2020 CONSULTANCY

HADLEIGH TRANSPORT STUDY

FOR HADLEIGH TOWN COUNCIL

FEBRUARY 2023

CONTENTS

1.0 INTRODUCTION 4
1.1 STUDY BRIEF 5
1.2 REPORT STRUCTURE 7
2.0 STUDY METHODOLOGY 8
2.1 STAGE 1 – BACKGROUND INFORMATION REVIEW 8
2.2 STAGE 2 – IDENTIFY PROBLEMS 9
2.3 STAGE 3 – REFINE SCOPE 10
2.4 STAGE 4 – ASSESS ISSUES AND IDENTIFY SOLUTIONS 10
2.5 STAGE 5 – STAKEHOLDER ENGAGEMENT 10
2.6 STAGE 6 – PREPARE TRANSPORT STUDY REPORT 11
3.0 TRANSPORT POLICY CONTEXT 12
3.1 NATIONAL POLICY 12
3.2 REGIONAL POLICY 13
3.3 LOCAL POLICY 13
4.0 EXISTING TRANSPORT CONDITIONS 16
4.1 BACKGROUND 16
4.2 TRAVEL PATTERNS 17
4.3 HIGHWAY NETWORK 19
4.4 PARKING 19
4.5 TRAFFIC FLOW 23
4.6 PUBLIC TRANSPORT 27
4.7 BUS 27
4.8 WALKING 28
4.9 CYCLING 30
5.0 IDENTIFY TRANSPORT ISSUES 32
5.1 LOCALISED CONGESTION ALONG THE HIGH STREET 32
5.2 LIMITED PEDESTRIAN & CYCLING FACILITIES ALONG HIGH STREET 33
5.3 TRAFFIC SPEED OUTSIDE TOWN CENTRE 34
5.4 LACK OF ADEQUATE CAR PARK SIGNAGE AND PEDESTRIAN WAYFINDING 35
5.5 EXCESSIVE ON-STREET CAR PARKING 36
5.6 BENTON STREET 37
6.0 POTENTIAL TRANSPORT IMPROVEMENTS 39
6.1 INTRODUCTION 39

6.2 SHORT-TERM TRANSPORT IMPROVEMENT PROPOSALS 43
6.21 20MPH SPEED LIMIT 43
6.22 TOWN CENTRE GATEWAYS 45
6.23 ACCESSIBILITY IMPROVEMENTS THROUGHOUT HADLEIGH 46
6.24 CAR PARK SIGNAGE AND PEDESTRIAN WAYFINDING IMPROVEMENTS 48
6.25 CAR PARK VARIABLE MESSAGE SIGNS 50
6.26 INTRODUCTION OF RESIDENT PARKING SCHEME 53
6.3 MEDIUM-TERM TRANSPORT IMPROVEMENT PROPOSALS 56
6.31 ENHANCED SCHOOL SAFETY ZONE 56
6.32 JUNCTION IMPROVEMENTS 58
6.33 LOW TRAFFIC NEIGHBOURHOODS (LTNS) 62
6.34 SEGREGATED CYCLE PATH ALONG THE HIGH STREET 64
6.35 20MPH ZONE ALONG THE HIGH STREET 66
6.36 PEDESTRAIN CROSSING POINTS ALONG THE HIGH STREET 67
6.4 LONG-TERM TRANSPORT IMPROVEMENT PROPOSALS 69
6.41 CONTINUOUS FOOTWAYS ALONG THE HIGH STREET 69
6.42 FOOTWAY WIDENING ALONG THE HIGH STREET 70
6.43 ROAD SURFACE TREATMENT 72
6.44 HIGH STREET REGENERATION 74
6.5 INTERVENTION CONCLUSION 76
7.0 STAKEHOLDER ENGAGEMENT 78
7.1 INTRODUCTION 78
7.2 REQUIREMENT FOR CONSULTATION 78
7.3 CONSULTATION MATERIAL 79
7.4 CONSULTATION APPROACH 79
7.5 PUBLIC CONSULTATION RESPONSES 79
7.6 QUESTIONNAIRE ANALYSIS 80
7.61 INTRODUCTION 80
7.62 LOCATION 80
7.63 QUESTION 2 ASKED ARE YOU RESPONDING AS 81
7.64 QUESTION 3 ASKS PLEASE RANK THE FOLLOWING TRANSPORT MODES FROM MOST TO LEAST IMPORTANT 82
7.65 QUESTION 4 ASKS DO YOU PERCIEVE THERE TO BE ANY TRANSPORT ISSUES IN HADLEIGH 83
7.66 QUESTION 5 ASKS, IF SO, WHERE DO THEY RELATE TO 83
7.67 QUESTION 6 ASKS WHAT WOULD YOU LIKE TO SEE IMPROVED MOST IN HADLEIGH 84

7.68 QUESTION 7 ASKS HOW MANY TIMES A WEEK DO YOU TRAVEL INTO HADLEIGH TOWN CENTRE 85

7.69 QUESTION 8 ASKS WHAT MODE OF TRANSPORT DO YOU PREDOMINANTLY USE 86

7.610 QUESTION 9 ASKS DO YOU BELIEVE HADLEIGH HIGH STREET WOULD BENEFIT FROM REGENERATION 87

7.611 QUESTION 10 ASKS IF SO, WHICH OF THESE PROPOSALS WOULD YOU MOST SUPPORT 88

7.612 QUESTION 11 ASKS HOW WOULD YOU RATE THE PARKING IN HADLEIGH (1 BEING THE WORST AND 10 BEING THE BEST) 90

7.613 QUESTION 12 ASKS DO YOU FIND IT DIFFICULT TO PARK IN HADLEIGH 90

7.614 QUESTION 13 ASKS WHAT WOULD YOU LIKE TO SEE IMPROVED MOST HADLEIGH CAR PARKS 91

7.615 QUESTION 14 ASKS DO YOU FEEL THERE IS SUFFCIENT SAFE CYCLING FACILITIES IN HADLEIGH 92

7.616 QUESTION 15 ASKS WHERE WOULD YOU MOST LIKE TO SEE NEW CYCLING FACILITIES IN HADLEIGH 93

7.617 QUESTION 16 ASKS DO YOU CYCLE ON A REGULAR BASIS, IF NOT WOULD IMPROVED FACILITIES PROMOTE YOU TO DO SO MORE 94

7.618 QUESTION 17 ASKS DO YOU FEEL THERE IS ADEQUATE WALKING FACILTIES WITHIN HADLEIGH 95

7.619 QUESTION 18 ASKS WHERE WOULD YOU MOST LIKE TO SEE WALKING FACILITY IMPROVEMENTS 96

7.620 QUESTION 19 ASKS ARE YOU HAPPY WITH THE BUS SERVICE PROVISION, IF NOT, WHAT IMPROVEMENTS WOULD YOU LIKE TO SEE 97

7.621 SUPPLEMENTARY COMMENT BOX 98

7.622 QUESTION 20 ASKS PLEASE OUTLINE YOUR LEVEL OF SUPPORT FOR EACH OF THE POTENTIAL SCHEMES FOR HADLEIGH 99

7.623 QUESTION 21 ASKS PLEASE PROVIDE ANY FURTHER COMMENTS BELOW 100

8.0 SUMMARY AND CONCLUSIONS 101

8.1 BACKGROUND 101

8.2 TRANSPORT CHARACTERISTICS 101

8.3 TRANSPORT ISSUES 102

8.4 POTENTIAL TRANSPORT IMPROVEMENTS 103

1.0 INTRODUCTION

2020 Consultancy have been appointed by Hadleigh Town Council to undertake a transport study to renew the existing transport provision within Hadleigh and develop potential transport interventions that can be considered within the town, as part of the development of the Hadleigh Neighbourhood Plan. These interventions should incorporate all modes of transport, whilst having a priority on sustainability. The interventions should be supported by robust data collected through site assessments and the commissioning of specialist surveys such as Automatic Traffic Counts (ATC).

Neighbourhood planning is a right for communities introduced through the Localism Act 2011. Communities can shape development in their areas through the production of Neighbourhood Development Plans are often referred to simply as Neighbourhood Plans, Neighbourhood Development Orders and Community Right to Build Orders.

Neighbourhood Plans become part of the development plan and the policies contained within them are then used in the determination of planning applications. Neighbourhood Development Orders and Community Right to Build Orders allow communities to grant planning permission either in full or in outline for the types of development they want to see in their areas.

The Town Council began working on a neighbourhood plan in 2014 with the area being designated by Babergh District Council in June 2015. The plan area designated is shown in figure 1 as outlined in black. The Neighbourhood Plan Sub-Committee is working with consultants and actively gathering residents' views across the broad spectrum of the town's planning and infrastructure areas. The sub-committee's plan is to present a finalised Hadleigh Neighbourhood Plan to Hadleigh residents for a formal public vote within the next 12 months.

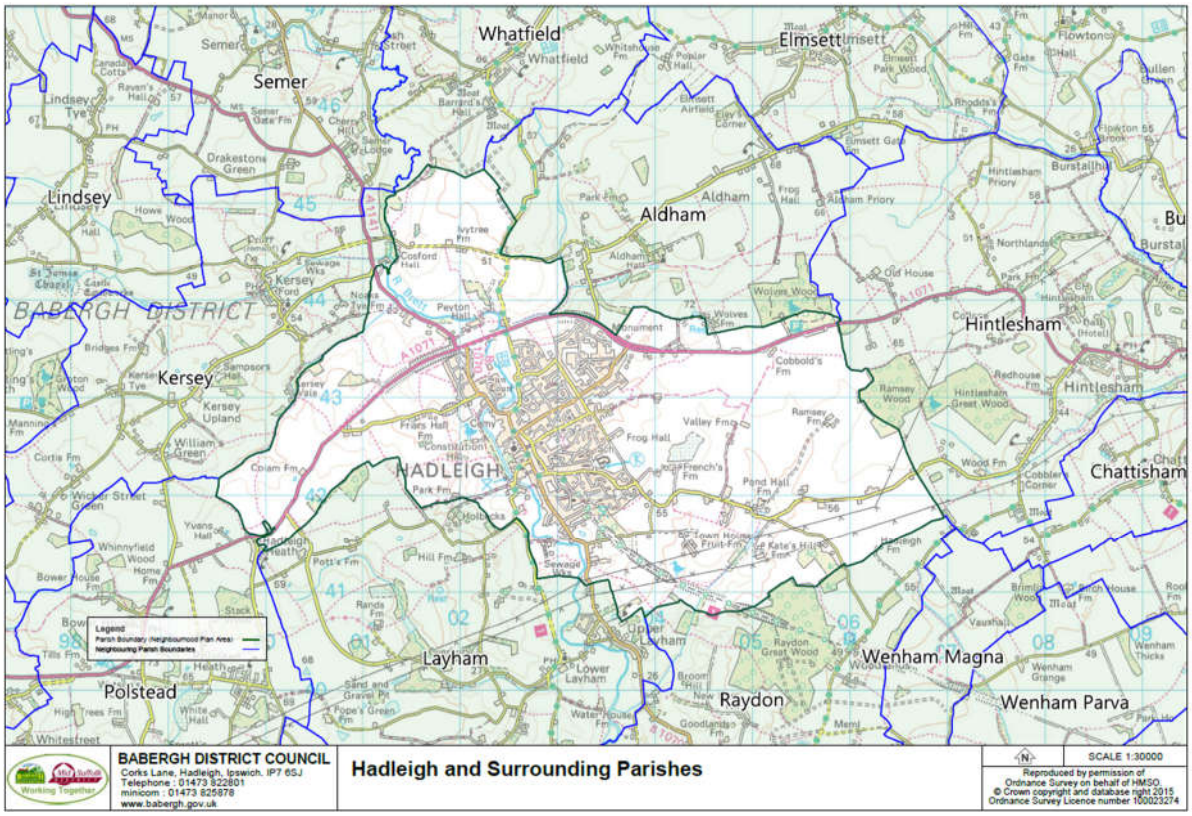


Figure 1 – Designated area for the neighbourhood Plan

The transport study has been produced in consultation with officers from Hadleigh Town Council. The required outputs of this study involve a transport evidence base report and high-level design ideas for street improvements within the town. It's then envisaged that the town will be able to use the materials to engage with the planning and highway authorities, developers, and other stakeholders to help make the case for transport improvements in the town.

1.1 STUDY BRIEF

Hadleigh Town Council set out a serious of objectives for the Neighbourhood Plan. These included the following:

1. Provide a full range of community services and facilities for residents and visitors of all ages;
2. Enhance existing visitor/heritage attractions, making Hadleigh a 'destination of choice';
3. Protect, expand and enhance areas of nature and biodiversity and linkages between them, both in public and private spaces;

4. Protect existing green spaces and provide usable green spaces in new development;
5. Maintain the essential character of Hadleigh as a historical market town;
6. Ensure that Hadleigh's town centre continues to thrive and serves the community as its needs change;
7. Deliver low carbon development, both in new build and renovation;
8. Provide additional safe cycling and walking infrastructure to reduce car dependency;
9. Ensure housing meets the range of needs of the community and is well integrated with it.

Four interventions from the above were highlighted as being a primary focus for this transport study. *Enhance existing visitor/heritage attractions, making Hadleigh a 'destination of choice'* is an objective that can be met through regeneration and public realm within the town centre. This should be considerate of the historic nature of the town. *Maintain the essential character of Hadleigh as a historical market town* is another objective that can be met through regeneration and public realm, in addition to considering potential design features or a consistent approach to interventions that highlight the character / historic nature of the town. An example of this would be developing a way-finding strategy that has a bespoke design guidance for Hadleigh.

Ensure that Hadleigh's town centre continues to thrive and serves the community as its needs change is an objective that can be met through a variety of interventions that have been developed during this transport study. However, the key focus of this will be improvements that can be made along the High Street, as the core area of the town centre. *Provide additional safe cycling and walking infrastructure to reduce car dependency* is an objective that can be met through the priority of active travel interventions across the town, the consideration of reallocating roadspace to enhance the environment for Non-Motorised Users (NMU) in the centre and the road hierarchy.

Based on these objectives, it was determined that the study would investigate possible options for improving traffic movements and levels together with parking arrangements within the town. The study was also to include the following:

- Consideration of mitigating congestion;
- Road safety;

- The impact of school traffic;
- Prohibition of traffic;
- Active travel infrastructure and modal shift opportunities;
- Public transport;
- Regeneration of the town centre.

1.2 REPORT STRUCTURE

The remainder of the report is structured as follows:

- **Chapter 2: Study methodology** – sets out the approach to the study and the work undertaken.
- **Chapter 3: Transport policy context** – reviews and summarises relevant national and local policy documents that could affect future development and transport conditions in Hadleigh.
- **Chapter 4: Existing transport conditions** – describes the existing local facilities and transport infrastructure in Hadleigh, public transport services, operation of the local highway network and the existing travel patterns.
- **Chapter 5: Identified transport issues** – outlines the key existing transport issues that have been identified in Hadleigh as part of the study.
- **Chapter 6: Potential transport interventions** – considers possible measures to resolve the existing transport issues in Hadleigh. Solutions for the short, medium and long-term have been identified.
- **Chapter 7: Stakeholder engagement** – feedback received from stakeholders during the consultation process on the transport study questionnaire, including a summary of the feedback received during the Christmas market, which 2020 Consultancy attended.
- **Chapter 8: Summary and conclusions** - provides a summary of the report and its conclusions.

2.0 STUDY METHODOLOGY

At the inception meeting on 5th October 2022, the objectives and methodology for the transport study were discussed. At the meeting it was agreed that 2020 Consultancy would apply a practical approach to assessing the existing and possible future problems in Hadleigh. It was discussed that 2020 representatives would visit Hadleigh to do onsite assessments which would look to provide practical solutions that could be implemented over the short, medium and long-term. In addition, supporting documentation was supplied to support the background investigation work.

The early stages of the study included seeking to further enhance the scope of work and approach to the study. This was considered to be essential to its success, to make sure that the study provides a practical basis for taking forward the Hadleigh town transport study. The work for the study has been undertaken over a number of stages, which are outlined over the following pages, and illustrated in figure 2 below.

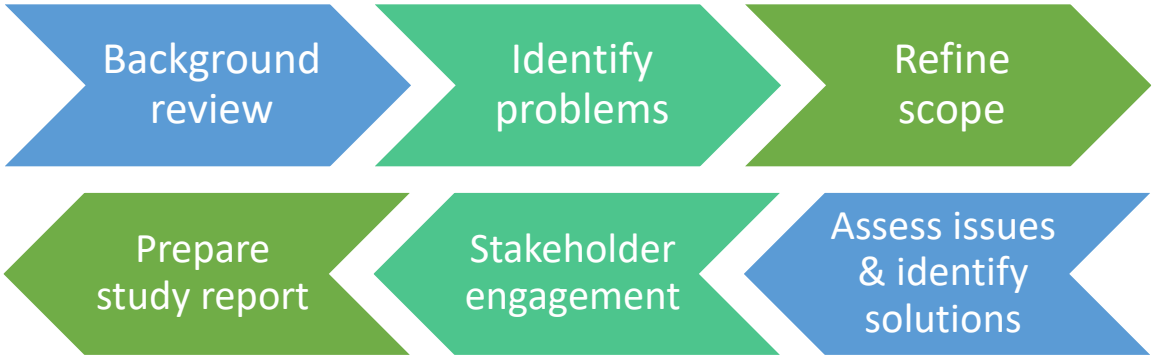


Figure 2 – Approach to the transport study

2.1 STAGE 1 – BACKGROUND INFORMATION REVIEW

There are some existing documents that provide helpful information to support this Transport Study. As such, the first stage of the study was a comprehensive review of the existing documents and assessments. Existing policy documents define the spatial and transport strategies for development in the wider area. The documents reviewed included the Suffolk Local Transport Plan 2011-2031; the Babergh and Mid Suffolk Joint Local Plan; Babergh and Mid Suffolk Infrastructure Delivery Plan (September 2020); and the Strategic Housing and Economic Land Availability Assessment (October 2020). These documents also set out some of the existing issues and perceived problems specific to Hadleigh, as well as the wider Babergh district.

Additional documents that were provided by Hadleigh Town Council for information were also reviewed to support the study. This included the historic traffic and parking plan from 1991, an exhibition report for Benton Street conducted by Suffolk County Council in 2017, and a copy of the Hadleigh cycle map. 2020 Consultancy also undertook some independent research to provide further background on the activities and history of the town.

2.2 STAGE 2 – IDENTIFY PROBLEMS

As detailed previously 2020 Consultancy has undertaken a series of comprehensive site visits. During the site visits, observations were made of the operation of the highway network and the junctions, the general patterns of travel in the town, pedestrian activity in the town centre and areas off the High Street, activity and transport patterns around the primary and secondary schools, the nature of any servicing activity and the parking capacity. The observations took place through both weekdays (Tuesday, and Wednesday), and Saturdays, during the month of October, outside of school holidays detailing specifically the peak and off-peak times.

Prior to the site visits, 2020 Consultancy prepared an assessment criterion to allow issues to be highlighted, and prioritised, along with the opportunity to determine how effective initial transport interventions may be at resolving these issues. At the time, deliverability, and benefits the interventions would bring were the main focus of the scoring criteria. This criterion was developed further during the optioneering stage, which is discussed in greater detail in chapter 6 of this study report.

The site visits have contributed to understanding the transport issues in the town and how they impact of the sense of place and character. Many photographs were taken to record and capture and key areas of interest or possible intervention and act as a referencing point at later stages of the study.

In addition to the comprehensive site observations, 2020 Consultancy spoke with Hadleigh Town Council to understand what previous comments have been received from stakeholders in the past on transport issues within Hadleigh. This helped to inform site visits and identify what needed to be observed regarding perceived issues.

2.3 STAGE 3 – REFINE SCOPE

Based on the background review and initial site visits, 2020 Consultancy met with Hadleigh Town Council on 9th November 2022 to provide feedback from the desktop study, and the site visits. This enabled us to refine the scope and objectives for the study. At the meeting a list of the key issues within the town that needed to be assessed in greater detail, and emerging transport interventions were agreed.

2.4 STAGE 4 – ASSESS ISSUES AND IDENTIFY SOLUTIONS

Further site visits were undertaken and desktop assessments were made of the key issues to understand these in more detail. This included a site visit on a Friday morning to take into account market day. During this stage of the work, the initial interventions that were identified during stage 2, and further interventions were considered and assessed against the objectives of the study, and the assessment criteria that was developed in stage 2. In total, 20 interventions were considered suitable for Hadleigh.

2.5 STAGE 5 – STAKEHOLDER ENGAGEMENT

To support the work 2020 Consultancy were doing on the transport study, and to understand the appetite for the interventions that had been developed through the previous four stages, a consultation process was arranged. This consisted of a six-week period for stakeholders to complete a questionnaire on a range of transport topics including traffic, parking, cycling, walking, and public transport. It also provided the opportunity for stakeholders to outline their level of support for the interventions. During the consultation, there were 347 completed questionnaire responses received.

Supporting the questionnaire, and to increase the awareness of the transport study, 2020 Consultancy attended the Christmas market that occurred in Hadleigh on the 3rd December 2022. A pitch was arranged for staff, who attended with copies of the questionnaire, and plans illustrating examples of the type of intervention that could be considered within Hadleigh in the future. Over the duration of the Christmas market, staff engaged with approximately 100 visitors, with the majority providing positive comment on the aspirations for Hadleigh, and the type of intervention proposed.

2.6 STAGE 6 – PREPARE TRANSPORT STUDY REPORT

A draft report was prepared for Hadleigh Town Council. This was issued on 25th January 2023. The Town Council are currently in the process of collating feedback on the draft report. Once feedback is received, the draft report will be updated, and issued as a final report that will support the Neighbourhood Plan.

3.0 TRANSPORT POLICY CONTEXT

This chapter reviews the key policy documents at a national and local level from a transport perspective. It also considers how these could influence the overall strategy within Hadleigh, in particular in relation to transport matters.

3.1 NATIONAL POLICY

The National Planning Policy Framework was revised on the 20th July 2021 and sets out the government's planning policies for England and how these are expected to be applied. Transport policy at a national level is focused on delivering more sustainable patterns of transport, particularly in relation to new development. Planning Policy Guidance 13: Transport (PPG13), sets out the key principles in this regard.

The key aim of PPG13 is to seek better integration within and between different types of transport as well as between transport and other areas of policy. In particular, this focuses on integration between transport and land use planning.

The objectives of the guidance are to integrate planning and transport at the national, regional and local level to promote more sustainable transport choices for both people and freight; promote accessibility to jobs, shopping, leisure facilities and services by public transport, walking, cycling; and to reduce the need to travel, especially by car.

Developments should be located in areas with good access to public transport, walking and cycling so as to reduce the need to travel and reduce reliance on the private car. In rural areas, it is recognised that delivering this may be more difficult but development can be focused around service centres which provide essential amenities for the surrounding rural areas and villages.

The guidance states that walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly those under 2km. It is suggested that local authorities prepare local walking strategies and review the existing provision for pedestrians, as well as promoting developments near to town centres and through the review of development proposals, help to promote walking as a prime means of access.

Cycling is also an important mode that has potential to replace shorter car journeys, particularly those under 5km. Local authorities should seek to promote cycling by

reducing traffic volumes on key routes, traffic calming to reduce speeds, introducing priority for cyclists where possible and the provision of convenient, safe and secure cycle parking in town centres.

3.2 REGIONAL POLICY

The Economic Strategy for Norfolk and Suffolk, based on the 2014 Strategic Economic Plan, aims for the region to be:

- The place where high growth businesses with aspirations choose to be.
- An international facing economy with high value exports.
- A high performing, productive economy.
- A well-connected place.
- An inclusive economy with a highly skilled workforce.
- A centre for the UK's clean energy sector.
- A place with a clear, ambitious offer to the world.

As part of this, a number of 'priority places' are proposed to be developed, some of which, listed below may have some level of impact on Hadleigh:

- Ipswich.
- The East/West corridors along the A47 from Lowestoft to King's Lynn and the A14 Felixstowe through Ipswich, Stowmarket, Bury St Edmunds, Newmarket.

3.3 LOCAL POLICY

Suffolk Local Transport Plan

The local transport plan sets out Suffolk County Council's long-term transport strategy for the next 20 years and the key focus is to support the county's economy and support future sustainable economic growth. The plan aims to improve Suffolk's transport networks, reduce congestion, and improve access to jobs and markets.

