

Members' Briefing

Jess Pepper, Enterprise Manager, Transform Scotland

21 May 2019

1. The Campaign:

Transform Scotland and Stagecoach West Scotland, with local media and partners, will deliver an aspirational campaign to improve knowledge of the benefits of bus travel to health and well being,

The campaign aims to increase awareness, understanding and positive attitudes to bus travel, especially the benefits to health, lifestyle, reduced stress and improved relaxation. It aims to generate feel good about bus travel and inspire commuters to choose bus over the car for everyday journeys for their own health, well-being and quality of life as well as for the health of their family, wider community and world.

The project also aims to produce better understanding of what encourages commuters to choose bus over car and recommendations to inform local and national government support for bus travel and the associated health benefits.

2. Target audience:

The key target audience for this campaign is commuters travelling between Kilmarnock and Glasgow; and Ayr and Glasgow for work. Existing and potential commuters using services X77 and X76 from Ayr to Glasgow and Kilmarnock to Glasgow, age group mid 20s - mid 40s

This is an area of declining bus patronage, and to achieve serious modal shift this is the demographic that need to aspire to use public transport over the car for their own health, and wider health benefits as well as emission reduction.

So far national transport strategies have failed to make progress on moving these commuters from car to bus use, to benefit from modal shift for health, well-being and quality of life, reduce congestion and car use.

This demographic does not benefit from concessionary fares and may have access to car, but needs to be supported to make a choice to move from the car to the bus for everyday journeys, network efficiency, sustained good services and reduced air pollution. It is an audience that will be key to any cultural shifts in behaviour change.

There is not much data about what does work to motivate a shift from car to bus in this demographic. The outcomes from this project should be a valuable contribution to this learning and recommendations will be produced from the surveys and feedback from the project.

3. Need:

Decline in bus patronage: "Bus patronage in Scotland has fallen from 436 million trips in 2011/12 to 409 million trips in 2015/16 with provisional patronage estimates for 2016/17 falling to 393 million. The decline in patronage has been more pronounced in the non-concessionary segment and in the South West and Strathclyde region. Outside the South West and Strathclyde patronage levels have been more stable and in some regions, such as the Highlands, patronage levels are growing." Scottish Government: Scottish Transport Statistics No 35, 2016 Edition, February 2017."

Health inequalities: There is an increasing health risk from less active, sedentary lifestyles and this campaign would promote healthy, active lifestyles by promotion of choosing the bus instead of the car; improve confidence in using the bus and sustainable travel planning, to improve access to opportunity and participation for those without cars. (Ref - Poverty Action Framework)

Congestion, stress, air pollution and greenhouse gas emissions: The M77 suffers from congestion and affects all those travelling into and out of Glasgow, including commuters to and from Ayr/ Kilmarnock. This campaign aims to encourage modal shift to improve physical and mental health and well being, reducing stress, improving quality of life, increasing active travel, reducing air pollution and greenhouse gas emissions from car use. Currently Stagecoach West Scotland's buses are four times lower gppkm than an average petrol or diesel car, this has the potential to be six to eight times lower if more people travelled on X77 and X76 coaches. (Ref Transport Scotland's Carbon Account for Transport).

Decline in bus patronage Low public investment in bus infrastructure and services: This project will research, monitor and share learning about external factors that affect bus use and accessibility. It may identify need for investment, infrastructure, policies and planning for buses to be sustainable solutions and to address regional and national transport difficulties that deliver many co-benefits for improved mental and physical health for commuters, their families and wider community.

4. Campaign activity:

The campaign will feature:

- 4.1. Research, context including barriers to overcome.
- 4.2. Positive messages for target audience based on research.
- 4.3. Creative public facing campaign and social media; six key events and intermediate local events in Ayr and Kilmarnock. Co-operative working with Active Travel Hubs.
- 4.4. Champions: with incentives including free bus travel for a year.
- 4.5. Public engagement through broadcast, press and social media.

4.6. Key stakeholder engagement at public and local events, employers, Transform Scotland members, Councillors and MSPs.

4.7. Report on recommendations for bus companies, local government and Scottish government.

<https://www.parliament.scot/parliamentarybusiness/CurrentCommittees/rural-economy-committee.aspx>

4. Project timeline:

The project is due to run from March 2019- March 2020, with the main public campaign phase between May 2019 and October 2019.

For more information contact: Jess Pepper, Transform Scotland on jess.pepper@transformscotland.org.uk or Jacqueline Rowan, Stagecoach West Scotland on jacqueline.Rowan@stagecoachbus.com

5. Members' Session on the Bill – Thursday 23 May:

Our next Members' Session will allow opportunities for Members to get more information on the launch of this exciting project as Jess Pepper will be speaking. The event is open to Transform Scotland's Members and Supporters. It is of course free to attend, and will take place on Thursday 23 May from 15:30 to 17:00 at our office (5 Rose Street, Edinburgh). To book a place please email matt.mcdonald@transformscotland.org.uk.

6. Smarter Choices, Smarter Places Open Fund

The project is being financially support from the Smarter Choices, Smarter Places Open Fund administered by Paths for All.



Scotland's alliance for sustainable transport

Transform Scotland
5 Rose Street, Edinburgh, EH2 2PR
t: 0131 243 2690
e: <info@transformscotland.org.uk>
w: <www.transform.scot>

We campaign for walking, cycling and public transport to be the easiest and most affordable options for everyone. Our diverse membership brings together public, private and third sector organisations from across Scotland. We are a registered Scottish charity (SC041516).

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