Shifting the system
...for active communities

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Shifting the system?

AIM: Long-term sustainability for community action

HOW?
we make the case for it politically...

and radically transform Public Services.

CASE STUDY: Oldham’s Thriving Communities programme

CHALLENGE: our collective effort to sustain change?
Key insights

- Models as outliers
- Barriers to Systems Change:
  - *Soft*: narrative & culture
  - *Hard*: systems & processes
- Revolution AND evolution?
- What’s your catalyst?

“We often see models that work with citizens but sit on the edge of a wider system that isn’t behaving in the same way…”
A model for change

Empowering Communities

Public Service Reform
Oldham: Context

- Poor health outcomes and inequalities
- BUT strong VCS and citizen action
- A Co-operative Borough
- Heath and social care transformation – £2.3m GM Funds
- “Fastest possible improvement in health outcomes”

**Holts & Lees:** asset-based model; integrated community support; housing, council and voluntary sector partners.

“Create the conditions for people to be at the centre of actions to reduce health inequalities.”
Oldham: Thriving communities

Investing in Communities
- Community Hub/ community anchors
- Community Fund
- Aligning keyworkers/connectors
- Social prescribing

Rewiring public services
- Systems diagnostic
- Systems Leaders Pledge
- Backbone organisation
- Thriving Communities Index
Collective insights to achieve greater impact?

Make the case for this work
• Responding to policy OR shaping it together?

Routes to shifting culture in public sector...
• Evidence ?
• Common values ?
Collaborate is an independent CIC based at London Southbank University, focusing on the thinking, culture and practice of cross-sector collaboration in public services. We believe that an increasingly complex operating environment needs an outcomes-focused and more collaborative approach – and we work with government, business and civil society to make this happen in practice. Instead of ‘public services’, Collaborate facilitates coalitions developing ‘services to the public’ – efficient, dynamic services that have a closer relationship with the people using them and are more resilient to the challenges they face.