# Maternity and neonatal voices partnership guidance – supporting materials



Contents

[Local maternity and neonatal system (LMNS) service user lead job description and person specification 3](#_Toc147492414)

[Job description 3](#_Toc147492415)

[Person specification 8](#_Toc147492416)

[Maternity and neonatal voices partnership (MNVP) user lead job description and person specification 10](#_Toc147492417)

[Job description 10](#_Toc147492418)

[Person specification 14](#_Toc147492419)

[Example budget template 17](#_Toc147492420)

[Example workplan activities 18](#_Toc147492421)

[Kernow maternity voice partnership workplan 2023/24 18](#_Toc147492422)

## Local maternity and neonatal system (LMNS) service user lead job description and person specification



### Job description

|  |  |
| --- | --- |
| **Job Title:** | LMNS service user voice senior lead (expert by experience) |
| **Salary:** | £48,526 - £54,619 (NHS Band 8a) per annum for 35 hours, pro rata for hours worked |

#### Job purpose

The LMNS lead is responsible for co-ordinating MNVPs within the system, providing service user voice influence and advice to the LMNS board and is expected to use their influence to drive the delivery of highly effective and visible outcomes.

The LMNS lead will represent service user voice at system level, regional and national maternity and neonatal meetings and events and provide independent challenge and scrutiny based on evidence gathered from MNVP leads, service users and professionals from the projects.

As the LMNS lead for service user voice, you will lead the organisation to identify and engage with pregnant women, parents and their families at every level of change to enable authentic co-production. You will be responsible for providing coordination and support to MNVP leads across the system to ensure they are able to share the intelligence they have gained at provider level to influence system decision making.

You will be the key communication contact between provider level MNVPs and the wider system. You will lead and enable the LMNS to deliver projects focussed on improving the quality of care provided for maternity and neonatal service users through the lens of lived experience; you will use your lived experience to identify key strategic barriers to providing high quality care as defined by women and families and co-create solutions.

This will include the co-production, with other team members and experts both within and outsidethe team to produce supporting guidance, tools, and technologies. We are particularly keen to consider how we can best reach groups who are marginalised and how we can co-produce with these communities in a way which is meaningful and authentic to them.

Main responsibilities of the role include:

##### Leadership

* Build strong influential relationships with providers, commissioners and local system partners at all levels, including cross-border working, to break down barriers, ensure the voices of families are heard and the programme priorities reflect the views of the community.
* Support the system to recognise and understand the voices of families and use the intelligence gained to significantly influence quality, safety and productivity.
* Act as a leader for change ensuring that all activities and plans are effective and fresh, in line with current evidence, thinking and practice and reflective of intelligence gained through engagement.
* Recruit and manage a team to deliver on specific projects and respond to ongoing engagement and involvement needs of the local maternity and neonatal system.
* Represent and promote service user voice at board level within the local system, regionally and nationally.
* Chair relevant multi-professional meetings.
* Use intelligence gained through the work of the MNVP to support senior leaders to develop operational and strategic plans that contribute towards the agreed transformation and quality surveillance deliverables.
* To build robust networks regionally and nationally to feed into regional and national training and engagement events.
* To be fully up to date with national reports, guidance, and policy to ensure work locally aligns and delivers the required outcomes.
* Lead on responding to statutory, national reports and guidance, ensuring the MNVP and service user voice contribution is centred.
* To influence national and regional policy and represent the voices of the local population and services at national level.
* Champion the voices of marginalised and disadvantaged groups at all levels and influence strategic plans to ensure equity and accessibility of services.

