

COLIN HOWDEN
TRANSFORM SCOTLAND

CPT Conference
Tuesday 3 November 2015

1. Introduction to Transform Scotland

- 1. Introduction to Transform Scotland**
- 2. Why we need to redouble efforts to campaign for sustainable transport**

- 1. Introduction to Transform Scotland**
- 2. Why we need to redouble efforts to campaign for sustainable transport**
- 3. Trail of a forthcoming Transform Scotland bus project**

- 1. Introduction to Transform Scotland**
- 2. Why we need to redouble efforts to campaign for sustainable transport**
- 3. Trail of a forthcoming Transform Scotland bus project**
- 4. Key policy priority for 2016 elections?**

TRANSFORM SCOTLAND

- **Scottish national sustainable transport alliance, with over 60 member organisations from private, public and third sectors.**





Better Public Transport



Better Public Transport



Healthy Travel



Better Public Transport



Healthy Travel



Lower Emissions



Better Public Transport



Healthy Travel



Lower Emissions



Fairer Funding



Better Public Transport



Healthy Travel



Lower Emissions



Fairer Funding



Fairer Prices



TRANSFORM CREATIVE



SOME RECENT PROJECTS & CAMPAIGNS

‘WARNING SIGNS’



WARNING SIGNS 2014:

Is Scotland moving towards sustainable transport?

