

LEICESTERSHIRE COUNTY COUNCIL

NORTH AND EAST MELTON MOWBRAY DISTRIBUTOR ROAD

**The Leicestershire County Council (A606 North and East
Melton Mowbray Distributor Road, Classified Road) Side Roads
Order 2020**

**The Leicestershire County Council (A606 North and East Melton
Mowbray Distributor Road) Compulsory Purchase Order 2020**

Notes to the Inquiry:

Janna Walker – Note 1

Prepared by: Janna Rose Walker LLB MTPS

September 2021

Contents

1. Sources of Information Requested	1
2. Confirmation of Information included in table supporting para 6.2. of LCC 01A	1
3. Consideration of benefits for local economy and business in scheme development	1
4. Other issues	9
5. Conclusion	10
6. Appendix A – Pera Letter of Support	
7. Appendix B – TruFrame Letter of Support	
8. Appendix C – Hallmark Consumer Services Letter of Support	
9. Appendix D – Jeldwen Letter of Support	
10. Appendix E – Davisons Letter of Support	
11. Appendix F – Manufacturing Zone Document	

1. Sources of information requested

- 1.1 Para 6.11, quote “A full Eastern route.... has the greatest impact and benefits on the key objective of congestion reduction across Melton town centre. Correspondingly it also has the greatest traditional level of transport benefits -being double the size of those associated with its comparator, a full Western option,” can be found at SAD1 – Melton Mowbray Distributor Road Options Assessment Report (2016), Chapter 9.2, p.104.
- 1.2 Table 2 Traffic movements Melton Mowbray 2014 under para 6.25 can be found at SAD4 – Melton Mowbray Distributor Road Outline Business Case (2017) Table 5-5 2014 External to External Traffic Flow – All Vehicles under para 5.5.45, p.48.

2. Confirmation of Information included in table supporting para 6.26.

- 2.1 This was also clarified during Mr Dazeley’s evidence. Table 3 Change to traffic flows as a result of NEMMDR under para 6.26 can be found at P2 – North and East Melton Mowbray Distributor Road Planning Transport Assessment (September 2018) Table 7-1 Changes in Town Centre Traffic Flow – AADT under para 7.2.1, p.50. For clarity, the numbers presented in the table are AADT figures. AADT means the Annual Average Daily Traffic. In simple terms, this is the average 24-hour traffic flow over a year, in both directions.

3. Consideration of benefits for local economy and business in scheme development

Scheme Development and Consideration of Local Businesses

- 3.1 As set out in LCC01A NEMMDR Promoter Proof of Evidence the scheme forms part of an overall Melton Mowbray Transport Strategy. As a Highway Authority LCC had recognised the issue of congestion in Melton through its congestion studies and highlights this in the Local Plan. LCC began work with Melton Borough Council (MBC) on understanding transport issues in Melton and identifying potential solutions in support of the development of the Local Plan.
- 3.2 In developing the Local Plan MBC undertook consultation and formed reference groups including one specifically focussed on employment and business issues (details available as part of the Melton Local Plan Community Consultation and Engagement Statement that forms part of the Local Plan evidence base available at <https://www.meltonplan.co.uk/evidencebase>). As a result of this together with several independent reports relating to both the local and Housing Market Area

wide economy, MBC set out certain strategic challenges that the plan would seek to overcome. From a local business perspective these can be summarised as:

- local employers experience difficulties recruiting into relatively low skilled and low paid positions, affecting their efficiency and competitiveness.
- Melton Mowbray town centre is blighted and partially severed by high volumes of road traffic, including many heavy good vehicles, travelling across and through the town. This adversely affects local businesses.

3.3 MBC also articulated a vision for the Borough and set out a number of objectives that would support the delivery of the vision and addresses these strategic challenges during the plan period. In addition to the Accessibility and Transport Objectives, namely to reduce the need to travel by car and improve access to public transport and also to reduce traffic congestion in Melton Mowbray, of particular relevance to local business are the Jobs and Prosperity Objectives set out below:

- Enhance the vitality and viability of Melton Mowbray town centre.
- Provide sufficient land to meet current and future employment needs.
- Help regenerate the rural economy.
- Promote the tourism potential of the Borough through its food, equestrianism and heritage assets creating a Melton Borough “brand”.
- Create a mixed economy with increased knowledge-based jobs and wages.
- Provide better training opportunities and increase educational attainment.

3.4 As LCC also recognised the impact of congestion on both current and future residents and businesses in the Melton area it was necessary to support MBC in order to achieve these objectives by aligning both LCC’s strategic Plan and Local Transport Plan 3 with MBC Policy ambitions. This is discussed in more detail as part of LCC01A NEMMDR Promoter Proof of Evidence under section 2.

