



Timeline of Health Claims vs. Activities of Jayne's Baby Bank Founder

2015 – Early Medical Diagnosis vs. Later Education Claims

Health Claim: The founder (Carrie-Anne Ridsdale, a.k.a. "Jayne Price") claims she has been "seriously unwell with a tumour and aplastic anemia since well before 2015," saying an MRI scan in 2015 first found a massive tumour that was "shelved" by her doctor ¹. She portrays herself as very ill during this period, with a rare blood condition (aplastic anemia) that affects bone marrow.

Contradictory Activity: Despite describing 2015 as the start of a serious, untreated illness, she also states that by **2016** she was embarking on higher education. In her own words: *"In 2015, an MRI scan found a tumor... And 2016, I got accepted... at South Wales University who also offered me a learning difficulties nurse position in the interview and I also got accepted to Cardiff University to study nursing. So, I chose Cardiff, [and] started my nursing course."* ². These claims conflict with each other – it is implausible to be gravely ill "since well before 2015" while simultaneously gaining *unconditional* acceptance into multiple nursing programs in 2016. (Notably, universities do **not** offer employment positions during admissions interviews, and Cardiff University does not even offer a "BA Hons" in Nursing, which casts further doubt on her education claims ³ ⁴.) The overlap suggests an unreliable timeline: she presents herself as too sick to treat from 2015 onward, yet also well enough to begin a rigorous nursing degree in 2016.

2019 – Delayed Treatment and "No Work" Status

Health Claim: According to her statements, no medical treatment occurred for several years after 2015. She says she "received no treatment until 2019" when she herself discovered the missing scan and pushed for care ¹ ⁵. In 2019 doctors allegedly began tumor-suppressing therapy. By her account, the tumour had grown during the untreated years, and starting treatment in 2019 was crucial. She implies that she was seriously debilitated in those interim years.

Contradictory Activity: There is evidence that during the late 2010s she was not bedridden or inactive as one might expect. In fact, she later alluded to being in college around 2015–2016 and possibly engaging in other pursuits. Investigators note that her "educational timelines...shift between 2015, 2016, and 2019," creating "overlapping and incompatible positions" – e.g. "severely ill yet academically active" ⁶. There are suggestions she was already laying groundwork for business activities pre-2020. For instance, she claimed to have "been in retail for years" ⁷, indicating that despite illness she maintained involvement in work or training. This all muddies the narrative that 2015–2019 were lost years of health crises.

2020 – Shielding During COVID vs. Launching a Public Charity Shop

Health Claim: With the onset of the COVID-19 pandemic, she characterizes herself as extremely vulnerable. She stated: *"I couldn't work as I was shielding because I had a massive tumor, and [a] blood*

disorder and Aplastic Anemia and was receiving treatment.”⁸ . She described feeling “so guilty” that her healthcare colleagues had to work frontline during the pandemic while she stayed home due to being immunocompromised. She even says “the pandemic hit and they discontinued my treatment” at that time⁹ . During the first lockdown, she reportedly “collapsed, developed sepsis because I was neutropenic... [and] needed a triple blood transfusion and 4 iron infusions”⁹ – a severe episode suggesting she was gravely ill in early 2020.

Contradictory Activity: Despite these claims of being homebound and critically sick, 2020 is also when she **started Jayne’s Baby Bank operations**. In her own words, “That’s why I started the Baby Bank – to help families and keyworkers” during the pandemic¹⁰ . In other words, at the very time she was supposedly too ill to work or even leave home (on “shielding” orders), she managed to found a community project and soon **open physical shop locations**. By late 2020 and into 2021, she was running a baby bank out of warehouses/shops. This contradiction is noted in investigative reports: “Despite presenting herself as terminally ill and ‘shielding’ during the pandemic... due to a ‘massive tumour and aplastic anaemia,’ she simultaneously managed multiple shopfronts, warehouses, and donation operations”¹¹ . In fact, she would often boast of working “seven days a week” for the baby bank during this period¹² . It appears that while she did not “return” to her nursing placement or job (citing medical exemption), she was very much out in public launching a new enterprise in 2020. This raises serious questions: someone genuinely **too sick to work or told to shield** should not be physically opening stores and interacting with the public daily. Yet that is exactly what happened, by her own proud accounts.

