



RURAL INNOVATION IN PLACE

Levelling Up Proposition for Rutland and Melton

August 2022



food festival

WE
ARE
HERE

STOCKYARD

THE
Gin Bar

Fur & Feather

SUE'S BIRTHDAY
GIN BAR
BROCKMANS
SILENT POOL
OPPER
HENDRICKS
GIN MARE
BACHTLE
SPEAKTH
BLOOM

Stockyard, Melton Mowbray
Proposal for multi-functional public realm

INTRODUCTION



Cllr Lucy Stephenson
Leader of Rutland County Council



Cllr Joe Orson
Leader of Melton Borough Council



Alicia Kearns
MP for Rutland and Melton

Being key rural economic centres in the East Midlands, Rutland and Melton share more than just an MP. To many, they represent quintessential “Middle England”. While this simplistic label misses the key challenges which signature rural communities like ours face, there is a long tradition of innovation in rural places like ours.

Rutland County Council and Melton Borough Council have joined hands in preparing this Levelling Up Funding bid that proposes to harness the natural entrepreneurial talents of the local community to bring a 21st Century vision to Oakham, Melton Mowbray and our wider hinterland.

Our proposal is to enhance the strength of the food production sector in Melton and to maximise the potential of Rutland’s health sector. We want to build from a position of strength and our proposal demonstrates that we can deliver sustained and long-term benefits for the Government’s investment.

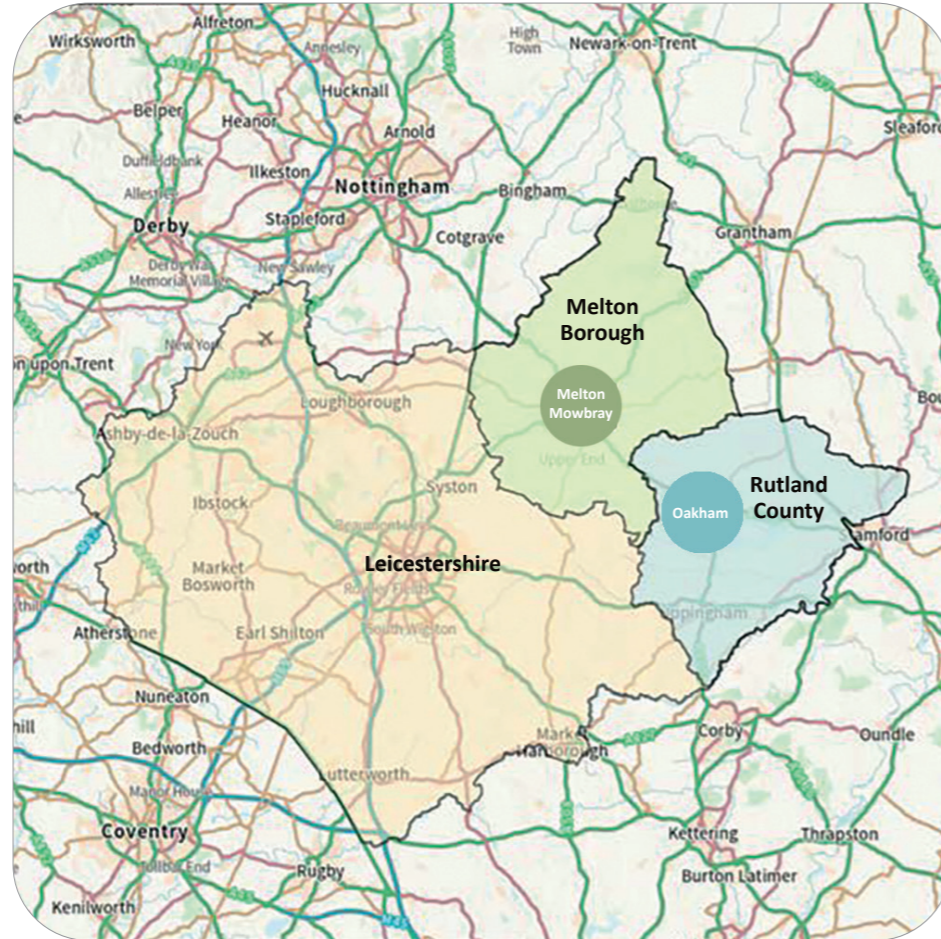
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LOCATION

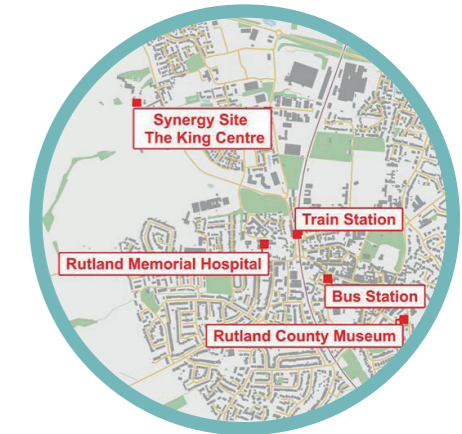
Our bid focuses on ambitious projects in two unique towns - Oakham and Melton Mowbray - both small, characterful and economically important market towns in the East Midlands.

Over 2million people are within a 60min drive of these locations. They are also less than 4 hours' drive away from 80% of the country's population, which makes them ideal destinations for long weekend breaks.



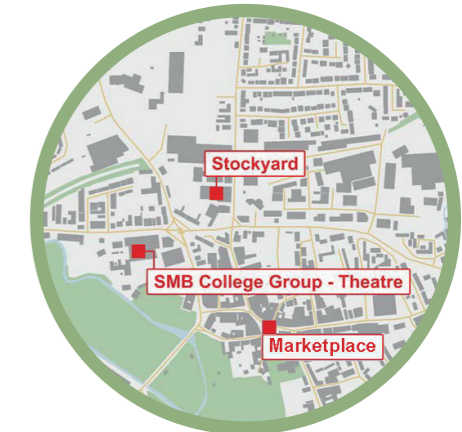
Oakham

An important regional retail and economic centre neighbouring the internationally renowned Rutland Water.



