

# Southampton Economic & Green Growth Strategy

## 2020 – 2030



# Foreword



**Councillor Christopher Hammond**  
Leader of Southampton City Council

Southampton has been a port since Roman times with a rich maritime heritage. Our history shows how Sotonians have always faced the world with determination, ingenuity and tolerance. We might be too modest to admit it, but this city has been part of the story of many significant events that have shaped the world. Whether it's the home to the Mayflower, which set sail from west quay to the new world, we played strategic roles during both world wars or through inventing Fibre Optics cables that have revolutionised communication.

Today, our country is facing the most severe economic challenge of all our lifetimes. The pandemic has not only restricted usual economic activity but has accelerated changes at a phenomenal pace. Southampton's current challenge is how to renew our position as a regional hub of economic activity and as a global gateway.

The implications of the pandemic will shape the next decade. Predictions made at this point won't have a long shelf-life, there is still much we don't know, and the effects are not yet fully felt. However, we do know that there are inevitable trends. That the cities which embrace these trends, provide the infrastructure, focus on the skills/training will be best placed to take advantage of this economic growth.

We know that technology has and will continue to change our lives fundamentally. That the use of Artificial Intelligence will multiply, become more advanced and utilised in business, our homes and our lives. That green industry will come to the fore as we work to avert a climate breakdown. That the way our cities are planned will change, reflecting how we want to live our lives.

This strategy underpins our approach to supporting our economy at this crucial time whilst enabling a greener future. We want to build upon our strong foundations and take advantage of future opportunities, which will attract quality jobs to the city.

We have developed this strategy in partnership with residents, businesses and other stakeholders. It sets out how collectively we guide the city through the economic recovery and position us ahead of other cities. To support this collective approach, I recently established a Business Task Force, supplemented by sector "roundtables", to ensure regular dialogues between the city council and the business community.

We're committed to putting local peoples' needs first in the recovery and address deprivation, inequality and disadvantage, that unfairly holds people back from fully realising their potential.

Southampton is a city to be proud of. We have shown how we come together to face a crisis, but now we can do the same to build back an economy that is greener, fairer and healthier for everyone. Our new economic & green growth strategy will provide the framework to achieve this.







**Councillor Steve Leggett**  
Cabinet Member for Green City & Place

The city's economy has been severely tested by COVID-19 in part by the temporary closure of the retail, hospitality and leisure sectors, significantly reduced cruise activity at the ports and home working. Residents have also suffered the impacts of furlough and redundancy as well as the direct and indirect impacts of the virus.

The city council actively intervened to help the city through the lockdown by:

- Supporting local people through a council tax hardship fund of £2.6million
- Distributing over £39million in Government grants to over 3,000 local businesses.
- Working with schools to ensure they continued to provide education for children of vital keyworkers, as well as vulnerable children and supported their re-opening plans
- Protecting children and adults in social care, those who are shielding, homeless people, and those suffering domestic abuse during lockdown
- Spending £400k to reopen high streets safely, including allowing bars, cafés, and restaurants to have dedicated space outside for tables and chairs
- Investing in new bus and cycle lanes to support healthy, sustainable transport as well as enlarging pavements to allow for social distancing
- Maintaining the planning and building control services to enable development in the city and to demonstrate that the city remains “open for business”
- Entering into a strategic partnership with the Department of Work & Pensions (DWP) to deliver innovative approaches to assist residents into sustainable employment

We must now move forward and support the longer-term economic recovery of the city. I was appointed as Cabinet Member for Green City & Place to ensure the integration of our Green City objectives with that of promoting growth in the local economy. This strategy will contribute to achieving our aims of green growth but also ensure that the benefits of this growth are accessible to all residents.

We recognise that we cannot deliver the strategy alone and are working in partnership with the city's large and small businesses, our public sector partners, the universities, the voluntary sector and residents to achieve the objectives set out in the strategy.

I am proud to endorse this strategy that sets out how we will deliver green economic growth for our city.

