

Economic Development Strategy

2012-2015

Revised October 2013



Economic Development Strategy

We want to enhance the quality of life for everyone in the borough of Melton to achieve a sustainable, prosperous and vibrant community... a place where people want to live, work and visit

Promoting Innovation and Enterprise

- to develop a strong competitive economy by encouraging emerging technologies and innovation

In the next 3 years we will:

- Work with Pera, Brooksby Melton College and MV16 to advance knowledge transfer, innovation and emerging technologies.
- Promote more small, flexible and affordable business premises and support to assist enterprises to start and grow in the Borough.
- Identify emerging markets and help and support local businesses to capitalise on these.
- Encourage a culture of innovation and enterprise

We will have succeeded if, by 2015

- The Borough improves as an area for proportion of knowledge-based businesses.
- Gross value added (GVA) per person has increased by 3% per annum
- Working with our partners the number of both small and local businesses with a focus on the leading edge innovation has increased
- The number of businesses failing in the first year has decreased

Enhancing Aspirations, Skills and Creating Economic Activity

- to develop a work force to meet the needs of the local marketplace and raise ambition

- Support the wider economy by encouraging apprenticeships, lifelong learning, social enterprise and volunteering
- Improve links between businesses and education providers to ensure that young people leave education with skills that the future economy needs, particularly those of innovation and enterprise
- Develop a Learning Vision to support a broader range of qualifications, including vocational qualifications, to enable all young people to maximise their potential
- Working with our partners enhance career advice to young people to raise aspirations and ambition of enterprise and creativity
- Target those who have no qualifications

- Fewer skills shortages are reported by local businesses.
- The baseline economy has been strengthened and unemployment has fallen back to below 1.4%
- More young people have been supported to pursue a career in enterprise.
- Increased the percentage of working age population with NVQ level 4 or higher year on year
- The proportion of 16-19 year olds not in education, employment or training (NEETS) has decreased to less than 8%
- A programme of works has been developed to deliver a 16-19 year further education establishment in the Borough.

Improving the Vitality of the Boroughs Town and Villages

- to create better places for local employment, shopping and entertainment

- Develop a Melton Mowbray Town Centre Area Action Plan
- Deliver the regeneration actions for Melton Mowbray
- Improve the night-time economy
- To have supported the MM Business Improvement District Company in delivering all of the Business Plan commitments.
- Develop a better understanding of our rural economies through economic assessments
- Support the Development of the Broadband project across the Borough
- Promote sustainable transport and logistical solutions for businesses

- The renaissance of Melton Mowbray Town centre has begun, providing first class shopping experience and a cultural draw.
- Rural economies are becoming stronger with new and diverse rural businesses.
- A broader and safer offer of the night-time economy increases footfall.
- Local businesses have been helped to reduce their carbon footprint by March 2014 easing their vulnerability to increasing fuel and reducing traffic congestion
- The proportion of residents that work and live in the borough increases by 8%.

Maximising Inward Investment and Tourism

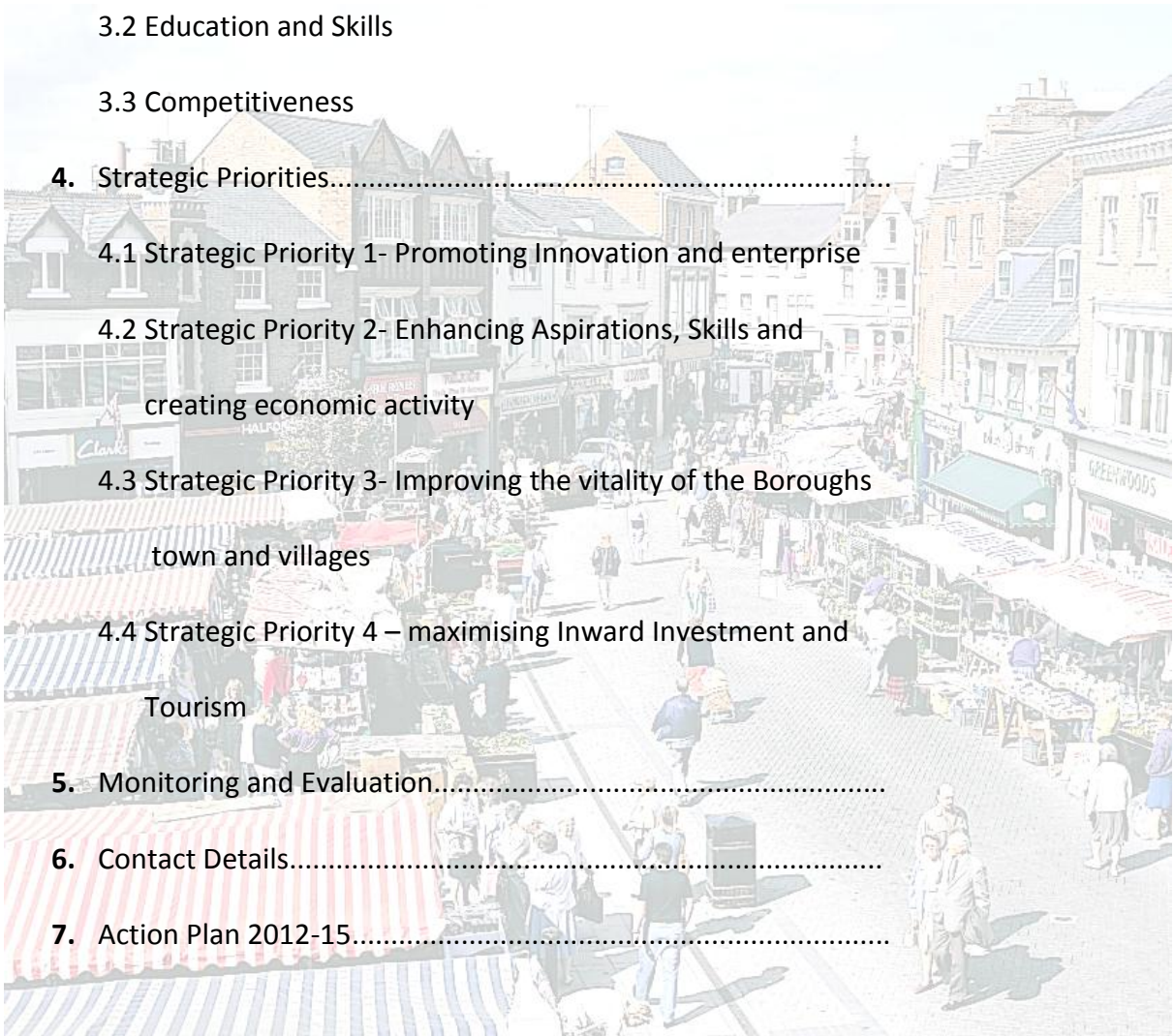
- to work with other agencies to maximise resources and promote a competitive economy

- Build on our brand image and reputation of 'Rural Capital of Food & Drink'
- Maximise opportunities to attract inward investment and new funding by working more closely with partners
- Develop excellent relationships with local businesses, particularly targeting high growth innovation companies
- Increase the supply of 'fit for purpose' employment land and premises
- Attract new funding to the economy to stimulate growth and accelerate development, including the new road infrastructure.
- Build on strengths to improve our sustainability

- The Borough benefits from increased investment
- We have established and sustained nationally recognised events related to food & drink
- The amount of new funding to the economy has increased
- New business in the borough through 'fit for purpose' employment land and premises increases over the 5% regional projections.
- We have a developed plan for the 'new road' infrastructure.

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1. Introduction

Our Vision is ‘we want to enhance the quality of life for everyone in the Borough of Melton to achieve a sustainable, prosperous and vibrant community... a place people want to live, work and visit’.

Melton Borough is changing, over the coming years we will see significant growth in housing, our town centre we hope to regenerate bringing in new employment and business opportunities. That work has already begun with the arrival of Sainsbury’s who will bring new employment targeted in our priority neighbourhoods.

We have to recognise that in order to thrive in an increasingly competitive economy we need to meet future business needs. We will achieve this by working closely with our business and education partners.

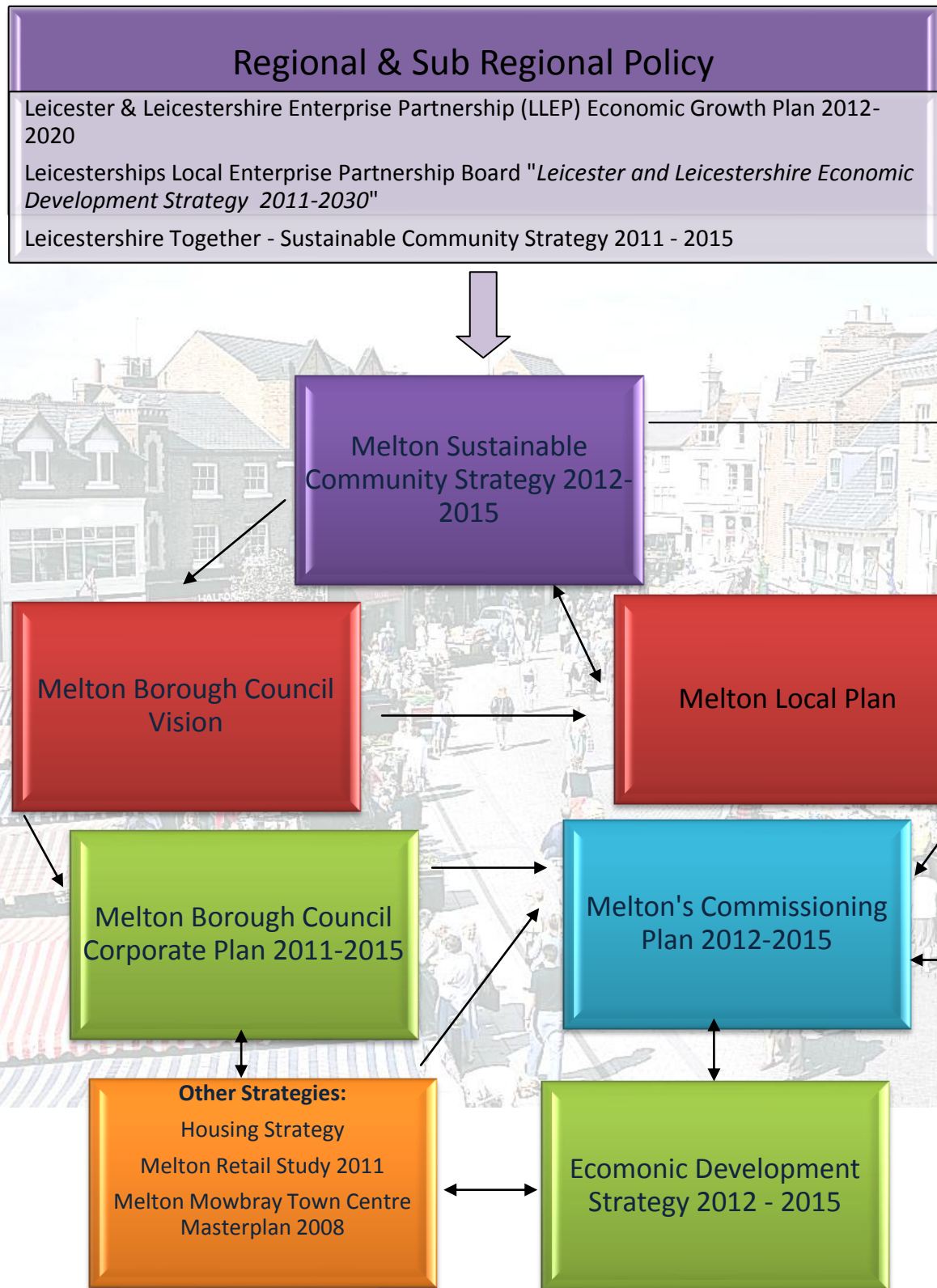
Our strategy focuses on four major priority areas with the aim of establishing a clear competitive advantage for the Borough, so that we maximise the opportunities to deliver economic and social growth. These priorities are promoting innovation and enterprise; enhancing aspirations, skills and creating economic activity; improving the vitality of the Borough’s town and villages; and maximising inward investment and tourism, by building on strengths to improve our sustainability.

Whilst we wish to retain the major multi- national companies based locally, we are also keen to promote new, smaller knowledge-based entrepreneurship. Raising ambition and aspirations is key to this and working with our education partners we see this as a major focus for the coming years.

We are developing complementary strategies to ensure that the area continues to be attractive, most notably the Melton Local Plan, which will be supported by economic profiles and assessments and the Town Centre Masterplan.

