

Reference:	FOI.16816.25
Subject:	Celebrity or personal appearances
Date of Request:	11 March 2025

Requested:

Under the Freedom of Information Act, I would like to request details of any celebrity or personal appearances undertaken on behalf of your organisation in the last 5 financial years.

This includes both private internal events (such as motivational talks for staff) and public events (e.g., the opening of a new facility, Christmas light switch-ons).

Also, I would like information on any instances where individuals have fronted or voiced publicity campaigns, including television or radio advertising.

For each hire, please provide the following details:

- The date and nature of the event.
- The name of the invited guest. For this request, "celebrity" or "notable person" refers to any individual specifically engaged due to their public profile or expertise, including motivational speakers, television personalities, public figures, war veterans, and others recognised for their achievements or influence.
- The amount paid for their appearance, including any expenses, and whether the payment was directed to charity.

Response:

Hywel Dda University Health Board (UHB) provides, within the table below, details of any celebrity or personal appearances undertaken on behalf of the UHB, along with the nature of the event, and the amount paid (if any) in the last five financial years.

Date	Nature of Event	Invited guest	Amount Paid
13, 15 and 17 May 2019	Facebook posts featuring poems written by Mererid Hopwood during her two-week residency with the UHB's Ceredigion Palliative Care Team in recognition and in support of Dying Matters Week	Mererid Hopwood	£0.00
2 April 2020	Permission given to the UHB to use poem as script for a video to celebrate NHS staff	Michael Rosen	£0.00
June 2020	"Diolch" poem – during the COVID-19 outbreak, staff were filmed reading a poem written by local poet thanking the NHS.	Tudur Dylan Davies	£0.00
December 2020	Christmas Jumper Day campaign 2020 – the UHB invited people to wear a festive jumper and make a donation to improve Christmas for NHS Mental Health patients across the UHBs footprint.	Rhod Gilbert	£0.00

12 May 2022	Some rugby players visited Prince Philip Hospital (PPH) to help celebrate International Nurses Day	Scarlets Rugby Team	£0.00
20 May 2022	The Wish Fund campaign – current fundraising campaign to raise funds to create magical memories for children and young people supported by the Paediatric Palliative Care Team.	Scarlets Rugby Players - Jonathan Davies and Gareth Davies	£0.00
19 December 2022	Some rugby players visited Cilgerran Ward in Glangwili General Hospital (GGH) to spread some Christmas cheer with children and they also donated some small Christmas gifts and Scarlets Team merchandise	Scarlets Rugby Team	£0.00
May 2023	Support with the launch of Welsh Language Discovery process at the Eisteddfod	Beti George	£0.00
May 2023	Promotion of Welsh Language and British Sign Language (BSL) at the Eisteddfod	Dafydd Iwan	£0.00
May 2023	Activity at the Eisteddfod for children	Siani Sionc	£145.00
May 2023	Clocsio activity at the Eisteddfod yr Urdd	Tudur Phillips	£440.00
28 November 2023	PPH Gardens Appeal – current charity appeal to raise funds for new therapeutic gardens for older patients in PPH.	Nigel Owens	£0.00
13 and 17 December 2024	Scarlets visit to Cilgerran Children's Ward – a group of rugby players visited Cilgerran Ward in GGH to spread some Christmas cheer and donate some small Christmas gifts to the children.	Scarlets Rugby Team	£0.00