# Melton Borough Council
## Corporate Priorities (2015-2020) Engagement Report

May 2015

## ABSTRACT

Between October 2014 and April 2015 the Council has been working with a variety of residents, community groups, local employers, partners, Council staff and Members to help draft and finalise Melton Borough Council's Corporate Plan priorities for the next 5 years. Over 500 people have directly engaged and actively participated in forming the priorities. This report presents an analysis of the various events, surveys and focus groups that have been undertaken.

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# 1    Introduction

The Corporate Plan 2015-2020 provides an important framework to enable a robust approach to the Council's business planning, ensuring that our vision, priorities and spending decisions are based on sound evidence, thorough analysis as well as an understanding of community needs and aspirations.

This report specifically analyses the range of engagement activities undertaken between October 2014 and April 2015. A set of top-line summary results and key messages have been provided for all the engagement activities undertaken, these are presented sections 4 and 5.

# 2    The approach to engagement: Quality over Quantity

The people who have kindly taken the time to engage with the Council, feeding back and sharing their views, represent a small sample of the total population of Melton residents and businesses. As such it is not possible to be 100% certain that the findings obtained are exactly those that would have been reached if everyone had taken part in the engagement activities (i.e. the true values). In consideration of this engagement has utilized qualitative methodologies, such as stakeholder interviews, focus group sessions alongside more quantitative methods i.e. resident surveys, to give a high degree of confidence (95%) to the feedback obtain in support of drafting and selecting the Corporate Priorities. In addition participants that have taken part in the various engagement activities are representative of the known demographic profile for the Borough (see section 3 for further details). To reduce further the risk of non-participatory bias or a low response rate to surveys, findings have been weighted by age within gender bands.

**It is important to note that information and findings from the engagement activities (explicitly feedback sessions, interviews and focus group work) have been aggregated and presented in a way to protect the identity of people that participated in these sessions.**

In total 506 people have directly participated and actively contributed to shaping the Corporate Priorities, through:
- Melton Borough Residents Survey carried out by post and on-line, promoted as a key article within the Melton Mail as well as Social Media and through community based and parish networks;
- Attendance and feedback sessions through community forums, local plan reference group meetings and specifically delivery groups associated with the Melton Community Partnership e.g. the Seniors Forum, Family Voices, Melton Environment Action Group;

- A series of engagement events in the Town Centre with Melton businesses and Melton residents including a pop-up family market event engaging with local schools during the Christmas Lights Switch on;
- Focus group work and interviews with businesses, community and voluntary sector, access group and resident groups such as TFEC;
- Member involvement through key events such as Strategic Planning Away Days.
- MBC staff, representing an important internal consultee group as well as people engaging and providing feedback as local residents through two informal Comments Cafes, attendance at Chief Executives briefings, presentations at team meetings and in-direct engagement through articles in the Corporate Messenger.

As mentioned Melton Borough Council undertook a Residents Survey that was carried out by post and on-line. A range of questions were drawn from the now decommissioned Place Survey in order to track people's changing perceptions and behaviours over a thirteen year period and also from benchmarking questions recommended by the Local Government Association "Are you Being Served" survey. Specifically the questionnaire explored resident opinion on the eight draft Corporate Priorities as well as gauging satisfaction with their local area including Melton Mowbray itself as a key service centre. A detailed breakdown of results for all questions is provided via the full data tables at the end of this report.

# 3    Participant Profile

In order to set the results and analysis in context the first section provides an overview of the gender and age structure of participants that have taken part in the engagement programme, which is broadly in line with the census demographic profile for the Borough.

A full breakdown across the standard equalities themes is provided for the Residents Survey (see Appendix 2 for full details). Postcodes of survey respondents were also gathered, this has been converted to ward level data and mapped however it should be noted that the sample size does not permit a robust level of analysis at this level of detail.

**Age Structure and Gender (%)**

| Census 2011 Profile | | Participant Profile | | | |
|---|---|---|---|---|---|
| **Age** | **%** | **Female** | **Male** | **Prefer not to say** | **Engagement Overall Combined Result%** |
| **0-17** | 20.7% | 57 | 40 | 0 | 19.17 |
| **18-64** | 61% | 153 | 150 | 6 | 61.07 |
| **65 +** | 18.4% | 50 | 49 | 1 | 19.76 |
| TOTAL | 100% | 260 | 239 | 7 | 100% |

# 4    Summary of Findings

Many of the positive findings reported in previous Place Surveys undertaken by the Council in 2003 and 2006 were reinforced in the 2015 update. In broad terms, one of the most encouraging conclusions identified is that the majority of participants strongly agreed with the four place focused priorities of the Council including promoting a vibrant economy focused on growth and prosperity. Most notably over 81% of the respondents to the Residents Survey agreed with the focus on developing a thriving Melton Mowbray Town Centre that is at the heart of the Borough.

There was a strong area dimension towards much of the engagement activity undertaken particularly within the focus group work and feedback sessions held. Looking at key groups who participated is was consistently older residents (age 65+) and social tenants who reported feeling most positive about the council and the services it provides. There was a general willingness among those in the younger age group and those in employment to get involved in local decision making in their area, however these groups also indicated that they lacked the knowledge as to how to go about influencing decisions. It was the older age groups, resident groups and social tenants who reported feelings of most of empowerment, groups that are more likely to have come into contact with the council.

The majority of residents surveyed reported that they were satisfied with their local area as a place to live (over 71%) with many indicating that they felt there was a strong sense of community (52%). This has slightly increased by 4% since the last Place survey in 2006. In general older residents and women are more satisfied with their local area whilst men, those aged 45-64 years were less so. This is in common with national survey trends.
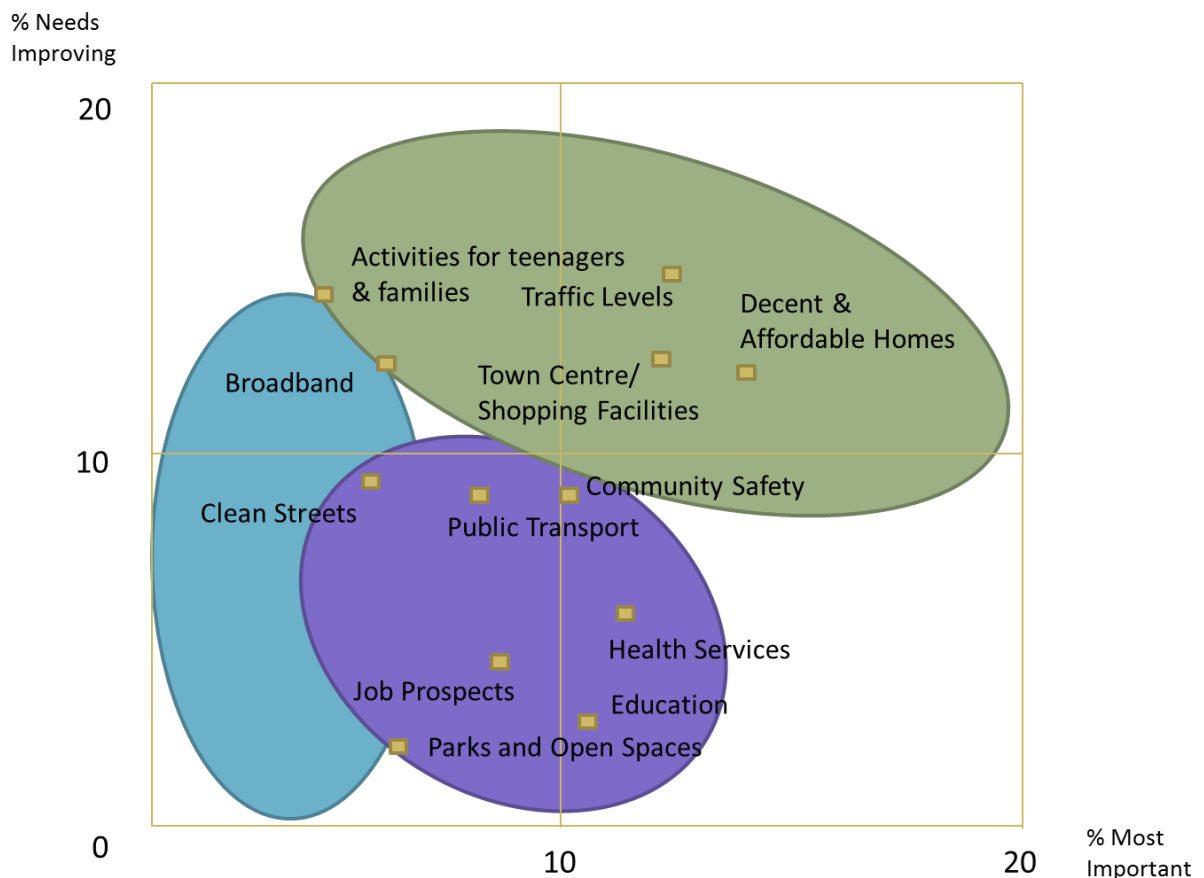
The residents main priorities for improvement, ranking levels of traffic congestion (80%), shopping facilities/variety of shops (76%) and activities for families and teenagers (67%), sports, culture and leisure (64%) and broad band (60%) as their top 5 areas in need of most improvement. Whilst ranking health services (85%), parks and open spaces (84%), education (84%), affordable homes (83%) and clean streets (72%) as the five most important aspects in making somewhere a good place to live.

