



 Norfolk County Council

# Local Cycling and Walking Infrastructure Plan for Norfolk

**Swaffham**

**May 2023**

**Travel  
Norfolk**  
*Travel smart*



## Swaffham

Norfolk County Council is creating a Local Cycling and Walking Infrastructure Plan for Norfolk.

### **What is a Local Cycling and Walking Infrastructure Plan for Norfolk?**

The Local Cycling and Walking Infrastructure Plan is a list of short, medium and long-term infrastructure schemes which have been identified to help people walk, cycle or wheel (using a wheelchair or mobility aid) more across the County.

The Countywide plan builds on those already created for King's Lynn, Greater Norwich and Great Yarmouth. The potential improvements will create a travel network which will create better connectivity within and between 20 towns across Norfolk and help link towns and rural communities.

### **Why do we need one?**

The Government's ambition is for 50% of all journeys in towns and cities to be walked or cycled by 2030. To help more people to choose cycling and walking we want to create a modern, well connected transport network in Norfolk that gives people more alternatives to travelling by car.

### **What are the benefits of the plan?**

All schemes proposed are currently not funded, but having a Local Cycling and Walking Infrastructure Plan for Norfolk will be essential to embed these schemes into wider development and to support us in gaining funding from Government to make them happen.

### **What are the benefits of active travel?**

Increased levels of walking, cycling and wheeling can provide many benefits such as;

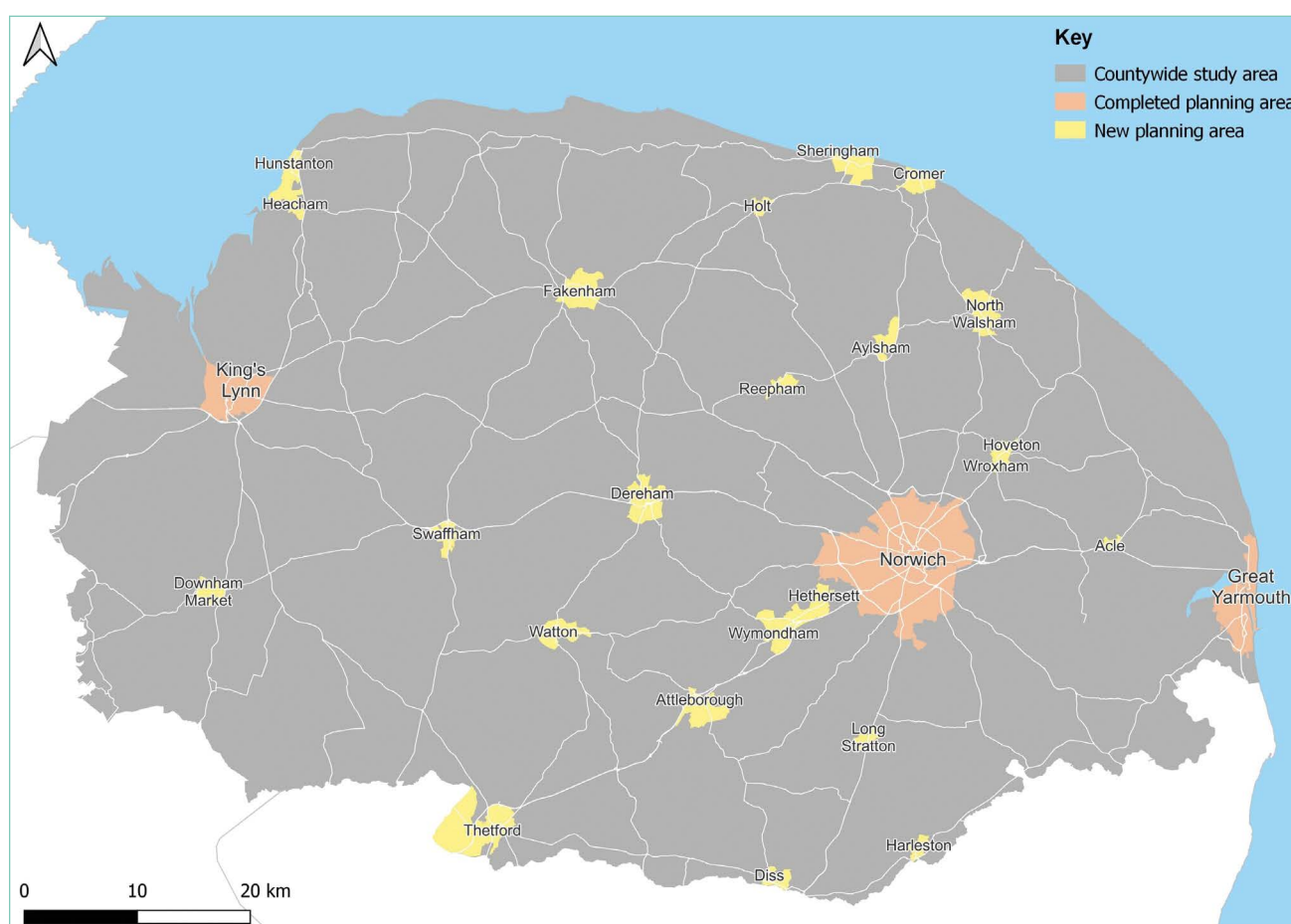
- improving our air quality
- reducing congestion on our roads
- providing access to education, employment and services
- addressing inequalities
- increasing connectivity between people and communities
- improving physical and mental health
- helping to mitigate climate change.

