Economic Development Strategy
2015-2020

Our Vision

“To work in partnership to promote and support sustainable economic growth, making sure Melton is an exciting and inspiring place to do business.”

Our Strategic Priorities

- Improving the Vitality of the Town and surrounding Villages
- Promoting Innovation, Enterprise and Growth in Key Sectors
- Maximising Inward Investment Opportunities
- Enhancing Aspirations, Skills and Economic Activity in the Borough

- 400 local businesses directly engaged with MBC annually
- 100 employers encouraged to up-skill and talent manage staff
- 10 annual business support events/workshops
- 8 existing and new partnerships developed and strengthened
### Economic Development Strategy

**To work in partnership to promote and support sustainable economic growth, making sure Melton is an exciting and inspiring place to do business**

#### Promoting Innovation, Enterprise & Growth in Key Sectors:
To develop a strong competitive economy by encouraging emerging technologies and innovation

**In the next 5 years we will:**

- Engage with 400 businesses annually to promote innovation and enterprise opportunities.
- Produce a package of measures aimed at growing innovative businesses.
- Provide a strong network of business support services, particularly targeting those that are self-employed in the Borough.
- Develop and strengthen 8 existing and new partnerships to advance knowledge transfer, innovation and emerging technologies.
- Promote small, flexible and affordable premises and support to assist enterprises to start and grow in the Borough.

**By 2020 we will have succeeded in:**

- The number of key priority sector businesses in the Borough has increased.
- The proportion of knowledge-based and innovative businesses in the Borough has increased.
- The number of businesses failing in the first 3 years has decreased.
- Partnerships with our partners will have improved to ensure innovation and enterprise opportunities are promoted maximised.
- The number of businesses reporting an increase in business confidence has improved.

#### Enhancing Aspirations, Skills and Economic Activity in the Borough:
To develop a workforce that meets the needs of the local marketplace and raise ambition

**In the next 5 years we will:**

- Support the wider economy by encouraging apprenticeships, lifelong learning, social enterprise and volunteering.
- Improve links between businesses and education providers to ensure that young people leave education with skills that the future economy needs, particularly those of innovation and enterprise.
- Encourage 100 employers to up-skill their workforce and promote talent management opportunities to develop ambition.
- Work with our partners to enhance career advice to young people to raise aspirations and ambition of enterprise and creativity.
- Work with our partners to enhance free money and debt advice and increase skills in money management.

**By 2020 we will have succeeded in:**

- Increased number of social enterprises, people in apprenticeships and work experience and volunteering opportunities.
- The proportion of young people supported to pursue a career in enterprise has increased.
- The proportion of 16-19 year olds not in education, employment or training (NEETS) has decreased.
- Local employers are reporting less skill shortages and are actively up-skilling their workforce and considering talent management.
- The percentage of working age population with NVQ level 4 or higher qualifications has improved.

#### Improving the Vitality of the Town and surrounding Villages:
To create better places for local employment, shopping and entertainment

**In the next 5 years we will:**

- Develop a Town Centre Masterplan.
- Deliver the regeneration actions and objectives for Melton Mowbray and the surrounding villages.
- Improve the night-time economy.
- Support the Melton Mowbray Business Improvement District in delivering all of the Business Plan objectives.
- Support the development of the Superfast Leicestershire Broadband Project to ensure more local businesses are benefiting.
- Support the rural economy by working with rural businesses, including those operating from home, to understand their diverse business needs and to aid business growth.
- Encourage sustainable transport and logistical solutions for local communities and businesses.

**By 2020 we will have succeeded in:**

- The Town Centre Masterplan will ensure a high quality shopping experience with a unique cultural draw and visitor concept.
- A broader and safer offer of the night-time economy increases evening footfall and improves the vitality of the Town Centre.
- The objectives of the Melton Mowbray Business Improvement District have been achieved.
- An increased number of businesses reporting improvements in their broadband services.
- Engagement with businesses operating from home has improved.
- Rural economies are becoming stronger with more new and diverse rural businesses being established, with aspirations to grow.
- Businesses report less transport issues.

#### Maximising Inward Investment Opportunities:
To work with other agencies to maximise resources and promote a competitive economy

**In the next 5 years we will:**

- Build on our identity as the ‘Rural Capital of Food and Drink’.
- Maximise opportunities to attract inward investment and new funding.
- Deliver at least 10 business support events and workshops.
- Continue to develop excellent relationships with businesses, with particular focus on high growth and innovative companies.
- Continue to develop excellent relationships with developers and land owners to increase the supply of ‘fit for purpose’ employment land and premises.
- Attract new funding to the economy to stimulate growth and accelerate development.

**By 2020 we will have succeeded in:**

- Continuing to establish and sustain nationally recognised events related to the food and drink sector.
- Engagement with high growth and innovative companies has improved, resulting in increased investment opportunities within the Borough.
- Receiving increased numbers of direct inward investment enquiries relating to the Borough.
- Increasing the amount of funding allocated to the local economy, by submitting more funding applications to accelerate development.
- New employment land and premises has been identified, with increased numbers of businesses starting up in the Borough.
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1. Introduction

Melton Today – A Portrait

Melton Borough is an attractive rural area covering 48,138ha in the north-east part of Leicestershire and at the heart of the East Midlands. The Borough has a total population of approximately 50,376 (Census 2011) which has risen from 47,866 (2001 Census). The main activities of the Borough are centred on the market town of Melton Mowbray. There are some 70 villages within the surrounding rural area. The population is split approximately 50/50 between Melton Mowbray and the rural villages.

Melton Mowbray has traditionally been the main economic centre for the Borough providing larger employers and the main retail and service destination for local people and visitors. The jobs in Melton Mowbray are mostly provided by a few large manufacturers. Manufacturing in the Borough (mainly food and drink) is significantly higher than the national average at 24%. However, the contributions made from the rural area cannot be underplayed and is expected to grow in the future, with an increasing number of start-ups and a growing trend towards home working.

Employment in Melton Borough has historically been provided through farming and food production, however over the last 50 years jobs in manufacturing and services have grown significantly as a proportion of overall jobs. However, whilst nationally the service sector has evidenced growth there has been a decline in the manufacturing sector.

Manufacturing employment in Melton Borough has largely been provided by significant companies such as Mars UK (pet food producer), Melton Foods (Samworth Brothers), Kettleby Foods, Long Clawson Dairy and Arla Foods. Whilst Melton’s food and drink specialism provides bespoke opportunities and a degree of local resilience, there is a need to monitor closely how this sector will perform in the future.

Growth in a range of economic sectors is essential for the Borough’s economic future. A more resilient and higher performing economy will need to provide a greater diversity of jobs in a broader range of industries. Achieving the right balance of economic growth and opportunities between Melton Mowbray and the rural communities is also crucial to achieving a stronger, more competitive Melton Borough economy.

