

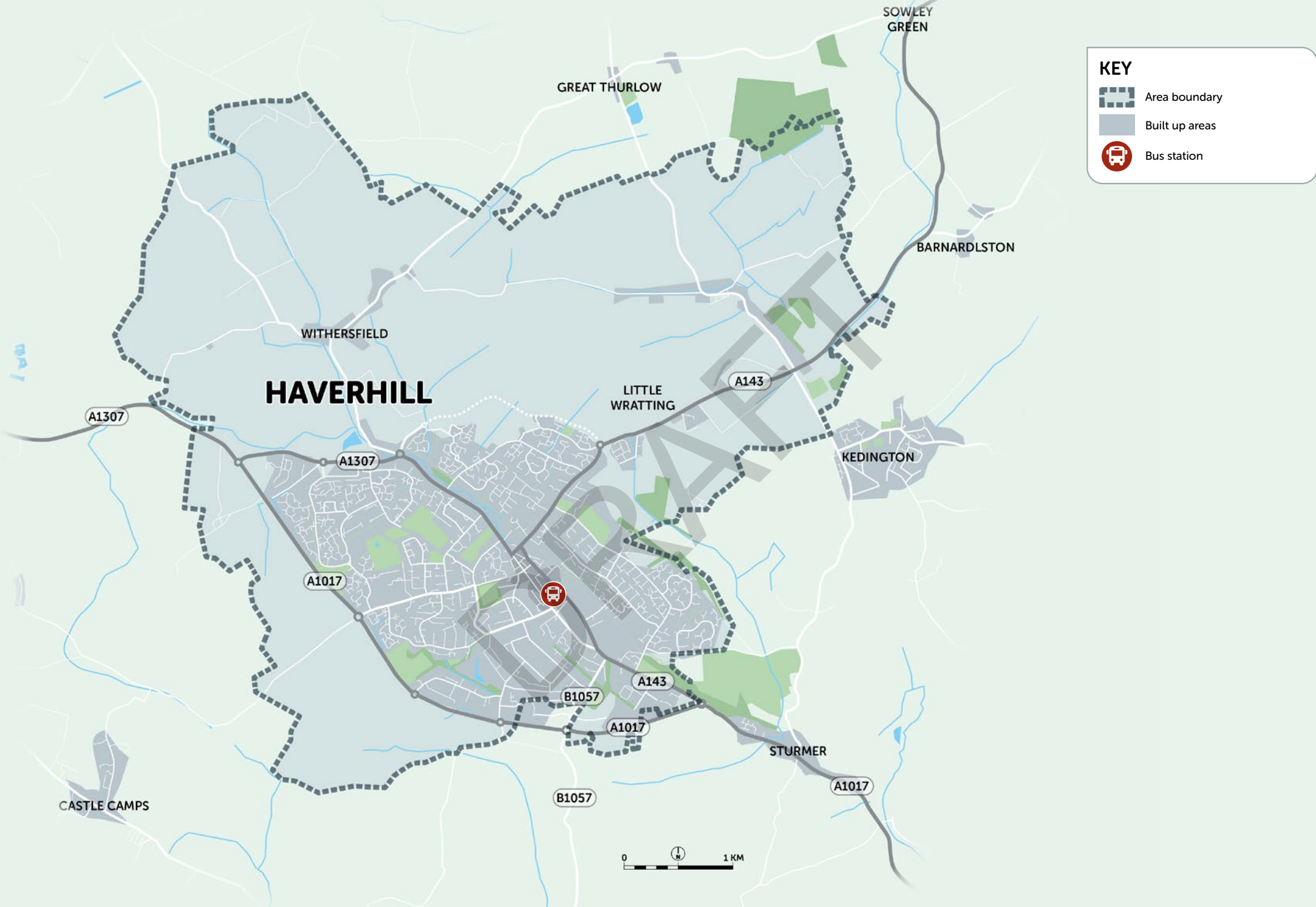
2024






Haverhill Area Transport Plan



www.suffolk.gov.uk/LTP



KEY

-  Area boundary
-  Built up areas
-  Bus station

Introduction

Haverhill is in the district of West Suffolk and benefits from its position on the Suffolk, Essex and Cambridgeshire borders providing access to multiple adjacent centres of employment, retail and key services and facilities.

The resident population of the area plan is 27,894¹. The geographic area of the town centre is relatively small and is surrounded by many large housing developments, completed at various periods between the 1950s and the present. The town has seen rapid expansion over the last two decades.

