

Annual Report 2023



transform
scotland

Message from the Chair

The past year has seen Transform reach its quarter-century milestone, and I was delighted to see so many of you join us for this celebration of Transform's work.

But our work is far from complete. Transport emissions remain as high as they've been for decades. The public transport sector is still recovering from the impacts of the pandemic, which exposed the consequences of historic underinvestment. And while there are some very positive government budget commitments towards **safe places for active travel**, we've yet to see the fruits of this welcome change in government policy.

Transform has worked hard to change these trends. We have been resolute in making the case for **fair transport pricing**, including building links with business organisations to make the case for traffic demand management measures. We also brought forward transformational proposals for the types of public transport fares reform already being implemented across the Continent. Both of these will be required in order to deliver on the Scottish Government's aspirations for road traffic reduction.

We are in the midst of leading a parliamentary inquiry into **zero-carbon public transport**, which will set out the priorities for decarbonising Scotland's bus, rail and ferry fleets. We've been delighted to continue our work with Anglo-Scottish rail operators in making the case for **zero-carbon connectivity**, working towards targets to move cross-border passenger & freight from planes and lorries to rail. And we're due soon to publish new research on **zero-carbon investment**: while we must ensure that we improve our sustainable transport offerings, we also need to stop doing the things that are generating more emissions.

All of this and more will continue over the next year, and I am delighted to have played my part in moving this agenda forward. But, on a personal note, I'm standing down from the board after many years at our 2023 AGM, although I plan to continue my work with Transform in other ways, and certainly through my other job as Director of Living Streets Scotland. I urge everyone involved with Transform Scotland to continue to vocally make the case for walking, cycling and sustainable modes of transport for all, as waiting a further twenty-five years for substantive change isn't an option.



Stuart Hay, Acting Chair



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1

CUTTING TRAFFIC



In light of the Scottish Government's climate commitment to reducing car km by 20% by 2030, as well as reducing the social and health inequalities associated with motor traffic, our work this year has been focused on traffic reduction.

Winning business support

One of the common arguments against measures that seek to reduce car use — like road pricing, low emission zones or parking levies — is that such measures are perceived to have a negative impact on businesses. In response to this, **we brought Scotland's business community into the conversation about traffic demand management.** We summarised the outcomes of our business engagement work, undertaken alongside academic research from Edinburgh Napier University in our 'Tackling Traffic' report. **We showed that there are policies available which both cut congestion and support economic growth, and that business leaders want to help drive this change.** We were delighted to present the findings at our Traffic Summit, held in November and attended by the Minister for Transport and Scotland's business leaders.

Delivering the commitment

This year we also continued our role as secretariat for the **Cross Party Group on Sustainable Transport**, which held **an inquiry into how the Government's traffic reduction target can be achieved in practice.** We published the findings in November on behalf of the Group. The 'Targeting Traffic' report highlights the need for the cost of bus and rail travel to be cut in real terms in order to respond to the cost-of-living crisis and provide affordable alternatives to car use.



2

MAKING FARES FAIR



This year saw us focus on Fair Fares and the need to rebalance prices to incentivise public transport over driving, to tackle both inequalities and climate change.

Public transport users have not only seen public transport costs rise relative to costs of driving, but considerably above the rate of inflation. This, in combination with the damaging impacts of the pandemic on patronage and the escalating cost-of-living crisis, is putting an unacceptable financial strain on many who are already struggling to afford using public transport. Given that travelling costs more for people with disabilities, and that cost is a huge barrier to accessing public transport (together with the opportunities that transport connects people to) for low income households, these groups are particularly affected.

In light of this, it was timely for the Scottish Government to announce a 'Fair Fares Review' in 2021: a process to ensure a sustainable and integrated approach to public transport fares.



To inform the Review, we published our report 'Fair Fares' in December. **We called for Scotland to adopt a European-style integrated ticketing system to tackle long-standing inequalities, accessibility and affordability concerns, cost-of-living, and the climate emergency.** We reviewed the concessionary schemes currently available in Scotland and internationally, and recommended financing options to support a new ticketing system.

To raise awareness of the critical role fares play in achieving a climate-friendly transport network in Scotland, **we designed a 'Fair Fares Card' campaign for a national flat fare ticket for use across all modes of public transport.**

We continue to make the case for rebalancing transport pricing to the Government, and are currently working with anti-poverty and equalities groups to set out how Scotland can deliver fair transport that can also cut traffic levels.

HOLDING GOVERNMENT TO ACCOUNT



This year we have continued to apply pressure to the Government to enable the transition to a sustainable transport system in Scotland.

The Scottish Government has made some ambitious commitments to a range of transport interventions which aim to tackle the climate crisis and reduce emissions. Such interventions range from investment in bus priority to decarbonising the railways to increasing funding for walking, wheeling and cycling.

Given the urgency that climate change demands, we think it is critical to ensure these targets are not just announced, but are adhered to in a timely and equitable manner.

