

Economic Development Strategy

Actions and Progress: 2015

Strategic Priority 1: Promoting Innovation, Enterprise & Growth in Key Sectors

Engage with 400 businesses annually to promote innovation and enterprise opportunities

Action	Details	Target Date	Progress/Issues	RAG Rating
Melton Borough Council 'Have Your Say' Event	This event aimed to consider the issues currently facing local employers and provide information on business support opportunities and routes to up-skilling and training.	Completed Jan 2015	Event was attended by approximately 25 local businesses and was very successful in ascertaining the issues faced by employers. A summary report has been approved taking into account of key findings and recommended actions.	
Business Engagement and Enquiries	EDO has engaged and supported approximately 55 businesses between January 2015 and April 2015.	On-going	The range of enquiries relates to various topics including business funding, business premises, business rates and general advice and information.	
Melton Times Business Awards – Best New Business Award	The awards celebrate success, across all business sizes and sectors	May 2015	MBC have sponsored the Melton Times Best New Business Award. Judging has been completed and the winner and runners up have been selected.	
Superfast Leicestershire Broadband Workshops	Held at Parkside and conducted by eBusiness Club to support local businesses wishing to enhance their knowledge of marketing strategies.	May and July 2015	Two workshops are arranged: 'Email Marketing for Success' and 'Video Marketing Strategies for Business'.	
LEADER Programme – Business Planning & Strategy Workshop	In order for businesses and community groups to submit applications for the LEADER Programme, they have to provide a sound business plan.	TBC	MBC will host a Business Planning & Strategy Workshop to support those looking to submit LEADER applications. Awaiting guidance and formal announcement from DEFRA.	
LEADER Programme – Managing Finance Workshop	In order for businesses and community groups to submit applications for the LEADER Programme, they have to demonstrate a good level of finance management.	TBC	MBC will host a Managing Finance Workshop to support those looking to submit LEADER applications. Awaiting guidance and formal announcement from DEFRA.	

Produce a package of measures aimed at growing innovative businesses

Action	Details	Target Date	Progress/Issues	RAG Rating
Melton Job Fair	Job Fair to support and encourage local employers to recruit local residents. The Job Fair is also an opportunity to promote training opportunities, support to find employment and includes intermediaries and other stakeholders.	Completed April 2015	EDO supported the Job Fair by encouraging local employers to attend, as well as helping to organise the event to ensure its success. The event went very well with over 30 exhibitors and over 100 attendees .	
Melton Business Forum	An evaluation survey was distributed to attendees in March 2015. The report summarising the key findings and lessons learnt will be available shortly.	May/June 2015	Report being developed for evaluation and agreement on the way forward.	
MBC Funding Event	Host event to promote current funding opportunities to local businesses.	2015	This successful event was also conducted in June 2014 and informed businesses about the current opportunities on offer. Planning for the 2015 event is on-going.	
Funding Opportunities	Promote all funding to local businesses to ensure they have aware of opportunities to expand their business.	On-going	Local businesses are regularly informed of current funding opportunities and these are also featured on MBC's Business web pages.	
Local Economic Development Officers Network (LEDON)	LEDON is a quarterly meeting that brings together all local EDO's from across the district.	Quarterly	Attendance at these meetings is very useful to understand what initiatives, schemes, events and workshops are being held country wide and if any of these can support local businesses.	
Melton Business E-Bulletin	The Melton Business E-Bulletin will replace the Business Matters Newsletter to save time and reduce costs of production.	TBC	Research is currently being undertaken to identify different templates and formats for the E-Bulletin.	
Business Twitter Account	The Business Twitter account will be used to promote business support and funding opportunities to local businesses.	TBC	A Business Twitter account is being developed.	

Provide a strong network of support services, particularly targeting those that are self-employed in the Borough

Action	Details	Target Date	Progress/Issues	RAG Rating
Businesses Operating From Home	Encourage businesses operating from home to register on MBC's website so that they can be added to the distribution list for the Melton Business Forum, Business E-Bulletin and regular Twitter updates.	On-going	This option has widely promoted in Melton Times, Business Matters Newsletter, Corporate Messenger, Melton Messenger, Melton Business Forum, MBC website and social media. This promotion will continue during 2015.	
MBC Website	Regularly update MBC's Business pages with business advice, opportunities for growth, funding and business information.	On-going	Time is allocated each month to update the website with relevant business information and support service offers.	
Melton Business Guide	Produce Melton Business Guide that can be distributed to all local businesses and those considering becoming self-employed.	May/June 2015	The Melton Business Guide will be funded by the ESF Skills Support for the Workforce monies. Research into how the guide will look and its content is currently being considered.	
Melton Business Guide Launch Event	As part of the Innovation Week, there will be a formal launch of the Melton Business Guide to promote it to the local business community.	June 2015	The Melton Business Guide Launch Event will be attended by a host of local businesses and organisations to ensure that it is promoted as widely as possible. Funded by ESF monies.	
Innovation Week Information Workshop	A series of 5 half-day information workshops focusing on the business topics identified as part of the MBC Have Your Say Event.	June 2015	The MBC Have Your Say Summary Report has now been approved. The findings of the report will inform the information workshop topics. Funded by ESF monies.	
Human Resource and Talent Management Guide	Ensure that businesses are supported in terms of the HR guidance, employment law, talent growth and management.	August/September 2015	Human Resource and Talent Management Guide content have been agreed and consideration will be given in terms of how to promote to businesses and include content on MBC website.	

