

ANNUAL REPORT 2021



transform
scotland

Message from the Chair

We're approaching what feels like an important point in time for transport in Scotland. Travel habits have changed in 2021 and are still changing. Passengers are returning to rail and road, and people are faced with important choices about how they travel, with climate consciousness coming to the fore.

The new Scottish Parliament features Green MSPs in ministerial roles, and the recently revealed Programme for Government confirms a number of transport commitments, including a 20% reduction in car kilometres by 2030; at least £320 to be spent on active travel by 2024-25; £500m for bus priority infrastructure and a promise to remove the majority of diesel buses from public transport by the end of 2023; plus a 2035 target for the £5bn rail decarbonisation programme.

It all signals an important shift in policy and, as COP26 looms large on the horizon, demonstrates that Scotland is taking its climate challenges seriously with some ambitious targets which have the potential to begin to significantly change the way we travel.

Transform Scotland remains primed and ready to respond, challenge and influence as we move forward. If the past year and a half has taught us anything, it's that radical change - transformation - is possible.



Julianne Robertson
Julianne Robertson, Chair

Who we are

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.

To generate income for our charitable activities, we run two social enterprises:

Transform Consulting – we are Scotland’s specialist research and communications consultancy for sustainable transport.

Transform Creative – we are a multi-disciplinary design agency for organisations with a social or environmental agenda. We create eye-catching, effective and ethical communication materials and campaigns.

OUR TEAM

BOARD

📍 Dundee:

Julianne Robertson, *Chair*

📍 Glasgow:

Cllr Anna Richardson, *Vice Chair*

Damien Henderson

📍 Edinburgh:

Stuart Hay, *Treasurer*

Cllr Lesley Macinnes

📍 Perth:

Mike Robinson, *Company Secretary*

📍 Falkirk:

Jacqueline Anderson

STAFF

📍 Edinburgh:

Colin Howden, *Director*

Elsbeth Wray, *Enterprise Manager*

Marie Ferdelman, *Policy Officer*

📍 Trondheim:

Emma Margrett, *Fundraising Manager*

📍 Perthshire:

Jess Pepper, *External Affairs Manager*

📍 Glasgow:

Michelle Brophy, *Research Manager*

📍 Western Isles:

Rachel McFarlane, *Communications Officer*

📍 Moray:

Ros Browning, *Business Coordinator*

VOLUNTEERS

📍 Edinburgh:

Chris Day, *Policy Advisor*

Nigel Bagshaw, *Policy Advisor*

Paul Tetlaw, *Convener of the Policy Forum*

Moira Tasker, *Membership & Policy Advisor*

📍 Glasgow:

Calum McCallum, *Policy Advisor*

📍 East Lothian:

Tom Flanagan, *Policy Advisor*



2020/21 Highlights

“ The main words used by members to describe their relationship with Transform Scotland are “good”, “positive” and “involved”. ”

Transform Scotland member survey, 2021



2020

November

Launch of the 'Bus at heart of Green Recovery' phase of the #lovemybus campaign

December

Joint letter to Cabinet Secretary on the Infrastructure Investment Plan alongside Paths for All, RSPB, Sustrans & WWF



February

Just Transition Commission report includes our recommendations on investment in buses and away from new roads

January

Evidence to the Scottish Parliament transport and environment committees on the Climate Change Plan update

2021

March

Our five-year tenure as secretariat for the Parliament's Cross-Party Group on Cycling, Walking & Buses ends

April

Moving the Vote election series ends with SNP's Michael Matheson; earlier events with Conservatives, Labour, Lib Dems & Greens

May

Transform Creative's work on the *Environmental Port Index* wins award at the prestigious D&AD Awards 2021



August

Roads to Ruin report launched, highlighting Scotland's £11bn roads programme; A96 dualling scaled back later that month

July

Covid recovery - one year later series published, studying impacts of the pandemic on public transport & digital connectivity

June

Open for Business report published; report looks at the lessons from Oslo's car-free city centre in engaging businesses

OUR WORK IN 2021



2020/21 has been an eventful and busy year for political and policy work at Transform, with the Scottish Parliament elections and the upcoming COP26 in Glasgow shaping much of our work. This year our aim was to focus on the Scottish Parliament elections, the climate and capital expenditure in transport.

With all of this work happening against the backdrop of the ongoing pandemic we continued to hold online events and while this may have meant missing out on an opportunity to catch up more informally at times, it certainly enabled more people from across the country and in some cases from across the continent to join us.

