

Ipswich Transportation Task Force

- IPSWICH TRANSPORT STRATEGY

Foreword

This document presents the Ipswich Transport Strategy, which is the culmination of the Ipswich Transportation Task Force's review of Transport issues in the Ipswich area. This sets out the proposed framework for addressing the transport challenges that face Ipswich.

The strategy sets out an overarching transport vision which encapsulates the aims and objectives to overcome the challenges and to help frame the sort of place we want Ipswich to be. By Suffolk County Council and other partners adopting this strategy, it will shape the type of interventions which will help us to achieve the vision, as well as the delivery of those interventions.

The Task Force has undergone a data and intelligence led process to develop the Ipswich Transport Strategy so far. We have reviewed the strategic context to understand the guiding policies and strategies which will inform the Ipswich Transport Strategy, including the Ipswich Strategic Planning Area Transport Mitigation Strategy, the Connected Town Ipswich Vision, the Local Transport Plan (LTP), the National Bus Strategy, the Cycling and Walking Infrastructure Strategy (CWIS), as well as the Government's newly published Decarbonisation Strategy. We have also analysed a number of data sources to understand the challenges and opportunities in more detail, drawn from census data, traffic modelling data as well as Office of Rail and Road data. We have also taken into account feedback and engagement with the public and stakeholders over recent months and years on a number of consultations including the Ipswich northern bypass¹ and the upper Orwell crossings², which have both failed to garner support from stakeholders and the public, as well as the development of the Connected Town Ipswich Vision.

The strategy has also reflected on a number of recent project successes such as the public realm schemes delivered in the Town Centre, as well as a number of active travel schemes.

Collectively this evidence has highlighted a number of considerations for this strategy, including not least that the national strategic context is evolving fast, with a major focus from Government on the decarbonisation of transport to help achieve Net Zero, together with the opportunities arising from the National

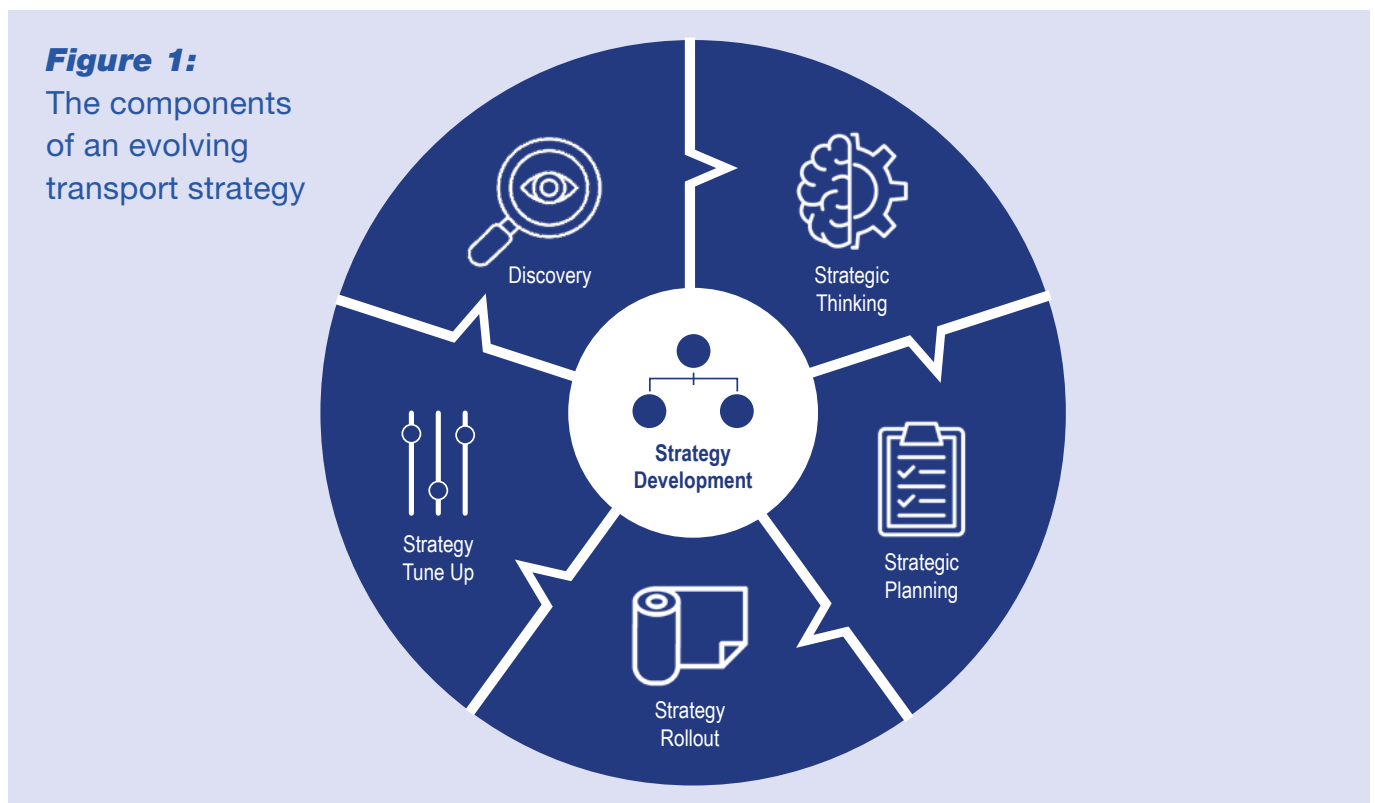
¹ <https://www.bbc.co.uk/news/uk-england-suffolk-51310977>

² <https://www.suffolk.gov.uk/roads-and-transport/transportplanning/upper-orwell-crossings/>

Bus Strategy and the Cycling and Walking Infrastructure Strategy. At a local level we have a number of different stakeholders with different and conflicting views on what should happen in Ipswich, including that major highway schemes may no longer be the palatable solution to address the challenges.

Despite these challenges and opportunities there is a clear need to address transport issues that exist now and will arise in the future. We appreciate that there will be no single solution to the challenges faced and there will need to be a combination of short, medium and long-term solutions. These solutions need to be complementary to one another and have buy in from stakeholders and the public that constitute the silent majority as well as the vocal minority.

We intend that the strategy will be an ongoing iterative process which is adaptable to the future uncertainties that present themselves. A process of regular strategy review will therefore be important to enable the approach to be able to respond to such changes, as illustrated in **Figure 1 below**.



Above all, this represents an opportunity for all partners to promote a vision for Transport in Ipswich, and as Chairs of the Task Force, commend this recommended approach to Suffolk County Council.

Dr Dan Poulter MP
Tom Hunt MP

Strategic context

Development of the Ipswich Transport Strategy has been informed by a number of strategic documents, including -

The Suffolk Local Transport Plan (2011 to 2031)⁴

National Bus Strategy 2021

Cycling and Walking Investment Strategy (2020)

Ipswich Strategic Planning Area Transport Mitigation Strategy (2019)

Connected Town - Ipswich Vision (2021)

Decarbonising Transport - a better, greener Britain

⁴ <https://www.suffolk.gov.uk/roads-and-transport/transport-planning/transport-planning-strategy-and-plans/ds>

The Suffolk Local Transport Plan (2011 to 2031)⁵ (LTP), is a twenty-year plan which will provide the key county level framework for the development of an Ipswich specific transport strategy. This articulated a strategy across a number of themes to address the challenges identified at the time – specifically “**maintaining our transport networks**”, “**tackling congestion**”, “**improving access to jobs and markets**”, and “**encouraging a shift to more sustainable travel patterns**”.

These principles were in turn translated into local urban areas such as Ipswich.

- Reducing the demand for car travel
- More efficient and better management of the transport network
- Where affordable, infrastructure improvements, particularly for sustainable transport

To reflect that the LTP was developed some ten years ago, the LTP is currently in the process of being updated to align with the Department for Transport's newly published **Decarbonisation Strategy⁶**.

The Decarbonisation Strategy, sets a suite of national commitments to achieve Net Zero carbon emissions which our local strategy needs to reflect on including -

Decarbonising all forms of transport:

- Increasing walking and cycling
- Zero emission buses and coaches
- Decarbonising railway
- A zero emission fleet of cars, vans, motorcycles and scooters
- Accelerating aviation and maritime decarbonisation.

Multi-modal decarbonisation and enablers:

- Delivering a zero-emission freight and logistics sector
- Delivering decarbonisation through places
- Maximising the benefits of sustainable low carbon fuels
- Hydrogen's role in a decarbonised transport system
- Future transport – more choice, better efficiency
- Supporting UK research and development as a decarbonisation enabler

Whilst some of these commitments can be planned for nationally or at a county-wide level, some elements can be dealt with at the town level. For Ipswich in particular it would seem that key attention will need to be placed on delivering commitments focussed on ‘decarbonisation through places’, increasing walking and cycling, supporting zero emission buses, coaches, cars, vans, powered two wheelers, and local freight and logistics. We also think that a greater degree of importance should be placed on changing the mode of travel as well in order to reduce congestion.

⁵ <https://www.suffolk.gov.uk/roads-and-transport/transport-planning/transport-planning-strategy-and-plans/>, ⁶ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1009448/decarbonising-transport-a-better-greener-britain.pdf
<https://www.suffolk.gov.uk/roads-and-transport/transport-planning/transport-planning-strategy-and-plans/>

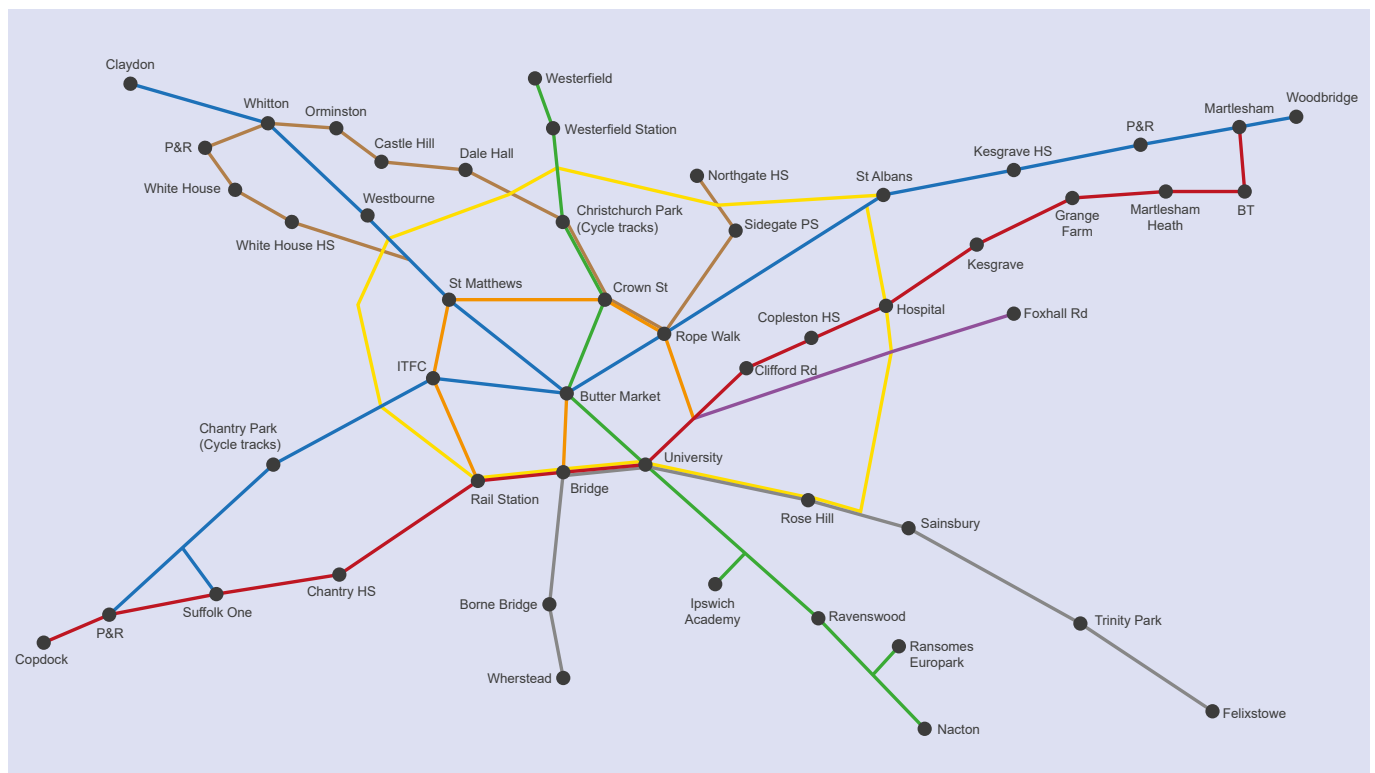
The National Bus Strategy 2021⁷ or ‘Bus Back Better’ sets out a vision and strategy to make buses more frequent, more reliable, easier to understand and use, better co-ordinated and cheaper to create a model more akin to London where these type of improvements “dramatically increased passenger numbers, reduced congestion, carbon and pollution, helped the disadvantaged and got motorists out of their cars”.

