



Corporate Strategy 2020-2024

Helping People | Shaping Places



**Melton
Borough
Council**

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Welcome

I am delighted to introduce Melton Borough Council's Corporate Strategy 2020-2024; setting out the Council's aspirations for the next four years.

Following the District Council elections in May 2019, we had the opportunity to consider what our focus should be over the next 4 years. We are proud to have developed an ambitious new strategy which makes commitments to significantly invest in our housing services, environmental enforcement, improving customer services and delivering the homes, jobs and infrastructure the Borough of Melton requires. It also directly responds to the issues we heard on the doorstep, during the election campaign, as well as those highlighted in our extensive 2019 residents' survey.

At a time of significant financial pressures and responding to COVID-19, the need to prioritise and redirect resources to different areas is clear. With this in mind, our new strategy seeks to find a balance between affordability and ambition, a balance between investing in core services and in new initiatives.

This document summarises our key priorities, and how we will set about achieving them. We hope you agree that the new strategy will successfully respond to the challenges faced by both our community and the council.

Leader of the Council, Councillor Joe Orson



MELTON

The Borough of Melton is a hidden oasis in the beautiful Leicestershire countryside, consisting of some 70 villages dotted around one of the oldest market towns in the UK. The picturesque borough is centrally located and well connected to the nearby town of Loughborough and cities of Leicester, Lincoln and Nottingham, making it a prime location to visit, work and live in.

Melton has a colourful history rooted in farming and food, as well as a strong record of manufacturing success, being home to many award winning businesses. Melton is well known for its incredible town centre markets, with the town centre livestock market being the biggest in the country and dating back 1,000 years. Melton's history combined with its association with Melton Mowbray Pork Pies and Stilton Cheese has enabled Melton to gain recognition as the The Rural Capital of Food.

Beyond the picturesque landscape and alongside these culinary exploits, the Borough of Melton enjoys a rich cultural heritage developed over hundreds of years; with many fascinating objects, places and buildings providing the backdrop to numerous stories and folklore. Since the Middle Ages, Melton has been a thriving destination for royal visits which are marked throughout the town with Blue Plaques and, most notably, the famous Anne of Cleves pub - which was previously a gift from Henry VIII to his wife of the same name. Melton's museum plays host to a bizarre taxidermy two-headed calf as well as explaining the origins of the widely renowned phrase to "Paint the Town Red". A festival celebrating the events which led to the creation of the famous phrase, is one of a number of high profile events throughout the year which bring the town and surrounding areas to life.

Melton may appear to be a traditional rural area, yet hidden within is something unique and special. A vibrant area steeped in culture and history, but with a renewed confidence and big ambitions for the future. With funding secured for the new Melton Mowbray bypass and significant growth in jobs and housing planned, now is the time for Melton to deliver the promise of Rural Capital of Food and realise its aspiration to become the rural powerhouse of the East Midlands.





Our Mission

Helping People, Shaping Places

Our Vision

We want to be a first-class council: on the side of our communities and providing great services, where the customer comes first. We want to help people reach their potential, support the most vulnerable, and protect our rural environment. We want to provide more and better homes, create better jobs and regenerate the town. We want to ensure Melton prospers, benefitting those who live here and attracting others to visit and invest.

Our Values

We Care

Valuing others and developing ourselves; committed and passionate about what we do.

We Innovate

Ambitious, creative and resourceful; putting customers first and learning from feedback.

We Achieve

Taking responsibility and seeking excellence; always proud to serve.

Priority Themes

To deliver our vision.



Priority 1 | Excellent services positively impacting on our communities

Our Focus



Improve processes to ensure the best possible customer experience across all of our service areas.



Invest in digital systems which will improve services to our customers and increase productivity.



Focusing on Priority Neighbourhoods, working in partnership to tackle community issues.



Refocus community support services to respond to the impact of COVID-19.

What we will do

Fundamentally redesign customer facing processes.

Improve website and customer access.

Implement a new self-service platform.

Establish integrated community-based teams in our Priority Neighbourhoods.

Create council-wide integrated supporting people offer.

Maintain commitment to veterans and Armed Forces Covenant.

