



A VISION FOR  
**MELTON  
MOWBRAY**  
TOWN CENTRE

APPENDIX 1

**Action Plan**

# Appendix 1: Action Plan /

**Draft Town Centre Vision Delivery Action Plan May 2022 (for consultation)**

This Action Plan summarises the projects proposed in the vision document in a structured way. The Action Plan will be appended to the Vision document. It will be a live document that will be reviewed and updated on annual basis. The Melton Place Board will oversee the delivery of the Action Plan. The projects identified 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. The purpose of the vision and the Action Plan is to provide strategic backing for any future funding and investment opportunities. The success of the delivery for the vision relies on a range of categories and associated activities that would be delivered in parallel.

Reference	Project	Action	Lead organisation	Key partners
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**Development Projects -** These projects are being promoted by partners with a level of control over land and commitment to resources. All projects have identified a funding gap and the delivery of these can be accelerated by securing funding and partners support. With high levels of deliverability, strategic fit and direct contribution towards the enhancement of the 'Rural Capital of Food' (RCoF) offer, these projects demonstrate greater potential for the transformation of Melton Mowbray town centre.

D1	Library, BMC theatre, catering centre and Wilton Road car park	To enhance the education and cultural offer by adding complementary uses to this site.	BMC	LCC, MBC
D2	King Street building	To refurbish the long time vacant building to accommodate a food production business that can deliver training and workshops.	MMTE	Brockleby Pies
D3	Stockyard and live stock market (cattle market)	To enhance infrastructure to accommodate large scale events and festivals all year around, to increase commercial and retail space for food production units, to provide development kitchen facilities for start-up businesses.	MBC	Gillstream and Stockyard businesses
D4	Bell centre, King Street, St Mary's car park	To refurbish the site to create a food court to accommodate retail space for artisan food producers and an area for consumers to enjoy the offer.	Co-Op, MBC, BID	Interested businesses (Food Enterprise network)
D5	Pera Business Park	To enhance the accommodation by adding uses complementary to the current offer, additional commercial space, light industrial units and enhanced business support offer to support business growth.	Pera	MBC, Gillstream
D6	Phoenix House	To redevelop the site for accommodating complementary uses for the town centre and local communities.	MBC	Occupying businesses and organisations

D7	Melton health, leisure and well-being offer (Melton Sports Village (MSV) and Waterfields leisure centre)	To enhance leisure provision in Melton to add to Melton's offer as an attractive place to live and work in.	MBC	LCC, MMTE, leisure operators
Development Opportunities - Following consultation to date, these projects are identified as opportunity areas. While there are no current proposals for development in these locations, there is potential in these sites if developed strategically to contribute positively for the enhancement of the town centre. Currently there are no identified resources to undertake the works or implement the activities.				
Dp1	Railway station, sidings car park and railway arches	To work with partners to prepare feasibility and business cases informed by design, costing, business plans and investment propositions.	Network Rail	MBC
Dp2	Parkside and Burton road car park		MBC	
Dp3	Argos, car park, the Mall and surroundings		Co-Op	BID, MBC
Dp4	Waterfield, Town Estate parks and waterways		MBC	MMTE
Dp5	Public realm improvements in the residential areas to enhance the quality of place		MBC	LCC
Transport and Connectivity projects - These projects are proposed to be considered by partners to enhance accessibility and connectivity in Melton Mowbray. All these projects will require funding and resources for delivery which are yet to be identified.				
T1	Melton Mowbray Transport strategy	To prepare a transport strategy to mitigate the impact of MMDR on the town centre and to improve pedestrian connectivity in the centre to help increase accessibility and footfall.	LCC	MBC
T2	Delivering the Melton Mowbray Distributor Road (MMDR)	To work with Leicestershire County Council (LCC) in delivering this infrastructure to enable housing and employment growth in Melton.	LCC	MBC, land owners and developers of southern and Northern urban extensions
T3	Nottingham rail connectivity	To improve rail connectivity to Nottingham via Loughborough to make it easier for Melton's residents to access jobs, skills and education and to attract visitors and commuters from Nottingham to work and visit Melton.	MBC	LCC
T4	Car parking needs assessment	To undertake a comprehensive assessment of the locations and type of available parking, traffic patterns created by them and user patterns to determine future locations and provision levels.	MBC	LCC, MMTE
T5	Taxi service reinforcement	To work with taxi operators, leisure businesses and BID to explore options to support taxi trade to boost both evening and night time economy in Melton.	MBC	BID, taxi operators and businesses

