



A VISION FOR
**MELTON
MOWBRAY**
TOWN CENTRE

Prepared by **Iceni Projects** on Behalf of
Melton Mowbray Borough Council.
Draft for Consultation – May 2022

Contents /

| | |
|--|-----------|
| Introduction | 4 |
| Section 1: Melton Mowbray Town Centre Context | 6 |
| Section 2: Consultation | 18 |
| Section 3: Vision | 26 |
| Section 4: Proposals | 40 |
| Section 5: Delivery | 60 |
| Appendix: Action Plan | 62 |

Introduction /

Melton Mowbray has a unique heritage as a rural market town. It has been at the centre of the regional economy for over 1,000 years and has seen enormous changes during its history. With an international recognition as the home of pork pies and stilton cheese, it has earned an enviable reputation as “the Rural Capital of Food”. The town centre livestock market is a unique feature, reinforcing its rural food heritage.

Melton Mowbray is though more than just a centre of excellence for food; it is also a subregional shopping centre, a centre of heritage assets and a well visited destination for leisure and tourism. Since the adoption of the Melton Local Plan in 2018, the town has experienced significant growth in planning applications for housing developments, supported by the commitment to delivery of the Melton Mowbray Distributor Road (MMDR) and the expectation of over 4,000 homes in two sustainable urban neighbourhoods on the edge of the town. It is critical that the town centre is in a position ready to benefit from this growth, investment and new spending capacity generated by the prospect of over 10,000 additional people living within the walking and cycling distance of the town centre.

This vision for Melton Mowbray responds to a number of factors including current and emerging central Government policy, funding opportunities and a post-COVID, post-Brexit economy. For Melton Mowbray, with significant infrastructure investment planned and identified within the Leicester and Leicestershire Strategic Growth Plan as a key centre for growth and regeneration, this is a hugely significant period, with a once in a generation opportunity to elevate the Borough's economic performance to realise its potential.

It is anticipated that the longer-term impact of Covid-19 will be to accelerate changes that are already occurring in employment, retail and other commercial sectors. The town centre has been more resilient to these changes so far, compared to other similar places nationwide, due to a high concentration of independent local businesses. But the shift to online retail, changing trends in leisure and changing consumer behaviours have taken its toll and impacted negatively on the footfall and spend in the economy.

The time is now to re-establish and reinvigorate a clear vision and framework for investment in the town centre. This document establishes a direction for future

developments, setting out how tangible change and increased investment could take place to capitalise on opportunities. It brings together the plans of all relevant stakeholders in a coherent way and demonstrates how the shared vision will be achieved by collaborative efforts of all involved. It builds on an extensive body of work, including consultation with the community and local stakeholders, along with the existing evidence base. Once approved and dependent on the comments received, it will be used in conjunction with other studies to support future work in the area and signal a statement of intent around the future shape and development of the town centre.

Reinforcing and enhancing Melton's reputation as the 'Rural Capital of Food' cannot be achieved by one organisation or one project. It needs to be delivered by a complex set of overlapping activities pursued by a range of partners, with clear objectives and a strong commitment. This vision document identifies development sites, connectivity projects, public realm enhancement opportunities, activities for events, tourism, promotion, skills development and business support. The Action Plan is envisaged to be a live document that will be reviewed and refreshed on annual basis.

By delivering these projects and then linking them more effectively, we will create a strong proposition for the town centre which help realise our vision whilst responding to the numerous challenges we face. It will help establish Melton Mowbray as a destination of choice for food experience, enterprise and innovation. It will animate the high street and create a proposition which will help us validate our claim as the 'Rural Capital of Food' and create a blueprint for how rural market towns can reinvent themselves to become the real community hubs.

This Town Centre Vision, created and overseen by a wide range of stakeholders through the Melton Place Board, is devised as a decisive and confident step forward for shaping the future, for the benefit of the residents, businesses and visitors to Melton Mowbray.



Section 1 / Melton Mowbray Town Centre Context /

Economic Context

Melton has a strong heritage in food production and has the capacity to be a regional, national and international centre of excellence for food production in the UK.

Food production is a naturally resilient industry sector, with the changes in export and import markets there are opportunities and threats. There is a hiatus while the impact of Covid-19 still reverberates through society and businesses, creating a natural reset point for planning and investment proposals.

Those places that respond earliest to the wider impacts on retail and other societal shifts, in the context of Brexit, post Covid-19 will create more resilient communities for their people than those that delay and obfuscate.

Historically the agricultural, food production and catering and retailing of food has been perceived as being a relatively low wage economy. However the changing availability of migrant labour and increased is forcing efficiencies into the agricultural and food production sectors that will, over the plan period increase, the pay and conditions structures. This will be through the introduction of new skills related to increased technology and increasing efficiencies.

To do this Melton will need to have the physical infrastructure to support existing businesses, have innovation space to enable new business and product development, centres of excellence that can deliver the skills and training necessary to support the industry and provide facilities, locations and spaces that support trade development.

Melton also needs to have the capacity to help the food production industries to project themselves to local, regional, national and international markets. Physical spaces must be able to attract trade and consumer interest; creating synergies that encourage location of food production industries to locate in and around Melton. Agricultural and food production support animal welfare, industries, transport, engineering and professional services with specialism related to food production respond to the concentration of industry in the subregion and create synergistic economic growth.



Economic Position

Manufacturing is the largest sector in the District's economy, accounting for 22% of jobs and 42% of GVA.

Food and drink manufacturing is the key sector accounting for 78% of total manufacturing output and 33% of the Borough's total economic output.



The main economic challenges can be summarised as:

1. High levels of reliance on sectors significantly impacted by Brexit and Covid.

Over the last few years Melton has been experiencing higher levels of unemployment and it is expected that over the next year or so this is likely to get worse. At its height of the pandemic 6,000 jobs (25% of the job market in Melton) were on furlough.

2. Lack of high-value job opportunities impacting social mobility and opportunities

Melton has amongst the lowest levels of workplace earnings in the east midlands and also suffers when it comes to social mobility amongst its residents (ie the ease at which people can work themselves out of poverty) Whilst these are both complex matters the over reliance of traditionally low paid and vulnerable jobs which are highly susceptible to external shocks.

3. Imbalance in visitor demographics and lack of attractions for young people.

Historically the offer developed within Melton Mowbray has been targeted at the coach and group markets. Whilst this has been extremely beneficial, this market lacks diversity. When it comes to facilities or experiences that will attract a more diverse crowd that will spend more money on higher-end products it is felt that Melton is lacking.

4. Low number of overnight and extended stay for visitor economy

Melton's retail and tourism and hospitality sector is the one of the main generators of jobs in the area with over 15% of total employment falling within this sector. These sectors are notoriously susceptible to external shocks which is exacerbated by an increasing overreliance on day visitors to the area which current account for 90% of all visitor numbers but only 63%

of all income. These figures have stagnated and been largely the same for the last ten years. Melton is looking to develop destinations that encourage weekend visits and overnight stays to ensure dwell times are maximised and spend per visit increased, not just in the town centre, but the wider rural hinterland.

5. The contribution and diversity of rural enterprises

Achieving sustained economic growth in productivity is critical for tackling the disparity between rural and urban areas. Productivity is the single most important determinant of living standards and is generally lower in rural areas than it is in urban areas. There is significant scope to strengthen productivity levels in rural areas, effectively boosting growth and income across the UK economy. Whilst Melton Mowbray is the focus for economic growth, the contribution and diversity of rural enterprises to the borough's economy now and in the future cannot be underplayed.

6. Despite the continued spread of our towns and cities, the UK geographic landscape is still predominantly rural.

Employment growth in the rural areas will be supported where it contributes to the long-term sustainability of villages and is sympathetic to the rural character and attractiveness of the area. Increased homeworking and small business start-ups are anticipated, resulting in part by recent global events and improvements in broadband speeds.








Planning Context

The Melton Local Plan was adopted in October 2018; it is an ambitious plan for the town and the wider Borough, guiding land use up to 2036, and envisaging a thriving borough through planned development and infrastructure investment.

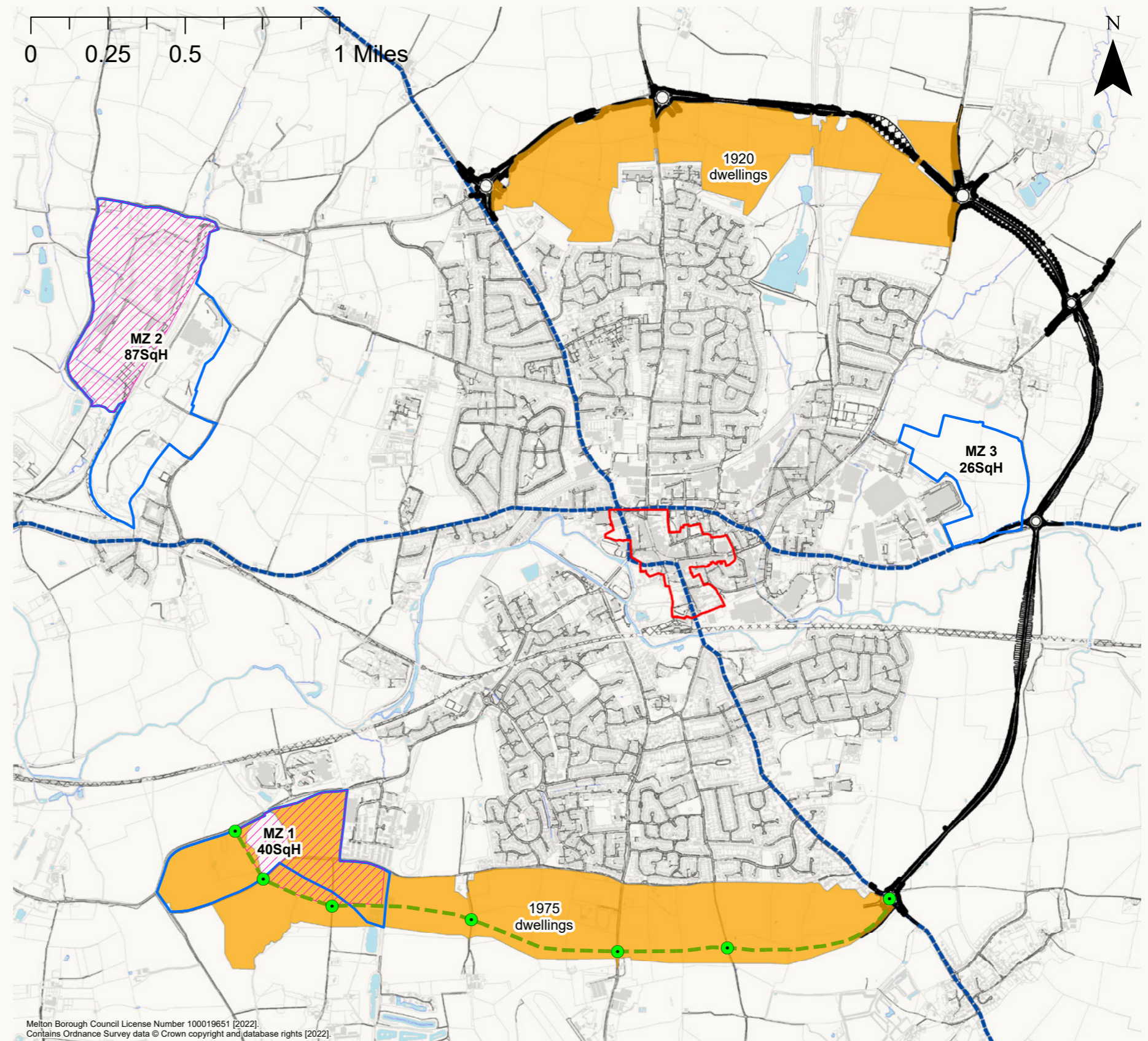
Across the Borough, more than 6000 homes are planned, representing approximately 40% increase in the size of the town alone. The Melton Mowbray Distributor Road (MMDR) in addition to the new education facilities required to support the housing growth represent an investment of approximately £160m in the town. The town centre has a varied range of commercial activity and independent retailers with generally low vacancy rates. The vision of the Local Plan seeks to raise the quality, interest and diversity of the town centre and reduce the impact of traffic, with a strategic objective to enhance the vitality and viability of Melton Mowbray town centre. Policy EC5 of the Plan seeks to ensure that Melton Mowbray Town Centre is the focus for economic growth, and that the Council will work proactively with businesses and property owners to identify development, redevelopment and site assembly opportunities to meet needs for additional comparison retail floorspace. Policy EC6 seeks to protect the existing primary shopping frontages for retail uses.

The wider Melton Mowbray Transport Strategy is supported by policy IN1 and is now underway. The first major element is the Melton Mowbray Distributor Road, which will relieve congestion in the town. It is a single carriageway road which will join Nottingham Road (A606) in the north of the town to Leicester Road (A607) in the west, via the north, east and south.

Key

-  Indicative South MMDR Roundabouts
-  Indicative South MMDR
-  Allocated Employment Space
-  Food Manufacturing Zones
-  Sustainable Neighbourhoods
-  Town Centre Boundary
-  Main Roads

The large black line shows the approved route of the North and East Distributor Road with the adjoining roundabouts.



Spatial Analysis

Melton Mowbray sits in the northeast of Leicestershire and has great links to numerous key economic centres (Grantham, Leicester, and Nottingham) and is within easy reach of key transport related infrastructure (less than 90mins to 3 international airports, easy access to the A1 and M1 and with 90% of the land mass within a 4-hour drive) which makes it the perfect location to invest in.

Due to its strategically important location and the work undertaken to date the town is predicted to grow by 40% over the next 15 years and offers tremendous potential for anyone looking to invest in the area. Between the new housing being built, ongoing investment in its town centre and the development of the Distributor Road in the Melton area over £600m worth of investment is expected in the next 15-20 years marking the area as the place to be in the east Midlands area. Melton Mowbray recently was identified as the second-best place to live in the east midlands for 2022.

As well as being the perfect place for any new or growing business to be located, Melton has an international reputation for high quality products such as pork pies and stilton cheese. This provenance alongside a burgeoning and, in many instances, award winning food and drink production sector has meant that Melton Mowbray is now widely recognised as the Rural Capital of Food.

