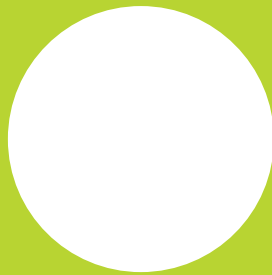


Southampton Economic & Green Growth Strategy 2020 – 2030

Draft for consultation



Foreword



to be added

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XXXXXX



Draft for consultation

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Draft for consultation

Executive Summary

Our vision

Southampton is a city of opportunity, a regional hub of economic activity and a global gateway. Together with our vibrant, diverse population we are a city of many cultures and a leading hub of research and innovation. However, despite being an economic centre for the region, Southampton has high levels of deprivation, inequality and disadvantage.

This strategy aims to build our economy for and with our communities so that everyone benefits from improved opportunities and outcomes. This strategy builds on Southampton's ongoing economic growth and Green City agendas and sets out our plan to restore and renew our economy as a greener, fairer and healthier city.

Our approach:

People are at the heart of our strategy, and we want to work with our residents to deliver a community-based approach to economic growth. Building on this basis we will support businesses to grow, increasing job opportunities for our communities.

We will ensure a sustainable physical environment and infrastructures to support that growth, and through this look outwards to embrace opportunities to grow our status as an international city.



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Our focus:

People, employment and skills

- Bringing quality jobs to local people
- Bringing local people to quality jobs
- Reducing inequalities

Supporting and growing local businesses

- Greener business
- Community centred economic growth
- Business innovation and growth
- Business leadership and resilience

Growth through sustainable place shaping

- Green development, regeneration and growth programmes
- Physical infrastructure needs of the city
- Improving city and district centres
- Creating a Digital City

Growing an International City

- Southampton as a global gateway
- Southampton as a cultural city
- Strengthening international relationships

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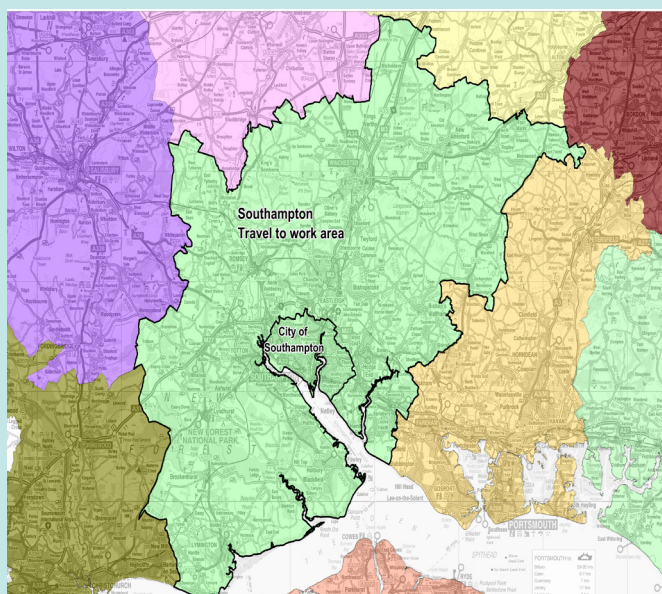
Setting the scene for economic growth

Southampton is a city of opportunity, a regional hub of economic activity and a global gateway. Southampton's wider travel to work area covers a significant proportion of Hampshire and represents an economic value of £7.7 billion.

Well connected to the rest of the UK, Southampton is key to the UK's supply chain and import/export industries with the Port of Southampton handling exports worth £40 billion annually.

With a major deep-sea port, and a rich maritime heritage, Southampton's economy is strongly linked to our position on the Solent. Together with our vibrant, diverse population we are also a city of many cultures and a leading hub of research and innovation.

However, despite being an economic centre for the region, Southampton has high levels of deprivation, inequality and disadvantage. This strategy aims to build our economy for and with our communities so that everyone benefits from improved opportunities and outcomes.



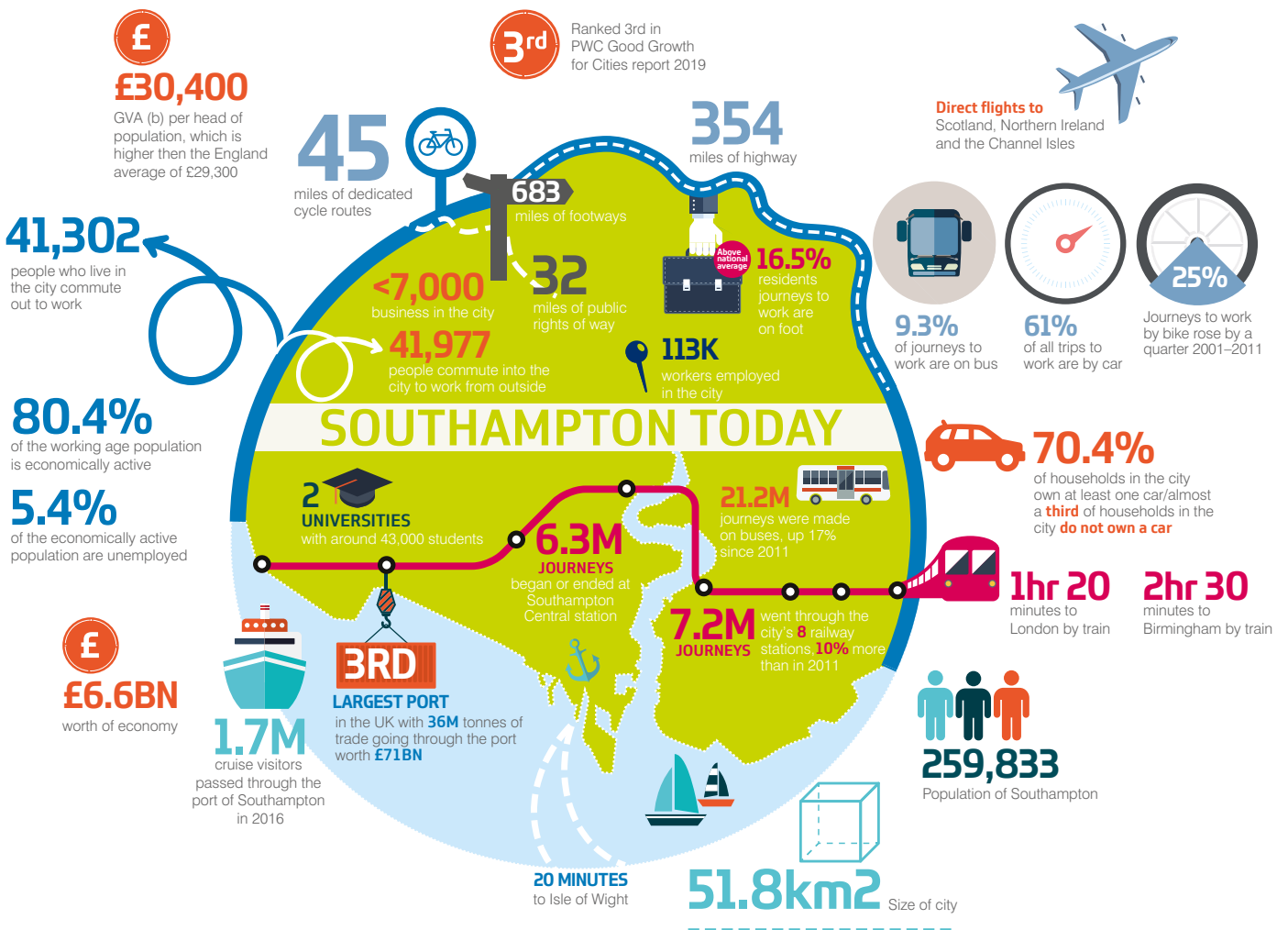
Infographic map of Southampton showing:

- Population: 259,833
- 51.8km² size of city
- Just over 7,000 businesses in the city
- 80.4% of the working age population is economically active
- 5.4% of the economically active population are unemployed
- Southampton has an economy worth £6.6BN
- Ranked 3rd in PWC Good Growth for Cities report 2019
- 113K workers employed in the city
- Largest port in the UK with 3.6M tonnes of trade going through the port worth £71BN
- 1.7M cruise visitors passed through the port of Southampton in 2016
- 1hr 20 minutes to London by train
- 2hr 30 minutes to Birmingham by train
- 20 minutes to Isle of Wight
- Direct flights to Scotland, Northern Ireland and the Channel Isles
- Two universities with around 43,000 students
- Southampton has a GVA (b) of £30,400 per head of population, which is higher than the England average of £29,300

For more information on Southampton's economy see <https://data.southampton.gov.uk/economy/>

Draft for consultation

Southampton today



Draft for consultation

Background

Southampton is a city with a dynamic vision for the future and we have already identified significant investment opportunities to facilitate the city's growth including:

- Over £100 million to transform transportation across the city
- £70 million on River Itchen Flood Defences
- Over £1 billion development opportunities in Mayflower Quarter
- £250 million development at Leisureworld (est. 1,000 jobs)
- £500K – Delivering the Future of Work & Intelligent City Programmes
- £144 million for Southampton City Council (SCC) developing 1,000 homes (est. over 1,000 jobs)
- Potential £17 million from Future High Streets Fund bid
- Creation of a city transport interchange at the Station Quarter

With a vibrant economy and significant investment coming into the city, Southampton saw a period of positive growth up to 2020. The Coronavirus

(COVID-19) pandemic has had wide reaching economic and social impacts across the city, UK and world.

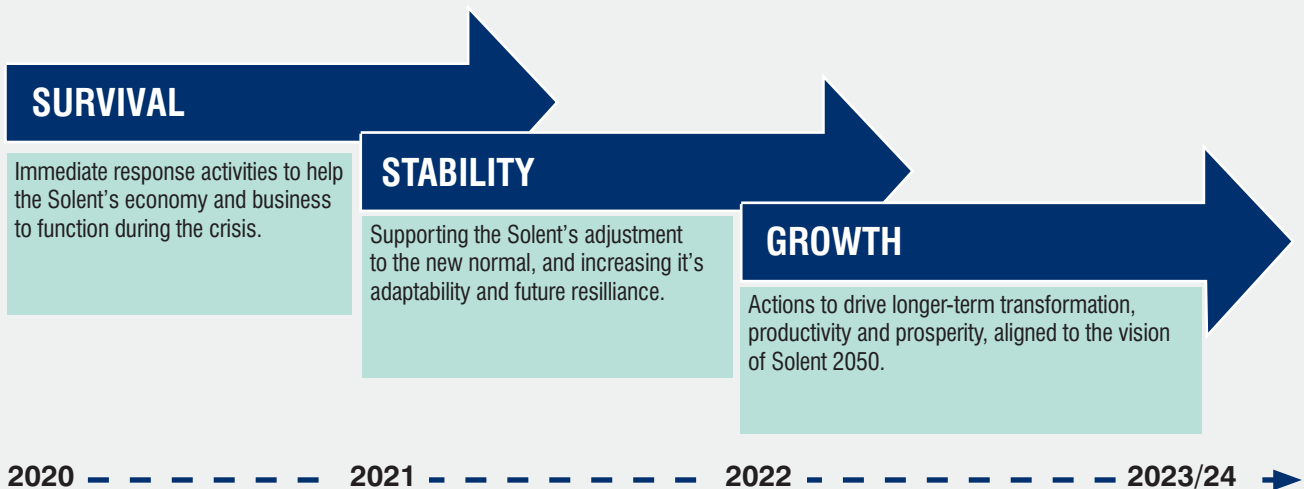
We know that Southampton's economy will change and we will continue to change as we adapt and respond to the impacts of both COVID-19 and leaving the EU. This strategy builds on Southampton's ongoing economic growth and Green City agendas and sets out our plan to restore and renew our economy as a greener, fairer and healthier city.

The Economic and Green Growth Strategy has also been developed in line with the five foundations of the National Industrial Strategy:

- Ideas – the world's most innovative economy;
- People – good jobs and greater earning power for all;
- Infrastructure – major upgrade to UK infrastructure;
- Business Environment – the best place to start to grow a business; and
- Places – prosperous communities across the UK.