Develop and strengthen 8 existing and new partnerships to advance knowledge transfer, innovation and emerging technologies

Action	Details	Target Date	Progress/Issues	RAG Rating
iESE Awards 2015 Working Together	This award is open to public sector organisations or their voluntary sector partners. This award will be presented to the organisation, department or project that has instigated the most impressive programme of shared working with other organisations, local authorities, local businesses or national organisations.	2015	Melton Borough Council has been awarded an iESE Working Together Award 2015. The award focused on MBC's ability to build sustainable routes to a shared economy; founded upon place-making goals and social values while using collaboration to catalyse development, knowledge sharing and investment. In this way Melton has generated goods, services and infrastructures that neither the state nor the market would have been able to accomplish alone.	
Leicester and Leicestershire Enterprise Partnership (LLEP)	The LLEP provides local government, the business community and other partners the opportunity to come together to lead economic development and regeneration activities and drive economic growth.	On-going	Melton has strong links to various LLEP areas of focus including funding opportunities, employment, skills, research and business support. These links will strengthen as projects and initiatives develop.	
Melton Community Partnership	The Economic Development Strategy is owned by the MCP and MBC delivers the strategic priorities and actions.	2015-2020	The revised EDS (2015-2020) was approved by Members and the MCP in January 2015. All MCP meetings are attended to ensure awareness of partner updates and partnership opportunities.	
Business Improvement District (BID)	The BID is a partnership which unites and empowers businesses, in a specific area, to decide what additional improvements would be beneficial to the trading environment of the town.	2011-2016	The BID is an investment scheme that enables projects to be funded through a pre-agreed levy and last for a maximum of 5 years. MBC has a very successful BID, managed by the TCM.	
Department of Work and Pensions (DWP)	DWP is responsible for welfare, pensions and child maintenance policy. It administers the State Pension and a range of working age, disability and ill health benefits to claimants and customers.	On-going	MBC works closely with DWP/JCP to deliver a variety of initiatives to support people into employment, training and skills development i.e. Melton Job Fair, SBWA's and work experience.	

Pera Training	MBC and Pera Training have entered into a formal partnership to deliver the Skills Support for the Workforce Programme.	July 2015	A series of activities are planned to support this programme during 2014 and 2015. The programme is due to complete in July 2015, although there will be other opportunities to explore later in the year.	
Leicestershire Rural Partnership (LRP)	The LRP consists of public, private and voluntary stakeholders to improve services and support to rural communities.	On-going	MBC were involved in the application for an East Leicestershire LEADER Programme (2015-2020). The LRP'S submission has been approved.	
Pera Consulting	Pera Consulting develop economies by supporting businesses by promoting SME growth, manufacturing competitiveness, innovation, rural economy, international trade, supply chain development and business leadership.	On-going	MBC has been involved in the LLEP Food and Drink Sector Growth Plan, including supporting the Engagement Event, Prioritisation Event and the consultation in relation to the subsequent report.	
Pera Technology	Pera Technology is a leading product development contractor. They use in-house resources to boost business and create innovative ideas. Pera Consulting reduce the risks involved in new produce development, greatly improving future profitability and competitive success.	On-going	Continue engagement with Pera Technology to explore opportunities to work together. Local businesses have been signposted to its services, including funding options. Wider promotion of its services will be conducted, as will working towards strengthening this relationship.	
Voluntary Action Leicestershire (VAL)	VAL is a charity that supports people into volunteering and helps community groups and organisations in Leicestershire and the surrounding area to thrive.	On-going	Volunteering opportunities have been promoted to local businesses via a variety of means. Further focus on volunteering is needed, as it is one pathway into employment and businesses and individuals alike can benefit from these opportunities.	
Voluntary Action Melton (VAM) & Melton Learning Hub (MLH)	The new objectives of the recently merged VAM and MLH are to act as a resource for young people up to the age of 25 years living in Melton Borough and surrounding areas by providing advice and assistance and organising programmes of activity.	On-going	Build on the good relationship with VAM and MLH in order to consider possibilities for supporting young people to develop their education, skills and opportunities for employment.	

