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Using Origins to improve local government services



During the summer of 2019 Webber Phillips is holding workshops in conjunction with The Campaign Company with each of 13 new users of Origins.

All 13 are local authorities where the non-white British population has been accelerating since the date of the last census. Most of them are outer London boroughs or lie close to the M25.

The purpose of these workshops is to provide the evidence base for policies which will the foster for the integration of newly arriving communities.

As part of the analysis we are measuring the size and location of 50 Origins sub-groups, communities as discrete as Albanians, Koreans or Yoruba Nigerians.

Using files of names from 2011 as well as 2019 we identify right down to unit postcode level how fast the non-white British population has grown over this period, and, which wards have experienced the sharpest increase in population from which minorities. The authorities are also supplied with maps which show which minority is most represented in each individual postcode, where to find postcodes characterised by melting pots of people with different ancestries, and where to find postcodes dominated by a single minority group.

Here are some different ways in which particular minorities use different services that we have considered in the early workshops; why some groups are more disposed to use A&E when they ought to be visiting a doctor's surgery; the special financial arrangements required by various ethnic businesses; the particular demands that Iranians and Armenians make of public parks; the distinct attitudes towards waste food that people from tropical countries bring with them to Britain; cultural differences in minorities' engagement in different sports; parents' strategies for ensuring high performance at school; cultural differences in attitudes to drinking and driving.

Our intention is to work with The Campaign Company to create a forum in which insights of this sort can be shared.

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