

April 2025

Active Travel Woodbridge

Phase 2 Consultation Summary 2025



Consultation Summary



Figure 1: example leaflet used to advertise the consultation

In Autumn and Winter 2024, Suffolk County Council consulted with the public and key stakeholders on improvements to walking and wheeling in the town centre areas, including Quay Street, Market Hill, and the Thoroughfare. The consultation was open for 8 weeks, from 14th November 2024 to 10th January 2025.

This consultation was the second phase of engagement, following the first phase in February and March 2024, which focused on South Woodbridge. We are working on the phase 1 designs and will keep you updated with our progress regularly.

This report summarises the feedback we received regarding the plans for the town centre and outlines the next steps on how we plan to take the proposals forward, taking into account the feedback received. We would like to thank everyone who took the time to get involved and share their views.

Project Summary

Suffolk County Council has secured £5m in funding from Active Travel England for improvements in Woodbridge.

The improvements we're proposing aim to:

- Make it safer to walk and wheel by providing more space (e.g. widening pavements), safer crossing points and creating safer junctions.
- Provide more options to walk and wheel for local journeys, by reducing speeds and making the roads less busy for those who have to use them.
- Improve public spaces to make walking, wheeling and cycling more attractive and convenient for everyone.



We asked people about proposals for the following locations:

Station Road and Quay Street

To slow down traffic and make it safer for pedestrians to cross, we will introduce a raised table across Station Road and at the junction of Quay Street.

We will widen the pavement at the entrance to Quay Street and ensure it is at the same level as the road. This will reinforce priority for pedestrians and improve accessibility. The zebra crossing will remain in its current location.



Quay Street

We will improve pedestrian safety and accessibility, we will widen the pavements on both sides of Quay Street. To achieve this, Quay Street will become one-way for vehicles travelling northbound.

We will retain space for loading and unloading for businesses on Quay Street.



Market Hill

We provided two options for the Market Hill area (the section outside Strawberry café / Galley Restaurant).

- Both options look to reduce traffic travelling around the Shire Hall area enabling public realm improvements, wider pavement areas, and improved pedestrian safety:
 - Option one – access only
 - Option two – one way towards Theatre Street

Additionally, we propose to:

- Restrict the right turn in front of the Shire Hall (near to The Drums of the Fore and Aft statue), to reduce traffic movements.
- Review on-street parking to consider Blue Badge parking and create safe crossing points for pedestrians around the Market Hill area.

The Thoroughfare

We want to create a more accessible and user-friendly public space for everyone, by enhancing the public realm which could include benches, planting and secure bicycle parking.

