

Figure 1 – Local Enterprise Zones

### *Ipswich Local Plan*

Ipswich Borough Council is preparing a new Local Plan for the borough. For the period of 2014 to 2036 the Objectively Assessed Need for Ipswich is 11,420 dwellings.

### *Babergh Local Plan*

Babergh, which forms part of the Ipswich Housing Market Area (HMA) and borders Ipswich to the west, is preparing a new Local Plan. For the period of 2014 to 2036 the Objectively Assessed Need is 7,820 dwellings.

### *Mid Suffolk Coastal Local Plan*

Mid Suffolk, which forms part of the Ipswich HMA and borders Ipswich to the north, is preparing a new Local Plan. For the period of 2014 to 2036 the Objectively Assessed Need is 9,951 dwellings.

### *Suffolk Coastal Local Plan*

Suffolk Coastal, which forms part of the Ipswich HMA and borders Ipswich to the east, is preparing a new Local Plan. For the period of 2014 to 2036 the Objectively Assessed Need is 10,111 dwellings.

In total the Ipswich HMA has an Objectively Assessed Need of 39,202 dwellings, a significant proportion of which are likely to be located within or on the fringes of Ipswich and for which Ipswich will represent the key economic centre.

### *Cycle Strategy SPD*

The Ipswich Cycle Strategy is a Supplementary Planning Document (SPD) adopted by Ipswich Borough Council in March 2016. The SPD sets out how applicants should promote and facilitate cycling from the outset of a planning development.

The main purpose of the SPD is to facilitate and encourage cycling for journeys within the town in place of the car. The SPD identifies 'main corridors' for cycling including potential enhancements to the routes.



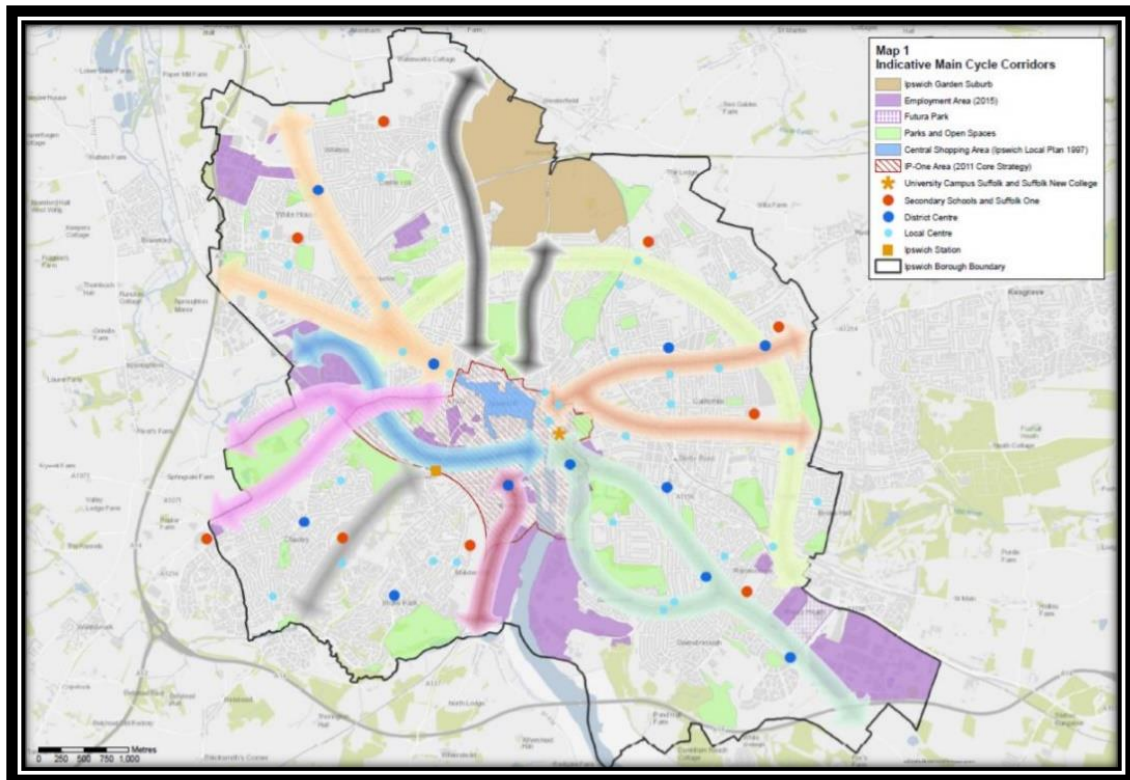


Figure 2– Ipswich Cycle Strategy Plan

### *Suffolk Framework for Inclusive Growth*

The SFIG recommends growing Ipswich as the county town and that infrastructure schemes will be needed to support growth beyond what is currently included in the Local Plan.

### *AQMA*

There are five Air Quality Management Areas within Ipswich as shown in Figure 3 below.

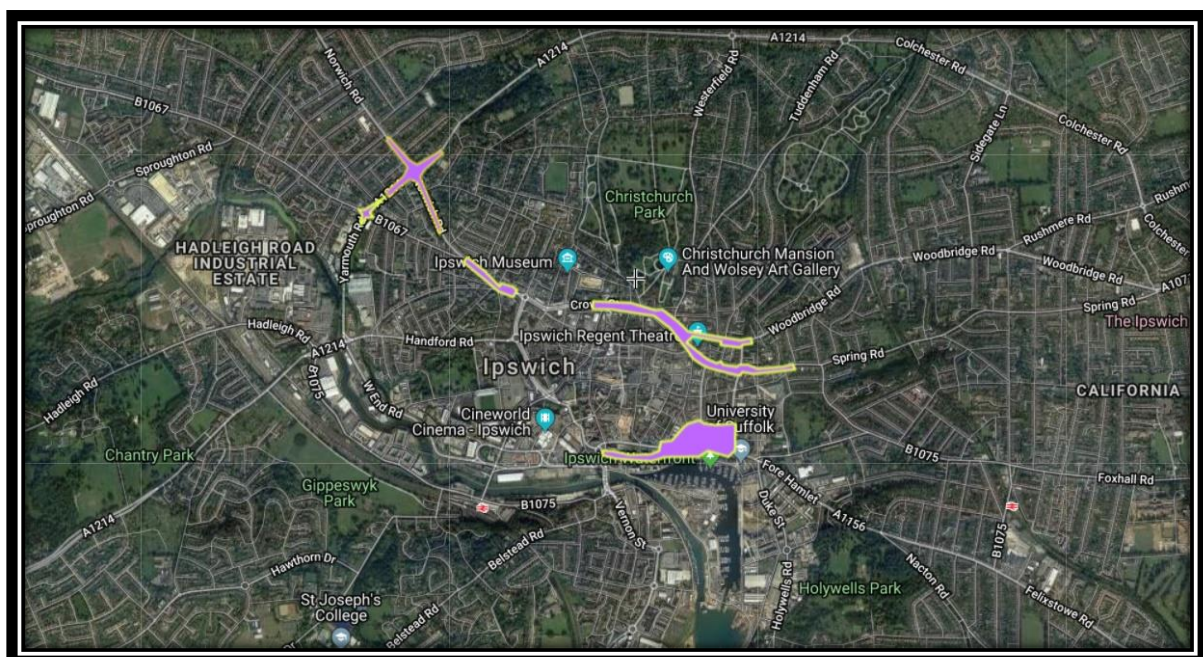


Figure 3 – Air Quality Management Areas

## Census Data

### Demographics

The population time series between 2009 and 2015 for Ipswich only is set out below.

**Total and Working age population time series**

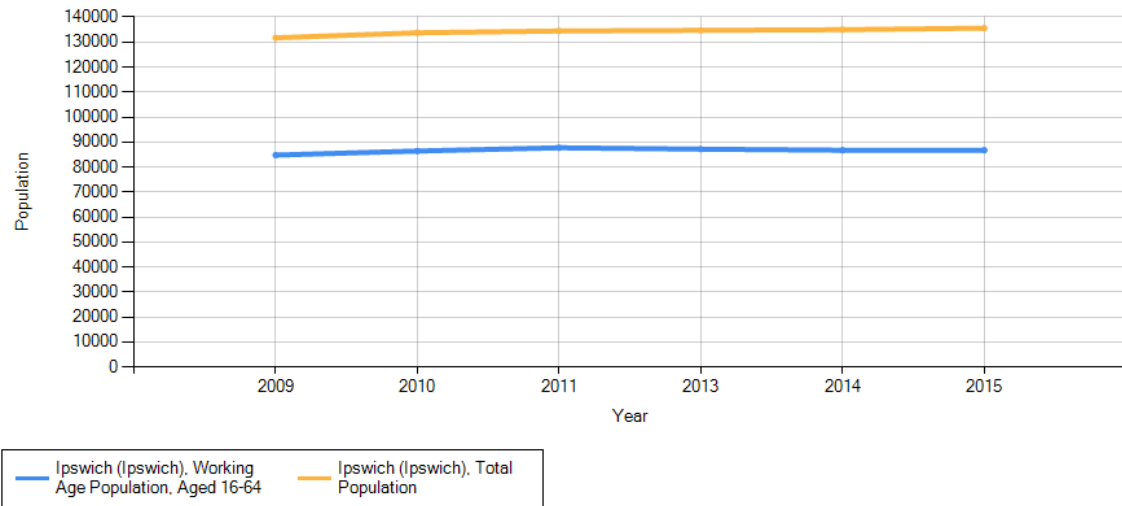


Figure 4 - Working age and total population trends

The East of England forecasting model predicts the population of Ipswich will increase from 136,500 in 2016 to 149,900 by 2039, a significant increase of 10%.

**Population Projection**

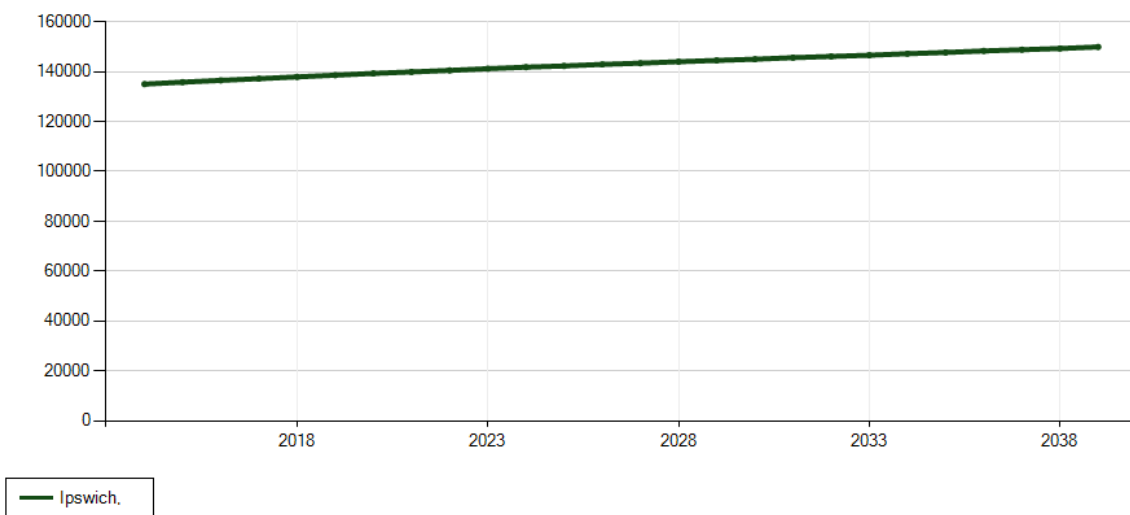


Figure 5 - East of England - population projection

The Ipswich HMA is formed by Ipswich, Babergh, Mid Suffolk and Suffolk Coastal and has a combined population of over 450,000 people. Since 2001 Ipswich's population has increased by 16%, Babergh's by 7%, Mid Suffolk's by 14% and Suffolk Coastal's by 11%. Importantly Ipswich has now filled the majority of its development boundary and associated growth is likely to occur on its fringes. Currently, for the vast majority, the travel distance to the town centre is less than 5km, however with expansion this will mean fewer people being able to

walk and cycle to the town, and more pressure on alternative modes, with associated congestion, health and road safety implications.

Figure 6 below indicates the work destination of Ipswich residents indicating that the majority work within Ipswich and the immediate surrounding area.

Figure 7 indicates that the proportions of jobs occupied by Ipswich residents in the immediate area is very high especially in built up Ipswich.

Figure 8 indicates the home locations of Ipswich jobs, again indicating short travel distances and the importance of Ipswich to the immediate area, especially to Woodbridge and Melton to the east.

Figure 9 indicates the importance of Ipswich as a location for employment and for employees to the local area, especially to/from Suffolk Coastal (Kesgrave, Martlesham Heath, Melton, Woodbridge and Felixstowe).

