


# Swaffham Neighbourhood Plan

**2019-2039**



**Version 1: Pre-submission DRAFT**  
**July 2018**



A photograph of a residential street. In the background, a tall white wind turbine stands against a blue sky with light clouds. The street is lined with trees, including a large evergreen on the right and a yellow-leaved tree on the left. A utility pole with wires is on the left side of the road. A small white house is visible behind some trees in the middle ground. A white signpost is on the right side of the road.

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# 1. Introduction

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- 1.1 The Swaffham Neighbourhood Plan is a community-led document for guiding the future development of the parish. It is about the use and development of land over a 20-year period, 2019-2039. It is the first planning document put together by the community of Swaffham. Once the Plan is made, Breckland District Council will use it to determine planning applications.
- 1.2 The Neighbourhood Plan has been developed under the Localism Act (2011) and the Neighbourhood Planning (General) Regulation (2012 as amended), giving communities the right to shape future development at a local level. The Swaffham Neighbourhood Plan complements existing local and national planning policy, providing a valuable level of local detail attained through consultation with residents and further research.
- 1.3 The Swaffham Neighbourhood Plan is not a means of stopping development; it is there to ensure development takes place in an appropriate way for the area. It differs from other town action plans in the past, as it is solely about the use and development of land. Once made, the Plan will become a statutory planning policy document sitting alongside the Breckland Local Plan. It provides clarity on what will be expected from development proposals, gives prospective investors confidence in how the area will change in the future, and ensures that the impact of development is anticipated and planned for.
- 1.4 This is the first draft version of the Swaffham Neighbourhood Plan, prepared for 'pre- submission consultation'. For the six-week period between 18<sup>th</sup> July and 1<sup>st</sup> September 2018,<sup>1</sup> local residents, businesses and statutory agencies will have the opportunity to comment on the draft Plan. During September and October 2018 all comments will be collated and considered. The Plan will then be amended before submission to Breckland District Council.
- 1.5 Commissioned by Swaffham Town Council, the Swaffham Neighbourhood Plan has been developed by a Steering Group of local residents (see Appendix A for Steering Group members). Early on in the process, the Steering Group established a set of aims to drive the process. These were ratified through consultation with the community.
- 1.6 By undertaking a Neighbourhood Plan for Swaffham, the Steering Group aims to:
  - Give a voice to residents to shape development
  - Allow the town to grow sensitively and sustainably

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<sup>1</sup> More than six-weeks to allow for the summer holiday period.



- Enhance the sense of community
- Protect and maintain the natural environment
- Identify community needs for the use of developer contributions.

### **Accompanying supporting documents**

- 1.7 The fundamental principle underpinning the planning system in England remains that of achieving sustainable development. Therefore, this first draft version of the Neighbourhood Plan is supported by a Sustainability Appraisal, a systematic process undertaken during the preparation of the Plan that assesses the environmental, social and economic impacts of the policies. When the Swaffham Neighbourhood Plan is submitted for independent examination, it will also be accompanied by the following documents:
- Basic Conditions Statement.
  - Consultation Statement.
  - Sustainability Appraisal Scoping Report.
  - Sustainability Appraisal (with revisions).
  - Strategic Environmental Assessment Screening Report.
  - Habitat Regulation Screening Report.

### **Examination and referendum**

- 1.8 The next draft of the Neighbourhood Plan should be submitted to Breckland District Council in Autumn 2018. The District Council will undertake a checking process and further consultation. It will then go through an independent examination. Subject to the examiner's report, the Neighbourhood Plan should then proceed to referendum.
- 1.9 At referendum every resident of Swaffham, who is entitled to vote in Breckland District Council elections, will have the opportunity to vote on whether or not they agree with the Neighbourhood Plan. Residents will be asked, *'Do you want Breckland District Council to use the Neighbourhood Plan for Swaffham parish to help it decide planning applications in the neighbourhood area?'* If the Plan gets over 50 per cent support from those that vote in the referendum, Breckland District Council will make the Neighbourhood Plan.



## 2. Swaffham

- 2.1 Swaffham is an attractive market town within the Breckland district of Norfolk, located 19km east of King's Lynn and 50km west of Norwich, sitting at the northern point of The Brecks, off the A47. A weekly Saturday market is held in the Market Place, dating back over 800 years. There is a long-standing open-air auction as part of the market. At the Raceway there is the only weekly poultry auction in Norfolk.
- 2.2 The parish has an area of 29.6 km<sup>2</sup> with a population in 2011 of 7,258, which represents 5.56 per cent of the total Breckland resident population of 130,491. The 2015 mid-year estimate was 9,792. At the 2011 census there were 3,258 households in Swaffham.<sup>2</sup>
- 2.3 The designated Neighbourhood Area for the Swaffham Neighbourhood Plan is the whole of the civil parish of Swaffham (see figure 1). The town is entirely contained within the Swaffham parish boundary.

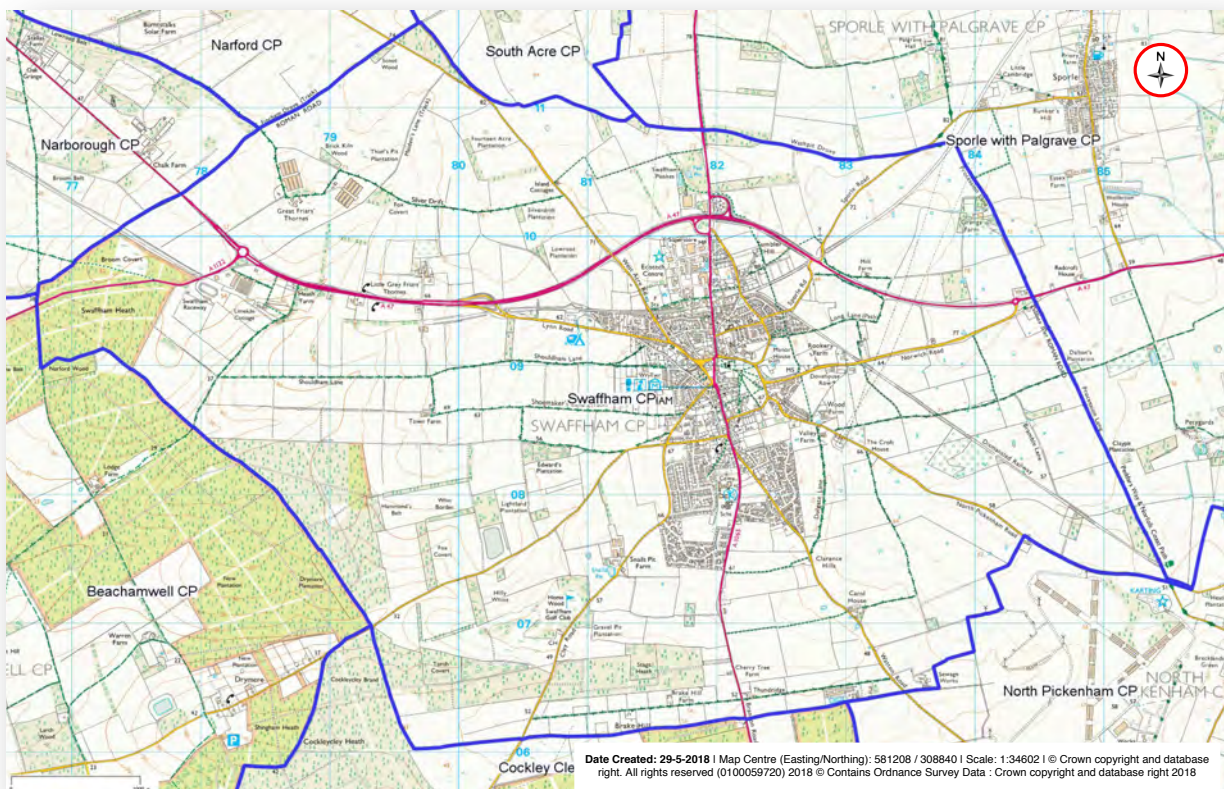


Figure 1 above: The Administrative boundary of Swaffham, the Neighbourhood Plan area, plus surrounding area (source: Parish Online with own annotations). Blue line denotes parish boundary.

<sup>2</sup> Census 2011 data taken from [www.nomisweb.co.uk](http://www.nomisweb.co.uk), extracted 30.01.2018.



- 2.4 The mean age of the population of Swaffham is 47.8 years, compared to a mean age of 42.6 years for Breckland district and 39.3 years for England. The predominant age band in Swaffham is 45 to 59 years, which represents 18.4 per cent of the population. A large percentage of the population is either approaching or in a retirement age band (33 per cent is over 65 years old), increasing the demand for supporting services and reducing the recruitment pool in the local economy.
- 2.5 Swaffham has a rich history. The name of the town most probably is derived from the home of the Suevi people who migrated from central Germany to East Anglia at the end of the Roman domination of Europe. By the 13<sup>th</sup> century it was part of the Honour of Richmond, which gave it considerable trading privileges and its weekly Saturday market was established before 1215. It was also close to the ancient Peddars Way and on the pilgrim route to Walsingham. From Domesday to the 20<sup>th</sup> century sheep farming was an important part of the town's economy. The iconic Buttercross, the town's second market cross, was gifted to the town by George Walpole, 3<sup>rd</sup> Earl of Orford in 1783.
- 2.6 Much of the town centre was remodelled in Georgian style in the late 18<sup>th</sup> century at a time when Swaffham was renowned for its horse racing, hare coursing, cock fighting, theatre and similar entertainment. Members of the Horatio Nelson family lived in the locality and were frequent visitors to the town.
- 2.7 The story of the Swaffham Pedlar who discovered a cache of gold in his garden, is well known internationally. The story is based on fact. The Pedlar, John Chapman, was a church warden at the time when the church was being rebuilt. He paid for the north aisle, complete with floor, roof and stained glass window. Today the church of St Peter and St Paul dominates the townscape. Swaffham has been described as the 'jewel in Breckland's crown' by local people.
- 2.8 The actor Stephen Fry, said "I have lived a few miles away from Swaffham for over 20 years. I have always admired the balance between modernity and tradition that the town has managed to strike and have always felt at home amongst its people. There's something about the place, a perfect market town, perfectly placed in the heart of Norfolk's perfect Breckland... Swaffham is a wonderful place to visit, a wonderful place to stay and wonderful place to know".<sup>3</sup>

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<sup>3</sup> [https://www.aroundswaffham.co.uk/general/film\\_locations.html](https://www.aroundswaffham.co.uk/general/film_locations.html).





Figure 2: Swaffham town centre, between 1803 and 1817 (source: Swaffham Museum).

### Spatial and strategic policy context



Figure 3 left: the spatial and strategic policy context for Swaffham.

- 2.9 The 'National Planning Policy Framework' (NPPF), published in March 2012, sets out the Government's planning policies for England and how these should be applied. At the time of writing a 'Draft revised National Planning Policy Framework' is being worked on. The Swaffham Neighbourhood Plan has regard to the NPPF and the draft revised NPPF (March 2018), in particular taking a positive approach that reflects the presumption in favour of sustainable development.
- 2.10 Every local planning authority in England must prepare a Local Plan, which includes all local planning policies for that area, identifies how land is used and determines what will be built where. The Local Plan, along with any Neighbourhood Plan, provides the basis for determining planning applications and future development in the local area and should be consistent with the NPPF.
- 2.11 The Breckland Local Plan (2009) – called the 'Breckland Core Strategy and Development Control Policies' sets out both strategic and detailed planning policies for Breckland district, which informs the development of the Swaffham Neighbourhood Plan. Due regard has been given to the emerging Breckland Local Plan, expected to be adopted in early 2019.









## 3. How the Plan was prepared

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- 3.1 Swaffham Town Council agreed to proceed with a Neighbourhood Plan in early 2016, delegating the task to its Planning Committee. The parish of Swaffham was designated a Neighbourhood Area on 4<sup>th</sup> April 2016. The Neighbourhood Plan Steering Group has prepared the Plan with support from independent consultants and Swaffham Town Council.

### Funding

- 3.2 The Plan has been commissioned and part funded by Swaffham Town Council. Other funding has come from a Locality grant from central government, and a grant from Breckland District Council.



### Community engagement, consultation and evidence gathering

- 3.3 The Swaffham Neighbourhood Plan has been undertaken with extensive community engagement, consultation, evidence gathering, communication and liaison with Breckland District Council. There have been 6 stages in which the Neighbourhood Plan Steering Group has worked to gather evidence. Details of all the consultation will be outlined in a Consultation Statement, which will accompany the submission of the Neighbourhood Plan to Breckland District Council in Autumn 2018. Full results of all consultation events and notes are available on the Neighbourhood Plan page of the Swaffham Town Council website. Below is a summary of each of the 6 stages.

#### **Evidence gathering 1: Preliminary consultation**

*2pm-7pm on Wednesday, 25<sup>th</sup> May 2016.*

Purpose: Preliminary consultation event to establish key themes for the Neighbourhood Plan. 58 attendees. Key themes established: transport; housing; wellbeing; local economy; and social/community.





### **Evidence gathering 2: Topic groups**

*February 2017 onwards.*

Monthly topic group meetings tasked with investigating: business and employment; transport and access; open spaces, leisure and sport; education and young people; health and community services; town centre, heritage and tourism. The topic groups gathered information and identified issues. Meetings were held with stakeholders for education provision, and sports and leisure groups.

### **Evidence gathering 3: Informal workshops and online survey**

*Workshops held from Wednesday 19<sup>th</sup> to Friday 21<sup>st</sup> July 2017.*

*Online survey from July to September 2017.*

Workshops were held on: tourism; the town centre; north of the town; travel, traffic, safety and air pollution; Green Britain Centre and business. There were 301 respondents. The survey covered a range of topics including: use of town shops and services; health and community services; sports and leisure activity; entertainment, culture and visitors; education and training services; civic services and voluntary activity; environment and open spaces; travel and car parking; employment and business.



### **Evidence gathering 4: Stakeholder input**

*January to May 2018.*

Meetings and correspondence with interested groups and stakeholders to establish detail for policy. The Steering Group met with or corresponded with: Sacred Heart School students; The Nicholas Hamond Academy students; Swaffham Junior Academy students; a range of local businesses; visitors to the Tourist Information Centre and the Swaffham Museum; Swaffham History Group; Swaffham Rugby Club; Rotary Club for Swaffham; Probus; Swaffham Women's Institute; Manor Farm Medical Centre; Age Concern. Notes of all meetings were fed into Steering Group meetings to draft policy ideas.



### **Evidence gathering 5: Policy ideas workshops**

*10am-3pm on Saturday, 14<sup>th</sup> April 2018 and 5pm-7pm on Tuesday, 17<sup>th</sup> April 2018. Also online survey with content of the workshops.*

Purpose: to check emerging policy ideas. 283 respondents (192 at the two events, 91 online).

Most ideas were agreed, with additional comments that helped shape the drafting of policy for the Neighbourhood Plan.





Figure 4 above: Policy ideas workshops, April 2018

### Evidence gathering 6: Pre-submission consultation on the draft Neighbourhood Plan

*10am-1pm on Wednesday, 18<sup>th</sup> July 2018*

Purpose: to present the draft pre-submission Neighbourhood Plan to get comments from residents, including an exhibition of the policies with Consultation Response forms. The draft Plan will be available in community locations and online (with an online Consultation Response form) until 1<sup>st</sup> September 2018.

### Communication

- 3.4 Communicating with residents and businesses through the development of the Swaffham Neighbourhood Plan has been particularly important at consultation stages, but also in between, as planning and writing took place.
- 3.5 The Town Council website [www.swaffhamtowncouncil.gov.uk](http://www.swaffhamtowncouncil.gov.uk) has a series of pages for the Neighbourhood Plan, used for describing the process, holding documents as they are produced, details of Steering Group members, terms of reference, a project plan, meeting dates and agendas, minutes, Town Council update reports, all details and results of community consultation, contact details, and the latest news on progress.





- 3.6 The Swaffham Newsletter (monthly town magazine published by the Iceni Partnership) is put through the door of most households, and has had frequent articles about the Neighbourhood Plan progress, as well as advertising consultation events.
- 3.7 Facebook and Twitter are useful communication and engagement channels for the Neighbourhood Plan. Posters and flyers were used for events. Articles were included in the Lynn News, the Watton and Swaffham Times and announcements were made on BBC Radio Norfolk and KLFM radio.

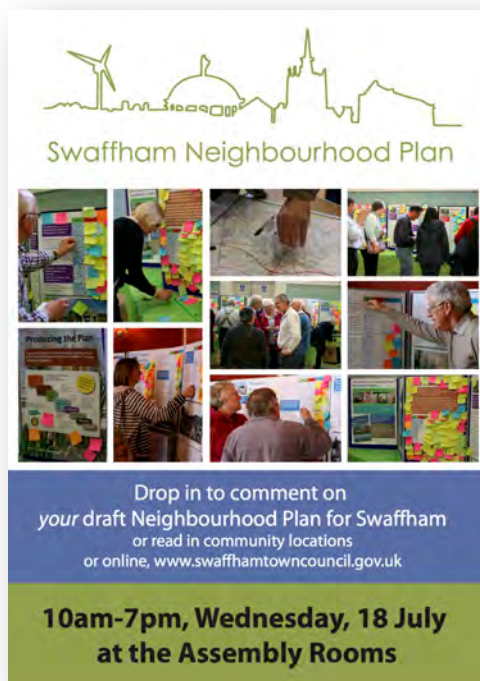


Figure 5 left: Poster/flyer for the pre-submission consultation.



## 4. The Vision: 2039

- 4.1 The Neighbourhood Plan vision is an overarching statement describing what Swaffham should be like at the end of the Plan period, 2039. It was drafted in response to early consultation and then finalised through further liaison with the community. The vision attempts to capture what is unique about Swaffham parish now, whilst looking ahead 20 years to what it could be.
- 4.2 The vision underpins the objective and policies of the Swaffham Neighbourhood Plan which are reflected throughout it.

### VISION

**By 2039 Swaffham will be a well-connected and flourishing market town, whilst preserving its distinctive and attractive character.**

**To meet the growing needs of the town and the rural hinterland, it will have a range of high quality homes, new employment opportunities, essential public services and appropriate infrastructure. Growth of the town will respect the natural environment, heritage, character and green credentials. Swaffham will be a sustainable place where people want to live, work and visit.**

- 4.3 From the vision flows the different objectives of the Neighbourhood Plan and from there the policies. The diagram below outlines this relationship.



Figure 6 above: structure of the Swaffham Neighbourhood Plan (own diagram).





## 5. Objectives of the Plan

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- 5.1 The objectives of the Neighbourhood Plan are broad statements of intent, there to help deliver the vision and link to the issues that Swaffham is seeking to address. The objectives were drafted using themes picked up in early community consultation.

<b>Housing and the Built Environment</b>	<b>Objective 1: To provide a sustainable range of housing types for a vibrant mixed community.</b>
<b>Housing and the Built Environment</b>	<b>Objective 2: To provide high quality and well-designed development and public space that complements the distinctive character and heritage of Swaffham.</b>
<b>Transport and Access</b>	<b>Objective 3: To improve traffic flow within and around Swaffham.</b>
<b>Transport and Access</b>	<b>Objective 4: To ensure safe walking and cycling within the Swaffham town and area.</b>
<b>Transport and Access</b>	<b>Objective 5: To provide sufficient and accessible parking for residents, visitors and businesses.</b>
<b>Environment and Landscape</b>	<b>Objective 6: To protect the environment and minimise pollution.</b>
<b>Business and Employment</b>	<b>Objective 7: To encourage and support new and existing businesses, to generate employment opportunities.</b>
<b>Business and Employment</b>	<b>Objective 8: To develop an economically viable and attractive town centre.</b>
<b>Business and Employment</b>	<b>Objective 9: To provide widely available and effective telecommunications and internet access.</b>



**Community and  
Services**

**Objective 10:** To provide inclusive opportunities for cultural, leisure, community, sport and other social activities, for all ages.

**Community and  
Services**

**Objective 11:** To ensure sufficient provision of accessible health and social care.

**Community and  
Services**

**Objective 12:** To ensure sufficient provision of education, including early years childcare.







## 6. Policies and projects

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### Policies

- 6.1 The vision and objectives have provided the framework to develop the policies in the Neighbourhood Plan. Each policy relates back to a particular objective under the following five broad themes: housing and the built environment; transport and access; environment and landscape; business and employment; community and services.
- 6.2 The Neighbourhood Plan is first and foremost a land-use document for planning purposes. All policies in the Plan have been derived from a series of consultation events, stakeholder engagement and further research, which provide the justification and evidence base for their writing.
- 6.3 The Neighbourhood Plan policies follow the government's guidance; they exist to:
- Set out requirements in advance for new development in the area.
  - Inform and guide decisions on planning applications.
  - Ensure that the multitude of individual decisions add up to something coherent for the area as a whole.<sup>4</sup>
- 6.4 To aid interpretation for decision makers and planning applicants each policy is accompanied by supporting text, which includes context for the theme, the views of residents, guidelines and reference to strategic plans.

### Projects

- 6.5 As expected, during consultation events, the local community identified a number of projects that fall outside the remit of planning policy. They appear in the white boxes below the policies and will be taken forward outside the Neighbourhood Plan process. These are included only for topics where relevant and are not an exhaustive list. Over the lifetime of the Neighbourhood Plan, Swaffham Town Council will also develop a range of projects as a result of development. See section 7 for more details on implementation of the Plan.

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<sup>4</sup> Tony Burton (September 2014) 'Writing Planning Policies', Locality.



## 6.1 Housing and the built environment

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6.1.1 Development is the ‘making of any material change in the use of any building or other land.’<sup>5</sup> As the town takes on more development and grows in size it should continue to be a strong, coherent and inclusive community that works for the people of Swaffham as a whole. This can be achieved, in part, through high quality housing and a well designed built environment.