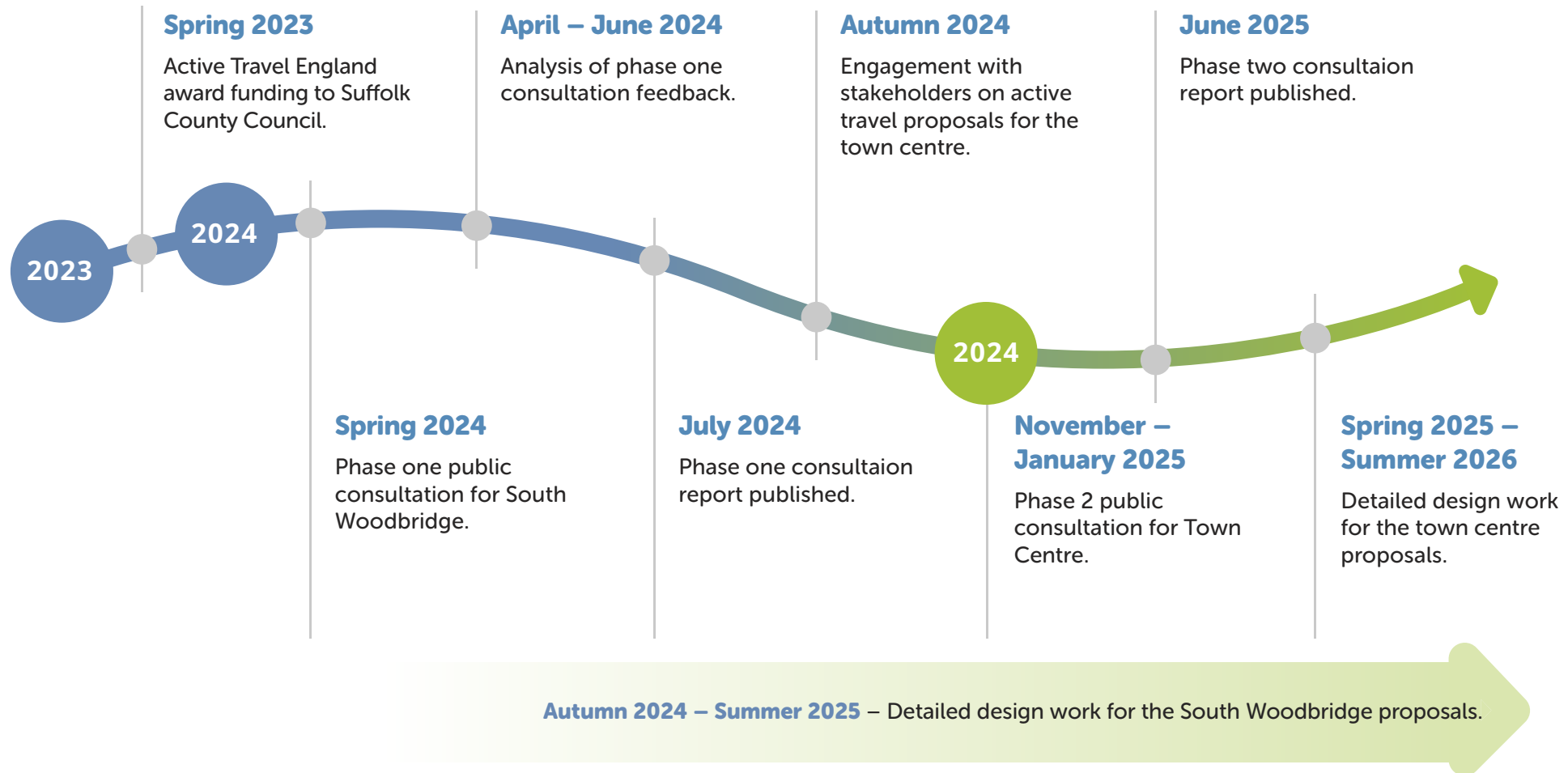
We want to improve pavements on the Thoroughfare to make it easier and safer to walk.

We will look at ways to improve awareness of vehicular restrictions on the Thoroughfare.



[For more detailed information and visuals for each of the schemes, the information is available to view online.](#)

Project Timeline



The Consultation

The public consultation took place over autumn and winter of 2024/25, from 14th November 2024 to 10th January 2025.

We invited feedback on proposed improvements for the following town centre areas:

- Station Road and Quay Street
- Market Hill area
- The Thoroughfare

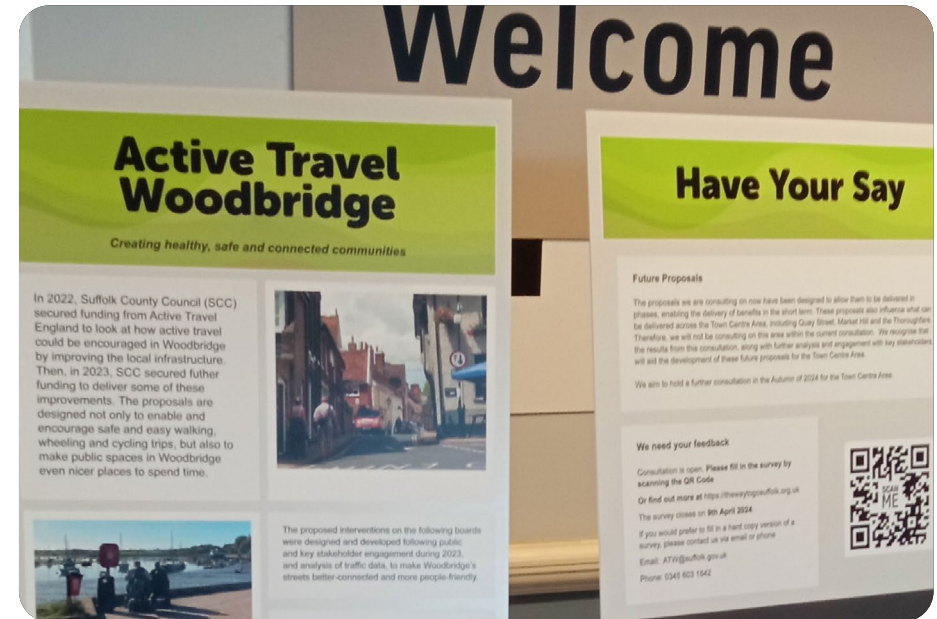
How we invited participation

Public Drop-in Events

Held at the Community Centre on 30th November and St Mary's Church Hall on 5th December. Attendees could read about the proposals, speak to team members, and ask questions. Betastreet 360 online software was available to help residents visualise the changes and propose their own ideas.

Business Community Event

Held at the Library on the evening of 6th January.



Online Storymap and Survey

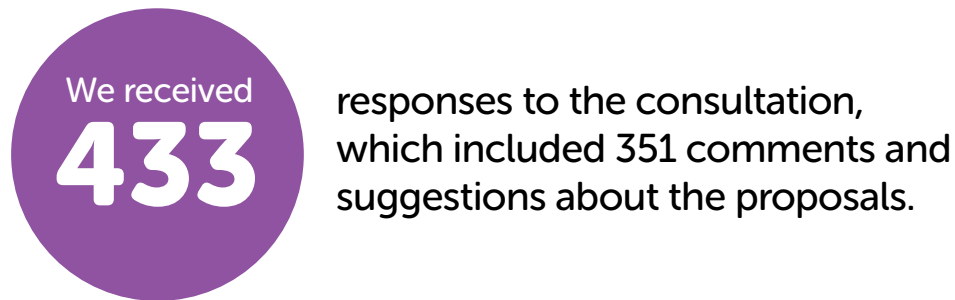
An online survey was available, along with paper copies upon request. The survey included questions to gauge support for the proposals and there was space for open comments.

Stakeholder Meetings

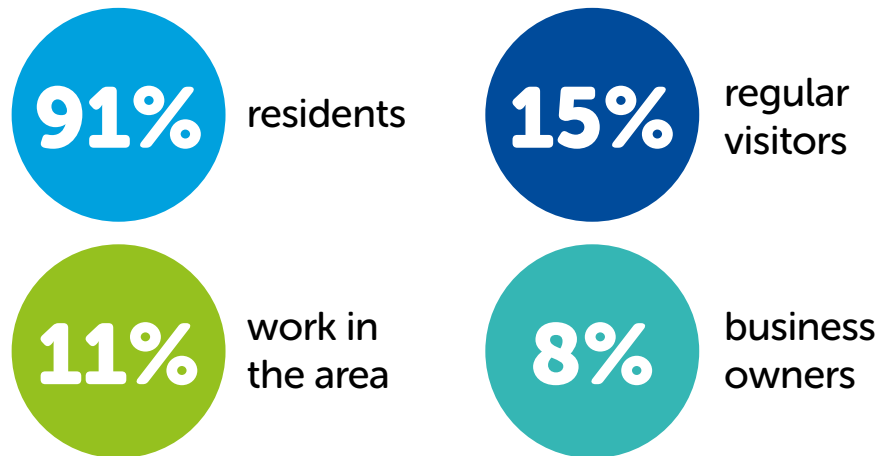
We met with local stakeholders, including emergency services, community groups, schools, waste management, and local businesses.

To ensure as many people as possible were aware of the consultation, we publicised it through local newspapers, websites, social media, leaflet drops in the town centre area, and posters displayed around town.