For Ipswich this has translated into a number of areas of focus for the town, including progressing work on developing an Enhanced Partnership with a Bus Service Improvement Plan and building on the work of the existing Quality Bus Partnership with the aim of rejuvenating bus services and conversion to greener fuels, with the aim of providing a network which is all inclusive providing access to opportunities and services such as health, employment and education.

The Cycling & Walking Investment Strategy (2020)⁸ sets out the Government's framework for achieving the ambition of making cycling and walking the natural choices for short journeys, or as part of a longer journey, by 2040.

For Ipswich this will be about improving active travel and providing improved environment for walking and cycling. We have already prepared a draft Ipswich Local Cycling & Walking Infrastructure Plan which sets out a series of measures and programmes to achieve a transformational change in levels of cycling and the attractiveness of walking in Ipswich. Using origin and destination data we have shown the direct desire lines across the town, using the “tube map” concept (see Figure 2 below). We anticipate that this will comprise measures focussed on addressing speed limits and reducing strategic car trips through residential areas through the provision of modal filters, low traffic neighbourhoods, widened footways, segregated cycle lanes, fully segregated off road walking and cycling routes, and school streets.

Figure 2: Ipswich area cycling tube map



⁷ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/980227/DfT-Bus-Back-Better-national-bus-strategy-for-England.pdf, ⁸ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/980227/DfT-Bus-Back-Better-national-bus-strategy-for-England.pdf

In the last couple of years, we have benefitted from Active Travel funding and we have looked to apply a Healthy Streets approach when identifying areas that are suitable for interventions like low traffic neighbourhoods.

ISPA Transport Mitigation Strategy (2019)⁹

The Ipswich Strategic Plan Area (ISPA) incorporates Suffolk County Council, Ipswich Borough Council, Babergh District Council, Mid Suffolk District Council and East Suffolk Council. The ISPA Board is a forum in which five local authorities work together to develop, promote and deliver their vision for the Ipswich Strategic Planning Area, recognising Ipswich and neighbouring communities as a major economic growth area within the Greater Ipswich sub region, County of Suffolk and New Anglia Local Enterprise Partnership area.

The ISPA has set out a strategy to mitigate the transport impacts in Ipswich resulting from combined Local Planning Authority growth, and has set out a programme of measures to deliver modal shift through behaviour change and provide infrastructure that supports bus priority, walking and cycling.

Mitigation of the transport issues within Ipswich has been identified as **delivering modal shift in the order of 7% for new development and 9% for existing trips**. The following mitigation options have been reviewed as part of the strategy -



Smarter Choices (largely widescale schools and workplace engagement)



Park and Ride and Demand Responsive Transport Services



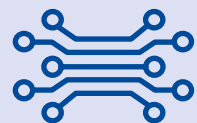
Legislation



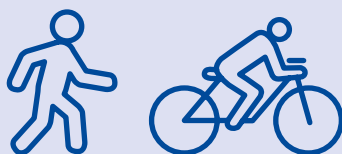
Bus Services



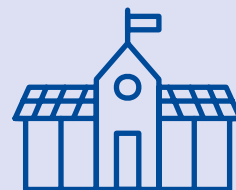
Parking



Technology



Walking and Cycling



Infrastructure Improvements

⁹ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/980227/DfT-Bus-Back-Better-national-bus-strategy-for-England.pdf

The Connected Town – Ipswich Vision (2021)¹⁰, sets out a strategy for the future revival of the town centre and district shopping parades. This renewed Vision aims for more people living in the town centre and, for those who do not, to make better use of their local centres. The key partners that have developed this vision include:

Ipswich Central

Suffolk Chamber of Commerce

Ipswich Borough Council

University of Suffolk

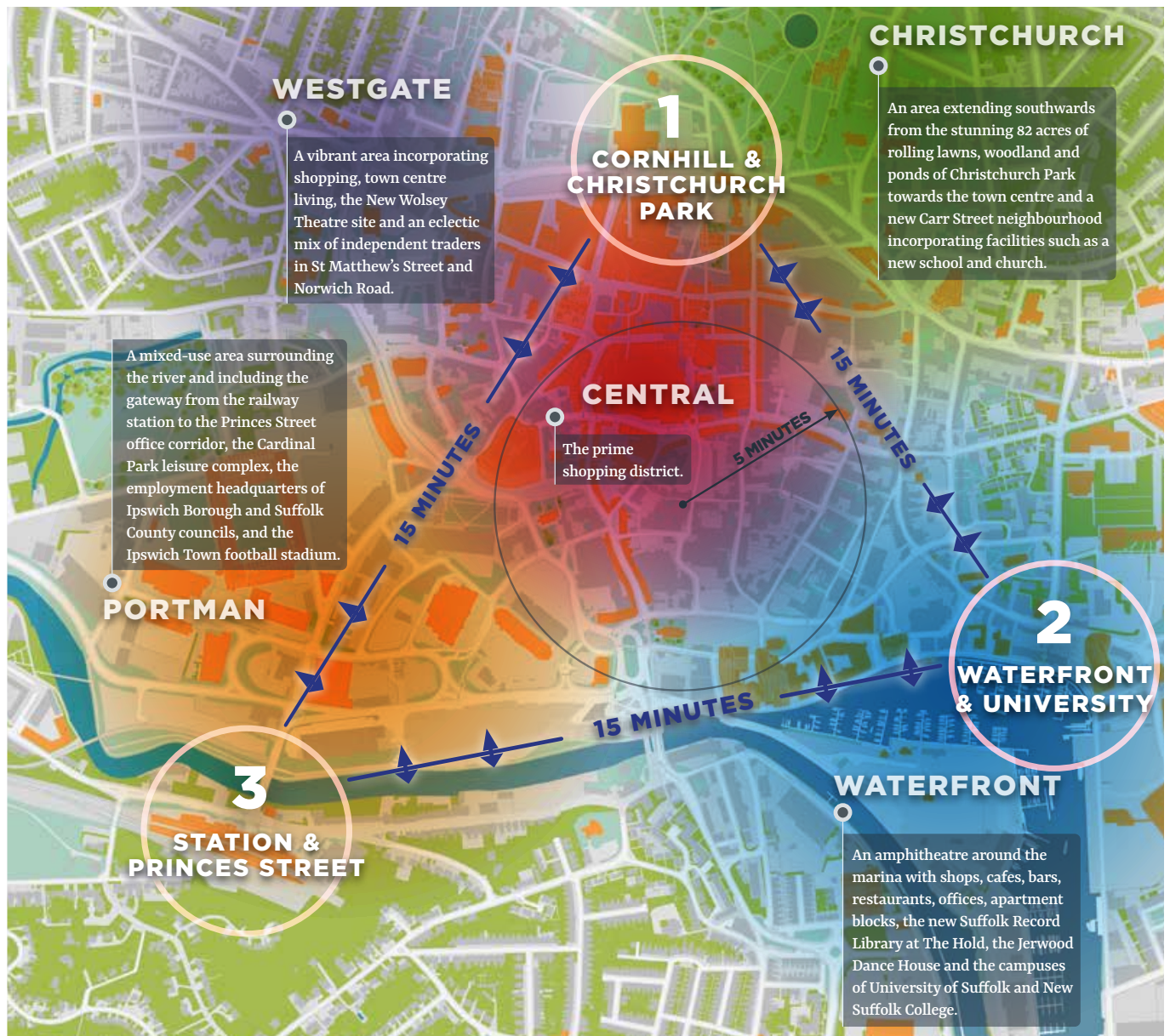
Suffolk County Council

Tom Hunt MP

New Anglia LEP

All About Ipswich

Figure 3: Connected Town - Ipswich Vision



¹⁰ <https://www.flipsnack.com/allaboutipswich/ipswich-vision-2021-2025/full-view.html>

Priority features will be -

- A town centre for everyone
- Filled with new and changing experiences
- A place for the widest community
- A place of convenience and accessibility
- Less dependency upon retail and more reliance on other, complementary uses
- A renewed focus on heritage, culture and leisure
- A place for employment and skills
- Embracing more flexible working spaces, including home working
- Increased and differentiated urban living
- Embracing new technologies
- Improving access for cyclist and pedestrians
- A focus on health and wellbeing
- More open and green spaces
- High quality public realm
- A strong offering for visitors
- Curating events and promotions programmes

A number of these priorities will translate well into the transport strategy.





Ipswich's transport challenges

This chapter sets out an overview of the key transport challenges in issues in Ipswich.

At a glance this covers:



Analysis of travel to work, including mode share, distance travelled to work as well as inbound and outbound commuting flows



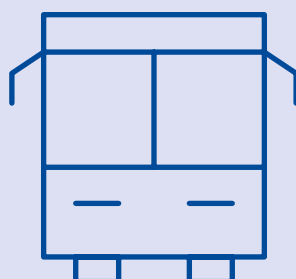
Analysis of car ownership in Ipswich, including electric vehicles



Analysis of peak time traffic speeds on the road network in Ipswich



Analysis of the rail network



Analysis of the bus network



Analysis of the cycle network

Mode share to work

The 2011 census¹¹ shows that by far the main mode of travel to work for Ipswich residents is the car, which comprise almost 7 out of 10 commuters, either as a driver (62.4%) or a car passenger (6%). The next most common modes of travel are walking (15.3%), followed by bus (8%) and cycling (4.6%). Rail (1.9%) and powered two wheelers (1.1%) comprise relatively small proportions of travel to work mode share. The remaining 0.8% is comprise of taxi, Underground, metro, light rail or tram, and other. **See Table 1.**

Ipswich has similar car and bus mode share compared to the UK average (67% and 7% respectively). The mode share for rail is significantly lower than the UK average of 10%, but higher than the UK average for walking (10%)¹².

The key challenge will be to reduce the car mode share overall to help reduced congestion on the transport network in Ipswich.

Table 1: Main mode of travel to work

MAIN MODE OF TRAVEL TO WORK	NUMBER	PERCENTAGE
Driving a car or van	41,748	62.4%
On foot	10,230	15.3%
Bus, minibus or coach	5,359	8.0%
Passenger in a car or van	3,998	6.0%
Bicycle	3,094	4.6%
Train	1,246	1.9%
Motorcycle, scooter or moped	751	1.1%
Taxi	240	0.4%
Other method of travel to work	204	0.3%
Underground, metro, light rail or tram	57	0.1%
Total	66,927	100.0%

In addition, a further 4,675 residents reported in the census that they mainly worked at or from home. With the ongoing improvement in technology it is anticipated that this trend for home or flexible working will likely increase.

¹¹ NOMIS <https://www.nomisweb.co.uk/query/construct/components/simpleapicomponent.aspx?menuopt=10730&subcomp=>

¹² https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/661933/tsgb-2017-report-summaries.pdf

Distance travelled to work

Distances of 2 km or less are considered as reasonable for walking (approximately a 20-25 mins walk time). Distances of 5km or less are considered more than reasonable for cycling (c 20 minutes based on average beginner cyclists speed 16km/h), although it is generally accepted that cycling has the potential to replace shorter car trips of under 8km in distance.

Table 2 summarises the journey to work distances. Just over a quarter (28%) of commuters from Ipswich travel less than 2km from home to work, yet only 15.3% actually chose to walk. Only 4.6% of commuting trips are undertaken by cycling, yet some 62% of commuters living in Ipswich need to travel less than 5km to their workplace. This suggests that there are significant opportunities for encouraging active travel modes as long as the barriers to doing so are lifted.

Over a third of commuters (38%), need to travel more than 5km to get to their workplaces, with almost 1 in 10 commuters having a journey of 30km or more. Although the destination points for Ipswich commuters is fairly dispersed, these trip lengths would be opportunities for maximising public transport trips to and from the workplace (rail and bus).