The plan agrees that current levels of bus provision within the district are limited, with even the larger settlements not being big enough to be able to justify their own internal bus services. Routes and timetabling is also generally limited throughout the district,

with particular reference to Hadleigh included in the key transport issues for Babergh table.

The plan agrees that the community of Hadleigh is suffering as a result of the traffic issues. It highlights that severance is occurring due to difficulties of crossing the A12, A1071 and A137 to reach services. The plan also makes specific reference to Benton Street as a key transport issue for Hadleigh.

The key ambition is to support the local economy, attract world class businesses, and support and develop the local workforce, in the context of a shift towards a low carbon economy. This will help residents to achieve a high quality of life and create stronger and more self-reliant communities. While improving the local economy the strategy also aims to help make Suffolk a healthier, safer place to live and work; improve the level of educational attainment; and reduce the impact of harmful emissions. Working towards these priorities will place the county in a strong position to capitalise on future opportunities for sustainable economic development.

Table 1 illustrates the relationship between the Suffolk priorities and the transport aims contained within the Local Transport Plan.

Suffolk's Priorities	Challenges	Transport aims
A prosperous and vibrant economy	• Support sustainable economic growth; • Use Suffolk's unique selling points to capture emerging markets; • Reduce economic inequalities across the county; • Transport and infrastructure to support sustainable economic growth.	• Improve connectivity and accessibility; • Maintain core transport networks. Balance capacity and demand for travel, through increasing the use of sustainable transport and reducing need for travel; • Improve access to jobs and commercial markets for residents and businesses based in the county.
Creating the greenest county	• Reducing CO2 emissions.	• Reduced emissions from transport, including road maintenance.
	• Adapting to climate change.	• Maintaining resilience of transport networks (e.g. coping with flooding, pot holes, winter damage).
	• Improving air quality.	• Reduced air pollutant emissions.
Safe, healthy and inclusive communities (Protect vulnerable people and reduce inequalities)	• Improving health impacts.	• Facilitating an increase in walking and cycling.
	• Improving accessibility.	• Improving the physical accessibility of the transport system, improving information about travel options, improving access to services for those without access to cars.

	• Supporting regeneration and tackling deprivation.	• Supporting wider regeneration.
	• Improving road safety.	• Reducing the number of casualties on the transport network.
	• Improving air quality.	• Reducing impact of poor air quality on local communities.
Learning and skills for the future (Transform learning and skills)	• Improving access to education.	• Improving accessibility to schools, colleges, universities and other places of learning; • Access to broadband for online learning.

Table 1 - Suffolk priorities and the transport aims contained within the Local Transport Plan

Babergh and Mid Suffolk Joint Local Plan

The Joint Local Plan aims to establish a long-term strategy to manage development, provide services, deliver infrastructure and create sustainable communities.

The JLP identifies nine strategic employment sites including Stowmarket, Sudbury, Acton, Eye, Hadleigh, Needham Market, Raydon, and Woolpit. The JLP states that these sites are essential to securing the future prosperity of the area and that as Babergh and Mid Suffolk are largely rural districts, the towns and core villages within them serve an important function in the provision of shopping, employment and leisure opportunities. To maintain the vitality and viability of existing town and retail centres, new retail, leisure and community facilities will be directed sequentially to the towns in Babergh and Mid Suffolk and to the core and hinterland villages as defined in the settlement hierarchy.

The proposed housing distribution and delivery across the districts demonstrates approximately 33% of the housing growth to 2037 (approx 3,161 dwellings) will take place within the districts market towns such as Sudbury, Hadleigh, and Stowmarket. In comparison, approximately 28% of the housing growth to 2037 (approx. 2,699 dwellings) will take place in core villages. This highlights the importance the role of the market towns, and core villages have within the district.

4.0 EXISTING TRANSPORT CONDITIONS

4.1 BACKGROUND

Hadleigh is a historic market town situated in South Suffolk, East Anglia. It is situated between the two larger towns of Sudbury to the west and Ipswich to the east. The town acts as a rural service centre for surrounding rural areas which have limited services and rely on Hadleigh for shopping and education.

There are several larger destinations located close to Hadleigh. It is approximately 14km west of Ipswich and 15km east of Sudbury. The town is approximately 28km southeast of Bury St Edmunds and 18km northeast of Colchester. The town and the surrounding areas are detailed below in figure 3.

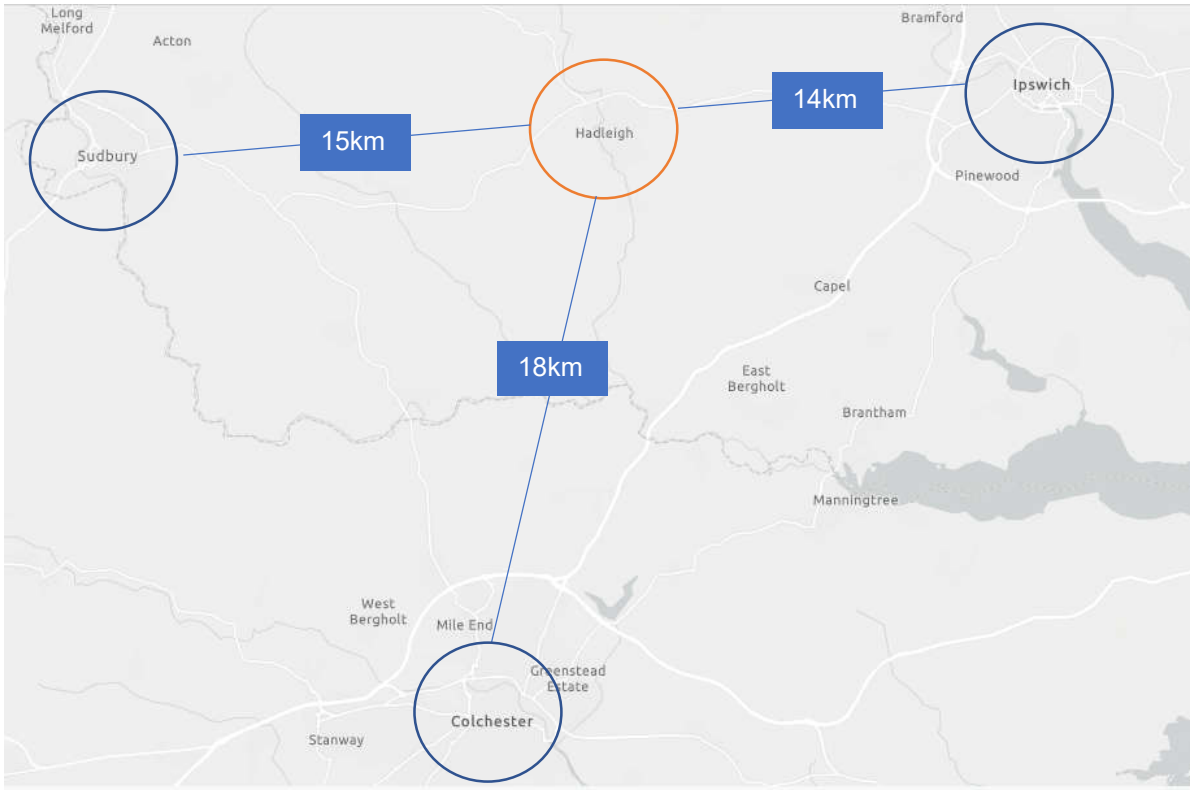


Figure 3 – Depicting Hadleigh position to other destinations

Hadleigh town centre is compact with the main centre being located along and nearby the High Street. The High Street and the surrounding areas provide a good range of services including a few public houses, cafes, restaurants, and smaller shops including a Co-Op convenience store, independent traders, charity shops and barbers/hairdressers. The facilities in the town are suitable to serve the typical day-to-day needs of the residential community. Observations during the site visits show that

the High Street attracts a good level of pedestrian activity throughout the day on both weekdays and Saturdays.

The larger residential areas are located to the east of the High Street with small cluster areas located in all other directions. The population was recorded as 8253 in 2011 from the census data obtained and rose to an estimated 8857 by 2021.

In terms of healthcare, there is a medical centre located off Market Place, and four dentists located in and around the High Street. The nearest hospitals are within the main towns with hospitals at Ipswich, Colchester, and Bury St Edmunds. All three hospitals provide A&E services.

There are a number of schools within Hadleigh town, both primary and secondary schools. The major primary and secondary schools within the town have been highlighted and detailed in figure 4 below.

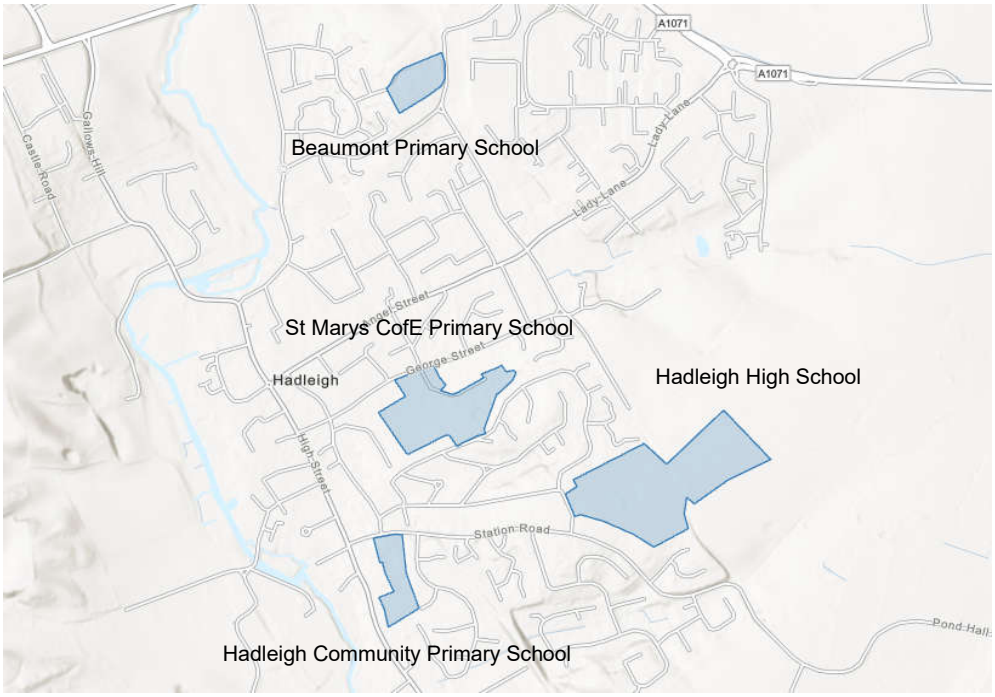


Figure 4 – Locations of primary and secondary schools within Hadleigh

4.2 TRAVEL PATTERNS

Details on travel behaviour has been reviewed for both Hadleigh, and the wider Babergh district region. At the time of writing this report, some data from the 2021 Census is available. However, this is somewhat high-level and limited to headlines.

Therefore, the review outlined in the following paragraphs is a mixture of 2011 Census data, and 2021 Census data where it is available for review and comparison.
A local car ownership of 1.38 cars per household was recorded for the Hadleigh region in the 2021 Census. Only 11.6% of households had no access to a car and 50% had more than one car. This is in line with the average ownership recorded for the Babergh district (1.38) but higher than the average for Suffolk (1.26) and England (1.11). This high level of car ownership is partly explained by the rural location as the private car is the only realistic option for many longer journeys outside of the town due to the limited public transport services.

According to the 2011 census, the proportion of journeys to work on foot or by bicycle was higher than for the rest of Babergh, Suffolk and the England as a whole. This may be explained by data from the census that shows a significant proportion of the resident population also worked in the local area. Approximately 56% of those living in Hadleigh also worked within Hadleigh. The other main employment locations included areas around Ipswich, Sudbury, and Colchester.

Based on the 2021 census summary data, over 56% of work journeys were by car, taxi or motorcycle with less than 2% travelling by public transport. The car mode share is lower than the average for both Babergh, and Suffolk, although the public transport share is also lower and almost half the county average.

The proportion of residents working in the town may have reduced due to the reduction in employment within Hadleigh since the 2011 census. Therefore, once this data from the 2021 census is available, a comparison should be undertaken.

The compact nature of the settlement and attractiveness of the town, both in terms of the range of services and setting, make Hadleigh a sustainable development from a transport perspective. Therefore, any changes to the town should be sensitive to the existing character, setting and vitality of the town centre because if these are unduly affected then this could lead to people not visiting the town centre for their day-to-day needs and choosing to visit one of the larger towns instead. This would result in longer journeys, most likely by car which would not support policy objectives at a local and national level.

4.3 HIGHWAY NETWORK

The classified routes within the local area are the A1071 and the B1070. The A1071 operates locally as a feeder road which travels west to east and offers connection to the A1214 and in turn takes you onto Ipswich. The A1071 starts to the west within close proximity to Sudbury and passes through Hadleigh to the north of the towns extents. The B1070 is established to the north of Hadleigh off a junction with the A1071. The road orientates in a north to south movement and then joins the High Street where it then orientates off a further junction in a west to east movement. This continues until it re-joins the A1071 to the east.

Figure 5 – The highway network surrounding Hadleigh

4.4 PARKING

The town centre is served by seven council (Babergh and Mid-Suffolk District Council) operated car parks. In addition to this, there is also on-street parking within the town centre, which includes parking with limited waiting, and areas of unrestricted parking. The unrestricted parking is generally located within residential streets, whereas the limited waiting parking is located along and off the High Street.

From the seven council owned car parks in Hadleigh, six serve the town centre, and one provides parking for the Railway Walk trail, which is located to the south of the town. The six town centre car parks are relatively well spread-out providing access from the north, east, south, and west. Between all seven car parks there is a total of 389 parking spaces, the majority of which serve the town centre. Magdalen Road is

the largest car park in Hadleigh, with 178 spaces provided and equals 46% of the total for the town. The car park includes both short and long-stay parking bays.

Details of the seven off-street car parks are outlined below and illustrated in figure 5.

- **High Street (Barclays Bank)** – this is located to the east of the High Street and centrally positioned within the town extents. The car park provides 52 spaces limited to a 3-hour maximum stay. The car park is operated by Babergh and Mid-Suffolk District Council.
- **Magdalen Road (Short and Long Stay)** – this car park is located to the east of the High Street and north of the above car park. The car park provides 99 spaces for long stay and 79 spaces of short stay. The short stay serration is a 3-hour maximum stay. The car park is operated by Babergh and Mid-Suffolk Council.
- **Maiden Way** – This is a small car park located to the east of the High Street accessed via the High Street. The car park provides 9 spaces and has a maximum stay duration of 3 hours. In addition, this car park has provision for two number EV charging points. This car park is operated by Babergh and Mid-Suffolk District council.
- **Railway Walk (North)** – This is a small car park located off Station Road to the south of Hadleigh Town. The purpose of this car park is to service users of the Railway Walk. The car park provides 5 spaces and has an unlimited maximum stay. The car park is operated by Babergh and Mid-Suffolk District Council.
- **Stonehouse Road** – This car park is located off Stonehouse Road situated east of centre of the town. The car park serves users of the leisure centre and surrounding facilities. The car park provides 47 spaces and has a 24hour maximum stay duration.
- **Toppesfield Hall** – This car park is located to the west of the High Street and is situated centrally within Hadleigh. The car park provides 21 spaces and has a 3-hour maximum stay duration. The car park is operated by Babergh and Mid-Suffolk District Council.
- **Bridge Street** – This car park is located to the north of High Street off Bridge Street (near Corks Lane) that is currently used as a car park, although this will be on a temporary basis, as the site has been approved for a housing development site. Although the official finalisation of this proposal hasn't been given to date.

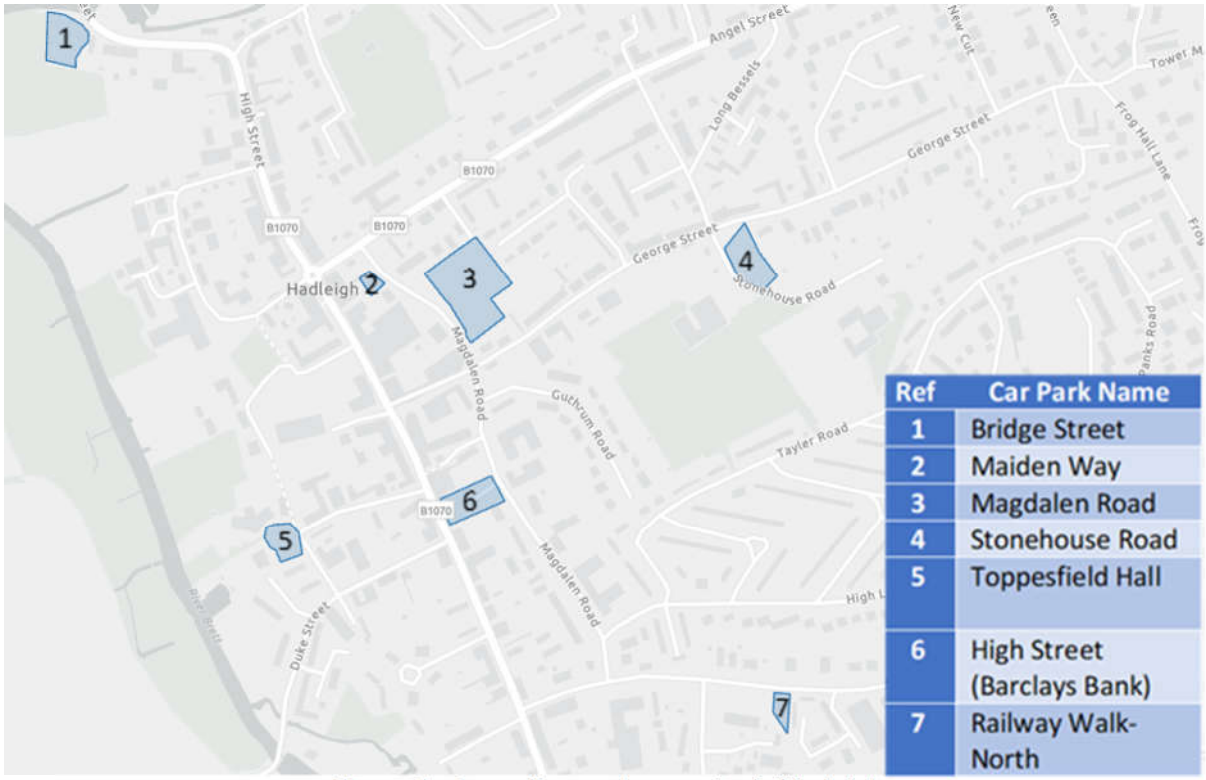


Figure 6– Council owned car parks in Hadleigh

On-Street parking is centrally focused along the High Street, which provides parking opportunities for the majority of the High Street between the junctions with Calais Street to the north, and Station Road to the south. These spaces are limited to one hour duration of stay, Monday to Saturday 8:30am – 6pm, with no return within one hour. Outside of this area on-street car parking is generally unrestricted, except areas of restricted parking, which involve either a single yellow line or double yellow line.

Observations on the site visits show that parking within the centre area of Hadleigh town is well used throughout the day. The majority of the car parks demonstrate capacity levels of 60% plus, with peak periods showing levels of 85% and higher, which is a point where locating a parking space can become more challenging. However, generally speaking, there appears to be sufficient capacity within the town centre, although it's acknowledged demand may become a greater issue when vehicles cannot park in Corks Lane car park, once the site is redeveloped.

There is high-demand for on-street parking throughout the day. There is a frequent turnover of spaces due to the limited restriction of one-hour. At times, vehicles attempting to park on-street does cause localised congestion with vehicles waiting to pass in both directions. This can be exacerbated if there are additional pinch points.

4.5 TRAFFIC FLOW

To support this transport study, a number of traffic surveys have been undertaken across the town. The traffic surveys were designed to gain an understanding of traffic flow, traffic speed, and a broad understanding of traffic direction. Automatic Traffic Count (ATC) surveys were installed at key locations across the town centre. In addition, manual turning counts were undertaken during the site assessments undertaken by the project team at different times of the day.

The ATC surveys were installed in November 2022. The locations are detailed below, and illustrated in figure 6. Alongside these surveys commissioned, an ATC survey was undertaken along Benton Street in July 2022 on behalf of Suffolk County Council.

- Location 1 – Calais Street east of the junction with Bridge Street;
- Location 2 – High Street north of the junction with Angel Street;
- Location 3 – Angel Street east of the junction with Magdalen Road;
- Location 4 – George Street east of the junction with Magdalen Road;
- Location 5 – Magdalen Road south of the junction with George Street;
- Location 6 – High Street north of the junction with Station Road;
- Location 7 – Station Road east of the junction with Magdalen Road.

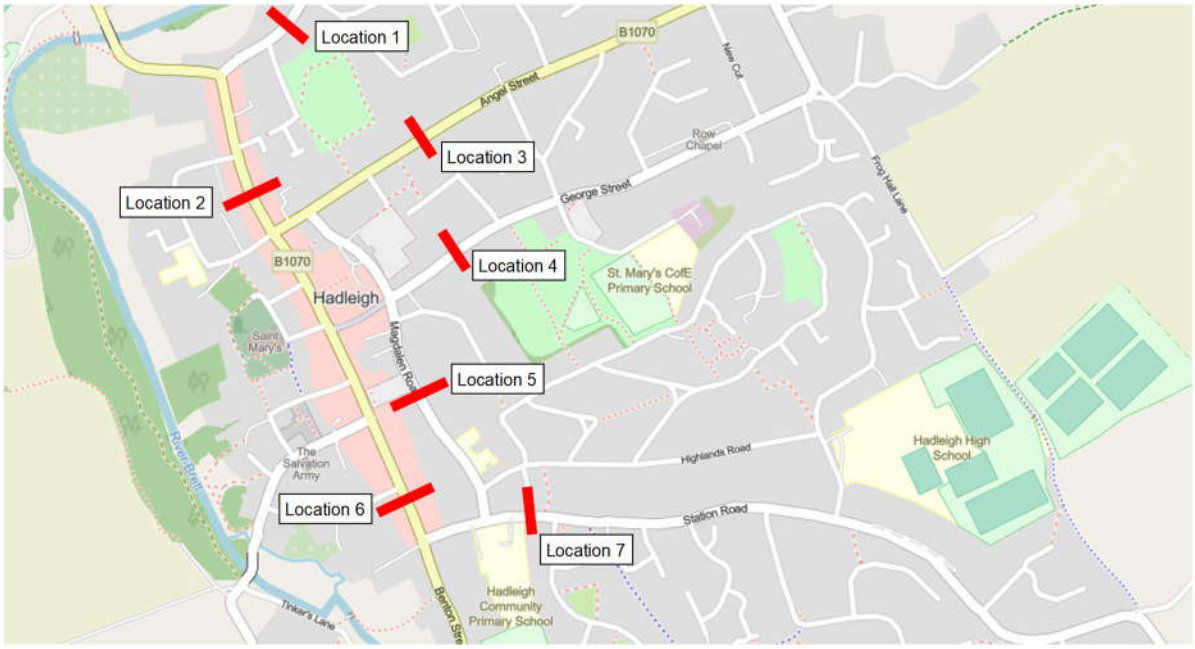


Figure 7 – ATC survey locations

The results from these surveys demonstrate that the highest average traffic flows across the seven-day period occurred along High Street north of the junction with Angel Street (location 2). The average flow southbound was 3,930 per day, and the average flow northbound was 3,885 per day. This suggests that more traffic is entering / exiting the town from the north. There are caveats to this, including the Morrisons superstore that is likely to attract specific traffic. This assumption is supported by the high flows demonstrated along Calais Street, which would be the most logical route.

The location with the second highest average traffic flows from the surveys was Magdalen Road south of the junction with George Street (location 5). This location demonstrated average flows of 2,811 northbound, and 2,754 southbound. The most likely cause for traffic flow along Magdalen Road is the location of Magdalen Road car park, which is the largest car park in Hadleigh. Additionally, traffic may seek to avoid the High Street due to localised congestion that can be experienced along the road.

The southern High Street survey, which was conducted north of the junction with Station Road (location 6) provided the third highest average flows. There were average flows of 2,274 vehicles northbound, and 2,268 vehicles southbound. This suggests that many vehicles may be travelling along the full length of the High Street.

