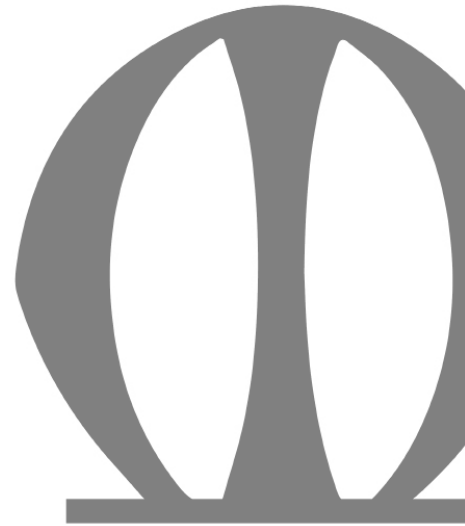


STATE OF THE BOROUGH 2025

Melton



Helping people | Shaping places

Introduction

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

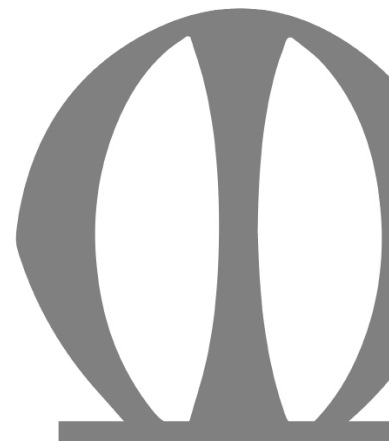
This report builds on the previous State of Melton Report and is part of our annual process of reflection, review, and refinement of our corporate policy and approach. It also represents the first stage in our budget setting process.

During the past 12 months, like all local authorities, we have faced the continuing challenge of delivering high quality services within the constraints on our finances. We are always adapting to our changing context, but this report enables us to take stock, particularly as we start to consider the budget for future years.

As a Council, we recognise the need to keep adapting. Alongside plans for devolution, the Government has confirmed that it wishes to simplify local government structures below these newly established regional strategic authorities. For two-tier areas like ours, this means submitting proposals for reorganisation, which facilitate unitary local government. The Council alongside all districts in Leicestershire and Rutland County Council submitted our interim plans on the 21 March 2025 setting out how our proposals meet the needs of our local communities. Our final proposal will be submitted to Government by the end of November 2025.

In the meantime, we will continue to deliver on the priorities set out in the Corporate Strategy 2024 towards our Vision 36. 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



Margaret Glancy
Deputy Leader of the Council

Vision '36 and the new Corporate Delivery Plan

Our Corporate Strategy 2024-2036 sets out our long term ambitions 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 for 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.

Our Corporate Strategy sets out the aims and objectives of Melton Borough Council and 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 and Vision '36 online at 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	• Population • Ethnicity • Ageing population
Economic prosperity	• Education • Job seeking
Housing	• Renting • Housing growth • Homelessness • Letting • Fuel poverty
Health and wellbeing	• Life expectancy • Activity levels • Health • Wider determinants of health

Community

This section celebrates some of the great work going on across the borough to support and empower our communities.



Work and Skills Project

Run by Melton Borough Council's Community Support Hub, the Work and Skills project supports residents to undertake skills and training, helping them secure long-term employment opportunities.

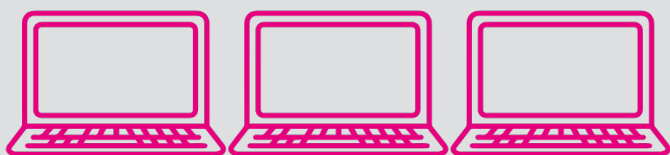
Since commencing the project in 2023, 38 residents have been supported into long-term employment to date



Farmers health checks

In partnership with Lincolnshire Rural Support Network, agricultural workers have been able to access health checks at Melton Cattle Market since 2023. With UK Shared Prosperity funding confirmed until March 2026.

This program has been recognised nationally for its best practices, delivering the essential care to the farmers in the community.



