

Ideas development within organisational strategy

Jessica*'s desk-based research led to her finding out about Bromley by Bow. Working for the policy and scrutiny unit for a local council, they were developing options for a health and wellbeing centre. Progress was structured around committee meetings. This visit was one of several visits she made to different sites whilst she was writing the report.

Jessica came on two insight tours, once on her own to do some scoping research and once with the committee members to ask more detailed questions about how the Bromley by Bow Centre and Health Partnership worked. Jessica talks about the impact of the space: “there was a magic about the centre that the members needed to see in situ, that they wouldn't get from the presentation however passionate.”

The biggest piece of work in translating the ideas of Bromley by Bow was to answer the question ‘how do we grow something that fits [our] context without the amount of time or the one personality or the space?’ – some of the initial conditions of Bromley by Bow, to ‘have something that maybe looks or feels a bit like Bromley by Bow, but it's never going to be Bromley by Bow’.

The recommendations paper was launched recently at a breakfast reception, bringing together key participants in the next step. “The launch was really important because we were able to get different parts of the council in a room with different stakeholders and for them to have conversations with people.” A Bromley by Bow member attended to answer questions about how the organisation worked. The paper now sits with the council to influence the council's policy.

*Names have been changed