

Part Two: Village/Town Visions

8.37 Swaffham Prior



Description of Swaffham Prior

Swaffham Prior is an attractive fen-edge village, five miles west of Newmarket and ten miles north-east of Cambridge. The village is noted for its twin churches, built side by side - St Mary’s and St Cyriac.

The village contains a large number of Listed Buildings, and most of the High Street is designated a Conservation Area. Local village facilities include a primary school, village hall, a public house, a scout hut, and parish playground. There is a regular bus service to Newmarket and Cambridge, which runs six days per week.

Key statistics

Swaffham Prior	
Population <sup>145</sup>	740
Dwellings <sup>147</sup>	320
New dwellings built 2001-12(net)	11
Estimated new dwellings 2012-31 <sup>146</sup>	27
Employment <sup>147</sup>	To be confirmed following publication of 2011 Census data
Existing public transport services	Regular service to Newmarket and Cambridge (as at 2012)

Housing

Swaffham Prior is likely to continue to experience limited new growth, with new housing being built on suitable ‘infill’ sites within the village. Additionally, a new housing allocation site is proposed on land off Rogers Road (see Policy SWP 1 below).

A ‘development envelope’ has been drawn around Swaffham Prior to define the built-up part of the village where development (infill and the allocation site) may be permitted. The purpose is to

<sup>145</sup> Population and dwellings for Swaffham Prior parish, Cambridgeshire County Council Research Group (mid-2010)  
<sup>146</sup> East Cambridgeshire Housing Trajectory 2012. Note, this is likely to be an underestimate as it excludes potential supply from rural exception windfall sites.  
<sup>147</sup> To be updated with forthcoming Census results

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prevent sprawl into the open countryside. Development on infill sites will need to be in line with Policy GROWTH 2. Development on the allocation site will need to be in line with Policy SWP 1.

Outside the development envelope, housing will not normally be permitted – unless there are exceptional circumstances, such as essential dwellings for rural workers, or affordable housing. Housing schemes outside the development envelope will be assessed against Policy GROWTH 2 and other Local Plan policies as appropriate.

**Land off Rogers Road**

The site is located on the eastern edge of the village, and is currently agricultural land. It is part of a large open field, and is highly visible from the B1102 and Rogers Road. Any development scheme will therefore need to be of high quality design, and have careful regard to site layout, building height and massing, and include a significant amount of landscaping. Landscaping and planting on the south and west boundaries of the site will be particularly important.

**Policy SWP 1: Housing allocation, land off Rogers Road**

1 hectare of land is allocated for residential development for approximately 20 dwellings.

Development proposals will be expected to:

- Provide an element of affordable housing (currently 40%) as required under Policy HOU 3, with priority being given to people in local housing need.
- Provide a minimum of 0.1 hectares of public open space on-site.
- Provide a mix of dwelling types and sizes to reflect current evidence of need within Swaffham Prior.
- Have particular regard to site layout, building height and soft landscaping, to minimise the visual impact of the development from the main B1102 road.
- Provide landscaping along the boundary with the agricultural land to the west and south.
- Demonstrate there is adequate capacity in the sewage treatment works and the foul sewerage network.
- Provide appropriate evidence of the archaeological potential and significance of the site prior to the submission of a planning application; and
- Comply with the other policies of the Local Plan.

**Employment**

There are several small businesses within the village, including a number of building/construction firms, a communications business, and a counselling and advice service. The District Council is keen to retain the stock of business land and premises in order to support local economic growth. Proposals to re-use employment sites for other purposes will only be permitted in certain circumstances (see Policy EMP 1).

Additionally, a new employment allocation is proposed on land east of Goodwin Farm, Heath Road, for B1, B2 or B8 uses. Development on this site will need to be in line with Policy SWP 2. Other suitable new employment proposals within, and on the edge of the village, will be supported in principle, subject to Policies EMP 2, EMP 3 and EMP 4.

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**Goodwin Farm, Heath Road**

The site lies to the south of the village and is currently agricultural land. Heath Road is a rural road, and is likely to require a number of improvements in order to provide safe and secure access for vehicles and pedestrians/cyclists. This includes a new footway along Heath Road, and any other necessary highway improvements as demonstrated by a Transport Assessment.

The site is part of a large open field, and therefore any scheme should be sensitively designed into order to minimise visual impact on the countryside. Landscaping on the boundaries will also be important, in order to soften the impact of built development.

**Policy SWP 2: Employment allocation, land east of Goodwin Farm, Heath Road**

1 hectare of land is allocated for employment development (B1, B2 and B8 uses) on land east of Goodwin Farm.

Development proposals will be expected to:

- Provide street lighting and a kerbed footway on the north-east side of Heath Road, and any other necessary highway improvements as demonstrated through a Transport Assessment.
- Have particular regard to the scale, height, design and massing of buildings, in order to minimise visual impact on the surrounding countryside.
- Provide landscaping along the boundaries with adjoining agricultural land.
- Provide appropriate evidence of the archaeological potential and significance of the site prior to the submission of a planning application; and
- Comply with other policies of the Local Plan.