To ensure the Government remains accountable, we launched our 'Stuck in Traffic' report in September. We scrutinised the Government's progress on 10 commitments which promised specific and tangible action. We found that, **despite some aspects being on track, progress on various commitments has been slow — and in a few cases there has been no progress at all.**

We are working with the Scottish Parliament Cross-Party Group on Sustainable Transport to monitor the Government's specific commitments to decarbonising public transport. That is, to:

- remove the majority of diesel buses from public transport by the end of 2023
- reduce emissions from Scotland's railways to zero by 2035
- ensure that 30% of state owned ferries are low emission by 2032

We are reviewing progress across modes and **working to determine what actions are urgently required to cut climate emissions from Scotland's fleets of buses, trains and ferries, and deliver a vibrant, low-carbon economy.**

4 LOVEMYBUS CAMPAIGN



This year we took the Lovemybus campaign out and about across Scotland to celebrate bus and the vital role it plays in our lives.

The team travelled up and down the country, from Galashiels to Stornoway, to share their enthusiasm for bus travel and show people how to make their journeys by bus; for example by advertising particular routes, spreading knowledge about the U22 bus pass or showing the range of apps and tools that are available to help people plan their journeys.

A particular highlight was the **Lovemybus Youth Programme**. In partnership with local bus operators, we visited over 60 schools and youth groups to speak to 10,000 children and young people, who fully embraced the positive message of the campaign. On top of this, we held over 70 other events in colleges, universities, workplaces, community spaces, visitor attractions and bus stations. At our stand at the Royal Highland Show alone we spoke to 4,000 people. Other people engaged in the campaign through social media and the work of our numerous Lovemybus partner organisations.

In total we reached over 250,000 people through all of the events we attended and directly engaged almost 30,000 people through face-to-face conversations with the Lovemybus team.

Our last big event of the campaign was **Scottish Bus Week** which was held in May 2023 with multiple events around the country, culminating in a reception and celebration at the Scottish Parliament.



Our members

We are delighted to be supported by our diverse membership which brings together passengers, local authorities, communities, environmental charities, universities and transport operators.

- 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 Action Group, East of Scotland
- 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
- Tweed Valley Railway Campaign
- WWF Scotland
- Xplore Dundee

Bringing people together



25TH ANNIVERSARY 📍 EDINBURGH

Last November we were pleased to celebrate Transform's 25 year history in the company of our members and supporters in Edinburgh. The evening, amongst other things, included:

- The launch of our new campaign priorities and new website
- Good food and drink in excellent company, all the more precious as online meetings become the new normal
- Transport-related fun, including our very own transport-themed bingo and quiz
- Prizes, speeches and celebration of 25 years of transforming Scotland



TRANSPORT SUMMIT 📍 INVERNESS

June saw us head north to Inverness for our Zero-Carbon Public Transport Summit. The event was a great opportunity to bring together our members, local politicians and transport operators to discuss how we can take action on climate and cut emissions from our public transport network, in both urban and rural Scotland.

MEMBER NETWORKING 🖥️ ONLINE

This year we continued to host our quarterly online networking sessions for our members and supporters to stay connected, meet others working in sustainable transport, and share insights on their latest work.

WORKING IN PARTNERSHIP

Many of our activities over the past year have been partnerships with our members and allies. By working together we can pool our knowledge, skills, contacts and resources to expand our influence on transport in Scotland.

If you'd like to explore ideas for a piece of research, campaign or communication activities please get in touch at any time.

Our people

OUR TEAM



Colin Howden
Director



Elsbeth Wray
Head of Enterprise



Emma Margrett
Fundraising Manager



Jess Pepper
*Lovemybus
Programme Director*



Ros Browning
*Business
Coordinator*



Laura Hyde-White
*Policy & Communications
Officer*

OUR BOARD



Stuart Hay



Debbie McCreath



Damien Henderson



John Lauder



Angus Millar



Anne Follin

OUR VOLUNTEERS



Chris Day



Tom Flanagan



Susan Jeynes



Nigel Bagshaw

OUR POLICY FORUM



Paul Tetlaw



Helen Todd



Malcolm Reed



Bruce Whyte



Stefan Maurice



John Pinkard



Sue Flack



Roger Humphry



Dr Jonathan Cowie



Dr Caroline Brown



Hussein Patwa



Karen Barrass

Our social enterprises

We run two social enterprises which generate unrestricted income that funds our charitable work.



TRANSFORM CREATIVE

We are a multi-disciplinary design agency for organisations with a social or environmental purpose. Over the past year, we've continued to expand our business by taking on bigger commissions from a diverse selection of clients. Highlights included leading a rebrand of international education charity Maitri Trust, and providing ongoing design support for the Community Transport Association in the form of reports, exhibition materials and promotional items.

TRANSFORM CONSULTING

We are Scotland's specialist research and communications consultancy for sustainable transport. Our work over the past twelve months included research for NUS Scotland into the social, economic and climate impacts of discounted public transport for students, which NUS Scotland used in their ongoing cost-of-living campaign.