3.5 Given this alignment of strategic objectives the NEMMDR was developed as part of a package of measures designed to deliver against as many of these strategic objectives as possible, including those relating to the local economy and local businesses. LCC developed proposals for the NEMMDR having undertaken an options assessment. An Outline Business Case was submitted to the Department

for Transport (DfT) in late December 2017 seeking funding for the NEMMDR scheme. This OBC identified economic benefits including for local businesses and summary of those benefits are included in the Melton Mowbray Distributor Road APPENDIX I Appraisal Summary Table (AST) an extract of which is included below.

Appraisal Summary Table		Date produced:	14 12 2017		Contact:		
Name of scheme: Melton Mowbray Distributor Road		Name: Ian Vears			Organisation: Leicestershire County Council		
Description of scheme: The scheme is a 6.9km single carriageway road from the A606 Nottingham Road at the north-western edge of Melton Mowbray to the A606 Burton Road in the south. The scheme will create new junctions with the radials on its route and provide crossings over the railway line and the River Eye. Walking and cycling facilities are to be provided alongside the carriageway for the full extent of the route. The scheme will provide congestion relief in the town and support housing development to the North and South of Melton, as well as employment growth.		Role: Promoter					
Impacts	Summary of key impacts	Assessment					
		Quantitative		Qualitative	Monetary £(NPV)	Distributional 7-pt scale/ vulnerable grp	
Economy	Business users & transport providers	Value of journey time changes(£)		£44.8m	NIA	£40.6m [Highway User Benefits: £47.9m Construction Delays: -£0.025m Developer contributions: -£7.4m]	See "Commuting and Other users"
		Net journey time changes (£)					
		0 to 2min	2 to 5min	> 5min			
		£20.9m = £30.1m-£9.2m	£20.8m = £22.3m-£1.5m	£3.1m = £3.4m-£0.3m			
	Reliability impact on Business users	Reduced delays (by between 5% and 10% within Melton Mowbray in 2036) and volume:capacity ratios result in forecast times being closer to free-flow times, producing journey time reliability benefits.		NIA	£2.4m		
	Regeneration	LUTI modelling demonstrates that accessibility improvements delivered by the scheme will lead to an additional 762 jobs in Melton by 2036.		Indirect benefits also support expansion plans of existing businesses, and the continued growth of the town's significant visitor economy.			
	Wider impacts	The scheme will lead to agglomeration benefits, labour supply and imperfect competition benefits for existing businesses and residents in Melton Mowbray as a function of enhanced accessibility promoted by the scheme. These have been calculated using DfT's WITA approach.		Agglomeration: £16.14m More People in Work: £0.6m Increased output in imperfectly competitive markets: £4.79m	NIA	£21.6m	

Person: Ann Carruthers
 Position: Director of Environment and Transport
 Address: Leicestershire County Council, County Hall, Glenfield, Leicestershire, LE3 8RJ

3.6 As highlighted in the table key benefits for business at OBC stage were assessed as:

- £40.6m of benefits arising from journey time savings for highway users (including business users)
- £2.4m of benefits arising from journey time reliability
- £21.6m of benefits arising from agglomeration and regeneration, achieved through improving the attractiveness of Melton for investment from additional businesses and workforce to the area

Benefits for Local Businesses contribution to public interest

3.7 The public benefit of the scheme including consideration of local businesses has been tested independently through several processes including:

Adoption of the Local Plan

3.8 Following the Examination in Public of the Local Plan and significant scrutiny of the housing, economic and transport evidence including assessment of the necessity and deliverability of the proposals the Inspector concluded “The transportation evidence that supports the MMDR, as part of a wider package of integrated proposals in the Melton Mowbray Transport Strategy that would bring significant benefits to the Borough, is comprehensive and convincing.”

Approval of the NEMMDR OBC by DfT

3.9 By approving the OBC and awarding funding, subject to full business case, the department for transport confirm that the scheme provides sufficient economic benefit and represents value for money to the tax payer. This is measured by benefit cost ratio calculation, the resulting BCR is categorised by DfT as set out in the value for money framework available here: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/918479/value-for-money-framework.pdf . This framework classified the NEMMDR BCR at OBC stage as High Value for Money.

3.10 The OBC represented a bid to government to fund the scheme and was widely supported. A summary of this support was set out in the submission letter, an extract is provided below and detailed letters of support are included as appendices A -E.

- “The MMDR is strongly supported by Leicestershire County Council (it is one of the Council’s top transport infrastructure priorities), Melton Borough Council, the Leicester and Leicestershire Enterprise Partnership and all Districts through the development of the Strategic Growth Plan. Local residents and businesses have also long pressed for the town to be ‘bypassed’ and there is strong local support for the project, too, including from. Sir Alan Duncan MP, County Councillors, public transport providers and the business sector, including large businesses, such as Jeldwen, Samworths, SJ Haulage and Truframe. Additionally, Highways England has noted resilience benefits to their network (A46/A1) from the Melton Mowbray Distributor Road.”