6.1.2 Within the Breckland Local Plan, Swaffham is identified as a ‘Market Town’ in the sustainable settlement hierarchy for the district (Attleborough and Thetford are ‘Key Settlements’, with Dereham, Swaffham and Watton classed as ‘Market Towns’). It is proposed that the town will provide an additional 1612 new dwellings over the period of the emerging Local Plan. Of these 1612 dwellings, 900 have either already been completed or are committed and a further 700 dwellings are proposed up to 2036.<sup>6</sup>

6.1.3 The following sites are listed in the emerging Local Plan, to provide the allocated 700 dwellings over the remainder of the Plan period:

- LP[097]006: Land off New Sporle Road: 51 dwellings.
- LP[097]009: Land to the east of Brandon Road: 175 dwellings.
- LP[097]010: Land to the south of Norwich Road: 185 dwellings.
- LP[097]013: Land off Sporle Road: 130 dwellings.
- LP[097]018: Land to the north of Norwich Road: dwellings 165.

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<sup>5</sup> The Dictionary of Urbanism, Robert Cowan (2005).

<sup>6</sup> Breckland Local Plan Preferred Site Options and Settlement Boundaries 2016.

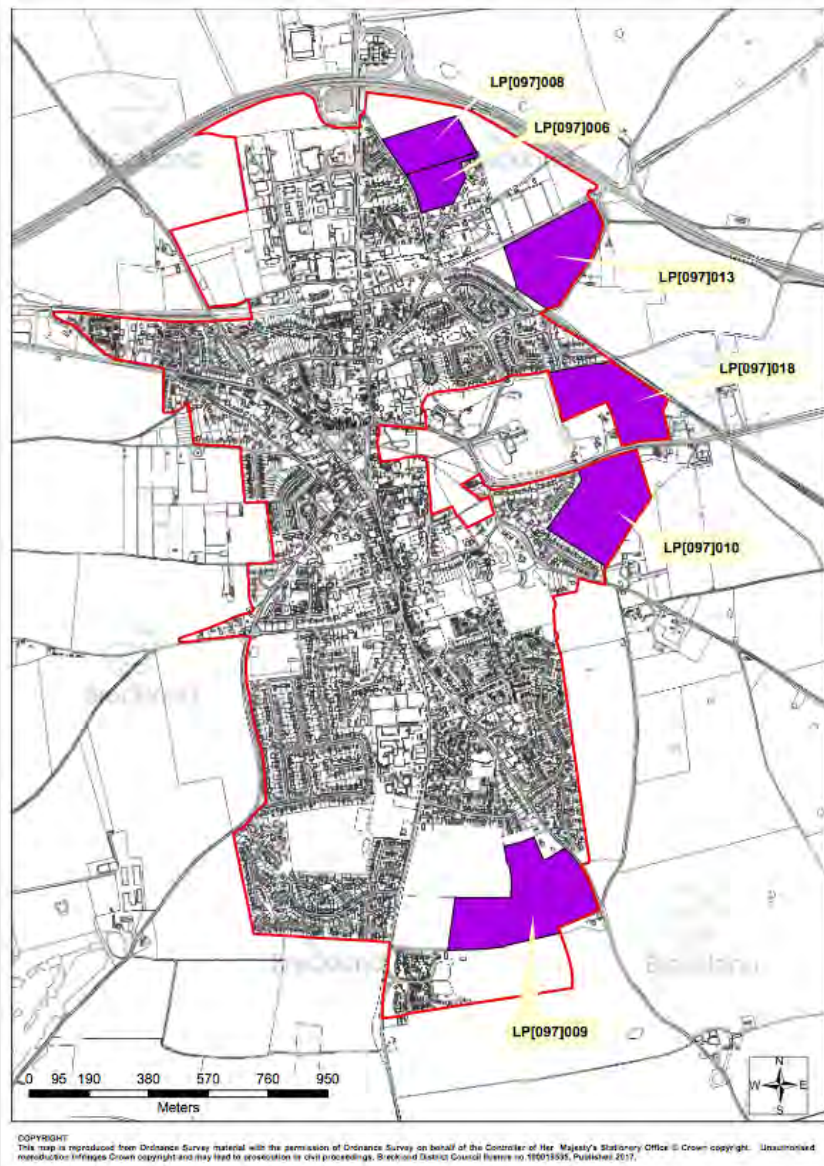


Figure 7 left: Summary of the Swaffham Allocations (source: Breckland Local Plan pre-submission publication, August 2017).

6.1.4 The 2011 Census recorded 3,258 households in Swaffham parish. 20.3 per cent of households are aged 65 and over. This is higher than the 13.7 per cent for Breckland and 12.4 per cent for England. 31.2 per cent of the population has one person in the household with a long-term health problem or disability. This compares to 26.6 per cent for Breckland and 25.7 per cent for England. Type, tenure and design of new housing for the town should consider housing for more families as well as making provision for an older demographic and disabilities.





**Objective 1: To provide a sustainable range of housing types for a vibrant mixed community.**

- 6.1.5 The shape of Swaffham is that of a ribbon development with the A1065 road being the centre off which development has spread. One resident stated that the ‘town is starting to look like a long corridor’.<sup>7</sup> In order to keep Swaffham relatively compact, the town centre viable, and to discourage more car journeys, it is preferable to have development to the west or east of the centre rather than continuing to spread north and south. A distance of less than 2km has commonly been used as the maximum reasonable walking distance, and offers the greatest potential to replace short car trips. Paragraph 38 of the NPPF states that, ‘where practical, particularly within large-scale developments, key facilities such as primary schools and local shops should be located within walking distance of most properties’. Should the town spread north and south, it is likely that more car journeys will be generated for residents to access the town centre.
- 6.1.6 It is an objective of residents that a north/south relief road is built to reduce the volume of traffic through Swaffham town centre. The Neighbourhood Plan does not allocate land for a road, as it is a matter for Norfolk County Council to appraise the viability and assess potential routes. However, local people are concerned that a potential route should be safeguarded from development in order that there is scope for a road in the future. See chapter 6.2 for more details on transport and access.

**POLICY**

**HBE1: Location of development**

Development should be distributed to the east and west of the town, rather than the north or south, avoiding further ribbon development, and ensuring the town centre remains easily accessible from all parts of the town.

Any new development should take account of the potential for a north/south relief road (see TRA2).

- 6.1.7 Delivering a wide choice of high quality homes is essential to support a sustainable, vibrant and mixed community. Community consultation showed that residents want to have a range of types of accommodation within the parish to meet their changing needs, with families wishing to move to larger homes, older residents wanting to down-size and young people able to afford local independent accommodation. New homes should be of high quality, meeting community aspirations for new and existing residents. The mix of

<sup>7</sup> Resident comment from April 2018 consultation.



housing types outlined in policy HBE2 has come through consultation with local residents.

- 6.1.8 The average house price in Swaffham for the year January 2017 to January 2018 was £217,552. This is considerably lower than the average of £245,285 for Norfolk (a 14 per cent difference) and £291,884 for England.<sup>8</sup> The average salary for Swaffham is £18,326 for Swaffham compared to £22,933 for Norfolk,<sup>9</sup> (a 20 per cent difference). One resident at the April 2018 consultation event stated that the 'affordable' housing must be affordable to people's wages'. The overall need across the Central Norfolk Housing Market Area is found to be 31.7 per cent,<sup>10</sup> with a target of 35.7 per cent for Breckland district. Accounting for viability modelling, a target of 25 per cent affordable housing is outlined in the emerging Breckland Local Plan. Given average salaries for Swaffham are relatively low, it is therefore desirable that the emerging Breckland Local Plan figure of 25 per cent of qualifying developments being affordable housing, should be a minimum.

**POLICY**

**HBE2: Mixed housing**

In any new development there will be provision of mixed type and tenure of housing, located to ensure enclaves do not occur.

The mix of housing should, where appropriate, include the following:

- i. Family housing.
- ii. Starter homes, including one-bedroom properties.
- iii. Affordable housing,<sup>11</sup> including social rented.
- iv. Life-time homes,<sup>12</sup> adaptable to the changing needs of its occupants.
- v. Housing for older people (supported housing, bungalows, smaller properties for downsizing).
- vi. Opportunities for self build within planning guidelines.

The emerging Breckland Local Plan (HOU07) states that 25 per cent of qualifying developments should be affordable housing. For Swaffham a greater percentage of affordable housing is encouraged.

<sup>8</sup> [www.zoopla.co.uk](http://www.zoopla.co.uk) data extracted 09.02.2017.

<sup>9</sup> <https://www.payscale.com> extracted 10.06.18.

<sup>10</sup> Central Norfolk Strategic Housing Market Assessment 2017.

<sup>11</sup> 'Housing for rent set within the reach of households with low incomes, and/or housing for sale on a shared ownership basis (predominantly provided by local authorities and housing associations or trusts)' The Dictionary of Urbanism (2005).

<sup>12</sup> Designed to be adaptable to meet a household's changing needs, and to be accessible and safe for people to live in at all stages of their life.





**Objective 2: To provide high quality and well-designed development and public space that complements the distinctive character and heritage of Swaffham.**

- 6.1.9 The emerging Local Plan states that ‘the challenge for Breckland is accommodation development in a sustainable way whilst protecting and reinforcing the character of the district’.<sup>13</sup> Policy GEN2 in the emerging Local Plan sets out the promotion of high quality design and policy COM1 sets out design criteria for Breckland. The Neighbourhood Plan policy HBE3 reflects the views of local people and is particular to Swaffham, whilst being in general conformity.
- 6.1.10 Successful well-designed places provide a setting for economic, environmental and sustainable development. Good design should respond to the function (the needs of the town responding to growth) and identity (or character) of the place. In order to be a flourishing market town in 2039, all development must be well designed, preserving Swaffham’s distinct and attractive character. Developers should demonstrate in a Design and Access Statement how their proposed development complements Swaffham’s character.
- 6.1.11 It should be noted that good design within Swaffham does not necessarily mean old in style. Innovative and sensitive contemporary design, with good justification, is encouraged locally.

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<sup>13</sup> Breckland Local Plan Pre-submission publication (August 2017), paragraph 2.7.



**POLICY**

**HBE3: Well-designed developments**

All new development must be well-designed, reinforcing local distinctiveness and not adversely impacting on the appearance of the town. All design should have regard to local context and seek to enhance the character and quality of Swaffham.

All new development should

- i. Respect the scale and character of existing and surrounding buildings, reinforcing local development patterns, form, scale, massing<sup>14</sup> and character of adjacent properties (including building setbacks and arrangements of front gardens, walls, railings or hedges) where this provides a positive contribution (see Appendix B Character Appraisal).
- ii. Be of a density that is consistent and compatible with the existing prevailing density in the immediate area.
- iii. Have high regard for the Conservation Area and the setting of listed buildings in the parish (see HBE4).
- iv. Have soft well-landscaped boundary edges where adjacent to open countryside (in line with HOU06 of the emerging Breckland Local Plan).
- v. Integrate with the established neighbourhood, in terms of connectivity (footpaths and cycle ways), community infrastructure and design.
- vi. Include energy efficient measures, innovative technologies and sustainable low carbon construction.

Innovative and sensitive contemporary design is encouraged.

6.1.12 Swaffham has a rich and diverse architectural heritage, with a historic Market Place and a significant number of listed buildings in the centre of the town. The National Heritage List details 102 listed buildings and ancient monuments in Swaffham parish, mainly located in the town centre.<sup>15</sup> The two Grade I listed buildings are the Market Cross and the Church of St Peter and St Paul. The key gateways to the town have a historical value with the Manor House and grounds on Norwich Road and two listed farmhouses on North Pickenham Road.<sup>16</sup> The full list of heritage assets within the parish of Swaffham has been provided by the Norfolk Historic Environment Record. There are 291 buildings, monuments and find spots. There are no buildings in Swaffham on Historic England's Buildings at Risk Register.

<sup>14</sup> Massing: 'the combined effect of the arrangement, volume and shape of a building or group of buildings. Also called bulk' (The Dictionary of Urbanism, Robert Cowan (2005)).

<sup>15</sup> [www.historicengland.org.uk/listing/the-list](http://www.historicengland.org.uk/listing/the-list) data extracted 09.02.2018.

<sup>16</sup> Breckland Local Plan Preferred Site Options and Settlement Boundaries 2016.





Figure 8 left: Listed buildings in Swaffham (source: Parish Online with own annotations).

6.1.13 Pre-medieval artifacts have been found across Swaffham parish. Stone age items have been found especially to the south and west and the north west, Bronze Age artifacts have been found to the west, Iron Age on Brandon Road, Roman artifacts to the south and Saxon artifacts mainly to the west.<sup>17</sup> Any new development should be respectful of potential new finds.

6.1.14 Part of Swaffham is identified as a 'Conservation Area', an area of special architectural and historic interest that deserves careful management. The Conservation Area Appraisal for Swaffham was written by Breckland District Council in approximately 1972 and awaits an update. The policies from the document can be found in Appendix C. The Conservation Area is important to local people in terms of protecting the historic core of the town and overall character.

<sup>17</sup> Uncovering pre-medieval Swaffham. Occasional Paper. Sue Gattuso 2016.

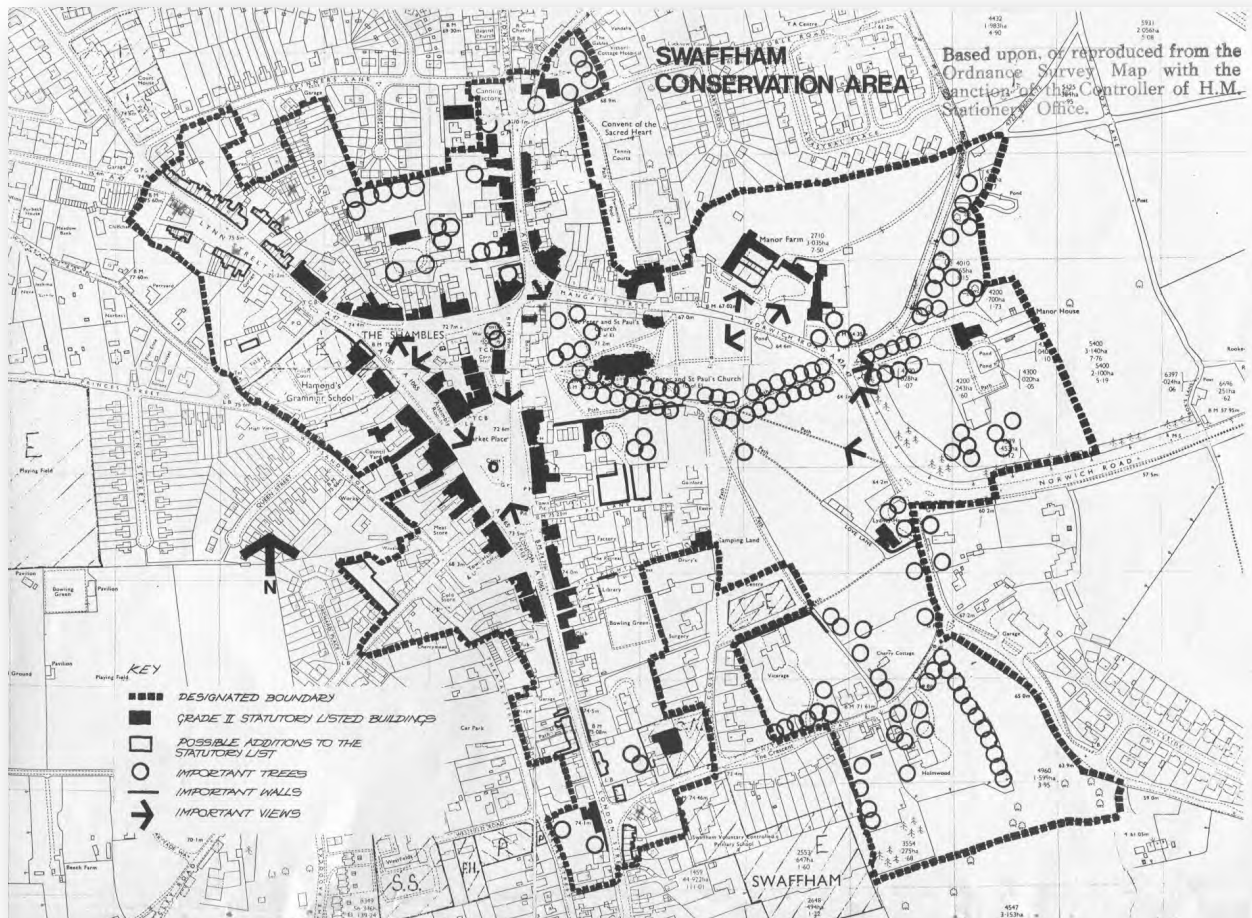


Figure 9 above: Map of the Swaffham Conservation Area (source: Swaffham Conservation Area, Breckland District Council, 1972).

6.1.15 The Nicholas Hamond Academy year 12 and 13 students made some detailed comments on streetscape design, in particular street furniture being of high quality and well maintained. These ideas are developed in policy HBE4. More widely, the Neighbourhood Plan is striving for high quality design across Swaffham. Securing good design is central to good planning and in line with the vision for Swaffham.





**POLICY**

**HBE4: Attractive town centre and Conservation Area**

Development proposals that respond positively to creating an attractive public realm, local townscape and enhance the town centre's aesthetic qualities and Conservation Area will be supported. This should include the following:

- i. High quality materials, paving and landscaping, which reflect the local character, or are of innovative and sensitive contemporary design.
- ii. Coordinated streetscape design, including signage, lighting, railings, litterbins, seating, bus shelters, bollards and cycle racks.
- iii. Pedestrian movements that follow natural desire lines.<sup>18</sup>
- iv. Development that reflects and celebrates the Georgian heritage.

6.1.16 Producing a Neighbourhood Plan provides an opportunity to create a list of 'non-designated heritage assets' for Breckland Council's list. These are 'buildings, monuments, sites, places, areas or landscapes identified by local planning authorities as having a degree of significance meriting consideration in planning decisions but which are not formally designated'.<sup>19</sup> Making a list can help to reinforce the local distinctiveness and character that is so important to Swaffham, ensuring that any applicant for planning permission takes account of the desirability of their conservation. A justification for each of those listed is found in Appendix D.

<sup>18</sup> 'The shortest, most direct route between facilities or places. Even when obstacles or difficulties are in the way, people will still try to follow the desire line, so it make sense to accommodate desire lines in a plan as far as practical' (The Dictionary of Urbanism, 2005).

<sup>19</sup> Historic England, Local Heritage Listing: Historic England Advice Note 7.

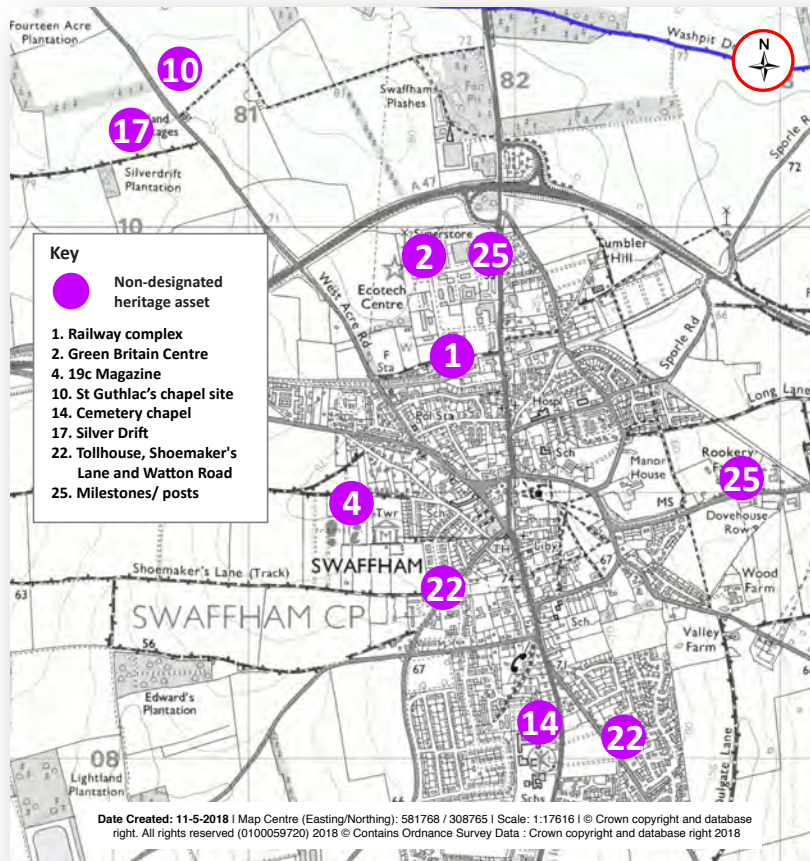


Figure 10 left: Non-designated heritage assets in the town centre (source: Parish Online with own annotations).

