

# STATE OF THE BOROUGH 2021

---

## Melton



*Helping people | Shaping places*

# Introduction



## **Thank you for your interest in the first State of Melton report.**

**In September 2020 the Council adopted a new Corporate Strategy for the period 2020-2024. The Corporate Strategy sets out the Council's focus and aspirations for this period.**

Following public consultation and engagement with our stakeholders and partners, the Council agreed a clear vision and ambition for Melton and the people who live and work here. We established a set of six priorities which seek to respond to the issues that matter most to local people. These are:

- Excellent services positively impacting on our communities
- Providing high quality council homes and landlord services
- Delivering sustainable and inclusive growth in Melton
- Protect our climate and enhance our rural, natural environment
- Ensuring the right conditions to support delivery (inward)
- Connected with and led by our community (outward)

Whilst strategies should be long term, they must always be kept under regular review. We also recognise that there are things that may be outside of our direct control, but that have an impact on the wellbeing and prosperity of our communities – we need to ensure we are ready to adapt and respond to these things, too.

We have also taken the time to consider the impact of Covid 19, which will shape not only the way we deliver our own services in the future but will have a continued impact on our communities in the future. This is something we keep under constant review, and we will need to be ready to adapt the way work and deliver our services accordingly.

As part of our Performance and Risk Framework, this document establishes the starting point for an annual process of reflection, review and refinement. The State of Melton Report includes key information which will help guide Councillors and Officers as they consider which areas of our strategy need a particular focus at any given time. By using this document at the outset of the budget setting process, it will allow the Council to consider how most effectively to use and reallocate resources to areas of greatest need. It will also help us to check that nothing is missing from our strategy and that it stays relevant and maximises impact.

As a Council we are always receptive to feedback and to continuously evolve and improve what we do. If there are areas of insight and focus that appear to be missing, we would be pleased to hear from you. Thank you for taking the time to read the first State of Melton report.

Cllr Joe Orson  
Leader of the Council

Edd de Coverly  
Chief Executive

# Helping People

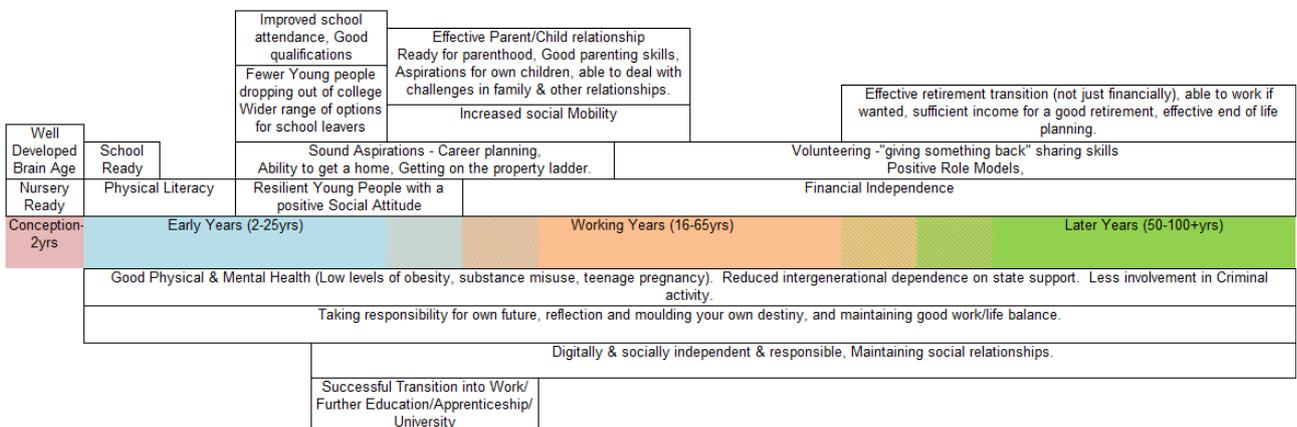
## Understanding the people that make Melton

There are many reasons why Melton is a great place to live and work, and there are many links and interdependencies between Helping People and Shaping Places - quite simply, what is good for place is good for people and vice versa. Within this document we look at social, economic and environmental factors which impact on people’s physical and mental health. Many of the things we do as a council and with our partners contribute directly and indirectly to the wider determinants of health for our residents.

