

# Active Travel Woodbridge

Phase 1 Consultation Summary 2024



# Active Travel Woodbridge

## South Woodbridge Consultation results 2024



**Active Travel Woodbridge**  
*Creating healthy, safe and connected communities*

Suffolk County Council have secured funding to look at ways to make it easier, to choose more active ways to get around Woodbridge. This has shown to benefit mental and physical health, improve air quality, reduce traffic congestion and noise pollution.

We are holding two drop-in information sharing events to find out more

**We need your feedback**  
Consultation is open. Please fill in the survey by scanning the QR Code  
Or find out more at <https://thewaytosuffolk.org.uk>  
The survey closes on **9th April 2024**.

SCAN ME

If you would prefer to fill in a hard copy version of a survey, please contact us via email or phone  
Email: [ATW@suffolk.gov.uk](mailto:ATW@suffolk.gov.uk)  
Phone: 0345 603 1842

**Sustrans** JOIN THE MOVEMENT **Suffolk** County Council

Suffolk County Council has secured £5m in funding for 'active travel' improvements in Woodbridge.

Walking, wheeling and cycling improvements support:

- More people to walk or cycle for short trips in towns and cities
- Encourage people to walk more
- Double the amount of cycling
- Increase the number of children aged 5 to 10 who walk to school

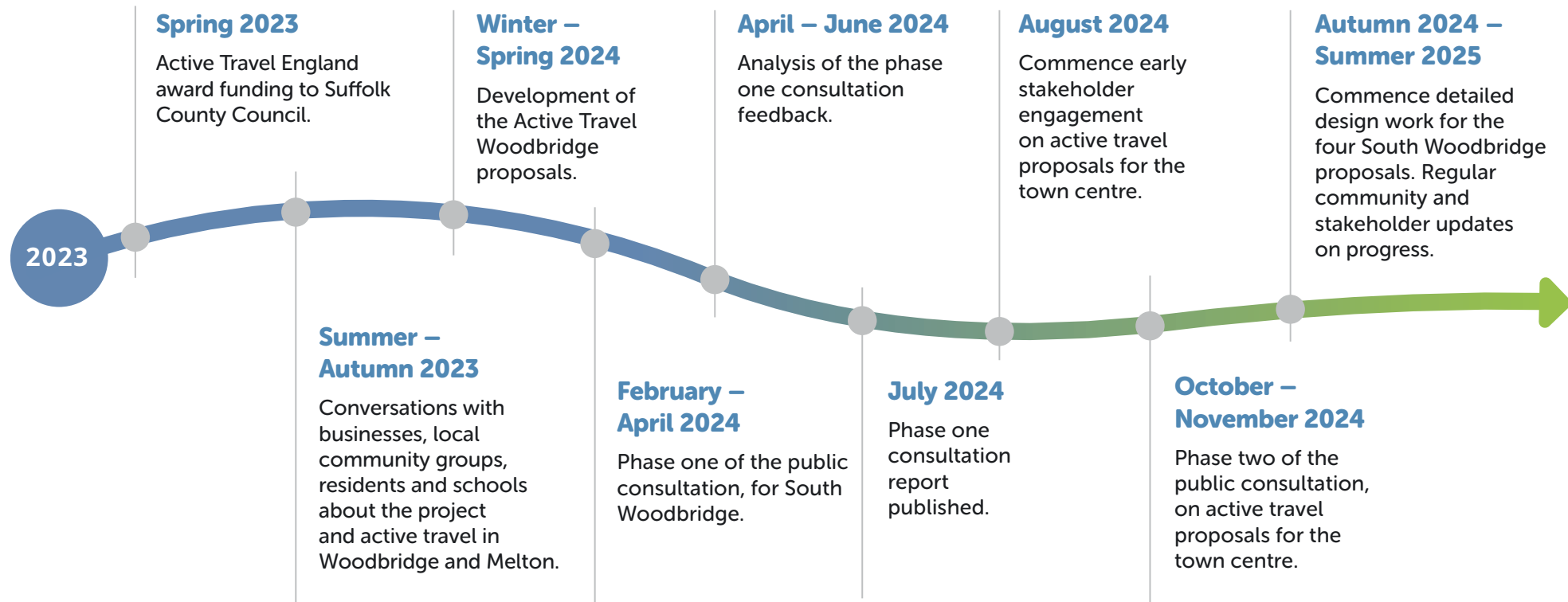
We are using this funding for active travel improvements in Woodbridge to improve pedestrian safety and provide better infrastructure so that it's easier to walk, wheel and cycle around the town

Between 12th February and 9th April 2024, we held the first phase of the Active Travel Woodbridge public consultation, during which we shared four plans for improvements in Woodbridge and invited your feedback. We held drop-in events, launched a consultation website, met with local stakeholders and worked with local school children and families.

This report summarises the feedback we received from you about the plans and explains how we have updated our plans based on your comments and suggestions. We would like to thank everyone who took the time to get involved and tell us their views.

The next phase of consultation for the Active Travel Woodbridge will focus on plans for improving active travel infrastructure and the public realm in the town centre. We will launch this consultation in the autumn of 2024.

