Swaffham Neighbourhood Plan

2016-2036

Version 3: for Referendum
May 2019

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Photographs by kind permission of local residents.

1. Introduction

1.1 The Swaffham Neighbourhood Plan is a community-led document for guiding the future development of the parish. It is about the use and development of land over a 20-year period, 2016-2036. It is the first planning document put together by the community of Swaffham. Once the Plan is made, Breckland District Council will use it to determine planning applications.

1.2 The Neighbourhood Plan has been developed under the Localism Act (2011) and the Neighbourhood Planning (General) Regulation (2012 as amended), giving communities the right to shape future development at a local level. The Swaffham Neighbourhood Plan complements existing local and national planning policy, providing a valuable level of local detail attained through consultation with residents and further research.

1.3 The Swaffham Neighbourhood Plan is not a means of stopping development; it is there to ensure development takes place in an appropriate way for the area. It differs from other town action plans in the past, as it is solely about the use and development of land. Once made, the Plan will become a statutory planning policy document sitting alongside the Breckland Local Plan. It provides clarity on what will be expected from development proposals, gives prospective investors confidence in how the area will change in the future, and ensures that the impact of development is anticipated and planned for.

1.4 This is the third version of the Swaffham Neighbourhood Plan, prepared for the 'Referendum'. For the six-week period between 18th July and 1st September 2018,[1] local residents, businesses and statutory agencies had the opportunity to comment on the draft Plan. During September and October 2018 all comments were collated and considered. The Plan was amended prior to submission to Breckland District Council, when it underwent further consultation.

1.5 Commissioned by Swaffham Town Council, the Swaffham Neighbourhood Plan has been developed by a Steering Group of local residents (see Appendix A for Steering Group members). Early on in the process, the Steering Group established a set of aims to drive the process. These were ratified through consultation with the community.

1.6 By undertaking a Neighbourhood Plan for Swaffham, the Steering Group aims to:

[1] More than six-weeks to allow for the summer holiday period.

- Give a voice to residents to shape development
- Allow the town to grow sensitively and sustainably
- Enhance the sense of community
- Protect and maintain the natural environment
- Identify community needs for the use of developer contributions.

Accompanying supporting documents

1.7 The fundamental principle underpinning the planning system in England remains that of achieving sustainable development. Therefore, the Neighbourhood Plan is supported by a Sustainability Appraisal, a systematic process undertaken during the preparation of the Plan that assesses the environmental, social and economic impacts of the policies. When the Swaffham Neighbourhood Plan was submitted for independent examination, it was accompanied by the following documents:

- Basic Conditions Statement.
- Consultation Statement.
- Sustainability Appraisal Scoping Report.
- Sustainability Appraisal (with revisions).
- Strategic Environmental Assessment Screening Report.
- Habitat Regulation Screening Report.

Examination and referendum

1.8 Breckland District Council has undertaken a checking process and further consultation. The Plan has been through an independent examination. The examiner concluded that the Swaffham Neighbourhood Plan meets the basic conditions for the preparation of a neighbourhood plan subject to a series of recommended modifications. The modifications have been made to the Plan and it is proceeding to referendum on 2nd May 2019.

1.9 At referendum every resident of Swaffham, who is entitled to vote in Breckland District Council elections, will have the opportunity to vote on whether or not they agree with the Neighbourhood Plan. Residents will be asked, '*Do you want Breckland District Council to use the Neighbourhood Plan for Swaffham parish to help it decide planning applications in the neighourhood area?*'. If the Plan gets over 50 per cent support from those that vote in the referendum, Breckland District Council will make the Neighbourhood Plan.

2. Swaffham

2.1 Swaffham is an attractive market town within the Breckland district of Norfolk, located 19km east of King's Lynn and 50km west of Norwich, sitting at the northern point of The Brecks, off the A47. A weekly Saturday market is held in the Market Place, dating back over 800 years. There is a long-standing open-air auction as part of the market. At the Raceway there is the only weekly poultry auction in Norfolk.

2.2 The parish has an area of 29.6 km^2 with a population in 2011 of 7,258, which represents 5.56 per cent of the total Breckland resident population of 130,491. The 2016 mid-year estimate was 7,809. At the 2011 census there were 3,258 households in Swaffham.[2]

2.3 The designated Neighbourhood Area for the Swaffham Neighbourhood Plan is the whole of the civil parish of Swaffham (see figure 1). The town is entirely contained within the Swaffham parish boundary.

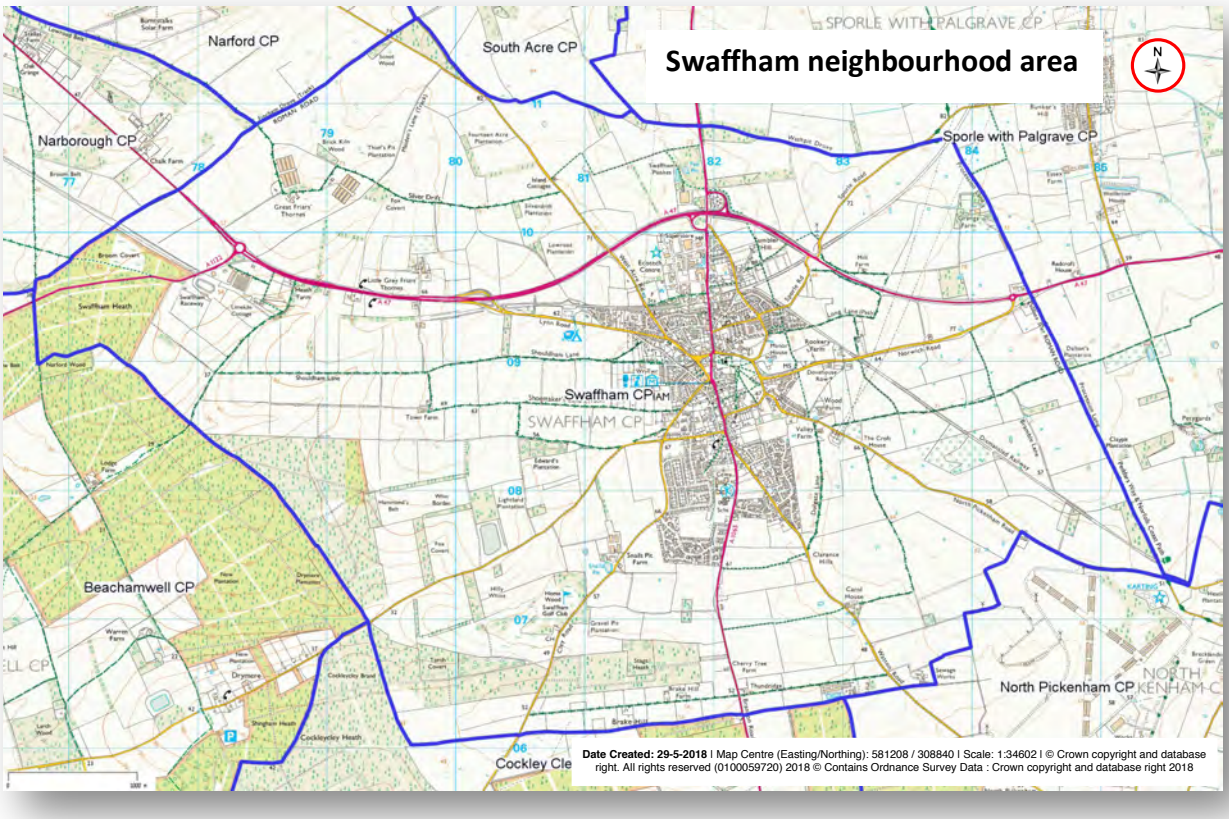

Figure 1 above: The Administrative boundary of Swaffham, the Neighbourhood Plan area, plus surrounding area (source: Parish Online with own annotations). Blue line denotes parish boundary.

[2] Census 2011 data taken from www.nomisweb.co.uk, extracted 30.01.2018.

2.4 The mean age of the population of Swaffham is 47.8 years, compared to a mean age of 42.6 years for Breckland district and 39.3 years for England. The predominant age band in Swaffham is 45 to 59 years, which represents 18.4 per cent of the population. A large percentage of the population is either approaching or in a retirement age band (33 per cent is over 65 years old), increasing the demand for supporting services and reducing the recruitment pool in the local economy.

2.5 Swaffham has a rich history. The name of the town most probably is derived from the home of the Suevi people who migrated from central Germany to East Anglia at the end of the Roman domination of Europe. By the 13th century it was part of the Honour of Richmond, which gave it considerable trading privileges and its weekly Saturday market was established before 1215. It was also close to the ancient Peddars Way and on the pilgrim route to Walsingham. From Domesday to the 20th century sheep farming was an important part of the town's economy. The iconic Buttercross, the town's second market cross, was gifted to the town by George Walpole, 3rd Earl of Orford in 1783.

2.6 Much of the town centre was remodeled in Georgian style in the late 18th century at a time when Swaffham was renowned for its horse racing, hare coursing, cock fighting, theatre and similar entertainment. Members of the Horatio Nelson family lived in the locality and were frequent visitors to the town.

2.7 The story of the Swaffham Pedlar, who discovered a cache of gold in his garden, is well known internationally. The story is based on fact. The Pedlar, John Chapman, was a church warden at the time when the church was being rebuilt. He paid for the north aisle, complete with floor, roof and stained glass window. Today the church of St Peter and St Paul dominates the townscape. Swaffham has been described as the 'jewel in Breckland's crown' by local people.

2.8 The actor Stephen Fry, said "I have lived a few miles away from Swaffham for over 20 years. I have always admired the balance between modernity and tradition that the town has managed to strike and have always felt at home amongst its people. There's something about the place, a perfect market town, perfectly placed in the heart of Norfolk's perfect Breckland… Swaffham is a wonderful place to visit, a wonderful place to stay and wonderful place to know".[3]

[3] https://www.aroundswaffham.co.uk/general/film_locations.html.

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

Spatial and strategic policy context

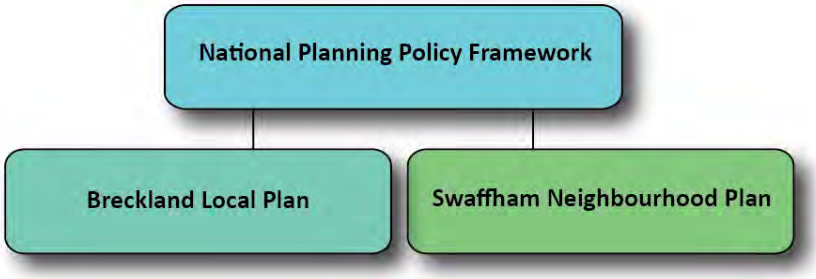

Figure 3 left: the spatial and strategic policy context for Swaffham.

2.9 The 'National Planning Policy Framework' (NPPF), published in March 2012, set out the Government's planning policies for England and how these should be applied. The Swaffham Neighbourhood Plan has regard to the NPPF and the revised NPPF (July 2018), in particular taking a positive approach that reflects the presumption in favour of sustainable development.

2.10 Every local planning authority in England must prepare a Local Plan, which includes all local planning policies for that area, identifies how land is used and determines what will be built where. The Local Plan, along with any Neighbourhood Plan, provides the basis for determining planning applications and future development in the local area and should be consistent with the NPPF.

2.11 The Breckland Local Plan (2009) – called the 'Breckland Core Strategy and Development Control Policies' sets out both strategic and detailed planning policies for Breckland district, which informs the development of the Swaffham Neighbourhood Plan. Due regard has been given to the emerging Breckland Local Plan, expected to be adopted in 2019.

3. How the Plan was prepared

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

Funding

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

Community engagement, consultation and evidence gathering

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

Evidence gathering 1: Preliminary consultation
2pm-7pm on Wednesday, 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.

Evidence gathering 2: Topic groups
February 2017 onwards.
Monthly topic group meetings tasked with investigating: business and employment; transport and access; open spaces, leisure and sport; education and young people; health and community services; town centre, heritage and tourism. The topic groups gathered information and identified issues. Meetings were held with stakeholders for education provision, and sports and leisure groups.

Evidence gathering 3: Informal workshops and online survey

Workshops held from Wednesday 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.

Evidence gathering 4: Stakeholder input

January to May 2018.
Meetings and correspondence with interested groups and stakeholders to establish detail for policy. The Steering Group met with or corresponded with: Sacred Heart School students; The Nicholas Hamond Academy students; Swaffham Junior Academy students; a range of local businesses; visitors to the Tourist Information Centre and the Swaffham Museum; Swaffham History Group; Swaffham Rugby Club; Rotary Club for Swaffham; Probus; Swaffham Women's Institute; Manor Farm Medical Centre; Age Concern. Notes of all meetings were fed into Steering Group meetings to draft policy ideas.

Evidence gathering 5: Policy ideas workshops

10am-3pm on Saturday, 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.

Figure 4 above: Policy ideas workshops, April 2018

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

Communication

3.4 Communicating with residents and businesses through the development of the Swaffham Neighbourhood Plan has been particularly important at consultation stages, but also in between, as planning and writing took place.

3.5 The Town Council website ***www.swaffhamtowncouncil.gov.uk*** has a series of pages for the Neighbourhood Plan, used for describing the process, holding documents as they are produced, details of Steering Group members, terms of reference, a project plan, meeting dates and agendas, minutes, Town Council update reports, all details and results of community consultation, contact details, and the latest news on progress.

3.6 The Swaffham Newsletter (monthly town magazine published by the Iceni Partnership) is put through the door of most households, and has had frequent articles about the Neighbourhood Plan progress, as well as advertising consultation events.

3.7 Facebook and Twitter are useful communication and engagement channels for the Neighbourhood Plan. Posters and flyers were used for events. Articles were included in the Lynn News, the Watton and Swaffham Times and announcements were made on BBC Radio Norfolk and KLFM radio.

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

4. The Vision: 2036

4.1 The Neighbourhood Plan vision is an overarching statement describing what Swaffham should be like at the end of the Plan period, 2036. It was drafted in response to early consultation and then finalised through further liaison with the community. The vision attempts to capture what is unique about Swaffham parish now, whilst looking ahead 20 years to what it could be.

4.2 The vision underpins the objective and policies of the Swaffham Neighbourhood Plan, which are reflected throughout it.

VISION

By 2036 Swaffham will be a well-connected and flourishing market town, whilst preserving its distinctive and attractive character.

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

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

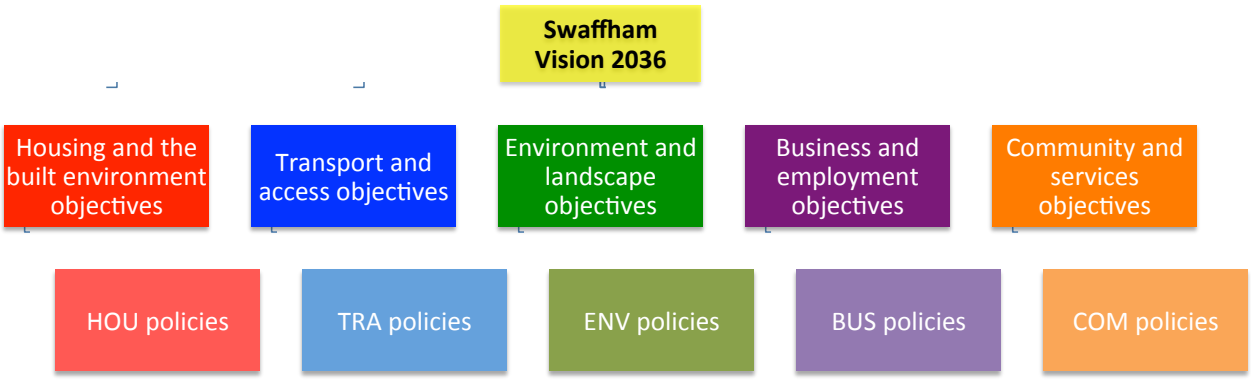

Figure 6 above: structure of the Swaffham Neighbourhood Plan (own diagram).

5. Objectives of the Plan

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

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

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

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

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

6. Policies and projects

Policies

6.1 The vision and objectives have provided the framework to develop the policies in the Neighbourhood Plan. Each policy relates back to a particular objective under the following five broad themes: housing and the built environment; transport and access; environment and landscape; business and employment; community and services.

6.2 The Neighbourhood Plan is first and foremost a land-use document for planning purposes. All policies in the Plan have been derived from a series of consultation events, stakeholder engagement and further research, which provide the justification and evidence base for their writing.

6.3 The Neighbourhood Plan policies follow the government's guidance; they exist to:

- Set out requirements in advance for new development in the area.
- Inform and guide decisions on planning applications.
- Ensure that the multitude of individual decisions add up to something coherent for the area as a whole.[4]

6.4 To aid interpretation for decision makers and planning applicants each policy is accompanied by supporting text, which includes context for the theme, the views of residents, guidelines and reference to strategic plans.

Community aspirations and community action projects

6.5 As expected, during consultation events, the local community identified a number of projects that fall outside the remit of planning policy. They have been broken down into:

- Planning related hopes for Swaffham called 'community aspirations', and
- Non-planning actions called 'community action projects'.

They appear in the white boxes and will be taken forward outside the Neighbourhood Plan process. These are included only for topics where relevant and are not an exhaustive list. Over the lifetime of the Neighbourhood Plan, Swaffham Town Council will also develop a range of projects as a result of development. See section 7 for more details on implementation of the Plan.

[4] Tony Burton (September 2014) 'Writing Planning Policies', Locality.

6.1 Housing and the built environment

6.1.1 Development is defined in Section 55 of the Town and Country Planning Act 1990 (as amended). It can include both the construction of new buildings and structures and the change of use of existing buildings. As the town takes on more development and grows in size it should continue to be a strong, coherent and inclusive community that works for the people of Swaffham as a whole. This can be achieved, in part, through high quality housing and a well designed built environment.

6.1.2 Within the Breckland Local Plan, Swaffham is identified as a 'Market Town' in the sustainable settlement hierarchy for the district (Attleborough and Thetford are 'Key Settlements', with Dereham, Swaffham and Watton classed as 'Market Towns'). It is proposed that the town will provide an additional 1612 new dwellings over the period of the emerging Local Plan. Of these 1612 dwellings, 1007 have either already been completed or are committed and a further 605 dwellings are proposed up to 2036.[5]

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]008: Land off New Sporle Road, 75 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, 165 dwellings.

[5] Pre-submission version of the Breckland Local Plan (2017).

The various sites are shown on Figure 7.