While we remain committed on our work with vulnerable individuals and families and our early intervention and prevention activity through the Children Centres and core council services, the key focus will be to promote support into employment and improving life skills so that we maximise the opportunity for everyone.

2. Policy Context



Local Policy context

The overarching vision for the Borough is set out in the **Melton Community Partnership's Sustainable Community Strategy (SCS)**. This Economic Development Strategy plays a key role in the delivery of the economic priorities in the Sustainable Community Strategy.

The main objectives (based on a People and Place approach) of the Melton Sustainable Community Strategy are to:

- Improve the local economy and infrastructure
- Re-vitalise Melton Mowbray town centre
- Improve learning opportunities to help individuals achieve their potential
- Making existing structures and projects more accessible
- Reduce traffic congestion in Melton Mowbray
- Focus our work in the priority neighbourhoods
- Create a safer and stronger community
- Enable and support the provision of affordable housing
- Improve the health and well-being of local people

The SCS is due to be refreshed in the spring of 2014 and will be linked to this document and the outcomes delivered.

The Melton Community partnership has also developed the Melton Commissioning Plan, which highlights four strategic priorities for the partnership for the next 3 years. These are;

- Regenerating the Melton Borough and town centre: Improving the infrastructure of Melton.
- Improving Employment and Skills development in Melton.
- Supporting vulnerable people including Families with Complex Needs and Neighbourhood Management.
- Developing the Access to Services our customers use and experience.

The Economic development Strategy 2012-2015 will also help to deliver the Council's overall vision and priorities identified in the Corporate Plan most notably;

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

Other Council Strategies which have informed the development of the Economic Development Strategy 2012-2015 include the **Melton Sustainable Community Strategy 2012-2015**. Current evidence suggests that while almost two-thirds of people drive to work, we want to increase opportunities' for sustainable travel and tackle the issue of congestion

as a barrier to accessing Melton Mowbray town centre. A key priority therefore is to provide for new road infrastructure between Leicester Road and Asfordby Road as part of the Employments Growth Area.

3. The Local Picture

Melton Borough is an attractive rural area in the north-east part of Leicestershire and at the heart of the East Midlands. The main activities of the Borough are centered on the single market town of Melton Mowbray which has a population of about 26,100. There are some 70 small villages within the surrounding rural area.

There have been 2 major developments in the Labour and Employment Market. The development of the previous Council offices, Nottingham Road site, to a Sainsbury's will generate up to 350 jobs, many in our priority neighborhoods, where there is a higher than average reliance on worklessness benefits. The 'Westleigh' site on Melton fields, to the west of the town, offers prime office potential that can generate up to 300 jobs.

Below outlines the key aspects of the Melton Borough local economy.

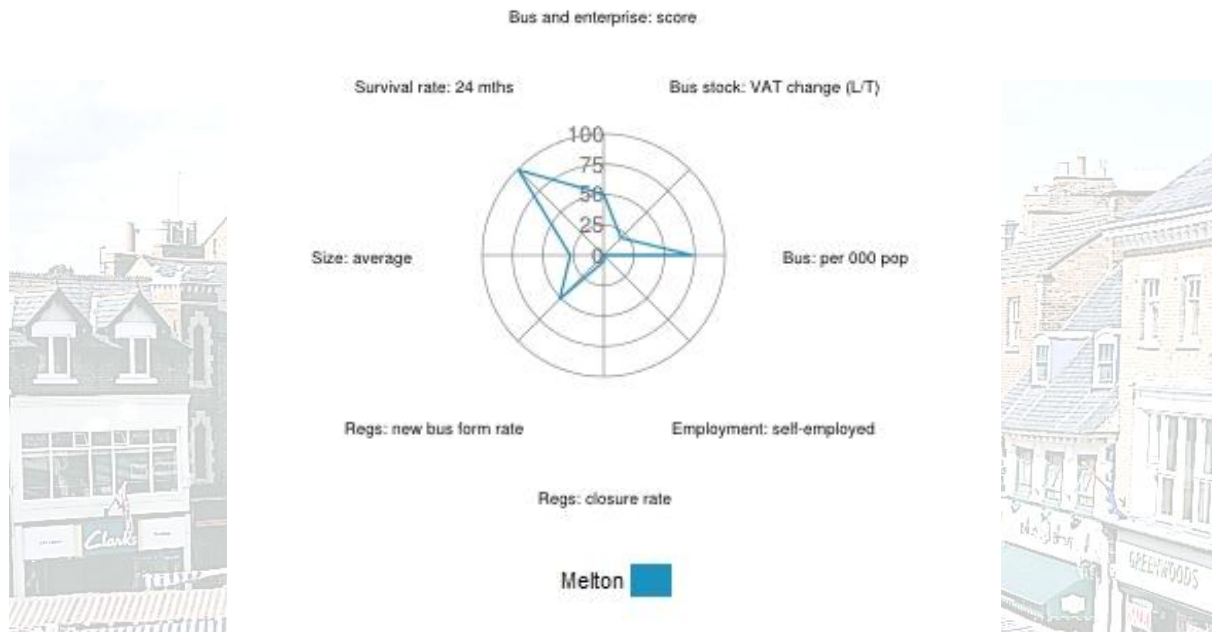
3.1 Labour and Market Employment

Compared with other Districts in Leicestershire, Melton has the smallest economy and related to this, the fewest local jobs. Despite this, it is a relatively prosperous rural area with lower levels of social deprivation and unemployment than many areas although there are pockets of deprivation.

- 26,400 residents in Melton are in employment, of which 7,100 in self employment making it one of the highest in the County (Apr 2012 – March 2013, NOMIS).
- The majority of jobs in Melton are in the service industry 14,500 in 2008 (NOMIS).
- The labour market in Melton has high levels of manufacturing at 16.8%, which is higher than anywhere in Leicestershire or Leicester. The East Midlands figure is 12.9% and for England and Wales it is 8.9% (2011 Census).
- Whilst Melton has low employment rates in high-tech manufacturing, it has 2.5% employed in agriculture, forestry and fishing - higher than anywhere else in Leicestershire (2011 Census).
- Big businesses in Melton are Melton Foods, Kettleby Foods, Jeld-Wen, Melton Borough Council, Brooksby Melton College and Ragdale Hotel; however 86.8% of businesses in the Borough are small, employing 10 people or less (May 2010, LLEA).

3.2 Business and Enterprise Indicators

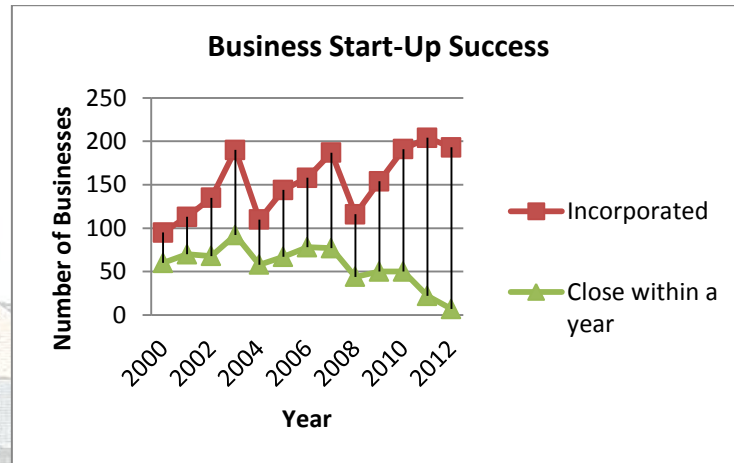
The spider chart is a way of showing how Melton rates against the national median. Data for every district in Great Britain is converted into a percentile score, with the top ranking area scoring 100 and the bottom zero. The national median is shown by the 50th percentile.



The chart shows that Melton scores around the national median on our business and enterprise composite score. The chart also shows how Melton performs on a range of related business and enterprise measures (Local Futures, 2013).

- Melton is ranked 292 out of 408 districts on the Local Futures economic productivity score, placing it in the bottom 40% of districts nationally (Local Futures Profile, 2013).
- Melton has a very small sized employment base, with the area ranking in the bottom 20% districts nationally. It accounted for 0.07% of all employees in Great Britain (Local Futures Profile, 2013).
- According to the LLEP, business survival rates after 3 years for Melton Mowbray was 68.2% in 2008 (Leicestershire and City, 63.4%), whilst in 2009 it was 70.5% (Leicestershire and City, 66.6%) and in 2010 it was 68.6% (Leicestershire and City, 64.2%).

- The number of businesses incorporated in Melton Mowbray during 2000-2012 was 1990 and 1247 made it past the first year of trading, representing 63%. Consequently, a total of 743 businesses failed within the first year, representing 37% (Companies House, 2012).



- The number of JSA Claimants has been reducing steadily and Melton reported a total of 611 JSA Claimants in August 2013 (NOMIS).
- Melton is ranked 50 out of 407 districts on the Local Futures labour market score, indicating participation rates within the resident working age population that are in the top 20% of districts nationally (Local Futures, 2013).
- The proportion of the resident working age population who are in employment in Melton is very high, with the area ranking in the top 20% of districts nationally. In Melton, 79.1% of the resident working age population are in employment, compared with 71.16% in Leicestershire and 70.7% nationally (Local Futures Profile, 2013).
- The proportion of the working age population who are unemployed in Melton is low, with the district ranking in the bottom 40% of districts nationally. In Melton, 2.3% of people are claiming job seekers allowance in 2013, compared with 3.5% in Leicestershire and 3.6% nationally (Local Futures Profile, 2013).
- The proportion of the working age population in long-term unemployment in Melton is high, with the district ranking in the top 40% of districts nationally. In Melton, 27.66% of people who are unemployed have been claiming job seekers allowance for at least 12 months, compared with 28.05% in Leicestershire and 28.67% nationally (Local Futures Profile, 2013).
- Melton’s average annual earnings are £20,795 with an average household income of £26,458.
- 78% of the workplace population live and work in the Borough.

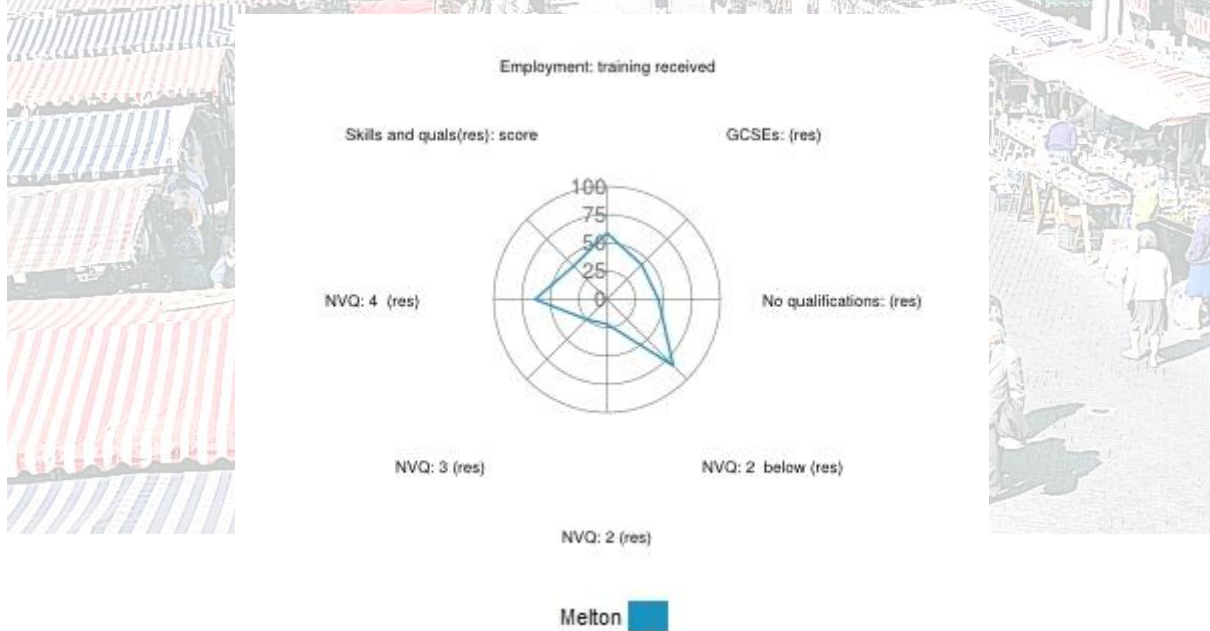
3.3 Education and Skills

As of the 2011 spring term there were 6,470 pupils on the school roll in LEA maintained schools in the Borough (this excludes Further Education colleges and independents). These consist of 25 primary schools containing 3502 pupils; 4 secondary schools containing 2859 pupils; and one special school containing 109 pupils.

