



Interim Melton Mowbray Transport Strategy



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Foreword



Statement from Ozzy O'Shea CC
Leicestershire County Council Lead Member for Highways, Transportation and Flooding

Modern-day traffic congestion is a blight on all our lives - and I know this is particularly keenly felt in Melton Mowbray. That is why the County Council has developed an interim Melton Mowbray Transport Strategy (MMS) and we recently sought the views of the public on this during a six-week engagement exercise.

Most of the evidence and proposals set out in the strategy are based on pre-COVID-19 assumptions and it's important to stress that the fundamental requirement for this strategy document doesn't change as a result of the pandemic. However, what we will be doing is reviewing any potential, longer-term societal and economic changes which emerge.

As the interim strategy was being developed, it became clear that, at present, the congestion in Melton Mowbray, particularly in the town centre, is impacting on residents' lives, the efficiency of its businesses and is also limiting the town's ability to grow (to provide new homes and jobs).

One of the key elements of the MMS is the proposed Melton Mowbray Distributor Road (MMDR). At least £50m has been earmarked by Government towards its delivery, and we are well advanced with work on the North and East sections of the route. (A plan showing the northern, eastern and southern sections of the MMDR is shown in Figure 22 on Page 63.)

We are making progress towards being ready to start building the MMDR. However, as welcome as it is, the distributor road on its own is not sufficient to support the planned growth of the town and surrounding area as set out in the adopted Melton Local Plan.

The MMDR needs to form part of a wider package of measures to help address the town's existing traffic problems, support the growth of the town and to achieve wider objectives, including environmental improvements.

The interim MMS includes initial measures that are needed to support the delivery of the MMDR; setting out plans for re-classifying and re-signing town roads as well as re-routeing lorries to encourage as much traffic as possible to use the distributor road.

However, we intend the final strategy to go much further than this. The interim strategy provides a clear framework for putting these other measures in place, by setting out the key areas we intend to explore in more detail during the next phase of work to develop the strategy, including:

- Proposals for improving the walking and cycling network;
- The possibility of a 'bus hub' - a type of mini-station - to support passenger transport provision;
- Possible changes to town centre roads to increase public space and improve walking and cycling facilities;
- Working with other parties to achieve improvements to the town's rail services.

The interim strategy also provides us with the evidence needed to secure developer contributions and other possible government funding to improve the town's transport network, now and in the future. During the public engagement on the draft interim MMS, held between January and March 2021, we received a wide range of feedback, which has been invaluable to completing the interim strategy and will continue to assist us during the next stage of work. I would like to take this opportunity to thank everyone who took the time to respond.

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1. Introduction

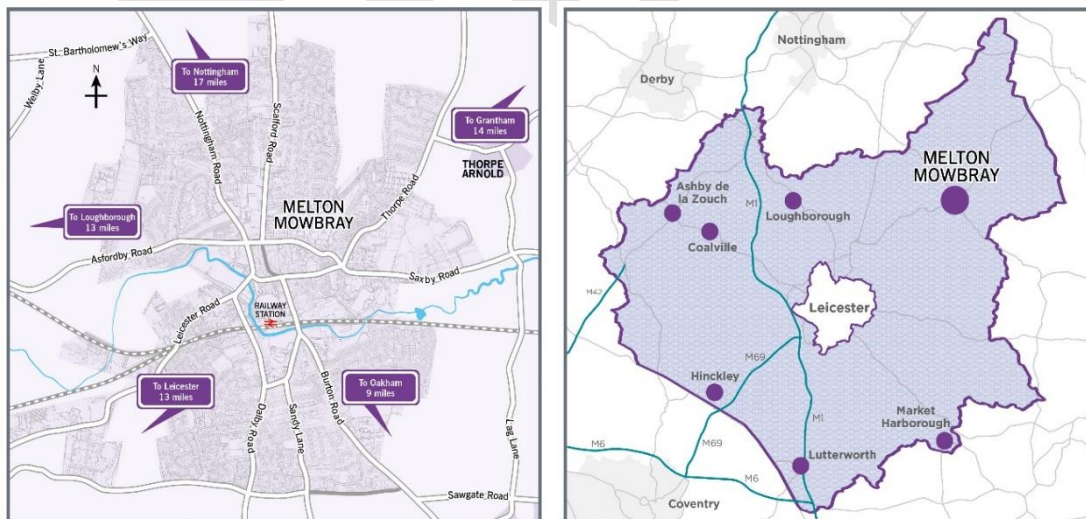
1.1. An introduction to Melton Mowbray

1.1.1. Melton Mowbray is situated in a predominantly rural area in the north-east of Leicestershire, between Nottinghamshire, Lincolnshire, and Rutland. It is one of Leicestershire's principal market towns and the administrative and economic centre of Melton Borough, as the Borough's principal retail and service destination for both local people and visitors.

1.1.2. At the time of the 2011 census, the town had an estimated population of 27,158, comprising just over half the population of Melton Borough (50,376). Key surrounding settlements include Leicester (approx. 13 miles to the south-west), Loughborough (13 miles to the west), Nottingham (17 miles to the north-west), Grantham (14 miles to the north-east) and Oakham (9 miles to the south-east), as shown in Figure 1.

1.1.3. The town is nationally recognised as the "Rural Capital of Food" and the only place in Leicestershire to pioneer a Food Enterprise Centre, as detailed in the Leicester and Leicestershire LEP's Strategic Economic Plan (SEP)¹. In relation to this, the town is the base for numerous large food and drink manufacturing companies; notably Samworth Brothers and Mars².

Figure 1: Location of Melton Mowbray³



¹ [Leicester and Leicestershire LEP's Strategic Economic Plan, 2018](#)

² [Leicestershire Market Towns Research, Final Report, 2017](#)

Produced by ERS Research and Consultancy on behalf of the LLEP

³ **Figure 1: Location of Melton Mowbray**

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1.2. The purpose of having a strategy

- 1.2.1. Despite previous investments in highway improvements, Melton Mowbray continues to experience significant traffic problems. Evidence highlights that further planned significant housing and economic growth in the town is likely to make these problems worse unless measures are put in place to deal with them. These transport problems are complex and impossible to resolve through any one, stand-alone solution. Instead, a package of transport measures is needed.
- 1.2.2. To achieve this, it will be necessary to draw and coordinate future funding from a range of sources (public and private), with an emphasis on making competitive bids for government funding and securing third-party contributions from developers through the planning system. There will also need to be strong policy grounds to support the purchase of land, where necessary, for planned transport measures to be delivered. A long-term strategy for future transport investment across Melton Mowbray, supported by robust evidence and containing cohesive proposals, is the only way to fully meet these requirements.
- 1.2.3. Accordingly, in September 2015, Leicestershire County Council committed to the development of a Melton Mowbray Transport Strategy (MMTS), to provide a long-term, evidence-based plan for future transport investment in the town to support Melton Borough Council's (then-emerging) Local Plan to 2036.⁴ It also supports the wider objectives and priorities set out through Leicestershire County Council's Strategic Plan and transport policies. Due to the scale and likely nature of the investments required, there was a recognition that the MMTS would need to be jointly funded and developed by the County and Borough Councils, and that the development of the strategy would take several years.
- 1.2.4. The **key benefits of having a strategy in place** are as follows:

- **Provides a long-term vision for the delivery of future improvements to Melton Mowbray's transport network, using evidence to identify issues and solutions**
- **Maximises benefits from the North and East MMDR and other investment in Melton Mowbray. (see Chapter 4 for more details)**
- **Helps to ensure that future transport improvements in the town are planned and coordinated, minimising costs and disruption**
- **Improves opportunities to secure funding for these transport improvements (through central government bids and developers)**

⁴ [Report to cabinet, 11th September 2015](#)

- **Helps deliver the town’s planned strategic growth, reducing the risk of scattered growth that could be more difficult and costly to provide transport solutions for**
- **Creates opportunities to improve the local environment and facilitate the decarbonisation of the transport system**
- **Maintains and enhances collaborative working with key partners and stakeholders.**

1.3. Why we have developed an Interim MMTS

1.3.1. As described in more detail later in this document, significant further work and information will be needed to complete the MMTS in full (see Chapter 5 – Development of the *Full Strategy*). We have developed this document; the *Interim MMTS*, to provide a transport policy framework for Melton Mowbray until the *full MMTS* is completed. The main reasons for developing the *interim strategy* are set out below.

Why we need a strategy now

- **We have a requirement to submit a strategy to the Department for Transport (DfT) alongside the North and East Melton Mowbray Distributor Road (N&E MMDR) Full Business Case in Autumn 2021. It is needed to demonstrate how the N&E MMDR forms part of a wider package and the opportunities created by the scheme for wider transport improvements within the town, and that we remain committed to delivering these wider improvements, subject to funding, to reinforce the case for investment by the DfT.**
- **To provide a framework for the delivery of early priority measures, i.e. those measures that should be delivered to complement the opening of the N&E MMDR and the subsequent completion of the southern MMDR.**
- **To unlock developer contributions – key sites are already coming forward and putting a strategy in place will help to strengthen our position in continuing to secure further contributions towards the delivery of the MMDR and the wider strategy elements.**

1.3.2. The *Interim MMTS* document is much more limited in scope than the planned *full MMTS* and is not a long-term replacement for the *full strategy* document. Nonetheless, this document should be treated as the MMTS until superseded

by the *full* MMTS document. The document also sets out the process and further work required to completing the *full* MMTS.

1.4. Evidential Basis for the Interim MMTS

1.4.1. The *interim* MMTS has been developed from evidence gathered over a number of years and aligned wider policies and priorities, as summarised in chapters 2 and 3 of the document. The content of the final *interim* strategy has also been informed by recent public and stakeholder comments received in response to a public engagement exercise held between January and March 2021. Some of the key findings emerging from the public engagement, concerning the planned future stages of work to develop the *full* MMTS (including possible ideas to investigate), are referred to within chapter 5 of the document.

1.5. The MMTS and COVID-19

1.5.1. Most of the evidence and proposals set out within the *Interim* MMTS are based on Pre-Covid-19 assumptions. Leicestershire County Council will review the specific evidence and proposals as further evidence regarding the potential longer-term societal and economic changes arising from the pandemic becomes available.

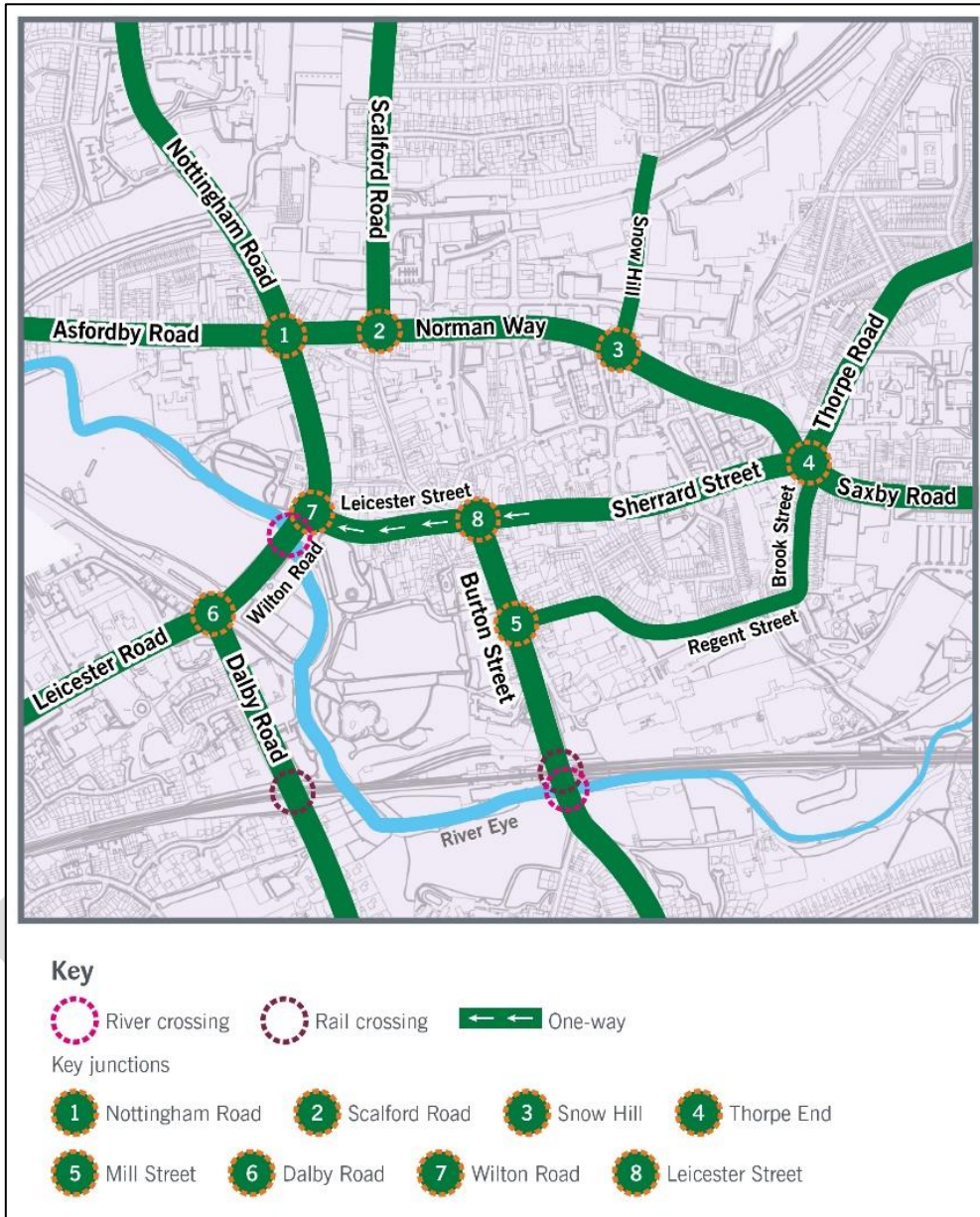
1.5.2. However, the fundamental requirement for this document and the proposals set out within it have not changed as a result of the pandemic. It will be important to continue with the strategy despite the ongoing uncertainty regarding the pandemic's future trajectory and the country's subsequent recovery, to ensure that Melton Mowbray's potential is fully unlocked and the town is able to grow and prosper in the future as planned.

2. Current traffic and transport issues in the town

2.1. Road Traffic Conditions

- 2.1.1. Five of Leicestershire's major arterial routes (the A606, A607, A6006, B676 and B6047) form crossroads at Melton Mowbray. Of these, the A606 and A607 are primary routes, providing broader regional links from Nottingham to Stamford and Leicester to Grantham respectively, and to the A1 and A46 strategic routes. The wider regional importance of the A607 has been further recognised through its inclusion in the Government's 'Major Road Network' (MRN), comprising the country's most important locally managed roads. All five routes pass through or terminate in Melton Mowbray town centre, with a lack of suitable alternative routes nearby that avoid the town. This means that longer distance traffic using these routes has to pass through the town, alongside local and terminating traffic.
- 2.1.2. Congestion in the centre of Melton Mowbray has been a long-standing issue, recognised by both Leicestershire County Council and Melton Borough Council (dating back to the late 1990's and early 2000's) and through successive Local Transport Plans. In recent years the issue has become especially pronounced, despite previous capacity improvement schemes carried out in several locations (including the A606 Wilton Road, Scalford Road and A607 Thorpe Road).
- 2.1.3. Melton Mowbray currently experiences congestion at numerous points within and along key approach routes to the town centre. This is on almost all radial routes and at a few critical junctions located along the town's central 'ring road', where all of these routes converge, as illustrated in Figures 2 and 3. The extent of congestion across the town, including all cross-town routes, is shown in Figure 4. This congestion is due to a number of factors, including the volume of traffic in the town, network capacity that is limited by the number and configuration of cross-town routes and geographical constraints from the river and rail line that funnel traffic through one or more of the critical town-centre junctions shown on Figure 2. The resulting centrality and importance of these town-centre junctions is such that they have a major influence on the performance and use of the road network throughout the town and beyond.

Figure 2: Key routes and junctions in and around Melton Mowbray⁵



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Figure 2: Key routes and junctions in and around Melton Mowbray
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Figure 3 – Delay and Congestion Hotspots during 2014 base year^{6 7}

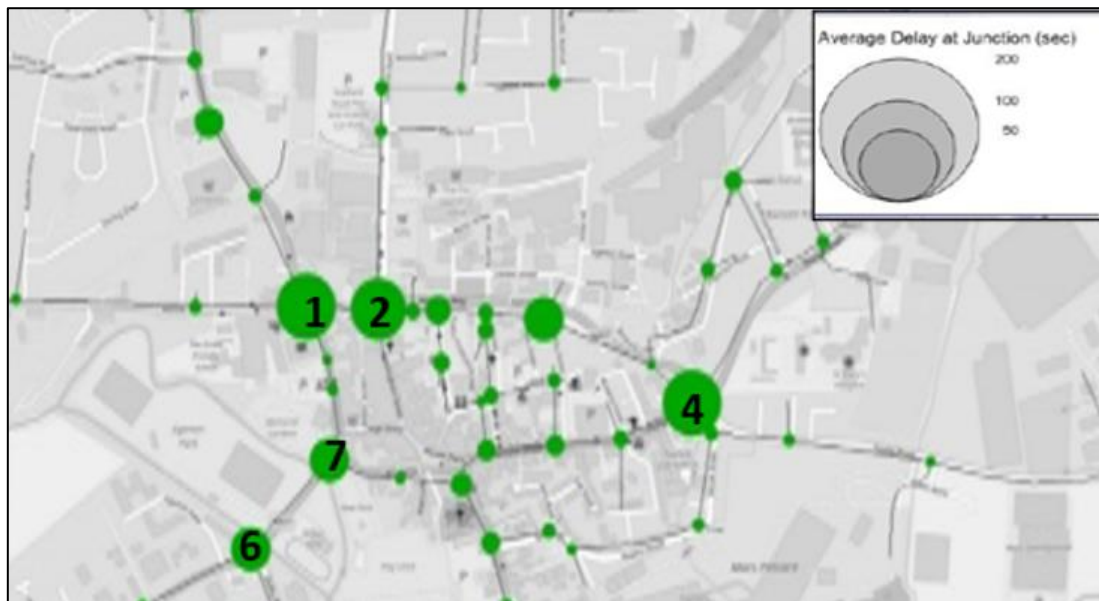
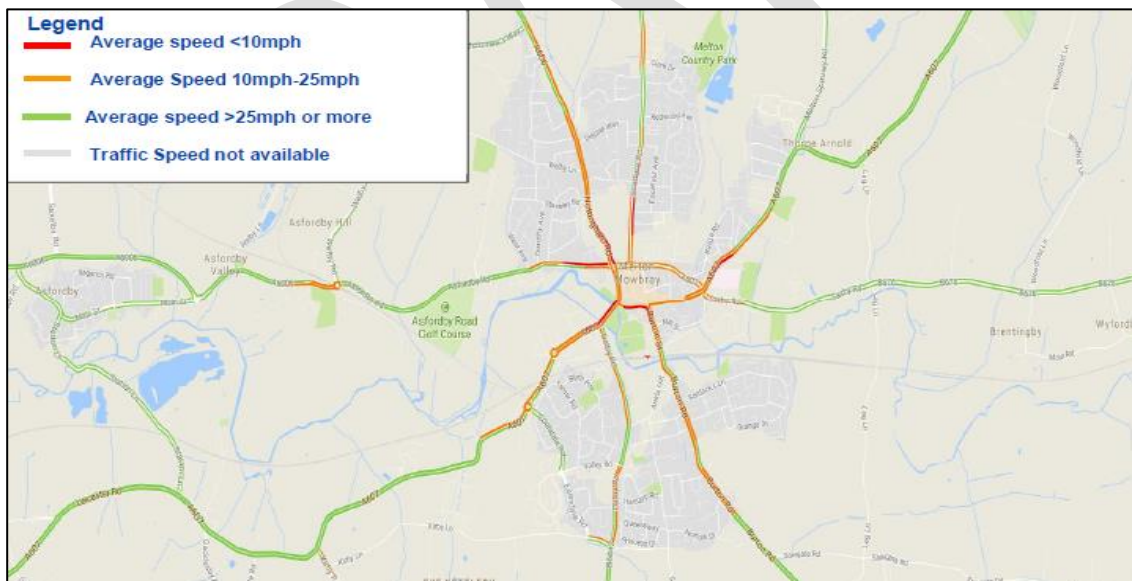


Figure 4: Peak time congestion in Melton Mowbray^{8 9}



⁶ [Ibid](#)

Section 2.6.9

⁷ AM and PM trends are very similar; therefore, we have not included both maps

⁸ [Ibid](#)

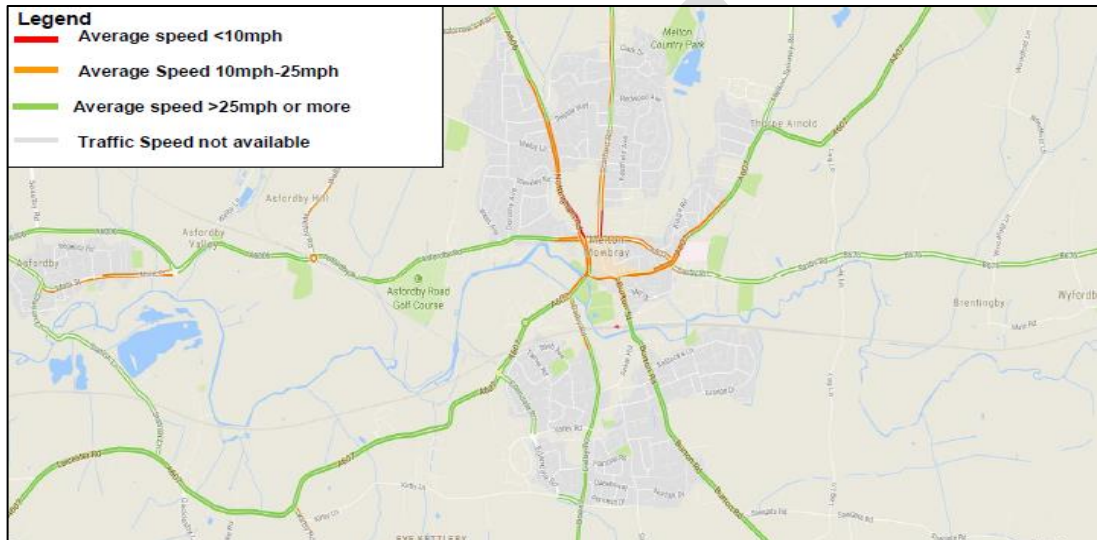
Produced by WSP using Google Maps

Section 2.6.25

⁹ AM and PM trends are very similar; therefore, we have not included both maps

2.1.4. Market days present a further problem, where traffic generated by Melton Mowbray's thriving visitor economy interacts with every-day local and through-traffic. This results in levels of traffic being particularly high, with capacity limitations on the network leading to consistent delays, including outside of traditional peak periods, as illustrated by Figure 5.

Figure 5: Market Day Congestion in Melton Mowbray¹⁰



2.1.5. Journey time delays and congestion within Melton Mowbray are amongst the worst experienced within the county and outside of the Leicester Urban Area. This is despite the fact that the town centre, where most of the critically congested junctions and links are located, is relatively compact at little more than 500m across. Cross-town journeys are particularly badly affected, as road users need to negotiate several of these junctions in succession, resulting in typical delays of 4-5 minutes on this part of the journey, and up to 10 minutes in some cases, during the peak¹¹.

Network Resilience

2.1.6. The limited choice and lack of congestion-free routes across the town is also a network resilience issue; with the local network poorly placed to deal with major disruption and incidents. This is even more critical, given that signed diversion routes for both the A1 and A46 (i.e. the Strategic Road Network) pass through the town, via the A606 and A607. These are consequently used by long-distance traffic when either the A1 or A46 are closed due to emergencies or planned works by Highways England. This can result in large

¹⁰ [Ibid](#)

Produced by WSP using Google Maps
Section 2.6.25

¹¹ [Transport Trends in Leicestershire, 2015](#)

Section 4.1: Market Town Summary
Produced by Network Data and Intelligence, Leicestershire County Council

additional volumes of traffic from these routes being diverted through Melton Mowbray, exacerbating 'normal' levels of congestion and delays within the town.

- 2.1.7. The existing traffic congestion and network resilience issues across Melton Mowbray mean that there is little flexibility for future increases in traffic within the town (which is particularly important in the context of planned growth across the town, as discussed in Chapter 3 – *Future Challenges and Opportunities*). Without intervention, this is likely to result in traffic-related problems and issues spreading into the town's residential suburbs and adjacent villages and rural areas. Traffic forecasts generated by the Leicester and Leicestershire Integrated Transport Model (LLITM) suggest that there would be a significant rise in vehicle movements through these locations under 'do minimum' circumstances, creating additional concerns in terms of traffic volumes, safety, and severance through some rural villages adjacent to Melton Mowbray; for instance Asfordby and Kirby Bellars. The increase in traffic and congestion will have a negative effect on air quality and may discourage residents to use sustainable methods of transport such as walking and cycling.

Composition of Traffic

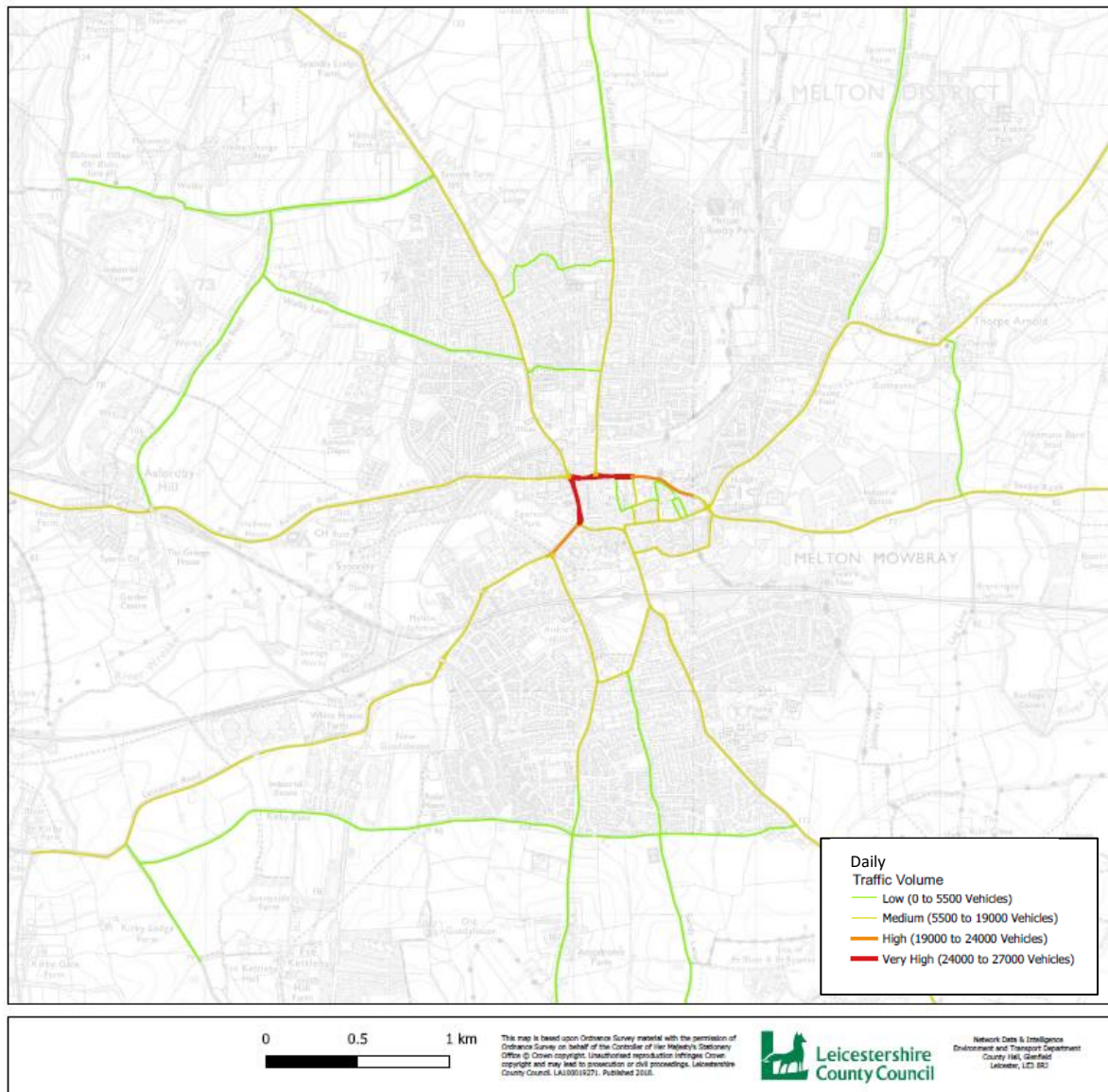
- 2.1.8. As shown in Figure 6 and 7, the busiest sections of Melton Mowbray's road network are the A606 Wilton Road and the A607 Norman Way in the town centre, both of which carry in excess of 25,000 vehicles per day. Through-traffic accounts for 20% of all vehicles (around 7,500 vehicles per day) within Melton Mowbray and is one of the main contributors to heavy congestion in the town. In principle, this traffic could avoid travelling through the town altogether if suitable alternative routes existed¹². The A606 is by far the most heavily used through-route, carrying 40% of through traffic within the town. Through traffic volumes on routes throughout the town are shown in Figure 8.

¹² [Melton Mowbray Distributor Road, Options Assessment, November 2017](#)

Section 2.6.47

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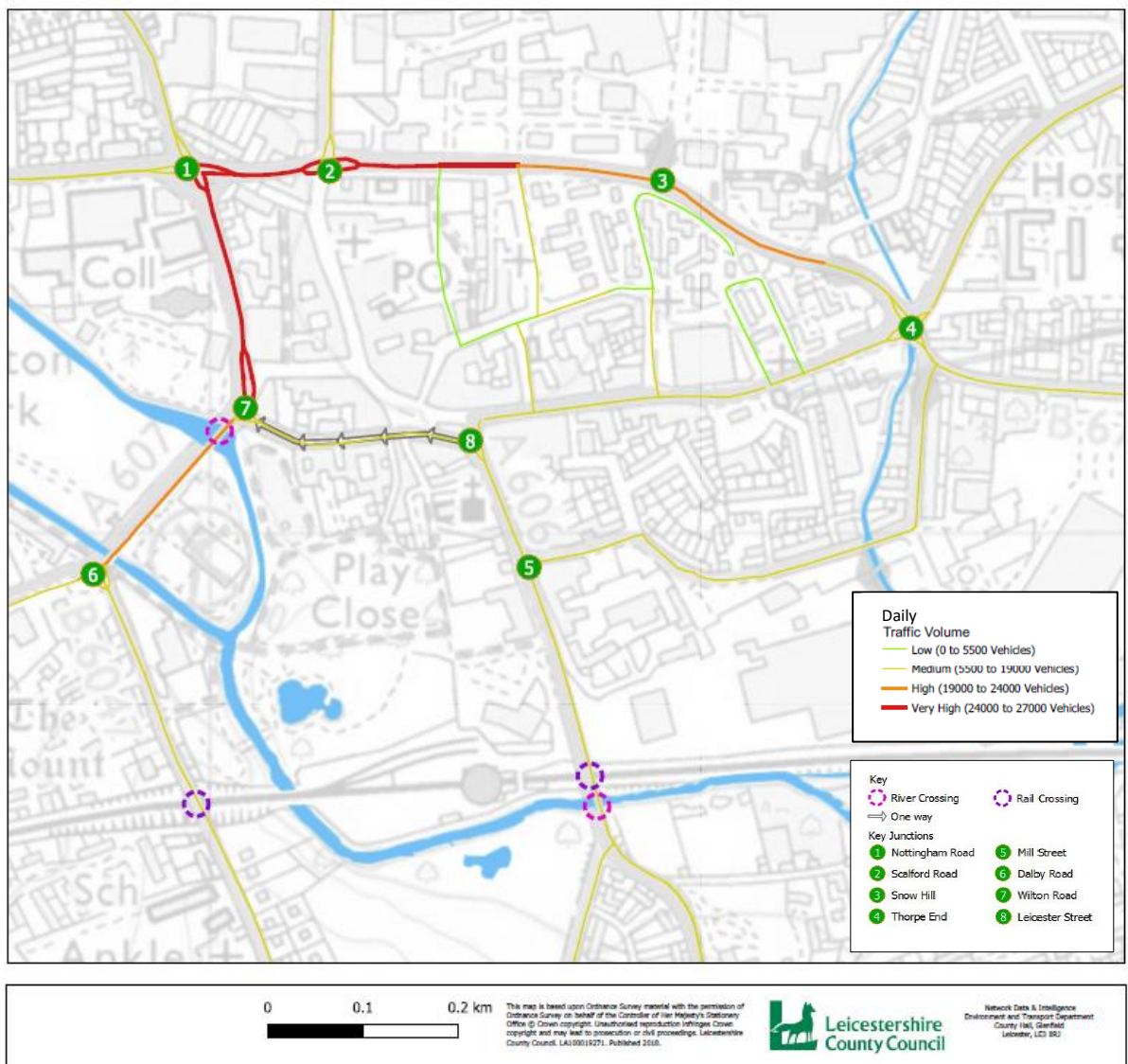
Figure 6: Current traffic volumes on roads within and around Melton Mowbray¹³



¹³ Figure 6: Current traffic volumes on roads within and around Melton Mowbray

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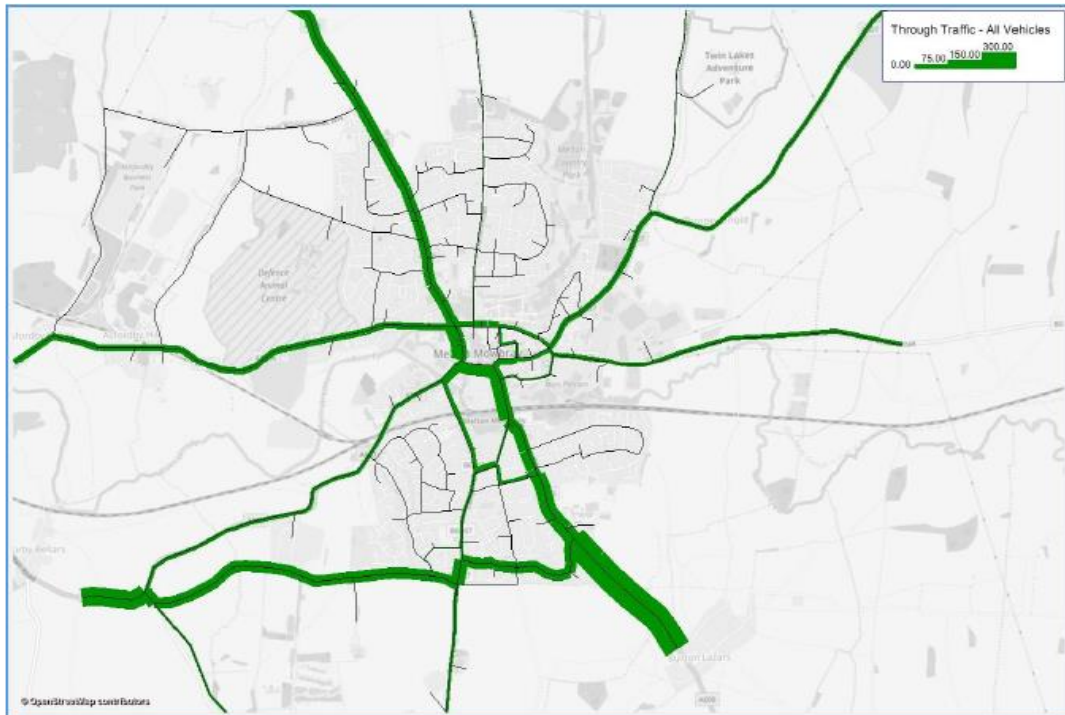
Figure 7: Current traffic volumes on roads around the central ring road in Melton Mowbray¹⁴



¹⁴ Figure 7: Current traffic volumes on roads around the central ring road in Melton

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Figure 8: Peak-Hour Through Traffic Volumes on Routes Within Melton Mowbray¹⁵



2.1.9. The vast majority of traffic currently using Melton Mowbray’s highway network (about 80%) starts and/or finishes its journey within the town. It would therefore not be possible to divert this traffic away from the town, even if suitable alternative routes did exist. Notably, around a third of all traffic is internal (i.e. with both origins and destinations within the town) and a large majority of these journeys are relatively short (less than 3 miles), with over half shorter than 1.5 miles in length¹⁶. These journeys are likely to be particularly conducive to modal shift towards walking and cycling. Achieving such a shift, reducing absolute volumes of traffic within the town, would help to alleviate the existing congestion and associated network performance and resilience issues described above.

