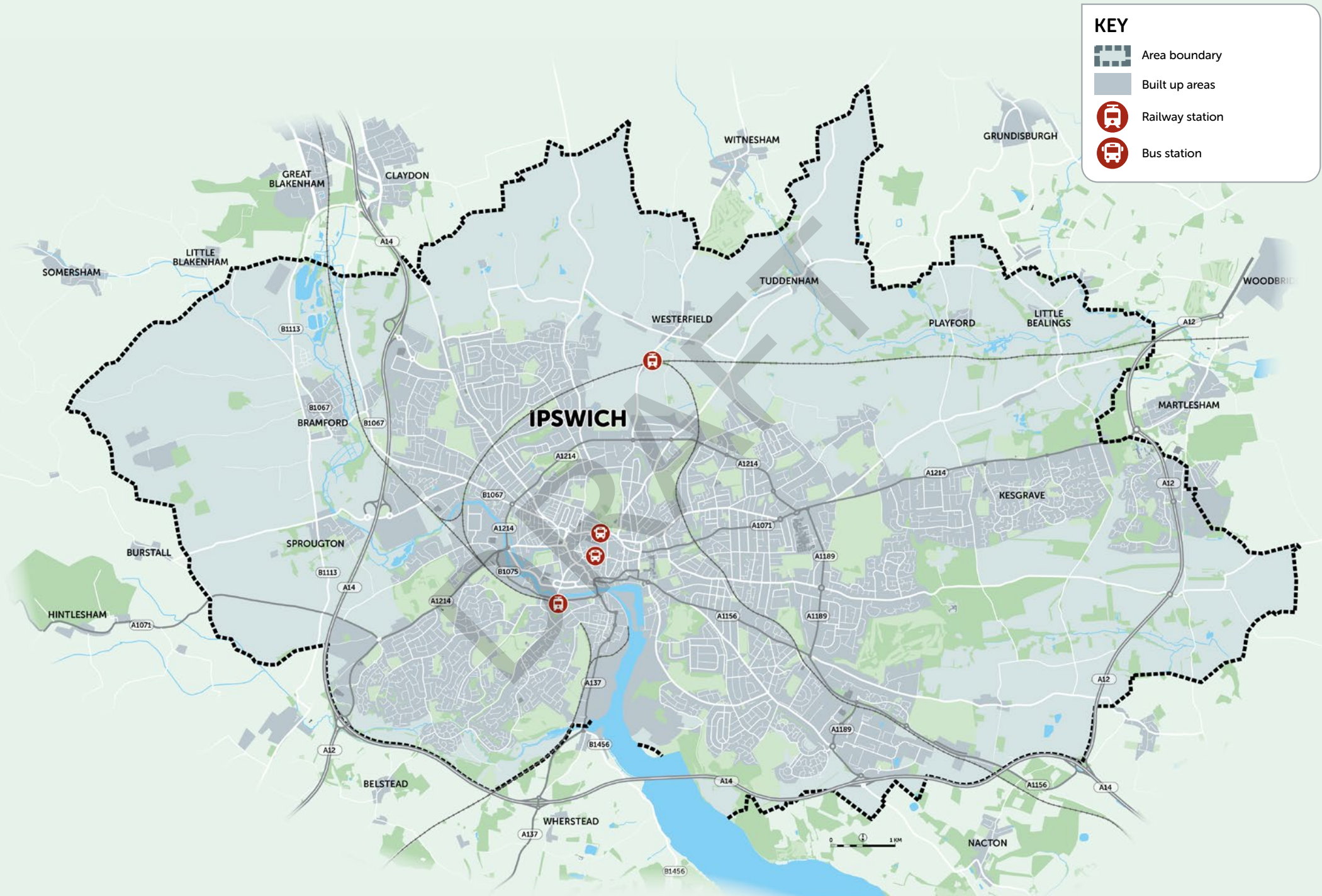






2024

Ipswich Area Transport Plan





KEY

-  Area boundary
-  Built up areas
-  Railway station
-  Bus station

Introduction

Ipswich is the largest town in Suffolk and its functional area includes surrounding settlements such as Pinewood and Kesgrave. The area has the highest density of population in Suffolk which is reflected by the high number of short distance trips. However, historic development constrains east-west movements and natural feature constrain north-south movements.

