Woodbridge and Melton
Mini-Holland Feasibility Study

Suffolk County Council

31 March 2023

Love Woodbridge & Melton

The Woodbridge and Melton Mini-Holland Feasibility Study is a partnership between:

WOODBRIDGE TOWN COUNCIL

MELTON PARISH COUNCIL

EASTSUFFOLK COUNCIL

Suffolk County Council

bespoke TRANSPORT CONSULTING

WSP

FOREWORD

Welcome to Woodbridge and Melton Mini-Holland. This document marks the beginning of a journey to a different Woodbridge and Melton, designed around people not just cars, but a place with space for people to spend time, to walk, wheel and cycle.

■ Market Hill, Woodbridge

Our plan has been developed to support our vibrant town and village and to enable local sustainable development, providing world class connectivity whilst protecting local centres and residential areas from the negativity of increased motor vehicle trips from regional development and major projects. We also want to provide residential areas with space for people to relax and spend time, to catch up with neighbours and take a pleasant walk or a safe route to cycle to school, the station or to travel into work.

This document outlines our plan so far and the story of how we have got here. We are proud to be one of only 19 local authorities in the UK to have been shortlisted. We are particularly proud to have got this far as arguably the only small market town and rural setting in the final list. We want to show the rest of the country what is possible with Mini-Holland funding in a place like Woodbridge and Melton.

This feasibility study has been prepared for submission to Active Travel England for Mini-Holland funding but also as a resource for people interested in learning what is planned and why. It explains what a Mini-Holland is and provides background information that explains why one is so vital for Woodbridge and Melton now.

To help us perfect our plan, we have and will continue to work with people who live, work and visit here. We need to understand the different needs and what is wanted by the community from their streets and enable different ways for them to get around. What we do know is at the moment the balance isn't right, with the travel choices of some adversely impacting on others.

Putting the plan together

We have worked with our residents, businesses, East Suffolk Council, Woodbridge Town Council and Melton Parish Council to develop the outline plan but appreciate the journey we will undertake will involve much more engagement and many more conversations. We need to speak with the people who call Woodbridge and Melton home, the location of their business or a place to visit and spend time.

We've included details on how we collectively plan to deliver the project as one continual conversation with the community in the later sections of this document. However, this plan isn't just built on the concept and proposals included within it. It's built on the need to enable behaviour change, modal shift, address air quality, congestion, and inactivity.

The plan has been developed in accordance with the Mini-Holland Feasibility Studies Assessment Guide for Local Authorities, as well as relevant local and regional objectives and policies including Suffolk's Local Cycling and Walking Infrastructure Plan and East Suffolk Cycling and Walking Strategy. In addition, we have developed the plan along with the principles of new guidance from Active Travel England including Gear Change, Local Transport Note 1/20 (LTN 1/20) and our own Suffolk Streets Design Guide.

We have looked to best practice and what is transferable from the first Mini-Holland's in London, Liveable Neighbourhoods, the Bee Network in Greater Manchester and the Healthy Streets approach. We have also looked at examples from elsewhere in Europe, not just the Netherlands, but other places such as the Ille de Re in France that have embraced active travel and seen commerce and tourism benefit. This project could replicate a similar upturn for the tourism industry in Woodbridge and Melton.

The true value of our Mini-Holland is that the sum is greater than the parts. It addresses a number of key issues affecting Woodbridge and Melton and provides opportunities for people to be supported to change the way they travel to modes that are better for themselves and their neighbours.

This is our plan. This is Woodbridge and Melton Mini-Holland.

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1. INTRODUCTION

This feasibility study has been drafted using DfTs – 'Assessment Guidance for Local Authorities' – dated March 2022 and follows the structure set out in the guidance.

This study seeks to assure DfT / Active Travel England that Woodbridge and Melton offer huge potential and opportunity to develop a cohesive and connected network for those wanting to travel actively within the defined project area and beyond.

This feasibility study sets out the case for change. It provides information on:

- Why Woodbridge and Melton are suitable for Mini-Holland investment. Why now is the correct time for investment in this area and why the area is a realistic and credible prospect.
- The current situation. Identifies the proposals for the area; how these proposals are expected to deliver desired outcomes; and how these outcomes fit with DfT and wider government policies and objectives.
- Our evidence of partnership working.

Included also, within the study:

- Is the total monetary value of the proposed Mini-Holland interventions; the complementary measures; the key economic risks; and how they will be managed.
- How the elements of the proposed mini-Holland will positively contribute to changing travel patterns and make the community more physically active.
- Is the match funding, interdependencies, and benefits to be gained from other nearby and aligned projects.
- Is the potential for elements to be phased or bought forward outside the Mini-Holland project as required or necessary.

This feasibility study covers the whole lifecycle of the Mini-Holland Project and provides project management assurance. This includes; Project Management, Governance, Financial Management, Risk Management, an outline Delivery Programme and an Engagement Strategy. The engagement strategy includes the opportunities for the community to have their say, be heard and assist with co-designing the interventions and scope of the complementary measures. The complementary measures support and form an equally important part of the success of the Mini-Holland Project in Woodbridge and Melton.

The Woodbridge and Melton Mini-Holland Project seeks to draw on the uniqueness of the market towns, both in character, setting, and location, nestled in the rural countryside of East Suffolk. The vision for the Mini-Holland Project is to focus on the opportunities offered by Woodbridge and Melton, both in terms of making better provision for walking and cycling town wide and by the support and enthusiasm given by the two communities. Woodbridge and Melton are collectively, a place where goods are bought and sold, people meet, and where facilities and services are provided for, and used by, the local community. All interventions and complementary measures would be sensitive to the historic buildings, local character and vernacular, the estuary view and access to the River Deben for the community and visitors who love this place.

This feasibility study provides assurances that Suffolk County Council, in collaboration with key stakeholders, commits to design all aspects of the Mini-Holland Project to the highest design standards set out in LTN 1/20.

The project has support from the Member of Parliament, local elected members (Suffolk County and East Suffolk District) as well as key stakeholders such as Woodbridge Town Council, Melton Parish Council and wider to include Sustrans and the Regional Transport Body, Transport East.

Project Team

Suffolk County Council as the Highway Authority has led the development of this feasibility study with significant support from their consultants, WSP, complemented by Bespoke Transport Consulting, Jon Little, who led the development of the Waltham Forest Mini-Holland project.

2. SCENE SETTING

Figure 1: Location Plan of Woodbridge and Melton

LOCATION

Woodbridge and Melton are in the county of Suffolk in the East of England. The county has a coastline with the North Sea to the east, and borders Essex to the south, Norfolk to the north, and the Combined Authority of Cambridge and Peterborough to the west. The settlements both lie between the A12 and the River Deben, bisected by the railway in an area referred to as the head of the Deben Peninsula. See Figure 1.

The combined settlements have a population of approximately 12,200 inhabitants (Woodbridge 7,900 and Melton 4,300) and share access to the A12, the main route from London to Lowestoft, via Ipswich and Colchester. In addition, neighbouring villages to Woodbridge and Melton are set to grow.

Woodbridge and Melton are ideal locations for Mini-Holland investment and specifically the introduction of a combination of active travel infrastructure and supporting complementary measures. The scale and size of the community is very different to many larger urban areas where investment for Mini-Holland measures has previously been allocated, and the scale and density of the area is clearly less than other areas receiving Mini-Holland treatments, however, it is hoped the project is an exemplar for other similar sized towns.

The project is an opportunity to provide town wide active travel investment and town wide benefits. These benefits can be realised in a holistic way. They will support and benefit a variety of users, such as: local residents, local businesses, people who cycle, pedestrians, public transport users, road users, children, and those more elderly). As well as, those living in nearby rural settlements and tourists visiting Woodbridge and Melton or the Deben Peninsula.

There is also the added value which the Mini-Holland can bring to other committed investments in active travel and public transport. Examples include, the Major Road Network (MRN) scheme for the A12, the aspirations for a town wide 20 mph zone in Woodbridge, introduction of electric vehicle charging and use of electric bikes, cars and vans for personal mobility and local deliveries. This, together with strong planning policies set out in the East Suffolk Local Plan and Local Transport Plan for Suffolk, political support at all levels and enthusiastic community makes these two settlements an ideal location for a Mini-Holland project.

Based on interventions in the London Borough Mini-Holland schemes and comparing it to the scenarios set out in this feasibility study, we would estimate that the Woodbridge and Melton Mini-Holland scheme could see a reduction in the use of private motor vehicle usage of up to 20% for short, localised journeys.

Census Data

Currently, despite the provision of local services, facilities and employment opportunities, the Census 2021 data shows that 47% of people within Woodbridge travel to work by private motor vehicles, this increases to 49.3% in Melton. This compares to the relatively low numbers who commute by bike - only 3.2% in Woodbridge and 2.1% in Melton. The combination of high vehicle usage and low numbers of cycling has resulted in areas of poor air quality (although improving), localised congestion and a physically inactive community. In Woodbridge and Melton, a total of just under half (44%) of adults do not exercise and, staggeringly, a fifth (21.4%) of primary aged children are over-weight or obese.

Policies

Transport East Strategy 2030

Transport East is the sub-national Transport Body for the East region. It is comprised of Norfolk, Suffolk, Essex, Southend-on-Sea and Thurrock. The partnership provides a single voice for councils, business leaders and partners on the region's transport strategy and strategic transport investment priorities. Transport East released their current Transport Strategy in 2021. The strategy sets-out the aims and objectives for the regional transport authority for the period to 2030 and focuses on the following four strategic priorities for transport, unique to the Transport East region:

- Decarbonisation to net-zero
- Connecting growing towns and cities – Enhanced links between our fastest growing places and business clusters.
- Energising rural and coastal communities – A reinvented, sustainable coast for the 21st century which powers the UK through energy generation. Supporting our productive rural communities and attracting visitors all year round.
- Unlocking international gateways – Better connected ports and airports to help UK businesses thrive, boosting the nation's economy and helping to level up communities through better access to international markets and facilitating foreign direct investment.

Active travel will play a key part of delivering many of the aims and objectives in the strategy, particularly those associated with decarbonisation of transport, and connecting growing towns and cities.

The strategy also reinforces the need to ensure active travel infrastructure is compliant with government policy and design guidance such as Gear Change and LTN 1/20.

Suffolk Local Transport Plan (2011-2031)

The current Suffolk Local Transport Plan (LTP) sets out the strategic approach to dealing with the impact of development and growth within the County and identified 11 strategic towns for particular focus. This plan is in the process of being updated.

The LTP refers to the Suffolk Transport Strategy; this strategy aims to support the sustainable economic development and provide sustainable future growth. Within the urban areas there are three strands to the approach:

1. reducing the demand for vehicle travel
2. more efficient use and better management of the transport network
3. where affordable - infrastructure improvements, particularly for sustainable transport

The transport strategy for the rural areas within Suffolk has five themes:

1. better accessibility to employment, education and services.
2. reduce the need to travel
3. maintaining the transport network and improving its connectivity, resilience and reliability
4. reducing the impact of transport on communities
5. support the county council's ambition of improving broadband access throughout Suffolk

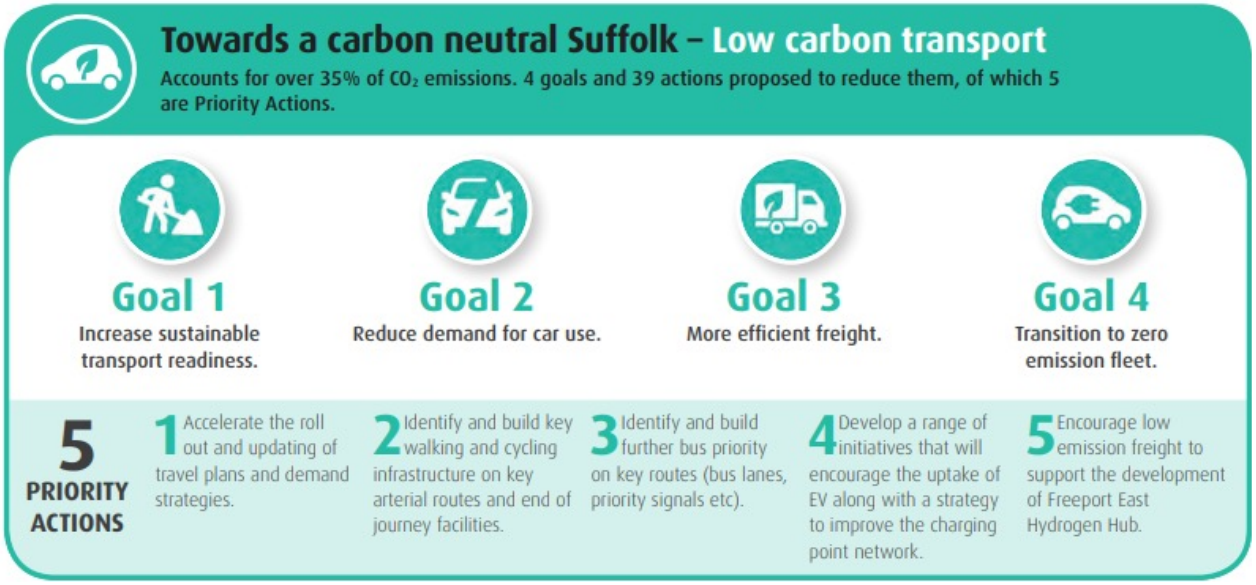
Climate emergency and towards a carbon neutral Suffolk

Data illustrates that a total of 37% of CO2 emissions in Suffolk in 2017 come from transport.

In March 2019, Councillors at Suffolk County Council voted to declare a climate emergency. The declaration included an aspiration to make the county of Suffolk carbon neutral by 2030.

A similar declaration was made by East Suffolk Council.

To achieve a reduction in carbon emission and reach carbon neutrality by 2030 the key messages for transport are:



- That most vehicles on the road in Suffolk would need to be zero emission (mostly fully electric) by 2030.
- Currently, a small percentage (0.16%) of vehicles in Suffolk are fully electric and there are 353 charging points across the County, 233 standard rate sockets and 120 rapid charge units.
- Encouraging modal shift to public transport and active travel (walking and cycling. however, there is the added challenge by the rural nature of the county).
- A scenario was modelled that assumes a significant (25%) reduction in vehicle miles travelled, through a combination of reduction in demand for transport (e.g. car sharing, working from home, charging policies) and modal shift to public transport and active travel. It also modelled a 15% reduction in freight miles.

Ipswich Strategic Planning Area

In order to mitigate the cumulative impacts of growth in the Ipswich Strategic Planning Area (ISPA)[1] on junctions and roads in and around Ipswich, and to promote healthy travel options, a package of transport measures has been identified to reduce vehicle movements.

They include:

- Transport infrastructure to encourage and support sustainable modes of transport
- Suffolk Enhanced Partnership
- A Smarter Choices programme
- Review of car parking and pricing strategies
- Review of park and ride strategy
- Junction improvements
- Sustainable transport measures will therefore be expected to promote and deliver modal shift in a manner consistent with local campaigns and programmes.
- Woodbridge and Melton are part of the ISPA area.

Suffolk Coastal Local Plan (2020-2036)

The Suffolk Coastal Local Plan, adopted in (2020) declares the following position and package of mitigation measures to address local transport issues:

- Many areas do not have access to convenient public transport, and many local roads are single track and unsuitable for conventional public transport such as buses. This is reflected by the level of household vehicle ownership in the plan area which amounts to 86% compared to a national average of 74% (Census, 2011). 2021 Census data shows that car ownership in the areas has risen to over 90%.
- Furthermore, approximately 44% of people in the plan area use a car as their primary mode of travel to work compared to a national average of 37% (Census, 2011).

Woodbridge and Melton are within the Suffolk Coastal Local Plan development plan boundary (East Suffolk is covered by the East Suffolk Council Suffolk Coastal Local Plan and the East Suffolk Council Waveney Local Plan).

Current development policy states that in order to maintain the vitality of Woodbridge, there is a need to improve links between the different parts of the town, namely the riverside, Thoroughfare and Market Hill. The riverside and town centre are seen as complementing one another and serve residents, businesses, visitors and tourists alike. It is acknowledged that there are issues associated with car parking within the town, and the District Council is seeking to review car parking provision where possible.

1 ISPA– recognises the close administrative boundaries surrounding the county town of Ipswich and the need to agree common ground and collaborate around transport and planning issues.

Development sites

There are three residential sites within the Suffolk Coastal Local Plan or referred to in the Melton Neighbourhood Plan that have the potential to have a significant impact on demand on the transport network and travel patterns (see Figure 2).

Land off Wilford Bridge Road:
This includes the provision of 9,000m2 of floorspace and up to 55 dwellings of mixed size.

Land at former Council Offices:
The development encompasses 1.33 hectares and is allocated for the development of approximately 100 dwellings.

Land at Woodbridge Town Football Club:
The development encompasses 4.16 hectares of land and is expected to provide 120 dwellings.

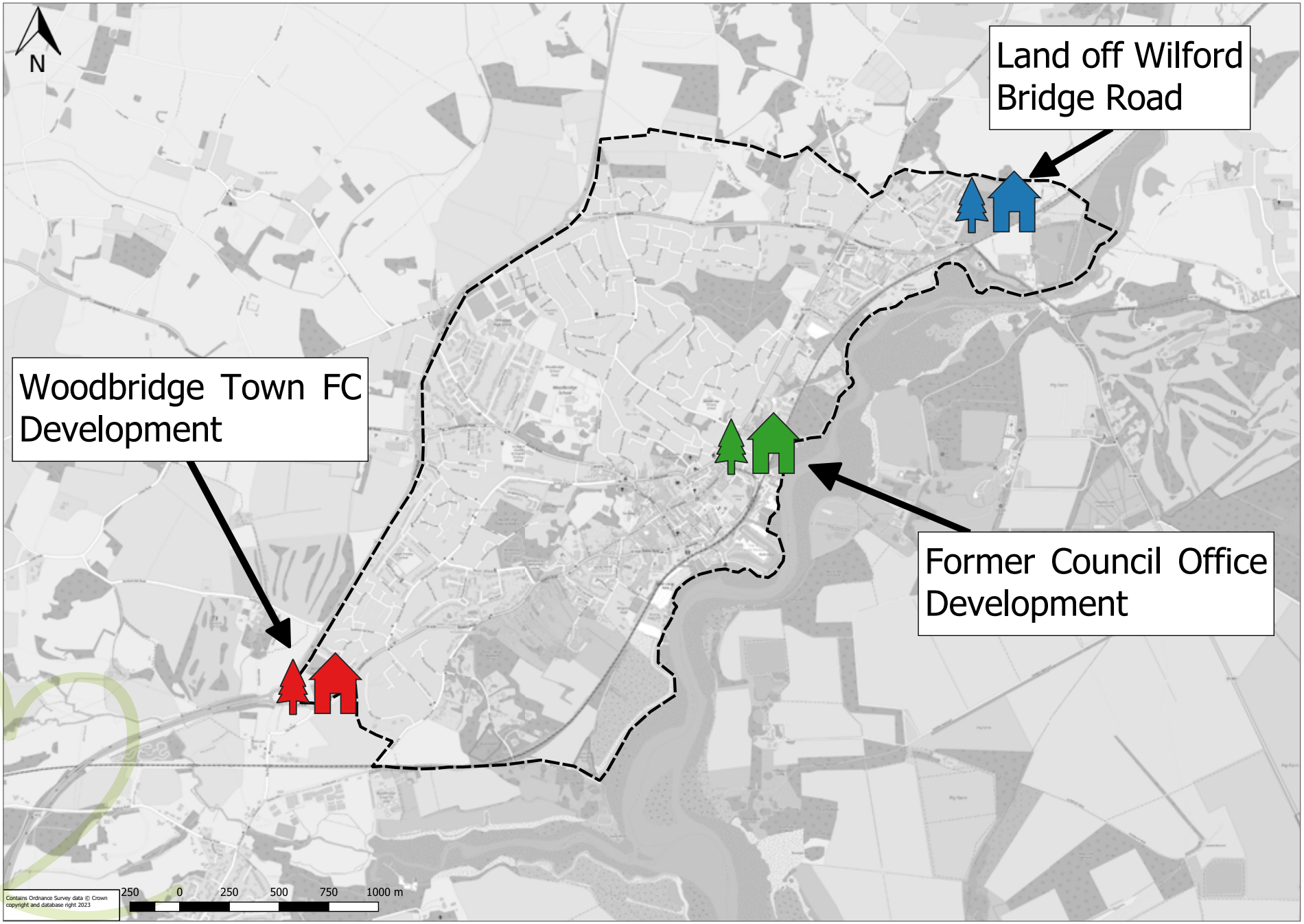
At a town level, Melton has an adopted a Neighbourhood Plan (2016 – 2030) whilst Woodbridge decided not to progress with a Neighbourhood Plan and has contributed to the Suffolk Coastal Local Plan. The Melton Neighbourhood Plan suggests that traffic congestion on Woods Lane and Wilford Bridge Road is a significant issue. Woods Lane is the main link to the A12 and bisects the village. Wilford Bridge is a narrow road that creates a pinch point, making two-way movement between larger vehicles not always possible. The Neighbourhood Plan also went on to identify specific issues around pedestrian safety and cyclists needs.

Pedestrians feel unsafe due to inadequate footpath provision and narrow pavements. This is prominent on Woods Lane, The Street, Station Road, Melton Road and Yarmouth Road, as well as outside St Andrews Church. In addition, difficulties have been recorded by the Parish Council in pedestrians trying to cross Woods Lane in the vicinity of Bredfield Road (before the new development here was constructed in full).

The need for cycle lanes was highlighted particularly on routes to Farlingaye High School which is a destination with a relatively high proportion of existing cyclists. Similarly, improved cycle links to Melton railway station were suggested as being required.

Further afield there is a significant opportunity to link to the new development located outside of Woodbridge and Melton. Brightwell Lakes (SCLP12.19) in Martlesham to help support the sustainability of the site of up to 2,000 new homes. The development of Sizewell C to the north-east of Woodbridge and Melton is likely to have some impact on traffic in the locality as it too is accessed via the A12 and locally for smaller vehicles via the A1152 and B1069. Similarly, other key development in neighbouring villages or locations may have an impact, depending on scale and timing and should be considered.

Figure 2: Future development sites



The East Suffolk Local Cycling Walking Strategy

The East Suffolk Cycling and Walking Strategy was adopted on 4 October 2022. It aims to create safe, coherent, direct, comfortable, and attractive cycling, walking and wheeling routes throughout East Suffolk and includes the settlements of Woodbridge and Melton.

Figures 3 and 4 below illustrates that the entire area proposed for the Mini-Holland project is within a 25–30-minute walk and or cycle ride of the town centre. This sounds positive if distance alone was the only barrier to undertaking more trips by active modes. The lack of provision, degree of severance, and the speed and volumes of traffic within the project area for those walking, scooting or cycling are arguably more of a reason for being reliant on their vehicles for short local journeys.

Figure 3: Walking Isochrones in Woodbridge and Melton

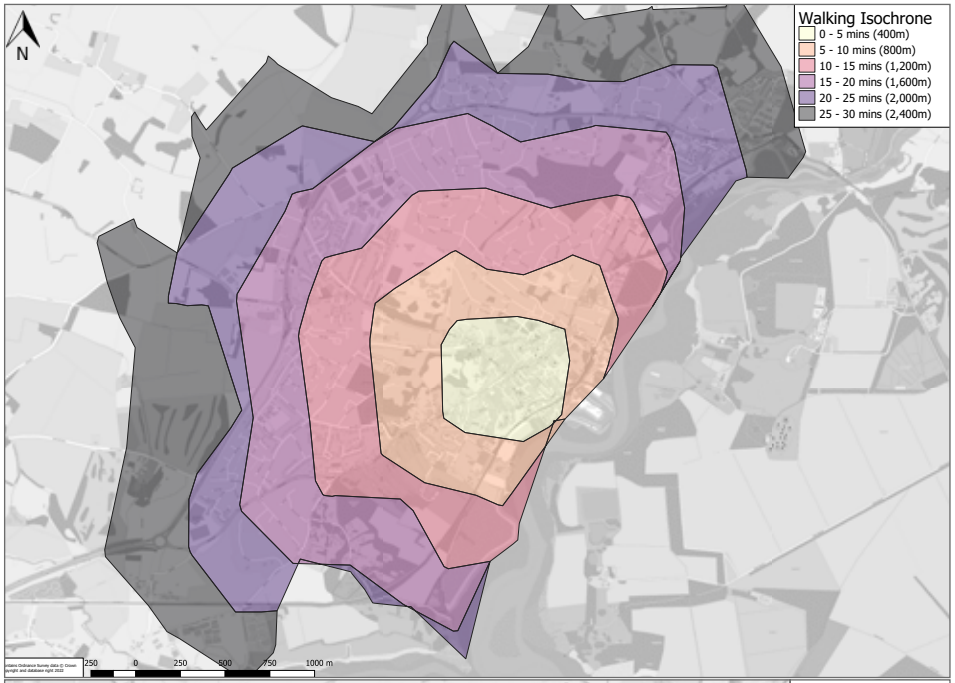
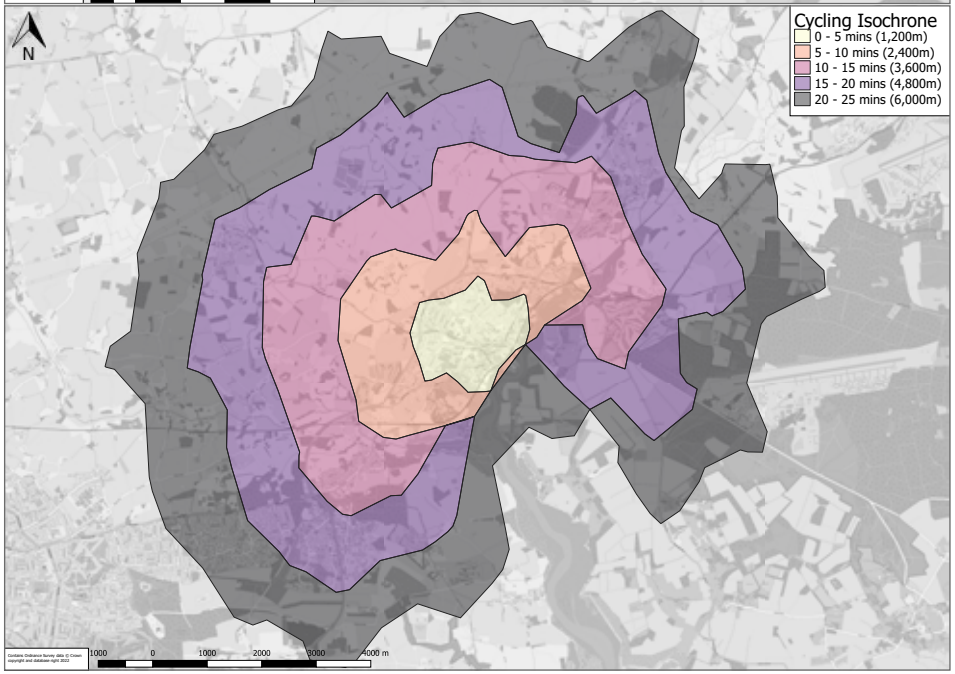


Figure 4: Cycling Isochrone for Woodbridge and Melton



National Cycle Network – and the local cycling network

There are two national long distance cycle paths which connect to the Woodbridge and Melton area. NCN 51 linking Cambridge to Ipswich and through Woodbridge and onto the coast and Felixstowe. The second is NCN 1, a north-south route which passes through Woodbridge connecting to Ipswich to the south-west and north-east to Beccles, via Hasketon. These routes are part of a national cycle network which aims to facilitate active movement by those cycling and those walking. The NCN routes are promoted and maintained by Sustrans.

The national routes are enhanced and added to by a number of regional routes (41) and local cycle routes. Suffolk boasts 2 significant areas of outstanding natural beauty and a long coastline, much of which is accessed via cycle and walking routes. The relatively flat terrain making waking and cycling popular and attractive to those holidaying in the region.

The Suffolk Cycling Strategy sets out a vision to increase the number of people cycling in Suffolk, by normalising it and ensuring that it is accessible for all, thereby supporting Suffolk's 'Most Active County' ambitions. The strategy focuses on actions, outcomes and funding sources to increase cycling numbers for shorter daily journeys across the area to realise benefits to public health and the local economy.

Traffic Speeds and Volumes

Speed

Data from a number of sources has been collected during the preparation of this feasibility study. The figures below show the speed and volumes of traffic through Woodbridge and Melton. This data was obtained from Suffolk Police and all recorded in 2022. Burkitt Road stands out as experiencing speeding vehicles as does Melton Road, Woods Lane and Ipswich Road.

The 85th percentile speed defines the speed that 85 percent of drivers will drive at or below under free-flowing conditions.

Volumes

The traffic volumes show how the main routes, such as Woods Lane, Melton Road and Ipswich Road are the busiest routes in the project area with average daily volumes in excess of 5,000 for Melton and Ipswich Roads and in excess of 7,000 for Woods Lane. Clearly these are far too high for cyclists to feel comfortable sharing them with the vehicular traffic and are not in accordance with LTN 1/20 design guidance.

Figure 5: Vehicle Speeds in (mph) Woodbridge and Melton

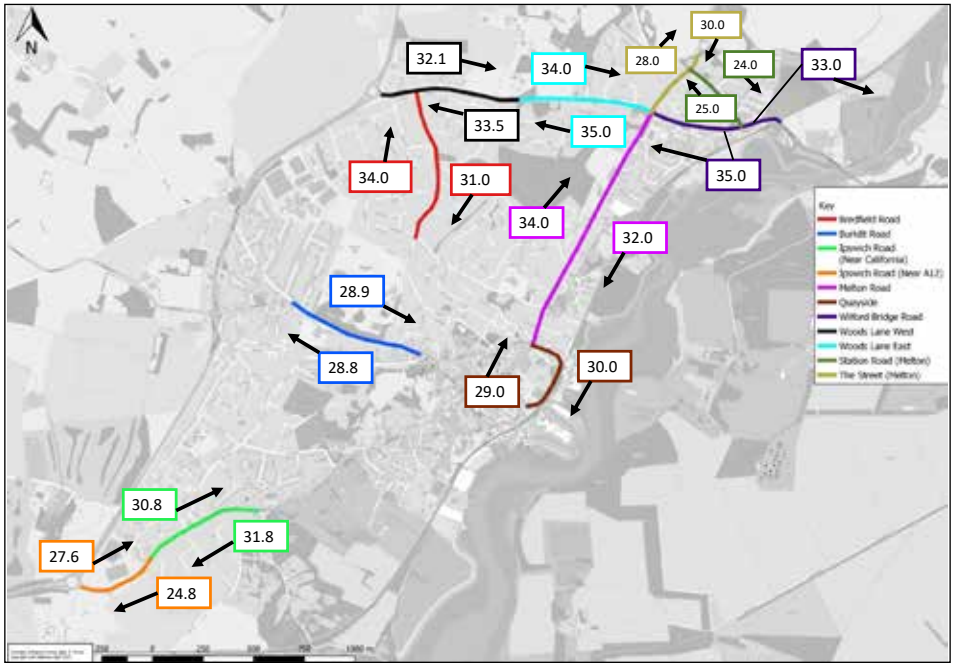
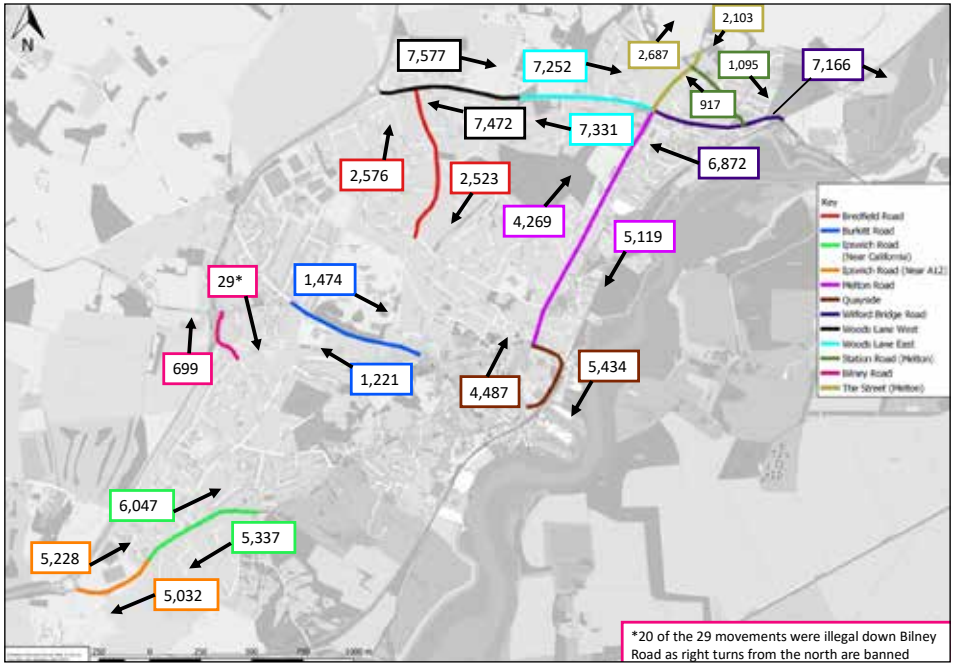


Figure 6: Vehicle Flows in Woodbridge and Melton



The A12 Major Road Network (MRN) Scheme

Suffolk County Council have submitted a bid to Department of Transport for significant investment for the A12 between the A14 junction at Seven Hills and the Woods Lane junction, adjacent to Woodbridge and Melton. The design will dual one of the existing single carriageway sections, increasing roundabout arms and the use of signals to control vehicle flows.

The scheme also includes a comprehensive package of interventions for active travel (as set out in Figures 8 and 9) that are split into eight areas of focus, for which interventions 1 - 3 listed below are within the project area:

Location 1: Route into Dobbie's

Location 2: B1438 California Road Old Barrack Road Crossing

Location 3: Woodbridge - Sandy Lane

The concept plans have been supported by a review of baseline conditions and developed using LTN 1/20 compliant solutions. These

Figure 7: The 8 locations of active travel interventions proposed as part MRN A12 scheme.

infrastructure improvements will on delivery improve connectivity and reduce severance across the A12 but also encourage local trips on the National Cycle Route 1 within Woodbridge, Martlesham and onward trips to Ipswich and north Suffolk. Proposed cycle improvements along a route through Sandy Lane is likely to bring an adequate cycle connection between Woodbridge and Martlesham, it aims to reduce overall vehicle flows with the surrounding area and along the A12. Further connections from the area to Kesgrave, which has a high percentage of pupils who cycle to school, and Ipswich will allow for an improved total active travel network. Modal shift away from vehicle traffic to cycling and public transport movements is expected to take place within the surrounding area.

Figure 8: A12 MRN Active Travel Concepts – Grundisburgh Road

Location 1: Route into Dobbies

Dobbie's Entrance Option 2:
Issue: There is an existing footway behind Dobbie's connecting Grove Road to Grundisburgh Road, with a pedestrian made desire line into Dobbie's car park (top left). Vegetation is overgrown, route is unlit and is not overlooked. There is no formal footpath/cycleway.

Opportunity: Provide lighting on the route, ensure vegetation is maintained. To enhance comfort for active travel provide 3m shared track with a centre line to segregated cyclists from pedestrians. Formalise entrance into Dobbie's car park based on the informal cut through.

Dobbie's Entrance Conclusion: Option 1
It has been concluded that Option 1 is a more viable option to take forward as there is adequate space to wider the northern footway to 1.5m and construct a 3m shared-use path on the southern edge of the carriageway. Following an on-site audit of Option 2, it was found that significant vegetation removal and resurfacing would be required, and lighting would need to be provided, resulting in a costly scheme.

Dobbie's Entrance Option 1:
Issue: There is no footway provision on the southern side of Grundisburgh Road, there is provision on the northern side, however this is narrow and pedestrians are close to oncoming traffic.

Opportunity: Widen footway to 1.5m on the northern side. Construct a 3m (minimum) shared used path on the southern section which will connect to the proposed track on Grove Road to Dobbie's. Ensure shared path has a centre line or kerb segregation between cyclists and pedestrians, and is complemented with the appropriate markings.

Issue: Existing footpath is narrow with no segregated space between cyclist and pedestrians.

Opportunity: Widen footway to 1.5m and provide a 2m cycle track using grass verges to Grundisburgh Road.

Proposed controlled crossing points

Proposed segregated footway and cycleway

General Opportunities:
Improve lighting provision on the route.
Install signage and wayfinding.
Vegetation maintenance.