# Executive Summary

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## Our vision

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

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



## Our approach:

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

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

## Our focus:

### People, employment and skills

- Bringing quality jobs to local people
- Bringing local people to quality jobs
- Increasing equity across the city

### Supporting and growing local businesses

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

### Growth through sustainable place shaping

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

### Growing an International City

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



# Setting the scene for economic growth

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

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

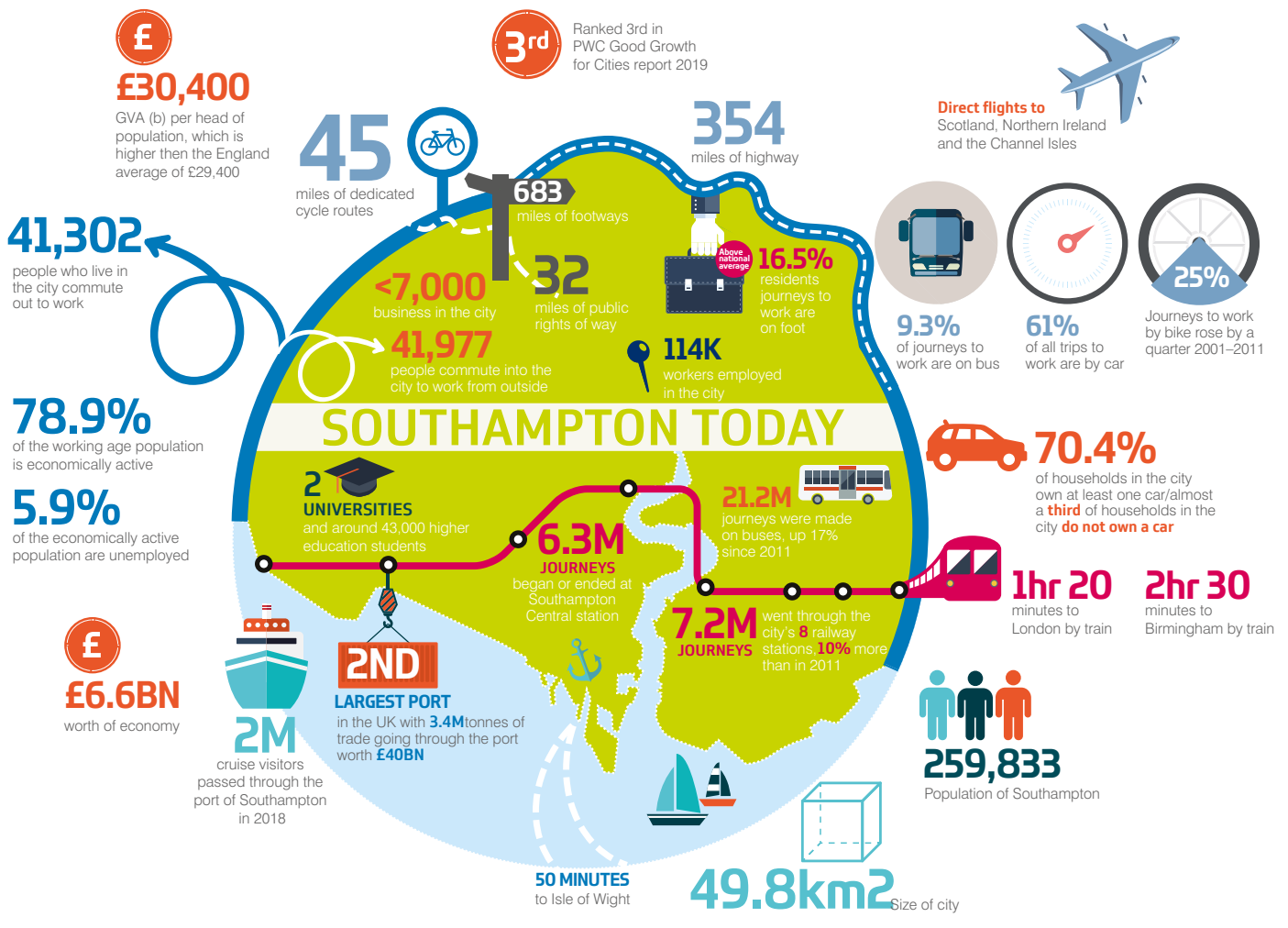
With a major deep-sea port, and a rich maritime heritage, Southampton's economy is strongly linked to our position on the Solent. Together with our vibrant,

diverse population we are also a city of many cultures and a leading hub of research and innovation.

