



Fare City Young Professionals Programme brief:

June 2021

About us:

Fare City is an award-winning London-based think tank and Community interest company (CIC). 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 travel 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.

About the programme:

As a think tank and CIC, we aim to produce high-quality content which has a real benefit for our community – namely city users. One way we want to achieve this is through our Young Professional's Programme (YPP). This is a mentorship programme in which the Fare City team invite talented and ambitious built environment professionals to contribute an article for publication on the Fare City website.

The article will cover a topic that both the contributor and Fare City team will identify and develop over the course of a four-week period and be native to the contributor's area of expertise. Fare City intend to work closely alongside the contributor to ensure that the work produced is of a high standard and adds to the debate on the topic in an accurate, balanced, and representative manner. Unlike other organisations, we want to remunerate our contributors in recognition of their talent and the value we place upon it. More information can be found in the 'permissions and payment' section (pg. 2).

The article:

The article should ideally serve to engage, inform and empower our readers. Articles should be between 1,000 and 1,200 words in length and can either be narrative or analysis-driven in their approach. We encourage contributors to substantiate points/arguments with evidence which may include links to other published pieces of work. We additionally ask that contributors read our Editorial Policy to ensure that the work adheres to the high ethical standards which we follow – all of which can be discussed with the editor for clarification at any time.

Publication and promotion:

The Fare City editor and the guest contributor will arrange a video call to discuss initial ideas and to plan a programme for the work. After this initial meeting subsequent meetings may be necessary to develop the article which the editor will then prepare for publication. Fare City may additionally provide a bespoke title image for the work. The article will be published on the Fare City website and promoted across the organisations Twitter, Instagram and LinkedIn profiles. Fare City welcome additional promotion of the piece from the authors own personal and/or organisational social media accounts.

Permissions and payment:

The published article remains the work of the author and we encourage the sharing and republication of the work to enable it to be viewed as widely as possible. However, as the commissioning organisation, we retain exclusivity over the article's publication (i.e. the right to publish it first) and stipulate that a minimum of 48 hours must elapse before any other organisation may republish the work. Additionally, if the work is republished, we require that Fare City are credited as the original source of publication and a link to our website included. Fare City will retain the rights to the title image (if produced by Fare City), though it can be used by the author and/or an external publication if Fare City is credited.

Fare City will pay the contributor the sum of £100.00 via bank transfer within five working days of the article being published on the Fare City website.

Working together:

Fare City look forward to collaborating with contributors and are excited to help them to develop a high-quality piece of work, while providing them with a professional platform through which to share it. We are always open to suggestions as to how we can improve our service and therefore welcome any feedback from contributors at any stage of the process. Feel free to contact the editor on charles.c@farecity.org to discuss.