

**transform**  
scotland

# Annual Report 2018





# WELCOME

## Message from the Chair

Transform Scotland has been proudly advocating a progressive agenda on transport since it launched twenty years ago. We are pleased to see some of these objectives now translating into action. Ministerial commitments over the past year have included: the doubling of funding for walking and cycling, the commitment to Low Emission Zones in our major cities, and the ambition for a fossil-fuel phase-out. Meanwhile, ScotRail's new electric trains on the Edinburgh–Glasgow route and a new fleet of inter-city trains fulfils some of our long-held ambitions for rail.

Yet despite this progress, many trends are failing to improve, and some continue to worsen. The share of journeys made by sustainable transport is the same as it was in 1999; carbon emissions have increased each year since 2010 while other sectors have decarbonised; and bus patronage continues to plummet.

The next year will see a new National Transport Strategy come to fruition and a new Transport Bill complete its journey through the Parliament. It is imperative that these, and other, processes put in place concrete action to deliver transport that delivers liveable, people-centred places, prioritises public transport over private car use, and delivers for public health, equalities and emissions reduction.



**Phil Matthews, Chair**

# WHO WE ARE

**TRANSFORM SCOTLAND** Transform Scotland is the national alliance for sustainable transport. We campaign for walking, cycling and public transport to be the easiest and most affordable options for everyone. We are a registered charity, politically independent and strictly science-based.

**TRANSFORM CONSULTING** is Scotland's specialist research and communications consultancy for sustainable transport. We are the experts on encouraging sustainable travel in Scotland.

**TRANSFORM CREATIVE** is a multi-disciplinary design agency for organisations with a social or environmental agenda. We create eye-catching, effective and ethical communication materials and campaigns.

# LOOKING BACK

## Activities in 2017/18



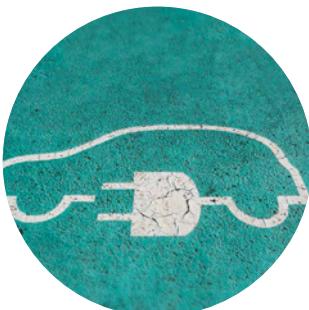
### #TRANSFORM20

Transform Scotland celebrated its 20th anniversary in 2017. To mark this milestone, we launched the #Transform20 campaign. This called upon the public to submit its ideas, via social media and the web, for transformational measures on transport policy, on infrastructure, and on new legislative measures. These ideas will be presented to the Scottish Government as part of its National Transport Strategy Review, Strategic Transport Projects Review, and Transport Bill. As part of the anniversary, we also took the opportunity to develop and launch a new brand identity for Transform Scotland, and to relaunch Transform Consulting (renamed from 'TRAC').



### TRANSFORM SCOTLAND

We continued to make the case for sustainable transport in the NTS Review. In preparation for the new Transport Bill, we presented our views on bus services, smart ticketing and pavement parking. We gave Parliamentary evidence on air quality and on City Deals, and provided the secretariat for the Cross Party Group on Cycling, Walking & Buses. We continued to advocate for a more sustainable approach to air travel, and were pleased to see a delay to cuts in Air Passenger Duty. We continued our 'Inter-City Express' campaign calling for greater investment in the Scottish inter-city rail network. Our 'Routes to Growth' research set out priorities for expanding Scotland's cycle tourism economy.



### TRANSFORM CONSULTING

In partnership with Virgin Trains, we provided extensive new evidence for the CO<sub>2</sub> savings from a switch from air to rail for Scotland-London travel. We were commissioned by Cycling Scotland to calculate the value of cycling to the Scottish economy; we found that cycling made a contribution of £596-774 million per annum. We completed research for WWF Scotland into international commitments for fossil-fuel phase-out, and found that Scotland was among the top five global leaders. We carried out ScotRail's stakeholder engagement survey with many of its most important stakeholders, providing invaluable information to ScotRail in improving its wider engagement and communication.



### TRANSFORM CREATIVE

Transform Creative is a partnership of creative professionals specialising in design and campaign communications, with all profits to be reinvested in Transform Scotland's charitable work. Our aim is to provide high-quality yet affordable creative services for Scotland's third sector. During the year, we delivered design and creative commissions for a range of clients including the 2050 Climate Group, CBRE, Community Land Scotland, European Transport Safety Council, Living Streets, Scotland's International Development Alliance, Social Enterprise Scotland, Spokes, Sustrans Scotland and Voluntary Action Scotland.

# OUR MEMBERS

- Abellio Group
- Aberdeen Friends of the Earth
- Association of Community Rail Partnerships
- Aviation Environment Federation
- CalMac Ferries Ltd
- Campaign for Better Transport
- Campaign for Borders Rail
- Capital Rail Action Group
- Central Scotland Green Network Trust
- Centre for Scottish Public Policy
- Coachfairer.com
- The Cockburn Association
- CoMoUK
- Cycling Scotland
- Cycling UK
- Dundee City Council
- The City of Edinburgh Council
- Edinburgh Trams
- The City and Royal Borough of Elgin Community Council
- Faculty of Public Health (in Scotland)
- First Group
- Friends of the Earth Scotland
- Friends of the Far North Line
- Go Bike! Strathclyde Cycle Campaign
- Highland Cycle Campaign
- IDP Architects LLP
- Levenmouth Rail Campaign
- Liftshare
- Living Streets Scotland
- LNER
- Lothian Buses
- Lothian Community Transport Services
- Paths for All
- The Poverty Alliance
- Queen Margaret University
- Rail Freight Group
- Railfuture Scotland
- Ramblers Scotland
- Road Action Group Salen
- RoadPeace
- Royal Scottish Geographical Society
- RSPB Scotland
- Scotland's Towns Partnership
- ScotRail
- Scottish Accessible Transport Alliance
- Scottish Association for Public Transport
- Spokes
- Stagecoach Group
- Sustrans Scotland
- Transport Focus
- Transport for Edinburgh
- Transport Research Institute, Edinburgh Napier University
- Transport Salaried Staffs' Association
- The University of Edinburgh
- Virgin Trains
- WWF Scotland
- Xplore Dundee

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