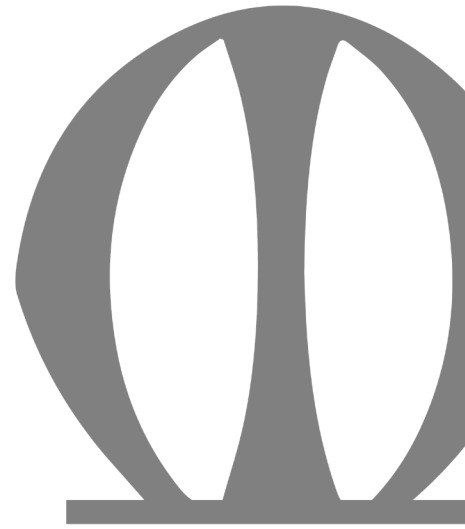


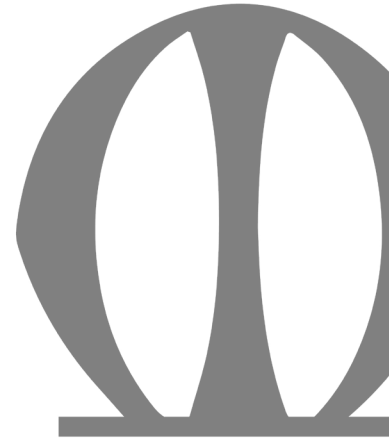
STATE OF THE BOROUGH 2022

Melton



Helping people | Shaping places

Introduction



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

This report builds on the first State of Melton Report that was published in 2021 and is part of our annual process of reflection, review, and refinement.

The Council continues to deliver against the priority themes set out in the Corporate Strategy for 2020-2024.

These six priorities are:

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

Whilst strategies should be long term, they must always be kept under regular review. We also recognise that there are things that may be outside of our direct control, but that have an impact on the wellbeing and prosperity of our communities – we need to ensure we are ready to adapt and respond to these things, too. During the past 12 months we have faced several challenges including emerging into a post COVID-19 environment, the war in Ukraine and the cost-of-living crisis. All of these have impacted on the delivery against these priorities and has had a major impact on our communities. We have kept this under constant review and have shaped and adapted the way we work to deliver our services accordingly.

Looking to the future, we will need to adapt and change how we deliver services to meet the needs of residents of Melton. This includes working in partnership with other organisations, exploring bringing in external funding and reviewing how, and if, we continue to deliver services. We do this in an increasingly tough economic climate but with a commitment to innovate so that we can continue to deliver high quality services to residents and businesses.

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

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

Cllr Joe Orson
Leader of the Council

Edd de Coverly
Chief Executive

How we are progressing on delivering against themes

After analysis of the research and data contained in this report, the Council identified the following key themes. These have started to be addressed by the Council through our Corporate Strategy priorities. Progress on these has been set out beneath each theme.

1. Affordable housing - Ensuring that the borough has the right housing in the right location with the right tenures.

What has been done in the past 12 months: Both the Housing Revenue Account (HRA) Business Plan and Affordable Housing Development Strategy have been approved.



2. Living and ageing well/Healthy life expectancy - Developing a clear strategy and offer that supports residents to be able to feel well and enjoy later life. In doing this, they can feel comfortable, safe, and secure at home, living independently for longer with opportunities to learn, join in, volunteer or work.

What has been done in the past 12 months: Contribution to countywide health and wellbeing strategy / key themes within emerging Community Health and Wellbeing Plan for Melton.

3. Providing an offer for young people - Providing a clear and appealing offer/strategy for young people to encourage them to remain in or to return to Melton.

What has been done in the past 12 months: Working with Action for Melton Youth (AMY), Fairmead Football Leagues and funding allocated in UK Shared Prosperity Fund Plan.



4. Supporting businesses to grow - Attracting new businesses to the borough and building stronger relationships with existing ones to support their growth and development.

What has been done in the past 12 months: Funding for inward investment and business support allocated in UK Shared Prosperity Fund Plan.

5. Promotion of the area - Promoting and marketing an appealing, attractive accessible town centre and vibrant rural areas as a destination for visitors and residents.

What has been done in the past 12 months: Development of Discover Melton, supporting with Melton in Bloom, Tourism Scrutiny and successfully applying for UK Shared Prosperity Fund.



