

SWAFFHAM NEIGHBOURHOOD PLAN - TOPIC GROUPS

Extracts from Key Evidence Documents

Version 1

March 2017

ALL GROUPS

Swaffham NP Vision & Objectives (as at present)

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

Source: Swaffham Town Council

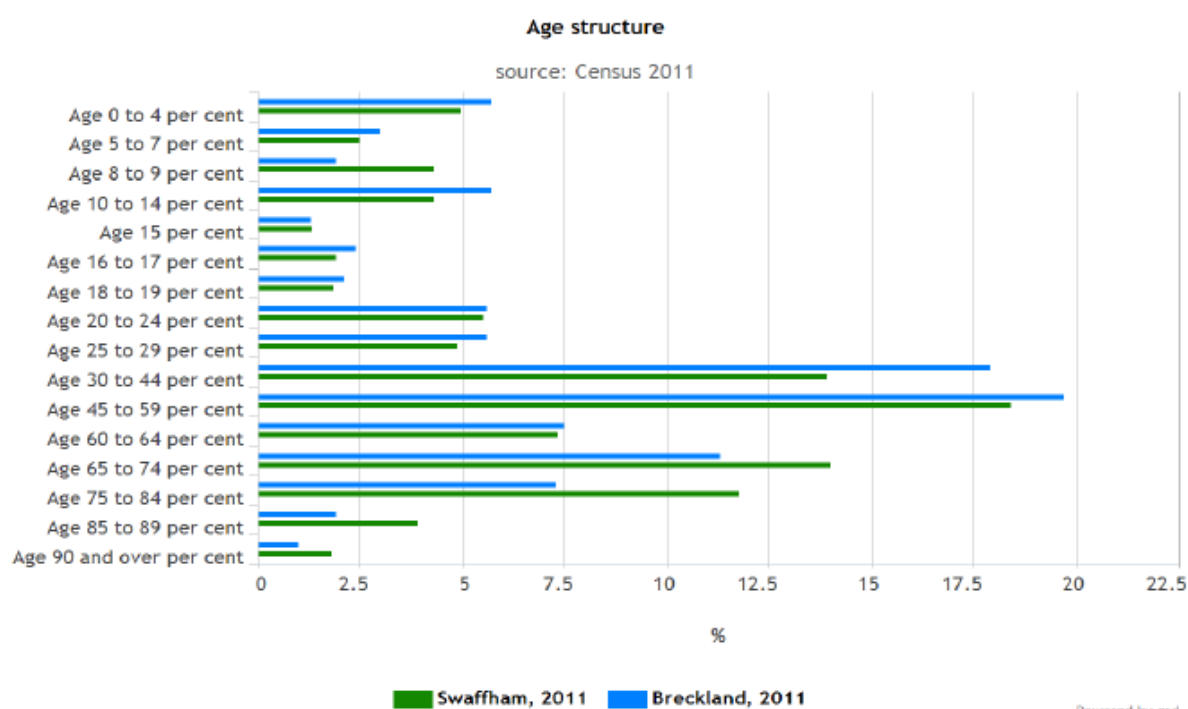
Breckland Council Ward Member Infopack (May 2015)

Residents

Swaffham has a resident population of 7,258 which represents 5.56% of the total Breckland resident population of 130,491. Swaffham Ward's resident population is 53.7% female and 46.3% male.

Age

The mean age of the Swaffham Ward population is 48 years compared to a mean age of 43 years for residents in the whole of Breckland. The predominant age band in Swaffham Ward is Age 45 to 59 which represents 18.42% of the population. The general overview in Breckland is that a significant part of the population is either approaching or in retirement age, increasing demand on supporting services and reducing the recruitment pool in the local economy.



Source: Breckland Council

[file:///C:/Users/seven/Downloads/Swaffham Infopack.pdf](file:///C:/Users/seven/Downloads/Swaffham%20Infopack.pdf)

6 Swaffham

6.1 Swaffham is identified as a market town. The town will provide an additional 1612 new dwellings over the plan period. Of these 1612 dwellings, 900 have either already been completed or are committed and a further 700 dwellings are proposed through this Local Plan up to 2036. The town is located to the west of Breckland and is bounded to the north by the A47.

6.2 Swaffham at the 2011 census had a population of 7,258. The town is entirely contained within the Swaffham parish boundary. The town was previously allocated a single site for residential development through the Site Specifics Policies and Proposals DPD for 250 dwellings. This site is located to the south of the town, to the east of Brandon Road, and is currently under construction. The housing allocations from the Core Strategy have been included within the committed and completed growth figures for the town and have impacted upon the housing target through the Local Plan.

6.3 The town's employment areas are concentrated to the north of the town, with the principle location being the Green Britain employment area. This employment area has good links to the A47 which provides a regular bus service between Peterborough and Lowestoft. There are two saved employment allocations in Swaffham from the Site Specifics, one of which is located to the north of the Green Britain employment area, and the other is to the west. The Local Plan intends to save these areas for future employment use.

6.4 Swaffham has a rich historic environment with a Conservation Area, historic market place and a significant number of listed buildings in the centre of the town. The key gateways on Norwich Road and North Pickenham Road have a historical value with the Manor House and grounds on Norwich Road and a couple of listed farmhouses on North Pickenham Road. The town is bordered by three landscape character areas as identified in the Breckland Landscape Character Assessment. To the northwest of the town is Plateau Farmland, to the west is the Brecks Landscape Character and to the east and south the landscape character consists of Settled Tributary Farmland. The Plateau Farmland and the Brecks Landscape Character areas are identified in the settlement fringe assessment as having the greater sensitivity to change.

6.5 There have been a number of major planning applications considered in Swaffham recently. These planning applications have received the decision to grant planning permission subject to the completion of a section 106 agreement. The planning applications for these sites meet the housing target for the town over the Local Plan period and are therefore presented below as the preferred option.

6.6 Swaffham Town Council is currently in the early stages of preparing a neighbourhood plan for the town which will guide planning applications.

