

15 Steps Report for Northern Maternity Hubs

Bideford Maternity Hub *based at* Bideford Community Hospital

On 26.09.24 Jo Black (Transformation Midwife), Naomi Shaw (Local Service User and Beginwell Coordinator), Natasha Boorman (Midwifery Team Lead Barnstaple), Sonia Copp (Midwifery Team Lead Bideford) and Alexis DiBattista (MNVP) met to visit both Northern Maternity Hubs (Barnstaple and Bideford) and review the hubs through the lens of service users taking into consideration the aspects detailed in the 15 steps guide. This review outlines what we saw on the day highlighting the positives; as you'll see the walkthroughs were overwhelmingly positive - as well as recommending a couple of impactful service modifications.

Bideford Maternity Hub

Entrance: Step-free access to the hospital from outside and on the right hand side, almost immediately as you enter the hospital you'll find the maternity hub. Well signposted. Despite the maternity sign-in tablet being in a prominent position as you walk into the hospital, it could be easy to miss it on the wall because you feel in the main thoroughfare of the rest of the hospital. Once one is made aware of its existence however, its quite obvious.

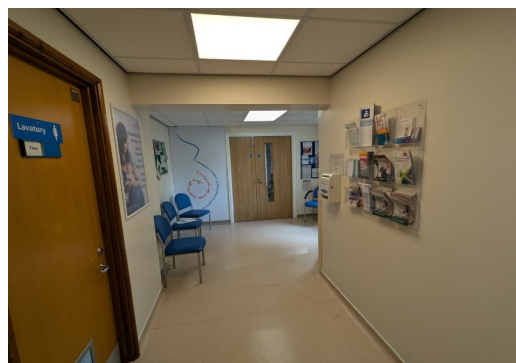


Just outside the hub entrance is a lovely big welcome board, colourful, well maintained and with multiple languages to welcome you as well as staff photos and titles so you know who is who.

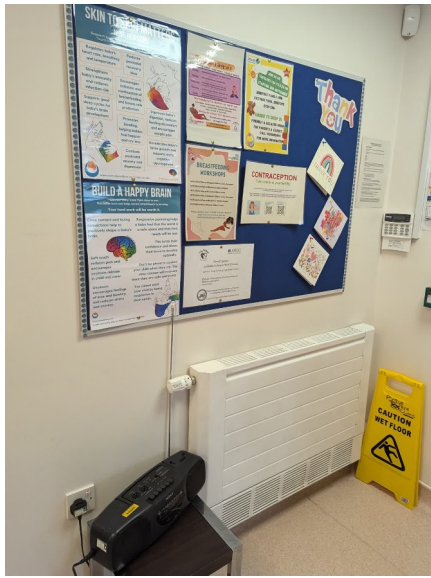


There is a 'hospital main entrance' at the back of the hospital which will not be the entrance service users would typically enter the hospital to access the maternity hub nowadays. However walking through from this direction the maternity hub is signposted with just one gap in the signage – unsure how used this route is as to how much of an issue that is. Of note however is that the official baby change is at this 'main' but lesser used entrance which will be discussed later.

Upon walking in & along the corridor: You step into a wide corridor, it feels bright, clean and welcoming and the waiting area is at the back past the clinic rooms which are either side of the corridor. At the end of the corridor you can see the Trust's maternity mural painted on the wall.



There is a large up to date noticeboard immediately to the right with relevant antenatal information (on the same side as the antenatal clinic rooms) such as breastfeeding, bonding with baby etc and a communication around student midwives being present should the service user consent. There are also some 'thankyou' cards on the board which is lovely to see and to show! There is music playing.



Along the corridor is the Bideford Midwives Journey Board where service users can photo document their pregnancy journey and finally their baby and can write the baby's name on a leaf on the board. This is a really nice touch and a very pretty board – enabling the service user to feel connected to the hub.



There is also a leaflet rack with information service users can take home with them as well as the MNVP postbox for feedback in a

prominent position just as the corridor reaches the waiting area.

Waiting Room: The waiting area is tucked away from the main entrance to the hub giving a more private space to wait. There are windows and its a pleasant spacious area that feels clean. There are relevant posters with varied information on the wall, uncluttered noticeboards, sample pots and copies of the breastfeeding journal on the chairs.