Melton Mowbray

Known for Pork Pies and Stilton cheese, historic and cultural links to food production



VISION

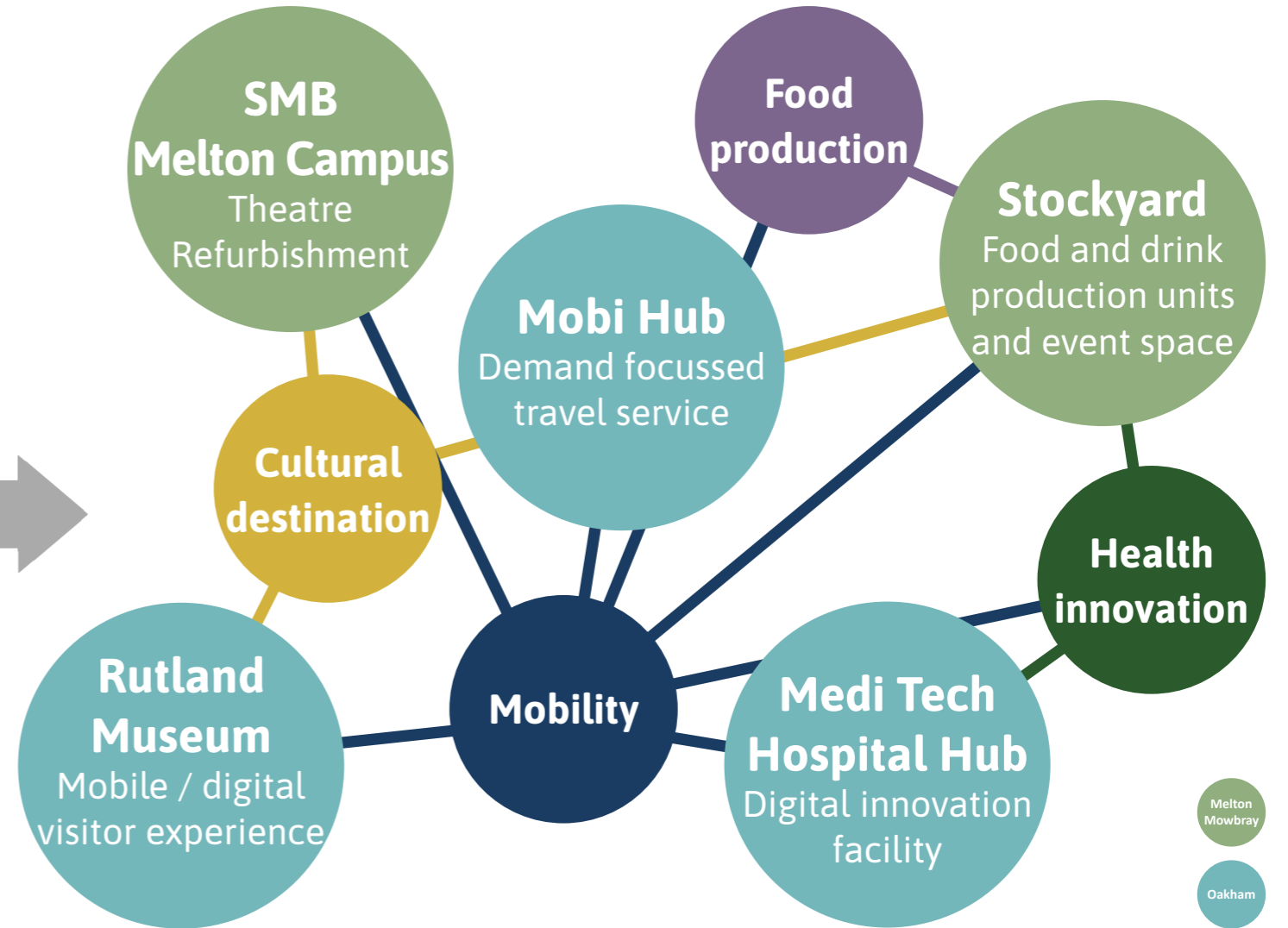
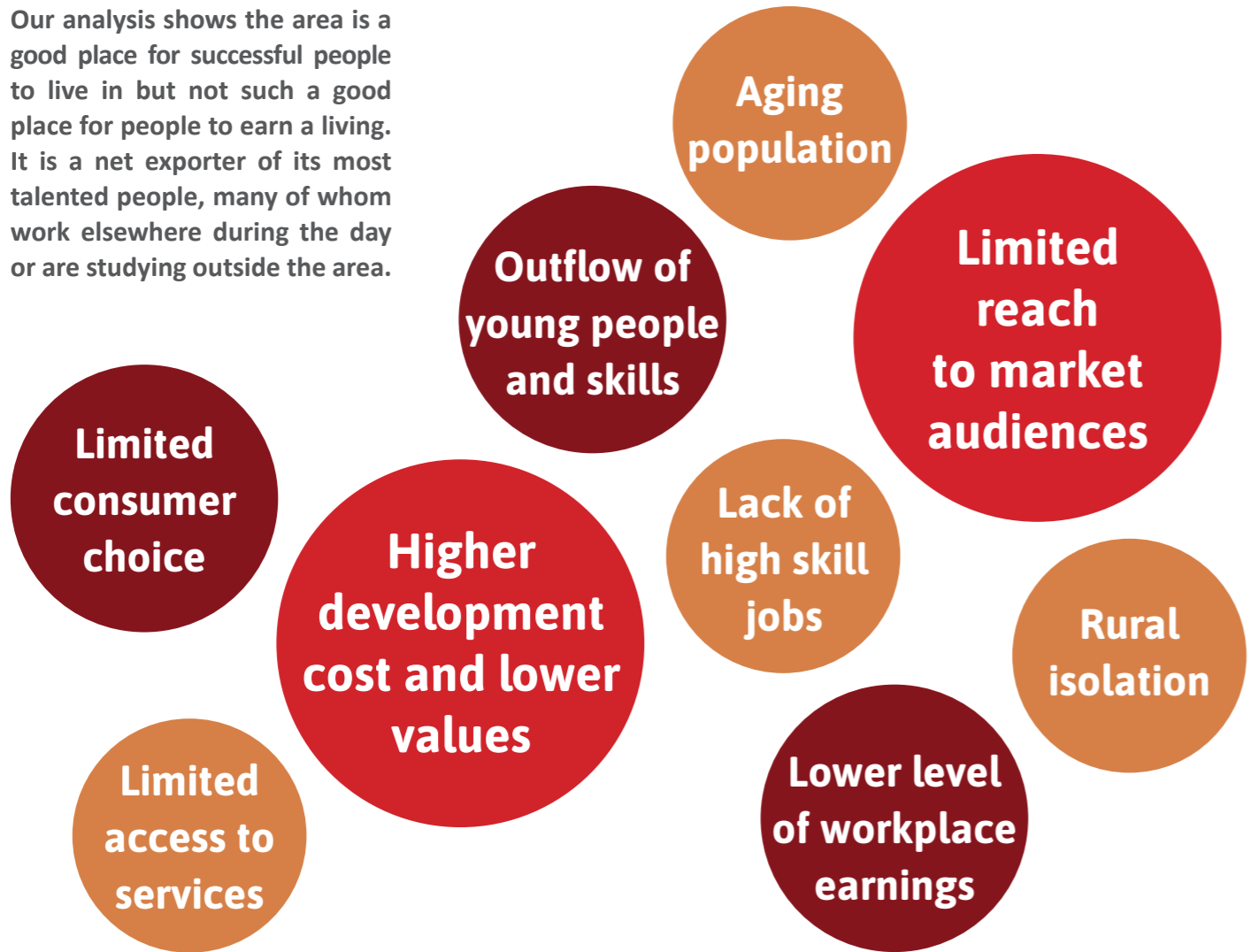
This proposal seeks to develop the economic potential of rural areas by leveraging the distinctive assets of the settlements in our geography.