Approval of Planning Application 2018/1204/06

3.11 Granting of planning permission must be in accordance with the Local Development Plan. Consultation on the application drew objections from only two members of the public and no local businesses. This is confirmed in the planning decision and Report of the Chief Executive to Development and Regulatory Control Board of the 23rd May 2019, that concluded as follows:

- “125. In principle the proposal is in accordance with the policies and strategies of the Development Plan, which makes provision for an allocated corridor of investigation for the MMDR. There are no overriding objections to the proposal and the matters highlighted in the consultation responses and in the majority of representations have been addressed through the submission of the further information.
- 126. Subject to the control of the matters raised in the consultation process by planning condition, and given the significant public benefit likely to result from the construction of the MMDR, it is concluded that the proposal, as set out in the application, accompanying ES, the further information provided in the two Regulation 25 submissions is in accordance with national planning policy and the policies of the development plan.”

- 3.12 The following paragraph is quoted from LCC05 NEMMDR Planning Proof of Evidence prepared by Alison Leeder.
- 3.13 “MBC provided a response to the NEMMDR planning application on 26 November 2018 that stated (my emphasis) (see Appendix E for full response): 'The scheme aims to improve Melton’s quality of life and the environment of Melton Mowbray town centre by addressing congestion, air quality and noise issues, whilst supporting economic development and the delivery of housing to meet the needs of the local population. It will provide new transport infrastructure to access proposed new residential sites whilst ensuring that the new development does not worsen traffic conditions in the town. It will reduce congestion and air pollution in the town, improve access to the town centre, reduce HGV movements in the town, improve NORTH AND EAST MELTON MOWBRAY DISTRIBUTOR ROAD Proof of Evidence LCC 05: Planning Project Number 60542201 Prepared for: Leicestershire County Council AECOM 27 walking and cycling facilities, deliver environmental measures and enhancements and improve highway safety for all road users in Melton Mowbray. It is considered that the proposal underpins the successful and timely delivery of the objectives of the adopted Melton Local Plan, providing much needed transport infrastructure, meeting the objectives of Local Plan policies SS1, SS2, SS4, SS5, IN1 and the relevant environmental policies, in addition to the WoW&TA Neighbourhood Plan.’

Consultation and Engagement

- 3.14 Local businesses have been able to raise issues through several consultation and engagement activities relating to this scheme over a number of years. The main opportunities are summarised:
- 3.15 Local Plan Consultations took place between 2014 – 2017, details available here https://40598510-d83b-48fe-b4fd-63400f103e39.filesusr.com/ugd/2778e0_35bd1d8004d24a8ca36e517409fc1456.pdf

3.16 Recommended Route Consultations 2nd September – 15th October 2017.

A summary of the actions take to publicise the consultation is included in a report to LCC cabinet on 12 December 2017 [available here](#) sets out the consultation responses received. No negative representations were made on behalf of local businesses and no objections were received on the basis of impact to local business.

3.17 Planning consultations –

- Initial consultation 16th October 2018 – 19th October 2018
- Further 30 day consultation ending 24th April 2019
- An additional 30 day consultation ending on 21st May 2019

3.18 Consultation on CPO and Side Road Orders

Objections have been received from only 2 parties in their capacity as a local business and have been addressed in the evidence presented to the inquiry including:

<https://www.leicestershire.gov.uk/sites/default/files/field/pdf/2021/9/17/LCC01-NEMMDR-Promoter-Proof-of-Evidence.pdf>,

<https://www.leicestershire.gov.uk/sites/default/files/field/pdf/2021/9/17/LCC01-NEMMDR-Promoter-Proof-of-Evidence.pdf> and

<https://www.leicestershire.gov.uk/sites/default/files/field/pdf/2021/9/10/LCCR012-BB-and-B-Leisure-Parks-Ltd.pdf>.

4. Other Issues

4.1 The delivery of the NEMMDR has been cited in other funding bids and policy documents such as for Manufacturing Zone (MAZ) Status, by both the LLEP and MBC as an important part of opening up future employment land, allowing businesses to expand locally and improving the future prosperity of Melton. The expression of interest for the MAZ is attached at appendix F to this note.

4.2 The planned delivery of the NE MMDR is clearly a consideration by both MBC and LCC in their capacities as Planning Authorities when determining

applications for employment sites. The recently adopted Developer Contribution Supplementary Planning Document highlights the need for the infrastructure to support both employment and residential sites and in particular the NEMMDR.

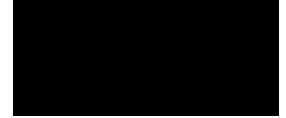
5. Conclusions

- 5.1 LLC, MBC and LLEP are satisfied that the proposals provide overall benefit for local businesses and therefore meets the test of being in the public interest.

