



## **HITRANS People and Place Programme/Transport for Employment Programme Media Pack**

Congratulations on receiving a grant award from HITRANS' People and Place Programme or Transport for Employment Programme. We look forward to working with you to help more people across the HITRANS region benefit from active travel and public transport.

Since 2024, Transport Scotland has managed the annual People and Place Programme on behalf of the Scottish Government to increase the number of people walking, wheeling, cycling and using public transport for their everyday journeys.

A national overview of this behaviour change fund is available on Transport Scotland's [website](#).

HITRANS is one of seven Regional Transport Partnerships delivering the People and Place Programme on behalf of Transport Scotland.

Details of HITRANS' People and Place Programme can be found on our [website](#), including our 5-year Active Travel and Sustainable Transport Behaviour Change Strategy prioritising activities. You can read it [online](#).

Programme objectives:

- Improve the availability of transport options for parents to access training and employability opportunities.
- Address and reduce employability barriers related to transport, including affordability and accessibility.
- Increase earned incomes for families by reducing transport barriers to employment, thereby contributing to tackling child poverty.

In April 2026, the Transport for Employment Programme is being distributed across Scotland's seven Regional Transport Partnerships (RTPs) on behalf of Transport Scotland.

The primary focus of the funding is improving transport to employment (both increasing transport options and reducing transport costs) to reduce child poverty by supporting more parents into fair, well paid jobs. The scope also extends beyond this and recognises the role that access to healthcare (as a service and as an employer) can play.

### **Grant acknowledgement**

Please acknowledge your grant using the following statement in your communications.

#### **People and Place Programme**

Supported through the Scottish Government funded People and Place Programme, managed by HITRANS, to increase walking, wheeling and cycling and public transport for everyday journeys.

#### **Transport for Employment Programme**

This work is part of a £19 million Scottish Government investment announced as part of the Tackling Child Poverty Delivery Plan, which will support measures to address the affordability, accessibility and availability barriers of transport to employment, helping to address the cost of living crisis and child poverty by saving people money in travelling to work and opening up opportunities for employment and skills training that will increase household incomes.

The name HITRANS is written in capitals and can also be written in full as Highlands and Islands Transport Partnership or Highlands & Islands Transport Partnership.

### **Logos**

Both the HITRANS and Transport Scotland logos need to be used to acknowledge the funding and cannot be altered in anyway. Please place these logos somewhere that's easily visible on your website and communications materials such as newsletters, reports, leaflets, brochures, banners, posters, invitations and social media posts. You can download these from our online [Resources page](#).



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SCOTLAND**  
CÒMHDHAIL ALBA

## **Media releases**

The following information can be used in media releases.

## **Notes to Editor**

### **About HITRANS**

Highlands and Islands Transport Partnership (HITRANS) is the statutory Regional Transport Partnership for the Highlands and Islands of Scotland. Working with its five constituent Councils (Highland Council; Moray Council; Orkney Islands Council; Western Isles Council and Argyll and Bute Council) and key partners including Transport Scotland, HITRANS is charged with developing and delivering a regional transport strategy and promoting improvements to the transport services and infrastructure networks that serve the region. Find out more on the HITRANS [website](#).

### **About Transport Scotland's People and Place Programme**

In 2024 Transport Scotland funded Scotland's seven Regional Transport Partnerships to increase the number of journeys made by walking, wheeling or cycling and public transport rather than by private car.

The 2026/27 HITRANS People and Place Programme funding allocation is £1.9 million. The allocation of funds in 2025/26 for HITRANS was £2.48 million of the £23.45 million budget. During 2024/25 HITRANS received £1.8 million from this sustainable transport programme. Find out more on the HITRANS [website](#).

### **About the Transport for Employment Programme**

In April 2026, the Transport for Employment Programme is being distributed across Scotland's seven Regional Transport Partnerships (RTPs) on behalf of Transport Scotland.

This work is part of a £19 million Scottish Government investment announced as part of the Tackling Child Poverty Delivery Plan, which will support measures to address the affordability, accessibility and availability barriers of transport to employment, helping to address the cost of living crisis and child poverty by saving people money in travelling to work and opening up opportunities for employment and skills training that will increase household incomes. HITRANS has been allocated £1 million from this fund.