6.7 The following sites will provide for the allocated 700 dwellings over the remainder of the plan period:

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

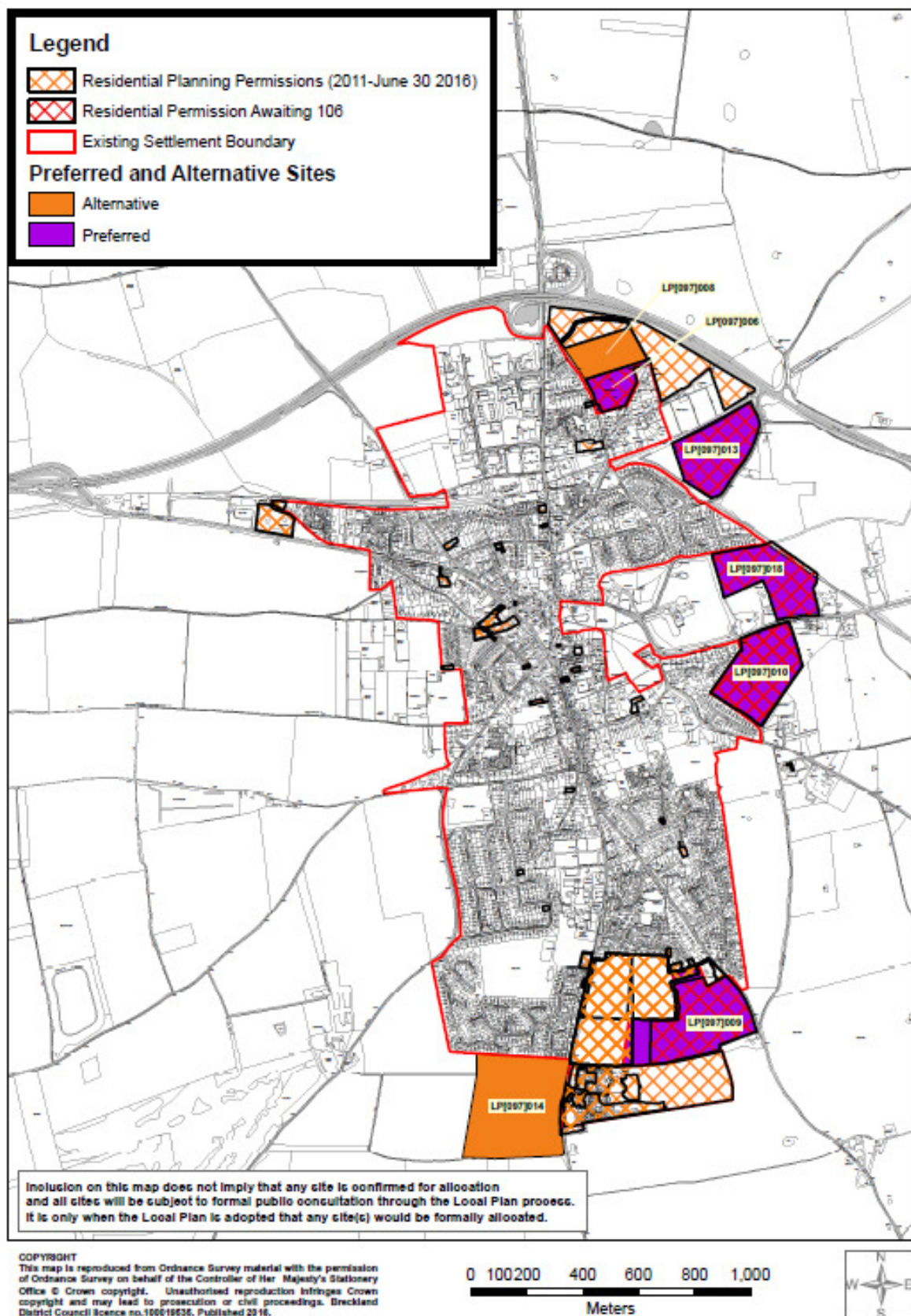


Figure 6.1 Swaffham Preferred and Alternative Sites

Source: Breckland Council Documents Library

<http://www.breckland.gov.uk/article/4313/Documents-Library-Publications>

Transport - Swaffham

Background

- 2.67. Swaffham is a busy market town with one principal through road in the town which joins the town's supermarkets and the A47 strategic road junctions to the north. The through road often becomes congested in summer months and on market days. All proposed allocations currently have outline planning permission and will cumulatively deliver an additional 700 homes to the east and south of the town
- 2.68. Informal consultation with the Highways Authority has indicated that the A47 junctions can cope with additional traffic proposed in the plan period. The principle issue is the cumulative impact of traffic on the town centre, however the relatively limited number of homes (in comparison to the SUE's) and the piecemeal applications in various locations to the east and south mean that development is spread around the town. Therefore new residents will use a variety of routes to access facilities, dispersing additional traffic to some extent and reducing the impact on a single route.
- 2.69. The limited number of homes also means that a bypass or link road is not a feasible or viable solution for the town at this stage, but may be considered in later plan periods. For the proposed allocations the most appropriate solution to help mitigate the impact of additional traffic from new development is to ensure that all new residents on the allocated sites, some of which are considered slightly remote to the east of the town, have a regular public transport service and good footpath/cycling linking new development to the town centre and facilities.
- 2.70. 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 this leads to elevated concentrations of NO₂. The council is monitoring air quality in the town and exploring options to improve the town centre transport network with Norfolk County Council in order to improve air quality. The Council are also undertaking a detailed assessment of the issue to determine whether it is necessary to establish an Air Quality Management Area which will focus improvements. Ensuring new developments are accessible by public transport will offer a more sustainable option for new residents to access the town centre therefore reducing the negative impact on air quality.

Public Transport

- 2.71. Swaffham town centre is accessible by the bus service network which offers a sustainable transport solution for local residents.
- 2.72. 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. Developers for site allocations 018 (land to the north of Norwich Road) and 010 (Land to the south of Norwich Road) have committed in principle to contributing £150,000 and £168,000 respectively to divert existing buses to Norwich Road providing hourly stops at peak times and two hourly services at other times for a minimum period of 5 years. The other allocation sites will also generate a contribution to supplement the bus service.

Localised transport infrastructure improvements

East Swaffham

- 2.73. Site 006 (Days Field in New Sporle Road) has outline planning permission for 51 houses. Early discussions with Norfolk County Council have indicated the developer should provide a contribution of £22,650 towards local public transport facilities. The development will also deliver localised road widening and additional footway provision.
- 2.74. For site allocations 018 (land to the north of Norwich Road) and 010 (Land to the south of Norwich Road), transport improvements will focus on providing a continuous footway/cycleway & pedestrian crossing for Norwich Road to link Captains Close to the town centre.
- 2.75. Site 13 (Land off Sporle Road) has outline permission for around 100 dwellings. The outline permission refers to necessary local highway improvements including provision of a continuous 6m carriageway with pedestrian crossing, 2m footpath, visibility splays and extension to the 30mph limit. No approximate cost has been identified at this point in time.

South Swaffham

- 2.76. Site 009 (Land to the west of Watton Road) forms part of a larger permission to the south of town adjoining existing Taylor Wimpey and Avant Homes developments, some of which have been completed. Principal access for the proposed 175 dwellings would connect with adjacent new development connecting to Brandon Road (A1065). This access has been created to a standard which could already serve 335 dwellings and the Highways Authority are satisfied that it could serve the additional proposed dwellings. Pedestrian and cycle links would be provided to Watton Road, together with an emergency access, providing an alternative route for residents to the town centre. No approximate cost has been identified at this point in time.

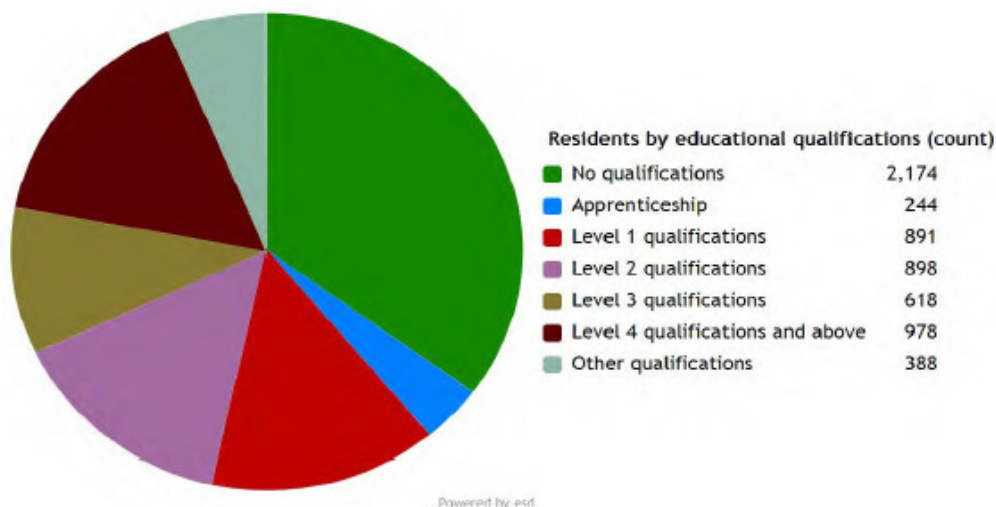
Source: Breckland Council

<http://democracy.breckland.gov.uk/documents/s41694/Breckland%20Draft%20IDP%20Jan17%20compressed.pdf>

EDUCATION & YOUNG PEOPLE

Breckland Council Ward Member Infopack (May 2015)

Education



13.47% of Swaffham's residents have achieved level 4 qualifications and above compared to 25.70% in East of England as a whole and 29.95% of Swaffham's residents have no qualifications compared to 22.50% in East of England.

Source: Breckland Council

[file:///C:/Users/seven/Downloads/Swaffham Infopack.pdf](file:///C:/Users/seven/Downloads/Swaffham%20Infopack.pdf)

Breckland Infrastructure Delivery Plan DRAFT (Jan 2017)

Swaffham

Primary

6.14. Forecasts indicate that 3 forms of entry will be required for Swaffham in the future so further development in Swaffham may put pressure on local schools. Children's Services will need a review of primary provision in the whole area including outlying schools such as Necton and other smaller Diocese run schools.

Secondary

6.15. The High School in the town is the Nicholas Hammond Academy. This school sits on a site that is large enough to accommodate a much larger school and the school as it currently stands has plenty of spare capacity. However, the school being an Academy, any expansion plans would need their approval. With approval, large scale growth could be accommodated.

p.46

Source: Breckland Council

<http://democracy.breckland.gov.uk/documents/s41694/Breckland%20Draft%20IDP%20Jan17%20compressed.pdf>

Swaffham Schools ENGLISH & MATHS GCSE results (DfE 2016)

	Number of pupils at the end of key stage 4(Sorts by this column)	Grade C or better in English & maths GCSEs(Sorts by this column)
The Nicholas Hamond Academy	75	51%
Sacred Heart School	14	57%
Focus School - Swaffham Campus	15	87%
England - state-funded schools only		63.0%
England - all schools		59.3%

Source: www.compare-school-performance.service.gov.uk

OPEN SPACES, LEISURE & SPORT

Swaffham NP Vision & Objectives (as at present)

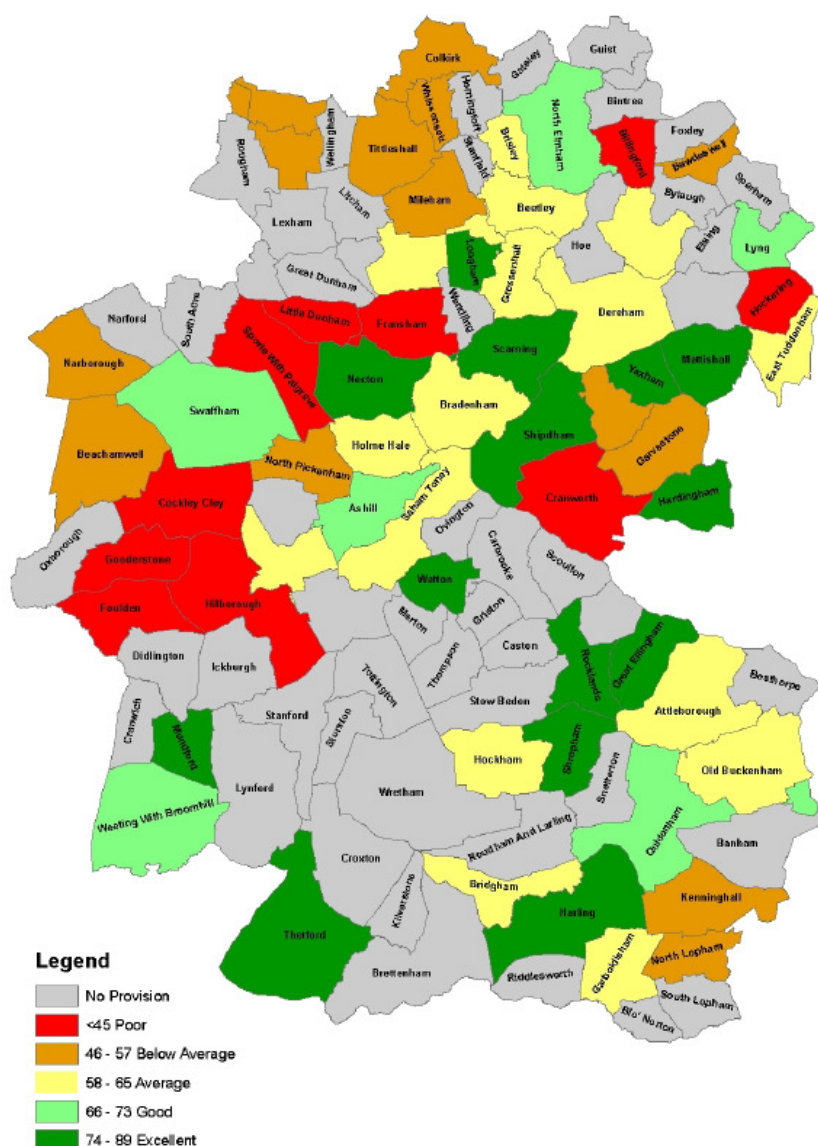
Existing green spaces will be protected and further green spaces will be created.