This will be achieved through developing a food innovation showcase in Melton, a health and digital showcase in Oakham and a mobility showcase that links the two. Linked to this is a tourism showcase that branches across both areas and is delivered through upgrades to Melton's theatre and event space at the Stockyard and digitisation of the recently discovered Rutland Ichthyosaur and Roman Mosaic.



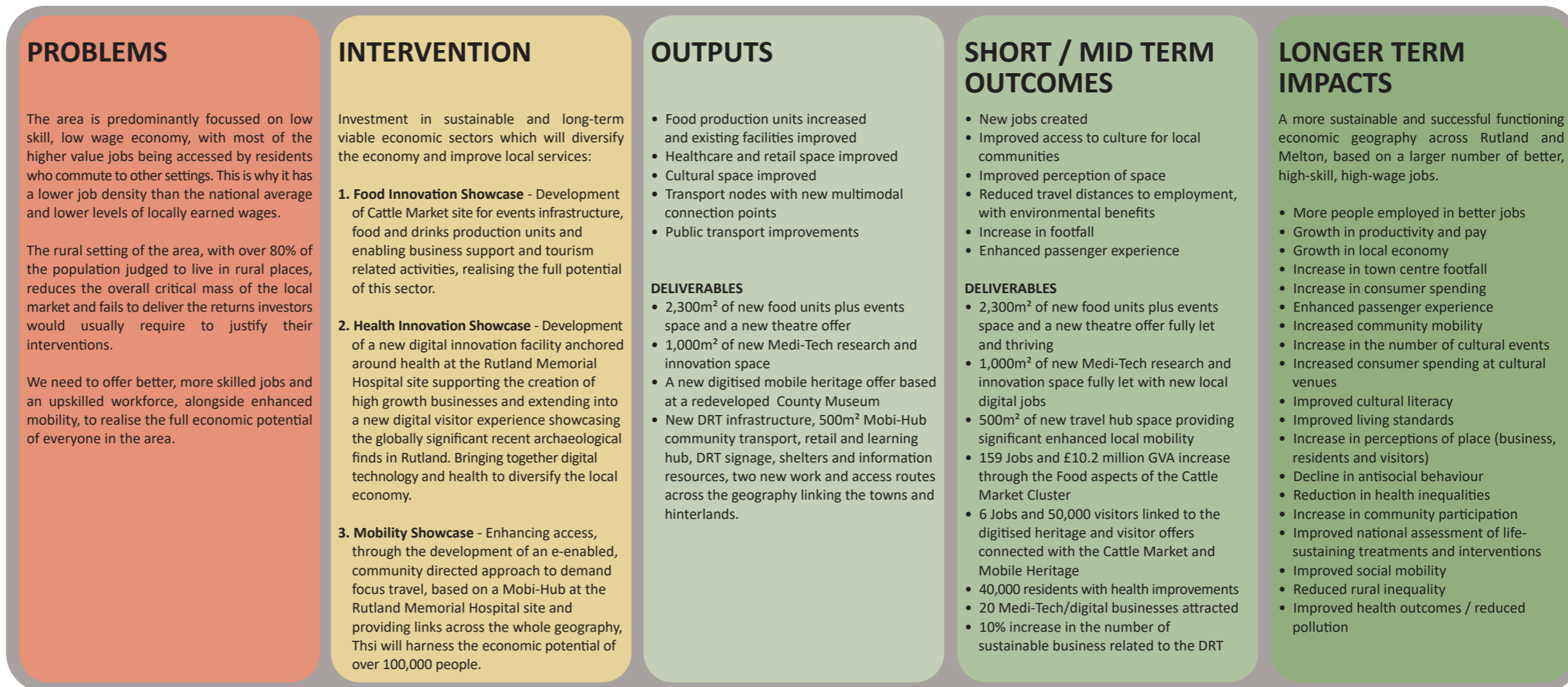
ISSUES AND OPPORTUNITIES

Our analysis shows the area is a good place for successful people to live in but not such a good place for people to earn a living. It is a net exporter of its most talented people, many of whom work elsewhere during the day or are studying outside the area.



LOGIC MODEL

This is a graphical representation of how our planned interventions address the challenges found across Rutland and Melton and the outputs we will deliver to in response.



