

## DRAFT SOUTHAMPTON CITY COUNCIL STRATEGY 2014-17

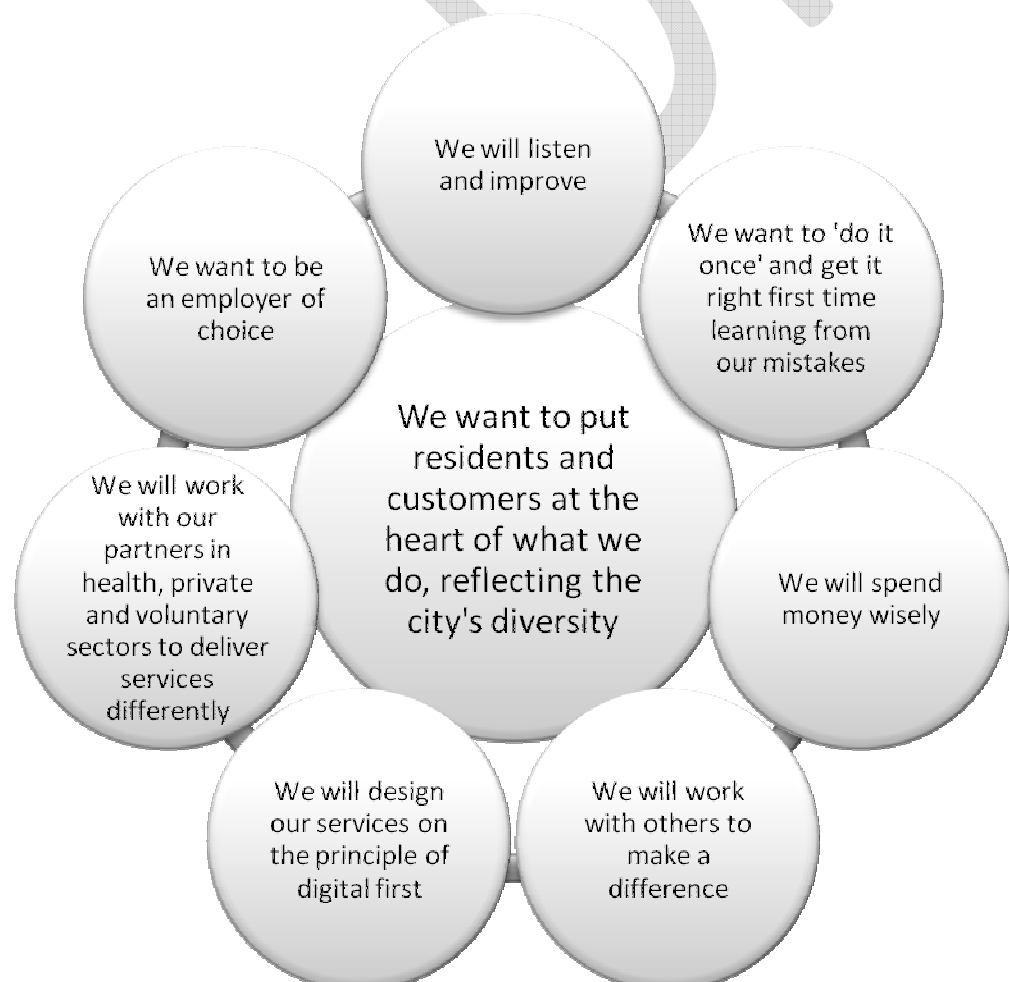
Contributing to the City Vision “Southampton - A City of Opportunity for all, where everyone counts”

