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To: STP Footprint Leads; CCG
Clinical Leaders and
Accountable Officers

NHS England
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By email

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21 July 2016

Dear Colleague,

**LETTER INVITING EXPRESSIONS OF INTEREST TO BECOME
A NATIONAL MATERNITY REVIEW EARLY ADOPTER SITE**

The NHS Five Year Forward View committed to a number of actions to sustain and develop high quality maternity services across the NHS. In response, NHS England commissioned a national review of maternity services to assess the evidence from the UK and overseas on how care can be improved for women, babies and their families.

The National Maternity Review was chaired by Baroness Julia Cumberlege, supported by a team of independent experts. It drew on wide-ranging evidence, in consultation with women and their families as well as a wide range of stakeholders including NHS staff, to develop its findings and make recommendations. Its report, *Better Births*, was published in February 2016.

A key recommendation of *Better Births* was that NHS England should seek a small number of “*volunteer localities to act as early adopters*” to harness enthusiasm for change and test the model of care described in the report. This call for expressions of interest seeks to identify these early adopters.

To ensure that we can deliver the scale of change needed we are inviting expressions of interest from “local maternity systems” only. This reflects another of the key recommendations of *Better Births* that commissioners and providers should come together across footprints of half to one and a half million people to improve the care they are able to offer their communities. We are expecting local maternity systems to align with Sustainability and Transformation Plan (STP) footprints. Therefore, applications will need to be supported and approved by the identified leads for the STP footprints.

Annex A to this letter provides the context which applicants will need to consider when shaping expressions of interest. It provides background information, sets out our vision for the work of the early adopters, and details the criteria and process we will use for selecting them.

Health and high quality care for all, now and for future generations

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In May 2016, NHS England announced a number of groups of CCGs who would be pioneers for the choice and personalisation elements of the model of care described in *Better Births*. The Early Adopters for the overall model of care will be able to learn from those pioneers, and will work together as part of a cohort of communities who want to go further faster in transforming maternity care for their women, babies and families.

Expressions of interest are welcomed from any local maternity system with the collective will and commitment to prioritise transformation in maternity care. This might include the choice and personalisation pioneers, but could also be from other areas including those local maternity systems that require major change to secure sustainable services.

If you would like to be considered to become an early adopter, please send an expression of interest in the form set out at **Annex B** to england.maternitytransformation@nhs.net by Monday 19 September 2016.

We will also be hosting WebEx sessions during the expression of interest window to provide more information about this initiative. Please contact the above email address if you would like details on how to access these sessions, or if you would like to speak to a member of the NHS England team in advance of submitting your expression of interest.

There will be a limited amount of funding available to successful Early Adopter applicants to enable them to drive transformation at pace. The level of financial support will be determined by the breadth and level of ambition of the proposal.

As Baroness Cumberlege said on publication of *Better Births*: “*To be among the best in the world, we need to put women, babies and their families at the centre of their care.*” By taking part in this initiative you will be instrumental in making this happen. We look forward to receiving your expressions of interest.

Yours sincerely,



Matthew Jolly
National Clinical Director for
Maternity and Women's Health
NHS England



Jacqueline Dunkley-Bent
Head of Maternity
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