

# A Vision for Attleborough Community Planning Weekend - Vignettes

The following illustrations were drawn up during the Community Planning Weekend



A Vision for Foundry Cross



A Vision for Station Square



A Vision for Mere Park Enterprise Village



A Vision for Mere Park Village



New housing on rural edge



New Village Street

[www.communityplanning.co.uk](http://www.communityplanning.co.uk)

# A Vision for Attleborough Community Planning Weekend - Key Themes

## Key Themes from the Community Planning Weekend

### 21st century market town

Attleborough developed as a market town on a key route to and from Norwich with its residents mainly working in agriculture, turkey rearing, brush making or cider production. The town has grown considerably since the 1960s and no longer has such a clear identity or function as a market town. Many people who have moved here are either retired or commute to work in neighbouring towns. The town centre has become dominated by traffic, which diminishes the impact of some fine buildings and spaces such as the Corn Hall and Queen's Square with its historic village green. Residents are keen that Attleborough should preserve and enhance its heritage whilst moving forward to function as a market town for the 21st century.

*"We accept the town has got to grow – but it must grow in the right way."*

### Integration of new and old towns

Participants expressed concern that the new development south of the railway may become a dormitory suburb with little connection with the existing town and community i.e. a North and a South Attleborough. Rather, the new development must integrate with and be complementary to the existing town, whilst having its own character. Quality links across the railway are vital to connect the town and the new development must attract people who will contribute to the vitality of the whole town. An 'enterprise village' that can benefit from modern technology and information exchange would be a useful addition to the development.

*"We don't want North and South Attleborough – we need the new town to be part of the old town."*

### Sustainability

Participants were keen to see true sustainability planned in at all levels. At present much of Attleborough's money leaves the town rather than sustaining local enterprise. The new development should promote the growth of the local economy where 'the pound goes around' supported by entrepreneurial hubs and good broadband connections. The physical design of the new development should enhance the energy, water, sewage and drainage infrastructure and feature energy efficient housing and sustainable landscape and movement planning. A sustainable and healthy community should provide housing, jobs, community services and recreation for all.

*"Build properties with grey water recycling, heat pumps, solar panels. You've got the ideal opportunity – 4000 new homes."*

### Movement and transport

HGVs and through traffic blight the town and traffic management in the town requires attention to relieve the frequent gridlock in the centre. There is a perception that there is insufficient parking in the town centre. The town is not pedestrian or cycling friendly and there are inadequate bus services. The growth of the town will bring a new link road to the A11, which will divert HGVs and much through traffic away from the town centre. People would like to see the creation of safe cycling routes and a new integrated public transport hub at the railway station, improved bus services to surrounding towns and villages and within Attleborough. These measures should help ease congestion during peak hours and in addition provide safe, sustainable alternatives to the school run.

*"The market is in the wrong place – it could be round the green if the road was pedestrianised."*

### Putting Attleborough on the map

The town needs to use the opportunity of growth and increased facilities to develop a strong new identity. There is scope to create a new approach to the concept of a market town providing the advantages of urban life such as a variety of employment and facilities with strong connection to the countryside such as locally grown food, linked to a farmers market. The focus on sustainability could provide a new 'brand' for the market town, attracting residents who would value living in such an environment.

*"Attleborough could become an important centre for the whole of Norfolk."*

### Planning a positive future together

Most participants at the Planning Weekend accepted that growth will happen and want to ensure that the town and its existing residents benefit from the expansion. There are many interested, positive people in Attleborough who would like to help shape the future of the town and seek a participatory role in the development process. To facilitate this, the creation of a community forum would bring people together, aid communication and provide a strong voice for the whole of Attleborough, both now and when the new residents start to arrive.

*"Get a wave of enthusiasm and gather the town together under the same umbrella."*