



HITRANS People and Place Programme/Transport to Employment Programme Media Pack

Congratulations on receiving a grant award from HITRANS' People and Place Programme or Transport to 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](#).

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

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.

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 to 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 People and Place Programme funding, while the Transport to Employment funding also requires the Scottish Government logo to be included. These logos 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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Scottish Government

Riaghaltas na h-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
Press and Journal Inverness	alberto.molina@pressandjournal.co.uk
	michelle.henderson@pressandjournal.co.uk
	Alex.banks@dcthompson.co.uk

Press and Journal Moray	sean.mcangus@pressandjournal.co.uk
	david.mackay@pressandjournal.co.uk
Press and Journal general	livenews@ajl.co.uk
	pj.newsdesk@ajl.co.uk
Press and Journal print	marc.thomson@dcthomson.co.uk
	kagordon@dcthomson.co.uk
	jenna.scott@dcthomson.co.uk
Press and Journal features	sarah.bruce@pressandjournal.co.uk
Press and Journal Oban	louise.glen@pressandjournal.co.uk
Inverness Courier	andy.dixon@hnmedia.co.uk
	scott.maclennan@hnmedia.co.uk
	val.sweeney@hnmedia.co.uk
	newsdesk@hnmedia.co.uk
	sarah.fyfe@hnmedia.co.uk
Highland Times	info@thehighladntimes.com
Northern Scot	craig.christie@hnmedia.co.uk
	newsdesk@northern-scot.co.uk
Inside Moray	editor@InsideMoray.com
Forres Gazette	newsdesk@forres-gazette.co.uk

Strathspey and Badenoch Herald	gavin.musgrove@hnmedia.co.uk
Ross-shire Journal	hector.mackenzie@hnmedia.co.uk
Caithness Courier	david.scott@hnmedia.co.uk
	alan.hendry@hnmedia.co.uk
West Highland Free Press	Michael.russell@whfp.co.uk
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	mark@orcadian.co.uk
	tom@orcadian.co.uk
	sarah@orcadian.co.uk
The Orkney News	https://theorkneynews.scot/contact/
Oban Times	bhossack@obantimes.co.uk
	editor@obantimes.co.uk
	editor@wyvexmedia.co.uk
This is Islay	thisisislay@gmail.com
This is Oban	hello@thisisoban.com
Argyll Advertiser	editorial@argyllmedia.co.uk
West Coast Today	contactus@westcoasttoday.co.uk

Helensburgh Advertiser	andrew.galloway@newsquest.co.uk
Argyll Bute24	editorial@argyllmedia.co.uk
Dunoon Observer & Argyllshire Standard	editorial@argyllmedia.co.uk
Ullapool News	editorial@theullapoolnews.co.uk
Westword	editor@westword.org.uk
Scottish Beacon	hello@scottishbeacon.com
The Ileadh	theileach@ileach.co.uk
Rudhach Magazine	rudhach@outlook.com
De tha Dol	dethadol@harrisvs.org.uk
Fios	fios@sporsnis.co.uk
Loch a Tuath News	latneditor2@outlook.com
Black Isle Chatterbox	editor.chatterbox@gmail.com
Stornoway Gazette	newsdesk@stornowaygazette.co.uk
	murraymacleod123@gmail.com
Am Pàipear	editor@ampaipear.org.uk

Hebrides News	info@hebridesnews.co.uk
We Love Stornoway	fred@hebevents.com
	mairi@welovestornoway.com
TV	iain.macinnes1@bbc.co.uk
	nicola.mcalley@stv.tv
	stvnews@stv.tv
	Scotland.planning@bbc.co.uk
Radio	
BBC Radio Highland (Inverness)	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
BBC Argyll	andreas.wolff@bbc.co.uk
BBC Gaelic	angus.macdonald2@bbc.co.uk
	innes.munro@bbc.co.uk
	maggie.mackinnon@bbc.co.uk
	norman.campbell@bbc.co.uk
BBC Orkney	adam.harcus@bbc.co.uk
	radio.orkney@bbc.co.uk
BBC online	steven.mckenzie@bbc.co.uk

BBC Radio Scotland Out of Doors	rachel.stewart.ext@bbc.co.uk
MFR	news@mfr.co.uk
	liam.ross@bauermedia.co.uk
Argyll FM	info@argyllfm.com
Isles FM	studio@isles.fm
Radio Skye	news@radioskye.com
Radio Wester Ross	info@radiowesterross.scot
Speysound	studio@speysound.com
Loch Broom FM	radio@lochbroomfm.co.uk
Nevis Radio	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.

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

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