This strategy sets out the key themes that Southampton will focus on achieving for its economy over the next 10 years. This will be delivered within the regional approach to COVID-19 recovery, over three phases:

Our three-staged approach



Solent LEP: Solent Economic Recovery Plan <https://solentlep.org.uk/media/3268/solent-economic-recovery-plan-25920.pdf>

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Greener, fairer, healthier economic growth

Greener:

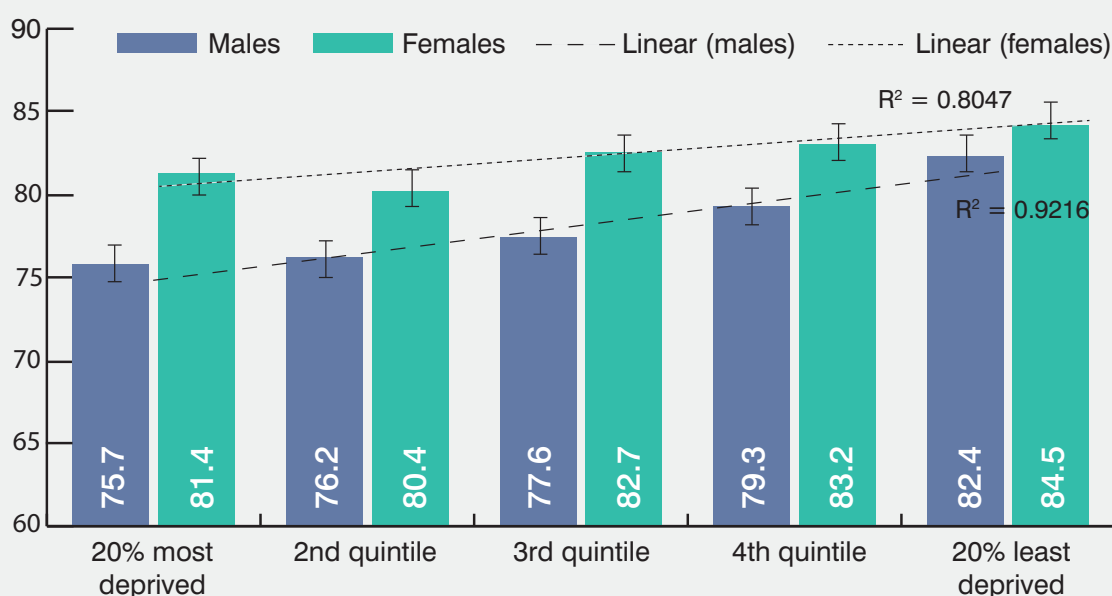
- We are already experiencing the effects of climate change and we must take action now to reduce our impact on the environment.
- In 2019 Southampton City Council declared a climate emergency and made a commitment that carbon emissions associated with its activities will be net zero by 2030 (as set out in our Green City Action Plan 2030).
- This strategy sets out how we will become an example of green growth, building an environmentally friendly and carbon neutral economy.



Fairer:

- Despite being an economic centre for the region, Southampton has high levels of deprivation.
- IMD 2019 ranked Southampton 55th (where 1 is the most deprived) out of 317 local authorities.
- People who commute into Southampton earn £63 more per week on average than residents.
- Male life expectancy is 6.7 years less in the most deprived parts of the city compared to the least deprived areas, with more than one generation of families being unemployed in some areas.
- This strategy is an opportunity to grow our economy – and boost our economic recovery efforts - with direct benefits to all our communities, especially those who are most disadvantaged and require additional support to secure a job.

Life expectancy at birth by local deprivation quintile (IMD 2015): 2015 to 2017 (pooled)

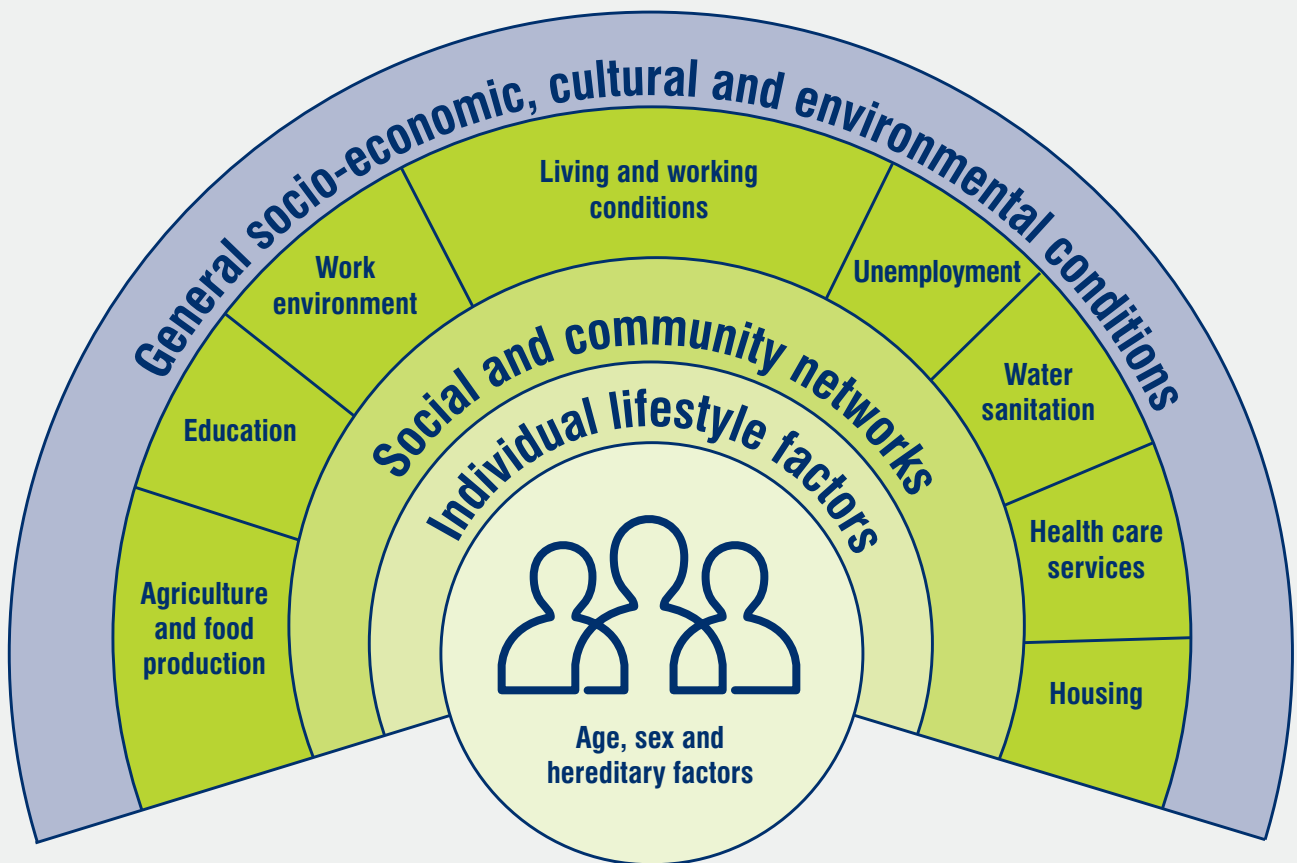


Sources: NHS Digital Primary Care Mortality Database, ONS Mid Year Population Estimates & IMD (2015)

Draft for consultation

Healthier:

- COVID-19 has had a significant impact on our communities and our economy. This strategy is an opportunity to rebuild our economy in a healthier way, supporting our communities to understand the links between health and employment.
- There were pre-existing health inequalities in the city with higher rates of obesity, heart disease and mental health challenges experienced most in the areas of greatest deprivation.
- People's economic circumstances are key to their health. People's health or disability can also be a significant barrier to entering the employment market
- A healthy workforce brings economic benefits to both individual businesses and to the wider economy.
- We aim for a thriving economy based on fair employment and good quality work for all which will contribute to improving health outcomes and to reducing health inequalities in the city.



