Freedom of Information request to Public Health Wales	
FOI Reference:	**FOI 2026 190 Jayne's Baby Bank activity**
Date request received:	**13/09/2026**
Date information is due to be sent:	**09/10/2026**

Information Request:

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.

Information provided for the answer:

Thank you for your recent request.

Please note the response below has been provided by Public Health Wales (PHW) and NHS Wales Performance and Improvement (NHSWPI). NHSWPI is a hosted body within PHW.

Neither Public Health Wales Trust nor NHS Wales Performance and Improvement hold this information.

Public Health Wales is a separate organisation to the Health Boards and other NHS Wales organisations. Therefore, do not have access to this information. As an organisation we have no jurisdiction over the activities of Health Boards and other NHS Wales organisations. This means we do not routinely have access to the data they produce.

I am very sorry we are unable to help on this occasion.

John Lawson
Head of Information Governance

Public Health Wales NHS Trust

If you are unhappy with the service you have received in relation to your request and wish to make a complaint or request a review of the decision, you should write to:

Assistant Director of Integrated Governance
Public Health Wales NHS Trust, 3
Number 2, Capital Quarter
Tyndall Street
Cardiff
CF10 4BZ
Email: phw.foi@wales.nhs.uk

If you are not content with the outcome of your complaint or review, you may apply directly to the Information Commissioner for a decision. Generally, the ICO cannot make a decision unless you have exhausted the complaints procedure provided by the Trust. The Information Commissioner can be contacted at:

Information Commissioner for Wales
2nd Floor
Churchill House
Churchill Way
Cardiff
CF10 2HH
Telephone: 029 2067 8400
Email: wales@ico.org.uk