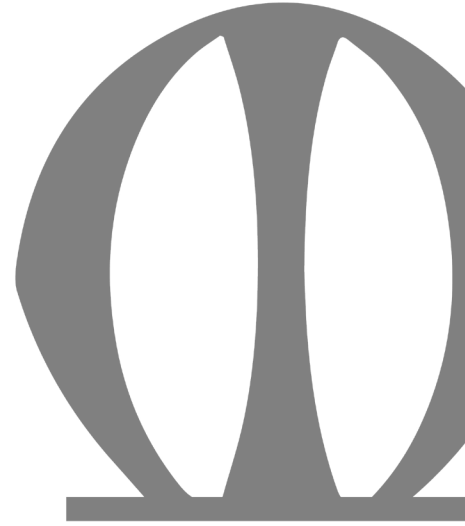


# STATE OF THE BOROUGH 2024

## Melton



*Helping people | Shaping places*

# **Introduction**

## **Thank you for your interest in the latest State of Melton report.**

Thank you for your interest in the latest State of Melton report. This report builds on the last State of Melton Report and is part of our annual process of reflection, review, and refinement of our policy and approach

During the past 12 months we have faced a number of challenges around cost of living, inflationary pressures and the continuing challenge of delivering high quality services with constraints on our finances. We are always adapting to our changing context but this annual report enables us to take stock, particularly as we start to consider the budget for 2025/26 and beyond.

As a Council, we recognise need to keep adapting and change how we deliver services to meet the needs of residents of Melton. This is reflected in our new and recently approved Corporate Strategy, which contains our Vision 36, setting out the Council's aspirations over the next 12 years accompanied by a more granular 4-year Corporate Delivery Plan. The strategy sets out the Council's priorities, highlighting our commitment to ensure residents live in good homes, supported by the right infrastructure, and have access to good jobs. A strong focus is also placed upon investing in Melton as a place, by protecting the borough's rural heritage, regenerating the town centre and making Melton a cleaner, greener and more attractive place to live work and visit.

The State of Melton Report includes key information which will help guide Councillors and Officers as they consider which areas of our strategy need a particular focus at any given time. As a Council, we are always receptive to feedback and to continuously evolve and improve what we do. If there are areas of insight and focus that appear to be missing, we would be pleased to hear from you.

Thank you for taking the time to read the State of Melton report.



**Cllr Pip Allnatt**  
**Leader of the Council**



**Edd de Coverly**  
**Chief Executive**



# How did we deliver on our Corporate Strategy 2020-2024

The Council's previous Corporate Strategy (2020-2024) ran until March 2024 and the Council has delivered against the six priorities it set, which were:

- **Excellent services positively impacting on our communities**
- **Providing high quality council homes and landlord services**
- **Delivering sustainable and inclusive growth in Melton**
- **Protect our climate and enhance our rural natural environment**
- **Ensuring the right conditions to support delivery (inward)**
- **Connected with and led by our community in Melton (outward)**

Some of the things we delivered and have been achieved are set out below:

1. Launch of new Council website, My Account function and self-service platform. The new website secures 100% accessibility score and the new self serve platform has helped increase self-service demand from 20.33% as at the end of Q4 in 2021/22 to 50% as at end of Q4 2022/2023.
2. First council in the East Midlands to be recognised as a Disability Confident Leader in 2021 and securing the Gold Award in the Armed Forces Employer Recognition Scheme 2022.
3. Implemented new HRA Business Plan, Housing Asset Management Plan and tenancy arrangements. Decent Homes now at 95%; highest level in a decade.
4. One of the first Council's to be subject to an inspection by the Regulator of Social Housing, confirming significant progress and positive outcome.
5. Effective and community focussed support to vulnerable people through the Community Support Hub; responding to covid, asylum dispersal and refugee resettlement. Numerous grants and hardship support funds administered.
6. Discover Melton brand, website and social media presence launched. Town Centre vision adopted.
7. £23m of Levelling Up Funding secured and Food Enterprise Network established and numerous business grants administered.
8. UKSPF Investment Plan approved and delivery of £1.6m programme.
9. Asset Development Programme established, £500k grant funding secured and proposals to co-locate a second GP practice at Parkside under development.
10. Leisure service contract procurement complete, delivering an affordable outcome and £1.75m of investment into facilities, fully funded by grant secured and new facilities opened.
11. Developer Contributions Supplementary Planning Document (SDP), Masterplans and Funding agreements established enabling construction on Melton Bypass (Melton Mowbray Distributor Road, North and East) to commence.
12. Climate Change Strategy launched.
13. Local Plan review underway and more homes built in Melton than at any time in a generation.
14. Way We Work Strategy and hybrid working model adopted. Staff satisfaction with Melton Borough Council as a place to work increased to 82%.
15. Audio Visual System implemented increasing resident access to council meetings and Community Co-ordinator role introduced to support Parish liaison.
16. Shortlisted in the LGC Awards 2023 for Most Improved Council.

# Vision '36 and the new Corporate Delivery Plan

**We are delighted to introduce our Corporate Strategy 2024-2036, which sets out our long-term ambitions for the next 12 years, and the work we are going to undertake to deliver them.**

We have been focused on tackling the issues that are most important to our residents and businesses. Our community is at the heart of everything we do, and we aim to deliver high quality and accessible services to all. We are committed to establishing Melton as a flourishing destination for both those who live here and those who visit, investing in our infrastructure and housing as well as continuing to tackle climate change and ensure Melton is a clean, green and safe borough.