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

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

## Southampton today



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

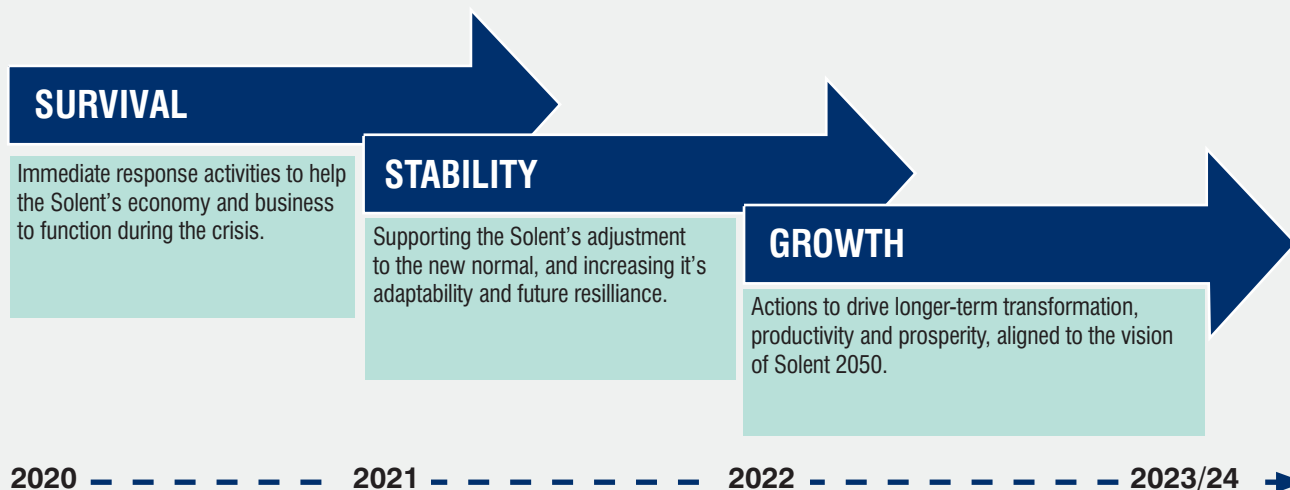
- Over £100 million to transform transportation across the city
- £70 million on River Itchen Flood Defences
- Over £1 billion development opportunities in Mayflower Quarter
- £250 million development at Leisureworld (est. 1,000 jobs)

- £500,000 – Delivering the Future of Work & Intelligent City Programmes
- £144 million for Southampton City Council (SCC) developing 1,000 homes (est. over 1,000 jobs)
- £57 million investment in the Hampshire wide Transforming Cities Fund programme

With a vibrant economy and significant investment coming into the city, Southampton saw a period of positive growth up to 2020. The Coronavirus (COVID-19) pandemic has had wide reaching economic and social impacts across the city, UK and world.