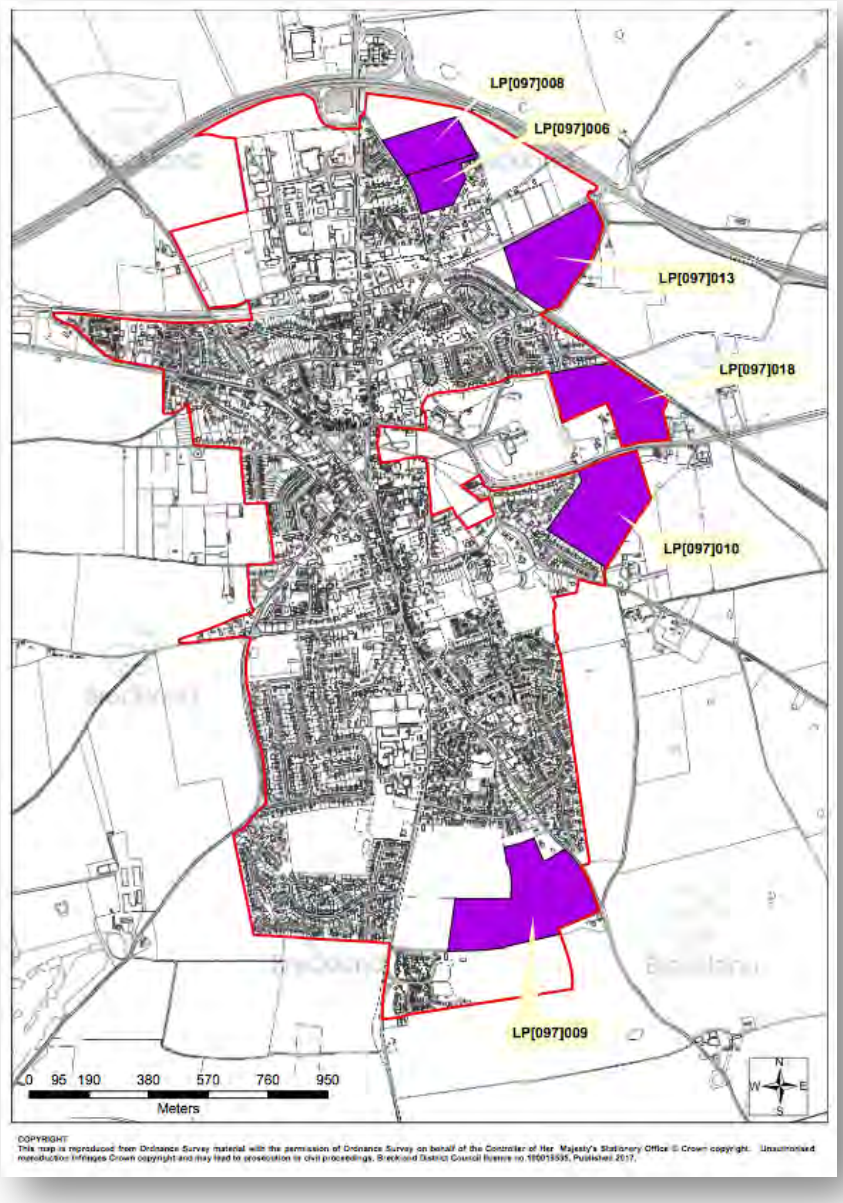

Figure 7 left: Summary of the Swaffham Allocations (source: Breckland Local Plan pre-submission publication, August 2017).

6.1.4 At the time of writing the following planning applications have outline permission:

- 3PL/2014/0358: Land off New Sporle Road, 55 dwellings
- 3PL/2014/1346/O: Land off New Sporle Road, 92 dwellings

6.1.5 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 the payment of planning obligations (via a section 106 agreement/section 278 agreement), or use of a planning condition(s).

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

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

6.1.7 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'.[6] 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 spreading south and potentially north. A distance of less that 2km has commonly been used as the maximum reasonable walking distance, and offers the greatest potential to replace short car trips. Paragraph 38 of the NPPF states that, 'where practical, particularly within large-scale developments, key facilities such as primary schools and local shops should be located within walking distance of most properties'. Should the town spread north and south, it is likely that more car journeys will be generated for residents to access the town centre. The Neighbourhood Plan recognises that the emerging Local Plan proposes additional residential allocations as shown in figure 7. This Plan does not seek to challenge these sites. At the same time, it does not directly propose additional development. However, where other development comes forward the community has a preference that it should be located to the east or west of the town rather than to the north or to the south. This approach is captured in the Community Aspiration below.

6.1.8 It is an objective of residents that a north/south relief road is built to reduce the volume of traffic through Swaffham town centre. The Neighbourhood Plan does not allocate land for a road, as it is a matter for Norfolk County Council to appraise the viability and assess potential routes. However, local people are concerned that a potential route should be safeguarded from development in order that there is scope for a road in the future. See chapter 6.2 for more details on transport and access. Given that this project is at an early stage it would not be practicable to safeguard a route in the Neighbourhood Plan. On this basis the matter is addressed in a Community Aspiration rather than a land use policy. In the event that the process

[6] Resident comment from April 2018 consultation.

becomes clearer within the Plan period the Town Council would have the opportunity to review the Plan and, as appropriate, safeguard an identified route.

COMMUNITY ASPIRATION

CA: Location of development and the potential for a north/south relief road

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

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

6.1.9 Delivering a wide choice of high quality homes is essential to support a sustainable, vibrant and mixed community. Community consultation showed that residents want to have a range of types of accommodation within the parish to meet their changing needs, with families wishing to move to larger homes, older residents wanting to down-size and young people able to afford local independent accommodation. New homes should be of high quality, meeting community aspirations for new and existing residents. The mix of housing types outlined in policy HBE1 has come through consultation with local residents.

6.1.10 The average house price in Swaffham for the year January 2017 to January 2018 was £217,552. This is considerably lower than the average of £245,285 for Norfolk (a 14 per cent difference) and £291,884 for England.[7] The average salary for Swaffham is £18,326 for Swaffham compared to £22,933 for Norfolk,[8] (a 20 per cent difference). One resident at the April 2018 consultation event stated that the 'affordable' housing must be affordable to people's wages'. The overall need across the Central Norfolk Housing Market Area is found to be 31.7 per cent,[9] with a target of 35.7 per cent for Breckland district. Accounting for viability modeling, a target of 25 per cent affordable housing is outlined in the emerging Breckland Local Plan. Given average salaries for Swaffham are relatively low, it is therefore desirable that the emerging Breckland Local Plan figure of 25 per cent of qualifying developments being affordable housing, should be a minimum.

[7] www.zoopla.co.uk data extracted 09.02.2017.
[8] https://www.payscale.com extracted 10.06.18.
[9] Central Norfolk Strategic Housing Market Assessment 2017.

POLICY

HBE1: Mixed housing

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.

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

i. Family housing.
ii. Homes suitable for first time buyers, including one-bedroom properties.
iii. Affordable rent,[10] including social rented.
iv. Homes that are adaptable to the changing needs of its occupants[11].
v. Housing for older people (supported housing, bungalows, smaller properties for downsizing).
vi. Opportunities for self build.

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

6.1.11 The emerging Local Plan states that 'the challenge for Breckland is accommodation development in a sustainable way whilst protecting and reinforcing the character of the district'.[12] Policy GEN2 in the emerging Local Plan sets out the promotion of high quality design and policy COM1 sets out design criteria for Breckland. The Neighbourhood Plan policy HBE2 reflects the views of local people and is particular to Swaffham, whilst being in general conformity.

6.1.12 Successful well-designed places provide a setting for economic, environmental and sustainable development. Good design should respond to the function (the needs of the town responding to growth) and identity (or character) of the place. In order to be a flourishing market town in 2039, all development must be well designed, preserving Swaffham's distinct and attractive character. Developers should demonstrate in a Design and Access Statement how their proposed development complements Swaffham's character.

6.1.13 It should be noted that good design within Swaffham does not necessarily mean old in style. Innovative and sensitive contemporary design, with good justification, is encouraged locally.

[10] '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).
[11] 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.
[12] Breckland Local Plan Pre-submission publication (August 2017), paragraph 2.7.

6.1.14 Norfolk Fire and Rescue Service advocate the installation of sprinklers in all new developments. Sprinklers have a proven track record to protect property and lives. Development that includes energy efficient measures, innovative technologies and sustainable low carbon construction is dealt with through Building Regulations and is welcomed in Swaffham.

POLICY

HBE2: Well-designed developments

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.

Where relevant to the proposed development, all new development should:

i. Respect the scale and character of existing and surrounding buildings, reinforcing local development patterns, form, scale, massing[13] and character of adjacent properties (including building setbacks and arrangements of front gardens, walls, railings or hedges) where this provides a positive contribution (see Appendix B Character Appraisal).
ii. Be of a density that is compatible with the existing prevailing density in the immediate area.
iii. Have high regard for the Conservation Area and the setting of listed buildings in the parish (see HBE3).
iv. Have soft well-landscaped boundary edges where adjacent to open countryside (in line with HOU06 of the emerging Breckland Local Plan).
v. Integrate with the established neighbourhood, in terms of connectivity (footpaths and cycle ways), community infrastructure and design.
vi. Provide fast internet connections.

Innovative and sensitive contemporary design will be supported.

6.1.15 Swaffham has a rich and diverse architectural heritage, with a historic Market Place and a significant number of listed buildings in the centre of the town. The National Heritage List details 102 listed buildings and ancient monuments in Swaffham parish, mainly located in the town centre.[14] The two Grade I listed buildings are the Market Cross (Buttercross) and the Church of St Peter and St Paul. The key gateways to the town have a historical value with the Manor House and grounds on Norwich Road and two listed farmhouses on North Pickenham Road.[15] The full list of heritage assets within the parish of Swaffham has been provided by the Norfolk Historic

[13] 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)).
[14] www.historicengland.org.uk/listing/the-list data extracted 09.02.2018.
[15] Breckland Local Plan Preferred Site Options and Settlement Boundaries 2016.

Environment Record. There are 291 buildings, monuments and find spots. There are no buildings in Swaffham on Historic England's Buildings at Risk Register.

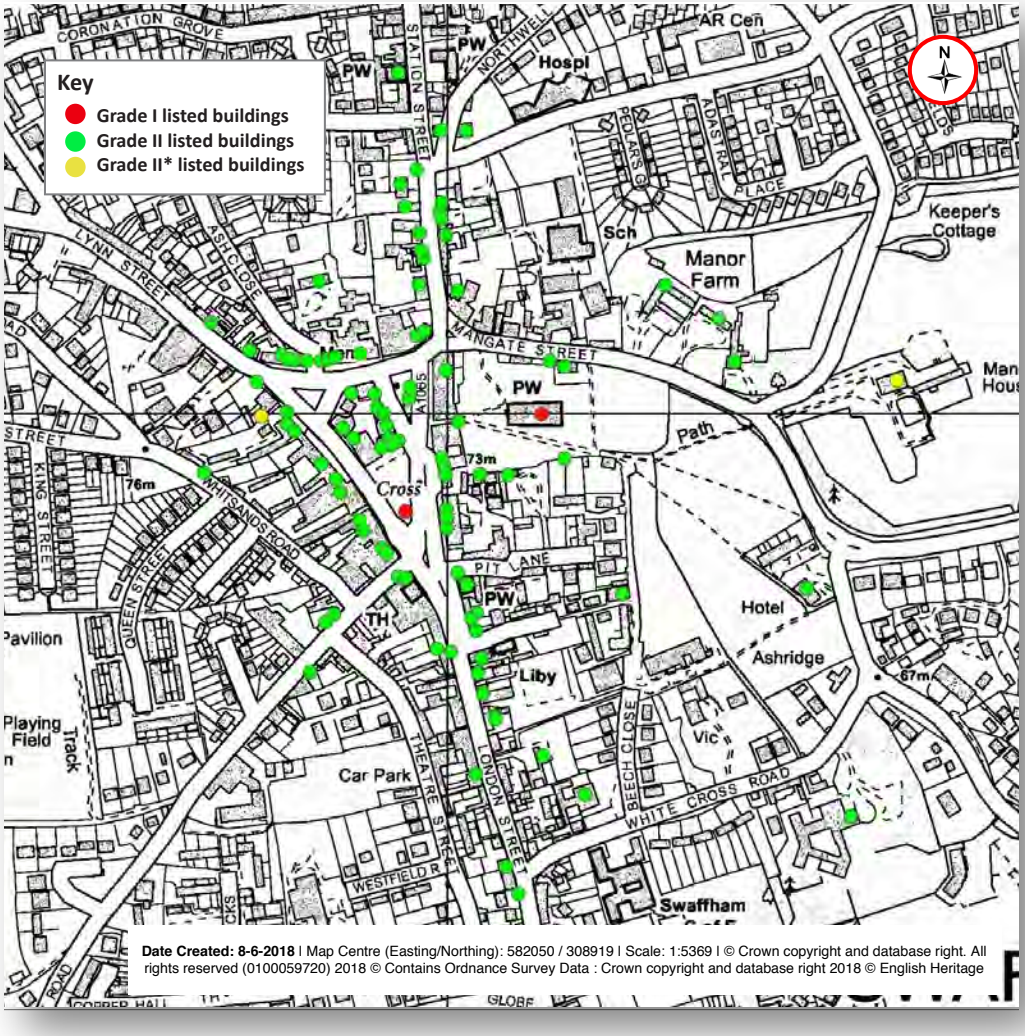

Figure 8 left: Listed buildings in Swaffham (source: Parish Online with own annotations).

6.1.16 Pre-medieval artifacts have been found across Swaffham parish. Stone age items have been found especially to the south and west and the north west, Bronze Age artifacts have been found to the west, Iron Age on Brandon Road, Roman artifacts to the south and Saxon artifacts mainly to the west.[16] Any new development should be respectful of potential new finds.

6.1.17 Part of Swaffham is identified as a 'Conservation Area', an area of special architectural and historic interest that deserves careful management. The Conservation Area Appraisal for Swaffham was written by Breckland District Council in approximately 1974 and awaits an update. The policies from the document can be found in Appendix C. The Conservation Area is important to local people in terms of protecting the historic core of the town and

[16] Uncovering pre-medieval Swaffham. Occasional Paper. Sue Gattuso 2016.

overall character. Policy HBE3 sets out particular policy requirements for development in the conservation area.

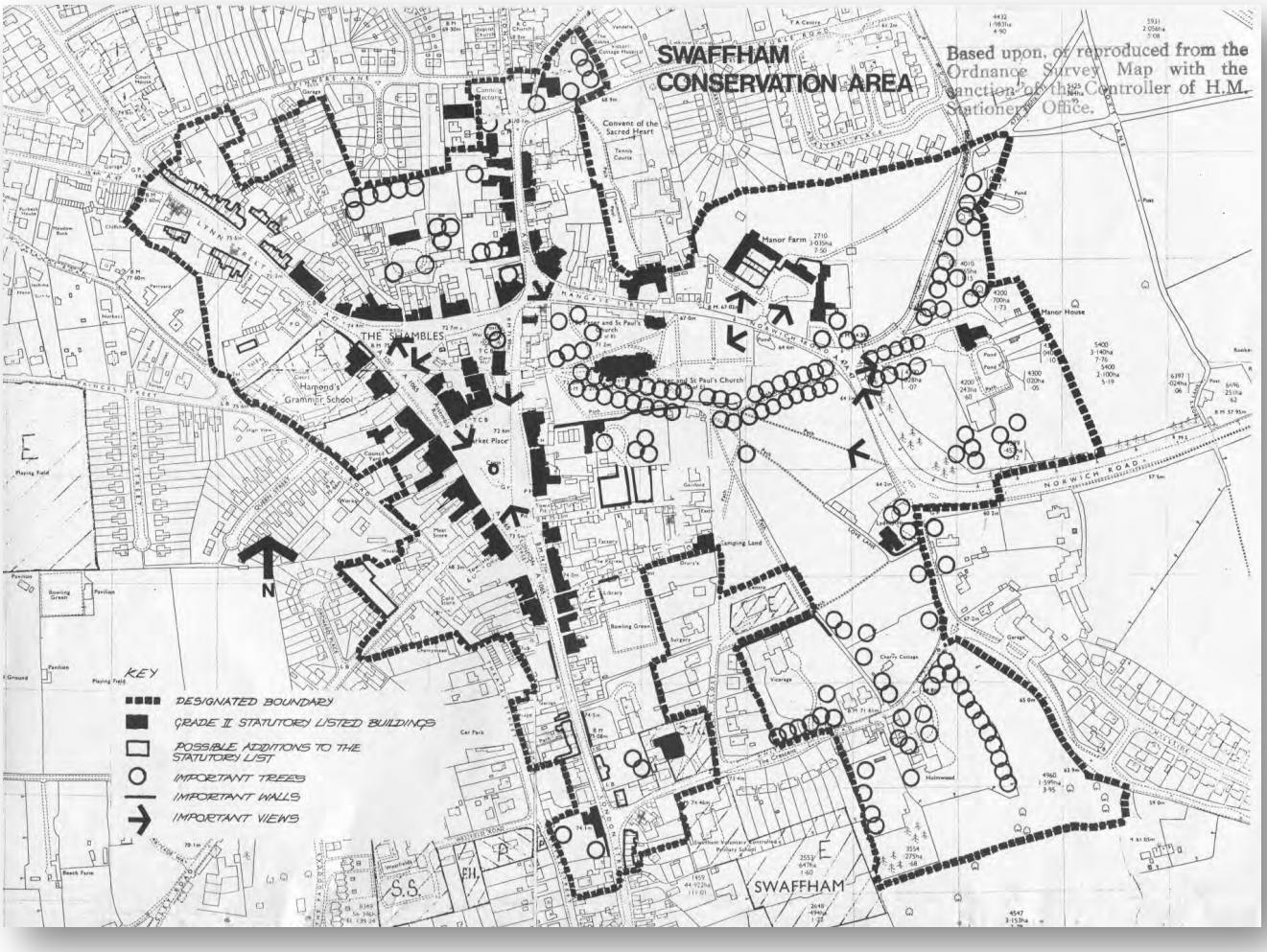

Figure 9 above: Map of the Swaffham Conservation Area (source: Swaffham Conservation Area, Breckland District Council, 1974).

6.1.18 The Nicholas Hamond Academy year 12 and 13 students made some detailed comments on streetscape design, in particular street furniture being of high quality and well maintained. These ideas are developed in policy HBE3. More widely, the Neighbourhood Plan is striving for high quality design across Swaffham. Securing good design is central to good planning and in line with the vision for Swaffham.

6.1.19 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'.

POLICY

HBE3: Attractive town centre and Conservation Area

Development proposals within the Conservation Area should preserve or enhance its character or appearance. In particular, proposals that respond positively to creating an attractive public realm, local townscape and the quality and appearance of the conservation area will be supported. Where appropriate to the proposal concerned development should incorporate the following matters:

i. High quality materials, paving and landscaping, which reflect the local character, or are of innovative and sensitive contemporary design.
ii. Coordinated streetscape design, including signage, lighting, railings, litterbins, seating, bus shelters, bollards and cycle racks.
iii. Pedestrian movements that follow natural desire lines, where possible.[17]
iv. Development that reflects and celebrates the Georgian heritage.

6.1.20 In addition to its listed buildings Swaffham has several other buildings and historic features. They are important in their own right and in providing distinctiveness and character to the town. As Breckland Council does not have a local list of non-designated assets the Neighbourhood Plan has separately identified a series of important character buildings and historic features. The identification of character buildings and historic features will help to reinforce the local distinctiveness and character that is so important to Swaffham, ensuring that any applicant for planning permission takes account of the desirability of their conservation. A justification for each of those listed is found in Appendix D. The identification of these important character buildings and historic features does not constitute a local list of non-designated heritage assets. In the event that Breckland Council choses to introduce a local list of non-designated heritage assets the 25 buildings/historic features could be considered for inclusion in that list.

[17] '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).