MEDI TECH

The Rutland Memorial Hospital site will accommodate a digital innovation facility, drawing on the population health profile of the area as a nationally significant centre for clinical trials and the development of medi-tech focused on the older population.

We propose a new build investment of 1,000m² which will be able to support a number of features, namely:

- A “pre-tooled” lab base for the development of medi-tech population level clinical trials – providing lab and light assembly space, which will be available to medi-tech organisations at a marginal cost.
- A Continuous Professional Development centre for clinicians working in the area. This will create an inter-disciplinary focus and links to wider activities at the Centre, which replicates the strategy underpinning the current Cavell Centre model planned for six locations across England.
- A training base for students involved in relevant disciplines at local universities, including medical schools and schools of nursing. This will build on the well-established understanding at Health Education England (now a core part of NHSE&I) – principally, that the antidote to skills shortages at the heart of rural health inequalities lies in the development and training of people in rural settings themselves.
- A community health-related hub with a café, health trainers and (potentially) care workers developing their businesses on a self-employed basis. This will create the potential for community and local engagement and governance in the running of the centre.
- A centre for national bodies interested in national demonstrator opportunities linked to the centre, including: HEE, Centre for Ageing Better, National Centre for Rural Health and Care.

Health
innovation

Educator

Oakham

£ 3.5M

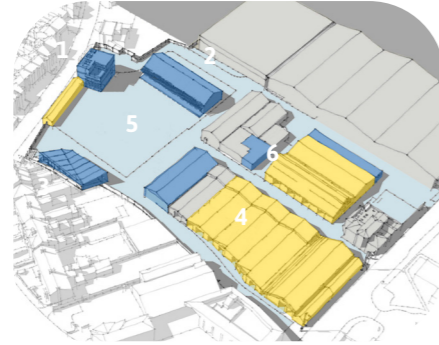
DIGITAL INNOVATION FACILITY AT RUTLAND MEMORIAL HOSPITAL

In 2020, Rutland was ranked 1st in the Country for Adult Social Care, delivering better outcomes for lower per capita spend. We will build on our insights and skills in the management of this facility.



STOCKYARD

Strengthening Melton’s position as the ‘Rural Capital of Food’, the proposed project builds on the success of the work undertaken by Melton Borough Council and its partners at the site of the existing Livestock Market.



Investment from the Levelling Up Fund is sought to develop a range of activities, namely:

1. A destination Anchor Building on the site for food production, café, communal space for education, networking and visitor facilities.
2. New build Production Hub with a flexibly designed volume to accommodate a range of production activity types.
3. Small, pre-fabricated production units with shared facilities and frontage to square for retail and leisure uses.
4. Conversion of under-used, dilapidated buildings and sheds into food production units where the production activity is part of visitor attraction.
5. Creation of a flexible, multi-purpose events space with increased capacity for utilities and car parking to accommodate larger number of people.
6. Improved infrastructure with additional toilets, lighting, signage and power supply to facilitate safe and accessible events and festivals that attract national and international recognition.

Food production

Health innovation

Educator

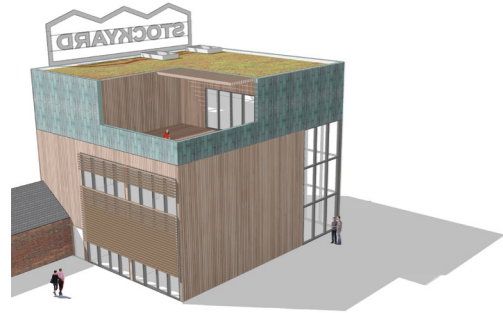
Melton Mowbay

£ 12.0M

PROVISION OF FOOD AND DRINKS PRODUCTION UNITS

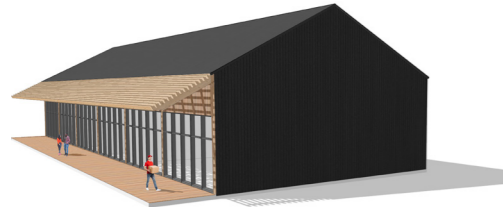


STOCKYARD



We propose to develop further food production units that showcase the tradition of gourmet food production in Melton in the contemporary context, combining events, festivals, tourism, innovation and enterprise in one location.

To the general public, the project will offer an exciting, cohesive area of new and existing food & drink initiatives that will collaboratively showcase the heritage and ingenuity around Melton.



It will be a hub of education for children and adults to learn about the latest thinking on sustainable production and healthy eating, capitalising on the new trends around local and healthier diets, food sourcing, packaging as well as waste management.

The project will also maximise the potential of the current carpark to create a truly multi-functional space. The wider potential and versatility of the site stands to make the Stockyard a regional and national destination through its ability to cater for large-scale events. Its unique identity and rich food and beverage offering will help cement this attraction for the full cross section of visitors.



With improved connectivity with the High Street and new working relationships with SMB Group Melton Campus and local businesses, the development of this destination will celebrate the history of the town's economy and make it more relevant for today's customers, securing the long-term future of this key economic sector for Melton and the wider rural Leicestershire.

IMPROVED MULTIFUNCTIONAL OPEN AIR EVENT SPACE

This project will deliver a UK-leading example of an Innovation Ecosystem designed to help food & drink manufacturing businesses develop through the provision of technical knowledge / support and facilities that aid their growth.



RUTLAND COUNTY MUSEUM

Rutland is home to two unique heritage treasures: the largest Ichthyosaur fossil in Europe and the remains of a stunning 4th Century Roman Villa with an exceptional mosaic.



Neither of these assets can be displayed easily to the public, directly. By digitising and creating a mobile display base for these assets at the Rutland County Museum, our bid will secure footfall and visitor activity which is distributed across the commercial urban core for the benefit of the whole town.

Investment from the Levelling Up Fund (LUF) will create the virtual models, storage and touring facilities to enable the finds to be showcased in Oakham and across the region. It will also form the basis for co-funding with the National Lottery Heritage Fund (NLHF) to deliver new gallery spaces and visitor facilities on the existing Museum site, transforming the visitor offer.