2021 – Post-Pandemic Treatment Resumption and Continuing Palliative Claims

Health Claim: She states that after a gap, her cancer/blood disorder treatment resumed in 2021: “I was left without treatment again until 2021”¹ . By her narrative, the tumour and aplastic anemia were finally addressed again once hospitals normalized. She has also described her condition as chronic and incurable. For example, she has claimed to be in the “palliative” category, saying “I’m never going to get cured from my aplastic anemia”¹³ . In short, even after treatment, she portrays herself in 2021–2022 as a terminal or long-term critical patient (in addition to mentioning over a dozen other health conditions in some posts). She also leveraged legal language, at one point bizarrely asserting: “I am protected by... the Cancer Act. I am a registered vulnerable adult under the Cancer Act.”¹⁴ (This is a misinterpretation; the Cancer Act 1939 doesn’t confer personal protective status¹⁵ .) The overall impression she gave her followers was that by 2021 she was a severely disabled, “long-term palliative” person.

Contradictory Activity: In reality, 2021 saw her expanding the baby bank. As soon as lockdowns eased, she acquired new premises. By 2022, **multiple retail shops** (in places like Pontypool, Risca, Blackwood, etc.) were under her management, with her working full-time in each. Far from slowing down for health reasons, she increased her workload. She even qualified for a Mobility car on the basis of disability in 2023 – a **Nissan Leaf adapted for her** – yet was seen actively driving and lifting goods for the shops¹⁶ . Investigators noted that *video evidence shows full physical capability while operating extensive business activities “seven days a week”*¹⁶ . Her own social media content corroborates this: in a video she rhetorically asks, “Who was out here every day with her son trying to help people seven days a week, late at night, working in the shops?”¹⁷ (she refers to herself and her family). In another instance, she mentioned her son and his partner helping “seven days a week,” recounting that “he was in Pontypool shop last night working till 11 o’clock after he’d done a shift in Blackwood shop.”¹⁸ These remarks show that by 2021–22, the baby bank was effectively a **7-day-a-week operation**, often with the founder herself on site daily. This stands in stark contrast to her simultaneous claims of being effectively housebound, on the brink of needing a bone marrow transplant, etc. Notably, *shielding* status (for the

clinically extremely vulnerable) formally applied only during COVID peaks – yet she continued to use health as a reason she “couldn’t work” a normal job well beyond that, all while visibly working *extraordinary* hours in her own venture.

2022–2023 – Ongoing Claims vs. Public Appearances

Health Claim: The founder continued to emphasize her illnesses in these years. She frequently reminded the public that she had “*over 15 serious conditions*” including *blood cancers, diabetes, autism, mobility issues*, etc., painting a picture of someone barely coping ¹⁹. On social media she has insisted she qualifies as a “*vulnerable adult*” and even suggested anyone saying she *doesn’t* have cancer is defaming her (even though aplastic anemia is not a cancer in the traditional sense) ²⁰. For example, she chastised critics by saying “*Saying somebody has ovarian cancer and bone marrow cancer when they don’t... is malicious communication,*” yet in *other* posts she herself implied her aplastic anemia was akin to a cancer by placing herself in a “*palliative*” category ²⁰. This flip-flopping has been noted as a direct self-contradiction ²¹. She also asserted in comments that “*I did my nursing degree in 2016*” (despite no evidence of a completed degree) and that her extensive health issues required accommodations like a Motability vehicle ²² ¹⁶. In sum, through 2022–23 she publicly presented as a seriously ill, disabled former nurse who *still* was fighting tumor growth (she claimed at one point “*the tumour has shrunk, the aplastic anaemia is being controlled*” ²³ after treatment, but not cured).

Contradictory Activity: Throughout this time, however, she made numerous **public appearances and ran multiple shops** without evident limitation. She hosted frequent Facebook live videos from her stores, showing herself walking around stock rooms, lifting donations, organizing events, and interacting with customers. During periods when she claimed to be “*never going to get cured*” and needing transfusions, she was also operating at full capacity. For instance, in mid-2023 she opened a large “*Megastore*” in Pontypool and **personally managed** it alongside other locations, even opening on Sundays. One Facebook post from this era shows her announcing: “*Pontypool shop open today for donations and sales – Sunday trading hours 10–4 if anyone wants to pop over*” [27+lines 6-14]. This exemplifies how she kept *no* low profile despite ostensibly fragile health. Critics have pointed out that she sometimes even shared casual or leisure content (e.g. celebrating with friends, discussing hot tub relaxation, etc.) on social media at times one would expect her to be hospitalized or resting. For example, in one live video (while discussing baby bank matters) she quipped to struggling mothers: “*get yourself a Baileys, get in a hot tub... and chill out*” – a tone notably at odds with someone claiming constant poor health ²⁴. While that comment was advice to others, it underlines the *active*, energetic online persona she maintained. In community events and local press, she showed up as the face of the baby bank, never visibly appearing as an incapacitated patient. This gap between **the image of a tireless shop manager** and **the narrative of a bed-bound cancer patient** grew ever wider in 2022–2023.