The wall mural branding is on the wall and prominent from the main door (akin to Barnstaple hub) to tie in all the maternity units to NNDH Basset Ward with the Trust's values. There is also a 'Topic of the Month' noticeboard which changes information monthly to ensure service users 'see' new information – when we visited the information was ICON re: baby crying.



Antenatal clinic rooms: There are 2 antenatal clinic rooms and both had natural sunlight and were spacious for prams if required. The room was airy and clean and looked well equipped. There was a laminated information booklet with removable pages mounted on the wall so that the information was there for reference but not overcrowding the walls.



Dedicated Infant Feeding Room: There is only currently space for this 2 wards down – whilst great to have a dedicated space the logistics of staff opening secure entrances across wards at various times for service users is time-consuming and not a valuable use of specialist clinical staff time. The plan is to trial a drop in for feeding support, this will most probably be in Torrington as a space has been identified. The room at Bideford would remain.

Postnatal Clinic Room: The first visit postnatally is a home visit so this room is used for all postnatal visits after the very first one. It was a spacious room allowing for prams and felt clean and airy. There is a dedicated feeding chair.

Toilet: There was one clean and serviceable toilet within the hub itself, you may be able to fit a pram in there at a push. There are no baby change facilities which is a real shame for service users. The baby change is a fair distance away at the main entrance of the hospital which is not the entrance a service user would typically enter the hospital through – and its a maze of corridors to get there so this is less than ideal especially if you are a new mum and navigating public baby changes for the first time or if you have a toddler in tow.

There is a disabled hospital bathroom within the general hospital area but near to the maternity hub. Its a spacious area and would be easily signposted and accessible from the maternity hub. One could change their baby in the pram in here though again its not the same as a dedicated baby change.

On the wall in the bathroom there is information about Gas Lighting and feeling safe at home. This is in addition to service users being verbally asked by the midwives at appointments.

Midwives Office and Break Room: The midwives office and break room was a short distance from the maternity hub itself (just along the main hospital corridor opposite) and is a valuable private, secure space for working and taking confidential calls and meetings, as well as taking breaks.

Service User Support and Accessibility:

- ✓ Step free access
- ✓ Hard of hearing/deaf provisions can be made upon booking
- ✓ In-person interpreters can be present if requested in advance/as well as reactive over the phone
- ✓ Infant feeding
- ✓ Pelvic health
- ✓ Vaccinations
- ✓ Perinatal mental health

Plans underway (these are plans you mentioned that would support a good service user experience):

- Clinic door personalised signs – This would be a lovely addition to personalise the clinic doors and give them names and have an illustrated sign. The rest of the hub has been made to look as welcoming, comfortable and colourful and I think naming the clinic rooms and covering up the typical ‘clinical blue’ sign would contribute to the overall atmosphere for service users.
- Board outside the maternity hub opposite the welcome board. You have

plans to commandeer this board from the hospital and make it part of the maternity hub which is a great idea. Its a prominent board as you leave the hub and turn to the exit of the building so I feel this could be a useful space – perhaps to ask for feedback or show other service user feedback – or other messages you feel would be practical for a service user leaving – like a ‘don’t forget’ board?!

- The unit is going to try and source infant chairs for the antenatal rooms like the Barnstaple Hub has, which will be a lovely and practical touch for those service users attending with toddlers.
- There are plans to add the Pelvic Health Midwife to the welcome board which is great so that service users can see all the services and dedicated individuals supporting their care at the hub.

Recommendations:

Baby change area – There needs to be provision for this closer to the maternity hub if not within the hub itself as the main hospital provision is too far from the hub and not easy to navigate to.

- Consider a compact baby change mounted to the wall in the female toilet within the hub?
- Consider adding a baby change to the main hospital disabled bathroom which is close to the maternity hub and could be easily signposted from the hub and the entrance the service users would typically enter through?

Water provision – Strongly recommend looking into the provision of water in the waiting room – to promote hydration during pregnancy and to aid in the health of service users who are constantly giving samples – this can be considered a very important asset. Service users who attend NDDH and RD&E for the same appointments as this hub provides have access to water coolers in their waiting rooms.