

DECISION-MAKER:	CABINET COUNCIL
SUBJECT:	CITY PLAN 2011 - 2014
DATE OF DECISION:	5 SEPTEMBER 2011 14 SEPTEMBER 2011
REPORT OF:	THE LEADER OF THE COUNCIL
STATEMENT OF CONFIDENTIALITY	
None.	

BRIEF SUMMARY

Southampton Connect was launched in April 2011 replacing the previous Southampton Partnership. It was created in response to a strong desire by key partners to collaborate and deepen well developed partnership arrangements to address the key challenges facing the City. This included, at a national level, the Government's deficit reduction plan and, at a local level, the ongoing impact of the recession. In establishing Southampton Connect, it was agreed that it would develop and drive forward a new City Plan for Southampton based on a new Vision for the city and identify a number of actions to be delivered collaboratively to address the City's priorities and challenges. Copies of the draft City Plan 2011 – 2014 are available in the Members' Rooms and from the report author.

RECOMMENDATIONS:

Cabinet:

- (i) To endorse the draft City Plan 2011 – 2014 prepared by Southampton Connect and to recommend its approval to Council on 14th September 2011.

Council:

- (i) To endorse the draft City Plan 2011 – 2014 prepared by Southampton Connect.
- (ii) To agree that the Council will prioritise the necessary resources to lead the delivery of 3 priority projects (out of 10 projects) as the lead partner.
- (iii) To note the approval process by all key partners and subsequent formal launch of the City Plan in October 2011.

REASONS FOR REPORT RECOMMENDATIONS

1. The Council is a significant partner within the new Southampton Connect framework as well as the lead organisation for 3 out of the 10 priority projects contained within the draft City Plan 2011 – 2014. As such, the Council is being requested to endorse the draft City Plan along with all the other key partners within Southampton Connect such as, for example, Business Solent, Hampshire Chamber of Commerce, Hampshire Constabulary, Further Education Colleges and Higher Education Universities. A full list of the partners endorsing the draft City Plan can be found within it.

ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

2. None as the draft City Plan has been developed by Southampton Connect which the Council, as a member of the partnership, is invited to endorse. The Council has undertaken a significant facilitation and quality checking role in preparing the draft City Plan.

DETAIL (Including consultation carried out)

3. What is the City Plan?

The Government is currently repealing the statutory duty to prepare a 'sustainable community strategy' and therefore, the draft City Plan does not have to comply with any set national criteria. It is Southampton Connect's Plan setting out its Vision for the City, the City challenges we face and the opportunities we can benefit from. It identifies the City's Priority Projects Programme (in headline terms) aligned to the City Challenges, along with critical key performance indicators for tracking progress. Once launched, the City Plan is intended to be a live working document with 1 year hard / 2 years soft targets and an annual rolling refresh. The City Plan itself is intended to be short, punchy and easy to read document that sign-posts to a wealth of detail (Index of Multiple Deprivation data, City statistics, detailed information on the Priority Projects, etc) on the Southampton Connect website (www.southampton-connect.com). With this in mind, it has been produced as a folding double-sided A2 document that all partners can carry easily and / or pin up on walls, notice boards, etc. The City Plan will be formally launched in October 2011.

4. The City Vision

Southampton Connect has articulated its Vision for the city and, through the draft City Plan approval process, is currently seeking adoption by all member organisations. The Vision is: 'Southampton – a connected city for growth and creativity; gateway to a world of opportunities'.

5. It is a radical departure from the previous (longer) Vision and reflects Southampton Connect's desire for something succinct and inclusive that aligns with the Priority Projects and new ways of working. With only 14 words, it is avowedly forward looking and has brevity on its side. Gateway and opportunities have also been weaved into the titles of the Priority Projects in order to demonstrate the connectivity of them to the Vision. It has also been crafted in such a way that different interests can be aligned with it to contribute to the overall direction of travel. For example, by explicating linking 'gateway' with 'opportunities', Southampton Connect will encourage sub-brands to emerge from the Vision for example:

- 'Southampton – gateway to a world of business opportunities'
- 'Southampton – gateway to a world of cultural opportunities'
- 'Southampton – gateway to a world of health opportunities'
- 'Southampton – gateway to a world of maritime opportunities'
- 'Southampton – gateway to a world of retail opportunities'
- 'Southampton – gateway to a world of volunteering opportunities'.