With the cost of living continuing to rise, and the affects of the pandemic still rippling through the economy, we know that there is an increasing number of families, households and businesses seeking additional support. We are here to help in any way we can.

Rising costs, coupled with years of significant funding cuts, means that financial pressures remain a real issue for local councils across the country too. Melton is no exception, with the funding we receive to deliver services having reduced by nearly 50% since 2010. It is, therefore, vital that we carefully consider where our funds are best placed to ensure we serve our community most effectively and continue to deliver essential public services throughout the borough, whilst also ensuring we remain financially sustainable.

Despite the challenges we all face, the Melton community has consistently shown that we are resilient and by working together with our partners, local organisations and volunteers we can address the issues locally and support those most in need.

We look forward to working with our councillors, partners and those in our community to bring these plans to life and support Melton to thrive.

Our Corporate Strategy sets out the aims and objectives of Melton Borough Council. The strategy informs our plans, policies and the services we deliver to our community. Our communities are at the heart of everything we do, and this strategy has been developed using feedback from our residents, partners and stakeholders, ensuring we deliver services and tackle issues that are most important to all our communities across our rural borough.

You can read the full Corporate Strategy 2024 -2036 online at [www.melton.gov.uk/CorporateStrategy](http://www.melton.gov.uk/CorporateStrategy)



# Helping People

## Understanding the people that make Melton

There are many reasons why Melton is a great place to live and work, and there are many links and interdependencies between Helping People and Shaping Places - quite simply, what is good for place is good for people and vice versa. Within this document we look at social, economic, and environmental factors which impact on people’s physical and mental health.

Many of the things we do as a council and with our partners contribute directly and indirectly to the wider determinants of health for our residents. It is therefore important that we take the opportunity to look at aspects or areas where there are inequalities or barriers that may impact on the wellbeing and prosperity of our people, and the opportunities we have to address them through policies, service design, service delivery and collaborating with partners. Some of the solutions may be complex and may require a number of partners to work together both within Melton, and on a wider geographical or system level.

Partners working together in Melton have agreed on a set of principles to guide ‘**what good looks like**’ for our residents, across the life course. Whilst these may change slightly depending on the subject or context, they provide a strong basis on which to assess how what we do now and in the future, can promote and enable positive outcomes for our communities.

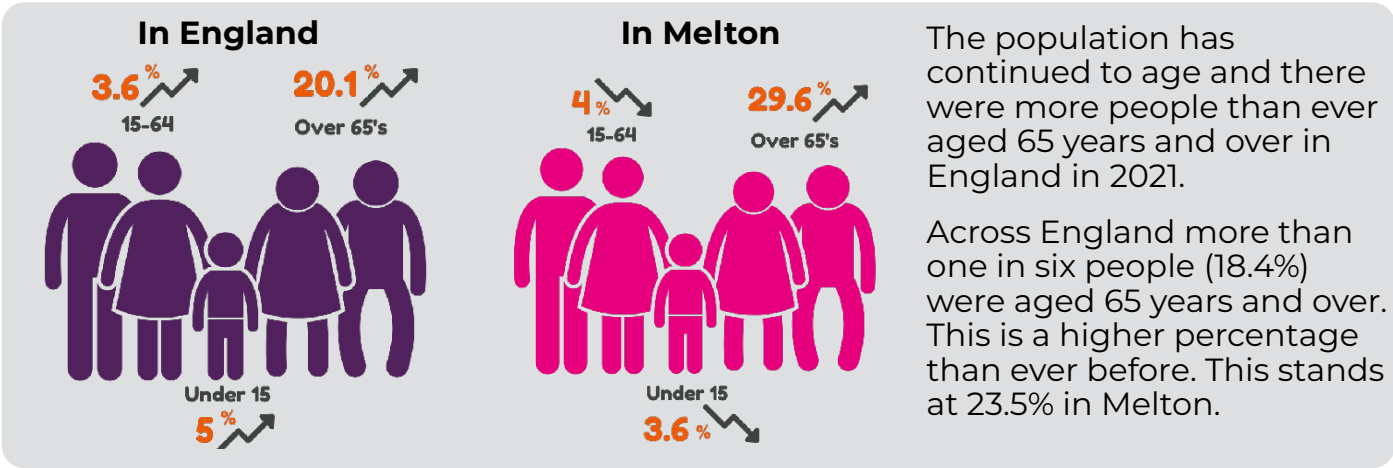
**These are the areas and indicators that have been considered looking at our Helping People category**

Area	Indicators
Community	<ul style="list-style-type: none"><li>Population</li><li>Ethnicity</li><li>Ageing population</li></ul>
Housing	<ul style="list-style-type: none"><li>Private renting</li><li>Housing growth</li><li>Homelessness</li><li>Fuel poverty</li></ul>
Economic prosperity	<ul style="list-style-type: none"><li>Education</li><li>Job seeking</li></ul>
Health and wellbeing	<ul style="list-style-type: none"><li>Life expectancy</li><li>Activity levels</li><li>Health</li><li>Wider determinants of health</li></ul>

# Community

The indicators below provide an insight into the size and profile of Melton’s population and how it is changing.

