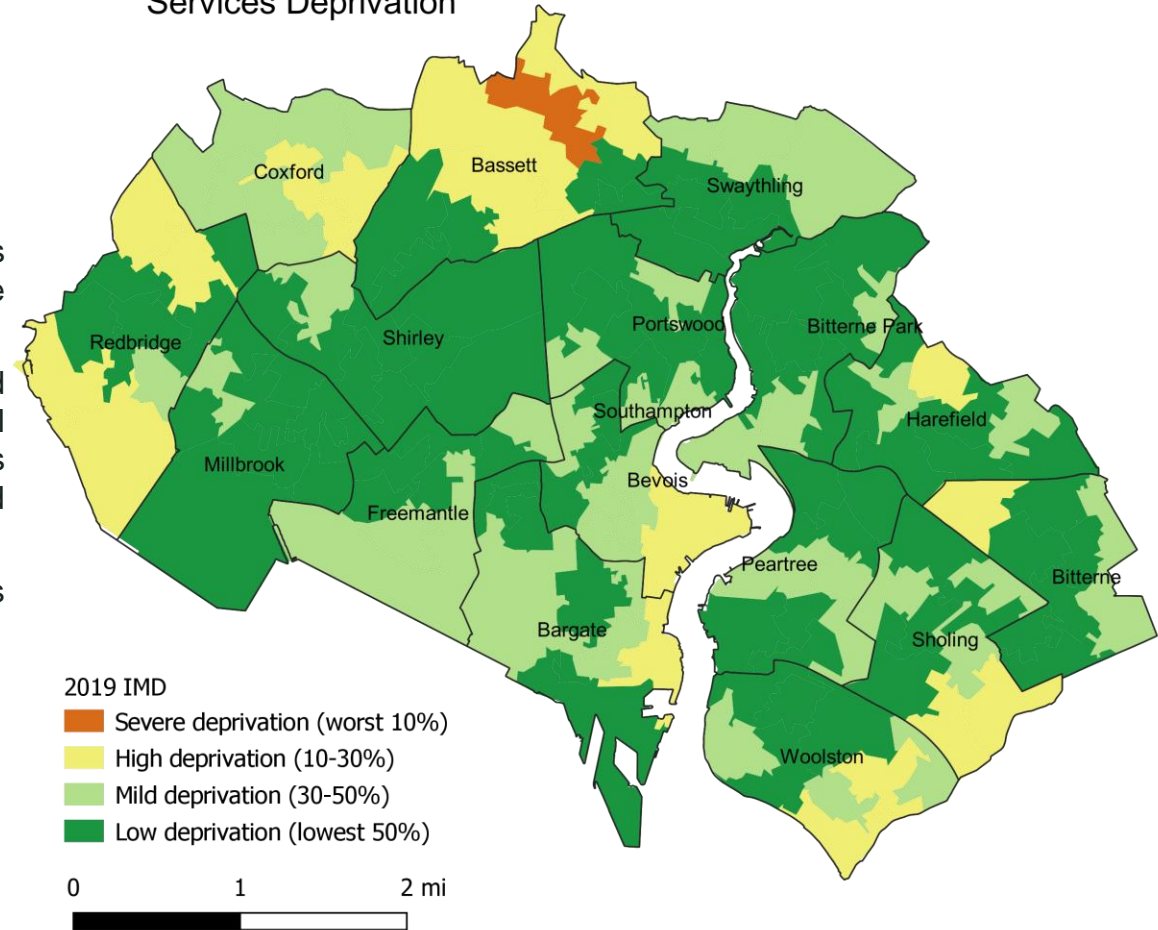
This graph shows the Covid-19 vaccination uptake rate in the UK, the South East region and Southampton. As of June 8th 2022, the vaccination update rate for all 3 doses in Southampton is lower than the regional and national average.

Southampton City Council - Barriers to Housing & Services Deprivation

Barriers to Housing and Services includes access to services (such as GPs, grocery stores, post office, etc) as well as access to affordable housing.

