

## **Cycling England Report Feedback: Blackburn with Darwen Borough Council**



Having decided to review our existing cycling strategy, a commitment within our Second Local Transport Plan, Blackburn with Darwen Borough Council have been very pleased with the 5 days of free consultancy advice and support from Cycling England.

In order to help steer our revised cycling strategy a Cycling England local authority support team member was able to spend some time interviewing key individuals who play a part, or might/should play a part, in the facilitation and promotion of cycling in the BwDBC area.

Two site visits were also arranged in partnership with the Council and the CTC to enable the Cycling England representative to gain an insight into the problems, issues and opportunities for cycling within the borough.

A SWOT analysis of the Boroughs strengths, weaknesses, opportunities and threats was later compiled and included in a comprehensive report which provides an overview of the existing situation and recommendations for the future scope and direction of a cycling strategy for the Borough.

Given the significant health issues and levels of deprivation, the low levels of car ownership and the number of relatively short journeys that take place in the borough, the Council fully recognises the need to further develop cycling as a viable transport option.

Even though the topography of the borough is quite challenging in many places for cycling, with steep hills within and surrounding the urban area, the Council and its partners intend to work collaboratively to ensure cycling plays an increasingly important role in improving accessibility and promoting healthier lifestyles and social well being.

The Cycling England report provides an excellent starting point for the revision of the Councils cycling strategy and the recommendations are now being prioritised in partnership with stakeholders in order to form the basis of an action plan.