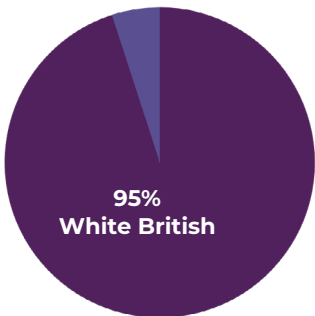
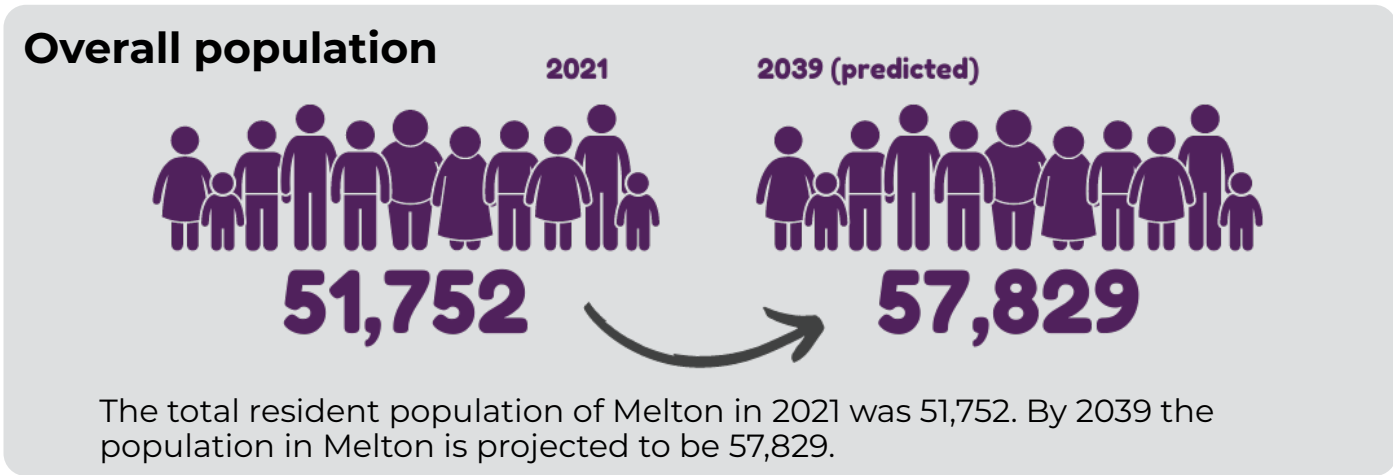
## Ageing population



Overall, in England, there has been an increase of 20.1% in people aged 65 years and over, whereas in Melton, there has been an increase of 29.6% in people aged 65 years and over.

Having an ageing population creates a challenge regarding demand on public services but also an opportunity to embrace and support an ageing population to maintain health, wellbeing, and independence and to maximise economic activity. It is possible to consider

Better Ageing in a preventative way - working with people in and approaching later life, it is possible to support people to live and age well. Many areas are actively embracing this challenge by working in line with principles of ‘age friendly communities’ as recognised by the World Health Organisation. The Age Friendly concept is built on the evidence of what supports healthy and active ageing in a place, allowing more people to live independent lives and contribute to their communities for longer.



## Ethnicity

Understanding the ethnic diversity of the borough is important for shaping policy and designing services to best meet the needs of a diverse population.

95% of Melton’s residents are White British which is higher than other comparators.

# Housing

Housing is a key determinant of health. We need to prevent people from becoming homeless. Mental and physical health, wellbeing and life opportunities are positively impacted through access to a safe, warm, affordable, and decent home.



During the 20223/2024 year, the council let 161 properties.

## Fuel poverty

Fuel poverty is caused by a low income combined with higher-than-average energy costs which depend on fuel type used and a home's energy efficiency levels. Levels in Melton have increased but remain inline with regional average.

Fuel poor households



**12.7%**  
Melton

**13.6%**  
East Midlands



## Homeless applications

Decreasing trend, however, applications remain high due to factors such as domestic violence, financial difficulties, and relationship breakdowns.

## Renting market

The renting market is challenging for many on low or average incomes.



Average 2 bed property in East Midlands



Average 2 bed property in Melton



# Economic prosperity

Work readiness is not necessarily indicative of how quickly people move into work as the labour market profile needs to be considered in relation to whether the skill of the available workforce matches labour market requirements.

This challenge has been heightened even further due to the long-term impact of the pandemic, which not only required businesses to adapt quickly to a change in the way their services can be accessed, but whether the existing workforce had the required resilience to adapt.

## Education

The Regulated Qualifications Framework (RQF) has nine levels; from Entry Level through to Level 8, with Level 8 being the highest. The level of a qualification shows how difficult the learning is.

Qualifications that share the same level:

- are broadly similar in terms of the demand
- can be very different in terms of content, duration and assessment method.

For example, GCE A levels are at level 3 on the RQF, as are BTEC Level 3 National qualifications and the Level 3 Extended Project qualification. The level of the qualification is stated in the qualification title to ensure it's really clear for users of the qualification.

