**Swaffham Town Team**

**The Vision**

The vision of the Town Team is to develop Swaffham as a thriving and economically prosperous market town; we want to make Swaffham a favourite destination for a day out, visitors looking for a break in their journey, or those looking for a location in the heart of the Brecks, to visit West Norfolk, Norwich and the North Norfolk Coast.

Developing a vibrant mix of retail, community and leisure uses to meet the needs of a changing high street, both commercially and socially. Meet customer needs by delivering excellence in customer service for all who visit, live and work in the town.

We want to capitalise and build on the strengths of its heritage and traditions of Swaffham as a market town and to create a unique offer that will appeal to the diverse needs of residents, visitors, employees and investors alike and achieve community pride in the town’s distinctive environment.

To promote and protect the environment, respond to the conflicts between people and traffic, whilst maintaining a clean and safe and community for all.

**Strategic Objectives**

* To form a Town Team that will include a core group of individuals from Business, Public Sector and Community and Social Needs; utilising a Skills Audit, will ensure the right mix of skills for the team and it’s governance, with evidence based action plans
* Raise Swaffham’s profile in East Anglia, both as a market town to visit and as a central location for touring the Brecks, West Norfolk, Norwich and the North Norfolk coast; to utilise the urban and natural assets that are in nearby proximity, to generate more footfall and consumer spend e.g. an improved town website to promote the town’s USP, with business and community and tourism links
* To develop networking between existing town groups: both social and community.
* Promote the town as being dementia friendly and to serve the needs of all social groups and to raise the profile of Swaffham as being an environmentally friendly town
* Support the development of education, community learning and employment opportunities by improving the communication and links with local businesses
* To engage with all stakeholders and key partners in order to create a vibrant and viable town centre, whilst being responsive to change
* Enhance the retail, leisure and arts and culture offering in the town; to learn from best practices elsewhere, and identify the best use of resources available to assist and support businesses