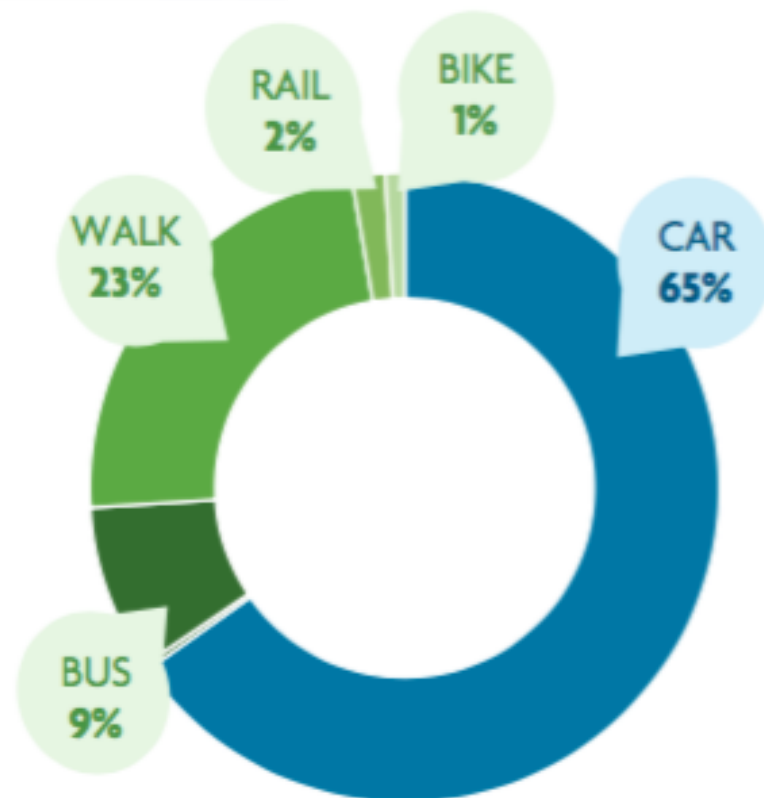


Figure 1.1a

Modal Share of all journeys

CAR REMAINS DOMINANT MODE OF TRANSPORT

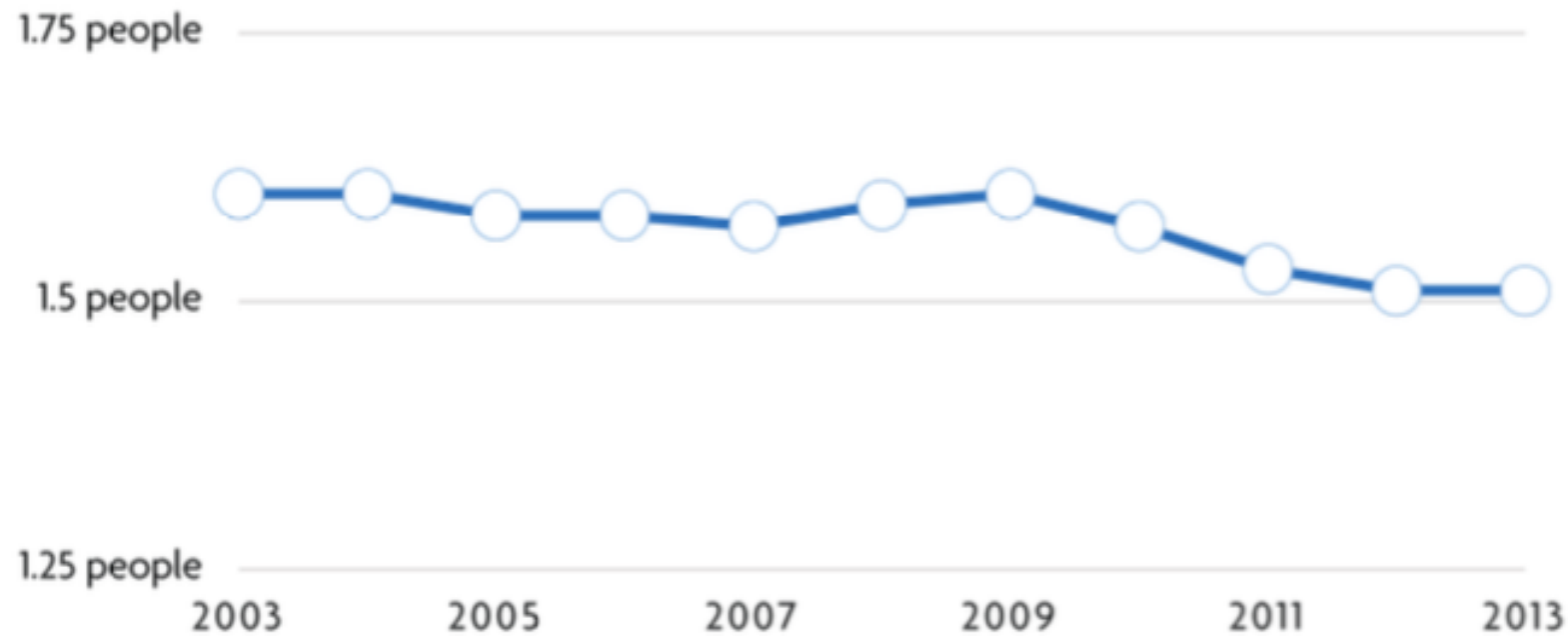


Figure 2.4b

**Average occupancy
of cars** in Scotland

CAR OCCUPANCY IS WORSENING

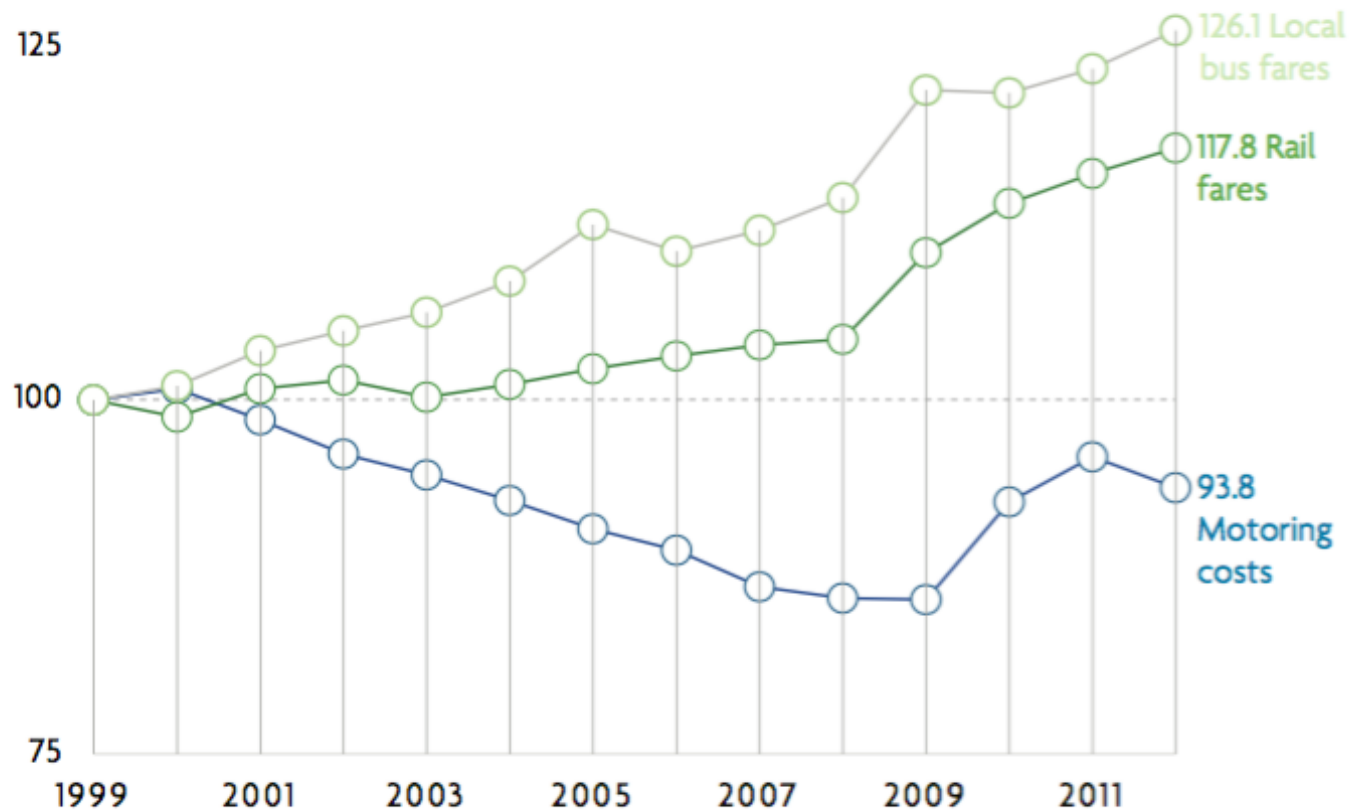


Figure 4.2a

Price indices for
transport mode,
constant prices
(1999 = 100)
GB data

PRICE TRENDS MOVING AGAINST PUBLIC TRANSPORT

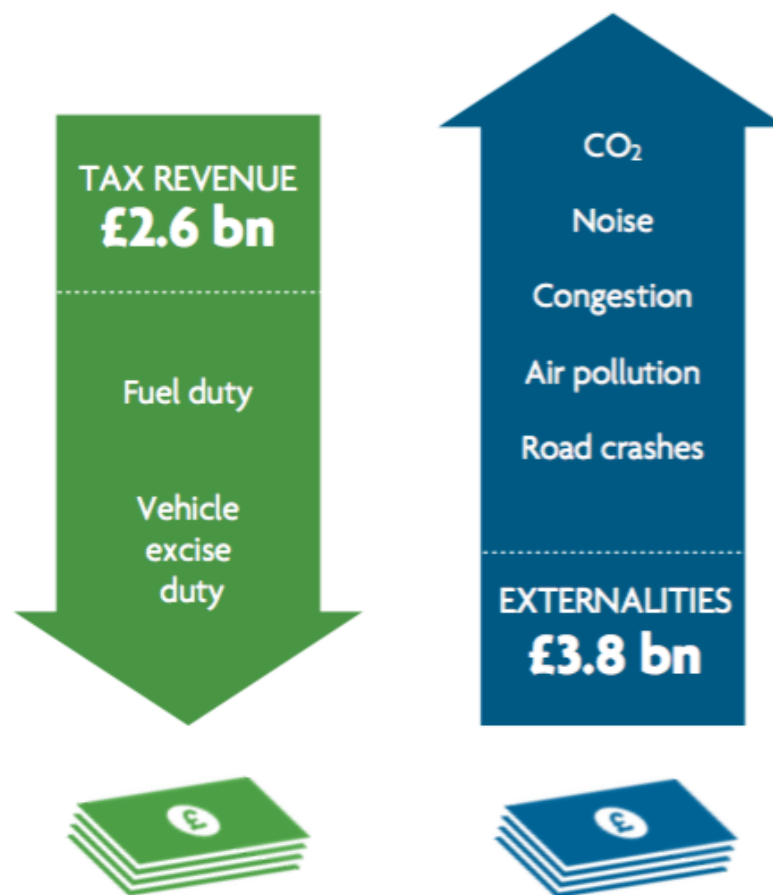


Figure 4.3a

True cost of transport

CAR USE NOT COVERING EXTERNAL COSTS

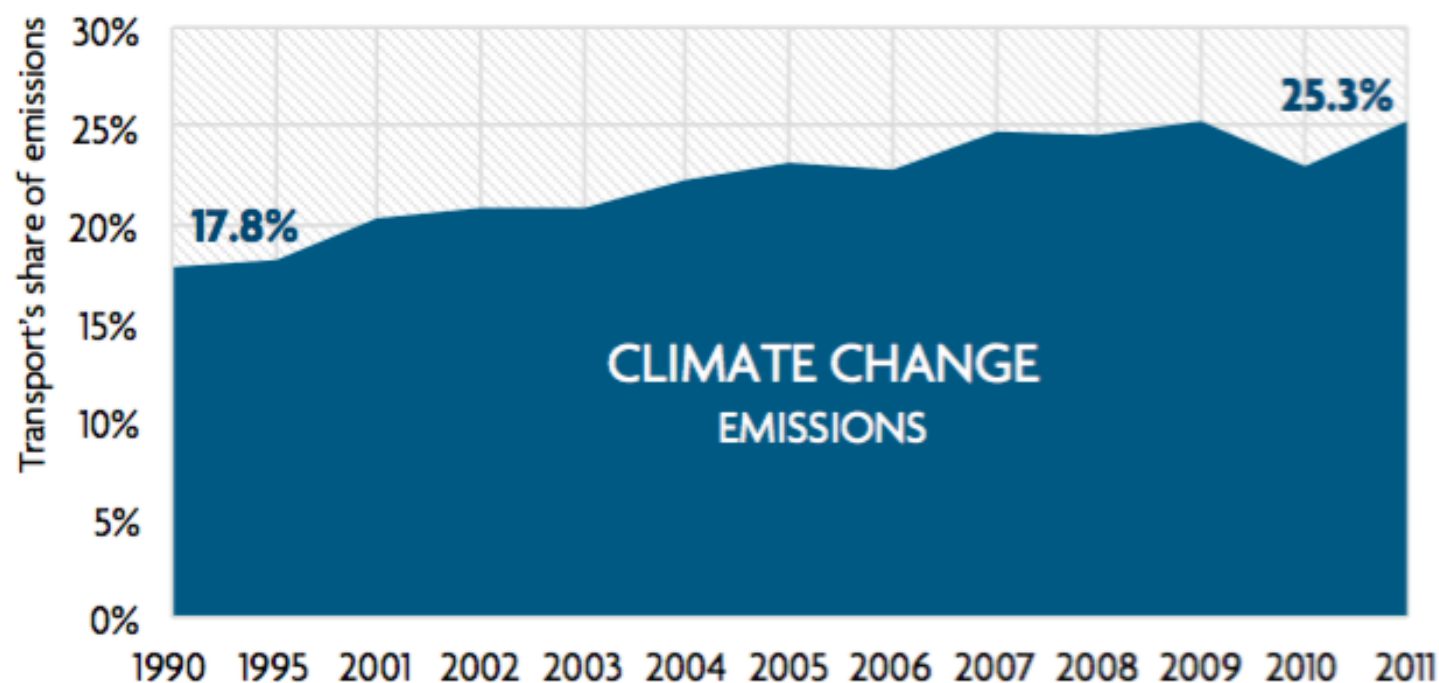


Figure 2.2a

Transport % of total Scottish emissions

TRANSPORT A MAJOR PROBLEM FOR CLIMATE POLICY

**NATIONAL
INDICATORS
ON TRANSPORT**



Modal Share **STANDSTILL**



Congestion **STANDSTILL**



Emissions **BACKWARDS**



GOVERNMENT IS MAKING NO PROGRESS AGAINST ITS OWN TARGETS

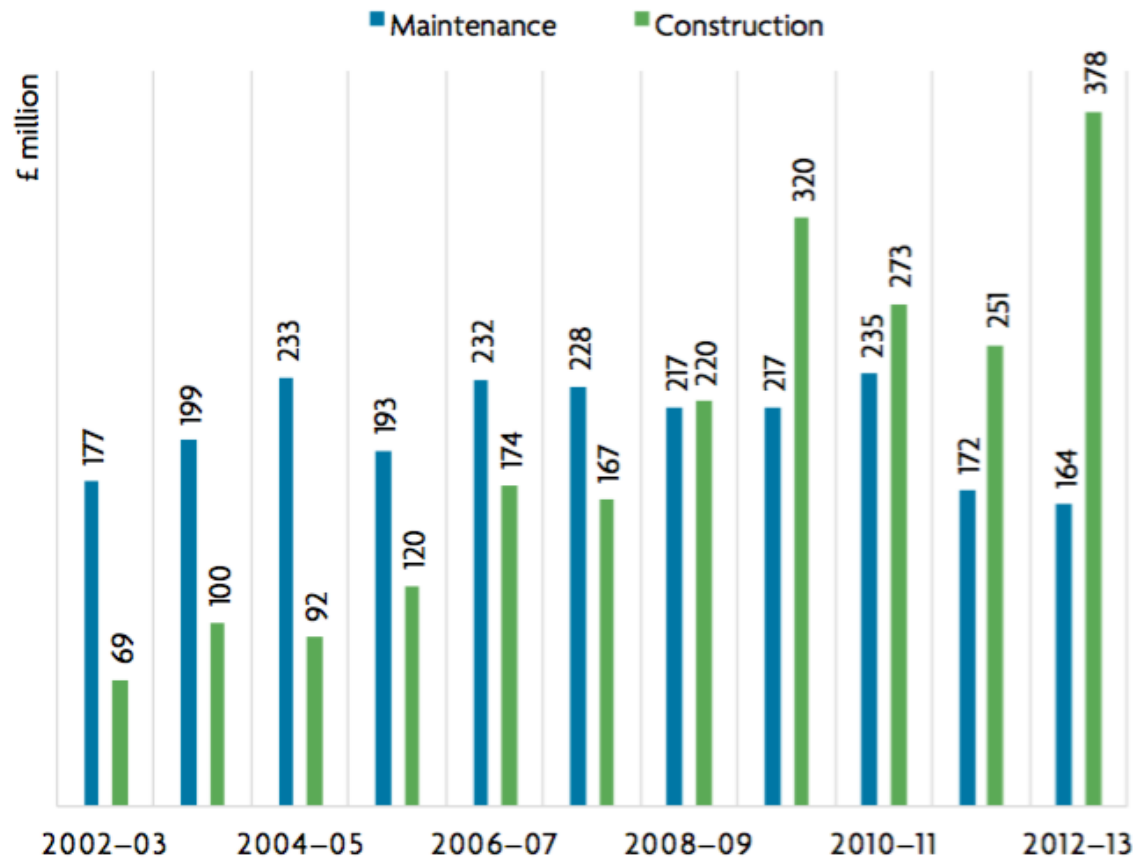


Figure 4.1a

Scottish Government expenditure on motorways and trunk roads maintenance/construction comparison

THERE'S NO SHORTAGE OF GOVERNMENT FUNDS FOR TRANSPORT...

EXPENDITURE

2011-12 to 2015-16

Across this Parliament's Scottish Budgets, expenditure on Roads and Aviation has increased far more than investment in Public Transport:

36% increase vs 9%

Public Transport



Unsustainable Modes



... BUT IT'S NOT BEING INVESTED SUSTAINABLY.

**SO THERE'S A CLEAR NEED TO
REINFORCE CAMPAIGNING FOR
GREATER SUPPORT FOR BUSES
IN SCOTTISH GOVERNMENT
POLICY PRIORITIES**

TRANSFORM SCOTLAND'S FORTHCOMING BUS CAMPAIGN

New research to provide evidence for economic value of buses:

- Economic
- Social
- Environmental

Some evidence is already available...



VALUE TO ECONOMY

£2.5bn

Bus passenger retail spend exceeds
£2.5bn a year in Scotland.

£5.4bn

The bus industry generates £5.4bn gross
value added to the Scottish economy.

30%

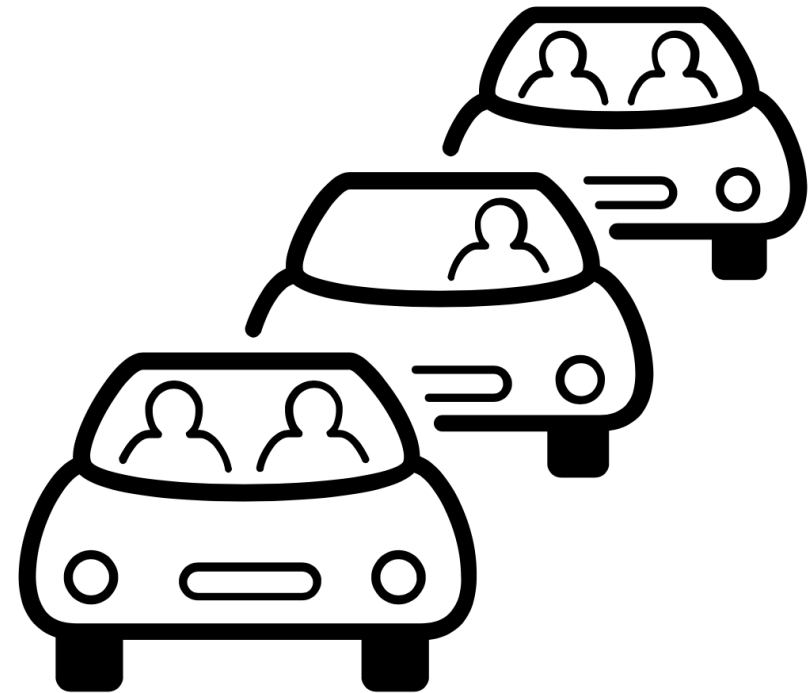
of commuter journeys in Scotland are made by bus
and 1 in 10 commuters would be forced to look for another
job if they could no longer commute by bus.

Source: CPT Scotland

**.. but our efforts would be helped by better
Scottish evidence on a range of issues:**

Congestion:

- Economic benefit provided by bus through reduced congestion?



Access to Employment:

- How many Scottish jobs rely on bus access?
- What is their economic contribution?



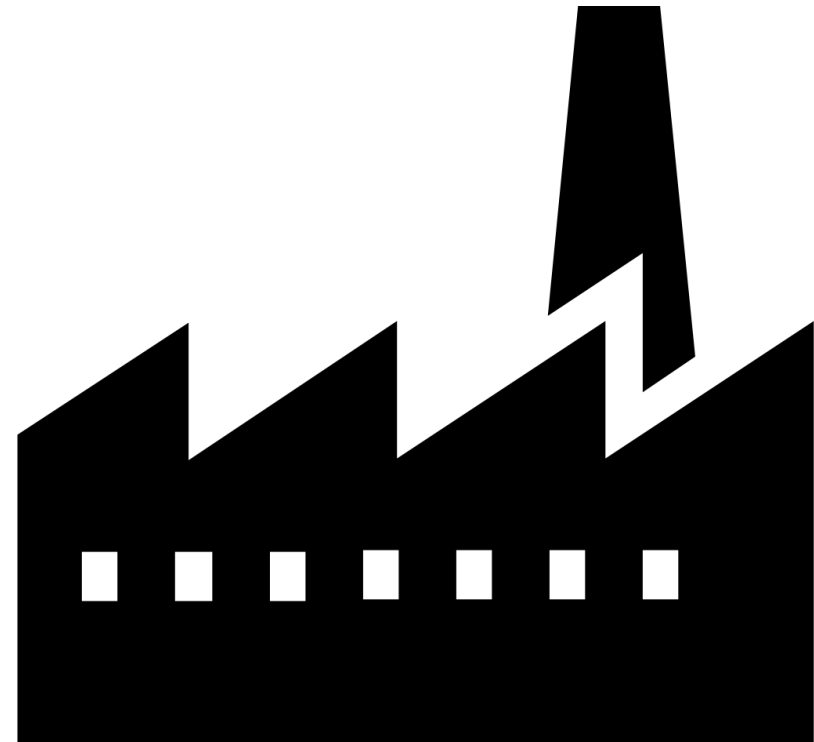
Shopping & Leisure Trips:

- Number of trips?
- What is their economic contribution?



Manufacturing & Supply Chain:

- Volume and value of bus manufacturing industry in Scotland?



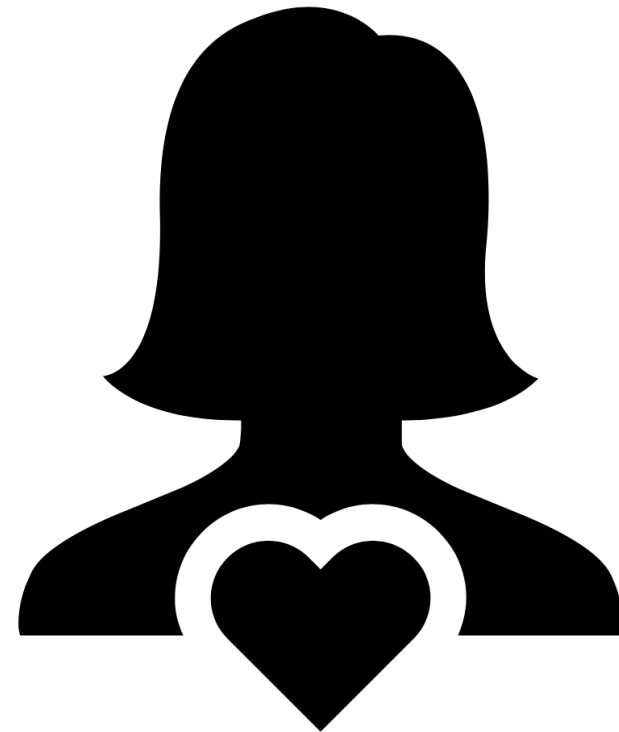
Inequalities:

- Bus use amongst lower income groups?
- Bus use amongst households with no car access?
- Bus use by gender and age?



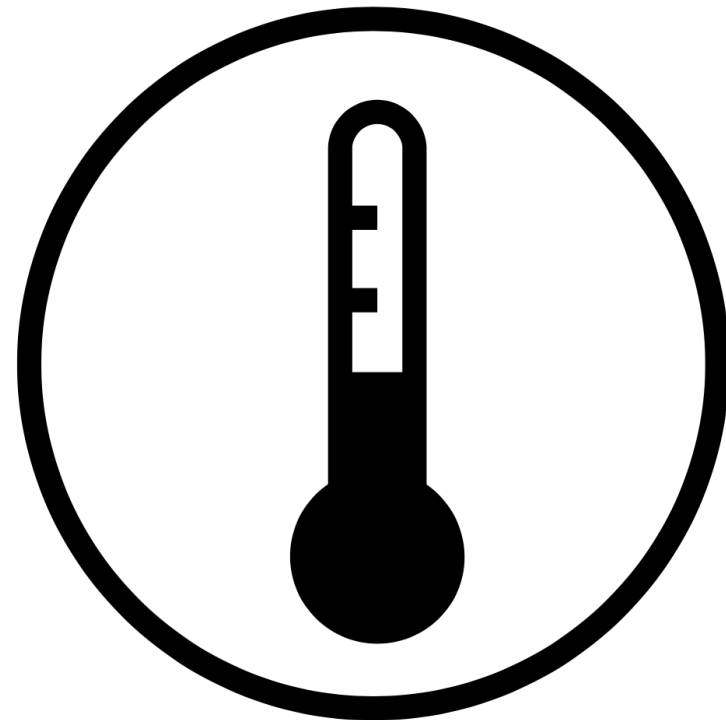
Public Health:

- Contribution to physical activity targets (walking as part of bus journeys)?



Climate Change:

- CO₂ emissions avoided because of bus use?
- Extra CO₂ emissions which could be avoided by switching short car trips (<2 miles) to bus?



Overall value of buses:

- What is overall value of buses in Scotland, summing all the social, environmental and economic value?