Appendix A



Pera Business Park Limited



Dear Sir/Madam,

Melton Outer Relief Road

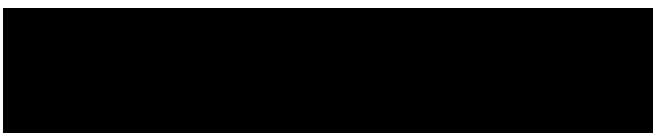
I am writing to provide support to the plans Melton Borough Council and Leicestershire County Council are drawing up for an eastern relief road for the town and in particular for their forthcoming funding bid to facilitate this. Congestion has a significant impact on our business and any progress towards improving access in and around Melton Mowbray which currently suffers significant problems at key points of the day would be beneficial to our business. In addition the significant amount of proposed housing will increase access to a local workforce to support our growing business requirements.

Yours sincerely,



Nigel Brown

Managing Director



Appendix B

Quality and service,
every step of the way

20th July 2016

Dear Sir/Madam,

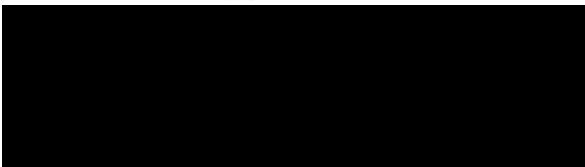
Ref: Melton Outer Relief Road

I am writing to provide support to the plans Melton Borough Council and Leicestershire County Council are drawing up for an eastern relief road for the town and in particular for their forthcoming funding bid to facilitate this.

Transport and logistics have a significant impact on our business and any progress towards improving access in and around Melton Mowbray, which currently suffers significant congestion at key points of the day, would be beneficial to our business.

In addition, the significant amount of proposed housing will increase access to a local workforce to support our growing business requirements.

Yours sincerely,



Patrick Firmager

Director



KM 587165



KM 587166



KM 587164



ISO 9001
REGISTERED FIRM



OHSAS 18001
REGISTERED FIRM



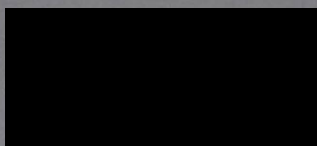
ISO 14001
REGISTERED FIRM



Secured by Design
Official Police Security Initiative



recommended



Appendix C

From: Chris Hall [REDACTED]
Sent: 20 July 2016 11:43
To: Christine Marshall [REDACTED]
Cc: Philip Hall [REDACTED]
Subject: The relief road

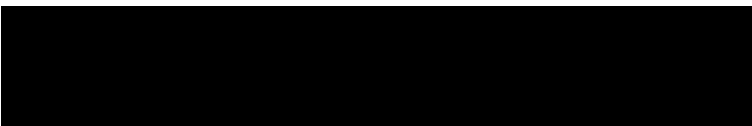
Dear Sir/Madam,

Melton Outer Relief Road

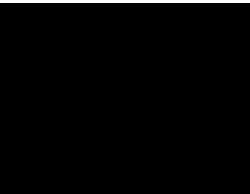
I am writing to provide support to the plans Melton Borough Council and Leicestershire County Council are drawing up for an eastern relief road for the town and in particular for their forthcoming funding bid to facilitate this. Transport and logistics have a significant impact on our business and any progress towards improving access in and around Melton Mowbray which currently suffers significant congestion at key points of the day would be beneficial to our business. In addition the significant amount of proposed housing will increase access to a local workforce to support our growing business requirements.

Yours sincerely,

Chris Hall | Chief Executive



Visit our website!
www.hallmarkconsumer.co.uk
Hallmark Consumer Services



Please consider the environment before you print this email

Confidentiality & Disclaimer

The information in this message or any of its attachments may be privileged and confidential and intended for the exclusive use of the intended recipient. If you are not the intended recipient any disclosure, reproduction or other dissemination or use of these communications is strictly prohibited. If you have received this transmission in error, please contact us on +44 (0)1664 485000 and delete from your computer. This email and any attachments are scanned for the presence of computer viruses. However you are advised that you open any attachments at your own risk.



This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please notify the sender of the message.

Any views or opinions presented in this email are solely those of the author and do not necessarily represent those of the Council.

All emails are intercepted, logged and monitored for viruses and inappropriate content.



Appendix D



Melton Windows
and Doorsets

JELD-WEN UK Ltd

27 July 2016

Dear Sir/Madam,

Melton Outer Relief Road

I am writing to provide support to the plans Melton Borough Council and Leicestershire County Council are drawing up for an eastern relief road for the town and in particular for their forthcoming funding bid to facilitate this. Transport and logistics have a significant impact on our business and any progress towards improving access in and around Melton Mowbray which currently suffers significant congestion at key points of the day would be beneficial. In addition the significant amount of proposed housing will increase access to a local workforce to support our growing business requirements.

Yours sincerely

James Perry

General Manager
Melton Mowbray Operations

Appendix E

[REDACTED]
8 August 2016



DAVIDSONS

To whom it may concern,

Dear Sir/Madam,

Melton Outer Relief Road

Davidsons Developments has been working closely with Melton Borough Council to bring forward the Melton South Sustainable Neighbourhood, the totality of which includes land for at least 2,000 dwellings, 20ha employment land, a new primary school and associated infrastructure, including the southern stretch of the Melton Outer Relief Road. It is expected that 1,700 dwellings, the new school and employment land will be delivered as part of our proposals during the current plan period.