# Project timeline:





# Active Travel Woodbridge

Active Travel Woodbridge aims to give people more travel options for trips to work, school or the shops, to enable more people to walk, wheel, cycle and scoot to get around town.

Known as 'active travel', walking, wheeling, cycling and scooting provides a range of benefits to people, places and the environment. Active travel can help adults and children to be more active and become healthier. Those that need to drive can do so on roads that aren't congested. Children can walk, cycle, wheel or scoot to school safely and on roads that aren't polluted. The government has recognised this and has set a target for 50% of all journeys made in towns in England to be by active travel.

Active travel infrastructure in Woodbridge – such as pavements, cycle lanes and roads - is not at a good enough standard to enable people to walk, wheel, cycle and scoot around the town. This means that whilst, on average, more people live within walking or cycling distance to their workplace in Woodbridge compared to similar towns in Suffolk, fewer choose to walk or cycle to work.

In Woodbridge, where 34% of residents are over 65, enhancing walking, wheeling, and cycling infrastructure could be of great benefit. Current issues like narrow footways, uneven surfaces, and lack of safe crossing points restrict access to destinations, limiting travel options and mobility. Improved infrastructure would ensure safer, smoother routes, promoting physical activity, social interaction, and independence. This would transform Woodbridge into a more age-friendly community, enhancing the quality of life for its older residents.



# The consultation

We wanted to make sure everyone could get involved in phase one of the Active Travel Woodbridge consultation and have their say.

The consultation invited feedback on four active travel proposals for Woodbridge:

- Old Barrack Road corridor
- Burkitt Road corridor
- Peterhouse Crescent improvements
- Introducing 20mph limits on several roads

These proposals were drawn up following the collection of traffic data and early conversations with the local community in 2022, the development of a feasibility study in early 2023, and initial engagement with businesses, community groups, residents and schools in Woodbridge and Melton later in 2023.



Here's how we invited people to take part in phase one of the consultation:

- Two public consultation drop-in events (at St Mary's House, 11 Market Hill on Thursday 29th February, and at Woodbridge Community Hall, on Saturday 9th March, where people could read about the proposals, meet the project team, ask questions and also complete the online survey)
- Storymap with online survey, paper copies of the surveys were also available
- Storyboards displayed in the Woodbridge library, along with paper copy surveys
- Meetings with local stakeholders including the emergency services, local community groups, waste management and local businesses
- Activities with local primary and secondary schools

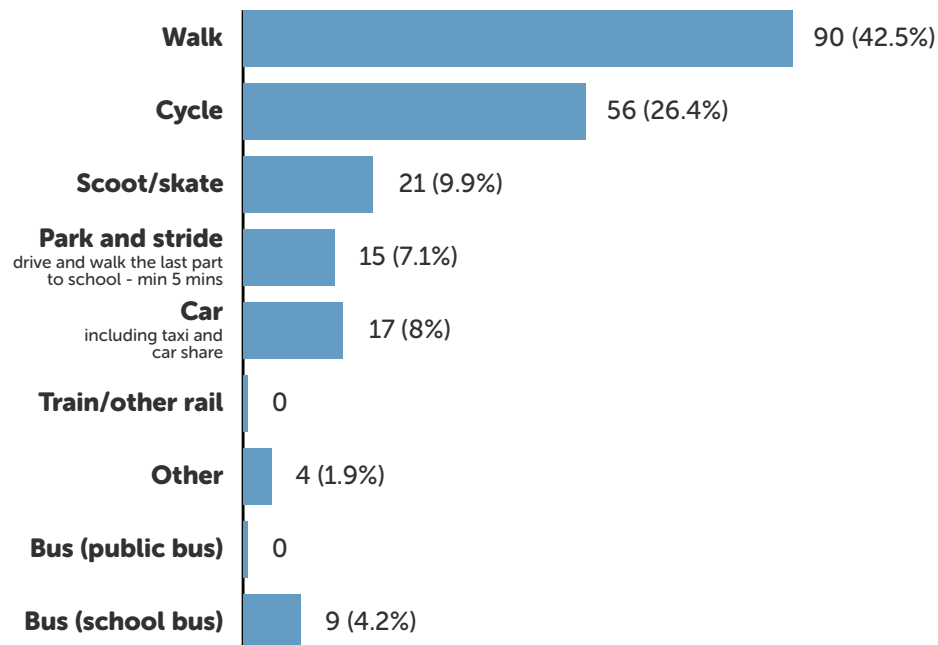
We wanted to make sure as many people as possible knew about the opportunities to get involved in the consultation, so it was publicised in local newspapers, on local news websites, social media and local radio; and on posters displayed in the town.

# Engaging with local schools

We have worked closely with local schools – Woodbridge Primary, Kyson Primary, St Mary’s Primary, Melton Primary and Farlingaye High School, to find out what children and families want to see when it comes to active travel options in Woodbridge.

This has helped us understand how we can make the town’s streets safer and healthier for everyone.

The chart below shows the number and general percent of parents that would like their children to travel via various modes.