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Southampton: a partnership approach to growth

We are committed to partnership working and know that we cannot achieve economic prosperity without working together as a city and as a community. Partnership working means bringing everyone together, whether they are a strategic partner, a business, an investor, a resident or a visitor to our city, to work towards economic growth and to benefit from economic growth. We propose to develop this by creating a new private/public City Economy Board.

We have a number of structures in place to facilitate collaboration both locally, regionally and nationally, including (but not limited to):

Local

- Southampton Connect (local strategic partnership)
- Southampton Business Task Force
- Southampton Chamber of Commerce
- Southampton Education Forum
- GO! Southampton
- Southampton Local Outbreak Engagement Board
- Southampton 2025 – City of Culture Steering Group

Regional

- Solent Local Enterprise Partnership
- Solent Growth Hub
- SOLENT Transport
- Solent Apprenticeship Hub
- Partnership for South Hampshire

National

- Key Cities

Our strategy is based on evidence, insight and data, but we know that in the current environment we will need to be able to respond quickly to meet new challenges and embrace new opportunities. We will listen to our residents, business and other partners and ensure that our approach is dynamic and flexible to change.

As a city, we will focus on our four key themes for economic and green growth:

- People, employment and skills
- Supporting and growing local businesses
- Sustainable place shaping
- Growing an international city

These themes are interconnected and overlapping, with key activity cutting across all themes to build a greener, fairer and healthier city of opportunity.



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People, employment and skills

- People are at the heart of our plans to build a greener, fairer and healthier society, particularly young people. We will work with our communities to support local people to develop the skills, aspiration and opportunities to secure good jobs.
- We want to grow and retain local talent through high quality programmes, including adult and community learning, skills development, apprenticeships and employment support.
- We will boost representation of key groups – such as care experienced young people and BAME communities - in the labour market and help them progress into higher skilled, higher value jobs.
- We want to enhance the education curriculum offers for children and young people to maximise their opportunities to succeed in Southampton.
- We will deliver our Future of Work (FoW) programme in Southampton to help the city, its workers and businesses adapt to increased automation and thus benefit from the many opportunities that digitalisation can generate.
- Unemployment has increased as a result of the COVID-19 pandemic. Our focus is to reduce the scale of unemployment and lessen the economic impacts of COVID-19 through:
 - attracting new jobs to the city,
 - supporting people to transfer skills to new industries and changing employer demands for jobs
 - raising awareness amongst businesses on new and smarter ways of working.
- There are increasing numbers of people over 25 who have never experienced unemployment, including the self-employed who are doing so for the first time. As a result, they often lack access or awareness of pathways to reskilling.

What do we know?

- Southampton has 259,843 residents of which 132,300 (50.9%) are male and 127,534 (49.1%) are female.
- Southampton is a diverse city with 150 languages spoken in our schools.
- The population is expected to increase by 5.4% to 273,798 by 2026.
- Children between the ages 0 to 4 make up 5.8% of the population
- Young people aged between 15 and 24 make up 19.7% of the population
- In 2019/20, unemployment was estimated to be 5.4% in Southampton.
- The proportion of the population qualified to NVQ level 4 or above in the city is increasing, but continues to be lower than the national average (41.2% compared to 43.5%)
- Over 13% of our working age population have no or low (NVQ level 1) qualifications
- People who live in the city earn on average £64 per week less than people who commute into the city for work.
- 28% of council tenants report having no access to the internet.
- 12% of Southampton residents do not speak English as their main language.

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Key deliverables

- Future of Work Programme
- Solent Apprenticeship Hub
- DWP Partnership Agreement

Key indicators

- Unemployment rate
- Employment rate
- Self-employment rate
- Reduction in NEETS (Not in Education, Employment, or Training)
- Improved skills levels
- Narrowing of wage gap
- Levels of graduate retention
- Number of job opportunities in the city
- Number of apprenticeships started
- Reduce the gap in life expectancy between the most and least deprived neighbourhoods.

Future of Work

The Future of Work in Southampton (FoW) is an ambitious programme designed to ensure our residents, workforce and employers have the right support in this digital age. We need to ensure we have the skills in the city for new and diverse demands and opportunities. These include digital skills, and skills that can support the economic opportunities that are arising from the Green City Charter and growing tech sector.

Key features of the Future of Work programme include:

- Adoption of the RSA's (The royal society for arts, manufactures and commerce) Cities of Learning (CofL) programme. CofL is a new approach to improving residents' access to job opportunities through establishing skills pathways. This is co-developed between employers and education/training providers and provides upskilling opportunities and access to jobs. Digital badges recognise the skills and progression that residents gain through CofL. This will help create a versatile, skills-enriched workforce across the city.
- Helping SMEs to adopt digitisation and identify the digital skills needed to help transform their prospects for business growth. Through increasing digital capability amongst our business community, consisting largely of SMEs, and improving routes to upskilling their workforce, we want to increase higher value jobs in the city and accelerate the number of businesses that are optimising use of technology.
- Developing a skills-enriched, creative curriculum for educational institutions that will help prepare children and young people for the future world of work. The ambition is to have a resource that is scalable across statutory education provision to ensure the city has a strong, engaged, agile talent pipeline for the long term.
- Continuation and expansion of the Solent Apprenticeship Hub (SAH) to ensure employers across the region receive a high quality, responsive skills and apprenticeship service that can help support their growth ambitions. The SAH maintains excellent relationships with employers, as demonstrated by a regional campaign - Transfer to Transform. This was started during the global pandemic to encourage large employers with unspent apprenticeship levy fund to transfer unused apprenticeship funds to SMEs to fund their apprenticeship activity.

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SMEs such as Sitaline have benefited from this scheme as it has enabled funding of a Level 6 apprentice on a Geospatial Specialist course. Large employers such as B&Q and Utilita are examples of large businesses playing their role in 'giving back' to the business community to improve economic recovery growth efforts.

Andy Moat, People Director B&Q said *"The Transfer to Transform scheme is an excellent way for employers to work together and ensure that*

levy funds are used in the best way and it's a really simple way for big businesses to support their local communities through supporting SMEs."