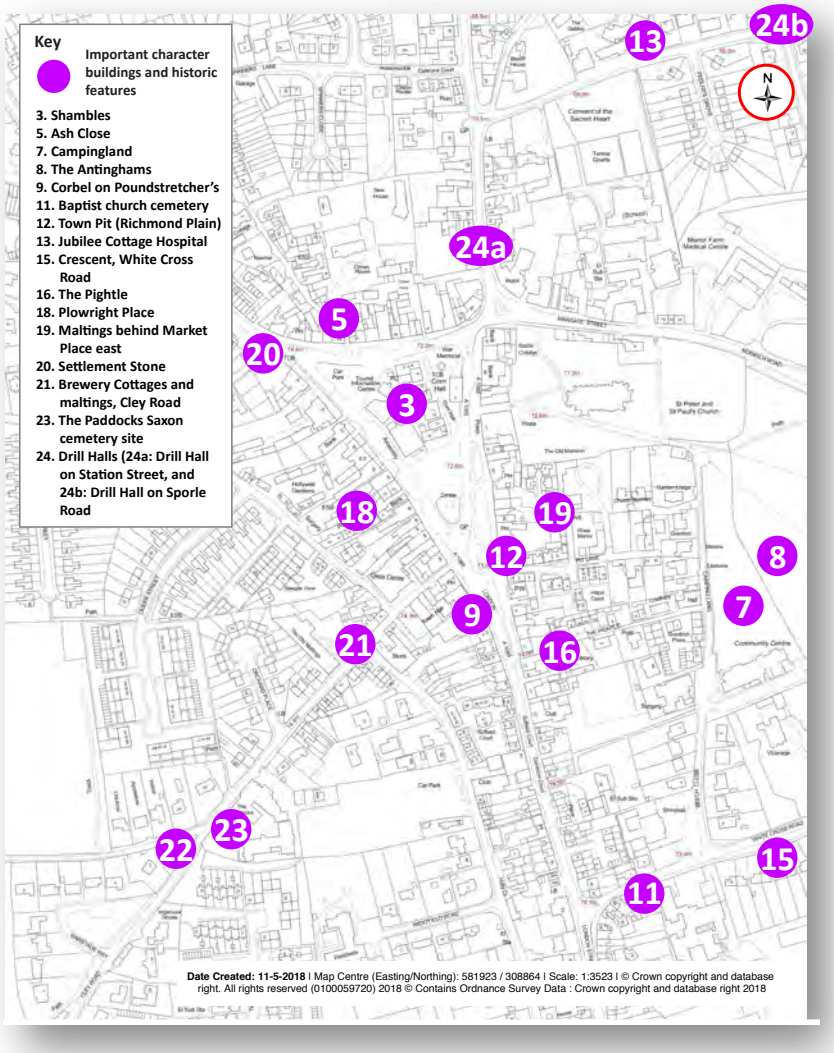

Figure 10 left: Important character buildings and historic features in the town centre (source: Parish Online with own annotations).

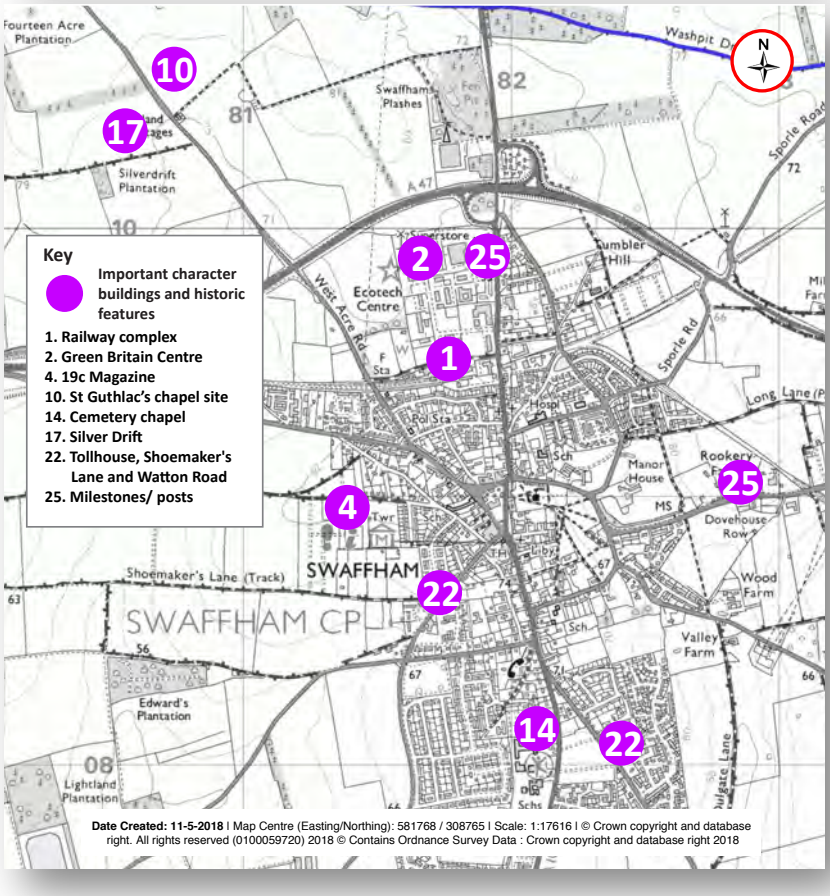

Figure 11 left: Important character buildings and historic features in wider Swaffham (source: Parish Online with own annotations).

POLICY

HBE4: Important character buildings and historic features

The buildings shown in Appendix D and on figures 10 and 11 are identified as important character buildings and historic features.

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

Proposals for the demolition, redevelopment or substantial alterations to the identified important character buildings and historic features should demonstrate the consideration that has been given to retaining:

- The important character building or historic feature itself;
- Its most distinctive and important features;
- The positive elements of its setting and its relationship to its immediate surroundings; and
- The contribution that the building or historic feature and its setting makes to the character of the local area.

6.1.21 The approaches to Swaffham are an important part of its welcome and attractive character. As the town grows and new development becomes the

new entrance or gateway to the town, it is important that the public realm[18] is of high quality and appearance, connecting not only with the existing townscape, but also the adjacent countryside. Further reference to The Brecks is found in the chapter 6.3. The Brecks is a landscape character area as defined by Natural England (NCA Profile 85). As a town Swaffham lies within The Brecks.

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

POLICY

HBE5: Entrances and gateways to Swaffham

Wherever practical, new development located at the town entrances should enhance the visual approach or gateway to Swaffham, for example through the provision of:

i. Hard or soft landscaping measures.
ii. Signage.
iii. Tree, shrub and flower planting (with a preference for, but not exclusively, native species).
iv. Hedgerows.
v. Buildings in character with Swaffham.

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

6.1.23 In 2016, the rate of all crime and anti-social behaviour was 91.3 per 1000 population for Swaffham ward, compared to the amount for Norfolk for the same period which was 77.9 per 1000 population.[19] The Neighbourhood Plan seeks to address community safety in terms of designing out crime for new developments. This should be as much about residents and visitors feeling safe, as about reducing the levels of actual crime that take place, in line with good practice 'Secured by Design' standards. Established in 1989, Secured by Design (SBD) is the title for a group of national police projects focusing on the design and security for new and refurbished homes, commercial premises and car parks as well as the acknowledgement of quality security products and crime prevention projects. It supports the principles of 'designing out crime' through physical security and processes.

[18] 'The parts of the village… (whether publicly or privately owned) that are available, without charge, for everyone to see, use and enjoy, including streets, squares and parks' (The Dictionary of Urbanism, 2005).
[19] www.norfolkinsight.org.uk data extracted 6.02.2018.

POLICY

HBE6: Community safety

Where appropriate to the proposed development, 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:

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

Development proposals should meet the requirements of 'Secured by Design'[20] unless they can demonstrate that an alternative approach would not compromise community safety.

Community action projects

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

Figure 12 left: Aerial photograph of Swaffham town centre, Market Place.

[20] www.securedbydesign.com

6.2 Transport and access

6.2.1 Swaffham Town Centre has been described as 'car dominated', both in terms of the volume of traffic that goes through it and the amount of cars parked around the Market Place. Both are of great concern to local residents and businesses.

6.2.2 Swaffham parish has 9.5 per cent of the population who work from home, 63 per cent who travel to work by driving a car, 7 per cent as a passenger in a car, 2 per cent on a bicycle and 16 per cent on foot. A total of 23.5 per cent of households have no car. As the town grows, there is scope for innovative solutions to address the issue, ensuring that it will be a well-connected and flourishing market town into the future.[21]

6.2.3 The Norfolk and Suffolk Economic Strategy (November 2017) states that the government recognises the strategic importance of the A47, with commitment to improve parts of the route. There is a commitment by the A47 Alliance to secure the full dualling of this major artery between East Anglia and the Midlands, which would unlock growth along its route, including significant commercial and housing developments, as well as improve job opportunities in locations such as Swaffham and Dereham.

6.2.4 Swaffham town centre is accessible by a network of buses that offers a sustainable transport solution for residents. Planning applications to the east of the town have resulted in early discussions between developers and Norfolk County Council to determine how to serve the new development sites using an extension to the existing bus service network. Keeping public transport at the heart of solving some of the traffic issues is critical if Swaffham's growth is going to result in a sustainable place with green credentials where people want to live, work and visit.

[21] Census 2011.

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

6.2.5 Members of the Neighbourhood Plan Steering Group completed a traffic survey in September 2017. It was found that 4.91 per cent of traffic was lorries driving on the A1065 through the town centre, of which 41 per cent were 5 and 6 axle. Additionally 8 tractors per hour travelled through the town centre. This level of Heavy Goods Vehicle traffic, combined with a high number of other vehicles affects the character of the town. Policy TRA1 outlines a number of requirements of development that contribute to addressing the issue. Further traffic studies would be welcomed.

6.2.6 The solution put forward by the overwhelming majority of local residents (93 per cent) through consultation is that of a relief road for the town, i.e. a road that takes traffic away from the town centre when there is no need to drive through it. Various routes for a relief road have been mooted in the past, and as part of developing the Neighbourhood Plan for Swaffham. Whilst a relief road is beyond the scope and potentially part of the geographical area of the Neighbourhood Plan, measures to reduce traffic volume will be encouraged. Delivery of a relief road could be financed through further housing development and/or government funding. The issue of the potential for the delivery of such a relief road is addressed in further detail in the Community Aspiration of this Plan.

6.2.7 Associated air pollution is addressed in policy ENV1.

POLICY

TRA1: Traffic volume

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

All new developments likely to generate significant traffic movement, should be supported by a transport statement or assessment, which include:

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

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

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

Figure 13 left: Locally recognised congestion points along A1065 through the centre of Swaffham (source: Parish Online with own annotations).

COMMUNITY ASPIRATION	**CA: 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. 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.

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

6.2.9 The Neighbourhood Plan encourages development that addresses the impact of climate change by reducing the reliance on the private car. New development provides an opportunity to put in new footpaths and cycle ways to connect through developments, to town amenities, other parts of the town and the surrounding area (including the Swaefas Way and Peddars Way). Local residents who contributed to consultation events supported this. The ability to walk or cycle within the town will in turn also contribute to social connections being made between residents, in ways that do not happen in a car dependent community. Acceptable walking distance may be greater where the pedestrian environmental quality is perceived to be higher (see policy HBE2).

6.2.10 The Norfolk Cycling and Walking Action Plan (2016) sets out that city and town centres, vehicle-restricted areas and new developments will need to accommodate cycle journeys where possible. High standards of urban design, cycle parking and signage will ensure that public spaces are attractive and offer a welcome to responsible cyclists whilst protecting pedestrian amenity'. There is concern from residents about the safety of walking and cycling within the town, particularly on routes to schools. Ideally separate footpaths/cycle ways should be created away from main roads. Residents also highlighted the need for more and safer crossing points, which should be planned into new developments. TRA2 is in conformity with emerging Local Plan TRO1, but adds the local detail.

6.2.11 The map below shows public rights of way in Swaffham parish, including Peddars Way, which runs along the eastern boundary of the parish. Appendix G shows a larger scale map of the town centre and associated

public rights of way. There is scope for greater connectivity between public rights of way across the town settlement and hinterland.

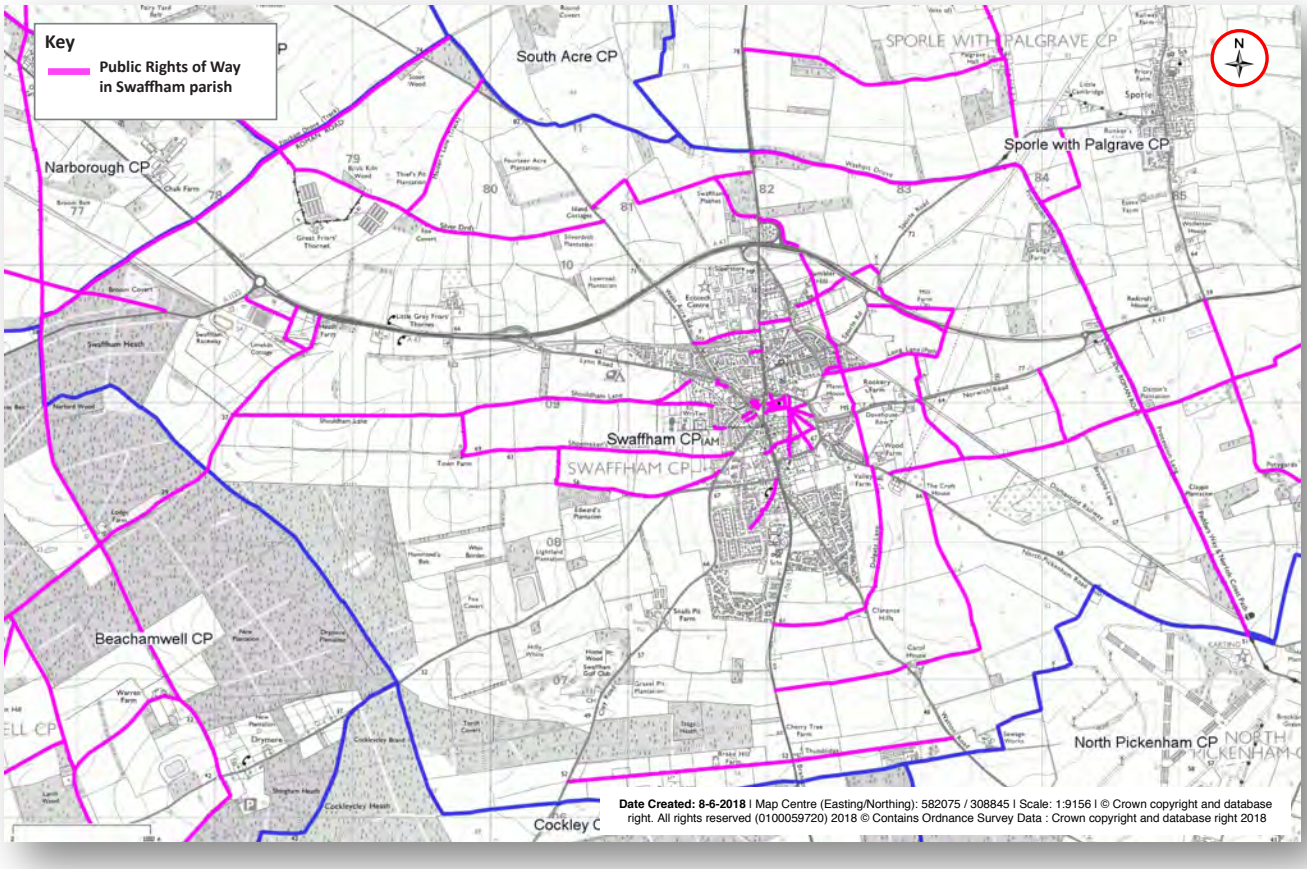

Figure 14 above: Public Rights of Way in Swaffham parish and surrounding parishes, showing network of connections (source: Parish Online, with own annotations). Blue line denotes the parish boundary.

POLICY

TRA2: Walking and cycling

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.

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

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

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

6.2.12 Adequate and well-designed parking provision is an important element of any new development, whether it is for a single dwelling, business premises or a larger development. Whilst the Neighbourhood Plan encourages sustainable transport options, it is also a reality that private cars will be used to access services and employment within and beyond the town. It is important that this is well designed into any development.

6.2.13 Allocated parking on new residential estates is encouraged (garages and bays) to avoid indiscriminate and on-kerb parking. Garages should be built big enough for the size of modern cars. Policy TRA3 addresses this important factor. It has been designed to be consistent with the wider development plan. Its ambition is to keep roadways clear from obstructions and parked vehicles.

6.2.14 Contributing to Swaffham being a sustainable place with green credentials, electric car charging points and bicycle parking should be designed into new developments from the outset.

POLICY

TRA3: Private parking

All new development, including proposals for individual dwellings, should provide private parking to development plan standards. Parking should be discreet, accessible, and appropriate to the character of the proposed development.

Where appropriate to the proposal and its location the parking provision should deliver:

i. Off street parking provision to development plan standards.
ii. Some on-street parking for visitors and deliveries on residential developments.
iii. Electric car charging points.
iv. Bicycle, motorcycle and scooter parking.

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

welcoming and friendly. What lets it down visually is the prominence of parked cars'. In Pevsner's 'Architectural Guide – Buildings in England (1999), it states that '…only the cars spoil Swaffham, clogging up the Market Place'.

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

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

POLICY

TRA4: Public parking

Proposals for public car parking for longer stay/commuter use outside the town centre will be supported, particularly where it releases car parking in the town centre for other uses. The provision of electric car charging points will be supported.

Community action projects

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

6.3 Environment and landscape

6.3.1 Swaffham lies on the north-west boundary of The Brecks. Covering 39,141 ha of heathland, forest and arable farmland, The Brecks is of international and European value to birdlife. Designated in 2006 as a Special Protection Area under the European Council's Directive on the Conservation of Wild Birds, The Brecks habitat is important for a range of ground-nesting birds including the Stone Curlew, Woodlark and Nightjar.

6.3.2 The Brecks lie on the broad band of chalk that extends diagonally across England from the Chilterns to North West Norfolk. Generally, the chalk is upstanding as a gentle ridge, but The Brecks lie on a slight depression between Newmarket and Swaffham where the chalk forms a low plateau, 15 to 30m above sea level.[22] The sandy soils are very free draining but nutrient poor. The region has low rainfall and the combination of low rainfall and sandy soil has supported a distinctive and unique biodiversity, unlike any other part of Britain.[23] This is important to local people, for recreation and in terms of the overall character of Swaffham. 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.

6.3.3 Growth of the town should respect the natural environment through minimising pollution, considering climate change, improving localised flooding areas, recognising local views and vistas, keeping dark skies and protecting Local Green Spaces. These elements make an essential

[22] Brecks Landscape Character Assessment 2013.
[23] Securing Biodiversity in Breckland. Guidance for conservation and research.

contribution to preserving Swaffham's distinct and attractive character as a market town with a rural hinterland.

Objective 6: To protect the environment and minimise pollution.

6.3.4 An Air Quality Management Area[24] was declared in Swaffham from 1st May 2017, which is the A1065 running through Swaffham between Pit Lane to the south and Sporle Road to the north (see figure 13). The A1065 runs through the centre of the town and is the main through route for both local traffic and for traffic travelling to North Norfolk. The layout of the town leads to frequent traffic congestion and thus elevated levels of Nitrogen Dioxide. Over the past few years, these concentrations have hovered mostly above, but occasionally below the annual objective. In 2016-17, the annual mean for the Station Street area exceeded the annual objective and Breckland District Council declared Swaffham an Air Quality Management Area. Breckland District Council is working with Norfolk County Council to reduce the levels of nitrogen dioxide below the annual objective.[25] The associated Air Quality Action Plan is welcomed.

