

SCOTLAND'S CONSULTANCY FOR SUSTAINABLE TRANSPORT.



transform
consulting

Transform Consulting is Scotland's specialist research and communications consultancy for sustainable transport. Our work ranges from walking, cycling and road safety through to bus, rail, car share and sustainable tourism.

All our work is professionally project-managed and delivered by highly experienced, respected researchers and advisors. We are the experts on encouraging sustainable travel in Scotland.

We are a social enterprise and all our profits are reinvested in the charitable work of Transform Scotland, the national alliance for sustainable transport.



Our services include:



Research - we evaluate the challenges, impacts and opportunities for sustainable travel in Scotland. We assess the feasibility of travel and transport proposals, and develop well-researched, innovative new projects and programmes to change the way people travel.



Communications - we provide a comprehensive suite of professional design services to create original, eye-catching reports, publications, branding, websites, photography and graphics. We plan and run campaigns to raise awareness and change travel behaviour, and provide expert advice on marketing and media relations to influence thinking.



Public affairs - we write political strategies, briefings and evidence papers, and provide our clients with expert insight on a wide range of transport issues and government policies. We use our extensive experience to advise on and deliver parliamentary relations, stakeholder engagement and consultation.

A GREEN JOURNEY TO GROWTH

Research | Publication design
Public and media relations

We measured the carbon benefits of switching from air to rail for travel between Scotland and London, providing extensive new evidence for the benefits of rail. We also quantified the benefits of changing travel behaviour for governments, businesses and individuals.

Our professionally-designed report won widespread positive media coverage and was presented at several high-profile stakeholder events, including the Scottish Chambers of Commerce annual parliamentary reception. It raised the environment profile of Virgin Trains and the rewards from investing in more sustainable travel.

Commissioned by:





"Understanding the carbon benefits of switching to rail is vital if we are to drive this policy agenda forward. Transform Consulting delivered a persuasive and authoritative piece of research exploring this subject which generated high profile and positive media coverage. They delivered on time and on budget and were a pleasure to work with."

Damien Henderson, Scottish Affairs and Media Manager, Virgin Trains

"Transform Consulting provided professional project management support to deliver the University of Edinburgh's first ever student bike hire scheme, called UniCycles. From conception, research and design, piloting, evaluation and delivery, the team were dedicated and committed to delivering a quality experience for our students. UniCycles proved to be hugely popular with our students and we look forward to developing the scheme further."

Emma Crowther, Travel and Transport Manager, University of Edinburgh



UNICYCLES

Project management | Monitoring and evaluation | Behaviour change

We supported the University of Edinburgh to pilot a new bike hire scheme for students, the first of its kind in Scotland.

From designing the bike hire scheme through to evaluating its impacts and preparing a business case, we successfully delivered a brand new initiative which has encouraged more people to start cycling.

Our detailed technical guidance on the operational, legal and financial requirements of bike hire schemes also ensured that Unicycles was expertly managed and safely delivered.

Commissioned by:



FOSSIL FUEL PHASE-OUT

Research

Our research for WWF showed how Scotland rose to be among the top five global leaders on phasing out fossil fuel vehicles.

We researched what countries all over the world were doing to encourage the uptake of electric vehicles and phase out fossil fuels, presenting our results in a comprehensive international league table. WWF then used our research findings in their ongoing campaign to ensure that Scotland followed-through on its commitments to become an electric vehicle world-leader.

Commissioned by:





"We commissioned Transform Consulting to undertake a short report for us, which was excellent, delivered promptly and project managed very professionally throughout. Transform Consulting also made great use of their extensive network of partner organisations and researchers, which provided lots of additional information."

Gina Hanrahan, Acting Head of Policy,
WWF Scotland



"Transform Consulting provided us with expert advice to run a successful campaign supporting 20mph in Edinburgh. The team were professional, efficient and flexible in delivering a range of tailored media resources when we needed them during a critical stage of this project."

Stuart Hay, Director, Living Streets Scotland

SLOW DOWN
Life is better at 

Photo credit: M.J. Richardson

20MPH

Campaigns | Stakeholder engagement Public and media relations

We helped Living Streets in their efforts to ensure the success of The City of Edinburgh Council's 20mph campaign.

We built a diverse stakeholder alliance to demonstrate widespread support for making 20mph the default speed limit.

We created a distinctive brand identity for the campaign, organised a wide-reaching social media campaign, and secured extensive print media coverage. As a result, a vote to pass 20mph was made by the Council in March 2015.

Commissioned by:



LOVE THE BUS

Research

We undertook new research into the benefits that buses bring to Scotland, for the economy, in tackling inequalities and cutting road congestion. We then argued how measures such as bus priority and Scotland-wide smart ticketing could transform the speed and convenience of bus travel.

Our evidence on the widespread value of buses has been used to make the case for investment in bus services to central and local government.

Commissioned by:

STAGECOACH GROUP
greener smarter travel

XPLORE
Dundee

McGill's

 **Lothian
Buses**

First 



48

"Hard data and expert insight is an important part of developing informed transport policies. Stagecoach valued the evidence-based research carried out by Transform Consulting in evaluating the major economic, social and sustainability benefits of the bus."

Steven Stewart, Director of Communications, Stagecoach Group

PARKS
PARK H
20 BOT
HAMILT



"We have commissioned Transform Consulting to draft a number of key publications, including a Strategic Review document, over the past year. Their professional and expert team is a joy to work with, diligently listening to what we wanted to see in the final designs and then delivering high quality products on time. Transform Consulting are efficient, high skilled and innovative in equal measure."

Daisy Narayanan, Deputy Director,
Sustrans Scotland

THREE YEAR REVIEW

Research | Publication design

We researched, wrote and designed an ambitious Three Year Review to showcase the work of Sustrans Scotland, the first publication of its kind.

Our work included preparing case studies to show how Sustrans helps to change travel behaviour, and analysing evaluation reports to pull out key impact data. We also designed infographics and carried out photography to illustrate the Review.

The Review was enthusiastically received and extensively used to promote the value of Sustrans and the widespread benefits of cycling and walking.

Commissioned by:



GET IN TOUCH

If you would like to speak to us about commissioning Transform Consulting, ask for a quote or know more about any aspect of our work, please get in touch.

transform
consulting

5 Rose Street, Edinburgh, EH2 2PR

Email: consulting@transformscotland.org.uk

Telephone: +44(0)131 243 2691

Website: consulting.transform.scot

Transform Consulting is part of Transform Scotland, a registered Scottish charity (SC041516) and company SC181648.