

Strategic Objective 1: People proud of their city and making a positive contribution					
	Where are we going – our 2026 aspirations?	How are we going to get there?	Measuring our success 2010 Milestone	Key delivery Agency/Partnership	End of Year 1 (2007/08) position & commentary
1.1	A culturally diverse city free from discrimination which welcomes new communities provides opportunities for everyone to contribute to the life of the city and its region.	Moulding our diversity as an asset for the future so that a positive and equal social mix shares in success.	Percentage of people who feel that their local area is a place where people from different backgrounds get on well together from 74% to 84%.	SCC	72% (LAA/Place Survey Jan/Feb 08) – Slight variance
		Encouraging aspiration to achieve the best skills and qualifications to enable everyone to benefit from life in the city	60 young people to achieve the new Southampton diploma.	Southampton City College	To be launched September 2009.
1.2	A place which promotes health and wellbeing and continuously improves the quality of life of all its people.	Implementing health improvement programmes across the city, increasing access to preventive services and continuing to reform and improve the local health care system.	LAA Stretch Target 4: Reduction in the mean number of decayed, missing, and filled teeth in 3 Sure Start Children’s Centre areas from 2.55 to 2.04. LAA Stretch Target 9: Increase in the number of 4 week smoking quitters in priority neighbourhoods from 884 to 995.	PCT PCT	Work is currently being carried out to finalise the data. Number of 4 week smoking quitters in priority neighbourhoods 966 (LAA) – on target
		Developing a secure and supportive city for people to grow up in and grow old in.	LAA Stretch Target 7: Decrease in the percentage of people who perceive that people do not treat one another with respect and consideration as a very or fairly big problem with 55% to	SCC	33% (LAA) – on target

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			48%. LAA Stretch Target 6: Reduction in anti-social behaviour in the city as well as the incidence of deliberate fire setting.	SCC/Hampshire Fire and Rescue	Proportion of people who breach an anti- social behaviour intervention (ASBO) : LAA Target - 55 2007 position - 38 (on target) Deliberate fire setting – on target
1.3	A place with partnership and shared leadership at its core where local people are informed, involved and listened to.	Developing vibrant family friendly neighbourhoods which support active community organisations	Increase in percentage of residents who feel well informed about local affairs across the 5 Neighbourhood Partnerships from 70% to 81%.	SVS/SCC	65% (LAA/Place Survey) – slight variance The results from the last place survey show a decrease in satisfaction. It is not clear why this is and will require further investigation in the new financial year.
		Achieving a strong sense of local ownership in local decisions through enabling mechanisms and encouraging involvement.	Deliver an annual conference for sectoral partnerships demonstrating increasing engagement by individuals, groups and agencies in planning, delivering and reviewing local activities.	Southampton Partnership/SCC	LAA Stakeholder Event held on 23 rd January 2008. Southampton Partnership 2026 Seminar held on 10 th September 2007.

Strategic Objective 2: Learning & Innovation at its heart					
	Where are we going – our 2026 aspirations?	How are we going to get there?	Measuring our success 2010 Milestone	Key delivery Agency/Partnership	End of Year 1 (2007/08) position & commentary
2.1	An international centre for learning and development, particularly in the marine and health sectors, led by the two universities, one with its world class reputation for research and innovation and the other as a major centre for vocational and professional learning	Supporting the development and continued success of the city's universities and major employers in the marine sector including the development of learning and skill development opportunities for local people of all ages.	Southampton contributing to the PUSH targets for working age population with: NVQ Level 3 or above from 44.5% to 52%. NVQ Level 4 or above from 24.4% to 29.4%.	LSC	51.3% academic yr 06/07 27.7% academic yr 06/07 On target
		Increase numbers of young people progressing into further and higher education and employment through timely guidance and support.	LAA Stretch Target 1: Decrease in the percentage of young people aged 16-18 not in further education, employment or training (NEET) from 10.4% to 7.6%.	SCC	10.9% (LAA)- Slight variance
2.2	A talent magnet, the result of sustained collaboration between universities, colleges, business support services and employers, which is committed to enabling its citizens to develop and attracting new people and enterprise into the city.	Working with schools, colleges, universities and employers to develop a skilled and motivated city workforce steered strategically from the Skills & Employability Board	Citywide workforce development measures showing year on year increases in workforce skills, training and qualification levels, and falls in the number of employers reporting skills shortages.	Skills & Employability Board	Initially targeting public services employers (health, social care and the City Council), the Board has developed an innovative project to map and deliver workforce development needs within the City. It has the explicit potential to be rolled out across the private sector, SMEs and the wider PUSH area.
		Acting on research and innovation to promote better outcomes for learners of all ages, and to encourage the development	Tailored courses for both learners and business delivering priority sectors (e.g. construction, retail, leisure.)	Skills & Employability Board	Currently under evaluation by the LSC for funding, the project mobilises a range of educational and training providers, voluntary services and skills agencies. It also has an important social justice