In preparing the proposals we have undertaken spatial analysis of:



Urban Form



The Routes Including the Rail Station



Gateways



The Landscape and Watercourses

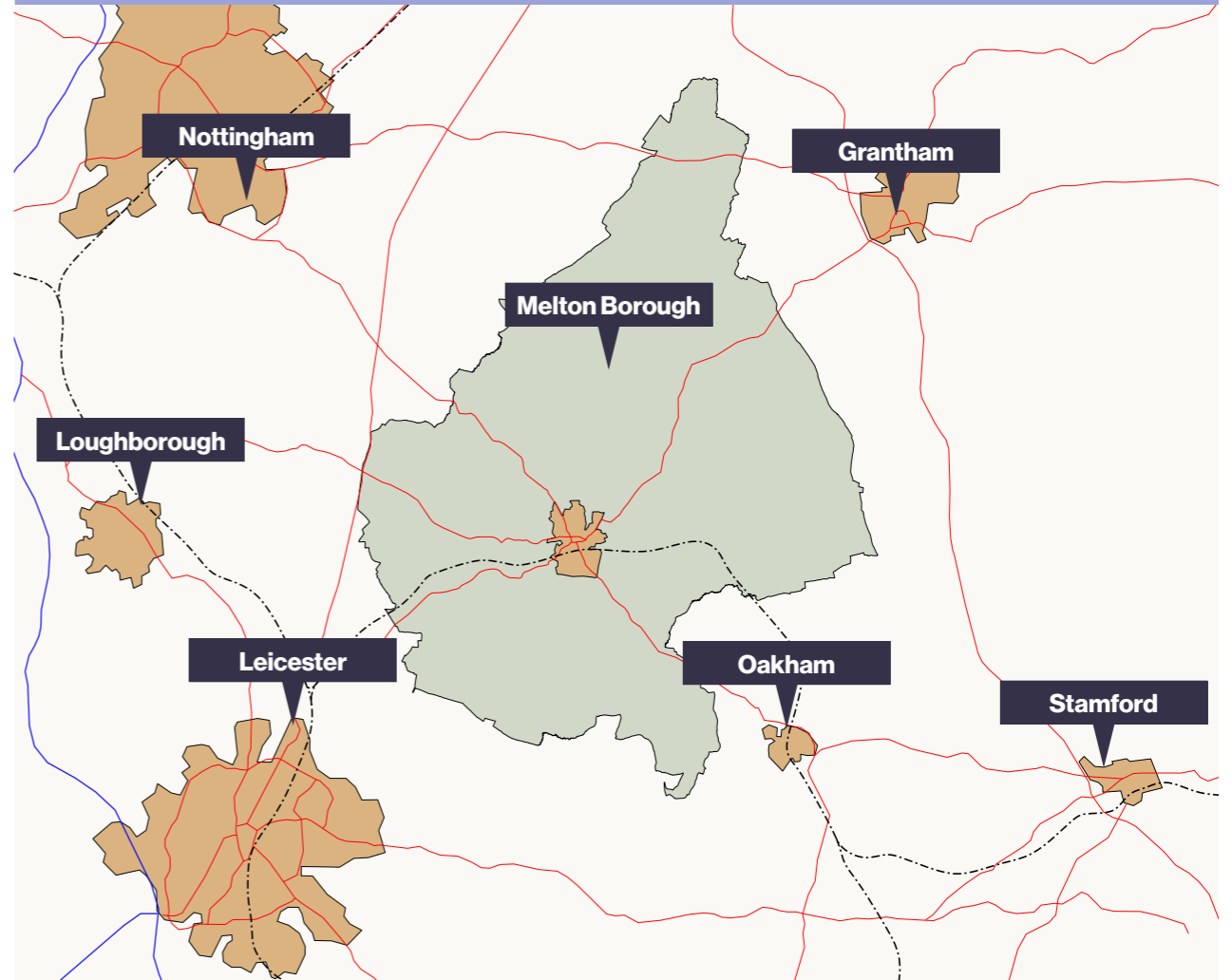


The Importance of the Town Centre

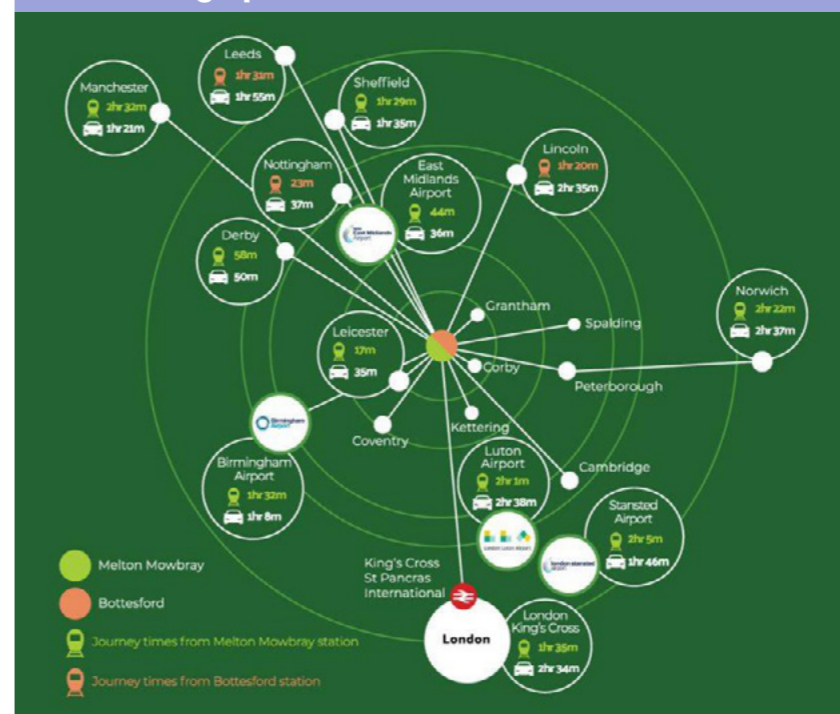


Opportunities / Constraints

Melton and its Regional neighbours

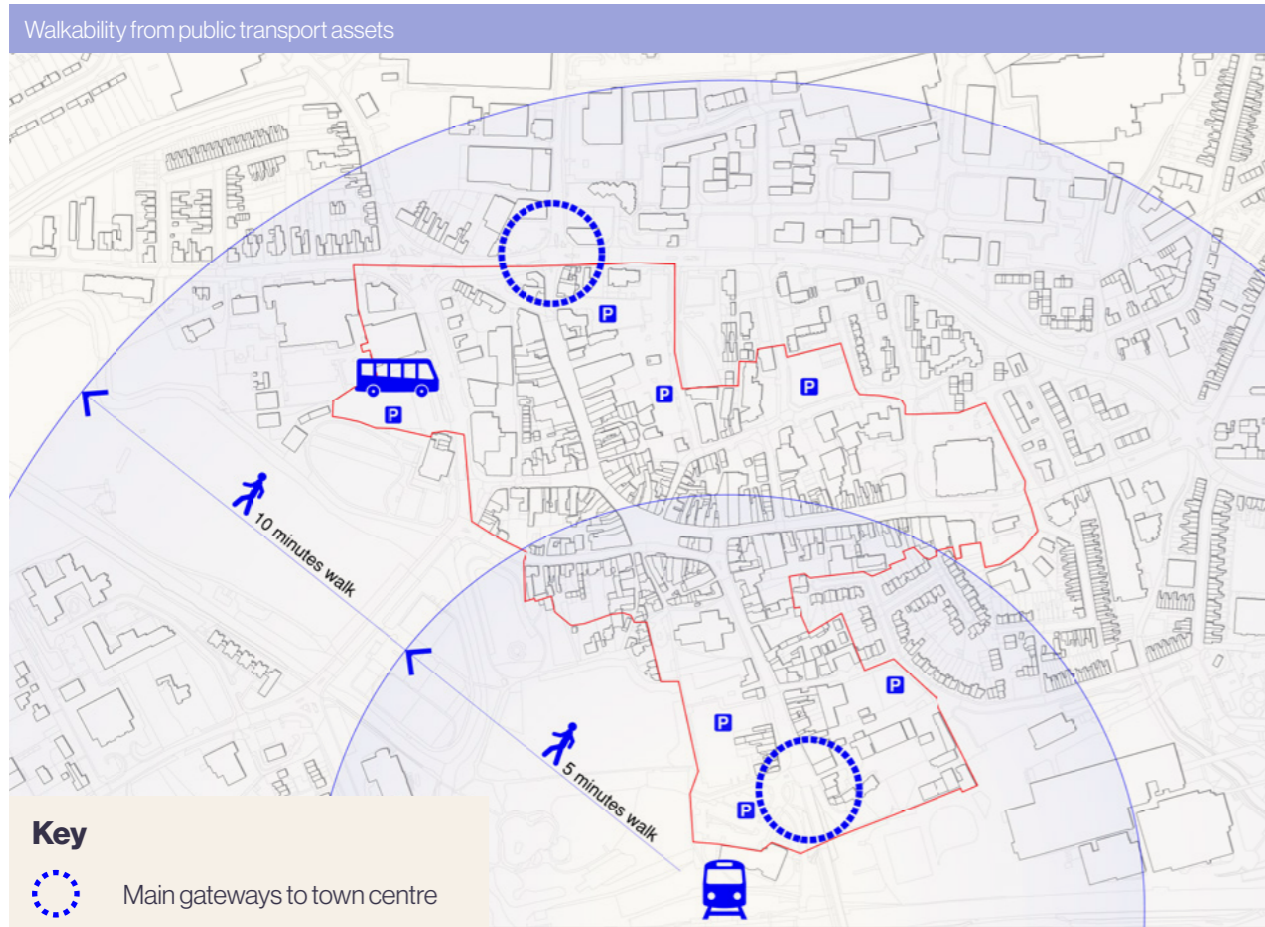


Melton Geographical Context



Above: The town of Melton has a positive relationship with its large rural hinterland. The main routes through the area radiate from the town's core, connecting up to other market town and the metropolitan areas of Nottingham and Leicester.

Melton is therefore both identified with food production and market trade.



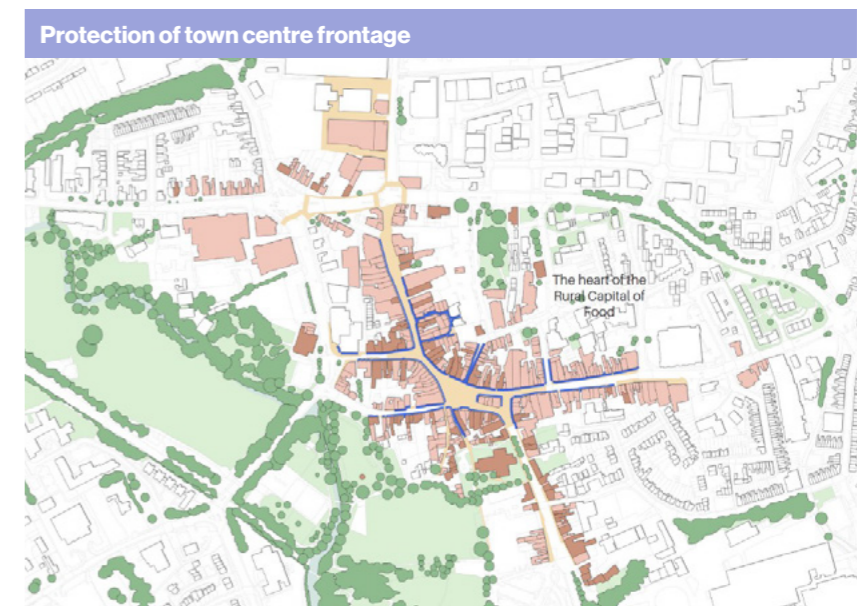
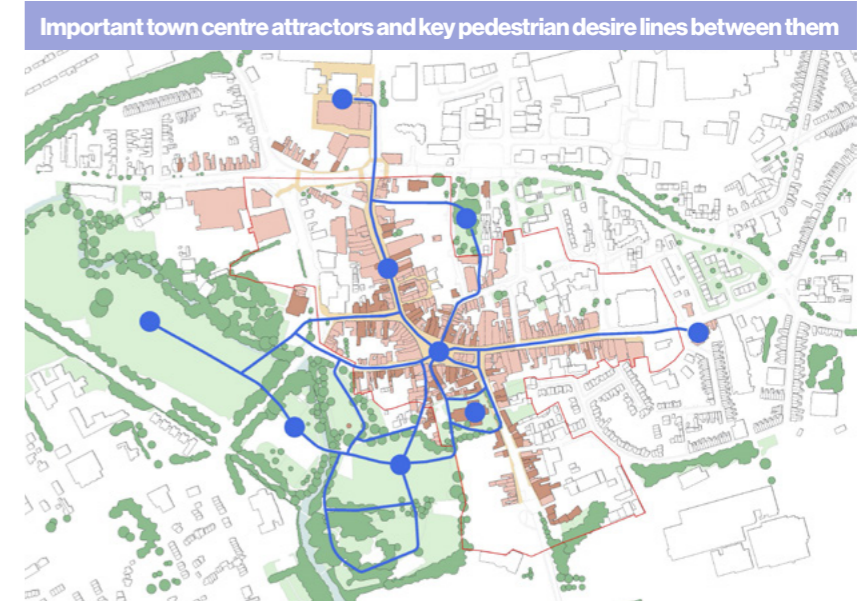
Above: The heart of a vibrant, healthy Melton is the ability to walk and to encourage those coming to the town to choose sustainable means of transport.

The station and Wilton Road coach stop are well placed for dropping off visitors within 5 minutes of the town centre.

For those who need to arrive by car, the north and south gateways to Melton are important for creating a sense of arrival. These gateway locations need to be inviting and legible with well-considered streetscape design and signage.

Plan shows easy of walking from public transport assets including coach parks, car parks and station. The station creates a great access opportunity as all town centre attractors are all within 10 minutes' walk of the station.

Opposite & Below: These plans show the importance of strengthening connectivity between key destinations with the town centre.