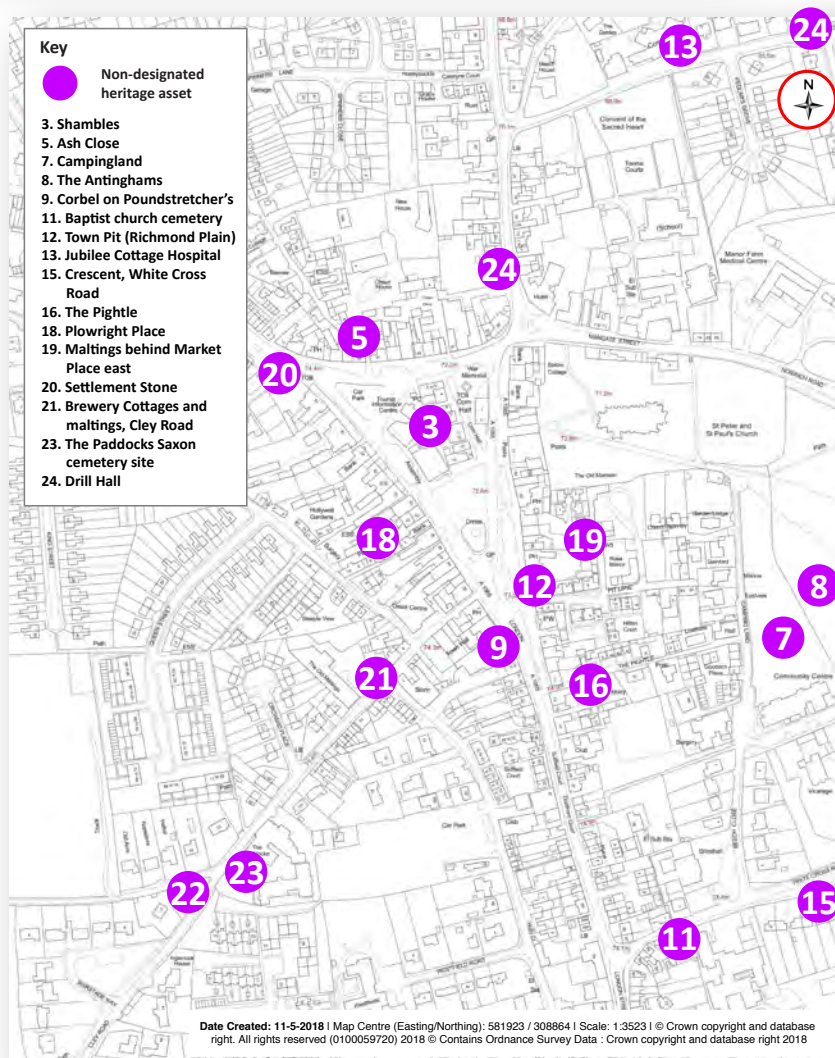
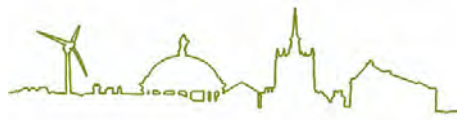


Figure 11 left: Non-designated heritage assets in the wider town (source: Parish Online with own annotations).

Note, WW2 pill boxes (6) are shown in Appendix F.



**POLICY**

**HBE5: Non-designated heritage assets**

Development that results in the loss of, or any harm to, the character, setting, accessibility or appearance, general quality or to amenity value of non-designated heritage assets should not be permitted.

The following list identifies assets that are locally important in terms of their architectural, historical or cultural significance (as shown on figure 10 and 11):

1. Railway complex
2. Green Britain Centre
3. Shambles
4. 19c Magazine
5. Ash Close
6. WW2 military defence
7. Campingland
8. The Antinghams
9. Corbel on Poundstretcher's
10. St Guthlac's chapel site
11. Baptist church cemetery
12. Town Pit (Richmond Plain)
13. Jubilee Cottage Hospital
14. Cemetery chapel
15. Crescent, White Cross Road
16. The Pightle
17. Silver Drift
18. Plowright Place
19. Maltings behind Market Place east
20. Settlement Stone
21. Brewery Cottages and maltings, Cley Road
22. Tollhouse, Shoemaker's Lane and Watton Road
23. The Paddocks Saxon cemetery site
24. Drill Hall
25. Milestones/posts

6.1.17 The approaches to Swaffham are an important part of its welcome and attractive character. The emerging Breckland Local Plan identifies gateway developments for Swaffham (see figure 7). As the town grows and new development becomes the new entrance or gateway to the town, it is important that the public realm<sup>20</sup> is of high quality and appearance, connecting not only with the existing townscape, but also the adjacent countryside. Further reference to The Brecks is found in the chapter 6.3.

<sup>20</sup> 'The parts of the village... (whether publicly or privately owned) that are available, without charge, for everyone to see, use and enjoy, including streets, squares and parks' (The Dictionary of Urbanism, 2005).





- 6.1.18 The aesthetic aspects of ‘the welcome’, should also be accompanied by safe crossing points for pedestrians and cyclists, an issue that has arisen through community consultation, particularly talking to older residents and children.

**POLICY**

**HBE6: Entrances and gateways to Swaffham**

New development located at the town entrances must enhance the visual approach or gateway to Swaffham, for example through the provision of

- i. Hard or soft landscaping measures.
- ii. Signage.
- iii. Tree, shrub and flower planting (with a preference for native species).
- iv. Hedgerows.
- v. Buildings in character with Swaffham.

All public realm proposals should enhance the overall appearance and public use of the space. Approaches should maintain visual connections with the countryside and The Brecks. Development that could have an adverse impact on The Brecks landscape will not be supported.

- 6.1.19 In 2016, the rate of all crime and anti-social behaviour was 91.3 per 1000 population for Swaffham ward, compared to the amount for Norfolk for the same period which was 77.9 per 1000 population.<sup>21</sup> The Neighbourhood Plan seeks to address community safety in terms of designing out crime for new developments. This should be as much about residents and visitors feeling safe, as about reducing the levels of actual crime that take place, in line with good practice ‘Secured by Design’ standards.

<sup>21</sup> [www.norfolkinsight.org.uk](http://www.norfolkinsight.org.uk) data extracted 6.02.2018.



**POLICY**

**HBE7: Community safety**

All new residential development must create a safe environment, taking account of best practice in designing out crime. New developments should have:

- i. Good natural surveillance.
- ii. Active frontages (street frontages where there is an active visual engagement between those in the street and those on the ground floors of buildings).
- iii. Access routes through developments.
- iv. Buildings that face onto the public realm.
- v. Open spaces/play areas.

Development proposals will be expected to meet the requirements of 'Secured by Design'<sup>22</sup> unless they can demonstrate that an alternative approach would not compromise community safety.

**Community action projects**

- Raise awareness of the Safer Neighbourhood Action Plan and the police reporting structure within the town.
- Support initiatives for a cleaner Swaffham.
- Initiatives to reduce the number of unsightly overhead cables.

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<sup>22</sup> Established in 1989, Secured by Design (SBD) is the title for a group of national police projects focusing on the design and security for new and refurbished homes, commercial premises and car parks as well as the acknowledgement of quality security products and crime prevention projects. It supports the principles of 'designing out crime' through physical security and processes. Source: [www.securedbydesign.com](http://www.securedbydesign.com).



## 6.2 Transport and access

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- 6.2.1 Swaffham Town Centre has been described as ‘car dominated’, both in terms of the volume of traffic that goes through it and the amount of cars parked around the Market Place. Both are of great concern to local residents and businesses.
- 6.2.2 Swaffham parish has 9.5 per cent of the population who work from home, 63 per cent who travel to work by driving a car, 7 per cent as a passenger in a car, 2 per cent on a bicycle and 16 per cent on foot. A total of 23.5 per cent of households have no car. As the town grows, there is scope for innovative solutions to address the issue, ensuring that it will be a well-connected and flourishing market town into the future.<sup>23</sup>
- 6.2.3 The Norfolk and Suffolk Economic Strategy (November 2017) states that the government recognises the strategic importance of the A47, with commitment to improve parts of the route. There is a commitment by the A47 Alliance to secure the full dualling of this major artery between East Anglia and the Midlands, which would unlock growth along its route, including significant commercial and housing developments, as well as improve job opportunities in locations such as Swaffham and Dereham.
- 6.2.4 Swaffham town centre is accessible by a network of buses that offers a sustainable transport solution for residents. Planning applications to the east of the town have resulted in early discussions between developers and Norfolk County Council to determine how to serve the new development sites using an extension to the existing bus service network. Keeping public transport at the heart of solving some of the traffic issues is critical if Swaffham’s growth is going to result in a sustainable place with green credentials where people want to live, work and visit.

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<sup>23</sup> Census 2011.





**Objective 3: To improve traffic flow within and around Swaffham.**

- 6.2.5 Members of the Neighbourhood Plan Steering Group completed a traffic survey in September 2017. It was found that 4.91 per cent of traffic was lorries driving on the A1065 through the town centre, of which 41 per cent were 5 and 6 axle. Additionally 8 tractors per hour travelled through the town centre. This level of Heavy Goods Vehicle traffic, combined with a high number of other vehicles affects the character of the town. Policy TRA1 outlines a number of requirements of development that contribute to addressing the issue. Further traffic studies would be welcomed.
- 6.2.6 The solution put forward by the overwhelming majority of local residents (93 per cent) through consultation is that of a relief road for the town, i.e. a road that takes traffic away from the town centre when there is no need to drive through it. Various routes for a relief road have been mooted in the past, and as part of developing the Neighbourhood Plan for Swaffham. Whilst a relief road is beyond the scope and potentially part of the geographical area of the Neighbourhood Plan, measures to reduce traffic volume will be encouraged. Delivery of a relief road could be financed through further housing development and/or government funding.
- 6.2.7 Associated air pollution is addressed in policy ENV1.

**POLICY**

**TRA1: Traffic volume**

Measures will be supported to reduce traffic volume through Swaffham Town Centre and the associated air pollution. New residential or business development should not significantly contribute to an increase in traffic volume within the town centre.

All new developments should produce a statement or assessment, that:

- i. Quantifies the level of traffic movements they are likely to generate.
- ii. Includes measures to mitigate any negative impacts of congestion, road safety, parking, pollution and Heavy Goods Vehicles.
- iii. Demonstrates how sustainable transport options will be encouraged, for example electric car charging points, car sharing and new public transport provision.

The Neighbourhood Plan supports the delivery of an appropriate future north/south relief road for Swaffham.

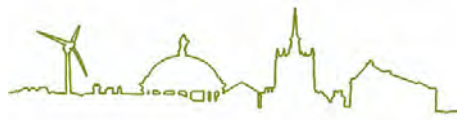
- 6.2.8 Together with traffic volume, comes the need to address traffic flow, particularly through the town centre and around the Market Place. Various



ideas have been suggested through community consultations that require further feasibility work. The Neighbourhood Plan lends support to the further investigation of such ideas. Policy TRA2 sets out general principles for improving traffic flow within the town, which in turn should improve safety of pedestrians, cyclists and other road users.



Figure 12 left: Locally recognised congestion points along A1065 through the centre of Swaffham (source: Parish Online with own annotations).



**POLICY**

**TRA2: Traffic flow**

Initiatives to facilitate better flow of traffic through and around Swaffham Market Place will be supported, for example through the provision of new one-way or two-way traffic schemes, new roundabouts and further improvements to signage.

New routes should connect well into existing routes and movement patterns. The design of new public transport infrastructure, such as bus pull-ins and laybys, should be an integral part of the street layout to prevent congestion and improve the safety of pedestrians, cyclists and other road users.

**Objective 4: To ensure safe walking and cycling within the Swaffham town and area.**

- 6.2.9 The Neighbourhood Plan encourages development that addresses the impact of climate change by reducing the reliance on the private car. New development provides an opportunity to put in new footpaths and cycle ways to connect through developments, to town amenities, other parts of the town and the surrounding area (including the Swaefas Way and Peddars Way). Local residents who contributed to consultation events supported this. The ability to walk or cycle within the town will in turn also contribute to social connections being made between residents, in ways that do not happen in a car dependent community. Acceptable walking distance may be greater where the pedestrian environmental quality is perceived to be higher (see policy HBE3).
- 6.2.10 The Norfolk Cycling and Walking Action Plan (2016) sets out that city and town centres, vehicle-restricted areas and new developments will need to accommodate cycle journeys where possible. High standards of urban design, cycle parking and signage will ensure that public spaces are attractive and offer a welcome to responsible cyclists whilst protecting pedestrian amenity'. There is concern from residents about the safety of walking and cycling within the town, particularly on routes to schools. Ideally separate footpaths/cycle ways should be created away from main roads. Residents also highlighted the need for more and safer crossing points, which should be planned into new developments. TRA3 is in conformity with emerging Local Plan TRO1, but adds the local detail.
- 6.2.11 The map below shows public rights of way in Swaffham parish, including Peddars Way, which runs along the eastern boundary of the parish. Appendix G shows a larger scale map of the town centre and associated public rights of way. There is scope for greater connectivity between public rights of way across the town settlement and hinterland.



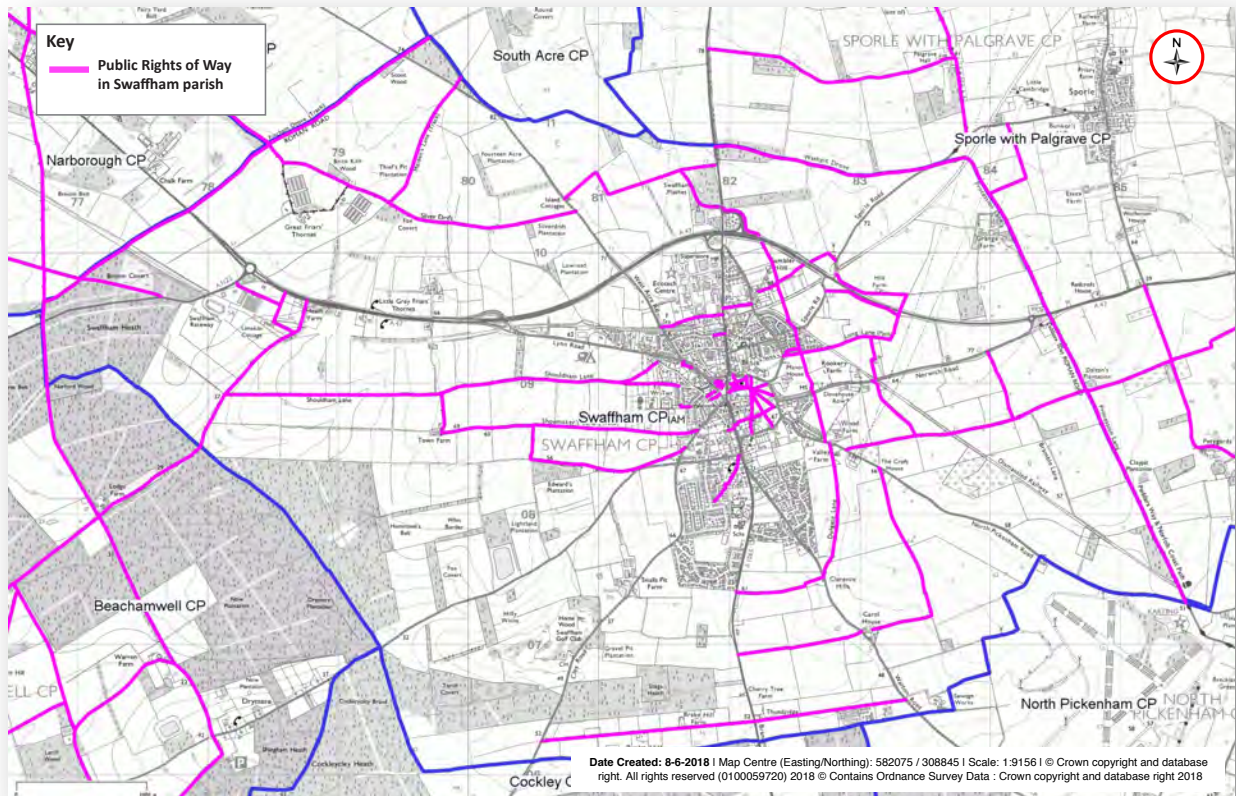


Figure 12 above: Public Rights of Way in Swaffham parish and surrounding parishes, showing network of connections (source: Parish Online, with own annotations). Blue line denotes the parish boundary.

**POLICY**

**TRA3: Walking and cycling**

New residential development must incorporate opportunities for walking and cycling. New footpaths and cycle ways should connect to town services, existing routes and the surrounding area, including the Swaefas Way and Peddars Way. New footpaths and cycle ways should form part of a coherent network (see figure 12) and aim to encourage alternatives to use of private cars.

Footpaths and cycle ways should, where possible, always be visible and separate from roads.

The design of new development must incorporate safe access to and from the site by pedestrians and cyclists, for example, through crossing points.



**Objective 5: To provide sufficient and accessible parking for residents, visitors and businesses.**

- 6.2.12 Adequate and well-designed parking provision is an important element of any new development, whether it is for a single dwelling, business premises or a larger development. Whilst the Neighbourhood Plan encourages sustainable transport options, it is also a reality that private cars will be used to access services and employment within and beyond the town. It is important that this is well designed into any development.
- 6.2.13 Allocated parking on new residential estates is encouraged (garages and bays) to avoid indiscriminate and on-kerb parking. Garages should be built big enough for the size of modern cars.
- 6.2.14 Contributing to Swaffham being a sustainable place with green credentials, electric car charging points and bicycle parking should be designed into new developments from the outset.

**POLICY**

**TRA4: Private parking**

All new development, including individual dwellings, should provide sufficient parking for the intended use, so as not to create road obstructions or highway safety problems, and to ensure safety for pedestrians, whilst seeking to minimise the visual impact of the car. Parking should be discreet, accessible, and appropriate to the character of the proposed development.

Provision should be made for

- i. Sufficient private car parking spaces per dwelling on residential developments.
- ii. Some on-street parking for visitors and deliveries on residential developments.
- iii. Electric car charging points.
- iv. Bicycle, motorcycle and scooter parking.

- 6.2.15 Public parking is an emotive issue in Swaffham. The Neighbourhood Plan offers the opportunity to improve the attractiveness of the town centre for residents and visitors over the next 20 years. Due to public parking, the central triangle outside the Assembly Rooms is visually unattractive as an area for most of the week. The manager of the Tourist Information Centre in the Town Hall stated that he was 'impressed by the number of positive comments from visitors about the town in general; the overall view is welcoming and friendly. What lets it down visually is the prominence of



parked cars’. In Pevsner’s ‘Architectural Guide – Buildings in England (1999), it states that ‘...only the cars spoil Swaffham, clogging up the Market Place’.

6.2.16 Should some of the parking be removed from the Market Place and replaced with a landscaped green space and seating, it would significantly improve the attractiveness of the town centre. Swaffham is fortunate to have a large free public car park in Theatre Street with spaces for some 250 cars. Except for about three hours on a Saturday (because the market displaces cars from the centre of town and more people come into town), this car park is rarely more than half full during the week. Better signage and improved access is needed for the Theatre Street car park.

6.2.17 Furthermore, should a site for new public parking come forward outside of the town centre, this would be supported. Such an opportunity could particularly benefit commuters, those that park in the town and travel elsewhere to work by public transport or car sharing.

**POLICY**

**TRA5: Public parking**

Public parking outside the town centre is supported, for longer stay and commuter use, to release car parking in the town centre for other uses. The provision of electric car charging points will be supported.

**Community action projects**

- Work with the Highways Agency to reduce the number of Heavy Goods Vehicles (HGVs) coming through the town centre.
- Work with Breckland District Council and Norfolk County Council to undertake feasibility studies for a relief road.
- Produce a guide to walking and cycling in and around Swaffham.
- Consider options for parking elsewhere for town centre use.
- Improve signage within the Town.
- Consider the feasibility of pedestrianisation and greening of the Market Place.





## 6.3 Environment and landscape

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- 6.3.1 Swaffham lies on the north-west boundary of The Brecks. Covering 39,141 ha of heathland, forest and arable farmland, The Brecks is of international and European value to birdlife. Designated in 2006 as a Special Protection Area under the European Council's Directive on the Conservation of Wild Birds, The Brecks habitat is important for a range of ground-nesting birds including the Stone Curlew, Woodlark and Nightjar.
- 6.3.2 The Brecks lie on the broad band of chalk that extends diagonally across England from the Chilterns to North West Norfolk. Generally, the chalk is upstanding as a gentle ridge, but The Brecks lie on a slight depression between Newmarket and Swaffham where the chalk forms a low plateau, 15 to 30m above sea level.<sup>24</sup> The sandy soils are very free draining but nutrient poor. The region has low rainfall and the combination of low rainfall and sandy soil has supported a distinctive and unique biodiversity, unlike any other part of Britain.<sup>25</sup> This is important to local people, for recreation and in terms of the overall character of Swaffham.
- 6.3.3 Growth of the town should respect the natural environment through minimising pollution, considering climate change, improving localised flooding areas, recognising local views and vistas, keeping dark skies and protecting Local Green Spaces. These elements make an essential contribution to preserving Swaffham's distinct and attractive character as a market town with a rural hinterland.

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<sup>24</sup> Brecks Landscape Character Assessment 2013.

<sup>25</sup> Securing Biodiversity in Breckland. Guidance for conservation and research.



## Objective 6: To protect the environment and minimise pollution.

6.3.4 An Air Quality Management Area<sup>26</sup> was declared in Swaffham from 1st May 2017, which is the A1065 running through Swaffham between Pit Lane to the south and Sporle Road to the north (see figure 13). The A1065 runs through the centre of the town and is the main through route for both local traffic and for traffic travelling to North Norfolk. The layout of the town leads to frequent traffic congestion and thus elevated levels of Nitrogen Dioxide. Over the past few years, these concentrations have hovered mostly above, but occasionally below the annual objective. In 2016-17, the annual mean for the Station Street area exceeded the annual objective and Breckland Council declared Swaffham an Air Quality Management Area. Breckland Council is working with Norfolk County Council to reduce the levels of nitrogen dioxide below the annual objective.<sup>27</sup>

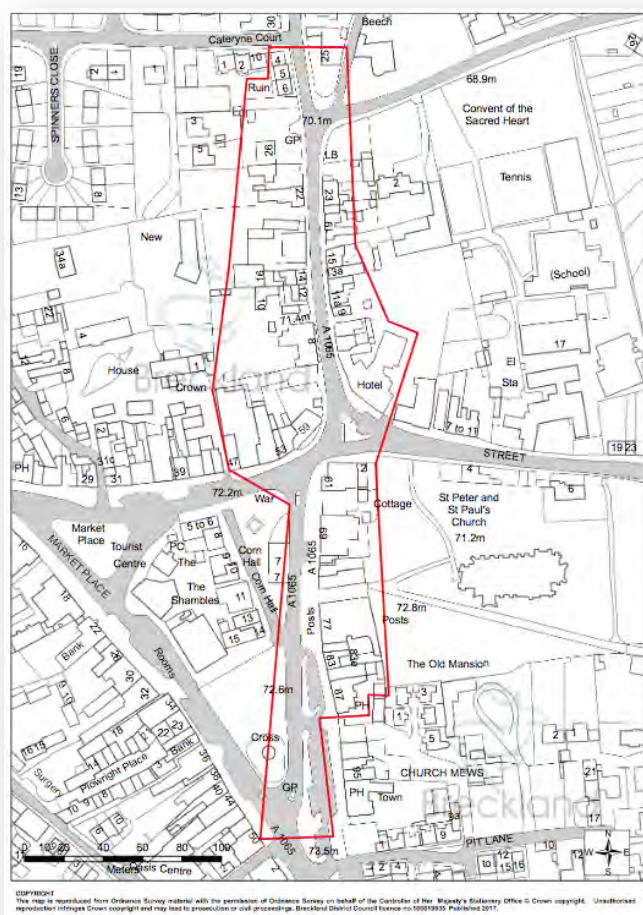


Figure 13 left: Swaffham Air Quality Management Area (source: emerging Breckland Local Plan).