Interestingly the areas in need of most improvement have changed little since 2006, with the exception of Broadband presented as a new option in the 2015 survey. However the results do show a slight change in some factors associated with making somewhere a good place to live – in particular the levels of crime and community safety were perceived as slightly less important in 2015 compared to 2006. However this was also reported as an area of significant improvement recognized by communities and is in line with the fall in Anti-social behaviour index score within this time period. The perception of teenagers "hanging around the streets" being a significant problem has also slightly reduced by 3% between 2015 and 2006.

Belief that the Council provides good value for money and perceptions of housing quality are also widely associated with high levels of resident satisfaction with their local area. National research by New Economics Foundation and Ipsos Mori on national well-being continues to evidence that the quality of public spaces and universal services (specifically street cleanliness and parks and open spaces) are also important to whether or not residents feel positive about their local area.

## 4.1  Determining priorities: Importance vs. Improvement

In order to support the selection of relevant priorities two key questions were plotted together: what needs improving and what makes somewhere a good place to live. Both questions were asked of all participants. With this kind of analysis any themes appearing in the top right quadrant are areas considered as top priorities.



% Needs Improving

20

Activities for teenagers & families
Traffic Levels
Decent & Affordable Homes

Broadband

Town Centre/ Shopping Facilities

10

Community Safety

Clean Streets

Public Transport

Health Services

Job Prospects

Education

Parks and Open Spaces

0

10

20

% Most Important

# 5    Key Messages

## 5.1    Connectivity and the use of technology

The use of technology and issues around broadband connectivity were common discussion points at a number of engagement events, namely the pop-up market within the town centre as well as broader discussions at the Local Plan Conference in 2014. From data available regionally four in five people have access to the internet, 71% accessing the internet via Broadband at home. National trends suggest that among those that use the internet 44% would like a faster broadband service although only 15% would be willing to pay for this improvement (Source: Ipsos Mori Media CT Tech Tracker Q1 2015).

From the Council's engagement activity it was possible to get a sense of the prevailing digital divide occurring within the Borough where a significant few reporting major concerns in rural locations, where the lack of Broadband provision and connectivity is having a negative impact on the ability of residents to access the internet to support activities such as working from home. It is estimated that 19% of the Borough's residents currently do not have access to the Internet at all. This is significantly higher than the national average of 11%, where typically older residents (aged 65+), those with disabilities and those from a lower socio-economic group who are least likely to have access to the internet (Source: ONS Statistical Bulletin Internet Users 2015).

Expected deployment of fibre broadband remains limited in some rural areas of the Borough and future plans are yet to be confirmed, however it is important to support discussions, which are progressing with Leicestershire County Council and partners, to secure solutions between now and the end of 2018.

## 5.2 Promoting social inclusion and the equality of opportunities

There was a strong sense of the Council's role in promoting 'equality' of opportunities across the Borough. This was particularly evident within the staff engagement events undertaken. Whilst acknowledging that we have a strong legislative framework which protects individuals from discrimination including discrimination arising from their age, disability, gender, race, religion/belief, sexual orientation and gender identity, inequalities still persist, including those arising from social and economic circumstances which are not covered by the legislative framework.  Certain examples emerged through MCP delivery forums in respect to the life chances associated with individual young people – recognizing in particular that equality of opportunity and equality of treatment are the touchstones of a fair society.   They are also important to building a strong economy. Increasing participation in education, employment and training is key to advancing equality of opportunity, breaking the cycle of deprivation and ending childhood poverty has

been a focus of the Council for a number of years.  Being NEET between the ages of 16 and 18 years is associated with later negative outcomes, such as unemployment, lower pay, having a criminal record, poor health, teenage parenthood and negative psychological outcomes[1].  But children who had been in receipt of Free School meals -a commonly used proxy for disadvantage- are more likely to become NEET (Not in Education, Employment or Training) in the three years after completing compulsory education.

These are not new issues that have recently emerged: they reflect long-standing and intransigent problems, which require commitment and continued focus to ensure that over a generation we can tackle the causes of disadvantage and transform the lives of families.

Tackling risky behaviours was also cited by participants as important.  Young people from poorer families are more likely than those from richer families to engage in risky behaviours such as unprotected sex, smoking, drug-taking and truancy[2].  The extent to which this relationship is causal is subject to some debate but practitioners believe that by providing support to reduce risky behaviours it is possible to improve life chances for those adolescents most at risk. Analysis suggests that whilst teenagers engaging in only one or two risky behaviours do not have significantly worse attainment, engaging in several risky behaviours is associated with up to a 20 per cent reduction in GCSE points[3].   National figures suggest that teenage mothers comprise 11 per cent of all NEET 16 to 18 year olds[4] and are 20 per cent more likely to have no qualifications than older mothers[5].

The previous Government made clear its policy has been for publicly-funded services to young people should have a greater focus on early intervention through targeted support for the most disadvantaged.  Continuation of this approach locally and through improved coordinated commissioning programmes with key partners would ensure that public funding remains targeted to where it is most needed and that it will help to address gaps in attainment and other outcomes between the most and least advantaged young people in our Borough.

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[1] Department for Education (2010) 'Youth Cohort Study of Young People in England: The activities and experiences of 18 year olds: England.