Section 2 / Consultation /

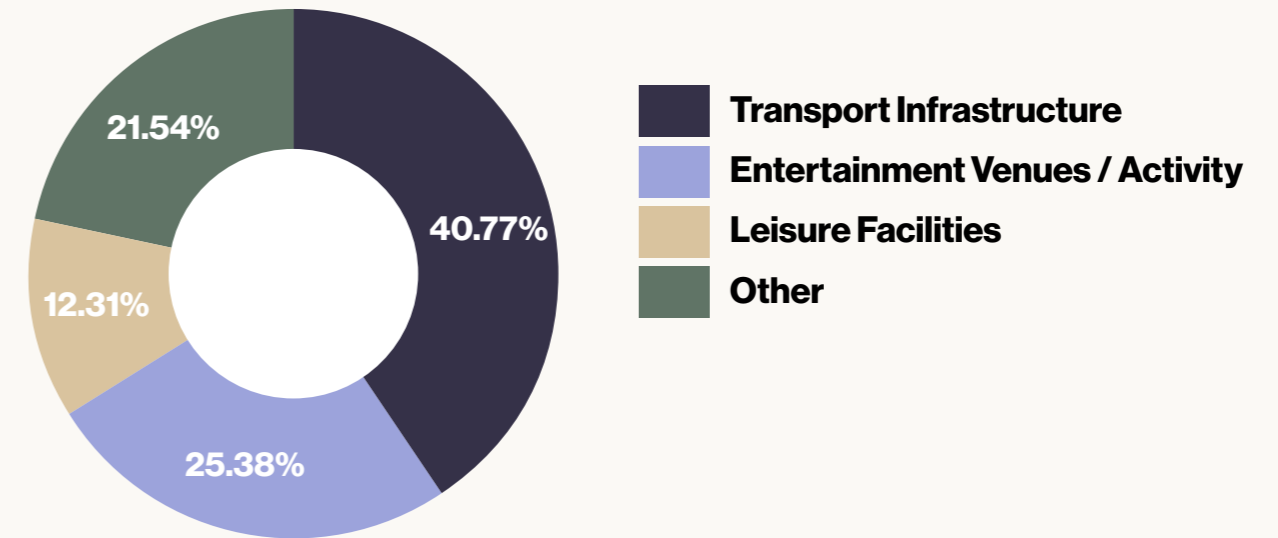


In this section we set out a summary of the various consultations undertaken in relation to the town centre, including a specific workshop undertaken in late 2021 with a cross section of stakeholders from across the community to inform this piece of work.

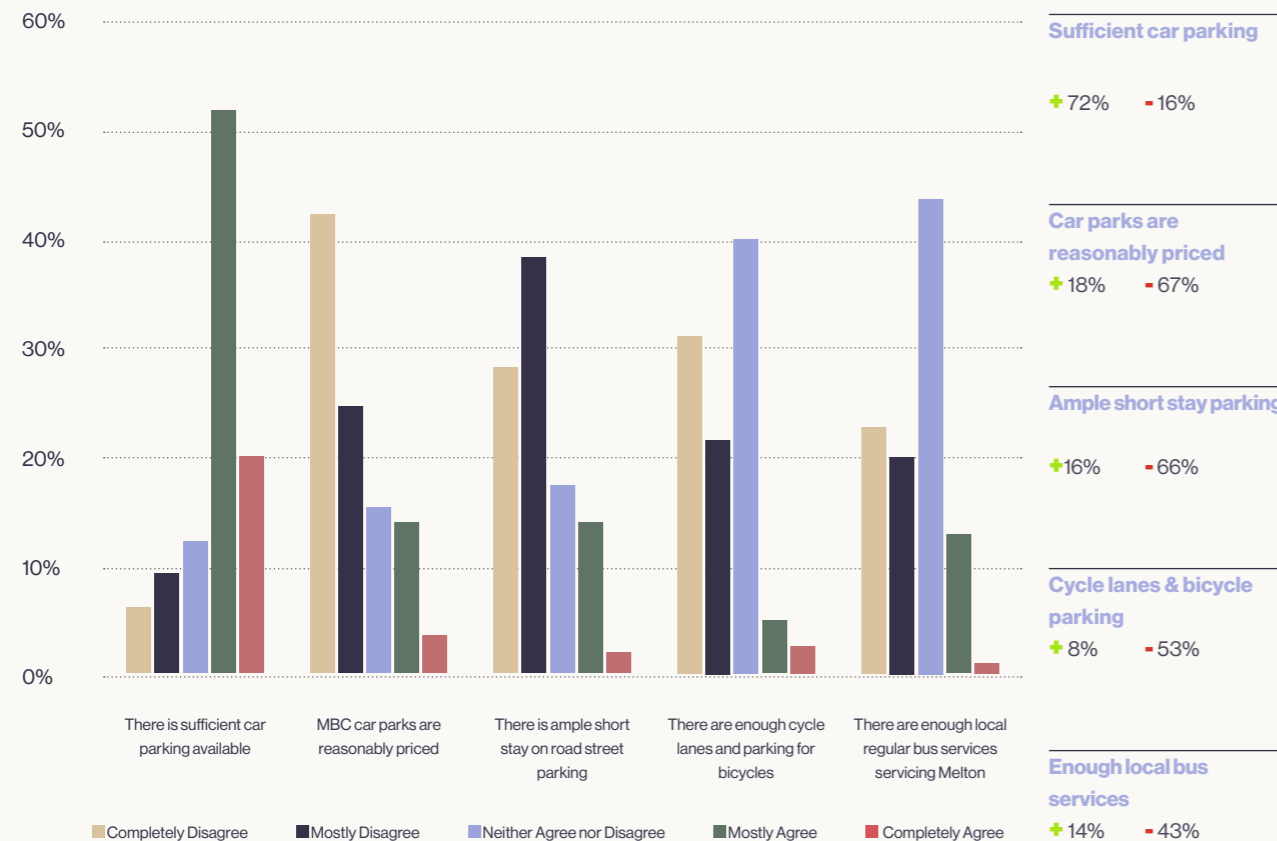
Place Survey by Scrutiny Committee's Task and Finish Group, October to December 2020:

- / 23rd October to 4th December 2020
- / 327 responses
- / Country Park was identified as the most used leisure venue
- / Less than 50% respondents use the town centre multiple times per week
- / Over 80% respondents asked for more High Street shops
- / Food fairs, vintage fairs and themed days - most popular events

The area of Melton's offer that needs improving



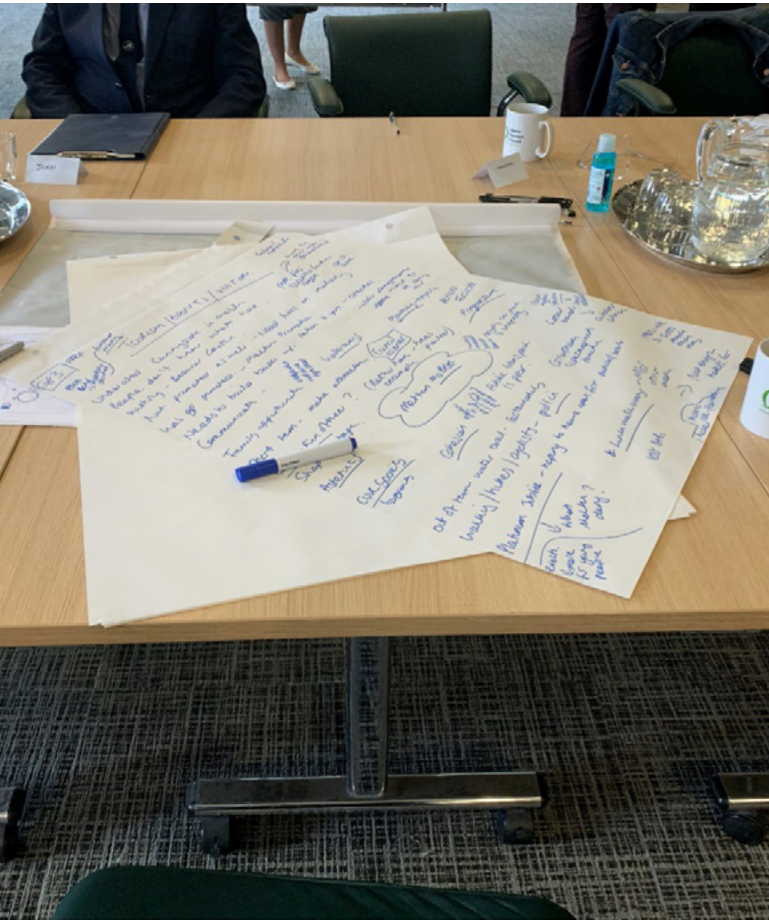
Transport Questions



What is Great About Melton

Below is a word cloud created from an open text question about why Melton is great. The darker the word the higher the frequency of use and as you can see the people, parks and community still stand out as the most frequently used words.





Community Stakeholder Workshop, September 2021

The purpose of the Community Stakeholder Workshop held on the 24 September 2021 was to get in-depth feedback on topics from a range of key representatives of the local community. The session was designed to enable the group to contribute their thoughts and ideas on the future of the town centre and to suggest creative solutions or ideas to inform the town centre vision.

The workshop was structured around feedback / plenary sessions, where stakeholder representatives reported back the key themes following smaller group discussions.

Each group was asked to consider assets, challenges and opportunities within each of the themes below, considering young people, the environment, movement and visual impact.

- / Tourism / Visitors
- / Education / Skills / Training
- / Employment / Innovation

A selection of maps and design analysis work was included to assist with the discussions.

Following the workshop, a report was produced noting comments made and circulated to all participants.

A summary of the feedback received under each of the key themes is set out opposite.

Theme 1: Tourism / Events / Visitors

- Melton should be about more than 'just the pie'
- Importance of waterways / open space / cycling and walking
- The need for a hotel in walking distance to the town centre
- Need to be action focussed, with council as driver
- Cattle Market to be linked to town centre
- Lack of public transport limits ability for evening economy

Theme 2: Economy / Enterprise

- People in Melton do not shop/ eat in Melton
- Range of shops (food shopping, no comparison)
- Range of eateries (fast food)
- Infrastructure (taxis/ evening economy)
- Retail leakage to the north

Low wages

- Type of job (food factory)
- Skills training (tech/ building skills/ jobs available).
- BMC cannot secure apprenticeships / work experience locally
- Housing typology
- Dwell time/ discretionary spend
- Premium ranges needed
- Diversity (craft markets/ street food)
- Competing offers (Oakham, Uppingham, Stamford, Market Harborough)

Structural Issues

- Brexit
- Wider training – degree courses
- Catch 22
- Time takes for change

Theme 3: Placemaking / Connectivity

- Gateways need to be improved
- Pedestrian movement needs to be prioritised and improved
- If the park and town centre are better linked and are seen as one, the attractiveness of the town as a whole will increase
- Civic activities associated with waterways are needed
- The number of unique attractor needs to be increased



Community Stakeholder Workshop 2, February 2022

The purpose of the second Community Stakeholder Workshop, held on 23 February 2022, was to present the emerging vision and key projects/ sites and gain feedback from a range of key representatives of the local community to enable the team to finalise the document incorporating feedback.

Over 30 community representatives attended including young people, local business owners, the police, the BID and councillors.

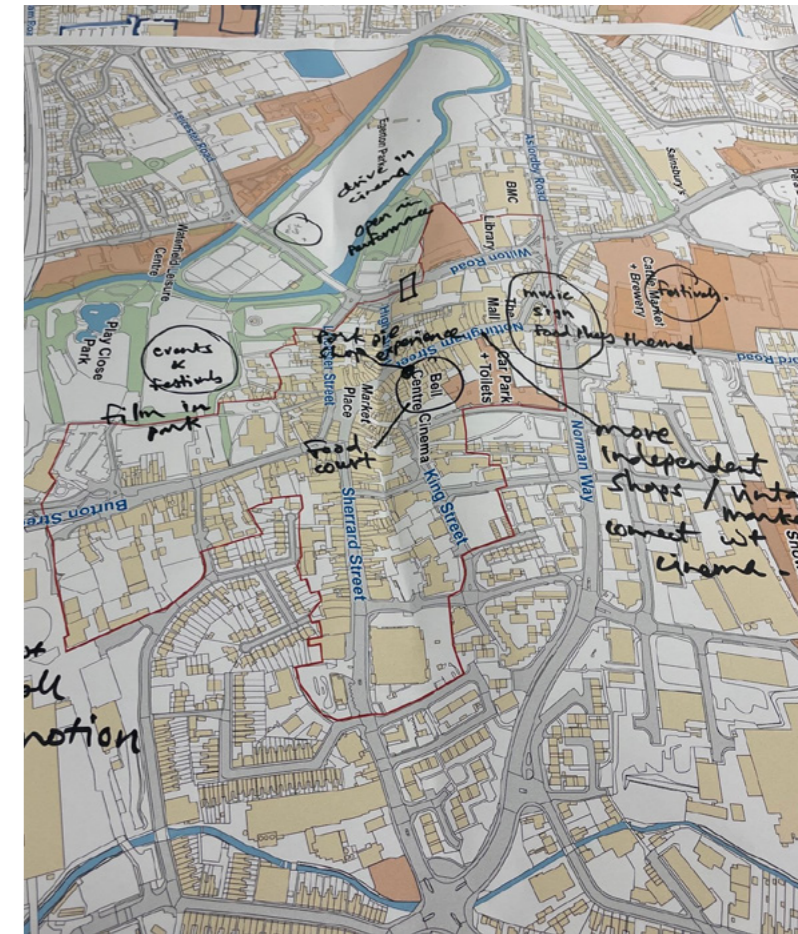
The workshop included a presentation by Icen Projects, followed by a breakout session in groups.

A further presentation by Leicestershire County Council outlining emerging transport concepts with an open discussion formed the second part of the workshop.