In the run-up to the Scottish Parliament elections between March and May we held a series of five public *Moving the Vote* events with each transport spokesperson of the five main parties and had an opportunity to discuss their parties' transport priorities with them.

Meanwhile we continued making the case for sustainable transport to the Scottish Government and Scottish Parliament by providing written and oral evidence on the Climate Change Plan and writing parliamentary briefings on a range of topics including aviation, infrastructure investment, green recovery, and concessionary bus travel. We also provided the secretariat to the Parliament's Cross-Party Group on Cycling, Walking & Buses.

“ The top three reasons for joining Transform Scotland are to support the collective voice for sustainable transport, to keep informed and to join a network of like-minded organisations. ”

Transform Scotland member survey, 2021

OUR WORK IN 2021

CLIMATE POLICY NOW TO THE FORE

With the elections behind us now the conversation has moved on from polls and manifestos to climate. The record temperatures and devastating wildfires in southern Europe and the devastating floods in Germany and Belgium throughout the summer have brought pictures of what we have been seeing for years from other parts of the world closer to home.

These events create a grim backdrop for COP26 in Glasgow in November, where the Scottish Government will want to present the country as a climate leader. Unfortunately, we know that given the continued failure to effectively address transport emissions in Scotland and therefore the largest source of emissions by sector, this is hardly true (and Greta Thunberg appears to agree with us here!). Our *Roads to Ruin* report, which we published in August, found that not only has Transport Scotland spent £4bn on new roads that increase capacity for traffic in the past ten years but their current road building programme will amount to at least £7bn, dwarfing planned investment in sustainable transport.

On a more positive note though, the cooperation deal between the SNP and the Scottish Greens contains a number of positive commitments on transport, including a concession on road building with a promise to review parts of the A96 dualling programme against its climate impact. A more decisive win for the sustainable transport sector is the commitment to increasing the active travel budget to at least £320m or 10% of the transport budget and a commitment to developing a network of Active Freeways. Our forthcoming report will set out a framework for the development, implementation and construction of these active travel routes.

Over the coming legislative period we will be working closely with members and partners to hold the Scottish Government to account to ensure that this cooperation deal and its transport commitments do lead to more positive and sustainable transport policy in the future.



“ The top three transport priorities for our members are tackling car dominance, extending public transport and strengthening government policy and leadership on sustainable transport. ”

Transform Scotland member survey, 2021

OUR WORK IN 2021

“ Transform Scotland is an invaluable source of up-to-date information and expert insight for our members – 100% of member survey respondents found resources like our newsletter and briefings useful. ”

Transform Scotland member survey, 2021



#LOVEMYBUS CAMPAIGN

In March 2020, Transform was awarded funding from Smarter Choices, Smarter Places to undertake the second phase of #lovemybus. However, due to the global pandemic and lockdown, it was not appropriate to promote bus use the way we'd intended through much of the year.

Instead, the project pivoted to position bus as critical to a just, green recovery – not promoting immediate bus use but focusing on bus as central to recovery from the pandemic in the medium to long term. In terms of promotion to customers the project encouraged people to see their shift to bus as part of a just, green recovery and as a meaningful action in tackling the climate emergency.

As the project couldn't focus on customers in the way anticipated, progress has instead been measured

on the basis of positioning in key documents, reports and advice.

Due to the pandemic, we couldn't speak to customers in person, however our social media coverage on bus shifted to good news stories and the positive perception of bus and key workers on bus, in the form of our #lovemybus Champions – all from within the bus industry.

Work over the course of the pandemic in positioning bus at the heart of a just, green recovery has helped build momentum amongst the public, key stakeholder audiences and our partner bus companies. This puts us in a great position for #lovemybus phase three which will continue into 2022.

OUR WORK IN 2021

“ There’s always room to improve - some of our members told us that we could support them better by strengthening our presence across all parts of Scotland or by offering more opportunities for collaboration or joint working. Over the next 12 months we’re taking action to address both of these areas. ”

Transform Scotland member survey, 2021

we behave and create a co-shared vision for a zero and climate resilient Perth and Kinross.

Devoting more time to recycle and making better choices to reduce our waste are actions we can all take.

Our planet is facing a climate emergency.

TRANSFORM CONSULTING AND TRANSFORM CREATIVE

Throughout the year our two social enterprises Transform Consulting and Transform Creative continued to raise unrestricted income for Transform Scotland, whilst helping clients to fulfil their environmental and social mission.