##### Planning, development and delivery

* Develop the programme in partnership with the commissioning organisation, ensuring alignment with the LMNS programme deliverables and priorities.
* Manage and deliver on time, complex multifaceted engagement and transformation projects for maternity and neonatal, through a standardised system-wide methodology process including setting goals, objectives, resources, milestones and measures of success which deliver significant change and sustainable improvement.
* Enable transparency across the quality and safety surveillance agenda by attending and meaningfully contributing to local governance, audit and safety meetings. Bringing the voice of the service user to the heart of the ICB quality and safety agenda.
* Using the information and intelligence gained through engagement with MNVPs to influence and provide critical friendship.
* Work collaboratively across the system and with VCSE organisations to ensure your team are able to engage with diverse groups of families so you can present an accurate and representative view of the local population, including voices from those communities that are disadvantaged or marginalised.
* Ensure that the relevant boards and committees are presented with regular updates and reports as required to provide assurance on the function of all the MNVPs in the system.
* Report regularly on the intelligence gathered within the community, sharing the voices of those using the service and ensuring feedback is heard by senior leaders across the system.
* Ensure that all transformation projects and safety initiatives are built on a solid foundation of engagement, transparency, and support.
* Work with project managers and research analysts to develop relevant, timely actionable metrics and measures to track performance.
* Ensure that evidence-based practice is fully and effectively deployed where possible in all projects and is informed by diverse, recent feedback and involvement of service users.
* Apply creativity and innovation techniques to the projects including learning from non-healthcare sectors especially to ensure accessibility and diverse representation.
* Through supporting others, ensure efficient management of projects of work ensuring the maximum return on investment and the delivery of excellence, in line with the values of the integrated care system.
* Ensure a focus on objectives which deliver the agreed deliverables of safer, kinder, more personalised care for all.
* Ensure alignment of projects with the wider transformation and quality surveillance agendas, locally, regionally, and nationally.
* Provide regular written programme reports as required.
* Scope and support the development of business cases as and when required to secure investments required to achieve sustainable change.
* Lead the development of an organisational timeline of improvement projects which will deliver over the next 12 months.
* Participate in board level governance and safety meetings as appropriate in order to comply with NHS guidance.

##### Communication

* Identify, involve, and incorporate the views and needs of patients, the public, NHS staff, stakeholders and ensure their voices influence all stages of work.
* Liaise regularly with system partners including NHS providers, local authorities and VCSE partners to maximising co-operation and multi-agency working.
* Support the development of ongoing communications via different channels e.g. social media, website and printed materials to engage and inform diverse communities.
* Lead on exploring innovative engagement tools and techniques to reach and communicate with diverse communities.
* Communicate and present highly complex information to a wide range of internal and external stakeholders using formal reports and data analysis to track and communicate trends and themes.
* Where necessary, have robust and challenging conversations with providers, championing the voices of families and using this intelligence to positively challenge where appropriate.

##### Health and care workforce development

* Develop and enable, involvement of MNVP and service user voice in staff training programmes and culture development across the integrated care system.
* Lead the ongoing improvement of the MNVP through staff engagement.
* Working with the senior team within the ICB, LMNS and provider trusts to develop the capacity and capability of the organisations to deliver on the required transformation and safety agendas.
* Maintain an understanding of, and contribute to, best practice nationally and internationally to support the strategic development and improvement of maternity and neonatal services.
* Provide leadership and development to transformation, clinical leaders and project management staff working on projects as required.
* Develop and promote best practice for involving and valuing service user voice in both transformation and quality surveillance across the organisation. Supporting continued culture development to embed a safe learning culture.

##### System governance responsibilities

* Report to governance committees and support effective governance to support learning from risk management systems, investigations, reviews, processes, and audits to be shared across the system, embedded and used to continually improve practice, mitigate risks and improve patient safety.
* Provide independent transparency and critical friendship at senior level to support system assurance that learning is shared and governance processes are robust.
* Support and champion a safe reflective culture with all organisations. Creating a psychologically safe space for everyone to speak openly and feel heard.

##### Accountability and project governance responsibilities

* Ensure compliance with information governance, confidentiality, and data sharing requirements.
* Maintain professional relationships and positively challenge where appropriate, while functioning in a sensitive and responsive climate.
* To create an inclusive working environment where diversity is valued, everyone can contribute, and ensure we meet our duty to uphold and promote equality.

