



 TRAC



 TRAC

transform research and communications



## Who we are

TRAC is Scotland's specialist consultancy for sustainable transport. We do research and communications for all modes of sustainable travel, from trains, buses and ferries to walking, cycling and more sustainable car use.

We are part of Transform Scotland, the national alliance for sustainable transport. For fifteen years Transform Scotland has been at the forefront of researching, publicising and campaigning for greener travel. We are the only organisation in Scotland making the case for sustainable transport across all modes.

We have a powerful national network of transport operators, businesses, local authorities and third sector groups, alongside grassroots knowledge and contacts. This allows us to communicate and disseminate our research findings so as to have a widespread influence and impact.

Working with us is a leading group of researchers and experts - the leading thinkers on sustainable travel in Scotland.

As a social enterprise all our profits are reinvested in Transform Scotland's charitable work advocating environmentally sustainable, socially inclusive and economically responsible transport.

**“We have a well-established and productive relationship with Transform Scotland, which is a strong advocate for promoting green travel options, including rail. The team there are well-informed and perfectly positioned to lead the policy debate around creating the transport network of tomorrow.”**

Damien Henderson,  
Virgin Trains





## What we do

We help private, public and third sector organisations to build support for sustainable transport in Scotland. We provide advice to improve services and facilities, promote greener ways to travel, and help to secure investment and support for the sustainable transport industry.

You will see the results of our work in increased numbers of passengers on buses, trains, ferries and trams, more people walking and cycling, more customers for initiatives that promote efficient car use, such as car clubs and car sharing schemes, and additional freight on rail. Accompanying this are all the far-reaching benefits of sustainable transport - healthier lifestyles, a successful economy, a better environment and access to travel for all.

Our work includes:

### **Research, monitoring and evaluation**

Our work encompasses audits, reviews, economic analyses and research on the impacts, benefits and opportunities for sustainable transport in Scotland, alongside advice to improve transport services and facilities.

### **Campaigns and communications**

We design, plan and run publicity and awareness-raising campaigns to promote sustainable transport. We are experts in social media, online campaigns, media strategy and working with the Scottish press.

### **Transport strategy**

We research and write action plans and strategies for cycling, walking, bus, train, light rail and ferry use.

### **Government and public affairs**

We write political strategies, briefings and evidence papers, and provide expert insight on the whole range of sustainable transport issues and government policies. We advise on and manage parliamentary relations and stakeholder engagement.

### **Corporate and social responsibility**

We help businesses, public and third sector clients to plan for greener, more sustainable travel and to encourage behaviour change.

**“Work by Transform paved the way for the establishment of the Developing Car Clubs in Scotland programme in 2010. Carplus has been able to build on this work to secure funding from Transport Scotland to support the continued development of urban and rural car clubs across Scotland.”**

Chas Ball,  
Carplus



**“Paths for All works closely with Transform Scotland and commissions them to undertake research on our behalf. We have found our engagement with Transform Scotland to be productive, inspiring and professional.”**

Ian Findlay,  
Paths for All

## Contact us

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**Visit our website:**

[www.transformscotland.org.uk/trac](http://www.transformscotland.org.uk/trac)

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[www.linkedin.com/company/transform-scotland](http://www.linkedin.com/company/transform-scotland)

[www.facebook.com/transformscotland](http://www.facebook.com/transformscotland)

[www.twitter.com/TransformScot](http://www.twitter.com/TransformScot)

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