

Date: 18/07/2016

FREEDOM OF INFORMATION REQUEST FOI/012890 – Commercial activity in maternity wards

Which commercial organisations are permitted to promote or distribute their products or the products of other organisations in the Trust's maternity wards;

A – Bounty is the only company. They provide packs of sample nappies, sample of baby towel, sample of nappy cream, newborn information booklet , child benefit claim form

What revenues accrue to the Trust from that activity;

A – The Trust (DGFT) gains no revenue from the activity

And what evidence is there that patients welcome such activity?

A –Women are asked whether they want to see the bounty woman before she is allowed to visit.

Where possible could we have the figures for the revenues accrued over the last 5 years?

A – Zero.