



# BMG Research Report

Leicestershire Town and Village Centres Survey:  
Melton Mowbray  
2006

Prepared for:  
Leicestershire County  
Council & Leicester Shire  
Economic Partnership

Prepared by:  
BMG Research



Because people matter.

## Table of Contents

<b>1</b>	<b>Introduction .....</b>	<b>3</b>
	Report contents .....	3
	Sampling methodology .....	3
	Respondent Profile .....	4
<b>2</b>	<b>Visiting the Town Centre .....</b>	<b>5</b>
	Visits .....	5
	Attractions and events.....	9
<b>3</b>	<b>Attitude towards the centre.....</b>	<b>11</b>
	Description and attitudes towards the centre .....	11
	Services available in the centre.....	16
	Town Centre Environment.....	19
<b>4</b>	<b>Crime and safety .....</b>	<b>22</b>
<b>5</b>	<b>Summary .....</b>	<b>26</b>
	Visiting the town centre .....	26
	Attractions and events.....	26
	Attitudes towards the centre .....	26
	Services available in the centre.....	26
	Town centre environment .....	27
	Crime and safety .....	27
<b>6</b>	<b>Conclusions and recommendations.....</b>	<b>28</b>

# 1 Introduction

Leicestershire County Council and the Leicester Shire Economic Partnership commissioned BMG to conduct a customer satisfaction survey in 17 town and village centres across Leicestershire, to inform the establishment of baselines to support Local Area Agreement (LAA) work. The intention of the survey has been to understand the issues specific to each settlement with a view to developing action plans for intervention. This report summarises the findings from Melton Mowbray.

## Report contents

Section 2 of this report looks at why respondents visited Melton Mowbray, frequency of visits, attractions and events and what, if anything, would encourage more people to visit the centre on a regular basis. Section 3 examines the attitudes of respondents to the different aspects of Melton Mowbray, considering whether the centre is a good place to shop, work and live as well as discussing the various services available in the area and the surrounding environment. Section 4 looks at how respondents in Melton Mowbray perceived crime and safety, and which issues were seen as big problem areas, whilst Section 5 summarises the key findings from the survey. Finally, section 6 concludes the main findings and provides recommendations.

## Sampling methodology

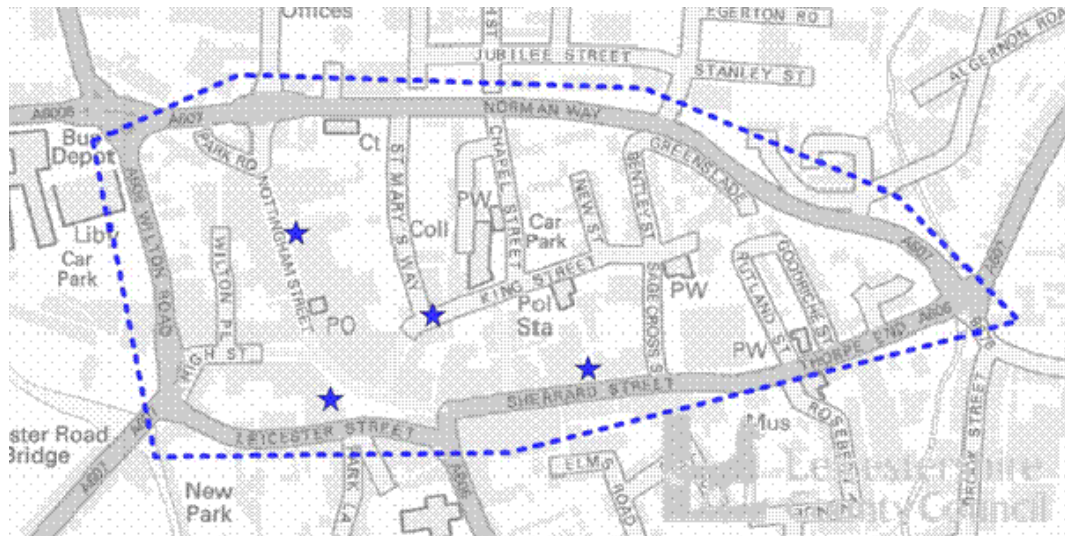
In total, 3000 interviews were planned across the 17 settlements. The sample structure called for a minimum of 100 interviews per settlement, with the remaining 1300 interviews distributed pro-rata on the basis of population size, meaning that the target for some of the villages was only a little over 100 in total, whilst for Loughborough it was over 300. Within the total sample, and for each centre, quotas were also established to control for:

- Age group;
- Ethnicity (white and non-white respondents);
- Gender;
- Interviews conducted on weekdays and Saturdays;
- Interviews conducted during the daytime and evening (after 5.30);
- Interviews conducted on market days and non-market days (where centres had a market).

The client identified a number of locations in the centre of each settlement where interviews took place – these were typically within the main shopping areas, often in or around the main market squares or retail developments. Interviews took place over a six week period through July and August 2006, following a pilot in Loughborough and Shepshed which indicated no problems in delivering the questionnaire.

Below is a map of the sampling points in Melton Mowbray:

Figure 1



© Crown copyright 2007. All rights reserved.  
Use of this image is limited to viewing on-line and printing one copy.  
Leicestershire County Council. LA100019271.

Source: Leicestershire County Council

## Respondent Profile

Within Melton Mowbray, 215 interviews were achieved. Of the sample, 53% of the respondents were female and 47% were male. 27% of respondents in Melton Mowbray were aged 16-24, 30% were aged 25-44, and 34% were aged 45-64, with the remaining 13% being of retirement age (65+). As reported by the 2001 Census, within Melton Mowbray 13% of the population were aged between 16-24, 36% were aged between 25-44, 31% were aged between 45-64 and 20% were aged 65 and over.

The vast majority of respondents in Melton Mowbray (91%) described themselves as white British, whilst 4% described themselves as other white. 3% of respondents described themselves as Indian, 2% African and 1% Bangladeshi. According to the 2001 Census, 99% of the population of Melton Mowbray described themselves as white.

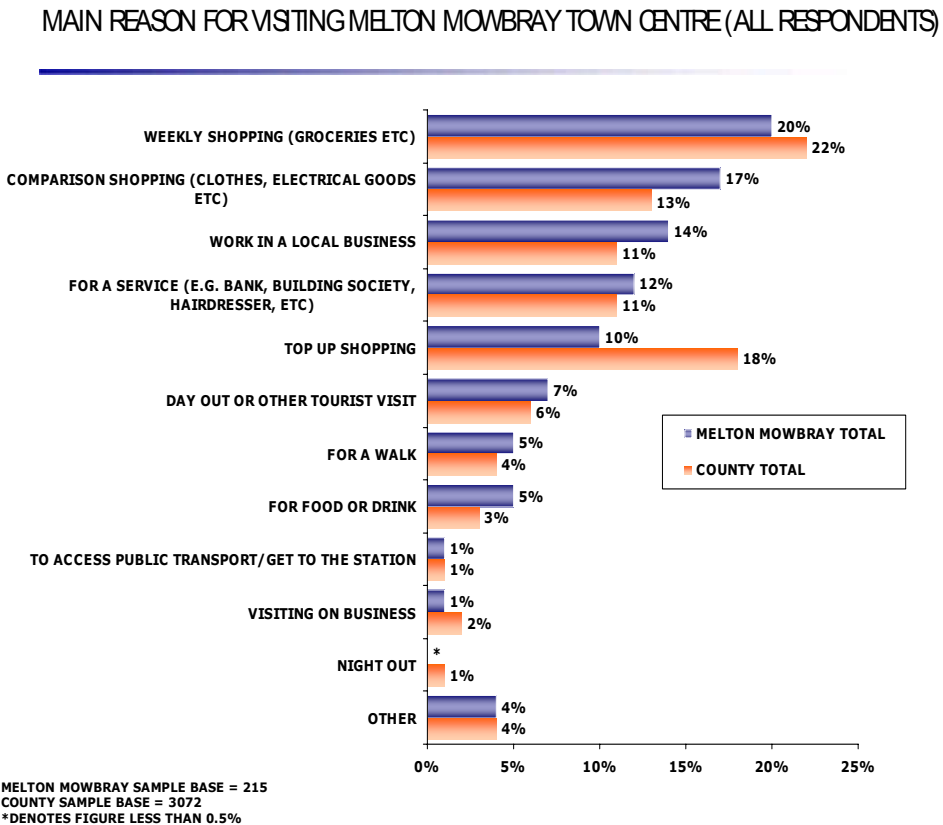
By economic status, 61% of respondents in Melton Mowbray were in work (55% employed and 6% self-employed). The largest proportion of those respondents not in work were retired (18% of the total Melton Mowbray sample). 12% of respondents were not in work because they were in education or training, 5% of respondents were claiming benefits, 4% were looking after children or other dependents or the home, whilst 1% were not in work due to an illness or disability.

