

The background of the entire page is a photograph of a fountain in front of a stone building. The fountain has a central vertical jet of water and several smaller jets at the base. The water is illuminated, creating a bright, shimmering effect. The building behind it is made of dark stone blocks. A dark blue horizontal bar is overlaid across the middle of the image, containing the main title and subtitle in white text.

Economic and Green Growth Strategy 2020-2030 Consultation

Full results summary

A white rectangular text box is positioned in the lower-left area of the page. It contains the text "Data, Intelligence & Insight Team – February 2021." in a blue, sans-serif font. The box is semi-transparent, allowing the fountain and building background to be visible through it.

Data, Intelligence & Insight Team – February 2021.

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Introduction and Methodology



- Southampton City Council undertook public consultation on a proposed Economic and Green Growth Strategy. This included asking for feedback on four key themes:
 - People, employment and skills
 - Supporting and growing local businesses
 - Growth through sustainable place shaping
 - Growing an international City
- The consultation took place between **9 December 2020** and **26 January 2021**.
- The aim of this consultation was to:
 - Communicate clearly to residents and stakeholders the Economic and Green Growth Strategy proposals for 2020-2030.
 - Ensure any resident, business or stakeholder who wished to comment on the proposals had the opportunity to do so, enabling them to raise any impacts the proposals may have.
 - Allow participants to propose alternative suggestions for consideration which they feel could achieve the objectives in a different way.
- This report summarises the aims, principles, methodology and results of the public consultation. It provides a summary of the consultation responses both for the consideration of decision makers and any interested individuals and stakeholders.
- It is important to be mindful that a consultation is not a vote, it is an opportunity for stakeholders to express their views, concerns and alternatives to a proposal. Equally, responses from the consultation should be considered in full before any final decisions are made. This report outlines in detail the representations made during the consultation period so that decision makers can consider what has been said alongside other information.



Southampton City Council is committed to consultations of the highest standard, which are meaningful and comply with *The Gunning Principles (considered to be the legal standard for consultations)*:

1. Proposals are still at a formative stage (a final decision has not yet been made)
2. There is sufficient information put forward in the proposals to allow 'intelligent consideration'
3. There is adequate time for consideration and response
4. Conscientious consideration must be given to the consultation responses before a decision is made



New Conversations 2.0
LGA guide to engagement



Rules: The Gunning Principles

They were coined by Stephen Sedley QC in a court case in 1985 relating to a school closure consultation (R v London Borough of Brent ex parte Gunning). Prior to this, very little consideration had been given to the laws of consultation. Sedley defined that a consultation is only legitimate when these four principles are met:

- 1. proposals are still at a formative stage**
A final decision has not yet been made, or predetermined, by the decision makers
- 2. there is sufficient information to give 'intelligent consideration'**
The information provided must relate to the consultation and must be available, accessible, and easily interpretable for consultees to provide an informed response
- 3. there is adequate time for consideration and response**
There must be sufficient opportunity for consultees to participate in the consultation. There is no set timeframe for consultation,¹ despite the widely accepted twelve-week consultation period, as the length of time given for consultee to respond can vary depending on the subject and extent of impact of the consultation
- 4. 'conscientious consideration' must be given to the consultation responses before a decision is made**
Decision-makers should be able to provide evidence that they took consultation responses into account

These principles were reinforced in 2001 in the 'Coughlan Case (R v North and East Devon Health Authority ex parte Coughlan²)', which involved a health authority closure and confirmed that they applied to all consultations, and then in a Supreme Court case in 2014 (R ex parte Moseley v LB Haringey³), which endorsed the legal standing of the four principles. Since then, the Gunning Principles have formed a strong legal foundation from which the legitimacy of public consultations is assessed, and are frequently referred to as a legal basis for judicial review decisions.⁴

¹ In some local authorities, their local voluntary Compact agreement with the third sector may specify the length of time they are required to consult for. However, in many cases, the Compact is either inactive or has been cancelled so the consultation timeframe is open to debate

² BAILII, [England and Wales Court of Appeal \(Civil Decision\) Decisions](#), Accessed: 13 December 2016.

³ BAILII, [United Kingdom Supreme Court](#), Accessed: 13 December 2016

⁴ The information used to produce this document has been taken from the Law of Consultation training course provided by The Consultation Institute



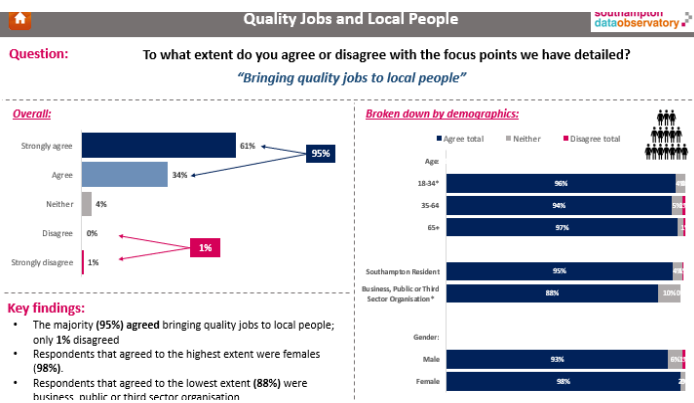
- The agreed approach for this consultation was to use an online questionnaire as the main route for feedback. Questionnaires enable an appropriate amount of explanatory and supporting information to be included in a structured questionnaire, helping to ensure respondents are aware of the background and detail of the proposals.
- Respondents could also write letters or emails to provide feedback on the proposals. Emails or letters from stakeholders that contained consultation feedback were collated and analysed as a part of the overall consultation.
- The consultation was promoted in the following ways:
 - Sent to the Peoples Panel (3,200 members)
 - Council e-bulletins
 - Social media channels (including paid for adverts through Facebook)
 - Press release which the Daily Echo ran
 - The link was shared with partner organisations
- All questionnaire results have been analysed and presented in graphs within this report. Respondents were given opportunities throughout the questionnaire to provide written feedback on the proposals. In addition anyone could provide feedback in letters and emails. All written responses and questionnaire comments have been read and then assigned to categories based upon similar sentiment or theme. We have also endeavoured to outline all the unique points and suggestions gathered as a part of the consultation and so there are tables of quotes or summaries of these for each theme of comment.



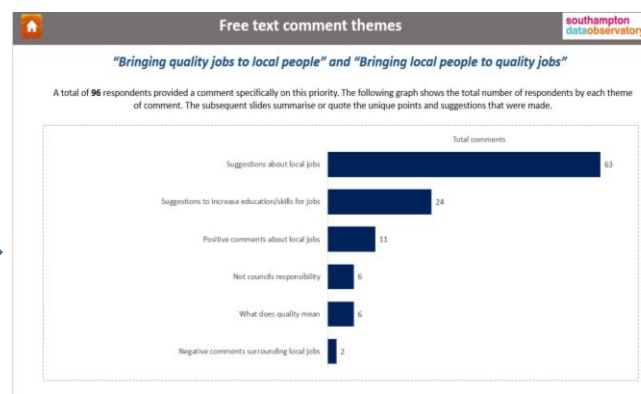
Interpreting this report

- It is not the purpose of this report to make recommendations. It is intended to provide an accurate and objective reflection of the feedback received as part of the consultation, which can be used by decision makers as part of the decision making process.
- For each section and proposal, the following are provided:
 - A summary of the **quantitative results** presented in chart form. This is supplied at both city level (all responses received) and by key demographic group (gender and age) to better understand any variation in opinion / sentiment. The quantitative data is useful for understanding whether there is general agreement or disagreement with a proposal / priority.
 - Qualitative analysis of free text comments.** Free text comments provided by respondents have been **thematically** analysed throughout the questionnaire and grouped by similar sentiment or theme. These **themes** are presented in chart form with an indication of how frequently it was mentioned by unique individuals. Individuals may have commented on more than one theme, so could be represented more than once in a chart. This qualitative information provides a richer picture of respondent views and may identify specific issues that need to be considered or addressed.
 - A list of **unique points or quotes** within each theme. This provides an added level of granularity and allows more in depth exploration of important themes.

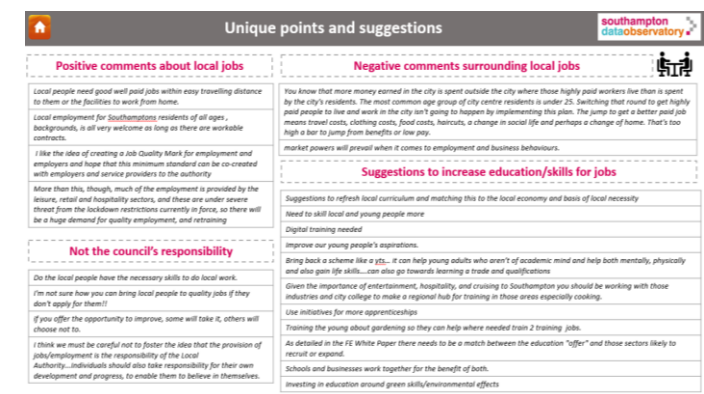
Quantitative analysis



Thematic analysis



Unique points / quotes





Who are the respondents?

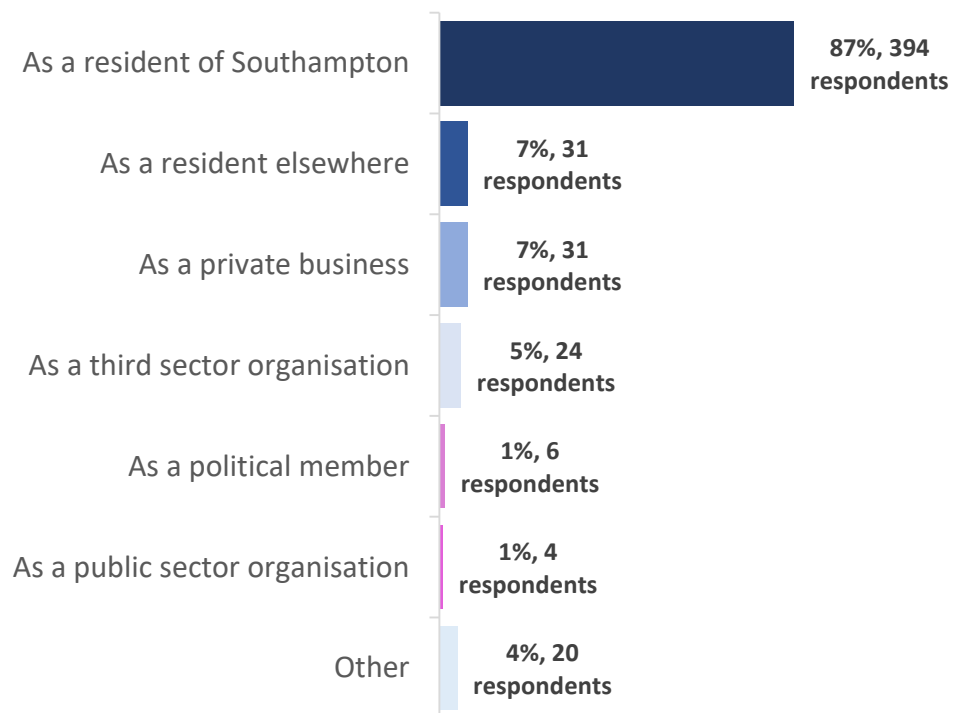
Total respondents: **453**

	Total number of responses
Questionnaire	452
Emails / letters	1
Total	453

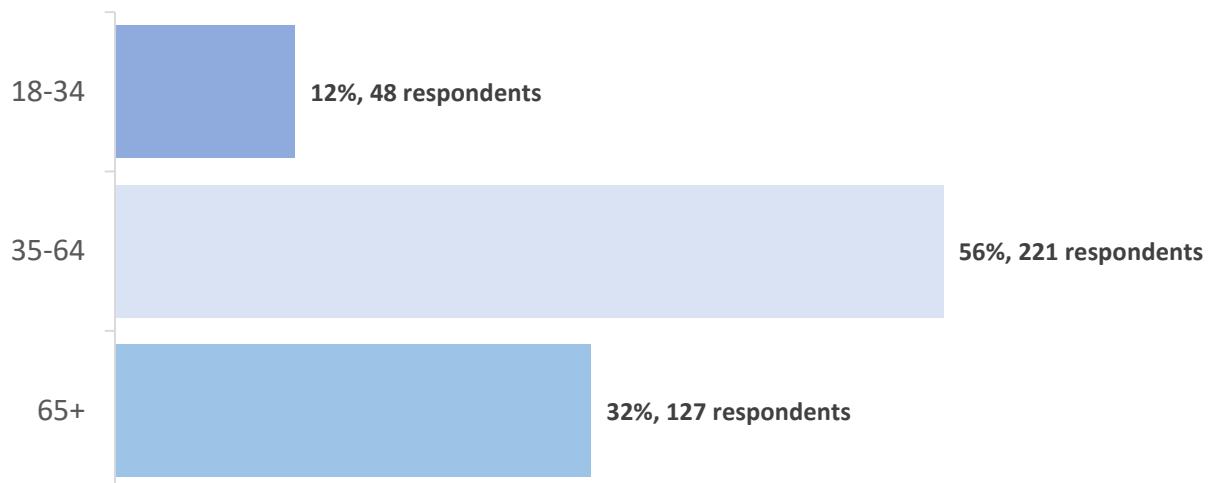
Gender:



Reason for interest in consultation:



Age:





People, Employment and Skills





The first theme covered within the questionnaire was **People, Employment and Skills**. As part of this, respondents were asked to provide feedback on each of the three points of focus below. The following slides in this section detail the feedback provided.

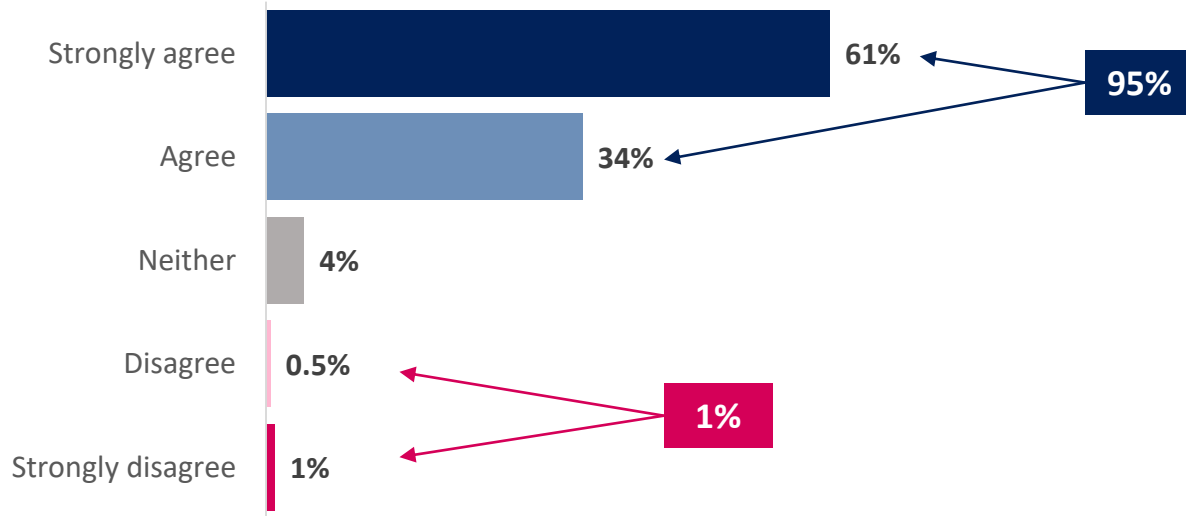
	What do we want to achieve?
Bringing quality jobs to local people	<ul style="list-style-type: none">• We will support the creation of new jobs for local people• We will encourage quality jobs that support the wellbeing and happiness of our workforce
Bringing local people to quality jobs	<ul style="list-style-type: 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
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



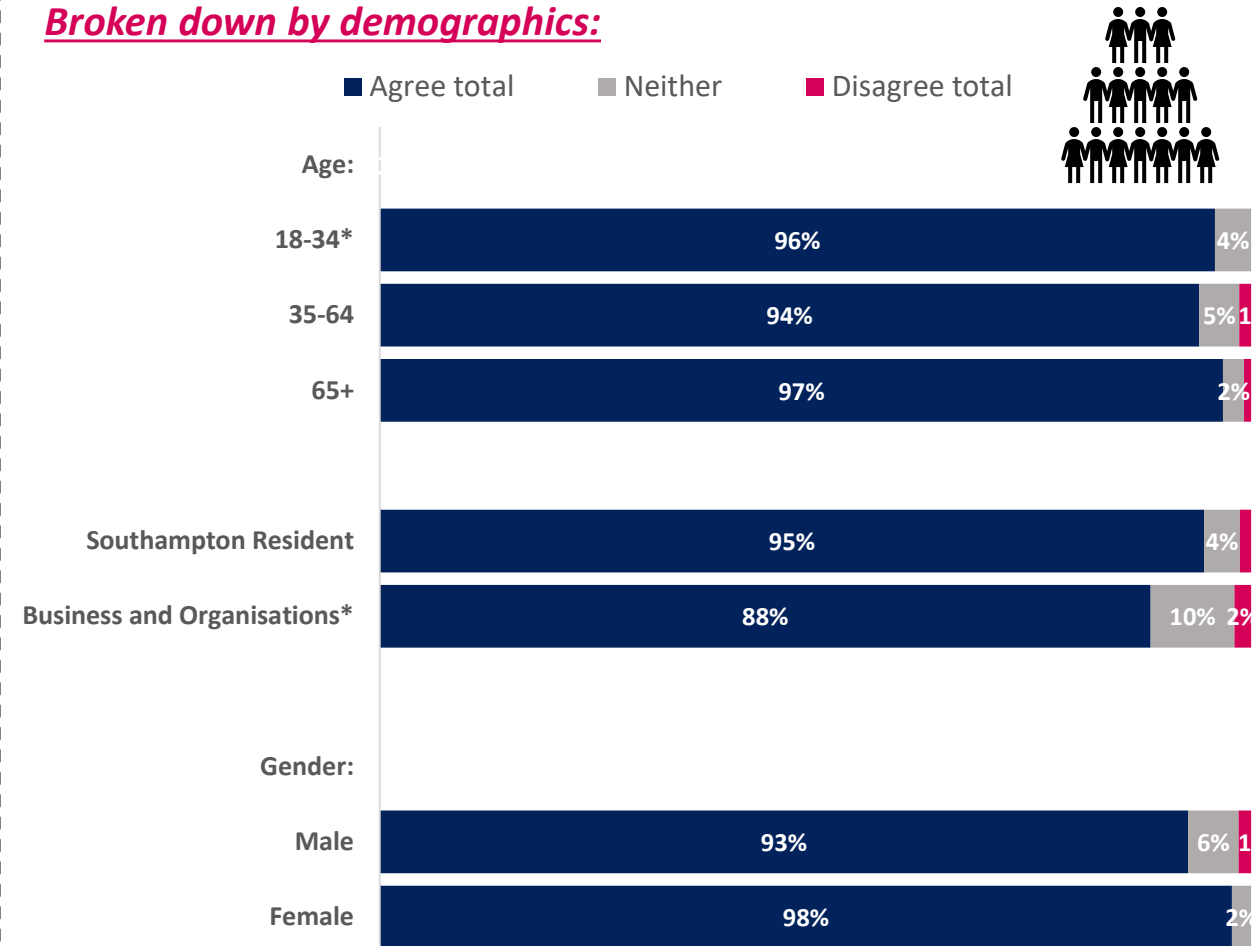
Question: To what extent do you agree or disagree with the focus points we have detailed?

“Bringing quality jobs to local people”

Overall:



Broken down by demographics:



Key findings:

- The majority (**95%**) **agreed** bringing quality jobs to local people
- Respondents that agreed to the highest extent were females (**98%**).
- Respondents that agreed to the lowest extent (**88%**) were businesses, public or third sector organisations.

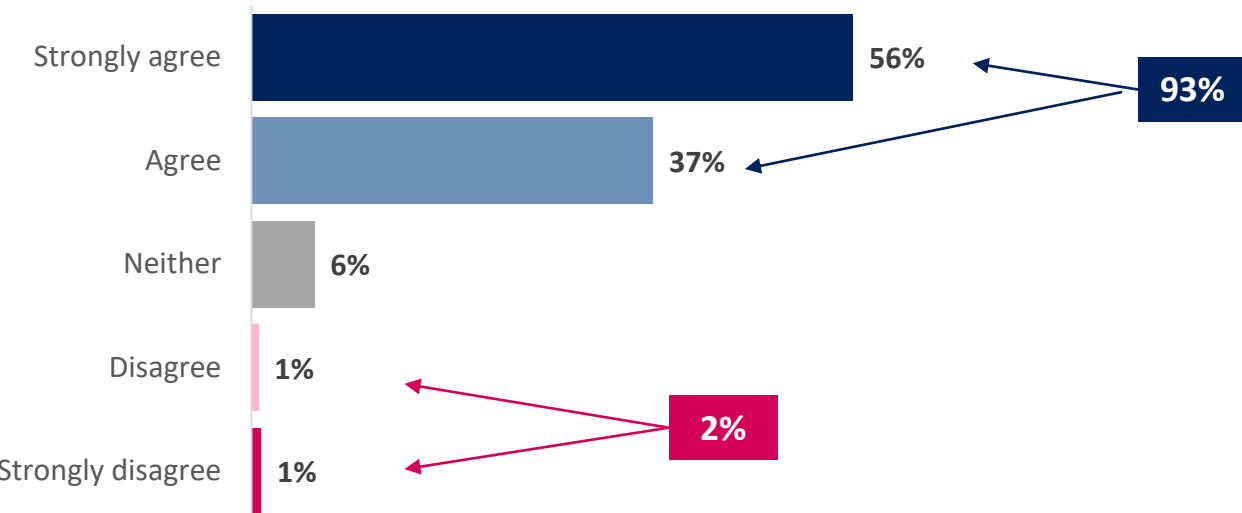
* Small sample size – fewer than 100 respondents



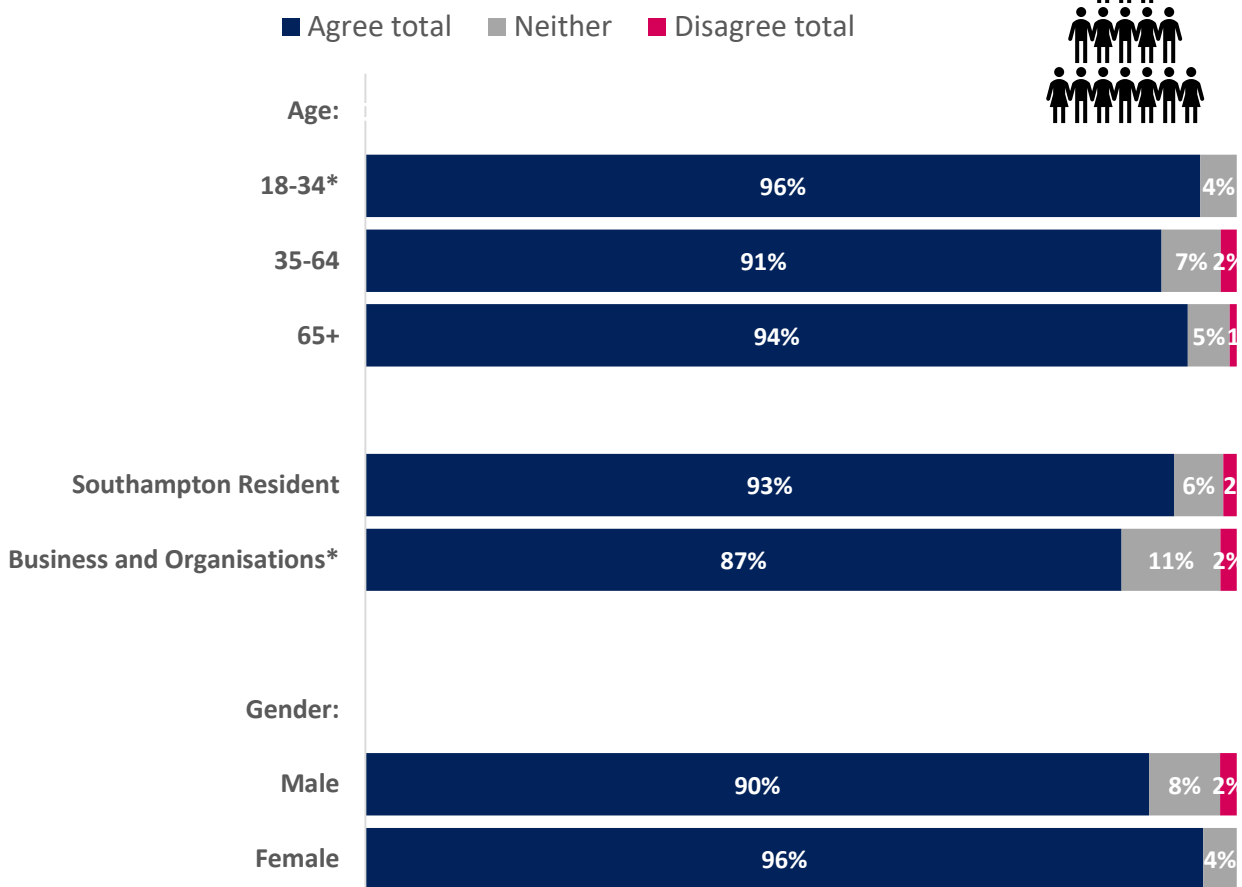
Question: To what extent do you agree or disagree with the focus points we have detailed?

“Bringing local people to quality jobs”

Overall:



Broken down by demographics:



Key findings:

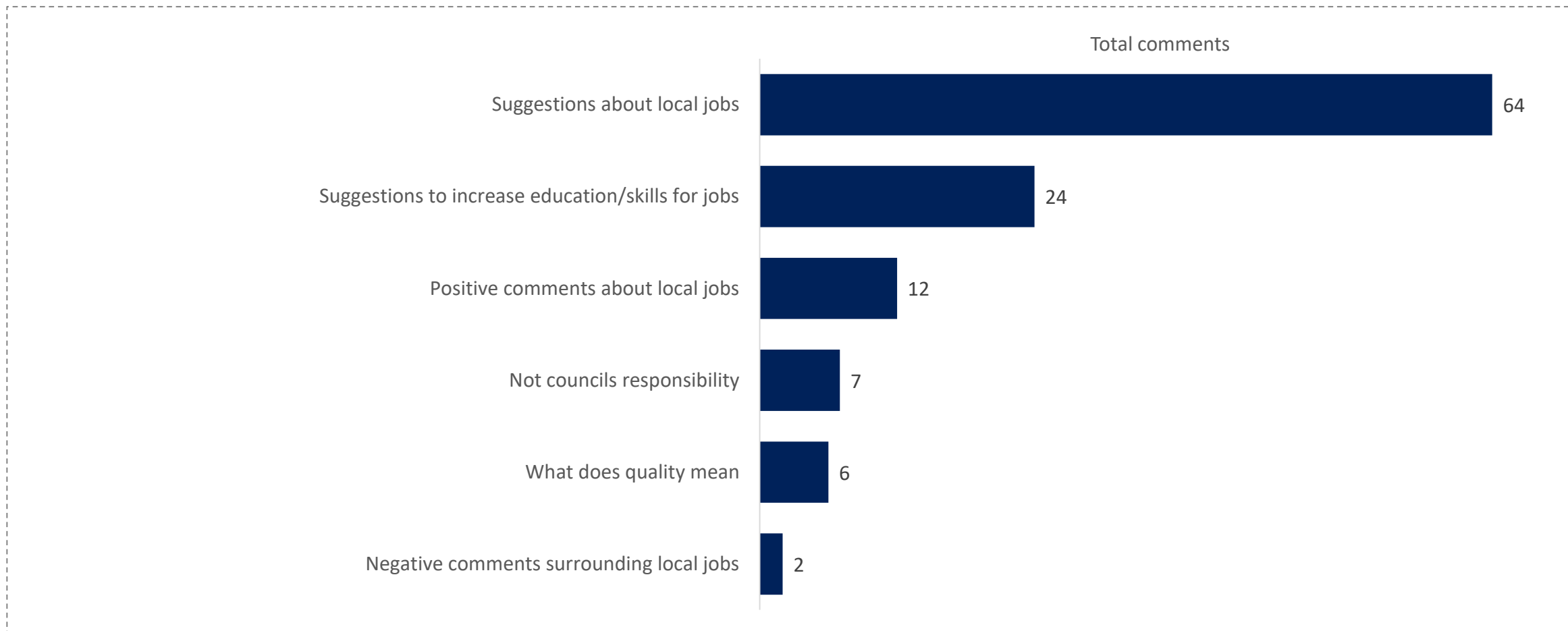
- The majority (**93%**) **agreed** bringing local people to quality jobs; **2%** disagreed
- Respondents that agreed to the highest extent were females (**96%**) and those in the age group 18-34 (**96%**).
- Respondents that agreed to the lowest extent (**87%**) were businesses, public or third sector organisations.

* Small sample size – fewer than 100 respondents



“Bringing quality jobs to local people” and “Bringing local people to quality jobs”

A total of **97** respondents provided a comment specifically on this priority. The following graph shows the total number of respondents by each theme of comment. The subsequent slides summarise or quote the unique points and suggestions that were made.





Unique points and suggestions

Positive comments about local jobs

Local people need good well paid jobs within easy travelling distance to them or the facilities to work from home.

Local employment for Southamptons residents of all ages , backgrounds, is all very welcome as long as there are workable contracts.

I like the idea of creating a Job Quality Mark for employment and employers and hope that this minimum standard can be co-created with employers and service providers to the authority

More than this, though, much of the employment is provided by the leisure, retail and hospitality sectors, and these are under severe threat from the lockdown restrictions currently in force, so there will be a huge demand for quality employment, and retraining

We had previously become used to demanding that people make ridiculous commutes to be at work, reducing quality of life and impacting the environment. We need to create jobs and let the unsustainable ones go.

Not the council's responsibility

Do the local people have the necessary skills to do local work.

I'm not sure how you can bring local people to quality jobs if they don't apply for them!!

if you offer the opportunity to improve, some will take it, others will choose not to.

I think we must be careful not to foster the idea that the provision of jobs/employment is the responsibility of the Local Authority...Individuals should also take responsibility.

Negative comments surrounding local jobs

You know that more money earned in the city is spent outside the city where those highly paid workers live than is spent by the city's residents. The most common age group of city centre residents is under 25. Switching that round to get highly paid people to live and work in the city isn't going to happen by implementing this plan. The jump to get a better paid job means travel costs, clothing costs, food costs, haircuts, a change in social life and perhaps a change of home. That's too high a bar to jump from benefits or low pay.

market powers will prevail when it comes to employment and business behaviours.

Suggestions to increase education/skills for jobs

Suggestions to refresh local curriculum and matching this to the local economy and basis of local necessity

Need to skill local and young people more

Digital training needed

Improve our young people's aspirations.

Bring back a scheme like a yts... it can help young adults who aren't of academic mind and help both mentally, physically and also gain life skills....can also go towards learning a trade and qualifications

Given the importance of entertainment, hospitality, and cruising to Southampton you should be working with those industries and city college to make a regional hub for training in those areas especially cooking.

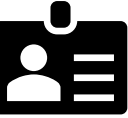
Use initiatives for more apprenticeships

Training the young about gardening so they can help where needed train 2 training jobs.

As detailed in the FE White Paper there needs to be a match between the education "offer" and those sectors likely to recruit or expand.

Schools and businesses work together for the benefit of both.

Investing in education around green skills/environmental effects



Suggestions about local jobs

<i>There will need to be considerable effort to ensure high quality and high tech jobs dont go to residents from outside of the city</i>
<i>The University must create jobs through new industries (e.g. Bionanotechnology and Synthetic Biology).</i>
<i>I would like to see the City Council itself employ where possible to recruit the more senior posts and maybe those people live in the city of Southampton ?</i>
<i>I think digital literacy is really important and we need to prepare our residents for the changing world of work.</i>
<i>Encourage small/medium manufacturing and other productive workplaces within the city.</i>
<i>Would it be a good idea to bring back the Remploy scheme?...There could be a similar scheme for homeless people with accommodation provided.</i>
<i>Its about sustainability, so the emphasis should not be on attracting the attention of global capitalism to provide jobs that are owned and controlled elsewhere but about growing indigenous enterprises and enabling people to create their own jobs which are owned and controlled locally.</i>
<i>we should focus less on business and more on local residents</i>
<i>Continue to ensure that a wide variety of industries are present in Southampton. That's good for the people and de-risks future economic crises</i>
<i>Keep opportunities going for young people.</i>
<i>Recycling hubs in every town that recycle more things - This will bring a quality job to local people AND local people to quality (important) jobs and will reduce inequalities as EVERYONE needs to recycle and value the local recycling hub.</i>
<i>Encourage homeworking</i>
<i>If there is a real desire to change the nature of organisations and skills, this will need more radical and integrated digital approaches, driven by access to capital and monetisable knowledge.</i>

<i>You have options which includes applying for: The new Agricultural Bill which is designed to reward farmers and land managers in England with public money for "public goods"</i>
<i>Ensure that jobs created add social value and help achieve green goals</i>
<i>Regarding jobs we need to lead by example with new Green technology and become a hub for a new Green economy.</i>
<i>To build a good workforce and industry you need people to put down roots and replace the reliance on the transient population of students who don't care about the city or take pride in it.</i>
<i>Any developments should give priority to local people so that as little environmental impact as possible takes place when travelling to work etc.</i>
<i>Focus on attracting highly skilled jobs to the area which will have a trickle down effect through CSR to inspire locals to learn, grow, develop and prosper. Attracting new talent and companies will side development of the city and region.</i>
<i>Invest in the young. Not council pet projects but with people on the ground in the evenings helping the youth see a future and move away from the destructive behaviour that seems to be escalating. Youth work is key to a future.</i>
<i>Expand music services to help make people happy and creative and create secure employment for musicians. Provide bookable recording studios, instrument hire, tuition for all age groups and support choirs and orchestras. This will enhance quality of life across large swathes of local society.</i>
<i>I think there should be more support for the self-employed</i>
<i>I'd like to see the council commit to stop working with the likes of balfour beatty and similar external agencies</i>
<i>More investment in entertainment, attractions, things to do, improving the local area, reducing crime and anti social behaviour, making it generally a more attractive place to be.</i>
<i>If you can get the tech sector to start opening satellite offices in tertiary areas like Portswood etc then you are onto a winner</i>



Unique points and suggestions

Suggestions about local jobs



Invest in aquaculture/hydroponics r and d. Fish farms around wind farms.

