

WELCOME

SOUTHAMPTON

city of opportunity

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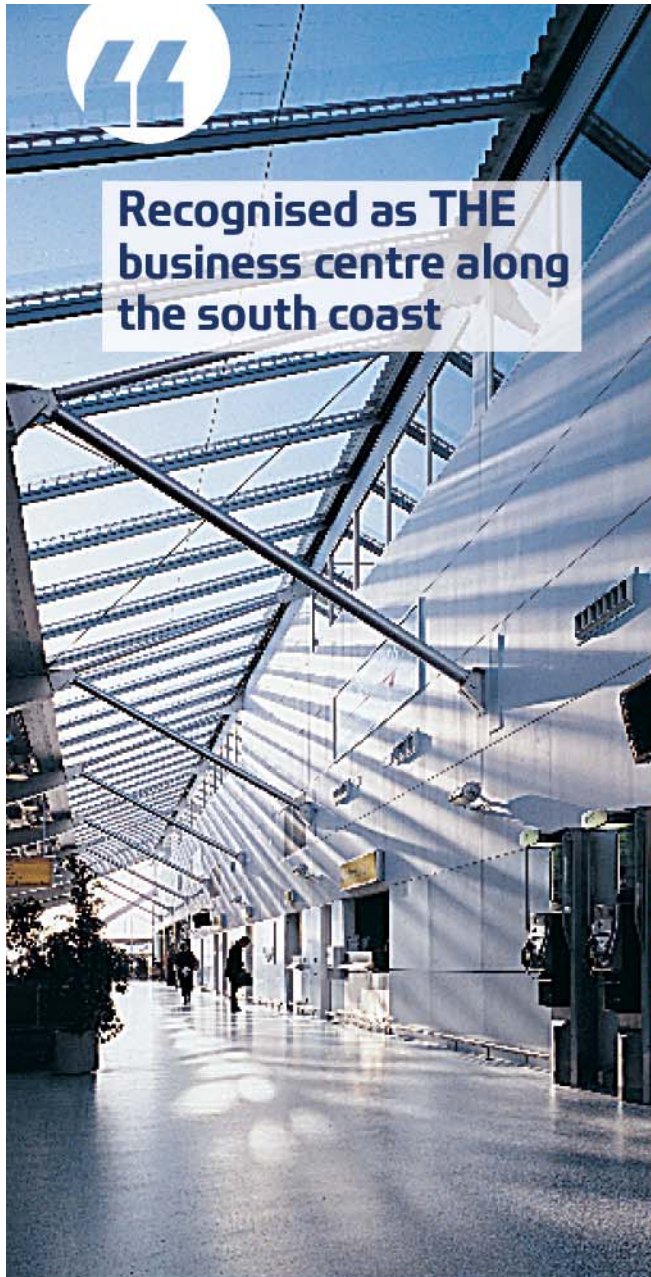
 @InvestSoton



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CITY COUNCIL

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Recognised as THE
business centre along
the south coast



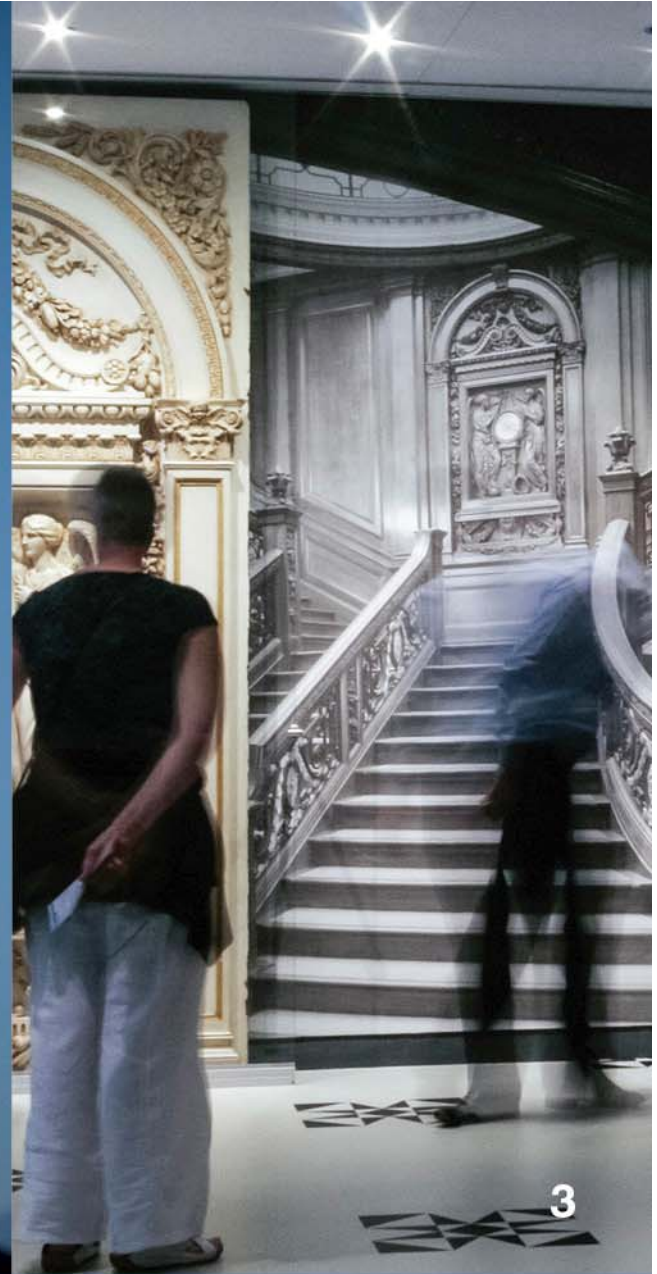
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Southampton is set to become THE cultural destination in the South



