

# SWAFFHAM'S TOWN DELIVERY PLAN



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WE MADE THAT  
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**HATCH**



**Future Breckland: Thriving People and Places**

# MEET THE CONSULTANT TEAM



**Darren Wisher**

**Programme Sponsor**

Darren will act as the Project Sponsor for this commission and will provide overall oversight and quality assurance. He will also bring ideas and thought leadership to the commission.



**Dr. Stephen Rosevear**

**Programme Director**

Steve will act as overall Programme Director, managing all team members and co-authoring the overarching case making document for investment in Breckland's market towns.



**Patrick Ransom**

**Project Manager**

Patrick will act as the Project Manager for all five plans and be the day-to-day client contact.



**Caroline Hayes**

**Case Making and Funding Lead**

Caroline will co-author the overarching prospectus for Breckland and provide strategic advice throughout the commission on delivery and funding.



**Holly Lewis**

**Spatial and Stakeholder Engagement Lead**

Holly will lead We Made That's spatial and community consultation inputs into the commission.



**Greg Franklin**

**Cost Lead**

Greg will provide advice on the costs of different proposed interventions.

**Hatch** deliver industry-leading research, strategy, master planning, implementation advice and programme management for private and public sector clients in the UK and beyond.

**We Made That** is an energetic architecture and urbanism practice with a strong public conscience.

Established in 2006, we work with our public sector clients to prepare incisive urban research, to develop responsive area strategies and masterplans and to deliver impactful projects.



# CONTEXT

- We live in an era of scarce resources and intense competition for investment.
- Local authorities, and their constituent towns, need to have a clear sense of economic priorities and need to respond quickly when opportunities emerge.
- Towns need to be able to make a compelling case for investment.
- There is a clear opportunity to re-imagine the future urban form following the COVID-19 pandemic
- This is pertinent for Breckland and its market towns because:
  - Cities have been the priority focus for growth, investment and regeneration.
  - The economic role of market towns is under-represented in national and regional policy.
  - The Government's 'levelling up' agenda primarily focusses on North versus South.
  - COVID-19 and the recession is expected to hit Breckland hard.
  - *Hatch analysis suggests it could take ten years for GVA to recover to 2019 levels.*
  - The district needs a strong case for investment



# PROJECT OUTPUTS

## Town Delivery Plans

Five plans will set the direction for growth in each place and present deliverable game changing interventions. Each will include:

- An overarching vision
- Key thematic areas for focus
- Recommendations
- A high-level action plan
- Delivery considerations
- Monitoring framework

## Evidence Encyclopedia

- Summary of evidence and information collected across the whole district, including individual chapters on each town.
- Quantitative insights, qualitative reflections and evidence collected via consultation.
- Overview of the key opportunities and challenges in each place