Further growth is expected in coming years with large scale residential developments, notably in the northeast and northwest of the town plan area.

Sustainable travel options are currently limited in Haverhill with often inadequate walking, wheeling and cycling routes. There is a limited bus service provision connecting surrounding communities and other urban areas such as Cambridge and Addenbrooks Hospital.

Within the geographic area, at average cycling speed, most households in Haverhill can access the town centre within 15 minutes. A large proportion of residents can reach the town centre at average walking speeds within a similar timeframe².



Haverhill
population

27,894
residents



19%

of people
are 15 years old
or younger

17%

of people
are over the
age of 65



52%

of households are
deprived in one or
more dimensions



Travel patterns

18%

of households
don't own a
vehicle



47%

of people travel
less than 5km
to work



12%

of people walk,
wheel or cycle
to work



19%

of people work
mainly from
home



**School
travel**



3%

Travel to school
patterns highlight
that on average
in Haverhill 3%
of pupils cycle to
school³

Less than

3%



take the bus

Less than

1%



take the train



58%



drive a car or van to work

Reasons for change



Decarbonisation of Transport

In the Haverhill area, 16% of commuters travel to work by walking, wheeling and cycling or by bus or train. In order to meet Suffolk’s pathway to net zero, the proportion of commuter trips across Suffolk undertaken by these modes should rise to 35%⁴. Furthermore, the government targets half of all journeys undertaken by active travel modes in towns across the country⁵. Existing infrastructure and sustainable transport services restrict people’s sustainable travel options.



Health, Wellbeing and Social Inclusion

Lack of good quality public transport services and infrastructure to support walking, wheeling and cycling hinders residents access to services such as those at West Suffolk Hospital and can cause transport-related social exclusion. Also, increasing physical activity through more active travel trips will help to improve the health of the population in the Haverhill area.





A Strong, Sustainable and Fair Economy

There is continued investment in the local economy in Haverhill. Growth in housing and employment has been earmarked through West Suffolk Council's Local Plan, which includes development at the Research Park and residential developments in the northeast and northwest. The Haverhill Vision (2031) highlights the importance of creating more sustainable transport solutions for movement in and around the town. It also highlights the need to consider long term sustainable transport solutions to mitigate the difficulties of accessing the strategic road network along the A1307, A1017 and A143 and to capitalise on strong links to Cambridge and Stansted.



Creating Better Places

There are opportunities to enhance how people interact with the town centre. Improved provision for walking, wheeling and cycling in the town centre, most notably at the High Street, Queen Street, and Market Hill and the alleyways that connects the high street environment with key services and facilities will help to create healthier, more attractive and more accessible streets. The towns existing public rights network can help to provide access to green space.



Summary of objectives

The Haverhill Area Transport Plan will support the development of sustainable travel options for the town's residents and visitors, so they become more attractive and realistic choices for everyone..

Enable active travel to be the default choice for shorter trips

Improve bus punctuality and reliability

Improve the integration of modes

Maximise growth opportunities

Support town centre economies



OBJECTIVE

Enable active travel to be the default choice for shorter trips

A network of key walking and cycling routes in Haverhill have already been identified in the Local Cycling and Walking Infrastructure Plan.

We will implement the following initiatives to make active travel the default choice for shorter trips:

Invest in a core walking zone

We will increase the number of residents walking by improving the condition and appearance of pedestrian infrastructure along the High Street, Market Place, Market Hill, and Queen Street. This will improve accessibility as well as safety and be developed in conjunction with Haverhill Town Centre Masterplan, fostering a vibrant people-friendly town centre.