Southampton experiences 12.2% high to severe Barriers to Housing and Services deprivation which is 20.1% less than the South East regional average. The only wards experiencing higher levels of deprivation in this domain compared to the South East region are Bassett (44.4%) and Redbridge (40%).

The deprivation map shows that the only area of severe deprivation is located in the ward of Bassett.



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Data Insights

Southampton performs worse than the regional average in several indicators relating to *Social: Healthier, Safer and More Resilient Communities*.

In relation to physical health:

- Deaths from alcohol related conditions is 101% higher
- Avoidable Mortality Rate is 31% higher
- Density of Fast Food Outlets is 26% higher
- Percentage of Adults Who Currently Smoke is 12% higher

In relation to community safety:

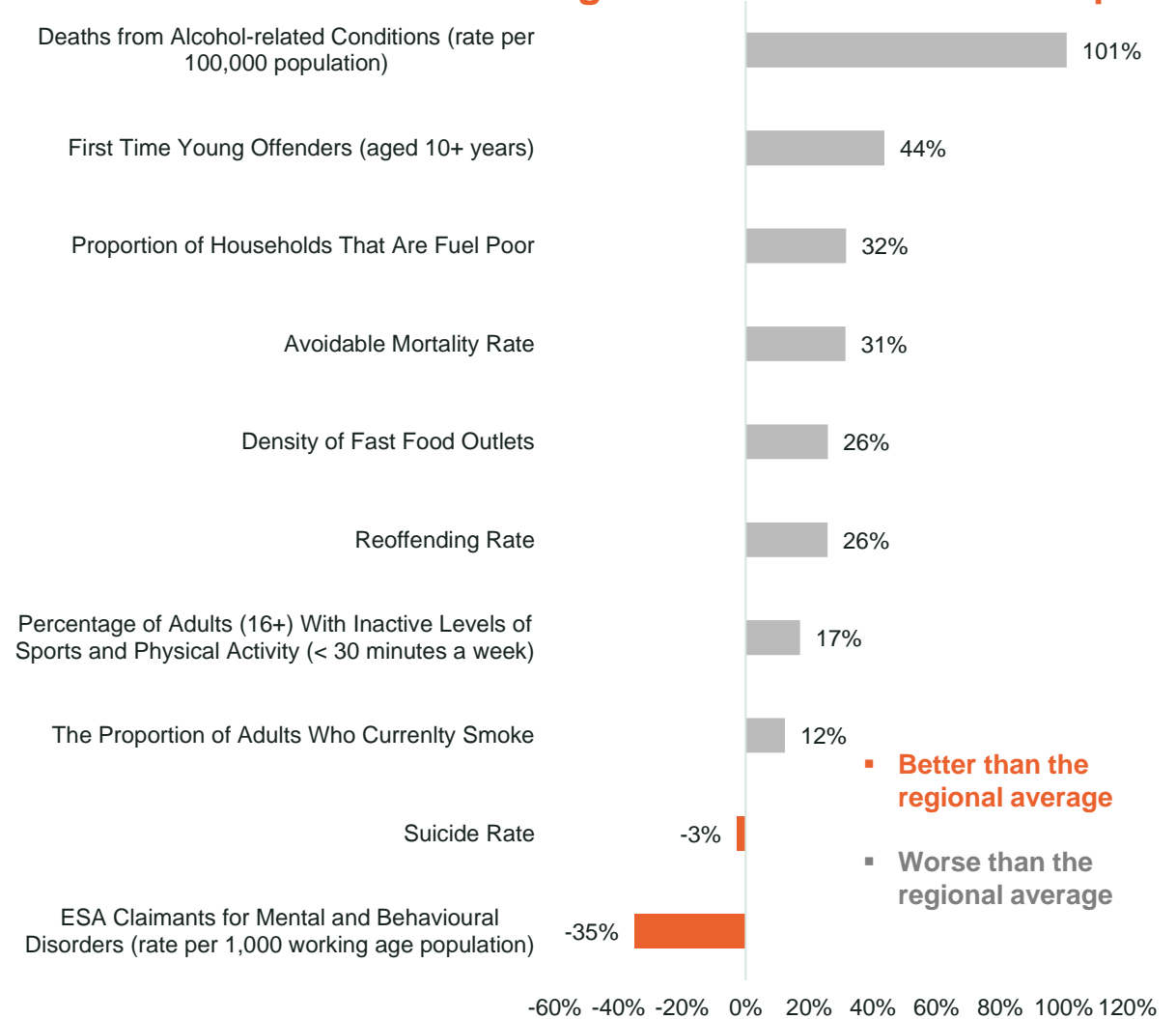
- First Time Young Offenders is 44% higher
- Reoffending Rates is 26% higher