Crossing upgrade
Proposed segregation
Segregated cycle route
Off-road shared use option

Figure 9: A12 MRN Active Travel Concepts – California Road / Old Barrack Road

Location 2: B1438/California Road/Old Barrack Road crossing

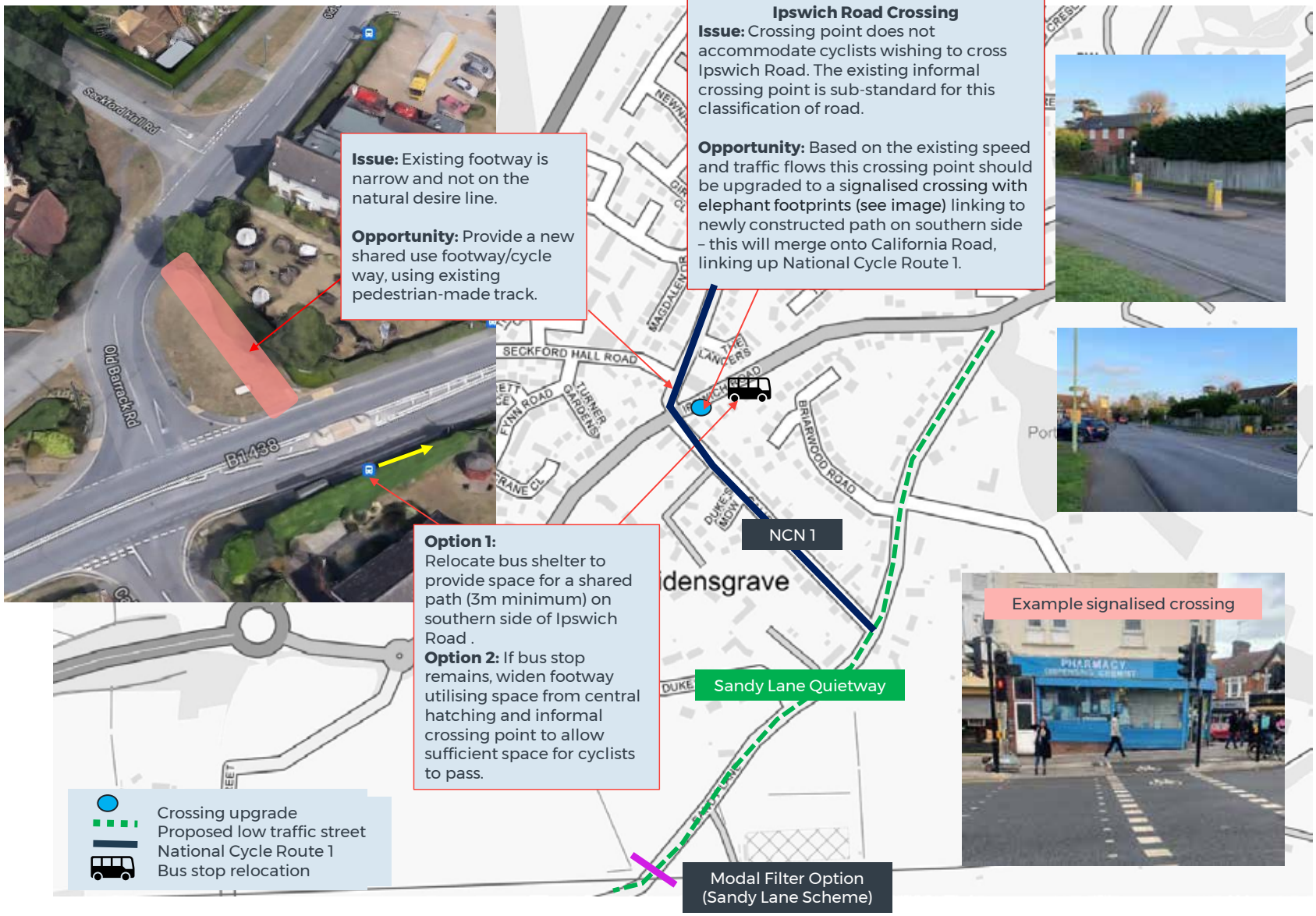
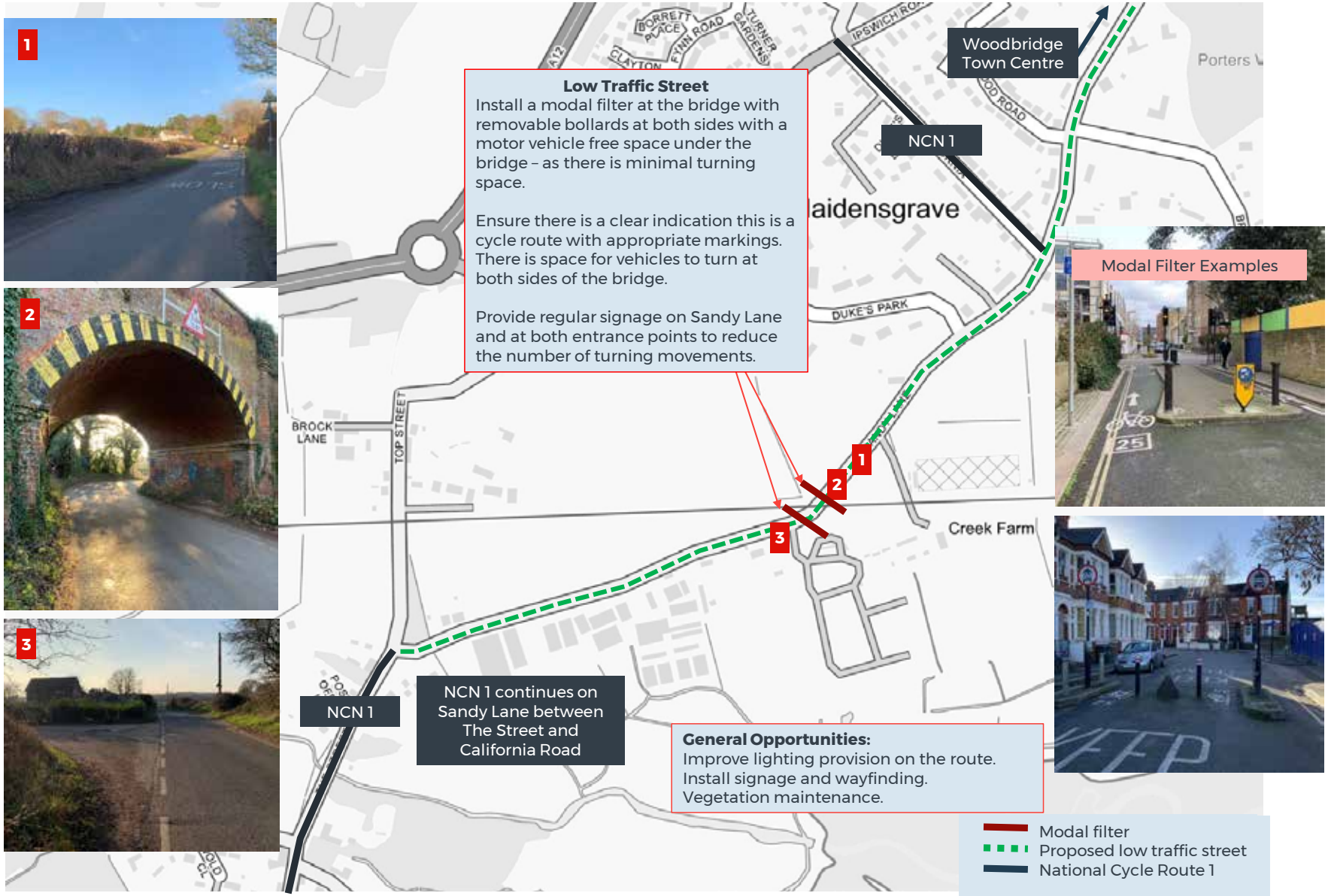


Figure 10: A12 MRN Active Travel Concepts – Sandy Lane

Location 3: Woodbridge - Sandy Lane



3. NETWORK DEVELOPMENT

Following the success of Suffolk County Council's Mini-Holland expression of interest, the project team set about initial network development through a series of engagement workshops with key stakeholders and the public, and through conducting a background data review.

Auditing the existing network

Two separate audits took place during June and August 2022. The audits involved both cycling and walking within the project area, taking photographs and annotating plans in order to accurately record the existing conditions. Also, it highlighted issues, established whether the existing network was adequate to attract new active travel trips and identify opportunities for future improvements. Both audits were undertaken on weekdays, avoiding Monday and Friday, and covered periods throughout the day between 8.00am - 6.00pm. Conditions during both visits were dry without any special or unexpected incidents occurring. School drop/pick up times were observed alongside the operation of the Woodbridge market, and areas around the rail station and town centre. The audits are appended to this study and have been used as a baseline for development of the proposals for the town.

■ Auditing on Woods Lane, Melton

■ Audit 1: 30th June 2022

This audit covered the entire project area with a focus on conditions for people walking, cycling and wheeling.

Audit 2: 17th August 2022

The second audit was town wide and had a focus on the three larger neighbourhood areas or traffic cells namely Melton and north Woodbridge, Town Centre, and south Woodbridge. This second audit was used to carry out more specific observations and consider options for potential internal design features and these are set out later in the study.

The audits were carried out by members of our project team on foot and two wheels. This provided the project team with an insight into the existing conditions and importantly how people walking, and cycling experience them. Opportunities were taken to speak to members of the community at specific locations and gain feedback.

The output from the walking and cycling audits was supplemented by background data and information from a variety of sources including (but not limited to):

- Traffic data including background data from the A12 Major Road Network project
- Traffic speed and collision data
- Information and expert knowledge from Suffolk County Council officers
- Public perception, ideas and opportunities provided during on street engagement for the development of this proposal (including surveys with local businesses and schools)
- Proposed route alignments, comments, and data in the East Suffolk Cycling and Walking Strategy
- Public transport routes
- Sustrans audit of NCN 1 carried out as part of the wider audit of the National Cycle Network

Main road, rail network and other major boundaries

The Woodbridge and Melton Mini-Holland project area is defined and bordered by some significant boundaries to active travel. These include the A12 to the west, Woods Lane and Wilford Bridge Road in the north, and the River Deben and the Lowestoft to Ipswich railway line to the east. To the south, Woodbridge becomes less dense and the boundary to active travel is the countryside and expanses of farmland with main roads or country roads with no footways providing the only routes out. Whilst some rural roads are relatively low trafficked, they are still unsuitable to be considered as part of a network for all types of active traveller. This includes some routes that are still popular with people cycling or included in the national cycle network. National Cycle Network Route 1 runs through Woodbridge and north-south from Lowestoft and Framlingham to Martlesham and on towards Ipswich.

The local and national cycle network

The national cycle network provides the only signed cycle routes in and around the Woodbridge and Melton area. NCN 1 passes through Woodbridge, looping in the town centre and NCN 41 to the south. However, none of them are of a standard to enable everyone to cycle and do not provide any significant sections of traffic free or protected route so should not be confused with the network that would be introduced as part of Woodbridge and Melton Mini-Holland.

One key area of focus for the Mini-Holland scheme is to increase connectivity with the wider National Cycle Network and to make significant improvements to the sections of NCN 1 within the project area, particularly the sections outside of scope for the A12 MRN scheme. There has been an exchange conversation with Sustrans regarding synergy between the Mini-Holland proposals and NCN 1, which aligns with a recent audit of the route undertaken by Sustrans.

The Sustrans audit highlighted the inadequacies with the existing crossing provisions over Ipswich Road, to connect Old Barrack Road and California and its unsuitability for all users. This same alignment opportunity and potential for improvement was also picked up during the project teams auditing and scoping.

View on Theatre Street (Angel Street on the right).

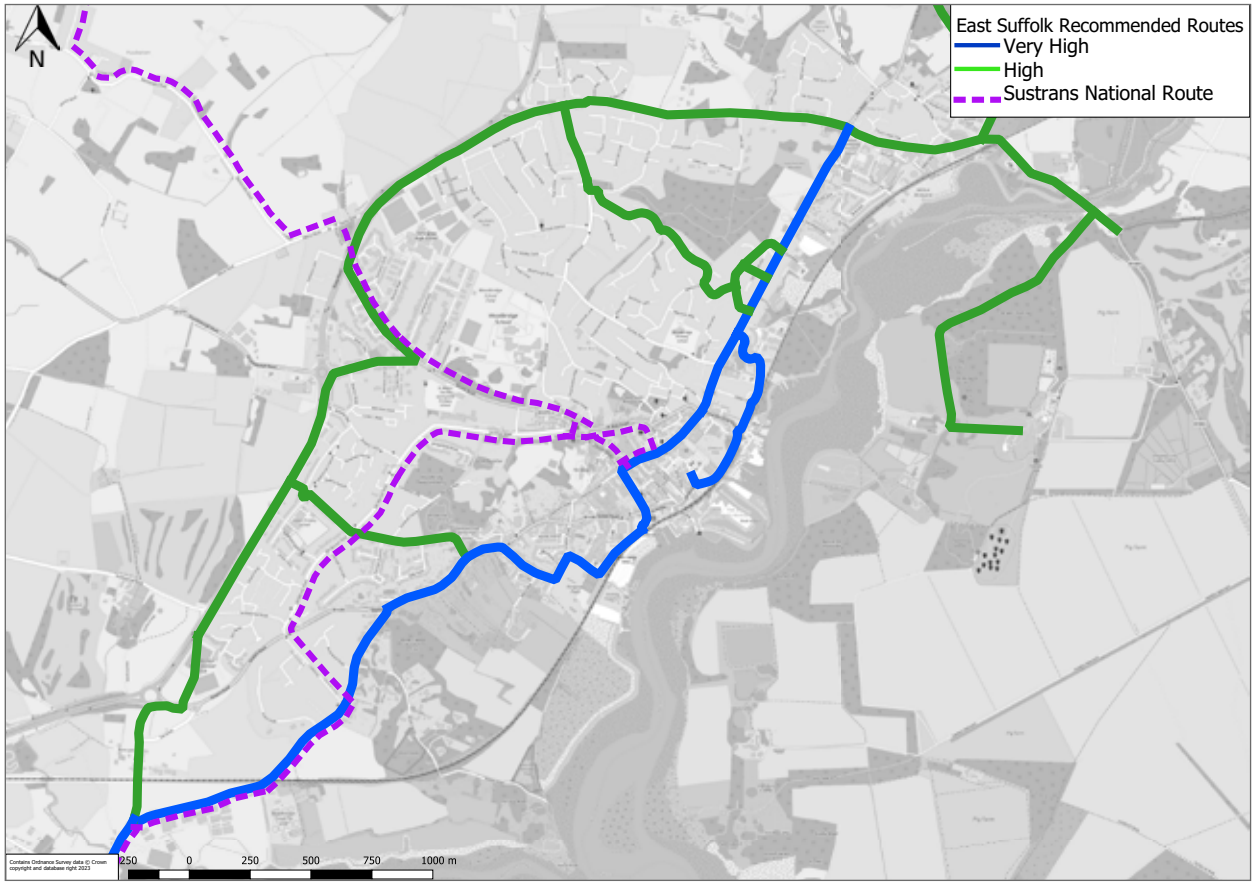
Sustrans have provided their support for this Mini-Holland scheme which is included in the appendices.

Complementing the audits were other background data sources/information, including the Local Cycling and Walking Strategy which East Suffolk District Council consulted on in 2022, see Figure 11. This document sought to gain the communities feedback on potential cycling and walking infrastructure opportunities across the district. It focussed on the identification of new infrastructure. Consultees were asked to identify existing cycling and walking issues across East Suffolk and, where possible, suggest solutions to them (excluding maintenance). Over 800 comments were submitted, and these shaped the development of a network of routes.

The East Suffolk Cycling and Walking Strategy shows the intention to create additional cycling routes within Woodbridge and Melton. The cycling and walking strategy was adopted on 4 October 2022 and aims to create safe, coherent, direct, comfortable, and attractive cycling, walking and wheeling environments in the region. It is hoped that this can lead to improvements in health and wellbeing, facilitate greater social interaction and play, encourage more environmentally sustainable lifestyles, reduce road congestion and support economic growth.

A number of key corridors identified to achieve a network of walking and cycling routes, these key corridors have been informed by the analysis of the responses to consultation

Figure 11: Key routes within Woodbridge and Melton identified in the East Suffolk Cycling and Walking Strategy



and typically connect the more urban areas of the district. Ipswich to Melton is a key corridor with the route encompassing the parishes of Rushmere St Andrew, Kesgrave, Foxhall, Martlesham, Brightwell, Bucklesham, Woodbridge and Melton.

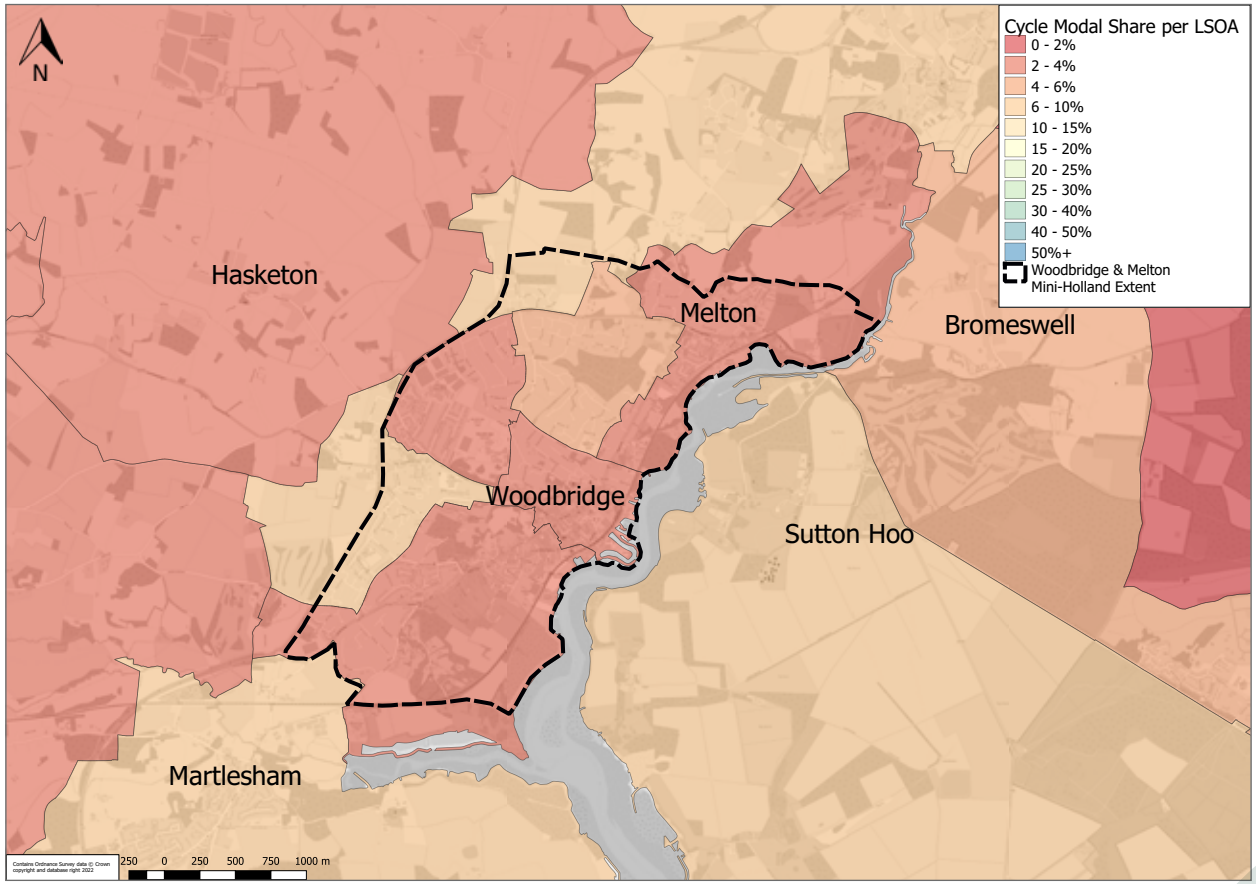
Within Woodbridge and Melton, the following interventions are referenced: the removal of through traffic from Sandy Lane, cycling and walking infrastructure along Melton Road, and Bredfield Road and cycling and walking infrastructure along Wilford Bridge Road. All are indicated as high or very high priorities for the cycling and walking strategy and align with the proposals in this Mini-Holland feasibility study.

Figure 12 illustrates the current modal share for cycling in the Woodbridge and Melton area, demonstrating the subtle differences amougst the various different areas, the slightly higher levels are explained by the existing route alongside the A12 and the area in and around the schools of Farlingaye, St Marys and Woodbridge.

The feasibility study audits not only identified similar key issues/areas which need addressing, but served to highlight the variety of opportunities at junctions and routes for active modes and areas which would benefit from enhancement to public space, e.g. landscaping.

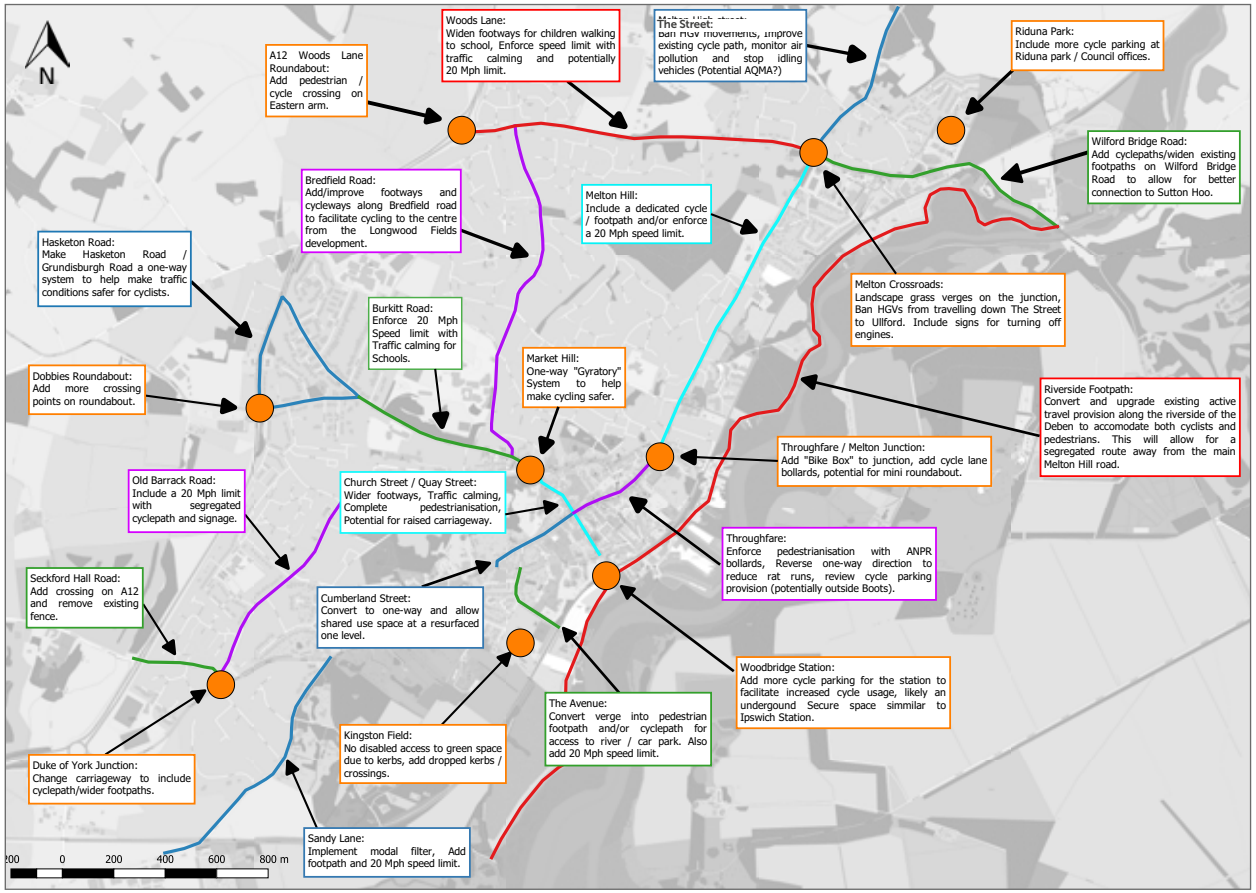
As a local example, a total of 86% of pupils attending Kesgrave High School near Ipswich, walk or cycle to school every day. The excellent facilities in Kesgrave were recently visited by ATE Commissioner, Chris Boardman, who acknowledged this achievement. This example could be replicated in Woodbridge and Melton.

Figure 12: Existing Cycling Levels in Woodbridge and Melton.



■ Chris Boardman MBE with a local businessman in Woodbridge

■ Figure 13: Community feedback from site audits and the East Suffolk Cycling and Walking Strategy



The information gained from the street audits is in part illustrated on the Figure 13 above, as a visual snapshot. This figure graphically plots a range of observations and suggestions from a variety of sources that includes those from members of the public as part of the East Suffolk Cycling and Walkng Strategy, the two public consultations Suffolk County Council carried out in the summer of 2022 and from those who carried out the site audits. Not all these suggestions or observations are either possible or desirable to be included in the final package of measures, however, this does highlight some of the challenges this area faces and the ambition of local people to see change.

Severance

The project area is framed by three significant transport arteries that also act as geographical barriers or boundaries, namely the A12, the East Suffolk Railway Line and the River Deben.

The A12 is a part of Major Road Network (MRN) and is the responsibility of Suffolk County Council. The route is of key strategic importance serving the ports of Felixstowe and Harwich and connecting the East of England to London. It is heavily used by HGVs and commuters and is regularly congested and those using it frequently experience delays to their journeys. The volumes using the A12 making crossing it difficult and dangerous for all highway users, especially those on foot or by bike.

The A12 is mainly a dualled carriageway carrying on average 40,000 vehicles daily. The A12 sweeps around the western side of Woodbridge and Melton and acts as a barrier to movement to and from the rural settlements located to the east. There are three existing exits from the A12 which access Woodbridge and Melton. The Martlesham junction in the south, serving the settlement of Martlesham and onwards to Woodbridge via B1438. The Dobbies junction, a central exit which allows for east – west movements to settlements such as Grundisburgh and the Bealings and access to Woodbridge town centre via B1079 (Grundisburgh and Burkitt Road). Finally, the Melton junction, serving Melton, Sutton Hoo, and the former Ministry of Defence Base which is now a business and logistics park between Melton and Rendlesham and Woodbridge via A1152 Woods Lane.

Traffic data suggests that significant numbers of vehicles pass through Woodbridge, as there is a significant difference in traffic volumes on A12 north and south of Woodbridge. There are about 20,000 daily vehicle movements more on A12 to south of Woodbridge compared to north of it. This suggests that in the region of 20,000 motor vehicle trips originate or end in the Woodbridge and Melton area every day. For a town with an overall population of 11,000 people that is a significant number.

The A1152 (Woods Lane and later Wilford Bridge Road) is a main route for HGVs serving the nearby business and logistics park and has more than 400 HGVs using it daily. The B1438 serves as local HGV route for vehicles delivering to Woodbridge, Melton, Sutton and Rendlesham. The B1079 is the least used route for HGVs with less than 100 using it daily. These movements are illustrated in Figure 14.

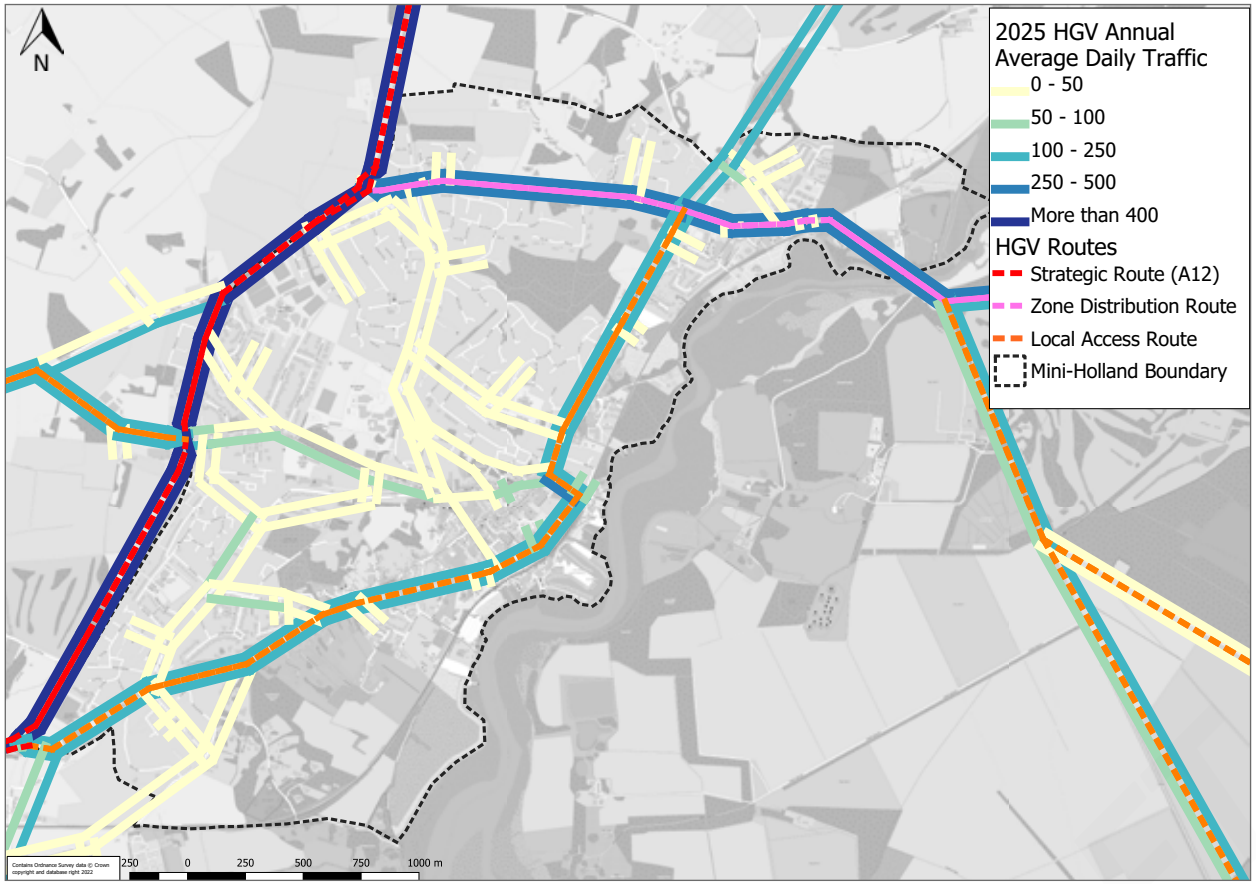
The East Suffolk Railway Line and the River Deben

Another vital part of infrastructure that also acts as a barrier to active travel is the East Suffolk Railway line. The line, whilst providing a vital public transport connection that is part of the wider East Anglian transport network also severs the eastern riverside part of Woodbridge and Melton from the town centre and majority of the town to the west of the line. The line runs parallel with the River Deben alongside the western shore. Between April 2021 and March 2022, Woodbridge train station had a footfall of 168,694 and Melton train station had a footfall of 55,112.

Between the river and the railway line is the bustling and picturesque quayside with all the activities of a small harbour and vistas across the Deben estuary towards Sutton Hoo. There has been recent development around the harbour changing land use from primarily those associated with the harbour and maintaining ships to leisure and tourism.

The only way to access the quayside area is by crossing the railway line via one of the level crossings or over the footbridge over the railway line at Woodbridge Station. Whilst this is feasible for some, the level crossings require people to either be able to open gates or share space with motor traffic, making the area inaccessible for many.

Figure 14: Expected 2025 HGV flows through Woodbridge and Melton with HGV routes



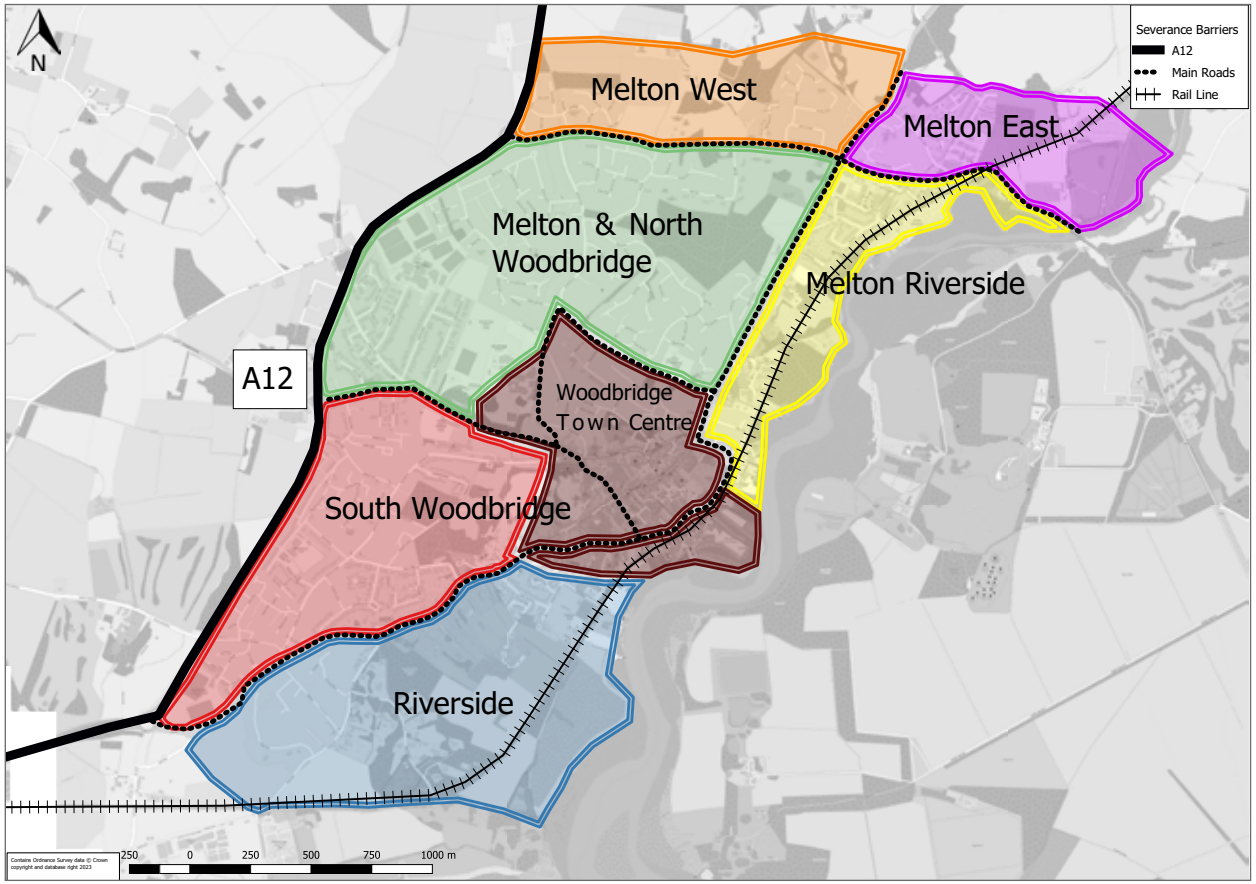
Along with the River Deben the railway line also completely severs Woodbridge and Melton from Sutton Hoo, Shottisham, Hollesley and the Suffolk Coast and Heath Area of Outstanding Natural Beauty. The only access route from Woodbridge and Melton into the area is via Wilford Bridge Road which extends east from its junction with Woods Lane, Melton Road and The Street. This route (A1152) is a single carriageway road that is busy with general traffic. There is no provision for people cycling and only on narrow footway on the southern side.

■ Redevelopment of the Quayside area

■ The River Deben Estuary

The severance barriers described create a series of large cells (and two additional areas by the river and to the east of the railway line) as shown in Figure 15. There are however additional internal boundaries including main roads, greenspace and private land ownership that create a series of smaller areas or cells.

Figure 15: Severance areas defined within project areas



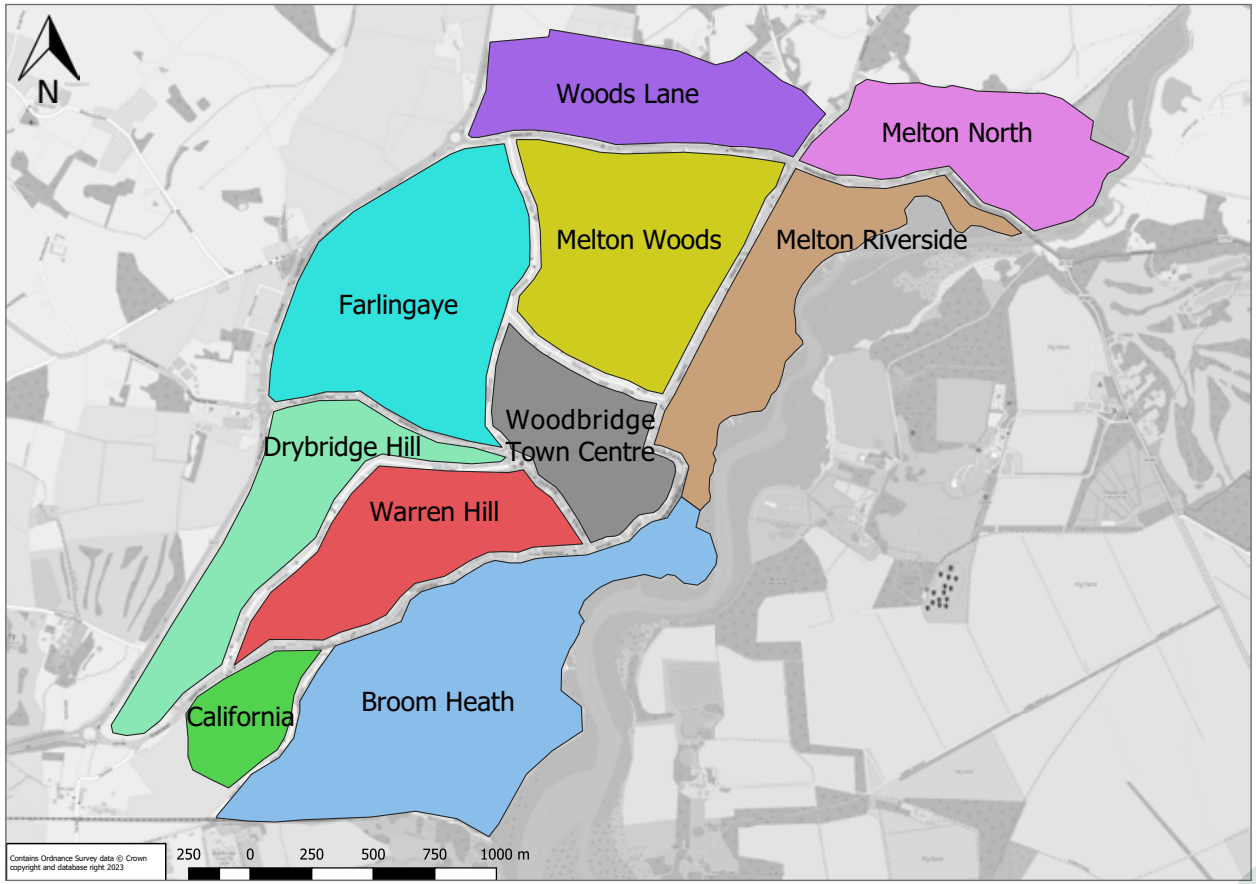
Internal Barriers

Internal boundaries are primarily busier roads that dissect the town. These include the Ipswich Road-Station Road-Quayside-Lime Kiln Road-Melton Road main road route (B1438) which severs the riverside area further from the rest of Woodbridge and Melton. In the northern part of the project area, the A1152 provides a strategic link from the A12 to Rendlesham and on to, Orford but also severs Melton in the very northern part of the project area west-east. Bredfield Road and Pytches Road also cut the southern Melton area in two, and Old Barrack Road, dissects the south-western part of Woodbridge.

In addition to the busier local roads, two areas of greenspace contribute to local severance for people cycling, wheeling, and those less able to walk. They are Fen Meadow in the south and Melton Woods in the north within the Melton and north Woodbridge area (green on Figure 15).

These internal boundaries, impact on the: way people travel along or through them; how easy it is to cross them and their impact on travel behaviour choices, which are all key areas of focus for Woodbridge and Melton Mini-Holland. They are also some of the busier 'rat runs' in the project area.

Figure 16: Traffic cells



■ Junction of Lime Kiln Quay Street with the Thoroughfare

Gateways

There are few existing gateways in the Woodbridge and Melton project area. Of those that are in place most are located at major junctions on main roads and only currently provide crossing provision for people walking. These pedestrian crossing locations are however key pieces of local infrastructure and include key locations such as:

- Clarkson's Crossing- an informal crossing point on Ipswich Road to the east of the junction with California and Old Barrack Road
- Zebra crossing on Quayside from Woodbridge Station into Quay Street
- Signalised crossing on Station Road (B1438) near junction with Cumberland Street
- The junction of Thoroughfare, The Thoroughfare, Lime Kiln Road and St Johns Street
- Junction of Melton Road, The Street (B1438), Woods Lane and Wilford Bridge Road (A1152)
- Zebra Crossing on Yarmouth Road, Melton

Whilst the crossings provide a higher level of provision and vital crossing places over busy and fast roads for people walking, the levels of provision could be improved and enhanced at all locations.

None of the crossings listed above provide any provision for people cycling. However, as with most locations where safer crossing points for people walking are in place, people also use them on bikes and mobility scooters.

There are two exceptions where people cycling are provided a safe main road crossing.

They are:

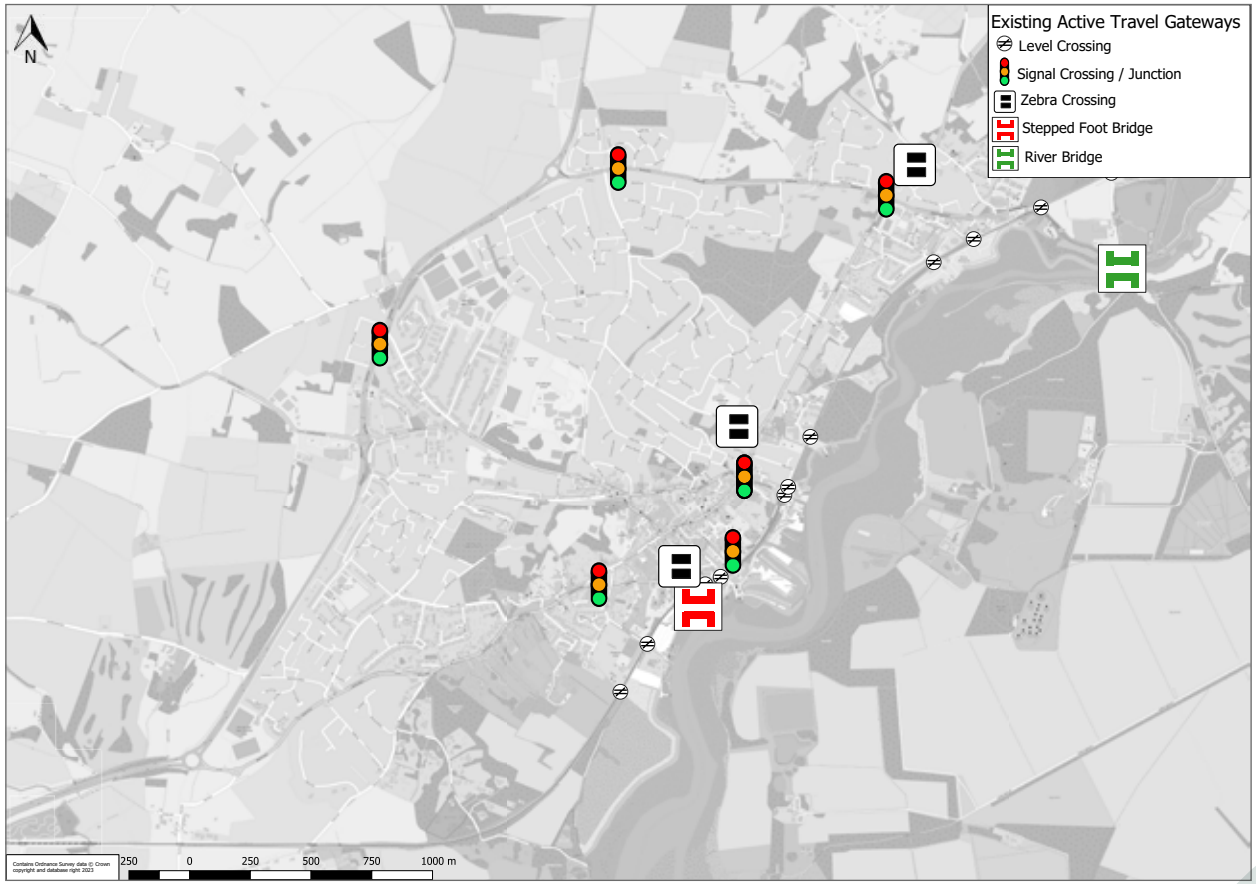
1. New shared (toucan) crossing on Woods Lane in the north of the project area, close to the junction with Bredfield Road

2. Shared (toucan) crossing on A12, from junction of Hasketon Road to Russell Close

Both these signalised crossing points provide vital walking and cycling connections to parts of Woodbridge and Melton, and further afield, that would otherwise be inaccessible by active travel for most. This includes NCN 1 which uses the crossing over the A12 to head north towards Framlingham.