This Economic Development Strategy provides a framework for partners from all sectors – public, private, voluntary and community – to respond to the economic challenges facing Melton Borough.

In addition to the Economic Development Strategy, an Economic Growth Plan was formulated and approved by members in October 2013. The Economic Growth Plan highlights direct local economic development activities and investment into the short-term and medium-term, whilst aligning with the Government’s agenda for the Single Local Growth Fund and City Deal.
1.1 Projections in Future Population Growth and Links to the Economy

Demographic characteristics have a fundamental influence on the social and economic development of an area. Population change has an impact on levels of economic growth through the size of the resident workforce and on the demand for services such as health, education and housing. As a net migration percentage and change profile Melton has been assessed according to the projected long term level of population change, measures of population churn and in-migration. New national insurance indicators have also been used as a proxy for overseas migration.

The proportion of the working age population who were overseas nationals registered for National Insurance in Melton was 0.43% in 2012; by comparison the Leicestershire figure was 1.18% and the East Midlands 1.02%. The proportion of residents who had moved into Melton from other parts of the UK was 4.15%, which was average by national standards and the proportion of residents who had moved out of Melton at the last Census was 4.05%, however the net level of migration in Melton in 2012 of 0.4% was relatively high by national and sub-regional standards (0.03%) indicating more people are moving into the Borough than are moving out.
2. Policy Context

**Regional & Sub Regional Policy**
Leicester & Leicestershire Enterprise Partnership (LLEP):
*Economic Growth Plan 2012-2020*

Leicesterships Local Enterprise Partnership Board:
*Leicester and Leicestershire Economic Development Strategy 2011-2030*

Leicestershire Together: *Sustainable Community Strategy 2015-2025*

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**Other Strategies:**
- Housing Strategy
- Melton Retail Study
- Melton Employment Land Study
- Melton Mowbray Town Centre Strategy and Masterplan
3. Economic Growth Plan

Melton Borough Council commissioned e-commerce Place Profiles for the Borough, which provided high-level analysis of the area and described a ‘story of place’. The Place Profiles assessed overall economic, social and environmental conditions within the Borough. Each profile sets an area within its wider context, comparing performance with neighbouring areas, as well as regional and national averages.

Melton’s Economic Growth Plan is built on sound evidence and will be demonstrated in subsequent chapters of this document. The Place Profiles identified a number of key findings when compared to the sub-regional and national figures, some of which include:

- Overall levels of productivity in Melton are average
- Self-employment rate is extremely high
- The knowledge-driver business score is very low
- The business and enterprise score in Melton is average
- Skills and qualification score is average
- Labour market score is very high
- Connectivity in Melton is very low
- Quality of life score is average
- Total stock of commercial and Industrial floor space is very low

As a result of this evidence, the Economic Growth Plan identified 6 key growth plan projects, all of which are detailed below:

**Project 1: Melton Livestock Market**

The rationalisation and regeneration of a livestock market with regional and national significance. The renewal of existing buildings and the redevelopment of the town centre, Rural Capital of Food linkages and the southern part of the site.

**Project 2: Me and My Learning Centre**

The Learning and Skills Centre will be a peer to peer support venue bringing together skills, training and advice in one place. With the right support and skills everybody can transform their life. Melton Borough Council and its partners are collaborating to work with those behind the unemployment statistics. Combining providers and local business we intend to support the unemployed to get the advice, training and the job they need to maximise their potential. There is also a desire to focus on up-skilling particularly around the lower skills levels.
**Project 3: Town Centre Masterplan**

The Masterplan will provide a framework for the regeneration of the town centre. It has clear aspirations to retain and improve the primary retail function whilst attracting a variety of complementary uses that will contribute to the vitality and viability of the centre and reinforce the distinctiveness of its physical environment. It will also aim to develop the commercial and leisure offers so they benefit both the day and evening economy, as well as creating an accessible, safe and attractive environment.

**Project 4: Food Enterprise Centre**

The Food Enterprise Centre will be established to act as a catalyst for change and provide a focus for growth for food and drink businesses, creating that essential link between business, technical facilities and services and enterprise support.

**Project 5: Commercial and Industrial Floorspace Study**

Melton Borough Council’s Economic Growth Area Delivery Statement (2012) identified that there is a need to further develop its commercial and industrial floorspace offer to businesses. Whilst there are a number of existing sites, including Saxby Road Industrial Estate, Snowhill Industrial Estate, Old Dalby Business Park and Crown Business Park. Additional sites are being developed i.e. Westleigh Industrial Estate and the Rotherhill Development and business feedback is clear that there is a requirement for more and modern premises. Melton Borough Council must also consider upgrading existing business premises to ensure that they are fit for purpose.

**Project 6: Business, Enterprise and Innovation Project**

The Business, Enterprise and Innovation Project will increase the aspirations of young people and adults and actively encourage them to consider business, enterprise and innovation as a future career choice. The project will work closely with the Learning and Skills Centre by ensuring that individuals are not only work ready, but once in employment they are continually up-skilled so their skill set meets the needs of local employers.

The Economic Growth Plan was presented and approved by members at their meeting of 30th October 2013.
4. Melton Local Plan

The Melton Local Plan is currently being prepared and will develop alongside the Economic Development Strategy. The Melton Local Plan will work hand in hand with this strategy to ensure that the Borough Council is doing everything possible to support delivery of sustainable economic development to enhance the prosperity of its residents and businesses.

The Issues and Options presented in Growing Melton Borough – The Spatial Strategy has identified the challenges the Borough faces in terms of its ageing population and the impact this might have on the economic growth of the Borough through the ability to service businesses with an appropriate workforce.

A review of Employment Land will need to be undertaken, between now and establishing preferred options in the Local Plan. A fresh Employment Land Review will consider our existing stock of employment land and assess whether it is fit for purpose and making recommendations on the amount, location and type of employment land needed in the Borough.

To understand how much employment land is needed it is necessary to understand the local economy and how this could change over the next 20 years i.e. which industries are likely to employ people in the future. Growth in a range of economic sectors is essential for the Borough’s future. A more resilient and higher performing economy will need to provide a greater diversity of jobs in a broader range of industries.

