



# *Southampton 2035*

**Our City Plan for 2025 - 2035**





# Executive summary

Southampton is a city of great opportunity. From its historic trading roots to its modern-day role as the economic hub of the south coast, our city and its people have resiliently reinvented themselves to meet the challenges and possibilities that lie ahead.

This Southampton 2035 City Plan builds on that ethos and gives focus to our ambitions for the city over the coming decade. Developed with input from thousands of local residents, businesses, public and private sector partners and community groups – the Southampton 2035 City Plan sets out five missions that organisations across the city have collectively committed to. A clear, shared direction for the positive change we all want to see.

At the heart of that change is a commitment to building a more equal Southampton. We know that too often, people's health, employment, safety, and life chances are affected by their backgrounds or where they live. Reducing this inequality and making Southampton a more equal place to live is the overarching aim of Southampton 2035 and is incorporated in each of the missions.

Alongside this Southampton 2035 sets out four further missions - to make a Healthier, Safer, Greener and Growing Southampton.

Our drive to become a Healthier Southampton will focus not only on improving the health and independence of residents, but also on tackling the underlying causes of health inequalities, and seeking to prevent, rather than manage, ill-health wherever possible.

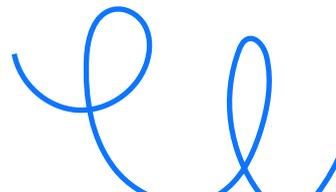
We will become a Safer Southampton with a specific focus on tackling violent crime, including youth and domestic abuse and violence against women and girls where we know there is more we collectively need to do as a community.

Residents told us how important the local environment and green spaces are to them. Our Greener Southampton mission reflects the commitment of organisations across the city to become a net-zero city, to protect our natural environment and to encourage more sustainable choices in the ways we live.

Finally, our Growing Southampton mission sets out an ambitious agenda for fair and sustainable growth. Seizing our city's potential for economic growth, delivering the new homes residents need and ensuring people in Southampton have the skills and opportunities to benefit from economic growth.

Together these five missions form our vision for the change Southampton needs to see over the coming decade.

The people of Southampton are passionate about our city, so are we. By working together, we can ensure that Southampton continues to thrive.





# Building our Southampton 2035 vision

Local people are at the heart of our vision for Southampton's future. We want the Southampton 2035 vision to reflect the experiences of our residents.



*We started a community engagement programme to listen to everyone in the city. This includes workshops with major organisations, businesses, community groups, teachers, and others who want Southampton to thrive.*

**Together, they shared their hopes and ambitions for our city.**

We gathered insights from our City Survey, where we heard from almost 4,000 local people. This information revealed the strengths and challenges our city faces. It also highlighted what residents think we should focus on in the next decade. We also used insights from thousands of residents who have shared their views in other surveys and looked at data on Southampton to understand the key challenges and opportunities for our city.

#### Who we heard from

- 3,924 local people who responded to our City Survey
- Community groups and charities
- Businesses
- Public sector partners
- Head Teachers
- Councillors



### What did Southampton tell us?

Southampton has a lot to be proud of. People appreciate our wonderful green spaces and recognize that the city has good connections.

Residents appreciate Southampton's diverse, inclusive, and welcoming spirit. This builds on the city's rich history as a global port that welcomes travellers from around the world.

There was agreement that across Southampton we must work towards:

- Becoming a cleaner, healthier and safer city.
- Protecting the future and making Southampton a sustainable and environmentally friendly city.
- Building a thriving, prosperous and affordable local economy which provides opportunities for local people.

We listened to residents and created five missions to make Southampton:

- More equal
- Healthier
- Safer
- Greener
- Growing

**Making Southampton a more equal city is at the heart of our vision. Reducing inequality will be a key focus in each of the Southampton 2035 missions. We need to address the root causes of inequality while making Southampton a healthier, safer, greener, and thriving city.**

### **A Healthier** Southampton

We will build a healthier city by focusing on prevention. We will integrate health and social care and address the root causes of poor health.

### **A Safer** Southampton

We will make Southampton safer by focusing on reducing violent crime. This includes tackling domestic abuse, youth violence, and violence against women and girls.