These gateways are shown on the map to the right.

Figure 17: Existing Gateways in Woodbridge and Melton



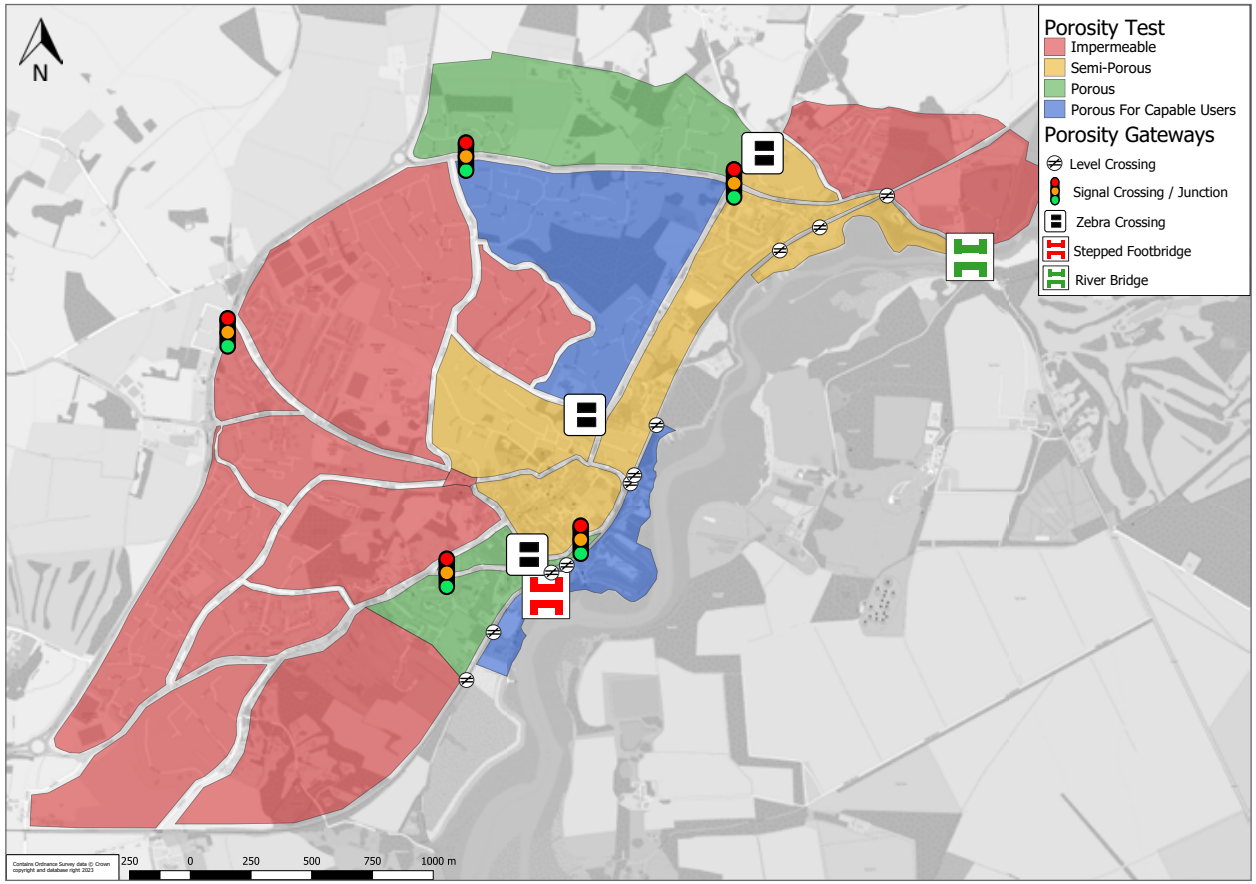
4. TESTS – POROSITY, MESH DENSITY, PERMEABILITY AND RAT RUNS

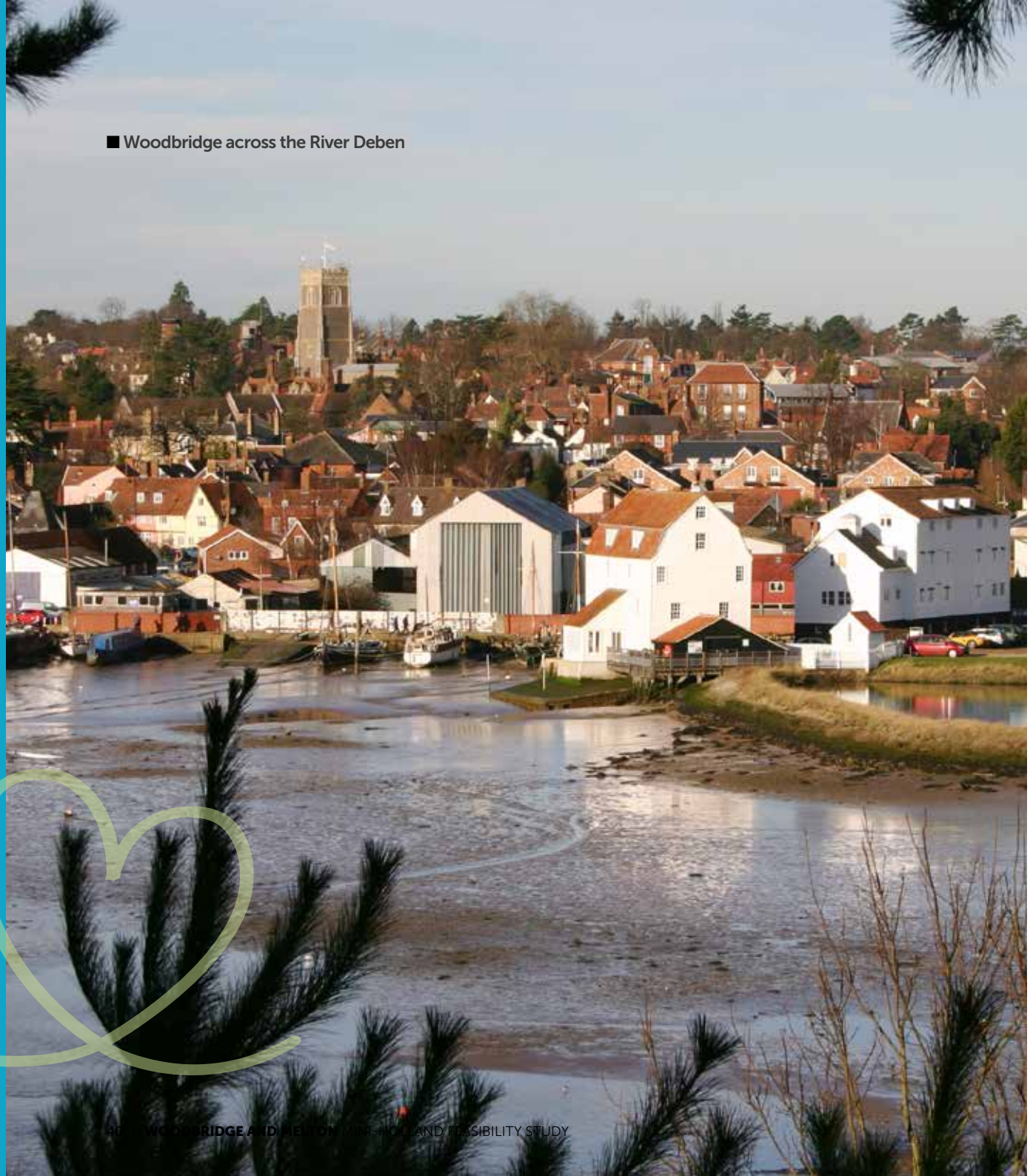
Porosity

In transport planning, porosity is the term used to describe how easy it is to get from one local area or traffic cell area to a neighbouring one using safe crossing points. This is investigated and evaluated through the porosity test which is a way to grade how easy it is to move around a town.

For people walking, the project area is not very porous and for those cycling it is even less so. When applying the porosity test to the project area the vast majority of Woodbridge and Melton is impermeable or semi porous. The exceptions being the new housing north of Woods Lane in the northernmost part of the project area and the area to the north and south of Cumberland Street in the town centre.

Figure 18: Existing Porosity in Woodbridge and Melton





■ Woodbridge across the River Deben

For people cycling, the existing porosity is even lower, with only safe crossings providing peripheral access in the north-western corner of the project area.

As introduced earlier, the A12 is a significant arterial route in the region linking the capital with many of the larger towns and cities in the region and the most easterly point in Great Britain. It is also a significant barrier to active travel, and this is no different in Woodbridge. Large parts of the main residential area to the south and south west of Woodbridge, that also include a number of primary and secondary schools, are completely impermeable. Accessibility from these areas to the town centre and station is also extremely limited and therefore provide us with immediate areas for consideration. The strategic function of the road means it needs to be carefully considered during the development of our concept ideas and during conversations with the community if we were fortunate to secure funding towards implementation of Woodbridge and Melton Mini-Holland.

There are two other routes that have local strategic importance and provide motor vehicle access to or through Woodbridge. They are the B1438 corridor that runs north south and the A1152.

Cycling Mesh Density

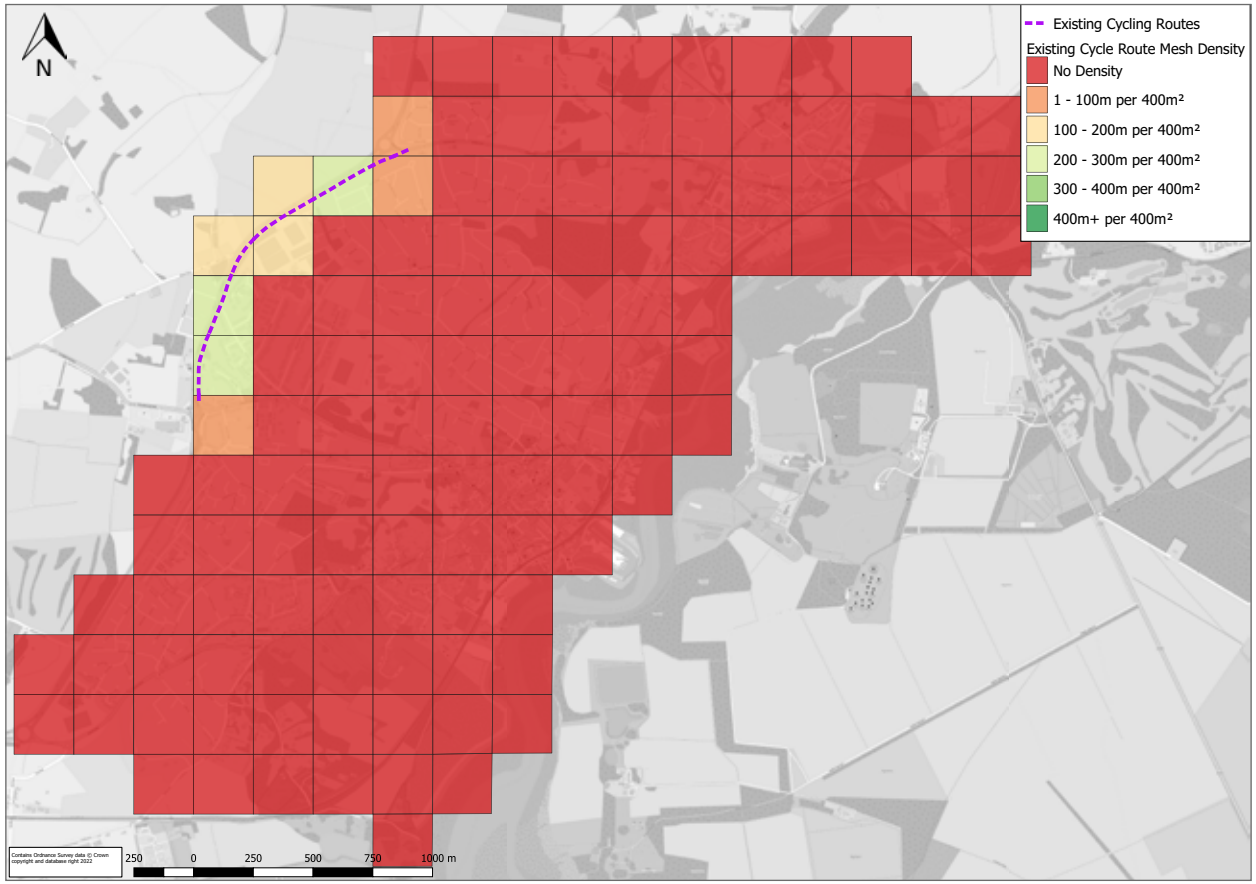
Mesh Density is the term used to describe the frequency of cycle friendly routes in a local network. In an urban area a good network coverage will provide a cycle route every 400m with an excellent network providing a cycle route every 250m.

To be considered part of the mesh density and worthy of being a Mini-Holland area, cycle routes have to be either on routes away from motor traffic, protected cycleway using kerbs or physical separators.

In places like Woodbridge and Melton, that are urban but semi-rural to an extent too, the street network is less dense and achieving a mesh density of 400m is more difficult. Conversely, the project area also has some very old parts and a street network that is dense and narrow, predating the bicycle not just the car. Woodbridge town centre has many of these streets, and in the case of the project area many of the lanes and paths have historic buildings that are also the shops, hotels and cafes; however, this remains the desired outcome.

The area is popular with people who live in and around the town, and those who visit in their thousands for leisure or tourism, particularly in the summer. The demand for space and increase in the numbers of and usage of motor vehicles has been to the cost of cycling as a mode of transport in the town. It has meant that most roads are unsuitable for most people to cycle on and in the town centre the need to prioritise people walking has meant that potential routes for people cycling are broken.

Figure 19: Existing Mesh Density in Woodbridge and Melton

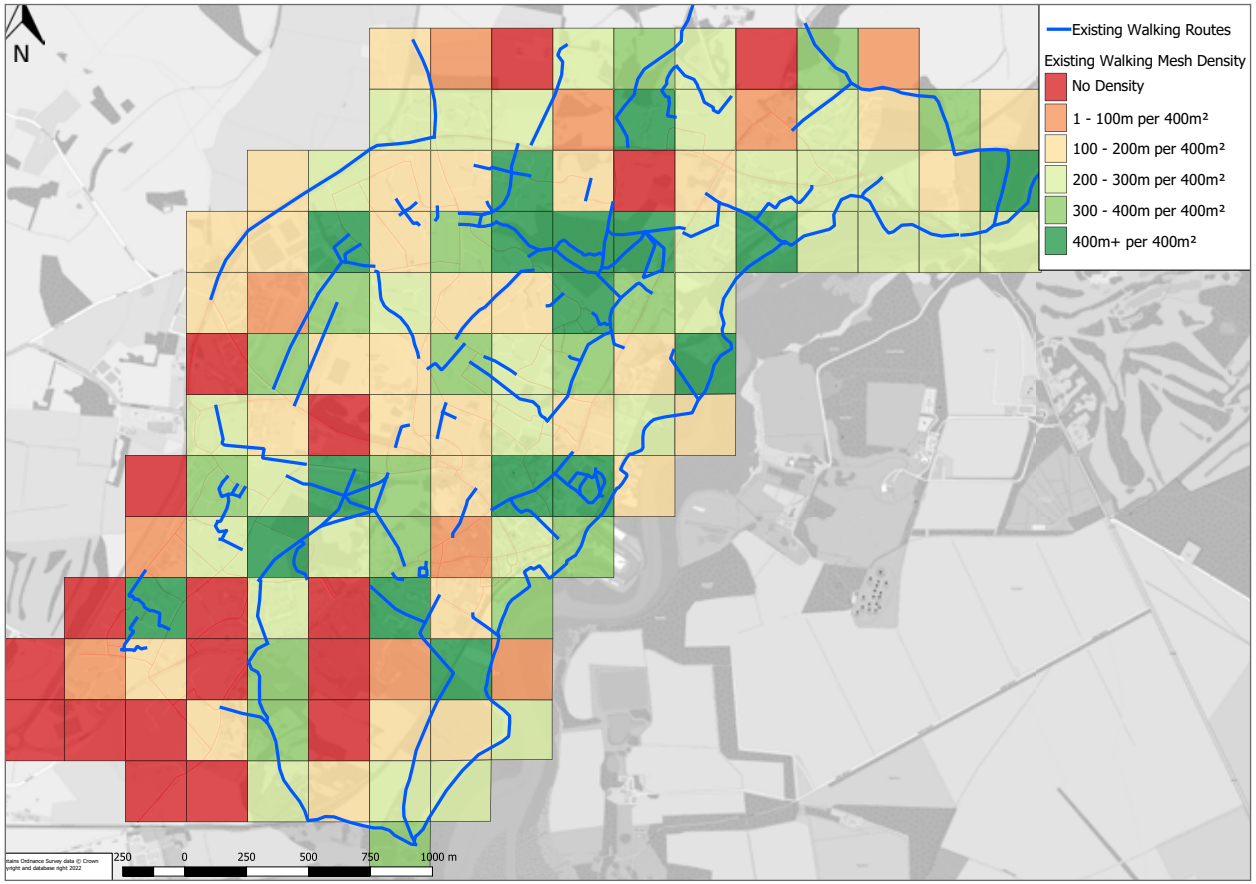


Whilst there are many residential streets that are suitable for anyone to cycle along, there is a lack of cycle crossings and the internal boundaries, barriers and rat runs, meaning that there is no significant cycle network in the project area. NCN 1, whilst being a signed cycle route of national significance, does not meet the expected standards of Suffolk County Council or design guidance such as LTN 1/20. The only existing cycle route of any significance that does provide a suitable level of provision to be included in a modern cycle network is the two-way cycle track that runs alongside the A12.

Walking Mesh Density

Whilst the mesh density test is normally applied to cycling, the walking network is also very important to Woodbridge and Melton. Ensuring a high-quality walking network exists in the town would enable more short trips to be done on foot. As discussed, whilst the town is beautiful and the historic buildings and streetscapes are a large part of this, the historic footways are in places narrow, uneven, and often disappear completely. This means people walking have to do so in single file, in the carriageway or cross main roads and those wheeling prams, wheelchairs or mobility scooters or with any physical impairment have difficult journeys.

Figure 20: Existing Walking Mesh Density in Woodbridge and Melton



Permeability Test

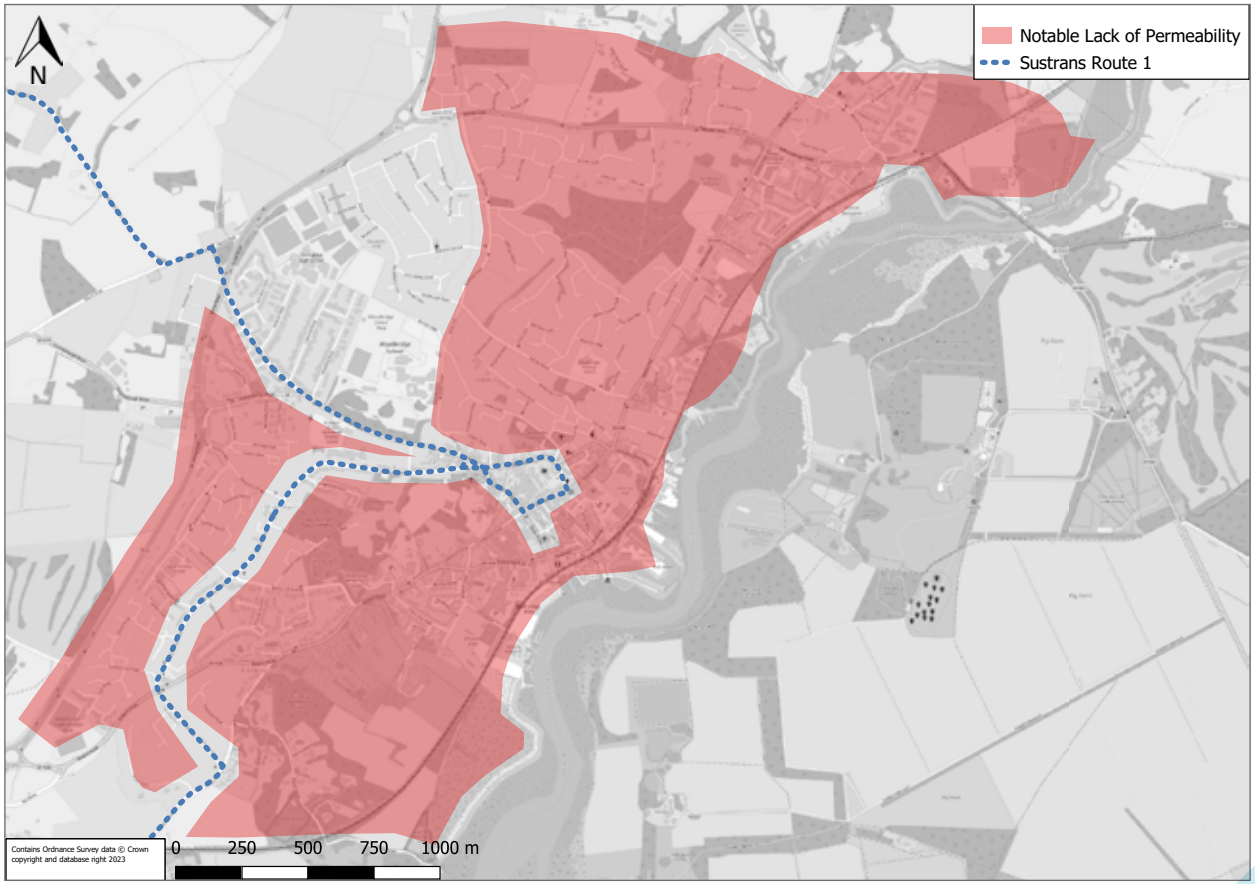
Permeability is the assessment on the number of how many clear routes run through each Low Traffic Neighbourhood (LTN) area. These routes need to connect to Gateways across perimeter routes and lead into the next Low Traffic Neighbourhood area for them to contribute to the permeability of an area.

Low Traffic Neighbourhoods should ideally support permeable routes and facilitate easy movement through a neighbourhood by active modes and avoid severance. A lack of permeability such as those areas severed by arterial roads, railways or rivers are considered to discourage movement by walking wheeling or cycling and encourage instead longer journeys, by car.

In Woodbridge and Melton there is a limited existing active travel network and therefore permeability is defined as low – the area is only served by NCN 1 and although passing through the town, it is severed by the A12.

In testing the permeability for Woodbridge and Melton we can identify few connected routes which attach to Gateways between each LTN. Using the space syntax system[2] as referred to in the Mini-Holland Guidance, the outcome of the permeability testing for Woodbridge and Melton is poor, see the map below.

Figure 21: Permeability Test



The movement of those living in Woodbridge and Melton is shaped by the layout of the settlements, and the severance within and about them. The A12, the river Deben and the railway are the most significant and this is further enforced by the development of the local internal road network which further reduce permeability.

2 Space syntax - is defined as a technique for analysing spatial layouts and human activity patterns in buildings and urban areas. It is also a set of theories linking space and society. Space syntax addresses where people are, how they move, how they adapt, how they develop and how they talk about it.

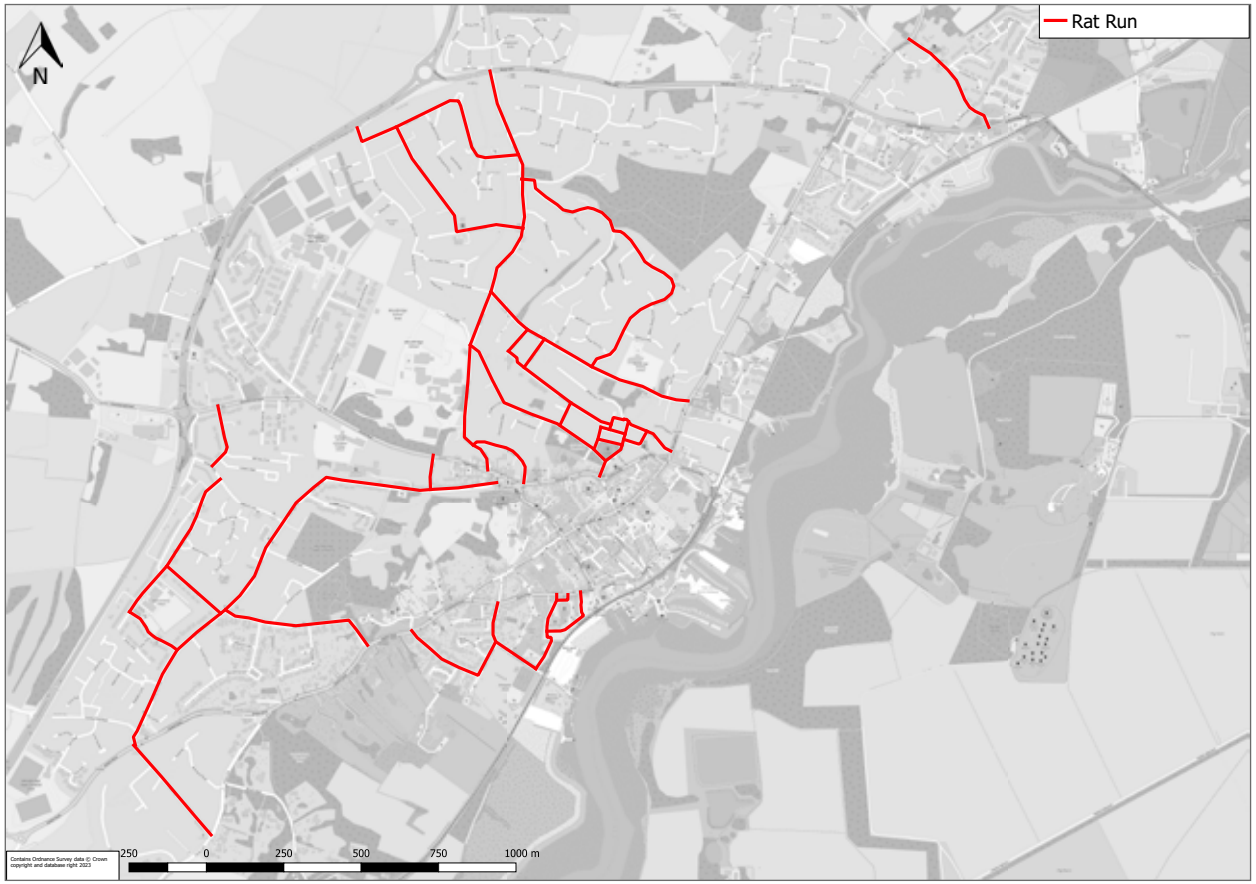
Rat Run Test

Rat runs or through routes are defined as routes through residential or commercial areas that enable motor traffic to take a short cut or avoid traffic control, like traffic lights. Rat runs are popular and are very useful to people driving the rat run but are significantly detrimental to the communities they impact upon. Rat runs can make conditions on street too complex and feel dangerous for most people who may otherwise want to cycle and also make walking less pleasant.

They also have significant impacts on the function of overall street network with motor traffic entering and exiting local street networks through gateways not intended for heavier traffic levels, having a detrimental impact on the network efficiency creating congestion and road safety issues.

The presence of additional through traffic also has an adverse impact on the level of residential amenity enjoyed by the those living there. Increases in traffic, bring noise, reduced air quality and changes to the character of a street. People are less likely to want to dwell or spend time outdoors and interact with their neighbours or the wider community.

Figure 22: Existing rat runs in Woodbridge and Melton. Identified using the data from Lowtrafficneighbourhoods.org



Many residents can feel isolated and are reluctant to leave their homes on foot, wheeling or by bike. In many instances, taking the car is the default.

Whilst the extent varies from place-to-place, rat runs have also become far more heavily used with satellite navigation systems in vehicles giving detailed knowledge of all potential rat runs to drivers. However, not all those opting to drive through residential or commercial areas rely on satellite navigation, many are local residents avoiding the delays on the adjacent A12.

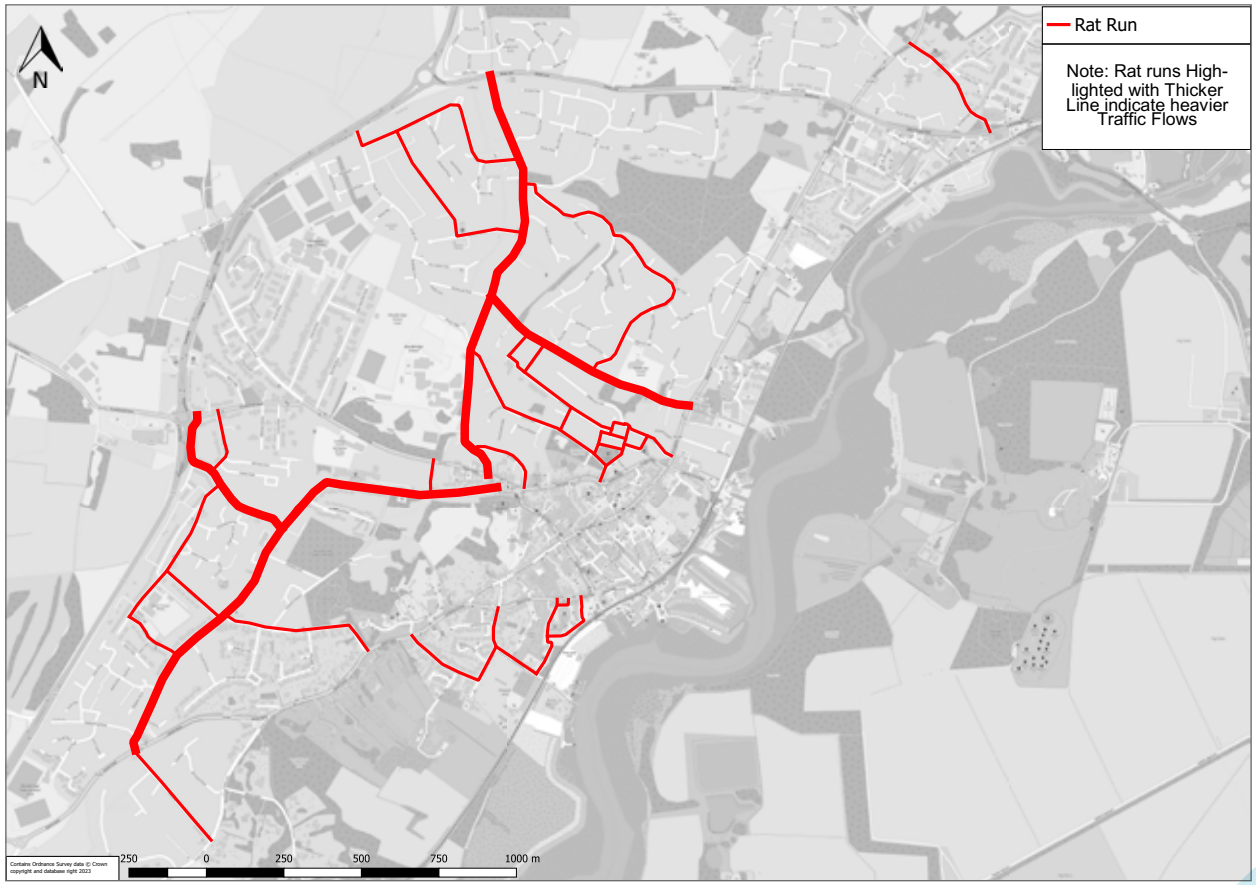
The Woodbridge and Melton Mini-Holland project area has some dominant rat runs that enable people to use the local road network as part of longer car or van-based journeys. There are two particularly dominant rat runs that also act as internal boundaries creating smaller traffic cells in the project area. They are:

- Bilney Road-Naunton Road-Bullards Lane-Old Barrack Road-California-Sandy Lane alignment in the south of the project area
- Bredfield Road-Pytches Road and Bredfield Road-North Hill-Bredfield Street in the north of the project area

Both these routes contribute to higher levels of non-local traffic using the local road network for through journeys. The Bilney Road to Sandy Lane alignment is used by people wanting to drive towards Martlesham instead of the parallel A12.

The Bredfield Road to Pytches Road/Bredfield Road to Bredfield Street routes are used to access the town centre area instead of the main road routes via Woods Lane (A1152) or Grundisburgh Road (B1079).

Figure 23: Main rat runs in Woodbridge and Melton



Traffic data from the A12 Main Road Network (MRN) project collected in September 2021 suggests that an average 5-day total of 3,751 vehicles use Bredfield Road with peak average flows in the traditional am and pm peaks during the week focused between 11am-12pm and between 12pm -1pm on weekends.

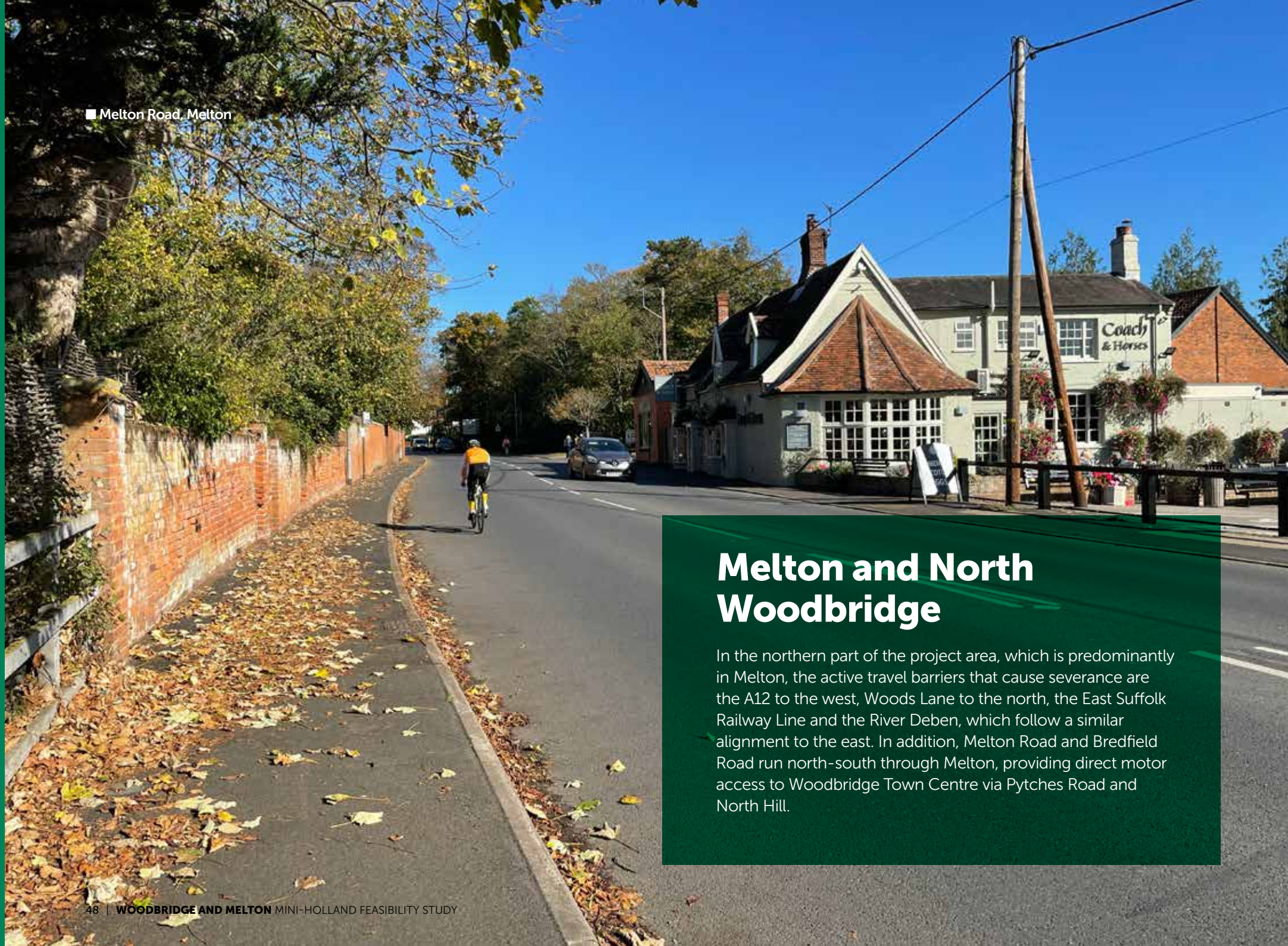
A second alternative alignment exists for the Bredfield Road route via Saxon Way which enables people driving to take the same short cut through the northern part of the project area into the town centre.

5. PROJECT AREAS

The aim of the Woodbridge and Melton Mini-Holland is to provide excellent walking, wheeling and cycling infrastructure but also to consider the impact of motor traffic on daily life and identify opportunities for placemaking.

As part of initial project scoping, site audits were conducted in June and August 2022 by council officers and a supporting consultant team to identify the project area and to define the areas within it.

Having conducted the audits and initial set of tests we have now identified three distinctive project areas as described below. These project areas were based on simple geographical segmentation and not on parish boundaries on traffic cells. The areas are distinct. Each area has a mix of land uses, varies in character, appearance, layout, density, age, size of dwelling in the case of residential, and therefore have been audited and treated differently.



■ Melton Road, Melton

Melton and North Woodbridge

In the northern part of the project area, which is predominantly in Melton, the active travel barriers that cause severance are the A12 to the west, Woods Lane to the north, the East Suffolk Railway Line and the River Deben, which follow a similar alignment to the east. In addition, Melton Road and Bredfield Road run north-south through Melton, providing direct motor access to Woodbridge Town Centre via Pytches Road and North Hill.

Woodbridge - Town Centre

The town centre, is the commercial and administrative heart of Woodbridge centre and is a destination for locals and tourists alike. It is a popular place to walk about and is attractive and vibrant. It is however, a relatively inhospitable place for people walking and cycling, as it is not accessible to all. In many instances, walkers, cyclists and vehicles all share the same spaces, but are not awarded the same priorities.

The town centre is difficult to navigate by bike. The main north-south connection is the Thoroughfare. It is one way southbound, with no exemption for contraflow cycling and little in the way of designated infrastructure. Cycle storage is limited, there are few signs for direction and gives the impression that cyclists are not made to feel welcome, but instead squeezed with vehicles one way and mixing with pedestrians.

The only cycle route through Woodbridge, National Cycle Network (NCN) 1, follows a convoluted route through the town utilising the Thoroughfare southbound from New Street towards Cumberland Street. There is no segregation from traffic and crossing some of the junctions along the route through the town is not comfortable for all levels of cyclist.

■ The Thoroughfare, Woodbridge

South Woodbridge including the Riverside

The southern area is bordered by the A12 in the west and the railway line and River Deben in the east. To the south the town turns to countryside with limited connectivity for people walking and with roads that are only really suitable for more experienced or confident cyclists. NCN 1 provides a signed route for people cycling south out of Woodbridge. This is however on a narrow road with relatively heavy traffic levels at busy times.

The area also includes two internal boundaries. Firstly, Ipswich Road (B1438) which along with Quayside, Lime Kiln Quay and Melton Road provides the main motor vehicle route north-south through Woodbridge. This route is relatively inhospitable for people walking and cycling. Footways are inconsistent with sections ending without formal crossing points to enable people walking to cross easily.