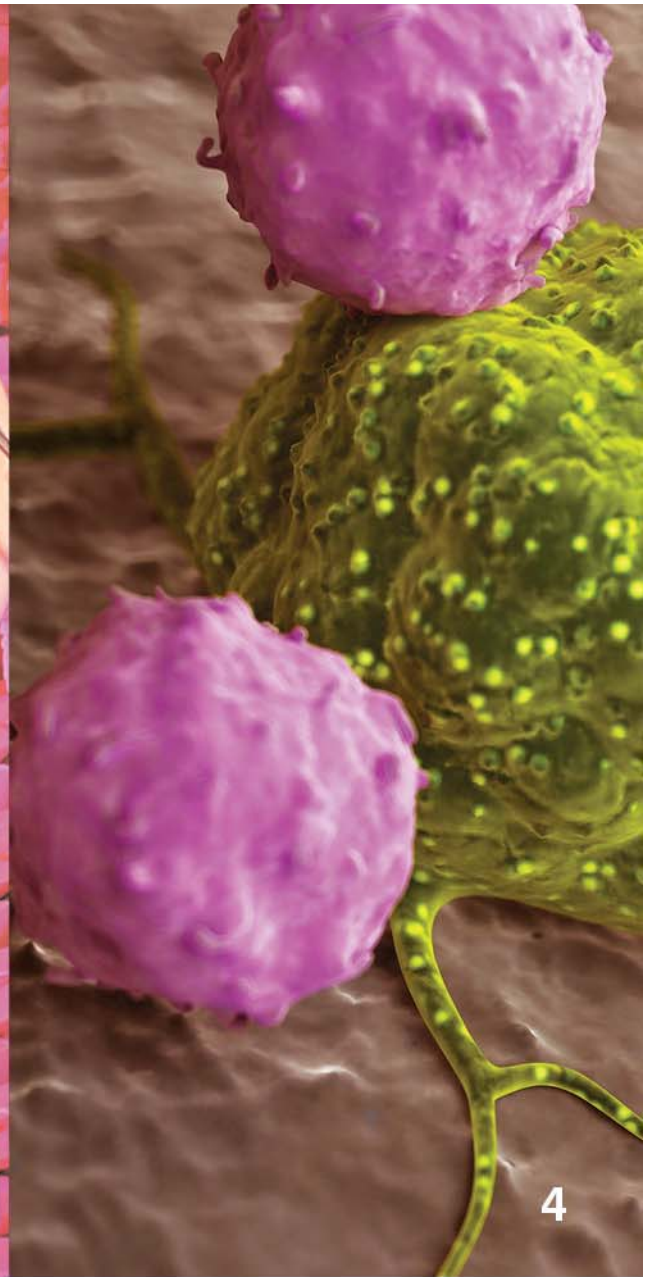
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Southampton is
changing the world





Fulfilling the potential of its waterfront setting



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An international sporting tradition both on land and water



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OUR PRIORITIES

Contributing to the City Vision
"Southampton – A city of opportunity"



