

Transport, Access, and Environment Committee

Strategic Plan 2020 - 2024

AIMS – AIR POLLUTION	OBJECTIVES AND ACTIONS	COMMENTS	PARTNERSHIPS
Reduce the level of air pollution throughout Swaffham.	<ol style="list-style-type: none"> 1. Extend air pollution monitoring across the town and routes to school and school zones 2. Develop range of actions to reduce polluting vehicles (see also under ‘traffic’) 3. investigate increasing the number of electric charging points. 	1. BDC funding for Visual Digital Air Quality Measures	NCC BDC Schools
Create greater awareness of impact of air pollution and mitigating actions.	<ol style="list-style-type: none"> 1. Press for improvements, not reductions, in bus services within and around the town 2. Encourage greater walking and cycling through provision of information on safety and access 3. Move forward plans for Walking App in conjunction with BreckWorld 	3. On list from BDC for Joint project funding	BDC NCC Bus companies
AIMS - TRAFFIC	OBJECTIVES AND ACTIONS		PARTNERSHIPS
Provide a permanent alternative route for heavy goods vehicles now passing through the tow	<ol style="list-style-type: none"> 1. Investigate advisory HGV diversions from the A1065, starting from the M11 and including the Munford junction 2. Plan for and deliver feasibility studies for permanent relief road, including sources of funding 		NCC Highways BDC Partners in Brandon and Mundford
Improve access to town, parking and information to make the town safer for drivers and pedestrians	<ol style="list-style-type: none"> 1. Theatre Street project for improvements to signage 	1. Parish Partnership Funding Dec 2020	NCC BDC SHSHAZ

	<ol style="list-style-type: none"> 2. Review traffic speeds and measures promote traffic calming 3. Plan for eventual removal of parking from town centre triangle and improved pedestrian access 4. Research out of town parking facilities e.g. Station Street Car Park 	<ol style="list-style-type: none"> 2. Additional SAM2 purchased Nov 2020 3. HAZ project proposal 4. Discussions with BDC and Norfolk Highways 	
To protect and enhance the historic town centre.	<p>Agreed plan from Heritage England and BDC to provide a 3-year programme for Capital Works:</p> <ol style="list-style-type: none"> 1. Buildings enhancements: fascias, shopfronts and boundaries 2. Viability Assessments 	Project Officer being sourced by BDC due 2021 for 3 years	BDC SHSHAZ NCC
AIMS – Walking & Cycling	OBJECTIVES AND ACTIONS		PARTNERSHIPS
Promote Walking & Cycling	<ol style="list-style-type: none"> 1. Promote walking and cycling for residents and visitors, with 10 digital routes on App. 2. Produce and deliver a strategy for walking and cycling' 3. Promote walking to schools – Breckland video to support this action 	<ol style="list-style-type: none"> 1. Walks App being progressed via Breckland MTI monies 2. Government plans and funding for future projects 	BDC NCC
Swaffham Green Project			
AIMS - ENVIRONMENT	OBJECTIVES AND ACTIONS	COMMENTS	PARTNERSHIPS
Town recycling	<ol style="list-style-type: none"> 1. Investigate having additional recycling facilities in the town/outskirts to include: <ul style="list-style-type: none"> • Cardboard recycling for businesses • Food waste digester • Community Compost bins • Textile Bank • Aluminium 	<ol style="list-style-type: none"> 1. Discuss with contact at NCC on moving project forward – Andy Grant 	TAEC NCC BDC Master Composter

	<ol style="list-style-type: none"> 2. Research recycling companies that pay for waste; funds could be utilised for Community Projects. 3. Annual collection of used and waste electrical equipment (WEEE). 		
Schools & Youth Groups Recycling & Waste	<ol style="list-style-type: none"> 1. Liaise with Keep Britain Tidy for partnership working with schools and youth organisations. 2. Recycling Projects devised to encompass all school age children and youth groups. 		NWP (Norfolk Waste Partnership) NORSE Schools/ Youth Groups
Businesses having clean and maintained shop frontages	<ol style="list-style-type: none"> 1. Involve the business community in maintenance of clean and tidy shop frontage with a Voluntary Code of Practice; businesses are role models for their customers and should be encouraged to maximise engagement. 2. Marketing to feature businesses who are litter conscious and demonstrating attractive shop fronts. 3. Trial a Plastic free month in the town for businesses and aspire to becoming a 'Single Use Plastic Free Town'. 	See Heritage Aims and SHSHAZ projects.	Business community NCC – Working with Plastic Free Initiative WRAP project BDC SHSHAZ
Increase the tree planting in town	<ol style="list-style-type: none"> 1. Analyse Open Spaces in Swaffham where tree cover could be increased, especially in areas where air quality is being monitored. 2. Take advantage of the Woodland Trust/NCC free tree options. 	Project for Orford Road play area underway. Moved to Recreation Committee	STC NCC