Utilita sponsored apprenticeship provision for Solent Mind. Utilita's Director of Human Resources lauded the scheme in funding apprenticeship provision for Solent Mind, commenting that, *"We hope our donation will support local charities to upskill and train new employees that will go on to make a difference to people's lives in our local community."*

Employment Support Team (EST)

In October our employment and skills team celebrated over 30 years of service in the city, at a time when supporting the most vulnerable and marginalised has never been more important. The team have worked with over 10,000 residents who are disadvantaged in some way, and dedicated Employment Officers have supported 3,300 individuals into paid employment in the last three decades. The service has also supported approximately 2,500 voluntary placements and enabled 4000 individuals to complete training courses.

The EST has established a Young Adults Employment Hub – funded by DWP (Department of Work and Pensions). This will offer holistic and impartial advice to young people (16-24) on employment, apprenticeships and further learning, along with relevant information and resources including employability skills, benefits and mental health. Through a personalised service and multi-agency working, the goal is to increase the number of young people on Universal Credit to move into work, training and apprenticeships.

Draft for consultation

Focus	What do we want to achieve?	How will we achieve this?
Bringing quality jobs to local people	<ul style="list-style-type: none"> We will support the creation of new jobs for local people We will encourage quality jobs that support the wellbeing and happiness of our workforce 	<ul style="list-style-type: none"> Work with employers to define future roles, occupations and skills needs to meet complex and changing ways of working in an evolving economic climate. In line with the Industrial Strategy, co-develop a Job Quality kitemark with employers to demonstrate strength in local employment cultures, practices and productivity Maximise use of employment and skills plans from major developments through S106 Planning Agreements
Bringing local people to quality jobs	<ul style="list-style-type: none"> We will support local people to have the skills and aspiration to access new jobs We will build high levels of digital literacy amongst our residents We will ensure our resident workforce and talent have the skill sets and resilience to remain competitive, productive and their wellbeing enshrined 	<ul style="list-style-type: none"> Ensure the education and skills offer locally is helping young people better compete and succeed in the future of work Increase the quality, scope and take up of vocational pathways including apprenticeship provision Secure funding to expand adult learning provision to areas and groups most in need including English as a Second Language Establish Southampton as a 'City of Learning' to generate employer-led skills pathways that improve local access to job opportunities and revolutionise lifelong learning Scope and develop skills specialisms across key sectors to develop a world-class talent pool Develop a digitally literate local workforce through widening access to and facilitating a range of digital skills provision from basic to higher level Launch a 'digital opportunity marketplace' to connect our workforce to jobs, volunteering and learning opportunities and employers to local talent
Reducing inequalities	<ul style="list-style-type: none"> We will become a Child Friendly City We will reduce the wage gap and increase social mobility We will ensure there is social value achieved in our commissioning and plans for services We will reduce health inequalities We will ensure that disabled people, older people and other groups are not left behind in the labour market 	<ul style="list-style-type: none"> Ensure the views, aspirations and ideas of young people are put in to our plans for a greener, fairer and healthier economy Work with HR teams from key employers across the city to ensure there is equitable access to employment opportunities for local communities, particularly from under-represented groups Ensure pro-active adoption of local and national employer-led schemes, pro-actively targeting sectors experiencing the poorest health e.g. Age Friendly Employer, Disability Confident, Armed Forces Covenant, Investors in People. Ensure appropriate support is in place to assist disabled people into employment

Draft for consultation

Supporting and growing local businesses

- Southampton's local economy has a rich offering across key sectors from port, maritime and marine to logistics, cultural and creative, health, technology, and the visitor/tourism economy.
- As part of COVID-19 recovery we need to support our local businesses to adapt and diversify their product/service offering and build resilience to survive future economic shocks and challenges.
- We want to help local businesses grow, encourage start-ups in growing markets and aid business expansion. Southampton should be seen by the business community as a supportive place to test, develop and scale up new and innovative business models.
- We want to harness our innovation capacity to grow new and exciting industries in our city.
- We will use our business engagement processes including the Business Task Force, sector-based roundtables discussions and one-to-one engagement to ensure that we understand the opportunities and challenges facing businesses in the city.

What do we know?



Southampton 3rd highest ranking city in the UK for good growth

7,015
BUSINESSES

In 2019, there were 7,015 businesses in Southampton.


42%

Since 2011, Southampton has had a net increase of 2,080 businesses which equates to a 42% increase.



Southampton is in the top 10 UK clusters for digital growth and recognised as a cluster of digital activity



There were 1,245 new business start-ups in Southampton in 2018 (up from 1,115 in 2017) and 1,065 business closures (down from 1,215 in 2017).

4.6%
INCREASE PER YEAR

Recent growth dominated by micro-businesses (<9 employees); increased by 4.6% per year since 2010 (South East average = 3.0%).

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Key deliverables

- Establishing a partnership between SCC, academia and the private to aid innovation, collaboration and delivery of key transformational projects
- Develop and deliver a digital support service for SMEs to improve their capacity and capability for digitalisation, including digital skills of employees
- Co-develop a Management 4.0 Hub proposition to stimulate thought leadership, higher knowledge exchange and innovation in leadership

Key indicators

- Total number of businesses in the city
- Number of new business start-ups and closures
- Survivor rate of start-ups and scale ups (after 1, 2, 3 & 5 years from launching)

Network Eagle Lab Southampton

Southampton's first collaborative co-working space opened its doors in June 2019. The 12,500sq ft re-purposed retail space on the second floor of the Marlands shopping centre supports co-workers from the creative, digital and knowledge based sectors.

Offering cutting edge technology combined with comfortable open plan facilities and office spaces, Southampton City Council made a £1.5m capital investment in the creation of Network. Barclays Eagle Labs were appointed as partners to run the venture, their 23rd location and their first time working with a Local Authority to host a co-working site.

The lab boasts state of the art technology, with a spacious maker space which incorporates the equipment needed to develop early stage prototypes, facilitated by the team of Eagle Lab Engineers.