[2] Chowdhury, H et al. 'Outcomes in the secondary school years: evidence from the Longitudinal Study of Young People in England' in Goodman, A and Gregg, P (2011) 'Poorer children's educational attainment: how important are attitudes and behaviour?' Joseph Rowntree Foundation

[3] Cebulla, A and Tomaszewski, T (2009) 'Risky Behaviour and Social Activities.' DCSF Research Report 173

[4] Local Authority Client Caseload Information System (CCIS) data, November 2009 – January 2010

[5] Ermisch, J (2003) 'Does a 'teen birth' have longer term impacts on the mother?' Suggestive evidence from the British Household Panel Study, ISER Working Papers No.2003-32; Institute for Social and Economic Research

## 5.3 General health and well-being

Awareness was generally high among participants of the "people based" services provided by Melton Borough Council, including sports and leisure. However where people indicated that they needed help or support with daily living or have a family member in Melton with such needs, they thought the Council could do more to help them.  Many participants raised general concerns over the NHS, in particular poor and limited access to certain health services including dementia care and with it a greater need for more nursing homes and suitable housing options for ageing populations locally. Other common themes identified were:

- issues making GP appointments where some felt would be exacerbated by housing growth;
- perceptions that maternity care was reducing in Melton and not able to keep up with rising birth rates;
- the significant travel distances and lack of organized transport to Leicester to attend hospital appointments; and
- increasing restrictions on opening times for urgent care within the town.

There was, however, acknowledgement by participants on the importance of well-being and good neighbours with a great number of people commenting on the "friendliness" of the Borough.

## 4.4 Green space and environmental programmes

Feedback from those involved in separate consultation events suggested that there needs to be more of a focus on environmental issues within the Borough, expressed through the Corporate Priorities. It was acknowledged that while social and economic priorities were of great importance to the development of the Borough, environmental issues should also be given the same significance to complement them, particularly with regards to reducing the Borough's carbon footprint.

Parks and open spaces make up a significant part of Melton's Town Centre and add to its attractive surroundings, and it was clear that many residents valued this. Lighting issues in the main parks at night, crime in the parks etc were cited as key concerns.

Work in this area is developing through the potential upcoming signing of the Climate Local Commitment and Local Plan Climate Change policies.

## 4.5 Economy, sustainable growth and housing

Most participants who took part in focus groups or took part in discussions via community forums and MCP groups indicated that they believed that the local economy is performing better now than 3 years ago. Looking forward, findings from local business surveys, indicated that their financial circumstances will improve or at least stay stable over the next 12 months. Those who expressed that they believe that their financial circumstances will not improve over the next 12 months were generally carers, people working in multiple jobs, benefit claimants, individuals who specifically reported that their disability was a factor. This is most likely to manifest as not being able to go on holiday, issues affording the "weekly shop", difficulties paying energy or fuel bills, job insecurity and fear of cost of living increases.

Overall, a shortage of affordable homes, rising house prices and stagnant wages is leaving many people within the Borough struggling to make their income cover the cost of their rent, as well as other essential bills. The National Housing Federation is warning that unless the shortage of affordable homes is addressed, rents will continue to rise and more people will see a greater proportion of their wages eaten up by the cost of renting. Not only do private renters face an uphill battle to get on the property ladder, they also have less chance of securing an affordable tenancy as the demand for social housing outstrips supply. There's a clear shortage of affordable housing in the borough.

As such the Council has taken opportunities provided from the housing revenue account reforms and made use of new homes bonus monies to build its first 10 new 'affordable' homes in nearly 30 years by regenerating three former garage sites. Leicestershire County Council has also significantly contributed to the project through its new homes bonus scheme.
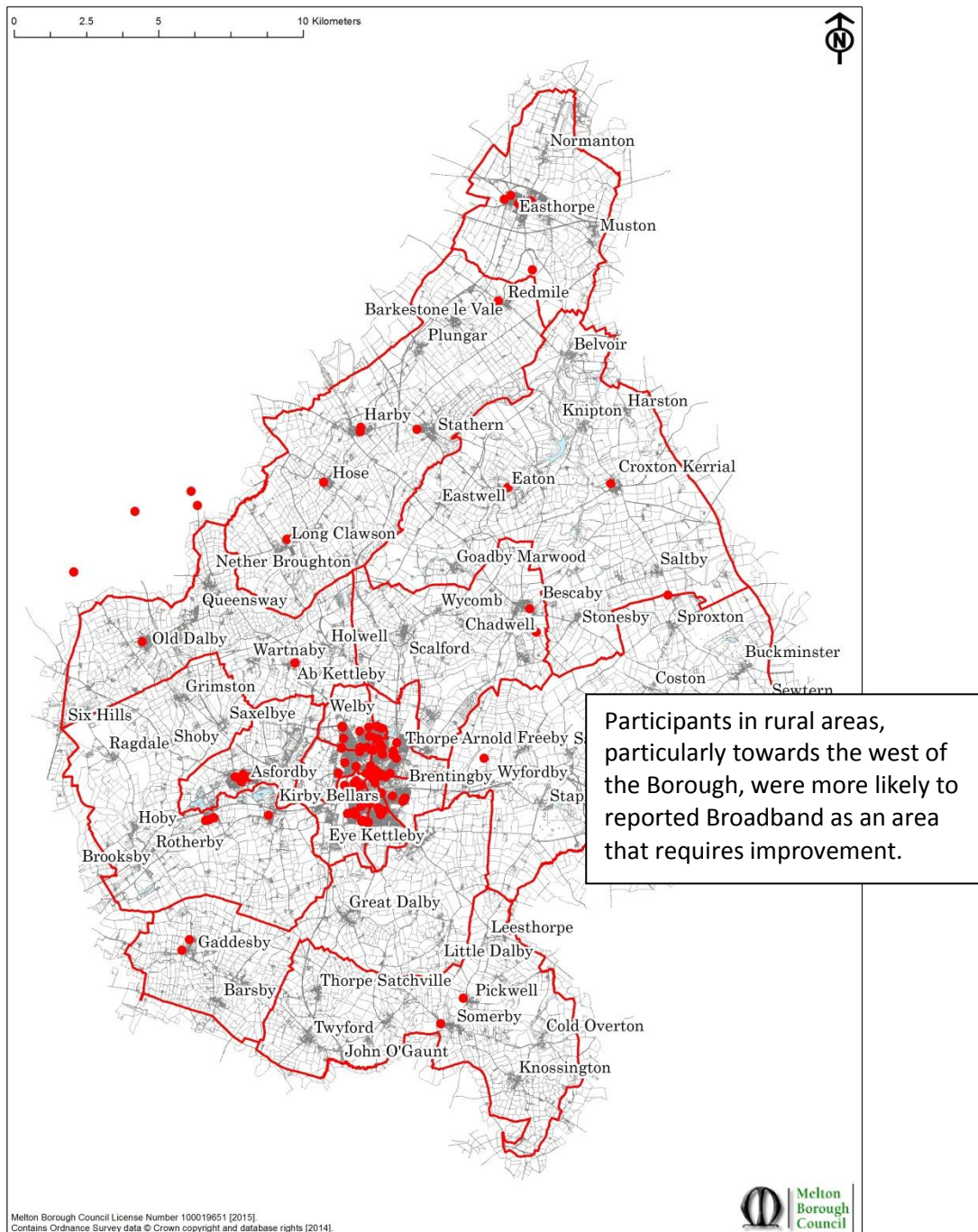
## 4.6   The Agile Council

Our definition as a Council of becoming an *agile* council is about being able to flex, it's about being change-ready and being able to respond to complex and ever-changing environments.