6.3.5 Road traffic is the significant contributor to air pollution problems in the town. There is a high level of commuting by car resulting in significant levels of congestion at peak times in Swaffham. Car ownership levels in Swaffham are lower than the ownership levels for Breckland. 23.7 per cent of households in Swaffham have no car or van availability compared with 15.5 per cent of households in Breckland with no car or van availability.[26]

6.3.6 Addressing air pollution is very important to residents and businesses in the town and should be given a high priority in the consideration of applications for further development, in and immediately adjacent to the AQMA. Policy ENV1 sets out a policy dimension to this important matter. At its heart is an approach to ensure that new development in the AQMA will not add further to the existing air quality issues in this important and sensitive part of the town.

[24] An AQMA is an area designated where air quality does not already, or is predicted not to, meet air quality objectives. This could be just one or two streets, or it could be a much larger area. It is then a requirement that affected Local Authorities implement a plan to improve air quality - a Local Air Quality Action Plan - that seeks to improve the air quality in areas designated AQMAs. Source: emerging Breckland Local Plan.
[25] 2017 Air Quality Annual Status Report, Breckland District Council.
[26] Census 2011.

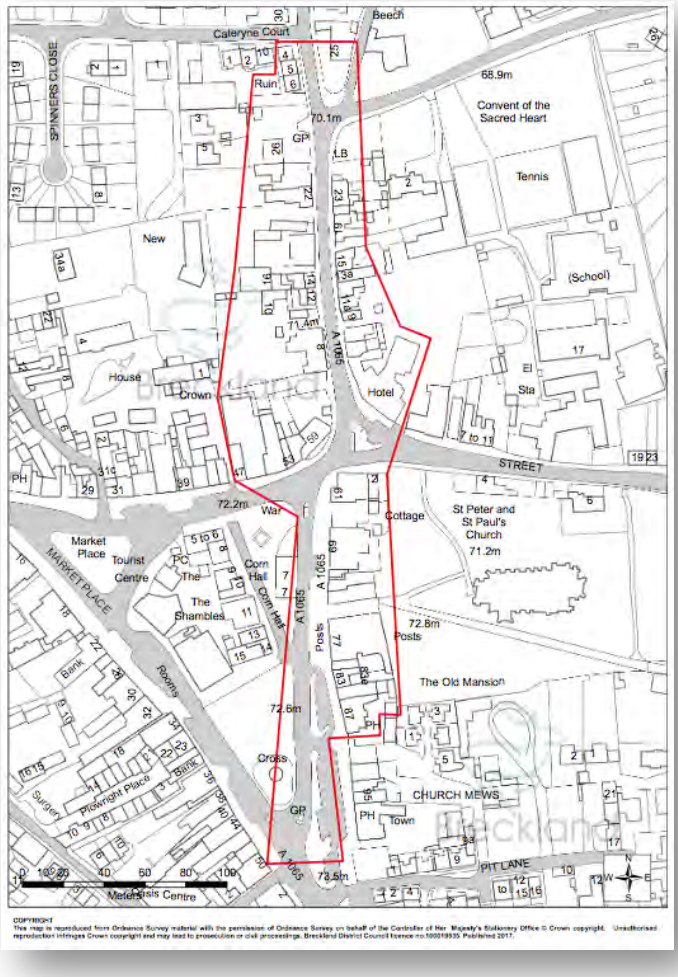

Figure 15 left: Swaffham Air Quality Management Area (source: emerging Breckland Local Plan).

POLICY

ENV1: Air pollution

Development proposals should identify how they have taken account of existing levels of air quality in the neighbourhood area and have been designed to ensure they do not contribute unacceptably to air quality levels in the designated Air Quality Management Area. In particular, all new built development within and immediately adjacent to the Air Quality Management Area should incorporate tree planting where it is practicable to do so.

Proposals for new community facilities and amenities will not be supported within and immediately adjacent to the Air Quality Management Area unless it can be demonstrated that no other sites are available to accommodate the development concerned and that appropriate mitigation measures are incorporated as part of the wider proposal.

6.3.7 Swaffham is a town wanting to develop its green credentials. It currently has two large Enercon E-66 wind turbines, with the capacity to generate 1.5MW and 1.8MW of electricity. The turbines are owned and operated by

Ecotricity. In terms of addressing climate change at a local level, realistically this can be done through mitigation measures in the design of all types of development and allowing further renewable energy. This is in conformity with policy ENV10 of the emerging Breckland Local Plan. Policy ENV2 sets out a policy approach on this matter. Whilst it offers general support to renewable energy development it includes important environmental safeguards.

POLICY

ENV2: Climate change

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

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

Renewable energy developments, including wind and solar options, will be supported, subject to the following criteria:

i. They avoid or adequately mitigate shadow flicker, noise and unacceptable adverse impacts on air traffic operations, radar and air traffic installations;
i. They would not have an overshadowing or overbearing effect on properties in the surrounding area; and
ii. They would not have a detrimental impact on the wider landscape setting of the town by virtue of their positioning, height or design either individually or in combination with other such development.

6.3.8 There are a number of points within the town settlement where localised flooding occurs. In some locations this can occur frequently during periods of modest rainfall. In the face of climate change, the risk of surface water flooding is likely to increase. The 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 ENV3 sets out a policy context against which development proposals in the immediate locality of the identified localised flooding areas can be assessed and determined.

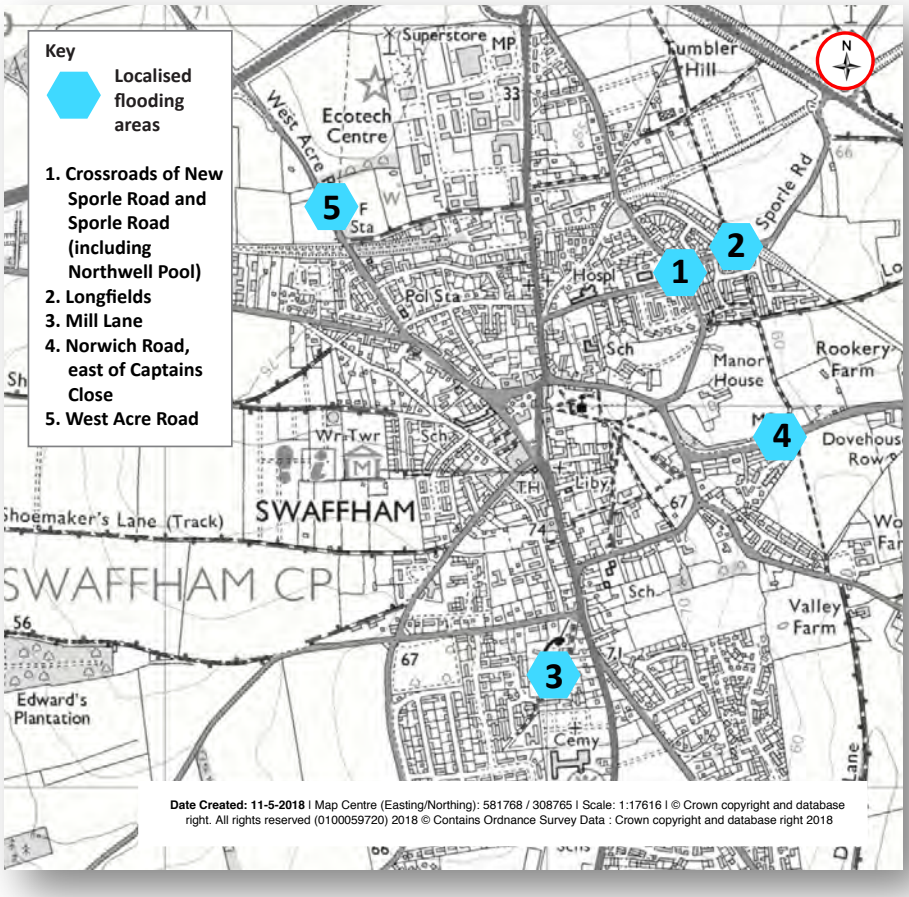

Figure 16 left: Identified localised flooding areas (source: Parish Online with own annotations).

POLICY

ENV3: Localised flooding areas

The following locations within the town (figure 16) are identified as localised flooding areas:

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

Development proposals within the immediate locality of any of the localised flooding areas should use appropriate drainage methods to prevent and where appropriate alleviate the localised flooding. Future development must not cause or contribute to new flooding or drainage issues or exacerbate existing issues, or cause water pollution.

6.3.9 There are a number of views and vistas across the parish of Swaffham that are of particular community importance. To keep Swaffham a distinct and attractive town in which to live and to enjoy, residents feel that a connection to the surrounding countryside and the unique townscape should be safeguarded. This is not to stop development within these views, but to

ensure that the character of Swaffham remains distinct. Development within the views listed in ENV4 that is overly intrusive, unsightly or prominent will not be supported locally.

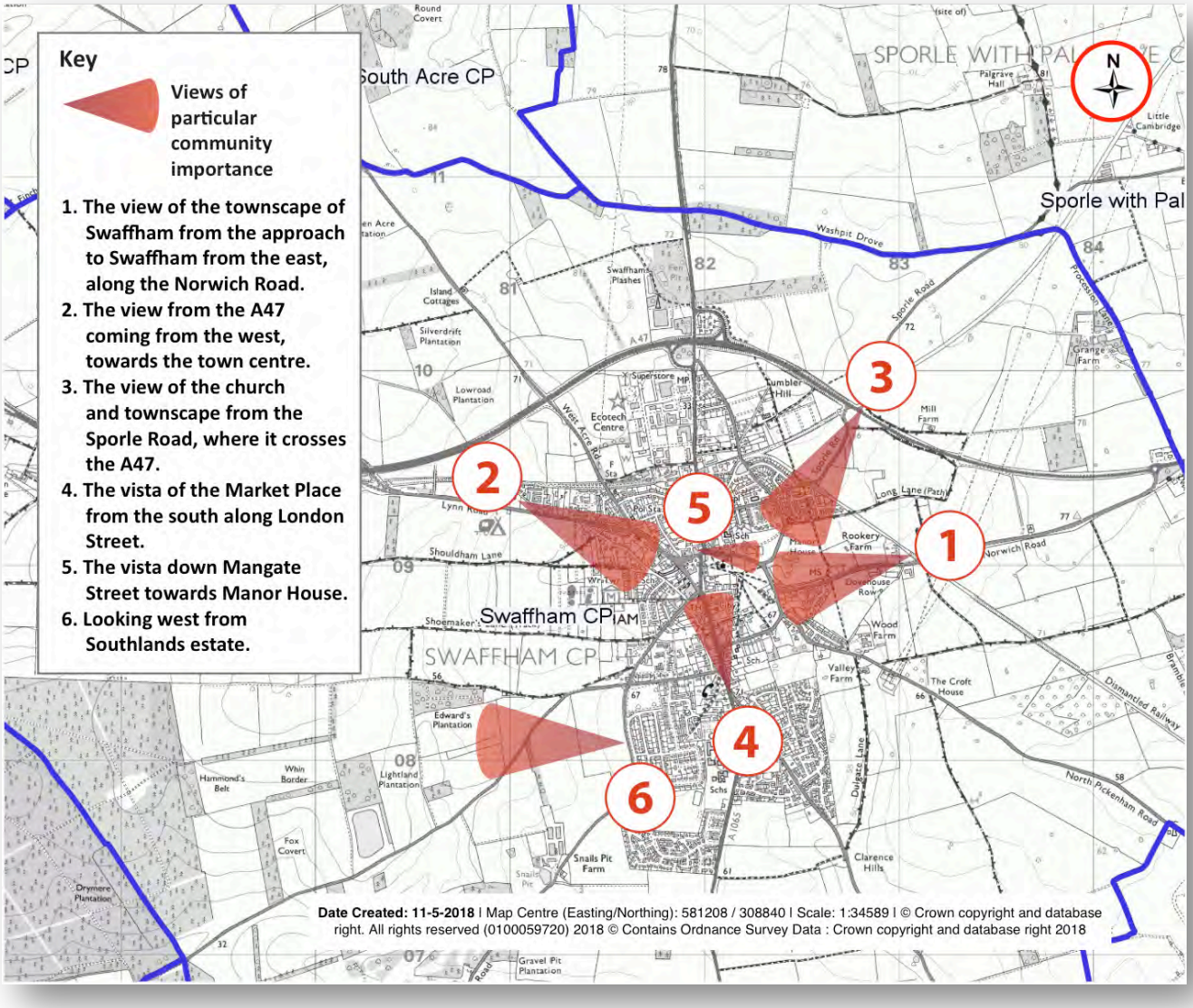

Figure 17 above: Views of particular community importance (source: Parish Online with own annotations). Blue line denotes parish boundary.

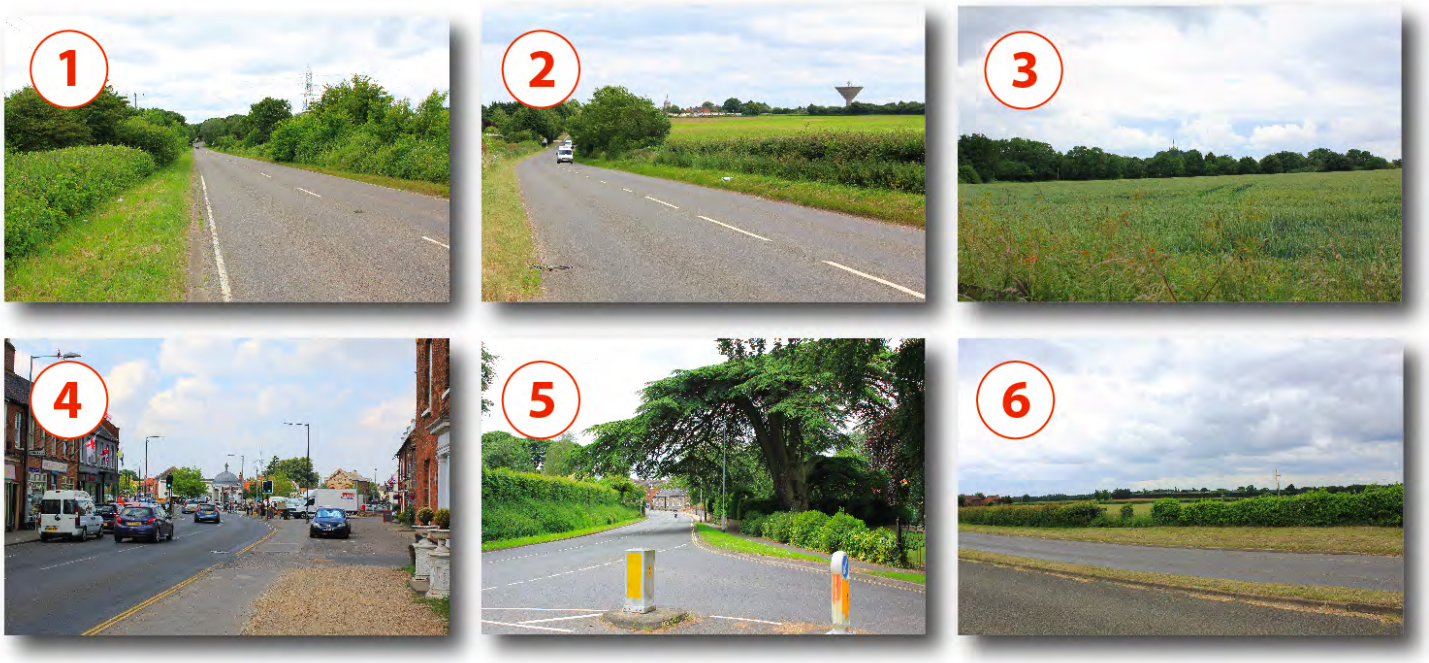

Figure 18 above: Photograph of each view (source: own).

POLICY

ENV4: Important public local views and vistas

The following views and vistas (as shown on figures 17 and 18) are designated as Important public local views and vistas:

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

Development proposals within or which would affect an Important public local view and vista should ensure that they respect and take account of the view concerned. Developments, which would have an unacceptable adverse impact on the landscape or character of the view or vista concerned, will not be supported.

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

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

Environmentally efficient lighting makes a contribution to the green credentials of Swaffham. Policy ENV5 addresses both general street lighting and specific lighting on residential and commercial buildings. On the latter point the Plan acknowledges that certain lighting on buildings is permitted development and therefore beyond planning control.

POLICY

ENV5: Dark skies

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

6.3.11 The Neighbourhood Plan has the opportunity to designate areas as 'Local Green Space' for special protection (i.e. where the community is able to rule out new development other than in very special circumstances, for example, for reasonable expansion of the existing facilities to meet growing needs). The list in ENV6 has come through community consultation and is in conformity with the National Planning Policy Framework (paragraph 77), where designation should only be used:

- Where the green space is in reasonably close proximity to the community it serves;
- Where the green area is demonstrably special to a local community and holds a particular local significance, for example because of its beauty, historic significance, recreational value (including as a playing field), tranquility or richness of its wildlife; and
- Where the green area concerned is local in character and is not an extensive tract of land.

6.3.12 Justification for each of the Local Green Spaces is found in Appendix H. Policy ENV6 applies the approach in paragraph 78 of the NPPF to the identified local green spaces in Swaffham. Plainly within the Plan period exceptional circumstances may arise which would justify a degree of development on local green spaces. Such proposals will be considered on a case-by-case basis. The expansion of schools into the designated local green spaces within their wider sites have the potential to be considered as exceptional circumstances.

