Events & Entertainment — the Council organises and delivers key events throughout the year in support of the market and the town as well as regular entertainment booked for the Buttercross.

Annual events include; the Market promotes: Sheep Fair, Norfolk Day, Dad's Army Day, Christmas Lights Switch—On to name a few.

A great opportunity for traders and definitely worth a visit..



Further information about upcoming events are regularly advertised locally and on social media:



@SwaffhamMarket, @SwaffhamClerk, @SwaffhamNP, @MarketSuperint1, @Swaffhamevents, @SwaffhamCouncil

market@swaffhamtown council.gov.uk

www.swaffhamtowncouncil.gov.uk

We look forward to seeing you soon



Town Hall 4 London Street Swaffham PE37 7DQ 01760 722 922



How to find us.

Swaffham
is conveniently
located along the A47
between Kings Lynn
and Norwich; only
30 minutes
from the coast



Free **car parking** is available in the town, all within a 5 minute walk of the central Market Place.

- ~ Theatre Street Car Park (300+ spaces)
- ~ Station Car Park (30 spaces)
- ~ Pedlars Car Park (25 spaces)
- ~ Lynn St Car Park (22 spaces)

There is additional side road parking in and around the town, however there are timing restrictions - *please be aware*.

Disabled & Toilet Facilities — there are a number of disabled parking bays and 2 disabled toilets in the town.

Buses — Swaffham benefits from several key bus routes — First / Konnectbus & West Norfolk Community linking the town to Peterborough, Kings Lynn, Norwich, Watton, Dereham & surrounding villages

Swaffham is home to a number of independent and specialist shops and services; bookshops, boutiques, clothes, charity, florists, toys and games shops, pet food stores, electrical goods and furniture to name but a few.

There is also a wide variety of cafes & hostelries who trade in and around the town, including in the many historic buildings surrounding the Market Place.

A visit to Swaffham is a good day out

Swaffham Norfolk's Market Town



Founded in 1215, Swaffham Market has a long held tradition of being a market town promoting local traders and producers selling quality retail goods, fresh produce and products to the local community.

Swaffham Market is the heart of the town and a key focus for residents, businesses and visitors on a Saturday.

The Town Council is fully committed to continuing to build the market and to maintaining a strong market presence in the centre of Town; helping traders establish and improve their businesses and to provide an excellent customer experience for residents, businesses and visitors.



Swaffham Market is spread over the main

Market Place, East Side and War Memorial

Regular Licenced Traders have set pitches, there aresome limited spaces available for Casual Traders.



Swaffham Market

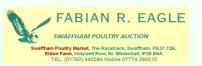
Auction, a regular feature since the early days of the Market, has seen C & R Auctions

Swaffham Auction

several local Auctioneers ring the 11a.m bell; there have been many interesting items put up for auction.

February 2017 welcomed new auctioneers to the Market; Paul Cross and Helen Robinson from C & R Auctions. They are experienced local auctioneers with a long association with Swaffham; Paul has worked alongside local characters Noel Abel and Tyrone Roberts.

Swaffham Poultry Auction, is held at Swaffham Raceway; gates open for



entries at 8.30am until 11am and the auction starts at 11.30am.

'We sell a variety of small livestock, including all types of poultry and waterfowl as well as rabbits, hatching eggs and poultry feed.'

www.fabianreagle.co.uk - www.poultryauctions.co.uk

Whats on offer:



Friday Indoor Market, held at the Assembly Rooms,

Market Place has a selection of over 20 stalls with cafeteria and seating, open every Friday 9am-2pm. On an ad-hoc basis the indoor market is also held on a Saturday.



Trading on Swaffham Market couldn't be easier:

Regular Licenced Trader — has an approved market licence, securing a specific market pitch at a discounted monthly cost.

<u>Casual Trader</u> — allows traders to trade ad-hoc when they wish. A daily, discounted rate is applicable.

All Traders are required to have valid Public Liability Insurance cover and where applicable Food Hygiene certificates.

Gazebo & tables - are available for hire for the day.

Anyone interested in trading on the market should contact the Market Superintendent on the day or by email: market@swaffhamtowncouncil.gov.uk

There is a dedicated **Market Committee** chaired by the Town Council with Market Trader Representatives; everyone is passionate about the market and work tirelessly to ensure the Market remains a key focal point of Swaffham, enhancing local businesses and promoting the town.