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		of learning opportunities for growing numbers of older learners.			component that, once implemented, should assist in the delivery of related LAA targets.
2.3	A city with excellent education from the earliest years through to schools and colleges, which encourages people to value learning throughout their lives.	Developing and sustaining successful pre-schools, primary and secondary schools and colleges that local people choose to send their children to.	LAA Stretch Target 2: Increase in the percentage of 11 year olds achieving Level 4+ in key stage 2 in English from 63% to 73%, and in Maths from 55% to 69% in named primary schools which are below the national floor target.	SCC, Children's Services & Learning	English: 65.4% (LAA) 2006/07 academic year Maths: 63.7% (LAA) 2006/07 academic year On target
		Working to improve the educational success of children and young people more vulnerable to poor outcomes through developing more effective targeted and preventative support services.	LAA Stretch Target 3: Reduction in the difference between the percentage of Southampton pupils achieving 5+ GCSEs at A* to C compared with the national average from 9.4% to 5.9%.	SCC, Children's Services & Learning	8% difference between Southampton schools and the national average (LAA) 2006/07 academic year. on target

Strategic Objective 3: A dynamic Business Environment					
	Where are we going – our 2026 aspirations?	How are we going to get there?	Measuring our success 2010 Milestone	Key delivery Agency/Partnership	End of Year 1 (2007/08) position & commentary
3.1	At the forefront of developing a knowledge based economy	By promoting the excellent knowledge-based sector founded in the economic strengths of Southampton including the marine industries	Southampton recognised as a preferred investment location for knowledge based business in SE region.	SCC/Business Southampton	No measurement in place. Working with Millbrook Technology Campus and Solent Synergy to increase profile and secure tenants and with Southampton Enterprise Hub to improve delivery of services.
		By improving skills levels, with an enhanced local labour supply, through working in partnership with universities, colleges and schools to provide continuous improvement in educational attainment, adult basic skills and work readiness.	LAA Stretch Target 8: Increase the number of residents aged 19+ achieving a NVQ Level 2 qualification from 500 to 610.	LSC	562 (LAA) – on target
3.2	A place which develops and attracts successful, creative and innovative businesses, particularly in knowledge based and service industries as well as a thriving health and care sector.	Promoting a city offering an excellent infrastructure, quality of life and environment in order to attract enterprising people, innovation and business	Implementation of the City of Southampton brand Strategy Marketing and Action Plan, including a brand awareness and perception survey to be undertaken in 2009.	Southampton City Brand	3 year city image priority. List in place. Southampton City Brand/SCC to commission perception survey. Additionally work developing with Solent Synergy and Set Squared. Success of Millbrook Technology Campus is contributing to this target.
		Increase economic activity and reduce unemployment within key demographic groups and within the priority neighbourhoods	50 businesses in priority neighbourhoods to have received support from Enterprise Gateway/Business	Enterprise Gateway/Business Link	95 (LAA) – on target

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		through increasing business support and employment advice.	Link.		
3.3	A city with an enterprising business community which recognises the contribution it can make to the city experience and which enthusiastically participates in, supports and sponsors activities.	By developing and promoting business support networks in key growth sectors, supporting business start-ups, growth and survival.	Increase in the number of customers supported by Business Link to 2,565 by 2010.	Business Link	2,716 (LAA) – on target
		By increasing the number of sustainable social enterprises in the city region.	Increase the number of sustainable social enterprises in the city from 220 (05/06) to 245.	SCC	282 (LAA) – on target While this can be viewed as an increase over the time period, some caution needs to be taken with this new number. It is likely that this represents a new baseline, as Business Link have a responsibility for working directly with Social Enterprises, and therefore register them as they engage with them. The original base line had been set from a survey undertaken in 2004, so utilised a different approach in trying to understand the level of social enterprises with in the local economy.

