

# **The Melton Economic Growth Plan**

## **Introduction**

Melton Borough is changing. Over the coming years we will see significant growth in our town and the wider reaches of our Borough, bringing in new employment and business opportunities.

We have to recognise that in order to thrive in an increasingly competitive economy we need to meet future business needs and we will do this by working jointly with our partners. Whilst we wish to retain and sustain the major national companies based locally, we are keen to promote new, smaller knowledge-based entrepreneurship.

Melton's Economic Growth Plan focuses on four strategic priority areas with the aim of establishing a clear competitive advantage for the Borough, so that we maximise the opportunities to deliver economic and social growth. These priorities are promoting innovation and enterprise; enhancing aspirations, skills and creating economic activity; improving the vitality of the Borough's town and villages and maximising inward investment and tourism.

## **Strengths and Challenges**

Melton's Economic Growth Plan is built on sound evidence. Melton Borough Council has recently formulated an Economic Development Strategy (2012-2015), which outlines our vision to *'enhance the quality of life for everyone in the Borough of Melton to achieve a sustainable, prosperous and vibrant community...a place people want to live, work and visit'*.

Melton Borough Council has also commissioned e-commerce Place Profiles for Melton. Place Profile reports provide high-level analysis of an area, telling a 'story of place' and an overall assessment of economic, social and environmental conditions. Each profile sets an area within its wider context, comparing performance with neighbouring areas, as well as regional and national averages.

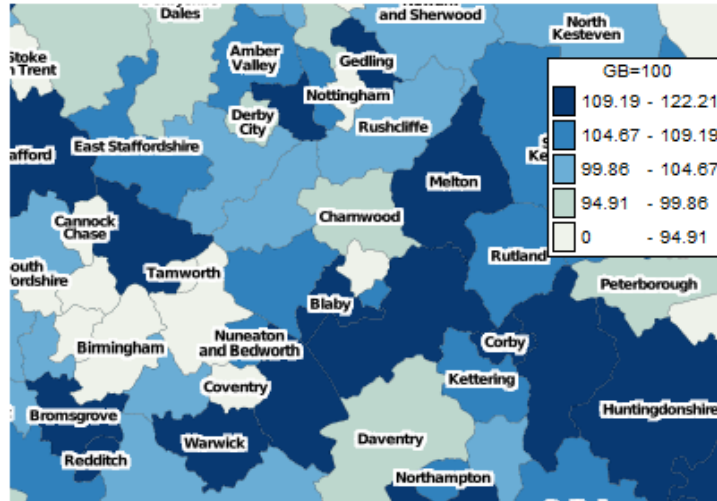
## **Labour and Market Employment**

Strong economic foundations are critical to the future success of an area, creating quality employment opportunities for local people. Economic growth is assessed by an area's change in total employment, giving an indication of the growth and decline of the local economy.

Compared to other Districts in Leicestershire, Melton has the smallest economy and related to this, the fewest local jobs. Despite this, it is a relatively prosperous rural area with lower levels of social deprivation and unemployment than many areas.

In Melton there are 26,400 residents in employment, of which 7,100 are in self-employment, making it one of the highest levels in the Country (April 2012-March 2013, NOMIS).

The map shows the performance of districts within Leicestershire on the Local Future's Labour Market Score. The areas with very dark shading score highly and those with very light shading score poorly in terms of employment rates.



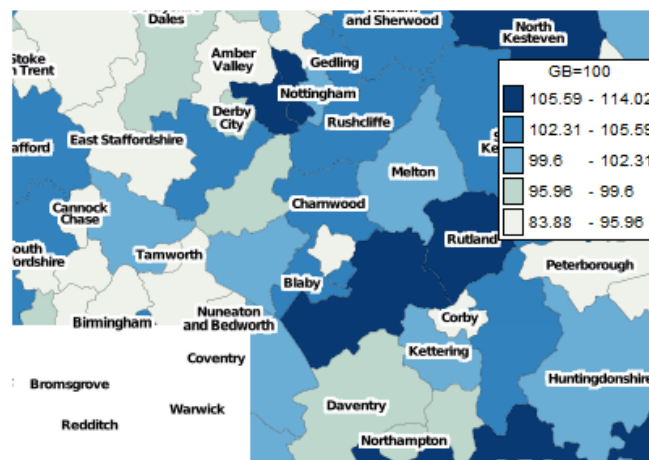
With a score of 111.88, Melton is in the top 20% of districts and is in the sub region that is in the middle 20% of sub regions nationally for employment levels.