The resident population of the town plan area is 175,000¹ which is expected to grow in the coming years. However, growth in population is not expected to happen in a uniform way. Large-scale developments, most notably at Ipswich Garden Suburb in the north, Wolsey Grange to the southwest and Brightwell Lakes to the east, the growth in population is expected to occur mostly on the periphery of the town. This dynamic presents challenges and opportunities to sustainable travel patterns. Travel patterns have changed considerably in recent years, including how and when people choose to travel and the modes of transport they use. There remains a significant opportunity to provide more diverse travel options, particularly for shorter journeys, to empower people to travel sustainably.

There is a need to alleviate congestion and tackle air quality issues in the town while improving accessibility to address health and equality in the town so that people have the freedom of choice for transport. This includes specific interventions aimed at Air Quality Management Areas (AQMA) to improve air quality.

The Ipswich Area Plan has been developed to complement other existing plans and strategies for the town, including the Ipswich Strategic Planning Area Transport Mitigation Strategy and the Ipswich Transportation Task Force Transport Strategy.

This Area Plan sets out our ambitions for transport in the area to 2040, with a range of interventions that will allow us to achieve our objectives.



Ipswich
population

175,600
residents

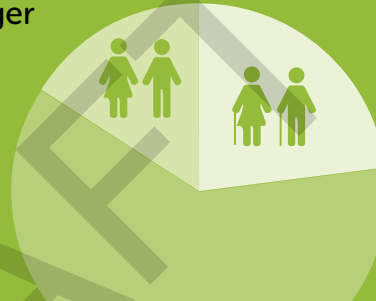


18%

of people
are 15 years old
or younger

18%

of people
are over the
age of 65



53%

of households are
classified as deprived



Travel patterns

22%

of households
don't own a
vehicle



60%

of people travel
less than 5km
to work



13%

of commuters
walk or cycle
to work



27%

of people
work mainly
from home



**School
travel**



11%

In certain areas
of Ipswich 11% of
school children
cycle to school.

Less than

2%

of school children
cycle to school
in other areas of
Ipswich²

Less than

4%



take the bus

3%



take the train



57%



drive a car or van to work

Reasons for change



Decarbonisation of Transport

In the Ipswich area, 20% of commuters travel to work by walking, wheeling and cycling or by bus. In order to meet Suffolk’s pathway to net zero, the proportion of commuter trips across Suffolk undertaken by these modes should rise to 35%³. Furthermore, the government targets half of all journeys undertaken by active travel modes in towns across the country⁴. Existing infrastructure and sustainable transport services restrict people’s sustainable travel options.



Health, Wellbeing and Social Inclusion

Some communities in Ipswich, particularly on the outskirts of the town, experience high levels of deprivation. Residents in the north west of the town are at heightened risk of transport-related social exclusion⁵. Low levels of physical activity contribute to high levels of overweight and obesity in school children compared to other similar towns in Suffolk⁶. There are four designated Air Quality Management Areas (AQMAs) at Chevallier Street, Crown Street, St Helens Street and the Star Lane gyratory, impacting on the health of people in those areas.





A Strong, Sustainable and Fair Economy

Growth in housing and employment in the Ipswich Strategic Planning Area is expected to have a significant impact on the town as developments come forward. The Transport Mitigation Strategy sets out the measures needed to ensure the planned growth is sustainable.



Creating Better Places

There are opportunities to enhance how people interact with the town centre and places of interest across the plan area. Connections between key destinations across the town are often disjointed and incoherent, notable connections between the town centre, waterfront and railway station. Other education, retail and employment clusters would benefit from more integrated networks that links to residential areas.