It is therefore important that we take the opportunity to look at aspects or areas where there are inequalities or barriers that may impact on the wellbeing and prosperity of our people, and the opportunities we have to address them through policies, service design, service delivery and collaborating with partners. Some of the solutions may be complex, and may require a number of partners to work together both within Melton, and on a wider geographical or system level.

Partners working together in Melton have agreed on a set of principles to guide ‘what good looks like’ for people in Melton, across the life course. Whilst these may change slightly depending on the subject or context, they provide a strong basis on which to assess how what we do now and in the future, can promote and enable positive outcomes for our communities.

What would success look like for the Borough of Melton?



These are the areas and indicators that have been considered looking at

### Helping People

Area	Indicators
<b>Community</b>	<ul style="list-style-type: none"> <li>Population</li> <li>Ethnicity</li> <li>Aging population</li> </ul>
<b>Health and wellbeing</b>	<ul style="list-style-type: none"> <li>Life expectancy</li> <li>Wider determinants of health</li> <li>Activity levels</li> <li>Health</li> </ul>
<b>Economic prosperity</b>	<ul style="list-style-type: none"> <li>Education</li> <li>Job seeking</li> </ul>
<b>Housing</b>	<ul style="list-style-type: none"> <li>Housing options</li> <li>Homelessness</li> <li>Housing growth</li> <li>Fuel poverty</li> </ul>

# Community

The indicators below provide an insight into the size and profile of Melton's population and how it is changing.



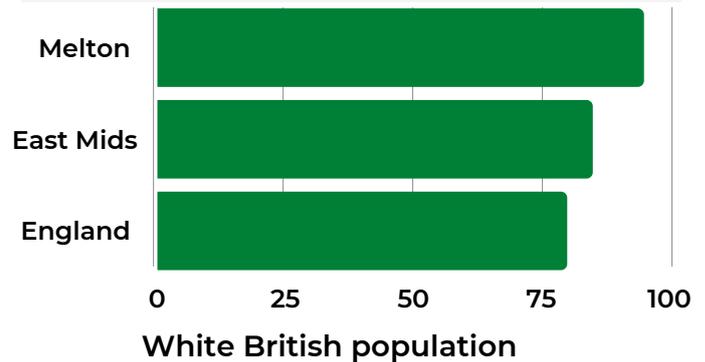
## Overall population

The total resident population of Melton in 2020 was 51,394. By 2039 the population in Melton is projected to be 57,829. The ward with the largest population is Melton Dorian, representing 10.72% of the total population of all wards in Melton.

Census 2011

## Ethnicity

Understanding the ethnic diversity of the borough is important for shaping policy and designing services to best meet the needs of a diverse population. 95% of Melton's residents are White British which is higher than other comparators



## Ageing population

By 2037 a quarter of the total UK population will be over 65

Across Leicestershire :

- population expected to grow by 21.7% by 2043
- biggest increase expected in 60+ to 41.7% (currently 26.6%)

Having an ageing population creates a challenge regarding demand on public services but also an opportunity to embrace and support an ageing population to maintain health, wellbeing and independence and to maximise economic activity. It is possible to consider Better Ageing in a preventative way - working with people in and approaching later life, it is possible to support people to live and age well. Many areas are actively embracing this challenge by working in line with principles of 'age friendly communities' as recognised by the World Health Organisation. The Age Friendly concept is built on the evidence of what supports healthy and active ageing in a place, allowing more people to live independent lives and contribute to their communities for longer.