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

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

Source: Swaffham Town Council

Breckland Open Space Assessment (2015)



Picture 7.9 Average Sports Quality Score by Parish

Breckland Infrastructure Delivery Plan DRAFT (Jan 2017)

Swimming Pools

- Over the period to 2031 there will be the need to maintain the quality of the swimming pools and modernise the venues.
- The scale of unmet demand in 2017 because of the lack of access to a pool is insufficient to support provision of a swimming pool at either location (Swaffham & Watton); however, the second stage of the report will look towards 2031.

Sports Halls

- Maintain and protect the existing supply of sports halls.
- Swaffham leisure centre and Attleborough sports hall: Over the period up to 2031 there will be a need to modernise the sports hall venues. In particular, replace the floor surface, upgrading the lighting systems and modernise changing rooms.
- Given the age of the Swaffham and Attleborough centres, plus the education venues and Watton Sports Centre, it could be more cost effective to re-provide these centres, rather than modernise them. (This will be addressed in the second stage of the study).

p.58

Swaffham

As all preferred sites have outline permission for housing, green infrastructure provision and connectivity has been considered as part of each individual application. As the sites are within close proximity to each other, there is an opportunity to improve public access to the east and south of the town, promoting walking and cycling.

East Swaffham

- 11.30. Site 006 (Days Field in New Sporle Road). This site consists of former allotments and the Ecology Report submitted with the Outline Planning Application has determined that the site has limited ecological value in its present state as scrubland. Proposals include

enhancing the north east corner of the site to provide habitat for amphibians and reptiles, consideration of a public footpath link at this point to connect to a neighbouring development area therefore enhancing connectivity of the site. Public open space will be created in the centre of the site and hedges would be retained where possible. Connections to the existing PRow will be explored at the reserved matters stage.

11.31. Site allocations 018 (land to the north of Norwich Road), 010 (Land to the south of Norwich Road), Site 13 (Land off Sporle Road) are all close to PRow and informal recreation routes including a former railway line which is maintained by the District Council. Norfolk County Council have provided input to the planning applications and consideration of the Local Plan and have recommended contributions of approx. £250-£290 per dwelling (slight variations for each application site) to implement improvements to the adjacent network of footpaths and green infrastructure. This would include surface improvements, steps, vegetation clearance and signage/interpretation. Each development site must also meet the conditions of proposed Local Plan policy ENV04 ensuring that each site provides a local outdoor play space commensurate to the level of new residents. The final policies for these sites will include clauses to ensure the connectivity of sites to the east of Swaffham, and green infrastructure within, and adjacent to the sites is further considered at reserved matters stage.

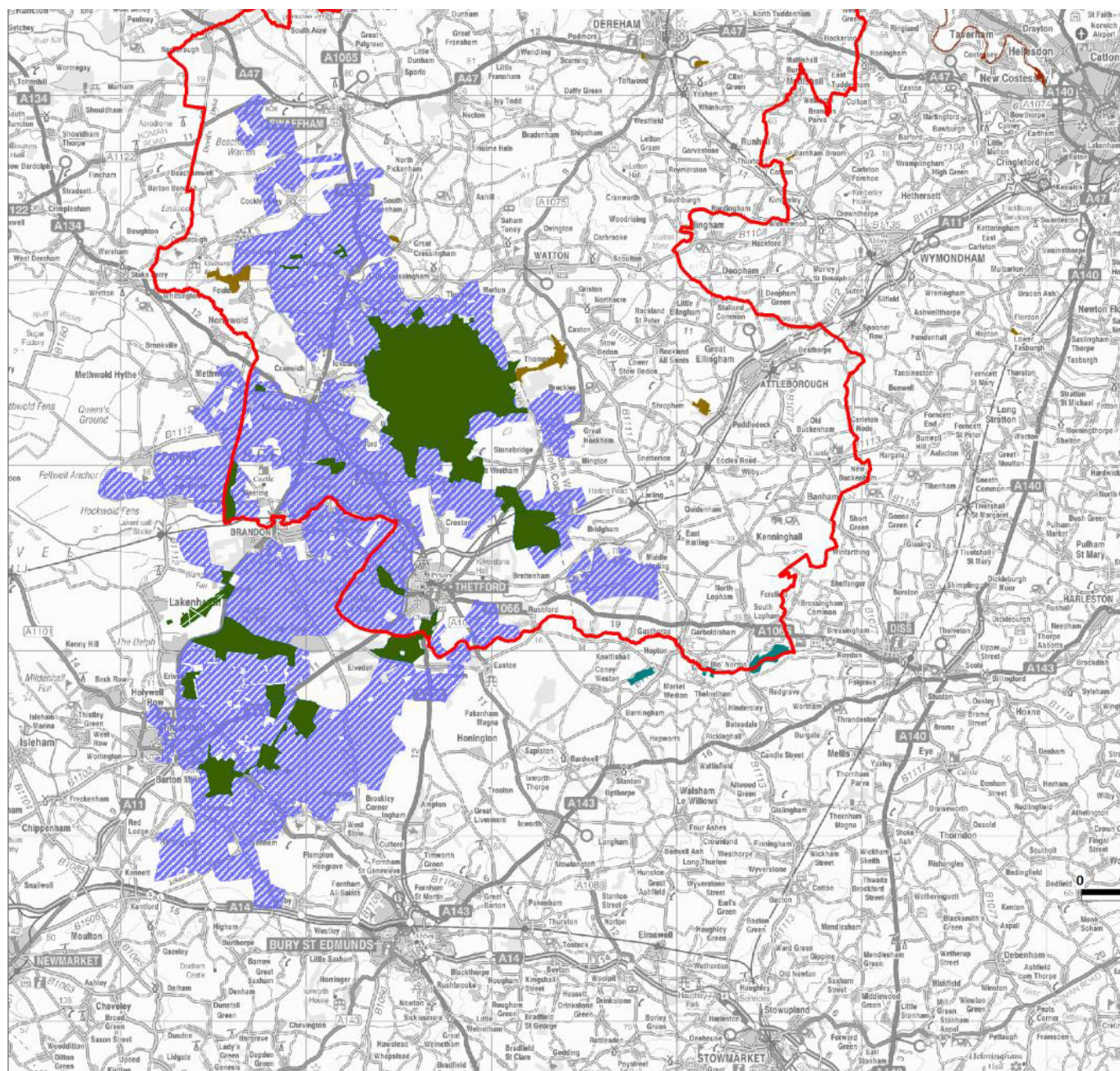
South Swaffham

11.32. Site 009 (Land to the west of Watton Road) is the remaining portion of land adjacent to a large, partly built set of developments to the south of Swaffham. This final development site for 175 dwellings will deliver a large public open space which will be centrally located for the surrounding development sites in addition to green corridors to the east and southern boundary. Existing hedgerows will be retained.

Source: Breckland Council

<http://democracy.breckland.gov.uk/documents/s41694/Breckland%20Draft%20IDP%20Jan17%20compressed.pdf>

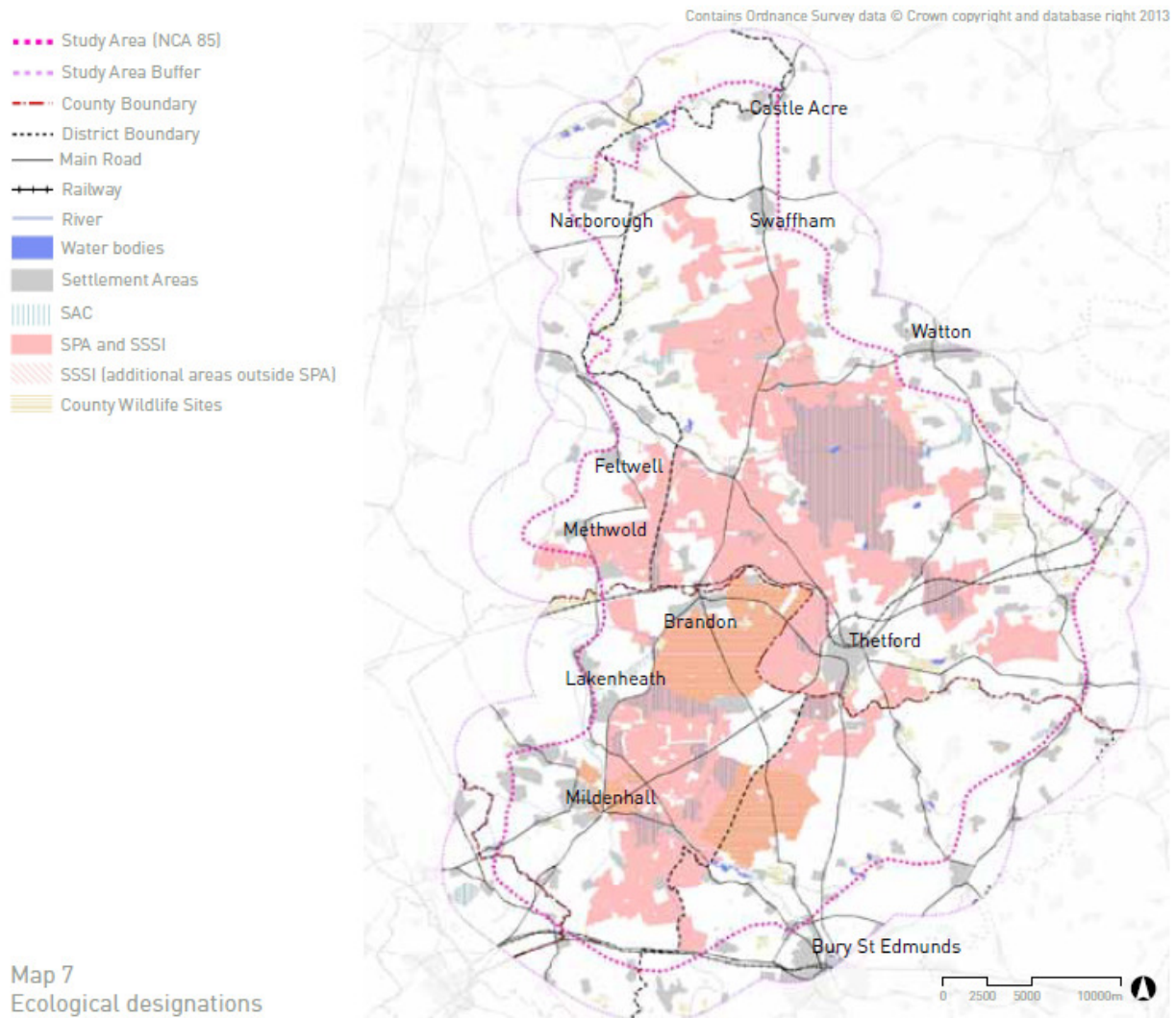
Breckland Habitat Regulations Assessment of the Local Plan (Sep 2016)



