

# CLOA Annual General Meeting & Conference

Wednesday 26 June 2024, via MS Teams

Creating better health outcomes for all: through physical activity, culture and creativity



0915 – 1000

## CLOA AGM

- [Minutes of the AGM from Wednesday 28 June 2023](#)
- CLOA Reports – Chair & Treasurer
- Budget for 24/25 & Membership fees
- Update from the EDI Champion
- Award of Honorary memberships
- Appointment of Committee
- AOB

1000 – 1010

## Comfort break/Non-members and guests join

1010 – 1035

## Imran Hasmi, Senior Researcher, New Local

How can communities prevent illness and create their own good health? The impact and lessons of Local Trust's Big Local project, which gave places £1 million to spend improving their areas health and wellbeing.

1035 – 1100

## Heema Shukla, Chair of the Arts and Health Special Interest Group - Faculty of Public Health

How arts, creativity and culture can play a crucial role in improving the health and wellbeing of the population.

1100 – 1140

## Sponsor platform – Our sponsors Kajima, Xn Leisure, Blake Morgan and Bigwave Marketing will highlight new developments within their services.

1140 – 1150

## Comfort break

1150 – 1215

## Dr William Bird MBE, Founder of Intelligent Health

How to build the resilience of communities using data, insight and lots of talking!

1215 – 1255

## Members Showcase – A showcase of how members are creating health and wellbeing through physical activity, culture and creativity. opportunities.

1300

## Closing remarks

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## Showcase Content



**Calderdale Creativity and Health Programme** - Development of a system wide programme resulting in longer lives, better lived and stronger, more connected communities.

Bobsie Robinson, Cultural Service Manager & David McQuillan, Project Lead, Calderdale Council

**Dancin' Oxford** - a whole systems approach to using dance in a way that builds community connections and reduces barriers to participation.

Claire Thompson, Arts Development Officer, Oxford City Council

**Bach a lach** - an online portfolio of free training workshops for pre-school and primary

schools in that focusses on developing and nurturing Nutrition and Physical Literacy.

Elin Wozencraft, Senior Sport & Active Community Development Manager, Powys Council

**Well-being and social cohesion through RePresenting Bloomsbury** - using creativity to explore cultural heritage, place and identity.

Suzie Plumb, Arts Development Officer & Mike Candler, Arts Development Manager Camden Council

## Sponsor Content



### **Jack Woodley, Head of Sales, Kajima Community**

How Local Authorities can maximise community use of their space by optimising the customer journey.

### **Christian Barlow, New Business Development Manager, Xn Leisure**

Highlighting the barriers that communities face in accessing fitness and wellness opportunities and showcasing how Xn Leisure Systems helps break these down through innovative solutions, inclusive programs, and community outreach. The goal is to promote healthier, more connected communities by making physical activity accessible and engaging for all.

### **Penny Rinta-Suski, Partner, Blake Morgan**

Contracting with third parties to achieve better health outcomes looking at the appropriate contractual obligations and undertakings; warranties and conditions; levers to get better performance; remedies for breaches. Of interest to both commissioners of leisure and health services and providers.

### **Gemma Ross & Adam Fiori, Bigwave Marketing**

Turning short-term goals into long-term lifestyles. Helping people find their "why" through local, relatable, aspirational role models. An overview of a January gym marketing campaign with a difference, encouraging people to think about a real, sustainable reason for living an active lifestyle instead of focusing on short-term targets.

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## Keynote Speaker Biographies



### Imran Hasmi, Senior Researcher, New Local



Imran is an economist and senior researcher at New Local. He is skilled in quantitative and qualitative analysis, case making for support programmes and interventions, project and programme evaluations, impact assessment, business case development and appraisals for funding applications. He has worked on research related to housing, commercial development, transport infrastructure, public realm, the visitor economy, economic strategy, access to finance, deprivation, health and wellbeing. Prior to joining New Local, Imran was an economist in the research and analysis function at Homes England, and has held previous roles in economic development consultancy.

### Dr William Bird MBE, Founder, Intelligent Health

William is a practicing GP, chair of Active Essex and a global authority on health benefits of nature and physical activity. He is honorary Professor at the University of Exeter and has been an advisor to WHO and head of health at Natural England and the Met Office. As a GP he set up the first Health Walks and Green Gym in the 1990s. He is founder and CEO of Intelligent Health, which has a mission to build healthier, active and more connected communities through its main programme Beat the Street, which has engaged 1.8 million participants.



### Dr Heema Shukla, Chair Faculty of Public Health Arts & Health Special Interest Group



Heema is Chair and founding member of the Faculty of Public Health, Arts & Health Special Interest Group (SiG). She championed arts and health at Public Health England and was instrumental in commissioning the Arts for Health and Wellbeing evaluation framework, economic evaluation of arts prescription and contributed to the APPG on Arts and Health. Her interest in arts stems from experiencing arts as a social fabric of different societies across three different continents. Currently Arts and Health SiG is exploring how arts and creativity can be used more systematically in public health practice as a communication, engagement, and coproduction tool to reduce the inequity gap

that is often termed 'hard to reach or seldom heard' concerns.