### Person specification

#### Senior lead (Kernow Maternity Voices Partnership [KMVP])

|  | **Essential** | **Desirable** |
| --- | --- | --- |
| **Education qualifications:** | Educated to degree level in a relevant subject or equivalent level of qualification or significant relevant previous experience. |  |
|  | Commitment to continuing professional development. |  |
| **Experience/ knowledge:** | Expert by lived experience in maternity support services from ante-natal to two years. | Experience leading and facilitating co-production and involvement in healthcare settings, social care, or voluntary/ third sector organisations using innovative, inclusive tools |
|  | Extensive experience of national, regional and local drivers for transformation and quality surveillance across maternity and neonatal services |
|  | Experience of leading on partnership working together with a wider range of people from different backgrounds and organisations to influence, plan and implement a programme of transformation and quality surveillance work. |
|  | Understanding of how care and support is delivered via maternity, neonatal and parenting support services across the pathway. |  |
|  | Understanding and experience of leading on multi-faceted programmes of work |  |
|  | Proven ability to work under pressure, prioritising workloads and meeting deadlines |  |
| **Skills/personal attributes:** | Excellent planning and organising capabilities. |  |
|  | Excellent time management and problem-solving skills. |  |
|  | Ability to develop an inclusive, team-based approach to problem solving and decision-making |  |
|  | Ability to support and manage a team of people to work effectively and achieve agreed outputs |  |
|  | Ability to respond to changing demands and able to identify a need to reprioritise |  |
|  | Ability to work on own initiative, organising and prioritising own workload to tight deadlines |  |
|  | Knowledge of Microsoft software applications (Outlook, Word, Excel, PowerPoint, etc) |  |

## Maternity and neonatal voices partnership (MNVP) user lead job description and person specification

### Job description

|  |  |
| --- | --- |
| **Job Title:** | MNVP senior lead (expert by experience) |
| **Salary:** | £48,526 - £54,619 (NHS Band 8a) per annum for 35 hours, pro rata for hours worked |

The lead for MNVP is responsible for delivering the agreed objectives of the partnership and is expected to use their influence to drive the delivery of highly effective and visible outcomes.

The senior lead will represent the MNVP at local and national maternity and neonatal meetings and events and provide independent challenge and scrutiny based on evidence gathered from parents/carers and professionals from the projects.

As the senior lead for service user voice, you will lead the organisation to identify and engage with pregnant women, parents and their families at every level of change to enable authentic co-production.

You will lead and enable the MNVP to deliver projects focused on improving the quality of care provided for maternity and neonatal service users through the lens of lived experience; you will use your lived experience to identify key strategic barriers to providing high quality care as defined by women and families and co-create solutions.

This will include the co-production, with other team members and experts both within and out with the team to produce supporting guidance, tools, and technologies. We are particularly keen to consider how we can best reach groups who are marginalised and how we can co-produce with these communities in a way which is meaningful and authentic to them.

Main responsibilities of the role include:

##### Leadership

* Build strong influential relationships with providers, commissioners and local system partners at all levels, including cross border working, to break down barriers, ensure the voices of families are heard and the programme priorities reflect the views of the community.
* Support the system to recognise and understand the voices of families and use the intelligence gained to significantly influence quality, safety and productivity.
* Act as a leader for change ensuring that all activities and plans are effective and fresh, in line with current evidence, thinking and practice and reflective of intelligence gained through engagement.
* Recruit and manage a team to deliver on specific the agreed workplan.
* Represent and promote service user voice at board level within the local system, regionally and nationally.
* Chair relevant multi professional meetings.
* Use intelligence gained through the work of the MNVP to support senior leaders to develop operational and strategic plans that contribute towards the agreed transformation and quality surveillance deliverables.
* To build robust networks regionally and nationally to feed into regional and national training and engagement events.
* To be fully up to date with national reports, guidance, and policy to ensure work locally aligns and delivers the required outcomes.
* Lead on responding to statutory, national reports and guidance, ensuring KMVP and service user voice contribution is centred.
* To influence national and regional policy and represent the voices of the local population and services at national level.
* Champion the voices of marginalised and disadvantaged groups at all levels and influence strategic plans to ensure equity and accessibility of services.