Table 2: Distance travelled to work

DISTANCE TRAVELLED TO WORK	PERCENTAGE
Less than 2km	28.2%
2-5km	33.9%
5-10km	12.5%
10-20km	11.4%
20-30km	4.4%
30-60km	4.5%
Over 60km	5.1%

Inbound and outbound travel to work volumes

2011 census data has been analysed to understand the volume of trips made on the transport network for journeys to work.

Figure 4 shows there are in excess of 27,500 commuting trips made into Ipswich each day and over 21,000 commuting trips out of the town to other areas. This includes all modes of travel used. This represents a net inflow of 6,000 trips per day for commuting. This clearly has a major impact on the transport networks in and around Ipswich, including congestion and low travel speeds in the peak times on the highway network (*see Figures 5 and 6*).

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Inbound trips

Figure 4 shows the volume and mode share of travel into Ipswich from other areas. The largest number of inbound trips are from Suffolk Coastal District, which includes the towns of Felixstowe and Saxmundham. This is followed by Mid Suffolk (including the town of Stowmarket)

and Babergh (including Sudbury and Hadleigh). There are also a reasonable number of commuting trips from neighbouring Colchester, Tendring and Braintree in Essex and South Norfolk. Other origin points for commuters in Suffolk include St Edmundsbury, Waveney and Forest Heath. The modes of travel used to get to Ipswich from most of these areas is the car – which typically comprise 75% or more of these journeys. Public transport modes are particularly important from Chelmsford, Colchester, south Norfolk and Tendring. Active travel comprises almost 17% of trips from Forest Heath and over 8% of trips from Waveney.

The area bounded by the A14 and A12 to the west and south of Ipswich has the highest concentration of commuters in bound to the town. These areas are largely within 3km of the town centre so there are therefore opportunities to maximise active and public transport modes of travel. There is also a concentration of commuters to the east of the A12 around Martlesham, which could be a focus on public transport. There is an opportunity to focus the strategy on several of these key corridors of demand into Ipswich.

Outbound trips

Figure 5 shows the volume and mode share of travel out of Ipswich to other areas. The largest number of outbound commuting trips mirror the inbound, with Suffolk Coastal, Mid Suffolk, Babergh and Colchester districts being the key locations for Ipswich residents to commute to. There are also a notable number of commutes to Westminster in London as well as St Edmundsbury, Braintree, Tendring, Chelmsford and Forest Heath. The mode of travel used is again dominated by car travel, with the exception of trips to London which are predominantly made by public transport. Public transport also comprises over a quarter of trips made to Braintree and Chelmsford. A small proportion use active travel modes, but mode share to Babergh is over 10%.

Key destinations include areas to the west of the A12 (in and around Copdock), to the east of the A12 around Martlesham including Adastral Park, and south of the A14 (Wherstead and Belstead). The area in and around Needham Market is also an important commuting destination. There is an opportunity to focus the strategy on several of these key corridors of demand out of Ipswich.

Intra-Ipswich trips

For commuting trips made within Ipswich Borough, the picture is slightly different, reflecting the shorter distances to work. Car mode share still dominates travel to work though comprising over 53% of all journeys. Active travel trips are also high, with over a third of commuters walking or cycling to work. Around 10% of commuters travel by public transport within Ipswich.

Figure 4: Ipswich journey to work: Inbound and outbound journeys on a typical weekday (with top 10 origin and destinations)

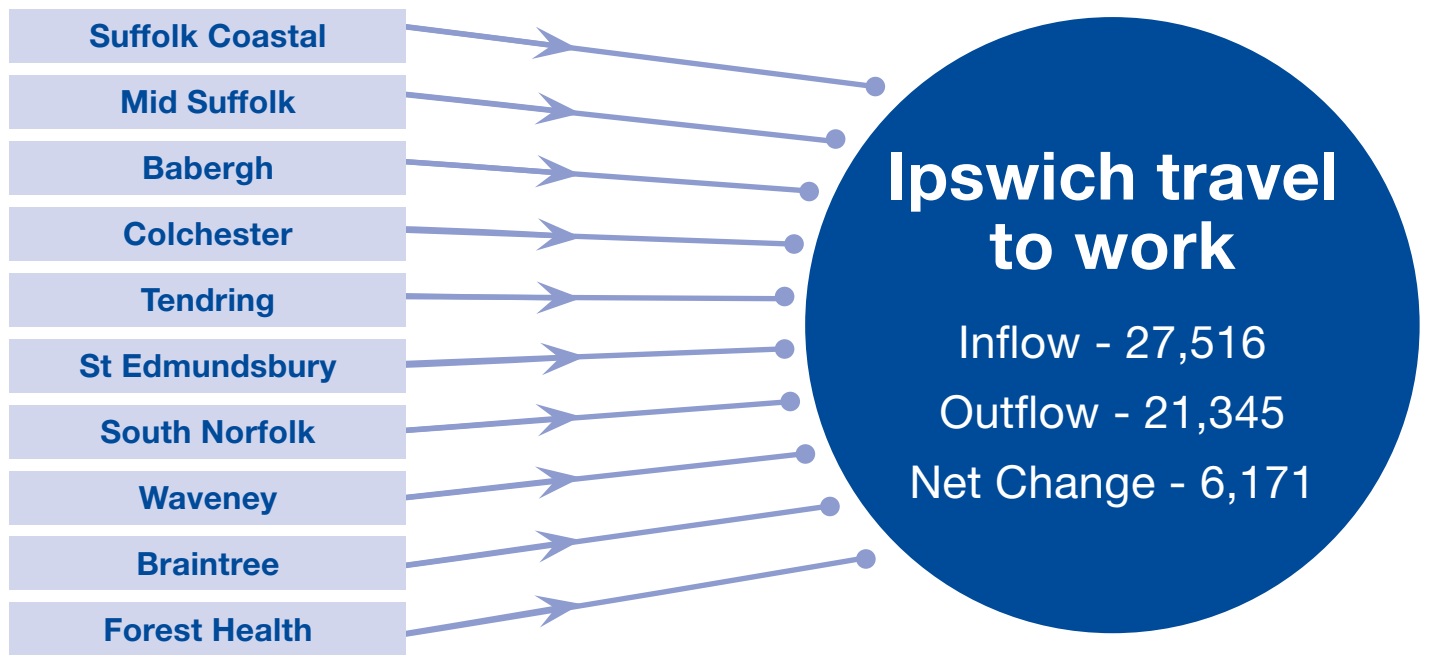


Figure 5: Journey to work inflow and mode share to Ipswich

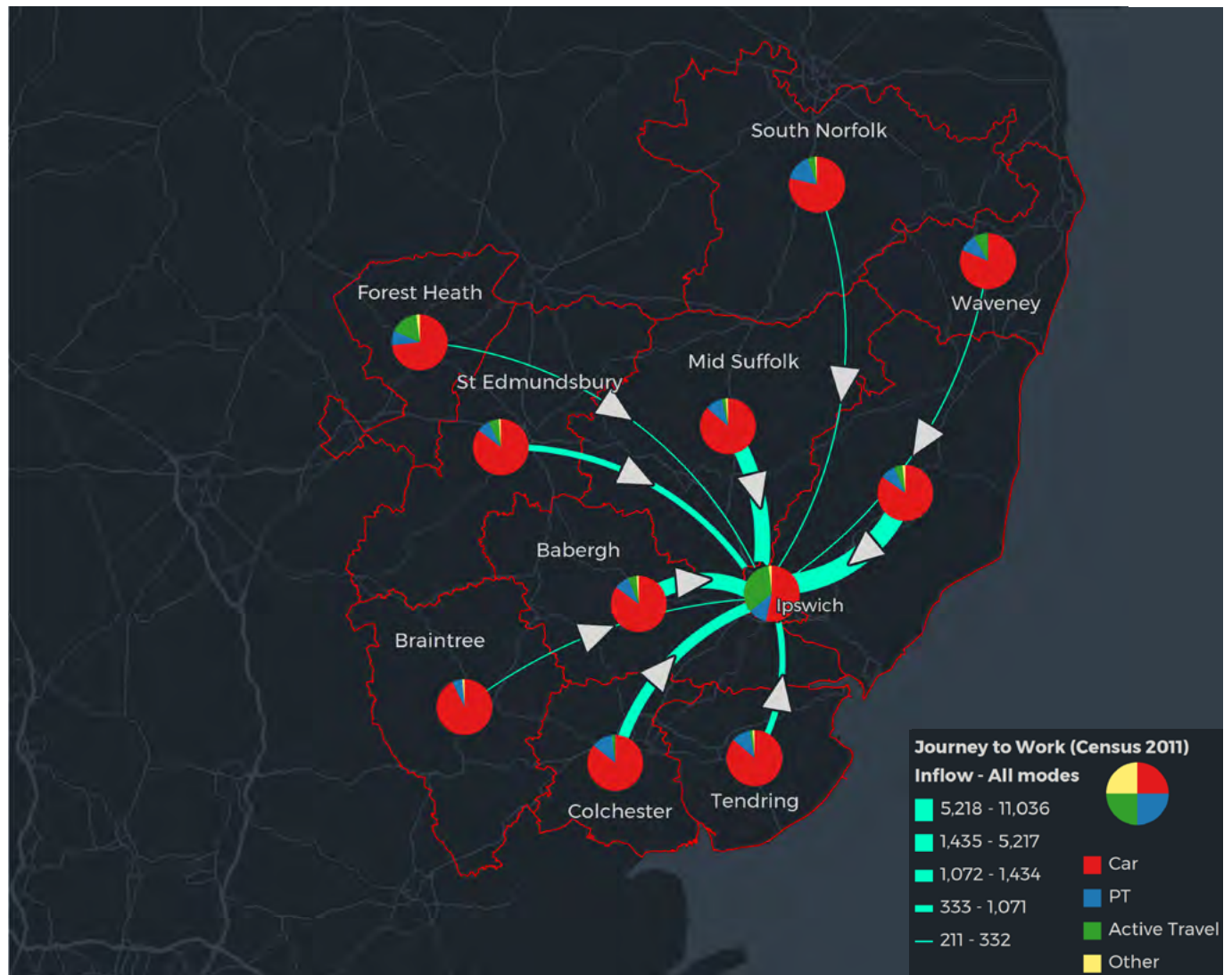


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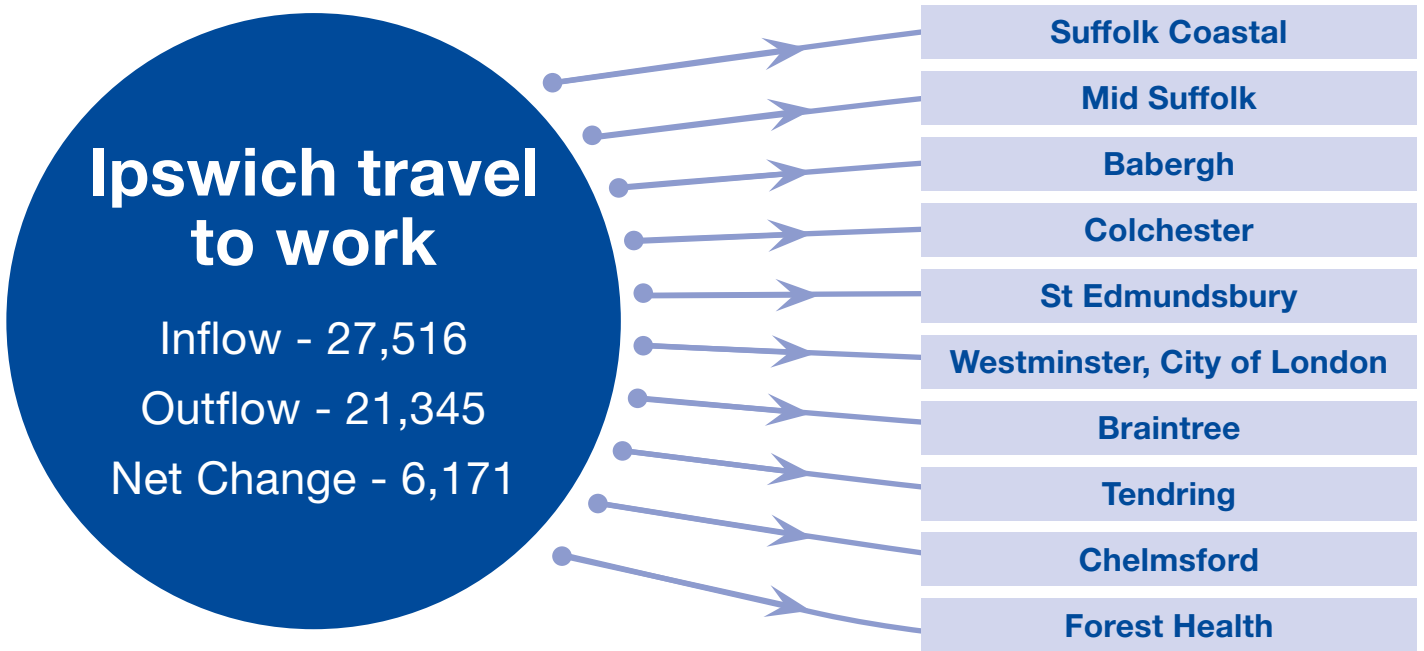


Figure 6: Journey to work outflow and mode share.