In relation to community resilience:

- Proportion of households that are fuel poor is 32% higher

The data indicates that people in Southampton need support to improve physical health. Additionally, initiatives to reduce crime and improve community safety are key to creating social value within this theme, as well as supporting vulnerable members of the community that are fuel poor.

Promote the health and wellbeing of all residents: Southampton





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Environment:

Decarbonise and improve the environment in Southampton

A look into the needs and priorities for decarbonising and safeguarding Southampton

Key insight

The Green City Plan 2030 highlights that Southampton is a city with a large amount of green space, with 49 parks and 1,140 hectares of open space, including Southampton Common which host over 17 million visitors a year.

The priority areas in the table to the right have been identified within this policy in relation to decarbonising and improving the environment in Southampton.

Policy Document	Relevant Policy or Objective
<u>Green City Plan 2030</u>	<p><u>Sustainable Energy and Carbon Reduction</u></p> <ul style="list-style-type: none"> We want to be Carbon Neutral by 2030 We will make the best use of our resources and reduce our energy consumption We will use energy that is generated from renewable sources and support the generation of sustainable energy that does not compromise local air quality <p><u>Delivering Clean Air</u></p> <ul style="list-style-type: none"> We will take actions that will improve the quality of life in our city. We want the Healthy Life Expectancy Indicator to be the best amongst our peers and to remove the difference cities like Southampton experience with rural areas in terms of deaths attributed to air pollution We will reduce emissions and aspire to satisfy World Health Organisation air quality guideline values. By 2025 we want to see nitrogen dioxide levels of 25 µg/m³ as the norm <p><u>Our Natural Environment</u></p> <ul style="list-style-type: none"> We will protect and enhance our natural environment <p><u>Resources, Waste and Water Management</u></p> <ul style="list-style-type: none"> We will make the best use of our resources, reduce our energy consumption, minimise waste and ensure we repair, reuse and recycle We will use products and services that support our vision Sustainable Travel We will encourage, promote and incentivise the use of sustainable and active travel

Key insight

Planning Southampton City Centre Action Plan 2015 highlights cross-cutting themes as well as specific policies which relate to decarbonising and improving the environment in Southampton.

Policy Document	Relevant Policy or Objective
<p style="text-align: center;"><u>Planning</u> <u>Southampton City</u> <u>Centre Action Plan</u> <u>2015</u></p>	<p>6 cross-cutting themes: <u>Easy to get about</u> A network of well-signed, attractive routes which are accessible for all people including those with reduced mobility, together with views of individual landmark buildings, gateway developments, the water, cruise ships and port activity will make it easy for people to find their way about. It will encourage people to spend more time in the city centre and promote walking, cycling and use of public transport. The Central Station will be significantly enhanced as a transport interchange enabling easy access to improved bus services and facilities. Improvements to the highway network will create a network of streets which are easy to cross, and are attractive to pedestrians, cyclists, bus operators and taxis whilst still providing efficient and appropriate access to new and existing businesses such as the international Port, and the retail and leisure/ entertainment sectors.</p> <p>Policy AP 12 Green Infrastructure and Open Space “...Require all developments (and especially the key sites set out in chapter 5) to assess the potential of the site for appropriate green infrastructure”</p> <p>Policy AP 13 Public Open Space in New Developments “3. Development will provide “intensive green roof” open space where practical. If this is accessible to all occupiers it will count towards the standard in criterion 2. 4. Development will provide for other types of open space through a CIL contribution; 5. Suitable qualitative improvements must contribute to green infrastructure and the public realm. Proposals will include green walls where practical and appropriate.”</p>

Key insight

Southampton City Council is leading by example through following the Southampton City Council Social Value and Green City Procurement Policy which provides criteria for the procurement of goods and services in line with decarbonising and improving the environment in Southampton.

