

ANNUAL REPORT 2022



Image © CalMac

transform
scotland

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.



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.

Section 2: Brand Application: Design example

DESIGN EXAMPLE

This is an example of the Coalition of Care and Support Providers Identity in application. It shows how we combine brand elements to create new materials and communications.

- 1 Rings graphic device in reverse.
- 2 Brand typeface.
- 3 Brand typeface.
- 4 Brand colour.
- 5 Brand typefaces.
- 6 Brand master logo.



Message from the Chair

Scotland now has in place many of the policies integral to delivering sustainable transport.

We have strong climate targets, plans for traffic reduction, and programmes for decarbonising our entire bus and rail networks. Meanwhile, the healthiest forms of transport – walking, wheeling and cycling – have been promised 10% of the transport budget, and have been provided with a Minister for Active Travel responsible for delivering this investment.

However, we need rapid action – and not just more policies. Transport's climate emissions have not reduced for 30 years, the pandemic has damaged public transport patronage, and spending remains skewed towards high-carbon roads.

So, in our 25th anniversary year, Transform's role in holding government to account remains as critical as ever. Over the next year, we'll be pressing for the traffic demand management measures necessary to cut road traffic by 20% by 2030, calling for further switching of investment from new roads to sustainable transport, and making the case that public transport should be more affordable than car use.

I'd like to express our thanks to Julianne Robertson, who departed as Transform's Chair at the start of 2022 following her move to pastures new outwith the transport sector. She has been missed! We're about to commence in earnest a search to find a new Chair to help lead our growing organisation, and I'd like to invite expressions of interest from those who'd like to play a key role in tackling Scotland's sustainable transport challenges.



Stuart Hay, Acting Chair



Our team

BOARD

Glasgow:
Damien Henderson

Edinburgh:
Stuart Hay, *Treasurer and Acting Chair*
John Lauder

Falkirk:
Jacqueline Anderson

Perth:
Mike Robinson,
Company Secretary

STAFF

Edinburgh:
Colin Howden, *Director*
Elspeth Wray, *Head of Enterprise*
Marie Ferdelman, *Policy Officer*

Trondheim:
Emma Margrett, *Fundraising Manager*

Perthshire:
Jess Pepper, *External Affairs Manager*

Western Isles:
Rachel McFarlane, *Communications Officer*

Moray:
Ros Browning, *Business Coordinator*

VOLUNTEERS

Edinburgh:
Chris Day, *Policy Advisor*
Laura Hyde-Whyte, *Communications Assistant*
Nigel Bagshaw, *Policy Advisor*
Sadikchya Singh, *Communications Assistant*

East Lothian:
Tom Flanagan, *Policy Advisor*

POLICY FORUM

Aberdeen:
Erik Dalhuijsen
Hussein Patwa

Edinburgh:
Paul Tetlaw, *Convener*
Dr Caroline Brown
Helen Todd
John Pinkard
Dr Jonathan Cowie
Rebecca Millar
Rob McGregor
Stefan Maurice

Glasgow:
Bruce Whyte
Malcolm Reed

Nottingham:
Sue Flack

Perthshire:
Roger Humphry

Reading:
Karen Barrass

Stirling:
David Giles



OUR PRIORITIES

FOR 2022

1



Cut road traffic by 20%
by 2030

2



Make public transport
more affordable
than driving

3



Switch spending
from new roads to
sustainable transport

1

CUT ROAD TRAFFIC BY 20% BY 2030



Reducing the number of cars on Scottish roads is key to delivering a sustainable transport system, including a reduction in climate emissions, improving air quality and providing healthier and fairer transport options.

20% traffic reduction target

The Scottish Government's commitment to reducing car kilometres by 20% by 2030 and the serious discussion that is being had by Ministers and some Councils on demand management measures, such as the Workplace Parking Levy, reflects a significant shift in transport politics over the past two years.

Delivering traffic reduction

We have been working with Transform members and partners to **ensure that policies that deliver this target are put in place**, by briefing on parliamentary debates on the Workplace Parking Levy and responding to the traffic reduction route map published earlier this year.

Through our **traffic reduction project**, we have built relationships with business organisations – often some of the most vocal opponents of demand management measures – and in doing so, we are building support for traffic reduction in the business sector.