The Leicester and Leicestershire Enterprise Partnership (LLEP) have identified key priority sectors within Leicestershire:

- Food and Drink Manufacturing
- Distribution and Logistics
- Creative and Knowledge-Based Services
- Leisure and Tourism
- Financial and Businesses Services
- Environmental Technologies
- Aerospace and Space Technology

Melton Borough has many clear strengths in terms of some of the sectors detailed above, particularly those centred on food and drink manufacturing, leisure and tourism and distribution and logistics. We will of course explore opportunities to attract and increase the remaining sectors to the Borough, particularly financial, business services, creative and knowledge based businesses. Working with our partners, this Economic Development Strategy (2015-2020) will ensure that our Strategic Priorities and those priorities identified by the LLEP remain aligned.
5. Melton Economic Characteristics

The summary economic profile indicates the current state of the local economy in Melton. Presented below as a spider chart it is a way of showing a number of key economic characteristics that need to be ‘joined-up’ in the context of the Economic Development Strategy, partnerships and practical initiatives, these being:

- Economic performance,
- Industrial structure,
- Business and enterprise,
- Labour market,
- Skills and qualifications,

Economic Growth is assessed by an area’s change in total employment, giving an indication of the growth/decline of the local economy. Relative to other districts in the UK the size of the economy in Melton is small with the Gross Value Added (GVA) per job in Melton at £38,040 compared with £44,127 in Leicestershire and £49,471 nationally.

Melton has a very small employment base, and workplace earnings of those in work are comparatively low by sub-regional and national standards, at £369, compared to £448 in Leicestershire and £504 nationally. In part this is reflected in the proportion of our labour market working in certain sectors associated with low pay including: hotels and restaurants; wholesale and retail; admin and support service industries, or in elementary occupations, sales and customer services. However a wide range of factors shape the context for low-
skilled workers, including the level of economic development, pace of technical change, levels of migration and the skills of migrants, and whether or not there is support for living wage (Joseph Rowntree, Future of UK Labour Market 2014). When people are likely to experience in-work poverty is also indicated in the take up of in-work benefits such as Employment Support Allowance (ESA). So while the obvious response is to increase skills and qualifications levels without a corresponding increase in demand for skills by employers it may simply result in people working in jobs they are over-qualified for. It is important to recognise that how companies choose to compete in markets will influence their approach to progressing low-skilled staff. Within Melton our aspiration for ‘up-skilling’ is linked to economic development, innovation and business support programmes, and our focus for the future is to help companies compete on quality as well as cost, where progression structures help low-paid staff ‘move-up’ within the organisation.

5.1 Industrial Structure

Melton has a broad range of industries as presented in the pie chart overleaf. However the industrial structure associated with knowledge based production is weak; the key OECD classification for knowledge industries - aerospace, electrical machinery manufacture, printing and publishing, and chemical and energy, and knowledge based services - telecommunications, computing, R&D, finance and business services, and recreational and cultural services, where graduates make up at least 25% of their workforce accounts for just 12.6% of total employment in Melton. By comparison knowledge intensive sectors in Leicestershire were 17.95% and 21.4% nationally. Quite critically employment in knowledge-driven industries in Melton has improved significantly by 6.54% between 2011 and 2012, whilst the sector declined nationally by - 0.05% during the same period. Employment in the knowledge-based economy is characterised by the increasing demand for more highly skilled workers. The knowledge intensive and high technology parts of the OECD economies tend to be the most dynamic in terms of output and employment growth.

Changes in technology are making educated and skilled labour more valuable, and unskilled labour less so. Government and sub-regional policies have placed more stress on upgrading human capital through promoting access to a range of skills, especially the capacity to learn and providing enabling conditions for organisational change at the firm level to maximise the benefits of technology for productivity.
5.2 Business Enterprises (including birth and death rates)

- In 2013 there were 2,245 enterprises in the Melton district. In 2008 the figure was 2,230.
- In England the number of VAT and PAYE registered enterprises has increased over the period 2008 to 2013 by 0.6%. In the Melton district there was an increase of 0.7% (15 enterprises).
- In England the sectors with the largest number of enterprises are professional, scientific and technical (17.5%), construction (11.8%), retail (8.6%), information and communication (8.2%) and business, administration and support services (6.8%). These are highlighted in the table below.
- In Melton the sectors with the largest number of enterprises were agriculture, forestry and fishing (16%), professional, scientific and technical (15.4%), construction (12.2%), retail (7.1%) and business administration and support services (6.9%).
Melton district is predominantly a rural location which is reflected in the high percentage of enterprises in the agriculture, forestry and fishing sector (16% compared to 5.2% in England).

Another noticeable difference between local and national figures is that the information and communications sector locally is less than half the relative size of the national average.

Table 2: Number of Enterprises by Sector (2013)

<table>
<thead>
<tr>
<th>Broad Industry Group (SIC 2007)</th>
<th>Melton</th>
<th></th>
<th>LLEP</th>
<th></th>
<th>England</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture, forestry &amp; fishing</td>
<td>360</td>
<td>16</td>
<td>1,660</td>
<td>5.2%</td>
<td>5.2%</td>
<td></td>
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<tr>
<td>Manufacturing</td>
<td>155</td>
<td>6.9</td>
<td>3,210</td>
<td>10.2%</td>
<td>6.3%</td>
<td></td>
</tr>
<tr>
<td>Construction</td>
<td>275</td>
<td>12.2</td>
<td>3,725</td>
<td>11.8%</td>
<td>12.5%</td>
<td></td>
</tr>
<tr>
<td>Motor trades</td>
<td>65</td>
<td>2.9</td>
<td>1,140</td>
<td>3.6%</td>
<td>3.2%</td>
<td></td>
</tr>
<tr>
<td>Wholesale</td>
<td>115</td>
<td>5.1</td>
<td>2,105</td>
<td>6.7%</td>
<td>5.1%</td>
<td></td>
</tr>
<tr>
<td>Retail</td>
<td>160</td>
<td>7.1</td>
<td>3,115</td>
<td>9.9%</td>
<td>8.9%</td>
<td></td>
</tr>
<tr>
<td>Transport &amp; storage (inc. postal)</td>
<td>75</td>
<td>3.3</td>
<td>1,305</td>
<td>4.1%</td>
<td>3.1%</td>
<td></td>
</tr>
<tr>
<td>Accommodation &amp; food services</td>
<td>115</td>
<td>5.1</td>
<td>1,695</td>
<td>5.4%</td>
<td>5.9%</td>
<td></td>
</tr>
<tr>
<td>Information &amp; communication</td>
<td>85</td>
<td>3.8</td>
<td>1,545</td>
<td>4.9%</td>
<td>7.6%</td>
<td></td>
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<tr>
<td>Finance &amp; insurance</td>
<td>20</td>
<td>0.9</td>
<td>1,365</td>
<td>4.3%</td>
<td>2.2%</td>
<td></td>
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<tr>
<td>Property</td>
<td>70</td>
<td>3.1</td>
<td>1,170</td>
<td>3.7%</td>
<td>3.7%</td>
<td></td>
</tr>
<tr>
<td>Professional, scientific &amp; technical</td>
<td>345</td>
<td>15.4</td>
<td>4,035</td>
<td>12.8%</td>
<td>16.5%</td>
<td></td>
</tr>
<tr>
<td>Business admin &amp; support services</td>
<td>145</td>
<td>6.9</td>
<td>1,945</td>
<td>6.2%</td>
<td>7.0%</td>
<td></td>
</tr>
<tr>
<td>Public administration and defence</td>
<td>15</td>
<td>0.7</td>
<td>60</td>
<td>0.2%</td>
<td>0.1%</td>
<td></td>
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<tr>
<td>Education</td>
<td>35</td>
<td>1.6</td>
<td>460</td>
<td>1.5%</td>
<td>1.6%</td>
<td></td>
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<tr>
<td>Health</td>
<td>60</td>
<td>2.7</td>
<td>1,195</td>
<td>3.8%</td>
<td>4.0%</td>
<td></td>
</tr>
<tr>
<td>Arts, entertainment, recreation and other services</td>
<td>140</td>
<td>6.2</td>
<td>1,890</td>
<td>6.0%</td>
<td>7.1%</td>
<td></td>
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<tr>
<td>TOTAL</td>
<td>2245</td>
<td>100</td>
<td>31,620</td>
<td>100.0%</td>
<td>100.0%</td>
<td></td>
</tr>
</tbody>
</table>