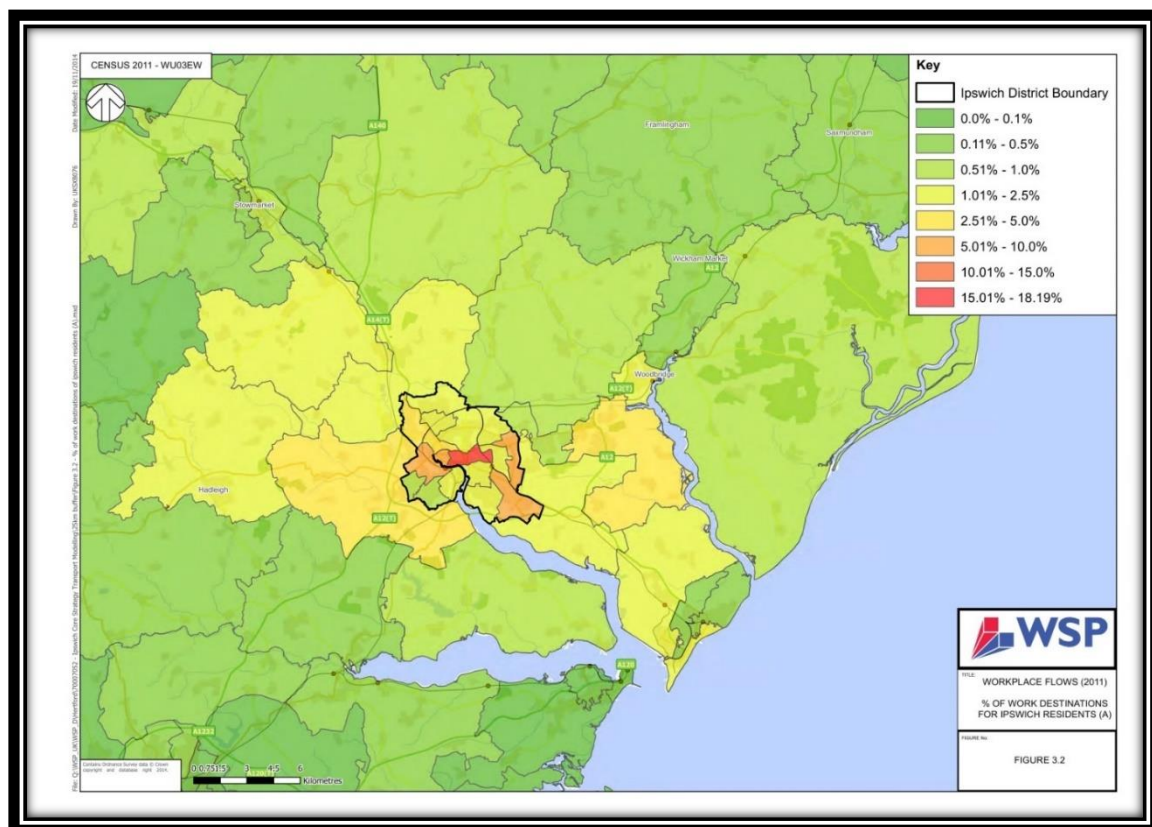


Figure 6 – Work Destinations of Ipswich Residents



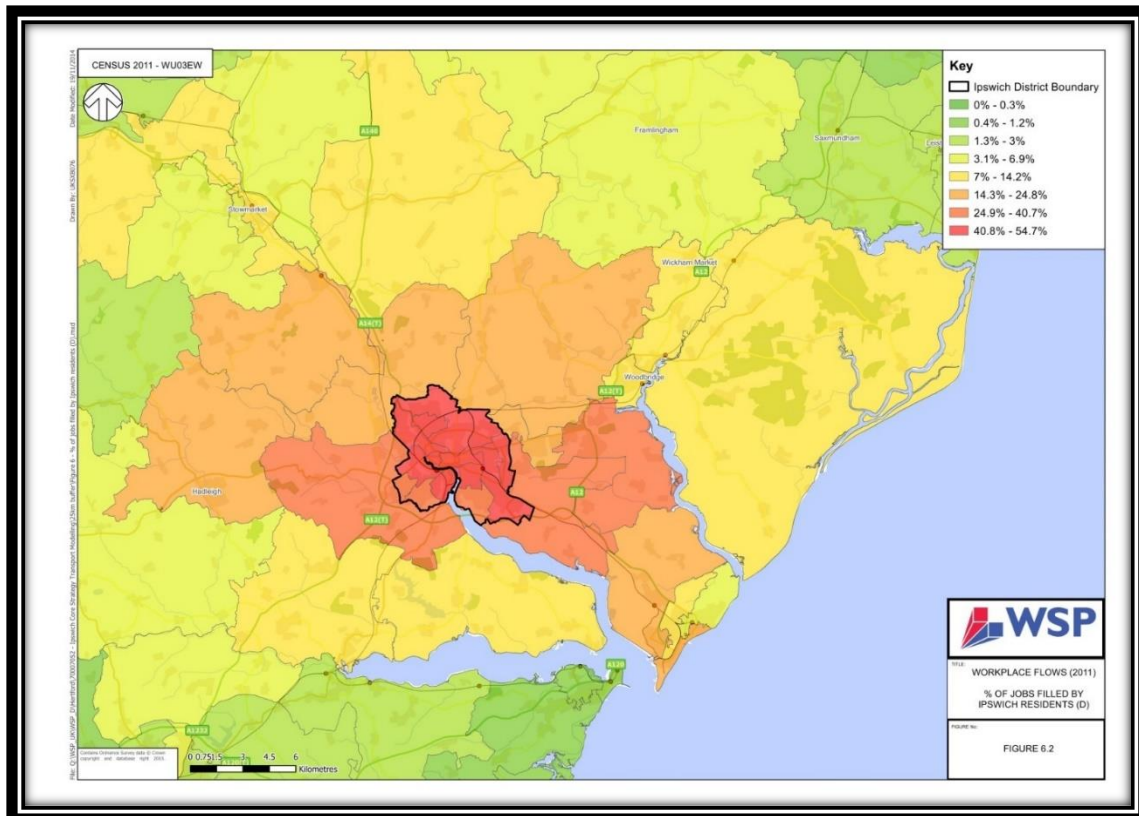


Figure 7 – % of Jobs Filled by Ipswich Residents

Figure

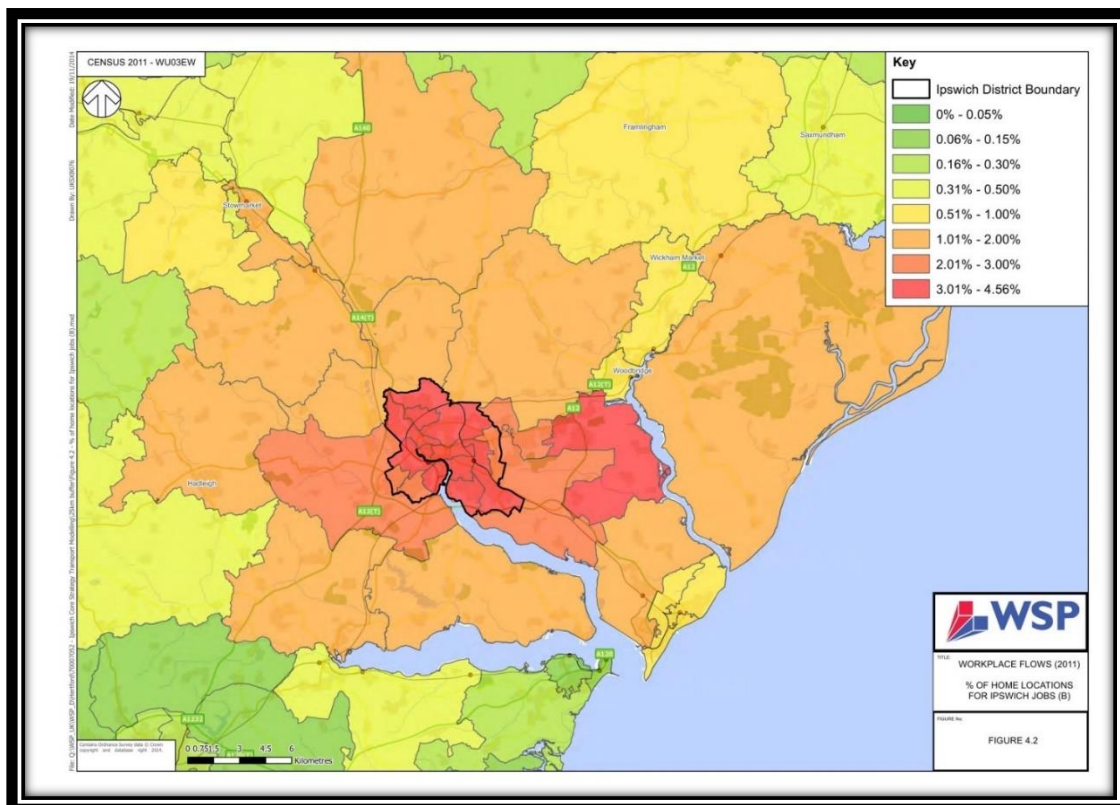


Figure 8 – Home Locations for Ipswich Jobs

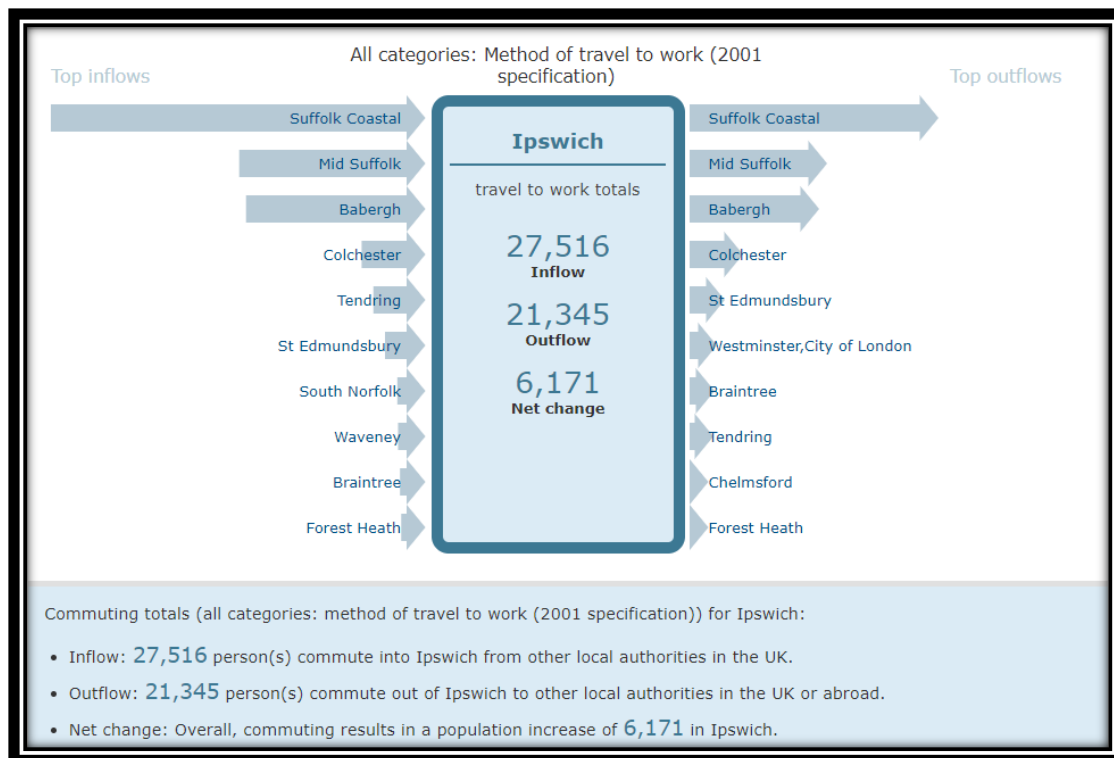


Figure 9 – Travel to Work for Ipswich

### *Major planning permissions*

Further to the above, there are a number of strategic sites and major planning permissions either in or surrounding Ipswich:

- Ipswich Garden Suburb: 3,500 dwellings in north Ipswich.
- Adastral Park: Planning permission has recently been granted for 2,000 homes at Adastral Park to the east of Ipswich.
- Sproughton Sugar Beet: A planning permission was recently submitted for 90,000 sqm of employment floor space at Sproughton Sugar Beet site (Local Enterprise Zone).
- Candlet Road: Planning permission for 500 houses in Felixstowe.

### *Major Schemes*

In March 2016 the Department for Transport granted £77 million to Suffolk County Council to deliver The Upper Orwell Crossing. A new crossing of the waterfront provides a unique opportunity to deliver a transformative package of works, partially enabled by the capacity created on the network, and alleviation of some key corridors for improved sustainable transport.

There are currently aspirations for the delivery of a northern route for Ipswich to support significant growth, alleviate congestion in the town and support the delivery of transformative transport improvements.

In November 2016 EDF Energy submitted their Stage 2 Consultation for Sizewell C to the north east of Ipswich in Suffolk Coastal. The construction of the scheme will have substantial impact on the A12 on Ipswich's eastern fringe, and potentially at the important Seven Hills and Copdock interchanges.

### *Travel Distance*

Figure 10 below indicates the travel distance for the boroughs of Suffolk. For Ipswich residents, approximately 17,000 trips are less than 2km in length, 19,000 between 2km and 5km in length with a further 7,000 between 5km and 10km in length. There is clearly significant potential for trips to be undertaken by sustainable modes, assuming the correct infrastructure is in place.

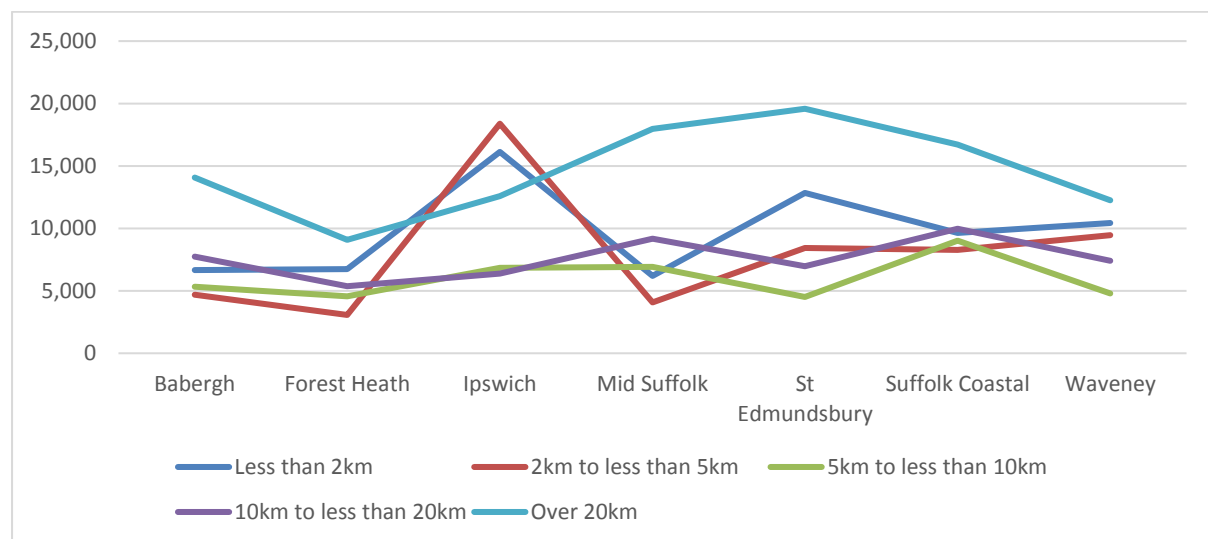


Figure 10 – Travel Distance

### *Modal Split*

The modal split of journeys to/from Middle Super Output Areas within Ipswich have been set out in Table 1 to Table 4 below.

The data indicates that across the town a high proportion of journeys are undertaken by car, especially between fringe Middle Super Output Areas, for which a maximum travel distance is likely to be less than 10km, with far lower proportions to/from the town centre, but that there is significant potential for a large proportion of trips to be targeted, alleviating congestion and expediting commuter trips.



MSOA	place of work															
	Ipswich 001	Ipswich 002	Ipswich 003	Ipswich 004	Ipswich 005	Ipswich 006	Ipswich 007	Ipswich 008	Ipswich 009	Ipswich 010	Ipswich 011	Ipswich 012	Ipswich 013	Ipswich 014	Ipswich 015	Ipswich 016
Ipswich 001	28.18%	44.74%	50.85%	71.43%	52.00%	48.67%	38.11%	68.29%	75.86%	66.67%	78.38%	70.27%	85.71%	78.74%	56.00%	72.73%
Ipswich 002	52.69%	50.00%	65.22%	75.93%	51.02%	41.30%	40.50%	83.02%	77.78%	61.04%	82.22%	75.51%	85.71%	82.58%	73.33%	86.67%
Ipswich 003	66.67%	63.49%	38.91%	57.58%	50.00%	31.49%	36.74%	63.27%	74.38%	54.98%	77.55%	82.35%	50.00%	83.41%	72.73%	69.57%
Ipswich 004	72.73%	79.17%	85.23%	31.03%	54.69%	57.35%	36.30%	48.25%	44.01%	55.07%	74.63%	57.89%	85.71%	80.93%	87.50%	74.36%
Ipswich 005	52.38%	58.49%	67.42%	60.53%	36.76%	42.61%	28.71%	73.68%	66.87%	40.86%	65.71%	53.19%	83.33%	76.09%	84.62%	88.89%
Ipswich 006	58.97%	56.25%	45.80%	61.11%	22.78%	17.47%	22.53%	52.63%	60.14%	30.91%	56.52%	54.55%	85.71%	70.72%	47.83%	66.67%
Ipswich 007	80.00%	65.38%	54.63%	53.97%	36.17%	23.38%	15.11%	41.46%	40.29%	31.69%	21.70%	43.55%	81.82%	54.77%	38.46%	64.10%
Ipswich 008	69.23%	65.79%	72.93%	48.48%	52.83%	46.53%	31.14%	32.47%	22.85%	54.52%	62.20%	66.67%	78.57%	68.23%	40.00%	72.34%
Ipswich 009	73.33%	83.78%	87.04%	72.31%	67.57%	66.00%	46.62%	46.85%	26.44%	63.78%	80.00%	71.43%	85.71%	75.37%	44.44%	75.76%
Ipswich 010	50.00%	52.78%	56.86%	58.82%	39.02%	27.61%	22.27%	55.00%	60.45%	29.41%	67.50%	50.00%	46.81%	60.30%	39.39%	62.96%
Ipswich 011	66.67%	75.00%	75.25%	68.29%	55.56%	37.84%	27.03%	43.43%	58.44%	52.08%	34.83%	61.02%	58.33%	65.00%	85.00%	55.36%
Ipswich 012	75.00%	71.11%	69.00%	60.71%	44.23%	35.71%	23.40%	69.09%	63.28%	48.06%	50.88%	31.31%	64.00%	69.16%	40.38%	65.52%
Ipswich 013	92.86%	68.18%	72.41%	76.19%	63.64%	48.68%	36.17%	65.85%	75.00%	54.31%	67.57%	46.38%	30.65%	74.81%	43.59%	81.82%
Ipswich 014	73.33%	75.00%	81.93%	61.90%	58.82%	56.58%	44.66%	65.43%	61.80%	63.60%	50.00%	75.68%	50.00%	46.19%	90.00%	57.38%
Ipswich 015	73.68%	66.67%	64.86%	68.75%	50.00%	54.43%	37.99%	76.92%	72.48%	54.74%	71.11%	40.00%	53.66%	78.21%	25.98%	83.33%
Ipswich 016	72.22%	74.29%	66.42%	65.79%	54.84%	38.27%	39.69%	60.24%	64.10%	57.66%	63.64%	76.67%	66.67%	55.32%	45.83%	38.82%

Table 1 – Proportion of Trips between MSOA undertaken by car

Trafficmaster speed data provides indicative journey speeds for Ipswich and Figure 11 below shows the impact on traffic in the AM peak hour with low traffic speeds, especially on the inner circulatory and in the town centre. Traffic speeds are detrimentally impacted on the key main corridors into the town:

- Norwich Road: Northwest
- A1214 London Road: Southwest
- Wherstead Road: South
- Felixstowe Road: Southeast
- Woodbridge Road: East
- Town Centre Gyratory