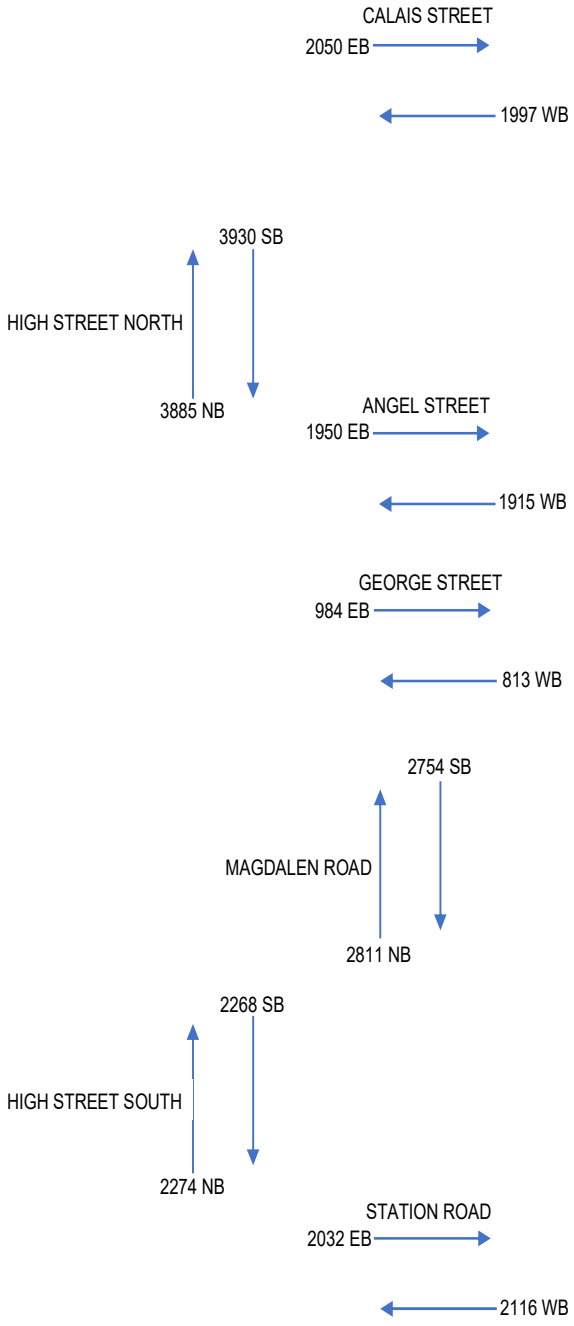
Table 2 provides the average traffic flows in both directions for the seven ATC sites.

ATC Location	Ave Traffic Flow / Direction	Ave Traffic Flow / Direction
Location 1 – Calais Street east of the junction with Bridge Street	2050 Eastbound	1997 Westbound
Location 2 – High Street north of the junction with Angel Street	3885 Northbound	3930 Southbound
Location 3 – Angel Street east of the junction with Magdalen Road	1950 Eastbound	1915 Westbound
Location 4 – George Street east of the junction with Magdalen Road	984 Eastbound	813 Westbound
Location 5 – Magdalen Road south of the junction with George Street	2811 Northbound	2754 Southbound
Location 6 – High Street north of the junction with Station Road	2274 Northbound	2268 Southbound
Location 7 – Station Road east of the junction with Magdalen Road	2032 Eastbound	2116 Westbound

The results of table 2 demonstrate that there is little difference between the opposing directions of traffic flow. The greatest difference between directions is along George Street (location 4), which has an average difference of 171 vehicles a day.

There are key trip generators along George Street including Hadleigh Pool and Leisure Centre, and St Mary's Primary school. There are opportunities to travel eastbound along George Street from the town centre to these locations, and then continue east, using one of the residential streets such as Threadneedle Street, or The Green to access Angel Street.

George Street does have pinch points due to narrow carriageway in places and on-street parking, which may encourage usage of these residential streets.



The remaining six ATC sites all have average opposing traffic flows below 100 per day. This suggests that traffic flow is relatively balanced across the town. The survey along High Street north of Station Road has the smallest fluctuation between flows, with an average difference of just six vehicles a day. At this site northbound traffic is slightly higher than southbound. At the survey location 2, which is High Street north of the junction with Angel Street, the southbound flow is slightly higher than northbound flow. This confirms the assumption that the core town centre is the key destination.

The ATC survey undertaken along Benton Street in July 2022 demonstrated that the average seven day flow was 2,143 vehicles northbound, and 2,241 southbound. This is in line with these survey locations, and highlights a slight increase in southbound traffic flow. These numbers are similar to High Street south, and Station Road surveys.

In addition to the ATC surveys, informal manual turning counts were undertaken during the site assessments on weekdays, and Saturdays. This enabled our project team to understand the origin and destination of traffic in Hadleigh. Using this data alongside the ATC survey enables us to speculate the breakdown of traffic flow through the town.

The key headlines from this analysis has been summarised below for information.

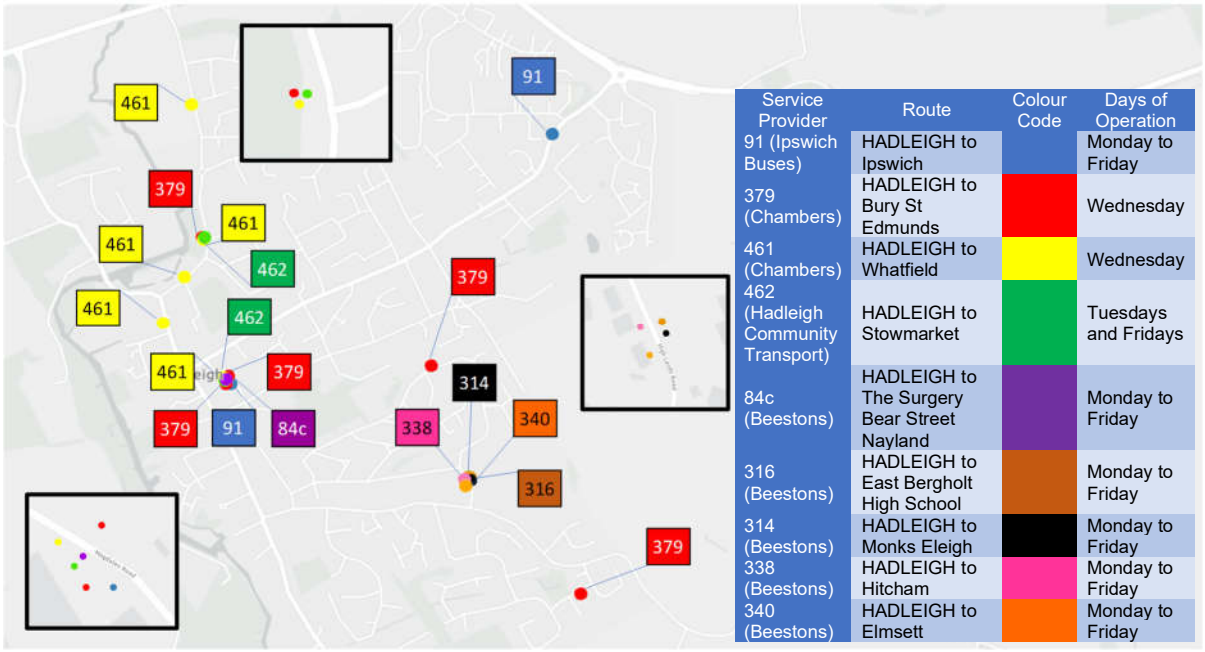
- Approximately 50% of northbound traffic passed through both High Street surveys. Only approximately 35% of southbound traffic passed through both High Street surveys. This suggests that there is more traffic wishing to travel through the High Street from the south compared to the north.
- From the remaining 50% of northbound traffic that didn't pass through the High Street (north) survey, 30% turned right at the junction with Angel Street. Approximately 20% turned right at this junction and then into Magdalen Road.
- From the remaining 65% of traffic that didn't continue south along High Street, approximately 40% turned left at the Angel Street junction and into Magdalen Road whereas approximately 25% turned left and continued along Angel Street.
- It is assumed (based on the turning counts and applying a slight difference to the Benton Street data due to the timescale difference) that approximately 60% of traffic continues into the High Street. The remaining 40% is split with approximately 25% turning left into Magdalen, and 15% continue along Station Road.
- Approximately 60% of traffic exiting George Street turn left into Magdalen Road, whereas approximately 40% turn right into Magdalen Road. The majority of those turning right appear to access Magdalen Road car park.
- There is an approximate split of 50/50 with traffic entering Hadleigh from Angel Street. 50% turn left into Magdalen Road, and 50% continue to the junction with the High Street. Those turning into Magdalen Road, most access the car park.
- The majority of traffic travelling west along Calais Street turn left at the junction with High Street. It's not possible to determine the onward journey past the High Street (north) survey point.
- Approximately 55% of traffic travelling west along Station Road turn right into the High Street, whereas approximately 45% turn right into Magdalen Road.

4.6 PUBLIC TRANSPORT

Hadleigh Town is not served directly by a railway station and therefore residents have to travel to nearby towns and cities to access rail services. The nearest train station is located to the west of Hadleigh in Sudbury. At Sudbury there is a route to Marks Tey via Bures and Chapel Colne. It is from Marks Tey that various onward destinations can be made. The nearest station which offers direct onward destinations is Ipswich railway station.

4.7 BUS

Hadleigh is served by several bus services with multiple routes that operate throughout the week as well as several services that bring people into Hadleigh. There are various routes that serve the larger destinations outside Hadleigh including the 379, which provides a service to Bury St Edmunds and the 91 which provides a service to Ipswich (which at the time of writing has just decreased the frequency of operation). There is an indirect service to Colchester which requires a change of service to reach the desired location. The bus service for Hadleigh is summarised in figure 7 below.



Service Provider	Route	Colour Code	Days of Operation
91 (Ipswich Buses)	HADLEIGH to Ipswich		Monday to Friday
379 (Chambers)	HADLEIGH to Bury St Edmunds		Wednesday
461 (Chambers)	HADLEIGH to Whatfield		Wednesday
462 (Hadleigh Community Transport)	HADLEIGH to Stowmarket		Tuesdays and Fridays
84c (Beestons)	HADLEIGH to The Surgery Bear Street Nayland		Monday to Friday
316 (Beestons)	HADLEIGH to East Bergholt High School		Monday to Friday
314 (Beestons)	HADLEIGH to Monks Eleigh		Monday to Friday
338 (Beestons)	HADLEIGH to Hitcham		Monday to Friday
340 (Beestons)	HADLEIGH to Elmsett		Monday to Friday

Figure 8 – Hadleigh bus service plan

There are 21 bus stops across Hadleigh. These bus stops are shown below. A plan illustrating the location of the bus stops can be viewed in figure 8.

- Lady Lane Industrial Est
- Eight Bells
- Castle Road
- Council Offices
- Sydney Brown Court
- Hadleigh High School
- Woodthorpe Close
- Brett Avenue
- Buyright
- Brunskil Place
- High Street Mews
- Clopton Gardens
- Station Road
- Wentworth Close
- Aldham Road
- Meadows Way
- Friars Road
- Hadleigh Bus Station
- Highlands Road
- Woodthorpe Road
- Meriton Rise

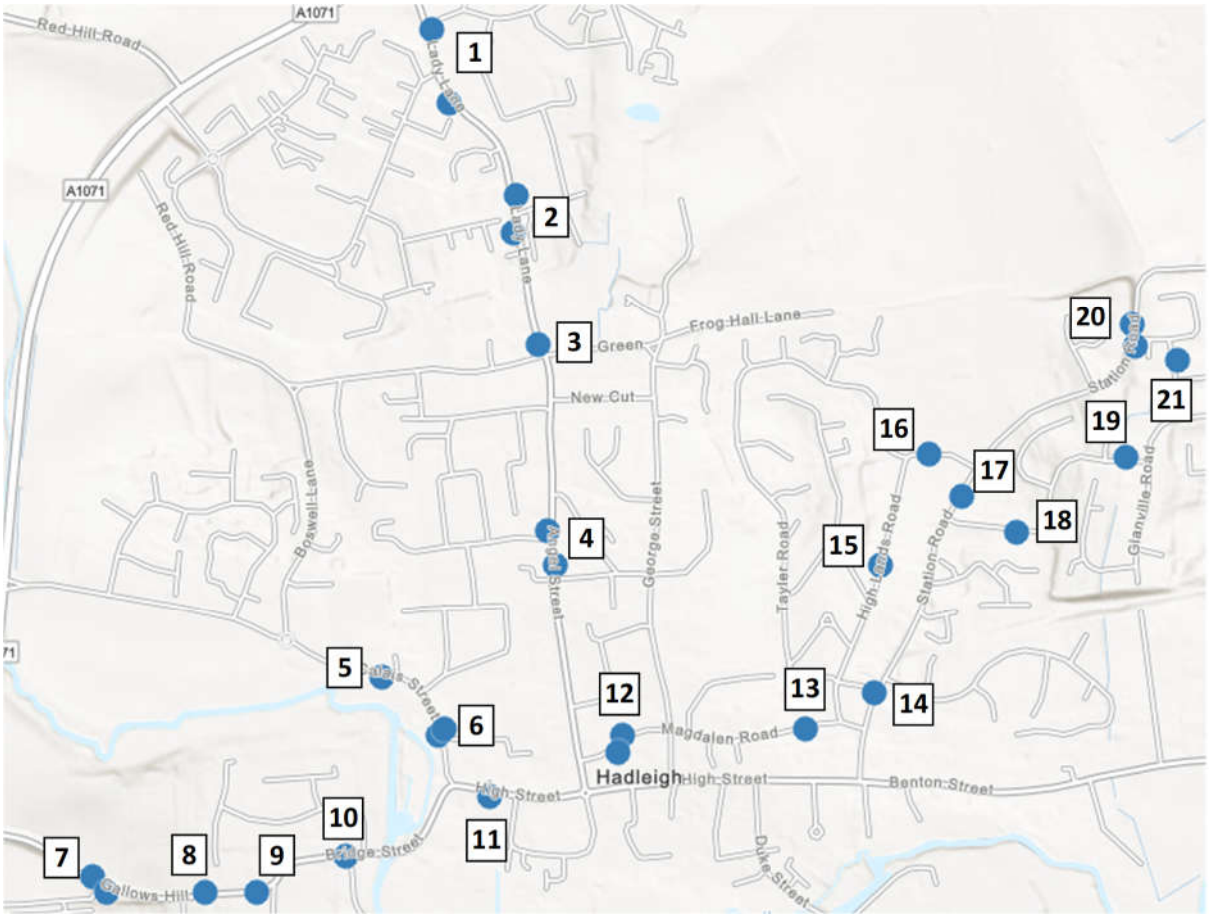


Figure 9 – Location of bus stops in Hadleigh

4.8 WALKING

There are various walking routes within the extents of Hadleigh including the Railway walk, River walk and the Constitution Hill public footpaths. The whole of the town is within a 15-20 minute walk of the High Street as the core town centre. The connections around the High Street are adequate. In some surrounding areas there are some pavement connection issues, which is due to the small width of roads and various on-street parking opportunities. On observation of the area when the site visit occurred it

was noted that various crossing points are missing tactile pavement for users who are visually impaired, which could cause issues crossing the carriageway, especially the busier roads within the town centre.

The town generally provides a pleasant environment for pedestrians as traffic flows and speeds are typically low and the historic architecture and environment makes Hadleigh a pleasant place to be.

During the site visits, significant peaks in pedestrian demand were observed. These typically related to trips to and from the schools either at the start and end of the school day, and along the core area of the High Street. These surges can lead to footway capacity issues resulting in congestion on the footway and pedestrians having to reduce their walking speed or step out into the road.

There are several pedestrian crossing facilities provided around the town on the main desire lines in the town centre such as the High Street, and Magdalen Road, as well as further away from the town centre such as Angel Street. These are provided as zebra crossings which provide pedestrian priority. The condition of these crossing points are relatively poor, due to faded markings. Traffic flows and speeds have also been observed to be relatively low, which is conducive to a good pedestrian environment and allows safer informal crossing away from formal facilities.

Despite there being a zebra crossing along the High Street, there were several occasions where it was noted pedestrians crossing the High Street, causing near misses and conflict with traffic. This was also observed elsewhere within Hadleigh including Market Place, Station Road, and George Street. This may suggest that although there is an adequate provision of formal crossing points in the town, there may be a need to consider additional crossing facilities for pedestrians.

4.9 CYCLING

There is currently very limited cycling infrastructure within Hadleigh. The provision that is in place is generally focused outside the town centre, such as the Hadleigh Railway Walk, which is a traffic free shared use path and is part of the National Cycle Route 1. There is a good provision of cycle parking that is located in the town centre.

Figure 10 provides a copy of the Hadleigh Cycling Map that was produced by Hadleigh Cycling Club, with the support of Suffolk County Council & Hadleigh Town Council.

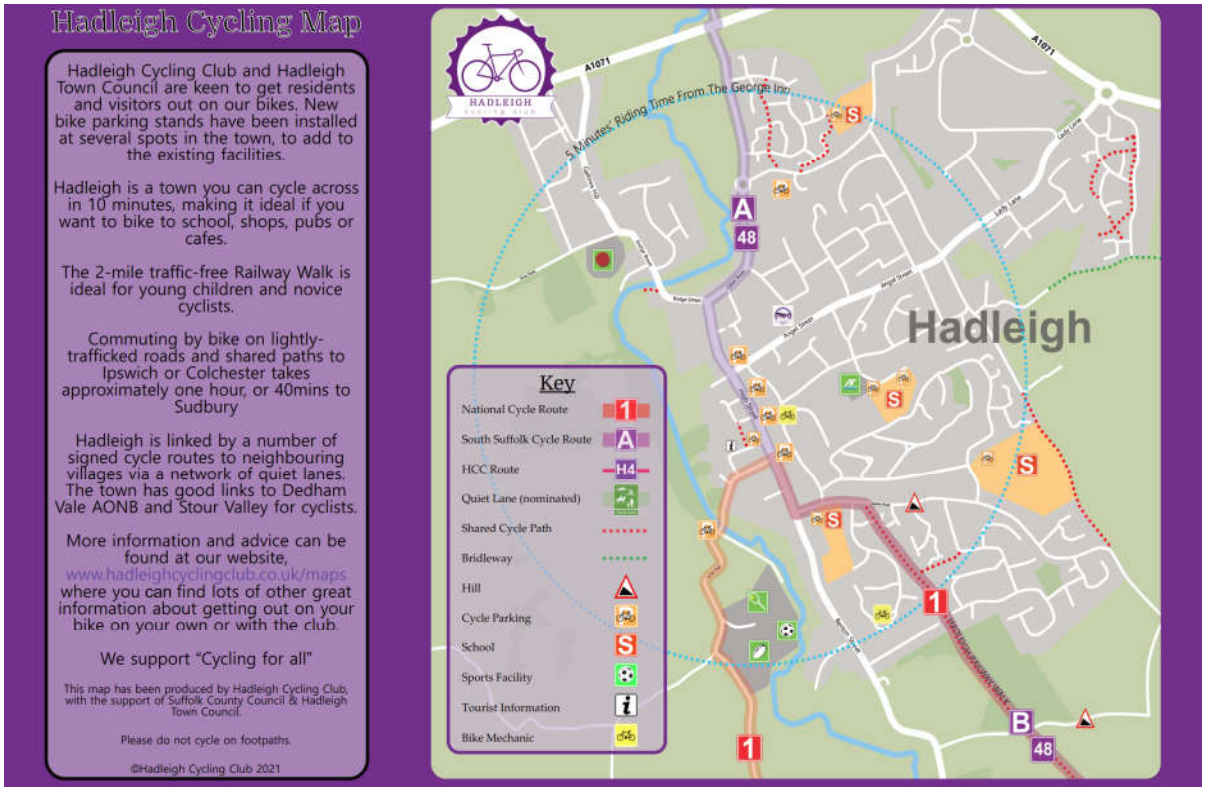


Figure 10 – Copy of the Hadleigh Cycling Map

5.0 IDENTIFY TRANSPORT ISSUES

This section sets out the key transport issues that have been identified in Hadleigh, and outlines the issues that were observed from the site visits undertaken as part of this study. This doesn't take into account external services such as the bus provision, or the reliability of bus services as this is outside the influence of the Town Council.

5.1 LOCALISED CONGESTION ALONG THE HIGH STREET

The site assessments identified local traffic congestion as a problem along the High Street, particularly on Market days. There are a number of areas where narrow sections of road, in combination with on street parking, make it difficult for two vehicles to pass. This can lead to vehicles having to wait to give way and therefore queues forming. This should not cause significant problems provided that the traffic flows are relatively low and there is sufficient space for vehicles to wait to allow vehicles travelling in the opposite direction to pass.

This issue does offer some benefits as it acts as a natural traffic calming measure, helping to keep the speed of traffic travelling through the town lower.

Other factors such as the location of pedestrian crossings, vehicles manoeuvring in and out of parking, on street servicing, vehicles stopping to drop-off pedestrians and the presence of large vehicles can also lead to intermittent queuing and congestion. When vehicles have to give way in such a manner this can also lead to platoons of vehicles travelling together along routes. This can exacerbate the problem further as it requires more space for vehicles to wait whilst giving way to opposing traffic when

compared with a more evenly spread profile. By its nature, this type of congestion is intermittent and can occur over short periods and can be difficult to measure.

5.2 LIMITED PEDESTRIAN & CYCLING FACILITIES ALONG HIGH STREET

It was noted on the numerous site visits into Hadleigh that the High Street had a lack of suitable pedestrian and cycling facilities. The general pedestrian footfall along the High Street was high at most points in the day on weekdays, and especially on Saturdays. The lack of safe segregated cycling facilities was deemed to contribute to the limited number of cyclists seen using the road. As the primary road for shops and businesses within Hadleigh, the High Street has a large number of visitors both residential and tourist which means it needs to be fit for purpose and inviting for all users of different forms of transport. However, it is apparent from the layout of the public highway along the High Street that there is far greater priority for the car.

It was recorded on numerous occasions that pedestrians were required to walk in the carriageway due to the number of pedestrians using the generally narrow footways. This is especially the case during the core area of the town centre between Queen Street to the north, and Duke Street to the south. This issue is exacerbated with the high-volume and demand for on-street parking along this part of the High Street.

5.3 TRAFFIC SPEED OUTSIDE TOWN CENTRE

Although this transport study has suggested that traffic speed isn't a concern within the town centre due to the layout of the road network, along with infrastructure in place that prevents traffic speed, such as pedestrian crossings, and traffic flow, this is generally focused on the town centre. Outside the town centre, such as the main approaches to the town centre, and some of the larger residential streets, there does appear to be a concern with excessive traffic speed.

Examples of streets where traffic speed appeared excessive during the site assessments included Angel Street, Bridge Street and Station Road. Although the average traffic speed for Angel Street, and Station Road doesn't highlight any concerns (23mph eastbound, 21mph westbound for Angel Street, and 23mph in both directions for Station Road) these surveys were undertaken closer to the town centre for the purpose of supporting estimates on origin and destination analysis. It's likely that carrying out additional surveys further from the town centre would demonstrate much higher average speeds. This is highlighted with the higher average speed for eastbound traffic along Angel Street, as this is moving away from the town centre.

The nature of these roads makes it more appealing to travel at excessive speed. The roads are relatively straight with good visibility, and limited pinch points. Traffic speed is likely to be a key contributory factor to the fatal traffic collision that occurred near the junction of Angel Street and Aldham Road in the summer of 2022.

5.4 LACK OF ADEQUATE CAR PARK SIGNAGE AND PEDESTRIAN WAYFINDING

It was noted in Hadleigh that there was a lack of adequate car park signage giving direction to the car parks in the town centre. The only reliable method of allowing visitors to make the decision on where to park is through directional signage if they do not know where the car parks are located. There is currently only a handful of car parking signs within Hadleigh town centre, and these are not very conspicuous.

This is not sufficient to create an efficient town centre parking experience and is likely to result in certain car parks being used regardless of the intended location. The location of the signage in relation to the car park makes the signs somewhat redundant. As the signs are located by or near car park entrances, the visitor has already located the car park. Whilst there is benefit in providing signs close to car park entrances, it's more appropriate and needed to have signs on the local road network and if possible, on the strategic road network to provide early direction.

Another key feature for visitors accessing Hadleigh town centre is how straight forward and clear signage is for visitors from their transport mode to the destination. The success of good car park directional signage for vehicles will be completely undone if the subsequent signage directing visitors from the car park to their destination is poor.