# Health and wellbeing

Health, wellbeing and economic prosperity are closely linked and demonstrate the interaction between people and place. Good health has social and economic value for individuals, society and the economy. It is an enabler of prosperous communities.

People’s health relies not only on health care, but also on their economic circumstances – income, wealth, whether they have a job, and the type of work they do.



**Activity levels 66.5%**

Adults who exercise for more than 150 minutes a week

National average = 67%



**Obesity 62.8%**

Adults who are overweight or obese

National average = 64.2%



**Life expectancy**



81

National average

Males = 71

Females = 83



84



**20.9% Smoking**

Percentage of people who smoke in Melton

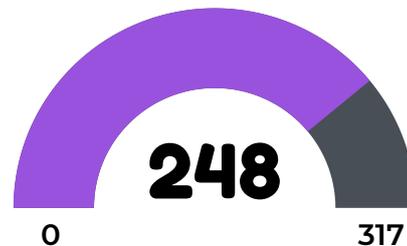
National average = 13.9%

## Deprivation

Overall Melton fares well. However there are areas of inequality. Access to housing and services presents a key challenge.

- **deprivation**; refers to unmet needs,
- **poverty**; refers to the lack of resources required to meet those needs

Local Authority rank - Melton is 248th least deprived area in the country



Source: Dahlgren and Whitehead, 1991

Wider or ‘social determinants’ refer to the range of social, economic and environmental factors which impact on people’s physical and mental health. Many of the things we do as a council and with our partners contribute directly and indirectly to the wider determinants of health for our residents.

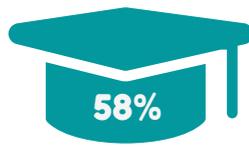
## State of Melton - Helping People

# Economic prosperity

Work readiness is not necessarily indicative of how quickly people move into work as the labour market profile needs to be considered in relation to whether the skills of the available workforce matches labour market requirements. This challenge has been heightened even further due to the long term impact of the pandemic which not only required businesses to adapt quickly to a change in the way their services can be accessed, but whether the existing workforce had the required resilience to adapt.



Melton



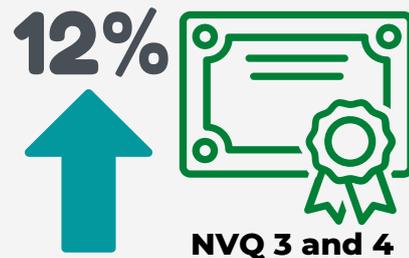
England

People who have a qualification at NVQ level 3 +

### Education

The percentage of people with qualifications at NVQ1+ and NVQ2+ have remained largely unchanged over the last 5 years.

The percentage of people with higher qualifications (NVQ3+ and NVQ4+) have risen significantly by 12% since 2017, with the current levels higher than the East Midlands average.



### People claiming Job Seekers Allowance and/or Universal Credit at April 2021

Whilst levels of unemployment are relatively low, there are unemployment and 'work readiness' challenges. Having people looking for work and jobs available is not always straightforward and we may need to support people to overcome barriers to accessing sustainable employment.

Supporting the low numbers of unemployment in Melton cannot be considered proportionately to other areas in terms of resourcing and investment required. Delivery partners of such support assess the financial viability of delivering support locally to fewer numbers compared to Melton's City and County counterparts. Transport challenge is a further barrier to Melton residents accessing the support in other areas.

## State of Melton - Helping People

# Housing

Housing is a key determinant of health. We need to prevent people from becoming homeless. Mental and physical health, wellbeing and life opportunities are positively impacted through access to a safe, warm, affordable and decent home.



**645** **2021**  
**Number of households on the housing register**  
**550** **2020**

**Affordable homes built**



**2,300** **Households fuel poor** **10.8%**  
In line with regional average

Fuel poverty is caused by a low income combined with higher than average energy costs which depend on fuel type used and a home's energy efficiency levels.