Jobs for local people



Affordable housing



Prevention and
early intervention



Services for all



Protecting
vulnerable people



City pride



A sustainable council



BY 2017 WE EXPECT TO BE VERY DIFFERENT



HOW WE WILL WORK



We want to be an employer of choice



We want to 'do it once' and get it right first time



We will listen and improve learning from our mistakes



We will spend money wisely

“We want to put residents and customers at the heart of what we do, reflecting the city’s diversity”



We will work with others to make a difference



We will design our services on the principle of digital first



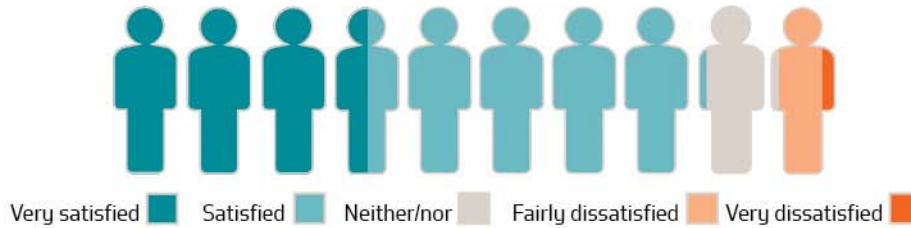
We will work with our partners in health, private and voluntary sectors to deliver services effectively



CITY SURVEY 2014

Local area as a place to live

Eight in ten residents (**82%**) are satisfied with their local area as a place to live.



59% Three in five residents are satisfied with the way the council runs things, compared to **20%** who are dissatisfied



of people agree that council provides value for money while **25%** disagree



of residents feel very or fairly well informed about local public services



75% Three quarters of residents report being in 'very good' or 'good' health compared to the national figure of **81%**
Just **7%** describe their health as bad



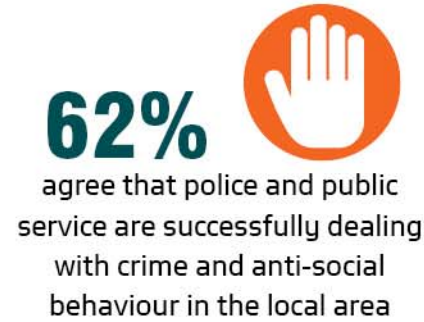
88% of Southampton residents access the internet at least once a week



71% use a smartphone to access the internet



CITY SURVEY 2014



of residents feel safe in their local area during the day

The top three public services residents are most satisfied with:



The top three challenges residents feel the city faces are:



but this falls to



at night





Behaviour and attitudes

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Contamination and not recycling

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Now for the technical

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WHAT DID WE LEARN?

Mosaic segments	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Common problems
Juice cartons, Carrier bags and plastic trays recycled	6	3	13	8	3	10	12	17	10	8	17	4	4	9	7	

Key

High levels correct or low levels incorrect 

Low levels correct or high levels incorrect 

WHAT DID WE LEARN?

Getting some things wrong

Mosaic segments	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Juice cartons, Carrier bags and plastic trays recycled	6	3	13	8	3	10	12	17	10	8	17	4	4	9	7
Paper, cardboard, plastic bottles, magazines, drink cans, yellow pages, food tins	35	12	40	19	10	45	32	59	88	28	34	10	11	49	15

Common problems

Recycling basics

Not recycling much

Key

- High levels correct or low levels incorrect ■
- Low levels correct or high levels incorrect ■

A change to our approach

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Get on top of your recycling

PEEL ME OFF AND STICK ME UP!

✓ What to put in your blue lidded bin

- ✓ Cardboard
- ✓ Paper and magazines
- ✓ Phone books
- ✓ Plastic bottles
- ✓ Food tins and drink cans
- ✓ Empty aerosols*

✗ What NOT to put in your blue lidded bin

- ✗ Black plastic sacks or plastic bags
- ✗ Glass
- ✗ Food waste
- ✗ Garden waste
- ✗ Textiles
- ✗ Plastic/polystyrene, pots, trays, tubs

* Do not include aerosols displaying a skull and crossbones or black cross on an orange background.



