

# Swaffham Neighbourhood Plan

## Consultation Statement

November 2018



To accompany Version 2: Neighbourhood Plan submission draft for examination

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# 1. Introduction

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## **Background and consultation requirements**

- 1.1 Swaffham Neighbourhood Plan is a community-led document for guiding the future development of the parish. It is the first of its kind for Swaffham and a part of the Government's current approach to planning. It has been undertaken with extensive community engagement, consultation and communication.
- 1.2 The Consultation Statement is designed to meet the requirements set out in the Neighbourhood Planning (General) Regulations 2012 for Consultation Statements. This document sets out the consultation process employed in the production of the Swaffham Neighbourhood Plan. It also demonstrates how the requirements of Regulation 14 and 15 of the Neighbourhood Planning (General) Regulations 2012 have been satisfied.
- 1.3 The Steering Group have endeavoured to ensure that the Neighbourhood Plan reflects the desires of the local community and key stakeholders, which have been engaged with from the outset of developing the Plan.
- 1.4 Part 5, Section 15(2) of the Regulations sets out that a Consultation Statement should:
  - a. Contain details of the persons and bodies who were consulted about the proposed neighbourhood development plan;
  - b. Explain how they were consulted;
  - c. Summarise the main issues and concerns raised by the persons consulted; and
  - d. Describe how these issues and concerns have been considered and, where relevant, addressed in the proposed Neighbourhood Plan.

## **Designation as a Neighbourhood Area**

- 1.5 Swaffham Parish Council made an application for the designation as a Neighbourhood Area on 23<sup>rd</sup> February 2016 (see Appendix 1a, 1b and 1c). Breckland District Council approved the area on 4<sup>th</sup> April 2016. The Neighbourhood Plan area is the parish of Swaffham.

## 2. Community engagement stages

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### The recruitment of a Steering Group

- 2.1 On 26<sup>th</sup> April 2016 Swaffham Town Council agreed to undertake a Neighbourhood Plan. On 28<sup>th</sup> March 2017 reports came in to the Planning Committee of the Town Council from a range of topic groups. The topic groups came together to form a Steering Group of interested residents to guide and produce a Neighbourhood Plan in November 2017.
- 2.2 See Appendix 2 for Steering Group members. The Steering Group developed a Terms of Reference (Appendix 3). All Steering Group members completed a Declaration of Interest form. Prior to November 2017, Core Connections were advising the Neighbourhood Plan Steering Group. From December 2018 onwards independent consultants, Rachel Leggett, Andrea Long and Emma Harrison guided the group.
- 2.3 The Swaffham Neighbourhood Plan Steering Group appointed project management support and agreed a Communication and Community Engagement Plan. It was agreed engagement needed to be effective through the process and would result in a well-informed plan and a sense of local ownership. The aim of the Communication and Community Engagement Plan was to inform and involve the Swaffham community throughout the process. Communication is dealt with in section 3 of this report.
- 2.4 There are five stages in which residents of Swaffham and key stakeholders were engaged:
  - Evidence gathering 1: Preliminary consultation.
  - Evidence gathering 2: Topic groups.
  - Evidence gathering 3: Informal workshops and online survey.
  - Evidence gathering 4: Stakeholder input.
  - Evidence gathering 5: Policy ideas workshop.
  - Evidence gathering 6: Pre-submission consultation on the draft Neighbourhood Plan.
- 2.5 This section gives an outline of each stage. Full details of the purpose, date and locations, consultees, publicity, preparation, event details, follow up and results can be found in the appendices. The names of individual respondents have been removed.
  - 2.5.1 **Evidence gathering 1: Preliminary consultation** (Appendix 4).  
2pm-7pm on Wednesday, 25th 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.

- 2.5.2 Evidence gathering 2: Topic groups** (Appendix 5).  
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.
- 2.5.3 Evidence gathering 3: Informal workshops and online survey** (Appendix 6).  
Workshops held from Wednesday 19th to Friday 21st 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.
- 2.5.4 Evidence gathering 4: Stakeholder input** (Appendix 7).  
*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.
- 2.5.5 Evidence gathering 5: Policy ideas workshop** (Appendix 8).  
10am-3pm on Saturday, 14th April 2018 and 5pm-7pm on Tuesday, 17th 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.
- 2.5.6 Evidence gathering 6: Pre-submission consultation on the draft Neighbourhood Plan** (Appendix 9)  
10am-1pm on Wednesday, 18th 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 was available in community

locations and online (with an online Consultation Response form) from 18th July to 1st September 2018.

The pre- submission six-week consultation, ran from 18<sup>th</sup> July to 1<sup>st</sup> September. The Neighbourhood Plan and Sustainability Appraisal (SA) was emailed to statutory agencies, other stakeholders and residents with a Consultation Response Forms. The Plan and the Sustainability Appraisal were also available in community locations (Town Council, Library, Community Centre, Swaffham Museum) and online (with an online Consultation Response form).

### **Consultation on the Scoping Report for the Sustainability Appraisal**

- 2.6 The Scoping Report for the Sustainability Appraisal was sent to the statutory and other agencies for comment on Monday 19th March 2018. Responses were received from the Environment Agency, Norfolk County Council, Natural England and Historic England. The Scoping Report was amended and a new version 'Sustainability Appraisal Scoping Report March 2018, amended May 2018' was issued. A log of the changes made to the Scoping Report can be found in the appendix to the report. The amended version was available to read at the pre-submission exhibitions alongside the Sustainability Appraisal.

### 3. Communication approach

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- 3.1 Good communication has been key to residents and businesses feeling informed and involved in the production of the Swaffham Neighbourhood Plan.
- 3.2 Central to the Neighbourhood Plan process, was the project page on the Town Council website, **[www.swaffhamtowncouncil.gov.uk](http://www.swaffhamtowncouncil.gov.uk)**. The website was updated during each phase in the development of the Neighbourhood Plan. It contained a news-feed, all Steering Group papers, notes of meetings, all Neighbourhood Plan documents, amendments to the Plan and contact information. It linked to other websites and social media.
- 3.3 To spread news of the emerging Neighbourhood Plan, the Steering Group used:
- The Town Council website ([www.swaffhamtowncouncil.gov.uk](http://www.swaffhamtowncouncil.gov.uk)).
  - Email listings (a database of businesses and residents was generated through the development of the Neighbourhood Plan).
  - Flyers delivered around the town for evidence gathering 4 and 5. Delivered by steering group members.
  - Event posters which went up around the town.
  - Regular articles and spreads in Swaffham Newsletter (town monthly newsletter).
  - Press release for Eastern Daily Press, Watton and Swaffham Times.
  - Radio Norfolk.
  - Facebook
    - 'Swaffham Neighbourhood Plan' page.
    - 'Swaffham Town Council' page.
    - 'Swaffham community notice board' page.
  - Twitter – Swaffham Town Council.

Prior to the Referendum, the Steering Group intend to write a short summary of the Neighbourhood Plan to be distributed to residents and businesses.



## 4. Conclusion

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- 4.1 The programme of community engagement and communications carried out during the production of the Swaffham Neighbourhood Plan was extensive and varied. It reached a wide range of the local population and provided opportunities for many parts of the local community and businesses to input and comment on the emerging policies. Breckland District Council provided informal comments on emerging policies prior to the formal pre-submission stage, used by the Steering Group.
- 4.2 The comments received throughout and specifically in response to the consultation on 'Version 1: pre-submission draft of the Swaffham Neighbourhood Plan' (see Appendix 9) have been addressed, in so far as they are practical, and in conformity with the National Planning Policy Framework and the Breckland Core Strategy 2009 and emerging Breckland Local Plan submission version 2017.

# Appendices

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## APPENDIX 1: Designation of the Neighbourhood Plan Area

### APPENDIX 1a: Application for designation as a Neighbourhood Area.



## Swaffham Town Council

Town Hall, 4 London Street, Swaffham, Norfolk, PE37 7DQ  
Telephone 01760 722922 Fax 01760 720469  
[www.swaffhamtowncouncil.gov.uk](http://www.swaffhamtowncouncil.gov.uk)



**PLEASE REPLY TO:** Richard Bishop, Town Clerk **E-mail:** [townclerk@swaffhamtowncouncil.gov.uk](mailto:townclerk@swaffhamtowncouncil.gov.uk)

### Swaffham Neighbourhood Plan Statement

Swaffham Town Council would like to submit a Neighbourhood Plan Area (NPA) as the formal commencement of the Neighbourhood Plan process.

The designated area has been produced following discussion with Breckland Council. In considering an appropriate area a number of factors were taken into account, including:-

- a. the policy for future development in Swaffham as laid down in Breckland Council's Core Strategy.
- b. Previous work undertaken in various reviews of Swaffham's published Town Plan 'Advance Swaffham'.
- c. The scale and likely location of any housing development emerging within current Local Plan consultations, including speculative planning applications in the pipeline outside of current designated development areas.
- d. The location of already designated and proposed new employment land emerging from the Local Plan consultations.
- e. The effect on neighbouring parishes of any development.

A number of options were considered for the NPA, looking at smaller areas such as the Town Centre or larger areas including surrounding villages, before selecting the NPA as the Swaffham Parish Boundary. Confining the NPA to just potential development sites was seen as unrealistic because it would limit the opportunity to examine wider infrastructure and economic issues for the town.

The Parish Boundary is believed to be wide enough to enable town-wide infrastructure improvements to be considered and there would be no need to involve other parishes, which would ease the burden of administration and consultation. It is not envisaged that adjoining parishes would need to be represented on the Working Group, it is recognised that if emerging issues within a Neighbourhood Plan have an impact on a specific parish or parishes, then an appropriate method of consultation would take place.

The Neighbourhood Plan will be produced by Working Groups and Partner organisations reporting to the Planning Committee of Swaffham Town Council acting in its capacity as the Swaffham Neighbourhood Plan Steering Group. The completed Plan will be submitted to Swaffham Town Council for approval and onward transmission to Breckland Council.

It is intended that the Plan should be community led and reflect the fact that we believe any major development in Swaffham should be driven by new employment opportunities, with the necessary infrastructure and services to support it. The vision and objectives reflect that aim, as does the composition of the Steering Group. A copy of the Vision and Objectives are attached for your information.

The local press will be notified that the Neighbourhood Plan process has started and the next step is for the Planning Committee/Steering Group to prepare for further engagement of the community by holding a launch event once the NPA has been approved.

## APPENDIX 1b: Draft vision that accompanied the application for designation as a Neighbourhood Area.



### Swaffham Town Council

Town Hall, 4 London Street, Swaffham, Norfolk, PE37 7DQ  
Telephone 01760 722922 Fax 01760 720469  
[www.swaffhamtowncouncil.gov.uk](http://www.swaffhamtowncouncil.gov.uk)



**PLEASE REPLY TO:** Richard Bishop, Town Clerk **E-mail:** [townclerk@swaffhamtowncouncil.gov.uk](mailto:townclerk@swaffhamtowncouncil.gov.uk)

## SWAFFHAM NEIGHBOURHOOD PLAN

### VISION

By 2026, Swaffham will have developed as an enterprising, attractive and prosperous market town. It will be the centre of a vibrant employment area, which also provides first class services and facilities to its rural hinterland.

Development will be driven by new employment opportunities, which will include engineering, research and development, logistics, food production and agriculture. Cementing Swaffham's perceived 'green' credentials, promoting sustainable development with retail outlets providing jobs and helping make the town a self-contained community.

New housing of an appropriate tenure, type and mix to meet the needs of the community will have been integrated with new and existing facilities. The town will be well supported by the necessary infrastructure improvements, including essential utility supply or services, and in particular with improved education, health, social and leisure facilities.

It will be easy to move within Swaffham particularly by walking, cycling and public transport. Improvements to the road network will improve access to and from Swaffham from surrounding areas and support the natural growth to the town.

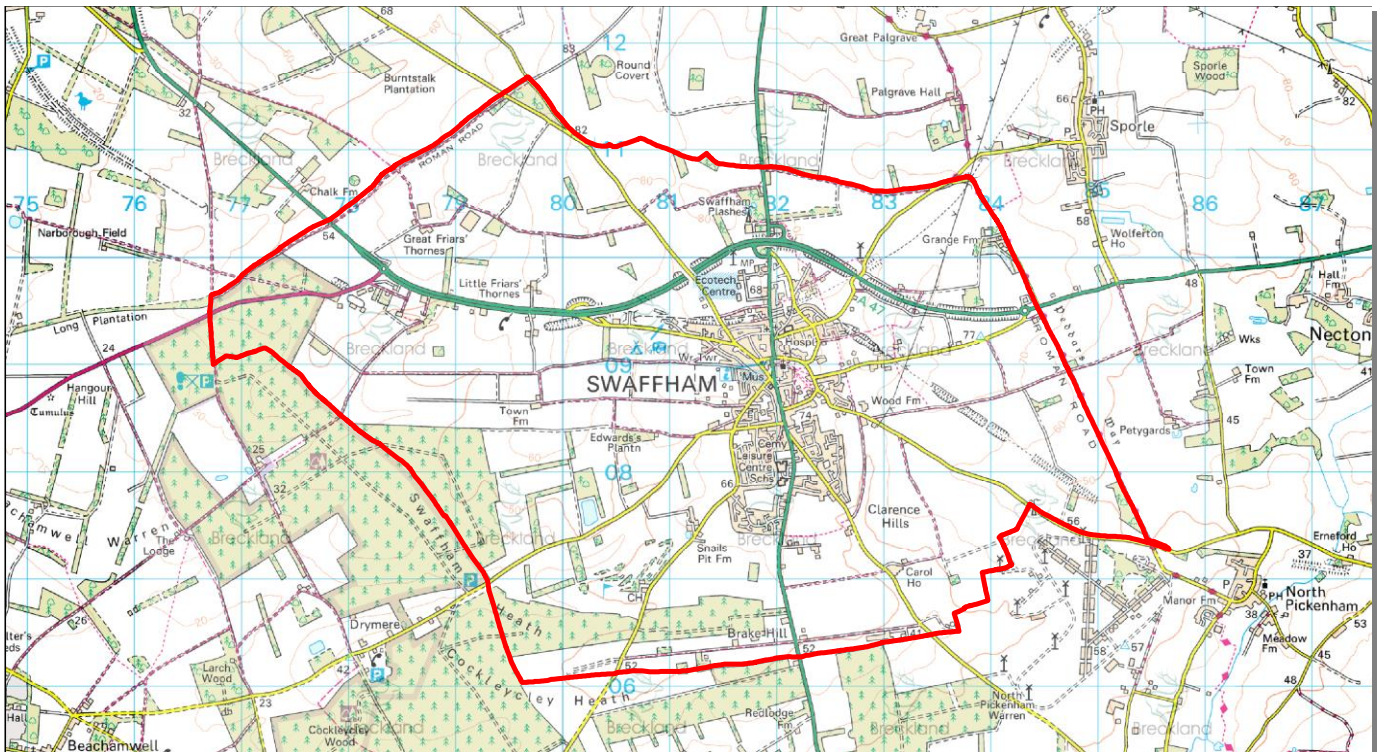
Existing green spaces will be protected and further green spaces will be created.

The built environment will be protected and improved with high quality design, which employs renewable forms of energy. Protecting the environment will be a key principle of all development so that Swaffham will be at the forefront of sustainable living.

The overriding aim of the Neighbourhood Plan is to preserve the distinctive character of our beautiful Georgian market town in the heart of 'The Brecks', whilst improving the quality of life for all who live, work and visit the town of Swaffham.



**APPENDIX 1c: Map to accompany application for designation as a Neighbourhood Area.**



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## APPENDIX 1d: Response from Breckland District Council designating the Neighbourhood Area.

Customer Contact Centre No. 01362 656873  
Service Fax No. 01362 696771  
X743950 Dereham 2



Richard Bishop  
Town Clerk  
Swaffham Town Council

By Email

Your Ref:  
Our Ref:

Contact: Phil Mileham  
E-Mail: phil.mileham@breckland-sholland.gov.uk

Date: 4th April 2016

Dear Richard,

### Swaffham Neighbourhood Plan – Confirmation of Plan area designation

Thank you for your letter dated 23<sup>rd</sup> February 2016 in respect of the above, the accompanying area map and subsequent statement to support the preparation of your Neighbourhood Plan.

Firstly, I can confirm that Breckland Council is satisfied that Swaffham Town Council is a relevant body for the purposes of Section 61G of the Town and Country Planning Act (1990). The Council has publicised the proposed plan area as required by Regulation 6 of the Town and Country Planning, Neighbourhood Planning (General) Regulations 2012 as amended.

I can advise that the Council received no representations on the proposed Plan area during the prescribed period, nor has any additional comments on the proposed boundary. The Council has not received any other applications to designate a Neighbourhood Plan that would affect the confirmation of your proposed plan area as set out in Section 61G(10) of the Act. Furthermore, the Council does not consider that the area is wholly or principally an employment area and as such, a Business Area need not be designated under Section 61H of the Act.

Therefore, I can confirm on behalf of Breckland Council under delegated authority that the Neighbourhood Plan area as set out in your submission has been duly confirmed from the date of this letter.

The Council is required to advertise the confirmation of your plan area and place this on its website as required by Regulation 7 of the abovementioned Regulations but this is a procedural requirement and should not affect your plan timetable.

I hope that this is of assistance to you.

Yours sincerely,

## APPENDIX 2: 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.

### **APPENDIX 3: Terms of Reference for Swaffham Neighbourhood Plan Steering Group.**

1. The Neighbourhood Plan Steering Group is set up solely for the purpose of delivering a Neighbourhood Plan for the Town of Swaffham.
2. The Aims and Objectives and Area Designation have been set by the Town Council as the statutory body.
3. The Steering Group shall consist of approximately 15 members. The Planning Committee of Swaffham Town Council shall initially appoint members, but from the inaugural meeting onwards the Steering Group can co-opt as appropriate.
4. The Steering Group is autonomous to the point of producing a final draft for Independent Examination and with the exception of incurring costs.
5. The Steering Group shall keep the Town Council and all interested parties informed of progress with the Neighbourhood Plan. The draft plan shall be referred to the Town Council for approval prior to the Independent Examination and Referendum.
6. The Steering Group shall be dissolved at the point of a successful Referendum.

#### **Governance arrangements:**

- a. The Chair and/or Vice Chair of the Steering Group can be a Councillor or Non-Councillor, as appropriate, appointed by the Steering Group at their first meeting.
  - b. A minimum of five Councillors shall serve on the Steering Group.
  - c. Decisions shall be taken by consensus and can be referred to the Planning Committee or Town Council if a consensus cannot be achieved.
  - d. The Steering Group meetings are open to the public and press.
  - e. The Steering Group shall work with the Council's appointed consultants,
  - f. The Town Clerk or Deputy Clerk will refer recommended expenditure to the Town Council for approval (unless already budgeted).
  - g. The Steering Group shall be quorate with no less than five (or one third) members present and shall meet monthly.
  - h. The Town Clerk or Deputy Clerk shall attend all formal meetings of the Steering Group to advise accordingly; with administrative support staff to take minutes.
    - i. Un-staffed informal meetings of the Steering Group can be arranged for the collection of data, to further discussions on complex issues or discuss matters with interested parties. No decisions can be taken at informal meetings.
-



## **APPENDIX 4: Evidence gathering 1, Preliminary consultation (produced by Core Connections).**

### **Attendees**

- 6 Councillors
- 3 Town Council staff
- 2 Breckland District Council Staff
- 39+ members of the public

### **Key partners**

- 3 Town Team members
- 2 Icen Partnership
- 2 Swaffham Trade Association

### **TRANSPORT Comments received:**

- Roundabout – top of Watton Road
- Need to divert heavy traffic
- Link Road or bypass – to take heavy traffic out of town
- Too many heavy lorries & articulated vehicles on main road
- Car Parking – in free car park 3 spaces free on a Saturday morning - where are they shopping? Norwich, Kings Lynn – not Swaffham!
- Move 30 mph limit out to A47 over bridge from current position
- Bypass would kill town economy, passing trade is all for some
- Bus from Swaffham to our nearest BR station at Downham Market
- Car Park in the centre of town needs to be metered - the first 2 hours free then charge per hour thereafter - people use the Market Place Car Park as a Park & Ride.
- Employers and staff park all day on the Market Place car park therefore hardly any spaces left for shoppers. Employers & staff should park in Theatre Street Car Park
- Direct Bus to Queen Elizabeth Hospital Kings Lynn
- Suggest a one way traffic flow round the market 'triangle'
- Better public transport (i.e. buses) needed to Fakenham, Downham Market, Thetford & Marham
- Manage Heavy Goods traffic through town centre
- Traffic Lights or roundabout at entry to London Street from Haspalls Road & Watton
- A re-think of our car parking to allow visitors to park and not drive through frustrated. Swaffham to take back Swaffham from Breckland & NCC – we need control
- One way traffic system round market place or close off one side of triangle for Pedestrians
- No bypass – it will kill the town
- Get control of Market Place car park from Breckland – first hour free then charge – need to 'free up' spaces
- Theatre Street car park is underused five days per week – to improve the town centre environment and attract visitors by
  - 1 – closing the central car park outside the Assembly Rooms (Breckland land) to convert to POS/Event space

- 2 – close Cley road from London Street to Theatre St for vehicular traffic and convert to pedestrian only. Narrow c'way of Theatre St to car park entrance and widen footway.
- 3 – resurface and improve appearance of Theatre St Car park to attract visitors
- Use of the community mini buses at weekend. Transport to away fixtures – STFC
- Divert heavy traffic
- Keep the free car park at Theatre Street – agree agree
- North / South bypass or someway of eliminating heavy vehicles from causing congestion in the town centre
- What's the chance of Kings Lynn/Dereham railway being re-established. Many areas around the country where this is happening. Think of Borders railway in Scotland for example
- Control of traffic speed in the 20 mph area. Have seen many drivers exceeding this limit. Are these people 'out of towners'?

#### **HOUSING Comments received:**

- Maintain roads / signs / footpaths and the many dropped manholes on A1065
- Concern about changing the nature & spirit of the town
- Turn south side of Churchyard into a public garden – we need one in town centre
- How many houses will be truly 'affordable for locals'
- Affordable houses for many different kinds of people
- Why not promote the area as an ideal retirement town. The people would then drive an increase in 'community'
- More specific objections needed to planners – emotional issues do not seem to count
- Incorporate cycle ways into the new developments
- Shops needed to Nelson New Builds – people have to walk a mile to nearest shop or drive into town
- Too many new houses without the infrastructure to support the population increase
- Maintain footpaths
- Need to consider people being able to walk into town
- Why is prime agriculture land to be used for housing?
- Where is the demand for housing locally?
- Infrastructure seems inadequate – wont cope
- Too many houses will spoil a small town – stop building here
- Cobble the 1065!!
- No more large housing developments please
- Encourage new developers to provide space for local shop for residents

#### **WELLBEING Comments received:**

- All weather playing surface (floodlit) available 7 days a week (school use also)
- Make use of local churches to support the community
- More green spaces for people to enjoy
- Central play areas – athletics for kids
- Swimming pool – is a must

- Relocate sport / leisure facilities to accommodate football club / cricket club / swimming pool?
- Activities for small children in the rain
- Infrastructure / Infrastructure / Infrastructure – not after houses are already built
- Swimming pool – excellent for well being
- Infrastructure! - much of Swaffham needs a boost
- We moved here 6 years ago believing a swimming pool was being built!!!
- Enough doctors surgeries provided before additional housing - no formal sports facilities. Sports Clubs use private or charity run fields – any thoughts?
- Swimming pool
- Cinema
- Adventure play areas (central not on edges of town)
- Library – extra hours??
- Football club has growing youth set up U8-U15 - more local children welcome
- New building for Baptist church
- We are proud to support 50 adults, 100 children to represent the town each weekend – all volunteers no space!
- Swimming pool in Swaffham is much needed
- Promote Christian values in schools
- Room for national Park Run scheme (for both adults and children) fitness – obesity??
- Not enough dentists in town
- More publicity about what our cottage hospital can do

#### **LOCAL ECONOMY Comments received:**

- No more charity shops here please
- Keep car parking free in town
- I agree with many comments – fewer charity shops please and greater diversity of businesses
- The size of Swaffham only needs 2-3 charity shops not 7
- I agree with comments about charity shops
- It would be nice if shops could be limited i.e. we do not need 7 charity shops!!
- A vision for the town and a re-work of the Saturday market
- Encourage agricultural businesses to the light industrial areas?
- Publicise football matches more – will bring more people to town to spend locally
- More small industrial units (to rent)
- Too many food outlets & charity shops
- Promote individuality
- Also agree with too many food outlets in town
- Why not better support businesses?
- Subsidise rents/taxes perhaps?
- Affordable high street clothing store needed!
- We need a more diverse range of businesses to support our town.
- Encourage cheaper rent (if only) and cap the rates. We need a level playing field.
- Ladies and gents clothes shop needed, plus shoe shop
- Swimming pool! – would bring jobs and trade and people to the town
- No more charity shops, food outlets
- Decent indoor market not 2<sup>nd</sup> hand goods'

- Negotiate with landlords for rents
- Make shops responsible for litter outside & upkeep of exterior
- Need more variety & quality

#### **SOCIAL/COMMUNITY Comments received:**

- The town must push itself forward. It needs a publicity officer at least part time. We must get noticed, by hook or by crook
- Much more integration of the towns organisations, more direction, more involvement, much less talk, actions speak louder than words
- Football/Cricket club – Meyers Field football supports around 120 children a week – need bigger facilities to grow. Make new ground part of planning approval for new/expanding developments?
- Currently 2 months waiting to book a dental appointment. Phoned in May, appt for July!
- More NHS dentists needed
- With shops closing, Swaffham already looks like a dormitory town – it's going to get worse with more houses
- Are there enough medical facilities if new housing approved. This includes GP's, dentists and out of hours
- Lack of school places now for residents. New school facilities required if housing increased
- By-pass required, best route Munford end of town, crossing 3 village roads out to A47.
- Swaffham Park Run facility – 5km?
- Dr's, Dentists, Police
- Ideas to seek to engage more young people in community projects around town
- Get thoughts & ideas direct from young people about what they want / need
- How will / can community organisations be involved?
- Bypass would kill the town
- We need the out of towners for the town to survive
- Bypass too expensive
- New housing areas should have fibre broadband as standard eg swans nest. Example of area without fibre broadband – Nelson Quarter/Redlands Park
- I want Wifi across the town
- Social clubs for adults
- Dentist Doctors & local walk in centre
- Old people facilities/clubs (dementia)

#### **CONCERNS Comments received:**

- Too many houses, not enough green spaces.
- Keep Swaffham as Swaffham
- Rubbish on Castle Acre Road between Tesco & Waitrose
- Improvements to road networks – what is planned to ease traffic
- Working closer with the town council to facilitate ideas to promote sport in the community & drive forward

- Castle Acre Road – 40 mph sign needs moving to far side off the by pass on a1065 - the road in the evening becomes the local 'rat run' Bears Lane is an eyesore when it rains it becomes a mud bath or speed flashing lights
- We are not safe exiting from 21 Castle Acre Road due to speeding traffic - verge to our road is not cut regularly
- Speeding traffic on Castle Acre Road
- Bears Lane wants a hard surface near A1065 end as its part of footpath walking into town from Castle Acre Road
- Flashing speed limits signs would be good on Castle Acre Road between Tesco & Waitrose
- 30mph speed limit outside 21 Castle Acre Road – Abel Development needs moving further back past Waitrose
- Police need to keep check on speed limits on exit from Town to the bypass
- We need a younger council to take us forward, New ideas, new people even from outside
- Centre car parking two hours free then normal charge – must be policed
- 30mph/40mph speed limit along Castle Acre Road is too near Abel House development – it needs to be further out past Waitrose
- Too many charity shops – lack of variety of shops
- Local traffic congestion, schools, convenience stores & town centre
- Dr surgeries oversubscribed
- North/South traffic flow
- 'Local' employment
- What happened to 'Advance Swaffham process'?
- Busy roads & parking issues, slow traffic down – natural traffic calming
- How will young people be persuaded to get involved – they will be the people that benefit in 2026
- Grass verges from Waitrose to Abels development need regular cutting as our exit from house dangerous – NCC have been informed
- Another PLAN another VISION – people really need to see ACTIONS!
- A much more dynamic and forward thinking council that must work for the town and not itself – encourages outside help
- Schools are bursting – parking outside primary / nursery school is becoming dangerous
- There is a serious shortage of pre-school & childcare (before & after school) in the town which disadvantages children & is an obstacle to parents being able to work
- Value of commitment by shops to 'tap into' through trade – quality of shops & goods
- Speed & volume of traffic on A1065 especially on London Street
- Pre-school is happy to expand but is a charity – needs space & money to expand

## **APPENDIX 5: Evidence gathering 2, topic groups.**

### **Topic groups**

- Business and Employment
- Transport and Access
- Open spaces
- Leisure and Sport
- Education and young people
- Health and community services
- Town centre, heritage and tourism

Each of the topic groups fed information into the presentation of informal workshops and the online survey that followed.

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## **APPENDIX 6: Evidence gathering 3, Informal workshops and online survey.**

### **APPENDIX 6a: Report on five workshops and comments made at them (produced by Core Connections).**

To capture where we are at now, and review the initial work by Topic Groups, a set of informal 'workshop' sessions were arranged from Wednesday 19th to Friday 21st July 2017. They were held in different locations and at different times, morning, afternoon and evening, to maximise the opportunities for people to come, but as we also wanted to talk with the staff of the Community Centre and Green Britain Centre, and with some of the businesses and retailers, daytime weekday sessions were used. An exhibition with some information and suggestions to get people thinking was used, and people were encouraged to complete the on-line survey: computers were available at the sessions. Paper copies of the survey were also available to complete or to take away.

The sessions were publicised in the Swaffham Newsletter and on the Town Council website. Radio Norfolk also announced them.

### **The Five Workshops**

All the workshops were open to the public and to the members of the Neighbourhood Plan topic groups. Each session was run by the two consultants Elizabeth Wrigley and Roger Morfey and a member of staff from the Town Council. At each session computers were available for completing the survey online or for reference use.

#### **1. Wednesday 19th July 2017 - Swaffham Community Centre**

- 1.30pm to 4.30 pm - this was advertised as focusing on the interests of young families. In practice the range of visitors was across ages, and the attendance was sporadic. The main disappointment was that primary school children

passed the Community Centre on the way home but some of the parents asked if they would like to visit said they were too busy to have time to visit. In total some 20 people came.

- Several staff from the community transport and the Family Action officer came, as did the Icen Centre staff and some of Teeny Icen nursery staff and children.
- Anyone who had not completed the on-line survey was encouraged to do so.

## **2. Thursday, 20th July 2017 - Assembly Rooms**

- 9.30am and 12.30pm – the session focused on Town Centre issues. It was reasonably well attended but there were very few able to stay any length of time so there was no discussion group. Individual comments were recorded in post-it notes. These are reported in this document. The total who attended was around 30 people?
- Anyone who had not completed the on-line survey was encouraged to do so.

## **3. Thursday, 20th July 2017 - Assembly Rooms**

- 1.30pm and 4.30pm – this session focused on the interests of the South of the Town (Brandon Road etc.). It was the best attended, and a discussion group of some x people participated in a debate for an hour on several key issues. The debate is reported in this document.
- Others unable to stay left their comments on post-it notes, again the comments are recorded in this document.
- In practice several people came during the break between the sessions. We therefore ran in effect from 12.30 continuously.
- After 4.30 some people attended as they were already in the Assembly Rooms, for example families waiting to collect children attending the Kumon session.
- Anyone who had not completed the online survey was encouraged to do so.

## **4. Thursday, 20th July 2017 - Assembly Rooms**

- 6.00pm - 8.30pm – the focus on General issues gave an opportunity for those unable to make the other times to comment on any of the areas in town. This was sparsely attended but was useful for us to assess whether an evening session was worthwhile. Individuals were encouraged to put their comments on post it notes, and the results are in this document.
- Anyone who had not completed the online survey was encouraged to do so.

## **5. Friday, 21st July 2017 - Green Britain Centre**

- 9.30am and -12.30pm – this is a tourist attraction in Norfolk so the session was intended to seek comments from visitors, but also to gather views from the industries located in the business park next to the Green Britain Centre. The focus was on business opportunities & the North of the Town. However as the swimming pool group has looked at a site just to the north of the GBC next to Waitrose's car park, we also took the opportunity to think whether there was a synergy to be explored in this location. On the GBC site there is The Garden Science Trust who help young people to develop skills and

potential by growing plants and they were invited to visit the exhibition and to ask us questions about what was being displayed.

- Other than this group and some members of the yoga class who lived in Swaffham, this was not well attended, and most of the time was spent in discussion with the economy and business topic group members present.
- The nearby Balfour Beatty and Waitrose staff would both be happy to arrange to attend a future session with sufficient notice. Fridays are not good days to choose however.

Participants did not have to stick to the topic of each workshop as advertised but were encouraged to feel free to drop by at any time during any of the events to get involved and ask questions.

The Workshops were advertised in the July edition of the Swaffham Newsletter, in the centre spread. This magazine goes to every household in postcodes PE37 and PE38.

They were described as follows:

“The workshops will summarise the last three months of a cycle of presenting, reviewing, refining and then re-presenting ideas in small topic groups. Talk about the future impacts and opportunities in Swaffham’s local economy and community. Advise on implications of district and regional plans on the town plan. Help to clarify the hopes and concerns of those who live and work in or near Swaffham.”

### **Comments made at the workshops, content of stickers**

The comments made on post-it notes are all written up here, and putting together comments from all of the workshops there are clear common themes and ideas. These have been grouped below to make it easier to see what themes emerged.

#### **a. Tourism, events**

- Green Britain Centre
- Dale Vince, founder of Ecotricity, set up The Green Britain Foundation in August 2012, to tackle energy, transport and food issues. It was remarked on that the centre is only open at weekends during July and August. As a draw to Swaffham for tourists, weekend opening on the ‘shoulder of season’ times could help extending the tourist season.
- There is no facility to appreciate the views available from the top of the turbine by those who cannot climb. Could a tour in 3D virtual reality be offered? It could be an interesting addition to the GBC.
- Heritage that could be of interest to tourists
- There are some vestiges of the station, and several military artefacts. There may also be places where archaeological digs would have interest. The Museum could be a good starting point.
- Planes “There is a 4 day fair, RAF Marham show is spectacular, the base will have 22 new planes (180m pound spend) so maybe could there be a link with Swaffham?” “Lakenheath has events viewing planes, Marham too?”



- Grayhounds The Grayhound PH is linked to Czarina, the famous greyhound. Tourists with dogs are an audience for Swaffham to capture.
- Dances “The Assembly Rooms do have dances and dance classes and with a sprung floor more could be made of this feature?”

#### **b. Town Centre**

- “There is less greenery since the hanging baskets were removed and the tubs are not as luxuriant as in the past.” “The signage on upper floors is of a poor quality.”
- There were many comments on the high rates for businesses in the shopping core of the town. However rentals are also high, could landowners be persuaded to offer deals so shops were not left empty?
- “Proper control of traffic in the centre as the 2 hour parking limit is ignored and the town centre car park is always full.”
- “it looks bleak at the moment.”
- “Make more attempts to fill empty shops.” “Less charity shops.” “Look at Charity shops that pay no rates.”
- “More green areas required: grass; trees etc. and flower displays have declined over the past few years.”
- “Make Swaffham a destination for local crafts and local produce.” “Swaffham could be a regional attraction as Ludlow is for craft and produce.”
- “Use co-op for small units?”
- “Pop-ups to highlight Swaffham as a food and arts destination.” “Promote arts & culture.”
- “An improved library – bigger, with a café?”
- Town needs to be “more successful, danger of reverting to a busy village,” “Start raising the standard of facilities of the town making it a place people want to visit.”
- How should we use Campingland?
- “Use the Campingland for your picnic.” “Picnics” “Leave it alone – picnics”
- ‘Events area – the medieval event was great and shouldn’t just be annual.”
- “Ideal picnic area with a car park – it is closer to town than Theatre Street.”
- “Swaffham Town Fete 800 year celebrations were fabulous- this site worked well, more please.”
- Campingland is valuable open space. Do not touch!”
- “please do not turn it into a car park – wonderful for town events.”

#### **Bus routes**

- “Revise timetable, last bus is too early”. “Make a stop at Sporle, A47 too dangerous to cross.” “A Town Bus is needed for Swan’s Nest”

#### **c. General, and North of Town**

##### **A swimming pool**

- Breckland District Council suggests that because of the predicted increase in numbers of residents in the District and around it, a pool at Swaffham would be justifiable after 2031, towards the end of the Neighbourhood Plan period. The discussion on a swimming pool for Swaffham was raised by a small group

who visited the Assembly Rooms between the Thursday day sessions and brought their current plans. These were pinned up at the exhibition for the remaining three workshops.

- The group are working towards plans for a heated outdoor pool to cost 2.5 million pounds, to be located near the GBC as the latter has a biomass boiler that is not in use! Their suggestion that the Waitrose car park could serve the pool has not yet been discussed with Waitrose itself, but their Asset Manager based in London is happy to meet to discuss plans when these are at a more advanced stage, as there could be some synergies, although sharing the Waitrose car park is “unlikely”. The pool would therefore need its own car park or extend the existing GBC one. The initial plans do show a 76-space car park, but there is no report showing visitor numbers or distribution through the week, so it is not possible to work out the basis for this number of spaces. Plans also but do not make clear how many lanes the pool has or what length it is. Therefore it is not clear whether Sport England would support it.
- The land to the north of the GBC is allocated for employment in the emerging Local Plan so BC would need to accept a change to its designation to recognise the ability to offer employment in a leisure use. The BC report suggests with current participation rates a pool of 20m x 4 lanes would be justified in Swaffham by 2031: Assessment Report for Indoor Sports and Recreational Facilities.
- However, is providing an open-air pool a sensible suggestion? Is it possible to design an open pool to be covered in the future when further funding becomes available, for example through S106 contributions? The pool could also increase visits to the GBC itself for tourist families looking to spend some time inland rather than on the coast, and a warm pool would be an attraction.
- “Before 2031! A Pool will have health benefits.”
- “Swimming pool needs to be prioritised.”
- “Not a wild pool but an outdoor heated all year round pool.”
- “The pool campaign is for an outdoor heated pool useable by all, all year round.”
- Leisure Centre
- “The asbestos roof on the Leisure Centre needs to be replaced.”
- “We urgently need a Leisure Centre that is fit for purpose, not what we have now.”
- Recreation Ground
- “Indoor site for teens and school children needed.” “The Skate Park is great and really fun”
- Economy generally
- “There are no funds for a jobs club.” “Use Green Britain Centre for youth groups.” “Link businesses and education.” “Make another film in Swaffham.”

#### **d. Travel, traffic, safety and air pollution**

- “The fumes in the town are unhealthy.” “Fitness not fumes.” “Parking on the old bowling green?”

- “Two way access to Theatre Street Car Park.”
- “The traffic survey should look at Saturdays. The queue from Swan’s Nest to town had 153 cars!”
- “Cycling is for older people too!”
- “Dedicated circular walk around town to cater not only for keen walkers but to include cyclists & disabled wheelchair users. Similar to Letchworth Herts.” (See <http://greenway.org.uk/app>)
- “Create a cycle path through town.” “Connect up (paths)” “Traffic on Station Street”
- “Talk to Norfolk County Council and Highways Authority about Norfolk roads policy.”
- “We are creating unnecessary traffic by having to drive to decent facilities.” “A Town Bus is needed for Swan’s Nest”
- “Need one (crossing) near mini roundabout top of White Cross Road, and (speed) reduction to 20 mph (to be in force) from much further along.”
- “Speed limit reduced.”
- “Limit size of traffic (vehicles)”
- “Better parking monitoring.” “Deal with parking on London Road for residents.”
- “Lower pavements as currently built over air bricks and causing water / rising damp.”
- South of Town Infrastructure concerns “Will we have a new school?”
- “Shop on south of town?”
- “There is still a gate to the school from the road called Will Farm Nurseries.” The residents who used to use it as children to get to and from school suggest it could it be used again, to avoid the pollution on the main road.
- There are reported to be problems getting GP appointments in less than 6-8 weeks.

#### **e. Green Britain Centre and business**

- Could the Henderson Centre Norwich be a model for possible small businesses to access premises? There are four empty units on the estate built for Breckland District Council.
- The GBC needs to adapt to survive.
- Should the Green Britain centre open at weekends?
- Could a cinema be run in the GBC on Friday evenings if a skilled projectionist can be found?
- Centre to promote Green Energy in Swaffham?
- Training Centre or Academy for wind/ green construction industries?

## **APPENDIX 6b: Report on findings, Part A (produced by Core Connections).**

A survey of people in Swaffham has been conducted to support the process and evidence-base of the Neighbourhood Plan. This survey complements the public consultation events that have been held, in May 2016 and July 2017, and supports the work of the NP Topic Groups.

The questionnaire was initiated by the NP groups and the final version agreed has been open to responses from residents, people who work in the town, local business and community representatives, and any visitors during the survey period. The survey via the Survey Monkey webpage went live on 5<sup>th</sup> July 2017 and is accepting responses up to 30<sup>th</sup> September. It was necessary to limit the length of the survey as best possible and to arrange questions in the most accessible way, which was piloted. Interim survey results were drawn down on 31<sup>st</sup> July, with an interim response rate of 301.

This report highlights the findings from questions in a thematic way, and gives the base sample sizes for each question as these vary from the headline total. The response base is given as 'n=' in first references to questions. (A separate interim Part B report collates respondent comments, which were entered in the open-response box questions).

### **Summary points**

- Within East Anglia, Swaffham is primarily regarded as a place for relatively affordable housing for families or for retirement.
- Everyday shopping, convenience groceries and access to the town centre are priorities for people living in the immediate area. Use of local fruit & veg, butchers and bakers shops is less (48%) than that of supermarket visits (85%).
- Swaffham's is to have a weaker retail offer in higher value comparison goods (fashion, furniture etc.), which loses out to King's Lynn, Norwich and online purchasing.
- Medical, chemist and wellbeing services in the centre are important reasons for making trips into town, as well as other services such as hair salons. However, for people needing care and support for families or the elderly there is some concern over provision based in Swaffham.
- Local people appreciate that Swaffham has heritage attractions for visitors but see the town lacking in sufficient visitor hospitality and entertainment facilities. While some local people seek out arts and heritage, for the majority having places to walk and relax and to socialise in the evening is more important.
- Among local people active in sport they are as, or more, likely to participate in towns outside of Swaffham (Dereham etc.); and there is some dissatisfaction with what Swaffham is able to offer in sport and leisure compared with other towns.

- People are quite negative about the town's evening entertainment offer and also choose to go out in other nearby towns. While there are daytime cafes the town centre's evening eating-out offer is insufficient.
- For education, there is statutory school level take up as well as a large proportion of adult learners within Swaffham, although formal Further or Higher Education provisions needs to be accessed in King's Lynn or Norwich.
- Much of the volunteering and voluntary work that people do is in town heritage, support and care services, which usually involves only a few hours per week.
- There is relatively high support for traffic and transport improvements in the area, although not a significant majority for large schemes such as a bypass. Meanwhile current town centre parking preferences could possibly be influenced in future.
- Local environment and green spaces are an important attraction for living in the town, but such areas can become under-appreciated or neglected over time.
- After its housing opportunities and green environment, Swaffham is most recognised in the survey as a good place for business and industry. However, people see the town's facilities for business as lacking compared with other market towns.
- Local employment is a mix of retail, health & care, offices, and industrial activity. People expect to work in these sectors locally although half of working residents commute out to work in King's Lynn, Norwich and elsewhere. Local firms are similarly connected to the wider economy, with business relations across the county.
- The interim survey findings give an overall impression that people and businesses make good use of Swaffham's town centre and its services but, if they are not to travel to other towns, appear to be somewhat resigned to the current level that is on offer.

### **Profile questions**

Certain questions were included at the start or end of the survey to capture the make-up of respondents. This small survey might not represent the overall population precisely, however profile data help to analyse results in more detail (and some data might be weighted in the final report to correspond more closely with Swaffham's population). The overall sample at this interim report stage had a female bias of 71%, to 29% male (Q30, n=208). Other key profile measures are:

- Age-bands of respondents (Q31, n=209): 26% are over retirement age; around or just under 20% in each band of under 35 years, 35 to 44, 45 to 54, and 55 to 64. Hence, the age response is quite balanced.
- 74% live in Swaffham town, with almost all others living in the nearby villages (Q1, n=293). Just 4% said they were visitors in Swaffham (Q29, n=204).
- Period of residence in the town is (Q29) as follows: up to 10 years (38%); over 10 years (38%); 'All my life' (19%).

- 23% work in Swaffham (Q1), and 61% of respondents are in some form of paid work (Q33, n=206), hence we might assume just under 40% work outside of the town.<sup>1</sup>
- 11% are business-owners.

The work status and place of work of those in paid employment can be drawn from a number of questions:

- Of all respondents, 49 (around 25% of the sample) state they are retired or not working (Q20 n=191, Q33=206)
- Of those in work, around 80% are in paid jobs and 20% work on a voluntary basis (Q33)
- In two questions 68 respondents state they work in Swaffham town (Q1; Q20 n=191), which is around half (48%) of those who say they are working.

This breakdown should be considered in relation to the questions on employment later on. The significant 13% of respondents who report doing voluntary work are noted in the section further below.

### **Swaffham's attraction**

Firstly, an overall impression of people's views of Swaffham's relative position was sought. Local people are familiar with the town, with almost half of respondents (49%) walking into the town at least three times a week, and with people also traveling-in to the same extent by car. Around 10% walk or drive into town at the weekend only, and 6% less than once a month (Q7, n=220). Cycling-in seems quite minimal, currently.

Two questions gauge how people see the town. One asks 'Swaffham can be described in different ways. Please rate how relevant each description of Swaffham is to you' (Q3, n=240). Here, for the following statements:

- *'Swaffham is an affordable place to live for people in the Eastern Region'* was seen as relevant by 65% (those rating 4 to 6, where 1 is lowest rating).
- *'Swaffham is a place that supports retirement and later years of life'* was seen as relevant by a higher share (69%) of respondents.
- *'Swaffham is a location for businesses and industry to invest in the region'* (43%)
- *'Swaffham is an area for young people and families'* however was seen as being relevant by a much lower proportion (29%).

The points suggest that the town's affordability as a place to live is currently seen to favour older people more than young families (the age-profile of respondents is quite balanced). Other descriptions seen as being more relevant concern Swaffham's green and environmental features (51% rating 4 to 6) and its role as a

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<sup>1</sup> Note: Q1 did not specify unpaid voluntary work under 'work in Swaffham' but this 13% might be included.

place for business (43%). However for visitors and going out there is disparity between the 49% (rating 4 to 6) seeing Swaffham as a '*destination for people to visit and appreciate its heritage*' but only 13% regarding the town as a '*place for entertainment, leisure and going out*'. Local people therefore recognise the visitor-attraction of the town as a place but do not see it offering leisure and evening-out services.

The next question highlights what influenced people to relocate to Swaffham, among respondents who recall when they moved (Q4, n=138). Local shops and services in the town was the main reason (51%), followed by air-quality, environment, health and community services, parking, and wider transport connections (each around a quarter of respondents). Local travel access was a slightly greater influence (31%). Meanwhile 'level of education in the area' was less of an influence (18%).<sup>2</sup> Respondents here also rated the following as low influences (possibly with some hindsight): facilities for older people (17%), eating out and entertainment (14%), arts and heritage (13%), and facilities for young people (12%).

In general, Swaffham's appeal for local people is as an accessible and affordable local town that provides shopping, community services and a good quality environment. While it has longer-distance visitors, the town has been less geared to offering hospitality, leisure and entertainment (which is highlighted further in sections below). (Question 6 gathers open comments, where around 200 respondents have provided their likes, dislikes and improvements – see interim Part B report).

An initial survey question asked to compare Swaffham's local facilities and services with those in 'other market towns' in the area, which would include Dereham, Downham Market, Fakenham and Watton (Q2, n=241). The closest to a positive comparative rating (4 to 6) was for local 'health and community' (48% of respondents), followed by 'education & young people' facilities and services (42%). Although shopping is appreciated, the complete town package of 'shops, restaurants and hotels' compares less well (29%) to nearby market towns. Also rating comparatively poorly are facilities for families (37% rating 4-6 on the scale to 6) and for business (30%). Again taken as whole, 'open spaces, sports & leisure' facilities was also relatively low (31%). Confirming the findings above, entertainment facilities have the lowest rating (9%) compared to other local towns.

The next sections draw out more detailed interim findings from the survey on each of the themes.

### **Use of town shops and services**

The main influence when people moved to Swaffham was the town's local shops and services. A question then asks 'Where do you usually do your main shopping?' (Q9,

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<sup>2</sup> Note: Level of educational standards in the area would be of concern mainly to parents with children entering school and local employers.

=219). For convenience-retail food shopping Swaffham retains most people, with almost all using the supermarkets, 89% using the Saturday Market, and 65% the local shops for food. Town shops are used (67%) for everyday gifts and newspapers etc. For comparison-retail goods however the town has been losing custom to out-of-town (OoT) retail centres and Online Internet shopping.

While the town has some outlets in these sectors, retail shopping that the town currently loses out on is in (% of respondents using):

- Clothes, shoes, accessories (OoT 85%, Online 78%, town 12%)
- Electricals, audio-visual, media (OoT 71%, Online 70%, town 18%)
- Homewares, DIY, furniture (OoT 82%, Online 58%, town 12%)

As (non-town) shops are still favoured marginally over using the Internet and home delivery there is some encouragement for more town-based outlets, particularly in homewares products.

Another question asks where people usually do their shopping (Q10, n=221). While three-quarters (74%) use Swaffham, almost 60% also use King's Lynn and almost half use Dereham to the east, although a lower 31% go as far as Norwich for shopping. Although very few use the other nearby towns (other than Dereham) for their shopping (Fakenham 7%, Downham Market 5%), in the initial comparison question (Q2) only 29% rated Swaffham as being better than other market towns for its 'shops, restaurants and hotels'. This suggests people appreciate the local convenience although possibly not the level of the local offer.

Question 13 (n=220) asks about shopping activity in Swaffham in more detail. Following the four supermarkets (85%) the next most regularly used types of outlet are services such as hair and beauty or medical (55%). This is followed by food, whether fresh produce (49% use regularly), cafes (31%) or take-away food (31%). Charity shops have 21% using them regularly. Other types of goods are used ad hoc as required, with 62% using gift shops, 52% household and garden, 50% electrical stores, 42% bookshops and 30% clothing outlets only now and again. Noticeably, for what is normally a quite frequent purchase, two-thirds (66%) say they *never* buy clothes or footwear in Swaffham.

Respondents were also asked (Q11) for their ideas on shops, services or facilities they thought were missing from Swaffham. (Almost 500 answers have been given so far – see interim Part B report).

### **Health and community services**

The question comparing Swaffham's facilities with those in other local market towns (Q2) found health and community services as generally on a par with elsewhere, however a third (34%) did rate local services as slightly worse (3 on a scale to 6). In Question 10, the most important town services used by people are for 'Wellbeing Appointments - health & beauty, doctors, dentist, opticians etc.'. Although almost a



quarter (23%) use King's Lynn, 90% of people use Swaffham for these types of services. Question 13 meanwhile finds 55% using the town regularly for wellbeing services and another 40% occasionally.

Other town services such as travel or estate agents, drycleaners or cobblers are used occasionally by 55%, but 39% say they never use such services in the town. Banks and post office (67%) are also important locally, with King's Lynn also used. But for other types of leisure, entertainment and business services different patterns of use exist, as is presented in later sections.

The survey also asks about use of particular community services in the town in more detail (Q15, n=205). This shows that for general medical and wellbeing services for people of all ages there is high usage: GP / doctors 96%; Pharmacies 73%; Dentists 63%; Opticians 31%; Community hospital 17%.

Within the sample across all ages, use of community services directed more towards the elderly was by smaller shares of the town population (Q15): Mental health 5%; Care homes 4%; Dementia support 2%; Hospice 2%. The survey sample includes 5% who are Registered Disabled and 18% who have a long term illness (Q32, n=206). Meanwhile the question comparing Swaffham with other market towns found 41% rating it only 3 (on a scale to 6) for 'Families' and a further 23% rating only 1 or 2, comparatively (Q2). This might relate to the low use within Swaffham of early-years education and support noted below.

Hence, while health and community services are a principle role of Swaffham's social infrastructure, for residents there is some concern over the extent of family services across all life-stages that are based in the town.

### **Sport and leisure activity**

The survey question specifically on leisure and sport activity was answered by less than two-thirds of respondents (Q16, n=185), although this topic could be relevant in some way or other to most people. If the answers are to be taken as a balanced reflection of how local people spend their leisure time<sup>3</sup>, there are some notable patterns by type and level of activity:

- Active sport - Club sport (cricket, football, rugby, golf) 13%; Fitness leisure (cycling, running, gym etc.) 13%; Swimming/tennis/bowls 6%
- Games and fun – Recreation Ground (Skate park, MUGA) 24%; Play areas (Orford Rd, Merryweather, Oaklands) 15%.
- Activity/learning participation - in Assembly Rooms 25%, in Community Centre 12%, in Green Britain Centre 12%.

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<sup>3</sup> It is not entirely possible to judge whether non-response to this type of question (Q16) is impartial (and could be weighted up for the survey sample), or indeed reflects leisure and sport not being taken up at all by the non-respondents.

- Being outdoors/going to events - Leisure walks 37%; Outdoor events (fairs, festivals etc.) 35%; Dog walking 28%; Campingland activity 10%; House and garden trips 6%; Day trips 8%; Allotment/gardening 6%; Community Orchard 3%.
- Being indoors/socialising – Eating and drinking out 58%; at home entertainment and socialising 38%; Social clubs and groups 18%; Arts (galleries, cinema, theatre, concerts) 14%.

There is obviously some overlap between the categories summarised above, however the survey provides a contrast between choice of leisure - and probably by age-group (final report analysis might establish this).

People enjoy more informal and less organised activity such as going for a drink or taking leisurely walks (with dog or not) in the local area, while the Rec gets used by young people and families. In other ways, people sign up and take part in a variety of pursuits at the town's community centres. However the survey suggests that only around 1 in 8 is active in sports; and a similar proportion of town people are interested in arts and cultural events.

For 'Sport & leisure activities', in the use of town services question (Q10), Swaffham (23%) has less use than King's Lynn (29%) and neighbouring Dereham (46%). Norwich (which might include going to Carrow Road football) and 'other areas' have similar use for sport as the local town. Sport for young people is a priority, with 70% wanting to see more facilities within Swaffham (Q23, n=168). Taken together with open spaces, sport and leisure in Swaffham was rated as relatively weaker compared with other market towns, with 41% giving it a low 1 or 2 on a scale to 6 (Q2).

### **Entertainment, culture and visitors**

The question on 'leisure activities' reveals that just relaxing is as important (Q16), with 58% liking to eat and drink out and 38% entertaining at home; and nearly all (91%) spend some of their free time at home, whether in front of a screen or in the garden (Q22, n=159). It was also noted that fewer people are interested in arts and culture compared with other everyday leisure activities (Q16).