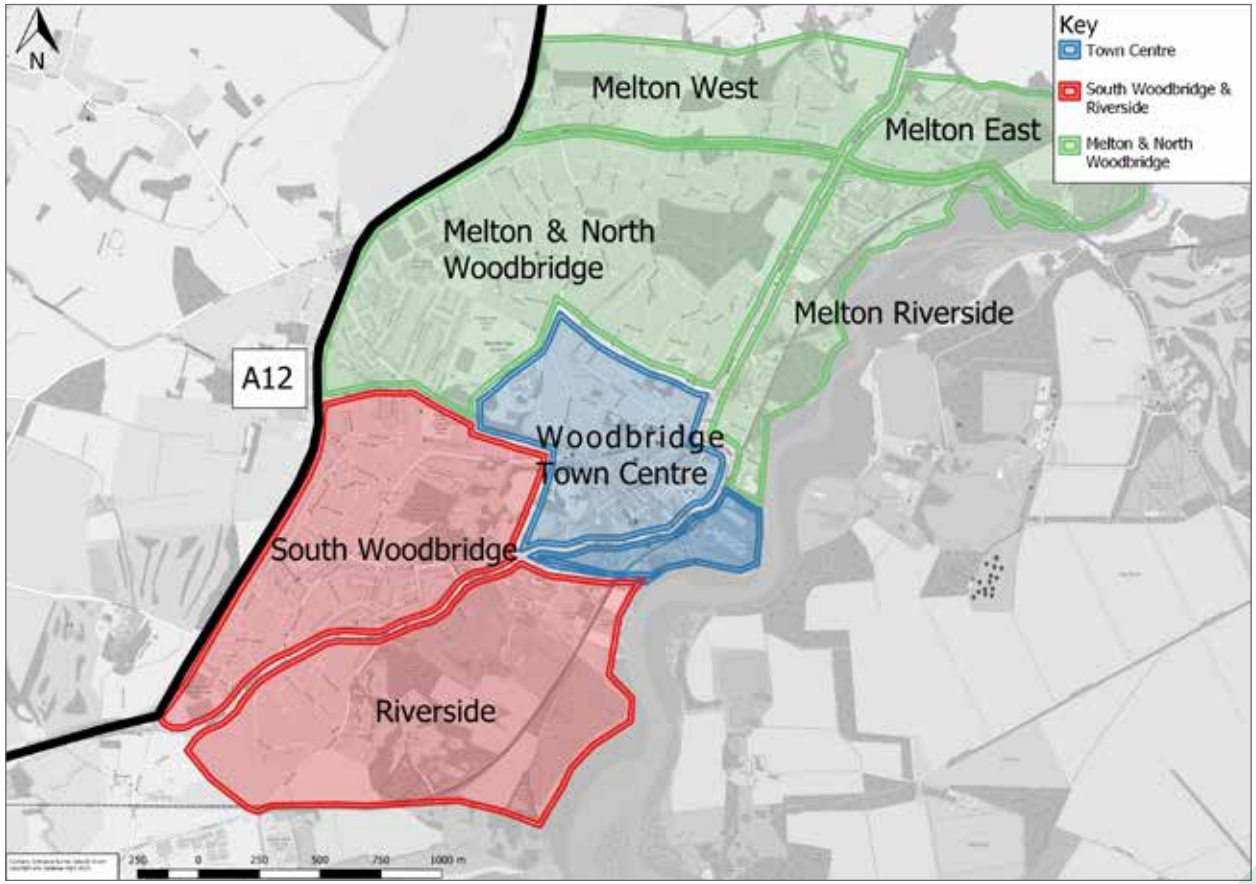
The second is Old Barrack Road which extends north-south through the area from its junction with Bullards Lane and Drybridge Hill in Woodbridge.

■ Riverside Woodbridge

These areas include more than one traffic cell. The aim of the Mini-Holland project will be to reconnect these neighbourhoods by improving connection and removing overly used rat runs from residential parts of the project area. Detailed descriptions of the areas and the proposals for each are outlined in sections starting on page 52.

Follow on visits to the project area by the project team have been undertaken to get to know these areas, to understand the issues and opportunities in each and to meet people who live work and study in Woodbridge and Melton.

Figure 24: The study areas within the project extent



6. DESIGN FEATURES AND TREATMENTS

■ Station Road, Melton

Melton and North Woodbridge Area

The Melton and North Woodbridge project area is the northern part of the Mini-Holland project area. Melton is a historic village to the north of Woodbridge with its own defined character.

The village has grown over time such that the built-up area of Melton is now immediately adjacent to the northern part of Woodbridge at Pytches Road and Bredfield Road. These roads form the boundary between the two parishes and act as a local distributor route to access housing developments on either side.

The Melton and North Woodbridge area is framed by the A12 to the west; the river Deben and the Ipswich to Lowestoft railway line to the east; and farmland and open countryside to the north.

The area is dissected by two main roads, the A1152 and the B1438. The A1152 runs from the A12 east through Melton towards Rendlesham and Bentwaters, providing a vital connection to many of the villages out to the peninsula. The B1438 extends north-south through the project area from Ufford, along Yarmouth Road and onto Melton Road and into central Woodbridge.

The A1152 is a key arterial route which links Melton and north Woodbridge with towns, villages, tourist and industrial areas to the east, and to the A12 in the west, via Woods Lane. As a result, its current layout reflects that of a road which is suitable for large vehicles and HGV's. The B1438 is also a busy route, carrying all types of motor vehicle traffic between Melton and Woodbridge and south to the Martlesham roundabout.

The local road network also provides for the area east of the river Deben. Wilford Bridge is the only major road crossing over the river Deben. The only other road crossings are Lower Street to the north in Ufford and Loudham Hall Road, both of which are country lanes and not suitable for two-way traffic or large vehicles.

The A1152 is therefore the primary road access to the Suffolk Coast and Heath Area of Outstanding Beauty and the historically significant and major tourist attraction Sutton Hoo. It is also the main road access to villages on the peninsular including Bawdsey, Bromeswell, Capel St Andrew and Hollesley. It also provides access to the Bentwaters Business Park, Rendlesham and the operational land at MOD Woodbridge.

In addition, it is the most direct vehicular route from Ipswich towards the popular Snape Maltings. Land use plans indicate future development in the area, and the potential for further traffic generation from redevelopment of the airfield sites, and the recent government announcement to proceed with Sizewell C. Therefore, the village of Melton and the key arterial route it provides is very important to this part of Suffolk. The residents of Melton understand the importance of this route, however, through their neighbourhood plan they wish to improve conditions that will enable residents to undertake active travel modes for their journeys.

In the centre of Melton the A1152 and the B1438 converge at a signalised junction, known locally as Melton Crossroads. There are opportunities here to improve this, placing pedestrians and cyclists at a higher priority that will allow Melton residents to make those changes in travel whilst continuing to serve the wider area with those that undertake motorised trips. Improving walking routes is also vital for the Melton area with connections along Woods Lane and Wilford Bridge Road to Melton Station that should be included as well as potential for

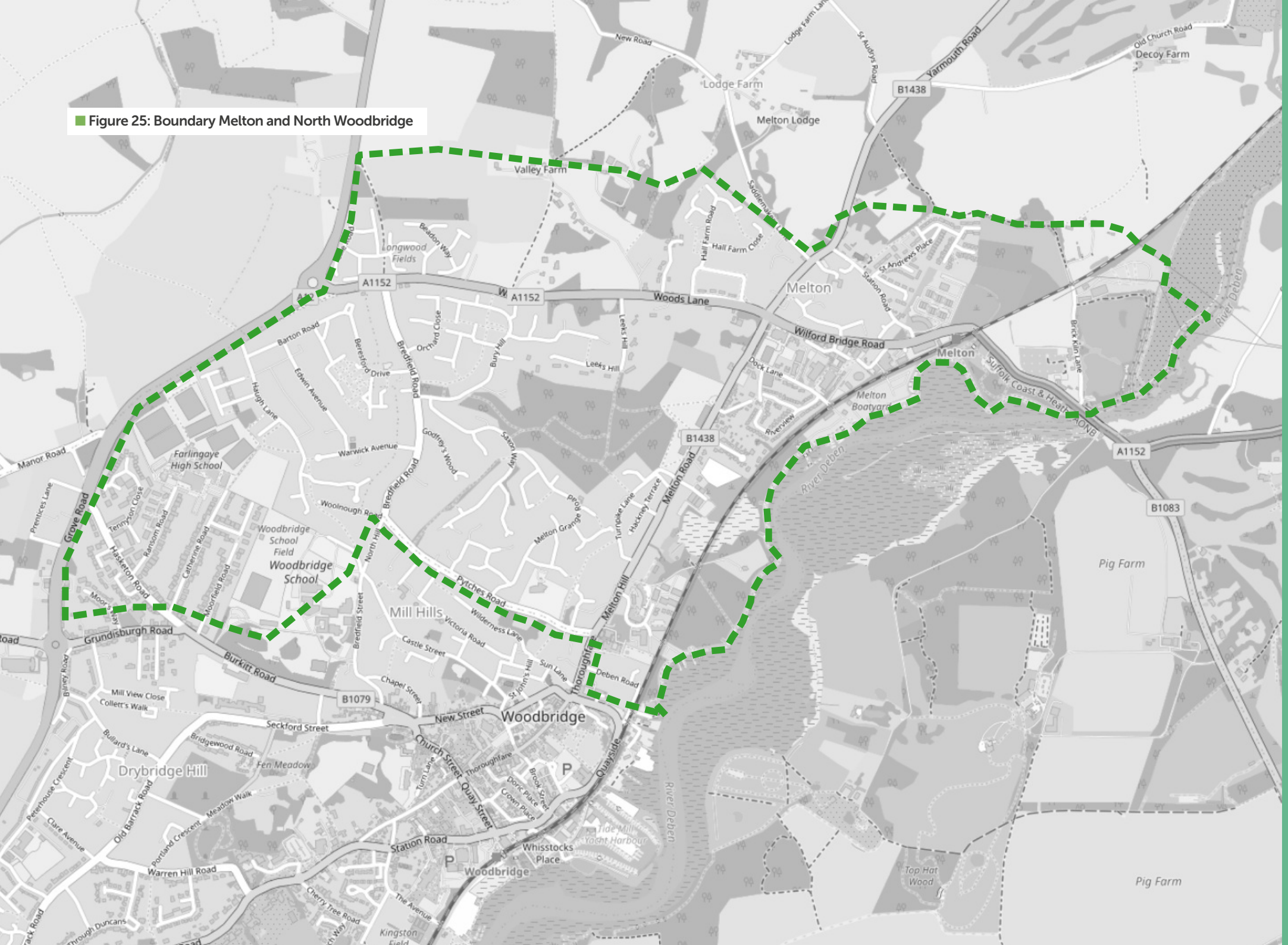


Figure 25: Boundary Melton and North Woodbridge

improving the route along the river bank. This will enable connections for local people to be created that will allow them to access Melton Community Primary School, Melton Playing Fields and the historic core of Melton all by foot or on bike.

Conditions for people walking vary considerably. Melton Road has a wide footway in good condition on its eastern side which continues into Woodbridge town centre. On the western side, the footway is narrower and terminates near Melton Hill meaning people must cross at an uncontrolled crossing point onto the eastern footway. Conditions and provision for people cycling vary but overall are not suitable for all types of people cycling.

Woods Lane and Wilford Bridge Road (A1152) are challenging places to walk and cycle. Whilst there have been some improvements to provision at the western end of Woods Lane with a shared footway on the northern side, there is no footway on the southern side between to the east of Bredfield Road and the junction with Melton Road at Melton Crossroads.

Yarmouth Road, Melton

Land Use

Land-use in the Melton and North Woodbridge area is primarily residential but also includes retail, leisure, commercial and light industrial areas. To the west of Melton Road and Yarmouth Road is the main residential area, including a new residential development to the north of Woods Lane.

To the east of Melton Crossroads on Wilford Bridge Road the northern side, there is a mix of residential, commercial, and light industrial. The offices of East Suffolk Council and Melton Parish Council are located here, with the southern side being primarily light industrial and marine related uses. This is also the location of Melton Railway Station. Opposite Melton Railway Station is Qube Containers, a storage yard for shipping containers and a destination for HGVs which access the site via Wilford Bridge Road.

Services, attractors, destinations and trip generators

Attractors and trip generators in the Melton area include Melton Railway Station, Melton Community Primary School, and the businesses and East Suffolk Council and Melton Parish Council offices at Riduna Park. There is also a cluster of light industrial units. They are all located off Wilford Bridge Road except some of the light industrial which is accessed from Dock Lane off Melton Road.

In the north Woodbridge area, the main trip generators are the schools which include Woodbridge Primary School, Farlingaye High School and St Mary's Church of England Primary School and Woodbridge School. There is a health facility on Pytches Road.

As mentioned previously, many of the trips in and around Melton are in fact through journeys. Whilst local people do generate a proportion of the trips many are generated by people coming to or from the peninsula via the A12.

Gateways

There are currently two active travel gateways in the Melton and North Woodbridge project area, namely the shared toucan crossings on the western boundary over the A12, near Hasketon Road and on Woods Lane to the east of Bredfield Road. In addition, there are pedestrian crossings at Melton crossroads and a zebra crossing on The Street to the north. Whilst these crossings provide some connectivity for people walking, and the A12 and Woods Lane toucans provide vital crossing facilities; there are many opportunities to improve onward connectivity in the area.

Connections to these gateways can be improved for people walking, and even more so for people cycling. One of the main barriers to walking, wheeling and cycling more is safe infrastructure and by adding protected space for cycling on Woods Lane, Bredfield Road, Melton Road, Yarmouth Road and Wilford Bridge Road it will create those onward connections from the gateways that are described above.

■ Station Road, Melton

■ Mesh Density

Mesh density for walking and cycling in the Melton and North Woodbridge area is low with a fragmented cycling network and the only route being NCN which skirts the north-western corner of the area, see Figure 19. Whilst like many other parts of the project area there are areas of quieter residential streets that could be considered part of an active travel network, they do not connect to anything and meet barriers due to traffic conditions and lack of provision on busier roads. The impact is made even more significant by the overall lack of density of the street network and areas of greenspace that are not permeable to people walking, cycling and wheeling.

■ Rat Runs

There are two primary rat runs that have been identified in the Melton and North Woodbridge area. They are Bredfield Road/Pytches Road and Station Road. Bredfield Road/Pytches Road forms part of the southern boundary of the Melton parish and area linking Woods Lane and Melton Road in the south, severing the western part of the project area and providing a direct route from the A12 to Woodbridge town centre. By association, it is also considered that Melton Grange Road, Saxon Way becomes a rat run when traffic on Bredfield Road is busy or there is an incident on Bredfield Road.

In addition, Station Road provides a well-used short cut from Yarmouth Road to Wilford Bridge Road which also avoids the traffic signal-controlled Melton Crossroads, see Figure 22. Whilst this has been identified as a rat run, further detailed analysis is required relating to the volume of vehicles using this route as to their origin and destination. As a result of this further consideration would be required as the type of intervention that would be suitable here to provide improved infrastructure to enable walking and cycling whilst carefully balancing the motorised use of the route.

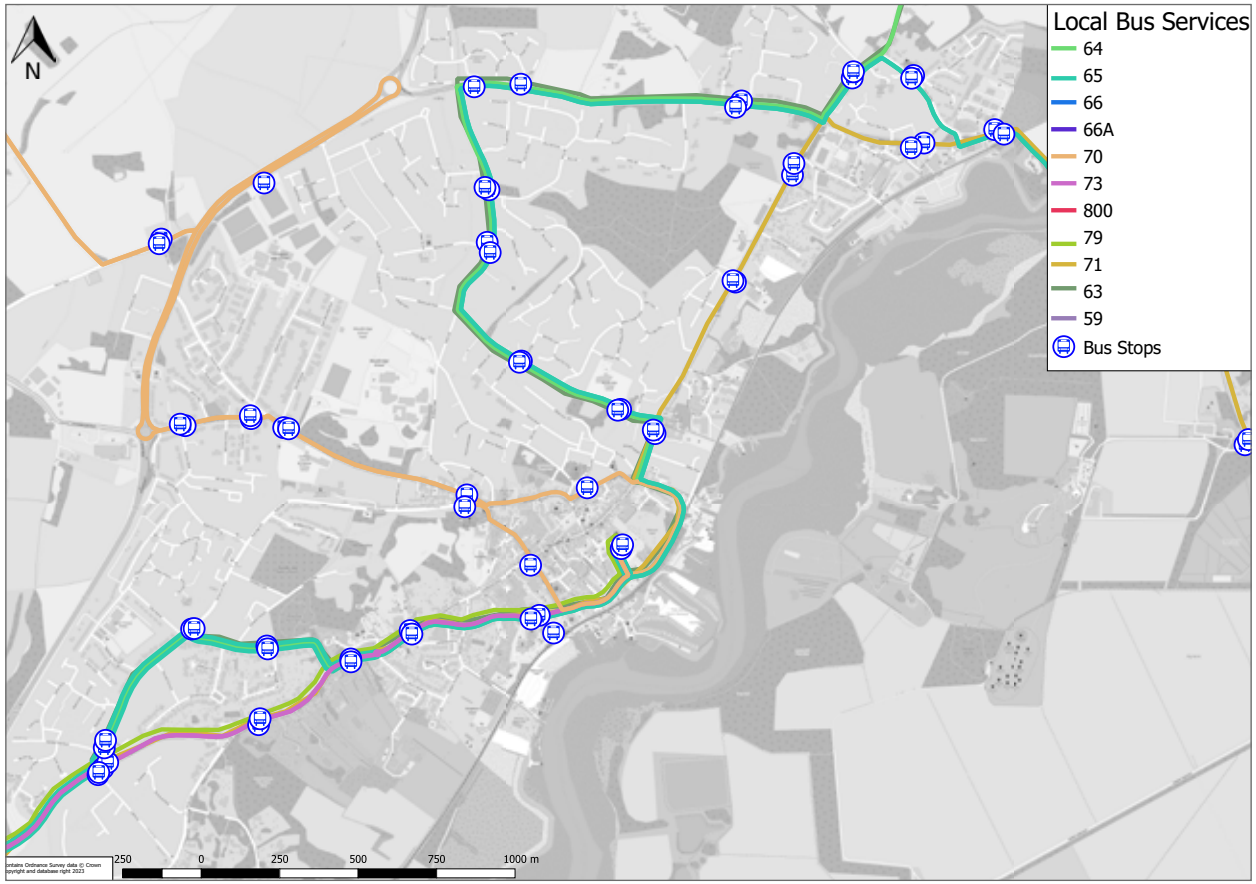
Permeability

Permeability for walking, wheeling and cycling in the Melton and North Woodbridge area is currently limited. Similar to other parts of the project area, this is due to a combination of the relatively limited density of the street network and areas of open space and green space that are impermeable to people cycling and only partially permeable to people walking. In the northern area this is compounded by the main road network and existing rat runs, see Figure 22.

Public Transport

Melton Railway Station is located in the north-eastern corner of the Melton and Woodbridge area and connects the village to destinations on the East Suffolk Line including an hourly day time rail service to Halesworth, Beccles and Lowestoft to the north and Woodbridge and Ipswich to the south with onward connections towards London and the Midlands.

Figure 26: Public Bus Services in Woodbridge and Melton



Bus services in the Melton and North Woodbridge area are important parts of the transport system, providing an alternative to private vehicle and to support those who want to travel actively for short journeys but require alternatives for longer trips.

Bus services in the area include the 63, 64 and 65 that travel into Melton along Bredfield Road and Pytches Road and then into Woodbridge via Melton Hill and the Thoroughfare, and the 71 which travels along Melton Road then into Woodbridge, with both services then heading towards Ipswich.

The local bus network is currently under review with consolidation and streamlining of the route network and timetables ongoing at time of writing. A key part of the development of proposals for the area has been to consider how bus services can be accommodated and connected to train services.

Melton and North Woodbridge Concept Design ideas

A series of concept design proposals have been developed for the Melton and North Woodbridge area which together provide an overall area-wide proposal. They have been developed to address the existing issues and enhance existing provision to enable local people to walk, wheel and cycle as their first choice of travel around Melton and onwards into Woodbridge as required.

The overall proposal is to rebalance the demand for using motorised vehicles for short journeys by providing a vastly improved network of walking and cycling routes around the area connected by high quality crossings on main arterial routes. It is important that these ideas have been developed with the needs of today and tomorrow in mind. They aim to address existing issues such as the negative impacts from excessive motor vehicle use whilst maintaining what is a key motorised route through the village.

Key proposals

Woods Lane - Bredfield Road to A12

It is proposed to improve the connection for people walking and cycling between Bredfield Road and the A12 on the southern kerbline. This will provide a direct connection from the Melton low traffic area to the active travel corridor on the A12 proposed as part of the MRN scheme.

Bredfield Road

On review of the data available to compile this study, it would appear that Bredfield Road is a rat run. The road serves a large proportion of the population of Melton and North Woodbridge and is also identified as a key bus corridor in and out of Woodbridge Town Centre. Interventions on this corridor have been identified as being required in order for the scheme to reach its full potential however, further engagement with residents of the area coupled with collection of more data would allow the most appropriate solution to be found that will maximise the potential for active travel to be enabled. There are a range of possible options for this route that may include additional crossing points, improvements to the walking route or segregated cycle infrastructure. Modal filters and bus gates

would be the most beneficial option but can only be considered once the full impact is understood.

Melton Grange Road/Saxon Way

A second intervention is proposed where Melton Grange Road meets Saxon Way. This would work in conjunction with the Bredfield Road options described previously and therefore would be subject to the same engagement and data gathering exercise as proposed with Bredfield Road.

Melton Road Active Corridor

The creation of an active travel route along Melton Road between Melton Crossroads and Woodbridge - is the preferred option and would create a stepped track (or two-way track). Initial investigations suggest there is scope to improve footway on both sides whilst also implementing protected space for cycling. The carriageway (road space for motor vehicles) can be reduced in width whilst still maintaining existing flows. On street parking that currently exists would remain where possible with further review and assessment carried out through engagement and detailed design. As an alternative to this route there is the potential to look at Love Lane and existing Public Rights of Way that link up along here to provided a traffic free route.

■ Example of a Dutch Style Junction

To provide onward connection from the Melton Road active travel corridor towards Woodbridge two options are included within our overall proposal. One main connection will continue via Melton Hill and connect to the Thoroughfare. This will be developed alongside the redevelopment of the former council offices at Melton Hill. A second connection will be created via Hackney Terrace/Melton Grange Road to Pytches Road and Bredfield Road or into the town centre via Brefield Road/North Hill.

Melton Crossroads

It is proposed to convert the existing Melton Crossroads (junction of Woods Lane, Melton Road, The Street and Wilford Bridge Road) into a Dutch style junction with connecting cycle tracks on Melton Road and Wilford Bridge Road. Short sections of connecting cycle track on Woods Lane are also proposed to provide a connection into the Hall Farm Road area.

This proposal, shown by the general image above would provide a simpler, safer more efficient junction that works for all road users through providing high-quality infrastructure built for the future.

Station Road

It is recognised from the mesh density and porosity tests that Station Road appears to be a rat run. It also provides links to residential areas where improved infrastructure would lead to more active travel trips being taken. However, more work to establish the level of rat running and as such the most suitable interventions would need to take place. Suitable interventions identified could include restricting motorised access, continuous footways across the end of the road or raised table crossings such as a parallel crossing (suitable for pedestrians and cyclists). Alongside any intervention developed, additional cycle parking, places to rest and additional landscaping would be created for a net biodiversity gain in the area.

Wilford Bridge Road

It is proposed to introduce protected cycle tracks and wider footways along Wilford Bridge Road from the Melton Crossroads junction to Melton Station. This will provide a continuous high-quality connection between the heart of the village to the key public transport interchange, the council offices, and the light industrial and commercial centre at Riduna Park.

The active travel proposals have been developed to unlock the area for existing residents and those of future developments. The proposals for an active travel corridor along Wilford Bridge Road has been developed with the future aspiration to extend the route over Wilford Bridge, linking to the world famous tourist attraction Sutton Hoo, the former airbase at Bentwaters and the rest of the Suffolk Coast and Heath AONB.

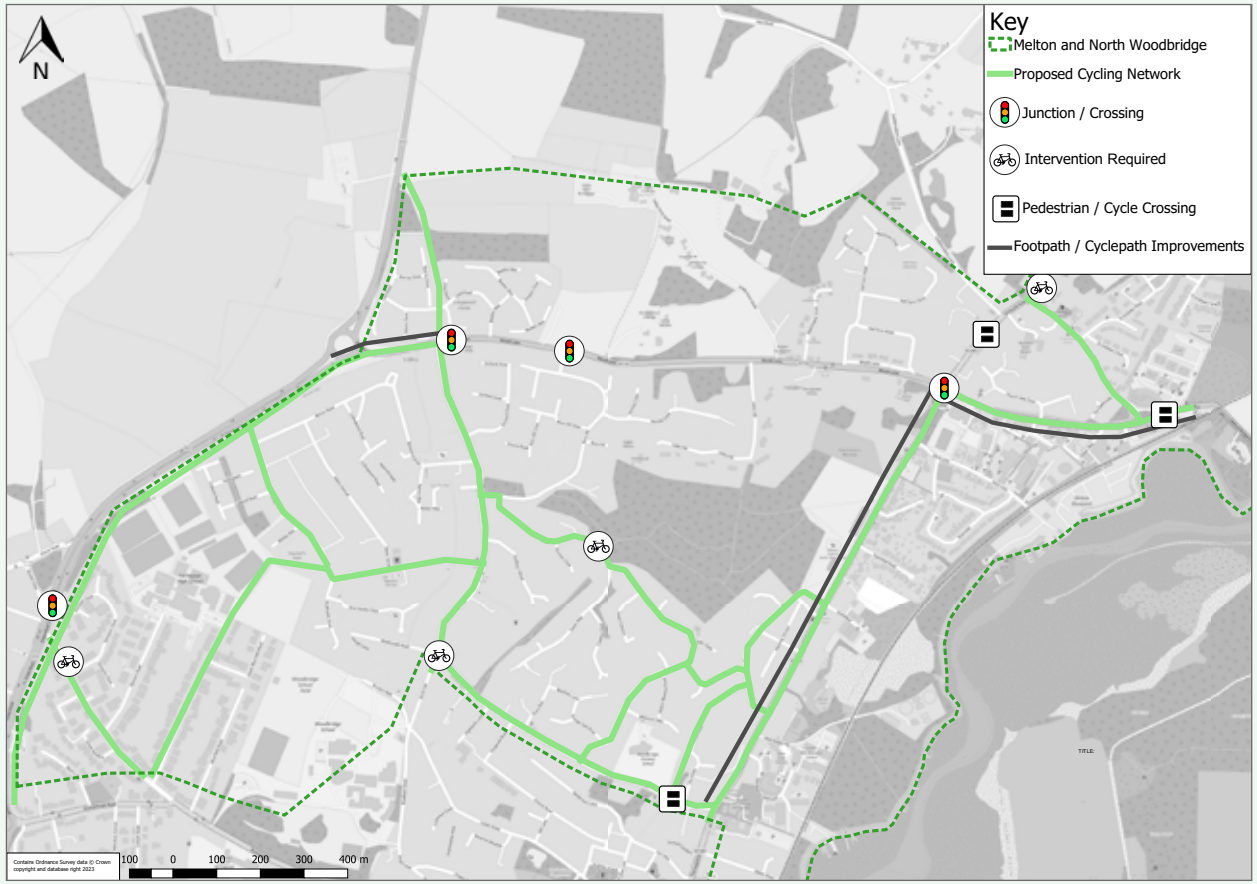
Place Making

The redesign of the Melton crossroads will enable more space for people, and the reconnection of the historic village centre to the north of Melton Road and the southern part of the parish.

Interventions on Station Road, Bredfield Road and Melton Grange Road will provide an opportunity to create new spaces for people to enjoy, such as seating and additional soft landscaping that will further enhance Melton and North Woodbridge alongside enabling active travel choices to be made by local people.

The proposed active travel corridors on Melton Road and Wilford Bridge Road will provide opportunities to provide an increased sense of place to the local people of Melton and North Woodbridge by providing wider footways, cycle tracks and where feasible trees and planting, screening people from the main carriageway for motor traffic. These changes will facilitate and enable people to feel safe and become confident to make positive choices with regards to making journeys by active travel modes.

Figure 27: Map of key proposals for Melton and North Woodbridge



Proposed Interventions (Melton & North Woodbridge Area)

1. Woods Lane- Bredfield Road to A12 active travel connection
2. Bredfield Road
3. Melton Grange Road/Saxon Way
4. Melton Road Active Corridor
5. Signalised Junction at Melton Crossroads
6. Station Road
7. Cycle-path on both carriageway sides along Wilford Bridge Road

■ Market Hill, Woodbridge - Visited by Chris Boardman MBE from Active Travel England and Suffolk County Council Officers

Woodbridge (Town Centre)

Woodbridge is a long-standing market town, evolving over centuries and provides a variety of localised services and facilities. It is a popular tourist destination particularly in summer with many flocking to enjoy the town and the Deben Peninsula.

The town centre is characterised by a series of narrow streets and key historic buildings (The former Priory and the Shire Hall on Market Hill) with many more contributing to the town's pleasant appearance and popularity with visitors.

The town centre falls within a single Conservation Area, which covers a significant area within the wider town. The town faces onto the Estuary of the River Deben, itself an Area of Outstanding Natural Beauty, which has seen a variety of boat building and trading activities on the Quayside.

The narrow streets of the town centre provide limited footway space for pedestrians, with many town centre properties having doors which open directly onto the street or at best onto narrow footways. Many of the main streets within the town centre are 'one way' for traffic; the Thoroughfare, New Street, Church Street and the 'town square' (Market Hill).

■ **The Thoroughfare, Woodbridge**

Figure 28: Boundary for Woodbridge Town Centre

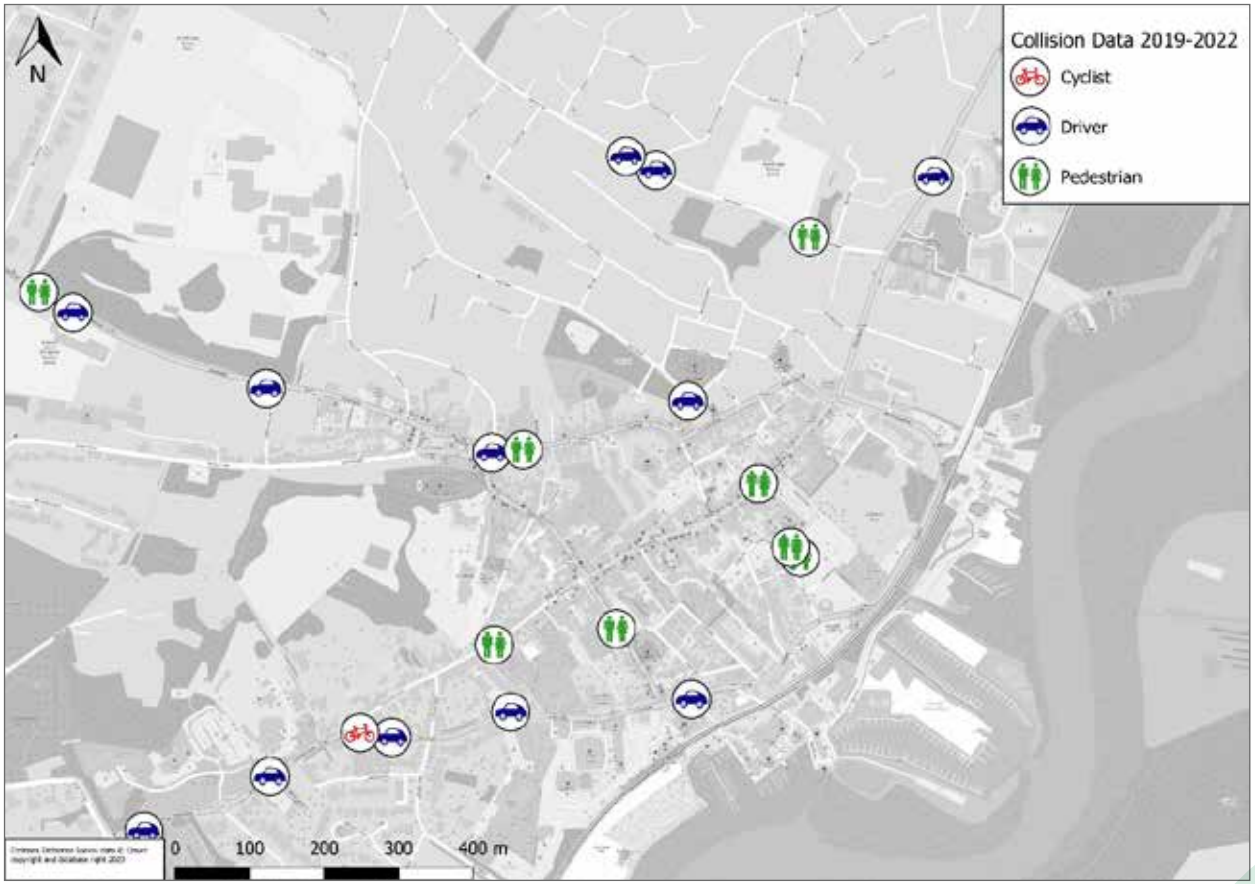
Other streets connect within this area providing access, with New Street and St Johns Street, both also one-way, which bring vehicles back round to re-join the Thoroughfare. Traffic volumes and speeds within the town centre show that over the last 3 years (2019-2022) there have been a total of 14 collisions involving pedestrians or cyclists within the town.

As the above figure shows there are a cluster of collisions between vehicles and pedestrians within the town centre, illustrated by the blue dots. Most involve the close proximity which exists between vehicles (narrow footways) with those on the footways being clipped by a vehicle wing mirror for example. Only one incident involved a vehicle mounting the footway. The red dot represents a collision involving a cyclist, the cyclist failed to be seen by a driver and fell from their bike.

Little data currently exists on cycle and pedestrian numbers in the town centre, but observations suggest the town appeared popular with both. Whilst like most towns and cities, times are tough but there are few empty shops, car parks are relatively busy and there is a bustle about the town.

The town centre is served by a total of 4 surfaced public car parks. Hamlin Road has 3 car parks and Oak Road another. All 4 of the central public car parks are within easy access of the primary shopping area and maximum 4-hour stay is available for £2.00.

Figure 29: Collisions recorded in Woodbridge



All car park pricing remains the same throughout, with only durations changing. 30 minutes free parking is available with a ticket. A total of 32% of all ticket sales in the last year were for less than 30 minutes, suggesting a short dwell time by a third of those visiting by car. Parking tariffs have remained unchanged since 2020 and are due to be reviewed in summer 2023.

On street car parking is controlled in many locations, with Castle Street and St Johns Street proving popular as the area is the closest parking location to the town and unregulated. Most of the town is less than a 10-minute walk for most from here.

The town provides cycle storage in the centre and at the rail station and has accesses to a number of local bus services. The town is also served by Woodbridge Railway Station, on the East Suffolk Line (Ipswich to Lowestoft), with an hourly train to Ipswich taking just 17 minutes.

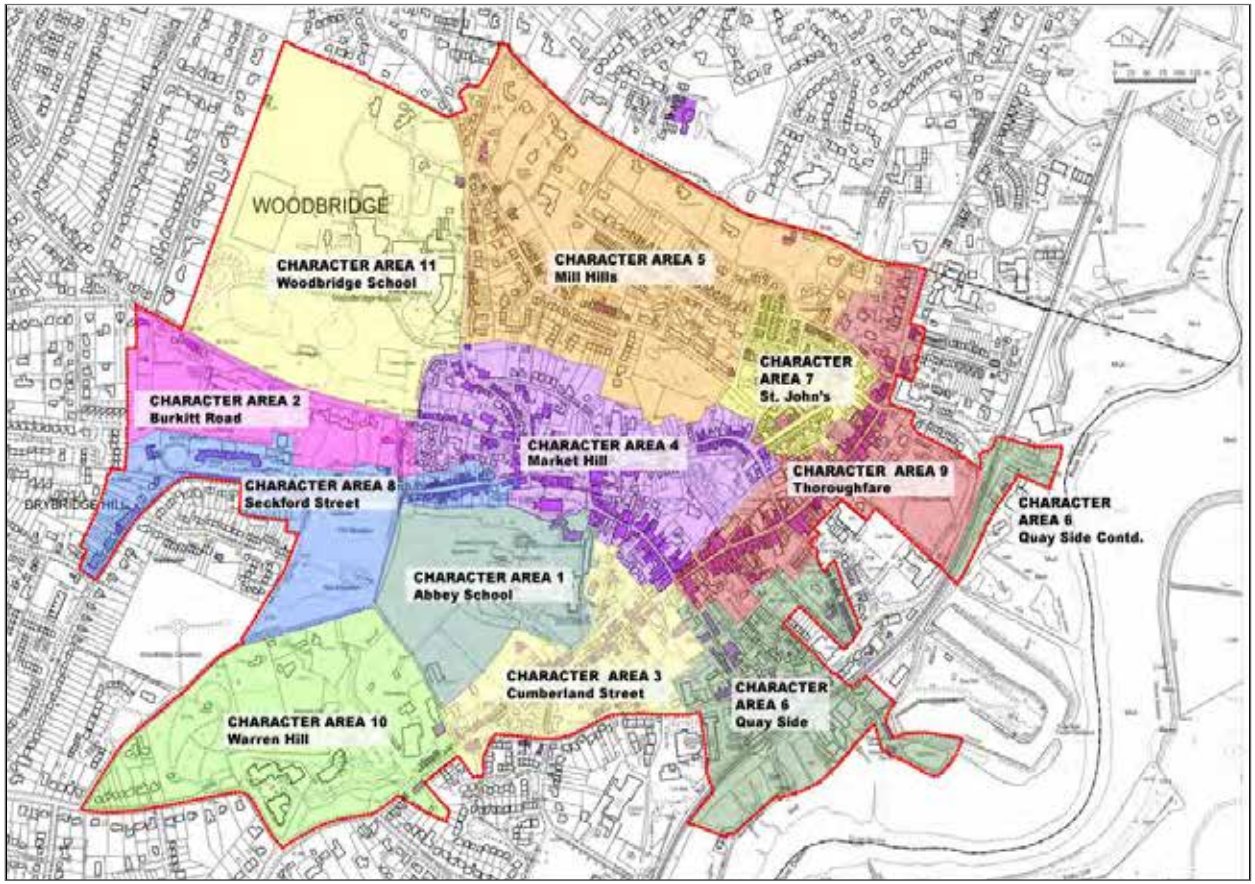
Land Use

The town centre area is a mix of businesses, community facilities and residential use. There are many notable buildings and key views within the town centre area falling within 4 of 11 distinct character areas as defined within the Woodbridge Conservation Area Appraisal (July 2011).

Many of the buildings in the centre of Woodbridge are located on the back edge of the street with little in way of space separating them from the street.

The streets are often dominated by motor traffic and is also shared by cyclists and pedestrians in many instances owing to lack of footways. On street parking is prevalent, but is in many locations time limited, nevertheless there are no restrictions on eligibility, other than the Thoroughfare which has a permit system in operation.

Figure 30: Woodbridge Conservation Area Appraisal Character Areas



Services, attractors, destinations and trip generators

The town centre area provides a supermarket, it has coffee shops, pubs, restaurants, numerous independent traders, a leisure centre, financial services, health and beauty provision, churches/ places of worship, health facilities, a cinema, tourist attractions at the historic riverside and schools - Woodbridge Prep School, St Marys Primary School and Woodbridge School. It consequently generates significant pedestrian movement and numerous daily vehicular trips.

Gateways

The town centre area currently has no existing defined gateways. However, that said, the Thoroughfare which by its signage and access restrictions is defined a 'pedestrian area' in which users behave accordingly and those entering from the east or south-west are aware they are within the heart of the town. Similarly, the area around the Shire Hall, although not a gateway as such, is a place easily recognised and acts as a key destination and is the first place to arrive when entering the town from the west. Approaching the town from the rail station via Quay Street feels like it probably should be a gateway into the town, but the route is severed by Quayside Road carrying through traffic. The existing zebra crossing over Quayside is not aligned with the footway serving the rail station, taking pedestrians away from their desire line. The footway alongside Quay Street averages 900mm wide, reducing to less in stretches and does not adequately provide for walkers or those with buggies or mobility scooters.