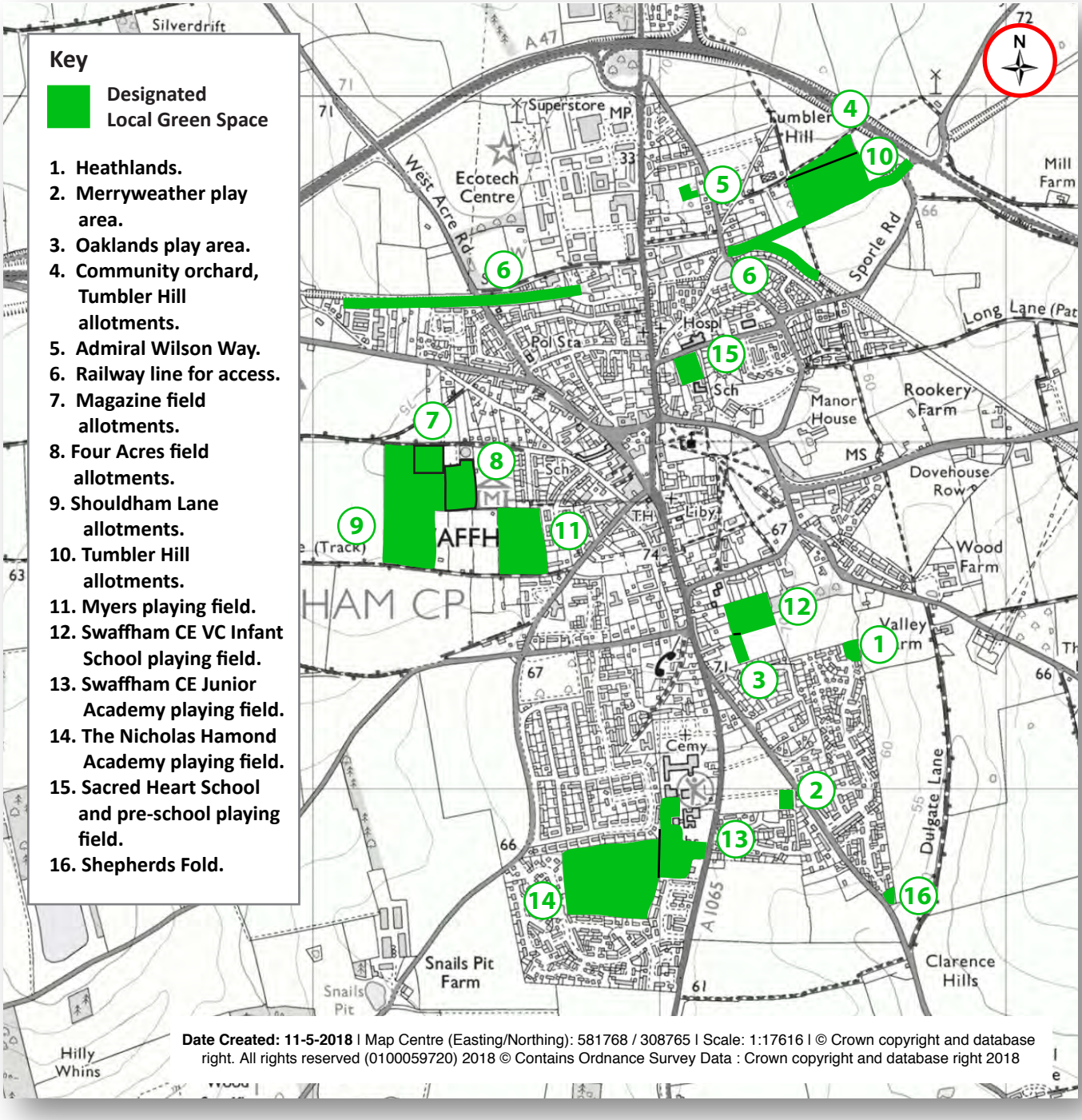

Figure 19 left: Local Green Spaces (source: Parish Online with own annotations).

POLICY

ENV6: Designated Local Green Space

In addition to those listed in the Breckland Local Plan 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):

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

Development on designated Local Green Space will only be supported in exceptional circumstances.

Community action projects

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

6.4 Business and employment

6.4.1 The Norfolk Market Town Report 2017 by Norfolk County Council showed that businesses in Swaffham are predominantly comparison retailers[27], at 35 per cent. Swaffham in known for its markets and small high street shops.

6.4.2 The 2011 census showed that 48.8 per cent of households in Swaffham had no adults in employment. This compares to 35.6 per cent for Breckland and 33.3 per cent for England. This is partially accounted for by the 23.4 per cent of the population that are retired.

6.4.3 The population of Swaffham has a higher proportion of residents aged 16 or over with no qualifications at 35.1 per cent compared to 28 per cent for Breckland and 22.5 per cent for England.[28] This is partially accounted for by the high proportion of older residents.

6.4.4 The proportion of people employed in higher paid occupations (professionals, managers and senior officials) is 21.3 per cent, which is similar to Breckland at 21.3 per cent but lower than England at 28.2 per cent. The total weekly household income is the sum of the gross income of every member of the household plus any income from benefits such as working tax credits. Data from the 2011 census shows that Swaffham is in the lowest 20 per cent of households, with an average of £590 weekly income per household.[29] The inward investment of a range of businesses will be essential to Swaffham being a flourishing market town.

6.4.5 The emerging Breckland Local Plan sets out a spatial distribution of new employment allocations in Swaffham (policy EV01) of at least 9 hectares. The

[27] Retailers that are clustered together and which consumers purchase relatively infrequently.
[28] Census 2011 www.nomisweb.co.uk data extracted 07.02.2018.
[29] www.norfolkinsght.org.uk data extracted 09.02.2017.

policies that follow can be applied to these sites and also other smaller sites within Swaffham.

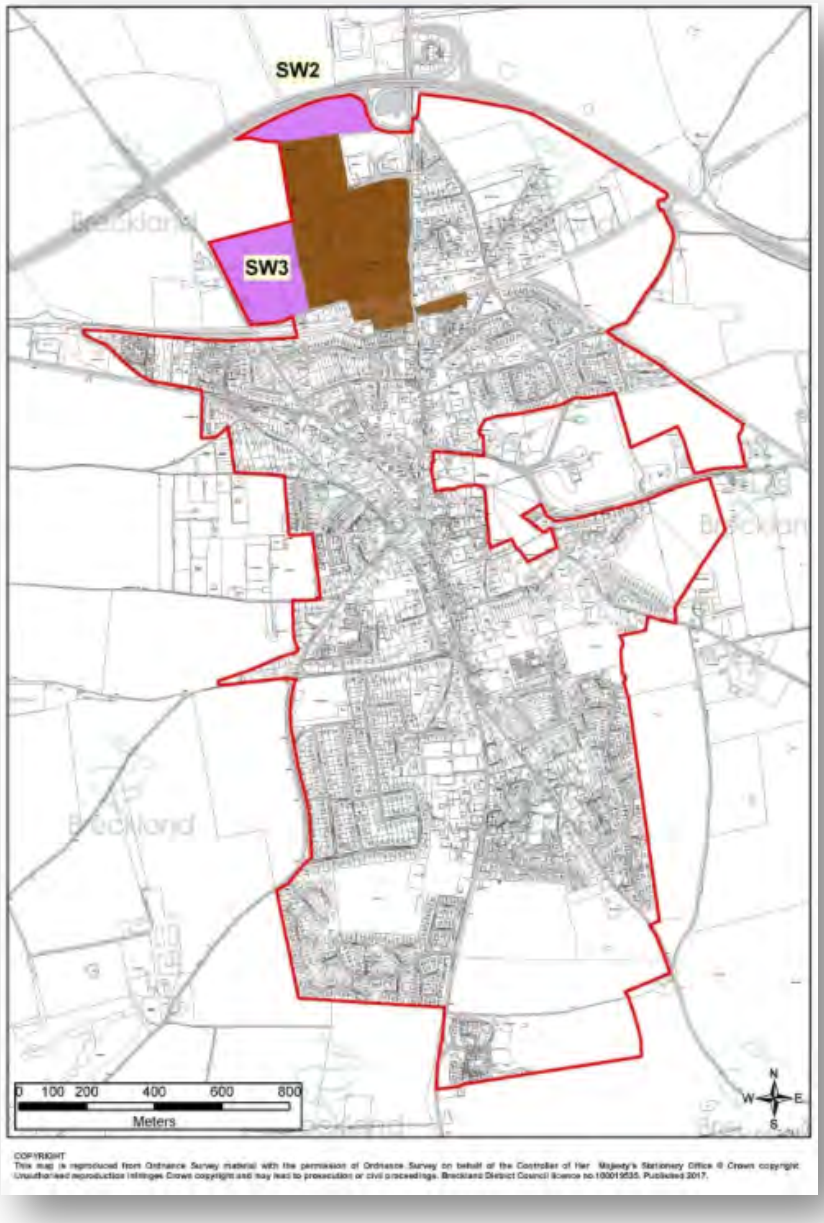

Figure 20 left: Swaffham Saved Employment Allocations. SW2 is the land to the north of the Green Britain Centre. SW3 is the land to the west of the Eco-tech employment area. The area marked in brown is the existing employment land (source: Emerging Breckland Local Plan).

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

6.4.6 Swaffham's employment areas are concentrated around its northern outskirts with the principal location being the Ecotech Business Park. Situated next to the A47 and mainly fronting onto Castle Acre Road, which forms a major route through Swaffham, the site has very good access to the strategic road network. It includes the architecturally distinct Green Britain Centre (currently closed at the time of writing) which has been a visitor

centre dedicated to the promotion of sustainable development and environmental issues. Adjacent to this, and mainly extending off Turbine Way, there is a mix of office, light industrial and some warehouse units all of which have been developed with sustainable credentials.[30] Swaffham has built a reputation for being an environmentally progressive town. There is great potential to feed off this area and encourage more green businesses within the town. The concept of Swaffham having 'green credentials' has marketing potential for inward investment. Swaffham is keen to be seen as an environmentally friendly town with a cluster of green businesses.

POLICY

BUS1: Green credentials

Business development that has an environmental focus will be supported. Proposed business development which would result in either of the following categories of business activity will be particularly supported:

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

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

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

[30] Breckland Employment Growth Study (2013).

POLICY

BUS2: New businesses

To meet the needs of the local population with a range of business sizes and types in the town, the following new business development will be supported:

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

Proposals for new business development should demonstrate how their size and design respects the immediate surroundings, are appropriate to the character of Swaffham, and do not add to the issues of traffic volume, pollution and congestion (see TRA1).

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

6.4.9 The short journeys from within the parish to the centre of Swaffham town make a contribution to congestion and air pollution. There is an opportunity to minimise these journeys for convenience shopping purposes – a pint of milk and a loaf of bread bought locally. Where new development is being considered, there is potential to plan in small convenience shops. This was supported by the Neighbourhood Plan online survey in summer 2017. Policy BUS3 addresses this important matter. It offers particular support to the development of retail facilities in the housing allocations to the south of the town as they are the farthest away from the retail facilities in the town centre.

6.4.10 Alongside their principal local shopping role, neighbourhood parades perform important social functions. The Association of Convenience Stores (2011)[31] has identified 3 roles for local shops as: social hubs, personalised service providers, community regulators/ambassadors. Face to face contact and personalised interaction are identified as essential characteristics of neighbourhood provision.

[31] Hastings, T (2011) 'Re-asserting a sense of place: the community role of small shops', on behalf of the Association of Convenience Stores.

POLICY

BUS3: Shops in new development areas

Proposals for the development of convenience/small shops[32] within the residential allocations will be supported. Such development proposals in residential allocations to the south of the town centre will be particularly supported.

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

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

- Town Centre – defined area, including the primary shopping area and areas of predominantly leisure, business and other main town centre uses within or adjacent to the primary shopping area.
- Primary Shopping Area – defined area where retail development is concentrated (generally comprising the primary and those secondary frontages which are contiguous and closely related to the primary shopping frontage).
- Primary Frontage – primary frontages are areas of mainly shops (Use Class A1[33]).
- Secondary Frontage – secondary frontage provides greater opportunities for a diversity of uses.[34]

[32] 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).

[33] Class A1: shops and retail outlets.

[34] Emerging Breckland Local Plan.

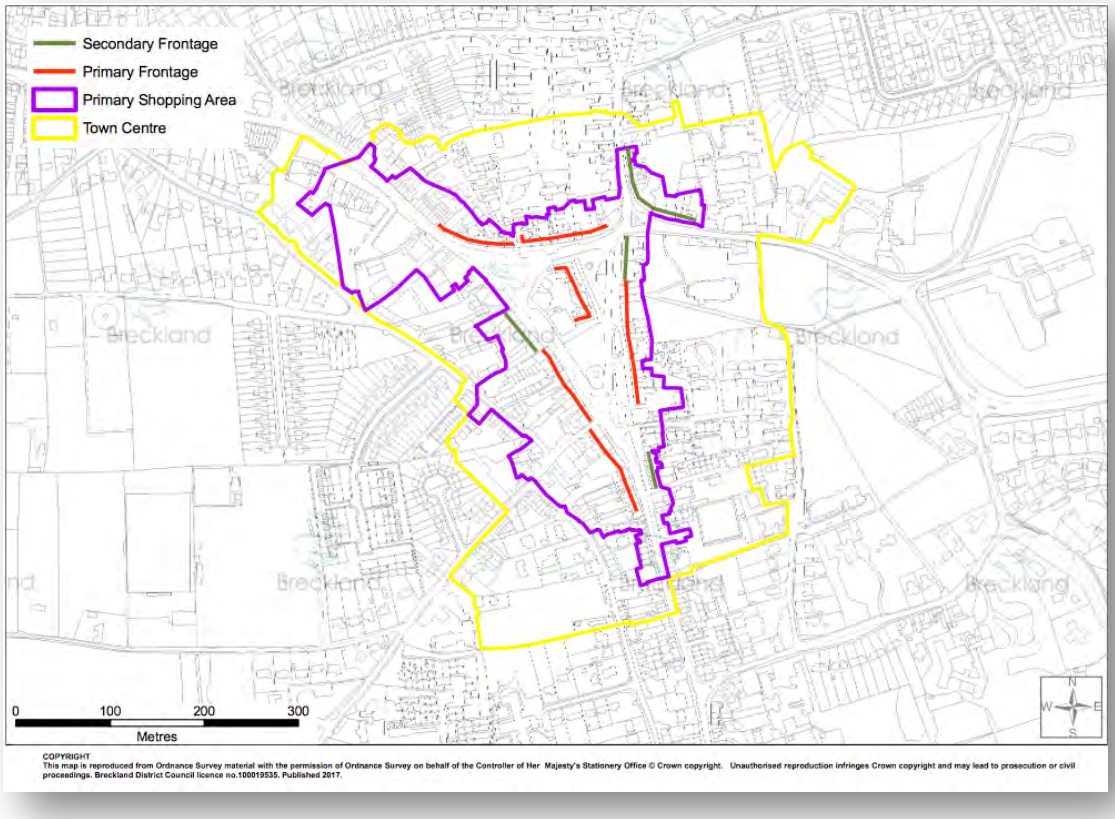

Figure 21 above: Town centre frontages in Swaffham (source: emerging Breckland Local Plan).

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

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

6.4.14 Independent shops rely on offering a special or niche product to attract customers. Encouraging new independent shops is a challenge but would add to the attractive character of the town.

6.4.15 An article in the Guardian, 'Why high streets don't need shops to survive'[35] 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

[35] https://www.theguardian.com/commentisfree/2018/apr/17/high-streets-heart-cities-web.

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. Plainly there may be circumstances where existing retail uses are no longer viable. Where they are not replaced by other retail uses (and for which planning permission would not be required) proposals for alternative uses will be considered by Breckland Council on their individual merits. The community has a preference for leisure or community uses in the ground floor of such buildings.

POLICY

BUS4: Town centre retail

In order to keep Swaffham town centre viable and attractive for local residents and visitors, proposals for new retail and town centre uses will be supported and in particular for:

i. A1 (Shops).
ii. A2 (Financial and professional services).
iii. A3 (Restaurants and cafés).

6.4.16 To achieve an economically viable and attractive town centre, there is potential to make significant improvements in the quality of the town's physical environment to attract visitors and investors. The Buttercross and the Market Place are major symbols of Swaffham. The Buttercross dates back to 1783 and was commissioned by the Earl of Orford.[36] At the time of writing, there are currently plans to visually enhance this area. The second part of Policy BUS5 provides a supporting context within which enhancement schemes could be developed further in the Plan period.

6.4.17 The Neighbourhood Plan supports the idea of improving the overall attractiveness of the town and encouraging businesses that can contribute to the collective appearance. High streets that are doing particularly well in other parts of the country are those that are concerned with unique character. Swaffham has an opportunity to enhance its already distinctive and attractive character.

[36] Matthew Rice (2008), 'Building Norfolk'.

POLICY

BUS5: Attractive and viable town centre

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 will be supported.

In particular the following enhancements will be particularly supported:

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

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

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

POLICY

BUS6: Telecommunications

Proposals for new business development will be supported where they comply with other relevant policies in the development plan and where they provide appropriate connections into the buildings concerned for the internet access available in the area at that time. Improvements to internet and mobile phone coverage will be supported.

Community action projects

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

6.5 Community and services

6.5.1 There is a wide range of community and voluntary organisations in Swaffham that contribute to improving health and quality of life for town residents and the rural hinterland. These include national and local charities and community organisations, many employing professionals as well as volunteers, to provide specialist services.

6.5.2 Examples include the Merle Boddy social day care centre which provides day care for people living with mental and physical health problems including dementia. The Garden Science Trust has a portacabin at the Green Britain Centre (currently closed at the time of writing) that acts as a classroom for crafts, and people with learning difficulties and other barriers to education and training, use the organic garden. The Escape Project aims to support and improve life opportunities of people in the community with mental health issues, low physical activity, isolation or lack of emotional wellbeing. The community allotments and orchard are available for regular gardening sessions, cooking sessions and volunteering opportunities.

6.5.3 Whilst community activities and support organisations could be described as flourishing, there is opportunity for more to be happening locally with more space in which to be doing it in the form of community buildings.

6.5.4 A consultation with the pupils of Swaffham Junior Academy, The Nicholas Academy and Sacred Heart School showed support for more facilities for indoor physical leisure activities, a swimming pool and more parks.

6.5.5 As the town grows, the provision of services must be addressed, in particular education, health and social care provision.

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

6.5.6 Paragraph 2.62 of the Breckland District Council Open Space Assessment (2015) states, 'The Town Council together with other group members of Advance Swaffham (our Town Plan) in 2010 considered Swaffham's overall open space provision measured against the National Playing Fields Six Acre Standard, and found it to be considerably short of what the town should have. In 2010, the deficiency was 5.65 ha of outdoor sport and 6.09 ha for children's play areas, a total of 11.74 ha. It would be interesting to note the changes since then, as there is clearly an increased population, but there has been only a small increase in outdoor sports provision and in children's play areas. An assessment today would therefore show that Swaffham has a larger shortfall than in 2010. This could be addressed by continuing to increase the proportion of open space provision within the Section 106 legal agreements. Community consultation for the Neighbourhood Plan showed strong support for the provision of further sports and leisure facilities, with many ideas coming forward. COM1 captures those that had the greatest support. Developer contributions should be used, in part, to pay for new and improved provision. Policy COM1 offers support for the development of new or improved sporting facilities. The second part of the policy refers to the accessibility of any new facilities to the transportation network. This reflects national policy in the NPPF.

6.5.7 There has long been a demand in Swaffham for a public swimming pool, which came through strongly in community consultation for the Neighbourhood Plan. The Breckland Infrastructure Delivery Report 2017 states that a 20m x 4 lane swimming pool would be justified in Swaffham by 2031. In 2017 a business plan was developed for a swimming pool for the town, identifying a location between the Green Britain Centre (currently closed at the time of writing) and the A47 near Waitrose supermarket. The Neighbourhood Plan does not lend support to a particular location, but simply supports a planning application should it come to fruition.

6.5.8 Consultation with the Rotary Club for Swaffham suggested that to ensure maximum use, any new indoor sports facilities should be designed for multi-purpose use.

