

# A GREENER, FAIRER AND HEALTHIER SCOTLAND

CoMoUK's vision for shared  
transport in Scotland



Scottish Parliament Election 2021



## A VISION FOR SHARED TRANSPORT IN SCOTLAND

Scotland faces unprecedented challenges: meeting our environmental targets to stop catastrophic climate change, narrowing the gap in access to the basics that people need to thrive and adjusting to a world after Covid-19, where health and wellbeing will be more important than ever.

Scotland can meet these challenges, but we need to go further and faster now. That means helping people to make different choices about where and how they live and work. Creating new, modern infrastructure that is for this century what roads and railways were for the last. And investing in solutions that mean the green choice isn't just the most sustainable one to make, it's also the easiest one.

CoMoUK's vision is for a greener, fairer and healthier Scotland. We are a registered charity in Scotland, dedicated to the public benefit of shared transport. We play a collective role with authorities in Scotland and shared transport operators across the car share, bike share, ride share, e-scooter and flexible bus operators. Our evidence shows us that investment in building infrastructure and support for shared transport will reduce our country's carbon emissions and help Scotland hit its climate change targets.

Greenhouse gas emissions from transport currently make up around a third of Scotland's emissions, and transport is the largest-emitting single economic

sector. While advances in technology can make transport more efficient and less environmentally damaging, it will not be enough to bring about the kind of change we need.

Shared transport can help tackle this as it enables people to use transport without the need to own it, shifting to resources such as car clubs, bike share and shared rides - which have a lower impact on the environment and transport infrastructure. These also encourage people to use public and active travel modes more and will reduce the demand for privately owned cars.

Shared transport is popular and growing in Scotland. Membership of car clubs has been increasing year on year and now stands at over 30,000 members, an increase of 21.5% since 2019/20 and over 90,000 people use bike share schemes to get around. But to expand this and make it the norm, rather than the exception, we need a national effort behind shared transport.

Shared transport is already beginning to become a choice for thousands of people, and more and more people are opting to make their own private cars shared resources. If shared transport is not built into our future transport plans, the risk is that provision becomes unequal – opening an even wider gap between urban and suburban areas and restricting the environmental, financial and health benefits of shared transport to a narrower group of people.

A national effort behind shared transport is needed to create the modern transport infrastructure for this century.

From page three of this document we set out our asks for the next Scottish Government to help create a greener, fairer and healthier country.

# ABOUT SHARED TRANSPORT

Bike sharing gives users access to a bicycle or an e-bike without the need to own one and is mainly used for short trips. It is a flexible, affordable and environmentally friendly mode of transport. CoMoUK's research finds that:

- It boosts active lifestyles, 66% of bike share users report physical health benefits, and 41% report mental health benefits from using a scheme.
- It re-engages lapsed cyclists, 59% of scheme users said it was the catalyst to them cycling again.
- It reduces car use, 41% of bike share users said they reduced their car use after joining a scheme.

Car sharing allows members to hire a car by the hour or by the day and, unlike traditional car rental, the vehicles are located more conveniently, often in on street parking bays and can be accessed with a smart card or a phone.

- The vehicles are better for the environment, with emissions 37% lower than the average UK car.
- It makes much more efficient use of cars and so requires far fewer of them to fulfil journey needs. Private cars do not move for c.95% of the time and only around 15% are ever in use at any one time.<sup>1</sup>
- It leads to a reduction in private car ownership and use, with each car club car taking 10 private cars off the roads.

Ride sharing, where two or more people share the same vehicle for the same trip, increases car occupancy levels using existing assets, existing journeys and existing infrastructure, which has a positive impact on reducing carbon emissions.

- It is estimated to prevent an additional 1.1 million vehicle kilometers and save more than 118 tonnes of CO<sub>2</sub> each working day in Scotland.
- More than 20% of employees of large organisations could ride share with the right programme of incentives.
- It is estimated that ride sharing the commute to work can reduce stress in over 40% of people.

<sup>1</sup> <https://www.creds.ac.uk/wp-content/uploads/CREDS-Shared-mobility-comm-report-WEB.pdf>



# A GREENER SCOTLAND

## OUR ASKS

- Mainstream shared transport across all areas of Scottish Government policy, in recognition of the significant role of shared transport in delivering decarbonisation of transport and meeting the challenge of net zero.
- In line with the recommendations of the Committee on Climate Change, monitor car occupancy levels and introduce a target to increase occupancy from current levels of 1.6 to 1.7 by 2030, and to 1.9 by 2050.
- Introduce e-scooter trials in Scotland, as part of a considered and positive micromobility agenda.
- Embed shared transport and mobility hubs in the new NPF4 and work with Scotland's 32 local authorities to create a network of mobility hubs across the country.
- Commission new research into the barriers to uptake of shared transport and the behavioural shifts required to encourage people out of private cars and into shared modes.
- In line with the Scottish Government's target to electrify the public sector fleet by 2025, require public authorities to review the utilisation of their fleets with a view to cutting mileage and carbon emissions and encourage the private sector to follow suit.

