



# Message from the Chair

2020 has been a year of profound change. Covid-19 has impacted every aspect of society and all our lives. Above all the 'lockdown' has been based on a restraint of movement. The pandemic has highlighted how interconnected the world has become; but illustrated how quickly society can adapt and change. It has had major impacts on our public transport but also offered a glimpse of what car-free cities could be like.

This is also a time of personal change as I am stepping down after seven years as Chair. I wanted therefore to reflect on past progress and that which we want to see. Looking back, I'm proud of the positive impact that Transform Scotland has had. Since 2013 we have seen the opening of the Borders Railway and Edinburgh Tram, and a step change in funding for active travel.

Looking forward, we have a great opportunity to deliver a green recovery, with a transport system helping us deliver the health, economic and carbon impacts we need to see. I know that Transform Scotland will continue to work tirelessly to advance the agenda of a better, more sustainable transport system.

*Phil Matthews, Chair*



*Phil Matthews*

# 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

Phil Matthews, *Chair*  
Keith Watson,  
*Company Secretary*  
Stuart Hay, *Treasurer*  
Cllr Anna Richardson  
Damien Henderson  
Julianne Robertson  
Cllr Lesley Macinnes  
Mike Robinson

### STAFF

Colin Howden, *Director*  
Elspeth Wray, *Enterprise Manager*  
Emma Margrett, *Fundraising Manager*  
Jess Pepper, *External Affairs Manager*  
Marie Ferdelman, *Policy Officer*  
Matt MacDonald, *Communications Officer*  
Michelle Brophy, *Research Manager*

### VOLUNTEERS

Chris Day, *Policy Advisor*  
Nigel Bagshaw, *Policy Advisor*  
Paul Tetlaw,  
*Convener of the Policy Forum*  
Rachel McFarlane,  
*Communications Assistant*

NEXT:

# Our work in 2020

# OUR WORK IN 2020



“ We were particularly keen to join Transform Scotland to be more aware of what else is happening in transport, both in Glasgow and around the country, and to join forces with other Transform members on joint projects to revolutionise staff and student travel. ”

Neil McBeth, University of Strathclyde

## OUR NETWORK

We are the only organisation in Scotland that represents all modes of sustainable transport, from buses to bikes. We are equally proud of the diversity of our membership, which brings together everyone from local community campaign groups to multinational transport companies.

In the last year we welcomed new members including A96 Action and the University of Strathclyde. We've estimated that our members cover over three quarters of the public transport market in Scotland, and include virtually all of the largest walking and cycling interest groups. Our members work in every local authority in Scotland.

Throughout the year our Members' Sessions gave our members the opportunity to hear about the latest news and insights into sustainable transport in Scotland, with a range of expert and guest speakers.

During lockdown we moved our Members Sessions online and attendance increased markedly, a valuable lesson for the future.

Many members joined us for our AGM in Glasgow City Chambers. We welcomed Maria Vassilakou, the former deputy mayor of Vienna, who shared her experiences of creating the world's most liveable city and how we can do likewise here in Scotland.