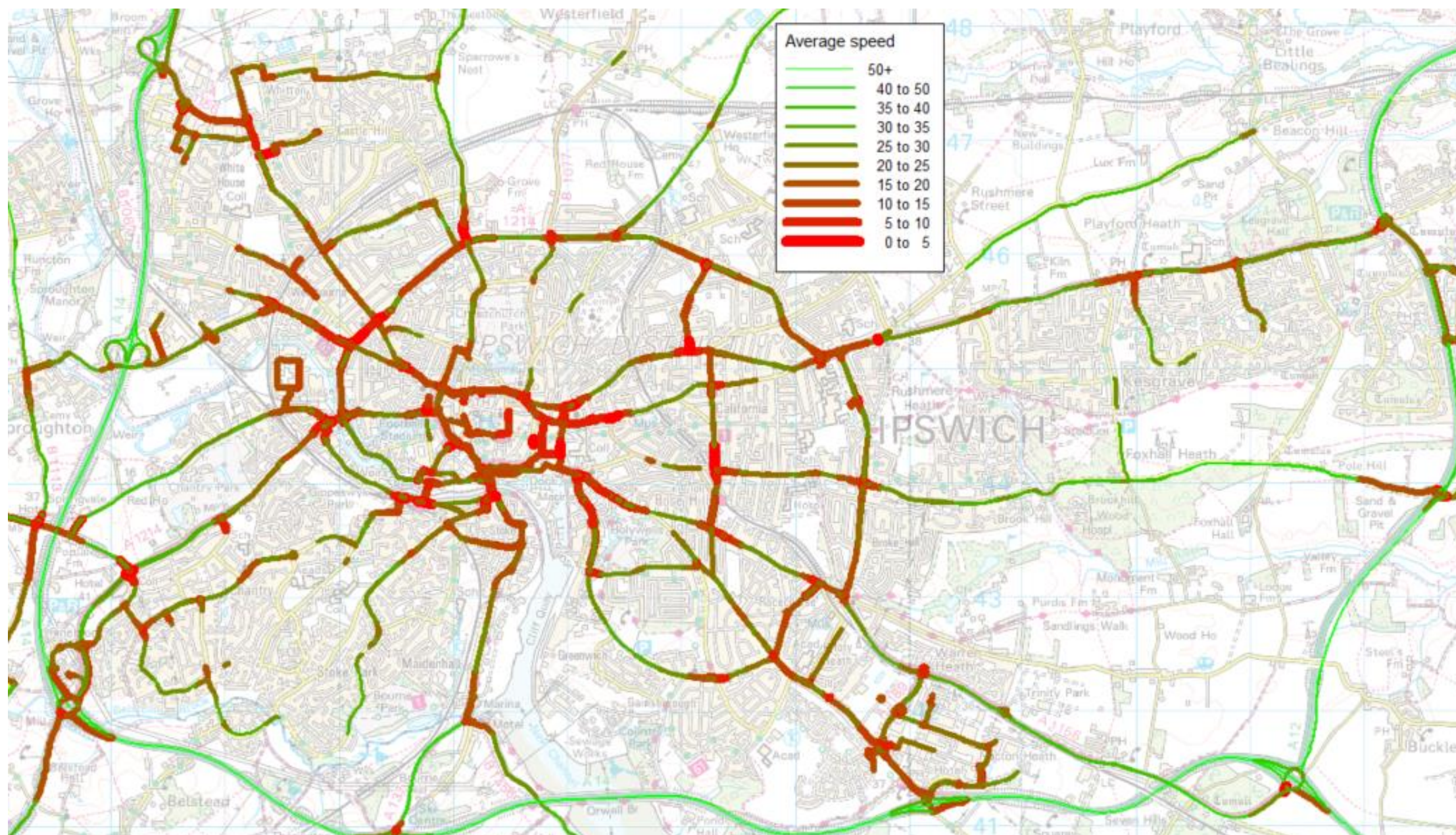


Figure 11 - Road congestion 2015/16 (am peak)

Traffic collision data has also been interrogated and is generally reflective of the journey speed data above, with noticeable collision clusters occurring on the key corridors, as shown at Figure 12 below.

- Norwich Road: Northwest
- A1214 London Road: Southwest
- Wherstead Road: South
- Felixstowe Road: Southeast
- Woodbridge Road: East



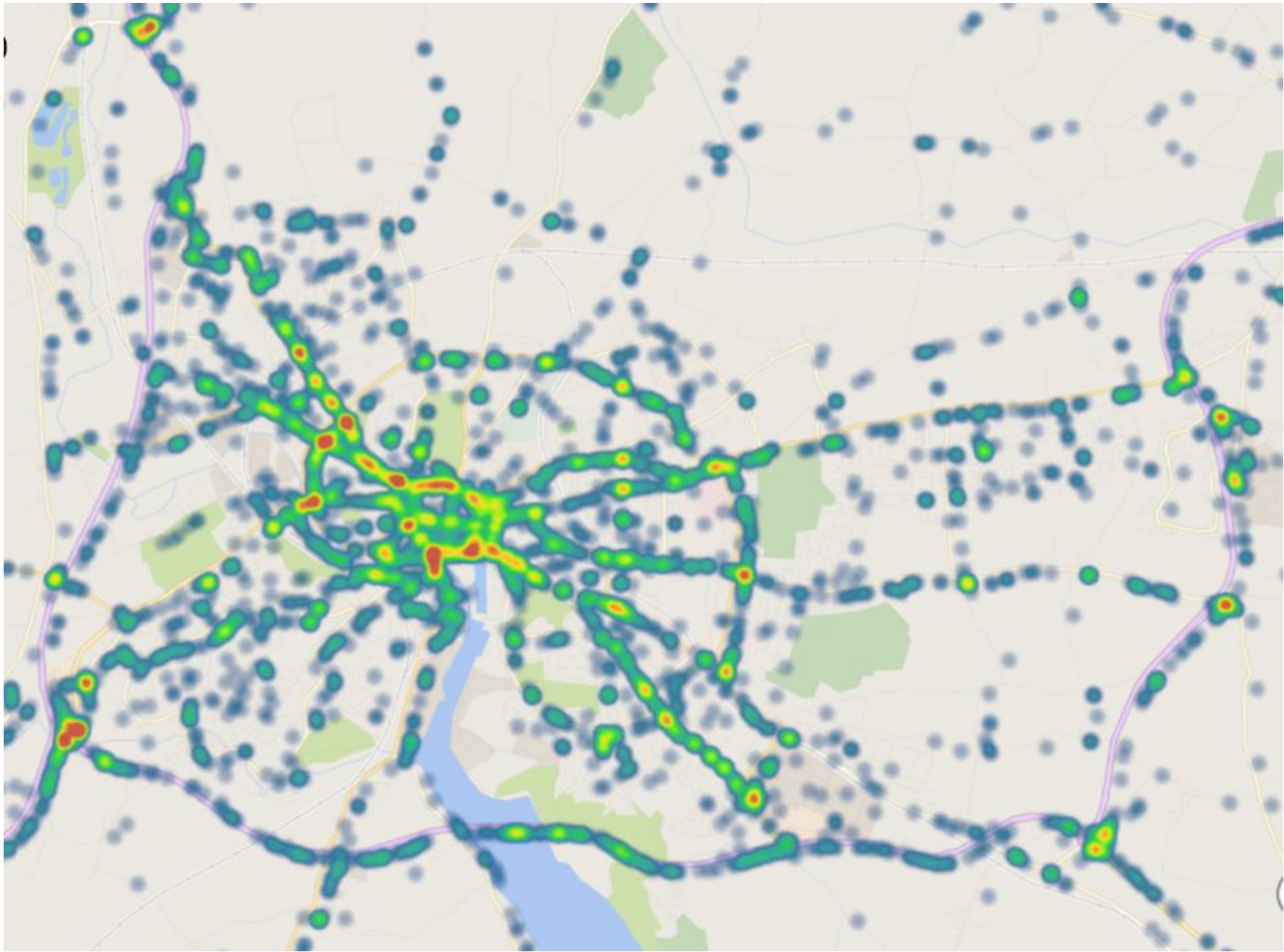


Figure 12 - Road Traffic Collisions 2012 to 2017

Table 2 below indicates the proportion of trips undertaken by bus between Ipswich MSOA, with it ranging between 35% and 0.00%. It is evident that there is significant potential to increase bus use across the network given the high percentage of car trips above. Figure 13 below indicates the average bus speed across the Ipswich network and is reflective of the road congestion map above, with slow moving traffic along a number of the key corridors and through the town centre. Figure 14 indicates a heatmap of the bus use by Lower Super Output Area in Ipswich and the surrounding area, which is broadly reflective of the bus coverage map set out below. It is logical to conclude that bus coverage is linked to bus use and bus congestion.

MSOA	place of work															
	Ipswich 001	Ipswich 002	Ipswich 003	Ipswich 004	Ipswich 005	Ipswich 006	Ipswich 007	Ipswich 008	Ipswich 009	Ipswich 010	Ipswich 011	Ipswich 012	Ipswich 013	Ipswich 014	Ipswich 015	Ipswich 016
Ipswich 001	3.87%	8.77%	4.27%	7.14%	18.00%	24.78%	33.05%	12.20%	7.76%	8.75%	2.70%	16.22%	0.00%	8.05%	0.00%	0.00%
Ipswich 002	0.00%	2.11%	1.93%	1.85%	10.20%	4.35%	19.19%	3.77%	5.56%	7.79%	6.67%	4.08%	0.00%	3.23%	13.33%	3.33%
Ipswich 003	1.67%	1.59%	5.24%	3.03%	20.69%	14.92%	28.42%	30.61%	11.57%	8.04%	4.08%	3.92%	25.00%	5.37%	2.27%	13.04%
Ipswich 004	9.09%	4.17%	5.68%	1.72%	7.81%	10.29%	17.97%	1.75%	4.79%	12.16%	1.49%	7.89%	14.29%	1.55%	0.00%	0.00%



Ipswich 005	23.81%	5.66%	12.36%	0.00%	0.00%	1.74%	3.84%	1.75%	7.36%	5.98%	0.00%	0.00%	0.00%	7.97%	7.69%	0.00%
Ipswich 006	7.69%	6.25%	7.56%	5.56%	5.06%	3.31%	8.55%	21.05%	11.19%	5.15%	4.35%	10.61%	4.76%	10.50%	21.74%	0.00%
Ipswich 007	10.00%	15.38%	25.00%	4.76%	0.00%	8.44%	2.80%	5.69%	7.69%	8.20%	1.89%	6.45%	9.09%	14.94%	0.00%	10.26%
Ipswich 008	7.69%	10.53%	8.27%	3.03%	7.55%	9.90%	15.18%	0.00%	1.37%	9.68%	3.66%	10.26%	14.29%	4.68%	50.00%	0.00%
Ipswich 009	0.00%	5.41%	5.56%	3.08%	8.11%	10.00%	21.55%	1.80%	1.68%	12.43%	1.54%	7.14%	0.00%	3.45%	11.11%	3.03%
Ipswich 010	43.75%	11.11%	14.38%	11.76%	17.07%	12.27%	17.91%	25.00%	22.39%	4.07%	5.00%	5.21%	2.13%	18.09%	6.06%	22.22%
Ipswich 011	11.11%	12.50%	12.87%	4.88%	8.33%	9.01%	7.97%	6.06%	5.19%	3.27%	1.12%	3.39%	16.67%	6.47%	5.00%	5.36%
Ipswich 012	0.00%	4.44%	14.00%	14.29%	15.38%	9.18%	7.48%	9.09%	16.41%	6.94%	10.53%	4.21%	12.00%	8.41%	1.92%	17.24%
Ipswich 013	0.00%	4.55%	10.34%	9.52%	22.73%	23.68%	34.95%	7.32%	7.61%	12.93%	2.70%	26.09%	4.03%	4.58%	15.38%	4.55%
Ipswich 014	0.00%	15.00%	7.23%	9.52%	26.47%	15.79%	26.02%	6.17%	11.24%	14.00%	6.73%	5.41%	16.67%	2.60%	5.00%	3.28%
Ipswich 015	26.32%	9.52%	11.71%	12.50%	23.33%	30.38%	29.57%	12.82%	15.60%	13.76%	13.33%	7.83%	7.32%	10.26%	3.15%	4.17%
Ipswich 016	22.22%	5.71%	16.79%	13.16%	32.26%	23.46%	33.26%	10.84%	14.53%	18.15%	5.05%	1.67%	11.11%	4.04%	41.67%	4.12%