As part of the engagement process a number of participants including people directly involved with community and voluntary sector as well as resident groups were asked to provide feedback on what "agile" means to them. The responses were varied but there appeared a common understanding of the term as a description of flexibility in or as one participant happily commented as being "fleet of foot".

Therefore we can confidently use the term Agile as a way to communicate our ability to think and act differently – by breaking down existing models in favour of new approaches that centre on the customer, by basing decisions on strong business intelligence and our propensity to operate through simpler, standardised organisational structures and processes.

# Appendix 1    Engagement Map

The population of size within Melton Mowbray in 27,158 (2011 Census) which represents just over 50% of the total population within the Borough. The below map indicates the location of participants where post code information was able to obtained at Ward Level, this shows that a reasonable balance has been achieved between participants living in rural as well as urban settings.  Representation was achieved in every ward, responses were analysed at ward level the priority issues for improvement have been conveyed within the summary of findings (Section 4).



Participants in rural areas, particularly towards the west of the Borough, were more likely to reported Broadband as an area that requires improvement.

# Appendix 2    Residents Survey Analysis

**Q1: To what extent do you agree or disagree with these proposed priorities? Melton Borough Council, working with local, regional and national partners, will strive to:**
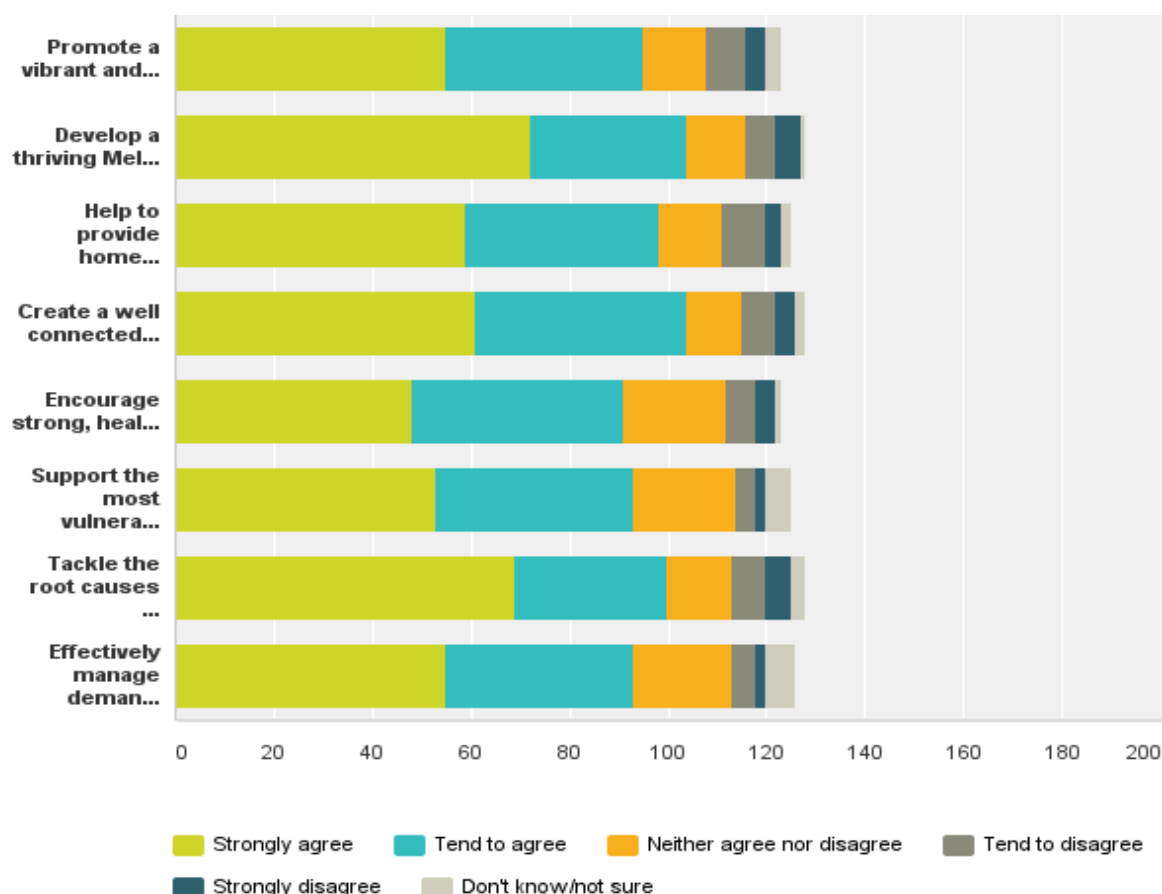


Legend: Strongly agree | Tend to agree | Neither agree nor disagree | Tend to disagree | Strongly disagree | Don't know/not sure

| | Strongly agree | Tend to agree | Neither agree nor disagree | Tend to disagree | Strongly disagree | Don't know/not sure | Total | Weighted Average |
|---|---|---|---|---|---|---|---|---|
| Promote a vibrant and sustainable economy, focused on growth and prosperity | 44.72% 55 | 32.52% 40 | 10.57% 13 | 6.50% 8 | 3.25% 4 | 2.44% 3 | 123 | 1.98 |
| Develop a thriving Melton Mowbray town centre that is at the heart of the Borough. | 56.25% 72 | 25.00% 32 | 9.38% 12 | 4.69% 6 | 3.91% 5 | 0.78% 1 | 128 | 1.77 |
| Help to provide homes and environments that meet local needs. | 47.20% 59 | 31.20% 39 | 10.40% 13 | 7.20% 9 | 2.40% 3 | 1.60% 2 | 125 | 1.91 |
| Create a well connected Borough with good infrastructure. | 47.66% 61 | 33.59% 43 | 8.59% 11 | 5.47% 7 | 3.13% 4 | 1.56% 2 | 128 | 1.88 |
| Encourage strong, healthy and resilient communities. | 39.02% 48 | 34.96% 43 | 17.07% 21 | 4.88% 6 | 3.25% 4 | 0.81% 1 | 123 | 2.01 |
| Support the most vulnerable to overcome disadvantage in order to live independent lives. | 42.40% 53 | 32.00% 40 | 16.80% 21 | 3.20% 4 | 1.60% 2 | 4.00% 5 | 125 | 2.02 |
| Tackle the root causes of offending to create safer communities. | 53.91% 69 | 24.22% 31 | 10.16% 13 | 5.47% 7 | 3.91% 5 | 2.34% 3 | 128 | 1.88 |

