

Authority Monitoring Report 2019: Retail and Melton Mowbray Town Centre

The indicators used in this section seek to give an insight into how the economic growth policies in the Local Plan related to the retail use are performing and the trends these are following. The policies related to this chapter are:

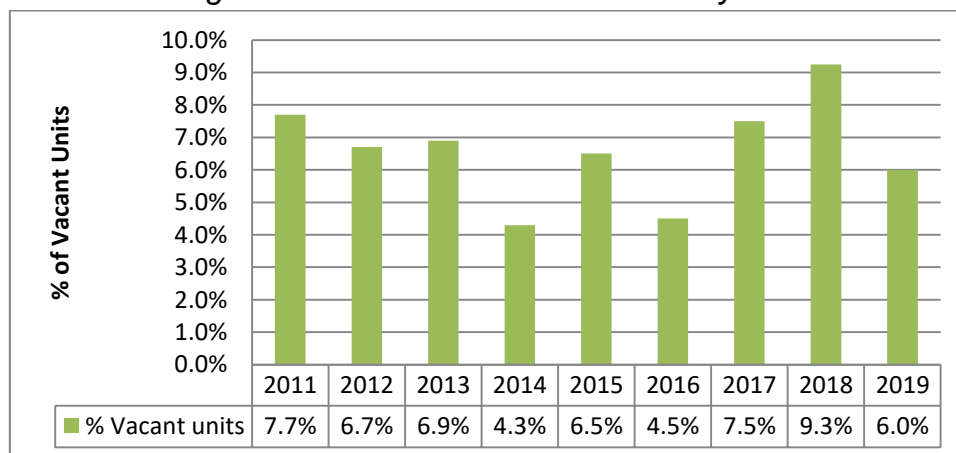
Policy			
EC5	<i>Melton Mowbray Town Centre</i>	EC6	<i>Primary Shopping Frontages</i>
EC7	<i>Retail Development in the Borough</i>	EC8	<i>Sustainable tourism</i>

Town Centre uses & vacant units (Source: [MBC](#))

Target: Reduce the percentage of vacant units in the Town Centre through the Plan Period in comparison to the levels in 2011 (7.7%)

- The number of vacant units reflects long term shopping habits, rather than short term changes. An increasing level of vacant units can lead to a downward spiral, as more and more potential customers are put off visiting the town centre. Conversely, very low vacant unit levels demonstrate a thriving high street.
- This information is provided annually by Melton BID, and converted to percentages by the Council. The baseline was established in 2011 (7.7% of vacant units) as the first year of the Local Plan period. The starting point (2011) and the consecutive years can be viewed in Figure 3 below.

Figure 3. Percentage of vacant units in Melton Mowbray Town Centre since 2011



Trend = While the percentage of vacant units fluctuates from year to year, from the start of the monitoring period there has been an average vacant unit percentage rate of 6.6%.

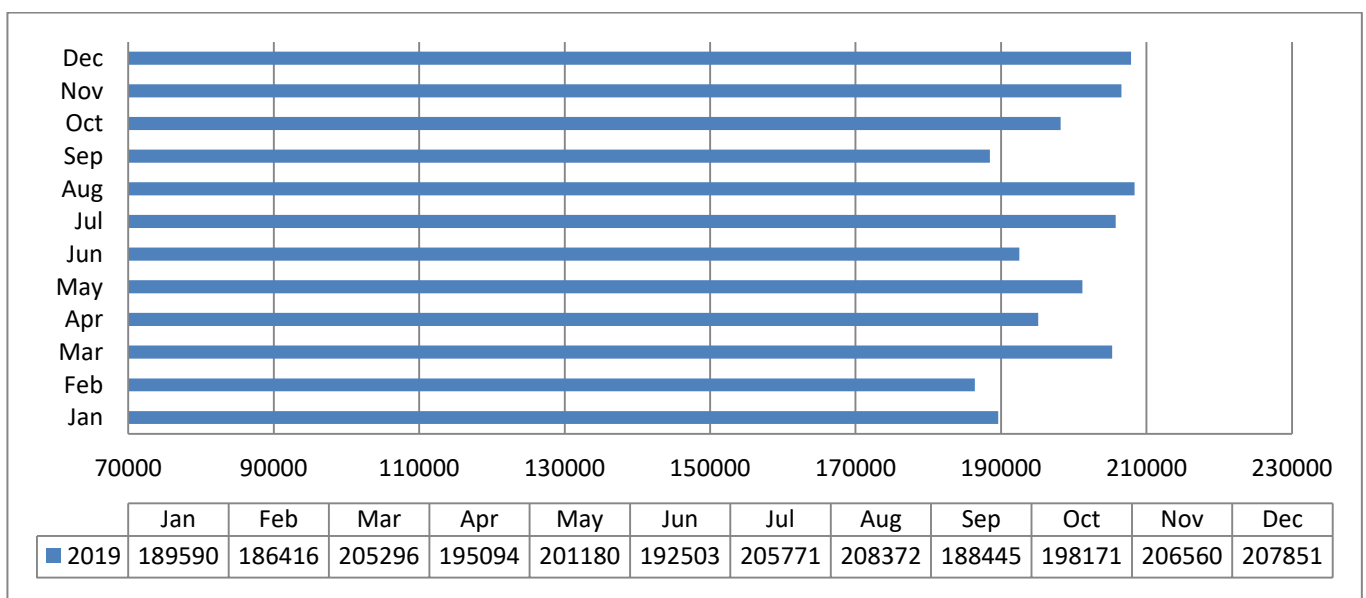
Performance = A decrease in vacant units from 9.3% to 6.0% is positive performance and for 2019 is half of the national average of 12%, however this is still within the early stages of the plan and as shown by Figure 3 this indicator fluctuates. It is expected that the demand for town centre shops and services will increase as new housing developments become occupied, and the effect of this, together with complementary efforts to regenerate the town centre through the newly formed Melton Town and Place Partnership will reverse the recent vacancy increases.

Town Centre Footfall (Source: [GEO-Sense](#))

Target: To maintain or enhance the number of people using the town centre.

- Footfall data has been provided by GEO-sense as part of a live report; the data used here is extracted from a monthly report provided to us by Melton Bid.
- A change in data suppliers means that previous figures have been omitted for comparison, due to a change in footfall recording technology resulting in Melton town centre footfall reporting a significant increase in visitors. More information on this can be found on the following link: <http://elephantwifi.com/news/additional-footfall-sensors-increase-footfall-counts/>

Figure 4. 2019 Footfall in Melton Mowbray Town Centre



- Additionally the total number of visitors to Melton Mowbray town centre for 2019 was 2,385,249