| Negative Enterprise Growth | Positive Enterprise Growth |

In 2012 there were 230 enterprise births in Melton. This is an increase on the 2008 figure of 200 (increase of 30 or 15%). In England there was growth of 1.5% over the period.

Between 2008 and 2012 business survival rates in all the areas within the sub-region except Hinckley and Bosworth and Melton fell. In Melton there was a rise of 3.9 percentage points over the period (68% to 71.9%). In England there was a fall of 4.9 percentage points.

In 2012 3 year business Survival rates in the Melton district were 12.2 percentage points above the England average (59.7%).
5.3 Labour Market

- The proportion of the resident working age population who are in employment in Melton is high at 74.9% compared to 69.9% in Leicestershire and 71.7% nationally.
- The proportion of the working age population who are unemployed in Melton is low, with 1.2% of people claiming job seekers allowance in 2014 compared to 2% in Leicestershire and 2.4% nationally. The proportion of residents claiming any benefit has also significantly reduced since 2012 as presented in the table below (Source: ONS Nomis Unemployment Bulletin August 2014).
- In 2014 employment (employees and self-employment) in the Melton district stood at 19,200 with a population of 50,376. Self-employment rate in Melton is very high by national and regional standards with 19.03% compared to 8.29% in Leicestershire and 9.85% nationally.
- Employment in the Melton district represents 4.4% of all employment within the LLEP area (434,000).
- Over the period 2008 to 2012 employment in the Melton district fell from 21,500 to 19,200. This is a fall of -10.9% (or 2,300) the largest fall in employment in the LLEP area. In England there was a fall of -2.2%.
The largest employment sector in Melton is manufacturing and mainly food and drink. In 2014, 24% of all employment in the area was based in this sector. In 2008 the figure was 20.9% (4,500). This is a rise of 2.3 percentage points.

Total employment in manufacturing over this period has remained fairly static but the share of employment has increased. The manufacturing sector share in Melton district is nearly three times the size of England’s (8.4%).

Other significant employment sectors in Melton district in 2013 were health (11% or 1,800), retail (9.4% or 1,700), education (10.4% or 1,700) and accommodation and food services (5.2% or 1,700)

When wholesale sector is combined with the transport and storage sector this makes up 8.1% of all employment.

Sectors that have shown employment growth in the Melton district over the period 2008 to 2014 are accommodation (hotels) and food services, financial and insurance, property and arts, entertainment, recreation and other services. Only two of these sectors are in common with those sectors that have grown nationally.

Many industries in Melton have seen significant falls in employment. The three largest falls have been in information and communications, (-44.3%), professional, scientific and technical (39.5%) and business administration and support services (-26.1%).
5.4 Skills and Qualifications

- The table below provides an understanding of the estimated qualification levels in the workforce and relates to those with no qualifications, NVQ2 and NVQ4 level qualifications and above. The table also shows how qualification levels have changed over the period 2008 to 2012.

- In 2008 the percentage of the working age population in Melton with NVQ level 4 qualifications stood at 23.8% (England 28.3%). In 2013 the figure was 35.5% in Melton. This is above average (England 35.25%) and is second to Harborough district (38.9%) within the sub-regional area.

- The proportion of working of resident population qualified to NVQ level 3 in Melton is very high, in 2013 22.4% of the working age population held 2 A-levels or equivalent, compared with 19.9% in Leicestershire and 19.4% nationally.

- Conversely the proportion of the working age resident population qualified to NVQ level 2 in Melton is low, in 2013 19.63% were qualified to NVQ level 2, compared with 21.76% in Leicestershire and 20.65% nationally and 19.28% of working age residents had either NVQ level 1 or no qualifications, compared with 16% in Leicestershire and 15.35% nationally.

<table>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Mining, quarrying &amp; utilities</td>
<td>300</td>
<td>200</td>
<td>200</td>
<td>200</td>
<td>2.0%</td>
<td>5.2%</td>
<td>5.2%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>4600</td>
<td>4500</td>
<td>4400</td>
<td>4500</td>
<td>14.3%</td>
<td>10.2%</td>
<td>6.3%</td>
</tr>
<tr>
<td>Construction</td>
<td>1100</td>
<td>1100</td>
<td>1000</td>
<td>700</td>
<td>4.3%</td>
<td>11.8%</td>
<td>12.5%</td>
</tr>
<tr>
<td>Motor trades</td>
<td>1100</td>
<td>1100</td>
<td>400</td>
<td>500</td>
<td>2.1%</td>
<td>3.6%</td>
<td>3.2%</td>
</tr>
<tr>
<td>Wholesale</td>
<td>800</td>
<td>900</td>
<td>800</td>
<td>800</td>
<td>5.7%</td>
<td>6.7%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Retail</td>
<td>1700</td>
<td>1800</td>
<td>1800</td>
<td>1700</td>
<td>9.4%</td>
<td>9.9%</td>
<td>8.9%</td>
</tr>
<tr>
<td>Transport &amp; storage (inc postal)</td>
<td>1000</td>
<td>800</td>
<td>800</td>
<td>800</td>
<td>5.9%</td>
<td>4.1%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Accommodation &amp; food services</td>
<td>1300</td>
<td>1400</td>
<td>1300</td>
<td>1700</td>
<td>5.2%</td>
<td>5.4%</td>
<td>5.9%</td>
</tr>
<tr>
<td>Information &amp; communication</td>
<td>500</td>
<td>500</td>
<td>300</td>
<td>400</td>
<td>2.2%</td>
<td>4.9%</td>
<td>7.6%</td>
</tr>
<tr>
<td>Financial &amp; insurance</td>
<td>200</td>
<td>200</td>
<td>200</td>
<td>200</td>
<td>2.0%</td>
<td>4.3%</td>
<td>2.2%</td>
</tr>
<tr>
<td>Property</td>
<td>500</td>
<td>400</td>
<td>500</td>
<td>400</td>
<td>1.2%</td>
<td>3.7%</td>
<td>3.7%</td>
</tr>
<tr>
<td>Professional, scientific &amp; technical</td>
<td>1100</td>
<td>1000</td>
<td>1300</td>
<td>1300</td>
<td>6.8%</td>
<td>12.8%</td>
<td>16.5%</td>
</tr>
<tr>
<td>Business admin &amp; support services</td>
<td>900</td>
<td>1000</td>
<td>1000</td>
<td>1100</td>
<td>8.0%</td>
<td>6.2%</td>
<td>7.0%</td>
</tr>
<tr>
<td>Public administration</td>
<td>500</td>
<td>400</td>
<td>400</td>
<td>400</td>
<td>5.0%</td>
<td>0.2%</td>
<td>0.1%</td>
</tr>
<tr>
<td>Education</td>
<td>1900</td>
<td>1900</td>
<td>1600</td>
<td>1700</td>
<td>10.4%</td>
<td>1.5%</td>
<td>1.6%</td>
</tr>
<tr>
<td>Health</td>
<td>1900</td>
<td>1600</td>
<td>1800</td>
<td>1800</td>
<td>11.0%</td>
<td>3.8%</td>
<td>4%</td>
</tr>
<tr>
<td>Arts, entertainment, recreation &amp; other services</td>
<td>1300</td>
<td>1400</td>
<td>1300</td>
<td>1300</td>
<td>4.4%</td>
<td>6%</td>
<td>7.1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>20,700</strong></td>
<td><strong>20,300</strong></td>
<td><strong>19,200</strong></td>
<td><strong>19,100</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
### Table 1.1  Skills and Qualifications (Jan 2013 – December 2013)