<sup>26</sup> An AQMA is an area designated where air quality does not already, or is predicted not to, meet air quality objectives. This could be just one or two streets, or it could be a much larger area. It is then a requirement that affected Local Authorities implement a plan to improve air quality - a Local Air Quality Action Plan - that seeks to improve the air quality in areas designated AQMAs. Source: emerging Breckland Local Plan.

<sup>27</sup> 2017 Air Quality Annual Status Report, Breckland District Council.



- 6.3.5 Road traffic is the significant contributor to air pollution problems in the town. There is a high level of commuting by car resulting in significant levels of congestion at peak times in Swaffham. Car ownership levels in Swaffham are lower than the ownership levels for Breckland. 23.7 per cent of households in Swaffham have no car or van availability compared with 15.5 per cent of households in Breckland with no car or van availability.<sup>28</sup>
- 6.3.6 Addressing air pollution is very important to residents and businesses in the town and should be given a high priority in the consideration of applications for further development, wherever they are sited within Swaffham. Policy ENV1 outlines a number of measures that address the issue.

**POLICY**

**ENV1: Air pollution**

To address the issue of poor air quality the following should be given high priority:

- i. New community facilities and amenities should be located away from areas of poor air quality.
- ii. All developments should have significant tree planting, with a maintenance plan.
- iii. All major developments should demonstrate how they will contribute to improving poor air quality.

- 6.3.7 Swaffham is a town wanting to develop its green credentials. It currently has two large Enercon E-66 wind turbines, with the capacity to generate 1.5MW and 1.8MW of electricity. The turbines are owned and operated by Ecotricity. In terms of addressing climate change at a local level, realistically this can be done through mitigation measures in the design of all types of development and allowing further renewable energy. This is in conformity with policy ENV10 of the emerging Breckland Local Plan.

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<sup>28</sup> Census 2011.





**POLICY**

**ENV2: Climate change**

All developments must be designed to anticipate climate change. They should be capable of being upgraded and adapted to minimise resources used in both their construction and operation, and to cut down on pollution, whilst also being sensitive to the historic environment.

Support will be given to buildings that have cost effective and efficient passive solar gain, solar PV panels, use grey water where possible and have electric car charging points. The layout and massing of development should take account of local climatic conditions, including daylight and sunlight, wind, temperature and frost pockets.

Renewable energy developments, including wind and solar options, will be supported, where they do not adversely impact on the landscape character.

- 6.3.8 There are a number of points within the town settlement where localised flooding occurs. In some locations this can occur frequently during periods of modest rainfall. In the face of climate change, the risk of surface water flooding is likely to increase. The Neighbourhood Plan welcomes the incorporation of sustainable drainage systems (SuDS) into proposed developments in Swaffham, an approach to managing surface water run-off which seeks to mimic natural drainage systems.

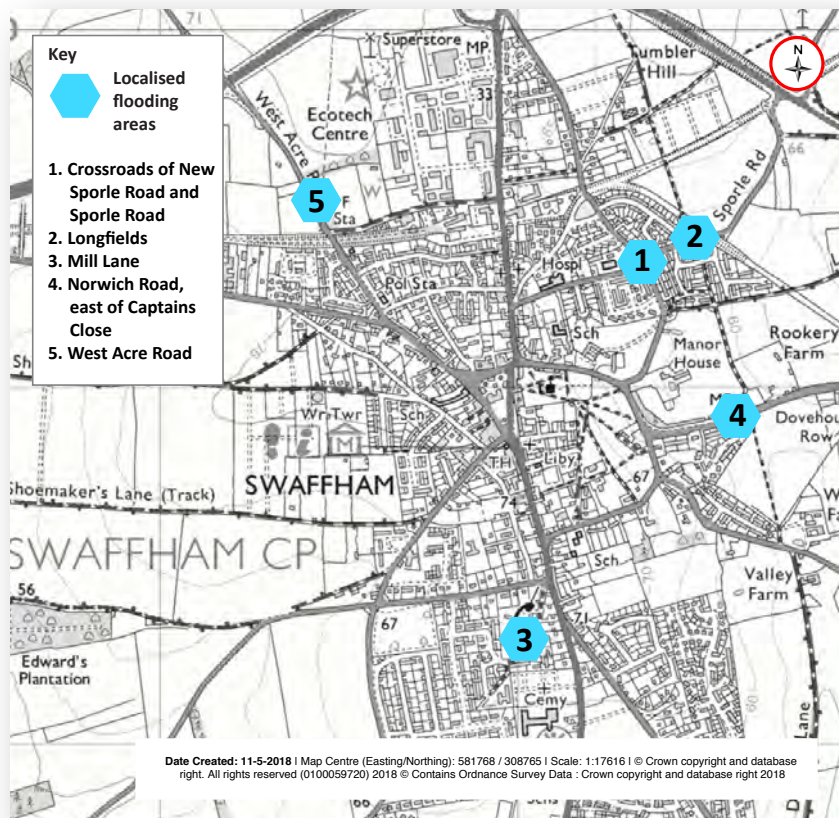


Figure 14 left:  
Identified localised  
flooding areas (source:  
Parish Online with  
own annotations).



**POLICY**

**ENV3: Localised flooding areas**

All development should take advantage of modern drainage methods to prevent and where necessary alleviate localised flooding. Future development must not cause or contribute to new flooding or drainage issues or exacerbate existing issues, or cause water pollution.

Existing Identified localised flooding areas include (figure 14), but are not limited to:

1. Crossroads of New Sporle Road and Sporle Road.
2. Longfields.
3. Mill Lane.
4. Norwich Road, east of Captains Close.
5. West Acre Road.

Sustainable drainage systems associated with any planned development should appear natural and be able to be colonised by the local fauna and flora whilst still maintaining their design purpose. Such systems must not be used as, or contribute to, the requirements for public open space or play areas.

- 6.3.9 There are a number of views and vistas across the parish of Swaffham that are of particular community importance. To keep Swaffham a distinct and attractive town in which to live and to enjoy, residents feel that a connection to the surrounding countryside and the unique townscape should be safeguarded. This is not to stop development within these views, but to ensure that the character of Swaffham remains distinct. Development within the views listed in ENV4 that is overly intrusive, unsightly or prominent will not be supported locally.

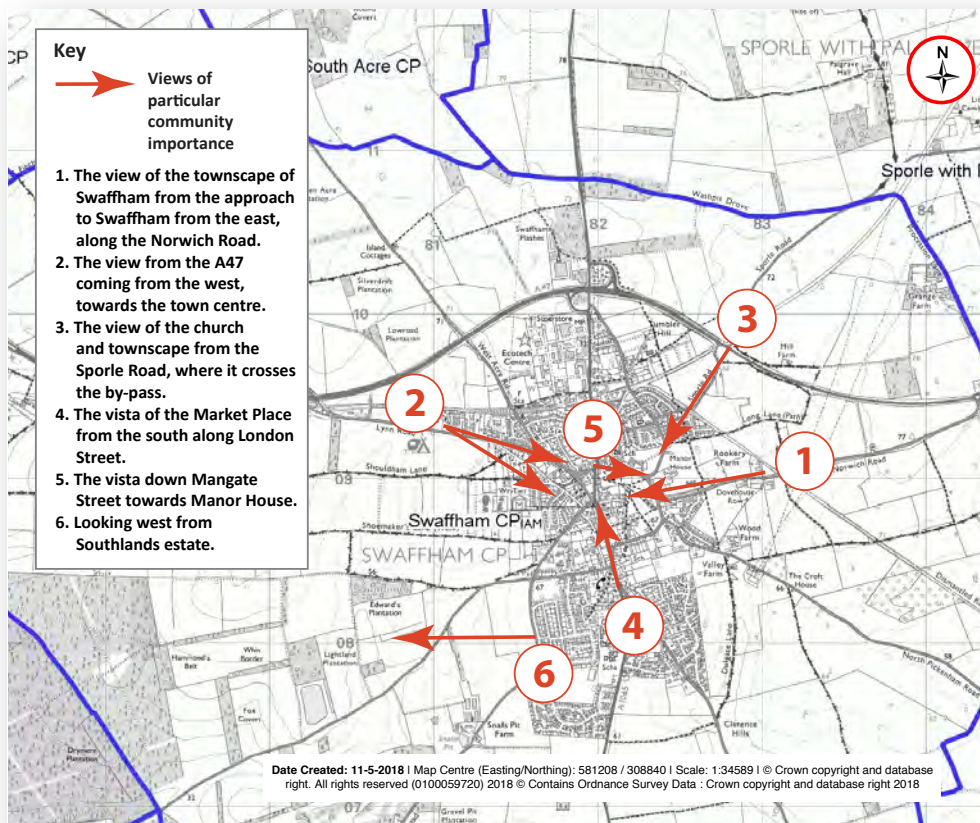


Figure 15 above: Views of particular community importance (source: Parish Online with own annotations). Blue line denotes parish boundary.

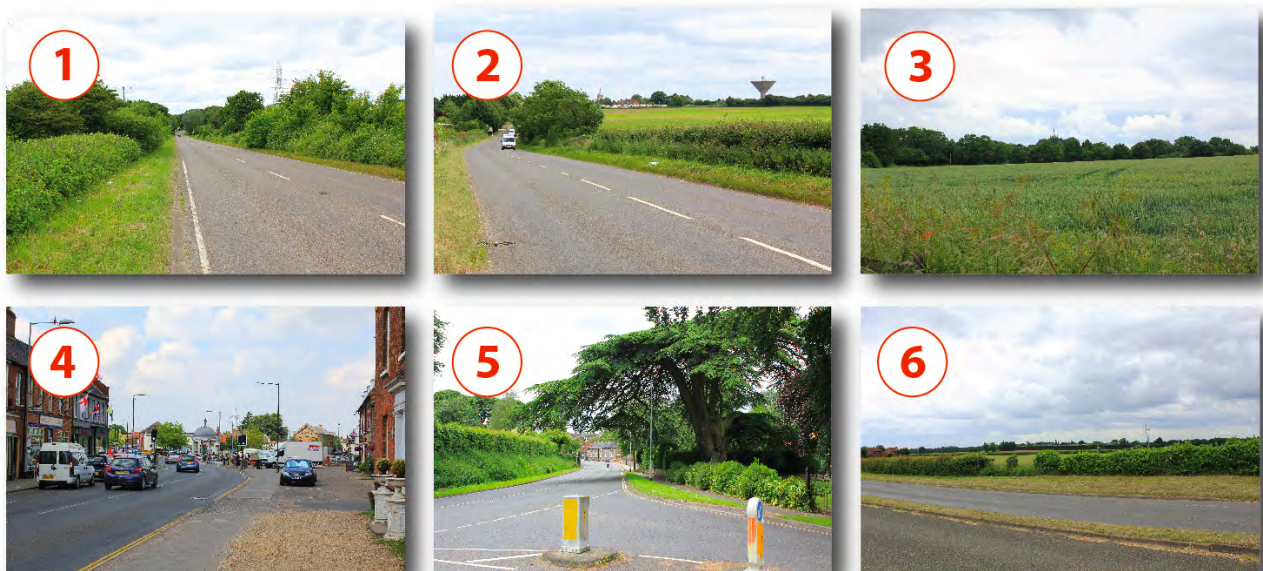


Figure 16 above: Photograph of each view (source: own).





**POLICY**

**ENV4: Important local views and vistas**

Any development within the following views and vistas that does not adversely impact upon the landscape or character of the area will be supported:

1. The view of the townscape of Swaffham from the approach to Swaffham from the east, along the Norwich Road.
2. The view from the A47 coming from the west, towards the town centre.
3. The view of the church and townscape from the Sporle Road, where it crosses the by-pass.
4. The vista of the Market Place from the south along London Street.
5. The vista down Mangate Street towards Manor House.
6. Looking west from Southlands estate.

To connect to the countryside, views and vistas along streets and/or open spaces to the surrounding Brecks landscape should be maintained and created within new development where there are opportunities to do so.

- 6.3.10 In accordance with the National Planning Policy Framework (paragraph 125), any new development should have limited impact on dark skies. This is part of Swaffham attempting to preserve its distinct and attractive character, as well as respecting the natural environment and bio-diversity. Environmentally efficient lighting makes a contribution to the green credentials of Swaffham.

**POLICY**

**ENV5: Dark skies**

All street lighting and the lighting of residential dwellings or businesses should be environmentally efficient, sympathetic in design (for example, down lighting) and limited where adjacent to the countryside.

- 6.3.11 The Neighbourhood Plan has the opportunity to designate areas as 'Local Green Space' for special protection (i.e. where the community is able to rule out new development other than in very special circumstances, for example, for reasonable expansion of the existing facilities to meet growing needs). The list in ENV6 has come through community consultation and is in conformity with the National Planning Policy Framework (paragraph 77), where designation should only be used:
- Where the green space is in reasonably close proximity to the community it serves;
  - Where the green area is demonstrably special to a local community and holds a particular local significance, for example because of its beauty, historic significance, recreational value (including as a playing field), tranquility or richness of its wildlife; and



- Where the green area concerned is local in character and is not an extensive tract of land.

6.3.12 A justification for each of the Local Green Spaces is found in Appendix H.

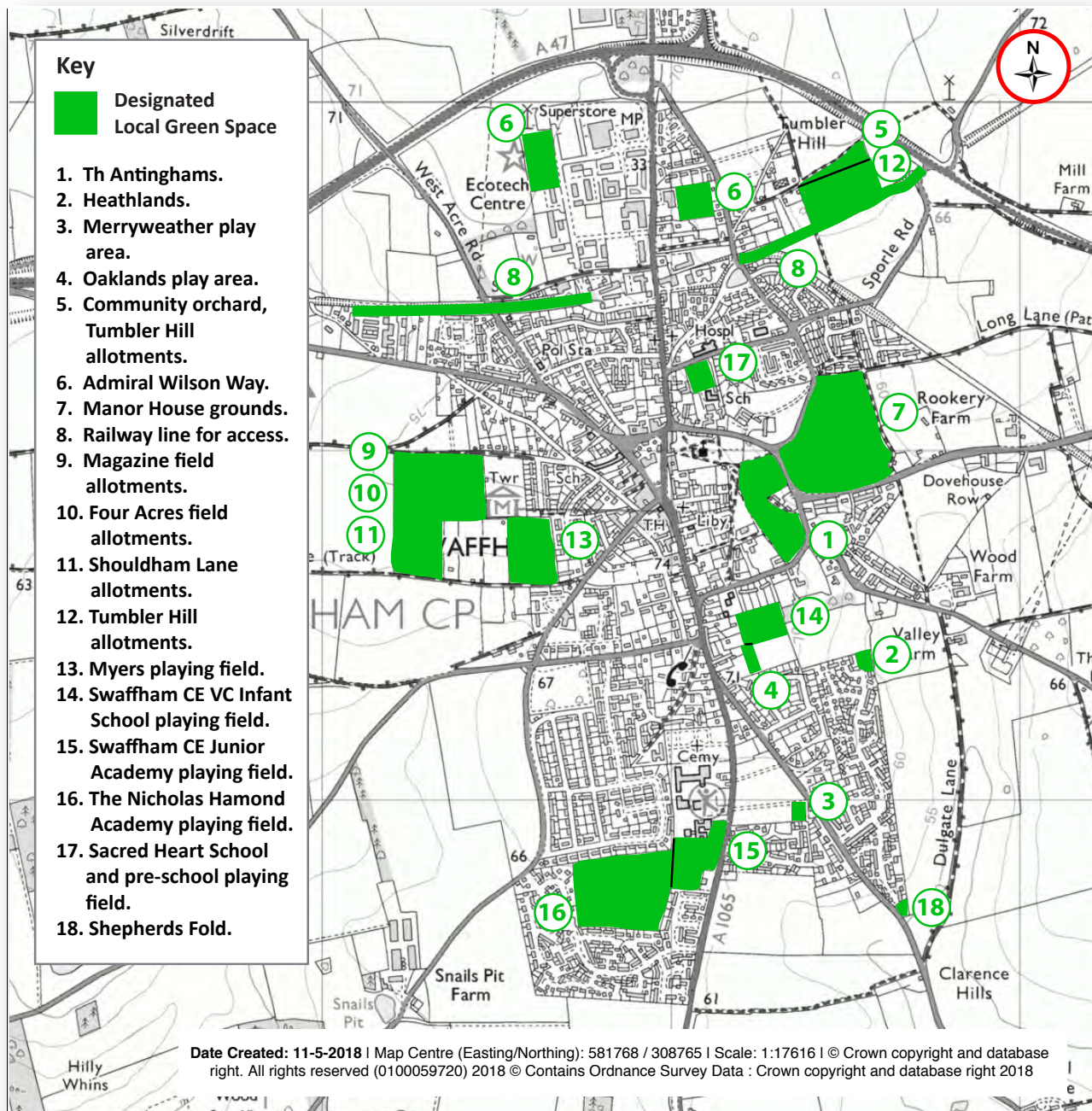


Figure 17 left: Local Green Spaces (source: Parish Online with own annotations).



**POLICY**

**ENV6: Designated Local Green Space**

In addition to those listed in the Breckland Local Plan (Campingland, Orford Road playing field, Football Club, Cricket Club, Rugby Club, cemeteries and burial ground, Haspalls Road recreation ground), the following areas are designated as Local Green Space for special protection (as shown in figure 17):

1. The Antinghams.
2. Heathlands.
3. Merryweather play area.
4. Oaklands play area.
5. Community orchard, Tumbler Hill allotments.
6. Admiral Wilson Way.
7. Manor House grounds.
8. Railway line for access.
9. Magazine field allotments.
10. Four Acres field allotments.
11. Shouldham Lane allotments.
12. Tumbler Hill allotments.
13. Myers playing field.
14. Swaffham CE VC Infant School playing field.
15. Swaffham CE Junior Academy playing field.
16. The Nicholas Hamond Academy playing field.
17. Sacred Heart School and pre-school playing field.
18. Shepherd's Fold.

Development that results in the loss of Local Green Space or that results in any harm to their character, setting, accessibility or appearance, general quality or to amenity value will only be permitted if the community would find equivalent benefit from provision of a suitable replacement. The exception will be the expansion of school premises.

**Community action projects**

- Aim to reduce the pollution levels well below the statutory levels, and no worse than other towns within Breckland district.
- Support the implementation of the action points emerging from the AQMA.





## 6.4 Business and employment

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- 6.4.1 The key findings from the Norfolk Market Town Report 2017 by Norfolk County Council are as follows:
- Businesses in Swaffham are predominantly comparison retailers<sup>29</sup>, at 35 per cent.
  - Public services have increased by 5 per cent since 2015. Note, this has reduced since 2015.
  - Other unit types have decreased but this is due to an increase in vacant units and the addition of the mixed-use criteria.
- 6.4.2 The 2011 census showed that 48.8 per cent of households in Swaffham had no adults in employment. This compares to 35.6 per cent for Breckland and 33.3 per cent for England. This is partially accounted for by the 23.4 per cent of the population that are retired.
- 6.4.3 The population of Swaffham has a higher proportion of residents aged 16 or over with no qualifications at 35.1 per cent compared to 28 per cent for Breckland and 22.5 per cent for England.<sup>30</sup> This is partially accounted for by the high proportion of older residents.
- 6.4.4 The proportion of people employed in higher paid occupations (professionals, managers and senior officials) is 21.3 per cent, which is similar to Breckland at 21.3 per cent but lower than England at 28.2 per cent. The total weekly household income is the sum of the gross income of every member of the household plus any income from benefits such as working tax credits. Data from the 2011 census shows that Swaffham is in the lowest 20 per cent of households, with an average of £590 weekly income per household.<sup>31</sup> The

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<sup>29</sup> Retailers that are clustered together and which consumers purchase relatively infrequently.

<sup>30</sup> Census 2011 [www.nomisweb.co.uk](http://www.nomisweb.co.uk) data extracted 07.02.2018.

<sup>31</sup> [www.norfolksight.org.uk](http://www.norfolksight.org.uk) data extracted 09.02.2017.



inward investment of a range of businesses will be essential to Swaffham being a flourishing market town.

- 6.4.5 The emerging Breckland Local Plan sets out a spatial distribution of new employment allocations in Swaffham (policy EV01) of at least 9 hectares. The policies that follow can be applied to these sites and also other smaller sites within Swaffham.