Introduce a hot desk tax in the city to encourage more businesses to take up a more permanent arrangement with lesser tax on businesses with less than 15 staff which would entice the newer smaller business into the city and utilise the talent pool already here. A tax break for employees who live within the SO Postcode

Ensure the rights of employees are guarded as businesses grow

I would bring ESOL and better Sure Start provision back, support people back into decent work rather than zero hours and sweatshop type labour.

I would encourage you to concentrate on low-skilled jobs...let's give people who may struggle with finding work a chance to get steady jobs with decent pay.

The Council should use the power it has to more explicitly expose poor work/pay practices, reward good business practice, eg link level of business rates to standards reached rather than a blanket rate.

If you want local people to be able to get to local jobs you will need to do something about the traffic situation.

more part time work for mothers and more young initiatives to get the next generation into work

Southampton should look outwards and improve its own marketing of core industries such as those relating to the port, healthcare, digital services and oceanography.

The way to attract businesses and therefore 'quality jobs' is to make Southampton an attractive place to do business...it means having a clean, attractive city, having the infrastructure in place; being open to change and development.

Quality jobs I suspect would involve a lot of competition from other cities nearby perhaps a coordinated approach could be used.

We would like these aspirations be city wide and not just small enclaves.

Help keep local companies including many family business and non Chain businesses

I think much of the opportunity for new skilled jobs will be in the Green Energy industry.

Focus on care sector as an attractive place to work for local people (currently reliant on EU workers & others) with better pay, conditions, learning & development.

As a way of creating jobs, I think that there are enough initiatives for the older ones as well, and I mean craftsmen who can also work as self-employed.

I want to work and would gladly pick up litter/recyclable items around the city if I was paid to do it...This city needs to have a whole squad dedicated solely to this task especially if you want to be the city of culture in 2025.

Highlight jobs that the pandemic has shown are vital (e.g. teachers, nurses, care workers)

Need to include the recognition of the climate emergency when considering job creation and the commitment to reducing emissions in the city.

Maintaining good quality jobs, providing business advice and guidance to help sustain what is already out there.

A fixed link on & off the Isle of Wight is needed ASAP. The building of the link will create lots of jobs for years, & it will also remove all island based vehicles out of Southampton town.

There should be incentives for businesses to employ local people particularly during large projects such as new developments. This should be developed in conjunction with local authorities to ensure a joined up approach across the area.

Considerable opportunities to increase the use of employment and skills plans through Section 106 Agreements. Mental health can be a significant barrier to employment and is strongly linked to deprivation and health.

Designate sites for high-skilled employment and give protection to existing viable employment land.

A defined commercial zone with clear policies to enable economic growth and create employment

Active campaign to attract businesses that employ high-skilled workers and remove barriers to relocation to the city Bringing local people to quality jobs

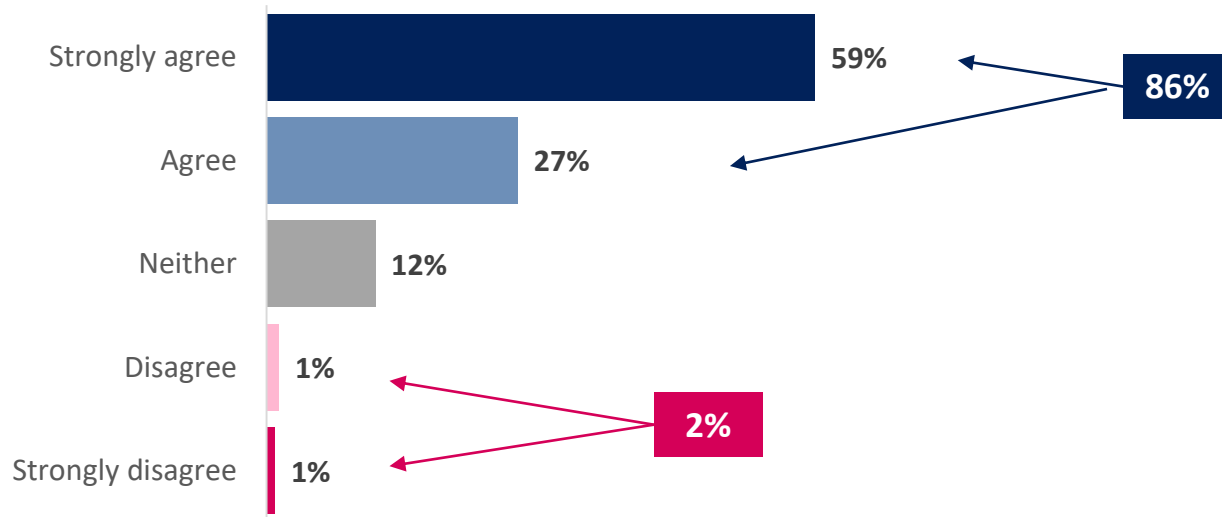
A tenant mix strategy, working with the landowner forum to align tenants with opportunities.



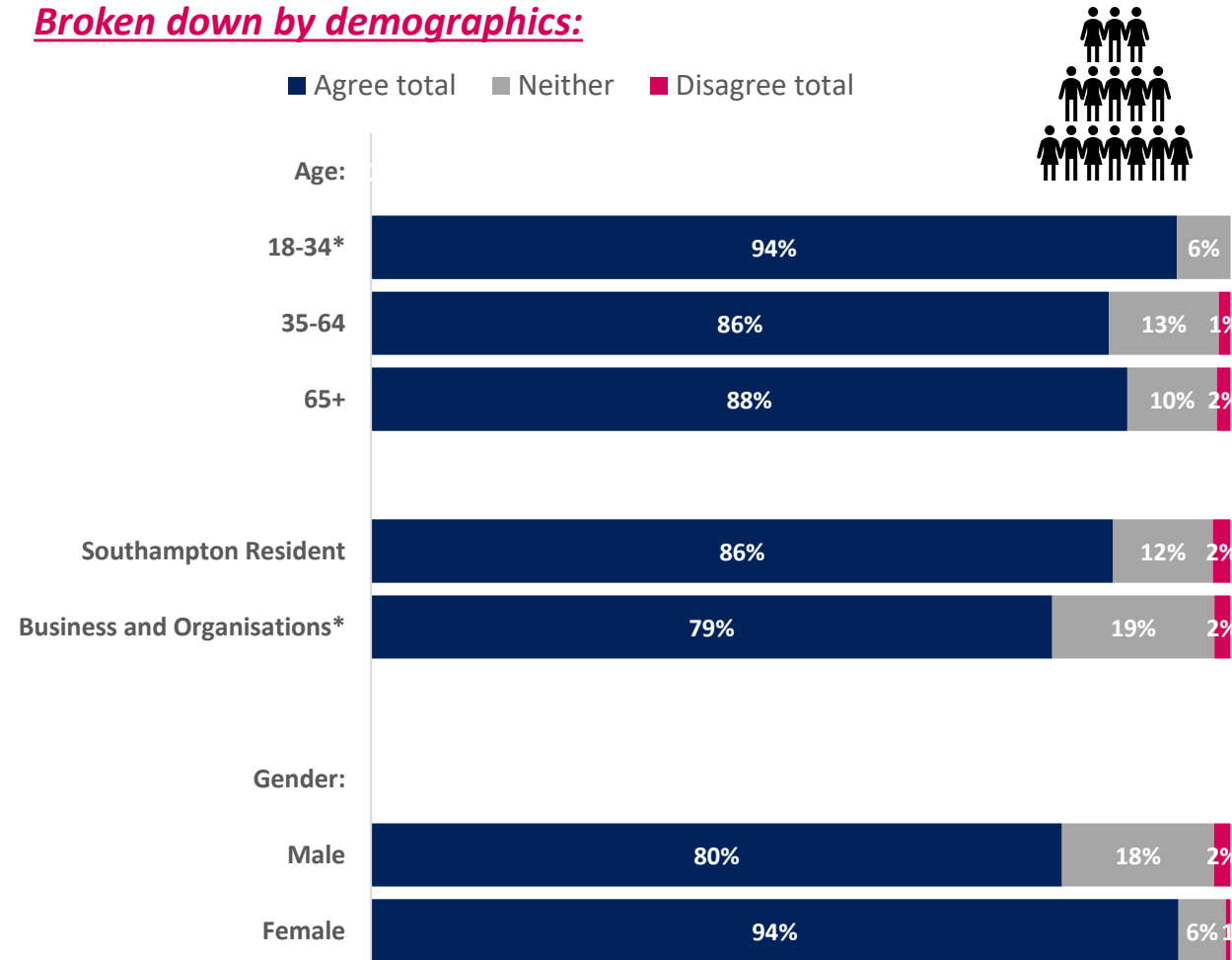
Question: To what extent do you agree or disagree with the focus points we have detailed?

“Reducing inequalities”

Overall:



Broken down by demographics:



Key findings:

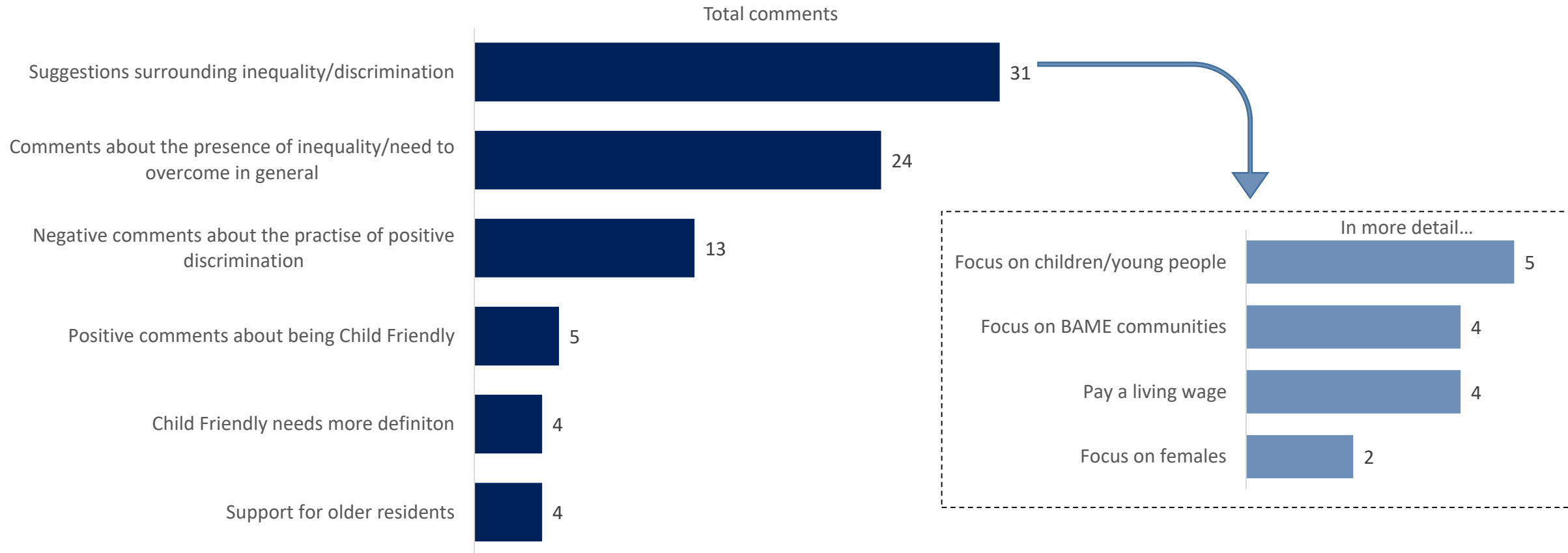
- The majority (**86%**) agreed about reducing inequalities; **2%** disagreed
- Respondents that agreed to the highest extent were females (**94%**) and those within the age group 18-34 (**94%**).
- Respondents that agreed to the lowest extent (**79%**) were businesses, public or third sector organisations.

* Small sample size – fewer than 100 respondents



Reducing inequalities

A total of **62** respondents provided a comment specifically on this priority. The following graph shows the total number of respondents by each theme of comment. The subsequent slides summarise or quote the unique points and suggestions that were made.





Support for older residents

There is a growth of older citizens who have many skills that could be used to help with this process.

Older residents not considered/ forgotten about

Positive comments about being Child Friendly

Becoming a Child Friendly city is a great aspiration

Child friendly yes

The city already seems to be reasonably child friendly.

Design a child-friendly city that is vibrant, liveable and sustainable, where children and adults alike are happy to socialise, play or simply linger in public spaces.

We need to get the UNICEF accreditation as a child friendly, it is not enough just to say we are

Child Friendly needs more definition

Questions surrounding the clarification and definition of 'Child Friendly'

Comments about the presence of inequality/need to overcome

Whilst it would be great to do away with age discrimination it would be very difficult to prove a prospective employer has not engaged in this practice.

The pandemic has accelerated inequalities, which if unchecked will lead to civil unrest.

It is our young people as well as those with other inequalities who I think are most suffering in the jobs market now.

The problem with inequalities is now we have a situation [in some cases] where grandkids have watched their grandparents/parents not work and live quite comfortably on benefits. This has the knock on effect of why bother to work.

Covid has shown how many schoolchildren lack computers or internet access for home schooling leading to even greater inequality.

The priority is equality and reduction of poverty. The focus on business needs not to take the focus off those

The city has lost many sure start centres and youth centres. It is hard for young people to access sport and leisure, especially if on a low income.

Homeless persons almost en-mass in the precinct.

Anyone who lives here will understand that the gap for some communities with opportunity is vast, and the Council does not have a good track record for narrowing the gap, in fact for extending the gap by reducing resources in these areas.

The biggest inequality is related to those who breath toxic air pollution in from poorer areas of Southampton and those who live in the leafier and more affluent areas.

Southampton is a place I find to be racist

inequalities and fuel poverty has existed for over 3 decades.

Gender, age, comparative private/public sector jobs are all wage gaps, but very different things.

Comments surrounding positive discrimination

Concerns around positive discrimination of people who may be better at the role but may not fit the criteria of local or of a certain ethnicity, gender or age.

For something like this to be a success the ability to do a job must never be overlooked or it holds back those who are coming up behind who are immensely suitable but end up being judged by their predecessors lack of ability.

My understanding is that it is illegal to restrict job opportunities to people residing within a specified area. Therefore it would be impossible to target local people in any job creation scheme.

When you interfere with commerce favouring one side with incentives from taxes or tax breaks the other side is disfavoured... step back and let the market decide.



Suggestions surrounding improving inequality/discrimination

I would do something about childcare esp. for single parents trying to climb out of poverty... I would invest more in things like library and adult education support,. access to IT for low income families, food for low income kids etc....we should be including homeless people, giving access to IT and benefits support

the decades-long shift from progressive tax (eg income and property) to regressive (eg VAT) has to be reversed. With little sign that the governing party takes this seriously, the local authorities should work together to lobby for a revaluation of property taxation.

There is also a need to address the education gap caused by COVID and consider how local children will be supported to "catch-up" to give them the best chance for the future.

Re.health inequalities; that will never change until the waiting list to see a doctor is less than 5 weeks - and that was before the Covid-19 pandemic. Even for non-urgent appointments 2 weeks waiting is more than enough; more than that, and non-urgent can become fatal!

Suggestions to pay a living wage

Suggestions for investment in services for young people and children

Women should be listed as a target group

Race/ethnicity should be listed as a target group

Alert general public the actual disparagements that exist in Southampton & UK

The Council could tackle inequality & invest in digital literacy by ensuring all schoolchildren & other disadvantaged groups eg care leavers, young unemployed, have a computer & home internet. Set up/ link with a social enterprise/green business to refurbish donated business computers etc to achieve this.

Need to specifically tackle health inequalities from pollution especially on children

A race advice centre...like how no limits is for young people- an advice centre in the city that provides legal, translation, community and emotional support for immigrants, refugees and BAME people. This can be a hub also for language learning classes, support groups, police reporting support and even some counselling service specific to these groups.

Suggestions for greater access of IT/broadband

In order for these objectives to work, you will (sadly) need to invest in social welfare and policing.

A key part of reducing health inequality (and improving environment) is incentivising eating well - making it harder to buy junk food and easier and more desirable to buy and eat healthier food. This is a preventative measure which then reduces the burden on health services down the line.

There is no mention of mental health in the strategy. Given that poor mental health has a knock-on effect on income, debt, employment and health inequalities, it is essential that mental health is prioritised in the strategy particularly given the extensive cuts to services over the past decade

Far more support is needed for disabled people in the workplace. The strategy must take account of the current disability consultation being run by national government

Incentivise businesses within Creative Enterprise Zones (CEZs) to employ young people from the city, particularly those from a BAME background.

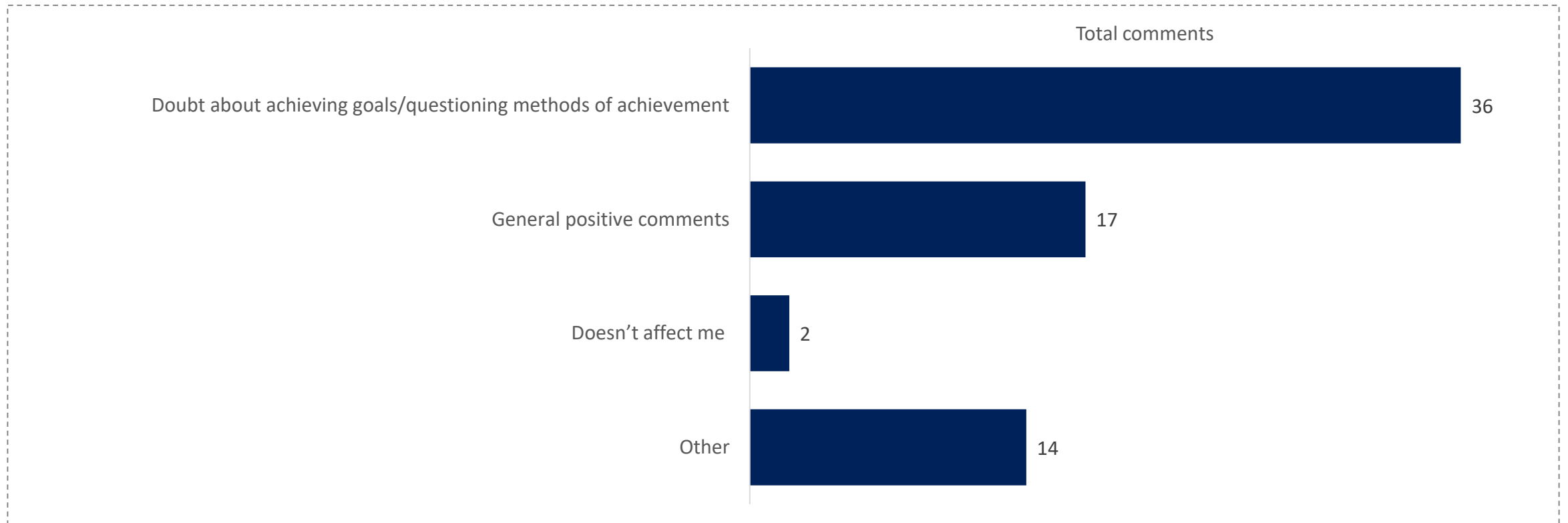
Also the support for our charities that support vulnerable and poor citizens, who have had little or no chances in the past 10-15 years to improve their quality of lives.

Introduction of a disability development forum to challenge access plans



Overall - People, Employment and Skills

A total of **63** respondents provided a comment on the overall section. The following graph shows the total number of respondents by each theme of comment. The subsequent slides summarise or quote the unique points and suggestions that were made.





Doubt about achieving goals/questioning methods of achievement



Clarification needed on 'how' and substance to the intended claims

It looks pretty good on paper but time will tell if reality is different.

You have had years to accomplish the above but you still fail miserably

I agree with all, but doubt that this council will get anywhere close to its goals

It is all too easy to attract big business companies to Southampton who will bring a "ready-made" workforce on transfer - this does not encourage local recruitment. Graduates also tend to remain to fill better local jobs, and students are encouraged to fill low-skilled jobs such as hospitality posts to boost their student funding, thus rendering these jobs as "temporary" rather than the start of a worthwhile career.

Appears to be the 'usual' socially correct words and thoughts, but the city sadly has a huge past of 'pie in the sky' theory and sadly this is yet another.

where are you getting these jobs from

will this ever be achieved if some through no fault of their own increase their opportunities creating a bigger gap?

Were will the new industries be sited? All old industrial sites have been built upon.

"Quality jobs to local people" AND "Local people to quality jobs" seems to be a circular argument. Not clear what you are focussing on.

Whilst there are interesting initiatives in terms of Growths Hubs and Apprentice Hubs, these have not adopted radical or transformational approaches

None of the plans have any real ambition or change.

The biggest challenge is bringing new jobs to the city and giving them to local people - especially with working from home becoming more prevalent.

Too vague, the first question is easily mistaken for the second question and do you mean moving people away to quality jobs?

The links between local businesses and the local community are not not strong enough. Is this to help keep people in local jobs? How will we ensure these aspirations help the communities that need it most? Not sure that reducing the average wage gap is helpful (could that be improved by high earners earning more?)- Reducing health inequalities is a vague statement, if the problem is not clearly defined it will be difficult to tackle. At the start I think it would be helpful to outline the governance for this strategy and highlight accountability mechanisms if there are any planned.

Financial concerns and questions surrounding funding the investments

New jobs require supply and demand, how will that be achieved? Is their a timeline for Reducing inequalities? Given the circumstances at the present time and what the next few months could be like.

These are slogans not proposed, quantifiable actions so I am unable to evaluate

The aspirations expressed are laudable and meaningfully presented though the diagram in the "Healthier" section is completely unintelligible. There appear to be lots of initiatives to achieve these aims but little indication of their effectiveness. The crucial issue is the number of staff allocated to these activities. The co-working space and Eagle Lab look useful.

Whilst the stated focus points are to be commended, like so much of what Southampton claims it wants to achieve is pie in the sky. I have lived in Southampton most of my adult life, and in my experience the council has, throughout that time, aspired to much and achieved little. Southampton is great at 'talking the talk', but hopeless at 'walking the walk'.

How do you propose to bring any quality jobs to Southampton? Where are these opportunities? It is too expensive for companies to run their business ie premises.



Unique points and suggestions

General Positive Comments

It's great that you want to bring quality to Southampton.

I think the focus points are good and achievable

As long as the plan is flexible within the guidelines of Covid19 then it is a good one

How could anyone disagree with those principles

Good focus points

I really appreciate the fact that you have given equal weight in the draft to these 3 pillars. They will provide a strong platform from which to develop the strategy and achieve its goals.

Strongly support ensuring that social value is achieved in commissioning and plans for services.

Doesn't affect me

Retired and doesn't have connection with the workforce





Other comments

I think because of the coronavirus pandemic and given that it's not going to go away for the foreseeable future and as Sotonians we have had to stay local it is vitally important that this Council focuses on supporting local businesses, health and wellbeing for residents whatever age.

the population of homeless, who have come from a skill and through unfortunate lives are in a crisis, rehab and reskilling whilst in hostel/homeless accomodation. Giving some hope other than alcohol, drug misuse and homeless lives without end?

It is important to ensure that the right people are in the right jobs to ensure high job retention and job satisfaction

If this is another loaded question so you can allow building another THREE warehouses on the DE site in Millbrook, NO! There are plenty of ways to utilize that site. Nothing green about bringing more traffic to Millbrook, you have already destroyed the entire GREEN BELT.

These two aspects [inquality and social value] are likely to be affected by lobbying groups and those with the loudest voices.

A lot of typical rhetoric

These aspirations are minimum and do not address wealth creation and entrepreneurship and innovation.

None of these are disagreeable aims, or controversial, the devil is in the detail. There should be something about sustainability in here; none of this is of value unless it is long-term sustainable (meaning both in a climate/ecology sense, but also just a straight financial/economic sense; e.g. any growth policy which relies on continuous population growth to work (more housing, more built up areas, etc etc) is automatically unsustainable

Loaded questions. Don't give a range of choices, or say what the compromises are for these choices! Seems worded to get a predefined positive response, for what you've already decided to do.

The data linking economic well-being to life expectancy is clear. The approach here is to improve people's access to quality jobs. But there is nothing about improving people's health by encouraging more exercise and healthier lifestyles. In fact, Southampton has great parks. The plan should commit to improving these by adding more active play areas for all ages. Instead the aspiration is merely to maintain our green open spaces -- which is disappointing given that the consultation is intended to consider green issues.

These must be givens; not up for negotiation! Real concern where (page 8) city in-commuters earn £63 per week / £3,276 per year more than city residents. Also there is the issue, undoubtedly, where this 'extra income' is spent in other local economies (ie where these in-commuters actually live) rather than being spent within Southampton itself. So, it could be said, that Southampton's economy creates the wealth that other economies benefit from!

Hello I am a person whose family is established in the UK right in your sector, there are people with businesses and who work honestly and with dedication, I as a mother want to join the family. Although I am retired, I would like to work and be independent of my family. It is a beautiful and clean country. They are for maintaining green areas, because here I can take a breath of fresh air after the work day. I love this country and I follow everything that appears, a pity that this pandemic has caused a lot of anxiety, many have lost their businesses or jobs. I wish you success and if my humble little ideas can help you with great pleasure.

In view of the changing social and economic landscape brought about by the effects of Covid will need a radical rethink

However, linking citizens with jobs outside the city will also be positive if these jobs can be reached through sustainable travel and are contributing to a greener economy.



Supporting and Growing Local Businesses





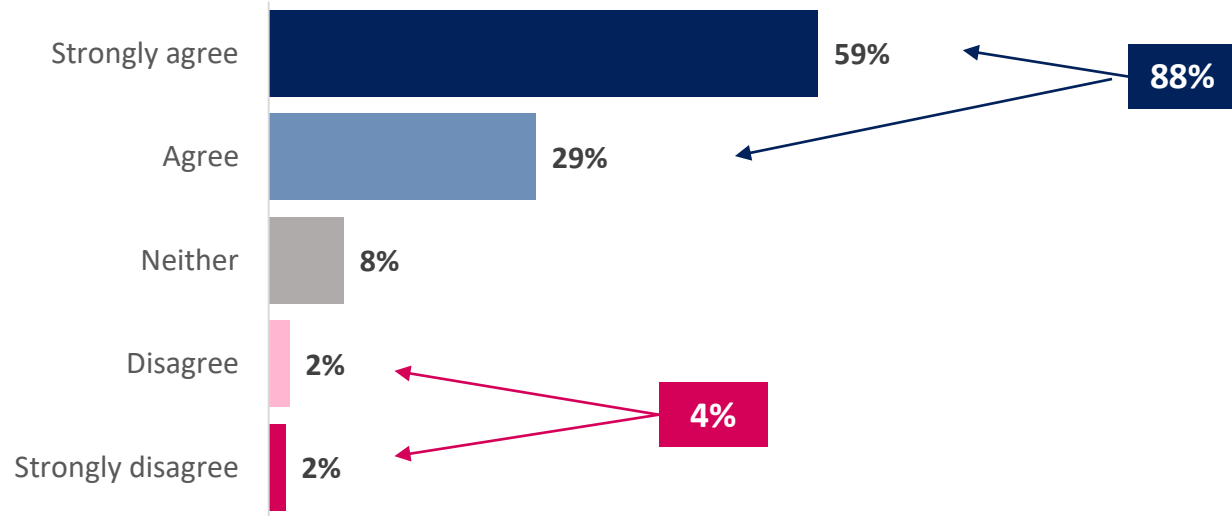
The second theme covered within the questionnaire was ‘supporting and growing local businesses’. As part of this, respondents were asked to provide feedback on each of the four points of focus below. The following slides in this section detail the feedback provided.

	What do we want to achieve?
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
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
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
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

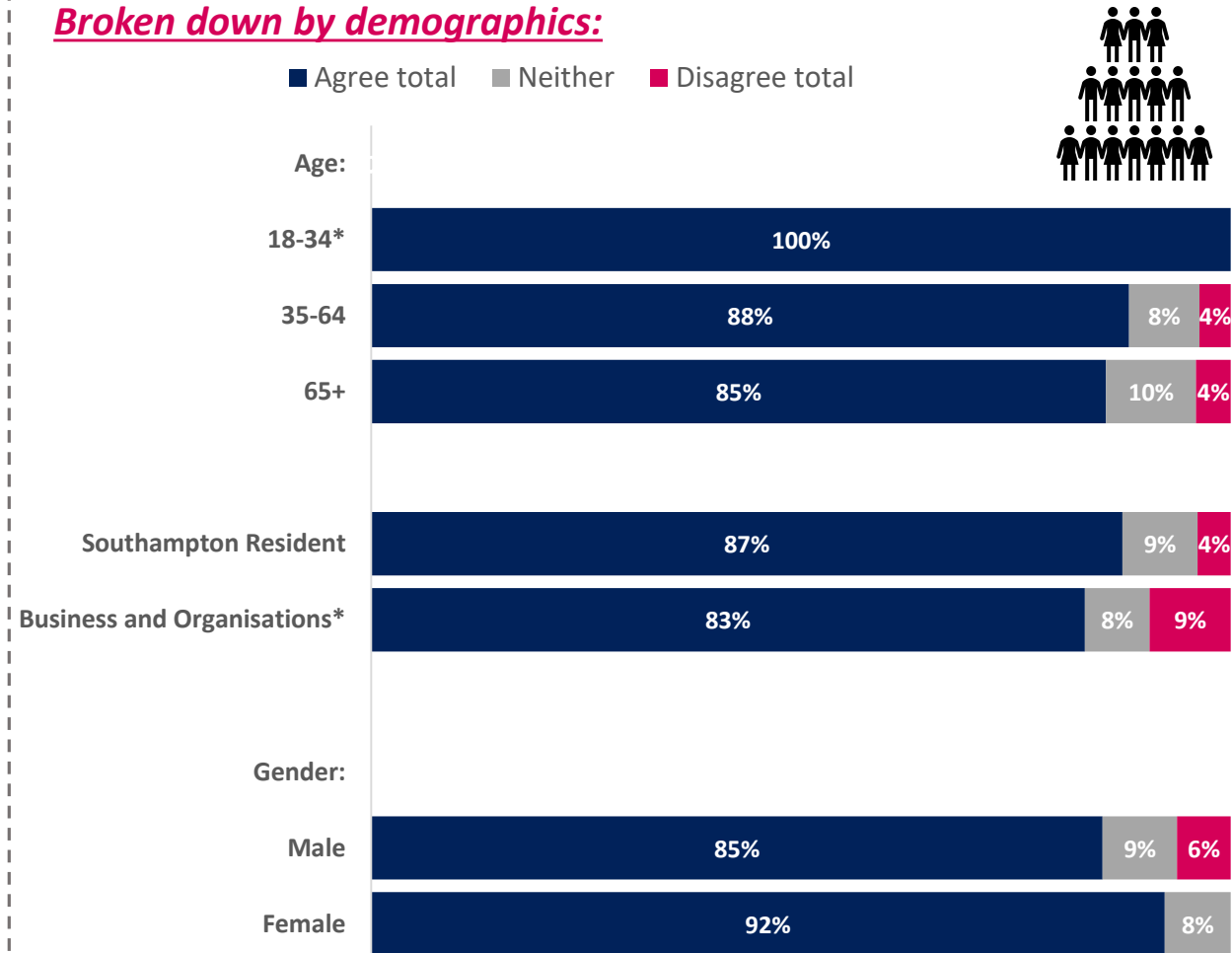


Question: To what extent do you agree or disagree with the focus points we have detailed?
“Greener business”

Overall:



Broken down by demographics:



Key findings:

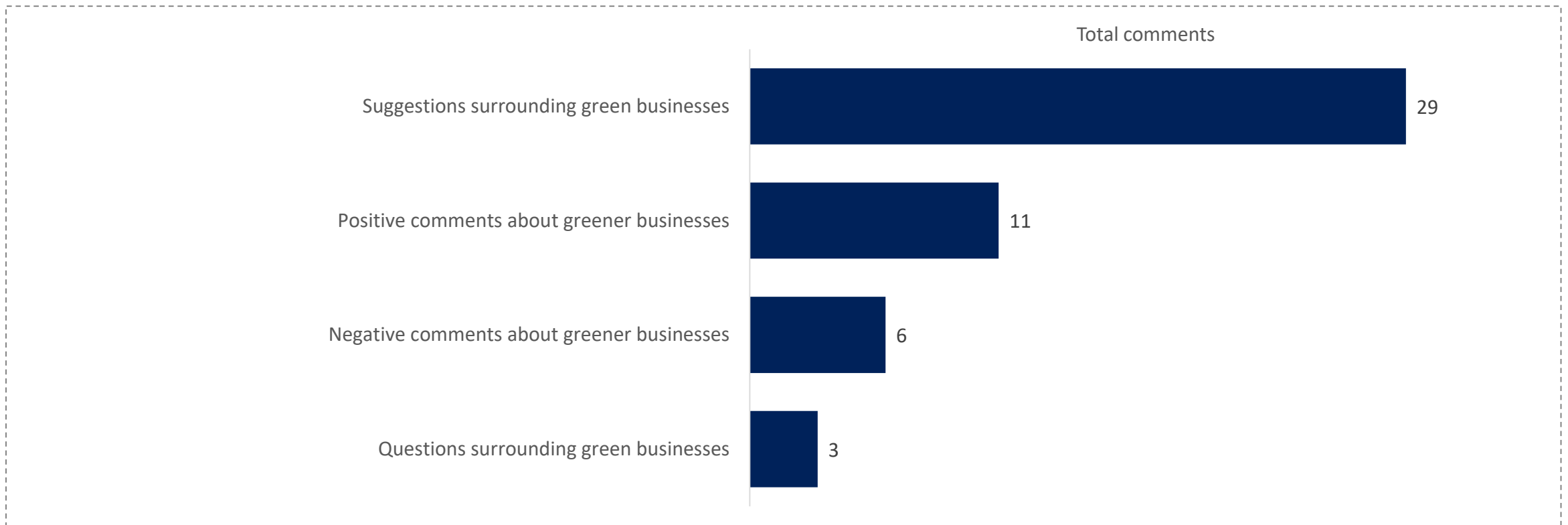
- The majority (**88%**) agreed with Greener Businesses; **4%** disagreed
- Respondents that agreed to the highest extent were those within the age group 18-34 (**100%**).
- Respondents that agreed to the lowest extent (**83%**) were businesses, public or third sector organisations.