Strategic Objective 4: An attractive, sustainable and stimulating environment					
	Where are we going – our 2026 aspirations?	How are we going to get there?	Measuring our success 2010 Milestone	Key delivery Agency/Partnership	End of Year 1 (2007/08) position & commentary
4.1	A well positioned city with excellent transport infrastructure providing world-wide links through land, air and sea and internally well connected with the imaginative and creative use of public space	Creating a well-designed and well maintained street scene, that is clutter free, safe and accessible that demonstrates a “whole street” approach to the public realm.	Implementation of the Legible Cities programme in line with agreed timetable.	SCC	On target. Free printed map launched in July 2007 promoting the best ways to move around Southampton city centre. The pilot phase of the Legible City street information project on London Road was completed in March 2008 on time and under budget.
		Managing the transport challenges and opportunities including accessibility, congestion, road safety and air quality, through implementation of the Local Transport Plan and Solent Transport Strategy.	Be on target to achieve an increase in the number of bus passenger journeys to 20.09 million and increase the average number of daily cycling trips to 2,117 per day (by 2010/11) and reduce modal share of car journeys to school, to reduce to 26% (by 2010/11).	SCC	Bus passenger journeys 2007 -19.7M Cycling Trips– No information currently available Modal car journeys 2007 Car: 21.2%, Car Share: 2.7% = total 23.9%.
4.2	A city which lives within clear environmental limits and is responsive to the impact of climate change	Developing energy efficiency projects and promoting energy efficiency measures in all new development	LAA Stretch Target 10: Increase the number of successful referrals to the Warm Front scheme to 1,987. LAA Stretch Target 11: Reduction in annual tonnage of CO emissions	SCC SCC	Number of successful referrals to Warm Front scheme 1,105 (LAA) - significant variance. Annual tonnage of CO emissions in SCC buildings - 341 (LAA) – significant variance. The annual figure for carbon emission

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			in SCC operational buildings of 938 tonnes.		reductions is based only on implemented measures. Previous quarterly estimates have included proposed and in - progress measures – these should be fully underway by the first quarter of 2008/09 with some complete. With a number of projects in the pipe line and future plans it is likely that the 3 year stretch target will be met.
		Improving waste collection and disposal infrastructure and encouraging the community to Participate in http://hosted.safetylearning.co.uk/ Southampton cc maximising recycling and minimising waste and waste landfill.	Reduce municipal waste land-filled to 22.1% and increase the percentage of municipal waste recycled to 27.28%. Limit the waste growth of 1% a year.	SCC	Municipal waste land-filled - 22.32% (LAA) – on target Municipal waste recycled - 26.67% (LAA) – on target
4.3	Well maintained with a high quality public realm, featuring distinctive, quality buildings, some iconic, offering a mix of accommodation including affordable housing, family housing and attractive, safe and welcoming open spaces for everyone.	Improving the quality of the city's built and natural environment, to provide an attractive and stimulating environment.	All developments in the city to achieve an equivalent rating to Eco Homes/BREEAM 'very good' rating (and by 2012 as 'excellent' rating) with particular emphasis on water efficiency.	SCC	% of major planning applications approved with Eco Homes/BREEAM Very Good or equivalent conditions - 28% % of major planning applications approved had water saving conditions – 74% (LAA) sig variance but likely to achieve target next year.
		Improve the safety of people enjoying leisure opportunities in the city centre and local neighbourhoods.	LAA Stretch Target 5: Reduction in violent crime related to the evening economy.	Police	% of Hospital Emergency Department presentations for victims of assault between 18:00-09:00 hrs (with Stretch) LAA Target 989 .925 2007 position - 1135 slight variance
		Increasing housing supply in a sustainable way to meet growth	An additional 4,100 housing units will be	SCC	2005/6 – 1030 new homes completed (100% brownfield land)

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		needs, maximising the re-use of brownfield land and providing a mix of different high quality housing including family homes.	accommodated within the city rising from 97,000 units to approximately 101,000 units.		2006/7 – 1267 new homes completed.(100% brownfield land) No figures yet for 07/08.
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Strategic Objective 5: Imaginative Arts and Cultural Opportunities					
	Where are we going – our 2026 aspirations?	How are we going to get there?	Measuring our success 2010 Milestone	Key delivery Agency/Partnership	End of Year 1 (2007/08) position & commentary
5.1	A centre of national excellence for the arts and culture - building on the major strengths of existing venues and collections, and encouraging new ventures	Develop the city's capacity around creative industries; marketing and promotion of the cultural offer including the Cultural Olympics	Clear strategy to achieve national excellence status will be devised and begin to be implemented. The strategy will build upon delivery of the Art Council's PUSH priorities and the cultural quarter in Above Bar.	SCC/SHAPE	SCC is due to release a draft arts and heritage strategic position paper, entitled 'Towards an International City of Culture', by mid-June
		Develop the Southampton New Arts Complex	Construction has started on the new building to host the Arts Centre.	SCC	Works are scheduled to be underway by 2010 with an expected completion date 2012.
5.2	A place that fosters and celebrates creative and media industries, contemporary, visual and performing arts, and arts reflecting the city's communities and arts in education	Develop the Mela and Chinese New Year Celebrations and new initiatives to reflect the diversity of the city	Year-on Year increases in attendance at established and new festivals.	SCC	2008 Chinese New Year highest attendance so far. Caribbean Festival for the arrival of Royal Caribbean's Independence of the Seas in April featured performing arts and attracted 35,000 visitors.
		Further develop the Creative Industries, building on the success of Art at the Arches, to help build a vibrant sustainable economy by supporting local talent	Up to 10 students per year completing the Masters in Professional Practice course at Arch 4 in Terminus Terrace. Increasing the number of graduates in creative and media studies staying in city post graduation.	Southampton Solent University	Masters in Professional Practice course in Arch 4 launched in September 2007. 2 students currently on course. SSU are confident of a higher cohort in September 2008.