Download our handy 'Recycle for Southampton' app for more information
southampton.gov.uk/recycle



Clearer information
=
A change in
residents behaviour

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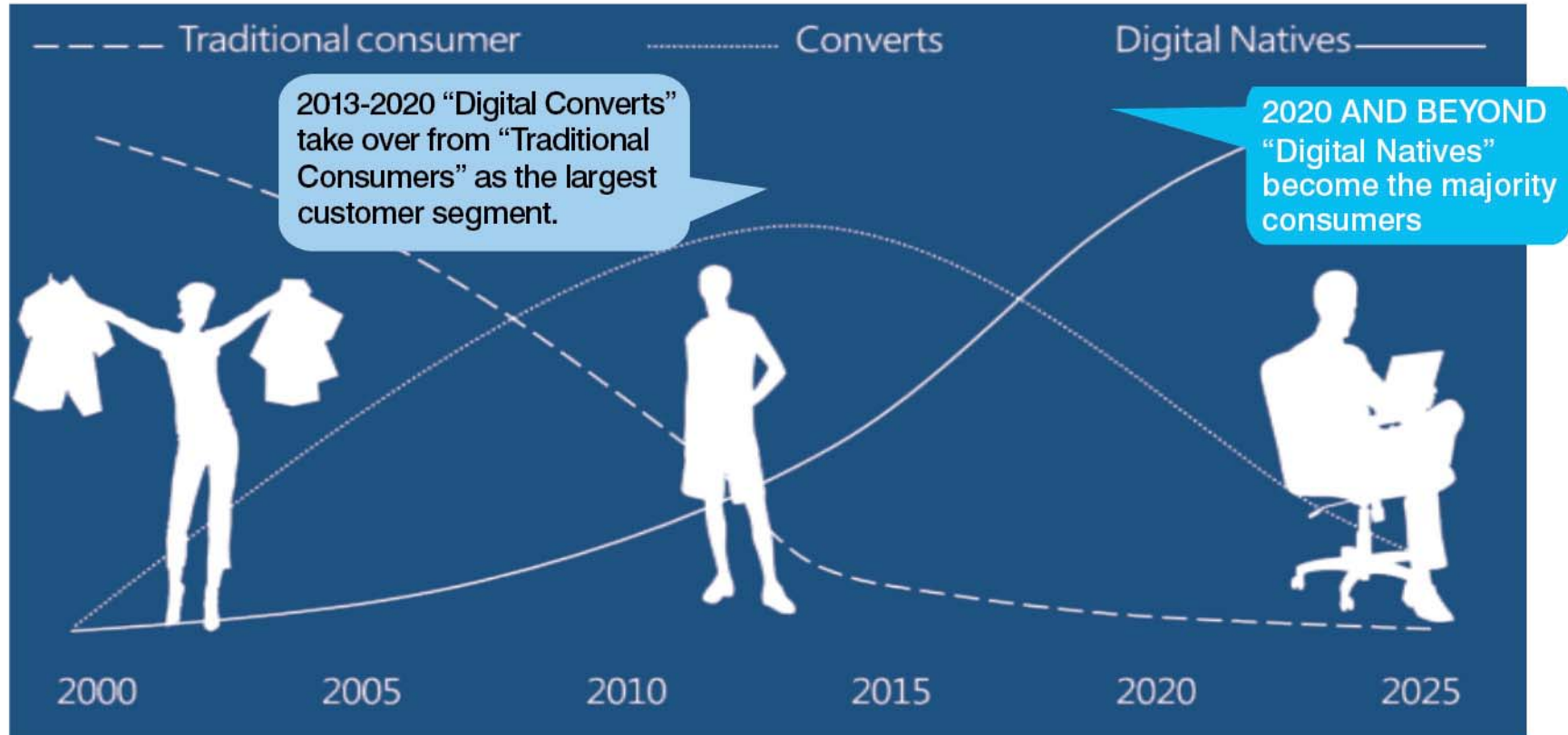
What's next?

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The world has changed...



