

Co-designed.

Swaffham High Street Heritage Action Zone



“The programme comprises an exciting and innovative array of projects to help safeguard and celebrate the town’s heritage and use Swaffham’s unique historic environment to revitalise the town centre.”

Breckland Council

‘Thank you for giving our young people a voice’

- Kate Warnes, Head teacher



The consultation [for the masterplan] was directly with the public, out on the high street. It really was [taking] ideas from everybody, and I've not seen a consultation in my time done as widely as that." He was "thrilled" by the project's progress."

Councillor Ian Sherwood



Schools Swaffham Heritage Workshop



Schools Swaffham Heritage Poetry Workshop



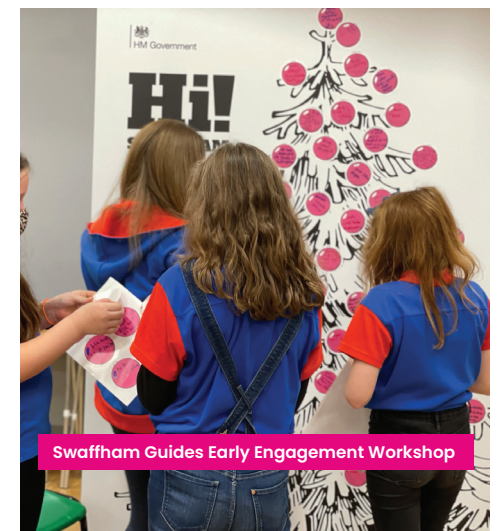
Schools Swaffham Heritage Workshop



Swaffham Christmas Market Ideas Tree Pop-up



Schools Swaffham Heritage Workshop



Swaffham Guides Early Engagement Workshop

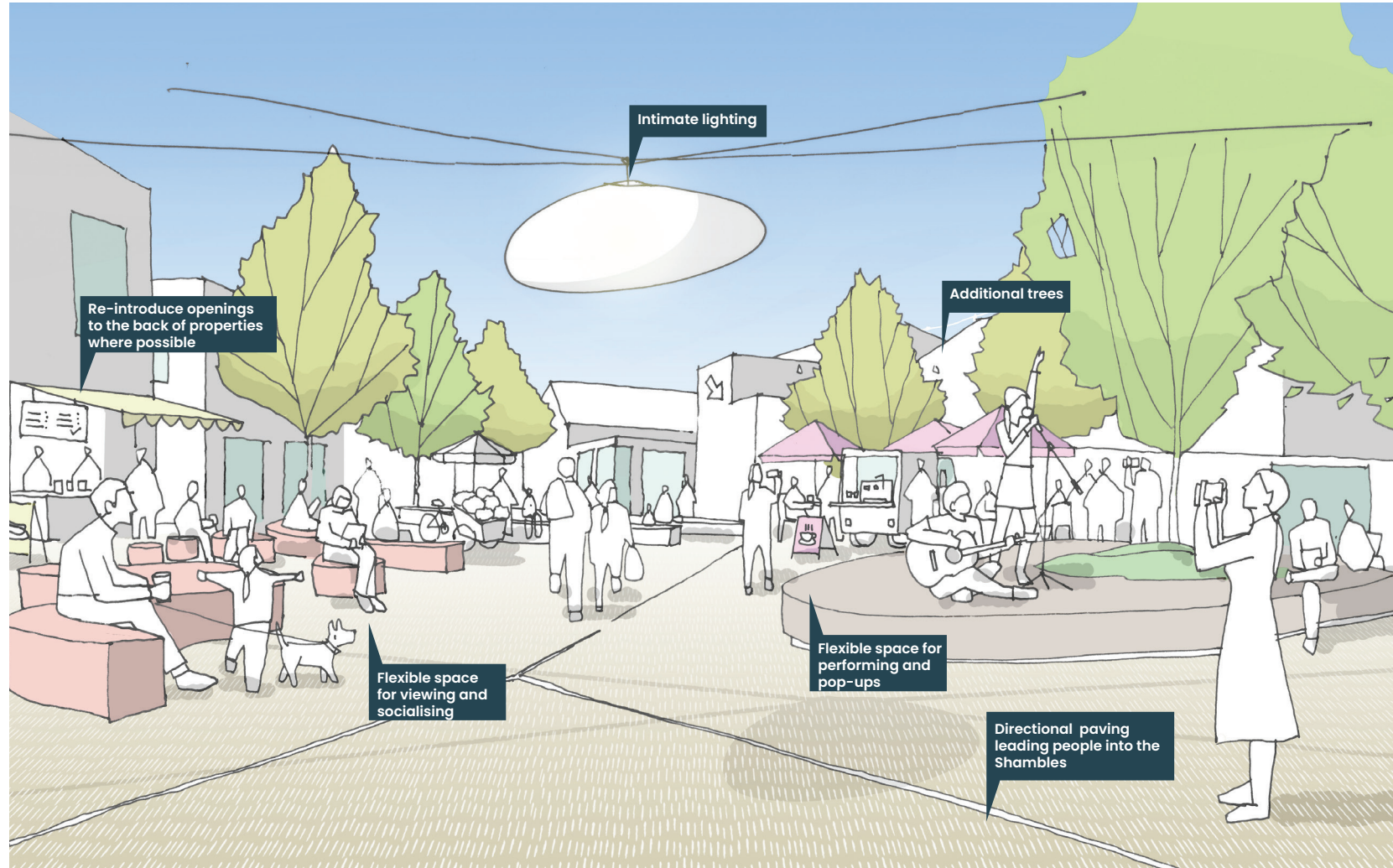
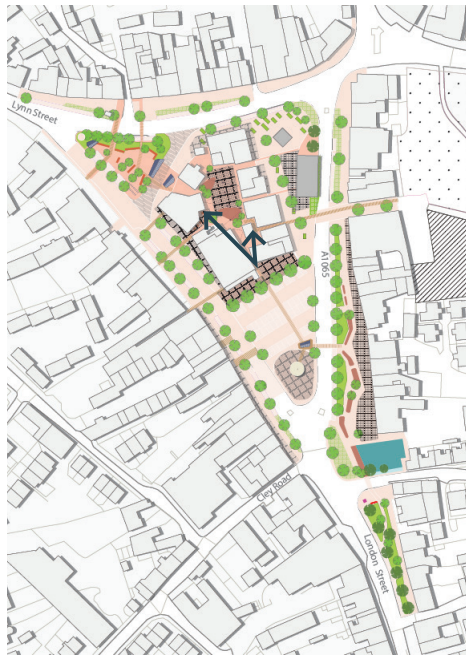
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SHAMBLES ILLUSTRATED