I am writing to provide support to the plans Melton Borough Council and Leicestershire County Council are drawing up for an eastern relief road for the town and in particular for their forthcoming funding bid to facilitate this. Transport and logistics will have a significant impact on the 20 hectares of land set aside for employment as part of our plans. Any progress towards improving access in and around Melton Mowbray, which currently suffers significant congestion at key points of the day, would be beneficial to achieving our aspirations. In addition the significant amount of proposed housing will increase access for those businesses to a local workforce to support their growing business requirements. The link roads will provide critical access to services, schools and employment and we fully support this proposal.

If you would like more information about our proposals please do not hesitate to contact me.

Yours faithfully

[REDACTED]
James Wilson
Group Managing Director

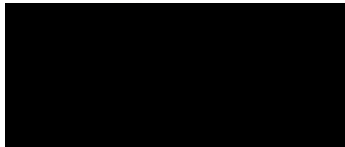

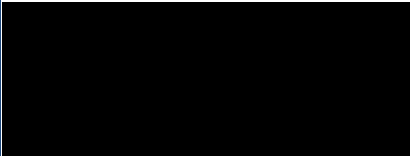

Appendix F

Section A – Authorisation



All questions in section A must be completed. Unless there are clear answers to each question your proposal will not be considered.

A1. This form must be signed by the Chair and Chief Executive of the Local Enterprise Partnership and by the Chief Executive of each local authority which has a proposed site.

By signing, the Local Enterprise Partnership and local authorities are agreeing to deliver the proposed Manufacturing Zone together.

Name: Kevin Harris Job title: Chair LEP: Leicester and Leicestershire Enterprise Partnership Signature: 	Name: Mandip Rai Job title: LLEP Director LEP: Leicester and Leicestershire Enterprise Partnership Signature: 
Name: Edd de Coverly Job title: Chief Executive Organisation: Melton Borough Council Signature: 	Name: Pranali Parikh Job title: Director for Growth and Regeneration Organisation: Melton Borough Council Signature: 
Name: Job title: Organisation: Signature:	Name: Job title: Organisation: Signature:

A2. Please give one point of contact for queries:

Name	Pranali Parikh	Telephone	
Organisation	Melton Borough Council	Email	

A3. Where more than one proposal is being submitted per Local Enterprise Partnership, please prioritise and state clearly here whether this Eol is your first, second or third preference.

Section B – Summary

B1. Please give a short summary of your proposal here, clearly stating how it will support the development, growth and expansion of a manufacturing cluster through addressing planning and related issues and whether you have evidence that there is market demand among occupiers for the site(s). (Word limit 500 words)

Count: 498

This proposal is to undertake feasibility work to support the creation of a Manufacturing Zone (MAZ) in and around Melton Mowbray. Three locations on the edge of the town, together with a centrally located site are identified as suitable locations for a distinctive food and drink focused manufacturing zone.

A Melton MAZ would help to sustain and grow the already higher than average percentage of jobs in the area that are mainly in food and drink manufacturing, by providing an attractive portfolio of land allied with bespoke streamlined pathways through planning and other regulatory processes.

Strategic Fit:

- The Leicester and Leicestershire Local Industrial Strategy (LIS) identifies Melton as one of the two key growth centres and acknowledges the need for a Food Enterprise Centre to support the sector growth.
- Leicester and Leicestershire Strategic Growth Plan (SGP) identifies Melton as a key centre and strategic growth area, with specific reference to economic growth in agri-food and drink processing.
- Melton Mowbray Distributor Road (MMDR) is recognised by the SGP and is being delivered in partnership with Leicestershire County Council with £49.5m funding from Department for Transport (DFT). Completion of the MMDR in 2022 will open access to the proposed sites and make them more attractive to a wider range of manufacturing businesses.
- The proposed sites for MAZ are mostly allocated in the Draft Local Plan (MLP) that is being examined by a Planning Inspector and has completed the consultation on main modifications. Two locations identified here are key local plan proposals, with a potential to add more land to one of the site cluster if MAZ is successful.

Market demand for manufacturing occupiers of sites in and around Melton has been consistently identified over the last three years. The Melton Employment Land Study (BE Group, 2015) noted 1,023 enquires for industrial/warehouse premises and 56 enquiries for land. The lack of land for future growth options for local businesses in the food industry supply chain was also identified as a constraint to further growth of the cluster. Evidence of reasonable demand for land and premises from the owners of Asfordby Commercial Park, including national inward investment, supports this, as does more recent employment growth analysis carried out by GL Hearn for the sub regional housing and economic development needs assessment (HEDNA, 2017)

and reiterated in Towards a Housing Requirement for Melton (GL Hearn, Jan 2017).