T6	Enhancement of Waterways and towpaths	To explore feasibility of regenerating waterways to increase leisure use and attractiveness of environment.	Canal and river trust, Melton and Oakham Waterways Society, MMTE	MBC, LCC, Severn Trent
<b>Transport Opportunities- These projects are put forward by residents and stakeholders to be considered and delivered as part of the town centre enhancement works. Delivery route is yet to be agreed with partners. Potential consideration for inclusion in transport strategy. Currently there are no identified resources to undertake the works or implement the activities.</b>				
Ts1	Railway station accessibility	To enhance accessibility of the Melton Mowbray railway station	Network Rail, East Midlands Railway	DFT, LCC, MBC
Ts2	Mobility hub	To create a central location for enhanced bus and coach parking facility with links to modes of sustainable transport	LCC	MBC
Ts3	Community transport solutions	To consider options for community transport solutions for residents in the town centre	LCC	MBC
Ts4	Sustainable transport connectivity to increase footfall	Creation and enhancement of pedestrian and cycle paths connecting the town centre to edge of the town employment sites, new residential areas, visitor destinations and parks and open spaces	LCC	MBC
Ts5	Enabling infrastructure for sustainable transport solutions	To explore potential for infrastructure required for alternative transport modes such as cycle parking, cycle repair works, showers, e-bikes, e-scooter, electric vehicles charging points etc.	MBC, LCC, businesses	BT chargemaster, Midlands Energy Hub
<b>Public realm enhancement - These projects are to be considered as part of public realm enhancement works that may require preparation of a public realm strategy for a wider strategic consideration and oversight. It could include Melton specific design guidance in conjunction with the transport strategy for the town centre. Place Board to provide steer for delivery. While some of these activities are being considered by the partners, there is identified gap in resources for delivering these tasks.</b>				
PR1	Gateway enhancements	To prepare proposals for enhancing key locations identified as gateways and for improvement of key arrival points such as railway station and car parks by enhanced architecture, signage, wayfinding, articulated landscaping or public art works.	MBC, LCC	MIB, MMTE, BID
PR2	Market Place and High Street enhancement	To reinforce the core of the town centre by improving infrastructure for events, markets, street furniture and performance space.	MBC, MMTE, LCC	BID

PR3	Connectivity between High Street and key destinations	To improve connectivity, accessibility and legibility between key destinations to mutually benefit from increased footfall. i.e. improved pedestrian crossing, signage, mapping, planting, lighting, flags etc. - Cattle market and high street - Wilton road to High Street and Market place - King Street and High Street	MBC, LCC	Stockyard, BID, MMTE
PR4	Enhancement of parks and open spaces as leisure destinations	To prepare and implement projects for enhancement of parks and open spaces for a range of age groups.	MMTE	MBC, BID
PR5	Maintenance and enhancement of street scene in town centre	To ensure on-going maintenance and enhancement of street furniture elements such as seating, bins, signage, lighting, railings, planters, cycle parking etc, art installations, digital installations, public wi-fi, removal of graffiti, waste collection etc.	MBC, MMTE, LCC	BID
PR6	Planting in the town centre	To prepare an enhanced planting scheme contributing to the RCoF offer for permanent as well as seasonal/ event specific enhancements.	MIB, MMTE	MBC, BID, Melton Lions and other voluntary sector partners
PR7	Community safety	To continue to deliver the actions agreed by the partnership to make the town centre a safe place to visit, work and live in.	Community safety partnership	All partners
<b>Heritage enhancement - These activities are an integral part of all development and promotional activities.</b>				
H1	Shopfront Improvement	To prepare guidance for improving shopfronts to enhance the heritage and architectural setting of the town centre.	MBC, BID	Owners and occupiers of heritage buildings
H2	Enhancement of heritage buildings	To identify complementary uses for vacant or underused heritage buildings to preserve, protect and enhance the assets and to ensure continuity of uses to meet the needs of communities today.	Owners and occupiers of heritage buildings	MBC
H3	Increase awareness and promotion of heritage	To identify and promote themed heritage trails (such as Royal Melton), open days, digital interpretations and signage of heritage assets, practices and associations.	MBC, BID	Melton Carnegie Museum, LCC



**Events, markets and tourism - These activities are critical for achieving the vision of being the 'Rural Capital of Food'. Some of the works is underway. A detailed programme of activities to be prepared and overseen by the Place Board. While some of these activities are being considered by the partners, there is identified gap in resources for delivering these tasks.**

