

Ref: FOIA Reference 2019/20-501

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

Date: 6th December 2019

Email foi@uhnm.nhs.uk

Dear

I am writing in response to your email dated 20th November 2019 (received into our office 21st November) requesting information under the Freedom of Information Act (2000) regarding Bounty UK Limited

As of 1st 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 I can confirm that the Trust holds information regarding written agreement with *Bounty UK Limited, but feel this information is exempt under section 21: *information reasonably accessible by other means*. This is because the information is available via the Trust's public website at the following link: August 2018-19 FOI ref 319-1819

http://www.uhnm.nhs.uk/aboutus/Statutory-Policies-and-Procedures/FOIdisclosurelog/Pages/2019_2020.aspx

*Please note that UHNM has terminated this contract with Bounty as of July 2019

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 UHNM cannot provide information on how many mothers were approached by Bounty. In Year 2018/19, £11,858.35 was paid to UHNM by Bounty UK Ltd.

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 As Answer 1.

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 No complaints were made to the Trust regarding Bounty Uk Ltd

*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.

Where the Trust owns the copyright in information provided, you may re-use the information in line with the conditions set out in the Open Government Licence v3 which is available at <http://www.nationalarchives.gov.uk/doc/open-government-licence/version/3/>. Where information was created by third parties, you should contact them directly for permission to re-use the information.

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.

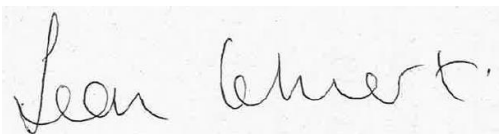
Should you have a complaint about the response or the handling of your request, please also contact my office to request a review of this. If having exhausted the Trust's FOIA complaints process you are still not satisfied, you are entitled to approach the Information Commissioner's Office (ICO) and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

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

Yours,





**University Hospitals
of North Midlands**
NHS Trust

Jean Lehnert
Information Governance Manager