The Local Cycling and Walking Infrastructure Plan for Norfolk contains proposals for potential **active travel networks** for 20 towns across the County.

Each of the proposed networks includes:

- **Priority routes.** These would connect people with places of employment, education, central services, public transport and green spaces.
- **Walking zones.** A Walking Zone is an area within which the priority for schemes will be to enable people to easily walk or wheel at any time to access key services and areas of employment and education / training.

Such schemes might include increasing or improving road crossings, widening pavements, resurfacing uneven pavements or slowing traffic speeds.



**Map 1:** Countywide Local Cycling and Walking Infrastructure Plan study area map.

Please note all maps in this document contain data from [OpenStreetMap®](#) , licensed under the [Open Database Commons Open Database License \(ODbL\)](#).

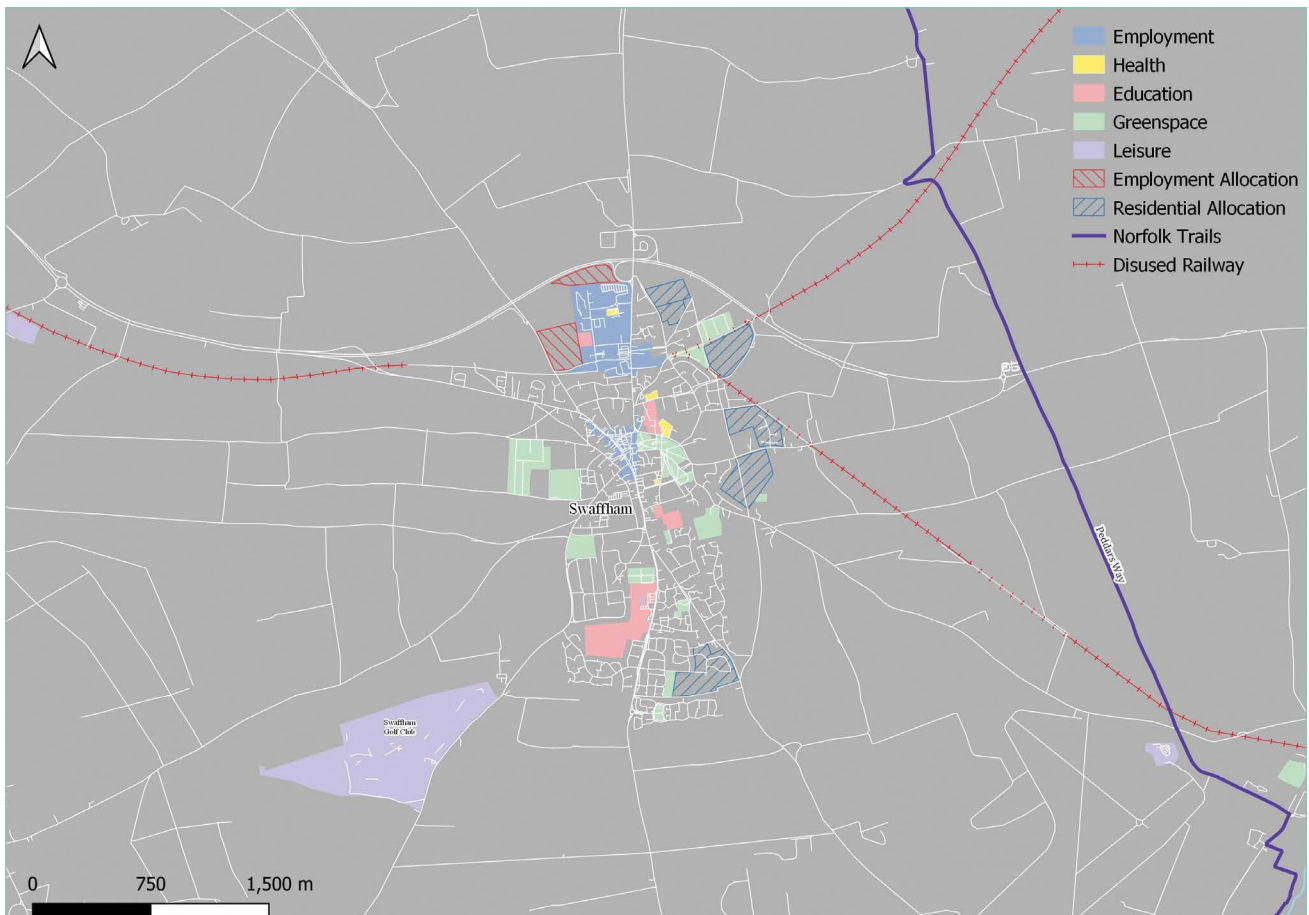
## ► Swaffham

### i. Introduction

Swaffham is a market town situated 24km east of King's Lynn along the A47. The town had a population of 8,333 in 2020, with 33% over the age of 65, which is higher than the UK average of 19%<sup>i</sup>.

New allocations for housing and employment are expected to attract more people to the town and increase the demand on active travel commuter routes. The development is also expected to raise employment rates from 33.8% [full time] and 14.5% [part time] in 2011<sup>ii</sup>.