Summary of objectives

The Ipswich Area Transport Plan will support the development of sustainable travel options for the town's residents and visitors, so they become more attractive and realistic choices for everyone.

Enable active travel to be the default choice for shorter trips

Improve bus punctuality and reliability

Improve the integration of modes

Maximise growth opportunities

Support town centre economies

Improve air quality



OBJECTIVE

Enable active travel to be the default choice for shorter trips

A network of key walking and cycling routes in Bury St Edmunds have already been identified in the Local Cycling and Walking Infrastructure Plan (LCWIP).

We will implement the following initiatives to make active travel the default choice for shorter trips::

Invest in a core walking zone

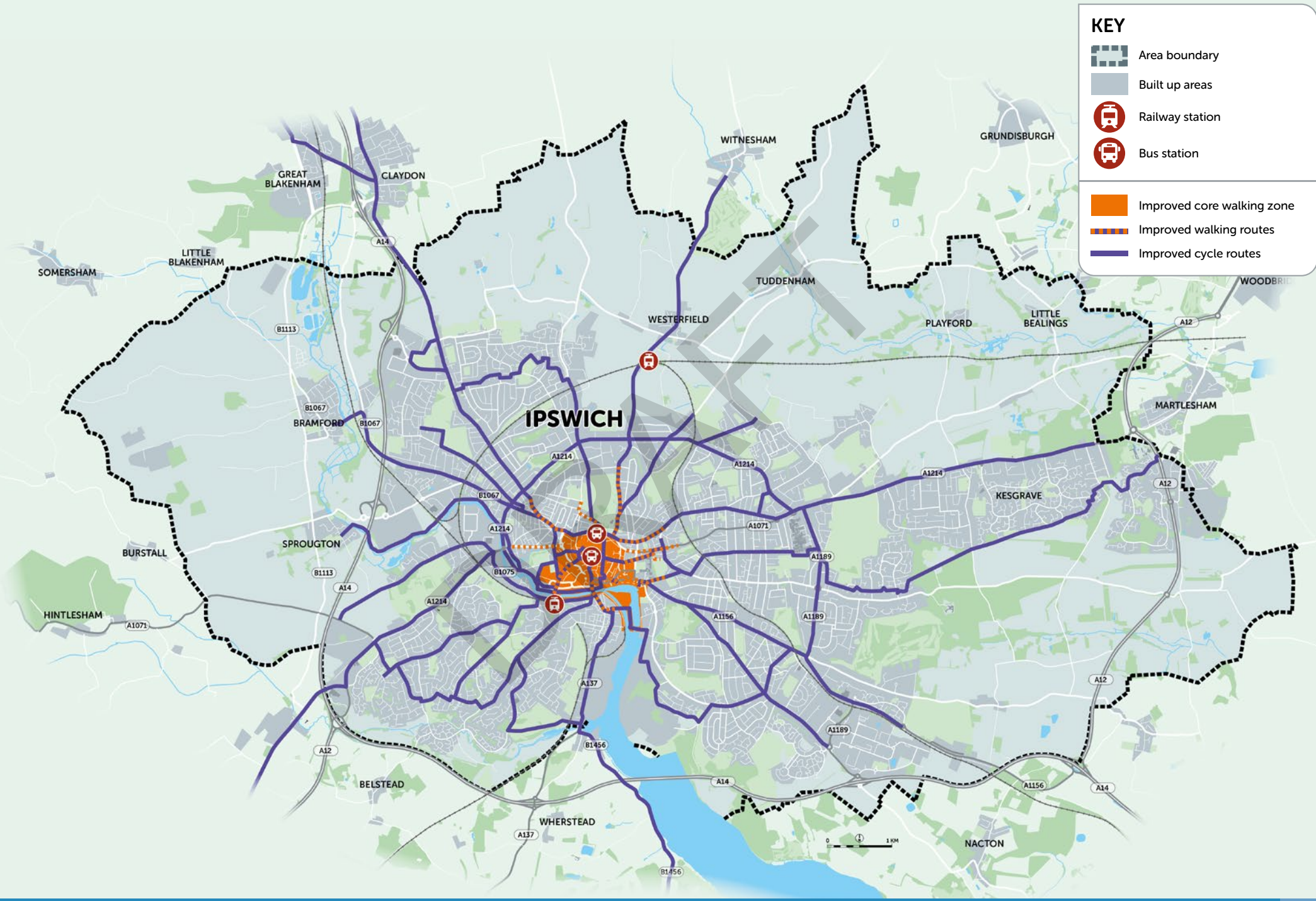
The Core Walking Zone included within Suffolk's Local Cycling and Walking Infrastructure Plan sets out the area in which walking trips will be prioritised. The zone includes Zone 1 from the Ipswich Transportation Task Force strategy and extends to include Ipswich Rail Station, Ipswich Village, the town centre, the waterfront and New Cut West. Interventions delivered within the zone must support walking provision and priorities will include greater cohesion between the town centre and the waterfront and upgrades to walking routes to the rail station. We will deliver Improvements to the town centre walking routes and the public realm, partnership with Ipswich Borough Council and Ipswich Central, to enhance the experience of residents and visitors to the town.