## Breckland Prospectus

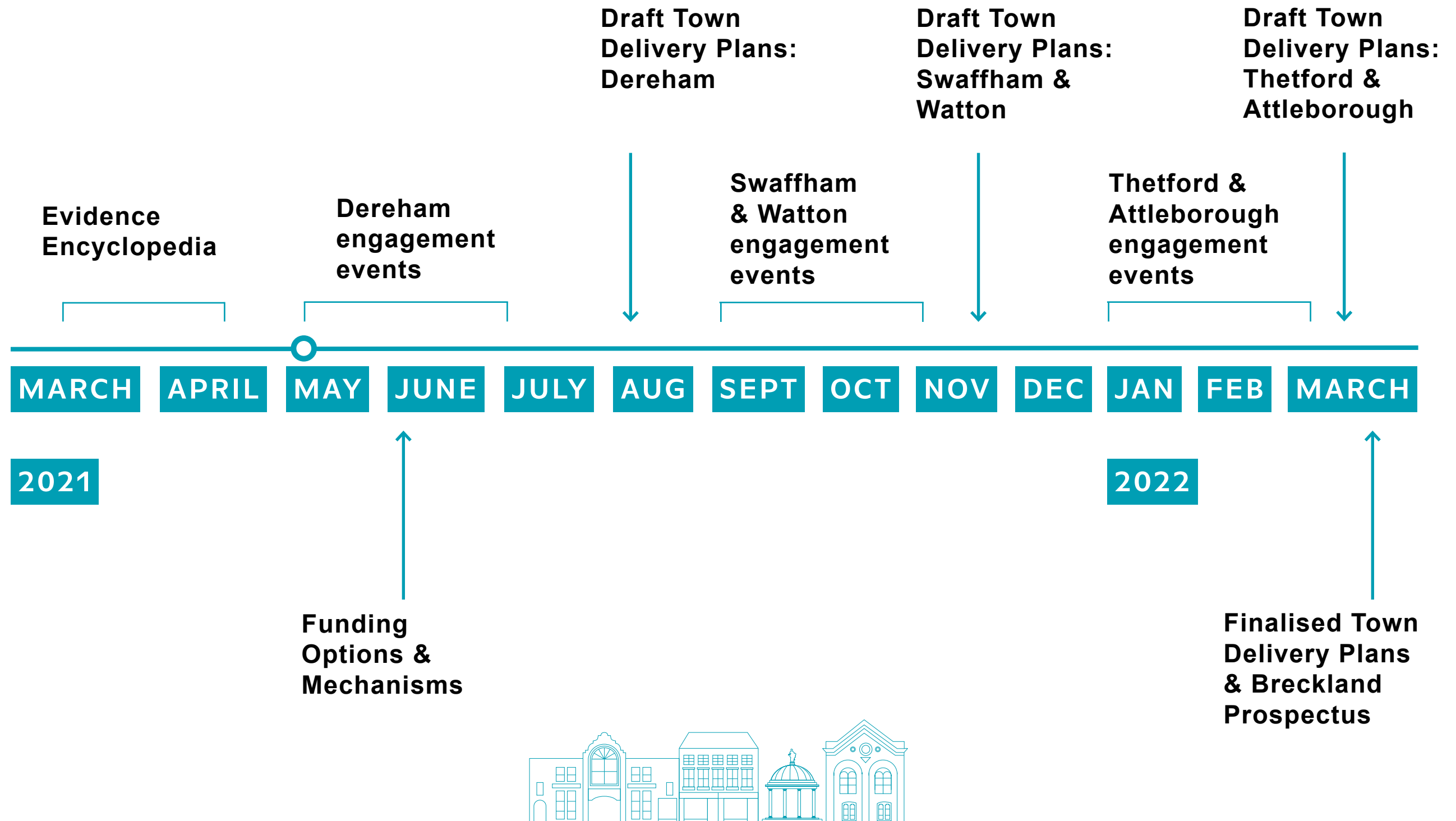
- Provides an overarching vision to tie the Town Delivery Plans together
- Builds an investment case for the district and its towns
- Sets out governance arrangements for delivery