## Parent travel survey

We invited families to take part in a parent travel survey during the first term of the 2023 school year. A total of 212 people provided feedback and the findings are summarised below:

**48%** of families live less than a mile away from their school

**52%** of children currently walk, wheel or cycle to school

**79%** parents would like their child to travel actively

The survey also asked how families would like their child(ren) to travel to school:

**52%** of parents who took part said they would be more likely to walk, scoot or cycle to school if Woodbridge had safer crossings

**29%** said they would if there were wider pavements

**76%** More than three quarters of parents think there is too much traffic on the street outside their school .

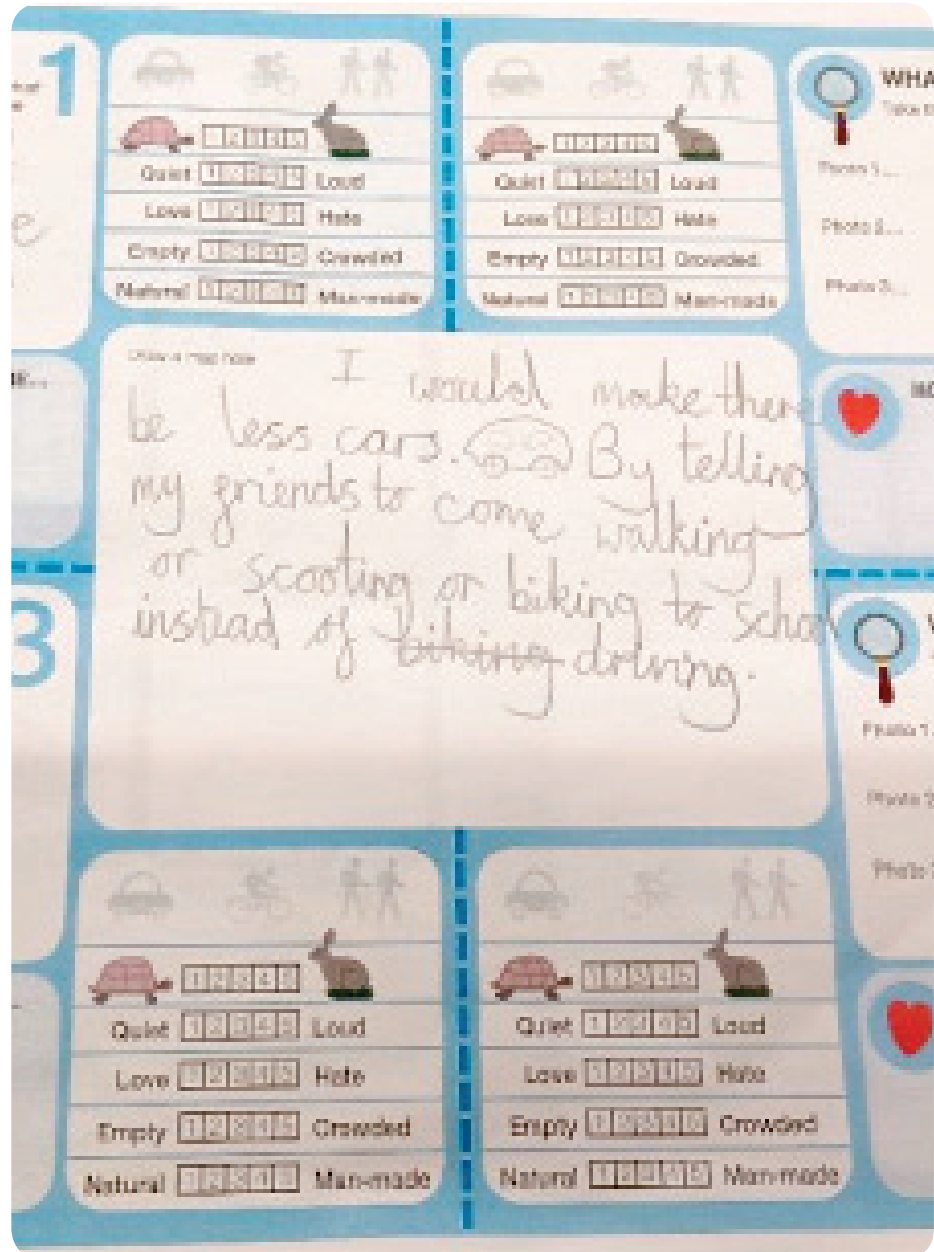
# Big Street Survey

A big street survey activity was undertaken across all primary schools. This asked children between 6 and 11 years old what they think about the streets around their school and how they think safety and the environment could be improved.

The children were taken out to the roads near their school and, back in the classroom, we asked them to reflect on their findings and note down any changes they would like to see made.

## They told us:

- they would like to see better signage and improved zig zag markings
- they would like to cycle, scoot or walk to and from school
- they would like there to be less traffic on the roads around their school





# Race to Lapland

In December 2023, pupils at Kyson, St Mary's and Woodbridge Primary Schools took part in a Race to Lapland – a competition to see whether children could walk, scoot or cycle a combined distance the equivalent of travelling from Woodbridge to Lapland .