Shopping as a leisure activity was not asked about directly, but 31% spend some free time 'in the Town' (Q22). And, interestingly, almost half (48%) agreed that local facilities for younger people would include shops and services in town that appeal, and 30% sought more food outlets and restaurants aimed at younger customers (Q23, n=168).

There is some disparity between Swaffham's heritage attraction and what the town offers in entertainment and hospitality services (particularly evening). For those who relocated to the town, its buildings and environment influenced a quarter (26%) in moving, but grouped in with 'arts, heritage and environment' culture scored half that (13%). The 'food and entertainment' offer also scores lower (14%), as noted earlier.

When asked to rate Swaffham's services in comparison with other market towns, 'Entertainment' had the lowest score, with 70% rating the local town as a poor 1 or 2 on a scale to 6 (Q2). In describing the town, more than a third (35%) did not see Swaffham - i.e. rated it 1 on the scale - as 'a place for entertainment, leisure and going out'. However, when focused on activities for young people in Swaffham (Q23), a need for more 'Entertainment venues' had the highest response (79%).

In Question 10, unlike for daytime shopping, wellbeing and bank services, people also go to other towns and centres for 'Entertainment - pubs, clubs, bands, restaurants, cafes, takeaways'. Just over half (54%) do go to entertainments in Swaffham even though they rate the town very poorly (9% rating 4 to 6) against other market towns, with nights out in Norwich or King's Lynn also used by half the respondents. A quarter (25%) will also go out in Dereham for entertainment.

Daytime cafes and eat-in food services in Swaffham town centre attract almost 90% of people regularly or occasionally. By contrast, 29% never dine out at restaurants, pubs or hotels, whether evening or daytime (Q13). In general shopping habits, half (51%) of local people say they never visit local bookshops or art galleries and a third (32%) never use community services including the Library and Museum (Q13).

For leisure travel (Q12), local people head away via Downham Market (27%) or King's Lynn (18%) stations on the Cambridge-London rail line. Much fewer people in Swaffham travel via Norwich (5%) to the east of the county (and the tourist areas of The Broads, Great Yarmouth and Cromer north-coast). The more popular rail connections to the west and north-west of the town are therefore also likely to be favoured by *visitors into Swaffham*.<sup>4</sup>

### **Education and training services**

Educational activity concerned only a proportion of survey respondents. From questions 10 and 17 this can be gauged as around 140 of the sample of 301 (46%).<sup>5</sup> Asked whether they or their family use different education services (Q17, n=166), the responses are:

- Secondary Academy / Nicholas Hamond 17%
- Infant school 15%
- Junior Academy 13%

The survey did not ask whether respondents were parents of dependent children, however as the response sample for aged under 18 is negligible it might be

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<sup>4</sup> Note that only 4% in the survey identify themselves as visitors to Swaffham (Q29). However, this suggests that visitor travel and marketing is focused in West Norfolk rather than linking with Norwich and The Broads etc.

<sup>5</sup> Q10 has 102 responding to 'Education & training classes' activity, which in proportion to the total 301 sample would be 139. In Q17 there were 79 (48%) of these respondents using education services, which is 143 in proportion to the 301 total.

estimated that around 13-17% have school-age children. This leaves a third (33%) of adults aged 18 and over being in some form of further, higher or adult-learning education.

In Question 10 (which asks where 'you' go for educational 'activities') almost half of these adult education or training participants use facilities in Swaffham. Almost a quarter use Norwich or other places for education (which could well be for University of East Anglia City College Norwich and other Further Education centres), and 18% go to King's Lynn for education or training activities (e.g. College of West Anglia, Anglia Ruskin University).

Education facilities in Swaffham are mostly school-level as Question 17 finds low use of further- and higher-level services in the town. Among those using education, 'University of the Third Age (U3A)' (15%), 'Adult learning' (9%) and 'Workers Educational Association (WEA)' courses have marginal use in town whereas 'Apprenticeships', 'training centre courses' and Higher Education activity in Swaffham would seem almost absent.

At young pre-school level there also seems low use of provision within Swaffham. Question 15 also asks about use of the following:

- Nursery 5%
- Other pre-school 6%
- Swaffham area Children's Services 5%
- Family services in the Community Centre 4%
- Childcare service 3%
- Crèches and play (less than 1%)

Compared with other market towns (Q2), Swaffham's services in education and for young people are seen as middling, with 60% giving a 3 to 4 rating (on a scale to 6).

### **Civic services and voluntary activity**

Swaffham has active volunteering in its community and civic services. As with use of town public spaces, another main reason for town visits is to use 'Council & Community Services - Council, Museum, Library, Community Centre etc.' (21% regularly and 46% occasionally).<sup>6</sup>

In the overall survey sample, 7% represent a community group and 2% represent a business group (Q1). Around a third (31%) did some form of voluntary work on a regular basis (Q18, n=203), and almost all of these volunteers provided details on their activities, as follows (Q19, n=61):

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<sup>6</sup> In this survey almost a third people say they don't use town public spaces or civic facilities such as the library or community centre. This rate might be compared with library/centre uses in other towns, to see if there is under-utilisation.

- Heritage / arts / museum work was by a third (31%) of volunteers, mainly on an ad hoc basis
- Advice and information services were provided by a quarter (23%) and education/training support by almost a fifth (18%), usually a few part-time hours
- Charities shops or fundraising involved a fifth (20%) of volunteers, again for up to a few hours a week
- Around a fifth (18%) help with children and young people and almost a quarter (23%) with elderly or disabled people, on a more occasional basis
- Voluntary care support with family or friends was a commitment of 11% of voluntary workers, many full-time (an estimated 3% of all respondents, based on Q18).
- Other civic roles in volunteering included for the town council, churches or help to the general public.

These findings give some scope to the range of voluntary-based services being run in the town.<sup>7</sup>

### **Environment and open spaces**

Green spaces is the feature of Swaffham with which most people identify the town, after its affordability as a place to live or move to for retirement (Q3). There is perhaps more ambivalence over quality, where open spaces when including town sport/leisure facilities and services (Q2) is seen by almost half (48%) as middling in standard, compared with other market towns. Only 8% gave Swaffham a higher rating while 43% gave a lower score. (This response groups together quite a number of issues, from the leisure centre to Campingland, such that views between these are likely to vary).

Reasons for moving to Swaffham (Q4) gave environmental criteria quite high scores: a quarter (26%) was influenced by building quality and/or the quality of the air; but environment when linked to heritage and arts concerned only 13% those relocating. Air quality as well as general congestion is a concern behind calls for a new A1065 bypass and/or restrictions on large lorries (Q5).

Question 13 finds that among the main reasons for being in the town, after doing food shops, is to use 'Town spaces / facilities - benches, public toilets, greens etc.' (by 18% regularly and 52% occasionally). While many people walk into and around town, there seems to be quite a low rate of cycling - of 2% in the week and even fewer at the weekend (Q7). Leisure walks are among the most popular activities around town, as well as dog walking and outdoor events; those active in allotments, gardening and/or the community orchard made up 6% in the survey (Q16).

(Different green space and environmental concerns can also be expected in the open-answer responses - see interim Part B report).

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<sup>7</sup> It can be noted that NP topic groups have addressed the future balance between statutory (Council, NHS etc.) and voluntary-based delivery of community services.

## Travel and car parking

A number of questions address travel and transport concerns in Swaffham. For those who relocated to the town (Q4) they were among the greater influences: local roads, transport and parking/access (43%), parking availability (35%), and major transport connections (31%). However air quality (36%) was also of concern when moving to Swaffham.

The survey asked specifically about possible improvements to travel and transport around Swaffham (Q5, n=230), with respondents favouring the following:

- Restrictions on HGV lorries through the town centre 57%
- A new Bypass for avoiding the A1065 Station St / London St route 56%
- Public transport (buses) to town centre shops and services 32%
- Better signage (for traffic, pedestrian) from the town centre to car parks 29%
- Further Speed Limits and traffic calming within the town centre 26%
- Further Speed Limits in residential estates and neighbourhood 24%
- Public transport (buses) to neighbourhood shops and services 23%
- Further Speed Limits on roads into the town 22%
- Better signage (for pedestrians) from car parks back to the town centre 17%
- Public transport (buses) to health and community services 16%
- Park & Ride schemes on the outskirts 13%
- Commercial deliveries and loading areas 12%

These responses therefore mostly do not reach a majority of opinion on possible improvements (note that more than two-fifths did *not* see need for HGV limits or a bypass), but they do give an impression of the relative importance to local people of any changes.<sup>8</sup> (There were also 62 other improvement suggestions – see interim Part B report).

The survey also sought to gauge patterns of use of specific car parking locations in the town (Q8, n=197). (A Parking Task & Finish Group report in 2011 noted the number of spaces in some locations – in square brackets). Car parking used most regularly by people are:

- Market Place [62] (Assembly Rooms / Buttercross area) 47%
- Tesco supermarket 34%
- On-street bays in the town centre 31%
- Theatre Street [305] car park 29%
- Asda car park 22%
- Market Place (The Shambles car park) 16%
- Pedlars [18] car park 12%
- Lynn Street [21] car parking 7%
- Station Street [33] car park 3%

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<sup>8</sup> It should be noted that the list of transport improvements to some extent prompts respondents to favour them, rather if they were asked to name possible improvements.

The low use of Station Street car parking – the third largest public provision – is probably due to its distance from town centre shops, which therefore means that the high use of Tesco’s car park seems also to be for supermarket rather than town shopping (which is consistent with the much higher regular supermarket use compared with local fresh-food shops, noted above). Asda’s car park is within reasonable walking distance of the centre, however.

Responses for car park ‘use on Saturdays’ were mostly very low, due probably to the Saturday Market access restriction to the popular parking areas above. Theatre Street car park is still used by 10% on a Saturday (suggesting that restrictions can encourage greater use of this large parking area in the town).<sup>9</sup>

### **Employment and business**

Swaffham’s role for business and industry is recognised by all respondents, with most giving a highest rating (rated 6) after the town being a place for retirement and its affordable housing (Q3).

The profile of respondents in employment included around half working in Swaffham and half commuting out to other work locations (Q20). The survey suggests roughly a quarter works within 10 miles of the town and a quarter travel further (King’s Lynn, Norwich etc.). Question 12 (n=157) asks about regular rail station use in the region. Those who use rail connections for business or work go primarily via Downham Market, some 15 miles west of Swaffham or King’s Lynn further north-westwards – both stations being on the Cambridge line into central London. Fewer use Norwich to the east, on the main East Anglia line into east London.

All respondents were asked what kind of job they were interested in (Q24, n=90). Only 90 of the 302 sample answered, with the following industries or occupations being preferred locally:

- Retail (48%)
- Office work (31%)
- Healthcare (31%)
- Engineering, a Trade, or IT & Computing (each by 11%)
- Agriculture (4%)

Preference for shop work might reflect what people generally see as Swaffham’s economic base, or this sub-sample is predominantly younger or semi-retired people (final report analysis might check the respondent profile, by age and work-status).

The survey sample includes 11% who have a business within Swaffham (Q1). Managers or owners of business operations based in the town account for 15% of respondents (Q25, n=206), and of this small sub-sample a fifth (20%) are newer

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<sup>9</sup> Supermarket car park use was also much lower on a Saturday, which might suggest (paradoxically) that market-day activity could deter everyday shopping on the prime Saturday.

businesses established for under 3 years, and 17% are older firms operating for more than 20 years (Q26, n=30).<sup>10</sup>

For business appointments there is a different pattern to town use. Of this smaller sub-sample (n=81) in Question 10, two-fifths (41%) of local business people have meetings in Swaffham and a third (33%) each in Norwich or King's Lynn, with almost a quarter (23%) having business elsewhere and 11% in Dereham. And how Swaffham compares with other market towns for business support services was noted above as relatively weak, with 41% rating at just below average (3 on a scale to 6) and 29% a poor 1 or 2 (Q2). But from the small business managers/owners sample there are encouraging signs of growth, with almost a third (30%) planning to expand and/or increase their local workforce (Q28). Less encouraging, although the sample is small, is that 1 in 8 (12%) might relocate away from Swaffham or cease operating altogether.

Future development in the town centre includes possible new uses for three notable locations (Q14) – vacancy former Co-Op store (London Street); vacant White Hart public house premises (Market Place); and also future uses of The Shambles space within Market Place area. (Almost 400 suggestions have been given for assessment – see interim Part B report).

Finally, the survey found some evidence on Internet-based activity, with implications for future infrastructure needs:

- Having a faster Broadband network service locally was important for 1 in 8 (12%) when moving to Swaffham (Q4)
- Use of online service alternatives to physical outlets in the town (Q10): a fifth (20%) of people use online banking services; 8% take up web-based education/training; 5% conduct business appointments online (such as videoconferencing)
- Work practices include 16% self-employed (Q33) and 10% of those employed working from home (Q20)
- Most people (91%) spend their free time at home, using TV/media (compared with 31% who will go into town in their free time) (Q22).

The impression is that for certain activities, online web-based services (provided from anywhere) can account for 10-20% of the town's requirement, compared with its 'off-line' bricks and mortar provision. Use of high tech media from the private home is now commonplace and venturing out for physical and IT services (such as in public libraries) is now less necessary.

### **Follow-up and NP involvement**

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<sup>10</sup> The small business managers/owners sub-sample is a mix of different industry sectors in the town (Q27).



The survey's concluding questions asked if respondents would like to be contacted again, with the following encouraging response and action for Neighbourhood Plan partners in Swaffham (Q34):

- 78 respondents to be contacted for further talk about the survey issues
- 53 to contact about becoming involved in the Neighbourhood Plan process
- 27 to contact about business and other opportunities in the town

In the questions for local business people (Q28), the following firms had concerns:<sup>11</sup>

- 6 firms sought additional land or premises in Swaffham
- 3 firms looking to relocate to different premises in Swaffham.

The Swaffham Neighbourhood Plan Survey has therefore also generated important feedback for the local Town Council, partners and plan consultants to act on in the near future.

### **Interim conclusions**

The Swaffham Neighbourhood Plan survey has generated an enthusiastic response from across the town, and numerous ideas and comments (more than a thousand – see interim Part B report). Upwards of 100 respondents are expecting to be re-contacted. The summary points above provide some clear messages for NP deliberations, such as on Swaffham's evening and hospitality economy and developing shopping in the town centre. In a final survey report (by October) further NP implications will be set out.

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## **APPENDIX 6c: Report on findings, Part B (produced by Core Connections).**

This Part B supplements the Part A report's thematic discussion of numeric data findings from the survey. The open-text findings are presented below by theme and question headings, grouping frequent comments and adding qualitative summaries of the views, ideas and issues of the survey respondents. Where respondents have provided succinct statements, these are included as quotes (and in the final survey report data coding should identify the respondent's profile – gender, age, time resident etc.)

### **Swaffham's attraction**

The first schedule of open-answer replies in the survey asked for any views on Swaffham: Q6 *What do you like or dislike about Swaffham and what could be improved to make the Town more attractive?:*

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<sup>11</sup> But note that the business respondents with premises concerns may not have given re-contacting permission (data checking might be possible).

The three sets of responses to this question are listed as they ran off from results (with frequency of same or very similar answer in square brackets), which highlights the eclectic views and appreciation people have of Swaffham.<sup>12</sup> Some misplaced responses have been moved to the appropriate heading below. The Dislike column includes a number of calls for facilities Swaffham currently lacks (e.g. swimming pool, cinema), although these might also be regarded as enhancements or improvements to the town ('lack of' comments under Improve are therefore moved to Dislike). Some of the dislike/lack of comments are about specific improvement actions and are moved to Improve.

The Improve column is then left to capture responses that make practical suggestions or calls for action, aimed at town authorities and groups. These are numbered for reference.

Like	Dislike	Improve
<i>Cafes and coffee shops [2]</i> <i>Waitrose , Tesco, choice of supermarkets [7]</i> <i>Low crime [2]</i> <i>Market - bustling, regular, historical [17]</i> <i>Places to eat, pubs &amp; hotels [2]</i> <i>Wide pavements/sidewalks</i> <i>Community / children's centre [3]</i> <i>Market town, traditional, open, scenic/picturesque/pretty [16]</i> <i>Nice place to live</i> <i>Atmosphere, homely feel, cosy [8]</i> <i>Affordability</i> <i>Countryside/environment, great wildlife [5]</i> <i>Town activities, promotion [2]</i> <i>Assembly Room functions [2]</i> <i>Market Place/town centre, attractive, open [9]</i> <i>Buttercross [4]</i> <i>Central location in Norfolk [3]</i> <i>Easy getting to community</i>	<i>Lack of good local facilities, infrastructure to services [4]</i> <i>Older kids drinking and smoking in the park / The youth that congregate down the Rec – intimidating [2]</i> <i>Charity shops, too many, killing trade [37]</i> <i>Parking use all-day – by workers, in Market Place, Theatre St underused [4]</i> <i>Vacant shop premises, run down, neglected – ex-NatWest/ cashpoint [23]</i> <i>Attractive, but could be better</i> <i>Poor air quality, pollution [4]</i> <i>Traffic/congestion – heavy, increasing, thundering through centre, Brandon Rd/London St (A1065) [20]</i> <i>Nothing for kids/young adults to do, lack of facilities [12]</i> <i>All the new housing, south town development [5]</i> <i>Development detracting</i>	<i>1 [Would like] services south of the town</i> <i>2 Education 'hub' – Infants moving to other schools' location</i> <i>3 Shop-fronts maintenance, vacant units, more in keeping with Town Heritage [2]</i> <i>4 Town Mayor invest in footfall to keep the town alive</i> <i>5 Parking spaces dedicated for Assembly Room users</i> <i>6 Stop central triangle car parking to aid pedestrian use, seating, events area, Saturday Market in centre with parking around perimeter roads, stop free parking [6]</i> <i>7 Enforce overstaying car park penalties [2]</i> <i>8 More flowers, decent plants in planters, weed-free, trees in the town centre [4]</i>

<sup>12</sup> Some of the language indicates responses are from visitors, including from overseas, to Swaffham or relatively recent residents. Repeated comments in entries could either be multiple use of the survey or collusion among family or friends.

Like	Dislike	Improve
<p>services [2]  Friendly, amenable local people/ residents, welcoming town / friendly place, the people [32]  Charity shops  Clean and tidy town [5]  Close to family, families [3]  Community feel/groups/ people/support/ helpfulness [13]  Free parking [8]  Small, characterful town, not too big/no more houses [8]  Footpaths, walking into town [3]  Convenient food shops [2]  Everything [2]  Health services  Links to major cities [2]  Rural life / village feel [3]  Slow pace, peaceful, quiet, gentle, relaxed [6]  Not overcrowded  Clubs / societies for elderly  Good schools [4]  Heritage, history, old buildings, architecture [18]  Green / open spaces around town [7]  Car parking for business  Living close to work  Local businesses [3]  Trees in centre, greenery [3]  Low traffic speeds  X1 bus [to Dereham/Norwich or King's Lynn] [2]  Safeness, safe to walk in day [3]  Range of services  Museum [3]  My house and neighbours, where I live [3]  Park [3]  Allotments  Independent, local shops [6]  Churches, churchyard [4]  Christmas evening lights [3]  Campingland  Saturday Auction</p>	<p>from tourism economy  Lack of shops [25]  New housing without extra amenities, bus services, school places [7]  Lack of walkways away from the road, unmaintained [2]  Messy/ scruffy/tired town - run down, blot on landscape, fly tipping, duck pond, broken railings, dog mess, litter, litterbugs, air of deprivation [12]  Town centre used as car park [4]  Lack of shops variety – no hardware, haberdashery [20]  Too many discount shops  Poor roads – to Tesco (Brocks Rd/Castle Acre Rd)  Pub buildings neglected  Commercial vehicles in town centre  Drug problem [2]  People parking in town for bus to work in Norwich/King's Lynn [4]  Parking provision – in general, lack of spaces, lack of for shoppers, short visits, access [10]  Lack of homes to rent  Price of homes  Lack of speed limits outside schools [3]  Too many food shops [5]  Shops etc. closing too early  Too many ducks, don't feed [2]  Lack of cycle routes  Teenagers hanging around in public places, bored, leads to trouble [3]  Parking on the pavement, Station St, Whitecross Rd, market square [3]  Heavy traffic at certain times [3]  HGVs, lorries through centre</p>	<p>9 Tourist Info hut/booth right by Buttercross  10 Access for the Disabled  11 Better CCTV in all areas to discourage anti- social behaviour  12 Improve schools, education to age 18 [5]  13 Improve cycle paths  14 Sports facilities – 4G (astroturf) pitch for renting out  15 Make the Duck Pond a place for family visits  16 Build a new Leisure Centre, 'is a disgrace', sport and leisure, up-to-date facilities, other towns offer much more [7]  17 Bring back Carnivals and Fundays, town events, people lining the streets [3]  18 Lower rents/rates to help businesses grow, reduce in first trading year [4]  19 Better local bus services  20 Attract business and retail investment, 'high-street names' (M&amp;S), bring in customers [4]  21 Use empty premises, attract local businesses/ jobs, lower shop rents, not charity shops [4]  22 A Bypass / Relief Road [3]  23 Bypass traffic, more centre space for retail and services  24 Town centre private enterprise in place of having central supermarkets [ex-Coop site, existing Asda/Iceland]  25 Improve community connections  26 Cricket pitch area (being used for 'hanging out')  27 Restoration work on heritage buildings  28 Enforce speed limits [e.g.,</p>

Like	Dislike	Improve
<p>Car parking in general [2]  Plowright Place  Swaffham's potential, growth, scope to expand [4]  Proximity to coast  Quality of shops, good shops [2]  Doctors, getting appointments [2]  Variety/range/plenty of shops, in one place [8]  Spirit of the town, sense of community [3]  Unspoiled town  Local agencies working together  Activities for young people  Town centre is place to meet up  Lots to see (not just shop)  Library  Transport in town  Activities for young people</p>	<p>[5]  Poor town road network, traffic system, traffic flow [7]  Lack of sports facilities [4]  Lack of swimming pool [31]  Lack of young-family activities, leisure facilities, visits [18]  Housing estates  Getting to London rail service  Transport too car-dependent  New housing increasing traffic  Lack of shops for young, families, children's wear [8]  Retirement town, geared to older people, too many elderly, more things for young [4]  Not attracting new business, lack of businesses/jobs [3]  Town council set in its ways  Parks not having entertainment, children's play areas, improve area [7]  Lack of decent/quality shops, better shops needed [12]  Lack of early-years childcare provision [2]  Lack of clothes/shoes shops/ men's clothes, closing down [12]  Lack of entertainment, for children, young people, 'family fun' [16]  Lack of everyday, convenience shops, for what people need [3]  Lack of budget shops, affordable clothes -Primark [4]  Too many estate agents  Lack of green/open spaces in centre [3]  Lack of health &amp; fitness, modern gym provision [2]</p>	<p>SIDS] [4]  29 Traffic calming measures, traffic management, more north-south flow at lights [3]  30 Improve pedestrian crossings - at the George Hotel, Iceland to Market Place [3]  31 Attract leisure-providing businesses  32 Councillor weekend 'surgeries' for resident issues  33 Invest in the Market, improve, publicity [3]  34 More funds for youth and 121 support  35 Redo the black railings in town  36 More town centre pedestrianisation  37 Restrictions on large vehicles, divert and weight-restrict A1065 lorries (not a bypass) [5]  38 Improve Swaffham's image, look of the town [2]  39 Improve and maintain outskirts industry, retail  40 Improve infrastructure for new housing in future [2]  41 A larger Sports Centre  42 Time-limit (but keep) Market Place parking spaces, 2-hour limit, ticketing system, promote short-stop visits [8]  43 More Disabled Bay parking spaces  44 Improve local business opportunities, small business [2]  45 Showcase Norfolk produce and arts &amp; craft  46 Revive the Market to 'like it used to be 30 years ago'  47 More litter bins on entry into the town  48 Larger and better Taxi</p>

Like	Dislike	Improve
	<p><i>Lack of leisure facilities [5]</i></p> <p><i>Lack of restaurants, family pubs, wine bars, variety of eating places, affordable - KFC [7]</i></p> <p><i>Unsafe roads</i></p> <p><i>Traveller site</i></p> <p><i>District Councillors not bringing funding to Swaffham</i></p> <p><i>Lack of things to see and do [5]</i></p> <p><i>Location of London St-Cley Rd roundabout</i></p> <p><i>Moaning newcomers</i></p> <p><i>Lack of (evening) entertainment – live music, clubs, nightlife, going out, for all ages [10]</i></p> <p><i>Lack of family toilets at Rec [2]</i></p> <p><i>Lack of Retail-Leisure Park [2]</i></p> <p><i>Limited public transport, no rail service [32]</i></p> <p><i>Noise</i></p> <p><i>Lack of shops to attract visitors</i></p> <p><i>No reason to shop in town, go to other towns, make it worth stopping [3]</i></p> <p><i>Low-quality shops in prominent positions, low-standard businesses [2]</i></p> <p><i>Supermarkets away from the centre, impact on centre [3]</i></p> <p><i>Disrespect for people who run shops/businesses</i></p> <p><i>Council plans for new houses, not end up like Dereham [2]</i></p> <p><i>Poor leisure facilities [2]</i></p> <p><i>High shop rents / absentee landlords</i></p> <p><i>Small shop units, lack of chain-stores</i></p> <p><i>Bland town centre</i></p> <p><i>Too many takeaways, chip shops [2]</i></p>	<p><i>Rank</i></p> <p><i>49 Higher profile town</i></p> <p><i>Library, possibly move more centrally</i></p> <p><i>50 Parking facility signs with location and use-restrictions</i></p> <p><i>51 Signage to public buildings, toilets etc.</i></p> <p><i>52 Paths usable by wheelchairs / mobility scooters</i></p> <p><i>53 Set up parking and picnic area on Campingland</i></p> <p><i>54 Sitting areas in town</i></p> <p><i>55 Watton Rd-London St junction, roundabout/lights [3]</i></p> <p><i>56 Wider network of unpaved paths etc. to enjoy countryside nearby</i></p> <p><i>57 New toilets at the Rec and Theatre St Car Park</i></p>

Like	Dislike	Improve
	<p><i>Wild flowers in the planters, weeds in empty buildings [2]</i></p> <p><i>Speeding on the estates, younger boy racer groups roaring around town [2]</i></p> <p><i>Too many restaurants</i></p> <p><i>Parking tickets after 2-hour stay</i></p> <p><i>'Tomorrow will do' attitude [mañana]</i></p> <p><i>Lack of a Cinema [11]</i></p> <p><i>Lack of emergency medical service, doctors oversubscribed [2]</i></p> <p><i>Very poor policing, patrol Rec and Cricket pitch [2]</i></p> <p><i>Wouldn't like to see much more growth in population</i></p> <p><i>Youths. Causing trouble and rubbish etc.</i></p> <p><i>Lack of leisure providers - 10-pin bowling alley, 'soft play' [3]</i></p> <p><i>Lack of Broadband speed</i></p> <p><i>Lack of (NHS) Dentists [2]</i></p> <p><i>Too many hairdressers</i></p> <p><i>Lack of decent service shops</i></p> <p><i>Swaffham is too village-y</i></p>	

It is worth highlighting some comments in full to further illustrate views.

Some Likes:

- *'The Buttercross being lit up in the evenings and the trees, giving a continental feel good factor' [Respondent....]*
- *'The park is looking good now it's being developed more' [Respondent...]*
- *'Walking around in safety during the day, without fear. I don't walk around in the evenings so cannot comment' [Respondent...].*
- *'We love the architecture but many of the beautiful buildings look sad' [Respondent...]*

Some Dislikes:

- *'The way Theatre St car park isn't used for all day parkers. If visitors can't stop easily, they will not be able to spend money' [Respondent...]*
- *'Town workers parking in town when they should park on Theatre Street and leave town for visitors' [Respondent...]*

- *'How difficult it is to get to a train station to reach London' [Respondent...]*
- *'Not enough shops to attract people to spend money here' [Respondent...]*
- *'Small shop units, not likely to attract the large chain shops that need to be brought to the town. Retail estate needed (like Kings Lynn Hardwick) instead of more houses' [Respondent...]*
- *'The Free Central Parking is filled with people getting the bus to work, so those popping into town might not bother, especially those less able' [Respondent...]*
- *'The now fairly scruffy town centre. The condition of some empty buildings almost gives an air of deprivation.'* [Respondent...]

Some Improvements:

- *'Make it a real market town to showcase Norfolk produce and arts & crafts (a bit like Ludlow); this will need council intervention because of landlord and rates issues' [Respondent...]*
- *'Market place parking time limits enforced or space changed to pleasant area for seating, events etc.'* [Respondent..]
- *'More town events - like Lynn have Festival Too, something more in the summer like live music outside, beer festivals' [Respondent...]*
- *'Higher profile of town library- would love to see it moved into town centre - it would attract so many more people - could we use an empty building to move it to? You could have a huge relaunch !' [Respondent...]*
- *'Saturday market should be based in the centre with parking available on the fringes for customers' [Respondent...]*
- *'Pretty much everything: it's like living in a village in comparison to Dereham' [Respondent...]*

The numerous 'Like' answers for *'Friendly local people, welcoming town'* are slightly nuanced, with some sounding more like established town people while other comments seem as from visitors (or recent / occasional residents). Some phrases also suggest elderly retired people seeing the (younger) town folk in a slightly detached way.

### **Town shops and services**

Question 11 asks for ideas for shops, services or facilities that Swaffham would benefit from. There is quite some repetition of the generous number of suggestions given under Q6 (a high number of these are, again, for a Swimming Pool, a Cinema, and Clothing & Shoes shops. The schedule below therefore highlights specific recommendations, grouped thematically, with some specifics given in Q6 moved to here.

To Q11 *'What shops, services or facilities do you think are missing from Swaffham?'* totals of 124 gave three suggestions, 41 gave two, and 37 just one.

Sector	Name / description	No.
<b>SHOPS</b>		
Mixed retail	Department store, Argos, M&S, Small department store	6
Mixed retail – budget	Poundstretcher, QD, budget for all ages, Poundland, Savers	5
Food – convenience/ grocery	Central shop near where Coop was, Private grocery stores, Coop (bring back)	2
Food - bakers / cakes	Artisan bakery	1
Food – prepared	Delicatessen,	1
Food – local	Norfolk produce	1
Supermarkets	South town supermarket with petrol station, Aldi. Lidl, south near school	7
Clothes – boutique	Up to date fashion	1
Clothes – budget	Peacock, New Look, what Woolworth's offered <sup>13</sup> , Primark, ordinary, for the whole family, reasonably priced	12
Clothes – teenage	New Look, Younger	3
Clothes – children, baby		6
Clothes – men's	Gents clothing, Gents outfitters, Male clothing, Menswear shops, Variety of menswear	10
Clothes – all ages		2
Clothes – plus sizes		1
Clothes – shoe shop	For all ages	7
Health / beauty	Superdrug	2
Household	Wilkinsons/Wilko, all purpose	8
Furniture	Dunhelm	2
Plants / garden	Garden centre	1
Hardware/DIY	DIY store, competitive outlet, Ironmongers, Builders merchants, Homebase, B&Q, Large DIY store, Quality hardware	14
Sports	Sports shop	1
Gifts		1
Books		1
Arts & crafts	Crafts shop, Haberdashery, Norfolk crafts	3
Antiques / second-hand	Antiques arcade	
General retail	Major brands, Man's shop	2
<b>SERVICES</b>		
Banks	HSBS	3
Medical/Care	Mobility vehicle dealer, Dentists	2
Cafes / Coffee shops	Starbucks	
Restaurants	Decent and affordable, English, Italian, mid-market/size, Pizza Express, Evening restaurants	7
Pubs / bars	Pub with food for couples, nice pub, Wetherspoons	3
Entertainment		1
<b>FACILITIES</b>		
Community Centre	Better evening activities	
Leisure	Well-equipped Leisure Centre, Bowling alley, Indoor play for kids, Soft	9

<sup>13</sup> Swaffham's closed Woolworths become the Iceland supermarket in 2009.



Sector	Name / description	No.
	play, Open all week, Up to date	
Health & fitness	Gym for children, Upgraded public gym	2
Sports	Sports Centre	1
For Young People	A dedicated Youth Centre, Educational help	2
Recreation	Paths for cycling/jogging use	1

There is a noticeable call for a hardware/DIY store and men's clothes shops.<sup>14</sup> Some respondents provide suggestions that are quite precise and well-expressed:

- *'A really appealing pub, for husband/wife/partner style usage for beverages and good food'* [Respondent...]
- *'Decent affordable restaurants NOT more cafes'* [Respondent...]
- *'Good quality antique arcade to attract visitors'* [Respondent...]
- *'Local food shop somewhere near former co-op - very long distance for people to walk to supermarkets'* [Respondent...]
- *'Peacocks retail clothing shop for the whole family. It's the right pricing structure for Swaffham'* [Respondent...]
- *'Build the brand of Swaffham as the West Norfolk produce and crafts 'go to' place'* [Respondent...]
- *'Small supermarket in the south of the town near the school'* [Respondent...]

### Travel and transport improvements

In Q5 *What would you like to see improve about travel and transport around Swaffham?* there are 60 'other' comments.

In Part A, most support was given for HGV restrictions and a bypass and a lower rate for more public transport and speed limits. Further comments were given:

- *Control HGV times and volumes, rather than have a north-south bypass*
- *'Cannot stress how highly we need a bypass'*
- *HGV weight restrictions through the town centre and adjoining roads*
- *Unacceptable increase in lorries*
- *NO bypass - would kill the town*
- *While everyone wants a relief road, would this harm business and ultimately change Swaffham?*

### General comments

- *Travel and traffic is 'perfect for all ages'*
- *It's pretty good on the whole; it's ok [2]*
- *Dereham is given priority over Swaffham*
- *A new layout of the towns road layout should be looked at including the mini roundabout and access onto Cley Road from the town*
- *Threshold of Swaffham to be identified better with gates and such like*

<sup>14</sup> These male-oriented particularly since the un-weighted interim survey sample is 70% female.

### Roads – better

- *London St Side-roads access; access from Pit Lane - it can be difficult to get out and dangerous [2]*
- *From Watton Rd to A1065 / Brandon Rd junction; Traffic Lights? Roundabout? [4]*
- *Haspalls Rd / London St traffic lights or mini roundabout*
- *Proper surfaced road to the allotments*
- *Roads to be of a better standard, markings to be re-painted*

### Roads – new

- *Connecting Mundford Rd, Watton Rd and Norwich Rd for alternative route*
- *From new housing to main through roads*

### Commercial access

- *Be able to load and unload outside the shop's loading bay*

### Parking

- *One hour free in town centre, then charging*
- *Better facilities; Better access to Theatre St Car Park [2]*
- *Restrictions near London St; illegal parking on London St [2]*
- *Cars left in Station St Car Park*
- *Enforce parking restrictions*
- *Cut shop-front spaces that require reversing onto main roads (A1065)*
- *2-hour limit in Market Place to cur all day-worker parking*
- *Ticketing and time-limit for town centre parking for more visitor availability; encourage business employees to use Theatre St Car Park*
- *More car parks*
- *No time restriction on parking, as a business it's hard for my clients to park*
- *Too much parking in the town centre, which detracts from it*

### Pedestrian / safety / pollution

- *Better positioned crossings; crossing near Market Cross; zebra crossing outside Iceland [3]*
- *Cut town centre parking spaces and allow more pedestrianisation*
- *Children walk along a major road to school which is heavily polluted.*
- *Better pedestrian environment (less through traffic)*
- *Lack of safety for pedestrians crossing round from Iceland to Market Place*

### Cycling

- *Stop cyclists on pavements*
- *Walking/cycling [should be] promoted due to small size of Swaffham*

### Signage

- *Mirrors on blind corners*
- *Signs to toilet facilities from car parks*

### Traffic congestion/ blockages

- *Volumes from new housing ; South town supermarket would reduce new resident car use [2]*
- *Watton Rd parking creates bottleneck*
- *London St parking bottlenecks*

- *Parking spaces by shop near Nicholas Hamond school block the road up*
- *Traffic build up on Brandon Road - parking outside the corner shop causes problems.*

#### Traffic restrictions

- *Stop commercial traffic in town*
- *Restrict agricultural traffic from (and turning around at) Haspalls Rd/Theatre St onto Globe Hill (London St)*
- *Haspalls Rd speed limits*
- *20 mph limits outside all schools*
- *Speed restrictions are not taken any notice of*
- *Lorries and agricultural vehicles speed along London Street, Station Street, Lynn street and Norwich road.*

#### Petrol / Electric-car stations

- *New charge points and at new housing developments*

#### Bus services / taxis

- *For new Estates (Avant / Abel / Taylor Wimpey)*
- *To Fakenham*
- *Wheelchair accessible taxis [2]*

#### Other public transport

- *Reinstate rail line? As is being done at other UK housing development towns*
- *Good public transport; Public transport to shops and services is good [2]*
- *Reopen old Tram line to Downham Market [rail connection], for regeneration and employment opportunities*
- *Public transport to other places*

The comments above provide for a useful checklist of everyday transport constraints that are experienced. Two particular quotes highlight the south of the town:

*'There are hundreds of families in these [new neighbourhood] estates who have to walk 25 minutes to get to the centre of town to then be able to use the bus service. If you have children they are fed up before you have even began to shop or travel further a field'* [Respondent ... ]

*'I would like to see a mini roundabout at the junction of a Brandon Road and Watton Road. It is becoming very difficult to turn right from Watton Road towards the town especially weekends to the point where I do not venture into the town at weekends to avoid this'* [Respondent ... ]

It should be noted that almost transport and highways matters concern plans and investment at Breckland district and Norfolk county levels.

#### **Vacant premises and spaces**

The survey asks for ideas about how three premises or areas of the town centre might possibly be used in future. The former Coop premises on London Street and White Hart pub on Market Place are currently being marketed to potential new

occupants. The Shambles on the other hand is an outdoors area that is quite hidden behind the Assemble Rooms and currently being mainly used for car parking.

Respondents were asked: Q14 'Please suggest ideas for facilities, services or how the following areas might be used in future: The Shambles - behind the Assembly Rooms; Former Co-op - London Street; White Hart PH - Market Place'. The Coop site gained most ideas (163), followed by the White Hart (134) and The Shambles (91). Some answers are quite detailed and have been separated into more than one suggestion.

### ***The Shambles future uses:***

- Don't change (Not possible, Too small for anything) [10]
- Parking (Improved/organised, Marked bays, Business/shop-owner permits only, Disabled spaces, Pay & Display, for local workers, tidier shop/restaurant rears) [30]
- Parking – limited (Weekdays only, Reduced, Private parking, Allocation for units backing on, No market stalls) [4]
- Public/vacant area (No parking, Deliveries only, Public seating area, Tidy up/litter-free, Green space, Bus/taxi wait, Public access-way, Meeting area, Type of garden) [9]
- Daily Market (Permanent, Heritage medieval market, Covered-market/mall, pop-up craft/food stalls, small outdoor market, Daily stalls) [12]
- Saturday market (Small specialised crafts & antiques, An extension of Saturday Market) [3]
- Bicycle rental area
- Car Boot sales area
- Shops - comparison (Branded, Clothes, Crafts, Quality/not budget, Shoes) [5]
- Shops – food (Delicatessen, Food court) [2]
- Restaurants / cafes (Al fresco courtyard café, Fast-food) [2]
- Civic uses (Adult Education centre, Keep fit classes, Children's play area, Youth Club) [4]
- Toilets and rest area (Extension, Pay-to-use, Warden) [2]
- Don't know [8]

From this interesting list, people seem divided between keeping The Shambles for car parking, with improvements (44), and using the small area for various possible services or as a public space (41). Of the latter, half (19) opt for extensions to Swaffham's market offer or as an (outdoor) eating area. Others prefer The Shambles to become some form of meeting area, or to have some physical building development for retail or civic uses. The divided views are highlighted by two quotes:

- *'This is probably the lowest priority item that the Council should be addressing.'* [Respondent...]
- *'Needs to be drastically improved from being a car park with just rear entrances to shops'* [Respondent...]

### ***Coop site future uses:***

This larger premises on the west side London Street before the Town Hall became vacant recently and there has been some commercial interest (e.g. by a charity).

#### **CONVENIENCE**

- General (General store, Another food store, Big general store) [5]
- Supermarket (Good quality, Aldi, Bring back the Coop, Sainsbury's, M&S Food, Sainsbury's Local, small, Lidl, Tesco Extra) [25]
- Tobacconists

#### **COMPARISON**

- Clothes – general (Decent shop, Ladies & gents, High street, Fashion, Larger store, Nice not budget, M&Co) [19]
- Clothes – discount (Primark, Peacock George@Asda) [9]
- Clothes – children's (Bon Marche) [2]
- Clothes – shoes [5]
- Clothes – sportswear
- Household (Relocate a larger Thing'Me'Bobs shop, Furniture, Carpets, Beds, Linen, Wilko, *'Try to interest a general purpose store like QD or Wilkinson's/ clothing store such as Matalan'* [Respondent...]) [9]
- Hardware/DIY (Homebase, B&Q, paints) [7]

#### **MIXED**

- Big brand (Next, national non-supermarket retailer) [4]
- Department (larger, small [3])
- Department store - budget (QD, Argos) [6]
- Discount store (TK Max, B&M, QD, Large store that sells everything, Suitable for all, Wilko, Poundland, Factory Shop, Roys, Matalan., *'Wilkinsons - excellent for a wide range of reasonably priced household items'* [Respondent...]) [28]
- Market/Traders hall (*'Broken up into small independent traders that are there permanently'* [Respondent...], Strip mall, Covered market area), *'A permanent Town Consortium of private retail units (not a market) but units only available to Private (small) business. Food/Clothing/Fashion/Household Goods/DIY'* [Respondent...], Permanent market) [5]
- Second-hand / Sale (Car boot sale area)

#### **LEISURE / ENTERTAINMENT**

- Pub (*'Pub at weekends with stage for local acts, families and adults could also play pool and have a drink etc.'* [Respondent...], Wetherspoons, Family pub) [5]
- Restaurant (family, Italian, medium-sized, Prezzo, Zizzis, Pizza Express, with entertainment, not a takeaway) [6]
- Cinema (Family entertainment) [3]
- Night entertainment (music venue)
- Youth centre (Entertainment/games) [2]

- Children's play centre (Soft play) [3]
- Entertainment Centre
- Bowling Alley (like Planet Zoom in Dereham) [5]

#### INDUSTRY / BUSINESS

- Creative (*'Country crafts - potter, wood turner, art studio, cottage industries'* [Respondent...], *'Heritage and Craft Centre run by Council - well placed as close to museum'* [Respondent....]) [2]
- Business units (Small business units at peppercorn rent, Subdivide into small units for start-up businesses) [2]

#### SERVICES / CIVIC

- General (Community or leisure building, Community Hub/Health centre, *'Community cafe in day. Youth club with pool tables, table tennis, etc. a few evenings per week'* [Respondent...]) [3]
- Library (Big library with more facilities, Bigger library) [2]
- Museum
- Health (GP surgery from Campingland)
- Sport/fitness (Gym) [2]
- Careers support (for young people)

#### OTHER

- Housing / residential (*'Difficult to fill a large space in present retail climate. Consider change of use - homes are in short supply'* [Respondent...]) [2]

Of the most frequently requested uses, some comments can be made. Another supermarket would continue the very central service vacated by the Coop (given that some people find the Asda an extra walk). A general mid-range clothes shop might be a national name or a local/regional independent store; however the sector is becoming dominated by Retail Park or Internet shopping. One of the many discount stores would satisfy a range of family and budget requirements (where some, such as Factory Shop or TK Max include clothing). Other goods stores are sought and also various combinations of (evening) eating out and entertainment, or a 'family pub'.

One solution for vacant premises that has been tried in London and elsewhere is suggested:

- *'Make it a pop-up place with changing use e.g. Pop up cafe for a month, pop up art gallery for a month, pop up venue etc.'* [Respondent...]

Two responses to reuse of the Coop premises and site (entered in Question 6) seemed particularly informed by Neighbourhood Plan group discussions:

- *'Library on ground floor & residential onto Theatre St - redev the Pightle Library site for housing'* [Respondent...]
- *'Redevelop Coop site to create a link through from Theatre St Car Park to London St. Have a library on ground floor as part of a 'municipal hub' with the adj. Town Hall. Include some flats/apartments as part of the former Coop site*

*and redevelop library on Pightle for housing to help fund a new library with a higher profile' [Respondent...].*

These calls represent a quite major relocation and development scheme that would involve private and public sector partner interests. It would also rest on existing and future use of civic public libraries.

### **White Hart future uses:**

The closed pub is well known and in a prominent position in the town centre. While people generally still see the premises for hospitality uses there is some repetition of calls for particular retail outlets and services mention already, which are not included here – those that seem more tailored to the White Hart building are noted.

### **PUB OPTIONS**

- Pub (Reopen 'White Hart', Socially-owned pub, Microbrewery) **[5]**
- Wetherspoons (*'Modern bar similar to a Wetherspoons where families can go for food and people can have drinks in the evening'* [Respondent...], Value priced, Well-known chain, Marstons) **[15]**
- Family-friendly (with outside area) **[3]**

### **BAR/RESTAURANT**

- Wine bar
- Renovation (*'Complete gutting and refurbishment of what could be a nice restaurant/ pub'* [Respondent...])
- Chain (Brewers Fayre, Wetherspoons-type restaurant, Family-friendly) **[11]**
- Gastro pub (*'A specialist 'Norfolk Brewers' and Norfolk delicatessen outlet - with bar and some limited meals service'* [Respondent...]) **[3]**
- Restaurant (Prezzo, Not fast food, Steakhouse, Themed, Upmarket) **[10]**

### **OTHER HOSPITALITY**

- Pub with Bed & Breakfast
- Accommodation
- Hotel **[3]**

### **ENTERTAINMENT**

- Family
- Youth Centre (With events, Volunteer-run, Club) **[7]**
- Bowling alley
- Cinema (Small cinema) **[5]**
- Nightclub (Sports bar) **[2]**
- Social Club (Snooker club) **[2]**

### **RETAIL / COMMERCIAL**

- WH Smiths-type shop
- Small/boutique shop **[2]**
- Sports shop **[2]**

- Office space (Commercial) [2]
- Business centre (Conference facilities, Meetings rooms) [3]
- Creative (Local designers/makers studio spaces and outlet)

#### CIVIC / OTHER

- Community hub/centre/venue (For a range of local services, Family centre) [6]
- Children's play centre
- Library (Next to Town Hall)
- Community rooms hire (For groups & societies)
- Museum (Extend from existing, Heritage centre, Old Brewery trail) [4]
- Town Council extended/relocated
- Health / care (Dental surgery)
- Housing (Flats, Residential, Starter homes) [6]
- Multi use (Museum/Town Hall/Flats/Community Hub/Offices)

In general people still regard the White Hart as a public house or eating premises. Although a Wetherspoons outlet is a popular choice, more recent new locations and plans (e.g. Norwich Riverside, Diss) suggest the company opts for particular new-build designs. However, there is a strong feeling that a family-oriented pub operator of some form is wanted in the town centre. Also, although not mentioned often, the White Hart possibly has the scale and layout for additional visitor accommodation (inn, hotel).

Other alternative uses for the White Hart include as a cinema: this may not be a multiplex (or even a Picture house-style arts cinema) however the trend for community-screen or 'village cinema' clubs might be a model for here. A community-owned option is also one for reopening of the White Pub (possibly with film nights).<sup>15</sup>

Finally, there are some calls for change of planning use on the site for residential housing (which might imply calls for demolition of the existing building).<sup>16</sup>

#### Swaffham's future

There were 121 further comments entered in Q21 '*What other important issues do you see affecting Swaffham now and in the future?*' Again, there is quite some repetition of the earlier comments and views listed so focus here is given to those stressing 'now and in the future' in terms of future impacts on Swaffham's development.

#### Demographic change:

- '*Ageing population, more air quality deaths, loss of families*' [Respondent...]
- '*Community getting older*' [Respondent...]

<sup>15</sup> Note that there is a whole strand of Localism / neighbourhood development for enabling community asset-transfer and ownership schemes.

<sup>16</sup> Some comments wrote 'Knock it down!'



- *'Dying town'* [Respondent...]
- *'So much is focused on the elder generation that the young generation is overlooked'* [Respondent...]
- *'Sustainability, with the growing elderly, and the young migrating to bigger towns for training and employment'* [Respondent...]

#### Visiting the town:

- *'... Less customers coming into town due to parking and empty shops and too many charity shops'* [Respondent...]
- *'Lots of traffic but not many people stopping and shopping'* [Respondent...]
- *'Make the town more attractive to visitors, residents, employers and employees'* [Respondent...]
- *'Needs to be up and coming with shops / activities for younger children to help boost trade and get people in'* [Respondent...]
- *'People not visiting our town anymore because there is nothing to attract them'* [Respondent...]

#### Local economy:

- *'If a bypass is built it would kill the town and businesses that rely on the through traffic tourists'* [Respondent...]
- *'It looks to be in decline, empty shops and charity shops'* [Respondent...]
- *'Lack of employment to attract and keep young families'* [Respondent...]
- *'Most urgent need is to bring good quality jobs to Swaffham'* [Respondent...]

#### South of town development:

- *'Two distinct areas - North Swaffham with most of the facilities and South Swaffham with very little'* [Respondent...]
- *'A north / south by-pass is needed (by linking the extreme south of Swaffham to the Norwich Road)'* [Respondent...]
- *'New housing almost finished.. Overpriced and lack of job opportunities and leisure facilities'* [Respondent...]

#### Pressure on services:

- *'... too many houses being built, it's bad enough already I have to wait 4 weeks for a general appointment now'* [Respondent...]
- *'Enough infrastructure to support new housing development'* [Respondent...]
- *'Overcrowding of medical services. Swamping the area with new homes'* [Respondent...]
- *'With all the new houses being built and the plots of lands for sale the lack of childcare available all year round and limited school places is a concern'* [Respondent...]

#### Size of Swaffham:

- *'House building in a town that does not need to grow. Leave this to Dereham and Kings Lynn'* [Respondent...]
- *'It's culture slowly being left behind'* [Respondent...]

- *‘There is nothing here for the town, no spark anymore, even the local market is slowly fading away’* [Respondent...]

These comments were given by only a third or less of the survey respondents and are therefore above mainly for illustration of views. However, they provide an impression of change and worries to people that is something of a backdrop to the earlier sections; and also contrasts with the more upbeat responses found to initial questions (see Part A) that Swaffham is a ‘friendly and welcoming’ place.

### **Interim conclusions**

This Part B interim report has grouped together comments to the open questions thematically. These are the views of survey respondents in the town and may or may not be directed at the Town Council, the Neighbourhood Plan or other public bodies. Some respondents rightly note that it is not in the purview of councils, or users and customers directly, to instate particular private and commercial investment and activity. However, the survey data provide some form of qualitative local market research as the basis for a private or public development. The final Swaffham Neighbourhood Plan Survey report will therefore address some plan and development opportunities related to the survey evidence.

## APPENDIX 7: Evidence gathering 4, Stakeholder input.

### APPENDIX 7a: Stakeholder input summary

These were used to inform the writing of the Wroxham Neighbourhood Plan policy ideas.

Stakeholder input	
Purpose	<ul style="list-style-type: none"> <li>• To share the draft Aims, Vision and Objectives</li> <li>• Begin generating detail for the Neighbourhood Plan policies</li> <li>• Continue to raise the profile of the Neighbourhood Plan</li> </ul>
Who	Swaffham interest groups and stakeholders. The aim was not to speak to every group in the town but to get a cross section of views, build relationships and understanding of the Neighbourhood Plan.
What	<p>1 hour conversations with various interest groups and stakeholder, at their meetings. Conducted by working group members. Two working group members per conversation – a questioner and a note taker. All notes found on Swaffham Town Council website.</p> <p>SUMMARY</p> <ul style="list-style-type: none"> <li>• Businesses in the town centre. Issues: <ul style="list-style-type: none"> <li>○ What works well: free parking in town centre, location, mix of shops</li> <li>○ What would enable your business to develop further: fewer cafes and charity shops, better parking, a greater variety of shops, making the town more welcoming to visitors, business rates, strong network between businesses, more residents</li> <li>○ What could be improved for employees in Swaffham?: wider variety of shops in town, more local produce, better parking</li> </ul> </li> <li>• Businesses on Ecotech Business Park (24 businesses). Issues: <ul style="list-style-type: none"> <li>○ Few residents, most travelled in to Swaffham for work</li> <li>○ Felt the town centre was dying. Parking for long stayers is killing the town centre</li> <li>○ Too much traffic in town centre.</li> </ul> </li> <li>• Swaffham Junior Academy (13 pupils from the School Council) <ul style="list-style-type: none"> <li>○ Love kindness of their neighbours and shop assistants, the variety of big stores and the smaller shops and they also appreciated the green credentials of the town</li> <li>○ Improvements, more facilities for indoor physical leisure activities, only slightly less for a Swimming Pool, with more Parks, less traffic and more pedestrian crossings</li> </ul> </li> <li>• Rotary Club <ul style="list-style-type: none"> <li>○ Housing and the built environment: The style and layout of recent developments were subjected to some criticism. Changes in planning policy particularly in terms of estate layout density were deprecated. Mixed developments with improvements in design were needed as were sufficient car</li> </ul> </li> </ul>

spaces per dwelling, must be more than one. There is a need for appropriate green spaces which must be linked between adjacent developments.