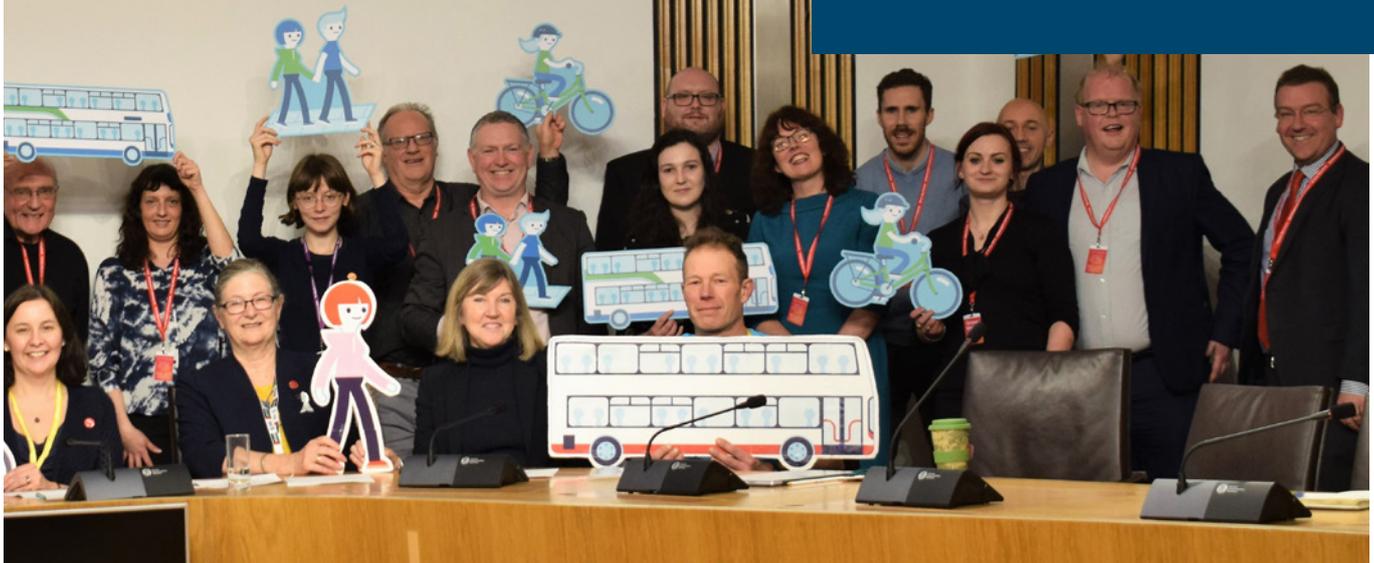
We also reintroduced the Transform Scotland newsletter to keep our members fully informed and updated.

Throughout the year we worked behind the scenes to help our members get their voice heard in the Scottish Government and media. We represented our members' concerns and interests robustly on matters from public health and equalities to environment and economy.

# OUR WORK IN 2020

“ Transform Scotland and Openreach Scotland have a strong shared interest in promoting digital connectivity that will benefit all of the country and all sectors of Scottish society. Working together was a great way to pool resources and reach a wider audience. ”

Brendan Dick, Openreach Scotland



## PARTNERSHIP WORKING

We are committed to working in partnership with the many different organisations who share our vision. In 2019-20 these included Glasgow City Council, Openreach Scotland, the Poverty Alliance and Xplore Dundee, who each supported our series of Corona Recovery reports on how transport should respond to the coronavirus pandemic.

Another example was our ongoing work with Virgin Trains, who partnered with us to highlight the record number of people who are choosing train over plane for trips to London and the resulting carbon savings.

