

# FARE CITY | COMMUNITY

*Fare City is an award-winning London-based think tank and social enterprise. We work with – and on behalf of – city communities to raise awareness about how their members can be empowered to make better mobility choices.*

## GET IN TOUCH //

At Fare City we are passionate about co-creating fairer cities for our stakeholders. This includes striving to ensure that our clients and our collaborators receive a service of the highest standard with appreciable social return. For more information, please contact – [rich.l@farecity.org](mailto:rich.l@farecity.org)

## WHY //

**F**are City's status as a community interest company (CIC), is testament to our commitment to work in the interests of city users and their communities. City communities have been hit especially hard by the COVID-19 pandemic as the high density of cities, coupled with limited space and variable air quality, has been exacerbated by the need to socially distance and rely on private vehicles. We believe that city users and their communities would benefit from access to initiatives which promote greater awareness and enhanced opportunities, serving to empower them to consider making better mobility

Fare City believe in the power of engaging with communities, to understand how the lived experience of their members informs their current mobility needs and their future aspirations. Fare City recognise that changing city users' attitudes is dependent on a range of interconnected factors. However, every one of us can still choose to make better transport choices, provided we have both the knowledge and the options to be able to do so. If you represent a community who want to better understand the mobility needs of your stakeholders, with a view to raising awareness and empowering them, then select one of our community services.

## OUR SOLUTION //

- We work with public, private and third sector organisations who want to raise awareness among their stakeholders about how they can be empowered to choose better mobility choices.
- We leverage additional value from our community services using our bespoke social impact tools. These signpost how we can identify, engage, and apply value across the service from inception to completion.
- We create opportunities for city users and community members to upskill, and to develop and demonstrate their understanding of city transport issues via mentorship schemes and promotion on the Fare City website.

## BUILT ON EXPERIENCE //

We helped to empower [Northolt High School](#) students to make more sustainable mobility choices by:

- Working directly with management and students to develop and deliver a collaborative awareness and engagement project.
- Engaging with multiple year groups via an assembly, an [online survey](#), a [webinar](#) and a mentorship programme, which enabled students to publish articles for the Fare City website.
- Co-creating a bespoke social impact framework which identified and measured the social value which we generated through our work with the school

