

| <b>AIMS</b><br><b>Our overall aims are to:</b>   | <b>OBJECTIVES</b><br><b>Over the next five years we will:</b>   | <b>MEASURES</b><br><b>We have been successful if we see:</b>  |
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| <b>I. RAISE AWARENESS OF THE MELTON BOROUGH AS AN INVESTMENT LOCATION AND IMPROVE PERCEPTIONS OF OUR TOWN CENTRE</b>   | <p><b>Melton offers a compelling investment proposition, combining:</b></p> <ul style="list-style-type: none"> <li>• Prime location with excellent connectivity to major UK markets.</li> <li>• Access to a highly skilled workforce and top-tier universities.</li> <li>• Supportive business environment with competitive costs and infrastructure.</li> <li>• Vibrant communities, green spaces, and excellent quality of life.</li> <li>• A thriving food manufacturing sector and emerging opportunities in logistics and technology.</li> </ul> <p><b>To maximise the borough's potential, we will:</b></p> <ul style="list-style-type: none"> <li>• Promote Melton as a prime investment location through targeted marketing campaigns.</li> <li>• Collaborate with key stakeholders to create a favourable business environment.</li> <li>• Actively seek out investment opportunities, particularly in target sectors.</li> <li>• Provide comprehensive support services to businesses, including access to finance, talent, and infrastructure.</li> <li>• Invest in public spaces and infrastructure to create a vibrant and attractive borough.</li> </ul> <p><b>By leveraging these strengths and implementing these strategies, the Melton Borough aims to become a leading investment destination.</b></p> | <ul style="list-style-type: none"> <li>• Collaboration with partners to secure investment into the Borough.</li> <li>• Evidence of Melton referenced on an international level and press coverage generated within target markets, in line with Place messaging.</li> <li>• Perceptions of Melton as a place to do businesses in Leicestershire improving.</li> <li>• An improved business retention rate</li> <li>• An increase in attraction of new FDI into Melton</li> <li>• High quality messages implemented in all Inward Investment activity.</li> <li>• Attendance at key investment events to promote the Place.</li> </ul> |
| <b>II. WORK PROACTIVELY TO ATTRACT INWARD INVESTMENT FROM BUSINESSES AT THE FOREFRONT OF REINVENTING MELTON'S TRADITIONAL INDUSTRIES IN FOOD PRODUCTION.</b> | <p>The Strategy will aim to attract UK and FDI investors, focusing on sectors where Melton demonstrates a strong history of business growth. This will create more sustainable, skilled jobs for the future.</p> <p>Beyond the UK, we will explore opportunities from mainland Europe, with a particular focus on France and Germany, two of Europe's largest food-producing nations.</p> <p>Collaborating with the Department for Business and Trade, Discover Melton will assess the potential benefits of cultivating relationships with less developed markets across Europe.</p> <ul style="list-style-type: none"> <li>• Deliver targeted marketing and communications campaigns to reach specific sectors and markets.</li> </ul>  | <ul style="list-style-type: none"> <li>• Diversification of Melton's business base</li> <li>• Growth in the number of businesses from identified key sectors.</li> <li>• An increase in the number of businesses investing into Melton from key markets: <ul style="list-style-type: none"> <li>- UK</li> <li>- France</li> <li>- Germany</li> </ul> </li> <li>• Targeted marketing and communications delivered.</li> <li>• Local physical built space for R&amp;D</li> </ul>  |

