

Reference:	FOI.21211.26
Subject:	Attendance at public events
Date of Request:	3 August 2026

Requested:

Under the Freedom of Information Act 2000, I would like to request the following information relating to Health Board staff attendance at the Royal Welsh Show and the National Eisteddfod in 2026.

For each of these two events, please provide:

1. Attendance details
 - a. The number of staff attending.
 - b. The department(s) or team(s) those staff belong to.
2. Total cost, broken down per event, to include:
 - a. Staffing costs (including any overtime payments).
 - b. Establishment costs, such as stand/pitch hire and set-up costs.
 - c. All travel costs.
 - d. All subsistence costs (e.g. meals, accommodation).
3. On-costs, to include:
 - a. Establishment on-costs (e.g. National Insurance, pension contributions) associated with staff attendance.
 - b. Any costs attributed to or incurred by the communications team in relation to these events.
4. Any other associated costs, including but not limited to:
 - a. Where staff have been diverted from their day-to-day duties, the cost of any locum or agency staff engaged to cover their normal role.
 - b. Marketing or promotional materials produced specifically for these events.
 - c. Any other expenditure not captured above.

Please provide this information broken down by event, to allow for comparison.

5. List of other similar events
 - a. In addition, please provide a list of any other major public events (such as county shows, agricultural shows, or similar public-facing events) that the Health Board has attended, or intends to attend, in 2026, where a stand, stall, or staff presence was or will be arranged. I do not require cost or staffing details for these additional events at this stage — simply the name of each event and the date(s) — as this may form the basis of separate, more targeted requests.

Response:

In establishing Health Boards in Wales, the NHS (Wales) Act 2006 sets out the legal framework for the organisation, administration and delivery of healthcare services in Wales.

Section 1 of the Act provides that Welsh Ministers (WMs) must continue the promotion of a comprehensive health service in Wales that first, secures improvement in the physical and mental

health of all the people of Wales, and secondly, secures improvement in the prevention, diagnosis and treatment of illness.

Attendance at public events, including the Royal Welsh Agricultural Show and the National Eisteddfod form part of Hywel Dda University Health Boards (UHB's) approach to securing improvement in the prevention of illness by engaging with members of the public and share information in a non-clinical environment, to promote wellness and prevent ill health.

This year, the National Eisteddfod (NE) was held in Llantwd, a village within the UHB's area. Each year, the NE attracts around 150,000 visitors. When in the UHB's catchment, it provides an opportunity for the UHB to engage with members of the public to share health information and raise awareness of how to appropriately access its services. For example, the UHB was able to interact with over three thousand (3,000) people during the eight (8) days from 1 to 8 August 2026, including testing the blood pressure of over one thousand (1,000) people – enabling health-based conversations about what can help us to improve our health and wellbeing – promoting the prevention of illness, and the promotion of wellness.

The Royal Welsh Agricultural Show (RWAS) is a large public event that attracts a significant number of people from the UHB's geography – recognising that people who use Hywel Dda services can be from Powys and South Gwynedd.

The RWAS was attended by two (2) members of the UHB on two (2) days. Rural Health and Care Wales (RHCW) attended the RWAS on four (4) days and had a stall at the show. RHCW is an organisation of excellence that is leading the way in the field of rural health and social care in Wales, the UK and internationally.

RHCW was formed and is supported by Hywel Dda University Health Board (UHB), Betsi Cadwaladr University Health Board, and Powys Teaching Health Board, working in collaboration with the Universities of Aberystwyth, Bangor, Cardiff, Swansea, Trinity Saint David and Coleg Cymraeg Cenedlaethol, along with the Local Authorities of Ceredigion, Powys and Gwynedd. Therefore, the UHB provides the information it holds for its part in participating at the Royal Welsh Agricultural Show (RWAS).

Additionally, the UHB does not hold all of the information requested as the NE was held during the week of 1 to the 8 August 2026, as a result, not all of the information was held at the time of your request. However, the UHB provides below the information it holds as at the time of your request.

1. The UHB provides within the table below, the total number of UHB staff members identified and the teams that attended the RWAS, during the period 20 to 23 July 2026 and the National Eisteddfod (NE) during the week of the 1 to 8 August 2026.

Public event	a. Number of staff	b. Team
RWAS	Five (5) members of staff in total across the four (4) days. This does not represent 5 individuals per day.	Communications Engagement RHCW
NE	Twenty seven (27) members of staff in total over the eight	Breast feeding specialists Children's Learning Disabilities Children's Neurodevelopmental Team

	(8) days. An average of seven (7) people on the stand each day.	Communications Dental Digital Inclusion Engagement Future Workforce Health Protection – Immunisations Health & Well-being Promoting Schools Heart Failure Specialist Pharmacy School Nursing Therapies (Physiotherapy, Speech & Language, Occupational Therapy, Dietetics) Welsh Language
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Please note:- not all of these teams were present at the NE every day.

2a. The FoIA does not require public authorities to create new information, undertake analysis, perform calculations, or generate reports in order to answer a request, it is required to extract information from existing databases. Therefore, the UHB is unable to provide the staff costs, as this would require the creation of new information, which falls outside the requirements of the FoIA.

However, the UHB can confirm that all staff in attendance at the events are remunerated in accordance with the Agenda for Change (A4C) Terms and Conditions (T&Cs) of Service.

2b. The UHB provides within the table overleaf, the establishment costs, as held at the time of your request.

Public event	Establishment costs
RWAS	£998.10
NE	£12,153.33 - initial financial layout. However, this was recouped from partner contributions towards the stalls.*

*The NE stall was hosted by the UHB however, it included partners joining the UHB for the eight (8) days and hosting the events as listed on the poster provided at Attachment 1. Partner contributions meant that the outlay for the stall, including incidentals (e.g. chair hire, electricity on the stall) were covered by partners, as the UHB hosted the stall and managed the events.

2c. The UHB does not hold all of the information requested, as staff have three (3) months to reclaim their travel expenses, in accordance with the A4C T&Cs of service.

However, the UHB provides within the table below, a breakdown of the UHB's RHCW teams expenses for their attendance at the RWAS, as held at the time of your request.

Expense type	Cost
Stand space & marquee hire	£998.10
Accommodation	£300.00
Subsistence (food)	£100.00

Other (Tea/coffee/biscuits/milk/ colouring competition prizes

£57.00

Please note:- RHCW is funded across three (3) Health Boards, therefore the expenditure is shared and not funded solely by the UHB.

Additionally, there are no costs for the UHB's attendance at the NE, as accommodation was not required and staff purchased their own food.

3a. The UHB is unable to provide the staff costs requested, as this would require the creation of new information, which falls outside the requirements of the FoIA.

3b. There are no costs attributed to or incurred by the UHB's Communications team in relation to these events.

However, the UHB provides within the table below, the information held at the time of your request.

4. The UHB provides within the table below, the information held at the time of your request.

Public event	a. Additional staffing costs	b. Marketing/ promotional costs	c. Other costs
RWAS	None	£2.88 – x1 event poster printing	Not applicable
NE	None – this is part of the role of the staff members attending	£0.00 – promotion was undertaken through sharing a press release, and social media activity.	Not applicable

Please note:- the promotional posters used by the RHCW are used at multiple events therefore, the production costs are not specific to the RWAS.

5. The UHB's RHCW team attended the Aberystwyth and Ceredigion County Show in June 2026 and were provided with a free stand at the event; two (2) members of staff attended half a day each. As at the date of your request, the UHB's Workforce and Engagement teams were planning to attend the Pembrokeshire County Show on 18 and 19 August 2026.