The Shambles is transformed into a place that can be discovered, revealing its history to celebrate it as the central birthplace of Swaffham's market.

It is a space that has transformed into an intimate space for performance, particularly for the use of young people with the flexibility being able to host a stage, seating or simple thoroughfare. It will be a place that is lit to encourage its use from night to day as it transforms into one of Swaffham's prized jewels.



THE SHAMBLES

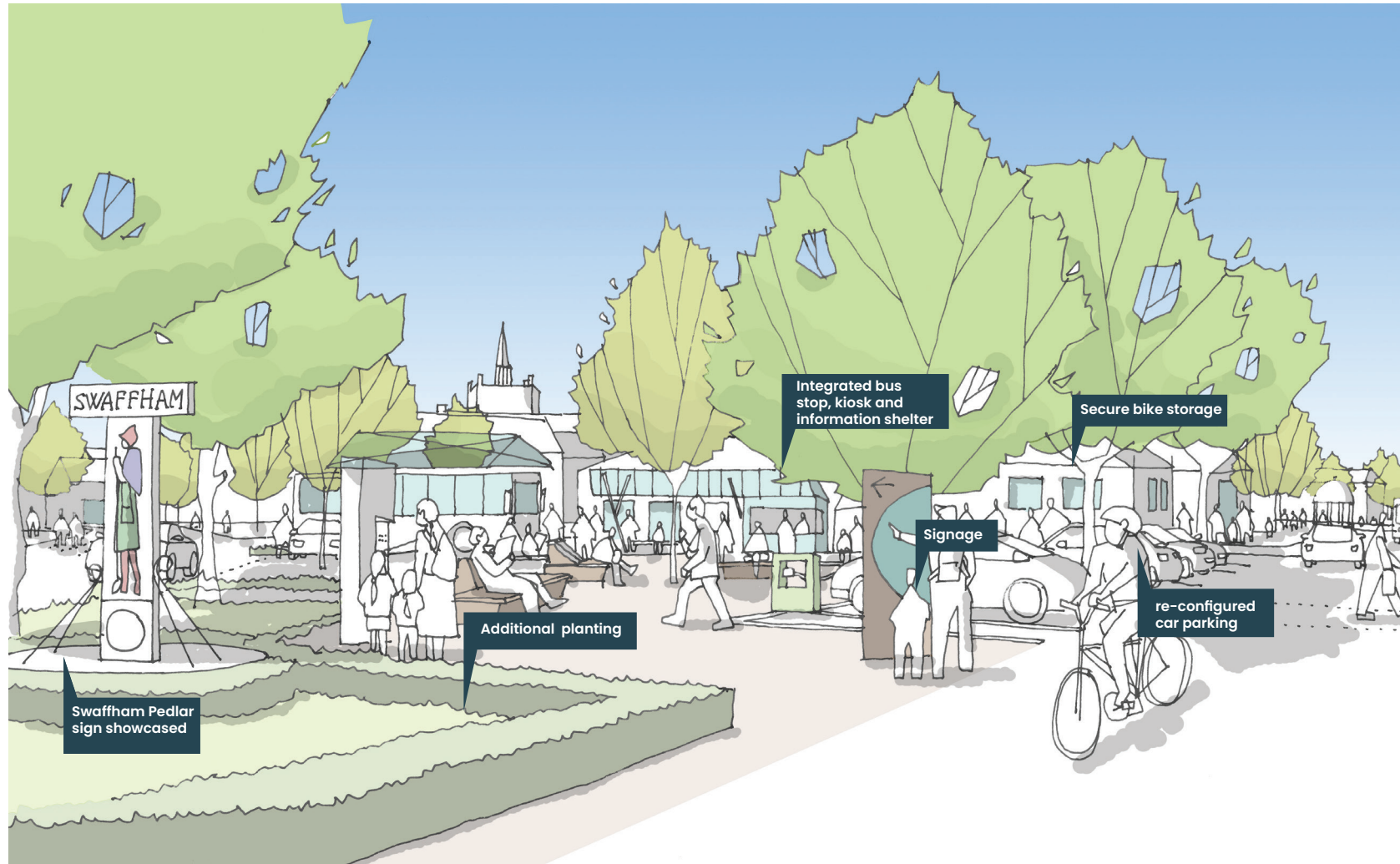
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PEDLAR'S CAR PARK AND MOBILITY HUB ILLUSTRATED

Pedlar's Car Park and mobility hub – a reconfigured entrance to Swaffham and a new destination as a mobility hub – a Swaffham that celebrates its past but sustains its future. A place for young people to feel safe, gather and use.

Pedlar's car park is now turned inside out, with parking occurring at the edges, enabling people to safely and comfortably utilise a vibrant, dynamic and green hub. It will be a place that encourages active forms of transport, provides information on the town, alongside an attractive bus waiting area with an integrated kiosk. It provides secure bike and scooter hire alongside the expansion of electric vehicle charging points. Its a hub for wellbeing, 'hanging out' and new technology.



PEDLAR'S CAR PARK & MOBILITY HUB

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Swaffham High Street Heritage Action Zone



Scan here for recording

1.1.1 A Co-designed Poem for Swaffham