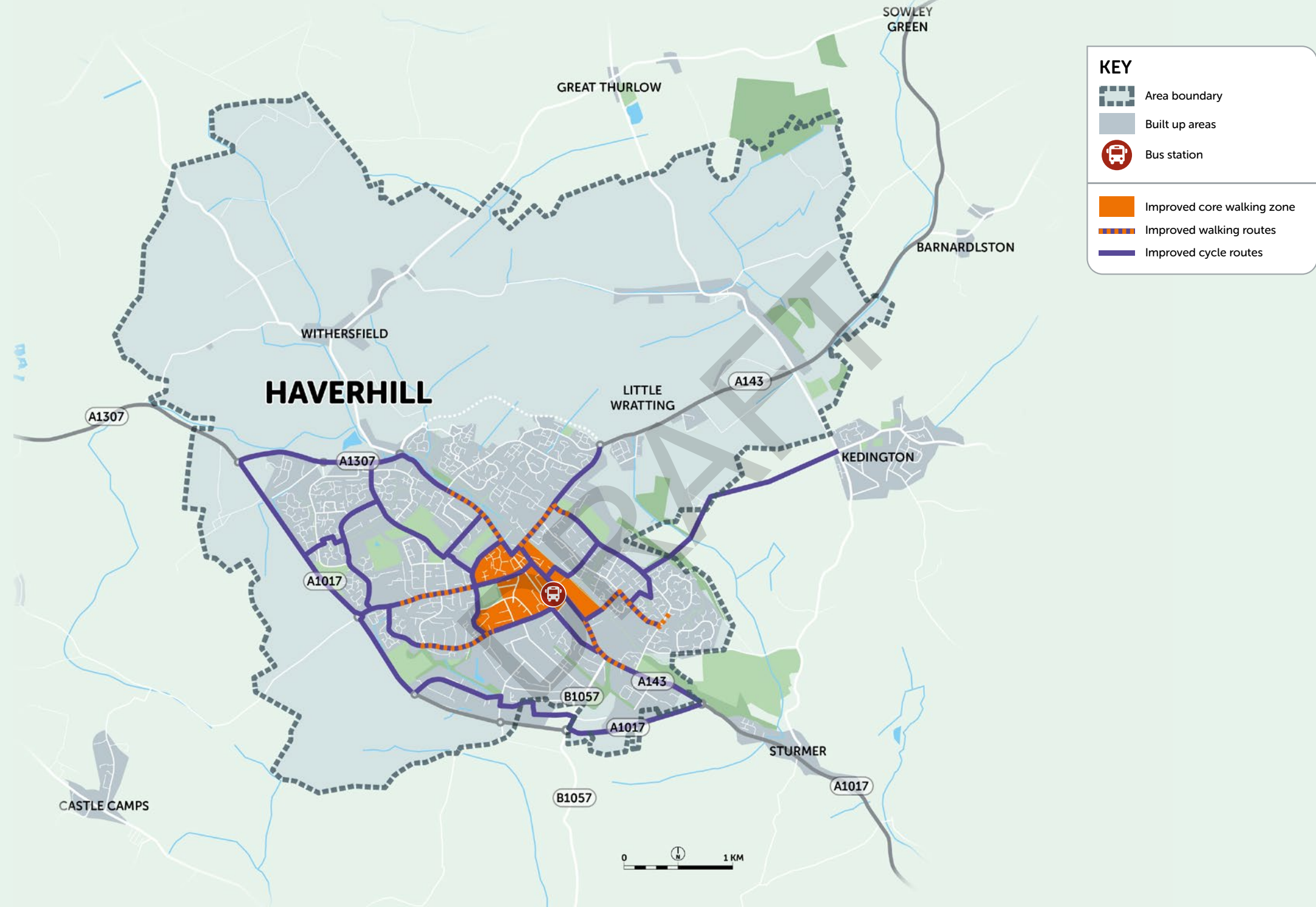
Prioritise walking routes

We will improve footways, crossing points and wayfinding signage along key walking routes in the town. We will focus on connecting the town centre, bus station, educational and employment clusters, and new residential developments, ensuring a seamless and accessible walking experience.

Prioritise cycle routes

To encourage more residents to cycle for short and medium trips (under 5 kms), we will introduce a number of installations including high-quality segregated cycle paths, priority crossing points for cyclists, modal filters and other traffic-calming measures to reduce speed and make cycling safer. We will also increase the number of secure cycle parking options. Key cycling and walking routes include north-west and north-east employment and residential sites to the town centre as well as an east-west corridor connecting St Felix Primary School to Samuel Ward Academy via the town centre, and a north-south link from West Town Park to the Golf Club, enhancing connectivity and promoting active travel.





OBJECTIVE

Improve bus punctuality and reliability

A range of bus services operate in Haverhill including connections to Cambridge, Bury St Edmunds, Newmarket and Audley End (Newport). A town circular connects communities with the town centre and a demand responsive service links passengers to surrounding villages.