2.1.10. The remainder of traffic consist of journeys between Melton Mowbray and external destinations, highlighting the town’s role as the central hub for the wider borough, as well as its wider regional importance as a tourist destination and centre for manufacturing. These journeys are less likely to be conducive to modal shift than internal trips, due to the greater distances involved and the more limited nature of alternative travel connections to most external destinations.

¹⁵ [Melton Mowbray Distributor Road, Options Assessment, November 2017](#)

Section 3.5

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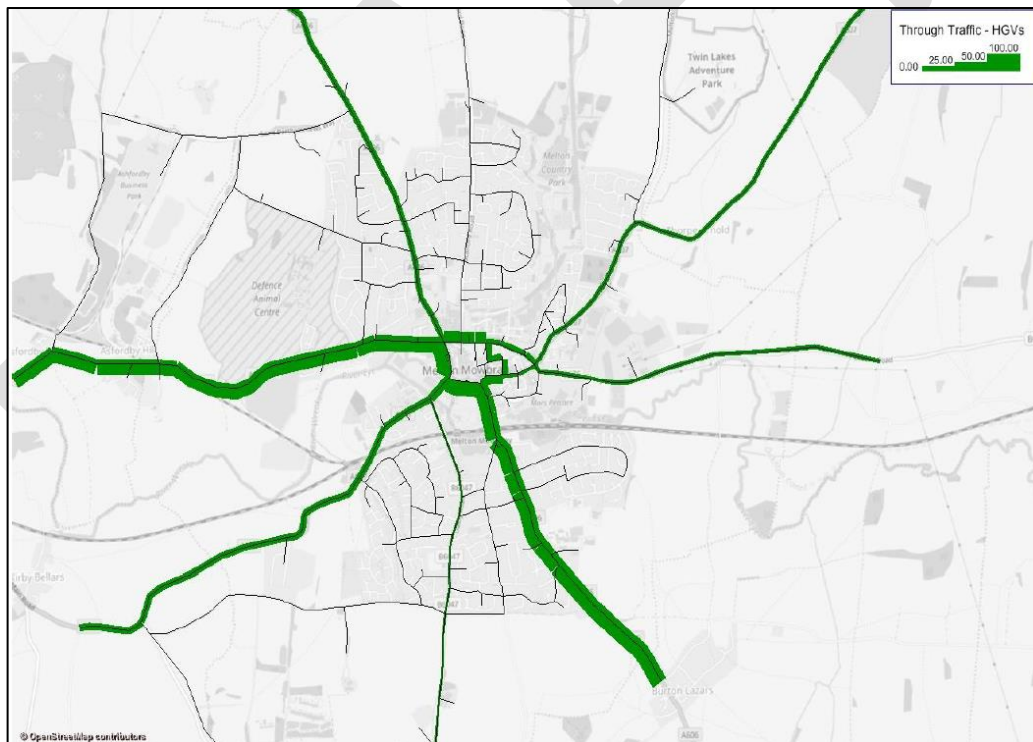
¹⁶ [Melton Mowbray Distributor Road, Options Assessment, November 2017](#)

Produced by WSP on behalf of Leicestershire County Council

Freight/HGVs

2.1.11. Large volumes of goods vehicles travel into the centre of Melton Mowbray, with approximately 7,000 goods vehicles using the town's central ring road every day; of which 5,200 are light goods vehicles (LGVs, i.e. vans) and 1,800 are heavy goods vehicles (HGVs, i.e. lorries). Figure 9 shows peak-hour HGV traffic volumes on key routes across the town. A substantial proportion (up to 85%) of these journeys neither start nor finish in the town centre itself. Predominantly, these HGV and LGV movements are generated either by manufacturing premises located in the industrial area to the east of the town centre or are through-traffic with non-Melton Mowbray origins and destinations. HGV movements into and through the town have a disproportionately high adverse impact on road safety (actual or perceived), noise and air quality, when compared with other forms of traffic.

Figure 9: Peak HGV through traffic¹⁷



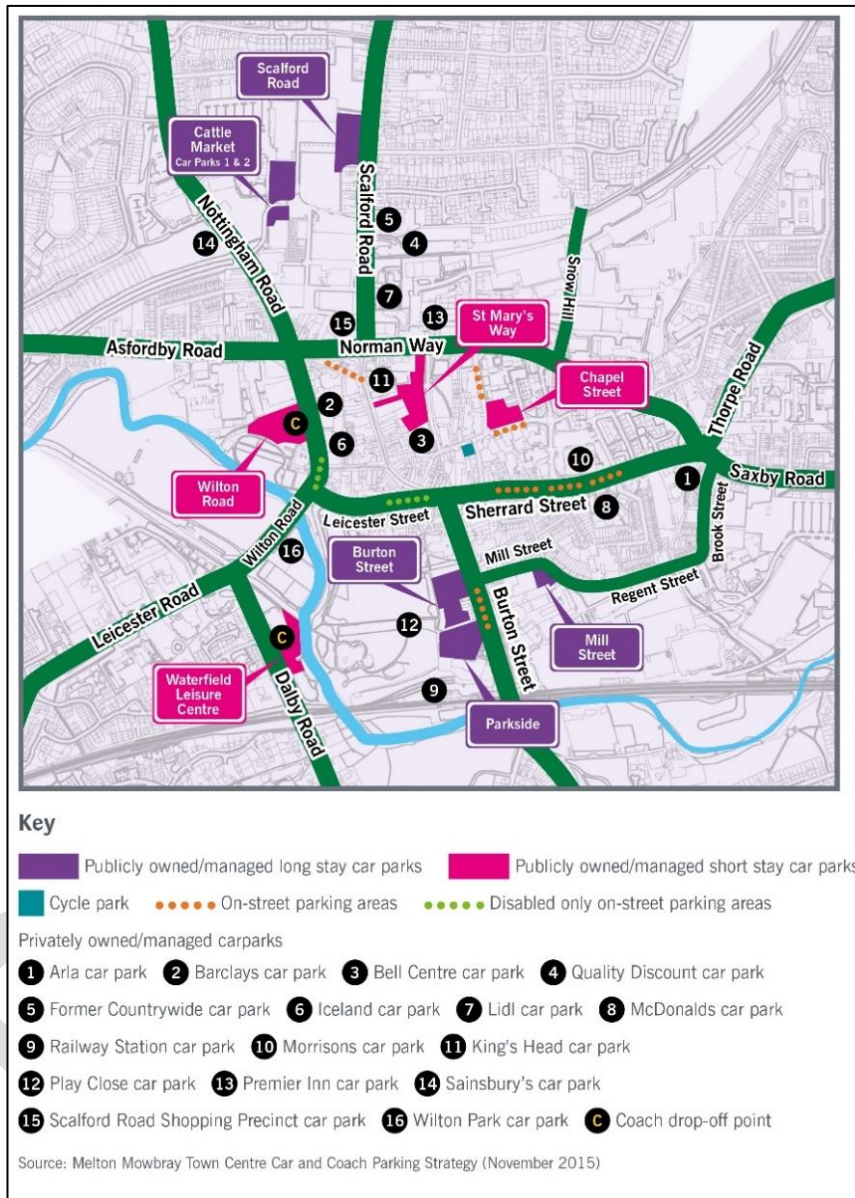
¹⁷ [Melton Mowbray Distributor Road, Options Assessment, November 2017](#)

Town Centre Parking Facilities

2.1.12. Parking facilities in and around Melton Mowbray town centre were most recently reviewed by Melton Borough Council in 2015, as part of the *Melton Mowbray Town Centre Car and Coach Parking Strategy*¹⁸.

2.1.13. There are over 2,000 parking spaces available for public use in and around Melton Mowbray town centre, with a mix of long and short stay provision to cater for visits of different purpose and duration. The vast majority of this parking is off-street; spread across nine pay-and-display car parks owned and operated by Melton Borough Council (MBC), providing around 1,100 spaces in total (of which approximately 500 are short-stay and 600 long-stay). In addition, there are a number of privately operated car parks that provide a further 1,000 parking spaces in total (primarily to serve the facilities to which they are attached), which tend to be free (up to a maximum length of stay) or have charges similar, or slightly cheaper, to those charged at the MBC operated car parks. There are a much smaller number (<100) of on-street parking spaces (the majority located on Thorpe End, Sherrard Street, Burton Street and Chapel Street), providing some additional free short-stay parking. Figure 10 shows the public car parks in Melton Mowbray.

¹⁸ [Melton Mowbray Town Centre Car and Coach Parking Strategy, 2015](#)

Figure 10 – Plan of public car parks¹⁹

2.1.14. Demand for parking is highest on market days (Tuesday) and during events, at which times occupation of many of the town centre car parks is at, or close to, capacity (89% on average, based on surveys undertaken as part of the 2015 parking strategy). This has been observed to exacerbate undesirable behaviours, such as illegal parking (especially at on-street locations where the potential obstruction to traffic and pedestrians is greatest), as well as encouraging 'spill over' parking on residential streets around the edge of the town centre, where no formal parking restrictions are currently in place.

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Figure 10: Plan of Public Car Parks

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2.1.15. Outside of market days, car park occupancy is generally more comfortably within capacity (56% on average) although some facilities, especially on-street, remain heavily used throughout the week. Much of the excess capacity is to be found at the Scalford Road and Cattle Market car parks, which are heavily used on market days, but severely underutilised at most other times, being less conveniently located for the town centre than other parking facilities.

2.1.16. Wider issues identified with regards to town centre parking provision include:

- pedestrian severance: access between some of the town's main car parks (Wilton Road, Burton Street, Mill Street, Scalford Road) and the town centre requires the busy central ring road to be crossed on foot, deterring usage.
- a lack of clear signage and information to direct drivers towards the most appropriate car parks and ensure efficient usage of available capacity.
- inflexible payment methods at Borough Council owned pay-and-display car parks.
- an overall shortfall in disabled parking provision across Borough Council owned car parks.

Car Dependency

2.1.17. At the time of the 2011 census, just under half of Melton Mowbray's working population travelled to work by car (as a driver or passenger). As Table 1 below shows, this is broadly comparable to most of Leicestershire's other major towns, with the notable exception of Loughborough, for which a much lower proportion of journeys to work (around a third) are by car. This is likely to be due, in part, to Loughborough's extensive passenger transport network, when compared with the County's other major towns.

2.1.18. This suggests that overall levels of car dependency within Melton Mowbray are broadly similar to other locations, although it is worth noting that a large proportion of journeys into Melton Mowbray come from surrounding rural areas (due to the town's status as the main employment and service centre for Melton Borough), for which the private car is the most convenient or only option.

Table 1: Proportion of residents who travel to work by car in Leicestershire's main towns²⁰

Market Town	% Travel to work by car *
Coalville	54%
Hinckley	54%
Ashby de la Zouch	52%
Wigston	50%
Melton Mowbray	49%
Oadby	48%
Market Harborough	47%
Loughborough	34%
*Including as a passenger	

Environment and public realm

2.1.19. Whilst at present there are no Air Quality Management Areas (AQMA)²¹ declared within Melton Mowbray, traffic congestion and stationary vehicles can cause pockets of poor air quality, noise and pedestrian severance, with potential implications for the health and wellbeing of people within the town. Key locations and sensitive assets within the town (including listed buildings, town-centre parks and the River Eye) are disproportionately affected by these issues, as a result of being situated in and around Melton Mowbray's critical town centre junctions, which lie at the epicentre of the town's congestion related issues as described previously. It will be important to ensure that any future changes to the town's transport network positively contribute towards the quality of the environment and public realm.

Road Safety

2.1.20. Although there are currently no identified accident blackspots within Melton Mowbray (based on statistical analysis), perceived safety can play an important role in people's travel choices (especially with regards to the likelihood of walking or cycling) and use of public spaces. In this regard, the town currently suffers from a range of perceived safety issues in and around the town centre, including the presence of significant numbers of Heavy Goods Vehicles, large scale road infrastructure with limited crossing opportunities for pedestrians (and other non-motorised road users) and narrow footways with limited separation from traffic lanes. All of these factors mean pedestrians and cyclists come into close contact with vehicles and could hinder any attempts to boost levels walking and cycling and use of public spaces unless addressed simultaneously.

²⁰ [Office for National Statistics, 2011](#)

Data analysed from 2011 Census

²¹ [Melton Borough Council](#)

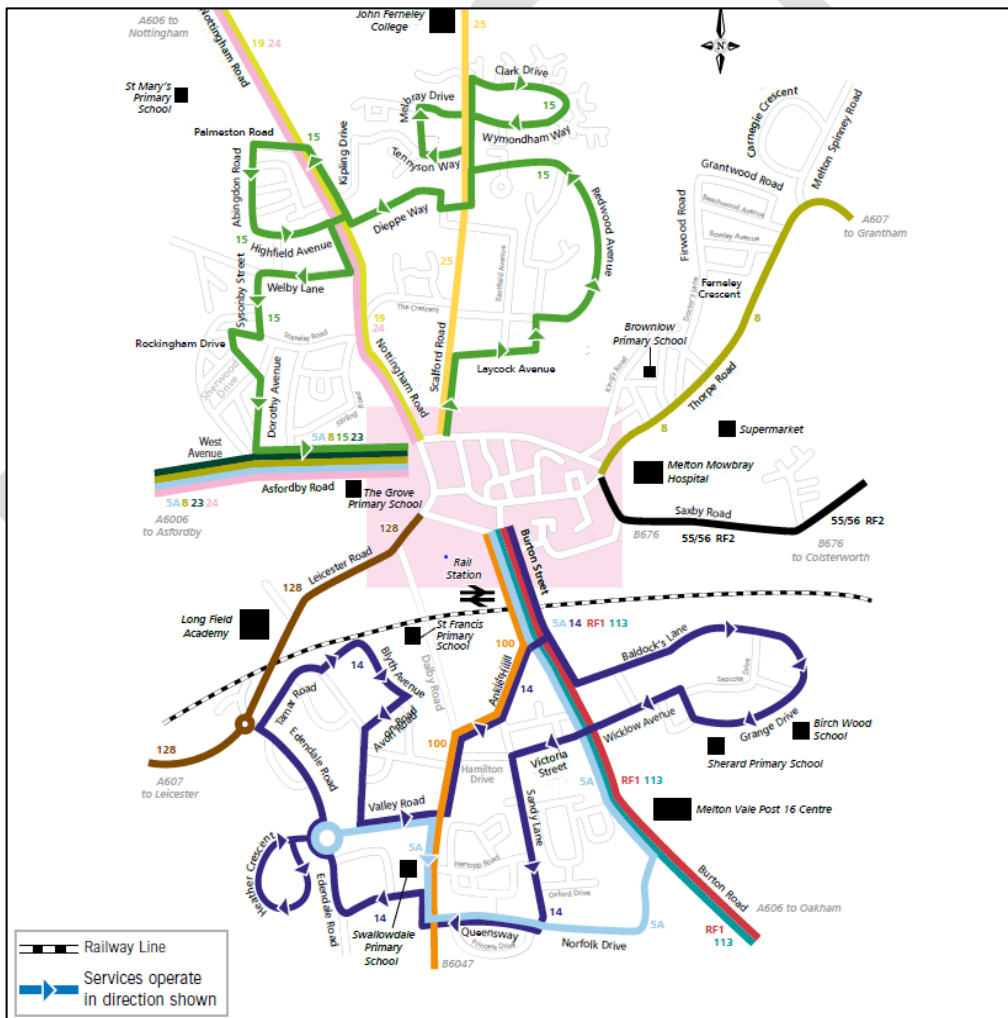
2019 Air Quality Annual Status Report

2.2. Passenger Transport

Local Passenger Transport Services

2.2.1. Local passenger transport within Melton Mowbray is comprised solely of bus services (although Melton Mowbray has a railway station, this only provides longer distance connections, as described in more detail below). A total of fourteen bus routes currently serve the town (as shown in Figures 11 and 12) and provide connections to surrounding villages. The frequency of most of these services are hourly or less, requiring users to plan their journeys in advance, rather than “turning up” to travel. The hours of operation of the network are also limited to Monday to Saturday daytime, with no late evening, Sunday and bank holiday services.

Figure 11: Current Melton Mowbray Bus Network²²



²² [Choose How you move, 2020](#)

Figure 12: Current Melton Mowbray Bus services²³

Service	Operator(s)	Route	FREQUENCY		
			Monday – Saturday Daytime	Monday – Saturday Evenings	Sunday and Bank Holidays
5A	Arriva	MELTON MOWBRAY (Queensway & Town Centre) - Rearsby - Syston - Leicester	20 mins	no service	no service
5/X5	Arriva	MELTON MOWBRAY - Rearsby - Syston - Leicester	infrequent	no service	no service
5	Centrebus	MELTON MOWBRAY - Loughborough	hourly	no service	no service
8	Centrebus	Loughborough - MELTON MOWBRAY - Grantham	hourly	no service	no service
14	Centrebus	MELTON MOWBRAY Town Service: (Grange Drive - Queensway - Tamar Road - Valley Road)	hourly	no service	no service
15	Centrebus	MELTON MOWBRAY Town Service: (Melbray Drive - Dieppe Way - Welby Lane)	hourly	no service	no service
19	Centrebus	Nottingham - MELTON MOWBRAY - Nottingham	2 hourly	no service	no service
23	Centrebus	MELTON MOWBRAY - Old Dalby - Nether Broughton	2 hourly	no service	no service
24	Centrebus	MELTON MOWBRAY - Stathern - Plungar - Bottesford / Bingham ●	hourly	no service	no service
25	Centrebus	MELTON MOWBRAY - Scalford - Eastwell - Stathern	infrequent	no service	no service
55/56	Centrebus	MELTON MOWBRAY - Grantham via Buckminster	infrequent	no service	no service
100	Centrebus	MELTON MOWBRAY - Gaddesby - Syston	2 hourly	no service	no service
113	Centrebus	MELTON MOWBRAY - Oakham	2 hourly	no service	no service
128	Centrebus	MELTON MOWBRAY - Leicester via Wreake Valley	2 hourly	no service	no service
RF1	Centrebus	MELTON MOWBRAY - Oakham - Uppingham - Corby	hourly	no service	no service
RF2	Centrebus	Rutland Flyer MELTON MOWBRAY - Oakham	2 hourly	no service	no service

2.2.2. The main “local” services for most parts of Melton Mowbray are the number 14 and 15 “town services”. These operate on an hourly daytime frequency and follow one-way looping routes from the town centre to the main estates to the north and south of the town. In general, this service configuration does not offer competitive journey times against alternative modes of travel; not only against car travel but often active modes too (due to relatively compact nature of the town and resulting short walking/cycling distances). Both these and the town’s other bus routes are further impacted by very slow journey speeds, as a result of being part of general traffic and encountering the same congestion as other vehicles within and on the approaches to the town centre. As a result, the town services primarily cater for concessionary pass holders, especially those with more limited scope for alternative modes of travel.

2.2.3. The majority of local bus services (including the town’s main suburban services) are subsidised or are on the margins of commercial viability. Leicestershire County Council (as the Local Transport Authority) provides financial support to sustain bus services within the town that are not commercially viable, in accordance with its adopted Passenger Transport Policy and Strategy (PTPS). The County Council’s annual budget for subsidising road passenger transport services across the whole of the county has reduced substantially in recent years (by 34% percent since 2015) due to wider financial pressures; to the point that it has to target financial support very carefully²⁴. Of those services which continue to receive support under the PTPS, there is a heavy emphasis on services providing essential, ‘lifeline’ connections for more isolated rural communities and those with restricted personal mobility.

²³ [Choose How you move. 2020](#)

²⁴ [Passenger Transport Policy and Strategy \(PTPS\)](#)

2.2.4. In recent years the town's bus network has contracted significantly, including the withdrawal or combination of some of the town's former suburban routes, as services have ceased to be commercially attractive and public funding available to cover loss-making services has reduced. The trends driving this contraction (i.e. reducing bus patronage and funding) look set to continue or perhaps even accelerate as a consequence of the Covid-19 pandemic, which has placed a severe strain on the operation and use of passenger transport networks across the country, with emergency Government funding required to sustain many services.

Regional and National Passenger Transport Services

2.2.5. Regional passenger transport, connecting Melton Mowbray to surrounding towns and cities, is provided by a mix of rail and bus services. From Melton Mowbray Railway Station, it is possible to catch direct train services throughout the day to national and regional destinations, including Birmingham, Peterborough, Cambridge, London-Stansted Airport and more local destinations such as Leicester, Hinckley, Narborough and Oakham. There is also one daily direct return service to London St Pancras International. At Leicester, those travelling from Melton Mowbray can change trains and travel on to other locations such as Nottingham and Derby. Overall, however, provision is relatively infrequent, with only one service per-hour towards both Leicester and Peterborough throughout most of the day. Nevertheless, prior to the onset of the Covid-19 pandemic rail passenger journeys to and from Melton Mowbray had been increasing gradually, with over 280,000 journeys starting or finishing in the town in 2018/19, a growth of 5% on the previous year.

2.2.6. Inter-urban bus routes provide connections to key surrounding destinations not directly linked to Melton Mowbray via rail, including Nottingham, Loughborough, and Grantham, as well as providing supplementary connections to Leicester and Oakham. Most of these services operate at hourly or lower frequencies on Monday to Saturday daytimes only (as set out in Figure 12) and are geared towards those without access to a car, rather than offering a competitive alternative to car use. A partial exception to this is Arriva service 5A, which provides a half-hourly or better connection to Leicester via Asfordby, Syston and Thurmaston, underlining the importance of Melton Mowbray's links to Leicester over other destinations.

Passenger Transport Interchange and Infrastructure

2.2.7. Most of the town's bus services (with the notable exception of the Arriva 5A service towards Leicester) terminate or connect at two main groups of bus stops on St Mary's Way and Windsor Street in Melton Mowbray town centre. This helps passengers identify where to catch a bus and facilitates interchange for cross-town journeys. However, as most bus services have limited frequencies and are not timed to facilitate quick connections, other modes of travel (especially car, but also cycling and walking) are often faster and more convenient for cross-town journeys. There is little evidence of significant interchange occurring in practice, despite the significant overall

demand for cross-town travel, with the current main purpose and usage of Melton Mowbray's bus services being geared towards accessing the town centre.

- 2.2.8. From this perspective, the stops on St Mary's Way and Windsor Street are well located, both for their proximity to the main town centre shopping area and the ability for buses to access them from all directions, without lengthy detours (aided by the town's only bus priority facility, which allows buses and taxis only to turn right from Burton Street to access Sherrard Street). That said, the stops are tucked away in relatively low-key, inferior surroundings around the back of the town centre. The eight stops across the two locations is more than adequate for the number of buses using them and each stop has a shelter equipped with limited seating and information panels. However, the shelters are insufficient to accommodate all waiting passengers, particularly at busy times on market days. Away from the main stops in the town centre, supporting infrastructure and information is much more limited. For example, only two thirds of bus stops across Melton Mowbray are marked with a flag to indicate their presence to potential users, with the remaining third of bus stops having no physical infrastructure on-street. In these cases, accessibility to a bus service relies on prospective passengers having reasonable local knowledge of the bus network, which makes it more difficult to attract new users.
- 2.2.9. Melton Mowbray railway station is located on Burton Road, a short walk from the town centre. As with the town centre more generally, the railway station is easily accessible by car (traffic permitting) and from many parts of the wider town by cycling and walking (albeit to a greater extent from the south than from the north of the town). Bus services do not appear to be heavily used to access the railway station, despite several routes passing adjacent to the railway station along Burton Road (with bus stops for the station located within 300m), most likely for the same reasons that there appears to be limited interchange between bus services in the town. The railway station itself also has accessibility issues, with a lack of step free access to platform 2 (for services to Birmingham), making the station less accessible for people with disabilities, young children/pushchairs and heavy luggage.

Passenger Transport Use

- 2.2.10. In light of all the above, it is unsurprising that passenger transport currently plays a limited role in meeting the transport needs of the town, as demonstrated by a recorded mode share of 2% for bus and 0.1% for rail at the 2011 census. This contributes to the heavy reliance on private car use for most employment and leisure purposes, especially for younger generations who primarily travel out of town for employment. Having said that, the current extent and usage of Melton Mowbray's passenger transport network, as well as the general trends and pressures influencing the future evolution and usage of this network, are both typical of rural market towns throughout Leicestershire and the wider country. As with other rural market towns, this particularly concerns how effectively conventional forms of passenger transport (in particular traditional, fixed route bus services) can continue to

meet the needs of the town and borough beyond the short-term and whether more flexible forms of provision may ultimately need to supplement or partially replace some components of the existing network in the medium to longer term future.

Policy Context

2.2.11. As described previously, Leicestershire County Council's adopted PTPS provides the basis for how and when it intervenes in the current, 'deregulated' market for local road passenger transport services to ensure that so-called 'socially necessary' passenger transport connections are maintained. However, in March 2021, the Government published its *National Bus Strategy: 'Bus Back Better'* setting out its plans for ambitious and far reaching reform of bus services across England (outside of London) in the aftermath of the Covid-19 pandemic, with the central aims of securing:

- bus services that run more frequently, reliably and are safe-to-use
- bus routes and timetables that are easier to understand
- the roll out of zero-emission buses, to support the Government's 'transport decarbonisation' agenda.
- a less 'private vehicle led' recovery from the Covid-19 pandemic.

2.2.12. The National Bus Strategy (NBS) includes a substantially expanded role for all Local Transport Authorities (LTAs) such as Leicestershire County Council in the planning and delivery of bus services and networks, either through 'enhanced partnerships' with private bus operators or London-style bus franchising²⁵. At the time of writing, the County Council has resolved to implement the objectives of the NBS within Leicestershire through an enhanced partnership model and is in the early stages of preparing a County-wide Bus Service Improvement Plan (BSIP), as specified through the NBS, setting out how this will be delivered in practice. This will, in turn, have significant implications for the County Council's future approach to passenger transport provision in Melton Mowbray and Melton Borough. However, the nature and extent of these implications are currently unknown and will be heavily dependent on levels of funding and resources available to deliver on the ambitions set out within the NBS.

2.2.13. Meanwhile, in May 2021 the Government published its *Great British Railways: Williams-Shapps plan for rail* setting out its plans for transforming Britain's railways to make them the backbone of a cleaner, more environmentally friendly, modern, efficient and financially sustainable public transport system that meets the needs of passengers across the country. At the heart of the plan is the replacement of the passenger rail franchising system (first introduced in the mid-1990s), along with wider structural changes to increase integration between rail services and infrastructure as well as accelerate innovation across the rail industry. Alongside this, the Government intends to publish its *Integrated Rail Plan for the Midlands and the North* before the end of 2021, setting out its plans for taking forward High Speed 2

²⁵ Department for Transport
National Bus Strategy, 2021

(HS2) Phase 2B (including the Eastern Leg via the East Midlands and Yorkshire) and other major rail improvements across the Midlands and North of England.

2.2.14. Local rail investment priorities are set out through the Leicester and Leicestershire Rail Strategy (LLRS) produced jointly by Leicestershire County Council, Leicester City Council and the Leicester and Leicestershire Enterprise Partnership (LLEP) in 2017²⁶. Whilst the signatories to the LLRS have no formal role in rail network planning and provision, the document provides a basis for future engagement (including exploration of specific proposals) with the rail industry and other key stakeholders with the power or profile to influence decisions regarding future network improvements; most importantly the Government (through the Department for Transport), Midlands Connect and Transport for East Midlands. Amongst the investment priorities identified within the LLRS is the Birmingham to Stansted Airport (via Leicester and Melton Mowbray) line, including the potential for faster and/or more frequent services to/from Melton Mowbray. The LLRS provides a baseline for considering possible Melton Mowbray-specific rail improvement priorities through the MMTS.

2.3. Cycling and Walking

Levels of Cycling and Walking

2.3.1. Melton Mowbray's relatively compact (albeit undulating) geography means that most of the town's key trip attractors (i.e. employment, services and amenities) are within realistic walking and cycling distance of those already situated within the town. At its maximum extents, the town is less than 3 miles (or 5km) across as the crow flies, with most existing and planned areas of the town located within 1.5 miles (or 2.4 km) of the town centre. Added to this, Melton Mowbray's working population is relatively self-contained, with 50% of the town's residents also working within the town according to the 2011 Census Travel to Work data. In most of these cases, work commuting distances are likely to be short, in many cases less than 2km. Therefore, the town should be naturally conducive to walking and cycling for both commuting and leisure purposes.

2.3.2. To some extent, this appears to be borne out by the 2011 Census Travel to Work data, which shows that relatively high proportion (11%) of journeys within Melton Mowbray are already undertaken by walking. Equally, the same data also shows that only 2.2% cycle to work. Conversely, analysis indicates that over half of local car trips (i.e. journeys which both start and finish their journeys in the town) are shorter than 1.5 miles, well within or close to the maximum distances at which cycling, and walking are viable alternative modes of transport for most people (6 miles and 1 mile respectively). This indicates that there is likely to be substantial untapped potential for increasing

²⁶ [The Leicester and Leicestershire Rail Strategy, 2017](#)

levels of walking and cycling if the attractiveness of these modes of travel can be improved.

Cycling and Walking Infrastructure

2.3.3. A key factor preventing the town from fully harnessing its inherent strengths in respect of walking and cycling is the quality of supporting infrastructure, which at present is of a generally low quality, intermittent nature both on and away from the highway network, particularly in respect of cycling. National Cycle Route 64 connects to the north east of the town (and onwards towards Grantham) via an off-road route through Melton Country Park, but otherwise there are a lack of formal signed cycling routes and dedicated infrastructure within the town. Equally, the need to cross busy roads in the town centre (for example Wilton Road, which cuts between the town centre and a large car park and bus drop-off location) presents severance issues for pedestrians and cyclists alike.

Policy Context

2.3.4. The Government's first *Cycling and Walking Investment Strategy* (CWIS), published in 2017, set out to "make cycling and walking a natural choice for shorter journeys, or as part of longer journeys by 2040". The CWIS was accompanied by the establishment of *Local Cycling and Walking Infrastructure Plans* (LCWIPs) to provide a consistent, evidence-led process for identifying, developing and seeking funding for improvements to new cycling and walking infrastructure throughout the country. The Government's aspirations for cycling and walking have subsequently become even more ambitious, as set out through *Gear Change: a Bold Vision for Cycling and Walking* (published in July 2020) which places a greatly increased emphasis on prioritising the needs of cyclists and pedestrians in road and street design and in particular, providing high-quality, segregated cycle infrastructure²⁷.

2.3.5. In response to the Government's and its own increasing ambitions for cycling and walking, the County Council has developed a Cycling and Walking Strategy (CaWS) for Leicestershire, which is due to be published for consideration by the County Council's Cabinet in July 2021. The CAWS sets out the County Council's aspirations for walking and cycling investment across Leicestershire through to 2036 and its overall plans for achieving these aspirations. The exploration of opportunities to boost levels of cycling and walking and improve the quality and quantity of cycling and walking facilities in and around Melton Mowbray is consistent with these aspirations and plans.

²⁷ [Department for Transport
Gear Change Document, 2021](#)

Summary of Current Traffic and Transport Issues

- Melton Mowbray's existing highway network is poorly equipped to deal with contemporary traffic and wider travel demand. The resulting congestion and resilience issues are a major hindrance to the town's residents, businesses and visitors, and pose a major constraint to tackling the town's wider issues and aspirations for the future (see below for more info).
- The town's existing passenger transport network is primarily configured to meet essential; 'lifeline' travel needs and is therefore unlikely to contribute towards encouraging modal shift away from the private car or support the town's long-term growth aspirations. It is also vulnerable to future changes in the commercial bus market and public sector financial pressures.
- Despite Melton Mowbray's relatively compact geography, the town is not achieving its full potential for levels of cycling and walking due to the generally low, intermittent quality of cycling and walking infrastructure.
- The current limitations in sustainable travel provision across the town means there is a high dependence on the private car for most travel needs.

3. Future challenges and opportunities

3.1. Overview

3.1.1. Melton Mowbray's transport system is of central importance to a range of broader issues, challenges and opportunities facing the town, both now and in the future. The purpose of the MMTS is to address these wider issues, challenges and opportunities, which have been divided into a series of interconnected themes as follows:

Key Theme
1. Growth
2. Environment
3. Access to opportunities
4. Health and wellbeing
5. Key Finance and Resource Challenges

3.1.2. Each of these themes and associated issues are described in more detail within this chapter. It is important to note that the themes are not "ranked" or listed in a "priority order".

3.2. Theme 1: Growth

Planned Growth and Economic Development

3.2.1. As noted in the Leicester and Leicestershire Strategic Economic Plan, Melton Mowbray is a thriving market-town, with a strong housing market and industrial base, offering significant local employment opportunities. Unemployment is exceptionally low against UK averages at <1%. The town is the main economic centre for the Borough of Melton, providing a base for the larger employers and functioning as the key retail, leisure, and service destination for the residents of the Borough. Most significantly however, the town has been identified as one of Leicestershire's main focal points for growth over the next thirty years.

