




# Southampton – City of opportunity where everyone thrives

## Our goal: Prosperity for all

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

### ! Our priorities

	 <b>Economic growth with social responsibility</b>	 <b>Skills and employment</b>	 <b>Healthier and safer communities</b>
Focus	Ambitious inward investment across all sectors Maximising Southampton's port status and waterfront potential Strong city centre Business Improvement District	Raising aspirations by promoting inspirational role models Closing the gap for local people Linking education and business Connecting innovation, entrepreneurs and workforce skills	Keeping people healthy Protecting vulnerable people Reducing the negative impact of alcohol and drugs Reducing unnecessary attendances and hospital admissions
Outcomes	Strong local economy with a diverse range of businesses Southampton is known as a must visit green waterfront destination Dynamic and value added business investment Good transport infrastructure Vibrant district centres	Improved match between local skills and business needs Increased quality employment opportunities for local people All residents have access to good quality learning opportunities	Improving wellbeing and people staying healthy for longer People of all ages are safer and feel secure People experience less social isolation Babies, children and young people have a better start in life Reduce harm from substance abuse
Measures	Number of active enterprises Gross Value Added Number of jobs Number of visitors to the city Number of dwellings and amount of commercial floorspace completed on major waterfront development sites	Employment rate / jobs per head of population Number of apprenticeship starts Results for Science, Technology, Engineering and Maths Achievement indicators Retention of skills in the city / adult literacy and numeracy	Youth reoffending and crime rates Healthy life expectancy Resident perceptions of safety Outcomes for dementia Hospital admissions related to alcohol Perception of influence over healthcare decisions Number of people reporting feelings of isolation

### ★ Our cross-cutting themes


<b>Fostering city pride and community capacity</b>	<ul style="list-style-type: none"> <li>Increasing community cohesion</li> <li>Increasing satisfaction with Southampton as a place to live</li> <li>Increasing volunteering in the City</li> <li>Increasing the number of people who want to get involved and influence decision making in the City</li> </ul>
<b>Delivering whole place thinking and innovation</b>	<ul style="list-style-type: none"> <li>Working together to pool budgets to deliver seamless services</li> <li>Building on the City’s research and development expertise to encourage and promote innovation in all aspects of city life</li> </ul>
<b>Improving mental health</b>	<ul style="list-style-type: none"> <li>Supporting people with mental health issues to gain and stay in employment</li> <li>Working together to support and signpost people into appropriate mental health services as early as possible</li> </ul>
<b>Tackling poverty and inequality</b>	<ul style="list-style-type: none"> <li>Increasing jobs and pay for residents</li> <li>Reducing child poverty</li> </ul>

## Why did we choose these priorities?



### City profile

- UK's most improved city between 2012 and 2013
- 2nd best English city for good growth
- Southampton has a resident population of 239,400 and 40,000 students
- 7 million day visits a year
- £3billion investment in the City Centre Master Plan, estimated to bring 7,000 jobs by 2026
- Europe's busiest cruise port with over 1.6million passengers per year
- 14th ranked city centre and 19th in the top shopping destinations
- Two universities with national ranking and UHS Specialist Acute Teaching Hospital within the top 20 in England



### Challenges


- Levels of qualifications and achievements at school and college need further improvement to equip young people with skills for future jobs
- Wages are below the regional average
- Southampton is the most deprived area in the south east for older people living in poverty with above average levels of child poverty
- Significant increase in demand for specialist safeguarding services for vulnerable children, young people and families
- Although crime is falling the comparable position for all crime is 6th out of 9 core cities
- Southampton has high levels of alcohol related crime and ill health
- High levels of domestic violence and abuse
- Poorer outcomes for care leavers in education and housing
- Reoffending rates particularly for young people



### Feedback from residents\*

- 82% of residents are satisfied with their local area as a place to live
- Increasing jobs and employment, as well as reducing crime and antisocial behaviour, were among the top priorities identified
- 63% of residents feel safe in their local area at night - compared to 93% during the day
- 63% of residents feel a strong sense of belonging to their local area, compared to the national average of 78%
- One third of respondents believe they have either little or no influence over the decisions on healthcare
- 39% of residents have taken part in voluntary activity in the last year

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



### Regional aspirations

- Promoting the area as the UK's leading growth hub for advanced manufacturing, marine and aerospace both at home and, more importantly, in the global marketplace
- Ensuring people have the right skills to access employment and support our growing sectors.
- Increasing and accelerating the number of jobs and housing by releasing key sites and helping to provide the infrastructure needed to regenerate and develop them
- Helping young people, the long-term unemployed and those who may be made redundant get into work

## Southampton Connect will work closely with the key city partnerships to deliver the vision