6. Modernising the parking offer - Providing a more flexible approach to parking for residents, visitors and people who work in Melton to encourage them to stay in the borough for longer.

What has been done in the past 12 months: Plans to commission parking needs analysis as part of the Asset Development Plan.

7. Climate and Environment - Undertaking consultation with key stakeholders and developing a climate change strategy for the Council.

What has been done in the past 12 months: Baseline assessment completed, Climate Change officer in place and Climate Change Working Group established.



Helping People

Understanding the people that make Melton

There are many reasons why Melton is a great place to live and work, and there are many links and interdependencies between Helping People and Shaping Places - quite simply, what is good for place is good for people and vice versa.

Within this document we look at social, economic, and environmental factors which impact on people’s physical and mental health.

Many of the things we do as a council (and with our partners) contribute directly and indirectly to the wider determinants of health for our residents. It is therefore important that we take the opportunity to look at aspects or areas where there are inequalities or barriers that may impact on the wellbeing and prosperity of our people, and the opportunities we have to address them through policies, service design, service delivery and collaborating with partners.

Some of the solutions may be complex and may require a number of partners to work together both within Melton, and on a wider geographical or system level.

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

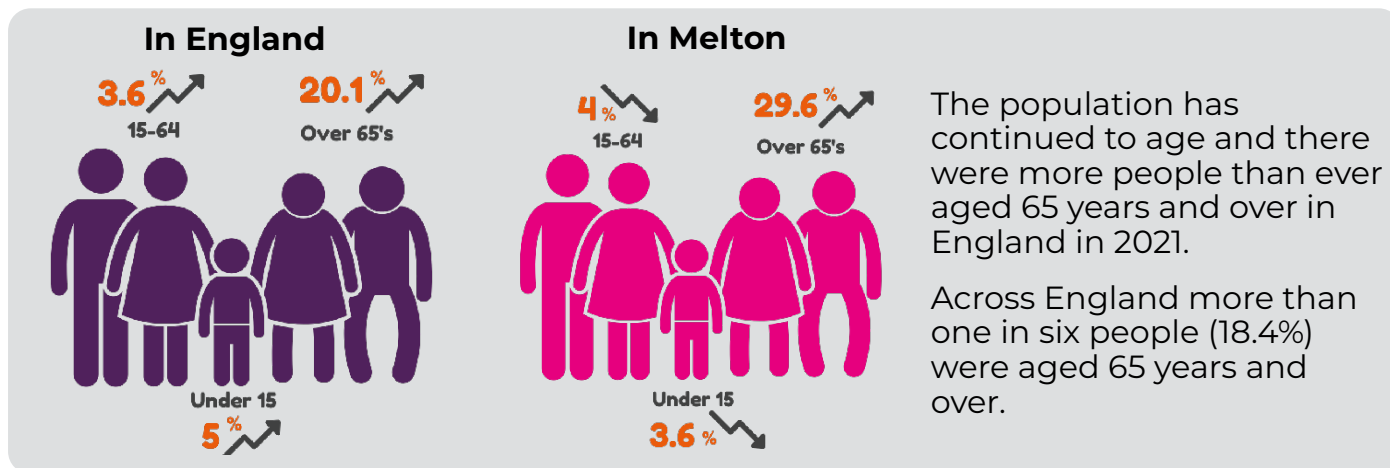
These are the areas and indicators that have been considered looking at our Helping People category

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

Community

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

Ageing population



The population has continued to age and there were more people than ever aged 65 years and over in England in 2021.

Across England more than one in six people (18.4%) were aged 65 years and over.

