

**transform**  
scotland



# Scotland's alliance for sustainable transport

Image: SPT



# WE NEED TO TRANSFORM TRANSPORT

To confront the climate emergency, Scotland needs a zero-carbon transport system that:

- Gets many more people walking, wheeling and cycling.
- Shifts people on to public transport: buses, trams, trains and ferries.
- Cuts private car use, road freight, and flying.
- Moves freight from road to rail and sea.

Scotland needs cycle provision like the Netherlands, public transport services that would make the Swiss proud, and integrated ticketing and road pricing like that in London.

With the right infrastructure and the correct incentives, this transformation will reduce inequalities, improve our health, create jobs, and strengthen Scotland's economy.

## We're Scotland's alliance for sustainable transport

We campaign for active travel and public transport to be the easiest and most affordable options for everyone. Our diverse membership brings together public, private and third sector organisations from across Scotland. We are politically independent and strictly science-based; we are a registered Scottish Charity (SC041516) and Company (SC181648).

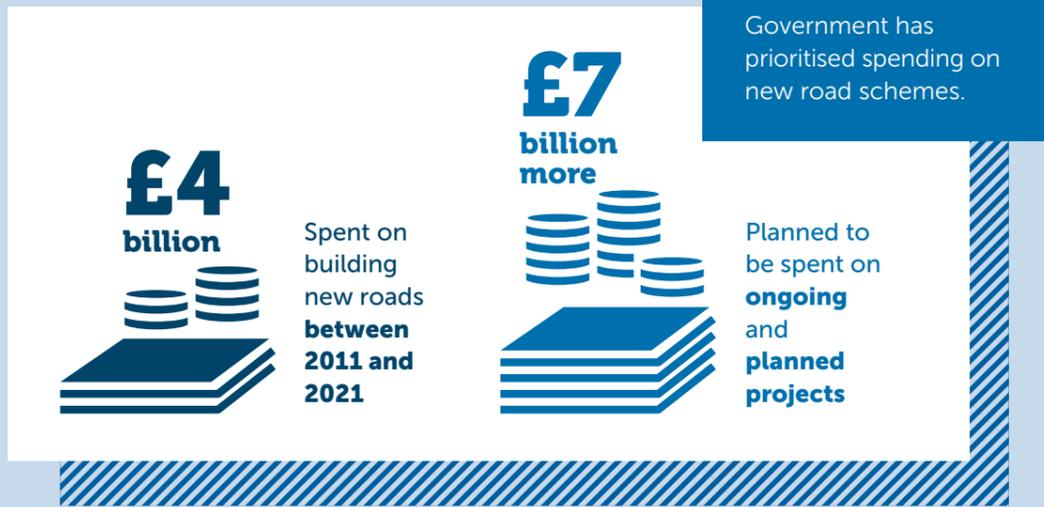
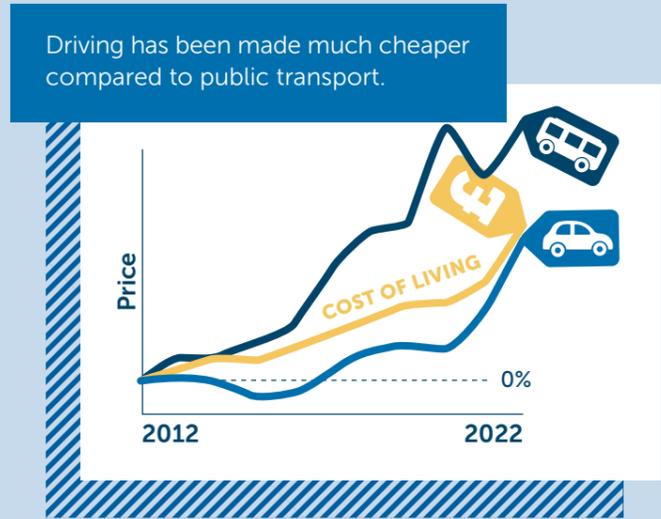
We run two social enterprises. **Transform Consulting** is Scotland's specialist research and communications consultancy for sustainable transport while **Transform Creative** is a multi-disciplinary design agency for organisations with a social or environmental agenda. We also deliver the **#lovemybus** programme, which promotes and supports the vital role of bus across Scotland.