Prioritise walking routes

Priority Walking Routes are typified by high volume pedestrian movements. Measures will be delivered through the area plan to include footway improvements, new crossing points, wayfinding signage, seating, planting and drainage features creating infrastructure that is conducive to increased walking and wheeling trips. These routes, radiating out from the Core Walking Zone, will integrate closely with the cycle network, prioritising active travel modes.

Prioritise cycling routes

Priority Cycle Routes have been identified to be the focus of investment in cycle infrastructure. Interventions, such as new cycle lanes and tracks, will offer people the opportunity to undertake more short and medium length trips by cycling on safe, segregated infrastructure. Where constraints limit the ability to deliver segregated cycle routes, measures to reduce traffic speeds and volumes to a level that is suitable for mixed-traffic cycling will be delivered. Cycle route improvements will be accompanied by associated measures such as high quality cycle parking and wayfinding signage. The LCWIP has identified high priority routes from the north west, east and south east of the plan area into the town centre and to other key destinations. Over time, the network will expand to include high quality routes to surrounding settlements such as Kesgrave and Woodbridge, enabling longer cycle trips as e-bikes become more prevalent.



KEY

-  Area boundary
-  Built up areas
-  Railway station
-  Bus station
-  Improved core walking zone
-  Improved walking routes
-  Improved cycle routes

OBJECTIVE

Improve bus punctuality and reliability

Ipswich is a prominent destination for bus services from neighbouring towns and villages, enabling high-volume inward travel by bus. The inter-urban and rural-urban routes are complemented by regular services that connect neighbourhoods on the outskirts of the town to the town centre and some orbital routes exist to connect to other key destinations such as Ipswich Hospital. We will work with members of the Enhanced Partnership to support services to increase the appeal of bus services, boosting passenger numbers through providing service coverage, frequency and reliability that meets the needs of people.

The road layouts across the town are limited in terms of bus priority and where bus lanes and other forms of priority exist, the benefit is diminished by a lack of continuity and end-to-end priority. The result is that buses can bypass queuing in some locations but need to rejoin traffic in busy periods, reducing the advantage offered by bus priority measures. Where physical constraints limit the ability to deliver bus lanes, other measures can offer benefits to bus users. Traffic signal prioritisation and bus only routes can help to support people to travel quickly, conveniently and sustainably on the town's bus services. We will deliver measures that prioritise bus movements throughout the town with the aim of reducing journey times, improving reliability and increasing passenger satisfaction to boost the number of people who choose to take the bus more regularly. Key corridors have been identified on London Road, Norwich Road, Woodbridge Road and Felixstowe Road alongside a number of congestion hotspots and last mile pinch points.

