2025

Suffolk
County Council

Brandon Area Transport Plan

www.suffolk.gov.uk/LTP

KEY

Area boundary

Built up areas

Railway station

HOCKWOLD CUM WILTON

A1065

BRANDON STATION

LAKENHEATH STATION

BRANDON

BRANDON COUNRTY PARK

A1065

B1106

THETFORD FOREST

RAF LAKENHEATH

0   1 KM

CENTRE PARCS ELVEDEN FOREST

The geographic area has been selected because it provides more opportunities for short trips to key destinations via active travel modes, therefore, balancing the demand on the transport network in the area.

Introduction

Brandon is located in the north-west of the county, close to the adjoining county of Norfolk. It lies between the towns of Bury St Edmunds, Thetford and Mildenhall. The town is almost entirely surrounded by Thetford Forest.

The plan area shown on page 2 has a total population of 9,214 residents[1]. Growth of the town is heavily constrained by ecological considerations.

Sustainable travel options are currently limited in the town plan area with inadequate walking, wheeling and cycling routes. Brandon's bus services provide connectivity to Bury St Edmunds, Thetford, Mildenhall and Kings Lynn. The town's railway station provides connectivity to Ely, Thetford, Norwich and Cambridge. The frequency of services is every half an hour.

Within the geographic area of the area plan, at average cycling speeds, most households can access Brandon town centre within 10 minutes. A large proportion of residents can reach the town centre at average walking speeds within a similar time frame[2].

Statistics for the Brandon transport plan area
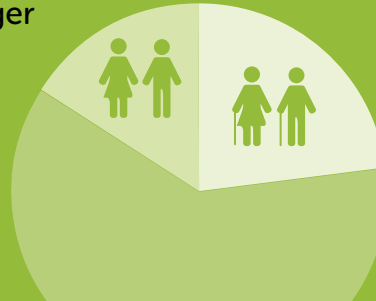
Brandon area population

9,214 residents

16% of people are 15 years old or younger

24% of people are over the age of 65

62% of households are deprived in one or more dimensions

Travel patterns

17% of households don't own a vehicle

30% of people travel less than 5km to work

10% of people walk, wheel or cycle to work

24% of people work mainly from home

School travel

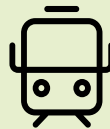Pockets of **8%** of school children cycle to school in the Brandon area[3]

Less than **2%** take the bus

Less than **1%** take the train

58% drive a car or van to work

Data Census 2021

Reasons for change

Decarbonisation of Transport

In the Brandon area, 13% of commuters travel to work by walking, wheeling, cycling, train or by bus. 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 country[5]. Existing infrastructure and sustainable transport services restrict people's sustainable travel options.

Health, Wellbeing and Social Inclusion

Parts of Brandon experience high levels of deprivation and are at risk of transport-related social exclusion[6]. Access to good quality public transport services and infrastructure which supports walking, wheeling and cycling will encourage residents to access services and travel actively.

A Strong, Sustainable and Fair Economy

Employment in Brandon and the surrounding area is heavily based on shift work in manufacturing, which limits the offer of public transport. The emphasis will be on a reduction in private motor vehicle demand through a shift to active travel modes.

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 Market Square and links from Brandon Country Park, through the town centre to the railway station, will help to create healthier, more attractive and more accessible streets. The town's existing public rights of way network can help to provide access to green space.

Summary of objectives

Enable active travel to be the default choice for shorter trips

Improve bus punctuality and reliability

Improve the integration of modes

Support town centre economies

The Brandon 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.

OBJECTIVE

Enable active travel to be the default choice for shorter trips

In Brandon 30% of commuters travel less than five kilometres to work and of this group 34% travel by walking, wheeling or cycling[1]. This evidence suggests that there is significant potential to increase the number of commuters travelling actively or sustainably to their workplace.