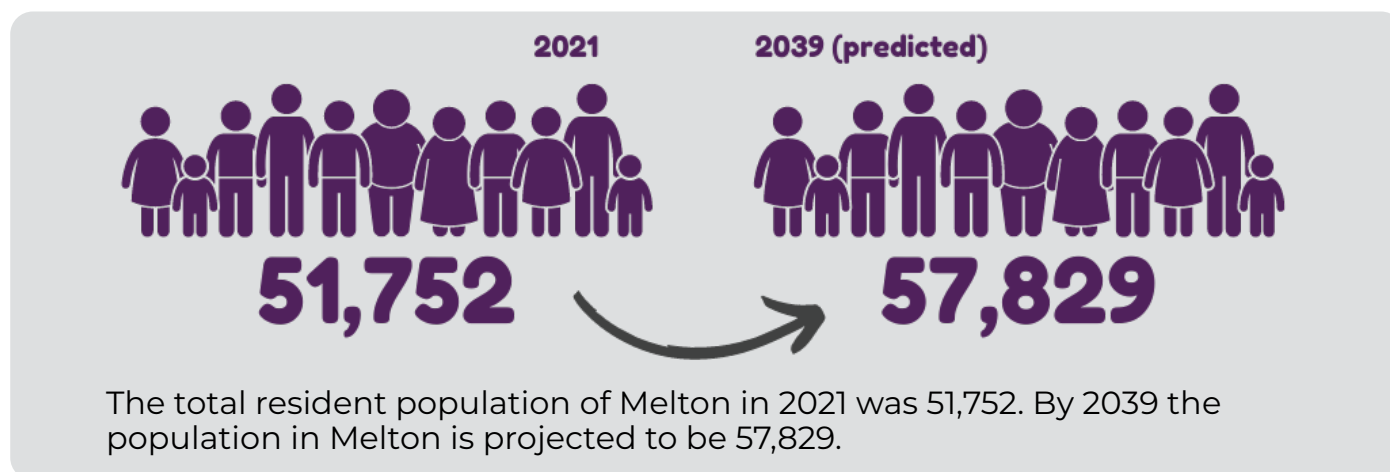
Having an ageing population creates a challenge regarding demand on public services, yet it also provides an opportunity to embrace and support an ageing population to maintain health, wellbeing, and independence and to maximise economic activity.

It is possible to consider Better Ageing in a preventative way - supporting people to live and age well.

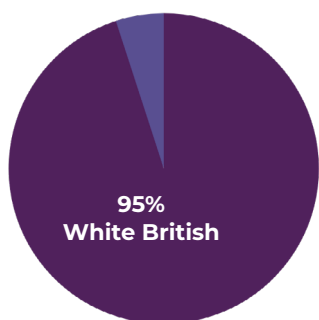
Many areas are actively embracing this challenge by working with the ‘age friendly communities’ principles as recognised by the World Health Organisation.

This concept supports healthy and active ageing, allowing more people to live independent lives and contribute to their communities for longer.

Overall population



The total resident population of Melton in 2021 was 51,752. By 2039 the population in Melton is projected to be 57,829.



Ethnicity

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

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

Housing

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



49 in 2021

90 in 2020

33 in 2018

Affordable homes built

Fuel poverty

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

Fuel poor households

12.1%
Melton

14.2%
East Midlands



Average 2 bed property

Renting market

- Challenging for many on low or average incomes
- Average monthly rent is £31.50 above Housing Benefit Cap
- Approximately 5 households contact the council each week requesting support securing private rented housing



678 **2022**

Number of households on the housing register

645 **2021**



Council properties

During the 2021/2022 year, the council let over 150 properties.

At the end of March 2022, 77 dwellings were vacant of which 19 were available for letting. The council aspires to move closer towards the sector average of no more than 1.3% of our stock being vacant at any one time - which translates to 23 properties



Homeless applications

Decreasing trend as we come out of the pandemic. However, applications remain high due to factors such as domestic violence, financial difficulties, and relationship breakdowns.

Health and wellbeing


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

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

Activity levels

63.5%

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




National average: 61.4%

Smoking

7.5%

of people living in Melton smoke.




East Midlands average: 13.9%

Obesity

58.4%

of adults are overweight or obese in Melton



East Midlands average: 66.7%

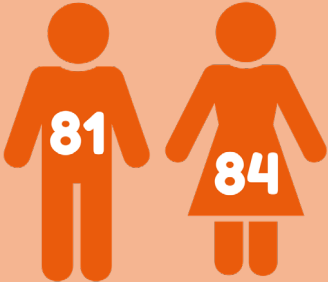
Life expectancy

In Melton:

81

84

National average
Males: 79
Females: 83



Deprivation

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


Local Authority Ranking

249
317

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

Challenges

Access to housing and services presents a key challenge.



