



# Ravensdale Consultancy Ltd

## Offer Pack

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### 1. Introduction & Founder Story

Ravensdale exists to bring **heart, clarity and connection** to systems and organisations that have grown increasingly complex. With over 26 years' experience navigating the health and care system — from clinical audit through cancer services, strategic planning, commissioning, and population health — we have learned that real progress is driven by people, not process.

That experience sits at the heart of Ravensdale — a consultancy designed to bring practical partnership to systems working in a climate of constant change and stretched capacity. We exist to provide practical partnership, leadership and system insight; to help health, care and community organisations turn **complexity into clarity and capability**, aligning purpose, people, and delivery.

**We believe** change should be kind, strategy should be human, and leadership should have a legacy. Our work focuses on practical clarity, inclusive leadership and building capability so improvements endure.

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### 2. Mission & Values

#### Mission

To help health, care and community organisations lead with equity, collaborate with confidence, and turn purpose into measurable impact. We support leaders to translate strategy into delivery that benefits people and places.

#### Values

Our values shape every engagement — from first conversation to final handover.

- **Equity:** We centre inclusion in all that we do - from who sits in the room to whose voice shapes the work.
- **Integrity:** We are honest about fit and purpose; if we're not the right team, we'll say so – saving you time and money.
- **Connection:** We build trusted relationships that underpin sustained delivery, not just plans.
- **Clarity:** We translate complexity into shared understanding and practical next steps.
- **Legacy:** We leave capability behind so your team can sustain and spread improvement.

### 3. What We Do – The Ravensdale Offer

Ravensdale operates through three connected lanes of work. Each lane meets systems, organisations and teams where they are – helping them move forward with clarity, capability and confidence.

These three lanes form our core offer. Each lane can stand alone or be combined into a tailored programme designed around local priorities.

## Turning Complexity into Clarity

### Ravensdale Consultancy LTD

#### Our Offer

 <p><b>Strategic Insight and System Design</b></p> <div style="background-color: #4a7ebb; color: white; padding: 5px; font-size: 0.9em;"> <i>Helping systems navigate complexity, align around purpose, and turn insight into a clear, shared direction</i> </div> <div style="border: 1px solid #ccc; padding: 5px; font-size: 0.8em;"> <p><b>Outcomes</b> Clarity of purpose, shared understanding, prioritised actions, greater system ownership</p> <p><b>Formats</b> Multi-session strategy programmes, 'strategy sprints', focused away days, real-time pathway redesign, light-touch support during change cycles</p> </div>	 <p><b>Organisational Development and Leadership</b></p> <div style="background-color: #70ad47; color: white; padding: 5px; font-size: 0.9em;"> <i>Supporting leaders and teams to work with integrity, build belonging, and create inclusive cultures for change</i> </div> <div style="border: 1px solid #ccc; padding: 5px; font-size: 0.8em;"> <p><b>Outcomes</b> Greater trust, shared values, courageous leadership, better team energy, a sense of momentum</p> <p><b>Formats</b> Leadership sessions and programme design, facilitated team journeys, developmental mentoring and reflective support, short development sprints, longer-term culture work</p> </div>	 <p><b>Population Health and Commissioning Readiness</b></p> <div style="background-color: #e67e22; color: white; padding: 5px; font-size: 0.9em;"> <i>Helping partners understand populations, improve services and demonstrate readiness for investment and delivery</i> </div> <div style="border: 1px solid #ccc; padding: 5px; font-size: 0.8em;"> <p><b>Outcomes</b> Better outcomes, stronger evidence for change, improved commissioning conversations, and clearer accountability for results</p> <p><b>Formats</b> Population Health capacity reviews, readiness diagnostics, delivery coaching, and business case or commissioning training</p> </div>
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## 4. Core Capabilities

### How work with Ravensdale usually begins

Most organisations don't come to Ravensdale with a neat brief or a clearly defined problem. More often, people have a sense that something important isn't quite working — decisions feel heavier than they should, complexity is being carried by too few people, or change is moving faster than the system around it can respond.