We will encourage pedestrians and cyclists to move between key services and facilities such as the railway station, town centre, employment areas (west and north) and Brandon County Park. Routes would include links between Market Square, London Road, Church Road, the High Street / Brandon Road, Thetford Road and Bury Road.
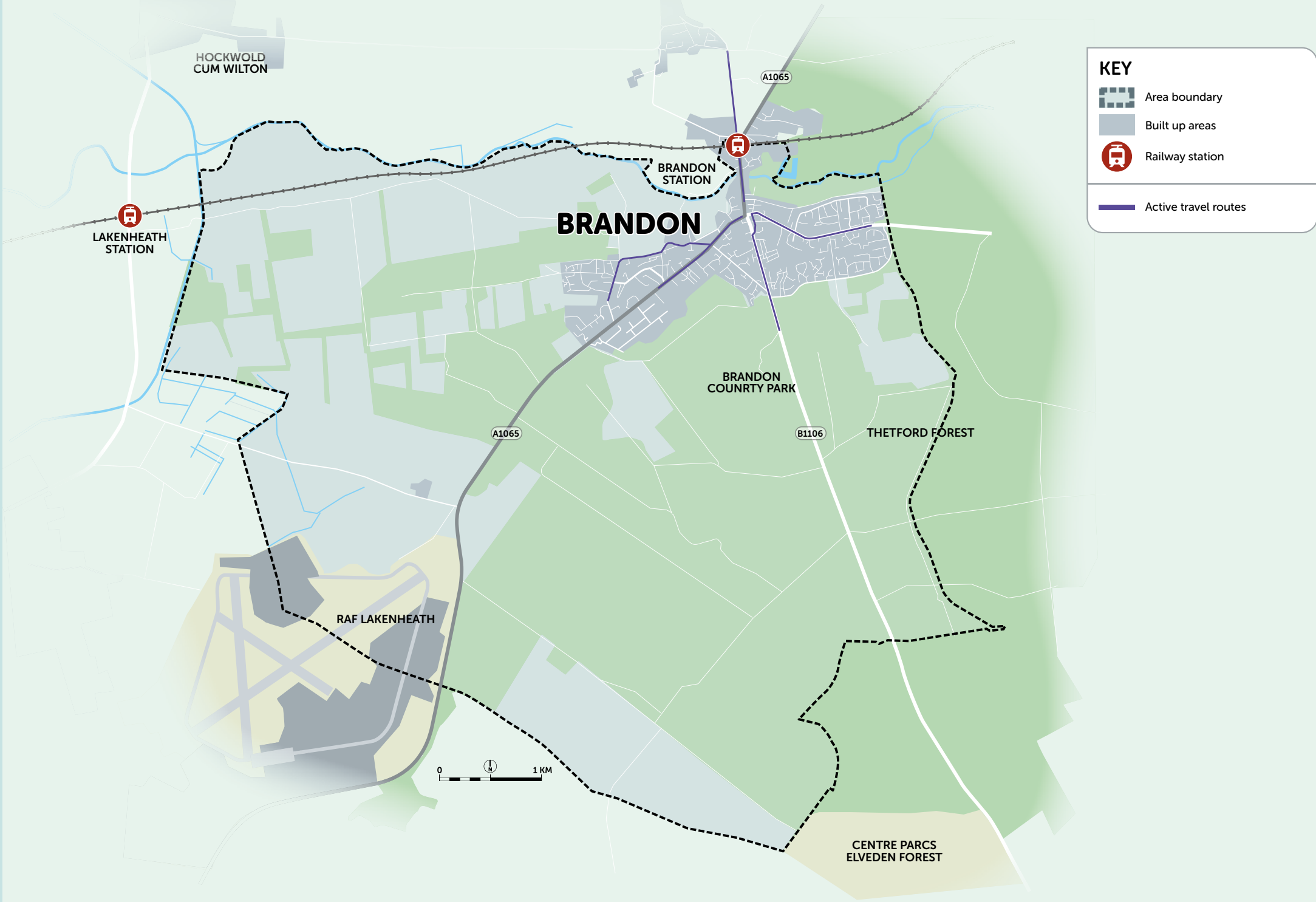
We will support linkages to National Cycle Network 30 in the plan area along Brandon Road / High Street and Thetford Road.

We will also support improvements to routes to schools so that children are able to walk, wheel and cycle safely to school. This would include continuous provision of a footway along Church Road / Victoria Avenue which is a key route from residential areas in Brandon to Breckland School.

Interventions could include pedestrian zones with places to stop and relax, widening of footways, dedicated cycle lanes, traffic calming measures and new and improved crossed points

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Active travel routes

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OBJECTIVE

Improve bus punctuality and reliability

A range of bus services operate in Brandon to Mildenhall, Bury St Edmunds, Thetford, Downham Market and Kings Lynn. A demand responsive service links passengers in more rural areas.

A regular bus service to the railway station would benefit those travelling for onward journeys. We will look for a viable solution to provide this service.

We will continue to promote bus travel as a more sustainable way of connecting into Brandon 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.

OBJECTIVE

Improve the integration of modes

The transport hubs in Brandon are at the bus stop on London Road and the railway station on Mundford Road.

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

Rail services in Brandon run on the Breckland line. Access to the railway station is from Mundford Road. We will support the railway station having access to electric charging points for a variety of transport modes, as well as the option of a bus service for onward travel.

We will support measures to improve the wider active travel network which connects the railway station to key services and facilities.

We will continue to support West Suffolk Council with the installation of electric vehicle charging points, with more charging at places people visit regularly.