Deprivation refers to unmet needs.

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

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

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

Economic prosperity

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

This challenge has been heightened even further due to the long-term impact of the COVID-19 pandemic. The pandemic not only required businesses to adapt quickly to a change in the way their services can be accessed, but whether the existing workforce had the required resilience to adapt.

Education

The percentage of people with qualifications at NVQ1+ and NVQ2+ have remained largely unchanged over the last 5 years.

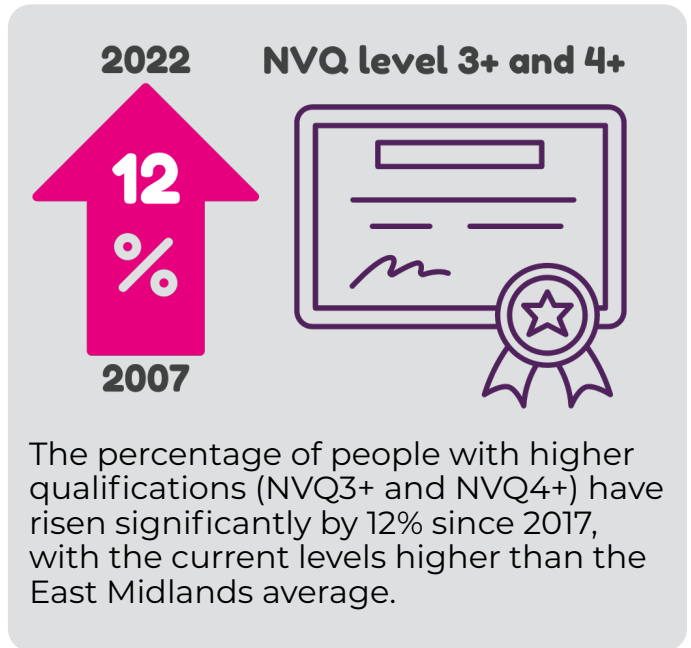
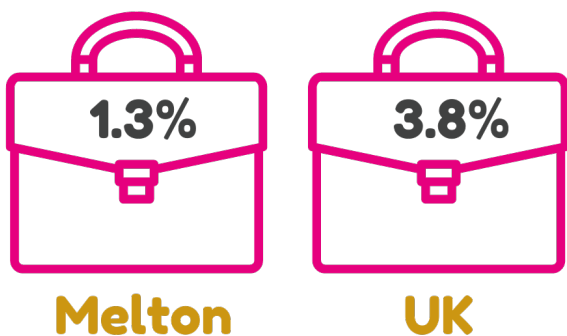


People who have a qualification at NVQ level 3

- Melton 56.5%
- England 55.9%

Unemployment Rates (as at the end of March 2022)

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



Apprenticeships

During 2022 to 2023 there have been 140 apprenticeships taken up in the borough.



Shaping Places

Understanding Melton, the place

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

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

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

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

Area	Indicators
Property market	<ul style="list-style-type: none"> • Housing sales • New homes • Employment space
Connectivity and environment	<ul style="list-style-type: none"> • Travel distance and times • Air quality
Town Centre and tourism	<ul style="list-style-type: none"> • Footfall • Visitors • Vacancy rates
Business and economy	<ul style="list-style-type: none"> • Business profile • Tourism • Employment rates • Earnings

Property market

The property market in Melton has been dynamic during the COVID-19 pandemic. Available space for employment use has reduced significantly, putting pressure on building new premises on allocated land. There are 23,519 dwellings in the borough with higher-than-average levels of home ownership (73%) and a below average proportion of social housing to rent (11% compared to the national average of 16%).