- Identifies opportunities for investors
- Sets out a clear ask for partners

## Funding Options & Mechanisms

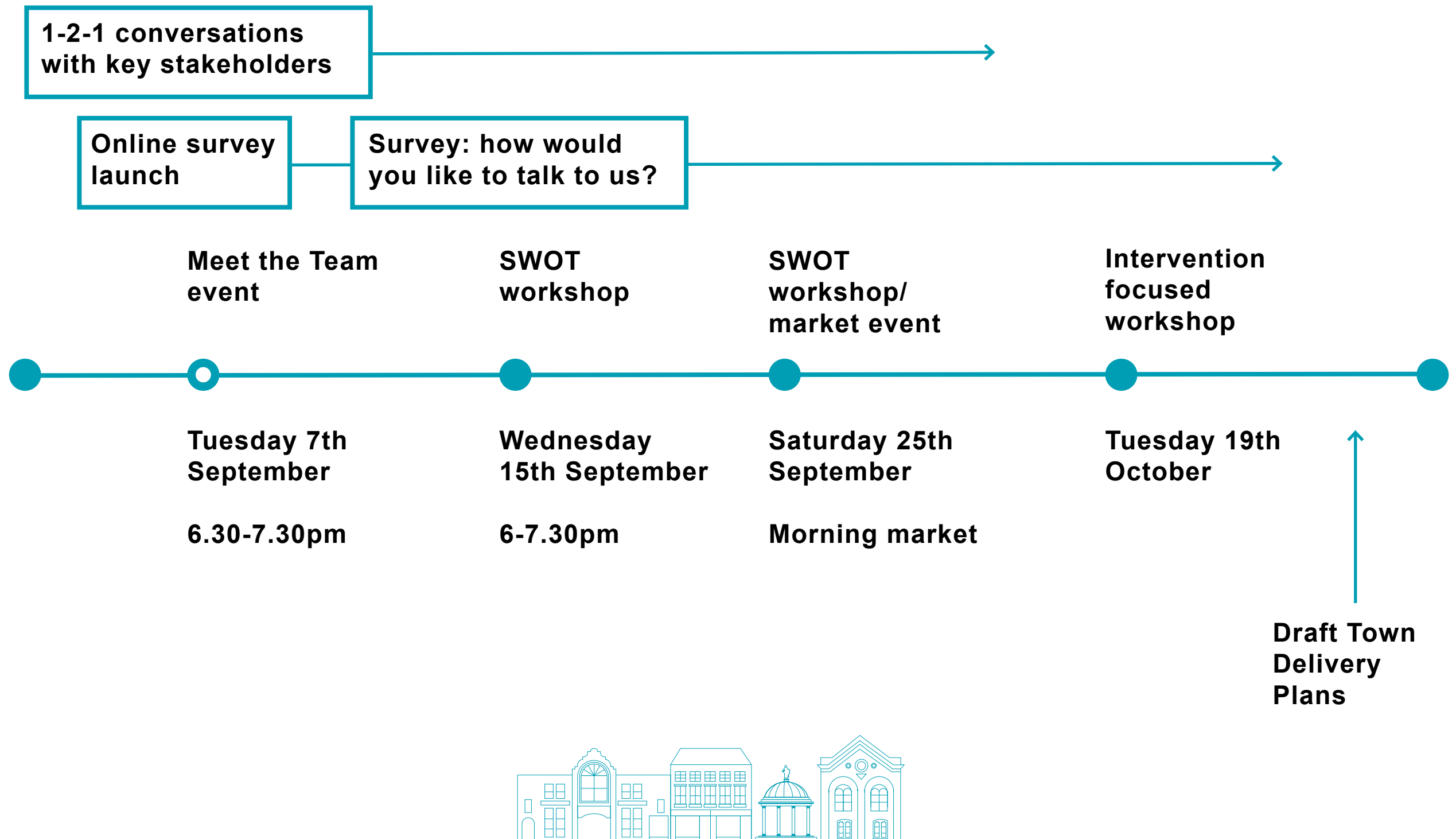
A deep dive into the different funding options and mechanisms that could be used to deliver positive change in the district.