- A total of 74.3% of pupils achieved 5 or more GCSEs grades A*- C in 2009/10, showing slight improvement over previous years across the Borough. However, there is a minority consistently performing very poorly.
- The majority of young people are moving into Further Education, 87% of school leavers in 2011 went into full time education (Connexions, March 2012). Although, young people aspiring to go into Further Education colleges and university generally have to travel outside the borough.
- Melton is still seeing a number of people without qualifications, in 2010 Melton had 4,300 residents (aged 16-64) with no qualifications (NOMIS).

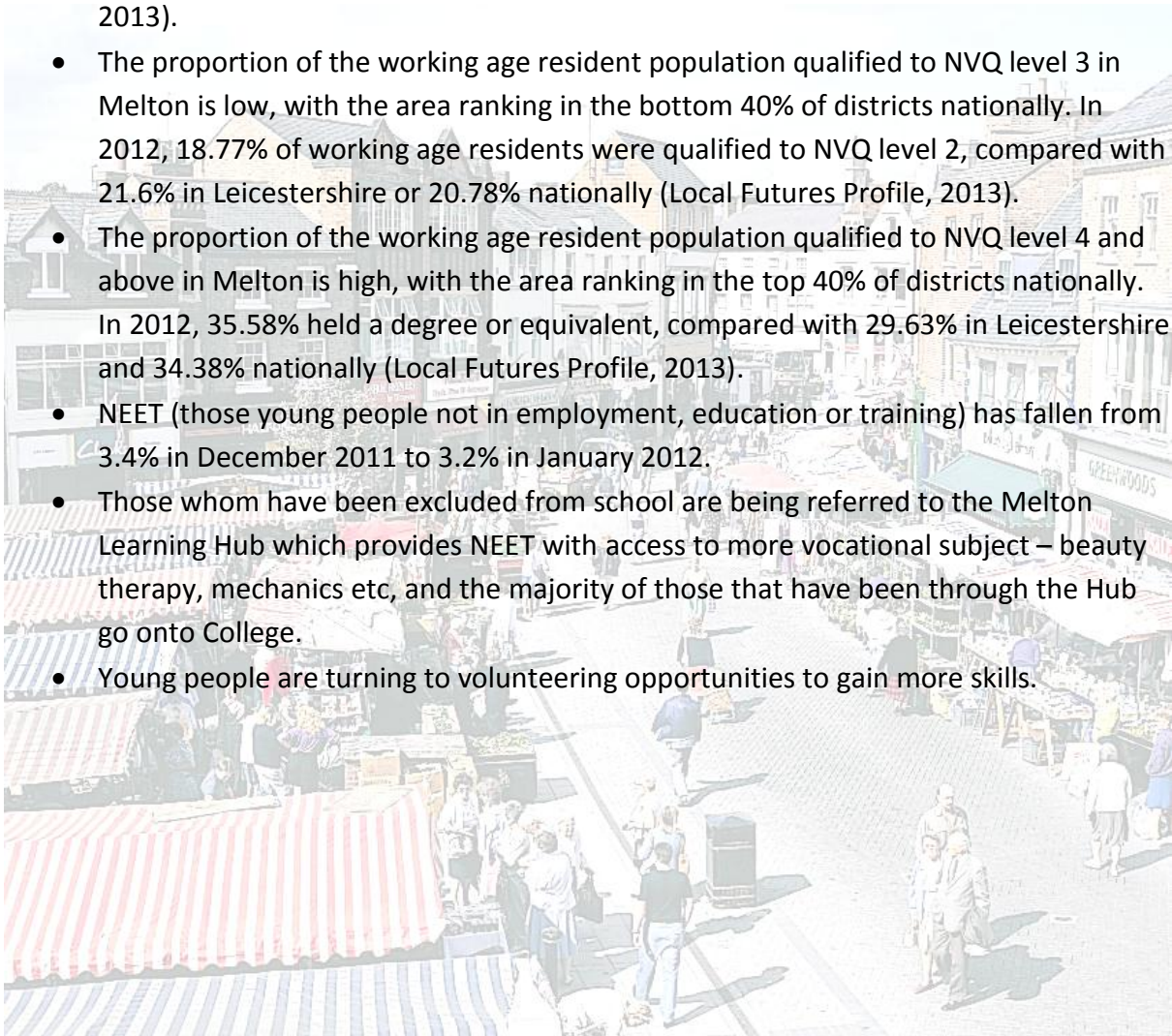
3.4 Skills and Qualifications Indicators

The spider chart is a way of showing how Melton rates against the national median. Data for every district in Great Britain is converted into a percentile score, with the top ranking area scoring 100 and the bottom zero. The national median is shown by the 50th percentile.



The chart shows that Melton scores around the national median on our skills and qualifications composite score. The chart also shows how Melton performs on a range of related skills and qualifications measures (Local Futures, 2013).

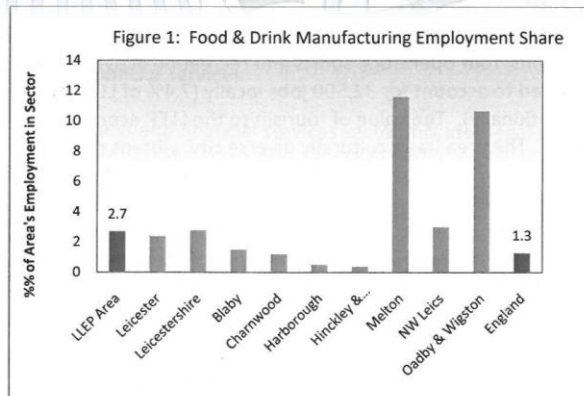
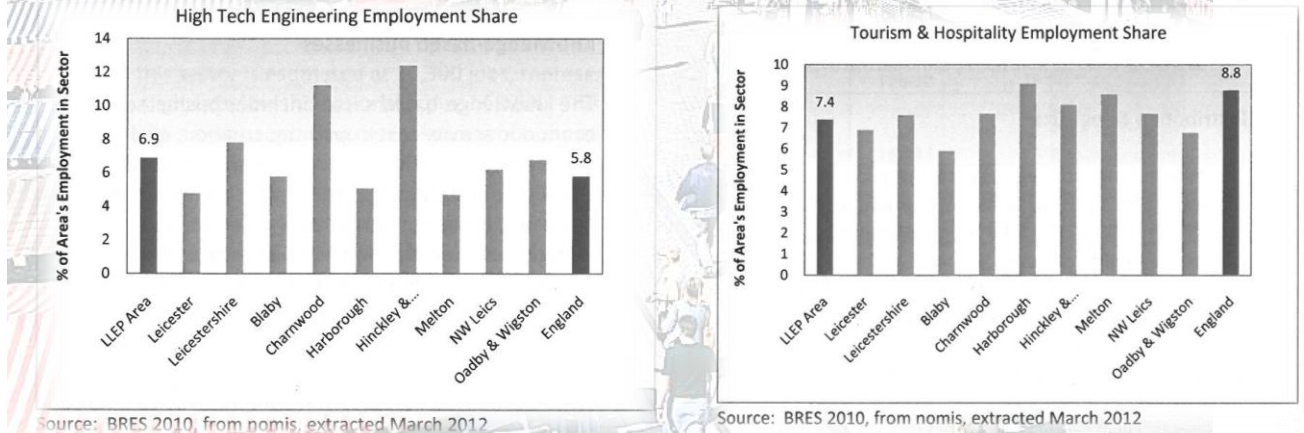
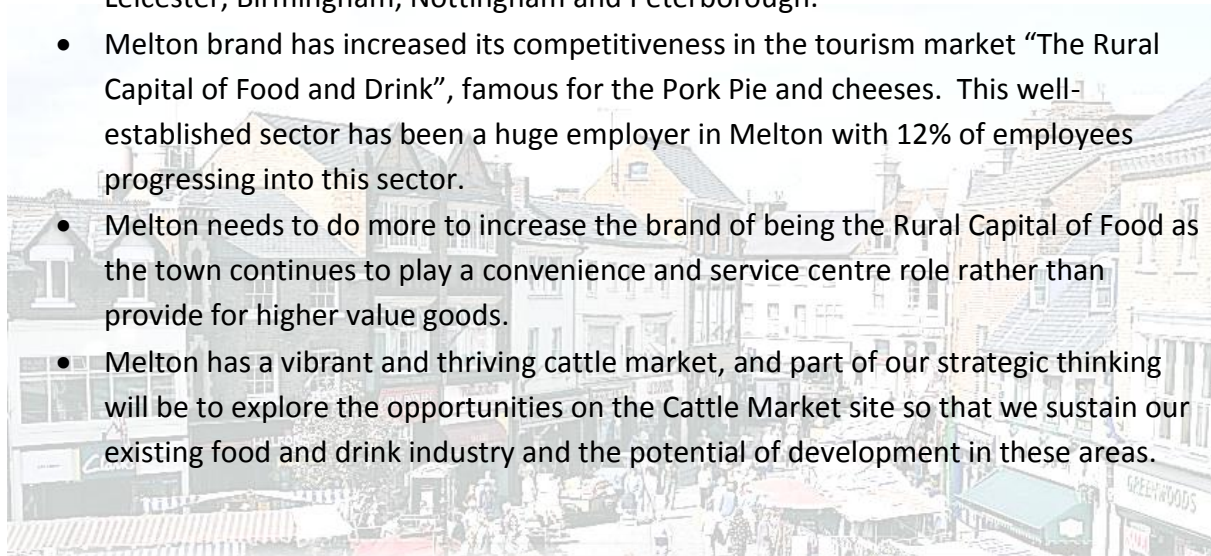
- Melton is ranked 238 out of 407 districts on the Local Futures skills and qualifications score, indicating a resident workforce that performs in the middle 20% of districts by national standards, in terms of human capital (Local Futures Profile, 2013).
- The proportion of the working age resident population qualified below NVQ level 2 in Melton is very high, with the area ranking in the top 20% of districts nationally. In 2012, 19.12% of working age residents had either NVQ level or no qualifications, compared with 17.04% in Leicestershire or 15.64% nationally (Local Futures Profile, 2013).
- The proportion of the working age resident population qualified to NVQ level 3 in Melton is low, with the area ranking in the bottom 40% of districts nationally. In 2012, 18.77% of working age residents were qualified to NVQ level 2, compared with 21.6% in Leicestershire or 20.78% nationally (Local Futures Profile, 2013).
- The proportion of the working age resident population qualified to NVQ level 4 and above in Melton is high, with the area ranking in the top 40% of districts nationally. In 2012, 35.58% held a degree or equivalent, compared with 29.63% in Leicestershire and 34.38% nationally (Local Futures Profile, 2013).
- NEET (those young people not in employment, education or training) has fallen from 3.4% in December 2011 to 3.2% in January 2012.
- Those whom have been excluded from school are being referred to the Melton Learning Hub which provides NEET with access to more vocational subject – beauty therapy, mechanics etc, and the majority of those that have been through the Hub go onto College.
- Young people are turning to volunteering opportunities to gain more skills.



3.5 Competitiveness

Employment in knowledge-based industries is a key measure of economic competitiveness which can influence current and future prosperity. Melton does have some unique character, of which it has encouraged and developed throughout the years, increasing tourism and sectors of employment into the Borough.