Source: Breckland Council

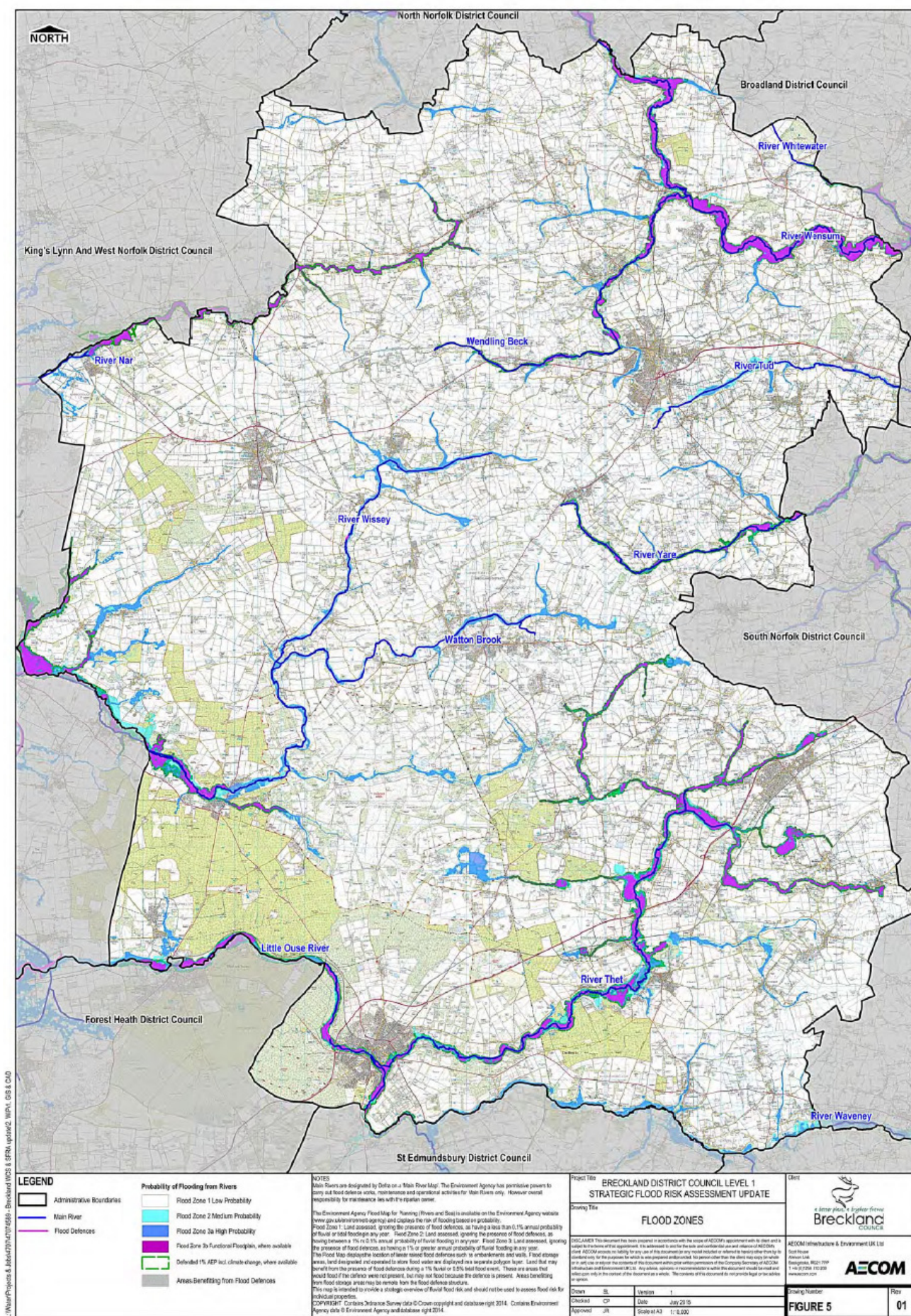
<file:///C:/Users/seven/Downloads/Breckland HRA preferred sites and settlements 180916.pdf>

Brecks Partnership – Brecks Landscape Character Assessment (Oct 2013)



Source: Breckland Council Documents Library <http://www.breckland.gov.uk/article/4313/Documents-Library-Publications>

Breckland Strategic Flood Risk Assessment (Jan 2017)



C.4 Swaffham – Market Town

Swaffham – Market Town

Assessing Flood Risk – Flooding from Rivers

The town of Swaffham is at least 4 km from any main river and is located entirely within Flood Zone 1 Low Probability of flooding. It is therefore considered not to be at flood risk from this source. In addition, there are no watercourses marked on the Environment Agency Detailed River Network or Ordnance Survey maps in the Swaffham area. A site visit has shown that Swaffham is generally higher than the area surrounding it and there are no watercourses in the valleys surrounding the town.

Assessing Flood Risk – Flooding from Surface Water

The town lies on a chalk basin, covered with poorly draining clay soils. This means that flooding may occur due to the collection of surface water from precipitation. At present there is no positive drainage system for the town, with surface water either draining to deep drainage boreholes direct to the chalk aquifer or pumped to the River Wissey at North Pickenham.

The Breckland District Council has reported surface water flooding incidents in Northwell Road. The Highways Agency reported a surface water incident on the A47 sliproad to the west of the town.

The uFMfSW mapping shows there are several areas in Swaffham that may be susceptible to surface water flooding. These include:

- Surface water ponding over Brandon Road (A1065) in the south of Swaffham
- There is a low risk of surface water ponding in the east, adjacent to the church and over North Pickenham Road
- In the most northerly area of Swaffham there is high risk of surface water flooding next to the superstore complex.

Assessing Flood Risk – Flooding from Groundwater

The AStGWF mapping in **Appendix A Figure 7** shows that Swaffham is located in an area with no susceptibility to groundwater emergence.

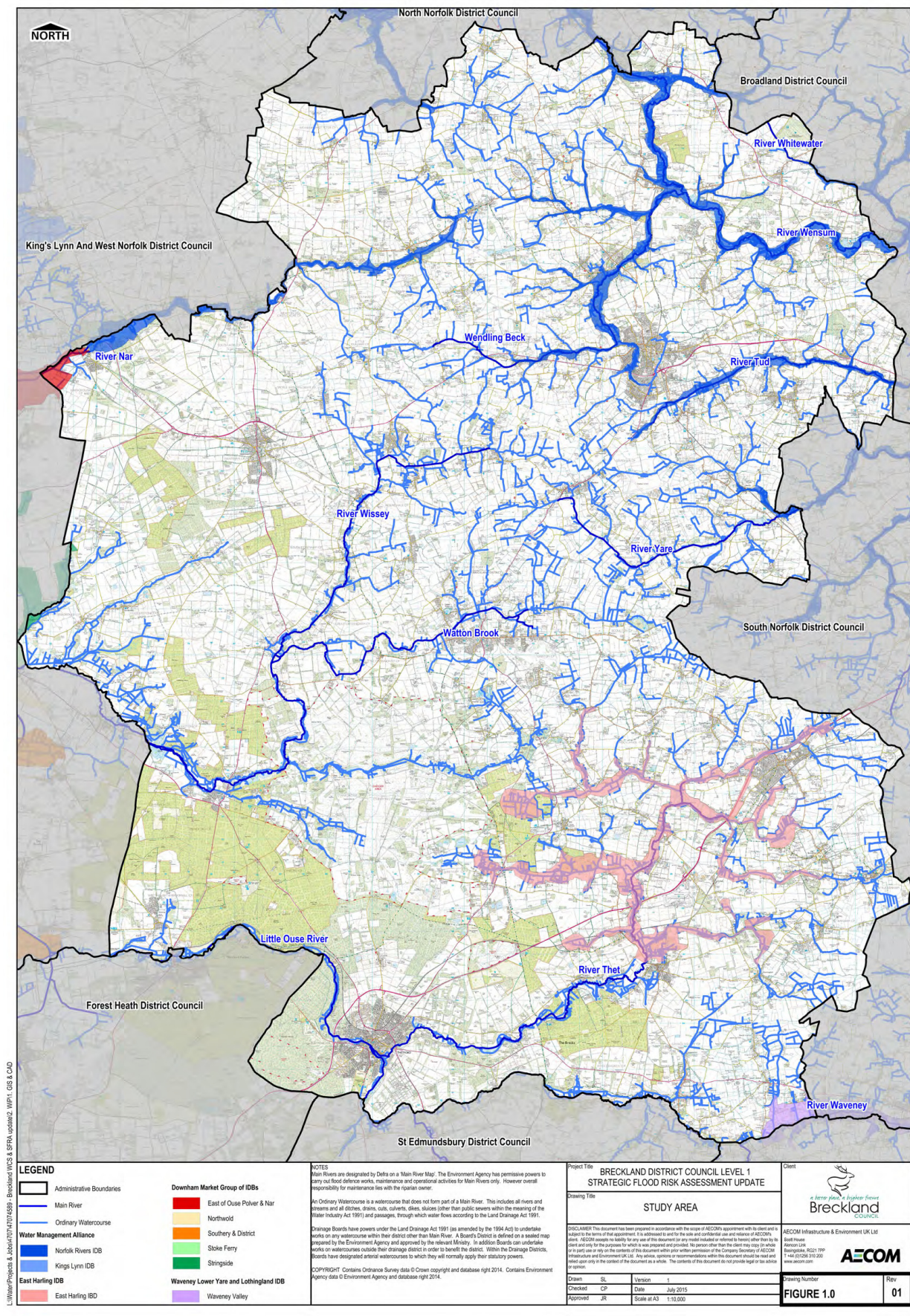
There are no records of groundwater flooding in the area.