Bus services will provide an invaluable opportunity to ensure the sustainability of new developments on the periphery of the town, ensuring that people have a realistic opportunity to travel sustainably to and from key destinations in the town. As part of all suitable new developments, the provision of new bus services will be considered as part of the wider mitigation strategy. New site layouts should ensure that there are adequate facilities for buses and routing should be at least as direct and preferably more direct than general traffic routes.

The layout of the network means that bus services stopping at both bus stations are required to take circuitous route around the town centre which often leads to additional delay and impacts on reliability. In the longer term, consideration will be given to consolidating bus stations to a single site to improve routing around the town centre.



OBJECTIVE

Improve the integration of modes

Ipswich is served by two bus stations, Tower Ramparts to the north of the town centre and Old Cattle Market in the centre. The bus stations generally have good facilities for passengers though enhancements will be made to provide greater access for pedestrians and cyclists, with greater provision of high quality cycle parking and public realm improvements.

Provision at the town's Park & Ride sites at Copdock and Martlesham would benefit from greater access to cycle parking and wider provision of Electric Vehicle charging points to ensure people have viable options for end-to-end low carbon trips. Over the life of the plan, measures will be taken to support and enhance these services through improvements to routes and facilities. Opportunities to extend provision of Park & Ride services on new routes such as the Norwich Road corridor will be explored with the view to expanding the availability of express services from the outskirts into the town centre and accommodating additional demand as planned growth comes forward.

Improvements will be made at Westerfield Rail Station to accommodate the additional demand expected through growth to the north of the town while continued improvements to the layout of Ipswich Rail Station will be explored. Greater integration of rail stations with cycles, buses, electric vehicles and taxis will be a priority over the coming years and we will work with partners in the bus and rail sectors to explore opportunities and deliver improvements.

Platform capacity at Ipswich Rail Station constrains the frequency of passenger and freight services. We will work with stakeholders to deliver

measures needed to unlock additional capacity on the rail network, presenting opportunities for greater passenger and freight service provision.

Further to expansion of services, we will work with stakeholders to expand the provision of integrated ticketing between rail and bus services and in the longer term deliver multi-operator integrated ticketing which will improve the convenience of public transport, increase passenger satisfaction and boost passenger numbers on the network.



OBJECTIVE

Maximise growth opportunities

The Ipswich Strategic Planning Area sets out growth planned that impacts on the transport network in the area. The Transport Mitigation Strategy sets out the range of infrastructure improvements, service provision and behaviour change incentives needed to ensure the growth planned can be realised in a sustainable manner.

The strategic sites impacting on the area include:

- Brightwell Lakes
- Old Norwich Road
- Island Site
- Portman Road – IBC/ITFC area
- Humber Doucy Lane

We will work closely with Local Planning Authorities and other key stakeholders to ensure that site layouts are designed to promote sustainable travel and easy access to key services while off-site mitigation is delivered to ensure the existing transport network is fit to accommodate the additional demand.

Growth in the Ipswich area will add to strain on the A14 and will work with National Highways to improve network resilience. The main areas of concern are:

- A14 Junction 53 Whitehouse
- A14 Junction 54 Sproughton
- A14 Junction 55 Copdock
- A14 Junction 56 Wherstead
- A14 Junction 57 Nacton
- A14 Junction 58 Seven Hills
- The Orwell Bridge

Further growth may necessitate additional capacity on the local highway network, particularly to the north of the town where severance between the east and west of the plan area adds to congestion in the town and on the A14.



OBJECTIVE

Support town centre economies

The Buttermarket, Tower Ramparts, and Westgate Street / Tavern Street are situated in the heart of Ipswich and have great potential to improve the town centre experience for residents and visitors. Enhancements could include increased seating and social spaces, more trees and planting, and coordinated, accessible signage and lighting. These improvements would create a more inviting and enjoyable environment.