Consultation Findings

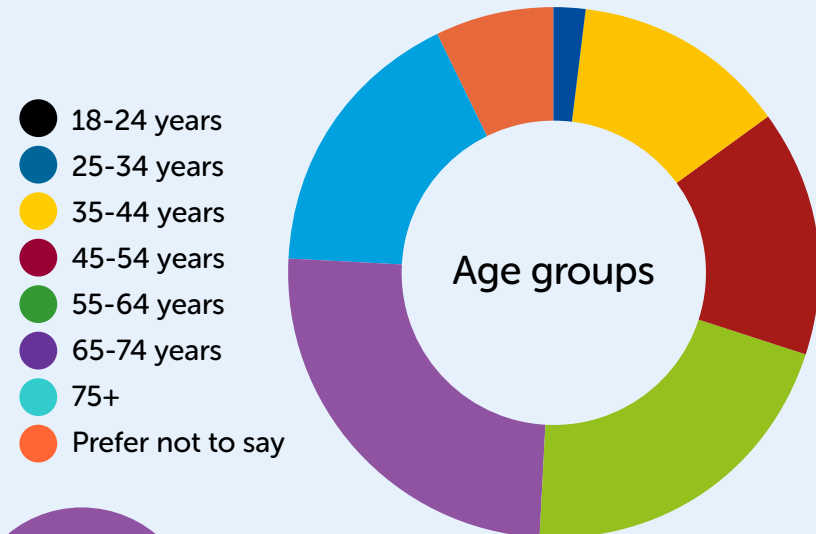
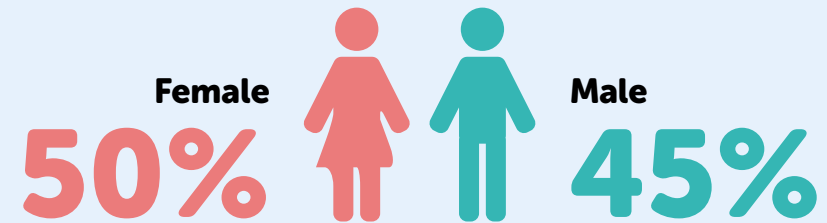


Respondents identified as:



Respondents could select all that applied.

Demographics of respondents

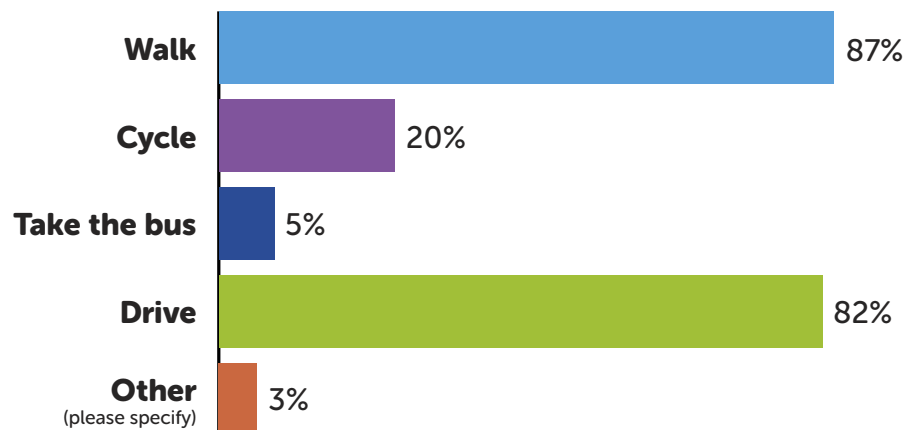


Demographic responses are based on the number of respondents answering the specific question and where information was not disclosed this has been removed from the results.

Active Travel and you

We asked you...

How do you currently travel across the town centre area?



You told us...

43%

thought that the proposals would make it easier and safer for walking and wheeling around town.

38%

did not think the proposals would be effective.

19%

were not sure

We asked you...

Which parts of the proposals will make it easier and safer to walk/wheel/cycle along around the town?



Station Road and Quay Street

You told us...

Improvements on Station Road would help to slow traffic speeds and improve safety at the crossing.

You support wider pavements on Quay Street to enhance pedestrian safety and accessibility, with suggestions to consider one-way south bound.

We should consider pavement improvements on Cumberland Street and Church Street to improve pedestrian accessibility and safety.

You raised concerns over visibility for drivers exiting Crown Place onto Quayside.

We should ensure that designs allow for businesses to load and unload safely on Quay Street.

