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

From Tim Knifton (NWSSP - Information Governance) <Tim.Knifton@wales.nhs.uk>

To [redacted]@[redacted]

Date Wednesday, 16 September 2026 at 9:46 AM

Dear [redacted],

Thank you for your request made under the Freedom of Information Act dated 13th September 2026.

NHS Wales Shared Services Partnership (NWSSP) does not have data in relation to your enquiry as we are not an NHS organisation that routinely treats patients or has had any connection with the aforementioned body.

I note that you have already contacted NHS Wales health bodies so I won't provide further contact information.

I hope that is a satisfactory response.

Under section 16 (advise and assist), we have facilitated your request and have followed our processes to ensure that you have been provided with a response.

Should you be dissatisfied with the process followed then you have the right to request that we conduct an internal review. If you would like us to conduct such a review, please contact us within two months of the date of this response to my email address below:

FOI- Internal Review Request

tim.knifton@wales.nhs.uk

If you are still dissatisfied following the Internal Review, you have the right under Section 50 of the Freedom of Information Act (2000) to appeal against the decision by contacting the Information Commissioner:

Information Commissioner's Office,

2nd Floor, Churchill House,

17 Churchill Way, CF10 2HH

Email: wales@ico.gsi.gov.uk

Website: www.ico.org.uk

Yours sincerely,

Tim Knifton, MSc Gwybodeg Iechyd/Health Informatics

Rheolwr Rheoli Gwybodaeth/Information Governance Manager

Partneriaeth Cydwasanaethau GIG Cymru/NHS Wales Shared Services Partnership

e-bost/ email: tim.knifton@wales.nhs.uk

Rhyngrwyd • Internet: https://nwssp.nhs.wales/

Twitter: @nwssp

Mae PCGC yn croesawu gohebiaeth yn y Gymraeg neu Saesneg.

NWSSP welcomes correspondence in Welsh or English.

'Mae'r e-bost hwn ac unrhyw ffeiliau sy'n cyd-fynd gyda'r e-bost hwn, ddim ond ar gyfer defnydd priodol y derbynnydd/ion, a gall gynnwys gwybodaeth sy'n freintiedig, yn gyfrinachol neu eithriedig rhag cael ei ddatgelu. Os nad yw'r darllenydd yn dderbynnydd a fwriadwyd i dderbyn yr e-bost, gwaherddir unrhyw ddatgeliad, dosbarthiad neu unrhyw gamau eraill y cymerwyd neu sydd heb gael eu cymryd gan ddibynnu arno, a gallai fod yn anghyfreithlon. Os ydych wedi derbyn yr e-bost hwn trwy gamgymeriad, dilewch o'ch system ac yn rhowch wybod i'r anfonwr ar unwaith. Bydd y sawl sy'n datgelu unrhyw wybodaeth heb awdurdod i ddatgelu'r wybodaeth a gynhwysir yn yr e-bost yn cael eu gwahardd yn llym.'

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From: [redacted] <[redacted]@[redacted]>
Sent: 13 September 2026 11:51
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; 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

Some people who received this message don't often get email from [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]