Housing prices

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

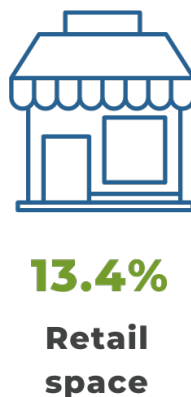
New homes

- Approx 1000 new homes created over last 3 years
- 199 affordable homes completed over the last 3 years
- Percentage of vacant dwellings of all housing stock has gone up 1% in the last 5 years

1275
planning applications received (2022)



Offices
7.7%



Employment space

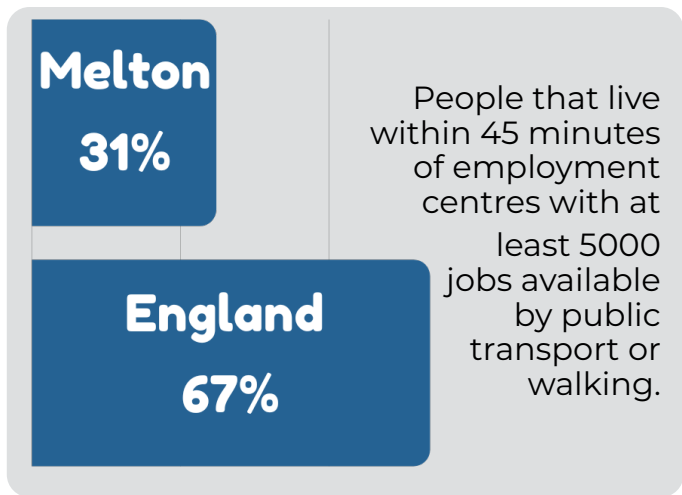
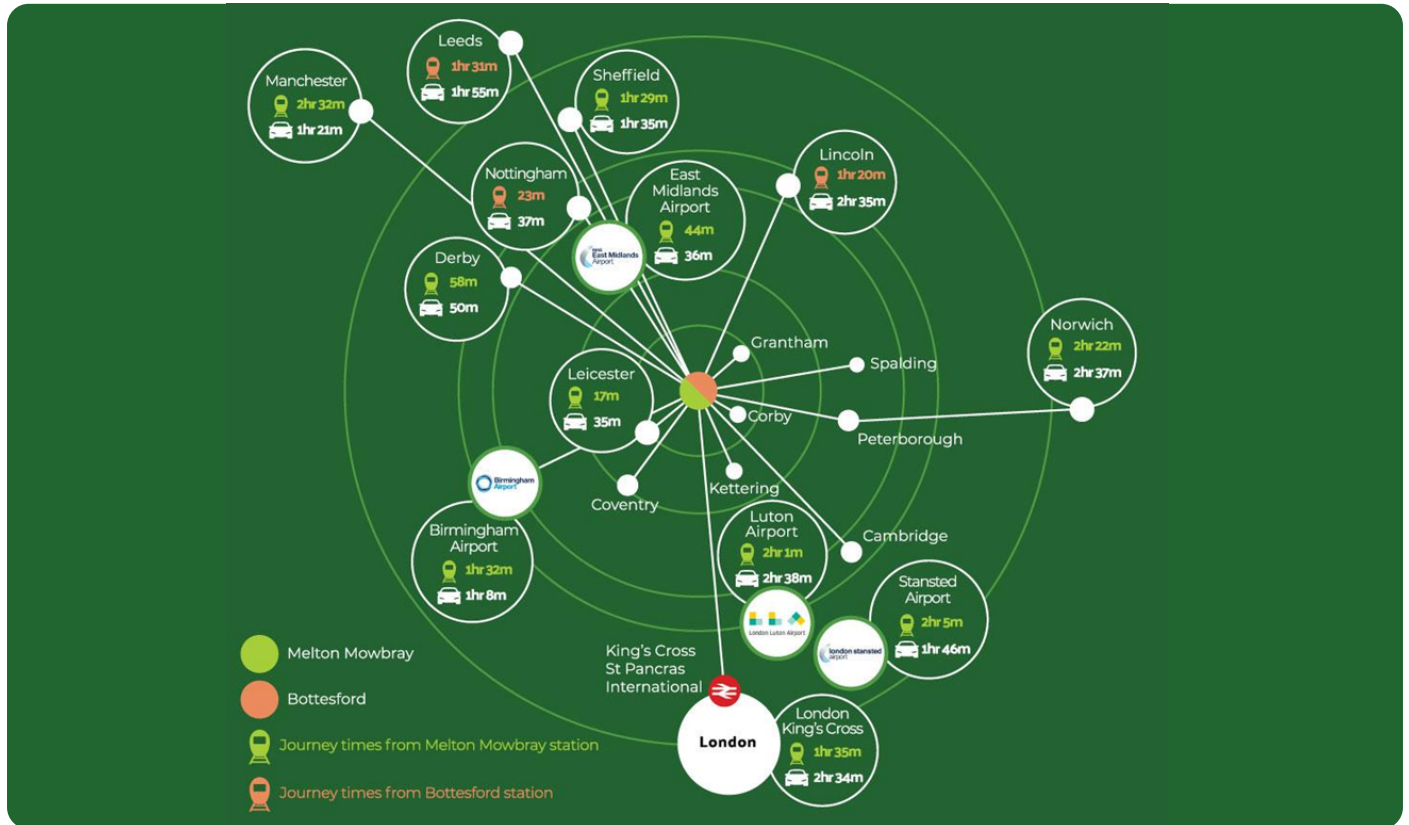
The vacancy rate for commercial premises was 2.5% in 2015 highlighting the need to build more employment space to allow for business growth.