##### Planning, development and delivery

* Manage and deliver on time and within budget, complex multifaceted engagement and transformation projects for maternity, through a standardised system wide methodology process including setting goals, objectives, resources, milestones and measures of success which deliver significant change and sustainable improvement.
* Enable transparency across the quality and safety surveillance agenda by attending and meaningfully contributing to local governance, audit and safety meetings. Bringing the voice of the service user to the heart of the quality and safety agenda.
* Using the information and intelligence gained through engagement to influence and provide critical friendship.
* Work collaboratively across the system and with VCSE organisations to ensure your team are able to engage with diverse groups of families so you can present an accurate and representative view of the local population, including voices from those communities that are disadvantaged or marginalised.
* Develop and support an ongoing plan for engagement that is responsive to the needs of the system and ensures coverage of the whole geographical area.
* Ensure that the relevant boards and committees are presented with regular updates and reports as required to provide assurance on the function of the MNVP.
* Report regularly on the intelligence gathered within the community, sharing the voices of those using the service and ensuring feedback is heard by senior leaders across the system.
* Ensure that all transformation projects and safety initiatives are built on a solid foundation of engagement, transparency, and support.
* Work with project managers and research analysts to develop relevant, timely actionable metrics and measures to track performance.
* Ensure that evidence-based practice is fully and effectively deployed where possible in all projects and is informed by diverse, recent feedback and involvement of service users.
* Apply creativity and innovation techniques to the projects including learning from non healthcare sectors especially to ensure accessibility and diverse representation.
* Through supporting others, ensure efficient management of projects of work ensuring the maximum return on investment and the delivery of excellence, in line with the values of the integrated care system.
* Ensure a focus on objectives which deliver the agreed deliverables of safer, kinder, more personalised care for all.
* Ensure alignment of projects with the wider transformation and quality surveillance agendas, locally, regionally, and nationally.
* Scope and support the development of business cases as and when required to secure investments required to achieve sustainable change.
* Lead the development of an organisational timeline of improvement projects which will deliver over the next 12 months.
* Participate in board level governance and safety meetings as appropriate in order to comply with NHS guidance.

##### Communication and engagement

* Identify, involve, and incorporate the views and needs of patients, the public, NHS staff, stakeholders and ensure their voices influence all stages of work.
* Liaise regularly with system partners including NHS providers, local authorities and VCSE partners to maximising co-operation and multi-agency working.
* Support the development of ongoing communications for social media, website and printed materials to engage and inform diverse communities.
* Lead on exploring innovative engagement tools and techniques to reach and communicate with diverse communities.
* Communicate and present highly complex information to a wide range of internal and external stakeholders using formal reports and data analysis to track and communicate trends and themes.
* Where necessary, have robust and challenging conversations with providers, championing the voices of families and using this intelligence to positively challenge where appropriate.

##### Health and care workforce development

* Develop and enable, involvement of MNVP and service user voice in staff training programmes and culture development in line with core competency framework.
* Lead the ongoing improvement of the MNVP through staff engagement
* Working with the senior team within the provider trust to develop the capacity and capability of the organisations to deliver on the required transformation and safety agendas.
* Maintain an understanding of, and contribute to, best practice nationally and internationally to support the strategic development and improvement of maternity and neonatal services.
* Provide leadership and development to Transformation, clinical leaders and project management staff working on projects as required.
* Develop and promote best practice for involving and valuing service user voice in both transformation and quality surveillance across the organisation. Supporting continued culture development to embed a safe learning culture.

##### System governance responsibilities

* Report to governance committees and support effective governance to support learning from risk management systems, investigations, reviews, processes, and audits to be shared, embedded and used to continually improve practice, mitigate risks and improve patient safety.
* Provide independent transparency and critical friendship at senior level to support system assurance that learning is shared and governance processes are robust.
* Support and champion a safe reflective culture with all organisations. Creating a psychologically safe space for everyone to speak openly and feel heard.

##### Accountability and project governance responsibilities

* Ensure compliance with information governance, confidentiality, and data sharing requirements.
* Hold responsibility for finance and budget reporting for the MNVP.
* Maintain professional relationships and positively challenge where appropriate, while functioning in a sensitive and responsive climate.
* To create an inclusive working environment where diversity is valued, everyone can contribute, and ensure we meet our duty to uphold and promote equality.