Assessing Flood Risk – Flooding from Sewers

The Lynn News reported regular sewer flooding in Swaffham on Sporle Road, New Sporle Road and West Acre Road.

Assessing Flood Risk – Reservoirs, canals, other artificial sources

Reference to the Environment Agency Risk of Flooding from Reservoirs mapping online shows that there are no reservoirs which could pose a potential risk to Swaffham. The nearest reservoirs to Swaffham are Fourteen Acre Field to the south west and Hullgate Field to the east.



Source: Breckland Council Documents Library <http://www.breckland.gov.uk/article/4313/Documents-Library-Publications>

TOWN CENTRE, VISITORS & HERITAGE

Market Towns Report 2015

3.16 Swaffham



Swaffham is a large attractive market town that sits at the very northern point of the Brecks. It is located off the A47. A market is held every Saturday at the buttercross and a twice monthly farmers market.

Many of the buildings date back to Georgian and Medieval times, reflecting the fact that Swaffham has long been a commercial centre.

The Green Britain Centre to the north of the town is a venue and destination for businesses, schools and the public.

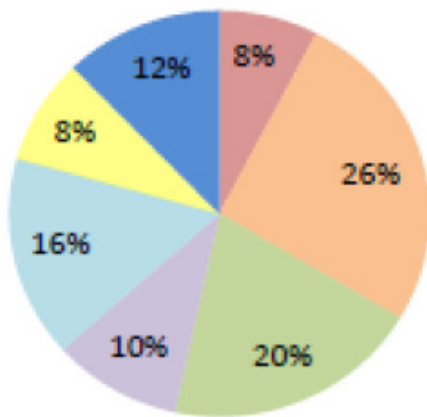
Key Facts

Estimated parish population (2011)	7,258
Number of town centre business premises (2015)	127
Town centre business premise vacancy rate (2015)	1.57% (2 units)
Estimated number of Jobs (2011)	3,100
Parish work day population (2011)	7,549

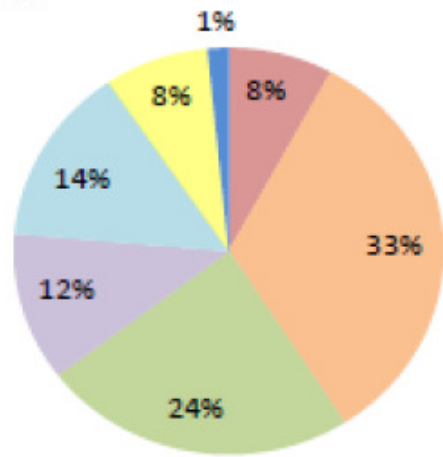
Key Findings from 2015 Survey

- The distribution of businesses are in the main town centre
- There is town centre museum that attracts tourists and visitors to the town
- Swaffham is home to a number of award winning local food businesses
- This wide range of attractions, combined with a variety of shops ranging from small independent businesses to large national chain stores could have contributed to vacant units decreasing by 88% (14 units) in the last two years.
- As well as previously vacant properties now being occupied there were also units under refurbishment which when complete will further enhance the town centre.

2013

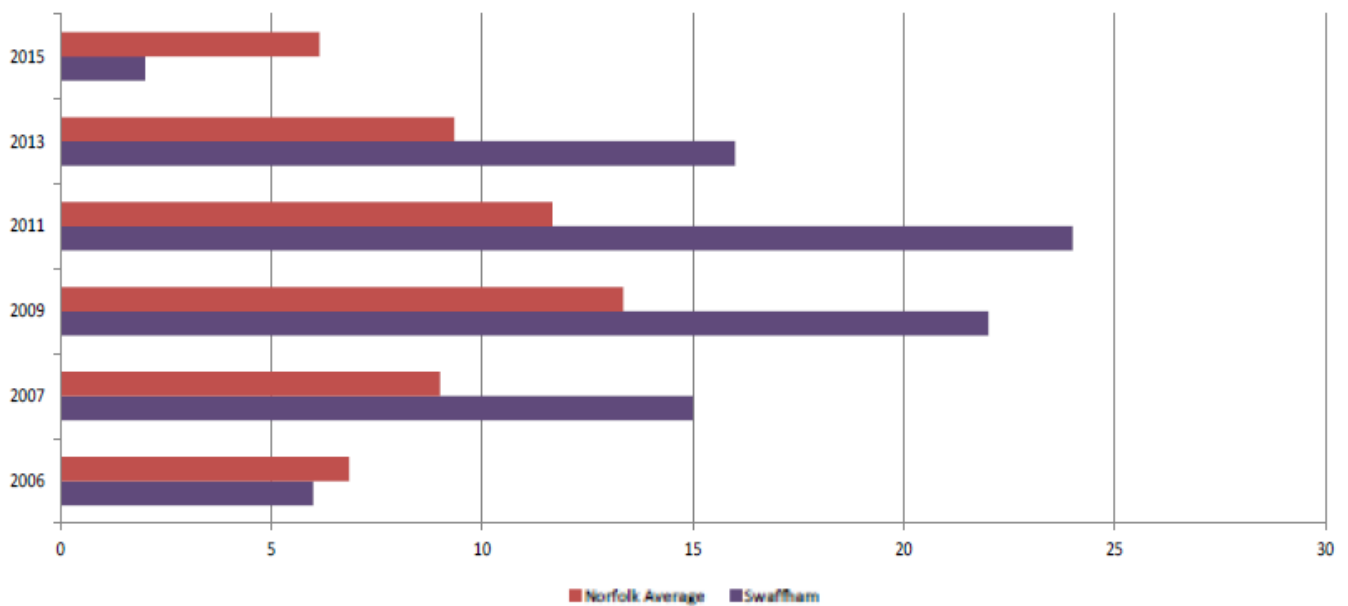


2015



■ Convenience Retailers
 ■ Comparison Retailers
 ■ Leisure Services
■ Retail Services
 ■ Financial & Business Services
 ■ Local Public Services/Facilities
■ Vacant Units

Vacancy Rates



Source: Norfolk County Council

[file:///C:/Users/seven/Downloads/Market%20Towns%20Report%202015%20\(1\).pdf](file:///C:/Users/seven/Downloads/Market%20Towns%20Report%202015%20(1).pdf)

Breckland Retail Study Update (Dec 2014)

Figure 4.3: Mix of Uses by Unit (%)

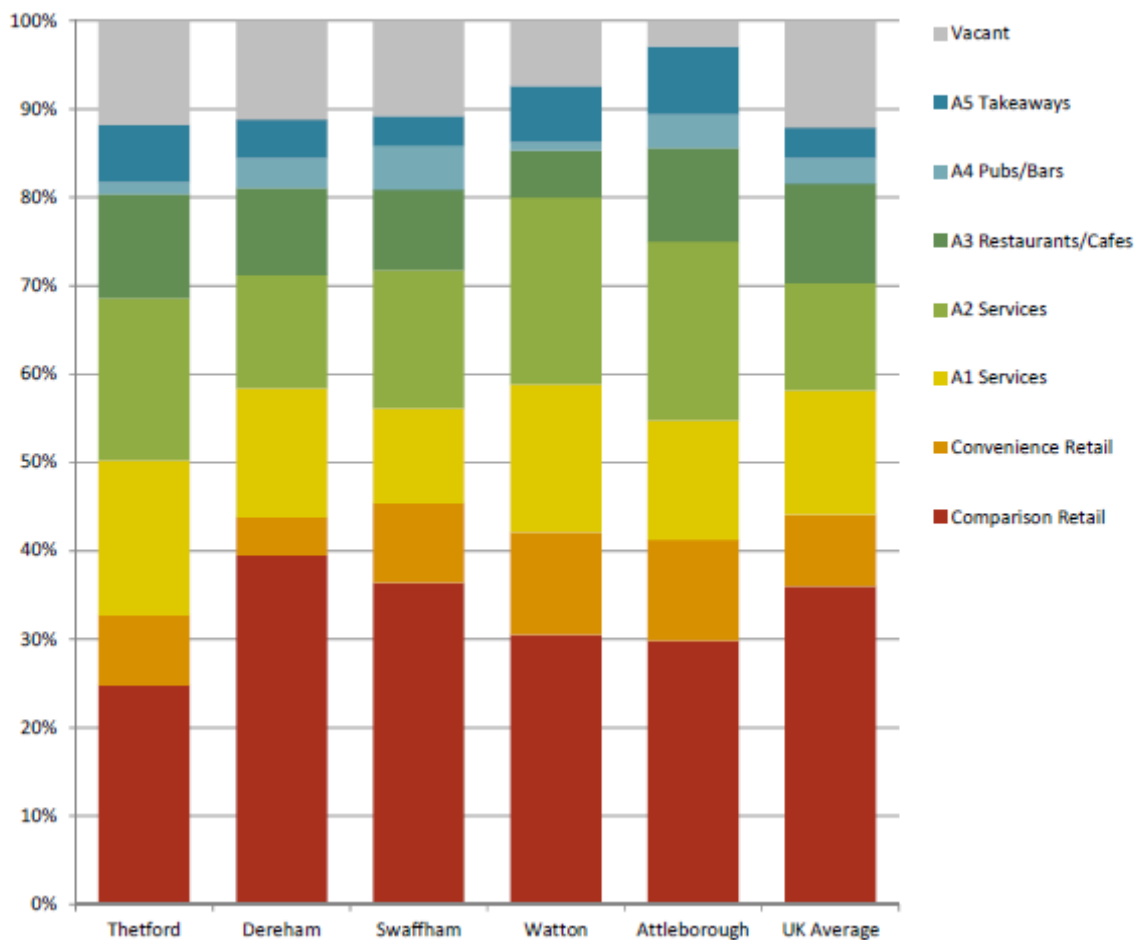


Table 2.2 Existing Retail Shop Provision

Centre	Town Centre Class A1 Shop Units	Convenience Goods Floorspace (sq.m net)	Comparison Goods Floorspace (sq.m net)
Thetford	77	6,918	19,438
Dereham	136	8,662	22,718
Swaffham	68	6,028	3,567
Watton	57	2,290	3,038
Attleborough	63	2,735	3,431
Total	401	26,633	52,192