To facilitate these enhancements, connecting streets could be improved to provide clear, safe, and direct pedestrian routes to the town centre. Currently, these areas can feel isolating and attract some antisocial behaviour. By upgrading these routes, we aim to create a more welcoming atmosphere that encourages foot traffic and community engagement.

We will continue to work with local stakeholders, such as Ipswich Central and Ipswich Borough Council, to support the delivery of improvements and develop plans for improvements into the future. For example, the Star Lane gyratory currently acts as a barrier to walking and cycling connections which we will overcome in an incremental manner.



OBJECTIVE

Improve air quality in Suffolk

Transport-related air quality issues arise when vehicular emissions are concentrated in areas that impact on human health. These issues can be caused by tailpipe emissions and particulate matter from tyre wear and brake dust.

There are four designated Air Quality Management Areas (AQMAs) in Ipswich where emissions have exceeded the national objective. The current AQMAs are at Norwich Road/Chevallier Street, Crown Street, St Helens Street and the Star Lane gyratory.

A reduction in carbon intensive modes is required in favour of low or zero emission travel and high-occupancy modes. We will work with partners to develop and deliver options that tackle poor air quality in the town.

Options are likely to include measures that increase the number of trips walked, cycled or taken by bus, measures to enable and incentivise the use of electric vehicles and measures to increase the occupancy of private cars.

We will continue our work with Ipswich Borough Council to rollout electric vehicle charging infrastructure and zero emission car clubs and work with Enhanced Partnership members to facilitate a transition to zero emission bus fleets.






Our plans for Ipswich

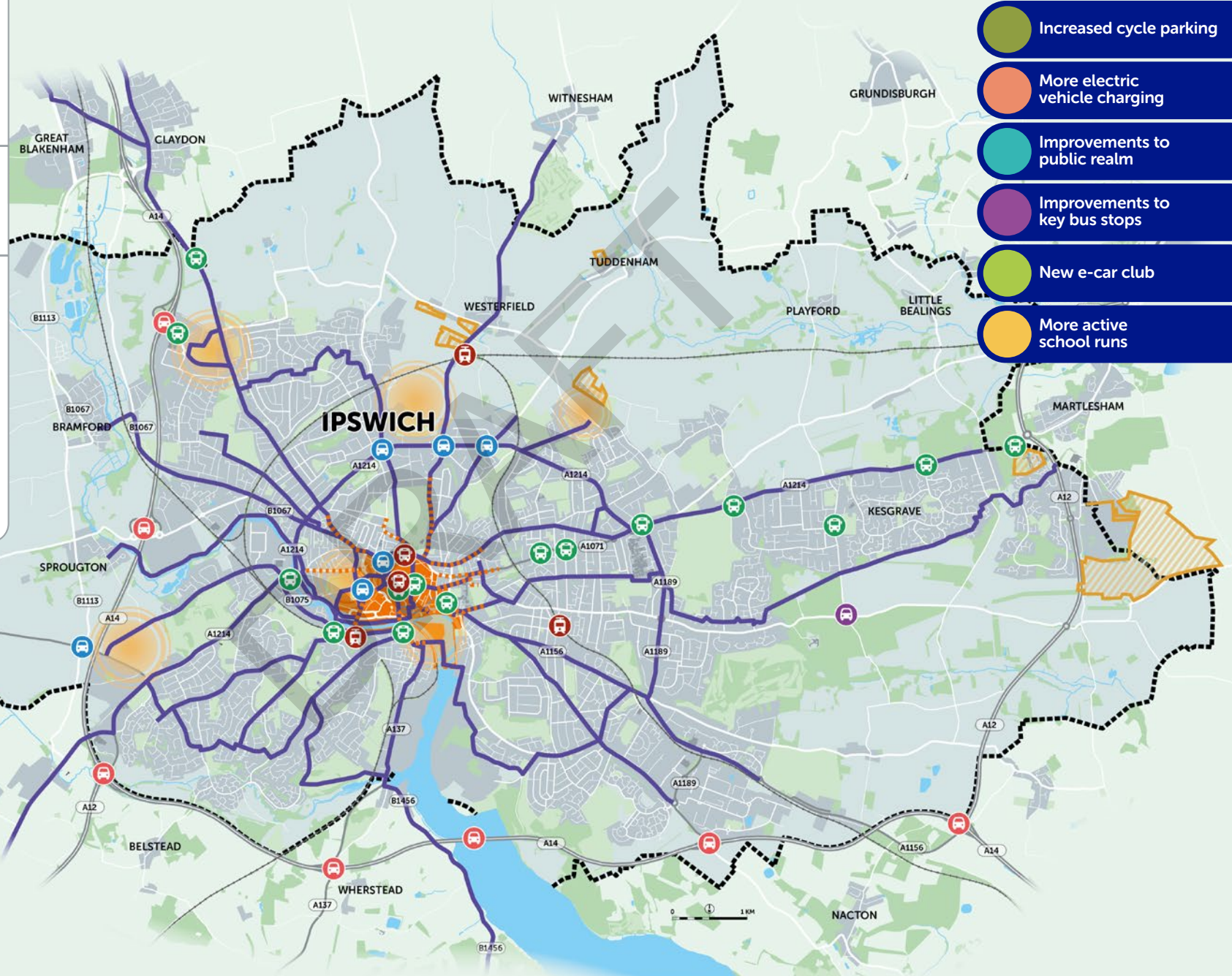
The development of the Area Transport Plan has identified a number of areas to improve sustainable travel movements. These areas together with housing and commercial development sites and the wider public realm, offer the opportunity for Ipswich town centre to meet the ongoing and future needs of its population, and those who visit and work in the area.