### Media release quote

HITRANS staff can also provide a quote for any of your news stories. If you are planning a launch, key announcement or interesting activity then it may be appropriate to include a quote from Transport Scotland. This will take a minimum of two weeks to be arranged. Contact [Emily Bowie](#), Project Manager – People and Place Programme with HITRANS if you want a Transport Scotland quote.

If you are giving media interviews about your project, please mention that your project receives People and Place Programme funding from Transport Scotland.

### Contacting the media

Sharing your work regularly with your local newspapers, websites, TV and radio stations will help to raise awareness of your project; the benefits of active travel and public transport; and the impact of your work within your local community.

We have provided a list of useful media contacts to help you share your work on an ongoing basis. Photographs with a paragraph about your activities or human-interest stories are always of interest too.

### Media contacts

Publication	Email
<b>Press and Journal Inverness</b>	alberto.molina@pressandjournal.co.uk
	michelle.henderson@pressandjournal.co.uk
	Alex.banks@dcthomson.co.uk
<b>Press and Journal Moray</b>	sean.mcangus@pressandjournal.co.uk
	david.mackay@pressandjournal.co.uk
<b>Press and Journal general</b>	livenews@ajl.co.uk
	pj.newsdesk@ajl.co.uk
<b>Press and Journal print</b>	marc.thomson@dcthomson.co.uk

	kagordon@dcthomson.co.uk
	jenna.scott@dcthomson.co.uk
<b>Press and Journal features</b>	sarah.bruce@pressandjournal.co.uk
<b>Press and Journal Oban</b>	louise.glen@pressandjournal.co.uk
<b>Inverness Courier</b>	andy.dixon@hnmedia.co.uk
	scott.maclennan@hnmedia.co.uk
	val.sweeney@hnmedia.co.uk
	newsdesk@hnmedia.co.uk
	sarah.fyfe@hnmedia.co.uk
<b>Highland Times</b>	info@thehighladntimes.com
<b>Northern Scot</b>	craig.christie@hnmedia.co.uk
	newsdesk@northern-scot.co.uk
<b>Inside Moray</b>	editor@InsideMoray.com
<b>Forres Gazette</b>	newsdesk@forres-gazette.co.uk
<b>Strathspey and Badenoch Herald</b>	gavin.musgrove@hnmedia.co.uk
<b>Ross-shire Journal</b>	hector.mackenzie@hnmedia.co.uk
<b>Caithness Courier</b>	david.scott@hnmedia.co.uk
	alan.hendry@hnmedia.co.uk
<b>West Highland Free Press</b>	Michael.russell@whfp.co.uk

	editor@whfp.co.uk
<b>The Orcadian</b>	newsroom@orcadian.co.uk
	mark@orcadian.co.uk
	tom@orcadian.co.uk
	sarah@orcadian.co.uk
<b>The Orkney News</b>	<a href="https://theorkneynews.scot/contact/">https://theorkneynews.scot/contact/</a>
<b>Oban Times</b>	bhossack@obantimes.co.uk
	editor@obantimes.co.uk
	editor@wyvexmedia.co.uk
<b>This is Islay</b>	thisisislay@gmail.com
<b>This is Oban</b>	hello@thisisoban.com
<b>Argyll Advertiser</b>	editorial@argyllmedia.co.uk
<b>West Coast Today</b>	contactus@westcoasttoday.co.uk
<b>Helensburgh Advertiser</b>	andrew.galloway@newsquest.co.uk
<b>Argyll Bute24</b>	editorial@argyllmedia.co.uk
<b>Dunoon Observer &amp; Argyllshire Standard</b>	editorial@argyllmedia.co.uk
<b>Ullapool News</b>	editorial@theullapoolnews.co.uk