...and so have our customers



THE DIGITAL CUSTOMER


We will design our services on the principle of digital first



88%

of Southampton residents access the internet at least once a week



71%

use a smartphone to access the internet

87%

of British adults used the internet in 2014



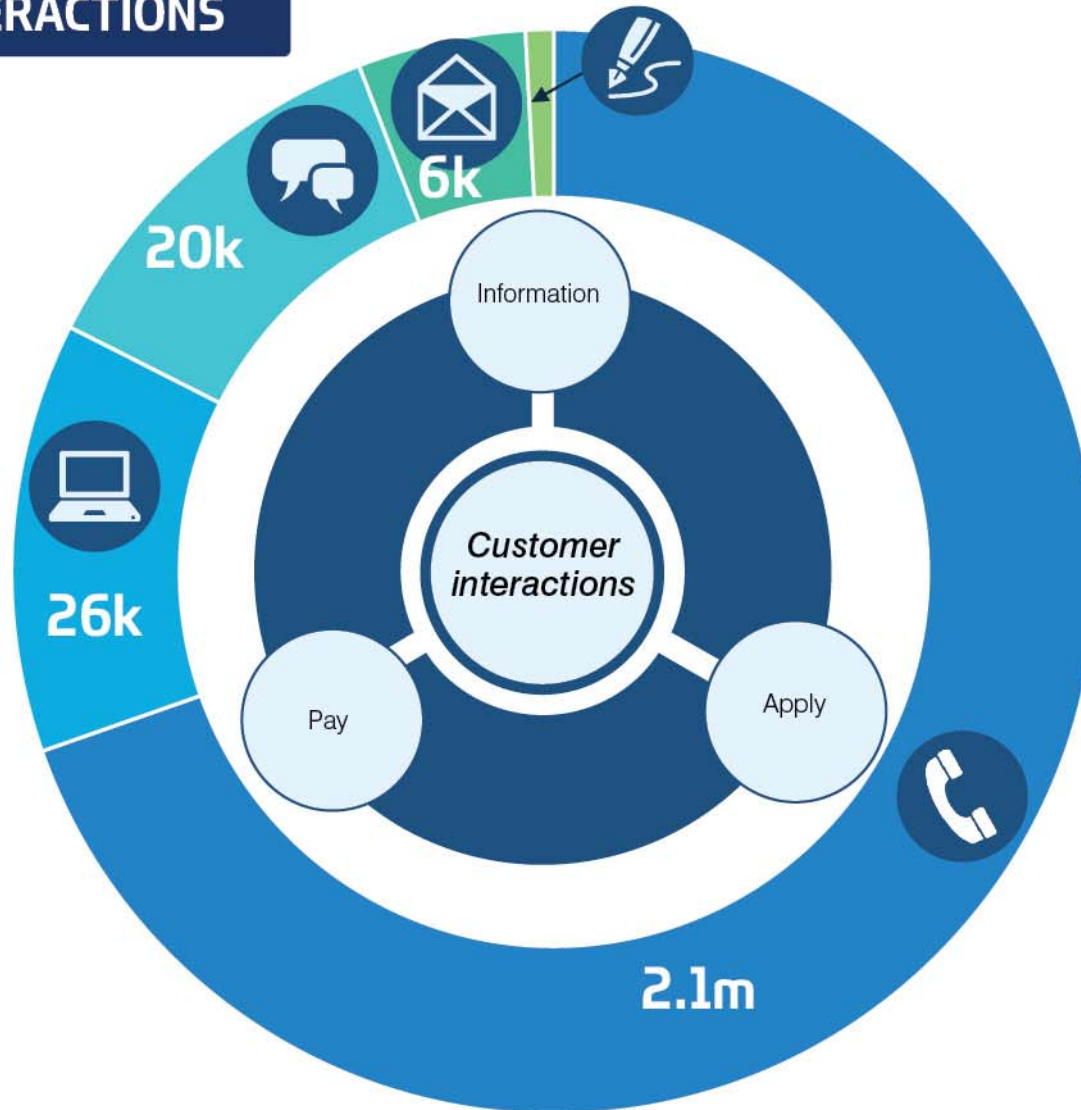
**The majority of our customers
are digitally ready;
we are not**