**Council properties let between Jan - Aug 2021**

At September 2021 - 27 or 1.5% Council properties were vacant (void). We aspire to move closer towards the sector average of no more than 1.3% of our stock being vacant at any one time - 23 properties



Decreasing trend as we come out of the pandemic. However applications remain relatively high due to factors such as domestic violence, financial difficulties and relationship breakdowns. There are still some unknowns due to the impact of Covid related protection coming to an end



### **Renting market**

- Challenging for many on low or average incomes
- Average monthly rent is £31.50 above Housing Benefit Cap
- Approx. 5 households contact the council each week requesting support securing private rented housing

# Shaping Places

## Understanding Melton the place

Melton is a rural borough located in North Leicestershire. Melton Mowbray is one of the oldest market towns in the country with a reputation as the ‘Rural Capital of Food’. The main activities of the borough are centred around farming, food, and manufacturing. Melton has an international reputation for high quality food products – notably Stilton cheese and Melton Mowbray Pork Pies – and is a Protected Designation of Origin (PDO) for these.

Around half of the total population of the borough live in the town, Melton Mowbray which is surrounded by 70 small villages. Asfordby, Long Clawson, Waltham on the Wolds and Bottesford in the Vale of Belvoir are the largest of these villages.

Tourism is a key economic sector for Melton and the town centre. The tourism industry was fundamentally shut down as a result of COVID-19 restrictions, which saw the number of overnight stays fall by two third during 2020.

These are the areas and indicators that have been considered looking at **Shaping Places**

Area	Indicator
<b>Connectivity and environment</b>	<ul style="list-style-type: none"><li>• Travel distance and times</li><li>• Air quality</li></ul>
<b>Town Centre and tourism</b>	<ul style="list-style-type: none"><li>• Footfall</li><li>• Vacancy rates</li><li>• Visitors</li><li>• Jobs</li></ul>
<b>Business and economy</b>	<ul style="list-style-type: none"><li>• Business profile</li><li>• Tourism</li><li>• Skill levels</li><li>• Employment rates</li><li>• Earnings</li></ul>
<b>Property market</b>	<ul style="list-style-type: none"><li>• Housing sales</li><li>• New homes</li></ul>

## State of Melton - Shaping Places

# Connectivity and environment

Melton Borough is located in the heart of England and has very good transport connections to a number of nearby towns and cities, including Leicester, Nottingham, Birmingham, Peterborough and Lincoln. .



**31%**  
Melton

of people live within 45 minutes of employment centres with at least 5000 jobs available by public transport or walking

**67%**  
England

Spend on highways and transport services per head

**£5.94**

Melton

**£13.60**

England

**28%**  
Co2 emissions in the borough come from housing



The primary source of airborne pollutants is road vehicle traffic. No areas exceed the air quality objective limit for nitrogen dioxide (40µg/m3) since 2017. This means that Melton's environmental quality is better than most areas in the country.



Defra's annual appraisal of 2020

# Town Centre and tourism

Melton Mowbray Town Centre has a rich and diverse retail and other uses offer, enhanced by a weekly Livestock Market and twice-weekly Farmers Market. The town centre has held well during the COVID-19 pandemic, helped by high concentration of independent businesses. The vacancy rate has gone up, yet it is significantly lower than the national average demonstrating confidence in the local high street as well as opportunities for business growth.

The Town Centre benefits from the presence of the Business Improvement District that has been operational since 2011 and includes 487 members. The town has retained the 'Purple Flag' status since 2016

## Footfall - Total visitors



The pandemic has had a significant impact on the footfall in the town.



Over 95% of businesses broadly comply to Food Hygiene Rating Scheme scoring level 3 or above



50% of population live in

Melton Mowbray

Independent businesses represent a high proportion of businesses within the town centre, compared to other large towns in the East Midlands and nationwide. Understandably, town centres have been adversely impacted by the recent pandemic.