<b>Westword</b>	editor@westword.org.uk
<b>Scottish Beacon</b>	hello@scottishbeacon.com
<b>The Ileach</b>	theileach@ileach.co.uk
<b>Rudhach Magazine</b>	rudhach@outlook.com
<b>De tha Dol</b>	dethadol@harrisvs.org.uk
<b>Fios</b>	fios@sporsnis.co.uk
<b>Loch a Tuath News</b>	latneditor2@outlook.com
<b>Black Isle Chatterbox</b>	editor.chatterbox@gmail.com
<b>Stornoway Gazette</b>	newsdesk@stornowaygazette.co.uk murraymacleod123@gmail.com
<b>Am Pàipear</b>	editor@ampaipear.org.uk
<b>Hebrides News</b>	info@hebridesnews.co.uk
<b>We Love Stornoway</b>	fred@hebevents.com mairi@welovestornoway.com
<b>TV</b>	iain.macinnes1@bbc.co.uk nicola.mcalley@stv.tv

	stvnews@stv.tv
	Scotland.planning@bbc.co.uk
<b>Radio</b>	
<b>BBC Radio Highland (Inverness)</b>	jennifer.bowey.ext@bbc.co.uk
	chris.maclennan@bbc.co.uk
	Andrew.thomson@bbc.co.uk
	inverness.news@bbc.co.uk
	eilidh.davies@bbc.co.uk
<b>BBC Argyll</b>	andreas.wolff@bbc.co.uk
<b>BBC Gaelic</b>	angus.macdonald2@bbc.co.uk
	innes.munro@bbc.co.uk
	maggie.mackinnon@bbc.co.uk
	norman.campbell@bbc.co.uk
<b>BBC Orkney</b>	adam.harcus@bbc.co.uk
	radio.orkney@bbc.co.uk
<b>BBC online</b>	steven.mckenzie@bbc.co.uk
<b>BBC Radio Scotland Out of Doors</b>	rachel.stewart.ext@bbc.co.uk
<b>MFR</b>	news@mfr.co.uk
	liam.ross@bauermedia.co.uk
<b>Argyll FM</b>	info@argyllfm.com
<b>Isles FM</b>	studio@isles.fm

<b>Radio Skye</b>	news@radioskye.com
<b>Radio Wester Ross</b>	info@radiowesterross.scot
<b>Speysound</b>	studio@speysound.com
<b>Loch Broom FM</b>	radio@lochbroomfm.co.uk
<b>Nevis Radio</b>	studio@nevisradio.co.uk

## MP, MSP, councillors and community councillors

It is also worthwhile contacting your local MP, MSP, councillor and community council to update them on your project and invite them to meet your staff, volunteers and participants or join an event.

Find you [MP](#)

Find your [MSP](#)

Find your Councillor:

[Highland Council](#)

[Moray Council](#)

[Orkney Islands Council](#)

[Argyll and Bute Council](#)

[Comhairle Nan Eilean Siar](#)

Find your [Community council](#)

## Themed days

Themed days, weeks and months can be used to share stories about your work.

<b>Themed month, week or day</b>	<b>Date</b>
<a href="#">Big Walk and Wheel</a>	16-27 March
<a href="#">Earth Day</a>	22 April
<a href="#">National Walking Month</a>	May
<a href="#">Walk to School Week</a>	18-22 May
<a href="#">World Bicycle Day</a>	3 June
<a href="#">World Environment Day</a>	05 June
<a href="#">Bike Week</a>	9-15 June
<a href="#">Day of Movement</a>	18 June
<a href="#">Clean Air Day</a>	18 June

<a href="#">Catch the Bus Month</a>	September
<a href="#">International Day of Clean Air for Blue Skies</a>	7 September
<a href="#">European Mobility Week</a>	16-22 September
<a href="#">Scotland's Climate Week</a>	29 September – 5 October
<a href="#">International Walk to School Month</a>	October
<a href="#">International Day of Older Person</a>	01 October
<a href="#">Travelwise Week</a>	16-22 September
<a href="#">Road Safety Week</a>	16-22 November
<a href="#">World Sustainable Transport Day</a>	26 November

### **Social media**

Please tag HITRANS and Transport Scotland in your social media posts regarding any work funded through your People and Place Programme award. You can use the hashtag **#activetravel**

#### **HITRANS accounts:**

**X:** @HITRANS\_RTP

**LinkedIn:** @HITRANS

**Bluesky:** @hitrans.bsky.social

#### **Transport Scotland accounts:**

**LinkedIn:** @TransportScotland

**Facebook:** @TransportScotland

**Instagram:** @transportscotland

Thank you for your support promoting active travel and public transport.