25



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CUSTOMER INTERACTIONS



Now for the technical

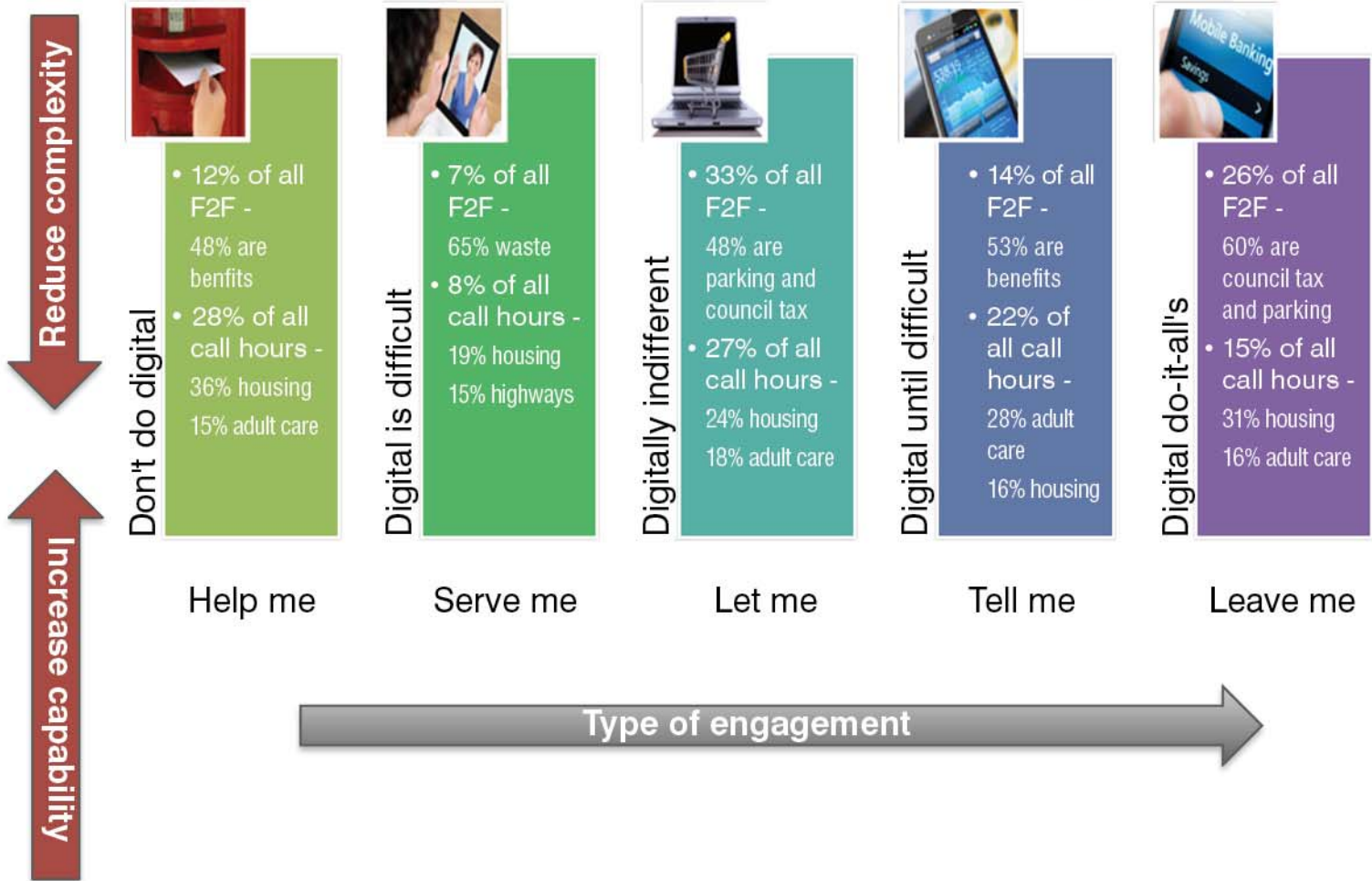
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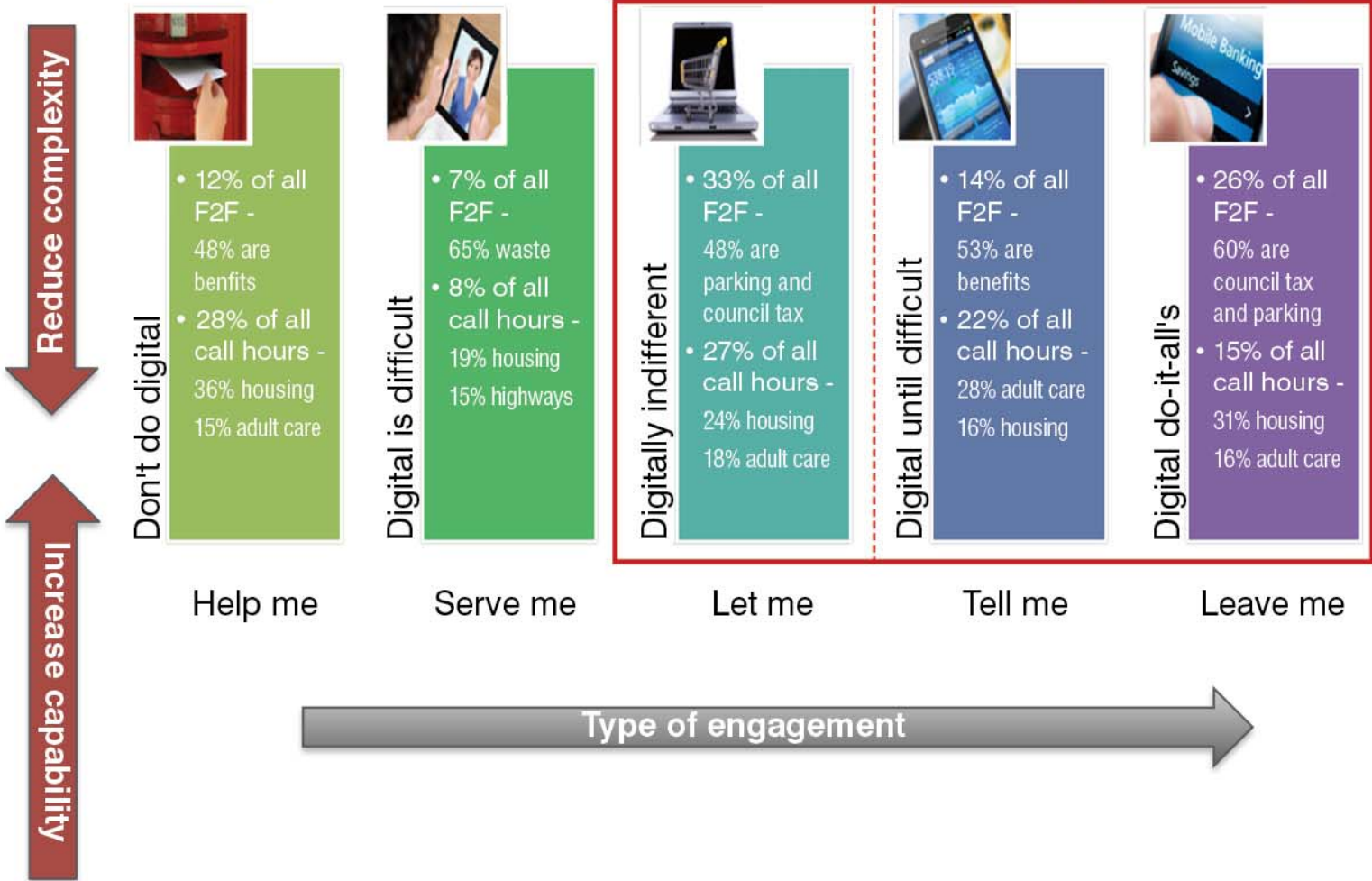
WHAT DO WE KNOW