KEY

-  Area boundary
-  Built up areas
-  Railway station
-  Bus station
-  Improved core walking zone
-  Improved walking routes
-  Improved cycle routes
-  Development areas (approximate)
-  Development areas (approximate)
-  Bus infrastructure improvements
-  Road improvement schemes
-  Third party improvement Schemes
-  Strategic road network

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



Implementation plan

The table below indicates the county council's priorities for investment over the next five years including schemes funded through the county council's budgets, government funding and developer funding. The table does not include schemes delivered by 3rd parties:

Location	Description	Indicative Capital Investment
Ipswich	Nacton Road walking and cycling improvements	£1,567,000
Ipswich	Woodbridge Road walking and cycling improvements	£1,700,000
Ipswich	Princes Street walking and cycling improvements	£1,500,000
Ipswich	A1156 corridor safety improvements	£1,700,000
Ipswich	Bridge Street walking and cycling improvements	£300,000
Ipswich	Upper Brook Street sustainable transport improvements	£125,000
Ipswich	Ipswich Hospital to the Waterfront walking and cycling improvements	£1,247,950
Ipswich	Town centre walking and cycling improvements	£1,000,000
Ipswich	LCWIP high priority routes	£2,000,000
Ipswich	Modal integration at transport hubs	£300,000
Ipswich	Bus priority on key corridors (Development)	£1,150,000

Implementation plan continued

Location	Description	Indicative Capital Investment
Ipswich	Tuddenham Road active travel corridor	£50,000
Ipswich	Westerfield Road active travel corridor	£50,000
Ipswich	Henley Road to Crown Street	£280,000
Ipswich	Hadleigh Road walking and cycling improvements	£120,000
Ipswich	Prince Philip Lock Gate Bridge	£7,310,000

References

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- Office for National Statistics, Census Data (2011)
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- Suffolk Climate Emergency
[Suffolk-Climate-Emergency-Plan-Summer-23.pdf \(greensuffolk.org\)](#)
- Gear Change. A bold vision for cycling and walking
<https://assets.publishing.service.gov.uk/>
- Transport Related Social Exclusion in England
www.transportforthenorth.com
- The National Child Measurement Programme (NCMP)
<https://www.gov.uk/government/collections/national-child-measurement-programme>