The children made over 3,000 active trips (walking, cycling or scooting) in two weeks, travelling the equivalent of the 2,000 miles.

Pupils at Kyson Primary School travelled the furthest and were awarded a trophy for their efforts – well done to everyone who took part.





# Results of the consultation

This section provides a summary of the feedback we received during the first phase of the consultation about four of the active travel plans for Woodbridge.

The full results from the survey can be found at:

<https://thewaytogosuffolk.org.uk>

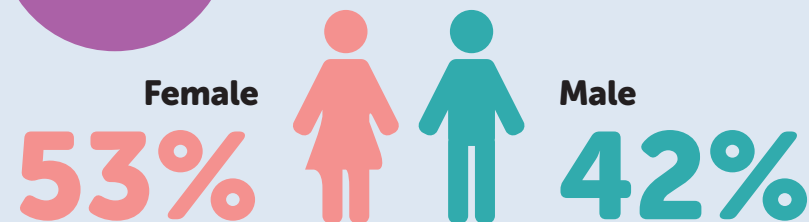
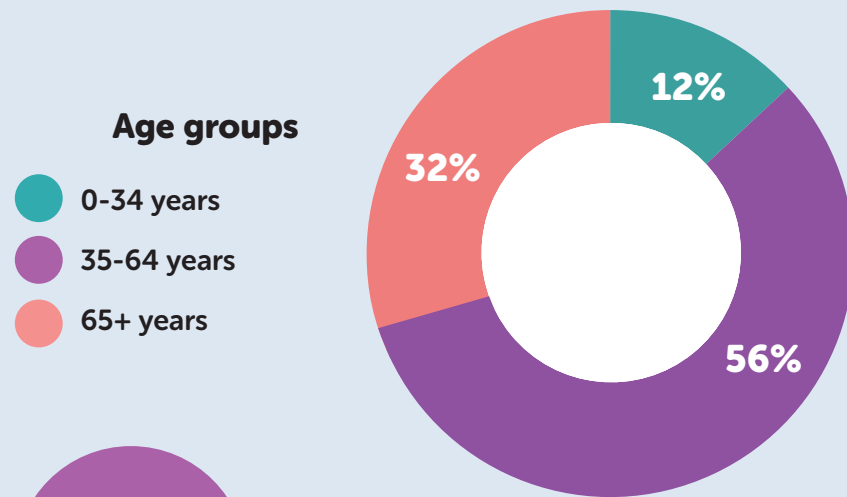
## Participation

We received 2,289 responses to the consultation, which included more than 3,500 comments and suggestions about the plans.

92% of respondents were responding as a local resident and 2% as a business owner. The remaining 6% were both a resident and a business owner.

Respondents were asked to provide demographic information to help us understand who has taken part and to make sure future consultations are designed to be as inclusive as possible. For example, from the demographic information provided, we know that we need to try to encourage more young people, men and people with a disability to get involved.

## Demographics of respondents



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

# Active travel and you

## We asked you...



Which of the following aspects are important to you when considering your local environment?



We received

**2,112**

responses to this question (92% of respondents).

## You told us...

1. Improved safety for people walking, cycling & wheeling (63%)
2. Reduced congestion (55%)
3. Reduced air pollution (50%)
4. Better streets for walking, cycling and wheeling (49%)
5. Slower traffic speeds (45%)

## We asked you...

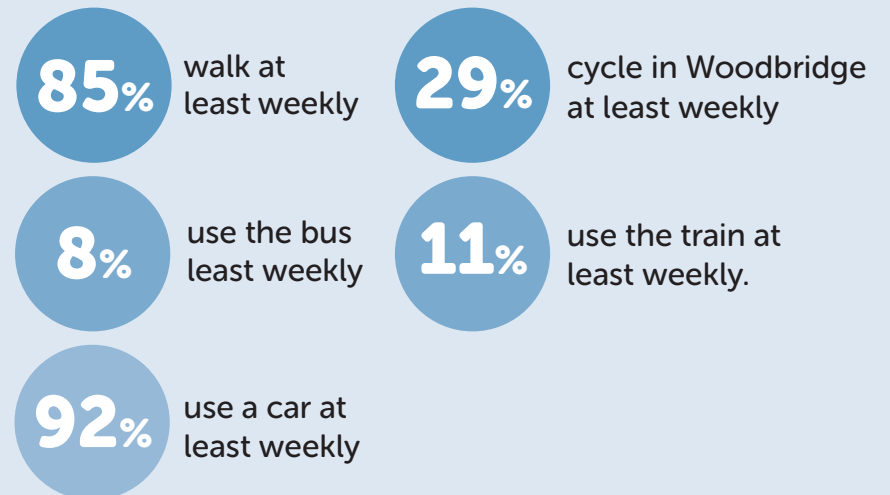


How often do you travel in Woodbridge by the following modes?



You could choose from walk, cycle, bus, rail and car and tell us how often (i.e. daily, weekly, monthly and less often).