RQF 4+

Melton 38%  
East Midlands 40%

RQF 3+

Melton 68%  
East Midlands 62%

RQF 2+

Melton 95%  
East Midlands 84%

RQF 1+

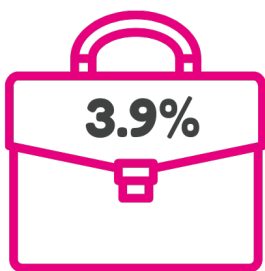
Melton 98%  
East Midlands 87%

## Apprenticeships

During 2022 to 2023 there have been 270 apprenticeships taken up in the borough.



## Unemployment Rates (as at the end of December 2023)



Melton



UK

Unemployment in Melton has risen over the last year and is now higher than the UK as a whole. Delivery partners of such support assess the financial viability of delivering support locally to fewer numbers compared to Melton's City and County counterparts. Transport challenge is a further barrier to Melton residents accessing the support in other areas.

Whilst levels of unemployment are relatively low, there are unemployment and 'work readiness' challenges. Having people looking for work and jobs available is not always straightforward and we may need to support people to overcome barriers to accessing sustainable employment.

## Universal Credit

(as at the end of April 2024)



# Health and wellbeing

Health, wellbeing, and economic prosperity are intricately linked and demonstrate the interaction between people and place. Good health has social and economic value for individuals, society, and the economy. It is an enabler of prosperous communities.

People's health relies not only on health care, but also on their economic circumstances – income, wealth, whether they have a job, and the type of work they do.

## Activity levels

**63.8%**

of adults exercise for more than 150 minutes a week in Melton.



**National average: 63.1%**

## Smoking

**10.8%**

of people living in Melton smoke.



**East Midlands average: 13.2%**

## Obesity

**69.8%**

of adults are overweight or obese in Melton

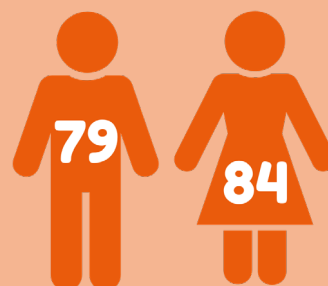


**East Midlands average: 66.1%**

## Life expectancy

### In Melton:

Life expectancy of males is 79 and females is 84.



**National average**  
**Males: 79**  
**Females: 83**

## Deprivation

Overall Melton fares well. However, there are areas of inequality.

### Local Authority Ranking



Melton is 249th least deprived area in the country, out of 317.

### Challenges

Access to housing and services presents a key challenge.



**Deprivation** refers to unmet needs.

**Poverty** refers to the lack of resources required to meet those needs.

**Wider or 'social determinants'** refer to the range of social, economic, and environmental factors which impact on people's physical and mental health.

Many of the things we do as a council and with our partners contribute directly and indirectly to the wider determinants of health for our residents.

# Shaping Places

## Understanding Melton, the place

Melton is a rural borough located in North Leicestershire. Melton Mowbray is one of the oldest market towns in the country with a reputation as the ‘Rural Capital of Food.’ The main activities of the borough are centred around farming, food, and manufacturing. Melton has an international reputation for high quality food products – notably Stilton Cheese and Melton Mowbray Pork Pies – and is a Protected Designation of Origin (PDO) for these.

Around half of the total population of the borough live in the town, Melton Mowbray which is surrounded by 70 small villages. Asfordby, Long Clawson, Waltham on the Wolds and Bottesford in the Vale of Belvoir are the largest of these villages.

Tourism is a key economic sector for Melton and the town centre.

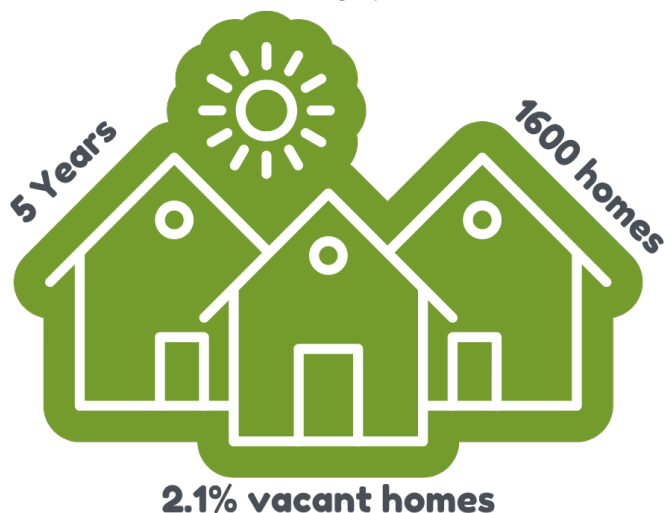
**These are the areas and indicators that have been considered looking at Shaping Places**

Area	Indicators
Property market	<ul style="list-style-type: none"><li>• Housing sales</li><li>• New homes</li><li>• Employment market</li></ul>
Town Centre and tourism	<ul style="list-style-type: none"><li>• Footfall</li><li>• Visitors</li><li>• Vacancy rates</li></ul>
Connectivity and environment	<ul style="list-style-type: none"><li>• Travel distance and times</li><li>• Air quality</li></ul>
Business and economy	<ul style="list-style-type: none"><li>• Businesses</li><li>• Weekly pay</li><li>• Communiting</li></ul>



# Property market

There are 23,519 dwellings in the borough with higher-than-average levels of home ownership (73%) and a below average proportion of social housing to rent (11% below the 16% national average).