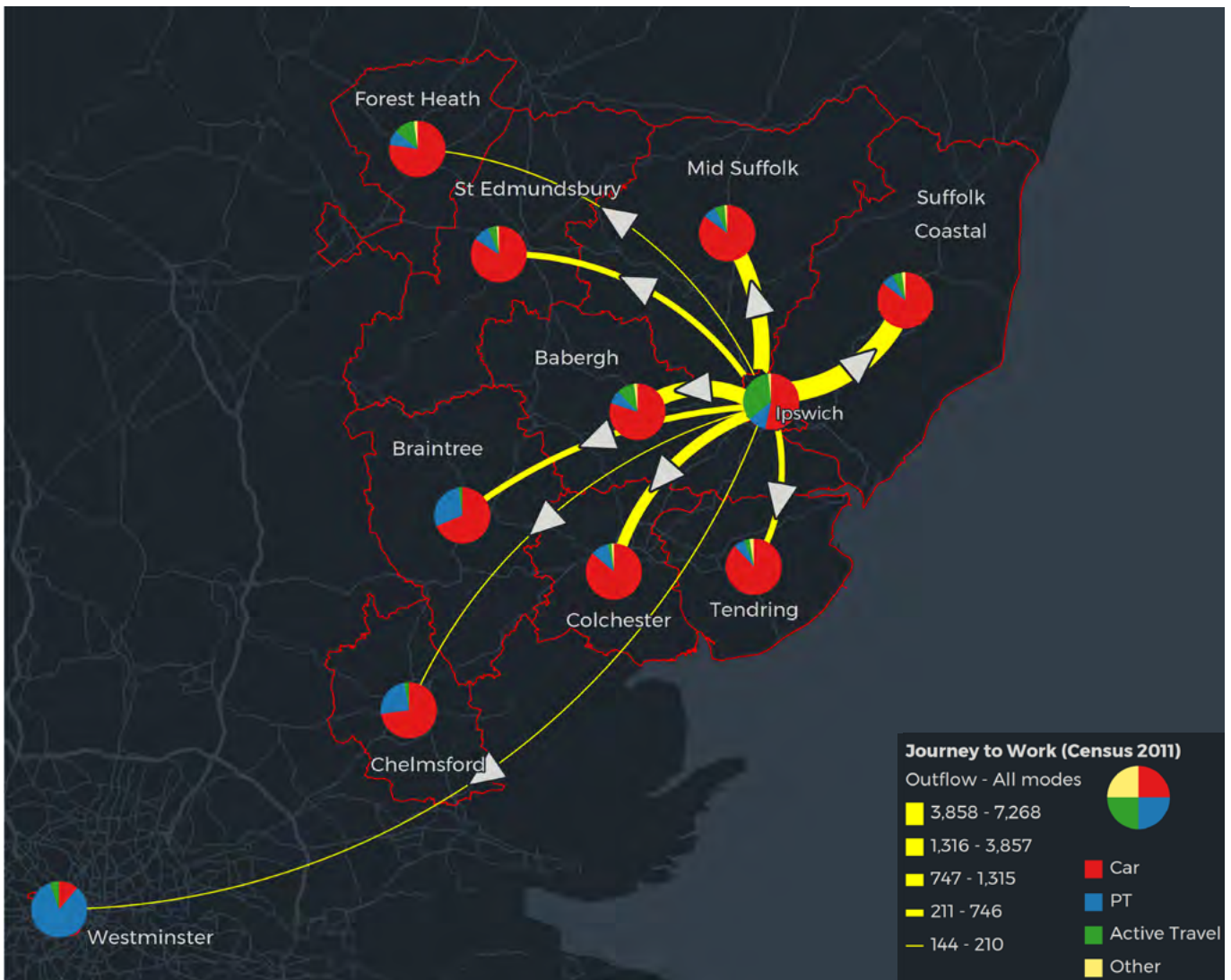
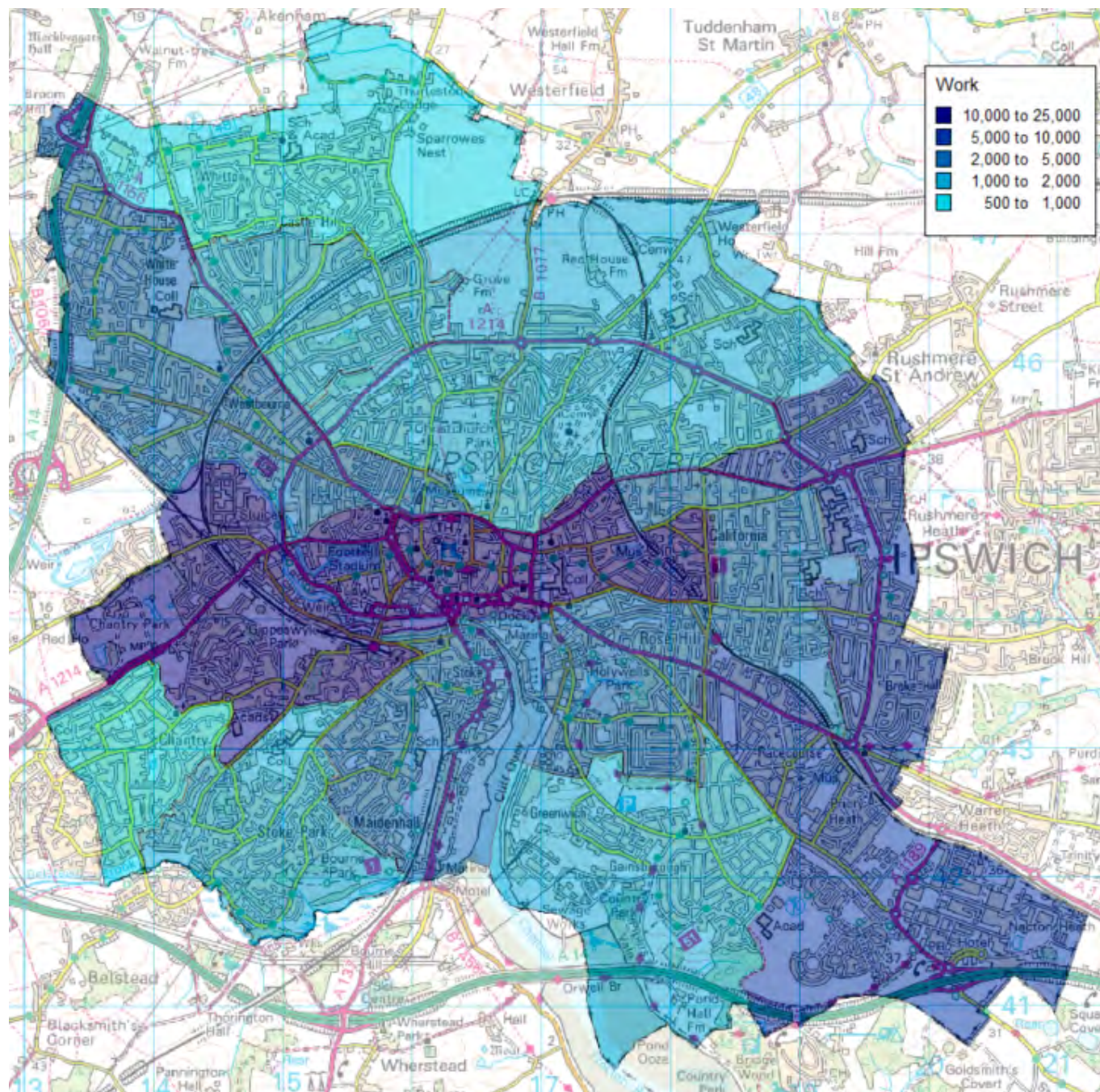


Figure 7 shows where in Ipswich the commuters travel to for work in the town. The highest concentrations of commuters are bound for the town centre area, as well as Chantry and Hadleigh Road industrial estate. To the east (Ipswich hospital) and south-east (Ransomes industrial area) are also key locations for employment in the town. There is also a reasonable concentration of commuters bound to the north-west of the town at Whitehouse and Westbourne.

Figure 7: Destination of commuting trips



Source: Crown copyright and database rights, Suffolk County Council Licence No. 100023395

Vehicle ownership

Table 3 shows the number of cars owned per household in Ipswich, Suffolk and England. Over a quarter of households do not own a car (28%), which means that these households will be more reliant on public transport and active travel modes to travel. This is higher than both the Suffolk and England average. Getting on for half of households (46%) own one car, with 21% of households owning 2 cars, which is broadly similar to the averages. Around 1 in 20 households own 3 or more cars. The average number of cars owned by Ipswich residents is lower than the Suffolk and England average.

Table 3: Car ownership

PERCENTAGE	NO CAR	1 CAR	2 CARS	3 CARS	4 OR MORE	AVERAGE (CARS / HOUSEHOLD)
ENGLAND	26%	42%	24%	5%	2%	1.16
EAST	19%	43%	29%	7%	3%	1.33
SUFFOLK	18%	43%	29%	7%	3%	1.34
<i>Babergh</i>	14%	41%	33%	8%	4%	1.49
<i>Forest Heath</i>	16%	46%	30%	6%	2%	1.34
<i>Ipswich</i>	28%	46%	24%	4%	1%	1.06
<i>Mid Suffolk</i>	11%	39%	36%	10%	4%	1.59
<i>St Edmundsbury</i>	16%	43%	31%	7%	3%	1.38
<i>Suffolk Coastal</i>	14%	43%	32%	8%	3%	1.45
<i>Waveney</i>	22%	46%	24%	6%	2%	1.20

As of 2020 less than 0.5% of vehicles owned by Ipswich residents are fully electric. With the government banning the sale of new petrol and diesel cars from 2030 to support the achievement of Net Zero, we anticipate that the proportion of residents (and commuters) owning electric vehicles will increase substantially. The strategy will need to reflect the requirement for electric vehicle charging infrastructure.