## You told us...



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# Old Barrack Road corridor

In the Old Barrack Road area, we are planning to make junction improvements, introduce traffic calming measures and widen the footway. The aim is to create a 2km low traffic route through Sandy Lane, California, Old Barrack Road, Bullard's Lane and Bilney Road.





## We asked you...

We invited your feedback on proposals to:

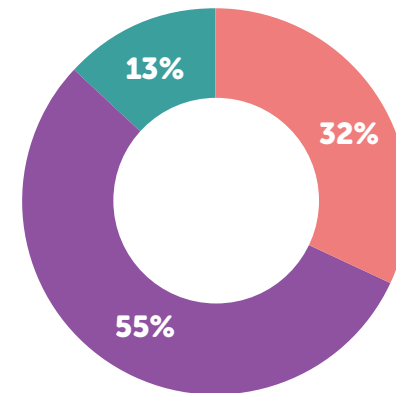
- Create a new cycle route and improve the footway on Old Barrack Road between the junction at Ipswich Road and Bullard's Lane.
- Put in modal filters – a point in the road that is closed to through traffic to make it safer for pedestrians and cyclists – on Bilney Road, Bullard's Lane, California, and near the railway bridge on Sandy Lane. These aim to reduce traffic volumes to create a safer cycle and walking route.
- Install a pedestrian/cycle parallel crossing to link California with Old Barrack Road.

## You told us...

- You were concerned that the plans may move traffic elsewhere and cause congestion on other routes
- You raised concerns regarding effectiveness of modal filters
- You did not think the plans would improve conditions for pedestrians or cyclists

Total of  
**2,256**  
responses

were received relating to the proposals for the Old Barrack Road package with 1,013 accompanying pieces of written feedback.



- Neither agree nor disagree
- Strongly agree / agree
- Strongly disagree / disagree

All responses: 32% of respondents either strongly agreed or agreed and 55% of respondents either strongly disagreed or disagreed with the proposals.

Analysis of results across project area, utilising postcode data (where provided):

33% of respondents either strongly agreed or agreed, 53% of respondents either strongly disagreed or disagreed and 14% neither agree nor disagree with the proposals.

# Outcome

We have listened to your feedback and considered options that limit modal filters but still improve walking, wheeling, cycling and scooting along the route and achieve the objectives of active travel.

## You told us

You were concerned about modal filters at Sandy Lane, California, Bullard's Lane and Bilney Road.

You support plans for a new crossing point on Ipswich Road linking California with Old Barrack Road.

## What we plan to do

We have considered your feedback on the proposed modal filters on California and Bullard's Lane and looked at other options that achieve our project objectives.

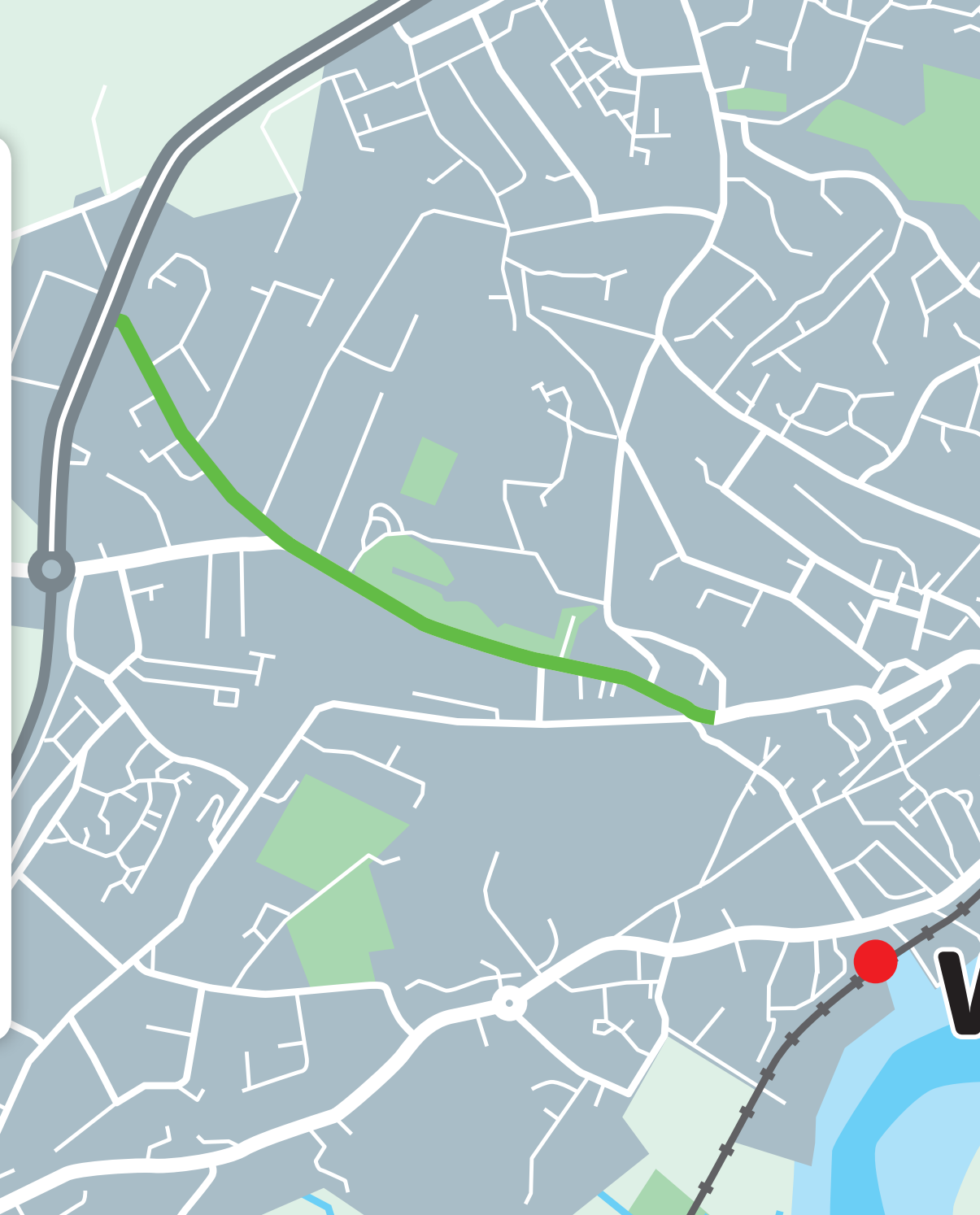
Instead, we are looking into:

- Traffic calming measures on Sandy Lane to reduce speeds and make it safer to walk, wheel and cycle.
- Trialling a one-way system northbound on Bullard's Lane (between Peterhouse Crescent to Naunton Road), to assess if this option achieves the aim of the modal filter – to reduce traffic volumes and create a safer cycle and walking route.
- We will trial the modal filter on Bilney Road (Grundisburgh Road exit) to understand the impact on traffic volumes on this road and surrounding roads with the aim of creating safer cycle and walking route.

- We will upgrade the parallel crossing on Ipswich Road to a signal crossing while retaining access to California.
- We will also provide safe crossing points for people walking on Old Barrack Road.

# Burkitt Road corridor

Along Burkitt Road, we are planning a new crossing and to improve the footway, to reduce the number and speed of vehicles, helping create a healthier and safer environment for residents, school communities and those walking, wheeling, cycling and scooting along the route.





## We asked you...

We invited your feedback on proposals to:

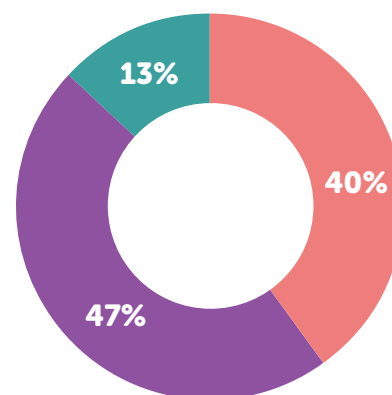
- Create a new zebra crossing to connect to St Mary's Primary School, plus formalised on-street parking outside the school
- Widen the footpaths to give more space to all users
- Put in a modal filter - a point in the road that is closed to through traffic to make it safer for pedestrians and cyclists - on the A12 /Hasketon Road junction
- Re-prioritise the Hasketon Road and Grundisburgh Road junction to make it easier for those walking and cycling

## You told us...

- Concern that the modal filter on Hasketon Road could cause congestion
- That you supported the proposed zebra crossing as this would make the route safer for pedestrians

Total of  
**2,258**  
responses

were received relating to the proposals for the Burkitt Road package with 976 accompanying pieces of written feedback.



- Neither agree nor disagree
- Strongly agree / agree
- Strongly disagree / disagree

All responses: 40% of respondents either strongly agreed or agreed and 47% of respondents either strongly disagreed or disagreed with the proposals.

Analysis of results across project area, utilising postcode data (where provided):

42% of respondents either strongly agreed or agreed, 44% of respondents either strongly disagreed or disagreed and 14% neither agree nor disagree with the proposals.

# Outcome

We have listened to your feedback and considered options based on your feedback but still improve walking, wheeling, cycling and scooting along the route, and achieve the objective of active travel.

## You told us

You support the plans for a new crossing at St Mary's Primary School and the footpath improvements on Burkitt Road.

You were concerned about putting a modal filter at the A12/Hasketon Road junction.

You told us you are concerned about pavement and parking around the school/s

## What we plan to do

We will continue to develop the detailed designs for these plans.