### **A Greener** Southampton

We aim to make Southampton a greener, more environmentally sustainable and a net zero city. We will reduce carbon emissions, build energy-efficient homes, retrofit existing buildings, and boost sustainable travel.

### **A Growing** Southampton

We will help Southampton's economy grow in a sustainable and inclusive way.

# A more equal Southampton

## A Healthier Southampton

*We will build a healthier city by focusing on prevention. We will integrate health and social care and address the root causes of poor health.*

### By 2035:

- All children and young people in Southampton have a good start in life and a solid foundation for adulthood.
- Healthy life expectancy has increased and the disparities between different areas of the city reduced.
- A greater proportion of people in Southampton can live independently in their communities.
- More people in Southampton are physically active, a healthy weight and we have lower rates of harm from alcohol and tobacco.
- Residents across the city report improved mental health and wellbeing.

## A Safer Southampton

*We will make Southampton safer through a relentless focus on reducing violent crime. This includes domestic abuse, youth violence and violence against women and girls.*

### By 2035:

- Southampton is a safer city with violent crime reduced and below levels in similar cities.
- Residents feel safer, in their local areas, in parks and open spaces and in the city centre.
- Violence against women and girls, domestic abuse and youth violence has reduced.
- Targeted interventions have reduced crime in areas with the highest rates.

## A Greener Southampton

*We aim to make Southampton a greener, more environmentally sustainable and a net zero city. We will reduce carbon emissions, build energy-efficient homes, retrofit existing buildings, and boost sustainable travel*

### By 2035:

- Southampton is a net zero city
- More of Southampton's energy supply will come from renewable sources.
- Homes in Southampton will be more energy efficient.
- Air quality has improved and pollution has reduced citywide.
- Southampton will recycle at least 65% of its waste in line with national targets.
- Far more journeys are made using sustainable travel options.
- We will protect our green and blue spaces and natural habitats so they are thriving.

## A Growing Southampton

*We will help Southampton's economy grow in a sustainable and inclusive way. We will support businesses, attract investment, deliver our city centre masterplan, improve district centres, driving culture-led regeneration and build high-quality homes that meet our residents' needs. We will also ensure local people are able to access the benefits of inclusive growth by fostering innovation, improving educational attainment and developing skills and training opportunities that support local people into work.*

### By 2035:

- Southampton is one of the fastest-growing cities in the country. More businesses are setting up, relocating, and thriving here.
- The number of new homes has dramatically increased, and the quality of current homes has also improved. This helps meet local housing needs.
- The earnings gap between people living and working in Southampton will have reduced.
- More local people are in good secure jobs, training or education.
- Culture-led regeneration and cultural activities will create a lively and sustainable destination. This will attract businesses and investment while boosting our cultural, creative, and visitor economies.
- Our young people will finish school with the qualifications needed for jobs, further education, or training .
- Highstreets throughout the city are healthy and serving the needs of our communities.

# Our vision for building a more *equal* *Southampton*

Even with the many opportunities our city provides, local people often miss out. Inequalities in skills, education, health, and jobs are preventing our residents and our city from reaching its full potential.

People living in the city earn less on average than those commuting in. Life expectancy is up to six years lower for those in the most deprived areas. There are major differences in how safe people feel on our streets.

People with protected characteristics often face additional barriers. Our Southampton 2035 vision aims to make our city fairer so that everyone in Southampton has the chance to succeed.

Our commitment to building more equal Southampton will guide our partnership work over the next ten years. It will form a consistent theme through each of the Southampton 2035 missions. We will focus on tackling the root causes of inequality. This will help make Southampton a healthier, safer, greener, and growing city.