Vacancy rates have remained relatively static in recent years,

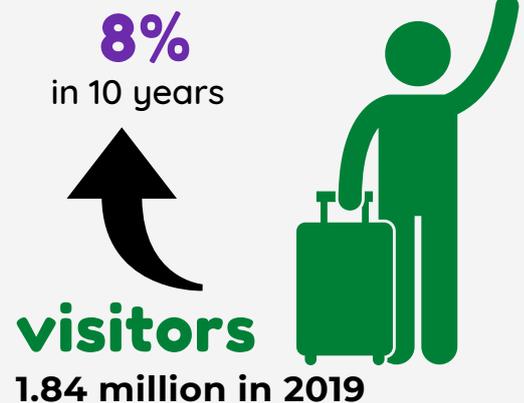
6.1% June 2021 Melton

Vacant premises in the town centre

11.8% July 2021 England

The tourism related spend in the economy has steadily increased since 2010 generating £68.9 million to £100.48 million in 2019, representing a 45% increase over 10 years.

Total employment in the sector has risen by 6.4% in 10 years from 1,159 - 1,233 jobs.



# Business and economy

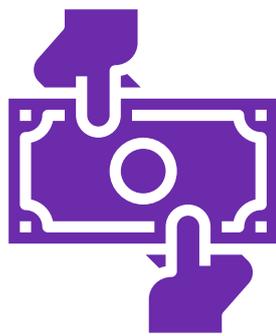
With an above-average increase in businesses and high levels of self-employment, Melton is full of entrepreneurial spirit. There have been an increasing number of business start-ups and a growing trend for home working within the rural area. The skills and abilities of our local workforce are vital to our aspirations for a diverse, thriving high-value added economy, geared by our prevalence for innovation and enterprise. In terms of Higher Education, Melton is ideally located in close proximity to a number of internationally renowned universities, all within a 45 minute drive

**Weekly pay for residents**

**Melton**  
£526.10

**England**  
£587.10

ONS data for 2020



**There are 2,530 businesses in the Melton area**

**99.8%**

**of which are MICRO. SMALL or MEDIUM sized**



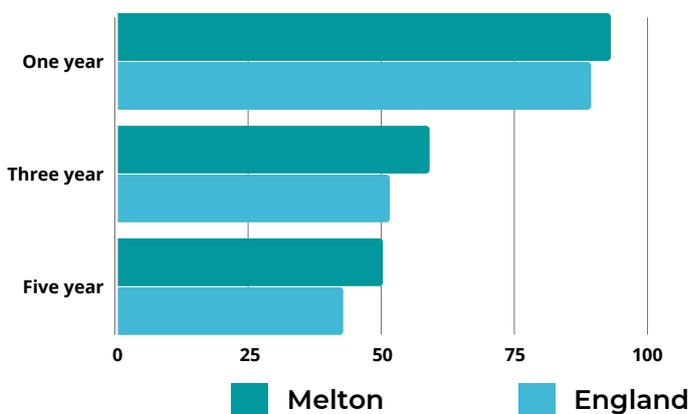
**Employment**

**Up 6.4% in 10 years**

There are low levels of unemployment and a high proportion of low skills and low wage employment. This is attributed to the presence of a number of large manufacturers, particularly in food related businesses, relying on a lower skilled workforce.

## New businesses

Reports of the number of businesses started during 2019 indicate that levels were slightly lower than businesses which ceased trading. The number of start ups is lower than the East Midlands average however Melton does have a high business survival rate.



**16,149 people commute into**



**Melton**

**10,183 people commute out**



2011 data

# Property market

The property market in Melton has been dynamic during the COVID-19 pandemic. Available space for employment use has reduced significantly, putting pressure on building new premises on allocated land. There are 23,519 dwellings in the borough with higher than average levels of home ownership (73%) and a below average proportion of social housing to rent (11% below the 16% national average).



## Housing prices

House prices are rising but remain slightly below the average for England. There are large variations across the borough, rural areas can command much higher prices than the town centre. This is mainly due to higher levels of detached and larger properties in rural areas.