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5.3	A place which celebrates and shares its rich maritime heritage with ever increasing numbers of visitors from around the world; a heritage that is carefully preserved and actively brought to life for the benefit of visitors and residents alike	Bring the city's maritime heritage to life through improved visitor attractions and preparations for commemoration of Titanic 2012 anniversary	Links established with the Titanic cities and programme developed.	SCC	Links with Titanic cities established.
		Creating an improved understanding, awareness and appreciation of the city's history. Develop options for the former Magistrates Court.	Renovation works to Tudor House Museum on target for completion by 2011 and funding for a Heritage Centre secured.	SCC	Phase 1 of Tudor House Museum completed. Stage 1 application to HLF for Phase 2 successful. Stage 2 application on track for Sept 08 Feasibility study for Heritage Centre in Magistrates Court under way.

Strategic Objective 6: A Unique Sense of Place					
	Where are we going – our 2026 aspirations?	How are we going to get there?	Measuring our success 2010 Milestone	Key delivery Agency/Partnership	End of Year 1 (2007/08) position & commentary
6.1	A place that people naturally gravitate towards for a high quality experience in all aspects of urban life and that people are proud to promote	Promote and celebrate the many assets of the city in partnership with schools, colleges and organisations	Visitor numbers increasing annually by 5% between 2007 and 2010. 2026 seminar held annually to celebrate city achievements.	SCC	Economic Impact of Tourism 2007 commissioned and will be undertaken by Tourism South East. Report due December 2008 AIF funded Visitor Economy Strategy yet to be implemented.
6.2	A place that is both confident in its role at the heart of the region, that stimulates development outside its boundaries and which is valued beyond the city region	Be recognised as a key partner in PUSH, in helping to deliver the key development targets on homes, jobs, sustainability	Southampton delivering its PUSH targets as set out in the South East Plan and the PUSH Annual Business Plan.	SCC	- Southampton is a key partner in PUSH, leading a number of work streams including Enterprise, Innovation & Business Support, and Housing as well as leadership of the PUSH Working Group. - The PUSH Business Plan was approved by the Joint Committee on 18 th March and is being considered by SCC's Cabinet on 2 June - PUSH's structures are evolving and the new arrangements will commence formally later in the Summer [September] - Data on annual housing completions will be known in July.
6.3	A city which celebrates its relationship with the sea through maritime heritage, innovation, business, learning, physical landscape and events	Become internationally recognised as a centre of excellence in marine/maritime businesses	Lloyds Register and Carnival both operational in the city. International Boat Show attracting increasing number of visitors.	SCC	Lloyds Register – Outline planning application approved Summer 07. Detailed planning application due from UoS in Partnership with Lloyds July 2008. Expected completion date 2010. Carnival – Construction began April 07

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					<p>expected completion December 2008.</p> <p>International Boat Show attracted 127,200 visitors in 2007, an increase of 8% on the previous year (increase of 9,500)</p>
		Home to a growing annual Sea City festival	Year-on-year increases in the number of local residents and visitors participating in the annual Sea City festival.	Business Southampton	<p>Recording participation numbers has proved hard to do and is something that will be improved upon in 2008. Plan for 2008 festival awaited from Business Southampton</p> <p>In 2007, between the Sea City months of April – October there were 42 unique events promoted and a total number of over 50,000 visitors to website (April – October)</p>
6.4	A place with distinctive neighbourhoods and district centres providing a focus for local services and community activities	Area action plans contributing to improved neighbourhood identity with Woolston re-energised by major development.	Woolston Riverside development phase 1 underway, including the new public space on the waterfront and Centenary Square.	SCC	Planning application submitted March 2008. Construction expected to begin late 2008. Expected completion 2012.
		Parks and open spaces developed as a highly valued community resource.	LAA Stretch Target 12: increasing the number of green flags and pennants to 4 green flags and 2 green pennants and the number of bio-diversity sites stable or improving against ecology criteria, increased to 41.	SCC	<p>Flags – 3</p> <p>Pennants-0</p> <p>Biodiversity sites - 25</p> <p>On target</p>