## What do we know about diversity in Southampton?

- Southampton is a diverse city with nearly **160** languages spoken (2024)
- **17.7%** (43,937) of residents identify as having a disability under the Equality Act (2021 Census)
- **0.5%** (1,648) of registered patients are diagnosed with a learning disability (2023/24)
- **36.5%** (74,519) of residents are married or in a registered civil partnership (2021 Census)
- **488** children looked after in care (2023/24)
- **50%** (124,510) of residents consider themselves to have a religion:
  - ◆ **40.1%** (99,910) Christian
  - ◆ **5.6%** (13,893) Muslim
  - ◆ **1.7%** (4,192) Sikh
  - ◆ **43.4%** (108,000) have no religion (2021 Census)
- **4.9%** (10,082) of residents are LGBTQ+ (2021 Census)
- **31.9%** (79,439) residents consider themselves other than white British (2021 Census)
  - ◆ **11.6%** (28,787) other white
  - ◆ **3.7%** (9,169) Indian
  - ◆ **2.7%** (6,784) other Asian
- **0.7%** (18,138) of residents are unpaid carers.
  - ◆ **14.4%** (5,699) are aged between 50 and 64
  - ◆ **10.5%** (3,582) are aged 65+ (2021 Census)

# A Healthier Southampton



**We will create a healthier city by focusing on prevention, integrating health and social care and tackling the causes of poor health.**

The health of our city is one of the most important factors in its success. Health across Southampton differs greatly based on area, gender, age, ethnicity, and other demographic factors. Data from 2021-2023 shows life expectancy at birth for both men and women is much lower for those living in the most deprived areas of the city. On average people who live in the most deprived areas of Southampton live six years less than those in the least deprived areas. This gap has existed for many years and despite efforts to address it we're not seeing the change that's needed.

This is also true for mental health conditions, which data shows are higher in the most deprived areas of the city.

By 2030 Southampton's population is expected to grow by 7.5%, the number of residents over 65 is expected to grow fastest of all age groups.

This means it's increasingly important that people have the support they need to live healthy and independent lives.

Making Southampton healthier isn't only about improving health services. From childhood obesity to poor housing, we know that people's circumstances often drive health outcomes. As a city we consider the impact on people's health in all our decisions and how we can support and encourage individuals to make sensible decisions for their health. In the next ten years, we need to keep improving how health, social care, and other partners collaborate.

We will take a partnership approach, focusing on prevention, and tackling the underlying causes of poor health so that Southampton residents can access the right care, in the right place, and at the right time.

People told us they would like:

**“More access to mental health provisions for young people”**

**“More social and active sports for children to be involved in”**

**“Less fast food, unhealthy, and high in sugar food outlets”**

**“More hubs for families to meet in, more hubs for old people where they can get help, food and make friends.”**

**“Investment into social care and mental health services”**

**Our mission is that by 2035, health inequalities have reduced, and more Southampton residents can live longer, healthier, independent lives.**



## The change we need to see

- All children and young people in Southampton have a good start in life and a solid foundation for adulthood.
- Healthy life expectancy has increased and the disparities between different areas of the city reduced.
- A greater proportion of people in Southampton can live independently in their communities.
- More people in Southampton are physically active, a healthy weight and we have lower rates of harm from alcohol and tobacco
- Residents across the city report improved mental health and wellbeing.
- Encourage and support steps to improve childhood healthy weight through promoting active lives and reducing food poverty.
- Deliver the 'We Can Be Active' strategy supporting people to be active and feel the positive benefits of increased physical activity.
- Deliver the Mental Health and Wellbeing strategy including building stronger connections in communities to tackle loneliness and encouraging more workforces to deliver mental health training.

## How we will drive and track progress

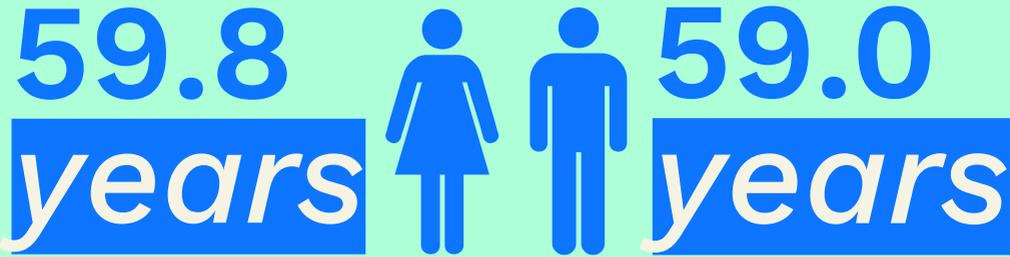
Southampton's Health and Wellbeing Board aims to improve our city's health. They support the NHS, Council, and other partners to work together.