(Employment land study)

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

Connectivity and environment

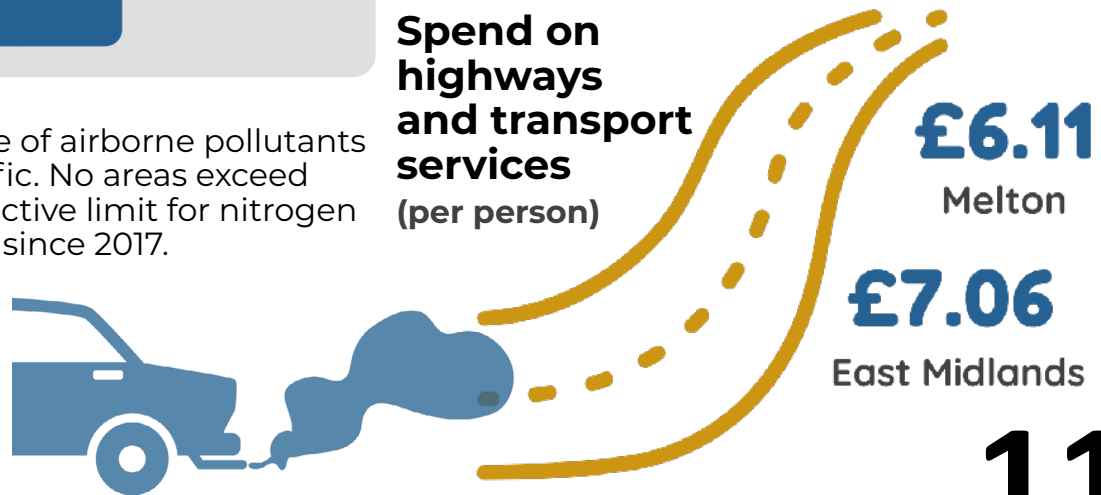
Melton Borough is in an ideal location. Based in the heart of England it is located nearby to many towns and cities, including Leicester, Nottingham, Birmingham, Peterborough, and Lincoln. There are good transport links in place and work is being undertaken to improve these further, including exploring rail connectivity to nearby cities.



On average, NO₂ levels were approximately 22% lower in 2020 than they were in 2019. This is undoubtedly the effect of the COVID-19 pandemic and Government mandated national interventions.

The primary source of airborne pollutants is road vehicle traffic. No areas exceed the air quality objective limit for nitrogen dioxide (40µg/m³) since 2017.

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



Town Centre and tourism

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

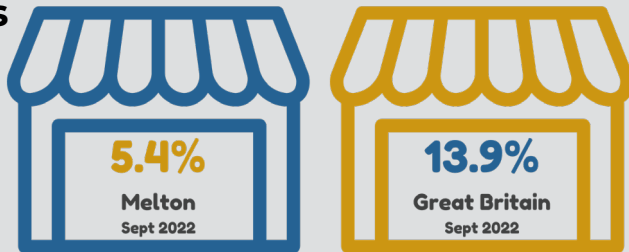
The Town Centre benefits from the presence of the Business Improvement District that has been operational since 2011 and includes 487 members. The town has retained the 'Purple Flag' status since 2016.