## 2 Visiting the Town Centre

### Visits

This section looks at the reasons why people visited Melton Mowbray, their mode of transport used to get to the centre, the frequency of visits as well as if they had visited any attractions and events in the centre.

Figure 2

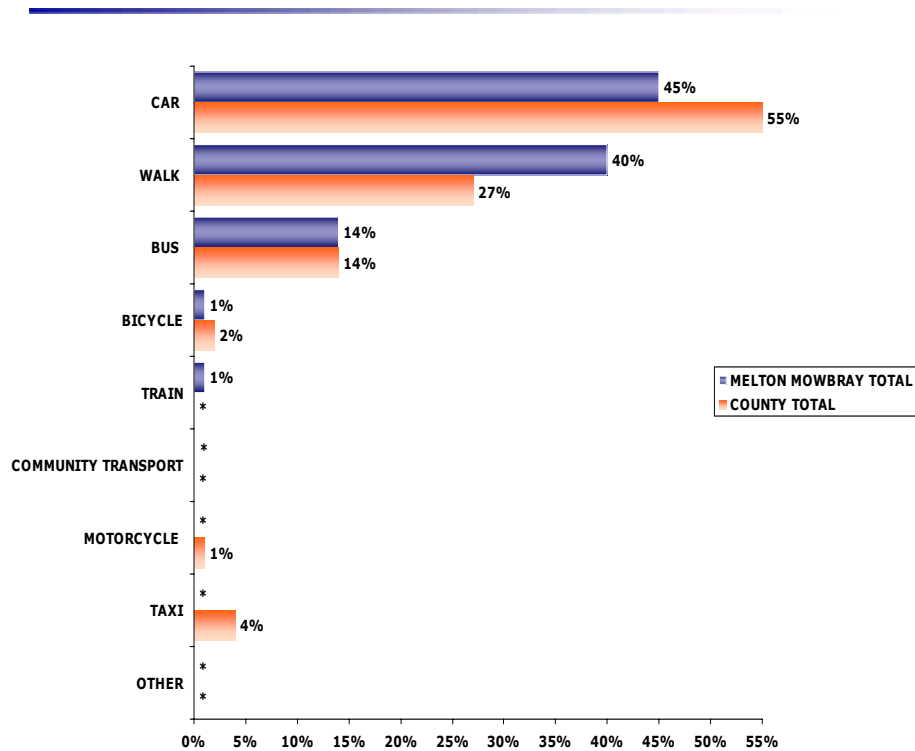


The intention of the survey was to speak to a cross-section of people present in the centres of the towns and villages, who may have been present for a whole range of purposes. Shopping trips of various sorts accounted for just under half of visits to Melton Mowbray (47%), which was lower than the total county figure (53%). 14% of respondents were present because they worked in the centre whilst 12% of respondents said that they were in the centre to use a service.

**Mode of transport used to get into the centre of town**

Figure 3

**MODE OF TRANSPORT TO MELTON MOWBRAY CENTRE (ALL RESPONDENTS)**



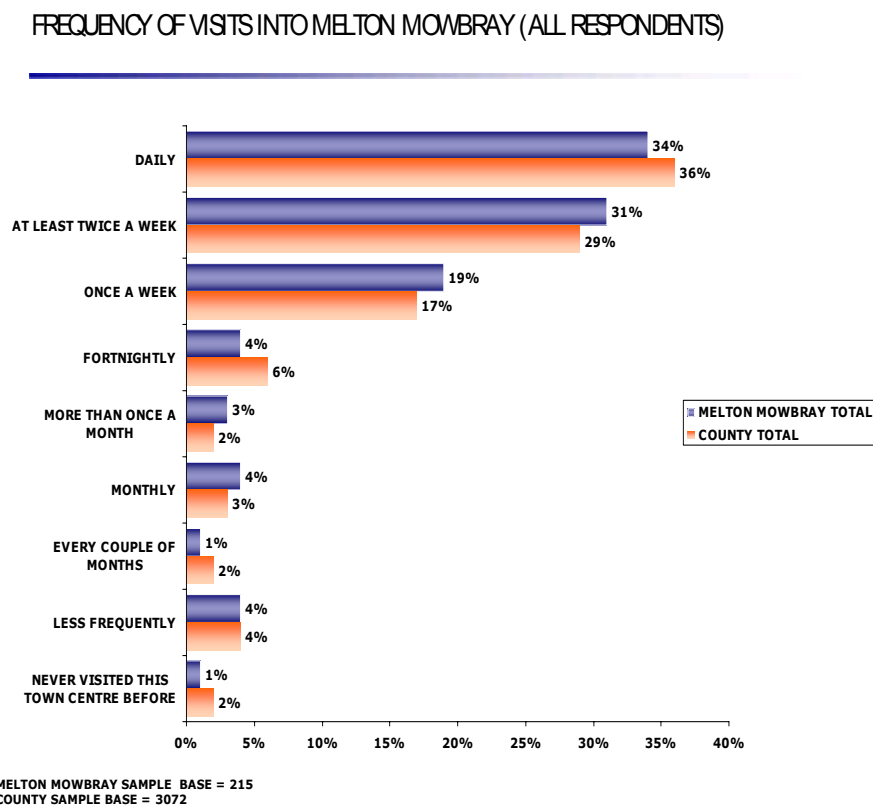
MELTON MOWBRAY SAMPLE BASE = 215  
 COUNTY SAMPLE BASE = 3072  
 \* DENOTES FIGURES LESS THAN 0.5%

A large proportion of trips into the centre by respondents on the day of the survey were made by car, whilst two-fifths of respondents walked into the centre (40%) and 14% arrived by bus (which was the same figure as the county total).

### Frequency of visits

As illustrated in the graph below, just over a third of respondents reported that they visited the centre daily (34%), whilst just under a third visited at least twice a week (31%) and just under one in five visited once a week.

Figure 4



Over half of respondents visited Melton Mowbray both at weekends and on weekdays (56%), whilst just over a quarter of respondents visited on a weekday (28%) whilst 16% visited at weekends.