Transport is Scotland's most polluting sector, accounting for more than a third of greenhouse gas emissions. It is the only sector which is still to experience any meaningful decline, in large part due to the reliance on private cars and road transport. The largest source of transport emissions in Scotland is cars.

Since 2011 the distance travelled by car in Scotland has increased by 8%. Scots travelled 36.4 billion kilometers by car in 2018. By 2037, the Scottish Government forecasts that car trips will be more frequent and longer, with 25% more car trips and a 37% increase in the distance people will drive.<sup>2</sup>

2 <https://www.transport.gov.scot/media/43316/transport-forecasts-2018.pdf>

3 <https://spice-spotlight.scot/2020/12/16/back-to-the-future-reducing-car-travel-in-scotland>

4 <https://www.sustrans.org.uk/media/5531/final-reducing-car-use-report.pdf>

Covid-19 has had a profound impact on our travel patterns, and although it is difficult to predict what the changes will be in the longer term, a recent study by the RAC found that the majority of motorists say they will use public transport less in the future as a result of the pandemic, and instead rely on private transport.<sup>3</sup>

Shared transport can help achieve net zero carbon emissions as it enables people to use transport without the need to own it, shifting to services such as car sharing, bike share and shared rides – which have a lower impact on the environment and transport infrastructure.

## THE CLIMATE CHALLENGE

The Scottish Government's updated climate change plan, published in December 2020, sets out bold actions aimed at helping meet emissions reduction targets up to 2032, including a new commitment to reduce car kilometres by 20% and the phasing out of new petrol and diesel cars by 2030.

We welcome the Scottish Government's pathway to reduce transport emissions by 2032. It is the route that Scotland must follow. However, setting ambitious targets is only part of the answer. In order to achieve a 75% reduction in emissions by 2030 and net zero emissions by 2045, we need to make radical changes to our transport system now.

It is clear that if we are to address serious environmental challenges such as climate change, air pollution and congestion, Scotland needs not only cleaner cars, but fewer cars. However, there is a risk that the measures being put in place could risk alienating members of the public and exacerbate existing inequalities, particularly where public transport does not provide a practical alternative.

People have to be encouraged, and not forced, to give up their private cars. A YouGov survey of Glasgow and Edinburgh residents' attitudes towards transport showed that 70% of people think that it should be possible for everyone to undertake their most frequent journeys without a car.<sup>4</sup> However, existing behaviours and the difficulty of moving away from private car ownership is a barrier to change. Government has to make it easier for people to make these

changes by creating a system that integrates public and shared transport that can replace private car ownership.

One way to achieve this is to invest in mobility hubs. As highlighted in the Scottish Government's Strategic Transport Projects Review 2, mobility hubs could contribute to the goal of '20 minute neighbourhoods' which enable people to live, learn, and meet their needs within a 20 minute walk of their home and build on the trend to live and work locally brought about by the pandemic.<sup>5</sup>

## THE POTENTIAL OF SHARED TRANSPORT

CoMoUK has conducted research into shared transport modes in Scotland which shows dramatic levels of potential. It was found that there are 634,000 households in Scotland that could potentially switch from car ownership to car club membership. Switching them would save 87,000 tonnes of carbon per year through reduced mileage and the cleaner vehicles in car club fleet. This is the equivalent of powering over 30,000 homes for a year.

Bike sharing offers the potential to switch out 5km or shorter car trips across Scotland to cycling, saving another 64,000 tonnes of carbon per year without all those participating needing to buy, maintain or store their own bike. In addition, it was found that 49% of commuter car trips in Scotland could be shared. This would save even more carbon (135,000 tonnes per year) based on all those currently driving to work in Scotland sharing the trip with one other person.<sup>6</sup>

Although shared e-scooters are not yet legal on the UK's roads, there are over 30 trials underway in towns and cities across England. CoMoUK is learning from these trials and although a full picture is not yet known, e-scooter operators are reporting high levels of utilisation. There is however, some international evidence that e-scooters may have the potential to reduce private car use. For example, an evaluation of an e-scooter trial in the city of Portland, Oregon, found that 34% of residents (and 48% of visitors) used an e-scooter instead of a car. In the city of Lisbon, 21% of riders reported that their last e-scooter trips would have previously been done by car or taxi.<sup>7</sup>

Shared transport and mobility hubs can play a critical role in enabling people to travel sustainably and in particular to not own a car, which in turn will be key to achieving the Scottish Government's ambitious climate change targets. The Scottish Government must seize this opportunity and embrace shared transport to help decarbonise the transport sector and drive a green recovery from Covid-19.