- Community and services: The focus here was on sports facilities. To ensure maximum use, any new indoor sports facilities should be designed for multi use i.e. schools and the wider community.
- Transport and access: need to improve parking in the town centre, improve air quality, street scene, tree planting
- Museum volunteers
  - Preference for development to take place to east of the town.
  - Town centre is for people, bypass would not kill the town centre
  - Encourage small shops and services to south of town
  - Importance of green spaces
  - Locally important buildings: TAC centre, back of White Hart
  - Improvements needed to Lynn Street, Butter Cross and Market, pedestrianisation, over dominance of cars, more trees, shrubs and seats
- Maltings (homes for older people)
  - Unmet need for similar accommodation
  - Support proposed parking restrictions in town centre. Welcome better signs for Theatre Street
- Campinglands Surgery
  - Small capacity
  - Potential for expansion on existing site
- Plowright surgery
  - Some capacity
  - Transport issues
- Manor Farm Surgery
  - Mixed types of homes important, not segregating ages – creating community
  - Concern that there is no decent leisure centre, swimming pool, cycle paths. Affects all ages mentally and physically
- Probus Club
  - Parking an issue in town centre
  - Signing needs improvement
  - Support changing traffic flow on Theatre Street
  - Concern about congestion and air pollution
  - Support more industrial units and attracting light business
  - Concern about overall number of new homes in the Local Plan
  - Better facilities to the South of town
  - More facilities for young people

	<ul style="list-style-type: none"> <li>• Swaffham Rugby Club <ul style="list-style-type: none"> <li>○ Happy with their present site</li> <li>○ Need better indoor facilities, would welcome a new large sports hall and swimming pool</li> <li>○ Parking, congestion and air quality are issues</li> <li>○ Need more facilities for young people, support extension of the community centre</li> </ul> </li> <li>• Merle Body Centre <ul style="list-style-type: none"> <li>○ Great demand for their services as the population gets older</li> <li>○ Need for additional care home and nursing home places locally</li> </ul> </li> <li>• The Paddocks (nursing/care home) <ul style="list-style-type: none"> <li>○ Need fore more care accommodation</li> <li>○ Transport issues for residents</li> </ul> </li> <li>• Nicolas Hamond Academy Sixth Form Students</li> <li>• Nicolas Hamond Academy Students (Years 7, 8 and 9) – see below</li> <li>• Sacred Heart Convent School Students (Years 4, 5, 6, 7, 8 and 9) – see below</li> </ul>
Where	Various, mostly at location of groups, attending their meetings
When	November 2017- February 2018
Preparation	<ul style="list-style-type: none"> <li>• Briefing meeting with steering group</li> <li>• Set of questions to select from, depending on the group being met</li> <li>• Copies of draft aims, vision and objectives</li> <li>• Map of the village</li> <li>• Neighbourhood Plan leaflet</li> </ul>
Follow up	<ul style="list-style-type: none"> <li>• Notes put onto the website</li> <li>• Analysis of the notes – themes emerging</li> </ul>

#### APPENDIX 7b: Nicolas Hamond Academy Sixth Form Students (written by students)

After assessing Swaffham, we have found there are a few faults with this historic market town. Traffic congestion in the town – especially on weekends is becoming a struggle in this town, especially due to the addition of housing on the outskirts of the town. This increases the amount of air pollution due to the carbon dioxide (CO<sub>2</sub>) and carbon monoxide (CO). To resolve this we believe there should be a **bypass** connecting the housing estate and which goes around the town instead of having everyone drive through it and causing increased congestion and pollution. We also believe there should be an increase of **parking** in the town so that everyone has a safe place to park instead of parking on the road, the bus stop and on yellow lines in order to keep everyone safe from harm.

Following on from this, the state of the pathways and roads overall are not safe for people and vehicles. All the pathways are cracked and damaged and are quite small. This results in people having to walk on the road to give way to others, especially those with prams and wheelchairs. The cracks in the pavement and the unevenness

can be difficult to walk on especially if you are a wheelchair user or have children, even in the winter time when the paths can get slippery and cause those to slip over. It is made worse by the poor condition they are kept in. The amount of potholes and cracks in the road are also very dangerous to all the people who drive. This can cause damage to people's cars. To solve these issues we suggest that all roads and pathways are **repaired**. This can be by **repaving and levelling pathways** and **resurface the roads** to keep them in good condition. In winter, there should be **more grit** on roads – including smaller ones to help stop vehicles skidding and additional grit on pathways to ensure people don't slip and hurt themselves. The paths can be dangerous at night due to the lack of streetlamps at night, especially on corners which could put people in danger, to fix this; we believe there should be an **increase of streetlamps**. This ensures everyone can see and be seen at night on the pathways. Walking around the town, we have noticed duplicates of shops, such as; restaurants, charity shops and supermarkets. There are also loads of shops up 'to let' which aren't in use. We believe that we should **use all the empty shops we already have** in order to have more variety of shops and shops we desperately need such as clothing shops and shoe shops because families with young children have to go to places such as Kings Lynn to get school shoes for their children. We also think that shops that are similar in style such as charity shops should be more **spread out** and not all clumped together to help give more of a range of products.

The overall look of the town needs upgrading! We love the lights in the trees and over the Buttercross but most buildings look run down and our town isn't very bright. This means we might not get as many tourists to this town as we would like. To improve this, we believe there should be **an increase of greenery** around the town to help brighten the appearance. This can be done simply by adding flowers and plants to make it look fresh. There should be **lights** in all/the majority of the trees around the town centre to help it look more appealing to people. This also makes it safer for those walking in the town at night. The upkeep of the buildings should be improved by **repainting** them all and **keeping them maintained** because what's the point in having beautiful greenery if the surrounding buildings look horrible? Especially the historical buildings like the original post office etc. Recycling is a major issue in the world today – even in our town with litter on roads and paths. We believe this should be seen to. The **addition of recycling facilities** should be addressed in order to combat the litter issue and encourage people of all ages to look after their town to make it a community they are proud to be a part of. This could also be achieved by **educating all ages** – more importantly younger generations – about the importance of recycling.

With the overall look of the town, there isn't much to do for all generations. We have some ideas on how to combat this issue. This could simply be done by **offering sporting activities for all ages** at the leisure centre to help ensure everyone is keeping physically fit and healthy. To keep people mentally fit and help socialise people, there should be the **offer of activities and things to do** for all generations. We have brainstormed ideas for new attractions that could be added to the town. These include; a possibility of **a bowling alley with a soft play area** for the younger children, this will mean that families have a place to hang out and relax over a game

of bowling and will mean the younger children have something to do as well. To help keep active, we think there should be a **swimming pool** this has been wanted by the town for years and we believe it will be a good stepping stone to helping families get healthier. Finally, we think that the Old School should be put to good use! To help boost the town's funds and protect the heritage of the Old School we think it would be great if the buildings were used to have a **Cinema**. Each building could have a screen, we don't have to show blockbuster movies but could even just show older ones that people enjoy so they can also enjoy being around the historical building whilst watching some of their favourites!

We are known as a 'Market Town' and the town where Howard Carter the great archaeologist and Egyptologist lived. So how come the market is run down and not many people are aware of our history? We must improve this, it's our most known feature for tourists and it's dying out. For centuries we have been a market town and we have to improve the state it's in. This can be done by adding **more stalls** that are family friendly and are more interesting with a range of products from all over Norfolk. At the moment there are the same stalls every week and they are not always wanted. There should also be **more interaction at the museum** to help educate everyone on our heritage and the history of Howard Carter! We could also increase the number of tourists that visit by **advertising our town more**, this would mean we get our town out into the world and make it a desirable place to both live in and visit for generations to come.

We believe that all these ideas combined in time will help to not just improve our town but make it one of the best and safest places to be, not only in Norfolk but in **all of the UK**.

#### APPENDIX 7c: The Nicholas Hamond Academy Students, Years 7, 8 and 9

What do you like about living in Swaffham?	
Assembly Rooms	A bright community
Swaffham's Architecture	Library
Swaffham an inviting place	Nice environment
Good range of supermarkets 1,1	Pubs 1,1
Good range of Restaurants and cafes (3) Fish & Chips (3), Russian, Chinese & Subway (3), Indian food, Swaffham Cafés (2), takeaways	
Costa 1,1,	McDonalds
Shops wide range 1,1,1,1,1,1,1,1,1,1	Charity shops
Bakery	Hairdressers
Car Wash 1,1	
Skate Park 1,1,	Sports facilities
Football	Cricket

Leisure Centre	
Gym 1,1,1,1,1,1,1,1	Recreation ground
Their school	Good Bus X1
Parks 1,1,1	
Good walking routes	Good Cycling routes
Community Centre -children feel safe	Town Centre – children feel safe
Job opportunities	
<b>If you had a Magic Wand and lots of money, what would you improve in the town (in the next 20 years)?</b>	
A bigger market	Theatre
Cinema 1,1	Night club 1,1,1
More Food outlets 1,1,1, Burgers King, KFC	Launderette 1,1,
More shops: Sweet shops (6),Greggs, Primark, ShoeZone, Sports Direct, Pet shops (2), Clothes shops (4), New Look, Bakeries,	
Less Charity shops	
Swimming Pool 1,1,1,1	Bowling
Better Sports facilities 1,1,1,1,	More clubs
Shelter at the Skate park	Indoor Skate park
Paintball	Athletics track
Better gym for children to use	Youth club
Relief road	More roads
Bigger roads & better transport	Bike racks near shops
More car parking spaces 1,1,1	Underground roads
Train station 1,1,1,1,1	More bus stops 1,1
More green spaces, playing fields & parks 1,1,1,1,1,	More toilets
Cycle lanes 1,1,	Additional seating - benches
More dog bins & dog walking places	
Range of house prices 1,1,	More churches & a mosque
Will need to have larger schools with better technology 1,1,1,1	A college 1,1,1
More office buildings	More job opportunities 1,1,
More doctors and surgeries 1,1	Additional Children's' Nurseries
Additional Elderly people's home 1,1,1,1	Activities for the elderly 1,1,
Homeless shelter 1,1,1,1	Additional cemeteries



Hospital 1,1,1	More dentists
<b>A greener Swaffham ideas for the future</b>	
Greener homes 1,1,1	More farms
Additional areas of planting and trees 1,1,1,1,1,	Beehives
Electric car charging points 1,1,1	Eco-friendly cars
Make town more colourful e.g. front of buildings 1,1,1,1	Cycling days
Solar Farm 1,1,	More Wind Turbines
Allow for more wildlife	Ponds 1,1

#### APPENDIX 7d: Sacred Heart Convent School (Years 4, 5, 6, 7, 8 and 9)

<b>What do you like about living in Swaffham?</b>	
Green Britain Centre 1,1,1,	Saturday Market 1,1,
Butter Cross 1,1,1,	Swaffham's History 1,1,1,1,
Museum 1,1,1,1,1,1,1,	Landmarks
Market Place	The feel of being old town
Town Hall	Swaffham in general
Good range of supermarkets 1,1,1,1,1,1,1,1,	Pretty pubs 1,1,1,1, Greyhound pub 1,1,1,
Restaurants and cafes 1,1,1,	Good range of food places: Fish & Chips, Russian, Chinese & Subway, Indian food and takeaways 1,1,1,1,1,1,1,1,1,1,1,1,1,1,1,
Costa 1,1,1,1,1,1,1,1,	McDonalds 1,1,1,1,1,
Shops wide range 1,1,1,1,1,1,1,1,1,1, (Cyclic, Pedlars Gold)	Charity shops 1,1,1,1,1,
Ice cream van	Post office
Bakery 1,1,	Art shops
Library 1,1,1,	Churches 1,1,
Parks 1,1,1,1,1,1,1,1,1,1,	Vets and pet care
Football	Duck pond 1,1,1,1,1,
Myers playing field 1,1,	
Recreation ground 1,1,1,1,	Skate park
Fields & Forests nearby 1,1,1,1,1,	Wildlife to see
Safe crossings on most roads	Cycling 1,1,
Walking places for dogs 1,1,	Easy walking to town centre
Footpaths	Good scenery

Good safety and Healthcare	Doctors & hospital, dentists 1,1,1,1,
Their school 1,1,1,1,1,1	
Community Centre	Fairs & Events 1,1,1,1,
Sociable places you can go with friends	Togetherness
Nice people 1,1,1,	Calm and quiet
Good community	

## APPENDIX 8: Evidence gathering 5, Policy ideas workshop.

### APPENDIX 8a: Policy ideas workshop summary

Policy ideas workshop	
Purpose	To check emerging policy ideas, assess options and develop detail, in order to write the Neighbourhood Plan
Who	Whole community invite
What	<p>Drop-in workshop(s)</p> <ul style="list-style-type: none"> <li>• Introductory board – what is a Neighbourhood Plan, Aims and Vision, timeline</li> <li>• Who's here today board – collect information on gender, age, how long have you lived in the parish, and how did you hear about today?</li> <li>• Set of objectives up on boards</li> <li>• Set of policy ideas up on boards under objectives – sticky dots to indicate whether people agree or disagree</li> <li>• Maps on tables (mounted on polystyrene) with flags to indicate issues</li> <li>• Notebooks to capture further ideas</li> <li>• Character workshop table, looking at land uses, layout, roads/streets/routes, topography, public spaces, buildings, landmarks, green and natural features, streetscape, views. Use 'Building for Life' standards</li> <li>• Children's table - model building and drawing for children</li> </ul>
Where	The Assembly Rooms
When	Saturday, 17 <sup>th</sup> March (10am-1pm) and Thursday, 22 <sup>nd</sup> March 2018 (5pm-8pm)
Preparation	<ul style="list-style-type: none"> <li>• Briefing meeting with steering group</li> <li>• Develop materials and printing</li> </ul>
Follow up	<ul style="list-style-type: none"> <li>• Notes put onto the website</li> <li>• Thank you to those who attended</li> </ul>

## APPENDIX 8b: Policy ideas workshop poster

# HAVE YOUR SAY

## Swaffham Neighbourhood Plan



**10am-3pm, Saturday 14 April, Assembly Rooms**

**5pm-7pm, Tuesday 17 April, Assembly Rooms**

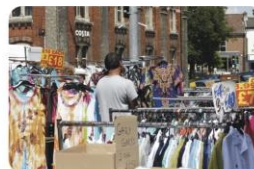


or comment online  
[www.swaffhamtowncouncil.gov.uk](http://www.swaffhamtowncouncil.gov.uk)





### Swaffham Neighbourhood Plan



**The Swaffham Neighbourhood Plan will be a document written by the community to guide future development of our parish over the next 20 years.**

The Plan can't stop development, but it can influence the provision of housing, community facilities, the environment, businesses, services and transport access by developing local planning policy.

#### HAVE YOUR SAY

Drop in with all the family to one of the events (overleaf) and have your say on emerging ideas for the Plan.

Or comment online:

[www.swaffhamtowncouncil.gov.uk](http://www.swaffhamtowncouncil.gov.uk)



If successful at Referendum, the Plan will become part of the statutory development plan for the area. **Make sure you have your say on the future of our town.** Together our views matter. Over the Summer we will be writing the Plan.

## APPENDIX 8c: Policy ideas workshop photographs



## APPENDIX 8d: Policy ideas workshop results

\* = sticky dot stuck on display material to indicate support for a comment from another consultee

Gender	Saturday	Tuesday	Online	Total
Female	17	41	74	103
Male	89	45	17	70
Unknown				
Total				

Age	Saturday	Tuesday	Online	Total
0-10 years old	8	0	0	8
1711-20 years old	6	0	1	7
21-30 years old	6	3	17	26
31-40 years old	12	2	20	34
41-50 years old	16	1	18	35
51-60 years old	44	22	11	77
61-70 years old	64	24	18	106
71-80 years old	52	32	6	90
81+ years old	14	7	0	21
Unknown	0	0		0
Total				

How would you describe yourself?	Saturday	Tuesday	Online	Total
Swaffham parish resident	161	78	74	313
Swaffham parish business owner	13	6	2	21
Work in Swaffham town	13	8	8	29
Visitor to the area	26	0	2	28
None of the above, just interested	10	2	4	16

How did you hear about today?	Saturday	Tuesday	Total
The Swaffham newsletter	87	38	125
Website	4	1	5
Facebook	21	9	30
Email	11	5	16
Flyer	18	11	29
Poster	3	3	6
Word of mouth	44	14	58
Town Council	9	8	17

SUMMARY DATA		Online	Event	Total
What do you think of the draft Vision 2039? By 2039 Swaffham will be an attractive, 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.	Agree	69	131	200
	Disagree	21	36	57
<b>Objective: To provide a sustainable range of housing types for a vibrant mixed community.</b>	Agree	78	49	127
	Disagree	12	14	26
<b>POLICY IDEA:</b> Encourage a wide range of types of housing to enable a mixed community including: Retirement living housing (e.g. supported housing, bungalows and retirement complexes) Family housing Starter homes, including one-bedroomed properties Adaptable, 'life time' homes Affordable housing – is the need in Swaffham higher than the district level (25%)?	Agree	76	90	166
	Disagree	12	26	38

<b>POLICY IDEA:</b> Preference for development to take place to the east of the town (to give a more balanced geographical distribution of housing), not to south and north (which could create ribbon development). New services will be required. Should a corridor of land on the west side of the town be kept available in the longer term for a future relief road, and associated development?	Agree	72	88	160
	Disagree	15	44	59
<b>Objective: To provide high quality and well-designed development and public space that complements the distinctive character and heritage of Swaffham.</b>	Agree	86	65	151
	Disagree	5	0	5
<b>POLICY IDEA:</b> Encourage the use of vacant/redundant buildings, with first preference for community use on the ground floor in the town centre. Are there any places?	Agree	79	112	191
	Disagree	11	1	12
<b>POLICY IDEA:</b> Encourage opportunities for people to self-build their own home.	Agree	61	38	99
	Disagree	27	28	55
<b>POLICY IDEA:</b> Ensure the protection of locally important areas of green space. The following areas are to be designated as 'Local Green Spaces' (for special protection): • Antinghams • Recreation ground • Merryweather • Manor house grounds • Railway line for access • Allotments? • Any others? Please note, the following are protected through the Breckland Local Plan: Campingland, Orford Road playing field, Football Club, Cricket Club, Rugby Club, cemeteries and burial ground.	Agree	89	169	258
	Disagree	1	1	2
<b>POLICY IDEA:</b> New developments located at the town entrances (particularly along the Norwich Road), must enhance the approach to the town, for example through the provision of signage, trees, shrubs, flower planting and buildings in character with the town. • Where?	Agree	81	133	141
	Disagree	6	133	139
<b>POLICY IDEA:</b> Development proposals that respond positively to creating an attractive local townscape and enhance the town's visual appearance will be supported.	Agree	86	86	172
	Disagree	2	0	2
<b>POLICY IDEA:</b> New housing should be designed to be in keeping, complementing and enhancing the existing character of Swaffham. What does good design look like? • Details and materials • Layout • Height • Scale • Energy efficiency features • Others?	Agree	83	117	200
	Disagree	7	8	15
<b>POLICY IDEA:</b> Ensure that housing density is right for its location. Encouraging a gradual transition of density – higher density in centre of town, becoming less dense on moving out of the town, with soft well-landscaped, boundary edges of development where adjacent to open countryside.	Agree	79	107	186
	Disagree	9	2	11

<b>POLICY IDEA:</b> Ensure that buildings that are locally important in terms of their architectural, historical or cultural significance are protected (non-designated heritage assets). The following non-designated heritage assets should be protected: • Railway Station site • Signal box base • Green Britain Centre • The Shambles • Magazine (mid-19th century munitions store) • Ash Close • WW2 Pill boxes • Campingland • The Antinghams • The corbel (historical feature on wall at Poundstretcher) • St Guthlacs Chapel • Baptist Church cemetery • Town Pit (Richmond Plain) • Cottage Hospital • Cemetery Chapel • The Crescent, White Cross Road • Others?	Agree	88	175	263
	Disagree	2	0	2
<b>Objective: To provide inclusive opportunities for cultural, leisure, community, sport and other social activities, for all ages.</b>	Agree	91	61	152
	Disagree	0	0	0
<b>POLICY IDEA:</b> Support for the provision of new indoor sports facilities. • What else and where?	Agree	84	105	189
	Disagree	5	8	13
<b>POLICY IDEA:</b> Support for a swimming pool.	Agree	89	131	220
	Disagree	2	20	22
<b>POLICY IDEA:</b> Support for new recreation ground and sports facilities, near new housing development. • What and where?	Agree	76	75	151
	Disagree	13	10	23
<b>POLICY IDEA:</b> Work in partnership with owners of existing community buildings to make improvements for the wider community and delivery of further services. • Which buildings?	Agree	82	88	170
	Disagree	4	1	5
<b>POLICY IDEA:</b> Preference for larger informal outdoor, recreation and play spaces, rather than small, scattered pocket parks.	Agree	51	49	100
	Disagree	37	33	70
<b>POLICY IDEA:</b> Identify sites as potential redevelopment opportunities • Existing police station and magistrates court site • TA centre • Suggested uses?	Agree	71	66	137
	Disagree	15	13	28
<b>Objective: To ensure sufficient provision of accessible health and social care.</b>	Agree	89	40	129
	Disagree	2	1	3
<b>POLICY IDEA:</b> Support for further Primary Health Care provision • What? • Where?	Agree	84	95	179
	Disagree	3	2	5
<b>Objective: To ensure sufficient provision of education, including early years childcare.</b>	Agree	86	39	125
	Disagree	2	0	2
<b>POLICY IDEA:</b> Planning provision will be supported. applications that seek to address a shortfall in preschool provision will be supported.	Agree	79	68	147
	Disagree	7	3	10
<b>POLICY IDEA:</b> Support expansion of existing schools to allow for increase in school pupil numbers.	Agree	75	87	162
	Disagree	13	7	20
<b>Objective: To protect the environment and minimise pollution.</b>	Agree	89	46	135
	Disagree	0	0	0
<b>POLICY IDEA:</b> New facilities should be located away from areas of poor air quality.	Agree	65	72	137
	Disagree	24	8	32



<b>POLICY IDEA:</b> Support for long stay and commuter car parking on sites outside of the town centre to alleviate parking problems in the town centre.	Agree	78	101	179
	Disagree	10	13	23
<b>POLICY IDEA:</b> Ensure that future development should not cause new drainage issues or exacerbate existing drainage problems. • Are there any localised flooding areas?	Agree	86	125	211
	Disagree	3	3	6
<b>POLICY IDEA:</b> Development within the following views that is overly intrusive, unsightly or prominent will not be supported • Approach to Swaffham from east, Norwich Road – view of the townscape of Swaffham • From A47 coming from the west, towards the town centre • Others?	Agree	77	83	160
	Disagree	10	0	10
<b>POLICY IDEA:</b> Encourage business premises and community buildings to be designed to anticipate climate change, built to high environmental standards, include renewable and energy efficient features, whilst being sensitive to the historic environment. New developments should include electric car charging points.	Agree	83	110	193
	Disagree	7	0	7
<b>POLICY IDEA:</b> Minimise the impacts of light pollution from new development on dark skies. Street lighting should be environmentally efficient, sympathetic in design and limited where adjacent to the countryside.	Agree	81	114	195
	Disagree	6	0	6
<b>POLICY IDEA:</b> Support renewable energy developments, including solar options, where they are not detrimental to the rural landscape.	Agree	78	106	184
	Disagree	11	6	17
<b>Objective: To improve traffic flow within and around Swaffham.</b>	Agree	85	31	116
	Disagree	5	0	5
<b>POLICY IDEA:</b> Support any measures that would reduce through traffic and pollution in the town centre.	Agree	77	124	201
	Disagree	14	0	14
<b>POLICY IDEA:</b> Any new development or business should not significantly contribute to an increase in traffic volume within the town centre. All new developments must mitigate against any increase in traffic volume and air pollution.	Agree	71	110	181
	Disagree	16	4	20
<b>POLICY IDEA:</b> Support works to enable Theatre Street to become two-way (facilitating access to the car park from the south), with appropriate signage.	Agree	58	68	126
	Disagree	31	53	84
<b>POLICY IDEA:</b> Alter the traffic flow access within the town centre • Reverse traffic flow from Cley Road into market place? • Buttercross roundabout? • Other?	Agree	47	45	92
	Disagree	36	58	94
<b>Objective: To ensure safe walking and cycling within the Swaffham town and area.</b>	Agree	84	53	137
	Disagree	5	0	5
<b>POLICY IDEA:</b> New estate developments must create easily accessible and attractive routes for walking and cycling, that link to town services and Peddars Way.	Agree	80	110	190
	Disagree	6	0	6
<b>POLICY IDEA:</b> Support for the creation of new footpaths and cycle ways in and around the town that connect to	Agree	81	111	192

existing routes. • Where?	Disagree	8	0	8
<b>Objective: To provide sufficient and accessible parking for residents, visitors and businesses.</b>	Agree	86	19	105
	Disagree	4	0	4
<b>POLICY IDEA:</b> Any new developments, buildings or businesses must provide sufficient parking for the intended use, so not to create further obstructions or other parking problems, and ensure safety for pedestrians, whilst minimising the visual impact of the car.	Agree	83	115	198
	Disagree	7	0	7
<b>POLICY IDEA:</b> New public parking outside of the town centre is supported, should the opportunity arise.	Agree	83	83	166
	Disagree	6	20	26
<b>Objective: To encourage and support new and existing businesses, to generate employment opportunities.</b>	Agree	87	106	193
	Disagree	2	0	2
<b>POLICY IDEA:</b> Encourage businesses with green credentials.	Agree	75	98	173
	Disagree	15	5	20
<b>POLICY IDEA:</b> Encourage provision of light industry, but not heavy or polluting industry (air and noise).	Agree	78	102	180
	Disagree	12	5	17
<b>POLICY IDEA:</b> Home-based and small businesses supported (incubator units, office facilities, live-work units, training facilities).	Agree	82	110	192
	Disagree	7	3	10
<b>POLICY IDEA:</b> Encourage small shops and services in south of town to service local housing and reduce the need for traffic in town centre.	Agree	71	162	233
	Disagree	15	30	45
<b>Objective: To develop an economically viable and attractive town centre.</b>	Agree	90	61	151
	Disagree	1	0	1
<b>POLICY IDEA:</b> Encourage a mix of defined retail opportunities What do we want to encourage/discourage?	Agree	86	73	159
<b>POLICY IDEA:</b> Support visual enhancements to Market Place and Buttercross.	Agree	82	119	201
	Disagree	6	4	10
<b>Objective: To provide widely available and effective telecommunications and internet access.</b>	Agree	85	82	167
	Disagree	4	0	4
<b>POLICY IDEA:</b> New developments should have fast internet connections.	Agree	81	73	154
	Disagree	9	5	14

## PRODUCING THE PLAN

**A group of residents, commissioned by the Town Council, are undertaking the Neighbourhood Plan for Swaffham. E Scope of their work is below:**

### **The process of producing the Swaffham Neighbourhood Plan**

1. Establish a Steering Group, project plan and funding
2. Draft a vision, aims & objectives
3. Draft planning policies
4. Develop a Neighbourhood Plan for Swaffham
5. Submission
6. Examination

## 7. Referendum

## 8. Adoption

### Post-it note

- Make sure Breckland District Council listen and adhere to local views
- NH sell Grammar school playing field then buy more land. If you had followed Hedge less you could have more sport.
- Great increase of population should now be reflected in dentist, Drs schools and facilities available for residents. Infrastructure should also be looked at to decrease traffic through town. School/supermarkets to south of area would help reduce traffic through town.
- More facilities south side of Swaffham i.e. shops, infrastructure medical facilities
- There is a needed around the whole town for safer places for younger children to play.

## SWAFFHAM MAP

### Post-it note

- A North/South bypass is essential
- Traffic calming along New Sporle Road & Longfields & White Cross Road – all 30 mph
- Inadequate no of dentists & Drs for growing population \*
- If more homes must have infrastructure to cope!!
- Yes, natural environmentally should be protect and not build on. Plans to build on special protected areas must be prevented at all costs
- Traffic & parking in the town
- Traffic calming in New Sporle Road used as a rat run, ducks killed at moment, when will it be a child?
- Castle Acre Road – extend 30mph speed limit beyond flyover
- N/S Relief Road is essential for environmental & health reasons
- Redirect HGV's to avoid them coming through town – use the A47 and its roundabout to do this \*\*\*
- Rat run White cross road and New Sporle Road
- North/South bypass & cycle routes along A1065
- Parking outside London Rd stores & along Fakenham Road should be banned – and the ban enforced.
- Slow traffic down coming through Ash Close. Our wall has been knocked down 4 times in a year!! \*\*\*\*\*
- One way system needed along Sporle Road by cottage Hospital / Sacred Heart School. Road is far to narrow for two way traffic and also becoming more congested with volume of traffic = also dangerous due to 'Blind Spot' when turning right.
- Facilities for South end of town
- Traffic Management through London Street will be crucial to the future of the town
- North to South bypass to relieve traffic in the town centre \*\*
- Traffic calming system need Sporle Road Rat Run \*\*
- Make sure the infrastructure supports any development \*
- More bbs
- More jobs/More business
- Town Councillors to better reflect the demographic of the town, more younger people & working people

- More Drs & Dentists
- New Drs or medical centre for all the surgeries to provide small ops. Physio etc. more space for schools By Pass North – South
- Preserve lanes where ‘relief road’ may be developed
- 25 years ago, Swaffham Town Council vetoed the North South bypass – a bit late now – Swaffham youth is breathing the pollution of the A1065 every school day. \*\*\*\*

## VISION

**By 2039 Swaffham will be an attractive, 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.**

Agree: 131

Disagree: 36

### Post-it note

- Where is the infrastructure\*\*
- Too many charity shops. Money talks. Do these meetings even help? Building will go ahead anyway \*\*
- To many Charity Shops
- Car Parks!
- Well connected – how can you say this? Before all these dreams we need a bypass
- I hate Nimby’s (Not In My Back Yard)
- Swaffham is an attractive town so don’t spoil it with more building and keep it as a country market town please
- More disabled access to shops, raised kerbs
- You are spoiling our town for residents and visitors!
- Publicise the markets – advertising hoarding on approach roads to inform visitors – and locals
- Improving the town
  - encourage business
  - less charity shops
  - yellow lines both sides of High St
  - keep the traffic flowing
  - better signage for car park
  - Theatre St car park - two way
- A lot of expensive homes at present not enough social housing
- Keep free parking in town to keep it flourishing – don’t let businesses go out of town
- We need – funding for infrastructure, schools, library, GP surgery’s, swimming pool
- Swimming Pool – Ring Road
- Losing Barclays Bank etc. will not help. Stop this happening first.
- Swimming Pool – Never
- Indoor swimming pool is a better idea than an outdoor one which will not get as much use and not be cost effective
- Swimming Pool and limit charity shops and a lot more children clubs such as gymnastics
- Indoor swimming pool use all year

- Ten pin bowling alley
- Town Centre needs sorting and before looking at other areas
- Proper shops for people to use town for shopping – at moment nothing to make me shop here
- More things children to do \*
- Every success starts with a dream – it's not that we aimed high and failed its because we aimed too low and succeeded.
- More shops, health care & school room needed to cope with influx of people more useful shops, by pass for town, manage traffic flow/planning
- The STC is too conservative for Swaffham – need a change!
- Increase the market – more employment opportunities for the younger generation Air Pollution from traffic is unacceptable and very harmful. Open prospect of a North/South relief road as a priority. Get MP to actively back it
- Feel need to move out of town as getting too many houses and not enough infrastructure
- No more Charity Shops
- Need another Drs
- Covered Swimming Pool
- Need a North / South by pass NOW - this needs doing before any more houses are built
- Help people go to town centre by creating opportunities for small businesses – not charity shops as they don't pay any rates! we need diversity
- Invest in creative opportunities so a creative hub can flourish
- We need the infrastructure to support the growth of the town – plus the roads are filling and crowding the town
- No - more opportunities to work in Swaffham otherwise it will become a dormitory
- Weight & speed limits reduced through town and enforced
- More employment opportunities are essential, to keep young people in the town
- 3hr car parking
- Bus service to Fakenham / Downham
- Consider the parking needs of businesses and our elderly community
- Traffic & parking Swaffham needs a North /South relief road – McDonalds roundabout to Brandon Road
- We must protect the heritage of the town or we stand to lose. This is not just about protecting buildings its about vistas, open spaces, footpaths and meadows. There is little green space left in the town centre
- Make sure footpaths are wide enough for prams/young children /family use e.g. Watton Rd is NOT
- Never introduce parking charges to / shops
- Promote the Saturday market
- No more charity shops
- Reduce rates for local businesses
- Rate relief of small businesses & shops
- Town Council actually coming into businesses & sharing info
- Concentrate on bringing in more businesses with a reduced annual rate
- Pedestrian refuge needed on Norwich Road opposite Manor House
- Make White Cross Road one way
- Do away with railings at Roads by TSB
- Further developments to the south of the town with major supermarket to the north will only make the traffic problems worse
- Covered Swimming Pool \*\*\*

- This is a dictative post the choice is obvious you are directing us to your choices
- Bring in more eco-friendly businesses including plastic to oil processors.
- Adopt footpaths & turn into nature trails plus transport routes (bike, walking)
- Less building
- Less pollution
- Then stop electing conservatives
- No real understanding of local issues
- Needs – north/south bypass, better speed signs, reduce speed to 20mph
- Not needed – more charity shops, 2<sup>nd</sup> hand that shops
- Development should aim to grow – West to East – cut down on air pollution in town centre – ave a relief road around town
- Needs roundabout at Watton Road/ Brandon Rd junction
- Tackle Traffic problems at Watton Road
- Stop Closure of banks
- Need to invest in the market
- Junction Watton Rd -improve it – e.g. roundabout
- How many supermarkets do we need in Swaffham!
- Decrease business rates to attract more small businesses
- More free parking
- Health services down Brandon Rd - don't move the existing
- Smart Loo's required in town NOW
- Weight limit restriction through town
- No more charity shops – if businesses don't want to open shops then turn them into flats – Great idea
- Get rid of the ducks - they make the footpaths way messy
- Need cycle safe routes for out of town estates
- Better shopping & fuel for cars
- Weight limit through town
- Much more provision for cyclists and pedestrians needed
- More friendly focused
- Less charity shops
- Encourage independent shops
- Far too many food & charity shops
- Need a far better variety, as you have to travel elsewhere
- People shouldn't keep blaming every target of lorries cars far outnumber them
- Keep open spaces – Antinghams, Campingland, Love Lane area
- Stop White Cross Road being use as a rat run
- Don't build on green field sites
- Better shopping
- Another Drs & schools
- Need a link road, skirting South of town between the two roundabouts on the A47 – don't call it a bypass
- Bypass for A1065
- Much improved leisure centre
- Traffic & pollution is a problem
- The town needs to grow in order to ensure it continues to thrive rather than decline like so many other towns – gently
- Needs a relief road
- The council continues to give planning permission for expensive large homes which ignores

- the needs of our children who can't afford to buy
- Need a bypass less charity shops more shops where we can buy such as shoes & underwear.
- Tidy up main car park
- Control HGV's through town
- Too much traffic goes through town
- The offer of land from Taylors Farm for a Relief Road should have been taken years ago
- It will not stop people shopping in town as it is too busy with traffic – you cannot park anyway.
- Need public transport to get to Fakenham, Downham Market Brandon \*
- Council need a big shake up
- Traffic HGV speed Traffic Light
- Self Interest Council
- No shops
- Too many charity shops
- Needs a North/South relief road
- Need a bypass through the town to improve air quality
- Needs North/South relief road – getting out from Oaklands & any other roads on Brandon Road
- It depends on so much
- Cinema
- More employment opportunities for 18-26
- More affordable 'first time' homes
- Develop the market further
- Try to attract non charity shops
- More 30mh signs along A1065
- Any new builds must be in keeping with the character town
- No to over modern & futuristic buildings
- Need a mini roundabout or traffic light at top of Watton Road/Brandon Road \*
- Increase the market
- Charity shops are killing the town
- Totally agree – unfair competition to the businesses
- Transport link will be key – not new homes first generate jobs and interest
- We don't need so many new houses without the infrastructure to support them
- Require more Drs & Dentists, better shops, better roads, before we build more houses – nowhere to work
- Increase traffic calming
- More provision for bikes, pathways e.g. railway line
- A47 inaccessible to cyclists
- Better shops
- More Market stalls
- North/South bypass needed Roundabout Watton Rd/Brand Rd junction \*
- This not a vision but a Dream \*\*\*
- Roundabout at Watton Rd/Brandon Rd junction
- Housing development planned West of Brandon Rd will need extra medical resources in town currently not adequate
- Encourage responsible dog ownership
- Get some police on foot patrol

- Swimming Pool now
- Need a Wilcos store
- Persuade District & County Council to listen to local view & adhere to plan once produced.
- Growth of the town will inevitably change it, and it will lose its distinctive & attractive character \*\*
- Bypass for through traffic on Thetford/London Road \*

#### **ONLINE**

Agree: 69

Disagree: 21

- I feel we have to be very careful about over development of new houses. Swaffham is an historic town and needs to keep its character not be turned into an housing estate
- agree but very obvious and no usp, no technology, nothing exciting
- This will not happen if there is a bypass. This will kill the town and we will lose the shops.
- Provided they get the infrastructure right and provide the South Swaffham estates with shops and medical facilities also transport
- If all the above can be achieved it would be brilliant
- Although no more new homes are needed until the infrastructure is in place to support these properties BEFORE any more are built!
- Does infrastructure include schools (both primary and secondary) and doctors' surgeries?
- At the rate the town is going by 2039 Swaffham will be as dead as the thousands of old people that live in it. There will be tumble weeds blowing through the many many charity shops and no one outside of Swaffham will know we exist.
- You mean back to how it was before we became last in the queue. Not much for the elderly of today to look forward to then.??
- if this is going to happen it is a long way off! I guess time will tell
- I dislike how the housing estates are turning towards a ribbon development route. It's a shame that Norfolk is losing so much of it's countryside for these. A constant influx of charity shops in town do not promote further growth in jobs - a large majority (70%+) from my high school year group have moved away from Swaffham, to seek jobs that suit their career fields.
- Not with the amount off charity shops, not a good attraction to get people to move hear and rents too high for fresh new business to serve the community
- It may be a place for people to work but it will get rid of the green space for the children to mess around in and love like I did growing up
- Must consider leisure facilities to assist people to live healthier lifestyles. Mixed age communities should be included to improve wellbeing and community spirit
- This is what I would like Swaffham to b like...not sure if it will be though.
- I fail to see that Swaffham with succeed or have any new and exciting shops coming to the town when the existing shops struggle to keep up with increasing rates/rent and small businesses struggle to compete with the online shopping market. Swaffham at the moment has nothing for children or a wide range of shops to stop people travelling out of the town, although Tesco, poundstretcher, thing me bobs as well as local butchers, bakery are a asset.
- Unless the roads and the infrastructure grow at the same time it will be unsustainable
- it sounds lovely, but will it actually happen? And what does it mean?
- The quality of jobs will not be sufficient to pay for the housing currently being erected by Abel Homes for example. There is currently no requirement for more shops or any services to the periphery of Swaffham Town Centre. The housing issue is contentious and just building new homes will not solve anything without providing more schools, doctors and



facilities for future residents. Then there is the issue of the road, I live on the Avant/Taylor Wimpey estate built in 2014 and I overlook the A1065. I have noticed that an increase in traffic passing through the town in a 4 year period has become out of control and a menace to anybody who lives along this road. The town can only improve itself by building sensibly and within its capacity to support itself through vital amenities.

- This seems an ambitious plan for such a long time scale. I think this should be a 10 year plan max. With 2 year stages to keep minds focused.
- Jobs cannot be 'magiced' From nowhere and the town centre is dying.
- I agree but feel it needs more branded shops to get people in my age range to shop there. The independent shops and charity shops do not attract me to spend money in the town. I'd rather go to Kings Lynn or Norwich.
- I like the concept but I am not confident of its application.
- A need for sporting facilities and a swimming pool to accommodate the expanding population
- I would expect that this vision can be achieved well before 2039.

## COMMUNITY AND SERVICES

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

Agree: 61

Disagree:0

### Post-it note

- Bowling Alley
- Use the school sports hall
- Keep Library open for future generations
- Well done for the MUGA at last!!
- Proper multi use leisure centre, swimming pool (retractable roof), discount residents build where?, edge of town?
- Sports field by Swans Nest

### ONLINE

Agree: 91

Disagree: 0

- To support the proposal for an outdoor pool in Swaffham and to have this in place before more development is completed
- We need a swimming pool!
- The rec is not inclusive. It is a very intimidating place to be with people openly taking drugs, swearing and leaving rubbish everywhere. It does not feel safe as a woman alone or a place to take my young child of an evening. Too often people say 'of all ages' but they mean teenagers and the elderly and everyone else is ignored or side-lined.
- Leisure opportunities are scarce in Swaffham.
- Swimming pool and leisure centre
- Asap!!!!.
- Definitely needed in view of increasing population.
- Get the existing leisure centre up and running again!
- Does this include a swimming pool?
- Why not just update the leisure centre we already have?

- We've been waiting for this over 50 years ??
- absolutely essential, they also need to be better advertised and maintained, it has taken over a year to get the leisure centre refurb started
- What happened to the Swaffham Carnival from years back? My best childhood memories were parading in the marches through town on a float!
- Swimming pool, why has that not been built, it would bring income and jobs, plus put Swaffham on the map stop keep delaying it, should be a priority now
- More for young people
- Essential.
- Need to make leisure areas/sport alit better in Swaffham. The leisure centre being out of action for months now is a joke.
- Swaffham is in dire need of somewhere for people to go and spend time together as families, indoor play areas for children, swimming pool or a public open place for leisure activities, child friendly cafes.
- We are absolutely desperate for more facilities in town. More clubs, children's play places, youth clubs, art classes
- More needed for children sports seems to lacking.
- Council need to do more to fund an INSIDE swimming pool
- I strongly support the campaign to get a swimming pool built in the town.
- More things for school aged children in the holidays
- We need money spent on the leisure centre. Swimming pool and something such as bowling/cinema
- Desperately need improved leisure facilities. I can not believe the same company owns Dereham and Swaffham leisure centres. Swaffham is unappealing to say the least. The community centre has facilities that are underused. For example I would attend the cinema screening if the hours if the screening were family friendly. There is a cinema at the Green Britain Centre. If the licensing could be obtained surely it would make sense to have a cinema offering.

**POLICY IDEA: Support for the provision of new indoor sports facilities.**

**• What else and where?**

Agree: 105

Disagree: 8

**Post-it note**

- Spend some money on the leisure centre
- Decent gym, indoor pool only (with from pool) our weather isn't good enough to warrant the cost of outdoor which would provide limited use
- Leisure centre is poor quality and only useable when Hamonds not using it
- Please build a gym with decent fitness machines – see Downham Markets facilities
- Get stairmill machines for the gym to
- Ten pin bowling
- Green bowling
- There is strong evidence Swaffham needs more leisure facilities – including swimming pool – KEEP FIGHTING
- How about a new site Beachamwell Road – Cley Road – No
- Children's soft play area
- The town needs this now – it was planned years ago on Redlands site
- We need a decent leisure facility – football, cricket, swimming. Gym

## ONLINE

Agree: 84

Disagree:5

- Possibly on land opposite Travis Perkins?
- This would be wonderful, needs to be accessible and affordable for residents. Do not wait to build a pool in town just in case Sports facility is ever built
- We need a swimming pool and a good quality gym. Attract private gyms to the town.
- We need a pool!!! Space by the Green Britain Centre?
- see submitted comment
- swimming/leisure pool should be a priority
- A children's indoor soft play area. A bowling alley, cinema, swimming pool, ice rink. Anything that makes families want to spend their leisure time, and money, in Swaffham.
- On the new estate to be built on Brandon Road.
- Swimming pool to encourage more fitness for all age groups
- To include a swimming pool. If to be built from new then again to tie in with relief road and connected by walk/cycle tracks to residential areas
- Unsure . Are current sports centre well used ?
- Swimming pool needed in town
- Would this have extensive opening hours?
- Swimming pool, anywhere you can fit it.
- always other towns, never Swaffham. Can't see this changing. Most of the people campaigning for this over the years will soon be too old to use it. We campaigned for a swimming pool for over 40 years with no success, all the other towns got one but not Swaffham, councillor Ison said we would never have one in Swaffham ?? but we still help pay for all the others.
- Cinema, Bowling, Near Tesco and Waitrose
- hammonds have adequate facilities for the community if they had just been maintained and more used
- Yes, please! This is desperately needed. A lot of money could be made from this, particularly from my demographic. Fitness is 'fashionable'. The leisure centre is minuscule compared to most modern day gyms nowadays. King's Lynn and Dereham have fantastic facilities. Shame all of the Swaffham residents are putting their money there instead. Also, the leisure centre's opening hours used to be terrible. My gym I attend outside of Swaffham is open 24/7, please note, it is a town, too(!)
- Swimming pool has already stated, we have all waited long enough for it
- Certainly the current 'leisure centre' is old, ugly, decrepit and not fit for purpose. I do not use it because there is nothing about it that makes me want to. Anything new needs to be linked with/include a swimming pool.
- All weather outdoor sports facilities.
- Swimming pool essential - provides excellent cardiovascular fitness opportunities as well as use of swimming as a relaxation and rehabilitative activity. Need a fit-for-purpose leisure centre with activities for all ages.
- What is happening with the leisure centre...
- Something that can be used throughout the day as well as the evening
- Swimming pool was promised to the area but never been built!!
- Swimming pool.
- We definitely need a Swimming pool.
- Indoor swimming pool
- A new leisure centre with pool, room for classes, cheap rates for children's sports clubs/classes, space for holiday clubs for children, therapy rooms to encourage therapists of

all sorts to bring their business to town

- Swimming pool, gym, all weather pitches
- Swimming pool Activity Centre for kids
- Yes, potentially scope for a small cinema/leisure park on the area towards the A47 via the Norwich Road (near BP). Whilst this isn't directly in the vicinity of the town it would bring benefits to the town.
- Swimming pool
- Swimming pool Running track Everyone active Centre
- On Brandon road
- Swimming pool obviously, which locals get the use of unlike Dereham where it's always used for schools
- A swimming pool has been on the council agenda for the last 40years. Make it a reality.
- Definitely needed
- Yes yes yes there is space and sufficient units on the industrial estate near the GBC. I have seen unity on industrial estates in Norwich converted to very good sports facilities. A soft play area for young children would be a fantastic offering for example.

#### **POLICY IDEA: Support for a swimming pool**

Agree: 131

Disagree: 20

#### **Post-it note**

- Swimming pool great idea – BUT do check energy supply as biomass is not used at the Green Britain Centre
- The system has not been used for many years
- Not an outdoor one? Use in winter – vandalism.
- The idea of an outdoor swimming pool is impractical & has many problems – the last which is cost to build and cost to run
- Indoor pool only \*
- Been asked for 50 years
- Indoor pool
- Definitely
- Yes absolutely essential
- Outdoor pool - Agree – No
- Better leisure centre – YES
- Present leisure centre awful \*
- Indoor pool please
- Indoor pool NOT outdoor \*\*
- Indoor Pool
- Yes – but needs to be as part of a leisure complex – outdoor pool idea ridiculous
- No to swimming pool – (outdoors) waste of money – out-dated – no swimming pool makes money – most close down
- I support a covered swimming pool – but this will only be viable if other amenities are provided e.g. Café, indoor bowls and courts for squash & badminton
- My parents paid regularly into a fund for a swimming pool – yet no-one I have asked knows where this fund is?
- Have seen several valuable efforts to realise a swimming pool in Swaffham – who is going to run it – is always the sticking point
- What happened to swimming pool fund?
- The idea of an outdoor swimming pool is impractical & has many problems – the least of

which is cost to build and cost to run

**ONLINE**

Agree: 89

Disagree:2

- The current idea is on trend and would encourage people to come to Swaffham to use the facility. Let's get it built
- Yes Yes Yes
- 100% We have a large population and not even a lido. This is crazy, how has there never been a pool before this?
- we need a swimming pool and Breckland needs to fund it - with some crowd funding
- Yes please. Preferably something different to the traditional rectangular pools in King's Lynn and Dereham. A leisure pool, with child friendly areas would be a big pull for families and visitors to the area.
- As above.
- Definitely. This is desperately needed for children of Swaffham & surrounding areas.
- If the demand is there and it's financially possible for the town to build and run one.
- Try and give people as many activities as possibly especially children
- Swaffham definitely needs a swimming pool urgently to bring the town up to date with other market towns nearby
- But an indoor one only. I grew up in Swaffham and we fund raised back then . an outdoor one would be a waste of money with our weather .
- We campaigned for over 40years and was told we would never have one in Swaffham by a Breckland District Councillor. Most of those people are now either dead or to old. Thank you Breckland for spending our share of the money in other towns. ???would love to see a pool in Swaffham but can't see anything changing.
- they don't make money and are a huge drain on resources, plenty of pools available within 20 miles, we would be better spending money on a 10 pin bowling centre
- I campaigned for this with Swaffham First School 20 years ago. Still no luck. Losing hope for Swaffham delivering this. Once again, could bring great money to Swaffham. Please understand an outdoor pool would be a bad idea. No money to be made with English weather. People would rather visit the Castle Acre fords for that case, instead. Couple an indoor pool with state of the art leisure facility and guaranteed the younger generation would be much happier living here.
- Priority it's what Swaffham needs it will bring people in and help the local business and economy off Swaffham, and somewhere for our children to go rather than finding mischief because they have nothing to do in summer holidays, one thing I like about Swaffham is we still have kids with good manners and are well behaved unlike other towns, please look after them so they don't turn bad as others around UK
- Absolutely. Swimming is a cradle to grave activity, enjoyed by people of all abilities. The people of Swaffham have been wanting a swimming pool for decades, it is long overdue.
- See above
- definitely needed
- This should be sooner rather than later
- Indoor would get more use.
- About time !!!!!!!!!!!
- 100% agree. Swaffham has been funding and fighting for a swimming pool for years and having one not only brings people into the town from local villages but also promotes healthy lifestyles.
- Support for a swimming pool has been going on for decades and nothing has been done

- Inside
- 100%, even if the outlay was expensive I believe many residents would support a supplementary payment for 1-2 years to ensure it is built and the project takes off.
- As above
- About time
- Definitely needed
- A much needed leisure activity. Dereham and Lynn are the nearest that a 30 mile round trip so fuel and bus costs make it unreasonable for some.

**POLICY IDEA: Support for new recreation ground and sports facilities, near new housing development.**

**• What and where?**

Agree: 75

Disagree: 10

**Post-it note**

- Better sport facilities – inclusive not just male orientated sports club
- This will create even more traffic through the town
- Not another recreation ground for dogs to poo on thanks
- Town Council banned dogs from recreation ground. Then Breckland said must be on a lead – enforce this as children play where dogs pee
- To the south where the housing is going in
- Tennis courts please
- Revamp of gym , modern sports complex
- Why not just improve what there is?
- Why does it need to be new?
- What would happen to old?
- We need a park not a recreation ground

**ONLINE**

Agree: 76

Disagree: 13

- Children's play area and another skate park. Leisure Centre with astro turfed pitch.
- This is an ideal
- Developers should be obliged to provide these facilities
- Each housing area needs its own green zone for recreation. Housing should never be permitted unless a small park is included as part of the plans, otherwise how would the new residents exercise? Where will they play with their children or walk their dogs? How will community be built without shared spaces?
- Why single out new developments surely the facilities are for the town as a whole?
- Why next door to housing and which new housing development
- Which new housing development does this apply to
- see submitted comment
- to be delivered over spec by developers not council
- But it must be protected from travellers making camp. I.e. height barriers out it. Gates so that it doesn't become a drug taking place
- Better to provide one really good facility that is easily accessible by all rather than having smaller mediocra sites which will inevitably cost more to run as resources will be more thinly spread
- There is a Leisure Centre near the main school and various sports clubs around the town. The current road systems around and within the Watton Road and Brandon Road residential areas cannot currently take anymore traffic.

- Park and picnic areas in or close to the new housing developments.
- Promises??
- Sounds good but keep in mind this could promote gatherings/crime, weigh up police commitment to patrols, i.e. look at Merryweather - take a walk down this park in the dark and gangs hang around.
- Why must it be new? Why not improve what exists? You have already said that the cricket, rugby and football pitches are protected in the Breckland local plan, what else is there? And why must it be near new housing development? Why not make use of land already in need of use? Good cycle paths and walking access to the location would mean it could be anywhere.
- Brandon Road site opposite Redlands Park. New multi purpose cricket/football club with the existing sites used for development.
- Need something past schools
- Given the volume traffic moving north-south any facilities need appropriate access
- At the new housing estate
- Decent leisure centre that doesn't look so out-dated and with decent gym equipment
- Definitely need more playgrounds etc. for children
- More houses means more children that are desperate for safe, outside space to encourage them outside
- Something on Brandon road near new developments would be great as it's unsafe for children to walk to the rec.
- Or improve the provision that the town currently has.
- Opposite Redlands development, near schools. If public transport suitable.
- Narborough, there is nothing here
- On the Brandon road
- At the skate park for the younger kids. I have been told by the council it hasn't been done up in ten years!
- EcoTech park site, for people who live on that side of town.
- I would like to see the existing Rec further developed. Improve what is here first. The MUGA is wonderful but often full of smoking teens intimidating to others.

**POLICY IDEA: Work in partnership with owners of existing community buildings to make improvements for the wider community and delivery of further services.**

**• Which buildings?**

Agree: 88

Disagree: 1

**Post-it note**

- Needs new leisure centre now & swimming pool
- Cemetery – investigate use of mausoleum for saving space – for storage of ashes – Town Council Lydney
- Church rooms
- Wheelchair access
- Arts – more community art spaces & opportunity for people to make art – community buildings
- Smart loos needed now – Theatre St car park - back of council office - High St area
- Library – working in partnership
- Community Arts space in vacant town centre buildings & community buildings

**ONLINE**

Agree: 82

Disagree:4

- I don't even understand what this means. Surely community buildings are owned by the community? Confused...
- assembly rooms, churches, council offices, library, schools
- More use of community centre
- Current community buildings should be supported but anything requiring development should be moved to more accessible locations on the outskirts - see previous comments linking development to relief roads.
- In principle but what are these services?
- ? Which buildings
- community centre, I never hear about what's going on until after its happened, much better advertising and use of social media is needed
- What does this even mean? Needs to be more specific.
- Community centre needs extra space for youth provision
- Church rooms need renovating as they are nearly not fit for purpose - another venue to be used for clubs and classes
- Church rooms Leisure Centre
- Green Britain centre should provide non vegan food/drink for those that do not eat soya!
- School buildings are not utilised enough
- Leisure centre
- Community centre and GBC. GBC already offers much but I see no cohesion at all between Council and existing facilities who all say they want the best for the town.

**POLICY IDEA: Preference for larger informal outdoor, recreation and play spaces, rather than small, scattered pocket parks.**

Agree: 49

Disagree: 33

**Post-it note**

- Need for both
- More Drs surgeries required \*
- Haspalls Rd junction with Cley Rd – West of town?
- Play areas need to be close to housing for young children
- Large one would need safe access / routes for kids to get to - bike lanes
- Have both
- 7 yr old daughter says 'lots of little ones because then there's loads of places for us to go & play'
- 

**ONLINE**

Agree: 51

Disagree: 37

- Have a larger one in conjunction with these. Having them scattered offers a wider connectivity to people dispersed around Swaffham. These within walking distance for most so less traffic around area.
- The scattered pockets are important for those living nearby who might not be able to access a facility further away
- I would not want the smaller parks to be lost as these are important local assets.
- It's not either/or. Let's support both. What is an informal park, though? Why reinvent the wheel. London parks are perfect, let's do those miniature.
- I cannot see how this works if all new housing has it's own. Explain !!!
- How is this going to work



- see submitted comment
- maybe the rec is enough?
- Play areas should be near housing, to allow access without crossing busy roads. However, bigger areas are also needed to encourage team games, such as football or cricket.
- Already suggested this above
- Nice to encourage micro communities within the bigger whole - not enough of us know or neighbours old or young.
- There's no parks Lynn road end of town. I live at Highfield avenue and have to walk far to get my 3 year old to a park
- I think there is the need for local parks for young families.
- Small scattered parks are better as that may most kids have a play area close by.
- Smaller parks are better
- We need a large indoor recreation area like Dereham so it can be used by all ages, all year round. Dereham already had a swimming pool and the money then spent on building a new recreation building .
- Provide both. Keep Swaffham Green. Improve smaller parks
- if it is well maintained
- Love that idea, but where? It has to be close enough for everyone to reach. I enjoy small scattered parks just as much, in order to get away from crowds. A healthy balance would be nice.
- They need to easily and quickly accessed by all, not require a long walk or drive just to take children for some fresh air and exercise. Going to the park needs to be a quick and easy activity, not a half day outing.
- Not sure both are good
- Need both if community is to expand as planned.
- Improve the pocket parks
- It's nice having smaller areas for the different housing estates and then the big park with more things in it
- I think the rec is a big enough park with great facilities but a large enough space so that it is not crowded. The other parks around the town are big enough for the housing sites near them.
- If the space allows it, a huge leisure area with play area, room for fitness classes or football.
- Disagree, large parks can become magnets to antisocial behaviour by teenagers by encouraging kids to gather on mass. Interspersed allows residents in the immediate vicinity access to these and keeps the green spaces used.
- Small parks more accessible for many. Less intimidating for the old and the young.
- Encourage more imaginative play, higher slides, similar to parks to Marham
- I very much agree. There is only one park and it has a small little rectangle for kids under 7.
- Small parks and more of them
- I've already said improve what is here which is less expensive than creating new areas.