* Small sample size – fewer than 100 respondents



Greener Business

A total of **46** respondents provided a comment specifically on this priority. The following graph shows the total number of respondents by each theme of comment. The subsequent slides summarise or quote the unique points and suggestions that were made.





Unique points and suggestions

Positive comments about greener businesses

The "green" aspects seem to be most important in the longer term.

New industries need to be greener than green

I agree that we need greener businesses, it's really a past failure to properly tax fossil fuels to include the pollution and effects of pollution. Any other interfering is favouring your thoughts (of how things should be) and going against the market which in turn leads to inefficient decisions by the market.

The climate crisis is bigger than the pandemic so growing jobs in green industries is an absolute top priority.

Southampton's poor reputation for air quality in particular affects its long-term attractiveness, and environmental businesses are and will become the UK's economic future. We need to take a lead quickly.

It's great the city wants to attract green and sustainable businesses. However, not all "green" businesses are as green as people may think. As mentioned in the questions above it may be better to focus on greening up existing local businesses.

Green job creation has to be a key sub-point here

Negative comments about greener businesses

Comments about the need to balance economic realism with being green

Start-ups / business leadership aren't necessarily green or interested in a fairer economy.

Yes to all but the green aspect. Don't let green be your main drive ... this risks becoming woke and missing out of other viable industries and investment.

The Bassett shopping area has deteriorated since we filled in the Bassett Plan. We have too many take away style shops that do not encourage green business. I have had to go out yet again and clear up take away rubbish and bottles from outside All Saints Church.

Local businesses should NOT be replaced with bringing in new eco businesses local businesses should be helped to get greener if applicable and should NOT be forced to change if their business cannot change.

Questions surrounding green businesses

Attracting "Green Businesses" does sound a ridiculous statement to make here what does this even mean?

Decarbonising businesses is going to damage businesses in the short, medium and long term. I am a virtually paperless business with low outgoings but I do need my car to travel to appointments because I am an estate agent. No matter how green my office is, you will want me not to use my 20 year old car. Scrapping it to buy an electric car would add a cost to the environment by using virgin resources including metals mined for the battery - and I can't afford to buy one. How is that helping?

You say you want local businesses to go green for example, change does not happen overnight and it may need funds to do so so where is the plan of action?





Suggestions surrounding green businesses

<i>In developing 'Greener businesses', it must not be to the detriment of business/ putting them at financial disadvantage</i>	<i>The best thing you can do to improve things for business is to abolish business rates or at least slash them dramatically for five years.</i>
<i>Indoor markets selling local produce</i>	<i>This country is dying an economic death because everyone buys stuff that is imported, not made here. Our trade deficit is doing huge damage to the future of the nation, and while Southampton is only a small part of the UK and cannot fix that, policies should reflect that reality. How can Southampton be a city that actually makes stuff? And further, that encourages people to actually buy local?</i>
<i>It would be great to see some encouragement of alternative business models such as Cooperatives.</i>	<i>Continue businesses working from home to reduce traffic</i>
<i>Sustainability should include building a sustainable socio-economic model within the city, which builds on our heritage but tackles some of the disparities and is fully inclusive</i>	<i>Green infrastructure – eg. encourage green walls and planting to help absorb co2.</i>
<i>Let's educate...I think we have to start by setting the context with our communities and businesses as to why action against the emerging climate crisis is our duty and responsibility for future generations.</i>	<i>A focus on bringing in green and sustainable industries and tech as well as artisan businesses and performing arts. Bringing in green tech, green distribution, artisan business, greener sustainable industries, artisan business, performance arts, transport innovations and selling the city as one with low traffic and pollution levels when this is achieved.</i>
<i>Real green initiatives needed, not "green washing". Engaging with business in competitive adoption of more environmentally friendly measures, ensuring both cruise ship and ferry terminals, and container/freight ships have dockside electric hook-ups, and perhaps reducing port charges for those using them.</i>	<i>Require green guarantees /contribution to green city from all business</i>
<i>Insentives for businesses using green practises (e.g. reduced rates, monetary rewards)</i>	<i>Reduce light pollution and tell business to save money and turn off lights.</i>
<i>If decarbonisation or benefits of growth are going to be focused, the council need to lead on improving areas to attract investment and/or provide services which help everyone be more green.</i>	<i>Sustainable circular economy</i>
<i>I would like to see, here, even more localised energy production, and a moving of resources away from the industries of the past towards those relevant in a climate adapted future. This requires facing pain.</i>	<i>Demonstrate the city is open for green businesses with the underlying policies and strategies that will support them. Business and people will be attracted to those cities which are clean, green, healthy, sustainable and exciting. Ensuring they have the necessary skills to support new green sectors like electric vehicles, solar power, energy efficiency measures and digital and smart technology</i>
<i>The city's historic built environment should be at the centre of greener businesses and community-centred growth. Reusing historic buildings instead of demolishing and building anew, results in a lower carbon footprint. Historic buildings contribute to a sense of local identity, and both building conservation and heritage tourism contribute directly to the local economy.</i>	<i>To encourage more local trade and thus reduce food and trade miles</i>
<i>Move away from a dependency on the cruise ship industry - and discourage future growth of this industry</i>	<i>To build sustainable growth and profits based on responsible attention to the full range of relevant stakeholder interests</i>
<i>Greener business needs to extend to ensuring that building and the associated transport with this is greener huge trucks with idling engines add to pollution for example.</i>	<i>To support collaboration between manufacturers, goods, services and customers to preserve and extend the value of our resources</i>
<i>Due to our independence, island situation and lack of resources we should concentrate on low energy low content material activities. eg science, invention, tech. A bit like Switzerland.</i>	

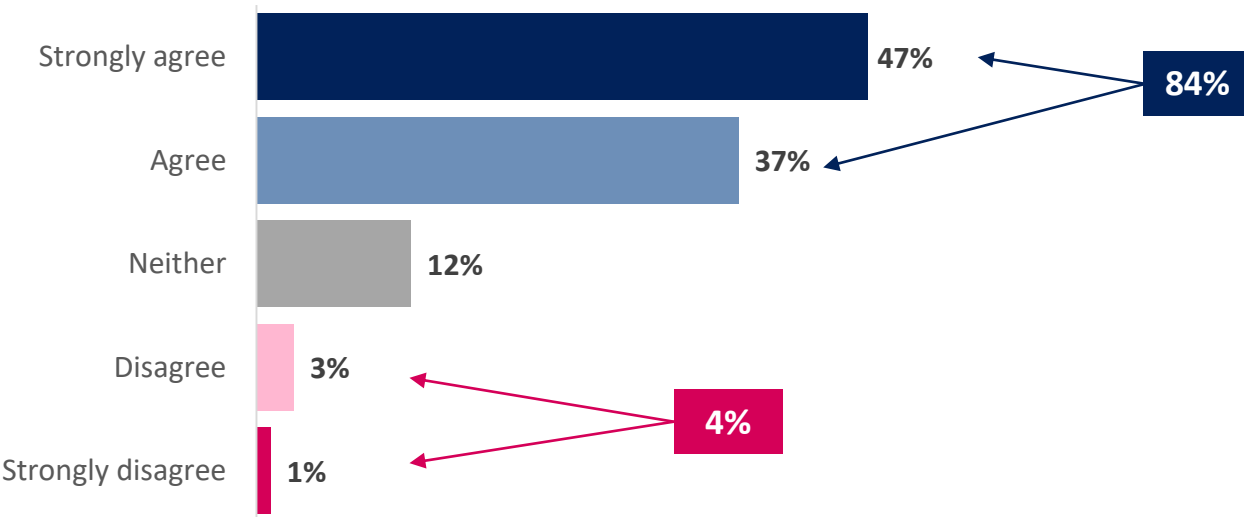


Question:

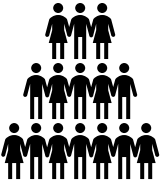
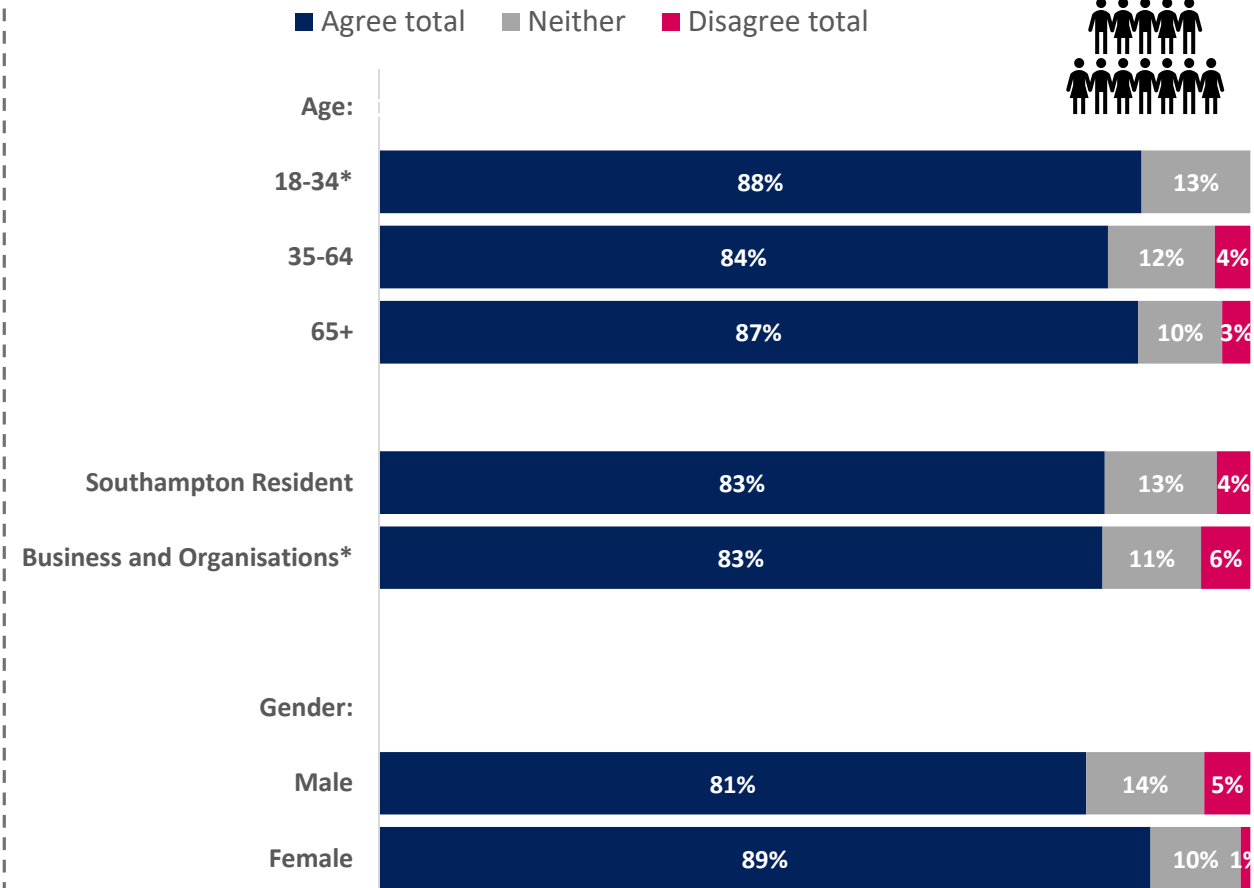
To what extent do you agree or disagree with the focus points we have detailed?

“Community centred economic growth”

Overall:



Broken down by demographics:



Key findings:

- The majority (**84%**) **agreed** with Community Centred Economic Growth; **4% disagreed**
- Respondents that agreed to the highest extent were females (**89%**)

* Small sample size – fewer than 100 respondents



Community Centred Economic Growth

A total of **7** respondents provided a comment specifically on this priority. The following graph shows the total number of respondents by each theme of comment. The subsequent slides summarise or quote the unique points and suggestions that were made.





Suggestions surrounding community centred growth

Community centred growth has to be just part of the process of economic renewal.

The community centered growth needs to be measured. Lots of our traditional residential communities have been built cheek-by-jowl with small dirty industrial estates that cannot cope with HGV vehicle movements through dense neighbourhoods. These areas need to be nudged towards cleaner low impact businesses in order to minimise the adverse effects on local communities.

focus on improving the quality of life (rather than GDP) - and that is likely too to be more naturally aligned with a sustainable and green future.

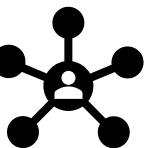
Focus on community resilience and not just focusing on economic growth as a measure of social benefit for communities.

The proposal to encourage businesses to volunteer time to support local communities should include volunteer mentoring of social entrepreneurs.

Positive comments about community centred growth

Community growth will assist in hopefully reducing inequalities.

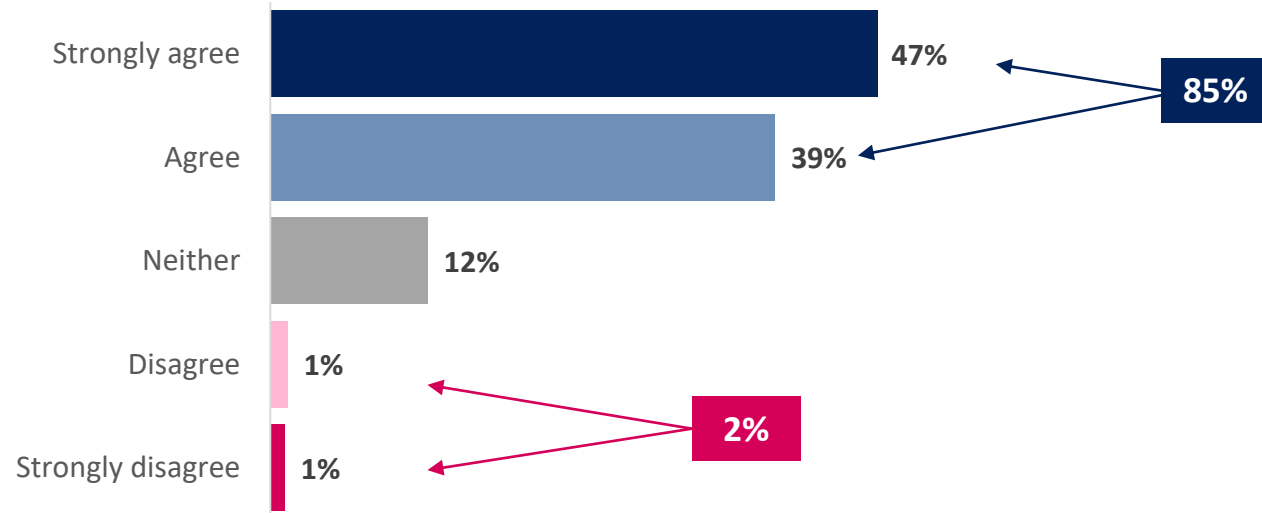
As to community growth that is a nice ideal



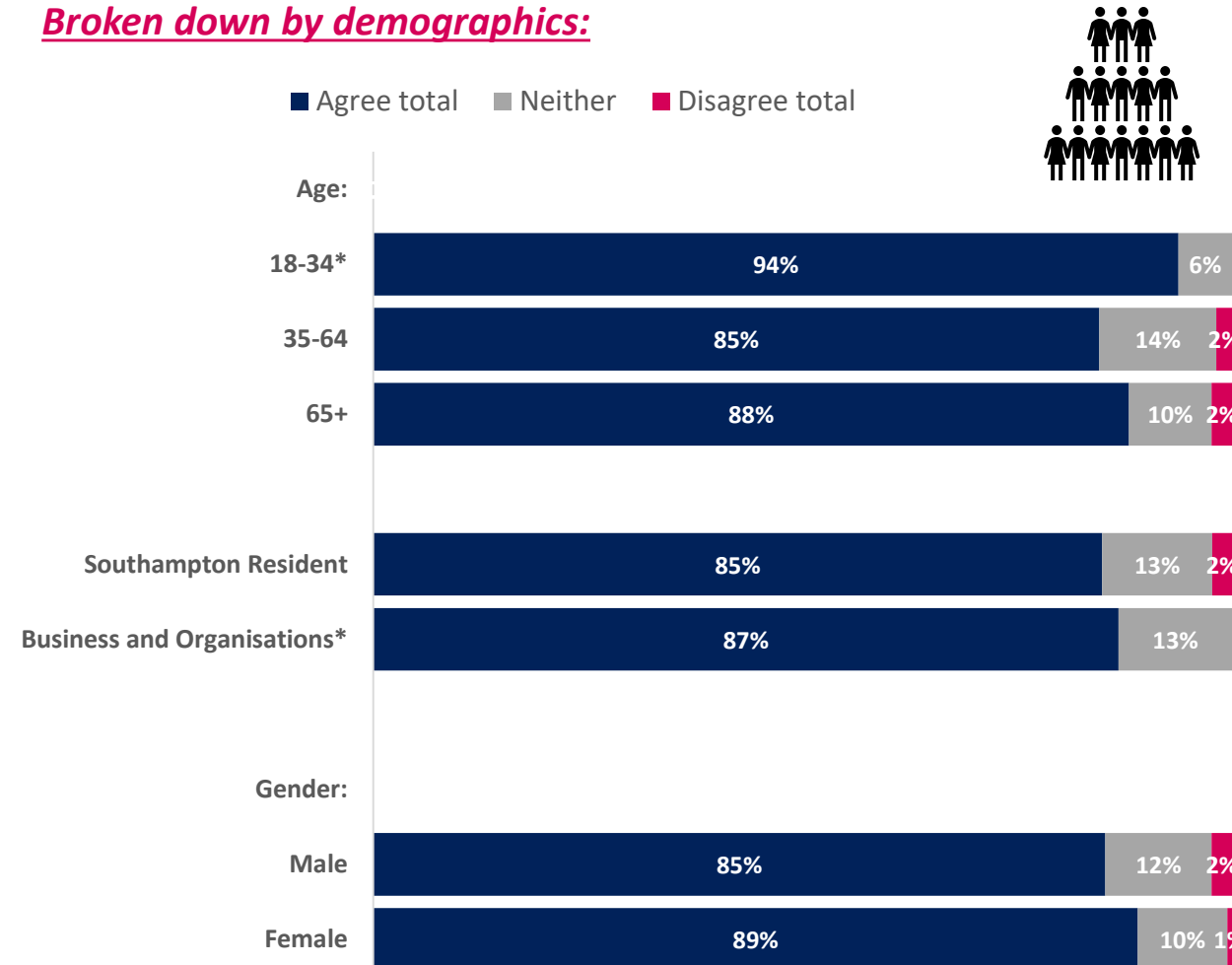


Question: To what extent do you agree or disagree with the focus points we have detailed? “Business Innovation and Growth”

Overall:



Broken down by demographics:



Key findings:

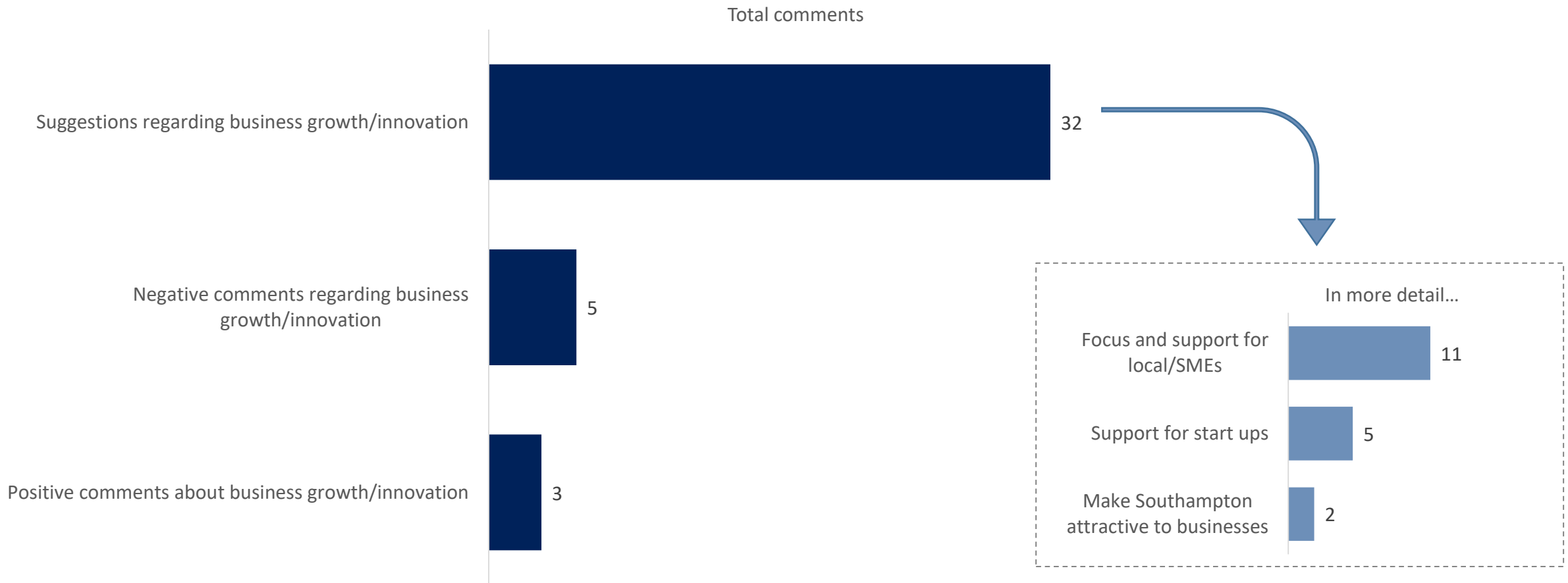
- The majority (**85%**) agreed with Business Innovation and Growth; **2%** disagreed
- Respondents that agreed to the highest extent were those within the age range 18-34 (**94%**)

* Small sample size – fewer than 100 respondents



Business Growth and Innovation

A total of **38** respondents provided a comment specifically on this priority. The following graph shows the total number of respondents by each theme of comment. The subsequent slides summarise or quote the unique points and suggestions that were made.





Unique points and suggestions

Suggestions regarding business growth/innovation

More assistance/support for start ups

More focus and support for SMEs

Offer financial incentives e.g. discount in taxes or rent

Keep physical shops going

Needs to grow new and exciting businesses

Crack down on bad traders

Increasing organisational resilience and emergency preparedness in the city, e.g. more training, investment in formal raised flood defences to counter the affects of rising water levels and unusual weather patterns that make storm surges more likely to result in coastal flooding.

Make Southampton attractive

Would like to see Business Innovation and Support including human health, resourcefulness, resilience, confidence and wellbeing as well as digital skills

The growth for business needs to come from a local demand for local sustainable products. And it would not hurt to disincentivise imports in any ways possible.

Completing the East Wall project in a sensible way with local shops which do NOT have extortionate rates charged.

Key will be collaboration between the public, private and third sector in offering business support and guidance. Brokerage is a key role which I'd like to the the LEPs doing more of - working with LAs and Business membership groups

Focus on infrastructure and resource provision.

Focus on the advantages this city has eg docks, rail, cruises, ferries, sea, shore, forest, common etc.

Keep as much in-house as Southampton can using the local family businesses and non chain businesses to conduct as much work possible

Southampton needs to figure out how to attract more scientific, technical and financial industry here. Talk to the likes of Starling Bank about why they set up here and how to encourage others that pay more.

The creation of learning spaces and expansion of libraries will be important

I would prefer to see a statement about preferential support for innovation towards a greener, fairer and healthier economy.

Facilitation of more imaginative use of retail and business premises, e.g. 'zoning' or physical division of larger retail spaces into individual short-term rented units to encourage community projects and pop-ups.

Policies to support protection of existing viable office stock with exemption from Permitted Development Rights (PDR).

Through the planning system designate areas (Creative Enterprise Zones) within which existing creative businesses are protected, and new creative businesses are encouraged to locate and grow.

Bring more industry to the area, and stop depending on University Students for income.

Negative comments regarding business growth/innovation

Southampton does not have the best track record of innovation. Retail businesses do not appear to last long, and the true innovative businesses such as Ordnance Survey become buried in Industrial Estates, rather than being given a higher profile and allowed to showcase their worth to the City

Business growth should be organic and not forced to happen in specific areas.

Councils can't support business: they just need to get out of the way of people trying to run businesses.

Social engineering does not create successful businesses. The council does not have the skills needed to identify the business and income streams of the future

The voice coming from the council is not strong and inconsistent

Positive comments regarding business growth/innovation

Innovation is essential for strong growing business.

Support and encouragement of city businesses, arts and community project are very needed

The quality jobs are in the gift of employers so attracting the right companies is essential.

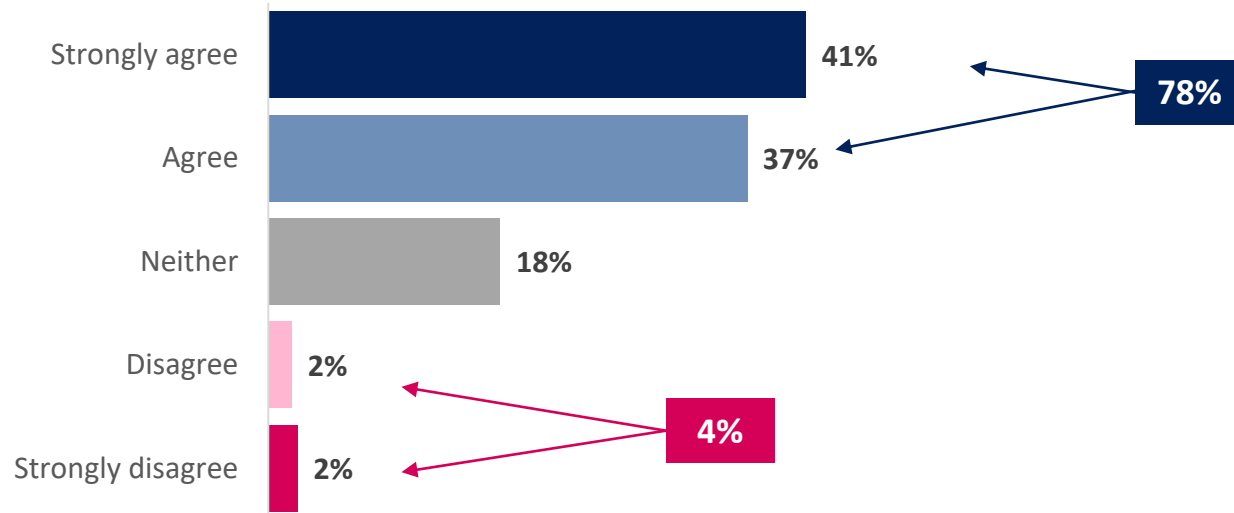


Question:

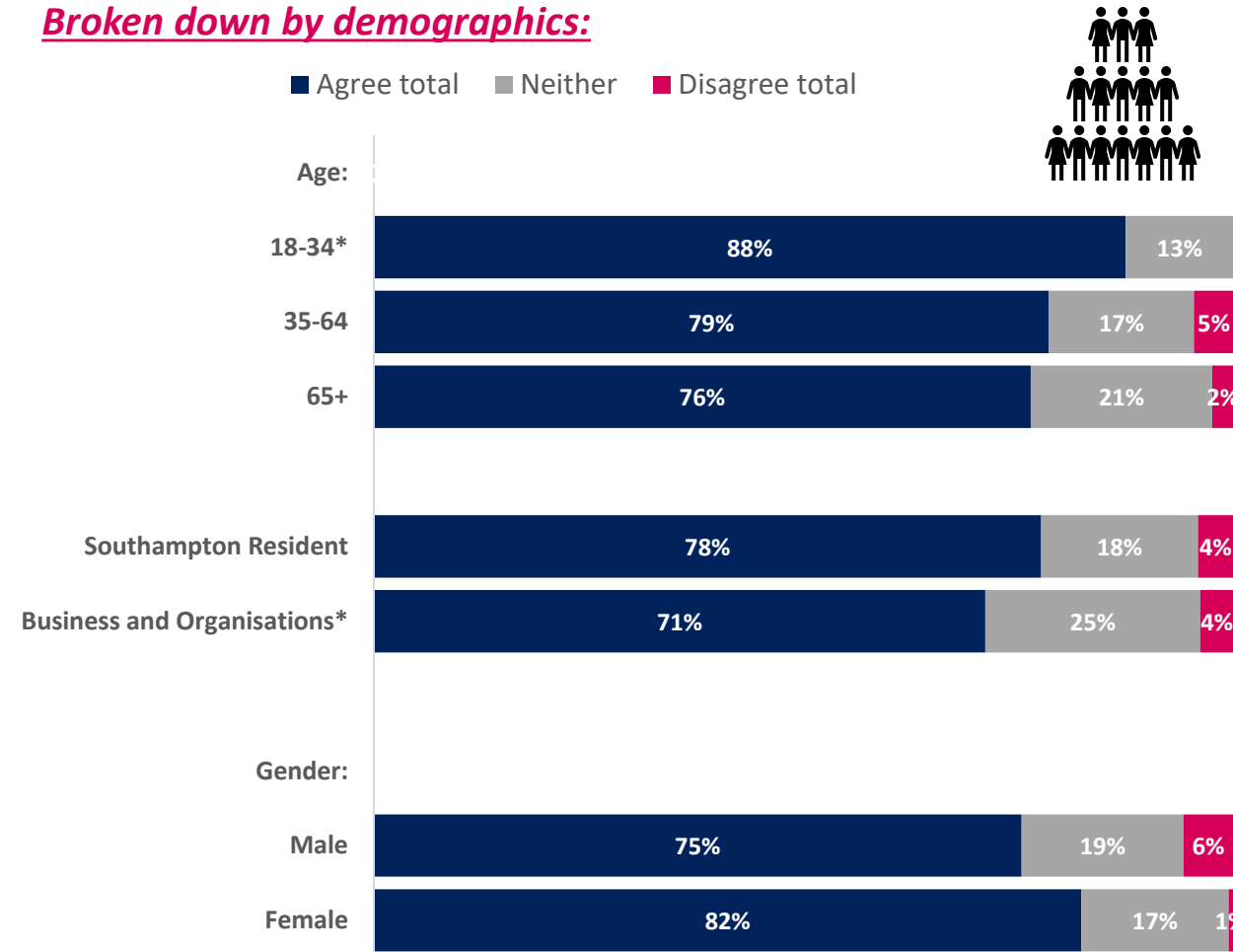
To what extent do you agree or disagree with the focus points we have detailed?

“Business leadership and resilience”

Overall:



Broken down by demographics:



Key findings:

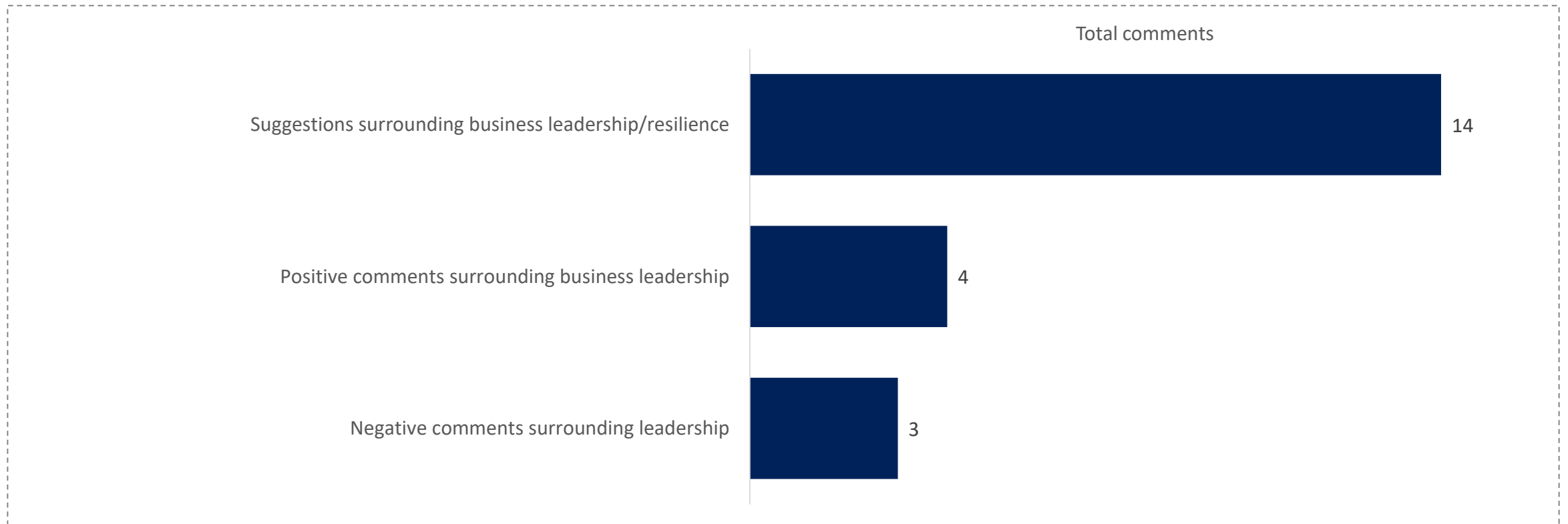
- The majority (**78%**) **agreed** with Business Leadership and Resilience; **4%** disagreed
- Respondents that agreed to the highest extent were those within the age range 18-34 (**88%**)
- Respondents that agreed to the lowest extent (**71%**) were businesses, public or third sector organisations.

* Small sample size – fewer than 100 respondents



Business Leadership and Resilience

A total of **18** respondents provided a comment specifically on this priority. The following graph shows the total number of respondents by each theme of comment. The subsequent slides summarise or quote the unique points and suggestions that were made.





Suggestions surrounding business leadership/resilience

Business resilience can be achieved by excluding local people and doing business outside of the city; the risks are that mainline businesses focus on an outward looking agenda without considering the needs of the city and its residents.

