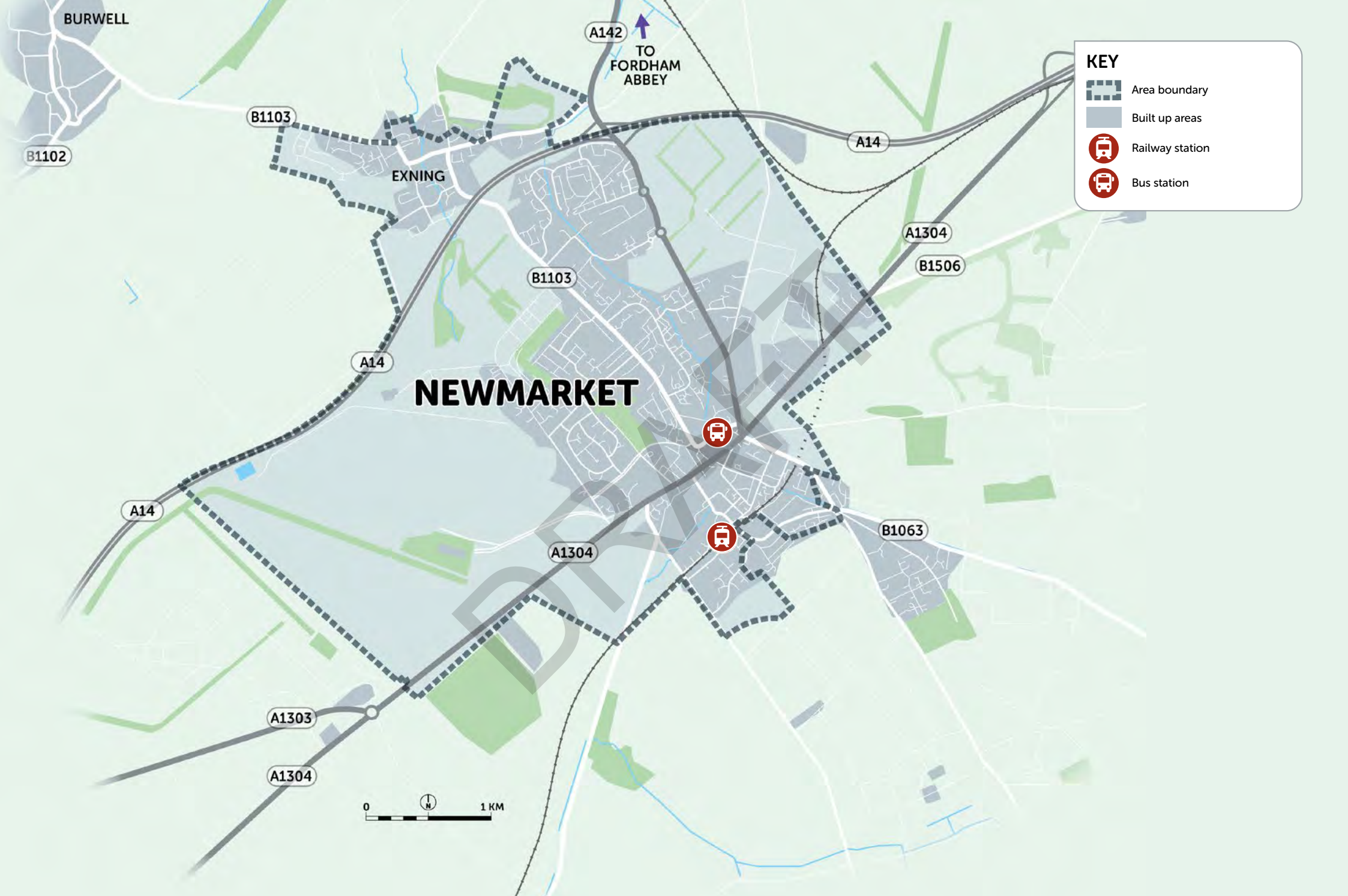






2024

# Newmarket Area Transport Plan





**KEY**

-  Area boundary
-  Built up areas
-  Railway station
-  Bus station



# Introduction

Newmarket is the third largest town in West Suffolk and its functional area includes the surrounding settlement of Exning.