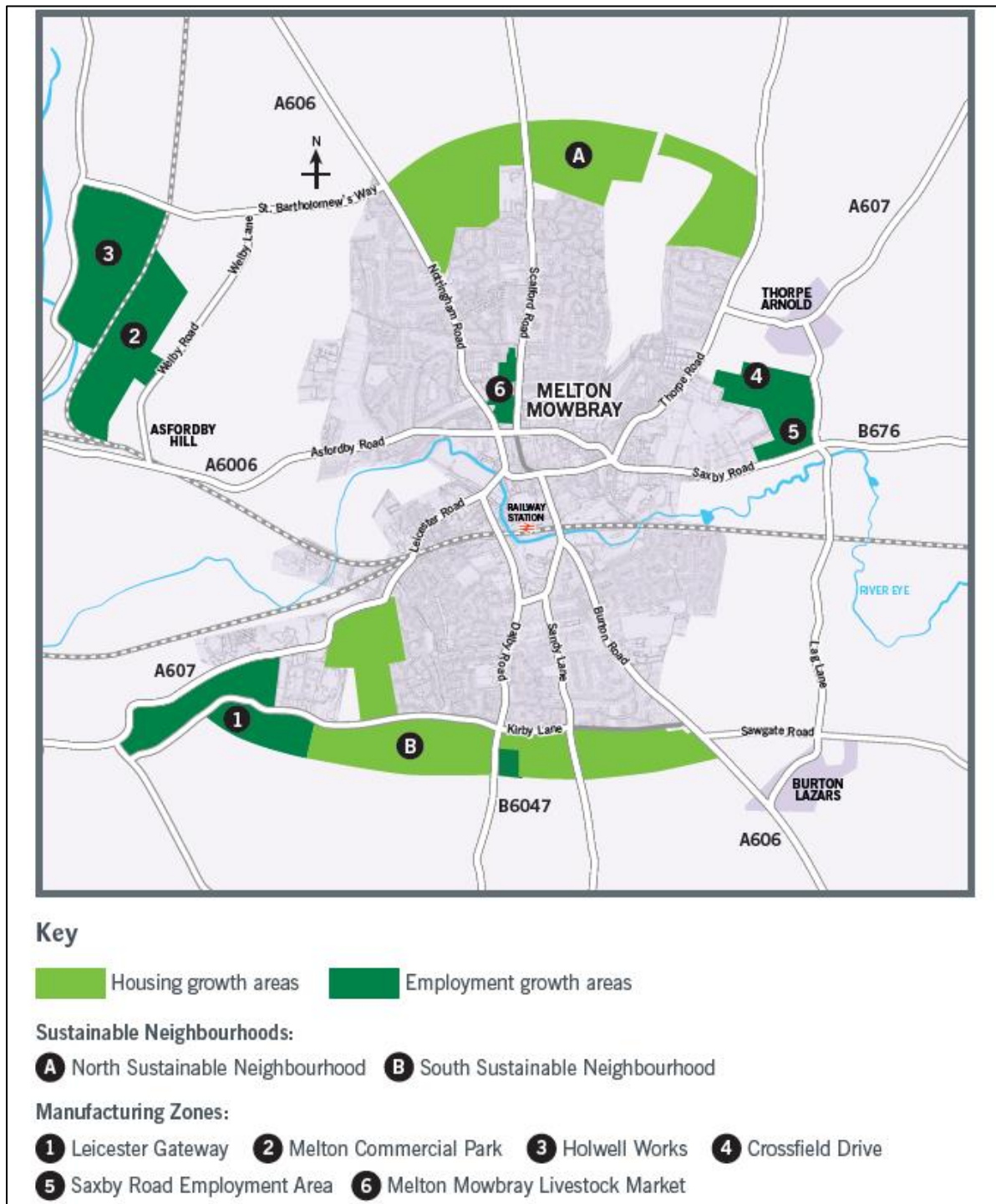
3.2.2. The Adopted Local Plan for Melton Borough (October 2018) seeks to expand and accelerate strategic housing and employment growth across the Borough through to 2036, and to concentrate growth within Melton Mowbray²⁸. Consequently, significant levels of development are anticipated for the town,

²⁸ [Melton Local plan](#)

with almost 4,000 dwellings and 6,000 jobs to be delivered up to 2036; representing a net-growth of over 35% in the town's size. Importantly, and demonstrative of Melton Mowbray's current vitality, over 3,500 dwellings associated with the Local Plan total have either already been approved or are actively being put forward by developers through the planning process. Moreover, the town has been identified as a *Key Centre for Regeneration and Growth* within the Leicester and Leicestershire Strategic Growth Plan (SGP), meaning it will remain a focus for growth beyond the end of the current Local Plan period through to 2050.

- 3.2.3. Most of the housing growth currently planned for the town (up to 3,700 new homes) will be delivered across two new "Sustainable Neighbourhoods" to the north and south of the town; the *Melton Mowbray North Sustainable Neighbourhood* and *Melton Mowbray South Sustainable Neighbourhood* respectively. Meanwhile, new industrial developments are being directed towards four key "Manufacturing Zones" in and around the town, comprising up to 160 ha (hectares) of employment land in total (of which just over 80ha is allocated through the Local Plan); these are *Leicester Gateway* to the south-west of the town, *Melton Commercial Park and Holwell Works* to the north-west, *Crossfield Drive and Saxby Road Employment Area* to the east, and *Melton Mowbray Livestock Market* on the northern edge of the town centre. The locations of the sustainable neighbourhoods and manufacturing zones are shown in Figure 13.

Figure 13 – Strategic Growth Areas in and Around Melton Mowbray²⁹



²⁹ Figure 13: – Strategic Growth Areas in and Around Melton Mowbray

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- 3.2.4. Furthermore, the Local Plan includes a commitment to develop a strategy to promote and enhance the town centre and help generate additional retail and leisure activity in the area. Whilst details of specific aspirations for the town centre have yet to emerge, potential enhancements to the public realm and pedestrian connectivity are likely to be amongst the key considerations, with a particular focus on links between the main retail core (i.e. Market Place and High street), Brooksby-Melton Further Education College and the Livestock Market.
- 3.2.5. Leicestershire County Council is strongly committed to supporting Melton Mowbray's growth, reflecting the Authority's wider commitments to ensuring that the County's economy is strong, growing and resilient and that the County's residents have a choice of affordable and quality homes to live in (as described in the County Council's *Strategic Plan 2018-2022*³⁰).

Transport Implications of Growth

- 3.2.6. As described previously, Melton Mowbray's current transport system is ill equipped to meet existing demand, let alone the additional demand arising from the town's planned growth. Traffic forecasts to 2036 (carried out using the Leicestershire County Council's Pan Regional Transport Model/PRTM and Melton Mowbray Microsimulation Model) have consistently shown that, unmitigated, additional car journeys arising from planned growth will place further severe strain on the town's highway network; especially at the critical, already-stressed 'pinch point' junctions located around the town centre at the confluence of the main radial routes³¹.
- 3.2.7. The same junctions are forecast to be affected by significant increases in HGV and LGV traffic; both in terms of journeys arising locally (principally from the planned manufacturing zones in and around the town) and longer-distance journeys passing through the town. Figures 14 to 17 show the extent of congestion and delays at these junctions due to forecast traffic growth, which represents a significant worsening over and above those already experienced.

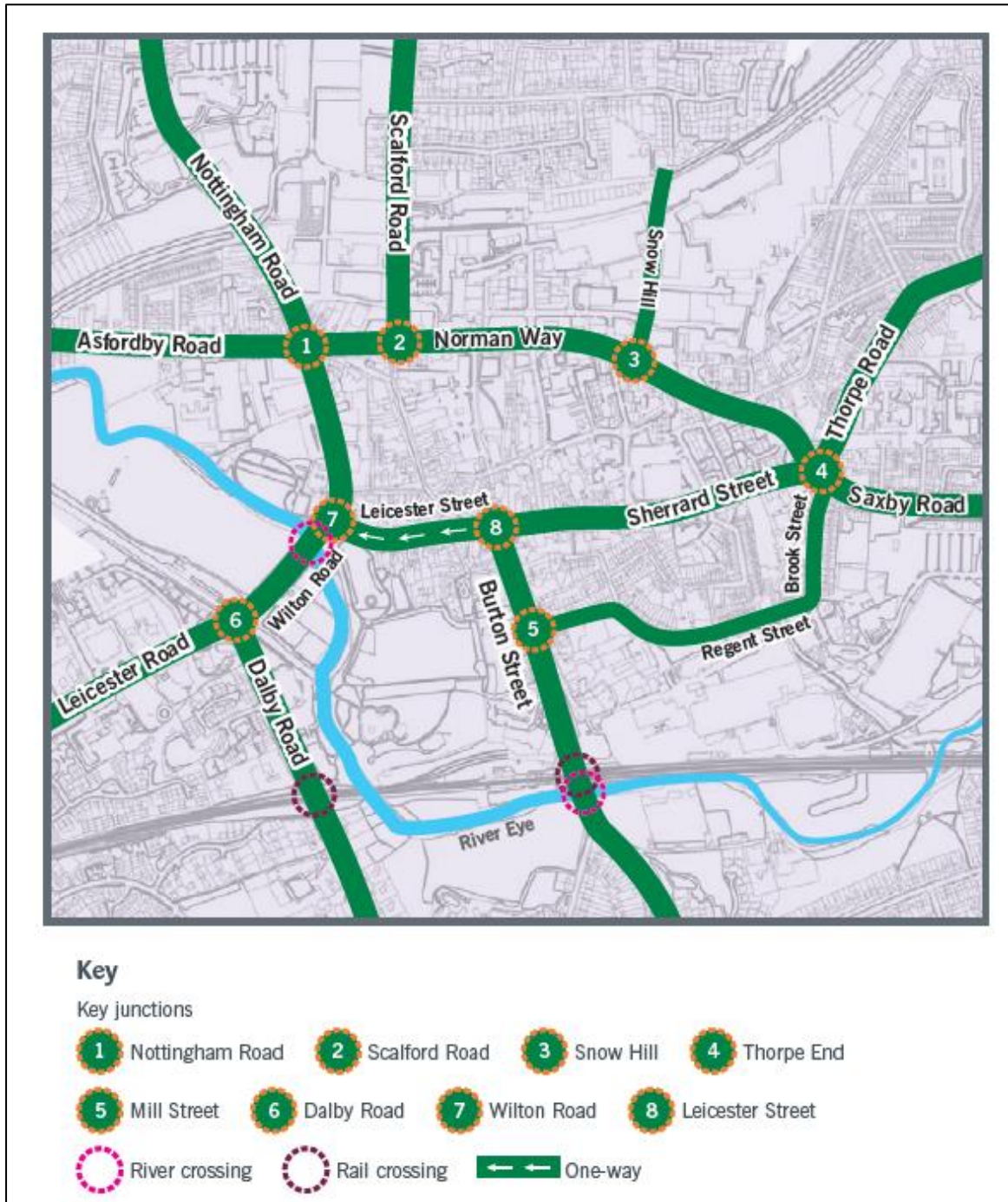
³⁰ [Strategic plan 2018-2022](#)

Leicestershire County Council

³¹ [Melton Mowbray Distributor Road, Outline Business Case, 2017](#)

Section 5.3

Figure 14 – Pinch-Point Junctions and traffic hot spots³²



32

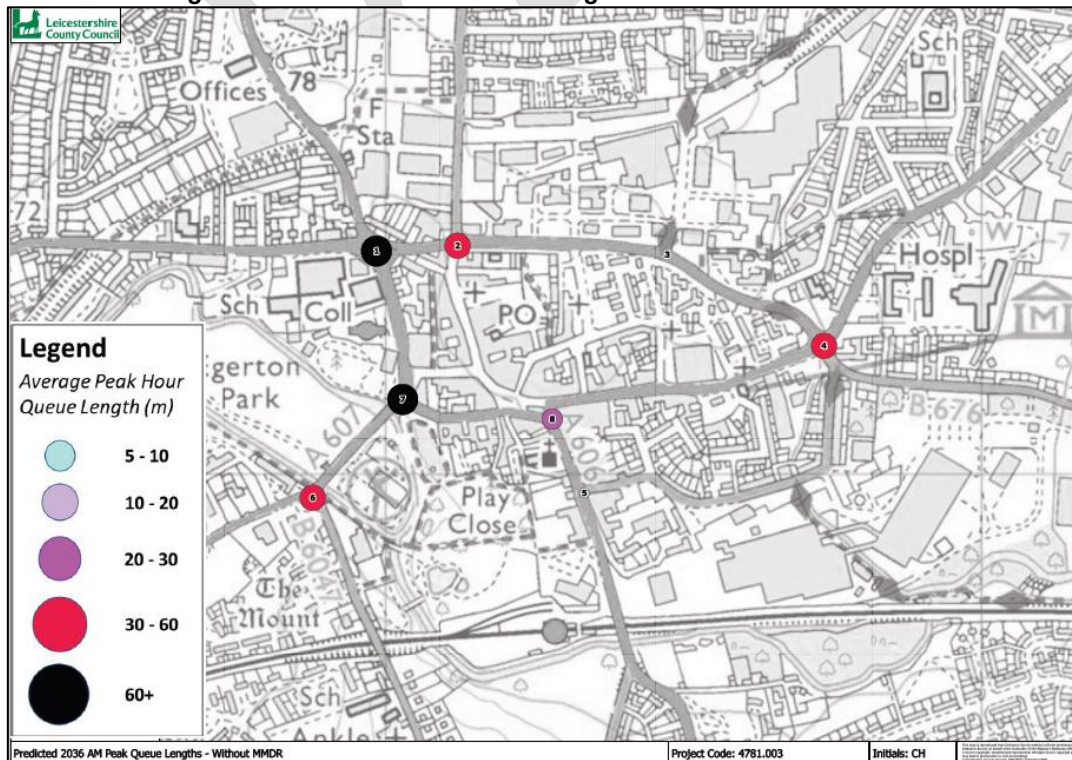
Figure 14: – Pinch-Point Junctions and traffic hot spots

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Figure 15 – Delay and Congestion Hotspots without intervention in 2036 (AM/PM-peak)^{33 34}



Figure 16 – Predicted AM Queue Lengths in 2036 without intervention³⁵

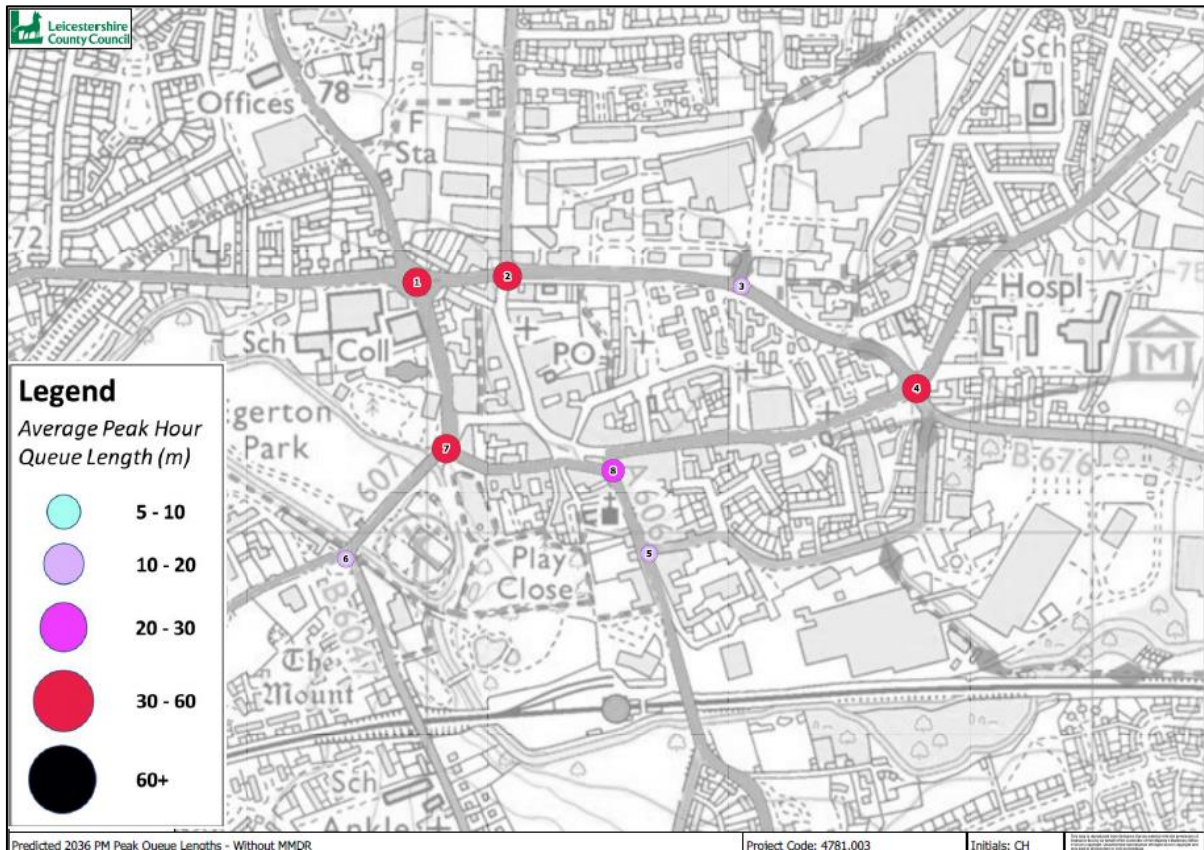


³³ [ibid](#) Section 2.6.9

³⁴ AM and PM trends are very similar; therefore, we have not included both maps

³⁵ Figure 16: Predicted Queue Lengths in 2041 without intervention

Figure 17 – Predicted PM Queue Lengths in 2036 without intervention³⁶



3.2.8. As also highlighted previously, the centrality of the critical town-centre junctions to the town's wider road network means they have a major influence on overall network performance. Without mitigation, the network will remain congested with some of the highest levels of delay per mile in the county, and worsening future performance of these junctions is forecast to result in longer queues and delays of up to 4-5 minutes along the main radial routes, extending beyond the town centre and leading to 'spill-over' traffic impacts such as the increased usage of surrounding residential roads and rural country lanes in avoidance.³⁷ The severity of increased congestion and delays in this scenario is such that it will hinder access to the town centre, key employment areas and planned developments, including the Melton Mowbray North and South Sustainable Neighbourhoods.

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³⁶ Figure 17: Predicted PM Queue Lengths in 2041 without intervention

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³⁷ [Melton Mowbray Distributor Road Outline Business Case](#)

- 3.2.9. In summary, current traffic problems within the town and the associated lack of capacity to accommodate future traffic increases have become a major constraint to the town's growth; with MBC, as the Local Planning Authority, having been advised by the County Council, as the Local Highway Authority, to consider refusing a number of planning applications on the grounds of severe traffic impacts. Failure to overcome this constraint, through providing sufficient 'headroom' within the town's transport system to accommodate planned growth and taking steps to minimise its additional traffic impacts, would result in economic development, job creation and housing delivery across Melton Mowbray slowing or being curtailed. Failure to address existing issues and alleviate the negative impacts of growth will also restrict opportunities to enhance the vitality and facilitate regeneration of the town centre through improvements to the public realm and pedestrian connectivity. The need for a Melton Mowbray Transport Strategy was founded on this premise and is underpinned through Policy IN1 of the Local Plan, which commits Melton Borough Council and Leicestershire County Council to work together and with others (including landowners and developers) to deliver such a strategy.
- 3.2.10. In addition to the traffic impacts of growth, the range, quality and sustainability of transport connections between planned growth locations and the rest of the town will be crucial to how they develop in practice; socially, economically and environmentally. As new suburbs of Melton Mowbray, the NSN and SSN will draw heavily on the town's existing services and facilities to meet the needs of their residents, whilst at the same time providing the town with new services and facilities including schools, leisure facilities and local shops. Likewise, the planned manufacturing zones will be expected to draw primarily on the town's population for their workforce.
- 3.2.11. In this regard, high levels of accessibility to planned growth locations via walking, cycling and passenger transport will be vital to ensure that they form cohesive extensions to the town and, in conjunction with onward connections, have good levels of accessibility to key services, facilities and employment (or employees) without reliance on private car use (this theme is discussed in more detail later in Chapter 3). Such connections, to and from key footfall generators in the town (such as the Livestock Market, Pera Business Park, Brooksby Melton College, town centre car parks and the central pedestrianised area), are vital to ensure that the reality of growth within the town meets the aspirations set out in the local plan and that the benefits of this growth to existing residents and businesses are maximised.

Summary of Key Issues for Theme 1 – Growth

- Melton Mowbray is a major focus for growth for at least the next 20 years. Realising this growth is essential to meet the town's future needs and aspirations.
- However, the town's ability to grow at all and as envisaged through the Melton Local Plan is severely constrained by limitations in the town's existing transport system. A broad package of transport interventions is needed to overcome these limitations.
- The scope for encements to the public realm and pedestrian links in and around the town centre is similarly constrained by the current configuration of and the volumes of traffic (and resulting congestion) using the town's central ring road.
- The provision of good quality, integrated walking, cycling and passenger transport links connecting planned growth areas to key footfall generators in the town are vital to ensure that the reality of growth within the town meets the aspirations set out in the local plan.

3.3. Theme 2: Environment

The Climate Emergency

- 3.3.1. In May 2019, Leicestershire County Council declared a “climate emergency”, followed two months later by the Government for the UK as a whole. These declarations reflect the increasing urgency at all levels of reducing and ultimately eliminating greenhouse gas emissions, to try and limit global warming to less than 1.5°C; amid mounting evidence and concerns about the impacts warming in excess of this level could have on nature and society. The County Council’s declaration commits to working with others and lobbying government to take the measures required to achieve this within Leicestershire (including making the County Council’s own operations carbon neutral by 2030), whilst the Government’s declaration calls for the UK to be entirely carbon-neutral by 2050.
- 3.3.2. Additionally, the County Council has an Environment Strategy (2018-2030) which sets out how the activities of the Council impact on the environment and the rationale for taking action to address both this and wider environmental issues affecting the County and the people living within it. The vision of the Environment Strategy is that:
- ‘Leicestershire County Council will minimise the environmental impacts of its own activities and will contribute to the improvement of the wider environment through local action. We will continue to play a significant role in protecting and enhancing the environment of Leicestershire, meeting the challenges and opportunities of climate change, and seeking to embed environmental sustainability into both social and economic development in the county.’***
- 3.3.3. In 2018, transport accounted for a third (33 %) of all carbon dioxide emissions within the UK, more than any other sector. Annual UK transport CO₂ emissions have only reduced by around 3% since 1990, lagging well behind other sectors and comparing to an overall reduction of 39% over the same period. The large majority of emissions from transport within the UK are from road transport, and the limited reductions in transport emissions to date has been due to continual growth in vehicle miles offsetting improvements in the fuel efficiency of new cars over the same period³⁸.
- 3.3.4. Within Melton Borough, overall per-capita emissions have been estimated to be around 1 tonne higher than the national average (351.5 million tonnes) and to be reducing year-on-year at a slightly slower rate than the national average (based on 2012 data). The rural nature of the Borough and the high levels of car dependency resulting from this are likely to be a significant factor as to why per-capita emissions for the Borough are relatively high³⁹.

³⁸ [Department for Business, Energy and Industrial Strategy](#)

2018 UK Greenhouse Gas Emissions, Provisional Figures, statistical release report

³⁹ [Melton Local plan](#)

- 3.3.5. Technological developments, including the shift towards more efficient and low-emissions vehicles, are expected to play a major role in reducing transport emissions. The Government has already announced a ban on the sale of new petrol and diesel cars from 2030, in line with previously published aspirations set out within the national *Road to Zero Strategy* and *Air Quality Plan*, and is expected to publish its wider plans for decarbonising the transport sector as a whole later in 2021. Across Melton Mowbray however, the critical infrastructure required to facilitate the transition to ultra-low emissions vehicles (most notably electric vehicle charging facilities) is currently in very limited supply (with only three current charging points across the whole town centre area⁴⁰). Additionally, all passenger transport services within Melton Mowbray (both road and rail) are currently fossil-fuel powered, with no existing plans in place to transition to low-emissions technology.
- 3.3.6. The sheer scale of the challenge of reducing (and ultimately eliminating) transport's net-contribution towards climate change is such that even if there is a rapid transition to low emissions technologies, significant changes in travel behaviour will also be needed. This will involve reducing the need to travel in the first place where possible and shifting residual journeys towards sustainable forms of travel. As described previously however, a step-change in the quality of walking, cycling and passenger transport provision across the town is likely to be needed for these forms of travel to be capable of encouraging the required levels of modal-shift. The identified challenges around current and future road passenger transport provision across Melton Mowbray (and Melton Borough more generally) means that in practice, this is likely to require a particular emphasis on increasing walking and cycling.

Local Environmental Issues

- 3.3.7. The County Council's Strategic Plan 2018-2022 seeks to promote thriving, integrated communities and places, and to foster people's pride in their local areas across the County, with Melton Mowbray and its many communities and neighbourhoods being no exception. The condition of the local environment plays a central role in the facilitating these ambitions, with transport being one of the major influencing factors.
- 3.3.8. In particular, a key consideration for the MMTS is transport's impacts on Melton Mowbray's historic buildings and setting, open spaces and public realm; as shown in Figures 18 and 19. Not only are these assets of intrinsic socio-cultural value to the town and its residents, they play a crucial role in the town's thriving visitor economy; and therefore require protection and/or enhancement in the future to support the town's continued social and economic wellbeing. Linked to this, the MMTS also needs to take account of wider aspirations to enhance connections between the town centre and countryside via the town's network of open spaces and waterways to encourage more multi-purpose journeys and visits, by considering what (if any) changes to the transport system might be required to support this (for

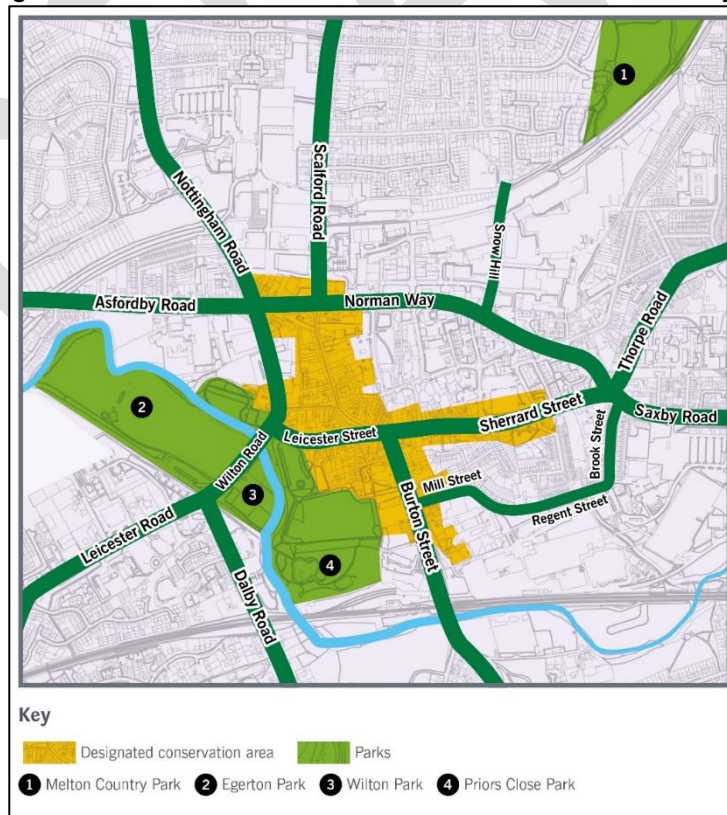
⁴⁰ [Zap Map, 2020](#)

Based on analysis of electric charging points in Melton Mowbray using Zap Map

instance, improved walking and cycling routes through/alongside these open spaces and waterways).

- 3.3.9. Most of the town's key existing assets (including listed buildings, a designated conservation area and parks) are located within the town centre or along the town's key radial corridors, which coincides with the town's busiest and most congested routes. Correspondingly, the high volumes of traffic on these routes (which in some cases includes significant proportions of HGVs and LGVs, as shown previously in Chapter 2 – Current Traffic and Transport Issues in the Town), along with the associated air pollution, noise and severance, are all threats to the future preservation and enjoyment of the town's key assets and could similarly fetter the ability to enhance the town centre public realm as part of any proposed regeneration.
- 3.3.10. These threats can also affect the quality of life of those who live and/or work along the town's busiest routes; for instance, the main radial corridors within the town all have direct residential frontage for at least part of their length. As highlighted previously, traffic and congestion within the town is forecast to increase substantially in future without intervention, further exacerbating these threats (although cleaner and quieter vehicle technology could alleviate air pollution and noise to at least some extent in the longer-term, and plans to integrate current and future green assets have the potential to improve the environment).

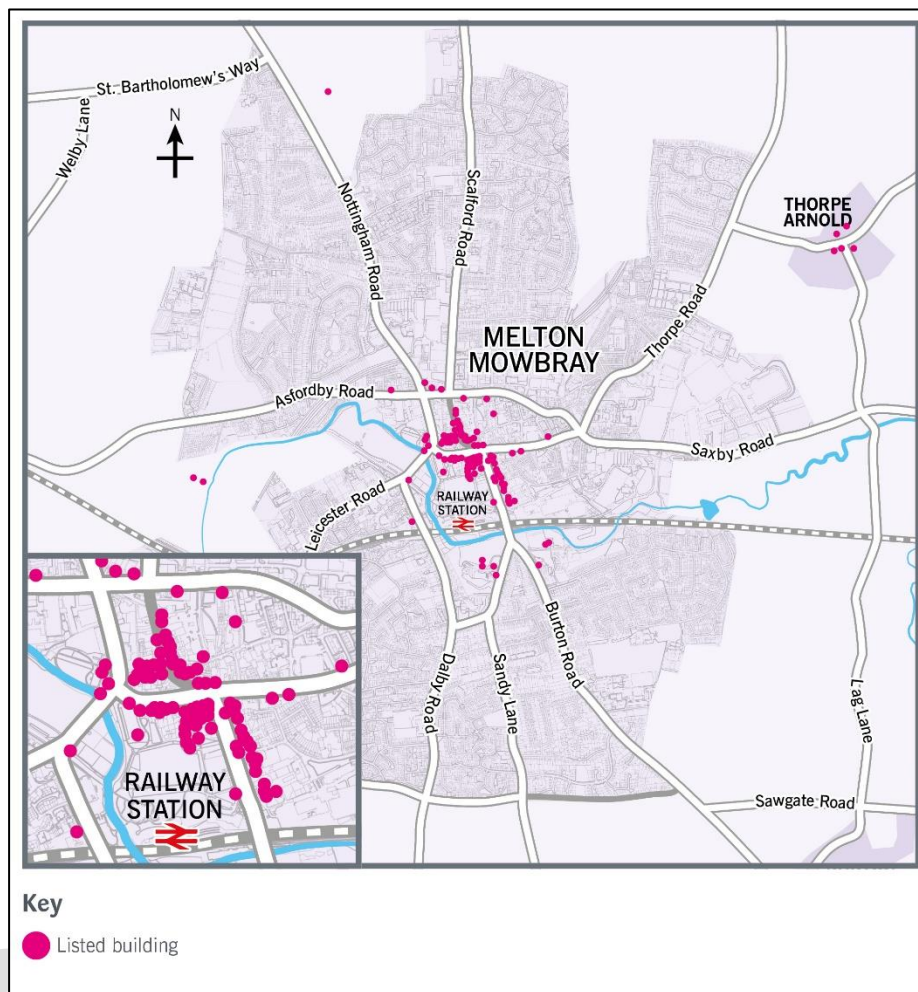
Figure 18 – Assets of socio-cultural value within Melton Mowbray⁴¹



⁴¹ Figure 18: Assets of socio-cultural value within Melton Mowbray

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Figure 19: Location of Listed Buildings in Melton Mowbray⁴²



3.3.11. A further, spill over impact of congestion and delays experienced on Melton Mowbray's main roads is 'rat-running' along less suitable suburban roads within the town and rural country lanes around its periphery. When 'rat running' reaches sufficient levels, it can degrade the character of such routes and deter their usage by pedestrians, cyclists and other non-motorised travellers (e.g. equestrians) due to safety concerns and unpleasant fumes.

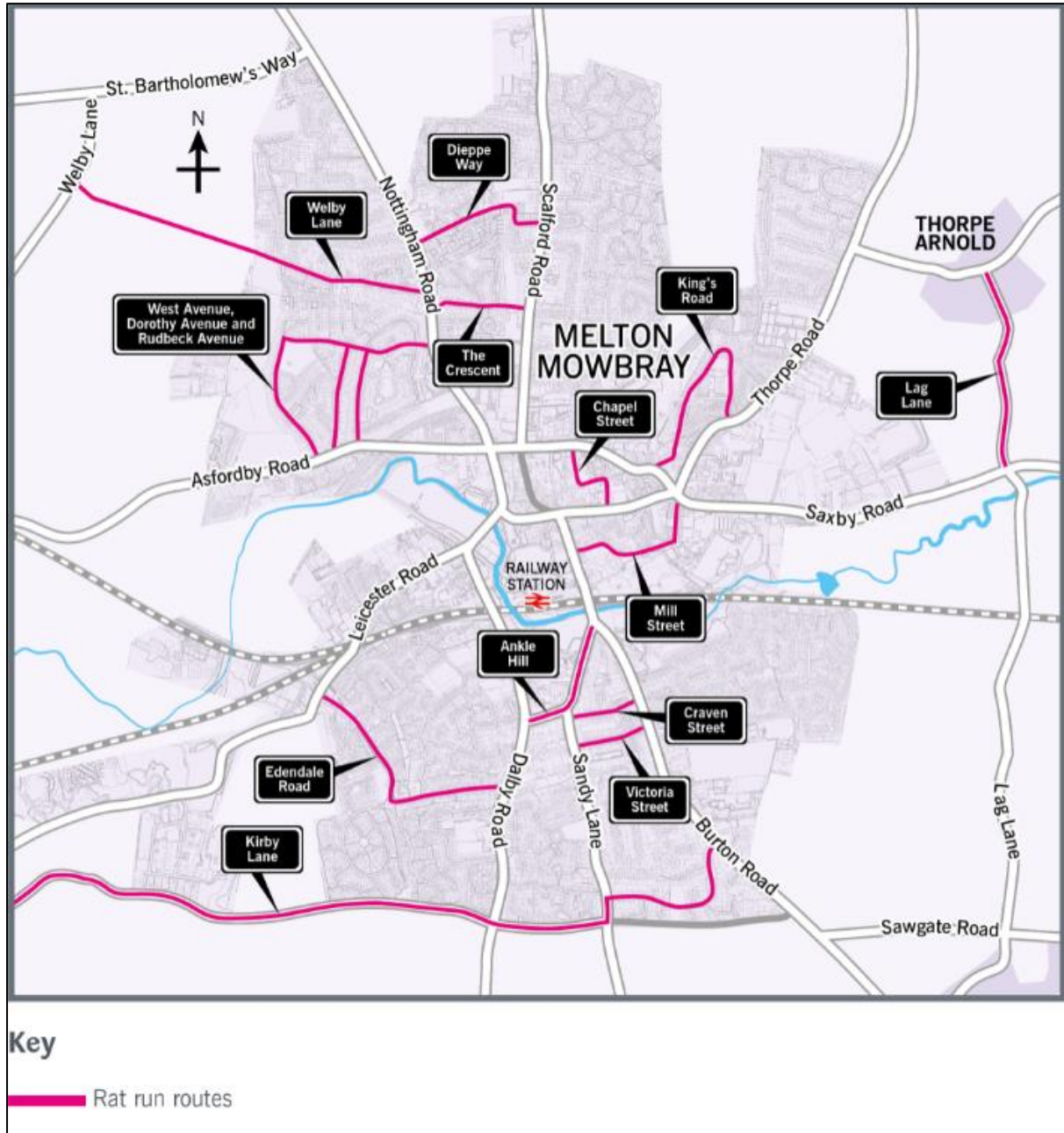
3.3.12. Amongst the most notorious examples is the Mill Street/Regent Street/Brook Street route immediately to the south of the town centre, which many vehicles use to avoid the central ring road (due to the ring road's congestion and partial one-way system). This not only degrades the residential character of the area but causes the already narrow pavements to become encroached by vehicles, including LGVs and HGVs, making them less attractive for walking and cycling. Another example is Kirby Lane, which provides an unsigned, partial 'southern bypass' of the town for traffic looking to avoid passing through the town altogether, despite its sub-standard construction, width and alignment. A

⁴² Figure 19: Location of listed buildings in Melton Mowbray

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map of the most common 'rat running' routes across the town can be seen in Figure 20.