Key topics raised include:

- / Ensuring clear and pleasing routes to the town centre
- / The potential of the Bell Centre and its potential as a food court or similar
- / The importance of car parking
- / The barrier to movement between the town centre and Cattle Market
- / The importance of connectivity
- / Waterways and their huge potential for attracting visitors and hosting events
- / How key the events programme is to the town centre
- / The widening of some of the site opportunity areas was suggested by attendees to ensure connectivity and public realm opportunities were maximised
- / Consider holistic approach to place management including safety, accessibility, legibility, cleanliness etc
- / The importance of working with businesses and skill providers to create, support and retain high skilled jobs



Section 3 / A Vision for Melton Mowbray /



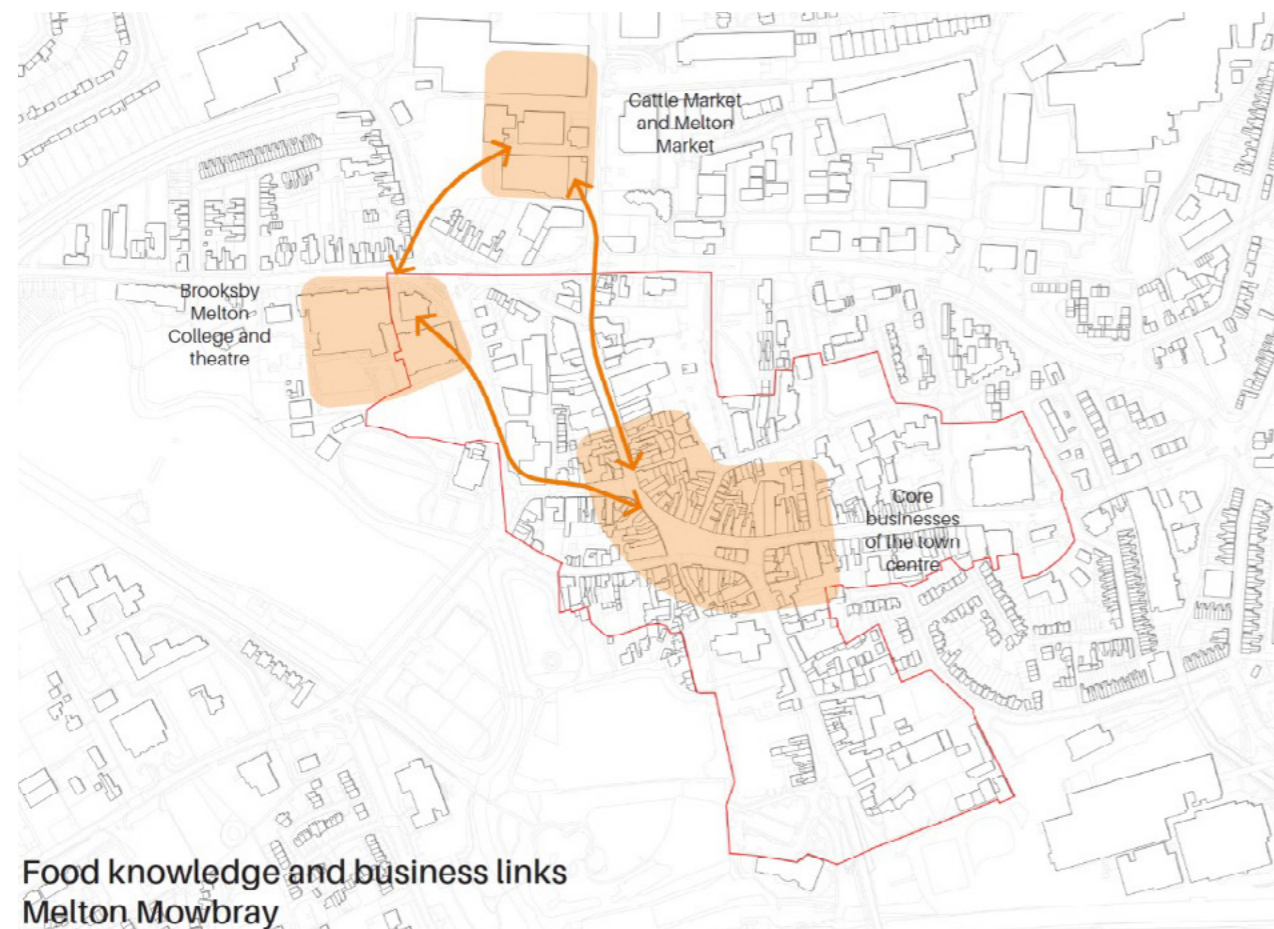
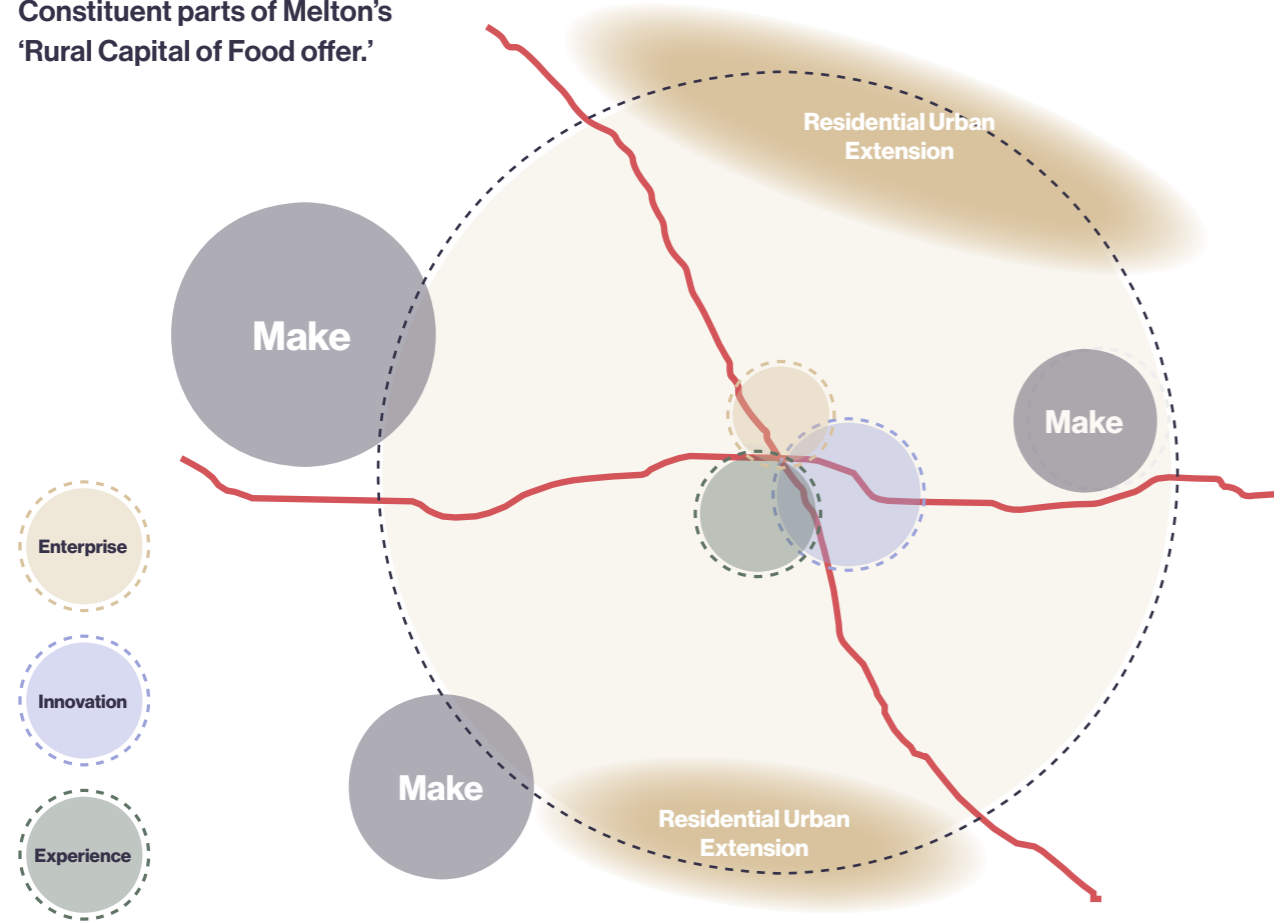
The Rural Capital of Food

The proposal is to strengthen Melton's position as the Rural Capital of Food and to maximise the potential of Melton Mowbray as a rural market town.

In order to achieve this vision, it is proposed to develop a connected network of 'Centres for Excellence' linked by the High Street.

In respect of the food and drink sector, there is the potential to consider a core triangle of activity – bringing together the Bell Centre, College and Livestock Market sites and we expand on this in the proposals section of the report.

Constituent parts of Melton's 'Rural Capital of Food offer.'



Food knowledge and business links Melton Mowbray

The town centre has a key role to play in the delivery of the 'Rural Capital of Food' (RCoF) proposition, acting as a draw from the rural hinterland as a centre learn and to experience what the area has to offer but to also socialise and act as a key service destination.

The area is also a key provider of jobs and skills for residents and students in the area. It is also a key destination to attract day trippers or those from further afield to visit, spend money and enhance our local economy.

This plan is to enhance and build upon these foundations to continue to serve exiting audiences and attract new ones by creating a resilient, flexible and sustainable offer for the town.

The vision includes:

- / Improving the vitality of the town centre and support RCoF ambition;
- / Capitalising on Melton's designation as a Food Enterprise Zone, boosting food and farming businesses;
- / Supporting a successful programme of themed events and initiatives;
- / Promoting innovation, enterprise and growth in key sectors that support the RCoF; and
- / Enhancing aspirations, skills and economic activity.

The Rural Capital of Food is:

- / a key node in the farm to fork journey for English and Midlands farmers and producers that have local, regional, national and international food market ambitions;
- / a platform for scientific study and research grounded in experiences of the science of food production, a centre of innovation that encourages

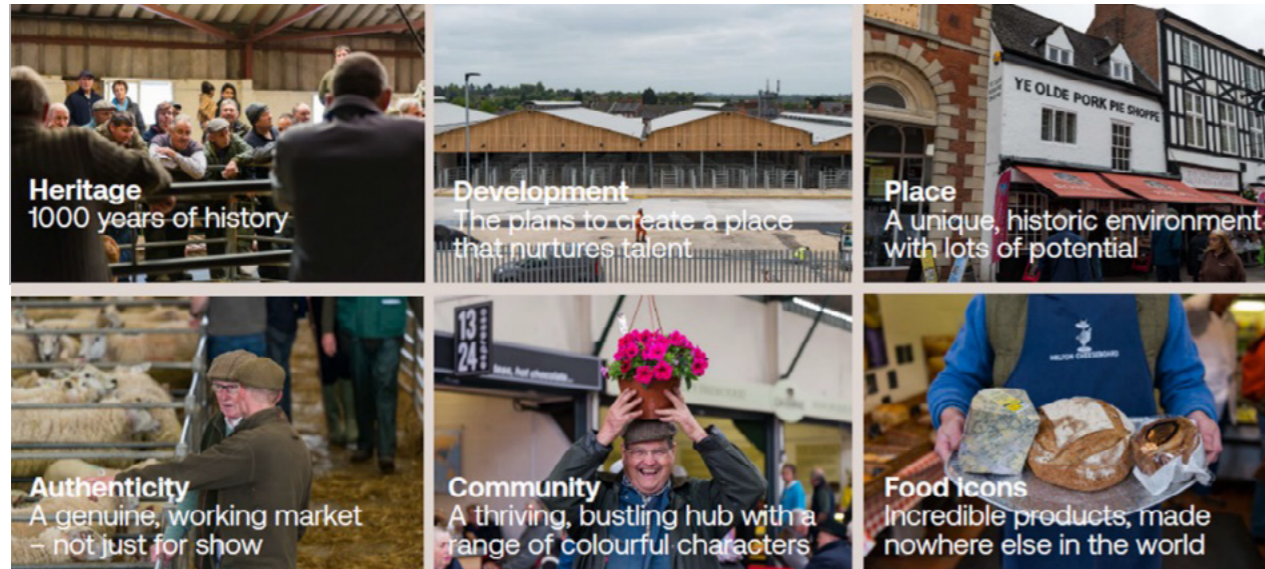
and supports new product development and techniques to drive growth in the sector;

- / a source of scientific study and research grounded in experiences of the science of food production;
- / a learning and training centre of excellence to grow and develop the skills needed to support the industry and to give personal development opportunities to the people of Melton;
- / a showcase for exemplar UK foods in a location that is well connected in an attractive setting that encourages dwell time from food tourism and broadens the take up of products and vitality in the town centre;
- / an experiential offer that encourages day trippers and holiday goers to the markets and events in Melton Mowbray and the ability to try out and explore facets of the food industry whether as consumers, cooks, specialist breeders or hobbyists; and
- / wearing its history with pride and cherishing its beauty.

The town centre has a key role in the delivery of the Rural Capital of Food acting as a draw for the rural hinterland, a destination for day trippers, visitor destination and a location for integrating learning and economic activities.

Planning policy to encourage upgrading of space to serve these audiences will assist in creating a sustainable and resilient offer for the town.

We have lots of compelling assets to help achieve this:



Physical Infrastructure

- / MMDR
- / Broadband Roll Out
- / Livestock Market
- / Street Markets
- / Historic attractors – in terms of architecture form
- / Cultural attractors
 - Theatre
 - Parks
 - Waterways
- / Education Attractors
- / Car Parking
- / Roads
- / Rail

Soft infrastructure / Assets

- / Business Support Services
- / Education services
- / Experiential environment
- / Tourism Services
- / Sports
- / Events and Festivals
- / International standards of food (POD/TIG)
- / Branding

Economic Infrastructure

- / Existing Businesses
- / Business Support entities (e.g. abattoirs, solicitors)
- / Growth Space
- / Skills
- / Hotels
- / Innovation Space
- / Conference Space
- / Exhibition Space

A Holistic Approach

This Vision sets out a reasoned proposition for Melton Town Centre and demonstrates how the opportunities could be delivered. It has a number of guiding principles:

It is Holistic

The Vision seeks to take into account all aspects of Melton as a place to live, work or visit - for young and old, for individuals and families, for those working and studying and those not working. The vision needs to attract and inspire people to invest their time, energy or money in the town.

It is Attractive

People give Melton its purpose; people support business and create vitality and viability in town centre. Viable and vital town centres support demand and enable profitable businesses to invest in their town. Melton's ability to attract people is fundamental to its future and the services it can afford to provide. People are attracted to places they like, that make sense and that support them when needed. The Vision draws on the strengths of the town, sets out how Melton can enhance its attractiveness for the people for whatever reason they find themselves in or around Melton.