Policy Document	Relevant Policy or Objective
<p><u>Planning</u> <u>Southampton City Centre Action Plan 2015</u></p>	<p>6 cross-cutting themes: <u>A greener centre</u> The low carbon approach will deliver renewable and sustainable energy (particularly through the existing extensive district energy network), a reduction in the use of natural resources, and greener design for new buildings including green roofs and walls. The refurbishment of existing buildings will, where possible also conserve energy embedded in the bricks and mortar. There will be many more jobs in the green economy, creating and delivering renewable energy, retrofitting our current building stock or developing and applying green technologies. More people will walk, cycle and use public transport to get about, which, coupled with respect for the natural environment and biodiversity, will promote physical and mental wellbeing as well as reduce carbon emissions. A co-ordinated, realistic approach to managing flood risk will give confidence to investors that Southampton is addressing climate change and is a place for long term growth. Changing work practices and high quality broadband connections will reduce the need to travel.</p>
<p><u>Southampton City Council Social Value and Green City Procurement Policy</u></p>	<p>Where appropriate to the requirement, the Council seeks goods and services that:</p> <ul style="list-style-type: none"> • Identify and manage the wider life cycle and supply chain impacts which are designed to enable sustainable end-of-life management i.e. reused or recycled rather than disposed • Reduce and reuse resources to lower the consumption of virgin materials • Demonstrate responsible management of materials, evidencing recycling and recovery options for goods • Demonstrate a high standard of energy efficiency • Use renewable/cleaner energy • Minimise use of single use plastics • Minimise unnecessary water use • Reduce the number and improve the efficiency of vehicle movements to reduce congestion and emissions • Reduce emissions using technological solutions • Use environmentally and socially sustainable materials • Protect and enhance ecosystems and the natural environment • Minimise emissions of greenhouse gases and other pollutants

Key insight

A Sustainability Appraisal (SA) is being carried out alongside preparation of the Southampton City Vision Local Plan.

Local Planning Authorities such as Southampton City Council use SA to assess plans against a set of sustainability objectives developed in consultation with local stakeholders and communities. This assessment helps the Council to identify the relative environmental, social and economic performance of possible strategic, policy and site options, and to evaluate which of these may be more sustainable.

The SA has been reviewed to understand priorities for decarbonising and improving the environment in Southampton.

(cont.)

Policy Document	Relevant Policy or Objective
<p style="text-align: center;"><u>Sustainability Appraisal and Strategic Environmental Assessment for the Southampton City Vision Local Plan (2019)</u></p>	<p>Key sustainability issues identified:</p> <p>Accessibility and Transport</p> <ul style="list-style-type: none"> • Many key roads and junctions in the wider area experience congestion and delay, particularly during peak periods. This also affects the quality of public transport provision • Congestion is contributing to poor air quality, increased noise pollution, health issues, poor quality of the public realm and increased greenhouse gas emissions in the city • The scale of development proposed, together with anticipated growth in the demand for travel from existing communities, will place further demand on already stretched transport networks. Traffic management measures will be required to ensure that the existing network is used effectively • Development located close to the M27 motorway has the potential to encourage car use and further increase congestion in the area • A potential doubling of throughput by 2035 for the Port of Southampton is anticipated with the associated increase in the volume of vehicles (including heavy-goods vehicles) and passengers, further contributing to congestion, delay and air pollution • People living in deprived areas close to the City centre or on the edge of the City can experience higher levels of pollution as many are close to busy roads. These people have low levels of car ownership and therefore rely on accessible and affordable public transport <p>SA Objectives:</p> <p>4. To promote accessibility and encourage travel by sustainable means</p> <p>Air Quality</p> <ul style="list-style-type: none"> • Elevated levels of pollutants due mainly to road transport emissions, especially heavy goods vehicles • Increased traffic flows generated by the site allocations could add to overall emissions and pollutants associated with transport, especially around City centre road networks • Increases in traffic flows may also undermine efforts to improve air quality in air quality hot spots across the City • Incidents of industrial and chemical pollution occur outside the City boundary <p>SA Objectives:</p> <p>6. To minimise air, water, light and noise pollution</p>