Figure 20: Common 'rat running' routes in and around Melton Mowbray⁴³



⁴³ Figure 20: Common 'rat running' routes in and around Melton Mowbray

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Summary of Key Issues for Theme 2 – Environment

- It is vital that the transition of Melton Mowbray's transport system towards 'net-zero' emissions is supported and accelerated, to help avoid the worst impacts of, and address the urgent challenges posed by the climate emergency. Improving sustainable travel provision, e.g. walking, cycling and passenger transport and low emissions vehicle charging points, will play a crucial role in supporting the transition to net-zero, as well as bringing wider environmental benefits to the town.
- Melton Mowbray is home to a range of important community, environmental and historic assets, which are not only of intrinsic value, but play a crucial role in the town's identity and thriving visitor economy. However, these assets and locations tend to be located in and around the town's busiest and most congested corridors. This means that they can disproportionately be affected by vehicular pollution, noise and severance.
- Furthermore, some of the town's key recreational assets are currently under-utilised; specifically its network of open spaces and waterways (and associated walking and cycling links), which have the potential to play a greater role in linking the town centre with the surrounding neighbourhoods and countryside.
- The constrained and congested nature of Melton Mowbray's main roads has resulted in the widespread use of less appropriate minor routes in and around the town, to the detriment of the character of those routes and the communities that live along them.

3.4. Theme 3 – Access to Opportunities

3.4.1. Promoting good access to employment, services and facilities for those who live and work in and around Melton Mowbray is an important factor to addressing most of the other key themes and issues raised within this chapter, noting in particular the benefits this can have for physical and mental wellbeing, social inclusion and mobility. At the same time, it is important for Melton Mowbray's economy and vitality; as a major factor determining the amount of money generated and spent in the town, opportunities for further investment as well as the ability to prevent young and working-age people from moving out of the town and wider borough in pursuit of better jobs and opportunities. In doing so, it strongly supports Leicestershire County Council's existing commitments to promote wellbeing and opportunity, strong communities, economic development and growth across the County, as set out within the County Council's *Strategic Plan 2018-22*.

Access to Employment, Services and Facilities Within Melton Mowbray

- 3.4.2. Melton Mowbray is by far the largest settlement within Melton Borough (as its only town) and as such serves as the Borough's main hub for business (and jobs), retail, and other key services and facilities, as summarised in Table 2. In most cases, Melton Mowbray is the only place in the Borough where such services and opportunities could practicably be located, given its relative size, central location and connectivity compared with other settlements across the Borough. For inhabitants of the town and wider Borough alike, access to these jobs, services and facilities is crucial to meeting their everyday needs, supporting their health and wellbeing, and providing opportunities to progress in life.
- 3.4.3. Likewise, it is vital that planned residential developments across Melton Mowbray are well connected to these jobs, services and facilities, to ensure that they are sustainable and cohesive extensions to the town, in accordance with Melton Borough's Local Plan.
- 3.4.4. Of greatest importance is access to the town centre, as the location for most jobs, services and facilities within the town. However, it is worth noting that many of the town's jobs are located at business parks and industrial estates located on (or even beyond) the edge of town and that certain key services, such as the town's secondary schools, are also located in relatively peripheral locations within the town, as illustrated in Figure 21 below.

Table 2 – Opportunities in Melton Mowbray

Housing	50% of housing in the Borough is located in Melton Mowbray. 88% is privately owned, presenting a challenge for affordable homes. Rents are high in comparison to income.
Jobs	Melton Mowbray is the hub for the Borough's employment, mostly in manufacturing. Key employers include Mars, Samworth Brothers, Truframe, Jeldwen and Pera with 23,000 jobs in the town, equating to 4.7% of all employment in Leicestershire.
Retail and Services	The town provides a wide range of activity including the cattle market, independent retail, banks, estate agents, and several supermarkets catering to a variety of budgets. As the UK's Rural Capital of Food, Melton Mowbray's independent food retail offering is particularly strong. However, the range and quality of the retail offer and office space in general is limited.
Health	Most of the Borough's Dentists and GPs are located in the town along with its only hospital.
Education	Melton Mowbray contains 8 primary schools, which cater largely for the town's residents, and two of the Borough's three mainstream secondary schools, which cater for both the town and much of the wider Borough. The town also includes the Borough's only tertiary education provision, at Brooksby-Melton Further Education College in the town centre. There is also good provision of SEN schools focussed in the town centre.
Leisure	Melton has a leisure centre with a pool, several gyms, and one of the Borough's two libraries. It also has a theatre, cinema, and parks and gardens linked by a local Heritage Trail.

3.4.5. As in many other parts of Leicestershire (and the rest of the UK), the main accessibility challenge for Melton Mowbray is to minimise car dependence for access to employment, services and facilities within the town by ensuring the existence of realistic alternative forms of travel wherever possible.

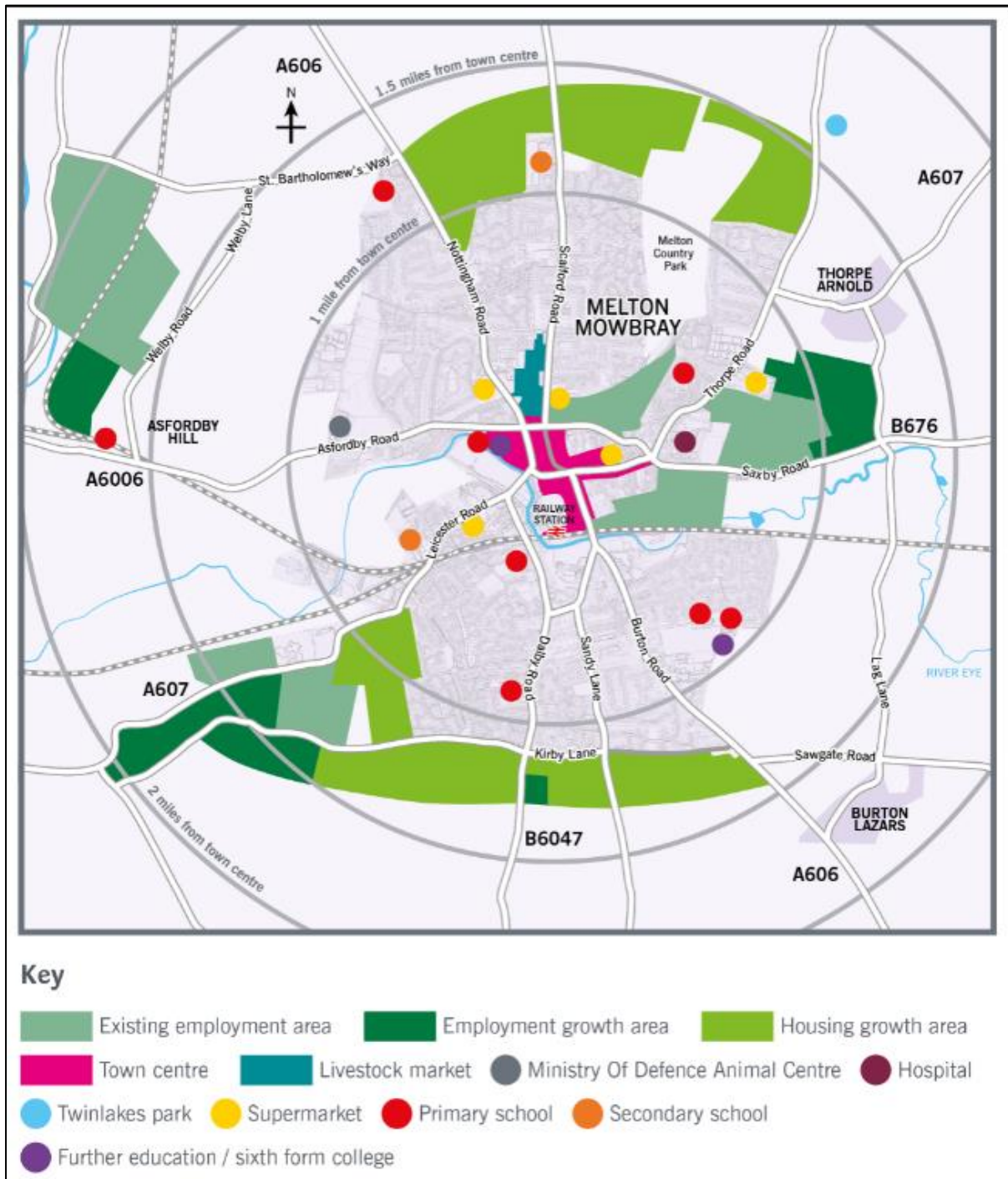
3.4.6. Alternative means of travel play a crucial role in increasing social mobility and reducing deprivation, by ensuring that those who lack regular access to a private vehicle (for reasons of age, affordability, lifestyle choice etc.) face the least possible disadvantage in going about their daily lives and gaining access to opportunities. More ambitiously, high levels of accessibility to jobs, services and facilities via walking, cycling and/or passenger transport is crucial to ensuring modal shift away from more polluting and less healthy forms of travel, in accordance with the key issues and priorities identified through the *Environment* and *Health and Wellbeing* themes outlined elsewhere in this chapter.

3.4.7. Melton Mowbray's relatively compact geography means that most of the town's employment, services and amenities are within realistic walking and cycling distance of those already situated within the town as seen in Figure 21 (which shows that at its maximum extents, the town is less than 3 miles/5 km across as the crow flies, with most existing and planned areas of the town located within 1.5 miles/2.4 km of the town centre). To some extent, this appears to be borne out by the 2011 census travel to work data, which indicated that 15% of the town's residents walked or cycled to work at the time of the census. However, this apparent strength is countered by a number of less favourable attributes which act as barriers or deterrents to further uptake, most significantly of which are;

- The generally low quality and intermittent nature of supporting walking and cycling infrastructure across the town (as described previously in more detail).
- The siting of some of the town's major employers and services (including secondary schools) on the town's outskirts which, on the whole, are relatively less accessible to the rest of the town via walking and cycling than more central locations.
- The impediments to 'cross-town' walking and cycling journeys imposed by key obstacles in and around the town centre including the River Eye, the Leicester to Peterborough railway line and the town centre ring road.
- The town's ageing population and associated prevalence of age-related health and personal mobility limitations, which is expected to further increase in the period to 2031 (according to Melton Borough's *Sustainable Community Strategy*⁴⁴); restricting the distances over which many people can walk or cycle, if not their ability to do so altogether.

⁴⁴ [Melton Borough Council](#)

Figure 21: Key Trip attractors in Melton Mowbray⁴⁵



⁴⁵ Figure 21: Key Trip attractors in Melton Mowbray

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- 3.4.8. There is clear potential to make walking and cycling a more viable and attractive option for accessing employment, services, and facilities within the town for most of the town's population. Equally however, it is important to acknowledge that walking and cycling will never be viable modes of travel for meeting all needs and circumstances within the town (e.g. due to personal health/mobility limitations), nor will they be for meeting demand from across the wider Borough in most cases (due to the distances and nature of the routes involved in travelling to and from the town). In these cases, road passenger transport, largely in the form of local bus services or demand responsive transport, provide the only feasible alternative to the private car for accessing Melton Mowbray's employment, services, and facilities.
- 3.4.9. As described in more detail in the previous chapter, most of Melton Mowbray's existing local bus services follow routes, frequencies and hours of operation that are heavily geared towards providing a basic, 'lifeline' level of access to the town centre for those who are unable to walk or cycle and lack access to a car. Generally, these services are best placed to provide essential daytime access to shops and services within the town centre (primarily to the benefit of concessionary pass holders), whereas they are far less suitable for commuting into the town for work or leisure purposes (especially those based around the night time economy). Similarly, access to key destinations on the edge of the town such as the Leicester Road industrial estates and Asfordby Business Park/Holwell Works via bus is very limited. More broadly, the town's existing bus network is not designed to cater for cross-town access needs, with a lack of direct through-services connecting the town's outer areas and/or convenient opportunities for interchange within the town centre.
- 3.4.10. Amidst the pressures facing the town's passenger transport network (now and in the future) and the associated risks of contraction of commercial services, it will be vital to ensure that 'lifeline' access to key services and opportunities in Melton Mowbray are maintained, whilst considering how the town's local passenger transport network could be adapted to better meet a wider range of needs. More flexible, technology-based alternative models of passenger transport provision that have emerged in recent years may provide a basis for solutions to both issues.
- 3.4.11. Even if the opportunities for walking, cycling and passenger transport use are maximised, private vehicle travel is likely to remain the only realistic means of accessing jobs, services and facilities within Melton Mowbray for many people and purposes (for instance, deliveries and most journeys linked to the town's agricultural sector). As such it will be vital that any measures proposed through the strategy to promote walking, cycling and passenger transport, or discourage car use in general, do not preclude or hinder essential vehicle trips into the town. By extension, it will be important to ensure that any reductions in private vehicle access to the town do not simply lead to people travelling elsewhere to access key services and facilities, or likewise jobs and services being relocated away from the town to more accessible locations.

Access from Melton Mowbray to Wider Regional and National Destinations

- 3.4.12. Whilst Melton Mowbray is the main economic and service centre for the Borough, the town and its residents are reliant on connections to wider, regional and national destinations to provide access to a greater breadth and depth of services and opportunities (for instance, given the relatively limited number of white-collar jobs within the town). Principally this includes higher order and niche services and opportunities which the town is too small and remote to sustain itself. The current situation in terms of access to wider regional services and opportunities are summarised in Table 3.
- 3.4.13. It is also important to note that Melton Mowbray is a long-term focus for growth for the wider Leicester and Leicestershire sub-region (through the *Leicester and Leicestershire Strategic Growth Plan*). Correspondingly, planned growth in Melton Mowbray is not confined simply to meeting the town's own housing and employment needs; it is also contributing to meeting the wider needs of the sub-region. Fulfilling this role, however, is reliant on good connectivity to other key locations within the sub-region, especially the City of Leicester (as the area's main urban centre).
- 3.4.14. The most important regional destinations for Melton Mowbray are Leicester and Nottingham. By road, the town is roughly equidistant between the two cities; however overall accessibility to Leicester is much greater due to Leicester's substantially better passenger transport links (both rail and road based) with Melton Mowbray compared to Nottingham. Added to administrative and historical links to Leicester, it is therefore unsurprising that Melton Mowbray enjoys a stronger economic and functional relationship with Leicester than it does with Nottingham. Even with Leicester however, more limited evening and weekend passenger transport links restrict the ability to access certain employment and leisure opportunities within the city, especially those linked to the night-time economy.

Table 3: Access to opportunities in the Wider Borough

Housing	<p>Melton Borough is located within the Leicester and Leicestershire Housing Market Area, recognising the close relationship between the Borough and Leicester City/wider Leicestershire for accessing employment and other services.</p> <p>Melton Mowbray is identified as one of the principal areas to focus long-term growth through to 2050 in the Leicester and Leicestershire Strategic Growth Plan.</p>
Jobs	<p>Almost a quarter of residents currently travel outside of the town to work. Outside of Melton Mowbray, the primary centre for employment is Leicester. Other major employment centres in the vicinity include Nottingham and Loughborough, albeit overall numbers of commuters to these destinations are more limited. There are also a number of business parks housing small and medium sized enterprises across the Borough.</p> <p>There is relatively high employment within Melton Borough, and local employers struggle with access to workers for relatively low-skilled positions, as wages are not high enough to encourage travel for work from outside the Borough.</p>
Retail and Services	<p>The primary destination for residents seeking retail and services not available in Melton Mowbray is Leicester. Nottingham is the main alternative, at a comparable size and distance to Leicester. In particular there are a lack of clothes and homeware stores in the town.</p>
Health	<p>There are three hospitals in Leicester: Leicester General Hospital, Glenfield Hospital, and Leicester Royal Infirmary. Leicester Royal Infirmary also houses the only A&E department in the County (also the nearest A&E department to Melton Mowbray). There are also hospitals in Grantham and Nottingham.</p>
Education	<p>Leicester is home to several higher education opportunities, including the University of Leicester, De Montfort University, and Ratcliffe College. Loughborough University is also within 20 miles of Melton Mowbray. Nottingham's three Universities are a similar distance away.</p>
Leisure	<p>Twinlakes theme park is located immediately to the north east of Melton Mowbray, within a short drive of the town centre, and is a major draw for visitors from across the County and beyond.</p> <p>Conversely, for Melton Mowbray's population, a much wider range of tourist and leisure opportunities can be found elsewhere in Leicestershire and other surrounding areas, most notably Leicester and Nottingham.</p>

- 3.4.15. Melton Mowbray's location on the Birmingham to Peterborough railway line also means that the town's residents and visitor economy benefit from varying levels of passenger transport connectivity to a much wider range of regional and national destinations. Those reachable via direct trains include Birmingham, Peterborough, Cambridge, London-Stansted Airport, and London.
- 3.4.16. The Leicester and Leicestershire Rail Strategy (LLRS) includes aspirations to enhance services on the Birmingham to Stansted line, with the potential to boost connectivity between Melton Mowbray and Leicester, as well as these wider destinations. Separately, Melton Borough Council has commissioned ongoing studies to explore the potential for better passenger transport links between Melton Mowbray and Nottingham, and whilst this work has yet to reach any firm conclusions or recommendations, it will be important to take any such emerging outcomes into account as the MMTS progresses. As highlighted previously however, access to rail services is currently hindered by basic infrastructure limitations at Melton Mowbray railway station, including a lack of step-free access to platform 2, which is a barrier to those with mobility problems, young children, and luggage.

Summary of Key Issues for Theme 3 – Access to Opportunities

- Melton Mowbray is the main service and employment hub for Melton Borough as a whole; it is therefore vital that both the town and wider Borough's populations (including those living in new developments) have satisfactory access to those areas of the town where key services and opportunities are located.
- Currently, access to most jobs, services and facilities within the town is very heavily dependent on the private car, disadvantaging those for whom this is not an option. There is potential to reduce this disadvantage through better walking, cycling, and passenger transport provision within the town.
- Irrespective of improvements to other modes of travel, private vehicle use will remain the only practicable means of accessing the town in many circumstances, particularly in view of the Borough's rural nature and ageing population.
- Melton Mowbray's existing transport links to wider regional and national destinations benefit the town's population and economy and therefore need to be preserved; or enhanced where suitable opportunities exist. In particular this includes links to the city of Leicester, which is the main location for accessing services and opportunities that are not available within the Melton Mowbray itself. However, better connections to other key destinations (such as Birmingham, Nottingham and Stansted Airport) would broaden opportunities for residents and businesses and should also be explored if appropriate opportunities arise.

3.5. Theme 4 – Health and Wellbeing

Overview

3.5.1. Leicestershire County Council's Strategic Plan 2018-2022 seeks to improve the opportunities and support available to the people of Leicestershire to help improve their health and wellbeing, as well as keeping people safe and protected from harm. Transport has a major role to play in meeting these objectives, particularly in relation to the following key issues and priorities:

- tackling obesity and reducing sedentary lifestyles;
- facilitating access to services and facilities that support good quality of life and health;
- minimising the health impacts of air pollution, and;
- increasing road safety.

3.5.2. Each of these issues are considered in the context of Melton Mowbray and its residents, workers, and visitors below.

Physical Inactivity

3.5.3. Although life expectancy is increasing, so too is the number of years which people spend living with chronic health conditions such as back pain, heart disease, and chronic obstructive pulmonary disease. Behavioural patterns are the greatest individual contributor to years lost to death and disability, with low levels of physical activity and exercise being a key contributor to this.

3.5.4. In particular a lack of exercise can lead to obesity, which doubles the risk of premature death and increases the risk of type 2 diabetes by seven times. It is now considered to be one of the primary causes of many cancers including liver cancer, endometrial cancer, and renal cell cancer. In this respect, Melton Mowbray is broadly comparable to the country as a whole, with 19% of the population classified as obese, in line with the UK national average. More generally, inactivity is a contributor to over 20 common health conditions (including coronary heart disease, cardiovascular disease, 8 types of cancer, and stroke) and is estimated to directly contribute to 1 in 6 deaths in the UK.

3.5.5. Promoting and enhancing opportunities for "active travel" (i.e. walking and cycling) are amongst the principle measures available to increase levels of physical activity and by extension improve public health; indeed it has been estimated that travelling by active modes rather than by car for short trips could save the NHS £17bn nationally over 20 years⁴⁶. These potential health benefits are one of the principal drivers behind the Government's 2017 Cycling and Walking Investment Strategy, and the County's local Cycling and Walking Strategy (CWS). Any increase in cycling and walking within Melton Mowbray would correspondingly help fulfil the aims of the CWS.

⁴⁶ [The Lancet Medical Journal](#)

Effect of increasing active travel in urban England and Wales on costs to the National Health Service report, 2012

- 3.5.6. Public Health England data from 2017/18 showed that 18% of adults across Melton Borough are “inactive” (i.e. undertaking less than 30 minutes of physical activity each day⁴⁷). This compares with 19.2% of adults within the Borough who walk, and just 0.8% of who cycle at least three days per week. Within Melton Mowbray, the figures increase significantly once walking and cycling for leisure are included, with 49% of adults walking at least five times per week and 2.5% of adults cycling at least three times per week. However, these figures should be viewed in context of the compact geography of the town, as well as the fact that half of all economically active people who live in Melton Mowbray also work within the town.
- 3.5.7. Whilst these attributes should make the town very conducive to walking and cycling both for commuting and wider purposes, only 16% of those both living and working within the town currently do so, indicating significant untapped potential to further increase levels of active travel. As highlighted previously, the generally low, intermittent quality of the town’s existing cycling and walking networks is likely to be one of the main reasons why this potential has not been realised thus far.

Access to Key Services and Facilities

- 3.5.8. Maintaining good health and wellbeing is strongly supported by having access to key services and facilities. For instance, having access to a good range and choice of food retail vendors is likely to be conducive to maintaining a healthy diet; likewise, having access to recreational sports facilities and greenspace provides greater opportunities for physical activity and better mental health and having access to a good bus service can enable the older generations to attend hospital appointments situated outside of their rural area.
- 3.5.9. In the context of Melton Mowbray and Melton Borough’s ageing population, access to key healthcare services/facilities (i.e. GP surgery, hospitals, dentists, opticians etc.) are likely to be especially critical to ensuring the town and Borough’s residents have the support they need to maintain a good quality of life. Equally, key services and facilities often provide a wider social/community ‘hub’ function, and can therefore be crucial in reducing social isolation, especially for the increasing proportion of people who live alone. Social Isolation alone can increase the risk of premature death by 30%⁴⁸. The evidence surrounding current access to services and facilities is discussed in more detail under *Theme 3: Access to Opportunities* (see section 3.4).

Air Pollution

⁴⁷ [Public Health England](#)

⁴⁸ [Health and Wellbeing in Rural Areas, 2017](#)

- 3.5.10. Poor air quality is recognised as the biggest environmental public health risk in the UK. There is evidence to suggest that air pollution may be linked to impacts on the brain such as dementia and cognitive decline. This is important in an area with an ageing population, such as Melton Mowbray, where instances of dementia are already predicted to increase substantially over the coming decades. Emerging evidence suggests that air pollution particles also act as a conduit for the spread of airborne diseases (such as COVID-19^{49 50}).
- 3.5.11. There are currently no acute air pollution issues identified across Melton Mowbray, as demonstrated by the lack of any Air Quality Management Areas (AQMA) declared within the town. However, traffic congestion causes pockets of poor air quality and high levels of pollution, with potential implications for the health of people residing within or travelling through affected areas. Most at risk are those areas in and around Melton Mowbray's critical town centre junctions, which lie at the epicentre of the town's congestion related issues as described elsewhere⁵¹.
- 3.5.12. Health impacts aside, this also creates an unattractive environment, discouraging walking, cycling and use of open space. Correspondingly, air quality is likely to be a significant consideration in addressing some of the wider issues and opportunities identified through the strategy evidence base, including any future aspirations for an improved town centre public realm.

Road Safety

- 3.5.13. Efforts to improve road safety are important from both a social and economic perspective. As well as the obvious impacts that road accidents have on people's lives, there is the often-unconsidered economic costs attached to road accidents. Road deaths, injuries and the damage caused by road accidents are estimated to cost the UK £19 billion a year.
- 3.5.14. Leicestershire County Council, as Local Highway Authority, is responsible for addressing road safety issues across the county's local road network, in accordance with the Government's *Road Safety Strategy* and Casualty Reduction Objectives. Road safety problems are identified through analysis of accident 'cluster sites' (groups of accidents that have occurred within a specified distance and time frame of each other), according to the number of collisions in which one or more people are killed or seriously injured (known as KSI). Within Leicestershire, clusters of 7 or more KSIs during the last 5 years and within a 50m threshold are classified as 'accident hotspots' which require remedial measures.

⁴⁹ [Office for National Statistics](#)

Does exposure to air pollution increase the risk of dying from the coronavirus (COVID-19), 2020

⁵⁰ [The Conversation](#)

Air pollution exposure linked to higher COVID-19 cases and deaths, 2020

⁵¹ [Melton Borough Council](#)

2019 Air Quality Annual Status Report

3.5.15. There are currently no identified 'accident hotspots' within Melton Mowbray. However, the wider evidence base for the strategy identifies the need to boost levels of walking and cycling, which would increase the number of vulnerable road users on the local network. It will be crucial to ensure that this does not translate into an increased risk of deaths or injuries occurring on Melton Mowbray's roads and the emergence of new road safety hotspots. Equally, and despite the absence of any statistical safety concerns with the existing network, any increase in walking and cycling could potentially be hindered by perceived safety issues. More generally, consideration should always be given to any opportunities to improve road safety as part of any improvements targeted towards wider MMTS priorities.

Summary of Key Issues for Theme 4 – Health and Wellbeing

- There are significant levels of physical inactivity within Melton Mowbray, and potential to provide better opportunities for walking and cycling to help tackle this.
- Key services and facilities within Melton Mowbray play a vital role in maintaining the health and wellbeing of both the town and wider Borough's residents, especially considering the Borough's ageing population and predominantly rural characteristics.
- Whilst vehicular air pollution and road safety are not currently identified as major public health concerns within Melton Mowbray, local air quality and/or safety improvements may still be needed to support the implementation of wider MMTS priorities.

3.6. Theme 5 – Transport Funding

3.6.1. A further critical factor determining the content of the MMTS is how the strategy will be funded. This applies both to the delivery of the strategy proposals and to their subsequent upkeep. These points are discussed in more detail below.

What funding is available to deliver schemes and measures proposed through the strategy?

3.6.2. It is vital that any schemes and measures proposed through the MMTS have a realistic chance of attracting the funding necessary to facilitate their delivery. This is most relevant to schemes and measures that will require external (non LCC) funding, with the main avenues for such funding being through Government funding bids and developer contributions.

- 3.6.3. Leicestershire County Council has a strong track record for securing Government funding in recent years with over £140m secured since 2014 through various bid opportunities including the Large Local Major Transport Schemes Fund, Major Road Network and Emergency Active Travel Fund. It is reasonable to assume that there will be further Government funding opportunities in future and the development of the MMTS will help ensure that the authority is prepared in advance for such opportunities.
- 3.6.4. The principle that developers should contribute towards the delivery of the MMTS is already well established through Policy IN1 of the adopted Melton Local Plan and its supporting transport evidence base (as summarised previously within chapters 2 and 3 of this document)⁵².
- 3.6.5. This principle is applicable to most development proposals within Melton Mowbray, including those located within the planned North and South Sustainable Neighbourhoods, and potentially also to sites in surrounding areas of Melton Borough where there is a material contribution to the town's transport issues. To date, £13.8m in developer contributions have been secured towards the MMTS (and its component schemes) on this basis.
- 3.6.6. Additionally, opportunities to fund and deliver elements of the MMTS could arise through any future proposals to regenerate Melton Mowbray Town Centre and/or for the town's planned Manufacturing Zones. To ensure that such opportunities are maximised, it is important that, as far as possible, future work to develop the *full* MMTS (and/or specific MMTS scheme proposals) is coordinated with any wider strategy and master planning work for the town.

Can the transport improvements delivered through the strategy be maintained on a long-term basis?

- 3.6.7. If the MMTS is to provide an enduring positive legacy for the town and wider borough, it will be crucial to ensure that measures introduced through the strategy (and their resulting benefits) can subsequently be maintained on a long-term, permanent basis. In this context it should be noted that most, if not all, potential measures that might be introduced through the strategy could have long-term financial implications for Leicestershire County Council (and potentially its successors) as the Local Highway and Transport Authority for the town and wider borough, specifically in respect of its responsibilities for:
- maintenance/upkeep of any new transport infrastructure delivered through the strategy, such as roads, cycleways and passenger transport facilities.
 - funding the provision of 'socially necessary' road-based passenger transport services that would not otherwise exist on a commercial basis.

⁵² [Melton Local plan](#)

- 3.6.8. Whilst these responsibilities are long standing (essentially unchanged since the 1974 local government reforms), the way in which they are met has had to adapt to more challenging financial and socio-economic circumstances, especially over the last decade. For instance, since 2009/10 annual funding available for maintaining the County's highways network has, reduced by almost a third in real terms (including inflation) from £32million to £22million, with the financial implications of the ongoing Covid-19 pandemic likely to further exacerbate this situation.
- 3.6.9. In response to these challenges, the County Council has had to take an increasingly selective, prioritised and risk-based approach to how it maintains transport assets and provides transport services across the County going forward. This has already required difficult decisions to be made in accordance with the County Council's *Highway Infrastructure Asset Management Plan (HIAMP)*⁵³ and *Passenger Transport Policy and Strategy (PTPS)*⁵⁴.
- 3.6.10. In this context, it is vital that the MMTS considers the maintenance and ongoing funding requirements of any new transport assets or services that it seeks to introduce and any impacts on the upkeep of existing transport infrastructure and services (such as non-commercial bus services). Any significant new long-term transport investment will need to provide commensurate long-term benefits and/or offset their additional costs with financial savings elsewhere.
- 3.6.11. Equally, measures capable of attracting long-term external investment (such as developer contributions) to offset the additional costs or becoming self-sustaining in the long run (for instance, new passenger transport services which require initial 'pump-prime' funding to introduce but can thereafter be sustained on a commercial basis) will need to be considered wherever appropriate. Conversely, investing in measures which are only likely to provide short-term benefits is unlikely to represent a good use of limited funding in most circumstances.

⁵³ [Highway Asset Management Policy and Strategy](#)

⁵⁴ [Passenger Transport Policy and Strategy](#)

Summary of Key Issues for Theme 5 – Transport Funding

- Leicestershire County Council has a strong track record for securing such funding and the development of the MMTS will mean the authority is better placed for future funding opportunities.
- Notwithstanding this, The MMTS will not be fully realised without securing significant external funding. It is therefore vital that any schemes/measures proposed through the MMTS have a realistic chance of attracting the funding necessary through developer contributions and/or Government bidding processes to facilitate their delivery. Similarly, it is important that the MMTS is coordinated with wider projects that are likely to provide appropriate scheme funding and delivery opportunities (e.g. any future plans for investing in the town centre).
- To deliver enduring benefits to Melton Mowbray and Melton Borough, it is vital that measures delivered through the strategy can be maintained on a long-term basis. However, the financial pressures facing Leicestershire County Council means that the Authority's ability to commit its own resources to the upkeep of transport infrastructure and services is more restricted than ever.
- The additional long-term public financial burden of the MMTS will therefore need to be taken into account during the development of the strategy, and where possible minimised by focussing on proposals that are self-sustaining or capable of attracting long-term external investment to cover their upkeep.

4. The Interim Strategy

4.1. Overview

4.1.1. The *Interim* MMTS comprises several key “early priority” proposals, most significantly the *Melton Mowbray Distributor Road (MMDR)*, which have been developed to an advanced stage (and are thus well-defined schemes and packages of works) in preparation for planned or potential delivery during the early years of the MMTS. The *early proposals* have been developed ahead of the rest of the strategy due to:

- their crucial importance to supporting planned growth in and around Melton Mowbray and creating opportunities for wider transport improvements within the town
- the long lead-in time for developing these proposals to enable their delivery during the early years of the MMTS
- the need to take advantage of emerging funding opportunities.

4.1.2. The early proposals alone will not be enough to meet all of Melton Mowbray’s current and future transport challenges and opportunities. Nevertheless, the delivery of the interim strategy will address Melton Mowbray’s most urgent transport priorities, without which there would be very little scope for further measures to address these wider challenges and opportunities over the longer-term. These further measures will be developed and delivered through the *full* MMTS. More information about the full strategy, as well as the wider proposals that could be included in this are set out within Chapter 5.

4.1.3. The interim strategy proposals, along with the key evidence and reasoning for their inclusion in the strategy are set out below. The strategy only sets out the broad concepts of these proposals. As and when the proposals are developed further in the future, more information will become available about the specific scheme details in each case.

4.2. Proposal A - The Melton Mowbray Distributor Road (MMDR)

4.2.1. As set out in Chapter 2 (Section 2.1), the early evidential work on the MMTS showed that minor highway works, sustainable transport improvements, and other low-cost measures would not be enough to manage Melton’s planned growth⁵⁵. By extension, it demonstrated a need for significant additional highway capacity in or around Melton Mowbray in order to unlock the town’s capacity for strategic growth. Furthermore, it identified that without this additional capacity, the scope for wider improvements to the town’s transport system would be very limited, especially in terms of any measures to enhance walking, cycling, passenger transport or public spaces.

