

## APPENDIX A (2)

### CATTLE MARKET –PROJECT OBJECTIVES (DRAFT)

FEBRUARY 2014

#### 1. Project objectives

1. Livestock Market
  - a. Changes to enable the Livestock Market to remain a successful and viable business in its current town centre location.
  - b. New facilities to improve the Livestock Market operational management and facilities and rationalise space.
  - c. If possible, provide Multi Use Space for days not required by the Livestock Market.
2. Remaining Site
  - a. To develop the Remaining Site to encourage intensified use of the site for various purposes which could include;
    - i. a sustainable Food Enterprise Centre on site that provides a location for networking & supporting new & existing business.
    - ii. Improve existing uses – Indoor market, food hall, auctions etc
    - iii. Car parking
    - iv. Other potential uses eg Micro Brewery
    - v. Multi use space
3. To develop cross over facilities between the Livestock Market and Remaining Site which could include;
  - a. Fur and Feather in a multi use space
  - b. Toilet facilities
  - c. Catering facilities
  - d. Entertainment/function rooms
  - e. Exhibition space.
4. Cross cutting

Increasing opportunities for employment and enterprise growth .
5. Other objectives
  - Enhance Melton as “Rural Capital of Food” and a tourist destination and to promote the town through local and National press releases, case studies and promotions.
  - To increase vitality and viability of Melton Mowbray town centre by increasing visitor numbers to the town and visitor numbers to the market
  - To improve customer access and experience at the Livestock Market and the adjacent business and facilities within the remaining Site.
  - To maintain and grow the income for the Council across the whole site, both in the future and during the development period, preferably revenue income.
  - At each stage to have consulted with potential Partners which could include the following in relation to the FEC and training/learning possibilities: PERA, Brooksby College, Me & My Learning, current operators.