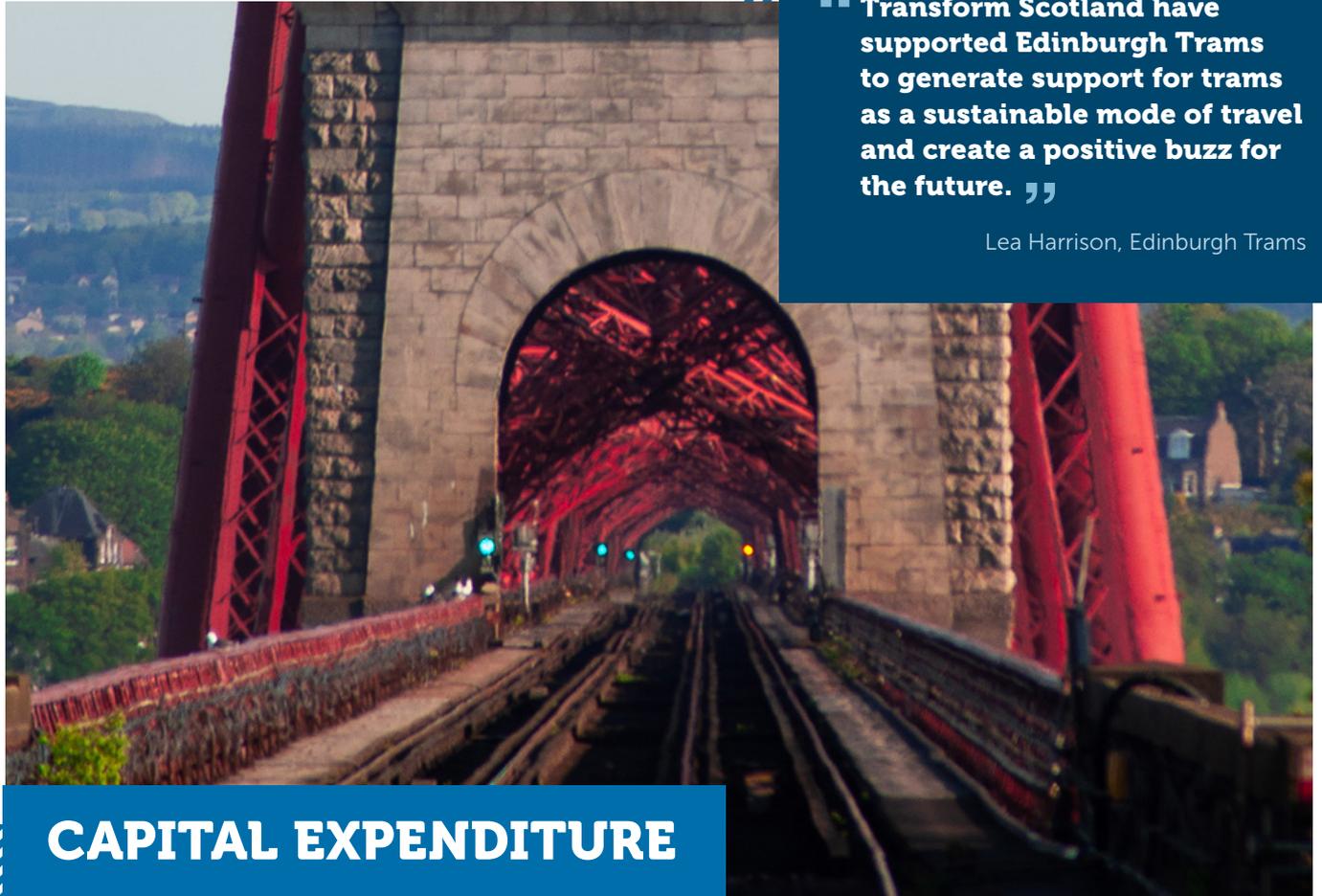
We provided the secretariat to the Cross-Party Group on Cycling, Walking and Buses at the Scottish Parliament. The Group is unique in bringing together not just walking and cycling interests but also organisations such as Police Scotland and Citizens Advice Scotland, all to raise the profile of sustainable transport within the Scottish Parliament.

In 2019-20 the Group met four times to discuss topics including the National Walking Strategy, developments in bus policy and implementation of the findings of the Active Travel Task Force report.

As part of our #loveybus campaign, we organised a parliamentary reception to share positive news about bus travel with a cross-party selection of MSPs. Also welcomed were senior figures in the bus industry and Transport Scotland, together with representatives from across the sustainable transport sector.

We continued our research project with the Transport Research Institute at Edinburgh Napier University to trial continental style zebra crossings in Scotland. We identified potential sites for on-road trials and worked with Glasgow City Council to develop a trial crossing design. We hope to be able to start the trials soon.

# OUR WORK IN 2020



“ Transform Scotland have supported Edinburgh Trams to generate support for trams as a sustainable mode of travel and create a positive buzz for the future. ”

Lea Harrison, Edinburgh Trams

## CAPITAL EXPENDITURE

Throughout the year we continued our focus on infrastructure spending by the Scottish Government, our key argument being the need for a transformation in spending away from high-carbon projects.

Central to this were our activities to influence preparation of the Strategic Transport Projects Review (STPR2) and the National Planning Framework (NPF4). On the former, we pressed the Government to make fundamental changes to how decisions about infrastructure are made, for example by abandoning outdated economic appraisal methodologies.

