



**University Hospitals  
of North Midlands**  
NHS Trust

Ref: FOIA Reference 2018/19-319

**Royal Stoke University Hospital**  
**Quality, Safety and Compliance Department**  
Newcastle Road  
Stoke-on-Trent  
Staffordshire  
ST4 6QG

Date: 27<sup>th</sup> September 2018

Tel: 01782 676474  
Email [FOI@uhn.nhs.uk](mailto:FOI@uhn.nhs.uk)

Dear

I am writing in response to your email dated 22<sup>nd</sup> August 2018 requesting information under the Freedom of Information Act (2000) regarding Bounty representatives being given access to hospital wards. I apologise for the delay in responding.

As of 1<sup>st</sup> November 2014 University Hospitals of North Midlands NHS Trust (UHNM) manages two hospital sites – Royal Stoke University Hospital, and County Hospital (Stafford). Therefore the response below is for the two sites combined from that date where appropriate.

**Q1 Whether the Trust currently is, or has been in the past 12 months, engaged in a contract or written agreement with Bounty UK Limited. If the Trust is currently engaged in a contract please attach a copy of it, making necessary redactions in order to comply with the Act. Please provide the date that the contract began and/ or ended. Please provide an overview of the terms of payment. (i.e. per mother visited / per photo pack purchased)**

A1 Please refer to the attached document. Some information within the document has been redacted. This is because it is exempt under section 40(2) of the FOI Act: *personal information*. We can confirm that the contract period is August 2016 to July 2019 and payment is calculated based on the number of births per year.

**Q2 Please confirm how much money has been paid to the Trust by Bounty UK Limited in the past 12 months and how many new mothers are recorded as having been approached by Bounty representatives (if held)**

A2 In 2017, £11,560.00 was received from Bounty. Information not held by the Trust regarding how many new mothers that were approached by Bounty in the unit.

**Q3 Please provide details of the policies the Trust has in place with regards to protecting new mothers (i.e are representatives allowed on any ward at any time, or do they have restricted access? Are mothers given the option to opt out of being visited?)**

A3 Access is restricted at lunch times, the Bounty representative is expected to speak with the senior midwife on duty on arrival. The senior midwife on duty will inform the Bounty representative of ladies who are not to be visited by them; this is generally for clinical reasons. Should a lady inform a midwife that they do not wish to be seen, the midwife would inform the Bounty representative. The ladies are not given specifically an opt in or opt out option



**Q4 Please confirm the number of complaints made to the Trust by new parents. If not time prohibitive, please provide details of the complaints**

A4 The Trust has not received any complaints regarding Bounty by new parents.

\*Please note that any individuals identified do not give consent for their personal data to be processed for the purposes of direct marketing.

***UHNM NHS Trust is a public sector body and governed by EU law. FOI requestors should note that any new Trust requirements over the EU threshold will be subject to these regulations and will be advertised for open competition accordingly.***

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An anonymised copy of this request can be found on the Trust's disclosure log, please note that all requests can be found at the following link: <http://www.uhnm.nhs.uk/aboutus/Statutory-Policies-and-Procedures/Pages/Freedom-of-Information-Disclosure-Log.aspx>

This letter confirms the completion of this request. A log of this request and a copy of this letter will be held by the Trust.

If you have any queries related to the response provided please in the first instance contact my office.

Should you have a complaint about the response or the handling of your request, please also contact my office to request a review of this. If having exhausted the Trust's FOIA complaints process you are still not satisfied, you are entitled to approach the Information Commissioner's Office (ICO) and request an assessment of the manner in which the Trust has managed your request.

The Information Commissioner may be contacted at:

Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF or via [www.ico.org.uk](http://www.ico.org.uk).

If following review of the responses I can be of any further assistance please contact my secretary on 01782 676474.

Yours,



Leah Carlisle  
Deputy Head of Quality, Safety & Compliance



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