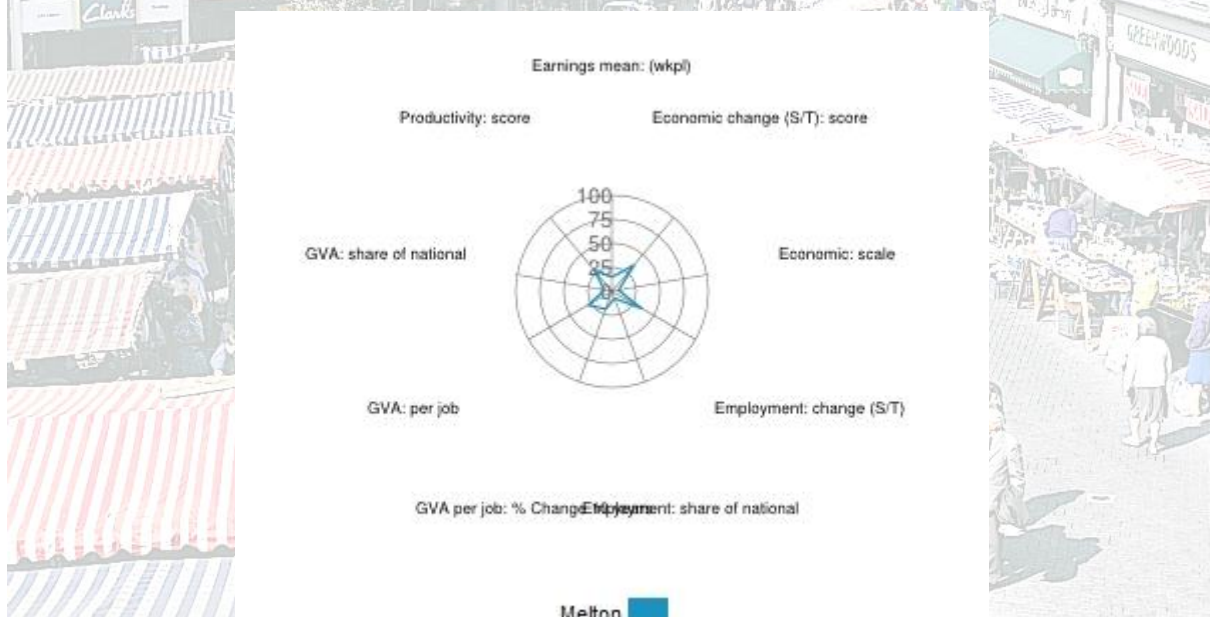
- Melton can benefit from its geographical location with other major economic centres, with access to transport networks to major cities surrounding the district, Leicester, Birmingham, Nottingham and Peterborough.
- Melton brand has increased its competitiveness in the tourism market “The Rural Capital of Food and Drink”, famous for the Pork Pie and cheeses. This well-established sector has been a huge employer in Melton with 12% of employees progressing into this sector.
- Melton needs to do more to increase the brand of being the Rural Capital of Food as the town continues to play a convenience and service centre role rather than provide for higher value goods.
- Melton has a vibrant and thriving cattle market, and part of our strategic thinking will be to explore the opportunities on the Cattle Market site so that we sustain our existing food and drink industry and the potential of development in these areas.



- The food and drink industry is rooted in signature specialities such as cheeses and the Melton Mowbray pork pie and Melton hosts major events such as the East Midlands Food and Drink Festival and the British Pie Awards.
- The traditional producers of cheese and meat pies now form a small part of the local food industry. Mars UK a leading pet food producer with a factory in Melton Mowbray and its head office and pet nutrition centre in the Borough
- The manufacturing industry is high in Melton, unlike the professional service sector which has possible growth potential through knowledge based start up and attracting investment. The development of Broadband throughout the Borough could also encourage and improve the economic performance in Melton.
- In order to promote Melton as a thriving economy and to attract new inward investment, we need to look towards high tech industries in order to boost Melton's GVA and productivity.

Economic Performance Indicators

The spider chart is a way of showing how Melton rates against the national median. Data for every district in Great Britain is converted into a percentile score, with the top ranking area scoring 100 and the bottom zero. The national median is shown by the 50th percentile.



The chart shows that Melton scores relatively poorly by national standards on our economic productivity score. The profile also shows how Melton performs on a range of related labour market measures (Local Futures, 2013).

- Melton is ranked 203 out of 408 districts on the Local Futures business and enterprise score, indicating an enterprise culture that performs in the middle 20% of districts nationally (Local Futures Profile, 2013).
- The 24 month survival rate in Melton is very high by national standards, with the district ranking in the top 20% of districts nationally. Of all of the VAT registered businesses in 2003, 84.38% were still trading in 2011 (Local Futures Profile, 2013).
- The self-employment rate in Melton is very low by national standards, with the district ranking in the bottom 20% of districts nationally (Local Futures Profile, 2013).
- Between 1998 and 2012, the total business stock in Melton changed by 39.78%. This change places the area in the bottom 40% of districts nationally (Local Futures Profile, 2013).

Next Steps

Further work is being undertaken to analyse the Local Futures District Profile: An Economic, Social and Environmental Summary of Melton.

We also intend to continue with our Customer Insight into some of the key findings which will provide valuable insight into some macroeconomic evidence and will influence the annual review of the Economic Development Strategy, some areas that we will look at include:

- People leaving with no qualifications
- People being excluded, leaving other educational establishments
- Impact on people being made redundant
- Targeting for people- moving from dependency- independency
- Action plan- working with JCP understanding the needs of those unemployed

4 Strategic Priorities

We have identified four strategic priorities for economic development over the next three years. These are:

1. **Promoting Innovation and Enterprise**- to develop a strong competitive economy by encouraging emerging technologies and innovation
2. **Enhancing Aspirations, Skills and Creating Economic Activity**- to develop a work force to meet the needs of the local marketplace and raise ambition
3. **Improving the Vitality of the Boroughs Town and Villages**- to create better places for local employment, shopping and entertainment
4. **Maximising Inward Investment and Tourism**- to work with other agencies to maximise resources and promote a competitive economy

4.1 Strategic Priority 1- Promoting Innovation and Enterprise

Innovation is a major driver of economic growth by increasing productivity, opening up new markets and creating new goods and services that can be used by the rest of the economy.

The Pera Innovation Centre is a leading innovation and business support organisation, which means that although the employment in knowledge based services is closer to the national average, Melton overall has significantly lower employment in high tech industries.

There is currently no strong local infrastructure through investment networks helping knowledge-based entrepreneurs develop their innovative ideas into thriving businesses.

In order to encourage a strong entrepreneurial culture in the Borough, enterprise activity needs to start early in schools and continue throughout the education system. Through more joined-up working between education providers and businesses, it should also be possible to identify emerging sectors of growth and to respond early by delivering appropriate skills.

Over the coming years the Council will work closely with local businesses to establish what additional support they need in order to grow and prosper. 86% of the companies in the Borough are small businesses, an indication of the opportunities for start-up and growth that exist here. It is crucial these businesses, some of whom will be first time businesses, receive adequate support to maximise their potential to survive.

In the next 3 years, we plan to:

- Work with Pera, Brooksby Melton College and NV16 to advance knowledge transfer, innovation and emerging technologies
- Promote more small, flexible and affordable business premises and support to assist enterprises to start and grow in the Borough
- Identify emerging markets and help and support local businesses to capitalise on these
- Encourage a culture of innovation and enterprise

We will have succeeded, if by 2015;

- **The Borough improves as an area for proportion of knowledge-based businesses.**
- **Gross value added (GVA) per person has increased by 3% per annum.**
- **Working with our partners the number of both small and local businesses with a focus on the leading edge innovation has increased.**
- **The number of businesses failing in the first year has decreased.**



4.2 Strategic Priority 2- Enhancing Aspirations, Skills and Creating Economic Activity

The skills and abilities of our workforce are vital to our aspirations of a thriving knowledge – based, high value-added economy. We need to ensure that young people in particular gain the necessary knowledge and competence to drive forward innovation and enterprise. The local economy (and the businesses within it) requires well-qualified, enthusiastic employees with the right attitude, in order to compete and boost productivity. Educational providers need to focus on future skills requirements locally and nationally.

The Borough has traditionally relied on historic sectors of retail, manufacturing and agricultural. There are two key issues that result from this, firstly they may not all be sustainable in the longer term and secondly they create a lack of ambition and aspiration.

Furthermore we know jobs in agriculture will continue to decline and we will consider the economic needs of people who live and work in the rural areas. We will look to support and assist in developing opportunities for improving life skills to secure more knowledge based employment and target the over 4,000 that have no qualification.

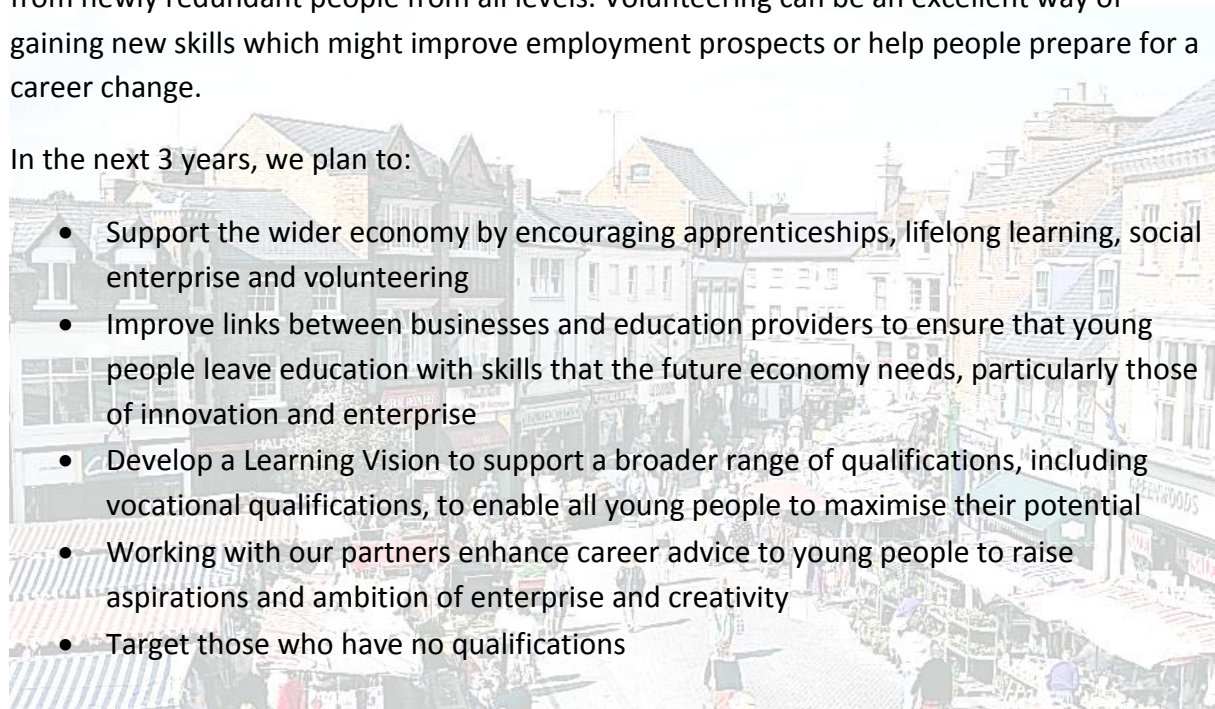
The Council will work with its partners (educational providers, employers etc) to encourage schools and the college to promote innovation and enterprise activity early in primary schools and continue throughout the educational system.

More engagement with employers will capture their views on the skills of the local workforce and their view about the work readiness and skills of people leaving full-time education.

Closer links between schools, Brooksby Melton College and local businesses will ensure that young people in the Borough leave the education system with a broad range of qualifications and skills that are well-matched to future economic and social needs.

Voluntary organisations in the Borough will have seen an increased number of volunteers from newly redundant people from all levels. Volunteering can be an excellent way of gaining new skills which might improve employment prospects or help people prepare for a career change.

In the next 3 years, we plan to:

- 
- Support the wider economy by encouraging apprenticeships, lifelong learning, social enterprise and volunteering
 - Improve links between businesses and education providers to ensure that young people leave education with skills that the future economy needs, particularly those of innovation and enterprise
 - Develop a Learning Vision to support a broader range of qualifications, including vocational qualifications, to enable all young people to maximise their potential
 - Working with our partners enhance career advice to young people to raise aspirations and ambition of enterprise and creativity
 - Target those who have no qualifications

We will have succeeded, if by 2015;

- **Fewer skills shortages are reported by local businesses.**
- **The baseline economy has been strengthened and unemployment has fallen back to below 1.4%**
- **More young people have been supported to pursue a career in enterprise.**
- **Increased the percentage of working age population with NVQ level 4 or higher year on year.**
- **The proportion of 16-19 year olds not in education, employment or training (NEETS) has decreased to less than 8%.**
- **A programme of works has been developed to deliver a 16-19 year further education establishment in the Borough.**

4.3 Strategic Priority 3 Improving the Vitality of the Boroughs Town and Villages

Melton Mowbray is the main service and employment centre, the local economy has traditionally focused on farming and associated food products.

Even during the current economic recession Melton Mowbray has sustained a high level of business confidence, customer satisfaction and levels of footfall. The town centre renaissance will aim to improve and link retail, the Heritage/Culture offer and the leisure areas and attract the right mix of shops-national chains and specialist niche shops- to encourage more people to come into the town, stay longer and spend more.

In 2011, the Melton Mowbray Business Improvement District was created, with a 3 year business plan, supported by a range of activities. The Council will continue to work closely with the BID in delivery of the activities and projects that will aim to improve the viability of the town centre.

During the life of this strategy we will focus key developments at our strategic regeneration opportunities through our Melton Mowbray Town Centre Area Action Plan.

