

FOI REF: 25/503

6th August 2025

Tel: 0300 131 4500
Website: www.esht.nhs.uk

FREEDOM OF INFORMATION ACT

I am responding to your request for information under the Freedom of Information Act. The answers to your specific questions are as follows:

I write to request information about the Trust's relationship with the company that produces Bounty packs, which are handed out to expectant / new parents accessing NHS maternity services, and specifically to ask:

- 1) **Whether the Trust currently allows, or previously allowed Bounty reps on its wards, and if so, when this began / ended.**

[We do not hold the start date information but confirm that the contract end date was 2019.](#)

- 2) **Whether the Trust currently distributes or allows the distribution of Bounty packs to expectant parents and / or new mothers, and if so, which Bounty packs are distributed, how (eg by midwives / by Bounty reps), and the approximate number of packs supplied by Bounty to the Trust each year.**

[No.](#)

- 3) **Whether the Trust has any financial relationship involving the payment or receipt of funding or support from Bounty UK or its affiliates / partners (Bounty Group Ltd, Joy Memories Inc) in relation to the distribution of Bounty packs or other services from Bounty, and if so, what such payment/support relates to, when such payments/support began, the total £ value received to date and the £ value of any current contract.**

[None.](#)

Cont.../

- 4) **Copies of any contracts, agreements or memorandums of understanding with Bounty (or its parent company or affiliates, including Bounty Group Ltd, Bounty UK Ltd, or Joy Memories Inc.) in relation to the distribution of Bounty packs or other services from Bounty.**

Not applicable - contract ended in 2019.

- 5) **Whether the Trust has received any assurances from Bounty in relation to data protection, and if so, the nature of these assurances.**

Not applicable - contract ended in 2019.

- 6) **Whether the Trust has ever received any complaints about Bounty UK and if so, the numbers and nature of complaints over the period received.**

The Trust has received one complaint regarding Bounty UK: in 2011 a patient was unhappy that a Bounty representative visited them on the ward after the birth of their baby.

If I can be of any further assistance, please do not hesitate to contact me.

Should you be dissatisfied with the Trust's response to your request, you have the right to request an internal review. Please write to the Freedom of Information Department (esh-tr.foi@nhs.net), quoting the above reference, within 40 working days. The Trust is not obliged to accept an internal review after this date.

Should you still be dissatisfied with your FOI request, you have the right of complaint to the Information Commissioner at the following address:

The Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire SK9 5AF

Telephone: 0303 123 1113

Yours sincerely

Freedom of Information Department
esh-tr.foi@nhs.net