The Health and Wellbeing Board will lead and track our mission. They will create a Health, Wellbeing and Care Strategy that explains how we will reach our goals in the coming years and how we will track our progress.

## Initial priorities

- Support more people to live independently, including by strengthening falls and frailty prevention, across health, care, housing and communities.
- Support young people and their families to succeed, with access to services in their local areas.
- Reduce the harm from tobacco, alcohol and drugs, including becoming a "smoke free" city by 2030, meaning that less than 5% of adults in Southampton smoke.

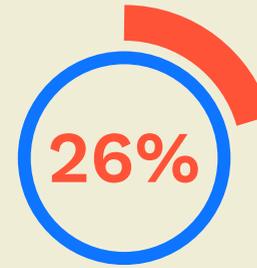
# Healthy life expectancy in Southampton



The England average is 61.5 for males and 61.9 females.

Both males and females in Southampton have a healthy life expectancy which is over two years less than the England average.

Fingertips (ONS) 2021-2023 pooled



# Healthy childhood weight

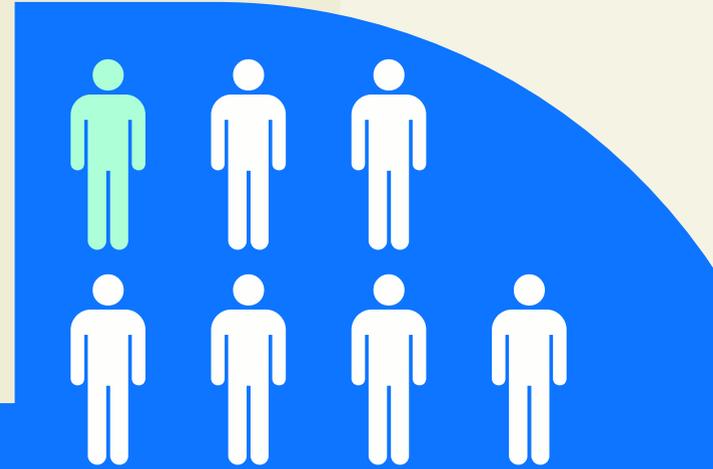
Children in Southampton are 26% more likely to be obese when they leave primary school than the England average.

NHS Digital

# Anxiety

Southampton has the highest self reported levels of anxiety in England

Fingertips APS 2022/23



# Physically active adults



Around one fifth (21.8%) of adults in Southampton are physically inactive i.e. less than 30 minutes of moderate activity a week.

ONS – We can be active Strategy



# 1 in 7 adults in Southampton smoke.

x2 more adults are alcohol-dependent than the England rate

2023 - Annual Population Survey (APS) via OHID (Smoking Dashboard - Microsoft Power BI)

Alcohol Drugs Assessment 2024

# A safer Southampton



**We will make Southampton safer through a focus on reducing violent crime. This includes domestic abuse, youth violence and violence against women and girls.**

We want everyone to feel safe in our city. In 2024 42% of residents said they felt safe in their area after dark and, in the city centre, it's even lower at 29%. Female and disabled residents are more likely to feel unsafe. While crime in Southampton has reduced in the past year, like many other urban areas it remains high. In 2023/24, our city had 127 crimes reported for every thousand people, which is higher than the national average of 86. Violent and sexual offence rates are also currently higher than the national average.

Feedback from residents and data shows safety inequalities across the city. The crime rate is 3.7 times higher in the 20% most deprived areas compared to the 20% least deprived. In 2023 violent crime was three times higher in the most deprived neighbourhoods than it was in the least.

Young people continue to be most at risk of being a victim of violence

with a third of violent crime victims under 25.

Under 25s also account for over a quarter of violent crime offenders. A young person is more likely to get involved in crime if they have negative childhood experiences. These can include family conflict, witnessing or being a victim of domestic abuse, and poor school attendance or exclusion. This is why it is so important to act early and address these root causes.

Reducing crime is a top priority for partners across our city but tackling the most serious violent crime must be a key focus. This will need coordinated action from the police, council, schools, retailers, and other partners. They will enhance the work already happening through the Safe City Partnership. We will put prevention and addressing the root causes of crime, at the forefront of our approach, not just rely on enforcement.