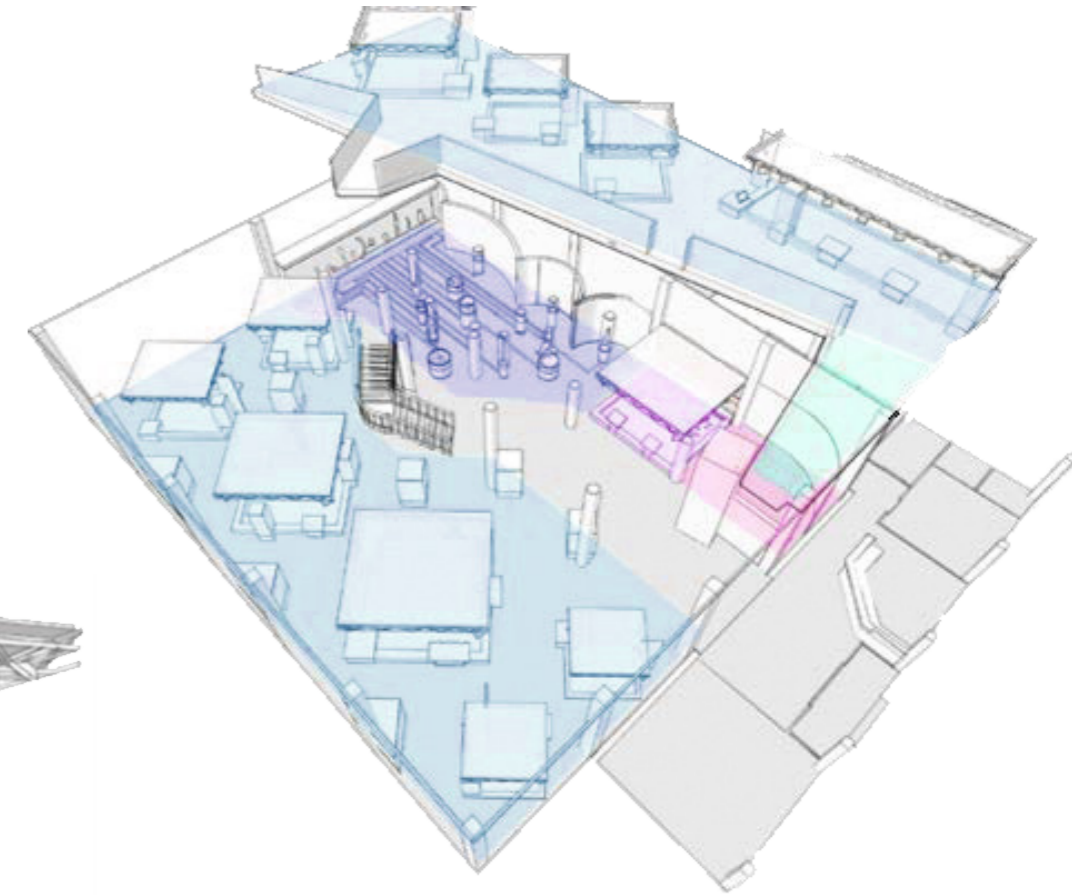
Cultural destination

Oakham

£ 2.0M

MOBILE ,DIGITAL VISITOR EXPERIENCE AT RUTLAND MUSEUM

This project will support the economic regeneration of Rutland and Melton, providing a high-quality must-see cultural destination and a leisure driver with improved access links to promote the use of transport facilities.



CAMPUS THEATRE

SMB Group Melton Campus is a key component in delivering our vision of the 'Rural Capital of Food' due to its focus on farming, food production catering, performing arts and other vocational courses.

We propose to refurbish the theatre within the College campus in Melton Mowbray. This is used for educational purpose, as a lecture theatre and as a facility for the college's performing arts course.

Works will include improvements to the main auditorium and backstage facilities. This will enhance the customer/client experience and ensure the theatre can be used not just for education but also as a facility that can secure bookings for larger professional performances and local community productions, as well as being utilised as a conferencing facility.

THEATRE REFURBISHMENT AT SMB GROUP MELTON CAMPUS



Cultural destination

Educator

Melton Mowbray

£ 2.0M

MOBI-HUB

This aspect of the bid involves the creation of a Mobi-Hub, a 500m² travel anchor in Oakham as part of the development of the Rutland Memorial Hospital site. This will be made possible by the development of an e-enabled, community-directed approach to demand focus travel.

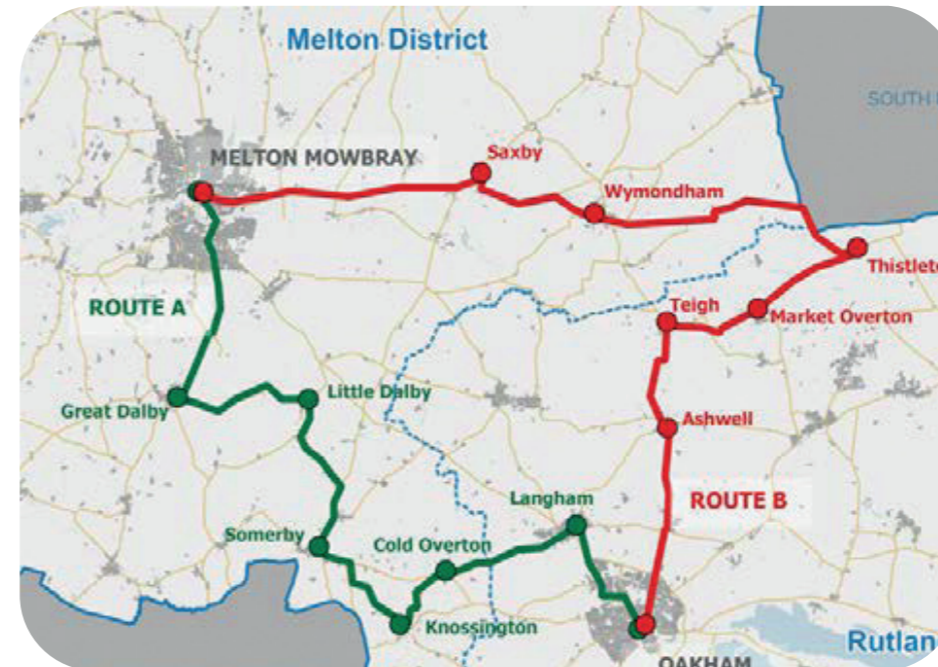


The Mobi-Hub will be supported by a Demand Responsive Transport (DTR) system based on Rutland County Council's Bus Service Investment Plan and extended to cover the Melton Borough area, linking the overall package of Levelling Up investments. It will focus on two routes with further refinement to be completed through the ongoing dialogue with Leicestershire County Council and the local community.