“ It was a pleasure working with the Transform Creative team on our More Than a Minibus report. Our members and my colleagues were quick to remark on its excellent design. The report has been a fantastic showcase of who we are and what we do, changing perceptions of our sector and elevating our brand with a bold, fresh look. ”

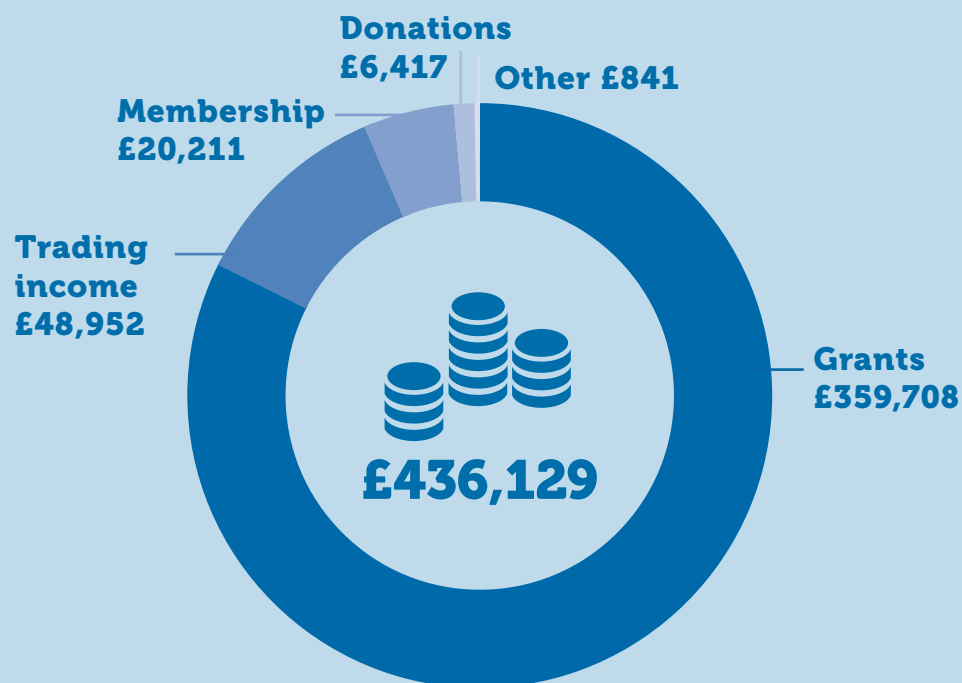
David Kelly, Director for Scotland at the Community Transport Association

Our finances

This year we developed a new Income Generation Strategy to provide a more strategic approach to how we raise money for Transform Scotland. We aim to diversify our funding sources and increase core, unrestricted funding.

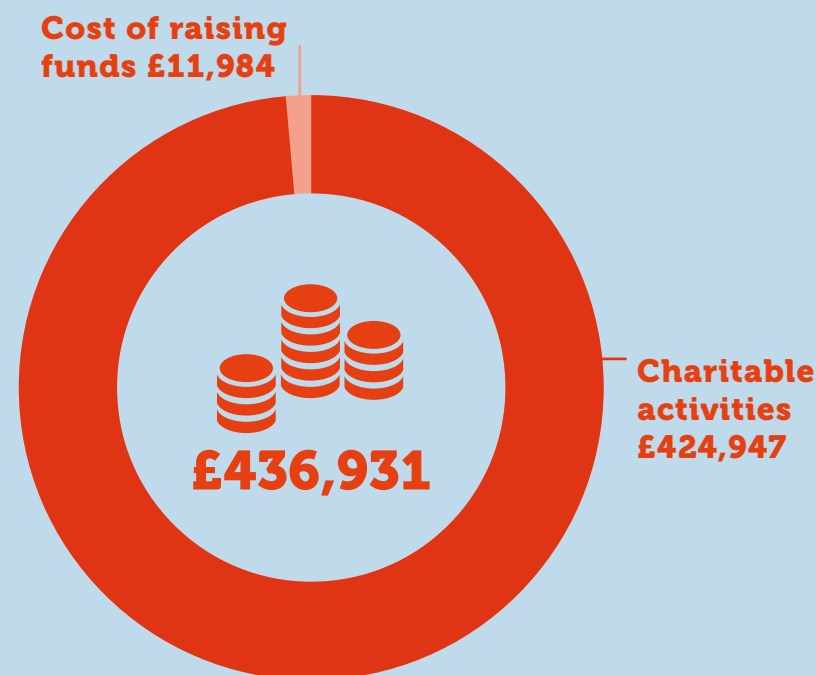
INCOME

2022/23



EXPENDITURE

2022/23



Note: These figures are based on Transform's income & expenditure account for 2022/23; a revised set of figures will be published as part of Transform's accounts for the year ended 31 March 2023.



THANK YOU TO OUR FUNDERS



Foundation for
Integrated Transport



Supporting Sustainable Travel



Rees Jeffreys Road Fund



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