The majority of respondents (65%) mainly visited Melton Mowbray during the day (before 5.30pm), with 4% visiting the centre only in the evening (after 5.30pm). 30% of respondents visited the town centre both during the daytime and evening.

Those respondents who only visited the centre in the evening were asked how often they visited the centre. 17% of respondents visited Melton Mowbray town centre in the evening once a week, whilst 15% visited at least twice a week. Saturday or Sunday evenings proved to be a popular day to visit the centre amongst respondents, with 22% choosing to do so. 18% of respondents visited mainly on a Friday evening.

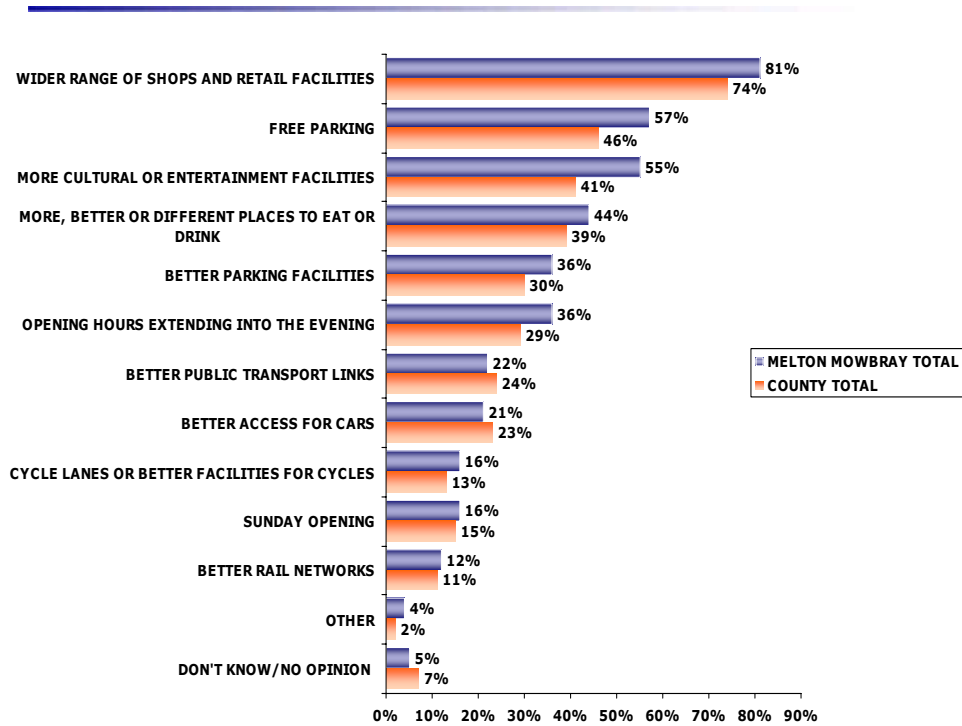
**Encouraging more people to visit the centre**

Respondents were asked to identify those issues which would encourage them to visit Melton Mowbray more often. They were able to cite more than one issue. Having a wider range of shops and retail facilities (81%) and free parking (57%) were cited as two areas that would encourage respondents to visit Melton Mowbray more.

Improvements in having more cultural or entertainment facilities, better places for food and drink and better public transport links were also very important to some respondents. Extending opening hours, particularly evening opening, were also significant for some visitors.

Figure 5

**AREAS THAT WOULD ENCOURAGE RESPONDENTS TO VISIT MELTON MOWBRAY TOWN CENTRE MORE OFTEN (ALL RESPONDENTS)**

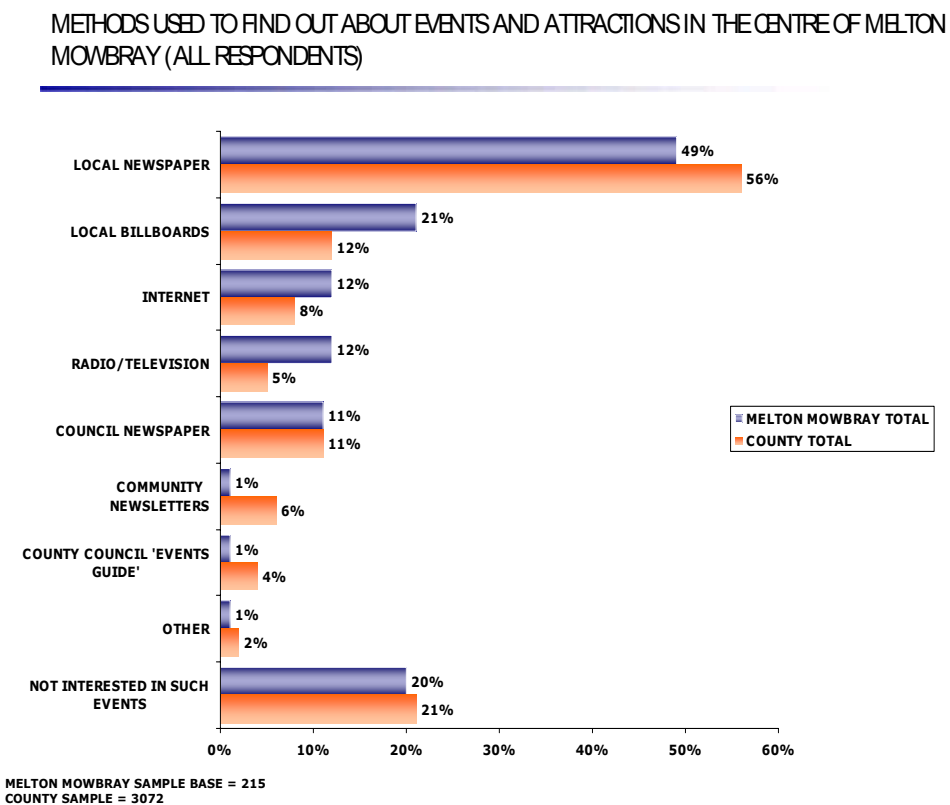


MELTON MOWBRAY SAMPLE BASE = 215  
 COUNTY SAMPLE BASE = 3072

## Attractions and events

As is clear from figure 6 below, local newspapers were overwhelmingly the most likely source of information about local events and attractions taking place in Melton Mowbray, with other sources only modest in their importance by comparison. Notably, local billboards was also a popular method of finding out about events and attractions in Melton Mowbray which was higher than the rest of the county (21% Melton Mowbray, 12% county total). The least popular methods included community newsletters and the County Council’s events guide (1% in each case).

Figure 6



When respondents were questioned about whether they had attended any events in the town centre recently, 21% said that they had compared to the county figure of 12%. Of these 21%, the most frequently cited events that were attended included the Melton Mowbray country fair (eighteen people), and the farmers market (four people). Seven people said that they had attended another event in the centre.

Respondents were asked what made the centre unique, different or special in Melton Mowbray. 53% of people say they didn’t know. 4% of respondents said the culture, 4% said the market and a further 4% said the history and heritage of Melton Mowbray. Other notable responses included:

- Safe area and low crime levels (3%);
- Easily accessible or easy to get to (2%);

- Food (2%);
- The size (2%);
- Architecture and buildings (1%);
- Born here or live here (1%);
- Churches (1%);
- Cleanliness (1%);
- Community spirit (1%);
- Leisure facilities (1%);
- Melton Mowbray pork pies (1%);
- Pleasant and attractive appearance (1%);
- Quiet and peaceful (1%);
- The layout (1%); and
- The people and variety of people (1%).