Average Traffic Speeds in Morning and Evening Peaks

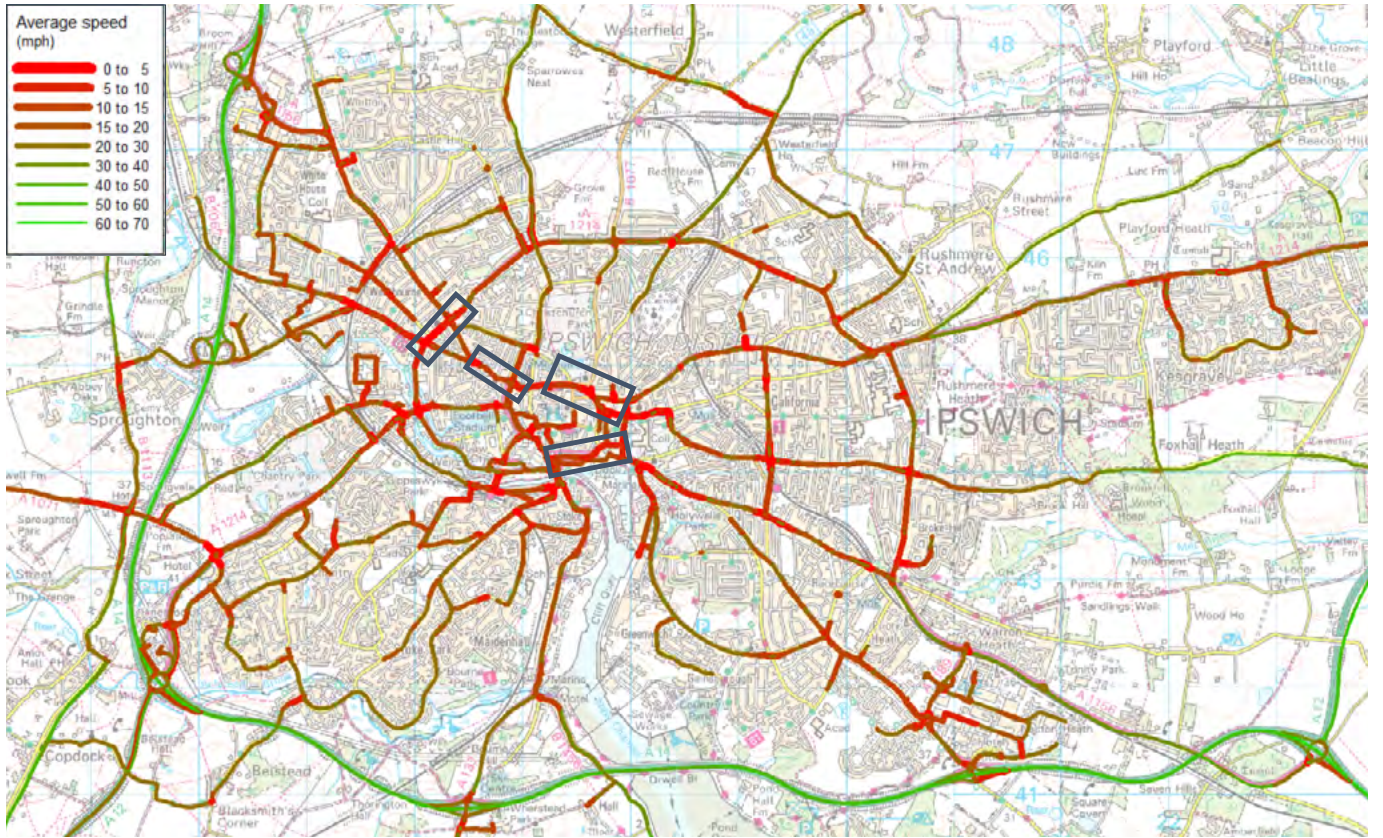
A good measure of the impact of all the commuting trips into, out of and within Ipswich, is to look at the average traffic speeds. This is useful proxy for understanding when congestion occurs on the road network by virtue of very low traffic speeds recorded on some streets. It also helps to identify areas where there are high levels of emissions.

Figure 8 shows the average traffic speeds during the morning peak hour (8-9am) in 2019, which comprises of demand for travel to school as well as work. It shows that the outcome of trips made on the highway network at this time results in low average travel speeds at a number of links and junctions throughout the wider town centre area, and in particular in the town centre.

Figure 9 shows the evening peak (5-6pm) from 2019, which shows a similar pattern. Prior to 2020, the evening peak typically alleviated after 6pm. Figure 8 also shows the Air Quality Management Areas (blue boxes), which are specific areas where a plan for emission reduction is in place.

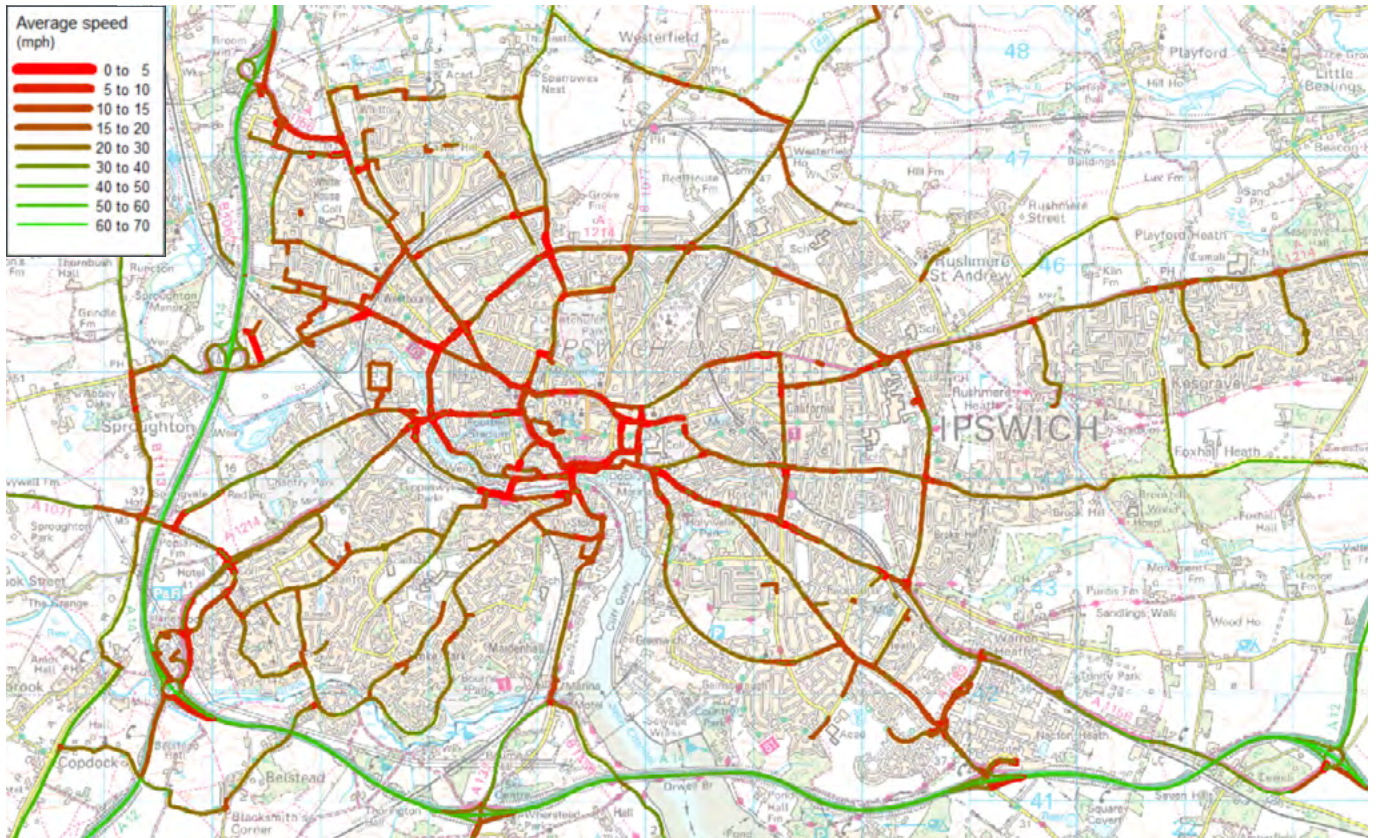
The low traffic speeds do not seem to dissuade travel by car when considering that car is the main mode of travel for all commuters. However there is an opportunity to encourage a proportion of these trips to be made by other modes, or to spread the peak demand.

Figure 8: Ipswich's Highway Network – Average speed in 2019 AM Peak (8-9am)



Source: TN GPS Data @ Crown copyright (Suffolk 100023395)

Figure 9: Ipswich's Highway Network – Average speed in 2019 PM Peak (5-6pm)



Source: TN GPS Data @ Crown copyright (Suffolk 100023395)

Public Transport Analysis

Rail

Ipswich is served by three rail stations, Ipswich station just to the south of the town centre, Derby Road on the east side of the town, and Westerfield to the north (see Figure 11). These stations collectively serve a number of local, regional and national destinations, with Ipswich station providing the main hub of these journeys to Colchester, Chelmsford, Norwich, Felixstowe, Lowestoft and London as well as Cambridge and Peterborough. Branch line services to Felixstowe are also served by Derby Road and Westerfield, with branch line services to Lowestoft served by Westerfield. Although this represents an extensive network of destinations that are served by rail, the mode work for rail is very low (1.9%). There is therefore an opportunity to maximise the use of rail for the commute.

Figure 11 shows that collectively these rail stations serve between 3.2 million to 3.45 million passengers per annum (2011-2019), with Ipswich station serving the vast majority of these passengers (some 98%).

In terms of service frequencies, typically hourly services are provided from Ipswich station to these destinations, with the exception of Peterborough which is every two hours (**see Table 4**). Potentially if higher frequency services were provided this could increase rail mode share.

Bus

There are two main bus stations in the town centre, Tower Ramparts and the Old Cattle Market. Ipswich Hospital also acts as an additional bus hub to the east of the town centre.

The bus routes in the area serve a broad range of destinations within Ipswich Borough itself (including Maidenhall, Chantry, Whitehouse, Westerfield, Rushmere, Kesgrave, Martlesham Heath, Warren Heath, Ravenswood, and Greenwich) as well as other surrounding towns and villages such as East Bergholt, Colchester, Hadleigh, Sudbury, Stowmarket, Eye, Woodbridge, Lowestoft, and Felixstowe.

Figure 10 shows the destinations served by the bus network in and out of Ipswich.

Table 4: Rail services and rail service ambitions.

FROM IPSWICH TO	CURRENT SERVICE	SERVICE AMBITIONS
Cambridge	Hourly	Half Hourly
Peterborough	2 Hourly	Hourly
London	Half Hourly	Half Hourly
Lowestoft	Hourly	Half Hourly
Norwich	Half Hourly	Half Hourly
Felixstowe	Hourly	No change
Oxford/Cambridge South Station	No service	New direct service