We will support greater coverage and frequency of services with an aspiration to achieve:

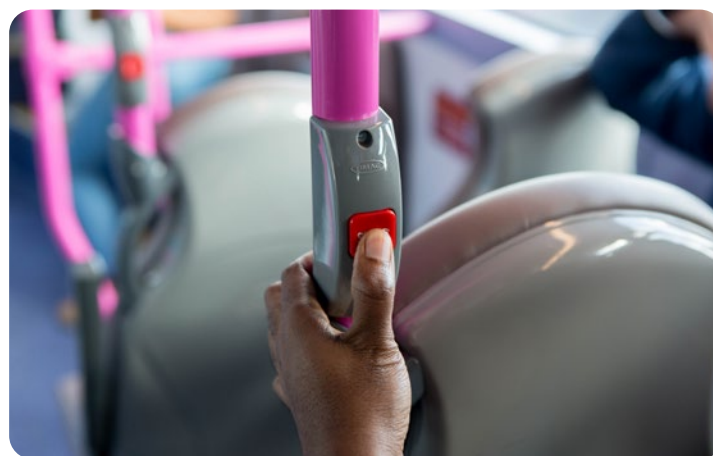
- Town service – half-hourly
- More flexible bus services that better meet local community demands, especially for those in surrounding villages
- Interurban connections – at least 2 hourly with an aspiration of hourly
- Demand responsive services – daily connections

Complementary measures will be explored to alleviate delays to buses including:

- Addressing vehicle parking either blocking access to bus stops or general progress along bus routes.
- Review of the use of virtual bus priority at key traffic signals in the town centre at Market Hill, High Street, Swan Lane and Duddery Hill.

We will continue to promote bus travel as a more sustainable way of connecting into Haverhill as we transition away from diesel buses to our Zero Emissions Bus Plan. This move will help alleviate local air quality issues, particularly around schools at drop off and pick up times.

We will also continue to work with Local Authority partners to improve public transport options between Haverhill and Cambridge.



OBJECTIVE

Improve the integration of modes

The main transport hub in Haverhill is at the bus station on Brook Service Road.

We will support the review of waiting facilities at the bus station inclusive of shelters, passenger information (preferably real-time) and sufficient high-quality cycle parking.

Improvements to the wider active travel network which connects to the bus station will be explored to ensure coherent connections to walking, wheeling and cycling routes are available.

We will look to enhance the bus stops in Haverhill too. This will include appropriate shelters, lighting, signage, seating and environmental enhancements and where possible cycle parking.

Our work continues to support West Suffolk Council with the installation of electric vehicle charging points, with more charging at places people visit regularly. This will include maximising opportunities at district run / owned carparks.

We will also collaborate with partners to rationalise car parking provision in Haverhill, so it is managed appropriately with consideration to highway efficiency and all its users including those walking, wheeling, cycling, and traveling by public transport.



OBJECTIVE

Maximise growth opportunities

Plans for growth in the Haverhill area are largely focussed on two residential led development sites.

- The site in north-east Haverhill has outline planning permission for 2,500 new homes
- The site in north-west Haverhill is allocated for and has outline permission for 1,150 new homes. Construction has already begun on this site, as has the construction of a north-west relief road to offset the potential increase in vehicle trips into the town as a result of this development. This is alongside improved walking and cycling routes to schools and the town centre.

Through the Local Transport Plan, the priority will be to mitigate the impact of new developments through careful consideration with the Local Planning Authority over spatial planning and a shift to active and sustainable modes. However, where severe impacts cannot be mitigated through sustainable travel measures alone, capacity improvements may be required to fully mitigate new developments. Analysis of forecast growth on the transport network indicates that the northwest relief road junctions are likely to require additional capacity.



OBJECTIVE

Support town centre economies

The Core Walking Zone includes the High Street, Queen Street, Market Square and Market Hill and the alleyways that connects the high street with the car parks, taxi rank and bus station. We will work with West Suffolk Council to deliver improvements to the town centre through the Haverhill Vision, including a range of measures such as improved access to the bus station, lighting, improved seating, opportunities for tree planting and smallscale infill and other environmental enhancements.

