



Attleborough, Norfolk, UK

An Urban Extension:
Delivering Sustainable Growth



We don't want north and south Attleborough – we need the new town to be part of the old town



Community Planning Weekend participant

Attleborough is located on the A11 road and the railway line connecting Cambridge to Norwich. The town has good strategic accessibility along a designated Rural Enterprise Valley.

The centre of the town was developed around the crossing of historic routes. The arrival of the railway constrained development to the south resulting in linear growth to the east and west. There is poor vehicular connectivity across the railway to the south resulting in all traffic, including heavy goods vehicles, having to pass through the historic centre of the town.

Recent residential developments had been incremental and limited in scale, without accompanying infrastructure improvements to the town.

Breckland District Council's Core Strategy identified Attleborough as a strategic growth area to accommodate approximately 4,000 dwellings and associated uses with related investment to improve the town's infrastructure.

Project Delivery

- A Collaborative Placemaking process involved over 400 local people in discussion workshops, walkabouts and hands-on planning groups, which explored local and site-specific issues, principles for sustainable growth and potential solutions.
- A Vision for the future of town to inform the Council's Area Action Plan focussing on the preservation and enhancement of the town's heritage, while defining its function as a market town for the 21st century.
- A plan to integrate the new town extension through improved public transport, vehicular and pedestrian links across the railway line and a new link road to ease congestion and remove heavy goods traffic from the town centre.
- Provision of new employment to provide local jobs as well as opportunities for incomers: proposals include an 'enterprise village' to offer alternative forms of employment based on modern technology and information exchange.
- Establishment of a Town Team made up of local people to drive and deliver the Vision.
- An acceptance of Attleborough's growth, conditional upon a new Vision built around the delivery of community benefits.

Client

Attleborough Land (Part of Ptarmigan Land)