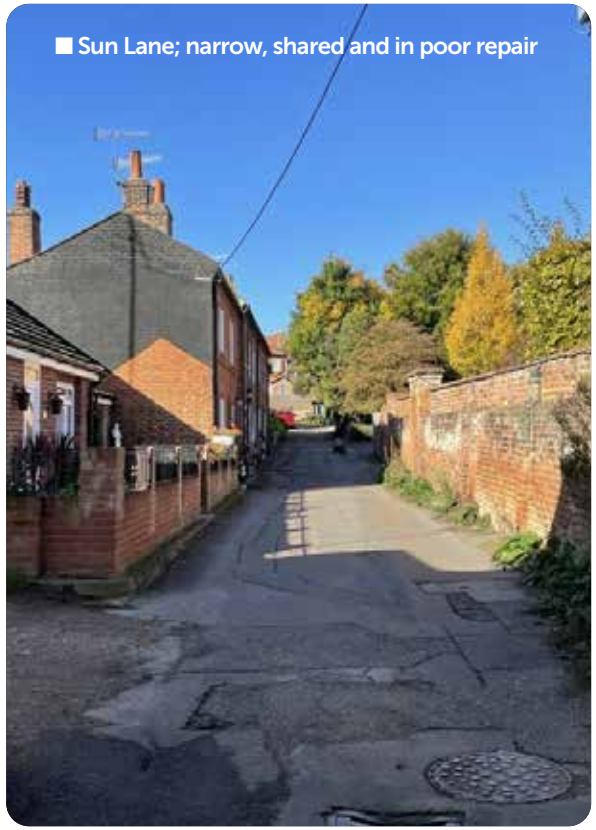
Mesh Density

There is no cycle infrastructure within Woodbridge town, cyclists share the streets with all other traffic, including Sustrans route NCN 1 which bisects the town. There are no cycle crossings, cycle signage (wayfinding for NCN 1 only) and cycle storage is limited. The existing mesh density for walking within the town centre area is better but due to truncated or missing footways, topography and traffic conditions is broken. Finally, much of the river frontage is not accessible to those with mobility issues or wanting to cycle.

Permeability

The town centre could be permeable, as there are many connecting streets and footways for those who are fit, able and confident. However, the dominance of motor traffic, the limited number of routes in and out and the lack of traffic free routes for cycling mean it is not currently permeable.

For those with disability, impairment or less confident to be on their own the town is less permeable. There are changes in levels, steps, uneven footways, some of which could be better lit and signed, all of which can preclude many from wanting or being able to walk, scoot or cycle within the town centre.



Sun Lane; narrow, shared and in poor repair

Rat Runs

The town centre as it exists, facilitates the movement of through traffic. A number of the car parks (Theatre Street, Oak Lane and Hamblin car parks) are accessed from within the town centre. There are no out of town car parking opportunities. There is also a supply of on-street car parking available along parts of Cumberland Street, Seckford Street, Theatre Street, New Street, St Johns Street which attracts vehicles directly into the town. It is currently possible to travel through the town from all directions and many vehicles were observed using Queens Head Lane or Market Hill to turn around.

The town centre is noted during the audits as being well used by car drivers and on street and town centre car parks well used. It was also noted that deliveries and a number of vehicles were taking a chance and parking on footways, double yellow lines and keep clear markings.

Woodbridge - Town Centre Concept Design ideas

Key scheme concept design proposals for the town centre area include:

Perimeter Treatments

To develop perimeter treatments which develop and maintain a change in behaviours when entering the town centre supporting some reassignment of road space to those walking, cycling and scooting from vehicles. On entering the town centre via the Thoroughfare, Quay Street, Church Street and Theatre Street the streets would be safer by increasing the space afforded to those travelling actively and by slowing down those in vehicles. Access limited to those who need to gain access by vehicle (residents or disabled) or make deliveries to the town centre businesses. Gateway treatments, such as raised tables, and or build outs could be used to highlight the transition into town centre and the change in road user hierarchy. Indicating the town centre as a place for the prominence of those walking, scooting or using a bike. The introduction of both physical interventions, reinforced with Traffic Regulation Orders (TROs) together with a reduction in traffic speeds to 20mph across the town centre would create an internal area within the perimeter which encourages active travel for all. In addition, the removal of an amount of the current provision of on street car parking would make an instant and significant difference, both to the appearance of the town and amount of through traffic.

Internal Design Treatments

To build upon the concepts already in place and demonstrated by the Thoroughfare. The Thoroughfare is a pedestrian zone with traffic restricted, with the exception of permit holders. The idea is therefore to continue to reallocate space to walkers, wheelers and cyclists by introducing more of the same, and further enhance what exists.

The existing space through the Thoroughfare has seen a reduction in space away from vehicles to walkers, wheelers and cyclists by widening footways and the narrowing of the road, together with one-way access from east to west. The design of the street retains defined space for vehicles, including parking and loading and for those walking through the use of materials. The street promotes a welcoming environment for those wanting to dwell and leisurely walk the length of this primary shopping area.

The concept of reallocating space for pedestrians and facilitating safe permeable access for those walking or cycling further within the town is promoted as part of this

Mini-Holland project. It is proposed to widen footways and provide space for contraflow cycling throughout the town centre, specifically along Quay Street, Church Street and around Shire Hall on Market Hill and along Burkitt Road. These measures would expand the network of useable, safe footways for the community and visitors to the town to use and reduce unnecessary through motor trips whilst enabling more cycle trips.

Quay Street

Quay Street connects the rail station to the town. Currently, those arriving by train or using the largest car parks south of Station Road/ Quayside use Quay Street as the primary route into the town centre. Quay Street lacks footway width on both sides, averaging 900mm, but reducing to nothing in certain locations. Pedestrians are required to step out into the carriageway when passing each other. Pedestrians struggle to walk two abreast and those with buggies or mobility scooters can find the footway difficult to use and it may deter trips.

It is proposed to treat Quay Street similarly to the Thoroughfare, it is proposed to widen the footway on the eastern side and reduce the street width available for vehicles. The current street measures 6-8 metres offering scope for reduction if it were to operate in single northerly direction from Quayside Road with contraflow cycling permitted southbound.

■ Quay Street – Pedestrians in the road as the footways are narrow

Supporting stricter parking and loading restrictions would help manage kerbside space, ensuring deliveries and essential access can take place and minimise ambiguity for users.

Cumberland Street

Cumberland Street is two-way with a point of no entry at the north-eastern end meaning it is accessed by motor traffic via Station Road. The street changes in character, appearance and usage along its length. The street narrows at its western end, where the residential properties are more dominant. The eastern end, at its junction with Quay Street, the Thoroughfare and Church Street there are business/retail properties, and on-street car parking is provided by the additional street width. As part of the wider town centre proposals, it is proposed to reverse the one-way direction for motor traffic, with entry only from Quay Street.

Church Street

Church Street extends northward from Quay Street towards the town square. It is proposed to introduce a similar design template with footway widening here, developing the high-quality walking network for those visiting the town centre. The street width is narrower here, measuring between 5-7 metres and space may not permit this. However, the potential solution for the Thoroughfare and the reference to the Suffolk Design Guide Streets Design 2022 (page 22) promoting 'the use of tactile surfacing and a visually contrasting combination of man-made and natural materials to delineate space for vehicles, pedestrians and crossing points' should be a primary consideration. Considering and reflecting on the principal function of not just new streets, but the existing ones, how we use them, who they are for, their local context and use of materials to understand how they may be better designed with these considerations in mind, even where existing space is limited and constrained.

Market Hill Area

The potential options here are to consider realigning the street and remove the general option for using Market Hill for turning around. Furthermore, removing some car parking at the front of the Shire Hall, to better formalise residual on-street car parking and provide a loading area for businesses/shops. This would have the potential to open up the area around Market Hill for more events, a larger market and outdoor seating, enhance planting/landscaping and create and develop public realm around principal listed buildings. This could include the provision of a cycle storage area and wayfinding – potentially a mobility hub with e-bike charging and drop off/pick up area.

Burkitt Road

The concept ideas for Burkitt Road are to consider formalising on-street car parking to allocated bays, reducing the road width in places to create wider footway outside the school. These measures could facilitate walking, scooting, cycling and wheelchair access to the primary school, the preschool, health centre and care home. The added benefits would be potentially reducing traffic flows and speeds past these land uses which arguably include more vulnerable users.

Traffic data obtained for Burkitt Road suggests that the average 85th percentile speeds for traffic was recorded at 28.8mph and 28.9mph in each direction respectively. This road, as mentioned, provides a long frontage with St Marys Primary School which was observed at collection time one afternoon. During the site audits it was noted that there were parents waiting in parked vehicles well in advance of school finishing times, along the unregulated section of Burkitt Road. The presence of signage and additional bollards would suggest that car parking has been even more problematic than observed.

Thoroughfare/Lime Kiln Quay Road/St Johns Street

This junction is a key junction for ensuring that the active travel routes are connected, it also is a complicated junction requiring a sensitive design approach. The area immediately to the east was until early 2022, an Air Quality Management Area (AQMA). The queuing traffic, narrowness of the space between building created a canyon effect which resulted in poor air quality for a number of nearby residential properties.

Despite the lack of significant intervention by way of changes to road layout, air quality has improved to date. Any changes to the junction to benefit walkers and cyclists would have to ensure that air quality was not compromised. That said, initial concepts focus on reversing the one-way along the pedestrian zone of the Thoroughfare, ensuring efficiency of the traffic signals to give advance priority to cyclists, maximising time for those crossing, whilst avoiding creating additional delays to stationary traffic. The location is also one where as mentioned, road space is constrained by existing building frontages making the desire to provide continuous provision to Pytches Road and to Melton Hill challenging. The redevelopment of the former East Suffolk District Council site may offer the opportunity to obtain additional space and deliver the provision of off-road facilities. This is explored in the northern area in full.

Finally, this junction could be reduced in the expanse of tarmac, giving more space to non-road users and introduce opportunities for planting to make a change in the character and appearance when entering into the Thoroughfare.

Ipswich Road

Ipswich Road is the main route north south through Woodbridge and is located close to the railway station. People who visit the town by rail will leave the station and are required to cross Ipswich Road in order to proceed along Quay Street to the town centre. This is therefore a key active travel corridor and a location where improvements need to be made to create a gateway feature to the town. This would be achieved by delivering a scheme that places pedestrians and cyclists first, with step free crossings and speed reduction measures such as tightened junctions and raised tables.

Placemaking

There is much to be gained from the reallocation and defining of space within the town centre. There are opportunities to remove space for vehicles and allocate additional space for tree and landscaping, creating enhanced places for people to sit, take shelter and meet with others. The Market Place on Market Hill can offer opportunities to develop more of the space and setting around Shire Hall and adjacent to the St Mary the Virgin Church. Currently the road layout encircles Shire Hall with the ability to park on three sides. Removing car parking and the alignment of Seckford Street and Theatre Street away from Shire Hall would enhance its setting as a significant and important listed building. It would also enable access all the way round it on foot. Removing the car parking along Market Hill would offer opportunities for landscaping seating, cycle storage and for the market to increase in its footprint. The businesses opposite (pubs and cafes) would be able to spill out further and offer larger seating areas. The entire area offers the opportunity to be used for outdoor events or activities enabling the town to gather to socialise and celebrate. Footways could be widened and connect with raised crossings, to make movement easier, more defined and to slow traffic.

Public Transport

The town centre is currently served by a number of local bus services and there are a number of stops within the town centre. Quay Street (south of the crossroads) and Market Hill (both sides) have bus stops. Infrastructure is limited to poles, flags and timetabling, there are no seats or shelters.

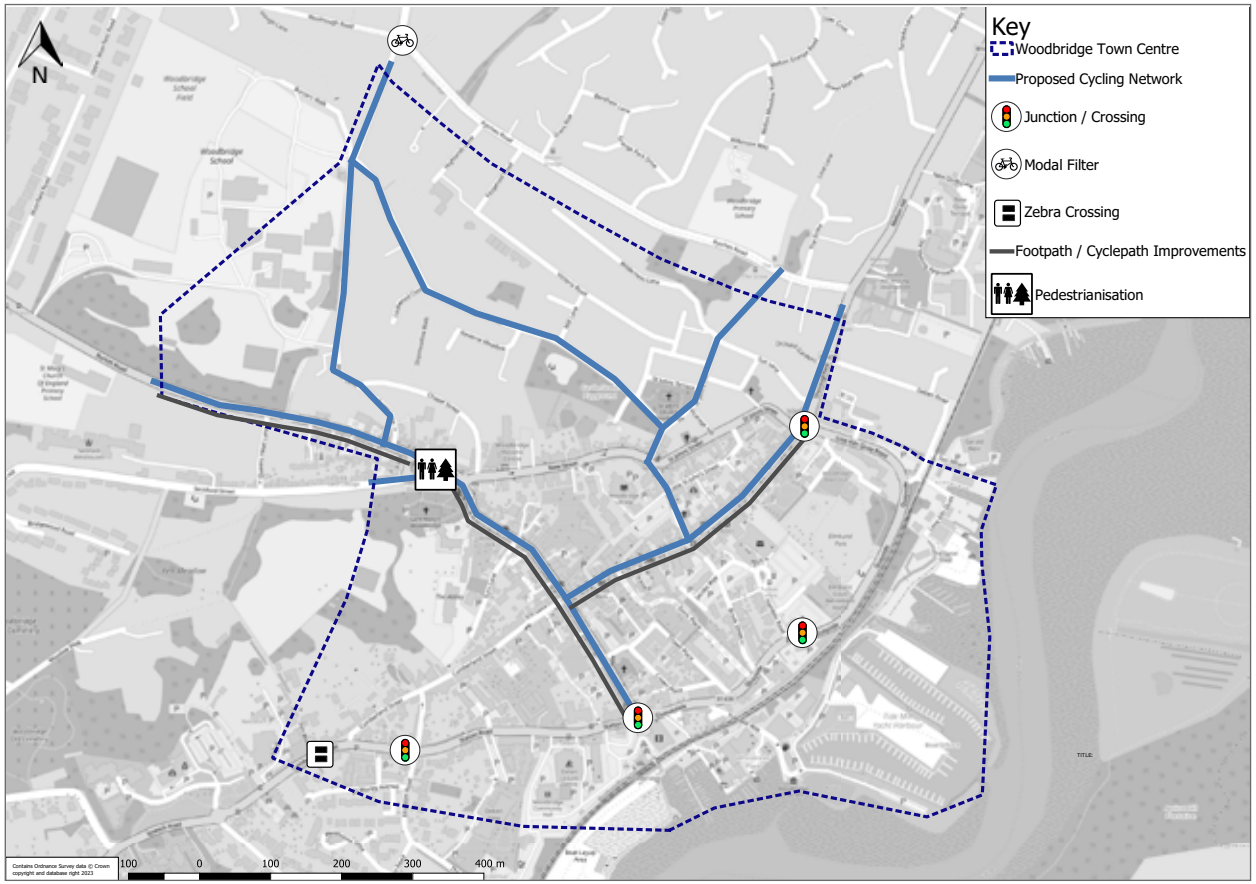
There are bus services serving the town centre from surrounding villages and other bus routes linking to Martlesham and Ipswich in the south and northwards to Wickham Market and Saxmundham.

Woodbridge has a central area for bus passengers to alight/wait this is located in Hamblin Road, adjacent to the Coop food store. Access from here to the Thoroughfare is close by and convenient.

There is also a community bus service, Coastal Accessible Transport Service (CATS) which provides wheelchair accessible transport, to those with disabilities or meeting the criteria for use in the locality.

There is the potential to introduce a mobility hub in this town centre location, offering facilities for those using both active and public transport modes. This location is also close to the rail station, offering a larger catchment. It could provide bike storage, rental, e-charging, micro consolidation, connect to bus and rail services, be a point for EV charging and a shared car programme.

Figure 31: Map of proposed interventions – Woodbridge Town Centre



Proposed Interventions (Woodbridge Town Centre)

8. Quay Street junction pedestrian friendly surfacing and crossings
9. Cumberland Street – one-way reversal
10. Church Street – one-way northbound and pedestrian friendly surfacing
11. Market Hill Area Public Realm
12. Reorganisation of parking to create traffic calming on Burkitt Road
13. One-way only system on Theatre Street
14. Improved signalisation to prioritise cyclists at Thoroughfare junction. Tighten junction
15. Reversal of one-way direction on Thoroughfare
16. Pedestrian/cycling crossing on Ipswich Road

■ California, Woodbridge

South Woodbridge & Riverside Area

The South Woodbridge area comprises the area bordered by the A12, Seckford Street, Church Street/Quay Street and the River Deben. Additional internal boundaries exist in the area which break it down further into smaller areas known as traffic cells.

Internal boundaries in the area include Old Barrack Road and Ipswich Road/ Cumberland Street/Station Road (B1438) which both extend south-north/north-east parallel to the A12 from the roundabout. In combination with some local roads these routes provide, and are used as, alternative main road routes to the A12.

The Bilney Road/Bullards Lane/Old Barrack Road route appears to be used in particular as a route through the South Woodbridge area with a dominant flow southbound. People using this route can also use Sandy Lane as part of this alternative alignment to the main road.

Sandy Lane

Sandy Lane is an historic route linking the south of Woodbridge with Martlesham. It is used by people driving as an alternative to the A12 or Top Street/the High Street. It also forms part of a cycle route between Woodbridge and Martlesham and is actually part of National Cycle Network Route 1 which links many of

Sandy Lane, Woodbridge

Suffolk's tourist destinations on the east coast of the county but originates in Dover extending north all the way to the highlands of Scotland. (See network section of this feasibility study).

As part of Suffolk's approach to develop a network that enables more active travel, a modal filter has been proposed in Sandy Lane where it passes under the Ipswich-Lowestoft railway line. This would create a low traffic connection between north Martlesham and south Woodbridge.

Figure 32: Boundary for South Woodbridge and Riverside

Land Use

South-Woodbridge is predominantly residential with a mix of post-World War two housing estates primarily located off Old Barrack Road and larger detached houses located on cul-de-sacs.To the east of Ipswich Road/Cumberland Street/Station Road (B1438) the majority of land is greenspace which includes woodland, larger houses with gardens, farmland and the National Trust's Kyson Hill and Fynn Valley Walk and Sandlings Walk which provide routes along the River Deben to Woodbridge Quay, the town centre and Woodbridge Station.

Services, attractors, destinations and trip generators

Key trip generators and attractors in the south Woodbridge area include Notcutts Garden Centre and the co-located medical centre located on Ipswich Road. Kyson Hill (national trust) is a popular walking destination is accessed via Sandy Lane and Broom Heath.

There is also a row of shops and food outlets on Old Barrack Road, near the junction with Bullard's Lane. Kyson Primary School located in Peterhouse Crescent and The Duke of York pub on Old Barrack Road are also popular destinations.

Gateways

There is only one existing walking or cycling gateway in the south Woodbridge area which is a signalised pedestrian crossing providing a connection across Station Road near Cumberland Street. This provides a safe crossing point from the riverside area into the town centre.

Mesh Density

Existing mesh density for cycling in the south Woodbridge area is low. As with other parts of the project area whilst there are residential streets with relatively low levels of motor traffic the severance created by the main roads and busier local roads means that there are no cycle routes that are suitable for all or meet the quality criteria included in LTN 1/20.

As introduced in section 4, we have also considered the mesh density for walking in the project area. Similar to the local cycling network, whilst most side roads in the south Woodbridge area are suitable for walking, walking routes are truncated by barriers on the project boundary and internal boundaries. These barriers include the A12 to the west, the Ipswich Road/Station Road corridor and to a lesser extent Fen Meadow in the north.

Permeability

Due to the lack of active travel gateways and crossings over existing barriers there is no permeability for cycling out of the south Woodbridge area. The only route through the area is NCN 1 which does not provide any provision for people to cross Ipswich Road in the south and continues on road into the town centre on Drybridge Hill and Seckford Street. The same barriers truncate walking routes with only an informal crossing on Ipswich Road known as Clarkson's Crossing and footways petering out on Drybridge Hill and Seckford Street meaning provision for people walking and wheeling is not continuous.

Rat Runs

As briefly introduced, there is one dominant rat run through the south Woodbridge area. The route which starts at Bilney Road near to Dobbies roundabout on the A12, extends south along Bullard's Lane, Old Barrack Road, onto California and Sandy Lane towards Martlesham.

Whilst there have been attempts to reduce the flow of motor vehicles using this route, including banning the right turn into Bilney Road from Grundisburgh Road, this is either ignored or circumvented by drivers using Naunton Road instead. Eliminating the ability of non-local motor vehicles to be driven through the south Woodbridge area on this alignment is a major focus of the area-based proposals. Addressing this issue in the area will provide a high-quality active travel network and alleviate the negative impacts of motor traffic.

Public Transport

The south Woodbridge area is relatively well connected by public transport. The 65 bus which links Aldeburgh with Ipswich via Woodbridge, Melton and Leiston, travels along Warren Hill Road and Old Barrack Road and Ipswich Road. The 71 (Woodbridge-Hollesley-Orford), 73 and 79 (Woodbridge-Kirton-Felixstowe) travel through the south Woodbridge area along Ipswich Road.

South Woodbridge & Riverside Area Concept Design Ideas

The south Woodbridge area has the potential to be an excellent place for active travel. The street layout and relatively few points of entry for motor traffic mean that with a limited number of well positioned traffic management proposals traffic levels can be greatly reduced and limited to only people who want to travel into and not through the area. Managing motor traffic and specifically access in this way will enable the reallocation of road space into space for people. Key scheme concept design proposals for the South Woodbridge area include:

Perimeter Treatments

Active Travel Gateway on Ipswich Road at the junction with Old Barrack Road and California

The introduction of an Active Travel Gateway on Ipswich Road at the junction with Old Barrack Road and California. It is proposed that this is in the form of a parallel cycle pedestrian crossing enabled by the closure of California at its northern end at the junction with Ipswich Road.

The junction of Old Barrack Road will also be modified to provide space for a cycleway approach to the crossing. The crossing and wider junction area will be raised and incorporated into a larger gateway feature to condition motor vehicle driver behaviour on Ipswich Road heading into Woodbridge.

Sandy Lane

A proposal for a modal filter on Sandy Lane underneath the East Suffolk Line bridge is included in our overall proposals for south Woodbridge and is key to the creation of a high-quality active travel route. This simple filter would extend the low traffic environment on the NCN 1 alignment all the way to Top Street in Martlesham. It would also create a low traffic area to the south of Ipswich Road including California, Sandy Lane, Broomheath and Kyson Hill.

Bilney Road/Grundisburgh Road

To create a self-contained mini LTN and address the existing rat run through the south Woodbridge area, and a long-standing road safety issue, a modal filter is proposed at the junction of Bilney Road and Grundisburgh Road. This filter along with another on Bullards Lane will create a new neighbourhood that puts people first and is impermeable to motor traffic. The closure of the Bilney Road junction to motor traffic would also enable the development of a of high-quality walking and cycling crossing over Grundisburgh Road connecting to the cycle track on the eastern side of the A12 and providing a gateway to the Melton and north Woodbridge project area.

Seckford Hall Road across A12

A new walking and cycling crossing of the A12 in the form of toucan or similar is proposed as part of the MRN scheme. The proposed crossing is located in line with the end of Seckford Hall Road. The proposed crossing location is on an existing desire line. This would provide a high-quality active travel connection out of the project area and over the western boundary/barrier.

Internal Design Treatments

Bullards Lane

To remove the ability for motor vehicles to use the Old Barrack Road rat run from the A12 Dobbies Roundabout a second modal filter is required. It is best placed in the north of the south Woodbridge area, in Bullards Lane, to the north of the junction with Peterhouse Crescent. Introducing a modal filter at this location will provide an opportunity to create a new space for people. This could include space for the community to spend time, greenspace and informal play.

Peterhouse Crescent

A school street type treatment is proposed outside Kyson Primary School and in Newnham Avenue. The street will be redesigned to enable the area in front of Kyson Primary to be given over to children attending the school in the morning and afternoon.

Old Barrack Road

It is proposed to create an active travel corridor on Old Barrack Road from Clarkson's Crossing on Ipswich Road along Old Barrack Road. This will include the introduction of a short section of two-way cycle track in Old Barrack Road to link the new gateway crossing of Ipswich Road to the Seckford Street crossing of the A12 and the active travel corridor on Old Barrack Road. Side road junctions will be narrowed and continuous footways implemented at side roads. Near the junctions with Clare Avenue and Warren Hill Road the carriageway and junctions will be narrowed whilst still accommodating bus movements along its existing alignment.

The active travel route will share the same alignment as NCN1 towards Woodbridge town centre but then provide a more direct connection towards the A12 via Newnham Avenue and Peterhouse Crescent and Bilney Road. There will also be an active travel route into Woodbridge town centre along Seckford Hall Road to the Town Square which is also the current NCN 1 alignment.

The proposed modal filters on Bilney Road and Bullards Lane would completely change traffic conditions on Old Barrack Road. It would however still function as an access route into and out of the neighbourhood and a bus route. For that reason, traffic management measures such as traffic calming are proposed along with narrower roadspace, inset parking, junction flares reduced and continuous footways introduced.

Seckford Hall Road

Improvements are proposed to Seckford Hall Road to provide high quality walking and cycling link from the crossing over the A12 at the western end of the road to link directly to the cycle track on Old Barrack Road.

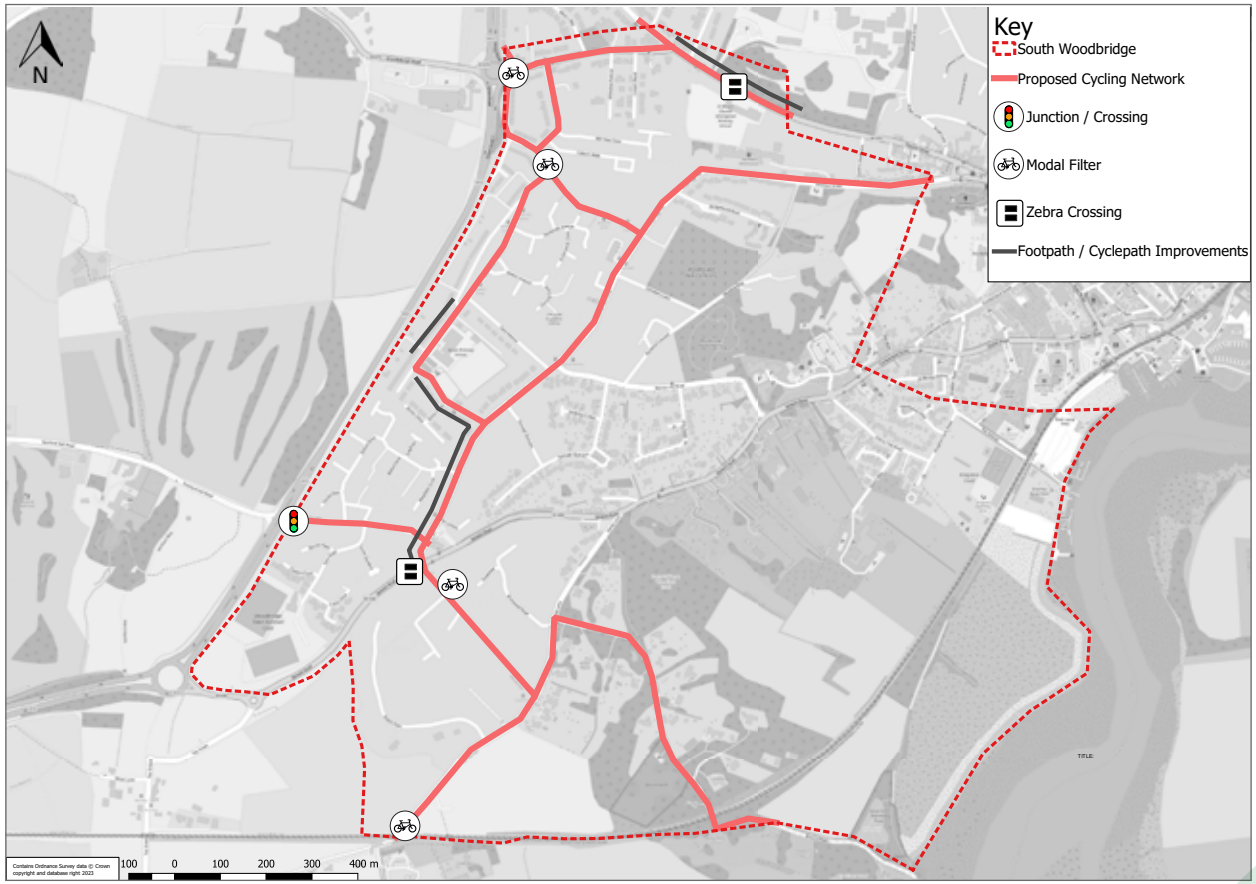
Placemaking

There are series of placemaking opportunities created through the proposals for south Woodbridge. They include at Clarkson's Crossing, the gateway at Ipswich Road at the junction with Old Barrack Road and California. There is significant scope at this location to create a landmark active travel crossing that also acts as a welcome to Woodbridge and Melton.

The active travel corridor along Old Barrack Road will provide the opportunity to add a green corridor through the area and link towards the central features of the south Woodbridge project area.

The modal filter in Bullard's Lane would provide significant scope to develop a new space in a partnership with the community. The modal filter at Bilney Road would provide an opportunity to disconnect the area from the A12 through a screen of green space and trees.

Figure 33: Map of proposed interventions – South and Central Woodbridge



Proposed Interventions (South Woodbridge & Riverside Area)

To conclude this section, the level and type of interventions as suggested in each of the project areas illustrates the creation of a network of connected low traffic neighbourhoods which support and facilitate active travel throughout Woodbridge and Melton. The interventions seek to remove through traffic from the residential neighbourhoods and the town centre, and offers routes which are less trafficked and safer.

These routes are more desirable for walking, wheeling and cycling within and between each of the project areas or low traffic neighbourhoods. The low traffic neighbourhoods will offer opportunities for creating better places, open spaces, landscape and biodiversity for the local community and those visiting. The interventions are supported by complimentary measures, behavioural change and the ongoing engagement and support of the communities of Woodbridge and Melton and the wider political support.

17. Gateway and Modal Filter at Ipswich Road/Old Barrack Road/California
18. Modal Filter at Sandy Lane Railway bridge
19. Modal filter on Bilney Road
20. Modal Filter on Bullards Lane
21. Crossing on Grundisburgh Road
22. Junction arm Priority change at Hasketon Road
23. Pedestrian/Cycling Crossing outside St. Mary's School on Burkitt Road
24. Footway widening on Burkitt Road
25. School Street Scheme in Peterhouse Crescent at Kyson Primary School
26. Raised Table Junction at Newnham Avenue
27. Raised Table Junction at Oxford Drive
28. Cycle path along Old Barrack Road
29. Improved Access to A12 crossing on Seckford Hall Road
30. Raised Table junction at Seckford Hall Road

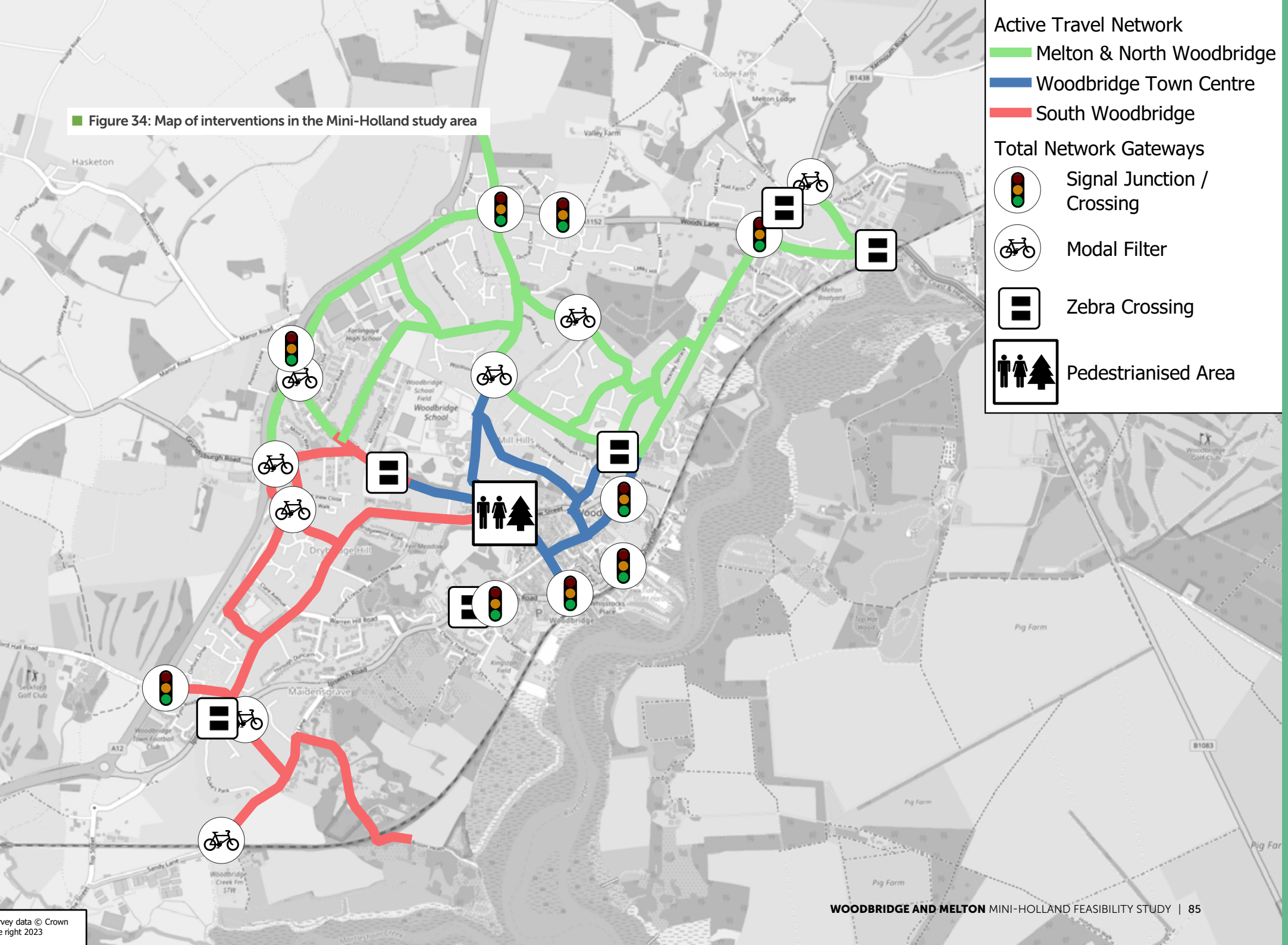


Figure 34: Map of interventions in the Mini-Holland study area

Proposed Interventions (Melton & North Woodbridge Area)

1. Woods Lane – Bredfield Road to A12 active travel connection
2. Bredfield Road
3. Melton Grange Road / Saxon Way
4. Melton Road Active Corridor
5. Signalised Junction at Melton Crossroads
6. Station Road
7. Cycle-path on both carriageway sides along Wilford Bridge Road

Proposed Interventions (Woodbridge Town Centre)

8. Quay Street junction pedestrian friendly surfacing and crossings
9. Cumberland Street – one-way reversal
10. Church Street – one-way northbound and pedestrian friendly surfacing
11. Market Hill Area Public Realm
12. Reorganisation of parking to create traffic calming on Burkitt Road
13. One-way only system on Theatre Street
14. Improved signalisation to prioritise cyclists at Thoroughfare junction. Tighten junction
15. Reversal of one-way direction on Thoroughfare
16. Pedestrian / cycling crossing on Ipswich Road

Proposed Interventions (South Woodbridge & Riverside Area)

17. Gateway and Modal Filter at Ipswich Road / Old Barrack Road / California
18. Modal Filter at Sandy Lane Railway Bridge
19. Modal Filter on Bilney Road
20. Modal Filter on Bullards Lane
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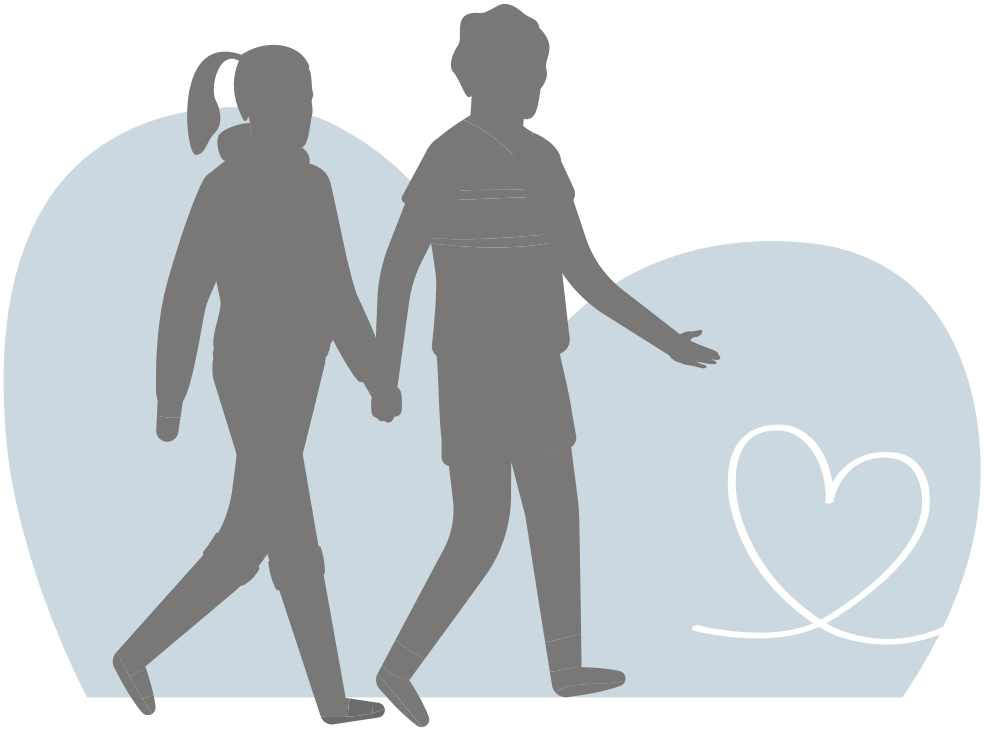
27. Raised Table Junction at Oxford Drive
28. Cycle path along Old Barrack Road
29. Improved Access to A12 crossing on Seckford Hall Road
30. Raised Table junction at Seckford Hall Road

7. PLACEMAKING

Placemaking is an important part of the Mini-Holland project. Placemaking is the consideration of the specifics of the location or street, the people using it and living there and the environment; the combination of all creates better places for communities.



The three principles are explained below.

People

Do those using the streets and places within it feel safe? This can affect behaviours and fear of crime.

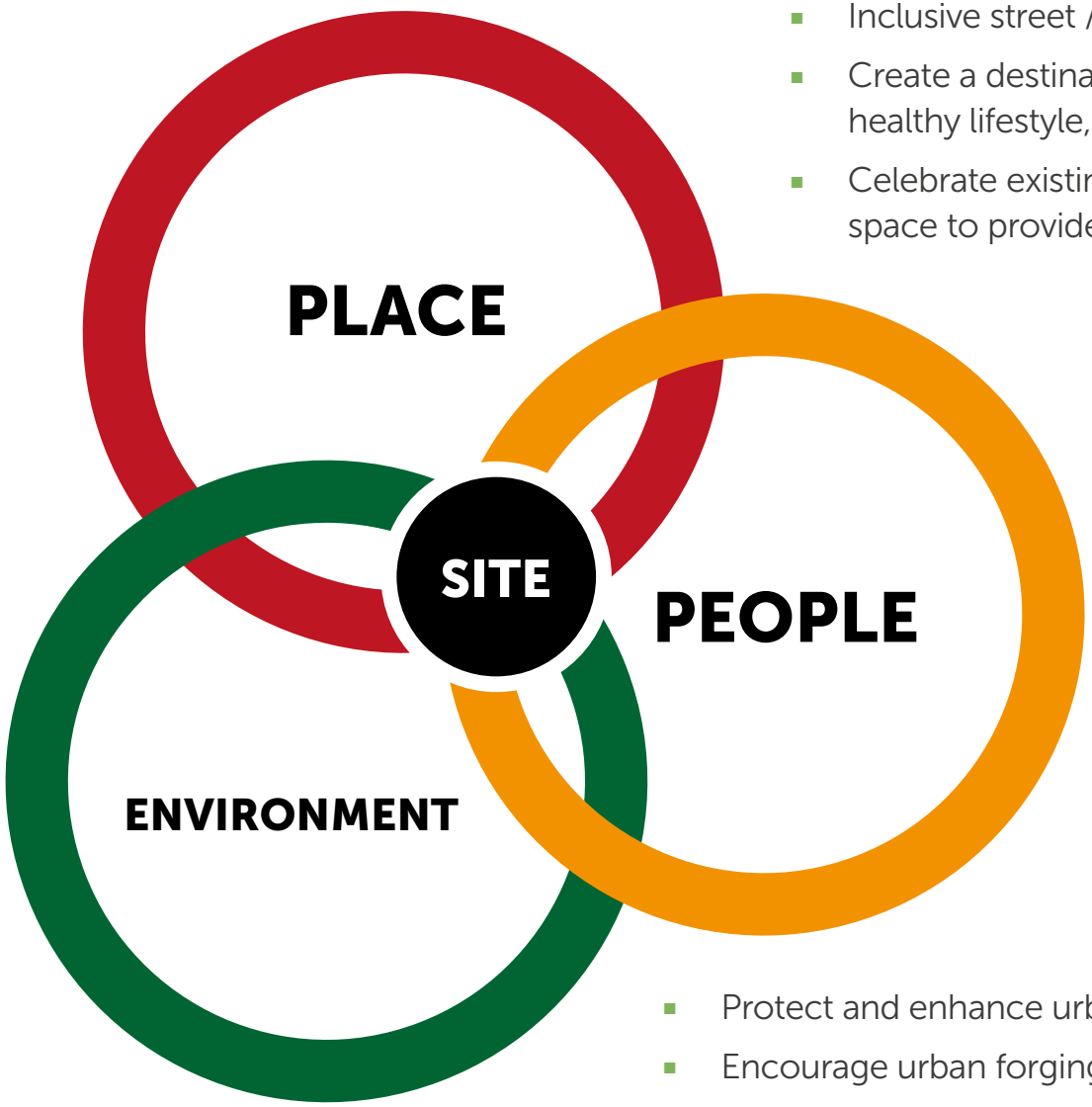
Place

How are the streets, places and spaces connected? Are they legible and encourage activity? What is the character of the street? Both in terms of design, visual impact, mix of uses and activities, what facilities are there for those walking and cycling and for other users? The quality of materials, level of interest, places to sit or shelter all contribute to a positive sense of place.