### Education and Skills

Human capital is a prerequisite of a successful knowledge economy. The resident workforce should ideally be characterised by a good blend of academic and vocational skills.

The proportion of the working age resident population qualified to NVQ level 4 and above in Melton is high by national standards, with 35.58% of all residents qualified to this level in 2012. By comparison, the Leicestershire figure was 29.63%, the East Midlands figure was 28.37% and the national figure was 34.38%.

The map below shows the performance of districts within Leicestershire on our skills and qualifications score. The areas with very dark shading score highly and those with very light shading score poorly.



With a skills and qualifications score of 99.81, Melton is around the national median. This is shown in the map, where areas with very dark shadings score highly and those with very

light shadings score poorly. In light of this evidence, Melton Borough Council is keen to ensure we support local businesses to up-skill their employees and we plan on achieving this by a number of means.

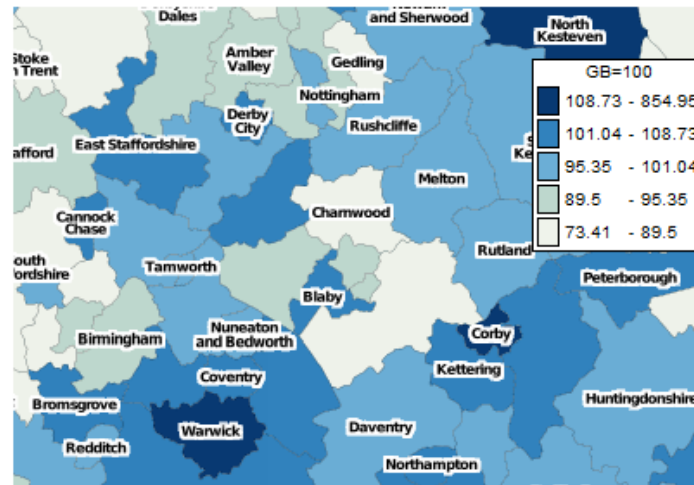
### Competitiveness

A dynamic local enterprise culture is vital for the long-term competitiveness and overall success of any economy. The Local Futures Business and Enterprise Score assesses the extent of an enterprise culture in Melton. The score is composed of the new business formation rate, the business survival rate and the growth in business stock in the last 5 years.

Melton benefits from its geographical location and good road networks with links to other major economic centres including Leicester, Birmingham, Nottingham and Peterborough.

Melton brand has also increased its competitiveness in the tourism market ‘*The Rural Capital of Food and Drink*’, famous for Melton Mowbray Pork Pies and Stilton Cheese.

The map below shows the performance of districts within Leicestershire on our business and enterprise score. The areas with very dark shading score highly and those with very light shading score poorly.



With a score of 98.53, Melton is in the middle 20% of districts and is in the sub region (Leicestershire) that is in the bottom 40% of sub regions nationally.

## **Strategic Priorities**

We have identified four strategic priorities for economic growth over the next two years. These are:

***Promoting Innovation and Enterprise:*** to develop a strong competitive economy by encouraging emerging technologies and innovation.

Innovation is a major driver of economic growth by increasing productivity, opening up new markets and creating new goods and services that can be used by the rest of the economy.

***Enhancing Aspirations, Skills and Creating Economic Activity:*** to develop a work force to meet the needs of the local marketplace and raise ambition.

The skills and abilities of our workforce are vital to our aspirations of a thriving knowledge-based, high value-added economy. We need to ensure that young people in particular gain the necessary knowledge and competence to drive forward innovation and enterprise. The local economy and businesses within it require well-qualified, enthusiastic employees with the right attitude, in order to compete and boost productivity. Education providers need to focus on future skills requirements locally and nationally.

***Improving the Vitality of the Borough's Town and Villages:*** to create better places for local employment, shopping and entertainment.

Melton Mowbray is the main service and employment centre, with the local economy traditionally focusing on farming and associated food products. During recent years, Melton Mowbray has sustained a high level of business confidence, customer satisfaction and levels of footfall. We are also committed to protecting the rural economy, so that the local countryside can support living, working, sustainable communities.

***Maximising Inward Investment and Tourism:*** to work with other agencies to maximise resources and promote a competitive economy.

Over the last 50 years the Borough has developed into a growing manufacturing and service economy with an international reputation for local food products, such as Stilton Cheese and Melton Mowbray Pork Pies, contributing to the brand image of 'Rural Capital of Food and Drink'. Melton Borough Council also has a good track record in securing external funds and attracting inward investment and we will continue to develop projects that will deliver outcomes that meet the economic and social needs of the Borough.