Real improvement will be created by behavioural change. Supporting live-work projects would be better than building more industrial sheds. Centres will adapt to the economy around them, support for new business start-ups should reflect that, its not necessarily about re-inventing old retail.

Need to invest in the people leadership skills of business leaders to support engagement, health, mental wellbeing, innovation, productivity and business growth

Encourage entrepreneurs

As regards business innovation and leadership, this City has two universities and national agencies that really need to be seen as primary platforms for creating a vibrant business network.

Please ensure that they have robust business plans with a reasonable chance of succeeding...Don't let just anyone start up a new business...An independent panel of experts who could look at new businesses with an experienced eye, would be beneficial.

Get innovaters central and learn from other countries.

Encouraging businesses to consider all stakeholders in decision making (i.e. everyone who they have an effect upon not just their shareholders) seems a key way to get direct impact from businesses rather than looking for secondary effects...Building something like this using staff from many businesses could help build within the community, create networks and give a sense of shared pride in our city.

We would like you to focus on the doughnut economic model as adopted by Amsterdam for Covid recovery and work towards a true circular economy in Southampton

Opportunities for co-working and collaboration or businesses and leaders

To build resilience in the local economy by keeping money circulating in the community and building new relationships

Positive comments surrounding business leadership/resilience

Leadership and innovation are the top priority. With the best leadership we will be able to lift the city and its performance.

It's great to encourage new business and business models

Please work on innovative leadership and management. I think a sustainable economy is essential and we are behind currently

Collaboration in point four seems key to achieving a circular type economy where use is found for many products and waste products

Negative comments surrounding business leadership/resilience

As for business leadership, keep out of it. Political management of business activity is riddled with disasters, waste of money and ineptitude. Leave those who are qualified, to run their businesses. They have a vested interest in success.

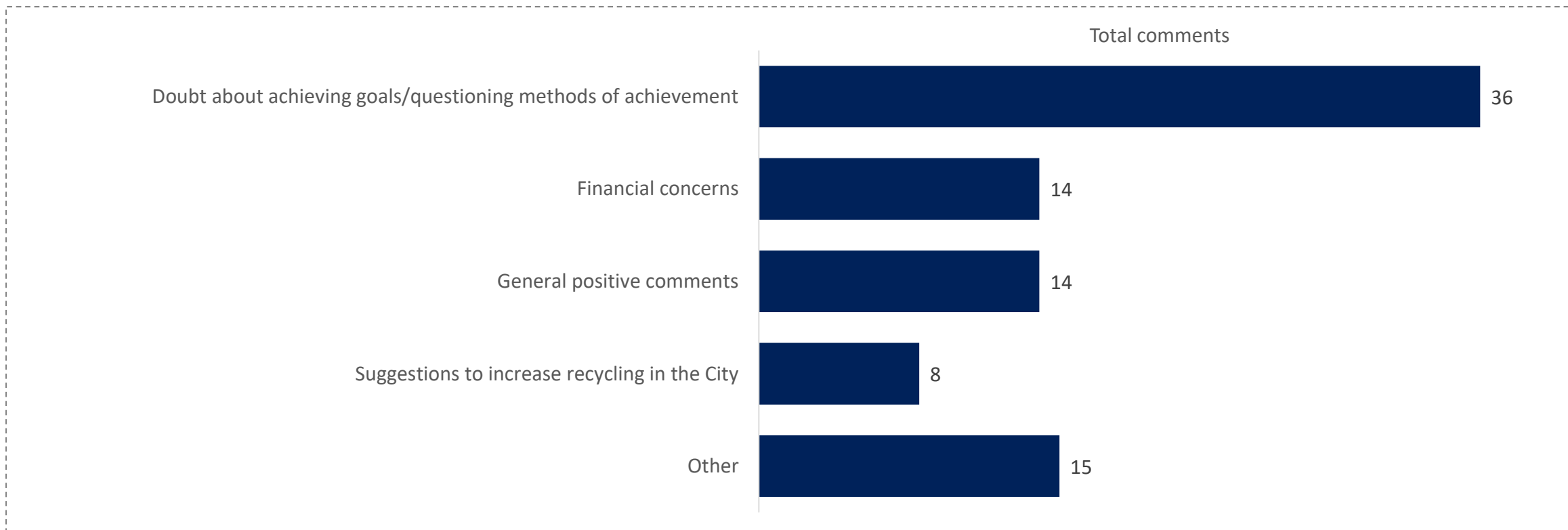
I don't need you to tell me how to make my business resilient: you have no idea how to run a business, I do.

It is unlikely Southampton will ever be a place that attracts business leaders.



Overall - Supporting and Growing Local Businesses

A total of **77** respondents provided a comment on the overall section. The following graph shows the total number of respondents by each theme of comment. The subsequent slides summarise or quote the unique points and suggestions that were made.





Financial concerns

I would imagine that other cities are planning the same so are their going to be financial incentives? If so who is going to absorb the cost of these financial incentives?

High rates for businesses

Green policies should bear cost in mind

How much money will be saved by junking all the green vanity projects?

We should be wary of supporting by means of financial grants as this could encourage businesses that are not financially viable and therefore create short-term, non-sustainable employment.

Surely a non-green business is better than a bankrupt one.

Access to capital in the region is a key driver of many of these projects. As a local business, we've raised from mainly London / International funds. If the region could become a focus for green/social capital - to serve the entire UK, not just the local region - it will create the high value add roles which will be sustainable.

Again, where is the money coming from in order to invest in and set about making these changes? If there is a pot, how will it be doled out, what will the criteria be?

Business exists to make money, employ more people, who pay more taxes, and expand economic growth, They should not be inhibited by dogmatic 'green' or 'sustainable' limitations. If lawful and successful they should be encouraged, full stop. Government, local or national, simply spends other people's money, it does not create any. So leave business as much freedom as possible, to create money without which we have no economy.

don't waste money on ridiculous projects that don't actually help people.

Suggestions to increase recycling in the City

Why not open up the recycling area to traders so there is not so much fly tipping?

Recycling hubs in every town that recycle more things - like stationary collection points, crisp packet collection points, tetra paks, food waste collection point too. For all these things to actually be recycled...a recycling hub will help teach the public to sort correctly and local people can staff this hub.

Where does waste reduction/recycling feature in your Green Growth strategy? This does not seem to be sufficiently well addressed.

There needs to be a network of small recycling centres.

high on the list would be more integrated recycling with the prime users of plastics - supermarkets Definitely need more recycling, and that would create more jobs

General positive comments

This will benefit local people , in their district communities, hopefully all driving together, wanting a friendly workable healthy environment.

There is little to disagree here even if you were the other side of the aisle, apart from the greening aspect but I think this is an a key point to our growth.

Once again excellent focus points.

totally agree with this - its good for short-term and long-term

As long as this all fits into the application for City of Culture then again a good plan



Doubt about achieving goals/questioning methods of achievement

Clarification needed on 'how' and substance to the claims

I would imagine that other cities are planning the same so are their going to be financial incentives? If so who is going to absorb the cost of these financial incentives?

Again I doubt that this administration will achieve the goals. My experience is that you listen and then do what you want

Your proposed achievements are admirable but I am certainly not convinced you can achieve all of your proposals.

In the grand scheme of things what will greener economy bring to the table?

More definition on what you mean by innovative leadership what does this mean.

How on earth can you put forward the idea of a city (and I presume SCC) 'renowned for innovative leadership and management' when the council is in debt, and has been for years.

Don't really know what you mean by these. Are you going to get rid of businesses that are not considered green?

I'm afraid that the list of what you want to achieve is consultant waffle, wooly and lacking FOCUS.

In the section entitled "Growth through sustainable place shaping" (what is that?) you have Carbon neutral by 2030 on a par with Deliver the Bitterne Hub. One is likely to be missed or calculated in such a way as to be untrue and the other is either delivered or not delivered Why is the council wanting to lean on HR departments of businesses with a view to increasing salaries of the low paid?

Again grand aspirations, which have been heard before, but aspirations are one thing actually doing something is another.

When the council gets involved in business it fails, e.g. Citizen energy, we have a council leader who's only experience of running a business is a half share in a pizza restaurant which climbs award winning food but doesn't mention who gave the awards.

Not sure about the last one. depends what you mean. zero hours contract business models are "agile" (enough said). needs fleshing out to define what does and does not come under that scope. The rest no-one can really object to. But at this level it's very non-specific I'd like to see something about encouraging genuine manufacturing business

It is not clear to me how the council can encourage local business agility when its energies are spent on 10 year masterplans and strategies, many of which will never come to fruition.

What will the impacts of these be following COVID?

Can the Management 4.0 hub be established quickly - will it have credibility?

Please see my response to the previous section. Southampton City Council is full of waffle; you say you will 'encourage' businesses & individuals to adopt greener practices (a paraphrase of several points in the strategy) but again do not suggest how - no doubt by sending out millions of leaflets saying 'please be greener'. For as long as I can remember Southampton has been talking about improving 'becoming greener' and has paid out millions in consultancy fees and feasibility studies but has produced nothing.

The above all sounds very good but realistically how is Southampton Council going to achieve this? How is it going to support start-ups? Where are the finances coming from?

Needs clearer and updates definitions this type of prose is decades old

The targets above are ambitious. How do you see high social return coming out of investment in economic growth? As simply a natural outcome of greater resource available in the area, or a deliberate ploughing back of investment returns into social projects?



Other

More silly theory. Hold off until after elections next year!

over the years you have let big companys leave like fords

In Southampton we have forests, we have the sea, we have biodiversity - but we take it all for granted. Doing nothing is no longer an option, yet the opportunities are underplayed.

These are all leading questions that result in Millbrook gets more mega warehouses.

ALL THIS IS GREATLY DEPENDANT ON THE ACTUAL PEOPLE WHO ARE MAKING THE CHOICES. NOT A JOB FOR A FEW TOP PEOPLE WHO HAVE THEIR OWN ADJENDA

By reading the contents, "Greener business" and "Business innovation and growth" are somewhat overlapped. Suggest revising the texts or simply put two together as one.

We need the right businesses in each area.

Increase quality standards for local businesses, especially in hospitality. Table service, cleaner restaurants. Encourage use of local produce.

I think many residents and business owners feel let down with developments like the East Street Centre, the Bargate Centre, and the Marlands as these have all ...These were farmed out to develepers with no grand pain for the city just a new shopping mall that has failed due to the cost of operating out of them... The city need a long term plan and maybe a more Amercian approach to the experience having a restaurent district and a shopping district not lots of places left or scattered accross the city with no thought to wear the visitors footfall is hence many areas are derelict due to the opening of a newer palce in a differer part of the city as none of it was planned!

Please don't let business mean a load of blokes in suits.

Again you group a number of things under the heading that you should ask to rank individually! If you strongly agree with 2 of the 3 and strongly disagree with the 3rd how do you respond? Seems an attempt to claim an overall level of support for all points in a section, rather than an honest ask of each part of the plan.

I think that the age of the large department store is over!

The Marmot Review 2010 advised that for every £1 spent on energy efficiency the NHS would save 43pence. Southampton is ranked 55th worst LAs in IDACI. In 2010 I was involved in feasibility study to expand Southampton's District Heating Network. We contacted Aberdeen CC who had invested so no longer had to decide whether to "Heat or Eat". Business Case was developed to invest to save c. £22m in DH at Thornhill borrowing from PWLB. SCC needs to build and operate rather than ENGIE because tenants will not be able to afford their profit margin!

- Introduce an Article 4 direction to monitor permitted development rights, both to ensure continuous active frontages and protect viable commercial space.*

- To get people thinking and talking about how they spend their money*



Growth through Sustainable Place Shaping





The third theme covered within the questionnaire was ‘Growth through sustainable place shaping’. As part of this, respondents were asked to provide feedback on each of the four points of focus below. The following slides in this section detail the feedback provided.

	What do we want to achieve?
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
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
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
Digital City	<ul style="list-style-type: none">• We will make Southampton a truly digital city• We increase digital access and improve digital skills

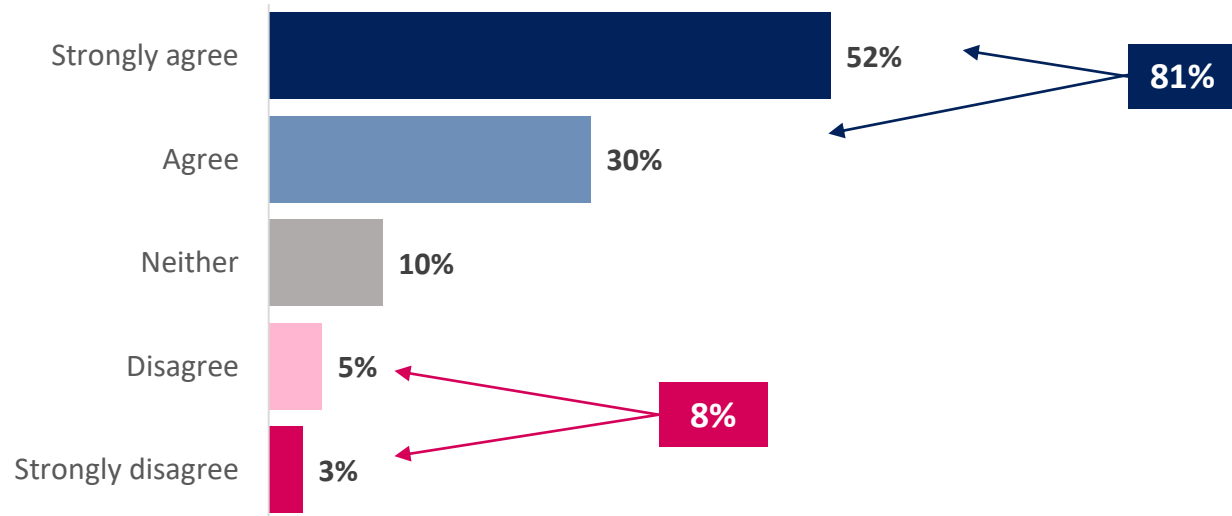


Question:

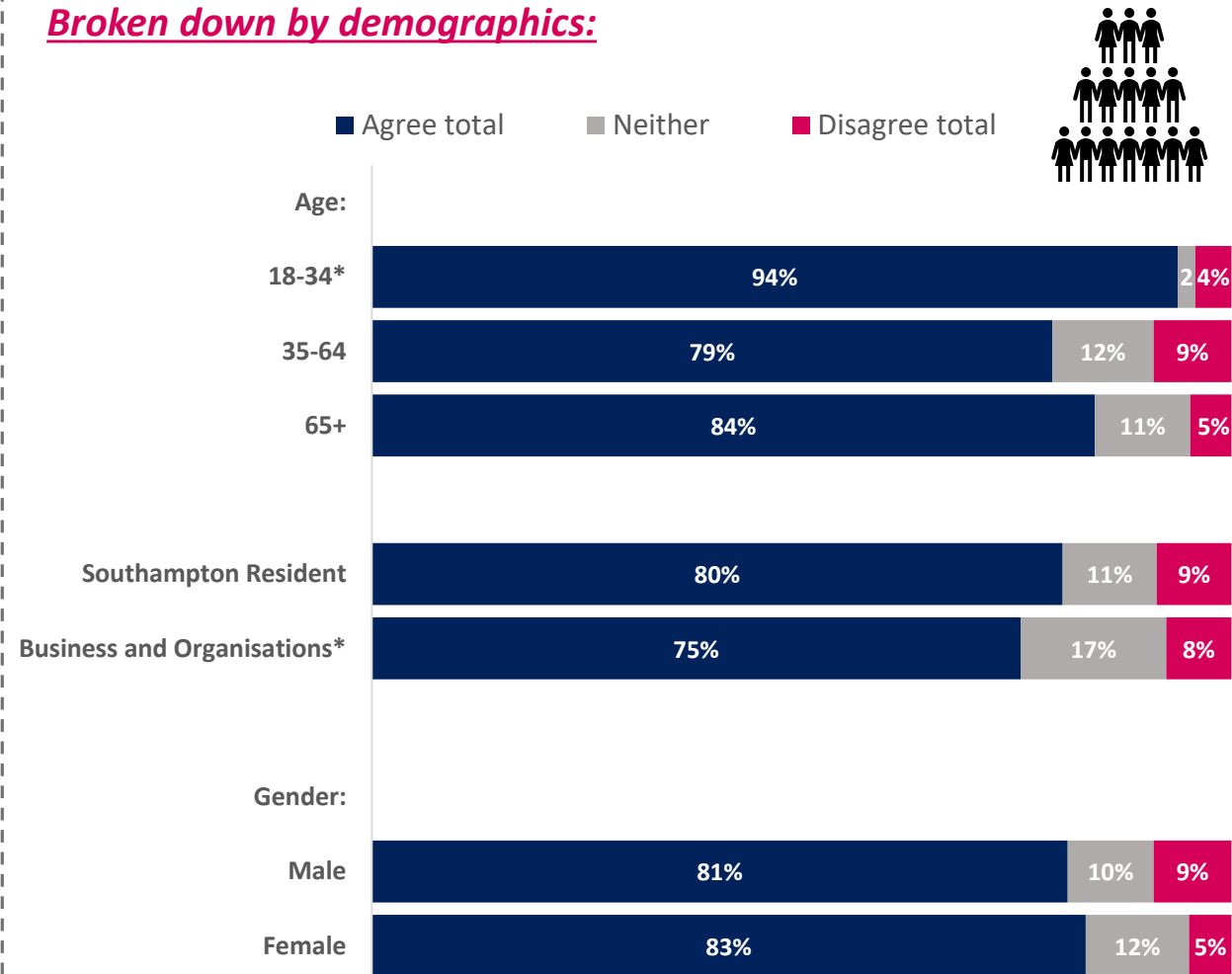
To what extent do you agree or disagree with the focus points we have detailed?

“Green development, regeneration and growth programmes”

Overall:



Broken down by demographics:



Key findings:

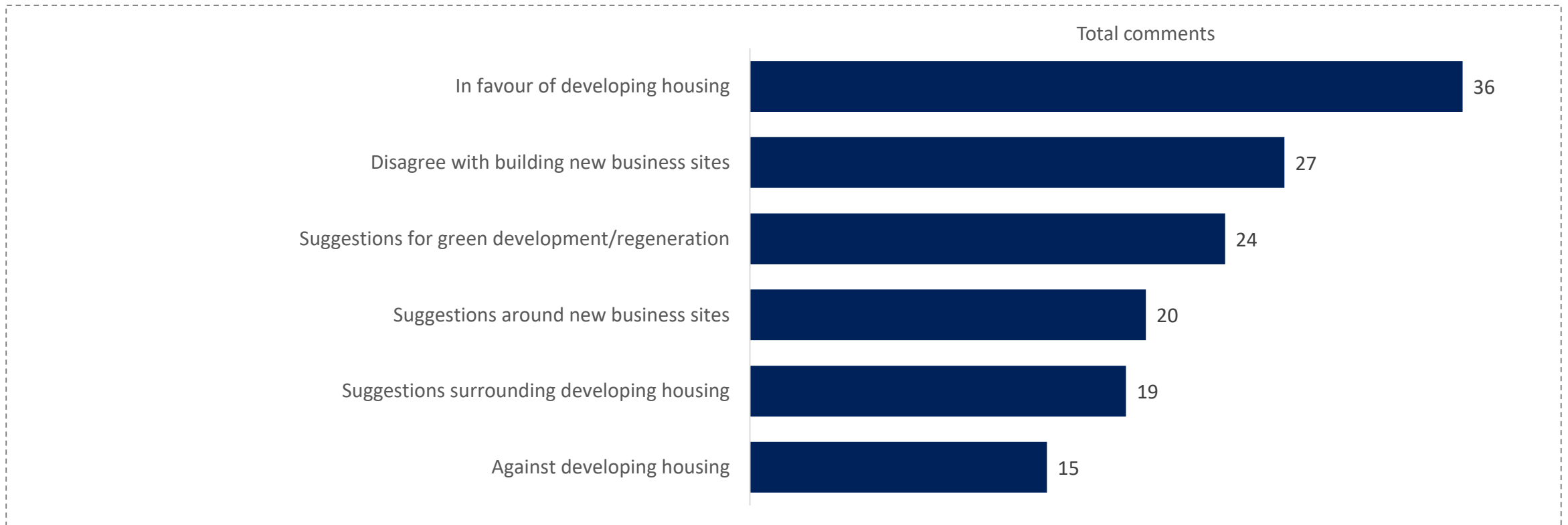
- The majority (**81%**) agreed with Green Development, Regeneration and Growth Programmes 8% disagreed
- Respondents that agreed to the highest extent were those within the age range 18-34 (**94%**)
- Respondents that agreed to the lowest extent (**75%**) were businesses, public or third sector organisations.
- More respondents commented in favour of building housing (36) compared to building new business accommodation.

* Small sample size – fewer than 100 respondents



Green development, regeneration and growth programmes

A total of **106** respondents provided a comment specifically on this priority. The following graph shows the total number of respondents by each theme of comment. The subsequent slides summarise or quote the unique points and suggestions that were made.





Suggestions for green development and regeneration

Southampton does not need more student accommodation, bars, restaurants or casino

We need specific policies and green standards, such as approval for new houses and offices must meet the best environmental standards

More thought need to be given how to reduce the embodied carbon in new buildings.

Older buildings retrofitted instead of new building

Literally cover every city centre building in living walls , recycle our plastic to make the containers , collect the rainwater to irrigate and reduce our flooding.

Smarten up the centre of this shabby City

Don't build on green sites / build on brown sites

Quality construction that promotes biodiversity, carbon absorption and energy efficiency or even production

All these works source local businesses and create local employment

Physical infrastructure should be sustainable.

Leave green areas instead of developing new builds

Green distribution hubs on a large scale and restrictions necessary to ensure their use should be high on the agenda. A more robust approach to see developers fulfil their public access and green infrastructure commitments is needed.

Demonstrate we are open for business in terms of encouraging designers, builders, suppliers and buyers of greener products (including homes and capital investments).

The Mayflower Quarter is a potential opportunity to develop an example of how we could have green development - yet this is being compromised by deciding on the Leisure World application (hardly a shining example of the kind of green, people-centered development we need) before the Mayflower Quarter masterplan is published!

it's important to recognise that sacrifices may be needed such as increased construction, to leave some green oases in our city. Allotments, city gardening, parks and water management all have important contributions to make but need space.

I'd prefer it being aimed and described as transforming to more sustainable and green, rather than green growth. Quality of life should be the overarching goal, NOT growth for its own sake.





Unique points and suggestions

For developing housing

Affordable housing needed

Quality housing needed

Resident housing over student housing

More housing needed in general

Consider supporting some alternative living models here, for example Co-housing initiatives where groups of people choose to live sharing some space.

Council /social housing a priority

Lifetime homes build more homes with gardens include allotment spaces in new developments

As for building more homes, go back to the 1970s home layout rules. Rooms need to be big enough to actually hold normal size furniture. Finally enforce the building codes.

Community-led housing (such as co-operatives, community land trusts, co-housing and self-build) should be a key component of the city's housing programme.

knock down older homes and build innovative design, eco-friendly, play friendly, multi age group housing mxed up

Against developing housing

Improving existing stock instead of building new

Risking over population

There is a need for green / open areas which is lost to housing

More housing increase inner city traffic

Stop building so many flats and focus on quality family areas.

Hampshire and Southampton do not have a strong enough demand for houses, there are too many available.

I do not believe that we should be building more homes and putting more people in when there are not enough jobs and more people means more pollution

Suggestions surrounding developing housing

Personal outside space needed for homes

Make households greener and tackling our built environment could be a significant plank to the plan - LED light bulbs have been more effective at reducing greenhouse gas emissions than the aggregate of all renewable energy

Solar panels should be included on all new buildings

Alternative energy for homes essential to achieve carbon neutrality by 2030 (e.g. solar generated reticulated hydrogen to boilers, air source heat pumps, proper insulation and draught-proofing of older homes).

Patchy quality of broadband from both infrastructure providers was evident during lockdown periods of increased business use. Encourage increased bandwidth to cope with this increased demand.

Private led developments would be much more agile etc and could be encouraged to deliver more effective homes.

Housing needs to meet the requirements of all who live and work in the city

All new buildings should be required to have electric charging points and be designed with sustainability and accessibility in mind

Still need green space left

Build zero-carbon homes

Good insulation is needed

Disagree with building new business sites

More people working from home due to COVID means new business sites are unnecessary

Plenty of empty office sites currently





Suggestions around new business sites

<i>Improvement and greening of existing business accommodation in general</i>
<i>Offices need to be made greener - charging stations for electric, shared work spaces, video connections, broadband provided to employees etc, increased co-working spaces</i>
<i>Business encouraged to rejuvenate the heart of the communities rather than moving them out of centres.</i>
<i>Offices with green spaces on the roof and with plants to help with the air quality.</i>
<i>Might be better to think in terms of adapting office space for current needs.</i>
<i>Wait until after COVID to see if this is necessary</i>
<i>Need actual entertainment</i>
<i>these large empty buildings should be broken down into smaller units at small rents to give local entrepreneurs a chance!</i>
<i>Don't build/overbuild in low lying or flood prone areas.</i>
<i>Let's look to the good projects such as Harbour Hotel (Ocean Village), the Sea City Museum and Westquay.</i>
<i>Develop incubator business space linked to 'move on' business space. Find ways to convert unused High St city centre premises to short term business 'try outs' with sliding scale of rent/rates as business grows.</i>
<i>If providing increasing business space is happening, I'd like to see it accompanied with training, or some expectation from the businesses using the sites of green engagement</i>
<i>Encourage world-class architecture, including iconic buildings that accommodate flexible, adaptable high-quality commercial accommodation and diverse high-skilled employment space.</i>
<i>Designated sites for Grade-A Office Accommodation and for mixed-use schemes with integrated Grade-A Office Accommodation.</i>
<i>Identification of underutilised buildings to repurpose – enabling start-up clusters (across a variety of sectors) to form and bring redundant space back into use</i>
<i>Specific reference to the repurposing of historic banks in Old Town, with temporary change of use from A2 Financial and Professional use to allow alternative commercial uses</i>
<i>Workspace and digital infrastructure for creative enterprises, particularly within the Culture Quarter and Creative Enterprise Zones (CEZs).</i>

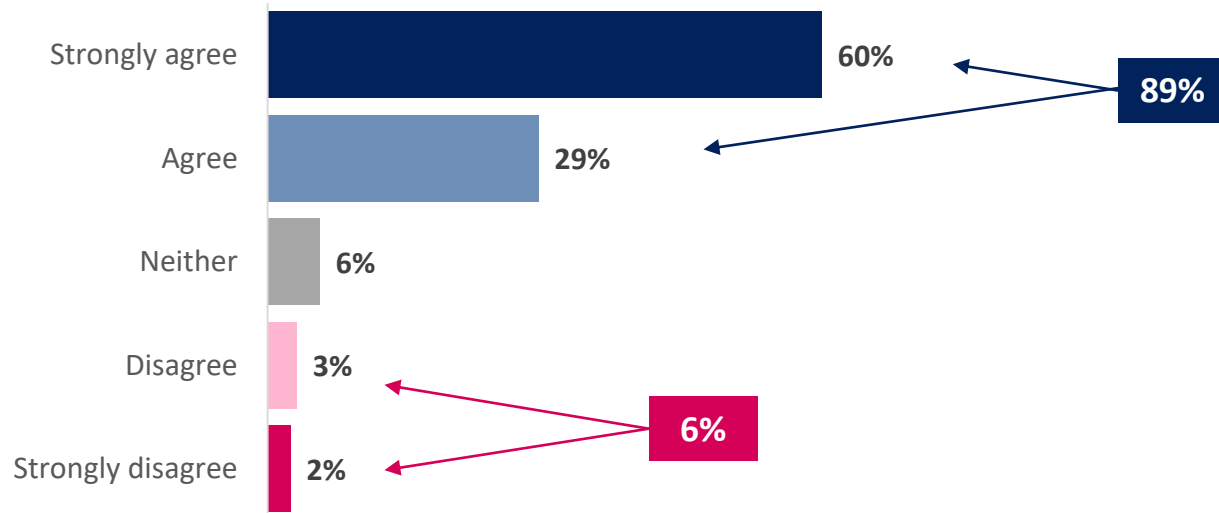


Question:

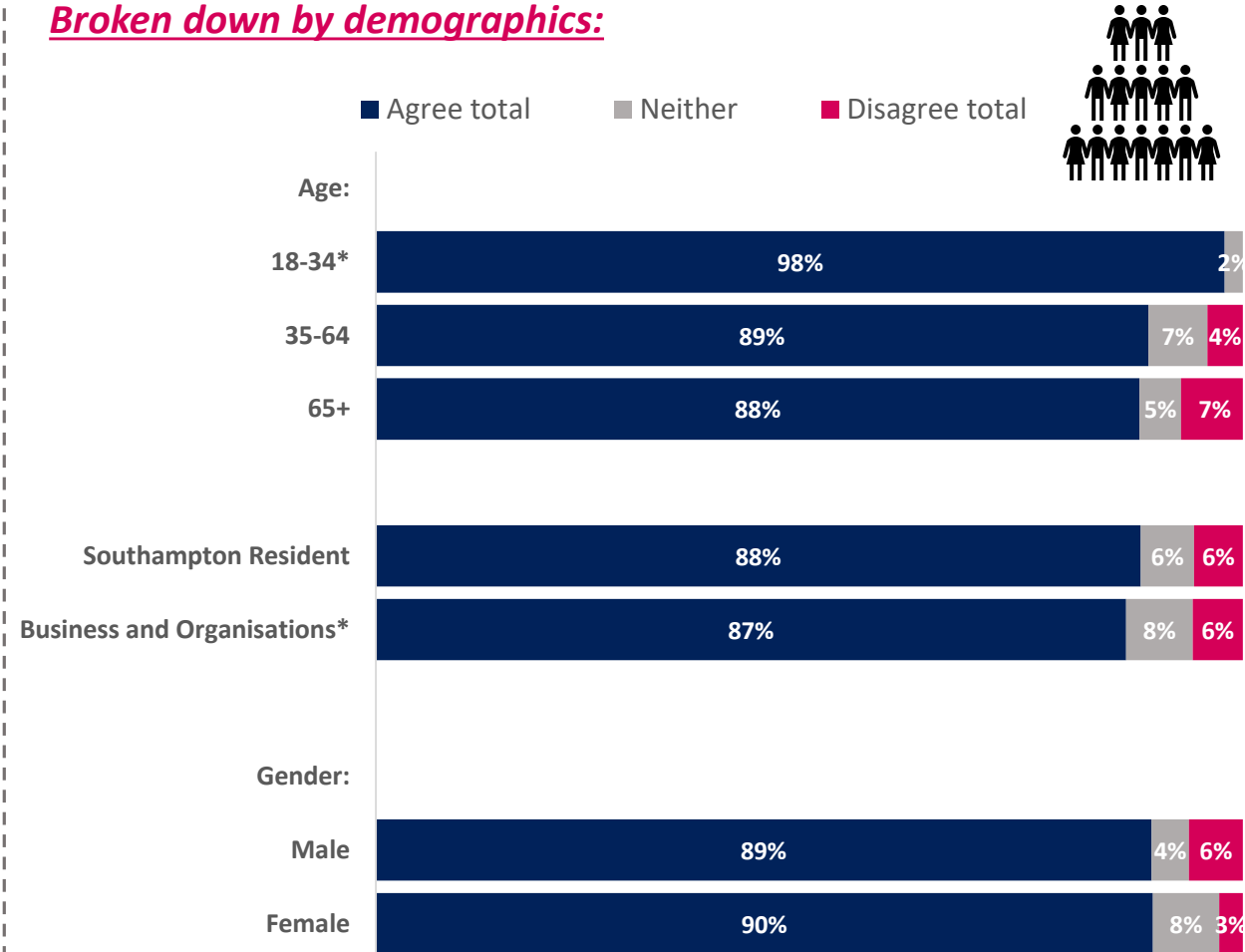
To what extent do you agree or disagree with the focus points we have detailed?

“Physical Infrastructure needs of the city”

Overall:



Broken down by demographics:



Key findings:

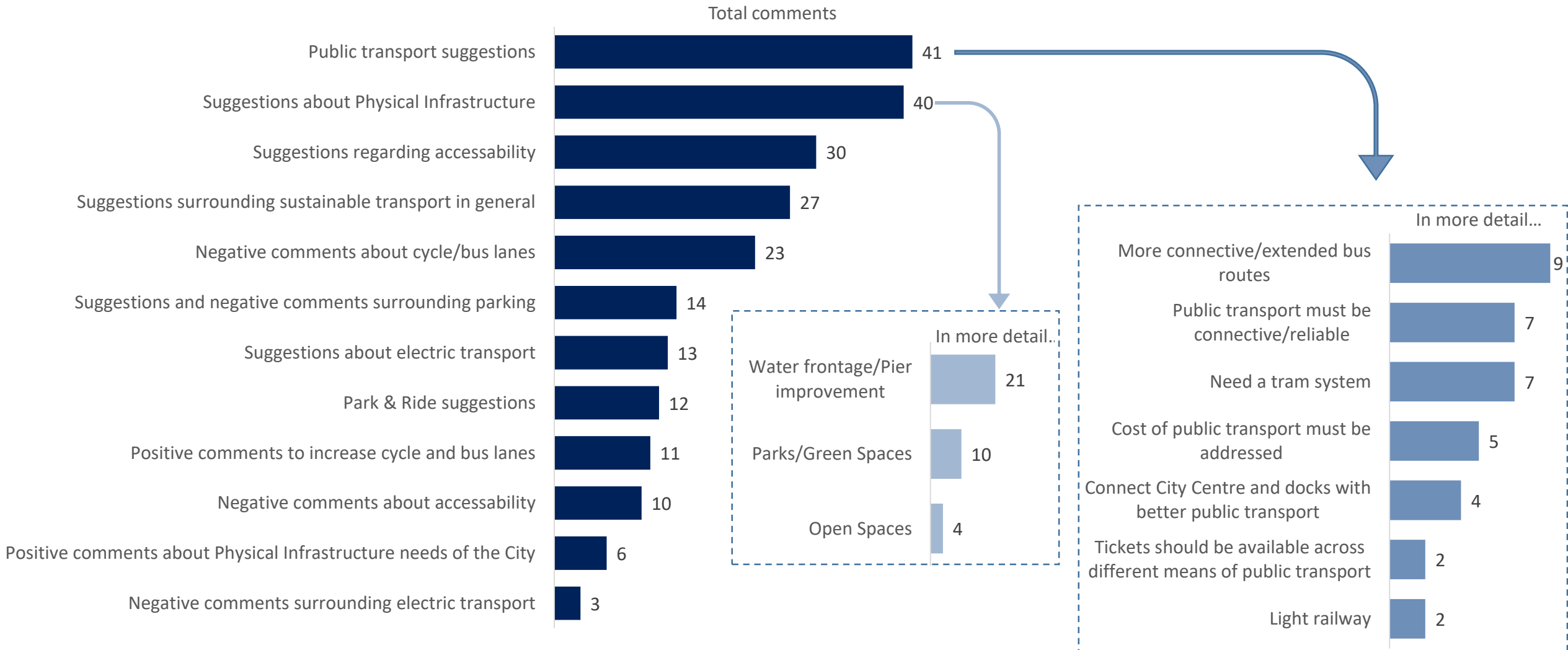
- The majority (**89%**) **agreed** with Physical Infrastructure needs of the City; **6%** disagreed
- Respondents that agreed to the highest extent were those within the age range 18-34 (**98%**)

* Small sample size – fewer than 100 respondents



Physical Infrastructure Needs of the City

A total of **131** respondents provided a comment specifically on this priority. The following graph shows the total number of respondents by each theme of comment. The subsequent slides summarise or quote the unique points and suggestions that were made.