Therefore wayfinding is used to support directional signage. The most common form of wayfinding used is finger posts with key destinations such as town centre, toilets, bus station etc being signed in the direction of travel. These can be supported through

simple and complex monolith signs that can include maps and key information and act as a modern-day tourist information system. Although there is wayfinding within the town centre, this is generally focused in the core centre, when pedestrians will already be in their intended destination. The provision in the car parks is below standard.

5.5 EXCESSIVE ON-STREET CAR PARKING

The site visit highlighted various points within Hadleigh that had excessive on-street car parking. In particular areas along High Street experienced high levels of on-street parking. In addition small residential streets located around the High Street were observed to have excessive on-street parking.

5.6 BENTON STREET

Benton Street is a residential road that also provides a connection between Hadleigh town centre and the Strategic Road Network (A12) via Upper Layham, Raydon, and Holton St Mary. Benton Street has a narrow carriageway, which does let two-way traffic pass in places. However, there are a number of pinch points due to the carriageway narrowing at points along the extents due to on-street parking, and traffic calming measures that have been implemented to control traffic speed near Clopton Gardens.

The majority of properties along Benton Street do not have off-street parking as the properties are traditional terrace houses often seen in rural towns. Due to the width of the carriageway, there is only limited places where parking is permitted, with double yellow lines present for large stretches of the road. This causes significant issues for residents, with car ownership higher than the national average in part due to the limited public transport service provided in Hadleigh.

Further still, many of the property frontages are located right on the boundary of the public highway. With limited footway widths, this results in properties suffering due to the consistent volume of traffic travelling along the carriageway, often at excessive speeds. Large vehicles that also use the route, often have to travel onto the footway to pass vehicles. This causes a risk to property damage, and more importantly, creates a significant road safety risk, with limited visibility due to the sections of parking.

Suffolk County Council are aware of the issues experienced along Benton Street. Benton Street is referenced in the Local Transport Plan as a specific transport issue. In recent time, a road narrowing has been implemented along Benton Street, which requires traffic to give-way. Although some feedback suggests this has been effective, other feedback suggests this has made little difference in resolving the issues.

Due to concerns raised by residents of Benton Street, Suffolk Highways have been investigating possible design options to resolve the issue of vehicles encroaching and travelling along the footways within Benton Street. To ascertain the residents' concerns and feelings regarding this issue a questionnaire was produced and sent to Benton Street and the surrounding roads. This was undertaken in August 2017. The area included, Benton Street, Ravens Way, Cranworth Road, Staion Street and Carders Close. The results raised issues relating to congestion, air quality, on–street parking and safety whilst travelling along Benton Street.

6.0 POTENTIAL TRANSPORT IMPROVEMENTS

6.1 INTRODUCTION

As part of the study, a range of possible improvements to resolve the existing transport issues within the town have been investigated. It is recognised that any transport improvements need to be considered in the context of the existing character of Hadleigh, its historic architecture and pleasant environment and not adversely impact on these.

The transport improvements have been considered in three categories:

Short term – proposals that could be implemented almost immediately with minimal funding, and can be considered simplistic with limited input from stakeholders.

Medium term – improvements that could be implemented in the medium-term and will need a source of funding to be identified, along with input from stakeholders.

Long term – improvements that are considered to be long-term options that are aspirational, technical, likely to require significant external financial investment, and have good buy-in from stakeholders.

To support the assessment and viability of transport improvements within Hadleigh, 2020 Consultancy developed an assessment criteria that enabled each potential improvement to be assessed against a number of parameters. These included:

- Deliverability;
- Cost to deliver;
- Benefit;
- Suffolk County Council priorities;
- Enhancements to Hadleigh.

Understanding how feasible a transport improvement is to deliver is perhaps one of the most important considerations when assessing proposals. Regardless of the benefit the proposal brings and the cost of the proposal, if it cannot be delivered without numerous issues to resolve prior to delivery, it's unlikely the proposed transport improvement will be supported by stakeholders. Therefore, the proposed transport improvement will score high if it is simplistic to deliver. Examples of simplistic

transport improvements include traffic signage, wayfinding, and road marking changes. The transport improvement will score poorly if it's challenging to deliver.

The cost of a transport improvement will influence the deliverability. A proposal may be deliverable based on a low cost, but may not be if the cost was excessive. For example, if there was a proposal to change the road surface and it cost £100,000 this may be a transport improvement that can be delivered in partnership with Suffolk County Council. However, if through investigations it's identified that there is a utility service that would require diversion, this could increase the cost by 100%. This would make the proposal undeliverable. Therefore, transport improvements that are low cost will score high, whereas improvements that require substantial funding will score low.

The cost of the transport improvement will be more acceptable depending on how beneficial the proposal would be for Hadleigh. For example, if a proposal was to regenerate the High Street, this would be substantial cost. However, the proposal would likely support all objectives set by Hadleigh Town Council for their neighbourhood plan, and would also likely support many of the objectives and policy set by Suffolk County Council. This means the high cost would be acceptable. Therefore, if the transport improvement would benefit all road users the proposal will score high. If the improvement isn't likely to benefit any road users it will score poorly.

Please note, references to cost in this section is based on our experience of delivering these transport improvements across the country. Robust cost estimates will be built up as part of the implementation of specific measures arising from this study.

As the Local Highway Authority, it is important that the transport improvements meet Suffolk County Council priorities. The proposed transport improvements have been developed with these priorities in mind. Each proposal will then be scored against this criteria. If the proposal meets all the priorities it will score high. If the proposal doesn't meet any of Suffolk County Councils priorities, the proposal will score poorly.

Based on the historic nature of Hadleigh, it's vital that the transport interventions enhance the town. Stakeholder support, and the effectiveness of the proposal will be low if the transport improvement has a negative impact on the environment and the appearance of the town. Due to this, an additional criteria was developed to allow each transport improvement to be assessed against this. The improvements that

significantly enhance the town will score high. If the improvement doesn't enhance the town, or there is a risk it may have a negative impact, the improvement will score low.

Each potential transport improvement was scored between 1-10 using the above parameters. Each parameter had five scoring options with a higher score and a lower score used to resolve any improvements that would span the scoring criteria. This means that each potential transport improvement can receive a maximum score of 50.

Table 3 summarises how the potential transport interventions were scored across the five parameters and the five scoring options.

Deliverability		Cost to Deliver		Benefit		SCC Priorities		Enhancements	
10	Simplistic to deliver	10	Very low cost	10	Benefits all road users	10	Meets all SCC priorities	10	Significantly enhances Hadleigh
9		9		9		9		9	
8	Straight forward to deliver	8	Low cost	8	Benefits most road users	8	Meets most SCC priorities	8	Noticeably enhances Hadleigh
7		7		7		7		7	
6	Some complexities to deliver	6	Moderate cost	6	Benefits some road users	6	Meets some SCC priorities	6	Moderately enhances Hadleigh
5		5		5		5		5	
4	Challenging to deliver	4	High cost	4	Benefits very few road users	4	Meets few SCC priorities	4	Minor enhancements to Hadleigh
3		3		3		3		3	
2	Very Challenging to deliver	2	Very high cost	2	Benefits no road users	2	Meets none SCC priorities	2	No enhancements to Hadleigh
1		1		1		1		1	

Table 3 – Transport improvement assessment criteria

16 potential transport improvements have been identified through the assessments undertaken as part of this transport study. These range from small scale improvements that focus on traffic signage and road markings, through to transformational regeneration within the town, which would integrate a number of improvements.

Table 4 lists the 16 potential transport improvements included in this study along with a high-level location, approximate cost to implement, and the scores from the assessment criteria described above.

Intervention	Location	Ref No.	Deliverability	Cost	Benefit	SCC	Enhancements	Total	Cost (£)
High Street regeneration	High Street - Angel St and Station Rd	1	5	2	8	8	10	33	£2,000,000
20mph speed limit	Residential roads across Hadleigh	2	9	7	7	6	4	33	£40,000
Enhanced School safety zone	Hadleigh Community Primary School;	3	6	5	5	6	6	28	£75,000

	St Marys CofE Primary School; Hadleigh High School.								
Continuous Footway	Various locations along High Street	4	7	6	6	6	4	29	£25,000
Junction Improvements	High Street/Angel Street; High Street / Calais Street; Highlands / Taylor Road.	5	6	5	6	5	4	26	£25,000-£50,000
Town Centre Gateway Treatment	Bridge Street; Angel Street; Benton Street.	6	9	8	4	3	3	27	£5,000 per
Segregated Cycle Lane	High Street - Calais St and Angel St	7	5	3	5	5	6	24	£100,000 per section
Accessibility Improvements	Various crossing points across Hadleigh	8	9	8	4	3	5	29	£5,000-£10,000 per site
Signage and Wayfinding Improvements	All Hadleigh car parks; Various trip generators.	9	9	9	8	6	7	39	£1,000 per sign
Car Parks Variable Message Signs	High St north of Angel St; Angel St east of Magdalen Rd.	10	8	5	6	6	6	31	£30,000-£40,000
RPS Zones	Various residential streets in Hadleigh	11	7	6	4	5	3	25	£25,000-£50,000 per zone
Low Traffic Neighbourhood	Threadneedle St; Long Bessles; New Cut Street; The Green.	12	7	6	4	6	4	27	£15,000 per road
Footway widening	High Street - Angel St and Duke Rd	13	6	5	6	7	8	32	£50,000 per section
Road surface treatment	High Street - Angel St and Duke Rd	14	6	4	5	4	9	28	£25,000-£100,000 per section
20mph zone	High Street - Angel St and Duke Rd	15	7	6	6	5	2	26	£15,000 per measure
Pedestrian crossings	High Street - Angel St and Duke Rd	16	5	5	8	6	4	28	£25,000-£75,000 per crossing point

Table 4 – Potential transport improvements for Hadleigh

A description of the potential transport improvements is shown below, which have been separated into proposals that are short, medium, and long-term actions.

6.2 SHORT-TERM TRANSPORT IMPROVEMENT PROPOSALS

6.21 20MPH SPEED LIMIT

A 20mph speed limit involves reducing the speed limit along a road(s) to 20mph through traffic signage and road markings only. 20mph speed limits are designed to be self-enforcing, which means the average speed along the road(s) should not be greater than 24mph. Average speed above this means it's unlikely the speed limit reduction required to not create an enforcement issue will be achieved.

20mph speed limits are often appealing for towns as they can be an effective safety and speed reduction measure without physical traffic calming measures. Apart from the gateway signs at the start and end of the limit, the only infrastructure required are 300mm repeater signs. However, in many towns it's often unlikely to see average speed within the 24mph threshold to consider 20mph speed limits, especially the main routes through the town. Residential streets may have sufficiently low enough speeds, although it is accepted that there will be less traffic on these roads.

There are numerous roads within Hadleigh town that could be suitable for inclusion as part of a 20mph limit scheme. In fact, apart from the key routes within the town, it's likely that the majority of roads will be suitable for inclusion within a 20mph scheme. The roads that are not considered suitable either through speed or purpose include:

- Angel Street;
- Bridge Street;
- Benton Street;
- Calais Street;
- Magdalen Road (southern end after 20mph zone);

- Station Road.

Many of the residential streets that would be included within a 20mph scheme are cul-de-sacs. The length of these roads means limited if any repeater signs will be required. As many of the roads are connected to each other, it's likely that the 20mph speed limit gateway signs will also be limited. This means costs will be reduced, and it removes the likelihood of street clutter occurring through the additional signage that would be erected in a different situation. Additional signage can be considered though.

Whilst speed isn't likely to be an issue in these roads, the 20mph speed limit will provide reassurance to drivers that they can travel at a slower speed within the residential streets. This will result in a positive road safety improvement. Average speed is still likely to reduce, with a 1-3mph average speed reduction likely, depending on the length of the road, and the existing speed prior to the 20mph limit introduction.

The cost involved in implementing a 20mph speed limit scheme across residential streets in Hadleigh is a low cost measure. The main cost element of the intervention will be the statutory process, which includes the requirement to produce a legal order, and consultation requirement. The likely cost will be in the region of £40,000.

Deliverability	Cost to Deliver	Benefit	SCC Priorities	Enhancements	Total	Overall Rank
9	7	7	6	4	33/50	2nd

A plan highlighting the streets that can be incorporated in the 20mph scheme across Hadleigh can be located in Appendix A of this study report.

6.22 TOWN CENTRE GATEWAYS

A gateway that is formalised and informative can contribute to placemaking and safety. If a gateway with signage and speed limit indicators is present it can highlight clear instruction to the driver that they are entering into a new town or settlement. A gateway can be made up of village name signs and speed roundels, coupled with surface treatment and slow carriageway markings. Combining these individual interventions will result in speed reduction, which will lead to an increase in overall safety.

Figure 11 provides an example of bespoke town centre gateway treatments.

Figure 11 – Examples of bespoke town centre gateways

The implementation of a gateway installed along the key entrance and exit points of Hadleigh town centre would create a sense of place and formalisation of the town centre. Based on our experience, a well-designed and positioned gateway can contribute to the decrease of vehicle speed due to drivers knowing they are entering into a formalised area. The gateways can be designed to include whatever information is required, often they have the areas name and a speed indicator.

This transport improvement can be designed to meet the specific needs of Hadleigh. It should be possible to gain approval from Suffolk County Council as the Local Highway Authority, for the signs to be bespoke to Hadleigh. This means it can be designed in a way that highlights the best features of the town. This could be related to the historic nature, or recognition of a particular person or group from the past.

It's possible for this transport improvement be coupled with carriageway build outs and other related road safety measures to be able to achieve the maximum impact to drivers entering the town. It would be proposed to install three gateways; one to the

north along Bridge Street near the junction with Corks Lane; one to the south along Benton Street near the junction with Hook Lane; and one to the east in the vicinity of the Lady Lane and Angel Street junction. This would highlight the sense of place and importance of Hadleigh as vehicles are approaching the town centre.

Figure 12 provides a plan to highlight the possible location for the three town gateways.

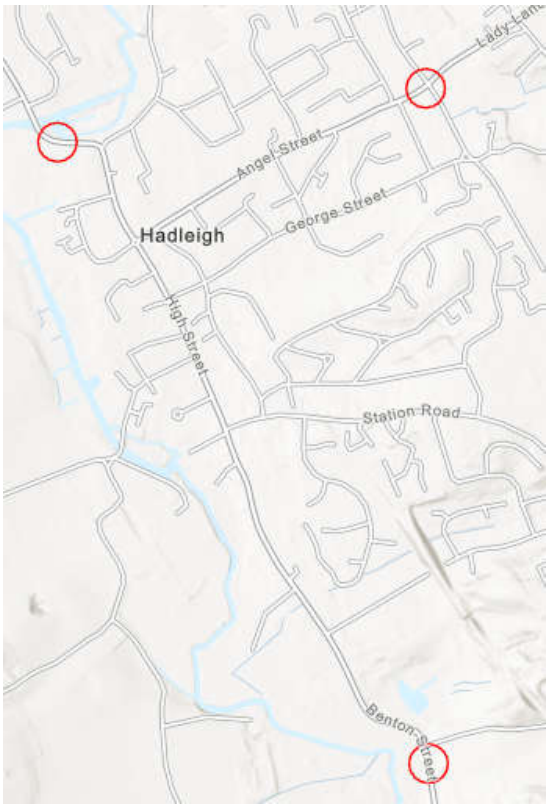


Figure 12 – Position of the proposed town centre gateway treatments

Deliverability	Cost to Deliver	Benefit	SCC Priorities	Enhancements	Total	Overall Rank
9	8	4	3	3	27/50	11th

6.23 ACCESSIBILITY IMPROVEMENTS THROUGHOUT HADLEIGH

It was noted during the site assessment, that there are a number of junctions where pedestrians need to cross the carriageway do not have the appropriate infrastructure in place to make the crossing points accessible to all Non-Motorised Users (NMUs). There are junctions without dropped kerbs, and junctions without tactile paving. Junctions without dropped kerbs will make it extremely difficult for users that rely on wheels, such as wheelchair users, and pedestrians with push chairs to navigate the

junction safely. Without dropped kerbs, these NMUs may have to walk in the carriageway where there is a dropped kerb, increasing the risk of collisions.

In addition to these NMUs, those that are visually impaired will rely upon the tactile paving to determine suitable locations to cross. Without this in place, there is a risk that they may cross in an inappropriate location, which may result in collisions with vehicular traffic. Therefore, it's considered important that both dropped kerbs and tactile paving are implemented throughout Hadleigh at the key crossing points.

Accessibility improvements will not have any negative impact on road users. However, it will have a positive impact on those that require this infrastructure, as it will enable them to cross at the most appropriate locations within the town. Without the provision, some pedestrians may have to cross in other locations that require travelling out of their way. For other pedestrians, they may still attempt to cross, risking trips and falls.

The cost of the intervention is dependent on the number of sites chosen for inclusion. To convert a full height kerb to a dropped kerb, and implement tactile paving, the cost is expected to be in the region of £2,500. As both sides of the carriageway need to be delivered, this results in an approximate cost of £5,000. The more sites included, the higher the economy of scale should be. This may reduce the cost to £4,000 per site.

Figure 13 provides an example of a junction with first-class accessibility measures in place for pedestrians, which is located along the High Street (Manor Gardens).

Figure 13 – Example of a high-quality informal crossing facility

Deliverability	Cost to Deliver	Benefit	SCC Priorities	Enhancements	Total	Overall Rank
9	8	4	3	5	29/50	6th

6.24 CAR PARK SIGNAGE AND PEDESTRIAN WAYFINDING IMPROVEMENTS

As referenced in this study report, car park signage, and pedestrian wayfinding are crucial for visitors that are unfamiliar with a location. Locating a car park is often a visitors first experience of a town. Therefore, the signage and wayfinding in place to direct vehicles to car parks, and pedestrians to their intended destinations is crucial. Although there is car park signage in Hadleigh, it's felt the provision is inadequate to ensure visitors can locate car parks, both the number of signs and visibility of signs.

As part of the parking strategy that 2020 Consultancy produced for Babergh and Mid Suffolk Council, one of the recommended actions was to undertake a detailed assessment of car parking signage across the districts. However, Hadleigh Town Council can be supportive in this process. In line with the parking strategy, there are three types of car parking signage that can be considered for Hadleigh town centre:

- Strategic car parking signage that provides car parking directional information for a number of car parks or parking locations within a town centre
- Car park advanced directional signage that provides directional information for a few car parks in an area such as Magdalen Road car park, Maiden Way car park, and High Street car park in Hadleigh
- Specific car park sign that can be static or Variable Message Sign for individual car parks.

Figure 14 provides examples of these signs.

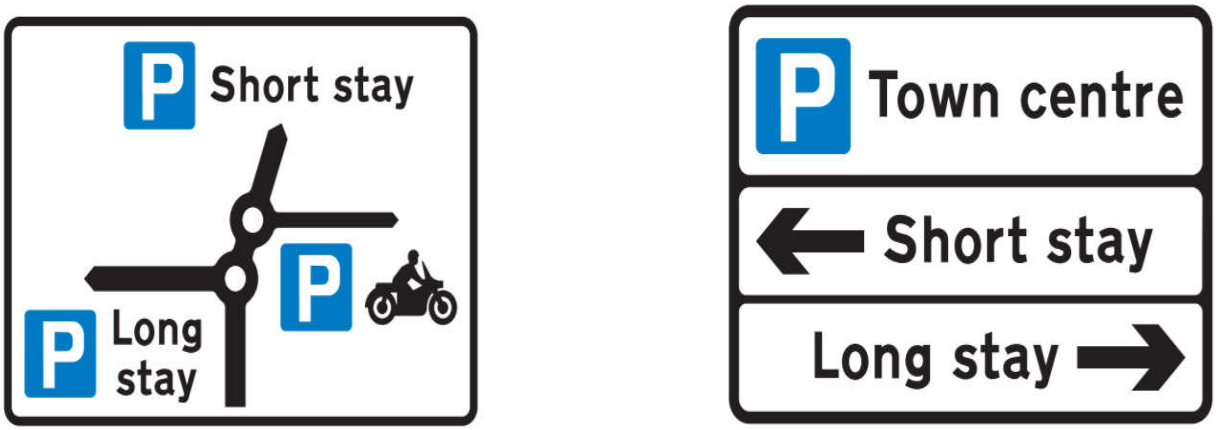


Figure 14 – Examples of car park signage

Strategic car park directional signs are designed to advise drivers of a certain direction to travel before entering the key location. The wording on these signs should be fairly generic such as long and short stay or town centre north and town centre south.

Advanced directional car park signs are designed to provide direction to a few car park locations within an area. These signs can introduce specific car parks or still provide generic information. It allows destinations to be included within the text. For instance, the town centre, or leisure centre can be referenced. Car park specific signs are usually located outside the entrance to car parks, and provide reassurance that the car park is located at this point. These are more common when the car park is more inconspicuous i.e. covered by a boundary, or is via an access lane.

The location and number of way-finding signs is as important as vehicular signs. It should be possible for a visitor to have no understanding of an area, to make their way from a car park to their destination without any confusion.

For a town or village economy to be maximised, visitors should spend as little time travelling from the car park to their destination as possible. This results in a greater

turnover of spaces, greater economy, and a better overall experience. Therefore, considerable improvements to district parking signage and way-finding is possible.

Implementing new car park signage and pedestrian wayfinding would be a beneficial and low cost intervention. Priority should be given to the most important locations, such as Magdalen Road car park, and Barclays car park. The cost of car park signage is low. Implementing signage to cover the town centre, would likely cost in the region of **£4,000-£5,000**. Wayfinding signage is likely to cost more, especially if Hadleigh Town Council explore a more bespoke design. A cost of **£10,000-£15,000** has been assumed for wayfinding. Creating a design guidance may increase this slightly.

Deliverability	Cost to Deliver	Benefit	SCC Priorities	Enhancements	Total	Overall Rank
9	9	8	6	7	39/50	1st

6.25 CAR PARK VARIABLE MESSAGE SIGNS

A Variable Message Sign is classified as “a device capable of displaying, at different times, two or more aspects”. These aspects may take the form of a sign prescribed by the Traffic Signs Regulations and General Directions (TSRGD) 2016, a legend in accordance with Schedule 16 to the TSRGD 2016 which remains unchanged from the 2002 regulations, a non-prescribed temporary sign or a blank grey or blank black face. Variable Message Signs encompasses all types of variable sign from simple flap-type fixed signs to complex light-emitting panels. New LED Variable Message Signs allow additional messages to be displayed, which would benefit the town centre if car parks are full as further information i.e. alternative car parks can be provided.

A Variable Message Sign is one of the most effective methods of providing key clear concise information to drivers as they travel to their destination. Variable Message Signs are usually classified as either “free text Variable Message Signs” or “car park guidance Variable Message Signs”. Free text signs provide useful information related to a motorists destination such as “congestion ahead” whereas car park guidance signs provide car park information such as the number of spaces available within a car park. Variable Message Signs can use both forms such as a free text sign displaying “car park A full please use car park B”.

The effectiveness of the Variable Message Sign is related to the location of the sign. The location of the sign is the single most important aspect of delivering an effective sign. If the sign is not located in the most appropriate position it will not serve the purpose for which it was intended. Due to the cost of Variable Message Signs, this makes identifying the location critical. Motorists have little time to take note of the sign, which means it needs to be located within close proximity, and vital that the sign does not create any visibility issues as they can be large in size. All the information on the sign should be clear and visible, which means setting the sign at the correct height is important as well as ensuring no obstacles will obscure the sign such as overgrown vegetation.

Broadly speaking there are two types of car park Variable Message Signs. Newer signs are completely digital and can be utilised for both car park information and free text. Older, more traditional signs have static elements with variable aspects for the number of spaces only. Figure 15 provides an example of both types of sign.

Figure 15 – Examples of car park VMS

Due to the cost of Variable Message Signs, consideration should be given to the number of motorists that will view the sign on their journey to the end destination. A sign should be located where the majority of motorists will view the sign. This means signs should be located where routes meet to avoid needing to repeat signs with the same message that could be avoided. In reality this isn't always possible due to the layout of the road network, but it is recommended to allocate time considering the road network to identify the most suitable locations that maximise exposure of each sign.

There may be a number of local influences that are likely to have an impact on the location of Variable Message Signs. It is recommended to liaise with Suffolk County Council from the concept stages of delivery as it will be their responsibility to determine the sign location, and take ownership of the sign.

Whilst the preference on car park guidance signs is to display the number of spaces within the car park, this approach relies upon the infrastructure in the car parks being sufficient quality to ensure accuracy is maintained. If a car park states 50 spaces are available when in reality the car park is full, this will likely result in the car park occupancy levels reducing as motorists will not trust the signs.