It is Sustainable

Places are economically and environmentally sustainable if people are prepared to invest their time, energy and money in a location not just at the beginning of projects but on an ongoing basis. The investment of time, energy and money is based on the benefits that people receive from a place, whether these are individual or collective, whether they are for careers, jobs, enhancing or learning new skills, accessing opportunities, having experiences or simply living and whether they are of delivering growth or assisting those that need support.

It is Unique

The architecture, character, values and history of the town is born of its geography, the community, skills and industry that have grown up in and around the town and the people who have lived in and around or worked or visited Melton over time. The experiences of Melton Mowbray are unique to Melton Mowbray and the collective experiences of those who live or work in Melton Mowbray; the Vision celebrates this and sets out how the future for the Town Centre and wider district can build on the uniqueness of Melton.

To deliver this aspirational vision, it is proposed to focus on interventions in three key areas:

- / Reinforcing commercial and economic activities
- / Enhancing visitor experience
- / Increasing the use of public open spaces

Reinforcing commercial and economic activities

Lifting vitality and drawing people in from surroundings areas

Assets to Work With

- / A number of sites in the town centre are identified for commercial opportunities to create jobs, support business start-up, retention and growth.
- / It is proposed to focus on food production and professional services as key employment sectors for Melton. The demand analysis (2019) noted high occupancy rate in the current provision and identified strong demand for smaller size B2 units in the town centre. It is proposed to focus B1 uses in current locations such as Pera business park, Parkside and Phoenix House, in addition to the provision above retail in the town centre. The vacant space at Pera business park as well as at the Livestock market are considered suitable for the provision of industrial units to support business growth. Other vacant buildings such as the King Street site are proposed to be used for commercial, retail and leisure uses, creating a complimentary offer to the High Street.
- / To support the enhanced commercial activity, additional business support, access to skills, technical advice and guidance for promotion, marketing and networking are proposed. It is also proposed to connect employment spaces to educational establishments to foster innovation. The link between the Brooksby Melton College and the proposed development at Pera and the Livestock market through Food Enterprise and Food Innovation activities, could be strengthened through joint developments.
- / In addition, there are further employment sites allocated in the Local Plan for employment use on the edge of the town centre, accessed by the MMDR.

Identified Design Issues

- / The commercial sites are located on key gateway/ arrival points into the town centre and can play an important role in improving perception and a sense of arrival into the town. The use of articulated architectural details, landscaping, signage, lighting and public art could enhance these locations.
- / The town centre has a significantly high proportion of heritage buildings that define the character of the town centre. It is proposed to consider refurbishment of existing buildings for commercial uses to contribute towards enhancing the setting and attractiveness of the town centre.
- / Connectivity and accessibility of these sites are crucial in them being successful commercial hubs and attracting high skilled jobs. It is proposed to connect the sites via cycle and pedestrian paths to the High street to increase footfall and access to town centre amenities for the employees. Enhanced connections are also suggested to connect the employment sites to the town centre and residential areas, to increase access to jobs for residents and access to skilled workforce for business.

Interventions and Projects

- / **Livestock market:** Retain and enhance the livestock market. Increase commercial and retail space for food production units, to provide development kitchen facilities for start-up businesses. Continue technical support to food production sector through Food Enterprise Centre project.

- / **Pera business park:** Consider uses that are complimentary to the current offer, additional commercial space, light industrial units and enhanced business support offer.
- / **King Street building:** Refurbish the long time vacant building to accommodate a food production business that can deliver training and workshops for visitors.
- / **Phoenix House:** Identify and explore opportunities for accommodating a mix of complimentary uses for the town centre and local communities.
- / Explore development opportunities for sidings car park and railway arches, Parkside and Burton Street car park.
- / Enhance connectivity with Nottingham and Leicester to improve access to skills and jobs.
- / Create and promote information for available business investment opportunities and undertake proactive inward investment activities.
- / Improve the walking experience between the college, Livestock market, Pera and town centre. This could be linked to other walking routes around the town centre integrating the heritage trails and accessing the numerous parks west of Wilton Road and Leicester Road Further embrace opportunities for food industry start-ups.



Enhancing visitor experience: culture, heritage, leisure, retail and tourism

Increasing awareness from surrounding residential and employment areas

Assets to Work With

- There are a wealth of attractions within the town centre- Market Place, High Street, St Mary's Church, Melton Carnegie Museum, Regal Cinema, Livestock Market, BMC theatre, Library and King Street amongst others.
- Melton Mowbray is well known for its food heritage - notably Stilton Cheese and Pork Pies- and is a Protected Designation of Origin (PDO) for these.
- The town centre supports a well-established seasonal cycle of successful calendar of themed food festivals.
- It is proposed to keep this tradition and history alive by reinforcing the markets and enhancing their distinct identity.

Identified Design Issues

- Currently the markets are held in Market Place as well as at the Stockyard and Live Stock Market site. Whilst the local community are aware of the difference, there is a risk that for external visitors it could cause confusion. A distinct identity for the full offer should be created, setting out the operations and supporting all locations. It is also proposed to implement public realm enhancement works to improve physical and visual connectivity between the markets.
- The arrival experience of Melton Mowbray is currently regarded as poor. There is poor visibility about town centre attractions while walking from the rail station. The coach parking and drop off facilities could be improved by active frontages of buildings, signage, lighting, landscaping and amenities.

- Key entry points by car into the town centre from all four directions on A607 and A608 could be enhanced by articulated architecture, landscaping, signage and public art works.
 - The infrastructure for events is deemed by many as poor in all these locations. To enable the town to hold large scale events more often around the year, it is proposed to improve connections to utilities, power, public wi-fi, temporary structures, signage and other amenities including car parking for the venues.
 - Within the town centre currently there are constraints in terms of the size and availability of retail/ leisure units and ownerships. The concentration of vacancies is in the Bell Centre.
 - The visibility of the High Street needs to be improved to increase footfall and attract occupiers.
- Brooksby Melton College is a key contributor to the vitality of the town, bringing together cultural and education uses. Improving connectivity between the College and High Street will encourage young people to use the town centre.
- The availability of transport and a lack of leisure destinations is an issue for the evening economy.

Interventions and Projects

- Livestock market:** Continue the development of the Stockyard into a modern food production and events destination.
- BMC College:** Enhance the education and cultural offer by adding complimentary uses to this site.
- Bell Centre:** Refurbish the site to create a food court to accommodate retail space for artisan

food producers and area for consumers to enjoy the offer. Consider complimentary uses for the upper storeys.

- Leisure centres:** Retain and enhance leisure provision in town to ensure Melton is an attractive place to live and work in.
- Explore development opportunities for the current Argos retail unit, the Mall and surrounding area, including Waterfield and the town parks.
- Create and enhance infrastructure in the town centre to accommodate a range of year round events, including the Stockyard and Livestock market, Market Place, the High Street, parks and open spaces.
- Work with transport operators, leisure businesses and the BID to explore options to boost the evening economy.
- Create a central location for an enhanced bus and coach parking facility.
- Prepare detailed proposals for enhancing the areas identified as gateways and key arrival points such as the railway station and car parks, including signage, landscaping or public art works.
- Improve the connectivity, accessibility and legibility between key destinations to mutually benefit from increased footfall. i.e. improved pedestrian crossings, signage, mapping, planting, lighting, flags etc.
- Ensure the proactive promotion of the area through excursions, online promotions, events guides, heritage trails, tourism expo and networking events.



Increasing the use of public open spaces and waterways

Enhancing the delight of an important Melton asset

Asset to Work With

- / Melton's public open spaces lend a unique character and are an immense benefit to the town and its people. They are high quality, abundant in amenity uses and rich in quality landscape features. They are also very close to the town centre and residential areas and therefore they have the potential to significantly add to the resident and visitor quality of life, health and well-being. They are mostly owned and managed by the Town Estate, while the Country Park is managed by the Council. They include waterways in form of rivers, canals and ponds, ecologically active areas and a network of paths.
- / Together they have the potential to connect the town centre attractions to surrounding visitor destinations, residential areas and employment locations to increase footfall and accessibility.
- / They are much loved assets and consultation to date has highlighted the need to enhance the spaces for a variety of leisure, events and community uses.

Identified Design Issues

- / The open spaces are currently set out as a number of different areas that are poorly connected to each other. Due to the position of waterways and roads, each open space has the characteristic of a cul-de-sac, with many dead ends. As a consequence, some areas are perceived as unsafe.
- / Nearly all of the different open spaces have an allocated car park, giving the impression of prioritising access by car. Pedestrian access is

limited and the access points for pedestrians that do exist, are compromised by crossing busy roads such as Leicester Road and Wilton Road. Whilst the paths and parks are well-used by the community, usage could be improved between visitor destinations.

- / The town parks are equipped to support events and tourism however infrastructure to hold larger events and festivals should be enhanced.
- / The Country Park is a great asset but has limited connectivity to the core of the town centre and other parks. With the development of residential areas to the North, the opportunity exists for the Country Park to provide access for these new residents to walk and cycle through the park to the town centre. It also links with the Twinlakes, a destination visited by thousands of families each year. The Country Park has a key role to play in connecting these visitors to the Town Centre, increasing footfall, linked visits and contributing to the evening economy.
- / There are many source references for designing and improving the open spaces Melton Mowbray, for example, Building for Healthy Life (2020), and Open Space Strategies - Best practice guidance (CABE 2009). These are reinforced by the National Design Guide (2020) which states:

“A well-designed public space that encourages social interaction is sited so that it is open and accessible to all local communities. It is connected into the movement network, preferably so that people naturally pass through it as they move around..... It is also influenced by the versatility and accessibility of its design. The uses around its edges reinforce its appeal and help make it into a destination”.

Interventions and Projects

- / Explore opportunities for the comprehensive development of town parks to enhance infrastructure for events, festivals and leisure uses.
- / Enhance the Country Park to improve connectivity, biodiversity and leisure amenities.
- / Work with Melton in Bloom and other partners to prepare planting schemes contributing to the RCOF offer for permanent as well as seasonal/ event specific enhancements.
- / Enhance pedestrian and cycle paths connecting the town centre to edge of the town employment sites, new residential areas, visitor destinations and parks and open spaces.
- / Explore the feasibility of regenerating the waterways to increase leisure use and the attractiveness of environment.
- / Link open spaces and public realm within the residential areas of the town centre to town parks and the Country Park.



Section 4 / Proposals /

Development Projects

A range of development projects have been identified to enable delivery of the vision. The projects are being promoted by a range of partners with land and commitment to resources. The projects have identified funding gaps and delivery could be accelerated by securing funding and partner support.

With a high level of deliverability and strategic fit, and given the direct contribution towards the enhancement of 'Rural Capital of Food' offer, the projects offer the potential for the transformation of Melton Mowbray town centre.

D1- Library, BMC theatre, catering centre and Wilton Road car park: Refurbishment and redevelopment of the area to enhance the education and cultural offer by adding complimentary uses to the site. Opportunity to refurbish and retain the library, theatre, rural catering centre (part of the college) and teaching facilities. Potential to consider a mix of complimentary uses to include managed workspaces, student accommodation,

retail and leisure uses, allowing the opportunity for the students to showcase their talents and products.

D2- King Street building: Refurbishment of this long-time vacant building to accommodate new mix of uses to bring it back to life and regenerate this important part of the town centre. Opportunity to accommodate food production businesses with the potential to delivery training and workshops for visitors to create an experiential offer. Potential to link with similar businesses within the High Street, Bell centre and the Stockyard for a complimentary offer and enhanced visitor experience.

D3- Stockyard and live stock market (Cattle Market): Develop the unoccupied areas of the site to enhance infrastructure allowing large scale events and festivals all year around. Opportunity to increase commercial and production space for food and drink production units. Explore the potential to provide development kitchen facilities to support businesses to experiment, develop and market new products.

Continue to provide sector specific business support and technical advice to businesses. Connect to the High Street and other destination to ensure cross-promotion of the offer.

D4- Bell Centre, King Street, St Mary's car park: Refurbish the site to create a mixed use development that supports the vibrancy and vitality of the High Street. Opportunity to create a food court to accommodate retail space for artisan food producers and area for consumers to enjoy the offer. Explore the potential for a boutique hotel, managed work space or residential uses on upper storeys. Potential to create better connection through the development between King Street and High Street.

D5- Pera Business Park: Development of the site for uses complimentary to the current offer. Opportunity to create additional commercial space, light industrial units and enhanced business support offer to support business growth. Potential to work with the Stockyard to support business innovation and growth.

Opportunity to become a hub and destination for conference, events, training space for businesses in the wider Melton and Leicestershire area.

D6- Phoenix House: Development of this site for complimentary uses for the town centre and local communities. Opportunity to enhance the setting and arrival point to the town centre. Potential link with Pera Business Park and the Stockyard for a package of business support and promotional activities.

D7- Melton health, leisure and well-being offer (Melton Sports Village (MSV) and Waterfield leisure centre): Enhance leisure provision, creating an attractive place to live and work in. Opportunity to work with the Town Estate and health providers for a joined up development. Potential to rationalise the offer and free up space for accommodating other uses. Explore the opportunity to enhance the town parks and Country Park, promoting outdoor leisure activities for the health and well-being of residents.



Development Opportunities

In addition to the development projects outlined above, additional areas have been identified following consultation with the stakeholders. Whilst there are no live proposals for development in these locations, they also have the potential to strategically contribute to the revitalisation of the town centre.