As input to the National Planning Framework, we submitted four national development proposals for:

- Comprehensive light rail networks in Scotland’s major cities, including a Glasgow Metro rapid transport system and extension of the tram in Edinburgh
- A national inter-city rail network
- National walking and cycling infrastructure (in partnership with Ramblers Scotland and Cycling UK)

- A National Low-Carbon Freight Network (in partnership with the Rail Freight Group).

At a more local level, we kept an eye on development proposals around the country and responded formally to consultations such as the Queensferry Crossing Public Transport Strategy and the Berryden road scheme proposals in Aberdeen.

We supported the introduction of a tourism tax (Transient Visitor Levy) to fund public transport and better streets. Our research showed that a tourism tax in Edinburgh had strong support from residents, who favoured using the revenues to invest in the city’s infrastructure.

And we welcomed the recommendation by the Infrastructure Commission for Scotland that an independent body should be set up permanently to provide advice to government on capital expenditure priorities, to provide more transparency about major investment decisions.

# OUR WORK IN 2020



“ Being a member of Transform Scotland gives us an opportunity to work alongside all the other organisations in Scotland who are leading the way to stop climate emissions from transport. ”

Cllr Anna Richardson, Glasgow City Council

## CLIMATE

With transport still the biggest source of climate changing emissions in Scotland, it was heartening to see the Programme for Government focus on the Climate Emergency in 2019. The headline commitments to improve and prioritise bus services and decarbonise bus and rail were all actions we advocated for to help achieve the modal shift that is so urgently and critically needed.

Sadly, there was barely any progress on these commitments from Transport Scotland. Action would have reduced emissions and brought much needed resilience to the bus and rail industry which continued to provide essential services throughout the coronavirus pandemic. The crucial importance of investing in public transport infrastructure to mitigate and provide climate resilience was tragically highlighted by the devastating rail crash at Stonehaven in August.

We made constructive contributions to the Just Transition Commission, Infrastructure Commission and Scottish Parliamentary committees. The Just Transition Commission's advice to Scottish Government strongly reflected

our recommendations to show leadership on bus services and manufacturing, to sustain green jobs and improve health, and to profile this at COP26. The year also saw these commissions and other independent groups strongly align their comments on road-building, with advice to redirect spending away from increased road capacity and towards low carbon transport.

At the UK level, the UK Climate Change Committee advised all governments to ensure the recovery did not lock-in or increase the risk of greenhouse gas emissions.

Earlier in the year we held the first meeting of the One Bus Forum. We brought together all of Scotland's major bus operators to set out a 'Vision for 2030 for Bus' highlighting the importance of buses in tackling the climate emergency.

And throughout the year we continued to promote a positive vision of where we could all be by 2030, with a zero emission transport system that works for everyone, improves health, sustains green jobs and the economy.

# OUR WORK IN 2020



“ Initially the environment was not really a factor for me in choosing the bus, despite being quite an environmentally minded person. But since working with this campaign I have thought about it more and it has improved my awareness of the difference it can make. ”

Christine, #lovemybus passenger champion

Throughout the year we partnered with Stagecoach West Scotland and local groups to deliver an aspirational campaign to promote the benefits of bus travel for health and wellbeing.

The #lovemybus campaign increased awareness, understanding and positive attitudes to bus travel. We inspired commuters to choose bus over car for everyday journeys for their own health, well-being and quality of life, as well as for the health of their family, wider community and world. #lovemybus featured research from Professor Adrian Davis of Edinburgh Napier University; positive messages for the target audience based on this research; an engaging creative public facing campaign; events in Ayr and Kilmarnock; co-operative working with Active Travel Hubs; and regular stories and blogs from six wonderful #lovemybus Champions!

#lovemybus was announced as a finalist in two categories in the UK Bus & Coach Awards 2020 and nominated for the Excellence in Travel Information and Marketing at the Scottish Transport Awards 2020.