Regardless of the legend displayed on the car park guidance, it's crucial to ensure the infrastructure is fully working to ensure accuracy is maintained. There is a direct link between car park occupancy levels and the accuracy of car park guidance signs. The more accurate the car park sign is, the less congested the car park will be. It is common in all towns for certain car parks to be favoured. This results in those car parks reaching capacity fast. Utilising successful car park Variable Message Signs will significantly reduce the likelihood of vehicles queuing to access these car parks.

Due to the environment, and size of Hadleigh, it's not considered necessary to implement any more than two Variable Message Signs. This would allow the signs to capture traffic from the two directions with the most traffic. From the ATC data, and the site assessments this is likely to be the High Street, and Angel Street. Although the town is historic, it is recommended to consider the implementation of Variable Message Signs due to the improvements it can bring environmentally, as it will reduce congestion and traffic circling around the centre of Hadleigh.

Figure 16 provides a plan that illustrates potential locations for two signs on the approach to the town centre.

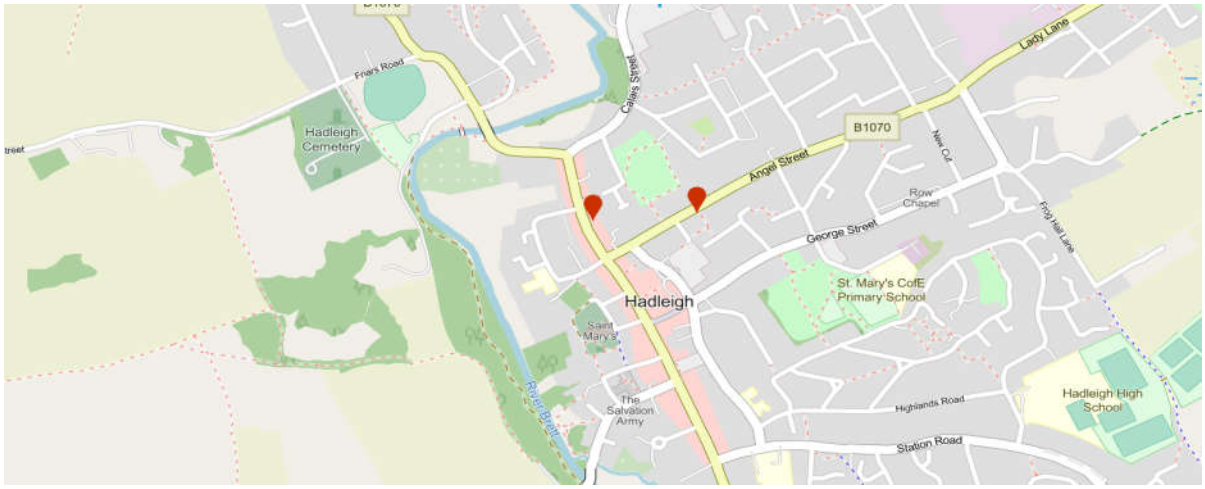


Figure 16 – Proposed locations for car park VMS

The cost of a Variable Message Sign is dependent on the size and type of the sign. An approximate figure of **£30,000-£40,000** per sign can be taken as a rough guide. Therefore, implementing one sign would be classified as a lower cost measure, whereas two signs would be classified as a medium cost measure.

Deliverability	Cost to Deliver	Benefit	SCC Priorities	Enhancements	Total	Overall Rank
8	5	6	6	6	31/50	5th

6.26 INTRODUCTION OF RESIDENT PARKING SCHEME

A Resident Parking Scheme (RPS), is a street or area where parking controls are introduced with an exemption for permit holders, which is traditionally residents or local businesses. This is often implemented in areas that have high volumes of vehicles parking that are not residents of that area or street such as commuters. The reason for this increase of non-resident parking is usually focused on nearby trip generators such as public transport stations, town centres, and popular amenities. Parking in residential streets without restriction allows all-day parking without charge.

There is only a limited amount of space for parking in residential streets. The amount of parking possible is largely due to the width and length of the road. Roads with wider carriageways enable parking on both sides of the carriageway, which increases capacity by 50%. Narrow roads do not allow this due to the potential traffic flow and/or safety issues that may arise, especially with larger vehicles including emergency vehicles and refuge vehicles. Whilst the public highway doesn't provide any right to

park, it's acknowledged that many properties do not have off-street parking, and vehicles need to park somewhere.

An RPS provides priority to residents and local businesses during times of operation, and prevents vehicles without a parking permit parking all day. There are a number of methods to achieving a successful RPS. Some schemes prevent parking all-day without a permit i.e. 9am-5pm Monday to Saturday. Other schemes only restrict parking for short periods i.e. 10am-11am Monday to Saturday. This allows parking at all times apart from this period. Commuter parking that is likely to occur for all-day periods will be discouraged from parking due to the possibility of enforcement.

Schemes require a policy to illustrate the criteria for permit parking schemes. For instance, how many permits each house is entitled to, the cost of the permits, and how many visitor permits are allowed. It also provides the opportunity for the local authority to refer to qualification principles. An example would be the number of vehicles with off-street parking. If a street has too many households with off-street parking available, there is a risk that a scheme will be supported, but no permits purchased, to restrict others from parking. This can have a negative impact on the scheme.

To determine if an area may be suitable for an RPS, the most important discovery would be daytime parking illustrating higher occupancy rates than the evening. It's assumed that a number of vehicles will not be present during weekdays due to work, and educational requirements. It can also be assumed that late in the evening or early in the morning i.e. between 11pm and 5am, there should be a high percentage of residential traffic within the street. Therefore, if there are more vehicles parking in residential roads during the day, and the vehicles are not present at night, there is a high degree the vehicles are not residential and may be commuter parking.

This transport improvement was highlighted as a recommendation within the Babergh and Mid Suffolk Council parking strategy. The recommendation was that feasibility studies were progressed across the towns including Hadleigh, to understand if streets and areas for a RPS can be established, and if so, what is the level of support from stakeholders including residents and local businesses. The studies should include more detailed surveys, and a specific consultation exercise. Babergh and Mid Suffolk Council should develop an RPS policy in conjunction with this process. Based on this, it is recommended that Hadleigh Town Council work with BMSDC on this proposal.

The overall costs for this transport improvement proposal make this a medium cost improvement. The bulk of the cost will be related to the feasibility study that will be required to identify all the suitable streets, which will involve a non-statutory consultation, and more detailed surveys. In addition, there will be a statutory process to create the Traffic Regulation Order (TRO). Based on this, it is assumed a budget in the region of **£25,000-£50,000** will be needed, depending on the size of the RPS zone.

A plan illustrating potential suitable streets for inclusion as part of a RPS is shown in Appendix B of this study report.

Deliverability	Cost to Deliver	Benefit	SCC Priorities	Enhancements	Total	Overall Rank
7	6	4	5	3	25/50	15th

6.3 MEDIUM-TERM TRANSPORT IMPROVEMENT PROPOSALS

6.31 ENHANCED SCHOOL SAFETY ZONE

It's vital that the most crucial areas within Hadleigh are protected from a road safety perspective. Schools are widely acknowledged to be the most crucial area to protect. Schools are often located in areas where it can be difficult to provide the most appropriate traffic calming measures. One of the most effective solutions is to provide a School Safety Zone (SSZ). A SSZ is an intervention that operates at specific times of the day, usually during school drop-off, and pick up times.

The measures included within a SSZ can vary from site to site, but often involve a yellow backed school warning sign that flashes at the specific times of the day. In addition to this a SSZ often includes an informal 20mph speed limit. This isn't enforceable but relies upon traffic to understand there are lots of children around and speed should be limited. It's also possible to integrate lower levels of traffic calming into the SSZ. This can include footway improvements, and adjustments to the carriageway. More impactful traffic calming would result in the SSZ being considered more of a 20mph zone scheme as oppose to the SSZ.

The outcome of the site visit showed that there is little school enhancement that is established within Hadleigh. The purpose of changing the environment around a school is to try and alter driver behaviour, which should decrease vehicle speed and improve safety. This can be achieved by surface level treatment, repeater signs and adequate drop off facilities. This transport improvement would be best served around the three schools that are highlighted on the plan in figure 17.

Figure 17 – Location of schools in Hadleigh with suggested SSZ

In addition to the three schools detailed in figure 17, there is an additional school called Beaumont Primary located to the north of Hadleigh along Durrant Road. Beaumont Primary school was initially considered for this intervention, yet after extensive desktop analysis and site visits it was deemed unsuitable. It was unsuitable due to its location

positioned at the end of a residential cul-de-sac which offers it protection from having large volumes of traffic migrating past the access areas and compromising pedestrian safety. The dense residential area surrounding the school has been designed to promote low speeds due to the orientation of the carriageway and other supplementary measures, this again is a contributing reason to the exclusion of this site from this intervention.

The cost of implementing an SSZ is dependent on the inclusions within the scheme. The most basic inclusions such as the yellow signs, and road markings would be low cost, with a budget of approximately £10,000 per site being sufficient. Including some additional measures will increase this. Therefore, for the purpose of this study, a cost in the region of **£75,000** has been allocated to incorporate all three sites.

Deliverability	Cost to Deliver	Benefit	SCC Priorities	Enhancements	Total	Overall Rank
6	5	5	6	6	28/50	8th

6.32 JUNCTION IMPROVEMENTS

Junction improvements can help to increase safety for all road users, and look to improve driver behaviour. Higher cost junction improvements can have a enhancing impact on the town. This can be achieved by changing the surface treatment to highlight to drivers that there are entering a caution point. It can also be improved by appropriate signage and ensuring that all line markings are established well.

On the site visits into Hadleigh there were three junctions that were highlighted as providing the opportunity for improvement that focused on safety, and enhancement for the town. The three junctions have been summarised below, and are plotted on a plan to illustrate the locations across the town, which is shown in figure 18.

Figure 18 – Identified junctions for potential improvement

High Street / Angel Street

This existing mini roundabout was observed to be very congested at times of peak traffic. The condition of the road markings was poor and caused a small number of issues. The image below depicts the junction on the site visit. Various improvements could be made with appropriate design. The most appropriate improvement that can be made to this junction would require integration with the High Street regeneration proposals. Our recommended approach to the High Street is to convert the street into a one-way from Station Road to the junction with Angel Street.

This would result in only one flow of traffic entering or exiting the High Street. This would enable the junction to be converted into a give-way junction with the High Street south of Angel Street either giving way to traffic, or being a turn in only. This would enable pedestrian crossing enhancements to be considered within the junction.

Appendix C provides an outline design that illustrates how this junction could operate.

High Street / Calais Street

On arrival for the site visit it was observed that this corner was very sharp. Although nothing can be done structurally, the introduction of appropriate surface treatment would help to condition drivers into knowing they are entering into a different environment and that they should take appropriate caution. Visibility is also an issue at this location. Visibility could be improved through reversing the junction priorities, although this cannot be considered as Bridge Street is a B-classified road, whereas Calais Street is an unclassified road, which prevents the priority change.

The image below depicts the junction on the site visit.

Highlands Road / Tayler Road

It was observed on the site visit that this large junction had scope for improvements which would improve the safety and improve the confidence for use. As it is a large sweeping junction, improvement would be made in decreasing the width of the junction if capital funds could permit. It would be unlikely that the funds required to action this would be available and also wouldn't be advised to spend large sums in specific areas unless urgently required.

Currently there is no formalised crossing points on any part of Tayler Road at the southern junction. Installation of appropriate crossing points with tactile paving will increase pedestrian safety. The image below depicts the junction.

The costs for improving these junctions will be very dependent on the outcome of further assessments and liaison with Suffolk County Council. For the purpose of this study, a budget of **£25,000-£50,000** per junction has been allocated, which makes this proposal a low to medium cost transport improvement at each site.

Deliverability	Cost to Deliver	Benefit	SCC Priorities	Enhancements	Total	Overall Rank
6	5	6	5	4	26/50	13th

6.33 LOW TRAFFIC NEIGHBOURHOODS (LTNS)

A Low Traffic Neighbourhood (LTN) is a scheme where motor vehicle traffic in residential streets is greatly reduced. This is done by minimising the amount of traffic that comes from vehicles using the streets to get to another destination. This is often referred to as 'through-traffic' or 'rat-running'. Private motorised vehicles still have easy access to homes and businesses without driving directly through the neighbourhood.

This opens up networks of streets so people can safely travel through the area on foot, bicycle, or by wheeling. Emergency vehicles can also be prioritised to reach their destinations quicker. Traffic is reduced by using temporary or permanent barriers called "modal filters". These can include putting up bollards or planters. Or they can be camera operated. Residents and businesses still have access to the streets by motor vehicle using different routes, but through-traffic is greatly reduced.

During the site assessments, there were a number of streets within Hadleigh that may be suitable for inclusion as part of a scheme. Generally speaking streets should be included together to create networks, which improves the success of the overall

scheme. Based on the site assessments, there appears to be a number of vehicles that use residential streets off George Street to enter / exit Hadleigh. This could be related to constraints along George Street such as narrow carriageways and parking.

There are four streets located off George Street that could be considered for the implementation of modal filters to create an LTN. These four streets include:

- Long Bessels;
- New Cut;
- The Green;
- Threadneedle Road.

Figure 19 illustrates the location of these roads in relation to George Street and Hadleigh.

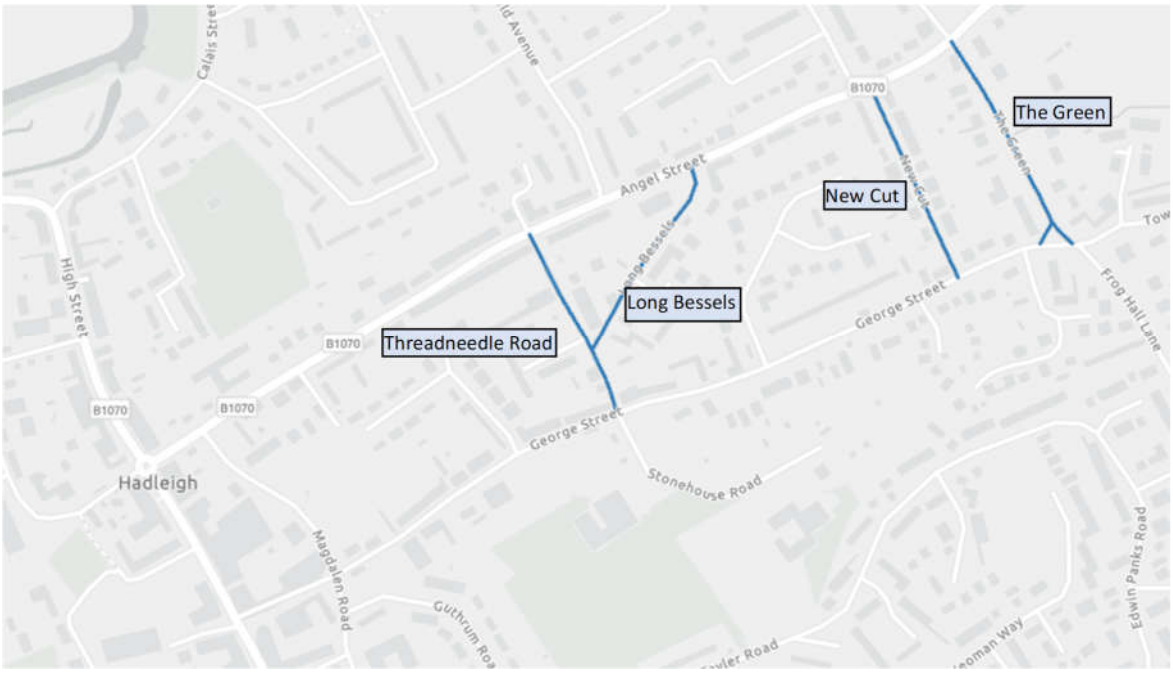


Figure 19 – Location of streets suitable for an LTN

The cost of an LTN is surprisingly low compared to other transport improvements that deliver similar amounts of modal shift, and reduce traffic flows within towns. To introduce an LTN, a TRO is required. This involves a statutory process, which can cover all the streets involved in the scheme. The modal filters introduced vary in cost ranging from £2,500 each to £10,000 each. Only one modal filter is required in each street, which would be determined in partnership with Suffolk County Council. To implement an LTN including four streets is likely to cost in the region of **£40,000**.

Deliverability	Cost to Deliver	Benefit	SCC Priorities	Enhancements	Total	Overall Rank
7	6	4	6	4	27/50	11th

6.34 SEGREGATED CYCLE PATH ALONG THE HIGH STREET

A segregated cycle path can improve active travel within an area as users feel more comfortable to ride bicycles if they have a protected allocated area. This can also contribute to better driver behaviour as drivers need to appreciate that they share the road space. The northern section of the High Street was highlighted on the site visit as being a popular route of travel as high volume of traffic was noted.

To help promote active travel it would be advised to implement a segregated cycle lane on carriageway between the High street junction with Angel Street to the south and the northern junction between High Street and Calais Street. This would provide a good connection from the top of the town towards the town centre. This proposal would be enhanced further still with the High Street regeneration proposals discussed in section 6.44. Integrating the segregated cycle lane with the High Street regeneration would result in a good active travel provision from Calais Street to Station Road.

Although more detailed assessments would be necessary, it appears on initial inspection that there is sufficient width to allow a segregated cycle path to be implemented along this section, without needing to remove on-street parking. There may need to be some minor alterations made to the layout of the road to support the

proposal, and reduce the impact on residents and businesses along this section of road. Early engagement with Suffolk County Council is recommended.

Providing this active travel infrastructure will increase the level of modal shift considerably, especially as there are nearby connections that can provide onward journey outside of Hadleigh.

Figure 20 provides an example of a segregated cycle lane with a kerbline.

Figure 20 – Example of a segregated cycle lane

The cost of implementing segregated cycle lanes is one of the higher cost transport improvements. For a length of the High Street between Calais Street and Angel Street, a budget of approximately £100,000 would be required. This is on the assumption that the cycle lane would have a kerbline. It is possible to reduce the costs. A cycle lane can be implemented through road markings only, which would result in a cost in the region of £10,000-£20,000 depending on colours and widths etc. However, cycle lanes without physical segregation are usually subject to lower levels of usage.

Therefore, whilst the cost is much higher, it is recommended to consider a segregated cycle lane with a physical segregation as oppose to road markings only.

Deliverability	Cost to Deliver	Benefit	SCC Priorities	Enhancements	Total	Overall Rank
5	3	5	5	6	24/50	16th

6.35 20MPH ZONE ALONG THE HIGH STREET

The High Street (between Angel Street and Duke Street) is subject to the highest footfall in the town centre. This means that it's a vital place to consider road safety, and the potential conflict with traffic and pedestrians. One effective method to controlling this conflict would be through the introduction of a 20mph zone.

A 20mph zone differs from a 20mph speed limit. 20 mph zones require traffic calming measures (e.g. speed humps, and priority give-way systems) or repeater speed limit signing and/or roundel road markings at regular intervals, so that no point within a zone is more than 70m from such a feature.

A 20mph zone can include physical and/or non-physical traffic calming measures. The effectiveness of a 20mph zone is far greater when physical traffic calming features are used. These physical traffic calming measures can be both high cost and low cost. Examples of low-cost measures include speed limit signage and road markings (carriageway repeater signs and edge of carriageway markings) whilst examples of high-cost measures include priority build outs, speed humps and road narrowing.

To reduce overall cost but ensure effectiveness is high it is recommended to implement this proposal with a mixture of both high cost and low-cost infrastructure. In keeping with the requirement to implement measures at least every 70m, it is recommended to include three high cost measures approximately 250-350m apart and a number of low cost measures to support the high cost measures along the road.

Statistically, 20mph zones with physical measures demonstrate greater speed reductions of approximately 7mph against zones which don't have physical measures, which is more likely to be 1-3mph depending on the nature of the road. This makes the proposal one of the most effective at reducing traffic speed within Hadleigh.

A 20mph zone varies in cost due to a number of variables such as the length of the road, number of features, the type of features, location, and consultation involved. This means estimating a cost can be difficult at this stage. The cost of the 20mph zone signage and road markings will be low. £5,000 should be sufficient for this aspect. For the purpose of this study implementing a 20mph zone along the High Street between Angel Street and Duke Street is likely to cost in the region of **£80,000-£100,000,** which is based on the inclusion of both high cost and lower cost measures.

A plan illustrating traffic calming along the High Street is shown in Appendix D.

Deliverability	Cost to Deliver	Benefit	SCC Priorities	Enhancements	Total	Overall Rank
7	6	6	5	2	25/50	13th

6.36 PEDESTRAIN CROSSING POINTS ALONG THE HIGH STREET

Traffic volume and pedestrian footfall appears excessive throughout the High Street during peak periods. This can cause issues for pedestrians when there are limited safe crossing facilities. Although there is an existing zebra crossing along the High Street, pedestrians seek to cross the carriageway throughout the length of the road.

Based on the above, consideration should be given to the implementation of additional pedestrian crossing points along the High Street. There is a wide range of pedestrian crossing points that can be used. Ranging from uncontrolled crossing points through to signal controlled crossing points. The type of crossing point implemented is subject to factors such as traffic flow and pedestrian footfall.

Analysis of the footfall numbers has not been undertaken at this point as this is a high-level study. However, consistency should be a key factor in determining the type of crossing provided. As there is a zebra crossing along the High Street, a signalised crossing should be avoided. Uncontrolled crossing points can be considered, although these shouldn't be within close proximity to the zebra crossing.

Hadleigh Town Council should ask Suffolk County Council to undertake a PVM² survey at various points along the High Street to determine the traffic flow and crossing demand. This will influence the type of crossing implemented. It should be noted that this proposal can be incorporated into the High Street regeneration proposal.

It is possible to utilise a Zebra crossing for traffic calming further still by constructing the crossing as a humped crossing as shown in figure 21. This involves constructing a speed table that raises the crossing point to the same height as the footway. This requires traffic to slow down further than a standard crossing, which is likely to make the crossing safer still. This would make the 20mph zone more effective.

Figure 21 – Example of a humped zebra crossing

The cost of a pedestrian crossing will be dependent on the type of crossing implemented. An uncontrolled crossing point will cost in the region of £5,000-£10,000 based on whether there is a need for a central island. Controlled crossings such as zebra crossings cost a lot more, and are likely to be in the region of **£80,000-£90,000.**

Deliverability	Cost to Deliver	Benefit	SCC Priorities	Enhancements	Total	Overall Rank
5	5	8	6	4	28/50	8th

6.4 LONG-TERM TRANSPORT IMPROVEMENT PROPOSALS

6.41 CONTINUOUS FOOTWAYS ALONG THE HIGH STREET

A continuous footway allows for an increase in pedestrian safety and an increase in attractiveness for use. A continuous footway increases user confidence and sense of place and town provision, and it provides priority for pedestrians at junctions over motor vehicles. The design of a continuous footway can vary to meet the requirements of Hadleigh. However, the key design feature is to utilise the same material / surface colour across the junction as the existing footway. This creates the continuous nature of the footway, making it more obvious to traffic that they are required to give way.

An example of a continuous footway is shown in figure 22 below.

Figure 22 – Example of a continuous footway

The correct installation can make the footway more attractive and contribute to the overall public realm. This traffic improvement will be significantly enhance if integrated alongside the High Street regeneration proposal. It is proposed to implement continuous footways along the High Street covering the following junctions:

- Queens Street;
- Church Street;
- Market Place;
- Duke Street;
- Toppesfield Close.

The cost of a continuous footway is expected to be in the region of £25,000 per junction, making this a lower cost proposal. This is dependent on the size of the junction, and the type of materials / surface utilised. Therefore, to deliver a continuous footway across all five junctions identified as above, a budget of £125,000 will be required. It may be necessary to prioritise one or two junctions to trial the proposal.

Deliverability	Cost to Deliver	Benefit	SCC Priorities	Enhancements	Total	Overall Rank
7	6	6	6	4	29/50	6th

6.42 FOOTWAY WIDENING ALONG THE HIGH STREET

There are a number of locations along the High Street where the footway appears too narrow for the pedestrian footfall. This is especially the case between the junctions of Church Street and Duke Street. Consideration should be given to the widening of

these footways to enhance the pedestrian environment. There is limited space within the public highway, which means it may be necessary to reallocate the space from the carriageway. This may reduce the amount of on-street parking permitted, or reduce the width of the running lanes for traffic.