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

### Our three-staged approach



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

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

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

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



# Greener, fairer, healthier economic growth

## Greener:

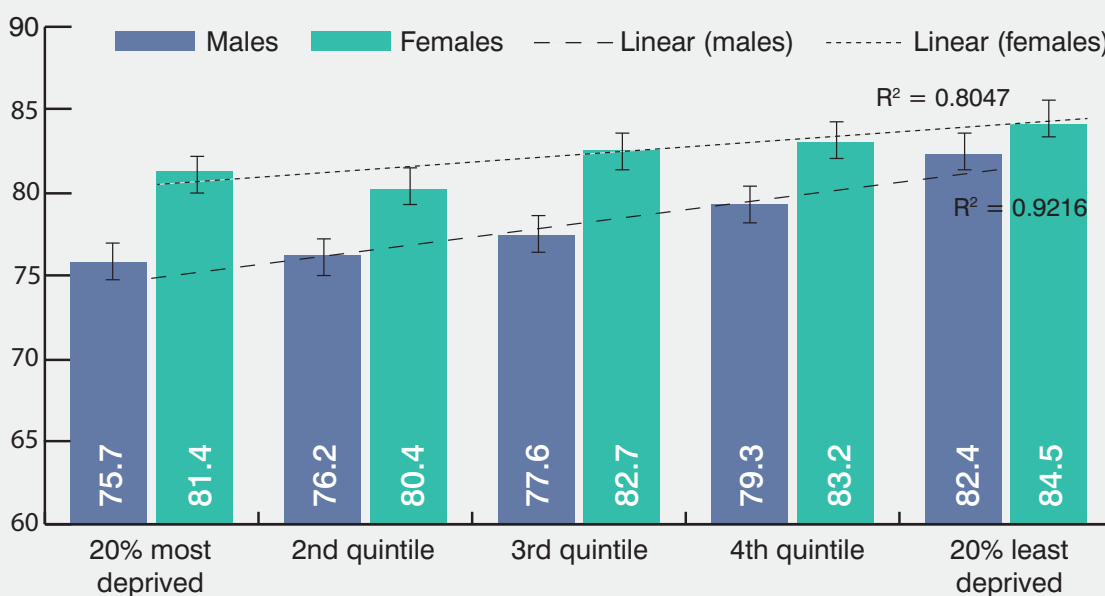
- We are already experiencing the effects of climate change and we must act now to reduce our impact on the environment.
- In 2019 Southampton City Council declared a climate emergency and made a commitment that carbon emissions associated with its activities will be net zero by 2030 (as set out in our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



## Fairer:

- Despite being an economic centre for the region, Southampton has high levels of deprivation.
- IMD 2019 ranked Southampton 55th (where 1 is the most deprived) out of 317 local authorities.
- People who commute into Southampton earn £72 more per week on average than residents.
- Male life expectancy is 6.3 years less in the most deprived parts of the city compared to the least deprived areas, with more than one generation of families being unemployed in some areas.
- This strategy is an opportunity to grow our economy, and boost our economic recovery efforts, with direct benefits to all our communities, especially those who are most disadvantaged and require additional support to secure a job.

