

Speaker Bios



Dr Martin Reeves

Martin has been Chief Executive of Oxfordshire County Council since March 2023. He was previously Chief Executive of Coventry City Council for over 14 years and was also the Chief Executive of the West Midlands Combined Authority from March 2016 to September 2017. He had previously been with Bedfordshire County Council for three and a half years as Assistant Chief Executive and Chief Executive.

Martin has held strategic leadership roles in a District and an outer London Borough and was Programme Director for Work Smart, Westminster City Council's flagship transformation programme.

Martin spent much of his early career as a lecturer and researcher and has a PhD in applied economics.

He has an Honorary Doctorate from Coventry University in recognition of his service and commitment to the City of Coventry and is the first Honorary President of LARIA (Local Area Research and Intelligence Association).

He is a former President of SOLACE (Society of Local Authority Chief Executives & Senior Managers) and is the current Local Government Association (LGA) National Procurement Champion.



Gemma Holland Wright - Business Advisory Commercial Manager, CACI

Gemma has extensive experience working with organisations across the public, private and third sectors to help them navigate complex place-based challenges using evidence-led insight. As part of CACI's Property team, she leads the client partner function, giving her a holistic view of market shifts, emerging data needs and the evolving expectations placed on local decision-makers. Her work focuses on helping stakeholders understand how robust demographic, behavioural and spatial insight can strengthen regeneration planning, support better-informed investment choices and respond effectively to changing community needs. At the conference, Gemma will draw on this experience to share practical observations about what's working, what's challenging, and how data can be used responsibly to support local intelligence teams in a rapidly changing environment



Freddie Stemeck - Business Advisory Solutions Lead, CACI

Freddie works with organisations to clarify their strategic objectives and translate them into evidence-led, operationally meaningful approaches. His experience spans major landlords, transport hubs, retail operators and mixed-use destinations, giving him a practical understanding of how different sectors use data to shape places, understand behaviour and improve outcomes. Within CACI's Property team he leads discovery work that focuses on how insight can be applied effectively helping stakeholders move from broad ambition to clear, data-driven decision-making. At the conference, Freddie will draw on this experience to discuss common challenges in turning complex datasets into actionable intelligence, and the

opportunities for local authorities and partners to use data more confidently in regeneration, investment planning and community-focused service design.



Matthew Davies - Intelligence Analyst, Wirral Intelligence Service

I'm Matthew Davies, an Intelligence Analyst at Wirral Council with four years' experience delivering insight across local government. I graduated in 2021 with a degree in Economics and have a strong focus on efficiency and innovation, regularly challenging manual processes and redesigning them to work better. My role is to deliver efficient, scalable insight solutions that support data driven decision making across council services, including the management and reporting of public consultation data, using tools such as Power BI, Microsoft Fabric,

Python, and AI enabled analysis. Alongside my role, I'm studying towards a BSc in Digital and Technology Solutions, achieving a Distinction at Level 4.



Dr Maddy Leather - Public Health Manager in Knowledge & Intelligence, Nottingham City Council

Having recently completed her PhD entitled 'Using the COM-B model and Behaviour Change Wheel to understand and promote women's physical activity', Maddy is passionate about addressing issues of health-related inequality for women and about empowering people in different sectors/settings to embed rigorous and ethical research practices into their work. A Public Health Manager

within the Public Health department at Nottingham City Council, Maddy led on the qualitative element of the women's health needs assessment, played a key role in developing the 2025 Annual Director of Public Health Report on the health-related impact of stigma and is due to lead on the upcoming LGBTQIA+ health needs assessment. Professionally, Maddy has previously worked as an Associate Lecturer in Psychology and Research Methods at Sheffield Hallam University, and has worked extensively within the fitness industry on a one-to-one and group basis. Much of this work has been undertaken within the community and voluntary sector, where Maddy has delivered various grant-funded projects aiming to empower people living in challenging circumstances to undertake purposeful exercise. Groups Maddy has worked closely with in this regard include, but are not limited to: children with physical disabilities, people living in rural isolation, young people in residential children's homes/supported living, adults with dementia and their carers, people seeking asylum, women who are unemployed or on low income and older adults living with COPD.