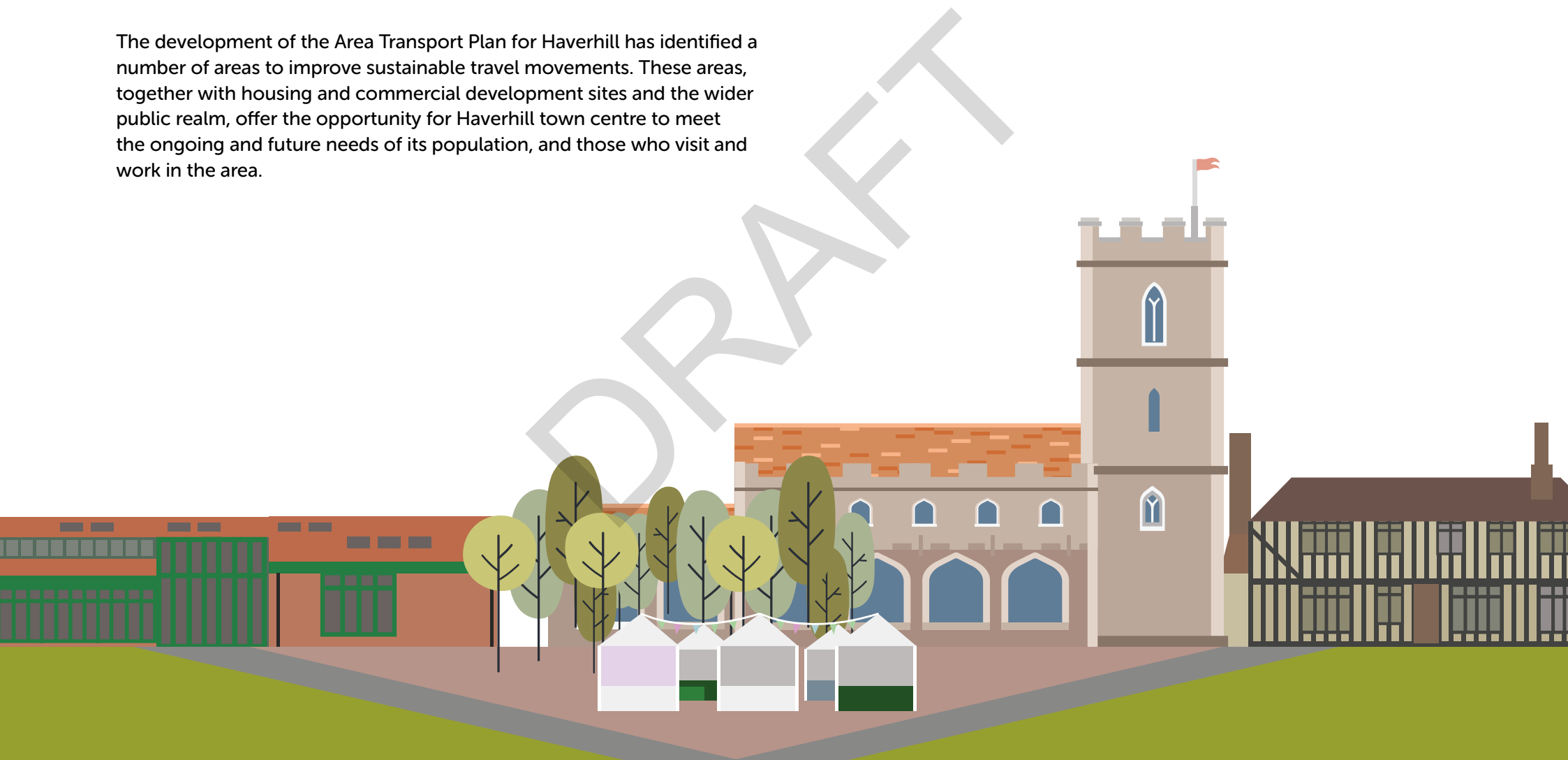
We will also seek investment in a modern wayfinding system in order to improve legibility of the town centre. We want to ensure the Core Walking Zone of the town centre is easy to move around, with simple navigation and connectivity, to the active travel routes.