Table 2 – Proportion of Trips between MSOA undertaken by bus

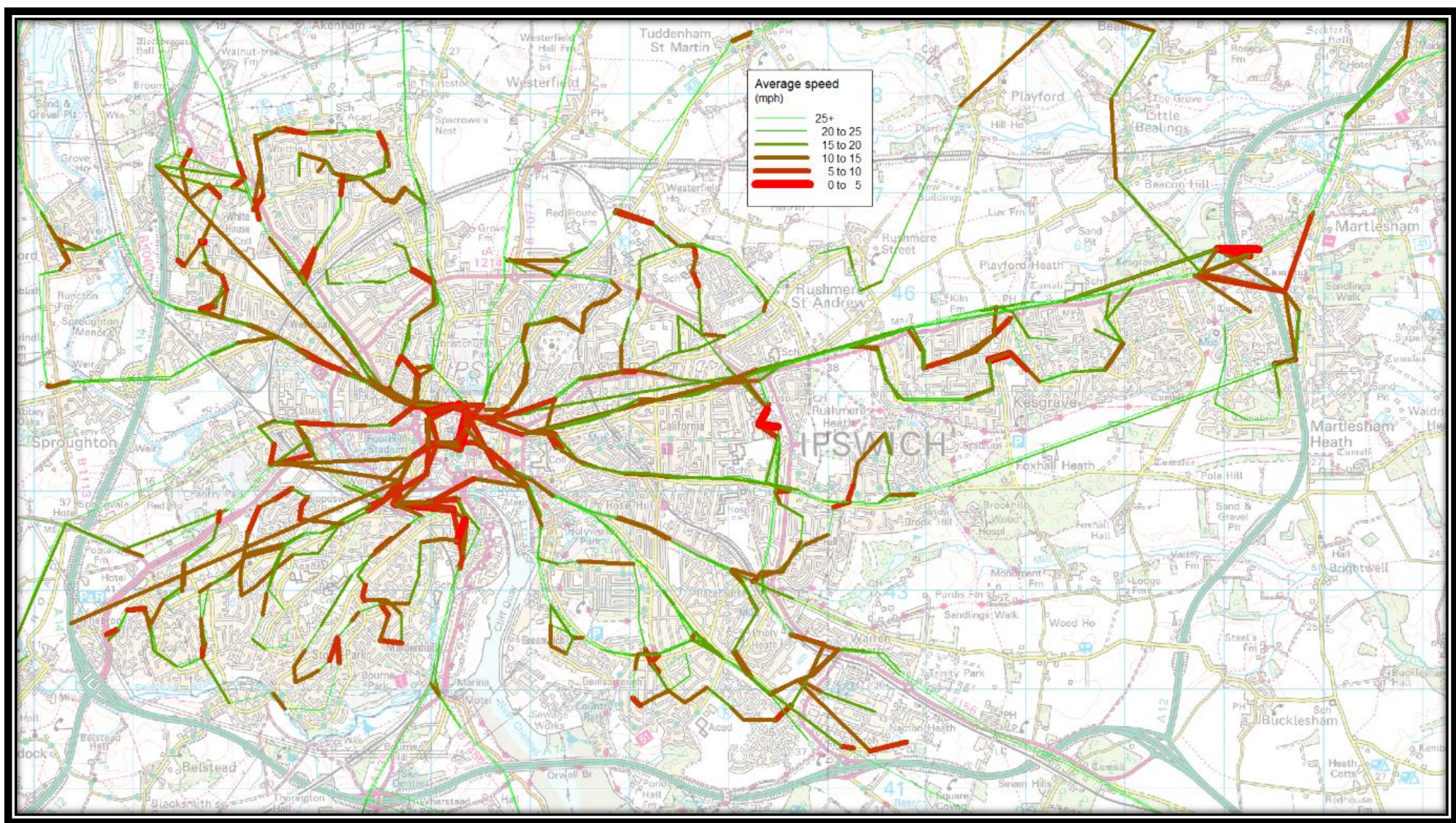


Figure 13 – Average Bus Speed



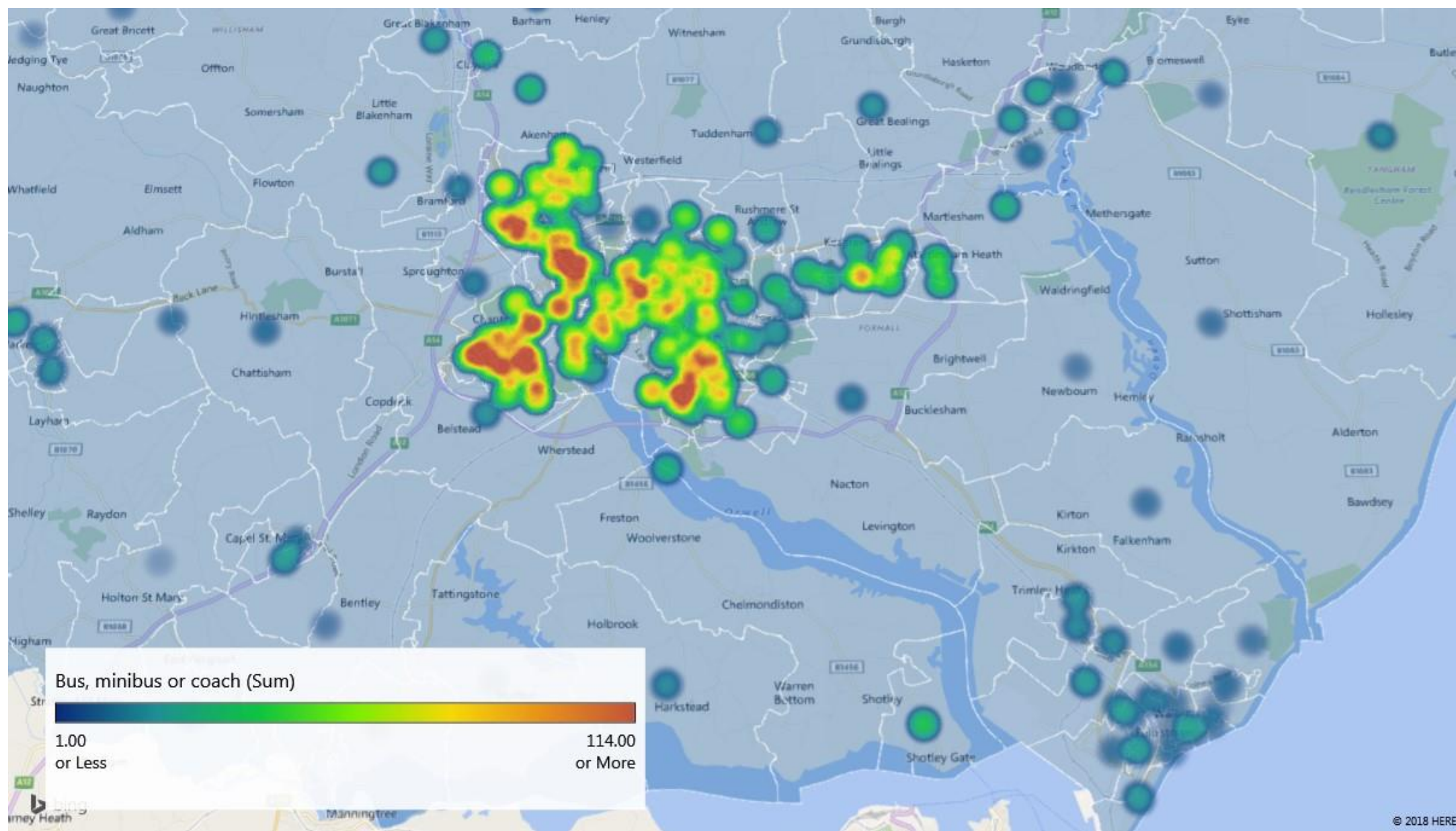


Figure 14 – Bus Use Heat Map



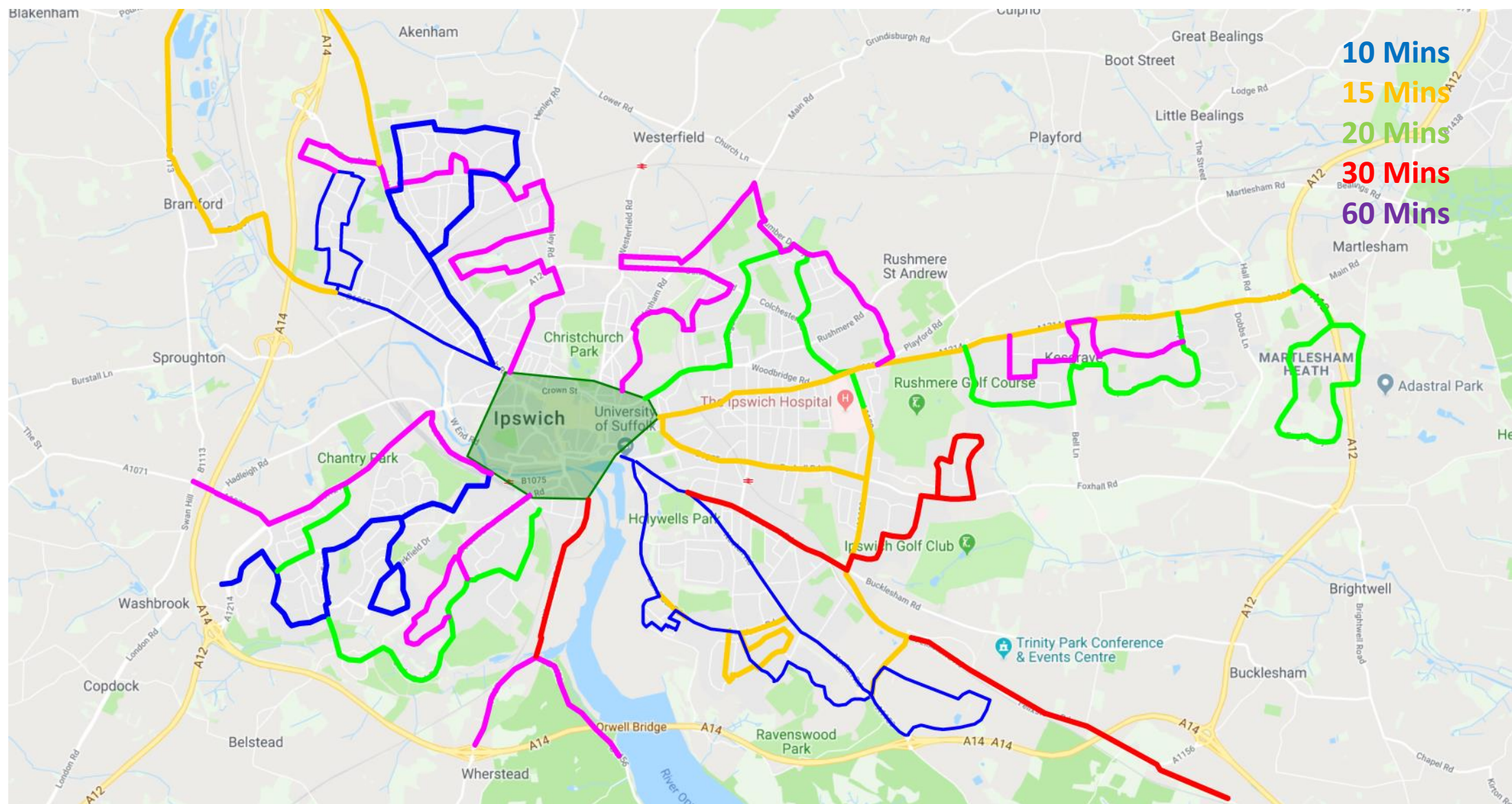


Figure 15 – Bus Frequency Coverage

Table 3 below indicates the proportion of trips undertaken by cycle between Ipswich MSOA, with it ranging between 25% and 0.00%. It is evident that there is significant potential to increase cycle use across the network given the high percentage of car trips above and the relatively short travel distances. Figure 16 and Figure 17 below have been extracted from the Propensity to Cycle tool and indicate the approximate usage of the Ipswich cycle network and the potential use with E-Bikes, clearly indicating a significant potential for dramatic change across the network.

MSOA	place of work															
	Ipswich 001	Ipswich 002	Ipswich 003	Ipswich 004	Ipswich 005	Ipswich 006	Ipswich 007	Ipswich 008	Ipswich 009	Ipswich 010	Ipswich 011	Ipswich 012	Ipswich 013	Ipswich 014	Ipswich 015	Ipswich 016
Ipswich 001	4.42%	8.77%	11.11%	4.76%	8.00%	3.54%	4.84%	9.76%	5.17%	6.67%	5.41%	2.70%	0.00%	4.02%	0.00%	9.09%
Ipswich 002	6.45%	4.93%	8.21%	5.56%	6.12%	4.35%	6.53%	3.77%	7.41%	11.36%	8.89%	6.12%	0.00%	6.45%	0.00%	0.00%
Ipswich 003	3.33%	4.76%	5.85%	6.06%	0.00%	6.08%	7.28%	2.04%	3.31%	9.97%	4.08%	1.96%	0.00%	1.95%	2.27%	4.35%
Ipswich 004	9.09%	6.25%	1.14%	7.33%	4.69%	4.41%	6.58%	8.77%	18.56%	10.14%	2.99%	7.89%	0.00%	7.22%	0.00%	2.56%
Ipswich 005	9.52%	7.55%	5.62%	10.53%	5.15%	5.22%	5.51%	10.53%	14.72%	8.31%	17.14%	25.53%	16.67%	7.25%	7.69%	5.56%
Ipswich 006	5.13%	6.25%	8.40%	11.11%	3.80%	1.81%	6.14%	5.26%	6.29%	8.20%	6.52%	10.61%	0.00%	7.18%	13.04%	4.76%



Ipswich 007	5.00%	11.54%	7.41%	7.94%	8.51%	7.14%	4.24%	4.88%	13.92%	9.29%	11.32%	8.06%	0.00%	8.30%	7.69%	5.13%
Ipswich 008	3.85%	5.26%	6.02%	14.14%	11.32%	8.91%	7.51%	8.66%	16.99%	8.06%	8.54%	6.41%	7.14%	9.03%	0.00%	0.00%
Ipswich 009	0.00%	0.00%	3.70%	6.15%	0.00%	6.00%	8.77%	11.71%	12.98%	8.11%	4.62%	7.14%	0.00%	4.93%	0.00%	0.00%
Ipswich 010	0.00%	2.78%	7.84%	0.00%	7.32%	3.68%	5.45%	2.50%	3.73%	6.11%	5.00%	9.38%	2.13%	3.02%	9.09%	0.00%
Ipswich 011	11.11%	4.17%	0.99%	9.76%	2.78%	6.31%	6.62%	5.05%	11.69%	7.74%	0.56%	11.86%	25.00%	7.65%	0.00%	10.71%
Ipswich 012	0.00%	11.11%	4.00%	0.00%	3.85%	3.06%	5.03%	1.82%	3.13%	4.72%	7.02%	3.27%	0.00%	5.14%	7.69%	0.00%
Ipswich 013	0.00%	9.09%	8.62%	4.76%	0.00%	6.58%	5.10%	2.44%	2.17%	6.03%	2.70%	2.90%	4.03%	3.82%	7.69%	0.00%
Ipswich 014	0.00%	0.00%	2.41%	7.14%	2.94%	9.21%	6.41%	7.41%	7.87%	5.20%	11.54%	5.41%	16.67%	9.17%	0.00%	6.56%
Ipswich 015	0.00%	14.29%	4.50%	6.25%	6.67%	0.00%	5.02%	0.00%	4.59%	6.12%	6.67%	8.70%	7.32%	2.56%	4.72%	0.00%
Ipswich 016	0.00%	5.71%	5.11%	2.63%	9.68%	8.64%	4.66%	3.61%	8.55%	6.85%	7.07%	3.33%	11.11%	16.38%	4.17%	7.06%

Table 3 – Proportion of Trips between MSOA undertaken by cycle



Figure 16 – PCT Existing Cycle Route Use

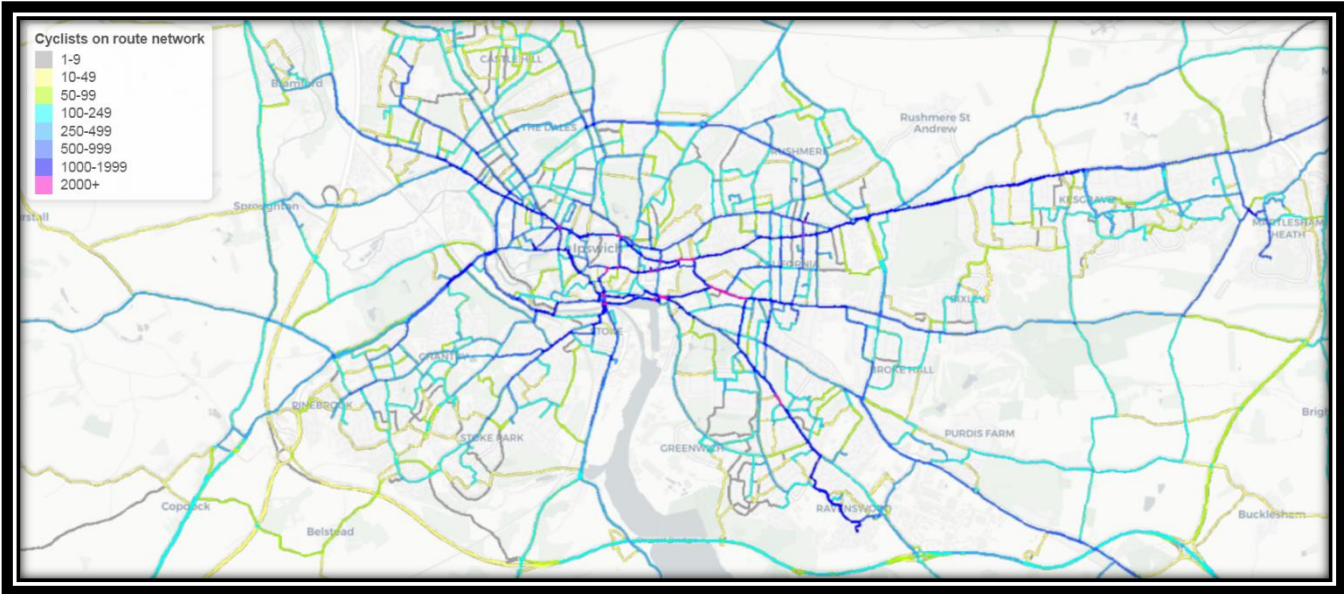


Figure 17 – PCT Bike Use with E-Bikes

Table 4 below indicates the proportion of trips undertaken by foot between Ipswich MSOA, with it ranging between 73% and 0.00%. It is evident that there is significant potential to increase pedestrian travel across the network given the high percentage of car trips above and the relatively short travel distances.

