



Melton
Borough
Council

Melton Mowbray as a Market Town

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Melton Mowbray - historic market town at the heart of a rural borough

- Melton Mowbray is England's Rural Capital of Food, classified as a 'large town', it is the most significant employment and service centre in the Borough.
- Performs well against PPG key indicators (e.g. vacant units, comparison goods versus convenience)
- Recently secured £3.5 million of growth fund investment to improve one of the last town centre based Livestock Markets in the UK.
- Awarded Food Enterprise Zone Status by DEFRA – Leicestershire's only FEZ.
- Successful Business Improvement District (BID) delivering nearly £0.75 million of investment in the town centre over a 5 year period.
- Focus on Inward Investment, building on recent successes e.g. Premier Inn, Sainsbury's and Lidl, representing a substantial opportunity for Melton Mowbray to achieve its full potential to enhance vitality, competitiveness and trading conditions.



Strong national brand and large employer presence



Pera



MARS



*Belvoir
fruit farms*



Pagdale Hall
health hydro and thermal spa

Samworth Brothers
QUALITY FOODS



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Complexity of towns



Melton Mowbray Economy – The Highlights

Melton Mowbray has 444 business units + 142 market traders in the town centre

66% of all shops are independent.

High Self-Employment Rate – just under 6,900 people (working age) almost 1 in 4

Visitor Spend & Bed nights are up by 5% on last year = tourism is a key sector for jobs growth

Town has historically provided major employment through food and drink/ manufacturing – accounts for much larger proportion of local jobs compared to region/national (24% of all employment)

Population of Melton Mowbray is 27,158 (above the 'magic' 20k for some retailers & investors)
Borough Population: 50,969
(Census 2011)

Other significant employment sectors (wider borough) are health (11% or 1,800), retail (9.4% or 1,700), education (10.4% or 1,700) and accommodation and food services (5.2% or 1,700)



Dominant Trends in the Town Centre

- Some retailers are not surviving at all
- Some don't need shops at all
- Some don't need as many shops as before
- Many want bigger footplates - in bigger places
- Major players care even more about their neighbours
= pick lists
- Lease Expiries
- Growth in Click and collect
- Stronger digital connections - more 'show rooming'
- Contracting Retail Zone



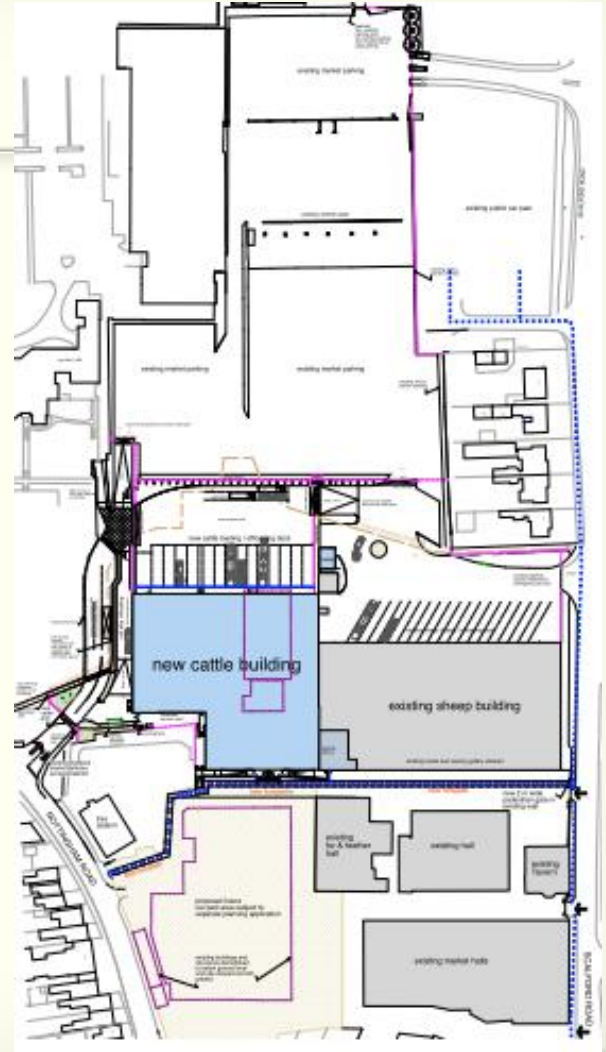
Importance of Connections



Country
Parks &
Countryside



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Melton as a Food Enterprise Zone

- Leicestershire's only Food Enterprise Zone and one of the first FEZ's in the UK.
- Ambitious plans – Borough wide boundary with the town as a focus. The FEZ will benefit from simplified planning in the form of a Local Development Order (LDO) that will enable a specific range of developments to be fast tracked.
- Given strong local food and drink economy, and connection with the countryside, Melton Mowbray is a natural home for food entrepreneurs.
- A key focus of the FEZ will be to improve integration within the food chain, linking the farmers at the beginning of the food chain, manufacturers who add value to the food, distribution partners who deliver it, businesses/establishments who sell it and customers who benefit from the high quality food products.



Melton Mowbray as a Tourism Town

- Represents significant growth sector for Melton delivered through strong partnerships
- Tourism Blueprint (2014-2018)
- Making the most of food heritage & food tourism
- Making the most of our country parks and close proximity to countryside



Business Community (BID)

- Enhancing Melton's rural brand and retail position through national and local campaigns, e.g. Finalists in BID Nationals – RHS Britain in Bloom, Shop Local Campaigns etc.
- Digital High Street – BID and Town Centre Managers are Website Creation and Social Media trainers for “High Streets” across the sub-region.
- Environmental Schemes including Trade Recycling.
- Teenage Market: Focus on Young Entrepreneurs, local talent and business skills.
- Development of early Evening Economy Forum resulting in Purple Flag application on the back of successful Dine Before Nine campaign and strong partnership with Police, PubWatch and Community Safety Partnership.
- Direct support for business growth and enhancements e.g. £10k local business grants programme for premise improvements.



Town Centre Investment Management Pilot

- To adapt the high street and build on current performance, making “**doing ok**” into “**amazing**” by celebrating the town’s strengths and potential to promote a better shopper and visitor experience.
- To attract greater inward investment into the heart of the town centre which will involve promoting a better mix of uses (residential, retail + food and beverage, leisure and cultural experiences).
- To curate and grow the portfolio of local independent businesses with national brands alongside them and reverse “leakage” from primary and secondary catchment areas.

The equation we’re following is simple:

Better mix (retail, residential, leisure) + ***Better Shopper Experience*** (car parks, walkability, public realm etc) = ***Increased dwell time + Higher spend***

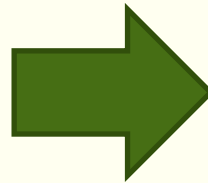
Outcome is a vibrant town centre and prosperous local economy



Melton Mowbray– The Future

From Convenience/ Community Town

- ✓ Focused on local community offer (opening times, events etc)
- ✓ Convenience anchor- work, public, food shopping, markets
- ✓ Offers convenient mix
- ✓ Accessible and locally connected



To More of a Speciality town

- ✓ Offering something unique and special
- ✓ Anchors are not just retail
- ✓ Attracts visitors but serve local population
- ✓ Has a longer dwell time
- ✓ Organised through strong partnerships to protect and promote identity and positioning



Thank You

More information on our new **Inward Investment** and **Business Guides** can be found online at:

www.melton.gov.uk



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