Work usually begins by creating the conditions for people to slow down, think clearly together, and put some shape around the situation they're in. That often means understanding where the pressure is, what decisions are being held where, and what's getting in the way of good decisions.

Ravensdale often works alongside people who are leading change early — those who can see what's emerging but are still carrying it largely on their own. These roles are demanding and often isolating, and the focus is on helping those people feel less alone, more supported, and clearer about what needs to happen next.

From there, the work develops collaboratively, shaped by the organisation's context and drawing on the capabilities below as things become clearer.

The following framework outlines Ravensdale's core capabilities and how they map to our three offer lanes. These capabilities are modular — they can be combined, scaled or tailored into single projects, linked programmes or longer-term development support.

Each capability builds confidence and capacity — from discovery to leadership, commissioning, improvement, and evaluation — creating a pathway from insight to impact.

# Core Capabilities Summary

## Where we can help and typical offers

### Discovery & Strategic Entry Point

Help you explore what's working, where energy is stuck, and where to focus next

- Discovery Session
- Readiness Diagnostic

### Facilitation and Capability Building

Build collaborative teams, develop skills, and create readiness for change

- Co-production workshops
- Peer networks and communities of practice
- Strategy/away day facilitation
- Inclusive facilitation

### Leadership and Governance

Strengthen leadership and decision-making at every level

- Board and leadership development
- 'The Alchemist' Leadership programme
- Governance design

### Strategy and Commissioning

Create aligned strategies and resource them effectively

- Strategy design and transformation
- Multi-session strategy programmes / 'Strategy Sprints'
- Commissioning readiness
- Developing an effective business case & complex bid writing

### Improvement and Delivery

Translate plans into confident, real-time delivery

- Capacity and Demand modelling / Failure Demand Reduction
- Delivery diagnostics / Implementation support and assurance
- Delivery coaching
- Benefits Realisation / Quality Improvement

### Equity and Population Health

Centre equity, inclusion, and lived experience in system design, improving population outcomes

- Health inequalities and equity action
- Equity audits and impact assessments
- Population Health – Principles, Strategy, Insight
- Neighbourhood Design Labs / VCSE and community integration

### Evaluation and Learning

Understand what's working, what to adapt, and how to scale

- Theory of Change
- Evidential logic models
- Impact frameworks
- Developmental evaluation and learning loops

### Organisational Systems and Culture

Shaping the conditions for healthier cultures and adaptive systems

- Complex Adaptive Systems
- Viable System Model
- Healthy Workplace Culture Design

These capabilities are not fixed. We work with you to tailor and integrate them into bespoke packages — combining offers over time, supporting longer-term development, or delivering focused, ad hoc commissions that respond to immediate priorities.

*Together, these capabilities form the building blocks of our developmental model — from discovery to delivery.*

## 5. How We Work

We work *alongside you, not above you*. We blend delivery, facilitation and capability building so teams gain clarity, confidence and control.

We support partners across the full consultancy lifecycle — from discovery and team development through strategy, commissioning readiness, delivery, and evaluation. Organisations may join us at any point, and our developmental logic helps them move from foundations to sustained impact.

See ‘From Foundations to Impact’ for how our core capabilities map across each stage of this developmental pathway.

# From Foundations to Impact

## Ravensdale’s Developmental Logic



Each stage builds confidence and capability — from discovery and facilitation through leadership, commissioning and delivery to evaluation and learning.

## 6. Who We Work With

Ravensdale works across place, organisational, and system levels, partnering with statutory, voluntary and community sectors to design and deliver change, including:

- Integrated Care Boards (ICBs) and commissioning teams
- NHS Trusts and provider collaboratives
- Academic partners
- Mayoral authorities
- Primary Care Networks and neighbourhood partnerships
- Local authorities — adults, children, public health
- VCSE providers, alliances, and infrastructure bodies
- Community collaboratives and wellbeing partnerships

Our partners tell us they value not just what we deliver, but how we work — combining strategic insight with the empathy and integrity that build trust.