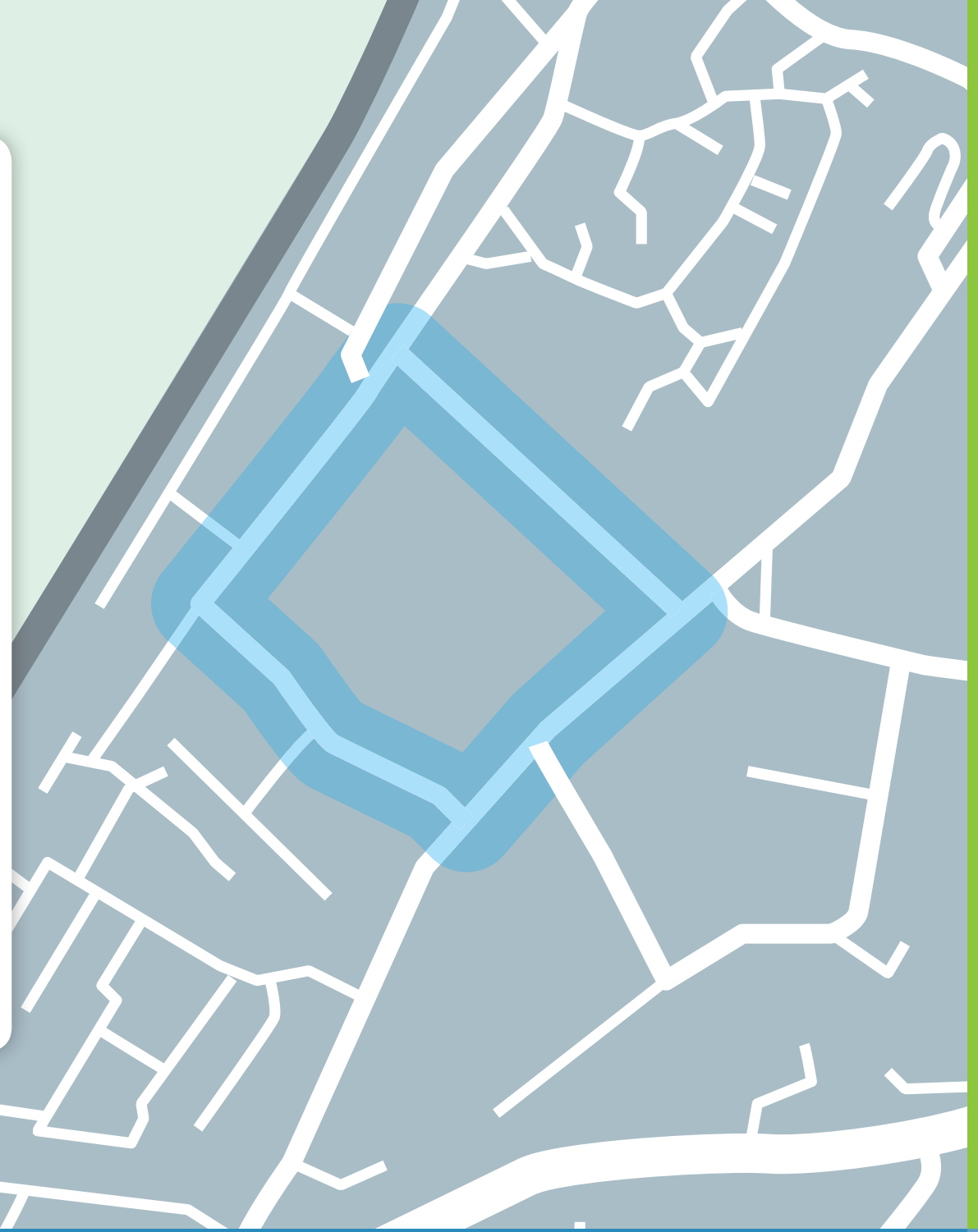
We have considered your feedback on the proposed modal filter and priority change. You suggested additional zebra crossings as an alternative option.

We have considered zebra crossings on Grundisburgh Road and Hasketon Road and have concluded that additional crossings would still achieve the project objectives and improve safety for pedestrians and cyclists along this route.

We will look into ways to tackle issues with pavement / parking on Burkitt Road and we will work with the school/s to deliver initiatives that help more children to walk, scoot and cycle to school safely.

# Peterhouse Crescent

We want to make the roads and footpaths around Kyson Primary School safer to encourage more families to walk, wheel, cycle and scoot to school. Our plans also aim to improve air quality and reduce traffic congestion outside the school gates.





## We asked you...

We invited your feedback on proposals to:

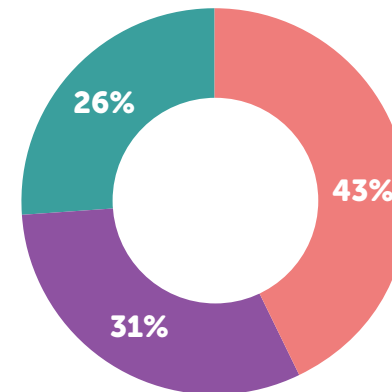
- Create new crossing points on streets round the school
- Create a new Park and Stride site (somewhere for families to park and walk the last part to school)
- install bollards to prevent problem parking
- Make various traffic management improvements, such as signage, creating a one way system, extending the zig-zags painted on the road, and adding a modal filter
- Create school-led or family-led Active Travel programmes such as learn to ride, Bikeability, walking bus or buddy programmes.
- Hold family forums to support making active travel inclusive, accessible and appealing.