- Route A: from Oakham via Langham, Cold Overton, Knossington, Somerby, Little Dalby, Great Dalby to Melton Mowbray.
- Route B: Oakham to Melton operating via, Saxby, Wymondham, Thistleton, Market Overton, Teigh and Ashwell.

These routes are based on an evidence-led analysis of consumer travel demand and interest arising from the consultation associated with our recent Bus Service Improvement Plan. The Mobi-Hub will also provide retail, learning and community facilities. It will be managed by a community transport organisation and underpinned in its operation by the Council.

ANCHOR FOR DEMAND RESPONSIVE TRANSPORT (DRT) SERVICE



This service will enable people to access work, learning and services more fully across the two market towns and their wider hinterlands, harnessing the economic potential of over 100,000 people. Our bid will prove to be a demonstrator for innovation and levelling-up rural economies to secure a sustainable future.

Mobility

Oakham

£ 6.5M

BENEFITS

New employment space

3,800m²



Gross direct jobs created

159

Increase in number of cultural events

50k 7k

additional visitors to region weekly market visitors



Benefit Cost Ratio (BCR)

2.6 : 1

Net local additional jobs created

112

Improved access to cultural offer

Improved social mobility

40k

New multifunctional space / improved public realm



Growth in local economy



GVA increase

Reduced health inequality

residents with better access to health

10,330m²



Increased footfall in town centre

£10.2M



Medi tech businesses attracted

20

Improved community mobility

2

New work access routes

Refurbished existing buildings



Improved buildings energy performance



New food production units created

25

Reduced rural inequality



linking towns and hinterlands

3,365m²

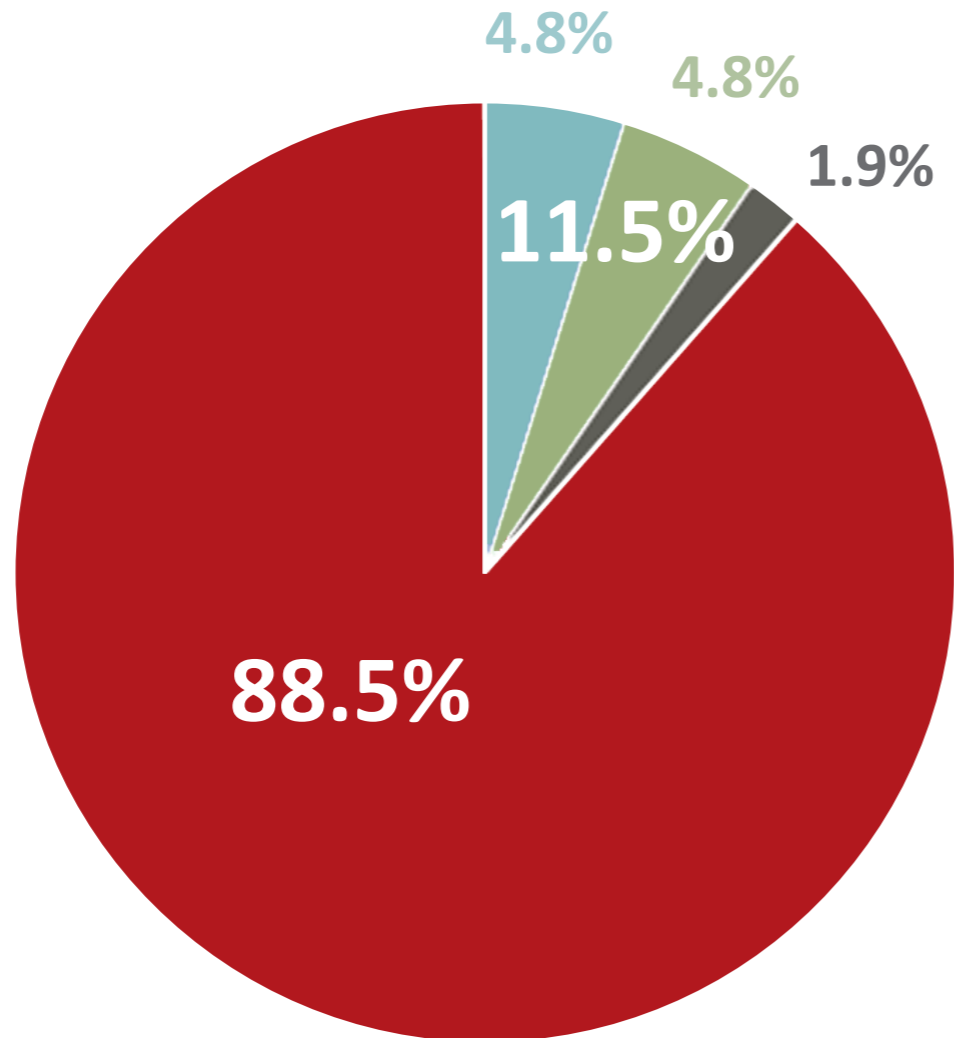


Responsible consumption

FUNDING

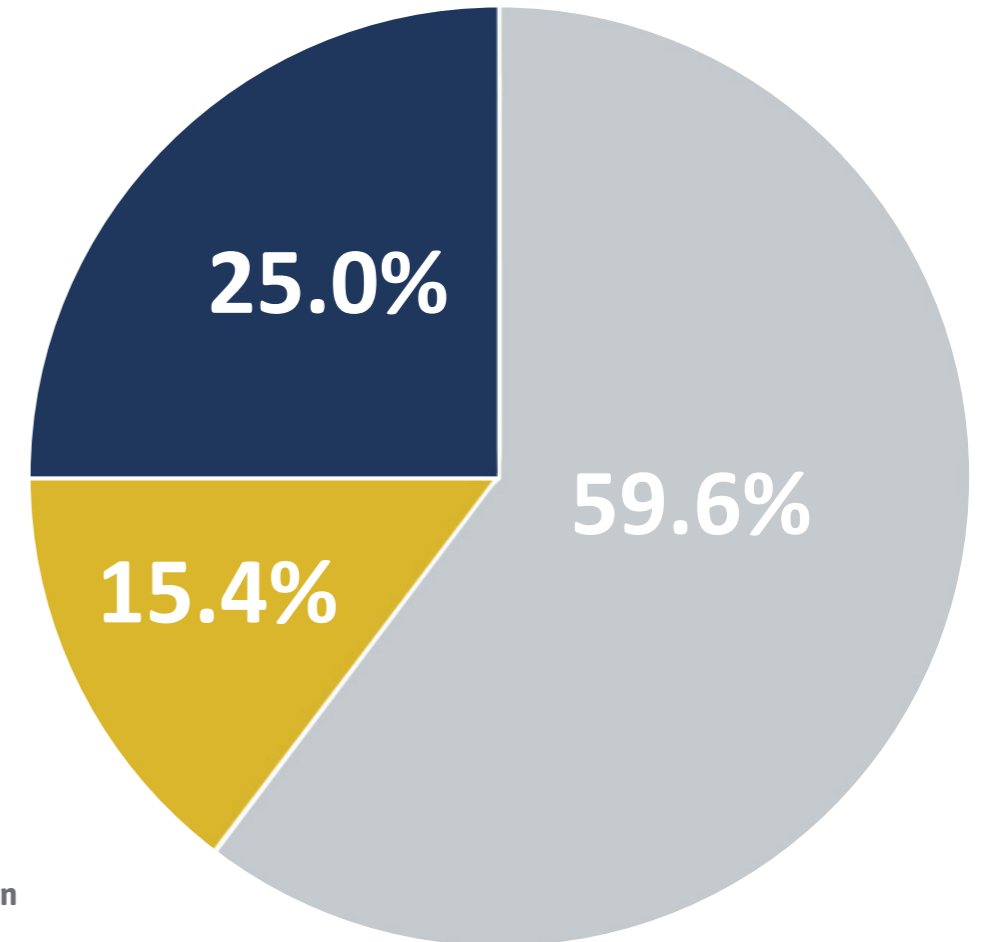
Total grant requested
£23.0M

- £23.0M**
Total funding requested
Levelling Up Fund
- £1.2M**
Local Authority Match
Rutland County Council
- £1.25M**
Local Authority Match
Melton Borough Council
- £0.5M**
Private Sector Match (Melton)
Private Sector

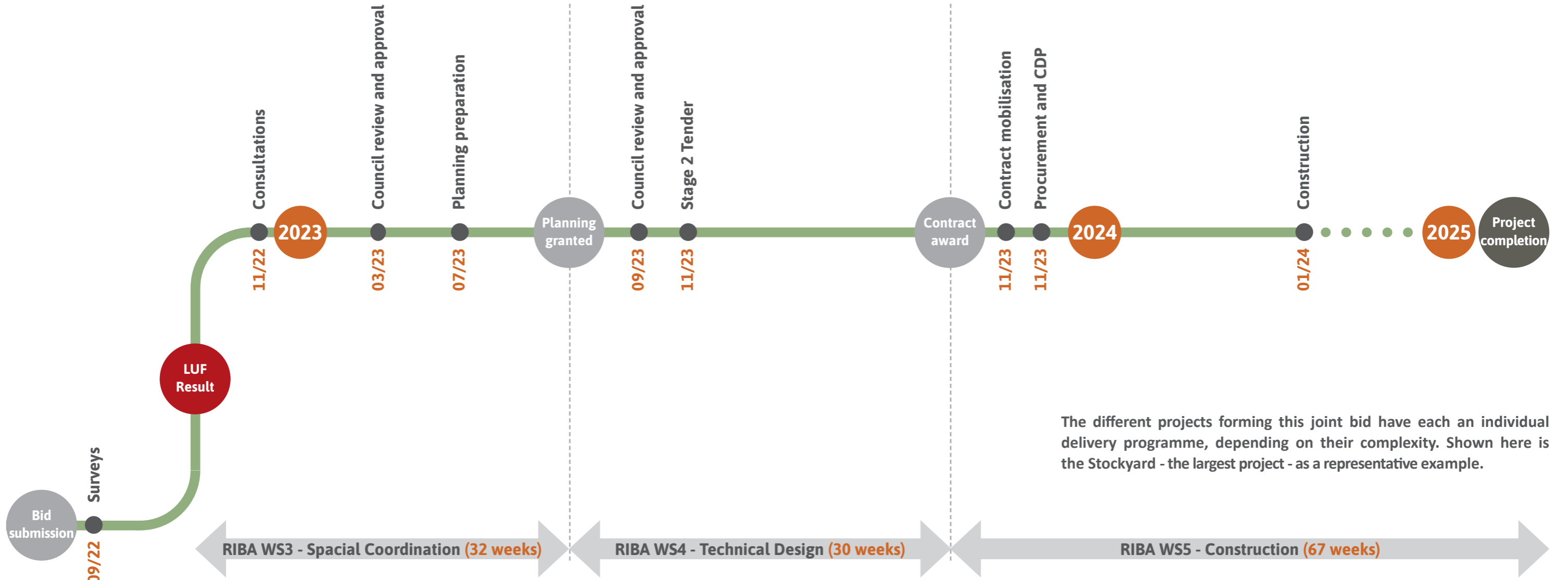


Total project budget
£26.0M

- £15.5M**
Stockyard Medi-Tech
Economic innovation
- £6.5M**
Mobi-Hub Transport Routes
Mobility
- £4.0M**
Museum Digitalisation BMC Theatre
Cultural destination