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

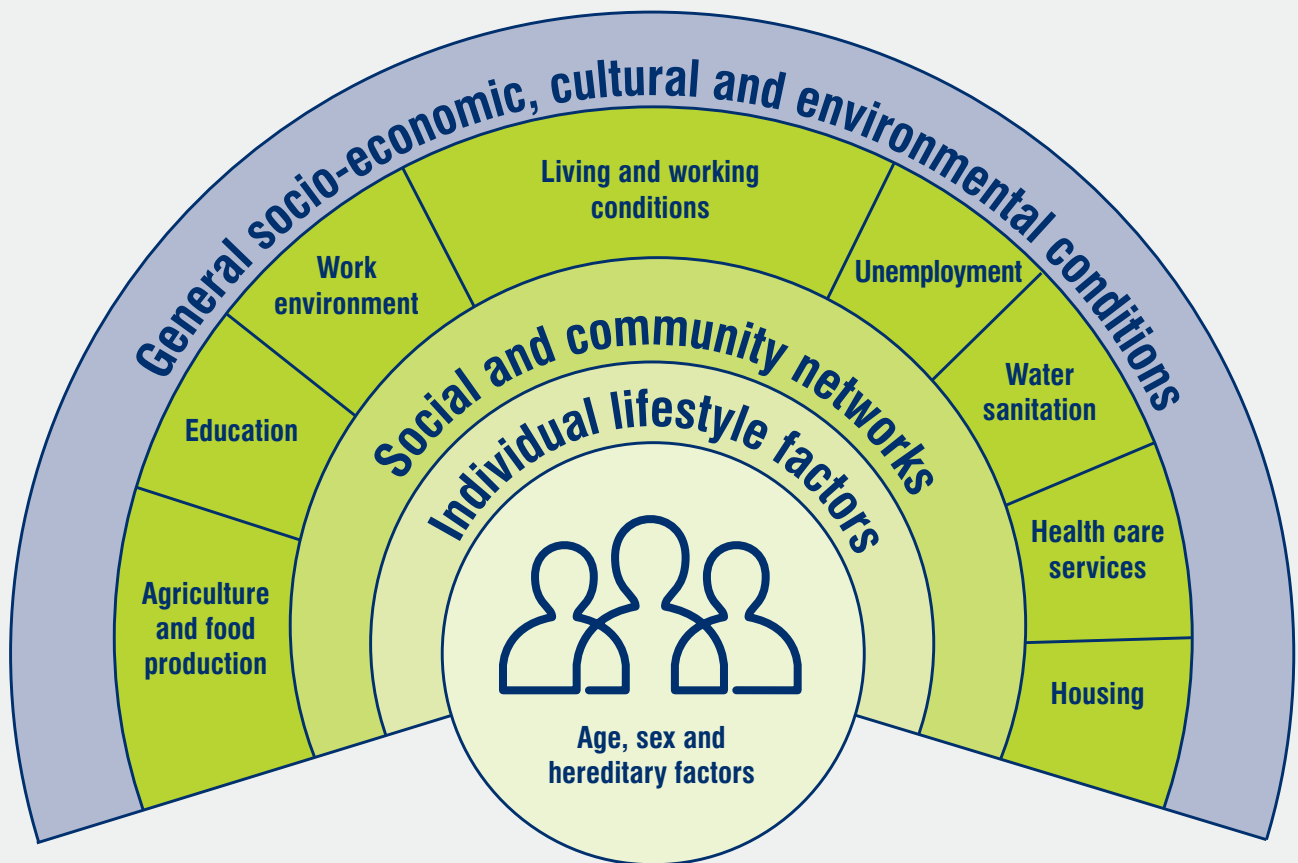


Sources: NHS Digital Primary Care Mortality Database, ONS Mid-Year Population Estimates & IMD (2015)



## Healthier:

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



# Southampton: a partnership approach to growth

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

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

## Local

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

## Regional

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

## National

- Key Cities

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

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

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

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



# People, employment and skills

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

## What do we know?

**50.9%**  
MALE

**49.1%**  
FEMALE



Southampton has 259,843 residents of which 132,300 (50.9%) are male and 127,534 (49.1%) are female

Southampton is a diverse city with 152 languages spoken in our schools



The population is expected to increase by 5.4% to 273,798 by 2026.



Children between the ages 0 to 4 make up 5.8% of the population



Young people aged between 15 and 24 make up 19.7% of the population



In 2019/20, unemployment was estimated to be 5.9% in Southampton.



The proportion of the population qualified to NVQ level 4 or above in the city is increasing, but continues to be lower than the national average (38.1% compared to 40.0%)

**10%**  
OF OUR  
WORKING AGE

10% of our working age population have no or low (NVQ level 1) qualifications



People who live in the city earn on average £72 per week less than people who commute into the city for work.



28% of council tenants report having no access to the internet.



12% of Southampton residents do not speak English as their main language.



18.4% of children in Southampton aged under 16 are in low income families, compared to the England average of 15.2%

16.7% of all children in Southampton aged under 20 are in low income families, compared to the England average of 15.1%





## Future of Work

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

Key features of the Future of Work programme include:

- Adoption of the RSA's (the Royal Society for Arts, Manufactures and Commerce) Cities of Learning (CofL) programme. CofL is a new approach to improving residents' access to job opportunities through establishing skills pathways. This is co-developed between employers and education/training providers and provides upskilling opportunities and access to jobs. Digital badges recognise the skills and progression that residents gain through CofL. This will help create a versatile, skills-enriched workforce across the city.
- Helping small and medium-sized enterprises (SMEs) to adopt digitisation and identify the digital skills needed to help transform their prospects for business growth. Through increasing digital capability amongst our business community (which largely consists of SMEs) and improving routes to upskilling their workforce, we want to increase higher value jobs in the city and accelerate the number of businesses that are optimising the use of technology.
- Developing a skills-enriched, creative curriculum for educational institutions that will help prepare children and young people for the future world of work. The ambition is to have a resource that is scalable across statutory education provision to ensure the city has a strong, engaged, agile talent pipeline for the long term.