## You told us...

- 78% of you would like new crossing points
- 57% of you would like a Park and Stride scheme
- 44% would like us to tackle problem parking around the school – on pavements / zig zag lines
- 43% said they would like school-led or family-led active travel activities (43%)

Totla of  
**2,170**  
responses

were received relating to the proposals for Peterhouse Crescent package with 666 accompanying pieces of written feedback.



- Neither agree nor disagree
- Strongly agree / agree
- Strongly disagree / disagree

43% of respondents said they strongly agree or agree with the proposals. 31% of respondents either strongly disagree or disagree with the proposals. Over a quarter said they neither agree nor disagree with the proposals as they do not use the route.

Analysis of results across project area, utilising postcode data (where provided):

45% of respondents either strongly agreed or agreed, 29% of respondents either strongly disagreed or disagreed and 26% neither agree nor disagree with the proposals.

# Outcome

Your feedback was widely supportive of the proposals, particularly for a mix of infrastructure improvements and initiatives to encourage active travel to school.

## You told us

Crossing points on walking and cycling routes to Kyson Primary School and links to Peterhouse Green need to be improved.

You would like to see initiatives that support children and parents with walking, wheeling, scooting and cycling to school

## What we plan to do

We plan to improve infrastructure in the vicinity of the school to provide safer crossing points, manage on-street parking and improve footways.

We will work with the school to deliver initiatives that help more children to walk, scoot and cycle to school safely.





# 20mph speed limit

We are also proposing to introduce a 20mph speed limit across various roads in the south of Woodbridge and the town centre area. This aims to make the streets feel safer for all users, including people who are walking, wheeling, cycling or scooting.

## We asked you...

We invited your feedback on proposals to:

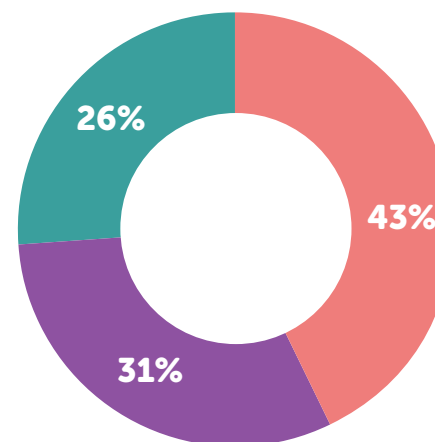
- Reduce the speed limit to 20mph on various roads
- Add minor traffic calming measures to help reduce speed to the 20mph limit

## You told us...

- You were concerned that reducing the speed limit would not prevent poor driving (18%)
- You suggested that the 20mph speed limit should be extended onto other roads (18%)
- You commented that the proposal would benefit the town (12%)

Total of  
**2,187**  
responses

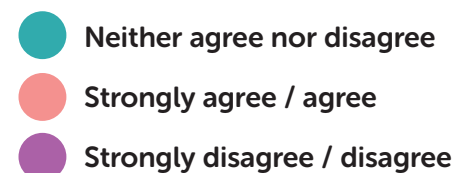
were received relating to the 20mph proposal with 910 accompanying pieces of written feedback.



43% of respondents either strongly agreed or agreed and 31% of respondents either strongly disagreed or disagreed with the proposals. Over a quarter of respondents neither agreed nor disagreed with the proposals citing a lack of use of routes in the area or association with the schools.

Analysis of results across project area, utilising postcode data (where provided):

58% of respondents either strongly agreed or agreed, 28% of respondents either strongly disagreed or disagreed and 14% neither agree nor disagree with the proposals.



# Outcome

Your feedback was widely supportive of the proposal, and suggestions were made to include additional roads with a 20mph

## You told us

You would like Pytches Road, Bredfield Road and Ipswich Road to be included in the proposal for 20mph speed limit.

## What we plan to do

We will consider whether we can include Pytches Road and Bredfield Road within the 20mph speed Limit.

To do this, we will carry out further traffic survey work to confirm compliance with council policy and guidance of new and existing routes.

Traffic survey data shows that average vehicle speeds on Ipswich Road would not meet national guidelines for implementing a 20mph speed limit. In order to reduce the speed limit from 30mph to 20mph, extensive traffic calming measures such as road humps and tables would be required. We do not believe the measures are in fitting with the nature and character of the route. Therefore, we are not planning to include Ipswich Road in the plans but believe that a review of the crossing points on the B1438 as part of the Town Centre proposals could result in slowing the traffic speed on Ipswich Rd effectively.

We will start the design work that's needed to put the 20mph speed limits in place, such as minor traffic calming.

# Next steps

Now that the first phase of the Active Travel Woodbridge consultation is complete, we will move forward with the planned proposals. Regular updates will be provided on the designs and implementation timeline, to make Woodbridge's streets safer, healthier and better connected.

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

If you would like to read more about the feedback received, it will be made available: <https://thewaytogosuffolk.org.uk>

In Autumn 2024, we will hold phase two of the consultation, to invite your feedback on proposals for active travel improvements across the town centre area, including Quay Street, Market Hill and the Thoroughfare.

Information on the project is available on our website: The Way To Go Suffolk <https://thewaytogosuffolk.org.uk/active-travel-woodbridge/>