## **Inward Investment**

Melton Borough Council has examined the performance of Melton, both in terms of its attractiveness to inward investors and businesses considering re-location. As part of this process, five measures of economic performance have been taken into account in order to assess Melton's current economic performance. The findings are organised in three main categories:

- Economic Performance
- Human Resources
- Environment & Infrastructure

The report has identified a number of key findings when compared to the sub-regional and national figures, some of which include:

- Overall levels of productivity in Melton are average
- The knowledge-driver business score is very low
- The business and enterprise score in Melton is average.
- Skills and qualification score is average
- Labour market score is very high
- Connectivity in Melton is very low
- Quality of life score is average
- Total stock of commercial & Industrial floor space is very low

## 6 Key Economic Growth Plan Projects

### Project 1: Cattle Market

The rationalisation and regeneration of a livestock market with regional and national significance. The renewal of cattle sheds and the redevelopment with town centre, Rural Capital of Food linkages and the southern part of the site.

<b>Cattle Market</b>
<b>Melton Borough Council: Economic Development Strategy 2012-2015</b>
<ul style="list-style-type: none"> <li>• Improving the vitality of the Borough's town and villages</li> <li>• Maximising inward investment and tourism</li> </ul>
<b>Leicestershire County Council: Economic Growth Priorities</b>
<ul style="list-style-type: none"> <li>• Supporting the rural economy</li> <li>• Strengthen opportunities for tourism sector</li> <li>• Site enablement</li> </ul>
<b>Leicester &amp; Leicestershire Enterprise Partnership: Economic Growth Plan 2012-2020</b>
<ul style="list-style-type: none"> <li>• Utilise public sector assets for economic growth</li> <li>• Invest LLEP resources to support economic growth</li> </ul>
<b>Leicester Economic Action Plan: A Plan for Jobs and Growth: 2012-2020</b>
<ul style="list-style-type: none"> <li>• Continuing to increase the visitor and business tourism markets</li> <li>• Creating a thriving commercial, retail, leisure and cultural core to the city</li> </ul>
<b>Building Our Future: Leicester &amp; Leicestershire Local Investment Plan</b>
<ul style="list-style-type: none"> <li>• Developing strong and vibrant city and town centres</li> </ul>
<b>East Midlands Councils: Investing in Opportunity: A prospectus for investment, infrastructure and growth in the East Midlands</b>
<ul style="list-style-type: none"> <li>• Strengthen opportunities for economic growth</li> <li>• Strengthen opportunities for key sectors</li> </ul>

## **Project 2: Learning and Skills Centre**

The Learning and Skills Centre will be a peer to peer support venue bringing together skills, training and advice in one place. With the right support and skills everybody can transform their life. Melton Borough Council and its partners are collaborating to work with those behind the unemployment statistics. Combining providers and local business we intend to support the unemployed to get the advice, training and the job they need to maximise their potential. There is also a desire to focus on up-skilling particularly around the lower skills levels.

<b>Learning and Skills Centre</b>
<b>Melton Borough Council: Economic Development Strategy 2012-2015</b>
<ul style="list-style-type: none"><li>• Enhancing aspirations, skills and creating economic activity</li></ul>
<b>Leicestershire County Council: Economic Growth Priorities</b>
<ul style="list-style-type: none"><li>• Placing the work-ready in employment</li><li>• Improving work readiness</li></ul>
<b>Leicester &amp; Leicestershire Enterprise Partnership: Economic Growth Plan 2012-2020</b>
<ul style="list-style-type: none"><li>• Increase number and flexibility of work placements, apprenticeships and internships</li><li>• Improve engagement between employers and training providers</li><li>• Address worklessness by raising ambition and employment skills</li><li>• Improve engagement between employers and training providers</li></ul>
<b>Leicester Economic Action Plan: A Plan for Jobs and Growth: 2012-2020</b>
<ul style="list-style-type: none"><li>• Tackling worklessness and youth unemployment.</li><li>• Developing a more coordinated and locally accountable approach to improving skills and delivering quality training across the city.</li><li>• Achieving a better match between the skills needs of business and those responsible for delivering education, training and advice.</li></ul>

### **Project 3: Town Centre Masterplan**

The Masterplan will provide a framework for the regeneration of the town centre. It has clear aspirations to retain and improve the primary retail function whilst attracting a variety of complementary uses that will contribute to the vitality and viability of the centre and reinforce the distinctiveness of its physical environment. It will also aim to develop the commercial and leisure offers so they benefit both the day and evening economy, as well as creating an accessible, safe and attractive environment.