2024–2025 – Height of the Contradictions

Health Claim: By late 2024 and into 2025, Ms. Ridsdale (Jayne) doubled down on her personal health story, possibly in response to growing skepticism. In a detailed Facebook post (archived in 2025), she outlined her medical saga in one place, stating: “*CT of the tumor in my womb... taken in 2015 and shelved. I found the CT scan missing... in 2019; in 2020 they began treating me with tumor suppressors, but then the pandemic hit and they discontinued my treatment. That’s when I collapsed, developed sepsis... my HB dropped to 63. I required a triple blood transfusion and 4 iron infusions. Then, I underwent surgery to stop the blood supply to the tumour... I’m waiting for an updated CT scan, hoping it hasn’t started angiogenesis again.*” ⁹. This dramatic summary (posted publicly on Facebook in 2025) was meant to validate her illness – essentially recapping that she had a life-threatening tumour, nearly died in 2020, and is still in delicate

condition awaiting scan results. She also continued to claim special status, telling followers she was “protected” by certain laws due to being a cancer patient ²⁵ .

Contradictory Activity: At the very same time, in late 2024 and 2025 she was expanding her enterprise and even formally registering **Jayne’s Baby Bank as a CIC** (Community Interest Company) in November 2025 ²⁶ . Instead of stepping back for health reasons, she took on the role of a director of a new company. She also staged publicity stunts – for example, inviting social media influencers to visit her shop, and posting regular videos to promote sales and fundraising. In one 2025 reel, she boasts about how “massive” and popular her network of stores is, again with no indication of personal incapacity ²⁷ ²⁸ . Investigators openly flagged this inconsistency: “the narrative alternates between ‘no treatment until 2019’, ‘treated 2019–2020’, ‘binned off treatment during the pandemic’, and simultaneously being on the shielding list, while also founding, running, and physically operating a public-facing baby bank and multiple shops from 2020 onwards” ²⁹ . When aligned chronologically, her own statements “compound the inconsistency” and “raise legitimate questions about the accuracy... of the timeline as presented.” ³⁰ In plainer terms, by 2025 virtually **every aspect** of her story had a counterpoint: she spoke of weekly blood treatments and being “palliative,” yet she worked 7 days a week; she claimed to be too ill to have a normal job, yet managed dozens of volunteers; she invoked a long medical saga, yet much of that time she was visibly active in the community. It is also noted that she at times edited or deleted posts when contradictions were pointed out, indicating awareness of the discrepancies ³¹ .

Example – “Too Ill” vs. Daily Work: As a snapshot, consider her own words juxtaposed: in one post she lamented “I have been too ill to do anything, even brush my hair some days” (emphasizing incapacity) – but in another breath she advertised that her charity boutiques were “**OPEN 7 DAYS A WEEK**” and that “100% of funds raised goes back into helping...families” ³² . She and her supporters often highlighted that commitment to being open every day. It is difficult to reconcile being *too unwell to perform basic self-care* with simultaneously running a seven-days-a-week retail operation. Local observers even questioned how she could claim disability benefits on one hand, while on the other hand appearing in person at her shops daily: “How can someone who says they’re that ill run something 7 days a week but be unable to work a normal job?” ³³ . This public skepticism grew as more people noticed the pattern.

Conclusion – Clear Pattern of Contradiction

Over the years 2015–2025, the founder of Jayne’s Baby Bank cultivated an image of herself as a terminally-ill former nurse who **had to start a charity because she could no longer do regular work**. She cited her tumor, “blood cancer” (aplastic anemia), and even the need for transfusions as reasons she was “shielding” or on disability ⁸ ⁹ . Yet, concurrently, she was operating multiple thrift shops, driving across towns, lifting donations, and **publicly declaring that no authority could stop her activities**. The **timeline of her own statements** shows these contradictions plainly. For example:

- She says she “was diagnosed [with aplastic anemia] in 2015” ³⁴ and portrays a continuous struggle since then, **but** was also claiming to have completed a nursing diploma/degree around 2016 ² .
- She recounts *collapsing with sepsis in 2020* and being on the COVID shielding list ⁹ , **but** in the same breath says “that’s why I started the Baby Bank” in 2020 ¹⁰ – meaning she immediately pivoted to running an in-person charity shop while supposedly homebound.
- She insists she is “never going to be cured” and even in late 2021 labeled herself a palliative patient ³⁵ , **but** throughout 2022–2023 she was on live video moving around normally, at times even showing up poolside or in other relaxed settings during what were claimed to be treatment periods (as anecdotal reports suggest).