MSOA	place of work															
	Ipswich 001	Ipswich 002	Ipswich 003	Ipswich 004	Ipswich 005	Ipswich 006	Ipswich 007	Ipswich 008	Ipswich 009	Ipswich 010	Ipswich 011	Ipswich 012	Ipswich 013	Ipswich 014	Ipswich 015	Ipswich 016
Ipswich 001	58.01%	31.58%	23.50%	16.67%	8.00%	12.39%	7.58%	2.44%	2.59%	7.08%	5.41%	0.00%	0.00%	1.72%	20.00%	0.00%
Ipswich 002	30.11%	35.92%	18.36%	5.56%	20.41%	41.30%	21.50%	3.77%	3.70%	10.71%	0.00%	4.08%	0.00%	0.65%	6.67%	0.00%
Ipswich 003	13.33%	15.87%	41.73%	30.30%	20.69%	39.23%	16.64%	0.00%	3.31%	19.29%	8.16%	3.92%	0.00%	0.98%	20.45%	0.00%
Ipswich 004	4.55%	4.17%	2.27%	56.03%	21.88%	20.59%	28.65%	33.33%	25.15%	15.20%	11.94%	13.16%	0.00%	3.09%	12.50%	2.56%
Ipswich 005	9.52%	13.21%	6.74%	23.68%	50.00%	46.96%	56.09%	8.77%	4.29%	34.55%	11.43%	14.89%	0.00%	3.62%	0.00%	0.00%
Ipswich 006	17.95%	28.13%	31.09%	8.33%	55.70%	67.47%	53.86%	15.79%	11.89%	50.12%	23.91%	15.15%	4.76%	2.21%	4.35%	23.81%
Ipswich 007	0.00%	3.85%	5.56%	31.75%	44.68%	59.09%	72.50%	34.15%	32.23%	45.90%	60.38%	37.10%	9.09%	7.47%	46.15%	15.38%
Ipswich 008	11.54%	2.63%	6.02%	31.31%	11.32%	25.74%	38.81%	54.98%	53.71%	16.13%	18.29%	7.69%	0.00%	8.70%	10.00%	12.77%
Ipswich 009	6.67%	5.41%	1.85%	15.38%	5.41%	10.00%	14.54%	31.53%	52.88%	8.11%	7.69%	0.00%	14.29%	7.88%	22.22%	6.06%
Ipswich 010	6.25%	22.22%	8.50%	14.71%	24.39%	51.53%	44.70%	10.00%	5.97%	53.39%	12.50%	25.00%	42.55%	3.02%	36.36%	3.70%
Ipswich 011	0.00%	4.17%	4.95%	4.88%	19.44%	37.84%	50.41%	41.41%	15.58%	26.79%	58.99%	18.64%	0.00%	10.29%	0.00%	17.86%
Ipswich 012	16.67%	0.00%	6.00%	3.57%	26.92%	43.88%	53.33%	10.91%	4.69%	31.94%	21.05%	57.48%	8.00%	2.80%	34.62%	10.34%



Ipswich 013	0.00%	9.09%	0.86%	4.76%	9.09%	9.21%	10.68%	9.76%	5.43%	17.82%	13.51%	13.04%	57.26%	0.00%	25.64%	4.55%
Ipswich 014	0.00%	0.00%	0.00%	14.29%	2.94%	9.21%	13.98%	6.17%	6.74%	5.60%	22.12%	5.41%	16.67%	33.91%	0.00%	22.95%
Ipswich 015	0.00%	0.00%	5.41%	6.25%	6.67%	8.86%	15.05%	5.13%	0.92%	15.29%	0.00%	32.17%	26.83%	0.64%	59.06%	0.00%
Ipswich 016	5.56%	11.43%	2.19%	10.53%	0.00%	18.52%	12.64%	10.84%	3.42%	6.05%	15.15%	11.67%	11.11%	16.17%	4.17%	41.76%

Table 4 – Proportion of Trips between MSOA undertaken on foot

### Ipswich City Region

Following on from the above, the City Region being proposed for the Transforming Cities Fund is broadly as set out at Figure 18 below. This equates to a workday population of approximately 225,000 and forms the built-up area of Ipswich, Kesgrave, Martlesham Heath, Woodbridge and Felixstowe, which is expected to see continued growth along the A14 corridor, and on the fringes of Ipswich.

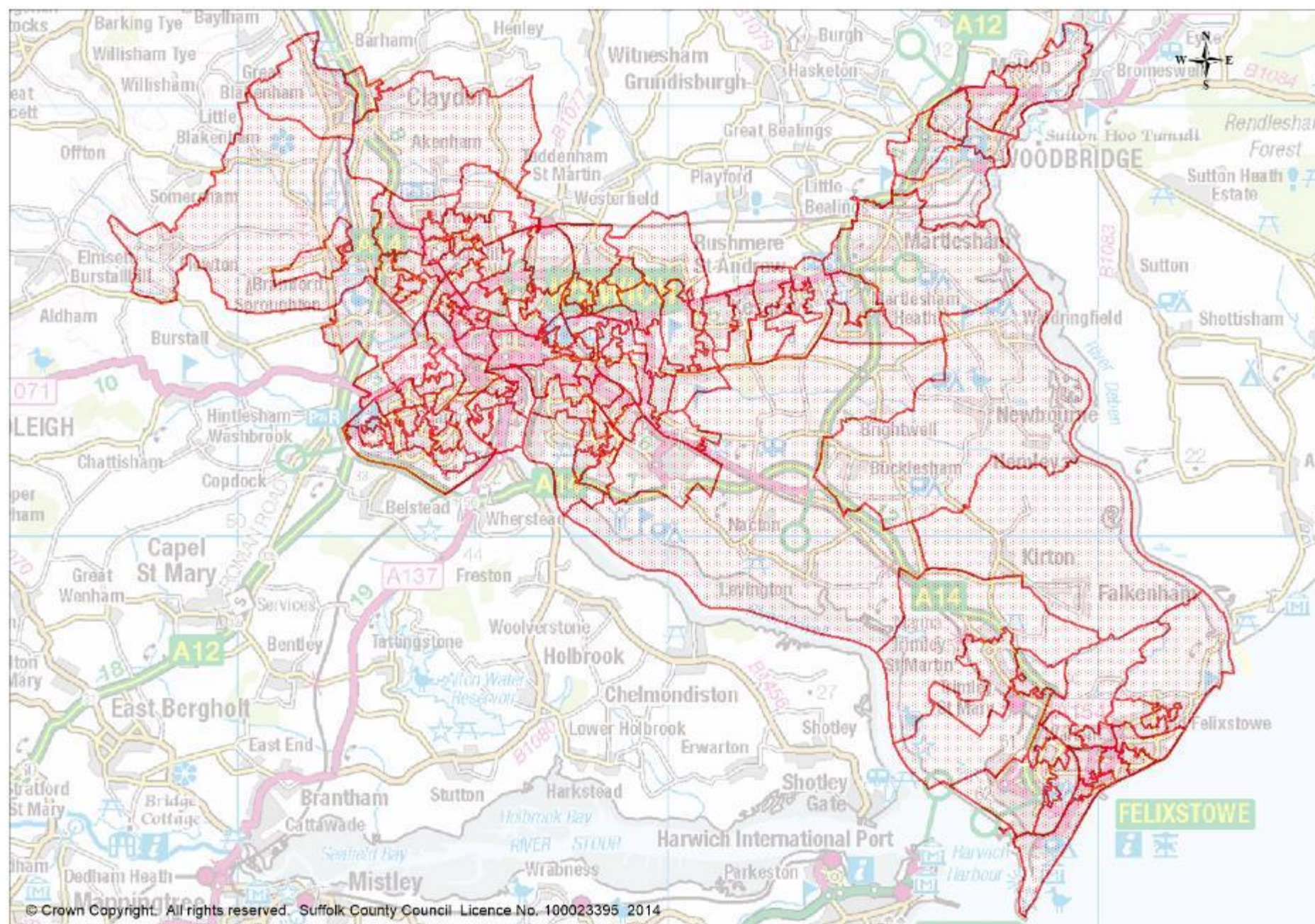


Figure 18 – Ipswich City Region



Figures 19, 20 and 21 indicate origin destination pairs for work journeys within the identified region, the strongest journey patterns are reflective of the key corridors indicated in the congestion data above.

- Norwich Road: Northwest
- A1214 London Road: Southwest
- Wherstead Road: South
- Felixstowe Road: Southeast
- Woodbridge Road: East

Meanwhile as indicated above, outside of the Ipswich ring-road, journey times tend to be less impacted and so by focusing on these key corridors and journey patterns we can have the highest level of impact on the network, and improve commuter journey times.

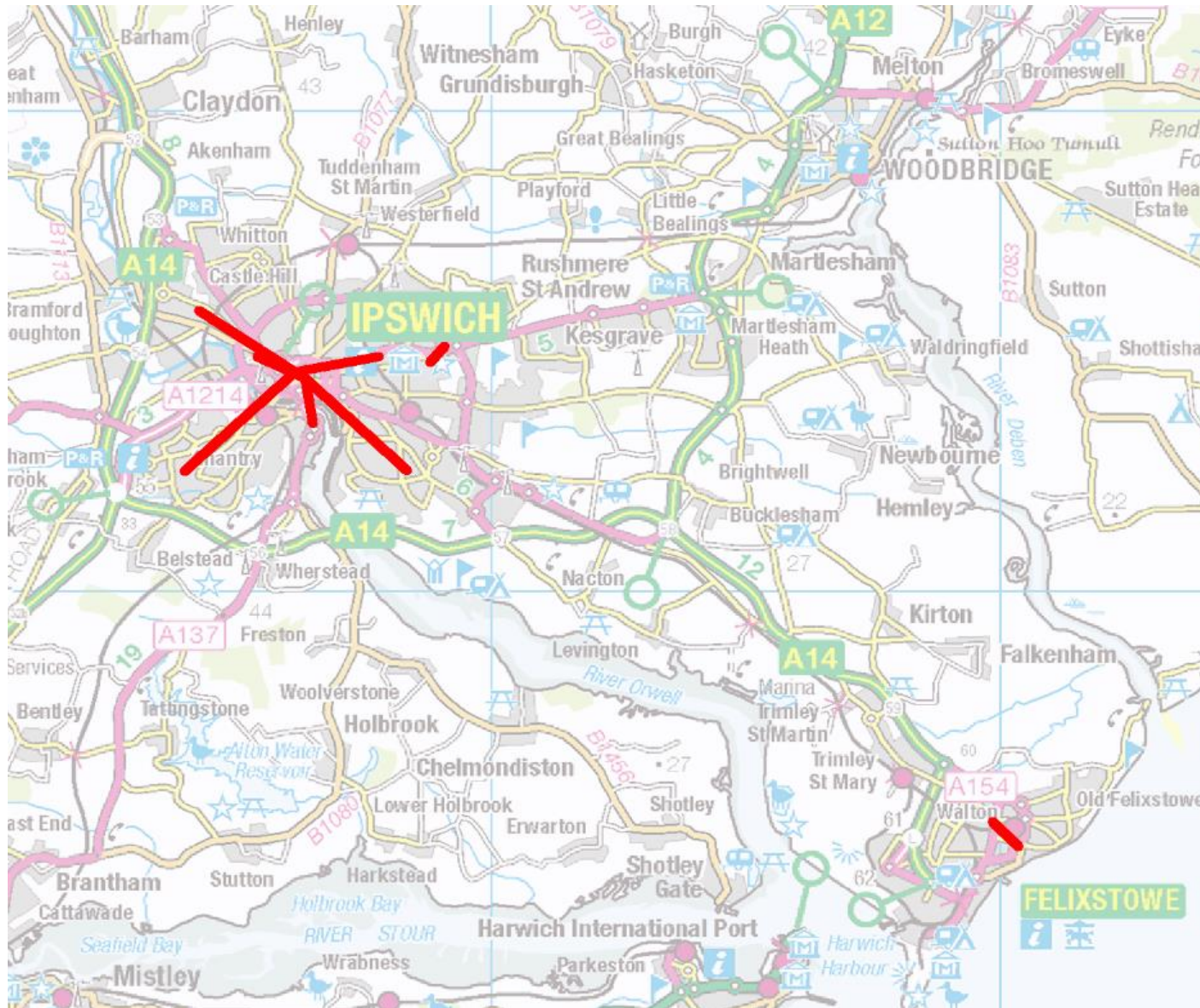


Figure 19 – Origin Destination 1,000 to 4,000 Trips

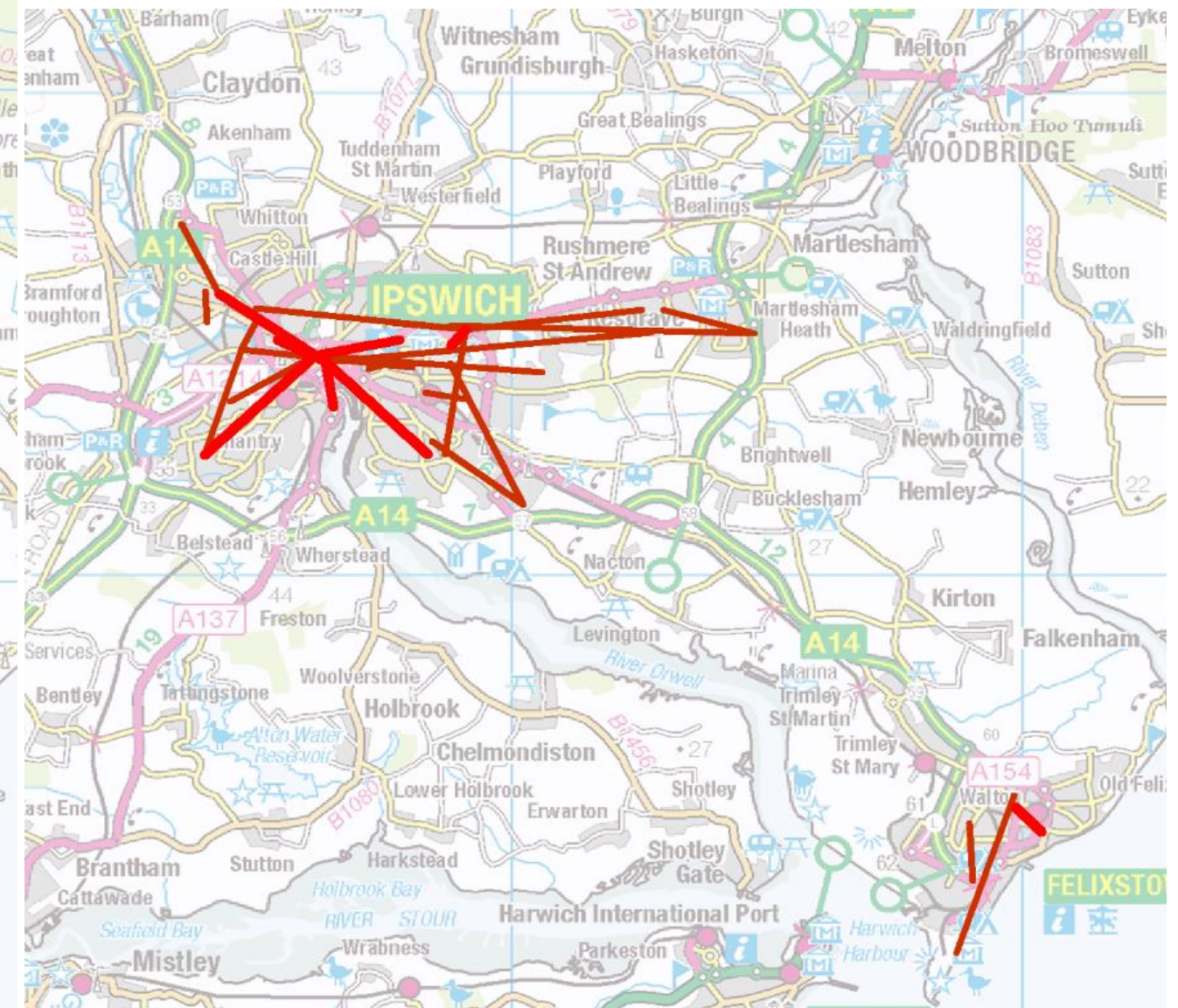


Figure 20 – Origin Destination Over 400 Trips



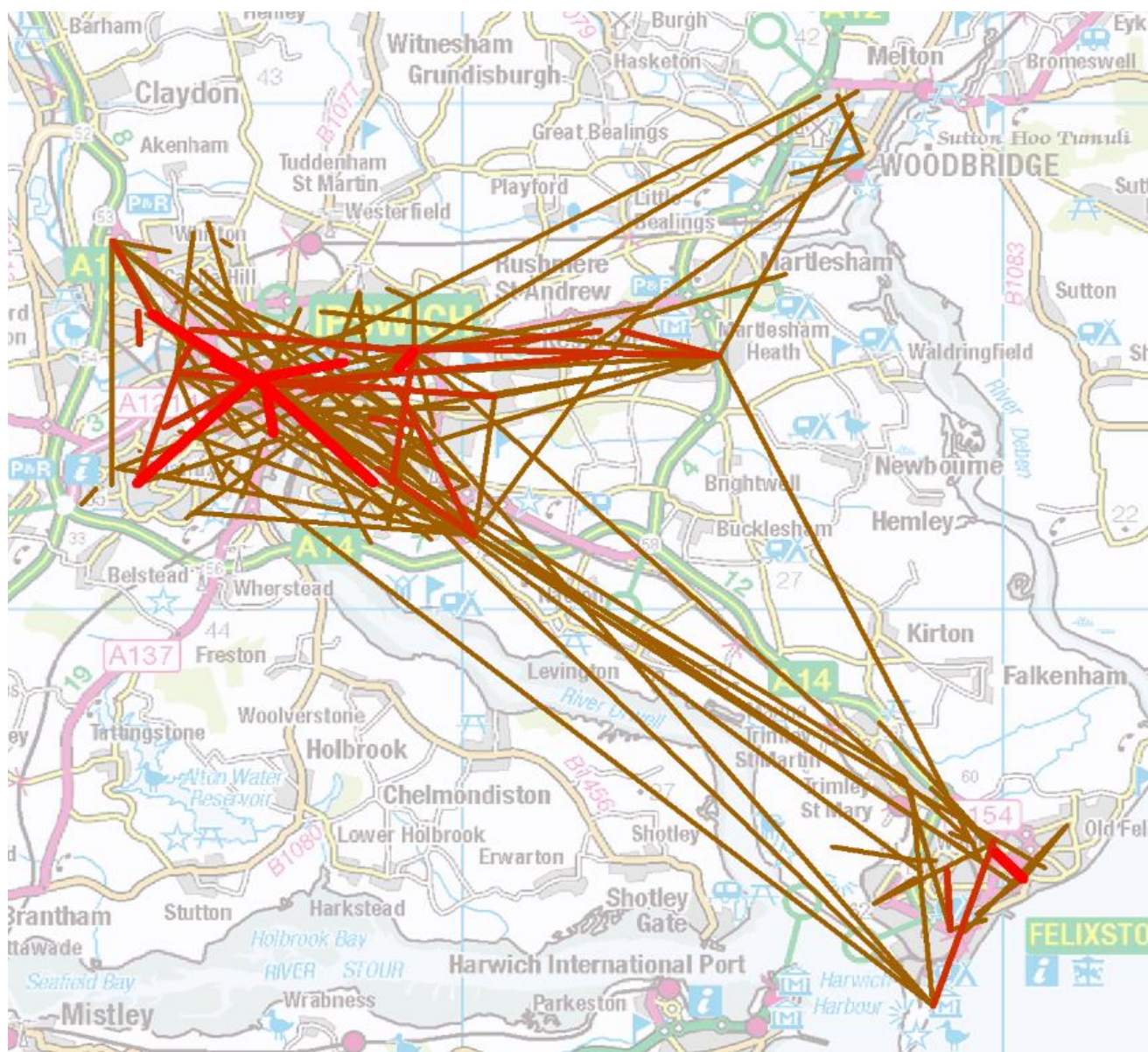


Figure 21 – Origin Destination Over 100 Trips

### Key Employment Areas

Figure 22 below indicates the origin of employees for the Ipswich town centre employment area, which employs in the order of 27,000 people. The area includes broadly two Enterprise Zones as above and is the focal point of the town and wider area, at the centre point of the five key corridors. The figure indicates that the majority of people come from within Ipswich, with dense build ups within Melton, Woodbridge, Kesgrave, Martlesham and Felixstowe.