**People told us they would like:**

**“Feeling safe when out walking, more visible police presence”**

**“Having a safe city where everyone (especially women and girls) can walk and enjoy the city.”**

**“The City to feel safe at night”**

**“Prioritise making the city safer for women and children.”**

**“Better victim support.”**

**Our mission is that by 2035, violent crime in Southampton is significantly reduced and residents, students, workers, and visitors feel safer and more able to enjoy the city.**

## The change we need to see

- Southampton is a safer city. Violent crime has decreased and is lower than in similar cities.
- Residents feel safer, in their local areas, in parks and open spaces and in the city centre.
- Violence against women and girls, domestic abuse, and youth violence have all decreased. Support services for victims are now stronger.
- Targeted interventions have reduced crime in areas with the highest rates, at a faster rate than the city average.

## Initial priorities

- Make the most effective use of policing resources. Work together to ensure a visible uniformed presence on our streets.
- Reduce anti-social behaviour and make the night-time economy safer. This will happen through Operation Defender and other projects that aim to improve safety in the city centre.
- Help people in Southampton to better identify and respond to domestic abuse and violence against women and girls through targeted communications.
- Keep developing the Safe Places Network. Relaunch the project and raise awareness so visitors and residents know where to go if they feel unsafe in the city.
- Work with the police to deliver violence reduction programmes for young people at risk of entering the justice system.

## How we will drive and track progress

The Safe City Partnership will lead and track progress on this mission.

The Southampton Safe City Partnership is a statutory partnership. It brings together the police, council, voluntary sector, and others responsible for keeping people safe. It delivers the Safe City Strategy.

# A greener Southampton



**We will make Southampton greener and more sustainable. We'll reduce carbon emissions, build energy-efficient homes, retrofit old buildings, and promote sustainable travel to become a net zero city.**

Addressing climate change is central to our goal of making Southampton a more equal city. Southampton has committed to achieving net zero emissions by 2035. This means reducing the city's carbon emissions to as close to zero as possible and balancing any remaining emissions by removing them from the atmosphere. Achieving net zero is central to minimising the impact of human induced climate change.

