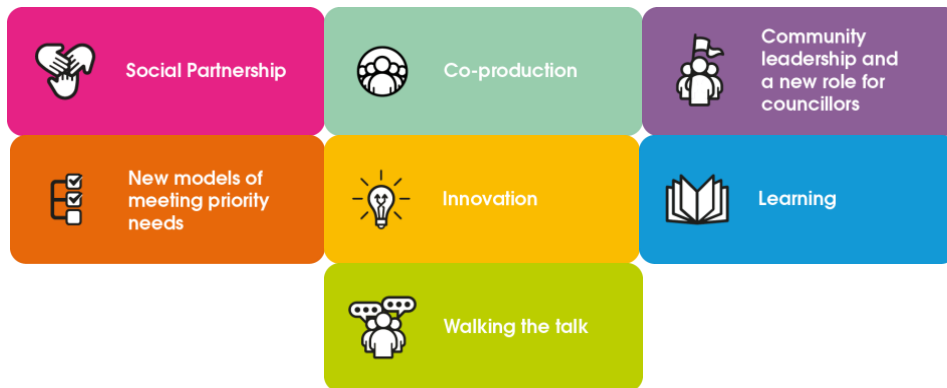




HEALTH & SOCIAL CARE



Mutual Ventures working with Brent Council

Brent's Bold Move Towards Radical Place Leadership

Mutual Ventures has supported Brent Council and its partners in adopting a 'Radical Place Leadership' approach. This approach emphasises partners working more closely together and thinking more radically about how to support residents better.

Brent is a vibrant borough in north-west London, known for its young and diverse communities, but it faces significant challenges stemming from poverty and inequality, including homelessness and health disparities.

During a series of strategic partnership meetings facilitated by Mutual Ventures, partners from across the borough, including the council, police, health services, and VCSE organisations, agreed that collaboration is essential to tackle these interconnected challenges.

Partners emphasised the need for a more joined-up experience for residents, shifting the focus from crisis response to prevention, and empowering frontline staff to make decisions. There was strong enthusiasm for embracing a radical and courageous leadership approach,

and agreement that working collaboratively is the only path to financially sustainable public services.

Our support

Mutual Ventures approach has been shaped learning from successful place-based working in other places, including the Greater Manchester Model and The Liberated Method. Professor Donna Hall, the former Chief Executive of Wigan, was part of our team and brought invaluable expertise from the “Wigan Deal”.

Our approach appreciates that there are sustainable savings to be found in the spaces between organisations and siloed services, such as the repeated assessments, the passing of people from service to service, and unnecessary support duplication.

Our support included:

- Conducting a baselining exercise to understand Brent’s starting position as a place, including the challenges faced and existing strengths
- Support to establish a shared vision for public service collaboration in Brent, and to identify a clear set of priorities
- Co-design of a neighbourhood delivery model for place-based working in Brent
- Development of a prioritisation framework that sets out practical steps for proactively identifying people for place-based teams to support
- Support to implement these new approaches

“We have found Mutual Ventures' support invaluable and have appreciated how they have flexed their approach as the work developed...I have also greatly appreciated the learning they have brought from other places, both to enhance our thinking and help bring to life new, very different ways of working. We are now moving to implement this model and I would be very happy to recommend Mutual Ventures to other areas looking to explore similar place-based approaches.”

Rachel Crossley, Corporate Director Community Health and Wellbeing, Brent Council

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