Strong local growth and potential appetite for expansion is also indicated by the 2015 Business Register and Employment Survey (BRES) which found a significant growth in manufacturing employment over the preceding year (1,400 additional jobs), and the Council is also aware of local manufacturing firms with plans for expansion in the short-term. This includes some larger food manufacturers, who by EU rules, are required to be based in the local area (there is a requirement for Stilton and Pork Pies to be made in the locality), and others who have indicated that their local expansion ambitions are constrained by a lack of suitable, modern commercial premises.

Section C – What do you want the money for?

C1. What is the specific manufacturing cluster or specialism that will be supported? (Give a short explanation, but please do give some supporting evidence to show that this proposal will support an existing strength. Word limit: 200 words.)

Count – 197

Melton has an international reputation for local food products- Stilton cheese and Melton Mowbray pork pies. The earliest known recipe for wedding cake (1653) and Afternoon Tea (1843) were invented in the borough. This food heritage has resulted in Melton Mowbray being recognised as the 'Rural Capital of Food' (RCoF).

Melton has a strong record of manufacturing employment, which is considerably higher than the national average. Samworth Brothers, one of the UK's largest family run food companies is based in the town, employing over 9,000 people. The pet food subsidiary of Mars is located within Melton whose state-of-the-art laboratories/animal facilities have pioneered many breakthroughs in pet nutrition.

In February 2015, Melton was successful in being selected as one of the 17 Food Enterprise Zone's (FEZ) identified by DEFRA, focusing on simplified planning, business support, productivity, innovation and up-skilling.

The local food movement, heritage foods and food tourism is now spreading globally. Brexit is certain to have an impact on food related health and safety, export, labour market, local demand and supply.

The proposed MAZ is envisaged to build on the existing strength of Melton in food sector and strengthen Melton's role in supporting the post-Brexit national economy.

C2. What are the specific planning or other commercial development issues that require support? And why will Manufacturing Zone status help? (Word limit 200 words)

Count: 192

Widespread consultation has been conducted with landowners, land agents and key operators during the local plan preparation process. The proposed MAZ will strengthen the attraction of the sites to key investors and would align with the wider masterplanning of the Livestock Market.

Key planning and commercial issues that require support are:

A: the collection and informed analysis of robust, industry trusted, sufficiently detailed information about:

1. Constraints and opportunities presented by the portfolio of potential land for inclusion in the MAZ, and the costs of addressing/capitalising on these;
2. Planning and other licencing arrangements that would be most effective in supporting the target businesses; and
3. Likely effective demand from potential investors/businesses

B: Time and complexity of securing planning/licensing consents. This may be a disincentive to investors, so the feasibility work would include an evaluation of the benefits of streamlined planning regimes such as Local Development Orders (LDO), the use of brownfield Planning Permission in Principle (PiP) on eligible land and/or the use of Planning Performance Agreements. As the County Council and other agencies are also involved in consenting new development, the work would also explore a multi-agency One Stop Shop approach.

C3. What is the total amount of funding you are applying for (up to a maximum of £500,000)? And is your proposal scalable?

Total amount: £75,000

Scalable(yes or no): Yes

The proposal seeks funding of £75,000. There is scope for scaleability both upwards as well as downwards. There is the possibility that fewer sites could be featured as part of the study, thus reducing the level of work and direct costs. Likewise, it is possible that the study could be scaled up to include opportunities for skill development, at a further cost of £20,000. There is also an opportunity to build upon the research work done by the Food Innovation Centre of University of Nottingham to explore the potential for introduction of new crops, product development and process/equipment development for the businesses involved.

As well as the work we have planned with the University of Nottingham Food Innovation Centre, we would work with the Brooksby Melton College to develop local skills in food science and technology as well as catering. This will allow us to foster closer relationships with local primary schools, secondary schools, colleges and businesses to ensure that young people in the borough leave the education system with a broad range of qualifications and skills that are well-matched to business needs.

The Food Innovation Centre of the University of Nottingham Food Sciences department has, as part of a 3 year ERDF business support project has now helped over 130 food & drink SMEs develop their business and product. This has been through the application of the Sciences from sensory, through flavour and brewing to nutrition, through access to further worldwide knowledge, students, facilities and

technical support. The University's Bioscience division offers the complete "farm to fork" range of knowledge to call upon.

C4. What specific support is required to address these issues?

(Please give a breakdown of what you will use the funding for. For example, you may consider supporting master planning, consultation with local people, site survey work, environmental or transport related surveys or assessments, planning fees, development of an LDO or other planning application, marketing of the Zone, etc. Please note money must be spent in 2018/19) (Word limit: 500 words)

Count: 457

Total amount: £75,000, to include:

- £10,000: Demand Analysis. Surveys and conversations with local businesses to pin down their capacity for growth as well as assessing the potential inward investment opportunity.
- £45,000 (£15,000 for each site): Assessing feasibility of each of the 3 sites – including masterplans, appraisals and delivery strategy.
- £10,000: Work in collaboration with the University of Nottingham Food Innovation Centre (Sutton Bonnington campus near Loughborough) for establishing and refining the concept of the Food Enterprise Centre on the town centre site.
- £5,000: Assessing the impact of Brexit on the food production and processing sector and identifying opportunities this may present and how the MAZ can play a role in supporting the national level food supply
- £5,000: Marketing and inward investment activities for MAZ.