- Continuation and expansion of the Solent Apprenticeship Hub (SAH) to ensure employers across the region receive a high quality, responsive skills and apprenticeship service that can help support their growth ambitions. The SAH maintains excellent relationships with employers, as demonstrated by a regional campaign - Transfer to Transform. This campaign was started during the global pandemic to encourage large employers with unspent apprenticeship levy fund to transfer their unused funds to SMEs to help fund their apprenticeship activity.

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

Andy Moat, People Director of B&Q said *"The Transfer to Transform scheme is an excellent way for employers to work together and ensure that levy funds are used in the best way and it's a really simple way for big businesses to support their local communities through supporting SMEs."*

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

## Southampton City Council Employment and Skills Service

In October, Southampton City Council celebrated over 30 years of service in the city, at a time when supporting the most vulnerable and marginalised has never been more important. Southampton City Council have worked with over 10,000 residents who are disadvantaged in some way, and dedicated Employment Officers have supported 3,300 individuals into paid employment over the last three decades. Southampton City Council has also supported approximately 2,500 voluntary placements and enabled 4,000 individuals to complete training courses.

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

Focus	What do we want to achieve?	How will we achieve this?
<b>Bringing quality jobs to local people</b>	<ul style="list-style-type: none"> <li>• We will support the creation of new jobs for local people</li> <li>• We will encourage quality jobs that support the wellbeing and happiness of our workforce</li> </ul>	<ul style="list-style-type: none"> <li>• Work with employers to define future roles, occupations and skills needs to meet complex and changing ways of working in an evolving economic climate</li> <li>• Work with employers to demonstrate strength in local employment cultures, practices and productivity</li> <li>• Maximise use of employment and skills plans from major developments through S106 Planning Agreements</li> </ul>
<b>Bringing local people to quality jobs</b>	<ul style="list-style-type: none"> <li>• We will support local people to have the skills and aspiration to access new jobs</li> <li>• We will build high levels of digital literacy amongst our residents</li> <li>• We will ensure our resident workforce and talent have the skill sets and resilience to remain competitive, productive and ensure their wellbeing is enshrined</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure the education and skills offer locally is helping young people better compete and succeed in the future of work</li> <li>• Increase the quality, scope and take up of vocational pathways including apprenticeship provision</li> <li>• Expand adult learning provision to areas and groups most in need, including those to which English is a second language</li> <li>• Establish Southampton as a 'City of Learning' to generate employer-led skills pathways that improve local access to job opportunities and revolutionise lifelong learning</li> <li>• Develop skills specialisms across key sectors to develop a world-class talent pool</li> <li>• Develop a digitally literate local workforce through widening access to and facilitating a range of digital skills provision from basic to higher level</li> <li>• Support universities to develop and retain talent through expanding work experience, internships placements and apprenticeship opportunities with employers locally</li> </ul>
<b>Increasing equity across the city</b>	<ul style="list-style-type: none"> <li>• We will become a child friendly city</li> <li>• We will reduce the wage gap and increase social mobility</li> <li>• We will ensure there is social value achieved in our commissioning and plans for services</li> <li>• We will increase equity by targeting resources proportionately to need</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure the views, aspirations and ideas of young people are put in to our plans for a greener, fairer and healthier economy</li> <li>• Ensure our interventions are targeted at those in greatest need</li> <li>• Work with HR teams from key employers across the city to ensure there is equitable access to employment opportunities for local communities, particularly from under-represented groups</li> <li>• Ensure pro-active adoption of local and national employer-led schemes, pro-actively targeting sectors experiencing the poorest health e.g. Age Friendly Employer, Disability Confident, Armed Forces Covenant, Investors in People.</li> <li>• Ensure appropriate support is in place to assist disabled people into employment</li> </ul>



# Supporting and growing local businesses

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

## What do we know?



Southampton is the 3rd highest ranking English city for good growth

**8,310**  
BUSINESSES

In 2020, there were 8,310 businesses in Southampton.