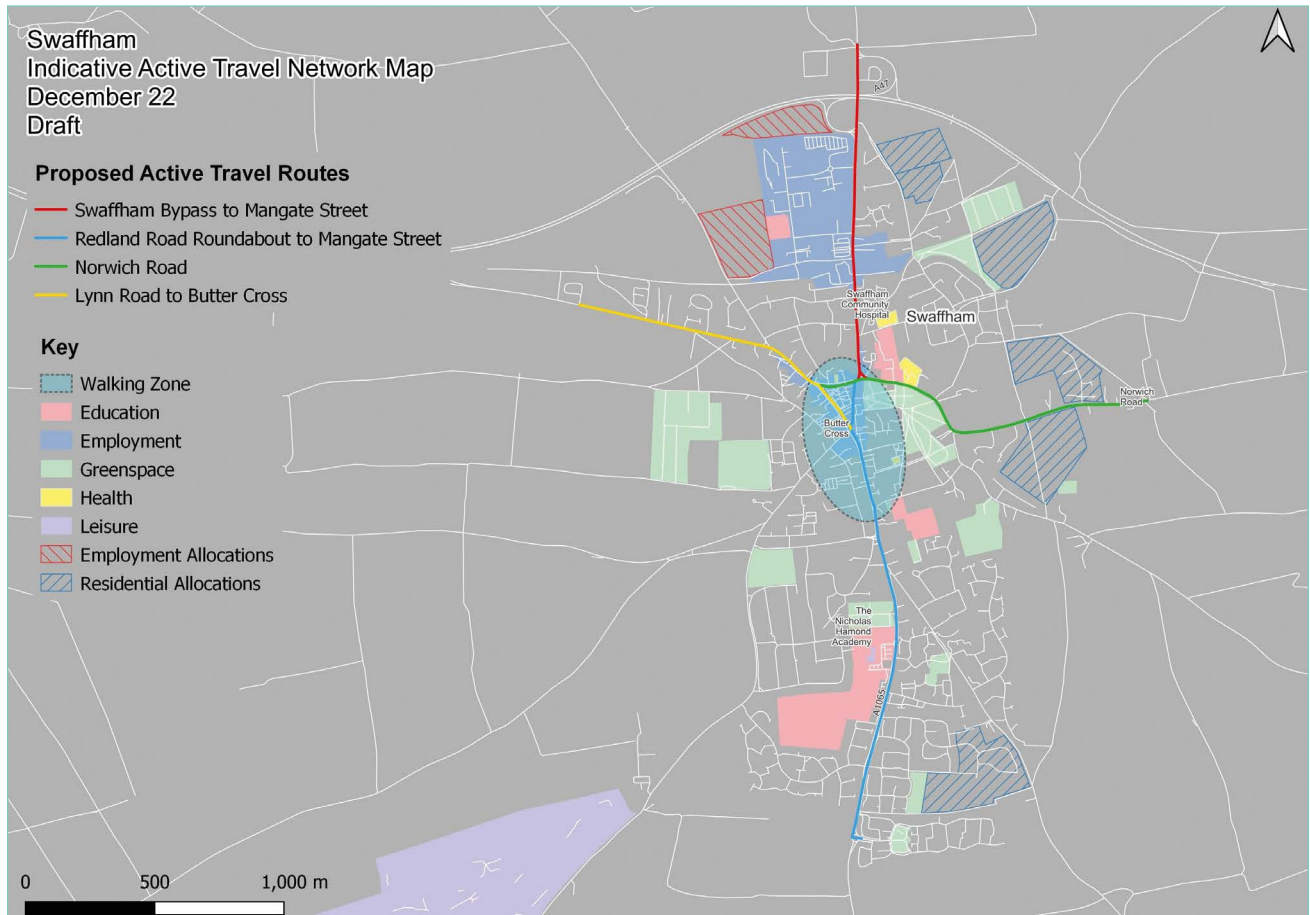
Swaffham does not have a train station but has several bus routes which provide access to the surrounding towns and villages. Peddars Way to the east is a walking and cycling trail and currently partially a horse riding trail with limited direct access to Swaffham.



**Map 2:** Swaffham area map showing current active travel network.

## ii. Swaffham indicative active travel network

The indicative active travel network for Swaffham aims to provide connectivity by linking the north, south, east and west of the town via four routes which meet in the town centre. The indicative routes connect residences, businesses, schools, caravan sites and central services. The route heading northwards also has potential to link to any new cycle path to Watton via the disused Watton to Swaffham Railway, also known as the Crab and Winkle Line.