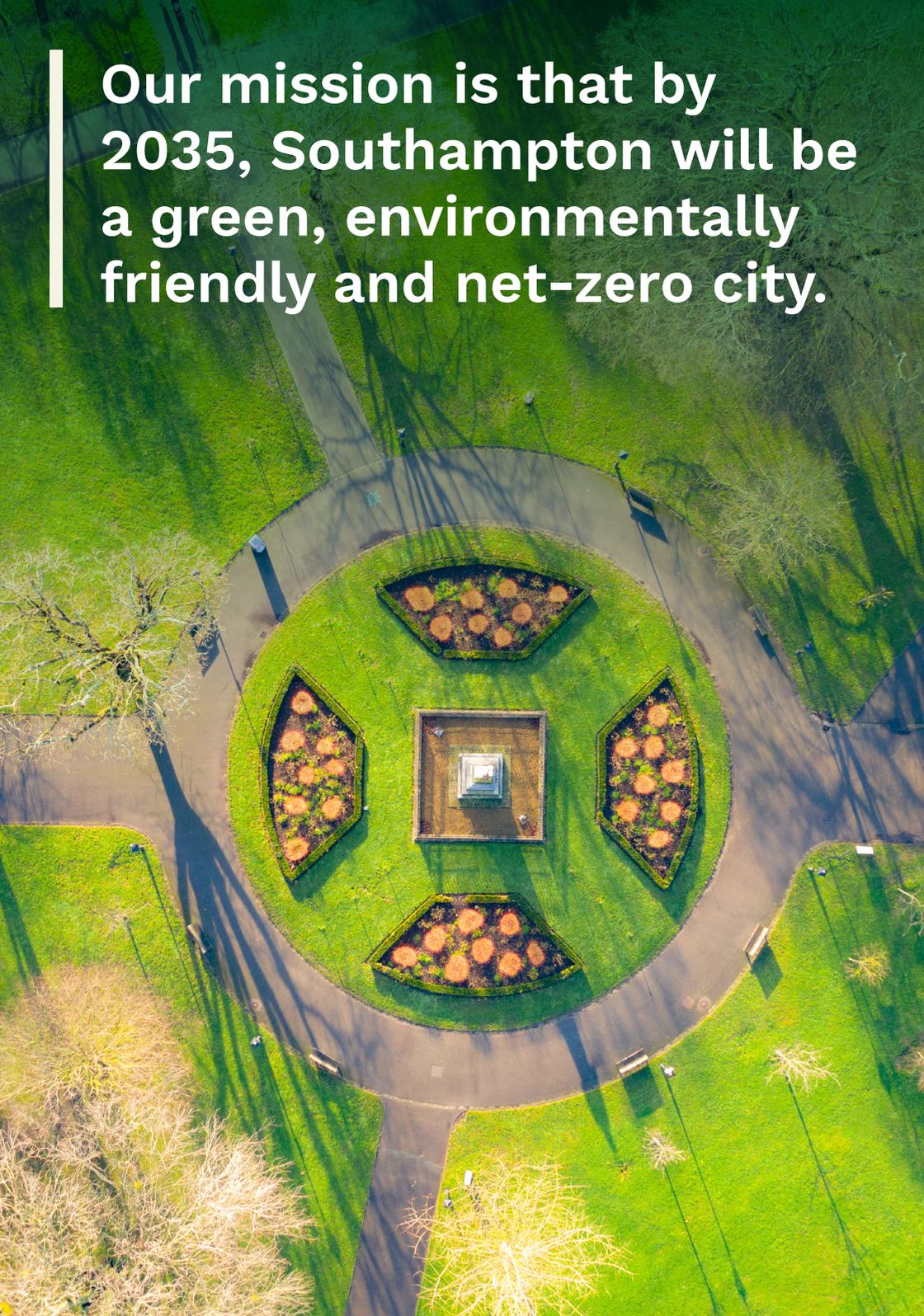
Evidence shows that the impacts of climate change are not felt equally. Minorities and older people are at greater risk from climate-related issues. These include air pollution, flooding, and overheating. Between 2005 and 2023 Southampton's carbon emissions fell by 50%. But to stay within its carbon budget and reach net-zero, the city must cut carbon dioxide emissions by 80,000 tonnes each year until 2035. We will need progress in lots of different areas to achieve this.

For example; replacing boilers, increasing recycling, retrofitting homes for better energy efficiency, boosting electric car use, encouraging sustainable travel and switching to renewable energy sources. Becoming a net-zero city will need a partnership approach in the broadest sense - with everyone making changes to protect our environment.

We must also safeguard Southampton's wide range of diverse habitats. Our coastline, mudflats, rivers, ponds, wet meadows, heathland, grassland and woodland are home to a vast array of biodiversity. Our green and blue spaces, like parks and rivers, are vital for residents. They also draw visitors to Southampton. Southampton Common for example, attracts millions of people each year. There is a great sense of pride in Southampton's open spaces, and we have a duty to continue to improve and protect them for future generations.

People told us they would like

- “A much cleaner environment. Not just air quality but also clean streets, parks and open spaces.”
- “Ensuring homes are to high environmental standards (heating, solar etc).”
- “To make a greener and healthier city to travel around. Currently people choose cars over buses or active travel as the car is seen as easier but these clog and pollute the city.”
- “Air pollution, the air quality in Southampton is bad, especially near the city centre and close to the cruise ships, this needs to be a priority.”
- “De-carbonising energy, creating innovation hubs and skills for net zero transition to boost employment, revenue.”



**Our mission is that by 2035, Southampton will be a green, environmentally friendly and net-zero city.**

### **The change we need to see**

- Southampton is a net zero city.
- More of Southampton's energy supply will come from renewable sources.
- Homes in Southampton will be more energy efficient.
- Air quality has improved and pollution has reduced citywide.
- Southampton will recycle at least 65% of its waste in line with national targets.
- Far more journeys are made using sustainable travel options.
- We will protect our green and blue spaces and natural habitats so they are thriving.

### **Initial priorities**

- Develop a robust Local Plan which supports green city priorities.
- Deliver the Warm Homes Plan to improve energy efficiency in low-income homes in Southampton.
- Work towards National Park City Status for Southampton.
- Develop a city energy plan with regional energy network operators to increase future energy capacity from renewable sources.
- Introduce household waste recycling and other initiatives to increase recycling rate.