Digital Suite

The new Digital Suite at the Community Support Hub allows residents to access online services if they are not able to at home, supporting with job applications, online form filling and much more.

The council also provide supportive sessions for those who need additional support using digital services. The sessions run both in Melton Mowbray and rurally, assisting people to upskill their digital capabilities and gain digital independence.



Rural Connections

The council's Rural Connections clinics were developed following the success of the Rural Food Hub Network.

These drop in clinics build on the Rural Food Hub services, not only allowing residents living in rural areas to access emergency food and other essential items, but also offering outreach support, bringing multiple key services closer to residents homes.

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.

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.

Apprenticeships

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

RQF 4+

Melton 28.9%
East Midlands 40%

RQF 3+

Melton 72.4%
East Midlands 61.9%

RQF 2+

Melton 94%
East Midlands 84%

RQF 1+

Melton 100%
East Midlands 87.1%



Unemployment Rates (December 2023)

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.

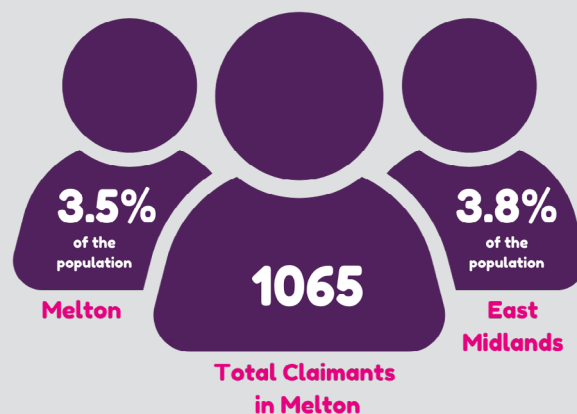


Employment levels in Melton in has risen over the last year from 23,200 to 26,200.

Universal Credit

(March 2025)

In Melton, 1065 residents claim Universal Credit, which is 3.5% of the population. This is slightly below the East Midlands figures.



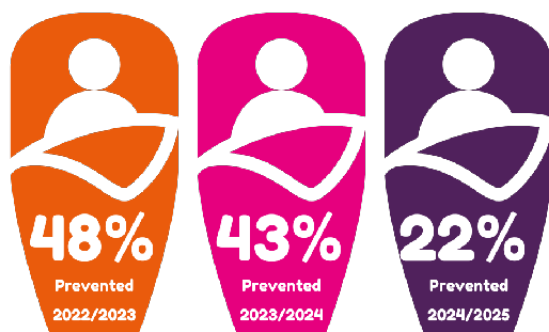
Housing

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.



153 Council properties let

The council let 153 properties in 2024/25 compared to 161 in 2023/24.



Homeless applications

There has been a fall over the last 3 years in the percentage of homelessness cases that have been prevented and relived. This mirrors the national trend and highlights the pressures on securing suitable temporary and permanent move on accommodation.

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 are slightly below the regional average.

Fuel poor households (2022)



14%
Melton

15.1%
East Midlands



62 in 2024

125 in 2023

47 in 2022

90 in 2020

Affordable homes built

Renting market (March 2024)

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



£700 pcm

Average 2 bed property in East Midlands*



£625 pcm

Average 2 bed property in Melton*

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
(March 2025)

65.9%

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



National average: 63.1%

Smoking
(March 2024)

9.6%

of people living in Melton smoke.



East Midlands average: 11.9%

Obesity
(March 2023)

69.8%

of adults are overweight or obese in Melton



East Midlands average: 66.9%

Life expectancy
(March 2023)

In Melton:
Life expentancy of males is 80 and females is 84.

80

84

National average
Males: 79
Females: 83



Deprivation (as of March 2019)

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

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.

Local Authority Ranking

249

317

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

Challenges

Access to housing and services presents a key challenge.



