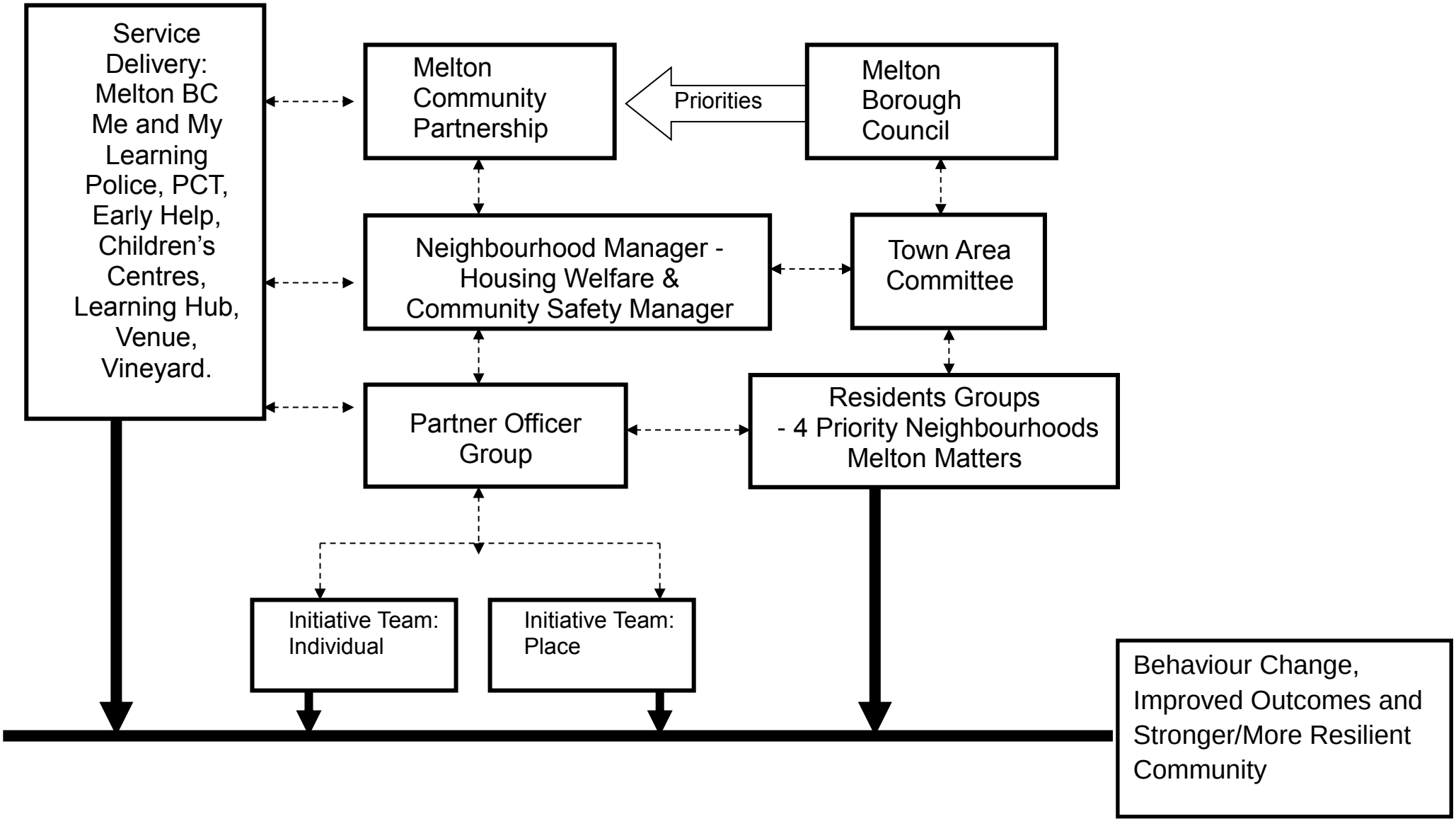PROPOSED MELTON NEIGHBOURHOOD MANAGEMENT MODEL