# PROJECT TIMESCALES



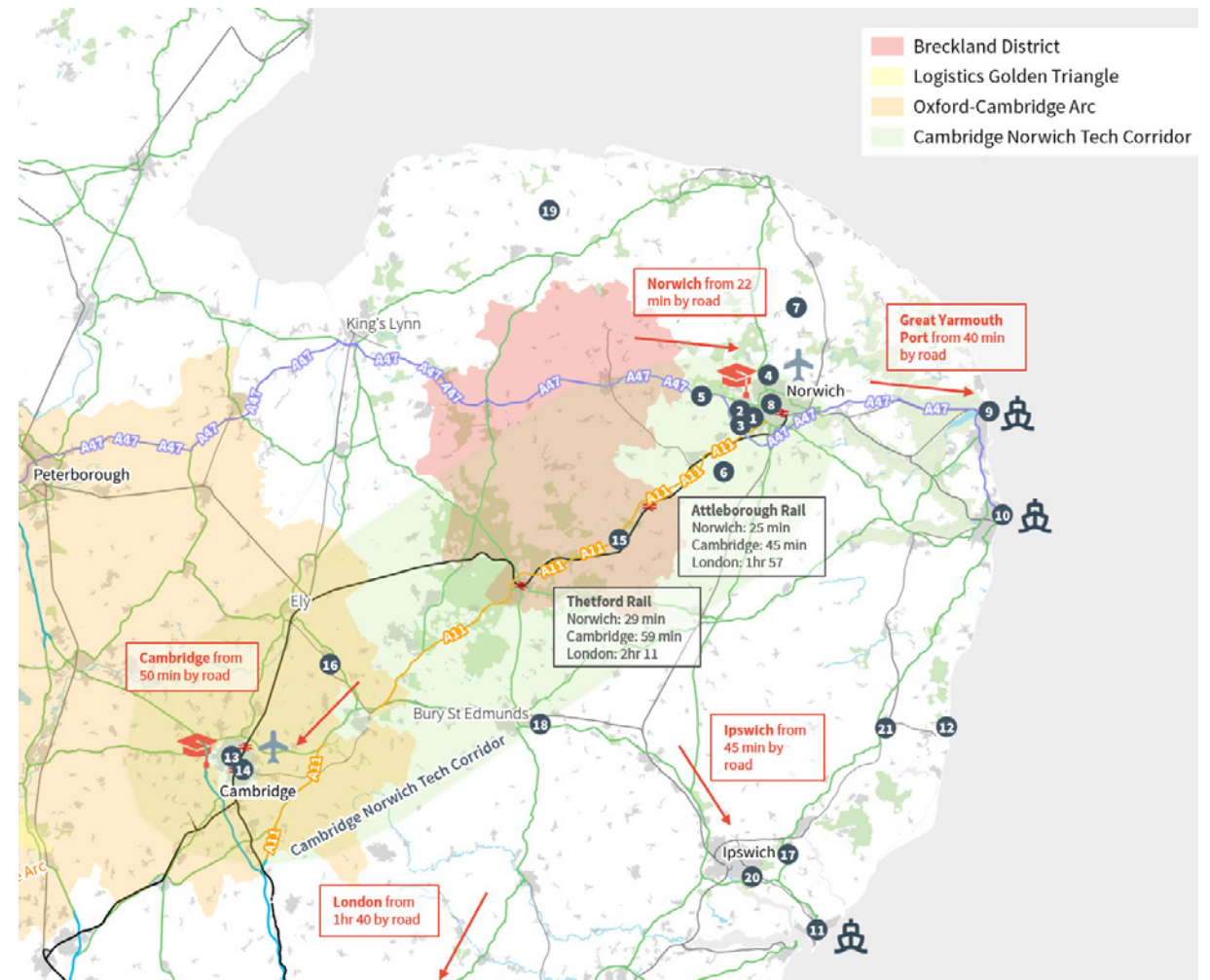
# SWAFFHAM ENGAGEMENT EVENTS





# EARLY OBSERVATIONS ON BRECKLAND

- A highly attractive and safe place to live and do business
- It appears to have huge strengths, assets and opportunities which may not be not universally recognised and appreciated
- There are five attractive market towns all of which require investment to meet their potential and the needs of residents
- It is the gateway to Norfolk
- People and businesses from outside the district tend not to know or identify with Breckland



# EARLY OBSERVATIONS ON SWAFFHAM

- The emerging Neighbourhood Plan is a useful document that has been informed by consultations with residents, businesses and stakeholders.
- Swaffham boasts beautiful Georgian architecture and is colloquially described as the 'Jewel in Breckland's Crown'.
- The Saturday market and auction are lively, popular and valued by both residents and visitors as a key reason to travel to Swaffham. The transport system will need to re-addressed to allow to market to expand and evolve.
- The town centre has a good mix of services (e.g. hairdressers, chemists and banks), cafes and shops/ stalls selling fresh produce.
- Many people drive through Swaffham to get to the North Norfolk coast, but more could be done to encourage people to stop and spend money in the town centre.





# EARLY OBSERVATIONS ON SWAFFHAM

- There is an over representation of charity shops which have proliferated in recent years.
- There are not many restaurants and the evening offer could be stronger to cater for both local and visitors.
- Retail vacancy rates are low in part due to the independent nature of local businesses.
- The high volume of traffic in the centre creates noise and air pollution and is impacting on the quality of place.
- Most people use private vehicles to travel and the number of cars on local roads has increased over the past ten years.
- Swaffham and its hinterland have important attractions but the town could do more to attract tourists to visit.
- There is demand for a stronger leisure and sports centre offer.
- Deprivation is a widespread challenge across the town.



# EARLY OBSERVATIONS ON SWAFFHAM

- An improved public realm strategy is needed to readdress the balance of space for vehicles and pedestrians; the pandemic has offered opportunities to rethink the importance of public realm.
- Walking and cycling routes could be better stitched together to connect local assets and wider active travel networks.
- Public transport connectivity is good when travelling East to West, but is difficult for those living in the town's rural hinterland.
- The sixth form offer at the local secondary school has also recently been 'paused' meaning young people have to leave the town to access further education opportunities.
- Resident skill and qualification levels are low which is holding back business investment.





# EARLY OBSERVATIONS ON SWAFFHAM

- Campingland is a popular and high-quality green space, but there is a lack of green space overall despite the beautiful countryside that surrounds the town.
- The local economy is small, with most employment in public administration, education, health, retail and hospitality.
- There is very little industrial or office space compared to the other market towns, but what does exist is well occupied.
- There are several opportunity sites for residential and commercial development around the edge of the town.
- The town has important community assets (e.g. Swaffham Museum, Swaffham Community Centre, Swaffham Town Football Club and Swaffham Community Hospital and the Assembly Rooms).
- The town has an ageing population with an under representation of working age people.



# HOW CAN I GET INVOLVED?

Please go to the Swaffham tab of the Future Breckland: Thriving People & Places webpage to do the following:

- Complete the online survey anytime throughout the engagement period
- Let us know how you would prefer to engage with us
- Register for the online SWOT workshop evening of 15th September
- Details on how to join us at the morning market 25th September
- Sign up for the Intervention workshop which will be held 19th October. Further information will be posted soon

## ● Questions or suggestions?

Please get in touch at  
[tdps@breckland.gov.uk](mailto:tdps@breckland.gov.uk)

## ● <https://www.breckland.gov.uk/Future-Breckland>

## ● Tell us how you would like to engage:

[https://docs.google.com/forms/d/e/1FAIpQLSdDI06gpb5eMoXG9D\\_rvDc-ilCKHNU7PR7lv5XiZjNzdUa4Pg/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSdDI06gpb5eMoXG9D_rvDc-ilCKHNU7PR7lv5XiZjNzdUa4Pg/viewform?usp=sf_link)





# QUESTIONS?



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