We are also providing the secretariat to the **Scottish Parliament's Cross-Party Group on Sustainable Transport**, which in a series of meetings has been scrutinising the traffic reduction target. Representation from all major parties in the group means the topic is getting the attention it deserves.

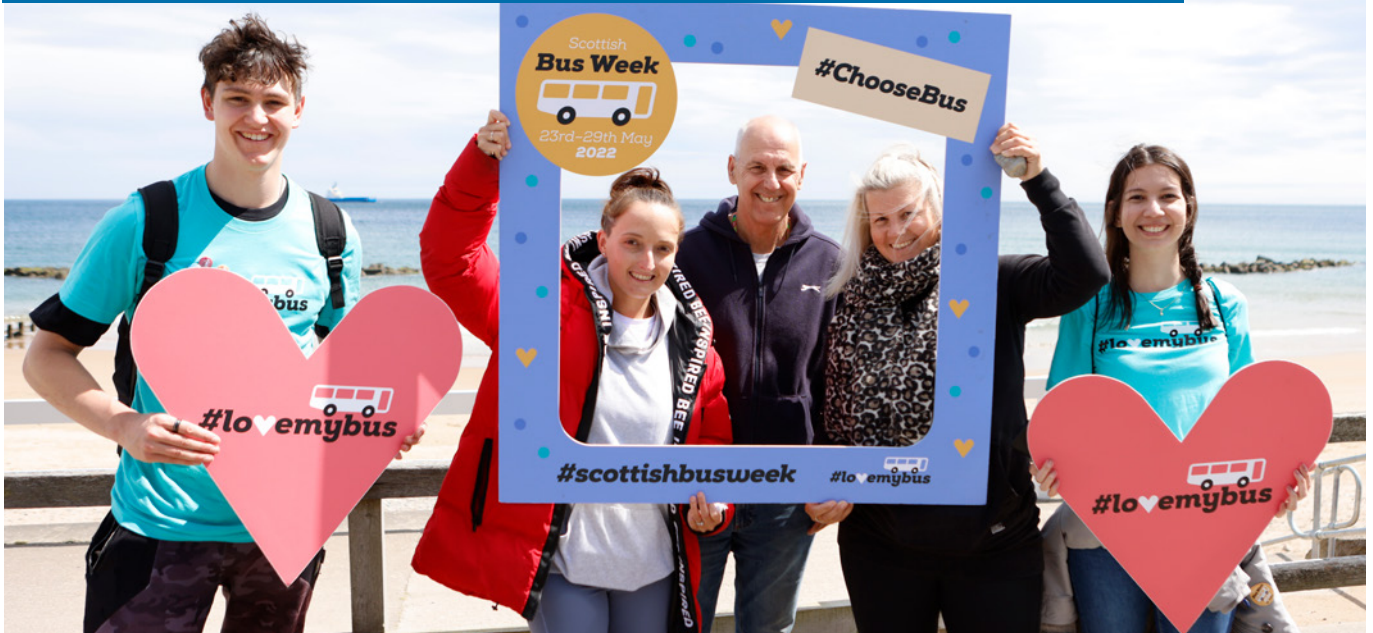
To get back to 1994 levels of car traffic, as the target sets out, will require serious commitment to significant change. So there remains a lot to do!

“ Transform Scotland is playing a leading role in the honest conversation we all need to have on making our transport choices more sustainable. Scotland can be a world-leader in traffic reduction if we can deliver on the Government's target to cut car km by 20% – and we're excited to be part of the conversation. ”

Steven Stewart, Director of Communications, Stagecoach Group

2

MAKE PUBLIC TRANSPORT MORE AFFORDABLE THAN DRIVING



Encouraging more people to use buses, trains and ferries is crucial to cutting Scotland’s transport emissions. Over the past year, we have continued to champion this message, most notably through:

- Our #loveybus campaign
- Our partnership with LNER to ‘Think Rail First’

#loveybus

Our #loveybus campaign, which is now entering its fourth year, promotes bus and why it is essential to our society. Our partners at #loveybus – First Bus and Smarter Choices Smarter Places – have been integral in helping our campaign get to where it is now: at the heart of the pro-bus movement in Scotland.