⁵⁵ [Melton Mowbray Cumulative Development Transport Impact Study, Final Report, 2014](#)

4.2.2. Correspondingly, it became clear that the MMTS would need to include a major scheme to increase the capacity and resilience of the town's highway network, as a backbone and an early priority for delivery both for Melton Borough's Local Plan and the wider transport strategy. Attention was thereafter focused on what form the additional capacity should take and any wider opportunities arising from this to support the Local Plan.

Options assessment/sifting - Phase 1 'inner vs outer'

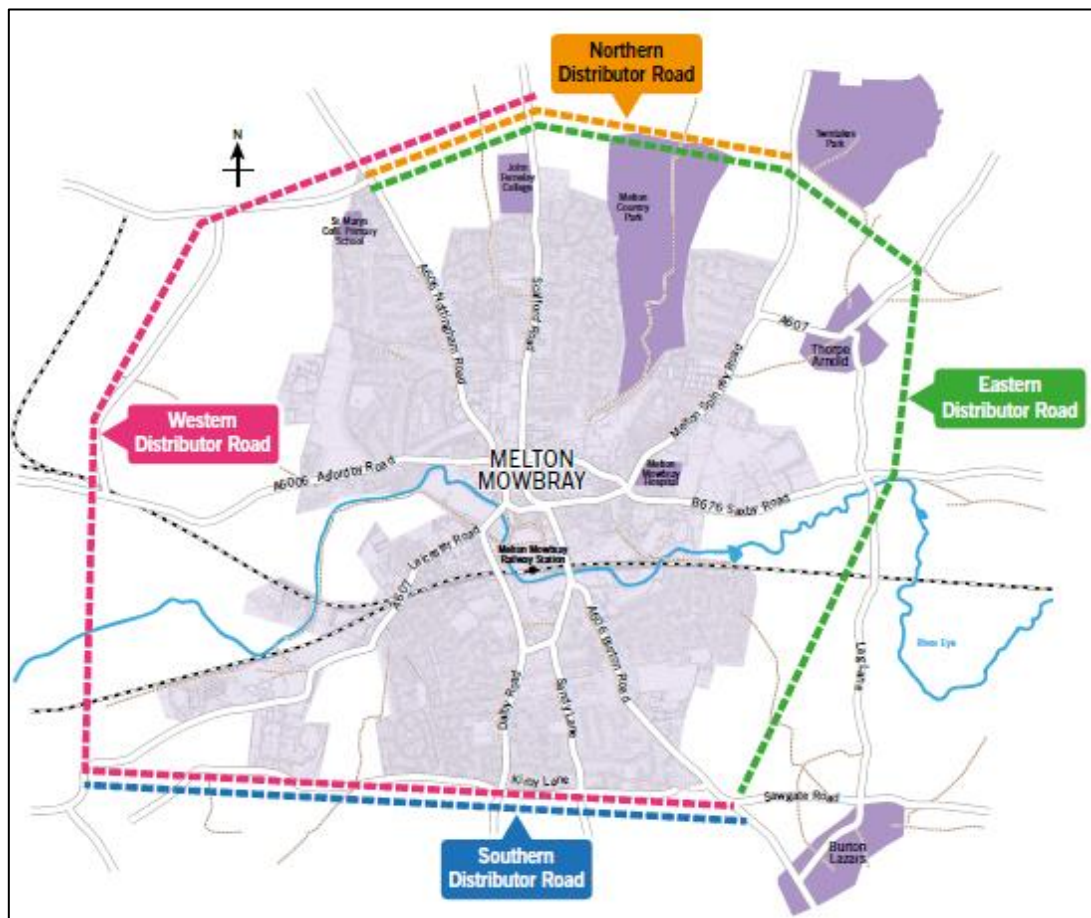
4.2.3. A first phase of assessment was carried out in early to mid-2015, to compare the potential benefits and constraints associated with a new outer relief road to the west of Melton Mowbray against the alternative of an inner relief road (also to the west of the town centre). Both options were designed to provide a new 'A606 to A606 link', avoiding the existing town centre ring road and based on the findings of the initial study work, which showed A606-to-A606 movements to be the main town centre through movement. From this, it was concluded that an outer relief/distributor road of some form was the only option capable of delivering the necessary step change in highway capacity and traffic relief for Melton Mowbray, whilst also having substantially fewer obvious delivery constraints than an inner alternative route.

Options assessment/sifting Phase 2 – Outer Distributor Road Options (including 'east vs west')

4.2.4. A second phase of assessment commenced in late 2015 to consider four options for an outer distributor road. This comprised of all known options that were considered to be plausible, based on the evidence available at that point in time, including traffic routing through the town and future demand, specifically:

- Two 'comprehensive' options providing a complete parallel route to the existing A606 through Melton Mowbray, to the eastern and western sides of the town respectively.
- Two partial/lower-cost options around the northern (A606 Nottingham Road to Melton Spinney Road) and southern (A607 Leicester Road to A606 Burton Road) outskirts of the town respectively. The partial options reflected the new link roads to be provided by developers, as part of the planned Melton Mowbray Northern and Southern Sustainable Neighbourhoods.

4.2.5. Figure 22 shows the options that were tested –

Figure 22: MMDR Options⁵⁶

4.2.6. The assessment showed that whilst the partial/lower-cost options were critical to delivery of the Sustainable Neighbourhoods, they did not on their own provide anywhere near the levels of traffic congestion relief in the town centre, or facilitate comparable wider opportunities to improve the town's transport system, as the comprehensive options.

4.2.7. The evidence for the 'comprehensive' options showed that the eastern route performed significantly better than the western one with regard to:

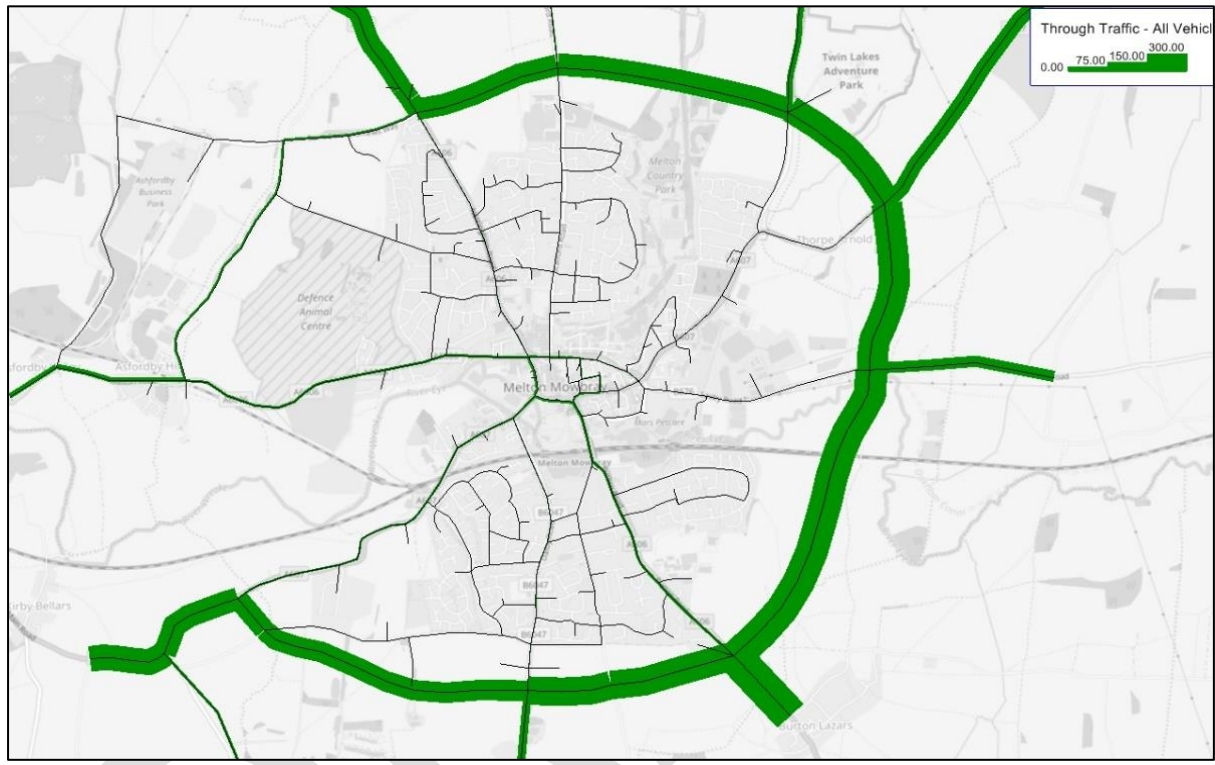
- Addressing key issues identified through the MMTS evidence base.
- User benefits
- Review by independent groups
- Costs
- Value for money
- Funding prospects (greatest chance of securing central government transport funding).

In particular, the eastern 'A606 to A606' route was found to be slightly shorter and cheaper than the equivalent western option, whilst projected to be more

⁵⁶ [Melton Mowbray Distributor Road, Outline Business Case, 2017](#)

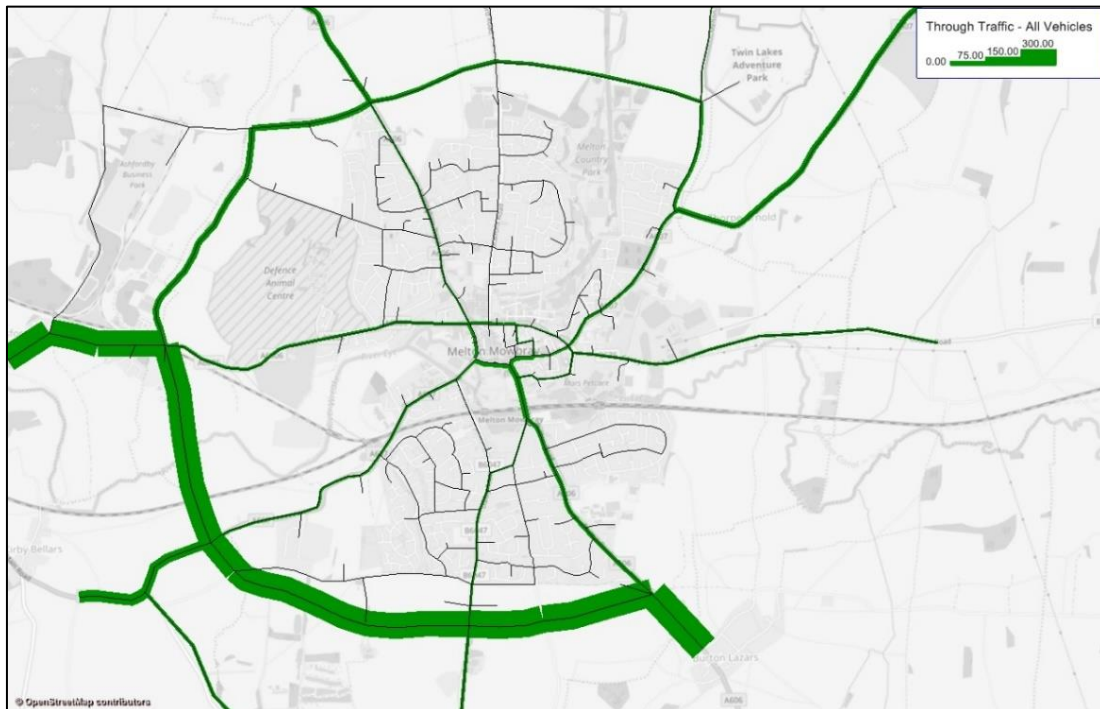
heavily used along its entire length throughout the day (as illustrated in Figures 23 and 24), thereby providing greater overall relief to the town centre⁵⁷.

Figure 23: Eastern Option⁵⁸



⁵⁷ The “eastern route” referred to here was how the entire A606-to-A606 section of the MMDR was described within assessments undertaken at that time. For clarity, the “eastern route” comprises of the northern and eastern sections of the MMDR as referred to now and set out within paragraph 89.

⁵⁸ [Melton Mowbray Distributor Road, Options Assessment, November 2017](#)

Figure 24: Western Option⁵⁹

4.2.8. The evidence also demonstrated that the separate southern link road (from the A607 Leicester Road to the A606 Burton Road), to be provided as part of the Melton Mowbray South Sustainable Neighbourhood, would provide significant additional traffic relief over and above the main eastern 'A606 to A606' route and therefore warranted inclusion in the MMTS in its own right.

4.2.9. These conclusions were subsequently corroborated by more robust, detailed assessments carried out at the scheme business case stage (which incorporated the most up to date land use and committed transport scheme delivery assumptions within Melton Mowbray available at that time); reaffirming the 'in principle case' for both schemes. This included further work to refine the costs and benefits of an eastern A606 to A606 route, which increased the potential maximum scheme BCR above 3 (i.e. considered 'high value for money' based on the DfT's transport business case guidance). Similar work to assess the costs and benefits of the southern link road also

⁵⁹ [Melton Mowbray Distributor Road, Options Assessment, November 2017](#)

Section 6.2.9

Produced by WSP on behalf of Leicestershire County Council

produced a BCR above 3, albeit based primarily on the delivery of housing and land value uplift rather than the transport benefits of the scheme⁶⁰.

Overall MMDR Concept, Principles, Design Standards and Alignment

4.2.10. With the 'in principle' case made; the two schemes were combined to form the overarching concept of the Melton Mowbray Distributor Road (MMDR) comprising:

- A **northern** section from the A606 Nottingham Road to Melton Spinney Road, including a major intermediate junction at Scalford Road.
- An **eastern** section from Melton Spinney Road to the A606 Burton Road, including major intermediate junctions at the A607 Thorpe Road and the B676 Saxby Road.
- A **southern** section from the A606 Burton Road to the A607 Leicester Road, including major intermediate junctions at the B6047 Dalby Road and Kirby Lane.

4.2.11. Collectively the three sections of the MMDR effectively form an inverse 'C' shape around Melton Mowbray, as illustrated in Figure 25.

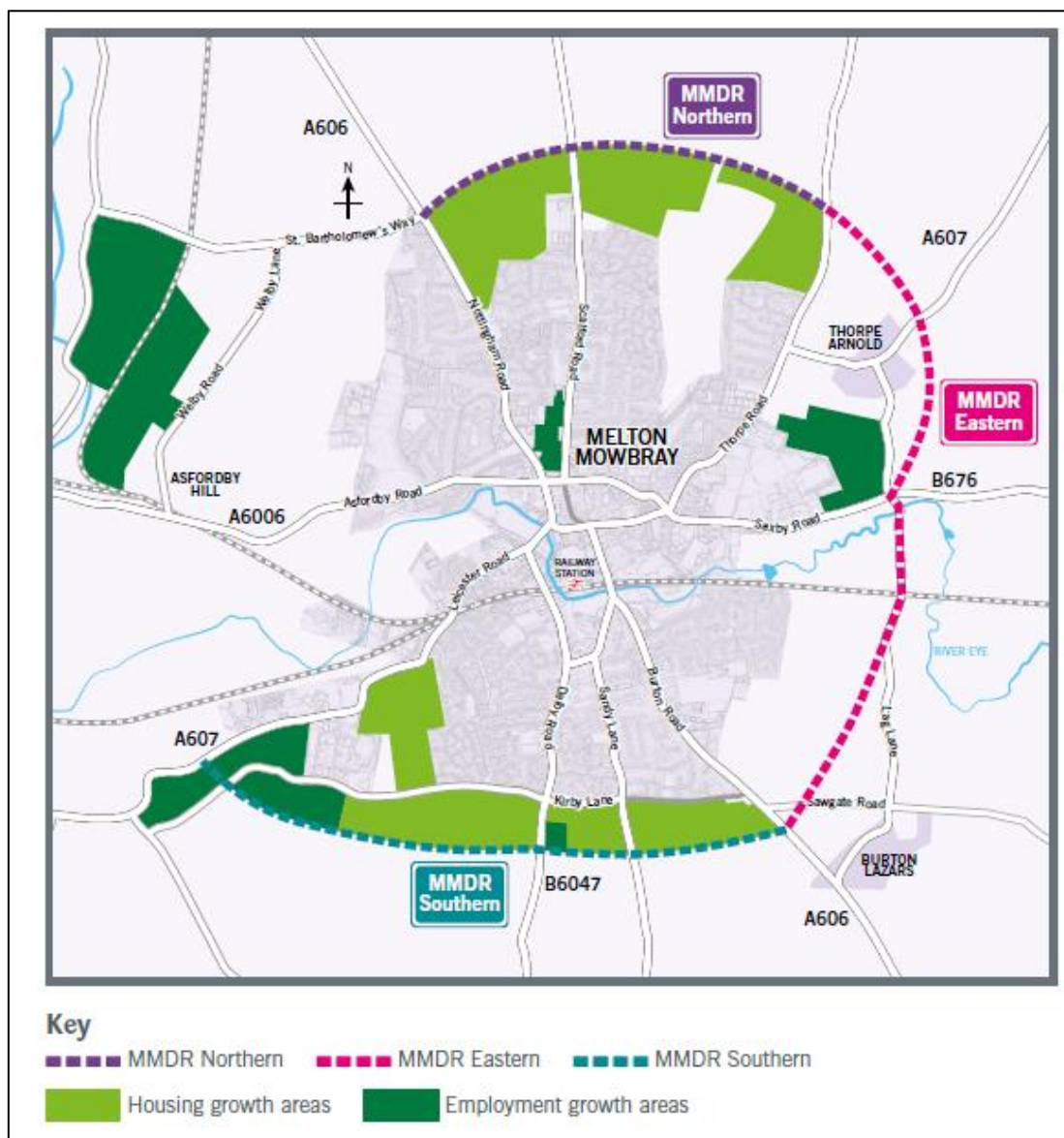
⁶⁰ More detailed information about the work and evidence produced to support the business cases and funding bids for the MMDR schemes is set out in the following documents:

[Melton Mowbray Distributor Road, Outline Business Case, 2017](#)

Produced by WSP on behalf of Leicestershire County Council

[Report to cabinet, 18th December 2018](#)

Housing Infrastructure bid (HIF) and Melton Mowbray Distributor Road (Southern section) Bid, item 236

Figure 25 – Indicative MMDR Concept and Sections⁶¹

4.2.12. The definitive route and design of the MMDR will be crucial to its ability to accommodate planned growth and provide enough relief to existing roads within the town. Accordingly, the design and construction of the MMDR, as well as its subsequent management and maintenance, will need to follow the key principles and standards set out as part of this strategy in Policy 1 below; as to not challenge its ability to provide an attractive route to road users; whilst building on and complimenting policy IN1 of the Melton Local Plan.

⁶¹ Figure 25: Indicative MMDR Concept and Sections

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Policy 1 – Design of the MMDR

The MMDR must be designed and constructed in accordance with the design standards and principles outlined below:

- i. It will be a single carriageway all purpose 'A' road;
- ii. it will have a minimum carriageway width of 7.3m;
- iii. the North MMDR (as shown in Figure 25 and adjacent to the Melton Mowbray North Sustainable Neighbourhood) and the South MMDR (as shown in Figure 25 and adjacent to the Melton Mowbray South Sustainable Neighbourhood) will be designed to have a speed limit of at least 40mph;
- iv. the East MMDR (as shown on Figure 25 and which is located away from planned developments) will be designed to have a speed limit of 60mph;
- v. the number of junctions and direct frontage accesses will be limited as necessary to secure and retain the required design standards and speeds (as set out in points (i) to (iv) above);
- vi. its overall length and alignment will be sufficiently direct to provide an attractive alternative for traffic compared to existing routes through the town centre.
- vii. it will include appropriate facilities to provide for the safe movement of pedestrians, cyclists (and, as appropriate, horse riders), and;
- viii. it will include measures to minimise/mitigate the scheme's impacts on existing and future residents and on the environment and ecology along its route.

Accordingly, Leicestershire County Council (as Local Highway Authority) will seek to resist:

- Proposals to deliver part(s) or the whole of the MMDR that are not in accordance with the key principles and standards described in points (i) to (viii) above.
- Proposed future alterations to the MMDR (including to its alignment, speed limits, existing junctions and direct frontage accesses, or through the introduction of new junctions and direct frontage accesses) that would undermine its continued ability to provide an attractive alternative route for traffic compared with existing routes through the town centre.

4.2.13. With reference to Policy 1 point (vii), it is planned for the MMDR to have a dedicated off-road footpath and cycleway along its entire length, to boost east west and orbital walking and cycling connectivity across the town and maximise the benefits of the scheme to all highway users. It is also planned

for Lag Lane to become a traffic free route (except for access) as part of the scheme, to the benefit non-motorised users.

- 4.2.14. Recognising the importance of the MMDR and its planned route to both the wider MMTS and the Melton Local Plan, the detailed development of the scheme has been prioritised over other elements of the transport strategy. Consequently, specific alignments for the northern and eastern sections of the MMDR have been identified, and planning permission to deliver these two sections of the route was secured in May 2019. Work to identify a preferred alignment for the southern section of the MMDR is ongoing, in conjunction with the master planning and design of the adjacent *Melton Mowbray South Sustainable Neighbourhood* and *Leicester Gateway Manufacturing Zone*.
- 4.2.15. To ensure the MMDR can be delivered in full and in accordance with the required standards, the land that is needed for it will be safeguarded from other development. The steps that Leicestershire County Council will take to achieve this are set out in Policy 2.

Policy 2 – Safeguarding of the MMDR Alignment

Leicestershire County Council, as the Local Highway Authority, will work with Melton Borough Council, developers and other stakeholders as appropriate to safeguard land required to deliver the MMDR (in its entirety and in accordance with its preferred alignment), including through its input to the development of master plans and designs for the *Melton Mowbray North and South Sustainable Neighbourhoods* and the *Leicester Gateway Manufacturing Zone*.

The County Council will seek to resist proposals that:

- i. Conflict with the preferred alignments of the northern and eastern sections of the MMDR, as approved through the North and East MMDR scheme planning application (planning application number: 2018/Reg3Ma/0182/LCC) and shown on the general arrangement plans published on the [scheme planning application web page](#)
- ii. Conflict with a future preferred alignment of the southern section of the MMDR, once this has been identified
- iii. Prior to point (ii) above coming into effect, have failed to demonstrate to the satisfaction of the Local Highway Authority that they would not prejudice the ability to deliver the southern section of MMDR in accordance with the provisions set out in Policies SS4 and IN1 of the adopted Melton Local Plan.

Where necessary, the County Council will use its compulsory purchase powers to deliver section(s) of the MMDR.

- 4.2.16. Leicestershire County Council and Melton Borough Council have agreed in principle that some development should be allowed to take place prior to full completion of the MMDR, with the acceptance that there could be some localised adverse traffic impacts with vehicles using alternative routes to move within and through the town until key sections of the route are completed. This is a pragmatic approach that will enable planned growth to start coming forward as early as possible and will facilitate an orderly process for delivering the MMDR. Contributions towards the MMDR, and in some cases towards short term mitigation to minimise the interim impacts, will be sought from developers whose schemes are contributing to increased traffic. This is discussed in more detail in Chapter 6.
- 4.2.17. Responses to the public engagement held between January and March 2021 indicated that there is strong overall support for the MMDR proposals, as well as for policies 1 and 2 (as set out above).

Current Status and Timescales for Delivery

- 4.2.18. The northern and eastern sections of the MMDR are provisionally included in the Department for Transport's (DfT) Large Local Major Transport Schemes Programme. A full business case for the *North and East MMDR* scheme is currently being prepared for submission to the DfT in Autumn 2021 for final approval.

4.3. Proposal B – Reclassification and Re-signing of Roads in and around Melton Mowbray

- 4.3.1. The delivery of the MMDR scheme (in part or full) will require significant changes to existing road classifications, numbers and signage in and around Melton Mowbray. As a minimum, the MMDR itself will need to be classified as an A-road and be accompanied by appropriate signing across the surrounding area to reinforce its role as the main route for most through traffic. In order to maximise the benefits of the MMDR and lay foundations for the rest of the MMTS, however, the reclassification of roads across the town will need to go much further than this, with major changes to the role of some existing routes.
- 4.3.2. The central and most fundamental component of the planned reclassification of roads is the outlined diversion of the A606 and A607 roads away from their existing routes through the centre of Melton Mowbray to follow the MMDR. The northern and eastern sections of the MMDR will become part of the A606, providing an unbroken connection between the existing sections of the A606 towards Nottingham to the north-west of the town, and towards Oakham to the south-east of the town. The southern section of the MMDR, meanwhile, will become part of the A607. From the end of the South MMDR, A607 traffic will be signposted along the eastern section of the MMDR (i.e. new A606) as far as the new junction with the A607 towards Grantham to the north-east of Thorpe Arnold, where it re-joins the existing A607 route. This approach is based on current and forecast future traffic flows, which have consistently

shown the A606 to be the most heavily used corridor for through traffic within the town.

4.3.3. A range of options have been considered for the wider reclassification of routes in and around the town, with varying levels of ambition. The key objectives that have informed this process are as follows:

- Discouraging continued use of existing routes through Melton Mowbray and/or surrounding lower-classification rural roads wherever the MMDR provides a reasonable alternative route; to maximise the overall traffic relief provided by the MMDR and by extension, opportunities to improve the attractiveness of walking and cycling along these existing routes.
- Aligning with long-term aspirations for Melton Mowbray town centre, including possible changes to the town centre highway network and associated cycling, walking and public realm enhancements.
- Ensuring continued access and appropriate traffic routeing to and from key trip attractors in and around the town, including the town centre, main industrial estates, the Livestock Market and Twin Lakes Theme Park.
- Ensuring that the strategic road network diversion routes that currently pass through the town (for the A1 and A46) continue to follow logical, intuitive routes.

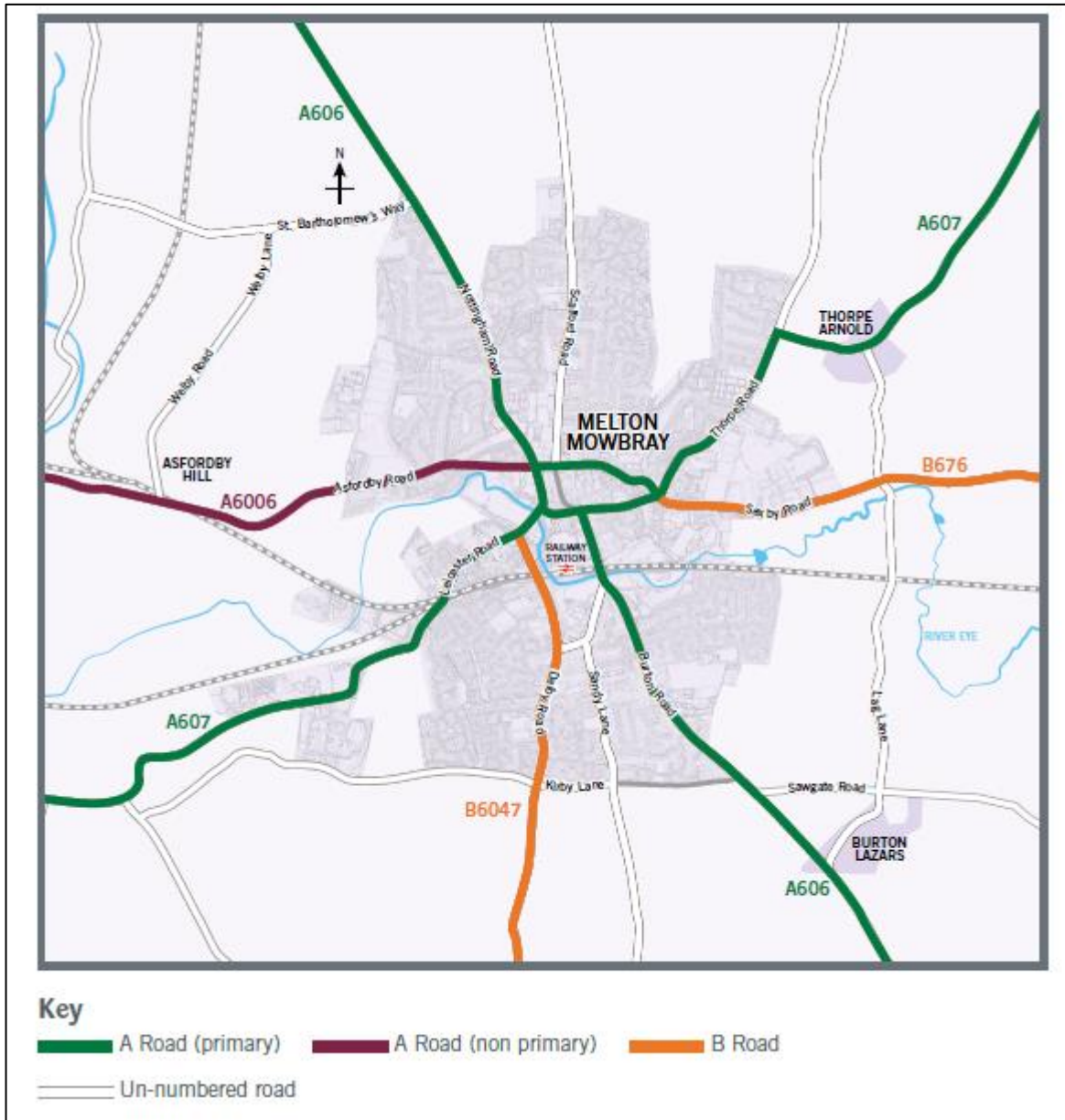
4.3.4. This has led to the identification of the planned road classifications set out in Figures 27 and 28 (with the existing road classifications shown in Figure 26 for comparison). In addition to the changes to the routeing of the A606 and A607 (as described in paragraph 4.3.2. above) the planned final reclassifications, shown in Figure 28, involve downgrading all other existing A and B class roads within the town to un-numbered roads. This will require the A6006 (to the west of the town) to be diverted away from the town via Welby Road and St. Bartholomew's Way, to meet the A606 and the MMDR at Nottingham Road and the B676 and B6047 (to the east and south of the town respectively) to be truncated, so that they terminate on the MMDR instead of continuing into the town centre as at present. As part of the road reclassifications, the existing signed diversion routes for the A1 and A46, which currently pass through the town, would be re-routed to use the MMDR.

4.3.5. The planned road classifications set out in Figure 28 will only be possible to implement in full once all sections of the MMDR and key supporting works are complete. In practice, the delivery of the MMDR is expected to be phased (as set out in paragraphs 4.2.18 to 4.2.19), with the South MMDR being completed at a later point in time than the North and East MMDR, meaning there will potentially be a significant period of time during which the North and East MMDR are in place without the South MMDR. Additionally, the planned re-routeing of the A6006 via Welby Road and St. Bartholomew's Way will require targeted upgrades to these roads to bring them up to a suitable standard, which again is expected at a later point in time than the North and East MMDR.

4.3.6. During this time, it is planned to implement interim road classifications, as shown in Figure 27. Under this plan, the A606 will still be re-routed via the

newly opened North and East MMDR and the former A606 and B676 routes into/through the town will still be downgraded in accordance with the full proposals. However, the A607 and A6006 will continue to follow their existing routes through the town centre, meeting at the Nottingham Road junction on the town's central ring road.