<table>
<thead>
<tr>
<th>Individual Levels</th>
<th>Melton</th>
<th>East Midlands</th>
<th>Great Britain</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No*</td>
<td>% Change**</td>
<td>% Change**</td>
</tr>
<tr>
<td>NVQ 4 and above</td>
<td>9,400</td>
<td>29.9%</td>
<td>30.1%</td>
</tr>
<tr>
<td>NVQ 3 and above</td>
<td>17,500</td>
<td>55.9%</td>
<td>52.4%</td>
</tr>
<tr>
<td>NVQ2 and above</td>
<td>21,800</td>
<td>69.7%</td>
<td>69.7%</td>
</tr>
<tr>
<td>NVQ1 and above</td>
<td>27,000</td>
<td>86.1%</td>
<td>83.1%</td>
</tr>
<tr>
<td>Other Qualifications</td>
<td>#</td>
<td>#</td>
<td>6.6%</td>
</tr>
<tr>
<td>No Qualifications</td>
<td>#</td>
<td>#</td>
<td>10.3%</td>
</tr>
</tbody>
</table>

Source: ONS annual population survey

# Sample size too small for reliable estimate ([see definitions](#))

Notes: level and % are for those aged 16-64

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![Fig 2: GCSE Results for Young People in Melton between 2002 and 2010](image)

(\% of pupils achieving 5 or more GCSEs with A*- C)
6. Trends within Melton

**Growth in Self Employment**

Melton has the third highest self-employment rate in the UK at 19.03% compared to 8.29% in Leicestershire and 9.85% nationally. In 2014 just over 6,900 people within the Borough were registered as self-employed, this represents 1 in 4 of residents within the Borough.

The growth in self-employment lies as much in the structural changes to the local economy as in the short-term cyclical fluctuations of the past few years. The number of people working for themselves has in fact been growing year on year within Melton between 2005 and 2012. One reason for this is that the economy has continued to shift towards service industries, where small businesses and their owners are better able to thrive. Another major factor is the increasing sophistication of technologies and the reducing dependency on bricks and mortar has sent the costs of business in to free-fall. Not only has this been beneficial for those hoping to start conventional businesses, it has also made it viable to run a part time business in just a few hours a week. The number of people running ‘5-9’ ventures on top of their day jobs continues to grow nationally, aided in parts by sites like e-commerce website Etsy and other ‘sharing economy’ platforms.

Shifting demographics has also made a noticeable impact of the self-employment figures and there is emerging consensus among commentators that our ageing population is one of the biggest drivers of the recent increases. Furthermore the UK is experiencing a baby boom with the number of births at its highest since 2012 and one of the by-products of this new wave of parents looking for working patterns that offer them greater flexibility in caring for
their children. Another demographic driver has been the sustained level of immigration into the UK. The number of migrants entering the UK nationally has recorded high levels of self-employment registration, with immigrants being twice as likely to British born citizens to work for themselves (Source: RSA Brave New Work Study 2014).

**Farming and Agriculture**

The agricultural industry and Food and Drink Manufacturing sector in Melton has performed positively over the period 2010 to 2013. The proposed development scheme for Melton’s Livestock Market will serve to strengthen and support this sector.

According to Defra land use and livestock data (as at June 2014) the number of cattle increased by 1% within the Borough compared with a decline of 3% in the East Midlands and a similar decline in England as a whole, while the number of sheep increased by 7% (a similar increase to the East Midlands but higher than England as a whole, which showed an increase of only 5%). Over the same period (2010-2013) there was also a very positive increase in the number of full and part time farmers in Melton (+3%) which contrasted with a static number in the East Midlands and a small increase of 1% in England as a whole. The number of farm managers and agricultural workers declined by -14% compared to an increase of 3% within the East Midlands and a small decrease of -1% in England. The changes are summarised in the table below:

<table>
<thead>
<tr>
<th>Livestock</th>
<th>Cattle and Carves</th>
<th>Sheep and Lambs</th>
<th>Pigs</th>
<th>Poultry</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>No</strong></td>
<td><strong>% Change</strong></td>
<td><strong>No</strong></td>
<td><strong>% Change</strong></td>
<td><strong>No</strong></td>
</tr>
<tr>
<td>Melton</td>
<td>26.1</td>
<td>56.3</td>
<td>17.2</td>
<td>363.4</td>
</tr>
<tr>
<td>East Midlands</td>
<td>495.7</td>
<td>1,200</td>
<td>377.2%</td>
<td>23,421.4</td>
</tr>
<tr>
<td>England</td>
<td>5,344.7</td>
<td>14,921.6</td>
<td>4,065.09</td>
<td>120,504.2</td>
</tr>
</tbody>
</table>

Source: Defra (Structure of the Agricultural Industry as at June 2014) * number (000s) ** Change over period 2010-2013

