Re: Request for clarification regarding Jayne's Baby Bank activity and promotional material at NHS sites

From Media Office Hywel Dda (Hywel Dda UHB - Generic Press Office Email) <MediaOffice.Hyweldda@wales.nhs.uk>

To [redacted]@[redacted]

Date Wednesday, 16 September 2026 at 9:43 AM

Hi [redacted],

Sorry for delay in getting back to you.
I have checked with our Head of Midwifery and can confirm that, as far as we're aware, we have had no dealings with Jayne's Baby Bank.
We're probably a bit far west for them, maybe?
Also we would not allow any filming on wards without permission. All requests to film would come through the media team. I have checked our records and asked colleagues - we have no record or recollection of being approached by the organisation.

I hope this is of some help?

Best wishes,

Cathryn

Cathryn Ings
Uwch Swyddog Cyfathrebu | Senior Communications Officer
Bwrdd Iechyd Prifysgol Hywel Dda | Hywel Dda University Health Board
cathryn.ings@wales.nhs.uk

Communications Team
mediaoffice.Hyweldda@wales.nhs.uk

[redacted]

Ysgrifennwch ataf yn y Gymraeg
neu'r Saesneg.
Write to me in English or Welsh

From: [redacted] <[redacted]@[redacted]>
Sent: Monday, September 14, 2026 10:38
To: Media Office Hywel Dda (Hywel Dda UHB - Generic Press Office Email) <MediaOffice.Hyweldda@wales.nhs.uk>
Subject: Re: Request for clarification regarding Jayne's Baby Bank activity and promotional material at NHS sites

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I promise you, this is a HUGE issue. I am understating it. You'll remember this email one day :)

- [redacted]

On Monday, 14 September 2026 at 10:37 AM, Media Office Hywel Dda (Hywel Dda UHB - Generic Press Office Email) <MediaOffice.Hyweldda@wales.nhs.uk> wrote:

> Oh I see - leave it with me. Just waiting for the maternity team to get back to me.
>
> **Cathryn Ings**
> Uwch Swyddog Cyfathrebu | Senior Communications Officer
> Bwrdd Iechyd Prifysgol Hywel Dda | Hywel Dda University Health Board
> cathryn.ings@wales.nhs.uk
>
> **Communications Team**
> mediaoffice.Hyweldda@wales.nhs.uk
>
> [redacted]
>
> Ysgrifennwch ataf yn y Gymraeg
> neu'r Saesneg.
> Write to me in English or Welsh

From: [redacted] <[redacted]@[redacted]>
Sent: Monday, September 14, 2026 10:28
To: Media Office Hywel Dda (Hywel Dda UHB - Generic Press Office Email) <MediaOffice.Hyweldda@wales.nhs.uk>
Subject: Re: Request for clarification regarding Jayne's Baby Bank activity and promotional material at NHS sites

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That is the thing, it is not a charity. That is the main issue from the start as she has no charity registration, we've been in contact with a lot of officials regarding this. It's very complex. To highlight this, the BBC have also contacted us.

Regards.

- [redacted]

On Monday, 14 September 2026 at 9:42 AM, Media Office Hywel Dda (Hywel Dda UHB - Generic Press Office Email) <MediaOffice.Hyweldda@wales.nhs.uk> wrote:

> Thanks [redacted],
>
> Sorry - I was a bit confused when you said 'We cover our content via our website at jaynesbabybank.co.uk' - so I thought you were affiliated with the charity? But I can see now this is a dedicated website to reflect your concerns about the way the charity operates?
>
> Thank you,
> Cathryn

Cathryn Ings
Uwch Swyddog Cyfathrebu | Senior Communications Officer
Bwrdd Iechyd Prifysgol Hywel Dda | Hywel Dda University Health Board
cathryn.ings@wales.nhs.uk

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mediaoffice.Hyweldda@wales.nhs.uk

[redacted]



Ysgrifennwch ataf yn y Gymraeg
neu'r Saesneg.
Write to me in English or Welsh

From: [redacted] <[redacted]@[redacted]>
Sent: Monday, September 14, 2026 09:28
To: Media Office Hywel Dda (Hywel Dda UHB - Generic Press Office Email) <MediaOffice.Hyweldda@wales.nhs.uk>
Subject: Re: Request for clarification regarding Jayne's Baby Bank activity and promotional material at NHS sites

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Hi Cathryn,

No, my research would not appear on Jayne's Baby Bank's Facebook page.