Policy Document	Relevant Policy or Objective
<p><u>Sustainability Appraisal and Strategic Environmental Assessment for the Southampton City Vision Local Plan (2019)</u></p>	<p>Key sustainability issues identified:</p> <p><u>Biodiversity and Geodiversity</u></p> <ul style="list-style-type: none"> • Potential impacts on priority habitats and species from new developments, including loss, damage, fragmentation and isolation • Potential effects on designated sites of nature conservation interest, many of which are in coastal location • Protecting and enhancing the area’s green and blue infrastructure network will support local and sub-regional biodiversity networks by helping to improve connectivity for habitats and species, and provide benefits to local communities in terms of health and wellbeing • Improvements in local ecological networks will support biodiversity’s adaptation to climate change • Access to the natural environment should be maintained and supported by the Southampton City Vision Local Plan. However, measures will need to be taken to ensure that disturbance impacts within Solent European sites are not exacerbated <p>SA Objectives:</p> <p>7. To conserve and enhance biodiversity</p> <p><u>Climate Change</u></p> <ul style="list-style-type: none"> • Potential increases in greenhouse gas emissions linked to an increase in the built footprint of the City. This includes increased car use and travel, housing provision and employment • The Southampton City Vision Local Plan should seek to support continued and ongoing reductions in per capita emissions in the City • Road transport and domestic emissions are the two largest contributors to carbon dioxide emissions in the City. The Local Plan should seek to limit emissions from these sources through energy efficiency, renewable energy provision, promotion of sustainable transport, and by reducing the need to travel through planning • The Southampton City Vision Local Plan should seek to support adaptation to risks linked to climate change through appropriate design and layout, and the incorporation of features which will maximise the resilience of the City to the effects of climate change, such as sustainable drainage systems and green and blue infrastructure provision. Economic factors