Video case study:

In this short video Catherine Lee, Former Director of Research, Innovation & Enterprise at Solent University, and Tom Frame, Director of Marketing and Growth at tech company Etch, highlight the challenges and opportunities that Southampton faces in the next few decades and how the technology sector in the city can provide solutions. <https://www.youtube.com/watch?v=WRXvccC8fms&t=47s>

Draft for consultation

Focus	What do we want to achieve?	How will we achieve this?
Greener business	<ul style="list-style-type: none"> We will be an example of a sustainable economy (an economic system aimed at reducing waste and being sustainable) We will encourage decarbonisation of local businesses We will attract green businesses to the area and encourage innovation 	<ul style="list-style-type: none"> Encourage businesses to adopt and respond to Green City Charter Encourage green innovation in products, service design, processes and systems Encourage investment in green businesses, technology and innovation Support and encourage innovation to maximise green technology deployment in the port and maritime sector Encourage businesses to implement sustainable workplace travel plans Encourage residents/local workers to walk, cycle or use public transport
Community centred economic growth	<ul style="list-style-type: none"> We aim to spread the benefit of economic growth across all our communities We will achieve high social return on investment in economic growth 	<ul style="list-style-type: none"> Support local businesses through council procurement Collaborate with local organisations to identify joint local procurement and commissioning opportunities, to support the local economy and keep our spend within the city Use the Social Value Framework to demonstrate return on investment for local communities Encourage more businesses to volunteer time to support local communities as part of their corporate social responsibility agenda
Business innovation and growth	<ul style="list-style-type: none"> We will support businesses to grow and diversify We will support innovation and encourage start-ups We will encourage new business models that support a greener, fairer and healthier economy 	<ul style="list-style-type: none"> Link start-ups and new initiatives with financial opportunities to enable growth Improve SMEs access to the range of business support solutions offered by Solent Growth Hub and other intermediaries Co-develop business start-up and entrepreneurship programmes across the city with relevant organisations. Develop a digital support service for SMEs to improve their capacity and capability for digitalisation, including digital skills of employees
Business leadership and resilience	<ul style="list-style-type: none"> We will be recognised as a city renowned for innovative leadership and management We will foster a collaborative business environment We will support businesses to be resilient and agile 	<ul style="list-style-type: none"> Support businesses to access advice and information to respond to new trading rules after the end of the EU Exit Transition period. Support our universities to deliver high quality leadership development programmes and expertise in Management 4.0 Foster collaboration across local businesses, especially in key areas e.g. digital, port activity, transport/logistics retail, culture and hospitality Focused activity with key employers and sectors through and with the support of the Business Task Force

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Growth through sustainable place shaping

We want to create a city that will achieve our aspirations of being greener, fairer and healthier. A city that is known as a place for business to invest and grow.

Our place shaping agenda includes providing:

- The physical and digital infrastructure for a 21st century international city
- The right choice and quality of homes and accommodation for our people and businesses
- The recreational, cultural, leisure and community facilities that support our people and businesses
- A destination for visitors and tourists
- A high-quality urban environment with thriving high streets and district centres that are at the heart of our communities, support sustainable access to local services close to where people live and are child friendly
- Communities that are engaged and involved in improving their local neighbourhoods

COVID-19 has created significant challenges for Southampton which need to be factored in. Our high streets in our city and district centres, like many others, has had to manage and adapt amidst stringent, evolving measures introduced by the Government to mitigate the risks of COVID-19. Partnering with key organisations such as GO! Southampton, we have worked hard to support the local economy to survive. We will now focus on making sure that we have the right physical infrastructure in our city to adapt and thrive, building a greener city fit for the future.



What do we know?

- Southampton covers an area of 51.47 Km²
- There are 107,222 homes in the city
- Around 1 in 5 homes in the city are council owned
- We manage over 416 miles of highways
- We manage 49 parks and 1,140 hectares of open space

During the recent Local Plan City Vision consultation, residents, businesses and stakeholders identified the following as priorities:

- **Environment & Climate Change**
- **Growth & Investment**
- **Getting Around**

Draft for consultation

Key deliverables

- Clear vision and plan for the Mayflower Quarter and the Lower High Street area
- Adopted Local Plan
- Clear vision and plan for the delivery of a city with the digital infrastructure to be a world leader
- Carbon neutral by 2030
- Deliver the Transforming Cities Programme (details below)
- Deliver the River Itchen Flood Alleviation scheme
- Deliver the Bitterne Hub

Key indicators

- Number of new homes
- Amount of new business space
- % of households and businesses served by district heating
- Number of homes connected to high speed digital access
- Increase in GVA (b) per head of population
- Increased levels of active travel (e.g. walking and cycling)
- Number of jobs created outside of the city centre

New home building in Southampton

In July 2020 Southampton City Council approved plans which will see hundreds of much-needed homes delivered across the city in an investment programme worth an estimated £144m. There will be a combination of social, affordable and shared ownership schemes which will give Southampton residents the opportunity to get onto the property ladder.

Over 250 new council homes have already been delivered or are under construction in Millbrook, Coxford and Harefield. This investment will help to bridge the gap between the need for and provision of affordable homes in the city and it

will create new jobs, apprenticeships and is an investment in the local construction industry.

The homes themselves will also reflect the council's aspirations and standards (including supporting the council's Green City Charter and meeting the RIBA, Royal Institute of British Architects, 2030 Climate Challenge), which are set out in a new Design Manual. The document will help steer designers and developers as they work with the council to deliver sustainable, quality and lifestyle-appropriate homes – also known as the Southampton Home.

Transforming Cities Fund

As part of the 2020 Budget, the Chancellor of the Exchequer announced the outcome of the Industrial Strategy's Transforming Cities Fund (TCF). The joint bid from Southampton City Council and Hampshire County Council for the Southampton City Region was awarded £57m of Government funding towards the total £68.5m project and covers the 3 years to March 2023. The remainder of the funding is coming from local match contributions with the council and its partners.

With the £5.7m of TCF money awarded in January 2019 for the early schemes (£7.4m with local contributions), this means there will be £75.9m of transport investment by 2023 in the city region.

This is enabling Southampton City Council and Hampshire County Council to deliver our plans for sustainable and active travel in the city region in a targeted way. This is a significant level of capital funding for transport. This will have a transformative impact on people's journeys by bus, walking and cycling. It also helps Southampton City Council's Green City Plan and Hampshire County Council's Climate Emergency meet growth challenges and will support sustainable growth. For projects that weren't funded through TCF we will continue to work to get these funded to continue developing the city region's transport network for the future.

The TCF funding will allow us to invest in measures to transform people's mobility, lifestyles and gateways in the city region.