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## 7. Why Ravensdale

Ravensdale exists for the moments when capacity is stretched, structures have shifted, and organisations need practical partnership — not another report. We bring the mix of system experience, relational insight, and grounded delivery that helps teams move from good to great.

- **System-savvy, community-aware:** We bridge the gap between sectors, languages, and priorities – translating ambition into action.
- **Deep commissioning insight:** Our experience spans planning, transformation, and delivery across multiple NHS reforms.
- **Relational and embedded:** We work in partnership — building trust and momentum as we go.
- **Focused on equity and inclusion:** We centre fairness, belonging and lived experience in every stage of design and delivery.
- **Strong on both delivery and development:** We help you achieve results while building your internal capacity to sustain them.
- **Facilitators and planners:** We make complexity manageable and progress achievable.

Every engagement aims to build clarity, connection, and confidence — the foundations of sustainable change.

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## 8. What our partners say

The feedback below reflects the practical outcomes of Ravensdale’s work across a range of settings, including clearer decision-making, stronger alignment, and increased confidence to lead complex work. Our partners’ words speak louder than ours — here’s what they’ve said about working with Ravensdale:

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### ***Clearer thinking and better decisions***

*(Business cases, discovery sessions, organisational reflection)*

*“I now understand what constitutes a good, strong business case — the key ingredients, how to create one yourself, and how to review cases and give constructive feedback to improve them.”*

*“The results have given us the process we needed to back up what we thought. There were no real surprises about the greatest areas of weakness, and this will help us make decisions to change this around.”*

*“Being kept on track and forced into making decisions — without the structure we’d have just talked and talked and achieved nothing.”*

*“What makes a good business case. What should be included and the level of detail needed.”*

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### ***Shared understanding and alignment***

*(Facilitation, strategy days, cross-organisational work)*

*“The day gave a shape to the vision. Even though it’s still not entirely pinned down, I now feel I understand how the other CEOs see the future — and that echoes how I see it.”*

*“Getting an understanding of what everyone felt the direction of travel needed to be.”*

*“Learning about others’ ideas and approaches, building relationships.”*

*“I thought the sessions were well planned — cannot think of anything to improve.”*

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### ***Confidence to lead and take responsibility***

*(Mentoring, leadership support, early adopters)*

*“Russell helped me build the confidence I needed to grow in my career. His insight, encouragement, and ability to ask the right questions made a meaningful difference in how I see myself and my potential.”*

*“Mentoring created the space for me to deeply reflect on my achievements and aspirations.”*

*“With his guidance, I was able to identify my strengths and areas for development, and use practical tools effectively.”*

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***Productive conversations about complex change***

*(Neighbourhood working, collaboration, system leadership)*

*“Neighbourhood working is where my heart is — and today reminded me why.”*

*“Without that early investment in relationships, I don’t think we’d be as strong as a neighbourhood as we are — and we’re now reaping the rewards.”*

*“It was great to have a facilitated discussion which kept us on track.”*

*“Very satisfying session. Your style is great and helped us all relax and focus.”*

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We’re grateful for every partner who’s chosen to work with Ravensdale — for the trust that makes real, lasting change possible — and we’d love to help you build the same confidence, capability and connection in your own organisation.

## **8. Contact**

Let’s talk.

Whether you're building strategy, developing leaders, improving services, or commissioning with partners — we’re here to help you get there, together.

 [Hello@ravensdaleconsultancy.uk](mailto:Hello@ravensdaleconsultancy.uk)

 [www.ravensdaleconsultancy.uk](http://www.ravensdaleconsultancy.uk)

***Bringing heart, clarity and connection to complex systems.***