### 3 Attitude towards the centre

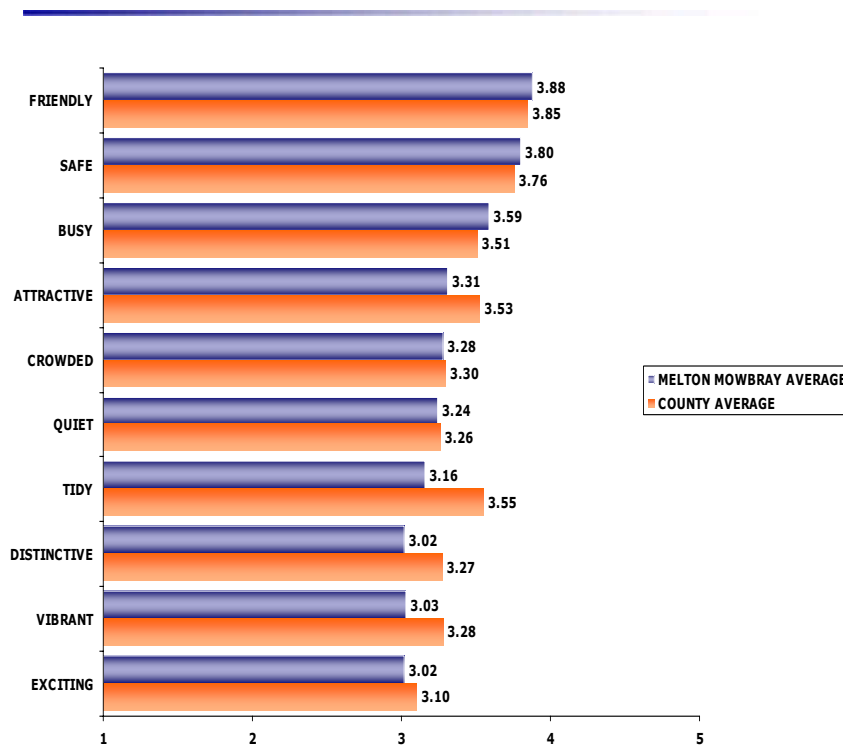
This section examines the attitudes of respondents to the different aspects of Melton Mowbray, considering whether the centre is a good place to shop, work and live as well as discussing the different services available in the area.

#### Description and attitudes towards the centre

Respondents were asked to say to what extent they agreed with a series of words to describe Melton Mowbray. Overall, Melton Mowbray was most likely to be described as 'friendly', 'safe', 'busy' and 'attractive'. At the opposite end of the spectrum, Melton Mowbray was least likely to be described as 'exciting' and 'vibrant'.

Figure 7

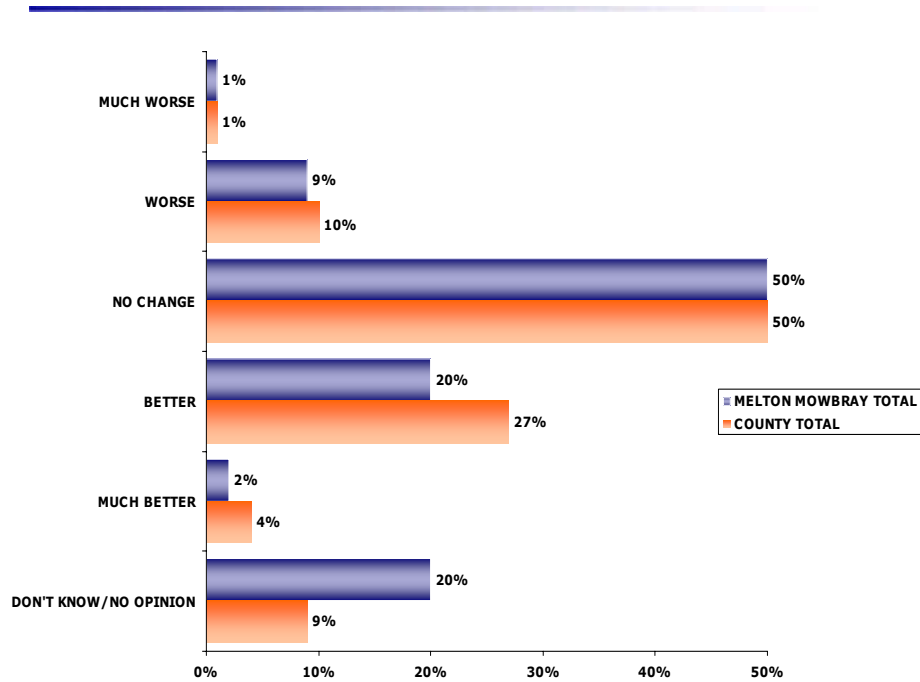
AVERAGE RATING OF MELTON MOWBRAY TOWN CENTRE



Whilst 50% of respondents didn't report any overall change in Melton Mowbray, one fifth of respondents believed that it had improved, compared to just 9% who thought it had got worse, as shown below:

Figure 8

WHETHER MELTON MOWBRAY TOWN HAS GOT BETTER OR WORSE WITHIN THE LAST 12 MONTHS



MELTON MOWBRAY SAMPLE BASE = 212  
COUNTY SAMPLE = 2999

All respondents were asked for their view on how well Melton Mowbray served different groups in the population. The results for each of these groups are shown in Table 1 below. Respondents tended to think that the best served groups were families. However, it was clear that amongst the total population of respondents in Melton Mowbray, there was greater concern about how the centre served young people than for any other group. 27% of respondents thought the centre was very poor or poor for young people.

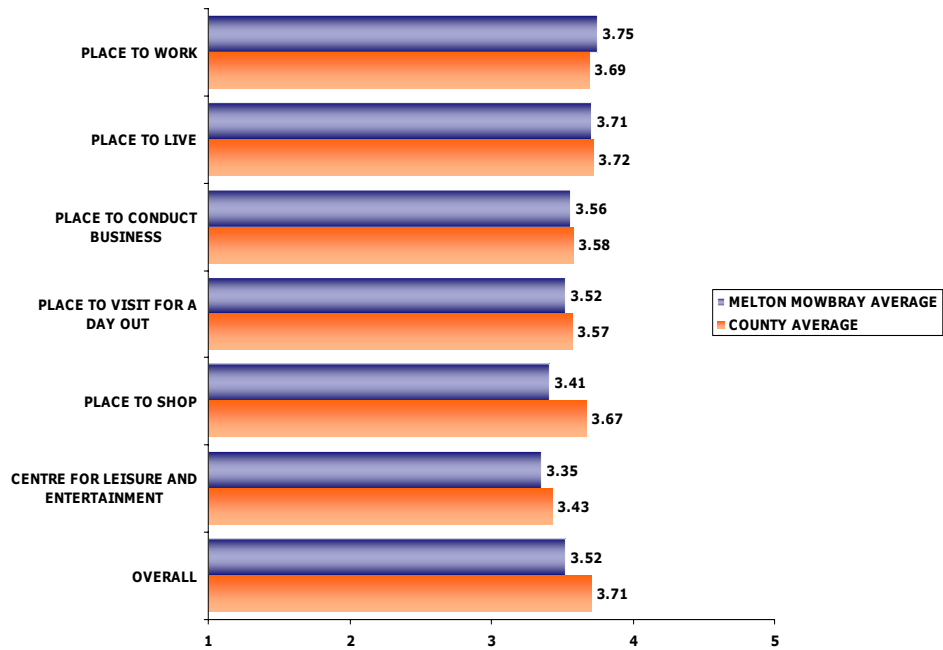
Table 1

<b>RATING OF MELTON MOWBRAY FOR VARIOUS GROUPS</b>							
	<b>Very poor</b>	<b>Poor</b>	<b>Neither good nor poor</b>	<b>Good</b>	<b>Very good</b>	<b>DK/no opinion</b>	<b>Mean score</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	
Elderly people	1	3	41	41	6	9	3.53
Families	2	3	40	46	5	4	3.49
Visitors	1	5	41	43	5	5	3.49
People with disabilities	1	5	41	34	2	17	3.39
Shoppers	1	14	40	42	1	2	3.28
Young people	6	21	37	27	1	9	2.97
<b>SAMPLE BASE: 215</b>							

