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**Westminster Community Consultancy Programme Case study: Newington Green Alliance**

**Overview**

Newington Green Alliance (NGA) is a hyperlocal charity focused on helping people thrive through the beneficial effects of creating strong, mutually supportive community in the area within 0.5 miles of Newington Green, London.

Newington Green straddles the border between the boroughs of Hackney and Islington. It is a very diverse area with poverty and wealth existing side by side. There are large populations especially of people of Turkish, Kurdish, African, and Caribbean descent, white working-class people and a gentrification wave of the middle class. Naturally, there are many other sources of diversity by national origin, ethnicity, education, class, sexual orientation, and gender identity.

**Project objectives**

The need of the organisation was to collect granular information in order to reach people living in the neighbourhood effectively and design programmes that lead to support for those in need. As they needed to understand how these factors have changed over time, they requested to have a clear understanding of the following:

* The numbers and geographical concentrations of each ethnic or national origin defined group
* The geographical distribution of deprivation and affluence
* The relationships between deprivation and characteristics of national origin, ethnicity and native language
* The ways in which each of the factors in A-C have changed over time

**How WCCP helped the Newington Green Alliance**

The WCCP participant students collected relevant data covering the last two censuses from the government websites which were useful for predicting population changes for 2021. At the data analysis stage, they compiled a detailed mapping of the Newington Green area population characteristics of deprivation, income/wealth, national origin, native language, educational attainment and ethnicity. This was followed by the data synchronization describing the deprivation levels of people broken out by national origin, native language, ethnicity, sex and age and exploring how the measures in these characteristics have changed over the last 25 years. As a result of an extensive research, students prepared a report advising the organisation how Newington Green surrounding areas are ethnically composed, giving particular attention to the Turkish, Caribbean and African populations.

After careful consideration of the findings, students provided recommendations on how Newington Green could improve in education, employability, entrepreneurship and cooperation between different ethnic groups which could enable the organisation to support more beneficiaries effectively to create a greater impact.

Feedback from Newington Green Alliance:

*the report looks FANTASTIC!!! Thanks again so much. You all did a great job.*

*They (the students) did a great job, particularly given the short amount of time they had. Their work and findings will be very useful to the NGA.*

The project was assessed very positively by the participant students.

“*I was able to gain more confidence in my skills including leadership, time management and teamwork. WCCP gave me the opportunity to take on the fulfilling role of assisting the charity and developing my skills in consulting*” – WCCP participant student

“*This WCCP client project gave me an overview of what to expect in a real-life client project and showed me how my existing skill sets fit in. I think the real reward of this whole experience is to learn from other students in the programme and gain exposure to new perspectives*” – WCCP participant student