The map on this page highlights the Development Projects and also the Development Opportunities highlighted through consultation

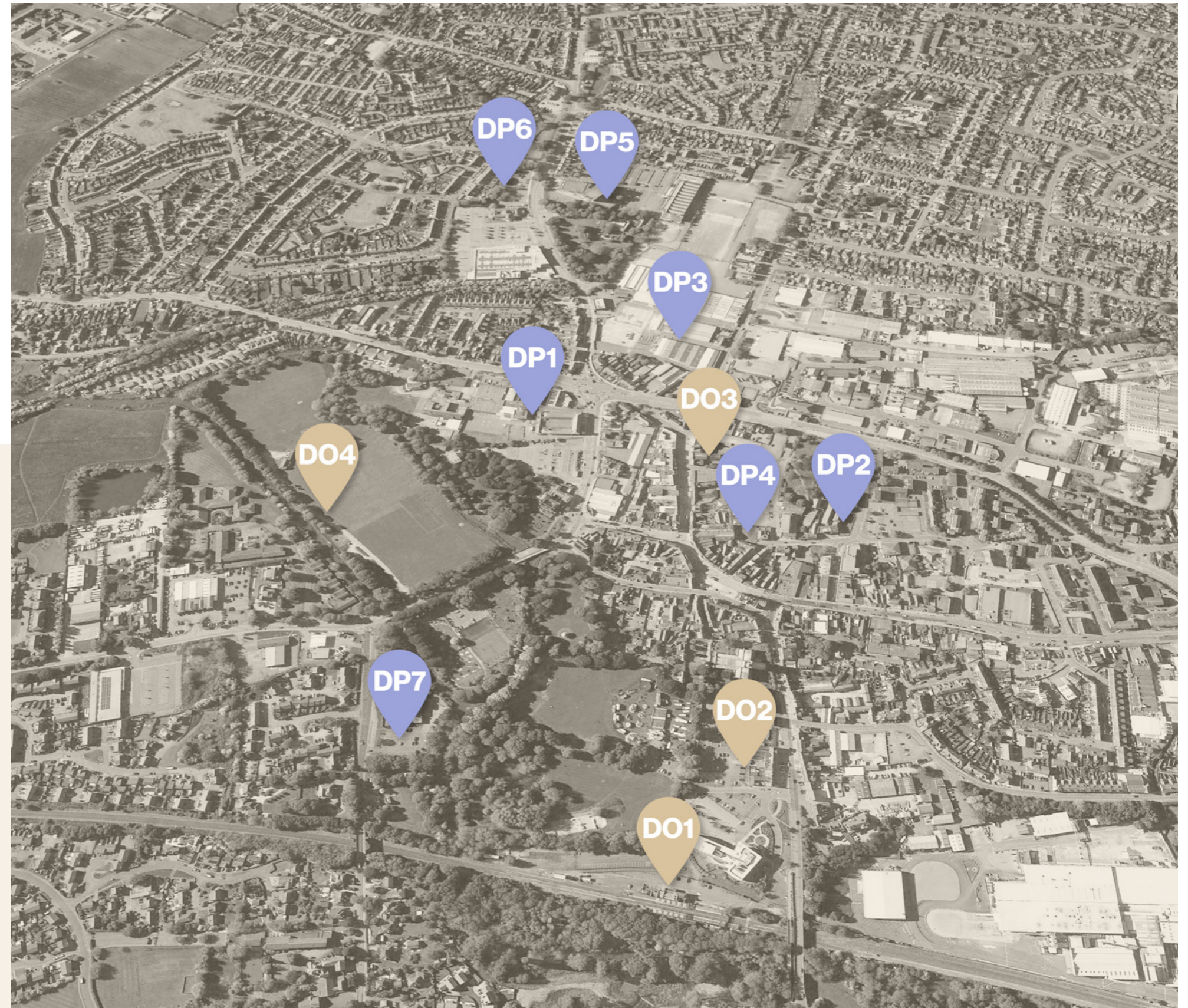
Key

Development Projects:

- DP1** - Library, BMC Theatre, Catering Centre and Wilton Road car park
- DP2** - King Street building
- DP3** - Stockyard and Livestock Market (Cattle Market)
- DP4** - Bell Centre, King Street, St Mary's car park
- DP5** - Pera Business Park
- DP6** - Phoenix House
- DP7** - Melton health, leisure and well-being offer - Melton Sports Village (MSV) and Waterfield leisure centre

Development Opportunities:

- DO1** - Railway station, sidings car park and railway arches
- DO2** - Parkside and Burton Road car park
- DO3** - Argos, car park, the Mall and surroundings
- DO4** - Waterfield, Town Estate parks and waterways
- DO5** - Public realm improvements to residential areas



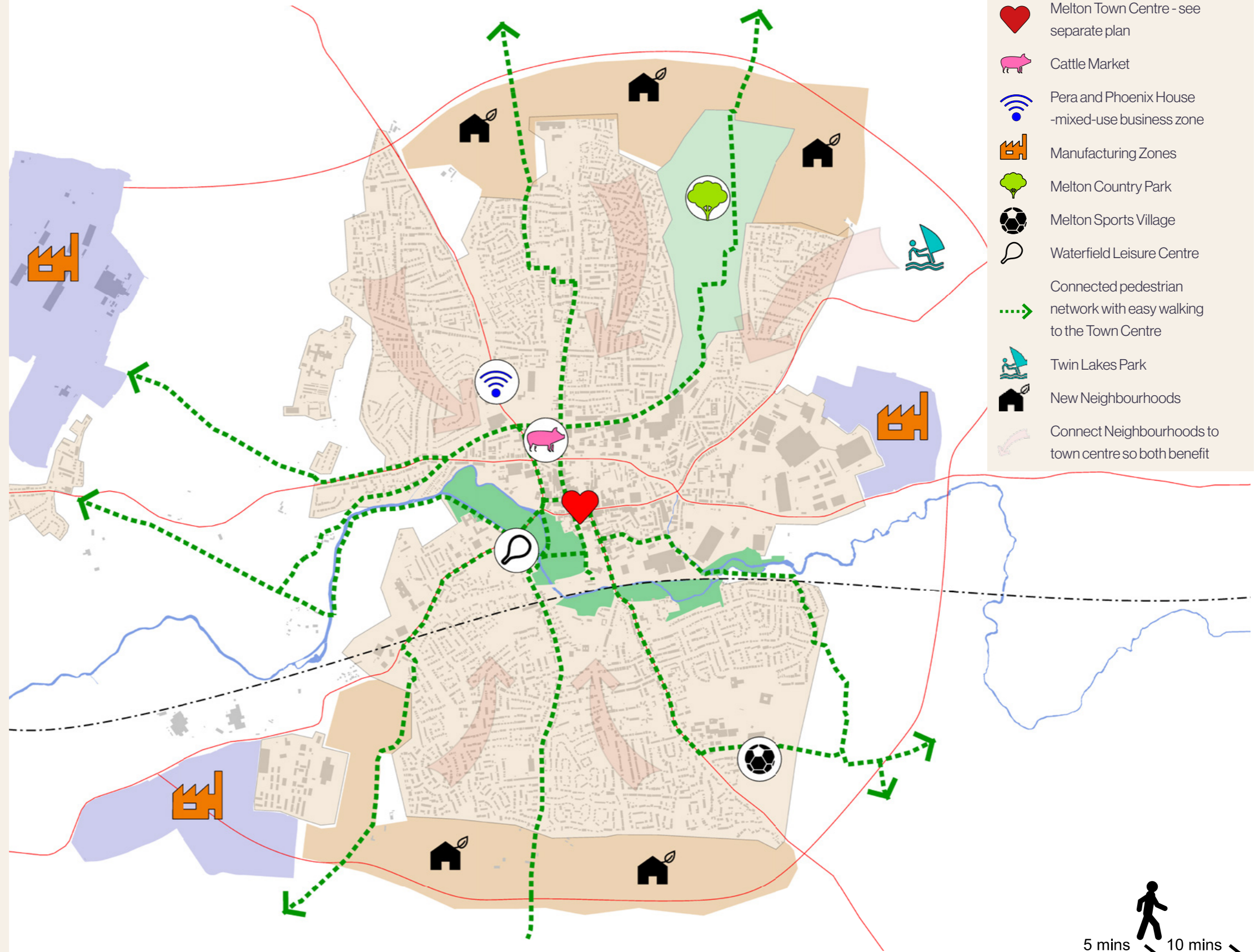
Transport connectivity projects

Leicestershire County Council (LCC) has commenced work on a Transport Strategy for Melton Mowbray. It is proposed to work closely with LCC to develop proposals that enhance linkages to the town centre maximising the benefit of:

- / 4500 new homes being built around the town
- / c.15000 new residents
- / 50 ha of employment sites
- / £600m investment over next 15 years
- / Hundreds of thousands of visitors to edge of town destinations

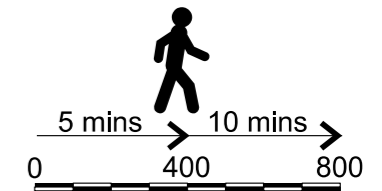
It is proposed to consider the following projects and initiatives to support the development of the Transport Strategy and to influence the next phase of development of this work:

- / Work with LCC in delivering this infrastructure to enable housing and employment growth in Melton.
- / Explore feasibility to improve rail connectivity to Nottingham via Loughborough to make it easier for Melton's residents to access jobs, skills and education in the city and to attract visitors and commuters from Nottingham to work and visit Melton.
- / Undertake a comprehensive assessment of the locations and type of available parking, traffic patterns created by them and user patterns to determine future locations and provision levels.
- / Create a central location for enhanced bus and coach parking facility with links to modes of sustainable transport.
- / Creation and enhancement of pedestrian and cycle paths connecting the town centre to edge of the town employment sites, new residential areas, visitor destinations and parks and open spaces.
- / Explore potential for infrastructure required for alternative transport modes such as cycle parking, cycle repair works, showers, e-bikes, e-scooter, electric vehicles charging points etc.



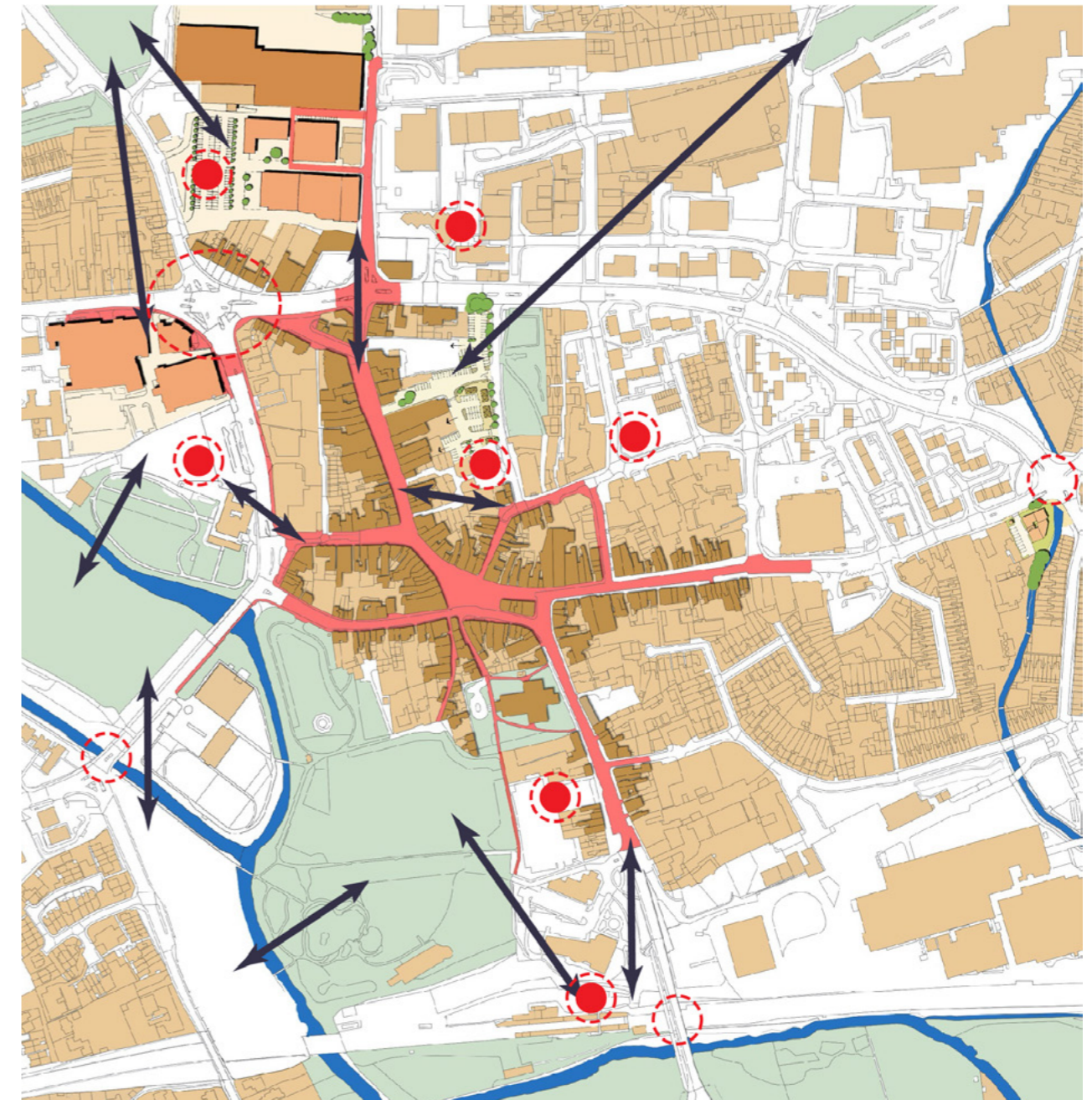
Key

- Melton Town Centre - see separate plan
- Cattle Market
- Pera and Phoenix House -mixed-use business zone
- Manufacturing Zones
- Melton Country Park
- Melton Sports Village
- Waterfield Leisure Centre
- Twin Lakes Park
- New Neighbourhoods
- Connect Neighbourhoods to town centre so both benefit
- Connected pedestrian network with easy walking to the Town Centre






Public realm improvement and highways enhancement projects

- / Prepare proposals for enhancing gateways and key arrival points such as the railway station and car parks through architecture, signage, landscaping and/or public art works.
- / Improve connectivity, accessibility and legibility between key destinations to mutually benefit from increased footfall. i.e. improved pedestrian crossings, signage, mapping, planting, lighting, flags etc, including:
 - Cattle market and High Street
 - Wilton road to High Street and Market place
 - King Street and High Street
- / Enhance accessibility of the Melton Mowbray railway station
- / Reinforce the core of the town centre by improving the infrastructure for events, markets, street furniture and performance space.
- / Enhancement of parks and open spaces to support events, leisure and community uses.
- / Promote the use of green infrastructure to link parks, open spaces and key destinations.
- / Prepare an enhanced planting scheme contributing to the RCOF offer for permanent as well as seasonal/ event specific enhancements.
- / Continue to deliver the actions agreed by the partnership to make the town centre a safe place to visit, work and live in.
- / Ensure on-going maintenance and enhancement of street furniture elements such as seating, bins, signage, lighting, railings, planters, cycle parking, art installations, digital installations, public wi-fi, removal of graffiti, waste collection and other enhancements.