### Person specification

#### Senior lead (KMVP)

|  | **Essential** | **Desirable** |
| --- | --- | --- |
| **Education qualifications:** | Educated to degree level in a relevant subject or equivalent level of qualification or significant relevant previous experience. |  |
|  | Commitment to continuing professional development. |  |
| **Experience/ knowledge:** | Expert by lived experience in maternity support services from ante-natal to two years. | Experience leading and facilitating co-production and involvement in healthcare settings, social care, or voluntary/ third sector organisations using innovative, inclusive tools |
|  | Extensive experience of national, regional and local drivers for transformation and quality surveillance across Maternity and neonatal services |
|  | Experience of leading on partnership working together with a wider range of people from different backgrounds and organisations to influence, plan and implement a programme of transformation and quality surveillance work. |
|  | Understanding of how care and support is delivered via maternity, neonatal and parenting support services across the pathway. |  |
|  | Understanding and experience of leading on multifaceted programmes of work |  |
|  | Proven ability to work under pressure, prioritising workloads and meeting deadlines |  |
| **Skills/personal attributes:** | Excellent planning and organising capabilities. |  |
|  | Excellent time management and problem-solving skills. |  |
|  | Ability to develop an inclusive, team-based approach to problem solving and decision-making |  |
|  | Ability to support and manage a team of people to work effectively and achieve agreed outputs |  |
|  | Ability to respond to changing demands and able to identify a need to reprioritise |  |
|  | Ability to work on own initiative, organising and prioritising own workload to tight deadlines |  |
|  | Knowledge of Microsoft software applications (outlook, word, excel and PowerPoint etc.) |  |
|  | Ability to understanding the link between strategic decisions and direct patient experience of care |  |
|  | Ability to understand complex clinical information and policy and translate into accessible discussion to support diverse involvement |  |
|  | Attention to detail and accuracy with the ability to transcribe accurately |  |
| **Interpersonal skills:** | Works well with others, is positive, compassionate, and helpful, listens, involves, respects, and learns from the contribution of others |  |
|  | Well-developed delegation, people and workload management skills |  |
|  | Well-developed verbal/written communication skills |  |
|  | Ability to prepare and produce concise, insightful communications for dissemination to senior stakeholders and a broad range of stakeholders as required |  |
|  | Ability to communicate complex information to different stakeholders internally and externally |  |
|  | Experience in managing challenging conversations with a variety of stakeholders |  |
|  | Demonstrate willingness and ability to challenge existing practice |  |
|  | Ability to hold space for multiple, contrasting opinions and worldviews while maintaining safety for marginalized groups |  |
| **Values and behaviours:** | Commitment to improving quality and the outcomes and experiences of women and families who use maternity services |  |
|  | Recognises and understands the benefits of co-production and involvement in improving the quality of care received by women and families |  |
|  | Champions and actively encourages diversity and difference in the workplace |  |
|  | Ability to make a connection between their work and the benefit to patients and the public |  |
|  | Actively develops themselves and supports others to do the same |  |

## Example budget template

|  |  |
| --- | --- |
| **Budget item** | **Annual Cost (£)** |
| **Staff costs** |  |
| Salaries | Strategic leads (LMNS and provider level) |
|  | Engagement officers (to cover all places and neighbourhoods within the ICS) |
|  | Admin and project management officers |
| Employers NI/PAYE |  |
| Pension contributions |  |
| **Operational budget** |  |
| Volunteer expenses |  |
| Staff expenses |  |
| Meeting costs (room hire, refreshments) |  |
| Engagement, outreach & events |  |
| Merchandise |  |
| Marketing and comms |  |
| Equipment (mobiles, laptops, tablets) |  |
| Training |  |
| Licenses (software) |  |
| Recruitment (DBS, adverts) |  |
| Stationary |  |
| Research |  |
| **Overheads** |  |
| HR support |  |
| Volunteer management |  |
| Finance and accounting |  |
| Insurance |  |
| Business management |  |
| **Total** |  |