### **How we will drive and monitor progress**

Becoming a Greener, net-zero city will require action by all our partner organisations, businesses and residents.

The Renaissance Board brings together public and private sector partners from across the city and will oversee this mission.

# Southampton has 33 Hectares

of land designated Sites of Importance for Nature Conservation that are in favourable condition

Site Search

Air quality in Southampton is improving.

# Emissions of nitrogen dioxide have *reduced by around 15%* in the last five years.

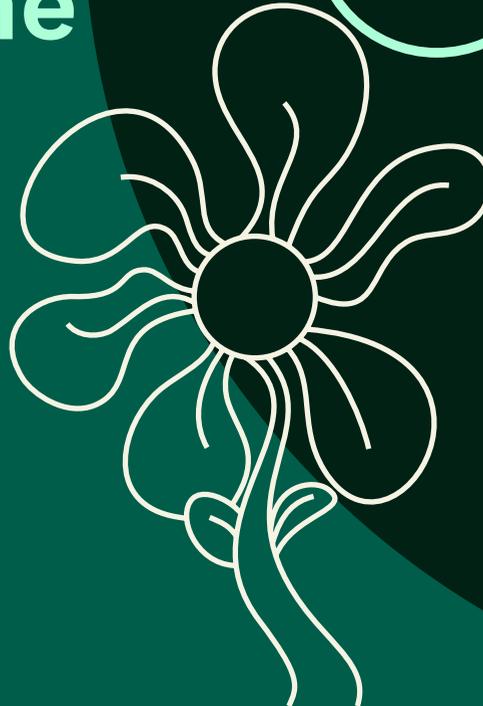
Monitoring and reporting

In 2023 Southampton generated approx

# 13,627 MWh

of Renewable electricity

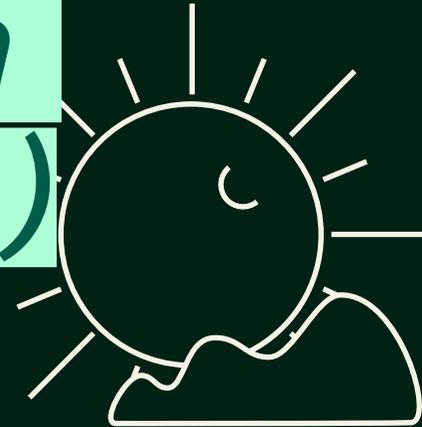
Renewables by LA



# Less than half (48%)

of properties with an EPC have a rating of C and above

Energy Performance of Buildings Data England and Wales



In 2024 35% of people coming into the City Centre in the morning did so by sustainable means (walking, cycling and public transport - rail, bus & ferry)

Connected Southampton 2040 - Local Transport Plan



# A growing Southampton



**We will help Southampton's economy grow in a sustainable and inclusive way. We'll support businesses, encourage inward investment, and drive culture-led regeneration.**

We will build quality new homes that meet our residents' needs. We will make sure local people access the benefits of inclusive growth. We'll encourage innovation, improve educational outcomes, and create training opportunities that will help people in Southampton.

Southampton is a global gateway and has one of the fastest growing economies in the country. We must keep driving growth in a sustainable way that benefits our local communities.

The Port of Southampton is the largest cruise port in the UK and the UK's number one hub for deep sea trade. The port is a critical link in supply chains serving businesses and manufacturers throughout the nation. Southampton is homeport to several global cruise lines, and this has huge benefits.

Our Renaissance Vision sets out how we will unlock massive redevelopment and opportunity across the city centre. Working together to deliver this will mean thousands of new homes, a revitalised waterfront, a new innovation district, further industrial opportunities and more culture-led regeneration.

Our district centres and local high streets, found beyond the city centre, are the heart of our communities. Delivering the Renaissance Vision and enhancing our district centres will transform our city; it will create quality jobs, homes, and communities that local people deserve.

Southampton's story is one of migration, diverse cultures, a unique natural environment, and global innovation.

Southampton's vibrant and distinctive stories must be celebrated, protected and enhanced and our cultural, creative and visitor economies continue to grow and thrive.