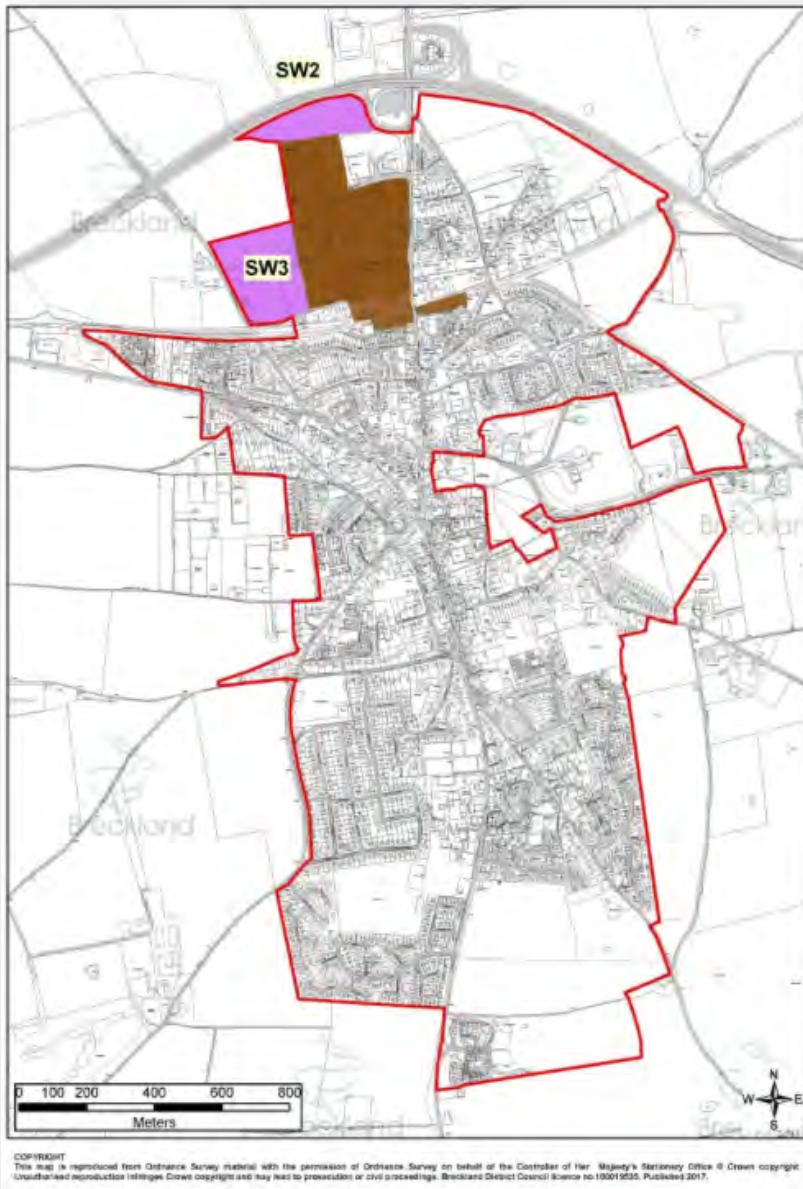


Figure 18 left: Swaffham Saved Employment Allocations. SW2 is the land to the north of the Green Britain Centre. SW3 is the land to the west of the Eco-tech employment area. The area marked in brown is the existing employment land (source: Emerging Breckland Local Plan).



**Objective 7: To encourage and support new and existing businesses, to generate employment opportunities.**

6.4.6 Swaffham's employment areas are concentrated around its northern outskirts with the principal location being the Ecotech Business Park. Situated next to the A47 and mainly fronting onto Castle Acre Road, which forms a major route through Swaffham, the site has very good access to the strategic road network. It includes the architecturally distinct Green Britain Centre (closed at the time of writing) which is a visitor centre dedicated to the promotion of sustainable development and environmental issues. Adjacent to this, and mainly extending off Turbine Way, there is a mix of office, light industrial and some warehouse units all of which have been developed with sustainable credentials.<sup>32</sup> Swaffham has built a reputation for being an environmentally progressive town. There is great potential to feed off this area and encourage more green businesses within the town. The concept of Swaffham having 'green credentials' has marketing potential for inward investment. Swaffham is keen to be seen as an environmentally friendly town with a cluster of green businesses.

**POLICY**

**BUS1: Green credentials**

Business development that has an environmental focus will be particularly encouraged:

- i. Those that sell or manufacture environmental products and services.
- ii. Those that have a low carbon footprint (see ENV3), for example they seek to reduce their water and energy consumption and minimise waste output.

New heavy or polluting businesses will be discouraged.

6.4.7 The Norfolk County Council Market Town's Report 2017 states the number of town centre business premises as 147, with a vacancy rate of 4.1 per cent (6 units).

6.4.8 Small and medium enterprise premises can be the lifeblood of a market town such as Swaffham. They offer the potential for start-up businesses to establish themselves and grow into medium sized enterprises and employers of local people. Supported through community consultation, policy BUS2 identifies a number of units that would be particularly supported. This is not an exhaustive list. Equally businesses that further attract tourists and visitors to the town from elsewhere are encouraged.

<sup>32</sup> Breckland Employment Growth Study (2013).





**POLICY**

**BUS2: New businesses**

To meet the needs of the local population with a range of business sizes and types in the town, the following new business units are encouraged:

- i. Home-based and live-work units.
- ii. Start up/incubator units.
- iii. Office facilities.
- iv. Training facilities.

All new businesses need to demonstrate how their size and design respects the immediate surroundings, are appropriate to the character of Swaffham, and do not add to the issues of traffic volume, pollution and congestion (see TRA1).

Businesses that add to the range of tourist or visitor attractions or facilities, adding a positive visitor experience for Swaffham, will be supported.

- 6.4.9 The short journeys from within the parish to the centre of Swaffham town make a contribution to congestion and air pollution. There is an opportunity to minimise these journeys for convenience shopping purposes – a pint of milk and a loaf of bread bought locally. Where new development is being considered, there is potential to plan in small convenience shops. This was supported by the Neighbourhood Plan online survey in summer 2017.

**POLICY**

**BUS3: Shops in new development areas**

Convenience shops are encouraged where they serve the day-to-day needs of residents in new development areas.

**Objective 8: To develop an economically viable and attractive town centre.**

- 6.4.10 The emerging Breckland Local Plan seeks to enhance local provision through focusing retail and leisure proposals within town centres, with retail uses focused within the Primary Shopping Areas. The map below from the emerging Local Plan shows that in Swaffham the Primary Shopping Area is around the Market Place. The following definitions apply to the District's retail areas, as shown on the map:

- Town Centre – defined area, including the primary shopping area and areas of predominantly leisure, business and other main town centre uses within or adjacent to the primary shopping area.



- Primary Shopping Area – defined area where retail development is concentrated (generally comprising the primary and those secondary frontages which are contiguous and closely related to the primary shopping frontage).
- Primary Frontage – primary frontages are areas of mainly shops (Use Class A1<sup>33</sup>).
- Secondary Frontage – secondary frontage provides greater opportunities for a diversity of uses.<sup>34</sup>

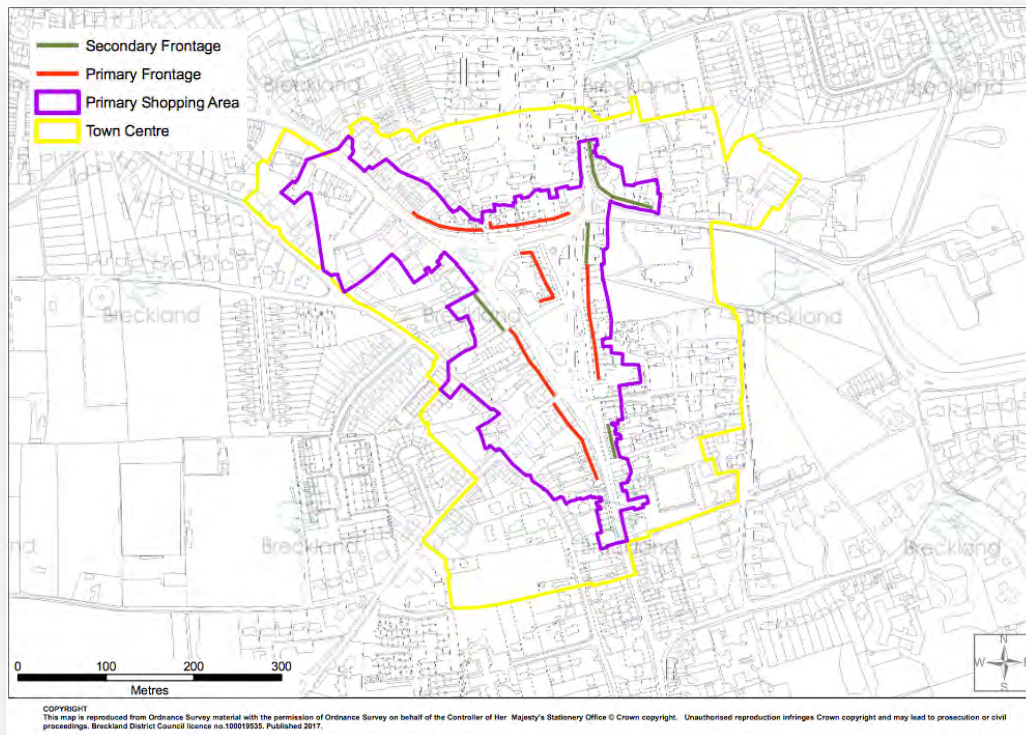


Figure 19 above: Town centre frontages in Swaffham (source: emerging Breckland Local Plan).

6.4.11 Swaffham is home to award winning local food businesses. It has a variety of shops ranging from small independent businesses to large national chain stores. However, there remain a small number of empty units in the town today. At the time of writing Barclays Bank has announced that they are leaving Swaffham where they occupy a large retail unit in the centre of town.

6.4.12 Swaffham has two major supermarkets (Waitrose and Tesco) to the north of the town, and two medium sized supermarkets (Asda and Iceland) in the centre. Local people feel this is sufficient for the size of the town and its hinterland.

<sup>33</sup> Class A1: shops and retail outlets.

<sup>34</sup> Emerging Breckland Local Plan.



- 6.4.13 Independent shops rely on offering a special or niche product to attract customers. Encouraging new independent shops is a challenge but would add to the attractive character of the town.
- 6.4.14 An article in the Guardian, 'Why high streets don't need shops to survive'<sup>35</sup> recognises the importance of the 'experience economy'. High-street shops that are now doing well nationally are hair and beauty salons, coffee bars, fast-food outlets, health and convenience stores – all are services that cannot be delivered on the internet. Local residents and businesses have recognised that the town centre should particularly encourage A1 (shops and retail outlets), A2 (professional services) and A3 (food and drink). There is support locally for more family friendly eating establishments. Consensus through community consultation showed that further provision of charity shops should be resisted.

**POLICY**

**BUS4: Town centre retail**

In order to keep Swaffham town centre viable and attractive for local residents and visitors, a mix of retail opportunities will be encouraged, in particular more class A1 (shops and retail outlets), A2 (professional services) and A3 (food and drink).

Where it can be demonstrated that a town centre premises is no longer required for retail use, first preference will be for a leisure or community re-use on the ground floor.

- 6.4.15 To achieve an economically viable and attractive town centre, there is potential to make significant improvements in the quality of the town's physical environment to attract visitors and investors. The Buttercross and the Market Place are major symbols of Swaffham. The Buttercross dates back to 1783 and was commissioned by the Earl of Orford.<sup>36</sup> At the time of writing, there are currently plans to visually enhance this area.
- 6.4.16 The Neighbourhood Plan supports the idea of improving the overall attractiveness of the town and encouraging businesses that can contribute to the collective appearance. High streets that are doing particularly well in other parts of the country are those that are concerned with unique character. Swaffham has an opportunity to enhance its already distinctive and attractive character.

<sup>35</sup> <https://www.theguardian.com/commentisfree/2018/apr/17/high-streets-heart-cities-web>.

<sup>36</sup> Matthew Rice (2008), 'Building Norfolk'.





**POLICY**

**BUS5: Attractive town centre**

Business development proposals that respond positively to maintaining an attractive local townscape for residents, other businesses and visitors, and that enhance the town's aesthetic qualities will be supported.

In particular visual enhancements to the following will be considered:

- i. Reducing the visual impact of car parking within the town centre.
- ii. Enhancements to the Market Place and Buttercross.

**Objective 9: To provide widely available and effective telecommunications and internet access.**

6.4.17 Access to super high speed broadband and WiFi is indispensable to the future dynamism of the town. It is a requirement for successful modern enterprises and a key factor in being able to attract new business and retail opportunities. This should be integral to any new business development and received overwhelmingly supported through consultation. The infrastructure required to implement this aspiration will be supported.

**POLICY**

**BUS6: Telecommunications**

In accordance with policy INFO1 of the emerging Breckland Local Plan, new business development should have fast internet connections. Improvements to internet and mobile phone coverage will be supported.

**Community action projects**

- Encourage niche retailers to take up shop premises within the town.



## 6.5 Community and services

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- 6.5.1 There are a wide range of community and voluntary organisations in Swaffham that contribute to improving health and quality of life for town residents and the rural hinterland. These include national and local charities and community organisations, many employing professionals as well as volunteers, to provide specialist services.
- 6.5.2 Examples include the Merle Boddy social day care centre which provides day care for people living with mental and physical health problems including dementia. The Garden Science Trust has a portacabin at the Green Britain Centre that acts as a classroom for crafts, and people with learning difficulties and other barriers to education and training, use the organic garden. The Escape Project aims to support and improve life opportunities of people in the community with mental health issues, low physical activity, isolation or lack of emotional wellbeing. The community allotments and orchard are available for regular gardening sessions, cooking sessions and volunteering opportunities.
- 6.5.3 Whilst community activities and support organisations could be described as flourishing, there is opportunity for more to be happening locally with more space in which to be doing it in the form of community buildings.
- 6.5.4 A consultation with the pupils of Swaffham Junior Academy, Nicholas Hamond Academy and Sacred Heart School showed support for more facilities for indoor physical leisure activities, a swimming pool and more parks.
- 6.5.5 As the town grows, the provision of services must be addressed, in particular education, health and social care provision.



**Objective 10: To provide inclusive opportunities for cultural, leisure, community, sport and other social activities, for all ages.**

- 6.5.6 Paragraph 2.62 of the Breckland District Council Open Space Assessment (2015) states, 'The Town Council together with other group members of Advance Swaffham (our Town Plan) in 2010 considered Swaffham's overall open space provision measured against the National Playing Fields Six Acre Standard, and found it to be considerably short of what the town should have. In 2010, the deficiency was 5.65 ha of outdoor sport and 6.09 ha for children's play areas, a total of 11.74 ha. It would be interesting to note the changes since then, as there is clearly an increased population, but there has been only a small increase in outdoor sports provision and in children's play areas. An assessment today would therefore show that Swaffham has a larger shortfall than in 2010. This could be addressed by continuing to increase the proportion of open space provision within the Section 106 legal agreements. Community consultation for the Neighbourhood Plan showed strong support for the provision of further sports and leisure facilities, with many ideas coming forward. COM1 captures those that had the greatest support. Developer contributions should be used, in part, to pay for new and improved provision.
- 6.5.7 There has long been a demand in Swaffham for a public swimming pool, which came through strongly in community consultation for the Neighbourhood Plan. The Breckland Infrastructure Delivery Report 2017 states that a 20m x 4 lane swimming pool would be justified in Swaffham by 2031. In 2017 a business plan was developed for a swimming pool for the town, identifying a location between the Green Britain Centre and the A47 near Waitrose supermarket. The Neighbourhood Plan does not lend support to a particular location, but simply supports a planning application should it come to fruition.
- 6.5.8 Consultation with the Rotary Club for Swaffham suggested that to ensure maximum use, any new indoor sports facilities should be designed for multi-purpose use.



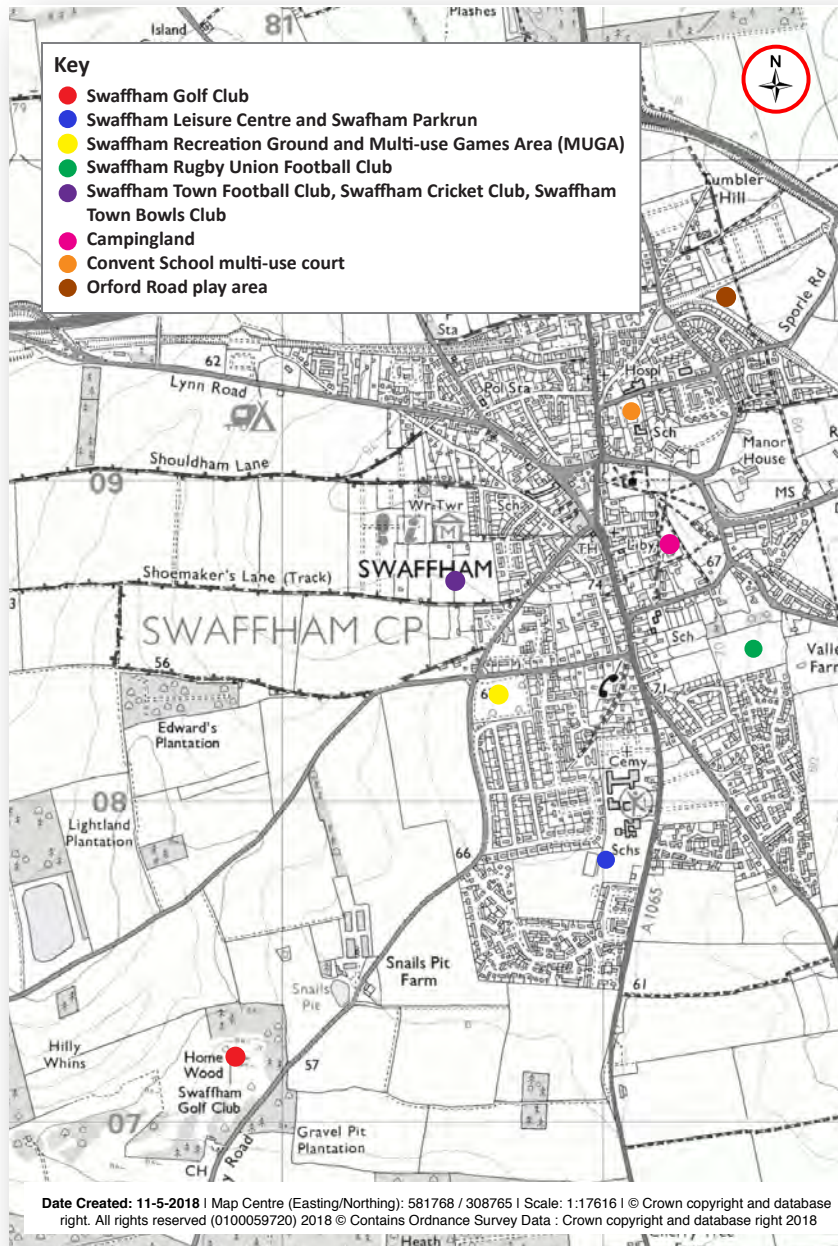


Figure 20 left: Existing sports and leisure facilities in Swaffham (source: Parish Online with own annotations).



**POLICY**

**COM1: Sports and leisure facilities**

The provision of new and improved sports and leisure facilities are encouraged within Swaffham, in particular, but not exclusively the following:

- i. An improved or new indoor sports and leisure centre.
- ii. A swimming pool.
- iii. An additional recreation ground.
- iv. New all weather sports pitches.
- v. New walking and cycling opportunities (see TRA3).
- vi. Cinema and theatre capacity.

New sports and leisure facilities should be located within reasonable distance (see paragraph 38 of NPPF) of main link roads, cycle and footpaths and public transport, as well as providing sufficient parking.

6.5.9 As well as formal sports and leisure facilities, the ability to meet and play outside is part of making Swaffham a socially well-connected community, provided in part by open space. Open space is defined in the Town and Country Planning Act 1990 as 'land laid out as a public garden, or used for the purposes of public recreation, or land which is a disused burial ground'.

6.5.10 The emerging Breckland Local Plan states that 'all new residential development is expected to provide a contribution towards outdoor playing space equivalent to 2.56 hectares per 1,000 population,<sup>37</sup> which equates to 25.6m<sup>2</sup> of outdoor playing space per person. As set out in the Open Space Assessment (2015), this 25.6m<sup>2</sup> is broken down to 17.6m<sup>2</sup> of outdoor sport area and 8m<sup>2</sup> of children's play space'. More details can be found in the policy ENV04 of the emerging Breckland Local Plan. The five Breckland district towns of Attleborough, Thetford, Dereham, Swaffham and Watton have the largest deficiencies in total playing space compared to the Fields in Trust (FIT) standard.<sup>38</sup>

6.5.11 The Neighbourhood Plan seeks to ensure that social spaces are designed into new developments, where people will naturally meet, encouraging social interaction. It is important that specific spaces and shelters for young people are planned into the design of new developments from the outset, so young people feel some ownership of the neighbourhood with their own spaces to meet.

6.5.12 One resident stated, 'It's nice having smaller areas for the different housing estates and then the big park with more things in it'. Ideally Swaffham

<sup>37</sup> The population resulting from a particular development is calculated using the occupancy rates set out in the emerging Breckland Local Plan. Using these occupancy rates it is possible to calculate the level of outdoor playing space needs for any given development.

<sup>38</sup> Breckland District Council Open Space Assessment 2015



should have a mix of sizes of meeting places, play spaces and parks, catering for all ages.

**POLICY**

**COM2: Informal meeting places, play spaces and parks**

Swaffham seeks to have larger play areas or parks, as well as pocket play areas throughout new developments. Where a sustainable drainage option is to be used on a development site, this must not form part of the overall contribution.

All informal meeting places, play spaces and parks should

- i. Contain equipment for a range of age groups.
- ii. Be accessible and/or in a central location within any new development.
- iii. Have good natural surveillance.
- iv. Have provision for waste disposal.
- v. Have a management plan in place for maintenance.

As well as play spaces and parks, social spaces for stopping and sitting should be planned into developments.

6.5.13 Swaffham is served by a number of community buildings that play an important role in town life, enabling a range of activities to take place. Six community buildings have been identified as having potential for redevelopment, refurbishment or extension. Developer contributions will be sought from new homes towards the funding and/or building of community amenities, whichever is most appropriate for the given site.

**POLICY**

**COM3: Community buildings**

New community buildings are encouraged to enable an increase in the number of activities able to be delivered, in particular, but not exclusively, for youth groups. Improvements to current community buildings will be supported where appropriate.

Proposals that would result in any loss of community amenities will not be supported unless:

- i. It can be demonstrated that the facilities are no longer needed or viable;
- ii. It can be demonstrated that suitable alternative provision exists; or
- iii. Suitable alternative provision will be delivered by new development.

