FARE CITY RESEARCH

Fare City is an award-winning London-based think tank and social enterprise. We believe in the importance of conducting innovative research that informs, empowers, and provides added value for our clients and stakeholders.

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

WHY //

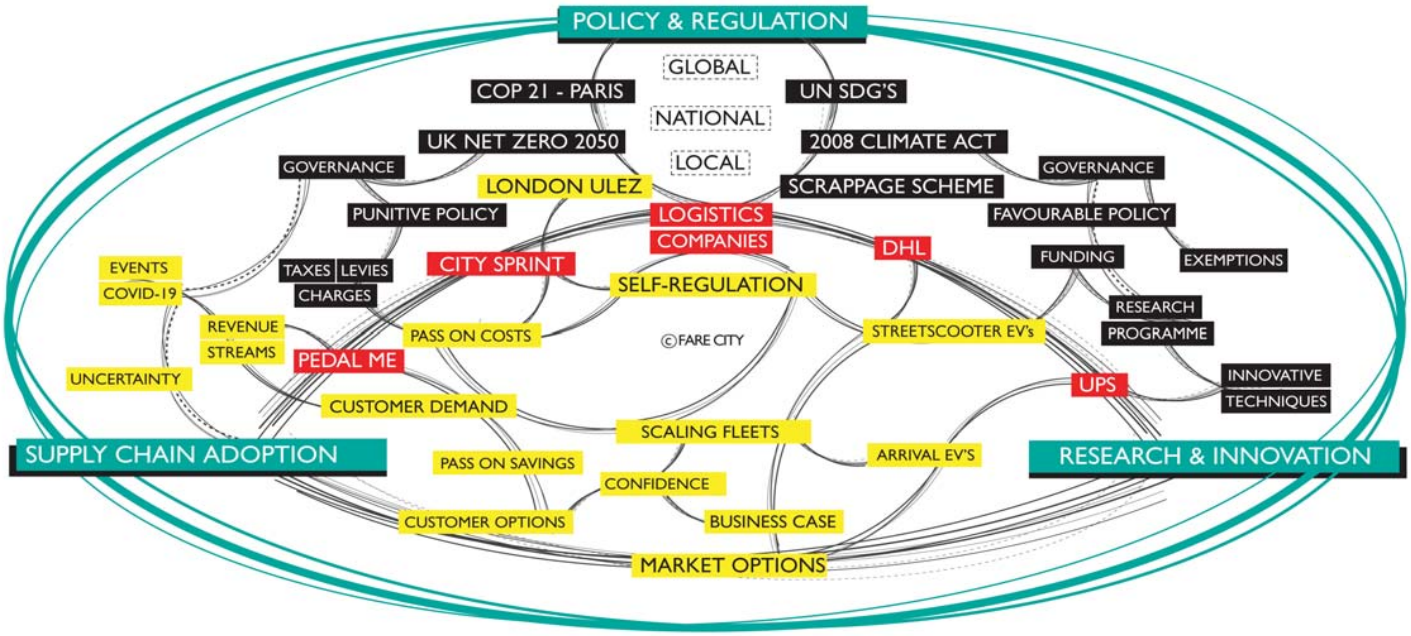
Fare City understands that accurate and reliable information is fundamental to how city users – our stakeholders – make decisions. Furthermore, we understand that they are open to innovative ideas which address city mobility challenges, provided they are backed up by tangible solutions with the potential to be realised. The need to offer such a service has never been more important. Cities and their transport systems are subject to competing economic and environmental pressures which have been compounded by the COVID-19 pandemic. This in turn has encouraged rapid behavioural, institutional, and infrastructural change in cities across the globe.

Fare City recognise the importance of these changes and are well-positioned to offer research services that address them. Our services are underpinned by our use of robust research methodologies, but aim to go further still. We focus on how we can leverage social value by following three simple steps. We first identify the gaps which others miss; secondly, we engage with city users to understand attitudes and aspirations and, thirdly, we apply our communication

OUR SOLUTION //

- Our multi-disciplinary team are experienced in delivering award-winning quantitative and qualitative research that addresses city transport and urban development challenges.
- We are adept at identifying gaps in existing research and practice, while we work to propose tangible solutions to research questions and challenges.
- We strive to deliver value for our clients, while generating social value for city users through our bespoke social impact tools.
- Our service deliverables include articles, reports, infographics, videos, podcasts, webinars, and live events; all of which exhibit our professional and engaging communication style.
- Fare City adheres to the Economic and Social Research Council's (ESRC) Core Principles for ethical research.

BUILT ON EXPERIENCE //

Sharing the load is our award-winning research project investigating non-commercial cargo bike use in London which;

- draws upon 15 qualitative interviews with a range of London-based stakeholders and contextualises their experiences against London-specific policy and insights.
- provides three policy recommendations for increasing non-commercial cargo bike uptake in the city.
- was presented at the industry-leading Transport Practitioners Meeting 2020, won the University of Westminster's Active Travel Academy research award 2020, and has been published as a policy report.