

Town Clerk | Swaffham Town Council

From: JUDY ANSCOMBE <judy.anscombe@btinternet.com>
Sent: 05 June 2019 16:29
To: Town Clerk | Swaffham Town Council
Subject: UKPN Panels
Attachments: Swaffham A1 Map Panel v1c.pdf; Swaffham A1 Map Panel v1c.pdf

Dear Richard

Please find attached the panel designs for 1) map and 2) text for the historic panel.

Please note, these are in draft and still need to be adjusted.





Kind regards

Judy

Swaffham



Key

-  Visitor Car Park
-  Public Toilets
-  Bus Stops
-  Tourist Information

- 1** Buttercross
- 2** Assembly Rooms
- 3** The Peddlar
- 4** The Shambles
- 5** War Memorial
- 6** Corn Hall

- 7** St Peter & St Paul Church
- 8** The Shirehall
- 9** Town Hall, TIC & Museum
- 10** Plowright Place
- 11** Community Centre
- 12** Recreation Ground

Swaffham

Early consumers



Howards, the saddler's shop, passed down the family generations from the 18th century to 1960

From the Georgian era a developing consumer society enlarged the shopping area from the Shambles to the whole of the market place and Swaffham became a local commercial centre with many small family businesses.



Plowrights shopfront in 1962

Plowrights first opened a smithy in Lynn Street and by 1775 had developed an engineering works, manufacturing mostly farming implements, at what is now Plowright Place.

It was sold in the 1970s and the premises converted to a shopping arcade in 1982.



Oliver Meek at work

Amongst the town's many small family businesses was the basket maker Oliver Meek in Station Street from the 1920s to his death in 1989. He became one of a very small number of traditional basket weavers and enjoyed a worldwide reputation.

Breweries

Swaffham Brewery in Cley Road dates from 1801 and was bought by Thomas Morse in 1809. The Town Hall was the Morse family home. Brewing stopped in 1925, the business closed in 1936 and the building demolished around 1955. The maltings continued to produce malt for brewing and was converted into flats in 2000.



Morse and Woods brewery staff around the 1890s

Department stores

During the 19th century many of the trade shops began to disappear, giving way to larger department stores such as Aldiss from around 1874 close to Oakleigh House

Buntings in the Market Place began as a tailoring business in 1870 and then added further lines when it moved to the defunct Crown complex on the north side in around 1890.



The Co-op in the 1930s

The Co-operative Society has a proud history in Swaffham. It was established in 1887 in a cottage in Lynn Street but soon relocated to London Street next to the Town Hall. It became the town's longest surviving department store, closing only in 2017.

Printing



Looking east. Coes is on the left. Goulds is in the centre background

Swaffham had two printing businesses. William Gould, on Mangate Street corner, arrived in 1863 and survived until the 1960s.

The printing firm W.J. Coe came to town in 1885, taking over James Philo's printing firm.

The family firm lasted through three generations, closing in 1973.

The Railway



Railway Station in 1962

The railway arrived in 1847 and closed in 1968. It had a profound effect on trade, industry and life in Swaffham. Factory goods were imported from home and abroad, placing both the small craftsmen's workshops and the market in jeopardy.

It brought advantages in employment, commuter and holiday travel but at the same time farmers and shoppers could now bypass the town and its growth began to decline.

Pharmacies



Christophersons 1925. Now Boots the Chemists

Swaffham's two pharmacies have remained in the same location for over 100 years; one to the west of the Market Place and one to the north.

Factories

Swaffham also boasted factories. Corbatch Canning factory on the corner of Spinner's Lane employed many workers from both the town and nearby villages during the 20th .

Brocks Fireworks, which stood on a site now occupied by the wind turbine, arrived in 1957 and closed in 1981.