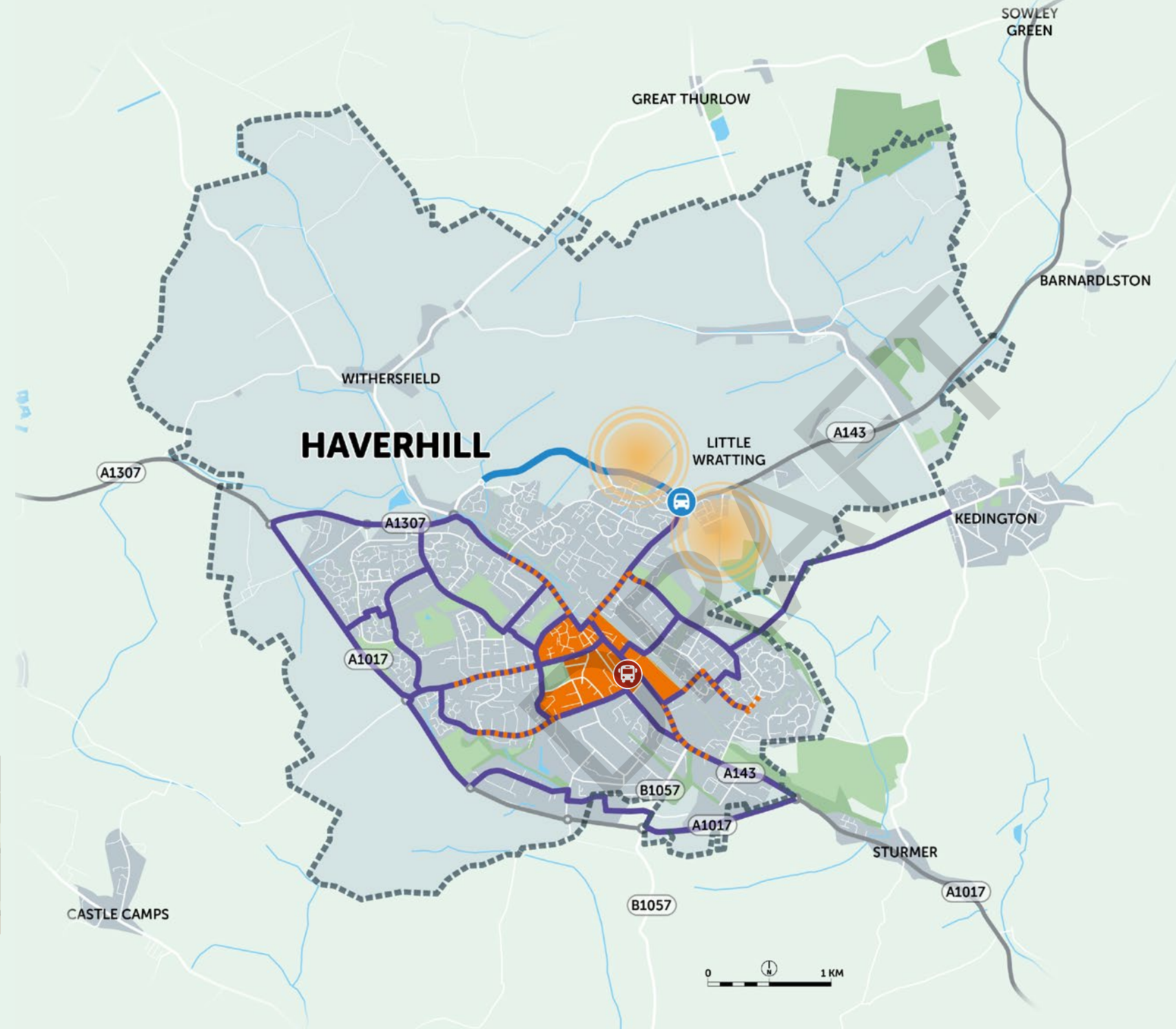


DRAFT

Our plans for the Haverhill area

The development of the Area Transport Plan for Haverhill has identified a number of areas to improve sustainable travel movements. These areas, together with housing and commercial development sites and the wider public realm, offer the opportunity for Haverhill town centre to meet the ongoing and future needs of its population, and those who visit and work in the area.





KEY

- Area boundary
- Built up areas
- Bus station
- Improved core walking zone
- Improved walking routes
- Improved cycle routes
- Development areas (approximate)

- Transport hubs
- Increased cycle parking
- More electric vehicle charging
- Improvements to public realm
- Improvements to key bus stops
- More active school runs

Implementation plan

The table below indicates the county council's priorities for investment over the next five years including schemes funded through the county council's budgets, government funding and developer funding. The table does not include schemes delivered by 3rd parties:

Location	Description	Timescale	Indicative Capital Investment
Haverhill	LCWIP high priority routes	Medium-term	£575,000
Haverhill	Town centre walking and cycling improvements	Medium-term	£150,000
Haverhill	Passenger transport service improvements and facilities	Medium-term	£200,000

References

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www.ons.gov.uk/visualisations/customprofiles/build/
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<https://app.traveltime.com>
- Office for National Statistics, Census Data (2011)
[Propensity to Cycle Tool - Suffolk \(pct.bike\)](#)
- Suffolk Climate Emergency Plan
<https://www.greensuffolk.org>
- Gear Change. A bold vision for cycling and walking
<https://assets.publishing.service.gov.uk/>