



Pragma has completed a programme of research to capture feedback from users of maternity services in Oxfordshire and neighbouring south Northamptonshire and south Warwickshire

## PROJECT BACKGROUND

This project was conducted as part of the process to appraise options around the temporary closure of the obstetric unit at the Horton General Hospital

Pragma were commissioned to undertake a programme of research to engage and capture feedback from users of maternity services in Oxfordshire and neighbouring south Northamptonshire and south Warwickshire

**To capture the voice of the service user**

Our methodology included an online survey among service users, focus groups and in-depth interviews

## METHODOLOGY



Online survey



Focus groups



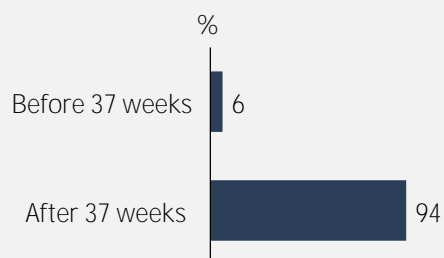
In-depth interviews

We captured detail about service users' pregnancies, births and lifestyles to support comparisons across different groups. The sample has been weighted to be representative of the actual population

## PROFILE OF SURVEY SERVICE USERS

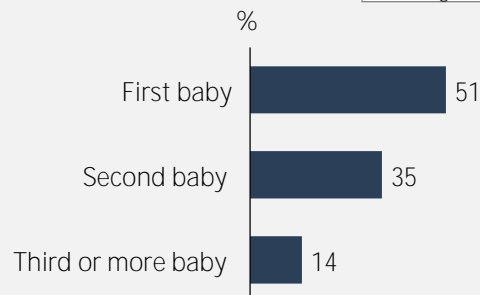


### Delivery

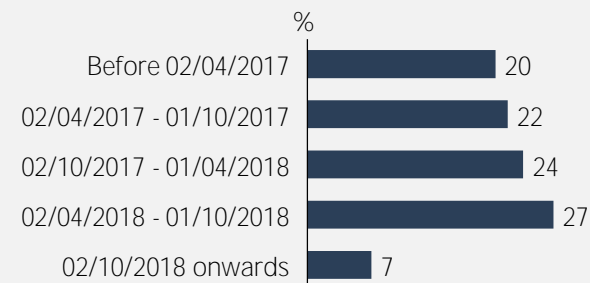


### Premip vs Multip

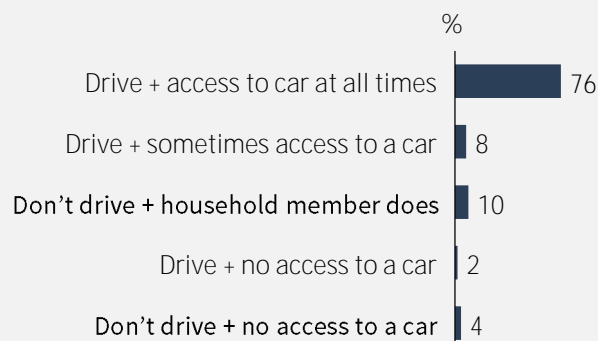
1% or 10 service users had twins rather than a single baby