Key

-  Arrival points
-  Gateway points
-  Key links to be enhanced and reinforced

Supporting Activities



Place Branding, Promotion and Marketing

Melton Mowbray is renowned for annual food festivals and events that attract thousands of people to the town centre. The markets, festivals and events are a key part of Melton's identity and strengthen the offer of 'Rural Capital of Food'.

It is proposed to improve infrastructure, signage and promotional material at key sites to enhance events of regional and national significance, ensuring the continuation of existing events and appeal to new event providers, developing a larger event calendar for the town.

Promotion of the town centre as a location to live, visit and invest, to secure its future sustainability.



Business, Employment and Skills

The town Centre businesses through representatives such as the Business Improvement District (BID) have actively engaged in the process of preparing the vision. They will also perform an active role in delivering it. Retention and growth of businesses along with nurturing start-ups and attracting inward investment to and within the town centre are at the heart of the vision.

Availability of suitable premises is a key priority for businesses. The development projects proposed in the vision document will create a range of commercial spaces in the town centre enabling the town to secure and attract further investment whilst also providing a suite of different sized premises that will enable growing businesses to be retained in the area.

By retaining and appealing to new businesses, we will be able to offer further employment opportunities for residents, in convenient locations that also have the benefit of creating new footfall.

Local business growth and inward investment are key drivers to economic sustainability in towns such as Melton Mowbray and through encouraging this we will be able to meet the needs and expectations of our existing and future residents and visitors.



Place Management and Community Stewardship

Communities are at the heart of this visioning exercise. The successful delivery of the vision will be dependent on the careful and responsible management of place by our communities. It is important that local people have influence and ownership of the town centre and they feel a sense of pride in caring for it.

The co-creation and shared delivery of this vision will increase environmental sensitivity, environmentally responsible behaviours, community attachment, and confidence in protecting and enhancing the place.

It is proposed create a programme of community champions and ambassadors to enable ownership and accountability for the local communities in promotion, enhancement and maintenance of the town centre.



Sustainability

Economic, environmental and social sustainability is a key theme that should run across all projects and activities in the action plan. It is envisaged that this will be considered at all stages of designing and delivering all projects.

The Vision of enhancing the offer of being the 'Rural Capital of Food' will promote the 'farm to fork' concept promoting local connections to the produce, producer, supply chain and consumers.

The varied nature of projects will help the town centre in being a self-sustained location with easy access to local amenities and transport connections to meet the needs of all residents and visitors.

Initiatives to increase energy efficiency, improve air quality, reduce congestion and pollution and enhancing natural environment are proposed to be embedded in all developments.

Key Projects and Initiatives



DP1: Library, BMC Theatre, catering centre and Wilton Road car park

Existing

- / Ownership- Brooksby Melton College, Melton Borough Council
- / Key stakeholders- Leicestershire County Council, Melton Mowbray Town Estate

Partially vacant buildings with a mix of uses, significant investment in recent years by the College. Key destination for young people in town centre with course linked to food production, catering and performance arts. Wilton Road car park is a key arrival point and in need of enhancement.

Proposal

- / To link innovation, education and cultural facilities with the 'RCOF' offer in the town centre.
- / To work jointly with neighbouring land owners to maximise the benefits of this key gateway and frontage site.
- / Gateway enhancement for Wilton Road car park as a key arrival point by improving signage, lighting and facilities.

- / Potential for exploring alternative access arrangement to the car park in connection with the transport strategy to reduce congestion on Wilton Road and improve pedestrian connectivity to the High Street.

- / To work with Melton Mowbray Town Estate to link the development with the setting and facilities in the Egerton Park.

- / To enhance the theatre for commercial use, increasing evening and night time activities with enhanced cultural offer.

- / To enhance the use of the rural catering centre and the 'shop' as tools to link education and enterprise for food production.

- / To consider student accommodation to support the college operation and help diversify the footfall and activities in the town centre.

Strategic Link

Widen the offer of the area to the benefit of the RCOF offer, beyond the Theatre.

Next Steps

Stakeholders to work jointly to prepare a detailed development plan for the wider site area and explore investment and funding opportunities.

DP2: King Street Building

Existing

- / Ownership- Melton Mowbray Town Estate
- / Key stakeholders – local businesses

Proposal

The King Street building is owned by the Town Estate and has been vacant for a long period of time. Whilst the building has presence, it is in poor internal and external condition with substandard facilities. Access to car parking and the town centre location make it a key site for investment.

- / To explore the benefit of key location on King Street, next to the cinema and close to the High Street.
- / To consider options for commercial, retail or leisure development, complimentary to the town centre offer.
- / Refurbish the King Street building into a new centre to attract SME food related industry into the town centre.
- / Accommodate SME business formation (outlet for locally produced agricultural output), experiential kitchens for education courses, entrepreneurial experimentation and experiential food tourism, development kitchen

facilities, meetings rooms etc. within the King Street building.

- / Consider the opportunity to reintroduce previous uses such as training, workshops and education and link with commercial uses.
- / To accommodate businesses that create a complimentary offer to the High Street and Bell centre.
- / To enhance community facilities and uses along with commercial ones.

Strategic Link

The proposal meets the historic charter and objectives for Melton Mowbray Town Estate and contributes to the RCOF objectives.

Next Steps

Support Town Estate to secure funding and occupiers.



DP3: Stockyard and livestock market (Cattle Market)

Existing

- / Ownership- Melton Mowbray Town Estate, Melton Borough Council
- / Key stakeholders- Gillstream, occupying businesses, traders

Melton's livestock market is the largest town centre livestock market in the country and has been in existence for 1,000 years. The market is now the most important in the East Midlands and supports over 2,500 vendors and 1,500 buyers from Melton, the region and beyond. The South side of this site is recently rebranded as 'Stockyard' and is being used for a diverse range of uses including farmers market and events, and accommodates food production units such as a brewery, a distillery and a smoke house.

Proposal

- / To transform the place into a modern, food & drink experience and events destination.
- / To enhance market identity and character by celebrating the rustic nature of the site.
- / To create a multi-purpose, flexible event space for large scale events and festivals.

- / To put produce and production on display with on-site food production and retail units.
- / To create space for experiments, development and innovation to support start-ups and business growth.
- / To create additional commercial units, strengthen infrastructure for events and promote linked trips, tours and training sessions.
- / To create participatory space for workshops, training and immersive experience.
- / To connect the producers with production units and consumers and to a wider audience.
- / To enhance accessibility, legibility, sustainability quality of the environment.
- / To connect the development with the wider town centre and with other RCOF destinations.

Strategic Link

This site provides the potential to be the "shop-window" of the 'Rural Capital for Food', combining tourism, commerce and experience of Melton's food and drink offer.

Next Steps

Work with partners to implement the masterplan, secure funding and continue enhancement of the site.

DP4: The Bell Centre

Existing

- / Ownership- Co-op properties, Melton Borough Council
- / Key stakeholders- local businesses, Business Improvement District, Samworth Brothers (Ye old pork pie shoppe)

The Bell Centre is a historically underused covered retail centre, owned by the Co-op providing a concentration of retail uses and a link from the High Street to St Marys Way / Bell Centre car parks. It has been acknowledged that the Bell Centre needs investment and that its current configuration is not suitable for modern retailer requirements.

As a key location on the High Street with good access to car parking, close to a cinema and other town centre leisure uses, the site has the potential for anchor uses to help transform the town centre.

Proposal

- / To create space for a distinct food and drink experience, unique to Melton Mowbray.
- / To explore the potential for establishing a food court offering retail space for local gourmet food

producers with seating in the middle for people to enjoy the produce.

- / To explore the potential for a boutique hotel, managed workspace or residential uses on upper storeys.
- / To connect with Melton's prime tourist destination 'Ye old pork pie shoppe' and open frontages at the back to facilitate the production of pork pies to be on display.
- / To create visual and physical connections between King Street offer and High Street.

Strategic Link

The redevelopment of the Bell Centre could create an enhanced visitor experience in the heart of the town centre in conjunction with the Market Place, High Street and King Street. Revitalisation of the Bell Centre is a key priority for Melton's Business Improvement District.

Next Steps

To engage with the landowners and key stakeholders to create a deliverable plan to attract inward investment and public sector funding.



DP5: Pera Business Park

Existing

- / Ownership- Pera
- / Key stakeholders- occupying businesses

Pera Business Park provides a key commercial centre to Melton and it has a strong reputation for providing quality employment space. The business park is situated on Nottingham Road, a major arterial route into the town centre, in a key gateway location. There is space available on the site for additional growth in employment space.

Proposal

- / To maximise the available space in existing buildings to provide additional commercial space.
- / To consider complimentary uses for available vacant space on the site to support the commercial uses.
- / To work with adjacent landowners to explore joint opportunities for further industrial and commercial uses in response to demand analysis.
- / To create a comprehensive package of business support, marketing and networking

opportunities to support the growth of current and new businesses.

- / To become a hub and destination for conference, events, training space for businesses in the wider Melton and Leicestershire area.

Strategic Link

The site is disconnected from the town centre by the A607 and opportunities to enhance linkages should be explored, particularly in relation to the proximity of the Business Park to the Cattle Market, Phoenix House and Snowhill industrial estate which provides a key opportunity for cross working.

Next Steps

To prepare a joint masterplan with neighbouring sites to develop a comprehensive commercial offer to support business innovation and growth in Melton.

DP6: Phoenix House

Existing

- / Ownership- Melton Borough Council
- / Key stakeholders- current occupiers

Situated opposite the Pera Business Park and on a key gateway location to the town centre, this building is a partially vacant old office block. Access to car parking, proximity to a supermarket, the town centre and being within 10 minutes walking distance from the train station, means that this site presents a good opportunity for a high-quality landmark development.

Proposal

- / To explore the potential for a range of uses suitable to the location and context
- / Opportunity to improve an arrival into the town centre, providing a high-quality development
- / Potential to work with Pera Business Park to create a complimentary offer
- / Any development plans to ensure safeguarding of community uses and services.

Strategic Link

This site is part of the Council's Asset Development Programme and has the potential to enable revitalisation of related developments in Council ownership such as Parkside, cattle market and the Cove community centre.

Next Steps

To prepare development options and assess viability for future investment.



DP7: Melton health, leisure and well-being offer (Melton Sports Village (MSV) and Waterfields leisure centre)

Existing

- / Ownership- Melton Borough Council
- / Key stakeholders- Melton Mowbray Town Estate, Leicestershire County Council, SLM leisure operators and users

These two sites are under review following the Council's decision to rationalise and enhance leisure provision in Melton. The Waterfield site is constrained for growth due to issues such as flooding, topography, covenants and limited car parking. The MSV site is well situated on the south- west edge of the new proposed ring road and well placed to service the new communities created by the northern and southern urban extensions. Already home to tennis, football and rugby clubs, the site can accommodate growth in services, increased user numbers and car parking in an accessible location.

Proposal

- / To create a hub for health, leisure and well-being activities in one location.
- / To respond to the needs of the future communities, changing trends in leisure sector and aspirations of the local residents.

- / To enhance the provision of leisure services in Melton area.
- / To work with key public sector stakeholders and commercial partners to create a viable leisure development for future generations.
- / To future proof provision of community facilities in Melton to meet the needs.
- / To explore opportunities to work with adjacent landowners to maximise the benefits of development.

Strategic Link

This development is a key priority for Melton Borough Council. Work is underway with the help from Leicester and Leicestershire Economic Partnership (LLEP) funding to prepare a business case for investment.

Next Steps

- / To conclude the business case and pursue implementation.
- / To work with partners to explore future options for Waterfields leisure.



Delivery of the Vision /

Melton Mowbray has a rich food heritage which has culminated in becoming recognised as the ‘Rural Capital of Food’. Melton has a strong platform upon which to build a strategy for growth that links education and agriculture, community and commerce, farming, food and drink, manufacturing and markets. We have built a strong collation of public, private and community sector partners who support the vision. We are working with landowners and wider stakeholders to create the path for delivery. From the series of conversations and consultation we have had over the last few months, we have received a range of suggestions, offering solutions to the many challenges the town centre is facing today. The contributions from partners have been incorporated into an Action Plan.

The Action Plan will be appended to the Vision document. It will be a live document that will be reviewed and updated on an annual basis. The Melton Place Board will oversee the delivery of the Action Plan. The projects identified are not commitment from the Council or any organisation, they are identified as a potential list of activities that can help deliver the overarching vision. The Action Plan does not identify any funding sources or timescales.

The purpose of the vision and the action plan is to provide strategic backing for any future funding and investment opportunities. The success of the delivery for the vision relies on a range and category of activities identified below, to be delivered in parallel.