**Infrastructure and community facilities**

Residents in Swaffham Prior have identified a number of infrastructure and community improvements. A list of priorities is set out in the table below:

	Priority	Suggestions
1	Traffic calming/highway improvements	Improve access onto Mill Hill from Cage Hill and Heath Road. Provision of a pedestrian crossing on Mill Hill. Traffic calming on Mill Hill. Traffic calming at Lower End, between Manor house and the National Speed Limit. Work with District and County Council to ensure better maintenance of footpaths and improved road/footpath surfacing.
2	Need for more school places	Work with County Council to ensure that current shortages within the local area are fully considered and addressed within the next capital expenditure programme.
3	Improvements to the community/village hall	Create more flexible use of the village hall by developing the rear exit as a separate entrance. Provision of a stage and stage curtains. Creation of more storage facilities for use by community groups.
4	Improvements to pedestrian/cycle routes	Improved pedestrian access to the Fens and Lodes. The District Council and Parish Council to continue to seek opportunities to increase circular walking routes in and around the village by means of permissive paths. Continuation of cycle path from Lode/Swaffham Bulbeck through to Swaffham Prior.

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		Cycle route linking Swaffham Prior to Clayhithe to link to the west side of the Cambridge route to Cambridge cycle bridge across A14.
5	Improvements to sports ground/open space	Identify specific improvements to be considered for future funding sources e.g. New play area equipment Creation of a village green or woods Provision of a tennis court or bowling green Pavilion and toilets for sports field in Station Road Youth club
6	Provision of a village shop	-

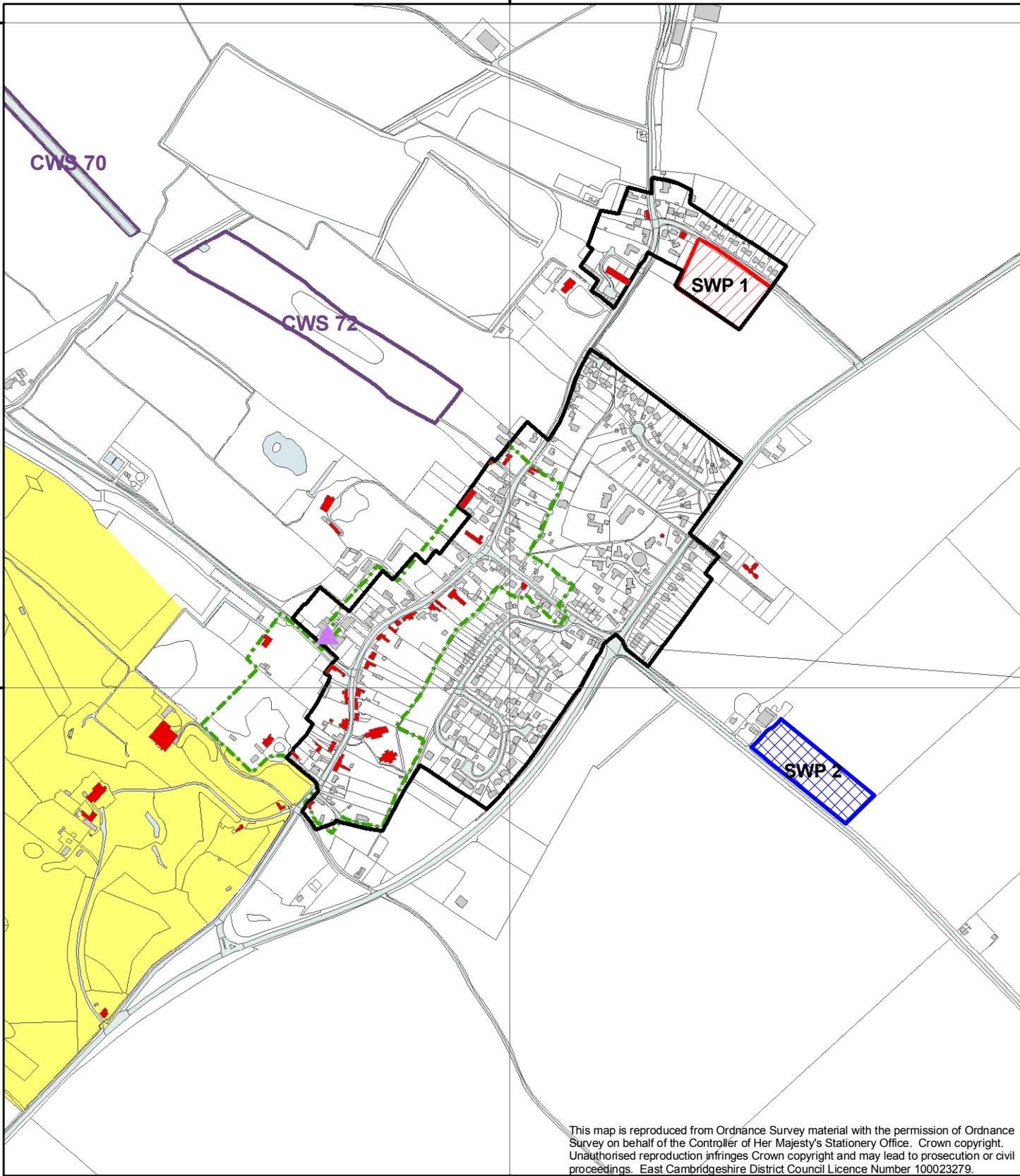
The current community facilities in Swaffham Prior (including the pub, community hall, play area and churches) contribute to the quality of people's lives. The District Council will work with the County Council and Parish Council to secure funding, including developer contributions, to improve facilities wherever possible. The loss of community facilities will also be resisted under Policy COM 3. Proposals for new community development that benefits the village will be supported in principle, subject to Policy COM 4.

**Spatial strategy for Swaffham Prior (see Map 8.41)**

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**Key**

Development Envelope	Listed Building
Housing allocation	Primary School
Employment allocation	County Wildlife Site
SWP X Local Plan Policy	Historic Parks & Gardens
Conservation Area	



Map 8.41  
Swaffham Prior



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