I am conducting independent research into Jayne's Baby Bank and the activities and public claims associated with the organisation and the individuals involved in its operation.

The specific situation I am referring to in my original enquiry concerns evidence and publicly available material suggesting that Jayne's Baby Bank has attended, delivered items to, or been photographed and filmed at a number of NHS and hospital locations. Some of this material appears to have subsequently been used by the organisation in its own social media and promotional content.

My enquiry is therefore intended to establish the factual position regarding whether those visits, deliveries, photographs, filming and any subsequent promotional use were authorised or known to the relevant Health Boards.

More broadly, I have been researching Jayne's Baby Bank for some time, including its public activities, statements, organisational claims and safeguarding concerns that have been raised in connection with its operations. This research has involved reviewing publicly available material, records and information from relevant organisations and other sources.

I am not writing on behalf of Jayne's Baby Bank, nor am I associated with the organisation.

The research and supporting material are published independently through my research website:

Jayne's Baby Bank research website

My purpose in contacting the Health Board is to obtain factual clarification directly from the relevant organisation rather than making assumptions about any individual hospital, member of staff or NHS site.

I hope that clarifies the position. If helpful, I would be happy to provide further context regarding the specific material that prompted my enquiry.

Kind regards,
[redacted]

On Monday, 14 September 2026 at 8:57 AM, Media Office Hywel Dda (Hywel Dda UHB - Generic Press Office Email) <MediaOffice.Hyweldda@wales.nhs.uk> wrote:

> Sorry - just so I'm clear - covering what situation?
> So your research would appear on the Jayne's Baby Bank Facebook page?
>
> Thank you
>
> **Cathryn Ings**
> Uwch Swyddog Cyfathrebu | Senior Communications Officer
> Bwrdd Iechyd Prifysgol Hywel Dda | Hywel Dda University Health Board
> cathryn.ings@wales.nhs.uk
>
> **Communications Team**
> mediaoffice.Hyweldda@wales.nhs.uk
>
> [redacted]
>
> Ysgrifennwch ataf yn y Gymraeg
> neu'r Saesneg.
> Write to me in English or Welsh
>
> ---
>
> **From:** [redacted] <[redacted]@[redacted]>
> **Sent:** Monday, September 14, 2026 08:50
> **To:** Media Office Hywel Dda (Hywel Dda UHB - Generic Press Office Email) <MediaOffice.Hyweldda@wales.nhs.uk>
> **Subject:** Re: Request for clarification regarding Jayne's Baby Bank activity and promotional material at NHS sites
>
> You don't often get email from [redacted]. Learn why this is important
>
> WARNING: External email – take care before clicking links or opening attachments.
>
> Hi,
>
> Im an independent researcher who has been covering the situation for almost three years. We cover our content via our website at jaynesbabybank.co.uk and also operate a local community group via Facebook which has 10,000 members.
>
> Regards.
>
> -------- Original Message --------

On Monday, 09/14/26 at 08:48 Media Office Hywel Dda (Hywel Dda UHB - Generic Press Office Email) <MediaOffice.Hyweldda@wales.nhs.uk> wrote:

Good morning [redacted],

Thanks for your email.
Can I ask which media organisation you work for and where any information will appear please?
I will make enquiries re. Jayne's Baby Bank in the meantime.