Environment

Are there street trees, planted areas, adequate maintenance, drainage, protection from the weather (wind, rain or sun) does it support ecology and habitats and make a contribution to achieving carbon net zero or neutrality?

Figure 35: Creating Better Places



- Inclusive street / designing without barriers
- Create a destination which promotes sustainable living and a healthy lifestyle, to live, visit and invest
- Celebrate existing history to make the most of existing public space to provide amenity for the emerging community

- Support existing and emerging communities promoted as a local street instead of a through road
- Improve local street access and connectivity, ensuring vehicle movement is the least preferred

- Protect and enhance urban biodiversity
- Encourage urban forging opportunities
- Join together green corridors running north to south

Places and People

Creating places that make it easier for people to move about, especially actively, underpins a lifestyle which positively supports physical and mental health. Creating streets and places which are for the direct benefit and use of the communities of Woodbridge and Melton is a key objective of the Mini-Holland project. Ensuring that the design and management of the streets allows users to feel safe, welcome and comfortable to walk, scoot or cycle along.

The Mini-Holland project seeks to ensure that vehicles avoid using Woodbridge and Melton as a through route, to avoid the congestion and delay often experienced on the adjacent A12. Strategic routes are by design for longer journeys when active or public transport is not an option, the reverse should be said of local streets.

Healthy Street Audits – Places and People

Streets Verses Roads. A street has active frontage, you can walk, wheel or scoot along or alongside, whereas a road is purely for the movement of traffic. The A12 is a road, Woodbridge and Melton are full of streets. The design and management of the two is entirely different.

Roads have design guidance which seeks to ensure they are all to the same standard, to reduce risk of collisions and casualties. Streets, however, should ideally welcome individual human activities (walking side by side, washing the car, children walking and crossing the road - without an adult) and are not over engineered with guard rail and masses of regulation. Humans and vehicles should co-exist on a street, and it is not just about the through journey.

Healthy Streets – a concept developed by Lucy Saunders through her research into the health impacts of transport, public realm and urban planning. The street auditing can be further enhanced by travel surveys, counts, video surveillance, use of collision data and land use mapping (this is suggested at a later date).

A total of 10 Healthy Streets Indicators have been devised to measure the predominant causes attributed to inequalities in health and poor health in general and those factors which can contribute towards wellbeing in the street scape in a unified approach. The 10 indicators are focussed on the 'experience' of being on a street, the indicators each relate to different aspects and to streets everywhere, but their contribution and impact can vary depending on the specific of the location. Healthy street indicators are a method of identifying improvement in steps. Streets are not just for vehicles. People using streets should not be given a lower importance.

Ensuring that the places within Woodbridge and Melton benefit the community, are accessible, enable all to live inclusive lives and are also places which are good for our climate, environment, and economy is vital. Healthy Streets Indicators, as defined by Saunders seeks to describe the experiences felt when using streets and places accessed from our streets, both through their design (new or existing) and their management. This approach can be applied to any street. It builds improvements on existing conditions rather than seeking a fixed end goal. It is a phased approach which develops over time and relates to all aspects of the decision-making processes relating to streets and their users. Further healthy street audits will be a feature in the development of the designs going forward and involve the community.

Figure 36: Healthy Streets Indicators (Permission of Lucy Saunders)

In assessing the 'health' of a street, a specific audit is undertaken using the indicators which generally fit in to one of three categories below and measured at its weakest point.

- How the streets looks and functions
- What the community think of street and
- How the community use the street.

They focus on how people 'feel' when walking or visiting a street, it is a simple approach and can inform what changes are required and to what extent they need to take place to improve it for those not in a vehicle. The two healthy street audits were undertaken. The routes chosen were identified as they are key movement corridors and illustrate the potential for significant improvement to the local environment.

Bredfield Road/Pytches Road Healthy Streets Audit

Bredfield Road was audited in August 2022. The day was dry and clear. The Street is a pleasant residential street with mix of housing style and types set back on both sides and frontages which overlook the road. The northern end of the street has footway (average width of 1.3m) on the western side only and is separated from the road by a wide grass verge. The street also starts to slope gently downhill, and there is some provision for lighting. There are a number

of prominent mature street trees, also adding interest and colour. The road and footways are in average repair. At its junction with Orchard Close, it was noted that there was a temporary vehicle speed sign attached to a column, capturing vehicle speeds. The street continues downhill and at the junction with Bury Hill (eastern side) further footway provision is afforded. There are no places to sit, and there are no formal crossings over the road, but dropped kerbs existed at the entrances to most properties and at the junctions with side roads. There were people observed both walking and cycling along the street, the street was not noisy itself, although the A12 could be heard and windows on many properties were open. The street was welcoming, and it felt safe, but was not a place to dwell, just a street for accessing the nearby school, the town centre or avoiding the A12. The street is a bus route, but there were no shelters or seating provided.

As Bredfield Road continues, it bends eastwards and again has only footway on the western side. There is higher vegetation on the eastern side, making the character and appearance of the street change and it feels less overlooked by properties and a place of less activity. At the junction with North Hill and Woolnough Road, Bredfield Road becomes Pytches Road. Other than from a naming perspective, users of the street would not be aware.

Pytches Road, continues to be a residential street, with increasing green landscape features, but not as many people visible, or integrating (the exception being at school drop off/collection times – as Woodbridge Primary School is north of Pytches Road. It is accessed from Pytches Road via Melton Grange Road). The residential properties are larger and set back further from the street, with gates or higher fences/hedges. The street feels more enclosed. Traffic calming measures have been introduced and the footway switches sides of the road and the hill gets steeper. Beyond its junction with Fitzgerald Road, the footway disappears behind mature trees and is no longer visible from the street and the street itself becomes narrower. Lighting remains limited and the surface is reasonable.

Beyond Melton Grange Road the street changes again in character, a narrow footway is introduced on the southern side and the feeling of enclosure continues. The street eventually opens up as it passes beyond a zebra crossing and The Grove. Footways are on both sides of the street and first non-residential use; a health clinic is accessed immediately adjacent to the zebra crossing. The street continues to its junction with the Throughfare/Melton Hill.

In summary, the Healthy Street assessment for Bredfield Road/Pytches Road would not be reflective of a street that had been designed for the community and its people. There is little which prioritises their needs over the needs of vehicles. Most using the route would not choose to walk, wheel or cycle over using their vehicle. The street has little infrastructure for the needs of those wanting to travel actively. There is a lack of lighting, surveillance and crossing provision, there is little to see and do, places to stop and dwell, or sit. Whilst acknowledging that the natural landscape is attractive the footpaths are narrowed by leaves and ground level vegetation.

Often fixing the weakest point will mean the score increases, this could be achieved by reducing traffic numbers and speeds.

Removing through traffic and focussing on the needs of the community would enable all to be more active, the more vulnerable (older, younger, less mobility or impairment) benefiting the most. Hundreds of households either side of Bredfield Road/Pytches Road would experience quieter neighbourhoods, as those who do not live there would be removed.

Wilford Bridge Road Healthy Streets Audit

Wilford Bridge Road (A1152) is a key local transport corridor which provides a vital connection between the centre of Melton east to the station, over the river Deben and towards the Suffolk coast. The road is also the access to Riduna Park, various light industrial units on the southern side, Melton Primary School and of course Melton Station. The corridor is dedicated in the main to the movement of motor traffic. This is reinforced by central reservations, guard railing and hatched road markings. Pedestrian crossings points are limited to a poorly connected pedestrian crossing on the eastern arm of the Melton Crossroads and an uncontrolled crossing to the east of the junction with Station Road, between Riduna Park and Melton Station. Footways whilst continuous are narrow and give up at side road junctions with large flares enabling people driving to enter and exit at speed. At Melton Primary School the footway is truncated by a bus layby. Street lighting is in place along Wilford Bridge Road but at the edge of carriageway with the footway behind.

People cycling are expected to cycle on road and share with motor traffic which includes all types of vehicles and a significant proportion of HGVs and vans. There is tree planting along the length of Wilford Bridge Road, grass and hedges on the highway boundary in sections. Whilst adding to the local flora, supporting natural biodiversity these add to feelings of isolation for people walking and to a lesser extent cycling.

The creation of an active travel corridor with high quality space for walking and cycling would transform Wilford Bridge Road but when combined with a transformation of Melton Crossroads also connect Wilford Bridge Road and the addresses located on it to the rest of the village. The corridor would also connect Melton Station to the village, with scope to extend the active travel corridor over the railway line and river to Sutton Hoo and the Suffolk Coast Area of Outstanding Natural Beauty.

Manual for Streets (MfS) also sets out the importance of optimising the design of places for the people who live there. Chapter 5 specifically focusses on urban design and the importance of achieving 'connected layouts, mixed uses and walkable neighbourhoods'. MfS advocates better co-operation between planning and transport disciplines, and an approach to design based on multiple objectives to deliver better places. This is obviously easier when designing for new development and can be more challenging when considering existing places and the changes that have incrementally happened over years. The streets are varied in both Woodbridge and Melton, the historic narrow streets of the central areas, with a mix of retail and dwellings and the more spacious less dense residential areas further out, peppered with business uses. The retrofitting of change to existing places and their streets and how they function requires:

- careful and sensitive design
- respect for local materials and vernacular
- awareness of the heritage and uniqueness
- consideration of the mix of uses and retaining them
- gains for biodiversity and the built and natural environment
- needs engagement with the community and key stakeholders.

Environment

Evidence informs us just how vital access to green space and nature is for helping to maintain and improve people's physical and mental wellbeing. The built and natural environment are significant and valued assets, which contribute to making Woodbridge and Melton an attractive and prosperous place to live, work and visit. A healthy and vibrant natural environment is vital in contributing to the long-term sustainability of Woodbridge and Melton and helping to maintain a strong sense of place. Historically, transport improvements have often adversely impacted the environment. In particular, land take associated with new infrastructure schemes has resulted in loss of natural habitat and biodiversity.

Biodiversity is important for its own sake but is also critically important to our wellbeing and economic prosperity. The Suffolk Biodiversity Action Plan, which comprises a list of priority species and habitats in the county, is embedded in local planning policies and are material considerations in the planning process. The interventions proposed within Woodbridge and Melton seek to maximise opportunities to enhance the setting of existing buildings and public spaces by the use of hard and soft landscaping, and the additional planting of native trees and vegetation. These additional landscape features can contribute to the conservation of the county's wildlife and to conserving those species and habitats important and significant in the local area.

The Suffolk environment offers a great opportunity for people, whatever their age or health status. Public Health Suffolk works with partners in the delivery of this Nature Strategy to improve access to the natural environment and to promote the health and wellbeing opportunities it presents to the people of Suffolk.

The Mini-Holland proposals are supported by opportunities to increase the numbers of native trees and smaller plants to offset climate change, provide shelter and shade, visual interest and natural rain water drainage, as well as habitats for various ecological species.

A new study (led by IS Global, a leading public and environmental health agency in Barcelona) has evaluated the relationship between better mental health and the '3-30-300 green space rule'. According to this rule of thumb, everyone should be able to see at least three trees from their home, have 30% tree canopy cover in their neighbourhood and not live more than 300 metres away from the nearest park or green space. The Mini-Holland project could assist in achieving this for Woodbridge and Melton.

Analysis of constraints and opportunities for environmental enhancement

Three specific locations have been selected to illustrate how a variety of landscape interventions would add a range of benefits to the Mini-Holland interventions.

The locations selected are:

Location 1: Town Hall

Location 2: Old Barrack Road / California / Ipswich Road

Location 3: Junction of Quayside / Quay Street

The sketches illustrate an integrated landscape approach to creating enhanced open and public spaces for the community and for the wider cohesiveness of the town of Woodbridge and Melton.

This landscape approach takes as its starting point the historic townscape and landscape heritage, then integrates ideas for biodiversity, sustainable drainage and new tree planting, offering responses to the town's strategic objectives for nature recovery and climate adaptation.

The three locations which have been selected are identified as Gateways in Woodbridge. A number of other locations are also considered suitable areas for landscaping / planting / increasing drainage or diversity and hard landscape features such as seating or cycle racks within Woodbridge and also Melton.

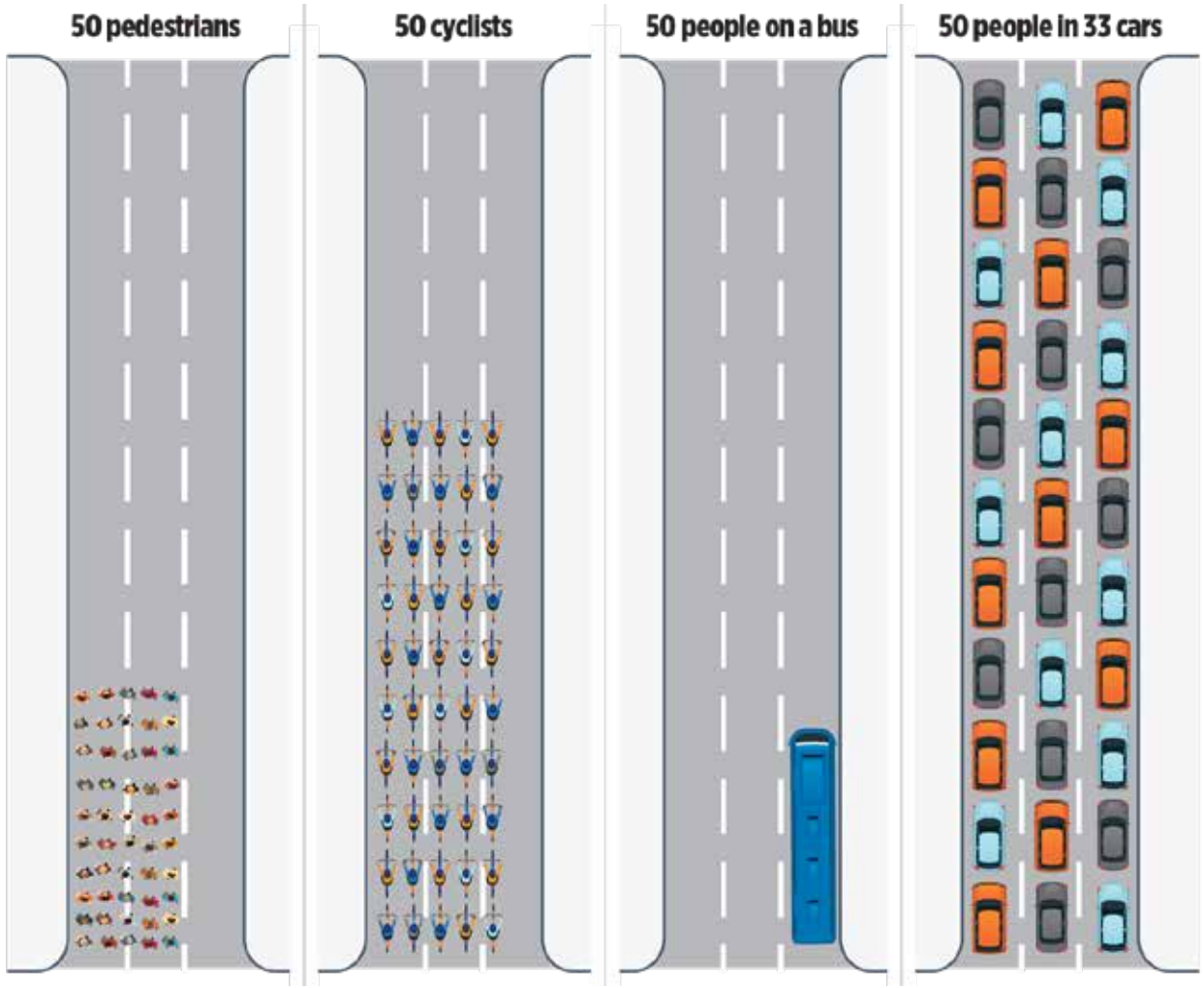
These include, but are not as well worked up as the three Gateways:

- Peterhouse Crescent – to support the school street
- Bullards Lane (parallel to 26-35) associated with prohibition of through traffic
- Northern end of Hasketon Road
- Eastern end of the Thoroughfare, associated with changes to the junction, a reduction in road space and connectivity to Melton Hill
- Station Road – pocket park
- Melton Road and Wilford Bridge – street trees/SuDs (Sustainable drainage systems are designed to manage stormwater locally (as close its source as possible), to mimic natural drainage and encourage its infiltration, attenuation and passive treatment

Finally, the benefits gained by addressing the dominance of car trips (through trips or other) in Woodbridge and Melton is vast. The list below is not exhaustive, but a summary of the additional benefits, other than safety gained by reducing vehicle speeds and reducing vehicles using and parking on roads in Woodbridge and Melton:

- Improved opportunities for socialisation and reducing social isolation.
- Rebalancing of inequalities; health and wellbeing. Less inactivity, healthier communities, more independence and less reliance on social care. Normalisation of active travel; everyday activity – making it the obvious choice for short local trips, and inclusive and accessible.
- Land use rebalance, less % of land for highway/car parking, less maintenance burden, more trees and green spaces, contributing to net zero, AQ improvements and places to be active in and enjoy. Strong links with spatial planning. Self-containment and sustainable living.
- Enhanced places and spaces support local economy and communities activities, avoiding the need to make longer journeys.

Figure 37: Efficiently using road space, space for active modes and bus, verses cars.



Improving the balance of hard landscaping with greener landscaping is important. Many places have over the last 60 years seen more 'space' allocated to the needs and movement of vehicles. As the info graphic below illustrates the space afforded to vehicles by far exceeds that required to move the same number of people by active and sustainable modes. Addressing the balance between road space afforded to vehicles and that for those walking, scooting and cycling can be achieved in part by the measures set out in this report. Space which can offer opportunities for landscape benefits.

Figure 38

Analysis

Location 1: Town Hall

The heritage and cultural value of the square and its buildings are impacted by roads.

- The historic Shire Hall and Market Square, are isolated with the road way running close up to the building.
- Roads separate the Shire Hall from the historic street frontages, detracting from the townscape composition and impacting on its appeal as a visitor destination and community space.
- Roads and on street parking leave narrow pavements, limiting local businesses from spilling out into the square and inhibiting use of the space by the community.
- Seating around the square is limited. Pavement widths are so reduced that spill out seating is minimal.
- A few instances of sett cobbles reflect the the network of local lanes reaching the square and local architectural character.

Vehicular routes and surfaces dominate

- Vehicular routes encircle the square, and the Shire Hall and Market Square are isolated on an island between carriageways.
- Parking to either side of the square reinforces this disconnect.
- Having no dedicated crossing points into the square for pedestrians or cyclists discourages use and accessibility.
- Limited cycle infrastructure.

Lack of trees and green infrastructure

- Apart from three existing trees and pots of annuals, there is little planting.

The square is a valuable civic space, and comes to life on market days.

Roads run right up to the Shire Hall's walls, impacting its historic setting and severing its relationship to the street frontages to each side.

Carriageway inhibits spill out uses by local businesses and the square.

The carriageway runs right up to the Shire Hall's walls.

Stone setts running into the square from old network of lanes

The War Memorial located to the south side of the junction, is an important civic space.

Figure 39

Opportunities

Location 1: Town Hall

There is a significant opportunity here to reinvigorate the market square as a community space at the heart of the town. Sensitive design interventions to reinstate a proper setting to the Shire Hall, would also benefit the historic building frontages, allowing the townscape to resonate with unique character.

Heritage and cultural enhancement

- Strategic changes to paving around the Shire Hall to meet adjacent frontages would better ground the Hall as a key focus in the town.
- Redefinition of paving would create a more cohesive environment for pedestrians to explore and access facilities and businesses around the square and through to St Mary's.

Prioritise pedestrian and cyclist movement

- Rebalancing the ratio of pavement space would provide greater pedestrian connectivity and generous pavement width.
- Reinstating pedestrian use of Market Hill, except for servicing, would increase legibility of the square and offer opportunities for sociable interaction and spill-out space for cafes, pubs and shops.
- Crossings would improve permeability and accessibility, encouraging more use, exploration and enjoyment of the square.
- Additional cycle stands and tyre pumps would encourage the use of bicycles in and around the town.

Increase green infrastructure

- Additional trees would create more shade in the summer months, and a future ecological resource.
- New planting east of the Shire Hall would create a gateway to the square and variety in character.
- Rain gardens would sustainably treat surface run-off, better define the space around the square, improve biodiversity and add greater visual amenity.
- Movable planters with edible plants and seats would offer a flexible solution to define activity spaces and invite uses.

Figure 40

Analysis

Location 2: Old Barrack Road / California / Ipswich Road

This historical gateway location is dominated by roads and lacks definition.

- Historically known as 'Duke of York', this junction takes its name from the former barracks for the Duke of York's men, now referenced in the pub's name.
- The open space, in front of the pub and across the junctions amounts to a generous area, comparable to a village green and has considerable potential as a green gateway and dwell space.

Green infrastructure is an underused asset

- Verges are mostly mown grass, which lacks ecological value and becomes untidy if not maintained.
- Existing shrub planting could be enhanced to create a welcoming visual character.
- Lack of trees.

Issues for pedestrians and cyclists

- Road widths and the size of the junction does not create a pedestrian-friendly crossing point, even with the central island. It is currently uncontrolled which may discourage those with mobility issues from crossing to reach the bus stop.
- Grass verges do offer separation between people and cars, which is positive.
- Bench seating north of the carriageway is exposed to the road, which does not offer a welcoming character.
- No segregated space for cyclists from the road.

The area in front of the Duke of York pub is underused as an area of green space, just having grass planting.

The welcome to Woodbridge sign travelling along Ipswich Road - this is the first junction cars pass in the town.

Existing planting and seating could be enhanced to offer more amenity and biodiversity value

The California junction could be limited to active travel only, to create a new green space for residents.

Figure 41

Opportunities

Location 2: Old Barrack Road / California / Ipswich Road

As a key gateway into the town, this location could be enhanced to offer considerably more in terms of a green dwell space. The gateway is currently marked by the 'Welcome to Woodbridge' sign, which could, in the future, state the town's approach to sustainability.

Creating a green gateway

- Existing grass verges can be transformed into rain gardens with seasonal planting, designed both to treat surface run-off water and establish a distinctive welcoming character to the location.
- Planting one or two large specimen trees such as beech, oak or sweet chestnut could become a local landmark/wayfinding point with a traditional and biodiversity value. A circular bench beneath would emphasise the tree as a feature/meeting point and provide a 'village square' character.
- Diversifying and extending existing planting to include meadow perennial species will enhance biodiversity and seasonal interest.
- Larger areas of verge can be seeded with wildflower to create a lower maintenance, higher biodiversity alternative to amenity lawn.

Increase pedestrian and cyclist friendliness

- Adding a pedestrian crossing would improve permeability across the junction, particularly for those with mobility issues.
- The inclusion of a segregated cycle/ pedestrian path will encourage the use of bicycles.
- Bench seating located within the design would encourage use and enjoyment of hte space.

Nurture community space

- Removing the entrance into California creates a new informal space for residents that can include seating and planting of trees and shrubs; where residents can meet and children can play.

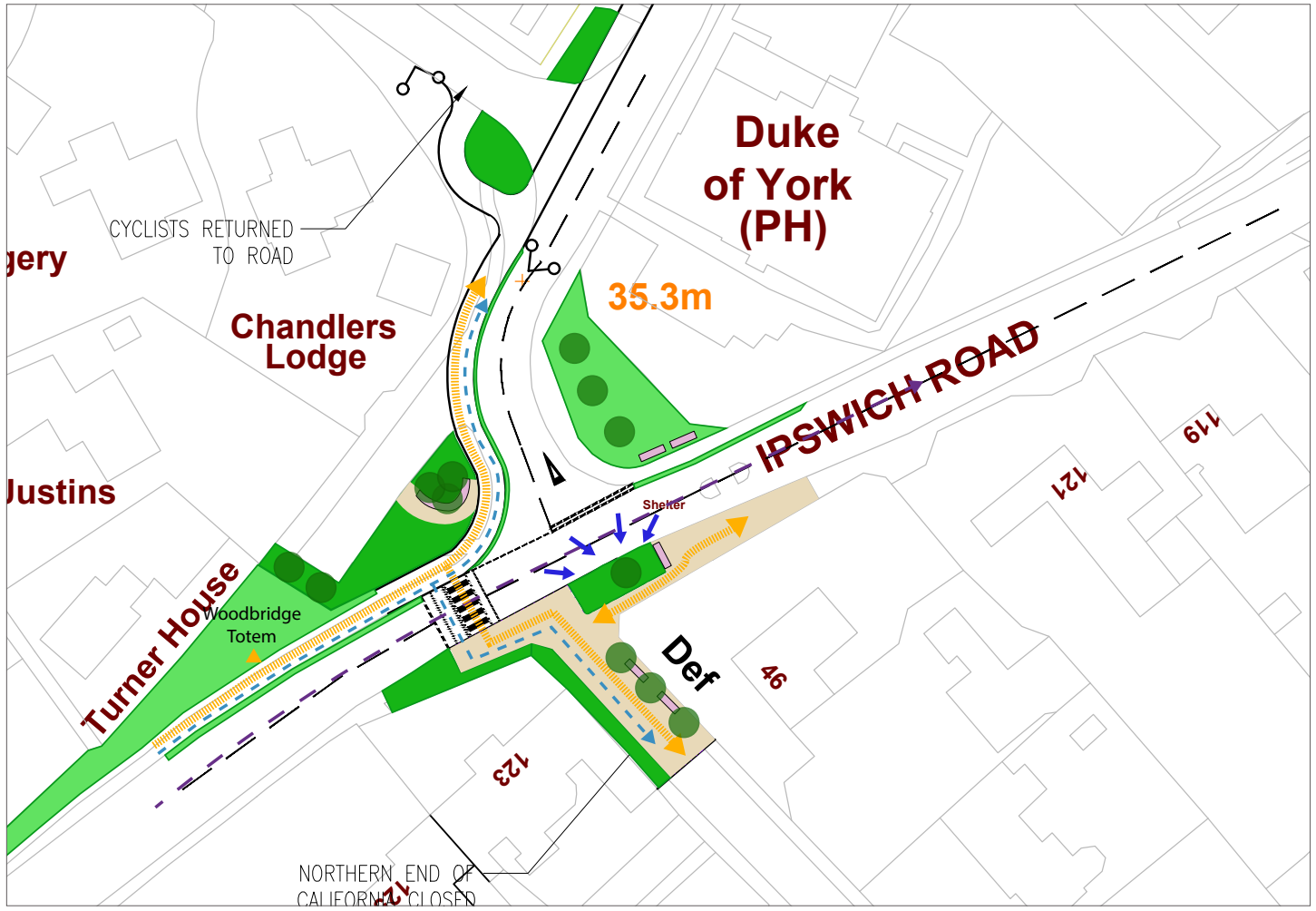


Figure 32

Analysis

Location 3: Junction of Quayside / Quay Street

Key location within the town's history of boat travel on the River Deben
The cluster of historic listed buildings at the end of Quayside, including the Quay House and the Ferry House (both 1852), together with the spacious area in front of them are all associated with the trade and bustle of river boat travel. The Anchor pub (formerly Station Hotel) still addresses the public realm, but the space has lost some of its distinctiveness.

Large undefined paving space
- For visitors, the paved area is un-welcoming and there are no wayfinding tools to direct them to the town centre.
- Area outside The Anchor pub is used as outdoor seating but the junction favours vehicles and ad hoc parking of delivery vans.

Dominant road infrastructure
- The junction into Quay street has a wide splay, facilitating fast vehicle turning speeds and discouraging pedestrians.
- Quay street has two-lane traffic, forcing pedestrians to the very edge of the street where there is sometimes no footway.
- Asphalt is the prevailing material and the location is unnecessarily vehicle-dominated.

Existing raised planting
- A long raised planting bed to the west of The Anchor pub is an effective buffer between pedestrians and the carriageway.

Existing raised planting is successful in separating the footway from the road, and planting could be enhanced.

The pub seating increases activity in a open space in first sight for visitors by rail. However road widths impede use.

The view up Quay Street highlights how much space between the buildings is allocated to cars currently.

An important waiting place historically, for the former river ferry and still a pivotal node and direct route to the town centre.

Figure 43

Opportunities

Location 3: Junction of Quayside / Quay Street

Reinstate a gathering space at this unique location, linked to the River.
Through engagement and co-design, this space has considerable potential for re-interpretation and place-making, integral to the future of the town.

Enhance the pedestrian experience
- Re-allocate space to pedestrians, by converting Quay Street into a one-way street allowing for widened footways. This will improve walkability and wayfinding into the town centre.
- Increase public realm either side of the junction by reducing the radius at the junction into Quay Street.
- Consider a raised table and contrast paving treatments across the junction and footway to achieve slower traffic and create a space where pedestrians and cyclists can be more confident when crossing the road.
- Add new paving treatment to Quay Street to create a more cohesive character.

Create green wayfinding space
- Junctions and crossing points are well-positioned to direct visitors from the train station. New wayfinding for pedestrians and wider cycle routes will encourage visitors to see Woodbridge as a destination.
- Provision of cycle stands and bench seating will allow visitors to stop and plan where they would like to travel to in the town.
- Creation of rain gardens and tree planting along the northern edge of Station Road and Quayside that will improve biodiversity and clean run-off water from the carriageway.
- Street furniture and planting can be used creatively to add seating space while also preventing vehicles such as delivery vans from parking on the areas of hardstanding.

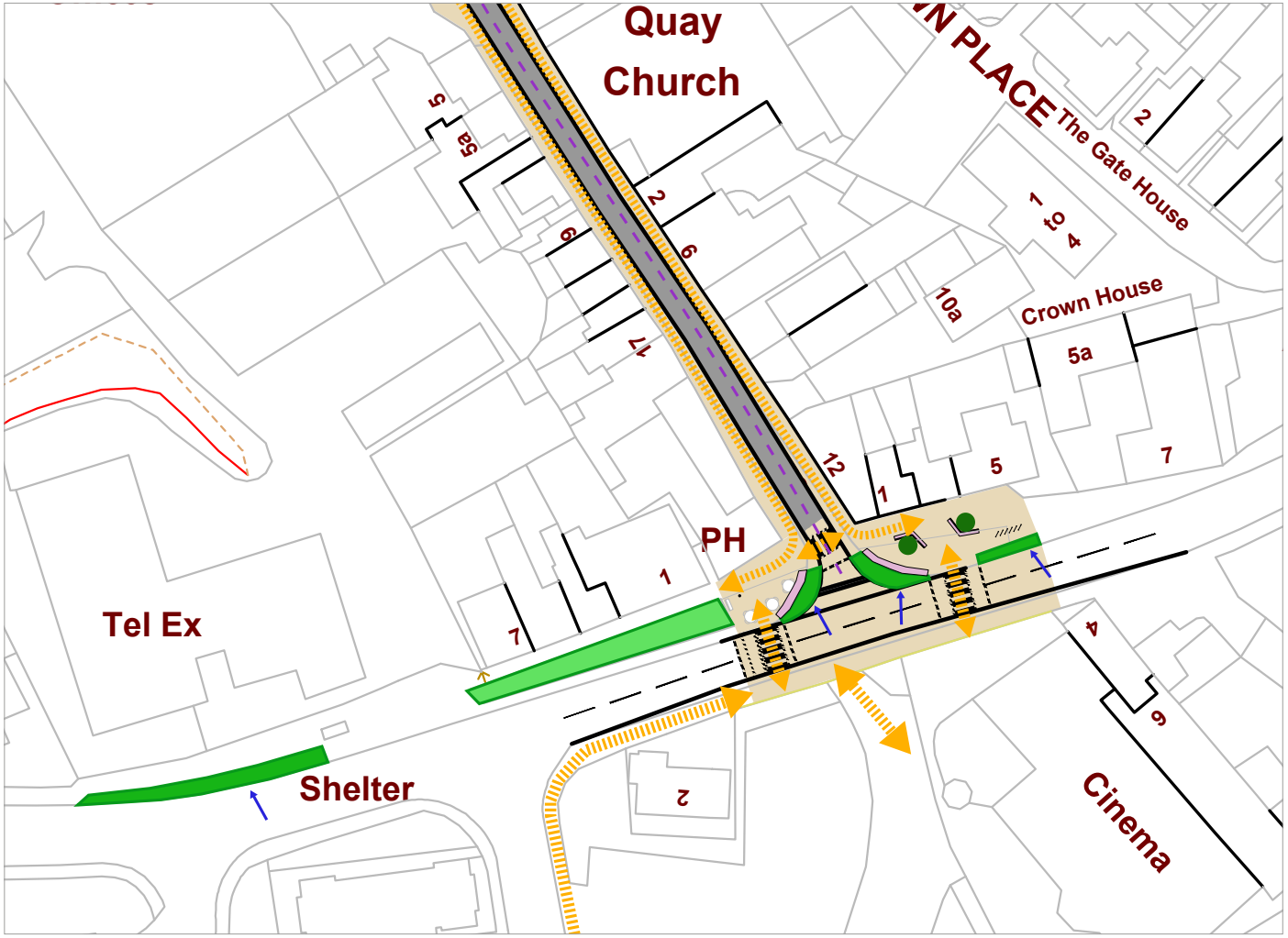


Figure 44

Sketch

Location 3: Junction of Quayside / Quay Street

8. ENGAGEMENT AND INVOLVEMENT

We have a unique once in a lifetime opportunity to get people to embrace cycling, walking and wheeling in Woodbridge and Melton beyond all expectations through the Mini-Holland project.

We want all residents and visitors to better engage with their local area via the project by feeling that cycling and walking is a really safe, healthy and reliable transport option to enjoy Woodbridge and Melton.

Therefore, we want everyone in Woodbridge and Melton to input into the development of the proposals – no matter how big or how small the idea. Although we want to hear the views of everyone, we are particularly keen to hear the views of businesses, hard to reach groups and people from disability groups to ensure that transport interventions and behaviour change initiatives are not just for the select few.

Who is our target audience?

Our target audience is ultimately anyone who lives, works, studies in or visits Woodbridge and Melton. We have already been engaging with, and have identified going forward, our audience listed below:

- Hard to reach groups (e.g. young adults, older people, families who don't live in the area but drive their children in to attend school)
- Suffolk Coastal Disability Forum
- Residents
- Visitors
- Businesses
- Schools
- Community Partnerships
- Emergency Services
- Essential Services in the area
- Members of Parliament
- Councillors – Town/Parish/District/County
- East Suffolk Council officers
- Suffolk County Council officers.

Our early work (as set out below under the Early Engagement heading) with these groups has enabled us to understand their unique communications needs. This means that we will be adopting an array of different communication channels / approaches to ensure that we can continue to engage with these different groups. We will therefore use:

- Face to face meetings and consultation events
- Social media and on-line content
- Direct working with schools and other groups, such as disabled groups
- Direct working with businesses
- Printed press
- Radio interviews with key council officers and councillors
- Event Management
- Public Relations
- Package of Behaviour Change projects – such as travel planning support, targeted cycle training for adults and children through Bikeability, cycle maintenance, Cycle Fridays, Cycle and Walking Festival, try before you buy cycle promotions, walking bus, cycling bus and organised walks
- Walking and cycling incentive scheme
- Stakeholder consultation on local schemes and interventions
- Improved wayfinding and cycle maps

Given the high proportion of residents aged over 65 in the Mini-Holland area, we will develop tailored campaigns to target this group. We will also do the same for the smaller hard to reach groups, such as young adults and families who don't live in the area but drive their children in for school. There is a significant growth opportunity amongst these groups.

Furthermore, we know that many more children would like to cycle to school, but concerns about safety can often prevent schools from actively promoting cycling. All schools in the area are already offered Bikeability training and support to develop School Streets. We are engaging with pupils now to understand their concerns and the routes they are using, and we will use this information to promote real improvements in the on-street environment around schools, such as school streets. We will run additional school-focussed promotions, targeting teachers (important role models) parents and students.

Our approach

To make our Mini-Holland programme a success, we will ensure that we can help and encourage people to choose to cycle and walk for their journeys. We will do this by ensuring people are involved in all stages of the Mini-Holland project – empowering them to help us craft the right project for their local area. We will engage our audience during the following steps:

- Early Engagement
- Engagement on Mini-Holland scheme detailed development and project implementation
- Monitoring and evaluation

■ Woodbridge Consultation Event

Early Engagement

We have already started this work, by speaking to local people and visitors to Woodbridge a nd Melton and explaining the project to hear their views.

■ Melton Parish Council Meeting

■ Woodbridge Consultation Event

We have done this by:

- Holding two awareness raising events in Woodbridge to speak to people about the Love Woodbridge and Melton project and hear their views about the local areas and their travel needs
- Meetings with Woodbridge Town Council and Melton Parish Council
- Engagement with schools
- Running competitions and engaging with key stakeholders
- Engagement with businesses
- Developed the Love Woodbridge and Melton brand as a single point of recognition for people
- Engaging with Suffolk County Council departments and East Suffolk Council departments
- Cycling across Woodbridge with Chris Boardman (MBE)

- Sharing draft of this Feasibility Study with key stakeholders and encouraging feedback. This included:
  - Therese Coffey MP
  - Richard Smith, Cabinet Member for Economic Development, Transport Strategy and Waste
  - Alexander Nicoll, Suffolk County Councillor for Wickham and Deputy Cabinet member for Transport Strategy at Suffolk County Council
  - Caroline Page, Suffolk County Councillor for Woodbridge
  - Rachel Smith-Lyte, East Suffolk Councillor for Melton
  - Kay Yule, East Suffolk Councillor for Woodbridge
  - Chris Mapey, East Suffolk Councillor for Woodbridge
  - Melton Parish Council
  - Woodbridge Town Council
  - Senior Officers at Suffolk County Council
  - Senior Officers at East Suffolk Council
  - Suffolk Highways
  - Active Travel England

This work has been successful and has seen us receive many letters of support from a wider range of audience groups. Please see appendices B and C which provides a summary of the responses we received from the public, businesses and schools, as well as the support from key stakeholders. We will build on the foundation that we have created here.

Engagement on Mini-Holland scheme detailed development and project implementation

Our feasibility study demonstrates the excellent opportunity for delivering a Mini-Holland scheme that will have real value and provide rich learning and information. We have therefore planned that if we are successful in being awarded funding that an innovative approach to reaching out to our audiences and gaining their involvement will be applied.

This will involve working with local schools to help learning about walking and cycling, and its benefits and values, which will be applied to school lessons. Walking and cycling school packs will be provided to go home with children, so that parents can be involved in the pack's activities.

Engagement and consultation events will be held with residents and businesses to understand their needs, as well as the use of an online interactive platform (such as CommonPlace) for people to see proposals on a map and make comments.