**How good are the centres as places for particular activities?**

Figure 9

**RATING OF MELTON MOWBRAY AS A PLACE TO LIVE, WORK, SHOP, ETC (ALL RESPONDENTS)**

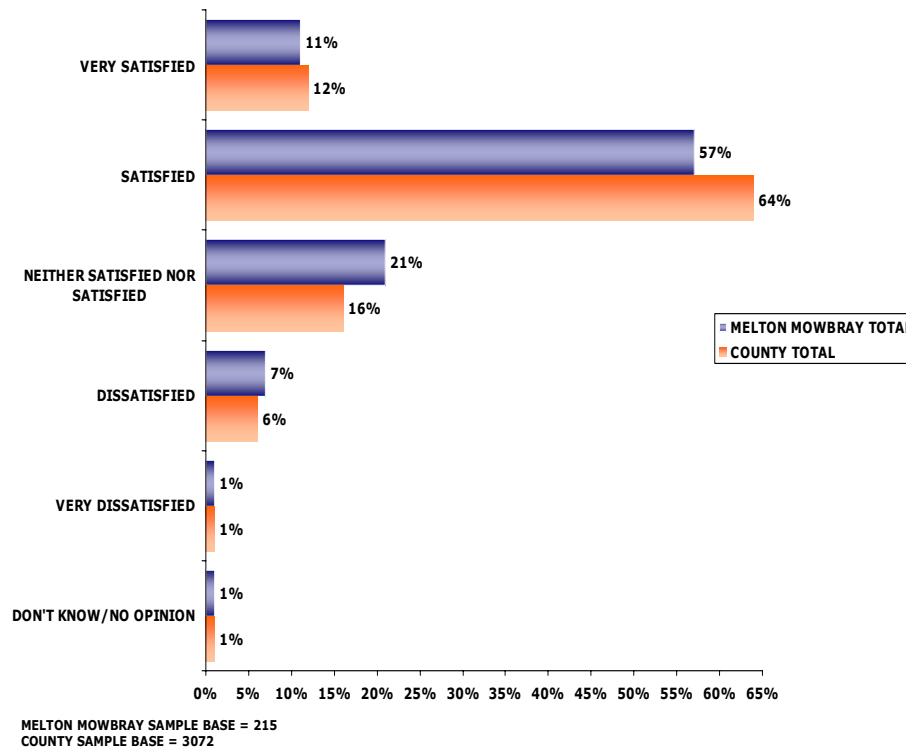


Overall, on a scale of 1 to 5 where 5 is the most positive score, Melton Mowbray was rated 3.52 which was lower than the county average of 3.71 - that is they were considered as well above average, good but not very good. Melton Mowbray was seen as a good place to work compared to the rest of the county (3.75 Melton Mowbray, 3.69 county). On all other accounts, Melton Mowbray fared slightly lower than the rest of the county as demonstrated in the above figure.

Overall, satisfaction was very high amongst respondents as they considered Melton Mowbray a good place to shop, visit and to do business. However, the overall level of satisfaction for Melton Mowbray was slightly lower compared to the total for the county as shown in the graph below (68% Melton Mowbray, 76% county).

Figure 10

OVERALL SATISFACTION WITH MELTON MOWBRAY AS A GOOD PLACE TO SHOP, VISIT AND TO DO BUSINESS (ALL RESPONDENTS)

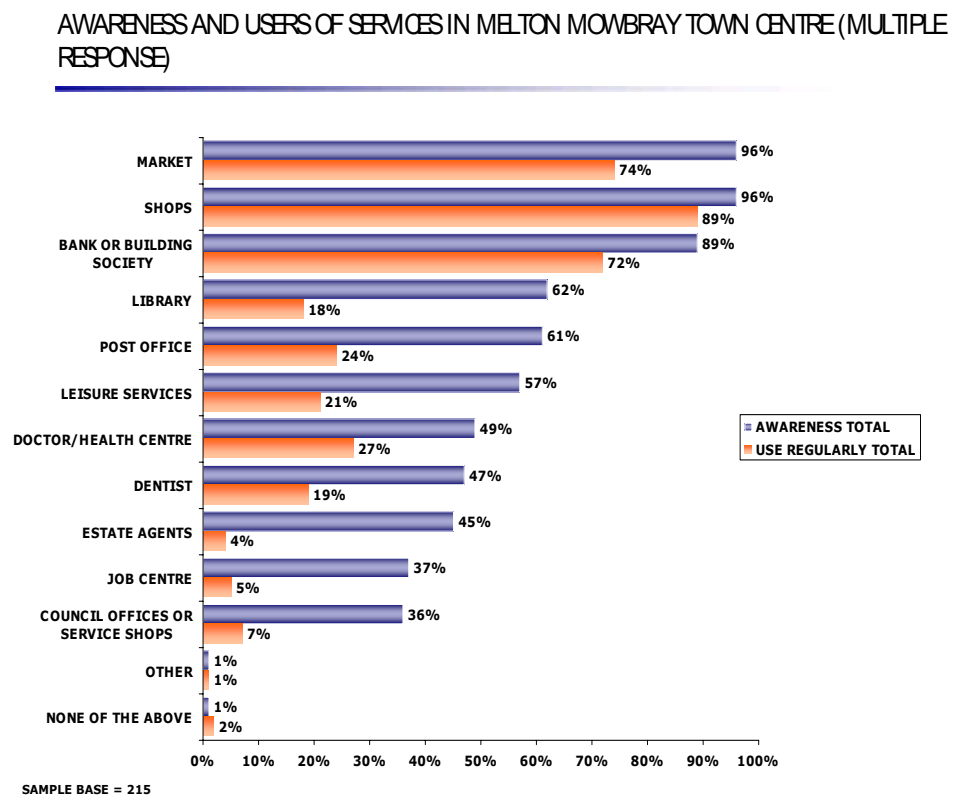


## Services available in the centre

Services available in the centre of Melton Mowbray were rated on the basis of awareness and on how often respondents used them.

As shown below respondents were more likely to be aware of services such as the market, shops and banks & building societies and these were the services which were also most regularly used. However, there were some services that people were aware of but were less likely to use regularly. For example 62% of respondents were aware of a library in Melton Mowbray but only 22% used the service. Furthermore, respondents were aware of health services within the centre of Melton Mowbray but less people used them on a regular basis - 49% of respondents were aware of a doctor's or health centre in Melton Mowbray, but 27% of respondents were regular users whilst 47% of respondents were aware that there was a dentist in Melton Mowbray whilst only 19% were regular users.