Source: Breckland Land Use Survey 2014

Table 4.1: Comparison Goods Average Sales Densities

Town	Average Sales Density 2014 (£ per sq.m net)
Thetford	£3,960
Dereham	£3,831
Swaffham	£3,023
Watton	£5,014
Attleborough	£4,142
Breckland Average	£3,913

Table 4.2: Summary of Convenience Goods Floorspace Projections at 2036

Centre	Net Sales Floorspace	Gross Floorspace
Thetford*	1,793	2,561
Dereham	1,599	2,284
Swaffham	-	-
Watton	221	315
Attleborough*	1,180	1,685
Other Breckland	88	126
Total	4,881	6,971

Source: Table 14 in Appendix 2

* projections include SUE population

Table 4.3: Summary of Comparison Goods Floorspace Projections 2036 (sq.m)

Centre	Net Sales Floorspace	Gross Floorspace
Thetford*	5,394	7,193
Dereham	3,275	4,366
Swaffham	409	546
Watton	768	1,024
Attleborough*	1,588	2,117
Other Breckland	70	93
Total	11,504	15,339

Source: Table 14 in Appendix 3

* projections include SUE population

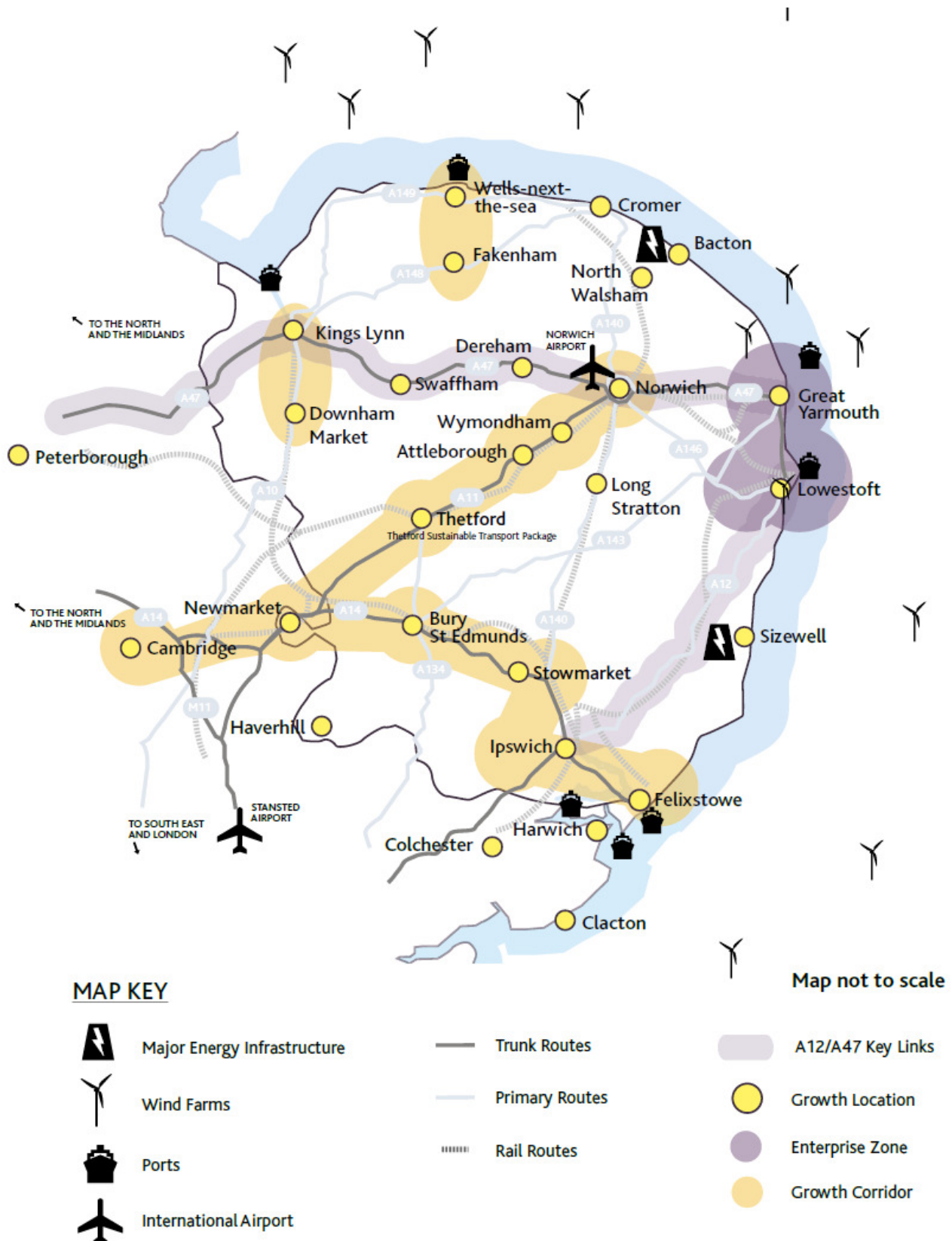
Swaffham has five large food stores, including Waitrose and Tesco stores of around 2,000 sq.m net, which are suitable for main and bulk food shopping. There is an excellent range and choice of food and grocery shopping provision in Swaffham. Swaffham retains a high proportion (66%) of convenience goods expenditure within its respective study area zone, bearing in mind much of Zone 3 includes villages that are closer to Dereham. The retail capacity figures suggest Swaffham has an over-provision of convenience good floorspace for the foreseeable future. There is no quantitative or qualitative need for further convenience goods retail provision in Swaffham.

(p.33)

Source: Breckland Council Documents Library <http://www.breckland.gov.uk/article/4313/Documents-Library-Publications>

BUSINESS & EMPLOYMENT

New Anglia Strategic Economic Plan (2015)



Source: New Anglia Local Enterprise Partnership (LEP)

<http://www.newanglia.co.uk/wp-content/uploads/2014/03/New-Anglia-Strategic-Economic-Plan-V2.pdf>

Swaffham NP Vision & Objectives (as at present)

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

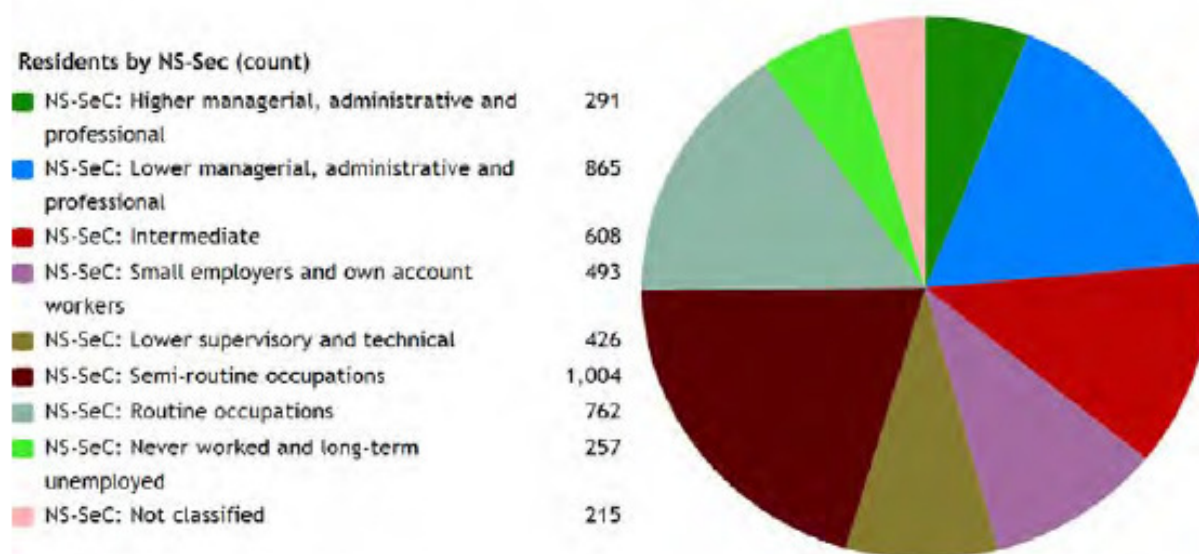
Development will be driven by new employment opportunities, which will include engineering, research and development, logistics, food production and agriculture. Cementing Swaffham's perceived 'green' credentials, promoting sustainable development with retail outlets providing jobs and helping make the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

Source: Swaffham Town Council

Breckland Council Ward Member Infopack (May 2015)

Employment

The following chart provides a breakdown of the Swaffham by socio-economic classification for all residents aged 16 – 74.



Source: Breckland Council

file:///C:/Users/seven/Downloads/Swaffham_Infopack.pdf

Breckland Local Plan Preferred Site Options and Settlement Boundaries (Sep 2016)

27 Employment Sites

Introduction

27.1 Within the Preferred Directions consultation document, PD06 - 'Economic Development' set out the amount of employment land to be allocated within the Local Plan.