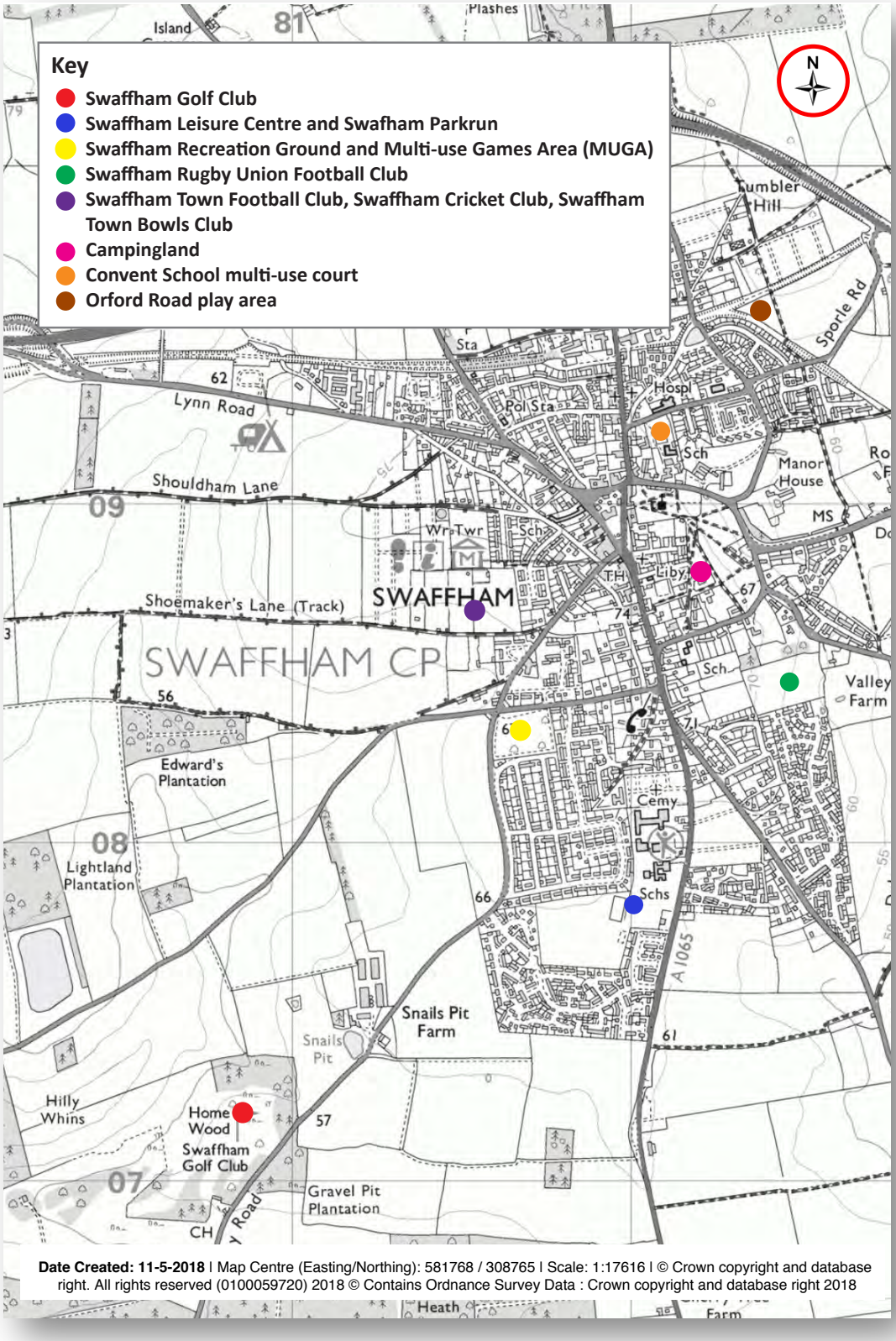

Figure 22 left: Existing sports and leisure facilities in Swaffham (source: Parish Online with own annotations).

POLICY

COM1: Sports and leisure facilities

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

i. An improved or new indoor sports and leisure centre.
ii. A swimming pool.
iii. An additional recreation ground.
iv. New all weather sports pitches.
v. New walking and cycling opportunities (see TRA2).
vi. Cinema and theatre capacity.

New sports and leisure facilities should be located within reasonable distance of main link roads, cycle and footpaths and public transport, as well as providing sufficient parking.[37]

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

6.5.10 The emerging Breckland Local Plan states that 'all new residential development is expected to provide a contribution towards outdoor playing space equivalent to 2.56 hectares per 1,000 population,[38] which equates to 25.6m^2 of outdoor playing space per person. As set out in the Open Space Assessment (2015), this 25.6m^2 is broken down to 17.6m^2 of outdoor sport area and 8m^2 of children's play space'. More details can be found in the policy ENV04 of the emerging Breckland Local Plan. The five Breckland district towns of Attleborough, Thetford, Dereham, Swaffham and Watton have the largest deficiencies in total playing space compared to the Fields in Trust (FIT) standard.[39]

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

[37] 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'.
[38] The population resulting from a particular development is calculated using the occupancy rates set out in the emerging Breckland Local Plan. Using these occupancy rates it is possible to calculate the level of outdoor playing space needs for any given development.
[39] Breckland District Council Open Space Assessment 2015.

6.5.12 One resident stated, 'It's nice having smaller areas for the different housing estates and then the big park with more things in it'. Ideally Swaffham should have a mix of sizes of meeting places, play spaces and parks, catering for all ages.

POLICY

COM2: Informal meeting places, play spaces and parks

Proposals for new residential development should provide outdoor play spaces; informal meeting places and parks to development plan standards.

All informal meeting places, play spaces and parks should

i. Be designed for a range of age groups.
ii. Be accessible and/or in a central location within any new development.
iii. Have good natural surveillance, and
iv. Have provision for waste disposal.

Where it is appropriate to do so social spaces for stopping and sitting should be incorporated within the overall provision of outdoor spaces as required by the first part of this policy.

6.5.13 Swaffham is served by a number of community buildings that play an important role in town life, enabling a range of activities to take place. A number of community buildings have informally been identified as having potential for redevelopment, refurbishment or extension. Developer contributions will be sought from new homes towards the funding and/or building of community amenities, whichever is most appropriate for the given site. For the purposes of Policy COM3 community buildings and amenities are buildings of a wide range of facilities to which the public have access. They generally fall within Class D1 (non-residential uses) of the Use Classes Order.

POLICY

COM3: Community buildings

Proposals for new community buildings will be supported.

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

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

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

6.5.14 At the time of writing, Swaffham is served by three main Doctors' surgeries in the town; two surgeries are located towards the northern end of the town and one is located centrally. Between them the surgeries care for nearly 20,000 patients, which includes residents of the town and some of the surrounding villages.

6.5.15 The Community Hospital serves an even wider geographical area. It provides 3 wards of patient beds and a range of outpatient clinics. The hospital was extensively refurbished in recent years.

6.5.16 There are five care homes in Swaffham with a total of 314 beds of which 38 are for under 65 year olds. There are 13 sheltered accommodation sites in Swaffham, providing accommodation either for rent or lease. In total there are 265 one or two-bedroom units.

6.5.17 32 per cent of Swaffham is over the age of 65, compared to Norfolk as a whole, which is 23 per cent.[40] The need and potential need for health and social care is therefore significant. Self-assessed general health in Swaffham is worse than the Norfolk average. 73.3 per cent of people described their health as good or very good compared with 79.3 per cent in Norfolk. 7.6 per cent described it as bad or very bad compared to 5.6 per cent in Norfolk.[41]

6.5.18 There are two dentist surgeries, two opticians and two chemists in Swaffham. New residents in Swaffham face a wait to be registered with a dental practice, an issue that is likely to grow as the population increases with further development.

POLICY

COM4: Health care and social care

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

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

6.5.19 Further development in Swaffham is likely to put pressure on local schools. The Nicholas Hamond Academy sits on a site that is large enough to

[40] Mid-2013 estimates, www.norfolkinsight.org.uk
[41] Census 2011, www.norfolkinsight.org.uk

accommodate a much larger school and the school as it currently stands has spare pupil capacity. With approval, large-scale growth could be accommodated.[42] The Sacred Heart School is applying to be a Free School and could potentially double the number of children on roll in the future.

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

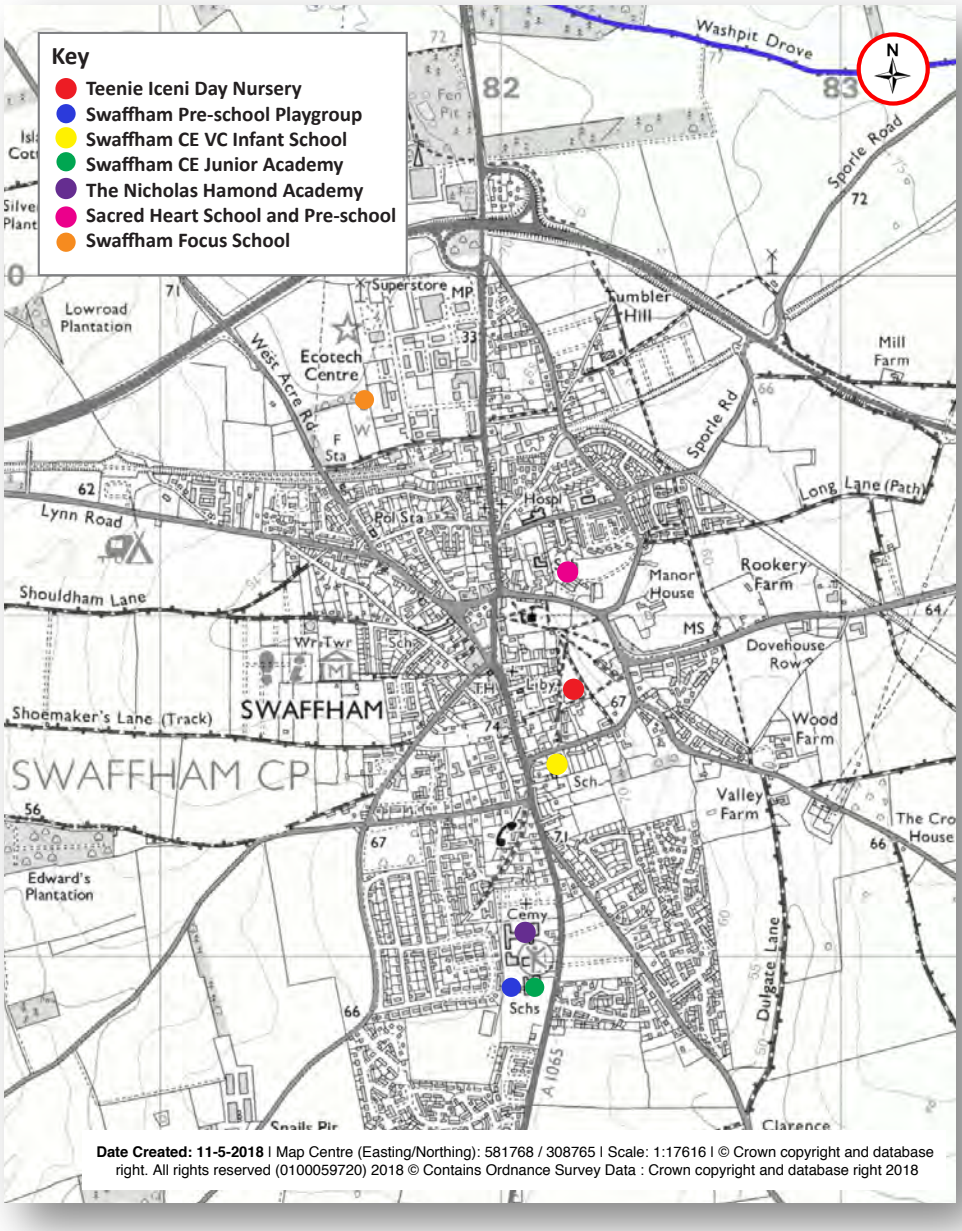

Figure 23 left: Map showing location of schools in Swaffham (source Parish Online with own annotations).

[42] Breckland Infrastructure Delivery Plan 2017.

POLICY

COM5: School and preschool provision

The expansion of existing school properties will be supported.

Proposals for new or improved preschool provision will be supported.

Community action projects

- Continue to campaign for a swimming pool in Swaffham.
- Consider options for new and improved sports and leisure facilities.

7. Implementation

Delivery of policies and projects

7.1 Policies are there to shape the way in which development happens within the parish of Swaffham. Some of the policies included within the Swaffham Neighbourhood Plan have a delivery element, often a requirement of development or 'planning obligation'.

7.2 Planning obligations (often referred to as section 106 agreements) are legal agreements negotiated between the Council and a developer or landowner (usually in the context of a planning application). Planning obligations are typically used to ensure that new developments:

- Comply with planning policy - for instance, by requiring affordable housing or public open space to be provided; and
- Do not impose undue burdens on existing facilities - for instance, by requiring financial contributions to improve local services such as schools, libraries or transport.[43]

7.3 In order to see delivery realised, it will require Swaffham Town Council and partner organisations to be proactive in getting the best results for Swaffham. 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.

7.4 The Community Infrastructure Levy (CIL) is a planning charge, introduced by the Planning Act 2008, to help deliver infrastructure to support the development of the area. On the 1st of July 2014 Breckland Cabinet resolved to 'halt the production of CIL at the present time; and keep a watching brief on the CIL regulations, and authorise the Executive Member for Assets and Strategic Development and the Leader to recommence the process if the situation changed'.[44] Should this be reviewed and CIL be adopted by Breckland District Council, Swaffham Town Council would benefit from 25 per cent of the levy revenues arising from development that takes place in Swaffham with a Neighbourhood Plan in place.

Monitoring the use of the Neighbourhood Plan

7.5 It is important to note that further development is likely to take place during the Neighbourhood Plan period 2016-2036. Each development will differ and will need to consider the Neighbourhood Plan policies as they stand. It will

[43] https://www.breckland.gov.uk/article/2940/Planning-Obligations, 08.06.18.
[44] https://www.breckland.gov.uk/article/2955/Community-Infrastructure-Levy-CIL, 08.06.18.

be the voluntary role of the Town Council to promote and assist Breckland District Council with monitoring the use of the Neighbourhood Plan for all planning applications.

Updates to the Neighbourhood Plan

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

Appendix

Appendix A: Neighbourhood Plan Steering Group members

Steering Group members

- **Judy Anscombe** – Vice Chair of Steering Group, Swaffham resident
- **Jan Buckley-Stevens** – Swaffham resident and Swaffham Town Council
- **David Coker** – Swaffham resident
- **Paul Darby** – Swaffham resident, Swaffham Town Council and Breckland District Council
- **James Dean** – Swaffham resident
- **Sue Gattuso** – Swaffham Heritage
- **Colin Houghton** – Chair of Steering Group, Swaffham resident, Swaffham Town Council
- **Shirley Matthews** – Swaffham resident, Swaffham Town Council and Breckland District Council
- **Pam Medlock** – Swaffham resident and Swaffham Swimming Pool
- **Sally Palmer** – Swaffham resident and Iceni 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)
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Prior to November 2017, Core Connections were advising the Neighbourhood Plan Steering Group.

Appendix B: Swaffham character assessment

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

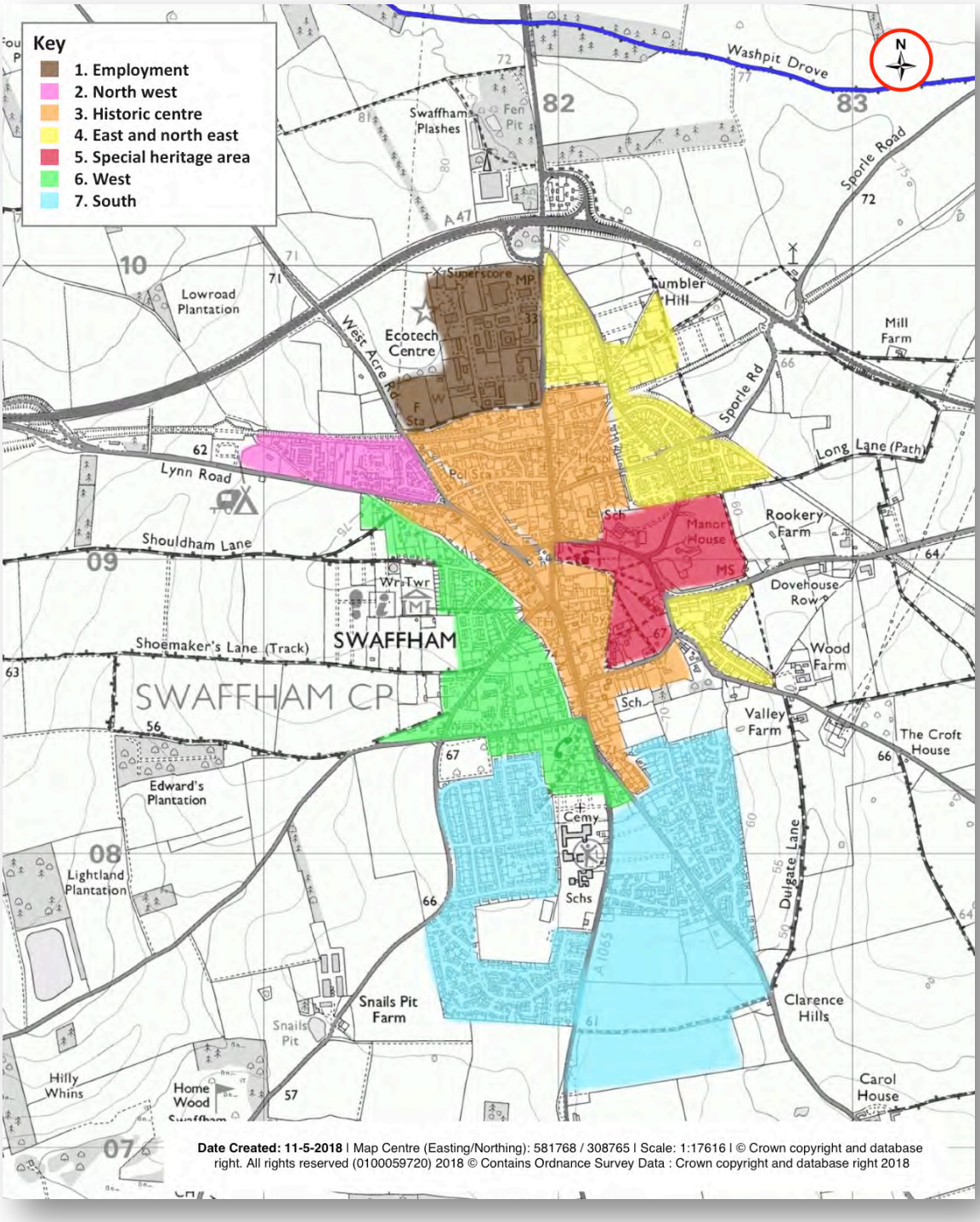


Figure 24 above: identified character areas within Swaffham (source: Parish Online with own annotations).

1. Employment area: dense area of business units and including two major supermarkets, a filling station, school, surgery and carehome.

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

2. North west: formerly employment land, now mixed housing with a couple of remaining business units.

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

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

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

3. Historic centre: the extent of the built environment of the Town by the mid-1900s. At its heart is the 18th and 19th Century Market Place.

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

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

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

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

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

4. East and north east: late c20 mixed housing and scattered older dwellings

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

A47 is wide and has a tree-lined appearance with very wide verges due to the compulsory purchase of land in the 1950s to facilitate the widening of the A47 trunk road. There are good views of the town. The transition from rural to urban is gentle and the old railway line provides a well wooded bank as a screen. There are some overhead cables and poles close to Dovehouse Row. Scattered buildings along the route include: Trident Motors, a 1950s purpose built commercial garage and house; Meadow House a care home; Dovehouse Row a collection of 19th century cottages and infill dwellings; Rookery Farm, an 18th century farm with converted outbuildings.