Promote more small, flexible and affordable business premises and support to assist enterprises to start and grow in the Borough

Action	Details	Target Date	Progress/Issues	RAG Rating
Commercial Premises	Promote current availability of commercial premises in the Borough.	Monthly	Current available premises are promoted on MBC's website and local businesses are regularly supported to find suitable premises.	
Melton Local Plan 2014-2036 (MLP)	The MLP will guide development throughout the Borough. It will guide decisions on planning applications and decide where the housing, retail and business needs of the community will be provided and how important countryside, ecological and heritage features will be protected.	Quarterly	The MLP Reference Groups are useful to gain an understanding of the needs and future aspirations of local businesses. Local residents and businesses have been encouraged to attend and contribute to the MLP Reference Groups.	
Strategic Housing Land Availability Assessment (SHLAA)	MBC undertakes an annual review of available development land within the Borough of Melton in order to meet its housing and employment requirements.	Annually	The SHLAA has been supported by engaging with local businesses and land owners to encourage submission of land for consideration (call for sites).	
Old Dalby Enterprise Village	Development of new Enterprise Village within the Borough.	On-going	Engagement with the developers for this site has taken place from the very early stages. Information and advice has been provided in terms of funding opportunities and business support. The site is progressing and regular updates from the developers are received.	
Employment Land Study	This study was commissioned to understand the employment needs of the Borough as part of the Melton Local Plan process.	On-going	Local businesses were encouraged to get involved in this consultation to ensure their current challenges and growth aspirations were considered as part of the report. The report is currently in draft format and under review.	
Rural Workspace Study	The Rural Workspace Study was commissioned in order to support the development of the East Leicestershire LEADER.	Completed October 2014	Local businesses were encouraged to engage with the study. The findings of the study have provided a focus for the aims of the East Leicestershire LEADER Programme 2014-2020 in terms of the supply and demand for rural workspace.	

Melton Industrial Estates	It is important that the EDO has an awareness of the industrial estates and commercial offering within the Town and Borough.	On-going	Regular updates are requested in relation to various industrial estates within the Borough, to ensure awareness of any relevant changes and proposed developments.	
Employment Land Information Workshop	Host event to provide local businesses with an understanding of how employment land is valued nationally and how this affects local land prices.	TBC	Employment Land Information Workshop will support local businesses with their growth aspirations. Event to be organised.	

Strategic Priority 2: Enhancing Aspirations, Skills and Economic Activity in the Borough

Support the wider economy by encouraging apprenticeships, life-long learning, social enterprise and volunteering

Action	Details	Target Date	Progress/Issues	RAG Rating
ESF Skills Support for the Workforce	Working in partnership with Pera Training to promote current apprenticeships and skills training opportunities.	July 2014 – July 2015	Capacity Building Proposal was submitted to Pera Training in July 2014 to deliver ESF Skills Support for the Workforce Funding. The proposal included a variety of activity to promote apprenticeships and skills opportunities within Melton Borough.	
Melton Borough Council 'Have Your Say' Event	This event aimed to consider the issues currently facing local employers and provide information on business support opportunities and routes to up-skilling and training.	Completed Jan 2015	Event was attended by approximately 25 local businesses and was very successful in ascertaining the issues faced by employers. The event also encouraged businesses to consider up-skilling, apprenticeships and becoming STEM ambassadors.	
Innovation Week Information Workshops	A series of 5 half-day information workshops focusing on the business topics identified as part of the MBC Have Your Say Event.	June 2015	The MBC 'Have Your Say' Summary Report has been approved. The findings of the report will inform the information workshop topics. Funded by ESF monies.	

Career Choices to Young People	Encourage local businesses, schools and colleges to work in partnership to promote the different career choices and pathways available to young people and particularly encourage the take up of STEM subjects.	On-going	The MBC 'Have Your Say' Event confirmed the need for more businesses, schools and colleges to work together to promote the opportunities for learning. 'Me and My Learning' may be utilised to support those currently out of work and seeking employment and training opportunities.	
Voluntary Action Leicestershire (VAL)	VAL is a charity that supports people into volunteering and helps community groups and organisations in Leicestershire and the surrounding area to thrive.	On-going	Volunteering opportunities have been promoted to local businesses via a variety of means. Further focus on volunteering is needed, as it is one pathway into employment and businesses and individuals alike can benefit from these opportunities.	
Co-operative and Social Enterprise Development Agency (CASE)	CASE delivers capacity building, advice, training and support to people wanting to set up co-operatives and social enterprises in Leicester, Leicestershire and the East Midlands.	On-going	Social enterprise as a means of operating a business has been promoted on various occasions. There is a need to promote more widely and encourage more individuals and businesses to consider this option as Melton Borough has relatively few social enterprises compared to other districts.	
Leicestershire Apprenticeship Hub	Leicester Apprenticeship Hub provides services for young people and employers to encourage the growth of apprenticeship opportunities, and increase the number of young people becoming apprentices.	On-going	The advantages of the Leicester Apprenticeship Hub will be promoted to local employers who wish to 'grow' their own talent to ensure they are aware of the grants available and the job training and recruitment support on offer.	
Apprenticeship Training Agency (ATA)	Apprenticeship Training Agencies takes responsibility for all HR issues such as the wages, tax and administration. In some instances businesses can even share an apprentice with another employer providing added flexibility.	On-going	The advantages of using ATA's will be promoted to local employers considering recruiting an apprentice, so they are aware of all the options available to them.	
Work Experience, Work Together (Volunteering) and Work Trials	There are a number of opportunities offered by Jobcentre Plus to improve the chances of finding work, including work experience, volunteering and work trials.	On-going	Local businesses are regularly encouraged to provide work experience and volunteering opportunities to individuals looking to gain experience and employment.	