E1	Events programme	To prepare and maintain a round the year programme of events in the town centre and co-ordinate all planned events in form of the publication of an annual events guide.	BID	All event organisers
E2	Infrastructure for large scale events	To create and enhance infrastructure in the town centre for accommodating a range of scale and variety of events through the whole year, including: - Stockyard and Live stock market (cattle market) - Market Place and High Street - Parks and Open spaces	MBC, MMTE, Gillstream	BID, events organisers
E3	Regulatory actions- H&S, environmental health, traffic orders	To ensure all events are delivered in a safe and compliant way.	MBC, LCC and BID	All event organisers
E4	Enhancement of markets	To enhance and diversify the offer of markets in Melton by creating distinct and complimentary focus, attractive setting and joint promotional activities to contribute to the RCoF offer.	MMTE, Gillstream	BID, MBC
E5	Cross promotion of town centre offer	Meet and greet, excursions, demonstrations, leaflets, signage, online promotion, joint offers etc.	LPL, BID, MBC	All destinations
Place branding, promotion and marketing - These activities are critical for the promotion of the vision of being the 'Rural Capital of Food'. Some of the works are underway. A detailed programme of activities is to be prepared and overseen by the Place Board. While some of these activities are being considered by the partners, there is an identified gap in resources for delivering these tasks. These activities are critical for achieving the vision of being the 'Rural Capital of Food'.				
M1	Discover Melton website	To continue to develop and enhance the website to keep it relevant and effective.	MBC	all businesses, event organisers and PMO
M2	Social media handles	To continue the use of social media for promotion of the RCoF offer to a wider audience.	BID, MBC	BID and all promoters
M3	Uncover the Story campaign	To deliver the campaign as agreed by the Tourism Advisory Group (TAG).	PMO	MBC, BID and all businesses
M4	Inward investment activities	To create and promote information for available business investment opportunities.	MBC	PMO
M5	Tourism expo and network events	To provide platforms for tourism operators and destinations to connect and enable cross promotion.	PMO, LPL	MBC, BID

Business, employment and skills - These activities are critical for sustainability of the vision of being the 'Rural Capital of Food'. Some of the works are underway. A detailed programme of activities to be prepared and overseen by the Place Board. While some of these activities are being considered by the partners, there is an identified gap in resources for delivering these tasks.

B1	Business support advice	To create an enhanced business support offer for businesses in the town centre for business start-ups, and growth.	Pera	MBC, LLEP, BEIS
B2	Business network	To provide opportunities and platforms for business to business networks.	BID, Pera	MBC, Pera
B3	Business funding	To continue sign posting businesses to available funding opportunities and advice.	MBC, BID, Pera	LLEP, BEIS
B4	Sector specific support	To continue delivering the sector specific support for food production businesses through the Food Enterprise Centre (FEC) project. To explore opportunities for similar support for other industry sectors based on assessing the demand.	MBC	LLEP, BID, Pera, Stockyard
B5	Skills development	To deliver the skills strategy by LLEP.	LCC, BMC	MBC, MML, LLEP
B6	Access to skills and skilled workforce	To improve and enhance access to skills by considering transport solutions, digital delivery and person specific approaches. To work with businesses and skill providers to explore solutions for matching the demand and supply.	MBC, BMC, LLEP	LCC, skills and education providers, businesses
Place management and community stewardship - These activities are critical for the success of the delivery of this action plan and the vision for being the 'Rural Capital of Food'.				
C1	Community champions	To create a programme of enabling ownership and accountability for the local communities for place enhancement, promotion and maintenance in order to increase a sense of pride and belonging.	Place Board partners	BID, voluntary sector organisations, schools, businesses
C2	Environmental enforcement	To provide proactive enforcement of law and order, licencing, environmental regulations, health and safety, planning etc to ensure the town centre is a safe and pleasant environment for all to enjoy.	MBC, BID, MMTE, Police, LCC	All businesses and residents
Sustainability - 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.				
S1	Increasing energy efficiency	To explore ways to increase energy efficiency in all development projects	All partners	
S2	Implementing sustainable transport solutions	Same as Ts5		
S3	Improving air quality	To reduce the use of car in order to reduce traffic, pollution, noise and carbon emissions.	All partners	



S4	--Enhancing green infrastructure	To enhance public open spaces, parks, waterways, footpaths, cycleways to maximise their use, reduce carbon emissions and improve health and well-being of residents.	MMTE, MBC, MIB	BID, all partners
Governance and Monitoring - Melton Place Board will be responsible for overseeing and steering the delivery of this action plan. The following tasks need to be undertaken by partners as part of the next phase of delivering the town centre vision.				
G1	Develop detailed project proposals		All partners	
G2	Identify resources		All partners	
G3	Propose timescales		All partners	
G4	Agree outcomes and outputs		All partners	
G5	Devise a monitoring mechanism		Melton Place Board	