We will also collaborate with partners to rationalise and consolidate car parking provision in Brandon, 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

Support town centre economies

We will support improvements to Brandon by enhancing the attractiveness of streets and spaces within the town centre to draw in shoppers and visitors.
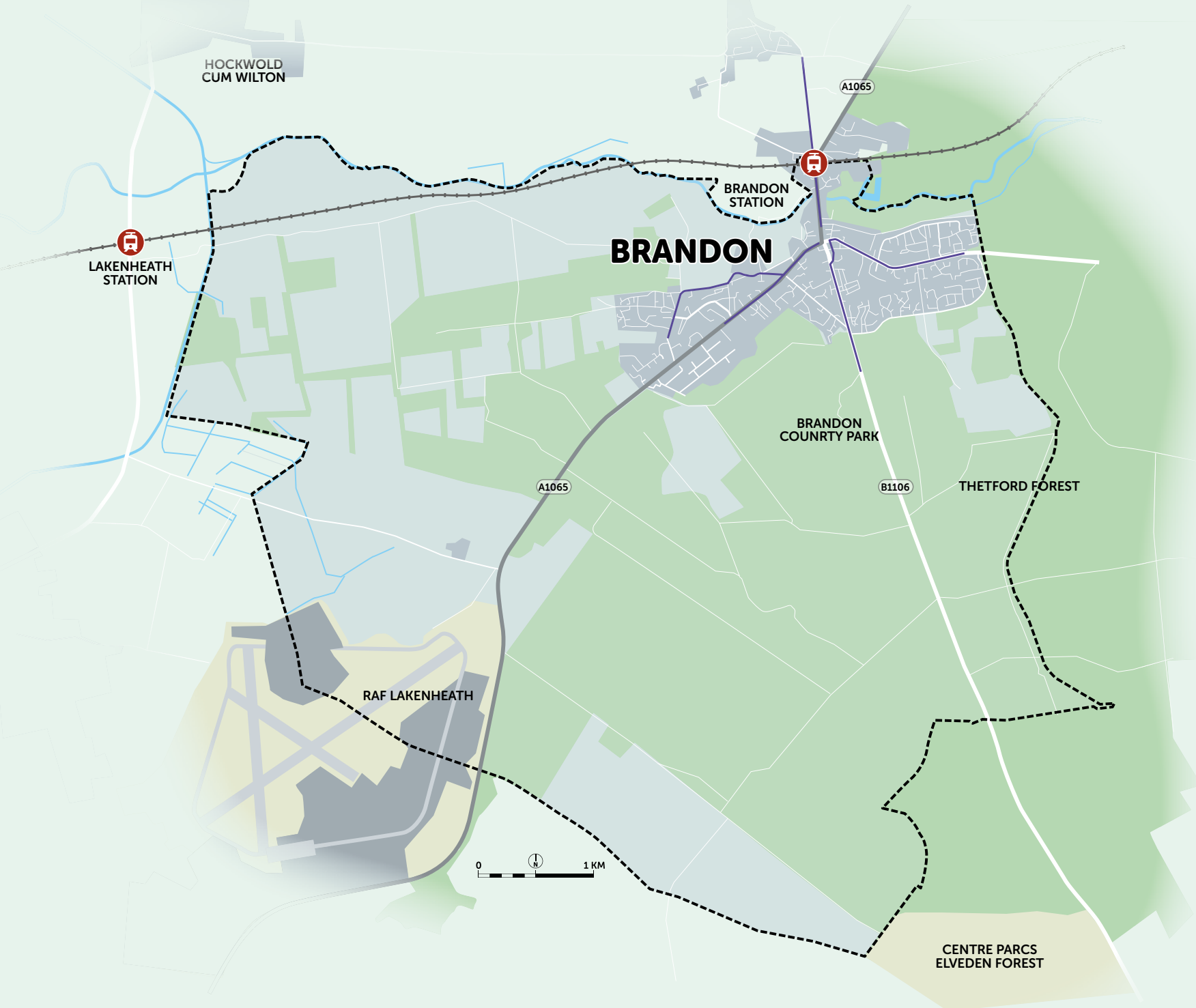
This will include supporting the use of increased seating and social spaces, more trees and planting and co-ordinated and accessible signage and lighting, particularly in the Market Square area.

Our plans for Brandon

The development of the Area Transport Plan 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 Brandon 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
- Railway station
- Active travel routes

Transport hubs

Increased cycle parking

More electric vehicle charging

Improvements to public realm

Improvements to key bus stops

More active school runs

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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	Indicative Capital Investment
Brandon	Town-wide walking and cycling improvements	£220,000

References

1. Office for National Statistics, Census Data (2021)
   www.ons.gov.uk/visualisations/customprofiles/build/

2. Travel Time
   https://app.traveltime.com

3. Office for National Statistics, Census Data (2011)
   Propensity to Cycle Tool - Suffolk (pct.bike)

4. Suffolk Climate Emergency Plan
   https://www.greensuffolk.org/

5. Gear Change. A bold vision for cycling and walking
   https://assets.publishing.service.gov.uk/

6. Transport for the North
   ArcGIS StoryMaps (transportforthenorth.com)

7. Emerging West Suffolk Local Plan
   www.westsuffolk.gov.uk/planning/Planning_Policies/local_plans/ws-local-plan-review.cfm

Thank you to Suffolk's District and Borough Councils and Town and Parish Councils who have provided photos for the Area Transport Plans.

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for Suffolk

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DISABLED PEOPLE