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|   | <ul style="list-style-type: none"> <li>• Partner with business support organisations to identify and explore inward investment opportunities within the supply chains of local businesses.</li> <li>• Showcase Melton's business base through sector-specific case studies to explore Foreign Direct Investment opportunities.</li> <li>• Engage with local high-net-worth individuals to identify opportunities for business startups and inward investment.</li> <li>• Collaborate with key businesses within clusters to facilitate projects and growth opportunities.</li> <li>• Work with the Leicester and Leicestershire Business and Skills Partnership to explore and promote opportunities for startups and spinouts.</li> <li>• Maximise green economy opportunities within key sectors. These companies will create high-value, sustainable jobs, fostering growth while contributing to the Borough's sustainability and well-being.</li> <li>• Identify key projects that will highlight Melton's commitment to environmentally friendly business practices.</li> <li>• Proactively promote the Borough's clusters as a key differentiator in the competitive market to attract investors and their supply chains.</li> <li>• Collaborate with the planning department to ensure a focused, disciplined planning approach that supports diversification, including R&amp;D. This involves collaborating with developers to ensure that available space aligns with the desired business types.</li> </ul> <p><b>By implementing these strategies, Melton can cultivate an international reputation and thrive in a global marketplace.</b></p> |  |
| <p><b>III. PROACTIVELY SEEK INWARD INVESTMENT FROM MELTON'S EMERGING AND SUPPORTING SECTORS</b></p> | <p>Create localised clusters to attract businesses to invest within the Borough. These clusters will support the creation of skilled jobs for the future while enabling Melton's traditional sectors to move towards more sustainable, technologically advanced, and digitally integrated operations.</p> <p>Clusters of existing expertise, innovative companies, and sector networks will position Melton favourably to attract further investment from both the UK and international markets.</p> <p><b>Professional Services Cluster</b></p> <p>Leverage Melton's connectivity and existing business clusters to attract value-seeking Professional Services businesses to the Borough, recognising the increasing influence of technology on work practices within this sector.</p>   | <ul style="list-style-type: none"> <li>• Localised clusters established in emerging sectors.</li> <li>• Flagship green initiatives identified.</li> <li>• Flexible office accommodation created within the town centre.</li> </ul> |

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|  | <p>Explore opportunities to create flexible office spaces within the town of Melton to mitigate the impact of reduced footfall from former retail unit vacancies.</p> <p><b>Advanced Logistics &amp; Distribution</b></p> <p>Capitalise on Melton's established history in manufacturing and the availability of affordable space to attract Advanced Logistics and Distribution businesses to the Borough.</p> <p>Collaborate with developers and sector groups to identify and implement flagship initiatives that will encourage businesses to invest in the Borough.</p>   |  |
| <p><b>IV. IDENTIFY INWARD INVESTMENT OPPORTUNITIES THAT WILL SUPPORT THE REPURPOSING OF MELTON'S TOWN CENTRE</b></p> | <p>Recognising the current challenges faced by urban centres, identify inward investment opportunities that will drive footfall into Melton town centre.</p> <p>Embracing the Melton Town Centre Vision, re-purpose areas of the town to enhance the visitor experience while simultaneously increasing footfall for the benefit of sectors such as retail, leisure, and hospitality.</p> <p>Regeneration projects listed in the Melton Town Centre Vision, where the identification of Inward Investment can support delivery, include:</p> <ul style="list-style-type: none"> <li>• <b>King Street Building:</b> Refurbish the long-vacant King Street building to accommodate a new mix of uses, including food production. This revitalisation will enhance the town centre, offering training, workshops, and an improved visitor experience through linkages with nearby businesses.</li> <li>• <b>Pera Business Park:</b> The redevelopment of Pera Business Park will strategically position it as a hub for business growth and innovation. The plan prioritises enhancing business support services to cultivate a thriving business ecosystem within the park.</li> <li>• <b>Stockyard and Cattle Market:</b> The redevelopment of the Stockyard and Cattle Market will include enhancing infrastructure to host large-scale events and festivals throughout the year. The plan also includes expanding space for food and drink production businesses, incorporating shared kitchen facilities to support local businesses in developing new products.</li> <li>• <b>Bell Centre, King Street, St. Mary's Car Park:</b> Refurbish the site to create a mixed-use development that contributes to the vibrancy and vitality of the High Street.</li> </ul> <p><b>To support the regeneration activities, we will:</b></p> | <ul style="list-style-type: none"> <li>• Increase footfall in the town centre.</li> <li>• A reduction in void units in designated town centre boundary.</li> <li>• Destination Management Plan developed.</li> <li>• All 'Why Melton' investment messaging contains Discover Melton business support messaging.</li> </ul> |