## New homes

- Approx 1000 new homes created over last 5 years
- Percentage of vacant dwellings of all housing stock has gone up 1% in the last 5 years
- over 3000 planning applications as of July 2021



**78.9%**  
Factories and warehouses

**Offices**  
7.7%



**13.4%**  
Retail space

## Employment space

- The vacancy rate for commercial premises was 2.5% in 2015 highlighting the need to build more employment space to allow for business growth

Employment land study

Most people aspire to own their own home, but affordability is a real issue for many local people, new homes to buy can command a high price and because the housing stock is made up of a higher than average numbers of larger detached homes, there are less affordably price homes for sale in the resale market. Despite many households being able to afford the monthly mortgage repayments, mortgage lending restrictions and deposit requirements are a barrier to home ownership.

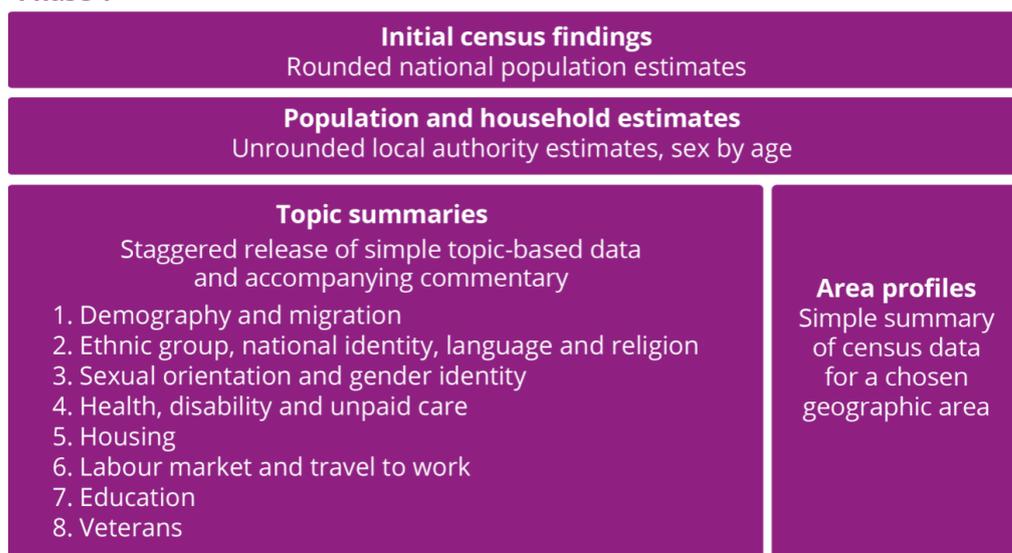
# Understanding our population : Census data

Population statistics are vital to our country: nationally, locally and within communities. Once every 10 years the census provides an opportunity to build a detailed and comprehensive picture of the nation. For local authorities, census population estimates underpin both planning and provision of public services. Census Day 2021 was on Sunday 21st March and despite being the first ‘digital’ Census and held during a pandemic, exceeded expectations with estimated 97% of households responding nationally. Office of National Statistics are aiming to release the first Census 2021 data within a year of Census day. It will be published in three phases, this exact dates subject to quality assurance of data that is underway with local authorities.