Figure 10: Ipswich Bus and Train network map¹³

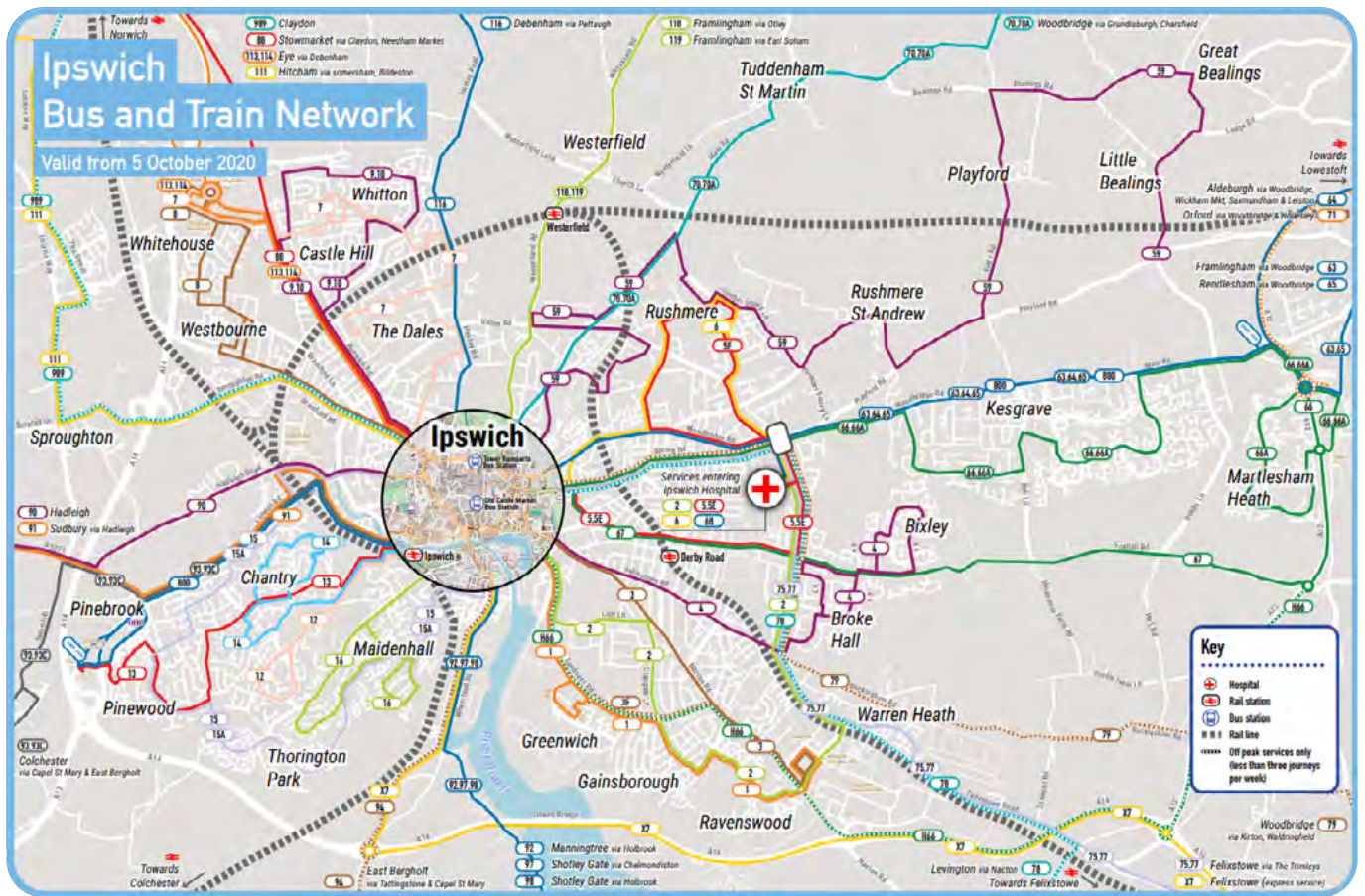
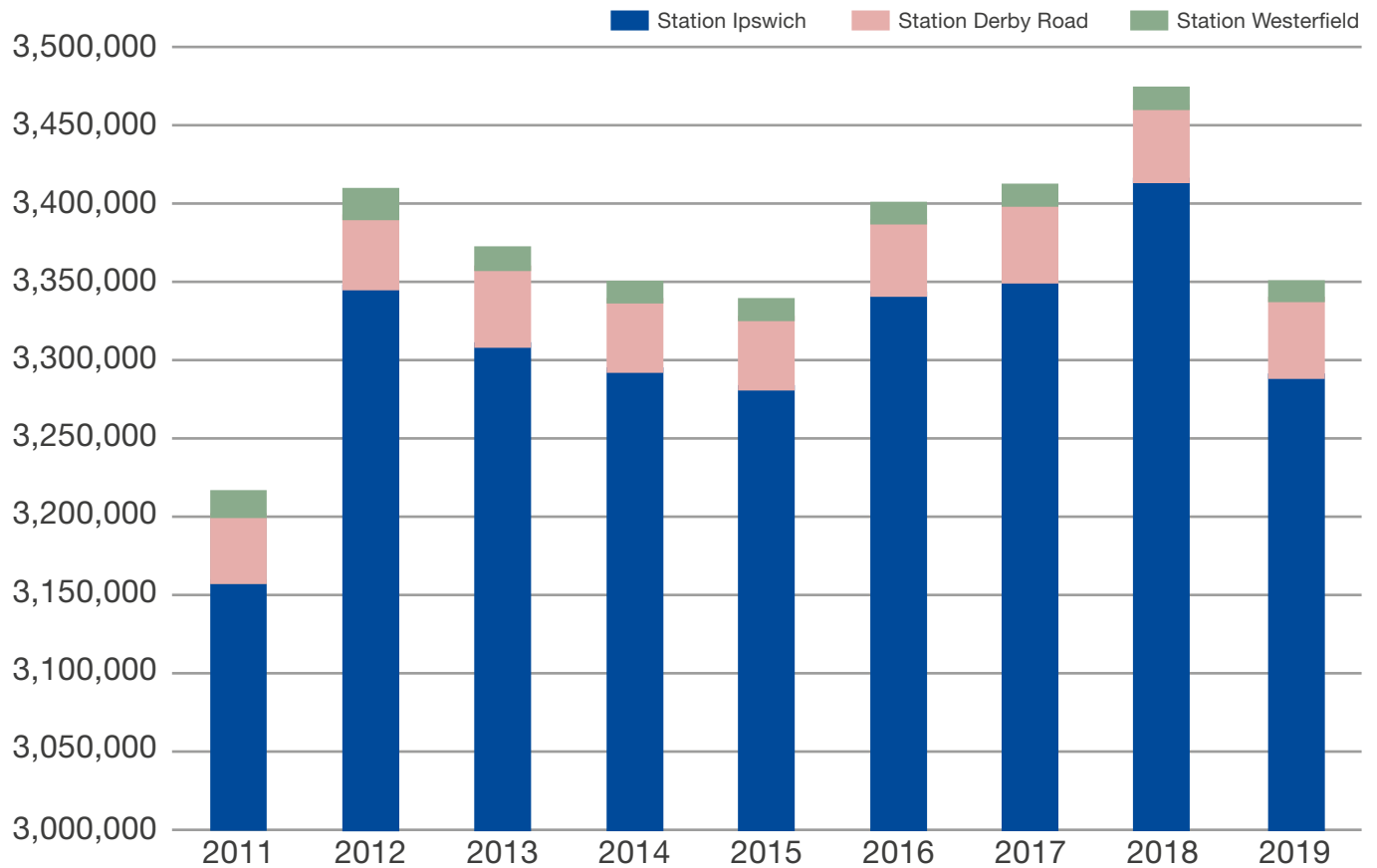


Figure 11: Rail station entry and exits per annum



¹³ <https://www.suffolkonboard.com/content/downloadstream/8126/32452>

Cycle Network Analysis

Figure 12 shows Ipswich's current advertised cycling network. Some of the network offers sections of traffic free routes in the urban area of Ipswich, for example along the A1214 London Road from the south-west, along the A1214 on parts of Woodbridge Road to the east, and sections of the National Cycle Networks (NCN 1 and 51). However, a majority of the existing cycle network is substandard¹⁴ comprised of on road cycle lanes (which are typically white painted white lines on carriageway) or signed on-road cycle routes, which would only typically attract confident cyclists to use them. As a whole the network is inconsistent, with even the National Cycle Network being a mix of segregated and signed on road routes.

LCWIP guidance and LTN 1/20 set out a framework of new requirements to create all-inclusive networks for cycling and walking to help transform active travel. With almost 62% of Ipswich residents commuters travelling less than 5km to their workplace this could represent a significant opportunity to influence travel behaviours with up to standard infrastructure. Such infrastructure would also support other trip purposes, such as encouraging students to walk and cycle to school and college, or facilitate leisure trips

Figure 12: Ipswich's cycle network



¹⁴ Compared to new LTN 1/20 standards

The key challenges and opportunities identified in this review are as follows:

- The main mode of travel to work for Ipswich residents is the car, comprising almost 7 out of 10 commuters, walking is also important (over 15%, followed by bus (8%) and cycling (4.6%). The key challenge will be to reduce the car mode share overall to help reduced congestion on the transport network in Ipswich
- A proportion of residents also work principally from home. With home and flexible working policies being introduced by more and more employers due to the development of technologies, this would be an opportunity to reduce demand overall.
- Just over a quarter of commuters travel less than 2km from home to work, yet only 15% actually chose to walk. With the right provision in place this is an opportunity to increase walking mode share.
- Only 4.6% of commuting trips are undertaken by cycling, yet some 62% of commuters are within 5km of their workplace. This suggests that there are significant opportunities for encouraging cycling to work travel, as long as the barriers to doing so are lifted.
- Although there is an extensive network of destinations served by rail, the mode work for rail is very low (1.9%). There is therefore an opportunity to maximise the use of rail for the commute. Especially for longer distance trips. Typically only hourly services are provided from Ipswich station to these destinations, so potentially higher frequency services could increase rail mode share.

- Bus mode share comprise only 8% of trips to work. With the extensive number of destinations served in and around Ipswich.
- Safety and safety perceptions may explain to some extent why walking, cycling and public transport mode shares are low. There is an element of how perceptions of personal safety can prevent people from making more sustainable choices for mode of travel such as feeling vulnerable when waiting alone at a bus stop or walking through areas with low natural surveillance.
- There is an opportunity to focus on the key corridors of demand into and out of Ipswich. The largest number of inbound trips are from Suffolk Coastal District (Felixstowe and Saxmundham), followed by Mid Suffolk (Stowmarket) and Babergh (including Sudbury and Hadleigh). There are also a reasonable number of commuting trips from Colchester, Tendring and Braintree and South Norfolk. The modes of travel used to get to Ipswich from most of these areas is the car – which typically comprise 75% or more of these journeys. The largest number of outbound commuting trips mirror the inbound, with Suffolk Coastal, Mid Suffolk, Babergh and Colchester districts being the key locations for Ipswich residents to commute to. There are also a notable number of commutes to Westminster in London as well as St Edmundsbury, Braintree, Tendring, Chelmsford and Forest Heath. The mode of travel used is again dominated by car travel, with the exception of trips to London which are predominantly made by public transport. For longer journey there could be opportunities to maximise public transport usage and active travel for shorter journeys on these corridors.
- For commuting trips made with Ipswich Borough, car mode share dominates travel to work but to a lesser extent. Active travel trips are also high, with over a third of commuters walking or cycling to work. Around 10% of commuters travel by public transport within Ipswich. There is an opportunity to increase active travel and bus mode share within Ipswich.
- Over a quarter of households do not own a car which means that these households will be more reliant on public transport and active travel modes to travel.
- With the government banning the sale of new petrol and diesel cars by 2030 to support the achievement of Net Zero, we anticipate that the proportion of residents (and commuters) owning electric vehicles will increase substantially. The strategy will need to reflect the requirement for electric vehicle charging infrastructure
- The outcome of trips made on the highway network at peak time results in low average travel speeds at a number of links and junctions throughout the wider town centre area, and in particular in the town centre. The low traffic speeds do not seem to dissuade travel by car when considering that car is the main mode of travel for all commuters. However there is an opportunity to encourage a proportion of these trips to be made by other modes, or to spread the peak demand so as to mitigate the collective negative health and quality of life issues that result from congestion.
- With almost 62% of Ipswich residents commuters travelling less than 5km to their workplace this could represent a significant opportunity to influence travel behaviours with up to standard infrastructure

Our solution: Ipswich's future transport strategy

Developing a transport strategy for Ipswich

Establishing a Strategic Vision – which addresses the strategic transport issue in Ipswich. Drawing upon the wider strategic context as well as the very local aspirations for Ipswich we propose that the transport vision is:

“ To transform Ipswich into a place which prioritises active and safe sustainable travel to bring about health, economic and environmental benefits.

To help achieve our vision we have proposed the following objectives to frame the development of transport schemes and related measures.

- 1 Facilitating Ipswich's contribution towards Net Zero emissions from transport –** facilitating a meaningful increase in sustainable transport modes to make these modes the natural choice for journeys short or long, facilitating electric charging infrastructure and fleets, and taking into account the full lifecycle carbon impacts of transport schemes including their construction and maintenance.
- 2 Ensuring a safer transport experience for everyone –** Improving safety and the perception of safety in and around Ipswich to promote a safe and accident free travelling experience for all transport users, ensuring that everyone gets safely to their destination.
- 3 Creating healthy streets –** maximising the potential for active travel modes such as walking and cycling to improve the health and well-being of Ipswich residents to support increased level of Working From Home, workers and visitors.
- 4 Supporting a prosperous and vibrant Ipswich economy –** managing and limiting the traffic levels on the road network to reduce delays, emissions and improve journey time reliability, maximising the effective capacity through innovative demand management and maintenance solutions, prioritising sustainable transport when capacity is needed.
- 5 Improving access to opportunities for all –** ensuring that all Ipswich residents no matter their background have access to essential services, education, employment and leisure.

Delivering the Ipswich transport vision and objectives will require a combination of interventions and policy measures to achieve the ambition. This will include a toolbox of small, medium and large schemes, as well as behavioural change measures and demand management measures over the short and longer term.

The strategy will need to be robust enough to deal with the future uncertainties over the coming years, ensuring that schemes adhere to the overall vision and objectives is important as Ipswich continues to evolve.

The purpose of the strategy is to become the framework by which potential interventions will be assessed and ensuring that schemes adhere to and deliver on the vision and aims is important as Ipswich continues to evolve.

To address the different spatial challenges that arise, in particular from the commute to and from work, we are proposing a zonal approach which recognises the need to support those making short journeys within Ipswich as well as those living in the surrounding areas making longer journeys.