Figure 11



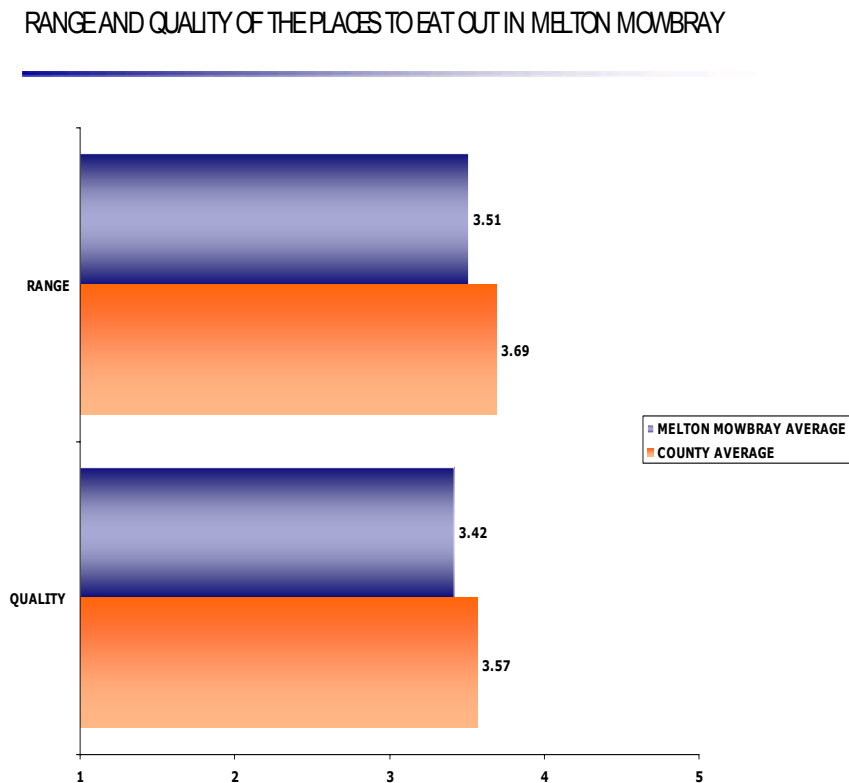
Respondents were questioned whether they agreed or disagreed that there was a wide variety of products available to buy from the market. 54% of respondents in Melton Mowbray agreed or strongly agreed that there was a wide variety of products available to buy from the market.

Respondents were questioned as to whether the retail outlets in Melton Mowbray met their shopping needs. Two-fifths of respondents said that

the variety of the retail outlets and shops in the centre met their needs very well or quite well (40%). 23% said it did not meet their needs whilst 17% said it met their needs adequately.

Respondents were asked to rate the quality of places to eat out in Melton Mowbray on a scale of 1 to 5, where 1 was very poor and 5 was very good. Respondents were slightly more positive about the range than the quality. This was reflected on a county level as shown in figure 12. Figures for Melton Mowbray were lower than the county averages.

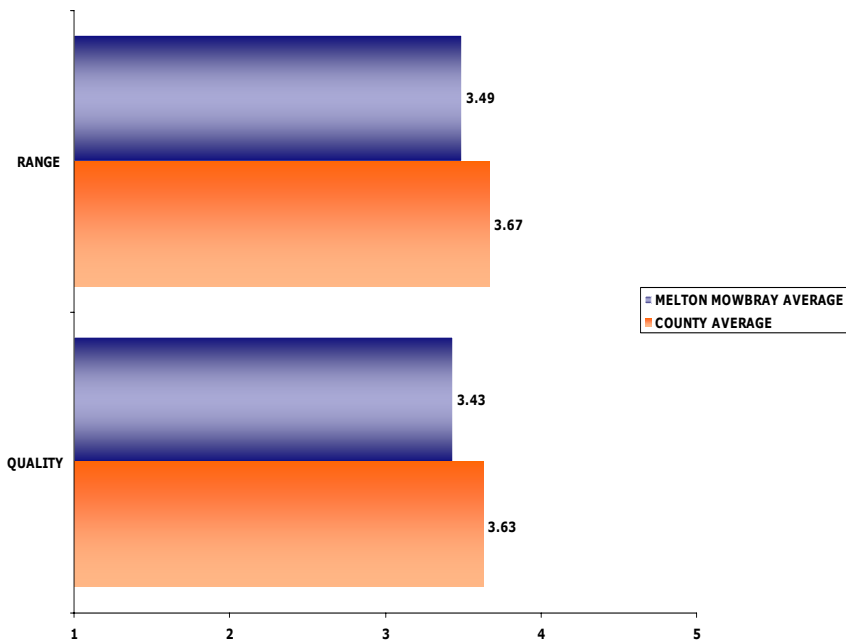
Figure 12



Respondents were then asked to rate the range and quality of pubs, bars and clubs in Melton Mowbray on a scale of 1 to 5, where 1 was very poor and 5 was very good. Respondents were slightly more positive about the range than the quality of pubs, bars and clubs in Melton Mowbray, as shown below. This was also the same position on a county level. Again, the figures for Melton Mowbray were lower than the county averages.

Figure 13

RANGE AND QUALITY OF PUBS, BARS AND CLUBS IN MELTON MOWBRAY



## Town Centre Environment

Respondents were given a series of statements about the environment of the town centre and asked whether they agreed or disagreed with them.

Table 2

<b>WHETHER RESPONDENTS AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT THE CENTRE OF MELTON MOWBRAY</b>						
	<b>Disagree Strongly</b>	<b>Disagree</b>	<b>Neither agree nor disagree</b>	<b>Agree</b>	<b>Agree strongly</b>	<b>Mean score</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	
Street lighting is good	1	10	21	61	3	3.58
The parks are well maintained	1	9	29	52	4	3.53
Shop fronts are well maintained	1	10	28	60	1	3.52
Pedestrian signage is relevant, clear and easy to understand	1	7	35	51	2	3.48
The baby changing facilities provided are clean and tidy	0	3	21	22	1	3.46
Pavements and walkways are safe and well maintained	0	13	35	48	5	3.45
There is sufficient seating in and around the centre	1	18	20	54	1	3.40
The public toilets are clean and tidy	1	9	32	36	2	3.35
There are enough baby changing facilities	0	7	20	20	1	3.32
There are enough public toilets	2	12	29	41	1	3.31
Pavements and walkways are clean and tidy	1	25	26	43	5	3.25
The centre is well planted in summertime	1	16	44	34	4	3.25
Seating in and around shopping areas is well maintained	4	14	39	34	3	3.21
The design and layout of the centre is attractive	2	28	27	39	2	3.10
<b>SAMPLE BASE: 215</b>						

Note: Percentage no replies not shown

Overall, respondents had positive views about the environment and facilities available in the centre of Melton Mowbray. Respondents felt that the street lighting was good (64% agreed or agreed strongly), shop fronts were well maintained (61%) and the parks were well maintained (56%). Respondents were less positive that the design and layout of the centre was attractive (30% disagreed or disagreed strongly). This was followed by 26% of respondents who disagreed or disagreed strongly with the statement that pavements and walkways were safe and well

maintained, 19% who disagreed or disagreed strongly that there was sufficient seating in and around the centre and 18% who disagreed or disagreed strongly that seating in and around shopping areas was well maintained.

Respondents were then asked to respond to a series of statements about aspects in and around the centre of Melton Mowbray and asked whether they agreed or disagreed with them.