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
Town centre and tourism	• Footfall • Visitors • Vacancy rates • Tourism
Property market	• Housing sales • New homes • Employment space
Business and economy	• Businesses • Earnings
Connectivity and environment	• Travel distance and times • Air quality

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 vacancy rate has fluctuated but there remains 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.

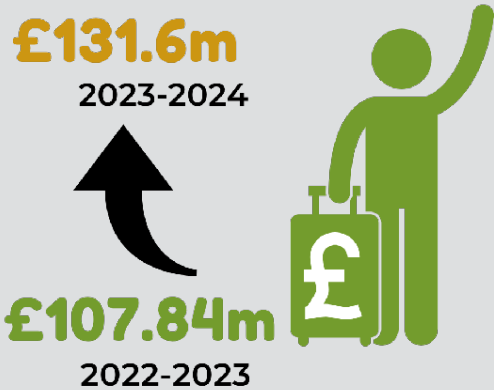


Food Standards Agency

96% of businesses broadly comply to Food Hygiene Rating Scheme scoring level 3 or above in March 2025.

Tourism

The tourism related spend in the economy was £131.6 million in 2023/24 with a £57.48 million value of overnight stays compared to £107.84 million with £44.97 million value of overnight stays in 2022/23.

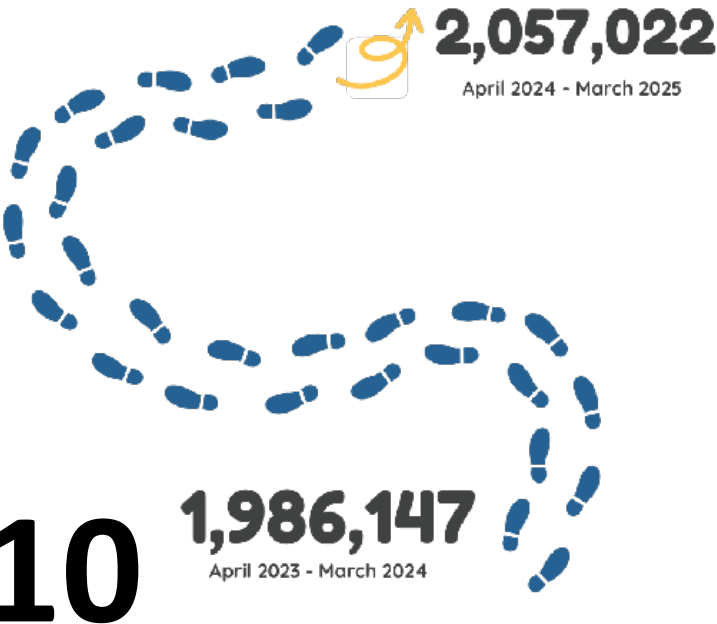


High street vacancy rates



Footfall - Total visitors

During 2024/25 Melton has seen footfall totalling 2,057,022 which is an increase of over 70,000 on the 1,986,147 visitors in 2023/24.



Vacancy rates have fluctuated in recent years increasing by 3% since 2023 which reflects national trends in town centres.

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



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).



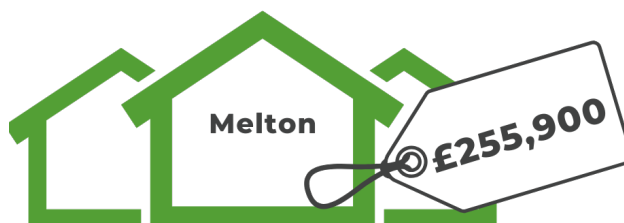
**2.5% vacant homes
in 2023**

New homes

- Approx 1600 new homes created over last 5 years.
- Percentage of vacant dwellings of all housing stock is 2.5% as at March 2023 compared to 2.7% for the East Midlands.

Housing prices (March 2024)

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.

Employment space

In 2024/2025, the net employment space approved by Melton Borough Council's planning department increased from 1.57 hectares (in 2023/2024) to 2.76 hectares.



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.