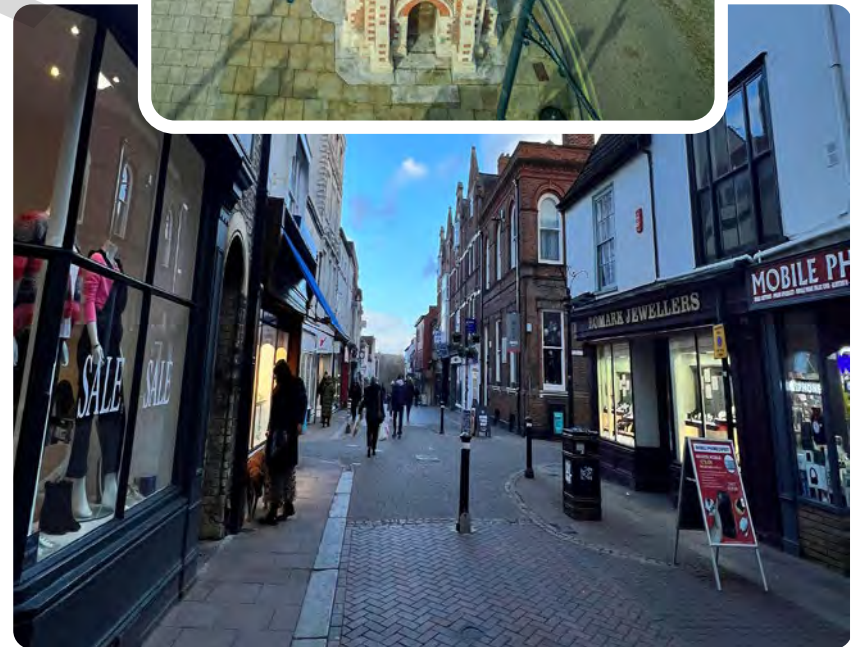
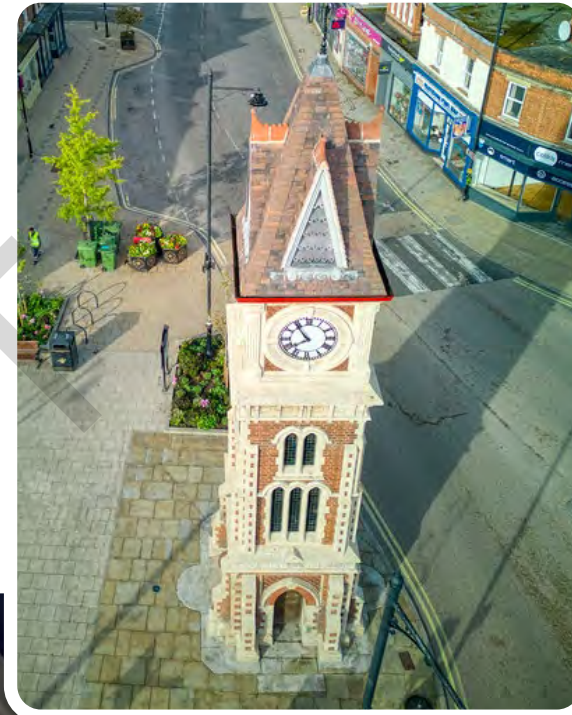
The residential population of the town plan area is 18,549<sup>1</sup> which is expected to grow in the coming years with large-scale developments north of Newmarket.

Newmarket is famous worldwide for horseracing. The town is the largest racehorse breeding centre in the country and is home to many of the major British horseracing institutions. The town has two large racetracks, the Rowley Mile and the July Course, which hold horseraces over the course of the year. It is estimated that one in three jobs in the town are related to the horseracing industry<sup>2</sup>.

The plan area includes a variable network of walking, wheeling and cycling routes. Provision is not provided along all the key routes into the town centre. The town's 'Yellow Brick Road' which is used to exercise horses also provides an off-road active travel route for pedestrians and cyclists around the town, though access to the route is limited in places.

Newmarket's bus service does make connections to surrounding communities and other urban areas. It also features a town circular service. However, improvements could be made to frequency, hours of operation and coverage. Rail services connect to Cambridge via Ely and Ipswich via Bury St Edmunds with hourly services to each destination.