**Objective 11: To ensure sufficient provision of accessible health and social care.**





- 6.5.14 Swaffham is served by three main Doctors' surgeries in the town; two surgeries are located towards the northern end of the town and one is located centrally. Between them the surgeries care for nearly 20,000 patients, which includes residents of the town and some of the surrounding villages.
- 6.5.15 The Community Hospital serves an even wider geographical area. It provides 3 wards of patient beds and a range of outpatient clinics. The hospital was extensively refurbished in recent years.
- 6.5.16 There are five care homes in Swaffham with a total of 314 beds of which 38 are for under 65 year olds. There are 13 sheltered accommodation sites in Swaffham, providing accommodation either for rent or lease. In total there are 265 one or two-bedroom units.
- 6.5.17 32 per cent of Swaffham is over the age of 65, compared to Norfolk as a whole, which is 23 per cent.<sup>39</sup> The need and potential need for health and social care is therefore significant. Self-assessed general health in Swaffham is worse than the Norfolk average. 73.3 per cent of people described their health as good or very good compared with 79.3 per cent in Norfolk. 7.6 per cent described it as bad or very bad compared to 5.6 per cent in Norfolk.<sup>40</sup>
- 6.5.18 There are two dentist surgeries, two opticians and two chemists in Swaffham. New residents in Swaffham face a wait to be registered with a dental practice, an issue that is likely to grow as the population increases with further development.

**POLICY**

**COM4: Health care and social care**

Further provision of facilities for doctors, dentists and social care is supported. Any new facility should have adequate car parking and be easily accessible on foot or by public transport.

**Objective 12: To ensure sufficient provision of education, including early years childcare.**

- 6.5.19 Further development in Swaffham is likely to put pressure on local schools. The Nicholas Hamond Academy sits on a site that is large enough to accommodate a much larger school and the school as it currently stands has spare pupil capacity. With approval, large-scale growth could be

<sup>39</sup> Mid-2013 estimates, [www.norfolkinsight.org.uk](http://www.norfolkinsight.org.uk)

<sup>40</sup> Census 2011, [www.norfolkinsight.org.uk](http://www.norfolkinsight.org.uk)



accommodated.<sup>41</sup> The Sacred Heart School is applying to be a Free School and could potentially double the number of children on roll in the future.

6.5.20 There is a growing demand for places for children of pre-school age in the town. A meeting held in November 2016 with the Heads of all Swaffham Schools, agreed that the most urgent education problem facing the town was the lack of places for preschool children. In March 2017, preschools in town reported having waiting lists of up to 43 children. With housing growth, this issue is going to grow. Where an application arises for a new or expanded preschool facility, this should be supported.

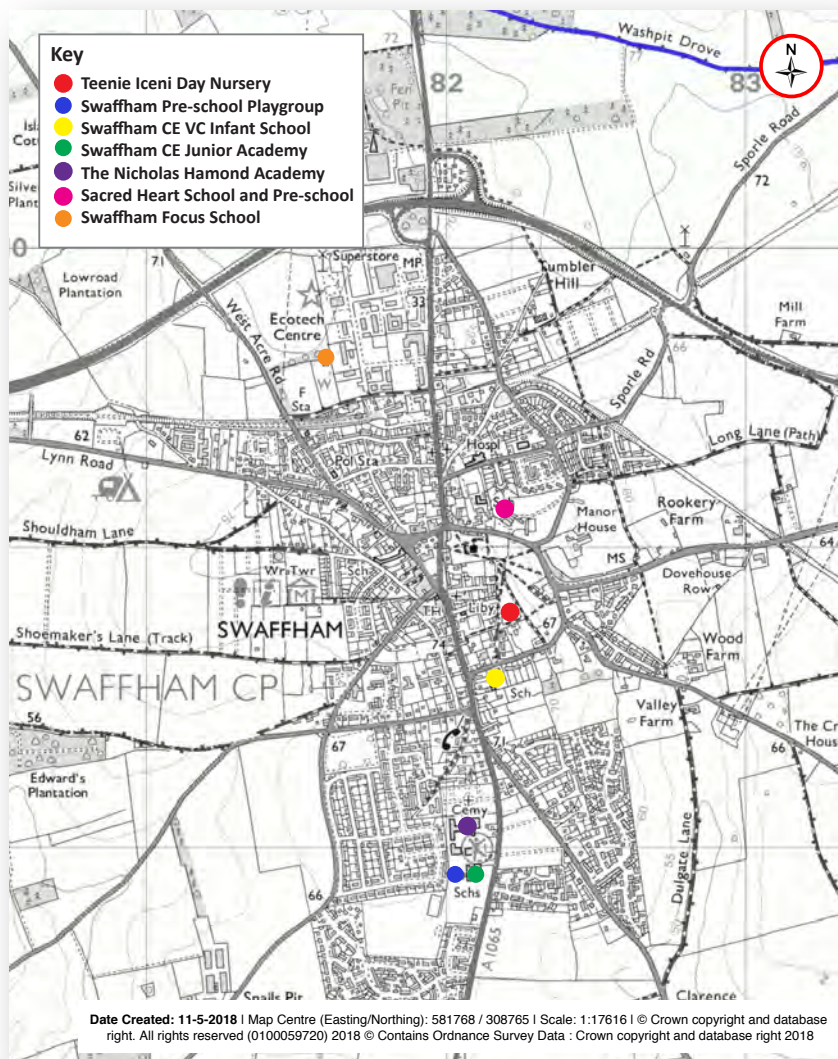


Figure 21 left: Map showing location of schools in Swaffham (source Parish Online with own annotations).

<sup>41</sup> Breckland Infrastructure Delivery Plan 2017.



**POLICY**

**COM5: School and preschool provision**

Where required, the expansion of existing school properties will be supported.

Planning applications for facilities that seek to address a shortfall in preschool provision will be supported.

**Community action projects**

- Continue to campaign for a swimming pool in Swaffham.
- Consider options for improved and/or new leisure centre provision.









## 7. Implementation

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### Delivery of policies and projects

- 7.1 Policies are there to shape the way in which development happens within the parish of Swaffham. Some of the policies included within the Swaffham Neighbourhood Plan have a delivery element, often a requirement of development or ‘planning obligation’.
- 7.2 Planning obligations (often referred to as section 106 agreements) are legal agreements negotiated between the Council and a developer or landowner (usually in the context of a planning application). Planning obligations are typically used to ensure that new developments:
- Comply with planning policy - for instance, by requiring affordable housing or public open space to be provided; and
  - Do not impose undue burdens on existing facilities - for instance, by requiring financial contributions to improve local services such as schools, libraries or transport.<sup>42</sup>
- 7.3 In order to see delivery realised, it will require Swaffham Town Council and partner organisations to be proactive in getting the best results for Swaffham.
- 7.4 The Community Infrastructure Levy (CIL) is a planning charge, introduced by the Planning Act 2008, to help deliver infrastructure to support the development of the area. On the 1st of July 2014 Breckland Cabinet resolved to ‘halt the production of CIL at the present time; and keep a watching brief on the CIL regulations, and authorise the Executive Member for Assets and Strategic Development and the Leader to recommence the process if the situation changed’.<sup>43</sup> Should this be reviewed and CIL be adopted by Breckland District Council, Swaffham Town Council would benefit from 25 per cent of the levy revenues arising from development that takes place in Swaffham with a Neighbourhood Plan in place.

### Monitoring the use of the Neighbourhood Plan

- 7.5 It is important to note that further development is likely to take place during the Neighbourhood Plan period 2019-2039. Each development will differ and will need to consider the Neighbourhood Plan policies as they stand. It will be the voluntary role of the Town Council to promote and assist Breckland

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<sup>42</sup> <https://www.breckland.gov.uk/article/2940/Planning-Obligations>, 08.06.18.

<sup>43</sup> <https://www.breckland.gov.uk/article/2955/Community-Infrastructure-Levy-CIL>, 08.06.18.



District Council with monitoring the use of the Neighbourhood Plan for all planning applications.

### Updates to the Neighbourhood Plan

- 7.6 The Neighbourhood Plan spans a period of 20 years. It is likely to need reviewing within that timeframe. It will be the role of the Town Council to update the Neighbourhood Plan at an appropriate time. At the time of writing a number of the first Neighbourhood Plans in the country are being revisited.







# Appendix

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## Appendix A: Neighbourhood Plan Steering Group members

Steering Group members

- **Judy Anscombe** – Vice Chair of Steering Group, Swaffham resident
- **Jan Buckley-Stevens** – Swaffham resident and Swaffham Town Council
- **David Coker** – Swaffham resident
- **Paul Darby** – Swaffham resident, Swaffham Town Council and Breckland District Council
- **James Dean** – Swaffham resident
- **Sue Gattuso** – Swaffham Heritage
- **Colin Houghton** – Chair of Steering Group, Swaffham resident, Swaffham Town Council
- **Shirley Matthews** – Swaffham resident, Swaffham Town Council and Breckland District Council
- **Pam Medlock** – Swaffham resident and Swaffham Swimming Pool
- **Sally Palmer** – Swaffham resident and Icen Partnership
- **Ian Pilcher** – Swaffham resident
- **Jill Skinner** – Swaffham resident and Swaffham Town Council
- **Les Scott** – Swaffham resident and Swaffham Town Council
- **Stan Sole** – Swaffham resident
- **John Wallace** – Swaffham resident
- **David Wickerson** – Swaffham resident and Swaffham Town Team

There were also other individuals that contributed to the work of topic groups in the earlier stages of the Neighbourhood Plan process.

The Neighbourhood Plan consultation, project planning and writing was supported by

- **Richard Bishop** – Town Clerk, Swaffham Town Council
- **Claire Smith** – Deputy Town Clerk, Swaffham Town Council
- **Hannah Duggan** – Office Administrator, Swaffham Town Council
- **Rachel Leggett** – Principal independent consultant and project manager for the Neighbourhood Plan (Rachel Leggett & Associates)
- **Andrea Long** – Independent consultant planning policy advisor (Compass Point Planning)
- **Emma Harrison** – Independent consultant for the Sustainability Appraisal

Prior to November 2017, Core Connections were advising the Neighbourhood Plan Steering Group.

The map below identifies a number of distinct character areas within Swaffham. The table that follows gives a description of each character area, written by the Swaffham Neighbourhood Plan Steering Group.





## 1. Employment area



- This area consists primarily of the Brocks Industrial Estate in the north west quadrant contained by the bypass to the north, the Fakenham Road to the east, the Westacre Road to the west and the old railway line to the south.
- The A47 bypass separates the main area from a further employment site north of it. It is surrounded by woods on three sides and contains a range of offices and seed mill. Opposite, across the Fakenham Road is a permanent traveller site, a walled compound with small permanent single storey brick and tile buildings and caravans. It sits within the curving exit ramp from the A47.
- The estate has a main wide service road, which joins the Fakenham Road at two points and terminates at the southern end at a pedestrian and cycle access onto Bears Lane and the old railway line. At the northern end there is the Green Britain Centre and wind turbine. Both buildings are architect designed; the turbine was at the time the tallest with a viewing platform designed by Norman Foster. On a clear day Ely Cathedral can be seen. The main building is of glass and renewable timber and formed part of a European Union funded environmental project.
- Adjacent is a major supermarket and fuel service station. Both buildings are typical of those found all over the country with huge expanses of blank brickwork and roof tiles. Verges around the site are planted with low maintenance evergreen shrubs. There is a bus stop and shelter by the service station and a recycling bank. A cast iron mile marker sits in the boundary verge on the Fakenham Road.
- A roundabout ensures the traffic flow from the service road to the store but traffic exiting towards the town onto the Fakenham Road is congested at peak times.
- There is another major supermarket at the southern end. A large glass and timber structure with car parking at the front. Behind is a large storage/service area behind a high screen of timber slats.
- The remainder of the site is covered by a variety of buildings and uses with many using renewable materials and environmental designs. Uses include a private school, care home, surgery, oil fuel distribution, light industry, offices, warehousing and retail.
- There is an open drainage lagoon and a line of mature trees along part of the frontage with Castle Acre Road.





## 2. North west



- This area is a long strip of land between Lynn Rd to the south and the old railway to the north. It was considered in previous local plans to be employment land.
- **Mount Close:** At the east end is a small estate of 1970s one and one and a half storey dwellings. Access is onto West Acre Road, a minor gateway to the Town. The railway bridge by Bears lane marks the change from rural to built environment and the house frontages are set back with open front gardens and good planting. There is a pavement on both sides of the road.
- The southern edge presents a line of ad hoc fencing and white painted dormers to the aspect of Lynn Road, a major western entrance to the Town.
- **Oakleigh Drive:** A small contained development of a mixture of 1, 1 ½ and 2 storey dwellings in a random layout with broken up tiled rooflines and open front gardens, about 15 years old. There are some retained mature trees and additional parking in layby arrangement along the access road, although there was a noted absence of vehicles and parking areas around the housing. The roadway was also sufficiently narrow to preclude parking outside properties. Development harmonises with a few old cottages and flint walls with access onto Lynn Street.
- **Lawrence Way:** A smaller development of about 15 year old brick and tile 1 ½ and 2 storey houses of a more uniform design. Front gardens are mainly open and grassed. Parking randomly all over site and cheap wooden fences dominate the property boundaries. Access is onto Lynn Road and houses are screened partially by trees and planting.
- Further along Lynn Street are two employment units, a large steel and concrete



structure over 40 years old for light engineering use and a range of large steel, block and cladding industrial buildings with yard used by a Builders Merchant. Both have open car parks to the front and access onto Lynn Road.

- A single unadopted road between them and Lawrence Way is infilled with individual dwellings.
- **Highfield Avenue:** The last estate is an approximate square built about 15 years ago with closely packed 2 and 3 storey terraces set on both sides of the road, with some variation in roof pitch, red and buff brick with some dormers and balconies. There is one small area of green space near the access onto Lynn Road and very little planting. Despite areas of dedicated parking and sets of garage blocks there is much indiscriminate parking of cars and vans on verges. Some houses have integral garages, one of which has been converted into a hairdressing salon. There is pedestrian access out from the rear of the site on to the old railway line which leads to the supermarket site.
- **Low Road:** Is an old lane which used to run N. Westerly to meet Silver Drift but has been severed by the A47 bypass and now exists as an unadopted road with access from Lynn Road and runs down under an 1840s iron railway bridge to the agricultural land which sits behind. The lane has a mixture of 1 and 2 storey individual built houses all well screened with trees and hedges and the natural fold in the ground.
- Beyond, the land is subject to planning applications for a single house and two small developments. Then there is a commercial caravan site well screened by a high hedge on Lynn Road and with access on to it. A footpath runs up the side connecting the Lynn Road to the old railway line, which runs along the rear. There is no footpath from here along Lynn Road to Low Road.
- **Kings Lynn Road:** Is the old A47 trunk road into Swaffham from the west. It now exists through an underpass from the A47 and emerges on high ground about a mile from the town. It is a major gateway and affords a long view of the Church and townscape although the built edge is largely screened by trees and hedges until it is reached.



### 3. Historic centre







- The centre is roughly a triangle formed by the A1065 from the south, splitting into a western branch towards Kings Lynn and a northern one towards Fakenham; another road then connects the Kings Lynn Road back to the Fakenham Road, completing the triangle. Most of Swaffham's historic buildings are gathered along the Market Place and the closest sections of the main roads to it and to the east of the Market Place. The first written record of the market is 1215. Swaffham shared in the Wool Trade but most of the building frontages belong to the 18<sup>th</sup> century and 19<sup>th</sup> century when the Town was a cultural and social centre where Norfolk gentry gathered for the season. Swaffham was noted for the quality of its air at a time when there were open heaths surrounding it and fresh winds blew through.
- The conservation area encompasses the whole and the majority of buildings are individually listed. Common building materials and finishes include soft red local bricks, yellow gault bricks, flint, lime render, red and black pantiles and slate. Most buildings feature brick chimneys and gable verge finishes either as a parapet or oversailing verge rather than timber bargeboards. Windows are predominantly large timber sliding sash or side hung casements. Doorways generally have ornate surrounds.
- **Market Place:** The 18<sup>th</sup> century temple design **Buttercross** sits at the southern tip and forms a focal point. A mini roundabout in front regulates traffic flow. A large tarmac car park separates it from the early 19<sup>th</sup> century rendered and colour-washed **Assembly Rooms** (dating from 1778 and altered in early 19<sup>th</sup> century). Alongside and returning on the corner is a range of 18<sup>th</sup> century and 19<sup>th</sup> century redbrick and pantile buildings predominantly colour washed, most with cellars, and currently used for retail with accommodation above. Immediately behind is **the Shambles**, the butchery area for the medieval Market Place. A random collection of stalls once covered the area and in the 18<sup>th</sup> century local investors rebuilt brick properties on the same footprints. A few of these properties remain and others can be found in records and seen on early aerial photographs. The inner part is now largely clear of buildings and is used as a car park, bin storage and fire access to upper floors. The northern frontage has a 1980s replacement office building in less sympathetic concrete and render, public toilets and a bus stop. Separated by a short section of road, is another small car park and the town Pedlar Sign, a Swaffham man responsible for a large number of similar signs around Norfolk. There are a few small trees spaced along the edges.
- The north east corner is pedestrianised apart from some disabled parking and contains the red brick with yellow brick detailing, the Corn Hall built 1858 close to the road, and the Town War Memorial. There is also a listed red telephone box. On Saturdays some of the market stalls populate this area.
- The frontages facing onto the Market Place are mainly 18<sup>th</sup> century and 19<sup>th</sup> century on 2 or 3 floors with large sash windows and pantile roofs. The remainder tend to have earlier window patterns and steeper roof sections with small dormer windows, many of them in continuing use as Public Houses. There are several known buildings with cellars and evidence of medieval remains, also gables showing several build stages.
- Plowright Place has a yellow clay brick late Victorian front.



- There are one or two poorly designed 1960s and 1970s replacement buildings.
- Most use of buildings is for retail and there are wide pavements and areas in front of shops but pedestrians have difficult crossing points. A Saturday Market and Auction covers much of the Market Place and pavement at weekends. Heavy lorries constantly damage the ornate railings protecting the pavements at the north east corner.
- **Lynn Street:** Extends from the Market Place towards Kings Lynn. Close to the centre on the south side, close to the listed Oakleigh House, is **Settlers court**, a small development of new dwellings behind the old flint rubble boundary wall. All in mellow red brick and with a low mass to respect the status of the locally important Pedlar of Swaffham House.
- Next is the low, square outline of the brick and metal Post Office (opened 1968) and then a town centre supermarket which although built with red brick and pantiles and with some ground level decorative arches and a roof lantern, still manages to look bulky. A terrace of business premises follows, some are converted cottages, others are square, single storey boxes and one, a purpose built steel frame with cladding. Their alignment diverges from the road, leading to a green open area of trees and grass on the site of an old town pond. There is car parking to the front, which is generally taken up by residents.
- On the other side of Lynn Street, is the old Post Office, an unusual building dated 1894. A terrace of cottages then extends as far as a Fuel Service Station at the junction with West Acre Road, and includes a licensed premises which has a large upper floor window typical of loom lofts. There is a pavement both sides of the road and a profusion of overhead cables and service poles.
- Beyond, there are cottages built close up to the pavement on both sides interrupted by a converted flat-roofed single storey building used as a funeral director's premises, followed by a small group of 2 and 3 storey new houses. A section of *ad hoc* fencing lines the pavement close to the service station.
- **Station Street:** Runs north from the Market Place. Closer to the centre, the buildings tend to be large red brick houses 18<sup>th</sup> and 19<sup>th</sup> century with large gardens, some of which have been infilled and others converted to retail use. One of the old Military Drill Halls can be seen behind no 14. Although there is a pavement both sides, the frontages are tight up to them. Further from the centre, they tend to be set back with front gardens.
- At the junction with Spinners Lane, a lane runs off north east down towards Northwell Pool. It is lined with a couple of terraces of old cottages and a small site of single storey sheltered accommodation.
- Another, Sporle Road runs east down towards Longfields. Along here is the Listed Beech Cottage, home to Sir Arthur Knyvett Wilson in the late 1800s with several old mature trees shading the road. Point House (opposite Beech Cottage) is also listed and has internal murals painted by Harry Carter. Also in Sporle Road is the Cottage Hospital, now grown much beyond its original size and design. There are good views across to the rear of the Convent school and the town/church skyline.
- Beyond the Spinners Lane junction, the old buildings tend to be of yellow clay bricks and of a later date, including the distinctive listed 'Italianate' Chapel. An



early 20<sup>th</sup> century church sits opposite with car park to its front. Next door is a purpose built sheltered housing and remains of the old 19<sup>th</sup> century cinema.

- Station Street is quite narrow so roadside parking tends to obstruct traffic flow. There is a pavement down both sides and pollution levels at monitored places show above European legal limits.
- **Railway Site:** The railway came to the town in the 1840s and can be broadly linked to the use of yellow clay bricks in the outer built areas of Swaffham. Most of the actual station site has employment use with clumsy adaptations of the original designs. The actual station building is used by a local charity and a car park. A row of small workshops now covers much of the old yards. The old Warehouse remains recognisable and houses a couple of small businesses. Of the two original licensed premises either side of Station Street, one remains a pub and the other as accommodation. New industrial units have been built on the site of the old lines and called Tower Meadows.
- Alongside and to the south of the station is Providence Terrace, a long terrace of cottages, in yellow brick, some with bay windows and ornate door frames, with a back lane signposted as Station Gardens. Both are accessed from the station area.
- Spinners Lane and Coronation Grove.
- This area contains a mixture of 1 and 2 storey 20<sup>th</sup> century housing much of it built as council housing. Although there is no open space, a key feature is large gardens.
- Spinners Lane Garage is housed in a range of old low agricultural buildings later used as an army drill hall. The west end of Spinners Lane has the Police Station, a large square concrete functional building from the 1960s. Next door is the single storey magistrates' building similarly square and functional. Both were built on the site of an earlier farm, the remains of which can be seen in adjacent flint walling and a 2 storey building with large loom loft window. Further north is the Fire Brigade building, a purpose built building typical of the mid 20<sup>th</sup> century.
- **Ash Close:** This little lane is adopted, with access only and runs from the Market Place through to Spinners Lane. Originally a collection of barns and workshops servicing the medieval town, these buildings began to be converted to accommodation and others were built as the Town expanded in 17<sup>th</sup> century and 18<sup>th</sup> century and on into the 19<sup>th</sup> century. Now, the lane has a jumble of cottages and yards, walls and infill, which manages to be harmonious. Some old boundary lines marked on old maps have been preserved in the current boundaries. The scale of the area makes the overhead cabling more noticeable.
- **London Street:** This is the section of the A1065, which runs south from the Market Place. The section to Whitecross Road begins with large higher status buildings, many of three storeys, which gradually reduce in status. All are built close to the pavement, which runs down both sides. A terrace on the west side has been converted historically to retail use and accommodation above. A few newer buildings, including a sheltered housing block, blend in.
- The large and imposing red brick Palladian style old Prison Governor's House stands at the Whitecross Road mini roundabout. Across the road is a collection of old cottages, which have the appearance of being a small hamlet, separate from





the town at one time.

