

OUR MEMBERS

- Abellio Group
- Aberdeen Friends of the Earth
- Association of Community Rail Partnerships
- Aviation Environment Federation
- 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
- Coachfairer.com
- The Cockburn Association
- Cycling Scotland
- Cycling UK
- Dundee City Council
- The City of Edinburgh Council
- Edinburgh Trams
- The City and Royal Borough of Elgin Community Council
- 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 Buses
- Lothian Community Transport Services
- McGill's
- Paths for All
- Queen Margaret University
- Rail Freight Group
- Railfuture Scotland
- Ramblers Scotland
- Road Action Group Salen
- RoadPeace
- Royal Scottish Geographical Society
- RSPB Scotland
- Scotland's Towns Partnership
- ScotRail
- Scottish Accessible Transport Alliance
- Scottish Association for Public Transport
- Spokes
- Stagecoach Group
- Sustrans Scotland
- Transport Focus
- Transport for Edinburgh
- Transport Research Institute, Edinburgh Napier University
- Transport Salaried Staffs' Association
- The University of Edinburgh
- Virgin Trains
- Virgin Trains East Coast
- WWF Scotland
- Xplore Dundee

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 Transform Scotland / TRAC / Transform Creative

TRAC (TRANSFORM RESEARCH AND COMMUNICATIONS)

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TRANSFORM CREATIVE

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Report design by Transform Creative © 2017

Annual Report 2017



WELCOME

MESSAGE FROM THE CHAIR

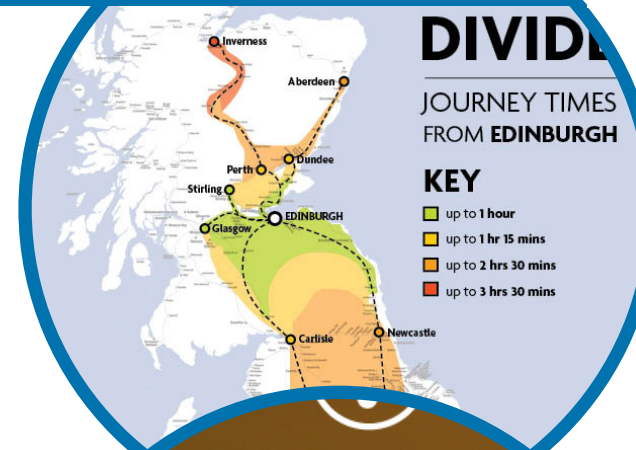


Transform Scotland continues to be at the heart of influencing Scottish transport policy: advancing the positive case for sustainable transport with Government, Parliament and wider society. From our engagement with the National Transport Strategy Review, our ongoing work on the Climate Change Plan, to our aspirations for the new Transport Bill, we continue to advocate a transport system that is environmentally sustainable, socially inclusive and economically responsible.

Through a variety of research we help to make the case for further investment in rail, bus, ferry and active travel. One recent project assessed cycle commuter routes in Scotland's seven cities; another highlighted the climate benefits of enhanced Anglo-Scottish rail services.

But there is much more work to be done. We need to see political leadership both nationally and locally that embraces a vision of a better future and then sets in place policy and spending commitments to deliver a clean, affordable and reliable transport network. Transform Scotland will continue to make the case for a transport system that works for everyone.

Phil Matthews, Chair



LOOKING BACK

ACTIVITIES IN 2016/17

CAMPAIGNS

We coordinated campaigns on walking and cycling with national active travel organisations, calling for a greater share of the Scottish Budget for this most healthy form of transport. We continued working with Rail Freight Group to argue for greater priority for rail freight. We moved forward our 'Inter-City Express' campaign, building support from around Scotland for greater investment in the Scottish inter-city rail network. We also engaged in rail policy through our chairing of the ScotRail's Stakeholder Advisory Panel, and membership of the Scottish Government's High Speed Rail Partnership Group.

PUBLIC AFFAIRS

We provided evidence to inquiries, responded to numerous policy consultations, and met with a wide range of government, industry and voluntary sector bodies. We gave evidence to the Parliament's transport committee and directly to Scottish Ministers on the new Climate Change Plan. We presented evidence to Parliament's finance committee regarding the Government's Air Departure Tax Bill, arguing that a tax cut for aviation would not only harm the environment but would damage prospects for bus services and other areas more worthy of investment. We are also now represented on the Partnership Group of the Government's National Transport Strategy Refresh.

SOCIAL ENTERPRISE

Our two social enterprises *Transform Research and Communications (TRAC)* and *Transform Creative* continued their function of providing independent income for the core campaigning role of Transform Scotland. *TRAC* carried out commissioned research on the economic value that cycling contributes to the Scottish economy; on the implementation of 20mph in Scotland; and into the carbon savings offered by shifting Anglo-Scottish travel from air to rail. *Transform Creative* has delivered design commissions for a range of clients including CBRE, European Transport Safety Council, Paths for All, Cycling Scotland, Sustrans Scotland, LINK Community Development and Tactran.

RESEARCH

As well as the commissioned research carried out by TRAC, we have completed a range of other research projects, some of which will be published in coming months. We have studied local transport governance arrangements across Scotland, and prepared recommendations regarding City Deals processes and Local Authority transport planning. We have reviewed commuter cycle provision across the seven Scottish cities, and made suggestions for improvements. And we are currently building upon our 2013 'The Value of Cycle Tourism' research with a new study into expanding the cycle tourism economy.

WHO WE ARE

TRANSFORM SCOTLAND

Transform Scotland is the national alliance for sustainable transport. We campaign for better walking, cycling and public transport and more responsible road use. Our members include public transport companies, passenger groups, local authorities, universities and voluntary organisations across the country. We are a registered charity, politically independent, science-based and strictly not-for-profit.

TRAC (TRANSFORM RESEARCH AND COMMUNICATIONS)

TRAC is Scotland's specialist consultancy for sustainable transport. We carry out research, design and manage communications to support walking, cycling and public transport across Scotland. We help our clients to raise awareness of sustainable transport, improve travel services and facilities, and secure investment and support for the sector.

TRANSFORM CREATIVE

Transform Creative is a multi-disciplinary design agency for organisations with a social or environmental agenda. Transform believes that good causes deserve good design. They create eye-catching, effective and ethical communication materials and campaigns. Transform Creative deliver a work approach that is true to their values – of integrity, approachability, quality and creativity.