Within the geographic area, at average cycling speeds, most households within the area 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 timeframe<sup>3</sup>.



Newmarket area population

**18,549**  
residents

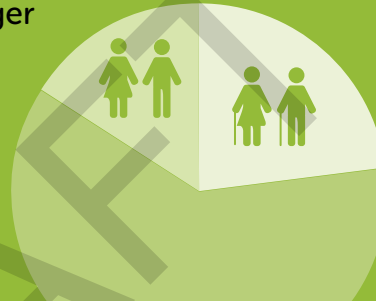


**16%**

of people are 15 years old or younger

**15%**

of people are over the age of 65



**49%**

of households are classed as deprived



**Travel patterns**

**21%**

of households don't own a vehicle



**52%**

of people travel less than 5km to work



**16%**

of people walk, wheel or cycle to work



**23%**

of people work mainly from home



Less than

**1%**



take the bus

Less than

**1%**



take the train



**53%**



drive a car or van to work

**School travel**



Travel to school patterns highlight that there are pockets in the town where pupils cycle to school.

On Average in Newmarket 4% of pupils cycle to school and those from Exning it is 7% <sup>4</sup>

Newmarket

**4%**

Exning

**7%**



# Reasons for change



## Decarbonisation of Transport

In the Newmarket area, 18% 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%<sup>5</sup>. Furthermore, the government targets half of all journeys undertaken by active travel modes in towns across the country<sup>6</sup>. Existing infrastructure and sustainable transport services restrict people’s sustainable travel options.



## Health, Wellbeing and Social Inclusion

Increasing physical activity is linked to improved mental and physical health outcomes at all stages of life and prevention of chronic and acute health conditions. Increasing physical activity through walking, wheeling and cycling more trips will help to improve the health of the population in the Newmarket area.





## A Strong, Sustainable and Fair Economy

The horseracing industry makes a considerable contribution to the local economy being directly responsible for around 3,200 jobs and supporting around 8,500<sup>2</sup> jobs in the wider economy, including those related to tourism. The transport network requires specific measures to ensure that all road users can navigate the town safely while accommodating large number of movements by horses and their riders.



## 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 along the High Street and at the Clock Tower as well as connections to the bus station and railway station, will help to create healthier, more attractive and more accessible streets. These benefits would further be enhanced by relocating the town's market to the High Street area and directing lorries and other large goods vehicles travelling through the centre of Newmarket out to the bypass.



# Summary of objectives

The Newmarket 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

Engage with industry to limit the impact of lorries and other large vehicles on communities





## OBJECTIVE

# Enable active travel to be the default choice for shorter trips

A network of key walking and cycling routes in Felixstowe 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 the town centre including improvements to the layout of the High Street. This will improve accessibility as well as safety and will all be developed in conjunction with relevant plans for the area.