Strategic approach for Ipswich - Creating a zonal approach

1

Zone 1
*Town
Centre*

Pedestrian Priority Zone:

- Connecting the town centre and waterfront
- Focus on walking, cycling, quality of public realm; and
- Access for passenger transport

2

Zone 2
*Wider
Town Area*

Walking and Cycling Priority zone:

- Pedestrian and cycle movements prioritised
- Passenger transport access to the town and waterfront

3

Zone 3
*Wider
Urban Area*

Passenger Transport Priority Zone:

- Focus on prioritising passenger transport
e.g. Park & Ride routes

4

Zone 4
*Strategic
Transport
Corridors*

Represents key strategic transport corridors (road and rail):

- Over time, these would look to move people to passenger transport

Zone 1 *Town Centre*

Includes the area within Crown Street and Civic Drive down to the Waterfront area and Ipswich train station. In the town centre where the public realm is important for attracting businesses, visitors and students, there will be a focus on active travel and bus priority. The aim will be to provide pedestrian priority in this zone to connect the town centre (including the bus stations), with the Waterfront and Ipswich train station. This zone is easily walkable, with typical walking times taking around 15 mins from one end to the other - reflecting the ambition of the ISPA 15-minute walk city principle. There will also be the creation of a sustainable travel corridor between Ipswich train station and the centre provided by a bus priority link. The demand for general traffic will be managed as efficiently as possible in this zone. This will help to improve town centre air quality and overall health of the population. Specific interventions could include bus gates and a revised bus gyratory linked to a potential new single bus station. Walking/cycling improvements could include the pedestrian/cycle bridge over the Wet Dock.

Zone 2 *Outer Town Centre*

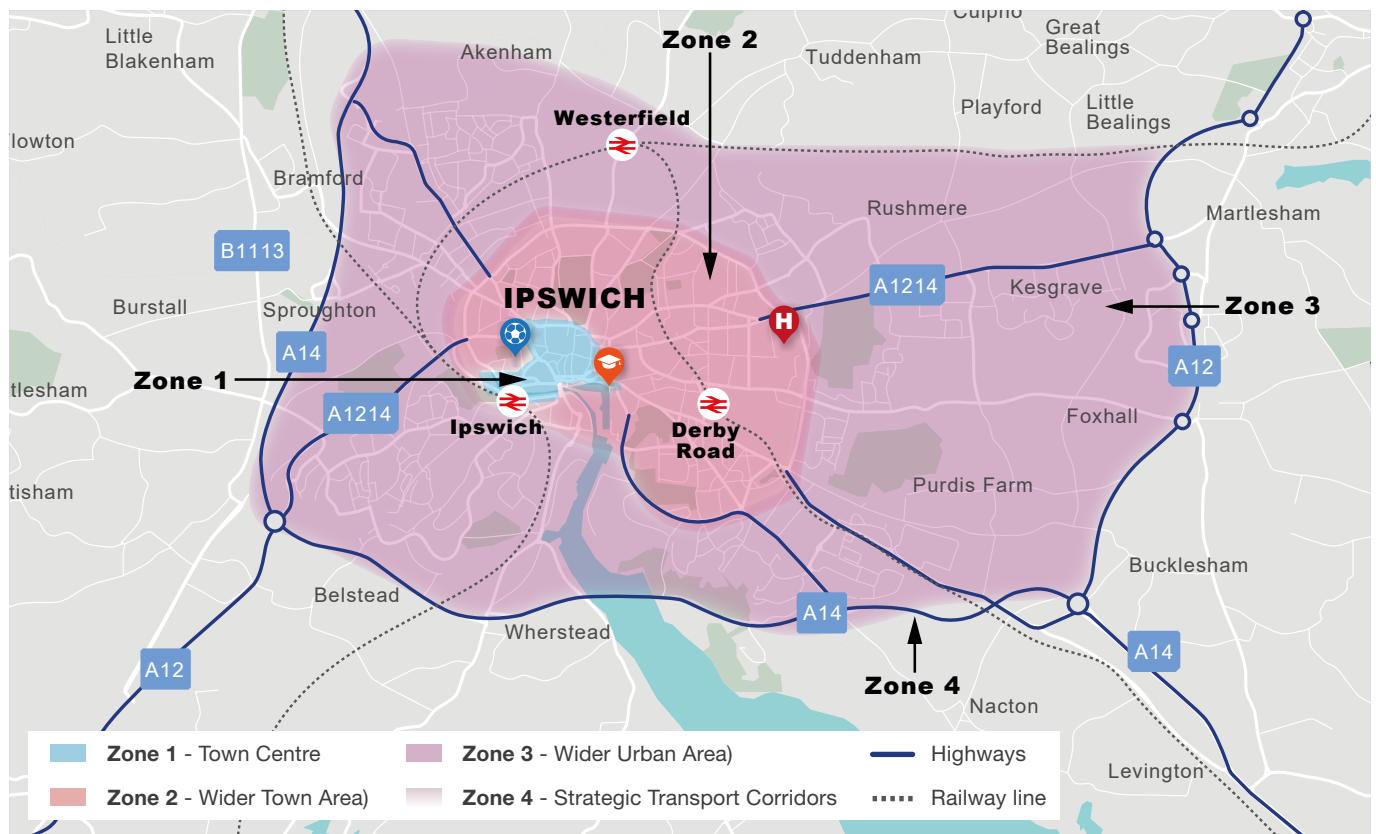
Includes a broader area bounded by the Outer Ring Road (A1214, A1189 and Landseer Road), including Ipswich Hospital, Portman Road, Derby Road train station, as well as a number of residential areas. Journeys from the residential areas to the town centre should be made by sustainable means wherever possible, so investment should focus on providing residents with a quicker and cheaper alternative to the private car. Priority will be therefore given to sustainable transport modes including bus, rail, pedestrians and cyclists. General traffic will be managed through secondary tier parking charges. Specific interventions could include Low Traffic Neighborhoods, such as the one introduced in Milner Street.

Zone 3 *Wider Urban Area* & **Zone 4** *Strategic Transport Corridors*

Zone 3 is bounded largely by the Ipswich Borough boundary, the A12 and the A14. **Zone 4** includes a number of strategic rail and highway connections into and out of Ipswich from neighbouring districts, counties and regions. For journeys in the wider urban area and on the strategic transport corridors, the focus should be on intercepting traffic through Park and Ride, longer distance bus services, encouraging rail use and targeting investment in specific road schemes for long distance journeys. In these zones passenger transport will therefore be the priority. This will be realised through optimising the use of rail travel, including making better use of Westerfield and Derby Road train stations which provide connections to Lowestoft and Felixstowe, as well as Ipswich train station which provides for regional and national connections including Norwich, Colchester and London. This will be complemented with a focus on Park and Ride facilities for trips into Ipswich and a strengthening of the bus routes serving the area. There are a number of key strategic road corridors in the area; Norwich Road (connecting areas to the North-East of the town and beyond), London Rd (connecting areas to the south west and onwards to the A12 and A14), Nacton Road (connecting areas to the South-East), Felixstowe Road (connecting to the South-East), (A1215 Kesgrave Main Road (to the East).

Strategic Transport Corridor Assessment

Figure 13: Zonal approach to planning for transport in Ipswich



Zone 4 is identified on the above map as the Strategic Transport Corridors. These corridors are the key links from the A12 and A14 strategic roads around the perimeter of Ipswich, to the Town Centre zones. These corridors change in nature as they pass from the A14 and A12, through the outer zone 3 into the inner zones 1 and 2. The treatment of the strategic transport corridors within the core zones (1&2) will be defined by the overarching approach to these zone characterisations. Therefore, this corridor assessment concentrates on the routes as they pass through zone 3. The key function of these routes is to move people from the strategic road network to the edge of the central core. In many cases this will be by private motor vehicle, however passenger transport and active travel modes are also important on these routes as they offer the most direct routes to central Ipswich for a majority of users.

The interventions on the strategic routes within zones 1 and 2 would be dealt with in those sections but would ensure efficient movement of all users.

The Key Strategic Routes

The routes are set out below, clockwise from the north. These are the dark blue corridors on the map above:

A	Woodbridge Road (A1214)	D	London Road (A1214)
B	Felixstowe Road (A1156)	E	Norwich Road (A1156)
C	Nacton Road / Landseer Road (A1189)		

As the road classifications are duplicated across the routes they will be identified by their letter on the following sections of the report.

ROUTE A - WOODBRIDGE ROAD (A1214)	
Description	Route A starts in the east of Ipswich, at the MRN A12 at Park and Ride Roundabout. It proceeds in a westerly direction through Martlesham and Kesgrave (East Suffolk) before entering Ipswich at Heath Road roundabout, near Ipswich NHS hospital.
Character	The route is a single carriageway route, subject to a 30 mph speed limit. The route has an inbound bus lane along sections of the route. It is a key passenger transport route from the Martlesham Park and Ride to central Ipswich and Ipswich NHS hospital. The route has some off-road shared cycling facilities, with notable gaps close to the Ipswich border as it passes next to Rushmere Heath. Most side road junction are priority with ghost island right turns. Motor vehicle traffic is prioritised, especially at side road junctions where cyclists and pedestrians have to give way. The eastbound direction has very little pedestrian provision and verge width is very narrow in parts. Areas of the westbound carriageway are provided with grass verges, giving scope for limited carriageway / footway / cycleway widening.
Nominal Width (m)	The corridor is variable in width, but a typical nominal width of the highway space, between boundary features is 15m. The vehicle running lanes are very wide, at 4m nominal.

ROUTE B - FELIXSTOWE ROAD (A1156)	
Description	Route B starts to the southeast of Ipswich, at Seven Hills roundabout on the A14 and A12. It proceeds in a westerly direction to the edge of Ipswich at St Augustines Roundabout where it meets the inner ring road at Bixley Road.
Character	The route is initially derestricted, then 40 mph as it gets closer towards Ipswich. The 30 mph speed limit commences around the edge of the built up area at Warren Heath. The route enters the zone 2 core area at St Augustine's roundabout. The route has some narrow on carriageway cycle lanes on the 40 mph sections and off-road facilities from Warren Heath to St Augustines. This section has two inbound vehicle lanes and is designed to prioritise high vehicular flows into Ipswich. There is no specific passenger transport provision on this route, or bus priority at junctions.
Nominal Width (m)	The corridor is variable in width, but a typical nominal width of the highway space, between boundary features is 26m. The road edges are heavily vegetated where they run next to the Ipswich – Felixstowe railway line and the residential estates at Purdis Farm. The vehicle running lanes are generally wide, at 3.5m nominal

ROUTE C - NACTON ROAD / LANDSEER ROAD (A1189)

Description	Route C starts at the A14 to the southeast of Ipswich. It proceeds in a northerly and westerly direction around zone 2 to provide a direct route to Ipswich docks and waterfront
Character	The initial section of the route from the A14 junction to the Thrasher Roundabout is 40 mph single carriageway road with two inbound traffic lanes. Off carriageway segregated pedestrian and cycle lanes are provided. Motor vehicle flows are prioritised on this section with banned turning movements to ensure traffic is kept moving. The Thrasher Roundabout gives access to the large Ravenswood housing estate and Ransomes Europark industrial Estate. Nearby is Riduna Park, a large out of town shopping area. This combination of uses generates significant traffic in this part of the corridor. The section from The Thrasher to Rands Way is residential in nature, with on carriageway cycle lanes. At Rands Way the route deviates to use Landseer Road. Again, this is residential in nature. The section closest to the docks is industrial in nature with pedestrian facilities and some off-road cycling facilities which link to the popular Waterfront area with is residential and leisure, predominantly.
Nominal Width (m)	The corridor is variable in width, but a typical nominal width of the highway space, between boundary features is 15.2m. The vehicle running lanes are very wide, at 4.6m nominal

ROUTE D - LONDON ROAD (A1214)

Description	This is the primary transport corridor into Ipswich, linking the A12(T) and A14 junction at Copdock with central Ipswich. It is to the southwest of Ipswich and provides the main link to Colchester and London. The route enters the central core at the Hadleigh Road / West End Road complex signal junction.
Character	The route starts as a dual carriageway, subject to a 40 mph speed limit as it commences at Copdock A14 junction. It remains dualled for most of its length until just passed the Robin Drive junction heading Ipswich bound. One inbound lane is a bus lane, with some priority at junction. This is a key bus route linking the Copdock Park and Ride site with Ipswich. Past Robin Drive the route is single carriageway with two outbound lanes. There are some off carriageway cycle tracks, mostly segregated along the route. There are several signal-controlled crossing points for pedestrians and cyclists, and a pedestrian underpass at Chantry Park.
Nominal Width (m)	The corridor is variable in width, but a typical nominal width of the highway space, between boundary features is 34.2m. The vehicle running lanes are wide, at 3.7m nominal on the dual carriageway section

ROUTE E - NORWICH ROAD (A1156)	
Description	Route E is a primary corridor from the A14 to the northwest of Ipswich, proceeding in a south easterly direction towards the centre. The route end at the A1214 double mini roundabouts at Valley Road.
Character	The route is a single carriageway road subject to 30 mph speed limit. The route includes an inbound bus lane along most of the route. The section at the A14 is mostly industrial with several industrial areas and retail parks. At the Old Norwich Road signal junction, the route becomes residential in nature. Halfway along the route the Ferodo railway bridge provides a height (4.9m) and width (12m) constraint. The route has some areas of off carriageway shared walking and cycling facilities, with numerous signal-controlled crossing points.
Nominal Width (m)	The corridor is variable in width, but a typical nominal width of the highway space, between boundary features is 14.2m. The vehicle running lanes are minimal, at 3m nominal.