<table>
<thead>
<tr>
<th>Labour</th>
<th>Farmers</th>
<th>Managers</th>
<th>Workers</th>
<th>Casuals</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>No</strong></td>
<td><strong>% Change</strong></td>
<td><strong>No</strong></td>
<td><strong>% Change</strong></td>
<td><strong>No</strong></td>
</tr>
<tr>
<td>Melton</td>
<td>679</td>
<td>40</td>
<td>260</td>
<td>97</td>
</tr>
<tr>
<td>East Midlands</td>
<td>18,872</td>
<td>1,392</td>
<td>8515</td>
<td>4,600</td>
</tr>
<tr>
<td>England</td>
<td>170,478</td>
<td>10,585</td>
<td>74,152</td>
<td>39,203</td>
</tr>
</tbody>
</table>

*Number as at 1st June 2014 ** Change over period 2010-2013
**Tourism and Hotels**

Melton has an international reputation for local food products, such as Stilton Cheese and Melton Mowbray Pork Pies, contributing to Melton’s identity as the ‘Rural Capital of Food’. Melton also hosts nationally recognised events such as the East Midlands Food and Drink Festival and the British Pie Awards.

Melton Promotions Board was formulated in 2004 and has continued to be a strong working Partnership that has successfully delivered the actions and strategies highlighted in the two Tourism Blueprints (2004-2007 and 2011-2014). The Blueprint sets out the key actions of the partnership in terms of tourism, marketing and development priorities.

There has been a positive % increase in the number of full time employees (FTE’s) supported by tourism. This can be seen across the key sectors of Shopping, Food and Drink and Accommodation. In 2013, the tourism industry equated to 1,141 FTE’s. Furthermore the graph below illustrates the proportion of employment in the hotel and restaurant sectors, which evidences an increase in recent years. In 2010 there were 1300 employees in this sector with this number rising to 1700 in 2013.

![Proportion of employment in Hotels and Restaurants Sectors (Source: ONS Nomis)](image)

The Scarborough Tourism Economic Activity Monitor (STEAM) collects data in order to provide comparable data in four areas: economic impact, visitor numbers, visitor days and employment support. Melton has seen an increase of 7.1% compared to 2012, which equates to £75.72 million of tourism spend during 2013. There has been a 9.6% increase in tourism spend since 2009. The most significant trend is the increase in Staying Visitors, 11% in serviced accommodation, which has boosted tourism expenditure. The investment plans for key accommodation suppliers (Harboro Hotel, Scalford Hall and Sysonby Knoll) and the opening on Premier Inn will only enhance Melton’s offer to the staying visitor.
There has also been an increase of 2.7% in visits and days which equates to 1.77 million visitor days and 1.56 million visits spent in Melton in 2013. However, despite the increase in Staying Visitors, 89% of visitors to Melton are Day Visitors, highlighting the fact that if these can be converted to Staying Visitors then Melton would see a dramatic improvement in the economy.

Focus for the future includes encouraging more Staying Visitors through campaigns and initiatives as this sector will improve the economy with higher expenditure and more FTE’s in target sectors. Partnerships will also continue with Leicestershire Promotions and Visit Britain to increase awareness of the Melton offer regionally and nationally through targeted campaigns. The visitor experience is central to all of this and consequently, we need to ensure that we provide a clean, attractive, safe destination with clear information for tourists and quality accommodation, attractions and experience.

**Town Centre**

Melton Mowbray is the primary urban settlement within the district and is its main service, administration and employment centre. In 2013, Melton Mowbray had 443 businesses and is classed as a Large Town and a Typology 2 Town. The diversity and vitality of the town centre includes a retail offer and mix, a culture and leisure offer, events and markets.

Benchmarking data is collected on a quarterly and annual basis within the town centre, with the aim of providing consistent data to monitor the town centre’s year on year performance. The benchmarking and data collection comprises 12 key performance indicators with four key areas including Town Centre Diversity and Vitality, Customer and Business Perception, People and Footfall and Economic Characteristics. It is worth noting that the national average refers to all those towns taking part in the benchmarking and not the UK national average.

Independent businesses continue to represent a high proportion of Melton’s Town Centre businesses at 68%, in comparison with other large towns at 57%, which is indicative of the town centre’s USP and business start-up trend. The commercial offering within the town centre is also indicative of other large market towns, with 49% of businesses within the A1 category and 11% within the A3 category, reflective of the town’s increasing restaurant and café culture. A higher percentage of B2 businesses are represented in the town at 9% compared to the national figure of 1%, which is reflective of the Snow Hill Industrial Estate’s inclusion in the town centre boundary.

The town centre market continues to grow year on year, with the total number of market traders rising to 142 in 2013, compared to the national average of just 30. The market is increasingly recognised as a valuable asset to the town and attracts tourists, visitors and locals alike, with 87% rating the market as excellent or acceptable.

Footfall figures have slightly decreased in 2013, which is indicative of the national decline in footfall on the High Street and the national large town average. An average number of 279 have been recorded on a Tuesday/market day, comparative to the national large town figure of 281. Car park occupancy on a Tuesday reflects the continued successful draw of the
town’s markets in driving footfall and occupancy to the town centre. Vacancy rates have seen a fall in the last year to 7%, despite national town centre closures.

Town centre business turnover and profit figures have shown an increase in 2013, with 37.5% of businesses surveyed experiencing an increase in turnover and 26% reporting an increase in profits. Whilst staff numbers within businesses have remained static during 2013 at 68%, positively, 64% of businesses surveyed in 2013 were also planning to expand their business over the next year, with 26% potentially increasing staff numbers.

Business survey analysis also revealed that competition (38%), increased business costs (41%), rental values (47%) and car parking (32%) are key barriers to growth. Whilst labour pool and staff skills were seen as key barriers to growth in 2012, significantly in 2013 this was not the case.

The strategic vision and priorities for the town centre will be developed through the Town Centre Masterplan, Vision and Town Centre Investment Management pilot. This will likely include supporting the brand of ‘Rural Capital of Food’, brand the town’s evening economy, continuing the town’s Revive and Thrive Challenge, the ‘Think Melton, Taste Melton’ and ‘Think Melton, Shop Melton’. Marketing and promotion, such as the Town Centre App and Town Centre Business Directory, together with business training and Digital High Street Skills Programme will play an important business support and development role.
7. Strategic Priorities

Melton Borough Council’s Economic Development Strategy (2015-2020) has been developed from a robust evidence base, which has been used to identify the issues faced by Melton Borough. Local actions will tackle local issues, which are set within a wider strategic framework, the successful delivery of which will support the sustainable growth and development of Melton’s local economy in line with the Melton Local Plan.

The strategy provides an overarching framework to improve the local economy, and whilst the council has a key role to lead on, and co-ordinate, this work, it is vital that the strategy has the support and commitment of all local partners engaged in this field.