Businesses in Melton 2025



Weekly pay for residents
(ONS data for Sept 2021)

£ **629**
(Melton)

£ **644**
(East Midlands)

Business ceasations

There were 51 business ceasations in Melton during 2024/2025.



12

New Business registration rate



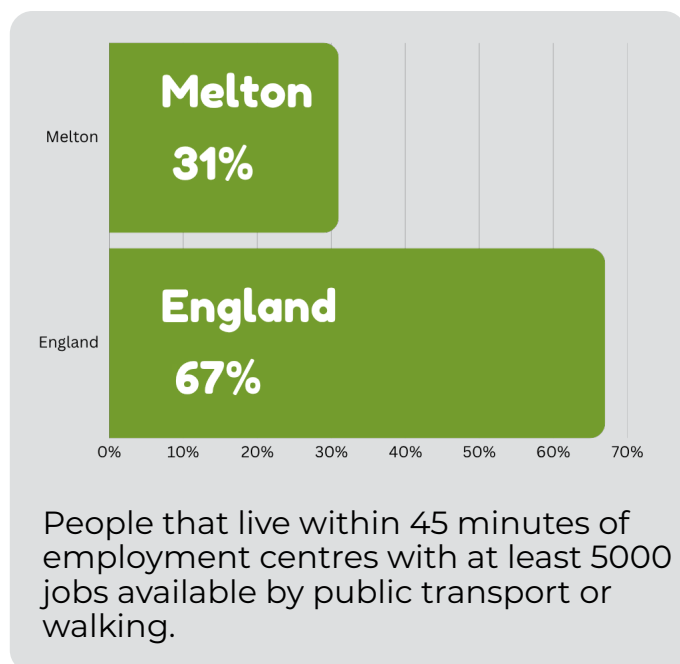
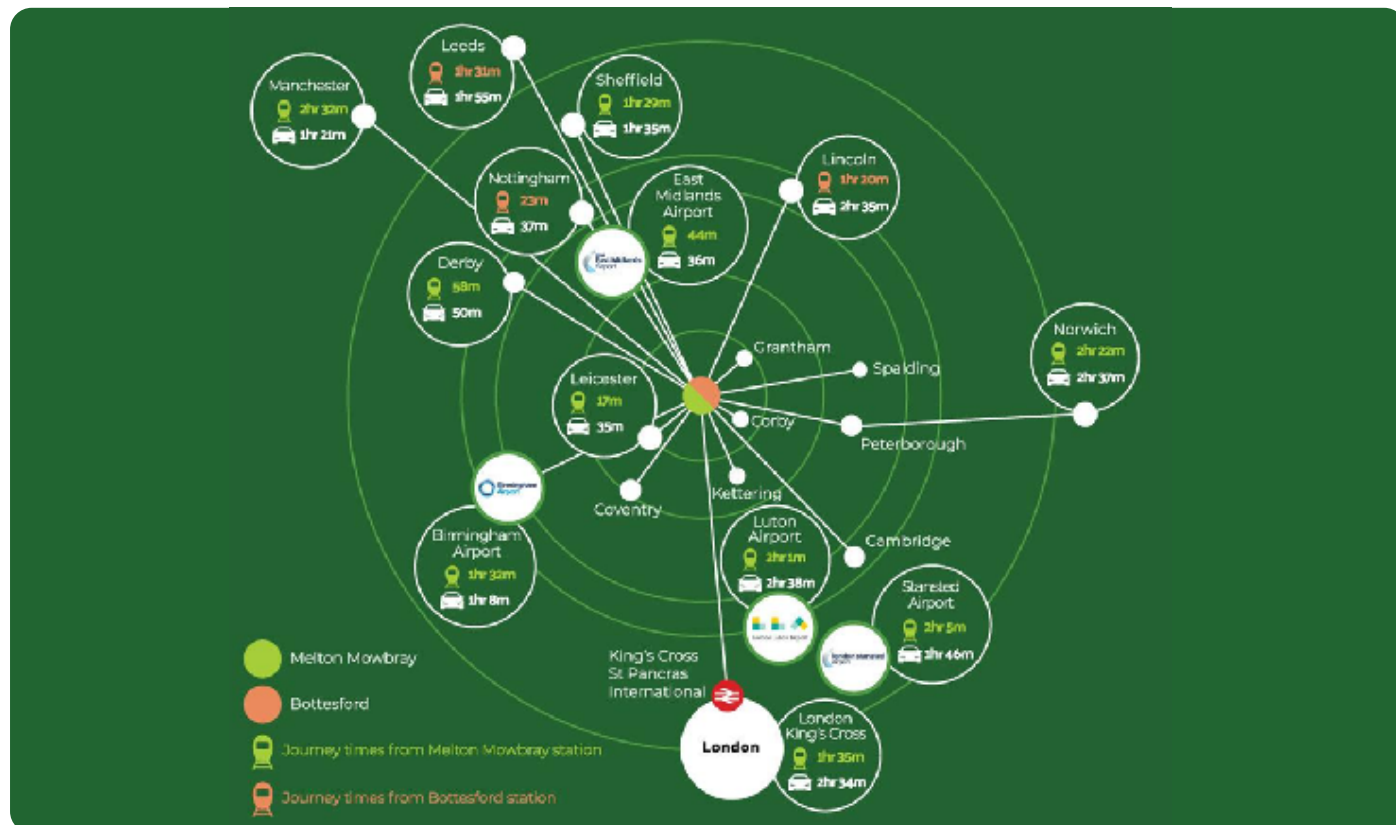
44.7 (East Mids)