Unique points and suggestions

Public transport suggestions

<i>Public transport needs to be more connective and reliable</i>
<i>Need a tram system</i>
<i>More trains serving local stations</i>
<i>Tickets should be available across different bus companies and other means of transport like trains</i>
<i>Busses need to be more connective and extended routes</i>
<i>I would like to see massive investment in public transport</i>
<i>Travel inside the main city centre could be greener with trams and Uber scoots for travel.</i>
<i>Get your public transport sorted first that way there is an alternative</i>
<i>Shuttle buses from the terminal to the Sea City Museum</i>
<i>We need to connect the city centre and the docks better with public transport</i>
<i>Light railway</i>
<i>The cost of public transport needs to be addressed</i>
<i>Bus terminal opposite the rail station...National Express might introduce more departures/arrivals.</i>
<i>public transport should all be promoted!</i>
<i>Monorail</i>
<i>A focus on forward thinking green mass transit is a must for our city.</i>

Suggestions and negative comments surrounding parking

<i>Cheaper parking</i>
<i>More parking</i>
<i>parking is virtually making the city a visit-only, no-stay destination,</i>
<i>disabled parking needs to be monitored which doesn't seem to happen currently.</i>
<i>parking on roads causing blockages.</i>
<i>Start enforcing residents parking, it is the individuals responsibility, not the local authority, to ensure that they have enough car storage. Enforce strict limits on the amount of available parking</i>
<i>Absolutely and totally ban pavement parking and enforce it rigidly and swiftly.</i>
<i>You get hassled by junkies in car parks.</i>
<i>Look at out of town car parks</i>
<i>This plan should direct traffic to car-parks outside of pedestrianised areas.</i>
<i>Land taken up by car parks could be put to better use that supports the Council's aims. Less parking space is needed if the 61% who drive to work reduces as desired. Reducing parking would nudge drivers to change to more sustainable transport.</i>

Positive comments to increase cycle/bus lanes

<i>The new bus lanes and cycle lanes are definitely what is needed if our city is to become cleaner and is to contribute towards the national and international climate crisis. It is so much pleasanter and feels safer to ride...it will make bus journeys more attractive with this being a much faster way to get into town.</i>
<i>Have direct cycle and bus routes to encourage their use instead...Most tech startups are locating in areas with good public transport or bike lanes.</i>
<i>explore mass transit over cycle lanes.</i>
<i>there needs to be strong voice of "we will back cycling and walking" rather than limping around the topic and quietly decommissioning things because some car drivers screamed loud enough on the Daily Echo website.</i>
<i>Continue improving cycle routes around the city</i>
<i>In greener and economic recovery there should be an ambition to create more pedestrianised sections and more segregated cycle lanes.</i>

Negative comments about cycle/bus lanes

<i>Cycle lanes are a waste of money</i>
<i>Cycle lanes cause traffic jams/ over capacity</i>
<i>Cycle lanes are un-used</i>
<i>Bus and cycle lanes make it hard to get into the city centre</i>
<i>Cycle lanes have removed vital parking spaces</i>
<i>Southampton is too hilly for cycle lanes</i>

Park & Ride suggestions

<i>Suggestions for a park and ride in the city</i>
<i>I look forward to the new park and ride...we will need further locations for this rather than just on the west of the city.</i>



Unique points and suggestions

Suggestions regarding accessibility

<i>Do not start charging exhauberent travel costs for local traffic.</i>
<i>Lorries should have easier and designated direct access to the docks.</i>
<i>More attention needs to be paid to road quality</i>
<i>Accessibility to shops and businesses and places of work</i>
<i>Introduce a charging zone in central Southampton for polluting traffic</i>
<i>Until you decide to close Kent Road and now the traffic is starting to build on Woodmill again and St denys road !</i>
<i>Mass transportation should be in public hands so that the benefits and profits go into the hand of the people.</i>
<i>A major rethink of the traffic control system in the city centre is required as this is adding to the issues approaching the bridge and must be impacting businesses. Look at the impact of the Itchen bridge on traffic congestion either side of it.</i>
<i>appropriate infrastructure and transport - not just business districts</i>
<i>Traffic light phasing needs to be addressed.</i>
<i>Traffic in general needs to be reduced</i>
<i>Force motorists to take the long way around rather than driving across the city: if you want to drive from Millbrook to Bitterne you should have to exit the city via the motorway, drive round and back in again.</i>

<i>Get rid of the congestion on the road from Windover to Northam.</i>
<i>Make the city easier to be in, get through and incentivise the regeneration of local streets, that would reduce carbon footprint.</i>
<i>make Itchen bridge toll free.</i>
<i>The other option which could be combined would be to enforce staggered start and finish times for city centre based non retails so that any traffic that is generated is at least eased due to not everyone having to arrive beofre 0900!</i>
<i>Pedestrianise</i>
<i>Development of the city infrastructure means doing something to the carriageways and footways.</i>
<i>keep the roads big and open so traffic doesn't build up and cause any more pollution being caused</i>
<i>What about Southampton as an import city? Getting recognition nationally of the positive impact of this service that we offer the country could be used as a lever to attract Government funds with which to re-organise the road and rail structure for imported goods, to avoid the stress</i>
<i>The Isle of Wight fixed link will remove all traffic from the town.</i>
<i>Increased prioritisation of accessibility for all future development schemes.</i>

Negative comments about accessibility

<i>My present concern is the experimental road set-up at St.Denys, which might seem greener to some people but is certainly not in the wider interest.</i>
<i>Southampton with two rivers running through it creates fewer accesses into the town centre, unlike most other towns where you can enter from any direction. Once again if no one due to traffic restrictions even wants to bother trying to get to town. We will all be going to the out of town shopping centres.</i>
<i>Traffic flows and management are bad</i>
<i>The transport links into the docks are dreadful. When the liners come back (and they will) gridlock will return.</i>
<i>Also reduction in private transport and especially cosure of roads in southampton will make businesdes logistics more difficult what should be taken into consideration.</i>
<i>Reducing the traffic flow available from suburbs to the City centre and from out-of-City in to the City will only discourage people from taking up those jobs</i>
<i>Many areas of the city have become "rat-runs" for heavy vehicles to and from the port</i>



Unique points and suggestions

Suggestions for sustainable transport in general

Transportation system should be weather-proof

Worker shifts be staggered so that not everyone is trying to come into town at the same time

Incentives from council/businesses to encourage sustainable travel to work

Secure cycle parking

Need good alternatives to driving

Improve walking spaces

A solution needed for transport bottlenecks

We should also be limiting the heavy goods vehicles that are not providing local supplies e.g. utilising the rail transport links rather than the roads for onwards transport.

Hold the line on sustainable transport

Better promotion for sustainable transport

Make cycle/ walking lanes attractive tree lined trails with occasional viewing spots or seating, so a range of people WANT to use them.

Decarbonising transport in Southampton The Connected Southampton 2040 plans don't go far enough...A guide has been developed which looks at what can be done now and what can be achieved if the authority takes the appropriate powers <https://policy.friendsoftheearth.uk/opinion/climate-emergency-how-do-local-authorities-get-people-out-their-cars>

Ambition to be a car-free city

Encouraging better eating habits as in a previous point can help people to feel able to walk and cycle more.

Singapore invested in MRT system many years ago to support its residents and drive its economy...UK government has announced £760m grant connecting Oxford to Cambridge.

There is an existing rail network at Waterside which could be upgraded with investment.

. Promote principles of a 15 minute city.

Negative comments surrounding electric transport

Cannot afford an electric car

Charging infrastructure is incompatible with housing in the city

Electric cars are little better than fossil fuel powered cars as they still pollute via particulates and are VERY space inefficient for the single occupant trips that most trips are.

If you force inhabitants to purchase electric vehicles or use public transport instead of their own vehicles, you could find that there is exodus to other areas of Hampshire

Suggestions about electric transport

Secure parking for electric bikes.

More charging points in all areas

Green only cars allowed

All taxis and buses should be fully electric

Promote hybrid /electric vehicles

Cut emissions by allowing electric scooters for over 18's on cycle lanes. Treat them the same as electric cycles: no tax, insurance or helmet requirements



Unique points and suggestions

Positive comments about Physical Infrastructure needs of the City

A big YES to exposing more waterside frontage for exercise and views.

Protecting the green spaces and improving access to the waterfront great

Agree business and conference centres can bring business together from outside of the uk. Along the marina, waterfront and mayflower park.

Infrastructure - definitely agree with this however it needs to be carefully delivered.

I feel that plans to improve transport and prioritise green spaces will have a positive impact for me.

Protect public space and improve waterfront access, definitely agree,

Suggestions about Physical Infrastructure

Less litter on the streets

Enhance local community facilities for families

More lights

Provide support for livelihoods based around green spaces - willow growers, small holdings, market gardens, cafes, restaurants?

Growing plants on every available place (similar to some of the suggestions for Paris - search 'paris green city designs' on google) seems like an opportunity to be world leading in this kind of design.

As a dinghy sailor I feel that developments for sailors in town are geared towards those with larger yachts, with very little provision for those of us who operate smaller vessels. For example, we often like to sail to town to get dinner on Oxford Street, however there is no provision for dinghies to moor up for a few hours. I am fully in favour of additional provision at the new Mayflower development to address this.

More seats and public toilets are needed to encourage families and the elderly to walk around the city!.

Introduce a pedestrian priority zone in the core of the city centre with a robust intuitive pedestrian network aided by legible navigation. Create an inclusive city centre that is accessible for all regardless of age, mobility or ability

Physical redesign should focus on an outward in approach, = build from the centre and everyone benefits.

Improve open spaces

Parks and green space improvement

Need to improve the waterfront access and heritage

Old pier improvement

NO road or pavement clearance other than in the city centre, but local areas now left.

We should prioritise using the resources we have less, throwing away nothing, and reducing the need to travel long distances.

Rather than build flood defences, new expansion of the city should evolve further away from the sea front due to the impending rise in sea level. There should be space between buildings with more parkland and trees and planted with plants that airate the soil and add to better drainage. Even an irrigation system re-using flood water and better city water storage facilities to avoid flooding.

We should also avoid using concrete everywhere if possible as this affects drainage.

'place' is about community, safety, feel, pride as well as the physical infrastructure...

Leave Mayflower park alone.



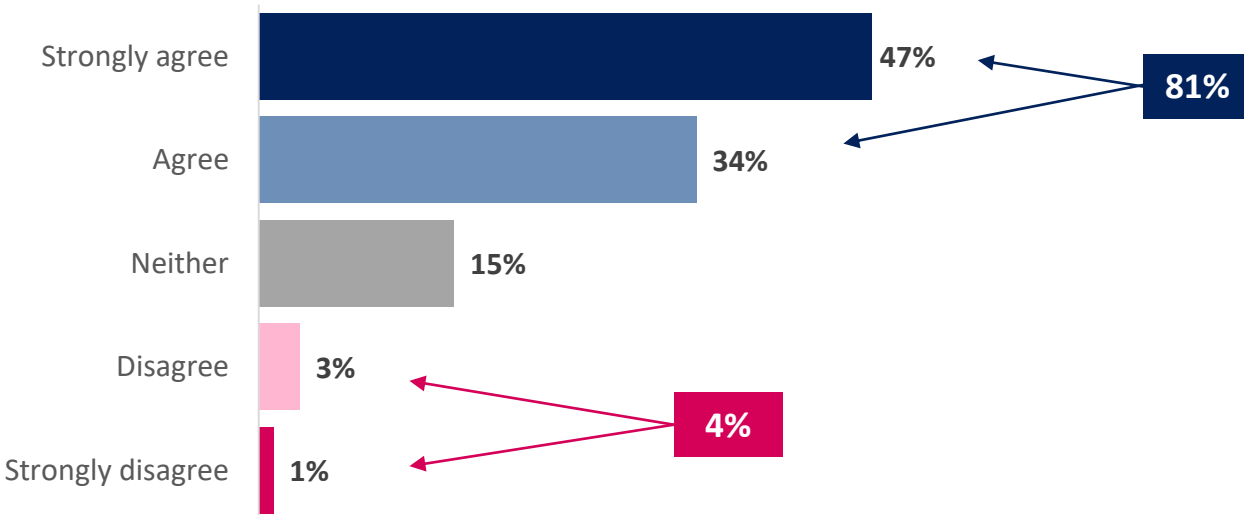


Question:

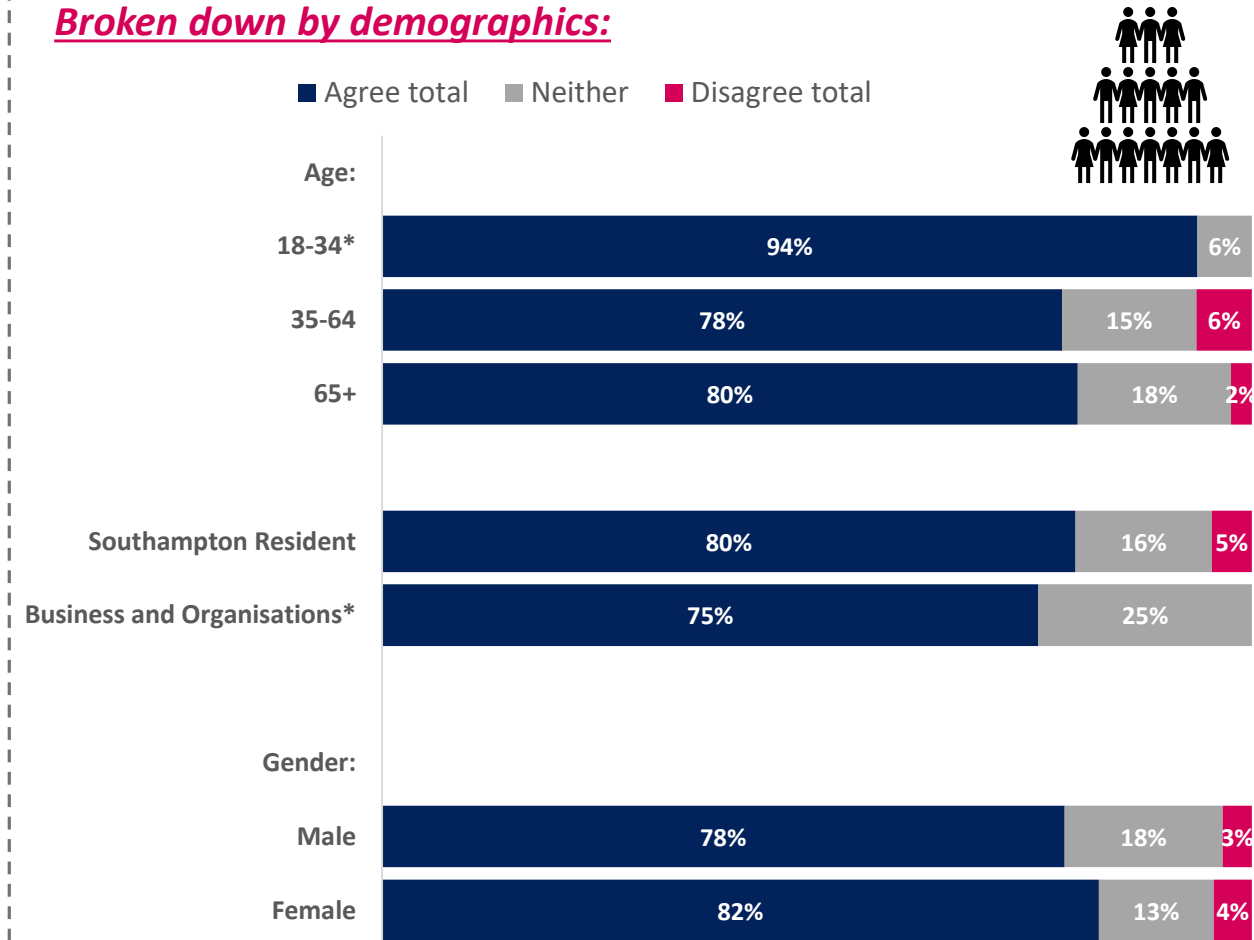
To what extent do you agree or disagree with the focus points we have detailed?

“City and district centres”

Overall:



Broken down by demographics:



Key findings:

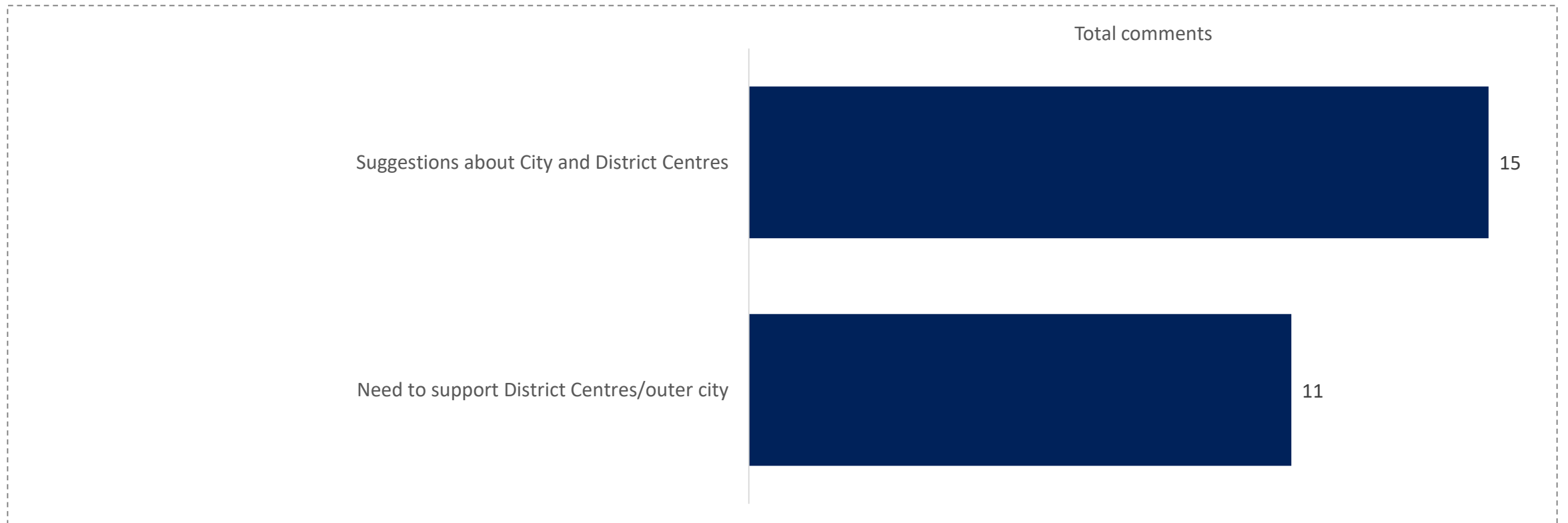
- The majority (**81%**) **agreed** with City and District Centres; **4%** disagreed
- Respondents that agreed to the highest extent were those within the age range 18-34 (**94%**)
- Respondents that disagreed to the highest extent (**6%**) were those within the age range 35-64.

* Small sample size – fewer than 100 respondents



City and District Centres

A total of **25** respondents provided a comment specifically on this priority. The following graph shows the total number of respondents by each theme of comment. The subsequent slides summarise or quote the unique points and suggestions that were made.





Suggestions about City and District Centres

Other aspects needed that aren't just night-time economy focussed...scary to visit for many people.

Needs to be vibrant

Redevelopment is not necessarily the answer but a greater focus on exploring the future use of such areas would be more beneficial for the city. Perhaps smaller areas which are more widely used and successful are preferential to large areas which are under utilised and then become disproportionately filled by charity shops etc should be explored.

More needs to be done to spread the benefit of shoppers across the city...supporting smaller suburban and specialist shopping streets is the way forward, and this will build on the trend we've seen during the pandemic and the lockdown periods.

Having the city/district centers as community hubs is perfect... having them as thriving hubs of business may be less so.

More access community centres.

I think it's a mistake to force city centres to be the base of business.

The different characters of different neighbourhoods should be encouraged and that citizens should be encouraged to celebrate

District Centres - role and purpose has been over-looked over many years. I think there is a unique opportunity to have a radical re-think around the role of the district centres in the post-Covid 19 World

Move away from physical traditional retail, towards local market places, open air facilities, leisure and City Centre living.

We need to help them all to prosper. Requiring all new developments to contribute to the "15 minute neighbourhood" will help preserve our district centres, and encourage more walking and cycling.

Investment is needed in the physical environment and provision of services

Refigure the city centre and promote local shops/business.

Need to support District Centres/outer city

Things are currently city-centre focussed, too little focus and support on outer city areas

I live near to Shirley, and am quite honestly frightened to go there, and would certainly not shop or spend time there. Many local centres are the same, with run-down shops, bad road works, incomplete and dangerous pavements, and very inadequate lighting. This is not conducive to a thriving city atmosphere.

The current lack of support for the city suburbs only promotes a dont care attitude which has a negative effect on the city as a whole. The more the city helps out its residents the more pride they have for the city and will put effort back in urban regeneration should be across the city within maybe a 4 mile radius for all the inner city residents who work in the city.

Generation by building capacity in the City Centre primarily is vital. Without an outstanding City Centre, Southampton with never reach its potential.

the BID team Go should be using their fees on more than a few people street cleaning in the city centre only!

Our city and district centres are hardly thriving!

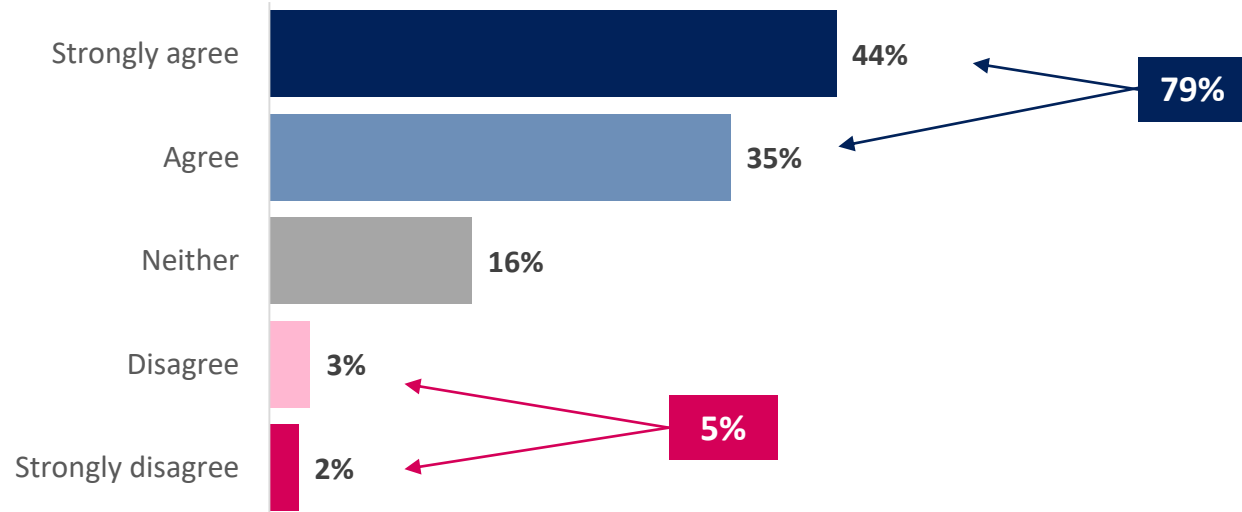




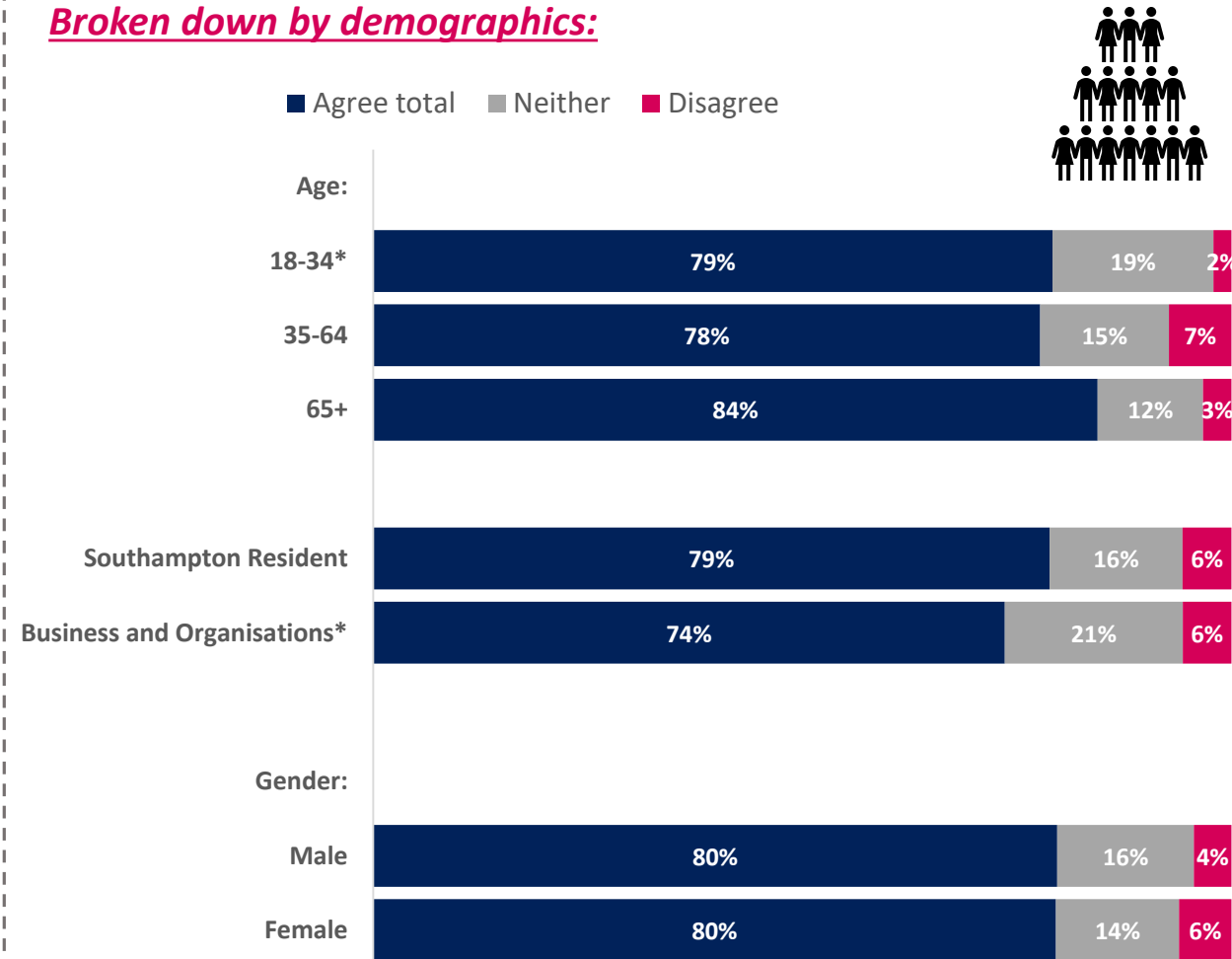
Question: To what extent do you agree or disagree with the focus points we have detailed?

“Digital City”

Overall:



Broken down by demographics:



Key findings:

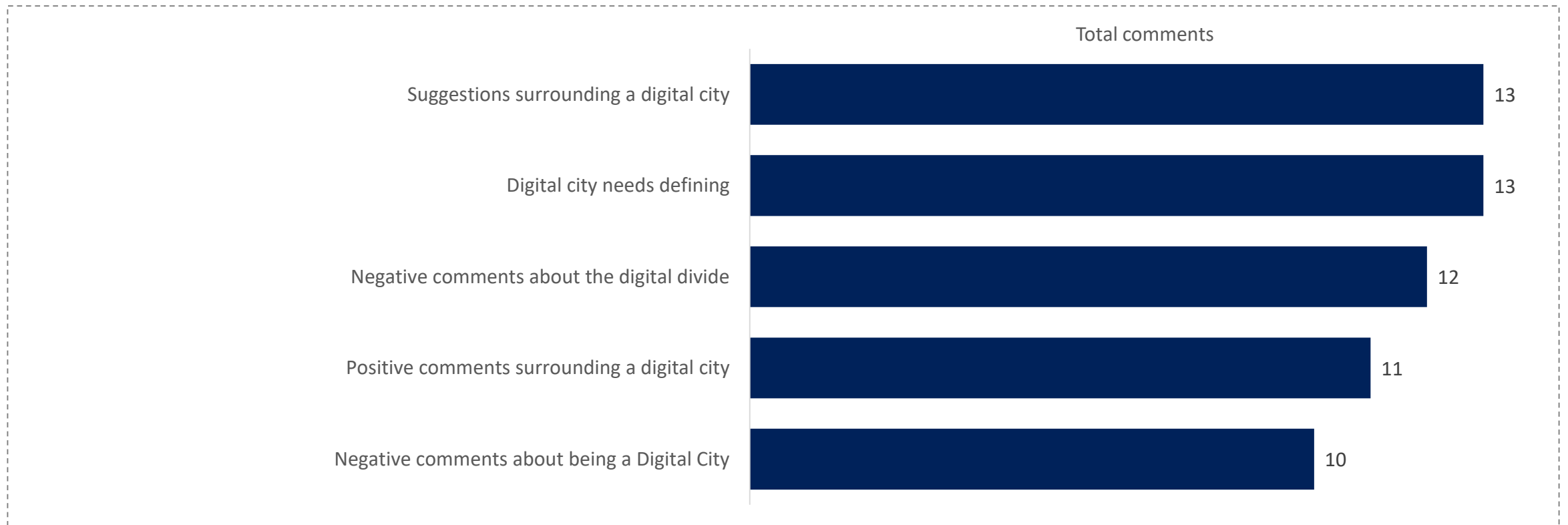
- The majority (**79%**) agreed with Southampton as a Digital City; **5%** disagreed
- Respondents that agreed to the highest extent were those within the age range 65+ (**84%**)

* Small sample size – fewer than 100 respondents



Digital City

A total of **44** respondents provided a comment specifically on this priority. The following graph shows the total number of respondents by each theme of comment. The subsequent slides summarise or quote the unique points and suggestions that were made.





Negative comments about being a Digital City

increased digital connectedness also has a carbon footprint.

You cannot be a digital city whilst continually creating more dying retail establishments.

Impact of the digital world upon human health

There can be too much emphasis on digital / built in redundancy in machines and computers. We need to support UK business and not China

Improvements to digital infrastructure are best left to the private sector.

I think the City should focus on getting the basics right before aiming at becoming digital city.

A city of opportunities for personal and in person connections is a thriving city. If digitalisation removes opportunities for in person contact, then there may be impacts on mental health and wellbeing.

If you want to support communities, these HUMAN services need to increase, not decrease.

Positive comments surrounding a Digital City

General support of the city becoming more digital

Physical retail is old-fashioned, and digital retail is the future

I think improving digital access would not only reduce the digital divide but be instrumental in improving skills to enable citizens to participate more and access new tech jobs.

Negative comments about the digital divide

A digital city is only viable if it narrows the obvious digital divide in the city.

Elderly people struggle to access digital

Low income families struggle to access digital

People with various disabilities struggle to access digital

A digital city will mean that more people are disenfranchised and unable to access services.

Digital development is fine but there is a widening gap of inequality for those not connected for multiple reasons

You have to be available physically to your most vulnerable populations and with focus on technology you will miss on helping those that need help the most.

Already people without internet access are disadvantaged when it comes to (for example) reporting problems with roads or pavements as this can no longer be done by phone. Does everyone want a high level of digital literacy?

UK Digital divide has been laid bare by Covid-19.

Not everybody is digitally connected - 28% of council tenants do not have access to the internet.

Questions surrounding a Digital City

Questions about the definition of 'Digital City' and what this means



Suggestions surrounding a Digital City

Services designed around digital should enable all residents to access services

Has to make sure people without access to online because of poverty or age are still included and informed

Invest in fibre broadband rollout for all

It will require a transformation of approach where the default option becomes transformational, not sustaining existing delivery models and practices.

Achieving a digital city is a necessary objective but must be accompanied by measures to deal with any consequent job losses such as reskilling and upskilling

Digital technologies should deliver a widespread of digital info available, next bus times, parking info, mapping, proximity info etc etc.

So Southampton needs to become a Smart City: We need to be able to see where the traffic issues are any time of the day and night, we need more CCTV in areas that struggle with high crime, and more Police on the streets and able to do their jobs.

The full carbon footprint of digitalisation may not be affordable within the remaining carbon budget available to us. A full carbon budget should be developed which accounts for externalised as well as directly created carbon. This could be used as an educational tool in decision-making. This also applies to any ideas of automation, which may ultimately reduce the job opportunities available.

Digital literacy and access to internet are crucial for people to progress in society. Although work is being done by various groups in this area, the council should be coordinating efforts and leading the way rather than leaving it to other organisations to create change and development in this area.