**POLICY IDEA: Identify sites as potential redevelopment opportunities**

- Existing police station and magistrates court site
- TA centre
- Suggested uses?

Agree: 66

Disagree: 13

**Post-it note**

- Need Police station. Need more GP surgeries. Need more dentists & schools \*
- Need Police station

- Need Police station
- Campingland Surgery bigger
- TA Centre ideal for sports centre with good equipment \*\*\*\*\*
- Police presence needed in Swaffham
- Police station, depends on how much parking would be required as roads already full of parked cars
- Magistrates court site I thought was already sold as a private dwelling \*

#### ONLINE

Agree: 71

Disagree:15

- Bring back the police station.
- We need a bigger library. Our library is farcical for a population our size. Also, who doesn't love a good shopping centre/department store? Let's encourage one of those to Swaffham!
- Especially the TA centre as it seems wasted
- The police station should be retained and re-opened
- but what for - not more houses
- Youth club Sit down restaurant
- Difficult to answer as fairly new to area
- Affordable housing schemes but I like the police presence in the town.
- Knock down and build nicer housing. Particularly the police station as it's an eye sore.
- Keep court and police station as government might come to their senses and reopen both
- Redevelopment for what, exactly? If residential housing, note that the TA centre could cause frustration for house owners in terms of parking near the Cottage Hospital/Convent. That would need working first off. That place is a nightmare to drive down, I can't imagine how frustrating it would be to have a house there, particularly if you coupled that with the crime rates in the duck pond area of town.
- A bigger library with more opportunities for social activities;
- Function rooms, soft play, bowling, cafe. Run by local business rather than franchise or large chain.
- Think youth
- Already built on so won't impact too much.
- Could put new preschool/nursery in old police station
- The police station should remain open
- I'm not sure what they could be used for, but makes sense to utilise what is already there if not currently being utilised
- Children's play centre & mums cafe. Small swimming pool to rent to small groups of people at a time. Youth club/drop in centre.
- Develop to what?
- We need some innovative activities that the whole community can take advantage of and benefit from
- Anything which can be developed into youth facilities rather than these building/sites going to ruin. If they cannot be redeveloped they should be returned to the ground and made into green sites (£££ permitting).
- Something for the community
- Low cost housing? Small flats for town residents NOT to be bought by landlords charging exorbitant rents
- The police station is allegedly moving so turn the building into a bowling alley unless one is going to be built on the new estates. Otherwise a small cinema would be good. The

magistrates court is now privately owned-isn't it ?

- An escape rooms/indoor play or bowling/cinema
- I would want to know what exactly us means by the TA and police station being redeveloped as I thought they were in use by those organisations. Swaffham needs a police presence.

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

Agree: 40

Disagree: 1

**Post-it note**

- NO COMMENTS

**ONLINE**

Agree: 89

Disagree: 2

- Infrastructure has to support any growth.
- We need a decent NHS dentist.
- Surely these key Planning objectives anyway?
- Surely, this is a given?
- The GP surgeries already cater for all Swaffham residents, plus several local villages. Care must be taken not to overstretch these resources.
- For areas of Swaffham not just the North of the town
- A and e hospital needed now due to size of town, and age of average person residing.
- Do you mean for local residents? Or visitors ??
- it is really hard to get non urgent appointment for both doctor and dentist, I have had to go private at the dentist
- Campingland Surgery is full. Waiting lists for a Doctor's appointment is around 1 month+. I wish Swaffham Council would understand that it's all fair and well increasing housing/residential areas, but without the health/social care/schooling/etc. to back it up, we are just pushing for families to pursue other town's services, rather than our own.
- Within current budget realities. There is no point making plans for anything which the CCG and NHS England cannot support - reference the recent outline application by Abel's which included a new health centre but which the NHS made clear was unwanted, unnecessary, unaffordable and unsustainable.
- Need to strongly consider the capacity health care devices currently have and how they will cope with an expanding population. GP recruitment is at critical levels and the future predictions in this area are concerning.
- Make sure existing patients can stay with their current practices
- More doctors and dentists are needed!
- Swaffham needs more doctors or at least another surgery
- We are desperate for another dentist and doctors surgery, especially if more houses are built.
- Yes, as mentioned previously all future developments must ensure that they have an upscale in amenities including schools and healthcare. Social Care is required however any care homes should be exceptionally well sited for transport links to shops and healthcare facilities.
- Improve facilities at the cottage hospital. X-rays no longer done here, travel to Kings Lynn is not appropriate for infirm/aged.
- A and e facilities
- No point in expanding the town when one has to wait an average of three weeks to see a

doctor.

- The three surgeries should work together with the Cottage Hospital
- Make more provision for health checks and treatment, to save having to go to the QE in Lynn for just a few minutes treatment.
- This is for vote. Shameful it should be a given.

**POLICY IDEA: Support for further Primary Health Care provision**

• What?

• Where?

Agree: 95

Disagree: 2

**Post-it note**

- Medical centre
- A new Ds surgery suggested for South end of town \*\*\* \*
- More Drs or just moving the existing ones? If more housing then we need more Drs \*
- More NHS Dentists
- GP Surgeries / dentists need expanding – how can we help? \*
- Definite need for NHS dentists
- This is about NHS England not STC
- Need Drs surgery/medical centre south of the town to support new developments \*
- Increase use of Community Hospital for certain services to save trip to Kings Lynn
- Require more Drs & dentists \*\*
- We need to make sure we keep what we have- the cottage hospital is a brilliant local resource that could be better utilised
- Need 'walk in' health centre
- More Drs & Dentists including NHS – current no's are grossly inadequate
- Walk in small surgeries unit at the Community Hospital like Cromer
- Develop more clinics
- Improve Services for new residents, more Drs, more dentists, cheaper opticians
- Require a minor injury unit within the town. Not to rely solely on Dr surgeries \*\*

**ONLINE**

Agree: 84

Disagree:3

- GP clinic. Expand one of the supermarkets to have a pharmacy such Sainsbury's Kings Lynn
- Allow Campingland surgery to expand into its potential site.
- Does NHS dentist count? Surely we have enough GPs? Also, does anyone even know what the hospital in Swaffham does?!
- Within the remit of the NHS and beyond our control, it is not something that can be pulled out of thin air at the whim of a developer.
- I know Campingland wants to build on it's land so why the what and where !!!!... suspicious of motives behind this
- Has NHS England and the local doctors been involved in setting the idea ???
- Agree in principle but due regard needs to be taken of Campinglands desire to expand as indicated in submitted comments. It is unclear if this Policy idea seeks additional to that.
- The new housing should always be supported by health care provision - surely a fundamental duty of the Council.
- Police station site?

- Another doctors surgery to take the pressure off the existing 2.
- Plowright could support more GPs. recruitment and retention needs looking at
- Unsure what Primary Health Care entails, but further support for further resources is always a good thing, providing we aren't charged more on our Council Tax for it!
- Who says this is needed? Public perception or actual data?
- Expand use of branch surgeries in existing practices. Support development and expansion of existing practices.
- Have access to care not provided at the weekend such as dental and back care
- Minor injuries unit Sexual health care Mobility shop
- Big medical centre would benefit the town
- More doctors surgeries for the growing population
- Doctors surgery at Redlands end of town.
- Only if more housing is constructed. It should be in keeping with the immediate buildings in the vicinity and should be in the new areas that are to be developed.
- Amalgamate the 3 current GP surgeries into one large one. Campingland surgery owns land at the rear. Demolish the current surgery and build a new one with adequate parking.
- Narborough as it doesn't have anything
- More GPs
- Need to develop what is already in place, Plowright surgery could have the capacity
- Develop further the Plowright Surgery
- Cottage Hospital or Manor Farm centre has quite a lot of space to develop.
- Better use of cottage hospital. There is an elderly population here evidenced by all the care homes and elderly/retired housing. Kings Lynn is a long way for such people when there is a cottage hospital on the doorstep. If the TA Venter is up for redevelopment.. well there is plenty of parking available there which would make life easier for attending the hospital.

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

Agree: 39

Disagree: 0

**Post-it note**

- NO COMMENTS

**ONLINE**

Agree: 86

Disagree:2

- But is this not already the case? This is a bizarre statement. Surely no one would ever say in Swaffham we want 'to fail to ensure sufficient provision of education' would they?
- Again these are planning objectives surely?
- This is already covered in Norfolk County Council S106 agreements.
- Of course!
- big problem in west Norfolk on social mobility and failing schools. don't know how to improve
- No brainer!
- More baby classes e.g.: baby massage, baby sign language etc.
- Think this section always gets its fair share off help put it where its really needed
- Norfolk County Council have responsibilities around this so what impact can the Neighbourhood Plan have?
- Swaffham needs some more preschools
- More younger years child care is needed desperately in the town. And also after school care

is needed

- There's a lack of childcare school holiday clubs
- Without question! Schools are already at saturation point within Swaffham and NO new housing should be constructed without at least a new Primary School and an increase in provision at Nicholas Hammond High School. If possible the Town could become a specialist in Rural and Farming education by building a College to facilitate such teaching? Early years provision is not sufficient in Swaffham currently and an upscale is required to keep pace with the natural population.
- I think provision is already good.
- I am a teacher and feel there is a huge lack in preschool facilities and places for primary age children to go
- Already is plenty for children
- I can't believe this like so many of the questions is being asked...

**POLICY IDEA: Planning Applications that seek to address a shortfall in preschool provision will be supported.**

Agree: 68

Disagree: 3

**Post-it note**

- Support your local School – an outstanding setting \*
- Support Free school in Swaffham at Sacred Heart \*\*\*\*
- Need to have more school places \*

**ONLINE**

Agree: 79

Disagree: 7

- As long as the application is suitable in all other ways
- Provided they are in suitable locations
- Is there a shortfall? If yes, why are we building more houses and encouraging more families or people with young children? I have a young child and I'm not sure there is an issue here.
- Not at all costs
- I believe NCC already deal with this
- I'm led to believe this is covered in NCC policy ???
- see submitted comments
- Encourage local residents to train to become registered child-minders, offering quality flexible EYFS provision, working from home.
- Is there a shortfall of provision? Proven or perceived?
- No child-minders in Swaffham still?
- Sounds like a bribe to me
- More Pre-school / nursery provisions definitely required that can offer full day child care and during school holidays
- Pre school could be made bigger to allow more spaces for children
- Yes this is paramount to ensure that you attract families to the town. Without childcare provision those working families may not chose to settle in Swaffham or use facilities elsewhere.
- Not enough affordable nurseries

**POLICY IDEA: Support expansion of existing schools to allow for increase in school pupil numbers.**

Agree: 87

Disagree: 7

**Post-it note**

- If you have more schools, you will need more litter bins
- School provision needs to expand & improve \*
- This is up to NCC not STC
- This is really important – schools are over subscribed STC should do whatever they can to help (no more housing until enough schools)
- Need to work with Academy Trusts -TNHA & SJA \*
- Need to rethink post 11 education

#### **ONLINE**

Agree: 75

Disagree:13

- Build new schools
- Mega schools are not necessarily the solution. If there is a need for more schools then we need to halt development until more schools are built or make catchment areas smaller.
- Cannot comment
- no point unless schools are of good quality
- I do not believe that increasing the capacity of the infant and the junior school provides parents with adequate choice of educational establishments. A second primary school should be established, in a new build area, to allow for increasing numbers of young families in the town.
- The existing schools are big enough as it is! Classes are full to overfull! An additional school should be built. Class sizes need addressing, and possibly schools built in existing villages, like at Necton to relieve the pressure on Swaffham.
- Improvements within Swaffham schools before increasing pupil numbers
- Strongly agree.
- Build another school rather than increases pupil numbers at current schools
- Rather see additional school that see a massive school
- Understand that expansion to our schools would bring further traffic to our towns - with this idea, please pursue further looks into Swaffham road infrastructure/pollution. Brandon Road, Station Street and the junction from Haspall's Road/London Road are DREADFUL at the best of times during school open/close times.
- New school too take the overload needed
- Norfolk County Council has responsibilities around this
- Need to address high level of mental health problems in current local schools as well.
- No choice!
- Additional school site may be a better option once schools grow too large they become impersonal and outcomes for children can reduce
- White Cross Road could not cope with anymore traffic during school drop off and pick up times. Some parents have little respect for the resident's there, blocking their driveways and damaging grass areas. I think more schools should be built on the outskirts of town near the new developments. It would be easier for parents and a big relief for the resident's.
- All the schools need to expand or new schools need to be built
- Needed as more house are built and also parking for all the schools.
- Agree, but if a sizeable development is built- especially to the East (Towards Norwich Road/A47) then a brand new school would be better. This cost should be shared by the developer and authorities.
- I very much agree I had to put my oldest son on a waiting list at the age of 10 months.
- However no point in expanding a high school that has unfortunately been tarred with a bad

- reputation, pressure must be put on the Academy management to improve
- Schools need to improve. Too much turnover of staff. Not sure why.
- There is also a very good private school which is not sufficiently promoted and again with little cohesion between town and school. I think this should also be considered to meet school demands. Not for everyone but it is an option.

## HOUSING AND THE BUILT ENVIRONMENT

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

Agree: 49

Disagree:14

### Post-it note

- If housing comes to East need Traffic calming along New Sporle Road, Longfields & White Cross St – 30 mph not 50!
- We should be looking after our own before others
- Develop the North of the Town
- Redevelop existing locations rather than build more housing
- Sustainable building is the future & cost effective
- House to be built sandstone & flint
- Only housing when infrastructure is in place
- Need more services – draining New Sporle Road
- First sort out the infrastructure - sewage, water etc.
- Before anymore housing need guaranteed services included Drs, Dentists, schools, shops etc.

### ONLINE

Agree: 78

Disagree:12

- Sound objective. As long as the infrastructure to support is updated as well.
- Affordable homes too. Thought given to access to town from the new estates, footpaths and cycle paths
- As previously stated Swaffham need to keep its historic atmosphere. Must not over develop as tourists will not visit
- The Policy ideas do not positively indicate that they are broadly accepting of Breckland Local Plan at Inspection. No clarity that the NP should be in line with such policies.
- and affordable homes
- Agree houses need to be built but at the current rate it's too quick. The town infrastructure is not keeping up.
- There are enough properties already putting a strain on the amenities in town at present. Infrastructure, even an A&E hospital, is needed to be built before any future houses built.
- Will housing be mixed? i.e. not all detached houses in one place.
- Mixed communities essential. Beneficial for all ages in terms of physical and emotional wellbeing.
- Just to ensure that it doesn't become too built up and keeps some of the natural surrounds
- No more houses
- Yes there needs to be a mixture of housing. However the type of housing should be well thought through and should be affordable but also have scope for future proofing.
- I am a new resident and have moved into a new build development.
- Too many large houses being built, developers promise low cost housing when putting in



plans but it doesn't happen and council allows this

- Think they need to be priced for local people and part ownership is a good idea. Earnings in the area are not high. Most houses about £200000 Are well above locals reach and bought by people moving from other dearer areas.
- There is not adequate infrastructure in place. Shops are concentrated at one end and housing the other increasing the traffic through the town centre. Parking is abysmal. Speeding is frequent and paths are narrow. HGV and agricultural vehicles are amongst the worst offenders. Infrastructure needs to be in place first. The leisure facilities are appalling, practically non existent, the town looks tacky due to all the charity shops, there is little for families here.

**POLICY IDEA: Encourage a wide range of types of housing to enable a mixed community including:**

- Retirement living housing (e.g. supported housing, bungalows and retirement complexes)
- Family housing
- Starter homes, including one-bedroomed properties
- Adaptable, 'life time' homes
- Affordable housing – is the need in Swaffham higher than the district level (25%)?

Agree: 90

Disagree:26

**Post-it note**

- Swimming pool and more activities for young people
- To many houses not enough pull from jobs, shops, amenities
- Must have infrastructure before more housing \*
- Need more affordable / starter housing less large expensive housing \*
- The NHS provision in the town centre cannot support more elderly people
- Social housing needed
- Social housing with facilities
- Stop building we have enough houses
- Affordable housing based on local average wages! Less executive home
- Start Homes? A joke? Surely very few of them
- Need family housing so that our community is balanced and is not just a town full of retirees
- Ensure good drainage please
- Need for housing for young families, not just retired from the South of England
- More Drs & Dentists before we start building more houses
- Get rid of the abused word 'affordable' – it is meaningless. Much more social (council) houses for next is the real need.
- Sports & recreational facilities need to be essential to this
- Social housing needed \*
- More family & starter homes
- Provide new public-sector housing – affordable rent – lifetime security

**ONLINE**

Agree: 76

Disagree:12

- To be well thought through and to be suitable for all where people have a higher priority than cars.
- As long as we do not over develop.
- We have recently seen an increase in drug use and open drug dealing in public areas in Swaffham as well as drinking on the streets and rubbish in the parks. If Swaffham is

somewhere we as a family feel comfortable raising our child it needs to be a place full of working people willing to contribute to society and take responsibility for their home area. We left London to have a safer life. Affordable housing in 2018 too often is a euphemism for association housing for alcoholics, drug users and criminals. That is not something to want to encourage in Swaffham. Affordable housing in 2018 is not the same as previous decades when it enabled low income working families, who wanted to contribute to society, to have homes. Now is not a time to be naïve. Just because housing associations are easy money that doesn't mean we should sell out to them.

- I agree with the provision of Affordable Housing provided that 100% are available to purchase through shared ownership of rent to buy etc.. However, the higher the percentage the greater the dis-incentive for developers build, 25% is already a huge burden on developers
- I accept what is in Breckland's plan. Not any extra unless it's on small sites
- Does this agree with Breckland local plan
- see submitted comments
- I am not convinced that planning for more than 25% so-called 'affordable housing' is either realistic or desirable
- small homes, self-build,
- The affordable housing needs to be for the local people only otherwise they will still be priced out.
- In moderation
- How accessible will these homes be for services and shops?
- Do you not think we already have enough retirement homes and bungalows? Me and my partner are looking to buy in Swaffham and there is nothing to buy other than houses for the elderly and the over priced able, avant and Taylor wimpy new builds.
- Would like to see local people given first offer on housing instead of outsiders . keep families together x
- Definitely required. I would like to place emphasis that hardly anyone my age that have stayed in the area have successfully been able to rent/mortgage a house within the Swaffham area, moving to places further afield such as Dereham/Norwich. I am one of the lucky ones, however, it is incredibly disheartening to know that along my street of 10 houses (ranging from 2 bed to 3), 4 of them are second houses owned by people from the London/Kent area.
- Would be nice that the new teenagers can have homes in Swaffham, to be independent off parents at a affordable rent
- It was made clear in feedback to the recent Abel's outline planning application that local health services cannot support more elderly people. The age profile of the town is already disproportionately elderly, we need to encourage younger people to live here and make it sustainable.
- These housing options should be truly mixed so that social groups are not isolated.
- No more houses
- The “affordable” housing must be affordable to people’s wages
- Why does affordable housing need to be higher than the district level it brings the town down housing is cheaper in Swaffham than other towns anyway
- Swaffham needs something to attract people to want to live here, Swaffham's current state can't compete with places like Kings Lynn and Dereham with more shops/job opportunities and better/cheaper housing
- Partially agree, whilst there is a distinctively old population of this town, no single place should become a retirement population. Swaffham is changing to reflect this but more sensible family homes are required. One bedroom property's I cannot support in a Town

such as ours due to the wide range of property's already for sale in that bracket. Please see the abundance of 1-2 bedroom houses available on London road. If the planners are to commit to too many houses of either type then the town could change beyond recognition and force people away in the long term.

- I do not think the need for affordable housing in Swaffham is higher than the district level quoted.
- More starter homes than anything
- As long as they are built in the correct part of town, not to the south but north of the A47
- Need more affordable homes for locals that want to stop here.
- Infrastructure as previous

**POLICY IDEA: Preference for development to take place to the east of the town (to give a more balanced geographical distribution of housing), not to south and north (which could create ribbon development). New services will be required. Should a corridor of land on the west side of the town be kept available in the longer term for a future relief road, and associated development?**

Agree: 88

Disagree: 44

**Post-it note**

- Too much housing development at southern end of town
- Affordable housing to meet need of local families
- Think about bad town planning and how down turn in economy affect community
- Too many new houses already south of Swaffham
- We need to reduce motorized traffic an encourage walking & cycling
- Relief Road with light industry estate
- As long as green space is preserved, I see no problem
- More thought before housing
- More facilities for new developments - Drs & Dentists
- No more in town infill housing – too crowded ruining lanes atmosphere e.g. Pightle
- Hold onto the Banks in town
- Ok if land drained to avoid flooding problems
- No to Relief Road - Yes to better traffic management – limit lorries – look at pinch points
- New housing at Redlands is in places generating rubbish in hedges e.g. Dumped furniture
- Affordable housing for younger generation
- Not a corridor to the West why not east – it would work just as well
- We definitely need a relief road. Living on London Street the traffic is horrendous particularly over weekends
- Basic Infrastructure particularly roads needs sorting before more housing is proposed / developed

**ONLINE**

Agree: 72

Disagree:15

- As a resident on London St, there definitely needs to be further consideration to the traffic through the town. If this is in potentially a relief road to the West, this option should be kept open. Especially with increased housing.
- This would future proof the town and assist with pollution reduction
- Because development to the east will compromise valuable open space including Tumbler Hill allotments and the orchard and adjacent open space. The closeness of the wind turbine means that any properties will not be attractive to buyers due to the noise and flicker effect. The land is unsuitable due to surface flooding. Erosion of the farmland surrounding

Swaffham will inevitably change its character leading to the nicer areas just being a large housing estate with the other areas being industrial or roads.

- The most suitable location for a relief road should be decided first.
- Traffic needs to come through town to encourage visitors. What about an outer ring road / one way system and banning trucks from the town centre?
- A full traffic survey needs to be conducted to fully understand the traffic flows in and around the town, that should provide some indication of the best route around the town. But why does there have to be 'associated development'?
- What associated development ?? A relief road will probably take tourist away from the town and this will make that worse.
- What associated development ???
- see submitted comments
- A relief road is both desirable and very necessary for the health and welfare of the local residents. The present traffic volume and resultant pollution is hazardous and detrimental to the health of residents and I consider that the Council have a moral and probably legal obligation to deal with this problem without delay.
- we need a bypass
- The infrastructure of the big roundabout on the Brandon road is already there. Use it. Why build where the roads would not cope.
- If Swaffham continues to grow the town centre will be unable to cope with the increased traffic therefore forward planning should include an alternative traffic route.
- I think a relief road would be better placed to the east to link onto the Norwich Road then on to the MacDonald's A47 roundabout.
- The building of a relief road has not been successful so anticipate that any such land would be for development.
- Relief road ????
- a potential relief road would be good and new infrastructure is essential especially health services like GP and dentists,
- DEFINITELY AGREED! Strongly. The pollution levels in Swaffham are disgraceful. I hate being situated along the ribbon development of Swaffham.
- Yes traffic problems not good for them that live here and can not get through the town to either home or destination
- Definitely not more building to the south. East makes sense so long as the allotments aren't put under threat. Do we really need a relief Road or just more sensible management of what already exists. A relief Road would be prohibitively expensive - better to improve what we already have.
- I disagree with the need for a relief road. Whilst acknowledging the town is busier I believe the impact of a road would be detrimental to through trade. Focus should be on improving junctions along the A1065 in the town.
- Geographical distribution seems sensible with access to services improved for all
- Houses need to be evenly spread, look at not making it overcrowded and the road situation needs to be looked into first as it can be very hard to even get on the road through Swaffham at key times
- Road yes. Housing no.
- There is a need for a relief road that runs north to south. Queuing at times to move from the Taylor Wimpey estate to the bus stop in town can take 15 minutes on occasion simply due to the volume of traffic
- A relief road hasn't been built despite loads of talk/debate over the past 30 years so it's not going to happen now...
- Yes, as previous comments, I believe that the A1065 is saturated to breaking point. On a

busy summers day the town can suffer complete gridlock. Any further development of the North-South line (A1065) would only exacerbate the problem and I believe the Town would fail to comply with air regulations and health would suffer as a result. A by-pass is the only solution linking A1065 to the A47. I believe that the East side towards Norwich and the A47 road is a better side for building due to the better transport link it possesses.

- A relief/bypass road is a major need. It could be built from a new turning off the Redlands roundabout and go west to join either the A47 or the roundabout that turns off the A47 to Downham Market.
- Yes more access routes to ease congestion through the town. More services also need to be built such as schools, shops and medical centres.
- Town is starting to look like a long corridor
- We definitely need a by-pass now, especially now so many housing estates are springing up and maybe more in the future.
- We should not build every where. We need green space and more amenities for everyone especially young families/teenagers and pre retirement age.
- A relief road is needed.

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

Agree: 64

Disagree: 0

**Post-it note**

- Don't lose the allotments
- Look after footpaths
- More community spaces
- No more houses \*\*\*
- Bigger town = more crime
- Spaces for younger people not just focus on Rec Ground
- An arts hub for the young.
- Youth clubs?
- Look after the youth of Swaffham
- Why is money being wasted on meetings etc. when your minds are already made up. How is that being truthful & honest and what the people want

**ONLINE**

Agree: 86

Disagree:5

- Further additions to recreation facilities are needed.
- The amount of development needs to be considered against the size of the town, it's facilities or more relevantly the lack of them and whether the level of development is appropriate.
- The land adjacent to Campingland should be retained as open space
- We need a decent public park to encourage visitors and well signed car parks on the edge of town to decrease parking in town so we can have street stalls and better pedestrianisation of town. Why can't the market cross / assembly rooms car park become a green space? The market stalls can be situated in the other parking spaces / wide pavements and the green space would attract visitors who would go to the museum and cafés as well.
- we are sorely lacking community space outside in Swaffham
- Swaffham has already lost much of its character and heritage which is a shame .I hope it

can regain its last bit feel it will not

- But at the same time provide sufficient modern facilities to accommodate the increasing population
- More attractive public space is needed. Better use of bandstand area. Signage to theatre street car park..
- Not sure what kind of public space is intended. These may need to be cared for both by residents and councils.
- I wish ????
- Duck pond could do with being looked after better, ducks should be left alone, they were there before people moved into area, if they didn't like ducks then they shouldn't have moved there in first place. The duck pond and ducks are apart off Swaffham and could be a lovely attraction if better looked after
- Where would the public spaces be though if all the available land is used for housing?
- Who's going to benefit from spending money on stuff like that? Not Swaffham residents
- Yes. Rather than the monstrosity of a development proposed by Abel Homes on the A1065 building overpriced houses, we should be preserving the green spaces that we currently have. This is important as we have important tree lines around the edges of town with hedgerows. Building on these should be of last resort. Any future shops should tie into the town plan for retail. This is important as there are empty retail units currently in the town centre.
- Where? shops
- Definitely need to compliment areas around
- Nice idea but again not confident of its application

**POLICY IDEA: Encourage the use of vacant/redundant buildings, with first preference for community use on the ground floor in the town centre.**

• **Are there any places?**

Agree: 112

Disagree: 1

**Post-it note**

- Campingland
- Great Idea!!
- Give the youth more options of something to do \*\*\*
- Lloyds
- Sixth Form gym
- Savers
- The old school buildings behind the market place would make ideal public use space
- Creative arts space / creative tech space
- Old School / Antiques place – should be a mall with coffee shop
- More community space – artistic / creative tech space
- Barclays
- Cycle paths for children \*\*

**ONLINE**

Agree: 79

Disagree: 11

- Bring people to live in all areas this might help to reduce anti social behaviour
- First preference should be commercial use, then community with charity shops last as there is already too many.
- We need business development not community spaces that fail to bring money into town.

We need to encourage actual businesses and not just charity shops so people have a purpose to visit town.

- Shops should stay as shops. Keep our town centre.
- I believe this is not allowed in regulation
- see submitted comments. This Policy idea also conflicts with Policy idea 53. One seeks to re-use vacant town centre retail for community use while the other seeks to support additional out of town retail. Therefore both conflict not only with Breckland Retail Policy but also NPPF.
- yes or social enterprises
- There needs to be more restaurants and variety of shops in the town. If the vacant properties are for community use this will not encourage more people to shop in town.
- Hey rod of the charity shops and encourage some more shops to come in or diverse delis or bespoke type shops and give the town a facelift
- Although it is good for people to be able to walk to places in the centre I think a lot of people prefer to drive so purpose built community centres should be supported or built in areas on the borders of the town centre to allow for the associated parking.
- Soft play for young children is needed.
- Who would manage these?
- Please stop approving charity shops in Swaffham. Just check the 'Swaffham Community Notice Board' Facebook page to understand the majority's feedback on the approval of these shops. Please see following link to understand residents' views:  
[https://www.facebook.com/groups/431022490440741/for\\_sale\\_search/?forsailesearchtype=all&query=charity%20shop&referral\\_surface=direct\\_link&availability=available](https://www.facebook.com/groups/431022490440741/for_sale_search/?forsailesearchtype=all&query=charity%20shop&referral_surface=direct_link&availability=available)
- Quite a few and some property's should be made to do tidy-up to stop looking like a eye sore
- Much better to use what exists effectively than keep striving for new.
- Stop building charity shops and funeral parlours!! We need proper, cheaper clothes shops
- There are too many empty spaces which need filling to make this a vibrant town
- If this is regarding the empty shops in the town centre then the town needs to be more particular about the shops they let use the building look for shops that are needed
- No more blooming charity shops
- Shop units need to be filled and new units need to be built to hold larger chain stores, council need to help small businesses with high rental prices in town centre units.
- Preferably no more charity shops
- Agree, but to what function? If there are empty buildings and shops in the Town Centre then the Council should review what it charges for rent in the 'Internet Age'. But I do agree that anything redundant should be reviewed and put to better use if at all possible.
- Shops/trade are needed.
- Police station
- Plowright place
- Definitely use what we have. Nothing worse than empty buildings
- I would like to see more businesses encourages so creating jobs and boosting the economy I believe there are enough options for community use. There are no shortage of successful market Towns Swaffham could be modelled on.

**POLICY IDEA: Encourage opportunities for people to self-build their own home.**

Agree: 38

Disagree: 28

**Post-it note**

- There will be no control of where they build
- As long as there is some regulation, good idea!

- No more houses
- No more building

### **ONLINE**

Agree: 61

Disagree:27

- Only as long as such development is appropriate to the town street scene.
- Individual houses in keeping with the character of the town should be encouraged
- Where? There is no land in town. Plus we need a cohesive vision to promote tourism and visitors.
- but suitable land would have to be made available at an affordable price
- Only if the planning authorities are diligent in controlling this.
- If it's the future home owners that are building the home, rather than building and selling on or renting out at inflated prices.
- There needs to be some sort of overall control and not have mismatched buildings going up everywhere
- As a trial with strict guidelines as to size and style - I am all for people being able to get their own homes.
- Only with appropriate planning permission.
- Good idea for the younger people off Swaffham
- I don't see that this is of any consequence one way or the other
- Not applicable
- Those who have money for such things will push these through anyway. The Council should look to ensure that medium sized developers are tasked with providing any future housing.
- Not sure how this would work but would be interesting if it could be done
- Why? How is that helping the town the infrastructure or the community.

**POLICY IDEA: Ensure the protection of locally important areas of green space. The following areas are to be designated as 'Local Green Spaces' (for special protection):**

- Antinghams
- Recreation ground
- Merryweather
- Manor house grounds
- Railway line for access
- Allotments?
- Any others?

Agree: 169

Disagree: 1

### **Post-it note**

- Enhance the public footpath around the town – link to Peddars Way \*
- Save Antinghams!
- Provision for people to travel through developments with green ribbons not always needing to take a car journey
- Why do allotments have a query – they should be sacrosanct
- Cycle paths
- The Community need green space – stop building on them
- Green space still needs to be maintained
- Agreed but we also need to improve the quality & maintenance of open space e.g. litter, more planting
- Keep our allotments – don't use them for development



- You have been closing allotments
- Very important to keep green space – need to make it attractive & useable
- Where are all the amenities for all this? i.e. schools dentists, doctors which if we use existing ones can't get appointment now!!
- Make sure all green spaces are accessible for those with mobility problems \*
- Totally support saving our green spaces. Let's not see more car parking & housing on the Antinghams or Campingland
- Link up all the footpaths; map them & promote. These are vital to health & happiness & wellbeing.

### **ONLINE**

Agree: 89

Disagree:1

- The allotments should also be protected. For a town that is growing we really lack a decent public park with a pond, walking track and cafe. The kind of public place that attracts all members of the community and not just dog walkers and younger people.
- can we make the buttercross a green space through planting?
- The recreation ground fitness equipment was a waste of public money never seen anybody using it would have been better making the children's area much bigger
- Allotments should be a firm Local Green Space not a questioned one.
- something needs doing about the persistent fly tipping on the cricket ground
- STRONGLY AGREED! Provides distinct character for our town and breaks up the large amounts of housing developments/roads.
- Please keep the big areas of land available to the north east, near orford road at least and the railway line - most importantly the recreation ground
- Definitely those suggested above and those already protected.
- Where is Antinghams?
- Oakland's playing field
- Have a usable railway line to ease traffic and pollution issues in the town
- Definitely the railway line for walkers. Its a very good round robin walk, and used by various groups and individuals. Work is needed on the public footpaths as these are very muddy and neglected now.
- Many allotments are sold. We need to look after the green spaces. Need to be used by local and visitors. Need to be kept tidy.
- Green space is becoming rare Swaffham has a rich heritage which should be preserved and every attempt should be made to recapture it. It could be a very picturesque town.

**POLICY IDEA: New developments located at the town entrances (particularly along the Norwich Road), must enhance the approach to the town, for example through the provision of signage, trees, shrubs, flower planting and buildings in character with the town.**

• **Where?**

Agree: 133

Disagree: 6

### **Post-it note**

- Not overcrowded car parking – to be unobtrusive
- New housing on Brandon Road could be enhanced by tree planting – currently a bit severe
- Better architecture in keeping with the town
- Is this over and above the approx..400 houses already planned?
- Make positive speed controls \*\*
- Potholes!!

- Road Maintenance?
- Flower beds
- Absolutely nothing for the younger generation of Swaffham – swimming pool? Bike paths?, Indoor play?
- Building should be Norwich Road Loads of space and great access for Lynn & Norwich via A47
- Need approaches to be well looked after if planted
- Roundabout at Watton Road

#### **ONLINE**

Agree: 81

Disagree 6

- It would be silly to build the type of houses / environment that exist in any generic dormitory town. Let's celebrate the character and beauty of Swaffham.
- Why no mention of Swaffham as a whole??
- Is this not normal Breckland policy
- see submitted comment
- Tree and shrub planting should be undertaken along the road verges wherever possible to play a part in absorbing harmful air pollution. This is particularly important along the A1065 south of the town which is used by a great deal of heavy commercial traffic - which is often stationary, a situation that results in even more pollution.
- and infrastructure
- Brandon road into the town is a disgrace and not attractive
- I agree but any further developments should link in with any current or future roads to carry through traffic away from the town centre. Also lets not forget the agricultural influences past and present - I for one love seeing tractors on the road.
- No new developments should be made til infrastructure sorted. A pathway needs putting in as it is, due to pedestrians walking up the road from captains close to the infant school!
- Kinda a waste of money, it's not going to bring more people to the town because the entrance looks nice, if they are coming to Swaffham then they will already be here before thinking the entrance doesn't look nice. My only suggestion would be to stop putting skanky looking caravan parks at most of the entrances.
- Strongly agreed. I love the beautiful flower box placed under the Welcome to Swaffham sign as you come in on Brandon Road/A1065. Also, I like the linked signs/town partnerships with Couhe Verac, etc.
- No comment for this one
- Rather not expand the town any further
- Would be nice to improve throughout the town
- Agreed, all future housing should reflect that part of the town. The housing from the Norwich road is very nice and presents a great image of the town. Whilst important to have the variation in property, I wouldn't be happy to have a 1 bedroom house built next to a £450K property. This part of town is green and should also be rendered as such if developed.
- But...encourage the planting of trees that won't just be silver birch, we should be planting oaks etc.
- The answer is within the question.

**POLICY IDEA: Development proposals that respond positively to creating an attractive local townscape and enhance the town's visual appearance will be supported.**

Agree: 86

Disagree: 0

### **Post-it note**

- Quality of pavement and landscaping around town centre needs improving
- Don't build in places where people will need cars, eliminate cars please
- Who will be living in the social housing? – that will determine the size and affordability – demographics will determine future \*

### **ONLINE**

Agree: 86

Disagree: 2

- Water fountain in centre.
- Only if the main development is appropriate in every way.
- More Market Cross cafés and less Pound Stretchers please!!!
- PoundStretchers do not attract tourists or visitors.
- see submitted comment
- but only with guaranteed infrastructure
- Who decides what is an attractive townscape?
- Providing they do not promote ribbon developments/ruin the countryside views.
- More money should be put into Swaffham to make more attractive and encourage outsiders to come and spend time and money in Swaffham especially at Christmas time it's a poor display at Christmas not much thought too attracted many people for the switch on off lights especially as there no switch on as they have been on all year, money best spent doing the town up at Christmas then leaving lights on **all** year, summer evenings I can see a point but all year no I don't, waste off money
- Must not compromise local businesses. Large corporations such as Tesco are pleased to throw cash at things but this is often at the cost of local small businesses which are essential for a town such as Swaffham to retain its character.
- Yes but only if amenities such as doctors, Schools and the existing infrastructure can support such developments!
- Supported by whom? Council? Residents?
- Yes but need more amenities such as schools, shops and medical centres
- Preserve the centre by rerouting heavy lorries, vans and polluting vehicles around the outskirts. This will make it cleaner and safer for the public and preserve the lovely buildings.
- I support anything that enhances the look of the town. Assyrian could be very prestigious if developed correctly with adequate infrastructure in place.

**POLICY IDEA: New housing should be designed to be in keeping, complementing and enhancing the existing character of Swaffham. What does good design look like?**

- Details and materials
- Layout
- Height
- Scale
- Energy efficiency features
- Others?

Agree: 117

Disagree: 8

### **Post-it note**

- Use Flint & Carr stone
- Building needs to be properly controlled – not left to developers who are most interested in making money \*
- New housing should embrace modern architecture. It should be bold & fit for the future not

always looking to the past.

- Do not overdevelop new housing sites like Redlands
- Homes should all be built to high standards, well insulated to reduce carbon footprint
- Energy efficient (some with solar panels - homes, with that slightly periodic design)
- No more Abel Homes similar to the design presently being used – the wooden panels look terrible
- Make homes as green as possible, solar panels
- By designing with thought
- Need 'Norfolk' housing not 'anywhere' housing
- Enough space between houses – not all just crammed in i.e. in keeping with a country market town
- Energy efficient local style – low use, pan tiles, brick & flint, gardens, small scale
- More in keeping with building around them
- New houses on New Development must in keeping with the character of the town Swans Nest does nothing for the town & is well out of keeping.

#### **ONLINE**

Agree: 83

Disagree:7

- Flint brick work in line with character Norfolk properties.
- To distinguish it from any other development in another town
- We need to balance sustainability and our traditional Georgian heritage. If we can that will attract visitors and help bring money into Swaffham so that we become a more prosperous destination town which is a lovely, safe place to live.
- Has to be in keeping with the surrounding area
- What's wrong with existing policy?? Does it not do this??
- Surely this is standard Breckland policy
- This Policy idea accords with Breckland HOU Policies.
- Additional new housing must be accompanied by additional infrastructure - schools, health centres parking etc.
- what is the existing character of Swaffham, interesting buildings should be made. I would suggest the latest abels development is not in keeping with good design
- No to high rise flats
- Affordable housing to support current residents and introduce young families to keep the town alive.
- Enough room around the house instead of squeezing in as many (behind the well laid out frontal few)! But infrastructure in town is greatly needed before any more houses to be built!
- Deff go with energy efficient homes
- good design should incorporate space and gardens, houses shouldn't be allowed to be crammed in so that the max number can be built, parking is essential and not so overlooked.
- All I care for is this instance is that our beautiful Norfolk countryside views aren't spoilt.
- Yes Swaffham has a lovely charm about it don't spoil it
- Good design does not look like the ugly houses Abel's have built. They are totally out of character with the Town.
- Isn't this obvious?
- Not sure
- I don't feel that the new estate opposite Filby Road is in keeping with the existing characters of the town

- If it's going to be a diverse set of housing then I don't think it has to be in keeping with current houses to add extra character to the town
- Not like Abels houses! They should still look good in 30 years time, not be over height such as townhouses. There should be variation between 2,3 and 4 bedroom homes with sufficient parking. Materials should be in keeping with the current houses within the area of town which they are to be constructed.
- Good design that enhances the sites with plenty of parking
- Abel's homes are not in keeping with the "feel" of Norfolk, do not know how the design got through planning
- Hidden behind trees, to keep out noise and pollution.
- Answer with in the question. Any development should be all of these. Swaffham is a Georgian town is it not?

Please note, the following are protected through the Breckland Local Plan: Campinglands, Orford Road playing field, Football Club, Cricket Club, Rugby Club, cemeteries and burial ground.

**POLICY IDEA: Ensure that housing density is right for its location. Encouraging a gradual transition of density – higher density in centre of town, becoming less dense on moving out of the town, with soft well-landscaped, boundary edges of development where adjacent to open countryside.**

Agree: 107

Disagree: 2

#### Post-it note

- Shops & facilities should be in centre of town, not houses \*\*
- Over development will lead to loss of character careful consideration must be given to all new developments
- Infrastructure in place first – roads Drs dentists schools \*\*
- As long as infrastructure is put in first \*\*
- New housing/buildings should be maximum energy efficiency – solar panels etc.
- We should have no more housing until proper plans in place for infrastructure \*\*\*\*\*
- If School are in place and also things for children and families
- Good drainage please
- Infrastructure ad essential services first – road network & Drs \*

#### ONLINE

Agree: 79

Disagree: 9

- Existing housing density in and around the town centre should be retained.
- Why do we need to encourage density? Why do we need this forever expansion? We don't want to become Dereham, let's be happy being Swaffham and if we run out of housing so be it. We don't need to house everybody that wants to be here. Before encouraging yet more building let's fix the problems and infrastructure we have. Then we can encourage more homes. Let's not let developers get richer at the cost of our town and the people who already live here. We need a swimming pool, decent public park, decent NHS dentist, sports centre etc. before we build more houses. We can't trust the developers to give us these things, again, that would be naïve. Developers want money, that is their purpose. They don't care about the community. The community does not pay their bills.
- Density should not increase in any event
- Is this different to Breckland's Local Plan that I accept??If it's extra to that clarify if even more fields would be built on and where is being suggested

- Is this extra to Breckland local plan???
- see submitted comment
- appropriate density - so not necessarily as described
- Can the town centre cope with more building. Lack of building land in the town centre will surely automatically mean that more building will need to take place on the town's outskirts, although this should be done sympathetically.
- Although I am very nervous when the word density is used in relation to housing. I believe everyone benefits from a little space be it their own or something they overlook.
- AGREED STRONGLY! This is exactly what I have been linking to in my previous answers!!!!
- Properties should have well proportioned outside space also to enhance living conditions.
- Encourage work for all these extra people
- Keep development within the town. Rural lanes are not suitable for more traffic
- However not too dense in the town centre otherwise it can encourage anti social behaviour and defensible sites
- Not sure about this one. Can the centre of Swaffham become anymore dense? We need to maintain good parking in the centre of town to encourage people in to support businesses. A high proportion of the people leaving in Swaffham do have money but they are not supporting the town at the moment. We have too many empty shops and charity shops.
- There isn't the space in the town centre to put more housing. New builds need to be on the outskirts making the town larger in area.
- So how does anyone plan to develop high density housing within the town centre? This model of population density would only work in a city. Population increases will be secular in the areas that are built. I do strongly agree that the edges of town should be well landscaped and well kept, but I genuinely fail to see how more people will live in what is a tiny town centre.
- I think costs will determine such a scheme.

**POLICY IDEA: Ensure that buildings that are locally important in terms of their architectural, historical or cultural significance are protected (non-designated heritage assets). The following non-designated heritage assets should be protected:**

- Railway Station site
- Signal box base
- Green Britain Centre
- The Shambles
- Magazine (mid-19th century munitions store)
- Ash Close
- WW2 Pill boxes
- Campingland
- The Antinghams
- The corbel (historical feature on wall at Poundstretcher)
- St Guthlacs Chapel
- Baptist Church cemetery
- Town Pit (Richmond Plain)
- Cottage Hospital
- Cemetery Chapel
- The Crescent, White Cross Road
- Others?

Agree: 175

Disagree: 0

**Post-it note**

- Totally agree re heritage assets. Insist on significant parkland/open spaces with all new

developments rather than dense housing

- All houses / cottages in town centre area over 100 years old
- Protection of these sites is top priority – action required now
- Green Britain – such a great asset – under used - higher profile of EcoTech
- Restrict Whitecross road through traffic \*
- Reinstate rail link to Kings Lynn will help reduce road traffic – look at Borders railway in Scotland for example \*\*
- Corn Exchange
- Have some kind of traffic calming in Ash Close
- Make Northwell Poll road one way
- Make White Cross Road one way \*
- Protect Special Protection Area (SPA) area with rare birds
- Protect important buildings

#### **ONLINE**

Agree: 88

Disagree:2

- The Pightle and surrounding area
- What's special about Ash Close and WW11 pillbox
- corn exchange
- Hopefully we can rely on the various religious institutions to maintain their current sites.
- Cottage hospital need a larger site to enable parking
- Not changing these sites doesn't bring anything to the town.
- really doesn't bother me that any of these features are 'preserved' if new development would make things better and more efficient
- Fantastic idea! If fitting to the above, please add the Swaffham museum to this. Also, any monuments for the World Wars and additionally, Pedlar of Swaffham statues.
- Bears lane
- Would be great to have some support to help expand services at the cottage hospital to benefit people of the town
- Not sure
- I strongly agree with this.
- Why have these things not been publicised before? I have lived in Swaffham for nearly 20 years and have never heard or seen WW2 pill boxes.
- The old school
- This should be a given not open to the vote.

#### **TRANSPORT AND ACCESS**

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

Agree: 31

Disagree: 0

#### **Post-it note**

- North South bypass to the East with access from Brandon Rd & Watton Rd and North Pickenham Rds. Weight limit then to be enforced for town (with exception of deliveries)
- Something needs to be done to reduce long queues of traffic from North & South through Town Centre. Waiting at the traffic lights / roundabout builds up pollution (on those lovely

summer evenings!)

- Need to take away commercial / heavy traffic. But retain tourist traffic otherwise market town centre will not be seen by potential new users
- Suggest a direct bus link to QE hospital. Other market towns have one, why not us?
- Mark on future plan new Relief Rd linking Brandon Rd and A47
- Reintroduce local bus from Barton Bendish to Swaffham on Saturdays
- Dual A47
- Improve speed signage in Town on all roads
- Police to do more speed checks even at night time on Lynn Road
- Reduce speed limit in town on all roads to 20mph and enforce it!!
- Mini roundabouts located at Brandon Rd junction with Watton Rd
- Long delays during peak times - April to Oct for drivers trying to leave Watton Rd
- Keep car parking free – to encourage visitors – to stay & spend money
- Ban lorries going through town\*
- Parking restrictions in town are working well. Continue & enforce. This will encourage more use of town shops by locals & through traffic
- Robustly restrict and enforce HGV through traffic \*
- Enforce the yellow lines stop the bottlenecks \*
- Cut volume of through traffic N/S Relief Rd
- We need a Bypass
- Proper infrastructure for future needs
- Some new blood in the council not a rotation of existing

#### **ONLINE**

Agree: 85

Disagree:5

- Reduce speed limit to 20mph throughout town
- Relief road provision should be a priority Ring road / one way system so people can see town and want to visit. Car parks outside of town. Inner ring road and town centre as a pedestrian / golf buggy only space.
- Full traffic survey required ASAP, stop ALL development until issue resolved
- This would also help with air pollution problems.
- Ban lorries from using the town as a cut through. This will also help the congestion and pollution.
- YES, YES, A MILLION TIMES, YES! The main reason I took this survey was for this.
- Tractors Al so from dropping straw all over the place should be stopped it makes pavement very untidy in Watton Rd and slippery especially for the elderly the live round that area, as pavements are not very wide to allow more then one person to walk on pavement, could do with being made wider and maybe a one way Rd so people with disabilities could access it better and mum's with small children, someone has too walk on the Rd if there are two people on that Watton Rd pavement not safe with the tractors and lorries that use this very busy road
- This is essential.
- This needs to be an immediate fix
- Especially going through town from Brandon road on peak days/times
- Join up Brandon Watton north Pickenham and Norwich road to provide alternative routes at peek times
- Build a bypass



- Bypass
- I would not like to see Swaffham as a one way system. I think it would put people off coming here. The main problem is the volume of traffic coming through the town to get to the Norfolk coast. We need a bypass for this traffic.
- Bit of both! Traffic isn't always great but then the town needs the traffic to keep shops open etc.
- This can only be obtained with a bypass
- One word- BYPASS!
- A must
- HGVs banned
- Redirect from market place.
- Terrible on 1065 coming into town

**POLICY IDEA: Support any measures that would reduce through traffic and pollution in the town centre.**

Agree: 124

Disagree: 0

Post-it note and online comments

- Relief road A1065
- Weight limit for lorries on Watton Road also width of pavements \*
- Need to consider a strategic transport plan for Swaffham to address through traffic, more appropriate routing for HGV's & other connections to A47
- Reinstate rail link to Kings Lynn \*\*\*
- Better & more frequent Public Transport
- Bring back the Railway \*\*\*\*\*
- Stop the lorries so dangerous !! – I hate walking with my children along the road!
- Not in support if it means new roads....

**ONLINE**

Agree: 77

Disagree:14

- Whilst not affecting local businesses and vibrancy of town centre
- Potential to charge polluters?
- As long as they are not detrimental to residents
- All measures should have input by community
- We need to encourage traffic through Swaffham but manage it. Please see above for suggestions.
- That means no more development
- I do Not agree with the words 'any measures '. That could quite literally mean to agreeing to ANYTHING without knowing exactly what you are signing up for
- This says ANY measures...WHY???
- I do not support the Policy ideas wording of 'any measures'.
- A relief road from the A1065 in the south of the town, to the A47 is the only real answer to this problem.
- Good luck. As long as the A1065 runs through the town, you will always have traffic issues.
- Get rid of the corner shop on Brandon Road this causes a bottle neck therefore causing pollution. Ban lorries. Still need passing traffic through town or the town will die
- I would reduce emissions than the number of cars.
- I hate that local business owners think this town would suffer if a HGV restriction was placed. No tourists/lorry drivers stop to have a look in our second hand furniture shops, charity shops, nor stop for a bite of a Chelsea bun. I mean, and even if they did, there's no where to park anyhow! I'm tired of business owners thinking that outsiders are the reason

this town is still going. It's the retirees/part-timers that shop in Swaffham.

- But you need to be careful about which companies you allow to develop away from the town centre so that people are not distracted from using the local town services run by local businesses.
- Build a bypass
- Same as above
- As long as it doesn't take trade away from independent shops in town centre
- A by pass is required on the A1065 to ensure that those who have property along the road do not endure- noise, air and light pollution which the road currently generates. Bank Holidays and Weekends are especially bad for traffic flow and building more houses will only contribute to the traffic problem that the town is currently enduring. The commercial traffic that the town also has passing through along with farming traffic can lead to gridlock.
- As above and not to be re routed thru 1066
- Stopping through traffic will have a negative affect on retailers. What we want is for tourists going to the coast to be encouraged to stop
- The amount of speeding HGV and agricultural vehicles is unacceptable in particular. Traffic from Thetford heading to Lynn Fakenham/coast and vice versa has no choice but to go through the centre.

**POLICY IDEA: Any new development or business should not significantly contribute to an increase in traffic volume within the town centre. All new developments must mitigate against any increase in traffic volume and air pollution.**

Agree: 110

Disagree: 4

**Post-it note**

- How? \*\*\*
- Speed bumps done all estates
- Too much through traffic ban large vehicles
- Lorries using Watton Rd have increased pollution & noise considerably \*\*
- London Street needs attention. The pollution is horrific particularly the dust in the houses. Crossing the road is a nightmare & the lorries block out the light
- Stop the easy blaming of HGV's. I drive in town quite regularly it is far outweighed by cars etc.
- Shops need to be serviced by lorries. Unless people would rather bare shelves....less cars!!
- Large businesses & those likely to have large footfall near to A47 to minimise disruption to Town Centre.
- The development on Brandon Rd is adding to the town pollution by the day with many more houses still to be built – stop the building
- Stop lorries coming through town\*
- Bypass \*
- Need North South bypass
- Public transport for the out estates
- Relief road with light industry estate

**ONLINE**

Agree: 71

Disagree:16

- Wont be a problem if larger traffic is rerouted around town centre. Look at potential choke points of traffic going in and out of town.