  
**42%**

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



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



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

**7%**  
INCREASE PER YEAR

Recent growth dominated by micro-businesses (<9 employees); increased by 7.0% per year between 2010 and 2020 (South East average = 2.8%).

## Network Eagle Lab Southampton

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

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

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



### Video case study:

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

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



# Growth through sustainable place shaping

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

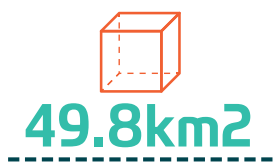
Our place shaping agenda includes providing:

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

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



## What do we know?



Southampton covers an area of 49.8 Km<sup>2</sup>



There are 109,362 homes in the city



Around 1 in 7 homes in the city are council owned



We manage over 416 miles of highways



We manage 73 parks and 1,140 hectares of open space

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



**Environment & Climate Change**



**Growth & Investment**



**Getting Around**

## New home building in Southampton

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

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

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

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

## Transforming Cities Fund

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

This is a significant amount of money invested in sustainable and active transport. Alongside the TCF programme other programmes means there is over £77m being invested in active and sustainable transport investment by 2023 in the city region.

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

This will enable more people to walk, cycle and use public transport, helping to meet growth challenges and aims of Southampton City Council's Green City Plan and Hampshire County Council's Climate Emergency. For projects that weren't funded through TCF we will continue to work to get these funded and to continue developing the city region's transport network for the future.

## The Funded TCF Programme

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

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

Southampton to Totton and Fawley  
**£19.8m**

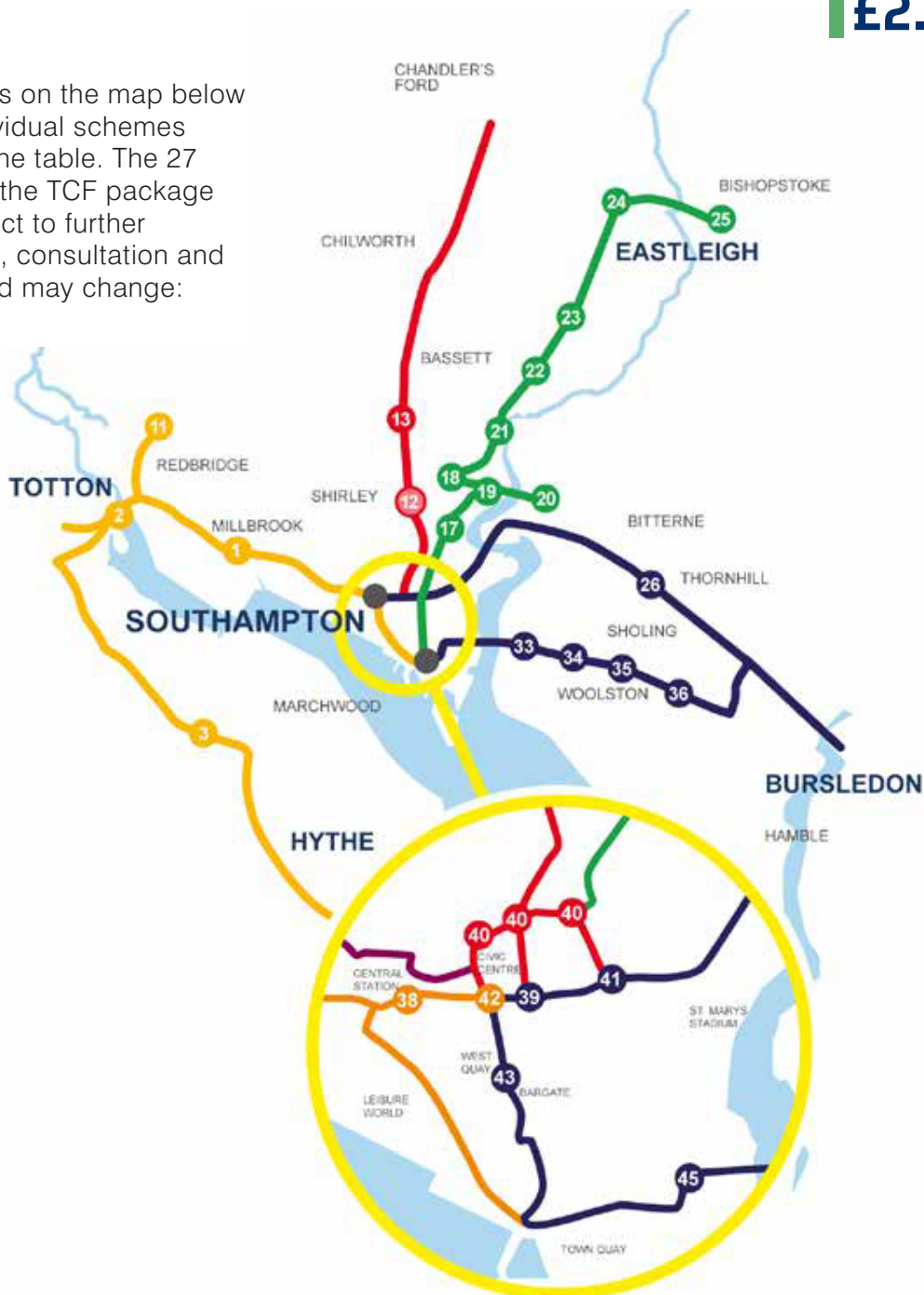
Southampton to Portswood, Eastleigh and Bishopstoke  
**£18.1m**