Digital readiness of our customers (5 personas)



WHAT DO WE KNOW

Digital readiness of our customers (5 personas)





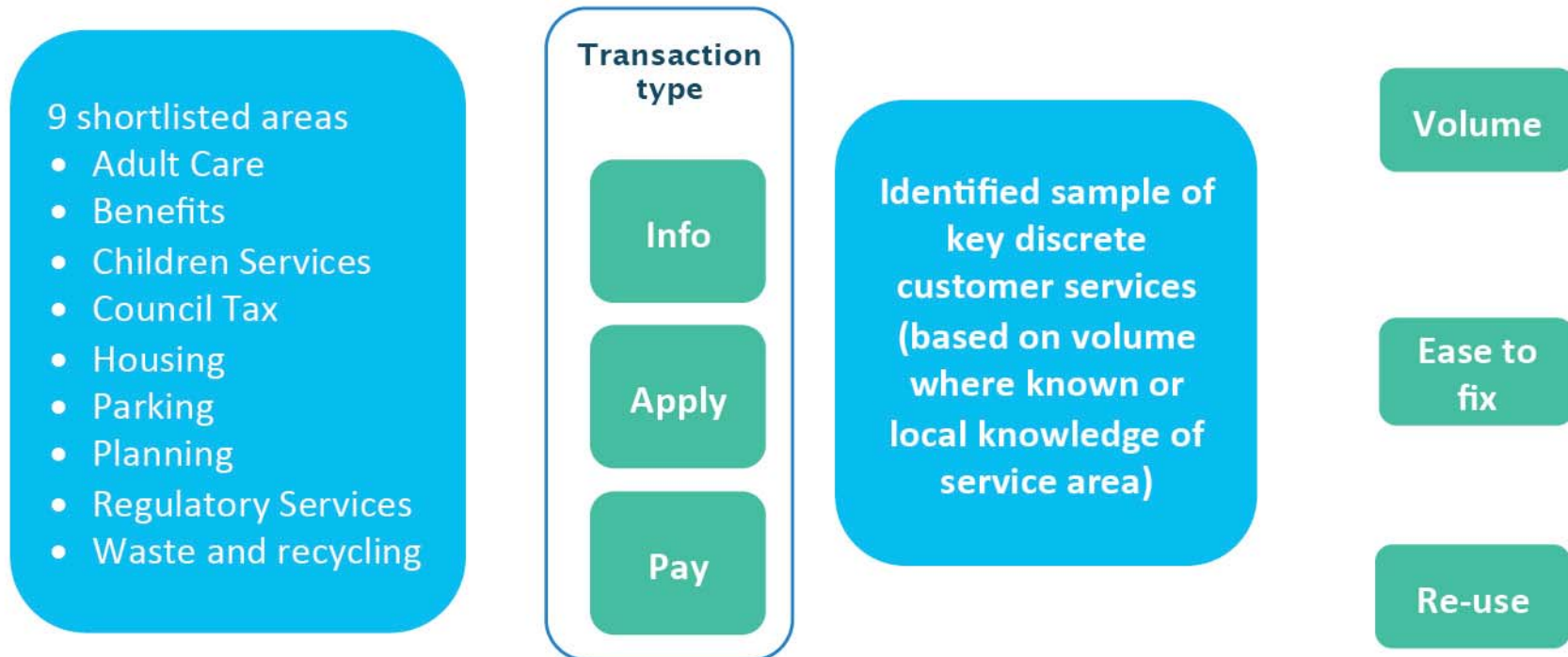
- **High volume of contact**
- **Easy to fix or**
- **Can be re-used**