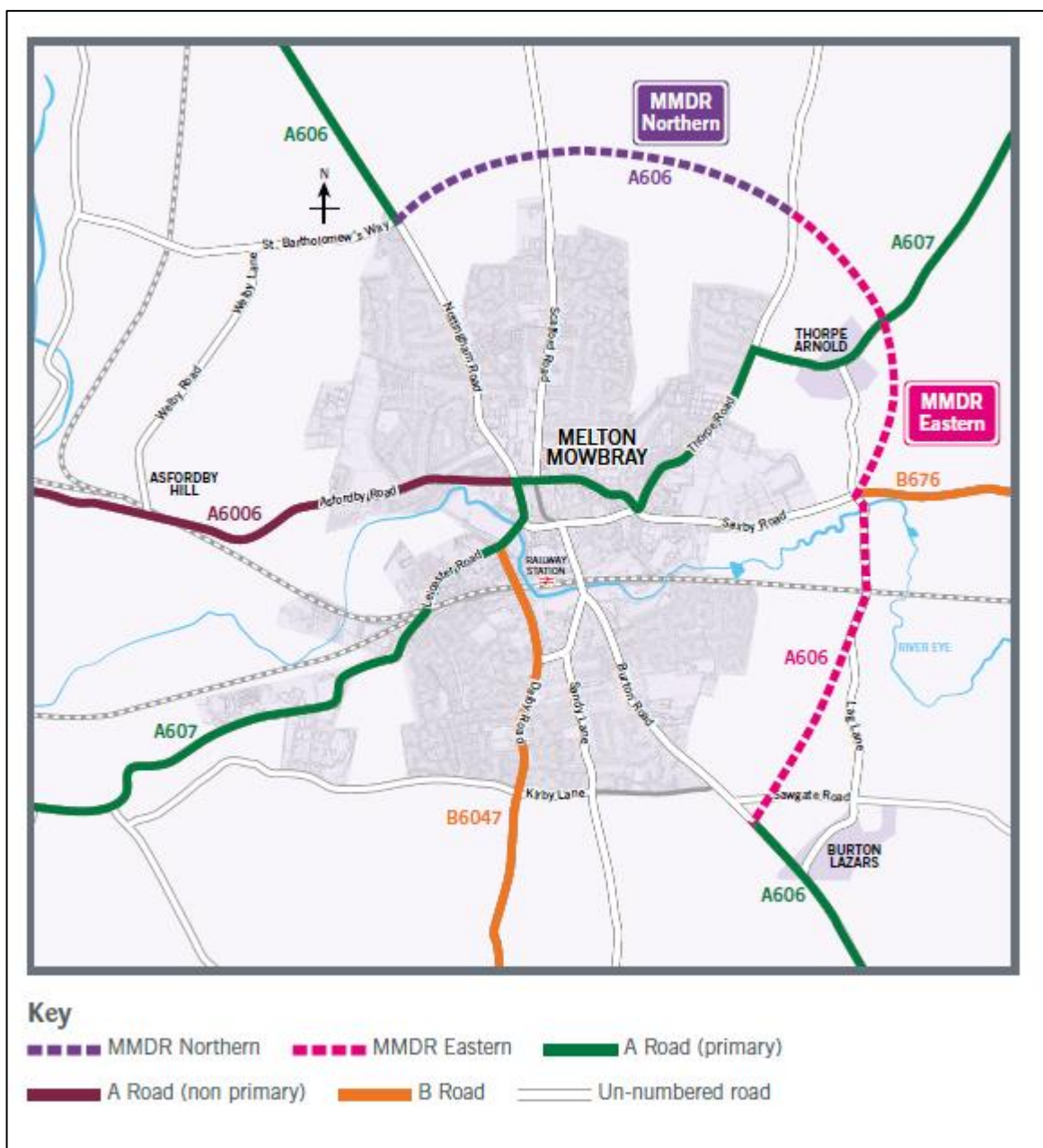
Figure 26 – Current Route Classifications in and around Melton Mowbray (without MMDR)⁶²



⁶² Figure 26: Current Route Classifications in and around Melton Mowbray (without MMDR)

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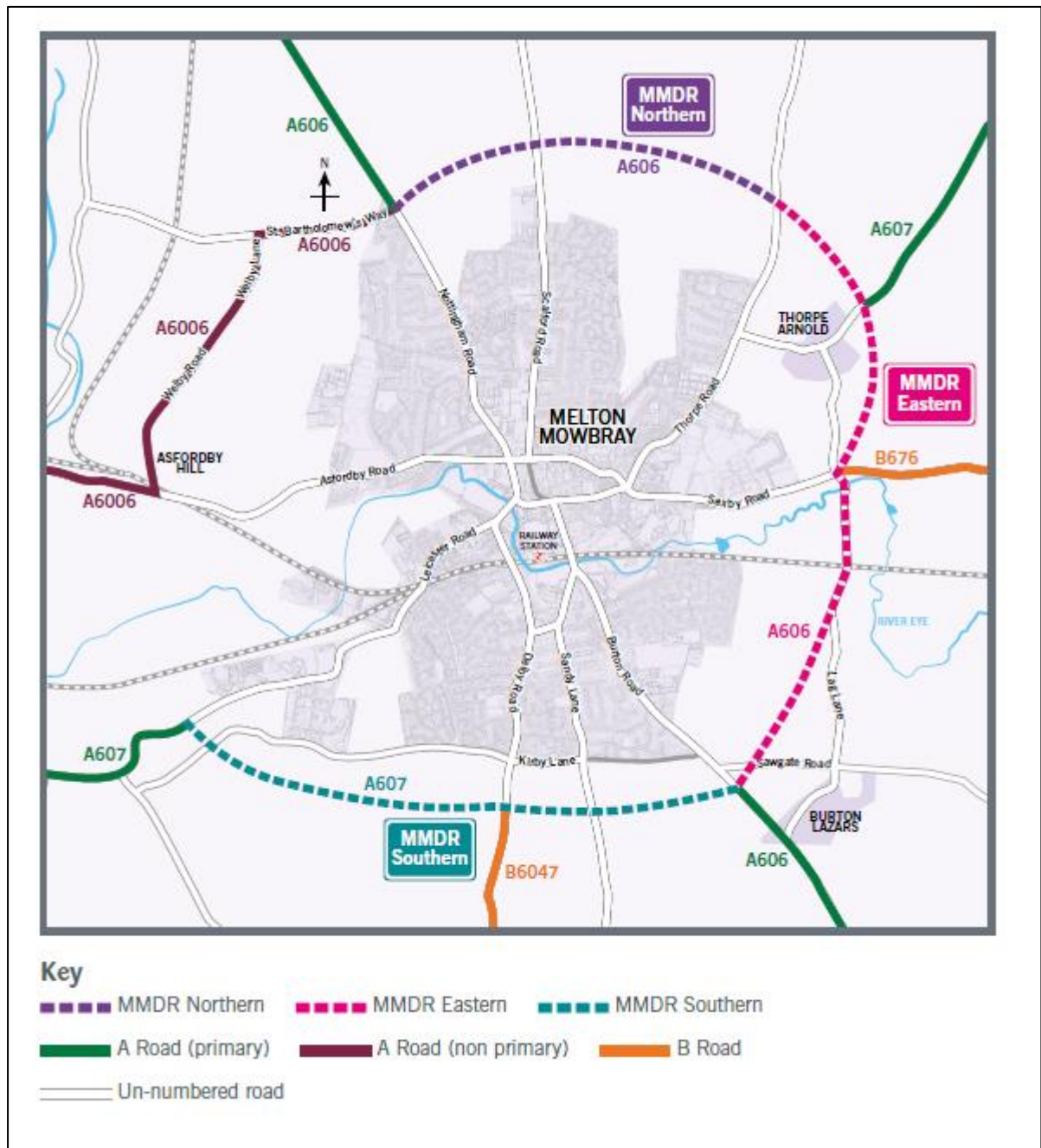
Figure 27 –Planned Interim Route Reclassifications (with North and East MMDR but no South MMDR)⁶³



⁶³ Figure 27: Proposed Interim Route Reclassifications (with North and East MMDR but no South MMDR)

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Figure 28 – Planned Final Route Reclassifications (with North, East and South MMDR)⁶⁴



4.3.7. The planned reclassification of roads (both interim and final) will require extensive changes to directional signage in and around Melton Mowbray. This will present opportunities to undertake more general reviews of road signage across the town (i.e. not just directional signs), with the aim of removing any

⁶⁴ Figure 28: Proposed Final Route Reclassifications (with North, East and South MMDR)

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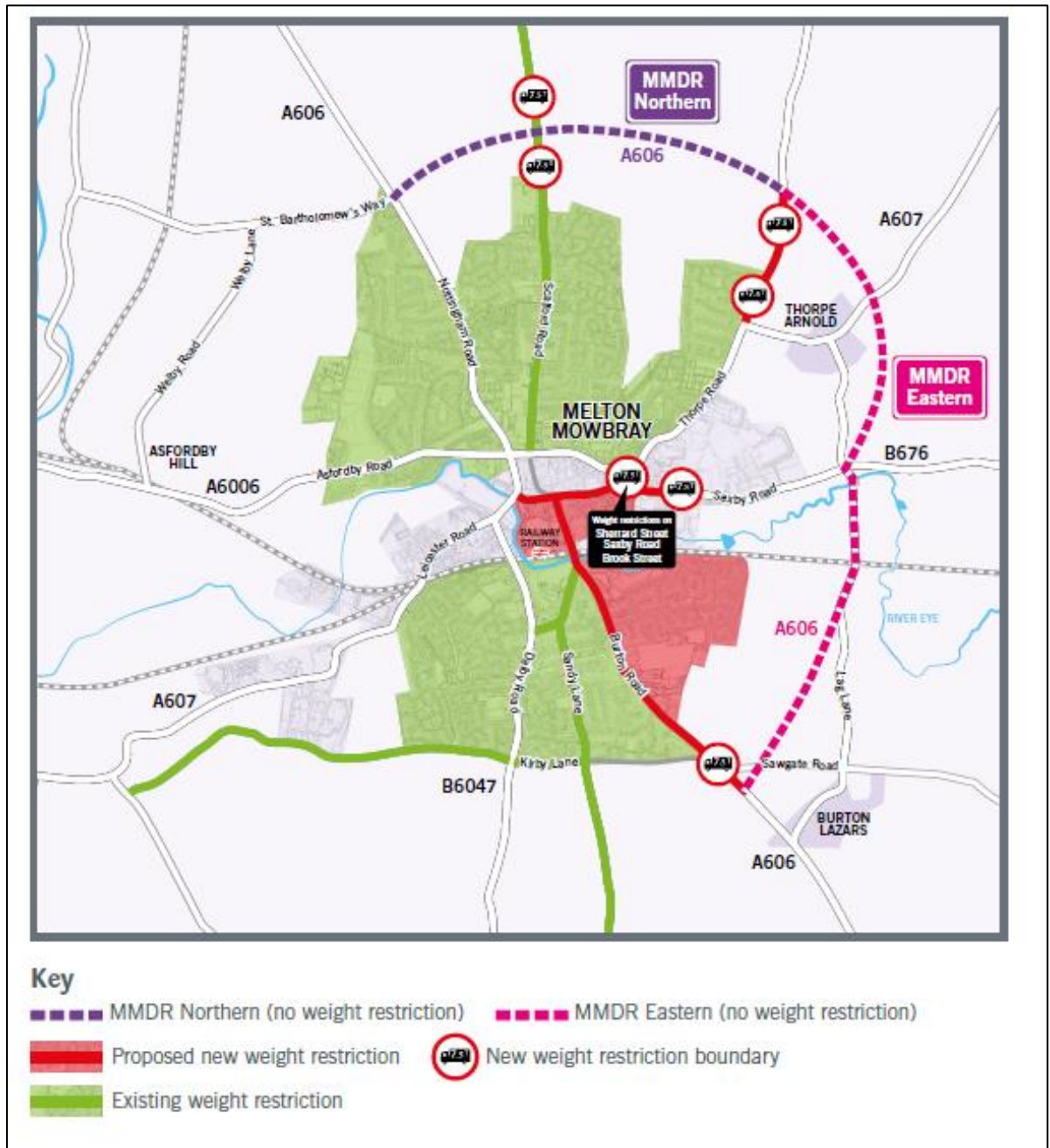
signs that are obsolete, unnecessary or potentially confusing to road users (i.e. 'decluttering'), as well as replacing any remaining signs that are in poor condition. This will help to ensure the safe and efficient use of Melton Mowbray's highway network in future and minimise the visual intrusion caused by road signs, in turn supporting any future aspirations to enhance the attractiveness of the town's public spaces.

- 4.3.8. Responses to the public engagement on the draft interim MMTS indicated strong overall support for the plans for the planned reclassification and re-signing of roads in and around the town.

4.4. Proposal C – HGV Routeing Strategy

- 4.4.1. In conjunction with the opening of the MMDR and the planned downgrading of all existing roads within the town to 'unclassified' status, it is intended to introduce environmental weight restrictions within Melton Mowbray town centre and on key routes into the town to discourage HGV through movements.
- 4.4.2. An indicative plan of the planned additional restrictions is set out in Figure 30 below. Under this plan, HGVs will still be able to enter the town centre for loading and unloading purposes, whilst key HGV destinations elsewhere in the town will be accessed via appropriate routes avoiding the town centre. The planned restrictions set out in Figure 30 will only be possible to implement once all sections of the MMDR are complete and the full planned changes to the road classifications in and around the town (as per Figure 28 above) have been introduced.
- 4.4.3. As with the planned road reclassifications, the introduction of environmental weight restrictions within the town will need to be staged to align with the anticipated completion and opening of the North and East MMDR prior to the South MMDR. Before completion of the North and East MMDR (and associated interim road reclassifications to enable delivery of the scheme), it is planned to introduce an initial phase of weight restrictions as shown in Figure 29 below.

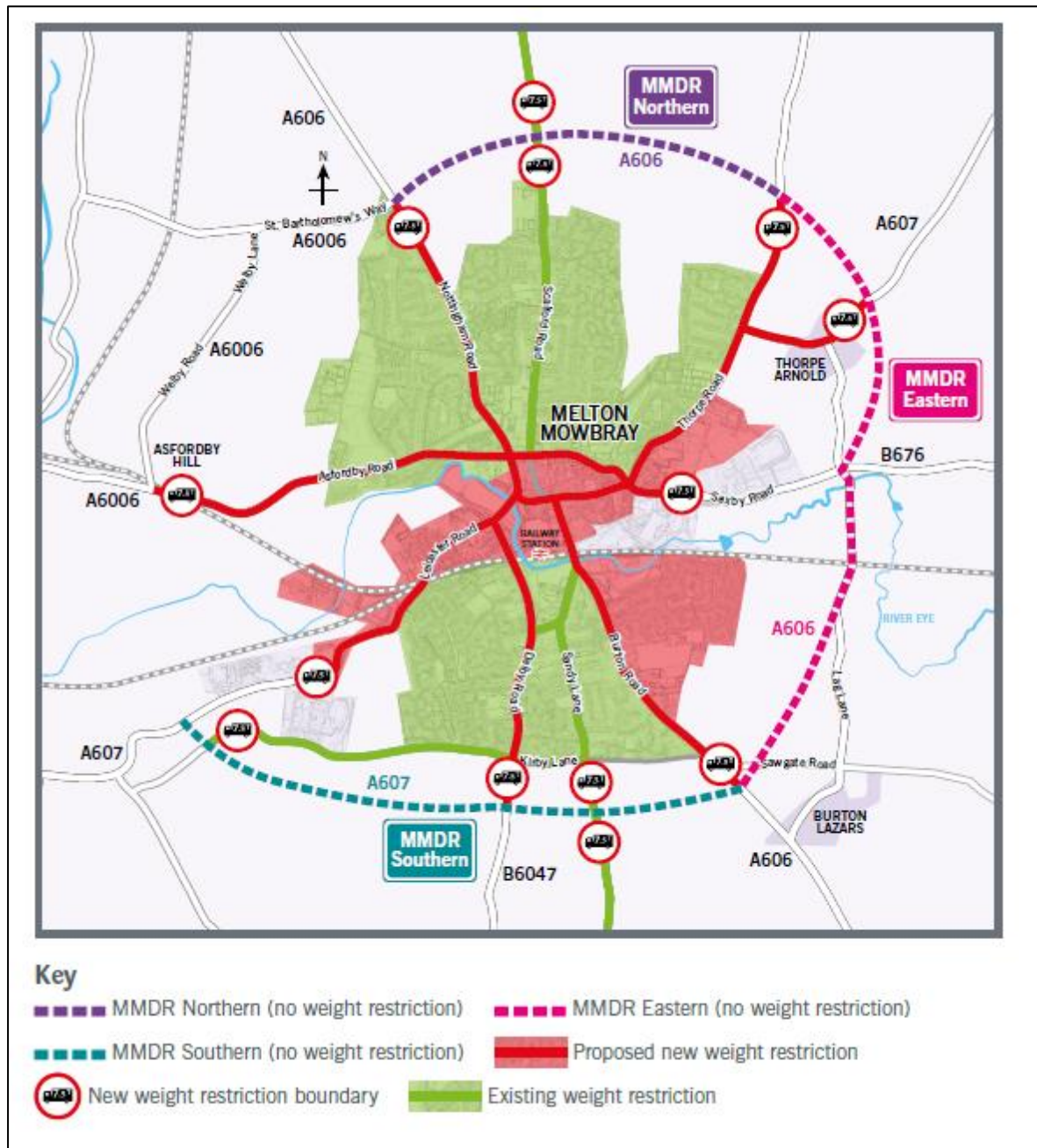
Figure 29 —Planned Interim Environmental Weight Restriction Extensions (with North and East MMDR but no South MMDR)⁶⁵



⁶⁵ Figure 29: Proposed Interim Environmental Weight Restriction Extensions (with North and East MMDR)

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Figure 30—Planned Final Environmental Weight Restriction Extensions (with North, East and South MMDR)⁶⁶



4.4.4. The planned restrictions will be accompanied by new HGV directional signage on the MMDR and main radial approaches to Melton Mowbray, to aid HGV

⁶⁶ Figure 30: Proposed Final Environmental Weight Restriction Extensions (with North, East and South MMDR)

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wayfinding and ensure that the most appropriate routes are used to access key HGV destinations within the town wherever possible. Aside from the town centre, these key destinations are:

- Leicester Road Industrial Area
- Saxby Road Industrial Area
- Asfordby Business Park and Holwell Industrial Area
- Melton Mowbray Livestock Market

4.4.5. Responses to the public engagement on the draft interim MMTS were overwhelmingly supportive of the planned changes to Heavy Goods Vehicle routing and restrictions in and around Melton Mowbray.

4.5. Alignment with Key Issues

4.5.1. Table 4 below summarises how the interim strategy proposals will help to address the key issues described in Chapters 2 and 3 of the interim MMTS and will provide the foundations for the wider strategy. In doing so, it also highlights why the development and delivery of a *full* MMTS is needed and how this will build on the foundations created by the *interim* strategy in respect of each of these key issues.

Table 4: How the interim strategy will address key issues

Key Issue	How will the interim strategy proposals help address this issue?	How will the full strategy build on the interim version?
Existing Transport Network Performance and Constraints	<ul style="list-style-type: none"> • Removes large volumes of existing traffic (including most through traffic) from Melton Mowbray, alleviating congestion and over reliance on key roads and junctions within the town centre. • Creates a more pleasant environment for walking and cycling on existing routes within Melton Mowbray (due to reduced traffic volumes and congestion) • Provides new 'orbital' walking and cycling connections (through the provision of a new dedicated walking/cycling facility running alongside the MMDR). • Reduces congestion-related delays/unreliability to bus services within the town and improves access to the railway station and main bus interchange within the town centre. 	<ul style="list-style-type: none"> • Will set out definitive and comprehensive proposals for transforming the town's cycling and walking facilities along existing routes into the town (noting the low-key, intermittent standard of current facilities), to maximise the benefits of removing large volumes of traffic from these routes. • Will seek to improve passenger transport services and infrastructure, whilst identifying a financially sustainable long-term approach to passenger transport provision within the town. • Will seek to reduce levels of car dependency within the town and wider Melton Borough by implementing proposals to aid such change, including those described above.
Supporting Growth and Economic Development	<ul style="list-style-type: none"> • Provides access to planned growth areas and releases crucial extra capacity on the town's highway network to accommodate this growth. 	<ul style="list-style-type: none"> • Will provide a comprehensive, holistic approach to improving walking, cycling and passenger transport links between the town centre (or other key services/facilities within the town) and planned growth areas,

Key Issue	How will the interim strategy proposals help address this issue?	How will the full strategy build on the interim version?
	<ul style="list-style-type: none"> Provides an enhanced basis for responding to transport proposals put forward by developers in and around the town, i.e. to support proposals which align with the interim MMTS and resist those which do not. 	<p>including the Melton Mowbray North and South Sustainable Neighbourhoods. By extension, this will provide a strong foundation for working with developers to coordinate investment and implement such improvements⁶⁷.</p> <ul style="list-style-type: none"> Will identify opportunities created by the delivery of the MMDR to support regeneration and enhancement of public spaces in and around the town centre.
Transport's Carbon Footprint and Local Environmental Impacts	<ul style="list-style-type: none"> The reduced volumes and more appropriate routing of traffic within the town, especially in respect of HGVs, will create a more pleasant and less polluted environment in the town centre and on key radial corridors. Encourages more sustainable travel choices for journeys in and around the town (by; (i) providing new dedicated walking and cycling facilities running parallel to the MMDR; (ii) creating a more pleasant environment for walking and cycling within the town and; (iii) improving bus journey times and reliability). Reduces incentive for 'rat running' on residential routes and rural country lanes in and around the town (by alleviating congestion hot spots within the town and providing a high-quality route avoiding the town altogether). 	<ul style="list-style-type: none"> Will substantially expand the range of measures to encourage sustainable travel choices, including comprehensive improvements to walking, cycling and passenger transport services and infrastructure within the town, and/or any promotional, behaviour change initiatives/programmes. Will explore opportunities to provide additional electric vehicle charging infrastructure within the town to support the decarbonisation of the transport system. Will identify opportunities created by the delivery of the MMDR to enhance the quality of public spaces and/or improve the setting of the town's key socio-cultural and historic assets.
Access to Services and Opportunities	<ul style="list-style-type: none"> Tackles congestion issues hindering access to Melton Mowbray's town centre and key services and facilities and provides a greater choice of routes into and around the town, especially from planned developments across the town and from the rest of Melton Borough. Improves 'orbital' connectivity via walking and cycling (through the provision of a dedicated new pedestrian/cycle facility alongside the MMDR). Improves bus journey times and reliability and therefore accessibility to services and opportunities via passenger transport. 	<ul style="list-style-type: none"> Will identify more comprehensive improvements to walking, cycling and passenger transport services and infrastructure within the town, which will, in turn, provide better access to services and opportunities for those without access to a car (both to key local services and facilities within the town and wider destinations providing an increased range and choice of facilities and opportunities). Will seek to reduce levels of car dependency within the town and wider Melton Borough by implementing proposals to aid such change, including those described above.

⁶⁷ Whilst providing appropriate walking, cycling and passenger transport connectivity to growth areas is generally the responsibility of developers, the cumulative nature of growth across Melton Mowbray (with many different sites and developers) and overlapping transport requirements means that, in this instance, a developer-led approach is likely to result in piecemeal improvements which (individually and collectively) fail to meet overall needs and/or maximise the wider benefits of investment in the town. A piecemeal approach is especially unlikely to provide a sustainable long-term foundation for passenger transport provision within the town.

Key Issue	How will the interim strategy proposals help address this issue?	How will the full strategy build on the interim version?
Supporting Good Health, Safety and Wellbeing	<ul style="list-style-type: none"> ● Reduced traffic volumes, including HGVs, lowers exposure to vehicle pollution within the town. ● Improves safety for vulnerable road users (pedestrians and cyclists) within the town (for same reasons as above). ● Improved access to key services and opportunities (as described above) supports good health and wellbeing across the town and Melton Borough. ● Encourages active travel (walking and cycling) and resulting public health benefits (by; (i) providing new dedicated walking and cycling facilities running parallel to the MMDR; (ii) creating a more pleasant environment for walking and cycling within the town). 	<ul style="list-style-type: none"> ● Will substantially expand the range of measures to encourage active travel by identifying more comprehensive improvements to walking and cycling infrastructure, as well as supporting promotional, behaviour change initiatives/ programmes within the town.
Availability of Funding	<ul style="list-style-type: none"> ● Maximises opportunities to secure public and developer funding towards the delivery of schemes during the early years of the MMTS. 	<ul style="list-style-type: none"> ● Will expand opportunities to secure funding for transport improvements within the town, by identifying/ developing proposals beyond the scope of the <i>interim</i> MMTS. ● Will seek to identify a financially sustainable, long-term approach to passenger transport provision within the town.

5. Development of the 'Full' Strategy

5.1. Overview

- 5.1.1. As stated in Chapter 4, the *interim* MMTS proposals alone will not be enough to meet all of Melton Mowbray's current and future transport challenges and opportunities. Meeting these wider challenges and options will require further work to develop the '*full*' MMTS, encompassing a broader range of proposed transport improvements.
- 5.1.2. From work undertaken to date we have identified a range of areas that will need to be further investigated during development of the *full* MMTS, including some specific scheme ideas that have emerged from the evidence gathered through this process. These areas of further investigation and scheme ideas, hereafter referred to as *workstreams* are set out in sections 5.2 to 5.12. It is important to note that these workstreams are not "ranked" or listed in a "priority order".
- 5.1.3. Several of the workstreams are directly linked to key wider aspirations for the future development of Melton Mowbray. Specifically, this includes:
- **delivery of the Melton Mowbray North and South Sustainable Neighbourhoods**
 - **delivery of Melton Mowbray's four planned 'Manufacturing Zones': *Leicester Gateway, Melton Commercial Park and Holwell Works, Crossfield Drive and Saxby Road Employment Area and Melton Mowbray Livestock Market* respectively**
 - **the regeneration of Melton Mowbray town centre.**
- 5.1.4. The further development of proposals for the *full* MMTS will require a better understanding of the specific proposals for each of the areas listed above. In practice, this is unlikely to be the case until development masterplans for these areas have been prepared and agreed with stakeholders. Likewise, some of the emerging scheme ideas due to be explored through the workstreams would rely heavily on the full or partial completion of the MMDR. Confirmed funding and delivery timescales for all sections of the MMDR will therefore be needed before these emerging scheme ideas can be explored in more detail. The outcomes of this work will determine how ambitious any wider transport improvements proposed for inclusion in the *full* MMTS can be and when those measures are likely to be implemented.
- 5.1.5. The content of the *full* MMTS will also need to be developed with an understanding of any potential long-term impacts of the Covid-19 pandemic on travel behaviour and needs. This will not be possible to gauge until the pandemic (and associated restrictions on people's daily lives and livelihoods) has substantially eased and there is sufficient evidence to make informed judgements about its enduring societal and economic consequences.

5.1.6. Once it becomes possible to move forward with the development of the *full* MMTS, there will be a need for substantial further work through the workstreams to identify, design and model definitive proposals for the final strategy.

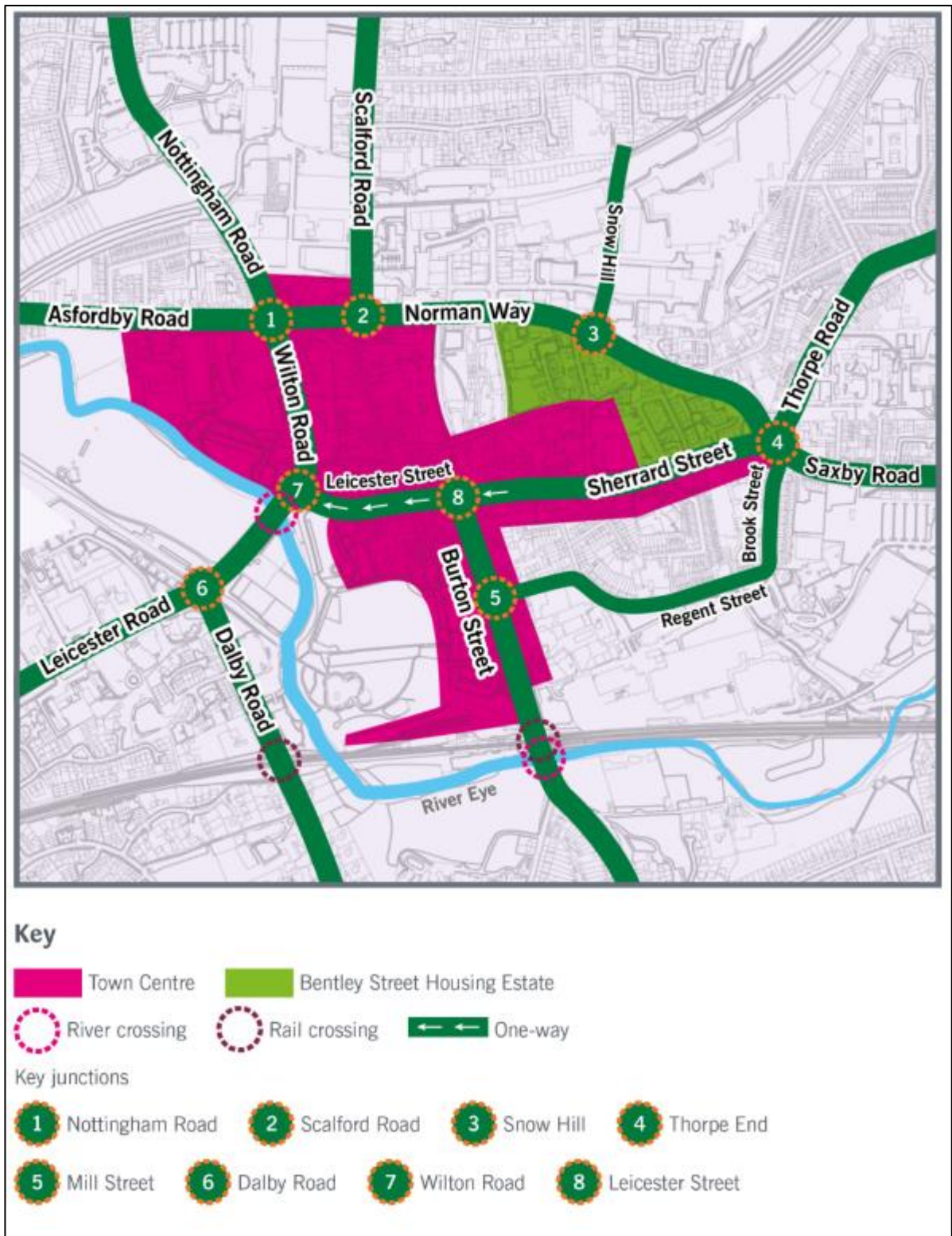
5.2. Workstream 1 – Town Centre Highway Network

Background and Key Principles

5.2.1. As highlighted in chapter 2, one of the defining features of Melton Mowbray's existing highway network is its central 'ring road' (illustrated in Figure 31 encompassing the town's busiest and most congested junctions and links. This is unsurprising, given that all the main roads into and through the town converge onto the central ring road, with a current lack of viable alternative routes for most traffic. Crucially however, it has meant that the central ring road has had to be configured to maximise available highway capacity (albeit within the constraints of its urban setting) to cater for the high volumes of traffic currently using it. The average annual daily traffic (AADT⁶⁸) using Norman Way is around 25,000 vehicles: with peak times experiencing the highest volumes of traffic. The busy nature and partially one-way configuration (between Sherrard Street and Leicester Road) of the central ring road means that other roads also play a significant role in distributing traffic in and around the town centre. Most significantly, this includes the Mill Street - Regent Street - Brook Street route to the south of the town centre.

⁶⁸ AADT is estimated as the total traffic volume passing a point (or segment) of a road in both directions for a year divided by the number of days in the year.

Figure 31- Melton Mowbray's Central 'Ring Road'⁶⁹



⁶⁹ Figure 31: Melton Mowbray's Central 'Ring Road'
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- 5.2.2. As Figure 31 illustrates, the central ring road encircles the town centre's main shopping area, as well as the Bentley Street housing estate. The volumes of traffic using the ring road and the characteristics of the existing road infrastructure means that it presents a major barrier to pedestrian movements into/out of these areas and detracts from the environment of surrounding areas. This is especially the case for Norman Way and Wilton Road, which sever the pedestrianised Market Place and High Street from the northern and eastern extremities of the town centre and key facilities including the town's parks, library, Brooksby Melton Further Education College, livestock market and Snow Hill retail estate. From engagement with Melton Borough Council in 2018/19, it was understood that better connectivity across Norman Way and Wilton Road, combined with enhancements to public spaces in and around these routes, are likely to be amongst the key priorities for future regeneration of the town centre and further development of the livestock market (including through the Manufacturing Zone proposals for this site).
- 5.2.3. As Figure 31 also shows, the southern section of the central ring road is partially one-way, with only westbound traffic permitted on Leicester Street, whilst only buses and taxis are permitted to turn eastbound from Burton Street onto Sherrard Street. Because of this arrangement, the signed route for northbound traffic from the A606 Burton Street to the A607 Thorpe Road and B676 Saxby Road is via Leicester Street, Wilton Road and Norman Way. However, there is also a more direct and consequently heavily used alternative route via Mill Street, Regent Street and Brook Street (running parallel to Sherrard Street). Despite not being signed as a through route, this alternative route has, nonetheless, effectively become part of the central ring road system.
- 5.2.4. Due to its heavy usage, the Mill Street/Regent Street/Brook Street route can become congested during busy periods, especially eastbound, with tailbacks often occurring on the approach to the 'Thorpe End' junction with the B676, A607 and the central ring road. Additionally, much of the road is lined on one or both sides by terraced or semi-detached properties with little or no frontage beyond the footway. Due to the need to accommodate two-way traffic and queuing back from the Thorpe End, on-street parking is restricted along its entire length, with no alternative off-street provision available to many of these properties.
- 5.2.5. The delivery of the MMDR will provide crucial relief to the central ring road (and other town centre roads), by removing most through traffic and potentially some cross-town journeys, as well as reducing the impact of traffic generated by planned developments across the town. 2036 Forecast reductions in traffic on the central ring road and surrounding approach roads due to the completion of the North and East MMDR are shown in Table 5.

Table 5: Forecast Change in Traffic Flows within Melton Mowbray due to the North and East MMDR Scheme in 2036⁷⁰

Key Roads	Baseline Flow	Forecast Flow	Change (%)
A606 Burton Street/Burton Road	12,731	9,348	26.6%
A606 Leicester Street	12,545	10,191	18.8%
A606 Sherrard Street	12,122	9,793	19.2%
A606 Thorpe End	5,678	4083	28.1%
A606 Wilton Road	14,614	12,479	14.6%
A606 Nottingham Road	9,926	8,508	14.3%
A607 Leicester Road	10,436	10,001	4.2%
A607 Thorpe Road	9,728	5,624	42.2%
A607 Norman Way	8,076	6,615	18.1%
B676 Saxby Road	6,319	5,328	15.7%
A6006 Asfordby Road	7,342	6,730	8.3%
Scalford Road	5,737	5,157	10.1%
Average	9,605	7,821	18.6%

5.2.6. Whilst the removal of most through traffic due to the MMDR will initially result in significant net-reductions in traffic within Melton Mowbray, it is important to note that traffic volumes are subsequently forecast to increase as a result of growth across the town and Melton Borough. Consequently, by the mid-2030s traffic volumes within the town are currently forecast to return to levels similar to those experienced today, albeit this assumes that travel habits and trends revert broadly to those observed prior to the onset of the COVID-19 pandemic in the medium to long term future. As set out in Chapter 6, Section 6.6, during the implementation of the *interim* and ultimately *full* MMTS, monitoring will be undertaken across the town to identify any significant longer-term ('permanent') changes in travel behaviour arising from the pandemic and/or wider measures delivered through the strategy, and traffic forecasts will be updated to reflect such changes.

5.2.7. Even if traffic volumes do increase in line with current forecasts, it is nevertheless expected that traffic passing through the town centre will become less pre-eminent once the MMDR is in place. From that point onwards, the role of the central ring road will shift towards distributing traffic bound for destinations in or immediately around the town centre. This raises the possibility of making future changes to the central ring road to boost connectivity and support emerging aspirations for regeneration of the town centre, guided by the following **key principles**:

⁷⁰ [North and East Melton Mowbray Distributor Road Transport Assessment](#)

Key Principles for Future Changes to the Town Centre Highway Network

- **Principle 1** – Proposals should soften the physical appearance of the central ring road, to reduce its impacts on the surrounding environment and communities.
- **Principle 2** – Proposals should reduce or eliminate barriers to movement caused by the presence of the central ring road; especially for pedestrians, cyclists and other non-motorised users (as well as equivalent forms of movement such as mobility scooters).
- **Principle 3** – Proposals should create opportunities to enhance public spaces within and at key gateways to the town centre, in accordance with Melton Borough Council’s emerging aspirations for regeneration.
- **Principle 4** – Proposals should improve walking and cycling connectivity and facilities in and around the town centre, in accordance with any wider walking and cycling networks proposed as part of the MMTS (see Workstream 3, below).
- **Principle 5** – Proposals should seek to strike an appropriate balance between measures that seek to maximise the use and/or wider benefits of the MMDR whilst at the same time ensuring that essential vehicle journeys into and through the town centre continue to be accommodated, so that everyone who needs to access the town is able to do so and the town remains an attractive place to visit.

5.2.8. The aspiration is to be as ambitious as possible. However, meeting all five key principles is likely to require trade-offs, especially in terms of the potential conflict between principles 1 to 4 on the one hand, and principle 5 on the other. The work undertaken to date has sought to identify conceptual options that could, in principle, be capable of achieving an acceptable balance between these competing principles. The concepts explored through this work are subsequently discussed in more detail.

Options Explored to Date

5.2.9. The first concept to be considered proposed reducing the width of most of Norman Way and Wilton Road to a single lane in each direction (as illustratively shown in Figure 32 below).