Transform Creative performed particularly well, expanding into new markets with projects that included developing a new brand for the Coalition of Care and Support Providers in Scotland, and creating a series of videos to promote climate change action for Perth and Kinross Council. The business also retained its loyal clients in the transport sector, designing a range of reports, leaflets and other promotional materials for repeat clients such as Cycling Scotland, Paths for All and Living Streets Scotland.

To round off a great year, Transform Creative’s work for the Environmental Port Index won the Future Impact Award at the D&AD Awards 2021 – the world’s most prestigious benchmark for creative excellence in design and advertising.

“ It’s been a pleasure working with Transform Creative and thank you so much for accommodating our demands, especially working in such a tight timescale and producing exactly what we had imagined. ”

Eirini Kourtesi, Perth and Kinross Council



**D&AD
Awards**

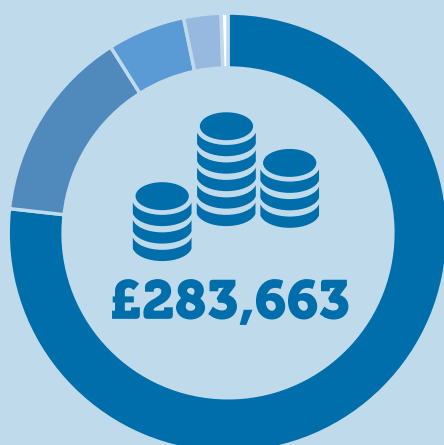
Future Impact
Pencil Winner
2021

Financial overview

Our work was funded primarily from grants, trading income from our social enterprises, membership fees and donations.

INCOME

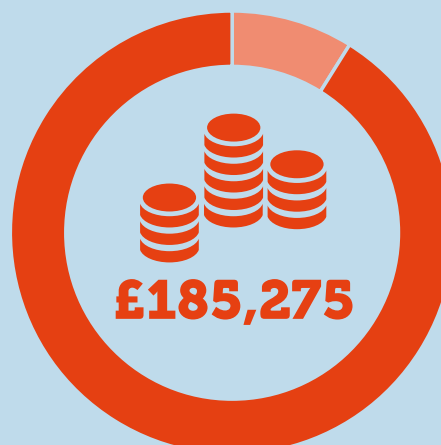
2020/21



■ Grants	£217,738
■ Trading income	£40,511
■ Membership	£16,213
■ Donations	£7,784
■ Other	£1,417

EXPENDITURE

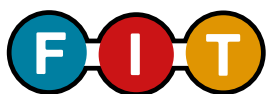
2020/21



■ Cost of raising funds	£16,470
■ Charitable activities	£168,805

We had a surplus at the end of the 2020/21 financial year. Most of this was due to funds received in this financial year which will be spent during the following financial year (restricted funds). However, we will use remaining any surplus to build up our cash reserves and invest in additional campaigning activities.

THANK YOU TO OUR FUNDERS



Rees Jeffreys Road Fund



OUR MEMBERS

A96 Action	The City of Edinburgh Council	Highland Cycle Campaign	Scotland's Towns Partnership
Abellio Group	The Cockburn Association	Hiyacar	ScotRail
Aberdeen Friends of the Earth	Community Rail Network	Levenmouth Rail Campaign	Scottish Accessible Transport Alliance
Alexander Dennis Limited	CoMoUK	Living Streets Scotland	Spokes
Avanti West Coast	Cycling Scotland	LNER	Stagecoach Group
Aviation Environment Federation	Cycling UK	Lothian Community Transport Services	Sustrans Scotland
CalMac Ferries Ltd	Dundee City Council	Paths for All	Transport Focus
Campaign for Better Transport	Edinburgh Trams	The Poverty Alliance	Transport for Edinburgh
Campaign for Borders Rail	Ember	Queen Margaret University	Transport Research Institute, Edinburgh Napier University
Capital Rail Action Group	Faculty of Public Health (in Scotland)	Rail Freight Group	Transport Salaried Staffs' Association
Centre for Scottish Public Policy	First Group	Railfuture Scotland	Travelknowhow Scotland
The Chartered Institute of Logistics and Transport	Friends of the Earth Scotland	Ramblers Scotland	The University of Edinburgh
The City and Royal Burgh of Elgin Community Council	Friends of the Far North Line	Road Action Group Salen	The University of Strathclyde
	Galashan Trust	Road Peace	WWF Scotland
	Glasgow City Council	Royal Scottish Geographical Society	Xplore Dundee
	GoBike Strathclyde Cycle Campaign	Scottish Association for Public Transport	

CONTACT US


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