# Q2: Do you think any priorities have been missed?
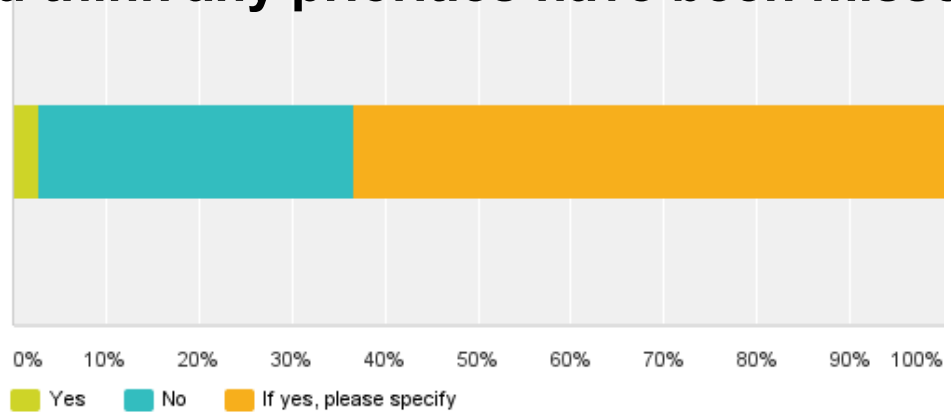


| Answer Choices | Responses | |
|---|---|---|
| Yes | 2.75% | 3 |
| No | 33.94% | 37 |
| If yes, please specify | 63.30% | 69 |
| **Total** | | **109** |

| # | If yes, please specify | Date |
|---|---|---|
| 1 | communities and volunteering | 4/8/2015 9:54 AM |
| 2 | Focus on enhancing public spaces and buildings I don't think it sends out a good message to those business we are trying to attract if we cant look after key buildings. | 4/8/2015 9:23 AM |
| 3 | traffic congestion and hospital use | 3/31/2015 10:00 AM |
| 4 | Staff reduction for sure start centres. Total disgrace to families. | 3/31/2015 8:46 AM |
| 5 | Cleaning up Fairmead Estate as it's filthy! | 3/27/2015 4:47 PM |
| 6 | Push for needed | 3/27/2015 4:37 PM |
| 7 | More town centre residential development. For instance Aldi site could have been used for flats with lift for elderly. Or other family developments in town. | 3/27/2015 4:30 PM |
| 8 | Bypass | 3/27/2015 4:22 PM |
| 9 | Consider impact on home owners and landscaping where new developments are proposed | 3/27/2015 4:12 PM |
| 10 | Vulnerable families | 3/27/2015 3:48 PM |
| 11 | Balance of aforementioned need to be truly attainable and not just "hopes" | 3/27/2015 3:37 PM |
| 12 | Lack of law and order | 3/27/2015 3:18 PM |
| 13 | Support the disabled | 3/27/2015 3:10 PM |
| 14 | Getting rid of private contractors (RE last priority). Public transport coordination. | 3/27/2015 3:00 PM |
| 15 | I think we need to be pushing harder for a bypass | 3/27/2015 2:35 PM |

| 16 | aim to increase tourism | 3/27/2015 2:30 PM |
|----|--------------------------|-------------------|
| 17 | Ring road- too many heavy lorries on Sherrard Street | 3/27/2015 2:18 PM |
| 18 | Prioritise a bypass please | 3/27/2015 2:00 PM |
| 19 | Bypass | 3/27/2015 1:54 PM |
| 20 | Drug use | 3/27/2015 1:08 PM |
| 21 | I live along in large family house. No small properties are being built to which I can afford to move- freeing the larger house. | 3/27/2015 1:03 PM |
| 22 | Neglect of Melton Country Park, no qualified management just unqualified Council Officers | 3/27/2015 12:39 PM |
| 23 | Parks used by people for drugs and drink. Elderly living alone lack of access to town at night for social events, frightened to go out after dark | 3/27/2015 12:18 PM |
| 24 | Encouraging parents to use sure start centres | 3/27/2015 11:32 AM |
| 25 | Housing for British not foreign in Council housing- disgusting. And losing our 2 free rent weeks at Easter/Christmas and still put rent up when Leicester still have free weeks. | 3/27/2015 11:12 AM |
| 26 | Develop park and ride area | 3/27/2015 10:58 AM |
| 27 | Too much litter everywhere | 3/27/2015 10:38 AM |
| 28 | Ring road | 3/27/2015 10:26 AM |
| 29 | Melton bypass | 3/27/2015 10:23 AM |
| 30 | Decimation of local parks | 3/27/2015 10:13 AM |
| 31 | Regenerating rural communities | 3/27/2015 9:55 AM |
| 32 | Parking and road congestion and poor road surfaces | 3/27/2015 9:46 AM |
| 33 | Sports, plus more | 3/27/2015 9:40 AM |
| 34 | A lot of things are said but never come to anything | 3/27/2015 9:33 AM |
| 35 | Protect local green spaces/natural environments/wildlife | 3/27/2015 9:24 AM |
| 36 | We need a ring road to support these- no mention of top priority: ring road. Police probation area. Valet parking needed. | 3/27/2015 9:20 AM |
| 37 | How could you not agree with these priorities? Surely this is common sense and should be the aim of all Councils and Local Authorities! You should not need people to confirm this! Whether these could be achieved with current funding is another matter. | 3/26/2015 5:14 PM |
| 38 | Bollard repairs and road markings need upkeep | 3/26/2015 5:05 PM |
| 39 | Please see enclosed photos. Cleanliness and appearance of our town is not being addressed. | 3/26/2015 4:57 PM |
| 40 | Supporting libraries. Reduced fitness and swimming fees for anyone not in work. | 3/24/2015 5:19 PM |
| 41 | Attract business/company head offices | 3/24/2015 5:13 PM |
| 42 | Have not developed a range of businesses- too many are of a similar kind. | 3/24/2015 5:00 PM |
| 43 | Traffic congestion in the town centre | 3/24/2015 4:20 PM |
| 44 | Providing genuinely affordable housing on brownfield/industrial/renovated old properties- strongly agree. Protect the countryside and natural green spaces which are so valuable to the character of the Borough. | 3/24/2015 4:11 PM |
| 45 | When Will we get a proper ring road | 3/24/2015 3:53 PM |
| 46 | Affordable rents for shops. CCTV in bad areas | 3/24/2015 3:44 PM |
| 47 | Bypass | 3/24/2015 3:37 PM |
| 48 | Urgent provision of southern bypass | 3/24/2015 3:29 PM |
| 49 | To pursue a bypass before more housing | 3/24/2015 2:58 PM |

**Q3: Thinking generally, which of the things below would you say are most important in making somewhere a good place to live, and which do you think need improving. Please tick up to 5 in each column.**



