

2024

Woodbridge Area Transport Plan





Introduction

Woodbridge is a medium-sized town to the south of East Suffolk and its functional area includes surrounding settlements such as Melton. The town is characterised by its historic core, with narrow streets and pavements, surrounded in close proximity by historic buildings.

The resident population of the plan area is 11,671¹ which is expected to grow slightly in the coming years with developments at the former council offices and the football club.

Sustainable travel options are currently limited with often inadequate walking, wheeling and cycling routes and limited bus service provision connecting surrounding communities and other urban areas to Woodbridge. Rail services connect Woodbridge and Melton to Ipswich and Lowestoft via the East Suffolk line.

The geographic area is relatively small and, 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 timeframe².



Woodbridge population

11,671
residents

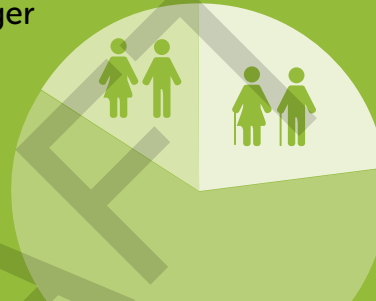


16%

of people are 15 years old or younger

32%

of people are over the age of 65



54%

of households are not deprived in any dimensions



Travel patterns

15%

of households don't own a vehicle



52%

of people travel less than 5km to work



11%

of people walk, wheel or cycle to work



34%

of people work mainly from home



1%



take the bus

1%



take the train



49%



drive a car or van to work

School travel



Pockets of

5%

of school children cycle to school.

Less than

3%

of school children cycle to school in other areas of Woodbridge³

Reasons for change



Decarbonisation of Transport

In the Woodbridge area, 13% of commuters travel to work by walking, wheeling and cycling 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 country⁵. Existing infrastructure and sustainable transport services restrict people’s sustainable travel options.



Health, Wellbeing and Social Inclusion

The population of the Woodbridge area is higher than comparable towns with 31% of residents over the age of 65. The population remains in relatively good health compared with the Suffolk average though improvements to accessibility throughout the town will support wider travel choices for older residents and those with mobility issues.





A Strong, Sustainable and Fair Economy

Modest growth is planned within the Woodbridge area at the former council offices and the football ground. The largest constraint to growth in the area is the Melton Crossroads which forms one of the only routes from the Deben Peninsula to the A12.



Creating Better Places

There are opportunities to enhance how people interact with the town centre and access green space. Improved provision for walking and cycling in the town centre, most notably on Market Hill and Quay Street, will help to create healthier, more attractive and more accessible streets. The public rights of way network can help to provide access to green space.



Summary of objectives

The Woodbridge 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



OBJECTIVE

Enable active travel to be the default choice for shorter trips

Approximately 1 in 2 commuters travel less than 5 kilometres to work and of this group only 21% travel by walking, wheeling or cycling³. There is significant potential to increase the number of active and sustainable trips to work with appropriate measures.

Active Travel Woodbridge

A package of town-wide measures will be delivered in the early stages of the Area Transport Plan which will focus on improvements to walking wheeling and cycling infrastructure, creating safer conditions on the road for pedestrians to cross and for cyclists and improving the public realm to create a better sense of place. The investment in the project will form the basis of the delivery plan though other associated measures will be aimed at maximising the benefits of the project.

We will continue to seek funding to extend the scope of the project and, over the long-term, seek to deliver the area-wide walking, wheeling and cycling improvements to cover Melton.





OBJECTIVE

Improve bus punctuality and reliability

A range of bus services operate in Woodbridge including connections to Ipswich and surrounding villages.

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

- Town service – half-hourly
- Interurban connections – at least 2 hourly with an aspiration of hourly
- Demand responsive services – daily connections

Bus routing throughout the town will be considered as part of the Active Travel Woodbridge project and priority measures will be explored.



OBJECTIVE

Improve the integration of modes

The main transport hubs in the Woodbridge area are the bus station located on Hamblin Road and there are rail stations in Melton and a short distance from Woodbridge town centre.

The bus station has modest facilities with scope for improvements to access, waiting facilities and passenger information. Opportunities will be explored throughout the life of the plan to improve provision for bus users.

Facilities at the rail stations are adequate though there is scope to improve cycle storage, electric vehicle charging and integration with buses. We will look for opportunities to improve the layout and facilities at the rail stations through the plan.



OBJECTIVE

Maximise growth opportunities

While growth in the town is expected to be limited, the nearby Brightwell Lakes development and Nationally Significant Infrastructure Projects such as on- and off-shore energy projects may affect movements on the A12.

The Major Road Network scheme, expected to be implemented in the early stages of the plan, will deliver the capacity improvements needed to accommodate additional demand on the network while providing significant upgrades to walking, wheeling, cycling and bus infrastructure linked to the plan area.

It is expected that the scheme will add resilience to the network and reduce issues of through-traffic in the plan area, creating opportunities for enhancements to the local road network.

Longer-term, a solution to constraints at the Melton Crossroads will be investigated to reduce traffic congestion for east-west movements between the A12 and Deben Peninsula.



Our plans for Woodbridge

The development of the Area 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 the Woodbridge area to meet the ongoing and future needs of its population, and those who visit and work in the area.

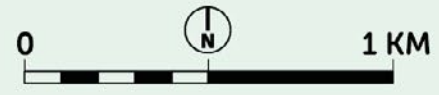




KEY

- Area boundary
- Built up areas
- Railway station
- Development areas (approximate)

- Transport hubs
- Increased cycle parking
- More electric vehicle charging
- Improvements to public realm
- Improvements to key bus stops
- More active school runs



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
Woodbridge	Active Travel Woodbridge	£5,130,000
Martlesham	Main Road active travel improvements	£1,200,000
Woodbridge	Sustainable travel improvements	£330,000
Woodbridge	A12 Major Road Network scheme	£64,000,000

References

- Office for National Statistics, Census Data (2021) www.ons.gov.uk/visualisations/customprofiles/build/
- [Travel Time Map | Drive Time Radius & Other Modes](#)
- Office for National Statistics, Census Data (2011) [Propensity to Cycle Tool - Suffolk \(pct.bike\)](#)
- Suffolk Climate Emergency [Suffolk-Climate-Emergency-Plan-Summer-23.pdf \(greensuffolk.org\)](#)
- Gear Change. A bold vision for cycling and walking <https://assets.publishing.service.gov.uk/>