Bwrdd Iechyd Prifysgol Bae Abertawe
Swansea Bay University Health Board
Gwasanaethau Corfforaethol | Corporate Services
Un Porthfa Talbot | One Talbot Gateway
Parc Ynni, Baglan | Baglan Energy Park
Port Talbot SA12 7BR
Ffôn Phone: 01639 684 363

Cais Rhyddid Gwybodaeth / Freedom of Information request
Ein Cyf / Our Ref: 26-I-028
Dyddiad / Date: 11 November 2026

Thank you for your request for information. Please find below our response.

Request and response:

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.**

   We have no record of receiving any donated goods or other items.

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

   Not applicable

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

   Not applicable

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.**

   Not applicable

Rydym yn croesawu gohebiaeth yn y Gymraeg neu'r Saesneg. Atebir gohebiaeth Gymraeg yn y Gymraeg, ac ni fydd hyn yn arwain at oedi.
We welcome correspondence in Welsh or English. Welsh language correspondence will be replied to in Welsh, and this will not lead to a delay.

Cadeirydd/Chair: Jan Williams **Prif Weithredwr/Chief Executive:** Abigail Harris

Pencadlys BIP Bae Abertawe, Un Porthfa Talbot, Port Talbot, SA12 7BR
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Swansea Bay UHB Headquarters, One Talbot Gateway, Port Talbot, SA12 7BR
Swansea Bay University Health Board is the operational name of Swansea Bay University Local Health Board

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.**

   Not applicable

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.**

   Not applicable

I hope this information is helpful. If you require anything further, please contact us at FOIA.Requests@wales.nhs.uk.

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 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 or register your complaint via FOIA.Requests@wales.nhs.uk.

If after Internal Review you remain dissatisfied you are also entitled to refer the matter to the information commissioner at the Information Commissioner's Office (Wales), 2nd Floor, Churchill House, Churchill Way, Cardiff, CF10 2HH. Telephone Number: 0330 414 6421.

Yours sincerely

H Lloyd

Hazel Lloyd
Director of Corporate Governance

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