Develop a strategy to harness technology to deliver a secure and open, interoperable digital environment.

Build on the city's reputation as a digital cluster and incentivise the growth of emerging smart city economic sectors.

Provide flexibility to address future technological advancements, including wireless communications technologies for cellular data networks.

Create an open data portal to share with key stakeholders and academics to expand benefits of data gathering.

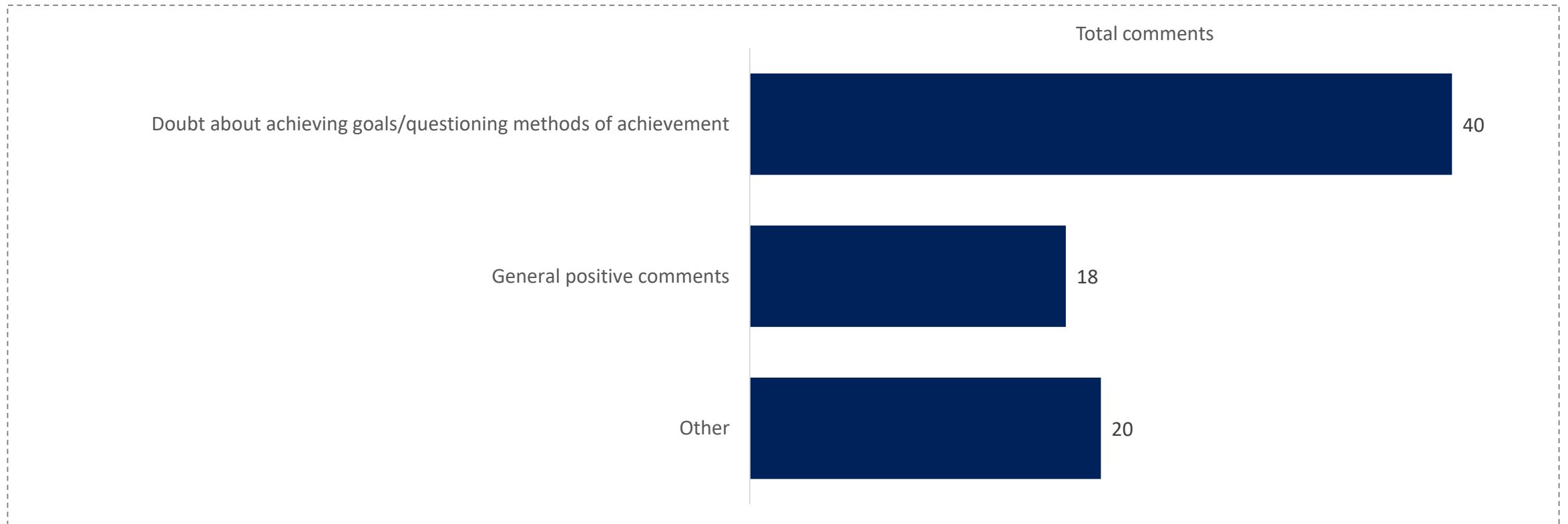
Utilise smart technologies throughout the city centre, from managing utilities to delivering smart sustainability initiatives.

an "everybody connected" scheme of collecting and refurbishing laptops to give to people who can't afford them would help to be more inclusive.



Overall - Growth Through Sustainable Place Shaping

A total of **72** respondents provided a comment on the overall section. The following graph shows the total number of respondents by each theme of comment. The subsequent slides summarise or quote the unique points and suggestions that were made.





Unique points and suggestions

Doubt about achieving goals/questioning methods of achievement

Council incapable of carrying out goals

More detail needed

Seeing is believing. A vast amount of investment from central government is required to say the least.

All these 'promises' and ideas having been going around every year...no proper planning.

new infrastructure and transport systems are a doubtful fit with carbon neutrality.

How will these goals be achieved?

Doubt about becoming carbon neutral by 2030

You won't achieve any of these things until you address the issues with motoring in the city and so far,

How can you ensure that the large majority of rental homes are motivated to improve homes and create living spaces that foster a sense of community?

Use SMART in your target setting. Increased uptake in cycling or walking is impossible to calculate without monitoring the population in an intrusive way so why claim it as a Key indicator?

Will you try and push /utilise permitted development where possible to reduce vacant buildings and as a method to achieving the targets above?

How can you improve waterfront access when ABP own most of the water front?. The council have done very little to protect business so far what will they do differently this time. All this is a lot of hot air that cannot be delivered.

Not quite sure how you will deliver the transport stuff as it relies on private compaies who won't run transport on unprofitable routes

Open access to the waterfront is open to translation so please elaborate if this is for residential, commercial, leisure etc.

How do you make sure that investment is spread evenly to the district centres?

This has been promised over and over again.

Carbon neutral is not a short-term priority and in any case would have absolutely no effect on overall environment

WOULD SUGGEST ATTENDING TO THESE EVERYDAY THINGS FIRST BEFORE TRYING TO SPEND MORE MONEY YOU SAY YOU DON'T HAVE ON WHAT ON PAPER SOUND LIKE GOOD IDEARS BUT THATS ALL IT IS IN REALITY.

Financial concerns

What are short term benefits

The sections need separating out! Carbon. Neutral by 2030, definitely agree but more homes and offices, I don't agree!

The phrase "sustainable growth" is an oxymoron and should not be used. Growth is by definition not sustainable indefinitely.

Meaningless drivel in places. Higher quality homes - higher quality than what? Right transport for green growth - what does that even mean? Are you removing space for cars at the expense of this - awful set of questions that say nothing!

No space for new developments

Appreciate that there is a balance to be struck between green growth and transportation. How will you find a way to support growth without polluting the atmosphere?

The transport plans need more explanation. What are the transport corridors? Will there be collaborative cycle strategy?

How will you increase access to digital infrastructure and improve skills?



Unique points and suggestions

Other

All these themes are good in principle, but not at the expense of creating traffic jams I would not want to see massive destruction of the current city structure in order for these schemes to be implemented as it would destroy the sense of history and roots that our current city has, you can see how the city has grown over the centuries and it is important to keep that

The civic centre looks sometimes like a concrete jungle day & night.

Increased need, re the climate changes we will continue to see for many decades and after my life is over. We do not visit the sins of my generation and failed politics/policies that have continued with extremes of excess, instead of reuse, refashion and recycle. Part of all education should be looking at these issues, not the need for the latest Iphone etc.....Also to remind parents that they have a responsibility to themselves their heirs and their City, currently I see too little self motivated needs as they drop their Macdonalds in the street and take no responsibility for their litter. You cannot have a greener city without reminding the humans who live in it, should take some of that responsibility?

It is going to take a lot of hard work because a lot of the buildings are so shabby,best not to let things deteriorate too much.Some of the old ideas are the best,we used put a lick of paint on things before they got too bad.

Whilst 2030 is ambitious, carbon neutral is not enough - we want Southampton to be climate positive. We have to reconcile / confront the impacts of the Fawley refinery - its a fossil fuel behemoth. Same with the port - it's a huge asset and a world leading facility yet we know it has a significant carbon budget.

The streets are filthy.

WHY is building more homes for residents in the same paragraph as looking after business accommodation. They should have been separated so we could have a say on each.

give emphasis to environmental sustainability to all these targets

There is no 'right' infrastructure. This implies a moral position

"Place shaping" is an example of modern gobbledegook - it means nothing to me!

Again council interffering with market decisions, by favouring one thing you are taxing more on things you don't consider.Step back don't interfere with the market.

Need to include key metrics for each project to measure net biodiversity gain, carbon reduction on new infrastructure via offsetting (eg trees) and recycled materials working with project partners. Use latest research on stimulating growth through green infrastructure, clean air etc.

Town centres full of rubbish and beggars. Polluted air, pavements cluttered and unfit for walking on, green spaces and hedgerows full rubbish.

In time of a global pandemic a green city plan is not a priority.

This again implies that the council will pursue it's own agenda for how people should be persuaded to live their lives. That is not your remit. Don't keep using buzz words like 'green' and 'carbon free'.

No more shops built by the council Stick to running public services, fix potholes etc and we might engage more

I strongly disagree with the focus on public space to the exclusion of our green open spaces. I also disagree that the goal should be merely to protect -- instead we should invest and improve these.

Businesses at the pier and Ocean Village over the years have disappeared. The car park at Ocean Village has turned into hotel/accommodation thus creating an oppressive atmosphere, thus part of a once enjoyable waterfront environment now gone.

The first sub points doesn't seem too ambitious with respect to green.

• Façade guidelines to obtain a standardised consistent appearance to primary and secondary frontages.



General Positive Comments

Sounds good although having a level of demand maybe problematical.

Being carbon neutral is particularly important - the sooner the better. Protection of (or even increases in) green spaces in the city if also crucial and improved waterfront access would be excellent. Flood defences will be of increased importance in the future.

Very positive modern way of thinking policies.

City and district centres have been in decline since before the pandemic. A fresh approach as to their value commercially and culturally is needed. The Mayflower Quarter development which, hopefully, will reinvigorate those historic and green parts of the city centre which are currently cut off and undervalued, should help if properly realised.

Agree with Carbon neutral by 2030

Interesting to look at the 15 minute city concept

I agree with these points provided they do not entail further retail development. I feel that plans to improve transport and prioritise green spaces will have a positive impact for me.

A good well thought out long term strategy as opposed to a quick fix





Growing an International City





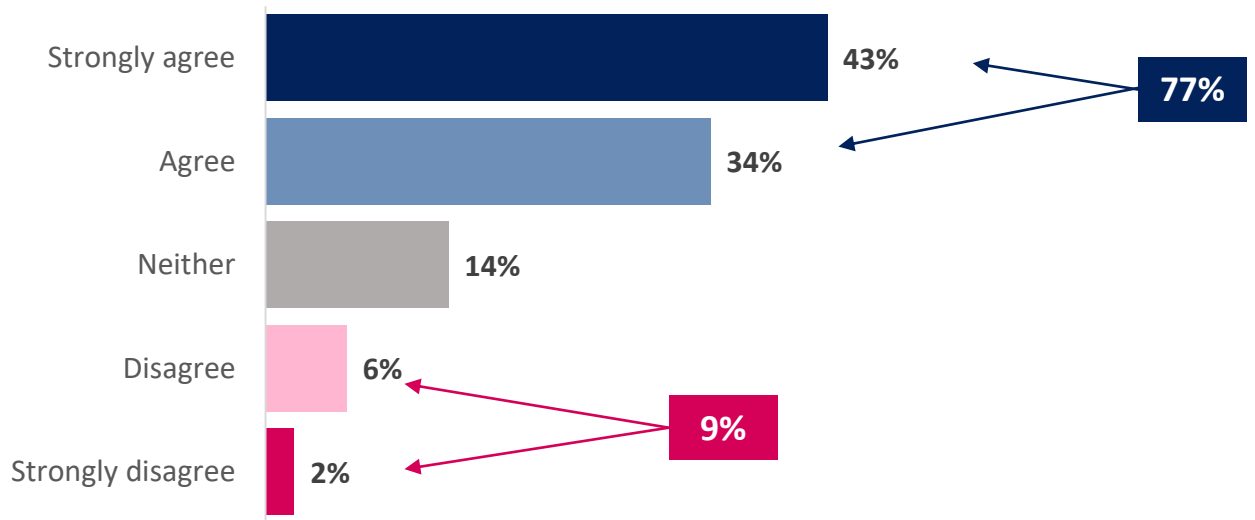
The fourth theme covered within the questionnaire was ‘Growing an International City’. As part of this, respondents were asked to provide feedback on each of the three points of focus below. The following slides in this section detail the feedback provided.

	What do we want to achieve?
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
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
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

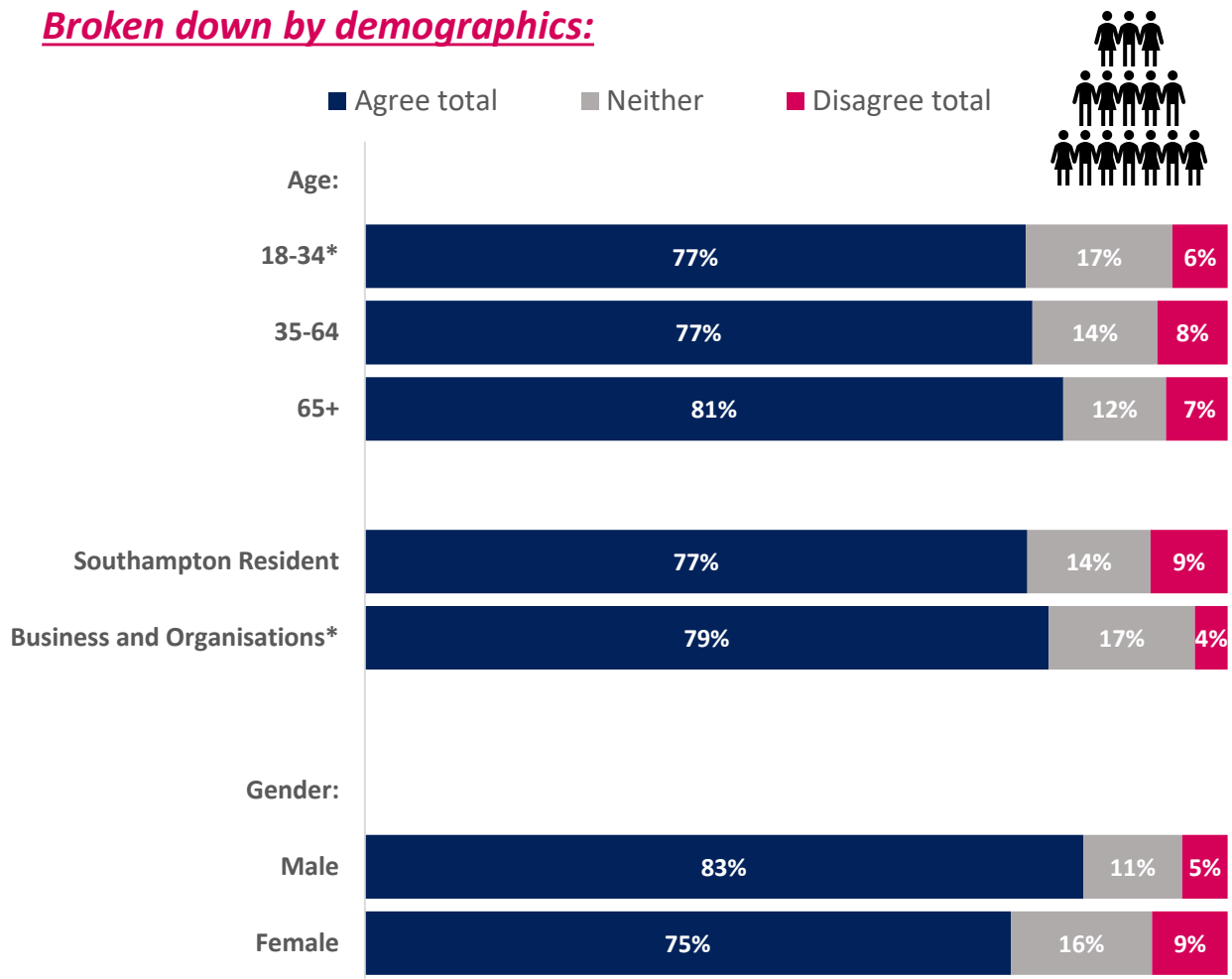


Question: To what extent do you agree or disagree with the focus points we have detailed? "Southampton as a global gateway"

Overall:



Broken down by demographics:



Key findings:

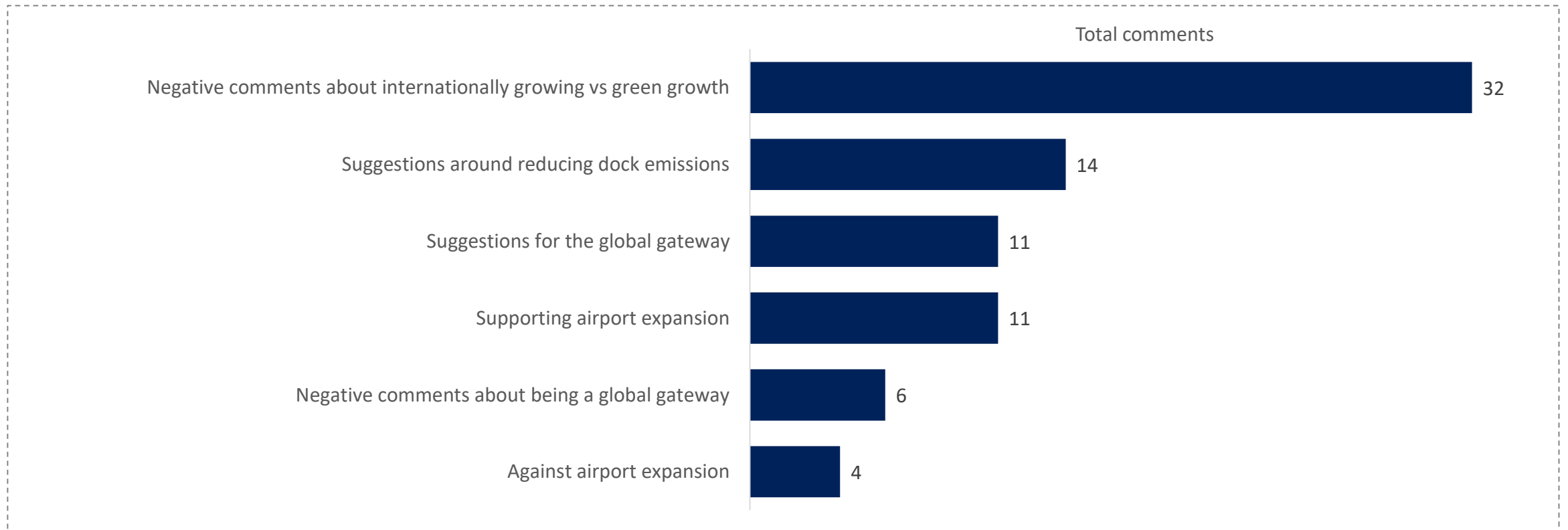
- The majority (**77%**) **agreed** with Southampton as a global gateway; **9%** disagreed
- Respondents that agreed to the highest extent were males (**83%**)
- Respondents that agreed to the lowest extent (**75%**) were females.

* Small sample size – fewer than 100 respondents



Southampton as a Global Gateway

A total of **67** respondents provided a comment specifically on this priority. The following graph shows the total number of respondents by each theme of comment. The subsequent slides summarise or quote the unique points and suggestions that were made.





Unique points and suggestions

Negative comments about being a global gateway

Southampton is not a city which encourages the impression of a "global gateway".

As the pandemic has shown and as the outworking of the climate crisis will show "global" is not a good. I'd definitely rather live in a sustainable, locally-focused city that lives within its means.

While I hear that millions come in per boat to the local economy, I find it difficult to see where it goes, where the benefit is.

The majority of people using the airport and the cruise port are merely passing through Southampton on their way to somewhere else! Meanwhile the city suffers from all the downsides (eg air pollution, congestion and aircraft noise) with little of the benefits.

With so many people sleeping in doorways, begging and causing a nuisance, tearing down our heritage buildings and putting up housing monstrosities, installing useless cycle lanes that no-one uses, putting in bus lanes which restrict movement, installing pointless bollards on Northam Bridge "to stop parking"... How can we possibly call ourselves a global gateway

Suggestions for the global gateway

We have one of the biggest docks in the world and you have scared everyone away with high prices and stupid practices

If you look at Amsterdam as an example, it's a major cultural gateway. Major airport, Everywhere is accessible by tram. Very clean ima in the city and airport. Police patrol have guns and just this presence can deter people from acting out and of course a sense of feeling safe.

improve facilities in the port for cruise liners

I think globally that people need to travel less which will decrease the world global carbon footprint.

We need to keep the cruise ship business it is vital to our economy.

A global gateway for knowledge and expertise is potentially more sustainable than being 'just' and efficient import/export centre.

In order for Southampton to become a global gateway we need to rejoin the EU.

We need to keep a balance between keeping our own identity and being swamped by global pressures or too much foreign labour

Gateway' is the key word here, S'ton is already a global gateway, but is not a 'destination', it is a port city and this strength should be built on.

We need to rethink our relationship with the port (and the airport)

Identify opportunities to enhance critical gateways into the city, providing a sense of place and welcome, with high-quality design standards and new street art.

Suggestions around reducing dock emissions

Converting the powering of cruise liners to electric only.

The provision of shore power at the new cruise terminal needs to be expanded.

Carnival or Associated Ports should be paying for the monitoring and reduction of gases expunged into our local environment.

We need to think beyond just our city: it's good having cleaner air here if cruise ships can use shore-based electricity but as soon as they go out, they do great environmental damage.

We need to allow cruise ships and other large vessels to plug in to the city electric...through solar power and other green energy options this could be possible.

make the Port of Southampton the greenest port in the world!

There is a need to look at ensuring the port transport is transferred from road to rail

Give discounts for green ships and levies on polluting ones.

electric docking for ships

Southampton could be leading the way on renewable shipping technologies

The Port has recently announced a £55 million investment into a new fifth cruise terminal which will include the largest commercial shore power installed in the UK enabling zero emissions from vessels during their stay. With this investment comes the opportunity to decarbonise operations.



Unique points and suggestions

Supporting airport expansion

This draft strategy has four key principles: People, employment and skills Supporting and growing local businesses Growth through sustainable place shaping Growing an International City Therefore don't object to the Airport extension.

Expanding the airport will enable the City to become a Global Gateway

You state UK but surely your role is to be city focused. Target the regional development which will mean an extension to the regional airport.

Supporting the airport expansion will increase growth in the city and reduce journeys to other airports.

Against airport expansion

A big NO to Southampton Airport runway expansion. The extra noise of bigger jets over Hythe will be terrible. The fuel pollution will be hazardous for health.

I have a concern about expansion of the airport. It is so close to the city and is detrimental to a significant proportion of residents who suffer the noise and pollution.

And whilst I'm on this topic, if you want to go more carbon neutral, why support the airport expansion (yes it may be Eastleigh council's property but the airport is called Southampton Airport). Air traffic is a huge polluter and the industry is taking a battering at the moment so why keep pushing for expansion when the environmental cost goes against being green in any way?!

Campaigning against the airport expansion will definitely improve Southampton's standing as a global gateway and encourage international visitors

Conflicts between internationally growing vs green growth

Let's not import pollution from outside.

Cruise industry fumes will not contribute to green growth/sustainability

that has to be taken into account with being green as a global gateway indicates travel by ship or plane

More use of the airport will increase emissions

Southampton should maintain its heritage as a trading and export city whilst ensuring this sector does not compromise the other aims of the green growth strategy.

A truly international gateway should not be at the expense of polluting the city residents.

There are too many dark sides to cruising: there are few benefits to local people - few jobs relative to other industries, staggering air pollution, traffic bottlenecks are more. As a wider industry, it is extremely polluting, encourages mass overtourism, creates enormous amounts of waste, has a high carbon footprint and has terrible labour practices for many of the crew who are deliberately employed offshore to avoid stringent employment laws the UK.

We cannot have both cruises and vehicles. Climate change is not just an environmental issue, it's a quality of life issue.

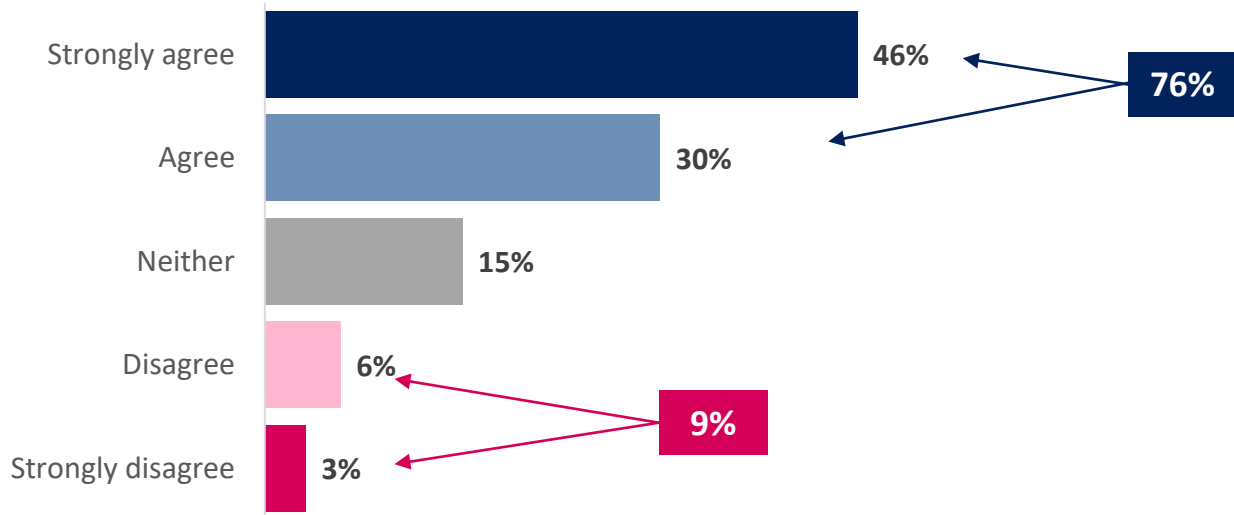
The reality is it will be Sotonians who will have their valuable taxes spend on green initiatives whilst the real culprits will be allowed to continue to pollute our beautiful city.

Cruise Industry and on flying , both of which are extremely unsustainable

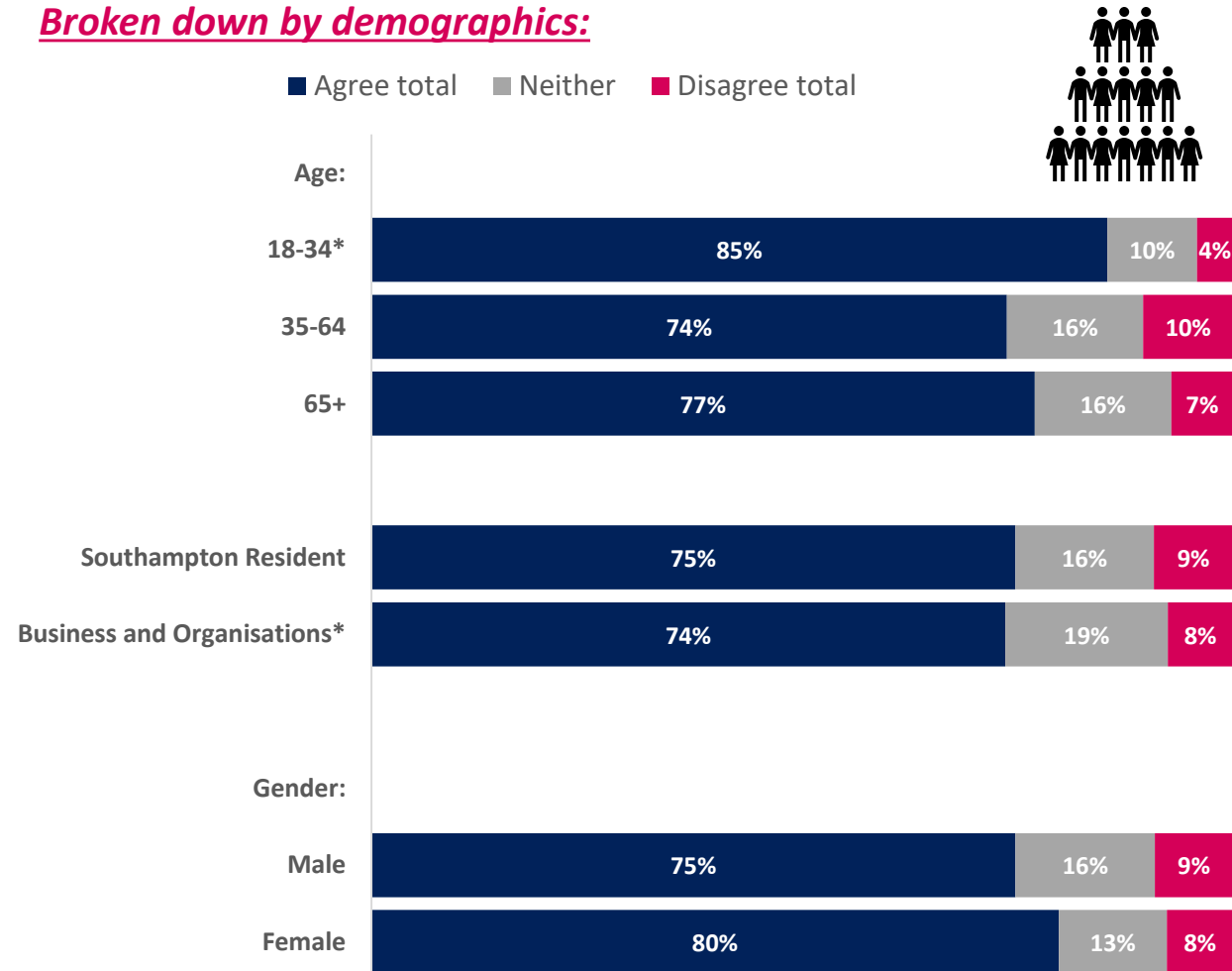


Question: To what extent do you agree or disagree with the focus points we have detailed?
“Southampton as a Cultural City”

Overall:



Broken down by demographics:



Key findings:

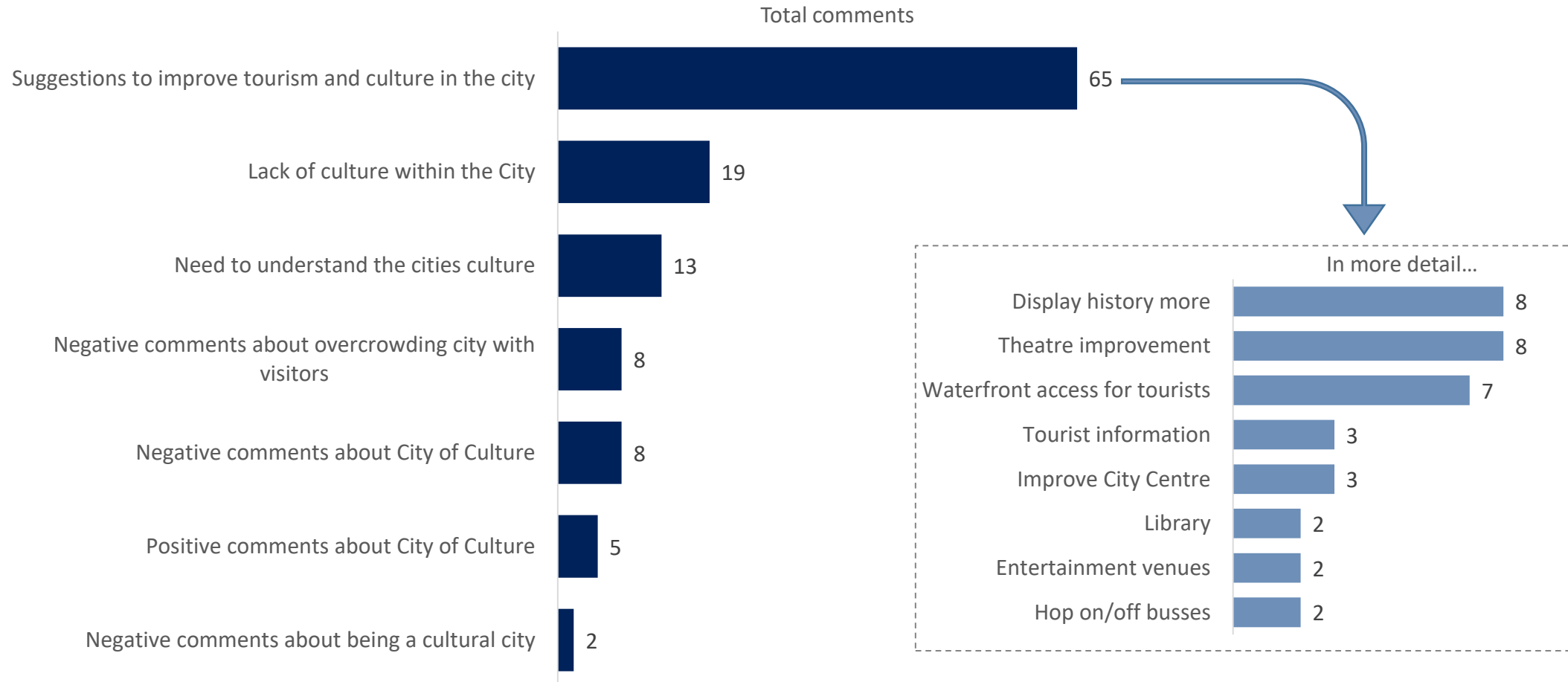
- The majority (**76%**) **agreed** with Southampton as a Cultural City; **9%** disagreed
- Respondents that agreed to the highest extent were those within the age range 18-34

* Small sample size – fewer than 100 respondents



Southampton as a Cultural City

A total of **96** respondents provided a comment specifically on this priority. The following graph shows the total number of respondents by each theme of comment. The subsequent slides summarise or quote the unique points and suggestions that were made.