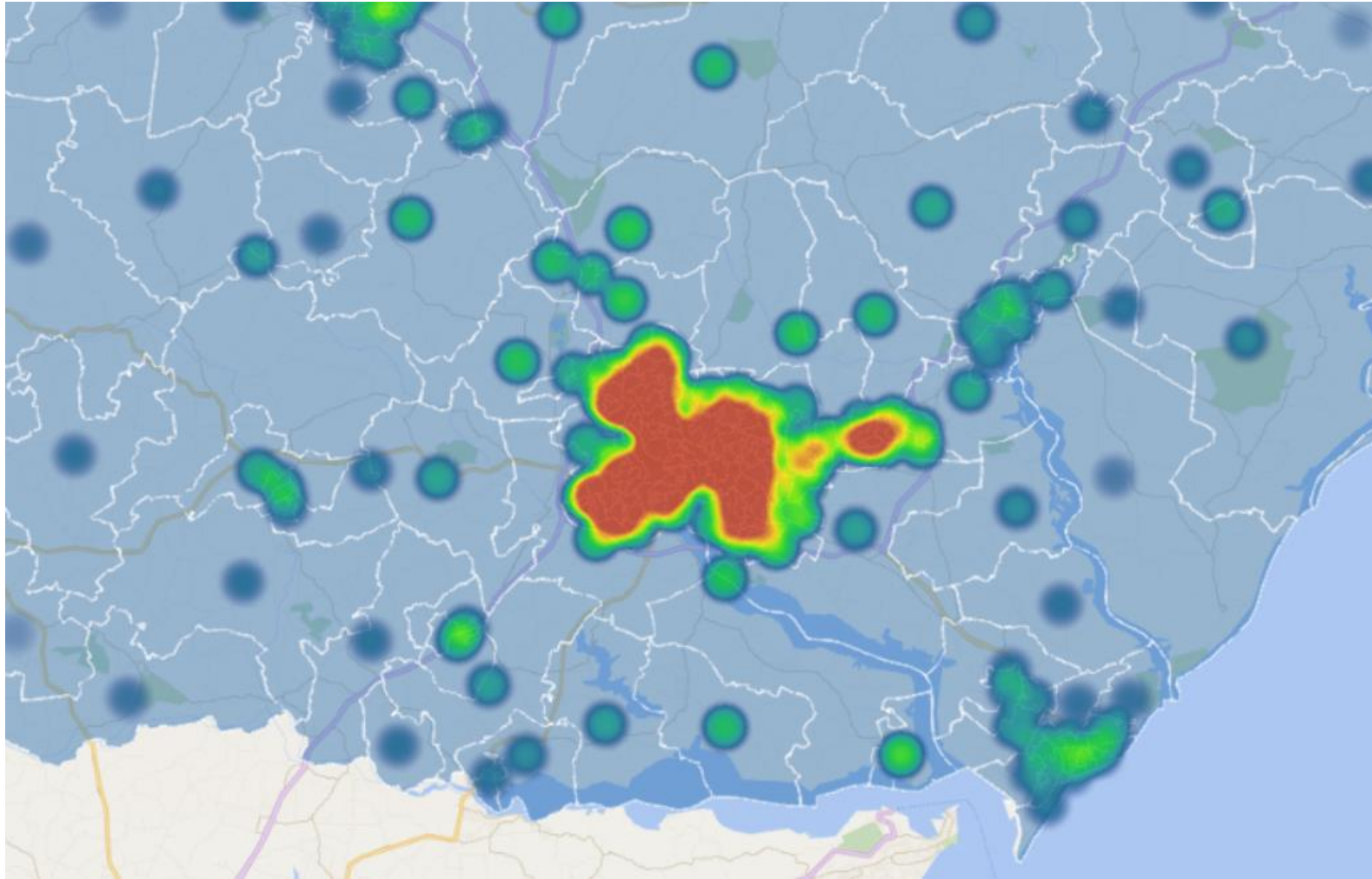


Figure 22 – Town Centre Employees Heatmap

Figure 23 below indicates the origin of employees of the Whitehouse Industrial Estate employment area in northwest Ipswich, which employs in the order of 4,000 people. The area is located at the north western end of the Norwich Road corridor and provides direct access to/from the A14. The figure indicates that the majority of people come from within Ipswich, with dense build ups within Kesgrave and Martlesham.



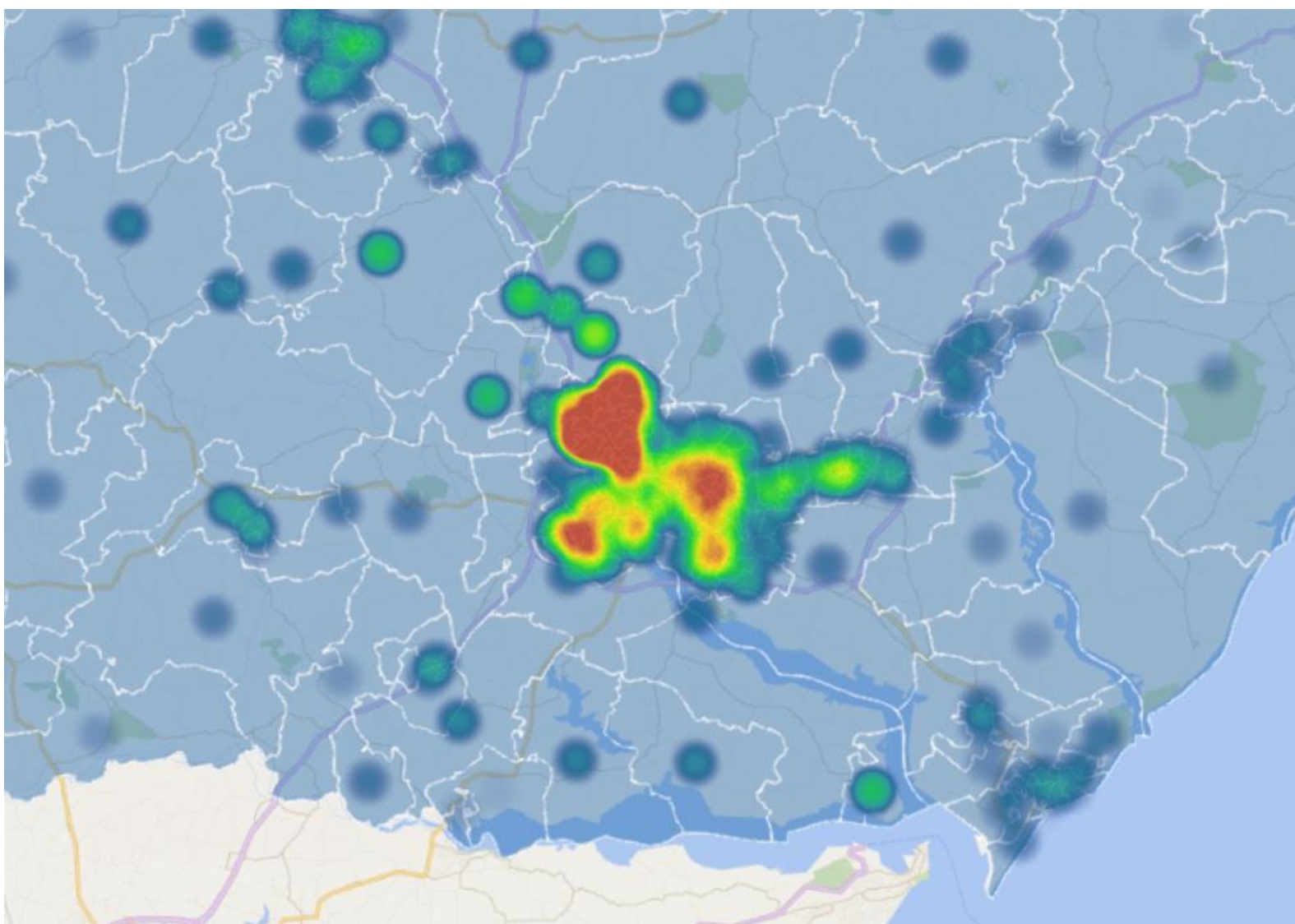


Figure 23 – Whitehouse Industrial Estate Employees Heatmap

Figure 24 below indicates the origin of employees of the California employment area in east Ipswich, which employs in the order of 7,000 people. The area is located at the western end of the Woodbridge Road and Felixstowe Road corridors. The figure indicates that the majority of people come from within Ipswich, with dense build ups within Kesgrave, Woodbridge and Martlesham



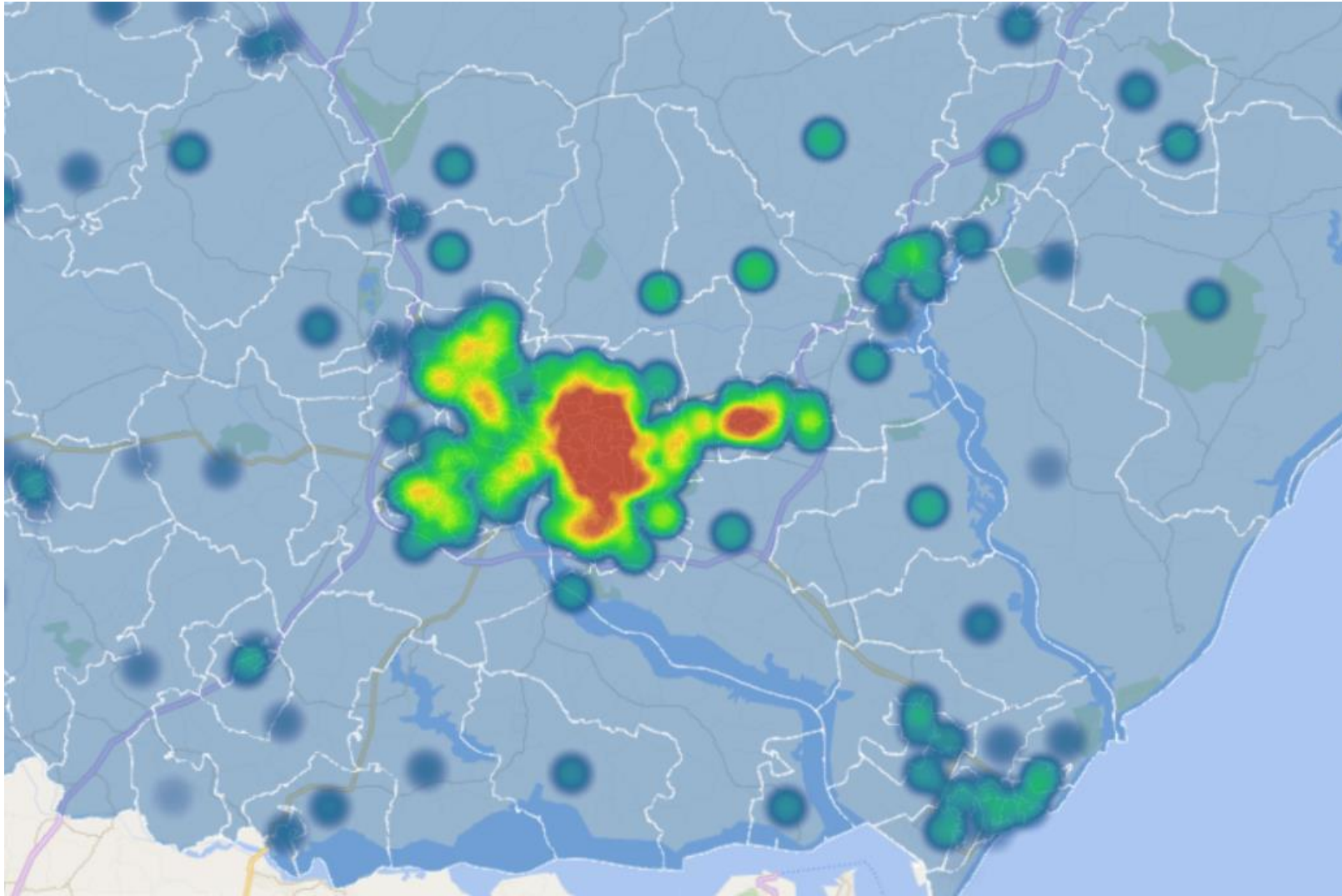


Figure 24 – California Employees Heatmap

Figure 25 below indicates the origin of employees of the Nacton employment area in southeast Ipswich, which employs in the order of 7,000 people. The area is located at the eastern end of the Felixstowe Road corridor. The figure indicates that the majority of people come from within Ipswich, with dense build ups within Kesgrave, Felixstowe and Martlesham.

