

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@swaffhamtowncouncil.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 & hosteleries 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 are some limited spaces available for Casual Traders.



Swaffham Market

Auction, a regular feature since the early days of the Market, has seen 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.

Casual Trader — 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.

