

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

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.

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WHY //

Fare 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