We know that there is a significant change with regards to users of the town during the day and then the night. Ensuring that there is good and varied offer during the night, which is supported by creating a safe environment, will be a key action supporting this priority.

We are also committed to protecting the rural economy, so that the local countryside can support living, working, sustainable communities. We know that there are issues of economic adjustment which stem from broad social, technological and economic changes. The Council has committed its support for the sub-regional Broadband project and aims to maximise its potential after being an early adopter, which will clearly improve the opportunities for business growth.

In the next 3 years, we plan to:

- Develop a Melton Mowbray Town Centre Area Action Plan
- Follow the actions specified for the town in the overarching Town centre
- Improve the night-time economy
- To have supported the MM Business Improvement District Company in delivering all of the Business Plan commitments.
- Develop a better understanding of our rural economies through economic assessments
- Support the Development of the Broadband project across the Borough
- Promote sustainable transport and logistical solutions for businesses including home-working and the provision of a new road infrastructure

We will have succeeded, if by 2015;

- **The renaissance of Melton Mowbray Town centre has begun, providing a first class shopping experience and a cultural draw.**
- **Rural economies are becoming stronger with new and diverse rural businesses.**
- **A broader and safer offer of the night-time economy increases footfall.**
- **Local businesses have been helped to reduce their carbon footprint by March 2014 easing their vulnerability to increasing fuel and reducing traffic congestion.**
- **The proportion of residents that work and live in the Borough increases by 8%.**

4.4 Strategic Priority 4- Maximising Inward Investment and Tourism

Over the past 50 years the Borough has developed into a growing manufacturing and service economy with an international reputation for local food products, such as Stilton Cheese and Melton Mowbray pork pies, contributing to the brand image of Melton.

Working with our partners in Melton Promotions we will build on this strong image and brand of 'Rural Capital of Food & Drink', by developing sustained events such as the East Midlands Food and Drink festival, The British Pie awards and others that directly relate to this and which will attract further investment and promote the town and borough as a flourishing tourist destination.

The Council has a very good track record of securing external funds and attracting inward investment and we will continue to develop projects that will deliver outcomes that meet the economic and social needs of the Borough. We have already secured £50,000 as part of a skills and employment project with targets skills and employability, to be completed by November 2013 and working in our priority neighbourhoods.

We need to work harder on promoting the advantages of the area as a place to locate leading edge businesses and attract highly-skilled employees. Through continued partnership working; we stand the best chance of promoting the Borough as a first class business destination.

The LLEP Economic Growth Plan recognises that there is a need to balance the supply of employment land and premises, as a prerequisite for the area to be able to maximise its economic performance. Our Economic Assessment noted a clear lack of 'fit for purpose' employment land and premises has acted as a constraint for growth in the past. The provision of a new road infrastructure and a focus on skills will support this.

Working with our partners we need to invest in key infrastructure to unlock and accelerate the development of new employment sites. To assist in this, our Core Strategy delivers an Employment Growth Area to provide a high-quality business park environment. This will be supported by the 'new road' infrastructure that will promote economic growth and sustainable transport.

In the next 3 years, we plan to:

- Build on our brand image and reputation of 'Rural Capital of Food & Drink'.
- Maximise opportunities to attract inward investment and new funding by working more closely with partners by providing an Inward Investment Strategy Statement.
- Develop excellent relationships with local businesses with a focus around sustainability and growth for local needs, particularly targeting high growth innovation companies.
- Increase the supply of 'fit for purpose' employment land and premises.
- Attract new funding to the economy to stimulate growth and accelerate development, including the new road infrastructure.



We will have succeeded, if by 2015;

- **The Borough benefits from increased investment.**
- **We have established and sustained nationally recognised events related to food & drink.**
- **The amount of new funding to the economy has increased.**
- **New businesses in the borough through 'fit for purpose' employment land and premises increases over the 5% regional projections.**
- **We have a developed clear plan for the delivery of the 'new road' infrastructure.**



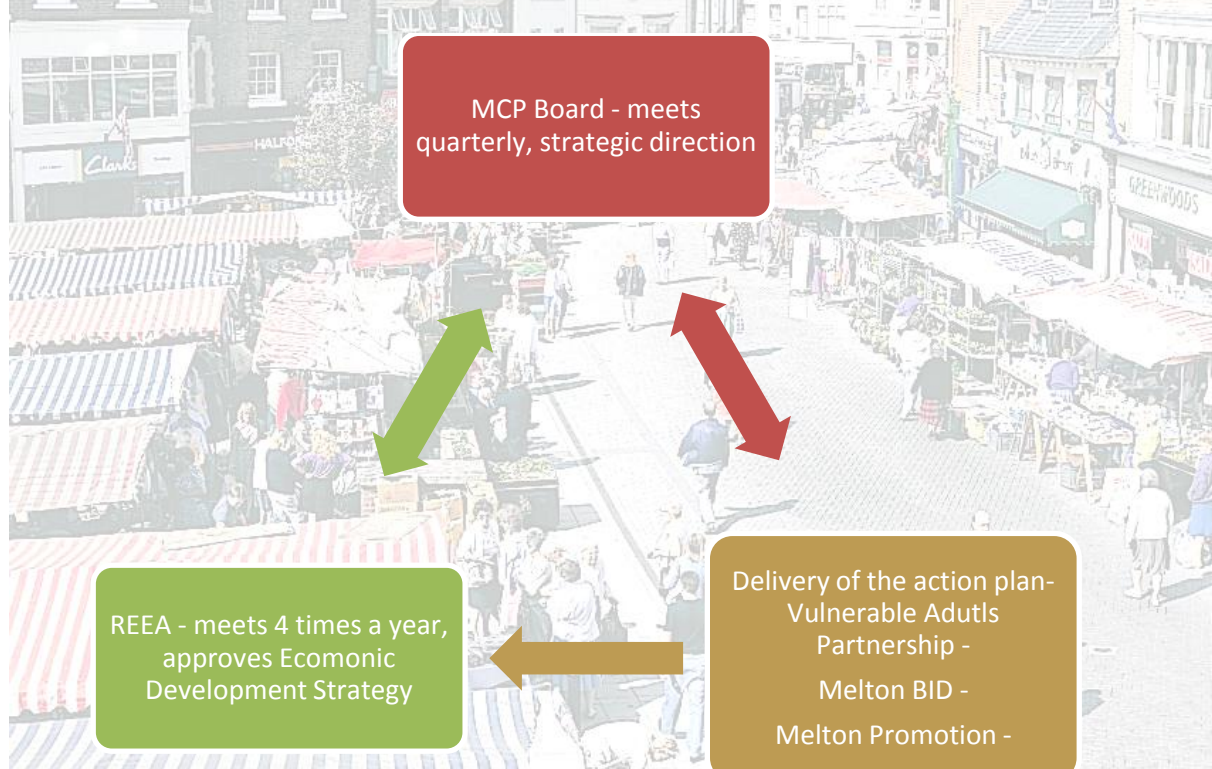
5 Monitoring and Evaluation

The Melton Community Partnership (MCP) will be leading on taking forward the Economic Development Strategy.

- The MCP will provide the strategic direction and leadership in promoting the local economic development strategy and address the 4 key priorities, inward investment, employment and skills, developing local business and encouraging the tourism agenda.
- The Partnership will promote the delivery through an action plan that will be taken forward by a number of the delivery groups.

The MCP will be monitoring and reviewing the progress of the strategy at the quarterly meetings chaired by the Leader of the Council. The action plan for this strategy will be taken forward by our multi agency Partnership groups – Vulnerable Adults, Melton BID, and Melton Promotion.

Economic Development Strategy Monitoring Arrangements:



The Action Plan that will be developed will be taken on by the 3 core delivery groups, and who will monitor and review the progress, reporting back to the MCP.

6 Contact Details



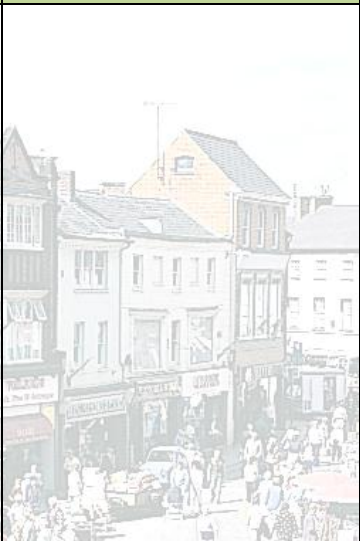

Economic Development Strategy	Harrinder Rai- Head of Communities & Neighbourhoods and Christine Marshall- Strategic Director	Tel: 01664 502 439 Email: hrai@melton.gov.uk Or cmarshall@melton.gov.uk
Economic Development Strategy Delivery	Maria Ramshaw – Economic Development Officer	Tel: 01664 502496 Email: mramshaw@melton.gov.uk
Melton Sustainable Community Strategy/Melton Commissioning Plan 2012-15	Emma Trahearn- Community Policy Officer	Tel: 01664 502 552 Email: etrahearn@melton.gov.uk
Melton Core Strategy	Paul Gilding- Planning Policy Officer	Tel: 01664 502 361 Email: pgilding@melton.gov.uk
Business Liaison/Melton Promotions	Lisa Brown/Shelagh Core - Town Centre Managers	Tel : 01664 502 335 Email: lbrown@melton.gov.uk or score@melton.gov.uk
Skills and Employment	Gemma Sanders, Employability and Skills Officer	Tel: 01664 504 239 gsanders@melton.gov.uk



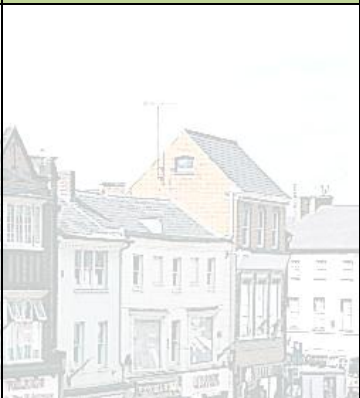
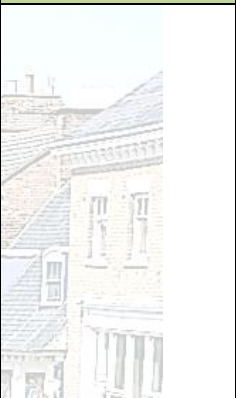


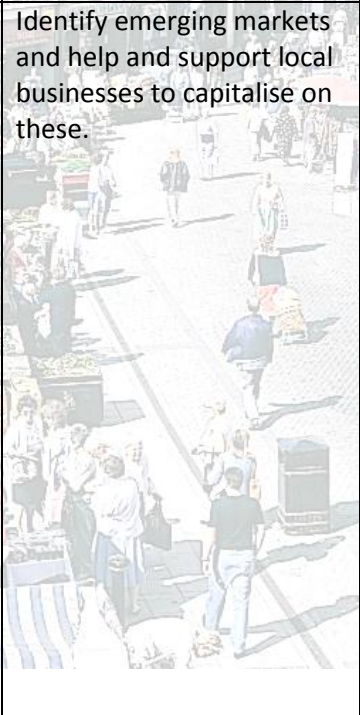




1. Action Plan

Strategic Priority 1- Promoting Innovation and Enterprise

No.	Action	Target	Milestones	Lead Officer/ Resources	Partners	Progress
1.	Produce a package of measures aimed at growing innovative businesses.	More innovative, knowledge based businesses set up	Continue to promote the current support packages available and devise new measures to support new and existing businesses.	Economic Development Officer	MBC, Pera, Melton Brooksby College, MV16, Melton Mowbray BID Company	<p>MR – Collaborating with Pera to organise a Business Start-Up Event in October 2013: Progressing.</p> <p>MR - Contact BMC, MV16 and Pera and work with BID to organise Working Group: Progressing.</p> <p>MR – Attend Learning Forum: March 2014.</p> <p>MR - Research support packages and funding aimed at businesses: Completed.</p>

No.	Action	Target	Milestones	Lead Officer/ Resources	Partners	Progress
				Strategic Director/ Economic Development Officer		MR – Engagement with the Rotary Business Support Initiative to promote support and mentoring opportunities: Progressing. CM/MR - Engage with established innovative businesses: Q1 & Q2 2013 and progressing.
2.	Promote more small, flexible and affordable business premises and support to assist enterprises to start and grow in the Borough.	Working with our partners the number of both businesses with a focus on the leading edge innovation has increased.	Review of employment land and PACEC report market employment indicators by September 2012	Policy Manager/ Planning Policy Officer Town Centre Managers	MBC Potential Developers LLEP MBC, Potential Developers, Old Dalby, Pera, Snowhill Industrial Estate	JW – Melton Local Plan Programme is in advanced stages of production and process due to commence: Progressing. SC – Commercial Premises promoted on MBC and BID websites, updated on monthly basis: Progressing.