Most Important (choose 5 only)    Most in need of improving (choose 5 only)
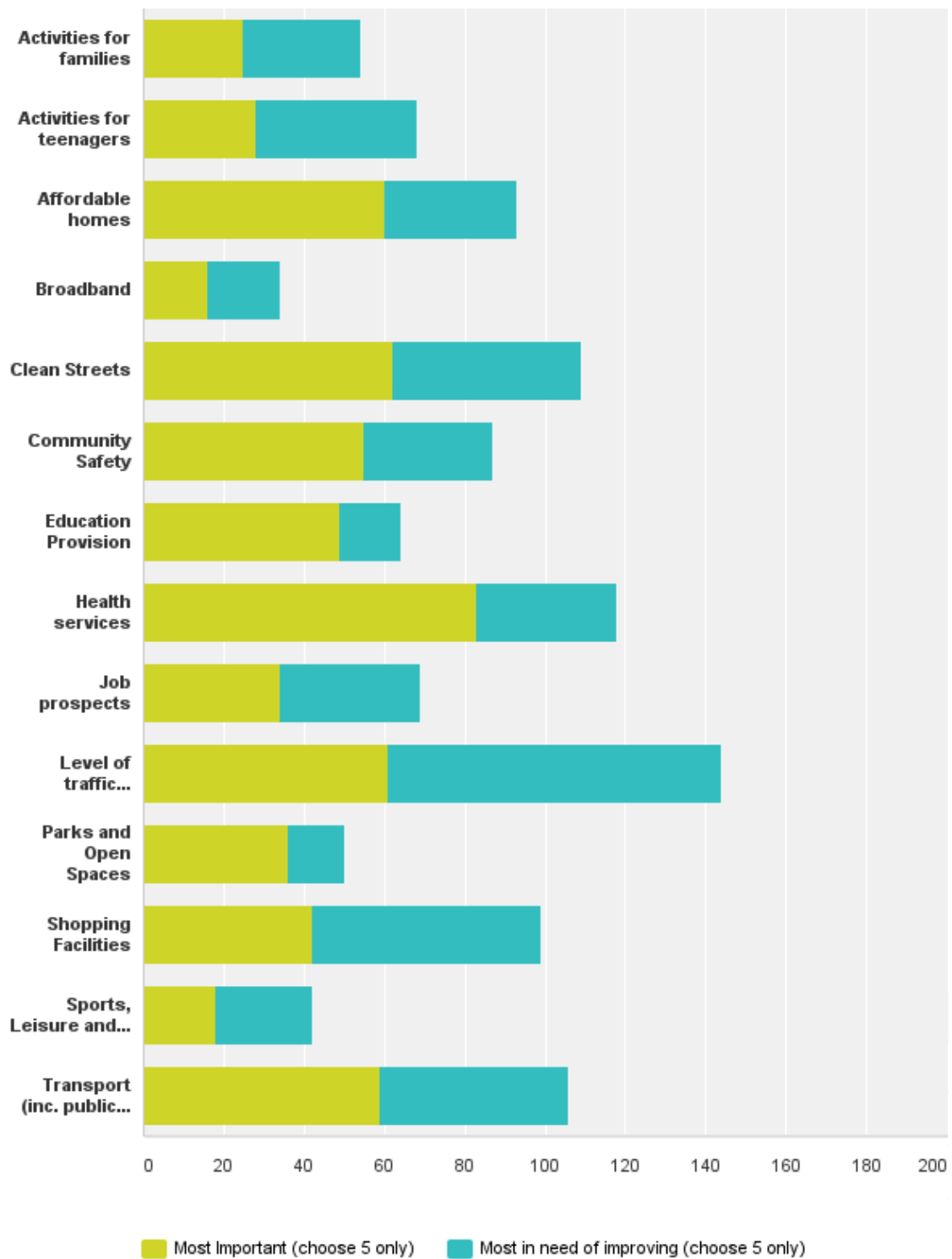
| | Most Important (choose 5 only) | Most in need of improving (choose 5 only) | Total Respondents |
|---|---|---|---|
| Activities for families | 53.19% 25 | 61.70% 29 | 47 |
| Activities for teenagers | 47.46% 28 | 67.80% 40 | 59 |
| Affordable homes | 83.33% 60 | 45.83% 33 | 72 |
| Broadband | 53.33% 16 | 60.00% 18 | 30 |
| Clean Streets | 72.94% 62 | 55.29% 47 | 85 |
| Community Safety | 70.51% 55 | 41.03% 32 | 78 |
| Education Provision | 84.48% 49 | 25.86% 15 | 58 |
| Health services | 85.57% 83 | 36.08% 35 | 97 |
| Job prospects | 56.67% 34 | 58.33% 35 | 60 |
| Level of traffic congestion | 59.22% 61 | 80.58% 83 | 103 |
| Parks and Open Spaces | 83.72% 36 | 32.56% 14 | 43 |
| Shopping Facilities | 56.00% 42 | 76.00% 57 | 75 |
| Sports, Leisure and Culture | 48.65% 18 | 64.86% 24 | 37 |
| Transport (inc. public transport) | 71.08% 59 | 56.63% 47 | 83 |

## Q4: Please indicate your level of agreement with the following statements.
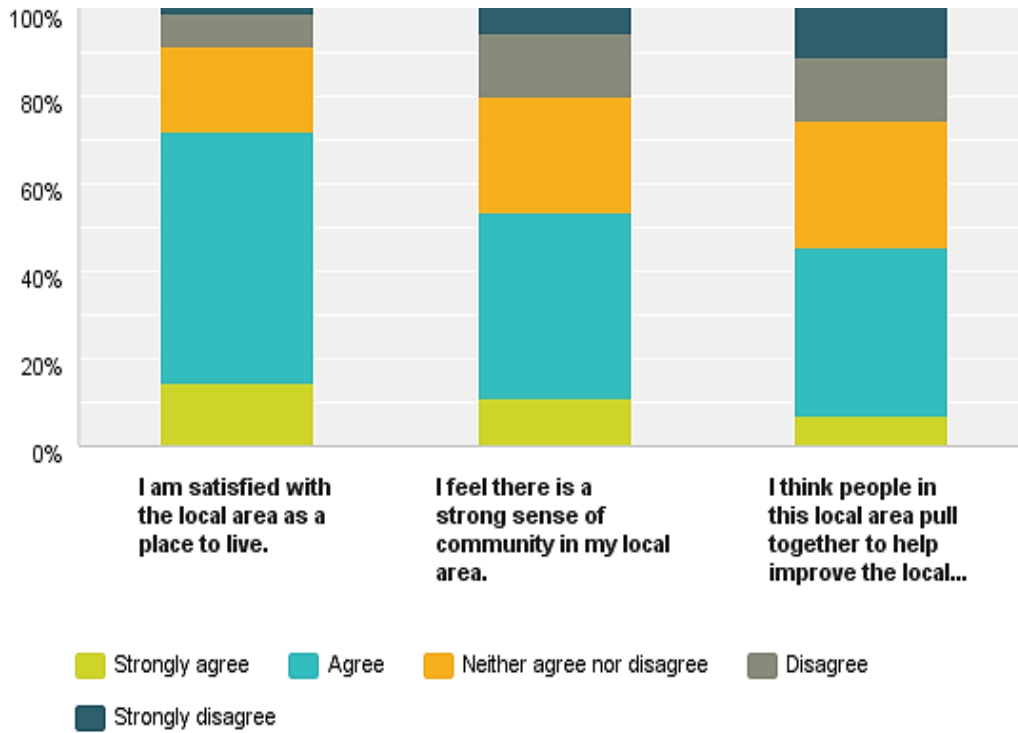


| | Strongly agree | Agree | Neither agree nor disagree | Disagree | Strongly disagree | Total | Weighted Average |
|---|---|---|---|---|---|---|---|
| I am satisfied with the local area as a place to live. | 14.73% 19 | 57.36% 74 | 19.38% 25 | 7.75% 10 | 0.78% 1 | 129 | 2.22 |
| I feel there is a strong sense of community in my local area. | 10.85% 14 | 42.64% 55 | 26.36% 34 | 14.73% 19 | 5.43% 7 | 129 | 2.61 |
| I think people in this local area pull together to help improve the local area. | 6.98% 9 | 38.76% 50 | 28.68% 37 | 14.73% 19 | 10.85% 14 | 129 | 2.84 |