## Example workplan activities

### Kernow maternity voice partnership workplan 2023/24

| Task | Start date | Complete date | Initials | Drivers |
| --- | --- | --- | --- | --- |
| Volunteer engagement- Alternate online/ in person meets. Networking, updating, involving. | 04/23 | Monthly |  | LMNS |
| Personalised care plans- Review of progress, audit, evaluate and improve. Personalisation steering group | 04/23 | Monthly |  | LMNS/DP |
| Equity strategy- Regular review of action plans. Co-ordinate engagement activities with identified communities | 04/23 | ­Ongoing |  | LMNS/DP |
| Community engagement- Weekly attendance at community groups. Ensuring geographical coverage of all areas. With regular monthly reporting of themes and trends. Bigger events (Baby sales/Fairs) | 04/23 | Weekly ongoing |  | LMNS |
| Engagement planning to align with equity action plan and Perinatal mental health project – Marginalised groups | 04/23 | Ongoing |  | LMNS |
| Maternity compliance and governance oversight- Monthly compliance meetings, monthly action plan review, Monthly governance, Bimonthly audit review. CQC, CNST, Ockenden, SBLCB, PQSSG, Monthly Safety champions, Quarterly HSIB QRM, Monthly PMRT | 04/23 | Ongoing |  | Ockenden/ MIS/ LMNS/ PQSM/ Maternity self assessment |
| Maternity guidelines. Monthly guidelines committee. Ongoing review of language. Develop pathway for patient information leaflets | 04/23 | Monthly ongoing |  | Ockenden |
| Parenting support offer- KPJ, Maternity natters, Pregnancy café, Start for life, support development of websites, codesign resources for AN education, personalised care plans | 04/23 |  |  | LMNS/ Start for life |
| ICB insight visits. Planning, attending, feedback, reporting | 04/23 |  |  | LMNS |
| Environment transformation- Wheal rose, Wheal fortune and Neonatal | 04/23 |  |  | LMNS/ DP |
| Senior team meetings- LMNS and Provider level | 04/23 | Bi-weekly |  | LMNS/ DP/ KMVP |
| Independent senior advocate – Recruitment, induction, support, development, evaluation | 04/23 |  |  | LMNS |
| Core competency framework v2 | 04/23 |  |  | DP/ LMNS |
| 15 steps- Including community and Night time visit | 04/23 |  |  | LMNS |
| Infant feeding strategy- system steering group, peer supporters, RCHT steering group | 04/23 | Bi-monthly |  | LMNS/ Start for life |
| EHPIC steering group- Core20Plus5, Public health, Equity | 04/23 | Monthly |  | LMNS |
| Annual report writing | 05/23 |  |  | LMNS |
| Contract negotiation and budget management | 04/23 | Monthly |  | LMNS |
| Digital strategy steering group | 04/23 | Monthly |  | LMNS/ DP |
| Maternal mental health steering group | 04/23 | Monthly |  | LMNS/ DP |
| Perinatal pelvic health steering group and service development | 04/23 | Monthly |  | LMNS/ DP |
| HV led MDT meetings to develop system level relationships and oversight | 04/23 | Six-weekly |  | LMNS |
| Regional SUV networking and support | 04/23 | Ongoing |  | LMNS |
| International day of the midwife – Search for a superstar | 04/23 |  |  | KMVP |
| CQC maternity survey free text and action plan | 04/23 |  |  | LMNS/ MIS/ DP |
| Triangulation meeting – Analysing triangulation of intelligence with MDT clinical team to inform service development and Maternity improvement plan. | 04/23 | Monthly |  | DP/ LMNS |
| Silver QI Perinatal smoking cessation – Supporting feedback and evaluation | 04/23 | Bi weekly |  | LMNS |
| Scoping of Three year delivery plan to inform development of workplans KMVP and LMNS | 04/23 |  |  | LMNS |
| Neonatal business and governance - | 05/23 | Monthly |  | DP |
| Neonatal clinical audit and guidelines | 05/23 | Monthly |  | DP |
| LMNS board – Preparation, agenda setting, papers, attendance, reporting. | 04/23 | Monthly |  | LMNS |