

**Swaffham Town Group Survey Reports Launch Event, Swaffham Town Hall
5pm, 6th November 2008**

'Welcome and Introduction' - David Wickerson, Chair of the Swaffham Town Group

'Challenges and Prospects for Market Towns' - Dr. Neil Powe, University of Newcastle

'Perspectives on Swaffham going forward': key findings from Community, Business, Young People and Visitor Surveys' – Dr. David Bek, Project Officer, Swaffham Town Council

'Key findings from the Swaffham Employee Survey' – Dr. Neil Powe, University of Newcastle

'Managing Social Change in Swaffham' – Craig Wheway, PhD candidate, University of Leicester

Response and comments:

Sally Williams, Regional Co-ordinator, Action for Market Towns

Mark Stanton, Head of Economic Development, Breckland Council

Rob Walker, Sustainable Communities Manager, Breckland Council

Panel Discussion including questions/observations from the audience

Panellists include speakers listed above and Laura Apps-Green, Breckland Community Development Officer; Janice Howell, Development Officer (Environment and Sustainability), Norfolk Rural Community Council; Richard Bishop, Town Clerk, Swaffham Town Council and Dennis Tallon, Manager, Icen Partnership.

Concluding Comments – David Wickerson, Chairman, Swaffham Town Group

Reception – food and drink, opportunity for informal discussions