Improve links between businesses and education providers to ensure young people leave education with skills that the future economy needs, particularly those of innovation and enterprise

Action	Details	Target Date	Progress	RAG Rating
Melton Borough Council 'Have Your Say' Event	This event aimed to consider the issues currently facing local employers and provide information on business support opportunities and routes to up-skilling and training.	Completed Jan 2015	The event was very useful in providing an understanding of the skill requirements of local businesses now and into the future. Brooksby Melton College also attended, which allowed direct engagement between local education providers and the business community.	
Brooksby Melton College (BMC)	Engage with BMC to ascertain their future plans for the college and how we can work together to ensure skills for the future economy are taught to young people.	On-going	Good relationships with BMC are being built and opportunities to work together considered. This relationship has strengthened recently, with the imminent announcement of the ESIF funding.	
Destination Figures	It is important to understand where young people are going after their formal education and the qualifications and skills they have acquired to compare this with the needs of the local economy.	On-going	Engagement has started with local education and training providers to collate information pertaining to the destination figures of young people in the Borough.	
Promote Local Career Pathways to Young People	Young people need to have awareness that there are good employment opportunities available to them within the Borough, to reduce the number of young people leaving the Borough to find employment.	On-going	Local businesses, schools and colleges have been encouraged to work together to promote to local young people the employment and career progression opportunities available to them.	
Promoting Science, Technology, Engineering and Mathematics (STEM) subjects	Nationally there is a shortage of individuals educated in STEM skills and employers are finding it increasingly difficult to attract and retain employees with these skill sets.	On-going	A representative from STEMNET (Science, Technology, Engineering and Mathematic Network) presented at the MBC Have Your Say Event. Local employers were encouraged to become STEM Ambassadors and use their enthusiasm and commitment to encourage young people to enjoy STEM subjects.	

National STEM Centre	The National STEM Centre works with business, industry, charitable organisations, professional bodies and others with an interest in STEM education to facilitate closer collaboration and more effective support for schools and colleges, and promotion of STEM careers awareness.	TBC	Explore options to work with the National STEM Centre to ensure local education providers and employers are aware of its services and closer links are established.	
Skills Show 2015	The Skills Show is the UK's largest careers and skills event, offering an unrivalled display of vocational careers, from media and publishing, to retail and healthcare and much more.	TBC	The event held in November 2014 was aimed at young people, teachers, employers and parents. The Skills Show 2015 will be promoted widely once a date has been confirmed and local businesses encouraged to contribute and education providers and individuals encouraged to attend.	
Leicestershire Skills Show	This free event held in October 2014 was a fantastic opportunity for people aged between 14 and 25 from Leicester and Leicestershire to discover the exciting career opportunities that vocational qualifications and training, including Apprenticeships and Traineeships, can unlock.	TBC	The Leicestershire Skills Show will be promoted widely once a date for 2015 has been confirmed. Local businesses will be encouraged to contribute and education providers and individuals to attend.	

Encourage 100 employers to up-skill their workforce and promote talent management opportunities to develop ambition

Action	Details	Target Date	Progress/Issues	RAG Rating
Business Enquiries	EDO has engaged and supported 56 businesses between January 2015 and April 2015 (see attached Business Enquiry Monitoring Sheet).	On-going	The range of enquiries relates to various topics including business funding, business premises and general advice and information. Information and advice in relation to up-skilling employees and promoting talent management is also provided.	
Melton Borough Council 'Have Your Say' Event	This event aimed to consider the issues currently facing local employers and provide information on business support opportunities and routes to up-skilling and training.	Completed Jan 2015	Event was attended by approximately 25 local businesses and was very successful in ascertaining the issues faced by employers. A summary report has been developed. Funded by ESF monies.	

Human Resource and Talent Management Guide	Ensure that businesses are supported in terms of the human resource guidance, employment law, talent growth and management.	August/September 2015	Human Resource and Talent Management Guide content have been agreed and consideration will be given in terms of how to promote to businesses and include content on MBC website.	
Leicestershire Apprenticeship Hub	Leicester Apprenticeship Hub provides services for young people and employers to encourage the growth of apprenticeship opportunities, and increase the number of young people becoming apprentices.	On-going	The advantages of the Leicester Apprenticeship Hub will be promoted to local employers who wish to 'grow' their own talent, as well as the grants available and the job training and recruitment support on offer.	
Sector based work academies (SBWA)	Sector-based work academies are designed to help meet employers' immediate and future recruitment needs as well as to recruit a workforce with the right skills to sustain and grow their business.	On-going	MBC and DWP have jointly completed successful SBWA's and the lessons learnt from these will be used to inform future academies. The advantages of SBWA's are regularly promoted to employers and there are local employers currently interested in exploring these to train employees.	
Joint FE College Prospectus	The aim of the pioneering FE College Prospectus is to cut confusion to employers, provide quick and easy access to what is available in specific industry sectors.	On-going	The FE College Prospectus will be promoted to employers considering routes to find new apprentices or employees, or up-skilling their existing workforce. The FE Prospectus lists specialist and niche courses.	
ESF Skills Support for the Workforce (SSW)	SSW IS designed to meet the local skills needs identified by the LLEP. Emphasis is placed on individuals progressing to higher levels of learning or to Apprenticeships.	July 2015	The SSW programme is routinely promoted to local employers so that they can take advantage of the free training on offer. MB has also secured funding through the programme to support capacity building activities across the Borough.	