53.1 (Melton)

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.

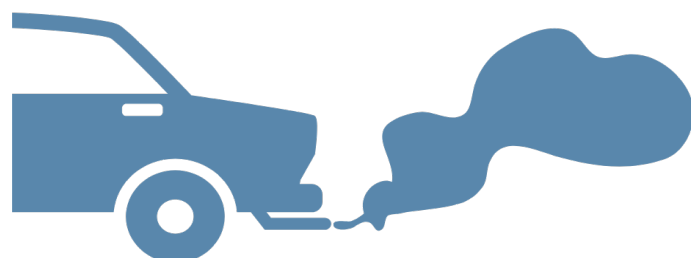


Air Quality

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



Engagement in 2024

23 activities were created on an engagement platform www.haveyoursay.melton.gov.uk.

The activities with the highest response rates were:

- Town Centre Perception Survey 2024 (with 271 responses)
- Stockyard Melton Mowbray proposals (with 254 responses)

In total we collected 1,064 responses from via the engagement platform for online activities.

Key Consultations



Local Plan.

This took place between November 2023 and January 2024 and gave residents and businesses the opportunity to share their thoughts on the council's proposed options for this partial update by taking part in the Local Plan Issues and Options consultation. This was the first stage in preparing the Melton Local Plan Partial Update and gave residents and businesses the opportunity to consider the policy wordings. We received 66 responses which have been used to prepare an updated version of the Melton Local Plan, which the council will consult the public on in December 2024.

Corporate Strategy and Vision 2036

We undertook consultation on the new Corporate Strategy aspirations between December 2023 and January 2024. We wanted our residents' thoughts on our eight Corporate Strategy Vision Statements, which shape the council's long-term vision and strategic focus until 2036.

We had 63 responses to the consultation which were positive about all eight statements, and it was agreed that they should be included. However, there were some thoughts and comments about how we could update and enhance some of the Vision statements.



Climate change strategy

We asked residents, businesses and local organisations if they agreed with the Strategy Vision, Key Principles, Key Delivery Themes, Strategy Delivery and the Approach set out in the document and whether they had any additional views to share. We did this to help us shape this community-based Climate Change Strategy and ensure it was fit for purpose in our local area. The final version, which you can view on our climate change webpages, was approved by Cabinet on 12th June 2024.

Town centre perception

This survey took place from September 2024 to October 2024 and asked residents and visitors about their opinion on the Melton Mowbray Town Centre. We had 271 responses to this consultation which was the most we have received for any survey in 2023/2024.