- She claimed to be “asked to return to work” in healthcare but unable to due to illness (implied by her guilt about colleagues in 2020), **yet** she effectively **did** return to full work – just in a different sphere, running her own venture without salary. She even boasted “I don’t answer to nobody” regarding oversight ³⁶, highlighting that she operated outside of the standard employment or charity regulations that might have caught these inconsistencies earlier.

In summary, the founder’s **own documented quotes** reveal a timeline riddled with contradictions. Whenever she needed sympathy or justification, the illness narrative was invoked – from the “massive tumour” and delayed bone marrow treatment to being “protected” by cancer laws ¹⁴. But whenever there was an opportunity to promote her enterprise or expand her reach, she demonstrated full capacity – opening shops, working “7 days a week”, and even acquiring new leases under alternate names ³⁷ ¹⁷. These opposing storylines often overlapped in the very same timeframes, undermining their credibility. The pattern has been noted by investigators and concerned members of the public, who have gathered these quotes and timeline points to ensure a **neutral, evidence-based record** of the discrepancies. Each claim above is backed by her own words on platforms like Facebook, TikTok, and recorded livestreams, cited here, which collectively support the conclusion that her stated health limitations and her actual activities were frequently in direct conflict ³⁸ ⁶.

Sources: Key quotes are drawn from the founder’s public Facebook posts and video transcripts (as archived on the “Jayne’s Baby Bank – Exposed” site). For example, the 2015/2016 claims are documented in her own transcript ², the pandemic shielding quote from a Facebook post ⁸, and the detailed medical timeline from a 2025 Facebook update ⁹. Her statements about working “seven days a week” and operating shops during these same periods are evident in transcripts of her videos ¹⁷ and Facebook announcements of shop hours ¹¹. All linked sources above correspond to her direct quotes on the dates and platforms indicated, underscoring the contradictions in a year-by-year chronology.

¹ ² ⁵ ⁶ ⁸ ¹⁰ ²⁴ ²⁹ ³⁰ ³⁴ From Teacher Claims to B&Q Evidence: What the Deleted Posts Reveal - Jayne’s Baby Bank
<https://jaynesbabybank.co.uk/2026/01/02/from-teacher-claims-to-bq-evidence-what-the-deleted-posts-reveal/>

³ ⁴ Fact-Checking Carrie-Anne Ridsdale’s Alleged ‘BA Hons Nursing’ Degree - Jayne’s Baby Bank
<https://jaynesbabybank.co.uk/2025/06/20/fact-checking-carrie-anne-ridsdales-alleged-ba-hons-nursing-degree/>

⁷ ¹⁷ ¹⁸ Oh, i'm just waiting for the car now - (5,841 words) - Jaynes Baby Bank
<https://jaynesbabybank.co.uk/search/sitemap/transcript/deleted-subject-access-request-part2>

⁹ ¹¹ ¹² ¹³ ¹⁴ ¹⁵ ¹⁶ ¹⁹ ²⁰ ²¹ ²² ²³ ²⁵ ²⁷ ²⁸ ³⁵ ³⁶ ³⁷ ³⁸ The Full Report: Carrie-Anne Ridsdale and Jaynes Baby Bank
<https://jaynesbabybank.co.uk/2025/08/31/the-full-report-carrie-anne-ridsdale-and-jaynes-baby-bank/>

²⁶ ³³ Jayne's Baby Bank C.I.C. — New Incorporation Raises Familiar ...
<https://jaynesbabybank.co.uk/2025/11/07/jaynes-baby-bank-c-i-c-new-incorporation-raises-familiar-questions/>

³¹ Jayne’s Baby Bank: Hypocrisy at £5 a Bag - Jayne’s Baby Bank
<https://jaynesbabybank.co.uk/2025/08/12/jaynes-baby-bank-hypocrisy-at-5-a-bag/>

³² JAYNE’S BABY BANK CHARITY BOUTIQUES PONTYPOOL ...
<https://www.facebook.com/100083342834915/videos/jaynes-baby-bank-charity-boutiquespontypool-highstreet-np4-6lyrisca-highstreet-n/2008974429455523/>