Best wishes,
Cathryn

Cathryn Ings
Uwch Swyddog Cyfathrebu | Senior Communications Officer
Bwrdd Iechyd Prifysgol Hywel Dda | Hywel Dda University Health Board
cathryn.ings@wales.nhs.uk

Communications Team
mediaoffice.Hyweldda@wales.nhs.uk

[redacted]

Ysgrifennwch ataf yn y Gymraeg
neu'r Saesneg.
Write to me in English or Welsh

From: [redacted] <[redacted]@[redacted]>
Sent: Sunday, September 13, 2026 11:50
To: ABB FOI (Aneurin Bevan UHB) <ABB.FOI@wales.nhs.uk>; ABB_Enquiries (Aneurin Bevan UHB) <ABB.Enquiries@wales.nhs.uk>; ABB_InfoGov (Aneurin Bevan UHB) <ABB.InfoGov@wales.nhs.uk>; ABUHB.ListeningToPeople-Complaints (Aneurin Bevan UHB) <ABUHB.ListeningToPeople-Complaints@wales.nhs.uk>; FOI Requests (Cardiff and Vale UHB - Information Governance) <FOI.Requests@wales.nhs.uk>; FOI Requests (Cardiff and Vale UHB - Information Governance) <FOI.Requests@wales.nhs.uk>; News (Cardiff and Vale UHB - Communications) <News@wales.nhs.uk>; Cav Concerns (Cardiff and Vale UHB - PATIENT EXPERIENCE) <Cav.Concerns@wales.nhs.uk>; CTM.FreedomOfInformation <CTM.FreedomOfInformation@wales.nhs.uk>; CTT_Medrecordrequest <CTT_Medrecordrequest@wales.nhs.uk>; FOI HywelDda (Hywel Dda UHB - Freedom of Information) <FOI.HywelDda@wales.nhs.uk>; Media Office Hywel Dda (Hywel Dda UHB - Generic Press Office Email) <MediaOffice.Hyweldda@wales.nhs.uk>; FOIA Requests (Swansea Bay UHB) <FOIA.Requests@wales.nhs.uk>; Communications Department (Swansea Bay UHB - Communications) <Communications.Department@wales.nhs.uk>; Accesstorecords <accesstorecords@wales.nhs.uk>; FOI (Public Health Wales) <phw.foi@wales.nhs.uk>; DHCW Freedom of Information Request <DHCW.FOI@wales.nhs.uk>; DHCW Enquiries <DHCW-Enquiries@wales.nhs.uk>; Shared Services <Shared.Services@wales.nhs.uk>; Shared Services Communications (NWSSP) <NWSSP.Communications@wales.nhs.uk>; NWJCC.Governance <NWJCC.Governance@wales.nhs.uk>; BCU.FOI@wales.nhs.uk <BCU.FOI@wales.nhs.uk>; Powys FOI (PTHB) <PowysFOI.FOI@wales.nhs.uk>; FOI VUNHST <FOI.VUNHST@wales.nhs.uk>
Subject: Request for clarification regarding Jayne's Baby Bank activity and promotional material at NHS sites

You don't often get email from [redacted]@[redacted]. Learn why this is important

WARNING: External email – take care before clicking links or opening attachments.

Dear Sir/Madam,

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.
2. Which locations received any such items, where records are available.
3. Whether the organisation received permission or authorisation to access NHS premises for the purpose of deliveries, photography, filming or promotional activity.
4. 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.
5. Whether the Health Board has any policies, agreements, records or correspondence relating to donations, promotional visits, photography or filming involving Jayne's Baby Bank.
6. Whether the Health Board has any concerns regarding the use of its hospitals, premises, staff or branding in promotional material published by the organisation.

I appreciate that some information may not be suitable for disclosure by email. If appropriate, please treat this as an initial enquiry and advise me of the correct department or process for obtaining further information, including whether a formal Freedom of Information request would be required.

For clarity, I am seeking factual confirmation of the Health Board's involvement, if any, rather than making assumptions about individual hospitals or members of staff.

Jayne's Baby Bank's public Facebook page is:

https://www.facebook.com/people/Jaynesbabybank-Registered-cic/61567483332952/

I would appreciate confirmation that this enquiry has been received and, if your organisation is not the appropriate body, that it is forwarded to the relevant department.

Kind regards,

[redacted]

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