Working with our partners enhance career advice to young people to raise aspirations and ambition of enterprise and creativity

Action	Details	Target Date	Progress	RAG Rating
LLEP Careers for the Future	Network and sector update meeting for LLEP area school, academy and college careers advisers.	June 2015	The event will be promoted to all local education providers to ensure attendance. A date in June 2015 has yet to be confirmed.	
LLEP Apprenticeship Graduation Ceremony	Led by Leicester Apprenticeship Hub the first Leicester Area Graduation Ceremony for Level 3 and above apprentices is aimed at celebrating, recognising and rewarding the success of apprentices, and highlight progression paths.	June 2015	The event will be promoted to ensure those individuals in Melton Borough that have recently completed level 3 apprentices are made aware that they can register for this event.	
LLEP Up-Skill Your Business Success Event	This event is targeted at employers in the LLEP area and aims to promote the benefits of Higher Apprenticeships.	June 2015	The event will be promoted to ensure that Melton Borough businesses attend the event in order to understand the advantages of offering Higher Apprenticeships to employees.	
LLEP Get Inspired Event	Largest careers and options event in LLEP area. Space for up to 100 exhibitors including colleges, employers, training providers and universities and 5,000 attendees anticipated.	September 2015	This event is aimed at providing information and advice in relation to careers, options and skills and is open to schools, groups of young people and parents. The event will be promoted and local education providers and businesses encouraged to contribute to the event.	

Work with our partners to enhance free money and debt advice and increase skills in money management

Action	Details	Target Date	Progress/Issues	RAG Rating
Citizen Advice Service (CAS)	CAS is a charity that provides free, independent, confidential and impartial advice to everyone on their rights and responsibilities. This includes free debt and money advice.	On-going	CAS can provide individuals with mortgage problems, rent arrears, borrowing money, banking and savings. A representative from CAS is at Parkside 3 days a week to support those that are in need of advice.	
Money Advice Service	The Money Advice Service is an independent service, set up by government. It helps people manage their money with free and impartial advice. They also work in partnership with other organisations to help people make the most of their money.	On-going	A representative from MAS is at Parkside every other Thursday and also attends Phoenix House one day a week to support people looking for advice and information in relation to debt and borrowing, budgeting and management money, saving and investing, benefits and much more.	
Clockwise	Clockwise is a friendly financial co-operative committed to providing a wide range of safe and ethical services to people that live and work in Leicester, Leicestershire and Rutland.	On-going	Clockwise are currently based at Phoenix House and provides information and advice in relation to banking, savings and loans.	

Strategic Priority 3: Improving the vitality of the Town and surrounding villages

Develop a Town Centre Strategy

Action	Details	Target Date	Progress/Issues	RAG Rating
Town Centre Strategy	A strong strategic vision of the town centre is anchored in the 'personality' or unique characteristics of the town. The Town Centre Strategy is designed to help us maximise our strengths and assets as a town so the right investment decisions can be made in the future.	On-going	Town Centre performance has been benchmarked against 4 key national framework themes: people and footfall, diversity and vitality of place, consumer and business perceptions and economic characteristics. Future schemes and initiatives will be identified as part of this process.	

Deliver the regeneration actions and objectives for Melton Mowbray and the surrounding villages

Action	Details	Target Date	Progress/Issues	RAG Rating
Town Centre Strategy	The Town Centre Strategy process will guide the co-ordinated regeneration activity and schemes towards the strategic vision of the town centre.	On-going	Part of this process will include exploring different delivery models, such as Town Centre Investment Vehicles and Joint Venture partnerships.	
Melton Local Plan (MLP)	The new Melton Local Plan (2014-2036) will guide development throughout the Borough. It will guide decisions on planning applications and decide where the housing, retail and business needs of the community will be provided.	On-going	The MLP Reference Groups are useful to gain an understanding of the needs and future aspirations of local businesses. Local residents and businesses have been encouraged to attend and contribute to the MLP Reference Groups.	
Neighbourhood Plans	Neighbourhood planning gives communities direct power to develop a shared vision for their neighbourhood and shape the development and growth of their local area. It provides tools for local people to align their strategic needs and priorities to that of the wider local area.	On-going	Local communities wishing to develop Neighbourhood Plans within the Borough have been supported by providing information, advice and signposting to relevant individuals and organisations that are able to provide additional knowledge and support.	

Melton Livestock Market Project	The redevelopment of the Melton Livestock Market will provide increased opportunities for enterprise growth, employment and training. It will support a number of key objectives outlined in MBC's Economic Development Strategy 2015-2020, particularly in relation to supporting the rural economy, improving the vitality of the Town Centre and promoting Melton Borough as a visitor destination.	On-going	Involvement in the Melton Livestock Market Project has included the development of the Business Case for Local Growth Funding, the consideration of other routes to funding support and involvement in regular project team meetings to discuss the development of the project.	
BID Business Plan	A BID is a partnership which unites and empowers businesses, in a specific area, to decide what additional improvements would be beneficial to the trading environment of their town.	2011-2016	The new BID Business Plan will be produced in 2015 for the next 5 year period (2016-2020). The BID Renewal Ballot will be June 2016. The 3 key projects are Think Melton Shop Melton, Bid for Business and Visitor Enhancement Scheme.	