No.	Action	Target	Milestones	Lead Officer/ Resources	Partners	Progress
				Strategic Director/ Economic Development Officer Economic Development Officer/ Estates Manager		CM/MR - Work with agents, landowners and developers to bring forward suitable sites: Q1 & Q2 and progressing. MR/JG - Conduct Industrial Unit Review: October 2013.
3.	The number of businesses (new and existing) failing in the first year has decreased. 	Work with partners to assist people setting up their own business by developing a programme of events. 	Identify emerging markets and help and support local businesses to capitalise on these. 	Town Centre Managers/ Economic Development Officer Economic Development Officer/ Central Services Team Leader	MBC Melton Mowbray BID Company. MBC	SC/LB/MR – Continued business support with grant funding, business training, marketing and signposting to support businesses: Progressing. MR/RB – Develop a Small Business Procurement Charter to encourage tender opportunities for Melton Borough businesses: progressing.



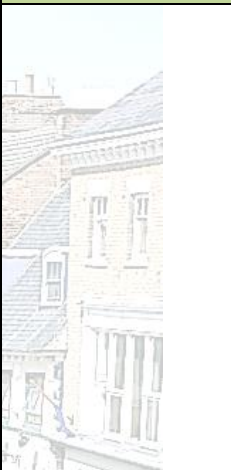



No.	Action	Target	Milestones	Lead Officer/ Resources	Partners	Progress
4.	Encourage a culture of innovation and enterprise. 	Gross value added (GVA) per person has increased by 3% per annum	To agree implementation plan with Pera and other related providers by September 2013.	Economic Development Officer	MBC Pera LLEP	<p>MR – Work with partners to agree Implementation Plan: Progressing.</p> <p>MR – Met with Pera Foundation to obtain contacts for business ‘Ambassadors’ to go into schools and colleges to promote enterprise: Completed.</p> <p>MR – Met with Pera Training to understand how they approach innovation and enterprise: Completed.</p>
5.	Provide a strong network of support services. 		Devise a programme of 2 annual events aimed at supporting businesses and to encourage enterprises.			MR – Use feedback from survey to inform best course of action re: events and workshops: Completed.


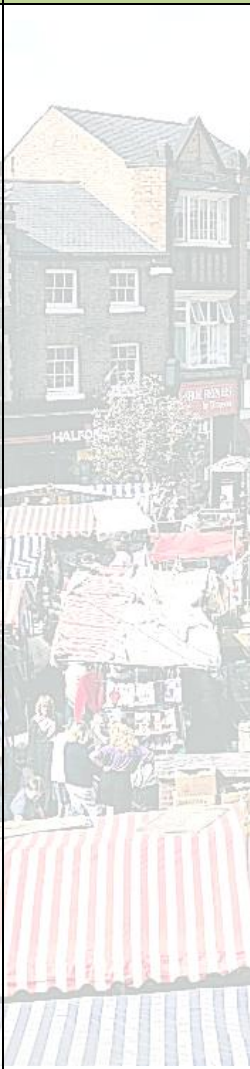


No.	Action	Target	Milestones	Lead Officer/ Resources	Partners	Progress
			<p>Build on the existing network of support services dedicated to meeting business & local economic needs during 2013-2014</p>			<p>MR – Business Support Event targeted at start-up businesses: October 2013.</p> <p>MR – Devised Business Enquiry Form to obtain enquiry details, in order to monitor types of enquiries MBC receive: Completed.</p> <p>MR - Lead on the production of Business Matters Newsletter, due to be distributed to 1500 local businesses: Completed.</p>



Strategic Priority 2- Enhancing Aspirations, Skills and Creating Economic Activity


. No.	Action	Target	Milestones	Lead Officer/ Resources	Partners	Progress
6.	Support the wider community by encouraging citizens to obtain access to affordable credit and encourage a culture of savings reducing the reliance on pay day loans and door step lenders	To ensure the Credit Union is sustainable and is able to support customers with the appropriate help and advice.	<p>New Branch of Credit union successfully opened April 13</p> <p>Encourage organisations to take part in the pay day savings schemes</p> <p>Continue to update the Melton Borough Council website with advice for individuals requiring financial support</p>	Financial Inclusion Officer	MBC Clockwise CU CAB	<p>MS – New co - located branch (with HomeStart) seeing an increase in number of accounts opened: Progressing.</p> <p>MS - List of larger local businesses provided to Clockwise: Progressing.</p> <p>MS – Clockwise Leicester report an increase in online applications from Melton: Progressing.</p>

. No.	Action	Target	Milestones	Lead Officer/ Resources	Partners	Progress
			Launch a 'jam-jar' account (guarantees to pay priority bills first – like rent) as part of the East Midlands credit union			MS -MBC is a founder member of the East Midlands Credit Unions Project and a series of training event will take place over next 12 months in anticipation of UC: Progressing.
7.	Working with our partners to enhance free money, debt advice and increase skills in money management.	Increase the number of appointments seen by the Money Advice Service	Increase the number of Money Advice Sessions held at Parkside	Financial Inclusion Officer	MBC Money Advice Service Clockwise Credit Union Pay Plan Step Change Debt Charity	MS – Met with Money Advice Service Strategic Director regarding the next 12 months of MAS and linking their service to the JC+: Completed. MS - Money Advice at the Office 2 times/month and all 12 slots are booked - looking at additional days: Progressing.

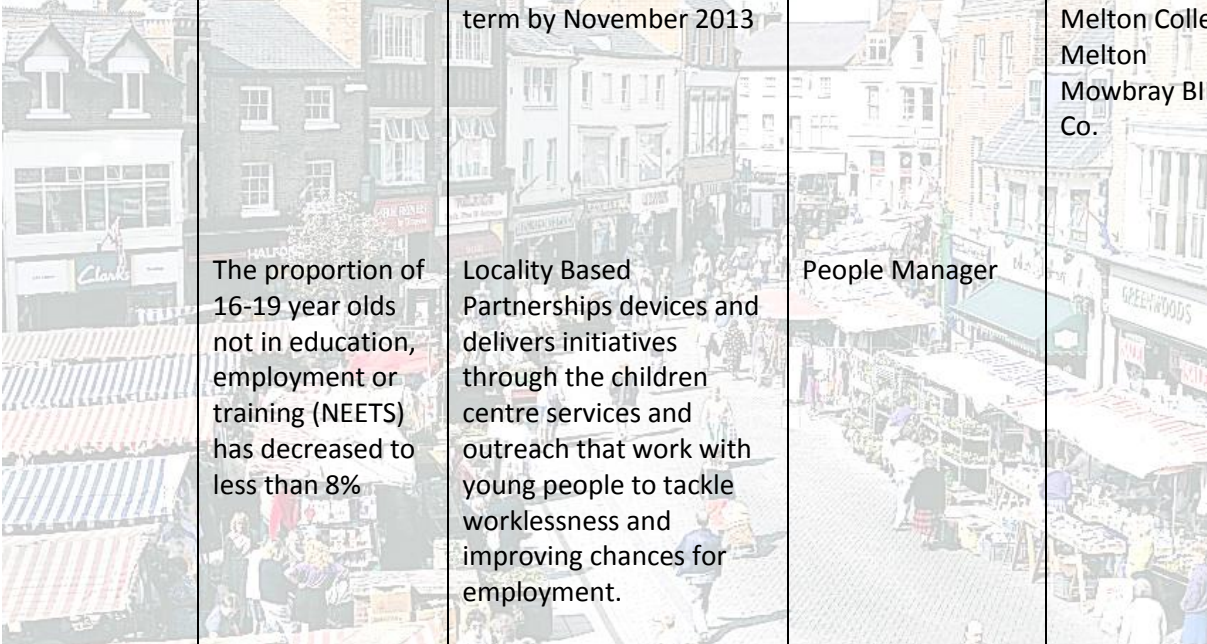

. No.	Action	Target	Milestones	Lead Officer/ Resources	Partners	Progress
		<p>Increase the number of agencies offering support.</p> <p>Citizens benefit from increased financial awareness</p>	<p>Speak to agencies who provide on line debt management</p> <p>Promote information and basic skills understanding bank accounts</p>			<p>MS – Met with Payplan who can offer an online service which is now promoted on the MBC website: Completed.</p> <p>MS – Clockwise offering basic bank account training sessions at Phoenix House: Progressing.</p>
8.	<p>Support the wider economy by encouraging apprenticeships, lifelong learning, social enterprise and volunteering</p> 	<p>The baseline economy has been strengthened and unemployment has fallen back to below 1.4%</p>	<p>All short term targets within Employability & Skills project are met by November 2012, medium by Jan 2013 and long term by November 2013</p> 	<p>Skills & Employability Key Worker</p> 	<p>MBC Melton Mowbray BID Co. Locality based Partnership HPIG LLEP VAL</p>	<p>GS - Social Enterprise Way Leicestershire group working with some existing SE's: Progressing.</p> <p>GS - Progressing with businesses around applications and developing partners contact details: Progressing.</p>




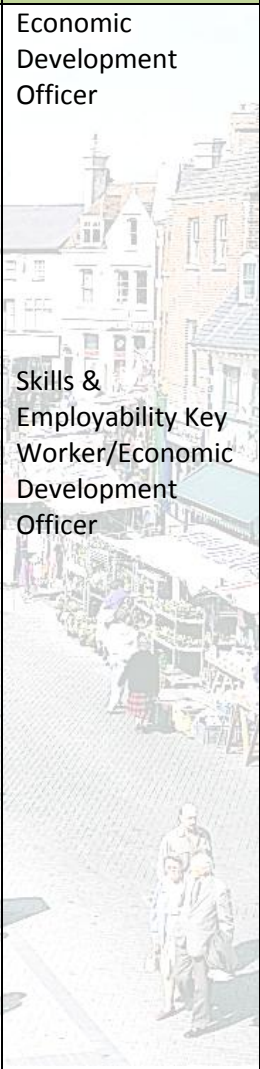
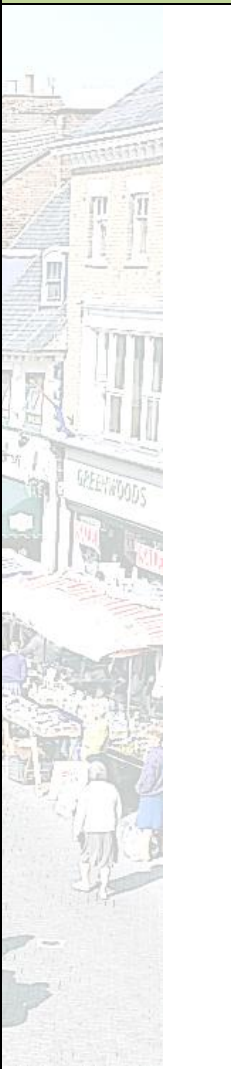
. No.	Action	Target	Milestones	Lead Officer/ Resources	Partners	Progress
			<p>Encourage organisations to take interns as part of their pre-employment training.</p> <p>Continue to update the Melton Borough Council website with advice in relation to employability and skills.</p>	 <p>Economic Development Officer</p>	 <p>Prospects</p>	<p>GS - Organise event for National Apprentice Week: Taking to next Learning Forum- March 2014.</p> <p>GS – Support Rural Apprenticeship Programme: Progressing</p> <p>SC/MR – Encourage apprenticeships, internships, work experience & volunteering to businesses: Progressing.</p> <p>MR – Co-ordinate website updates with current contact details, funding, events, newsletter, survey, job fayre: Completed.</p>

. No.	Action	Target	Milestones	Lead Officer/ Resources	Partners	Progress
			Promote volunteering as a way of preparing for employment in partnership with VAL with a series of initiatives during 2013	Community Policy Officer/ Skills & Employability Key Worker	VAL	<p>MR - Develop registration section on website to capture businesses operating from home: Completed.</p> <p>ET – Progress work around Social Enterprises and Worklessness Task Group: Progressing.</p> <p>GS – Maximise opportunities from the: Learning Forum, Working Skills Group and Employability and Skills Sub Group: Progressing.</p>
9.	Improve links between businesses and education providers to ensure that young people leave education with skills that the future economy needs, particularly those of innovation and enterprise	Fewer skills shortages are reported by local businesses	Set up an established working group with the BID, education providers, Pera, Brooksby College by September 2013.	Economic Development Officer	MBC, Locality based Partnership, Schools, Brooksby Melton College, Melton Mowbray BID Company, Pera,	MR – Analyse survey feedback regarding skills shortage and employer needs: Completed.

