Cyfeiriad Dychwelyd/ Return Address:
Bwrdd Iechyd Prifysgol
Cwm Taf Morgannwg
Pencadlys
Parc Navigation,
Abercynon
CF45 4SN

Cwm Taf Morgannwg
University Health Board
Headquarters
Navigation Park
Abercynon
CF45 4SN

Ffôn/Tel: 01443 744800

Eich cyf/Your Ref:
Ein cyf/Our Ref: CTMUHB_540_26
Ebost Email: CTM.FreedomOfInformation@wales.nhs.uk
Dyddiad/Date: 16 September 2026

Sent by email to:

[redacted]@[redacted]

Dear Requester,

Freedom of Information Request: Our Reference CTMUHB_540_26

Thank you for your request for information received on the 13 September 2026, regarding baby bank activity. Please find the response from Cwm Taf Morgannwg University Health Board set out below:

You asked:

I am writing to request clarification regarding the organisation known as Jayne's Baby Bank, which operates publicly as a registered CIC and maintains an active social media presence.

I have become aware of material suggesting that Jayne's Baby Bank has delivered items to, visited, or been photographed at various hospitals and NHS locations across South Wales. Images and videos of these visits appear to have subsequently been used on social media and other promotional material connected with the organisation.

I am therefore asking your Health Board to clarify the following:

1. **Whether Jayne's Baby Bank, or individuals acting on its behalf, has delivered donated goods or other items to any hospitals, wards,**

maternity units or other NHS facilities operated by your Health Board.

On review of our Gifts, Hospitality & Sponsorship Register we can confirm that we have not received any declarations regarding donations from Jayne's Baby Bank.

This information is routinely published. The register was last reported to the May 2026 meeting of the Audit, Risk & Assurance Committee and a link to the papers can be found here: [19 May 2026 - Cwm Taf Morgannwg University Health Board]

1. **Which locations received any such items, where records are available.**

   N/A.

2. **Whether the organisation received permission or authorisation to access NHS premises for the purpose of deliveries, photography, filming or promotional activity.**

   N/A.

3. **Whether permission was granted for photographs or videos taken during such visits to be used publicly by Jayne's Baby Bank or associated social media accounts.**

   N/A.

4. **Whether the Health Board has any policies, agreements, records or correspondence relating to donations, promotional visits, photography or filming involving Jayne's Baby Bank.**

   In relation to policies, please see a link to our Standards of Good Governance and Probity policy, which includes our approach to gifts, hospitality and sponsorship in line with national guidance:

   - https://ctmuhb.nhs.wales/about-us/governance-assurance/health-board-policies-and-procedures/documents/standards-of-behaviour-framework-policy/

   There is also an "Authorised External Personnel Policy" which is currently going to Committee. This policy has been developed to deal with this type of situation and sets out our approach to handling it.

   Once approved, the policy will be available within the public domain.

5. **Whether the Health Board has any concerns regarding the use of its hospitals, premises, staff or branding in promotional material published by the organisation.**

   N/A.

We trust that this provides the information that you require. Under the terms of the Health Board's Freedom of Information policy, individuals seeking access to recorded information held by the Health Board are entitled to request an internal review of the handling of their requests. If you would like to complain about the Health Board's handling of your request please contact me directly at the address below. If after Internal Review you remain dissatisfied you are also entitled to refer the matter to the Information Commissioner at the following address:

- Information Commissioner's Office - Wales
  2nd Floor, Churchill House, Churchill Way, Cardiff, CF10 2HH
- Telephone: 0330 414 6421 / Email: wales@ico.gsi.gov.uk
- https://ico.org.uk/

You should note, however, that the Information Commissioner would normally expect you to have exhausted our internal complaints procedures before dealing with such an application. Further guidance may be found on the Information Commissioner's website click here.

Cwm Taf Morgannwg University Health Board routinely publishes details of all Freedom of Information Act requests received in its disclosure log. The Disclosure Log can be found at https://ctmuhb.nhs.wales/use-of-site/freedom-of-information/disclosure-log/

Please do not hesitate to contact us if you have any queries.

Yours sincerely

The Freedom of Information Team /Y Tîm Rhyddid Gwybodaeth