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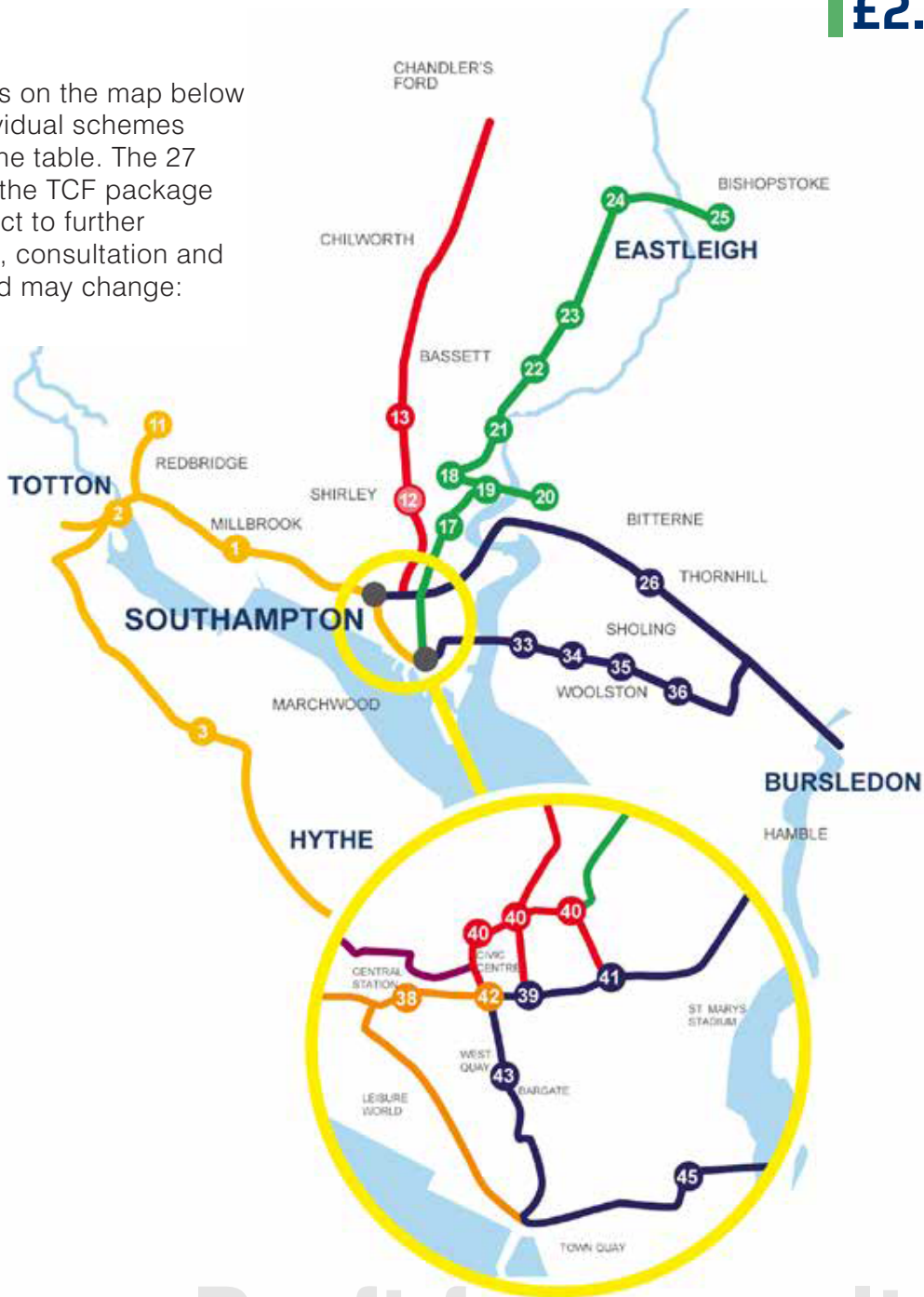
The Funded TCF Programme

The funding will allow us to focus on three transport corridors between Southampton and the surrounding areas in Hampshire and in the City Centre.

The funding will be focused on three key transport corridors and the City Centre, as detailed below.

<p>Southampton to Totton and Fawley £19.8m</p>	<p>Southampton to Portswood, Eastleigh and Bishopstoke £18.1m</p>	<p>Southampton to Woolston and Bursledon £7.4m</p>	<p>City Centre £20.3m</p>	<p>The funding also allows us to complete the cycle corridor works on The Avenue to Chandler's Ford £2.9m</p>
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The numbers on the map below refer to individual schemes detailed in the table. The 27 schemes in the TCF package are all subject to further design work, consultation and approval and may change:



Draft for consultation

Focus	What do we want to achieve?	How will we achieve this?
Green development, regeneration and growth programmes	<ul style="list-style-type: none"> • We will build higher-quality homes for our residents • We will build more business accommodation • We will be carbon neutral by 2030 	<ul style="list-style-type: none"> • Progress City Vision Local Plan to facilitate development within the city • Deliver green, carbon neutral developments in line with the Green City Action Plan. • Support and enable the delivery of the Mayflower Quarter programme • Work with partners to develop visions for major development areas in the city • Develop a range of small/starter business accommodation across the city • Deliver 1,000 council homes by 2025. • Develop new approaches to delivering heating systems across the city.
Physical Infrastructure needs of the city	<ul style="list-style-type: none"> • We will deliver the right transportation and infrastructure systems to enable green growth • We will protect quality public spaces and improve waterfront access • We will deliver flood defences to protect the city's homes and businesses 	<ul style="list-style-type: none"> • Deliver the Transforming Cities Programme and other transport infrastructure improvements • Promote improvements in public transport accessibility • Progress the River Itchen Flood Alleviation Scheme supporting regeneration of the riverside • Promote and encourage access to the waterfront • Maintain the quality of our public realm and open spaces, and ensure that these are child, disability and age-friendly spaces that encourage healthy physical activity
City and district centres	<ul style="list-style-type: none"> • We will protect our city and district centres as thriving hubs of business as well as a cultural and community activity 	<ul style="list-style-type: none"> • Respond to changing consumers behaviour and business accommodation requirements in our city and district centres • Implement local action plans to support the long-term vitality of the city and district centres, involving local communities who use them • Ensure use of the public land and cultural facilities across the city • Ensure opportunities for creative enterprises to develop and thrive • Deliver the Bitterne Hub - a public services 'hub' including leisure, library and health facilities
Digital City	<ul style="list-style-type: none"> • We will make Southampton a truly digital city • We increase digital access and improve digital skills 	<ul style="list-style-type: none"> • Develop work to become a smart/Intelligent city • Maximise use of open data to inform better design and service delivery • Improve information sharing between partners and build an intelligence-led approach to our aspirations for a greener, fairer and healthier economy • Ensure all communities can access, engage and benefit from high quality, high speed digital infrastructure

Draft for consultation

Growing an international city

- Southampton is strategically positioned to become the UK’s global gateway for trade and an international magnet for foreign direct investments.
- Southampton already has strong international connections, with the opportunity to build on these post EU Exit and post COVID-19.
- Southampton is a vibrant and diverse city with bold ambitions to become UK City of Culture in 2025.
- We want to build on Southampton’s position as a global gateway, strengthening our international relationships and partnerships, attracting international investment and businesses into the city and growing as an international cultural destination.

What do we know?