The feasibility study will provide coherent, high quality, consistent and industry-trusted information about the feasibility and viability of a diverse flagship portfolio of manufacturing development sites in a 'Manufacturing Zone' around Melton Mowbray. It will provide firm foundations for MBC and partner led work to attract further investment to ensure ready to develop sites and a streamlined planning process for qualifying manufacturing businesses.

The proposed Food Enterprise Centre (FEC) on the town centre (Cattle market site) is envisaged as the 'hub' and 'showcase' for the proposed MAZ. It can be accommodate multi-functional facility for promotion, display, learning, training, networking and innovation and celebrate the heritage and legacy as well as the future potential of food sector in Melton as well as wider Leicestershire.

The proposed FEC could offer a number of small incubator units, a café and a retail outlet could sell and promote the products made in the centre. A gallery above the units would also provide an opportunity for schools to visit. There could also be a demonstration kitchen to offer short leisure courses in food. Once established the FEC would provide a permanent visitor attraction in the town and build on the events and other activities associated with food in the borough. This would also act as a Training Centre for students based at the Rural Catering Centre, Brooksby Melton College.

If additional funding is approved, it would allow MBC to continue its relationship building with local employers to identify local specific skills gaps. The skills and abilities of our local workforce are vital to our aspirations of a thriving economy. We need to ensure that young people gain the necessary knowledge and competitiveness to drive forward innovation and enterprise.

Our economy will also be boosted by the development of the Melton Mowbray Distributer Road (MMDR). Working in partnership with Leicestershire County Council, developers and landowners, this infrastructure will provide immense opportunities to unlock development by working with the private sector to take the project to the next stage of delivery.

C5. Are the land owners for the sites supportive delivery of the proposals here? Please say how you have engaged them and how they will be involved in the project. (Word limit: 200 words)

Count: 161

Throughout the MLP process, MBC achieved meaningful engagement with its Members, local community and key stakeholders for the allocation of sites for employment use. In addition to statutory consultation, reference groups were established, one of which was Landowners and Developers. This method of consultation allowed open discussion between reference group members and policy makers.

Local landowners have indicated support for proposals to bring forward their land for employment development. This was elicited during engagement undertaken for the Employment Land Study (2015), and responses to consultations on the emerging MLP. Pre-planning application discussions conducted by landowners and third parties in relation to individual parts of the potential MAZ portfolio have also indicated support, in addition to approaches made to the Council's Growth and Regeneration directorate.

If the proposal for MAZ is successful for LLEP to submit as a preferred bid for the wider East Midlands wide funding opportunity, both elected members as well land owners will be consulted with at that stage.

C6. How will this support be delivered or procured? How will you manage any procurement or delivery risks? (Word limit: 200 words)

Count: 198

The study will be procured compliant with the MBC's Contract Procedure Rules and National/European Regulation as applicable, with advice to mitigate procurement and delivery risk from the MBC's Procurement Unit.

If applicable, the tender for the study will be advertised on the Government's national tender portal 'Contracts Finder'. This will include issuing the Government's Suitability Questionnaire to all bidders. A project team will interview advisors and a transparent

approach to appointment with local providers considered.

The Council has extensive experience of OJEU capital procurement, incorporating a high level of detail in order to de-risk the contract in terms of timeline and costings. Project management organisational structure will detail how parties to the project perform their functions in relation to each other.

We will manage risks through:

- Consultation: relating to public, planning and statutory elements.
- Investigation: supply and demand assessment, review of comparable schemes.
- Employing specialist advisors: relating to statutory, procurement, site investigation, project management, value creation.
- Corporate: identifying the project as a Corporate priority, with full support of elected Members.
- Identification of potential funding streams.
- Consideration of scalability options for partial/phased implementation of the FEC.
- Development of multi-use/flexible space.
- Strong project management processes, risk identification, mitigation and control.

C7. What are the expected benefits? How will you monitor the outputs and outcomes? (Word limit: 200 words)

Count: 176

The MAZ has the potential to progress the shared ambitions of the Council, partners and landowners to realise local growth ambitions. Benefits include:

- 82 ha of allocated employment land delivered
- 6413 jobs created
- Strengthen our 'Rural Capital for Food' brand/Identity
- Increase in number of new products/techniques/ supply chain opportunities
- Additional number of day/overnight visitors/events
- Safeguarding Town Centre viability/increase footfall
- Evaluation of the benefits of streamlined planning regimes i.e. LDO's
- Use of brownfield Planning Permission in Principle (PiP) on eligible land and/or the use of Planning Performance Agreements
- One Stop Shop approach to securing necessary consents

The Greenborough Report identified the FEC had the potential to:

- Generate 162 jobs
- Improve performance of 81 businesses
- Engage 41 businesses in new collaborations
- Create/attract 37 new businesses
- Support 55 graduates into SME's

MBC uses its own project management/reporting processes to monitor outputs and

outcomes. It is agile in its reporting/decision making processes. A Project Sponsor and Project Manager will be appointed. If applicable, external resources will be commissioned, including clerk of works and specialist sector support. Regular meetings will be held to monitor progress.

