



VISION: A society where everyone enjoys good metabolic health.



MISSION: To empower, inspire and educate people that most chronic diseases can be prevented and reversed by maintaining good metabolic health through sustainable lifestyle changes.

CONFERENCE

When?

Wednesday 4 November 2026 | 09:00–17:00

Where?

The Neeld Community & Arts Centre,
Chippenham SN15 3WL

Why?

Learn what can be achieved with a low-carb real-food lifestyle

Who?

Everyone working in primary care;
GPs, GP Trainees, Trainers, Health Coaches, Nurses



BOOK NOW!

Limited FREE places for BGPert & SET members
Non-members welcome – £80pp for 6+ hours CPD
Bookings via BGPert or SET



Fuelling your Future Conference - Speaker Biographies

04 November 2026

Dr Ian Lake

Dr Ian Lake is a clinician, author, and long-term person living with Type 1 diabetes. Diagnosed in 1995, he spent years navigating the unpredictability familiar to so many with Type 1 before devoting a decade to researching insulin biology and the lifestyle factors that influence insulin sensitivity and metabolic stability.

His work focuses on understanding insulin as a master hormone, shaped not just by food but by sleep, stress, circadian rhythm, movement, and environment. This research led him to a guiding principle now central to his teaching: use as much insulin as necessary, but as little as possible.

Ian has spoken at international conferences on metabolic health and ketogenic therapies and has appeared on multiple podcasts discussing Type 1 diabetes, insulin metabolism, and lifestyle-based approaches to improving metabolic wellbeing. He contributes to clinical dialogue through initiatives such as ZeroFive100, exploring the intersection of insulin use, exercise, and adaptation.

His new book, *Shifting Gears*, blends scientific explanation with a 1,000-mile cycling journey, offering a fresh, accessible way to understand how Type 1 diabetes fits into the wider workings of the human body.

Dr David Cavan

Dr David Cavan has been a Consultant Endocrinologist in Dorset since 1996. In addition to his work at the Bournemouth and Poole diabetes centres, he spent three years as the Director of Policy at the International Diabetes Federation, and in recent years has helped set up diabetes management programmes and trained health professionals internationally. For many years he has advised therapeutic carbohydrate reduction to help people to manage and reverse type 2 diabetes, prediabetes and obesity. He has also written several books for people with diabetes.

His first book 'Reverse your diabetes' was published in 2014 and his most recent book, 'A guide to weight loss injections' was published in January 2026 to support people using these medications for obesity.

Dr David Oliver

Dr David Oliver is a GP partner at Freshwell Health Centre in Essex and co-founder of the Freshwell Low Carb Project, a GP-led initiative delivering free, structured education to support weight loss and metabolic health.

Developed within NHS primary care, the Freshwell approach focuses on low carbohydrate dietary interventions for patients with obesity, prediabetes and type 2 diabetes. The programme is QISMET-accredited for weight management,

prediabetes and type 2 diabetes, providing assurance of quality for healthcare professionals.

What began as a practice-based initiative has evolved into a freely available, nationally accessible programme, with digital resources including two apps, a website and structured education materials. It has been successfully embedded within Primary Care Network delivery, supported by Health and Wellbeing Coaches, and is designed to be scalable, inclusive and aligned with NHS care pathways.

Dr Oliver's work focuses on translating evidence into actionable, pragmatic, real-world solutions that improve patient outcomes while reducing pressure on primary care.

Mark Hancock

Mark Hancock is a Health and Wellbeing Coach specialising in metabolic health, working within primary care to support individuals with type 2 diabetes, pre-diabetes, and insulin resistance.

He delivers structured low carbohydrate group programmes designed to help patients improve glycaemic control, reduce reliance on medication, and build sustainable lifestyle habits. Through a combination of education, peer support, and ongoing guidance, his work focuses on addressing the root causes of metabolic disease rather than simply managing symptoms.

Mark has seen first-hand the impact that this approach can have in real clinical settings, with patients achieving significant improvements in HbA1c, weight, and overall wellbeing.

He is particularly interested in how group-based interventions can be used within GP practices to deliver effective, scalable lifestyle support, and is passionate about helping healthcare teams offer patients a realistic pathway to better metabolic health.

His work is contributing to a growing shift in how metabolic health is understood and managed within primary care.