5 <https://www.transport.gov.scot/media/49056/stpr2-phase-1-ast-project-5-mobility-hubs-3-feb-2021.pdf>

6 <https://como.org.uk/wp-content/uploads/2020/03/CoMo-Scotland-Vision-Summary-Final-Final.pdf>

7 <https://como.org.uk/shared-mobility/shared-scooters/why/>

“Since joining the car club I have travelled by car considerably less. I have done this by using public transport & car sharing. I have driven approximately 10,000 fewer miles this year with the car club, compared to when I owned a car.

“I mainly use the bike share scheme to replace short car and bus journeys around Glasgow and Stirling. I do this to create less carbon emissions from my travel and to have greater flexibility about when I make these journeys. It's cheaper than getting a bus or train and easier to park than a car.

“I have started to use electric vehicles which I had not done until joining the car club. Overall I find it more practical, sustainable, affordable and a great way of moving around the city and beyond.



## WHAT ARE MOBILITY HUBS?



Mobility hubs are highly visible, safe and accessible spaces where public, shared and active travel modes are co-located alongside improvements to the local environment and, where relevant, provide enhanced community facilities.

There is no 'one-size fits all' design. Hubs come in a range of sizes and locations, for example in the city centre, transport corridors, business parks, housing developments, suburban areas, small market towns, villages and tourism hubs.

Hubs can include a variety of features, they bring together public transport stops for buses, trams and trains with shared bikes, car clubs, vehicle charging points, bike racks and walking and cycling routes.

They can also include community facilities such as cafés, package collection points, green space, fitness areas and WiFi and phone charging – all with covered waiting areas, real-time journey planning information and disabled access.

Mobility hubs have the power to transform the provision of sustainable transport options across Scotland and accelerate decarbonisation significantly. Their benefits include:

- Less congestion and a greener environment - they reduce the dominance of the private car and associated problems of congestion, carbon emissions, air quality and social exclusion.
- Convenience and choice – the option of multi-modal trips with the possibility of seamless switches and improved links between different layers of transport.
- Improved public transport network – plugging the gaps to deliver 'first or last mile' connections to the nearest bus or railway services.
- Safety and better accessibility - mobility hubs offer a safer and more comfortable dwell time which will lead to improved access for more vulnerable users.



# A FAIRER SCOTLAND

## OUR ASKS

- Provide multi-year funding to help rural bike share and car share schemes become more financial sustainable and enable longer-term planning.
- Invest in social inclusion car share and bike share initiatives, and increase access to shared transport in areas of multiple deprivation.
- Building on the Scottish Government's Travel Better Voucher scheme, offer a comprehensive package of mobility credits targeted specifically at disadvantaged and rural communities.
- Create an attractive, modern and efficient bus network by integrating flexible, on-demand services.
- Invest in new charge points to explicitly support the growth of electric vehicle car clubs in communities across Scotland.

Access to transport has a pivotal impact on our lives. It enables us to get to work, education or training, provides access to vital services and allows us to see friends and take part in leisure activities.

Yet too often, people on low incomes are prevented from accessing opportunities and services due to affordability and availability issues, often contributing to and intensifying the experience of poverty. According to Sustrans, there are over 1 million people in Scotland who live in areas at high risk of 'transport poverty'.<sup>8</sup>

Families with lower incomes are more likely to be dependent on bus services, which may restrict their opportunities due to the cost of travel and a lack of flexibility in destinations and timings. This can have a profound impact and create barriers to education, employment, accessing services and social opportunities.

Similarly, pedestrian casualties, air pollution, and busy roads cutting through

8 <https://www.sustrans.org.uk/our-blog/research/all-themes/all/transport-poverty-in-scotland>

9 <https://www.gov.scot/publications/cleaner-air-scotland-2-environmental-report/pages/10/>

10 <https://www.cycling.scot/news-article/environmental-factors-increasingly-important-to-people-in-scotland-according-to-new-cycling-research>

11 <https://www.transport.gov.scot/media/47052/national-transport-strategy.pdf>

residential neighbourhoods all disproportionately affect more disadvantaged communities.<sup>9</sup> The fear of traffic inhibits walking and cycling, as do barriers to purchasing a bike, such as cost and storage, worsening already low levels of inactivity and poorer health.<sup>10</sup> Scotland's over-reliance on private car use is driving up emissions and affecting the quality of the air we breathe. This disproportionately affects our most disadvantaged communities and most vulnerable citizens.