Scottish Bus Week

Scottish Bus Week, organised by the #loveybus team and supported by Paths for All and partners – including First Bus, Lothian, Stagecoach, Borders Buses and West Coast Motors – was successfully delivered in partnership with CPT Scotland. It ran from 23-29 May and delivered engagement across the country. It encouraged people throughout Scotland to opt for the bus, and to recognise all that buses do to keep us connected, even in the most challenging times.

Think Rail First

In autumn 2021, we worked in partnership with train operator LNER to encourage people to ‘Think Rail First’ and choose train over flying or driving for Anglo-Scottish travel. The campaign succeeded in raising the profile of rail amongst MSPs and other important stakeholders and gave us a platform to share our campaign priorities for rail. The feedback helped us target our public transport campaign messages more effectively, and has been valuable for LNER in their work to promote rail as the best way to travel.

“ Transform Scotland’s been an essential partner in our work encouraging people to Think Rail First. They’ve helped us get the word out to politicians, industry and media that rail is the most affordable, reliable and environmentally-friendly way to travel. ”

LNER

3

SWITCH SPENDING FROM NEW ROADS TO SUSTAINABLE TRANSPORT



Invest in zero carbon transport

We've continued our demand that government investment be switched from high-carbon roads and into sustainable transport.

Active travel spending success

We were delighted when in August 2021 the Scottish Greens and Scottish Government agreed that 10% of the Scottish transport budget will in future be invested in walking, wheeling and cycling. This was the culmination of a campaign of more than a decade: our records suggest that we first called for this in evidence to the Scottish Parliament, jointly with Sustrans Scotland, in November 2009! So let's make sure that it doesn't take another decade to deliver safe conditions for active travel around Scotland.

But capital spending remains dominated by new roads

The active travel spending pledge is great. But we have to make sure it happens. Unfortunately, other government pledges remain unmet. We're still waiting for substantial amounts being spent on bus priority following the £500m commitment in the 2019 Programme for Government – and there remains precisely no progress by Transport Scotland in implementing promised bus priority on the Glasgow motorway network.

We heard Cabinet Secretary Michael Matheson state at a Transform event in April 2021 that "The days of big road development projects are coming to an end", but our 'Roads to Ruin' report demonstrated that a further £7 billion remains planned for road-building over the next decade. And this doesn't include the funds promised through City-Region Deals. So there's still a long way to go in getting real priority for zero carbon transport over high-carbon roads.



“ Over the last decade, Transform Scotland’s independent and informed analysis has supported the evidence base for increasing spending on sustainable transport.

Many organisations, using the rich insight provided by Transform Scotland, have joined to campaign for more funding for active travel.

I’m pleased this funding is now at record levels, with a commitment to spend at least 10% of the transport budget on active travel by 2024/25, enabling a transformational investment in communities across Scotland. ”

Minister for Active Travel, Patrick Harvie



“ Transform Scotland’s consistent campaigning over the past decade has been instrumental in helping to build the case for more funding for active travel, which is now at record levels. More resources means we can improve our path networks and help make walking and wheeling the first choice for everyday journeys. ”

Paths for All

Financial overview

INCOME

2021/22



■ Grants	£300,332
■ Trading income	£36,664
■ Membership	£17,505
■ Donations	£982
■ Other	£0

EXPENDITURE

2021/22



■ Cost of raising funds	£13,026
■ Charitable activities	£226,556

These figures are estimated based upon our financial reports for the year ended 31 March 2022.

We had a surplus at the end of this financial year. This was primarily 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

Network
for Social
Change



Supporting Sustainable Travel



Our members

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

Contact us

transform scotland

Transform Scotland
5 Rose Street
Edinburgh
EH2 2PR
Tel: +44 (0)131 243 2690

www.transform.scot

 [/transformscotland](https://www.facebook.com/transformscotland)
 [@TransformScot](https://twitter.com/TransformScot)
 [company/transform-scotland](https://www.linkedin.com/company/transform-scotland)

transform consulting

Tel: +44 (0)131 243 2691
Email: consulting@transform.scot
consulting.transform.scot

 [company/transformconsulting](https://www.linkedin.com/company/transformconsulting)

transform

TRANSFORM CREATIVE

Tel: +44 (0)131 243 2691
Email: info@transformcreative.org.uk
www.transformcreative.org.uk

 [@trans_creative](https://twitter.com/trans_creative)