## New homes

- Approx 1600 new homes created over last 5 years.
- Percentage of vacant dwellings of all housing stock is 2.1% as at March 2022 compared to 2.6% for the East Midlands.

## Housing prices

House prices are rising and remain above the average for East Midlands. There are large variations across the borough, rural areas can command much higher prices than the town centre. This is mainly due to higher levels of detached and larger properties in rural areas.



Most people aspire to own their own home, but affordability is a real issue for many local people, new homes to buy can command a high price and because the housing stock is made up of a higher-than-average numbers of larger detached homes, there are less affordably price homes for sale in the resale market. Despite many households being able to afford the monthly mortgage repayments, mortgage lending restrictions and deposit requirements are a barrier to home ownership.



## Offices

**7.7%**



**13.4%**

**Retail space**

## Employment space

The vacancy rate for commercial premises was 2.5% in 2015 highlighting the need to build more employment space to allow for business growth.

(Employment land study)

# Town Centre and tourism

Melton Mowbray Town Centre has a rich and diverse retail and other uses offer, enhanced by a weekly Livestock Market and twice-weekly Farmers Market. The town centre has held well during the COVID-19 pandemic, helped by high concentration of independent businesses. The vacancy rate has gone up, yet it is significantly lower than the national average demonstrating confidence in the local high street as well as opportunities for business growth.

The Town Centre benefits from the presence of the Business Improvement District (BID) that has been operational since 2011 and includes 487 members.



**Food Standards Agency**

Over 95% of businesses broadly comply to Food Hygiene Rating Scheme scoring level 3 or above.

## Tourism

The tourism related spend in the economy has steadily increased since 2010 generating £68.9 million to £100.48 million in 2019, representing a 45% increase over 10 years.

Total employment in the sector has risen by 6.4% in 10 years from 1,159 – 1,233 jobs.

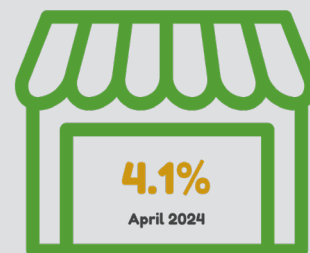
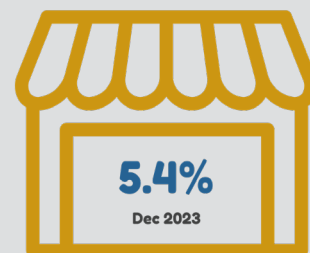
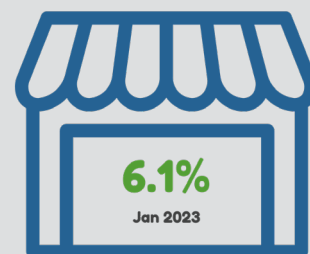
**£100.48m**  
in 2019



**£68.9m**  
in 2010

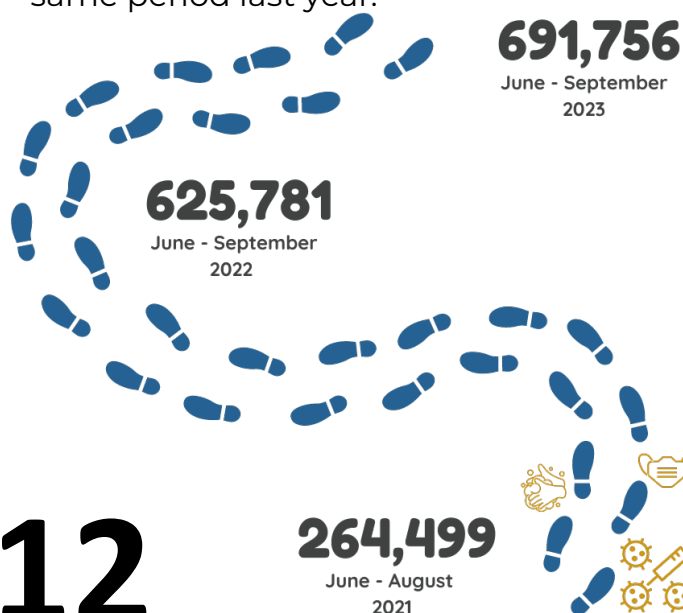


## High street vacancy rates have reduced by 2% since January 2023



## Footfall - Total visitors

The pandemic had a significant impact on the footfall in the town, but since then we have seen a increase again and the figures are up 10.5% compared to the same period last year.