Improve the night-time economy

Action	Details	Target Date	Progress/Issues	RAG Rating
Leisure Loyalty Cards	The Melton BID aims to diversify the Loyalty Card concept by offering a Leisure Loyalty Card specifically for the night-time off to develop Melton's evening economy.	2011-2016	As part of the Melton BID, Leisure Loyalty Cards will encourage shoppers to return to businesses within the BID area.	
Events Calendar 2015	The Event Calendar has been produced and highlights the key events that are taking place throughout the Borough during 2015.	Complete	Many of the events featured in the Events Calendar are those that take place during the evening, which will help support the evening economy across the Borough.	
Melton Times After Dark Award 2015	Sponsored by Safer Melton Partnership, this award covers the evening/night-time economy and will look to recognise those businesses that encourage people to use the town centre from early evening until late.	May 2015	Judging has been completed and the winner and runners up have been selected.	

Evening and Eating Out Guide	These guides will promote the evening and eating out offer across the whole Borough and Town Centre.	2015	Melton Borough Guide and Town Centre Guide will be produced in 2015.	
Rural Tourist Accommodation Review	Hotel Solutions were commissioned to assess the potential for tourist accommodation development in the East Leicestershire LEADER Area. The study provides a clear picture of the future potential development for tourist accommodation in the area.	Completed January 2015	The findings of the review provided Melton Borough with an indication of the nature of tourist accommodation that is required in order to support the increasing tourism sector and night-time economy in the Borough.	

Support the Melton Mowbray Business Improvement District in delivering all of the Business Plan objectives

Action	Details	Target Date	Progress/Issues	RAG Rating
Melton Business Improvement District (BID)	A BID is a partnership which unites and empowers businesses, in a specific area, to decide what additional improvements would be beneficial to the trading environment of their town.	2011-2016	The BID has 3 key projects including 'Think Melton Shop Melton', 'BID for Business Scheme' and 'Visitor Enhancement'.	

Support the develop of the Superfast Leicestershire Broadband Project to ensure more local businesses are benefiting

Action	Details	Target Date	Progress/Issues	RAG Rating
Superfast Leicestershire Broadband (SLB) Workshops	Workshops will be held at Parkside to support local businesses wishing to enhance their knowledge and understanding of marketing strategies.	May and July 2015	Two workshops have been arranged: 'Email Marketing for Success' and 'Video Marketing Strategies for Business'. Both workshops are being conducted by eBusiness Club.	
SLB Business Support Programme	Promote Business Support Programme to local businesses to ensure they take advantage of the support on offer.	On-going	Regular updates received from SLB Business Coordinator to establish what initiatives and support is available to local businesses.	

Buckminster Broadband	Buckminster Broadband provides opportunities to those areas not included within the Superfast Leicestershire Broadband Project roll-out.	On-going	Regular contact with Buckminster Estate to ensure that all updates are communicated widely.	
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Support the rural economy by working with rural businesses, including those operating from home, to understand their diverse business needs and to aid business growth

Action	Details	Target Date	Progress/Issues	RAG Rating
Businesses Operating From Home	Encourage businesses operating from home to register on MBC's website so that they can be added to the distribution list to inform them of events and training opportunities and other business support offers.	On-going	Promoted in Melton Times, Melton Messenger, Business Matters Newsletter, Corporate Messenger, Melton Business Forum and also via website and social media.	
Rural Tourist Accommodation Review	Hotel Solutions were commissioned to assess the potential for tourist accommodation development in the East Leicestershire LEADER Area. The study provides a clear picture of the future potential development for tourist accommodation in the area.	Completed January 2015	MBC was involved in selecting the consultants to conduct the review. The findings of the review provide Melton Borough with an indication of the nature of tourist accommodation that is required in order to support the increasing tourism sector. These findings will support the development of the East Leicestershire LEADER Programme 2014-2020.	
LLEP Business Survey 2014/15	The LLEP commissioned BMG to conduct a business survey across Leicestershire. Over 100 telephone surveys were conducted in each District and enquired about a series of business related topics.	Completed February 2015	MBC was involved in the design and structure of the survey, as well as reviewing the initial analysis and draft report.	
Melton Business Forum	An evaluation survey was distributed to attendees in March 2015. The report summarising the key findings and lessons learnt will be available shortly.	May/June 2015	Report being developed for evaluation and agreement on the way forward.	