**Q5: Thinking about Melton Mowbray Town Centre, please can you indicate how often you visit during the day and the evening.**
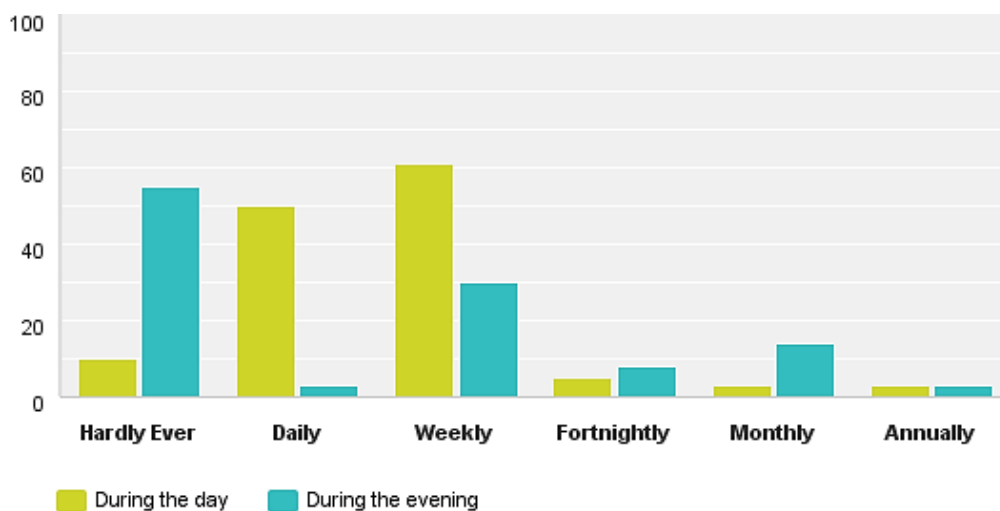


|  | During the day | During the evening | Total Respondents |
|---|---|---|---|
| Hardly Ever | 17.86%<br>10 | 98.21%<br>55 | 56 |
| Daily | 100.00%<br>50 | 6.00%<br>3 | 50 |
| Weekly | 80.26%<br>61 | 39.47%<br>30 | 76 |
| Fortnightly | 38.46%<br>5 | 61.54%<br>8 | 13 |
| Monthly | 20.00%<br>3 | 93.33%<br>14 | 15 |
| Annually | 50.00%<br>3 | 50.00%<br>3 | 6 |

## Q6: On average, how long do you stay in Melton Mowbray Town Centre?
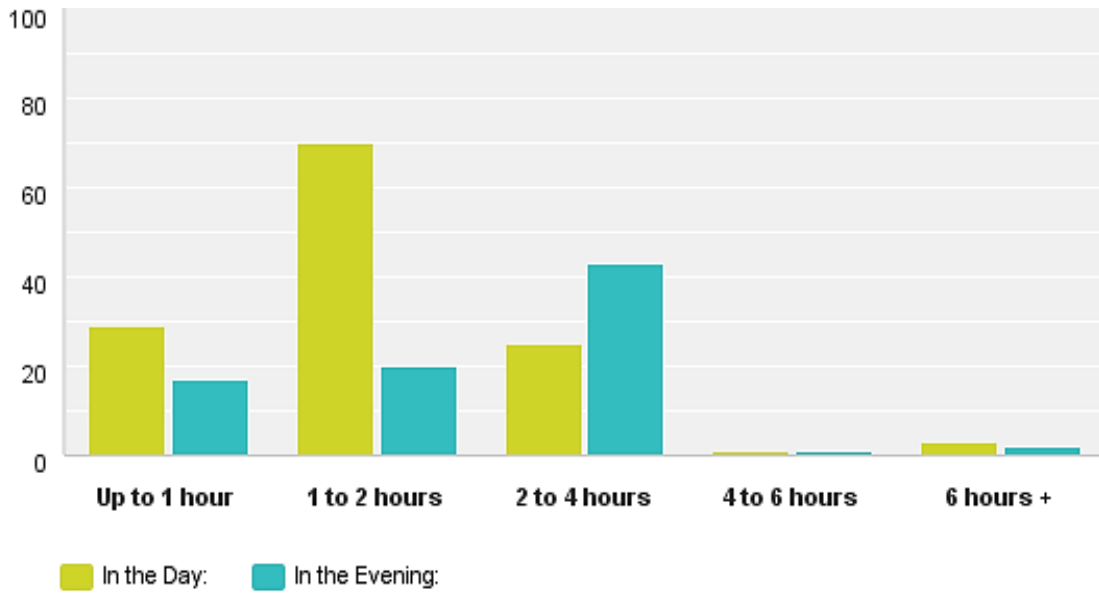


| | In the Day: | In the Evening: | Total Respondents |
|---|---|---|---|
| Up to 1 hour | 74.36%<br>29 | 43.59%<br>17 | 39 |
| 1 to 2 hours | 89.74%<br>70 | 25.64%<br>20 | 78 |
| 2 to 4 hours | 40.98%<br>25 | 70.49%<br>43 | 61 |
| 4 to 6 hours | 50.00%<br>1 | 50.00%<br>1 | 2 |
| 6 hours + | 100.00%<br>3 | 66.67%<br>2 | 3 |

# Q7 If you don't visit Melton Mowbray Town Centre could you indicate your reasons here?

Answered: 26  Skipped: 104

| # | Responses | Date |
|---|-----------|------|
| 1 | There very little to do, I tend to visit the same places such as the library | 4/8/2015 9:26 AM |
| 2 | Parking is an issue particularly the cost it should be free | 4/8/2015 9:23 AM |
| 3 | Working outside Melton | 3/27/2015 3:00 PM |
| 4 | too many empty shops (18) | 3/27/2015 2:18 PM |
| 5 | Due to traffic problems | 3/27/2015 1:17 PM |
| 6 | Don't visit pubs because they are just dives | 3/27/2015 12:39 PM |
| 7 | Melton could be a lovely town but with empty shops, poor maintenance on the outside of the shops, it becomes depressing. | 3/27/2015 12:11 PM |
| 8 | Tend to go to Grantham and Nottingham for friends and family | 3/27/2015 11:24 AM |
| 9 | Bad pavements put me off having fallen on them | 3/27/2015 11:20 AM |
| 10 | Because there is too much trouble | 3/27/2015 10:35 AM |
| 11 | Visit town 3/4 times a week | 3/27/2015 10:02 AM |
| 12 | Car park cost, no shops | 3/27/2015 9:40 AM |
| 13 | I am 92 and in ill health so I do not come to Melton | 3/27/2015 9:33 AM |
| 14 | no quality shops only cheapo discount ones | 3/27/2015 9:20 AM |
| 15 | parking in the daytime is NOT good | 3/24/2015 5:19 PM |
| 16 | I do visit Melton but only to go to the butchers, hairdressers and cinema. | 3/24/2015 5:13 PM |
| 17 | I work full time in Grantham- I much prefer Melton as a town Centre | 3/24/2015 4:11 PM |
| 18 | I live in the town centre | 3/24/2015 3:44 PM |
| 19 | car parking too expensive | 3/24/2015 3:29 PM |
| 20 | At night there is no evening dance hall for senior citizens and leisure places to go out at night. | 3/24/2015 12:49 PM |
| 21 | Lack of parking | 3/24/2015 11:04 AM |
| 22 | nothing there and buses too expensive | 3/23/2015 4:28 PM |
| 23 | Inconvenient, awkward, complicated | 3/23/2015 4:08 PM |
| 24 | Cost of parking | 3/23/2015 3:52 PM |
| 25 | Old age, lack of mobility | 3/23/2015 2:14 PM |
| 26 | I visit 3-4 times a week, not asked this | 3/23/2015 1:03 PM |