Table 3

<b>WHETHER RESPONDENTS AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT ASPECTS IN AND AROUND THE CENTRE OF MELTON MOWBRAY</b>						
	<b>Disagree strongly</b>	<b>Disagree</b>	<b>Neither agree nor disagree</b>	<b>Agree</b>	<b>Agree strongly</b>	<b>Mean score</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	
The centre could do with more high street chain stores	1	7	13	54	23	3.95
Car parking costs too much	6	6	11	22	33	3.90
The centre needs more local, independent shops	0	4	17	59	15	3.89
Pedestrians can walk around the centre without feeling threatened by traffic	0	8	30	45	14	3.66
Road signs make it easy for cars to access the centre	0	7	29	49	6	3.59
Roads in the centre are well maintained	1	7	28	53	5	3.58
The road network provides easy access into the centre	0	8	36	41	7	3.51
Roads in the centre are congested	3	12	20	53	7	3.51
It is easy for drivers to find the car parks around the centre	0	11	27	42	6	3.49
The level of service in shops is of a high standard	2	9	40	39	9	3.45
The centre is accessible for disabled people and older people	1	4	47	35	5	3.44
There is too much traffic noise in the centre	5	19	27	44	4	3.23
There is enough car parking available	9	26	13	30	4	2.93
There is too much other noise (music, pubs and clubs) in the centre	4	43	27	20	5	2.78
<b>SAMPLE BASE: 215</b>						

Note: Percentage no replies not shown

As demonstrated in the above table 77% of respondents agreed or strongly agreed that the centre could do with more high street chain stores. In descending order of agreement, this was followed by the centre needs more local, independent shops (74%) roads in the centre were congested (60%) and pedestrians could walk around the centre without feeling threatened by traffic (59%). Almost half of respondents (47%) disagreed with the statement that there was too much other noise (music, pubs and clubs) in the centre of Melton Mowbray.

Respondents were given a list of options and asked to say which issues they thought most needed attention in Melton Mowbray. The most frequently cited responses were a greater range of shops (67%), more specialist shops (56%) and the cleanliness and tidiness of the town centre (53%). When asked to prioritise their *top three* areas of improvement, respondents cited a greater range of shops (61%), the cleanliness and tidiness of the town centre (42%) and more specialist shops (31%).

## 4 Crime and safety

This section looks at how respondents in Melton Mowbray perceived crime and safety, and which issues were seen as big problem areas. As shown in the table below, of a series of issues on which the opinion of respondents was sought, rubbish and litter lying around was seen as a big problem by the largest proportion of respondents in Melton Mowbray (28% considered this to be a very big problem or a big problem). This was followed by groups of people hanging round the streets (21%) and dirty pavements and chewing gum (17%). Areas that were seen as less of a problem included aggressive behaviour (83% considered this either not a problem, or only a small problem), personal theft (77%) and assaults and other violent crimes such as personal robbery and muggings (76%).

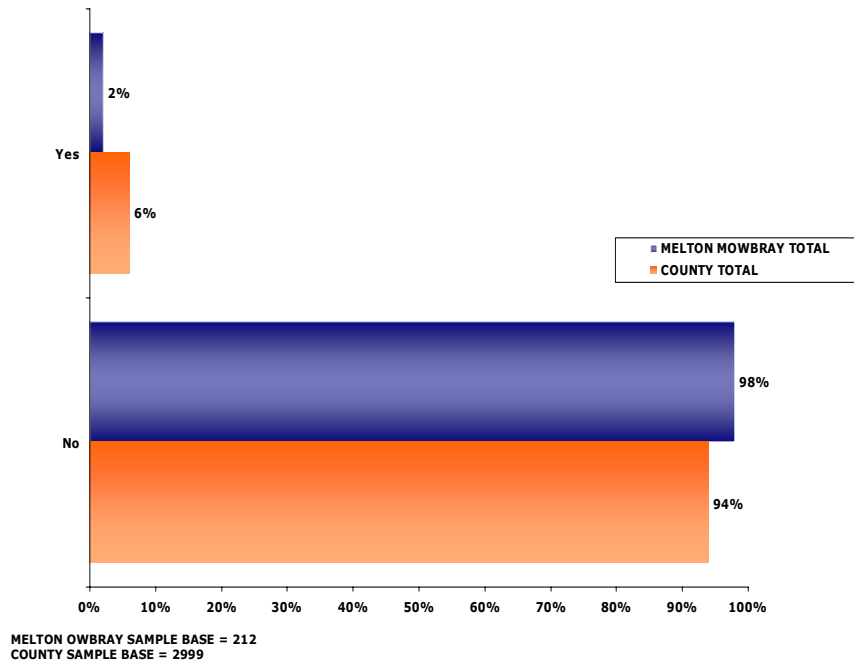
Table 4

AREAS THAT ARE SEEN AS PROBLEMS IN THE CENTRE OF MELTON MOWBRAY						
	Very big problem	Big Problem	Neither big nor small	Small Problem	Not a problem at all	Mean score
	%	%	%	%	%	
Rubbish and litter lying around	4	24	11	27	34	3.62
Dirty pavements and chewing gum	6	11	21	25	34	3.74
Vandalism, graffiti and other deliberate damage to property or vehicles	2	11	18	33	32	3.91
People being drunk or rowdy in public spaces	2	11	17	30	36	4.08
People not treating each other with respect and consideration	1	8	15	28	41	4.09
Road safety or speeding	0	6	15	38	36	4.09
People using or dealing drugs	1	7	12	20	40	4.15
Vehicles being stolen	1	7	14	26	43	4.15
Street canvassers	0	7	19	20	47	4.17
Verbal abuse or other aggressive behaviour	1	4	15	29	43	4.2
Assaults and other violent crime (personal robbery, mugging)	1	5	12	29	47	4.25
Property being stolen from a vehicle	0	5	14	26	47	4.26
Racial harassment	0	3	14	25	48	4.31
Personal theft (pick pocketing)	0	3	12	30	47	4.32
Fly tipping	1	5	13	28	49	4.34
Groups of people hanging round the streets	6	15	19	27	27	4.57
Aggressive begging	1	2	8	23	60	4.62
<b>SAMPLE BASE: 215</b>						

Respondents were questioned about whether they had ever felt worried about being assaulted or harassed in Melton Mowbray within the last 12 months. Nearly all respondents (98%) said that they did not feel worried about being assaulted or harassed compared to the county total of 94%.

Figure 14

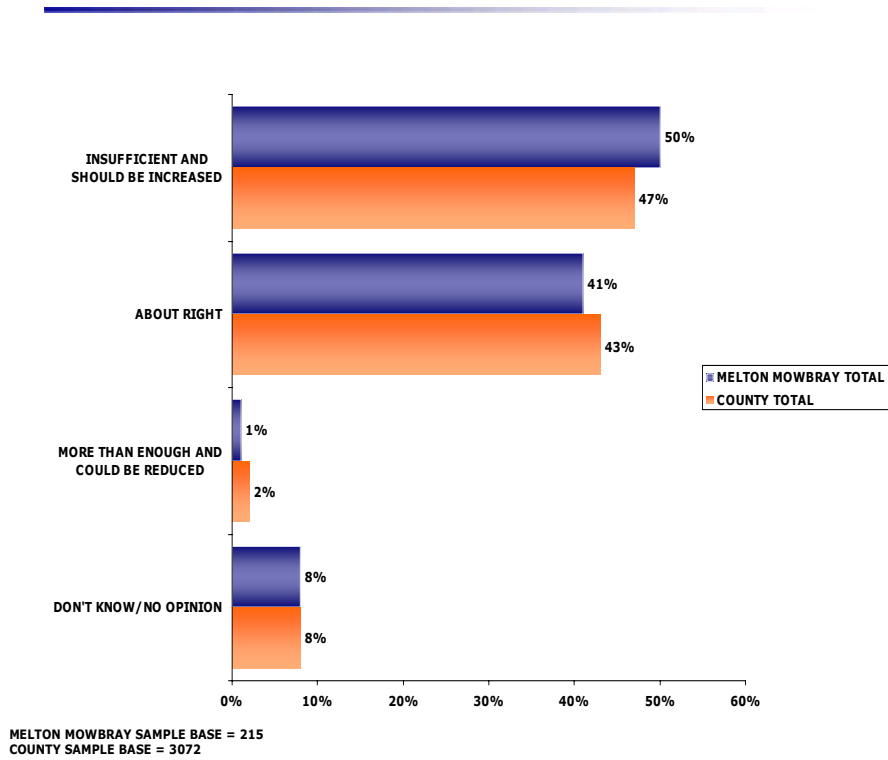
WHETHER RESPONDENTS HAVE EVER FELT WORRIED ABOUT BEING ASSAULTED OR HARASSED WHILST IN THE CENTRE OF MELTON MOWBRAY WITHIN THE LAST 12 MONTHS