Figure 32 – Proposed Concept for narrowing/reducing traffic capacity along Norman Way and Wilton Road⁷¹



5.2.10. It was envisaged that narrowing the carriageway on Norman Way and Wilton Road would make the central ring road less visually intrusive (in accordance with principle 1) and less of a barrier to movement (in accordance with principle 2), whilst simultaneously 'reclaiming' significant quantities of highway space for other purposes (such as widened footways, a segregated cycleway, expanded public space and/or enhanced landscaping) in these locations (in accordance with principles 3 and 4). However, the removal of existing traffic

⁷¹ Figure 32: Melton Mowbray's Central 'Ring Road'

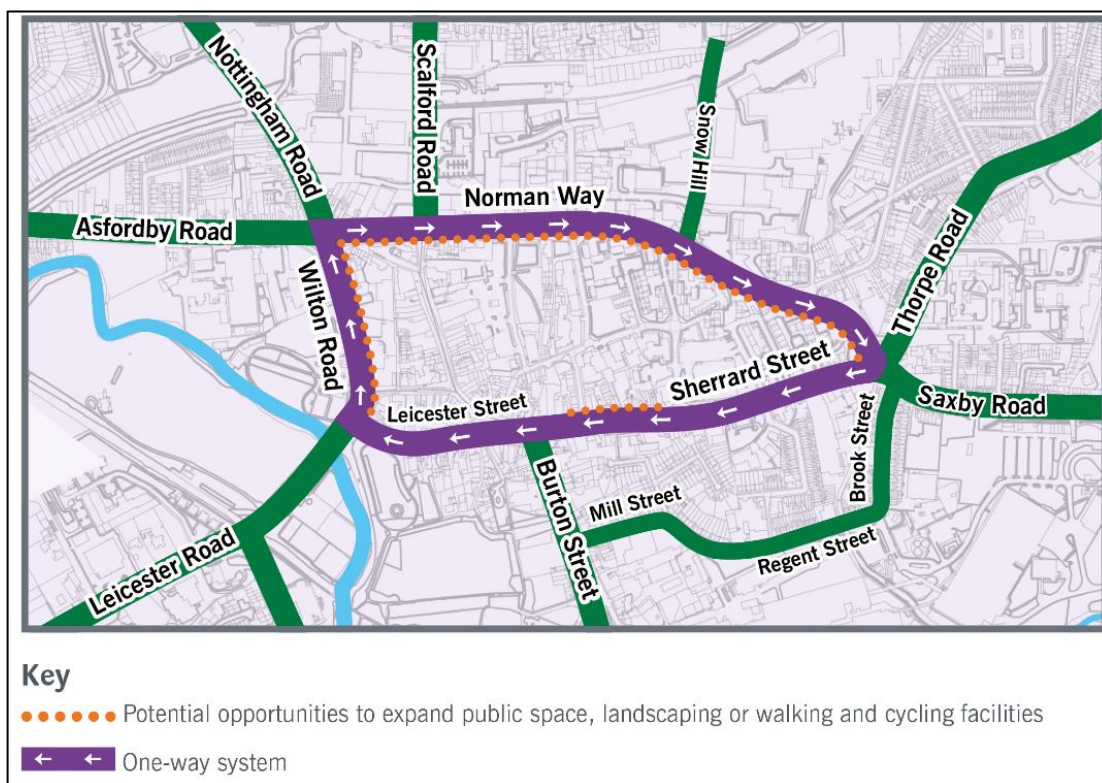
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lanes along Norman Way and Wilton Road would reduce overall highway capacity along these roads, with potential adverse implications on traffic conditions at these locations and more widely across the town (and thereby a potential conflict with principle 5).

- 5.2.11. To assess the potential scale and nature of the resulting traffic implications, the concept, hereafter referred to the '*reduced traffic capacity concept*', was tested in Leicestershire County Council's Melton Mowbray 'microsimulation' traffic model. The assessment revealed that the *reduced traffic capacity concept* was likely to have severe adverse traffic impacts, causing large increases in congestion, delays and queues on routes into and within the town centre. The only way to avoid these severe impacts would be through further large reductions in traffic within the town, over and above the relief provided by the MMDR. However, based on 'sensitivity tests' carried out as part of the traffic modelling work, the required extent of these further traffic reductions was found to be much greater than could realistically be expected (given present day knowledge at least) through any wider measures proposed through the MMTS (e.g. measures to encourage walking, cycling and passenger transport use).
- 5.2.12. Correspondingly, any proposals based on (or similar in nature to) the *reduced traffic capacity concept* would appear to fundamentally conflict with principle 5 (i.e. continuing to accommodate essential journeys into and through the town centre). Equally, any potential wider benefits from the removal of traffic lanes on Wilton Road and/or Norman Way in accordance with principles 1 to 4 (in terms of reduced visual intrusion, severance, increased public space and better walking and cycling facilities) would potentially be undermined by increased congestion and queuing along these routes. By extension, proposals based on (or similar to) the *reduced traffic capacity concept* would risk deterring potential visitors to Melton Mowbray.
- 5.2.13. For these reasons, the *reduced traffic capacity concept* was found not to be a reasonable option to pursue further when considered against with the five key principles outlined in paragraph 5.2.7 as a whole. Options based on (or similar to) this concept were therefore discounted from further consideration. Attention thereafter shifted towards exploring possible alternative options for meeting the key principles, from which emerged the alternative concept of converting the central ring road to a one-way system (in a clockwise direction)⁷², as illustratively shown in Figure 33 below.

⁷² By contrast, most of the central ring road is currently two-way, except for Leicester Street (which is one-way westbound for all traffic) and the western end of Sherrard Street (where only buses and taxis are permitted to travel eastbound).

Figure 33: Proposed One-Way 'system' Concept for the Central Ring Road⁷³



5.2.14. As with the earlier *reduced traffic capacity concept*, this alternative concept, hereafter referred to as the '*one-way system concept*', sought to narrow the carriageway on Norman Way and Wilton Road in order to make the central ring road less visually intrusive (in accordance with principle 1) and less of a barrier to movement (in accordance with principle 2), whilst simultaneously 'reclaiming' significant quantities of highway space for other purposes (in accordance with principles 3 and 4) in these locations. In fact, early work to develop the *one-way system concept* suggested that in these respects, its potential benefits could exceed (i.e. facilitate greater levels of carriageway narrowing and space 'reclaimed' than) the *reduced traffic capacity concept* due to:

- removing the need for anticlockwise traffic lanes
- reducing the required width of the remaining clockwise traffic lanes (due to the absence of opposing traffic)
- enabling the configuration of existing signalised junctions on the central ring road to be simplified and condensed in scale (due to fewer different traffic turning movements needing to be accommodated), especially in the vicinity of the Nottingham Road and Scaford Road junctions (coinciding with Melton Borough Council's likely priorities for future regeneration of the town centre).

⁷³ Figure 33: Proposed One-Way System Concept for the Central Ring Road

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5.2.15. The central premise of the *one-way system concept* was that it sought to achieve these gains without significantly reducing the overall traffic capacity of the central ring road, in order to avoid the severe traffic impacts forecast to arise from the earlier *reduced traffic capacity concept*. This premise was supported by testing of the *one-way system concept* in the Melton Mowbray microsimulation traffic model, which demonstrated that the concept had the potential to avoid causing a deterioration in traffic conditions within the town (especially in terms of congestion, queuing and delays), despite requiring significantly less overall road space than the existing (largely two-way) configuration.

5.2.16. Unlike the *reduced traffic capacity concept*, the *one-way system concept* would require major changes to the routing of traffic into and around Melton Mowbray town centre. This re-routing would provide significant traffic relief to Norman Way and Wilton Road, facilitating the narrowing of the carriageway (and associated space gain for other purposes) along these roads. However, it would also have the following potential wider drawbacks:

- Traffic using Sherrard Street and Leicester Street would significantly increase (due to vehicles no longer being able to travel 'anticlockwise' via Norman Way and/or Wilton Road instead).
- The distance of some vehicle journeys into and through the town centre would increase, in some cases by up to 1 mile, inconveniencing those affected (albeit this inconvenience could conversely encourage some beneficial changes in travel behaviour, including increased walking and cycling for short distance journeys and/or the diversion of additional through traffic away from the town centre to use the MMDR instead).
- It would reduce the choice of routes through the town centre and consequently, in the event of major incidents or closures affecting certain parts of the town centre road network, traffic would have to follow much lengthier diversion routes using the MMDR.
- The one-way system could be less intuitive to navigate than the current arrangements, especially for unfamiliar (non-local) drivers.

5.2.17. Public and stakeholder views on the potential *one-way system concept* were sought through the wider public engagement exercise on the draft Interim MMTS held between January and March 2021. Whilst a wide range of views were expressed in response to the concept, overall there was a clear lack of appetite for such a radical change to the configuration of the central ring road (and associated traffic routing around the town), with most comments against the proposal linked to one or more of the potential drawbacks described previously. Based on the responses received, the *one-way system concept* does not appear to be a reasonable option to pursue further during future stages of work.

5.2.18. Aside from the *reduced traffic capacity* and *one-way system* concepts, several even more radical concepts that would involve pedestrianising (i.e. fully closing to traffic) one or more sections of the central ring road (including options to pedestrianise Leicester Street and/or parts of Burton Street, Sherrard Street and Norman Way) have also been identified through the work

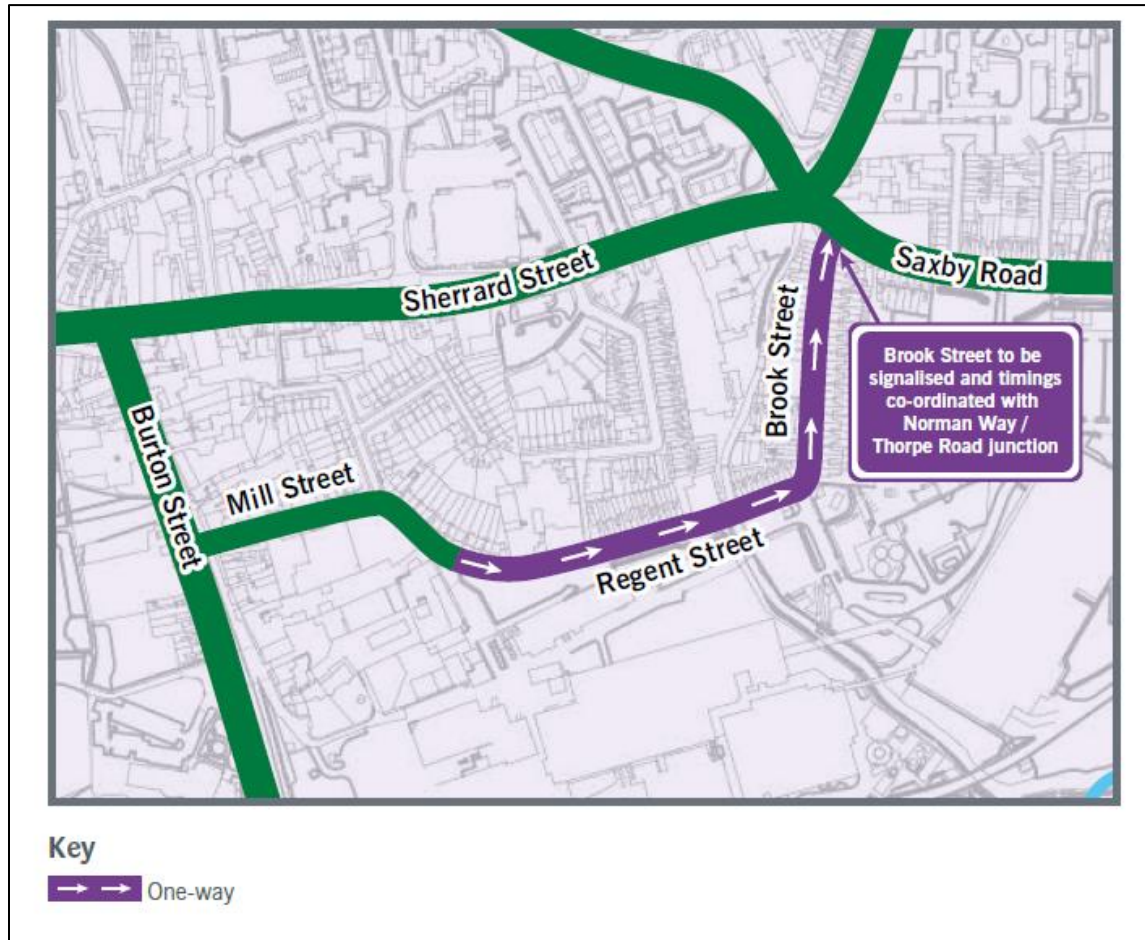
to date. However, these pedestrianisation concepts would be very likely to result in:

- even greater reductions in overall traffic capacity across the town than the *reduced traffic capacity concept*.
- comparable, if not even more drastic, changes to traffic route choices and distances through Melton Mowbray town centre than the *one-way system concept*.

Based on the evidence and views gathered and subsequent conclusions reached in relation to the *reduced traffic capacity* and *one-way system* concepts, the pedestrianisation concepts similarly do not appear to be reasonable options to pursue further during future stages of work.

5.2.19. In addition to the exploration of concepts for the central ring road, potential complementary measures were explored for Mill Street, Regent Street and Brook Street. This work identified that it would be feasible to convert Mill Street, Regent Street and Brook Street to one-way eastbound only running, as illustratively shown in Figure 34 below. The premise of this concept would be to increase the road's ability to accommodate eastbound traffic (as the predominant direction of traffic using the route) and potentially, create opportunities to provide some on-street parking along the route.

Figure 34: Proposed One-Way Eastbound Concept for Mill Street, Regent Street and Brook Street⁷⁴



5.2.20. Public and stakeholder views on the *Mill Street/Regent Street/Brook Street one-way concept* were sought through the wider public engagement exercise on the draft Interim MMTS held between January and March 2021. A range of views were expressed, with more generally supporting the concept than against it, affirming that the concept is worth exploring further during the next stages of work to develop the *full MMTS*. However, some of the comments received on the *Mill Street/Regent Street/Brook Street one-way concept* related to how the concept would affect other roads in and around the town centre and in particular, how it might interact with any wider proposed changes the central ring road system, reflecting the need to explore these components of the MMTS together, as a holistic package.

⁷⁴ Figure 34: Proposed One-Way Eastbound Concept for Mill Street, Regent Street and Brook Street

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Next Steps

- 5.2.21. The future direction and progression of workstream 1 is fundamentally linked to Melton Borough Council's emerging aspirations for the regeneration of Melton Mowbray town centre. By extension, it is essential that the next stages of work are informed by a clear and comprehensive outline of the town centre regeneration strategy, including the specific locations and priorities that this is likely to focus on. In turn, this will require close joint working and coordination between Leicestershire County Council, Melton Borough Council and other key partners involved in developing the wider regeneration proposals as appropriate.
- 5.2.22. The concepts explored to date have sought to 'test the boundaries' of how radical it might be possible to be in making changes to the highway network in and around the town centre in support of regeneration (albeit based on the limited information available at the time about likely regeneration proposals and aspirations). The evidence gathered in relation to these concepts has served to highlight the major challenges and trade-offs involved in seeking to significantly reduce the scale and soften the appearance of existing highway infrastructure within the town, whilst simultaneously maintaining acceptable vehicular access into and through the town centre for journeys where there is no suitable alternative means of travel (in accordance with the five key principles outlined in paragraph 5.2.7.).
- 5.2.23. Based on the assessments and public engagement carried out to date, none of the potential concepts for the central ring road identified thus far would appear likely to achieve an acceptable balance between these competing aims. Correspondingly, it is difficult to foresee any future proposals requiring significant reductions to the overall capacity of the central ring road system and/or major changes to the routing of traffic around the town. By extension, this is likely to preclude the wholesale removal of traffic lanes and/or pedestrianisation of existing sections of the central ring road.
- 5.2.24. Nevertheless, it may be possible to achieve many of the envisaged benefits of the discounted central ring road concepts through a more incremental narrowing and reclaiming of road space, in locations where this can be achieved without significantly impacting on overall traffic capacity and/or routing. Similarly, there may be scope to improve pedestrian and cycle crossing facilities at key points and/or provide new features to calm traffic or soften the appearance of the central ring road. The exploration of specific opportunities and proposals that align with this more incremental approach to improving the town centre highway network (including the potential uses of any road space 'reclaimed' for other purposes) will therefore be the central focus for workstream 1 going forward.

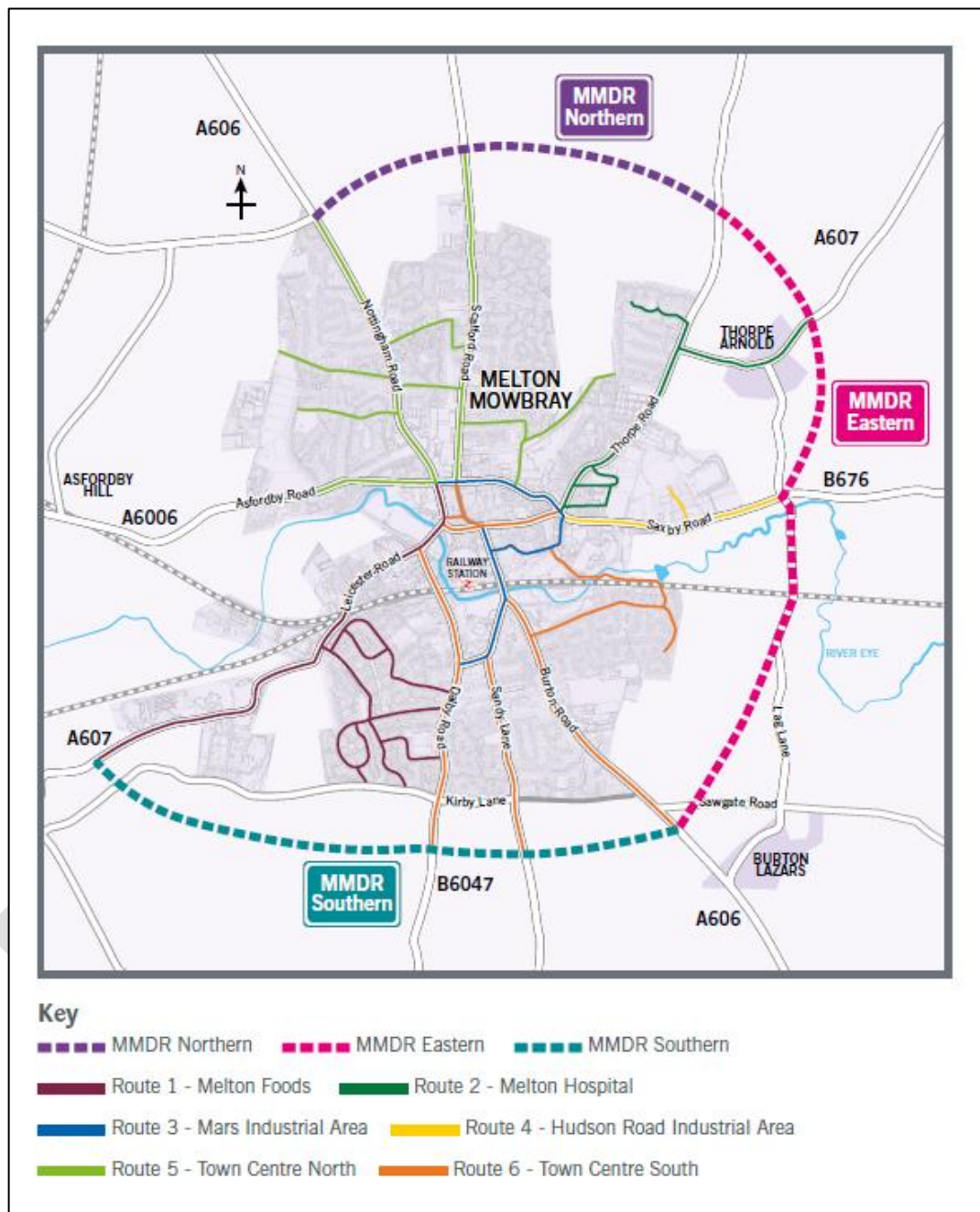
5.3. Workstream 2 – Melton Mowbray Cycle Network

5.3.1. As described in Chapter 2, the compact nature of Melton Mowbray means that there is potential for very high levels of cycling and walking for journeys within the town. However, current uptake of cycling is constrained by a lack of formal, signed cycle routes in and around Melton Mowbray and correspondingly, low key and piecemeal existing cycle infrastructure. Overcoming this constraint and achieving significant modal shift from private car use to cycling and walking within the town will be crucial to address several of the key challenges identified in Chapters 2 and 3 of the MMTS, including:

- reducing congestion and associated traffic impacts across the town;
- decarbonising the town's transport system;
- reducing vehicular pollution and its impacts on the environment and people within the town;
- promoting cycling and walking as healthy lifestyle choices;
- boosting access to jobs and services across the town for those without access to a car, and;
- supporting the delivery of sustainable development across the town, including the Melton Mowbray North and South Sustainable Neighbourhoods.

Addressing these challenges will in turn be vital to ensure that the MMTS is aligned with the Leicestershire County Council's draft Cycling and Walking Strategy and national government policy.

5.3.2. An essential first step to meet these ambitions has been to identify an aspirational network of cycle routes across the town, connecting the town centre and other key trip attractors, including the town's main industrial estates/employment areas, hospital, schools and planned development areas. The network, as currently proposed, would be divided into six key routes (each focussed on a specific key trip attractor/destination) as shown in Figure 35.

Figure 35: – Proposed Melton Mowbray Cycle Network⁷⁵

5.3.3. The proposed network will form the basis for investing in improvements to cycling and walking infrastructure across the town through a Local Cycling and Walking Infrastructure Plan (LCWIP)⁷⁶. This could include taking advantage of opportunities to reallocate existing road space towards cyclists, pedestrians and other non-motorised users arising from traffic relief provided by the MMDR, or new facilities arising from proposed developments. The

⁷⁵ Figure 35: Proposed Melton Mowbray Cycle Network

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⁷⁶ [Report to cabinet, 7th March 2019](#)

National Institute for Health and Care Excellence Draft Quality Standards and How Leicestershire County Council Might Address them, item 160

proposed network will complement and support emerging proposals for the town centre highway network (see Workstream 1 above) as well as the dedicated orbital cycle route that is due to be constructed alongside the MMDR. Consideration will also be given to opportunities to improve or expand facilities that help maximise usage of the proposed cycle network, including cycle/pedestrian signage, cycle parking, changing facilities and bike hire schemes.

- 5.3.4. The proposed cycle network will be reviewed and updated as appropriate during subsequent work to develop the Melton Mowbray LCWIP. This will provide the opportunity to explore suggestions raised through the public engagement on the draft *interim* MMTS. A particular theme emerging from this was a desire to maximise connections between the proposed cycle network and existing recreational facilities (such as Melton Country Park) and public rights of way in and around the town, to encourage greater walking, cycling and other non-motorised forms of travel for leisure purposes. At the same time, the engagement responses suggested strong overall support for the principle and broad outline of the proposed network.
- 5.3.5. Prior to the completion of the *full* MMTS, Leicestershire County Council will work with developers to agree appropriate walking and cycling infrastructure requirements and/or contributions for their development sites, in accordance with Policy 3 of the *interim* MMTS (set out at the end of this chapter), the proposed cycle network set out above, the LCWIP process and the Government's latest cycling and walking infrastructure guidance.

5.4. Workstream 3 – Melton Mowbray Road Passenger Transport Network

- 5.4.1. As described in Chapter 2, the majority of Melton Mowbray's existing road passenger transport network is funded by the County Council under its adopted Passenger Transport Policy and Strategy (PTPS) to seek to meet the essential access requirements of those without access to alternative modes of travel. The network would need to be enhanced significantly to become capable of playing an expanded role in addressing the town's future transport challenges, including:
- Encouraging modal shift away from private car use to help reduce congestion and pollution and support the decarbonisation of the town's transport system
 - Reducing dependence on the private car for accessing key job opportunities and services within the town
 - Supporting the delivery of planned growth, including the Melton Mowbray North and South Sustainable Neighbourhoods and Manufacturing Zones.
- 5.4.2. The County Council is currently preparing a Bus Service Improvement Plan (BSIP) for Leicestershire, setting out its plans for improving the county's bus network through an 'enhanced partnership' approach, in accordance with the Government's National Bus Strategy (NBS; see Chapter 2, paragraph 2.2.11

for more detail). This will, in turn, have significant implications for the County Council's future approach to passenger transport provision in Melton Mowbray and Melton Borough. However, the nature and extent of any improvements that are likely to be possible through the NBS and Leicestershire BSIP are currently unknown and will be heavily dependent on levels of funding and resources available to deliver on the ambitions set out within the NBS.

- 5.4.3. Any proposals for new or enhanced road passenger transport services will need to align with the County Council's PTPS and emerging BSIP, in order to be included in the *full* MMTS. Notwithstanding potential future funding opportunities that might arise through the NBS, it is anticipated that the implementation of such enhancements will be heavily reliant on funding obligations secured from developers (to provide services connecting into their sites) and/or attracting interest from commercial passenger transport operators, as is the case at present.
- 5.4.4. Developer obligations are being sought through the planning process in accordance with the adopted Local Plan; however, the funding secured through such obligations is time limited (usually to 5 years). At the end of the developer subsidy period, the continuation of any new services will normally depend on them being taken on as commercial services by passenger transport operators. Therefore, it is important that developer obligations are used to introduce and develop services that have the greatest prospect of becoming commercially viable in the medium to longer term. This is most likely to be achieved through a holistic solution, requiring the pooling and coordination of obligations for developments across the town.
- 5.4.5. Conversely, new, or enhanced services that would require additional ongoing public subsidy to continue beyond the expiry of developer funding obligations are unlikely to be sustainable in the long run and should be avoided. This is due to the limited funding available (now and likely in future) to Leicestershire County Council, as the Local Transport Authority, to cover non-commercial services and the resulting need to prioritise this funding towards meeting essential access requirements, as currently.
- 5.4.6. All of the above factors have created the need for a holistic plan for the future of Melton Mowbray's road passenger transport network. The development of such a plan will require further investigation, as well as engagement with passenger transport operators, developers and other key stakeholders. As part of this, it will be necessary to consider to what, if any, extent the reductions in passenger transport provision and usage observed throughout the Country since the beginning of the Covid-19 pandemic are likely to outlive the pandemic itself and result in permanent changes to the network (notwithstanding any measures to prevent this through the NBS and Leicestershire BSIP). It will also be necessary to consider the implications of potential changes to the highway network (for instance, those to be explored through Workstream 1 above) as well as emerging proposals for regeneration of the town centre on bus routeing. During the next stage of work, it is intended to explore several key concepts further, including:

- Opportunities to enhance existing commercial bus routes serving the town, to provide better passenger transport connections throughout the day for both local journeys (within the town) and inter-urban journeys (e.g. to Leicester, Nottingham).
- Whether more flexible, 'on-demand' road passenger transport services (such as the 'Arriva Click' services currently operating at the New Lubbethorpe development to the west of Leicester) could have a role to play in meeting the town's future transport needs.
- Opportunities to better integrate bus services within the town to make cross-town bus journeys and connections to inter-urban bus routes more feasible.
- What, if any, additional infrastructure and facilities could be provided within Melton Mowbray to ease road passenger transport movements and increase the commercial and logistical viability of providing road passenger transport services within the town.

5.4.7. Responses to the public engagement on the draft interim MMTS indicated strong overall levels of support for the principle of seeking to improve road passenger transport services as part of the full MMTS and affirmed that the broad concepts described above are the correct areas on which to focus. Specific suggestions made regarding potential improvements to road passenger transport services in and around the town will be considered during the next stage of work.

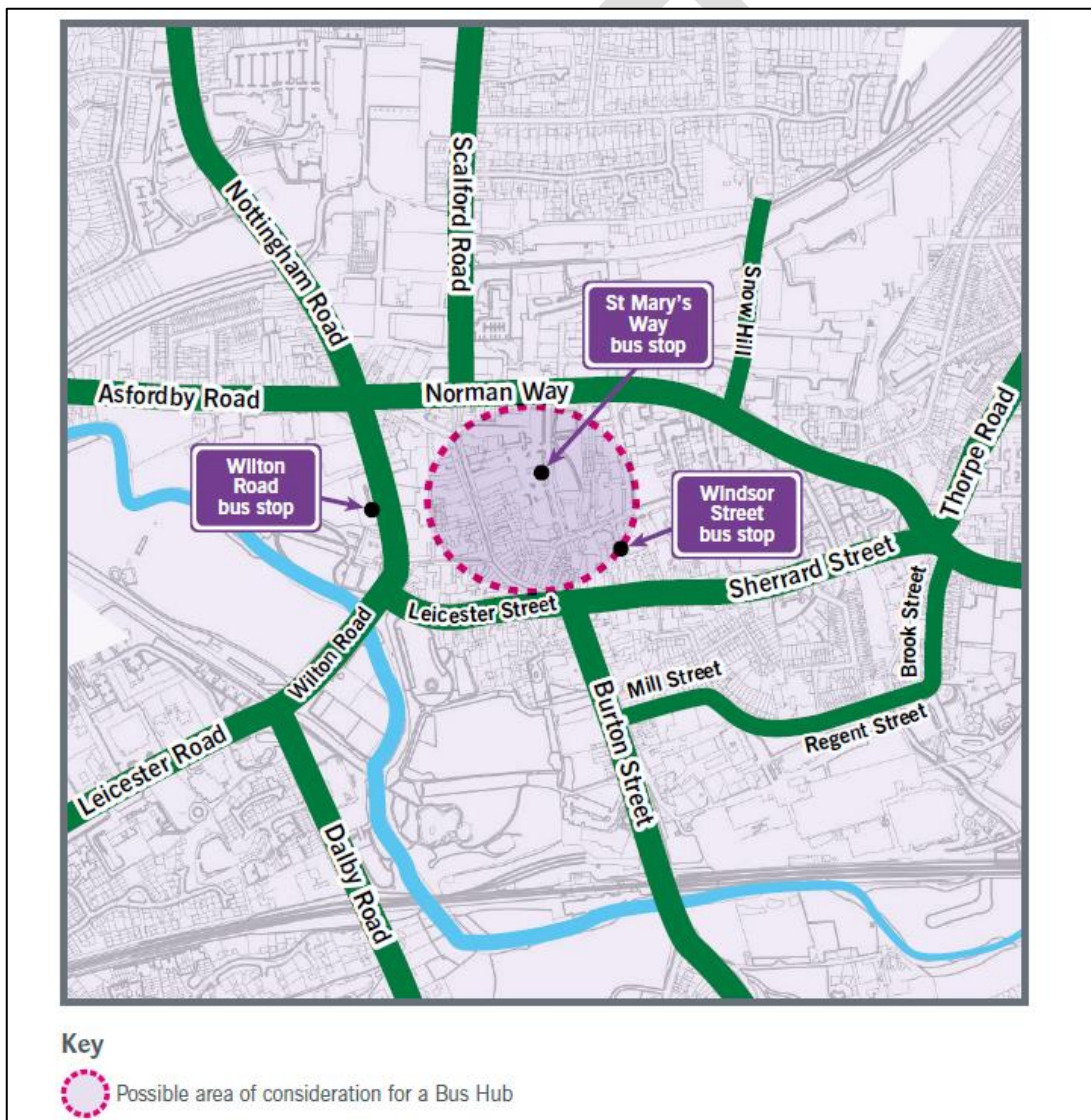
5.4.8. Prior to the identification of specific proposals through the *full* MMTS, Leicestershire County Council will work with developers to agree appropriate passenger transport obligations for their sites in accordance with Policy 3 of the *interim* MMTS (set out at the end of this chapter), to support the development of a holistic solution to future road passenger transport service provision within the town. In the meantime, the Authority will continue to review its ongoing financial commitment towards Melton Mowbray's road passenger transport network (including in response to any changes to commercial bus services) in accordance with the PTPS.

5.5. Workstream 4 – Town Centre 'Bus Hub'

5.5.1. Enhanced road passenger transport services in Melton Mowbray would be supported by improvements to bus interchange and waiting facilities across the town; first and foremost, the main bus stops in the town centre, currently located on St Mary's Way and Windsor Street. Whilst conveniently located for the town centre, these bus stops are sited in low-key, generally uninviting locations, with limited bus shelter facilities that are inadequate to accommodate demand at peak times. This is especially true of the bus stops on Windsor Street, which are located on a relatively narrow section of footway, alongside the blank walls of buildings and can become congested with waiting passengers (comparatively, the St Mary's Way stops are in a relatively more open setting with potentially greater scope for enhancement, as discussed below).

5.5.2. If St Mary's Way and the adjacent (St Mary's Way and Bell Centre) car parks are included in the scope of any future regeneration of the town centre, it could provide the opportunity to develop an enlarged 'bus hub' on St Mary's Way, (Figure 36) accommodating all of the town's main bus stops (including those currently located on Windsor Street) and equipped with new and improved passenger facilities. Consolidating the bus stops in a single location would create a more cohesive 'gateway' to the town centre for passengers, further simplifying understanding of where to catch a bus from the town centre, as well as facilitating easier interchange between services.

Figure 36: Key existing town centre bus stops and the broad location of the proposed St Marys Way 'Bus Hub'⁷⁷



⁷⁷ Figure 36: Key existing town centre bus stops and the broad location of the proposed St Marys Way 'Bus Hub'

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- 5.5.3. The precise location, form and scale of the proposed 'bus hub' would depend on the space and funding available for such a facility and the wider components of any planned regeneration of the area. Specific proposals would therefore need to be developed in conjunction with emerging proposals for regenerating the town centre, as well as potential changes to the highway network through the MMTS (for instance, as indicated through Workstream 1), given the potential implications this could have for routeing to and from the proposed hub.
- 5.5.4. Responses to the public engagement held between January and March 2021 indicated strong overall support for the principle of providing a town centre bus hub. That said, several comments were received regarding possible alternative locations for the hub, including suggestions that it should be closer to the railway station (to facilitate bus/rail interchange) or on Wilton Road instead. There will be opportunities to consider potential alternative locations for the bus hub as part of the next phase of workstream 4.

5.6. Workstream 5 – Bus Stop Infrastructure

- 5.6.1. Aside from the proposed 'bus hub', it is proposed to develop a programme of targeted improvements to bus stops elsewhere in the town. This is likely to include the installation of flags at currently unmarked bus stops (to better advertise the existence of services and raise awareness of where to catch a bus to potential new users) as well as the provision of better passenger waiting facilities (e.g. shelters, seating) and/or information at key stops. The specific stops to be improved will be informed by any proposals for improving the town's road passenger transport network that emerge as part of the *full* MMTS to (see Workstream 3), as well as planned developments across the town. This will ensure that investment is focussed on those bus stops that are expected to be heavily used in future, or locations where there is potential to achieve a significant increase in passenger transport usage with the right infrastructure in place. The location and quality of coach drop-off and pick-up points across the town centre will also be considered as part of this work.
- 5.6.2. Responses to the public engagement on the draft interim MMTS indicated strong overall levels of support for the principle of seeking to improve bus stop infrastructure (alongside wider improvements to road passenger transport services) as part of the full MMTS. Specific suggestions made regarding potential improvements to bus stop infrastructure in and around the town will be considered during the next stage of work.

5.7. Workstream 6 – Passenger Rail Services

- 5.7.1. As set out in Chapter 2, the main train service to and from Melton Mowbray is Cross Country's Birmingham to Stansted Airport route, which operates on an hourly frequency on most days and provides the town's principal passenger transport links to Leicester, Oakham, Peterborough and the rest of the rail network. Improvements to the route are amongst the priorities identified through the Leicester and Leicestershire Rail Strategy (LLRS) produced jointly by Leicestershire County Council, Leicester City Council and the Leicester

and Leicestershire Enterprise Partnership (LLEP) in 2017⁷⁸. The potential benefits of such improvements to Melton Mowbray include faster and/or more frequent services, boosting the town's regional and national connectivity and increasing the practicality (and thus competitiveness) of passenger transport for key inter-urban journeys (e.g. to Leicester).