The Port of Southampton is the UK’s number one port for export and number one cruise port



32,500-seater Premier League stadium and concert venue at St. Marys Stadium



Southampton City Art Gallery has one of the best 20th century and contemporary art collections outside London, supported by a strong cultural offering across the city



Southampton is twinned with Le Havre (France), Rems-Murr-Kreis (Germany), Trieste (Italy) Hampton (Virginia, USA), Qingdao (China), Busan (South Korea) and Miami (Florida, USA).



73% of all international trade by weight going through the Port of Southampton was imported from or exported to a non-EU country in 2018.



The Solent LEP region has recorded 27 foreign direct investments (FDI) resulting in 283 jobs in 2019/20



Southampton attracts over 7,600 international students each year. These students represent more than 135 countries studying at the University of Southampton and Solent University.



This is mirrored in our diverse communities with a strong intergenerational history of families settling in the city from countries around the world – a city of cultures.

Key deliverables

- We will bid to become the UK City of Culture 2025
- Implement a new Destination Management Plan
- Develop new strategic plans for culture, leisure and the visitor economy
- Develop a Southampton investment prospectus to encourage investors in to the city.
- Develop and deliver an action plan for international partnership working

Key indicators

- Increased number of jobs created from Foreign Direct Investment (FDI)
- Increased investment in skills and training programmes from Foreign Direct Investments
- How FDI is contributing to zero/low carbon agenda
- Value of international investment into the city per year
- Number of international trade visits
- Numbers of international students
- Number of jobs in cultural sector
- Value of Southampton's export trade
- Number of international tourist visitors
- Number of creative and cultural businesses

DSV Air & Sea



Southampton has always been an international gateway. Our strategic location, diverse communities and highly talented workforce have defined Southampton for decades. Southampton is home to many logistics and specialised supply chain operations with an expertise in international freight distribution. The access and global connections of the Port of Southampton and the well-developed transport connections makes us an attractive location to investors wanting to move their client's goods to and from the UK.

Global transport and logistics provider, DSV, has chosen Southampton for its new distribution centre. Today DSV has operations in more than 80 countries and employs 55,000 people. The 95,000 sq ft facility, located at Mountpark Southampton,

allows the company to centralise its operations while having the ability to grow with its customers over the coming years.

Martin Rutter, Director at DSV Air & Sea, said: "Southampton is an ideal location for this new operation due to the close proximity to the other facilities DSV Air & Sea currently operate within the area."

Southampton has been chosen for its strategic position, excellent connectivity and access to specialised talent. These are important ingredients for DSV's future growth and success.

Draft for consultation

Partnership with Miami, Florida

Southampton has a world-wide profile, attracting visitors, new citizens and businesses by being the UK's premier cruise liner home port, home to a major European container port and the local city for one of the UK's top airports. Southampton could develop its position as a leading international player even further, bringing tangible benefits to citizens and enhancing the city's reputation.

Southampton City Council and Miami-Dade County, in the US state of Florida, act as brokers between various interests in the two cities. A deep understanding has been forged through close links at civic level, underpinned by the common character of both cities as international port cities. Our overseas partnerships increase awareness of international issues and provide a range of social and cultural benefits, which are difficult to quantify but are important nonetheless.

The benefits for Southampton have been primarily in maritime sector, a green and smart city as well as a city of culture. One of the key components of a successful global city is the image it projects to the outside world. Miami is home to the Carnival Corporation & plc and a key location for a number of other international cruise lines including Norwegian Cruise Lines. Miami has an international port, an international airport, is home to one of the largest international cruise conferences Seatrade 2020, the world's annual cruise industry gathering, and the Miami International Boat Show.

The Southampton-Miami relationship is an example of good practice which should lead to wider recognition for Southampton as a centre of maritime expertise, particularly in USA.

Councillor Christopher Hammond, Leader of Southampton City Council said:

“Like Southampton, Miami is a gateway to the world, and for hundreds of years people and goods have come to this confident and open maritime city to trade and visit.

Forging a new partnership with Miami is a natural step — linking up with another innovative global port city. Southampton is at the forefront of discovery and trade, leading on the development of new relationships with international partners and investors.

The UK has always taken a leading role in responding to global challenges and in making the most of opportunities. Now, more than ever, Southampton has a leading role to play in enhancing our global standing, reinvesting in our relationships.”

Video case study:

In this short video, Professor Damon Teagle and Professor Susan Gourvenec at the University of Southampton, highlight the importance of Southampton as a global port, the challenges and opportunities that Southampton faces in the next few decades and how the technology sector in the city can provide solutions. <https://www.youtube.com/watch?v=xtAz7we6wNA>

Focus	What do we want to achieve?	How will we achieve this?
Southampton as a global gateway	<ul style="list-style-type: none"> • We will be recognised as a truly international city • We will build on our position as a global gateway • We will enhance our position as a leading trading and export city 	<ul style="list-style-type: none"> • Explore options to develop our port gateways including options for a green and innovative Freeport. • Work with local businesses to establish new international trade opportunities • Champion Southampton businesses and showcase the city's strengths across the world • Continue to build relationships with existing and new investors • Work with the city's universities to attract international students and academics • Increase the number of companies and the volumes of goods and services being exported through Southampton
Southampton as a cultural city	<ul style="list-style-type: none"> • We will embed culture within all our growth plans • We will deliver an internationally recognised cultural offer • We will be a city of culture 	<ul style="list-style-type: none"> • Bid to become UK City of Culture 2025 • Create a strong brand identity to attract national and international partners and investors with our cultural offer • Deliver a Destination Management Plan and develop the visitor economy infrastructure including a quality city welcome, hospitality offer and night time economy • Develop an overarching Cultural Strategy and seek to enhance our heritage assets, cultural experiences and visitor attractions • Support the growth of the cultural and creative industry • Achieve Purple Flag status to identify that our city offers an entertaining, diverse, safe and enjoyable night out
Strengthening international relationships	<ul style="list-style-type: none"> • We will build strong cultural, environmental and economic relationships with key international partners • We will attract new investment into the UK • We will achieve international research and innovation excellence 	<ul style="list-style-type: none"> • Promote and support international trade for local businesses so they can improve their reach and presence in a post EU marketplace. • Produce an international investment prospectus for Southampton to attract investment. This will help expand opportunities and put the city on the global stage. It will be developed in partnership with the Government, key industry sectors and international intermediaries. • Enhance the global reputation of our universities and research institutions to maximise research and development opportunities and increase knowledge transfer. • Improve links with key cities across the world to improve strategic, commercial and trade activities with global partners.

Draft for consultation

[southampton.gov.uk](https://www.southampton.gov.uk)