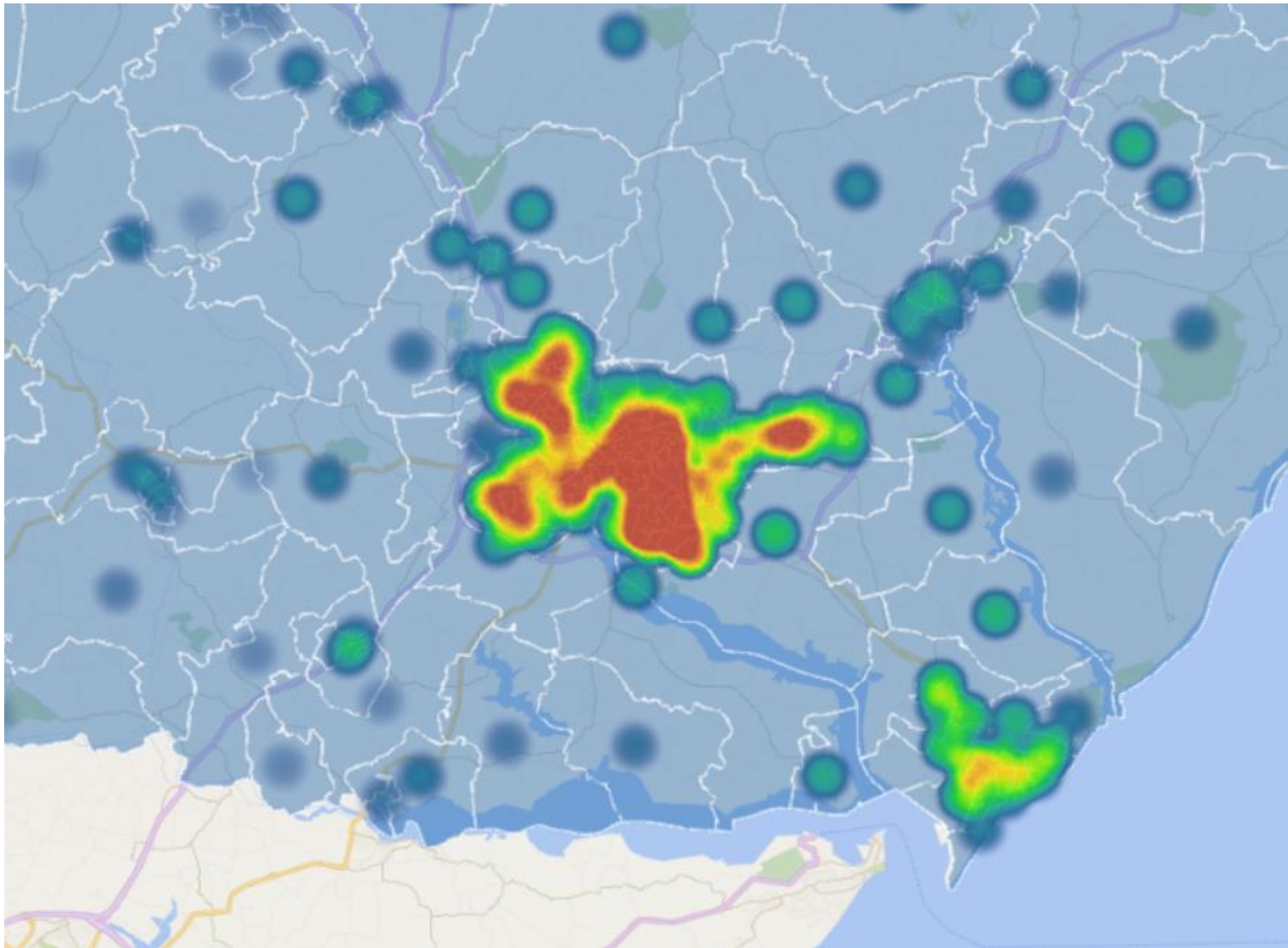


Figure 25 – Nacton Employees Heatmap

Figure 26 below indicates the origin of employees of the Adastral Park employment area in Martlesham, which employs in the order of 6,000 people. The area is located at the eastern end of the Woodbridge Road corridor. The figure indicates that the majority of people come from Ipswich, Kesgrave and Martlesham, with a dense build up in Woodbridge.



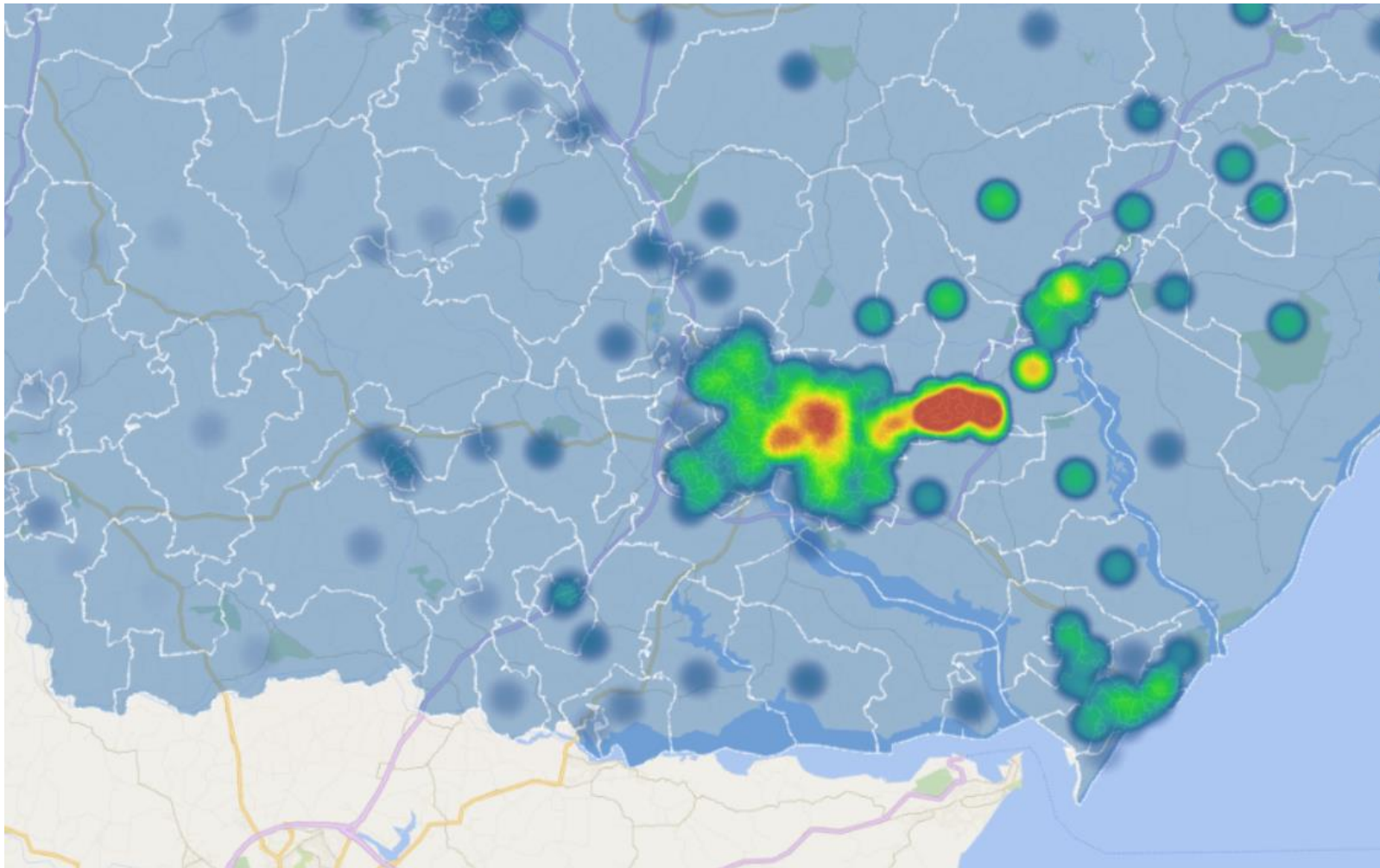


Figure 26 – Felixstowe Employees Heatmap

Figure 27 below indicates the origin of employees of the Felixstowe Port employment area in Martlesham, which employs in the order of 7,000 people. The area is located at the eastern end of the Woodbridge Road corridor. The figure indicates that the majority of people come from Ipswich, Kesgrave and Martlesham, with a dense build up in Woodbridge.

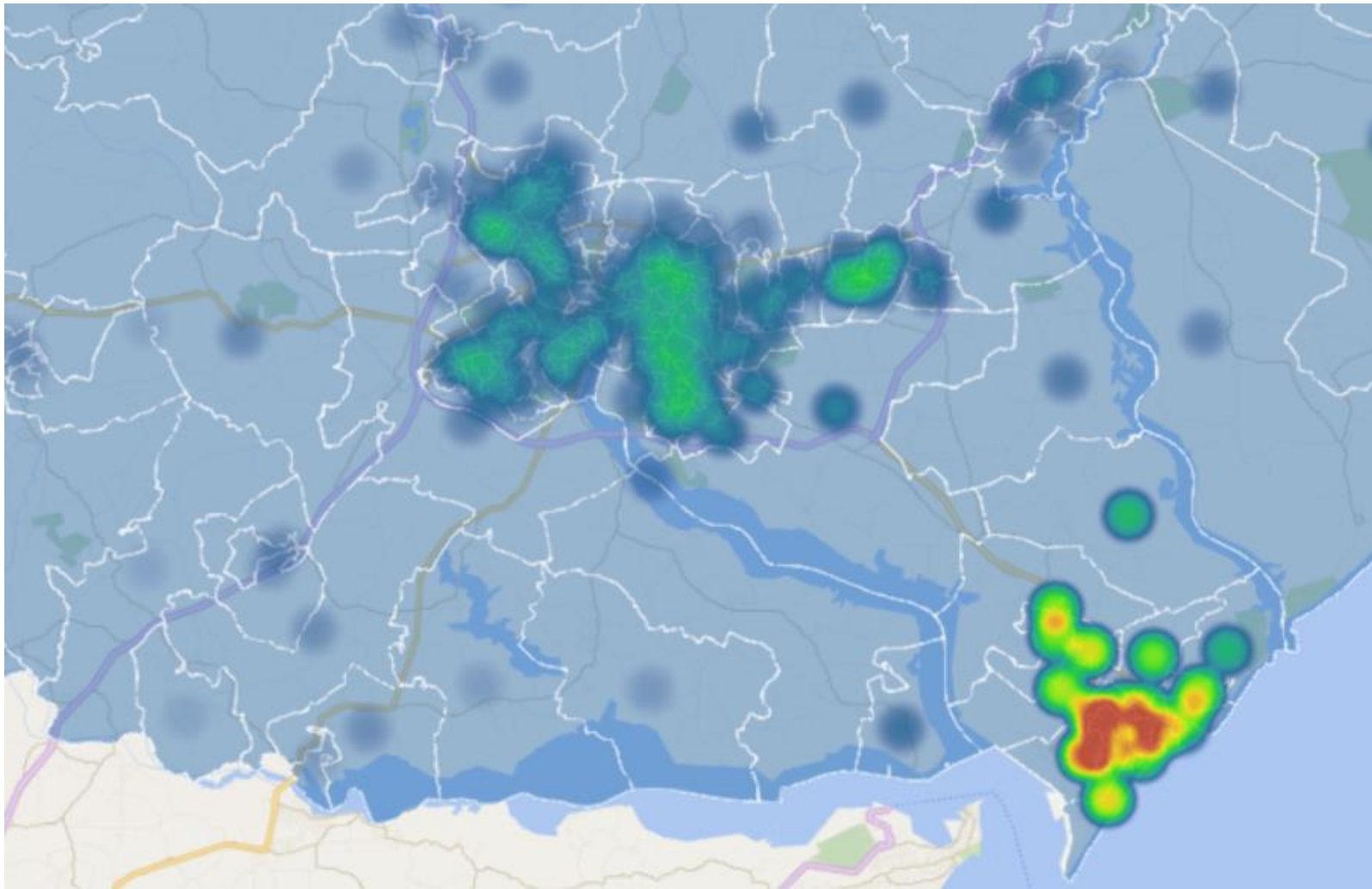
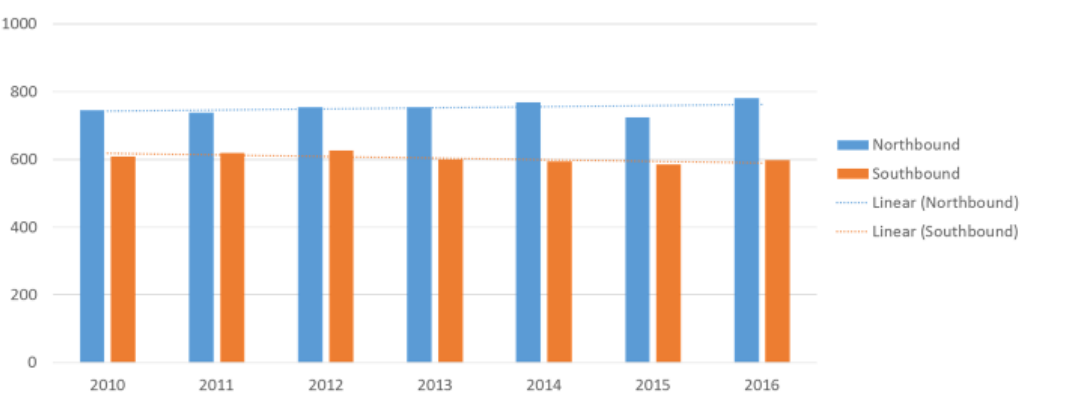


Figure 27 – Felixstowe Port Employees Heatmap

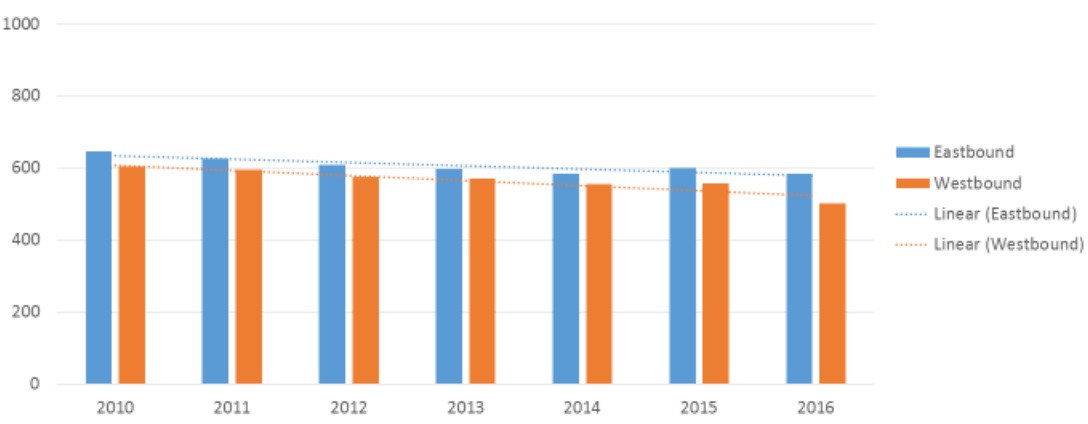
The graphs below indicate the vehicle movements along the key corridors in the AM and PM peak hours. These are generally single carriageway routes running through a narrow urban corridor and so congestion is the natural result, especially when the routes enter the more built up areas and interact with higher levels of pedestrian movements, as indicated above. There are exceptionally high levels of traffic seen on Norwich Road, Wherstead Road and London Road specifically, with all of them reflective of peak hour traffic associated with commuter movements.