### Prioritise walking routes

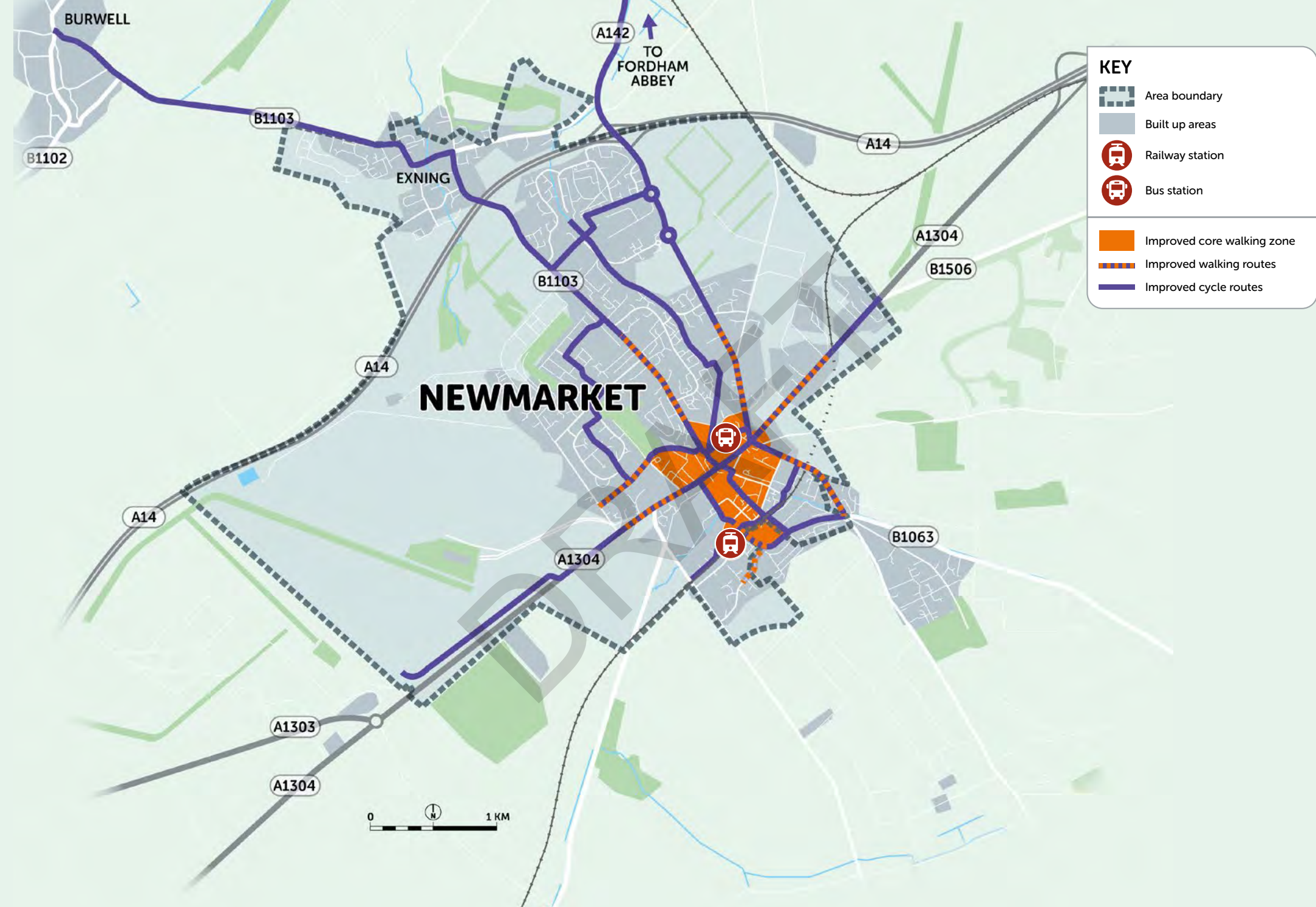
We will improve footways, crossing points and wayfinding signage along key walking routes in the town. Key links include those between the bus station, town centre, railway station and racecourses. As well as establishing off road active travel links which incorporate the

'Yellow Brick Road' in central Newmarket with the possibility of extending this via Wellington Street, Sun Lane, Park Lane and Green Road.

### 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 improvements will include to the cycle corridors of Exning Road, Fordham Road, Bury Road and Old Station Road. We will also look to work with partners to improve active travel links north of Newmarket into Cambridgeshire.







OBJECTIVE

## Improve bus punctuality and reliability

A range of bus services operate in Newmarket including connections to Cambridge, Bury St Edmunds, Mildenhall and Ely. A town circular connects communities with the town centre. A demand responsive service links passengers to rural villages around Newmarket and to the railway station and key services.

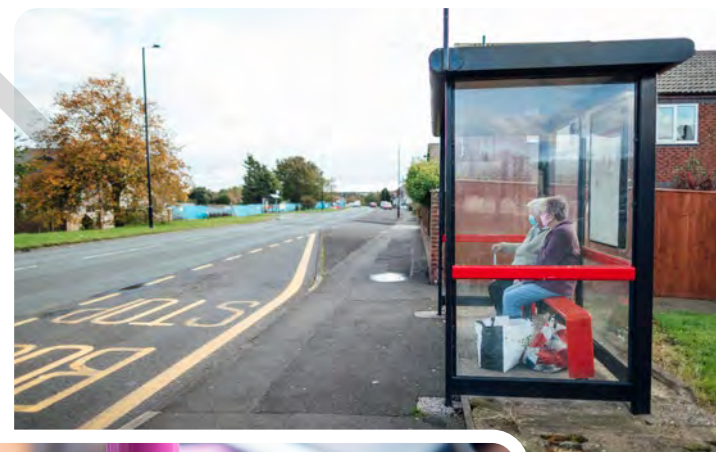
We will support greater coverage and frequency of services with an aspiration to achieve:

- Town service – half-hourly
- More flexible bus services that better meet local community demands. This would include the bus station, railway station and racecourses, especially needed on race days.
- Interurban connections to Bury St Edmunds and Cambridge (hourly / 2 hourly)
- Demand responsive services – daily connections

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

- Addressing vehicle parking either blocking access to bus stops or general progress along bus routes
- Rethinking how buses navigate the town centre, which could be supported by relocated waiting facilities

We will continue to promote bus travel as a more sustainable way of connecting into Newmarket 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 main transport hubs in Newmarket are at the bus station located on Crockford Road just off the High Street and the railway station on Station Approach which is an average 15-minute walk to the town centre.

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

Facilities at the rail station are limited. We will support measures to provide provision for adapted cycles, electric vehicle charging points and easy access to a taxi rank or bus stop.

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

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

Electric vehicle car clubs will be delivered and promoted throughout the course of the plan, the first of which is proposed on All Saints Road.

We will also collaborate with partners to rationalise and consolidate car parking provision in Newmarket, 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 area plan are mainly focused on the strategic site located in the north of the town just south of the A14 which is allocated for 400 new dwellings.

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 A14, junction 37 – Exning interchange is likely to experience capacity as a result of new developments





OBJECTIVE

# Support town centre economies

We will support improvements to Newmarket by reviewing the attractiveness of the streets and spaces within the town centre. We will continue to work with West Suffolk Council to support the design of the High Street.

The core walking zone includes the High Street, The Avenue, Old Station Road, Fordham Road, Exeter Road, Palace Street, the B1103 and the alleyways that connects the retail environment with the carparks, railway station and bus station. In this area, we will support giving greater priority to pedestrians. We will look at the use of increased seating and social spaces, more trees and planting and co-ordinated lighting.

We support the twice weekly market returning to its location on the High Street in Newmarket.

We will help to remove barriers to access the town centre by creating clear, safe and direct pedestrian and cycling routes. In particular at the Clock Tower to improve the gateway to the High Street.

We also support a town wide signage strategy to be implemented in conjunction with the Horse Safety Zone, which would seek to make drivers, pedestrians and cyclists aware that they are entering Newmarket, and they should expect to encounter horses on, or crossing the road, and of the behaviours they should demonstrate.





OBJECTIVE

## Engage with industry to limit the impact of lorries and other large vehicles on communities

Suffolk's recommended lorry route map highlights key strategic routes that pass-through Newmarket on the A14, A11, B1506 and B1085 with local access routes serving destinations within the town. Concerns about lorry movements, particularly during peak times and those traveling from / to Soham and Haverhill have been compounded by the perception that lorries and large vehicles are not using the Newmarket bypass but are cutting through the town centre.

We will continue to monitor lorry movement throughout the town via our lorry route plan. Along with National Highways we will support an area wide signage review and improvements to signage directing motor vehicles, lorries and large vehicles to the most appropriate roads to use.

We will also support businesses within the area to make and receive their deliveries more efficiently which may include options such as e-cargo bikes and electric vehicles, contributing to making our transport network more sustainable.

