



Annual Report 2015



transform scotland



WELCOME

MESSAGE FROM THE CHAIR



Transform Scotland has been at the heart of the debate, challenging unsustainable decisions and making the case for a more sensible transport system. From helping to shape rail travel in Scotland through the recent franchise process to our recent report on the opportunities to reach Scotland's key tourism destinations without a car, we have been working to secure a transport system for Scotland that is environmentally sustainable, socially inclusive and economically responsible.

Much of course remains to be done. Positive steps forward such as the re-opening of the Borders railway are undermined by the huge sums committed to road building. The 2016 election provides an excellent opportunity to argue the case for transformational change. Transform Scotland will continue to be a powerful advocate for a transport system that is fit for purpose, efficient and which promotes healthy lives.

A handwritten signature in black ink that reads "Phil Matthews". The signature is written in a cursive, flowing style.

Phil Matthews, Chair

WHO WE ARE

TRANSFORM SCOTLAND

Transform Scotland is the national alliance for sustainable transport, bringing together organisations from the private, public and voluntary sectors. We have a membership of around 60 organisations across Scotland, including public transport operators, local authorities and sustainable transport voluntary organisations. Transform Scotland is a registered charity, politically independent, science-based and strictly not-for-profit.

TRAC

TRAC (Transform Research and Communications) is Scotland's specialist consultancy for sustainable transport. We carry out research and communications projects for all modes of sustainable travel, from trains, buses and ferries to walking, cycling and more sustainable car use.

TRANSFORM CREATIVE

Transform Creative is a partnership of creative professionals specialising in design and campaign communications. We offer a wide range of high quality, affordable design services. Our team are specialists in print, photography, re-branding, website design and much more.

LOOKING BACK

ACTIVITIES IN 2014/15

INTER-CITY EXPRESS

The clear 'project deficit' for railways north of the Central Belt combined with the current government's ambition for roads, required Transform Scotland to ask where's the next 'big idea' for rail? Our 'Inter-City Express' programme was the answer. It supports the Scottish Government's 'Agenda for Cities' by bringing all Scottish cities closer together, with a safe, civilised and sustainable mode of transport. The Agenda stresses the importance of a 'Connected City', and our proposals benefit all seven cities in the Scottish Cities Alliance — Aberdeen, Dundee, Edinburgh, Glasgow, Inverness, Perth and Stirling.

INTERCHANGE

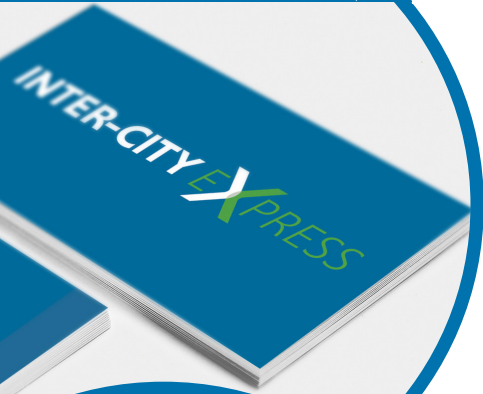
For our Interchange project, Transform Scotland audited the ease of combining cycling with public transport networks across Scotland. The project analysed 19 bus stations, rail stations and ferry terminals in ten towns and cities across Scotland, from Aberdeen to Mallaig, and from Inverness to Glasgow. The overall conclusions stated that while there are stations with excellent cycling facilities, the majority do not. This results in an uneven experience for cyclists. Transform Scotland argues that with coordination and effort, a good and consistent level could be maintained. By implementing the recommendations of the report cyclists' experience could be transformed.

CAR-FREE TOURISM

It's often easy to visit Scotland's wonderful tourist destinations without a car, but it can be complicated to figure out what the options are. Transform Scotland's Car-Free Tourism website changed that. For each tourist attraction, we listed the easiest way to get there by foot, by bike, and by bus or subway, starting from the nearest railway station. Each page has a section for these three travel options as well as general information such as the nearest railway station, facilities available at the attraction (such as hot drinks or luggage storage), and links to the attraction's own website.

SOCIAL ENTERPRISE

Over the past year, Transform Scotland has launched two social enterprises: TRAC (Transport Research and Communications) and Transform Creative. TRAC has been busy with commissions ranging from a pilot bike hire scheme at the University of Edinburgh to community railway campaigning in Fife. Transform Creative has been providing clients in the third sector with support in design, communications and branding, including Social Enterprise Scotland, Sustainable Scotland Network, NIDOS, Living Streets Scotland and the European Transport Safety Council.



OUR MEMBERS

Abellio Scotland

Aberdeen Friends of the Earth

Association of Community Rail Partnerships

Asthma UK Scotland

Aviation Environment Federation

b-spokes

CalMac Ferries Ltd.

Campaign for Better Transport

Campaign for Borders Rail

Capital Rail Action Group

Carplus

Central Scotland Green Network Trust

Centre for Scottish Public Policy

City Car Club

City of Edinburgh Council

Clydesdale Rail Action Group

coachfairer.com

The Cockburn Association

CTC Scotland

Cycling Scotland

Dundee City Council

Edinburgh Trams

Enterprise Rent-a-Car

First Group

Friends of the Earth Scotland

Friends of the Far North Line

Go Bike! Strathclyde Cycle Campaign

Highland Cycle Campaign

IDP Architects LLP

LevenMouth Rail Campaign

Liftshare

Living Streets Scotland

Lothian Community Transport Services

National Express Dundee

Paths for All

Queen Margaret University

Rail Freight Group

Railfuture Scotland

Ramblers Scotland

Road Action Group Salen

RoadPeace

Royal Scottish Geographical Society

RSPB Scotland

ScotRail

Scottish Accessible Transport Alliance

Scottish Association for Public Transport

SERA Scotland

Spokes, the Lothian Cycle Campaign

Stagecoach UK Bus

Sustrans Scotland

Transport Focus

Transport Research Institute, Edinburgh Napier University

Transport Salaried Staffs' Association

University of Edinburgh

Virgin Trains

Virgin Trains East Coast

WWF Scotland

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