- The old cottages on London Street are of typical late 19<sup>th</sup> century yellow bricks becoming more prominent then continue down into the start of Watton Road. There is a particularly good example of a 1890s terrace at this junction. There is also a spigot mortar base and site of a pillbox across the road from it, part of the WWII defences. The junction has severe traffic congestion at peak times.
- **Whitecross Road:** Joins London Street to Pickenham Road and Norwich Road, gives access to the Community Centre and surgery on Campingland, and takes traffic to the Infant School, making it a busy through road at peak times. It is also narrow close to London Street so that it can easily be blocked by large vehicles. The listed Shirehall (1839) sits here, at the back of London Street. It is white rendered, has a car park and a small grass area to its front, and has been converted to flats. The associated Bridewell has gone and a small development of 1990s housing stands on the site now. Further down Whitecross Road is the entrance to the old rectory. Opposite is a curved block of 1920s semidetached council houses called **the crescent**. They remain largely in their original design with large front gardens and generous grass verges. Further down is a small terrace of cottages showing subsequent changes from one to two storeys and interesting use of locally sourced chalk blocks known as 'clunch'. Next door is an old barn in brick and rubble. A high red brick wall and gateway then gives access to Holmwood House, a listed large 19<sup>th</sup> century house now with several additions but hidden largely from view. Now used as a care home. The remainder of the area is infilled with individual one storey dwellings and there are sufficient mature trees in the grounds of the old rectory to give the end nearest Pickenham Road a green leafy appearance.
- **Pit Lane:** Runs from the Market Place from the site of the old town pit where the auction is now held. At the entrance, there is a small terrace of old brewery workers cottages and an old flint walled workshop now providing retail space with offices above. It provides access to White Lodge, which faces out onto the churchyard and to the old Maltings seen from Campingland. The area is infilled randomly with individual developments with the remains of an old orchard centrally.
- **The Pighle:** Runs from London Street through to the Campingland. It is a well-used pedestrian access to the Library, a functional 1970s designed flat-roofed box midway down. The path is lined with old flint walls and fences with some old cottages and a contemporary designed house. Further down the ground drops away on the site of the old brick ground where there is now a small development of two storey dwellings and a new property under construction. Another footpath parallel, but further south also runs from London Street to the Campingland Surgery and the Community Centre. It runs alongside the old Bowling Green which now provides a private car park behind the surgery.



#### 4. East and north east



- This area has three gateways to the town: Pickenham Road from the south east, Norwich Road from the east and Sporle Road from the north east. It also borders the Northern gateway on Fakenham Road. Sporle Road is narrow, floods easily and the bends are dangerous for traffic.
- **Pickenham Road:** This approach to Swaffham is narrow and closely bordered with bank and hedge. An isolated house, electricity substation and two listed Farms make a gentle transition from countryside to urban.
- There are four footpath junctions with the road but an absence of path alongside the road makes it a dangerous crossing point.
- Within the settlement area, the road widens considerably. On the left are several large individual designed two storey houses and the Swaffham Rugby club. On the right is a small estate of single storey dwellings called **Hillside**. Built in the 1970s. Access is onto Pickenham Road with wide verges. Monks footpath crosses to Norwich Road across farmland at the rear. The back of the estate forms a distinct edge to the settlement with very little screening.
- Next to it is a row of 3 or 4 employment units. The road narrows very significantly at its junction with Norwich Road and a lack of footpath at this point makes it dangerous for pedestrians.



- **Norwich Road:** This is an important gateway to the town from the east. The old A47 is wide and has a tree-lined appearance with very wide verges due to the compulsory purchase of land in the 1950s to facilitate the widening of the A47 trunk road. There are good views of the town. The transition from rural to urban is gentle and the old railway line provides a well wooded bank as a screen. There are some overhead cables and poles close to Dovehouse Row. Scattered buildings along the route include: Trident Motors, a 1950s purpose built commercial garage and house; Meadow House a care home; Dovehouse Row a collection of 19<sup>th</sup> century cottages and infill dwellings; Rookery Farm, an 18<sup>th</sup> century farm with converted outbuildings.
- A footpath extends along Norwich Road down to Dovehouse row but not to the carehome and Trident Motors.
- There are two non-designated heritage assets along the route, a WWII pillbox and a stone milestone.
- The road continues into the important green open space around the Manor House and Church, passing on the left:
- **Captains Close:** A small estate of large two storey brick and tile houses with wide verges, mature trees and hedges built in the 1980s. The frontages are set well back from the road and the mature trees continue the tree-lined aspect. The rear of the estate looks out over farmland towards the listed Wood Farm. Together with the rear of Hillside it forms a distinct edge to the settlement area. Access is onto Norwich Road. Monks path crosses from the eastern end to Hillside.
- **Sporle Road:** This is a more minor gateway into Swaffham. Originally the road from Sporle, it is now bisected by the A47 bypass and allows entry directly from the main road. Close to the bypass, the old railway line, used as a footpath from Northwell pool, connects to a cycle path to Sporle but requires a short walk along the road with no footpath. The road narrows and is lined both sides with hedge and bank, and although there is a good view of the church tower, the settlement edge is totally screened by the tree lined railway embankment until the remains of the old 1880s railway bridge are reached. Beyond this on the left is **Longfields:** estate of single storey dwellings in brick and concrete roof tiles built in the 1980s with a few individual 2 storey houses. Access is onto Sporle Road, with no green open space. Monks path crosses the site but has not been designed into the layout and is isolated by high fences. Another old footpath has been re-routed to avoid conflict with housing layout. The eastern boundary is formed by the tree lined old railway embankment. The southern boundary is marked by Long Lane footpath, which is enclosed by tall fencing on one side and enjoys partial views through to the Manor House grounds on the other.
- **Adastral Place:** An estate of 1970s single storey brick and painted wood panel dwellings, with wide verges and open aspect with and mainly unfenced frontages. Access is onto Sporle Road and New Sporle Road. New Sporle Road is wide and open with a view towards the important green open area around Manor House, in particular the listed 'Keeper's Cottage'.
- **Couhe Close:** Mainly 1970s single storey brick and wood boarded dwellings, the site enjoys views of the designated open space Northwell Pool and the railway





embankment behind. Gardens are liable to flooding in prolonged wet periods because the pool is a functioning Anglian Water surface water collection point. The old Police House and the non-designated asset, The Hall, built 1939 are to the south on Sporle Road. Opposite is **Manor Way**, a small estate of council housing built before 1928, with a neat uniform mix of rendered mainly white-coloured one and two storey dwellings under the curving bank of the railway line. Access is gained from many of the rear gardens out onto the green open space behind with a playground.

- **Tumbler Hill:** This area contains one or two old cottages showing very little of their origins with an *ad hoc* infilling of individual dwellings. Access is onto New Sporle Road. Tumbler Hill allotments sit between the housing and the old railway line. It is also quite well screened by old hedges and mature trees. Monks path crosses north and another path runs east towards Sporle but both are cut off by the A47 bypass with no means of crossing and are little used as a consequence.
- **Admiral Wilson Way:** To the north is a small estate built 2000s with a mixture of housing including some three storey; the sloping nature of the site reduces the visual impact. Some detailing and materials are indicative of local traditional practices. Access is onto Castle Acre Road, the main northern gateway. The wide verges and set back frontages with planting help to enhance the visual entrance. There is a small green open space.
- **Northfield Drive:** A small cul-de-sac of 1970s single storey brick dwellings.
- **St Guthlacs Close:** A small cul-de-sac of 1970s two storey brick and white painted board houses.
- Both have access onto Sporle Road and the properties, which back onto the Castle Acre Road, present a long run of untidy wooden fencing close to the edge of the road. A further section of Castle Acre Road has individual housing infill, a carwash, 1950 house and garage and small light industrial unit. A tarmac surfaced footpath connects from here to Sporle Road allowing direct pedestrian access to the supermarket to the west of Castle Acre Road.



## 5. Special heritage area



- This area sits directly to the east of the Market Place. The majority of it is contained within the Conservation Area but it is noted that a reappraisal has not been carried out since 1972. It forms the largest open space with mature trees and hedges in Swaffham and historically, the pre medieval occupation centred in this area. There are five pieces of land in different ownerships; all have historical connections, heritage value and amenity value which together make up this important area.
- **Campingland:** A triangular section of grassland given to the town in the middle ages it was used for archery practice and playing the old game of 'camping', a forerunner of football. The 18<sup>th</sup> century free school provided by Nicholas Hamond was originally sited here.
- The western boundary is formed by a tarmac roadway and the open frontages of a 1970s flat roof doctors' surgery, a small development of cottage style dwellings and the 19<sup>th</sup> century listed flint and brick church rooms with associated red brick cottage. The remainder consists of more recent infill of individual dwellings. There are views of the town centre skyline including one of the old Maltings buildings now converted to accommodation.
- The eastern boundary is formed by a mature hedge and trees separating it from the Antinghams.
- The southern end is bordered by the high flint and rubble wall of the Vicarage. The Community Centre building sits at this end on the site of the old free school. It is a contemporary environmental architect designed single storey building with coloured lime render panels. Car parking sits behind it. There are spectacular views from inside through large picture windows of the green and mature fruit



trees. From outside, the building adds some carefully chosen colour to the landscape with a low profile broken up by the mature specimen and fruit trees spaced in front, enhancing the conservation area.

- **Churchyard:** The churchyard joins the Campingland to the north and is entered directly from the Market Place through a narrow vehicular and pedestrian access between the blank wall of a 1960s replacement retail unit and a reconstructed building with Dutch gables.
- Through recently restored Victorian iron gates, the path separates, leading to the front of the church and past it towards the Antinghams. Both are lined by an avenue of lime trees. The south side is bordered by the White Lodge, an 18<sup>th</sup> century and earlier listed building, a series of sections of brick and flint walling and finally a pair of 19<sup>th</sup> century cottages now converted to one dwelling. The buildings along this side exhibit virtually all their windows bricked up, their frontages aligned close to the churchyard because, historically, they lined a road which passed through to the Market Place and is now blocked; the original market was in this position.
- On the north side, the churchyard is banked above Mangate Street, which runs alongside. There is a series of buildings, including Church View, a Victorian colour washed three storey house; the church cottage, a listed late 17<sup>th</sup> century brick and flint house with earlier chimney bay, the town pound, an 18<sup>th</sup> century brick and flint compound for stray animals. Further down the bank is topped by ornamental cherry trees and then a hedge.
- The east end is open to the Antinghams, accessed by iron kissing gates.
- The north side when viewed from the church entrance shows large blank brick walls of differing age and the rear elevations Market Place buildings. A grass car park takes up some space in the south west corner. The churchyard is grassed over with gravestones and interspersed with trees and shrubs. Several footpaths cross, linking in two places to Mangate Street. It is well used by pedestrians and forms an important link from Market Place to all of the north east quarter.
- **The Antinghams :** An area of pasture adjoining the Campingland and Churchyard on their eastern edges, bordered on all sides by mature hedging. At least five footpaths fan out across it from the churchyard end with exits onto Norwich Road, New Sporle Road, Pickenham Road, Whitecross Road and the Community Centre. At the north end there are mature trees and the avenue of limes from the churchyard continues across towards the Manor House. It is well used by the public.
- On the eastern side is Lydney House, formerly Grady's Hotel, a listed building in red brick and pantile. The original barn and outbuildings have been demolished about 15 years ago and replaced with a row of 3 storey housing which dominates the view across the area. Access for these buildings is onto the junction of Pickenham and Norwich roads.
- The whole site has been highlighted in an Archaeological Report by Dr Sue Gattuso covering the early settlement of the Town.
- **Manor Farm Gardens:** The group of buildings known as Manor Farm are on Mangate St. There are three separate listings covering all the outbuildings and house, one of which is now used as a GP surgery. The Sporle Road originally





passed through the yard, behind the House and on towards Long Lane and Keeper's Cottage. The line can still be traced behind the House. There is a magnificent Cedar of Lebanon, well over a hundred years old, in the front garden, which overhangs the road. Peacocks have been roosting in this tree for well over 30 years. Adjacent to the south west corner, on Mangate Street, is a row of farm cottages with shallow slate roofs and yellow brick and flint walling from the early 20<sup>th</sup> century.

- **Manor House:** Dating from the late 17<sup>th</sup> century and seat of the Hamond family, benefactors of the town and provider of the free school on the Campingland, the House is Grade II\* listed. It is redbrick with stone quoins on three storeys with a service wing behind. It sits in its own grounds, which slope gently down away from the Antinghams, and is separated from them by the Norwich Road. The avenue of lime trees which begins in the churchyard and crosses the Antinghams, continues up to the front of the Hall. A shingle drive access to the hall and another to the side for the service wing lead off the Norwich Rd junction. The whole is surrounded by parkland with single and small groups of trees.
- The north and east edges have a border of large trees which afford partial views of the House and grounds from the well-used Long Lane and Box lane.
- On the south side, the border is a dense screen of evergreen trees alongside the Norwich Rd but a wide gateway allows views into the grounds.
- On the west side, the boundary with New Sporle Rd is fenced from Keeper's Cottage, a flint building with earlier parts, to the House gates. Three or four large Wellingtonia trees overshadow the fence and there are good views of the House and grounds from the road junction.

## 6. West



- This area adjoins the west side of the Historic centre of the town. Historically, most of it was open farmland next to the settlement.
- **Whitsands Road:** Runs from Lynn Road at the north end down to Cley Road in the centre. It formed the 'back lane' to the medieval burgage plots fronting the Market Place and extended beyond as access to a farm. Today it is narrow with *ad hoc* footpaths and difficult vehicle chokepoints. The northern section is lined with a variety of dwellings built and infilled over the last 30 or 40 years with



some remaining old flint and brick boundary walls. A footpath crosses it out towards Shouldham Lane and the allotments, passing one 19<sup>th</sup> century brick and pantile cottage aligned with it.

- Further south, the road is dominated by the 3 to 4 storey 'Arts and Craft' style gymnasium building at the rear of the old Hamond Grammar School, built right up to the road. There are two small brick and flint barns both at the edge of the road and in use as small businesses. There are several small developments of newer houses either built against the road or with access of it. Plowright Place, a former 18<sup>th</sup>/19<sup>th</sup> century engineering foundry works, now forms a pedestrian link through from the Market Place. It is gated at night and has a mixture of retail/office and accommodation. Two roads lead off to the west, each to a neat early 20<sup>th</sup> century cul-de-sac of semi detached council houses with typical large gardens and blocks of remote garages. One road leads on to the allotment site, which contains the prominent concrete water tower landmark. The allotment, old Hamond School playing field together with the football ground and cricket pitch are designated open green spaces and provide a transition from urban to countryside. Beyond there is good access to the edge of Thetford Forest area. Some further infilling of individual dwellings with good green screening.
- **Cley Road:** Formerly known as Whitehart Road, it begins in the Market Place and crosses the end of Whitsands Road. This area was the centre of the Morse and Wood brewery. Many of the buildings remain, including a large maltings now converted to sheltered housing. There are stable buildings, a brewer's house and a row of workers' cottages and pub, all showing evidence of earlier build periods. There are a number of later buildings of 'fletton' brick, probably early to mid-20<sup>th</sup> century, with corrugated asbestos roofs and which are currently dilapidated and used for storage. The road junction is offset, narrow and lacks some pavement, causing pedestrian and vehicle conflict. Building corners show signs of damage from delivery vehicles. The heritage street scene is disrupted by overhead cables and poles. There are a further 18 and 19 cottages and Orchard Place, another early 20<sup>th</sup> century cul-de-sac of council housing.
- Further down, Shoemaker's Lane branches off towards the football ground and allotments then onto Town Farm and Thetford Forest. At the junction is an early Victorian 2 storey rendered and painted Toll House with fishscale slate roof covering what were the routes to Stokeferry and to Beechamwell. Across the road with access onto it is the Paddocks, a Victorian yellow brick hall now almost lost under new building and used as a care home. Part of the site has thrown up significant Anglo Saxon finds.
- The remainder of Cley Road has various bits of old flint and brick walls, a small barn with infill dwellings and a small estate of 1990s single storey dwellings set around a small green. The area ends at Strattons Farm which is a small development of large period type houses and a barn conversion. A footpath extends behind it but stops on Beechamwell Road and pedestrian access to the next footpath is along a blind bend with high banks and hedge.
- **Theatre Street:** Referred to in 1865 as 'Back Lane', it forms the rear access to the long narrow frontages on the Market Place. The road is narrow in parts and a one-way system operates at the northern end as far as the entrance to the Theatre Street car park, which extends west close to the front of the Paddocks



care home. The eastern side of the road is lined with a mixture of old and new building, mostly with their frontages close to the road with no pavement. The conservation area steps in and out along here to encompass the buildings of note and exclude others of poor design. Some high street businesses have access from this side and there is a footpath through to the high street.

- The west side has a tree-lined access to Westfields, a very large early 20<sup>th</sup> century three storey brick building currently used as a care home. A variety of infill housing covers the remainder.
- **Haspalls Road:** Running west, it connects Theatre Street to the end of Cley Road. It continues the various infill housing but of mainly larger houses. It is a wide road but traffic is slowed by resident parking in places. At the west end opposite the recreation ground there is an access road into a 1960s/70s development of 2 storey brick and white painted timber cladding houses laid out with open grass areas and wide avenues.
- **Mill Lane:** An old track which runs diagonally from the junction of Haspall Road and Theatre Street, it is now an unadopted road which terminates with only pedestrian access at Mill Farm Nurseries Estate. It is lined now on both sides by individual designed 1 and 2 storey houses of varying plot sizes with good screens of hedging and planting.

## 7. South







- The town has expanded since the 1970s towards the south. Development is typical of that found in many other towns nationally rather than locally distinctive.
- The main A1065 divides the area and increased volumes of through traffic makes access on to it very difficult at peak times. The transition from the typical 'Brecks' landscape to urban environment is abrupt and there is very little effective screening, particularly on the east side. On entering the town, the east side of the A1065 has housing set well back from the road with grass verges and hedging. The western side shows high fences and walls and the rear elevations of the housing close to the road.
- Hamond Academy sits in the middle with good pedestrian links to the housing.
- There are footpath connections to the countryside on the eastern side but none on the western side.
- **The western side** comprises two main estates: **Millfarm nurseries and Southlands**. Domestic properties are single storey brick and concrete tile, laid out with wide roads on linear lines and generally open front gardens.
- There are very few trees and hedges. Open space is provided on northern corner as the Recreation Ground.
- The western edge is defined very clearly by the Cockley Cley Road, a wide grass verge with spaced trees and an inner road. There is a good view across the landscape to the west.
- **Southfields**: Has a mixture of 1, 1 ½, and 2 storey dwellings. Some are red brick but others are predominantly white painted timber cladding and concrete tiles.
- There is a well-sited green space in the north west corner with pedestrian and cycle access to Southlands. Further small open spaces are sited on the southern edge but are enclosed to a degree by hedges and high property boundaries. The Hamond Academy adjacent to the north has a tree screen but there is no public access.
- **Eastern side**: Between the A1065 and Watton Road are distinct areas. **Redlands**: A large estate built recently with a mixture of 2 and 3 storey brick and tile dwellings with several large 3 storey multi-unit blocks.
- There is a large central open area formed of grass and large open drainage lagoon. It is enclosed by railings and surrounded by the main access road for the site. There is another deep drainage lagoon on the north east boundary and access onto a footpath along the northern boundary. **Swans Nest**: this is a large estate of contemporary design with brick, rendered panels and natural cedar cladding and roof coverings of dark interlocking tiles with PV panels. There are some central open spaces with housing facing them and some along borders adjacent to footpath/cycle ways. There is some retained hedging and fencing to properties is of natural brushwood. Some small cul-de-sacs have no separation between pavement and road.
- **Sandringham Way**: A small development from the 1980s lining a single road, with a mixture of 1, 1.5 and 2 storey dwellings in red brick, no green open space, and access onto A1065.



- **Merryweather:** A small estate built in the 2000s on redundant allotment land, mainly 2 storey brick and coloured render around a 'village green' with play area. Pedestrian access is from Watton Road area through to Brandon Rd and the schools.
- **Heathlands:** A large 90s built estate of 2 storey brick and tile cladding construction, with access from Watton Road.
- Green open space is provided at either end of site. Pedestrian access to Dulgate Lane is from the southern end of the site. The northern end has overgrown hedge and mature trees where the site adjoins Swaffham Rugby Club. The eastern edge forms a distinct settlement edge with very little screening.
- **Oaklands:** This is a small estate of 1950s council housing with wide roads and verges on a square layout. Pedestrian access to the school is at the northern end.
- **Watton Road:** This road is lined by infill of individual or small groups of 1 and 2 storey properties including an individual architect designed house to Pasivhaus standard and a toll cottage.





## Appendix C: Policies from the Swaffham Conservation Appraisal

### POLICIES.

Although these policies have been geared specifically to Conservation in Swaffham, it would be quite unrealistic to consider the environmental problems of the centre, in isolation from the economics of growth and redevelopment. Breckland District Council, in conjunction with Norfolk County Council intend to prepare a more comprehensive and detailed plan for the town centre which will assess rates of growth, identify environmental conflicts and suggest possible solutions.

