

Press release

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For immediate release

IFF Research launches new Transport sector

Independent social research agency IFF Research has launched a new Transport sector to support public bodies, operators and policy teams to tackle transport challenges with evidence-led insight.

The new sector will build on the team's expertise in this area to help clients understand how people use different systems, what shapes mode choice, how passengers experience reliability and performance, and what is needed to make transport more inclusive across different places and communities.

IFF's established credentials and experience across housing, business, energy, accessibility and public policy, also provides a strong foundation to explore how transport connects with wider social, economic and environmental outcomes.

Social research has key part to play in the transport, considering the scale of change it has undergone in recent years. Travel patterns have shifted, new models of public and private integration are being tested, and devolution has given Local and Combined Authorities greater flexibility over transport policy, alongside greater responsibility to show what works.

The new sector will be led by Becky Cartmell, who has re-joined IFF Research as a Research Director. Becky previously worked at IFF between 2017 and 2022, before moving to the Department for Transport, where she became Principal Social Researcher for Bus, Light Rail and Taxis.

Excited to bring her expertise and energy to drive the sector, Becky said: 'I'm delighted to be rejoining the team at IFF to lead our new Transport sector. With deep expertise in passenger insight, evaluation and deliberative research, IFF Research are well placed to support clients in designing, delivering and evaluating transport policies and services that work for everyone'.

Jan Shury, CEO at IFF, said: 'Transport shapes how people access work, education, services and opportunity. As policy changes and evidence needs have grown, we're bringing our diverse sector expertise together to help organisations build a richer picture of how transport systems work for different people, places and communities'.

Established in 1965, IFF is an independent social research agency that helps government, businesses and third sector organisations make better informed decisions.

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Notes to editor

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About IFF Research:

IFF Research is an independent social and market research agency who help their partners make better informed decisions. Established in 1965, IFF provides insight to the private, public and voluntary sector. Our experienced team provide tailor-made research solutions specialising in ten key sectors Business & Enterprise,

Crime & Justice, Energy & Environment, Financial Services, Health & Wellbeing, Higher Education, Housing, Learning & Skills, Regulation, Transport and Work & Welfare. IFF offers a full suite of social and market research services, including data collection, data analysis and reporting.

www.iffresearch.com