- 5.7.2. The County Council is also aware of, and has had input to, ongoing studies commissioned by Melton Borough Council to explore possible opportunities to improve rail connections between Melton Mowbray and Nottingham (at present, direct train services to Nottingham are limited to occasional/irregular off-peak journeys). Any future outputs and recommendations emerging from these studies will be taken into account through workstream 6.
- 5.7.3. As the County Council has no formal role in rail network planning and provision, the delivery of any enhancements to the Birmingham to Stansted Airport and/or Melton to Nottingham services (or indeed to any other existing or potential services) will be reliant on the support and commitment of the rail industry and other key stakeholders with the power or profile to influence decisions regarding future network improvements; most importantly the Government (through the Department for Transport), Midlands Connect and Transport for East Midlands. The LLRS provides a basis for future engagement (including exploration of specific proposals) with these organisations to secure the necessary support and commitments.
- 5.7.4. Responses to the public engagement on the draft interim MMTS indicated overwhelming levels of support for the principle of seeking to improve passenger rail services as part of the full MMTS. Suggestions made regarding specific priorities for improvement will be considered during the next stage of work.

5.8. Workstream 7 – Melton Mowbray Railway Station ‘Step-Free’ Accessibility

As highlighted in previous chapters, there is currently no unsupervised step-free access to Platform 2 (for southbound services to Leicester and Birmingham), providing a barrier or inconvenience to potential users of the service, such as those with limited mobility, small children/pushchairs and heavy luggage. Correspondingly, it is proposed to explore opportunities for a new step-free crossing at the station to overcome this and boost rail usage. Responses to the public engagement on the draft interim MMTS indicated strong levels of support for this idea in principle, although some comments referred to the sensitivity of the surrounding area and the need to consider potential visual impacts during the development of any specific proposals. The exploration of opportunities would need to be undertaken in partnership with the rail industry, Melton Borough Council and other stakeholders as appropriate.

⁷⁸ [The Leicester and Leicestershire Rail Strategy, 2017](#)

5.9. Workstream 8 – Town Centre Parking Provision

5.9.1. Parking provision in Melton Mowbray town centre was most recently reviewed in 2015 by Peter Brett Associates on behalf of Melton Borough Council, prior to the adoption of Melton Borough's Local Plan and the development of the MMTS. It is proposed to undertake a further review of parking provision as part of the *full* MMTS, to take account of subsequent changes and more broadly consider whether current parking provision across Melton Mowbray town centre is appropriate to help address the key challenges and opportunities outlined through the MMTS evidence base and planned workstreams, in particular:

- discouraging unnecessary car journeys into the town through encouraging people to walk, cycle or use passenger transport where possible – to reduce congestion, support decarbonisation of the town's transport system and minimise environmental and public health impacts;
- reducing traffic volumes on key routes to facilitate walking, cycling and public realm enhancements, including through potential changes to the central ring road and development of a town wide cycle network;
- creating room to provide a new 'bus hub' in the town centre (see workstream 4) and/or expand public space (as part of any future regeneration plans for the town centre);
- continuing to facilitate vehicular access to the town centre where this remains the only or most appropriate option – for instance journeys from sparsely populated rural areas of Melton Borough where alternative forms of travel to Melton Mowbray are limited.

5.9.2. Responses to the public engagement on the draft *interim* MMTS indicated strong support for the principle of reviewing town centre parking provision as part of the strategy. The detailed comments received highlighted a diversity of views concerning the key priorities that the parking review should seek to address, ranging from aspirations to see overall parking provision reduced or rationalised to support regeneration or public space initiatives and/or to encourage sustainable travel choices, to others expressing a desire for parking provision to be made more widely available and/or cheaper than at present. Specific suggestions made regarding potential changes to town centre parking provision (and supporting measures) will be considered as part of the town centre parking review.

5.9.3. The scope of the review and any resulting MMTS proposals will, as a minimum, include the quantity, locations, regulation and pricing of parking facilities in and around the town centre, both on and off-street. The review will need to be undertaken jointly with Melton Borough Council (recognising that Leicestershire County Council is responsible for on-street car parking provision whereas Melton Borough Council owns and manages the town's public off-street car parks) and have regards to any emerging aspirations for regenerating the town centre, given this could itself have implications for parking provision and usage across the town.

5.10. Workstream 9 – Emerging and Future Transport Technologies

- 5.10.1. As part of the *full* MMTS it will be necessary to explore opportunities to equip Melton Mowbray's transport system to cater for key emerging and anticipated future technological advances, with particular regard to those new/emerging technologies required to support the decarbonisation of the town's transport system.
- 5.10.2. Working with Melton Borough Council, LCC will seek to identify future opportunities progressively to expand the number of electric vehicles charging facilities within Melton Mowbray. Currently the supply and range of locations of existing charging points within the town is insufficient to make owning and using electric vehicle a practicable option for most people and is therefore likely to hinder the decarbonisation of the town's transport system. Responses to the public engagement on the draft *interim* MMTS indicated strong support for the principle of seeking to improve electric vehicle charging facilities as part of the *full* MMTS.
- 5.10.3. A national approach and standards for electric vehicle charging infrastructure have yet to be established. On this basis, (and in areas that are not owned by the County Council) Leicestershire County Council will work with Melton Borough Council, stakeholders and other parties to focus on encouraging increased provision of off-street charging (including at homes, workplaces, retail and public car parks), for which established, industry-led technologies already exist. This will principally involve:
- seeking commitments through the planning process to provide electric vehicle charging infrastructure as part of new developments, in accordance with Policy EN9 of the adopted Local Plan,
 - Alongside any wider proposed changes to off-street parking provision in Melton Mowbray town centre, consider the provision of EV charging infrastructure (see Workstream 8 above),
 - where appropriate, supporting third-party initiatives to install off-street electric charging points (such as ongoing work by Melton Borough Council to investigate and prepare a business case for the potential installation of solar powered electric charging points in council-owned car parks).
- 5.10.4. At the time of writing, the County Council is reviewing its position in respect of on-street electric charging facilities and by extension, how such facilities might be provided across the county's road network (especially in locations where off-street charging points are not an option) in the future, either by the County Council itself or by third-parties. To date, there are no on-street electric vehicle charging points on the county's roads and consideration of potential opportunities to install on-street charging infrastructure has been hindered by:
- a lack of national guidance on how to develop standardised on-street charging networks that are usable by most vehicles and drivers (consistency will be vital if drivers are to be confident they can charge their vehicle at most charge points);

- limits on funding available to cover the delivery of on-street charging infrastructure (whilst funding has been made available by the Department for Transport (DfT), this only covers part of the full costs of installing and maintaining on-street charging points, at a time when the County Council's budgets are already under significant financial pressure);
- uncertainties around responsibilities for on-going maintenance, robustness to vandalism, managing fair usage and payment mechanisms;
- difficulties in locating charging points in residential areas without these impacting on other highway users (e.g. cables trailing across footways);
- potential requirements for new local parking regulations and enforcement, and;
- the pace of change in battery technology and potential redundancy of on-street charging infrastructure within a relatively short time frame.

5.10.5. Throughout the development of the *full* MMTS, the County Council will continue to follow the progress of the electric vehicle market closely and will update its approach to electric vehicle charging infrastructure accordingly to keep pace with changes in technology, Government policy and any suitable funding opportunities which arise. Similarly, consideration will be given to the need for any other new infrastructure (and/or wider measures) within the town to facilitate the decarbonisation of passenger and freight transport or other key emerging technologies (such as the possible future introduction of electric scooter schemes within the town).

5.10.6. Furthermore, the Council will pursue any opportunities to press the Government to set out a national approach, standards and funding regimes for infrastructure to support electric vehicles and other key emerging technologies to enable a more comprehensive and consistent roll-out of these technologies, including through the MMTS. Electric vehicle charging and other emerging technology schemes already introduced or being piloted by other authorities will also be reviewed to learn from these experiences.

5.11. Workstream 10 – ‘Behaviour Change’ Initiatives

5.11.1. The *full* MMTS will include a programme of behavioural change initiatives to increase levels of walking, cycling and passenger transport use across Melton Mowbray, supporting the wider sustainable transport improvements proposed through the strategy. Such measures help to break down the barriers to walking, cycling and using passenger transport by providing key information and skills that allow new users to feel competent and confident in using these forms of travel. Leicestershire County Council has a good track record of delivering behavioural change measures in the county through its established ‘Choose How You Move’ brand, which can include measures such as:

- Personalised Travel Planning programmes (PTP), which target households within specified areas to help residents make informed travel choices;
- Adult Cycle Courses, which provide adults with the confidence and skills to cycle more often, both for everyday journeys and leisure purposes;

- working with businesses to help them to develop travel plans and initiatives to encourage sustainable travel behaviour amongst their employees and/or customers. This has included providing grant funding to businesses to implement measures such as new cycle parking or shower facilities;
- a comprehensive school's programme to help schools develop travel plans and implement measures promote and incentivise sustainable travel behaviour within school communities.

5.11.2. Responses to the public engagement on the draft *interim* MMTS strongly supported the inclusion of a package of behaviour change initiatives within the *full* MMTS.

5.12. Workstream 11 – Local Traffic Management Issues

5.12.1. Notwithstanding the MMDR and accompanying strategic traffic interventions planned through the *interim* MMTS or to be explored through the workstreams described previously, the *full* strategy will also seek to address significant residual local traffic management issues in and around the town (such as 'rat running' on residential roads and minor country lanes, speeding, or problems associated with on-street parking). The specific locations and issues to be explored through this workstream will be informed by feedback and evidence from members of the public and key stakeholders, including comments and suggestions received during the public engagement exercise held between January and March 2021.

5.13. How the workstreams will help realise aspirations for the *full* MMTS

5.13.1. Table 6 (below) summarises how the planned workstreams will support the development of a comprehensive package of interventions for the *full* MMTS, building on the foundations created by the *interim* strategy (as identified previously in Chapter 4 of this document).

Table 6: How the interim strategy will address key issues

Key Issue	How will the <i>full</i> strategy build on the <i>interim</i> version in respect of this issue?	Through which of the planned workstreams will this be achieved?
Existing Transport Network Performance and Constraints	<ul style="list-style-type: none"> • Will set out definitive and comprehensive proposals for transforming the town's cycling and walking facilities along existing routes into the town (noting the low-key, intermittent standard of current facilities), to maximise the benefits of removing large volumes of traffic from these routes. 	<ul style="list-style-type: none"> • Workstream 1 – Town Centre Highway Network • Workstream 2 – Melton Mowbray Cycle Network

Key Issue	How will the <i>full</i> strategy build on the <i>interim</i> version in respect of this issue?	Through which of the planned workstreams will this be achieved?
	<ul style="list-style-type: none"> Will seek to improve passenger transport services and infrastructure, whilst identifying a financially sustainable long-term approach to passenger transport provision within the town. 	<ul style="list-style-type: none"> Workstream 3 – Melton Mowbray Road Passenger Transport Network Workstream 4 – Town Centre ‘Bus Hub’ Workstream 5 – Bus Stop Infrastructure Workstream 6 – Passenger Rail Services Workstream 7 – Melton Mowbray Railway Station ‘Step Free’ Accessibility
	<ul style="list-style-type: none"> Will seek to reduce levels of car dependency within the town and wider Melton Borough by implementing proposals to aid such change, including those described above. 	<ul style="list-style-type: none"> Workstreams 1 to 7
Supporting Growth and Economic Development	<ul style="list-style-type: none"> Will provide a comprehensive, holistic approach to improving walking, cycling and passenger transport links between the town centre (or other key services/facilities within the town) and planned growth areas, including the Melton Mowbray North and South Sustainable Neighbourhoods. By extension, this will provide a strong foundation for working with developers to coordinate investment and implement such improvements⁷⁹. 	<ul style="list-style-type: none"> Workstreams 1 to 5
	<ul style="list-style-type: none"> Will identify opportunities created by the delivery of the MMDR to support regeneration and enhancement of public spaces in and around the town centre. 	<ul style="list-style-type: none"> Workstreams 1, 4 and; Workstream 8 – Town Centre Parking Provision
Transport’s Carbon Footprint and Local Environmental Impacts	<ul style="list-style-type: none"> Will substantially expand the range of measures to encourage sustainable travel choices, including comprehensive improvements to walking, cycling and passenger transport services and infrastructure within the town, and/or any promotional, behaviour change initiatives/programmes. 	<ul style="list-style-type: none"> Workstreams 1 to 7 Workstream 10 – ‘Behaviour Change’ Initiatives

⁷⁹ Whilst providing appropriate walking, cycling and passenger transport connectivity to growth areas is generally the responsibility of developers, the cumulative nature of growth across Melton Mowbray (with many different sites and developers) and overlapping transport requirements means that, in this instance, a developer-led approach is likely to result in piecemeal improvements which (individually and collectively) fail to meet overall needs and/or maximise the wider benefits of investment in the town. A piecemeal approach is especially unlikely to provide a sustainable long-term foundation for passenger transport provision within the town.

Key Issue	How will the <i>full</i> strategy build on the <i>interim</i> version in respect of this issue?	Through which of the planned workstreams will this be achieved?
	<ul style="list-style-type: none"> Will explore opportunities to provide additional electric vehicle charging infrastructure within the town to support the decarbonisation of the transport system. 	<ul style="list-style-type: none"> Workstream 9 – Emerging and Future Transport Technologies
	<ul style="list-style-type: none"> Will identify opportunities created by the delivery of the MMDR to enhance the quality of public spaces and/or improve the setting of the town's key socio-cultural and historic assets. 	<ul style="list-style-type: none"> Workstreams 1, 4 and 8 Workstream 11 – Local Traffic Management Issues
Access to Services and Opportunities	<ul style="list-style-type: none"> Will identify more comprehensive improvements to walking, cycling and passenger transport services and infrastructure within the town, which will, in turn, provide better access to services and opportunities for those without access to a car (both to key local services and facilities within the town and wider destinations providing an increased range and choice of facilities and opportunities). 	<ul style="list-style-type: none"> Workstreams 1 to 7
	<ul style="list-style-type: none"> Will seek to reduce levels of car dependency within the town and wider Melton Borough by implementing proposals to aid such change, including those described above. 	<ul style="list-style-type: none"> Workstreams 1 to 7
Supporting Good Health, Safety and Wellbeing	<ul style="list-style-type: none"> Will substantially expand the range of measures to encourage active travel by identifying more comprehensive improvements to walking and cycling infrastructure, as well as supporting promotional, behaviour change initiatives/ programmes within the town. 	<ul style="list-style-type: none"> Workstreams 1, 2 and 10
Availability of Funding	<ul style="list-style-type: none"> Will expand opportunities to secure funding for transport improvements within the town, by identifying/ developing proposals beyond the scope of the <i>interim</i> MMTS. 	<ul style="list-style-type: none"> All workstreams
	<ul style="list-style-type: none"> Will seek to identify a financially sustainable, long-term approach to passenger transport provision within the town. 	<ul style="list-style-type: none"> Workstream 3

5.14. Delivering the Workstreams

- 5.14.1. As highlighted above, the further work required to take forward the workstreams and to deliver the emerging proposals will require the extensive involvement of a range of external partners and stakeholders, as well as significant funding. It will not be something Leicestershire County Council will be able, or can afford, to do on its own.
- 5.14.2. The County Council will therefore seek to progress the further work and secure funding towards this from other sources, in accordance with Policy 3 as part of the interim and full strategy. Potential sources of funding are discussed further in Chapter 6 (Implementation of the Strategy), but will include submitting funding bids to Government (as with the successful bids that have helped to secure monies towards the delivery of the MMDR) and working with Melton Borough Council to continue securing developer contributions towards the MMTS.

Policy 3 – Development and Delivery of the *Full* MMTS

Leicestershire County Council will work with Melton Borough Council, developers and other key partners and stakeholders, as appropriate, to progress the workstreams described within Chapter 5 of the *Interim* MMTS document.

The County Council will also pursue suitable opportunities to fund and/or deliver any specific proposals identified through the workstreams (which could include the initial scheme ideas outlined within Chapter 5 of the *Interim* MMTS document), noting that such funding and delivery opportunities may arise prior to the overall completion and adoption of the *Full* MMTS.

Pursuant to the above, developer contributions will be sought in accordance with Policy 4 of the *Interim* MMTS, as appropriate, towards:

- The taking forward of the further work required under the workstreams, and/or;
- The delivery of specific proposals emerging from the workstreams, in full or in part.

6. Implementation of the Strategy

6.1. Overview

6.1.1. This chapter sets out the key steps that Leicestershire County Council has already taken or will take going forward to:

- complete the *interim* MMTS document;
- deliver the *interim* MMTS proposals;
- develop the *full* MMTS;
- maximise funding towards the MMTS, and;
- monitor and review the MMTS.

Progress to date and/or planned future actions for each of these steps are summarised within sections 6.2. to 6.6.

6.2. Completion of the *Interim* MMTS Document

6.2.1. As shown in Table 7, an early, summary version of the *interim* MMTS; entitled the '*Interim Melton Mowbray Transport Strategy Engagement Draft*'; was published in January 2021, to seek the views of the public and stakeholders. A public engagement exercise was subsequently held between January and March 2021. This document; the final, unabridged version of the *interim* MMTS; has been informed by the responses received during the public engagement exercise.

6.2.2. The final interim MMTS will be taken to Leicestershire County Council's Cabinet for approval in July 2021. Once approved, the interim MMTS document will define the County Council's planned approach to investment in Melton Mowbray's transport system until superseded by the full MMTS. Crucially, the interim MMTS will:

- reinforce the policy basis for delivering the MMDR and key supporting schemes outlined within the *interim* strategy (as set out in chapter 4 of the document);
- support the submission of the full business case for the North and East MMDR scheme, anticipated in Autumn 2021 (see section 6.3 for more details);
- provide a basis for future funding bids to central government;
- provide an enhanced basis for engagement between Leicestershire County Council (as the Local Highway Authority), Melton Borough Council (as the Local Planning Authority) and developers to secure proportionate contributions towards the MMTS and safeguard the delivery and standards of key infrastructure (see section 6.5. for more details) in accordance with the adopted Melton Local Plan, and;
- reaffirm the County Council's commitment to completing the *full* MMTS and setting out the key steps needed to achieve this.

Table 7: *Interim MMTS Milestones*

Task/Stage	Timescale
Draft <i>Interim</i> MMTS 'Engagement Draft' document published	January 2021
Public engagement held on the 'Engagement Draft' document	January – March 2021
Responses to public engagement reviewed	March – June 2021
<i>Interim</i> MMTS documents updated and finalised (incorporating engagement feedback)	
Seek Cabinet approval for final <i>Interim</i> MMTS documents	July 2021
Submit final <i>Interim</i> MMTS document to DfT (alongside MMDR North and East Full Business Case)	Autumn 2021

6.3. Delivery of the *Interim* MMTS Proposals

6.3.1. As highlighted in Chapter 4, the central component of the *interim* MMTS is the Melton Mowbray Distributor Road (MMDR – *Proposal A*), schemes for which have already been developed to an advanced stage. This reflects the vital importance of the MMDR, both to the delivery of the Melton Local Plan and for the opportunities it would create to reshape Melton Mowbray's wider transport network through the MMTS. It also demonstrates the long timescales (typically up to 10 years) required to identify and prepare major road schemes on the scale of the MMDR for construction. Commencing this work in advance of the wider MMTS has been crucial to prepare for emerging opportunities to bid for Government funding towards the scheme, to close identified funding gaps and potentially allow the scheme to be fully completed and opened to traffic by the mid-2020s, much sooner than would be possible if reliant on developers to fund and deliver the road.

6.3.2. The northern and eastern sections of the MMDR have reached the most advanced stage of preparation:

- Funding of £49.5m has been secured in principle from the Department for Transport's (DfT) Large Local Majors Transport Scheme Programme, subject to the approval of the Full Business Case, with the remainder of the scheme's costs being met by developer contributions secured or forward funded by Leicestershire County Council and Melton Borough Council. A full business case for the *North and East MMDR* scheme is currently being prepared and is expected to be submitted to the DfT in Autumn 2021 for final approval and confirmation of funding;

- Key processes in the design and approval of the scheme are complete or in progress. A preferred alignment for the scheme has been confirmed and planning approval has been secured for its construction. Additionally, Compulsory Purchase Order (CPO) and Side Road Order (SRO) notices have been published and consulted on;
- Subject to the confirmation of funding and conclusion of outstanding processes, scheme construction is expected to start in Spring 2022 and be completed by Summer 2024. Pre-construction works (such as the installation of site compounds and utility diversions) are expected to begin prior to Spring 2022.

6.3.3. The southern section of the MMDR is at a less advanced stage, with the development, funding and construction of the scheme closely tied to emerging proposals for the *Melton Mowbray South Sustainable Neighbourhood* and *Leicester Gateway Manufacturing Zone*. The scheme is currently expected to be delivered between now and 2036, in accordance with Melton's Adopted Local Plan.

6.3.4. The other components of the *interim* MMTS, summarised below and set out in more detail within chapter 4, will need to be implemented concurrent with the completion of the MMDR:

- **Proposal B** – the reclassification of roads in and around Melton Mowbray (including the re-routing of strategic diversion routes for the A1 and A46);
- **Proposal C** – the introduction of new HGV restrictions and signage as part of an HGV routing strategy for the town (to encourage HGVs to use the most appropriate routes to destinations within the town and discourage HGV through movements once the MMDR is complete);

Detailed proposals are currently being developed to facilitate this. With the likelihood that the southern section of the MMDR will be completed at a later stage than the northern and eastern sections of the MMDR, the implementation of these measures will need to be phased, with the intermediate proposals (as set out through Figures 27 and 29 in Chapter 4 – the Interim Strategy) being introduced upon opening of the North and East MMDR and the transition to the full and final proposals (as set out through Figures 28 and 30 in Chapter 4) taking place upon opening of the South MMDR.

6.4. Completion of the *Full* MMTS

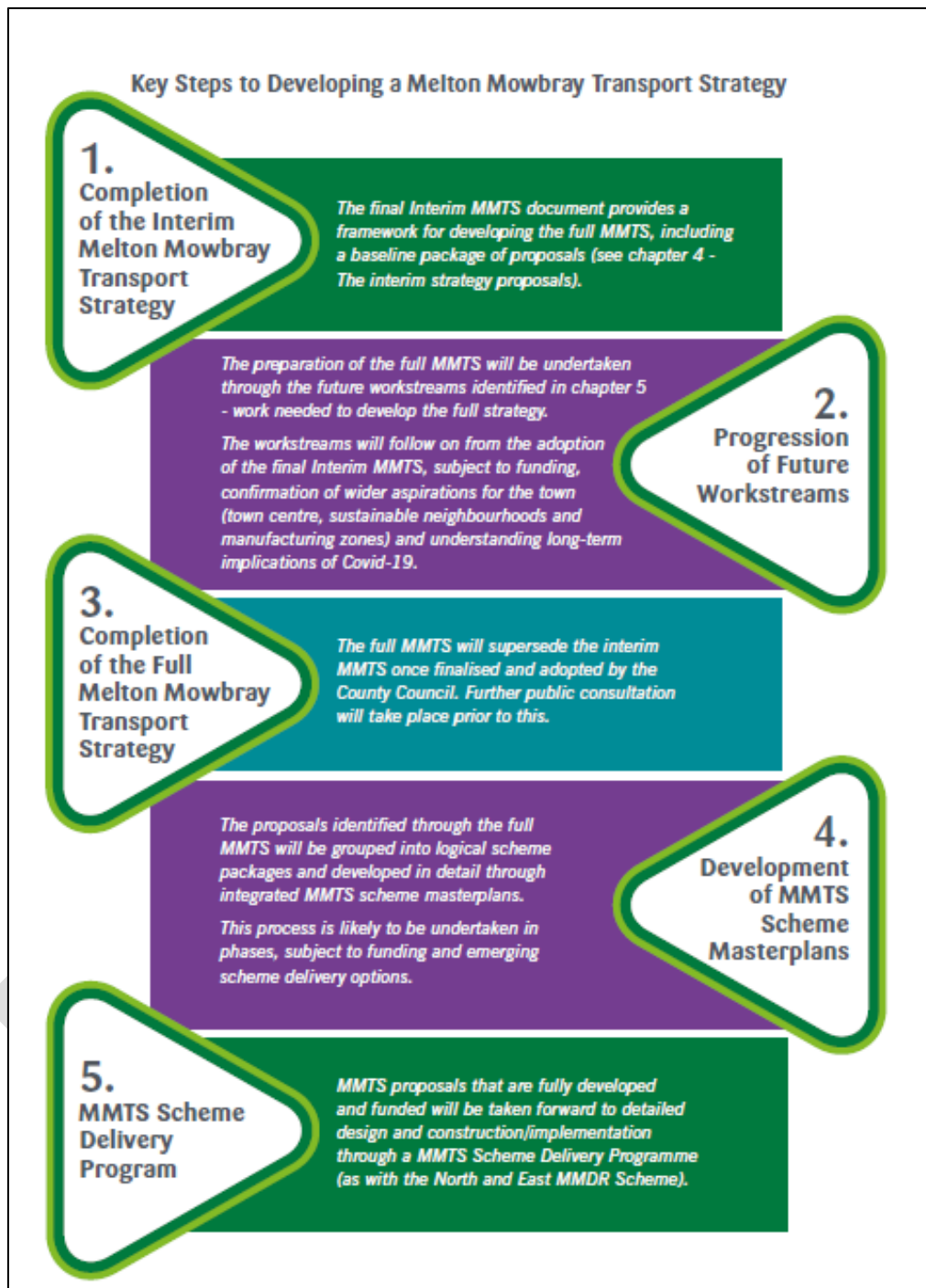
6.4.1. The proposed workstreams for completing the development of the *full* MMTS (and thereby identifying a definitive set of strategy objectives and proposals) are set out in Chapter 5. The scope of these workstreams has been informed by feedback received through the public engagement exercise on the *interim* strategy held in January to March 2021.

6.4.2. The *full* MMTS will be subject to further public engagement/consultations and approval by Leicestershire County Council's Cabinet. Once approved, it will replace the *interim* MMTS, providing a comprehensive outline of the County

Council's planned approach and priorities for investing in the town's transport system through to at least 2036.

- 6.4.3. Based on the emerging ideas set out in Chapter 5, many of the *full* MMTS proposals are likely to be heavily interlinked and therefore difficult to pursue as standalone, self-contained schemes, especially with regards to proposals in and around the town centre and on the main radial routes. At the same time, the delivery of the MMTS will need to be phased (and sufficiently flexible), given the large total scale of investment required and the fact that this investment is likely to be secured incrementally over the lifetime of the strategy, and that even if ample funding were available, it would be impossible to deliver all schemes at once. For the purposes of subsequent scheme development, it is therefore planned to group the proposals into logical scheme packages (e.g. focussed on specific areas or routes within the town) and prepare integrated transport masterplans for each scheme package. This approach will ensure linked proposals are developed in a coordinated fashion, whilst simultaneously allowing resource and investment to be focussed on developing those specific components of the strategy that have the strongest and/or most immediate funding and delivery opportunities at any given point in time.
- 6.4.4. The key stages involved in developing and delivering the *full* MMTS are summarised in Figure 37:

Figure 37: Key Steps for Developing the full MMTS



6.5. Interim Approach to Funding

- 6.5.1. The development of the MMTS has (to date) been funded jointly by Leicestershire County Council and Melton Borough Council, recognising the simultaneous roles of the strategy in supporting the Melton Local Plan and providing a platform for wider transport investment across the town. By contrast, the delivery of schemes proposed in the MMTS (both the current *interim* strategy and the future *full* strategy) will be reliant on external funding due to the large scale of investment required, noting that the cost of delivering the proposals outlined in the *interim* MMTS is over £100m and the potential for the *full* MMTS to include further major transport infrastructure enhancements within the town.
- 6.5.2. The two main sources of external finance for the MMTS are developer contributions (secured through the planning process) and central government funding awards (typically through competitive bid processes). The County Council's planned approach to maximising funding from each of these sources is described in more detail below.

Developer Contributions

- 6.5.3. The delivery of the MMTS is essential to prevent a severe deterioration in the performance of Melton Mowbray's transport network due to the impacts of planned growth in and around the town. In general, these impacts are cumulative, as opposed to being attributable to a specific development. In principle, therefore, it is reasonable to expect all major developments across the town to contribute proportionately towards the delivery of the strategy (unless exceptional circumstances dictate otherwise). Examples of how developer contributions will be used to support delivery of the strategy are set out in Table 8:

Table 8: The use of Developer Funding towards the MMTS

Component	How developer funding will be used
<i>Interim MMTS</i>	Delivery of the MMDR and essential supporting works, i.e.: <ul style="list-style-type: none"> • the North and East MMDR Scheme • the South MMDR Scheme • the reclassification and re-signing of roads in and around Melton Mowbray • the introduction of new HGV restrictions within Melton Mowbray • additional highway works as required to support the above
<i>Full MMTS</i>	Development of the full strategy and supporting masterplans.

	<p>Delivery of schemes identified through the <i>full</i> MMTS including:</p> <ul style="list-style-type: none"> • improved cycling and walking connections from development sites to Melton Mowbray town centre and other key amenities • new and improved passenger transport services connecting to development sites • enhanced passenger transport infrastructure • highway mitigation schemes in and around the town centre • travel behaviour change initiatives
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The developer funding requirements will be reviewed and updated during the preparation of the full MMTS.

6.5.4. Leicestershire County Council has sought developer contributions toward the MMTS since the principle of the strategy was established in 2015⁸⁰, specifically:

- *Strategic Road Contributions* calculated on a pro-rata basis, for use in developing and delivering major highway works within the town, including the MMDR;
- contributions towards improved sustainable travel provision within the town, calculated in accordance with agreed site-specific evidence and requirements.

The principle of developer contributions towards the MMTS is underpinned by Policy IN1 of the adopted Melton Local Plan.

6.5.5. By July 2021, over £13.8m had already been secured from developments across the town, of which about £12.1m was through strategic road contributions and the remaining about £1.7m was towards sustainable travel improvements. However, most of this funding had yet to be received and was dependent on agreed development trigger points being reached (which is not guaranteed). In any case, the amount of developer contributions secured to date remains well short of the total funding required to deliver the strategy. On this basis, additional developer contributions towards the strategy will continue to be sought for the foreseeable future in accordance with Policy 4.

⁸⁰ [Report to cabinet, 11th September 2015](#)

Development of a Melton Mowbray Transport Strategy, item 333

Policy 4 – Developer Contributions towards the MMTS

Where a transport assessment indicates that development will add to the cumulative traffic and other transport problems of Melton Mowbray, Leicestershire County Council, as the Local Highway Authority, will seek proportionate contributions towards the delivery of the MMTS.

The contributions sought may be financial or ‘in kind’ (as defined within the National Planning Policy Framework – NPPF; e.g. developer-led delivery of specific schemes identified through the MMTS) and will be attributable to one or more of the types (i.- iii.) described below, as appropriate;

- i. A **Strategic Highway Contribution** towards the delivery of required improvements to the town’s road network, including but not limited to the MMDR. The total contribution for each development/site will be calculated on a pro-rata basis (e.g. based on numbers of dwelling and/or floorspace) as agreed between Melton Borough Council (as the local planning authority) and Leicestershire County Council (as the local highway authority).
- ii. An **Active Travel Contribution** towards the provision of new cycling and walking infrastructure and associated promotional activities within the town. The contribution will be equal in value to the agreed costs of any standalone cycling and walking measures required to make the development ‘acceptable’ in transport terms, as identified through the transport assessment.
- iii. A **Passenger Transport Contribution** towards the provision of new or enhanced road passenger transport services and/or the delivery of new passenger transport infrastructure within the town. The contribution will be equal in value to the agreed costs of any standalone passenger transport service and/or infrastructure proposals required to make the development ‘acceptable’ in transport terms, as identified through the transport assessment.

In relation to points (ii) and (iii) above, the contribution will be accompanied by a review mechanism, to determine whether it should be provided as a financial or ‘in kind’ contribution, along with the specific details of the proposal(s) to be implemented. The review mechanism will be triggered at or before the point that the contribution becomes due under the conditions and/or obligations attached to planning permission.

‘In kind’ contributions will only be agreed where they align with the proposals and/or workstreams identified through the MMTS and are in accordance with the appropriate Leicestershire County Council and/or Government design guidance at the time of securing such funds.

Public Funding Opportunities

- 6.5.6. The total cost of delivering the *Interim* MMTS is expected to exceed £100m, with any additional measures identified through the *full* MMTS being over and above this. This scale of investment is greater than can realistically be funded through developer contributions alone, meaning that public funding will also be required to enable the strategy's delivery.
- 6.5.7. With limited funding available locally, it will be necessary for Leicestershire County Council and its partners to seek funding from central government, in most cases through competitive bidding processes. Most immediately, it will be vital to secure confirmation of the £49.5m provisionally awarded through the Department for Transport's Large Local Major Transport Schemes Fund towards the delivery of the North and East MMDR scheme.

Local 'Match Funding' for Government Bids

- 6.5.8. Most Government funding opportunities require a proportion of scheme costs to be met locally through 'match funding', as in the case of the North and East MMDR Large Local Major Transport Schemes bid. Wherever appropriate, match funding requirements will be met through developer contributions. However, it will also be necessary to draw on other sources of local-match funding (including from local authority budgets) to deliver proposals where developer contributions are not applicable, or will need to be forward-funded to meet required scheme delivery timescales (with the up-front funding subsequently recouped as and when the developer contributions are received).
- 6.5.9. Where this is the case, Leicestershire County Council will consider providing match-funding to enable the delivery of proposals identified through the MMTS. However, the ability to do so will be subject to:
- affordability alongside the County Council's wider financial position and commitments;
 - the burden of match funding (and associated financial risks) being shared equitably with partners including Melton Borough Council as appropriate.

6.6. Monitoring and Review

- 6.6.1. As highlighted previously, the *interim* MMTS provides a temporary basis for transport investment across Melton Mowbray and will ultimately be superseded by the *full* MMTS.
- 6.6.2. Once the *full* MMTS is in place, it will be reviewed and updated periodically (at least once every five years) to ensure that it remains relevant to the challenges and opportunities facing Melton Mowbray as well as the wider policy landscape. In practice, this process is most likely to be undertaken in parallel with future reviews of the Melton Local Plan.

6.6.3. MMTS proposals that have been delivered will be subject to regular monitoring and evaluation, in accordance with a coherent framework, to assess their impacts and provide invaluable evidence to inform the development of future transport interventions in Melton Mowbray and throughout Leicestershire. In some cases, such as for the North and East MMDR scheme, this process is likely to include the installation of new permanent monitoring equipment, to enable the state of the network and impacts of schemes implemented through the MMTS to be measured on a long-term basis.

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