The below poem was co-designed with the students of Nicholas Hamond School, outlining their experience and vision for Swaffham – a now current layer of heritage to be added and celebrated. It's an ideal poem to be performed and recognised as a new layer of heritage to be incorporated and acknowledge by the town. The student's suggested that a performance could occur within the Shambles or by the Corn Hall. Listen to the students read it by scanning the adjacent QR code.

A Poem for Swaffham

Older than the turbines and the pubs,
as old as the Buttercross which happily sits
as the cars crawl around it, Grandmother Swaffham
watches from her window, gently holding

her jewellery from the gem shop:
she remembers when Hamonds was a boy's school
and the Oasis Centre was a pool hall,
where Granddad used to go and play for hours.

*There's always been a duck pond, she says
in a voice that sounds like a handshake
and the Rainbows and the Guides have always trotted
like ducklings with donations for the Food Bank on a Friday.
There used to be a train that ran right through McDonalds.*

But she prefers the local chip shop, where she hears
knapped flint echo down the decades,
the smell of wheat and carrots in the fields
staining her hands for a hundred forevers.

This is a historic portal: each door to Costa
means pressing your shoulder against the entrance
to a Grain Store and anything you need to save a life
or restart a car is somewhere on a market stall.

They're building a new house on every piece of land
where Grandmother Swaffham liked to lie,
the grass opening in front of her, welcoming her home.

Some days, Swaffham feels like a balloon
popping, a generous gesture, a clean hand
and the soft touch of silk. Nothing and everything
is new here: Grandmother knows every face

so is still surprised when over the horizon
another Swaffham arrives, young and energetic,
leaping from one fence to the next:
and the young and the old Swaffham sit together

on the edge of history, holding their breath.