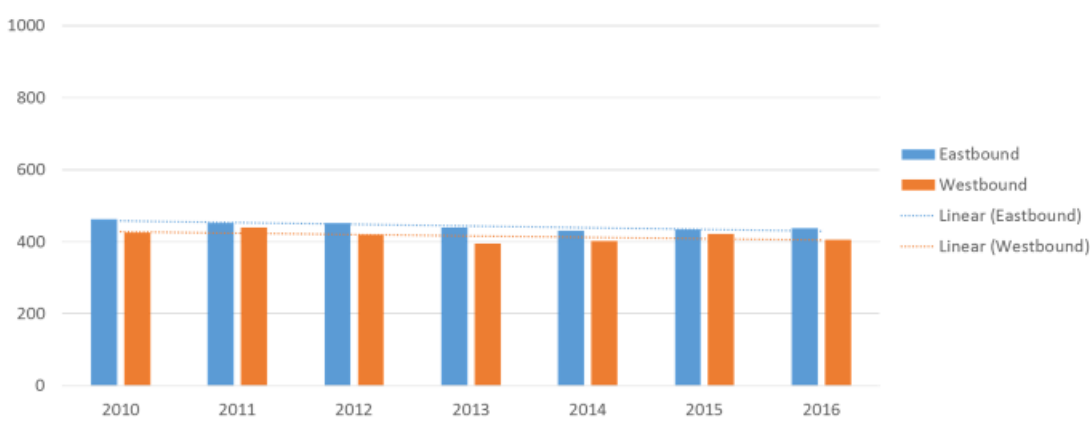
Norwich Rd – am peak



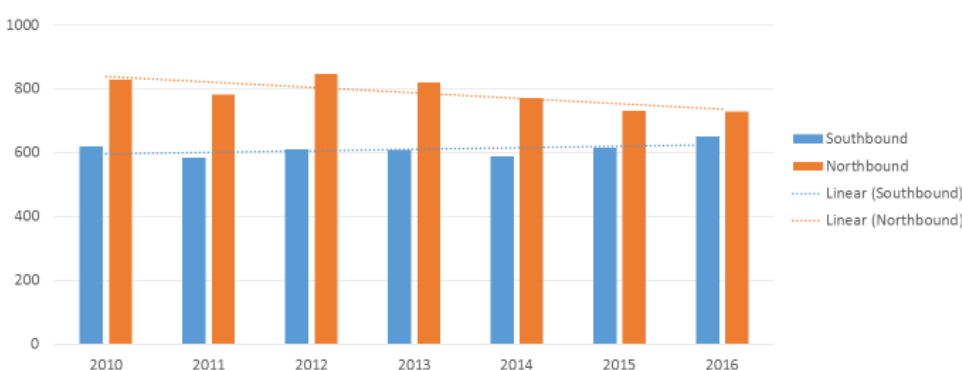
Woodbridge Rd – am peak



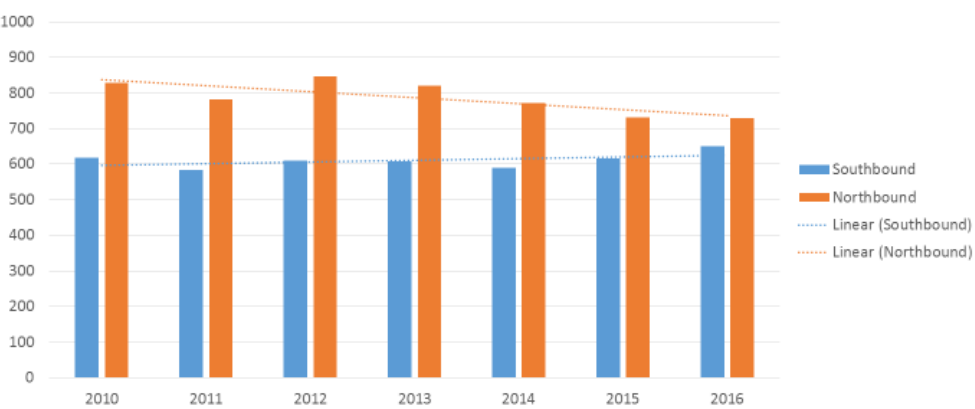
Felixstowe Rd – am peak



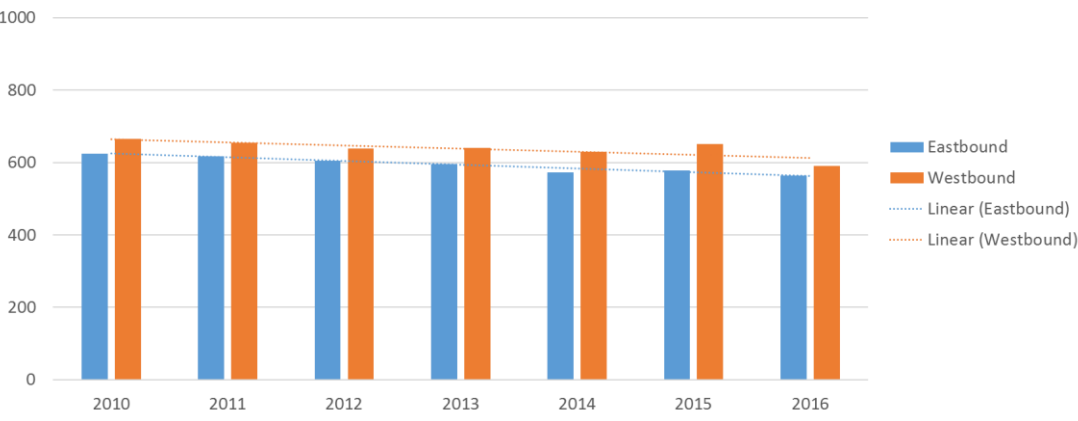
Wherstead Rd – am peak



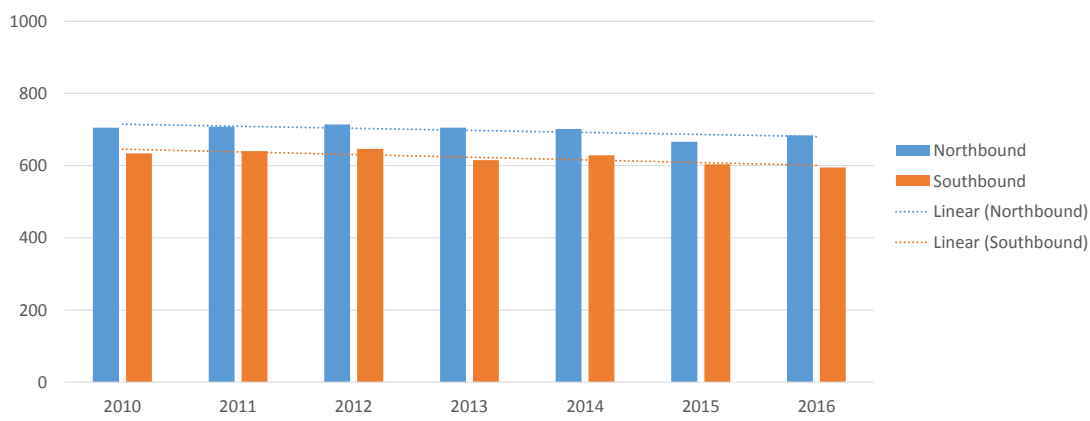
London Rd – am peak



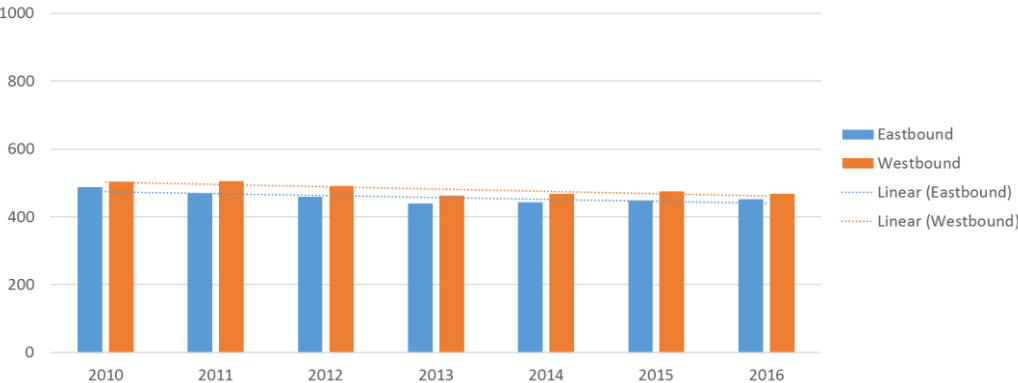
Woodbridge Rd – pm peak



Norwich Rd – pm peak

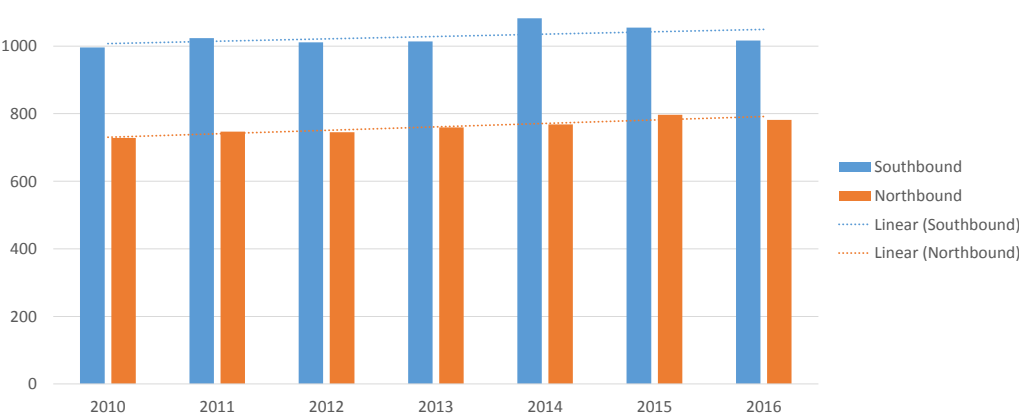


Felixstowe Rd – pm peak

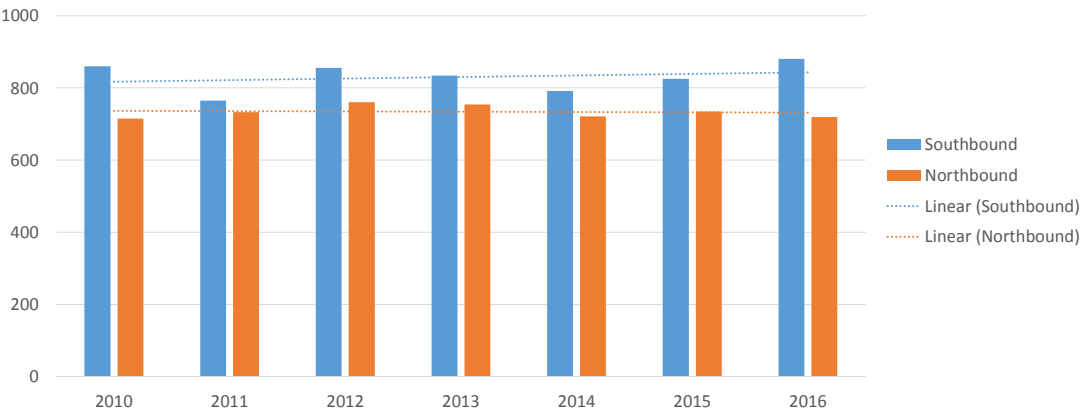




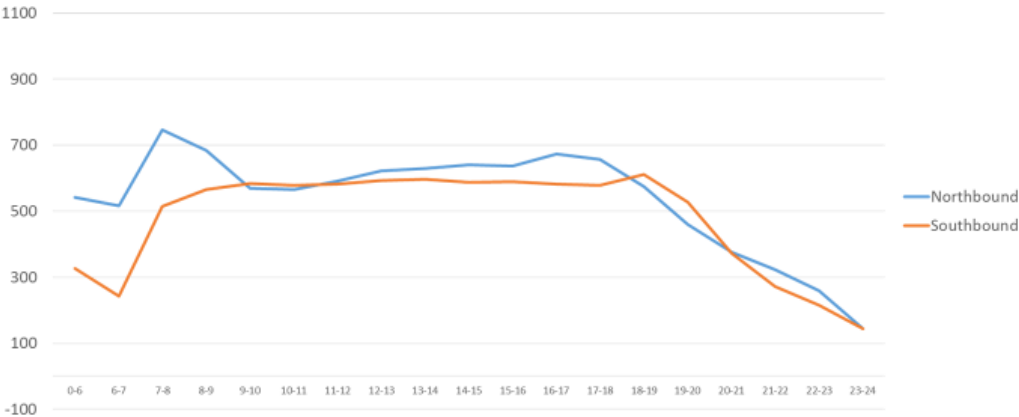
Wherstead Rd – pm peak



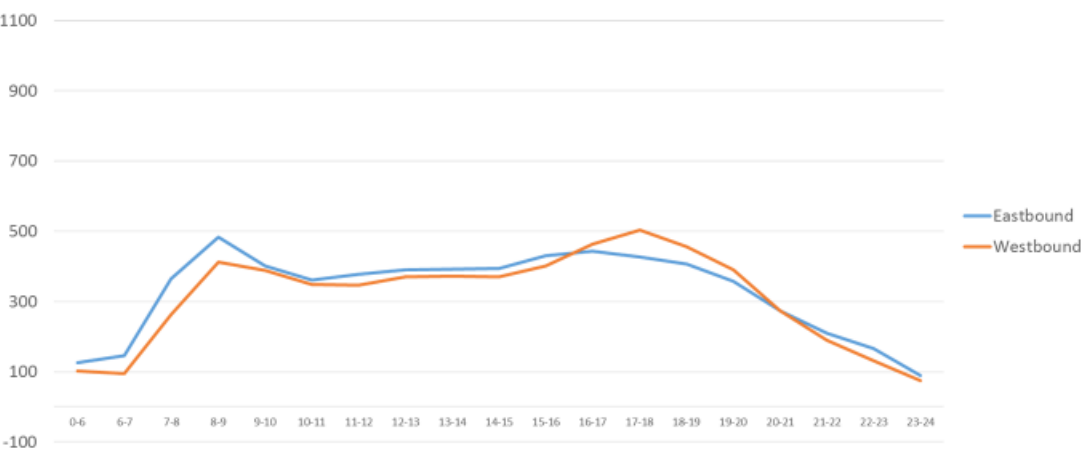
London Rd – pm peak



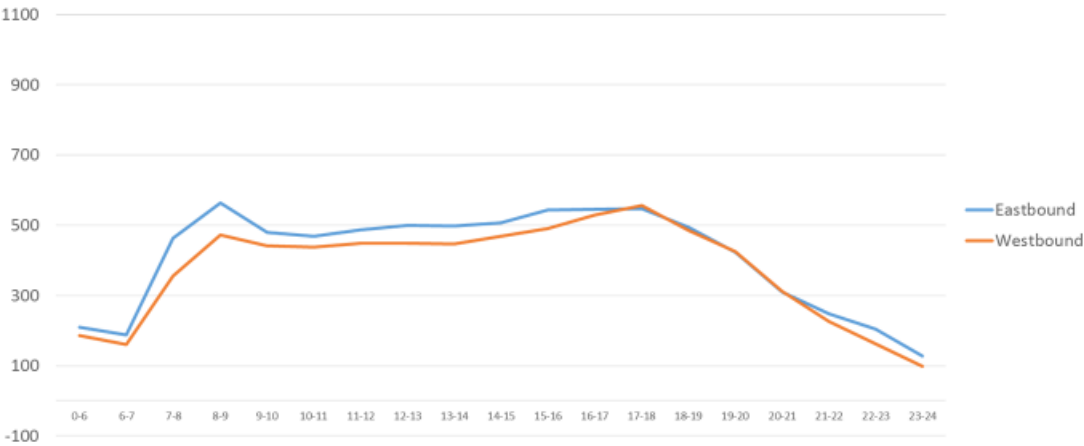
Norwich Rd – daily profile (2016)



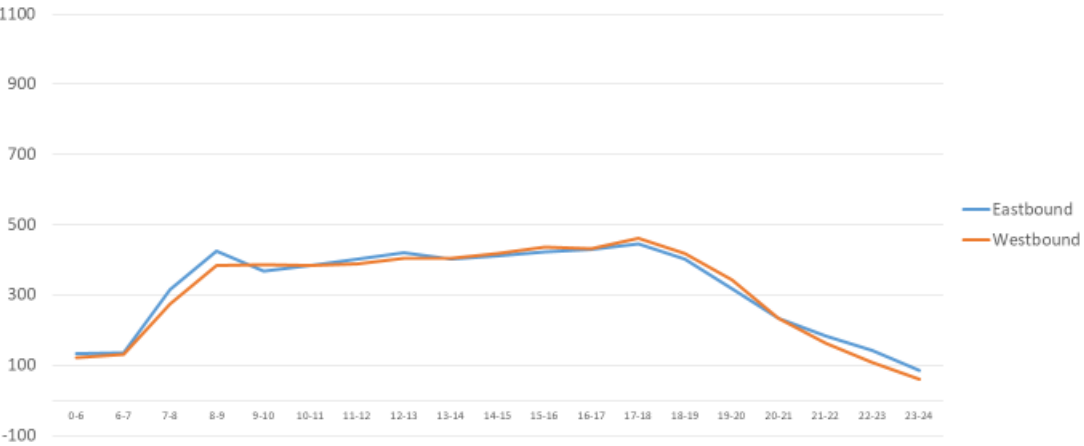
Foxhall Rd – daily profile (2016)



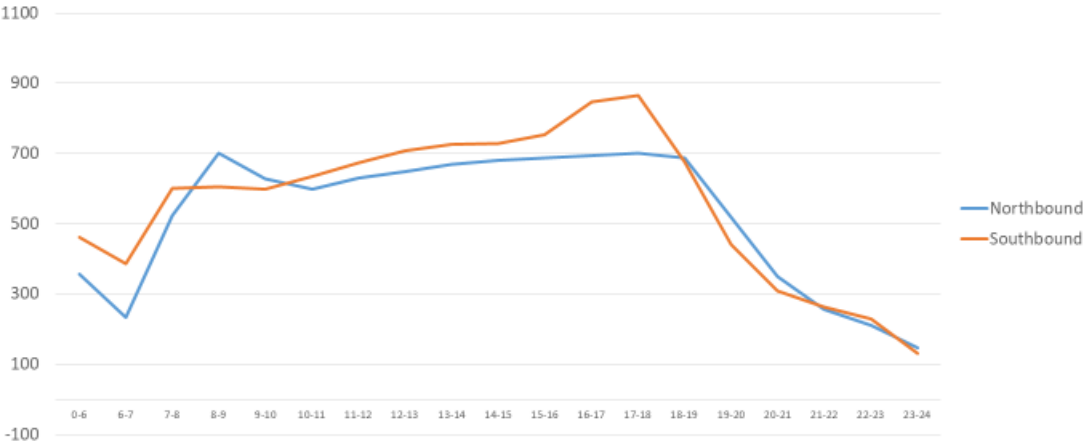
Woodbridge Rd – daily profile (2016)



Felixstowe Rd – daily profile (2016)



London Rd – daily profile (2016)



Wherstead Rd – daily profile (2016)