You have concerns for potential increased journeys and additional traffic traveling through Market Hill.

Proposed changes to Station Road, Woodbridge



Proposed changes to Station Road junction with Quay Street, Woodbridge

Station Road and Quay Street

What we plan to do

We will develop designs for the improvements at the crossing on Station Road and the entrance to Quay Street.

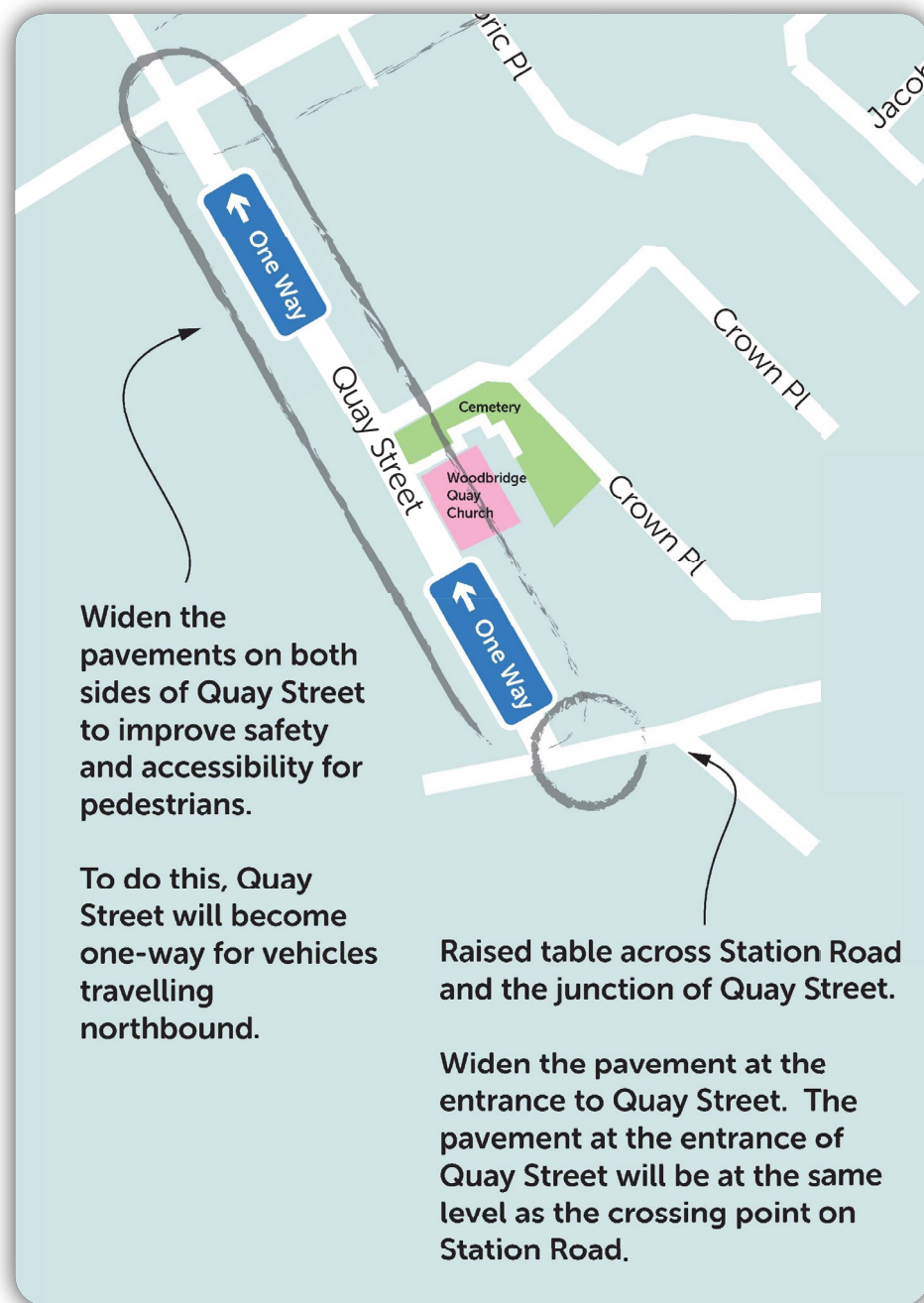
We want to make the pavements wider on Quay Street to improve pedestrian safety and accessibility. Prior to any works commencing, we will carry out a detailed review of vehicle access and routing in the town centre. This will include assessing feasibility of alternative options to help minimise disruption. The review will be carried out in collaboration with the Town Council, local businesses, and community groups.