Negative comments about City of Culture

- Southampton as a city of culture is a really stupid concept and an utter waste of money.*
- I did wonder if it might be better to go for city of culture in a years time when things have recovered more*
- The majority of residents of our city are not interested in culture. It is therefore difficult to see Southampton as a city of culture.*
- Prioritising looking after residents before City of Culture bid*
- Aspirations to become a city of culture make me laugh. Southampton Council is too busy being careful not to offend anyone it has neither the time nor the fortitude to make the city a place that people would want to spend time.*
- City of Culture is one such wasteful project because a focus on that means you will not be improving the City's infrastructure and helping those already living here to do better!*
- Stop wasting money and time on City of Culture. It's marketing and doesn't really benefit anyone but those you're giving our cash to!*
- S'ton is a cultural city and has been for many years, however I can't see how focussing on this will particularly help to grow the economy in any meaningful way.*
- There is no mention of how the city of culture bid and other cultural activities will engage with and support our varied minority communities. This is crucial to help address inequalities in the city.*

Positive comments about City of Culture

- One way to be an International City is be a UK city of culture*
- City of Culture bid is an exciting development*
- I hope that the City of Culture initiative will bring further investment in culture, not further cuts*
- Objective of becoming a city of culture is laudable.*
- I wish you every success in your bid to become city of culture in 2025*

Lack of culture within the City

- Local heritage and culture is however in desperate need of support.*
- We have many diverse cultures within the community, who seem to overall gel, but we have no real centre for culture.*
- Currently the city is not attractive to residents or visitors, despite our excellent location and historical interests*
- As we are, the city is faceless and seen more of somewhere to go as a base to visit other areas. The council are desperate to be seen as cultural yet make no focus or wider publicity of the walls, spitfire history etc and instead focus on the Titanic.*
- The city is not attractive to enough young and bright people who will help instil some cultural values.*
- The cultural quarter is a really missed opportunity. The loss of Nuffield is unforgivable. Independent music venues are closing.*
- The Cultural offering in Southampton has been very narrow in the last 10 years. If you aren't wealthy and left leaning you can't or don't want to engage with most of the Culture.*
- Desirable aims but I don't believe we are anywhere near it.*
- Number of beggars and rubbish around, history but looks very disconnected*
- A lot needs to be done and we certainly need to become much more proactive. So far, as a person who has been involved in promoting culture if has been a lonely experience.*



Need to understand the City's culture

City leaders are not in touch with diversity of residents, their backgrounds, culture or needs. This means it is unlikely the strategy will connect with residents.

Culture is very subjective - some may like skateboarding in the Guildhall Square, others prefer to see the historical side of the City.

Southampton does not currently embrace it's culture

When it comes to culture, many residents of Southampton think this is not something that's for them. It will be difficult to get everyone to feel involved.

I think local culture should be focussed on local peoples and communities.

Cultural city, you do not know the meaning of the word. Residents form lower socio economic backgrounds are part of a culture too a working class culture, but you do not mean that. Therefore you will continue to exclude us.

Culture can mean different things to different people

Culture needs to include less educated and financially capable residents.

The cultural aspect is much more than attracting visitors and investment...it is about the communities that are already their and about the city having a fitting and appropriate identity that resonates with them but is ALSO attractive to visitors and investors.

cultural city what we don't need is more bars restaurants and shops as most shopping areas are like ghost towns with the existing bars restaurants and shops closing at an alarming rate, Also we don't need any more student flats.

We need to make sure all voices are heard and that the cultural offer reflects the views of those who live here

Comments about overcrowding city with visitors

Would need transport facilities to avoid congestion and manage traffic in and out without too many holdups.

This is all very well, but with all port cities, the labour force all has to come in, thus our present traffic and parking problems.

The traffic would never move at all, Southampton is not London and was never built to cope, it is not managing with the amount of traffic now, so would never cope with a lot more

To aspire to these goals may change the make up and indeed increase congestion (people, transport) in Southampton.

Events should be spread out to help with access for all, making the most of existing opportunities and to avoid gridlock in areas such as the city centre, which are already congested.

That will just mean more lorries driving down The Avenue and Winchester Rd.

Global Gateway = ports larger and a passing through area. Millbrook suffers every bloody time, Millbrook gets it all dumped on us.

Please don't overcrowd our city. Southampton should remain fundamentally English.

Negative comments about being a Cultural City in general

strongly agree with the exception of 'cultural' relationships which should have a lower priority.

Not worried about culture,



Unique points and suggestions

Suggestions to improve tourism and culture in the city

Should offer open top hop-on busses from the docks

What happened to the balloon festival

Make use of historical and cultural assets

Increase the pull for visiting Theatres, Cinemas, restaurants both during the day and evening to replace this lost footfall. New local daily, weekly events that can bring people in.

Improve City Centre in general to welcome tourists and residents

Need a decent Central Library and supports original and innovative work in the theatre.

Southampton needs more entertainment venuesA big arena for concerts... shows etc

Access to the Waterfront for tourism purposes

More shops and air b&bs, hotels. which can accommodate business stays and visits of which will bring culture, tourism and business. Can make a city productive.

I think local tourism is a better goal to aim for rather than international tourism. Virtual international tourism should be encouraged by highlighting the effective and green local culture put in place by the previous comments.

Tourist information centre

Public toilets

Clean shopping streets

A good science/technology museum would be good

The two Nuffield theatres and the Mayflower theatre need support to survive the shutdowns and social distancing.

Fix bad parking, fix pot holes

Music in schools has taken a big hit over the last few years. Funding for music in schools has been steadily reduced. The funding for the youth orchestras has also reduced and they are struggling with the standards and numbers of pupils in them dropping. They need more encouragement.

Events should be spread out to help with access for all, making the most of existing opportunities and to avoid gridlock in areas such as the city centre, which are already congested.

Brand development and association will be key.

Free access to cultural events/venues

Should have big letters along Weston shore saying welcome and farewell as ships go up and down - nice visitor centre - flags and bunting making people feel they have arrived somewhere that wants them here

Getting the community to own being a living city and assisting in growing seeds to turn Southampton into the next garden of Babylon. Imagine if we turned all the city centre into a living city , it's something no other city has done, it makes us unique and a stand out city internationally. Cruise visitors would venture into the centre. We can get all of the city behind it with mass planting days , plant festivals etc. If every person is sent out seeds and asked to grow them , schools communities can all work towards and own the city transformation.

entertainment/hospitality for the general public would also attract a LOT of visitors

Massively improve access to & environment of our rivers

Get the theatres going again. Invite the national orchestras to come again.

More advertising of cultural events.

Outside leisure, crazy golf, zipwire, a maze a tree trail etc,

Preserving tat history both for local residents and for the attraction of tourists



Unique points and suggestions

Suggestions to improve tourism and culture in the city

<i>Food festival</i>
<i>Annual events showcasing rich history - perhaps take a look at similar historical cities around the country and use their ideas as a starting point? Take a look at the events put on by Tewkesbury city council.</i>
<i>Focus on the high value stuff, it's where the money is.</i>
<i>Covering in the Above Bar Area</i>
<i>More 'high art and culture of an international quality'. How about some city prizes for art/music/literature?</i>
<i>Foster local communities to do their own culture, which may also create local economic activity.</i>
<i>Providing us with an outdoor splash pool.</i>
<i>Showcase the diversity of its residents and preserve the cultural differences and the way those are expressed. Celebrate different events from around the world. Have more festivals.</i>
<i>I'd like to see improved signage for walkers and to encourage local pride on amenities eg at Peartree Green, Freemantle Park, Bitterne Manor Park, Lances Hill, Mayfield Park etc.</i>
<i>Sports centre to be utilised and extended with indoor facilities and a new football stadium.</i>
<i>Build a music venue to attract well know bands (acoustics and staging in the Guildhall are not good).</i>
<i>enabling and supporting local artist - giving them a platform to show what they can do, but buying one expensive piece of art for one space / room / NO. Helping and showing the world what the UK / Southampton can do absolutely, depending on "just" international taste no way that's not helping local communities.</i>

<i>Create a lido /spa wellness centre /water park as well as an ice rink!</i>
<i>Make more of links with USA and WW2 - trace a few relatives of senior figures in British and US armed forces based here and have an 80 year commemoration of D Day in 2024 - might get a few US tourists.</i>
<i>Southampton has the potential and should be the the Hydrogen City, attracting global interest and investment. The City Centre needs to be modern, green, free from street attached people (begging) and attract visitors and locals who are not attracted at present.</i>
<i>Focus on developing 'Smart Southampton'.</i>
<i>Public spaces need a makeover to make them more inviting.</i>
<i>We need pop-up shops, indoor markets, independent boutiques, small-scale cultural events (not just the big events in Guildhall Square) to bring the city centre back to life.</i>
<i>Co-create a cultural infrastructure strategy to prepare the city for the application to UK City of Culture and to inform future cultural investment.</i>
<i>Identified development opportunities to create a vibrant evening and night-time economy, with a review of the licensing restrictions in the Bedford Place/London Road and Cultural Quarter areas of the city</i>
<i>Support for the growth of diverse cultural spaces for all parts of the community.</i>
<i>Support for the integration of street art into the streetscape and public realm through funding obtained via section 106 agreements and CIL charges</i>
<i>Any cultural investment needs to be truly committed and not half hearted as it is currently. It would also need to be advertised widely.</i>

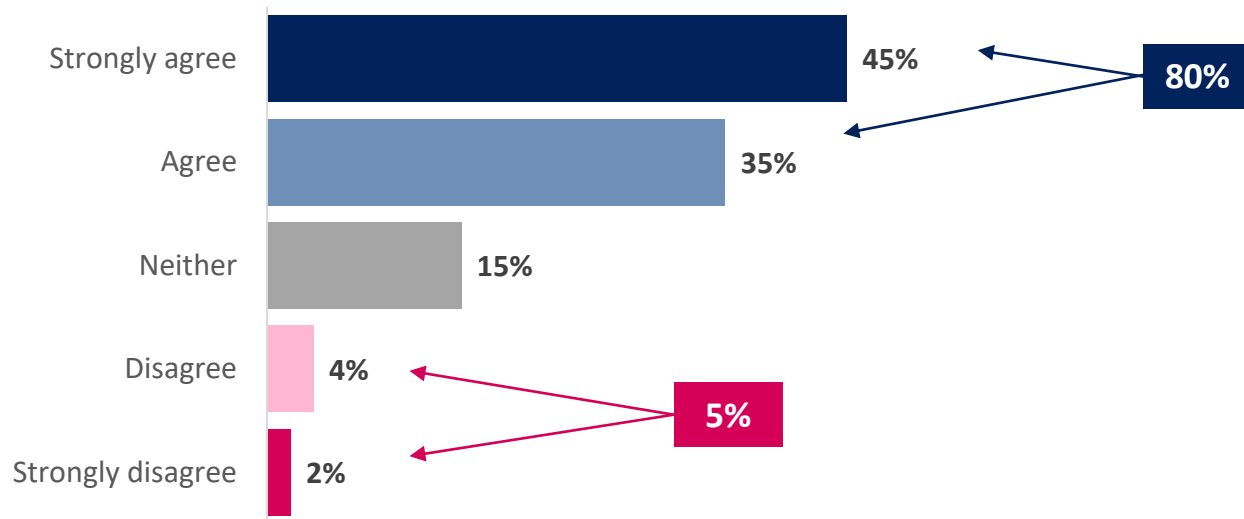


Question:

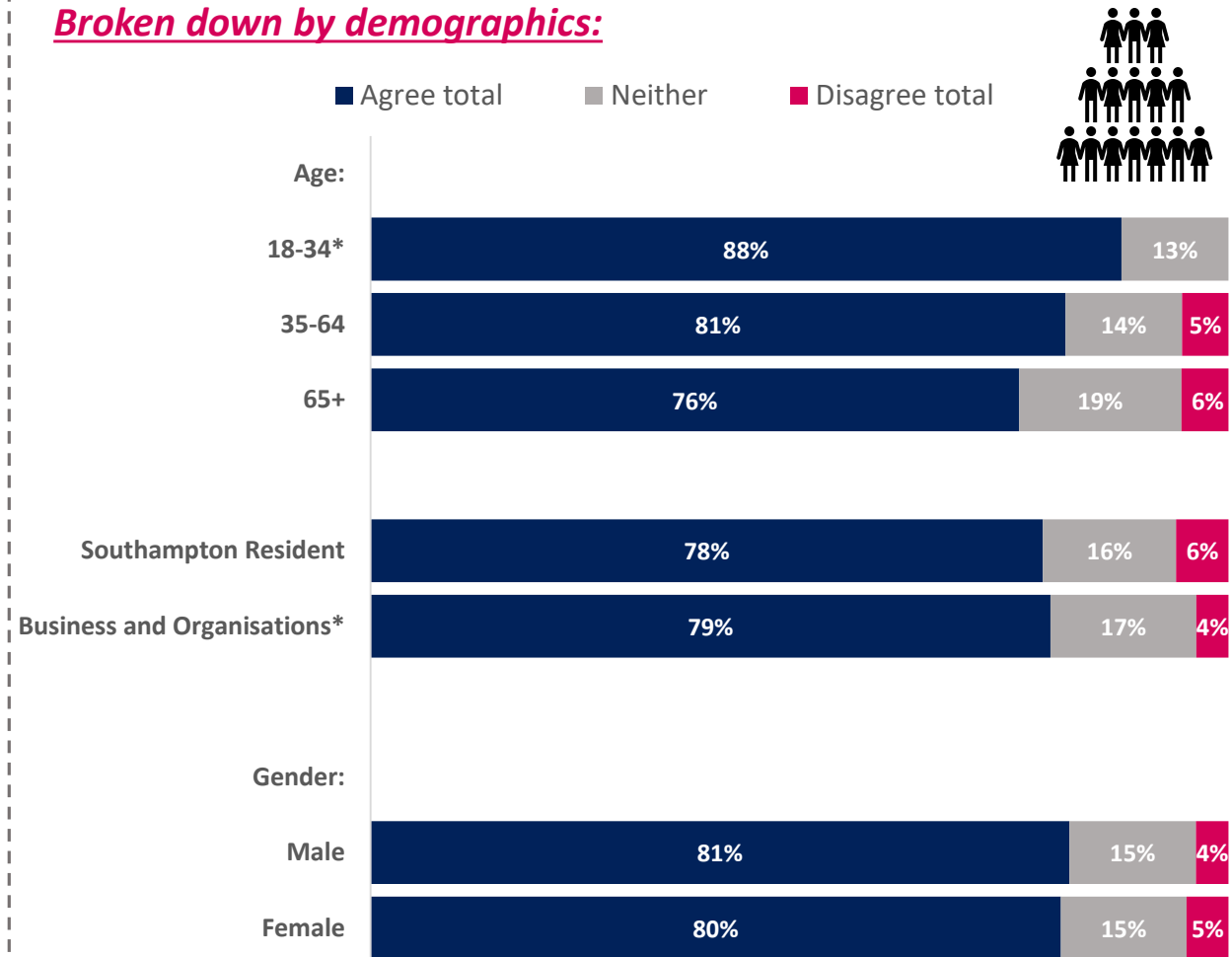
To what extent do you agree or disagree with the focus points we have detailed?

“Strengthening international relationships”

Overall:



Broken down by demographics:



Key findings:

- The majority (**80%**) agreed with Strengthening international relationships; **5%** disagreed
- Respondents that agreed to the highest extent were those within the age range 18-34
- Respondents that agreed to the lowest extent (**76%**) were those within the age range 65+

* Small sample size – fewer than 100 respondents



Strengthening International Relationships

A total of **28** respondents provided a comment specifically on this priority. The following graph shows the total number of respondents by each theme of comment. The subsequent slides summarise or quote the unique points and suggestions that were made.





Unique points and suggestions

Positive comments about international relations

With such an important research university in the city, it's importantly that the city is highly regarded and a focal point.

International relationships is vital to the development of the City and UK as a whole, especially following Brexit.

GREAT AGAIN A BIT OBVIOUS THOUGH GIVEN THAT WE ARE THE MAIN SOUTHERN PORT TO EUROPE.

definitely agree that we need to build stronger international research links.

It is good to focus on international relationships as a big port

Negative comments about international relations

I'm not sure whether I really want Southampton to be really "international".

The stuff about the miami partnership in the draft report just seemed a bit pointless to me. The UK is going to play a small role on the international scene in the coming years, and that's no bad thing; as a nation we live well beyond our sustainable level, as our private and public debt attest. I don't see how these global/international aspirations are wise priorities when we are facing a major economic contraction and probably a decade-long recession.

Globalisation has devastated people's lively-hoods so international links are not a priority for me. Being an international city is less important for me than building stronger communities...International links too often mean corporate companies moving in, paying low wages and transferring profit out of the city.

The reasoning behind 'International city' is focused on through-put of goods and people, not on the wellbeing of the local residents.

About the only thing we have in common with Miami is a drug problem. Ludicrous comparison. Southampton is currently seen as chav central by most observers. You have a journey to turn it into Vienna.

Suggestions surrounding international relations

I hope that does not mean large corporate structures who come into the City and buy up large amounts of housing, building plots and promise much and in the end do not live up to the promise.

Council and businesses should be encouraging the teaching/learning of foreign languages in schools from primary onwards.

We should rejoin the EU

If the focus is Green and Digital, then Southampton needs to become an international lead in these spheres and it will then become an international city.

Not just international relationships, but improving on those within the uK, such as with Portsmouth, Winchester, etc. Doing things jointly.

International relations will come naturally if you fix the other problems and cannot be forced.

Very targeted international relationships will be key

Currently we need to cultivate international links as we seem to be losing status in the world

Through the port and universities, the city is already international, but the city does not truly capitalise on those assets. It should.

Some of the aspirations about global presence and international recognition might need to be abandoned, and I don't think that's a great loss.

Encourage more cross border exchanges at all levels of education. Have uni students work on building a boat to cross the channel every year or something. From both sides I mean. Not competition for competitions sake, but one that builds practical skills. Be wary of joint chinese r and d. My advice, prioritize exchange with the Norwegians, danes, dutch, french and Portuguese. They are our closest neighbours, that have the most to gain from exploitation of sea resources.

How about a link with a Polish city like say Gdansk given the large Polish community here?

Language teaching should be supported, BAME advice centre etc. not just lip service

University to be enhanced to be world class.

Maybe better to model on other cities eg Bristol or Manchester

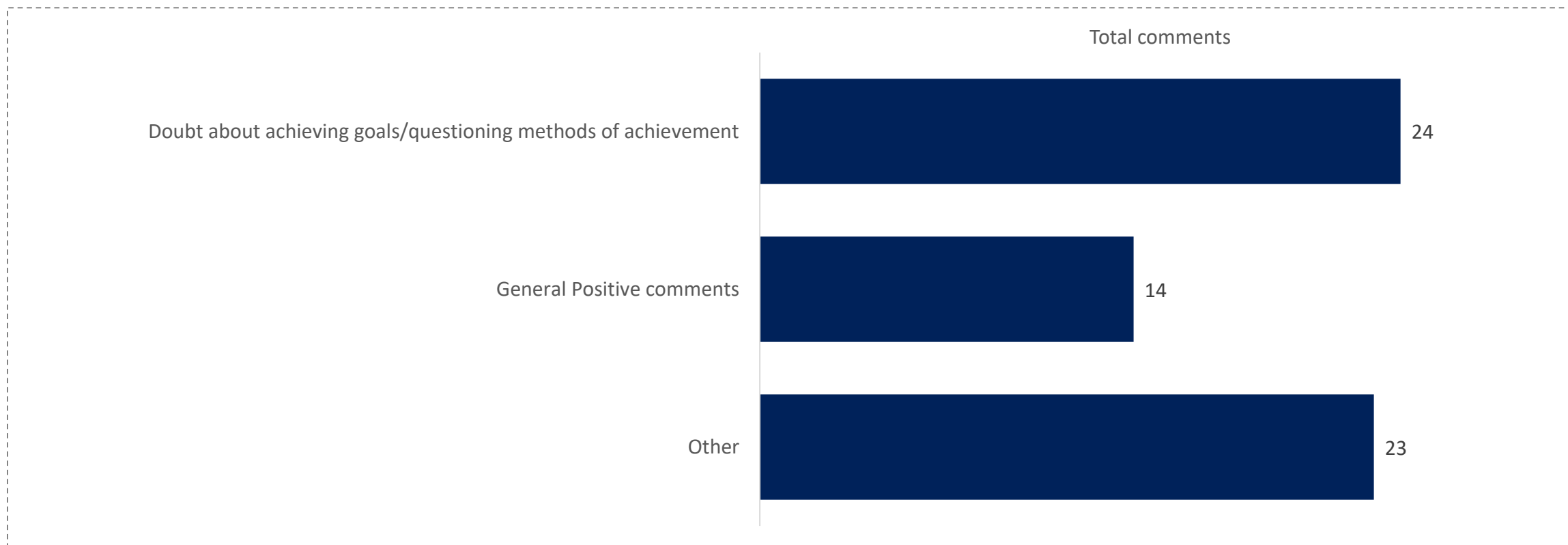
Intrnational relationships should not be focussed on the Cruise Industry and on flying

Focus on HE & FE as a contributor to local growth hubs and startups



Overall - Growing an International City

A total of **58** respondents provided a comment on the overall section. The following graph shows the total number of respondents by each theme of comment. The subsequent slides summarise or quote the unique points and suggestions that were made.





Unique points and suggestions

Doubt about achieving goals/questioning methods of achievement

<i>How? How? How are you are to spend our money I would prefer to know how before you commit to anything expensive. There needs to be far more transparency with future plans.</i>
<i>Will the desire to be a global gateway and to be recognised as an international city be counter productive and change the very fabric and culture of Southampton?</i>
<i>Concerns about Brexit and growing and growing an international city</i>
<i>International Relationships - again what role SCC has here and what this actually means is unclear.</i>
<i>I dont understand enough to know whether making Southampton more a global gateway would have a positive or negative effect on the city.The same could be said for strenghtening international relationships. Saying that we will attract new investment into the UK is too vague. It all depends what the investments are in. Are they ethical investments? Are they good for the environment?</i>
<i>Will you use any marketing research to obtain public insight in to what the Southampton people want to see in their city?</i>
<i>We constantly hear this sort of rhetoric but rarely see much improvement!</i>

<i>Concerns about not meeting the goals</i>
<i>So you're want to tax local people and businessses to make the grand view you have, are you completely sure you're right?</i>
<i>Does this mean financial incentives for basing new businesses here for example, or building additional large ship capacity with some council subsidy?</i>
<i>Be more elaborative on the bid to become UK City of Culture 2025.</i>
<i>Questions surrounding how these aims will be acheived</i>
<i>These are the same aspirations which have been articulated for nearly 20 years.</i>
<i>Very dubious about benefits of free ports</i>
<i>In what way does a partnership with Miami benefit the city</i>
<i>Twinning links proved not to be economically productive and were gradually faded out in favour of less formal links with cities with similar aspirations to Southampton's. It is therefore incorrect to refer to 'Twinning' in this section. We were never twinned with Trieste or the other cities or regions referred to.</i>
<i>Questions about whether residents and the city will benefit from the Freeport</i>
<i>What does it mean to be an international city? We are already international with over 140 languages spoken in the city and links and connections to many hundreds of places around the world.</i>

General positive comments

<i>Benefits to the local economy</i>
<i>Southampton used be the gateway to the UK. It would be nice to get that back. There is a lot of achievement and investments you are proposing to attract, you will have plenty of empty property to try and attract various international research and innovation partners because the residents of the city will as mentioned be shopping out of town.</i>
<i>The focus described here can only be beneficial in the long term.</i>
<i>These are realistic objectives and will attract business and leisure investment.</i>
<i>Southampton is a multi cultural City that thrives despite its inequalities. Craig David attended Bellemoor School for Boys and has become an International Superstar.</i>



Other

This will be a new beginning. A lot depends on creating the right amiable social atmosphere. Not a false short term.

We have had a lot of change of ownership over decades and I am not too sure they want to commit to these goals later on? But I have a deep suspicion of all things corporate so long a MBAs still seem to be the qualification for a job, I think many other qualities need to be looked at along with these perhaps? Some personal and corporate integrity needs to transparent and not just about making them lots of money, this year should have taught some that greed needs to be balanced, eg ' no one human being should go hungry.' Good luck with that one. but I hope that does not mean large corporate structures who come into the City and buy up large amounts

The international stuff is beyond local control. it will happen (to us) or not and will bring benefits and disbenefits.

the only thing going for us is the ships and docks

I have always voted on Labour to look after the needs of the city but in the last 5 years i feel that they are making the city a no go area with developments that are " more of the same"Student flats more restaurants shops cinemas and maybe more casino,s.....

Unless this is not based on the sacrifice from the living environment.

We want to increase culture but can barely keep our existing venues alive pre-Covid. Again this is due to external market pressures.

I REMEMBER THE NONSENSE WE WERE FED WHEN YOU WERE TALKING ABOUT THE GUILD HALL SQUARE WHICH SERVES NO PURPOSE .

Seems a waste of council money which could be better spent elsewhere.

We are in the process of becoming independent.

Not sure what's meant by international relationships but what culture we getting a few museums and food places like Chinese food cartibeian food etc. Great boring

I came to Southampton 40 years ago to access education and employment opportunities for which I have always been grateful. I consider Southampton to be my spiritual home.

The Cruise liner opportunities and airport improvements should be part off

This is boring now - same issue. Lots of words

The city is becoming global with the cruise industry (granted Covid has pasued this)



Other

I think support for the local economy is paramount and the one thing I think will support this much more than anything else is a Southampton based currency. I think this is somewhat incongruous with an international focus and

You need to examine what you mean when you say build on our position.

Wouldn't other cities be trying to achieve these goals? Perhaps a multilateral approach.

The thing I like most about Southampton is how easy it is to get out of it! I agree that Southampton is a global gateway, it always has been, and that's all it ever will be unless the council takes steps to make it a destination!

, maybe all these things sepot does through a successful marketing and now considering my situation, not everyone on this globe knows English perfectly, many can speak conversational but do not understand correctly when a English speaks, for those who miss the tourist I think that the Romanian language could be in the same way in certain flags or those leaflets in different cultural locations that are beautiful and visited by everyone of all social and age categories. I think I'm subjective

We are a wealth generator for people who don't live here: people come through the city and generate funds for cruise operators and (if they are going abroad) other countries.

Truly sustainable cities have the principle embedded in the DNA. We need to achieve the same level of identity by creating an environment that nurtures the same cultural values.

We are a key part of the logistics supply chain servicing UK businesses right across the UK. We are one of the UK's principal maritime gateways to the world; home to the UK's second largest container terminal, one of the country's largest automotive receiving hubs and, of course, the home of UK cruise activity. We are the UK's biggest export port with over £71 billion of goods handled through the Port every year of which £40 billion accounts for export volumes...There are four dedicated rail terminals with up to 30 trains using the terminals every day reducing the number of road movements by more than 500,000 every year. Southampton is a critical stopping point on the world's busiest trade route from Shanghai to Rotterdam and able to handle the largest container vessels afloat (>22,000 TEU). The Port handles more than 2.0 million TEUs through its container terminal operated by DP World with the proportion of containers handled by rail approaching 40%. In 2020, the Department for Transport announced a grant of £17 million so that freight trains running to the Port can be increased in length from 520m to 775m. The Port is a gateway to global markets for the automotive industry. Southampton handles around 850,000 vehicles each year; handling all sizes of vessel and Roll On-Roll Off (Ro-Ro) cargoes. Around 20% of export vehicles arrive at the Port via rail. Southampton is also the largest turnaround cruise port in Europe welcoming over 2.1 million passengers on 500 cruise ships in 2019.



Overall Policy





Overall Draft Policy

Have you read the proposed draft policy?

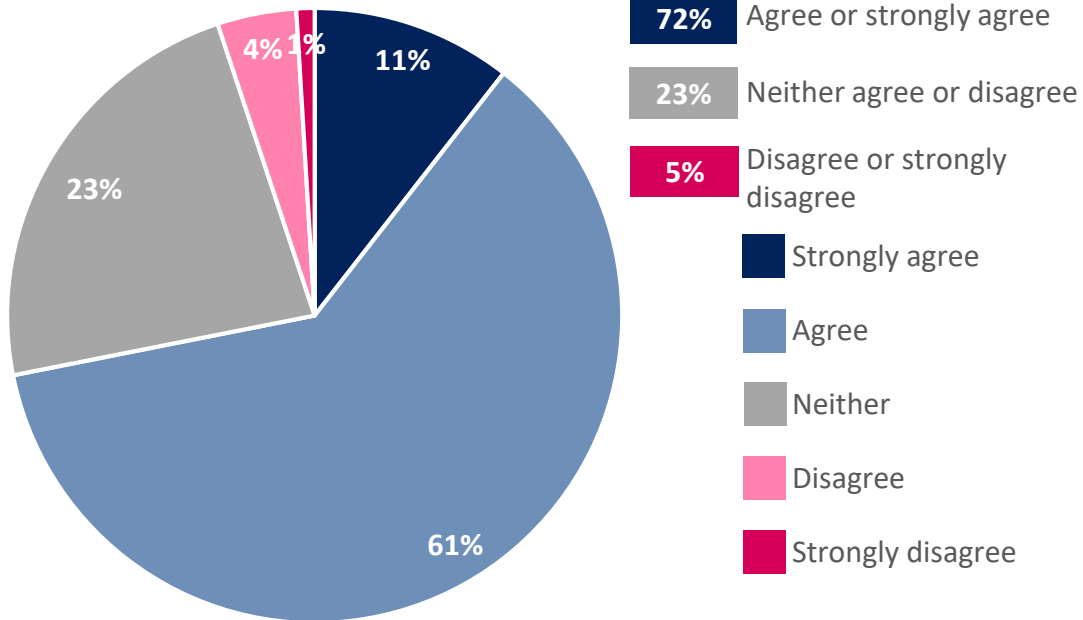
29% Yes, all of it

43% Yes, some of it

28% No

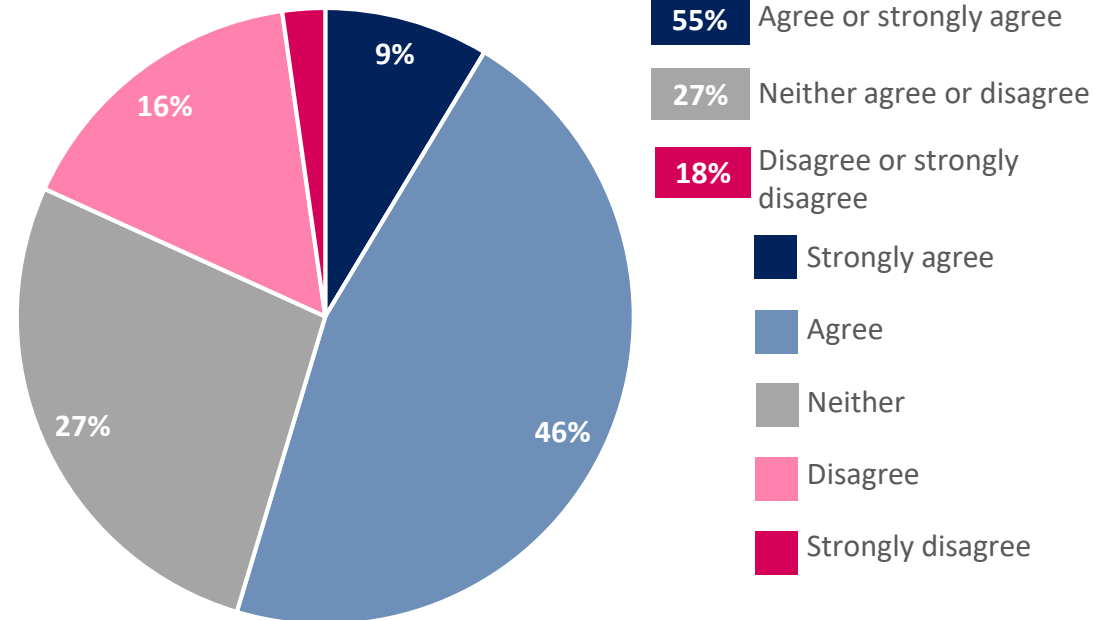
If you have read the proposed policy, to what extent do you agree or disagree with the following statements?

The draft policy is easy to understand



Base respondents: 313

The draft policy provides sufficient information

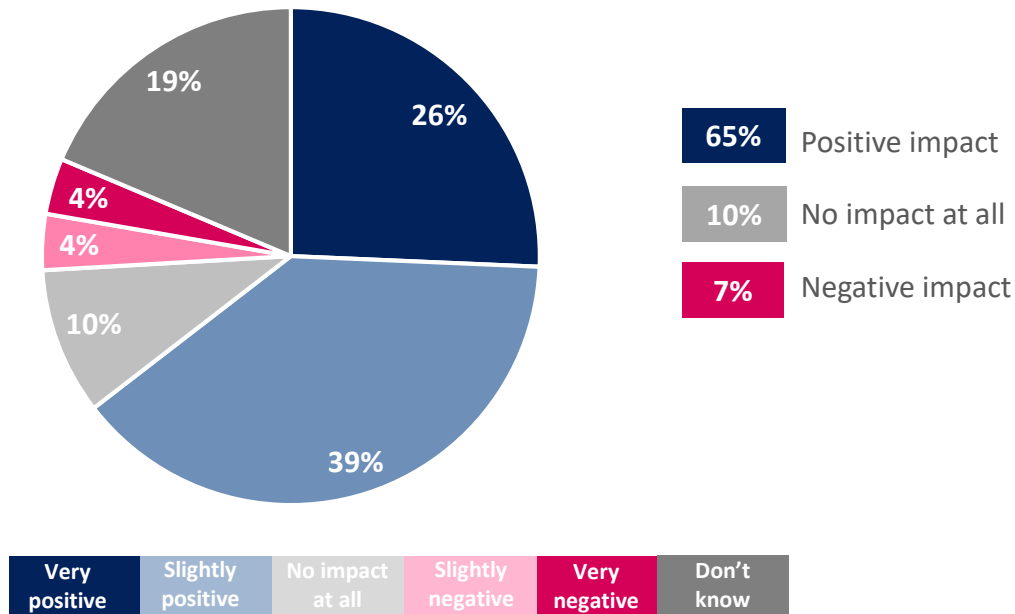


Base respondents: 313



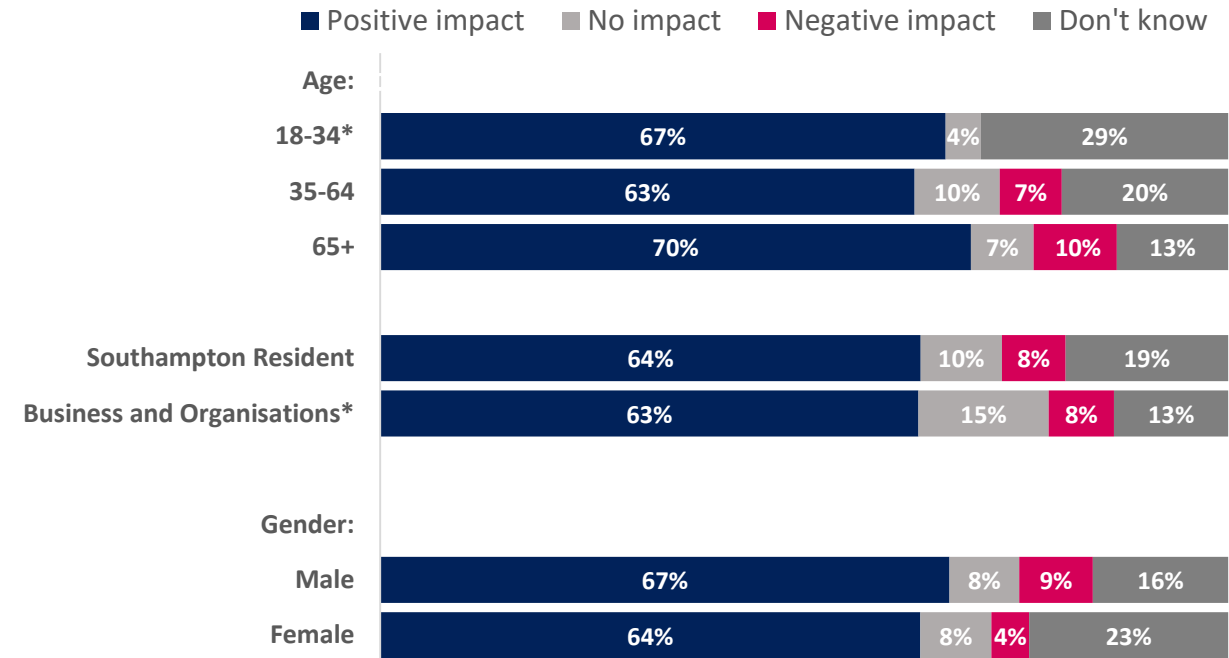
Question: If the draft strategy was to be implemented, what impact do you feel this may have on you, your business or the wider community?