27.2 It proposed that for the period 2011 - 2036, 67 hectares of employment land would be allocated to allow for a range and choice of employment sites to meet economic need and demand. The distribution of the new employment allocations proposed was as follows:

- Attleborough - at least 10 hectares
- Dereham - at least 6 hectares (consisting of the specific allocations identified in the site specific policies and proposals DPD - Policies D4 and D5 - which have been identified as saved policies for the Local Plan)
- Swaffham - at least 9 hectares (consisting of the specific allocations identified in the site specific policies and proposals DPD - Policies SW2 and SW3 - which have been identified as saved policies for the Local Plan)
- Thetford - at least 22 hectares (consisting of the specific allocations identified in the Thetford AAP - Policy TH30 - which has been identified as saved policies for the Local Plan)
- Snetterton - at least 20 hectares

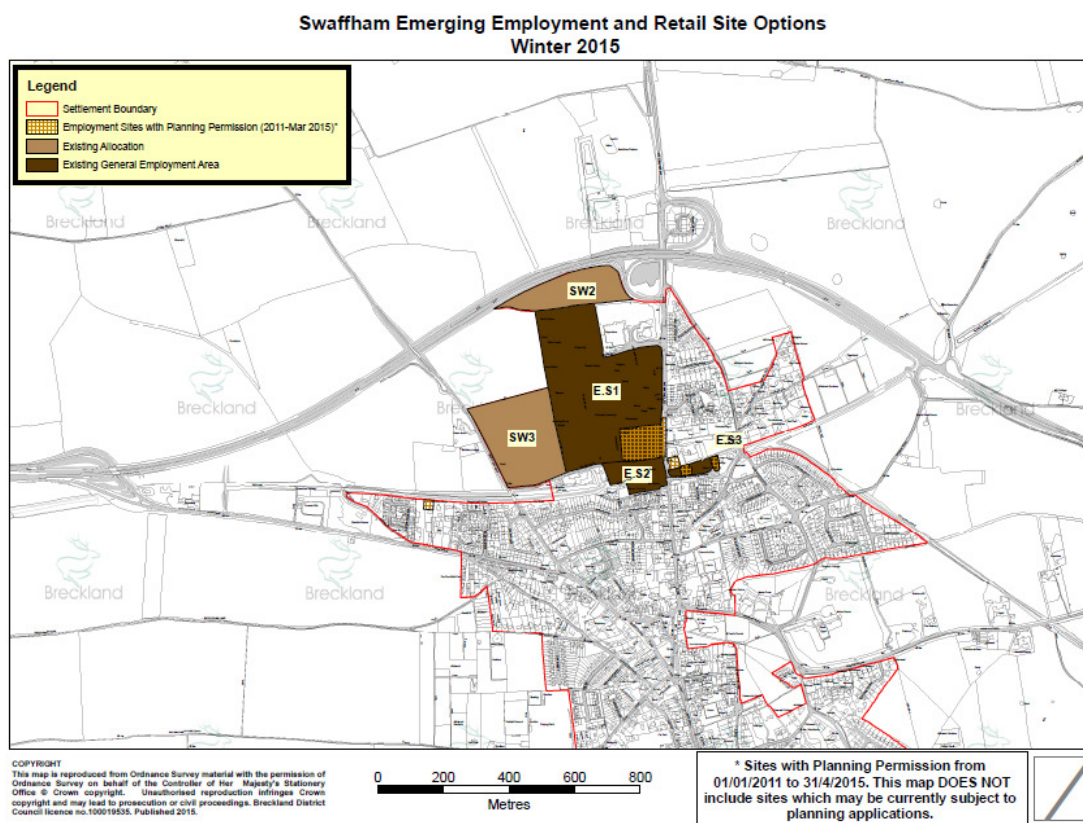
27.3 Part 2 of the Preferred Directions consultation looked at emerging site options, including reasonable and unreasonable employment site alternatives in Attleborough and Snetterton Heath.

27.4 The employment land provision for Attleborough will be identified through the Attleborough Neighbourhood Plan, and does not form part of this interim consultation document.

27.5 Within Dereham, Swaffham and Thetford, the preferred approach remains as previously consulted upon in the Preferred Directions document, so will not be revised as part of this interim consultation.

27.6 Therefore the sole matter relating to employment sites to be addressed in this interim consultation is employment land provision at Snetterton Heath. The Local Plan seeks to allocate 20 additional hectares of employment land at Snetterton Heath in line with the findings of the Breckland Employment Growth Study.

Source: Breckland Council Documents Library <http://www.breckland.gov.uk/article/4313/Documents-Library-Publications>



Source: Breckland Council

http://consult.breckland.gov.uk/events/27614/images/highresRGB/3679933_0_1.pdf

Table 5.1 Distribution of employment sites

Location	Number of sites	Total Site Area (ha)	% of total site area
Attleborough	4	33.6	7%
Dereham	5	50.0	11%
Snetterton Heath	2	73.9	16%
Swaffham	5	25.2	5%
Thetford	7	173.8	36%
Watton	4	30.1	6%
Weeting	2	33.4	7%
Rural locations	7	58.5	12%
Total	36	478	100%

Swaffham

5.22

Swaffham's employment areas are concentrated around its northern outskirts with the principal location being this 14.1 hectare site, the **Ecotech Business Park [12]**. 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 distinctive EcoTech Centre, a visitor centre dedicated to the promotion of sustainable development and environmental issues, which has a strong education and training element backed by the involvement of the University of East Anglia. Adjacent to this, and mainly extending off Turbine Way (the main internal road for the business park), is a mix of office, light industrial and some warehouse units all of which have been developed to a very high standard and appear to have exceptional sustainable credentials, though a number of these units were vacant when the assessment occurred. This provision is serviced by excellent internal roads and there is ample offsite parking. It is evident that the business park accommodates a small cluster of professional and financial services firms, with for example, one building occupied by Mansell Construction Services and another nearby unit occupied Manorcourt Homecare. In many respects the development of this site seems to have been a great success. However, it still features several plots that are yet to be developed (collectively amounting to 3.6 hectares), and market feedback indicates that there is very little interest in any of this land. And, while it is recognised that a bus service is available, the linkage between this employment area and Swaffham's town centre is arguably weak. Despite this, in overall terms this site performs exceptionally well against the assessment criteria.

5.23

There are also two further undeveloped plots adjacent to the Eco-Tech Employment Area, which have been allocated for employment use. Amounting to 3.1 hectares, **Land North of the Ecotech Emp Area [13]** is a small arable field, between the main Ecotech Business Park and the A47 trunk road, which is screened by trees and hedges on the western, eastern and southern boundaries. It has an irregular shape which will limit opportunities for large industrial units and some of the trees on the southern boundary of the site will need to be removed in order to achieve a suitable development. Totalling 5.9 hectares, **Land West of the Ecotech Emp Area [14]** consists of a larger field to the west of the Eco-Tech Employment Area, and is notably bounded by dispersed housing to the south on Bears Lane and to the west on West Acre Road. Part of this plot is on a backfilled quarry, so potentially remediation and ground contamination work may be required. The Site Specifics Policies and Proposals DPD, adopted in early 2012, sets a requirement for a phased release of this land - see Policy SW2 and Policy SW3. Nevertheless, as is the case with undeveloped plots on Ecotech Business Park, market feedback indicates that, in the short term at least, these sites are unlikely to generate sufficient interest for employment-led development. This factor is reflected in the grading of these sites, which in overall terms are accordingly rated as average which considered against assessment criteria.

5.24

Also off Castle Acre Road and closer to town centre, is **Station Yard [15]**, which is where Swaffham's former railway station is located. This small fully developed, employment area, amounts to 1.5 hectares and other than the old station building itself, comprises a car park and a terrace of ten small garage workshops, which is owned and managed by the council. The terrace is of reasonable condition and at the time of the assessment only one of the units was vacant. And the site has good access to local services. However, while it may fulfil a local requirement of providing affordable business space, this accommodation is considered to have very limited market appeal. Overall, this employment site performed relatively well when considered against assessment criteria.

5.25

On the opposite side of Castle Acre Road from Station Yard is **Tower Meadows [16]**, which is located on an embankment, formerly used as railway sidings. This is another small fully developed employment area, which amounts to 0.5 hectares. Owned and managed by Glen House Estates the site comprises four small, relatively recently completed, warehouse units. Good access to this space is provided by Tower Meadow Roads, there is ample parking, and local services are within walking distance. None of the units were vacant when the assessment occurred. On the whole this employment site performed relatively well when considered against assessment criteria.

Table 7.4 Comparison of Employment Land Supply and Demand to 2031 by Settlement

Location / Settlement	Existing Employment Land Supply (ha)	Gross Past Take-Up (2007-2013) sq.m	Share of District's Employment Space (VOA)	Reported Level of Market Demand	Demand / Supply Balance to 2031
Attleborough and Snetterton	18.0 (16%)	36,590	15.4	High	↔
Dereham	13.5 (12%)	3,170	8.9	Moderate	↔
Swaffham	13.4 (12%)	2,640	2.7	Low	↑
Thetford	52.7 (45%)	7,850	35.6	High	↔
Watton	2.4 (2%)	8,010	6.4	Moderate/ Low	↔
Rural/other	16.4 (14%)	20,160	30.9	Moderate/ Low	↑
Total	116.4 (100%)	78,420	100%	Moderate	

KEY



= adequate supply



= over-supply

Note:

Proportions of existing supply by location based on analysis of a sample of monitoring data by General Employment Area (GEA) and non GEA

