

**Freedom of Information Request**

**Ref: 25-550**

5 August 2025

By Email

Dear Sir/Madam

Thank you for your request for information under the Freedom of Information Act 2000. The Trust's response is as follows:

- We can confirm that we hold some of the information you are requesting

**I am writing to make a request under the freedom of information act 2000. 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:**

- whether the trust currently allows, or previously allowed, Bounty reps on its wards, and if so, when this began / ended;**

Yes. We are unable to say when this began. This ended in 2020.

- 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;**

The only Bounty packs we have now are the antenatal ones and these are offered by midwives to every woman we book - approximately 3,000 per year but not all women accept.

- 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;**

Since 2015 the Trust has received £17,484.33 from Bounty UK. No income has been received from Bounty UK since February 2020.

- 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;**

We do not hold this information.

**- whether the trust has received any assurances from Bounty in relation to data protection, and if so, the nature of these assurances;**

Bounty no longer receive patient details as it is the midwives who distribute the packs.

**- whether the trust has ever received any complaints about Bounty UK and if so, the numbers and nature of complaints over the period received.**

Zero.

This concludes our response. We trust that you find this helpful, but please do not hesitate to contact us directly if we can be of any further assistance.

If, after that, you are dissatisfied with the handling of your request, you have the right to ask for an internal review. Internal review requests should be submitted within two months of the date of receipt of the response to your original letter and should be addressed to:

Data Protection Officer  
University Hospitals Bristol and Weston NHS Foundation Trust  
Trust Headquarters  
Marlborough Street  
Bristol  
BS1 3NU

Please remember to quote the reference number above in any future communications.

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

**Publication**

Please note that this letter and the information included/attached will be published on our website as part of the Trust's Freedom of Information Publication Log. This is because information disclosed in accordance with the Freedom of Information Act is disclosed to the public, not just to the individual making the request. We will remove any personal information (such as your name, email and so on) from any information we make public to protect your personal information.

To view the Freedom of Information Act in full please click [here](#).

Yours sincerely

**Freedom of Information Team  
University Hospitals Bristol and Weston NHS Foundation Trust**