<b>Town Centre Masterplan</b>
<b>Melton Borough Council: Economic Development Strategy 2012-2015</b>
<ul style="list-style-type: none"> <li>• Promoting innovation and enterprise</li> <li>• Enhancing aspirations, skills and creating economic activity</li> <li>• Improving the vitality of the Borough's town and villages</li> <li>• Maximising inward investment and tourism</li> </ul>
<b>Leicestershire County Council: Economic Growth Priorities</b>
<ul style="list-style-type: none"> <li>• Strengthen opportunities for food and drink sector</li> <li>• Strengthen opportunities for tourism sector</li> <li>• Supporting the rural economy</li> <li>• Site enablement</li> </ul>
<b>Leicester &amp; Leicestershire Enterprise Partnership: Economic Growth Plan 2012-2020</b>
<ul style="list-style-type: none"> <li>• Utilise public sector assets for economic growth</li> <li>• Invest LLEP resources to support economic growth</li> </ul>
<b>Leicester Economic Action Plan: A Plan for Jobs and Growth: 2012-2020</b>
<ul style="list-style-type: none"> <li>• Accelerating growth in priority sectors</li> <li>• Continuing to increase the visitor and business tourism markets</li> <li>• Creating a thriving commercial, retail, leisure and cultural core to the city</li> </ul>
<b>Building Our Future: Leicester &amp; Leicestershire Local Investment Plan</b>
<ul style="list-style-type: none"> <li>• Developing strong and vibrant city and town centres</li> </ul>
<b>East Midlands Councils: Investing in Opportunity: A prospectus for investment, infrastructure and growth in the East Midlands</b>
<ul style="list-style-type: none"> <li>• Strengthen opportunities for economic growth</li> <li>• Strengthen opportunities for key sectors</li> </ul>



## **Project 4: Food Enterprise Centre**

The Food Enterprise Centre will be established to act as a catalyst for change and provide a focus for growth for food and drink businesses, creating that essential link between business, technical facilities and services and enterprise support.

The Centre will:

1. Meet latent demand from within the food and drink sector
2. Stimulate and support sector growth and innovation
3. Act as a hub for the provision of best in class training and development
4. Offer technical, business and legislative support to the sector
5. Enable showcasing of the best of Leicestershire's food offerings

<b>Food Enterprise Centre</b>
<b>Melton Borough Council: Economic Development Strategy 2012-2015</b>
<ul style="list-style-type: none"><li>• Promoting innovation and enterprise</li></ul>
<ul style="list-style-type: none"><li>• Improving the vitality of the Borough's town and villages:</li></ul>
<ul style="list-style-type: none"><li>• Maximising inward investment and tourism</li></ul>
<b>Leicestershire County Council: Economic Growth Priorities</b>
<ul style="list-style-type: none"><li>• Supporting local enterprises</li></ul>
<ul style="list-style-type: none"><li>• Supporting the rural economy</li></ul>
<ul style="list-style-type: none"><li>• Strengthen opportunities for tourism sector</li></ul>
<ul style="list-style-type: none"><li>• Strengthen opportunities for food and drink sector</li></ul>
<b>Leicester &amp; Leicestershire Enterprise Partnership: Economic Growth Plan 2012-2020</b>
<ul style="list-style-type: none"><li>• Support innovation and technologies for new processes and product development</li></ul>
<b>Leicester Economic Action Plan: A Plan for Jobs and Growth: 2012-2020</b>
<ul style="list-style-type: none"><li>• Accelerating growth in priority sectors</li></ul>
<ul style="list-style-type: none"><li>• Strengthening our enterprise culture</li></ul>
<ul style="list-style-type: none"><li>• Improving business start-up and survival rates</li></ul>
<ul style="list-style-type: none"><li>• Continuing to increase the visitor and business tourism markets</li></ul>
<ul style="list-style-type: none"><li>• Creating a thriving commercial, retail, leisure and cultural core to the city</li></ul>

## **Project 5: Commercial and Industrial Floorspace Study**

Melton Borough Council's Economic Growth Area Delivery Statement (2012) identified that there is a need to further develop its commercial and industrial Floorspace offer to businesses. Whilst there are a number of existing sites, including Saxby Road Industrial Estate, Snowhill Industrial Estate, Old Dalby Business Park and Crown Business Park and further sites being developed i.e. Westleigh Industrial Estate and the Rotherhill Development, business feedback is clear that there is a requirement for more and modern premises. Melton Borough Council must also consider upgrading existing businesses premises to ensure that they are fit for purpose.