This is an annual survey, initiated last year, provides a chance for residents and visitors to share their views on different elements of the town centre.



Rural Community Connection Consultation

We reached out to our local communities to find out what services and support are needed in their locality, as part of a consultation which took place from 21 October 2024 to 30 November 2024. We received 78 responses to the survey setting out the local issues and the support required along with community facilities in place and needed as well as raising awareness of the Rural Food Hubs.

Stockyard Proposals

We wanted to update local residents, businesses and organisations on the progress being made to date on this project and to take a look at the proposals, so this engagement provided detailed resources to view the proposals and comment and provided

indicative timelines to discover the design for the look and feel of the upcoming development at Stockyard Melton Mowbray. This engagement took place between March 2024 and May 2024 and received 254 responses.



Other engagement

We also ran a number of other one-off consultations on this, including:

- [Council garage demand survey](#)
- [Housing Allocations Policy](#)
- Parish Council engagement

Alongside these one-off consultations we worked with services to set up ongoing systems to support service satisfaction. This included the Capital works satisfaction survey in Housing.

We commissioned Housemark, working with Service Insights Ltd, to carry out a Tenant Satisfaction Measures (TSMs) survey for the 2023/2024 financial year, with a total of 495 completed surveys collected during November and December 2023.

You can find out more or view the most recent Tenant Satisfaction Measures on our website: www.melton.gov.uk/tsmsurvey

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/. The data found that:

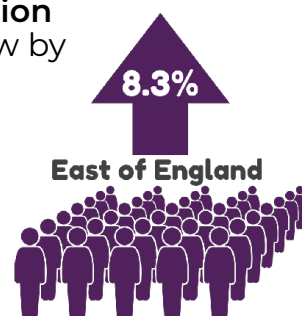


There were 59,597,300 people living in England and Wales on 21 March 2021, the day of the latest Census. This is over 3.5 million more (6.3%) than in 2011 and is the largest census population ever recorded.

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



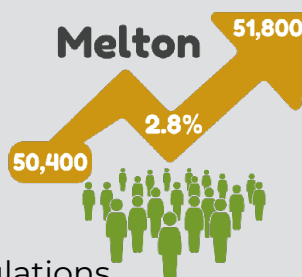
Melton ranked 305th for total population out of 309 local authority areas in England, moving up one place in a decade.

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.

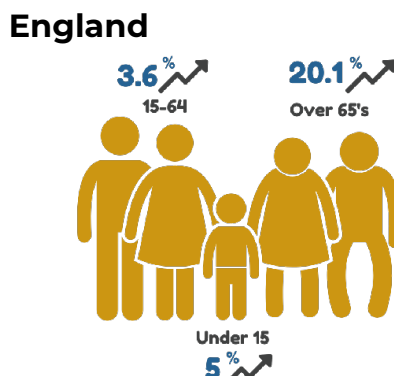
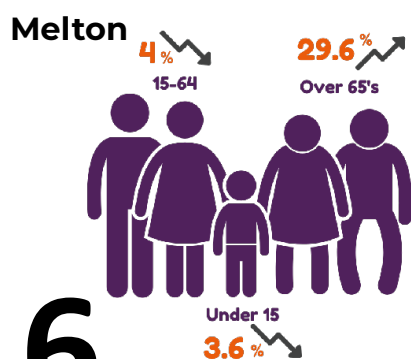
Nearby areas like Harborough and Charnwood have seen their populations increase by around 14.3% and 10.7%, respectively, while others such as Rushcliffe saw an increase of 7.1% and Newark and Sherwood saw smaller growth (7.0%).

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.



Links to additional information

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
- **Deprivation, Interactive Dashboard:** 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
- **Office of National Statistics:** www.ons.gov.uk
- **LLEP:** www.llep.org.uk
- **Home Property Search:** www.home.co.uk
- **Census:** www.ons.gov.uk/census
- **Discover Melton:** www.discovermelton.com



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