Key Partners /

- Melton Borough Council (MBC)
- Leicestershire County Council (LCC)
- Melton Mowbray Town Estate (MMTE)
- Melton Mowbray Business Improvement District (BID)
- Melton Place Board
- Livestock Market and the Stockyard
- SMB College Group with Brooksby and Melton Campus
- Pera Business Park
- Local businesses and key employers
- Melton in Bloom (MIB)
- Canal and River Trust
- Melton and Oakham Waterways Society
- Melton Community Safety Partnership
- Melton Carnegie Museum
- University of Nottingham
- Leicester and Leicestershire Economic Partnership (LLEP)
- Leicestershire Promotions (LPL)
- Leicester and Leicestershire Place Marketing Organisation (PMO)
- Network Rail
- Voluntary and community sector partners
- Tourism operators
- Education and skills providers
- Land owners and developers
- Investors and funders

Appendix: Action Plan /

Draft Town Centre Vision Delivery Action Plan May 2022 (for consultation)

This Action Plan summarises the projects proposed in the vision document in a structured way. The Action Plan will be appended to the Vision document. It will be a live document that will be reviewed and updated on annual basis. The Melton Place Board will oversee the delivery of the Action Plan. The projects identified are not a commitment from the Council or any organisation, they are identified as a potential list of activities that can help deliver the town centre vision. The purpose of the vision and the Action Plan is to provide strategic backing for any future funding and investment opportunities. The success of the delivery for the vision relies on a range of categories and associated activities that would be delivered in parallel.

| Reference | Project | Action | Lead organisation | Key partners |
|-----------|---------|--------|-------------------|--------------|
|-----------|---------|--------|-------------------|--------------|

Development Projects - These projects are being promoted by partners with a level of control over land and commitment to resources. All projects have identified a funding gap and the delivery of these can be accelerated by securing funding and partners support. With high levels of deliverability, strategic fit and direct contribution towards the enhancement of the 'Rural Capital of Food' (RCoF) offer, these projects demonstrate greater potential for the transformation of Melton Mowbray town centre.

| | | | | |
|----|--|--|-----------------|---|
| D1 | Library, BMC theatre, catering centre and Wilton Road car park | To enhance the education and cultural offer by adding complementary uses to this site. | BMC | LCC, MBC |
| D2 | King Street building | To refurbish the long time vacant building to accommodate a food production business that can deliver training and workshops. | MMTE | Brockleby Pies |
| D3 | Stockyard and live stock market (cattle market) | To enhance infrastructure to accommodate large scale events and festivals all year around, to increase commercial and retail space for food production units, to provide development kitchen facilities for start-up businesses. | MBC | Gillstream and Stockyard businesses |
| D4 | Bell centre, King Street, St Mary's car park | To refurbish the site to create a food court to accommodate retail space for artisan food producers and an area for consumers to enjoy the offer. | Co-Op, MBC, BID | Interested businesses (Food Enterprise network) |
| D5 | Pera Business Park | To enhance the accommodation by adding uses complementary to the current offer, additional commercial space, light industrial units and enhanced business support offer to support business growth. | Pera | MBC, Gillstream |
| D6 | Phoenix House | To redevelop the site for accommodating complementary uses for the town centre and local communities. | MBC | Occupying businesses and organisations |

| | | | | |
|--|--|---|--------------|---|
| D7 | Melton health, leisure and well-being offer (Melton Sports Village (MSV) and Waterfields leisure centre) | To enhance leisure provision in Melton to add to Melton's offer as an attractive place to live and work in. | MBC | LCC, MMTE, leisure operators |
| Development Opportunities - Following consultation to date, these projects are identified as opportunity areas. While there are no current proposals for development in these locations, there is potential in these sites if developed strategically to contribute positively for the enhancement of the town centre. Currently there are no identified resources to undertake the works or implement the activities. | | | | |
| Dp1 | Railway station, sidings car park and railway arches | To work with partners to prepare feasibility and business cases informed by design, costing, business plans and investment propositions. | Network Rail | MBC |
| Dp2 | Parkside and Burton road car park | | MBC | |
| Dp3 | Argos, car park, the Mall and surroundings | | Co-Op | BID, MBC |
| Dp4 | Waterfield, Town Estate parks and waterways | | MBC | MMTE |
| Dp5 | Public realm improvements in the residential areas to enhance the quality of place | | MBC | LCC |
| Transport and Connectivity projects - These projects are proposed to be considered by partners to enhance accessibility and connectivity in Melton Mowbray. All these projects will require funding and resources for delivery which are yet to be identified. | | | | |
| T1 | Melton Mowbray Transport strategy | To prepare a transport strategy to mitigate the impact of MMDR on the town centre and to improve pedestrian connectivity in the centre to help increase accessibility and footfall. | LCC | MBC |
| T2 | Delivering the Melton Mowbray Distributor Road (MMDR) | To work with Leicestershire County Council (LCC) in delivering this infrastructure to enable housing and employment growth in Melton. | LCC | MBC, land owners and developers of southern and Northern urban extensions |
| T3 | Nottingham rail connectivity | To improve rail connectivity to Nottingham via Loughborough to make it easier for Melton's residents to access jobs, skills and education and to attract visitors and commuters from Nottingham to work and visit Melton. | MBC | LCC |
| T4 | Car parking needs assessment | To undertake a comprehensive assessment of the locations and type of available parking, traffic patterns created by them and user patterns to determine future locations and provision levels. | MBC | LCC, MMTE |
| T5 | Taxi service reinforcement | To work with taxi operators, leisure businesses and BID to explore options to support taxi trade to boost both evening and night time economy in Melton. | MBC | BID, taxi operators and businesses |

| | | | | |
|--|---|---|--|--------------------------------------|
| T6 | Enhancement of Waterways and towpaths | To explore feasibility of regenerating waterways to increase leisure use and attractiveness of environment. | Canal and river trust, Melton and Oakham Waterways Society, MMTE | MBC, LCC, Severn Trent |
| Transport Opportunities- These projects are put forward by residents and stakeholders to be considered and delivered as part of the town centre enhancement works. Delivery route is yet to be agreed with partners. Potential consideration for inclusion in transport strategy. Currently there are no identified resources to undertake the works or implement the activities. | | | | |
| Ts1 | Railway station accessibility | To enhance accessibility of the Melton Mowbray railway station | Network Rail, East Midlands Railway | DFT, LCC, MBC |
| Ts2 | Mobility hub | To create a central location for enhanced bus and coach parking facility with links to modes of sustainable transport | LCC | MBC |
| Ts3 | Community transport solutions | To consider options for community transport solutions for residents in the town centre | LCC | MBC |
| Ts4 | Sustainable transport connectivity to increase footfall | Creation and enhancement of pedestrian and cycle paths connecting the town centre to edge of the town employment sites, new residential areas, visitor destinations and parks and open spaces | LCC | MBC |
| Ts5 | Enabling infrastructure for sustainable transport solutions | To explore potential for infrastructure required for alternative transport modes such as cycle parking, cycle repair works, showers, e-bikes, e-scooter, electric vehicles charging points etc. | MBC, LCC, businesses | BT chargemaster, Midlands Energy Hub |
| Public realm enhancement - These projects are to be considered as part of public realm enhancement works that may require preparation of a public realm strategy for a wider strategic consideration and oversight. It could include Melton specific design guidance in conjunction with the transport strategy for the town centre. Place Board to provide steer for delivery. While some of these activities are being considered by the partners, there is identified gap in resources for delivering these tasks. | | | | |
| PR1 | Gateway enhancements | To prepare proposals for enhancing key locations identified as gateways and for improvement of key arrival points such as railway station and car parks by enhanced architecture, signage, wayfinding, articulated landscaping or public art works. | MBC, LCC | MIB, MMTE, BID |
| PR2 | Market Place and High Street enhancement | To reinforce the core of the town centre by improving infrastructure for events, markets, street furniture and performance space. | MBC, MMTE, LCC | BID |

| | | | | |
|--|--|--|--|--|
| PR3 | Connectivity between High Street and key destinations | To improve connectivity, accessibility and legibility between key destinations to mutually benefit from increased footfall. i.e. improved pedestrian crossing, signage, mapping, planting, lighting, flags etc. - Cattle market and high street - Wilton road to High Street and Market place - King Street and High Street | MBC, LCC | Stockyard, BID, MMTE |
| PR4 | Enhancement of parks and open spaces as leisure destinations | To prepare and implement projects for enhancement of parks and open spaces for a range of age groups. | MMTE | MBC, BID |
| PR5 | Maintenance and enhancement of street scene in town centre | To ensure on-going maintenance and enhancement of street furniture elements such as seating, bins, signage, lighting, railings, planters, cycle parking etc, art installations, digital installations, public wi-fi, removal of graffiti, waste collection etc. | MBC, MMTE, LCC | BID |
| PR6 | Planting in the town centre | To prepare an enhanced planting scheme contributing to the RCoF offer for permanent as well as seasonal/ event specific enhancements. | MIB, MMTE | MBC, BID, Melton Lions and other voluntary sector partners |
| PR7 | Community safety | To continue to deliver the actions agreed by the partnership to make the town centre a safe place to visit, work and live in. | Community safety partnership | All partners |
| Heritage enhancement - These activities are an integral part of all development and promotional activities. | | | | |
| H1 | Shopfront Improvement | To prepare guidance for improving shopfronts to enhance the heritage and architectural setting of the town centre. | MBC, BID | Owners and occupiers of heritage buildings |
| H2 | Enhancement of heritage buildings | To identify complementary uses for vacant or underused heritage buildings to preserve, protect and enhance the assets and to ensure continuity of uses to meet the needs of communities today. | Owners and occupiers of heritage buildings | MBC |
| H3 | Increase awareness and promotion of heritage | To identify and promote themed heritage trails (such as Royal Melton), open days, digital interpretations and signage of heritage assets, practices and associations. | MBC, BID | Melton Carnegie Museum, LCC |

| Events, markets and tourism - These activities are critical for achieving the vision of being the 'Rural Capital of Food'. Some of the works is underway. A detailed programme of activities to be prepared and overseen by the Place Board. While some of these activities are being considered by the partners, there is identified gap in resources for delivering these tasks. | | | | |
|---|---|---|-----------------------|--|
| E1 | Events programme | To prepare and maintain a round the year programme of events in the town centre and co-ordinate all planned events in form of the publication of an annual events guide. | BID | All event organisers |
| E2 | Infrastructure for large scale events | To create and enhance infrastructure in the town centre for accommodating a range of scale and variety of events through the whole year, including: - Stockyard and Live stock market (cattle market) - Market Place and High Street - Parks and Open spaces | MBC, MMTE, Gillstream | BID, events organisers |
| E3 | Regulatory actions- H&S, environmental health, traffic orders | To ensure all events are delivered in a safe and compliant way. | MBC, LCC and BID | All event organisers |
| E4 | Enhancement of markets | To enhance and diversify the offer of markets in Melton by creating distinct and complimentary focus, attractive setting and joint promotional activities to contribute to the RCoF offer. | MMTE, Gillstream | BID, MBC |
| E5 | Cross promotion of town centre offer | Meet and greet, excursions, demonstrations, leaflets, signage, online promotion, joint offers etc. | LPL, BID, MBC | All destinations |
| Place branding, promotion and marketing - These activities are critical for the promotion of the vision of being the 'Rural Capital of Food'. Some of the works are underway. A detailed programme of activities is to be prepared and overseen by the Place Board. While some of these activities are being considered by the partners, there is an identified gap in resources for delivering these tasks. These activities are critical for achieving the vision of being the 'Rural Capital of Food'. | | | | |
| M1 | Discover Melton website | To continue to develop and enhance the website to keep it relevant and effective. | MBC | all businesses, event organisers and PMO |
| M2 | Social media handles | To continue the use of social media for promotion of the RCoF offer to a wider audience. | BID, MBC | BID and all promoters |
| M3 | Uncover the Story campaign | To deliver the campaign as agreed by the Tourism Advisory Group (TAG). | PMO | MBC, BID and all businesses |
| M4 | Inward investment activities | To create and promote information for available business investment opportunities. | MBC | PMO |
| M5 | Tourism expo and network events | To provide platforms for tourism operators and destinations to connect and enable cross promotion. | PMO, LPL | MBC, BID |

| Business, employment and skills - These activities are critical for sustainability of the vision of being the 'Rural Capital of Food'. Some of the works are underway. A detailed programme of activities to be prepared and overseen by the Place Board. While some of these activities are being considered by the partners, there is an identified gap in resources for delivering these tasks. | | | | |
|--|--|--|-----------------------------|--|
| B1 | Business support advice | To create an enhanced business support offer for businesses in the town centre for business start-ups, and growth. | Pera | MBC, LLEP, BEIS |
| B2 | Business network | To provide opportunities and platforms for business to business networks. | BID, Pera | MBC, Pera |
| B3 | Business funding | To continue sign posting businesses to available funding opportunities and advice. | MBC, BID, Pera | LLEP, BEIS |
| B4 | Sector specific support | To continue delivering the sector specific support for food production businesses through the Food Enterprise Centre (FEC) project. To explore opportunities for similar support for other industry sectors based on assessing the demand. | MBC | LLEP, BID, Pera, Stockyard |
| B5 | Skills development | To deliver the skills strategy by LLEP. | LCC, BMC | MBC, MML, LLEP |
| B6 | Access to skills and skilled workforce | To improve and enhance access to skills by considering transport solutions, digital delivery and person specific approaches. To work with businesses and skill providers to explore solutions for matching the demand and supply. | MBC, BMC, LLEP | LCC, skills and education providers, businesses |
| Place management and community stewardship - These activities are critical for the success of the delivery of this action plan and the vision for being the 'Rural Capital of Food'. | | | | |
| C1 | Community champions | To create a programme of enabling ownership and accountability for the local communities for place enhancement, promotion and maintenance in order to increase a sense of pride and belonging. | Place Board partners | BID, voluntary sector organisations, schools, businesses |
| C2 | Environmental enforcement | To provide proactive enforcement of law and order, licencing, environmental regulations, health and safety, planning etc to ensure the town centre is a safe and pleasant environment for all to enjoy. | MBC, BID, MMTE, Police, LCC | All businesses and residents |
| Sustainability - Economic, environmental and social sustainability is a key theme that runs across all projects and activities within this action plan. It is envisaged that this will be considered at all stages of design and delivery of all projects. | | | | |
| S1 | Increasing energy efficiency | To explore ways to increase energy efficiency in all development projects | All partners | |
| S2 | Implementing sustainable transport solutions | Same as Ts5 | | |
| S3 | Improving air quality | To reduce the use of car in order to reduce traffic, pollution, noise and carbon emissions. | All partners | |

| | | | | |
|--|------------------------------------|--|--------------------|-------------------|
| S4 | --Enhancing green infrastructure | To enhance public open spaces, parks, waterways, footpaths, cycleways to maximise their use, reduce carbon emissions and improve health and well-being of residents. | MMTE, MBC, MIB | BID, all partners |
| Governance and Monitoring - Melton Place Board will be responsible for overseeing and steering the delivery of this action plan. The following tasks need to be undertaken by partners as part of the next phase of delivering the town centre vision. | | | | |
| G1 | Develop detailed project proposals | | All partners | |
| G2 | Identify resources | | All partners | |
| G3 | Propose timescales | | All partners | |
| G4 | Agree outcomes and outputs | | All partners | |
| G5 | Devise a monitoring mechanism | | Melton Place Board | |

