

Freedom of Information Act 2000

The Royal Cornwall Hospitals NHS Trust Response to Information request

Date Request Received: 7th July 2025

FOI Ref No 29504

Requested Information:

Please provide 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;
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;
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;
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;
5. whether the trust has received any assurances from Bounty in relation to data protection, and if so, the nature of these assurances;
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.

Response:

1. This practice was stopped over 10 years ago at Royal Cornwall Hospitals NHS Trust. The exact dates are not centrally stored.
2. N/A

3. N/A
4. N/A
5. N/A
6. No relevant data is held as this practice was stopped over 10 years ago.

Attachment(s):

No Attachment(s)

Date Response sent: 9th July 2025