Toolkit of Interventions

Each corridor should include space for each user group, where space allows. The nominal widths for each facility are set out in the emerging Suffolk Streets Guide ([see https://www.suffolk.gov.uk/assets/planning-waste-and-environment/planning-and-development-advice/Suffolk-Design-Streets-Guide-R-compressed.pdf](https://www.suffolk.gov.uk/assets/planning-waste-and-environment/planning-and-development-advice/Suffolk-Design-Streets-Guide-R-compressed.pdf))

For these corridors ideally each should have:

- Footway on both sides of the road (2m min.)
- Segregated cycle route (3m nominal for bi-directional or two 2.2m unidirectional)
- If insufficient space is available, one shared 3m footway / cycleway can be provided in areas with low cycle flows
- Two general traffic running lanes (3.2m nominal for any bus routes or 3m for routes with minimal bus and HGV use)
- Where possible bus lane (2.6m is the current provision)

A typical corridor width would be:

- 2m footway
- 3m bidirectional cycle route
- 6.4m two-way carriageway
- 2m footway

This would require a total corridor width of 13.4m which we have as a nominal width on most corridors, although most routes have some localised pinch points. Additional road width can be allocated to providing bus lanes or additional traffic lanes where capacity is required. Some space would need to be allocated to landscaping and planting as road corridors provide good wildlife habitat corridors and contribute to biodiversity.

Ipswich Potential Project List

Schemes		Responsible Partner	Priority	Funding Source (★ Funded Projects)	Links To Scc Projects / Bids
Park and Ride Locations	Bury Road	EP SCC/ IBC	P1	Funding bid	Potential for future Levelling Up bid
	Nacton Road	EP/ IBC/ SCC	P3	Developer	Part of local plan and BSIP. Seek to implement at same time as Thrasher Roundabout if practical
Buses	<p>Service standards / minimum frequency:</p> <ul style="list-style-type: none"> • 10 minutes on major routes (services should run evenings / weekends), • Minimum frequency (15 minutes / 20 minutes) in zone between A12 and A14 including park and ride, • Hourly services to / from key towns (Hadleigh, Needham Market, Felixstowe and Stowmarket) and should reach Ipswich before 9am and leave Ipswich after 5pm 	EP / Ipswich / First	P1	Funding bids/ SCC	Will be considered through BSIP and Enhanced Partnership
	Free Wi-Fi and chargers on long distance routes	EP / Ipswich / First	P2	Funding bids/ SCC	Will be considered through BSIP and Enhanced Partnership
	Cold spot assessment (no nearby bus routes) and active interventions to fill, consider circular routes as well as radial and better connections (information) between train station and town centre	EP / Ipswich / First	P1	Funding bids/ SCC	Will be considered through BSIP and Enhanced Partnership

Schemes		Responsible Partner	Priority	Funding Source (★ Funded Projects)	Links To Scc Projects / Bids
Buses	Bus priority measures	EP / Ipswich / First	P1	Funding bids/ SCC	Will be considered through BSIP and Enhanced Partnership
	High quality zero emission bus fleet	EP/ IBC/ First/ SCC	P3	Funding bids	Low carbon bus fleet study part of BSIP and Local Plan
	New single bus station / hub	EP / Ipswich / First	P2	Funding bid	Optimum location will be considered through BSIP and Enhanced Partnership
	Town centre gyratory (reviewing whether we need / benefit from one in collaboration with bus companies)	EP / Ipswich / First	P2	Funding bid/ Developer	Will be considered through BSIP and Enhanced Partnership
	Public toilets at long distance bus station	EP / Ipswich / First	P2	Funding bid	Facilities would be considered through the BSIP and EP
	Simple town wide ticketing	EP / Ipswich / First	P1	Funding bid/ SCC	Integrated multi-operator ticketing part of BSIP
	Better /simpler timetabling / information	EP / Ipswich / First	P1	SCC/ bus operators	Will be considered through BSIP and Enhanced Partnership
	Better connections and information between train station and town centre by bus	P1	P1	Bus/ Train operators	
	Enhanced public transport hub at Ipswich Hospital	EP / Ipswich / First	P2	Funding bid/ Developer	Part of BSIP
Trains	East West Rail	Transport East / NR	P3	Central Government	SCC hold chair of Eastern Section of EWR. Working with TE to progress.

Schemes		Responsible Partner	Priority	Funding Source (★ Funded Projects)	Links To Scc Projects / Bids
Trains	Electrification of Felixstowe to Nuneaton	Transport East / NR	P3	Central Government	Working with TE, Suffolk Rail prospectus
	Ely Junction and Haughley line improvements	Network Rail	P2	Central Government	Working with TE, Suffolk Rail prospectus
	Service standards - ½ hour frequency to key destinations; London, Norwich Cambridge Peterborough Felixstowe Saxmundham (Lowestoft longer-term)	Greater Anglia / NR /TE	P2	Greater Anglia	Note: Norwich and London services already at ½ hour frequency
	Multi-modal hub near Westerfield Station linked to Garden Suburb (including (re)considering station re-location)	IBC	P1	Developer/ Funding bid	Linked to IGS development
	Enhanced parking facilities at other Suffolk stations – to facilitate commuting into Ipswich	SCC/ GA	P2	Greater Anglia	Will be considered as part of mobility hubs concept for BSIP
Safety / Enforcement	ANPR system to protect Bus Lanes/Bus Gates and town centre pedestrian areas (when allowed by legislation)	SCC	P1	SCC	TMA part 6 project - SCC in process of applying
Air Quality	Produce action plan to resolve transport issues within all AQMAs	IBC / SCC	P1	IBC/ SCC/ Funding bid	SCC participate in AQ Working Group

Schemes		Responsible Partner	Priority	Funding Source (★ Funded Projects)	Links To Scc Projects / Bids
Pedestrians and Cyclists	Designing a comprehensive cycle network around town: <ul style="list-style-type: none"> • Copdock to Town Centre via Bourne Park, • Westerfield Station to Town Centre via Christchurch Park, • Sproughton to Town Centre via river path, • Waterfront to Ravenswood via Holywells and Landseer Parks 	SCC	P1	SCC/ Funding bid	SCC LTP Towns Strategy - and LCWIP already exists
	Review timings at puffin / toucan crossings to benefit active travel on key routes	SCC	P1	★	Part of Active Travel Funding - underway
	Maintain / repaint / improve drainage on cycle paths / lanes and footways / pedestrian areas.	SCC	P1	SCC	Part of HMOP review
	Electric bike charging points linked to secure cycle parking	IBC / SCC	P2	SCC/ Funding bids	SCC LTP Towns Strategy
	Develop options for improving the connectivity of the town centre and Waterfront across the Star Lane gyratory	IBC / SCC	P2	Funding bid	Set up group to develop options
	Princes Street, Railway Station to town centre	SCC	P1	★	LCWIP Scheme
	Belstead Road (Luther Road to Stoke Bridge)	SCC	P1	Funding bid/ Developers	LCWIP Scheme
	Grove Lane to Civic Drive	SCC	P1	Funding bid/ Developers	LCWIP Scheme

Schemes		Responsible Partner	Priority	Funding Source (★ Funded Projects)	Links To Scc Projects / Bids
Pedestrians and Cyclists	Nacton Road (Maryon Rd to Waterfront)	SCC	P1	★	LCWIP Scheme
	Bramford Road (Ulster Ave to Bramford Lane)	SCC	P1	Funding bid/ Developers	LCWIP Scheme
	Ranelagh Road and Burrell Road	SCC	P1	Funding bid/ Developers	LCWIP Scheme
	Wherstead Road (Stoke Bridge to Oyster Reach PH)	SCC	P1	Funding bid/ Developers	LCWIP Scheme
	Freehold Road/Foxhall Road	SCC	P1	Funding bid/ Developers	LCWIP Scheme
New Bridges	Provide bridge and linked paths connecting Hadleigh Road to Sproughton Road	IBC / SCC	P2	Developer	SCC supported - SCC secured through planning approval, to be delivered by IBC Pot B
	New bridge across New Cut at Felaw Street connecting to Island site	ABP / IBC / SCC	P1	Developer/ Funding bid	SCC funding ringfenced - study jointly commissioned by SCC, ABP, IBC.
	Provide bridge across Prince Philip Lock Gates	ABP / IBC / SCC	P1	Developer/ Funding bid	SCC funding ringfenced - study jointly commissioned by SCC, ABP, IBC, and supported by Towns Fund.
Road Infrastructure	Thrasher Roundabout Improvements	SCC	P2	Funding bid/ Developer	Previous pinch point bid to be incorporated into future bids. Seek to implement at same time as Nacton Road P&R if practical

Schemes		Responsible Partner	Priority	Funding Source (★ Funded Projects)	Links To Scc Projects / Bids
Road Infrastructure	A12/A14 Copdock Roundabout	National Highways	P3	Central government	SCC provided evidence base as part of RIS - secured RIS 3 pipeline
	Bury Road / Old Norwich Road junction improvements	SCC	P2	★	Secured S106, options being considered
	Bramford Road to Europa Way link	SCC	P1	SCC	Planning Application submitted
Parking	<p>Develop Balanced Parking Strategy taking into account timing of complementary measure:</p> <ul style="list-style-type: none"> • Strategic town centre parking provision at edge of central core • Further limiting car access to the town centre by reducing parking provision • Utilise remaining car parks to support more town centre homes • Develop land on redundant car parks for new housing / commercial use 	IBC	P1	IBC	Rollout of strategy will be dependent on successful implementation of other demand reduction schemes.
	Community EV charging points (in areas of 'resident parking permits')	SCC / IBC	P2		SCC considering charging options, preference not for on-street, but may be considered in some locations. Focus on charging hubs instead.

P1	Within 1st Phase and/or within 2 yrs
P2	Within 2nd Phase and/or within 5 yrs
P3	Within 3rd Phase and/or 5 yrs +

The Taskforce has highlighted the following priority projects from the potential project list, which are seen as key for delivering the strategy:

1 Local/Town Priorities

- North Ipswich Connectivity with the town centre (including Bury Road Park and Ride and Westerfield “multi modal hub”)
- Thrasher Roundabout
- Pedestrian bridges over Wet Dock

2 Regional/Strategic Priorities

- Upgrade A12 Copdock junction
- Improve Haughley and Ely rail junctions
- Improve frequency and reliability of rail service from Ipswich to Cambridge/Peterborough and Lowestoft



Next steps

The proposed next steps are summarised as follows:

- Endorsement of the strategy by the Ipswich Transportation Task Force - with the recommendation for Suffolk County Council to take this strategy approach forward
- Engagement with other key stakeholders including the public on the strategic approach
- Target setting - It is recommended that targets be set to measure that success, such as building on the mode share targets set out in the Mitigation Strategy.
- Scheme option identification and development - framed around the vision and objectives identified in this strategy
- Option testing - qualitative and quantitative assessment of the options against targets and outcomes
- Development of an implementation plan which sets out how we will address the challenges.
- Analysis of feedback from stakeholders
- Identification of funding sources
- Establishing a monitoring approach which helps us to understand whether the strategy has been successful and whether corrective actions might be needed. Effectively enabling us to measure success or failure and inform future strategy development