- Difficult one. Provision of a relief road should be the priority
- We absolutely should not have trucks go through town.
- We all agree but nobody takes any notice!
- As all developments generate traffic I do not understand how this is expected to work
- see submitted comment
- but the new abels development specifically does this already
- If you want to improve the infrastructure and prosperity of the town, you will generate more traffic. This may only be Swaffham residents driving to new facilities, but the reality is that more people WILL access facilities via cars. IT is important that new facilities, wherever possible, provide their own adequate parking for service users.
- Any new developments should be made to pay for Road measure. I.e. pay for a roundabout at junction of Watton Road and Brandon Road.
- This doesn't seem to have been taken into account recently!
- Section 106 agreements to fund relief road schemes or only be given permission if sited closer to the A47 access points.
- May deter businesses coming to Swaffham.
- AGREED. Redlands Park residents are going to add to the ridiculous traffic volumes during the Summer when the Southerners come up to their second homes for a holiday.
- Easier said than done
- Encourage small local businesses. No more Tesco invasions or such like.
- Any new business would ideally bring in trade as not many exciting shops in centre to make it worth visiting
- Build a bypass
- Traffic is only increased in town as cars are looking for spaces....make bigger car parks
- Yes agreed. This can only be achieved by correct siting of any development, i.e. not on the A1065 causing the ribbon effect. The A47 is an arterial road and a development nearer this would be better placed to deal with such an increase in traffic. Also who is paying for the road development?
- Too idealistic
- Seems unlikely in practice
- Try to avoid development south of the town, this will reduce traffic

**POLICY IDEA: Support works to enable Theatre Street to become two-way (facilitating access to the car park from the south), with appropriate signage.**

Agree: 68

Disagree: 53

**Post-it note**

- Keep disabled parking spaces open on Market Days
- Theatre St – reverse to the other way
- Add mini roundabouts at the junction of Haspalls Rd, Watton & Brandon Rd
- Swaffham cottage hospital is a disgrace. Far too many cars parked – dangerous at times
- Theatre St is already too crowded with ‘boy racers’ tearing along at horrendous speeds
- Needs railway & buses for outer villages i.e. Litcham & Castle Acre \*\*
- Not safe as people will use it as a rat run! People cant see to reverse off their drives
- At least provide additional lane for cyclists so they can go both ways \*
- Keep Theatre St one way – but the other direction

**ONLINE**

Agree: 58

Disagree: 31

- Road is too narrow
- We need enough edge of town car parks, an inner and outer ring road, a complete one way system and then this would not be a problem.
- Just improve signage
- Sounds reasonable but probably cause havoc initially
- Not enough detail
- This Policy idea is directly linked to question 42 for which from the consultation there is no apparent clarity.
- This would be a great benefit to traffic congestion in London Street through to the Market place and beyond.
- It's still tricky to access that car park, if you are heavy laden with shopping from the town centre.
- Possibly reverse the one way routing?
- Definitely
- Like this idea a lot. Also, what is stopping there from a connecting road between Filby Road/Wolferton Drive? This could help the locals carry on through to King's Lynn through Cley Road in order to escape the tourist traffic heading towards Cromer/Wells, etc.
- The flow of traffic through the entire town centre needs to be reviewed
- Chaos as it is
- It works fine how it is. No need to change it
- How can the roads be widened?
- This controls traffic in an orderly manner, to open it to two-way traffic would lead to an increase in traffic down the road and potentially an increase in accidents (Especially at the tight junction on Cley Road).
- Get rid of the silly entrance by the White Hart many daft drivers think they have right of way entering this
- Don't think this is needed

**POLICY IDEA: Alter the traffic flow access within the town centre**

- Reverse traffic flow from Cley Road into market place?
- Buttercross roundabout?
- Other?

Agree: 45

Disagree: 58 Make top of Cley Road 2 way with width restrictions – no HGV, managed for many years with Stan Clarks buses & Baxters butcher lorries, no accidents – would relieve Haspalls Road.

- Cley Road – this has been investigated several times - think through all the consequences & you will see it if it could work
- Redesign mini roundabout at top of White Cross Road – currently very dangerous with many near misses
- Stop Parking on pavements
- Redesign traffic junction by George hotel / Station St – currently very dangerous with drivers confused by layout \*\*
- Too Narrow – very dangerous
- A1065 from White Cross Road southbound is a race track for boy racers – traffic calming needed. Parked cars also damaged on London St
- Buttercross roundabout should include Cley Road as an exit
- Do away with mini roundabouts, as I don't think they help with the flow of traffic
- Enforce red traffic lights \*
- The Buttercross roundabout should be re-sited
- Reverse Theatre St one way

- No more housing estates
- Create a new roundabout outside the George Hotel to enable part of the town to become pedestrian only
- Need East Relief Road connecting Watton Road to Norwich Road via North Pickenham Rd to avoid queues out of Watton Rd and Watton Rd being used as a 'rat run'

#### **ONLINE**

Agree: 47

Disagree:31

- Focus on a relief road
- See my previous answers for traffic solutions. Inner and outer ring road, complete one way system, pedestrianisation and golf buggy only zone in the town centre, edge of town car parks. The Assembly Room car park to become a green park zone.
- I think there is scope for changing the traffic flow through town with the objective of removing traffic lights, subject to professional study/trial
- Not enough detail
- see submitted comment
- Traffic through the Market Place should be discouraged.
- There will always be congestion until through traffic is redirected away from the town centre.
- Would need to see models of how this work to see if any improvement.
- Get rid of the London street mini roundabout. Just turn it into a junction, no one can even drive around it, you have to go over it so what's the point?
- But would work better if roundabout was extended to incorporate the junction of Cley road
- This could definitely help with any traffic coming from the Southlands area/Marham/Beachamwell/Cockley Cley. Love that idea! Please broach the idea of installation of a mini roundabout at London Road/Haspalls Road too. This would help turn hundreds of residents journey out of the junction into a much pleasant, timelier experience! It's dangerous there!
- Roundabout system around the entire island of the Buttercross, Assembly Rooms etc., to avoid the direct north traffic being in a long queue
- Mini roundabouts on A1065 at Haspalls Road and Watton Road junctions. Prohibited parking between these two sites.
- There needs to be a main road around Swaffham so people do not need to come through Swaffham if they don't need to be there
- Roundabout by first school
- This will only cause more traffic backing up.
- Keep it how it is no need to change
- We just need a bypass.
- The Buttercross roundabout is dangerous as a lot of people seem to think they have right of way turning right onto Cley Road.
- Don't really know enough about these plans to be able to agree or disagree
- Reversing the flow from clay road will only add to the congestion in town centre?
- Keep traffic away from centre full stop.
- I'd like to see plans before making a decision.

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

Agree: 53

Disagree: 0

### Post-it note

- NO COMMENTS

### ONLINE

Agree: 84

Disagree:5

- Swaffham is bike unfriendly much more needs to be done.
- See above. See my previous answers for traffic solutions. Inner and outer ring road, complete one way system, pedestrianisation and golf buggy only zone in the town centre, edge of town car parks. The Assembly Room car park to become a green park zone.
- Pollution?!
- Off road cycle routes within the new build areas would be a good idea, but would require 'joined up' planning between developments.
- Cycling should be on the road not on pavements and fines for anybody riding on pavements
- Norfolk motorists are very polite to pedestrians but through drivers not so kind. Too much money is spent on overly arrogant cyclists who quite often do not use the roads appropriately. Mums and dads with pushchairs and young children are more worthy candidates for greater protection.
- The hedging all needs serious cutting back along the pathway to the schools towards Hamond's. A danger to the children who step out onto roadside at times!
- Cycle paths needed to encourage more cycling
- Why not make a cycle path ?
- I feel sorry for the mums traversing along the pavement to the First School. Also, as a car driver, you cannot fit two cars on the corner towards the First School just off the roundabout at London Road.
- Would be good too encourage more cycling for all in Swaffham, better for younger and older peoples health but at moment no safe roads got cycling or I would
- Safe is one thing but the queue of traffic going north through the town needs to be addressed so the walking or cycling next to the 1065 is not done in massively polluted air
- Brilliant idea. Great for health, fitness and wellbeing. All local children in Swaffham should be able to walk or cycle to school safely.
- Not enough people bike in town to warrant wasting money on bike lanes
- Cycling routes and lanes should be encouraged to allow residents to cycle rather than take their car.
- Pedestrians and cyclists on footpaths are dangerous. Special cycle lanes would be better as there are a lot of old people walking on paths.
- Path widening. Speed limit of 20 from the edges of town applied and enforced.

**POLICY IDEA: New estate developments must create easily accessible and attractive routes for walking and cycling, that link to town services and Peddars Way.**

Agree: 110

Disagree: 0

### Post-it note

- More provision for bikes – Swaffham is not bike friendly – a great opportunity missed
- No more Housing Estates please \*\*
- Cycle route must go ALL THE WAY to the town rather than stop half way
- Bus Route from New Development in the town from South of the town \*
- With back to town left hand path to be a cycle path all the way to town – most people walk on right hand side
- Cycle routes from South to North via Cley Rd to the West via Heathlands & Norwich Rd to

West - cyclist do not want to use the A1065

**ONLINE**

Agree: 81

Disagree: 8

- Developers should contribute to an overall coordinated plan not piecemeal ones
- Surely this is already done? Why on earth were developments allowed without this in the first place?
- No more development until traffic./air quality issues addressed
- Peddlers way is miles from housing. Who pays for the footpaths as they do not exist
- Peddars Way is miles from any housing development. How's this going to work.
- see submitted comment
- As above.
- But people walking should have the right of way
- I live in a new development and it is school users that do more walking in the immediate area. Other people are driving to work or walking dogs around and about in the immediate area.
- LOVE!

**POLICY IDEA: Support for the creation of new footpaths and cycle ways in and around the town that connect to existing routes.**

**• Where?**

Agree: 111

Disagree: 0

**Post-it note**

- Use old railways better
- Ban HGV's from Town centre\*\*
- Swaffham is ideally suited to developing existing byways & bridleways for recreational cycling / walking/ footpaths/bridleways circle town
- Really important to have properly planned cycle & walking routes – don't just leave to developers\*
- Publicise, clear & produce maps for waking & cycling these are safe places to exercise & enjoy the countryside.

**ONLINE**

Agree: 81

Disagree:8

- Deal with traffic first
- Preserve the existing footpaths linking Norwich Road / North Pickenham Road, White Cross Road and Campingland
- As before, see my previous answers for traffic solutions. Inner and outer ring road, complete one way system, pedestrianisation and golf buggy only zone in the town centre, edge of town car parks. The Assembly Room car park to become a green park zone.
- everywhere for bikes as there are none currently
- Provide dog bins where walkways are
- As above
- Only relevant when new development is granted planning permission unless current road systems become pedestrian only.
- There isn't space to add a cycle lane
- Especially Watton rd.

- I would use a bike but the roads are too busy so it's frightening and where can I leave a bike securely?
- Footpaths only. Roads are too narrow to accommodate cyclists safety
- We need safe places for people to leave their bicycles in the town centre while they are shopping. They don't just want to cycle around and then go home again.
- Cycle paths only if they don't cause other traffic problems
- There are a little bit of cycle ways here and there. There is a very short path coming out of the secondary school and then they are forced onto that very busy Brandon road. Dangerous.

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

Agree: 19

Disagree: 0

**Post-it note**

- Parking in centre of town limited to 2 hrs. & enforce it
- More late night taxis in town you don't have to book in advance
- South/North Relief Road – viewed by Town Council 25 yrs. Ago

**ONLINE**

Agree: 86

Disagree: 4

- Again, see my previous answers for traffic solutions. Inner and outer ring road, complete one way system, pedestrianisation and golf buggy only zone in the town centre, edge of town car parks. The Assembly Room car park to become a green park zone. We don't need more parking in town, we need less. People are just lazy and seem to object to walking even for two minutes to get from the edge of town car park into town.
- Presently if people walk from car park there is rarely a problem with getting a space.
- why?
- As the resident of a nearby village, equidistant to Fakenham and Lynn as well as Swaffham. I am often forced to pick Fakenham over Swaffham, because at least I know I'll be able to park close to the shops I need.
- All parking should remain free of charge.
- Yes, this is already being achieved. Just an improvement for Cycle routes and the redesign of the triangular car park (Market Place-Lynn Street).
- I think there is enough parking but it needs a time limit
- Would this stop visitors from parking around the housing estates? If so brilliant. Yellow lines are needed.

**POLICY IDEA: Any new developments, buildings or businesses must provide sufficient parking for the intended use, so not to create further obstructions or other parking problems, and ensure safety for pedestrians, whilst minimising the visual impact of the car.**

Agree: 115

Disagree: 0

**Post-it note**

- Residents parking for those of us who live in the town centre is already a nightmare
- No Parking Charges \*\*
- Pay & Display - stop coaches clogging up spaces
- No more housing
- Maximum 3 hrs. parking in town



- Change max stay from 2 hours to 3 hrs. to facilitate elderly and out of town elderly who don't get around too quickly. Also, Age Concern mtgs which often go over the 2 hrs.
- Keep free parking but limit to 2-3 hrs. in Town Centre \*\*
- 3 hrs. parking free to promote visitors, appointment permit for businesses 1 per business
- No more housing
- Will out of town parking really be used? Will transport be provided into town from out of town parking? \*

#### **ONLINE**

Agree: 83

Disagree:7

- Mandatory speed limit of 20mph on all residential estates
- This seems to assume that cars are ugly?
- Will again that is a Planning issue but so far parking provision on the new development is minimal and garages are practically non-existent
- Planning applications show this is already NCC Highways
- This is already NCC highways policy
- Already covered by NCC Highways Policies in respect of parking and pedestrian safety. Clarity required on visual impact of the car as I find no Planning Policy or Planning Guidance requirement that addresses that issue specifically.
- but should plan for less cars as there will be less
- Cars are a fact of life and their presence can be screened although any new business development could maybe look at taking them underground.
- Avoid the need for parking on the pavement as that causes problems for people in wheelchairs and with buggies
- Where is the room for all this parking?
- Too many restrictions and rules will stop businesses coming to the town
- Parking for visitors also

**POLICY IDEA: New public parking outside of the town centre is supported, should the opportunity arise.**

Agree: 83

Disagree: 20

#### **Post-it note**

- Parking outside town is useless for those with mobility problems
- Park & Ride
- How – not enough finance or people using Swaffham
- Park & Ride outside of town with Electric car charging (pod point will supply free of charge)
- Swaffham is too small for Park & Ride – encourage people to walk, cycle instead
- Park Ride?
- Where!!!! Not more countryside destroyed
- Centre of town is one large car park – clear cars out to Theatre St
- Reduce HGV in town – set a weight restriction Stop the HGV's coming into town
- Yes, but free parking \*

#### **ONLINE**

Agree: 83

Disagree:6

- Consider park and rides.

- Make it happen as a central part of the plan. 'should the opportunity arise' is very noncommittal.
- Is this not a duplicate again
- Refer to submitted comments in respect of Policy idea 32.
- Like a park and ride system
- Wasn't this meant to happen years ago
- Depends where. It's a tricky one because we have Theatre Street ready and waiting for parking. More to the point, ask yourself WHY people aren't utilizing this more? Answer: It's so much easier (and lazier of course) to park right outside the shop you require. I realise this isn't a productive answer, but I don't want my hard earned money going into something Swaffham could have spent on something that could EARN us money, rather than sit empty like the lorry park does most days, despite being only 5 minutes from town.
- Depends where and for what reason
- Limited parking on market place. 2 hours max to prevent employees from taking spaces early. Shuttle buses between Waitrose/Tesco to take advantage of their large car parks.
- Need good infrastructure to support this and ensure town centre does not suffer. Cycle or walking routes linked. Ofo or other cycle scheme.
- Where?
- No one is going to pay park and ride for Swaffham... It's not worth walking a long distance to
- Neither disagree or agree, I just don't see the advantage of an out of town car park.
- Don't think it would be used enough
- Dep3nds where it would be sited

## ENVIRONMENT AND LANDSCAPE

**Objective: To protect the environment and minimise pollution.**

Agree: 46

Disagree: 0

### Post-it note

- Improve air quality first
- As we already break government rules on air quality in centre of town please look at traffic
- Air pollution big problem – look at traffic
- Admirable sentiments. New housing should be developed alongside sewage, water, power, schools surgeries etc.
- Reduce pollution on the Road London St \*\*
- No intensive egg farm being planned for Norfolk
- I remember a meeting with Anglian Water - Town Council thrashed out their problems – has anything been done
- Air pollution is a concern particularly on Station St
- Redirect HGV's away from Station Street \*\*
- Build bypass
- Restrict all Town Centre parking to 2hrs & free \*
- Encourage (or even make it a rule) local builders to use as energy supplies, ALL RENEWABLES i.e. ground source or air source heat pumps, solar panels, insulations etc.
- Pollution due to bad parking & bottlenecks
- Crack down hard on dog mess
- Air pollution is a major and serious issue – must deal with it now to safeguard future of the

town

- Unofficial bypass NOT suitable as people fly up New Sporle Rd - traffic calming needed
- Link Road from Brandon Rd to A47
- Remove corner shop on Brandon Rd, causes a bottleneck

#### **ONLINE**

Agree: 89

Disagree:0

- To reduce speed limit to 20mph throughout Swaffham Review access from Watton Road to London Street and Haspells Road to London Street. Consider Theatre Street to return to 2 way traffic
- Who would disagree? Is this not a slam-dunk of a question?
- Refer to recent TV program that trialled reductions in pollution
- Strongly agree but that would mean ALL DEVELOPMENT STOPS NOW until some way is found of redistributing traffic flow
- see submitted comment
- Naturally, how could the policy not do this?
- Ban lorries using Swaffham as a cut through. Have a times ban. I.e. no lorries through town between 0700-1900
- Why not introduce food waste bins like in Kings Lynn ?
- Encourage use of push bikes by making more provisions on the roads
- PLEASE no more ribbon development. Please look into the pollution/road issues directing from Brandon Road - London Street - Station Street.
- Money spent on tidy up and making duck pond more attractive and protecting ducks, town and toilets to be more attractive, get high school more involved with the community work
- 100% agree
- How other can you do this but build a relief road which will then divert all potential non residential business out of town.
- The number of HGVs using the 1065 and 1066 must be cut to access only
- Stop traffic from entering the market place.
- More biking/paths to encourage less cars. More paths and walks advertised. Promote Pedlars Way more.

#### **POLICY IDEA: New facilities should be located away from areas of poor air quality.**

Agree: 72

Disagree: 8

#### **Post-it note**

- Take steps to improve air quality NOW
- It would be wise to fix the air pollution in the first place
- Poor air quality needs to be addressed, not just avoided
- Address poor air quality first by reducing traffic
- Clean up what we have not add pollution to more of Swaffham and countryside \*
- 2hr parking limitation will help existing parking problems
- No, improve the air quality for all Swaffham already being polluted by traffic, need by pass

#### **ONLINE**

Agree: 65

Disagree:24

- Addressing the traffic situation will negate the poor air quality so new facilities don't have to be affected by this location.

- The policy should be to improve air quality everywhere
- Let's improve the air quality rather than move away from it and pretend it is not a problem!
- No the air quality issue needs to be fixed
- see submitted comment
- Surely this is obvious.
- poor air quality is the result of government decisions on planning and poor road investment, not locations of facilities, what is liz truss doing?
- London Street, for instance, has terrible air quality. This is largely down to the fact that it is a narrow, busy A road. To exclude older, busier parts of the town from new facilities seems unfair. Also, it seems unwise to hide new leisure facilities from tourist traffic passing through the town.
- New facilities should be sited where they are needed.
- be better to reduce the air pollution surely? If you put a new facility away from the poor air quality the number of people visiting by car will just make that area more polluted
- Please don't turn your heads away from the poor air quality areas too, though. They won't remedy themselves just through moving other facilities.
- The pollution needs to be dealt with, not just ignored and avoided
- Improve air quality instead of moving the pollution somewhere else.
- Although this would be preferred it's not always practical with the space available- some things need to be near town centre so can be accessible to all
- Just plant more trees and plants to make it look nice, clean the air and encourage wildlife
- Yes. Air quality meters should be installed on the A1065 to monitor this. Any future development should be thought about regarding pollution.
- Or build a ring road so avoiding pollution in town centre
- Air quality issues need resolving.
- Where would that be then?. There are housing estates going up all over the towns outskirts.

**POLICY IDEA: Support for long stay and commuter car parking on sites outside of the town centre to alleviate parking problems in the town centre.**

Agree: 101

Disagree: 13

Post-it note and online comments

- Like Theatre St
- How are you going to do this There are no buses for any sort of Park & Ride
- Encourage cycling locally. Also rail link for Kings Lyn
- Long and communt? should be at Theatre St. 3hr on the centre – to encourage shopping appointment
- Don't destroy more of the countryside\*
- Encourage green business development
- Cycle paths \*
- Cycling paths needed \*
- Cycle paths through out town and all the way to new housing Out of town parking will have negative impact on local businesses
- Do more (much more) to encourage cycling
- How can the Council maintain new areas of Development when they cannot maintain what already exists

**ONLINE**

Agree: 78

Disagree:10

- Park and ride to Norwich and Kings Lynn?
- 100% I'm tired of people complaining about a lack of parking when the car park just outside of town is always empty. People are too lazy to walk. If we turn the town centre car park into a green space it will be a much more attractive destination to visit.
- Also limit market square parking to two hours .... this would stop People parking there all day
- Park and ride for the users of the X1 service, yes, otherwise no
- Without a very regular bus service it would be empty !!!
- Where? What buses or is it going to be empty all day
- see submitted comment
- number one issue - the central car park is not attractive and the second homers will not stop in the existing middle
- However, people will still try to park in the town centre, rather than walk from the outskirts of town. Therefore, it is unlikely to have much of an impact on the current parking situation.
- Town centre parking to be max 2 hours and enforced. Yellow lines on outskirts of town Brandon Road to be enforced
- These would still need to be free or people will continue to use town centre
- Utilise theatre street car park more. At present no signage allows visitors to town to know it is there.
- Well over due .
- will a bus service be provided to transport people into town?
- I think something needs to be done regarding parking in the centre, as opposed to offering drivers to park at Theatre Street/Station Street lorry park. Perhaps time limits on the centre, followed up with a parking attendant? In this day and age, people are RUSHING constantly, particularly my demographic, we don't have time, nor want to walk any further than required (I agree it sounds terrible, but it's the truth), if we can park outside the shop rather than a 5 minute journey away, then we will. Also, keep in mind that incurring a parking fee will only drive my age group away, for that price, we would rather drive an extra 15 minutes to King's Lynn Hardwick to have a much larger range of shops available to us, compared to a measly amount of charity shops slung in amongst Iceland/Asda.
- For outsiders not Swaffham people
- Where are people commuting to or from? Are the bus stops in the most helpful places? What motivates people to park in the centre of town for long periods?
- 100% agree
- Not sure this will work in such a small town. Need excellent organisation of services to make this work.
- Need more - maybe a multi-storey
- Parking should remain free to encourage people to make use of it
- Parking in the town centre should be for a certain amount of time only. Maybe try and have a ticket machine where u get a couple of hours free similar to Dereham near the QD shop. Then after that then u have to go or put another ticket on it. Or charge after a certain amount of free time
- Great idea
- There should be better signage for the existing Theatre Street car park
- This would only work if there were more attractions in the town that people wanted to use. Lack of shops is an issue as wont pull people in
- Too many people working in town park in the middle of town leaving very little parking for trade

- Agree, however car parks in town are sufficient already. This would only be required if the town quadrupled in size! I think that for residents, cycle lanes would be better placed to improve the transport into town from developments on the outskirts of town. Paying for parking is not a credible solution as it will reduce business for those in the town centre and people will go to Dereham, Lynn and Thetford. It will also have a derisory effect on tourists in the summer, would they be so inclined to stay if they were passing through and had to pay for parking?
- A three hour waiting period in the centre of town and any worker in town parking in theatre St. rather than the centre.
- Park and ride car parks Brandon road, and Norwich rd.
- Maybe but where
- Better signage indicating that there is existing free parking in theatre street would alleviate this problem immediately . Have a look at Ely which is an excellent example of a town promoting their free parking simply through simple signage
- People will not walk. Business owners will not walk. Theatre Street is underused...however people do feel unsafe walking there at night as it poorly lit. There is not sufficient amenities in town for long stay. What would people do.
- 

**POLICY IDEA: Ensure that future development should not cause new drainage issues or exacerbate existing drainage problems.**

**• Are there any localised flooding areas?**

Agree: 125

Disagree: 3

**Post-it note**

- Business permits for business parking, 1 per business
- Longfields is a flood risk
- Future development must incorporate cycle & waking routes
- Bring in a by-law to stop the feeding of ducks. Swaffham has no running rivers only a flood defence pool
- Do something about reducing Ducks in pool and around the town duck pond area \*\*
- Land south of town opposite existing Abel & Avant has very poor drainage. There are currently ducks residing on a pond there – poor choice to build on!!
- Captains Close – Longfields – risk of flooding (flash floods)
- Flooding duck pond New Sporle Road
- Field to the south of town flood, some patches for months on end \*\*
- Northwell Pool – as localise flooding

**ONLINE**

Agree: 86

Disagree: 3

- New Sporle Road and surrounding area
- If there are drainage issues obviously who wouldn't agree...but are there existing drainage issues? Also, surely by now with all the flooding that has happened in other countries people have learned not to grant planning permission on flood plains?!
- This standard Planning process again
- A look at planning applications and this is NCC already
- I know this is NCC
- This is already covered in Breckland and NCC Policies. NCC is the lead flood authority.
- The more housing on current field will cause flood risk

- Mill lane, Swaffham, gets constantly flooded (Courtfields end) and many of the elderly folk from there (including Valentine barker court) are unable to make their way through!
- My husband has a flood business "Floodsense" who can help with this
- Are these not issues that the town council should already be looking at ?!?
- Flooding areas along Beachamwell Road towards Drymere are terrible. Also, Brandon Road is pretty dreadful. I feel so bad for the students walking directly next to a tunnel of water laying in wait for arrogant drivers to drive through, soaking the kids.
- The fields south of the town - recently subject of Abel's outline planning proposal - are prone to flooding. There is sufficient standing water on there at the moment to have encouraged ducks.
- Duck pond floods a lot
- Highfield Avenue most gardens flood!
- Agree, I haven't seen anything which indicates this is a problem but it should be carefully planned.
- Abel homes Swans nest a typical example, the council should insist on drainage measures
- Need to look for alternative development areas which are not affected, such as north of A47
- Norwich road is a very bad area so we are told.
- Bad drainage on some new housing estates.
- The town centre drains are Always blocked. Fix and improve what's here. And of course New development shouldn't impact on drainage. The London St. crossing is always flooded in the rain making crossing difficult. There are pools of water on the pavements....

**POLICY IDEA: Development within the following views that is overly intrusive, unsightly or prominent will not be supported**

- **Approach to Swaffham from east, Norwich Road – view of the townscape of Swaffham**
- **From A47 coming from the west, towards the town centre**
- **Others?**

Agree: 83

Disagree: 0

**Post-it note**

- Build near the A47 to stop traffic having to go through the town centre. Give the town a North South bypass
- Think Long term
- Stop building
- Eastern relief road should be shown on plans
- We left an overcrowded large ugly town to live here in the attractive town of Swaffham – don't spoil it please
- Any road can be enhanced by appropriate planting
- Town too small for the amount of trucks / lorries. Clean up what we have.
- New development site must include good open communal spaces.

**ONLINE**

Agree: 77

Disagree:10

- Propped developments adjacent to Tumbler Hill and New Sporle Road
- But surely we should never support intrusive or unsightly development anywhere?
- This seems to be a duplicate
- Not ALL the routes into town then. Swaffham east again !!!
- Why does this not apply to ALL of Swaffham
- see submitted comment

- The approach from the south (A1065) is also important.
- the townscape is already heavily modified, does it make a difference?
- Development on Norwich Road would cause less traffic congestion into town. If you build to east near Dugdale that would be more traffic trying to enter town from Brandon Road.
- A road from South to link up with the A47 going east
- But equally there are many attractive and innovative new buildings that could help to raise the profile of Swaffham as a vibrant and environmentally innovative community.
- In an earlier statement this survey suggested building in the east to prevent ribbon development!
- STRONGLY.
- If it matters from the east and west then surely it also matters from north and south.
- Bad approach from Fakenham Way. Not nice and when coming off bypass that way into town. Unsightly rubbish

**POLICY IDEA: Encourage business premises and community buildings to be designed to anticipate climate change, built to high environmental standards, include renewable and energy efficient features, whilst being sensitive to the historic environment. New developments should include electric car charging points.**

Agree: 110

Disagree: 0

**Post-it note**

- Anomaly Historic build cannot be made environment friendly – see English Heritage
- Modern heating - forced heat pumps
- Electric car charging points & cycle routes essential
- Really pleased to see this as a policy idea \*
- Disabled?
- Plant more trees stop cutting them down
- New Developments should have cycle lanes
- Use of planting trees & bushes & grassy areas into meadows at all entry point, Look at electric car or even horse carriages
- Include solar panels on new builds
- Electric car charging point in areas regardless of new development

**ONLINE**

Agree: 83

Disagree: 7

- Provided this is in keeping with the character of the town
- In fact let's not stop there. Once we have a ring road, one way system out of town car parks and the Assembly Room car park turned into a green zone, let's make the town a completely electric only area with golf buggies only allowed. That would improve the quality of air, decrease pollution and increase tourism / visitors.
- This is Planning again
- Is this not current policy
- in respect of the last sentence see submitted comment. That refers to tweets by a developer that are of relevance.
- Stuff the historic side off things, Go Green!
- Love that idea. The reason I haven't bought an electric yet is because the infrastructure for Brecks area is just not sufficient enough.
- With the understanding that increasing car charging points will require increased sub stations



- Who actually has an electric car?
- Finance!
- Electric car charging outside of town
- No more turbines we have more than our fair share already
- On the park and ride sites would be a good idea.

**POLICY IDEA: Minimise the impacts of light pollution from new development on dark skies. Street lighting should be environmentally efficient, sympathetic in design and limited where adjacent to the countryside.**

Agree: 114

Disagree: 0

**Post-it note**

- Reduce very bright street lighting on Watton Road
- South/North relief Road
- Lights junction of Brandon Rd/Watton road too bright – birds sing all night – confused!
- Lights at London Street crossing should be dimmed at night. They shine into my bedroom making far too light for sleeping
- Agree to street lighting environmentally friendly, however I think there should be street lighting on most roads!!
- No evidence that lighting reduces crimes – it reduces the fear of crime – Inform people.
- What about requirements of good lighting to reduce crime
- Street lighting could be turned off after set time on an evening – NO
- Need better lighting down Brandon Rd turning's into estates very dark
- Do you need street lighting?

**ONLINE**

Agree: 81

Disagree:6

- Provided lighting is sufficient to allow people to walk safely
- Just put up street lights that are designed to cast the light down and not up. Modern life, modern technology.
- Agree in principle but security issues should override
- So with fewer Police has anyone thought of Crime in dimly lit streets !!
- What about crime now they have removed the police
- see submitted comment
- Not limited though, as areas now in darkness cause great problems to residents coming home late from a shift, or elderly.
- More street lighting needed in certain areas of town
- Lights need to be bright enough so people can see in the dark.
- LOVE the street lighting along Brandon Road, near the new housing development. Please can we have this in as many places as possible? So lovely and light! Thank you!
- Lights in town to be turned off except Christmas and summer time when folk are out more, it's a waste of funds with them being left on all year. Money could be put to better Xmas attractions to get outsiders to visit Swaffham
- But this conflicts directly with the requirements from the Police regarding lighting which does not support increased crime. They want bright lighting. See their comments on Abel's recent outline application for south of town.
- Why do we need street lights?
- Stop having the Christmas lights on all year. Stupid idea. Plenty of other options rather than lights in trees. Solar lights would be good
- I think it's important to have street lighting in all areas for safety. New estate at new

roundabout has some streets with no lighting at all

- Street lights need checking, as there are several on all day in bright sunlight. Very wasteful.

**POLICY IDEA: Support renewable energy developments, including solar options, where they are not detrimental to the rural landscape.**

Agree: 106

Disagree: 6

**Post-it note**

- Solar panels on all public / industrial buildings not solar farms in fields
- Solar need careful consideration
- Providing they don't run the countryside. This need protecting too.
- We are proud of our wind turbines – not NIMBY's
- Got to think about solar panels eyesore
- New Developments to use recycled water/rain water collection
- Turn off Xmas lights in Town
- Make Swaffham into a green town like Totnes

**ONLINE**

Agree: 78

Disagree:11

- Another reason to make the town centre a golf buggy only zone.
- Do green policy makers not recognise tractor/trailer hold ups on the roads, and tractors through the town to the existing Biodiversity just west of Swaffham !!!!
- Enough problems with tractors going to the one at Swaffham now
- see submitted comment
- solar and others (heat pumps) are more important than an already heavily modified industrial agricultural landscape
- Solar or photo voltaic panels on domestic and commercial roofs are ok but no to siting on agricultural land in any shape or form - send them to the deserts and any more wind turbines to the oceans.
- I think all homes should have solar panels . Renewable energy is the future
- There will be no rural landscape left if we don't start being a lot more environmentally friendly. Why is someone's view out of a window more important than our planet !?
- wouldn't want large fields of solar panels on the approaches to Swaffham
- I fully support this in line with the Town being eco friendly and the Green Britain Centre being a good example.
- Not a lover of solar panels Look ugly

**BUSINESS AND EMPLOYMENT**

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

Agree: 106

Disagree: 0

**Post-it note**

- Too many new houses
- No infrastructure
- Need Drs/dentists
- Planning notices for oil depot on Turbine Way put up almost after the depot was built
- Bypass needed

- Lower Business rates to encourage new growth in the town
- Turn the parking bays outside the betting office/butchers into a goods loading bay
- Roundabout desperately needed Watton Rd/Brandon Rd
- Roundabout needed at junction with Watton Rd/Brandon Rd \*
- Lorry Restrictions required in town \*
- NO - intensive egg farm being planned for Norfolk
- Opportunity to grab the green credentials of the town – win win & in our minds with media interest.
- Continue to offer rate relief for small businesses
- 2 hr. parking limit
- Reduction I charity shops
- This is all well & good in theory. Are the STC going to put into practice what they promise?
- There needs to be much greater employment possibilities for young people to balance the population
- Affordable & family housing
- Make Swaffham a 'green' town – will draw people in
- Encourage a North South bus route
- Replace the Lynn /Norwich railway – agree
- Nothing for children here

#### **ONLINE**

Agree: 87

Disagree:2

- Who would disagree? Who would support decreasing employment opportunities?
- Don 't we do that anyway?
- Venues available to hire at a reasonable price to provide workshops.
- More businesses need to be brought into town apart from charity shops and estate agents - needs to be brought into 20th century
- Please no more charity shops.
- Sort out the need for all the charity shops that are now destroying one another for customers and volunteers, stop too many trading the same merchandise, drop rents too a reasonable price so they don't fold and too attract new business too Swaffham that will serve better for the people off Swaffham
- The town needs new business to survive and keep going. And that doesn't mean yet more charity shops!!!!!! There's far too many as it is
- I have heard that the business rates in Swaffham are extremely high. One of the reasons we have so many Charity shops. Maybe greatly reduced rates for the first two years would be an idea to encourage more independent shops offering a variety of services.
- No more charity shops. They are not creating paid work for the people in the town or making people want to come here.

#### **POLICY IDEA: Encourage businesses with green credentials.**

Agree: 98

Disagree: 5

#### **Post-it note**

- What external services are being offered that will support & bolster the employment opportunities i.e. education, creative arts, other community services
- Need to know how these great objectives will be actioned
- Yes – Swaffham should market itself as a 'Green Town'
- Reductions of farm & industry traffic is a must

**ONLINE**

Agree: 75

Disagree:15

- Encourage all businesses
- But not at the expense of putting off businesses coming into the area.
- But include other businesses.
- I don't know what this is.
- Neither agree nor disagree
- Yes, eco friendly businesses should be encouraged to Swaffham. Concessions should be made to make it more attractive to these potential businesses to settle in Swaffham.
- Any businesses welcome
- Although this is laudable, we should encourage all

**POLICY IDEA: Encourage provision of light industry, but not heavy or polluting industry (air and noise).**

Agree: 102

Disagree: 5

**Post-it note**

- Car places
- Swimming Pool
- Launderette
- Relief Road for light industrial estate
- Financial support for businesses moving to Swaffham
- Heavy industry doesn't have to be polluting if properly controlled – ALL business should be encouraged

**ONLINE**

Agree: 78

Disagree:12

- Encourage all businesses who comply with Environmental Legislation
- Availability of land?
- is farming heavy industry
- On the outskirts of the Town only.
- I encourage anything that creates jobs for people in town and bring people to the town. Pollution can be dealt with in other ways.
- No- Only if it is 'Green'. I believe that Digital employers are the ideal businesses to attract due to the low impact on requirements needed. This will only be possible by continuing to improve the internet speeds in the area.

**POLICY IDEA: Home-based and small businesses supported (incubator units, office facilities, live-work units, training facilities).**

Agree: 110

Disagree: 3

**Post-it note**

- Weight restriction on traffic through town or else all traffic could be forced around – detriment of town
- Stop lorries coming through town
- Sort out Town centre before looking at any other areas.
- Too many charity shops, poor look for the town
- Public transport for older people more regular & cheaper
- To add shops will dilute current town even further Swaffham is dying

- Relief road & a working town is essential for Swaffham & will be a retirement home!!

#### **ONLINE**

Agree: 82

Disagree: 7

- Training facilities
- Slightly iffy on this. The reason Dereham and King's Lynn Hardwick do so amazingly is because people want to shop big brands nowadays. These are the shops that contend with online, they make me want to shop their more so than an expensive bespoke independent shop does. Sad, I know, but so true for my demographic.
- Needs more information
- This would be a great facility
- Yes, but I prefer to attract higher quality work and workers such as white collar digital industry.

**POLICY IDEA: Encourage small shops and services in south of town to service local housing and reduce the need for traffic in town centre.**

Agree: 162

Disagree: 30

#### **Post-it note**

- Bypass definitely needed – South-North
- Create more traffic for deliveries for milk bread papers etc. adding to traffic on Brandon Road. More pollution
- You had your chance when you passed planning consent for the South – why bother now
- One Large Lidl or Aldi at south of Town Estates
- South of town industrial type – next/Halford etc.
- Tesco should have been built near the new development – in south of town
- More food places good quality we drive out of town for a meal - not good
- But all business in South will encourage traffic through town centre unless there is a bypass
- Supermarkets & shops needed to the South of town
- Well known brand names should be encouraged e.g. M&S, Next etc. \*\*
- Need to avoid driving through the town – relief road
- Crazy idea would destroy town centre – also goes against National planning policy framework
- Beware of 70yr+ Aviation fuel pipe – there should be no building anywhere near this line
- Swaffham needs a good pub – allow Weatherspoons
- Wetherspoons isn't a 'good' pub – its cheapy chain pub, more of the same – decent independent
- How can these be done if you haven't sorted out visitor and less abled parking
- Encourage new shops in town centre to keep to the shopping locally

#### **ONLINE**

Agree: 71

Disagree:15

- Consider a large recreation area as well such as the one in Thetford newly created. Restaurants, bars cinema etc.
- This is a bizarre concept, nothing short of a major supermarket is going to have any significant impact on traffic but then that might draw traffic from elsewhere. At the end of the day, people have preferences and the distance from one end of Swaffham to the other is neither here nor there and of course when the traffic flow and air quality issues are

sorted it will not be a problem!!!

- Early on in here you want to use empty shops for something else. Now this wants to build more but outside town centre !!!!! I fail to understand the reasoning
- A question for you. In question 10 you proposed using empty shops for community use. If we have empty shops in the Town Centre why do you want new shops outside the town centre ???
- see submitted comments. Policy idea 10 indicates there is no evidence to support this. Therefore not only is it contrary to Breckland Policies but also NPPF.
- Desperately needed in view of recent new developments
- Put a small shop on the new housing estate and possibly doctors and school
- A supermarket behind the filby road estate would be good. just off the new roundabout
- The South of town isn't the reason why traffic is building in centre. It's because it's the only route to get to tourist traps and bigger well known shops. I can guarantee you that a large proportion of the drivers of this side of town aren't looking for small shops/services, we are commuting/holidaying...
- Absolutely not. This would destroy what remains of the town centre and contravene the requirements of the national planning policy framework. This is not the solution to the traffic issues, do not be fooled into thinking it will be.
- Any future development along Brandon Road MUST include shopping facilities. At the moment I have to walk a mile to get a pint of milk.
- Town centre essential for Swaffham's character and appeal
- But we also need a big shop to draw in people
- A shop where the new housing estate have been built would be ideal for people there. Wouldn't need to have to go to/through town to get to the supermarket
- If this would bring more business for them and would allow them to hire more staff for delivery purposes then yes.
- STRONGLY DISAGREE. There are already enough shops in the Town, to improve the traffic in town a by pass is required, to simply suggest that building a few shops in the south of the Town would alleviate this is moronic. Also would the size of shop be equivalent to Waitrose and Tesco in the north of the town? I would not use a new shop built in the south of the town unless it were bigger or at least had the same ranges inside.
- People will not necessarily utilise such local services
- The town centre is already suffering with too many charity shops and not enough convince type shops
- Not needed, this will dilute the existing town centre

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

Agree: 61

Disagree: 0

**Post-it note**

- No more charity Shops - Reduce rents to allow small businesses flourish
- No more Charity Shops - Bring small businesses back - How about some cafes
- Discourage more charity shops
- No more Charity Shops
- No more Charity Shops
- I love charity shops – this is a green town - Recycle!
- Spend money to make centre of town inviting i.e. Swaffham in bloom
- Better advertising of Swaffham & town centre
- No more charity shops

- Buy meadow behind church for more parking
- Better parking & signage
- Keep Banks open/Keep the Banks/And yet another Bank closing – why?
- Build on the green angle – Green Britain Centre, Turbine, Eco business
- More engagement with Green Britain Centre
- Encourage the Eco-Tourism
- Use windmill/Green Britain Centre more
- Should invite villages e.g. N.Pickenham
- S/North Relief Road – unfortunately Housing now built there
- Decent restaurants for town not more kebab/chip shops
- Less food based businesses
- Build Swaffham for its residents (inc young) and not passing traffic
- Help people to open much needed shops
- Clean up the town and owners take more responsibility to keeping their own area clean and respectable
- Encourage tourists
- More individual retailers
- Disagree – we need some chain stores – Aldi/Lidl & Peacocks for reasonably priced clothes
- Enhance all historical areas

#### **ONLINE**

Agree: 90

Disagree:1

- Maintain and enhance!
- Attractive town centre was the subject of Advance Swaffham 2009 yet since then it has become less attractive. How is this Policy idea seeking to redress that ???
- More sit in restaurants, bistros to attract people to the town
- More flowers, timelier upkeep on removing Christmas lights, etc. I like the hand drawn maps, etc., placed near the Buttercross.
- We should all be made to be proud off Swaffham, more with bringing the community together is needed
- So don't talk about putting shops to the south town
- No more charity shops
- More shops needed less charity shops
- But no more charity shops.
- By banning vehicles from the centre.

#### **POLICY IDEA: Encourage a mix of defined retail opportunities What do we want to encourage/discourage?**

Agree: 73

Disagree: 1

#### **Post-it note**

- Encourage small businesses
- Let small businesses share shop space to help reduce costs
- Plant more trees in town centre
- There ought to be retail shops for teenagers, also shoe shops
- Far more collaborative working of the local traders. Ultimately united they will stand & prosper however divided they will shrivel & perish to the larger internationals proper
- The unequal competition through charity shops needs to be resolved – perhaps they should pay. The full business rate or lower the rates for genuine retail businesses

- Who does the encouraging? It is going in the wrong direction at present.
- Independent shops
- Less Charity Shops
- Reduce Rent!! To help independent shops
- Fewer charity shops
- Fewer eating/coffee outlets
- More shops selling goods
- Keep the Banks
- Independent shops needed
- No more charity shops
- Small businesses cannot afford retail space what about a shared workspace for internet business start ups
- No more Charity Shops
- Help small independent business

### **ONLINE**

Agree: 86

Disagree:11

- Local businesses.
- Individual retailers rather than chains. Locally produced goods
- More diversity and develop a USP for Swaffham, i.e. A foodie town and encourage new businesses and tourists
- No more charity shops! Also no Pound Stretchers or Poundlands!
- No more charity shops!! Stop closing all the banks
- Policy suggests defined but there is no suggestion of what is defined !!!!
- What is defined. This policy does not define anything.
- Agree in general terms. Clarity is required in terms of 'defined retail opportunities'. The Policy idea does not define any, so is not clear.
- market will decide
- Stop discouraging chains, such as McDonald's or other 'less posh outlets from being in the town centre. People will just travel to get to these places, then there will be less footfall locally. It is important to support small local businesses and shops, but the reality is that the consumer largely wants 'fast and cheap. If you want the town to flourish then snobbery has to take a back seat.
- Less charity shops More restaurants (not takeaways or existing cuisine) a prezzo's etc. More larger retails. I.e. M&S, Debenhams,
- No more charity or cheapjack shops make the market bigger and more diverse
- No more charity shops! Decent clothes and shoe shops and other artisan shops to encourage people into the town centre to spend.
- Encourage current food and household suppliers within the centre and possibly encourage more artisan and community businesses.
- Encourage small businesses. Make it more affordable to get started. To not allow big chains and large, already established brands to set up more stores in our town. There is no need for additional charity shops, with there being at least 5 already.
- Encourage retail shops that families require. Affordable clothing and shoes. Discourage any more charity shops
- Larger stores. No more charity shops or funeral directors . Funeral directors need to move out of town
- Discourage charity shops and estate agents x
- A greater diversity of shops.



- No more charity shops! Local businesses are great but we really need some branded retail clothing shops such as river island, primark, new look and top shop or we will never encourage outsiders to come and shop here. A good mix of local and well known shops would bring people to Swaffham to do there shopping rather than the people of Swaffham having to go to kings Lynn or Norwich to shop.
- Less charity shops more high street shopping
- Discourage charity shops We need variety
- to have some brand shops like new look or peacocks would be good, cheaper end but not any more charity shops. maybe some shops could be joined to allow this, many of our shops are quite small
- Discourage: Charity Shops, Takeaway Shops.
- Discourage charity shops, we only need three
- Encourage independent shops, discourage chains. I can't believe anyone agreed to Poundstretcher, it just shows that aspirations for the town are low.
- Encourage small local businesses with unique services. This is difficult in the face of the many large businesses that have been allowed into Swaffham e.g. Tesco, Iceland. Already there were 3 supermarkets in the town and now co-op a great local and fair trade supermarket has been forced to leave.
- DIY shop, general home, clothing, trinkets, local
- Less charity shops.
- No more charity shops
- Encourage new clothes and toy shop.
- Clothing shop but better prices not boutique prices! Shoe shop. Toy shop would be ideal
- No more Charity shops. We need good quality shoe shops, good quality clothes shops for the older generation as well children. A good ironmongers and somewhere that stocks a good range of paint. Food establishments that embrace food intolerances ( a growing problem) and Vegan food. Currently we only have the Green Britain centre that does this. Offering soya milk and food made with quorn will not encourage customers in. Equality and Diversity !
- Encourage High street clothes shop that are affordable for all.
- No more charity shops!!!!
- Clothing stores for adults and children
- No more charity shops. We need bits and bobs shops and some decent clothing - affordable new clothing for kids & adults. Some classy food places not just cafes.
- More shops i.e. Clothing, toys, food places less charity shops
- Shops that are different to what we already have
- No more charity shops. Whilst we don't want empty premises we don't actually gain anything from them being occupied by charities as they do not have to pay business rates.
- Encourage local boutique, individual and niche shops. Ensure that the current banks are kept open. I don't want to see cheap pound shops, no more fast food chains (such as Costa or Subway). Fewer charity shops (Not that I disagree with charity but there are simply too many already).
- Discourage charity shops.
- No more charity shops or cafes/take aways!!
- Aldi near the south of the town to stop people coming through town to do a food shop
- Less charity shops or hairdressers etc.
- Discourage more charity shops
- Reduce the number of charity shops,
- There is a vast amount of places available on the Eco Park. They take a long while to be occupied. I cannot see any big business wanting to come here.

- I would like the opportunity of discussing this in more depth if that is possible please
- No more charity shops. Their practices are questionable they harm the looks of the town. I'd like affordable clothes shops a peacocks for example, a shoe shop, New Look would be great for the young population, independent businesses of all types. Holt is a shining example.

**POLICY IDEA: Support visual enhancements to Market Place and Buttercross.**

Agree: 119

Disagree: 4

**Post-it note**

- Depends whether the enhancements mean council tax going up to pay for it!
- The best enhancement would be fill the empty shops
- Any enhancements must encourage footfall into the town and not leave it looking like a nice postcard
- Discourage Charity Shops and large outlets
- Give Council Tax break to new small businesses for start up period
- Who would design and implement 'enhancement'
- Creative opportunity for local people – pop up art space
- Crossing still needed outside Iceland
- Bit Vague??
- The lights make us look like thick yokels that forgot Christmas is over!
- Try taking the Christmas lights down
- Save the money for something useful – we look daft with them on!
- Who wants Xmas Lights all year long?
- Please turn the xmas lights off
- Save money and life of lights not just two weeks before xmas
- Turn the bloody xmas lights off!!! like the Xmas lights!
- We need Xmas Light all year for all occasions
- Town Lights are great
- Turn off Xmas Lights NOW – save electricity!!

**ONLINE**

Agree: 82

Disagree: 6

- Water features, floral areas
- With a town centre park!
- Such as?
- They have been talking about this for years and done nothing. How will this policy change things.
- This Policy idea for visual enhancement should specify for the whole town centre as per the Advance Swaffham 2009 document.
- As long as historically correct.
- The Market Place as it stands is just a car park, anything could be prettier than that. The buttercross looks amazing when we have bands/choirs performing there.
- More could be made off this place a band on a Sunday in the summer months would be lovely for all at the butter Cross, now again something for all the younger and middle age.
- Ditch the all year round lights for a start.
- But keep character. Do you need fairy lights on the buttercross all year round???
- Don't overdo it
- The bus shelters in town are a disgrace.

- We don't need to spend anymore money on this area. It already is well kept and clean and tidy.
- More greenery to make the town look as pretty as possible to encourage people to stop here
- Agree, I would like the lights to remain up, the bandstand to be kept clean. I have noticed that due to HGV traffic passing by some of the brickwork in the road as become damaged. This aesthetically looks great but requires upkeep. An improved effort to make Swaffham more visually appealing during the 'In Bloom' period.
- They are already good enough
- Examples?
- This is heart of the town historically and visually. A strong heart would help lead to a strong town.

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

Agree: 82

Disagree: 0

**Post-it note**

- What about old existing resident Wi-Fi
- I do! (no name)
- How about some cafes

**ONLINE**

Agree: 85

Disagree:4

- Although it's pretty good at the moment
- But I've never had difficulty with this in my Swaffham home so not sure it is a problem?
- Accords with current Breckland policies
- this was meant to happen with the tesco s106 money
- Definitely. Not good at present
- This should be a commercial not publicly funded initiative.
- Definitely needed for example no WiFi when spending time in any shops In Plowright place so I eat elsewhere and it's annoying when using the hairdressers
- More Wi-Fi spots would certainly attract people to use the shops. Costa already offers Wi-Fi in their shop which is a good thing.
- Free Wi-Fi to town centre visitors and improvements to the entire internet speed and capacity for Swaffham. Having a super high speed would promote digital business to settle here in Swaffham.

**POLICY IDEA: New developments should have fast internet connections.**

Agree: 73

Disagree: 5

**Post-it note**

- Why only new developments?
- Vital
- Everybody should have access to fast internet connections

**ONLINE**

Agree: 81

Disagree:9

- Fast internet access should be available to all not just new developments

- Who would want slow internet connections? That's just odd.
- I am sure this is already Breckland policy
- I understand this is Breckland policy anyway
- This is in detail stated in current Breckland Policy INF 01
- Why shouldn't all residents have a right to this? More businesses would be attracted by this - again commercial infrastructure initiative surely.
- And old sites
- All the town should be the same not just new developments
- Old development should also.
- The whole town included
- And existing properties
- Whole area should benefit
- Agree, but a conscious effort should be made by the Town Council, Breckland District Council and local Chamber of Commerce to lobby Openreach to improve EVERYONES connection.
- All areas should have fast internet connections
- Why should they? There are a lot of residents here now so why should new ones have preference?

## APPENDIX 9: Evidence gathering 6, Pre-submission consultation on the draft Neighbourhood Plan.

### APPENDIX 9a: Pre-submission consultation summary

Pre-submission consultation summary	
Purpose	Exhibition of policies at the start of the 6 week statutory consultation period prior to submitting the Neighbourhood Plan
Who	Whole community
What	<ul style="list-style-type: none"> <li>• Exhibition display of policies in the draft Neighbourhood Plan and Sustainability Appraisal <ul style="list-style-type: none"> <li>○ Wednesday, 18<sup>th</sup> July, 10am-7pm</li> </ul> </li> <li>• Copies of draft Neighbourhood Plan, Sustainability Appraisal and Consultation Response Form in key community locations <ul style="list-style-type: none"> <li>○ Town Council</li> <li>○ Library</li> <li>○ Community Centre</li> <li>○ Swaffham Museum</li> </ul> </li> <li>• Online consultation response form (survey monkey)</li> <li>• Emails sent inviting a consultation response <ul style="list-style-type: none"> <li>○ Statutory Consultees <ul style="list-style-type: none"> <li>▪ Breckland District Council</li> <li>▪ Norfolk County Council</li> <li>▪ Narborough Parish Council</li> <li>▪ Narford Parish Council</li> <li>▪ Southacre Parish Council</li> <li>▪ Sporle with Palgrave Parish Council</li> <li>▪ North Pickenham Parish Council</li> <li>▪ Cockley Cley Parish Council</li> <li>▪ Beachamwell Parish Council</li> <li>▪ Coal Board</li> <li>▪ Homes &amp; Communities Agency</li> <li>▪ Natural England</li> <li>▪ Environment Agency</li> <li>▪ Historic England</li> <li>▪ Network Rail Infrastructure Ltd</li> <li>▪ Strategic highways company</li> <li>▪ Highways England</li> <li>▪ Marine Management Organisation</li> <li>▪ Mobile UK (Operators Association)</li> <li>▪ BT Openreach</li> <li>▪ CCG South Norfolk</li> <li>▪ NHS Comm Board</li> <li>▪ NHS England Midlands and East</li> <li>▪ NHS Property Services Ltd</li> <li>▪ NHS2</li> </ul> </li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>▪ UK Power Networks</li> <li>▪ National Grid</li> <li>▪ EDF Energy</li> <li>▪ Anglia Water</li> <li>▪ Age UK Norfolk</li> <li>▪ Community Action Norfolk</li> <li>▪ Norfolk Community Foundation</li> <li>▪ Norfolk Rural Community Council</li> <li>▪ CPRE Norfolk</li> <li>▪ Friends of the Earth</li> <li>▪ Norfolk Biodiversity Partnership</li> <li>▪ Norfolk Wildlife Trust</li> <li>▪ Norfolk Rivers Trust</li> <li>▪ RSPB</li> <li>▪ National Trust</li> <li>▪ Woodland Trust</li> <li>▪ Ramblers Association</li> <li>▪ Sport England</li> <li>▪ Church of England</li> <li>▪ Diocese of Norwich - Education</li> <li>▪ Norwich Diocesan Board of Finance Ltd</li> <li>▪ New Anglia Local Enterprise Partnership</li> <li>▪ Federation of Small Businesses - East Anglia</li> <li>▪ Norfolk Tourism Team</li> <li>▪ Norfolk Chamber of Commerce</li> <li>▪ Greater Norwich Development Partnership</li> <li>▪ Also could include development and housing organisations</li> <li>▪ Norfolk Local Access Forum</li> <li>▪ Norfolk Deaf Association</li> <li>▪ British Deaf Association</li> <li>▪ The Norfolk and Norwich Association for the Blind</li> </ul>
Preparation	<ul style="list-style-type: none"> <li>• Briefing meeting with Steering Group</li> <li>• Develop materials and printing</li> </ul>
Follow up	<ul style="list-style-type: none"> <li>• Input all results and comments into spread sheet. Steering Group considered whether a change is required to policies in accordance with the consultation results.</li> </ul>

**APPENDIX 9b: poster/flyer put up around the parish and printed in Swaffham Newsletter**



Swaffham Neighbourhood Plan



Drop in to comment on  
*your* draft Neighbourhood Plan for Swaffham  
or read in community locations  
or online, [www.swaffhamtowncouncil.gov.uk](http://www.swaffhamtowncouncil.gov.uk)

**10am-7pm, Wednesday, 18 July  
at the Assembly Rooms**

The Swaffham Neighbourhood Plan is a document written by the community to guide future development of the parish over the next 20 years.