Widening the footway along this section of the High Street will provide greater space for pedestrians to move around. Research suggests this can increase the length of time pedestrians will stay in a town centre, as they can travel slower and not be worried about holding up pedestrians due to the limited space. There will also be a road safety benefit as pedestrians may not have to walk in the carriageway to pass, and reducing carriageway widths will cause traffic to slow down.

The cost involved in this proposal will be heavily impacted on the type of footway surface, and materials. Currently, there is slabs along the High Street, which increases cost compared to a standard blacktop material. It is important that the widening uses the same material as existing to avoid a negative impact on the appearance. It will be

recommended to resurface the entire footway to avoid any joints. This provides the opportunity to consider different surface materials and surface colours. This proposal would be enhanced if combined with the High Street regeneration proposal.

Deliverability	Cost to Deliver	Benefit	SCC Priorities	Enhancements	Total	Overall Rank
6	5	6	7	8	32/50	4th

6.43 ROAD SURFACE TREATMENT

One of the most effective methods to enhance the environment of a location is to deliver road surface treatments. The most common and effective method of achieving this is changing the colour of the road surface i.e., to buff coloured. An alternative to changing the surface colour would be to change the surface material instead. This could incorporate a change of colour as well i.e. sand coloured block paving. There are several different surface materials that can be considered, ranging from high quality materials such as granite setts, and yorkstone paving to slightly lower quality materials such as natural stone, and concrete blocks.

This proposal will create a more welcoming environment for pedestrians. Research shows that town centres that deliver schemes around the surface colour or materials do see an increase in local economy. In addition, there are road safety benefits. Changing the environment is an effective solution to slowing traffic speed without traffic calming intervention. This means the proposal would integrate with the 20mph zone proposal that's outlined in section 6.34. It may reduce the cost of the traffic calming measures as it could be argued that the surface change will reduce traffic speed.

The decision on the type of surface material should be based on numerous considerations. Certain materials are more defined in specific colours, which may make the use dependent on surrounding materials and colours. As expected, the higher quality materials such as granite setts, and yorkstone paving are more costly to install, both the purchasing and construction, and the ongoing maintenance.

Figure 23 provides an example of surface treatments using coloured surfacing and different materials to change the environment.

Figure 23 – Example of changing the surface material to enhance the environment

The most appropriate location for the use of alternative surface materials will be along the High Street. Due to the costs involved, it's recommended to use this type of transport improvement sparingly. It is therefore recommended to consider this as a proposal from the junction with Angel Street to the junction with Duke Street. This would then create the core town centre area that has naturally formed over time.

This proposal would work extremely effectively with the High Street regeneration proposal. However, the cost when considering the proposal on its own would be high. Changing the surface colour would be lower cost than new materials. A new surface

colour treatment for this section of the High Street would cost in the region of **£50,000-£75,000.** Providing a new surface material in the same section of road would cost in the region of **£100,000-£150,000** depending on the type of surface material used.

Deliverability	Cost to Deliver	Benefit	SCC Priorities	Enhancements	Total	Overall Rank
6	4	5	4	9	28/50	8th

6.44 HIGH STREET REGENERATION

As highlighted with a number of the proposed transport improvements, it is possible to combine them to enable transformational regeneration of the High Street. As the focal point for the town, the High Street should be a welcoming environment for all road users, but in particular NMUs. Pedestrians should feel comfortable, and enjoy walking along the length of the street. This currently isn't possible as there is insufficient room for pedestrians to integrate together. This results in pedestrians spilling into the carriageway, and walking through the area quicker than they may wish to.

This transport study has highlighted the potential for transformational change along the High Street between Angel Street and Station Road. Due to the layout of the road network, it is possible to consider the implementation of a one-way system along the road. This section of the High Street is not served by buses, which means there will not be any negative impact to bus journey times. Although any potential offset of traffic onto Magdalen Road would need to be further investigated, in particular the effects this would have on the number 91 service. Magdalen Road serves as a suitable route to create the one-way system, without significant impact on motor traffic.

There is justification for the one-way system to travel north-south or south-north. Based on the results of the ATC surveys, site observations, and the origin and destination data, there may be a slightly stronger preference for the one-way system to run northbound from Station Road to Angel Street.

If the High Street becomes a one-way system, the width of the carriageway can be reduced significantly. The carriageway only requires to be wide enough for one lane of traffic, with an appropriate amount of on-street parking. Although on-street parking is important, research demonstrates that the amount of on-street parking does not impact local businesses along a High Street as long as long as there is parking

available nearby. With a provision of on-street parking, as well as nearby car parks, there is no concern that a regeneration scheme like this will impact local businesses.

Whilst there may not be a negative impact, it's highly likely there will be a positive impact. Reallocating the roadspace from the carriageway to the footway will allow wide footways to be provided, along with the inclusion of public realm such as outdoor seating for cafes and restaurants, benches, cycle parking, and public art. A scheme such as this will also provide the opportunity for green infrastructure such as tree lines along the road. Introducing this level of public realm will attract additional footfall, which will improve the local economy. There will be obvious road safety benefits due to the narrower carriageway, and wider footways for pedestrians to use.

This type of regeneration also allows pedestrians to feel safer crossing the carriageway as there is less traffic, it is all approaching from the same direction, and the width of the carriageway is much less. Therefore, informal crossing points will be safer to use, and controlled crossing points will be more effective and lower cost.

Appendix E provides an outline design for High Street regeneration between Angel Street, and Station Road. Figure 24 provides a smaller version for viewing.

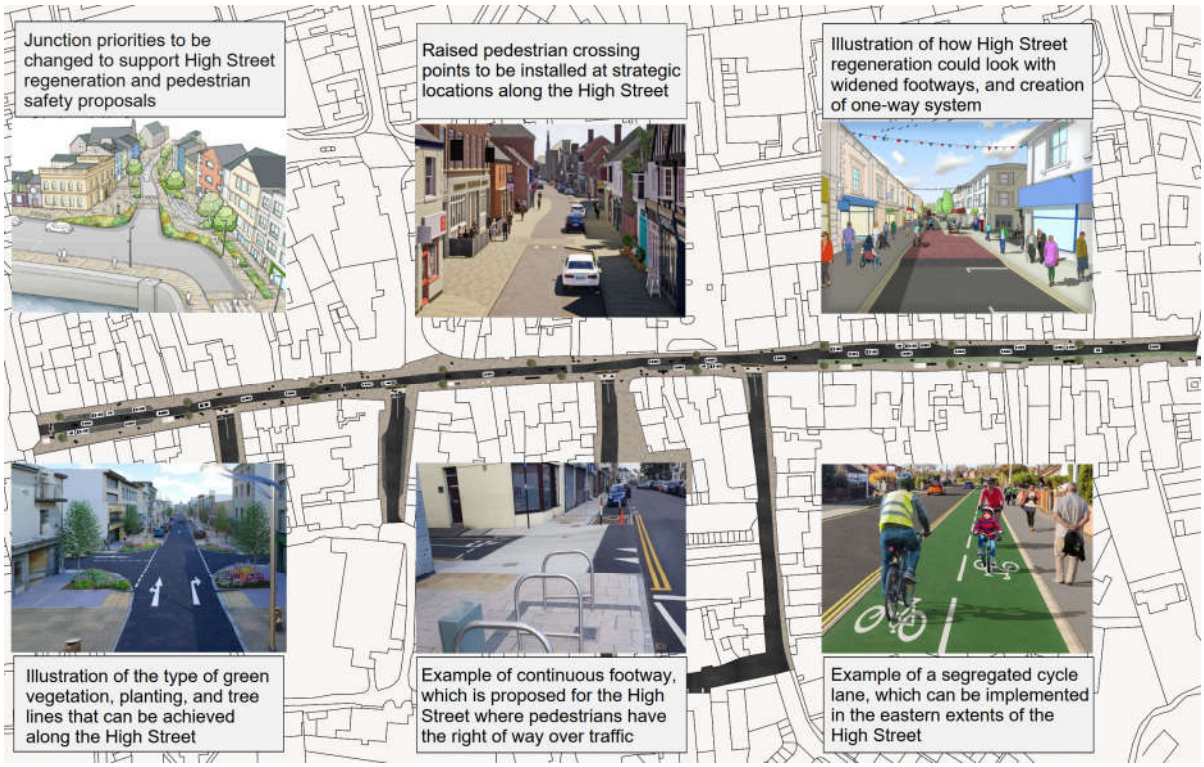


Figure 24 – Potential regeneration of the High Street, Hadleigh

The cost of a transformational regeneration scheme along the High Street is substantial. Although there are various considerations that will impact costs such as materials used, amount of roadspace reallocated, and the supporting infrastructure used, the cost is likely to be in the region of £2 million - £2.5 million. This cost will require external investment, and the development of both outline and full business case. The process should commence with engagement with Suffolk County Council as the Local Highway Authority to discuss the type of regeneration to be prioritised.

Deliverability	Cost to Deliver	Benefit	SCC Priorities	Enhancements	Total	Overall Rank
5	2	8	8	10	33/50	2nd

6.5 INTERVENTION CONCLUSION

The following table illustrates all transport improvements in rank order. The results show that there is a mixture of high scoring transport improvements that are low cost to deliver, and high cost to deliver. The majority of lower cost improvements are within the higher ranked proposals. This is because the lower cost improvements that did not score well across the other criteria have been removed, as they are deemed ineffective, and unlikely to contribute towards improving Hadleigh town in the future.

Intervention	Deliverability	Cost to Deliver	Benefit	SCC Priorities	Enhancements	Total	Rank
Car Park Signage and Wayfinding Improvements	9	9	8	6	7	39	1
20mph implementation	9	7	7	6	4	33	2
High Street regeneration	5	2	8	8	10	33	2
Footway widening	6	5	6	7	8	32	4
Variable message signs for Car Parks	8	5	6	6	6	31	5
Accessibility Improvements	9	8	4	3	5	29	6
Continuous Footway	7	6	6	6	4	29	6
Road Surface treatment	6	4	5	4	9	28	8
Pedestrian crossing points	5	5	8	6	4	28	8
Enhanced School Safety Zone	6	5	5	6	6	28	8
Town Centre Gateway Treatment	9	8	4	3	3	27	11
Low Traffic Neighbourhood	7	6	4	6	4	27	11
Junction Improvements	6	5	6	5	4	26	13
20mph zone High Street	7	6	6	5	2	26	13
RPS Zones	7	6	4	5	3	25	15
Segregated Cycle Lane	5	3	5	5	6	24	16

Table 5 – Potential transport improvements based on assessment score priority

Of all the 16 transport improvements explained above, it is unrealistic to expect all these proposals to be agreed, designed, and implemented. What can be actioned is dependent on capital funds, stakeholder appetite and SCC priorities. When it comes to transport improvements, it is often best to deliver multiple lower cost improvements, as oppose to less higher cost improvements in order to provide more effective change.

Each improvement on its own will demonstrate improvement to the area. However, the amount of improvement achieved will increase when additional improvements are combined. For example, implementing the High Street regeneration proposal will be more effective if combined with car park signage improvements as the directional signage will avoid traffic travelling into areas they do not need to travel to.

7.0 STAKEHOLDER ENGAGEMENT

7.1 INTRODUCTION

As part of the development of this transport study, it was important to seek the views of stakeholders on the potential transport improvements that can be considered within Hadleigh in the short, medium, and long-term. Therefore, 2020 Consultancy arranged for a public consultation to support the study. It is important to offer this platform for engagement to produce further understanding and possible mitigating actions that would have a higher adoption probability with thorough stakeholder involvement at this stage. It was clear from the high levels of engagement on the consultation process and online survey that the subject of transport in Hadleigh is an important issue.

This included a face-to-face consultation that was undertaken at the town's Christmas fair on the 3rd December 2022. Consultants from 2020 Consultancy were present, using a gazebo provided by the Town Council in a central location opposite Market Place along the High Street. Although the total number of stakeholders who expressed views was unknown, it was estimated to of been approximately 100 people. This report summarises the initial consultation process.

Hadleigh has a unique offering and is attractive for people to visit. Residents are proud of the area and the community which exists. In respect of this unique offering Hadleigh, produces some transport complexities for which this document will look to highlight and address.

7.2 REQUIREMENT FOR CONSULTATION

The aim of the public consultation is to give the public and stakeholders an opportunity to express their views on transport in Hadleigh, both the existing provision and the potential changes and improvements.

The results of the consultation will be used as part of identifying the possible changes needed to ensure that transport improvements can be highlighted in the neighbourhood plan. In addition to the consultation, a site visit was undertaken to identify all current transport infrastructure and any possible constraints or issues that

may be occurring throughout Hadleigh. This data and the data obtained from the consultation will inform the overall recommendations.

7.3 CONSULTATION MATERIAL

To promote the consultation, details were shared on various social media platforms and residential forums to help promote engagement. In addition, leaflets were distributed to stakeholders during the Christmas market. Appendix F provides a copy of the poster that was used as part of the consultation.

A copy of the plan that has been included as Appendix G of this report was available to view in A0 to provide an illustration of what could be achieved in Hadleigh. Although there are 20 potential improvements that have been included in this study, this was considered the key area, and integrated a number of the potential improvements together. In addition to this, paper copies of the questionnaire were available.

7.4 CONSULTATION APPROACH

Public consultation for the transport study began on 3rd December 2022 and was due to last for four weeks, ending on the 31st December. However, due to a peak in completed questionnaire responses, it was agreed to extend the consultation by a further two weeks, closing on the 14th January 2023.

The consultation questionnaire sought stakeholder views on general transport questions such as are they currently any transport issues within Hadleigh, what would you most like to see improved, various parking questions surrounding on-street and off-street provision and active travel questions focusing on active travel provision throughout the area.

A copy of the questionnaire is contained in Appendix H of this report.

7.5 PUBLIC CONSULTATION RESPONSES

During the consultation period responses received from stakeholders were logged and analysed. This included returned questionnaires, emails, and letters. All communication received from stakeholders was acknowledged and where necessary a reply was provided, which included emails and phone calls.

7.6 QUESTIONNAIRE ANALYSIS

7.61 INTRODUCTION

As part of the consultation exercise, a questionnaire was included, which focused on identifying the stakeholders thoughts surrounding various aspects of travel within the town including the on-street and off-street parking provision, active travel facilities, public transport and appetite for change. This section reviews the 347 completed questionnaires that were received during the consultation period.

7.62 LOCATION

The questionnaire started with a request for the respondent to provide their post code. This information allowed the responses to be identified within proximity to an area to identify the overall engagement levels and concentration points. Figure 25 provides a snapshot map of completed responses based on the location of the stakeholder.

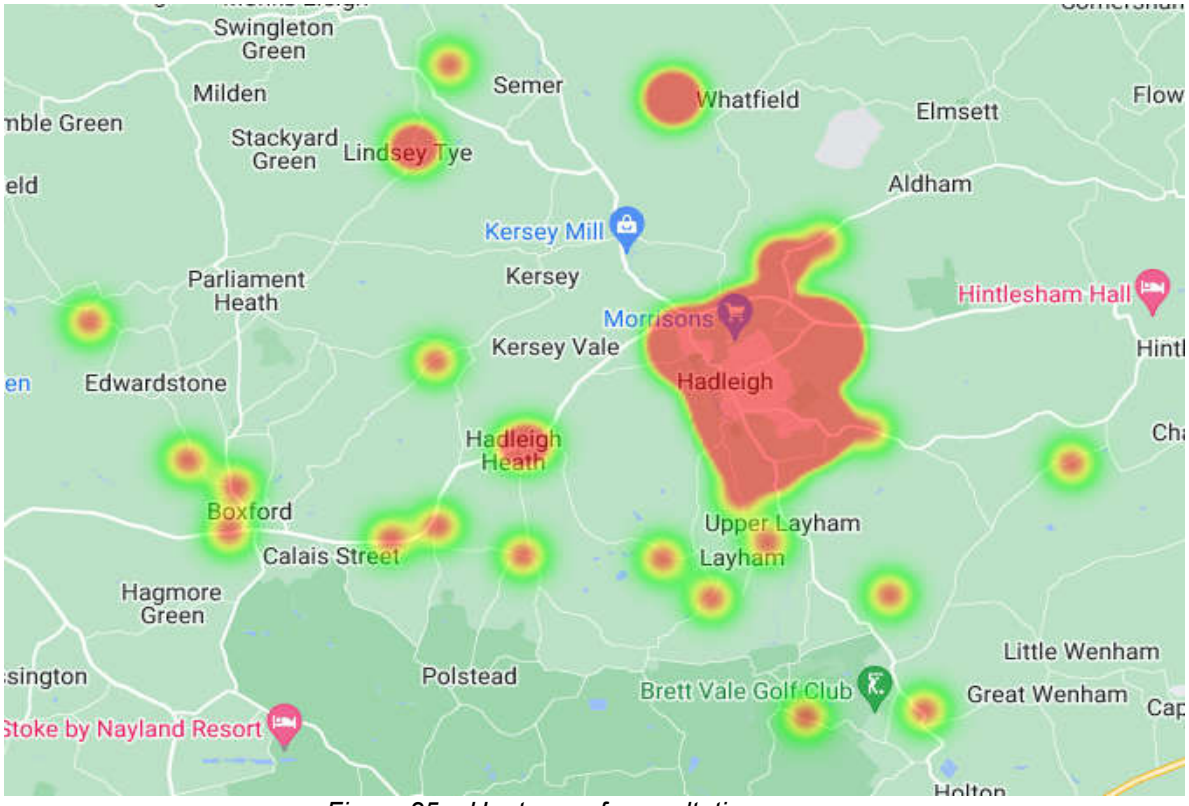


Figure 25 – Heatmap of consultation responses

The above heatmap demonstrates that there were stakeholder contributions from a widespread area in and around Hadleigh. As expected, the densest area of engagement came within the central extents of Hadleigh town. This is encouraging to

confirm that the consultation promotion reached areas outside of the central location. The 347 responses received for this transport study are a good indication that the subject of transport is important to many.

The questionnaire contained a further 21 questions of both open and closed format and the data processed to access the responses and is summarised on the following pages. A number of questions gave the opportunity to submit further views by means of a comments box section located at the end of the question or within the last question which asked for any final comments. The following is a selection of questions from the questionnaire and an indication of the key responses that were provided.

7.63 QUESTION 2 ASKED ARE YOU RESPONDING AS

This single selection question enabled a simple tabulation of responses. This question received 347 answers meaning 0 respondents did not answer this question.

Figure 26 below shows the breakdowns of responses based on the criteria stated.

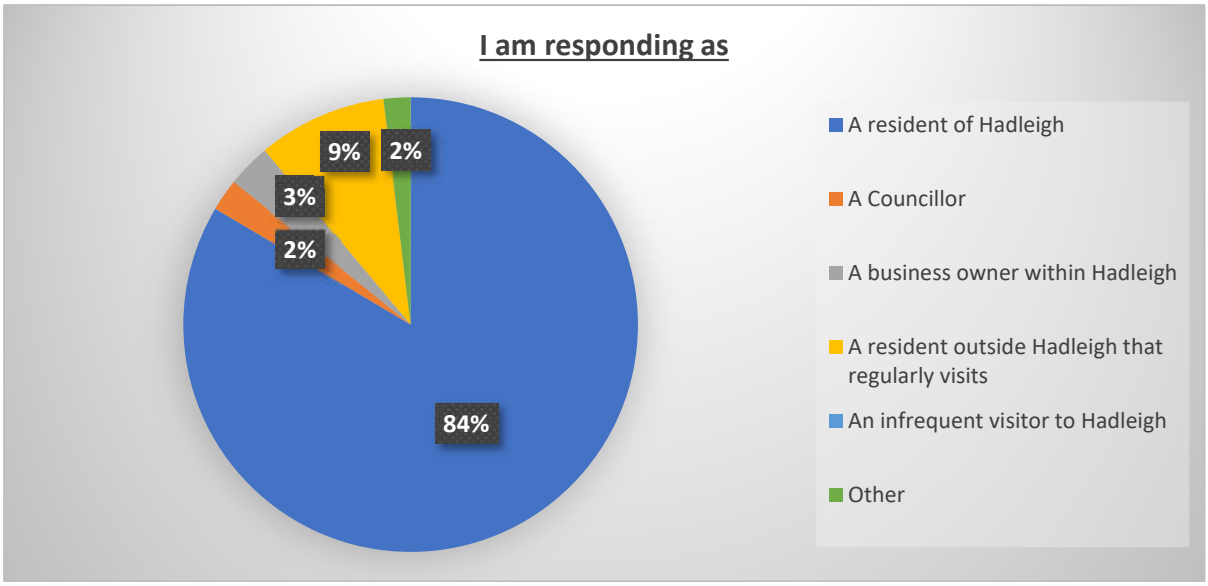


Figure 26 – Breakdown of respondents

The purpose of this question was to provide a breakdown of who was completing the questionnaire, which enabled us to interpret who was responding. As shown above the largest selected response was a resident of Hadleigh which totalled 84% of responses. The majority of the responses were submitted by residents within the town which as previously outlined shows that the matter of parking is important.

Although the responses in the remaining categories were fewer, the above graph shows that responses were obtained from a wide range of engagement areas including business owners and local councillors.

7.64 QUESTION 3 ASKS PLEASE RANK THE FOLLOWING TRANSPORT MODES FROM MOST TO LEAST IMPORTANT

This single selection question required respondents to rank the listed transport modes from the most important to the least important. The priority given, generated a score. The highest priority mode chosen scored 5, the second highest priority mode chosen scored 4, the third 3, forth 2, and fifth 1. This question received 347 responses with 0 respondents skipping this question. Table 6 provides a breakdown of the overall score.

Transport Mode	Total Score	Rank
Car	1020	1
Waking	879	2
Bus	730	3
Cycle	637	4
Electric Vehicle	439	5

Table 6 – Breakdown by rank of transport modes

The purpose of this question is to gain understanding on how respondents rank different modes of transportation. This is important to be able to gauge the direction and possible appetite for potential interventions that can be produced for Hadleigh town.

The results show that the most preferred mode of transport is the car whereas the least favourite is the electric vehicle. Although all forms of transport are important for most it is often the infrastructure and provision that will influence decisions like this. For example if there is very little safe cycle provision within a location then the popularity of this mode of transport could be significantly lower than a location which has good cycle provision.

7.65 QUESTION 4 ASKS DO YOU PERCIEVE THERE TO BE ANY TRANSPORT ISSUES IN HADLEIGH

This single selection question enabled a simple tabulation of responses. This question received 344 responses with 3 respondents skipping this question. Figure 27 provides a breakdown of the responses.

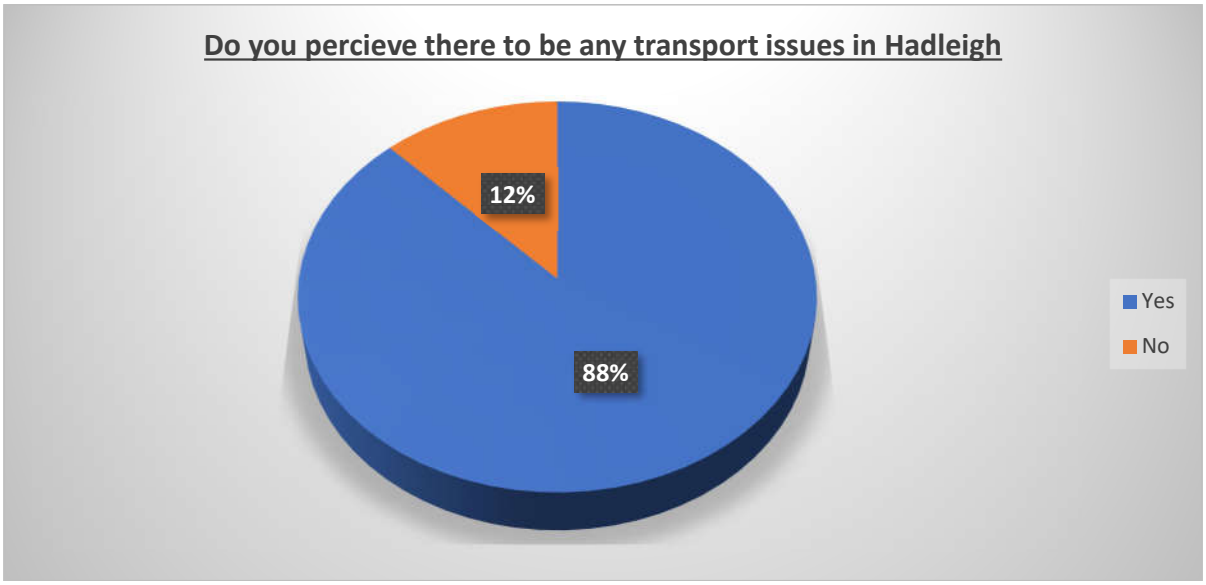


Figure 27 – Is there any transport issues within Hadleigh

The purpose of this question is to get an understanding of the proportion of respondents that believe there to be some form of transport issue that needs addressing. This information as expected is conclusive in enabling the following questions to gain further understanding of any perceived issues there may be.