Petronella Munhenzva – Qualitative Insight Researcher, Wirral Council

Petronella Munhenzva is a Qualitative Insight Researcher in Public Health at Wirral Council, where she leads and delivers community-based research projects that inform local policy, service improvement, and public health strategy. With over eight years' experience in qualitative research across the UK and Southern Africa, Petronella specialises in participatory, culturally responsive methodologies, including focus groups, ethnography, interviews,

and insight co-design. She co-produced Wirral's Qualitative Insight Toolkit, supporting teams to embed resident voice in local decision-making. Her academic background includes an MPhil from Oxford University and an MA and Honours degrees from the University of Zimbabwe.



Jennifer New – Qualitative Insight Researcher, Wirral Council

Jennifer New is a qualitative researcher in the Qualitative Insight Team in Public Health, Wirral Council, with over nine years' experience capturing resident and community voice in the Northwest. Jennifer's research has been used to evidence resident experience, shape organisational change and development, and inform Council policy and decision making. Jennifer also co authored a Qualitative Insight Toolkit in 2024 to support community organisations to enhance their own research skills, resources, confidence, and capacity to gather meaningful qualitative insight.



Michal Shinwell – Head of Insights, Learning and Impact, Camden Council

Michal Shinwell is Head of Insights, Learning and Impact at Camden Council, leading innovative, community-driven approaches to wellbeing, data, and mission-based governance. She brings global experience from government and international policy bodies, turning evidence into real-world impact.



Saliha Majeed-Hajaj – Senior Research Officer, Camden Council

Saliha Majeed-Hajaj is a Senior Research Officer at Camden Council, specialising in qualitative research and evaluation. Her work focuses on designing and delivering inclusive research methods, collecting and interpreting lived-experience data, and working closely with Camden's residents and communities. Her work is grounded in experience with underserved communities, informed by practice across the third sector and academia.



Dr Michela Tinelli – Associate Professorial Research Fellow, London School of Economics

Dr Michela Tinelli is an Associate Professorial Research Fellow at the London School of Economics and Political Science, specialising in applied health and social care research, economic analysis and impact evaluation. Her work focuses on homelessness, Housing First, integrated care models, substance use recovery, and complex community based interventions.

Michela leads and contributes to national evaluations, including England's Out of Hospital Care Models, Housing First, and charity-led recovery programmes. She also leads the development of the Care Quality Evaluation (CQE) platform, a digital decision support and learning system designed to automate analytics, strengthen quality improvement, and integrate lived experience perspectives into service design. Her work combines quantitative and qualitative methods, participatory approaches, and continuous stakeholder engagement to generate actionable evidence.

Michela collaborates closely with local authorities, NHS partners, charities, and people with lived experience to ensure evidence genuinely informs practice, supports equitable service improvement, and delivers meaningful impact for communities.

Jon Thurston – Housing First Manager, Southwark Council

Jon Thurston is a clinician, academic, and manager, with a background in NHS mental health services and psychologically informed accommodation services. His doctoral research focused on systems psychodynamics in human services operating at the intersection of substance misuse, mental health, homelessness, and social exclusion. Jon is a Co-Investigator on the NIHR-funded HOME Study evaluating the health impacts of housing-led systems for persons experiencing homelessness. Jon currently leads on Housing First for Southwark Council and is a visiting lecturer at Goldsmiths, University of London.



Jacqueline Clay - Manager – Public Health and Social Research Unit, West Sussex County Council

Jacqueline Clay is Manager of the Public Health and Social Research Unit at West Sussex County Council, where she leads a team of analysts and researchers supporting evidence-based decision-making across public health, health and social care. She holds an MSc in Public Health from the London School of Hygiene and Tropical Medicine and has over 30 years' experience in public sector research and analysis, including roles in local government and the NHS across London and Sussex.



Katie Cooper – Regional Senior Analyst, ONS

Katie Cooper, BSc (Hons) Psychology, leads the ONS Local service in the West Midlands, supporting local bodies to strengthen analytical capability, improve access to data, and embed evidence-based decision-making. She previously worked as an analyst on the Sustainable Development Goals (SDGs) and with Explore Local Statistics (ELS). Katie has also built national networks connecting analysts across local government, recognised for improving collaboration on rural and coastal data challenges. She brings a practical, partnership-driven approach to helping local authorities use data to inform evidence-based decisions locally.



