

Fare City is an award-winning London-based think tank and social enterprise. We aspire to work with like-minded organisations to help them to identify, prioritise and deliver their city mobility objectives.

WHY //

Fare City recognises the important role which organisations in the transport and urban development sector play in providing services for the benefit of city users. Their work has never been more vital, as cities across the globe contend with competing economic and environmental pressures which have been compounded by the COVID-19 pandemic. In a fast-changing environment, many organisations seek clarity on how they can best position themselves as they continue to deliver services on behalf of their stakeholders.

Fare City offer consultancy services designed to help organisations not only adapt to this fast-changing environment, but to thrive within it. We are adept at identifying ways in which organisations can implement strategic decision-making to leverage the benefit of their services in the most efficient way for their stakeholders. Furthermore, we can assist organisations in producing a range of content which is designed to achieve this. It may be that organisations have an idea which they wish to implement, but simply do not have the resources or in-house experience to be able to deliver it.

OUR SOLUTION //

- Policy and strategic review and development.
- Internal and external organisation-focused research.
- Delivering workshops and webinars (both internal and external).
- Disseminating and communicating our clients' work via a range of written, spoken, and visual media, including articles, reports, infographics, videos, podcasts, webinars, and live events.
- Leveraging additional value from our services for both our clients and their stakeholders using our bespoke social impact tools. These signpost how we can identify, engage, and apply value across the service from inception to completion.



We produced a podcast for [Wheels for Wellbeing](#)

BUILT ON EXPERIENCE //

We worked with inclusive cycling charity [Wheels for Wellbeing](#) over a three-month period to deliver;

- Policy analysis and recommendations.
- A graphically improved and user-friendly '[Guide to Inclusive Cycling](#)'.
- Strategic advice designed to support the charity's trustees define and realise longer-term objectives.
- A bespoke social impact framework to identify and measure the social value which we generated through our work with the organisation.
- These services were delivered via the use of internal reports, external document redesign, a roundtable, a [podcast](#), an article, and a press release.



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