



## Draft Town Centre Vision

<b>Corporate Priority:</b>	Delivering sustainable and inclusive growth in Melton
<b>Relevant Ward Member(s):</b>	Melton Craven: Cllr Bindloss & Cllr Douglas Melton Egerton: Cllr Faulkner & Cllr Smith Melton Warwick: Cllr Fisher & Cllr Freer
<b>Date of consultation with Ward Member(s):</b>	25 May 2022
<b>Exempt Information:</b>	No

### 1 Summary

- 1.1 As part of the 2021-22 budget, the Council committed to a number of town centre enhancements. This included a commitment to prepare a town centre vision and seek funding opportunities for implementation of a number of regeneration projects.
- 1.2 Work commenced on preparing the vision by engaging with a wide range of stakeholder in September 2021 to understand the issues, opportunities and aspirations for the town centre. This was followed by the next stage of consultation in February 2022 to agree priorities and projects to be implemented.
- 1.3 The draft document has now been prepared consisting of the vision document outlining a long-term aspiration for the town centre and a deliverable action plan identifying partners support in delivering the projects.
- 1.4 The Council is also working with its partners to prepare project proposals to bid for the Levelling Up Fund jointly with Rutland County Council and the Town Centre vision will underpin this funding bid.

### 2 Recommendation(s)

#### That Scrutiny Committee:

**2.1 Notes the draft Town Centre Vision consultation document and**

**2.2 Provides comments for consideration by the Cabinet and Portfolio Holder for Growth & Prosperity**

### **3 Reason for Recommendations**

- 3.1 Priority 3 of the Council's Corporate Strategy 2020-24 'Delivering sustainable and inclusive growth in Melton' identifies the following focus areas:
- Work with our partners to promote Melton and deliver the promise of the 'Rural Capital of Food'.
  - Regenerate out town centre, encourage inward investment and create jobs.
  - Deliver inclusive growth by improving access to higher paid jobs, improving skills and tackling low wage economy.
- 3.2 Melton Mowbray town centre is the engine of the borough's economy and a key visitor destination. A long-term vision is required to steer the development of the town centre over the next ten years.
- 3.3 The Vision document is accompanied by an action plan of key projects and activities to be delivered and supported by partner organisations. The Vision will help direct investment and funding for the delivery of these projects.
- 3.4 The Government has recently published the Levelling Up White Paper and the Levelling Up and Regeneration Bill. The Levelling Up Fund (LUF) Round 2 and UK Shared Prosperity Fund (UKSPF) have also recently been announced. This Vision and action Plan will support the Council's bids for seeking funding from these opportunities.

### **4 Background**

- 4.1 Melton Mowbray town centre has been the engine of the economy for Melton borough over centuries. The success of the town centre is in its resilience and adaptability to meet the needs of the residents, businesses and visitors at all times.
- 4.2 The recent events of Brexit and COVID-19 pandemic along with the changing trends in retail, leisure and commercial sectors have meant transformational changes to most high streets and town centres across the country are required. While Melton Mowbray town centre has managed to minimise the negative impact of these events so far, it is evident that an agreed and aspirational vision is required to enable the town centre to respond to these threats by building on its existing strengths.
- 4.3 The time is now to develop a clear vision and framework for investment in the town centre in order to maximise the current opportunities that exist through Government funding being made available to local authorities. With this in mind, following two stakeholder events the Council and its partners have come together and are seeking to agree a shared vision to enhance and deliver on the town's enviable reputation as the 'Rural Capital of Food'.
- 4.4 The vision and the action plan will provide the foundation and evidence base to justify any proposed funding applications for all identified projects going forward.