As a result of the evidence gathered in support of this strategy, the following four Strategic Priorities have been identified for the next five years:

1. **Promoting Innovation, Enterprise and Growth in Key Sectors**: To develop a strong competitive economy by encouraging emerging technologies and innovation

2. **Enhancing Aspirations, Skills and Economic Activity in the Borough**: To develop a work force to meet the needs of the local marketplace and raise ambition

3. **Improving the Vitality of the Town and surrounding Villages**: To create better places for local employment, shopping and entertainment

4. **Maximising Inward Investment Opportunities**: To work with other agencies to maximise resources and promote a competitive economy

### 7.1 Strategic Priority 1: Promoting Innovation, Enterprise and Growth in Key Sectors

Innovation is a major driver of economic growth by increasing productivity, opening up new markets and creating new goods and services that can be used by the rest of the economy. In order to encourage a strong entrepreneurial culture in the Borough, enterprise activity needs to start early in schools and continue throughout the education system. Through more joined-up working between education providers and businesses, it will also be possible to identify emerging sectors of growth and to deliver local skill requirements.

Whilst employment in high-tech and knowledge-based businesses and services in Melton Borough is significantly lower than the national average, there are local opportunities available. The Pera Innovation Centre, which incorporates Pera Technology, is a leading innovation and business support organisation based in Melton Mowbray. Our partnership with Pera will provide stronger support to assist knowledge-based entrepreneurs to develop their innovative ideas into thriving businesses.

In terms of key sectors, over the past 50 years the Borough has developed into a growing manufacturing and service economy with an international reputation for local food products, such as Stilton Cheese and Melton Mowbray pork pies, contributing to the brand image of Melton.
Working with our partners in Melton Promotions we will build on this strong image and brand of ‘Rural Capital of Food & Drink’, by developing sustained events such as the East Midlands Food and Drink festival, The British Pie awards and others that directly relate to this and which will attract further investment and promote the town and borough as a flourishing tourist destination.

Leicestershire County Council has commissioned consultants Hotel Solutions to undertake research to assess the potential for the future development of tourist accommodation in Melton Borough and Harborough District, the Six Hills area of Charnwood and Countesthorpe and Kilby in Blaby. These areas fall within the European funded East Leicestershire LEADER Area, where, if the bid is successful, money will be available from 2015 to support the development of rural tourism. The East Leicestershire Tourist Accommodation Study will test the market potential for tourism growth and the development of existing and new tourist accommodation.

As part of the research process, surveys of existing tourist accommodation businesses in the area will be undertaken to understand how they are trading and their future business aspirations and development plans. It also includes a survey of land and property owners in the area to understand their interest in bringing forward tourist accommodation development proposals for planning permission and possible funding support through the LEADER Programme.

In the next 5 years, we plan to:

- Engage with 400 businesses annually to promote innovation and enterprise opportunities.
- Produce a package of measures aimed at growing innovative businesses.
- Provide a strong network of business support services, particularly targeting those that are self-employed in the Borough.
- Develop partnerships with Pera, BMC, JFC and MV16 to advance knowledge transfer, innovation and emerging technologies.

By 2020 we will have succeeded in:

- Increasing the number of key priority sector businesses in the Borough.
- Increasing the proportion of knowledge-based and innovative businesses in the Borough.
- Decreasing the number of businesses failing in the first 3 years.
- Partnerships with our partners will have improved to ensure innovation and enterprise opportunities are promoted maximised.
- Improving the number of businesses reporting an increase in business confidence.
7.2 Strategic Priority 2: Enhancing Aspirations, Skills and Economic Activity in the Borough

The Borough has traditionally relied on historic sectors of retail, manufacturing and agricultural. There are two key issues that result from this, firstly they may not all be sustainable in the longer term and secondly they create a lack of ambition and aspiration.

The Council will work with its partners to encourage schools and colleges to promote innovation and enterprise early on in the education process and continue throughout the educational system. Closer links between local schools, Brooksby Melton College and local businesses will ensure that young people in the Borough leave the education system with a broad range of qualifications and skills that are well-matched to future economic and social needs.

The skills and abilities of our workforce are vital to our aspirations of a thriving knowledge-based, high value-added economy. We need to ensure that young people in particular gain the necessary knowledge and competence to drive forward innovation and enterprise. The local economy and the businesses within it require well-qualified, enthusiastic employees with the right attitude, in order to compete and boost productivity. Educational providers need to focus on future skills requirements locally and nationally.

Over recent years the council has been engaging with local employers, who have identified specific skills gaps within the local economy. As a consequence, we aim to assist in the development of opportunities for young people to gain experience and skills in these sectors to support local businesses and local growth. This will also involve targeting those people with no or very little work experience and qualifications, with the intention of improving life skills and increasing their employability prospects.

Voluntary organisations in the Borough will have seen an increased number of volunteers from newly redundant people from all levels. Volunteering can be an excellent way of gaining new skills which might improve employment prospects or help people prepare for a career change.

In the next 5 years, we plan to:

- Support the wider economy by encouraging apprenticeships, lifelong learning, social enterprise and volunteering.
- Improve links between businesses and education providers to ensure that young people leave education with skills that the future economy needs, particularly those of innovation and enterprise.
- Encourage 100 employers to up-skill their workforce and promote talent management opportunities to develop ambition.
- Work with our partners to enhance career advice to young people to raise aspirations and ambition of enterprise and creativity.
- Work with our partners to enhance free money and debt advice and increase skills in money management.
By 2020 we will have succeeded in:

- The number of social enterprises, people in apprenticeships and work experience and volunteering opportunities in the Borough has increased.
- The proportion of young people supported to pursue a career in enterprise has increased.
- The proportion of 16-19 year olds not in education, employment or training (NEETS) has decreased.
- Local employers are reporting less skill shortages and are actively up-skilling their workforce and considering talent management.
- The percentage of working age population with NVQ level 4 or higher qualifications has improved.

7.3 Strategic Priority 3: Improving the Vitality of the Town and surrounding Villages

Melton Mowbray is the main service and employment centre. Even during the recent economic recession Melton Mowbray has sustained a high level of business confidence and customer satisfaction. The Town Centre Masterplan will aim to improve and link retail, heritage and culture offer, the leisure areas and attract the right mix of shops to encourage more people to come into the town, stay longer and spend more.

In 2011, the Melton Mowbray Business Improvement District (BID) was created, with a 3 year business plan, supported by a range of activities. The council will continue to work closely with the BID in delivering the activities and projects that aim to improve the viability of the town centre. During the life of this strategy we will focus key developments at our strategic regeneration opportunities through the Town Centre Masterplan.

We recognise that there is a significant difference with regards to users of the town during the day and the evening. Ensuring that there is good and varied offer during the evening, which is supported by creating a safe environment, will be a key action supporting this priority.