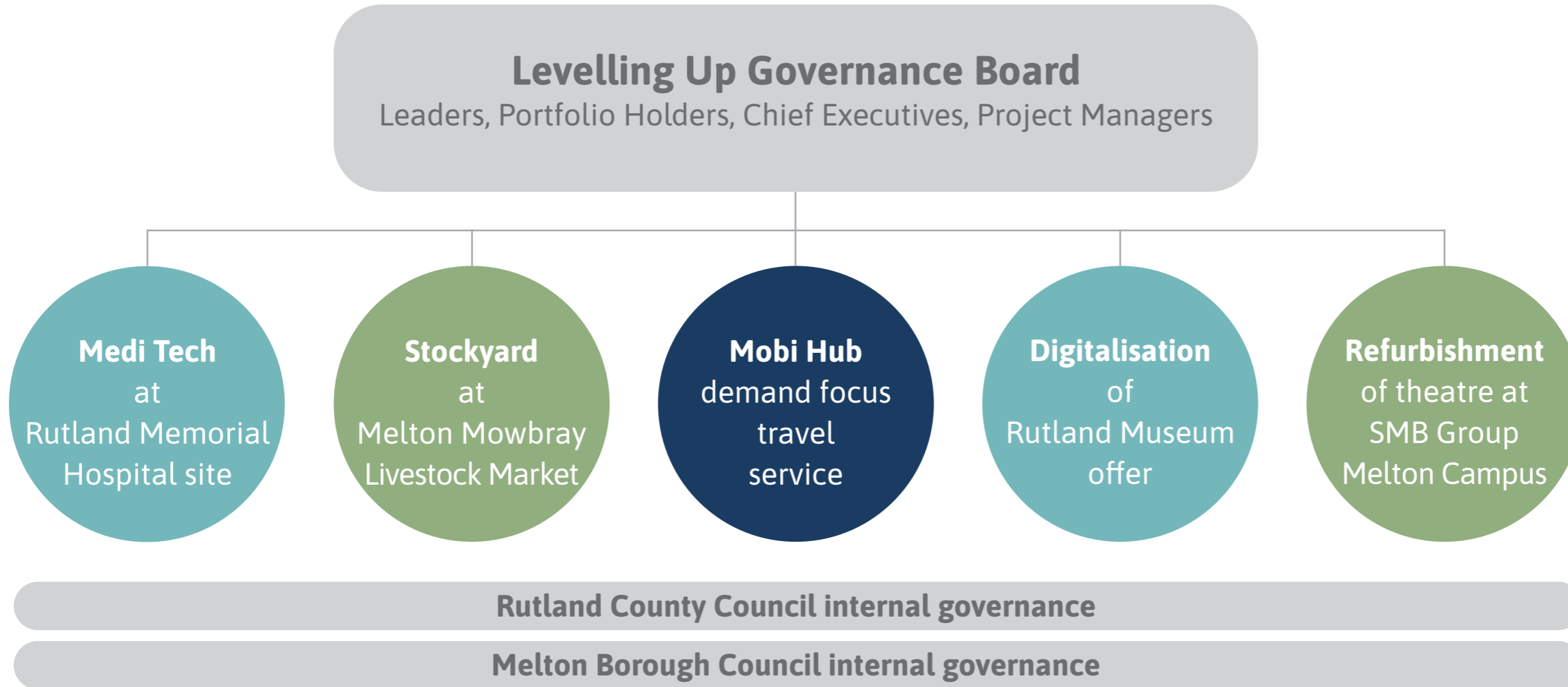


MILESTONES



The different projects forming this joint bid have each an individual delivery programme, depending on their complexity. Shown here is the Stockyard - the largest project - as a representative example.

GOVERNANCE STRUCTURE



CONSULTATION PARTNERS



Rutland
County Council



Melton
Borough Council



Leicestershire
County Council



Gillstream
Markets



SMB
College Group



Museum
Trust

Throughout the development of these proposals, significant consultation has been undertaken by partners involved in the bid that has helped inform the projects put forward. This includes but is not limited to:

Melton

- Town Centre Vision – over 100 responses to consultation; 70% of responses being supportive of the theatre and Stockyard
- 2 workshops with over 40 attendees representing local organisations
- Constructive check and challenge with internal scrutiny group to ensure local representatives were able to inform bid development
- MP engagement to ensure local challenges and need were being addressed
- Extensive feedback on destination management with 3 workshops and over 340 responses to associated survey which highlighted a need for projects which supported enhancement of ‘Rural Capital for Food’ brand and wider tourism agenda

Rutland

- Consultation on Future Rutland conversation which highlighted issues around providing easier access to primary car services. Over 2,000 participants, including 465 young people. 4,500 individual responses across 15 themed surveys, including transport, leisure, healthcare and employment.

The proposals outlined in this document have been developed to ensure they align with local regional and national context / aspirations. An example of the documents taken into consideration include:

- Leicester and Leicestershire Strategic Growth Plan (2018-50) and Greater Lincolnshire Plan for Growth:
- LLEP’s Local Industrial Strategy (2018):
- Leicestershire Tourism Growth Plan (2019) and the Rutland Tourism Strategy (2020-25):
- Rutland Local Transport Plan (LTP4, 2019-2026) and emerging Melton Mowbray Transport Strategy (under consultation)
- Corporate Strategies for both councils
- Levelling Up white paper and Emerging Levelling Up and Regeneration Bill
- UK Shared Prosperity Fund
- National Food strategy
- Net Zero carbon emissions

In addition to the above, letters of support have been received from the following:

LLEP, Leicestershire County Council, Federation of Small Businesses, East Midlands Chamber, Gillstream, Round Corner Brewery, SMB Group, Local MPs, Leicester City Council (Inward Investment and Place Marketing)



Stockyard, Melton Mowbray
Nottingham Road entrance



Rutland
County Council



Melton
Borough
Council