Scotland's rural communities also face specific transport challenges. With low population densities, poor connectivity and a lack of public transport options, rural areas have become highly car dependent. Accessing essential services such as health care can be challenging and living without a car in rural areas can be isolating. For many people in rural areas, private cars are seen as the most convenient mode of travel. Satisfaction with public transport is 79% in large urban areas compared to just 48% in accessible rural areas.<sup>11</sup>

To address some of these issues, there needs to be a fundamental re-examination of the current approach towards transport provision, both in areas of high multiple deprivation and rural Scotland.

Shared transport modes can help tackle a range of socio-economic barriers such as transport poverty, by offering lower cost options of getting around. Car clubs, bike share and ride sharing offer the choice of flexible journey access without the up front cost and practical barriers of owning a car or bike including finance for cars, MOTs, insurance, road tax, parking costs and storage and maintenance for bikes.

The Bikes for All initiative in Glasgow, which was pioneered by CoMoUK and delivered by local partners, is the UK's first social inclusion bike share project. It focuses on low income and marginal communities, and aims to address a range of issues including transport poverty, improving health and wellbeing, and reducing inequalities. The initiative has been very effective in encouraging participation in cycling among under-represented groups and minority communities. Almost half (49%) of the participants identified as Black and minority ethnicity (BME) and 61% were from the most deprived 20% of communities in Scotland.

In contrast, the percentage of people cycling from the 20% least deprived areas in Scotland is much higher than the 20% most deprived areas (16% compared to 6%). Bike ownership is also closely related to household income; 60% of Scottish households earning £40,000 or more have access to a bike compared with just 16% of households earning less than £10,000.<sup>12</sup>

Prior to the pandemic, bus travel was in decline, with the number of bus journeys falling by around 100 million since 2008.<sup>13</sup> As we emerge from the pandemic, there are a number of options to change the way people travel for the better.

‘Flexible bus’ (or ‘demand responsive transport’) can improve public transport efficiency and therefore reduce private car dependency, particularly in rural areas and places currently poorly served by public transport. It would match up the increasingly empty spaces on buses with the very people who need those services, at the time and place they need them. People in urban and rural areas whose services may have been reduced or removed altogether, could use technology to ‘order’ a bus, which could then be used right across their community. With many services currently struggling to attract passengers, now is the time to think innovatively and introduce schemes that can benefit passengers in all communities across Scotland and secure vital transport links.

Shared transport is popular and growing in Scotland, and has the potential to help create a more sustainable, inclusive, safe and accessible transport system for everyone, to make our country fairer and more prosperous for all of our communities.

Further investment is required to develop shared modes in areas of multiple deprivation and rural Scotland, where they could have an even greater impact. Crucially, policy makers, government, local authorities, regional transport partnerships and transport operators should engage directly with these communities and empower them to develop the solutions that work for them to improve connectivity, drive inclusive growth, improve wellbeing and achieve better transport outcomes.

<sup>12</sup> [https://www.gcph.co.uk/assets/0000/7743/Bikes\\_for\\_All\\_evaluation\\_report.pdf](https://www.gcph.co.uk/assets/0000/7743/Bikes_for_All_evaluation_report.pdf)

<sup>13</sup> <https://www.transport.gov.scot/media/45852/sct09199889061.pdf>

“used to own a bike but had to sell it because there’s no safe place to store a bike when living in a tenement flat. I can’t drive and don’t want to use public transport during covid so the hire bikes are a convenient alternative.

“took the plunge and decided to learn to ride a bike, as an adult, in 2019. I made good use of the Just Eat bikes in Edinburgh, without such easy and affordable access to a bike, and lots of great cycle routes in the city, I probably wouldn’t have taken to cycling. Now I’m traveling up to 30 miles using my own bike and absolutely love it.

“We joined the car club instead of replacing our old family car with a new one. This has saved us that big cost and also means we have a clean, new car nearby when we need one.







# A HEALTHIER SCOTLAND

## OUR ASKS

- Support the development and implementation of an NHS Scotland shared transport national action plan, which integrates new and existing shared transport options, to reduce greenhouse gas emissions and revolutionise NHS staff, supplier, patient and visitor travel.
- Create a mobility hub in every major NHS and social care site.
- Create pilot prescription cycling programmes in areas of poor health, where there is a bike share scheme, to help reduce obesity levels in patients and improve health outcomes.