Respondents were then questioned about their perceptions of police presence within Melton Mowbray. 50% of respondents felt that the police presence was insufficient and should be increased whilst 41% of respondents felt the police presence in the centre was about right.

Figure 15

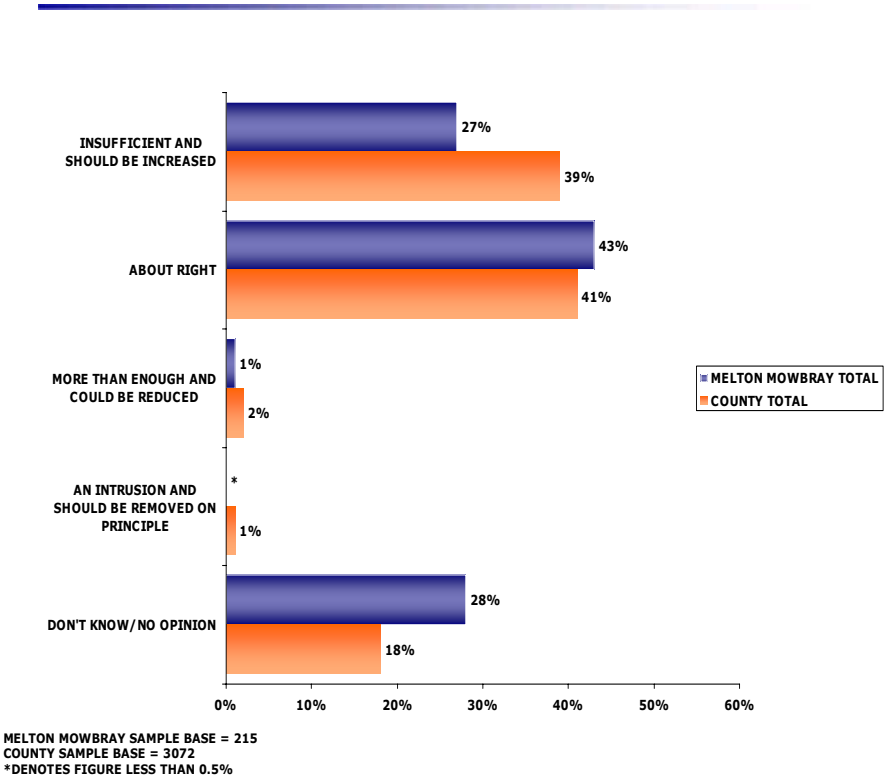
PERCEPTIONS OF POLICE PRESENCE IN THE CENTRE OF MELTON MOWBRAY



When questioned about the presence of CCTV in Melton Mowbray, 43% of respondents felt that it was about right whilst 27% of respondents felt it was insufficient and should be increased.

Figure 16

PERCEPTIONS OF CCTV PRESENCE IN THE CENTRE OF MELTON MOWBRAY



## 5 Summary

### Visiting the town centre

- Shopping trips accounted for just under half of the trips to Melton Mowbray.
- 13% of respondents worked in a local business whilst 12% were using a service in the centre.
- The largest proportion of visitors arrived in Melton Mowbray by car, with the second most common method being on foot and third being by bus.
- Just over a third of respondents visited the centre daily.
- A wider range of shops and retail facilities, free parking and more cultural or entertainment facilities were the improvements most likely to encourage more people to come to Melton Mowbray more often.

### Attractions and events

- The local newspaper was identified as the most widely used method of finding out about attractions and events in the centre, whilst the least used methods were community newsletters and the County Council events guide.
- 21% of respondents had attended an event in the centre.

### Attitudes towards the centre

- Overall, Melton Mowbray was most likely to be described as 'friendly', 'safe', 'busy' and 'attractive'.
- 50% of respondents reported no change in the centre of Melton Mowbray within the last 12 months, whilst 20% reported the centre had got better and 9% said it had got worse.
- Respondents felt that the centre catered better for elderly people and families than it did for young people.

### Services available in the centre

- The market, shops and banks & building societies were the top three services that respondents were most aware of and were most likely to use on a regular basis in Melton Mowbray.
- 54% of respondents agreed or strongly agreed that there was a wide variety of products available to buy from the market.

- Two-fifths of respondents in Melton Mowbray said the variety of retail outlets and shops in the centre met their needs very well or quite well.

### **Town centre environment**

- Overall, respondents were positive about the environment and facilities in and around the centre.
- Respondents felt that the street lighting was good, shops were well maintained and the parks were well maintained.
- Having a greater range of shops, the cleanliness and tidiness of the centre and more specialist shops were seen as the areas that needed the most attention in Melton Mowbray.

### **Crime and safety**

- Rubbish and litter lying around, groups of people hanging round the street and dirty pavements and chewing gum were seen as the most significant problems in Melton Mowbray.
- 98% of respondents said that they had not felt worried about being assaulted or harassed while in the town centre within the last 12 months.
- 50% of respondents claimed that the level of police presence in Melton Mowbray was insufficient and should be increased, whereas 41% felt that it was about right.
- 43% of respondents felt the presence of CCTV was about right, whilst 27% of respondents was insufficient and should be increased.

## 6 Conclusions and recommendations

- Overall, respondents were positive about Melton Mowbray. 68% of respondents were very satisfied or satisfied with Melton Mowbray as a place to shop, visit and to do business. Moreover, although the majority of respondents reported no change within the last 12 months, 22% reported that the centre had got better or much better.
- Many respondents were aware of and users of services such as the market, shops, bank or building society and the library in Melton Mowbray.
- Findings indicated that Melton Mowbray catered better for families than it did for young people. This shows how the centre serves different groups of people.
- A wider range of shops and retail facilities, free parking and more cultural or entertainment facilities were the improvements most likely to encourage more people to come to Melton Mowbray more often.
- The attractiveness of the layout and design of the centre along with pavements and walkways being safe and well maintained along with seating were identified as aspects of the town centre with the most scope for improvement, although most respondents were satisfied with the existing provision of these facilities.
- Respondents felt more attention should be given to having a greater range of shops, more specialist shops as well as the cleanliness and tidiness of the centre.
- In terms of crime and safety issues, rubbish and litter lying around, groups of people hanging around the streets and dirty pavements and chewing gum were seen as the most significant issues in Melton Mowbray.