Priority 2 | Providing high quality council homes and landlord services

Our Focus



Significant investment in improving landlord and tenancy services.



Significant investment in the asset management of council homes.

Deliver better and temporary accommodation for those who need it.

Engage with tenants to ensure our services meet their needs.

Improve the quality and value-for-money of our repairs and maintenance services.

Ensure our properties meet the Decent Homes Standard.

Provide new high quality council homes.

What we will do

Priority 3 | Delivering sustainable and inclusive growth in Melton

Our Focus



Work with our partners to promote Melton, and deliver the promise of the “Rural Capital of Food”.



Deliver inclusive growth by improving access to higher paid jobs, improving skills and tackling the low wage economy.



Regenerate our town centre, encourage inward investment and create jobs.

What we will do

Launch the Discover Melton brand, website and supporting events programme.

Develop a package of support to hospitality and farming sector to mitigate the impact of COVID-19.

Facilitate access to specialist business support to mitigate negative economic impact of COVID-19.

Respond to COVID-19 impacts and implement increase vitality, vibrancy, footfall and spend in town centre.

Secure investment and deliver the Food Enterprise Centre and Manufacturing Zone sites.

Priority 3 | Continued...



Increase housing supply both by supporting private development and private landlords, and using council assets to build more homes.



Take a commercial approach to the management of our assets to deliver jobs, homes and income.



Establish an affordable and sustainable future for our leisure facilities from 2022.



Support delivery of the Melton bypass and any other infrastructure to enable growth.

Use the council's resources and powers to reduce homelessness and increase affordable home ownership.

Confirm plans, secure funding and develop our assets to generate income and provide housing and jobs.

Develop proposals for the best use of the Melton Sports Village and future leisure provision in the borough.

Work with partners to support the delivery of the new road and wider Melton Mowbray transport strategy.

What we will do

Campaign for a second GP surgery.

Priority 4 | Protect our climate and enhance our rural, natural environment

Our Focus



Ensure council operations are carbon neutral by 2030 and promote sustainability within the borough.



Utilise new investment in enforcement to tackle environmental and place based issues that matter to our communities such as litter, blight and inappropriate behaviour.



Invest in Planning Services and deliver improvements identified in the planning services review.

What we will do

Reduce emissions across all council activities.

Promote and encourage more walking and cycling opportunities.

Use education and enforcement to tackle issues which blight our communities.

Respond to Planning White Paper and improve processes and customer experience in planning services.

Priority 5 | Ensuring the right conditions to support delivery (inward)

Our Focus



Establishing future ICT arrangements from 2021 alongside our partners, exploiting the technology that is available and adopting new ways of working that meet our customer and workforce needs and expectations.



Being an outstanding employer – a positive and purposeful council, equipping and supporting our people to deliver.



Ensuring financial stability and manage the financial impact of the COVID-19 response and recovery.

Redefine how we work - more agile, more flexible and more responsive.

Develop the Procurement Unit as a commercial proposition.

Mitigate the financial impact on the council of the COVID-19 crisis and recovery, to ensure the council is financially sustainable.

Invest in a new finance system.

What we will do

Priority 6 | Connected with and led by our community (outward)

Our Focus



Promoting democracy and community involvement in council decision-making.



Explore ways to co-design solutions, devolve budgets and facilitate community-led action.



Review and reinvigorate partnership structures and frameworks with tenants and wider community groups.



Work with public and voluntary sector partners to create integrated community-based services.

What we will do

Make council meetings and the leadership of the council more digitally accessible.

Harness community spirit and establish a new “deal” between the council and the communities we serve.

Strengthen relationships and work more closely with our Parish Councils.

Maximise the impacts of our community grants.

Would you like to know more?

Our Strategy has drawn from a range of sources to ensure it is evidence-based and responds to the issues facing both the council and community.

In developing the Corporate Strategy 2020 -2024, the council has utilised the following:

- The 2019 Residents' Survey
- The Local Industrial Strategy Economic Review (Leicester and Leicestershire Enterprise Partnership)
- Our Key Performance Indicators and the LGA Peer Challenge Review.

For further information on our new Corporate Strategy's development and the full list of sources used to inform it, please take a look at **www.melton.gov.uk/corporatestrategy**



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