- A footpath extends along Norwich Road down to Dovehouse row but not to the carehome and Trident Motors.
- There are two non-designated heritage assets along the route, a WWII pillbox and a stone milestone.
- The road continues into the important green open space around the Manor House and Church, passing on the left:
- **Captains Close:** A small estate of large two storey brick and tile houses with wide verges, mature trees and hedges built in the 1980s. The frontages are set well back from the road and the mature trees continue the tree-lined aspect. The rear of the estate looks out over farmland towards the listed Wood Farm. Together with the rear of Hillside it forms a distinct edge to the settlement area. Access is onto Norwich Road. Monks path crosses from the eastern end to Hillside.
- **Sporle Road:** This is a more minor gateway into Swaffham. Originally the road from Sporle, it is now bisected by the A47 bypass and allows entry directly from the main road. Close to the bypass, the old railway line, used as a footpath from Northwell pool, connects to a cycle path to Sporle but requires a short walk along the road with no footpath. The road narrows and is lined both sides with hedge and bank, and although there is a good view of the church tower, the settlement edge is totally screened by the tree lined railway embankment until the remains of the old 1880s railway bridge are reached. Beyond this on the left is **Longfields:** estate of single storey dwellings in brick and concrete roof tiles built in the 1980s with a few individual 2 storey houses. Access is onto Sporle Road, with no green open space. Monks path crosses the site but has not been designed into the layout and is isolated by high fences. Another old footpath has been re-routed to avoid conflict with housing layout. The eastern boundary is formed by the tree lined old railway embankment. The southern boundary is marked by Long Lane footpath, which is enclosed by tall fencing on one side and enjoys partial views through to the Manor House grounds on the other.
- **Adastral Place:** An estate of 1970s single storey brick and painted wood panel dwellings, with wide verges and open aspect with and mainly unfenced frontages. Access is onto Sporle Road and New Sporle Road. New Sporle Road is wide and open with a view towards the important green open area around Manor House, in particular the listed 'Keeper's Cottage'.
- **Couhe Close:** Mainly 1970s single storey brick and wood boarded dwellings, the site enjoys views of the designated open space Northwell Pool and the railway embankment behind. Gardens are liable to flooding in prolonged wet periods

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

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

5. Special heritage area: an important area of open green space, trees and hedgerows within the larger conservation area and containing listed buildings, public footpaths open vistas and strong historical connections to the community.

- This area sits directly to the east of the Market Place. The majority of it is contained within the Conservation Area but it is noted that a reappraisal has not been carried out since 1974. It forms the largest open space with mature trees and hedges in Swaffham and historically, the pre medieval occupation centred in this area. There are five pieces of land in different ownerships; all have historical connections, heritage value and amenity value which together make up this important area.
- **Campingland:** A triangular section of grassland given to the town in the middle ages it was used for archery practice and playing the old game of 'camping', a forerunner of football. The 18th century free school provided by Nicholas Hamond was originally sited here.
- The western boundary is formed by a tarmac roadway and the open frontages of a 1970s flat roof doctors' surgery, a small development of cottage style dwellings and the 19th century listed flint and brick church rooms with associated red brick cottage. The remainder consists of more recent infill of individual dwellings. There are views of the town centre skyline including one of the old Maltings buildings now converted to accommodation.
- The eastern boundary is formed by a mature hedge and trees separating it from the Antinghams.
- The southern end is bordered by the high flint and rubble wall of the Vicarage. The Community Centre building sits at this end on the site of the old free school. It is a contemporary environmental architect designed single storey building with

coloured lime render panels. Car parking sits behind it. There are spectacular views from inside through large picture windows of the green and mature fruit trees. From outside, the building adds some carefully chosen colour to the landscape with a low profile broken up by the mature specimen and fruit trees spaced in front, enhancing the conservation area.

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

Mangate St. There are three separate listings covering all the outbuildings and house, one of which is now used as a GP surgery. The Sporle Road originally passed through the yard, behind the House and on towards Long Lane and Keeper's Cottage. The line can still be traced behind the House. There is a magnificent Cedar of Lebanon, well over a hundred years old, in the front garden, which overhangs the road. Peacocks have been roosting in this tree for well over 30 years. Adjacent to the south west corner, on Mangate Street, is a row of farm cottages with shallow slate roofs and yellow brick and flint walling from the early 20th century.

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

6. West: predominantly individual-built infilled mixed housing.

- This area adjoins the west side of the historic centre of the town. Historically, most of it was open farmland next to the settlement.
- **Whitsands Road:** Runs from Lynn Road at the north end down to Cley Road in the centre. It formed the 'back lane' to the medieval burgage plots fronting the Market Place and extended beyond as access to a farm. Today it is narrow with

ad hoc footpaths and difficult vehicle chokepoints. The northern section is lined with a variety of dwellings built and infilled over the last 30 or 40 years with some remaining old flint and brick boundary walls. A footpath crosses it out towards Shouldham Lane and the allotments, passing one 19th century brick and pantile cottage aligned with it.

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

long narrow frontages on the Market Place. The road is narrow in parts and a one-way system operates at the northern end as far as the entrance to the Theatre Street car park, which extends west close to the front of the Paddocks care home. The eastern side of the road is lined with a mixture of old and new building, mostly with their frontages close to the road with no pavement. The conservation area steps in and out along here to encompass the buildings of note and exclude others of poor design. Some high street businesses have access from this side and there is a footpath through to the high street.

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

7. South: area of mixed housing in small/medium sized estates built between early c20 to the present.

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

and access onto A1065.

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

Appendix C: Policies from the Swaffham Conservation Appraisal (designation document)

POLICIES.

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

The following policies have been devised to ensure:

1. A very high standard of design for all new development and modernisation within the Conservation Area, to be achieved by using the architectural vocabulary embodied in the traditional buildings of the centre.

2. Further enhancement of the area by treating eyesores and providing additional amenities, to be achieved by a combined use of the existing planning legislation, wide consultation and voluntary effort.

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

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

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

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

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

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

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

Appendix D: Justification for list of important character buildings and historic features

The tables below outlines the justification for the inclusion of important character buildings and historic features. The criteria are based on the 'Local Heritage Listing: Historic England Advice Note 7', page 9.

Important character buildings and historic features	Age	Rarity	Aesthetic interest	Group value	Archeological interest	Archival interest	Architectural interest	Historical association	Designed landscape interest	Landmark status	Social and communal value
1. Railway complex				x		x	x	x	x	x	x
2. Green Britain Centre (currently closed at the time of writing)		x	x	x			x			x	x
3. Shambles	x			x	x	x		x	x	x	
4. 19c Magazine	x	x				x		x			
5. Ash Close	x			x		x		x			
6. WW2 military defences	x			x		x		x			
7. Campingland	x	x			x	x		x	x	x	x
8. The Antinghams	x	x			x	x		x	x	x	x
9. Corbel on Poundstretcher's		x	x			x	x	x			
10. St Guthlac's chapel site	x				x	x		x			
11. Baptist church cemetery	x					x		x	x		x
12. Town Pit (Richmond Plain)	x	x		x		x		x			x
13. Jubilee Cottage Hospital	x					x	x	x			
14. Cemetery chapel							x	x	x		
15. Crescent, White Cross	x			x			x				

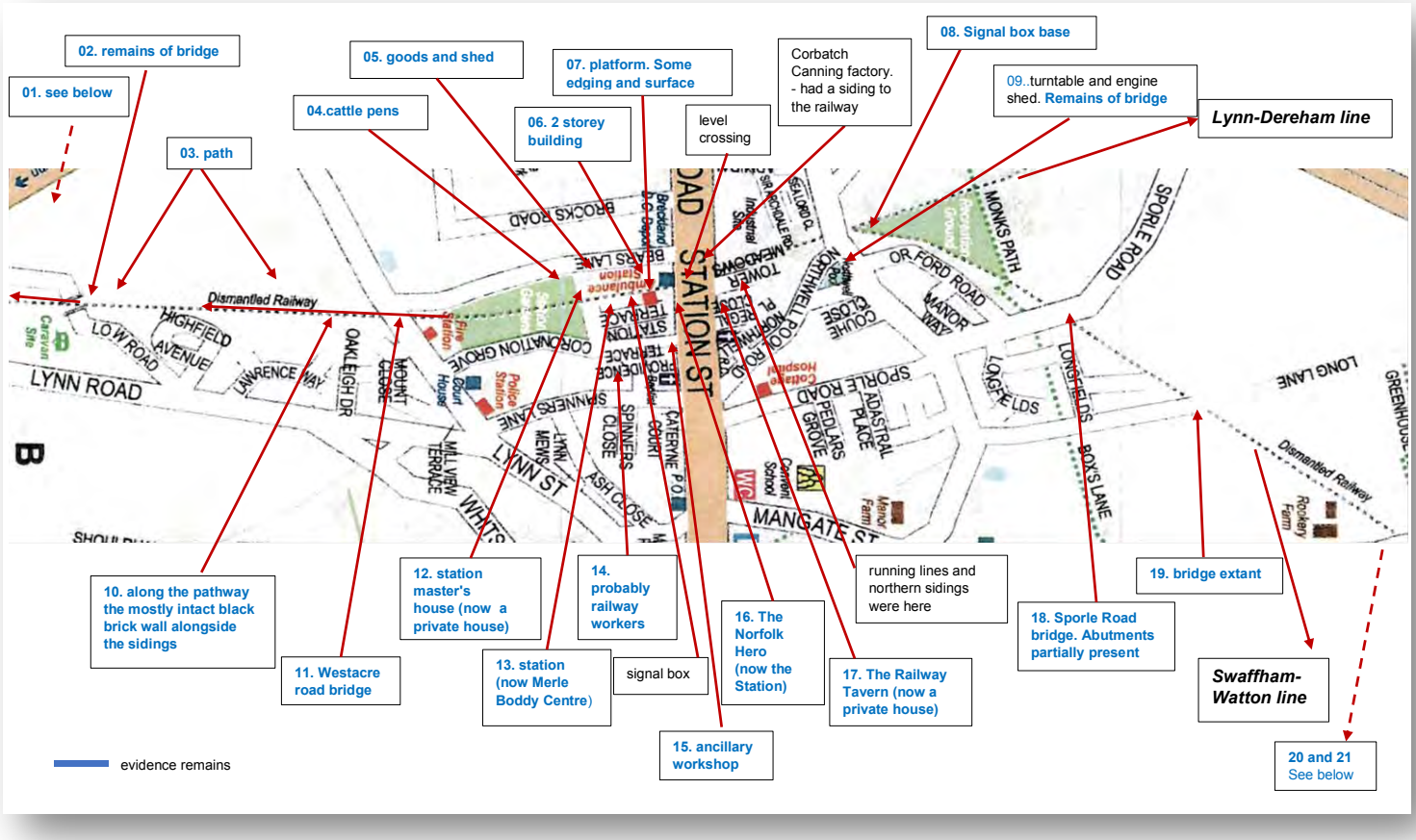
Road											
16. The Pightle	x		x	x			x	x			x
17. Silver Drift						x		x			x
18. Plowright Place				x		x	x	x			x
19. Maltings behind Market Place east	x			x		x		x			
20. Settlement Stone	x	x			x			x			
21. Brewery Cottages and maltings, Cley Rd	x			x		x	x	x			
22. Tollhouse, Shoemaker's Lane and Watton Road	x						x	x			
23. Paddocks Saxon cemetery site					x	x		x			
24a: Drill Hall on Station Street 24b: Drill Hall on Sporle Road						x	x	x			x
25. Milestones/ posts	x		x					x			

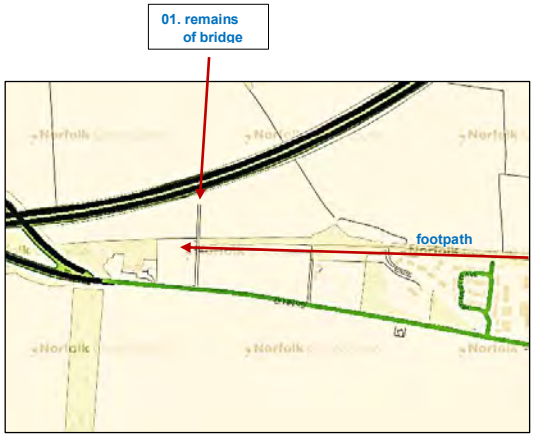
1. Railway complex	The railway came in 1847 and for over 100 years was a major means of transport for freight and passengers with two lines, one between King's Lynn and Dereham and the other to Watton and beyond. It had a great impact on societal and economic life in the town. It closed in 1968. The station now houses a social day care service and part of the railway is now a footpath (Swaefas Way).
2. Green Britain Centre (currently closed at the time of writing)	Built in 1999 it was Britain's first megawatt class windmill and the only one open for the public to climb, anywhere in the world. At the time, it was also Britain's largest timber framed building. The Centre focuses on issues of energy, transport and food, exploring ways in which power can be harnessed from the sun, the wind and the sea. It also houses the Garden Science Trust, a small charity which works mainly with adults with learning difficulties and those with other barriers to education and employment. Currently it is closed.
3. Shambles	The original Market Place. Within it were the town well, town drain and town shack. To its eastern edge was the original market cross, court, whipping post and stocks.

4. 19c Magazine	This is a rare munitions store. It is known that volunteers used this area for rifle practice.
5. Ash Close	This narrow lane has existed at least since the 18th century and was gated. On its edges stood The Villa, where members of the Nelson family often stayed (now Strattons), the first theatre and the cockpit. In the 19th and early 20th century there were many small cottages and small family workshops and factories along its length including the cricket bat maker Surridges.
6. WW2 military defences	During World War II a total of 63 high explosive bombs were dropped in the parish, leading to a fatal incident at the railway station in 1941. Swaffham was surrounded by satellite airfields such as Marham, North Pickenham and Shipdham and was part of a series of stop-lines across East Anglia consisting of pillboxes and tank-traps manned by the local Home Guard.
7. Campingland	The triangle area of open space was given to the town in 1463 by the rector to practice archery, running and military drill. Its name probably derives from the medieval game of Camp – an early and brutal form of rugby.
8. The Antinghams	The area has at least three public footpaths across it. The origin of the name is unknown. With Campingland it is a possible site for a Saxon settlement. It is thought that the land has never been ploughed.
9. Corbel on Poundstretchers	This small stone face is said to mark the spot where the Great Fire was stopped in 1775. It began at the rear of The White Hart and destroyed 22 houses on the west side of London street.
10. St Guthlac's chapel site	The land was gifted in the 12th century. By 1305 a chapel had been built with a license for 2 Swaffham chaplains to hold divine service. It later became attached to the Priory at Castle Acre. Alienated in 1536, by 1556 the chapel was a ruin. Bronze Age spearheads and Saxon coins, hook ends, tags and pins have been found in this area, as well as medieval pottery shards and tiles.
11. Baptist church cemetery	The first Baptist chapel, with its burial ground, was built in 1823. It was closed for further interments in 1979. The Station Street church opened in 1860.
12. Town Pit (Richmond Plain)	One of five pits in the town from which the residents (and their animals) took their water. Rules on its use exist from the 15th century. It was contained in the 19th century and filled in in 1970.
13. Jubilee Cottage Hospital	Swaffham Community Hospital was built as a cottage hospital by subscription in 1887-88 to celebrate Queen Victoria's Jubilee. Originally with just two small wards it has been extensively enlarged and remodeled over the years and now provides professional rehabilitation services plus a range of clinics.
14. Cemetery chapel	This was built, with the town cemetery, in 1924 in the shape of a Greek cross. It was restored in 1989 and modernised in 2013.

15. Crescent, White Cross Road	This is a fine example of 1930s Council housing building.
16. The Pightle	A long narrow passage leading from the south end of the Market Place to Campingland. Goodrick's brickworks was here in the mid 18th century and it was from premises here that John Wesley preached in the late 1780s.
17. Silver Drift	An ancient drove which was enclosed in 1864. In 1892 it was closed to the public and occasioned a large trespass by Swaffham residents.
18. Plowright Place	The engineering firm Plowrights held the buildings in Plowright Place in the late 18th to 20th century. The firm was the major employer during that time.
19. Maltings behind Market Place east	There was at some time a Brewery behind the three public houses on the east side of the Market Place. In Pit Lane (Mantripps Yard) a derelict row of stables were converted into small cottages for Brewery workers and there were other associated Brewery buildings to the north towards the church. Research into this area of the town is ongoing.
20. Settlement Stone	This ice-age erratic boulder may mark the settlement of Swaffham by either Neolithic man or pagan Saxons. It is not believed to be in its original location.
21. Brewery Cottages and maltings, Cley Road	Swaffham Brewery dates from 1801 and became part of first the Morse family brewing business until 1896 when it was sold to Steward and Patteson. The site includes Oulton House with its garden, Brewery cottages, the maltings, sheds and stables.
22. Tollhouse, Shoemaker's Lane and Watton Road	The Swaffham Turnpike Trust owned the Tollhouse situated in Cley Road. The tollhouse on Watton Road is mentioned in the Turnpike returns of 1824. The turnpike on Norwich Road has not survived.
23. Paddocks Saxon cemetery site	In 1969 a pagan Saxon cemetery was uncovered during excavations for a council housing estate. In all 19 inhumations were found of men, women and children. Most had grave goods. It is thought that the cemetery dates from the 6th century AD.
24a: Drill Hall on Station Street 24b: Drill Hall on Sporle Road	The Drill Hall or TA Centre, hurriedly built in 1939, replaced a former Drill Hall in an upstairs room in The White Lion in Station Street. Swaffham has a long connection with the military from as far back as the creation of Swaffham Cavalry in the late 18th century.
25. Milestones/ posts	There are two known mileposts in Swaffham. One on the old A47 towards Norwich and one on Castle Acre road towards Fakenham. They date from the early 1900s.

Appendix E: Remains of railway complex





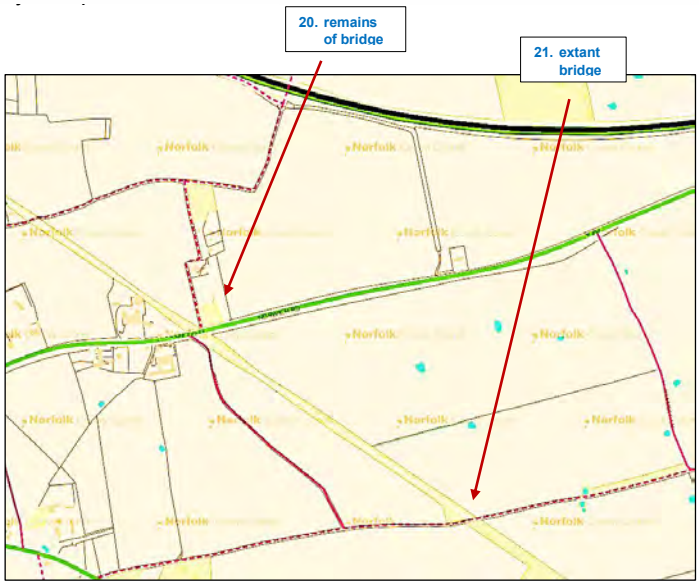


Figure 25: Maps showing the extent of the Swaffham Railway complex (source: Sue Gattuso).

