



RESEARCH AGENDA

ABOUT FARE CITY //

Fare City is an award-winning London-based think tank and social enterprise. Our aim is to co-create fairer cities by promoting more accessible, equitable, and sustainable city transport. Our team of built environment professionals uses an evidence-based approach that strives to empower city users to make reasoned mobility choices that are right for them and others. Our founding values of empathy, inclusivity, and integrity inform how we work, while we recognise that collaboration with like-minded organisations is fundamental in helping us to achieve our aim.

STATEMENT OF PURPOSE //

About our research agenda

We strive to deliver considered, robust, and impactful research in response to some of the biggest challenges – and opportunities – facing our cities. From award-winning research examining the potential of city space and the use of innovative modes of transport to tangible projects endorsed by policymakers as pioneering, our work delivers for our stakeholders.

Our agenda focuses on innovation and collaboration, as we work with our stakeholders to not only identify new policy areas but also leverage latent potential within those that currently exist. Our work effects change at an individual, institutional, and infrastructural level, which we capture using social measurement tools, thereby ensuring that we deliver maximum social value for our stakeholders.

Thematic Framework

Our thematic framework is a high-level tool that enables us to identify whether a broader research area, for example, ‘cycle parking in London’, can be developed into a specific policy question, such as ‘How can local councils increase the number of cycle hangars in London?’, as the basis for a research proposal. The framework aims to consider how these policy questions may be researched and answered.

Proposal Framework

Our proposal framework takes a more granular approach to test the feasibility of any research proposal. It helps us to consider the context of a research proposal, as well as whom the research will engage with or impact, how it will be conducted, how it may be funded and why.

Reviewing our agenda

Once feasible research proposals are developed, we undertake two rounds of reviews. The first internally, with our experienced advisory board, and the second externally, with relevant stakeholders, such as our patrons, local policymakers, and potential funders. We believe that this ensures that our research is relevant and strengthens its potential value. Our work will be subject to ethical benchmarking, as well as ongoing monitoring throughout the research project lifecycle, in accordance with a project ethics statement.

Communicating our agenda

Our agenda will be shared among our stakeholders using a variety of means. We may meet in person or online to present and discuss our ideas, individually, or at stakeholder roundtables or focus groups. We may share our agenda in emails and collate feedback via online surveys, or we may interact with stakeholders through social media. Communicating our agenda effectively will help us to further test the relevance and robustness of our ideas, ensuring that our work is positioned to deliver tangible social value.

Ethical research

Our research is governed by our Code of Practice and is subject to a series of checks as part of our ethics review. Our code is integral to the way we approach our work and enables us to produce high-quality research that is sensitive to the environment in which we operate. Our ethics review critiques research proposals on a case-by-case basis to ensure that any issues are identified early, and remedial measures are implemented as necessary

OUR PROJECTS //

Our current research agenda comprises a blend of new and developed projects that correspond to our five key themes while responding to a range of policy areas, both of which have been outlined below:

Key themes

- Equitable modal shift
- Air quality and decarbonisation
- Accessible public realms
- Placemaking and identity
- Sustainable urban infrastructure

Project 01: Cleaner Air Market

Fare City and our project partners piloted the UK's first Cleaner Air Market at London's Maltby Street Market in June 2022. The project enabled the traders of a working market to switch to zero tailpipe emission modes of transport for a full market weekend, which effectively reduced local air pollution, decarbonised market day trips, and improved customer accessibility via accessible signage. Fare City will incorporate the lessons learnt to develop and deliver a blueprint setting out how other city markets can make the switch to Cleaner Air Markets. For more information on this project, contact: rich.l@farecity.org

Key Themes

Equitable modal shift, Air quality and decarbonisation, Accessible public realms, Place making and identity.

Policy Areas

DfT Transport Decarbonisation Plan 2030 mode shift targets, TfL MTS 2041 mode shift targets, GLA Net zero-carbon by 2030, WHO 2021 Air Quality Guidelines, The Environment Act 2021 air quality targets, Equality Act 2010



Project 02: City Cycle Parking

Fare City was commissioned by the Clean Cities Campaign to deliver the first London on-street cycle hangar policy report ahead of the May 2022 local elections. The research formed part of the Clean Cities 'This is Awkward' campaign and served to expose the huge price and provision disparities between hangars in various London boroughs. Fare City plans to extend the remit of the research to include other UK cities in order to understand the extent to which cities are actively facilitating cycling to meet stated modal shift and climate change targets. For more information on this project, contact: rich.l@farecity.org

Key Themes:

Equitable modal shift, Air quality and decarbonisation, Sustainable urban infrastructure

Policy Areas:

DfT Transport Decarbonisation Plan 2030 mode shift targets, City-specific modal shift targets, City-specific carbon neutral/net zero targets, WHO 2021 Air Quality Guidelines, The Environment Act 2021 air quality targets

Project 03: Shared Cargo bike Schemes

Fare City published the UK's first non-commercial cargo bike policy report in May 2021. Since then, shared on-demand cargo bike hire schemes have emerged in several UK cities, including London and Manchester. These app-based schemes aim to make cargo bike use more accessible and present an exciting opportunity to help people reduce their dependence on cars. Fare City will conduct a research study on the progress of shared cargo bike schemes, to understand their potential to effect modal shift and how they may be further supported. For more information on this project, contact: rich.l@farecity.org



Key Themes:

Equitable modal shift, Air quality and decarbonisation, Sustainable urban infrastructure

Policy Areas:

DfT Transport Decarbonisation Plan 2030 mode shift targets, City-specific modal shift targets, City-specific carbon neutral/net zero targets, WHO 2021 Air Quality Guidelines, The Environment Act 2021 air quality targets



Project 04: Climate Resilient Streets

Fare City is developing a research project to assess the impact of Urban Green Infrastructure (UGI) on active travel. Fare City plans to conduct city specific and UK wide studies to identify what types of street-level UGI (trees, parklets, planters, community gardens, green corridors, etc.) have the largest impact on walking and cycling in cities. Outputs will include a toolkit for industry professionals designed to support the integration of the most effective UGI into Active Travel Strategies and Transport Plans in order to increase local climate resilience. For more information on this project, contact: rich.l@farecity.org

Key Themes:

Sustainable urban infrastructure; Equitable modal shift, Air quality and decarbonisation.

Policy Areas:

DfT Transport Decarbonisation Plan 2030 mode shift targets; City-specific modal shift targets; The Environment Act 2021; Natural England Green Infrastructure Principles & Framework