**COMMENT ON THE FIRST DRAFT**

From 18 July, for 6 weeks, you can read and comment on the draft Neighbourhood Plan.

Copies can be found at:

- Town Council
- Library
- Community Centre
- Swaffham Museum

You can also read and comment on the Neighbourhood Plan online:

[www.swaffhamtowncouncil.gov.uk](http://www.swaffhamtowncouncil.gov.uk)

After this consultation, the Neighbourhood Plan will be revised and submitted to Breckland Council for examination and referendum. If voted for by residents, it will become part of the statutory development plan for the area.



**APPENDIX 9c: consultation response form used at the consultation event, in community locations and online. An online version was on Survey Monkey.**



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**DRAFT Neighbourhood Plan  
CONSULTATION RESPONSE FORM**

Consultation period: Wednesday 18<sup>th</sup> July to Saturday 1<sup>st</sup> September 2018.

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**The Swaffham Neighbourhood Plan is a community-led document for guiding the future development of the parish. It is the first of its kind for Swaffham and a part of the Government's current approach to planning. Please use this form to comment on the draft Neighbourhood Plan so we can make amendments before submitting it for examination.**

PLEASE NOTE: This is a formal stage of consultation on the Neighbourhood Plan before it is submitted to Breckland District Council. Comments received will be reported in a Consultation Statement which will be submitted alongside the Plan and which will include your name, organisation (if applicable) and comments. The Consultation Statement will be publically available online and at the Town Council.

On submission of the Neighbourhood Plan, Swaffham Town Council is required to share personal details of those that have commented on the document to Breckland District Council so that these bodies can discharge their legal duties in relation to publicising the submission of the plan, in accordance with the Neighbourhood Planning (General) Regulations.

By submitting a consultation response at this stage, you authorise Swaffham Town Council to legally collect and share your data in this manner. You can view Swaffham Town Council's Privacy Policy on the website and further information in relation to privacy and the Neighbourhood Plan at [www.swaffhamtowncouncil.gov.uk](http://www.swaffhamtowncouncil.gov.uk)

<b>Name</b>	
<b>Email address</b>	
<b>Housing and the Built Environment policies</b>	<p>Do you agree with the policies?</p> <p><input type="checkbox"/> Agree   <input type="checkbox"/> Mostly agree   <input type="checkbox"/> Mostly disagree   <input type="checkbox"/> Disagree</p> <p>Comments</p>







<b>Transport and Access policies</b>	Do you agree with the policies? <input type="checkbox"/> Agree <input type="checkbox"/> Mostly agree <input type="checkbox"/> Mostly disagree <input type="checkbox"/> Disagree Comments
<b>Environment and Landscape policies</b>	Do you agree with the policies? <input type="checkbox"/> Agree <input type="checkbox"/> Mostly agree <input type="checkbox"/> Mostly disagree <input type="checkbox"/> Disagree Comments
<b>Business and Employment policies</b>	Do you agree with the policies? <input type="checkbox"/> Agree <input type="checkbox"/> Mostly agree <input type="checkbox"/> Mostly disagree <input type="checkbox"/> Disagree Comments
<b>Community and Services policies</b>	Do you agree with the policies? <input type="checkbox"/> Agree <input type="checkbox"/> Mostly agree <input type="checkbox"/> Mostly disagree <input type="checkbox"/> Disagree Comments
Overall, do you <input type="checkbox"/> Agree with the draft Neighbourhood Plan <input type="checkbox"/> Disagree with the draft Neighbourhood Plan  Any further comments about the draft Neighbourhood Plan	
<b>Sustainability Appraisal</b>	Do you agree with the Sustainability Appraisal? <input type="checkbox"/> Agree <input type="checkbox"/> Mostly agree <input type="checkbox"/> Mostly disagree <input type="checkbox"/> Disagree Comments

Please send your completed response by 1<sup>st</sup> September 2018: **Richard Bishop**  
**(Town Council Clerk), Town Hall, 4 London Street, Swaffham, PE37 7DQ**  
**administrator@swaffhamtowncouncil.gov.uk**

# APPENDIX 9d: log of comments and responses to Pre-submission consultation

Policies	Agree	Mostly agree	Mostly disagree	Disagree
Housing and the Built Environment	26	43	2	1
Transport and Access	21	43	2	3
Environment and Landscape	32	34	4	0
Business and Employment	29	38	2	1
Community and Services	30	34	2	0
Overall, do you agree/disagree with the Neighbourhood Plan	64		4	
Sustainability Appraisal	26	32	2	1
TOTAL				

## Code

	No change
	Change made to supporting text
	Change made to policy
	Requires knowledge of Local Plan modifications (unknown at this stage)

Respondent	Comments	Steering Group response to comment
<b>General</b>		
Individual	Page 83 mentions Southfields and references the estate(s) south of Hamonds Academy. Mr Feltoe was concerned that the wording alluded to one large estate when it is actually 2 estates	Changed wording to Filby

	<p>joined by a footpath not roadway.</p> <p>He has provided some new wording for consideration – see below - and also mentions that he has never heard of the estate ever being called Southfields – possibly Cley Park in the early days.</p> <p>Alternate wording:</p> <p><b>Southfields:</b> This area is split into an eastern and western estate with only pedestrian access across a green space between the two.</p> <p>The Easter estate has a mixture of 1,1 ½ and 2 storey dwellings. Most are red brick but others are white painted timber cladding and concrete tiles. The estate has a pedestrian link to Hamonds Academy along the A1065.the Wester estate is made up of larger 1 and 2 storey red brick dwellings with concrete tiles. Hamonds Academy playing field abuts the north of the estates and the Academy buildings abut the north of the Eastern estate with a tree screen. A few small open spaces are sited on the southern edge of both estates but are enclosed to a degree by hedges and high property boundaries.</p>	Road/Southlands /Cley Park/Millfarm Nurseries (formerly Southfields)
Individual	<p>Page 85</p> <p>Amendments to the Legend:</p> <p>1 – mistype - should read The Allotments</p> <p>5 – could read Community Orchard AND Tumbler Hills Allotments</p> <p>12 – could read – Orford Road Playing Field which is missing</p>	Amended
20 Individual	<p>As a recent newcomer I am here to learn. I am very impressed by the care and expertise shown I this exhibition. I love Swaffham.</p>	No change
Individual	<p>Having regard to the Neighbourhood Plan timetable as indicated in the minutes d/d 24th April 2018, I note the current consultation is deemed to be the final one. As such we the community will be given no further opportunity to comment on any changes to the NP resulting from this Regulation 14 consultation.</p> <p>In my first set of comments I made note of the lack of inclusion in the NP of either the Major Hazard Pipeline, or Breckland Woodland SSSI and Breckland SPA. Subsequent to my initial comment I have become aware of a Swaffham Town Council decision reflected in their minutes from a confidential meeting held on the 4th July 2018. The Councils decision resulting from that confidential meeting is a matter for them alone as it relates to an undecided application.</p>	No change, outside the scope of the Plan

	<p>Recognising that the LPA has the final decision on applications around major hazard sites, and any decision they may take is informed by the view of the Health and Safety Executive. However in terms of the Neighbourhood Plan, and any subsequent planning decisions once it may be 'made', there is in my opinion consequence particularly in respect of the Major Hazard pipeline.</p> <p>The Neighbourhood Plan at a local level of decision making should recognise the location of major hazards and therefore such HSE advice as might be applicable, as well as having regard for the provisions in the National Planning Policy Framework.</p> <p>National Planning Policy Framework</p> <p>NPPF 2012-2017 – Public Safety from major accidents</p> <p>172. Planning policies should be based on up-to-date information on the location of major hazards and on the mitigation of the consequences of major accidents.</p> <p>Annex 2: Glossary</p> <p>Major Hazards: Major hazard installations and pipelines, licensed explosive sites and nuclear installations, around which Health and Safety Executive (and Office for Nuclear Regulation) consultation distances to mitigate the consequences to public safety of major accidents may apply.</p> <p>NPPF 2018 – Promoting healthy and safe communities</p> <p>95. Planning policies and decisions should promote public safety and take into account wider security and defense requirements by:</p> <p>a) anticipating and addressing possible malicious threats and natural hazards, especially in locations where large numbers of people are expected to congregate<sup>41</sup>. Policies for relevant areas (such as town centre and regeneration frameworks), and the layout and design of developments, should be informed by the most up-to date information available from the police and other agencies about the nature of potential threats and their implications. This includes appropriate and proportionate steps that can be taken to reduce vulnerability, increase resilience and ensure public safety and security; and</p> <p>b) recognising and supporting development required for operational defence and security purposes, and ensuring that operational sites are not affected adversely by the impact of other development proposed in the area.</p> <p>Annex 2: Glossary</p>	
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	<p>Major hazard sites, installations and pipelines: Sites and infrastructure, including licensed explosive sites and nuclear installations, around which Health and Safety Executive (and Office for Nuclear Regulation) consultation distances to mitigate the consequences to public safety of major accidents may apply.</p> <p>Also refer to my initial comments within the Addendum. Pages 22 to 24.</p> <p>Since raising my initial comment, I have taken time to look at consultations with the HSE on a significant number of Neighbourhood Plans where a major hazard is identified within the plan area. The HSE response in each case appears to take a standard format. However in each case the advice is individual to the plan where a specific hazard or hazards are identified.</p> <p>For the benefit of the Steering Group. I have screen grabbed one relating to the Draft Long Wittenham NP to indicate the relevance in planning terms. See pages 3 – 6.</p> <p>In the event that the Neighbourhood Plan Steering Group decides not to include mention of the hazard pipeline in the Neighbourhood Plan, and therefore include the Health and Safety Executive in the consultation process.</p> <p>I formally request to be advised of that decision, and the reasons behind it in writing or by email before the Plan is submitted for Regulation16.</p>	
Norfolk County Council	The County Council supports the Vision, Aims and Objectives set out in the Plan (pages 14 - 16). In particular the County Council supports objective 3 improving traffic flow and objective 6 to protect the environment.	No change. Supporting comment.
National Grid	<p>National Grid has appointed Wood to review and respond to development plan consultations on its behalf. We are instructed by our client to submit the following representation with regards to the above Neighbourhood Plan consultation.</p> <p><b>About National Grid</b></p> <p>National Grid owns and operates the high voltage electricity transmission system in England and Wales and operate the Scottish high voltage transmission system. National Grid also owns and operates the gas transmission system. In the UK, gas leaves the transmission system and enters the distribution networks at high pressure. It is then transported through a number of reducing pressure tiers until it is finally delivered to our customers. National Grid own four of the UK's gas distribution networks and</p>	No change. Informative comment. N.B National Grid will also be consulted at REG 16 stage

	<p>transport gas to 11 million homes, schools and businesses through 81,000 miles of gas pipelines within North West, East of England, West Midlands and North London.</p> <p>To help ensure the continued safe operation of existing sites and equipment and to facilitate future infrastructure investment, National Grid wishes to be involved in the preparation, alteration and review of plans and strategies which may affect our assets.</p> <p><b>Specific Comments</b></p> <p>An assessment has been carried out with respect to National Grid's electricity and gas transmission apparatus which includes high voltage electricity assets and high pressure gas pipelines, and also National Grid Gas Distribution's Intermediate and High Pressure apparatus.</p> <p>National Grid has identified that it has no record of such apparatus within the Neighbourhood Plan area.</p> <p><b>Key resources / contacts</b></p> <p>National Grid has provided information in relation to electricity and transmission assets via the following internet link:  <a href="http://www2.nationalgrid.com/uk/services/land-and-development/planning-authority/shape-files/">http://www2.nationalgrid.com/uk/services/land-and-development/planning-authority/shape-files/</a>  The electricity distribution operator in Breckland District Council is UK Power Networks. Information regarding the transmission and distribution network can be found at: <a href="http://www.energynetworks.org.uk">www.energynetworks.org.uk</a>  Please remember to consult National Grid on any Neighbourhood Plan Documents or site-specific proposals that could affect our infrastructure</p>	
Natural England	<p>Natural England is a non-departmental public body. Our statutory purpose is to ensure that the natural environment is conserved, enhanced, and managed for the benefit of present and future generations, thereby contributing to sustainable development.</p> <p>Natural England is a statutory consultee in neighbourhood planning and must be consulted on draft neighbourhood development plans by the Parish/Town Councils or Neighbourhood Forums where they consider our interests would be affected by the proposals made.</p> <p><b>Natural England does not have any specific comments on this draft neighbourhood plan.</b></p> <p>However, we refer you to the attached annex which covers the issues and opportunities that should be considered when preparing a Neighbourhood Plan.</p>	<p>No change, supporting comment.</p> <p>Policies HBE6, ENV4 and ENV6 already address a number of the suggestions.</p>

	<p>For any further consultations on your plan, please contact: <a href="mailto:consultations@naturalengland.org.uk">consultations@naturalengland.org.uk</a>.  Yours faithfully  Miss Rachel Bowden  Consultations Team</p> <p><b>Annex 1 - Neighbourhood planning and the natural environment: information, issues and opportunities</b></p> <p><b>Natural environment information sources</b></p> <p>The Magic1 website will provide you with much of the nationally held natural environment data for your plan area. The most relevant layers for you to consider are: <b>Agricultural Land Classification, Ancient Woodland, Areas of Outstanding Natural Beauty, Local Nature Reserves, National Parks (England), National Trails, Priority Habitat Inventory, public rights of way (on the Ordnance Survey base map) and Sites of Special Scientific Interest (including their impact risk zones)</b>. Local environmental record centres may hold a range of additional information on the natural environment. A list of local record centres is available here2.</p> <p>1 <a href="http://magic.defra.gov.uk/">http://magic.defra.gov.uk/</a>  2 <a href="http://www.nbn-nfbr.org.uk/nfbr.php">http://www.nbn-nfbr.org.uk/nfbr.php</a>  3 <a href="http://webarchive.nationalarchives.gov.uk/20140711133551/http://www.naturalengland.org.uk/ourwork/conservation/biodiversity/protectandmanage/habsandspeciesimportance.aspx">http://webarchive.nationalarchives.gov.uk/20140711133551/http://www.naturalengland.org.uk/ourwork/conservation/biodiversity/protectandmanage/habsandspeciesimportance.aspx</a>  4 <a href="https://www.gov.uk/government/publications/national-character-area-profiles-data-for-local-decision-making">https://www.gov.uk/government/publications/national-character-area-profiles-data-for-local-decision-making</a>  5 <a href="http://magic.defra.gov.uk/">http://magic.defra.gov.uk/</a>  6 <a href="http://www.landis.org.uk/index.cfm">http://www.landis.org.uk/index.cfm</a>  7 <a href="https://www.gov.uk/government/publications/national-planning-policy-framework--2">https://www.gov.uk/government/publications/national-planning-policy-framework--2</a>  8 <a href="http://planningguidance.planningportal.gov.uk/blog/guidance/natural-environment/">http://planningguidance.planningportal.gov.uk/blog/guidance/natural-environment/</a></p> <p><b>Priority habitats</b> are those habitats of particular importance for nature conservation, and the list of them can be found here3. Most of these will be mapped either as <b>Sites of Special Scientific Interest</b>, on the Magic website or as <b>Local Wildlife Sites</b>. Your local planning authority should be able to supply you with the locations of Local Wildlife Sites.</p>	
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	<p><b>National Character Areas</b> (NCAs) divide England into 159 distinct natural areas. Each character area is defined by a unique combination of landscape, biodiversity, geodiversity and cultural and economic activity. NCA profiles contain descriptions of the area and statements of environmental opportunity, which may be useful to inform proposals in your plan. NCA information can be found <a href="#">here</a><sup>4</sup>.</p> <p>There may also be a local <b>landscape character assessment</b> covering your area. This is a tool to help understand the character and local distinctiveness of the landscape and identify the features that give it a sense of place. It can help to inform, plan and manage change in the area. Your local planning authority should be able to help you access these if you can't find them online.</p> <p>If your neighbourhood planning area is within or adjacent to a <b>National Park</b> or <b>Area of Outstanding Natural Beauty</b> (AONB), the relevant National Park/AONB Management Plan for the area will set out useful information about the protected landscape. You can access the plans on from the relevant National Park Authority or Area of Outstanding Natural Beauty website.</p> <p>General mapped information on <b>soil types</b> and <b>Agricultural Land Classification</b> is available (under 'landscape') on the Magic<sup>5</sup> website and also from the LandIS website<sup>6</sup>, which contains more information about obtaining soil data.</p> <p><b>Natural environment issues to consider</b></p> <p>The National Planning Policy Framework<sup>7</sup> sets out national planning policy on protecting and enhancing the natural environment. Planning Practice Guidance<sup>8</sup> sets out supporting guidance.</p> <p>Your local planning authority should be able to provide you with further advice on the potential impacts of your plan or order on the natural environment and the need for any environmental assessments.</p> <p><b>Landscape</b></p> <p>Your plans or orders may present opportunities to protect and enhance locally valued landscapes. You may want to consider identifying distinctive local landscape features or characteristics such as ponds, woodland or dry stone walls and think about how any new development proposals can respect and enhance local landscape character and distinctiveness.</p> <p>If you are proposing development within or close to a protected landscape (National Park or Area of Outstanding Natural Beauty) or other sensitive location, we recommend that you carry out a landscape assessment of the proposal. Landscape assessments can help you to choose the most appropriate sites</p>	
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	<p>for development and help to avoid or minimise impacts of development on the landscape through careful siting, design and landscaping.</p> <p><b>Wildlife habitats</b></p> <p>Some proposals can have adverse impacts on designated wildlife sites or other priority habitats (listed here<sup>9</sup>), such as Sites of Special Scientific Interest or Ancient woodland<sup>10</sup>. If there are likely to be any adverse impacts you'll need to think about how such impacts can be avoided, mitigated or, as a last resort, compensated for.</p> <p><sup>9</sup><a href="http://webarchive.nationalarchives.gov.uk/20140711133551/http://www.naturalengland.org.uk/ourwork/conservation/biodiversity/protectandmanage/habsandspeciesimportance.aspx">http://webarchive.nationalarchives.gov.uk/20140711133551/http://www.naturalengland.org.uk/ourwork/conservation/biodiversity/protectandmanage/habsandspeciesimportance.aspx</a></p> <p><sup>10</sup> <a href="https://www.gov.uk/guidance/ancient-woodland-and-veteran-trees-protection-surveys-licences">https://www.gov.uk/guidance/ancient-woodland-and-veteran-trees-protection-surveys-licences</a></p> <p><sup>11</sup><a href="http://webarchive.nationalarchives.gov.uk/20140711133551/http://www.naturalengland.org.uk/ourwork/conservation/biodiversity/protectandmanage/habsandspeciesimportance.aspx">http://webarchive.nationalarchives.gov.uk/20140711133551/http://www.naturalengland.org.uk/ourwork/conservation/biodiversity/protectandmanage/habsandspeciesimportance.aspx</a></p> <p><sup>12</sup> <a href="https://www.gov.uk/protected-species-and-sites-how-to-review-planning-proposals">https://www.gov.uk/protected-species-and-sites-how-to-review-planning-proposals</a></p> <p><sup>13</sup> <a href="http://publications.naturalengland.org.uk/publication/35012">http://publications.naturalengland.org.uk/publication/35012</a></p> <p><b>Priority and protected species</b></p> <p>You'll also want to consider whether any proposals might affect priority species (listed here<sup>11</sup>) or protected species. To help you do this, Natural England has produced advice here<sup>12</sup> to help understand the impact of particular developments on protected species.</p> <p><b>Best and Most Versatile Agricultural Land</b></p> <p>Soil is a finite resource that fulfils many important functions and services for society. It is a growing medium for food, timber and other crops, a store for carbon and water, a reservoir of biodiversity and a buffer against pollution. If you are proposing development, you should seek to use areas of poorer quality agricultural land in preference to that of a higher quality in line with National Planning Policy Framework para 112. For more information, see our publication Agricultural Land Classification: protecting the best and most versatile agricultural land<sup>13</sup>.</p> <p><b>Improving your natural environment</b></p> <p>Your plan or order can offer exciting opportunities to enhance your local environment. If you are setting out policies on new development or proposing sites for development, you may wish to consider</p>	
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	<p>identifying what environmental features you want to be retained or enhanced or new features you would like to see created as part of any new development. Examples might include:</p> <ul style="list-style-type: none"> <li>☐ Providing a new footpath through the new development to link into existing rights of way.</li> <li>☐ Restoring a neglected hedgerow.</li> <li>☐ Creating a new pond as an attractive feature on the site.</li> <li>☐ Planting trees characteristic to the local area to make a positive contribution to the local landscape.</li> <li>☐ Using native plants in landscaping schemes for better nectar and seed sources for bees and birds.</li> <li>☐ Incorporating swift boxes or bat boxes into the design of new buildings.</li> <li>☐ Think about how lighting can be best managed to encourage wildlife.</li> <li>☐ Adding a green roof to new buildings.</li> </ul> <p>You may also want to consider enhancing your local area in other ways, for example by:</p> <ul style="list-style-type: none"> <li>☐ Setting out in your plan how you would like to implement elements of a wider Green Infrastructure Strategy (if one exists) in your community.</li> <li>☐ Assessing needs for accessible greenspace and setting out proposals to address any deficiencies or enhance provision.</li> <li>☐ Identifying green areas of particular importance for special protection through Local Green Space designation (see Planning Practice Guidance on this 14).</li> <li>☐ Managing existing (and new) public spaces to be more wildlife friendly (e.g. by sowing wild flower strips in less used parts of parks, changing hedge cutting timings and frequency).</li> <li>☐ Planting additional street trees.</li> <li>☐ Identifying any improvements to the existing public right of way network, e.g. cutting back hedges, improving the surface, clearing litter or installing kissing gates) or extending the network to create missing links.</li> <li>☐ Restoring neglected environmental features (e.g. coppicing a prominent hedge that is in poor condition, or clearing away an eyesore).</li> </ul> <p>14 <a href="http://planningguidance.planningportal.gov.uk/blog/guidance">http://planningguidance.planningportal.gov.uk/blog/guidance</a></p>	
<b>Housing and the Built Environment</b>		
Historic England	As the Government’s adviser on the historic environment, Historic England is keen to ensure that the	Added in

	<p>protection of the historic environment is fully taken into account at all stages and levels of the local planning process. We are therefore pleased to have the opportunity to review your neighbourhood plan at this early stage.</p> <p>We welcome this comprehensive and clearly laid out neighbourhood plan, and are pleased to note that considerations of the historic environment are to be found throughout, but particularly Chapter 6.1. As you are aware, your Neighbourhood Plan Area includes Swaffham Conservation Area, and contains a number of designated heritage assets including 102 listed buildings, of which the Market Cross, the Manor House, Oakleigh House and the Church of St Peter and St Paul are of very high significance and listed Grade I or II*.</p> <p>It is important that, as a minimum, a neighbourhood plan's strategy safeguards those elements of the neighbourhood area that contribute to the significance of those assets. This will ensure that they can be enjoyed by future generations of the area and make sure your plan is in line with the requirements of national planning policy, as found in the revised National Planning Policy Framework. The revised NPPF (paragraph 127) sets out that Neighbourhood Plans should, amongst other things, include clear objectives for the future of the area and a robust evidence base that shows an understanding and evaluation of the area, in this case the Parish of Swaffham. The policies of neighbourhood plans should also ensure that developments in the area establish a strong sense of place, and respond to local character and history by reflecting the local identity of the place - for instance through the use of appropriate materials, and attractive design.</p> <p>We therefore welcome the clear commitment to this principle that is found in Objective 2 on page 15 of your draft plan, as well as the clear and robustly worded policies (HBE3 and HBE4) supporting this objective found in section 6.1. We echo the sentiments of paragraph 6.1.11, and are particularly supportive of innovative and high quality design that nonetheless relates to and reinforces the character of our historic places.</p> <p>We welcome policy HBE4, with its focus on high quality public realm. We suggest that, to strengthen it further, the policy could make reference to Historic England's Streets for All guidance on public realm and highways works in historic places, requiring any works to have regard to its recommendations. Public realm works and new development in areas outside the historic core should ideally pay attention</p>	<p>paragraph 6.1.16 Historic England's 'Streets for All' guidance on public realm and highways works in historic places, should be referred to by developers putting in applications. Public realm works and new development in areas outside the historic core should ideally pay attention to the guidance found in the most recent best practice on urban design, 'Manual for Streets' and 'Manual for Streets 2'.</p>
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	<p>to the guidance found in the most recent best practice on urban design - Manual for Streets and Manual for Streets 2.</p> <p>The government's <u>National Planning Practice Guidance</u> <a href="https://www.gov.uk/guidance/neighbourhood-planning--2">https://www.gov.uk/guidance/neighbourhood-planning--2</a> on neighbourhood planning is also clear that, where relevant, Neighbourhood Plans need to include enough information about local heritage to guide local authority planning decisions and to put broader strategic heritage policies from the local authority's local plan into action but at a <i>neighbourhood</i> scale. If appropriate this should include enough information about local non-designated heritage assets, including sites of archaeological interest, locally listed buildings, or identified areas of historic landscape character. We therefore welcome the inclusion of a list of non-designated heritage assets, and policy HBE5 protecting them. We suggest that the first paragraph also contains a sentence that explains, in line with national policy, that any harm to the significance of these heritage assets - whether through alteration, demolition or development in their setting - should be clearly and convincingly justified.</p> <p>You can also use the neighbourhood plan process to identify any potential Assets of Community Value in the neighbourhood area. Assets of Community Value (ACV) can include things like local public houses, community facilities such as libraries and museums, or again green open spaces. Often these can be important elements of the local historic environment, and whether or not they are protected in other ways, designating them as an ACV can offer an additional level of control to the community with regard to how they are conserved. There is useful information on this process on Locality's website here: <a href="http://mycommunity.org.uk/take-action/land-and-building-assets/assets-of-community-value-right-to-bid/">http://mycommunity.org.uk/take-action/land-and-building-assets/assets-of-community-value-right-to-bid/</a> .</p> <p>Communities that have a neighbourhood plan in force are entitled to claim 25% of Community Infrastructure Levy (CIL) funds raised from development in their area. The Localism Act 2011 allows this CIL money to be used for the maintenance and on-going costs associated with a range of heritage assets including, for example, transport infrastructure such as historic bridges, green and social infrastructure such as historic parks and gardens, civic spaces, and public places. As a Qualifying Body, your neighbourhood forum can either have access to this money or influence how it is spent through the neighbourhood plan process, setting out a schedule of appropriate works for the money to be</p>	<p>Changed policy first paragraph to: HBE5: Non-designated heritage assets</p> <p>Development that would result in the loss of, or any harm to, the character, setting, accessibility, appearance, general quality or amenity value of non-designated heritage assets will be subject to an assessment which will balance the significance of the asset against the scale of the harm likely to</p>
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	<p>spent on. Historic England strongly recommends that the community therefore identifies the ways in which CIL can be used to facilitate the conservation of the historic environment, heritage assets and their setting, and sets this out in the neighbourhood plan. More information and guidance on this is available from Locality, here: <a href="https://mycommunity.org.uk/resources/community-infrastructure-levy-neighbourhood-planning-toolkit/">https://mycommunity.org.uk/resources/community-infrastructure-levy-neighbourhood-planning-toolkit/</a></p> <p>Further information and guidance on how heritage can best be incorporated into Neighbourhood Plans has been produced by Historic England, including on evidence gathering, design advice and policy writing. Our webpage contains links to a number of other documents which your forum might find useful in helping to identify what it is about your area which makes it distinctive, and how you might go about ensuring that the character of the area is protected or improved through appropriate policy wording and a robust evidence base. The guidance document available to download also provides useful links to exemplar neighbourhood plans that may provide you with inspiration for your own. This can be found here: <a href="http://www.historicengland.org.uk/advice/planning/plan-making/improve-your-neighbourhood/">http://www.historicengland.org.uk/advice/planning/plan-making/improve-your-neighbourhood/</a></p> <p>The following general guidance also published by Historic England may also be useful to the plan forum in preparing the neighbourhood plan, or considering how best to develop a strategy for the conservation and management of heritage assets in the area. It may also be useful to provide links to some of these documents in the plan:</p> <p>HE Advice Note 2 - making changes to heritage assets: <a href="https://historicengland.org.uk/images-books/publications/making-changes-heritage-assets-advice-note-2/">https://historicengland.org.uk/images-books/publications/making-changes-heritage-assets-advice-note-2/</a></p> <p>HE Good Practice Advice in Planning 3 - the setting of heritage assets: <a href="https://historicengland.org.uk/images-books/publications/gpa3-setting-of-heritage-assets/">https://historicengland.org.uk/images-books/publications/gpa3-setting-of-heritage-assets/</a></p> <p>If you are considering including Site Allocations for housing or other land use purposes in your neighbourhood plan, we would recommend you review the following two guidance documents, which may be of use:</p> <p>HE Advice Note 3 - site allocations in local plans: <a href="https://historicengland.org.uk/images-books/publications/historic-environment-and-site-allocations-in-local-plans">https://historicengland.org.uk/images-books/publications/historic-environment-and-site-allocations-in-local-plans</a></p> <p>HE Advice Note 8 - Sustainability Appraisal and Strategic Environmental Assessment :</p>	<p>occur.</p>
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	<p><a href="https://historicengland.org.uk/images-books/publications/sustainability-appraisal-and-strategic-environmental-assessment-advice-note-8/">https://historicengland.org.uk/images-books/publications/sustainability-appraisal-and-strategic-environmental-assessment-advice-note-8/</a></p> <p>We recommend the inclusion of a glossary containing relevant historic environment terminology contained in the NPPF, in addition to details about the additional legislative and policy protections that heritage assets and the historic environment in general enjoys.</p> <p>Finally, we should like to stress that this advice is based on the information provided by Swaffham Parish Council in your correspondence of 17 July 2018. To avoid any doubt, this does not reflect our obligation to provide further advice on or, potentially, object to specific proposals which may subsequently arise as a result of the proposed neighbourhood plan, where we consider these would have an adverse effect on the historic environment.</p>	
Norfolk County Council	<p>Infrastructure Delivery</p> <p>The neighbourhood plan will need to consider the following;</p> <ul style="list-style-type: none"> <li>• The following supporting text should be added under 6.1 Housing and the built environment (page 18); 'Housing and other development will be expected to contribute towards improving local services and infrastructure (such as transport, education; library provision, fire hydrant provision, open space etc.) through either the payment of a Community Infrastructure Levy (CIL); planning obligations (via an s106 agreement / s278 agreement); or use of a planning condition/s'.</li> <li>• Norfolk Fire and Rescue Service advocates the installation of sprinklers in all new developments. Sprinklers have a proven track record to protect property and lives. It would therefore be helpful if the emerging Neighbourhood Plan could refer to the installation of Sprinklers in new development.</li> <li>• There is no reference to Swaffham Library as being a community hub, therefore, the library should be added to the map on page 56 also it should be referenced within the supporting text.</li> </ul> <p>The neighbourhood plan should therefore contain policies referencing the delivery of the above infrastructure and services.</p>	<p>Added in 6.1.4 Housing and other development will be expected to contribute towards improving local services and infrastructure (such as transport, education; library provision, fire hydrant provision, open space etc.) through either</p>

		<p>the payment of a Community Infrastructure Levy (CIL); planning obligations (via an section 106 agreement/section 278 agreement); or use of a planning condition(s).</p> <p>Added in paragraph 6.1.13 Norfolk Fire and Rescue Service advocates the installation of sprinklers in all new developments. Sprinklers have a proven track record to protect property and lives.</p>
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		Library not added onto figure 20 as not a sport or leisure facility
1 Individual	Don't want any more building development in the south of the town	No change, not in conformity with the Local Plan
3 Individual	Affordable housing should not be buy to let	No change, comment
5 Individual	East west development is the way giving access to A47 without going through the town centre	No change, unsure what is meant by comment
7 Individual	Congestion – Glob Hill, London Street etc. (also see Transport)	No change, supporting comment
11 Individual	Yes we want to keep our “centre’ which helps our shops as well	No change, supporting comment
12 Individual	Over development of an area can be devastating. We should be aware	No change, supporting comment
13 Individual	There is a desperate need for a bypass. I avoid the town centre on Market Day because of the traffic chaos	No change, supporting comment
17 Individual	Apart from: HBE2 – Mixed housing. This is unlikely to work in practice. People are people and like to live	No change,



	amongst their own kind	beyond the scope of the Plan
18 Individual	HBE2 not sure mixed housing is viable	No change, in accordance with national policy
19 Individual	Affordable homes to be kept as such & NOT sold to Housing Associations as has happened on Redlands Estate	No change, beyond the scope of the Plan
22 Individual	North/South relief road must come BEFORE development	No change, supporting comment
23 Individual	HBE5 – Assembly Rooms Corn Exchange HBE1 - Development is not the same as Housing. There has been no expansion actually North for >30years. The A47 remains a hard north border. You mean North East, not north	No change, no evidence to support change  Corn Exchange is already a listed building
24 Individual	More accessible housing with gardens need to be available for disabled families 3 / 4 bedroom...	No change, supporting comment
28 Individual	As we have recently moved to a new build I cannot disagree with continued expansion but at the same time can see the need to curtail this activity	No change, supporting comment
29 Individual	Further housing should be located away from N/S route through town	No change, supporting comment

34 Individual	Air pollution is extreme, with stationery cars	No change, supporting comment
40 Individual	The current road structure of Swaffham one North/South and one East/West does not support existing traffic volumes. All new development will therefore increase this issue.	No change, supporting comment
41 Individual	With increased housing comes increased traffic. A North South relief road will be needed soon.	No change, supporting comment
43 Individual	Affordable to all, no homelessness	No change, supporting comment
45 Individual	Preserve the historical look of the town and xxxxxxx more community areas for the people of Swaffham	No change, supporting comment
47 Individual	ENV1 – Air Q – surely this is also further back along London St – e.g. traffic lights & xxx etc. TRA2 0 Congestion Points – there are more than marked on map going out to Swaffham on A1065 to Fakenham – Indian Restaurant/Tesco/Waitrose. There all heavy congestions points!! Good ideas – hopefully they come to pass!!	No change, map from Air Quality report
48 Individual	ENV1 – Air Q – surely this is also further back along London St – e.g. traffic lights & xxx etc. TRA2 0 Congestion Points – there are more than marled on map going out to Swaffham on A1065 to Fakenham – Indian Restaurant corner/Tesco corner/Waitrose corner. There all heavy congestions points!! Good ideas – good luck!	As above
51 Individual	1- Ensure that repairs/maintenance returns the roads/pavements to the same standard 2- Abels developments do not conform to HBE3 & HBE6	No change, beyond the scope of the Plan

52 Individual	Agree – N.S Relief road & a tonnage restriction through town centre – cut pollution on London Street. Swaffham Town – large empty buildings converted to one bedroom properties/wardened – how long has Nat West Bank sat empty	No change, supporting comment
53 Individual	Housing for increasing the population of Swaffham is increasing beyond what the villages infrastructure can take	No change, supporting comment
63 Individual	Too much emphasis on the Easterly side of the town & little on the West. Larger mix % HBE2(v)	No change as Plan does not allocate land
64 Individual	The quality of houses need to be affordable, developers will only develop for profit, so too constraints will hinder. Gateways need to be easily maintained, bad example is the Lynn Road, which is full of weeds. Don't understand the Drill Hall being a heritage site	No change, supporting comment  Changed to 24a: Station Street.. 24b: Drill Hall on Sporle Road. Amended Appendix D
66 Individual	There seems relatively little planned for the West of the town. Access to the sites should be considered, and it should be a priority to make sure that not only can emergency vehicles access them, but the burden on the existing road system should not be too great.	No change as Plan does not allocate land
68 Individual	All planned development will impact congestion and pollution centred on the A1065 in Swaffham. The town already has an Air Quality Management Area, more new homes without a relief road can only add to the problem of poor air quality. The plan mentions locating public amenities away from the AQMA, but residents of the area will still suffer and plans to encourage cycling and walking mean more people are exposed to poor air quality. HGVs and agricultural traffic make Swaffham unattractive to visitors.	No change, supporting comment

71 Individual	There is no mention of the Methodist Church which lies within the conservation area and is Grade II listed. The existence of the Methodist Church and its significance could be made under 2. in the plan where Swaffham is described. Under the non-designated heritage assets, there could be added a house in London Street from which the founder of Methodism, John Wesley preached in 1790. I believe the house has a plaque but it is not recognised in the plan. Methodism has been distinctive to Norfolk and has enriched the county's history.	No change, listed buildings
73 Individual	Generally replace 'should' with 'shall' regarding developers. Also void any planning approvals where the developer reneges on obligations. HBE2 re iii Substantially more emphasis needs to be made regarding affordable social housing for rent. (Too many families rely on poor quality, insecure private rented housing.) re footnote: The percentage of affordable is too low and must be at least 35%. In addition Breckland District Council must be pro-active in the provision of new social rented housing, either directly building or via good social housing associations building.	No change, changes the emphasis of the policy.  A greater percentage of affordable housing is not in conformity with the Local Plan
<b>Transport and Access</b>		
Norfolk County Council	The Plan supports the County Council's on-going Air Quality Management Assessment in Swaffham through car parking. In the text box Community Action Projects (page 37) the first lines states 'Work with the Highways Agency to reduce the number of Heavy Goods Vehicles (HGVs) coming through the town centre', the reference to Highways Agency should be replaces 'Highway Authority (NCC)'.	Amended
3 Individual	New bypass needed ASAP. On street parking should be discouraged. This creates pollution with cars waiting to pass parked vehicles and same with 2 wheels on the pavement because they cannot wait to pass.	No change, supporting comment
5 Individual	Agree with objectives but one thing must important is to get a north/south bypass ASAP. More roundabouts and traffic lights slow traffic making north/south journeys slower and will increase/. This	No change, supporting

	has been seen with new roundabout and 2 new push button pelican crossing We need to curb the large lorries along the Watton Road. Dangerous for zebra crossing! Also straw lorries leaving straw debris along the road and pavements.	comment
7 Individual	Car parking – control/restrict day long parking in central area (see Environment)	No change, beyond the scope of the Plan
10 Individual	Cannot see any specific way in which north south traffic can be managed without a relief road	No change, supporting comment
11 Individual	Can imagine some local businesses will not want reduced traffic through the centre as may be loss of trade	No change, considered comment
12 Individual	The North-South bypass is most important	No change, supporting comment
14 Individual	We need a Bypass!!. We need to increase parking capacity by reducing time to park in centre	No change, supporting comment
15 Individual	Still too much heavy goods traffic entering/exiting town centre, would like to see more cycleway and pedestrian only areas established.	No change, supporting comment
22 Individual	Out of town developments will only encourage use of car.	No change, considered comment
23 Individual	Business in Swaffham rely on the free parking in Town Centre and this must be maintained.	No change, there is no suggestion within the Plan of

		removing all free town centre parking
24 Individual	Police station/petrol station road, buses turning, can exiting petrol station & cars turning into road, causes congestion & near accidents / collisions	No change, specific to an area
26 Individual	More cycle facilities	No change, supporting comment
29 Individual	North South Relief road is a priority and should be pursued vigorously	No change, supporting comment
34 Individual	Roads should have been sorted before building	No change, supporting comment
35 Individual	I think that something must be done about heavy lorry's and farm machinery coming through the town, some go too fast and there is only one crossing.	No change, supporting comment
36 Individual	A relief road needs to be put in place! Traffic calming immediately needed in Newcastle Rd – Lorries, fast moving cars all in narrow road 30mpg is very rarely the case!! Sleepy policemen or traffic posts please!	No change, supporting comment
41 Individual	Bypass first	No change, supporting comment
43 Individual	Dial a bus for older residents and those without cars would be beneficial	No change, beyond the scope of the Plan

45 Individual	Cycling in the town is dangerous, no cycling paths etc.	No change, other supporting comments
49 Individual	I believe it is important to maintain free parking to encourage visitors. Excellent bus links to Norwich & Peterborough, limited elsewhere.	No change, beyond the scope of the Plan
50 Individual	Better provision of North/South public transport	No change, supporting comment
51 Individual	Development of Brandon Road will only add to the N/S congestions. Do not green the market place, will kill town	No change, under current consideration by Breckland District Council
52 Individual	Brandon Road – East & West where children going to & from school.	No change, unsure what comment means
53 Individual	Increasing housing development North to South of Swaffham has contributed heavily to this traffic and pollution problem. Closing the door after the horse has bolted!	No change, supporting comment
63 Individual	Public parking in the town centre needs to be addressed urgently. The Town and District Councils need to formulate a joint strategy with the former taking over responsibility	No change, supporting comment
64 Individual	Removal of car parking in the Market Place needs to take in account the Saturday Market. The relieve road would require a further 4000-5000 more houses to be built to pay for it. This would increase the population by 13000 approx.	No change, considered comment
67 Individual	TRA1 I feel that the need for a Relief Road for North/ South traffic should be stated more forcibly. TRA2	No change, for

	Measures to manage traffic in the town centre should extend to include White Cross Road, which is already higher than is safe.	TRA1 supporting comment. For TRA2, baseline studies are currently being conducted by Norfolk County Council. Beyond the scope of the Plan
68 Individual	Important that A1065 problems are addressed - cannot encourage walking or cycling until the road, safety and air quality, are improved. Speeding traffic, traffic congestion, lack of safe crossing points seriously impact policy. There is only one zebra crossing on the A1065 through Swaffham.	No change, supporting comment
69 Individual	I would have liked to have seen a policy statement regarding the width of footpaths required in the town - including on any new development sites. A width of 2m is recommended to allow for 2 wheelchairs to pass.	No change, national standards apply
72 Individual	I think that everything should be done to encourage cycling- 2% is not enough- to aid health environment and congestion of town centre. More secure bicycle parking spaces should be added throughout the town ,now and a big push in schools and other community groups undertaken, Maybe the Green Britain Centre could become a cycling centre ( shop/repair/ cycling proficiency etc.) to maintain it's environmental credentials!	No change, bicycle parking is in TRA4
73 Individual	Traffic speed on the main routes must be strictly controlled. Any new vehicle traffic layouts should not facilitate vehicular traffic going faster than the 20mph speed limit and must ensure the safety of pedestrians and cyclists is paramount. The present 20mph speed limit through the town centre should be extended to include more of the main road (from Watton Road to Tesco) and also the back roads i.e. Theatre Street, Cley Road, Whitsands Road, Whitecross Road, Lynn Street. Also all the other residential streets e.g. Spinners Lane should have 20mph speed limit. The respective councils must use all their powers e.g. compulsory purchase, in order to facilitate more direct, safe routes for walking and cycling	Added in 'Consider options for traffic calming within the town'



	to the town centre. (At present it is not very safe to cycle into town from Watton Road northwards, or from Waitrose junction southwards.) The Community action projects should also mention Norfolk CC regarding the first action point, in respect of the A1065.	
<b>Environment and Landscape</b>		
Norfolk County Council	<p>The Natural Environment Team support the Plan being produced by Swaffham Town Council. Policy TRA3 (page 35) supporting Objective 4: To ensure safe walking and cycling is appropriate, the reference to the Norfolk Cycling and Walking Strategy is welcomed. Support is broadly support the Environmental policies in Section 6.3 of the Draft NP ENV1 -5 (page 38 - 44), and the information is mostly correct and has been thoroughly considered in particular the inclusion of internationally designated sites, public rights of way, dark skies.</p> <p>However, there is no specific policy for biodiversity and no reference in the Plan to the biodiversity sites designated for their county importance, County Wildlife Sites (CWS), of which there are 4 within the parish (CWS no. 888: Land Adjacent to Limekiln Cottage; CWS 932: Land at Swaffham Golf Course; CWS no. 933: Land North of the Golf Course; and CWS no. 887: land at disused railway). We do acknowledge, however, that these sites are some distance from any proposed development. The aforementioned CWS should be referenced in the Plan.</p>	Added in There are also four County Wildlife Sites (CWS) in the parish of Swaffham (CWS no. 888: Land Adjacent to Limekiln Cottage; CWS 932: Land at Swaffham Golf Course; CWS no. 933: Land North of the Golf Course; and CWS no. 887: land at disused railway). All are some way from any proposed development.
Norfolk County Council	<p>Lead Local Flood Authority (LLFA)</p> <p>Previously the LLFA has recommended the inclusion of a specific surface water drainage policy. The County Council considers that a flooding policy should be included in the Plan as an additional policy to</p>	Added in 'The Plan seeks to contribute

	<p>EVN3 (page 42): Localised Flooding areas;  INTENTION: The Plan seeks to contribute towards strategic multi-agency efforts to reduce the risk of flooding from all sources in the Swaffham area. It seeks to promote a range of assessment and mitigation measures that will ensure that any future development (or redevelopment) will have a neutral or positive impact on flooding.  POLICY: FLOODING: The Plan requires that any future development (or redevelopment) proposals show there is no increased risk of flooding from an existing flood source and mitigation measures are implemented to address surface water arising within the development site.  Any new development or significant alteration to an existing building within the Swaffham area should be accompanied by an appropriate assessment which gives adequate and appropriate consideration to all sources of flooding and proposed surface water drainage. Any application made to a local planning authority will be required to demonstrate that it would:</p> <ul style="list-style-type: none"> <li>• Not increase the flood risk to the site or wider area from fluvial, surface water, groundwater, sewers or artificial sources.</li> <li>• Have a neutral or positive impact on surface water drainage.</li> </ul> <p>Proposals must demonstrate engagement with relevant agencies and seek to incorporate appropriate mitigation measures manage flood risk and to reduce surface water run-off to the development and wider area such as:</p> <ul style="list-style-type: none"> <li>• Inclusion of appropriate measures to address any identified risk of flooding (in the following order or priority: assess, avoid, manage and mitigate flood risk).</li> <li>• Where appropriate undertake sequential and /or exception tests.</li> <li>• Locate only compatible development in areas at risk of flooding, considering the proposed vulnerability of land use.</li> <li>• Inclusion of appropriate allowances for climate change</li> <li>• Inclusion of Sustainable Drainage proposals (SuDS) with an appropriate discharge location.</li> <li>• Priority use of source control SuDS such as permeable surfaces, rainwater harvesting and storage or green roofs and walls. Other SuDS components which convey or store surface water can also be</li> </ul>	<p>towards strategic multi-agency efforts to reduce the risk of flooding from all sources in the Swaffham area. It seeks to promote a range of assessment and mitigation measures that will ensure that any future development (or redevelopment) will have a neutral or positive impact on flooding.'</p> <p>No change to policy as ENV3 is about specific localised flooding areas</p> <p>The Plan does not</p>
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	<p>considered.</p> <ul style="list-style-type: none"> <li>To mitigate against the creation of additional impermeable surfaces, attenuation of greenfield (or for redevelopment sites as close to greenfield as possible) surface water runoff rates and runoff volumes within the development site boundary.</li> <li>Provide clear maintenance and management proposals of structures within the development, including SuDS elements, riparian ownership of ordinary watercourses or culverts, and their associated funding mechanisms.</li> </ul> <p>ALLOCATION OF SITES</p> <p>We would expect that the Neighbourhood Planning Process provide a robust assessment of the risk of flooding, from all sources, when allocating sites. If a risk of flooding is identified then a sequential test, and exception test were required, are undertaken. This would be in line with Planning Practice Guidance to ensure that new development is steered to the lowest areas of flood risk. However, any allocated sites will also still be required to provide a flood risk assessment and / or drainage strategy through the development management planning process.</p>	allocate sites.
Norfolk County Council	<p>In respect to the neighbourhood plan for Swaffham we wish to make the following comments on behalf of NCCs land owner interests.</p> <p>Proposed Policy ENV6 (page 46) should be revised to remove reference to the protection of School/Academy playing fields (no's. 14-17) as designated Local Green Space as policy COM5 supports school expansion. This effectively exempts the playing fields from Local Green Space protection and therefore</p> <p><del>of the</del> Norfolk Property Services (NPS) their inclusion is considered unnecessary. Additionally, this protection would also cause unnecessary barriers during the planning and development stage of school expansions, which is already supported by COM5.</p>	No change, the last sentence of the policy states 'The exception will be the expansion of school premises'
Norfolk County Council	<p>The Plan has incorporated the comments from the previous response.</p> <p>It is suggested that the neighbourhood plan contains the following statement; 'The Historic Environment Strategy and Advice Team will continue to provide advice on the historic environment aspects of new developments upon request'.</p>	No change, supportive comment
Anglian Water	<b>Policy ENV2 Climate change:</b> Anglian Water is supportive of Policy ENV2, as it states that grey water	No change,

	will be used where possible. The Anglian Water company area has been classified as an area of 'serious water stress' by the Environment Agency, and so we welcome actions such as this to make water use more sustainable	supportive comment
Anglian Water	<b>Policy ENV3 Localised flooding areas:</b> Anglian Water is supportive of Policy ENV3, as it states that development should prevent and alleviate localised flooding, and that new developments must not cause or contribute to flooding, drainage issues, or water pollution. Furthermore, Anglian Water is in support of the incorporation of Sustainable Drainage Systems in all developments within the Parish. This is consistent with the surface water hierarchy and would help to ensure that new developments do not increase the risk of surface water or sewer flooding. Should you have any queries relating to this response please let me know.	No change, supportive comment
1 Individual	Don't want buildings to be built on arable land which will be needed after Brexit when we will need to grow more food stuffs because of pending high tariffs that the EU would charge for imported foods	No change, not in conformity with the Local Plan
3 Individual	The more that can be done to improve this the better	No change, supporting comment
5 Individual	Surprised Campingland not included in list.	No change, Campingland is listed in the Breckland Local Plan, as stated in the first paragraph of ENV6
7 Individual	Major effort to retain Green Britain centre and the potential for 'green Swaffham' in future	No change, unsure of action
8 Individual	Watton Road is a disgrace, enormous lorries, straw in large quantities, speeding cars all make it a nightmare for residents	No change, supporting

		comment
12 Individual	Flooding by school & snailspit we (Fire Services) pumped them out after.	No change, considered comment
15 Individual	Pity about the ugly water tower!	No change
18 Individual	ENV1 – Important the right type of trees are used i.e. London Plane as opposed to Mountain Ash	No change, supporting comment
19 Individual	Efforts should be made to safeguard closed rail routes. Many towns around the country are looking at this option. Those reinstated have been very successful. Local example is talk about reinstating the railway to Hunstanton. Also being planned is the loop line from Norwich to Cromer to Fakenham to Dereham – Norwich.	Beyond the remit of the Neighbourhood Plan
20 Individual	The trees were a key element	No change, supporting comment
21 Individual	There is a point on the flood map. Northwell Pool floods the road and houses after rain and the property from town centre down to the station the road is usually a river after and during rain.	Add to number 1 on map and ENV3, (including Northwell Pool)
22 Individual	Protection of green space should include agricultural land	No change, against national policy
23 Individual	ENV1 – there are alternatives to trees. ENV4 – This is 100% wrong. It presumes support for any development that affect the stated views. The presumptions would be there will be no input unless....not the opposite ENV6 – you should not in a public document prohibits private organisation from developing their land just to avoid putting pressure on public land.	No change to ENV1  ENV4 – this policy is not about

		<p>stopping development. Change title of policy to 'ENV4: Important public local views and vistas'</p> <p>ENV6: (1) The Antinghams and (7) Manor House removed from list of Local Green Spaces. Map amended and Appendix H</p>
24 Individual	Green space important for children and animals MUST keep green spaces!!	No change, supporting comment
29 Individual	Retention of Eco Centre should be a priority	No change, beyond the scope of the Plan
41 Individual	Maybe encourage people with gardens to grow plants, put up nest boxes etc. to encourage wildlife	No change, beyond the scope of the Plan
45 Individual	Town needs trees desperately areas near the church are devoid of trees – please plant these urgently	No change, beyond the scope of the Plan

49 Individual	Would like to see more waste/dog waste bins on new estates particularly where there are public footpaths for dog walkers	No change, beyond the scope of the Plan
52 Individual	<p>Agree ENV1 &amp; ENV2</p> <p>ENV4 – view Watton Road – out toward Ashill – trees &amp; view</p> <p>ENV3 – Flooding – when it rains a&amp; water table high - outside school on Brandon Road, Snailspit Farm corner road</p> <p>ENV5 – ‘overkill’ light just down Watton Road – unnecessary as have huge ones on Brandon Road casts plenty of light at top of Watton Road env1&amp; env2</p>	<p>No change to ENV4, new view did not come up during consultation</p> <p>No change to ENV3, not known as a problem</p> <p>No change to ENV5, removal of street lights not within scope of Plan</p>
53 Individual	Regard for protection of Wildlife and landscape has been given poor consideration – if any!!	<p>No change, no specific areas suggested.</p> <p>Wildlife will be considered at planning application stage</p>
63 Individual	<p>Urgent attention needs to be given to more green spaces, especially in the Town Centre e.g. adjoining the Buttercross where there’s no parking, no street lights between midnight and 6a.m, dark skies.</p> <p>The definition of ‘green spaces’ in ENV6 is too wide.</p>	ENV6: (1) The Antinghams and (7) Manor House

	Half of those listed are not accessible to the general public i.e. no's - 7,8,9-12, 14-17	removed from list of Local Green Spaces (see above)
64 Individual	The Community Centre require green parking on the Antinghams, the plan should reflect this	On private land, no change. Not locally supported
67 Individual	ENV1 - reference should be made to TRA1 and the need for a relief road.	No change, already references in HBE1 and TRA2
68 Individual	The town is already suffering poor air quality. This is not all caused by car ownership in the town - this will not fall if new housing is bought by people who commute to work - public transport is not a reliable alternative for most commuters in the area. HGV and agricultural traffic causes congestion and pollution in the town. Flooding and sewer problems are only likely to increase with climate change and increased housing development. Older/historically significant property is damaged by pollution and heavy passing traffic.	No change, supporting comment
72 Individual	I greatly approve of having some Garden area in the town centre-it would improve overall feeling of well being and the town and be lovely, aesthetically. I was concerned to see that the Recreation Ground is not listed as designated green space under section 6.3 11 ENV6. Surely this is essential especially as later, you say that Swaffham has under the expected outdoor facility area? Also, I think there should be more outdoor sport areas. You keep mentioning indoor sports facilities but some tennis courts and all purpose pitches that could be used for other team sports, would encourage men and women (men already have the football and cricket area, of course) to exercise outdoors ,for fun. As well as the obvious sports like netball and hockey, I have heard of pitches designed for Frisbee playing, which sounds like an excellent fun idea.	No change, Recreation Ground is in ENV6 as listed by Breckland.  Feasibility of outdoor and indoor space currently being considered by