. No.	Action	Target	Milestones	Lead Officer/ Resources	Partners	Progress
		<p>Increased the percentage of working age population with NVQ level 4 or higher year on year</p>	<p>Promote the Apprenticeship framework to employers</p> <p>Encourage employers to up skill their workforce to at least NVQ levels 2 & 3</p> <p>Increase the number of local businesses through providing work experience, shadowing mentoring, presentations by employers and enterprise activities</p>		<p>LLEP</p>	<p>MR – Obtain Melton Borough destination figures: October 2013.</p> <p>MR –Met with Pera Foundation to understand how they approach education, skills and enterprise: Completed.</p> <p>MR – Obtain LLEP Skills Report: October 2013.</p> <p>MR – Promote Apprenticeship Framework via surveys and use feedback to engage businesses: October 2013.</p> <p>MR – Work with Pera Training on the Skills Support for the Workforce programme: Progressing.</p>

. No.	Action	Target	Milestones	Lead Officer/ Resources	Partners	Progress
						<p>MR – Engage with employers and enterprise agencies. Organise event for those looking to become self-employed: October 2013.</p> <p>SC/MR – Use survey feedback to engage with employers and obtain information on current skills shortage: October 2013.</p> <p>SC/MR - Promote Wage Incentive Programme, work experience etc via Surveys/Newsletter: Completed.</p> <p>GS - Very successful Job Fayre in September 2012, April 2013 and August 2013: Completed.</p>

. No.	Action	Target	Milestones	Lead Officer/ Resources	Partners	Progress
10.	<p>Develop a Learning Vision to support a broader range of qualifications, including vocational qualifications, to enable all people to maximise their potential</p> 	<p>More young people have been supported to pursue a career in enterprise</p> <p>The proportion of 16-19 year olds not in education, employment or training (NEETS) has decreased to less than 8%</p>	<p>All short term targets within Employability & Skills project are met by November 2012, medium by Jan 2013 and long term by November 2013</p> <p>Locality Based Partnerships devices and delivers initiatives through the children centre services and outreach that work with young people to tackle worklessness and improving chances for employment.</p>	<p>Skills & Employability Key Worker</p> <p>People Manager</p>	<p>MBC Locality based Partnership Schools and Brooksby Melton College Melton Mowbray BID Co.</p>	<p>GS – Phoenix House as a training and skills facility - Pilot undertaken with Sainsbury's: REEA report -going to PFA in September 2013: Completed.</p> <p>RB - Develop through Locality Based Partnership: Progressing.</p>
11.	<p>Working with our partners enhance career advice to young people to raise aspirations and ambition of enterprise and creativity</p> 	<p>Programme of works has been developed to deliver a 16-19 year further education establishment.</p>	<p>All short term targets within Employability & Skills project are met by November 2012, medium by Jan 2013 and long term by November 2013</p>	<p>Skills & Employability Key Worker</p>	<p>MBC, Locality Based Partnership, Schools, MM BID Company, Brooksby Melton College, Pera</p>	<p>GS – Employment and Skills Project June 2013 – March 2015: Progressing.</p>






. No.	Action	Target	Milestones	Lead Officer/ Resources	Partners	Progress
			 <p>Working with the education sector and employers host an annual event, promoting innovation and enterprise opportunities to raise ambition and aspiration of young people</p>	 <p>Economic Development Officer</p> <p>Skills & Employability Key Worker/Economic Development Officer</p>		<p>MR – Obtain destination figures from education establishment in the Borough to ascertain where 16-19 year old go after school/college: October 2013.</p> <p>MR/GS – Further consultation with Pera Foundation and other education establishments: Progressing.</p> <p>MR – Met with Pera Foundation to discuss options to work together: Completed.</p> <p>GS/MR- High knowledge based businesses coming into schools to encourage training in emerging sectors: Progressing.</p>

. No.	Action	Target	Milestones	Lead Officer/ Resources	Partners	Progress
						GS - Targets and goals reviewed: Completed.












Strategic Priority 3 Improving the Vitality of the Boroughs Town and Villages





No.	Action	Target	Milestones	Lead Officer/ Resources	Partners	Progress
12.	Develop a Melton Mowbray Town Centre Area Action Plan	To have started the renaissance of Melton Mowbray	To have an agreed and developed Town Centre Area Action Plan by Oct 2013 To have completed a Car Parking Strategy by Sep 2013	Policy Manager/Planning Policy Officer Policy Manager/Planning Policy Officer	MBC	HR/PG – Draft brief drawn up and being finalised: October 2013. HR/PG – Consultants appointed and initial evidence gathering begun: October 2013.
13.	Deliver some of the regeneration actions for Melton Mowbray	To have started the renaissance of Melton Mowbray	Delivery of short term initiatives coming out of Town centre AAP. To have progressed on the cattle market regeneration project by October 2013	Policy Manager/Planning Policy Officer Strategic Director/Property Team	MBC, Melton Mowbray BID Company, LCC	JW - Develop the Melton Local Plan, which will feature Town Centre Master Plan. CM/JW -Cattle Market Working Group to consider way forward with reports to REEA: September 2013.



No.	Action	Target	Milestones	Lead Officer/ Resources	Partners	Progress
14.	<p>Improve the night-time economy</p> 	<p>To have started the renaissance of Melton Mowbray</p>  <p>A broader and safer offer of the night-time economy increases footfall</p>	<p>Develop a campaign to promote the night-time economy by November 2013</p>  <p>Secure a 'purple flag- like' scheme for the town by June 2014</p>	<p>Town Centre Managers/TL-CS/</p>  <p>Town Centre Managers</p>	<p>MBC, Safer Melton Partnership, Melton Mowbray BID Company</p>  <p>Melton Promotions, Leicestershire Promotions</p>	<p>SC - Cllr Alan Pearson appointed as LCC Director of BID Board September 2013: Completed.</p> <p>SC – Two new BID Directors appointed to represent Pubwatch and Evening Economy: Completed.</p> <p>SC - Dine Before Nine Campaign launched 21st September -7th Oct to promote restaurants and evening food/drink offer: Completed.</p> <p>LB – Work with partners to develop the overnight and weekend break market to increase the demand for evening economies: Progressing.</p>





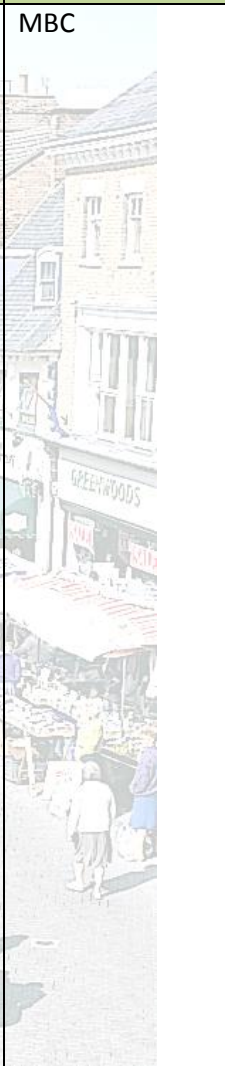
No.	Action	Target	Milestones	Lead Officer/ Resources	Partners	Progress
						<p>LB – Commission LLP for a consultation document on key event funding criteria to assess which major events attract overnight visitors and benefit the evening economy. LLP to provide quote for consultation: Progressing.</p> <p>SC- Town Centre Project Co-ordinator appointed, funded by BID as CCTB and– will be leading on the Safer Award Scheme 2013/2014: Completed.</p> <p>SC - BID/SMP Delivery Groups leading: Progressing.</p>



No.	Action	Target	Milestones	Lead Officer/ Resources	Partners	Progress
				 <p data-bbox="1312 847 1480 1015">Town Centre Managers/ Economic Development Officer</p>		<p data-bbox="1805 272 2045 624">SC/LB – Develop ‘Evening Melton Promotions’ network: Contacting key representatives of the evening economy to take forward. Action by: March 2014.</p> <p data-bbox="1805 663 2045 807">SC/LB - Funding bid for Footfall Counter in town centre: Completed.</p> <p data-bbox="1805 847 2045 983">SC/MR -Business Matters Newsletter distributed August 2013: Completed.</p> <p data-bbox="1805 1023 2045 1302">SC/LB/MR - Set up Evening Economy Steering Group with BID to develop Action Plan. To be raised at Pubwatch meeting by SC: October 2013</p>

No.	Action	Target	Milestones	Lead Officer/ Resources	Partners	Progress
						<p>LB - Further development of Taste Campaign via Melton Promotions: Progressing.</p> <p>LB – Organise Melton events, especially those ranked highly by residents and visitors: Progressing.</p>
15.	<p>To have supported the MM Business Improvement District Company in delivering all of the Business Plan commitments.</p> 	<p>Local businesses have been helped to reduce their carbon footprint by March 2014 easing their vulnerability to increasing fuel and reducing traffic congestion</p>	<p>Carry out review of progress of MM BID Business Plan by January 2013.</p> <p>Publish annual report by March 2013</p> 	<p>Town Centre Managers</p> 	<p>MBC Melton Mowbray BID Company</p> 	<p>SC/LB – YR 1 95% collection and delivery of YR1 Business Plan Projects. Yr 2 projects underway, 90% collection to date: Completed.</p> <p>SC/LB - Development into strategic issues planned for YR2: Progressing.</p>

No.	Action	Target	Milestones	Lead Officer/ Resources	Partners	Progress
				Head of Communities and Neighbourhoods/ Town Centre Managers		SC – BID AGM & Annual report produced Feb 2013. Newsletter & Summary of BID accounts: Completed. HR/SC/LB - Car Parking Strategy 2013: Completed.
16.	Support the rural economy by working with rural businesses to understand their diverse business needs and to aid business growth.	Rural economies are becoming stronger with new and diverse rural businesses.	<p>Conduct ‘access to services and provision’ analysis for our rural communities.</p> <p>Commission ‘Local Futures’ to do a Melton Profile.</p> <p>Conduct business surveys with rural businesses to understand their specific needs and to aid our understanding of the limits to business growth.</p>	<p>Planning Policy Officer</p> <p>Head of Communities and Neighbourhoods</p> <p>Economic Development Officer</p>	<p>MBC Rural Community Council Parish Councils LRP</p> <p>MBC</p> <p>MBC</p>	<p>JW – Melton Local Plan development to include intensive ‘conversations’ with rural communities: Progressing.</p> <p>HR – Results of Local Futures Profiles: Completed.</p> <p>MR - Survey analysis will inform support packages for rural businesses: Completed.</p>

No.	Action	Target	Milestones	Lead Officer/ Resources	Partners	Progress
			<p>Support rural attraction and accommodation providers/businesses to become quality assured and gain improved ratings.</p> <p>Commit to ensuring rural businesses and those businesses operating from home are able to access business support, advice and information.</p>	<p>Town Centre Manager</p> <p>Economic Development Officer</p>	<p>Melton promotions, Leicestershire promotions & MBC</p> <p>MBC</p>	<p>LB – To engage and work with local attraction and accommodation providers: Progressing.</p> <p>MR - Businesses operating from home can now register on MBC website to receive Business Matters newsletter, business survey: Completed.</p>
17.	Work with our partners and local businesses to improve links with rural communities and businesses to enhance knowledge transfer.	Increase the number of rural businesses engaging with the council and its partners	<p>Consult with rural businesses to monitor our business support packages.</p> <p>Establish rural forums/rural task groups to help shape support for rural businesses and mainstream rural interests.</p>	<p>Strategic Director/ Economic Development Officer</p> <p>Economic Development Officer/ Town Centre Managers</p>	<p>MBC</p> <p>MBC, Rotary Business Support Initiative, Melton Promotions</p>	<p>CM/MR/LB –Engage with rural businesses to understand their specific needs and expansion plans: Progressing.</p> <p>MR – Review current support offered to rural businesses and consider RCC recommendations: Progressing.</p>