In 2024 residents of Southampton on average earned £1,352 a year less than those who worked here. This suggests that those commuting into the city are more likely to have higher paid roles.

We need to tackle this inequality. We can do this by giving local people, especially our young people, better education and training possibilities. This will help them benefit from the opportunities that a growing city offers.

People in deprived areas often leave school without the necessary qualifications to reach their potential. They also struggle to find jobs and are more likely to live in poor-quality housing.

Growing our economy is important, and must be done in an inclusive and sustainable way so that everyone in Southampton, no matter their background, can enjoy the benefits.

Achieving economic growth that benefits the whole city means improving education and skills, and creating a mix of affordable homes to address the housing crisis.



This will open up development opportunities citywide, bringing jobs and attracting new investment.

We must work in partnership to use our city's great potential to change lives. It's important that educational opportunities align with the skills that employers need today and tomorrow. We have a solid base with two leading universities, a teaching hospital, and strong further education institutions.

Our schools and a lifelong education sector also boost innovation.

Southampton has a rich history of embracing innovation and supporting new industries and technologies. To make Southampton a sustainable, net-zero city, we must adapt our skills and economy for future opportunities. This means continuing to attract investment in green technologies to support the creation of green jobs in the city.

- “Increase innovation and small business growth where the wealth STAYS in the city, attract start-ups and tech/industries.”
- “Attracting bigger businesses to keep skilled workers in Southampton and generate revenue to develop the city.”
- “Encourage more small independent shops in local hubs.”
- “Greater investment into affordable housing, both to rent and to buy.”
- “There must be more family housing and an ability to keep more families in the city. Too many skilled people have to leave the city.”
- “Making the waterfront somewhere to be proud of”



**Our Mission is that by 2035, businesses are thriving and choosing to invest in Southampton. More local people have the skills and training needed to access the growing number of high-quality jobs in the city.**

## The change we need to see

- Southampton is one of the fastest-growing cities in the country. More businesses are setting up, relocating, and thriving here.
- The number of new homes has dramatically increased, and the quality of current homes has also improved. This helps meet local housing needs.
- The earnings gap between people living and working in Southampton will have reduced.
- More local people are in good secure jobs, training or education.
- Culture-led regeneration and cultural activities will create a lively and sustainable destination. This will attract businesses and investment while boosting our cultural, creative, and visitor economies.
- Our young people will finish school with the qualifications needed for jobs, further education, or training.
- High streets throughout the city are healthy and serving the needs of our communities

## Initial priorities

- Build new homes that are affordable and meet the needs of local people
- Deliver the Renaissance Vision for the City Centre and enhance our district centres
- Create a Southampton skills strategy that connects education and skills with future industry needs.
- Invest in our cultural, creative, and visitor economies.
- Keep applying the Southampton Pound principles. Encourage organisations to use high-quality local suppliers. This helps create local wealth, jobs, and supports businesses.

## How we will drive and track progress

The Southampton Renaissance Board will drive and track progress on the mission.

The Renaissance Board unites key public and private partners in Southampton. Its focus is on growth, strategic skills, sustainable development, and investment. The Board owns the Renaissance Vision and advises on the city's future growth. This includes economic development, place-shaping, and investing in infrastructure and skills.

# Size of economy

In 2022 Southampton's economy was worth

# £10bn

Economic Assessment

# GVA per head

Each person in Southampton contributes **£39,665** to the UK economy **£5,689** more than the England average

Microsoft Power BI

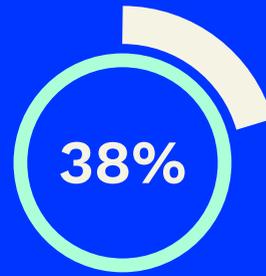


In 2024, **3 million** cruise guests visited the port.

# Educational attainment

38% of children in Southampton achieved grade 5 or above in English and Maths GCSEs

2023/2024 economic dashboard



# Average earnings

People who live in Southampton earn **£1,352** a year less than those who work in the city

Economic assessment

# Number of businesses and jobs

# In 2024 there was a total of **115,000 jobs** and **7,400 businesses**

Economic assessment



The following partners have pledged to adopt the City Plan missions and embed them in their organisations



