

**Westminster Community Consultancy Programme Case study: Marylebone Project**

**Overview**

The Marylebone Project is a Registered Social Landlord set up through a partnership between Church Army and the Portman House Trust. It is the largest and longest-running center in London, and the UK with over 90 years of experience supporting vulnerable homeless women. They provide 112 long- and short-term beds to homeless women and offer essential facilities and support to women who visit their rough sleeper’s drop-in at the Marylebone Centre. The Marylebone Centre also delivers education, employment and training opportunities and meaningful activities in order to support vulnerable women into independent living. Within a safe environment women rebuild trust, learn to re-engage with society and through empowerment start to rebuild their lives through all-encompassing service provision.

One of the ways the organisation empowers women and provides support is through the Made In Marylebone (MIM) Enterprise of the Marylebone Project Charity which consists of two strands: Space in Marylebone and Munch in Marylebone. **Space in Marylebone** offers meeting venues to corporates, charities and partners. **Munch in Marylebone** provides opportunities for women to learn new skills through some courses such as Food Hygiene and Catering.

**Project objectives**

Due to COVID-19 and other emerging issues concerning uncertainty and inability to obtain funds and challenges related to organizing events to engage with communities and individuals, the Marylebone Project suffered from a huge setback. After relaunching the enterprise in November 2021, the organisation struggled with building customer engagement and was in need of reshaping its marketing strategy. The project objectives to support the Marylebone Project Charity were:

* Generating brand awareness to make customers aware of the services offered by the Marylebone Project
* Assessing the organisation’s website traffic to analyse the level of public and customer engagement
* Developing social media presence

**How WCCP helped the Marylebone Project**

In order to meet the project objectives and overcome the challenges the Marylebone Project faced, WCCP participant students developed a cohesive marketing strategy.

After extensive research, students brainstormed the most effective marketing channels that would best respond to the organisation’s needs of increasing brand awareness and customer engagement. The students gave specific recommendations on using marketing tools like newsletters, advertising campaigns and customer engagement in public events to increase awareness of meeting room hire at Space in Marylebone and catering service Munch in Marylebone.

For observing the website traffic, the students suggested effective ways and tools for analysing the website performance and helped the organisation to track their results. They further provided recommendations and guidance on improving the website performance using tools that allow them to engage with customers in a more meaningful way, interact with the public more effectively and get insightful data.

The students also developed a social media presence through creating content for the organisation’s social media platforms, particularly Instagram and LinkedIn pages and developed a strategy on publishing this content in a more engaging way.

Positive feedback was received both from the Marylebone Project and students engaged in the programme:

*‘We were very impressed by the professionalism displayed throughout the project and found your presentations wonderful. We are very excited to use your ideas for Instagram very soon.’* – The Marylebone Project representative

‘*This internship has helped me improve my teamwork, communication and research skills. These are transferable skills that will definitely enhance my CV*.’ – WCCP participant