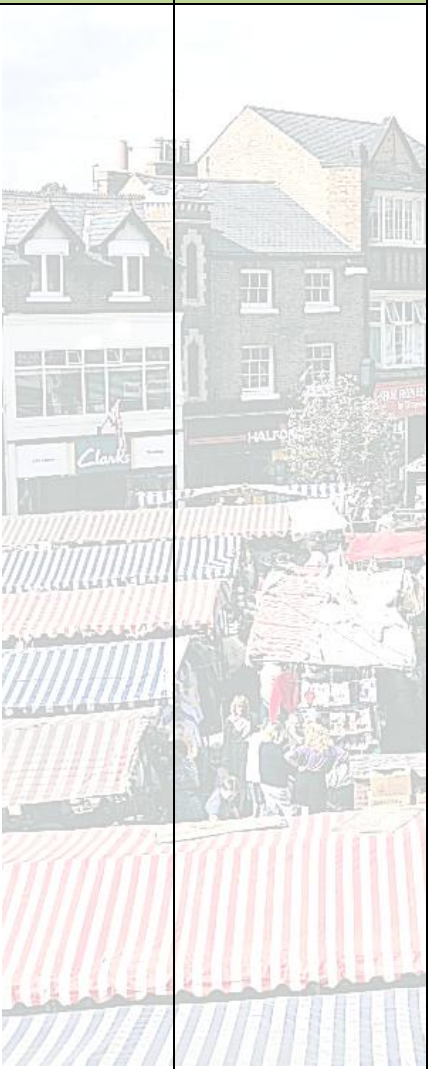
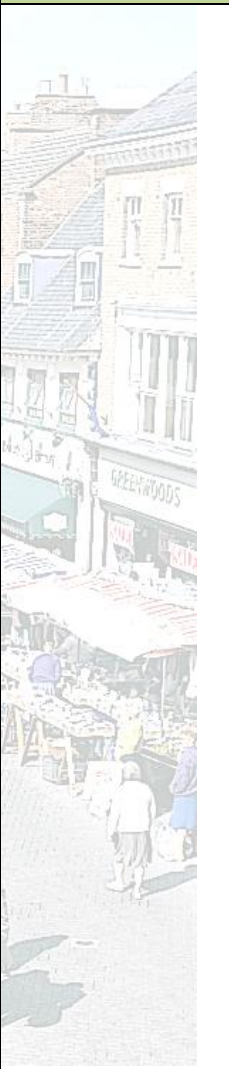
No.	Action	Target	Milestones	Lead Officer/ Resources	Partners	Progress
			 <p>Promote the Wheels to Work Initiative to rural employers</p>	 <p>Economic Development Officer/ Wheels to Work Co-ordinator</p>	 <p>MBC</p>	<p>SC -Partnership working with Kerching and Borough villages to launch Destination Village Markets; support & promotion of Borough villages: Progressing.</p> <p>Destination Bottesford event Aug and Dec 2013, Wymondham Windmill event November 2013, Farmers Market Forum set up September 2013: Completed.</p> <p>MR – Promote Wheels to Work on MBC business pages and to individual: Completed.</p>

No.	Action	Target	Milestones	Lead Officer/ Resources	Partners	Progress
18.	Develop the Broadband project across the Borough 	The proportion of residents that work from home increases. Businesses and residents can communicate and carryout business more effectively.	Commit and contribute to the countywide 'Broadband' scheme. Broadband is available across the borough.	Strategic Director/ Economic Development Officer	LCC MBC 	CAM/MR – Broadband programme 2013-2016 – Project Team to be established at LCC. Phase Plan as part of procurement: Progressing. CM – Change Control for District Funding: November 2013. CM – Buckminster Estate Wireless Scheme & Belvoir Wireless Scheme live: Completed. MR - Obtain views on BB availability/ need via surveys: Completed. MR –Review broadband information received from LCC: Completed.

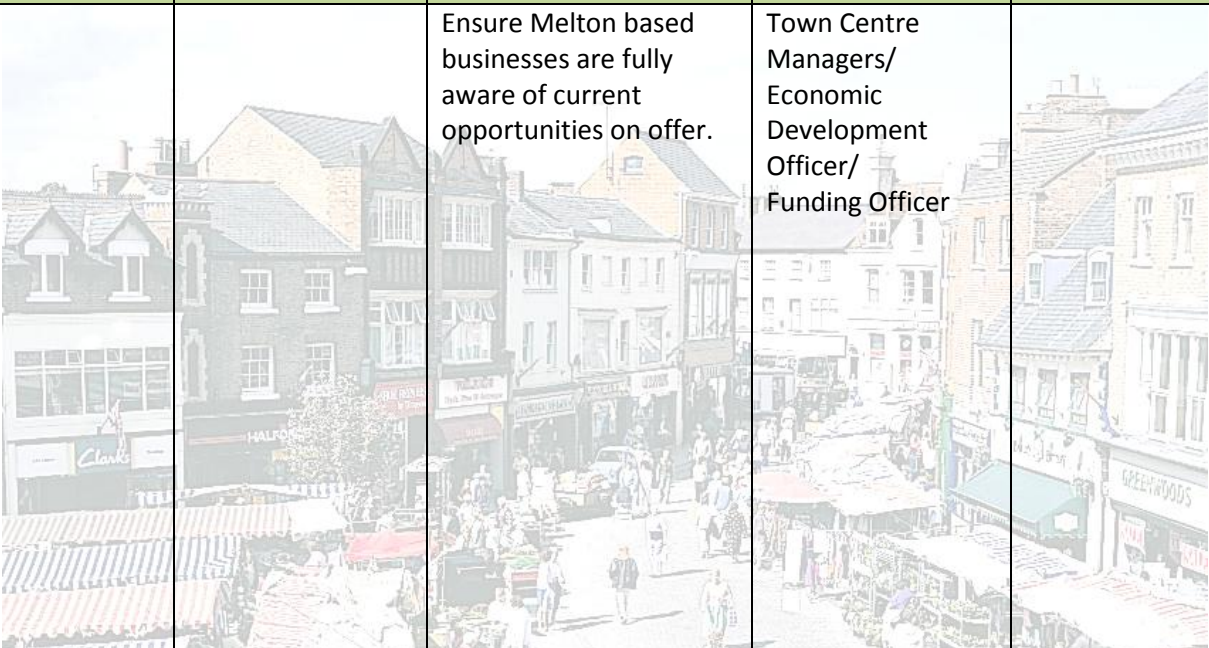
No.	Action	Target	Milestones	Lead Officer/ Resources	Partners	Progress
19.	Promote sustainable transport and logistical solutions for businesses including home working		<p>Work with Businesses and the MM BID to help people looking at setting up their own business by developing a shared programme of events during 2013.</p> <p>Develop community transport links between villages and the town to improve access to local services and local provisions.</p>	<p>Town centre Managers/ Economic Development Officer</p> <p>Skills & Employability Key Worker/ Community Policy Officer</p> <p>Town centre Managers/ Community Policy Officer.</p>	<p>LCC MBC Melton Mowbray BID Co.</p>	<p>SC/LB – Formulate Business Support Model: Progressing</p> <p>SC/MR – Organise events to encourage and support start-ups: October 2013.</p> <p>GS/ET – Consider Job Centre Plus, buses to Old Dalby, Wheels to Work and VAM and community transport: Progressing.</p> <p>ET – VAM Community Transport Scheme could be widened to link businesses, evening economy and become a social enterprise: Progressing.</p>


Strategic Priority 4- Maximising Inward Investment and Tourism




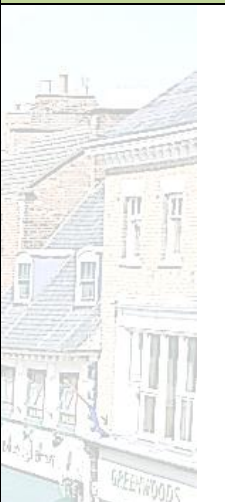
No.	Action	Target	Milestones	Lead Officer/ Resources	Partners	Progress
20.	Build on our brand image and reputation of 'Rural Capital of Food & Drink'	<p>The Borough benefits from increased investment</p> <p>We have established and self sustained nationally recognised events/initiatives related to food & drink by 2015</p>	<p>Annual report on progress against priorities within the Melton Tourism Blueprint by June 2013.</p> <p>Deliver at least 1 food & drink short breaks campaign a year.</p>	<p>Town Centre Managers</p> <p>Strategic Director/ Head of Communities and Neighbourhoods/ Town Centre Managers/ Economic Development Officer</p>	<p>Melton Promotions, Board Melton Mowbray Food Partnership, MBC</p>	<p>LB - Tourism Blueprint has been refreshed and focuses on Rural Capital of Food and Drink: Completed.</p> <p>LB - Convert day breaks into overnight and short-term breaks: Progressing.</p> <p>HR – Report to CSA Committee June 2013 – Funding Strategy to be developed for future events: Progressing.</p> <p>CM/MR/SC/LB – MCP Task and Finish Group Action Plan. Consider Leicestershire Food Enterprise Centre Project: Progressing.</p>

No.	Action	Target	Milestones	Lead Officer/ Resources	Partners	Progress
			<p>Evaluate the effectiveness and value of [food & drink related] events to establish 6 key sustainable events throughout the year by October 2013 and promote these.</p> <p>Refresh the Tourism Blueprint, following analysis of the STEAM tourism report and promote the heritage theme.</p>	Town Centre Managers		<p>LB - Evaluation of events revealed very positive results. Large majority of respondents want events to continue: Progressing.</p> <p>LB - Obtaining coach booking information from a variety of sources to evaluate economic value to the Town: Progressing.</p> <p>LB –Employed a Meet and Greet person for Tuesdays to meet coaches: Completed.</p> <p>LB – Tourism Blueprint has been refreshed: Completed.</p> <p>LB - Understand relationship with Leicestershire Promotions following new contract: Progressing.</p>

No.	Action	Target	Milestones	Lead Officer/ Resources	Partners	Progress
21.	Maximise opportunities to attract inward investment and new funding by working more closely with partners	The amount of new funding to the economy has increased	Use the analysis of the relative opportunities coming forward for strategic employment investment and delivery of the short term (1-5 years) initiatives Using the Land Allocations and Settlement Boundaries document, deliver an Employment growth Area.	Policy Manager/Planning Policy Officer	LLEP MBC Melton Promotions	MR/SC – To produce Inward Investment Promotion Pack: December 2013. JW – Melton Local Plan development to consider site allocations, housing, employment/economic growth, employment land and sites fit for purpose: Progressing.
22.	Develop excellent relationships with local businesses, particularly targeting high growth innovation companies	We have business representation on key partnerships and effective engagement at all levels of partnership	To build on our relationship with the MM BID and meet a minimum of 30 businesses from all sectors annually	Town Centre Managers/ Economic Development Officer Strategic Director/ Economic Development Officer	MBC LLEP Melton Mowbray BID Co.	SC/LB/MR - Support and development of business relationships, networking groups and partners to encourage development and growth: Progressing. CM/MR – Continue to develop relationships with high growth and innovative companies: Progressing.

No.	Action	Target	Milestones	Lead Officer/ Resources	Partners	Progress
			Ensure Melton based businesses are fully aware of current opportunities on offer.	Town Centre Managers/ Economic Development Officer/ Funding Officer		<p>MR - Consider analysis of Top 300 businesses and identify growth accelerator companies and work with LLEP: Completed.</p> <p>SC/MR/CAM – Attend and engage with Rotary Business Support Initiative: Progressing.</p> <p>SC/MR/DB - Update website in relation to enquiries, funding, support packages etc: Progressing.</p>
23.	Increase the supply of 'fit for purpose' employment land and premises	Working with our partners the number of both small and local businesses with a focus on the leading edge innovation has increased	Using the Land Allocations and Settlement Boundaries document, deliver an Employment growth Area.	Policy Manager/Planning Policy Officer	MBC, LLEP, LCC	<p>JW – Develop Melton Local Plan: Progressing.</p> <p>CM/MR – Engage with developers to ensure available land and units: Westleigh Rotherhill, Old Dalby, Snowhill Industrial Estate and other estates: Progressing.</p>

No.	Action	Target	Milestones	Lead Officer/ Resources	Partners	Progress
24.	Attract new funding to the economy to stimulate growth and accelerate development. 	The amount of new funding to the economy has increased	Develop 'ready state' schemes to maximise opportunities to attract external funding Produce an annual report highlighting the funds secured and opportunities available for our partners to attract external funding	Strategic Director Funding Officer	MBC, LCC	CM - LLEP funding allocated for Rotherhill and Westleigh: Progressing. DB - Total amount of funding allocated to Melton area and other funding bids being considered: Completed. DB - Leading on developing projects and sharing information on potential funding routes: Progressing. DB - Signpost voluntary and community groups regarding funding application support, where possible: Progressing. DB - Feature the 'Funding Toolkit' on the website: Completed.

No.	Action	Target	Milestones	Lead Officer/ Resources	Partners	Progress
						<p>DB - Organise a 'Funding Workshop' to inform businesses how to complete funding applications to encourage them to be self-sustaining: October 2013</p> <p>DB – Devise a new format for current Funding Opportunities on the MBC website: Completed.</p>