The final finishing touches to this first phase of the #lovemybus campaign were interrupted by lockdown, so watch out for those, but such positive public and stakeholder engagement has been generated by the campaign. As we write, despite the challenges presented by the pandemic, we can confirm that #lovemybus will be rolled out further through 2020 and into 2021.

Thank you to Paths for All, our supportive funders who enabled this project to get going and who are continuing the funding from their Smarter Choices, Smarter Places Open Fund.

“ I don't think there is any part of me that wishes I was driving to work each day instead of taking the bus. ”

Scott, #lovemybus passenger champion

# OUR WORK IN 2020



“ We must look beyond the crisis and consider what sort of transport system we want to build for the future, and we need to plan for that now. ”

Paul Tetlaw, Transform Scotland, presenting evidence to the Rural Economy and Connectivity Committee

## CORONAVIRUS RESPONSE

In the spring of 2020 our attention was suddenly diverted to supporting public transport, walking and cycling during the coronavirus pandemic.

After discussion with our members about what the future might look like, we focused our message on four key themes that would lead us out of lockdown into to a fairer, greener and more resilient transport system:

- **Just Recovery** – reversing the inequalities of lockdown
- **Active Recovery** – locking in the benefits for walking and cycling
- **Connected Recovery** – enabling the digital commute
- **Transport Recovery** – rebuilding public transport patronage.

We published our recommendations for the recovery of transport in a series of four reports. We made detailed submissions to the Scottish Parliament via the Finance Committee; the Economy, Energy

and Fair Work Committee; the Rural Economy and Connectivity Committee; and the Advisory Group for Economic Recovery.

We advocated for a more positive and consistent position regarding the use of public transport and for financial support to maintain the viability of services. We were pleased to see initiatives such as the Sustrans-led ‘Spaces for People’ programme and the announcement by the Scottish Government of financial support for the Glasgow Subway and Edinburgh Trams.

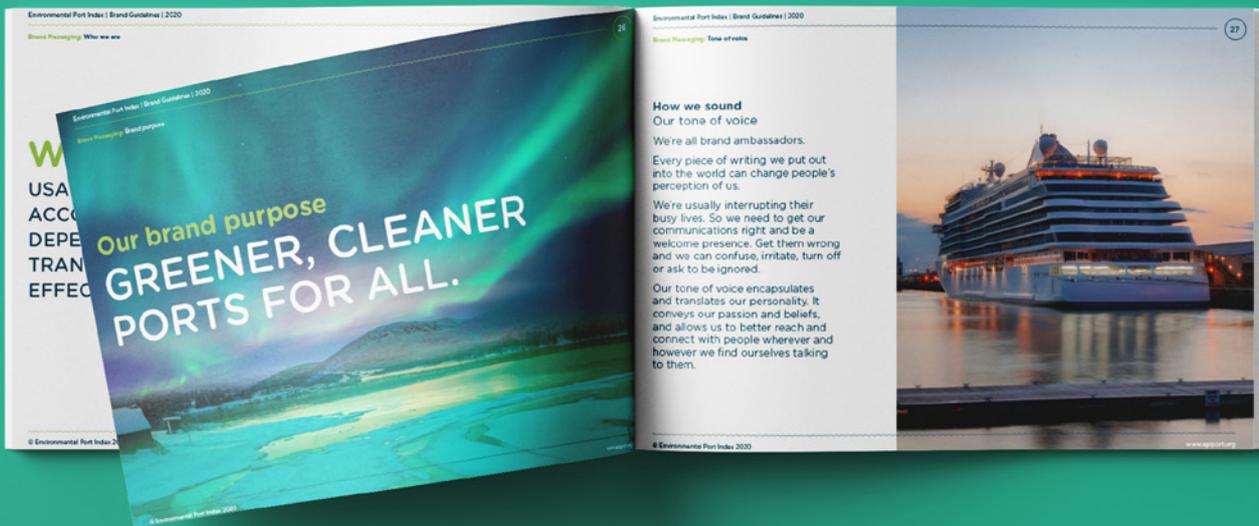
“ This report . . . highlights that those who were reliant on public transport have been further disadvantaged by the measures brought in as a result of the lockdown . . . As we begin to move out of lockdown it is time to redesign our transport systems – and our wider public services – in ways that lock in social justice and reduce inequalities. ”

