

Catalyst for the Countryside: Investing in Melton's Rural Economy

*Transforming tradition into opportunity through
innovation, enterprise, and community prosperity*

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Catalyst for the Countryside

Investment and Enterprise



Innovation and Community



Discover Melton

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.

Around half of the total population of the borough live in the town, Melton Mowbray which is surrounded by 70 small villages.

[Home - Discover Melton](#)



Investing in Melton's Rural Economy

- £100m+ investment and growth of 40% expected over next 15 years
- Food and Drink priority sector for the region
- Opportunity to better utilise key council asset

But...

- Declining Town Centre – in terms of perception and offer
- Declining visitor numbers
- Experience not delivering on reputation of 'rural capital of food'
- Low residential and workplace earnings
- Low business start-up and success rates



Working in Partnership

- Working with key partners, hosting several workshops, 1-2-1s and consultations...
 - Melton Place making exercise – how we could work together to better promote Melton as a place to live, work and visit
 - Town Centre vision – creating an agreed vision for the town. Identified capital projects that partners would like to see developed
 - Town Centre design guide – creating uniform design guide across the town to make it more appealing to consumers
 - Market appraisal – looking at how the market can act as a key destination/ driver of footfall for the town – delivered by Melton Mowbray Town Estate
 - Inward Investment strategy – working with Leicestershire Place Marketing Organisation, along with round tables with businesses, developers and investors
 - Cultural and heritage-led regeneration



The idea: Stockyard

- To deliver something truly transformative for Melton Borough
- Needed to support multiple priority areas
 - Supporting town centre
 - Developing a visitor attraction
 - To support growth and attract existing and new large-scale events
 - Enabling and supporting businesses in a key and growing sector
- Needs to provide a food and drink related offer to support claim as the rural capital of food





Melton Mowbray with outline of site



Stockyard site at present





Challenges

- Town centre push back – clear worry amongst town centre stakeholders this would be competitive and reduce footfall to the town
- Change in administration half-way through programme.
- Timeframes for delivery – very tight with delays causing significant push back at back end of the programme
- Costs – inflation creating issues around delivery of outputs, value engineering very important to the proposals
- Transparency – requirement to keep Chinese wall between project as a regeneration priority and councils' responsibility as LPA
- Alignment across council and partners
- Future Management Models – determining future operation of the site and how this will be managed



New employment space
2,300m²



Gross direct jobs created

Net local additional jobs created

183

112

Reduced rural inequality



Increased footfall in town centre

50k **7k**

additional visitors to region

weekly market visitors



Benefit Cost Ratio (BCR)

2.6 : 1



Improved buildings energy performance



Responsible consumption

Complementary to the Town Center as a catalyst for trade and investment

STOCKYARD

New multifunctional space / improved public realm



Refurbished existing buildings

3,365m²

Increase in number of cultural events



GVA increase

£9.2M



New food production units created

25

10,330m²



Growth in local economy



Connecting to Communities



Embracing Rural Opportunities

- [Melton: Taking health checks out to farmers | Local Government Association](#)
- [Stockyard | Projects | Rural Innovation in Action](#)

- Embracing our rural place
- Taking services out to communities
- Supporting independence and resilience
- Making connections and working collaboratively
- Making the case for funding and investment

- [Rural Food Hub Network – Melton Borough Council](#)
- [State of the Borough](#)