The results show that a large majority of respondents believe that there are transport issues at present within Hadleigh town.

7.66 QUESTION 5 ASKS, IF SO, WHERE DO THEY RELATE TO

This single selection question enabled a simple tabulation of responses. This question received 312 responses with 35 respondents skipping this question. Figure 28 below provides a breakdown on types of themes from the comments given.

Figure 28 – Theme cloud from responses to what issues are present within Hadleigh

The purpose of this question is to understand if there are any issues recognised by a large majority of respondents. The theme cloud above displays the issues which are highly prevalent for responders based on the submitted comments within question 5. This question allows for the respondent to submit in high detail the issues they feel are present within Hadleigh Town. These comments can be analysed and fed into any recommendations that will be designed to ensure that all data has been used.

The results show 312 individual comments were submitted for this question which gives a high level of data and location specifics to enable a thorough investigation.

7.67 QUESTION 6 ASKS WHAT WOULD YOU LIKE TO SEE IMPROVED MOST IN HADLEIGH

This single selection question enabled a simple tabulation of responses. This question received 343 responses with 4 respondents skipping this question. Figure 29 below provides a breakdown on the results of the question.

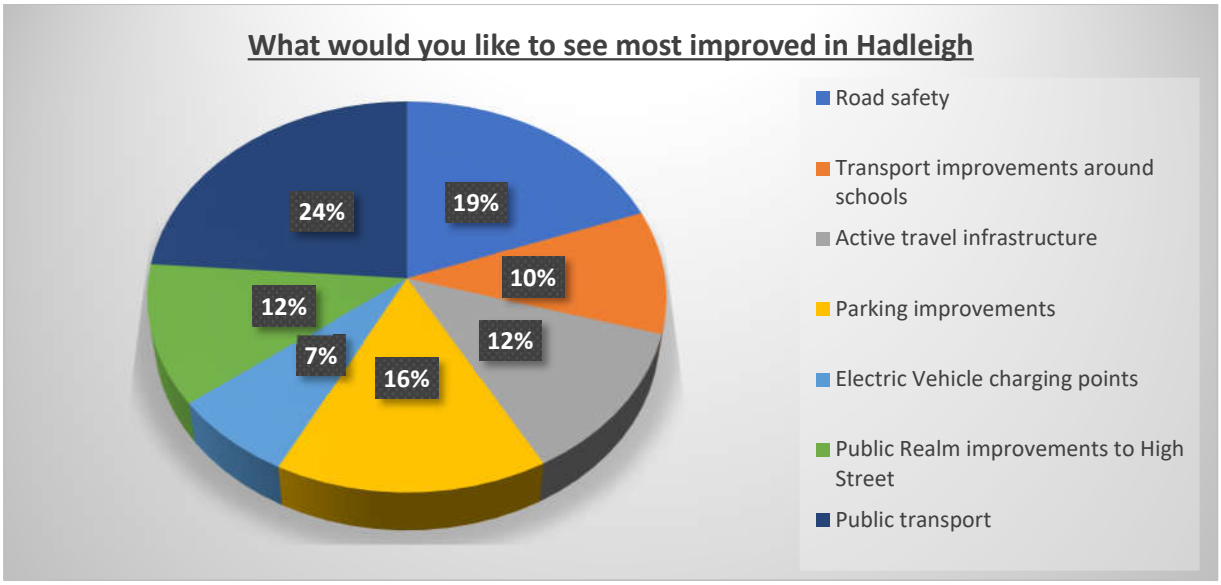


Figure 29 – What would respondents most like to see improved

The purpose of this question is to gain an understanding of the appetite from respondents on pre-selected general improvements that could be introduced within Hadleigh. These options are large scale improvements that respondents could feel would bring the greatest improvement to Hadleigh at present.

The results show that most options have been selected by a fair proportion of the overall engagement. As detailed above, the most selected improvement is Public Transport (24%) closely followed by Road Safety (19%) and then followed by Parking Improvements (16%). The option selected the least was Electric Vehicle charge points (7%). This shows that there are a wide range of options for which the respondents believe there to be true merit in introducing within Hadleigh Town.

7.68 QUESTION 7 ASKS HOW MANY TIMES A WEEK DO YOU TRAVEL INTO HADLEIGH TOWN CENTRE

This single selection question enabled a simple tabulation of responses. This question received 346 responses with 1 respondent skipping this question. Figure 30 below provides a breakdown on the results of the question.

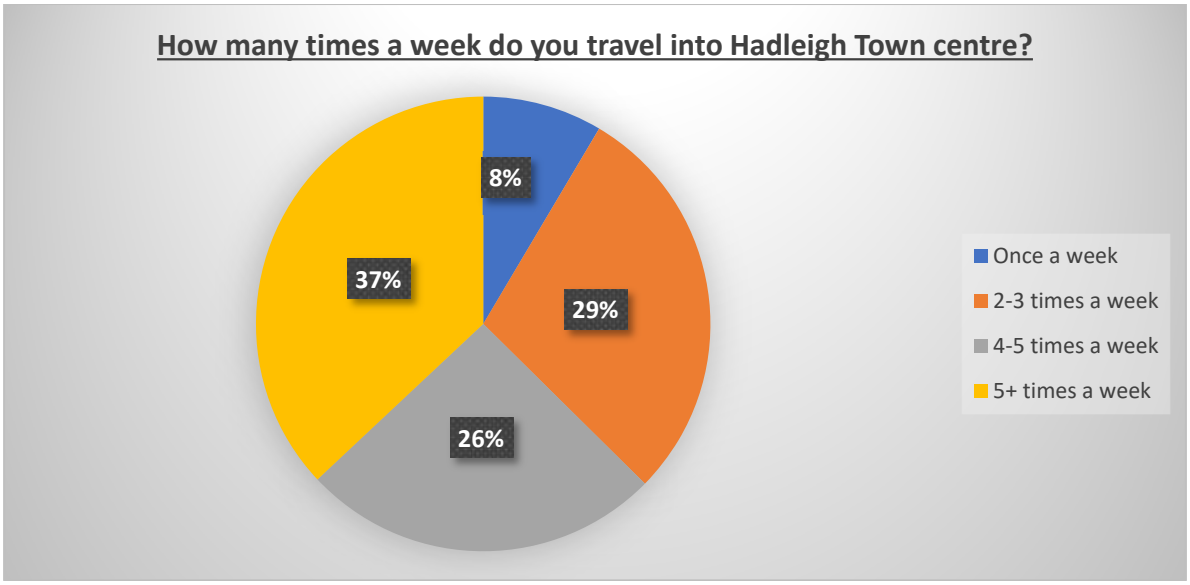


Figure 30 – How often do respondents visit Hadleigh town centre

The purpose of this question is to gain an understanding on the popularity of the town centre with respondents and also to gain insight into the frequency of visits to understand how this information gives insight into where efforts could be focused by means of improvements.

The results show that 37% of the overall response visit the town centre 5+ times. This is followed by 2-3 times (29%) and 4-5 times (26%) and lastly once a week (8%). This highlights the popularity of the town by a large section of the respondents. This is encouraging to see that there are many residents and visitors wishing to use the town centre provision and it is assumed spend money.

7.69 QUESTION 8 ASKS WHAT MODE OF TRANSPORT DO YOU PREDOMINANTLY USE

This single selection question enabled a simple tabulation of responses. This question received 346 responses with 1 respondent skipping this question. Figure 31 below provides a breakdown on the results of the question.

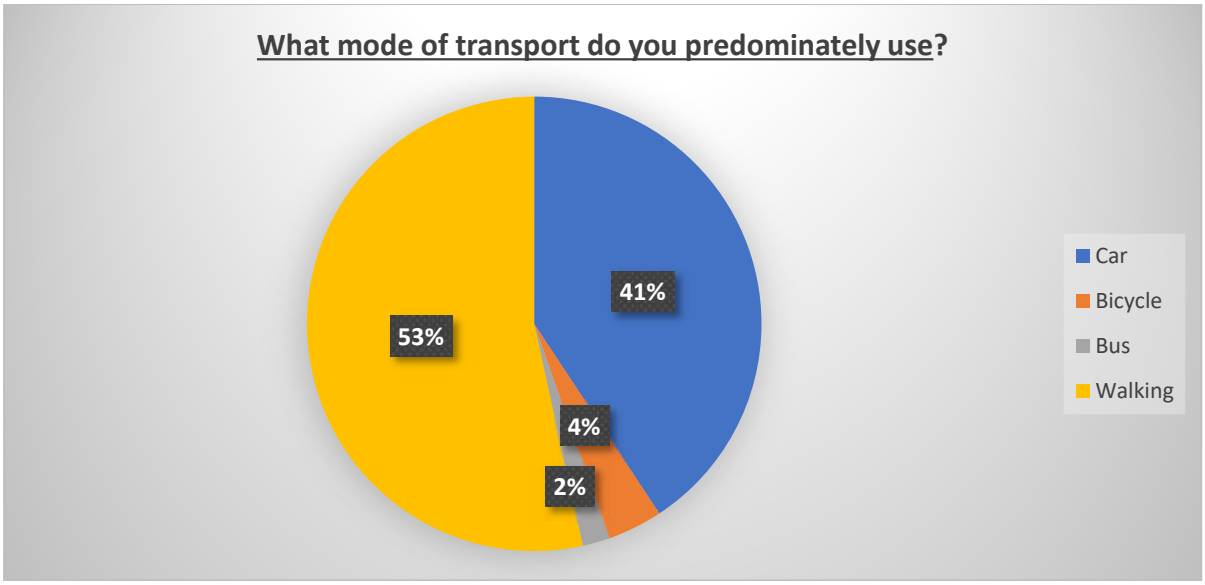


Figure 31 – How often do respondents visit Hadleigh town centre

The purpose of this question is to get an idea of what transport modes are popular within Hadleigh and what ones aren't. This allows for continued thought regarding Hadleigh Transport supported by relevant data to enable specific focus into transport modes that aren't as popular as others and then to understand why this is.

The results show that over half at 53% of respondents walk into Hadleigh Town centre. This isn't a surprise as the town centre is accessible from a multitude of directions. It is feasible to assume that there are many possible reasons for this selection including a lack of on and off-street parking, inadequate public transport, and possibly a lack of safe active travel provision. The second most popular response was the car at 41%, this is to be expected from a rural setting due to the infrequency of adequate centralised provision.

7.610 QUESTION 9 ASKS DO YOU BELIEVE HADLEIGH HIGH STREET WOULD BENEFIT FROM REGENERATION

This single selection question enabled a simple tabulation of responses. This question received 341 responses with 6 respondents skipping this question. Figure 32 below provides a breakdown on the results of the question.

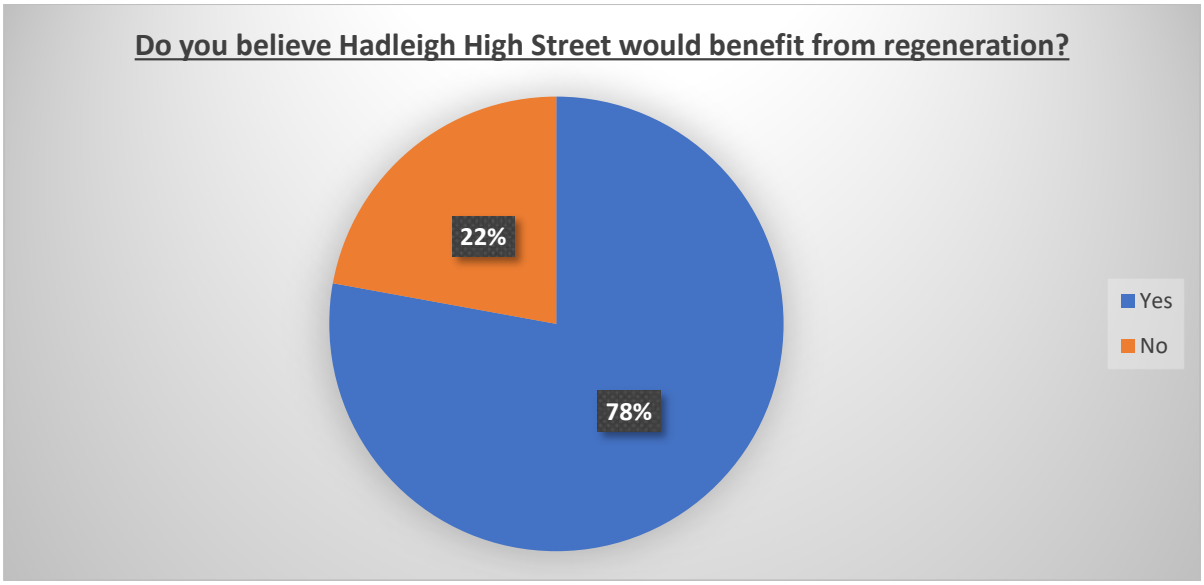


Figure 32 – Do respondents believe High Street would benefit from regeneration

The purpose of this question is to get an understanding from respondents on the appetite for regeneration focused along the High Street. It is important to gain data around the support of such a proposal as it would involve lots of funding and high level of logistics.

The results show that most respondents 78% agree that the regeneration of the high street would be of benefit to Hadleigh. The remaining 22% felt that the regeneration of the High Street wouldn't be of benefit to Hadleigh. This is an encouraging majority support for a proposed regeneration scheme.

7.611 QUESTION 10 ASKS IF SO, WHICH OF THESE PROPOSALS WOULD YOU MOST SUPPORT

This single selection question enabled a simple tabulation of responses. This question received 327 responses with 20 respondents skipping this question. Figure 33 below provides a breakdown on the results of the question.

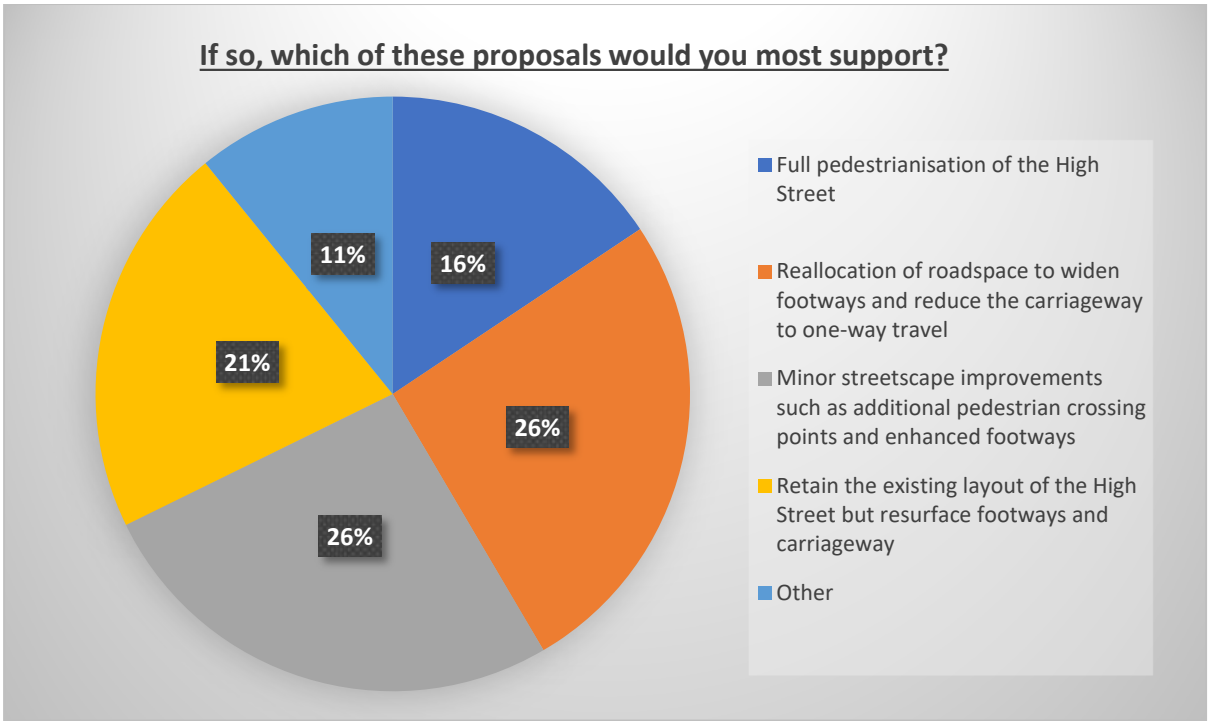


Figure 33 – Do respondents believe High Street would benefit from regeneration

The purpose of this question is focused the preferences of respondents who supported the High Street regeneration. It asks the respondent what regeneration scheme they believe would offer the highest value to Hadleigh Town. It is important to gain from residents and stakeholders their opinions on what proposal would be best, this is because they have key views which need to be analysed.

The results show a fairly even spread of response rate for all proposals. The joint highest response percentage was 26% and it was in support of the following two proposals

- Reallocation of roadspace to widen footways and reduce the carriageway to one-way travel
- Minor streetscape improvements such as additional pedestrian crossing points and enhanced footways.

The least supported proposal was selected was Other (11%), which allowed respondents to submit their own recommendations which didn't appear on the pre-selected list. On review of these responses the comments were either not feasible or slight alterations to the pre-selected proposals available.

7.612 QUESTION 11 ASKS HOW WOULD YOU RATE THE PARKING IN HADLEIGH (1 BEING THE WORST AND 10 BEING THE BEST)

This single selection slider scale question enabled a simple tabulation of responses. This question received 347 responses with 0 respondents skipping this question. Figure 34 below provides a breakdown on the results of the question.

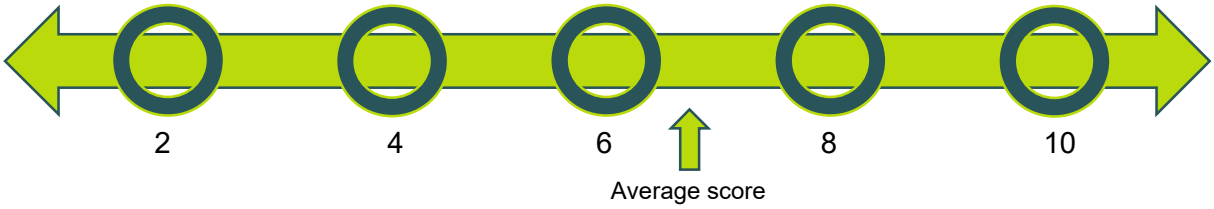


Figure 34 – Respondents views on parking in Hadleigh

The purpose of this question is to gain an understanding on how respondents view the parking provision within Hadleigh and how this provision serves the town. It is important to engage with the respondents on topics that are important to them and prior to the questionnaire being designed it was acknowledged that the subject of parking was important to many. Subsequently this question was designed to get an overall idea of the feeling within respondents and allow for adequate data to be analysed.

The results show that the average response was 6.69 on the scale between 1-10. This is encouraging as this shows that a large proportion of respondents believe the parking provision to be at a good level.

7.613 QUESTION 12 ASKS DO YOU FIND IT DIFFICULT TO PARK IN HADLEIGH

This single selection slider scale question enabled a simple tabulation of responses. This question received 339 responses with 8 respondents skipping this question. Figure 35 below provides a breakdown on the results of the question.

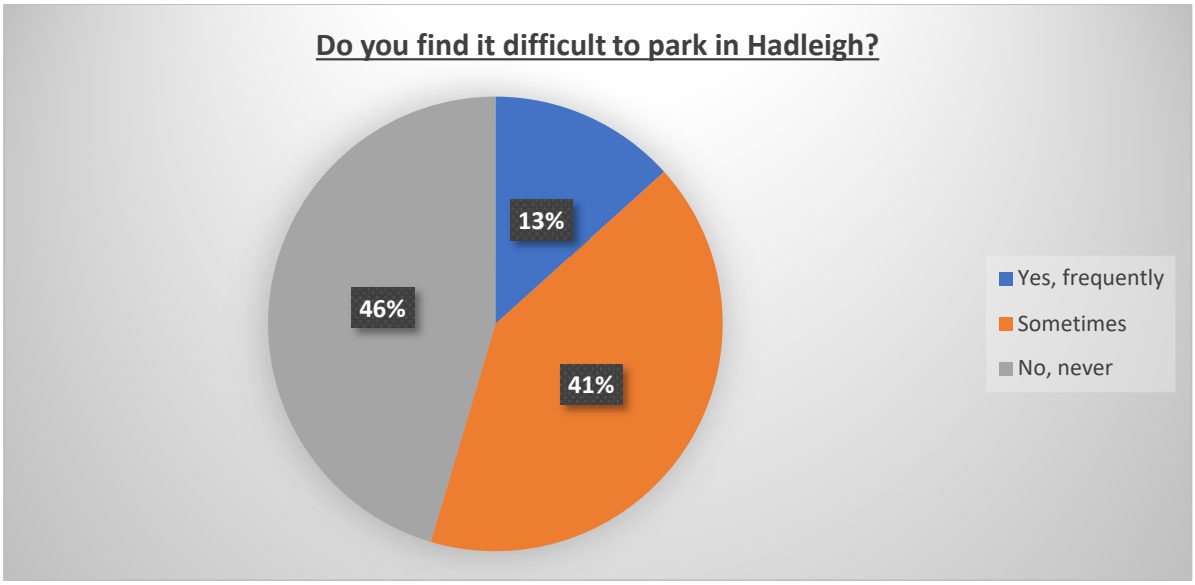


Figure 35 – Do respondents find it difficult to park in Hadleigh

The purpose of this question is to get an understanding on if difficulty to park in Hadleigh is an experience for the majority or an isolated occurrence. It is important to understand the proportion of respondents which experience difficulties in parking and the frequency of the issue.

The results show that the largest proportion of respondents felt that there were no issues in parking within Hadleigh at 46%. This was followed by 41% acknowledging that the difficulty to park occurred sometimes. The remaining 13% believed that yes there were frequent issues parking with Hadleigh. It is encouraging that 46% of respondents believed there to be no issue with parking but a majority of 54% believed there to be some level of issue regarding parking in Hadleigh, which shows there is some level of parking issue occurring within Hadleigh.

7.614 QUESTION 13 ASKS WHAT WOULD YOU LIKE TO SEE IMPROVED MOST HADLEIGH CAR PARKS

This multi selection question enabled a simple tabulation of responses. This question received 311 responses with 36 respondents skipping this question. Figure 36 below provides a breakdown on the results of the question.

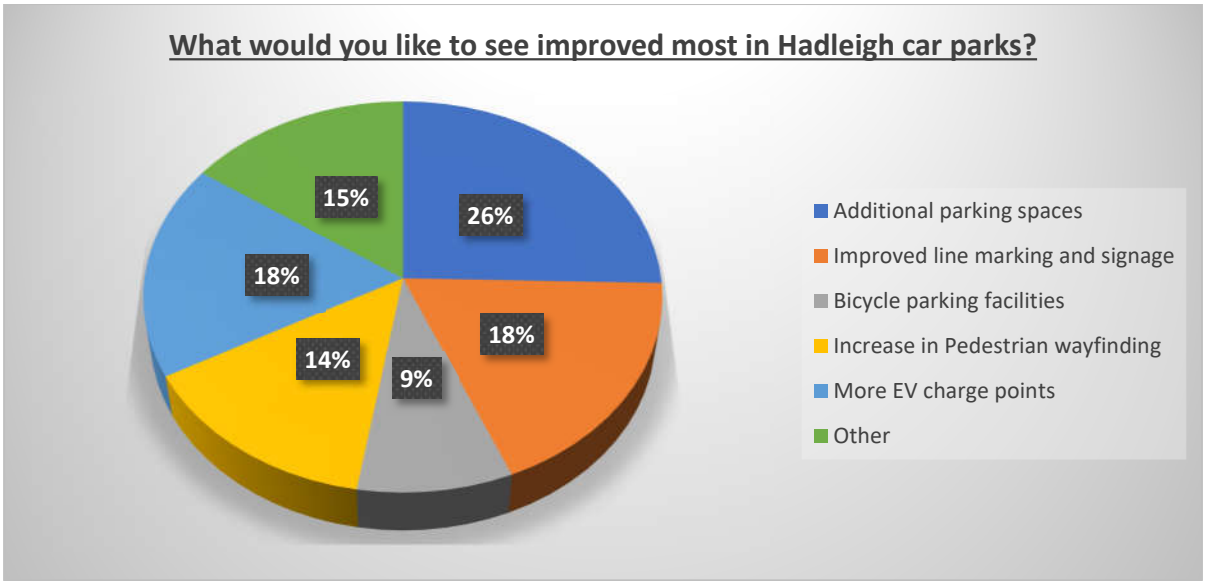


Figure 36 – What would respondents most like to see improved with Hadleigh car parks

The purpose of this question is for the results to highlight what respondents feel is the priority for improved on off-street car parks. It is a useful question as it can ensure that any possible improvements and funding is directed towards the improvements/action that is most supported by respondents and users of the car parks.