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|  | <ul style="list-style-type: none"> <li>• Identify and pursue inward investment opportunities that address the challenges facing contemporary urban centres, with a specific focus on strategies to drive footfall into Melton Town Centre.</li> <li>• Collaborate closely with colleagues in Regeneration and Planning services to ensure all inward investment activities are aligned with the Town Centre Vision, existing transport plans, and public realm strategies.</li> <li>• Partner with the Discover Melton Tourism team to contribute to the development of the Destination Management Plan, specifically identifying opportunities for tourism sector investment within the Borough.</li> <li>• Collaboratively ensure all "Why Melton" investment messaging is consistent with and reinforces the core messaging of Discover Melton where appropriate.</li> <li>• Proactively identify and funnel investment leads, strategically identifying suitable sites to facilitate the creation of clusters within key sectors, working closely with planning departments and real estate agents.</li> <li>• Use local plans to empower developers by providing clear guidance on suitable sites, permissible uses, and relevant planning policies.</li> </ul>   |   |
| <p><b>V. PROVIDE INDIGENOUS, FOREIGN DIRECT INVESTMENT BUSINESSES AND INVESTORS WITH TAILORED ACCOUNT MANAGEMENT SUPPORT THROUGHOUT, INCLUDING AFTERCARE</b></p> | <ul style="list-style-type: none"> <li>• Respond to all local, national, and international inquiries originating from outside the Borough with promptness, professionalism, and responsiveness. Ensure that all potential companies and significant investors receive tailored support of the highest quality, specifically addressing their individual needs and expectations.</li> <li>• Implement a three-tiered support system to prioritise and focus resources on securing investment from companies within target sectors and markets. This tiered approach will enable the team to effectively allocate resources and maximise the impact of support efforts.</li> <li>• Provide potential investors and companies with bespoke collateral tailored to their specific sector, needs, and level of familiarity with the Borough. This personalised approach will enhance engagement and demonstrate a proactive understanding of their unique requirements.</li> <li>• Develop and maintain a dedicated section on the Discover Melton website specifically designed to provide valuable information and resources for prospective investors exploring opportunities within the Borough. This online platform will serve as a central hub for information and facilitate easy access to key resources.</li> </ul> | <ul style="list-style-type: none"> <li>• Ensure a smooth transition for new businesses entering the Borough.</li> <li>• Implement improvements to internal processes to enhance the experience for both businesses and investors.</li> <li>• Prioritise the retention of businesses within the Borough, including those engaged in export activities.</li> <li>• Maximise the utilisation of Discover Melton business support services by new businesses entering the Borough.</li> <li>• Ensure that the Discover Melton offer is featured in all investment activity</li> </ul> |
| <p><b>VI. COLLABORATE WITH PLANNERS TO ENSURE THAT THERE IS A STRATEGIC APPROACH TO THE ALLOCATION OF LAND, WHICH SUPPORTS OUR VISION</b></p>                    | <ul style="list-style-type: none"> <li>• The Melton Local Plan has allocated sufficient land to support our ambition to foster investment and encourage the formation of business clusters. This strategic approach will diversify Melton's business base in alignment with our overall vision. While the Local Plan provides a robust</li> </ul>  | <ul style="list-style-type: none"> <li>• Clustering plans and sites identified</li> </ul>   |

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|  | <p>framework for future developments, outlining general land use potentials, a proactive approach is required.</p> <ul style="list-style-type: none"> <li>• By actively collaborating with agents and landowners to develop masterplans for key sites, we can facilitate the clustering of businesses within priority sectors, thereby attracting investment from companies seeking to innovate and create high-skilled jobs.</li> <li>• The Planning Services team will play a pivotal role in this investment process, fostering open and constructive dialogue with stakeholders while ensuring adherence to all relevant Council guidelines. This approach will solidify Melton's position as a 'business-friendly' location.</li> </ul>   |  |
| <p><b>VII. CONTINUALLY DEVELOP AND IMPROVE THE QUALITY OF OUR DATA AND INSIGHT, USING THIS INTELLIGENCE TO IDENTIFY TRENDS AND TARGET INWARD INVESTMENT.</b></p> | <ul style="list-style-type: none"> <li>• Collect the right information at the right time to gain a comprehensive understanding of local business activity and Melton's key assets. This data will inform the development of effective messaging to promote the Borough.</li> <li>• Continuously monitor local, national, and international trends to proactively identify and capitalise on emerging opportunities to attract inward investment.</li> <li>• Use data and insights to effectively measure the impact of inward investment activity within the Borough: <ul style="list-style-type: none"> <li>- Actively seek and gather relevant data and insights from local, regional, and national sources to enable the team to identify trends, spot opportunities, and accurately measure performance.</li> <li>- Develop and track key performance indicators (KPIs) to effectively promote Melton's unique assets. These KPIs should include data on labour market information and analysis, business sector and occupational analysis, and the flow of talent into and from surrounding areas.</li> <li>- Leverage data and trend analysis to inform and refine marketing activities, promoting Melton to the right target audiences with the right message.</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• A transition to a proactive business development approach, shifting from a reactive stance to one of forward-thinking engagement.</li> <li>• Our marketing and communications activities now prioritise the dissemination of up-to-date data to potential investors.</li> </ul> |