### OUR PRIORITIES

### OUTCOME: BY 2017 WE WILL

1. Jobs for local people	<ul style="list-style-type: none"> <li>• Increase investment into the city</li> <li>• Reduce unemployment for young people, care leavers and long term unemployed</li> <li>• Increase apprenticeship opportunities for young people</li> <li>• Improve educational attainment for all children and young people</li> <li>• Increase sign up to the Living Wage</li> </ul>
2. Prevention and early intervention	<ul style="list-style-type: none"> <li>• Encourage active and healthy lifestyles</li> <li>• Provide early help and support to victims of domestic violence</li> <li>• Work with families with complex needs to help them to “turn around”</li> <li>• Provide effective early help services for children in need</li> <li>• Enable more people to live independently in their own homes</li> </ul>
3. Protecting vulnerable people	<ul style="list-style-type: none"> <li>• Ensure provision for Children Looked After is based on ‘right child, right placement, right time’ only for as long as needed</li> <li>• Provide effective intervention for children in need of protection</li> <li>• Reduce youth offending</li> <li>• Increase in the proportion of people who use adults services who feel safe</li> <li>• Work with health to provide effective, seamless services to vulnerable adults</li> </ul>
4. Affordable housing	<ul style="list-style-type: none"> <li>• Increase the number of affordable homes</li> <li>• Improve the quality of council housing</li> <li>• Reduce the number of empty properties</li> </ul>
5. Services for all	<ul style="list-style-type: none"> <li>• Improve the condition of roads and pavements</li> <li>• Increase recycling</li> <li>• Improve street cleanliness</li> <li>• Modernise library provision to achieve best value</li> </ul>
6. City pride	<ul style="list-style-type: none"> <li>• Encourage voluntary work</li> <li>• Encourage participation in city life</li> </ul>
7. A sustainable Council	<ul style="list-style-type: none"> <li>• Increase access to information and services online</li> <li>• Manage future demand for our services effectively</li> <li>• Commission and deliver services that provides value for money and meets the needs of customers</li> </ul>

### How we will work



### By 2017 we expect to be very different

- A sustainable council
- Different customer experience
- Commissioning services
- Mixed economy with different service delivery models
- Digitally driven
- Smarter working: Employees, Procurement, Assets
- Community ownership

## How did we decide on these priorities?

### Southampton Connect City Strategy 2014 – 2025

#### Priorities

- Economic growth with equality
- Skills and employment gap
- Healthier and safer communities

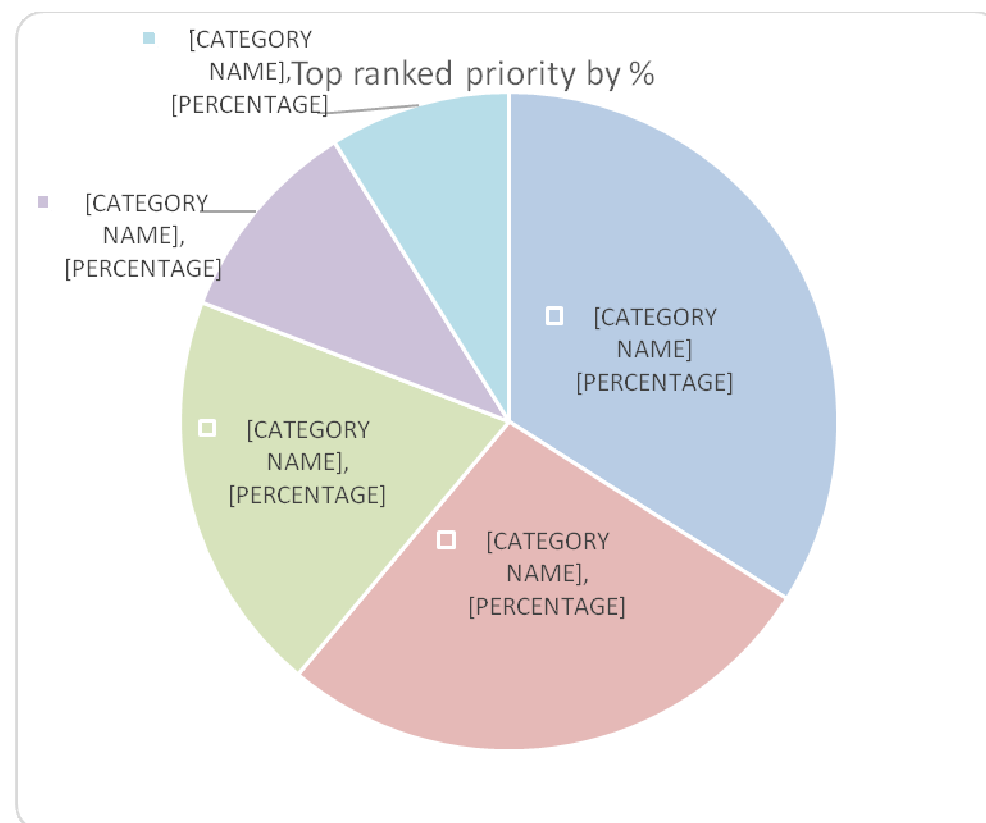
#### Cross cutting themes:

- Improving mental health
- Building community capacity
- Fostering city pride, passion and identity
- Delivering whole place thinking

#### City Survey 2014 feedback (from a representative sample)

- 31% of residents said that improving roads and pavements is one of the top the challenges for the council should with 26% saying it is the single most important thing that needs improving
- Providing jobs was the 5<sup>th</sup> most important challenge
- 57% of residents were satisfied with the council in keeping land clear of litter, with 29% being dissatisfied
- 63% of Southampton residents felt they have a strong sense of belonging to their local area
- 60% of residents said they have not volunteered in the last year
- 89% of residents have access to the internet
- 28% use email alerts and 27% use the website as the main source of information about the council
- 81% of residents exercise at least once a week

### Feedback on the pre-budget priorities survey in October 2013



## Success measures

Priorities	Measures – performance to be published quarterly on <a href="http://www.southampton.gov.uk/performance">www.southampton.gov.uk/performance</a>
Jobs for local people	<ul style="list-style-type: none"> <li>• £ investment jobs created through the City Centre Master Plan</li> <li>• Jobs created for long term unemployed through City Deal</li> <li>• Long term unemployed and young people supported through City Deal</li> <li>• % of 16-18 year olds who are not in education employment and training</li> <li>• Apprenticeship starts</li> <li>• % pupils attaining level 4+ at key stage 2</li> <li>• % all pupils achieving 5+ A* to C grades at GCSE including English and Maths</li> <li>• Employers in Southampton signed up to the Living Wage</li> </ul>
Prevention and early intervention	<ul style="list-style-type: none"> <li>• % of adult participation in sport and active recreation</li> <li>• % Smoking prevalence</li> <li>• Mortality rate from preventable causes</li> <li>• % of families worked with by the Families Matter programme who have been “turned around” and in a job for more than 6 months</li> <li>• % of referrals to Multi Agency Safeguarding Hub (MASH) where domestic violence is a feature</li> <li>• Permanent admissions of older people to residential and nursing homes of 100,000 population</li> <li>• % of older people who were still at home 91 days after discharge from hospital into reablement / rehabilitation services</li> <li>• Injuries due to falls in people over 65</li> </ul>
Protecting vulnerable people	<ul style="list-style-type: none"> <li>• % of children subject to repeat child protection plans.</li> <li>• % of children leaving care for permanence</li> <li>• First time entrants into the youth criminal justice system</li> <li>• % youth re-offending rates</li> <li>• % of people who use adults services who feel safe</li> <li>• Delayed transfers of care from hospital</li> </ul>
Affordable housing	<ul style="list-style-type: none"> <li>• Affordable homes delivered</li> <li>• Vacant homes empty for over 6 months</li> <li>• % of local authority housing stock that is non decent</li> <li>• Applications received for licensing houses in multiple occupation (HMOs) in Bevois, Bargate, Swaythling and Portswood wards</li> <li>• % of care leavers in suitable accommodation</li> </ul>
Services for all	<ul style="list-style-type: none"> <li>• % of main roads in need of maintenance</li> <li>• % of unclassified roads in need of maintenance</li> <li>• % of household waste sent for re-use, recycling and composting</li> <li>• Net cost of waste and recycling per household</li> <li>• % satisfied with the council keeping land clear of litter</li> <li>• <i>Library measure to be added</i></li> </ul>
City Pride	<ul style="list-style-type: none"> <li>• % satisfied with Southampton as a place to live</li> <li>• % feel Southampton is a place where people from different backgrounds get on well together</li> <li>• % residents who take part in voluntary work</li> <li>• Visitors to major city events and museums and galleries</li> </ul>
A sustainable council	<ul style="list-style-type: none"> <li>• Agreed level of savings to be achieved</li> <li>• Customer Portal registered users</li> <li>• Transactions completed online</li> <li>• % agreeing council offers value for money</li> <li>• % satisfied with how the council runs things</li> </ul>