<b>Commercial and Industrial Floorspace</b>
<b>Melton Borough Council: Economic Development Strategy 2012-2015</b>
<ul style="list-style-type: none"> <li>• Promoting innovation and enterprise</li> <li>• Maximising inward investment and tourism</li> </ul>
<b>Leicestershire County Council: Economic Growth Priorities</b>
<ul style="list-style-type: none"> <li>• Site enablement</li> <li>• Supporting local enterprises</li> <li>• Supporting the rural economy</li> </ul>
<b>Leicester &amp; Leicestershire Enterprise Partnership: Economic Growth Plan 2012-2020</b>
<ul style="list-style-type: none"> <li>• Increase the availability of 'fit for purpose' high quality employment land and premises</li> <li>• Promote need for high quality digital infrastructure</li> <li>• Utilise public sector assets for economic growth</li> <li>• Invest LLEP resources to support economic growth</li> </ul>
<b>Leicester Economic Action Plan: A Plan for Jobs and Growth: 2012-2020</b>
<ul style="list-style-type: none"> <li>• Accelerating growth in priority sectors</li> <li>• Strengthening our enterprise culture</li> <li>• Delivering high quality, low carbon development</li> <li>• Attracting and retaining investment in the city</li> <li>• Unlocking development opportunities to meet housing and business needs</li> </ul>
<b>Building Our Future: Leicester &amp; Leicestershire Local Investment Plan</b>
<ul style="list-style-type: none"> <li>• Employment land and premises</li> </ul>

## **Project 6: Business, Enterprise and Innovation Project**

The Business, Enterprise and Innovation Project will increase the aspirations of young people and adults and actively encourage them to consider business, enterprise and innovation as a future career choice. The Project will work closely with the Learning and Skills Centre by ensuring that individuals are not only work ready, but once in work that they continually up-skilled so their skills set meets the needs of local employers.

<b>Business, Enterprise and Innovation Project</b>
<b>Melton Borough Council: Economic Development Strategy 2012-2015</b>
<ul style="list-style-type: none"> <li>• Promoting innovation and enterprise</li> <li>• Enhancing aspirations, skills and creating economic activity</li> <li>• Maximising inward investment and tourism</li> </ul>
<b>Leicestershire County Council: Economic Growth Priorities</b>
<ul style="list-style-type: none"> <li>• Employer and stakeholder engagement</li> <li>• Supporting local enterprises</li> <li>• Placing the work-ready in employment</li> <li>• Improving work readiness</li> <li>• Business advice and mentoring</li> </ul>
<b>Leicester &amp; Leicestershire Enterprise Partnership: Economic Growth Plan 2012-2020</b>
<ul style="list-style-type: none"> <li>• Improve engagement between employers and training providers</li> <li>• Improve careers advice in schools through to FE and HE</li> <li>• Increase number and flexibility of work placements, apprenticeships and internships</li> <li>• Provide effective business support to assist employers to start and grow</li> <li>• Simplify business regulation through the Better Business for All Project</li> <li>• Support innovation and technologies for new processes and product development</li> <li>• Utilise public sector assets for economic growth</li> <li>• Invest LLEP resources to support economic growth</li> </ul>
<b>Leicester Economic Action Plan: A Plan for Jobs and Growth: 2012-2020</b>
<ul style="list-style-type: none"> <li>• Accelerating growth in priority sectors</li> <li>• Strengthening our enterprise culture</li> <li>• Tackling worklessness and youth unemployment</li> <li>• Developing a more coordinated and locally accountable approach to improving skills and delivering quality training</li> <li>• Achieving a better match between the skills needs of business and those responsible for delivering education, training and advice</li> <li>• Improving business start-up and survival rates</li> </ul>
<b>Building Our Future: Leicester &amp; Leicestershire Local Investment Plan</b>
<ul style="list-style-type: none"> <li>• Improving opportunities for business.</li> </ul>
<b>East Midlands Councils: Investing in Opportunity: A prospectus for investment, infrastructure and growth in the East Midlands</b>
<ul style="list-style-type: none"> <li>• Strengthening opportunities for economic growth.</li> </ul>