Overall:



Base respondents: 440

Broken down by demographics:



* Small sample size – fewer than 100 respondents

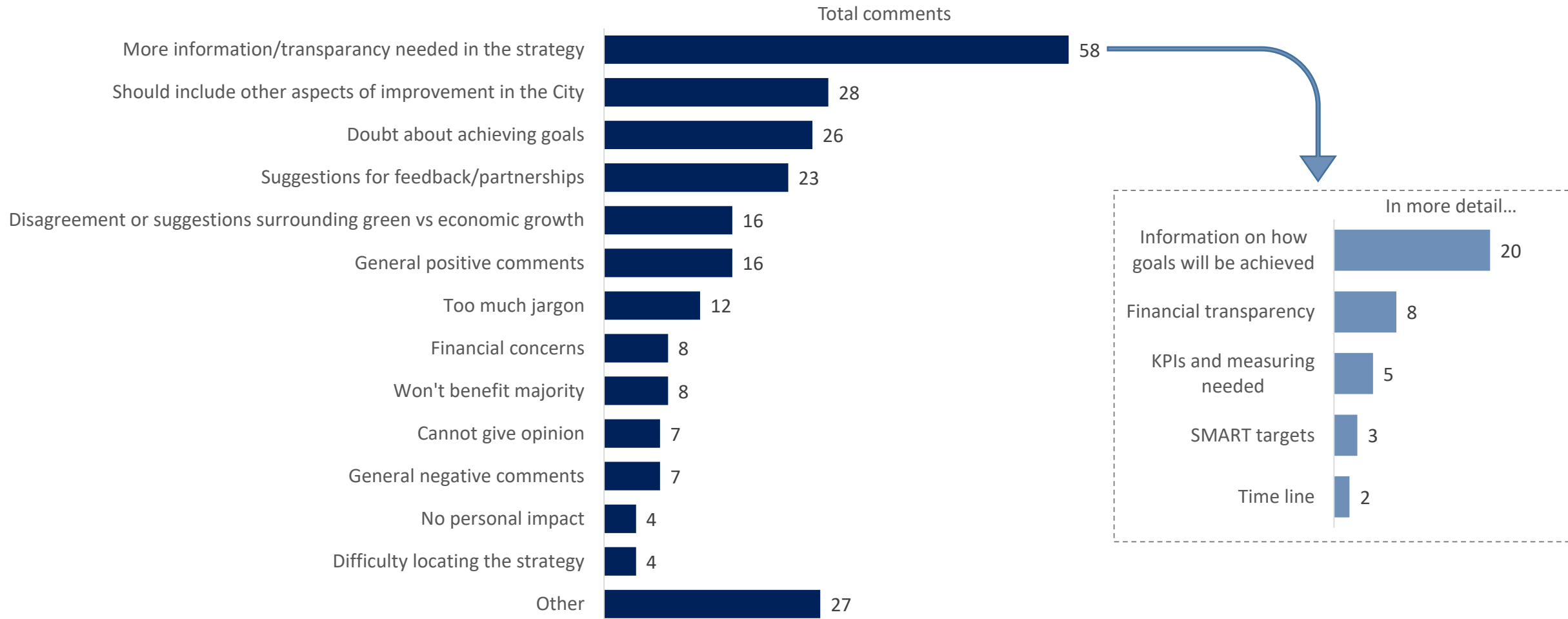
Key findings:

- The majority of respondents (**65%**) feel that the draft strategy will have a positive impact on themselves, their business or their wider community.
- The respondents that feel positive to the highest extent are those within the 65+ age category.



Overall Draft Strategy

A total of **154** respondents commented on **parts of the draft strategy they did not understand, anymore information needed, comments, impacts, suggestions or alternatives**. The subsequent slides summarise or quote the unique points and suggestions that were made.





More information/transparency needed in the strategy

Fine words need to be backed up with an action plan with SMART targets.

Where is the accountability?

Diagram in "Healthier" section other diagrams are glossy but not very helpful/ Provides very little concrete information. No information on staff numbers and time allocated to various initiatives Depends on the practical aspects of the initiatives

Whilst we agree with Growth Strategy our observations are it does not include a clear plan/ roadmap to take the 10,000 people living in 16,000 Social Housing properties out of Fuel Poverty.

Detailed transport proposals would be great, and more detail on the proposed new opportunities for young people

I would have liked more info on green spaces eg per capita amount of green/open space & how this will be affected by business & housing growth. Info on city size is given in Km2 & on parks/open space in hectares making it difficult to compare.

The learnings from our current pandemic also need detailed analysis. The proposed strategy needs to be properly framed by the UN Sustainable Development Goals and other local and regional policies including Green City Action Plan, City of Culture, Green City Charter, the Local Plan (currently being updated), current budget, the planning context as well as Solent 2050 Vision and Future of Work programme. Other cities are in the process of using "doughnut economics" to frame their cities' aspirations in terms of what a thriving city of thriving people looks like - using the Sustainable Development Goals and planetary boundaries to examine ways forward. This could result in a more coherent picture of decision making, with a clear explanation of how sustainability will be achieved, particularly in relation to planning and development decisions.

There are inconsistencies/inaccuracies in the document -eg statistics on port size on pp 5 and 6.

A stronger emphasis on the green - make more of the carbon neutral by 2030. It can be missed as such a short sentence but it's pretty huge.

I would be looking for real life examples to illustrate how the principles could be implemented in practice

There is no mention of how the city of culture bid and other cultural activities will engage with and support our varied minority communities. This is crucial to help address inequalities in the city.

could there be a one or two-year business plan for the first two years of implementation? could this include more specific, practical actions - costed and timebound? the challenges of time and money would surely focus minds as to what is truly achievable.

I dont think the draft strategy is bold enough in its amitions in a post COVID world. It needs a greater vision regarding our place in a green City of the future.

There are certain aspects assigning economic value to aspects of a sustainable city that deliver multiple benefits to society like clean air and green infrastructure. We should recognise this. Please include some examples of good practice from around the world to show what a sustainable could look like and what it's citizens could expect

Write a compelling Foreword.

needs overall vision.

The logic model from the deliverables to outcomes is not entirely clear and so support might be hard to ensure but early review and monitoring should show if outcomes are being met.

I feel that is should be laid out possibly in districts so that readers can get a feel of what the plans are for their area, there is and always has been and East/ West split in the city.



Draft Strategy – unique points and suggestions

More information/transparency needed in the strategy

<i>Time line</i>
<i>Specific proposals and outlining how aims will be met</i>
<i>The strategy needs to be prioritized. After every single focus point, you need to explain how the average citizen would benefit. The council tax payer must understand how and why his money is being spent on each item and how it will benefit him directly.</i>
<i>Need KPIs, milestones, or how benefits will be measured.</i>
<i>Information about how to make a greener city and to get others, residents etc involved and understand how to make where we live a productive and greener city. And also have a want to improve our city.</i>
<i>What are you not going to do and why maybe good for example you are not going to ignore the car problem or improve access for all cars why, it is the right thing to do but addressing why not is a great idea</i>
<i>Guide to where more information/data on topics can be found</i>
<i>Confusing references to the largest port in UK, third largest port in UK, largest export port by weight. Clarify and simplify this.</i>

<i>What are your plans for waste management? For recycling? For transport? For import/export? For tourism? For reducing the ridiculous polluting cruise ships? For childcare? For healthcare? For joined up strategies? I am appalled at the lack of clarity the next ten years of strategy planning had been done.</i>
<i>It is important to look at all the issues of health, green transport, reducing inequalities and creating new opportunities holistically. As the pandemic has shown, society as a whole suffers if one of these is neglected.</i>
<i>it does not take key issues - trends and finance, for example - into account</i>
<i>More consideration needs to go into how public money is spent in order to support this</i>
<i>What are your measureable successes this year? Finally getting card payments on the toll bridge? Despite not being able to explain why the toll is still necessary. If you start shouting about your concrete measurable successes and build on those well?</i>
<i>Not clear as to what the money is being spent on</i>
<i>You have watered everything down to much that no one can see what the vision is. Get a big idea that everyone can get behind and then everything else you want will fit in behind it</i>

Should include other aspects of improvement in the City

<i>It does not address the ground roots of why Southampton is run down</i>
<i>There was no information on what local people wanted. There was no research into the changing patterns of local employment, specifically if the recent unprecedented growth in micro-businesses was real or enforced self-employment, or if real what these businesses are like and what they needed to develop to their full potential. Universities need this to work if they are to continue to attract the international students.</i>
<i>I would like to feel safe in the city, which doesn't happen. You want to turn the city into a hub, a cultural, diverse and inviting place to visit? Get rid of the damned drug addicts</i>
<i>An overall vision for the city and determined effort to clean the whole city.</i>
<i>This city has for years provided poor education for its residents. Tomorrows taxpayers are today's key stage one's yet so far in this economic / draft report, education has not been raised. Abandon the idea of having a separate education department. Allow HCC to administer Southampton in the same way it does with Winchester, which by the way has the following: Westgate, Kings, and Peter Symonds within it's city boundary.</i>
<i>In fact, the strategy does not mention at all Southampton's poor air quality, which must urgently be improved as it contributes to severe Covid-19 and other respiratory illnesses.</i>
<i>There seems to be little understanding of 'mega' trends and how these will impact on the lives of people, places and businesses. What has happened with any foresight or horizon scanning exercise? how robust is the evidence base? These are big questions that need to be addressed.</i>
<i>Don't ignore the Southampton club/gig/nightlife scene.</i>



Should include other aspects of improvement in the City

Clean energy generation and universally available music tuition are the main additional points I would make.

Focus on improving air pollution

Maybe more should be included about identity/ culture/ unique place making/ enhancing

I'd like to see more explicit focus on young people and well-being.

There are issues with graffiti, public areas having litter and use of stolen mopeds that are a priority over aspirations to become an international city

All of the city would benefit from stronger local centres with investment in services/opportunities for local people

There is a lack of mention of greening of the city - green open spaces in particular.

A truly sustainable economy cannot be based on "growth". The report should start from the premise of the the declaration of a climate emergency by the Council, the adoption of the Green City Charter and Action Plan and really build this into the strategy. There is no mention of how we will build back better post Covid.

Perhaps SCC should be "facilitating" its residents and local businesses to deliver it, using novel methods of engagement and co-production. For example, some cities have set up an Office of Civic Imagination which facilitates engagement across the community and helps people express their ideas and aspirations for the place they live in.

A little more emphasis on building community at a people level would be good. Community and people comes up a lot, but it feels very economically/business focussed - the non-professional side doesn't really appear despite the fact that around half of the input we all put into our city and community is non-professional.

I'd prefer to see the primary focused to be to see quality of life improvement to be the primary focus, rather than growth...Perhaps it should be a "Strategy for Sustainable Economic Development and Quality of Life".

Please make mental health central to supporting our residents.

I would support Southampton following 'the Preston model' to help build community wealth, including progressive procurement.

With so many people sleeping in doorways, begging and causing a nuisance, tearing down our heritage buildings and putting up housing monstrosities... How can we possibly call ourselves a global gateway, cultural city etc

the importance of social enterprise to sustainable growth was not acknowledged.

When you provide excellent service across all your BASIC responsibilities, then ask what else people need and do that.

Need a less fragmented approach and innovative approach like Portsmouth.





Draft Strategy – unique points and suggestions

Doubt about achieving goals

Our we told everything or will you change the strategy later on

I would like to say positive but the implementation of plans in reality is never easy.

If you really achieved all of your very ambitious aims it would be marvellous but currently the city is a mess so I have little faith in your ability to deliver.

Are all the strategies realistic? Fewer achievable goals to concentrate on may be better

. i think the intent of these aims are valid but i think the other goals, and in particular the green skills piece, need further shaping to achieve them. the proposal is currently trying to be all things to all people and maybe focusing on one key theme, like green skills, would galvanise the energy and enthusiasm of stakeholders to engage and support

Is it full of aspiration? Or something concrete?

Good words need to translate into action.

You are not serious about any of the things in the document, as demonstrated by your actions during the COVID summer...I can therefore conclude that the plan will have no impact whatsoever. You cannot force any of the things you have written about in the document, they will come naturally if you try to create a quality city. Most young, bright, educated people do not see the virtue in driving around the UKs 3rd most densely populated urban area, and they would be right. The same people will not want to move to our motoring hellscape city with no bike lanes and minimal public transport.

Doubts about the implementation of the plans

The Council has access to millions of pounds to implement this plan and I don't think the way you will measure 'success' in each area will indicate success at all. Social gains and cultural gains and what I consider to be gains in moral terms, are not quantitatively measurable. Qualitative measures are a fudge.

most of it is apple pie and mom stuff

Hot air and hogwash - just do whatever you like and tell us you had a good response from you questionnaire.

I just think it's going to be difficult to achieve much, and some goals might need to be scaled back.

It doesn't really say much - just bright ideas and sound bites with no substance or detail. Pretty meaningless to be fair

No point in these consultations as they aren't genuine and Council already going to do what it plans to, and just use this to imply support!

I have watched Southampton Council spout all this LaLaLa over the last 40 years, and very little has changed apart from worse traffic flow, the same old ghettos, blocks of flats which look more like prison barracks, and ever more people crammed into the City so you can gain more revenue.



Draft Strategy – unique points and suggestions

Too much jargon

There is some very exclusive language in this strategy. It is unlikely to be read as an accessible document to many

The introduction is full of woolly management-speak jargon and nearly sent me to sleep. Rewrite it in plain English, especially the first few pages

I think this was very waffly and wordy...I think it is an important strategy but it should be shorter and may be bullet pointed to summarise?

Too much waffly management speak and terms people don't understand.

Does not encourage readers to go through the whole document because of jargon

I must admit, I read it quickly but there were some terms I didn't understand (PwC, PVA).

I would not have recommended this for use with my students. it was too long and too wordy, and even the executive summary was not that clear.

I think you should spell out some acronyms like IMD and GVA.

Its a bloody nightmare scrolling through this and working out what it means. I wanted to discuss it with my son and get his opinions, but the thought of dragging through all the strategy speak and working out what it might mean and then trying to translate it for a 16 year old is daunting. Shame, because his generation has great ideas.

General positive comments

I am pleased to see a focus on green strategy and being carbon neutral.

Having a much improved city would be great to visit. Also Increases wealth and happiness in living & wellbeing. We have everything here already (forgot we have the football ground as well) and making a greener domain, could be very productive. Having an open space hub, domain with shops, business centres, hotels with travel access to the city could bring many cultures and wealth.

This is a comprehensive draft strategy with los of exciting and innovative developments. Let's see it implemented.

It would make Southampton an interesting and pleasant place to live in.

the longer term benefit should be a more thriving destination city

I can see it positively impacting businesses and the wider community if more people have good work and prosperity,

With the experiences of the Covid-19 pandemic still affecting our lives, it is absolutely the right time to focus on the future and our ability as a City to plan our collective futures.

Good graphics and great data on the City- very easy to read. However it feels like this is almost the finished version of the strategy and that it is planned already. It is also very similar to other post-covid recovery plans for example, the West of England Combined Authority's, Heart of the SW LEP, Bristol City Council. I look forward to a totally revived UK by 2030! Green recovery, levelling up, carbon neutral with increased digitalisation.

Difficulty locating the strategy

Unsure where to find the strategy

Their was no link to the draft strategy in the email, did click on cabinet papers link from another link in the email but didn't find any draft strategy.

General negative comments

Southampton is being bought to its knees by policies that quite honestly are nonsense.

In 'normal times' I feel that strategy could have a positive impact, given the current situation if the strategy was implemented it'd have little to no impact. This is obviously nothing to do with the strategy, and purely down to circumstance.

One of the fundamental weaknesses with this strategy is that it is more of a marketing tool rather than based on an understanding of the global economy and the trends in the labour market.

I feel too much of the plan focuses on things that are out of the grasp of the city council. It is naive in many ways.

I don't accept the green narrative

Cannot give opinion

I don't feel qualified enough to make a sound judgement.

Have not read enough to answer fully



Draft Strategy – unique points and suggestions

Won't benefit majority

Growth should benefit all. Not the few.

you are only interested in the minority of people in this city.

No significant positive impact for citizens of Southampton.

Green ideas for the city must be phased in and not pushed onto the city residents. If the changes are done with the approval of the majority it will go smoothly. At the moment I feel what is happening are the views of a minority for the benefit of a vocal minority... We feel a 'fairer and healthier economy' will be to push the views of activists who have their own agenda and not reflect or care for the views of the majority.

Consider local residents more, consider the working class people who live here, their homes, their needs, not just the needs of business.

How does any of what is in the plan help me, my family, my neighbours and local businesses? Given these millions, have you considered giving money to families to improve their own circumstances? Poor mental health and poor job prospects are often a result of having no access to money for anything more than surviving.

I fear what will happen is that the plan will end up becoming something that gets outsourced...as a whole it will again be disconnected and implemented as a series of individual plans and developments that will not be in line with the rest. This will benefit the developers and consultants involved most of whom will not live in the city at all!

Where do you find all these so called experts who are decimating our town so much that I hardly recognise it. Are you going to leave any of the Southampton we knew and loved.

Financial concerns

With all these proposed works frites me wondering just how much more the council taxes will rise.

Stop wasting money!

I hope that central government recognises the importance of the planned initiatives, and that they are likely to save money in the long term... it is hard to imagine that this plan can be successfully implemented without additional funding from central government. It is important that this is provided.

You expect the citizens and local busniesses to pay for all of this but in effect you are just selling livelihoods to the likes of Amazon and big chain busnessses, local people will not be able to compete with the yoke of the tax you take for your idea of how Southampton should be.

I suspect that all this "Green Growth Strategy" will achieve is a LOT of public money spent on pet projects which make hardly any difference in real terms

The problem in Southampton is not enough investment for the kind of initiatives needed the council needs to attract much more money to make an impact.

The ideas sound good in principle but will only work with serious investment. The local council (whether led by Tory or Labour) has implemented financial cuts imposed by Central Government.

No personal impact

I am retired...there is nothing in the draft strategy which will improve my quality of life in the city, or encourage me to spend time within the city boundaries.

as an older resident, there's not really anything for me or my local community

No impact at all as a retired social housing tenant living on a state pension but for the future and for people of working age and younger who knows?

I don't think it will have any impact on me, unless you start forcing me to buy an unsuitable vehicle for travelling to/from work. If that happens I may have to look for a new house!



Disagreements or suggestions surrounding green vs economic growth

It is imperative that strengthening Southampton's position as a global gateway and international trading city can be achieved without compromising green initiatives.

Carbon neutrality and 'building more homes and businesses' does not go hand in hand.

To read the following statement in a so-called Green plan beggars belief: "by 2035 [Southampton port] could be handling 95% more cruise passengers, 63% more containers and over 100% more automotive exports" (Green City Plan, p25) To plan for such increases is economic and environmental illiteracy.

The strategy cannot be green and economic. It can only be one or the other. If green was economic, everyone would already be doing it! You can only focus on these issues after the infrastructure is sorted.

Economic growth is important, but not at the expense of peoples health.

Don't over focus on green at the cost of real development initiatives.

Considering that this is the economic and green growth strategy, it is very light on green matters

Key indicators focus too much on economic growth and not enough on green growth.

If the cost of improving our international reputation, relationships and trade is increasing emissions, then I doubt this can be achieved without compromising the ambition to be carbon neutral by 2030. The omission of any details about parks, green spaces and local travel suggests that the focus is on economic growth rather than green issues.

I'm not against green development and carbon neutrality, but would like to know how you intend to achieve this without banning fossil fuel vehicles and penalising the inhabitants of the city who work and pay taxes which go towards running the City.

Southampton City Council needs to be really clear what is meant by a sustainable economy, as one that has growth as an aim is NOT a sustainable one. The title of the Strategy 'Green Growth' is an oxymoron and needs to be re-examined.

Overall, the strategy appears to prioritise growth, albeit 'green growth', without reconciling the conflicts between increasing sustainability and the carbon neutral target on the one hand, and an increase in personal car journeys during the pandemic.



Draft Strategy – unique points and suggestions

Suggestions for feedback/partnerships

Should the Strategy be a Southampton Connect document rather than a SCC document? This is about 'hearts, minds, ownership and commitment' to ensure that the Vision is realised. SCC has a pivotal role; but it cannot deliver the Strategy on its own. The danger is that could be perceived as a SCC owned and driven document; rather than a Partnership owned and driven document!

I really hope that the final document is dripping with partner logos and signatures as strong visual 'partnership commitment' to delivery.

Initiatives to create a partnership with Cruise ship communities, passengers and crew, a more welcoming reception

There is no mention of workers co-operatives, which will help to accelerate the community-based economy and show alternative forms of democracy and work to ordinary people. In a new charter for the city, make anchor institutions either sign up for services from the Southampton LATCo, and/or, get support from the budding workers co-operatives. These need to be supported to create an alternative economic model in the city to oppose neo-liberalism.

Build more regular, public conversation with our twinned cities.

I wish local people could have better opportunities to be part of the decision making processes. Every few years we read a load of blurb, tick a load of boxes and wait. It always feels so removed from our lives.

This Strategy needs sign up by all political parties so if Conservative gain leadership in May 2021 another growth strategy is written.

In 2014 Skandia advised Southampton was only place in the world that they had to have (diesel) standby generator?! SRECBS has been working with SSEN (DNO) and they are concerned about meeting the demand from EVs and Heat Pumps. I don't see SSEN or Community Energy Sector involved in any of the Partnerships?

More proactive approaches from local business and vice-versa

Creative businesses have little or no success in building partnerships with businesses such as ABP, the Ordnance Survey etc. There seems to be a huge disconnect between the cultural and business sector in Southampton.

Social enterprises across Southampton are already making a significant contribution to the city's economy and to local communities, diversity, innovation and sustainability. The Strategy should aim to support this sector through facilitating advice, signposting, training for new and existing social entrepreneurs, improving access to finance and sympathetic local authority procurement policies. Improved collaboration between local cultural businesses could help lay the foundations for the City of Culture 2025 bid and deliver positive outcomes.

Council should be working with business to spread the installation of solar panels, insulation, etc including home improvements.

Would be wonderful if the City Council was able to partner with the VCSE sector in the City to help achieve it via funding partnerships with the LEP or other national funding pots.

Universities could help assist focuses and use their expertise

There is little or no call to action for stakeholders....the delivery of this plan will require extreme collaboration and maybe this is missing from the document.

Remember the importance of balancing expectations on those people who are outward facing - e.g. SCC employees, schools etc.

You could link with Esso and start recycling our plastic into containers that can be used for plants. You could get energy from bio generators fed on food waste and use the end product of that as soil for the plants. By working with companies we can trap water on the roofs, use that water to irrigate the living walls and this would drastically reduce flooding.

Opening up the city to beneficial outside partners is very much desirable.

How about partnering with Southwestern Railway to encourage passengers to visit Soton?

ouncil plans for Housing, Education, Transport, Development, Environment, Health & Care, Economic Development must have clear and coordinated links to mutually support each other and the overall strategy.

It will only work if everyone involved are on the same page and aiming for the same goals.

Engage & USE communities and neighbourhoods

Businesses often prefer support from their own groupings. Go! Southampton should be strengthened to do this.

What happened to the Port/City partnership?

From the reactively minor to the major there needs to be massive and consistent investment in a collective approach to the city from all stakeholders.

Although a partnership with Miami may be useful the links with Rotterdam (a better fit surely) are not mentioned.



Draft Strategy – unique points and suggestions

Other

I have offered enough if anyone is going to read what I have typed then great. Even greater would be if one of the suggestions is looked at further, would be greater. Heres to happier, healthier times and a refocus of humanity on people not higher salaries and possessions? Good luck.

Sadly all the usual theory one expects from the city staff/consultants/council

There is too much lumped into this to be able to answer the above. Bit of hoop jumping going on here....

I spend much of my time creating or reading similar documents which may have assisted me. I am conscious reference detail, that while there could potentially be some more information in certain areas, as a draft document further information will be added as the plane flesh out.

Ditch all the climate emergency vanity spending.

'Implemented' implies 'successful' - they aren't the same!

Short term there may be difficulties as behaviours will need to change

Hard to say. Working in the public sector, there will be a flurry of activity that leads to unmanaged workload from many different directions probably with no mid-term aims in mind.

If it is implemented not as a charter for private enterprise but as a charter for embedding economy, social and environmental sustainability by socialising ownership and the benefits of success

Not clear that it says much apart from motherhood statements

You might want to remove the lorem ipsum text at the beginning.

Sustainability should be embedded throughout rather than as a standalone focus point.

A lot of the content is fairly vague/aspirational language, which is I suppose understandable. I understand the planning pre-dated the covid pandemic, and some elements feel like they might not fit within a much more constrained budgetary world post-pandemic. But overall it's mostly pretty clear.

The questionnaire seems a bit motherhood and apple pie

that's my worry

Must be more ambitious and dynamic



Other

The strategy makes sense IF it is actually used to develop real life plans and strategies and to inform real policy decisions. Having a these connexions is just not the case at present where Council focus seems to be largely on minutiae and not sufficiently on the long term. So move to 4 yearly elections as a minimum or go for an elected Mayor with a 4 year remit to drive clear leadership and to stand up for this City in wider forums.

I would recommend that a small delegation visits Singapore, Hong Kong and a city of equivalent size in China. Or Liverpool, or Leeds, who have been more ambitious with marketing/architectural statements. Of course, all of it has to be viewed in perspective (our population is quite small), but the key ambition should be "dynamism".

you under estimate the willingness and enthusiasm to make our city a great place to live & work.

Too slow. Mayflower Quarter and World Leisure cannot wait that long. Difficult to ascertain the strategy.

In June 2019 I pledged Southampton Renewable Energy Community Benefit Society's support to Southampton's Green City Charter. Directors of SRECBS have over 30 years combined experience working for SCC. If Southampton is to build and deliver this strategy it needs strong foundations.

Just marketing guff. You're still pushing these political systems that bring businesses into local Government. We don't want more layers of Government (Solent Regional Government for instance). We want local authorities just to do what they're being paid for.

Generally there was enough to read & take in in 1 sitting. I have noted points to look up at another time. I have provided comments & suggestions in the previous pages.

For the English but for a Romanian who is a little more interested. I apologize S I agree, because I have a family permanently settled there and if I will be able to immigrate, I am convinced that it will be my help

There are other national campaigns such as the grassroots Build Back Better campaign (<https://www.buildbackbetter.org.uk/>) which could be used to build a fully sustainable future. The current planning regulations suggest that we will have the legacy of costly and unsustainable buildings for the rest of the century e.g. determining the planning application for Leisure World BEFORE the Mayflower Quarter masterplan is published.

Long-term sustainability, balanced with meeting basic human needs, must be the over-arching considerations.



Businesses and Organisations – offers of support





Towards the end of the questionnaire, businesses and organisations were given the opportunity to suggest ways in which they could help support delivery of the strategy. A total of **26** respondents provided a suggestion. The subsequent slides summarise the unique points and suggestions that were made and the name of the business or organisation if permission was given.

	Business or Organisation name:
No specifics but would consider suggestions:	
<i>Just let me know how I can assist.</i>	<i>mgps commercial ltd</i>
<i>We're here to help!</i>	<i>GetMyFirstJob Ltd</i>
<i>Yes - we are wholly committed to securing the economic success of the city and will support the Council however we can.</i>	<i>GO! Southampton BID</i>
<i>I can't see anything directly at present, but happy to consider suggestions</i>	
Cannot help:	
<i>No, my employer is a multinational business outside of the City.</i>	
<i>I cannot support any strategy which would be harmful to our city.</i>	<i>FHL</i>
<i>No Im not sure you want such a critical friend. I have ideas about how homes should be built and in particular the size and location of homes and I am saddened by some of the social housing homes I see in the city. The Council should not bank on any homes they build being a 'step on the housing ladder' The market trend for re-sale of starter homes in the city is flat and has been for at least 10 years. Please don't tell people their share of a shared ownership home will increase so they can move up the ladder. This is not likely and is mis-selling a dream. And please don't build any more flats. Build the modern equivalent of almshouses around squares and give people shared gardens and private outdoor space and defined pavements so little children can ride up and down on bikes. If lockdowns have shown us anything it is the horror of being practically imprisoned so don't create homes where people can be deprived of freedom in this way in the future.</i>	
Green Charter:	
<i>Adopt the Green City Charter</i>	
<i>Encouraging businesses to sign up to a green charter</i>	



Businesses and Organisations – offers of support

	Business or Organisation name:
Unique suggestions:	
<i>Could help develop a windshipping development hub</i>	<i>OneSails</i>
<i>We're here to help!</i>	<i>GetMyFirstJob Ltd</i>
<i>we could assist with many of the themes and plans in the proposal from decarbonisation to skills and employment to place making</i>	<i>morgan sindall</i>
<i>Park and ride for access to Southampton city centre</i>	<i>St Anne's Catholic school</i>
<i>I can offer volunteer services - like teach IT / setup mentor ship programs in Consultancy / Business and IT. I am a very small business, but happy to support where I can.</i>	<i>AVDW Ltd.</i>
<i>Yes. I am a Director of the BID and involved in a number of developments such as College Street Yard, Flats in Shirley, PRS flats in Queensway and a hotel site in East Street. Happy to be involved in other ways to help the city.</i>	<i>Monument Development Management Ltd</i>
<i>As a film company I would be more than happy to get involved with creating some promotional videos of the city to across the years to highlight its selling points, such as the marine industry, cruise industry, shopping, and restaurent and real ale bar scene. We can cater for all the video including aerial drone footage to provide a unique perspective of city during the different seasons. The boat show, and music in the city, a walks through our parks, some of our historic features, a meet the locals (using local businesses such as food and beer) the marinas etc... The videos could be shown in the all of the city hotels on the TV etc.... to help promote us with the intention of maybe getting some local grown celebs to get involved</i>	<i>The Indy</i>
<i>toob ltd £50 million investment (up to) in Southampton City with a brand new Gigabit full fibre Broadband deployment to up to 100,000 premises across the City - Residential, Small Businesses, Communities and public sector projected completion by 2022. toob is providing a digital infrastructure fit for the 21st century accessible by all areas of society in Southampton and not simply available for those that can afford to pay a premium. We will help further enable Digital Inclusion by increasing access and affordability (£25 per month contract or monthly rolling no contract) reducing economic and social inequality in Southampton City.</i>	<i>toob ltd</i>
<i>Remember the importance of balancing expectations on those people who are outward facing - e.g. SCC employees, schools etc.</i>	
<i>Buisness - engagement and networking opportunities Opportunities for staff involvement in green and community projects Awareness of the goals and how we can grow with them at a higher management level</i>	



	Business or Organisation name:
Unique suggestions:	
<i>Southampton Cycling Campaign would like to see bold traffic reduction plans implemented as well as improvements to cycle infrastructure and traffic management that improve access for not just residents and commuters but also last mile or two deliveries by cargo cycles from distribution hubs.</i>	<i>Southampton Cycling Campaign</i>
<i>Collaborative Impact Ltd (www.collaborative-impact.uk) specialising in transforming partnership working; accelerating partnership delivery. Can provide valuable expertise and 'external insights' into 'the what and the how' of making it all work with an exceptionally strong focus on governance, developing the collaborative ethos, co-creation, accountability, partnership learning & review, visioning and shared value. Driven by Albert Einstein's mantra of 'If you always do what you always did; you will always get what you always got'!</i>	<i>Collaborative Impact Ltd</i>
<i>In setting up SRECBS in 2018 we attended Plymouth Energy Coop and REGEN conference. The spine of Community Energy extends from Bristol down to Exeter, Plymouth and Cornwall. They have been successful in attracting £m's of investment in renewable energy. In Hampshire, Portsmouth, Southampton and IoW there is little interaction resulting in lost opportunities and potential funding.</i>	<i>Southampton Renewable Energy Community Benefit Society</i>
<i>We have expertise and knowledge of alternative methods of facilitation and engagement which would support our proposed approach to delivering the strategy We can also connect Southampton City Council to international networks which reframe economics to promote community wellbeing and prosperity</i>	<i>Transition Southampton</i>
<i>I am already part of the Panel of business consultation for the City of Culture bid</i>	
<i>Financial help to charities via increased community chest grants</i>	
<i>Business skills training, access to capital investment, business networking</i>	<i>Co-operative Assistance Network Limited</i>
<i>Yes, we would very much like to be involved with your Future of Work project and enhance our partnership working with your Employment Support Team in relation to the reducing inequalities agenda. As a young person's charity (The Prince's Trust) we are very keen to be involved and assist young people facing the employment & mental health challenges in a post-Covid world.</i>	<i>The Prince's Trust</i>



For further information on the Economic and Green Growth Strategy Consultation process or results please contact:

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