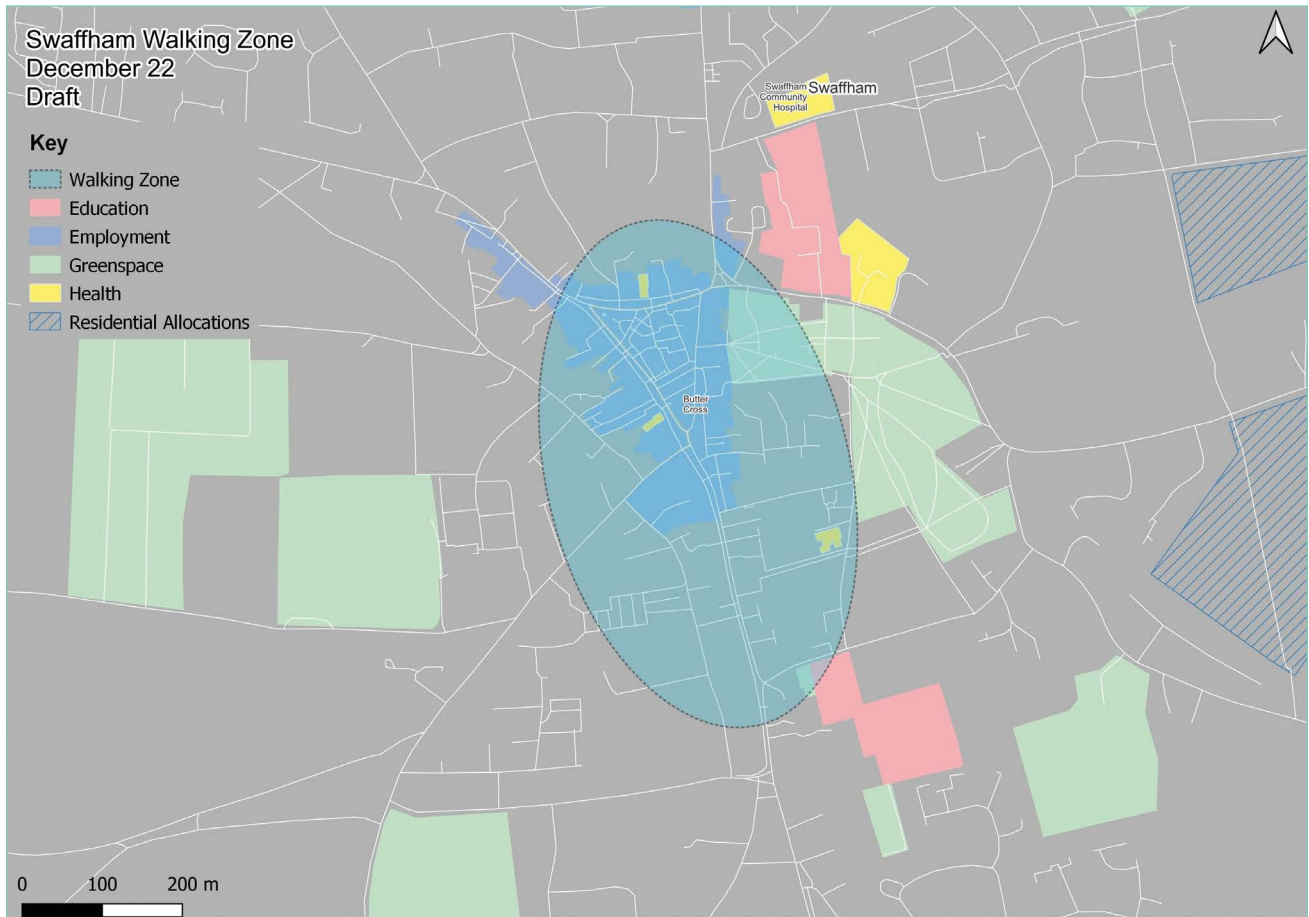
**Map 3: Swaffham indicative active travel network.**

### iii. Active travel route summary

Route Number	Route	Route Description
Route 1 (Red)	Swaffham Bypass to Mangate Street	A 1.3km route that runs north to south from the Swaffham Bypass in the north to the town centre. The route links employment areas such as the retail park on the east of Castle Acre Road with residential areas. The route also provides connectivity north of Swaffham and has potential to link to any new cycle path on the Crab and Winkle Line to Watton.
Route 2 (Blue)	Redland Road Roundabout to Mangate Street	A 1.8km route starting from the northeast point of Swaffham town centre and linking the south of the town centre to the Brandon Road / Redland Road Roundabout in the south of Swaffham. The route also joins Swaffham Junior School and Leisure Centre.
Route 3 (Green)	Norwich Road	A 1.4km route from Swaffham town centre and passing new residential developments. To the most easterly point of the route is a disused railway line which has potential to connect with surrounding areas. This route will build upon the desire to connect Swaffham to Watton via the Crab and Winkle disused trainline.
Route 4 (Yellow)	Lynn Road to Butter Cross	A 1.2km route from Swaffham Market to Breckland Meadows Touring Park. This route connects residences, businesses, and caravan sites to the town centre.

#### iv. Indicative walking zone

The indicative Swaffham walking zone includes the employment areas and healthcare services in the town centre which see high levels of footfall. Any new schemes will align with the Swaffham Town Delivery Plan 2021 - 2031.



**Map 4:** Swaffham indicative walking zone.

- i. [Norfolk Insights \(2021\) Population Report for Norfolk \(online\)](#).
- ii. [Norfolk Insights \(2021\) Economy Report for Norfolk \(online\)](#).



**Norfolk** County Council

**Travel**  
**Norfolk**  
*Travel smart*