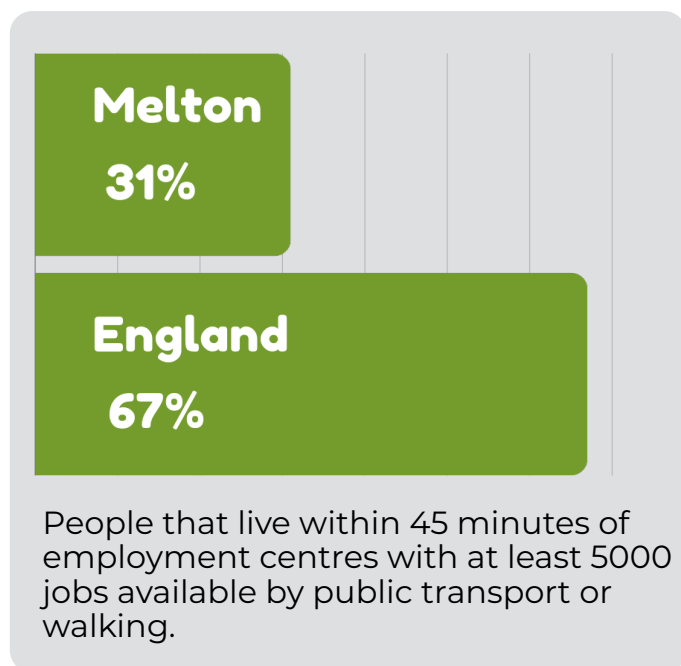
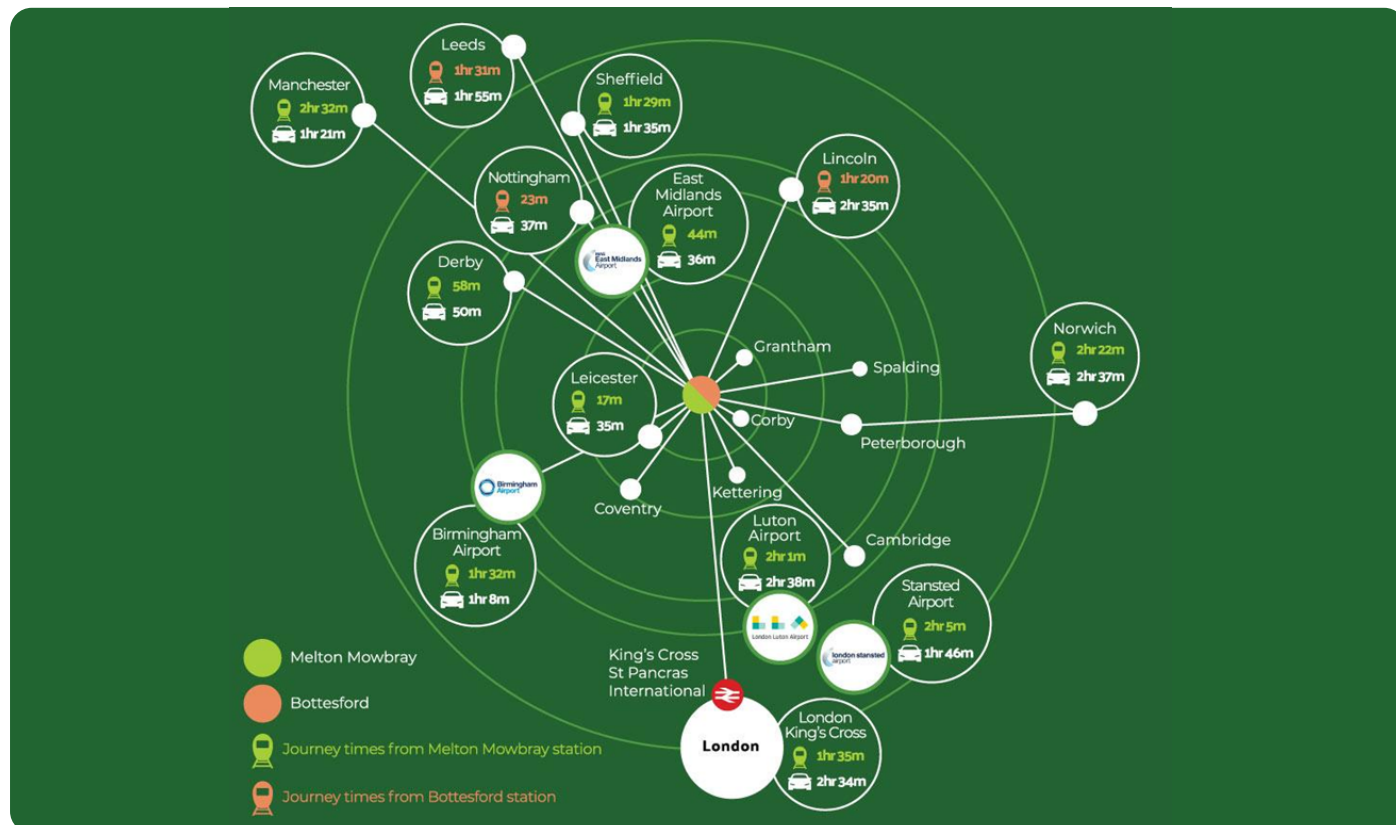


Independent businesses represent a high proportion of businesses within the town centre, compared to other large towns in the East Midlands and nationwide.

Understandably, town centres have been adversely impacted by the recent pandemic. Vacancy rates have remained relatively static in recent years.

# Connectivity and environment

Melton Borough is in the heart of England and has exceptionally good transport connections to a number of nearby towns and cities, including Leicester, Nottingham, Birmingham, Peterborough, and Lincoln.

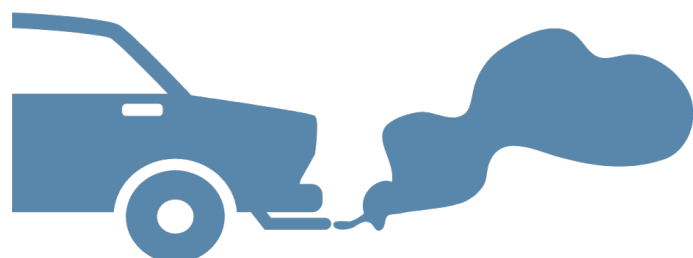


## Air Quality

The primary source of airborne pollutants is road vehicle traffic. No areas exceed the air quality objective limit for nitrogen dioxide ( $40\mu\text{g}/\text{m}^3$ ) since 2017.