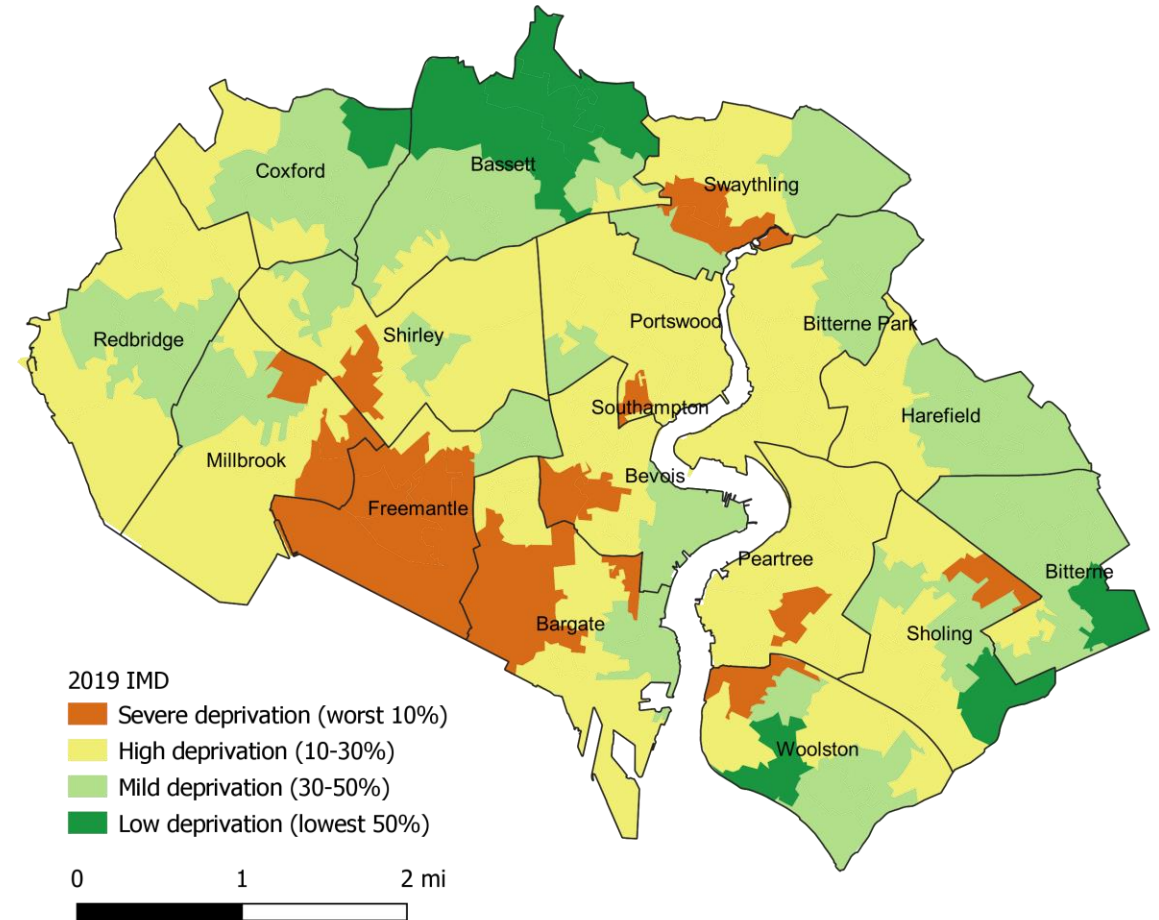
Policy Document	Relevant Policy or Objective
<p><u>Sustainability Appraisal and Strategic Environmental Assessment for the Southampton City Vision Local Plan (2019)</u></p>	<p>Key sustainability issues identified:</p> <p><u>Green Infrastructure and Ecosystem services</u></p> <ul style="list-style-type: none"> • There are challenges in the provision of green infrastructure in the City given its urban nature • Fragmentation of cycle routes in some locations does not help would-be cyclists move to this mode of transport • Certain areas of the City experience deficiencies in accessible, good quality green space. The inner city wards of Bargate and Bevois are those with the worst provision of green space and amenity open space • The City has high levels of health deprivation, most notably is that of obesity across all age groups • Opportunities exist for greater tree planting along roads, where safety is not compromised, to help improve air quality and provide shading <p><u>Soil</u></p> <ul style="list-style-type: none"> • Ensure the appropriate remediation and reuse of contaminated land. Waste should be dealt with in ways that minimise environmental impacts by setting up waste management systems. Ensure the hazard risk to the population and environment is minimised <p><u>Water</u></p> <ul style="list-style-type: none"> • The water quality of the City's water bodies including Southampton water and the main rivers Test and Itchen, require protection and improvement to support the biodiversity interests for these habitats. New development should avoid impacting on the quality of the water environment within the City <p>SA Objectives:</p> <p>8. To conserve and manage natural resource (water, land, minerals, agriculture land, materials)</p>

Southampton City Council - Environment Deprivation

Outdoor Living Environment includes air pollution and road traffic accidents.

Southampton experiences its highest levels of high to severe deprivation in the Outdoor Living Environment domain with 99.3% which is 73.2% higher than the South East regional average. The following wards all experience 100% high to severe deprivation in this domain; Bargate, Bassett, Bevois, Bitterne, Bitterne Park, Coxford, Freemantle, Harefield, Millbrook, Peartree, Portswood, Redbridge, Sholing, Swaythling and Woolston.

