



Item 7b, Appendix A London Health Board Conference: Round up and evaluation

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London's NHS organisations include all of London's CCGs, NHS England and Health Education England

LHB conference: report back and evaluation

General round-up

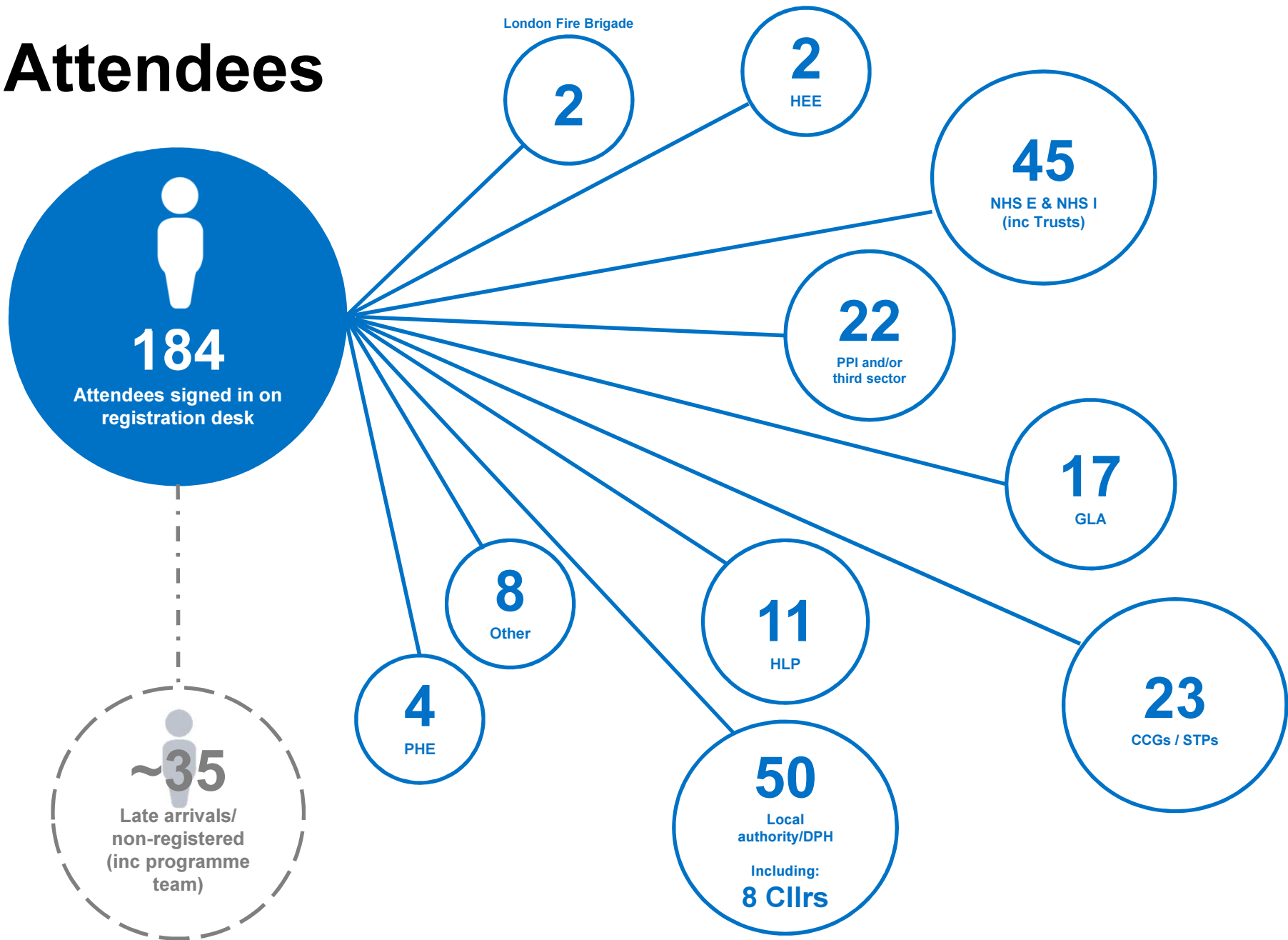
- On Thursday, 25 October 2018, the Mayor of London and over 200 of London's health, care and borough leaders came together for the 2018 London Health Board Conference, held at City Hall.
- As part of the conference programme, delegates spent the afternoon discussing the challenges ahead and the importance of collaboration between health services, local authorities, voluntary partners and local communities to share learning, pool resources and build on good practice in order to transform the way Londoners receive care.
- The conference keynote address was delivered by Simon Stevens, Chief Executive, NHS England, who welcomed the work of the London Health Board and emphasised the importance of working collaboratively to address London's health inequalities.
- Opening the conference was a new film, ['Working together to make London the healthiest city'](#), which showcases the latest health innovation in London through a number of initiatives and interventions happening at a local and London level.
- The London Health Board Conference was webcast live via the Greater London Authority's website and can be watched back [here](#) (for up to 3 months).