**Research to be followed by
communications phase:**

Research to be followed by communications phase:

- Here are some previous examples of our work

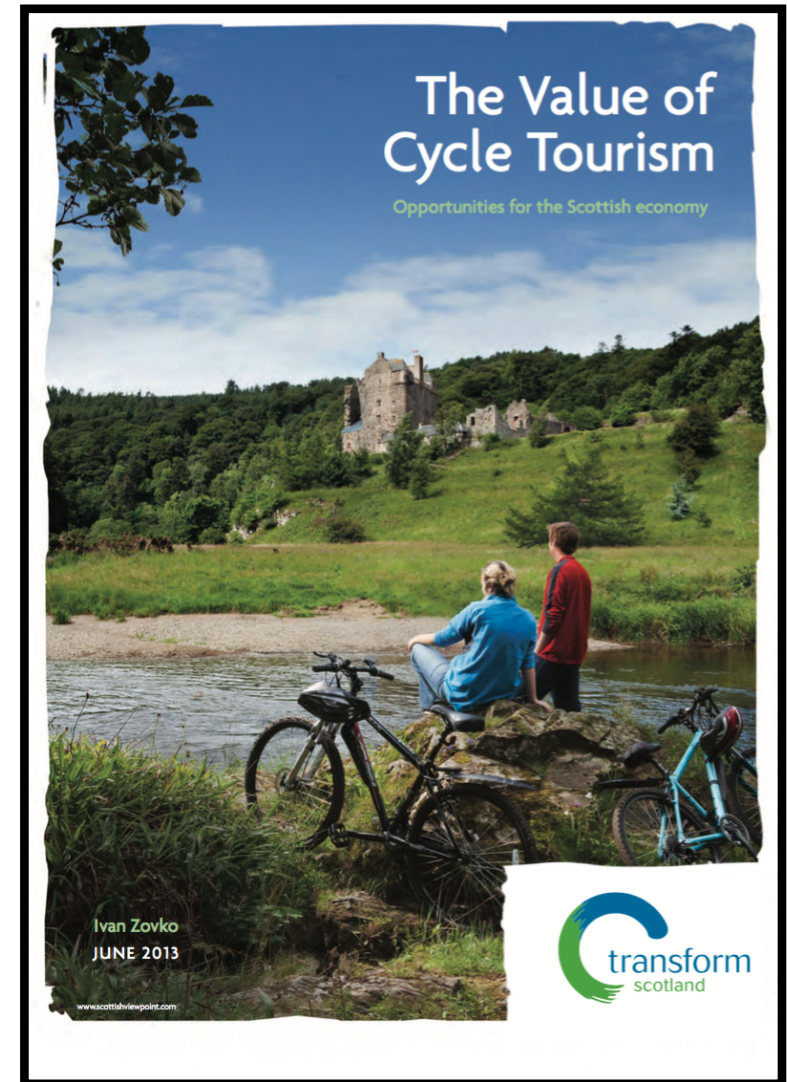
Productivity of rail over air for Anglo-Scottish trips for business travellers:

4.2 hours productive working time	£153 ¹⁵
Use of Wi-Fi for one hour	£10
Food	£40
Hot and cold drinks (£1.50 each)	£12
Newspapers	£2
TOTAL ADDED VALUE	£217



Contribution of Cycle Tourism to the Scottish economy:

Up to £239m per annum



KEY CAMPAIGN PRIORITY FOR **2016 SCOTTISH PARLIAMENT ELECTIONS?**

Persuade parties to include in their 2016 manifestos financial incentives for local authorities to invest in bus priority.

Persuade parties to include in their 2016 manifestos financial incentives for local authorities to invest in bus priority.

- Good fit with the **two National Indicators** specifically concerned with transport: 'Increase the proportion of journeys to work made by public or active transport' and 'Reduce traffic congestion'.

Persuade parties to include in their 2016 manifestos financial incentives for local authorities to invest in bus priority.

- Good fit with the **two National Indicators** specifically concerned with transport: ‘Increase the proportion of journeys to work made by public or active transport’ and ‘Reduce traffic congestion’.
- Also a good fit with the **National Transport Strategy**, which at §104 states: *“RTPs and local authorities should introduce bus lanes and other priority measures which reduce the space available to car users wherever this is possible. Modal shift from car to bus is achieved by use of carrot and stick – carrot in the form of improved bus services in terms of frequency, quality of vehicle and speed and stick in the form of restrictions in car use.”*



Colin Howden
Director, Transform Scotland
colin.howden@transformscotland.org.uk

for sustainable transport

www.transformscotland.org.uk

Tel: +44 (0)131 243 2690

info@transformscotland.org.uk