LEADER Programme (2014-2020)	The LRP have recently been notified that their submission for East Leicestershire has been approved (approx. £1.591 million).	2014 – 2020	A number of local businesses and community groups that are interested in applying for LEADER funding have been supported in order to progress proposed projects.	
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Encourage sustainable transport and logistical solutions for local communities and businesses

Action	Details	Target Date	Progress/Issues	RAG Rating
Wheels 2 Work Scheme (W2W)	W2W are a moped hire scheme available to those who are struggling to get to work due to transport barriers. This scheme has been running successfully for the past 7 years and has provided a scooter hire scheme that has helped a large group of people all across Leicestershire and Rutland.	On-going	W2W is regularly promoted to individuals and businesses to ensure they are aware of the scheme and the opportunities it can bring to individuals looking to access training and employment.	
Rural Transport Solutions	Rural transport is a real concern for many individuals and businesses within the Borough. Businesses located in rural parts of the Borough that have expressed difficulty in recruiting skilled and unskilled employees, due to their rural locations.	On-going	MBC are exploring solutions to these rural issues, including the options for businesses within an area to tackle transport solutions together. Contact will be made with Ragdale Hall to ascertain how they address their rural transport issues.	
European Structural Investment Funds 2014-2020	The Government has given LEP's a significant role in the next EU SIF Programme including responsibility for developing an EU SIF Strategy, selecting projects, identifying match funding and ensuring that spend and outcomes are achieved.	2014-2010	MBC are exploring opportunities and options through the programme. Thematic Objective 8: (Supporting People into Employment), Thematic Objective 9 (Promoting Social Inclusion) and Thematic Objective 10 (Skills Development) can all be linked to transport and logistical solutions.	

Strategic Priority 4: Maximising inward investment opportunities

Build on our identity as the 'Rural Capital of Food and Drink'

Action	Details	Target Date	Progress	RAG Rating
Melton Mowbray and Surrounding Area Visitor Guide 2015	Melton Mowbray is famous for its pork pies and Stilton Cheese, as well as hosting some of the biggest food and drink events including the Great British Pie Awards and the largest artisan cheese fair in the country.	Complete	A number of the Borough's food and drink manufacturers have been supported, from micro businesses at the start-up stages to those businesses considering expansion projects. This engagement will ensure that Melton Borough continues as the 'Rural Capital of Food' as more and more businesses focus on this sector.	
Think Melton Shop Melton Campaign	Melton has a strong food heritage and has successfully been branded as the Rural Capital of Food.	2011-2016	The Think Melton Shop Melton Campaign aims to encourage local residents and employees to shop locally through targeted campaigns to benefit town centre businesses.	
Taste Campaign 2015	The Visitor Guide promotes the Top Ten Melton Taste Experiences including pork pie tasting, a visit to Belvoir Brewery and afternoon tea at Stapleford Park.	On-going	The very successful Taste Campaign ensures that local residents and visitors have access to some of the best food and drink producers in the UK, as well as being able to sample the wide range of products and experiences Melton Borough has to offer.	
Events Calendar 2015	The Event Calendar has been produced and highlights the key events that are taking place throughout the Borough during 2015.	Complete	Many of the events featured in the Events Calendar are those that take place during the evening, which will help support the evening economy across the Borough.	
LLEP Food and Drink Sector Growth Plan	Sector Growth Plans will focus on the current position of the sector in Leicester & Leicestershire, before outlining a series of actions and recommendations for both public and private sector partners.	May 2015	MBC are involved in the development of the LLEP Food and Drink Sector Growth Plan, including supporting the various events and subsequent report.	

Maximise opportunities to attract inward investment and new funding

Action	Details	Target Date	Progress	RAG Rating
Inward Investment Guide	One of the elements of the ESF Skills Support for the Workforce Proposal submitted to Pera Training included the production of inward investment guides.	May/ June 2015	An Inward Investment Guide has the potential to address the skills gaps that have been identified as a barrier to business growth, as it aims to attract inward investors, increase the number of businesses and job opportunities for local residents that those looking to work within the Borough.	

Continue to develop excellent relationships with businesses, with particular focus on high growth and innovative companies

Action	Details	Target Date	Progress	RAG Rating
Business Engagement and Enquiries	EDO has engaged and supported 55 businesses between January 2015 and April 2015.	On-going	Enquiries are recorded in order to ensure that businesses and individuals are provided with a good service and their business needs are met. Previous enquirers are also supported by regular updates informing them of funding opportunities, events, workshops and ensure they contact MBC if they would like further assistance.	
Melton Business Forum	An evaluation survey was distributed to attendees in March 2015. The report summarising the key findings and lessons learnt will be available shortly.	May/June 2015	Report being developed for evaluation and agreement on the way forward.	
Melton Business E-Bulletin	The Melton Business E-Bulletin will replace the Business Matters Newsletter to save time and reduce costs of production.	TBC	Research is currently being undertaken to identify different templates and formats for the E-Bulletin.	

Business Guide	One of the elements of the ESF Skills Support for the Workforce Proposal submitted to Pera Training included the production of business guides.	May 2015	The Business Information Guide will be distributed to businesses in the Borough, as well as those individuals considering starting up their own business. The guide will include information pertaining to business rates, business premises, planning processes, funding opportunities and routes to training and skills development, as well as a host of other information.	
Inward Investment Guide	One of the elements of the ESF Skills Support for the Workforce Proposal submitted to Pera Training included the production of business guides.	May 2015	An Inward Investment Guide has the potential to address the skills gaps that have been identified as a barrier to business growth, as it aims to attract inward investors, increase the number of businesses and job opportunities for local residents that those looking to work within the Borough.	
Business Twitter Account	The Business Twitter account will be used to promote business support and funding opportunities to local businesses.	TBC	A Business Twitter account is being developed.	
Pera Technology	Pera Technology is a leading product development contractor. They use in-house resources to boost business and create innovative ideas. Pera Consulting reduce the risks involved in new produce development, greatly improving future profitability and competitive success.	On-going	Contacts with Pera Technology will be used to ascertain which high growth and innovative companies within Melton Borough are accessing their services. These companies will be offered various forms of business support by MBC and ensure they are aware of other opportunities available to them.	