Southampton to Woolston and Bursledon  
**£7.4m**

City Centre  
**£20.3m**

The funding also allows us to complete the cycle corridor works on The Avenue to Chandler's Ford  
**£2.9m**

The numbers on the map below refer to individual schemes detailed in the table. The 27 schemes in the TCF package are all subject to further design work, consultation and approval and may change:



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

# Growing an international city

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

## What do we know?



The Port of Southampton is the UK’s 4th largest for exports and number one cruise port



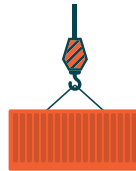
32,500-seater Premier League stadium and concert venue at St. Marys Stadium



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



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



46.5% of all international trade by weight going through the Port of Southampton was imported from or exported to a non-EU country in 2019



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



**7,600**  
INTERNATIONAL STUDENTS

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



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



## Partnership with Miami, Florida

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

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

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

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

Councillor Christopher Hammond, Leader of Southampton City Council said:

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

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

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

## DSV Air & Sea



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

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

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

Martin Rutter, Director at DSV Air & Sea, said:

*“Southampton is an ideal location for this new operation due to the close proximity to the other facilities DSV Air & Sea currently operate within the area.”*

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

### Video case study:

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

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

# Delivering our strategy

This strategy sets out a series of top-level objectives to create a green and sustainable economy in the city.

It will be accompanied by a detailed action plan, that will identify the key tasks and actions necessary to achieve these objectives over the life of the strategy. This action plan will focus on the next three years, recognising the current uncertainty facing the economy.

Southampton City Council will look to create a City Economy Board, to provide oversight and governance of the Economic and Green Growth Strategy.

Southampton City Council will monitor a range of economic indicators that will be available on our data observatory. This data and other economic analysis will be used to monitor progress and inform

the ongoing development of actions to achieve the strategic objectives.

The following topics are examples of where we will use data to monitor and understand the city's economic position (this is not an exhaustive list):

- Overall economic growth as measured by GVA
- Employment and unemployment
- Reduction in NEETS (Not in Education, Employment, or Training)
- Labour market, skills and qualifications
- Earnings and economic flows
- Inequalities
- Jobs in the city
- Businesses in the city and business survival
- Active travel

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