6. Priority Projects Programme

Southampton Connect has agreed 10 priority projects which they will lead on to accelerate progress through citywide collective action and focus. Collectively, these 'added value' projects aim to improve performance against 12 key city performance indicators - both across the city as a whole and within our priority neighbourhoods (which experience significant levels of under-performance due to high levels of deprivation and disadvantage when compared with the city average). Listed below are the priority projects with the agreed lead partner:

7.	1. Promoting Southampton as the Connected City	Business Solent
	2. Gateway to a World of Business Opportunities	Hampshire Chamber of Commerce
	3. Gateway to Employment & Volunteering Opportunities	Southampton Solent University
	4. Connecting Leaders of a Learning City	Southampton City Council
	5. Gateway to a World of Learning Opportunities	Southampton City College
	6. Gateway to a Healthier & Safer Southampton	NHS Southampton City
	7. Gateway to a Better Future	Jobcentre Plus
	8. Connecting the City to Reduce Re-Offending	Hampshire Probation Trust
	9. Connecting towards a Greener City	Southampton City Council
	10. Gateway to a fairer Southampton	Southampton City Council

8. The draft City Plan provides a headline description for each project along with the key milestones. More detailed information on each of the projects, along with contact details for how to get involved, will be uploaded on Southampton Connect's website in due course. Whilst Southampton City Council is the lead for 3 of the projects, it will undoubtedly have a significant role to play in all of them.

9. City Key Performance Indicators

Southampton Connect has identified 12 critical City Key Performance Indicators. These will be monitored to ensure that its programme of priority projects impact not only across the city but, also quite importantly within our priority neighbourhoods which were identified through an analysis of the Index of Multiple Deprivation 2010. The 12 City Key Performance Indicators are:

- 1) Increase VAT registration rates/longevity for new business start-ups
- 2) Increase overall number of private sector jobs created
- 3) Increase overall number of business in the city with staff travel plans
- 4) Percentage reduction in CO2 emissions per person in the local authority area against the emissions in the baseline year
- 5) Increase key stage four results including English and Maths
- 6) Increasing the number of local young people securing jobs, apprenticeships or progressing to further and higher education
- 7) Increasing the number of people progressing into paid work or study as a result of work experience / volunteering

- 8) Reducing all offending and reoffending rates
- 9) Reducing the number of people claiming Incapacity Benefit for mental health reasons
- 10) Reducing the number of working age people claiming benefits
- 11) Reducing the number of NEETs (not in education, employment, or training)
- 12) Reducing the gap between our priority neighbourhoods and the city average for:
 - Educational attainment rates
 - Numbers of Job Seekers Allowance claimants
 - Crime levels
 - Life expectancy
 - Teenage pregnancy rates

10. **Draft City Plan – Adoption & Launch**

As the draft City Plan has been developed by Southampton Connect, formal organisational sign-up is now being sought from all key partners by the 30th September 2011. Following this the draft City Plan will be formally adopted by Southampton Connect and launched in October 2011. As part of the approval process, authority is delegated to the Chief Executive, in his capacity as Chair of Southampton Connect, to finalise the draft City Plan for launch including incorporating any changes requested during the approval process and to subsequently refresh the City Plan in 2012, 2013 and 2014 to reflect any changes in the city priorities and / or the associated Priority Projects Programme.

RESOURCE IMPLICATIONS

Capital/Revenue

11. There are no additional capital or revenue implications for 2011/12 arising from the proposals outlined in this report. The targets and commitments contained within the draft City Plan will be met from the resources allocated to Portfolios through the 2011/12 budget setting process.

Property/Other

12. None as a consequence of the recommendations contained within this report.

LEGAL IMPLICATIONS

Statutory power to undertake proposals in the report:

13. None.

Other Legal Implications:

14. None.

POLICY FRAMEWORK IMPLICATIONS

15. Whilst the City Plan is no longer a statutory requirement or part of the council's Policy Framework, it is expected that other plans and strategies within the Policy Framework will seek to address the challenges in the City Plan and contribute to the priorities and projects detailed within it.

AUTHOR:	Name:	Henry Pavey	Tel:	023 8083 3332
	E-mail:	henry.pavey@southampton.gov.uk		

KEY DECISION? No

WARDS/COMMUNITIES AFFECTED:

All wards and communities in Southampton will be affected by the implementation of the proposals set out in the City Plan.

SUPPORTING DOCUMENTATION

Non-confidential appendices are in the Members' Rooms and can be accessed on-line

Appendices

1.	Draft City Plan 2011 - 2014
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Documents In Members' Rooms

	None.
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Integrated Impact Assessment

Do the implications/subject of the report require an Integrated Impact Assessment (IIA) to be carried out.	No
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Other Background Documents

Integrated Impact Assessment and Other Background documents available for inspection at:

Title of Background Paper(s)	Relevant Paragraph of the Access to Information Procedure Rules / Schedule 12A allowing document to be Exempt/Confidential (if applicable)
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