Two thirds of adults in Scotland are overweight or obese – the highest level in the UK and one of the highest in the world. The annual cost of treating conditions associated with obesity is estimated to range from £363 million to £600 million in Scotland. The total annual cost to the Scottish economy is thought to be between £0.9 billion and £4.6 billion.<sup>14</sup>

A further public health challenge of no less significance is that of mental health which has been exacerbated for many people by their experience of Covid-19. Public Health Scotland estimates that 1 in 4 people in Scotland experience a mental health problem at some point in their lifetime and at any one time approximately 1 in 6 people have a mental health issue.<sup>15</sup> The economic costs of mental health are estimated to cost Scotland £10.7 billion.<sup>16</sup>

Shared transport can play an important role in averting the public health crisis by creating new opportunities for people to participate in active travel through the promotion of bike share schemes, the opportunity for significant modal shift as a result of car sharing, and for greater social interaction through ride sharing. There is also a potential role for GPs to prescribe cycling for patients who are

<sup>14</sup> <https://www.gov.scot/publications/obesity-indicators/pages/2/>

<sup>15</sup> <http://www.healthscotland.scot/health-topics/mental-health-and-wellbeing/overview-of-mental-health-and-wellbeing>

<sup>16</sup> <https://www.gov.scot/publications/scotlands-public-health-priorities/pages/6/#:~:text=Mental%20health%20problems%20are%20estimated,economic%20outputs%20and%20human%20costs>

overweight or obese to help increase activity levels and help treat conditions such as Type 2 diabetes. Studies have shown that e-bikes in particular are effective in combating Type 2 diabetes, as it is an accessible and milder form of exercise compared to cycling a pedal bike.

Air pollution is estimated to cause 2,000 premature deaths in Scotland every year.<sup>17</sup> Reducing air pollution isn't just good for the respiratory system, it kicks into effect a behavioural change which benefits physical and mental health on a potentially enormous scale.

Shared transport can support the forthcoming Cleaner Air for Scotland 2 Strategy and improve air quality, as it promotes mode shift towards active travel. In Scotland, 41% of bike share users said they reduced their car use after joining a bike share scheme, with 51% of e-bike share users using their cars less often. Shared transport reduces the overall number of vehicles on our roads, with each car club car replacing 10 private cars, and it reduces the proportion of older, more polluting vehicles.

The public health benefits of shared transport are clear. Bike share boosts more active lifestyles. In Scotland, 66% of bike share users report physical health benefits, and 41% report mental health benefits as being the reasons they chose to use a scheme. Almost half (49%) of users said that their bike share scheme had contributed to them reaching the Government's recommended 2.5 hours a week or more of moderate or vigorous physical activity in the last week, with 23% reporting that it was 'all' or a 'major part' of the physical activity they had done.

Car sharing accelerates modal shift. For example, 16% of car club users walked more, 10% cycled more and 26% cut their private car use since joining a car club.

In a survey of 850 members of the ride sharing platform Liftshare, over 44% of respondents said that ride sharing had made their journey to work less stressful.<sup>18</sup>

The pandemic has exacerbated the need to think about how we can all live healthier lives. We need to prioritise health and wellbeing to ensure that the green recovery also makes people's lives better and improves public health, as well as tackling climate change.

<sup>17</sup> <https://www.gov.scot/publications/cleaner-air-scotland-2-draft-air-quality-strategy-consultation/>

<sup>18</sup> <https://business.liftshare.com/health-and-wellbeing/44-2-liftshare-members-say-car-sharing-made-journey-work-less-stressful/>

“The car club has helped me combine my daily walking routine of exercise with green use of a vehicle in my city.

“The bike share scheme has helped me immensely with my mental and physical health. I had my last bike stolen from outside my flat and can't afford to buy a new one, and having access to these bikes in a way that is affordable and still allows me to get out for fresh air and exercise has been so valuable - especially during lockdown - for getting me outdoors and active.

“The bike share scheme has really helped my mental health. I have been working from home during the pandemic and it has been a great way to break up the day and explore my city from a different angle.



CoMoUK is the national charity dedicated to the public benefit of shared transport (charity no. SC044682). We are a collective body for shared transport operators, and work across the car share, bike share, lift share, e-scooter and flexible bus sectors. We want transport to be cleaner, safer, healthier, greener, cheaper, more convenient, and more inclusive.

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