Ensuring the business community, including stall holders at the local market in Woodbridge, are fully engaged so they can take advantage of the opportunities the Mini-Holland scheme will provide such as cargo bikes and cycle parking, and as a result will promote the scheme to their customers. Also, listening to any concerns they may have and working with them to resolve - making sure change happens with them and not to them.

Close working with disability groups will also take place to talk through the design development and implementation process. This will include conducting street audits in Woodbridge and Melton to gain an insight into the experience for people with disabilities.

Other key stakeholders, such as Emergency Services and the district council will be contacted for their views on each of the transport interventions.

Throughout this whole process, we will keep the town and parish councils informed about the schemes and the feedback we are receiving from our audience, as well as ensuring that local councillors are kept informed so that they can help to support our work.

In addition, engagement with other Suffolk County Council services and East Suffolk Council services will be key to ensure that the work of the Love Woodbridge and Melton project can feed into their areas of work. This will include Travel Planning support to businesses; public health projects; highway planning and maintenance; and the granting of new housing/commercial developments. It will also support council services too such as air quality projects, refuse collection and parking enforcement.

What do we want to achieve from engagement?

Our Mini-Holland proposals are designed to radically change travel behaviour in Woodbridge and Melton. Large parts of the project will involve the relocation of road space and the closure of some parts of roads to vehicular traffic via Low Traffic Neighbourhoods.

Although the outcome of this will have a positive impact on the residents, businesses and road users, not everybody will initially be in agreement. We understand that if residents and businesses are to benefit, involvement, knowledge, empowerment and ownership of the changes will be key to this. Not just to aid the acceptance and implementation of the physical changes but also to fully benefit and buy-in to the associated lifestyle changes.

We believe that our engagement approach will achieve support from the audience and stakeholders and in turn will deliver:

- Increased numbers of residents, employees and visitors using cycling and walking as a primary mode of transport
- Increased numbers of residents, employees and visitors using cycling and walking as an occasional mode of transport or as part of combined mobility trips
- Increased use of specialist cycles including cargo bikes by residents and businesses
- Improved journey times for all road users
- Improved access to residential and commercial/shopping areas
- Changes to the need for car parking and motorised vehicle loading provision.

The engagement carried out as part of the Mini-Holland programme will be more than just an opportunity to receive comments on proposals. The process is a much larger opportunity to reach out and engage the community to evoke the modal shift towards cycling and walking that will be needed if the Mini-Holland programme is to be a success.

Modal Shift

We want the implementation of our Mini-Holland programme to evoke a modal and cultural shift towards cycling and walking. We would expect to see a mode shift up to 20% to active modes.

The Mini-Holland programme will be delivered over a 3-year period with a number of major changes proposed to key transport corridors in the area and the introduction of a range of measures in the town centre of Woodbridge and the neighbouring village of Melton aimed at promoting cycling and walking with a reduction on the reliance of the private vehicle for short journeys.

Visitors to the area will also be encouraged to use sustainable transport to access Woodbridge and Melton, and resources will be made available to support businesses to convert to sustainable transport modes when conducting deliveries or supporting staff commuting to and from work.

■ Market Hill, Woodbridge

Monitoring and evaluation of schemes

We are currently working to acquire baselines to understand current demand and likely future demand, as well as understand issues surrounding routes and connectivity.

We also want to trial some Low Traffic Neighbourhoods in Woodbridge and Melton and will do this, whilst seeking feedback from residents, businesses, schools and visitors on the experimental schemes.

In addition, we will use data to demonstrate to our audience the benefits of the Mini-Holland scheme in reducing congestion, improving air quality, journey times, trade, health and opinions of the town.

To facilitate this, we will monitor and gather information by carrying out:

- Perception surveys with audience groups
- Counters (automatic counters, manual counters) and camera technology
- Surveys with businesses
- Surveys with schools
- Online interactive maps.

Activity Schedule

To achieve all of this, we propose the following activities across the four scheme stages:

1. From confirmation of Mini-Holland funding

- Celebration of securing the funding for the Love Woodbridge and Melton project
- A celebration of cycling and walking in the area
- Consultation on Experimental Traffic Order schemes.

2. Detailed scheme development

- Consultation with members of the public, community groups and businesses on the proposed transport schemes
- Engagement and involvement of other council departments and stakeholder partners
- Engagement of statutory consultees
- Meetings with councillors, and vulnerable groups
- Design review drop-in workshops with residents, visitors, businesses and community groups
- Visits to schools, in the area immediately affected by the proposals.
- Statutory consultation process

3. Project implementation

- Park and Stride
- Cycling training
- Cycling and walking tours
- Dr Bike sessions
- Cycle led rides to and from school
- STAR Awards
- Bikeability
- End of implementation – We Love Woodbridge and Melton Cycling and Walking Festival (temporary modal filters in place, Road Safety advice station, Dr Bike Sessions, Cycle led rides, Walking routes).

4. Review and evaluation

As mentioned in the monitoring and evaluation of schemes, this will include:

- Develop and issue perception surveys with audience groups
- Implement traffic counters (automatic counters, manual counters) and camera technology
- Develop and conduct surveys with businesses
- Develop and conduct surveys with schools
- Develop online interactive maps.

9. COMPLEMENTARY MEASURES AND PROJECTS

To enable more active travel and behaviour change, a range of supporting measures and initiatives can be implemented in Woodbridge and Melton. Some are already in place and operated elsewhere in the county by Suffolk County Council and partners. These include an e-bike loan fleet and cycle training.

There are, however, other measures and initiatives that would be introduced in Melton and Woodbridge to support more people travelling actively more often. They would also importantly provide time savings and numerous other benefits to users and the wider community including local businesses. The complementary measures and the relationships they enable to form and strengthen will be key pathways to community engagement and involvement. They will enable change and bridge barriers to active travel for those who live, work, study and visit Woodbridge and Melton.

Some of these are described below:

Cycle training for children

Children attending school in Suffolk are offered cycle training through the national Bikeability programme. With Mini-Holland funding we would provide an intensive programme of all levels of Bikeability training in Woodbridge and Melton and additionally provide a fleet of loan bikes for use in schools as part of the training package.

Cycle training for children and parents

Building on cycle training provided to school students, children and parent cycle training is aimed at ensuring parents can cycle too. Classes would be open to children from Woodbridge and Melton and their parents. The scope would include training on cycling in groups and exploring good cycle routes in Woodbridge and Melton and the surrounding area.

Cycle training for residents and businesses

Providing cycle training for residents will benefit those who want to learn to ride a bike or those who just want to refresh their skills or try a new bike. Our broader proposed initiative will be open to all residents and also businesses and will include training on using specialist cycles such as cargo bikes.

Pedestrian skills training

In addition to cycle training learning pedestrian skills is a vital part of being given the freedom to walk to school or the shop. Whilst most people are taught informally how to cross the road as part of growing up providing training through schools and community groups can be a powerful way to empower people to walk more and with more confidence.

Cargo bike hire

As part of the complementary measures programme, to support local businesses, we propose a fleet of cargo bikes for last mile and local deliveries. The addition of cargo bikes to the fleet would enable local businesses to try out as part of their business activities.

It would also provide residents with the option of loaning a cargo bike. The aim would be to support both groups in the adoption and short-term use of cargo bikes leading to longer term use and eventual purchases. Cargo bikes would be based at the Woodbridge and Melton Station, the town square and a new micro mobility hub at Riduna Park.

Cycle parking at railway stations & other locations

To enable combined mobility journeys with somewhere to leave your bike that is secure and protected from the elements is a vital piece of infrastructure. It is proposed to introduce secure cycle parking facilities at Melton and Woodbridge stations in the car park. In addition, other cycle storage provision would be delivered in key locations within each of the three identified areas to provide storage at end destinations such as the town centre close to the shopping areas, leisure centre, church and town hall.

Community Mobility Hub

As part of the long-term active travel vision for Melton and Woodbridge a mobility hub is proposed at Woodbridge Station Car Park. The hub will provide a range of mobility options and support infrastructure at the transport interchange. It is envisaged that this mobility hub would complement the mobility hub also proposed for Martlesham Park & Ride. The two facilities would ensure that those travelling between Martlesham and Woodbridge and Melton or from/ to Ipswich are provided with a level of service to support cycling and switching between active travel and the bus or private vehicles.

We would hope to work with mobility providers to look at introducing a range of options at the station and a smaller hub in Melton including cycle hire and cargo bikes. This would include a range of adapted cycles including options for schools and nurseries and mobility scooters.

We would also work with car club and electric charging infrastructure providers to ensure the infrastructure including fleets of vehicles are future proofed and include electric bikes, cars and vans.

Working with businesses

Woodbridge and Melton Mini-Holland will provide opportunities for individuals, local organisations, and businesses to embrace active travel and green their day-to-day activities and operations. Working with all parts of the community to ensure awareness and involvement in the programme will be important and businesses are an important part of this.

It is important that through project engagement we understand requirements for loading and servicing, but also enable businesses and their staff to embrace active travel and sustainable transport options. The programme will also include new spaces that can be brought to life in partnership with the local business community.

There will also be various opportunities to work with businesses on parallel projects including:

First mile, last mile delivery

Introducing the infrastructure changes proposed as part of Woodbridge and Melton Mini-Holland will support businesses to make more use of sustainable transport options such as cargo bikes for first and last mile deliveries. This will enable and support micro consolidation in the area with potential to use the proposed mobility hubs at Woodbridge and Melton stations as part of this.

Greening the market

Markets are vital parts of towns and villages throughout the country, and this includes Woodbridge. Ensuring Woodbridge and Melton Mini-Holland enables the market to thrive will be a key focus of the project. This will include working with traders and those making deliveries to stall holders on the market to adopt cargo bikes and electric vehicles.

We will look to work with local organisations such as Transition Woodbridge, and best practice examples such as Maltby Street market in London that has been working with charity Fare City to reduce the environmental impact of market operations and associated transport.

Community planting

As part of the overall Woodbridge and Melton Mini-Holland programme, it is proposed to introduce new areas of planting and street trees with the potential for some significant areas of new planting possible in residential areas.

It is the intention that, as with the rest of the programme, community planting introduced as part of Woodbridge and Melton Mini-Holland will be designed and introduced in partnership with the community. Community planting days will be a key part of this organised and programmed into wider project implementation.

It is hoped that this approach will lead to local ownership and also the empowerment of the local community to create new groups, links and local networks.

In addition to the complimentary measures there are the following associated projects which add and support the Mini-Holland programme, these are:

- **The A12 MRN Scheme**
  Focussing on capacity on the strategic network, making it attractive for longer journeys and offering improvements to active travel across the A12.
- **Sizewell C**
  Opportunities for investment in active travel in the region. Improvements to links to SRN and traffic management to reduce rat running through villages in the peninsula.
- **Parking review**
  Woodbridge to look at allocation, numbers and pricing.
- **Consultation on a town wide 20mph zone**
  Reducing traffic speeds within Woodbridge and Melton. The advantage of safer streets are that they are less intimidating to walk with or alongside vehicles and encourage more walking.
- **Development on the Deben Peninsula**
  Offering funding opportunities and options for active travel network expansion as identified in the Suffolk Local Cycling and Walking Strategy.
- **East Suffolk Council's Cycling and Walking Strategy**
  Develop and prioritise the walking and cycling network in the region. A planned and prioritised approach to developing a network of connected routes through the region.
- **Ongoing maintenance and public rights of way improvements**

10. MINI-HOLLAND SCORING POST INTERVENTIONS

Outcomes - Our Mini-Holland proposals

The proposals outlined in the previous area chapters have been developed to address existing issues in Woodbridge and Melton, whilst also creating opportunities to enable active travel.

The proposals change on street conditions by removing through traffic which, whilst making them better places to walk, wheel or cycle also provides an opportunity to make improvements to the look and feel of streets and places, to make them nicer places to travel along or to spend time with friends and neighbours or on the way to or from school.

Whilst the impact of these improvements in each of the project areas has been considered, the overall impact on the 'Mini-Holland tests' needs to be explored and understood. The plan has been developed to reconnect the town for people walking and wheeling to deliver high-quality joined up infrastructure that provides significant benefits greater than the sum of its parts.

Severance

A key part of the findings from the reviewing of data, auditing and engagement was the impact barriers have on active travel in Woodbridge and Melton. The A12, the East Suffolk Railway line and the river Deben are significant barriers to the west and east of the project area that effectively frame it. Throughout our review of background information and during visits to the project area and more importantly in the view of local people these boundaries were supplemented by internal boundaries created by busier routes for motor traffic with limited provision for people walking or cycling.

We have focused our interventions for people cycling, walking and wheeling on gateways into the project area, high quality infrastructure on key routes and crossings over the more significant active travel barriers. Our overall proposals for Woodbridge and Melton Mini-Holland remove many of these barriers by providing provision along them, across them, or as is the case with internal boundaries in the north and south, removing them.

In the west we are taking advantage of the separate proposals included in the A12 MRN proposals to align the Mini-Holland proposal with the main road project and the new active travel crossings of the main road corridor. This joined up approach provides a much stronger town-wide solution to severance and in turn a high-quality active travel network.

Gateways

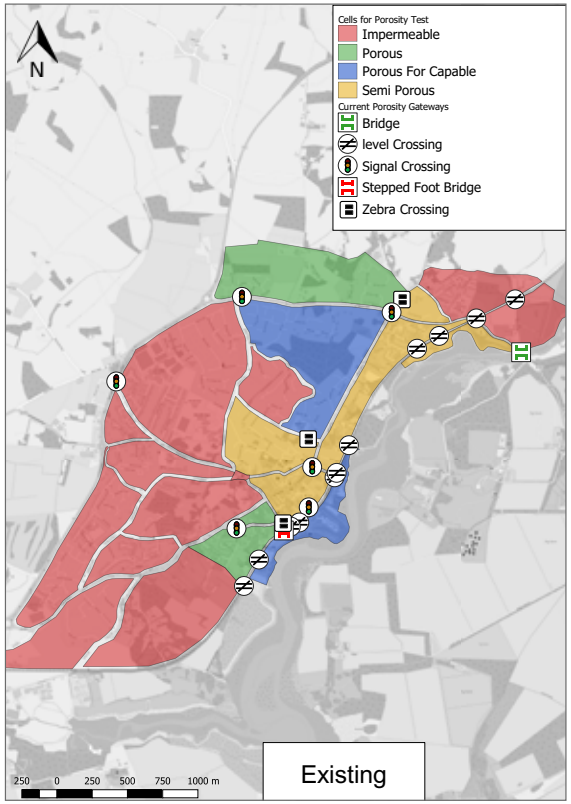
To enable people walking and cycling to cross barriers more easily and to unlock active travel between the different parts of the project area improving existing and providing new gateways is a key focus of our plan.

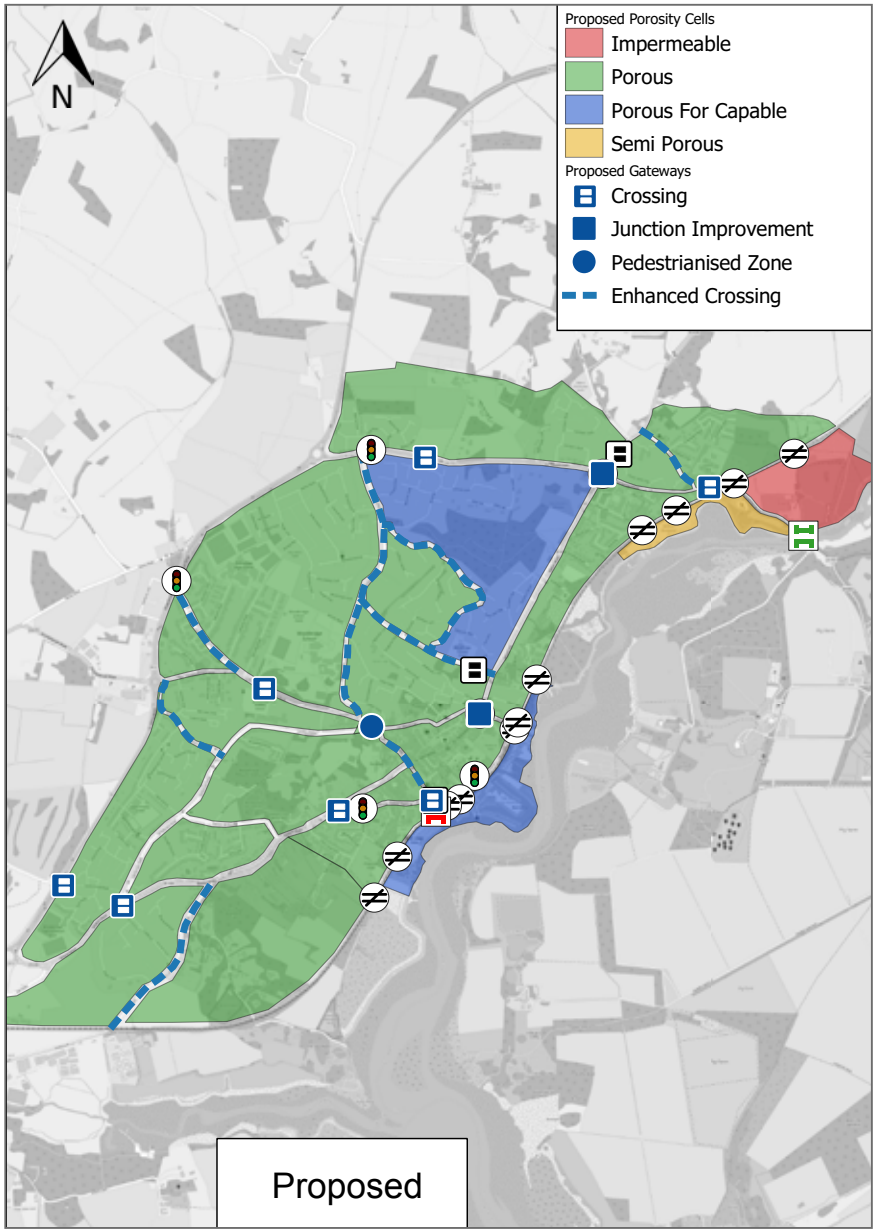
The overall proposal includes improved active travel crossings and new crossings with the additional removal of two significant internal barriers through traffic reduction. This significant increase in the number of gateways and management of internal barriers underpins our overall proposal and unlocks the active travel network. This provides major benefits that are demonstrated further through other tests and measurements.

Porosity

The impact of our proposals on porosity in Woodbridge and Melton is significant. The combination of new and improved crossings for people cycling, walking and wheeling, and the changing of traffic conditions removes barriers to active travel across the project area. These improvements, combined with improvements to active travel provision along the A12 to be delivered as part of the MRN scheme transform the area for active travel. The joined up high quality walking and cycling network provides porosity across the Woodbridge and Melton area.

Figure 45: Plan showing outcome of proposals on cycling porosity

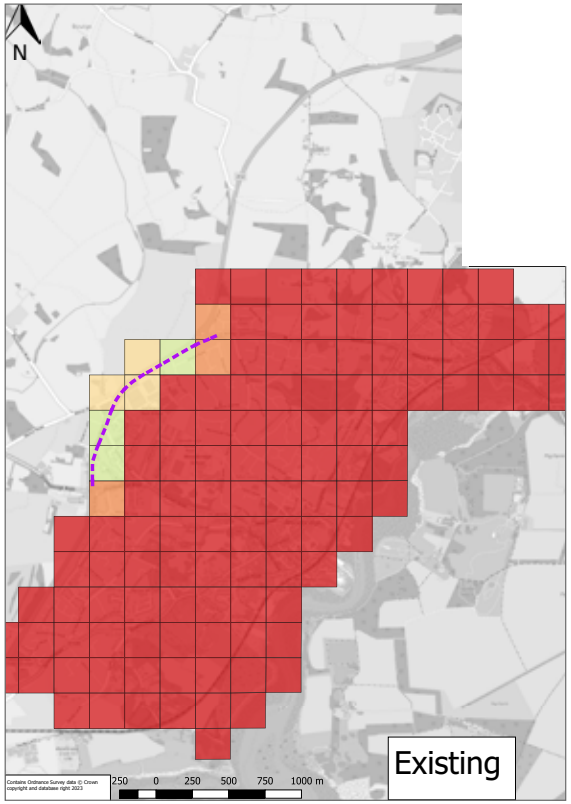




Cycling Mesh Density

Cycling mesh density is significantly improved. The combination of improved existing, and new gateways for people cycling means a significant improvement in mesh density. Management of through traffic, particularly in the northern and southern areas, has meant a transformation of the cycle network. These proposals create low traffic environments across the entire north and south project areas except the main through routes and access roads meaning most of the local network is suitable for cycling. When combined with the introduction of improved and new crossings over main roads, and protected space along them, this creates a high-quality town-wide cycling network.

Figure 46: Plan showing outcome of proposals on cycling mesh density

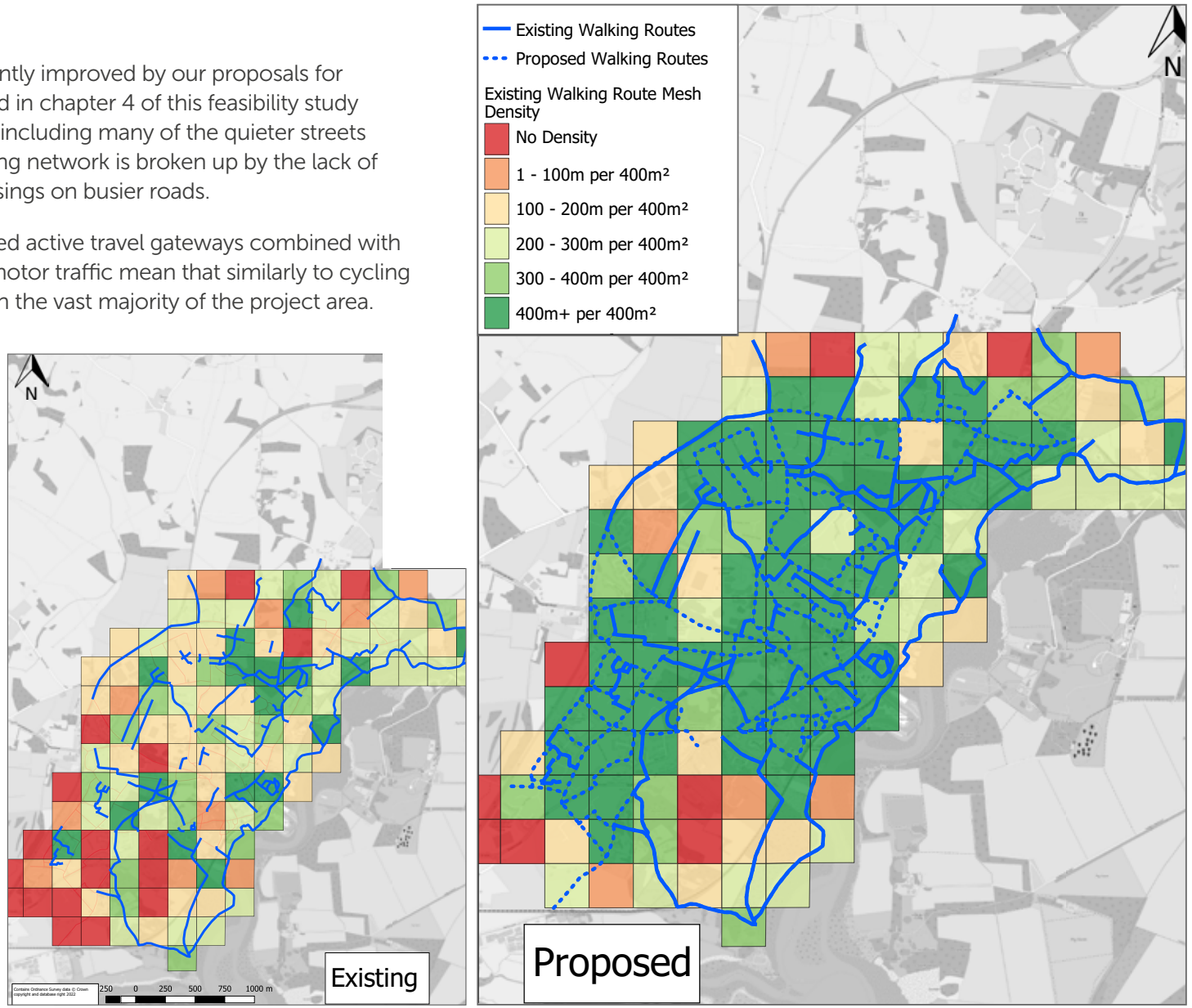


Walking Mesh Density

Walking mesh density is also significantly improved by our proposals for Woodbridge and Melton. As discussed in chapter 4 of this feasibility study whilst there are many walking routes including many of the quieter streets in Woodbridge and Melton, the existing network is broken up by the lack of footways in some locations and crossings on busier roads.

The combination of new and improved active travel gateways combined with the removal of available rat runs for motor traffic mean that similarly to cycling the walking mesh density is good with the vast majority of the project area.

Figure 47: Plan showing outcome of proposals on walking mesh density

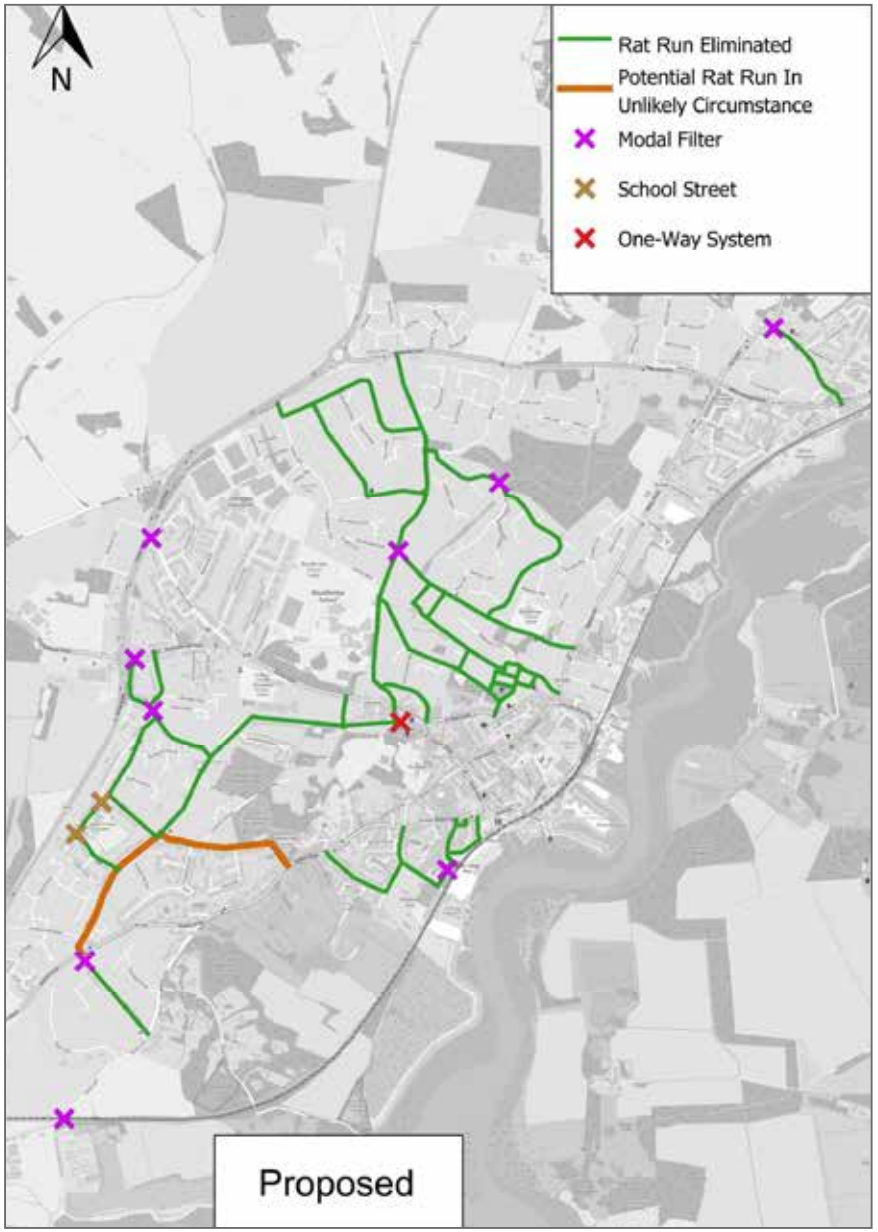


Rat Runs

Arguably, the most significant impact of our Woodbridge and Melton Mini-Holland proposal is the removal of the rat runs across the project areas. The proposed modal filters create low traffic neighbourhoods across all cells. This means that the entire road network in both areas becomes suitable for use by people wanting to walk, scoot or cycle.

The removal of the rat runs and ability for motor traffic to travel through these residential areas also enhances resilience of the local road network and provides opportunities for placemaking through the reallocation of road space. The former rat runs, previously some of the fastest and busiest roads in the project area become local access roads, places to spend time, key active travel corridors and parts of the local active travel network.

Figure 48: Existing and proposed rat run interventions



Permeability

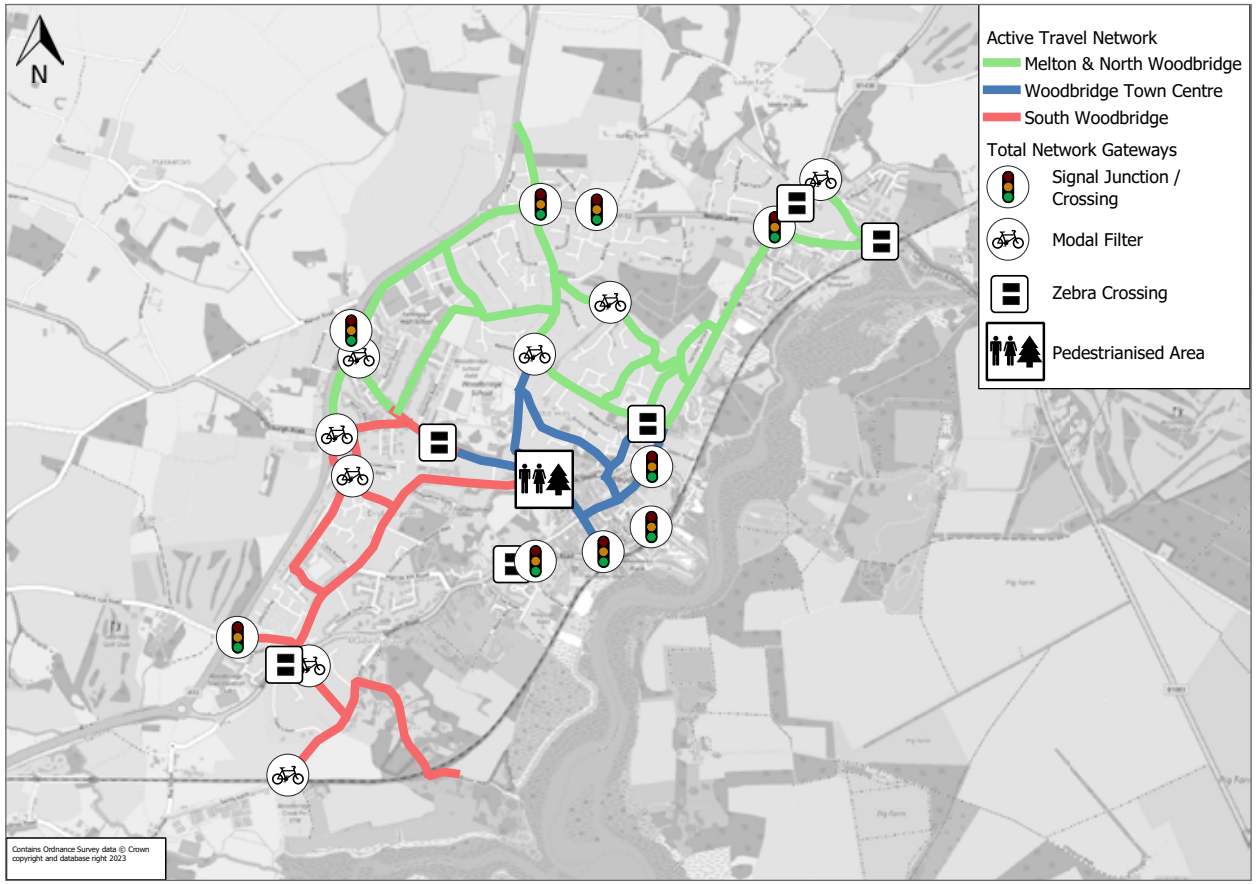
Our Woodbridge and Melton Mini-Holland plan includes a wide range of improvements that address existing issues related to motor traffic whilst importantly also providing more space for people to travel actively or spend time.

The impact of our proposals on the local active travel network are significant, enabling walking, cycling or wheeling to become the natural choice for shorter trips. The combination of measures that address existing issues associated with motor traffic, whilst providing high-quality walking and cycling routes will transform the active travel network, linking the northern and southern areas with the town centre and a local network to support short walking, cycling and wheeling trips.

The network will make the entire area permeable to active travel, utilising new active travel corridors and improvements to crossings across the A12 to unlock journeys beyond the project area, connecting to public transport hubs, and park and ride locations.

Our core active travel route will extend from Sandy Lane in the south through Woodbridge's historic centre and on into Melton. The proposed active travel corridor along Melton Road and Wilford Bridge Road will initially connect Melton Station with Woodbridge which will unlock the northern project area

Figure 49: Active Travel Network



but there is also scope to extend this route east toward Sutton Hoo, Rendlesham and the Suffolk Coast AONB.

The implementation of the improved north-south active travel connection would also provide the opportunity to realign NCN 1. The revised alignment to a new north-south, traffic free or low traffic connection through the entire project area and beyond, aligns with the aims and objectives of the Transport East Transport Strategy and the country-wide National Cycle Network review.

11. FINANCE, PROJECT MANAGEMENT AND DELIVERY

This chapter sets out what the financial ask is for the project and provides some high-level indication of how the project will be managed, delivered and how risk has been considered.

Financial ask

The proposed cost of delivering the full package of measures set out in this feasibility study is £17.4 million. This is a significant sum but represents the level of ambition that Woodbridge and Melton seek. It is a figure compiled using comparable costs from similar infrastructure (scale and complexity in the locality) and a series of supporting and complimentary measures. This together with costs for project management, developing the designs, project risks, inflation, optimism bias and delivery contributes to the total ask.

Area	Cost of interventions – (costs include: construction, contingency 20% and inflation 15.6%)
Melton & North Woodbridge	£6.3million
Woodbridge Town Centre	£6.5million
South Woodbridge	£2.9million
Complementary measures and other project costs	£1.7million
Total project cost	£17.4million

All figures are rounded.

Funding

It is recognised by Suffolk County Council that the cost of this project represents a significant allocation by Active Travel England. In order to support and shows the County Council's commitment to the project they will pledge to provide 10% of the total project cost in funding over the duration of the project. Based on the total costs detailed above, that equates to £1.7million, therefore the ask to Active Travel England for this project is £15.7million.

In addition, the County Council are proposing that they can additionally support the project by offering some staff resource to assist with the delivery of the project (some project management roles and in part support the development of design – in house and utilising Strategic Delivery Partner) and with delivering some wider behaviour change and complementary measures within Woodbridge and Melton not included as part of this package. These include, electric vehicle charging points, electrification of Council vehicles serving the town, potential to develop a mobility hub for hiring of EV car club vehicles, an EV bike hire scheme, developing and promoting cycle tourism within the town (places to visit and stay) and a shopmobility scheme for less physically mobile members of the local and visiting community to access local facilities and surrounding countryside/places of interest, such as the estuary.

Furthermore, a 20mph town wide scheme has been developed which can be implemented in various stages to support the Mini-Holland Project. The maintenance programmes for local roads and Public Rights of Way, traffic signals, lighting and repair and resurfacing will all be aligned to add value and support the Mini-Holland project.

There are other transport interventions which the Mini-Holland Project can share in the benefits to be realised from the A12 MRN scheme planned for the adjacent strategic road and the investment in walking and cycling for the west of Woodbridge and Melton as set out in Section 1. In addition, the East Suffolk Local Walking and Cycling Infrastructure Plan (LCWIP) (2021) identifies the Ipswich – Melton Key Corridor and seeks to provide a cohesive cycling and walking network, which maximises off-road routes and delivers improvements of the highest quality. The route encompasses the parishes of Rushmere St Andrew, Kesgrave, Martlesham, Woodbridge, Melton, Brightwell, Bucklesham and Foxhall. The East Suffolk Coastal Local Plan in its allocation of future development will provide relevant and proportionate funding to further enhance and expand the Mini-Holland project area, as well as provide wider connectivity to neighbouring villages.

Area	Interventions		Costs
	No.	**Type**	**Mitigation**
Melton & North Woodbridge	3	Interventions	£150,000
	1	Protected junction	£730,000
	1	Segregated cycle/footway	£800,000
	1	Toucan crossing	£185,000
	1	Raised table junction	£125,000
	1	3m wide cycle track	£1,700,000
		Complementary measures	£165,000
		Landscaping	£500,000
		Monitoring and evaluation	£100,000
Woodbridge Town Centre	2	Northbound enforcement and raised table	£940,000
	2	Mid-size junction improvement	£190,000
	1	Junction change and landscaping	£75,000
	1	2m footway widening	£300,000
	1	Pedestrian/cycle crossing	£25,000
	1	Parking changes (works only)	£11,000
	4	One-way conversion (works only)	£9,000

Area	Interventions		Costs
	No.	Type	Mitigation
Woodbridge Town Centre	1	Public realm improvements & road closure	£1,100,000
	3	Toucan crossings	£555,000
	2	ANPR & signage	£50,000
	1	Cycle prioritised signals	£750,000
		Complementary measures	£165,000
		Landscaping	£500,000
		Monitoring and evaluation	£100,000
South Woodbridge & Riverside	4	Modal filter	£200,000
	1	Modal filter - basic	£9,000
	3	Raised table	£150,000
	1	School Street	£50,000
	2	Pedestrian/cycle crossing	£50,000
	1	Right turn ban signage	£2,500
	1	3m wide cycle track	£520,000
	1	Access to MRN crossing	£20,000
		Complementary measures	£165,000
		Landscaping	£500,000
		Monitoring and evaluation	£100,000

* Construction costs, which are indicative and rounded and do not include all projects costs and assumptions.

Similarly, funding via the Local Transport Plan and the Capability and Ambition Fund will also be used to enhance and develop the network of walking and cycling routes and those complimentary measures support and encourage their uptake and substantiate modal shift. Working with Network Rail and the local train operating companies to secure improvements to access to rail stations (including removal of level crossings and replacement with accessible bridges) and access and storage on trains for cycles.

A more detailed breakdown on the financial ask from ATE is set out below for each of the project areas. The areas and the number and types of interventions have been summarised and give indication of scale of the costs and what they include. These figures exclude the contingency (20%) and the inflationary figure (15.6%) which is applied across each area.

Financial assurance

A detailed breakdown of how the proposed budget will be allocated in terms of both capital and revenue is included. There is also a list of all other costs associated with the project delivery, including the complimentary measures. It is acknowledged that at this time the construction costs are an estimate, based on concept designs which have been benchmarked against other local and national comparable interventions and using the previous experience of Suffolk County Council in procuring and constructing interventions of a similar scale.

Also, it is acknowledged that the collection of data (to be a part of the Monitoring and Evaluation of the project) is included in the overall ask to assess and be assured of the benefits to communities of Woodbridge and Melton.

It is anticipated that some individual scheme elements are to be taken forward outside the Mini-Holland programme, if needed.