LHB conference: report back and evaluation

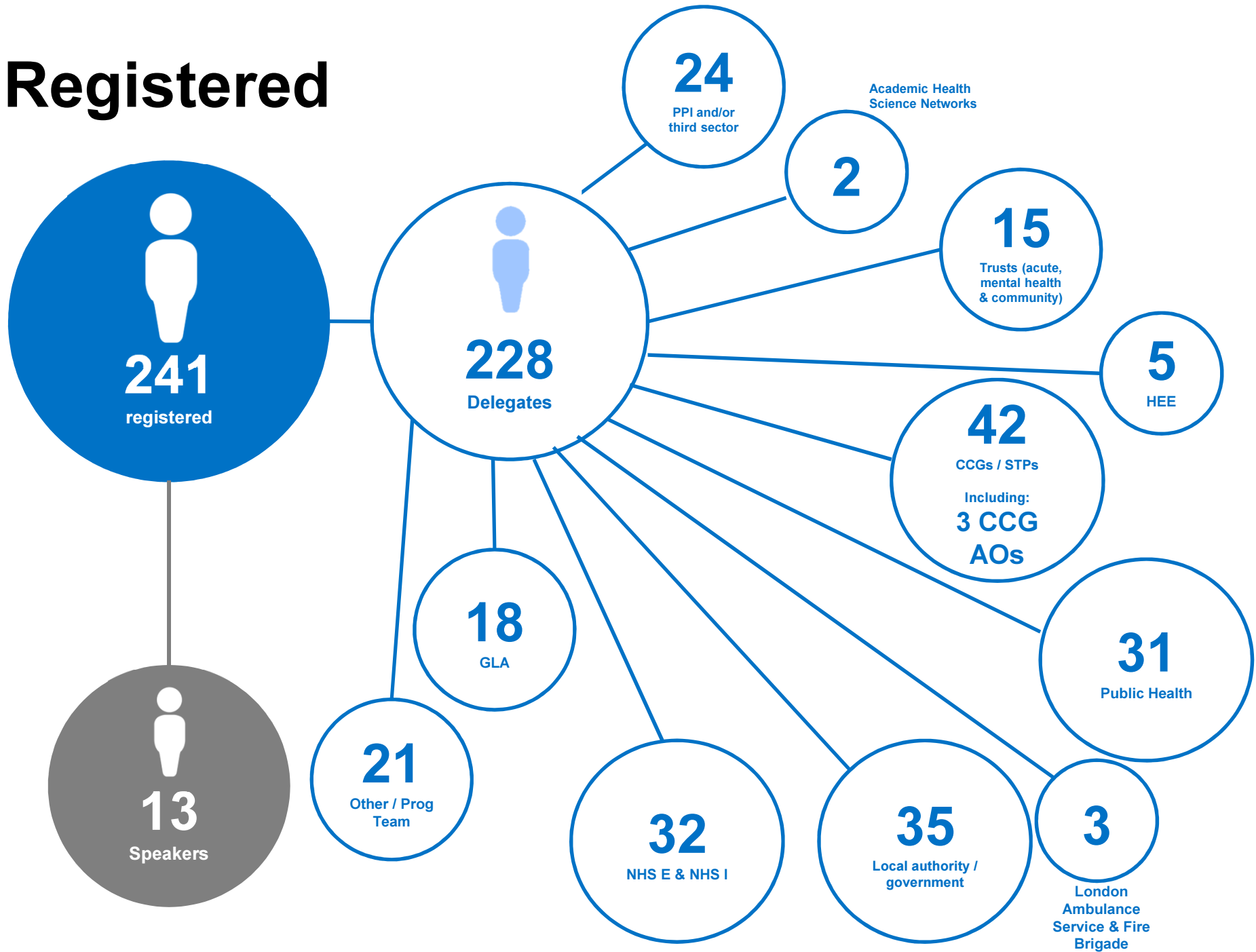
Attendance and impact

- **Attendance:** Attendance at the LHB Conference was around 230 (based on head count in the chamber); there were 184 attendees signed in on registration desk however this number does not account for all Market Place individuals, late comers, GLA staff, and additional non-registered attendees throughout the afternoon.
- **Conference film:** The full video has a 'watch time' of 933 minutes and a 31% audience retention rate for the full duration. There have been just fewer than 3,000 views of the Conference Film teaser on-line which links off to the full video (via YouTube).
- **Social media:** during the conference and the week following
 - there were a total of 283 tweets using #HealthyLDN from 125 contributors, reaching a Twitter audience of potentially over 630,000.
 - there were a total of 309 Tweets using #WeAreLDN from 148 contributors, reaching a Twitter audience of potentially over 4.9m.
 - the 'top tweet' came from the Mayor of London – earning 308 engagements

Attendees



Registered



LHB conference: feedback from attendees

Feedback

- Feedback has on the whole been positive – both through the formal feedback form (on-line) and verbally to the programme team (off-line).
 - The opening film was very well received across all feedback.
 - Those who arrived in time to visit the Market Place were positive about its inclusion. Additionally, partners who supported the Market Place found it useful.
 - In terms of the things delegates found most useful from the conference:
 - ‘Bringing partners together in one place’ and having ‘lots of leaders in the room’ was highlighted by many delegates
 - The involvement of the Mayor and NHS CEO was especially highlighted by more senior delegates
 - In terms of improving future events:
 - Some delegates suggested fewer panel members to allow more chance for interaction from the floor/increased number of questions
 - There were suggestions and requests to have more dynamic, improvised discussions and debates rather than setting questions in advance
 - Some delegates suggested a focus on specific topics – either through shorter topic specific panels or by way of breakout opportunities