Arianne Clark – Regional Senior Analyst, ONS

Arianne Clark is an experienced senior analyst and regional lead specialising in insight and intelligence to support evidence based decision-making across local and central government. She leads the ONS East of England Local service, supporting local bodies to strengthen analytical capability, improve access to data, and embed evidence-based decision-making. Arianne has worked across higher education, local government, and central government, bringing a strong cross sector perspective to complex analytical and policy challenges. She established and chairs a national collaboration network of Mayoral Strategic Authorities, co-developing shared metrics and analytical tools that enhance coherence and consistency in regional reporting across England. She holds an MA in Social and Political Thought from the University of Warwick and a BA (Hons) in Sociology and Politics from the University of Kent.

Martin Jennings – Performance & Insight Programme Lead, Manchester City Council

Martin Jennings works in the knowledge and intelligence team in public health for Manchester city council. Martin and the team focus on turning complex information into practical insight that supports work to reduce health inequalities. His experience includes developing analytical tools, coordinating programme delivery, and working with partners across systems to improve understanding of population health issues.

Jyotsna Srinath - Senior Public Health Intelligence Analyst, Essex County Council

Jyotsna is a public health professional with a background in dental surgery. After a masters in Epidemiology from LMU Germany, she has experience working in research institutions, academia and has been a public health intelligence analyst in Essex County Council for the last four years. She currently leads on projects on topics ranging from tobacco smoking, youth vaping and programme evaluation.

Jake Garvin – Senior Analyst, Manchester City Council

Jake Garvin is a Senior Analyst in the Public Health Knowledge and Intelligence Team at Manchester City Council. He uses evidence-bases approaches that supports the department's ambition to reduce health inequalities under the Making Manchester Fairer action plan. Working closely with commissioned services, Jake has led work to improve departmental oversight of how such inequalities can be addressed, including the construction of a commissioned services dashboard. He designed and delivered a cross service equalities data audit to improve data standards and provide the empirical basis needed to understand differential access, outcomes, and need across Manchester's diverse population.



Foyeke Tolani – Head of Research, Oxfordshire County Council

Foyeke Tolani is the Head of Research at Oxfordshire County Council, where she provides strategic leadership on research governance, ethics, and evidence informed policy and practice. She chairs the council's research board, leads cross directorate research strategy implementation, and works closely with academic, NHS, voluntary sector, and community partners to strengthen applied research that addresses local priorities. She has over 20 years' experience across local government, public health, and international humanitarian settings, with a strong track record in applied research, community engagement, and system leadership. She holds a PhD and an MPH and is a Fellow of the Faculty of Public Health and the Royal Society for Public Health.



Emily Smout – Social Care Research Lead, Oxfordshire County Council

Emily Smout is Oxfordshire County Council's Social Care Research Lead, drawing on over twenty years' experience in Children's Social Care and a strong background in prevention and data-driven practice. Her NIHR-funded research has shaped her focus on how early adversity influences children's pathways, and in her current role she leads research, evaluation, and prevention across Adults' and Children's Services. The role builds research capacity, strengthens evidence-based practice, advances the use of social

care data beyond performance reporting, and works with partners, practitioners, and families to ensure research meaningfully informs service design, commissioning, and long-term system improvement.



Dr. Saba Arshad – Postdoctoral Researcher, University of Oxford

Dr. Saba Arshad is a postdoctoral researcher at the University of Oxford with 10 years of experience in development economics and applied social policy research. Her work spans large-scale national evaluations, including NIHR-funded projects focused on improving outcomes for children, young people, and families. She specialises in using anonymised administrative, education, and health data to generate robust evidence for policy and practice.

Dr. Arshad's career has centred on strengthening research-led decision-making across the UK and internationally.



Dr. Tha Han – Assistant Director of Public Health, Havering Council

Dr Tha Han is an Assistant Director of Public Health at Havering Council. In 2016, he led an analysis of adults social care data in Enfield to produce a predictive model for high-cost care and presented at a PHE Annual Conference. Nonetheless, the quality of health data in care records was poor. In Havering in 2025, when there was an opportunity to use a linked dataset, he led the analysis presented at LARIA 2026. He wants to promote the use of insights, evidence and social marketing across public sector to empower the citizens.