Peter Kelly, the Poverty Alliance, in the forward to our *Just Recovery* report

# OUR WORK IN 2020

“ **Transform Consulting comprehensively understood our needs and applied their knowledge and experience to establish a project that captured essential data on access to bike schemes in Scotland.** ”

Kath Brough, Cycling Scotland



## SOCIAL ENTERPRISE

Our two social enterprises, Transform Consulting and Transport Creative, continued to thrive. While the first aim of our enterprise activities is to bring in unrestricted income to fund our campaigning work, it also allows us to support a range of rewarding clients and worthwhile projects. In the last year highlights included:

- Creating a brand and website to launch the Environmental Port Index, a new tool from Norway to improve the environmental performance of ships and ports internationally
- Leading research for Cycling Scotland into the scope of access to bike schemes in Scotland, to provide an evidence base for strategic options to expand such schemes
- Designing a series of case studies, publicity materials and guidance documents for Living Streets Scotland's Walking Connects project,

which works in partnership with older adults to increase well-being through walking.

Other clients included the Coalition of Care and Support Providers in Scotland, CoMoUK, Paths for All, Community Land Scotland, Scotland's International Development Alliance, Social Enterprise Scotland, Strathclyde Partnership for Transport and Diabetes UK.

“ **We've used Transform Creative services in the past and had always been impressed . . . When we needed support with a more challenging piece of work we wanted the reassurance of working with a supplier we knew we could trust to help us get it right.** ”

Penny Morriss, Living Streets Scotland

# Financial overview

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

## INCOME

2019/20



■ Grants	<b>£197,717</b>
■ Trading income	<b>£32,507</b>
■ Membership	<b>£14,170</b>
■ Donations	<b>£10,159</b>
■ Other	<b>£1,319</b>

## EXPENDITURE

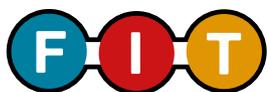
2019/20



■ Cost of raising funds	<b>£8,039</b>
■ Charitable activities	<b>£156,012</b>

We had a surplus at the end of the 2019/20 financial year. Almost half of this was a result of grants received towards the end of 2019/20 for work scheduled for the following financial year. A further £10k was donations. In addition, staff costs that were covered in the previous year from unrestricted income were, in 2019/20, paid for carrying out grant-funded projects. We will use the 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	Levenmouth Rail Campaign	ScotRail
Abellio Group	The Cockburn Association	Liftshare	Scottish Accessible Transport Alliance
Aberdeen Friends of the Earth	Community Rail Network	Living Streets Scotland	Spokes
Alexander Dennis Limited	CoMoUK	LNER	Stagecoach Group
Avanti West Coast	Cycling Scotland	Lothian Community Transport Services	Sustrans Scotland
Aviation Environment Federation	Cycling UK	Paths for All	Transport Focus
CalMac Ferries Ltd	Dundee City Council	The Poverty Alliance	Transport for Edinburgh
Campaign for Better Transport	Edinburgh Trams	Queen Margaret University	Transport Research Institute, Edinburgh Napier University
Campaign for Borders Rail	Faculty of Public Health (in Scotland)	Rail Freight Group	Transport Salaried Staffs' Association
Capital Rail Action Group	First Group	Railfuture Scotland	The University of Edinburgh
Centre for Scottish Public Policy	Friends of the Earth Scotland	Ramblers Scotland	The University of Strathclyde
The Chartered Institute of Logistics and Transport	Friends of the Far North Line	Road Action Group Salen	WWF Scotland
The City and Royal Burgh of Elgin Community Council	Glasgow City Council	RoadPeace	Xplore Dundee
	GoBike Strathclyde Cycle Campaign	Royal Scottish Geographical Society	
	Green Action Trust	Scottish Association for Public Transport	
	Highland Cycle Campaign	Scotland's Towns Partnership	

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