The results show that all choices have a fair representation by selection. The most selected option was additional car parking spaces which made up 26% of the overall response. The second most selected option was tied with improved line marking and signage and additional EV charge points at 18% overall for each. The least selected option was bicycle parking facilities at 9% of the overall response rate. This confirms that there are several interventions that would be welcomed by respondents.

7.615 QUESTION 14 ASKS DO YOU FEEL THERE IS SUFFCIENT SAFE CYCLING FACILITIES IN HADLEIGH

This single selection question enabled a simple tabulation of responses. This question received 343 responses with 4 respondents skipping this question. Figure 37 below provides a breakdown on the results of the question.

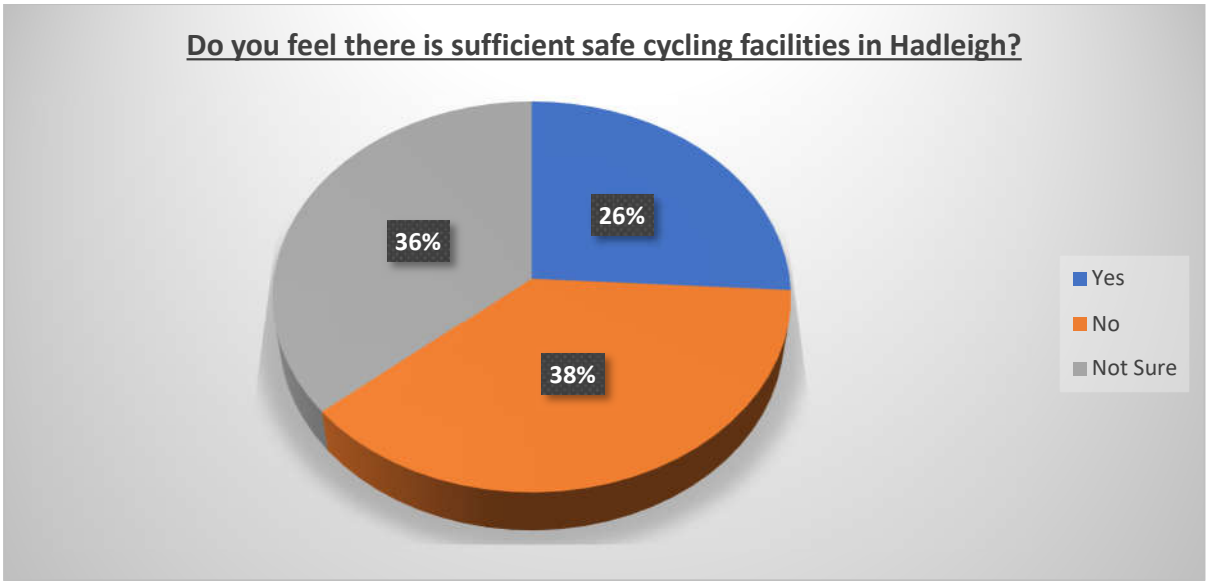


Figure37 – Do you feel there is sufficient safe cycling facilities in Hadleigh

The purpose of this question is to get an idea data surrounding active travel provision within Hadleigh. It is proven that residents are more likely to use active travel modes of transport if there is adequate safe provision in place.

The results show that the largest selected option from respondents was No (38%) and then the second most selected option was not sure (36%) and then finally yes (26%). This shows a fairly even response rate across all selections but provides workable data in supporting the need for further exploration into the appetite and functionality of an increased cycling provision.

7.616 QUESTION 15 ASKS WHERE WOULD YOU MOST LIKE TO SEE NEW CYCLING FACILITIES IN HADLEIGH

This multi selection question enabled a simple tabulation of responses. This question received 343 responses with 4 respondents skipping this question. Figure 38 below provides a breakdown on the results of the question.

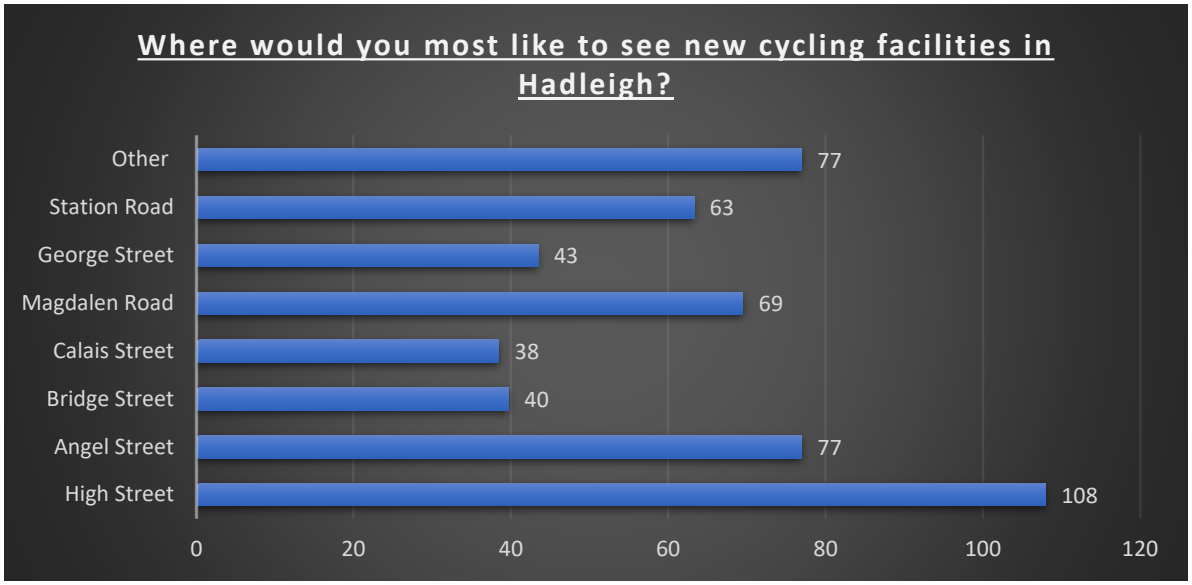


Figure 38 – Where would respondents like to see new cycling provision

The purpose of this question is to get feedback from respondents on where they perceive cycling facility improvements should be made. This is an important question to gain the ideas from respondents on where cycling provision is most needed, as it is likely that they are or would be the ones using it.

The result show that the most selected option by respondents was High Street with 108 individual selections compared to the next most selected option being both Angel Street and Other with 77 selections each. The remaining options have a good level of selection. This data is important in highlighting the key areas which improvement would be most welcome.

7.617 QUESTION 16 ASKS DO YOU CYCLE ON A REGULAR BASIS, IF NOT WOULD IMPROVED FACILITIES PROMOTE YOU TO DO SO MORE

This single selection question enabled a simple tabulation of responses. This question received 344 responses with 3 respondents skipping this question. Figure 39 below provides a breakdown on the results of the question.

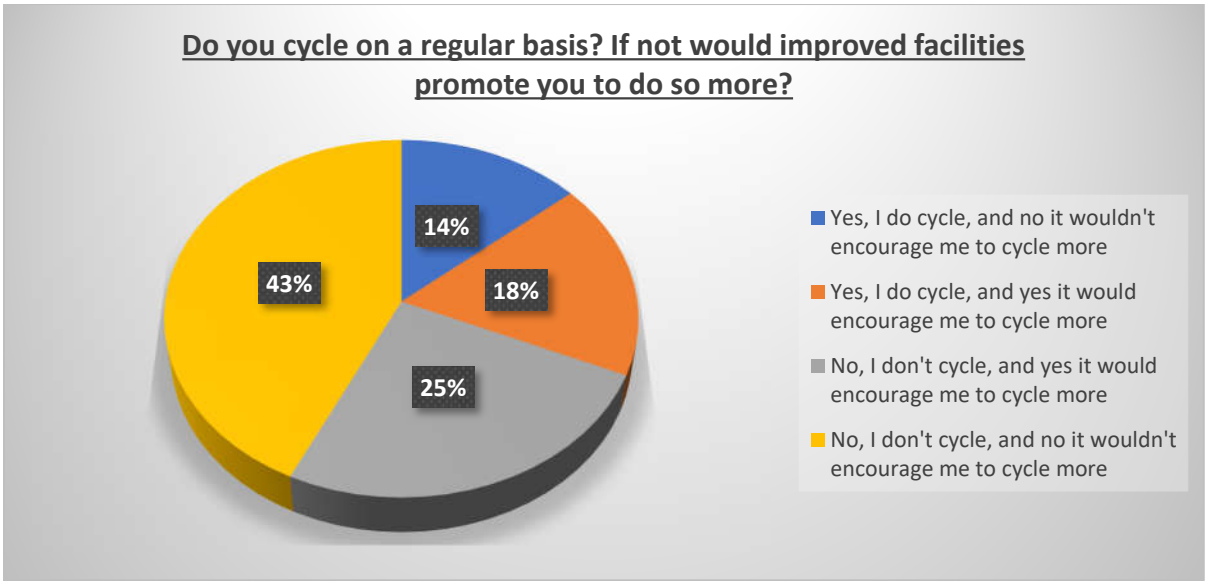


Figure 39 – Would an increase in cycling provision promote more cycling

The purpose of this question is to get an understanding that if investment into cycling provision was made whether that would promote more cycling from either people that do cycle currently or people that done cycle at all. Again as previously stated it is important to gain the first hand views and opinions from residents, visitors and major stake holders within Hadleigh.

The results show that 43% of respondents don't cycle and wouldn't cycle more if new provision was introduced within Hadleigh. Encouragingly, there are 25% of respondents that don't currently cycle and would cycle more if adequate provision was introduced within Hadleigh. This result coupled with the 18% of respondents that do cycle and would cycle more with the introduction of increased provision is encouraging as totals 43% of respondents that would benefit and use new introduced cycling provision within Hadleigh.

7.618 QUESTION 17 ASKS DO YOU FEEL THERE IS ADEQUATE WALKING FACILTIES WITHIN HADLEIGH

This single selection question enabled a simple tabulation of responses. This question received 344 responses with 3 respondents skipping this question. Figure 40 below provides a breakdown on the results of the question.

Figure 40 – Do respondents feel there is adequate walking facilities within Hadleigh

Much like question 14, the purpose of this question is to understand if respondents feel there is sufficient safe provision for walking throughout Hadleigh. As discussed previously this is an important question as the data can support any future direction the council wishes to take.

The results show that an overall majority of 84% believe that there is currently sufficient safe walking provision within Hadleigh. Therefore the remaining 16% believe that this is not sufficient safe walking provision within Hadleigh. This shows that the vast majority of respondents feel that the walking provision currently in Hadleigh believe there to be adequate walking provision currently.

7.619 QUESTION 18 ASKS WHERE WOULD YOU MOST LIKE TO SEE WALKING FACILITY IMPROVEMENTS

This comment box question enabled a simple analysis of responses. This question received 210 responses with 137 respondents skipping this question. Table 7 below provides a breakdown on the areas provided within Hadleigh.

Locations	
St Mary's Church	Oxford Drive
High Street	George Street
Tinklers Lane	Angel Street
Bridge Street	Station Road
Benton Street	Duke Street

Table 7 – Breakdown of areas provided by respondents

The purpose of this question was to get specific details on areas that respondents felt could benefit from walking facility improvements. Overall it was an important question to highlight all the specific areas within the town that may need improvements.

The results found around 10 re-occurring locations that were highlighted by respondents as needing improvement which is valuable information which can supplement additional data and data found during site visits.

7.620 QUESTION 19 ASKS ARE YOU HAPPY WITH THE BUS SERVICE PROVISION, IF NOT, WHAT IMPROVEMENTS WOULD YOU LIKE TO SEE

This single selection question enabled a simple tabulation of responses. This question received 342 responses with 5 respondents skipping this question. Figure 41 below provides a breakdown on the results of the question.

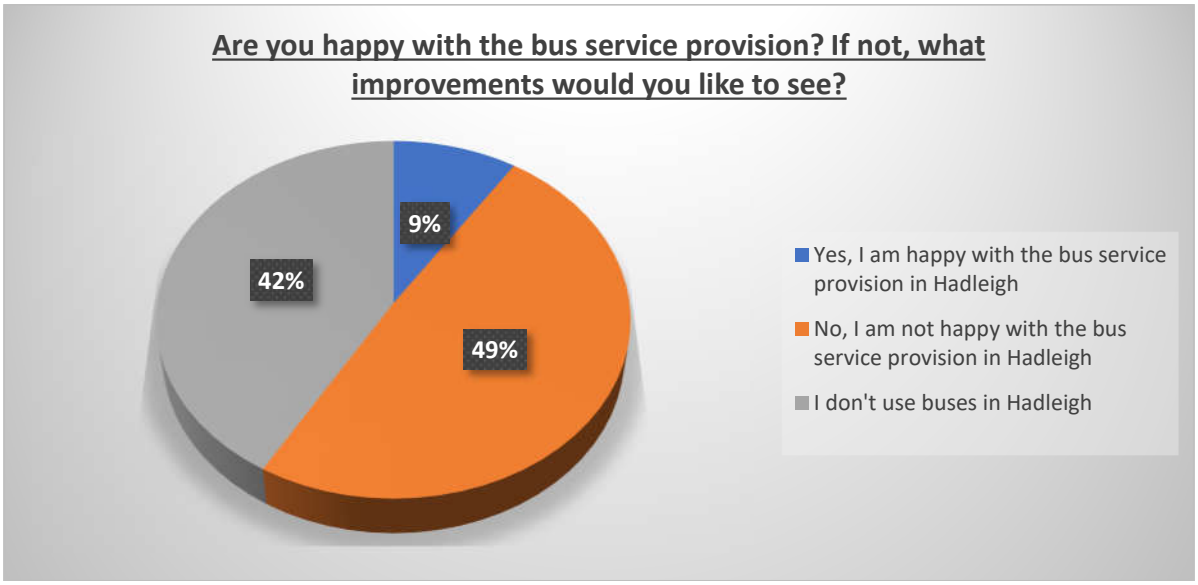


Figure 41 – Are respondents happy with Bus provision

The purpose of this question is to ensure that all major modes of transport are discussed within the questionnaire. This ensures that as much credible information

can be obtained from the respondents on all forms of transport within Hadleigh. Public transport is an important facet of provision within a location and Hadleigh is no different.

The results found that 49% of respondents believe that the bus provision isn't adequate within Hadleigh where 42% acknowledged that they do not use bus provision within the town. The remaining 9% selected that they were happy with the bus provision. The data from this question can be used to inform decisions and the proposed direction that Hadleigh town council may wish to take in the future.

7.621 SUPPLEMENTARY COMMENT BOX

Within question 19 there was a supplementary comment box which allowed for respondents to support their response with text detailing any specifics they wished to disclose.

Table 8 below details themes taken from the responses submitted for this comment box area of the question.

Comment Themes	
Increase in late bus service	Cheaper prices required
Poor Hadleigh to Colchester service	More frequent Hadleigh to Ipswich service
Cheaper tariffs for children	Very little weekend service
Cheaper tariffs and increased provision for out of town education users	Smaller buses to navigate hard to reach areas
No buses to satellite locations	More frequent Bury St Edmunds service

Table 8 – Breakdown of themes from comments section in Q19

The supplementary comments in Q19 give further weight to data accrued for the questionnaire. As the comment themes above outline there are specific issues that respondents have addressed that can be analysed and then used to implement mitigating interventions to address these issues if the council deem it to be appropriate and cost effective.

7.622 QUESTION 20 ASKS PLEASE OUTLINE YOUR LEVEL OF SUPPORT FOR EACH OF THE POTENTIAL SCHEMES FOR HADLEIGH

This multi selection question enabled a simple tabulation of responses. This question received 347 responses with 0 respondents skipping this question. Table 9 below provides a breakdown on the results of the question.

Transport Improvement	Strongly approve	Approve	Neither approve or disapprove	Disapprove	Strongly disapprove
High Street regeneration	81	80	51	18	13
	33%	33%	21%	7%	5%
20mph speed limits in residential streets	111	65	35	22	12
	45%	27%	14%	9%	5%
Enhanced school safety zones	84	98	54	1	1
	35%	41%	23%	0.5%	0.5%
Continuous footways	70	73	57	29	14
	29%	30%	23%	12%	6%
Junction improvements	80	97	62	2	0
	33%	40%	26%	1%	0%
Town Centre gateway treatments	39	42	124	6	9
	18%	19%	56%	3%	4%
Segregated cycle lane (High Street)	33	55	62	42	42
	14%	24%	27%	18%	18%
Accessibility improvements (Tactile paving)	50	91	77	12	4
	21%	39%	33%	5%	2%
Signage and wayfinding improvement	40	94	83	9	6
	17%	41%	36%	4%	3%
Variable Message Signs for car park information	28	60	104	24	10
	12%	27%	46%	11%	4%
Resident Permit Zones (RPS)	48	34	69	40	43
	21%	15%	29%	17%	18%
Low-Traffic Neighbourhoods (LTN) in residential streets	47	49	90	29	16
	20%	21%	39%	13%	7%
Footway widening	58	80	66	24	10
	24%	33%	28%	10%	4%
Road surface improvements	113	86	37	1	0
	48%	36%	16%	0%	0%
Traffic calming	67	79	52	22	15
	29%	34%	22%	10%	6%
Pedestrian crossing improvements	85	101	49	1	3
	36%	42%	21%	0%	1%

Table 9 – The level of respondent support for each scheme detailed

The purpose of this question is to get an overview on the support levels for each proposed intervention that has merit for delivery within Hadleigh town. This is important to be able to highlight that certain changes are possible, and that the council are looking to explore any feasible and economically viable improvements to existing infrastructure within Hadleigh. The views and opinions of stakeholders, residents and visitors are vital when exploring possible interventions.

The results show that the greatest positive support was for road surface improvements with a total approval percentage of 84%. This is often an issue that residents and stakeholders deem as critical and important in the overall safety and appearance of a destination. The remaining schemes have ranging levels of support with enhanced school safety zones (76%) and 20mph residential speed limits (72%) having high levels of support.

7.623 QUESTION 21 ASKS PLEASE PROVIDE ANY FURTHER COMMENTS BELOW

This comment box question enabled a simple analysis of responses. This question received 195 responses with 152 respondents skipping this question. Table 10 below provides a breakdown on the themes derived from these responses.

Comment Themes	
Eastern link road	Public Transport
Housing developments	Crossing points
Residential permit scheme	Traffic Calming
High Street Improvements	Car park tariffs
Benton Street	Poor condition pavements
Priority spaces in car parks	Increase in parking enforcement

Table 10 – Consultation responses based on further comments

This question produced a variety of different topics surrounding transport issues experienced by respondents and thoughts surrounding change within Hadleigh. It is encouraging to get this level of engagement about transport within Hadleigh and the information is vital in forming and greater understanding of the complexities experienced. The data obtained throughout the questionnaire can be analysed in depth and constructed to support proposed change within Hadleigh Town.

8.0 SUMMARY AND CONCLUSIONS

8.1 BACKGROUND

2020 Consultancy was appointed by Hadleigh Town Council to undertake a transport study of Hadleigh to identify the existing transport issues and consider how future transport improvement proposals could affect these issues.

The purpose of the study is to inform the wider objectives for Hadleigh Town Council, as part of the development of their Neighbourhood Plan. The approach agreed with the council was to undertake a pragmatic review supported by existing information, comprehensive site observations and photographs to identify existing problems and review options for possible solutions.

8.2 TRANSPORT CHARACTERISTICS

There is potential for significant modal shift within Hadleigh, as demonstrated by the good level of walking to work data from the 2021 Census (7.1% share), along with the appetite from stakeholders for improvements to be made in active travel infrastructure. Results from the stakeholder engagement exercise highlighted that nearly 45% of respondents either cycle on a regular basis or would be encouraged to cycle more with improvements to cycling infrastructure. In addition, the whole of the town is within a maximum 15–20-minute walk of the town centre and the facilities in the town are suitable to serve the typical day-to-day needs of its local community.

Observations made throughout the study show that the town centre attracts a good level of pedestrian activity throughout the day. The town generally provides a pleasant environment for pedestrians as traffic flows and speeds are typically low (in the areas with the greatest footfall), and the historic architecture and environment make it a pleasant place to be.

A local car ownership of 1.38 cars per household was recorded for the Hadleigh region in the 2021 Census. This is in line with the average ownership recorded for the Babergh district but higher than the average for Suffolk and England. This high level of car ownership is partly explained by the rural location as the private car is the only realistic option for many longer journeys.

Based on the 2021 census summary data, over 56% of work journeys were by car, taxi or motorcycle with less than 2% travelling by public transport. The car mode share is lower than the average for both Babergh, and Suffolk, although the public transport share is also lower and almost half the county average.

8.3 TRANSPORT ISSUES

The study has highlighted that there are a number of existing transport issues in the town. Observations and high-level analysis show that the junctions operate within capacity. However, there is congestion on parts of the local highway network in Hadleigh, in particular the High Street. This is caused by a combination of pinch points in the carriageway, on-street parking, servicing activity, pedestrian crossing movements and larger vehicles manoeuvring.

A number of issues have also been identified in relation to car parking. Surveys and observations show that there is sufficient car parking serving the town centre for the majority of the time. Yet during busier times, demand can reach capacity. This is likely to be worsened with the imminent closure of Corks Lane car park for redevelopment.

The study has identified that there are problems with the pedestrian environment in the town centre. There are particular locations along the High Street, and Magdalen Road where pedestrians are frequently observed crossing the carriageway between traffic movement, which increases the potential for collisions. This suggests additional pedestrian crossing points may be required.

The study has also highlighted concern with traffic volume, classification, and speed along Benton Street. Benton Street has a narrow carriageway, which does let two-way traffic pass in places. However, there are a number of pinch points due to point the carriageway narrows, areas of on-street parking, and traffic calming measures that have been implemented to control traffic speed near Clopton Gardens.

The majority of properties along Benton Street do not have off-street parking as the properties are traditional terrace houses often seen in rural towns. Due to the width of the carriageway, there is only limited places where parking is permitted, with double yellow lines present for large stretches of the road. This causes significant issues for residents, with car ownership higher than the national average in part due to the limited public transport service provided in Hadleigh.

8.4 POTENTIAL TRANSPORT IMPROVEMENTS

The report has set out a number of potential solutions to the existing transport issues, which have been considered in three categories:

Short term – proposals that could be implemented almost immediately with minimal funding, and can be considered simplistic with limited input from stakeholders.

Transport improvements that fall under the short-term category include:

- 20mph speed limits in residential streets;
- Town centre gateways;
- Accessibility improvements throughout Hadleigh;
- Car park signage and pedestrian wayfinding improvements;
- Car park Variable Message Signs.

Medium term – improvements that could be implemented in the medium-term and will need a source of funding to be identified, along with input from stakeholders.

Transport improvements that fall under the medium-term category include:

- Enhanced School Safety Zones;
- Junction improvements at the junctions of High Street / Calais Street; High Street / Angel Street; and Highlands Road / Tayler Road;
- Low Traffic Neighbourhoods in residential streets located off George Street;
- A segregated cycle path along the High Street;
- A 20mph zone along the High Street between Angel Street and Duke Street;
- Additional pedestrian crossing points along the High Street.

Long term – improvements that are considered to be long-term options that are aspirational, technical, likely to require significant external financial investment, and have good buy-in from stakeholders.

Transport improvements that fall under the long-term category include:

- Continuous footways along the High Street to give pedestrian priority;
- Footway widening along the High Street between Angel Street and Duke Street;
- New road surface materials or surface colouring along the High Street;
- Regeneration of the High Street between Angel Street and Station Road.

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