		Breckland. COM1 covers sports and leisure facilities
73 Individual	<p>re ENV1 On the question of Air Quality, the NP must insist that the resolution of this issue is not at the cost of speeding up vehicular traffic and disadvantaging pedestrians, cyclists and crossing traffic ( the mooted suggestion of removing the traffic signals at the George or other similar inappropriate measures to favour through vehicular traffic must be opposed in the NP) In particular ENV1 I seems to accept no resolution to the AQ issue. It must be stated in the NP that the only acceptable solution is a north/south bypass. In the box, Community action projects, it has not yet been publicly announced what the action points are to be, so this NP should not express support for them. re ENV5 The NP should question the need for the amount of lighting along the A1065 through the town from Brandon Road to Castle Acre Road. A waste of money that could otherwise be spent on tackling the state of the road surface. The reduction of existing light pollution in the town should be included in the Community action projects. Also mention incorrectly installed and nuisance security lighting. re ENV 6, please include the orchard at the Green Britain Centre. This contains rare, possibly irreplaceable, specimen fruit trees which could be lost in any future leasing of the building and land without safeguarding including access for community groups such as the Garden Science Project.</p>	<p>No change to ENV1, this is part of the Air Quality Action Plan</p> <p>No change to ENV5, cannot remove street lighting</p> <p>No change to ENV6, the future of this piece of land is being considered by the Town Council. Add into Community action projects: 'Consider the protection of the Green Britain Centre orchard'</p>
<b>Business and Employment</b>		
3 Individual	Temporary rate reductions for new business and a cap on the number of charity shops.	No change,

		beyond the scope of the Plan
5 Individual	Businesses need customers so parking and ease of access to town is very important	No change, Breckland District Council's enforcement policy will free up some spaces within the town centre
7 Individual	Create an effective, professional business forum or chamber of trade	No change, beyond the scope of the Plan
12 Individual	I believe it vital to encourage -entice.... and support local private business	No change, supportive comment
15 Individual	Undertakers seem to becoming as prevalent as charity shops	No change, comment requires no action
20 Individual	I very much like the shops in the Market Cross area	No change, comment requires no action
22 Individual	Out of town convenience shops will affect existing once in centre	No change, not considered by the Plan
23 Individual	There must be also explicit support for businesses offering 365 days employment, not just tourism	No change, not

		considered by the Plan
24 Individual	More Community Services would create more local jobs	No change, supportive comment
35 Individual	Smaller units to encourage start-up businesses would be good for local economy	No change, supportive comment
36 Individual	Need more modern chin shops for variety for the sake of most people shopping in Dereham or Kings Lynn	No change, beyond the scope of the Plan
43 Individual	More retail units Find out what people want More late night buses	No change, not considered by the Plan
51 Individual	Consider 'theme' business for town e.g. IT, Technology. Disagree strongly with BUS 3	No change to theme, the theme is green credentials  BUS3, added in 'small shops', and footnote definition for 'small shops'
53 Individual	Swaffham Business wise generally shrinking	No change
63 Individual	More effort needs to be made to encourage SME's. Too many empty shops/too many charities. Reduce business rates & offer incentives for 1 <sup>st</sup> year etc. Disproportionate no of cafes to decent restaurants	No change, beyond the scope of the Plan

64 Individual	It is important not to put too many terms & conditions on new business premises, we should be encouraging new businesses even if they are not totally green. More businesses in the town will increase traffic, you can't have your cake and eat it. Delivery vehicles will need to supply the business therefore increasing pollution.	No change to policies, access addressed. Not restricting all businesses to having green credentials
67 Individual	Businesses which process crops and animals raised in the area should be encouraged. This potentially could address some of the concerns in Traffic and Environmental.	No change, beyond the remit of the Plan
68 Individual	A relief road using funding from housing developers/light industrial units would provide higher paid employment to replace low paid retail employment in the town.	No change, supporting comment
69 Individual	on p47 6.4.1 Bullet point 2 is unclear. It states • Public services have increased by 5 per cent since 2015. Note, this has reduced since 2015. I am unsure if it has increased or reduced.	Amended paragraph
<b>COMMUNITY and Services</b>		
Sport England	Government planning policy, within the <b>National Planning Policy Framework (NPPF)</b> , identifies how the planning system can play an important role in facilitating social interaction and creating healthy, inclusive communities. Encouraging communities to become more physically active through walking, cycling, informal recreation and formal sport plays an important part in this process. Providing enough sports facilities of the right quality and type in the right places is vital to achieving this aim. This means that positive planning for sport, protection from the unnecessary loss of sports facilities, along with an integrated approach to providing new housing and employment land with community facilities is important. It is essential therefore that the neighbourhood plan reflects and complies with national planning policy for sport as set out in the NPPF with particular reference to Parts 73 and 74. It is also important to be aware of Sport England's statutory consultee role in <b>protecting playing fields</b> and the presumption against the loss of playing field land. Sport England's playing fields policy is set out in our Playing Fields Policy and Guidance document. <a href="http://www.sportengland.org/playingfieldspolicy">http://www.sportengland.org/playingfieldspolicy</a>	No change, supporting/ Informative comment

	<p>Sport England provides guidance on <b>developing planning policy</b> for sport and further information can be found via the link below. Vital to the development and implementation of planning policy is the evidence base on which it is founded. <a href="http://www.sportengland.org/facilities-planning/planning-for-sport/forward-planning/">http://www.sportengland.org/facilities-planning/planning-for-sport/forward-planning/</a></p> <p>Sport England works with local authorities to ensure their Local Plan is underpinned by robust and up to date evidence. In line with Par 74 of the NPPF, this takes the form of <b>assessments of need and strategies for indoor and outdoor sports facilities</b>. A neighbourhood planning body should look to see if the relevant local authority has prepared a playing pitch strategy or other indoor/outdoor sports facility strategy. If it has then this could provide useful evidence for the neighbourhood plan and save the neighbourhood planning body time and resources gathering their own evidence. It is important that a neighbourhood plan reflects the recommendations and actions set out in any such strategies, including those which may specifically relate to the neighbourhood area, and that any local investment opportunities, such as the Community Infrastructure Levy, are utilised to support their delivery.</p> <p>Where such evidence does not already exist then relevant planning policies in a neighbourhood plan should be based on a proportionate assessment of the need for sporting provision in its area. Developed in consultation with the local sporting and wider community any assessment should be used to provide key recommendations and deliverable actions. These should set out what provision is required to ensure the current and future needs of the community for sport can be met and, in turn, be able to support the development and implementation of planning policies. Sport England's guidance on assessing needs may help with such work.</p> <p><a href="http://www.sportengland.org/planningtoolsandguidance">http://www.sportengland.org/planningtoolsandguidance</a></p> <p>If <b>new or improved sports facilities</b> are proposed Sport England recommend you ensure they are fit for purpose and designed in accordance with our design guidance notes.</p> <p><a href="http://www.sportengland.org/facilities-planning/tools-guidance/design-and-cost-guidance/">http://www.sportengland.org/facilities-planning/tools-guidance/design-and-cost-guidance/</a></p> <p>Any <b>new housing</b> developments will generate additional demand for sport. If existing sports facilities do not have the capacity to absorb the additional demand, then planning sports facilities do not have the capacity to absorb the additional demand, then planning policies should look to ensure that new sports</p>	
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	<p>facilities, or improvements to existing sports facilities, are secured and delivered. Proposed actions to meet the demand should accord with any approved local plan or neighbourhood plan policy for social infrastructure, along with priorities resulting from any assessment of need, or set out in any playing pitch or other indoor and/or outdoor sports facility strategy that the local authority has in place. In line with the Government's NPPF (including Section 8) and its Planning Practice Guidance (Health and wellbeing section), links below, consideration should also be given to how <b>any new development</b>, especially for new housing, will provide opportunities for people to lead healthy lifestyles and create healthy communities. Sport England's Active Design guidance can be used to help with this when developing planning policies and developing or assessing individual proposals.</p> <p>Active Design, which includes a model planning policy, provides ten principles to help ensure the design and layout of development encourages and promotes participation in sport and physical activity. The guidance, and its accompanying checklist, could also be used at the evidence gathering stage of developing a neighbourhood plan to help undertake an assessment of how the design and layout of the area currently enables people to lead active lifestyles and what could be improved.</p> <p>NPPF Section 8: <a href="https://www.gov.uk/guidance/national-planning-policy-framework/8-promoting-healthy-communities">https://www.gov.uk/guidance/national-planning-policy-framework/8-promoting-healthy-communities</a></p> <p>PPG Health and wellbeing section: <a href="https://www.gov.uk/guidance/health-and-wellbeing">https://www.gov.uk/guidance/health-and-wellbeing</a></p> <p>Sport England's Active Design Guidance: <a href="https://www.sportengland.org/activedesign">https://www.sportengland.org/activedesign</a></p> <p><i>(Please note: this response relates to Sport England's planning function only. It is not associated with our funding role or any grant application/award that may relate to the site.)</i></p> <p>If you need any further advice, please do not hesitate to contact Sport England using the contact details below.</p>	
1 Individual	<p>It would be nice to have a park with flowers and trees and picnic seating. I find the recreation ground suits children and teenager and not us seniors as I am.</p>	<p>No change, this is provided within Swaffham. Trees have been</p>

		addressed within ENV1
3 Individual	Priority to health and social care facilities before more houses are built.	No change, supporting comment
5 Individual	If plans include community buildings these must not be dropped at a later date. Must be a concrete part of the planning approval	No change
7 Individual	Emphasise the Parish Church as a potential community facility – seating 300-400!	No change, no churches are on Figure 20
10 Individual	Any new development <u>must</u> take into account provision of schools, doctors/dentists at start not after build	No change, supporting comment
11 Individual	Perhaps the “Green Britain Centre” could now become a swimming pool centre	No change, beyond the scope of the Plan
12 Individual	Oh yes, I have recollection of one ‘Terry Wilding’ approaching me on the only subject of a swimming pool about 1989.	No change, supporting comment
20 Individual	Some lively music: e.g. The Grenadier Guards	No change, beyond the scope of the Plan
21 Individual	Need more detail	No change
22 Individual	School placements already oversubscribed so where do new residents send kids to school.	No change, this is addressed in COM5
23 Individual	Has any consideration been given to speaking with the parish councils surrounding the town	Neighbouring

		Parish Councils are consultees
26 Individual	Cinemas etc. – is there a demand? start small...trial 😊	No change, not considered as part of the Plan. The Community Centre offers a film night occasionally
29 Individual	Cultural facilities need extending	No change, supporting comment
35 Individual	A sports centre and pool with disabled access would be good	No change, supporting comment
36 Individual	Swimming Pool / Cinema/Theatre	No change, supporting comment
43 Individual	The swimming pool must be indoor when? Been talk of for decades! Find out what people want especially for young teenagers	No change, supporting comment
44 Individual	I have seen proposals for an 'outdoor' swimming pool. Only viable May-Sept. surely the vision should be an indoor pool as part of a leisure complex to facilitate year round swimming	No change, feasibility work needs doing
45 Individual	Swimming pool needs to be built by 2018 not 2031 – new leisure centre with all day opening and a swimming pool.	No change, supporting comment



46 Individual	New leisure centre facilities	No change, supporting comment
52 Individual	<p><u>Swimming Pool</u> – who going to run it? Breckland said in the past they wouldn't. Needs to be 50m to attract clubs etc. – not a paddling pool.</p> <p><u>Indoor Sports &amp; Leisure Centre</u> – we have one / not that old – renovate?</p> <p><u>Recreation Ground</u> – we have Cley Road / Orford Road/Myers Playing Field/Hamonds Academy Fields/Football Ground</p>	No change, supporting comment
53 Individual	Barely coping with Town Population as it stands	No change
63 Individual	Why has Dereham got such facilities but not Swaffham	No change
64 Individual	Any new sports facility should be self supporting, a 4 lane x 20 mts pool is not practicable and is not a viable proposition, Swaffham needs an indoor leisure pool. A cinema will not be viable, we have monthly film shows at the Icenis now. We have the Barn Theatre which is under used	No change
68 Individual	Need to consider the fact that the schools are centred around the A1065. Traffic/air pollution and safe journeys to school need to be considered. For children from the North side of town journeys to school are dangerous - involving crossing major roads. It is not possible to cycle or walk safely along the A1065.	No change, cannot move schools. ENV1 addresses this
71 Individual	I wanted to have the opportunity to alert you to the fact that nowhere in the document is there any mention of the Swaffham Methodist Church. The church is a Grade II listed building and has a prominent position on London Street just south of the market cross. It was built in 1813 subsequent to two visits to Swaffham made by the Methodist church's founder, John Wesley. It is a classic example of Georgian chapel architecture and while the interior is undergoing an extensive refurbishment, the exterior remains faithful to the original building. After the interior work is completed, the church will offer a distinctive and flexible resource to local people and community groups.	No change, the Methodist Church is a listed building
73 Individual	In Community action projects, change the second action point to insist that Breckland District Council provide new or improved leisure centre provision, noting that at present the previous facilities have still not been reinstated after nearly 15 months since the storm damage in June 2017.	No change, cannot require Breckland District Council to make

		provision
<b>Overall, do you agree/disagree with the Neighbourhood Plan</b>		
5 Individual	Mostly	No change, supporting comment
10 Individual	Well presented and obviously taken a lot of preparation	No change, supporting comment
11 Individual	Would like to see brown sites developed prior to new housing where possible	No change, within national policy
19 Individual	Agree with reservations. Need a program for activating Plan. Some actions such as traffic management needs early activation (incl. Bypass or Loop Road.)	No change, supporting comment
20 Individual	Warmest Thanks	No change, supporting comment
21 Individual	Need more details on bypass and infrastructure	No change, requires feasibility work
23 Individual	Too often the plan refers to presumptions that are not challenged. Also, it over simplifies some aspects (e.g. N,SE,W for development ignores NE,WE etc.) but the uses very technical words e.g. HBE7-2	No change
33 Individual	More Provision for starter homes	No change, within the Plan
36 Individual	Traffic calming needed in NEW Sporle Road this is 30mph road not a race track!!	Added in traffic calming to Community action projects

45 Individual	Town needs a swimming pool – cycling paths and thousands of new trees in recreational spaces	No change, supporting comment
51 Individual	Some of the policies are somewhat fanciful in the current economic climate	No change
53 Individual	Restrict further development till ‘well thought through’ Relief Road good idea if in right place	No change, not in conformity with national policy
63 Individual	Definitely too much emphasis on expecting developers to fund everything (Sec 106 Agreements) the CIL (7.4) must be implemented – otherwise where is the infrastructure	No change, Plan does not reference developer contributions in may areas
64 Individual	The draft plan is well scoped, with good information. It should not need a Neighbourhood plan to do the basic work of the councils. I understand it is a planning document and not an implementation document. To me the implementation is the problem. If the changes are made I will agree to the plan until then no	No change, supporting comment
67 Individual	Subject to consideration of the comments above, I agree with the Plan. Congratulations to all involved in its preparation. It is a fine document. Just a couple of editorial comments on the Draft: Page 27: The descriptions and figures appear to be transposed Page 74: Whitecross Road. Last sentence. the infill combines individual one and two storey dwellings.	Changed typos
68 Individual	Policies need to be integrated, traffic and the environment/new housing/cycling/tourism cannot ignore air quality problems and avoid action over the A1065.	No change
73 Individual	I think the wording should be stronger and that more should be included in tackling existing issues. In particular, Breckland District Council is not called to account sufficiently. particularly their shocking irresponsibility in not progressing the Community Infrastructure Levy.	No change, comment only

Sustainability Appraisal		
1 Individual	Unable to comment as I didn't have time to read the 29 page document today.	No change
11 Individual	Very much admire the amount of work all those has taken and will continue to need in the future!	No change, supporting comment
17 Individual	Have not had time to read it.	No change
18 Individual	Not enough time to read	No change
22 Individual	Page 22 – development should be east/west to prevent ribbon More housing will only increase persons needing doctors, schools etc. and if out of town will increase traffic flow.	No change, supporting comment
23 Individual	it is incomprehensible without technical knowledge, but it does not seem to have been independently checked.	No change, the Plan will be independently examined
53 Individual	As it stands - unlikely	No change
68 Individual	The plan needs integrated approach - it will be impossible to improve traffic in the town without changing the congestion/pollution caused by the A1065. Walking and cycling is dangerous to health and safety at present, the historic centre is damaged by pollution and heavy traffic. This will impact people who might want to move here or visit. A priority should be to solve the A1065 problem making Swaffham a more attractive, healthy place to live now and in future.	No change, supporting comment
73 Individual	Clearly compromises are required as new homes and employment opportunities will be needed. That is why it is so essential that a very substantial proportion in the uplift of land values subsequent to planning approval is directed to achieve the greatest mitigation of the adverse effects of new development.	No change

Response from individual

<p><b>1. Neighbourhood Planning General</b></p> <p><b>HM Gov Guidance Neighbourhood Planning</b></p> <p><i>1.1.1 A neighbourhood plan must address the development and use of land. This is because if successful at examination and referendum the neighbourhood plan will become part of the statutory development plan once it has been made (brought into legal force) by the planning authority. 1.1.2 <b>Where a parish council applies for the whole of the area of the parish to be designated as a neighbourhood area, the local planning authority must designate the whole of the area applied for.</b> Exceptions to this are where part of the area applied for has already been designated as a neighbourhood area, or forms part of another application that has not yet been determined. Where only a part of a parish council's area is proposed for designation, it is helpful if the reasons for this are explained in the supporting statement. Equally, town or parish councils may want to work together and propose that the designated neighbourhood area should extend beyond a single town or parish council's own boundaries. The decision over final boundary designation is made by the local planning authority. 1.1.3 While there are prescribed documents that must be submitted with a neighbourhood plan or Order there is no 'tick box' list of evidence required for neighbourhood planning. <b>Proportionate, robust evidence should support the choices made and the approach taken.</b> The evidence should be drawn upon to explain succinctly the intention and rationale of the policies in the draft neighbourhood plan or the proposals in an Order. 1.1.4 A policy in a neighbourhood plan should be clear and unambiguous. <b>It should be drafted with sufficient clarity that a decision maker can apply it consistently and with confidence when determining planning applications.</b> It should be concise, precise and supported by appropriate evidence. It should be distinct to reflect and respond to the unique characteristics and planning context of the specific neighbourhood area for which it has been prepared. 1.1.5 A qualifying body should be inclusive and open in the preparation of its neighbourhood plan or Order and ensure that the wider community: <b>* is kept fully informed of what is being proposed * is able to make their views known throughout the process * has opportunities to be actively involved in shaping the emerging neighbourhood plan or Order is made aware of how their views have informed the draft neighbourhood plan or Order.</b></i></p> <p><b>Comment</b></p> <p><b>DWH 1.1.</b></p> <p>Referring to the criteria in 1.1.2, the whole of Swaffham CP is the designated area for the Neighbourhood Plan. The plan is about the use and development of land over a 20-year period, 2019-2039. The Plan does not allocate any sites and yet</p>	<p>All points considered. Most addressed above. Land is not being allocated in this Neighbourhood Plan. Route of the existing pipeline is well known and established. Any proposals for use of land for development that will be on or near the pipeline will be covered by planning policy and building regulations.</p> <p>Health and Safety Executive were not consulted</p> <p>DWH.2.1 - The Local Plan would</p>
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<p>is a document that will be referred to when determining any planning application within the boundary of the designated area. Given the Plan period, that can be expected to include applications outside those detailed in the Breckland Local Plan Pre-Submission currently at Inspection.</p> <p><b>DWH 1.2.</b></p> <p>6. Projects and Policies states. 6.3 The Neighbourhood Plan policies follow the government’s guidance, they exist to:</p> <ul style="list-style-type: none"> <li>• Set out requirements in advance for new development in the area.</li> <li>• Inform and guide decisions on planning applications.</li> <li>• Ensure that the multitude of individual decisions add up to something coherent for the area as a whole.</li> </ul> <p>6.4 <b><i>To aid interpretation for decision makers and planning applicants</i></b>, each policy is accompanied by supporting text, which includes context for the theme, the views of residents, guidelines and reference to strategic plans.</p> <p>1</p> <p>In general terms Policies set out within the Draft Neighbourhood Plan focus on the central area of Swaffham itself. In development planning terms there is no reference made to the following significant constraintss within Swaffham CP. a) Major Hazard Pipeline.</p> <p>b) European Protected Sites - Breckland Woodland SSSI and Breckland SPA.</p> <p><b>** If the decision of the Steering Group is not to make any reference to those within the Plan, then in accordance with Neighbourhood Planning Guidance paragraph 047 indicated at 1.1.5, I expect to be “made aware of how my views have informed the draft neighbourhood plan or Order.”</b></p> <p><b>See Addendum for a more detailed explanation of the planning implications in each case.</b></p> <p><b>DWH 1.3</b></p> <p>The relevance of 1.1.4 became obvious to Paul Darby (Steering Group) in my conversation with him at the 18<sup>th</sup> July Consultation event. The reasoning is explained in detail in my comment on Policies.</p> <p><b>DWH 1.4</b></p> <p>Referring to 1.1.5. The consultation process of the ‘new’ Neighbourhood Plan, refer to the Plan statements 3.4 to 3.7. a) Community Consultation Events 14<sup>th</sup> and 17<sup>th</sup> April. To check emerging Policy ideas. b) April to July. If you rely on information on Swaffham Town Council website this would be by reading the minutes. These in effect do not give much information at all. A drift through the Twitter feeds for both the Town Council and R. Bishop (Town Clerk) as in 3.7 do not</p>	<p>come into play in this scenario and its policies cover it. The NP should not repeat the LP . The LP is the primary document for determining applications. NP must be in conformity with LP.</p> <p>Housing Site Comment - site has outline planning permission therefore don't need to refer to it.</p> <p>TRA2 - details of relief road not yet known and therefore cannot be referred to in detail.</p>
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<p>have Neighbourhood Plan content. Facebooks last post was 17<sup>th</sup> April. So although described as useful communication tools in 3.7, indicate no Steering Group feedback or community engagement.</p> <p>I sought to address the issue with Colin Houghton (Chair of the Steering Group) prior to the 17<sup>th</sup> April event. The response was along the lines of <i>we want the Website to be useful to people but it is always a balance as to how much to include. We have started an article each month in the Swaffham newsletter to help keep people informed about basic process. At the Consultation events we will seek to be as informative as possible.</i></p> <p>Other than the NP minutes limited in information as they are, no additional content was subsequently added. As for the Newsletter, information as to any proposed content of the Plan is also at a premium. Each one is an update on basic process, and progress, no more.</p> <p>Example the July Swaffham Newsletter – Swaffham Neighbourhood Plan</p> <p><i>The Swaffham Neighbourhood Plan is a community-led document for guiding the future development of our Town. It is about the use and development of land over the next 20 ears. The plan will set out a vision and aspirations for the future development of the Town and will be an important document that will help influence and control the way our town changes in the future, including any new housing developments. This is the sixth in a series of Articles designed to give you the latest information on how we are progressing with the development of our Neighbourhood Plan.</i></p> <p><i>Following the last Consultation events, the Steering group worked on all the ideas and thoughts expressed to reach a point of formulating he actual policies which will form the “Core” of the plan. The policies have to be worded precisely as they will be subject to scrutiny at Breckland District Council level and an independent examiner. We had a preliminary discussion with the “Planners” at Breckland because as you remember our plan has to be consistent with the “Breckland local plan” which is in its final stages. Some helpful comments were received from them which enabled us to refine the policies again. Our project manager has now prepared the first full draft version of the Neighbourhood Plan. This has been seen by Town Councillors and sent to Breckland to get their comments/observations. We would like to get any updated document to the Town Council meeting on 11<sup>th</sup> July.</i></p> <p><i>The plan then is to hold another public consultation DAY on the 18<sup>th</sup> July in the Assembly Rooms, Swaffham running from 10am to 7pm. This marks a pre-submission consultation period from then to 31<sup>St</sup>. August 18. This is an important time for you to digest the contents and raise comments/suggestions. Eventually after independent evaluation and checking</i></p>	<p><b>Revised wording for BUS3:</b></p> <p>Convenience/small shops are encouraged where they serve the day-to-day needs of residents in new development areas, particularly for housing allocations south of the town centre.</p> <p>10. This is not the final consultation , there is regulation 16.</p>
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*against Breckland's Local Plan, the absolute final document will come out to a town referendum to seek widespread support and adoption. We want all our town to support the Plan. Remember it strengthens our position locally in helping to determine planning applications and what shape we want our town to develop to over the next 20 years. Keep up to date on the Town Council Website.*

2

**1.1.5 \* is able to make their views known throughout the process.** This is impossible without any indication of considered content. As part of a Neighbourhood Plan focus group in 2017, I raised the issue of what I consider almost non-existent consultation with the community at large, and my view is that little has changed since. Stakeholder engagement as expressed on page 11 is welcomed, but should not be interpreted as being representative of the views of the wider community that are not members of such groups. In terms of community engagement, we have in effect jumped in a single bound from the initial Policy ideas workshop in April, to the Regulation 14 Consultation with no opportunity for the community to express a view on any policy in the Draft prior to Regulation 14.

## **2) Swaffham CP as a whole.**

### **DWH 2.1**

Referring to the criteria in 1.1.2, *the whole of Swaffham CP is the designated area for the Neighbourhood Plan. The plan is about the use and development of land over a 20-year period, 2019-2039. The Plan does not allocate any sites and yet is a document that will be referred to when determining any planning application within the boundary of the designated area.* Apart from a few policies using broad-brush wording such as *a preference for development to be distributed to the east and west of the town, rather than the north or south*, there is little in the policies that would indicate a possible direction when determining any planning application outside the area bounded by the settlement boundary.

As the plan is about the use and development of land over a 20-year period, 2019-2039, it is reasonable to assume an application might be received for a development outside those indicated in the Breckland Local Plan Pre-Submission Publication and therefore possibly outside the settlement boundary.

I have only indicated in DWH 1.2 the significant constraints in planning terms that have so far not been considered, and there are others particularly in ecological terms that I have not gone into. Apart from constraints, the Draft Plan gives no indication of the preferred community direction in respect of development for significant land areas within Swaffham CP. The neighbourhood Plan, as the primary document being used to set out requirements for new developments and



guide decisions is therefore seriously deficient. That particularly as it will become part of the statutory development plan once it has been made (brought into legal force) by the planning authority.

To indicate Swaffham CP in a larger scale than the Neighbourhood Plan application, I have attached a larger scale map on page 4 to highlight the issue.

### **3) Policies**

#### **6.1 Housing and 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.

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.

#### **Comment**

Missing is any reference to site LP[097]012 currently with outline planning subject to S106. For a total of 147 dwellings. Also referring to the Breckland Local Plan Pre-Submission Publication, is site LP[097]008 indicating a proposed allocation 75 dwellings.

#### **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'. 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. Should the town spread north and south, it is likely that more car journeys will be generated for residents to access the town centre.

**Comment**

**POLICY - HBE1:** Location of development There is a preference for development to 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).

**6.2 The Neighbourhood Plan is first and foremost a land-use document for planning purposes. 6.4 To aid interpretation for decision makers and planning applicants.**

Refer to DWH 1.2. While the Neighbourhood Plan makes no allocation of sites, it is a planning document relevant to any application that might be made for a site outside of the Breckland Local Plan. The document makes no reference to a significant constraint (CLH Pipeline) that exists on development to the west of the town. This is relative to all potential developments south of the Lynn Road.

*The pipeline is operated by CLH Pipeline Systems on behalf of the MOD with significant input by the Defence Strategic Fuels Authority. In 2013 following an act of Parliament, the pipeline was sold to CLH and is governed by the following regulations.*

*The Pipeline Act 1996 The Energy Act 2013 Section 4 Seveso III*

**The HSE is a statutory consultee for planning applications around major hazard sites and pipelines and on applications for hazardous substances consent. HSE's advice is aimed at mitigating the effects of a major accident on the population around a major hazard site.**

*Determination of its hazard status is by reference to Schedule 2 Regulations 18(2) and 27(3) of the Pipeline Act. As the pipeline supplies RAF Marham, then from my time on fuels while in the RAF, I suggest the pipeline carries Aviation jet fuel – Avtur JP8 (Flashpoint 38degrees C) (Autoignition temperature 210degrees C)*

*Referring to the above and the HSE's land use planning methodology, would indicate the pipeline falls into the category of being a Major Hazard Pipeline.*

In respect of Outline Planning Application Reference 3PL/2017/1487/0, the HSE has now expressed their view.

**Decision : HSL-180504125627-122 ADVISE AGAINST**

Effectively in respect of 6.2 and 6.4, the pipeline can be regarded as a **Major Hazard Pipeline** and that classification is therefore of consequence in respect of any application west of town and south of the Lynn Road.

The exact location is for obvious reasons not marked on OS maps and that information is only available to potential

developers from CLH. However it is not exactly rocket science to get an approximation, say +/- 5 mtr of its run. See page 5 for my calculation of its route through specific Breckland Local Plan Sites.

**6.1.6** It is a long term 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.

**POLICY - HBE1:** Location of development There is a preference for development to 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).**

#### **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.

#### **Comment**

TRA2 makes no mention of the potential for a north /south relief road. Additionally no assessment of a potential route for a north/south relief road has been undertaken by Norfolk Highways. Therefore how can new developments take account of the potential of such a relief road? Example: Will it be to the east or west of the town, what might be a projected delivery date, etc., etc.

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

**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 a potential to plan in small convenience shops. This was supported by the Neighbourhood Plan online survey in summer 2017.

**POLICY - BUS3: Small shops in new development areas**

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

#### Comments / Questions

Refer to map on page 12 for development areas relative to shops. Red dots indicate north - Waitrose, Tesco, central - Town Centre including Asda, Iceland, McColl's, and south - London Street Stores.

All developments indicated on that map have outline planning approval subject to S106, and in none of those applications is there any reference to a convenience shop.

**The Survey Question that 6.4.9 appears to allude to -**

**Survey Question - POLICY IDEA: Encourage small shops and services in south of town to service local housing and reduce the need for traffic in town centre.**

Redlands is nearly complete as is Swans Nest Phase 1 & 2. Swans Nest phase 3 is for 97 dwellings (no shops), and to quote from Abel's application for Outline (granted subject to S106) for site LP[097]009.

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*"The applicant confirms that there are no shops to be proposed as part of the scheme but it is acknowledged that Swaffham is a sustainable town with many existing shops including a Tesco and ASDA in the town centre."*

There is therefore a reasonable expectation that LP[097]009 as the only remaining site within the Breckland Local Plan south of town, referenced as evidence of support in 6.4.9 for Policy BUS3 will not include a convenience shop.

Outline applications for sites LP[097]010 and LP[097]018 to the west on the Norwich Road also did not include convenience shops.

**The POLICY - - BUS3: Small shops in new development areas Convenience shops are encouraged where they serve the day-to-day needs of residents in new development areas.**

The Policy does not define a maximum sqm size, so as a Policy it is open to interpretation. 'Small' as in the Neighbourhood Plan survey referred to in 6.4.9, infers a shop equivalent to a traditional newsagent/corner shop, say similar in size to London Street Stores or McColl's. **Convenience shops as stated in the policy indicate no size threshold. and is therefore at odds with the original survey question. Also 6.4.9 states - "a pint of milk and a loaf of bread bought locally.", and is therefore misleading in the absence of a size threshold.**

6.4.9 States - There is an opportunity to minimise these journeys for convenience shopping purposes – **a pint of milk and a loaf of bread bought locally.** That infers the equivalence of a traditional newsagent/corner shop.

\* The term used in 6.4.9 also shows no recognition that deliveries to the south of town by the local milkman (milk, bread,

and eggs) ceased a few years ago due to lack of demand.

While the supporting text suggests the opportunity to minimise journeys for convenience shopping, the lack of a defined scale within the policy ignores the potential impact such convenience shops might have on the vitality of the town centre. A developers view however can be significantly different from the 'small' quoted in the original questionnaire, as shown on page 13, and can therefore be expected to have some negative impact on the vitality of small shops within the town centre.

At the consultation, and in conversation with Paul Derby, we did a bit of role play. Myself as the developer and himself representing the deciding Council, and using only the Neighbourhood Plan as his guidance. Using the loose wording of the policy, I put past him shops (spec below) on five major developments within the Breckland local Plan.

***Providing a range of food (including fresh meat, fish and poultry), drinks, and other household goods, in store bakery and patisserie, hot food and drinks, a good selection of pre packed sandwiches and salads, free ATM, Paypoint, newsagent, etc.***

I am fairly sure at the time of writing the policy, the intent appeared innocent enough, but the potential of the loosely defined policy was not thought through.

**Hence the need for a maximum sqm size to be defined within the Policy that considers the potential consequences of the vitality of small shops in the town centre.**

Example – Abel Homes has an undecided outline application in for site LP[097]014 west of the Brandon Road, that includes 371sqm of convenience retail plus 279sqm of (A1-A5) retail.

Before that outline planning application for the above was submitted, and at a Neighbourhood Plan meeting in 2017, Paul Legrice MD Abels Homes floated the idea of small convenience shops in similar terms as stated in 6.4.9. “ ***local residents would be able to pop in for a pint of milk and a loaf of bread.*** ”

The following is a developer's view of a 'top-up' shop taken from The Commercial Floorspace Assessment on behalf of Abel Homes by Savills (UK) Ltd.

**Quote from the Commercial Floorspace Assessment submitted for application 3PL\_2017\_1487\_0**

*2.12 It is anticipated that the convenience floorspace will be operated as a 'top-up' convenience store within Use Class A1. While a formal marketing exercise has not yet been undertaken, there has been interest from two national retailers. The top-up convenience store market has grown significantly over the past five as consumer's food shopping patterns have evolved. These stores are operated by both national multiple and independent retailers and operate within localised*

catchments serving nearby residential populations. The introduction of national grocers into the market has improved the overall product range and services available to customers undertaking their 'top-up' shopping.

**2.13 The improvements and evolution in 'top-up' shopping in recent years have enhanced customer expectations of the stores that they like to visit. In addition to providing a range of food (including fresh meat, fish and poultry), drinks, and other household goods, shoppers increasingly expect further services such as an in store bakery and patisserie, hot food and drinks, a good selection of pre packed sandwiches and salads, free ATM, Paypoint, etc. The proposed convenience floorspace provides a sufficient level of floorspace to create a modern top-up store to meet customer expectations.**

Whilst some of the above could be expected to dilute trade at major outlets such as Asda, Tesco, and Waitrose it can also be expected to have a dilution of trade in respect of existing small town centre retailers.

Meat and Poultry ..... Impsons and Papworths Fruit and veg. .... Starlings Bakery ..... Wellbread Bakers  
Convenience ..... McColls

**\*\* NOTE** – Breckland District Council with the support of Swaffham Town Council recently introduced ShopApply in recognition of the pressures local businesses are under, and Policy BUS3 should show recognition of this.

Further to the above refer to HM Gov Neighbourhood Planning Guidance – paragraph 41

*A policy in a neighbourhood plan should be clear and unambiguous. It should be drafted with sufficient clarity that a decision maker can apply it consistently and with confidence when determining planning applications. It should be concise, precise and **supported by appropriate evidence**.*

In view of [6.4.9 The short journeys from within the parish to the centre of Swaffham town make a contribution to congestion and air pollution](#). I asked Stan Sole as part of the Traffic Group and a Steering Group member for the calculated AADT (annual average daily trips) that the policy took as evidence, even though it would be a different depending on the size and scope of the development in relationship to the town centre. That to support the policy other than just the stated [This was supported by the Neighbourhood Plan online survey in summer 2017](#).

I was very surprised to find **no such AADT calculation had been made**, and the policy is only supported by the online survey. Given the potential negative effects on the town centre I am in short ... **ASTOUNDED**.

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[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.*

**Extract from the Sustainability Appraisal**

**EC1 – To increase the vitality and viability of existing town centres.** Effects of the plan- Location and design of development, improved parking and traffic flow and volume, new businesses and community facilities will all increase the vitality and viability of Swaffham Town Centre.

Existing policies- The Neighbourhood Plan identifies and solutions specific to Swaffham in addition to existing policy

**EC3 – To improve the efficiency, competitiveness and adaptability of the local economy.**

Effects of the plan- The Neighbourhood Plan will improve business development and enhance competitiveness through ensuring the town centre develops with an attractive public realm, improving walking and cycling links, improving parking, supporting renewable energy developments and encouraging a range of businesses to Swaffham. Improvements to the public realm and business development proposals that respond positively to maintaining an attractive local townscape and that enhance the town’s aesthetic qualities will support sustainable tourism.

Existing policies-The Neighbourhood Plan identifies issues and solutions specific to Swaffham in addition to existing policy.

**Comment**

And how is the highlighted part of BUS4 not at odds with the rest that is written !!! The implication of the wording is permanent removal of retail outlets

An obvious question or two. a) Is the highlighted part of BUS4 compatible with NPPF and Brecklands Policies ?? b) What are the criteria that will determine ‘no longer required for retail’ ??

I read stuff like this and wonder why I spent so much time and effort on the Business & Employment Focus Group !!!  
 \*\* If the decision of the Steering Group to retain the Policy BUS3 Unchanged, and the highlighted element of Policy BUS4, then in accordance with Neighbourhood Planning Guidance paragraph 047 indicated at 1.1.5, I expect to be “made aware of how my views have informed the draft neighbourhood plan or Order.”

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### **Sustainability Appraisal**

**ENV1** – To minimise the irreversible loss of undeveloped land and productive agricultural holdings and encourage the recycling/reuse of on-site resources. **Commentary Effects of the plan-** The Neighbourhood Plan encourages development to the east and west of Swaffham. Development including a relief road, could impact on the Grade 2 agricultural land to the east of Swaffham town. To designate nineteen areas as Local Green Space for special protection will protect local green spaces.

**Existing policies-***The Neighbourhood Plan identifies additional local issues and solutions specific to Swaffham to further protect undeveloped land.*

### **Comment – Mostly disagree**

HBE1: Location of 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.

In respect of development to the west - refer to comment DWH 1.2

**ENV6:** Designated Local Green Space 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.

**What solutions to further protect undeveloped land ???** The Neighbourhood Plan accepts Breckland Local Plan allocations and **does not** allocate sites. The Neighbourhood Plan takes no account of vast swathes of land within Swaffham CP. See comment DWH 2.1

**ENV2** - To limit water consumption to the capacity of natural processes and storage systems and maintain and enhance water quality.

**AGREE with the Objective**

**Niggle -**



Not referred to is Policy ENV2 that contains a significant positive in limiting water consumption - ***use grey water where possible.***

The only referred to policy is BUS1 – this is by definition a business development policy only. The key relevant wording of that policy is *particularly encouraged: Those that have a low carbon footprint (see ENV3), for example they seek to reduce their water and energy consumption and minimise waste output.*

Whilst the element limiting water consumption is evident, measures that limit water consumption to the capacity of the natural process and storage systems and enhance water quality are not. ???

**ENV3 – To ensure the sustainable reuse of water to accommodate additional growth and development with minimal impacts on water quality.**

**AGREE**

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**ENV4 - To minimise the production of waste and support the recycling of waste. AGREE .....**

**ABSOLUTE CONCERN – DISAGREE**

**ENV5 – To reduce contributions to climate change and localised air pollution. Indicators and targets –** Energy efficiency of buildings considered in design. Is it in an AQMA?

Is it within 300 metres of convenience shopping? Is it within 800 metres of a school? Is the site within 800 metres of a bus stop?

**Comment**

Is it within the AQMA. None of the Allocations within the Breckland Local Plan are within the AQMA and yet can to a certain extent be expected to impact on it.

Is it within 300 metres of convenience shopping? **Where did the figure of 300 metres of convenience shopping come from and what is the justification ???** Noting the distance from a bus stop is stated at 800 metres. The following Allocated sites within the Breckland Local Plan are at a distance outside 300m quoted.

LP[097]009 LP[097]010 LP[097]018 LP[097]013 LP[097]008 as a proposed allocation By definition the inference is that the Neighbourhood Plan supports through Policy BUS3, convenience shops in all those locations. Refer to my comments on pages 10 to 13 with regard to the potential negative impact on small retail outlets in the town centre.

**Comment - Niggle**

**Effects of the plan-** The Neighbourhood Plan identifies a range of solutions and measures to address the air pollution

problems in Swaffham town centre. ***A range of measures from the location of development***, encouraging walking and cycling and ***dealing with traffic volume and flow should reduce contributions to climate change and tackle localised air pollution.***

Existing policies- The Neighbourhood Plan identifies further solutions for Swaffham to tackle the local air pollution issues. The Neighbourhood Plan makes no site allocations and defers to those allocated under the Breckland Local Plan. It therefore does not impact on the location of any significant development.

The Neighbourhood Plan appears to acknowledge the Guidance on Land Use Planning – Planning for Air Quality as required by Breckland Planning, and although not mentioned here supports The Breckland Air Quality Action Plan. TRA1

iii - Demonstrates how sustainable transport options will be ***encouraged***,

TRA2 - Initiatives to facilitate better flow of traffic through and around Swaffham Market Place will be ***supported***, TRA5 - Public parking outside the town centre is ***supported***,

**These indicate support for, rather than solutions in their own right as inferred.**

Walking and cycling and bus provision requirements form part of sustainable travel plans required under NPPF and Breckland Policies for major developments.

16

Breckland Planning Air Quality Officer requirement *“We would expect to see measures to be included in the development that will assess the impact and minimise the impact of road traffic entering Swaffham.”*

Policy TRA1 effectively mirrors that requirement. \*\*\*\* In respect of the Draft Breckland Air Quality Action Plan. The Policy Actions state –

***Include air quality as a topic in the Neighbourhood Plan and future Local Plan documents.***

TRA1 effectively mirrors National and Breckland policies, but I believe there should be a single policy that deals with Air Quality. TRA1 for example does not even mention the AQMA, which is of particular environmental significance.

ENV6 – To adapt to climate change and avoid, reduce and manage flood risk. **AGREE with the Objective** **Comment – Disagree with the effects of the plan as stated**

**Effects of the plan-** All developments must be designed to anticipate climate change and businesses with green credentials will be encouraged. Policy ENV3 tackles localised flooding areas. **Existing policies-** The Neighbourhood Plan identifies issues and solutions specific to Swaffham in addition to existing policy.

ENV2: Climate change All developments must be designed to anticipate climate change. 6.3.8 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. ENV3: Localised flooding areas Existing Identified localised flooding areas include (figure 14), but are not limited to: Sites identified. BUS1: Green credentials Business development that has an environmental focus will be particularly encouraged: Focus is on 'Green'. The Neighbourhood Plan offers no solutions specific to Swaffham beyond those under part of normal Breckland Planning Policies with Norfolk County Council as the Lead Flood Authority.

**ENV7 – To protect, conserve and expand biodiversity and promote and conserve geodiversity.**

**AGREE with the Objective**

**Comment**

The Neighbourhood Plan accepts Breckland Local Plan allocations and does not allocate sites, but has to take into account possible unknown future applications.

Referred to policies ENV4 relates to views and vistas. COM2 relates to Informal meeting places, play spaces and parks. Provision of.

Neither of these policies will protect, conserve, or expand biodiversity or geodiversity.

Within the Policies there is no reference to the Breckland SSSI and SPA or Country Wildlife Sites. See comment DWH 1.2 17

**ENV8 – To protect and enhance Green Infrastructure in the District.**

**AGREE with the Objective**

**Comment**

As expressed on pages 3 and 4, large areas of Swaffham CP are not catered for in the policies that are generally applicable to areas within the settlement boundary.

In the wider sense (outside the settlement boundary), the referred to policies **do nothing to protect and enhance.**

**ENV9 – To maintain, enhance and preserve the distinctiveness, diversity and quality of landscape and townscape character.**

**Comment – Mostly Agree**

HBE4: Attractive town centre and Conservation Area i. High quality materials, paving and landscaping, which reflect the local character, or are of innovative and sensitive contemporary design. iv. Development that reflects and celebrates the Georgian heritage.

In planning terms how is this to be interpreted. Swans Nest for example while of high quality contemporary design is totally out of keeping with its surrounding developments and the rest of Swaffham.

In the wider sense (outside the settlement boundary), the referred to policies **do nothing to** maintain, enhance and preserve the distinctiveness, diversity and quality of landscape.

**NV10 - Conserve and where appropriate enhance the historic environment AGREE with the Objective ..... SOC1**  
**– To improve the health and well-being of the population.**

**AGREE with the Objective**

**Comment – Mostly Agree as in my view there are deficiencies**

**Indicators and Targets.**

1) While this makes reference to ‘*within/adjacent to a Hazardous Installation Consultation Area?*’ there is no mention of the Major Hazard Pipeline within the Neighbourhood Plan top-level document. \* See my comment DWH 1.2.

**2) Is the site within an AQMA** – should this not read **likely to have an impact on the AQMA** See my comments on ENV5. Health impacts are significant when NO2 levels breach Regulatory requirements. Children walking to school and elderly people walking in zones that breach legislative targets are at particular risk.

18

**SOC2 - Reduce and prevent crime. AGREE ..... SOC3 - Improve the quality and quantity of publicly accessible open space. AGREE**

**SOC4 - Improve the quality, range and accessibility of essential services and facilities. Comment - Mostly Agree Agree in all respects apart from BUS3 – see pages 6 to 9**

**COM4 – The objective should include comment from Campingland Surgery about their plans for expansion as it is highly relevant.**

**SOC5 - Redress inequalities related to age, gender, disability, race, faith, location and income. AGREE ..... SOC6**  
**– To ensure all groups have access to affordable, decent and appropriate housing that meet their needs. AGREE**

**EC1 – To increase the vitality and viability of existing town centres. Agree in all respects apart from BUS3 – see pages 11 to 13. I view that as contrary to EC1 .....**

**EC2 – To help people gain access to satisfying work appropriate to their skills, potential and place of residence.**

**AGREE with the idea of the Objective**

**Niggle with wording**

*Objective- To help people gain access to satisfying work appropriate to their skills. Decision making (appraisal questions) - Will it encourage employment and reduce unemployment overall? Existing policies- The Swaffham Neighbourhood Plan identifies issues and solutions specific to Swaffham in addition to existing policy.*

Agree with the objective. The picture painted by the text is overly rosy when read alongside the Breckland Employment and Growth Study. Set against that I see no specific solutions identified by the Plan than are additional to Breckland Policies.

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**EC3** – To improve the efficiency, competitiveness and adaptability of the local economy. **Comment – Mostly disagree**  
Effects of the plan- *The Neighbourhood Plan will improve business development and enhance competitiveness through ensuring the town centre develops with an attractive public realm*, improving walking and cycling links, improving parking, supporting renewable energy developments and encouraging a range of businesses to Swaffham. Improvements to the public realm and business development proposals that respond positively to maintaining an attractive local townscape and that enhance the town’s aesthetic qualities will support sustainable tourism. Existing policies-The Neighbourhood Plan identifies issues and solutions specific to Swaffham in addition to existing policy.

Quoted Policies HBE4 – As all developments within the Breckland Local Plan are outside the immediate town centre HBE4 can be expected to have little or no impact. TRA4 – Relates to private parking on housing developments. ENV2 – Generally relates to housing developments that are expected to be as in the Breckland Local Plan, and outside the immediate town centre. BUS1 – Business development that has an environmental focus that will be particularly encouraged. BUS3 – Relates to out of centre convenience retail. BUS4 – IS RELEVANT as it encourages a mix of retail units. BUS5 - 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.

Short of S106 funds from the out of centre housing allocations within the Breckland Local Plan, it is hard to see how items i, and ii are expected to be achieved.

BUS6 - 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.*

**Add that lot up, and it most certainly does not add up to the quoted effects of the plan. –**

EC3 -Effects of the plan- *The Neighbourhood Plan will improve business development and enhance competitiveness through ensuring the town centre develops with an attractive public realm*

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#### ADDENDUM

#### HM Gov Neighbourhood Planning Guidance

##### Paragraph 6

*A neighbourhood plan attains the same legal status as the Local Plan once it has been approved at a referendum. At this point it comes into force as part of the statutory development plan. Applications for planning permission must be determined in accordance with the development plan, unless material considerations indicate otherwise.*

The Town Council Planning Committee will draw reference from policies contained within the Plan when considering a planning application. It is therefore wholly logical that the Plan indicates any areas of Swaffham CP where regulatory constraints might apply, so as to inform and guide the Planning Committee as decision makers.

The intention of the Addendum is to highlight in a bit more detail the applicable geographical area of the constraint. It also hints at pertinent regulation, and Breckland policies, and therefore the implications in respect of land planning around two items specifically, which are not touched on in the Neighbourhood Plan.

1. Aviation Fuel pipeline to RAF Marham.
2. European Protected Sites - Breckland Woodland SSSI and Breckland SPA.

The pipeline is operated by CLH Pipeline Systems on behalf of the Ministry of Defence.

The Pipeline is governed by the following regulations. The Pipeline Act 1996 The Energy Act 2013 Section 4

There is an additional EU Regulation incorporated into UK COMAH Regulations 2015. The legislation deals specifically with the control of on-shore major accident hazards involving dangerous substances.

**The Statutory Consultee on all developments around a Hazard Pipeline is the Health and Safety Executive.**

The regulatory documents run to a huge number of pages, but useful guidance in brief is given in HM Gov. Planning Practice Guidance – Hazardous Substances.

**\*\* With regard to Neighbourhood Planning, regard should be paid to paragraph 065. If a neighbourhood plan is being developed in an area where a consultation zone applies, local planning authorities will want to take this into account when exercising their duty to advise and assist.**

The logic of that is in the first paragraph of 065. - Local planning authorities should know the location of hazardous

installations as they will have been informed of consultation zones by the COMAH competent authority. When taking public safety into account in planning decisions and formulating local plans they will need to take conscious account of the total number of people that will be present in these consultation zones.

Handling development proposals around hazardous installations is given in paragraph 068.

Local planning authorities should know the location of hazardous installations as they will have been informed of consultation zones by the Health and Safety Executive and the Office for Nuclear Regulation. For licensed explosives sites the license holder will provide the local authority with a safeguarding plan for the site. Local planning authorities are required to consult the Health and Safety Executive and other expert bodies on certain development proposals where the presence of those installations is relevant.

Such proposals include residential development and large retail, office or industrial developments located in consultation zones and development likely to result in an increase in the number of people working in or visiting the relevant area. Particular regard should be had to children, older people, disabled people or a risk to the environment. There may be particular issues to consider for hotels and similar developments where people may be unfamiliar with their surroundings, or which may result in a large number of people in one place. Within consultation zones certain permitted development rights may not apply.

Consultation with these expert bodies is also required in relation to any development proposals (whether authorised by planning permission or other procedure) involving new establishments or modifications to existing establishments covered by the Seveso III Directive. Consultation is also required for development involving transport routes, and public-use locations near existing establishments, where the development could be the source of or increase the risk or consequences of a major accident. Where such development could affect a sensitive natural area, Natural England must be consulted.

\* Relative to another issue within the Neighbourhood Plan – TRA1 Support for a relief road.

While the Neighbourhood Plan does not seek to allocate land for a relief road, it should be borne in mind that the pipeline on the western side of the A1065 extends to Mundford, before crossing to route around Thetford and south along the A11. Norfolk Highways as part of their assessment of potential routes will therefore be required to consult the HSE in any consideration of any west of the A1065 route as indicated in the last paragraph.

The woodland near the southern boundary of Swaffham CP that is immediately to the west of the A1065 is the Breckland SPA. Protected for Woodlark and Nightjar. The rest of the hatched area is Breckland Forest SSSI.

<p>Applicable European Directives. Directive 92/43/EEC on the conservation of natural habitats and of wild fauna and flora and Directive 2009/147/EC on the conservation of wild birds (often referred to as the Habitats and Wild Birds Directives respectively).</p> <p>These are transposed into The Habitats Regulations, and Natural England is the Statutory Consultee.</p> <p>Natural England also has a significant set of conservation objectives broken down by site and species. These objectives are relevant to any view they may take as a Statutory Consultee on any development that might impact on an SPA and or an SSSI.</p> <p>Breckland Policies that are specific to the protected sites are - Policy <b>ENV 02</b> Sites of International, European, National &amp; Local Nature Conservation Importance. Policy <b>ENV 03</b> The Brecks Protected Habitats &amp; Species</p>	
<p>Additional comments</p> <p>Having regard to the Neighbourhood Plan timetable as indicated in the minutes d/d 24<sup>th</sup> April 2018, I note the current consultation is deemed to be the final one. As such we the community will be given no further opportunity to comment on any changes to the NP resulting from this Regulation 14 consultation.</p> <p>In my first set of comments I made note of the lack of inclusion in the NP of either the Major Hazard Pipeline, or Breckland Woodland SSSI and Breckland SPA.</p> <p>Subsequent to my initial comment I have become aware of a Swaffham Town Council decision reflected in their minutes from a confidential meeting held on the 4<sup>th</sup> July 2018. The Councils decision resulting from that confidential meeting is a matter for them alone as it relates to an undecided application.</p> <p>Recognising that the LPA has the final decision on applications around major hazard sites, and any decision they may take is informed by the view of the Health and Safety Executive.</p> <p>However in terms of the Neighbourhood Plan, and any subsequent planning decisions once it may be 'made', there is in my opinion consequence particularly in respect of the Major Hazard pipeline.</p> <p>The Neighbourhood Plan at a local level of decision making should recognise the location of major hazards and therefore such HSE advice as might be applicable, as well as having regard for the provisions in the National Planning Policy Framework.</p> <p>National Planning Policy Framework</p> <p>NPPF 2012-2017 – Public Safety from major accidents 172. Planning policies should be based on up-to-date information</p>	<p>No change, major hazard pipeline issue beyond the scope of the Neighbourhood Plan</p>



on the location of major hazards and on the mitigation of the consequences of major accidents. Annex 2: Glossary Major Hazards: Major hazard installations and pipelines, licensed explosive sites and nuclear installations, around which Health and Safety Executive (and Office for Nuclear Regulation) consultation distances to mitigate the consequences to public safety of major accidents may apply.

NPPF 2018 – Promoting healthy and safe communities 95. Planning policies and decisions should promote public safety and take into account wider security and defence requirements by: a) anticipating and addressing possible malicious threats and natural hazards, especially in locations where large numbers of people are expected to congregate<sup>41</sup>. Policies for relevant areas (such as town centre and regeneration frameworks), and the layout and design of developments, should be informed by the most up-to- date information available from the police and other agencies about the nature of potential threats and their implications. This includes appropriate and proportionate steps that can be taken to reduce vulnerability, increase resilience and ensure public safety and security; and b) recognising and supporting development required for operational defence and security purposes, and ensuring that operational sites are not affected adversely by the impact of other development proposed in the area. Annex 2: Glossary Major hazard sites, installations and pipelines: Sites and infrastructure, including licensed explosive sites and nuclear installations, around which Health and Safety Executive (and Office for Nuclear Regulation) consultation distances to mitigate the consequences to public safety of major accidents may apply.