### **5 Main Considerations**

- 5.1 **A vision and action plan for Melton Mowbray town centre:**

- 5.2 Melton Borough Council is committed to supporting and enhancing how Melton Mowbray Town Centre supports the wider local economy, residents, workers and visitors. The Vision will help the Council and its partners to enhance the town and its 'offer' by providing a universally agreed approach to delivery of the agreed aspirations. As well as the Vision, the final document, following consultation, will provide a pipeline of projects and activities through which the Council will be able to proactively seek funding and investment (both public and private) to achieve the agreed aim of securing and promoting Melton Mowbray's position as being the 'Rural Capital of Food'.
- 5.3 Beyond simply identifying projects and activities, this document will provide clarity and an agreed position on the importance of future development opportunities and development activity in the town. This will help to ensure the town centre continues to serve as a functional economic area by attracting new users and continuing provide a space where residents of Melton and its wider rural hinterland can continue to visit, work, live and socialise. This is both for the users of today but also ensuring the town can effectively respond to the growth planned over the next 15-20 years.
- 5.4 Once finalised, the Council will work with its partners to prepare detailed proposals for projects and activities outlined in the action plan with a view to seek resources and funding for their implementation as and when the opportunity arises. The action plan will be kept under review on annual basis and amended as more details emerge from the next phase of work.
- 5.5 The proposed action plan includes proposals for the following categories of projects:
- Development projects and opportunities
  - Transport and connectivity projects
  - Public realm enhancement opportunities
  - Heritage enhancement projects
  - Events, markets and tourism activities
  - Place-branding, promotion and marketing activities
  - Business, employment and skills actions
  - Place management and community stewardship approach
  - Sustainability initiatives
  - Governance and monitoring activities
- 5.6 As part of this ongoing consultation the Council is now seeking views from residents, businesses and stakeholders on the consultation draft. This is to ensure that those who utilise the town and those who are served by the town have the opportunity to comment and provide their thoughts on how the town should be developed and transform moving forward to best meet their needs
- 5.7 The action plan appended, details each of the proposed projects and activities and is currently out for consultation. Views are being sought from the Scrutiny Committee on this consultation document. Any comments received will be considered and the draft updated and finalised under delegated powers to ensure the deadlines for the submission of the Levelling Up Fund round 2 bid can be met.

## 5.8 **Levelling Up Fund (Round 2)**

- 5.9 The Levelling Up Fund (LuF) (Round 2) was announced in the spending review in March 2022 for investment in local priorities and capital projects, prepared in collaboration with local stakeholders that can be delivered in the next 2 to 3 years. Constituency MPs are only able to formally support one bid per constituency area and therefore Melton and Rutland Councils are working together for a joint funding bid.
- 5.10 Melton had submitted a bid for £9.7m for Round 1 that was unsuccessful. The bid included a package of three complementary projects contributing towards enhancing the 'Rural Capital of Food' offer and creating destinations for a wide range of audience to visit. The three projects were:
- Development of cattle market site for events infrastructure, food and drinks production units and supporting business support and tourism related activities.
  - Development of the Brooksby Melton College Site on Wilton Road/Asfordby Road for refurbishment of the theatre to create a cultural destination in the town centre.
  - Development of the training centre site on King Street, owned by Melton Mowbray Town Estate for refurbishment of the long term vacant building to convert it into food production, training and workshop facility by working with Brockleby pies.
- 5.11 The feedback received from the Government Department for Business Energy and Industrial Strategy (BEIS) was very positive in terms of the quality and they also identified areas that would strengthen any future bids and these areas will be incorporated in shaping the bid for Round 2. It is acknowledged that all projects proposed in the previous bid have progressed and some of the activities have already been delivered. The Council will work with the partners to assess the progress made so far and amend the proposals to meet the criteria for Round 2.
- 5.12 The deadline for the submission of the Round 2 bid is 6<sup>th</sup> July 2022.
- 5.13 By having a key document such as the town centre visioning document being approved by members which has been informed and is supported by our partners, stakeholders and the public it adds significant legitimacy and weight to the projects proposed through the LuF bid. This is because it highlights and demonstrates local support and agreement that these projects are key to the future prosperity of the town centre.
- 5.14 **UK Shared Prosperity Fund (UKSPF)**
- 5.15 The UKSPF was launched in April 2022 to support the Government's Levelling Up agenda. Melton Borough Council has received an in-principle allocation of just over £1.19m subject to submission of a 3 year investment plan before 1st August 2022.
- 5.16 The fund can be used for a mix of capital and revenue projects and there are three overarching investment priorities identified:
- Community and Place
  - Supporting Local Business; and
  - People and Skills
- 5.17 A Scrutiny Committee workshop will be scheduled in June to enable the draft Investment Plan to be reviewed prior to consideration and approval by Cabinet on 13<sup>th</sup> July.
- 5.18 The Town Centre Vision and Action Plan identifies a range of projects that could be included within the UKSPF investment plan, and these will be considered as options for investment are considered over the next few weeks.