Our goal is to steer customer demand to digital, through reducing the need for contact and making any necessary contact easier for all

DATA WE USED



MOST COMMONLY CONTACTED SERVICE AREA



**Streamlining processes and
the right technology
=
A change in behaviour**



CUSTOMER PRINCIPLES

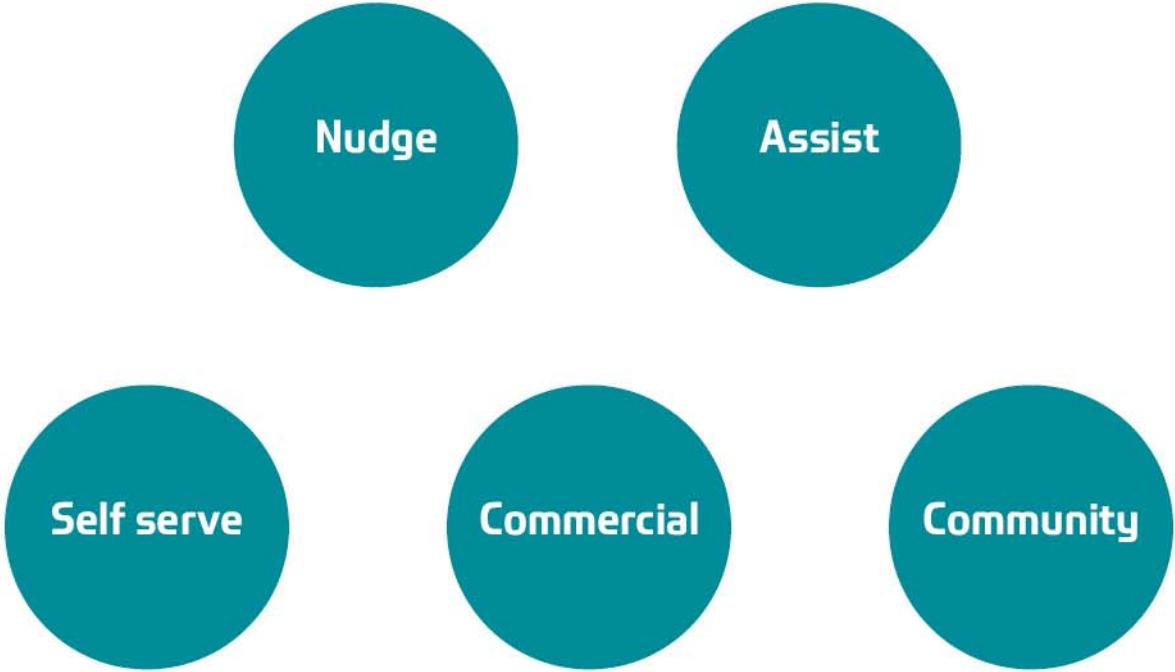


How will we do it?

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Next steps

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£5 million costs to review

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What's next?

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influence local decisions that affect you

by completing short on-line polls and surveys

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