

April 2012

Please could you tell me under the freedom of information act the following with regards to advertising at the hospital:

1) Do you have any contracts for advertising on A&E leaflets, medical cards/clinical leaflets/guides, within the hospital?

If so, please can you tell me separately the following under the Freedom of Information Act:

- a) who is the contract/agreement with - named signatory and title.*
- b) the date the contract started and was implemented and the date the contract will end including any notice periods etc. or whether any rolling contracts exist and at what stage must notice be given to end the contract?*
- c) does the contract generate additional income for the trust and if so how much*
- d) Also - who is responsible for procurement/tenders - name and title and department and email address.*
- e) And who will be responsible for re-tendering or negotiating new contracts for advertising and income generation - name and title and department and email address.*

2) Do you have any contracts for advertising in A&E on posters and leaflet dispensers?

If so, please can you tell me separately the following under the Freedom of Information Act:

- a) who is the contract/agreement with - named signatory and title.*
- b) the date the contract started and was implemented and the date the contract will end including any notice periods etc. or whether any rolling contracts exist and at what stage must notice be given to end the contract?*
- c) does the contract generate additional income for the trust and if so how much*
- d) Also - who is responsible for procurement/tenders - name and title and department and email address.*
- e) And who will be responsible for re-tendering or negotiating new contracts for advertising and income generation - name and title and department and email address.*

The Trust does not have any contracts for advertising on A&E leaflets, medical cards/clinical leaflets/guides, posters or leaflet dispensers

In the past, the Trust has had a contract with a Local Map Company, which allowed for the inclusion of advertising in free wall maps and supplies of free folded leaflet maps. This arrangement is no longer in existence.

The Trust has conformed to the guidance provided by the Department of Health http://www.dh.gov.uk/en/Publicationsandstatistics/Lettersandcirculars/Dearcolleagueletters/DH_132814.

3) Do you have any contracts for advertising either via appt cards or via posters/leaflets in OPD.

If so, please can you tell me separately the following under the Freedom of Information Act:

- a) who is the contract/agreement with - named signatory and title.*
- b) the date the contract started and was implemented and the date the contract will end including any notice periods etc. or whether any rolling contracts exist and at what stage must notice be given to end the contract?*
- c) does the contract generate additional income for the trust and if so how much*
- d) Also - who is responsible for procurement/tenders - name and title and department and email address.*
- e) And who will be responsible for re-tendering or negotiating new contracts for advertising and income generation - name and title and department and email address.*

The Trust does not have any contracts for advertising either via appointment cards or via posters/leaflets in OPD. There is no advertising displayed on the Outpatient department check-in screens or on TV screens in hospital waiting areas.

However, we can confirm that in the Chronic Pain Clinic we have a board which displays leaflets, and information, relating to Yoga, Aqua therapy, Fibromyalgia, Dial Care cars, Bereavement Advice Services and Sava support but we have a message on the top of the board which states *"The leaflets on this board are for information only and do not constitute a recommendation by the Pain Service or Southend University Hospital NHS Foundation Trust"*.