Pencadlys Ymddiriedolaeth GIG Prifysgol Felindre
Velindre University NHS Trust Headquarters
2 Cwrt Charnwood
Heol Billingsley
Parc Nantgarw
Caerdydd/Cardiff
CF15 7QZ
Ffôn/Phone : (029) 20196161
https://velindre.nhs.wales

Date: 16th September 2026.
Ref: CORP 26/27 - 104

Dear [redacted]

Freedom of Information request: Jayne's Baby Bank Activity and Promotional Material at NHS Sites (CORP 26/27 – 104)

Thank you for your request for information which the Trust received on 13th September 2026

Your Request:

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.*

Please find the Trust's response below:

Please note that, although we have responded to your request below, section 8(1)(b) of the Freedom of Information Act 2000 requires a requester to provide their real name for the request to be valid. Requests submitted using a pseudonym do not constitute valid requests under the Act.

Following checks with relevant Trust teams, the Trust has no affiliation or known engagement with Jayne's Baby Bank. We hold no records of this organisation within our Charity staffing group, no linked records on our systems, and no known engagement with our social media platforms.

Velindre University NHS Trust is a nationally recognised specialist centre of excellence for the provision of non-surgical oncology including radiotherapy and chemotherapy; specialist palliative care; blood transfusion; specialist immunohaematology; antenatal blood testing reference work; and transplant immunology. The Trust provides a range of specialist non-surgical oncology services to approximately 1.5 million people of South-East Wales, and to the whole of Wales for some services, working in partnership with the hospitals managed by the Local Health Boards. The Welsh Blood Service collects processes and delivers blood and blood products to hospitals across Wales.

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Please follow the link above to the Trusts internet site should you wish to find out more information about our services.

I trust this answers your request for information, however, should you not be satisfied with the information supplied or the process of supplying it, you have a right to complain and request a review. Please note that you must submit a request for a review within 40 days of the date of this letter.

You should forward your complaint to:

Mr Ian Bevan via FOI.VUNHST@wales.nhs.uk
Head of Information Governance
Velindre University NHS Trust
2, Charnwood Court
Heol Billingsley
Parc Nantgarw
Cardiff,
CF15 7QZ

Should you wish to take your complaint further, if you are still unhappy with the decision after review, you can contact the:

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

Yours sincerely

Non Gwilym
Interim Director of Corporate Governance
Velindre University NHS Trust
2 Charnwood Court
Heol Billingsley
Parc Nantgarw
Cardiff
CF15 7QZ

Mae Ymddiriedolaeth GIG Prifysgol Felindre yn hapus i dderbyn gohebiaeth yn y Gymraeg neu'r Saesneg.
Velindre University NHS Trust is happy to receive communication in Welsh or English.