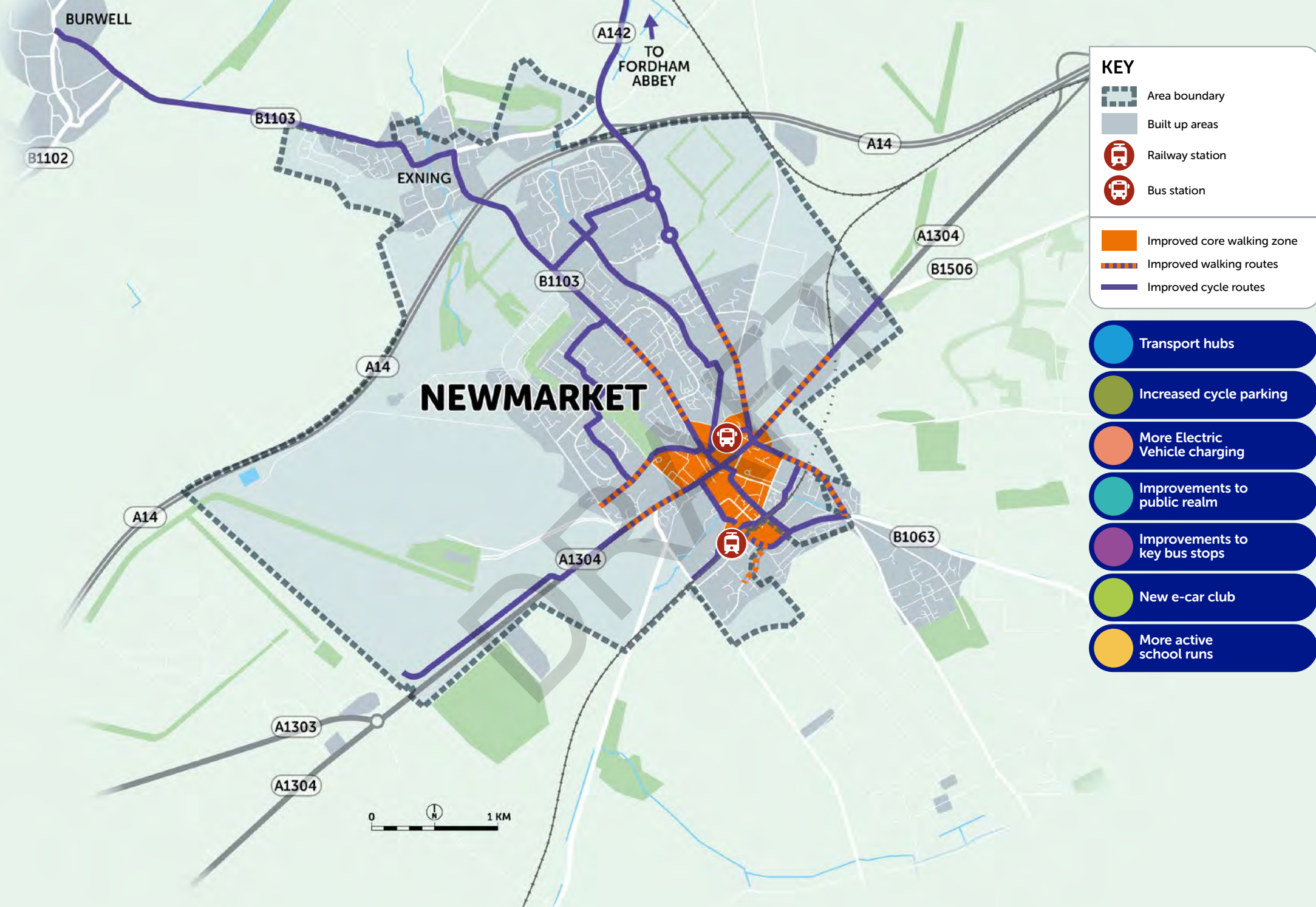


# Our plans for Newmarket

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









# 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
Newmarket	Exning Road to Burwell cycle route	£300,000
Newmarket	Yellow Brick Road access improvements	£100,000
Newmarket	LCWIP high priority routes	£320,000

## References

- Office for National Statistics, Census Data (2021)  
[www.ons.gov.uk/visualisations/customprofiles/build/](https://www.ons.gov.uk/visualisations/customprofiles/build/)
- West Suffolk Council Transport Mitigation Report  
[https://www.westsuffolk.gov.uk/planning/Planning\\_Policies/neighbourhood-planning/upload/NNP-final.pdf](https://www.westsuffolk.gov.uk/planning/Planning_Policies/neighbourhood-planning/upload/NNP-final.pdf)
- Travel Time  
<https://app.traveltime.com>
- Office for National Statistics, Census Data (2011)  
[Propensity to Cycle Tool - Suffolk \(pct.bike\)](#)
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- Gear Change. A bold vision for cycling and walking  
<https://assets.publishing.service.gov.uk>