In 2014, MBC commissioned a Retail Study with the objective to deliver a number of qualitative assessments of changes in available retail and commercial leisure space based on 5 ‘year’ tranches up to 2036. The informed quantitative assessment will take account of comparison retail, convenience retail and commercial leisure and also retail and leisure expenditure in Melton Borough. The study addressed how changes to shopping and commercial leisure influence the need for retail and commercial floorspace.

The study will also provide a quantitative assessment of the requirements for comparison shopping floorspace, convenience shopping floorspace and commercial leisure floorspace. A quantitative assessment of the potential supply of new retail and commercial leisure
development based on schemes with planning permission and other sites identified in the Council's previous Core Strategy and emerging Local Plan will also be considered. The evaluation report will provide recommendations as to how outstanding need for retail and commercial leisure floorspace could be accommodated where it cannot be met through identified deliverable pipeline supply.

The rural areas are also fundamental to Melton Borough’s economic sustainability. With the rise of new technologies and improved digital connectivity, home-based working has grown exponentially. It therefore represents a potentially dynamic yet unsung Cinderella Sector within the Borough of Melton, generating wealth and employment in rural areas.

We are also committed to protecting the rural economy, so that the local countryside can support living, working, sustainable communities. We know that there are issues of economic adjustment which stem from broad social, technological and economic changes. The Council has committed its support for the sub-regional Broadband project and aims to maximise its potential, which will clearly improve the opportunities for business growth.

In the next 5 years, we plan to:

- Develop a Town Centre Masterplan and Town Centre Investment Management plan.
- Deliver the regeneration actions and objectives for Melton Mowbray and the surrounding villages.
- Improve the night-time economy.
- Support the Melton Mowbray Business Improvement District in delivering all of the Business Plan objectives.
- Support the development of the Superfast Leicestershire Broadband Project to ensure more local businesses are benefiting.
- Support the rural economy by working with rural businesses, including those operating from home, to understand their diverse business needs and to aid business growth.
- Encourage sustainable transport and logistical solutions for local communities and businesses.

By 2020 we will have succeeded in:

- The Town Centre Masterplan and work towards an Investment Management Plan will ensure a first class shopping experience with a unique cultural draw and visitor concept.
- A broader and safer offer of the night-time economy increases evening footfall and improves the vitality of the Town Centre.
- The objectives of the Melton Mowbray Business Improvement District have been achieved.
- An increased number of businesses reporting improvements in their broadband services.
- Engagement with businesses operating from home has improved.
- Rural economies are becoming stronger with more new and diverse rural businesses being established, with aspirations to grow.
- Businesses report less transport issues.
7.4 Strategic Priority 4: Maximising Inward Investment Opportunities

The Council has a good track record of securing external funds. The Leicestershire Rural Partnership has recently secured funding through the LEADER Programme (2014-2020) and an announcement in terms of funding allocation will be released in due course. ESF funding of £800,000 was also been secured to establish a ‘Me and My Learning Skills Centre’ at Phoenix House.

A Skills and Employment Project was awarded £50,000 to target skills and employment issues in the Borough’s priority neighbourhoods. Furthermore, in 2014 our partnership with Pera Training was established and £17,000 of ESF Capacity Building funding was secured to promote up-skilling and apprenticeships locally.

We recognise we need to work harder in terms of attracting inward investors and promoting the advantages and strengths of the area as a place to locate leading edge businesses and attract highly-skilled employees. Through continued partnership working; we stand the best chance of promoting the Borough as a first class business destination.

The LLEP Economic Growth Plan recognises that there is a need to balance the supply of employment land and premises, as a prerequisite for the area to be able to maximise its economic performance. Our Economic Assessment noted a clear lack of ‘fit for purpose’ employment land and premises has acted as a constraint for growth in the past.

With this in mind, MBC has commissioned a Melton Mowbray Employment Study. This study will deliver a number of assessments including an assessment of projected employment by sector up to 2036. It will also provide an assessment of the current and forecast commuting patterns to and from the Borough of Melton, and the implications for employment floorspace. The current available supply of employment land (where possible by sector) including a qualitative assessment of these sites and an assessment of the future supply of employment land (pipeline sites) will be considered.

Leicestershire County Council on behalf of partners has commissioned an East Leicestershire Rural Workspace Demand Study, which was completed in the autumn of 2014. The study is in support of an application and delivery plan for up to £2m of LEADER resources for East Leicestershire, but also to support investment decisions of Leicestershire’s £3m allocation of European Agricultural Fund for Rural Development (EAFRD) and wider resources available through the Strategic Economic Plan.

The purpose of the study was to understand the current available business workspace within East Leicestershire, any market failures within the business property market and the long term trends in supply of and demand for property. The evaluation report for this study will be available in 2015.

Working with our partners we need to invest in key infrastructure to unlock and accelerate the development of new employment sites. To assist in this, our Melton Local Plan will consider future employment growth areas to provide high-quality business environments.
In the next 5 years, we plan to:

- Build on our identity as the ‘Rural Capital of Food and Drink’.
- Maximise opportunities to attract inward investment and new funding by working more closely with our partners.
- Continue to develop excellent relationships with businesses, with particular focus on high growth and innovative companies.
- Continue to develop excellent relationships with developers and land owners to increase the supply of ‘fit for purpose’ employment land and premises.
- Attract new funding to the economy to stimulate growth and accelerate development.
- Consider investment opportunities that would directly stimulate regeneration

By 2020 we will have succeeded in:

- Continuing to establish and sustain nationally recognised events related to the food and drink sector.
- Engagement with high growth and innovative companies has improved, resulting in increased investment opportunities within the Borough.
- Receiving increased numbers of direct inward investment enquiries relating to the Borough.
- Increasing the amount of funding allocated to the local economy, by submitting more funding applications to accelerate development.
- New employment land and premises has been identified, with increased numbers of businesses starting up in the Borough.
8. Monitoring and Evaluation

The Melton Community Partnership (MCP) will be leading on taking forward the Economic Development Strategy.

- The MCP will provide the strategic direction and leadership in promoting the local economic development strategy and address the 4 key strategic priorities.
- The Partnership will promote the delivery through an action plan that will be taken forward by a number of the delivery groups.

The MCP will be monitoring and reviewing the progress of the strategy at the quarterly meetings chaired by the Leader of the Council. The action plan for this strategy will be taken forward by our multi-agency partnership groups – Vulnerable Adults, Melton BID and Melton Promotions.

Economic Development Strategy Monitoring Arrangements:

The Action Plan that will be developed will be taken on by the 3 core delivery groups, and who will monitor and review the progress, reporting back to the MCP.
9. Contact Details

<table>
<thead>
<tr>
<th>Economic Development Strategy</th>
<th>Harrinder Rai: Head of Communities &amp; Neighbourhoods &amp; Christine Marshall: Strategic Director</th>
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