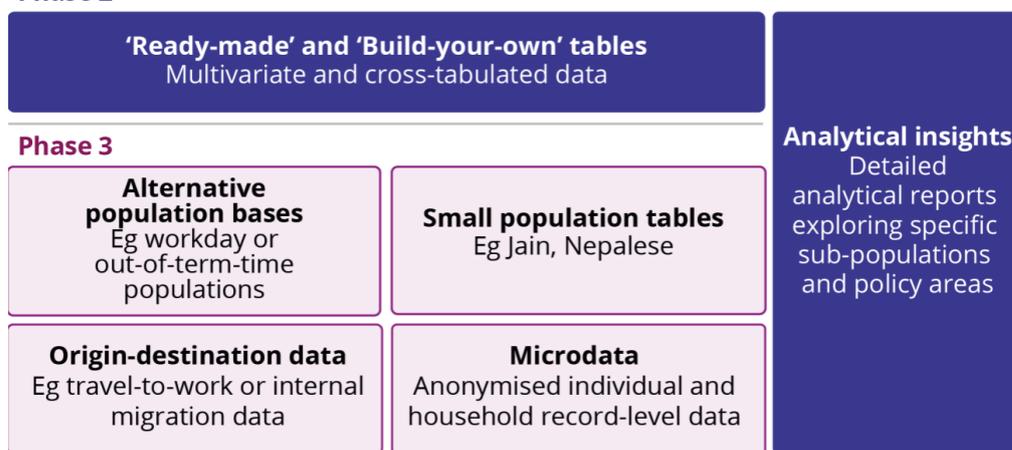
## Census statistics:

- underpin policy making and council funding allocation from central government
- provide information to help plan and prioritise service delivery
- give a benchmark for estimates of population between censuses
- provide unique detailed demographic information about local small area populations

### Phase 1



### Phase 2



### Beyond March 2023



# What we will do next

**After analysis of the research and data contained in this report, the Council has identified the following key themes. These will be addressed by the Council as part of our Corporate Strategy priorities.**

## 1. Affordable housing

Ensuring that the borough has the right housing in the right location with the right tenures.



## 2. Living and ageing well/Healthy life expectancy



Developing a clear strategy and offer that supports residents to be able to feel well and enjoy later life. In doing this they can feel comfortable, safe, and secure at home, living independently for longer with opportunities to learn, join in, volunteer or work.

## 3. Providing an offer for young people

Providing a clear and appealing offer/strategy for young people to encourage them to remain in or to return to Melton.



## 4. Supporting businesses to grow



Attracting new businesses to the borough and building stronger relationships with existing ones to support their growth and development.

## 5. Promotion of the area

Promoting and marketing an appealing, attractive accessible town centre and vibrant rural areas as a destination for visitors and residents.



## 6. Modernising the parking offer



Providing a more flexible approach to parking for residents, visitors and people who work in Melton to encourage them to stay in the borough for longer.

## 7. Climate and Environment

Undertaking consultation with key stakeholders and developing a climate change strategy for the Council.



**We will report back on progress against each of these themes as part of our annual process of reflection, review, and refinement.**

## State of Melton

# Links to additional information

for more information or to explore data sources in more detail, please refer to the following links:

- Deprivation, Mapping Tool: [www.dclgapps.communities.gov.uk/imd/iod\\_index.html](http://www.dclgapps.communities.gov.uk/imd/iod_index.html)
- Deprivation, Interactive Dashboard: [www.gov.uk/guidance/english-indices-of-deprivation-2019-mapping-resources](http://www.gov.uk/guidance/english-indices-of-deprivation-2019-mapping-resources)
- NOMIS Local Authority Profiles provide an overview of people and place : [www.Nomisweb.co.uk](http://www.Nomisweb.co.uk)
- Office of National Statistics : [www.ons.gov.uk](http://www.ons.gov.uk)
- LLEP : [www.llep.org.uk](http://www.llep.org.uk)
- [www.home.co.uk](http://www.home.co.uk)
- Census : [www.ons.gov.uk/census](http://www.ons.gov.uk/census)
- Discover Melton : [www.discovermelton.com](http://www.discovermelton.com)



Melton  
Borough  
Council

## Contact

Melton Borough Council  
Parkside, Burton Street  
Melton Mowbray  
Leicestershire, LE13 1GH  
[contactus@melton.gov.uk](mailto:contactus@melton.gov.uk)  
[www.melton.gov.uk](http://www.melton.gov.uk)  
01664 502502