This means that Melton's environmental quality is better than most areas in the country.

## Spend on highways and transport services





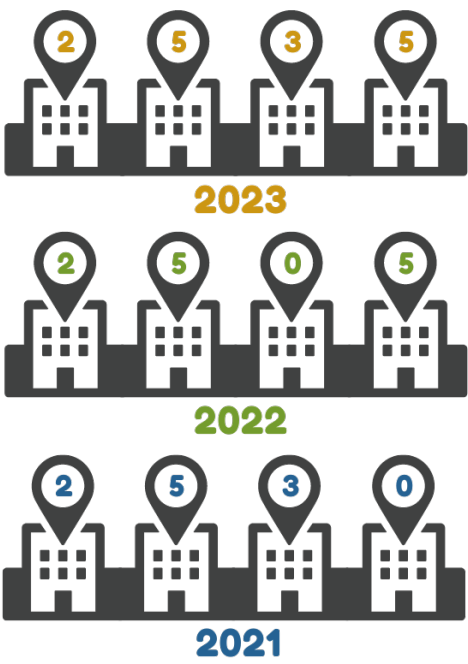
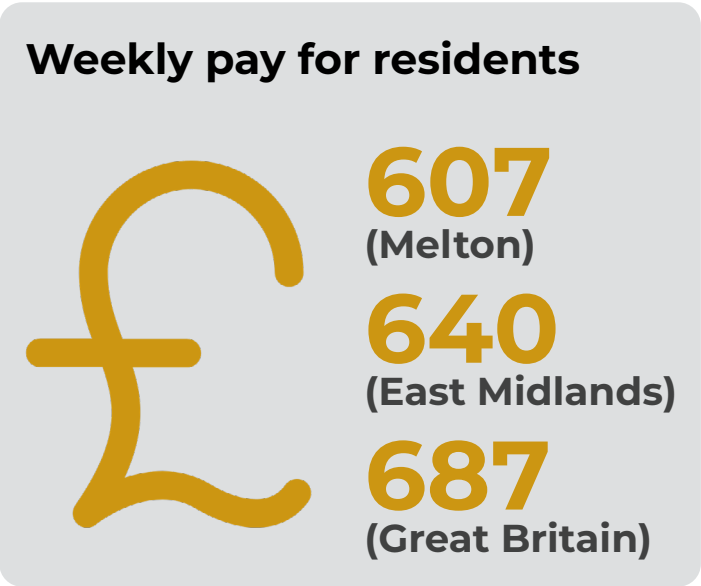
# Business and economy

With an above-average increase in businesses and prominent levels of self-employment, Melton is full of ambitious spirit.

There have been an increasing number of business start-ups and a growing trend for home working within the rural area.

The skills and abilities of our local workforce are vital to our aspirations for a diverse, thriving high value added economy, geared by our prevalence for innovation and enterprise.

In terms of Higher Education, Melton is ideally located near a number of internationally renowned universities, all within a 45-minute drive.



# Understanding our population: Census data

The latest Census took place on 21 March 2021. You can find details online at [www.ons.gov.uk/visualisations/censuspopulationchange/](http://www.ons.gov.uk/visualisations/censuspopulationchange/). The data found that:

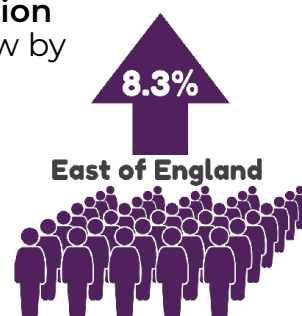


There were 59,597,300 people living in England and Wales on 21 March 2021, the day of the latest Census. This is over 3.5 million more (6.3%) than in 2011 and is the largest census population ever recorded.

**The English region with the largest population increase** was the East of England, which grew by around 8.3% or 488,000 more residents.



**The English region with the smallest increase** was the North East, growing by 1.9% or around 50,000 people. In Wales, the population grew by 1.4% or 44,000 people.



## Melton's population



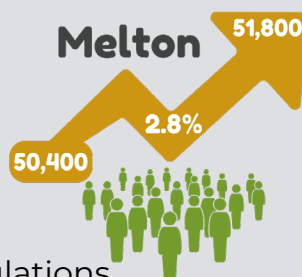
Melton ranked 305th for total population out of 309 local authority areas in England, moving up one place in a decade.

The population size has increased by 2.8%, from around 50,400 in 2011 to 51,800 in 2021. This is lower than the overall increase for the East Midlands (7.7%)

and England (6.6%), where the population grew by nearly 3.5 million to 56,489,800.