The deprivation map shows severe deprivation concentrated in the south of Southampton.



This map contains public sector information licensed under the [Open Government Licence v3.0](#)

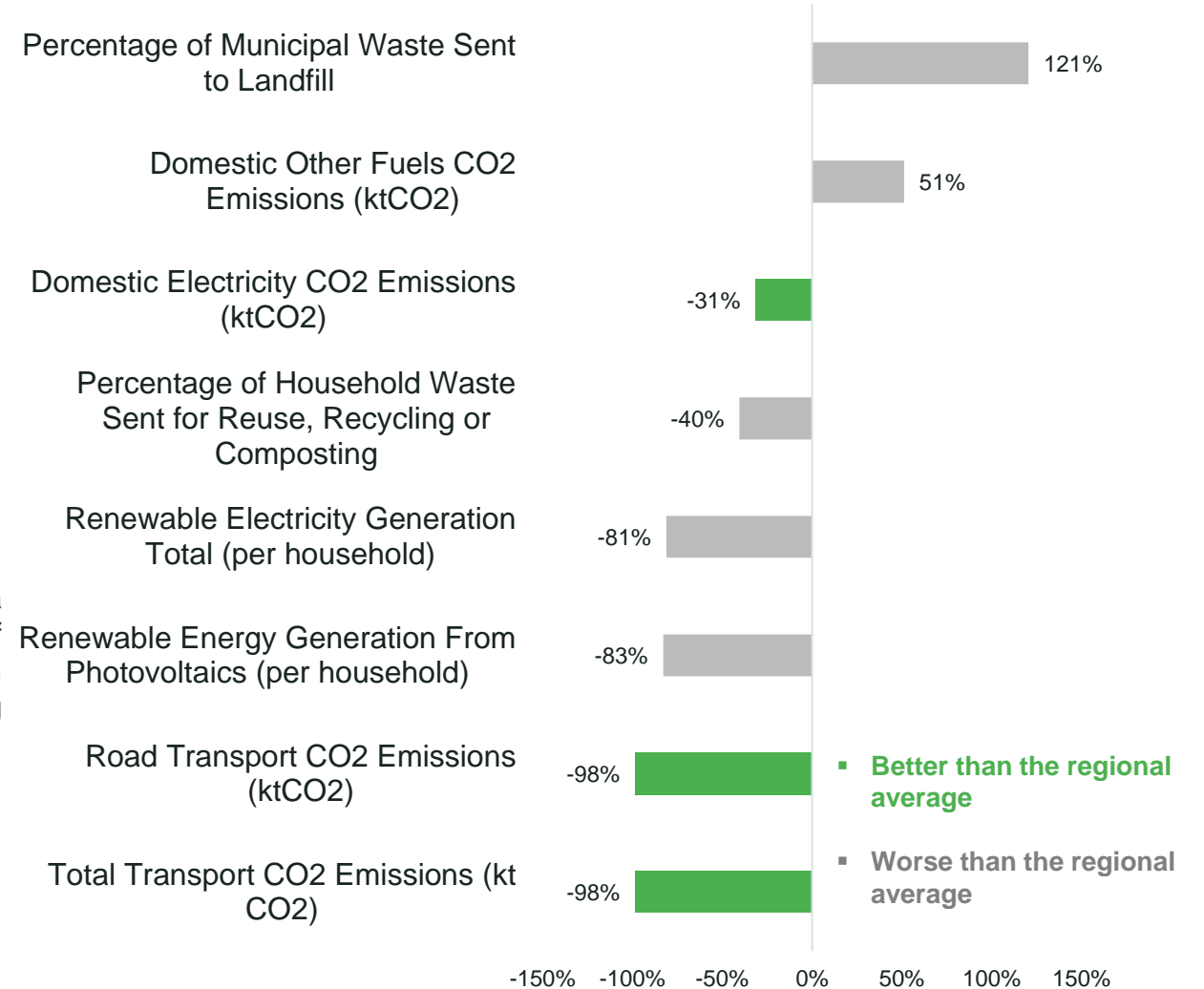
Data Insights

Southampton performs worse in several indicators relating to the theme of *Environment: Decarbonising and Safeguarding our World*:

- Percentage of Municipal Waste Sent to Landfill is 121% higher
- Domestic Other Fuels CO2 Emissions (ktCO2) is 51% higher
- Percentage of Household Waste Sent for Reuse, Recycling or Composting is 40% lower
- Renewable Electricity Generation Total (per household) is 81% lower
- Renewable Energy Generation From Photovoltaics (per household) is 83% lower

Waste management is a key area for improvement in Southampton, the data indicates that local residents need more support and or facilities to dispose of their waste sustainably. Additionally, generating more renewable energy in Southampton will create added value within this theme, as well as reducing emissions.

Decarbonise and improve the environment: Southampton





Appendix

Appendix 1 – Definitions

- **IMD** – Indices of Multiple Deprivation*
- **LSOA** – Lower Layer Super Output Area
- **High to severe deprivation** – areas performing within the worst 30% nationally
- **NEET** – not in education, employment or training
- **MSME** – Micro small and medium enterprises

*for IMD domain definitions see [slide 11](#)

Appendix 2 – Internet User Classification

The Consumer Data Research Centre (CDRC) have developed an Internet User Classification using data from the British Population Survey (BPS), which provides info on the behavioural characteristics of the population regarding various aspects of internet use, which could be linked with demographic data from the census and supplemented with data from online retailers, on online transactions and infrastructure data from OfCom on download speed.

Every LSOA in the UK has been classified into 10 groups (summarised in the table below):

Internet User Classification	Definition
e-Cultural Creators	High levels of Internet engagement, particularly regarding social networks, communication, streaming and gaming, but relatively low levels of online shopping, besides groceries.
e-Professionals	High levels of Internet engagement, and comprises fairly young populations of urban professionals, typically aged between 25 and 34. They are experienced users and engage with the Internet daily and in a variety of settings.
e-Veterans	Affluent families, usually located within low-density suburbs, with populations of mainly middle-aged and highly qualified professionals. Higher levels of engagement for information seeking, online services and shopping, less for social networks or gaming.
Youthful Urban Fringe	Reside at the edge of city centres and deprived inner-city areas, ethnically diverse, young, large student and informal household populations, access via mobile devices. High levels of Internet engagement are average over-all, with high levels of social media usage
e-Rational Utilitarians	Comprising mainly rural/semi-rural areas with higher than average retired populations, constrained by poor infrastructure. Users undertake online shopping; the Internet is used as a utility rather than a conduit for entertainment.
e-Mainstream	Exhibit typical Internet user characteristics in heterogeneous neighbourhoods at the periphery of urban areas or in transitional neighbourhoods.
Passive and Uncommitted Users	Limited or no interaction with the Internet. They tend to reside outside city centres and close to the suburbs or semi-rural areas. Higher levels of employment in semi-skilled and blue-collar occupations.
Digital Seniors	Typically, White British, retired and relatively affluent. Average use of the Internet, typically using a personal computer at home. Despite being infrequent users, they are adept enough to use the Internet for information seeking, financial services and online shopping.
Settled offline Communities	Elderly, White British, in semi-rural areas. They undertake only limited engagement with the Internet, they may have only rare access or indeed no access to it at all.

Thank you



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- 9.241 Development will accord with all plan policies, including:
- 9.242 Waterfront and New Open Spaces (policies DE4 and EN5): development will retain and extend the public walkway to maintain the sites connection with the waterfront.
- 9.243 Placemaking and Heritage (policies DE1, EN6 and EN7): Any further development should maintain the high quality of the buildings already completed or under construction and consider views into the site from the water and from Itchen Bridge as they will be prominent buildings from these viewpoints in addition to from within and across the site. The site lies within an area of archaeological potential. Much of that potential was removed by 19th century quarrying and later development (including the current ongoing development). However, parts of the site, particularly at the north end, retain archaeological potential.