Helen Gowers

Helen is a registered nutritionist, and director of Embrace Nutrition. She is passionate about raising awareness of metabolic health and empowering individuals to optimise their health trajectory. She initially trained as a dietitian, but pursued careers in IT then teaching, always retaining an interest in diet and health. In 2020, having witnessed the devastation of type 2 diabetes with her dad and inspired by the discovery that the condition could be reversed using diet alone, she completed an MSc in Human Nutrition with the aim of returning to the field.

She is vice-chair of the Scientific Advisory Committee for the charity Public Health Collaboration and was director of The Lifestyle Club (TLC) from June 2021 to March 2025, overseeing its development and rollout to over 100 GP surgeries. TLC is a structured education coaching programme supporting adults with type 2 diabetes to

improve blood glucose control using the low carbohydrate diet. Results of a TLC research study with the University of Surrey published in BMJ Nutrition this year demonstrated 23% remission rate with 46% of participants HbA1c in the normal range at 6-months.

Embrace Nutrition launched its Health Accelerator pilot in March 2026 and looks forward to sharing the results. The programme combines a 6-week course covering all aspects of metabolic health, alongside blood testing, a continuous glucose monitor trial, and weekly coaching sessions, designed to support employees in improving their overall health and wellbeing.

Sam Feltham

Sam Feltham has been in the health and fitness industry for over a decade. Starting out as a party coordinator at a sports centre he worked his way up to study at the European Institute of Fitness and qualified as a Master Personal Trainer. After 5 years of running a fitness boot camp business with a successful podcast, Sam shifted his focus to improving public health by setting up and directing the registered charity, Public Health Collaboration (Charity no. 1171887). Whose mission is to empower people to achieve good metabolic health through sustainable lifestyle changes.

Tim Howe

Tim Howe is the founder of The Longevity Games CIC, a community-led organisation with a mission to help make Swindon and the surrounding areas one of the fittest communities in the country. Through inclusive fitness events, free community training sessions, and partnerships with healthcare professionals, local authorities, and businesses, Tim is passionate about promoting physical activity as a powerful tool for improving health span, reducing preventable disease, and maintaining independence later in life. His philosophy is simple: “Your pace, not a race” — creating opportunities for people of all ages and abilities to engage in meaningful physical activity without intimidation or barriers.

Drawing on his own background in endurance sport, Tim has developed The Longevity Games into what has been described as one of the most inclusive functional fitness events in the UK. Since launching in 2024, the initiative has attracted over 1,000 participants, including GPs, NHS staff, councillors, and complete beginners taking their first steps towards a healthier lifestyle. Tim is a passionate advocate for the role of exercise in preventative healthcare, regularly speaking about the importance of maintaining strength, mobility, balance, and cardiovascular fitness as we age. His work has gained national recognition through features in national and regional media, including The Times, BBC News, and Times Radio, and he was recently honoured with a Pride of Swindon Award and invited to attend a Royal Garden Party in recognition of his contribution to community health and wellbeing.

Dr Campbell Murdoch

Dr Campbell Murdoch is a GP with a special interest in metabolic health. This covers a very broad range of patient needs; from fatigue and general aches and pains, to obesity, hypertension, type 2 diabetes, MASLD, and many more. His GP surgery has built a metabolic health team of GPs, nurses, health coach, and dietitian. This setup allows a highly effective prevention and treatment service to be delivered within the constraints of primary care and its standard workflows. This includes QOF annual reviews being combined into a single Integrated Metabolic Health Annual Review pathway.

As a key feature of model the Metabolic Health 28 Day Plan is used to support patients to rapidly improve their health with 10 daily actions, or to make a personalised plan. This has proven highly engaging and effective for patients. Alongside his GP work Campbell has held a range of roles which have informed his approach. Including postgrad Sports and Exercise Medicine, Quality Improvement working with the NHSE Sustainable Improvement Team, regional NHS Person-Centred Care lead, a CMO for health tech company, and founder of preventative healthcare businesses. He has published on adapting diabetes medications for low carbohydrate diets in type 2 diabetes. An employee wellbeing programme he delivered recently won a Financial Times award.

Campbell's work is driven by a commitment to translate complex metabolic health science into pragmatic, easy to understand and implement clinical solutions that empower patients to achieve significant and often rapid health and wellbeing outcomes. This approach means it is possible to achieve better patient outcomes and whilst getting more enjoyment from work, without requiring extra NHS funding.