These include:

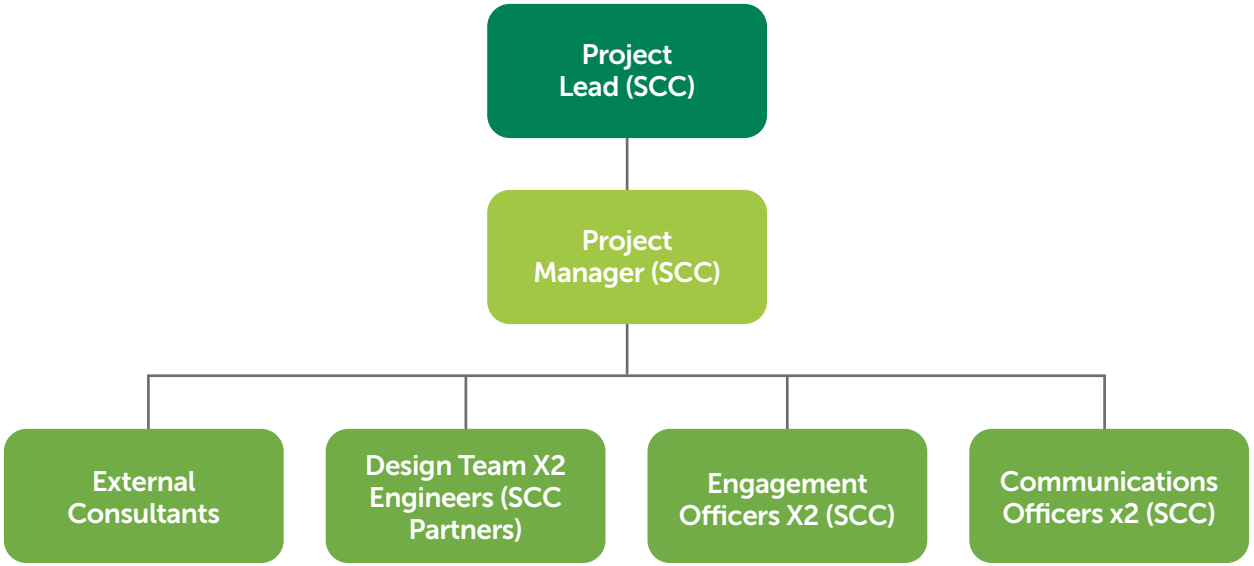
- Town Centre elements in terms of the quality of materials used. The higher value specification to come later, value engineering in the short term, use of trials and monitor and evaluate to ensure final design and material selection is sustainable in terms of sourcing, maintenance and acceptance.
- NCN crossing over Ipswich Road – and review of route with Sustrans and any other funding sources.
- Reduce complimentary measures or offer them over a phased period. Use of trialling to establish best fit.
- Separate 20 mph zone into segments, to align with both engagement and to enable delivery as a phased programme.

Project Management

Suffolk County Council realises that to ensure the project is delivered effectively it will need to resource the project accordingly. Whilst the feasibility study phase has seen officers deployed to deliver this, it will need a dedicated team to realise the full benefits should funding be awarded.

This organogram offers a possible structure that will be required as a minimum and that will be supplemented with external resources in the form of consultants, designers and other specialist contractors as required. The cost for providing the resources set out below is included in the full financial ask as previously set out with managers and senior officer involvement offered in addition at no cost to the project.

A robust Governance structure (which has already been established) with a Project Board in place will continue to provide authority and accountability through the on-going development, design and engagement of the Mini-Holland Project. The Governance structure will include elected members of all levels (Parish, District and County, with MP support) together with a Senior Responsible Officer from Suffolk County Council accountable for financial sign off and authority to spend.



At the outset a Project Management Plan (PMP) under the guidance of a Project Manager and supporting Project Team would be set up and organised. The PMP would cover the following:

Project Aims	What does the Mini-Holland Project aim to deliver? Project aims to deliver more cycling and walking infrastructure, enhanced sense of place/public realm, behavioural change supported by complimentary measures to encourage and support a more physically active community in Woodbridge and Melton.
Project Outcomes	Modal shift (more walking and cycling daily) reduced carbon emissions by reducing car journeys within Woodbridge and Melton, improved air quality and safer streets for all the community and those visiting Woodbridge and Melton. Outcomes to be evidenced by the data collected in the monitoring and evaluation plan.
Project Schedule	Programme of the key tasks and activities to be undertaken, who is responsible for them, by when (timescales and key milestones) and interdependencies and relationships between tasks and activities.
Resource Requirements	Time, budget, resources (equipment and people) required to deliver the project outputs and outcomes.
Communications Plan	Identifying key stakeholders, those with most interest and influence, RACI (-responsible, accountable, consulted and informed) matrix, the how, when and how frequent stakeholders need to be communicated with and how to receive and utilise their feedback/input/views.
Risk Management	Developing a risk register to identify, mitigate and manage risks to delivering the Mini-Holland Project.
Quality Management	Ensuring quality is managed and assured throughout the Mini-Holland Project. This will be achieved by using Quality Control by ensuring: compliant designs using, Suffolk Design Guide and Conservation Area Appraisal others to form a Woodbridge and Melton Mini-Holland Basis of Design, for all designs to ensure value for money, quality and design compliance with LTN 1/20. Assurance Framework/ ATE critical friend/ advice). Quality assurance. – the confidence in the outputs – interventions.

Delivery plan

This is a high-level programme that can be subdivided to each of the suggested LTN areas.

Milestone	Start date	End date	Duration (months)	Comments
Feasibility Study	June 2022	Medium	10months	Includes scoping and early feasibility for Mini-Holland bid submission. Would include key early engagement stages and events.
Early Concept Design	Nove 2022	Medium	6 months	On going engagement and outline costs and confirmation on delivery.
Concept Design	May 2023	Medium	6 months	Would include key engagement stages and events.
Detailed Design	Dec 2023	Medium	6 months	Includes statutory consultation process.
Implementation/ Construction	Some early construction Spring 2024 Summer 2024	Spring 2025	12 months	This is an assumed window for majority of works. Some larger projects may take longer and quick wins may also be deliverable in advance. Also includes time for statutory consultation.
Project Completion	Summer 2025	Medium	Medium	Includes snagging and baseline monitoring.
Post Implementation Monitoring	Spring 2025	On going	Annually	It is hoped that monitoring equipment such as pedestrian and cycle counting equipment, quantitative and qualitative survey data (businesses, schools, key groups), AQ data, health indicators, would enable on-going monitoring of the benefits of the Woodbridge and Melton Mini-Holland Programme.

Phasing of interventions into smaller packages

The delivery of the interventions and complimentary measures could be divided into a series of smaller packages, phased over a long period of time to give assurance over affordability and deliverability. This could give a prioritised focus to a single area – selecting one of four identified areas (Melton, North Woodbridge, Woodbridge Town Centre and South Woodbridge) and one or more of the active travel routes (Melton Road, Bredfield Road, California Road) and build upon this in distinct phases.

One example is the potential for trialling motorised traffic restrictions on Sandy Lane, using a temporary modal filter and some monitoring equipment to assess the level of cyclists and alternative routes that traffic uses.

Risk Management

Even at this early stage in the project, it has been important to identify where the significant risks are and outline how these would be managed. The table below sets out what we consider to be the top six risks for the programme with proposals for how these will be mitigated.

An extensive risk management plan would require review early on in the project lifecycle to ensure all relevant risks have been identified and recorded and the necessary risk owner/s have set out measures to mitigate or transfer the risk/s. The risk management plan would be regularly reviewed on a monthly basis by the Project Manager and Project Management Team for the Mini-Holland Project.

No.	Risk Description	Likelihood	Impact	Mitigation
1	Funding not secured for the project. Funding for all or part of the scheme is not secured through failure to deliver a successful bid.	Medium	High	Ensure proposals remain a firm commitment and seek funding from alternative sources should this bid be unsuccessful. Also, deliver some small-scale elements with the SCC match funding as a first phase. Continue to prioritise the delivery of the LCWIP and some complimentary measures.
2	Change in political support. Support for the Mini-Holland Project is high amongst current political representatives; local elections are in 2023.	Medium	High	Develop a robust engagement strategy and communications plan. Make information easily available by various methods/ channels.
3	Lack of public or business support when wider engagement commences	Medium	High	Ensure feedback is gained and used to direct the co-design of final schemes/ measures.
4	Escalating costs. Currently high inflation and rising costs of materials and resources.	Medium	High	Phasing of project to manage cost fluctuations. Project planning/management to ensure costs are monitored, use of value engineering on schemes.
5	Inter dependencies with A12 MRN scheme (active modes) having a negative impact on impact of the project.	Medium	High	Reduce the scale of the Mini-Holland proposals to stand alone from the A12 MRN (active modes element) and focus on internal rat runs and severance.
6	Consents and permissions	Medium	Medium	Deliver elements within the control of the Highway Authority and not requiring third party land or planning permission.

Targets

This feasibility study is aiming to reduce the high levels of inactivity with Woodbridge and Melton and get more people active, rather than increasing the activity of a small number who may already walk or cycle. As previously mentioned, inactivity levels amongst adults in Woodbridge are currently at 44%, and children equally are not as active as they can be in terms journeys to school – and 21.4% of primary school children are overweight or obese. The Mini-Holland Project seeks to encourage active travel choices through new infrastructure and support making those choices by the complimentary measures outlined. This will have a direct impact upon the community's activity levels and reduce the impact that inactivity has on mental and physical health.

The Mini-Holland Project is also aimed at creating and enhancing what already is an attractive and historic market town, allowing it to thrive with a contemporary feel. Using electric bikes and vehicles to serve the local market will support and enhance the existing sense of community and place, ensuring that the aging population can stay active, independent and participate in the community. It will also encourage all school children to walk, scoot or ride to school, lowering childhood obesity, reducing congestion outside schools, making school streets safer and supporting young children to be independent. The Woodbridge and Melton Mini-Holland scheme would expect to see a mode shift up to 20% to active modes.

A list of potential interventions has been set out below. The list is not definitive, nor is it exhaustive, it is however, a clear indication of the number and types of interventions required to make the Mini-Holland proposal viable and deliverable within Woodbridge and Melton. The interventions are based in project areas, along active corridors and demonstrate how to improve porosity, reduce rat running and improve the area for walking, scooting and cycling. The interventions will through further engagement be better defined, amended and supported by those whom they will benefit the most.

Assessing the benefits

There are a number of ways to assess the benefits to be realised in the communities of Woodbridge and Melton through the delivery of a Mini-Holland Project and the level of investment asked from this feasibility study. Traditionally, methods of quantifying the benefit to cost ratio (known as the BCR) has been the principal method used to demonstrate value for money and justify investment. An attempt is made to monetise all impacts of a scheme and produce a benefit cost ratio (BCR). It is very difficult to monetise some impacts. The non-monetisable elements of a Mini-Holland programme includes other positive benefits: schemes frequently provide improvements to severance, security, and accessibility or travel options available. Beyond these there are the benefits to the wider environment already highlighted.

The Active Mode Appraisal Toolkit (AMAT) produced by the Department for Transport, uses a spreadsheet to assess the overall benefits and costs of proposed cycling and walking interventions, ranging from capital investments to behaviour change programmes. AMAT quantifies a wide range of potential benefits of cycling and walking interventions. Typically, health improvements represent over 50 percent of overall intervention benefits, with journey quality and mode shift impacts comprising around 30 and 20 percent respectively, these proportions can vary considerably depending on an intervention's characteristics.

However, the range of interventions with the AMAT toolkit and limited scenarios to select are longstanding, not as applicable with current inventions being designed as a result of LTN 1/20 and those included with the Mini-Holland Guidance.

As an alternative, the Health Economic Assessment Tool (HEAT) designed by World Health Organisation (WHO) assessment of the impacts gained by investing walking and cycling.

The HEAT estimates the economic value of reduced mortality which can be attributed to increases in walking and cycling. HEAT can be used to compare before and after scenarios of levels of walking and cycling to assess benefit to cost ratios also. It is proposed to use this methodology in assessing the benefit to cost ratio of the interventions listed in this report throughout the development and delivery of the Mini-Holland Project.

In addition, the following non monetised benefits will also be assessed and evaluated to gauge their impact on the overall benefits of the interventions set out. These include:

- **Ambiance benefits**
  Ambiance sets the character, quality, tone and atmosphere of a neighbourhood. Reducing traffic flow and creating a quieter environment, enables communities to spend time on their street – stopping for a chat or sitting on a bench – and creates more spaces and opportunities for children to play safely whilst being overlooked by others being outside and engaging with others in the community.
- **Noise reduction**
  Streets without through traffic are quieter as fewer vehicles use them – and those that do tend to be driven at slower speeds. A quieter environment, less noisy is linked to improved mental health, better sleep and benefits to overall wellbeing. Windows are able to be opened in the summer and the community can sit out, garden, wash the car and have conversation with neighbours.
- **Air quality**
  Reducing road traffic can contribute to improvements in air quality, specifically the removal of through traffic numbers within the town, which otherwise should be assigned to the A12 Strategic Route Network. The reduction in traffic numbers, queuing and or stationary traffic, can have positive impacts on air quality and the desire to be outside.
- **Planting and landscaping**
  Contributes to the ambiance of a location and the creation of healthier and more pleasant streets where the community want to visit, dwell, meet people and be active. Planting and landscape are well documented as having positive impacts on both mental and physical health.
- **Reducing social isolation**
  Ensuring that our communities are inclusive and accessible places for all members of the community to make use of, especially those with a disability or impairment.

Included below are examples relating to relevant studies/research which have been undertaken in the UK to demonstrate some of benefits which investing in active travel infrastructure and complementary measures.

The Pedestrian Pound Study (updated 2018) illustrates by use of case studies that there is a growing body of qualitative and case study evidence which, when evaluated alongside the available quantitative data, shows public realm and active travel investments deliver significant, cost-effective benefits to consumers and businesses. Quantitative however is more difficult, and evidence is harder to find.

The availability of car parking is often quoted as the answer to struggling high streets, however this is not supported by available research. Studies have linked the quality of public spaces to people's perceptions of attractiveness of an area, contributing towards their experience, pleasure and influencing where and for how long they chose to dwell and shop.

Retailers have been shown to hugely over-estimate the importance of the car for customer travel. More people walked, cycled or came by public transport than retailers realised. Case study evidence suggests that restricting traffic does not reduce the number of customers. Tourists, similarly are greatly affected by the look and feel of a place and are seeking an experience rather than the ability to park directly within sight of their destination.

Case study evidence - traffic management and public realm improvements in Kelso, in the Scottish Borders increased town centre footfall by 28%. This as a settlement is smaller than Woodbridge and Melton (6,000 inhabitants and a historic centre) and is not a large urban area, or a London / city case study as often used. The Council invested £1.8 million in a programme of town centre improvement works, including a new traffic management system and improved provision for pedestrians, including re-surfaced and expanded footways and new crossing points.

Sustrans Research and Monitoring unit, undertook a review of the evidence between July and December 2018, on behalf of the Department for Transport (DfT) as part of strategic support provided under the Local Cycling and Walking Infrastructure Plan (LCWIP) programme.

This study covers a number of common misconceptions associated with active travel investment:

- Reallocation of road space will cause traffic dispersal to neighbouring roads and merely shift congestion. There is published research on theoretical and modelled use of space, stating that moving from car to cycling or walking in fact can ease congestion.
- Removing car parking spaces will harm the local economy. Retailers over-estimate the contribution of drivers to footfall. A review of the value of cycling for the Department for Transport found that per square metre, cycle parking delivers five-times higher retail spend than the same area of car parking (Rajé and Saffrey, 2016)

In August 2022, the Bicycle Association noted that the one growing area in the UK cycling market is e-cargo bikes, sales of which increased by 37% in the 12 months to May 2022, compared with the previous year. A global industry report published in November stated that the cargo bike market was valued at $US1 billion in 2022, and is projected to grow by at least 10% between 2023 to 2032.

12. CONCLUSION

A market town of the 21st century needs to be focussed on a transport network which caters for all the community, and its visitors. This means that is must be permeable without severance and needs to be capable of adapting to current and changing economic, social and ecological trends.

People are becoming more alive to the need for walking, wheeling and cycling locally in response to the environmental, health and financial benefits they provide versus driving. In order to enable them and encourage more people to walk and cycle, they need infrastructure to help develop these habits, as well as behavioural and complementary measures to sustain them.

These principles apply to Woodbridge and Melton. Both areas provide key services for its community and an attraction for visitors – where people should be able to walk, wheel or cycle to the shops, work, school and attractions. The areas also provide fertile ground for commerce, in which businesses are embedded within the community, where people buy local produce and access services. From the evidence that has been gathered and the assessments Suffolk County Council (in conjunction with support from WSP and Bespoke Transport Consulting) have undertaken, Woodbridge and Melton are ideal locations for a Mini-Holland transport intervention. The areas will provide the first example in the UK of a rural/urban Mini-Holland. This presents an exciting prospect for both Suffolk County Council and Active Travel England to gain a detailed understanding of the benefits that active travel in market towns can deliver not just from a transport perspective, but also from an economic, health and social perspective.

The Love Woodbridge and Melton Mini-Holland concept has been tested with local people, politicians, businesses and other key stakeholders – who support the Mini-Holland Project and the exciting prospects that it brings for Woodbridge and Melton. Our plan is to continue to build upon that support and enable local people and stakeholders to continue to shape the Mini-Holland Project. This includes listening to the views of more hard-to-reach groups such as disability groups – so that the project is accessible to all and that new opportunities can be harnessed.

The Mini-Holland Project would be further enhanced by committed projects such as the Major Road Network bid, but also development, such as local schemes in central and south Woodbridge; schemes in neighbouring villages; and major development such as Sizewell C. Such developments present a huge opportunity to both expand the Mini-Holland, spreading the benefits wider, and further enhancing the connectivity of Woodbridge and Melton. In addition, the Mini-Holland scheme complements Suffolk County Council's health, environment, public transport and travel planning projects, as well as third party projects, such as East Suffolk Council's Cycling and Walking Strategy and Sustrans review of the National Cycling Network.

Enabling easy and safe active travel has shown to be financially beneficial to both businesses and the individuals within the community. The evidence for developing active travel networks is growing and demonstrates a wide range of benefits.

It is our belief that the implementation of a Mini-Holland Project in Woodbridge and Melton will have a positive transformation on the lives of people who live and visit there, and the businesses that trade there. Love Woodbridge and Melton brings the prospect of placemaking – creating better spaces for people who want to meet, enjoy and spend time and money in the areas. Through better connectivity and spaces, people will be given the opportunity to enjoy a wider area – giving what was hard to reach businesses greater access to trade.

The case for investing in Woodbridge and Melton is therefore clear and further strengthened by the proven track record of Suffolk County Council in similar scaled levels of investment. Last year when Active Travel England invited all local authorities to do a self-assessment of their own performance on delivering active travel and identify their level of attainment. Suffolk County Council were confirmed as having a performance level of 23, illustrating strong local leadership and support, with adopted plans and an emerging network. Suffolk County Council aspire to achieve a higher level going forward. The County Council is able to demonstrate its ability to deliver active travel improvements through a range of projects. We have consistently been successful in being granted more than our original allocations from the Emergency Active Travel Fund, Active Travel Fund 2, and Active Travel Fund 3. We are currently preparing a bid for Active Travel Fund 4 funding.

We continue to deliver high quality improvements to our network that enable people to convert journeys from private motor vehicles to walking, wheeling and cycling. These include a range of measures such as providing light segregation to encourage people to walk and cycle more during the pandemic, reallocating road space at Ipswich Waterfront and installing a number of modal filters across Suffolk. A few examples of these interventions are set out in the appendices. Many of these schemes were installed using Experimental Traffic Orders and through continuous positive engagement with residents, the schemes have been made permanent from either our Local Transport Plan funding or Active Travel Fund 2 funding.

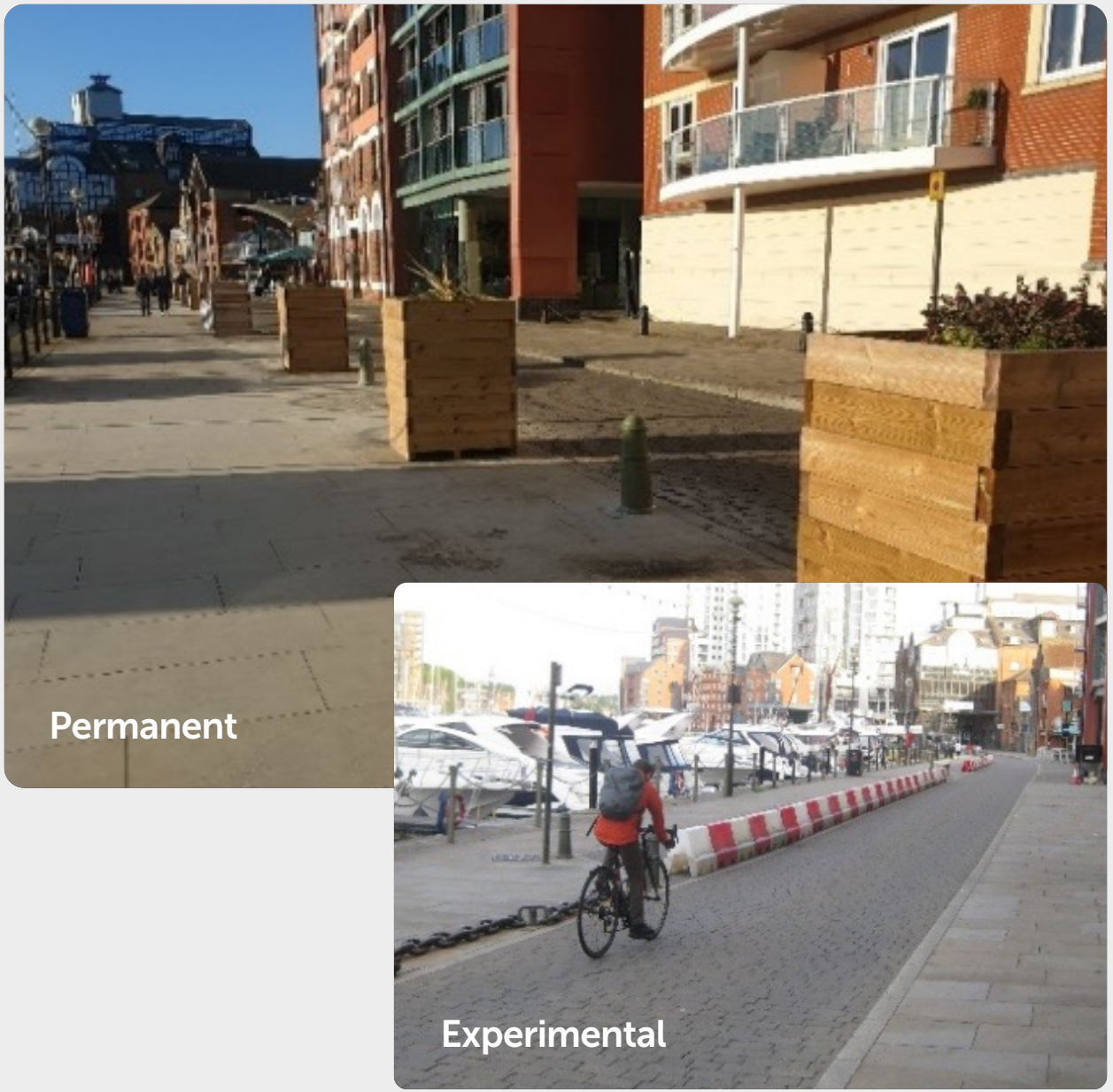
Securing the funding and delivering a Mini-Holland Project in Suffolk will enhance our ambitions to facilitate active travel in Suffolk and we expect that a project of this nature, in a market town, will act as a fantastic example for Active Travel England and Suffolk to showcase what is possible for other such rural settlements across England.

APPENDICES

Appendix A - Case studies

Ipswich Waterfront

This is a location where walking and cycling were already popular choices however pre-pandemic the area was accessible by motor vehicles with limited waiting parking available. As an experimental measure during the pandemic we reallocated road space to increase the width of footway, see photo on the left, which through consultation and funding from the Active Travel Fund 2 we have now made permanent, see photo on the right.



Wellesley Road, Ipswich

This is an example of a typical modal filter that we installed. It's on a key route between Ipswich town centre and the hospital on the eastern side of the town. The rail bridge is narrow and despite having a motorised restriction, making the road one-way a few years ago, it was still being used as a rat run to avoid the main roads into town. During the pandemic we installed this modal filter, initially as a trial, see photo on the left and after a successful trial made this permanent, see photo right.

Appendix B – Supporting Statements

"Adnams is really excited about the prospect of the Mini-Holland project in Woodbridge and Melton and we are pleased to support it. There are so many benefits to walking and cycling. Better health and wellbeing, less congestion and pollution and an increase in the local economy. This will see the area prosper and flourish for residents, visitors and business owners alike."

Sadie Lofthouse, Director of Culture and Performance at Adnams

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"Kyson School is really excited about the Love Woodbridge and Melton project.

"As a school we encourage our families to use greener modes of transport by carrying out activities about air quality, active travel and road safety including cycle training, pedestrian skills training and behaviour change. Therefore, anything that supports this, promotes heathier travel choices and makes journeys to and from school safer for our children we will support."

Fiona Fossett, Kyson Primary School

"Melton Parish Council is very supportive of this project which aims to provide a holistic approach to improving access to an area for walking and cycling, whilst also balancing the needs of public transport and private vehicle users. The Council is well aware of the issues of speeding and limited safe cycling routes within Woodbridge and Melton and hopes that this project will help to address these, whilst encouraging a more active lifestyle."

Melton Parish Council

"Active Suffolk are really pleased to be supporting the Love Woodbridge and Melton project. The opportunities healthier streets provide for residents and visitors will see the area continue to thrive and flourish. Encouraging walking, scooting, cycling and wheeling in our local communities isn't just limited to benefitting our physical health but it also positively impacts the environment, our wellbeing and businesses in the town. We look forward to seeing people enjoy being active as more people friendly spaces are created in the town."

Shân Bendall, Active Travel Officer at Active Suffolk

"East Suffolk Council is fully supportive of the 'Love Woodbridge and Melton' project for the potential benefits that would arise for people living in, working in and visiting Woodbridge and Melton. The project has the potential to create safe, coherent, direct, comfortable and attractive environments for all users, especially those that are most vulnerable. Such environments could lead to improvements in mental and physical health and wellbeing, greater social interaction and play, more environmentally sustainable lifestyles, reduced road congestion, and increased economic growth.

"East Suffolk Council has prepared and adopted the East Suffolk Cycling and Walking Strategy. The Strategy identifies a number of cycling and walking infrastructure recommendations across East Suffolk and within Woodbridge and Melton, including as part of the strategic Key Corridor between Melton and Ipswich, as well as the various development sites established in the Suffolk Coastal Local Plan. It is hoped these

recommendations will be of significant value in the preparation of the Love Woodbridge and Melton project.

"Effective engagement is essential in ensuring the project is best placed to realise the many opportunities for Woodbridge and Melton, and for this reason East Suffolk Council looks forward to working with Suffolk County Council, the community and other stakeholders."

Head of Planning and Coastal Management, Philip Ridley at East Suffolk Council

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"Sustrans is pleased to see Suffolk County Council awarded funding to complete a feasibility study for a mini-Holland scheme in Woodbridge and Melton and look forward to working with the council to make this study a success.

"Woodbridge and Melton are well positioned to benefit hugely from this transformational funding that would see walking, cycling and wheeling made safer, easier and more pleasant for everyone, whilst addressing vital issues such as the climate emergency. The semi-rural nature of these communities sets this project apart from other urban studies within the pilot, providing the opportunity for Woodbridge and Melton to set the standard for similar communities nationwide."

Sustrans

"Transition Woodbridge is a community-led group that aims to strengthen the local economy, reduce the cost of living and prepare for a future with less oil and a changing climate.

"We strongly support the concept of the Mini-Holland Scheme. It will enable residents and visitors to travel easily around the town on foot or by bicycle since they will not have to compete with cars for road space. Currently, motorised traffic is allowed on all the streets within the town (apart from the very popular largely pedestrianised Thoroughfare). The speed limit for traffic within the town is 30mph and the pavements are extremely narrow. This creates obvious difficulties with pedestrians frequently being forced to step off pavements and into traffic, and bicycles having to share the limited road space with cars. The safety implications of this are huge, so that many people end up using cars to travel the short distance from one side of Woodbridge to another. Walking and cycling are an important aspect of physical fitness and mental wellbeing.

"Currently the traffic is very noisy and polluting. Even in a future of increased electric car use, cars will continue to create a physical hazard for pedestrians and cyclists, taking up space and restricting the number of people who can comfortably use the town's facilities.

"A Mini-Holland Scheme will also benefit businesses due to the creation of a much more pleasant environment which will in turn attract more visitors.

"The cost of travelling on foot or by bicycle is far lower than by car, enabling everyone to benefit from this scheme as well as reducing the local carbon footprint."

Transition Woodbridge

"The Suffolk Coastal Disability Forum was really pleased to be contacted about the Love Woodbridge and Melton project. It is important that the views of our members are considered when looking to improve the walking and cycling facilities and outdoor spaces in and around Woodbridge and Melton so the area becomes fully accessible to everyone. This includes people with mobility difficulties and people with visual impairments. We hope that Suffolk County Council's feasibility study receives funding, and look forward to working with the project team to progress the improvements."

Suffolk Coastal Disability Forum

"Woodbridge Town Council are very excited at the prospect of working with Suffolk County Council and Melton Parish Council on the Love Woodbridge and Melton project. The Council is committed to encouraging more sustainable modes of transport within the town whilst developing our core shopping and business areas for residents and visitors alike."

Woodbridge Town Council

"The Mini-Holland feasibility study for Woodbridge and Melton is a once in a lifetime opportunity for us. I believe it is vital that we make our streets safer to use and more welcoming for pedestrians and cyclists. Our Mini-Holland vision will make it easier for residents and visitors to enjoy Woodbridge and Melton and make the most of the many local shops and community initiatives.

"Changes could include redesigned junctions made safer for cyclists and pedestrians, cycle lanes on busy roads, reductions in the amount of traffic, especially through traffic, using residential streets and public realm enhancements including tree planting, pocket parks and pavement upgrades.

"Encouraging more people to choose to cycle and walk more often brings huge benefits, not only to the health and wellbeing of individuals but also the wider community and local economy."

Alexander Nicoll,
Suffolk County Councillor for Wickham
Deputy Cabinet member for Transport Strategy at Suffolk County Council

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"The results of the Mini-Holland initiatives in London have been recognised nationally for the very positive change they have delivered to the lives of local people and the areas they live in.

"I am delighted that Suffolk County Council has received funding to carry out a feasibility study to look at how a Mini-Holland scheme could be implemented in Woodbridge and Melton.

"This isn't just about walking and cycling. If the feasibility study is successful, it will create an inviting environment for all: providing the necessary infrastructure to enable people to walk, cycle and scoot on safe routes, whilst balancing access for public transport and private motor vehicles.

"Getting more people out and about improves people's health and wellbeing, creates better neighbourhoods and boosts the local economy. The Mini-Holland initiatives are also about enhancing public spaces and addressing the climate emergency, which should be a priority for all of us.

"This project has had my wholehearted support from the start, and I look forward to working with Suffolk County Council to deliver it."

Caroline Page, Suffolk County Councillor for Woodbridge

TRANSPORTEAST

Cllr Alexander Nicoll
Deputy Cabinet Member for Transport
Suffolk County Council
By email

Andrew Summers
Strategic Director, Transport East

E: transporteast@suffolk.gov.uk
W: transporteast.org.uk

25 October 2022

Dear Cllr Nicoll,

Support for Suffolk County Council's Mini Holland work

We welcome the funding Suffolk County Council has received so far to progress a feasibility study for a Mini-Holland project in Woodbridge and Melton and hope to see future funding to develop the scheme through to delivery.

All communities should benefit from infrastructure improvements to support active travel and this scheme is important to understand how changes to the street environment can increase walking and cycling outside urban centres. Market towns like Woodbridge are home to notable populations and are hubs for a wider community with thriving businesses, schools and services.

The Mini-Holland scheme will create a holistic environment enabling people to walk and cycle safely and easily, whilst also considering the need for public transport and motor vehicles. The scheme will improve people's health and wellbeing, and increase footfall to boost the local economy. All while reducing traffic congestion, helping to address the climate emergency.

Transport East is the lead Sub-national Transport Body for rural mobility and is developing a Centre of Excellence in the area. Our Transport Strategy has energising rural and coastal communities as one the core priorities, alongside decarbonising transport to net-zero by 2040. Within our Active Travel strategy we set a target for 3 Mini-Holland style schemes within the region by 2030. The Woodbridge and Melton project is exactly the type of initiative we need to see accelerated to make it easier for people to walk and cycle local journeys as often as possible.

We support this project and look forward to hearing a positive outcome on future funding.

Yours Sincerely

Andrew Summers
Strategic Director, Transport East

RT HON DR THERESE COFFEY MP
Member of Parliament for Suffolk Coastal
House of Commons, London SW1A 0AA
020 7219 7164 therese.coffey.mp@parliament.uk

Cllr Alexander Nicoll
Deputy Cabinet Member for Transport
Suffolk County Council
Endeavour House
8 Russell Road
Ipswich
Suffolk IP1 2BX

24th October 2022

Dear Cllr Nicoll,

RE: Support for the Mini-Holland scheme in Woodbridge and Melton

I was delighted to hear that Suffolk County Council received funding to deliver a feasibility study for a Mini-Holland scheme in Woodbridge and Melton.

If the feasibility study is successful, it will create a safe and inviting environment for all. It will provide the necessary infrastructure to enable people to walk, cycle and scoot on safe routes, whilst balancing access to the town areas for public transport and private motor vehicles.

More people getting out and about will lead to improvements in people's health, wellbeing, and social interactions. It will also reduce vehicle congestion, helping to address the climate emergency and the increased footfall will boost the local economy.

The marker town of Woodbridge, and its connecting village of Melton, sets it apart from the other urban areas which have been selected to produce feasibility studies for a Mini-Holland scheme. If additional funding is granted, it would put Woodbridge and Melton on the map nationwide as the first semi-rural community to deliver a Mini-Holland project.

Interaction and engagement with the local community is vital for the project's success and I look forward to being kept up to date on its development.

Yours sincerely,

Therese Coffey

Appendix C – Results of Community Engagement Survey

Summary

Suffolk County Council has sought the views of local people, businesses and school children to help inform the Mini-Holland Feasibility Study. Two public events were held in Woodbridge on 17th and 18th August to seek the views of members of the public and businesses about their preferred modes of transportation for getting around Woodbridge and Melton and their views on walking and cycling provision. Across the two-day event a total of 92 responses, through face-to-face interviews, were collated. Surveys were also sent to local schools to gather opinions on walking and cycling in Woodbridge and Melton. The results of the surveys are listed below.

Local Community Survey

Age and Gender

The highest proportion of responses received were from people preferring not to give their age, but collectively a high number of responses, 50%, were from people aged over 55 years old, as in keeping with the demographic of Woodbridge and Melton. 28% of respondents were between the ages of 18 years and 54 years old.

In terms of gender, there was a higher number of female respondents (48.91%) than male, with 22.83% preferring not to disclose their gender.

Views on what people liked about Woodbridge and Melton

109 responses were recorded (with 36 respondents choosing not to answer) to the question 'What do you like about the areas?'. The most frequently mentioned points, in order of frequency, were 'river walks', 'shops', 'attractive town', 'community feel', 'pedestrian Thoroughfare' and 'mobility friendly town'.

This demonstrates that people enjoy their local area, which includes their access to the River Walk; the local community; retail and business areas. It also demonstrated that people value the local services, such as schools and that the areas present as good candidates for a Mini-Holland scheme.

What do you like about the area? (73 answers in total)

Table 1: Number of Responses to Question: What do you like about this street area?

Number of responses	Issue
14	River Walks
13	Shops
10	Attractive
6	Pedestrianised Thoroughfare
6	Community Feel
6	Consents and permissions
5	Mobility Friendly Infrastructure
4	Quiet Town
4	Cycle Friendly
3	A12
3	Safe
2	Main Car Park
2	Limited Cars
1	Lively

Views on what transport improvements people would like to see in the areas

64 responses were received to the question: What could be improved about this street/area? with the highest number of responses demonstrating that people would like better cycle facilities to be provided. This was followed by a request for less traffic in the areas; more mobility friendly infrastructure; more pedestrianisation and better cycling etiquette in the areas.

It is clear from the responses below that the local community would like to see better space and provision for cycling and less traffic in the areas. In addition, they wanted to see areas that are currently considered to be hostile to mobility to be addressed.

What could be improved about this street/area? (89 answers in total)

Table 2: Number of Responses to Question: What could be improved about this street/area?

Number of responses	Issue
17	Better Cycle Infrastructur
14	Less Traffic
11	Mobility Unfriendly Infrastructure
6	More Pedestrianisation
5	Poor Cycling Etiquette
4	Overgrown/Untidy Routes
3	Better Public Transport
2	No Parking
2	Make A14 More Cycle Friendly

Any Other Comments? (52 answers in total)

Other comments were recorded from the surveys demonstrated support for Woodbridge and Melton to be more accessible. The following comments were recorded.

"Suffolk should be cycling county of the UK, great coast and weather."

"More parking needs to be introduced to enable people to visit Woodbridge."

"Cycle parking by river wall to encourage walking."

"Rickshaw needed in the town, really want to see the project happen. Support system in form of rickshaw could help disabled."

"More community groups for older people."

"Potential for school streets."

"Better parks for the children to play, like the German parks. Make them so the parents can spend a whole day there with the children, put even more equipment in them please. Would be great if the Kingston Park could have water fountains or a large paddling area like the Bourne Park. There is loads of grass area there to really make the park great. More organised family fun days in the Kingston park, rounders, games, food, music etc. Make Woodbridge fun!"

"More dropped curb points and smooth paths for wheelchairs and pushchairs."

Business Survey

11 businesses responded to the survey which sought views on what they liked about the local areas and what changes they would like to make.

The responses from the businesses were that they felt that the areas had a lot of potential and that they had a charm and quaintness about them, as well as suitable facilities for people who may have a mobility impairment. However, the majority of businesses who responded (7 responses) stated that they would like to see better pedestrian infrastructure and that the one-way system around Woodbridge should be addressed as it was being misused. One business claimed that they would like to see better infrastructure provision for cycling.

Any Other Comments?

Other comments were captured by the businesses and are listed below:

"Some large warning signage on the slipway by the museum would help as I've seen lots of people fall over on this during the summer period."

"Would love some more consideration for us as businesses to operate efficiently first and foremost and some common sense regarding getting deliveries."

"More cycle routes, no cycling through thoroughfare."

"Electric shuttle bus to pub gets beer delivered via Seckford Street."

Market Hill, Woodbridge

Primary School Survey

Surveys were provided to children of local primary and secondary schools to seek views on their walking and cycling routes.

29 responses were received, which demonstrated that the majority of children were using sustainable transportation to get to school.

Mode	Percentage
Walk Only	**44.83%**
Walk and Cycle	**37.93%**
Cycle Only	**3.45%**
Neither	**13.79%**

What do you like most about your route to and from school?

When asked what children liked most about their route to school, the majority of children said that they liked the views, that their travel mode was convenient and that they got social and health benefits, one comment stated:

"Seeing nature, being outside, bumping into friends, helping the environment by not driving, chatting."

Number of responses	Issue
15	The Views
7	Convenient
6	Social and Health Benefits

Table 3: Number of Responses to Question: What do you like about your route to school

What could be improved along this route?

When children were asked about what could be improved along the route, the majority raised the issue of poor pedestrian infrastructure followed by a need for cycle lanes and a reduction in speed and quantity of motorised vehicles.

Number of responses	Issue
13	Better Pedestrian Infrastructure
13	Speed and Quantity of Traffic
3	Cycle Lane

Table 4: Number of responses to Question: What could be improved along this route

Comments made by children and parents focussed on safety, with comments from two parents stating that the roads were unsafe for their children to walk and cycle on.

"The traffic. We don't trust out daughter biking to school due to the amount of traffic and at times the very slim footpath."

"Crossings are challenging. Pedestrian crossings and cycle lanes would be amazing."

"It's quite a dangerous road to walk down and going through the forest isn't viable for a pushchair."

"They would like to cycle unaccompanied but roads too dangerous."

"We do walk and cycle but mostly walk as its safer than cycling on roads."

"We try to walk as little as possible due to the covered and overgrown pavement in a long, quite busy street where there are a lot of tractors and trucks from nearby farms."

"It's currently quite scary to allow my children to cycle in Woodbridge because of the volume and speed of the traffic in and around the town."

"My child was crossing the Hasketon/ Grundisburgh Road on her bike and a car clipped her tyre. She is now terrified of cycling to school."

■ Parents suggested that designated safe cycle routes would encourage them to allow their children to cycle to school

"A cycle route would encourage me to cycle with my son. It's a very busy road to the school."

"Cycle paths separate to roads. Slow traffic down. Ban cars from parking near to schools at drop off/pick up times so all have to walk some distance."

"I would encourage my eldest to cycle if the roads were safer. They are particularly busy around Newham Ave/Peterhouse Crescent & Clare Avenue and further on at the Hasketon/ Burkett Rd/B1079 junction."

"It would be great if the route from Woodbridge to Martlesham was safer for children cycling, specifically the roundabout and hill next to the roundabout."