After evaluating the one-way southbound option on Quay Street, we have concluded that it would not be suitable to displace traffic onto Cumberland Street for access to Market Hill and Quay Street. Therefore, the one-way on Quay Street would be north bound.

We will consider pavement improvements on Cumberland Street and Church Street to improve pedestrian safety and accessibility.

We will enhance safety at the Crown Place exit by considering measures to reduce traffic speed on Quayside. Additionally, we will look into options for a crossing to improve the safety of pedestrians crossing from Tide Mill Way.

Figure 2: proposed changes to Station Road and Quay Street, Woodbridge



The Thoroughfare

You told us...

You want to see maintenance of the current footway.

Improving the entrance to the Thoroughfare could help highlight the restrictions more clearly.

You gave mixed responses regarding the addition of new street furniture.

We should consider specific time for deliveries to improve the shopping experience.

Woodbridge



The Thoroughfare

What we plan to do

We will prioritise the improvements to the existing surface on the Thoroughfare.

We will look at ways to clearly highlight the existing restrictions through improved signage.

We will work with local groups on access requirements and public realm improvements.

We will improve the layout and pavements at the entrance to the Thoroughfare to reinforce priority to pedestrians and create a safer space.

Figure 3: proposed changes to The Thoroughfare, Woodbridge



Market Hill Area

You told us...

You prefer one-way traffic flow for traffic traveling across Market Hill towards Theatre Street.

You have concerns regarding insufficient parking for residents and businesses, with suggestions to consider permit parking.

We should consider pavements improvements at junction of Angel Lane and Theatre Street and a potential option to make Angel Lane access only.

You welcomed the idea of adding bike parking, greenery and improvements to outside spaces.

We should ensure the designs allow for residents to access their property without increased journey times.

You have concerns that changes on Quay Street could lead to increased congestion and additional traffic around Market Hill.

