

## RURAL, ECONOMIC & ENVIRONMENTAL AFFAIRS

04 SEPTEMBER 2012

### REPORT OF HEAD OF COMMUNITIES & NEIGHBOURHOODS

#### TOWN CENTRE SURVEY- INITIAL SUMMARY OF RESULTS

##### 1.0 PURPOSE OF REPORT

- 1.1 To update members of the summary results of the recent Town Centre Users Survey, which was distributed to all Melton Borough residents during 2012.

##### 2.0 RECOMMENDATIONS

- 2.1 **That members of the Rural, Economic and Environmental Affairs Committee note the initial summary of results responses from the Borough-wide survey.**

##### 3.0 KEY ISSUES / BACKGROUND

- 3.1 The Melton Mowbray Town Centre BID Proposal Plan, 2011-16, identified the requirement for a comprehensive shopping / town centre user's survey within Project One of the plan – 'Think Melton Shop Melton'.
- 3.2 The Melton BID Company agreed to deliver this project within the first year of the BID, using BID resources to fund the project.
- 3.3 The survey was sent out to all residents within the Borough of Melton to find out what our residents expect from a town centre and identify key sectors which are lacking in Melton, especially within the shopping mix, evening economy and leisure facilities.
- 3.4 In total 22,000 surveys were sent out with 1509 surveys completed and returned (7%). Of these 610 were completed online. We have used a product called **Wordle** to highlight the key issues identified from the survey. Wordle is a toy for generating "word clouds" from text that you provide. The clouds give greater prominence to words that appear more frequently in the source text
- 3.5 Appendix 1 shows the overall responses to the questions in the survey. Appendices for the generic questions are highlighted as follows:
- 3.6 Appendix 2: Do you Visit Melton Town Centre ?, If NO, Why?  
The main reasons highlighted in the results were poor shops, which were cheap, down market and lacking in variety, and expensive parking fees. Other alternative destinations included Newark and Nottingham.
- 3.7 Appendix 3: What Shops would you like to see in Melton Town centre?  
Marks and Spencers were the main national store that our residents wanted in see in the town. Other stores included Next, Primark, NewLook, Sports shops and men's clothing stores. In all there was a real want for quality clothing and a variety of shops.

- 3.8 Appendix 4: What leisure facilities would you like to see in Melton Town Centre?  
There was a huge demand for a bowling facility within the town but also great emphasis on improving the swimming, theatre and cinema facilities. Improved sports facilities as a whole with a multi-purpose sports centre and a emphasis on better restaurants for the evening offer.
- 3.9 Appendix 5: What are the Best Aspects of Melton Town Centre?  
The cinema, markets and parks were seen as the best aspects of the town but history and heritage, the church and the Victorian Christmas Fair also received acclaim.
- 3.10 Appendix 6: What are the Worst Aspects of Melton Town Centre?  
High car parking fees (especially on Tuesdays) was the main aspect but empty shops, lack of choice and also the new Market Place surface also came high in the responses.
- 3.11 Appendix 7: Suggestions to Encourage increased use of the Town Centre in the daytime  
The main response to this question was to reduce car parking charges, backed up again with a wider variety of shops.
- 3.12 Appendix 8: Suggestions to Encourage increased use of the Town Centre in the evening.  
Better, higher quality restaurants, bowling facilities, improved theatre and more entertainment along with an increased police presence would enhance the evening economy in the town.

## **Next Steps**

- 3.13 The results of the survey will be taken to the Melton BID Board for analysis. The BID Board aims to initially take forward two main projects to improve the town centre taken from the results of the survey.
- 3.14 The full summary will then be distributed to relevant organisations including Melton Borough Council, Leicestershire County Council, Melton Mowbray Town Estate, Melton Promotions and melton LPU to look at addressing some of the key findings from the survey.
- 3.15 In addition members will also note that a separate report is being presented to members on the draft Economic Development Strategy, which identifies the town centre as one of the key strategic priorities for the next 3 years, actions within the strategy will assist in addressing some of the issues coming out of this survey.

## **4.0 POLICY AND CORPORATE IMPLICATIONS**

- 4.1.1 There are clear links to priorities within the corporate plan:

- Support people and businesses through the economic downturn
- Meet the Economic needs of Borough
- Maximise the potential of Melton Mowbray Town centre

## **5.0 FINANCIAL AND OTHER RESOURCE IMPLICATIONS**

- 5.1 The Melton BID Company has resourced the survey and will look at key projects which arise from the results with a aim to funding them.

6.0 **LEGAL IMPLICATIONS/POWERS**

6.1 No direct legal implications have been identified.

7.0 **COMMUNITY SAFETY**

7.1 There are no direct community safety implications arising from this report.

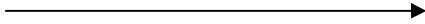
8.0 **EQUALITIES**

8.1 No equality impact assessment implications

9.0 **RISKS**

9.1

Very High A				
High B				
Significant C		1		
Low D				
Very Low E				
Almost Impossible F				
	IV Negligible	III Marginal	II Critical	I Catastrophic


  
**Impact**

Risk No.	Description
1.	BID is unable to follow up with actions to address key issues within the survey
2.	
3.	

10.0 **CLIMATE CHANGE**

10.1 There are no climate change implications arising from this report.

11.0 **CONSULTATION**

11.1 Consultation was made with BID Board members, Melton Borough Council & Leicestershire Council.

12.0 **WARDS AFFECTED**

12.1 Melton Egerton, Melton Dorian, Melton Warwick and Melton Craven are the wards directly affected.

Contact Officer: Lisa Brown/Shelagh Core- Town centre managers

Appendices

- Appendix 1- Overall responses
- Appendix 2- Do you Visit Melton Town Centre?,
- Appendix 3- What Shops would you like to see in Melton Town centre?
- Appendix 4- What leisure facilities would you like to see in Melton Town Centre?
- Appendix 5- What are the Best Aspects of Melton Town Centre?
- Appendix 6- What are the Worst Aspects of Melton Town Centre?
- Appendix 7- Suggestions to Encourage increased use of the Town Centre in the daytime
- Appendix 8- Suggestions to Encourage increased use of the Town Centre in the evening.

Date: August 2012