Named important character buildings and historic features – railway complex	Age	Rarity	Aesthetic interest	Group value	Archeological interest	Archival interest	Architectural interest	Historical association	Designed landscape interest	Landmark status	Social and communal value
01. Extant bridge	1840-70s		x				x	x	x	x	x
02. Remains of bridge	1840-70s							x	x	x	x
03. Path	1840-70s			x				x	x		x
04. Cattle pens. Remains of blue brick surfacing and iron rails	1850-70s			x			x	x			x
05. Goods shed	1840-70s						x	x			x
06. Ancillary workshop. Late 19c. Distinctive skylight/ ventilation structure	Late 19c						x	x			x
07. Platform. Some edging and surface remain	1840-70s				x			x		x	x
08. Signal box base	1840-70s				x			x		x	x
09. Turntable and engine shed. Remains of bridge	1840s-70s					x		x		x	x
10. Along the pathway the	1840-70s			x	x			x	x		x

mostly intact black brick wall alongside the sidings											
11. Westacre road bridge	1840-70s		x	x			x	x	x	x	x
12. Station master's house (now a private house)	1840-70s						x	x			
13. Station (now Merle Boddy Centre)	1840-70s						x	x	x	x	x
14. Probably railway workers houses	1840-70s		x			x	x	x			
15. 2 storey late c19 red brick building, formerly Corbatch Canners. Now Narford Scaffolding	Late 19c						x	x			x
16. The Norfolk Hero (now the Station)	1840-70s			x			x	x	x	x	x
17. The Railway Tavern (now a private house)	1840-70s							x			
18. Sporle Road bridge. Abutments partially present	1840-70s							x	x	x	x
19. Extant single arch bridge carrying Long Lane over railway	1840-70s							x	x	x	x
20. Norwich	1840-						x	x			x

Road Embank-ment remains of dismantled rail bridge	70s										
21. Junction of CRB50. Extant bridge Watton line single arch brick bridge	1840-70s						x	x			x

Appendix F: WWII military defences, pill boxes

WWII defences in Swaffham formed part of a continuous secondary defensive line running from Kings Lynn down into Suffolk. It incorporated railway banks and cuttings with pillboxes and spigot mortars.

Figure 26: Map showing the location of WW2 military defences in Swaffham (source: Sue Gattuso).

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

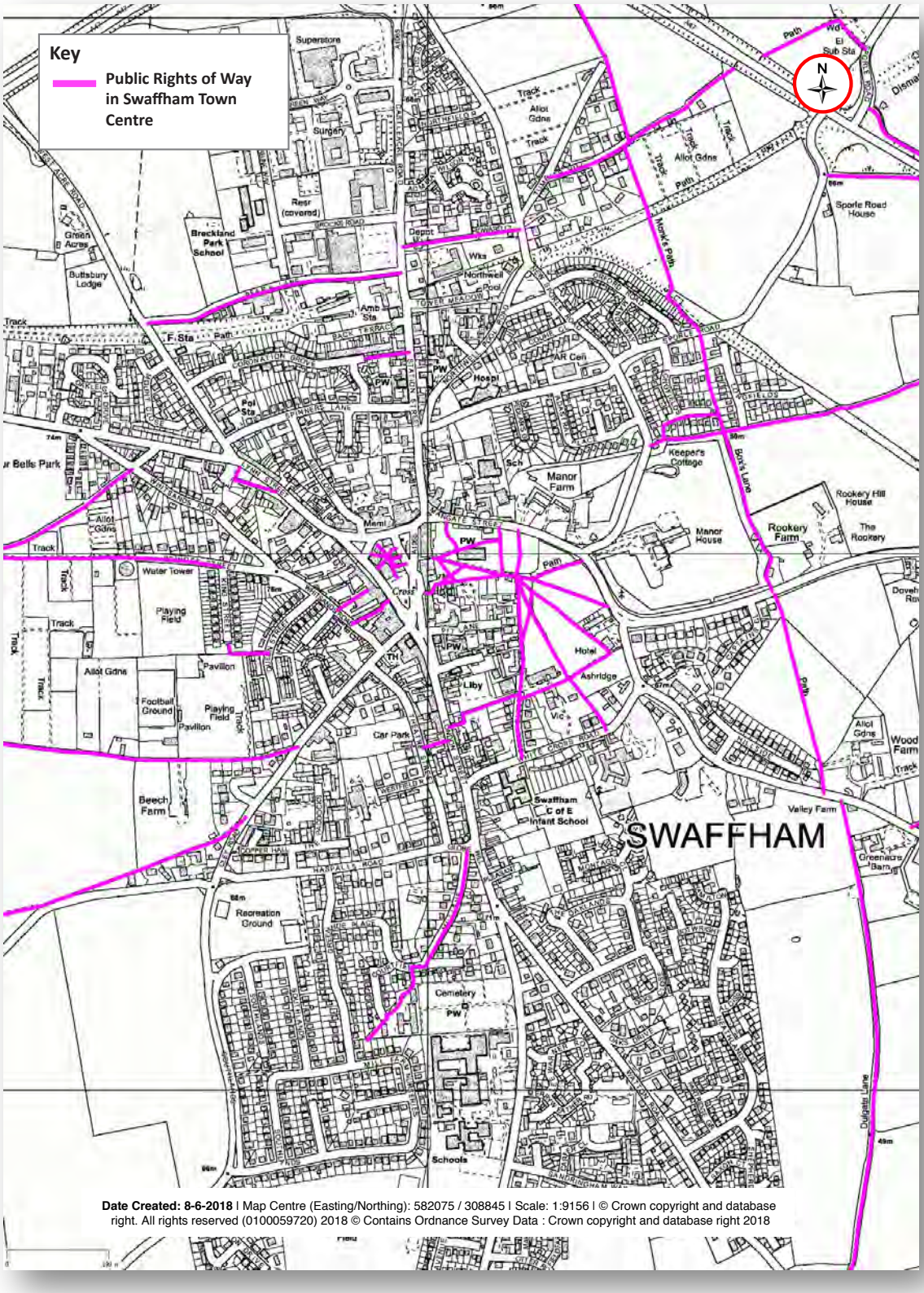


Figure 27 above: Public Rights of Way in the Swaffham town centre (source: Parish Online, with own annotations).

Appendix H: Justification for Local Green Spaces

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

	Green space is in reasonably close proximity to the community it serves	Green area is demonstrably special to a local community and holds a particular local significance	Green area concerned is local in character and is not an extensive tract of land.
1. Heathlands.	Yes	Significant community area.	Yes
2. Merryweather play area.	Yes	Significant children's play area with equipment.	Yes
3. Oaklands play area.	Yes	Significant children's play area with equipment.	Yes
4. Community orchard, Tumbler Hill allotments.	Yes	Well-valued local facilities. Linked to combating mental health.	Yes
5. Admiral Wilson Way.	Yes	Significant community area.	Yes
6. Railway line for access.	Yes	Of historic interest, used by walkers.	Yes
7. Magazine field allotments.	Yes	In demand. Deemed to help with physical and mental health.	Yes
8. Four Acres field allotments.	Yes	In demand. Deemed to help with physical and mental health.	Yes
9. Shouldham Lane allotments.	Yes	In demand. Deemed to help with physical and mental health.	Yes
10. Tumbler Hill allotments.	Yes	In demand. Deemed to help with physical and mental health.	Yes
11. Myers playing field.	Yes	Owned by a Trust. Home to cricket, football and bowls.	Yes
12. Swaffham CE VC Infant School playing	Yes	For use predominantly by the school.	Yes

field.			
13. Swaffham CE Junior Academy playing field.	Yes	For use predominantly by the school.	Yes
14. The Nicholas Hamond Academy playing field.	Yes	For use predominantly by the school. Also used as a centre for the town's Parkrun.	Yes
15. Sacred Heart School and pre-school playing field.	Yes	For use predominantly by the school. Tennis courts used by others.	Yes
16. Shepherd's Fold	Yes	General open space.	Yes

Appendix I: Glossary

Glossary of terms used and/or relevant to the Swaffham Neighbourhood Plan and supporting submission documents. Definitions are taken directly from the glossary of the National Planning Policy Framework July 2018, page 64, except where stated.

Affordable housing: housing for sale or rent, for those whose needs are not met by the market (including housing that provides a subsidised route to home ownership and/or is for essential local workers); and which complies with one or more of the following definitions:

a) **Affordable housing for rent**: meets all of the following conditions: (a) the rent is set in accordance with the Government's rent policy for Social Rent or Affordable Rent, or is at least 20% below local market rents (including service charges where applicable); (b) the landlord is a registered provider, except where it is included as part of a Build to Rent scheme (in which case the landlord need not be a registered provider); and (c) it includes provisions to remain at an affordable price for future eligible households, or for the subsidy to be recycled for alternative affordable housing provision. For Build to Rent schemes affordable housing for rent is expected to be the normal form of affordable housing provision (and, in this context, is known as Affordable Private Rent).
b) **Starter homes**: is as specified in Sections 2 and 3 of the Housing and Planning Act 2016 and any secondary legislation made under these sections. The definition of a starter home should reflect the meaning set out in statute and any such secondary legislation at the time of plan-preparation or decision-making. Where secondary legislation has the effect of limiting a household's eligibility to purchase a starter home to those with a particular maximum level of household income, those restrictions should be used.
c) **Discounted market sales housing**: is that sold at a discount of at least 20% below local market value. Eligibility is determined with regard to local incomes and local house prices. Provisions should be in place to ensure housing remains at a discount for future eligible households.
d) **Other affordable routes to home ownership**: is housing provided for sale that provides a route to ownership for those who could not achieve home ownership through the market. It includes shared ownership, relevant equity loans, other low cost homes for sale (at a price equivalent to at least 20% below local market value) and rent to buy (which includes a period of intermediate rent). Where public grant funding is provided, there should be provisions for the homes to remain at an affordable price for future eligible households, or for any receipts to be recycled for alternative affordable housing provision, or refunded to Government or the relevant authority specified in the funding agreement.

Air quality management areas: Areas designated by local authorities because they are not likely to achieve national air quality objectives by the relevant deadlines.

Ancient or veteran tree: A tree which, because of its age, size and condition, is of exceptional biodiversity, cultural or heritage value. All ancient trees are veteran

trees. Not all veteran trees are old enough to be ancient, but are old relative to other trees of the same species. Very few trees of any species reach the ancient life-stage.

Archaeological interest: There will be archaeological interest in a heritage asset if it holds, or potentially holds, evidence of past human activity worthy of expert investigation at some point.

Build to Rent: Purpose built housing that is typically 100% rented out. It can form part of a wider multi-tenure development comprising either flats or houses, but should be on the same site and/or contiguous with the main development. Schemes will usually offer longer tenancy agreements of three years or more, and will typically be professionally managed stock in single ownership and management control.

Climate change adaptation: Adjustments made to natural or human systems in response to the actual or anticipated impacts of climate change, to mitigate harm or exploit beneficial opportunities.

Climate change mitigation: Action to reduce the impact of human activity on the climate system, primarily through reducing greenhouse gas emissions.
Coastal change management area: An area identified in plans as likely to be affected by physical change to the shoreline through erosion, coastal landslip, permanent inundation or coastal accretion.

Conservation (for heritage policy): The process of maintaining and managing change to a heritage asset in a way that sustains and, where appropriate, enhances its significance.

Deliverable: To be considered deliverable, sites for housing should be available now, offer a suitable location for development now, and be achievable with a realistic prospect that housing will be delivered on the site within five years. Sites that are not major development, and sites with detailed planning permission, should be considered deliverable until permission expires, unless there is clear evidence that homes will not be delivered within five years (e.g. they are no longer viable, there is no longer a demand for the type of units or sites have long term phasing plans). Sites with outline planning permission, permission in principle, allocated in the development plan or identified on a brownfield register should only be considered deliverable where there is clear evidence that housing completions will begin on site within five years.

Designated heritage asset: A World Heritage Site, Scheduled Monument, Listed Building, Protected Wreck Site, Registered Park and Garden, Registered Battlefield or Conservation Area designated under the relevant legislation.

Development plan: Is defined in section 38 of the Planning and Compulsory Purchase Act 2004, and includes adopted local plans, neighbourhood plans that have been made and published spatial development strategies, together with any regional

strategy policies that remain in force. Neighbourhood plans that have been approved at referendum are also part of the development plan, unless the local planning authority decides that the neighbourhood plan should not be made.

Edge of centre: For retail purposes, a location that is well connected to, and up to 300 metres from, the primary shopping area. For all other main town centre uses, a location within 300 metres of a town centre boundary. For office development, this includes locations outside the town centre but within 500 metres of a public transport interchange. In determining whether a site falls within the definition of edge of centre, account should be taken of local circumstances.

Environmental impact assessment: A procedure to be followed for certain types of project to ensure that decisions are made in full knowledge of any likely significant effects on the environment.

Green infrastructure: A network of multi-functional green space, urban and rural, which is capable of delivering a wide range of environmental and quality of life benefits for local communities.

Habitats site: Any site which would be included within the definition at regulation 8 of the Conservation of Habitats and Species Regulations 2017 for the purpose of those regulations, including candidate Special Areas of Conservation, Sites of Community Importance, Special Areas of Conservation, Special Protection Areas and any relevant Marine Sites.

Heritage asset: A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. It includes designated heritage assets and assets identified by the local planning authority (including local listing).

Historic environment: All aspects of the environment resulting from the interaction between people and places through time, including all surviving physical remains of past human activity, whether visible, buried or submerged, and landscaped and planted or managed flora.

International, national and locally designated sites of importance for biodiversity: All international sites (Special Areas of Conservation, Special Protection Areas, and Ramsar sites), national sites (Sites of Special Scientific Interest) and locally designated sites including Local Wildlife Sites.

Local housing need: the number of homes identified as being needed through the application of the standard method set out in national planning guidance, or a justified alternative approach.

Local planning authority: The public authority whose duty it is to carry out specific planning functions for a particular area. All references to local planning authority include the district council, London borough council, county council, Broads

Authority, National Park Authority, the Mayor of London and a development corporation, to the extent appropriate to their responsibilities.

Local plan: A plan for the future development of a local area, drawn up by the local planning authority in consultation with the community. In law this is described as the development plan documents adopted under the Planning and Compulsory Purchase Act 2004. A local plan can consist of either strategic or non-strategic policies, or a combination of the two.

Main town centre uses: Retail development (including warehouse clubs and factory outlet centres); leisure, entertainment and more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, nightclubs, casinos, health and fitness centres, indoor bowling centres and bingo halls); offices; and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).

Major development: For housing, development where 10 or more homes will be provided, or the site has an area of 0.5 hectares or more. For non-residential development it means additional floorspace of 1,000m^2 or more, or a site of 1 hectare or more, or as otherwise provided in the Town and Country Planning (Development Management Procedure) (England) Order 2015.

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.

Neighbourhood Development Order: An Order made by a local planning authority (under the Town and Country Planning Act 1990) through which parish councils and neighbourhood forums can grant planning permission for a specific development proposal or classes of development.

Neighbourhood plan: A plan prepared by a parish council or neighbourhood forum for a designated neighbourhood area. In law this is described as a neighbourhood development plan in the Planning and Compulsory Purchase Act 2004.

Non-strategic policies: Policies contained in a neighbourhood plan, or those policies in a local plan that are not strategic policies.

Non-designated Heritage Asset: Local planning authorities may identify non-designated heritage assets. These are buildings, monuments, sites, places, areas or landscapes identified as having a degree of significance meriting consideration in planning decisions but which are not formally designated heritage assets. In some areas, local authorities identify some non-designated heritage assets as 'locally listed'. A substantial majority of buildings have little or no heritage significance and thus do not constitute heritage assets. Only a minority have enough heritage interest for their significance to be a material consideration in the planning process.

(Definition from https://www.gov.uk/guidance/conserving-and-enhancing-the-historic-environment#non-designated-heritage-assets)

Older people: People over or approaching retirement age, including the active, newly-retired through to the very frail elderly; and whose housing needs can encompass accessible, adaptable general needs housing through to the full range of retirement and specialised housing for those with support or care needs.

Open space: All open space of public value, including not just land, but also areas of water (such as rivers, canals, lakes and reservoirs) which offer important opportunities for sport and recreation and can act as a visual amenity.

Original building: A building as it existed on 1 July 1948 or, if constructed after 1 July 1948, as it was built originally.

Out of centre: A location which is not in or on the edge of a centre but not necessarily outside the urban area.

Out of town: A location out of centre that is outside the existing urban area.

Planning condition: A condition imposed on a grant of planning permission (in accordance with the Town and Country Planning Act 1990) or a condition included in a Local Development Order or Neighbourhood Development Order.

Planning obligation: A legal agreement entered into under section 106 of the Town and Country Planning Act 1990 to mitigate the impacts of a development proposal.

Playing field: The whole of a site which encompasses at least one playing pitch as defined in the Town and Country Planning (Development Management Procedure) (England) Order 2015.

Primary shopping area: Defined area where retail development is concentrated. Priority habitats and species: Species and Habitats of Principal Importance included in the England Biodiversity List published by the Secretary of State under section 41 of the Natural Environment and Rural Communities Act 2006.

Ramsar sites: Wetlands of international importance, designated under the 1971 Ramsar Convention.

Renewable and low carbon energy: Includes energy for heating and cooling as well as generating electricity. Renewable energy covers those energy flows that occur naturally and repeatedly in the environment – from the wind, the fall of water, the movement of the oceans, from the sun and also from biomass and deep geothermal heat. Low carbon technologies are those that can help reduce emissions (compared to conventional use of fossil fuels).

Self-build and custom-build housing: Housing built by an individual, a group of individuals, or persons working with or for them, to be occupied by that individual. Such housing can be either market or affordable housing. A legal definition, for the purpose of applying the Self-build and Custom Housebuilding Act 2015 (as amended), is contained in section 1(A1) and (A2) of that Act.

Setting of a heritage asset: The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.

Significance (for heritage policy): The value of a heritage asset to this and future generations because of its heritage interest. The interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting. For World Heritage Sites, the cultural value described within each site's Statement of Outstanding Universal Value forms part of its significance.

Strategic environmental assessment: A procedure (set out in the Environmental Assessment of Plans and Programmes Regulations 2004) which requires the formal environmental assessment of certain plans and programmes which are likely to have significant effects on the environment.

Strategic policies: Policies and site allocations which address strategic priorities in line with the requirements of Section 19 (1B-E) of the Planning and Compulsory Purchase Act 2004.

Strategic policy-making authorities: Those authorities responsible for producing strategic policies (local planning authorities, and elected Mayors or combined authorities, where this power has been conferred). This definition applies whether the authority is in the process of producing strategic policies or not.

Supplementary planning documents: Documents which add further detail to the policies in the development plan. They can be used to provide further guidance for development on specific sites, or on particular issues, such as design. Supplementary planning documents are capable of being a material consideration in planning decisions but are not part of the development plan.

Sustainable transport modes: Any efficient, safe and accessible means of transport with overall low impact on the environment, including walking and cycling, low and ultra low emission vehicles, car sharing and public transport.

Town centre: Area defined on the local authority's policies map, including the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area. References to town centres or centres apply to city centres, town centres, district centres and local centres but

exclude small parades of shops of purely neighbourhood significance. Unless they are identified as centres in the development plan, existing out-of-centre developments, comprising or including main town centre uses, do not constitute town centres.

Transport assessment: A comprehensive and systematic process that sets out transport issues relating to a proposed development. It identifies measures required to improve accessibility and safety for all modes of travel, particularly for alternatives to the car such as walking, cycling and public transport, and measures that will be needed to deal with the anticipated transport impacts of the development.

Transport statement: A simplified version of a transport assessment where it is agreed the transport issues arising from development proposals are limited and a full transport assessment is not required.

Travel plan: A long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives and is regularly reviewed.
Wildlife corridor: Areas of habitat connecting wildlife populations. Windfall sites: Sites not specifically identified in the development plan.

SWAFFHAM
ye Tinker of Swaffham who by a dream did find a great treasure