## 6 Options Considered

- 6.1 Given the impact of the pandemic and the structural changes in town centres more generally, it is felt necessary to have a vision and investment plan for the town centre. It will also strengthen the submission of the Levelling Up Fund bid and UKSPF investment plan. Not having a refreshed Town Centre vision is therefore not considered as a credible option at this time.

## 7 Consultation

- 7.1 The Town Centre Vision has been informed by 2 major stakeholder workshops, and a range of surveys and consultations undertaken over the last 18 months, including the one undertaken by the Scrutiny Task and Finish Group. A summary of consultation is included in the Vision document.
- 7.2 This final stage of consultation draft will be sent out to all members, all stakeholders who have engaged with the Council previously, all businesses in the BID area, Melton Place Board partners and all partner organisations identified in the document. The document will be published online and all residents, businesses and visitors will be invited to review the document and provide comments.

## 8 Next Steps – Implementation and Communication

- End of consultation - End of June 2022
- Approval and adoption of the final Vision and Action Plan - July 2022
- Submission of LUF bid – 6th July 2022
- Submission of UKSPF Investment Plan – 1<sup>st</sup> August 2022

## 9 Financial Implications

- 9.1 The projects identified in the action plan are not a commitment from the Council or any organisation, they are identified as a potential list of activities that can help deliver the town centre vision. All projects have identified a funding gap and the delivery of these can be accelerated by securing funding and partners' support.
- 9.2 Match funding will be required to support the Levelling Up Funding bid which is due to be considered by Cabinet on 16<sup>th</sup> June 2022.

**Financial Implications reviewed by: Deputy s.151 Officer**

## 10 Legal and Governance Implications

- 10.1 There are no legal implications arising from this report / decision as it is a list of potential activities.
- 10.2 Legal implications will be considered throughout each project in the usual way.
- 10.3 Members should note, the Vision will need to have regard to the adopted Local Plan policies covering the town centre area but will not be binding on decisions of the Local Planning Authority.

## Legal Implications reviewed by: Monitoring Officer

### 11 Equality and Safeguarding Implications

- 11.1 An Equalities Impact Assessment will be prepared for the Vision document prior to approval.
- 11.2 Each project in the action plan will require an EIA through its design and development stages.

### 12 Community Safety Implications

- 12.1 Community safety implications have been considered and projects identified to address them.

### 13 Environmental and Climate Change Implications

- 13.1 Economic, environmental and social sustainability is a key theme that runs across all projects and activities within this action plan. It is envisaged that this will be considered at all stages of design and delivery of all projects.

### 14 Other Implications (where significant)

- 14.1 Planning and enforcement implications have been considered at high level in proposing the projects. All projects in the action plan will need to consider these implications at design and delivery stages.

### 15 Risk & Mitigation

Risk No	Risk Description	Likelihood	Impact	Risk
1	Stakeholders and residents feel their views are not listened to.	Very Low	Critical	Medium Risk
2	The Vision and Action Plan are not approved in time for the submission of the bid and the opportunity is missed to strengthen the bids.	Low	Critical	Medium Risk
3	Projects are added to the action plan that are not deliverable or not owned by any partner organisation.	Low	Critical	Medium Risk

		Impact / Consequences			
		Negligible	Marginal	Critical	Catastrophic
Likelihood	Score/ definition	1	2	3	4
	6 Very High				
	5 High				
	4 Significant				

3 Low			2,3	
2 Very Low			1	
1 Almost impossible				

Risk No	Mitigation
1	The Vision and Action Plan are informed by a series of consultation events with a range of partners. Care has been taken to address all concerns raised and accommodate all suggestions in the plan.
2	The timescales are tight, yet achievable. Momentum will need to be maintained in order to meet the deadlines.
3	The action plan should only include projects that contribute towards delivering the vision. The Council will work with partners to prepare deliverable plans for these projects.

## 16 Background Papers

16.1 None

## 17 Appendices

17.1 Appendix 1 – A Vision for Melton Mowbray Town Centre- Draft for Consultation May 2022.

<b>Report Author:</b>	<b>Pranali Parikh</b> , Director for Growth and Regeneration
<b>Report Author Contact Details:</b>	01664 504321 PParikh@melton.gov.uk
<b>Chief Officer Responsible:</b>	<b>Pranali Parikh</b> , Director for Growth and Regeneration
<b>Chief Officer Contact Details:</b>	01664 504321 PParikh@melton.gov.uk