Independent businesses represent a high proportion of

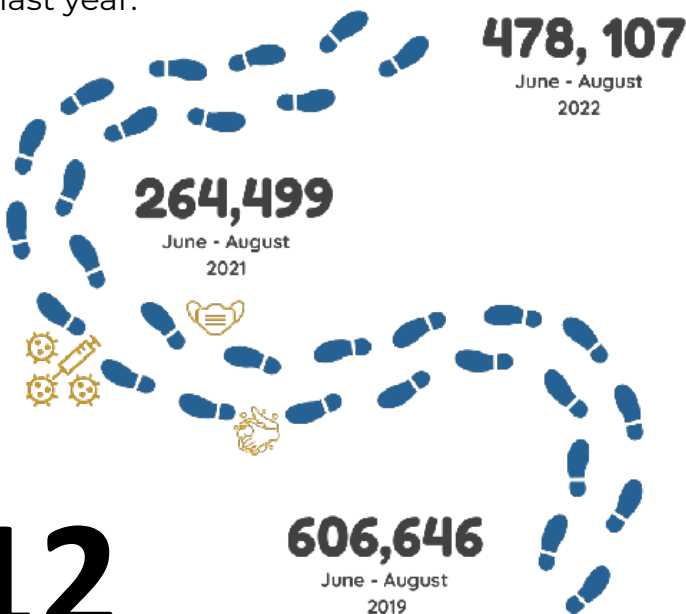
businesses within the town centre, compared to other large towns in the East Midlands and nationwide. Understandably, town centres have been adversely impacted by the recent pandemic.

High Street vacancy rates have remained relatively static in recent years



Footfall - Total visitors

The pandemic had a significant impact on the footfall in the town, yet footfall is positively increasing since the same period last year.



Tourism

The tourism related spend in the economy has steadily increased since 2020, going from generating £38.6 million in 2020 to £82.24 million in 2021, representing a 113% growth in a year.

Total employment in the sector is represented by 934 jobs.



50% of the borough live in Melton Mowbray



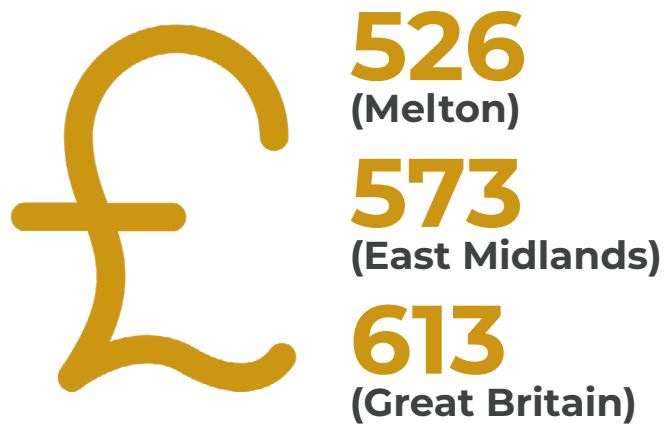
Food Standards Agency

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

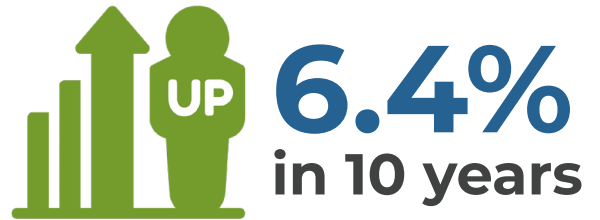
Business and economy

With an above-average increase in businesses and prominent levels of self-employment, Melton is full of ambitious spirit. There have been an increasing number of business start-ups and a growing trend for home working within the rural area. The skills and abilities of our local workforce are vital to our aspirations for a diverse, thriving high value added economy, geared by our prevalence for innovation and enterprise. In terms of Higher Education, Melton is ideally located near a number of internationally renowned universities, all within a 45-minute drive

Weekly pay for residents



Employment



There are low levels of unemployment and a high proportion of low skills and low wage employment. This is attributed to the presence of a number of large manufacturers, particularly in food related businesses, relying on a lower skilled workforce.