**Q8: Again thinking about Melton Mowbray town centre how do you rate the following?**



Legend: Very Good, Good, Average, Poor, Very Poor
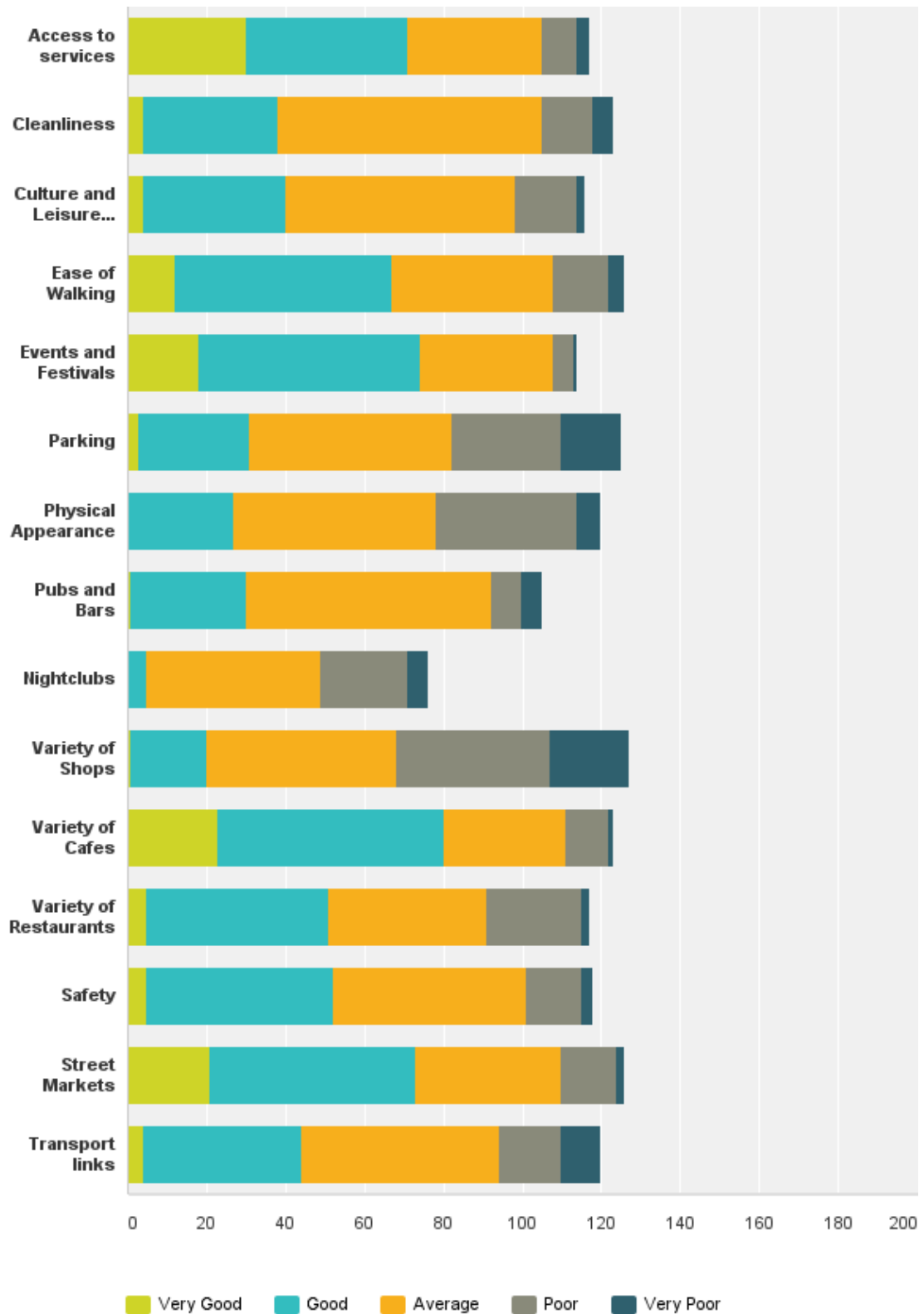
## Q9: There are a growing number of self-employed people in the Borough as well as people who work from home.
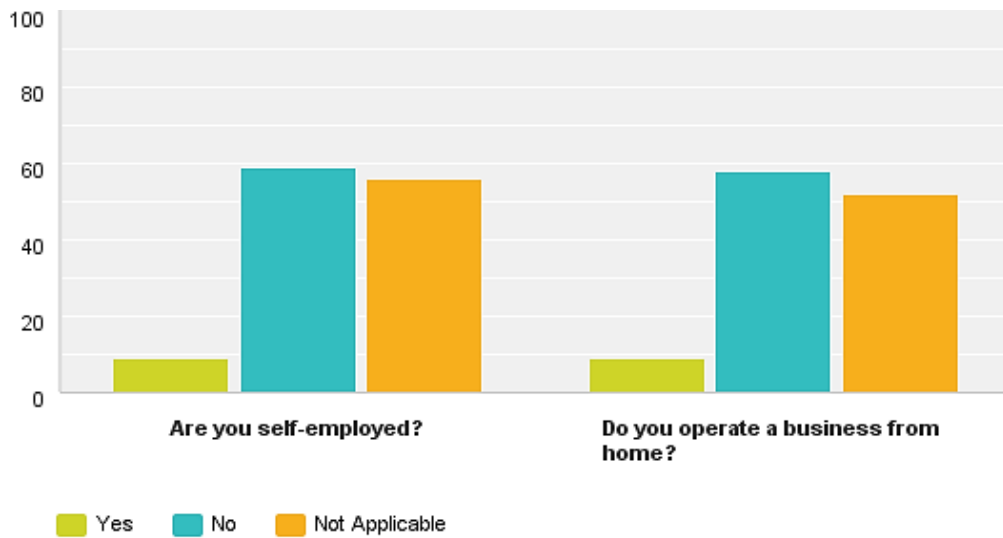


| | Yes | No | Not Applicable | Total | Weighted Average |
|---|---|---|---|---|---|
| Are you self-employed? | 7.26% 9 | 47.58% 59 | 45.16% 56 | 124 | 2.38 |
| Do you operate a business from home? | 7.56% 9 | 48.74% 58 | 43.70% 52 | 119 | 2.36 |

| # | If you are self-employed or operate a home based business what is the nature of your work, please specify your industry or sector as appropriate to you. | Date |
|---|---|---|
| 1 | Window cleaner | 3/31/2015 9:44 AM |
| 2 | 52 | 3/27/2015 3:10 PM |
| 3 | Lawn treatment | 3/27/2015 2:00 PM |
| 4 | Craft work | 3/27/2015 1:54 PM |
| 5 | Childminder | 3/27/2015 11:32 AM |
| 6 | Looking for a job | 3/27/2015 10:35 AM |
| 7 | catering | 3/27/2015 9:55 AM |
| 8 | retired | 3/27/2015 9:33 AM |
| 9 | Consultant- legal | 3/24/2015 11:44 AM |
| 10 | Yoga and meditation teacher | 3/24/2015 11:10 AM |
| 11 | Gardening | 3/23/2015 3:59 PM |
| 12 | Online | 3/23/2015 2:43 PM |
| 13 | Company owner/chairman | 3/23/2015 2:36 PM |
| 14 | Artist | 3/23/2015 12:53 PM |

Questions 10-15 referred to Equalities and partial post code information – the findings have been incorporated into the Participant Profile in Section 2.