

Response to Freedom of Information Request
Welsh Public Health Conference 2014 and 2015

Your request

- Total costs of the Welsh public health conference 2015, held on the 2nd and 3rd November 2015
- Total costs of the Welsh public health conference 2014, held on the 6th and 7th October 2014.
- an itemised breakdown for all costs for the Welsh public health conference 2015, held on the 2nd and 3rd November 2015, to include;
 - Venue hire
 - All AV costs
 - Catering
 - Staff costs
 - All travel and accommodation costs for speakers
 - Costs for design and printing for conference materials
 - Advertising costs
- Income received in total for the Welsh public health conference 2015
- Income received in sponsorship for the Welsh public health conference 2015.

Our Answer and explanations are detailed below

Context

There are persistent and significant health and wellbeing challenges in Wales that are affecting individuals, families and communities. These are big challenges but they also represent significant opportunities for us to work together across Wales in order to develop a common purpose, exploit or collective assets as part of a galvanised approach, focus on what we know works and enable real change to happen in communities to improve health and wellbeing and tackle the inequalities that exist across the country.

There is already significant work going on across Wales to improve health and wellbeing but it has not yet realised the type of population health improvement required to sustainably change the state of health of our nation. To realise the real change that's needed we need to be actively working together as public services, voluntary and private organisations in a systems-based approach - both nationally and locally, in order to exploit and align our collective assets to improve health, wellbeing and reduce inequalities.

The United in Improving Health Strategic Group has been established to tackle these challenges together and realise the opportunities of a shared commitment,

shared priorities, shared outcomes and translating this from national agreement to local action. The Group has the support of the Minister for Health and Social Services and the Chief Medical Officer for Wales.

The Group has already identified a common goal around creating foundations for a positive future for our young people with a particular focus on *early years* (the first 1000 days of life – conception to the second birthday), *supporting families* and with a particular focus on *tackling poverty* together to enable people to live as healthy and prosperous lives as possible. Bringing together best practice from other countries is key to achieving improvements in early years by learning from what works in other countries and across Wales.

The Welsh Public Health Conference 2015 was a key forum to bring together partners from across different sectors and different parts of society in Wales to focus on how we can combine our efforts and assets in a purposeful way to create a healthier, happier and fairer Wales. It was also an opportunity to hear lessons from the global emerging threats such as Ebola Virus Disease and MERS CoV together with how genomics can impact on our health and wellbeing going forward.

Overview of the Conference

The Welsh Public Health Conference took place on Monday 2 and Tuesday 3 November, and was jointly delivered by Public Health Wales and Welsh Government.

It brought together delegates from over 100 different organisations in Wales to focus on how we can combine our efforts and assets in a purposeful way to create a healthier, happier and fairer Wales. With attendees from the emergency services, education, NHS, housing and the third sector, young ambassadors, communities and academia it was a really exciting opportunity for organisations and individuals in Wales to unite as never before.

The two days included dynamic national and international keynote speakers to reflect on the global perspectives in protecting and improving health and wellbeing, the public health challenges and opportunities facing us in Wales today and how we can use systems-working, technology and innovation to drive improvements in patient outcomes and reduce health inequalities.

The target audience was the public health workforce in its broadest sense including professionals representing organisations such as local authorities, sport, the emergency services, education, the third sector, housing, the NHS and young ambassadors.

The Welsh Public Health Conference 2015 at a glance:

- 500+ Delegates attended the conference across the two days, with delegates from all four UK nations and across 100 organisations.
- 100+ Organisations represented
- 213 abstracts submitted across seven themes
- 17 breakout sessions featuring 53 presentations resulting from the abstract review and invited presentations.
- 64 posters resulting from the abstract review process.
- The plenary sessions included 10 plenary presentations and 3 plenary panel discussions with 14 contributors.
- 22 exhibitors at the conference from across sectors in Wales

The activity across social media has also meant that conversations have been amplified beyond the attendees in the room across the two days, with around 1,500 tweets using the hashtag #WPHC15. There were also over 100,000 impressions across the two days on Twitter, essentially meaning that over 100,000 people had the opportunity to see tweets that used the hashtag #WPHC15.

In addition, BBC Wales News tweeted a video with Dr Tracey Cooper, using the Public Health Wales Twitter handle and the conference hashtag to their 48,000 followers.

Media coverage of the conference also included:

- BBC Good Morning Wales (Radio)– interview with Don Berwick (former President and Chief Executive of the Institute for Healthcare Improvement – the world’s leading healthcare improvement organisation)
- BBC Wales News online - interview with Don Berwick “Wales should ‘unite against obesity”.
- BBC Good Morning Wales (Radio) – Conference package featuring Dr Julie Bishop, Mark Drakeford, Minister for Health and Social Services, Don Berwick and Rebecca Cushen and focused on healthy schools.

A collection of some of the highlights, including news stories, videos and audio presentations from across the two days are available here:

<https://storify.com/PublicHealthW/wphc15>. All resources can be accessed on the conference [webpage](#).

On day one, 420 delegates attended the conference and on day two 380. This equates to a cost per delegate per day of £105 (inc VAT). This is significantly less than the costs associated with attendance at similar conferences which are only one day such as the Welsh NHS Confederation annual conference 2016 (Group rate of £125 pp for up to 8 people plus VAT; Non-member rate of £160 pp plus VAT) and the Care England Conference (Member rate £125 pp; Non-member rate £250 pp).

The following information provides a response to the specific questions asked in relation to the Conference costs:

- **Total costs of the Welsh public health conference 2015, held on the 2nd and 3rd November 2015**

Total Cost	£83,984
Income from Exhibitors	-£2,250
Income from Welsh Government	-£13,500
Cost covered by Public Health Wales	£68,234
Cost per delegate per day	£104.98

All costs are inclusive of VAT and include the costs of pre-event meetings on Sunday 1 November. There are small costs outstanding at the time of writing.

- **Total costs of the Welsh public health conference 2014, held on the 6th and 7th October 2014.**

Welsh Government was responsible for the budget for the 2014 conference. They have advised that the total cost was £36, 807.

It should be noted that the cost is not directly comparable due to the increased scale of the 2015 conference.

- **An itemised breakdown for all costs for the Welsh public health conference 2015, held on the 2nd and 3rd November 2015, to include;**

Conference venue hire	£37, 643
All AV costs	£17,298
Catering	Included as day delegate rate in venue hire
Staff costs	Nil – supported by existing Public Health Wales staff.
Travel and accommodation for speakers	£4,852
Design and printing of Conference material	£5,436
Advertising costs	Nil
Speaker Fees	£8,842
Translation	£1,376
Video	£2,916
Sunday Pre-events	£1,216
Visual minutes	£2,851
Poster boards	£1,486
Poster prize	£40

**All costs are inclusive of VAT*

The speaker fees include the costs for Professor Don Berwick, a renowned international speaker on healthcare improvement. Costs for similar global, reputable healthcare speakers are significantly higher (eg Bernard Kouchner, World renowned humanitarian, diplomat and Doctor - founder of Médecins Sans Frontières has a fee of up to £20,000 for a speaker engagement and Hans Rosling, internationally renowned statistician and global health expert from the Karolinska Institute, Stockholm, has speaker fee of up to £50,000.

- **Income received in total for the Welsh public health conference 2015**

Income from Exhibitors	-£2,250
Income from Welsh Government	-£13,500

Please note: There is no charge for delegates to attend the conference, as this would be a further cost to the public purse.

- **Income received in sponsorship for the Welsh public health conference 2015.**

Income from Exhibitors	-£2,250
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