His peer-review publications:

[https://doi.org/10.1016/S0140-6736\(07\)61663-8](https://doi.org/10.1016/S0140-6736(07)61663-8)

<https://doi.org/10.1186/1471-2458-13-285>

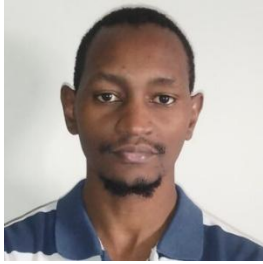
<https://doi.org/10.2807/ese.16.47.20021-en>

<https://doi.org/10.1016/j.healthplace.2014.01.008>



Dr Anthony Simiyu Wakhisi – Public Health Principal, London Borough of Havering

Dr Anthony Simiyu Wakhisi is a Public Health Principal at the London Borough of Havering and leads the council's analytical and epidemiological work programme. He worked closely with experts from King's College London in the current long-term care predictive modelling project. He has extensive experience in advanced population health analytics. His recent work includes a high-profile investigation into the respiratory health impacts of recurrent landfill fires in Havering, conducted in collaboration with epidemiologists from Imperial College London. Findings from this landmark study played a pivotal role in a subsequent court ruling that classified the landfill as contaminated land and a significant health risk, compelling urgent remedial action.



Dr Steven Wambua – Research Fellow, King’s College London

Dr Steven Wambua is a Research Fellow in Health Data Science in the Department of AI in Preventive Medicine at King’s College London, specialising in analysis of electronic health records and development of risk prediction and multi-state models. He completed his PhD at the University of Birmingham through the BHF Data Science Centre and HDR UK-Turing Wellcome PhD Programme, focusing on modelling progression of cardiometabolic-renal conditions after pregnancy. His research integrates large-scale health data, advanced survival analysis, and methods supporting equitable patient-centred care. He previously worked as a statistician at the KEMRI-Wellcome Trust Research Programme in Kenya.



Natalie Ntim – Senior Policy and Projects Officer, Greater London Authority

Natalie Ntim is a Senior Policy and Projects Officer at the Greater London Authority, where she brings extensive experience in equalities, advocacy and policy to improving employment outcomes for underrepresented communities through the Workforce Integration Network programme. Her work focuses on labour market inequality, inclusive economic growth and developing evidence-informed policies that support Londoners into good work.



Dr. Domiziana Turcatti - Research Affiliate / Local Authority Research Practitioner, Centre on Migration, Policy, and Society (COMPAS) University of Oxford / Gloucestershire County Council

Dr. Domiziana Turcatti is a researcher focusing on the intersection between migration and inclusion, specialised in qualitative and participatory methods. She works across policy, academia, and community sectors and has developed an interest in public engagement and knowledge mobilisation. Domiziana is Research Affiliate at the Centre on Migration, Policy and Society (COMPAS) of the University of Oxford and currently serves as Local Authority Research Practitioner at Gloucestershire County Council, where she is working with colleagues to strengthen its research culture.



Lucy Perrone - Senior Analyst in Education for Manchester City Council.

I previously worked as a Senior Analyst for Adult Social Care, also for MCC and NHS analyst before that. LJMU alumni and current ESRC funded student in Research Methods with Education at University of Manchester. Alarming French.

Jenny Douglas – Principal Performance and Research Analyst, Sheffield City Council

Jenny is a Principal Performance and Research Analyst at Sheffield City Council. Her work focuses on developing and managing the corporate performance and outcomes framework, leading on wider performance system development and support across the local authority and exploratory analysis of key organisational challenges and problem spaces. Jenny moved into local government following multiple data and analytics roles based in the higher education sector.



Giles Robinson – Data Scientist, Sheffield City Council

Giles is a Data Scientist at Sheffield City Council with a passion for data-viz and storytelling, and 20 years' experience in getting answers from data in a local authority setting - particularly across adult social care, children and education data.



Robyn Brass – Head of DfT Data Transformation Team, Department for Transport

Robyn Brass is an Operational Researcher, who has recently moved into the world of Data. She's been working on the Transport Data Action Plan, and now leads the team transforming how we work with data in transport.