Also refer to my initial comments within the Addendum. Pages 22 to 24.

Since raising my initial comment, I have taken time to look at consultations with the HSE on a significant number of Neighbourhood Plans where a major hazard is identified within the plan area. The HSE response in each case appears to take a standard format. However in each case the advice is individual to the plan where a specific hazard or hazards are identified.

For the benefit of the Steering Group. I have screen grabbed one relating to the Draft Long Wittenham NP to indicate the relevance in planning terms. See pages 3 – 6.

In the event that the Neighbourhood Plan Steering Group decides not to include mention of the hazard pipeline in the Neighbourhood Plan, and therefore include the Health and Safety Executive in the consultation process.

I formally request to be advised of that decision, and the reasons behind it in writing or by email before the Plan is submitted for Regulation<sup>16</sup>.

**From: Breckland District Council**

We welcome the production of the plan and the well-presented format of the document. While we note that the majority of the technical comments that Breckland has previously made have been accepted, there are still an outstanding number of policy comments that have not been addressed and we would welcome the opportunity to discuss these before the plan is submitted to us as recommend by national guidance; *"It is important to minimise any conflicts between policies in the Neighbourhood Plan and those in the emerging Local Plan..."*

*Paragraph: 009, PPG on Neighbourhood Planning.*

Also a number of policies state that *"All new development should....."*, which can include things such as extensions to dwellings; this should reviewed to clarify whether it intends all policies to apply to this level of development.

Page and Policy/ Paragraph No	Comment	Justification	Suggested Amendment	Steering Group response to comment
Whole Plan	While we welcome the use of a range of maps, most would benefit from enlarging as a number are too small to easily read. Also some also have the key missing.	Clarity	Amend as advised.	All maps enlarged
p2	Welcome the comments about the documents being available in other formats.			No change required
p4, para 1.1	We would prefer the plan to have the same dates as the Local Plan (LP) as this is considered to be a conformity issue and this will assist with monitoring. Also the Plan Area was designated in 2016.	Issue of conflict between development plans is a strategic conformity issue. Para 074, PPG on Neighbourhood Planning.	Amend all references to '20169-2037' to '2016-3036'.	No change, the Neighbourhood Plan vision has been consulted on for a 20 year time frame. No regulation

				requirement
p6, Map	The key is missing and it shows more than the Swaffham NP area boundary which means it will not meet the requirement of the regulations.	Para 15 requires <i>“a map ... which identifies the area to which the neighbourhood development plan relates”</i> .	Amend as advised.	No change, shows the context of the Neighbourhood Plan area. Title explains parish boundary in blue.
p7 para 2.4	Sources should be provided for the info in this paragraph.	<i>“The preparation and review of all policies should be underpinned by relevant and up-to-date evidence”</i> . Evidence - Para 31 NPPF (2018).	Provide evidence sources.	Add in source
	<b>6.1 HOUSING AND THE BUILT ENVIRONMENT</b>			
p18, para 6.1.2/6.1.3	N.B. This information may need to be amended in light of the Local Plan modifications later this year.			No modifications are available until after submission. To be considered at examination if required.
p19, LP Map	Although a newer map has now included, the key is now missing. Also needs to be larger to be able to read.	Clarity	Amend as advised.	No key on the original

p20, para 6.1.5	4 <sup>th</sup> sentence -2km seems rather excessive for retail walking – what is the source of evidence for this?	Evidence - Para 31 NPPF (2018). See research on issue e.g. Guidelines for Providing Journeys on Foot (2000) p49, Table 3.2 & Table 4.2	Amend as per guidance.	SUSAN to forward link
p20, HBE1: Location of development	It is not clear what type of development this policy is intended to apply to as the plan is not proposing to allocate sites. If it was intending to do this, there would need to be a clear assessment that showed why certain land around the town was deemed to be preferential for development. If not, it would be better converted into a community action project due to the insufficient evidence to currently justify this. Potential growth areas could be shown on a map (these could be displayed as arrows to avoid being confused with land allocations).	Evidence - Para 41 NPPF (2018).	Amend to clarify what development it is expected to apply to. It would also be beneficial to discuss with Breckland District Council the approach being taken before the Reg.16 version is produced.	No change to policy. Further evidence required to support the policy.  Map not being put in as land is not being allocated. Also supports the relief road.  Reference to paper on road hierarchy
	N.B. Although a Neighbourhood Plan (NP) does not have to allocate housing sites, if five year supply of housing can't be demonstrated among other factors, where a housing application is in conflict with	Para 11 d), footnote 7 & 14, a) & b), NPPF		Comment, no change

	a NP plan development may go ahead only where a NP has not allocated any sites.			
	Last sentence - also see comments re p32, TRA1: Traffic volume re relief road			No change, policy to remain the same.
p21, para 6.1.8	On checking the source, the salary figure quoted appears, , to be based on only 7 submissions. Even the Norfolk source seems to be fewer than 50.	Evidence - Para 31 NPPF (2018). A more reliable source such as ASHE should be used.	Amend source.	No change, ASHE does not give a figure for Swaffham, only Breckland.
p21, HBE2 Mixed housing	1st paragraph – this states that any new development will be expected to provide a mixed type and tenure of housing – this should be justified by evidence. There are times when a mix of housing isn't appropriate - i.e. redevelopment of affordable housing units (this may be undertaken by a social housing provider) or where viability constraints mean that affordable housing cannot be provided.	Policy does not conform to the NPPF re either para 41 re evidence or Para 63 re requiring affordable housing.	<del>"In any new Residential development there will be provision</del> <b>should be of an appropriate mixed of type and tenure of housing,</b> <del>located to ensure enclaves do not occur</del> <b>reflecting the requirements of the Strategic Housing Market Assessment for the area".</b>	Changed first paragraph to read: New residential development should be of an appropriate mix of type and tenure of housing, reflecting the requirements of the Strategic Housing Market Assessment for the area.

	End of first sentence “... <i>appropriately located to ensure enclaves do not occur.</i> ” it is still not clear what is meant.	<i>“It (policy) should be drafted with sufficient clarity that a decision maker can apply it consistently and with confidence when determining planning applications”.</i> Para 41 NPPF (2018).	The ‘appropriate’ approach either needs to be clarified in the text, to justify including it in the policy, or deleted (as above).	Reference to enclaves has been removed, see above
	ii. This still needs to provide evidence that one bedroom and other properties are required. Also ‘Starter homes’ has a specific meaning in planning policy; is this what is meant here, or is this shorthand for ‘homes suitable for first time buyers’.	Evidence - Para 31 NPPF (2018). Requires a Local Housing Needs Assessment. Presently the Starter Homes tenure is not qualified as affordable housing.	Include evidence to justify the mix of housing types and the evidence for this. If what is meant is ‘ <i>small homes suitable for first time buyers/renters</i> ’ then change wording to reflect this.	Change to ‘Homes suitable for first time buyers’ The mix of housing is based on consultation with the community and is in line with wider need.
	iii. Consider substituting ‘affordable rent’ for ‘social rent’.	Social rent is costlier to deliver and many RPs will no longer consider it for new development; affordable rent is the standard rental product on new developments.	Amend as advised.	Changed iii to Affordable rent
	iv. Life-time homes have an impact upon the viability of a scheme (see Policy HOU 10 in the emerging local plan under Market Housing) and is	<i>“not undermining the deliverability of the plan”</i> , para 34 NPPF.	Delete as already addressed by the building regulations.	Changed to ‘iv. Homes that are adaptable to the changing needs

	already addressed by the building Regs under M4(2)			of its occupants'
	vi. This criterion refers to planning guidelines. It is not clear what the policy intends to refer to with the words ' <i>planning guidelines</i> '.	Clarity- Para 41 NPPF (2018).	Clarify in the policy text or footnote regarding the ' <i>guidelines</i> '	Removed 'within planning guidelines'
	Last sentence - this still needs to identify why the % of affordable should be higher. Whilst a greater percentage of affordable housing may be encouraged, without evidence of viability and deliverability it is unlikely to be achieved.	Consider if this is just an aspiration in which case leave unchanged; if a percentage greater than 25% is genuinely justified and viable then amend to reflect this and supply viability evidence e.g. a Local Housing Needs Assessment	Include evidence to justify the required amount of affordable housing and the evidence for this.	Change last sentence to 'For Swaffham 25 per cent of affordable housing should be a minimum requirement. If a greater percentage can be achieved, this would be welcomed'
p23, HBE3: Well-designed developments	i. Concerned that that this criterion is too resistive and does not meet the requirements of national guidance.	Planning decisions should ensure that developments: <i>"...are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change"</i> .	<i>"Respect the scale and character of existing and surrounding buildings, reinforcing reflecting local development patterns, form, scale, massing and character of adjacent properties (including building setbacks and</i>	Changed 'reinforcing' to 'reflecting'

		Paragraph 127 (c) NPPF (2018)	<i>arrangements of front gardens, walls, railings or hedges) where this provides a positive contribution (see Appendix B Character Appraisal)".</i>	
	ii. The use of the term ' <i>consistent</i> ' is not considered to conform to the national guidance as it would restrict increased densities.	As above.	<i>ii) Be of a density that is <del>consistent and</del> compatible with the existing prevailing density in the immediate area.</i>	Removed 'consistent'
	vi. This requirement is already incorporated in building regulation requirements, therefore is not necessary. If a higher standard is intended this needs to be justified and the potential implications on financial viability.	Addressed by building regulations. Also role re evidence, para 41 and " <i>not undermining the deliverability of the plan</i> ", para 34 NPPF.	Remove criteria and rely on building regulations and also clarify this approach in the text or provide the evidence to justify this along with the details in the policy.	Remove, put into supporting text: 'Development that includes energy efficient measures, innovative technologies and sustainable low carbon construction is dealt with through Building Regulations, and is welcomed in Swaffham'



	N.B There is no reference for such development to have fast internet connection as identified under BUS6			Added in 'vi. Fast internet connections'
	N.B. Breckland District Council has committed to producing a design guide SPD			No change needed
p24, Map	Map would benefit from being enlarged.	Clarity	Amend as advised.	Map changed
p25, Map	Map would benefit from being further enlarged as very difficult to read the key.	Clarity	Amend as advised.	Map is same size as original. Change date to 1974 throughout document.
para 6.1.15	This does not fully reflect national policy as there is a requirement for making places well-designed, as well as high quality designed.	Consistency with national guidance – numerous references in NPPF (2018).	Amend as advised.	No change, these were the views of the school children
p26, HBE4: Attractive town Centre and Conservation Area	1 <sup>st</sup> sentence – would benefit clarifying where the policy applies.	Clarity - Para 41 NPPF (2018).	Add the word <i>“designated”</i> before <i>“town centres”</i> .	Added in 'designated' before town centre
	i. & ii. This has viability implications, which still have not been addressed.	Plan deliverability - para 34 NPPF.	Amend as advised.	No change, justified in a conservation area
	iii. While understanding the wish for desire lines, in practise this would be	Evidence - Para 31 NPPF (2018).	Amend as advised.	Added in, 'where possible'

	difficult to implement in an already developed area – how is this expected to be implemented?			at end of sentence
p26, para 6.1.16	1 <sup>st</sup> sentence is in conflict with the 2 <sup>nd</sup> one e.g. the latter states this list is for local planning authorities to produce, but it is being included in this Neighbourhood Plan?	Clarity - Para 41 NPPF (2018).	Amend as advised.	Changed wording to 'create a list of candidates for...'
p27, Maps	Maps would benefit from being enlarged as very difficult to read the key.	Clarity	Amend as advised.	Enlarged maps
p28, HBE5 Non-designated heritage assets	National guidance clarifies that the approach to be taken towards a heritage asset depends on the significance of that asset e.g. the more significant the asset the more weight is given. Therefore this policy is not consistent with national policy as the weight given is too significant.	<i>In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.</i> Para 197 NPPF (2018).	<b><i>“Depending on the significance of the asset, development should conserve, or wherever possible enhance, that results in the loss of, or any harm to, the character, setting, accessibility or appearance, general quality or amenity value of non-designated heritage assets should not be permitted”.</i></b>	Changed to 'Development that would result in the loss of, or any harm to, the character, setting, accessibility, appearance, general quality or amenity value of non-designated heritage assets will be subject to an

				assessment which will balance the significance of the asset against the scale of the harm likely to occur.'
	What is exactly is included on the ground for the site called 'Railway Complex'?	Clarity – also see comments re Appendix D	Amend as advised.	Revised to add in all railway assets into list
p29, HBE6: Entrances and gateways to Swaffham	1 <sup>st</sup> sentence - It may not always be possible for new development to enhance the visual approach or gateway to Swaffham, and would not necessarily be a reason to refuse the development.	Does not meet the requirements of NPPF (2018) re flexibility (para 11a) d).	<i>"New development located at the town entrances <del>must</del> should, wherever possible, enhance the visual approach or gateway to Swaffham...."</i> .	No change, trying to improve the overall appearance of the gateways to Swaffham
	iii. Preference for native species – we would support that this should be the preference with hedgerows, but it should not apply to trees. Many of the species that are better suited to development sites are not native. There is a very limited number of natives, climate changes and disease mean that consideration needs to be given to other species of	Why should planting be only native species? This is restrictive, for example Apples, Pears, copper Beech, London Plane, Walnut, Larch, Tulip Tree, Sweet gum are all non-native and make for good new planting in the correct location. Climate change and disease dictate that we must	Remove (with a preference to native species) and add it to iv – Hedgerows.	Changed to '(with a preference for , but not exclusively, native species)'

	trees.	be more diverse with planting rather than restricting it to only around 30 species. <a href="https://www.forestry.gov.uk/pdf/Trees-people-and-the-buit-environment_Johnston.pdf/\$FILE/Trees-people-and-the-buit-environment_Johnston.pdf">https://www.forestry.gov.uk/pdf/Trees-people-and-the-buit-environment_Johnston.pdf/\$FILE/Trees-people-and-the-buit-environment_Johnston.pdf</a>		
	v. The policy or text would benefit from clarifying what the building character in Swaffham actually is.	Clarity - Para 41 NPPF (2018).	Amend as advised.	Reference to Character Area Assessment in Appendix B. Added in summary of each area
	2 <sup>nd</sup> para, 2 <sup>nd</sup> sentence “ <i>Approaches should maintain visual connections with the countryside and The Brecks</i> ”. The supporting text does not justify why this is important; it just says it is. However, ‘The Brecks’ reference on ‘approaches’ could only be made to the south and west of the town and it therefore needs to be made clear where it applies e.g. a map would be useful.	Clarity - Para 41 NPPF (2018). See <a href="http://publications.naturalengland.org.uk/file/5556928761561088">http://publications.naturalengland.org.uk/file/5556928761561088</a> Also reference to Brecklands Fringe Landscape character assessment would be useful, which address the quality of the landscape in the local area.	Amend as advised.	Map of Brecks not available, described in text
p29, para 6.1.19	This section would benefit from justifying why “Secure by Design” is	Clarity	Amend as advised.	Moved footnoted into

	the standard being adhered to in the text rather than as a footnote.			the supporting text
p30, HBE7: Community Safety	2 <sup>nd</sup> sentence - While the intention of the policy is supported, this needs to be re-worded as currently it requires all development to be subject to all the criteria. It does not offer the flexibility required by national guidance.	Flexibility (para 11a) d).	<i><b>"The design of new development should have regard to:..."</b></i>	Changed beginning of sentence to 'The design of new development should have regard to creating...'
	<b>6.2 TRANSPORT AND ACCESS</b>			
p32, TRA1: Traffic volume	See comments re p40 ENV1: Air pollution re Air quality.			Addressed below
	2 <sup>nd</sup> sentence –As a result of the new NPPF, the policy needs to qualify when an assessment or statement is required as this varies.	Consistency with national guidance - para 111 & p72 Glossary, NPPF (2018)		Changed 2nd para to, 'All new developments likely to generate significant traffic movement, should be supported by a transport statement or assessment, which include:'
	Last sentence - while we understand	Evidence - Para 31 NPPF	Amend as advised.	Addressed in

	<p>the concerns regarding a relief road, this does not address how this could be supported e.g. the allocation of new housing – also see comments re HBE:1</p> <p>The Town Council will continue to need to work with partners to progress evidence to understand the need for any relief road, and if so, how this might be supported. Until then it is premature to reference it in policy text and would be better as a Community Action policy, as it lacks evidence.</p>	(2018).		HBE1
p33, Map	Would benefit from being enlarged.	Clarity	Amend as advised.	Changed
p34, TRA2: Traffic flow	1 <sup>st</sup> sentence is a statement not policy - it would be better as a Community Action policy. The Policy does not develop the emerging Local Plan policies (e.g. TR 02) unless it identifies areas of road network improvements	Clarity- Para 41 NPPF (2018).	Amend as advised.	No change, leave in as has community support. Details of where and how road network improvements should take place are beyond the remit of the Plan.

	<p>2<sup>nd</sup> paragraph - bus companies dislike bus pull ins as it slows down vehicles re-entering traffic flow. Also, some forms of transport intervention may exacerbate air quality (i.e. mini roundabouts as some maybe confused when to go)</p>			<p>No comment from Norfolk County Council. 2nd para, 2nd sentence to start 'Consideration should be given to the design of new routes, which should connect well into existing routes and movement patterns'</p>
p35, Map	<p>The key for the Parish boundary is missing. Also map should not include public rights of way that lie outside the Neighbourhood designated area, and should be removed.</p>	Clarity	Amend as advised.	<p>No change. Blue line denotes the parish boundary is written below. Map shows context and connectivity to PROW outside the parish boundary.</p>

p35, TRA3: Walking and cycling	This approach lacks evidence. Repeats parts of policy TR01 e) and needs to develop what is different, but also viable.	Evidence - Para 31 NPPF (2018).	Replace 'should' with 'must' as not sufficient evidence for this wording.	Replace 'must' with 'should'
p36, TRA4: Private Parking	The Local Plan already has parking standards and there is no evidence to justify a different approach. Therefore this wording is too weak to make a changes to this or implement e.g. what does 'sufficient' mean in implementation terms As previously advised, this repeats some policies within the emerging Local Plan, but there are some new areas – would be better to refer to the relevant LP policy and develop what is not included e.g. on street parking & electrical charging	Evidence - Para 31 NPPF (2018).	Such evidence could cross referring to the Local Plan parking standards	No change, 'sufficient' is defined within the policy.
p37, TRA5: Public parking	As currently worded this is a statement not planning policy – they need more detail to guide this type of development.	Clarity - Para 41 NPPF (2018).	Amend as advised.	Amended to say 'Public parking outside the town centre is supported, for longer stay and commuter use, particularly where it releases car



				parking in the town centre for other uses...'
	Agree that day long parking does cause a blockage and churn is needed. Rather than provision of additional parking outside the town centre shouldn't the plan consider enforcement as a way of creating churn and designating some car parks as short term and some as long term? Where does the plan propose new parking should be outside of the town? Which sites does the plan propose and are the land owners in agreement? How will that parking be managed and monitored? Is it expected to be by the public or private sector? How will commuters and visitors access the town centre if parking is outside the town centre? Particularly if it is a distance from the town centre.	Evidence - Para 31 NPPF (2018).	An issue to discuss at a future meeting.	No change, no site has been allocated as this stage. Other issues are about delivery, not planning policy
	<b>6.3 ENVIRONMENT AND LANDSCAPE</b>			
p39, para 6.3.4	Welcome the references to working with Breckland District Council in terms of air pollution and the	Although still not clear what measures will be successful in reducing air pollution and		No change

	emerging actions as part of the air quality action plan required under the Air Quality Management area in the centre of Swaffham.	likely to be a combination of a number of steps highlighted in the SNP and draft Air Quality Action Plan, including the promotion of walking, cycling, electric car charging points and active travel plans.		
NEW p39 Map	While it is recognised the map has been made larger, it is still too small to easily read.	Clarity	Amend as advised.	Changed
p40 ENV1: Air pollution	What is trying to be achieved in the policy that the Local Air Quality Action Plan is not achieving? Also refer the Air quality Action Plan in the text e.g. 6.3.4.	Clarity - Para 41 NPPF (2018).	Further discussion at a meeting would be welcomed.	Referenced to Air Quality Action Plan in 6.3.4
	ii. How is 'significant' defined in context of this policy and why for "all" development? It would be useful to refer to LP policy COM 02.	Evidence - Para 31 NPPF (2018).	Qualify what is meant by 'significant'.	Change 'significant' to 'high levels of...'
p41, ENV2: Climate change	This repeats policies within the emerging Local Plan e.g. HOU 10 & COMM 01.	"... <i>avoiding unnecessary duplication of policies...</i> " para 16 f) NPPF (2018)	Focus on areas not already addressed by the Local Plan.	Added in 'As part of enhancing Swaffham's green credentials...'
	N.B. It would be useful for the group to consider whether the entire parish is considered to be a suitable	See ministerial statement in relation to wind energy (HCWS42), which states that		No change, wind energy not consulted with

	<p>area for wind energy. If so, the policy should have regard to other planning issues (which aren't included in the Local Plan) for the determination of applications e.g. the impact of shadow flicker.</p>	<p>areas suitable for this can only be defined through a Development Plan. Although the emerging LP has not sought to define any areas as suitable for this, Breckland is proposing modifications to emerging policy ENV10 as part of the examination – the modifications can be seen within the following document: <a href="https://www.breckland.gov.uk/media/9740/JULYEX-77/pdf/JULYEX.77.pdf">https://www.breckland.gov.uk/media/9740/JULYEX-77/pdf/JULYEX.77.pdf</a></p>		community
p41, Map	Map would benefit from being made larger	Clarity	Amend as advised.	Changed
Page 42, ENV3 Localised flooding	The last sentence - a modification is being proposed to emerging policy ENV04 which would allow dual use of SUDs. It will be necessary to consider this further through the planning application stage, and there may be instances where multi-functionality isn't appropriate, however it should not be entirely ruled out within the policy.	To ensure conformity with the strategic policies - emerging Local Plan Policy ENV04 (and a requirement of the Basic Conditions). Also Fields in Trust (who provide benchmark standards for Open Space in England, to which the Breckland evidence base seeks to conform) allow the multi-functionality of spaces	Remove final sentence.	No modifications are available until after submission. To be considered at examination if required.

		including SUDs to occur.		
	Pleased to see consideration is given to drainage and systems that can be colonised by flora and fauna. Developers often use drainage systems as an excuse not to plant trees. There are a number of SUDS systems available which can incorporate tree planting.		Where possible sustainable drainage systems (SuDS) should be used as drainage solutions using compatible tree pit designs.	Amended to say, 'Sustainable drainage systems associated with any planned development should appear natural and be able to be colonised by the local fauna and flora, and can be used as drainage solutions using compatible tree pit designs, whilst still maintaining their design purpose.'
p43 Map	Map would benefit from being made larger as difficult to read.	Clarity	Amend as advised.	Changed
p43 Photographs of views	Photographs are too small to be easily viewed.	Clarity	Enlarge to cover at least half the page.	Changed
p45 Map	Welcome the enlargement of the	Clarity	Amend as advised.	Changed

	map, but still space to enlarge further.			
	Although the Green Britain Centre site has been remove from policy ENV6 and Appendix H, it still needs to be removed from the map as there are now two site 6s. Also the site at Admiral Wilson Way appears to be much larger than the play area, and cover houses, this should be amended.	Clarity	Amend as advised.	Removed from map. No change to Admiral Wilson Way site
p46, ENV6	1 <sup>st</sup> para - This incorrectly suggests that the Breckland Local Plan has designated a number of areas as Local Green Space. However, these are designated as open space.	ure conformity with the Local Plan (and a requirement of the Basic Conditions). Clarity - Para 41 NPPF (2018).	<del>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),</del> the following areas are designated as Local Green Space for special protection (as shown in figure 17):	Important to list those in the Breckland Local Plan, as otherwise local people think they have been left out. Therefore, change to 'In addition to those listed in the Breckland Local Plan as protected open space.
	Remain concerned over the	Involving landowners, para	Clarification about the	All landowner

	community consultation regard the list of Local Green Spaces. Have all the landowners of the spaces that have been suggested as Local Green Spaces been consulted?	048 PPG on Neighbourhood Planning N.B Breckland District Council was not consulted.	landowner's view of the designation.	have been consulted. The Antinghams and Manor House grounds have been removed from ENV6
Site 7 - Designation of Manor House grounds as Local Green Space	Whilst the PPG allows Local Green Space designations to be on areas that aren't publically accessible or in public ownership, there is concern in relation to the designation of the gardens of a private residence at Manor House. This is grade II* listing which already has significant protection alongside the setting. Also the area of the site is 7.55 hectares – this is considered to be an extensive tract of land which would not conform to national guidance.	Public access - para 017 / Public ownership, para 019, PPG on Open space, sports and recreation facilities, public rights of way and local green space  esignation does not conform to the requirements of paragraph 100 c) of the NPPF.	Remove the designation.	The Antinghams and Manor House grounds have been removed from ENV6
	<b>6.4 BUSINESS AND EMPLOYMENT</b>			
NEW p47, para 6.4.1	Bullet point ' <i>Public services have increased by 5 per cent since 2015. Note, this has reduced since 2015</i> ' this seems contradictory.	Clarity - Para 41 NPPF (2018).	Reword to remove possible misinterpretation.	Amended paragraph
p48 Map	Map would benefit from being made larger	Clarity	Amend as advised.	Changed
Page 49/50,	The reference to a green cluster is	To strengthen Swaffham's	Clarify the approach being	No change, the

policies BUS 1 and BUS 2	noted, but it is not clear what is being proposed; an opportunity to attract specialist companies e.g. working in the clean tech or just friendly companies.	local economy.	taken in the text, especially the linkages to economic development.	policy outlines what is required
P50, BUS2: New Businesses	Still need to see the evidence for why this list (which is identical to the Mattishall NP) is appropriate to Swaffham? Have the range of business types and sizes in the policy come as a result of economic analysis of the grow needs of the town?	Evidence - Para 31 NPPF (2018).	Provide evidence for the type of facilities to be supported.	Added in sentence to supporting text, 'Consultation with local residents and businesses showed the desire for a range of business units within the town...'
p50, BUS3, Small shops in new development areas	1 <sup>st</sup> sentence reads as a statement, not as a planning policy – it needs to development what criteria need to be considered to allow this form of development.	Clarity - Para 41 NPPF (2018).	Amend as advised.	Add in end to sentence, ', particularly for housing allocations south of the town centre' Defined what convenience is in footnote

p51, Map	Map is too small to view easily	Clarity	Enlarge to cover at least half the page.	Changed
	N.B. For a town well known for its Saturday market, it is surprising to see so little reference to it.			Add in sentence about markets in 6.4.1
	<b>6.5 COMMUNITY AND SERVICES</b>			
p56, Map	Map would benefit from being enlarged	Clarity	Enlarge to cover the whole page.	Changed
p57, COM1: Sports and leisure facilities	Needs to provide some evidence to guide what is considered 'reasonable'.	Evidence - Para 31 NPPF (2018).	Include evidence in supporting text.	Added in Manual for Streets footnote
p58, COM2: Informal meeting places, play spaces and parks	2 <sup>nd</sup> sentence - SuDS reference too prescriptive could exclude land unnecessarily and conflict with emerging LP modified policy ENV04.	See Local Plan Modifications to policy ENV 04 – a strategic Local Plan policy. Also comments re policy ENV3.	Need to amend policy to conform to modified Local Plan policy ENV 04 to meet the Basic Conditions.	No modifications are available until after submission. To be considered at examination if required.
	2 <sup>nd</sup> sentence - See comment in relation to ENV3 and the multi-functionality of SUDs.  Not all types of children's play areas require equipment i.e. a Local Area for Play is not required to provide equipment. This follows the	To ensure conformity with the strategic policies - emerging Local Plan Policy ENV04 (and a requirement of the Basic Conditions).	Remove second sentence of policy.  <i>i. Contain equipment for a range of age groups, <b>where appropriate.</b></i>	Depends on modifications to LP  Change i. to 'Be designed for a range of age groups'



	standards set out within fields in trust guidance.			
	3 <sup>rd</sup> paragraph - duplicates COMM 04.	Duplication - para 16 f) NPPF (2018).	Amend 3 <sup>rd</sup> paragraph by either providing more detail or support Local Plan policy in supporting text.	No change, important locally
COM3	The second part of the policy repeats policy within the emerging local plan in regards to the loss of a facility. Neighbourhood plans should not seek to repeat policies within other plans.	Duplication - para 16 f) NPPF (2018).	Remove second half of the policy in relation to loss of community amenities as this repeats policy within the emerging Local Plan.	No change, kept in as it adds clarity to what is above in the policy
p60, Map	Map would benefit from being enlarged.	Clarity	Enlarge to cover more of the page.	Changed
	<b>7. IMPLEMENTATION</b>			
Delivery of policies & projects	Would be beneficial to refer to working in partnership with Breckland and Norfolk County Council, particularly in relation to strategic matters such as addressing transport and air quality issues			Added in, Working in partnership with Breckland District Council and Norfolk County Council will be particularly important regarding strategic

				matters such as addressing traffic flow and air quality issues.
p66, Map	Map would still benefit from being enlarged.	Clarity	Amend as advised.	Changed
p67-84 Appendix B	It would be useful if this could include just the conclusion on each of the individual views and why they are of particular community importance, rather than all the evidence as this would improve clarity.	Clarity - Para 41 NPPF (2018).	Amend as advised.	Amended
p85/6, Appendix C: Policies from the Swaffham Conservation Appraisal	This title is slightly misleading – it comes from the initial Conversation Area designation document (1973) so should reflect this.	Accuracy	Amend as advised.	Added in 'designation document' at end of title.  Para 6.1.14 change to around 1974
p87, Appendix D: Justification for non-designated heritage assets	There is concern that there are a significant number of areas or collection of buildings that have been collectively assessed, when they require more individual	Accuracy - applies to No 1, 3, 5, 6, 7, 8, 10, 11, 12, 14, 15, 16, 17, 18, 21, 22 & 25.	Amend as advised.	Added in assessment table for all in blue on Appendix E

	assessment e.g. require individual justification to establish the significant elements with the whole designation i.e. the railway complex includes a number of different building which needs to be assessed individually to demonstrate their significance. N.B. The evidence for this is already included in Appendix E and should be repeated for all other group sites.			Amend title of Appendix E: Remains of railway complex
	Re 2 Green Britain Centre - Not clear why this has been included as the cut off point for listing is 1970/80's, so why should non-designated structure be different?	Evidence - Para 31 NPPF (2018).	Amend as advised.	No change, it is a significant building for Swaffham and justifies being in the list.
	Re 6 WW2 military defence – these should not be recognised for their group value as they are individual structures and cannot physically be viewed collectively.	Evidence - Para 31 NPPF (2018).	Amend as advised.	Amended
p91, Map	Map would benefit from being enlarged, as a landscape view rather than portrait.	Clarity	Amend as advised.	No change, map needs to be landscape. Enlarged
p92, Appendix F: World War Two pill	Photograph would benefit from being enlarged, but It is not clear	Clarity	Amend as advised.	No change, map shows location

boxes	why this has been included?			of pill boxes. Enlarged
Omission	It would be beneficial to include a glossary within the plan.	Clarity	Breckland District Council can assist with this.	Added in glossary from NPPF of all relevant words
	<b>SUSTAINABILITY APPRAISAL</b>			
	It does not appear to assess alternative options. Paragraph 4.2 states that a 'no neighbourhood plan' option has been assessed, however it is not clear where this is within the documentation. Furthermore, there may be other reasonable alternatives to the individual policies which need to be considered.	Clarity	Amend as advised.	No change, NP plan policies have been assessed against the 'do nothing' option.

## APPENDIX 9e: changes to policies in the Neighbourhood Plan as a result of pre-submission consultation

Policies in pre-submission version	New wording for submission document
<p><b>HBE2: Mixed housing</b></p> <p>In any new development there will be provision of mixed type and tenure of housing, located to ensure enclaves do not occur.</p> <p>The mix of housing should, where appropriate, include the following:</p> <ul style="list-style-type: none"> <li>i. Family housing.</li> <li>ii. Starter homes, including one-bedroom properties.</li> <li>iii. Affordable housing,<sup>17</sup> including social rented.</li> <li>iv. Life-time homes,<sup>18</sup> adaptable to the changing needs of its occupants.</li> <li>v. Housing for older people (supported housing, bungalows, smaller properties for downsizing).</li> <li>vi. Opportunities for self build within planning guidelines.</li> </ul> <p>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.</p>	<p><b>HBE2: Mixed housing</b></p> <p>New residential development should be of an appropriate mix of type and tenure of housing, reflecting the requirements of the Strategic Housing Market Assessment for the area.</p> <p>The mix of housing should, where appropriate, include the following:</p> <ul style="list-style-type: none"> <li>i. Family housing.</li> <li>ii. Homes suitable for first time buyers, including one-bedroom properties.</li> <li>iii. Affordable rent,<sup>19</sup> including social rented.</li> <li>iv. Homes that are adaptable to the changing needs of its occupants<sup>20</sup>.</li> <li>v. Housing for older people (supported housing, bungalows, smaller properties for downsizing).</li> <li>vi. Opportunities for self build.</li> </ul> <p>The emerging Breckland Local Plan (HOU07) states that 25 per cent of qualifying developments should be affordable housing. For</p>

<sup>17</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>18</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.

<sup>19</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>20</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.

	Swaffham 25 per cent of affordable housing should be a minimum requirement. If a greater percentage can be achieved, this would be welcomed.
<p><b>HBE3: Well-designed developments</b></p> <p>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.</p> <p>All new development should</p> <ul style="list-style-type: none"> <li>i. Respect the scale and character of existing and surrounding buildings, reinforcing local development patterns, form, scale, massing<sup>21</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).</li> <li>ii. Be of a density that is consistent and compatible with the existing prevailing density in the immediate area.</li> <li>iii. Have high regard for the Conservation Area and the setting of listed buildings in the parish (see HBE4).</li> <li>iv. Have soft well-landscaped boundary edges where adjacent to</li> </ul>	<p><b>HBE3: Well-designed developments</b></p> <p>All new development must be well-designed, reflecting 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.</p> <p>All new development should</p> <ul style="list-style-type: none"> <li>i. Respect the scale and character of existing and surrounding buildings, reinforcing local development patterns, form, scale, massing<sup>22</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).</li> <li>ii. Be of a density that is compatible with the existing prevailing density in the immediate area.</li> <li>iii. Have high regard for the Conservation Area and the setting of listed buildings in the parish (see HBE4).</li> <li>iv. Have soft well-landscaped boundary edges where adjacent to</li> </ul>

<sup>21</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>22</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)).

<p>open countryside (in line with HOU06 of the emerging Breckland Local Plan).</p> <ul style="list-style-type: none"> <li>v. Integrate with the established neighbourhood, in terms of connectivity (footpaths and cycle ways), community infrastructure and design.</li> <li>vi. Include energy efficient measures, innovative technologies and sustainable low carbon construction.</li> </ul> <p>Innovative and sensitive contemporary design is encouraged.</p>	<p>open countryside (in line with HOU06 of the emerging Breckland Local Plan).</p> <ul style="list-style-type: none"> <li>v. Integrate with the established neighbourhood, in terms of connectivity (footpaths and cycle ways), community infrastructure and design.</li> <li>vi. Fast internet connections.</li> </ul> <p>Innovative and sensitive contemporary design is encouraged.</p>
<p><b>HBE4: Attractive town centre and Conservation Area</b></p> <p>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:</p> <ul style="list-style-type: none"> <li>i. High quality materials, paving and landscaping, which reflect the local character, or are of innovative and sensitive contemporary design.</li> <li>ii. Coordinated streetscape design, including signage, lighting, railings, litterbins, seating, bus shelters, bollards and cycle racks.</li> <li>iii. Pedestrian movements that follow natural desire lines.<sup>23</sup></li> <li>iv. Development that reflects and celebrates the Georgian</li> </ul>	<p><b>HBE4: Attractive town centre and Conservation Area</b></p> <p>Development proposals that respond positively to creating an attractive public realm, local townscape and enhance the designated town centre's aesthetic qualities and Conservation Area will be supported. This should include the following:</p> <ul style="list-style-type: none"> <li>i. High quality materials, paving and landscaping, which reflect the local character, or are of innovative and sensitive contemporary design.</li> <li>ii. Coordinated streetscape design, including signage, lighting, railings, litterbins, seating, bus shelters, bollards and cycle racks.</li> <li>iii. Pedestrian movements that follow natural desire lines, where possible.<sup>24</sup></li> </ul>

<sup>23</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).

heritage.	iv. Development that reflects and celebrates the Georgian heritage.
<p><b>HBE5: Non-designated heritage assets</b></p> <p>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.</p> <p>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):</p> <ol style="list-style-type: none"> <li>1. Railway complex</li> <li>2. Green Britain Centre</li> <li>3. Shambles</li> <li>4. 19c Magazine</li> <li>5. Ash Close</li> <li>6. WW2 military defence</li> <li>7. Campingland</li> <li>8. The Antinghams</li> <li>9. Corbel on Poundstretcher's</li> <li>10. St Guthlac's chapel site</li> <li>11. Baptist church cemetery</li> </ol>	<p><b>HBE5: Non-designated heritage assets</b></p> <p>Development that would result in the loss of, or any harm to, the character, setting, accessibility, appearance, general quality or amenity value of non-designated heritage assets will be subject to an assessment which will balance the significance of the asset against the scale of the harm likely to occur.</p> <p>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):</p> <ol style="list-style-type: none"> <li>1. Railway complex</li> <li>2. Green Britain Centre (currently closed at the time of writing)</li> <li>3. Shambles</li> <li>4. 19c Magazine</li> <li>5. Ash Close</li> <li>6. WW2 military defence</li> <li>7. Campingland</li> <li>8. The Antinghams</li> <li>9. Corbel on Poundstretcher's</li> <li>10. St Guthlac's chapel site</li> </ol>

<sup>24</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).



<ul style="list-style-type: none"> <li>12. Town Pit (Richmond Plain)</li> <li>13. Jubilee Cottage Hospital</li> <li>14. Cemetery chapel</li> <li>15. Crescent, White Cross Road</li> <li>16. The Pightle</li> <li>17. Silver Drift</li> <li>18. Plowright Place</li> <li>19. Maltings behind Market Place east</li> <li>20. Settlement Stone</li> <li>21. Brewery Cottages and maltings, Cley Road</li> <li>22. Tollhouse, Shoemaker's Lane and Watton Road</li> <li>23. The Paddocks Saxon cemetery site</li> <li>24. Drill Hall</li> <li>25. Milestones/posts</li> </ul>	<ul style="list-style-type: none"> <li>11. Baptist church cemetery</li> <li>12. Town Pit (Richmond Plain)</li> <li>13. Jubilee Cottage Hospital</li> <li>14. Cemetery chapel</li> <li>15. Crescent, White Cross Road</li> <li>16. The Pightle</li> <li>17. Silver Drift</li> <li>18. Plowright Place</li> <li>19. Maltings behind Market Place east</li> <li>20. Settlement Stone</li> <li>21. Brewery Cottages and maltings, Cley Road</li> <li>22. Tollhouse, Shoemaker's Lane and Watton Road</li> <li>23. The Paddocks Saxon cemetery site</li> <li>24. Drill Halls (24a: Drill Hall on Station Street, and 24b: Drill Hall on Sporle Road)</li> <li>25. Milestones/posts</li> </ul>
<p><b>HBE6: Entrances and gateways to Swaffham</b></p> <p>New development located at the town entrances must enhance the visual approach or gateway to Swaffham, for example through the provision of</p> <ul style="list-style-type: none"> <li>i. Hard or soft landscaping measures.</li> <li>ii. Signage.</li> <li>iii. Tree, shrub and flower planting (with a preference for native species).</li> <li>iv. Hedgerows.</li> <li>v. Buildings in character with Swaffham.</li> </ul>	<p><b>HBE6: Entrances and gateways to Swaffham</b></p> <p>New development located at the town entrances must enhance the visual approach or gateway to Swaffham, for example through the provision of</p> <ul style="list-style-type: none"> <li>i. Hard or soft landscaping measures.</li> <li>ii. Signage.</li> <li>iii. Tree, shrub and flower planting (with a preference for, but not exclusively, native species).</li> <li>iv. Hedgerows.</li> <li>v. Buildings in character with Swaffham.</li> </ul>

<p>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.</p>	<p>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.</p>
<p><b>HBE7: Community safety</b></p> <p>All new residential development must create a safe environment, taking account of best practice in designing out crime. New developments should have:</p> <ul style="list-style-type: none"> <li>i. Good natural surveillance.</li> <li>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).</li> <li>iii. Access routes through developments.</li> <li>iv. Buildings that face onto the public realm.</li> <li>v. Open spaces/play areas.</li> </ul> <p>Development proposals will be expected to meet the requirements of ‘Secured by Design’<sup>25</sup> unless they can demonstrate that an alternative approach would not compromise community safety.</p>	<p><b>HBE7: Community safety</b></p> <p>The design of new development should have regard to creating a safe environment, taking account of best practice in designing out crime. New developments should have:</p> <ul style="list-style-type: none"> <li>i. Good natural surveillance.</li> <li>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).</li> <li>iii. Access routes through developments.</li> <li>iv. Buildings that face onto the public realm.</li> <li>v. Open spaces/play areas.</li> </ul> <p>Development proposals will be expected to meet the requirements of ‘Secured by Design’<sup>26</sup> unless they can demonstrate that an alternative approach would not compromise community safety.</p>

<sup>25</sup> [www.securedbydesign.com](http://www.securedbydesign.com)

<sup>26</sup> [www.securedbydesign.com](http://www.securedbydesign.com)

<p><b>TRA1: Traffic volume</b></p> <p>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.</p> <p>All new developments should produce a statement or assessment, that:</p> <ul style="list-style-type: none"> <li>i. Quantifies the level of traffic movements they are likely to generate.</li> <li>ii. Includes measures to mitigate any negative impacts of congestion, road safety, parking, pollution and Heavy Goods Vehicles.</li> <li>iii. Demonstrates how sustainable transport options will be encouraged, for example electric car charging points, car sharing and new public transport provision.</li> </ul> <p>The Neighbourhood Plan supports the delivery of an appropriate future north/south relief road for Swaffham.</p>	<p><b>TRA1: Traffic volume</b></p> <p>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.</p> <p>All new developments likely to generate significant traffic movement, should be supported by a transport statement or assessment, which include:</p> <ul style="list-style-type: none"> <li>i. Quantifies the level of traffic movements they are likely to generate.</li> <li>ii. Includes measures to mitigate any negative impacts of congestion, road safety, parking, pollution and Heavy Goods Vehicles.</li> <li>iii. Demonstrates how sustainable transport options will be encouraged, for example electric car charging points, car sharing and new public transport provision.</li> </ul> <p>The Neighbourhood Plan supports the delivery of an appropriate future north/south relief road for Swaffham.</p>
<p><b>TRA2: Traffic flow</b></p> <p>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.</p>	<p><b>TRA2: Traffic flow</b></p> <p>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.</p>

<p>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.</p>	<p>Consideration should be given to the design of new routes, which 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.</p>
<p><b>TRA3: Walking and cycling</b></p> <p>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.</p> <p>Footpaths and cycle ways should, where possible, always be visible and separate from roads.</p> <p>The design of new development must incorporate safe access to and from the site by pedestrians and cyclists, for example, through crossing points.</p>	<p><b>TRA3: Walking and cycling</b></p> <p>New residential development should 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.</p> <p>Footpaths and cycle ways should, where possible, always be visible and separate from roads.</p> <p>The design of new development should incorporate safe access to and from the site by pedestrians and cyclists, for example, through crossing points.</p>
<p><b>TRA5: Public parking</b></p> <p>Public parking outside the town centre is supported, for longer stay and commuter use, to release car parking in the town centre for</p>	<p><b>TRA5: Public parking</b></p> <p>Public parking outside the town centre is supported, for longer stay and commuter use, particularly where it releases car parking in the</p>

other uses. The provision of electric car charging points will be supported.	town centre for other uses. The provision of electric car charging points will be supported.
<p><b>ENV1: Air pollution</b></p> <p>To address the issue of poor air quality the following should be given high priority:</p> <ul style="list-style-type: none"> <li>i. New community facilities and amenities should be located away from areas of poor air quality.</li> <li>ii. All developments should have significant tree planting, with a maintenance plan.</li> <li>iii. All major developments should demonstrate how they will contribute to improving poor air quality.</li> </ul>	<p><b>ENV1: Air pollution</b></p> <p>To address the issue of poor air quality the following should be given high priority:</p> <ul style="list-style-type: none"> <li>i. New community facilities and amenities should be located away from areas of poor air quality.</li> <li>ii. All developments should have high levels of tree planting, with a maintenance plan.</li> <li>iii. All major developments should demonstrate how they will contribute to improving poor air quality.</li> </ul>
<p><b>ENV2: Climate change</b></p> <p>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.</p> <p>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.</p>	<p><b>ENV2: Climate change</b></p> <p>As part of enhancing Swaffham's green credentials, 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.</p> <p>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.</p>

Renewable energy developments, including wind and solar options, will be supported, where they do not adversely impact on the landscape character.	Renewable energy developments, including wind and solar options, will be supported, where they do not adversely impact on the landscape character.
<p><b>ENV3: Localised flooding areas</b></p> <p>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.</p> <p>Existing Identified localised flooding areas include (figure 14), but are not limited to:</p> <ol style="list-style-type: none"> <li>1. Crossroads of New Sporle Road and Sporle Road.</li> <li>2. Longfields.</li> <li>3. Mill Lane.</li> <li>4. Norwich Road, east of Captains Close.</li> <li>5. West Acre Road.</li> </ol> <p>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.</p>	<p><b>ENV3: Localised flooding areas</b></p> <p>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.</p> <p>Existing Identified localised flooding areas include (figure 14), but are not limited to:</p> <ol style="list-style-type: none"> <li>1. Crossroads of New Sporle Road and Sporle Road (including Northwell Pool).</li> <li>2. Longfields.</li> <li>3. Mill Lane.</li> <li>4. Norwich Road, east of Captains Close.</li> <li>5. West Acre Road.</li> </ol> <p>Sustainable drainage systems associated with any planned development should appear natural and be able to be colonised by the local fauna and flora, and can be used as drainage solutions using compatible tree pit designs, 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.</p>

<p><b>ENV4: Important local views and vistas</b></p> <p>Any development within the following views and vistas that does not adversely impact upon the landscape or character of the area will be supported:</p> <ol style="list-style-type: none"> <li>1. The view of the townscape of Swaffham from the approach to Swaffham from the east, along the Norwich Road.</li> <li>2. The view from the A47 coming from the west, towards the town centre.</li> <li>3. The view of the church and townscape from the Sporle Road, where it crosses the by-pass.</li> <li>4. The vista of the Market Place from the south along London Street.</li> <li>5. The vista down Mangate Street towards Manor House.</li> <li>6. Looking west from Southlands estate.</li> </ol> <p>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.</p>	<p><b>ENV4: Important public local views and vistas</b></p> <p>Any development within the following views and vistas that does not adversely impact upon the landscape or character of the area will be supported:</p> <ol style="list-style-type: none"> <li>1. The view of the townscape of Swaffham from the approach to Swaffham from the east, along the Norwich Road.</li> <li>2. The view from the A47 coming from the west, towards the town centre.</li> <li>3. The view of the church and townscape from the Sporle Road, where it crosses the A47.</li> <li>4. The vista of the Market Place from the south along London Street.</li> <li>5. The vista down Mangate Street towards Manor House.</li> <li>6. Looking west from Southlands estate.</li> </ol> <p>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.</p>
<p><b>ENV6: Designated Local Green Space</b></p> <p>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):</p>	<p><b>ENV6: Designated Local Green Space</b></p> <p>In addition to those listed in the Breckland Local Plan as protected open space (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):</p>

<ol style="list-style-type: none"> <li>1. The Antinghams.</li> <li>2. Heathlands.</li> <li>3. Merryweather play area.</li> <li>4. Oaklands play area.</li> <li>5. Community orchard, Tumbler Hill allotments.</li> <li>6. Admiral Wilson Way.</li> <li>7. Manor House grounds.</li> <li>8. Railway line for access.</li> <li>9. Magazine field allotments.</li> <li>10. Four Acres field allotments.</li> <li>11. Shouldham Lane allotments.</li> <li>12. Tumbler Hill allotments.</li> <li>13. Myers playing field.</li> <li>14. Swaffham CE VC Infant School playing field.</li> <li>15. Swaffham CE Junior Academy playing field.</li> <li>16. The Nicholas Hamond Academy playing field.</li> <li>17. Sacred Heart School and pre-school playing field.</li> <li>18. Shepherd's Fold.</li> </ol> <p>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.</p>	<ol style="list-style-type: none"> <li>1. Heathlands.</li> <li>2. Merryweather play area.</li> <li>3. Oaklands play area.</li> <li>4. Community orchard, Tumbler Hill allotments.</li> <li>5. Admiral Wilson Way.</li> <li>6. Railway line for access.</li> <li>7. Magazine field allotments.</li> <li>8. Four Acres field allotments.</li> <li>9. Shouldham Lane allotments.</li> <li>10. Tumbler Hill allotments.</li> <li>11. Myers playing field.</li> <li>12. Swaffham CE VC Infant School playing field.</li> <li>13. Swaffham CE Junior Academy playing field.</li> <li>14. The Nicholas Hamond Academy playing field.</li> <li>15. Sacred Heart School and pre-school playing field.</li> <li>16. Shepherd's Fold.</li> </ol> <p>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.</p>
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<p><b>BUS1: Green credentials</b></p> <p>Business development that has an environmental focus will be particularly encouraged:</p> <ul style="list-style-type: none"> <li>i. Those that sell or manufacture environmental products and services.</li> <li>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.</li> </ul> <p>New heavy or polluting businesses will be discouraged.</p>	<p><b>BUS1: Green credentials</b></p> <p>Business development that has an environmental focus will be particularly encouraged:</p> <ul style="list-style-type: none"> <li>i. Those that sell or manufacture environmental products and services.</li> <li>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.</li> </ul>
<p><b>BUS3: Shops in new development areas</b></p> <p>Convenience shops are encouraged where they serve the day-to-day needs of residents in new development areas.</p>	<p><b>BUS3: Shops in new development areas</b></p> <p>Convenience/small shops<sup>27</sup> are encouraged where they serve the day-to-day needs of residents in new development areas, particularly for housing allocations south of the town centre.</p>
<p><b>BUS5: Attractive and town centre</b></p> <p>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.</p>	<p><b>BUS5: Attractive and viable town centre</b></p> <p>Business development proposals that respond positively to maintaining an attractive local townscape, improve the vitality and viability of the town centre and enhance the town's aesthetic qualities for the benefit of residents, other businesses and visitors</p>

<sup>27</sup> A shop is 'small' if its relevant floor area does not exceed 280 square metres or 3,000 square feet in size). Source: House of Commons Briefing Paper (12 June 2017) 'Shop opening hours and Sunday Trading)

<p>In particular visual enhancements to the following will be considered:</p> <ul style="list-style-type: none"> <li>i. Reducing the visual impact of car parking within the town centre.</li> <li>ii. Enhancements to the Market Place and Buttercross.</li> </ul>	<p>will be supported.</p> <p>In particular visual enhancements to the following will be considered:</p> <ul style="list-style-type: none"> <li>i. Reducing the visual impact of car parking within the town centre.</li> <li>ii. Enhancements to the Market Place and Buttercross.</li> </ul>
<p><b>COM1: Sports and leisure facilities</b></p> <p>The provision of new and improved sports and leisure facilities are encouraged within Swaffham, in particular, but not exclusively the following:</p> <ul style="list-style-type: none"> <li>i. An improved or new indoor sports and leisure centre.</li> <li>ii. A swimming pool.</li> <li>iii. An additional recreation ground.</li> <li>iv. New all weather sports pitches.</li> <li>v. New walking and cycling opportunities (see TRA3).</li> <li>vi. Cinema and theatre capacity.</li> </ul> <p>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.</p>	<p><b>COM1: Sports and leisure facilities</b></p> <p>The provision of new and improved sports and leisure facilities are encouraged within Swaffham, in particular, but not exclusively the following:</p> <ul style="list-style-type: none"> <li>i. An improved or new indoor sports and leisure centre.</li> <li>ii. A swimming pool.</li> <li>iii. An additional recreation ground.</li> <li>iv. New all weather sports pitches.</li> <li>v. New walking and cycling opportunities (see TRA3).</li> <li>vi. Cinema and theatre capacity.</li> </ul> <p>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.<sup>28</sup></p>

<sup>28</sup> Manual for Streets (2017) states, that ‘walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes’ (up to about 800 m) walking distance of residential areas which residents may access comfortably on foot’.

<p><b>COM2: Informal meeting places, play spaces and parks</b></p> <p>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.</p> <p>All informal meeting places, play spaces and parks should</p> <ul style="list-style-type: none"> <li>i. Contain equipment for a range of age groups.</li> <li>ii. Be accessible and/or in a central location within any new development.</li> <li>iii. Have good natural surveillance.</li> <li>iv. Have provision for waste disposal.</li> <li>v. Have a management plan in place for maintenance.</li> </ul> <p>As well as play spaces and parks, social spaces for stopping and sitting should be planned into developments.</p>	<p><b>COM2: Informal meeting places, play spaces and parks</b></p> <p>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.</p> <p>All informal meeting places, play spaces and parks should</p> <ul style="list-style-type: none"> <li>i. Be designed for a range of age groups.</li> <li>ii. Be accessible and/or in a central location within any new development.</li> <li>iii. Have good natural surveillance.</li> <li>iv. Have provision for waste disposal.</li> <li>v. Have a management plan in place for maintenance.</li> </ul> <p>As well as play spaces and parks, social spaces for stopping and sitting should be planned into developments.</p>
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**APPENDIX 9f: Log of changes to Sustainability Appraisal between pre-submission consultation and submission, October 2018**

<b>Page number</b>	<b>Amendment made</b>
Front cover	Added: Amended October 2018
4	Added: Breckland District Council completed a Habitat Regulation Assessment Screening in October 2018 of the Swaffham Neighbourhood Plan. The assessment suggested that there are likely to be no significant effects on European Designated Sites resulting from the Policies detailed within the Swaffham Neighbourhood Plan, therefore a full Habitat Regulations Assessment is not required. Natural England were consulted and agreed that there are unlikely to be significant environmental effects from the proposed plan.
5	Updated stages in producing Sustainability Appraisal
Throughout	Changed Env 4: Important views and vistas, to Env 4: Important public views and vistas
Throughout	Changed BUS5: Attractive Town Centre, to BUS5: Attractive and Viable Town Centre
18 (point 4.2)	Added: This is shown in the commentary section where it explains what would happen if there was no Neighbourhood Plan for Swaffham and just existing policies are in place.
30	Updated the next steps