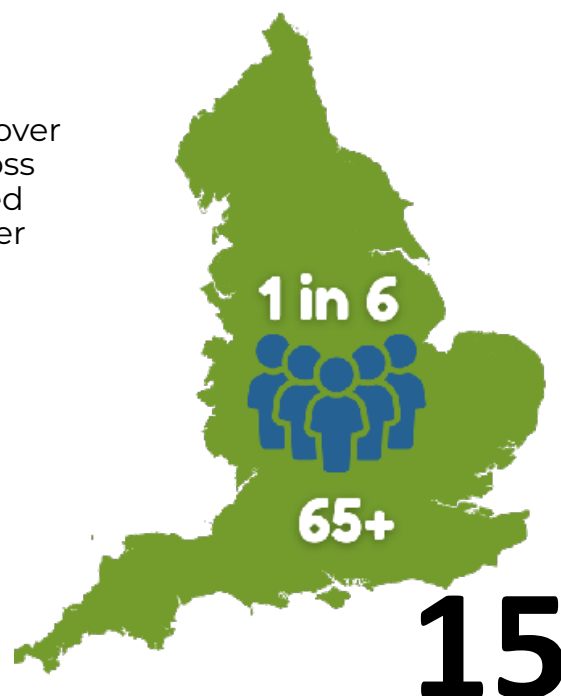
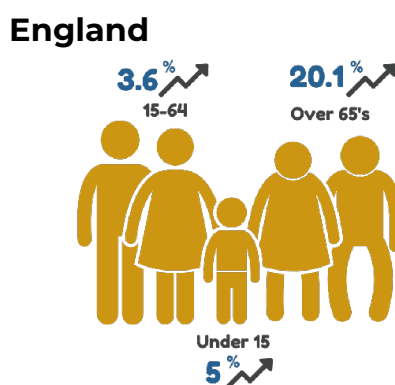
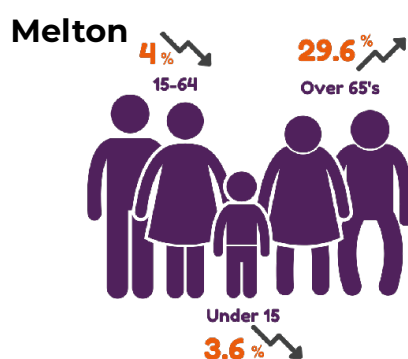
Nearby areas like Harborough and Charnwood have seen their populations increase by around 14.3% and 10.7%, respectively, while others such as Rushcliffe saw an increase of 7.1% and Newark and Sherwood saw smaller growth (7.0%).

As of 2021, Melton is the fifth least densely populated of the East Midlands' 35 local authority areas.



## The ageing population

There were more people than ever aged 65 years and over in England. The population has continued to age. Across England, more than one in six people (18.4%) were aged 65 years and over on Census Day in 2021. This is a higher percentage than ever before.



# Residents Survey

During 2022, Melton Borough Council undertook a survey to understand the feedback from residents about the Council, its Services, and the Place. The survey supports the delivery of the aspirations set out in the Council's Corporate Strategy. It also provides analysis against each question with benchmarking where available and is supported by the full findings in the final report shown in the appendix.

Over 1,250 (1,100 and 150 face to face) responses were received from households across all wards in the borough. This was from a random sample of 3,700 sent out which was based on the make-up and demographics of the borough.

The report is analysed question by question at an overall level and information on the findings are available where relevant across a range of factors including by ward, age, gender, disability and by ethnic origin. It also contains benchmarking information against the latest LGA survey in 2022 and our 2019 survey.

## Key Results



In terms of council services, overall, there was an increase in satisfaction from 2019. Satisfaction levels had increased for:

- Melton as a place to live (82.7%).
- the way that Melton Borough Council runs things (62.9%).
- how Melton Borough Council provides Value for Money to residents (39.8%).
- how Melton Borough Council acts on concerns of local residents (55.8%).
- the trust of Melton Borough Council (67.5%).
- feeling safe in the local area during the day (91%) and at night (67.6%).
- the level of engagement the council offers to residents.



There has also been an increase in the number of respondents who engage with the council through the website and on social media, however, face to face contact and printed material is still important to some respondents.



There are two areas of dissatisfaction, both on the enforcement action the council takes:

- enforcement action against littering – same as 2019.
- enforcement action against dog fouling – same as 2019.

Melton Borough Council already has actions underway to address how we promote the work we are doing to address these issues.

The two areas which residents perceive to be the biggest problem in their local area are:

- people using/dealing drugs (32.8%) – fallen from 37% in 2019.
- rubbish and litter (32.6%) which has increased from 30.9% in 2019.



# Links to additional information

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For more information or to explore data sources in more detail, please refer to the following links:

- **Deprivation, Mapping Tool:** [www.dclgapps.communities.gov.uk/imd/iod\\_index.html](http://www.dclgapps.communities.gov.uk/imd/iod_index.html)
- **Deprivation, Interactive Dashboard:** [www.gov.uk/guidance/english-indices-of-deprivation-2019-mapping-resources](http://www.gov.uk/guidance/english-indices-of-deprivation-2019-mapping-resources)
- **NOMIS Local Authority Profiles provide an overview of people and place:** [www.Nomisweb.co.uk](http://www.Nomisweb.co.uk)
- **Office of National Statistics:** [www.ons.gov.uk](http://www.ons.gov.uk)
- **LLEP:** [www.llep.org.uk](http://www.llep.org.uk)
- **Home Property Search:** [www.home.co.uk](http://www.home.co.uk)
- **Census:** [www.ons.gov.uk/census](http://www.ons.gov.uk/census)
- **Discover Melton:** [www.discovermelton.com](http://www.discovermelton.com)



Melton  
Borough  
Council

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