C8. Are you or partners providing any additional or match funding? Please give details about the amount and type of match intended. (Word limit: 200 words)

Count: 191

Yes. Melton Borough Council plans to work with partners throughout this process. As a direct match for the ask of £75,000 Melton Borough Council (MBC) will offer dedicated staff time from planning, economic development and regeneration services.

In addition, the LLEP have awarded MBC £80,000 to prepare a business case for the Melton Livestock Market (Phase 2). MBC and Melton Livestock Market have also contributed £40,000 each to the business case. This will include design and feasibility of the viability of the site for a range of uses to generate revenue income to support the creation of Food Enterprise Centre, facilitate the development of a micro brewery and car park arrangements.

The LLEP has previously invested £3.5 million that was matched by £2m from Melton Borough Council into the redevelopment of Melton's Livestock Market (cattle market). It is one of the few remaining operational livestock markets in the East Midlands and is nationally significant in terms of livestock sales, ranking within the top ten markets in England. Melton's Livestock Market is an important link between the food production and food processing. This is an opportunity for the LLEP to provide an enhanced level of investment for the next stage of the development, which aims to provide facilities and services to catalyse the growth of small food and drink sector businesses and strengthen our 'Rural Capital of Food' brand.

Section D – Site details

Please use this section to tell us a little bit more about the site(s).

See attached schedule and plans at Appendix 1

D1 – How many sites are included in your application? Please give the number of sites, their names and their post codes and attach a plan or map of each site.	Four – see Appendix 1 and overview plan at Appendix 1a.
D2 – What size are they (in hectares)?	See Appendix 1
D3 – Who is the landowner(s)?	See Appendix 1
D4 – Who is the local authority?	Melton Borough Council
D5 – Are there any existing planning permissions on any of the site(s)?	See Appendix 1
D6 – Is an EIA required for the site(s)? Or any specific licences?	The requirement for an EIA will depend on finalising the nature and size of the

	businesses to be accommodated and the locations that will be the focus of the MAZ going forward. The specific environmental licence requirements are similarly unknown, but will likely include emissions and waste.
D7 – What is on the site now?	See Appendix 1
D8 – When do you expect the site to be occupied? Please attach a one page high level development plan.	3-5 years.

Section E – Capturing lessons learned

E1 How would you capture and share lessons learned? (Word limit: 200 words)

Count: 174

MBC has extensive experience of project management, which has resulted in capturing and sharing of lessons learnt. Primarily, the rationalisation of the Livestock Market provided a solid basis for working collaboratively with the LLEP and partners, which will be replicated during the proposed MAZ development.

MBC will use the lessons learnt during this process to inform this feasibility study and MAZ implementation. Additionally, this will involve identifying key success factors at the outset and checking success against it. In addition to understanding where deviations occurred and how these can be mitigated. The sharing of information and lessons learnt has taken many forms. One of which has been through award submissions for successful projects, in order to rely how the project was managed and the key outcomes and outputs.

When it comes to investment, we're recognised for innovation and efficiency. These qualities are key to delivering a prosperous local economy and MBC is officially recognised for these qualities with the iESE 2015 Certificate of Excellence for services delivered by its economic development and planning functions.

Section F – Equalities

F1 Are there any equality impacts for any of the protected groups and if so how will these be addressed and mitigated? (Word limit: 200 words)

Count: 174

As a local authority which provides services to the public, Melton Borough Council has a legal responsibility to ensure that we can demonstrate 'due regard'. Any project that we undertake will:

- Eliminate discrimination, harassment and victimisation
- Advance equality of opportunity
- Foster good relations

As part of the MAZ Feasibility Study process, consideration will be given to the

impact on the protected characteristics and persons/groups and evidence will be recorded to this effect.

As a result of the feasibility study, the specific groups that may be impacted include:

- Local micro, small, medium and large enterprises.
- Individuals looking to start-up their own businesses.
- Education sectors (schools, colleges, universities).
- Voluntary and community sector.
- Social enterprises.
- Long-term unemployed or those on low skilled wages.

In order to address and mitigate inequalities, we will monitor any gaps in service delivery or barriers to access. This will also include collating and monitoring equality information to ascertain if it is necessary to make adjustments to prevent negative impacts. Evidence will also be gathered to inform conclusions and decisions throughout the process.

Section G – Intended grant recipient

G1. If your application is successful please give the name and contact details for the local authority that will act as the accountable body.

Dawn Garton
Director for Corporate Services,
Melton Borough Council

E:
T:

