



UNIVERSITY OF DERBY IN ASSOCIATION WITH THE GLOBAL WELLNESS INSTITUTE

Shifting Dynamics, Response Over Function Roundtable Event

Oct. 27, 2015

Buxton Campus

The foundation of discussion centered on the shifting dynamics and relevance of today's health and wellness industry. In a global economy, where the importance of personal wellbeing is being increasingly more lauded, what are the critical aspects that will continue to shine a spotlight on both public and private sector advantages that also share social and economic benefit?

ATTENDEES:

1. David Browning – managing director, Medi City, Nottingham
2. Sue Dewey, OBE – event expert and professional fundraiser
3. Eleni Michopoulou – senior lecturer business management, Derby University
4. Tracey Francis – project director – Nottingham CCC Community Trust
5. Brian Johnson – founder and director, Changera
6. Anni Hood – director of Wellness Tourism, Global Wellness Institute; founder and CEO, Wellness Business Consultancy
7. Dr. Sarah Rawlinson – head of Department, Hotel, Resort and Spa Management – Derby University
8. Isobel Stockdale – deputy head of Department; head of Tourism and Spa
9. Louise Third, MBE – director – Integra Communications
10. Louise Buxton – curriculum development manager, Derby University

KEY DISCUSSION THREADS:

Education of the Population - How to integrate
consciousness of health across full society
demographic

- Encouraging behavioral change – identifying the triggers of change across varying society demographics that is tailored to fit. Moving away from one-size-fits-all towards tailoring, cultural considerations, and social ability.



- The need to integrate positive wellness messaging into the consciousness of the population. Some strong examples of how this is already being done:
 1. Park runs - community building
 2. 'This Girl Can' campaign

Underprivileged demographics - transient and traveling families, young vulnerable people, working with schools around nutrition and under/over weight issues - relation to sport and being active. Nottingham Community trust is working with broad demographic groups from a practical standpoint:

1. Working 5-years-old upwards
 2. Growing vegetables and the cooking of the produce
- Use of technology widely cited as the most efficient vehicle for inspiring and initiating change - the ability to monitor, harness and utilize results for greatest impact - Medi City in Nottingham gaining recognition for representing a leading innovative incubator hub for wellness and prevention within the U.K.

Wellness in the Workplace - U.K. relevance and the ability to drive awareness of companies and employees alike

- Exploration of a government framework and accreditation for companies whom embrace and implement the concept of wellness in the workplace - could this be achieved?
- Maintaining the glut of evidence-based proposals that provide a compelling case for ROI and the potential for corporation tax breaks for companies gaining measurable results - discussed from an academic perspective of monitoring and credible reporting.
- Inspiring more wellness-based companies to truly walk the wellness talk through evidence (retentions and market research that employees, particularly millennials, seek authentic and genuine commitment from their employers).
- First academic spa and wellness journal will launch through Derby University in the new year providing a hub and 'go to' platform for academically accredited global research and information.
- Maximizing PR opportunities to harness advocates, different backgrounds, celebrity and 'normal' people, e.g. 'This Girl Can' campaign.

Geopolitical Influence - Sustainable cultural wellness



integration

One of the key themes that was discussed during the event was the geopolitical influences and powers that influence the wellness agenda. Specifically, contemporary issues, such as the refugee crisis in Europe and in the U.K. as a whole, play an important role in shaping our understanding of wellness. The geopolitical circumstances and the relative media coverage play an influential role in challenging and shaping the public's perception of wellness, wellbeing, accessibility, dignity and welfare.

Further, the topics of cultural understanding, practices and expectations of wellness were elaborated. Key differences were highlighted with regards to these differences of perceptions between different countries, i.e. New Zealand and Southern European countries and the U.K., but also different perceptions within the U.K., i.e. England and Wales. It was made clear that, *“As the boundaries between work and play become blurry, it is important to make time for the wellness of ourselves and others. There will never be time, unless we make it.” - Dr. Elina Michopoulou.* The importance of carving out time from our busy lifestyles for rediscovery and reconnection to self was deemed as the cornerstone for the first step toward a better (well) life.

Wellness Travel - How can the increased demand for wellness travel incorporate other shifting dynamics?

The numbers are clear with regard to the growth and the gathering momentum in this tourism segment. The changing dynamics mean that countries need to provide fluid and agile responses to customers with diversified wellness needs. Authentic experiences, nature connectedness, cultural heritage, and socioeconomic recognition are all growing in the realms of consumer demand.

A return to a simpler more 'honest' behavioral instinct, over material possession, opulence, wealth and decadence is required now from more experienced and sophisticated travelers. This also relates to the geopolitical issues, the increasing focus on holistic health, and the creation of jobs in this sector as well as the caliber of personnel available.

“We are designing our Wellness degree today for the professionals of tomorrow. They will have a holistic wellness mindset and will be the agents of change.” - Dr. Sarah Rawlinson.



KEY TAKEAWAYS:

- The need to identify realistic 'territories' (those public and private sector organizations who are already wellness advocates) for continued impact and quantified influence - identifying models that can be used as case studies to demonstrate specific results and evidence of benefit for wellness in the workplace and wellness tourism strategies.
- Mapping out the key geographical wellness players in the realms of macro influence (GWI's initiative members are important) for collaboration and an expanding 'trumpet' of evidence, trends and sharing of best practices.
- The continuation of research - organizations working together to aggregate research to create a larger more fully quantified picture. How can the GWI research be expanded and built upon to increase relevance to different global regions and countries throughout the globe?
- The need for the education of wellness professionals to be fluid and responsive so they become the change agents of the future - Derby University is spearheading this in their new wellness degree launching September 2016.