Market Hill, Woodbridge



Proposed changes to Market Hill, Woodbridge

Market Hill Area

What we plan to do

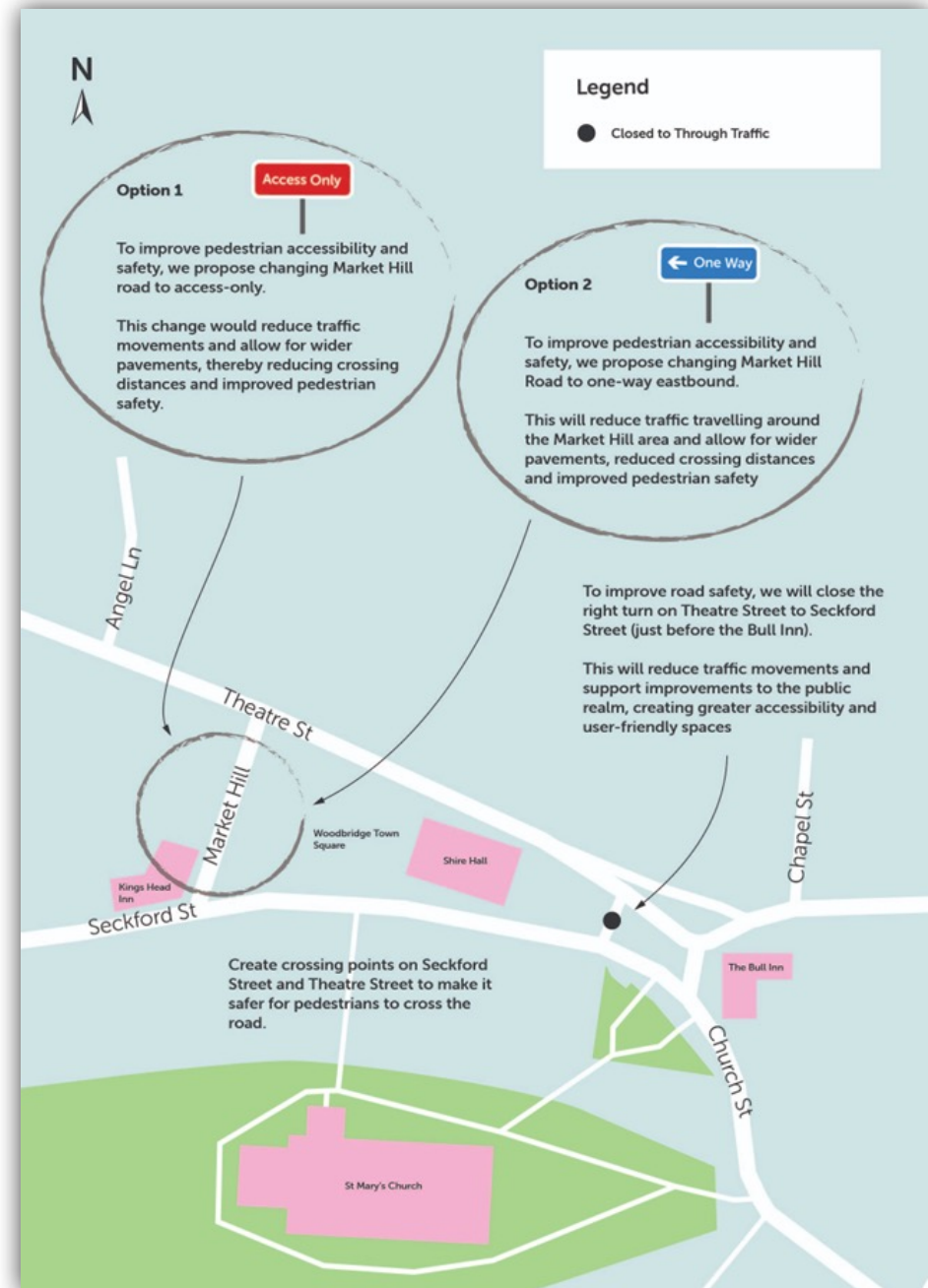
We will implement the design for one-way traffic flow for vehicles on Market Hill towards Theatre Street.

We will investigate and explore the benefits of permit and blue badge parking in this area for residents, business owners, and those with accessibility needs.

We will explore options for Market Hill that will deliver a reduction in traffic traveling around Market Hill.

We will develop options to improve pedestrian infrastructure and the public realm at the location of The Drums of Fore and Aft statue. The improvements here will include the closure of the existing junction.

Figure 4: proposed changes to Market Hill, Woodbridge



Next Steps

Now the consultation is complete, we will move forwards with the planned proposals. We will continue to work with local councils, businesses and other stakeholder groups to refine the details.

We would like to thank everyone who has taken the time to get involved in the project so far – your feedback has been invaluable in helping us to develop the active travel proposals.

We will provide further updates on our website as the project progresses.

www.suffolk.gov.uk/currentactivetravelprojects



If you need help to understand this information in another language please call **03456 066 067**.

Se precisar de ajuda para ler estas informações em outra língua, por favor telefone para o número abaixo. **03456 066 067**

Portuguese

Jeigu jums reikia šios informacijos kita kalba, paskambinkite **03456 066 067**

Lithuanian

Jeżeli potrzebujesz pomocy w zrozumieniu tych informacji w swoim języku zadzwoń na podany poniżej numer. **03456 066 067**

Polish

Dacă aveți nevoie de ajutor pentru a înțelege această informație într-o altă limbă, vă rugăm să telefonați la numărul **03456 066 067**

Romanian

إذا كنت بحاجة إلى المساعدة في فهم هذه المعلومات بلغة أخرى، الرجاء الاتصال على **03456 066 067**

Arabic

Если для того чтобы понять эту информацию Вам нужна помощь на другом языке, позвоните, пожалуйста, по телефону **03456 066 067**

Russian

If you would like this information in another format,
including audio or large print, please call **03456 066 067**.

 **recycle**
for Suffolk