Continue to develop excellent relationships with developers and land owners to increase the supply of 'fit for purpose' employment land and premises

Action	Details	Target Date	Progress	RAG Rating
Melton Local Plan (MLP)	The new MLP (2014-2036) will guide development throughout the Borough. It will guide decisions on planning applications and decide where the housing, retail and business needs of the community will be provided.	Quarterly	MLP Reference Groups are useful to gain an understanding of the needs and future aspirations of local businesses and landowners. Local businesses, land owners and individuals are encouraged to attend.	
Strategic Housing Land Availability Assessment (SHLAA)	MBC undertakes an annual review of available development land within the Borough of Melton in order to meet its housing and employment needs.	Annually	The SHLAA is supported by engaging with local businesses and land owners to encourage submission of land for consideration (call for sites).	
Old Dalby Enterprise Village	Development of new Enterprise Village within the Borough.	On-going	Engagement with the developers for this site has occurred from the very early stages. MBC has provided information and advice in terms of funding opportunities and business support	
Employment Land Study	This study was commissioned to understand the employment needs of the Borough as part of the Melton Local Plan process.	On-going	Local businesses were encouraged to get involved in this consultation to ensure their current challenges and growth aspirations were considered as part of the report. The report is currently in draft format and under review.	
Melton Industrial Estates	It is important that the EDO has an awareness of the industrial estates and commercial offering within the Town and Borough.	On-going	Regular updates are requested in relation to various industrial estates within the Borough, to ensure awareness of any relevant changes and proposed developments.	
Employment Land Information Session	Host event to provide local businesses with an understanding of how employment land is valued nationally and how this affects local land prices.	TBC	Employment Land Information Workshop will support local businesses with their growth aspirations. Event to be organised.	

Attract new funding to the economy to stimulate growth and accelerate development

Action	Details	Target Date	Progress	RAG Rating
ESF Skills Support for the Workforce	Funding to encourage up-skilling and training amongst Melton's SME's – particularly focuses on knowledge based businesses and major employers.	July 2014- July 2015	Funding approved for £17,000 to support local businesses. Various activities to support local businesses are being organised.	
LEADER Programme 2014-2020	The East Leicestershire LEADER Programme 2015-2020 has been approved by DEFRA and we have been approved approx. £1.591 million.	2015-2020	A number of local businesses and community groups that are interested in applying for LEADER funding have been supported.	
Local Development Order/Food Enterprise Zone	The aim of the LDO is to improve integration within the food chain, linking the farmers at the beginning of the food chain, manufacturers who add value to the food, distribution partners who deliver it, businesses/establishments who sell it and customers who benefit from the high quality food products.	March 2016	Melton Borough Council has been awarded £50,000 of financial assistance to help in the creation and implementation of an LDO, which will be the basis of a Food Enterprise Zone.	
European Structural Investment Funds 2014-2020	LEP's have a significant role in the next EU SIF Programme including responsibility for developing an EU SIF Strategy, selecting projects, identifying match funding and ensuring spend and outcomes are achieved.	2014-2010	Exploring opportunities through the EU SIF programmes, including European Social Fund (ESF), European Regional Development Fund (ERDF) and European Agricultural Fund for Rural Development (EAFRD).	
Local Growth Fund – Melton Livestock Market Project	Application for £3.5 million to the Local Growth Fund for the rationalisation of Melton's Livestock Market has been approved.	On-going	Plans for the Melton Livestock Market Project are progressing well with regular meetings being held with MBC, project managers and architects.	
AquaFund	AquaFund is a grant which enables organisations to manage water demand and make significant financial savings, without the need for any budget.	On-going	The AquaFund is being researched to consider if it can support the redevelopment of the Melton Livestock Market Project.	
Energy Efficiency Financing Scheme	Energy Efficiency Financing scheme (EEF) is designed to help facilitate investment in new technology in an easy, affordable and flexible way.	On-going	The Energy Efficiency Financing Fund is being researched to see if it can support the redevelopment of the Melton Livestock Market Project.	

Countryside Productivity Scheme	Farmers, woodland owners and forestry contractors can apply for grants under the Countryside Productivity Scheme.	On-going	The Countryside Productivity Scheme is being researched to see if it can support the redevelopment of the Melton Livestock Market Project.	
Waste Recycling Environmental Limited (WREN)	WREN is a not-for-profit business that helps benefit the lives of people who live close to landfill sites by awarding grants for various projects.	TBC	The WREN funding is being researched to see if it can support the redevelopment of the Melton Livestock Market Project.	