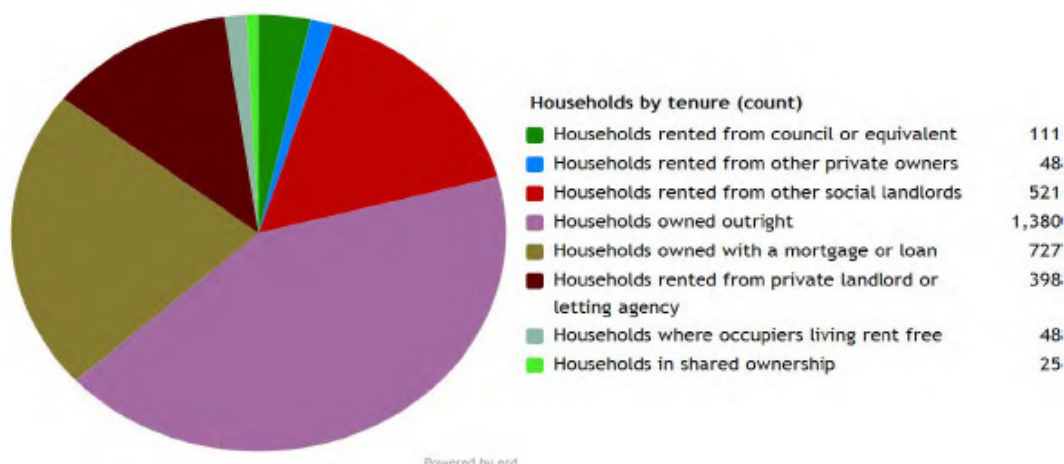
Source: Breckland Council Documents Library <http://www.breckland.gov.uk/article/4313/Documents-Library-Publications>

HEALTH & COMMUNITY SERVICES

Breckland Council Ward Member Infopack (May 2015)

Households

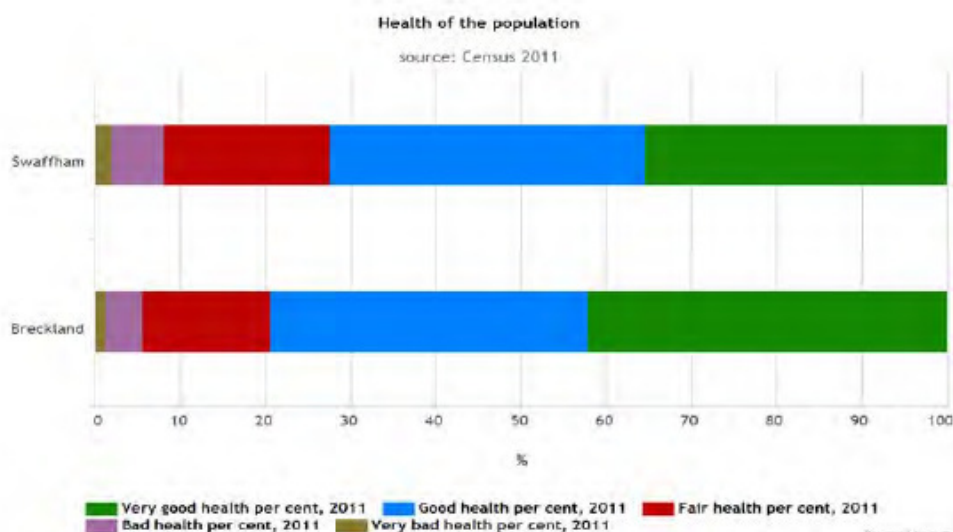
Swaffham Ward has 3,517 households, compared to Breckland's 58,021 households. The household split by tenure is shown below.



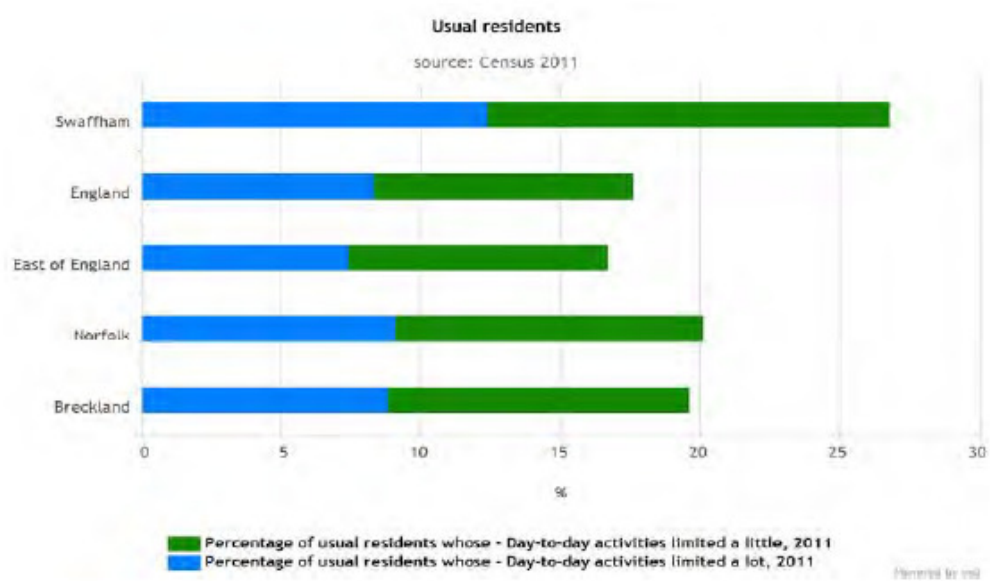
Health

Swaffham Ward has 441 (6.1%) residents that report being in bad health and 136 (1.9%) residents that report being in very bad health. Its ranking for the number of residents in very bad health is 27 (out of 27 wards) within Breckland.

This chart shows the percentage of people in Swaffham ward who reported their general health as very good, good, fair, bad or very bad in the 2011 census. The percentage of people in Swaffham reporting their health as bad or very bad is 7.9%, or 577 people. This includes 441 people who report their health as bad, and 136 people who report their health as very bad. This compares with 5.5% for the Breckland District, and 5.6% in Norfolk reporting their general health as bad or very bad.

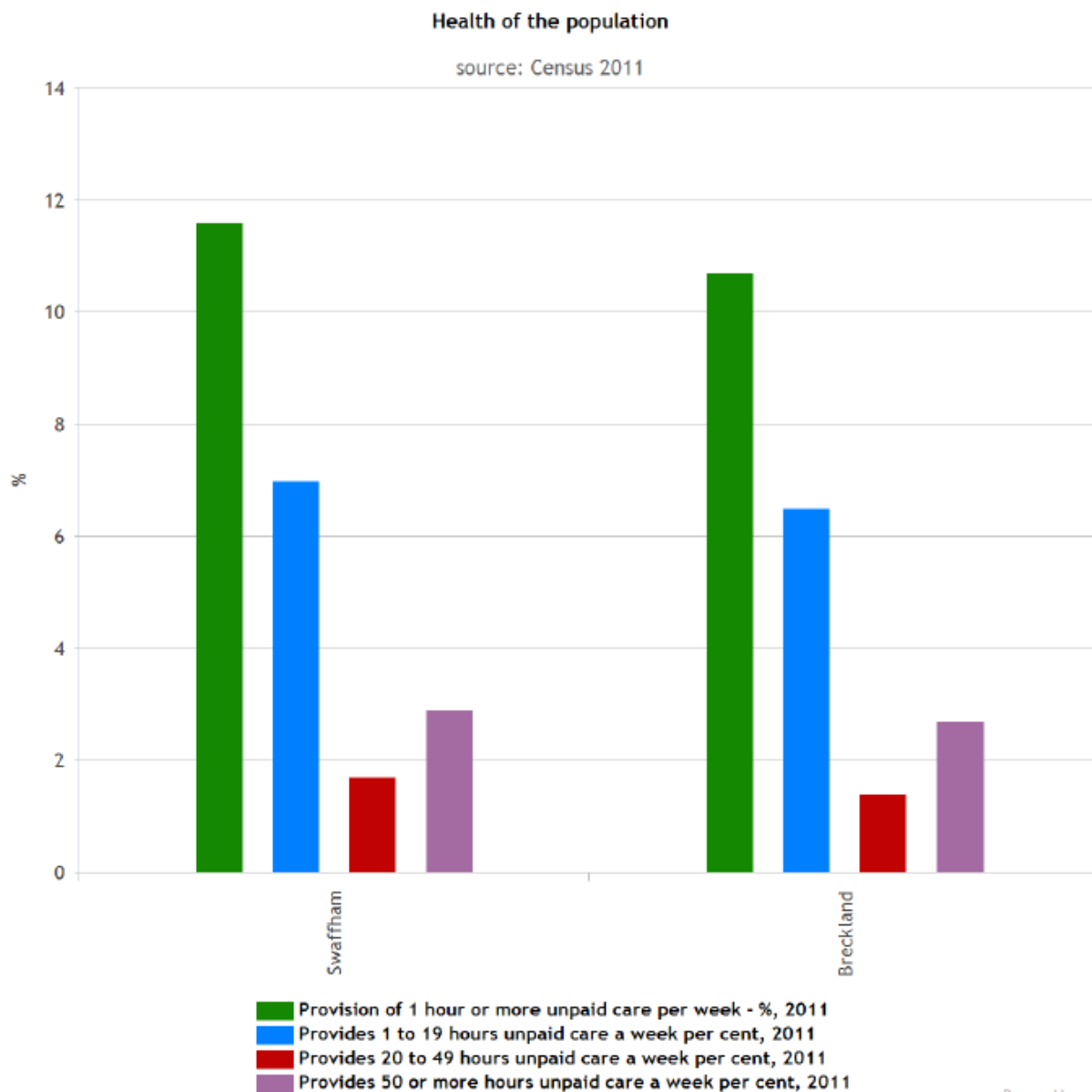


This shows the percentage of people in Swaffham Ward who reported that their day to day activities are limited by a long term illness or disability. The percentage of people in Swaffham Ward reporting their day to day activities as limited a lot is 12.4% (902 people). In addition, 14.4% (1,043 people) reported that their activities were limited a little. This is 26.8 per cent of the population of Swaffham who say that their day to day activities are limited due to their health, affecting 1,945 people. This compares with 19.7% for the Breckland District reporting their day to day activities are limited a little or a lot by their health.



Care provision

The chart below shows the proportion of the residents in ward who provide care, compared with Breckland as a whole. Swaffham Ward is ranked number 11 for percentage of population providing 1 or more hours of unpaid care per week in Breckland, with Ashill Ward having the highest percentage of residents providing unpaid care (13.9%) and Thetford Castle providing the lowest (7.2%). This could be as a result of greater need for care or less access to paid care services.



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