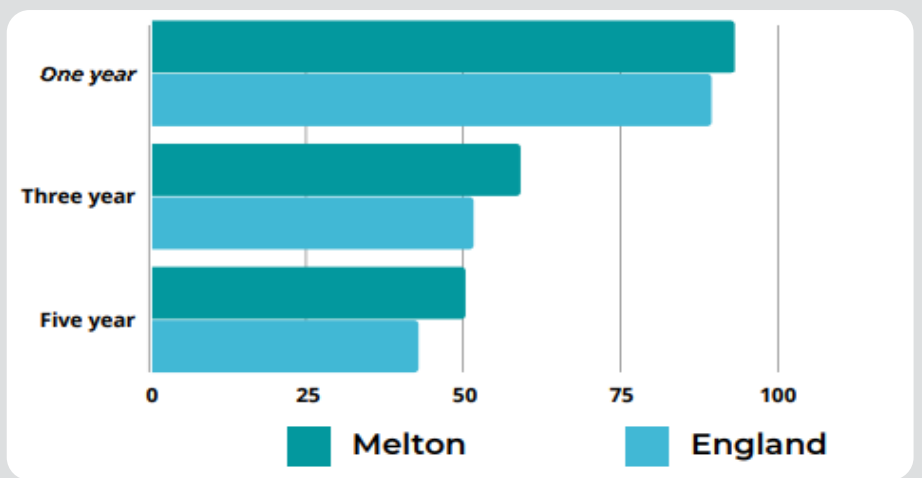
Businesses in Melton



Are Micro or Small sized

New businesses

Reports of the number of businesses started during 2022 indicate that levels were slightly higher than businesses which ceased trading.



16,149 people commute into



Melton

10,183 people commute out



2011 data

Residents Survey

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

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

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

Key Results



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

- Melton as a place to live (82.7%).
- the way that Melton Borough Council runs things (62.9%).



- how Melton Borough Council provides Value for Money to residents (39.8%).
- how Melton Borough Council acts on concerns of local residents (55.8%).
- the trust of Melton Borough Council (67.5%).



- feeling safe in the local area during the day (91%) and at night (67.6%).
- the level of engagement the council offers to residents.

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



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

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



Understanding our population: Census data

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

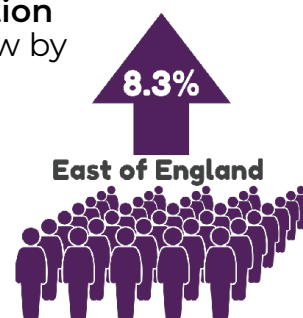


There were 59,597,300 people living in England and Wales on 21 March 2021, the day of the latest Census. This is over 3.5 million more (6.3%) than in 2011 and is the largest census population ever recorded.

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



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



Melton's population



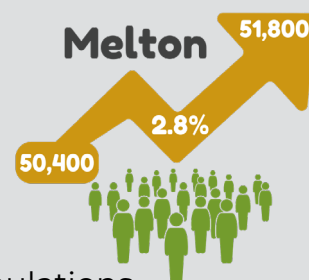
Melton ranked 305th for total population out of 309 local authority areas in England, moving up one place in a decade.

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

(7.7%) and England (6.6%), where the population grew by nearly 3.5 million to 56,489,800.

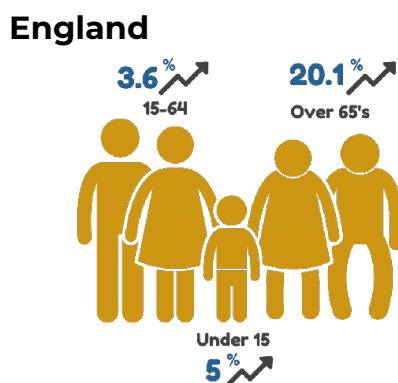
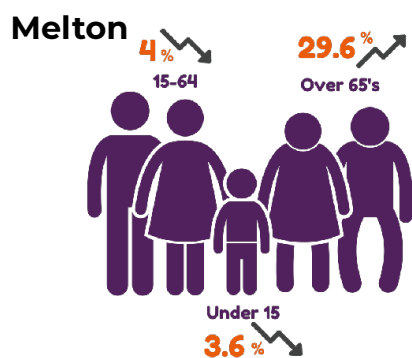
Nearby areas like Harborough and Charnwood have seen their populations increase by around 14.3% and 10.7%, respectively, while others such as Rushcliffe saw an increase of 7.1% and Newark and Sherwood saw smaller growth (7.0%).

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



The ageing population

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



Links to additional information

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

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



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