The following policies have been devised to ensure:

1. A very high standard of design for all new development and modernisation within the Conservation Area, to be achieved by using the architectural vocabulary embodied in the traditional buildings of the centre.
2. Further enhancement of the area by treating eyesores and providing additional amenities, to be achieved by a combined use of the existing planning legislation, wide consultation and voluntary effort.

1. Existing Buildings - The 1974 Town and Country Amenities Act ensures that no building within the designated area can be demolished without planning permission. In addition to this, the statutory list of Buildings of Architectural or Historic interest has recently been revised. No less than ninety buildings are protected including most of these around the market centre; and now require planning permission for even minor alterations as well as demolition. There are also a number of buildings - mainly small terraces in Lynn Street and the lower part of London Street, of local townscape value which could be added to the statutory list if in danger.

2. New Buildings - A very high standard of design for all new buildings and conversions within the Conservation Area will be required, to be achieved by using the architectural vocabulary embodied in the traditional buildings. Particular attention should be paid to the scale and proportions of the facade, and materials should either harmonize in colour and texture with surrounding buildings, or produce an exciting contrast. Applications should be accompanied by details of design and materials and will normally be given wide local publicity. The Planning Authority is also empowered to bring within its control various types of permitted development such as minor alterations, garages, and advertisements which might threaten the area.

3. Trees - Trees are an integral part of the character of Swaffham, not only the large landscape area, but the small groups and individual trees which provide an important backcloth to frontage properties. Those by Ash Close Farm are especially valuable. The local Amenity Society has prepared a survey of all





trees in and around the town centre, and the Planning Authority is now working on a systematic programme of Tree Preservation Orders for the most valuable ones. In addition the 1974 Act does require owners within the designated area to give at least six weeks notice before felling or lopping any tree. The market centre is spacious enough to take a good number of trees as part of an overall enhancement scheme. They once lined several sides of the market area and formed attractive walkways. Some still survive, others have been replaced and have since died. As a first step, Breckland District Council hope to replace these as part of their 1974-5 planting programme.

4. Parking. - is undoubtedly one of the key environmental issues. The centre is very large and has been sub-divided by roads into a number of parking areas. By far the largest is the central market place, but there is also a series of smaller areas scattered throughout the centre which use up every conceivable open space. Although a complete ban on parking would kill the centre, the existing situation is unsatisfactory and spoils the very attractions which makes Swaffham such a popular shopping centre. There are several opportunities to instigate small scale enhancement schemes which badly need redesigning once cars have been removed, to provide little seating areas. An obvious candidate is the area round the War Memorial which Breckland District Council are hoping to improve as part of their contribution to Architectural Heritage Year in 1975. Parking between the newly planted trees on the eastern side of the market place neutralizes their visual effect, and parking round the Market Cross destroys its impressive situation.

5. Street Furniture. - The accumulative effect of wires, signs and surfaces can so easily ruin the appearance of small corners of the designated area. Although the Planning Authority have little direct control over such details, much can be achieved through close consultation with the relevant authorities. In this connection, the County Surveyor will be consulted on proposals for new road schemes, traffic signs, parking areas, street lighting and resurfacing, and the Post Office and Electricity Board on overhead wires. There are also many opportunities for the Local Amenity Society, or individuals, to instigate small-scale improvement schemes in consultation with the Local Planning Authority, to remove or screen eyesores, clear and maintain footpaths, repaint shopfronts, and provide well-designated facilities such as seating and litter bins.

6. Consultation - Two way consultation is an integral part of of the Conservation process. All planning applications will be automatically referred to the Town Council for their observations and it is hoped that the local amenity society will continue to provide information and opinion on all matters concerning Conservation in the town.



## Appendix D: Justification for non-designated heritage assets

The tables below outlines the justification for the inclusion of non-designated heritage assets. The criteria are based on the 'Local Heritage Listing: Historic England Advice Note 7', page 9.

Named non-designated heritage asset	Age	Rarity	Aesthetic interest	Group value	Archeological interest	Archival interest	Architectural interest	Historical association	Designed landscape interest	Landmark status	Social and communal value
1. Railway complex				X		X	X	X	X	X	X
2. Green Britain Centre		X	X	X			X			X	X
3. Shambles	X			X	X	X		X	X	X	
4. 19c Magazine	X	X				X		X			
5. Ash Close	X			X		X		X			
6. WW2 military defence	X			X		X		X			
7. Campingland	X	X			X	X		X	X	X	X
8. The Antinghams	X	X			X	X		X	X	X	X
9. Corbel on Poundstretcher's		X	X			X	X	X			
10. St Guthlac's chapel site	X				X	X		X			
11. Baptist church cemetery	X					X		X	X		X
12. Town Pit (Richmond Plain)	X	X		X		X		X			X
13. Jubilee Cottage Hospital	X					X	X	X			
14. Cemetery chapel							X	X	X		
15. Crescent, White Cross Road	X			X			X				
16. The Pightle	X		X	X			X	X			X
17. Silver Drift						X		X			X



<b>18. Plowright Place</b>				X		X	X	X			X
<b>19. Maltings behind Market Place east</b>	X			X		X		X			
<b>20. Settlement Stone</b>	X	X			X			X			
<b>21. Brewery Cottages and maltings, Cley Rd</b>	X			X		X	X	X			
<b>22. Tollhouse, Shoemaker's Lane and Watton Road</b>	X						X	X			
<b>23. Paddocks Saxon cemetery site</b>					X	X		X			
<b>24. Drill Hall</b>						X	X	X			X
<b>25. Milestones/posts</b>	X		X					X			

<b>1. Railway complex</b>	The railway came in 1847 and for over 100 years was a major means of transport for freight and passengers with two lines, one between King's Lynn and Dereham and the other to Watton and beyond. It had a great impact on societal and economic life in the town. It closed in 1968. The station now houses a social day care service and part of the railway is now a footpath (Swaefas Way).
<b>2. Green Britain Centre</b>	Built in 1999 it was Britain's first megawatt class windmill and the only one open for the public to climb, anywhere in the world. At the time, it was also Britain's largest timber framed building. The Centre focuses on issues of energy, transport and food, exploring ways in which power can be harnessed from the sun, the wind and the sea. It also houses the Garden Science Trust, a small charity which works mainly with adults with learning difficulties and those with other barriers to education and employment. Currently it is closed.
<b>3. Shambles</b>	The original Market Place. Within it were the town well, town drain and town shack. To its eastern edge was the original market cross, court, whipping post and stocks.
<b>4. 19c Magazine</b>	This is a rare munitions store. It is known that volunteers used this area for rifle practice.
<b>5. Ash Close</b>	This narrow lane has existed at least since the 18 <sup>th</sup> century and was gated. On its edges stood The Villa, where members of the Nelson family often stayed (now Strattons), the first theatre and the cockpit. In the 19 <sup>th</sup> and early 20 <sup>th</sup> century there were many





	small cottages and small family workshops and factories along its length including the cricket bat maker Surridges.
<b>6. WW2 military defence</b>	During World War II a total of 63 high explosive bombs were dropped in the parish, leading to a fatal incident at the railway station in 1941. Swaffham was surrounded by satellite airfields such as Marham, North Pickenham and Shipdham and was part of a series of stop-lines across East Anglia consisting of pillboxes and tank-traps manned by the local Home Guard.
<b>7. Campingland</b>	The triangle area of open space was given to the town in 1463 by the rector to practise archery, running and military drill. Its name probably derives from the medieval game of Camp – an early and brutal form of rugby.
<b>8. The Antinghams</b>	The area has at least three public footpaths across it. The origin of the name is unknown. With Campingland it is a possible site for a Saxon settlement. It is thought that the land has never been ploughed.
<b>9. Corbel on Poundstretchers</b>	This small stone face is said to mark the spot where the Great Fire was stopped in 1775. It began at the rear of The White Hart and destroyed 22 houses on the west side of London street.
<b>10. St Guthlac's chapel site</b>	The land was gifted in the 12 <sup>th</sup> century. By 1305 a chapel had been built with a licence for 2 Swaffham chaplains to hold divine service. It later became attached to the Priory at Castle Acre. Alienated in 1536 by 1556 the chapel was a ruin. Bronze Age spearheads and Saxon coins, hook ends, tags and pins have been found in this area, as well as medieval pottery shards and tiles.
<b>11. Baptist church cemetery</b>	The first Baptist chapel, with its burial ground, was built in 1823. It was closed for further interments in 1979. The Station Street church opened in 1860.
<b>12. Town Pit (Richmond Plain)</b>	One of five pits in the town from which the residents (and their animals) took their water. Rules on its use exist from the 15 <sup>th</sup> century. It was contained in the 19 <sup>th</sup> century and filled in in 1970.
<b>13. Jubilee Cottage Hospital</b>	Swaffham Community Hospital was built as a cottage hospital by subscription in 1887-88 to celebrate Queen Victoria's Jubilee. Originally with just two small wards it has been extensively enlarged and remodelled over the years and now provides professional rehabilitation services plus a range of clinics.
<b>14. Cemetery chapel</b>	This was built, with the town cemetery, in 1924 in the shape of a Greek cross. It was restored in 1989 and modernised in 2013.
<b>15. Crescent, White Cross Road</b>	This is a fine example of 1930s Council housing building.
<b>16. The Pightle</b>	A long narrow passage leading from the south end of the Market Place to Campingland. Goodrick's brickworks was here in the mid 18 <sup>th</sup> century and it was from premises here that John



	Wesley preached in the late 1780s.
<b>17. Silver Drift</b>	An ancient drove which was enclosed in 1864. In 1892 it was closed to the public and occasioned a large trespass by Swaffham residents.
<b>18. Plowright Place</b>	The engineering firm Plowrights held the buildings in Plowright Place in the late 18 <sup>th</sup> to 20 <sup>th</sup> century. The firm was the major employer during that time.
<b>19. Maltings behind Market Place east</b>	There was at some time a Brewery behind the three public houses on the east side of the Market Place. In Pit Lane (Mantripp's Yard) a derelict row of stables were converted into small cottages for Brewery workers and there were other associated Brewery buildings to the north towards the church. Research into this area of the town is ongoing.
<b>20. Settlement Stone</b>	This ice-age erratic boulder may mark the settlement of Swaffham by either Neolithic man or pagan Saxons. It is not believed to be in its original location.
<b>21. Brewery Cottages and maltings, Cley Road</b>	Swaffham Brewery dates from 1801 and became part of first the Morse family brewing business until 1896 when it was sold to Steward and Patteson. The site includes Oulton House with its garden, Brewery cottages, the maltings, sheds and stables.
<b>22. Tollhouse, Shoemaker's Lane and Watton Road</b>	The Swaffham Turnpike Trust owned the Tollhouse situated in Cley Road. The tollhouse on Watton Road is mentioned in the Turnpike returns of 1824. The turnpike on Norwich Road has not survived.
<b>23. Paddocks Saxon cemetery site</b>	In 1969 a pagan Saxon cemetery was uncovered during excavations for a council housing estate. In all 19 inhumations were found of men, women and children. Most had grave goods. It is thought that the cemetery dates from the 6 <sup>th</sup> century AD.
<b>24. Drill Hall</b>	The Drill Hall or TA Centre, hurriedly built in 1939, replaced a former Drill Hall in an upstairs room in The White Lion in Station Street. Swaffham has a long connection with the military from as far back as the creation of Swaffham Cavalry in the late 18 <sup>th</sup> century.
<b>25. Milestones/ posts</b>	There are two known mileposts in Swaffham. One on the old A47 towards Norwich and one on Castle Acre road towards Fakenham. They date from the early 1900s.



## Appendix E: Railway complex

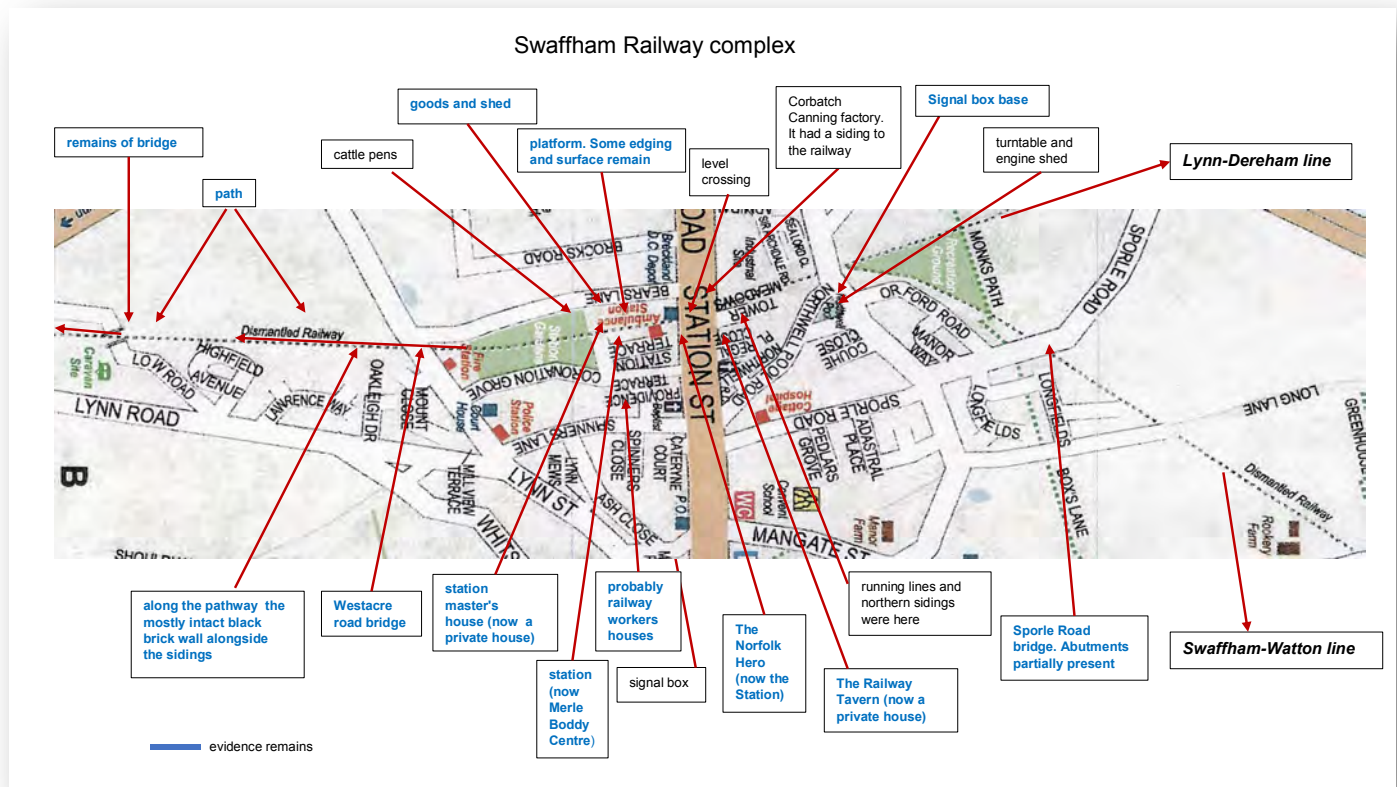


Figure 23: Map showing the extent of the Swaffham Railway complex (source: Sue Gattuso).





## Appendix F: World War Two pill boxes



Figure 24: Map showing the location of WW2 pill boxes in Swaffham (source: Sue Gattuso).





## Appendix G: Public Rights of Way in Swaffham town centre.

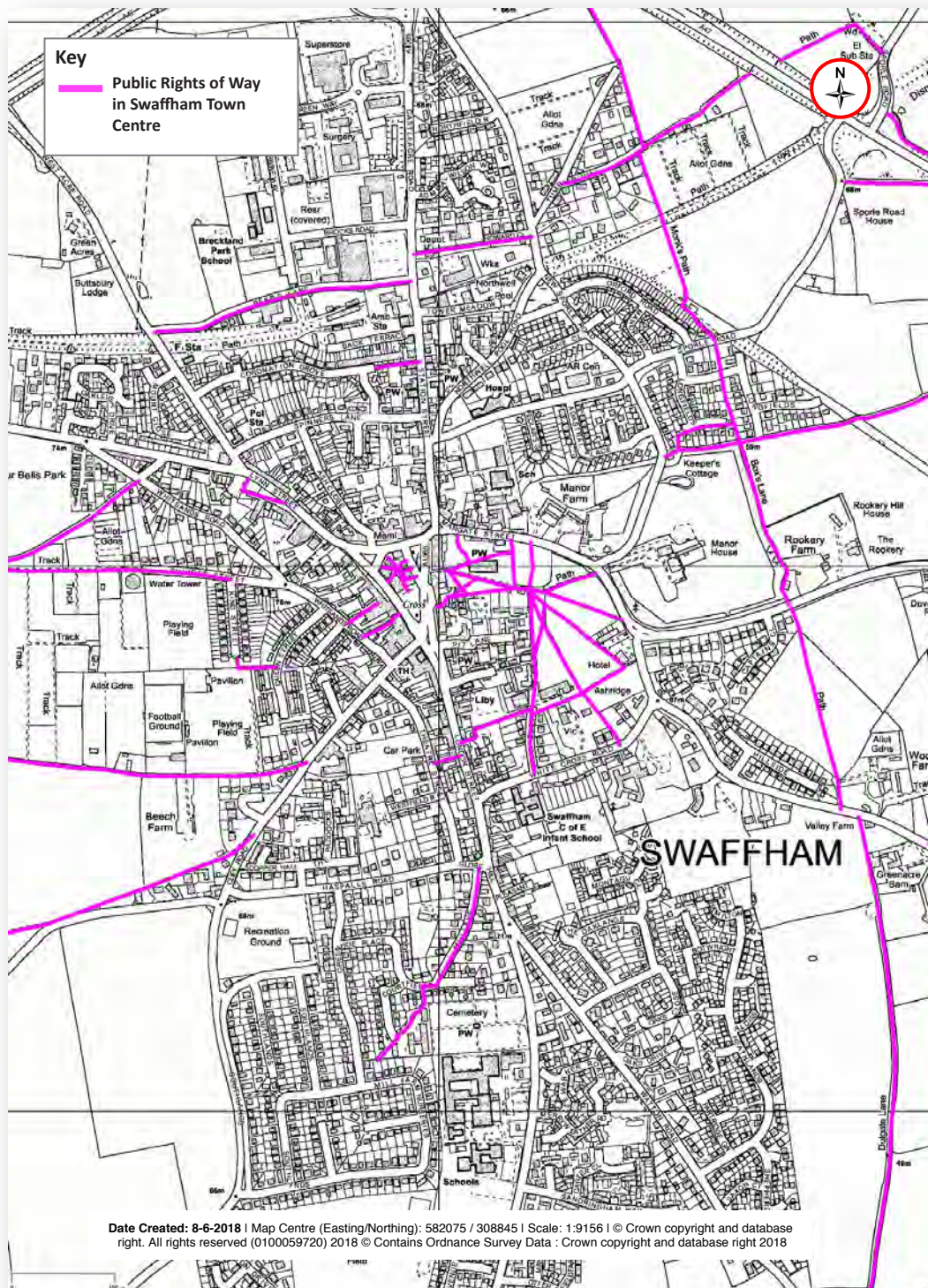


Figure 25 above: Public Rights of Way in the Swaffham town centre (source: Parish Online, with own annotations). Blue line denotes the parish boundary.



## Appendix H: Justification for Local Green Spaces

The table below outlines the justification for the inclusion of each Local Green Space identified. The criteria are based on paragraph 77 of the National Planning Policy Framework.

	<b>Green space is in reasonably close proximity to the community it serves</b>	<b>Green area is demonstrably special to a local community and holds a particular local significance</b>	<b>Green area concerned is local in character and is not an extensive tract of land.</b>
<b>1. The Antinghams.</b>	Yes	Some possible historical significance. Private ownership but for many years used by public without hindrance.	Yes
<b>2. Heathlands.</b>	Yes	Significant community area.	Yes
<b>3. Merryweather play area.</b>	Yes	Significant children's play area with equipment.	Yes
<b>4. Oaklands play area.</b>	Yes	Significant children's play area with equipment.	Yes
<b>5. Community orchard, Tumbler Hill allotments.</b>	Yes	Well valued local facilities. Linked to combating mental health.	Yes
<b>6. Admiral Wilson Way</b>	Yes	Children's Play Area with equipment.	Yes
<b>7. Manor house grounds.</b>	Yes	Privately owned. One of Swaffham's important vistas into and out of the town.	Yes
<b>8. Railway line for access.</b>	Yes	Of historic interest, used by walkers.	Yes
<b>9. Magazine field allotments.</b>	Yes	In demand. Deemed to help with physical and mental health.	Yes
<b>10. Four Acres field allotments.</b>	Yes	In demand. Deemed to help with physical and mental health.	Yes
<b>11. Shouldham</b>	Yes	In demand. Deemed	Yes





<b>Lane allotments.</b>		to help with physical and mental health.	
<b>12. Tumbler Hill allotments.</b>	Yes	In demand. Deemed to help with physical and mental health.	Yes
<b>13. Myers playing field.</b>	Yes	Owned by a Trust. Home to cricket, football and bowls.	Yes
<b>14. Swaffham CE VC Infant School playing field.</b>	Yes	For use predominantly by the school.	Yes
<b>15. Swaffham CE Junior Academy playing field.</b>	Yes	For use predominantly by the school.	Yes
<b>16. The Nicholas Hamond Academy playing field.</b>	Yes	For use predominantly by the school. Also used as a centre for the town's Parkrun.	Yes
<b>17. Sacred Heart School and pre-school playing field.</b>	Yes	For use predominantly by the school. Tennis courts used by others.	Yes
<b>18. Shepherd's Fold</b>	Yes	General open space.	Yes



SWAFFHAM



Je Tinker  
of Swaffham  
who by a dream  
did find a great  
treasure

