



## Melton Heritage Survey 2011 Results!

### Introduction

In March 2011, the latest Melton Heritage Survey was created to collate an evidence base for several funding bids to be submitted in support of improving the promotion of Melton's Heritage and History. The public consultation looked to explore how the current provision of promotion is perceived, if new heritage activities would be desired and to invite comments in general.

### Methodology

#### **Online Survey**

An online survey was developed by officers at Melton Borough Council. It was felt important that the public were consulted on their perception of the promotion of heritage in the borough, to be used as both evidence in support of a funding bid, and also to gauge interest in the project.

The survey was launched on March 16<sup>th</sup> and closed on 3<sup>rd</sup> May.

#### **Promotion of the Survey**

The survey was featured on the Council's front page, and resided in the funding section of the website for the duration of the survey.

There was an article in the Melton Times and a link to the survey was promoted in rural areas by posting a link via the Leicestershire Villages website.

Paper copies were also available on request.

### Survey Response

56 people responded to the survey, with 15 responses coming from the paper version. Comments are listed below as to how results will help with the funding bids.

Q1. Would you say Melton's heritage is promoted well?

1.8 % Agree Strongly  
53.6 % Slightly Agree  
39.3% Tend to Disagree  
5.4% Disagree Strongly

This is an indication that there is certainly room for improvement which is an important factor when considering whether it is worth submitting a proposal for a project to improve Heritage promotion.

Q2. Are you aware of the Melton Heritage Trail?

60.7 % Yes

39.3% No

Q3. And if so, have you used it?

15.2% Yes

84.8% No

These results show that the take up of the Heritage Trail can be improved.

Q4. Would you be interested in more heritage activities? Such as heritage walks, heritage talks by local historians, local heritage gallery days etc

90.1% Yes

9.1 % No

Additional Comments:

- *As long as this includes other settlements in the borough*
- *No does not reflect disinterest, but I'm so busy that I'm unlikely to participate. My own village interest comes first.*
- *Would love to have a fantastic place called Foxy Lots on it! Very community spirited place*
- *I'm disabled so need non-mobile activities*
- *There are interesting places like the Old workhouse*
- *I personally would not be interested but yes for others and for visitors to the town.*
- *I like to find my own way around local heritage, but well sourced information is always welcome*
- *The Civic Society has lots of expertise and should be involved where possible*
- *An emphasis needs to be put upon making children aware of the heritage*

Both the survey results and the comments were very interesting, and pointed to a demand for more heritage activities in the borough.

Q5. Would you consider any of the following sites as examples of Melton's heritage which could be included in a walking trail?

|                            |       |
|----------------------------|-------|
| Egerton Lodge              | 69.2% |
| Ye Old Pork Pie Shoppe     | 73.1% |
| Colles Hall                | 53.8% |
| Melton Carnegie Museum     | 71.2% |
| St John the Baptist Church | 36.5% |
| Anne of Cleves             | 96.2% |
| The Bede Houses            | 73.1% |
| Church Street              | 71.2% |

Additional Comments:

- *Also include The Corn Exchange, The Old Club, The Boat Inn, The Manor House, St Marys Way, Cardigan House, Belvoir Castle*
- *Don't know Egerton Lodge, Bede Houses or Church Street*
- *Our town centre is a key heritage site but has been ruined by modern and ugly shop fronts*
- *Probably all of them, but as I'm not particularly familiar with any of them – I don't feel able to say yes*
- *Don't forget the river and it's history as part of the Melton Navigation, linking trade in Melton to Leicester and the wider canal network*
- *Add King Street, the Former information centre and the old pub next door.*
- *Old canal basin area*
- *Plus others no doubt – difficult to answer if one is unaware of Melton's heritage*
- *Corn Exchange, St Marys Way and Belvoir Castle should be on Heritage Trail*
- *The royal history is linked to hunting – the Lodges need focus, as does Denman's, The Swan and drinking clubs*
- *Also – St Marys Church, The Play Close, The Old Club House and Old Manor House in Burton Street: Railway Station and history as canal basin; The George, The Bell, also the Swan Inn in the Market Place part of which can be seen in Church Street, formally housing the Session of the Justice of the Peace, and thought to be the oldest building in Melton); The Cattle Market and possibly the Hunting Lodges*
- *The town needs a tourist information centre – the screens are a shoddy attempt – really does send out the wrong message*
- *The Old Club, The Boat Inn, The Manor House, St Marys Way and Cardigan House should be included*
- *Corn Exchange, Boat Inn and Belvoir Castle should be included*

If anything, this response is very positive and highlights the wealth of heritage that Melton has to offer.

Q6. Would be interested in taking part in volunteering in a new heritage project or adding some potential ideas?

28.8 % Yes

71.2% No

Q7. How far do you live away from the town centre?

11.3 % Less than 1/2 a mile

22.6% ½ mile to 1 mile

18.9% 1 mile to 2 miles

3.8% 2 miles to 3 miles

9.4% 3 miles to 4 miles

5.7% 4 miles to 5 miles

28.3% 5 miles and over

Additional Comments

- *There is little to inspire visitors to the town compared with other local towns – maybe a garden would be a good idea, need something to detract from ugly council offices*
- *Would be good as additional attraction for visitors, but local people often take for granted what is on their doorstep!*
- *Visitors needs to be encouraged to come a second time, by making car parking more attractive, accessible, affordable. It's a real problem.*
- *The "true" history of Melton has yet to be told ad promoted. Almost every PM of 1700s-1900s owned land here & every great European family wintered here, young men only initially, but eventually with their entire families and staff, hence the need for several rail stations, some of the best equipped shops for food & wine, tailoring and saddlery outside of the capital. Melton was THE place to come to hunt, gamble, race, fight, drink, party & generally debauch. It's hard to imagine nowadays but Melton was yesterday's Las Vegas.*
- *I think a community garden is a very good idea. It would be even better if it was productive with fruit and nut trees.*
- *Small areas of free street parking encourage visitors and resident to park and just wander, so information boards at strategic places could be added. Litter and general untidiness needs immediate action (the "no-broken windows" principle – look it up!)*
- *Please maintain support for the arts*
- *The tourist information centre could be in the museum or the new council offices i.e. as part of existing services. A heritage trail leaflet for people to use around the town would be an asset.*
- *St Marys Way and Belvoir Castle should be on the Heritage Trail*
- *Cardigan House should be included on the trail*
- *Belvoir Castle should be included on the trail*
- *The town feels rather disjointed which affects the way in which heritage is presented. Shop fronts also need to b in keeping with the look of the town, and need to be well presented.*
- *The George Hotel would be a good potential heritage site and an opportunity to revive local traditions.*

**Overall the survey was a very worthwhile exercise and highlighted that among other things, there is room for improvement with current arrangements for the promotion of heritage. Also, the survey highlighted that there is a need to work with other local organisations in the borough to ensure the whole community can be included.**