### Our priorities

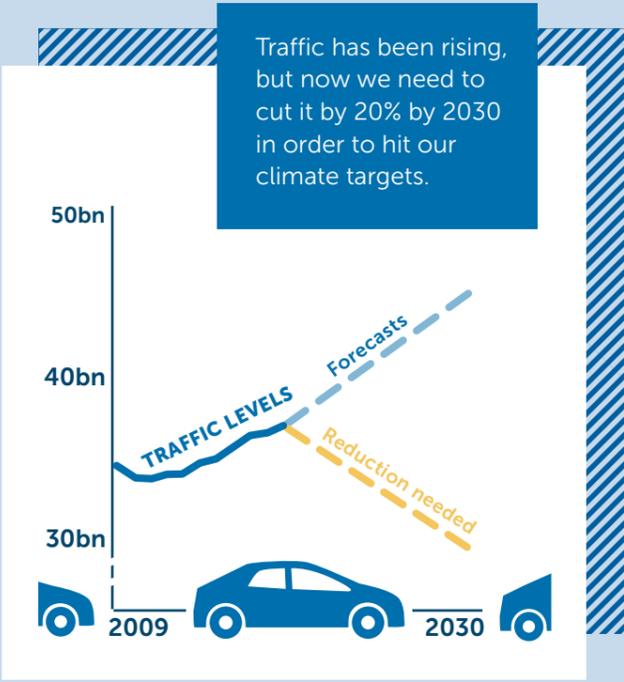
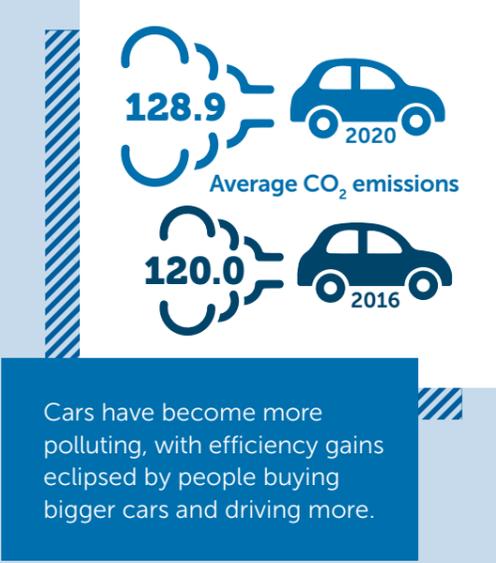
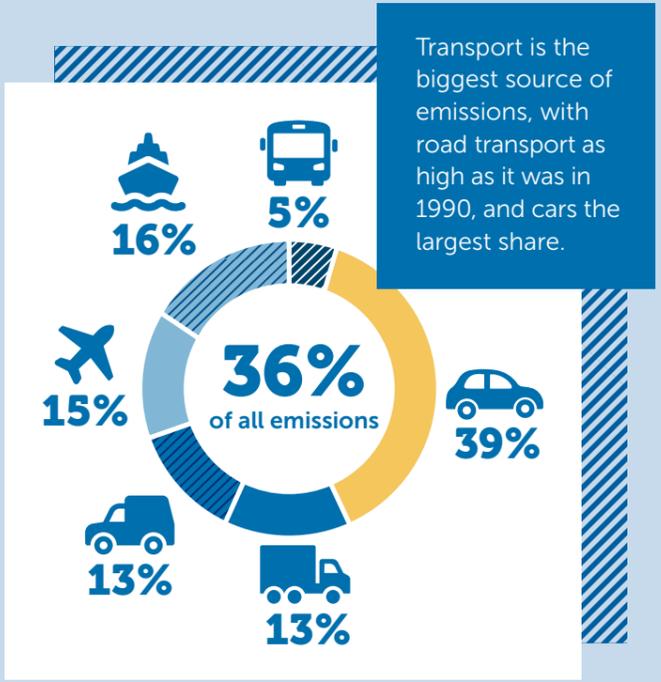
- 1 Safe places for active travel
- 2 Zero-carbon public transport
- 3 Zero-carbon connectivity
- 4 Zero-carbon investment
- 5 Fair transport pricing

# WHAT'S THE PROBLEM WITH SCOTTISH TRANSPORT?

**Deliberate decisions have made driving & flying more attractive than sustainable transport.**



**As a direct consequence, we're failing our climate targets.**



**The status quo benefits those with higher incomes.**



# TRANSFORMING SCOTLAND

## ZERO-CARBON PUBLIC TRANSPORT

A decarbonised network of buses, trains and ferries must form the backbone of our transport system. Buses should have priority over cars across the road network. Tram and metro systems should be reinstated in our major cities. Railways should be the fastest and easiest way to travel longer distances, especially on inter-city routes.



## ZERO-CARBON CONNECTIVITY

The railways must carry a far-larger share of Scotland's long-distance passenger travel and freight movements. In order to meet our climate goals, we need to see a rapid shift from air to rail for Anglo-Scottish passenger trips, while rail freight provides the most sustainable option for longer-distance freight movements.



## ZERO-CARBON INVESTMENT

We must invest in sustainable connectivity within Scotland. In recent decades, spending priorities have been grotesquely skewed towards high-carbon roads. To stop making things worse, we must scrap the vastly-expensive road-building programme and invest in zero-carbon alternatives, for example by prioritising investment in digital infrastructure.



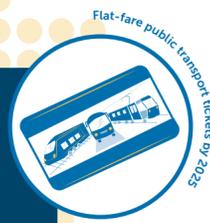
## SAFE PLACES FOR ACTIVE TRAVEL

Walking, wheeling and cycling must be safe, convenient choices for everyone, everywhere. Our unsustainable transport system inflicts major health problems on the rest of society. But with a quarter of all car trips under two miles, and half under four miles, there is a massive opportunity to shift people to emission-free, healthy transport modes.



## FAIR TRANSPORT PRICING

Using public transport should be cheaper than driving. But over recent decades, public transport fares, and in particular bus fares, have risen far ahead of the cost of living, while car use has become cheaper in real terms. We must rebalance prices to incentivise public transport over private car use.



**Our priorities for sustainable transport.**

# 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 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

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 Research Institute, Edinburgh  
Napier University

Transport Salaried Staffs' Association

Travelknowhow Scotland

The University of Edinburgh

The University of Strathclyde

WWF Scotland

Xplore Dundee

## TRANSFORM SCOTLAND

Transform Scotland

5 Rose Street

Edinburgh

EH2 2PR

Tel: +44 (0)131 243 2690

**transform.scot**



 /transformscotland

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Transform Scotland is a registered Scottish charity (SC041516)