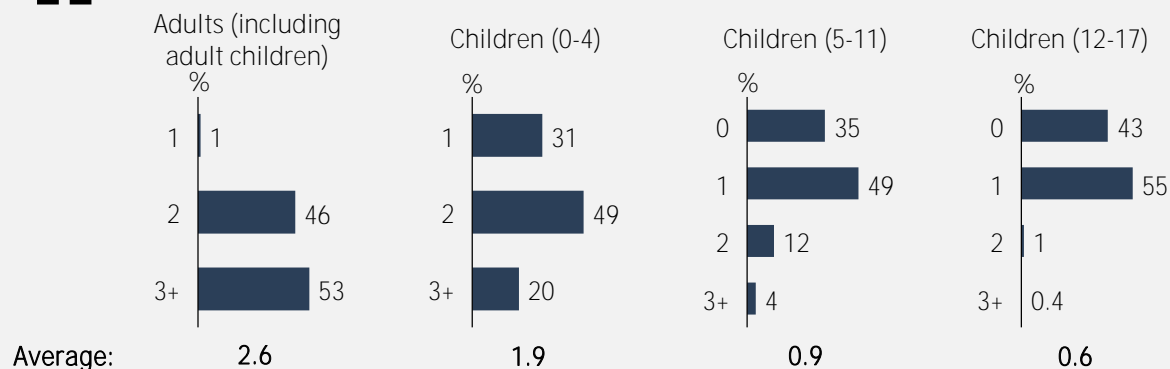
### Date of delivery



### Access to a car

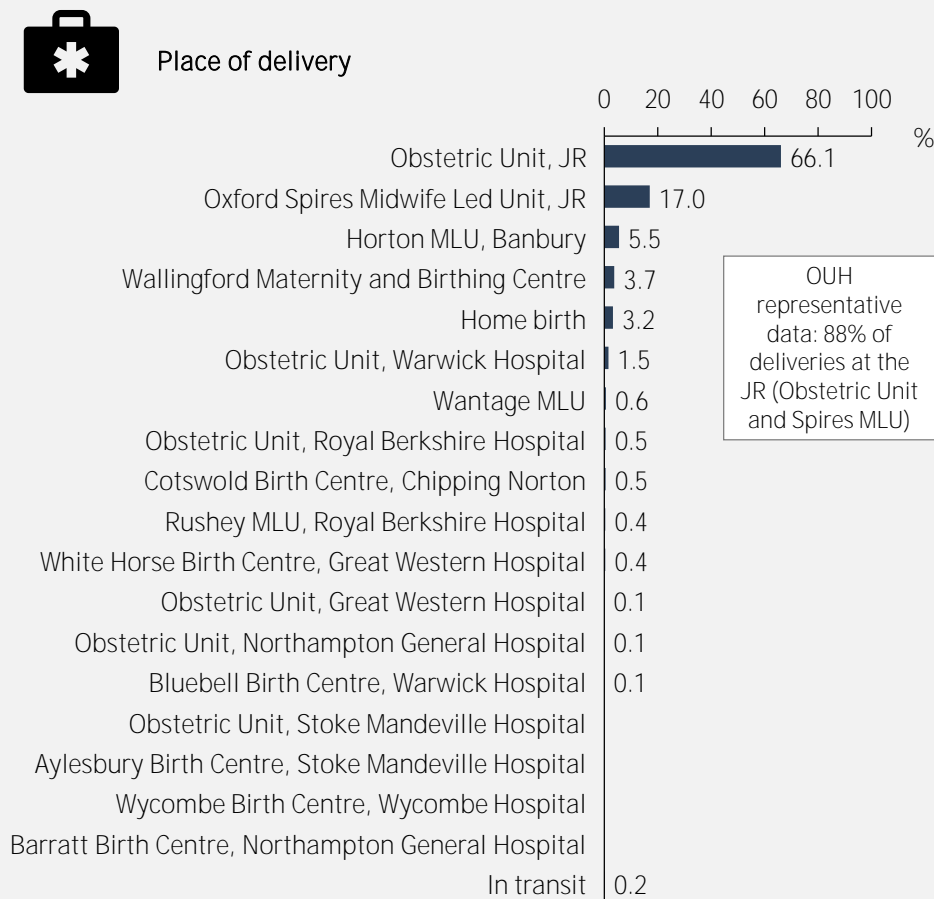
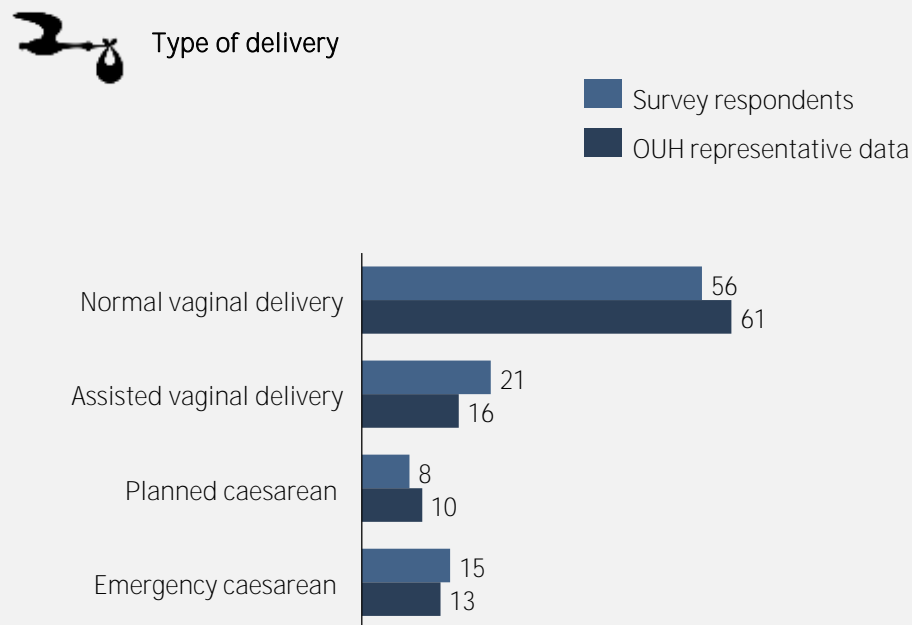


### Household make up



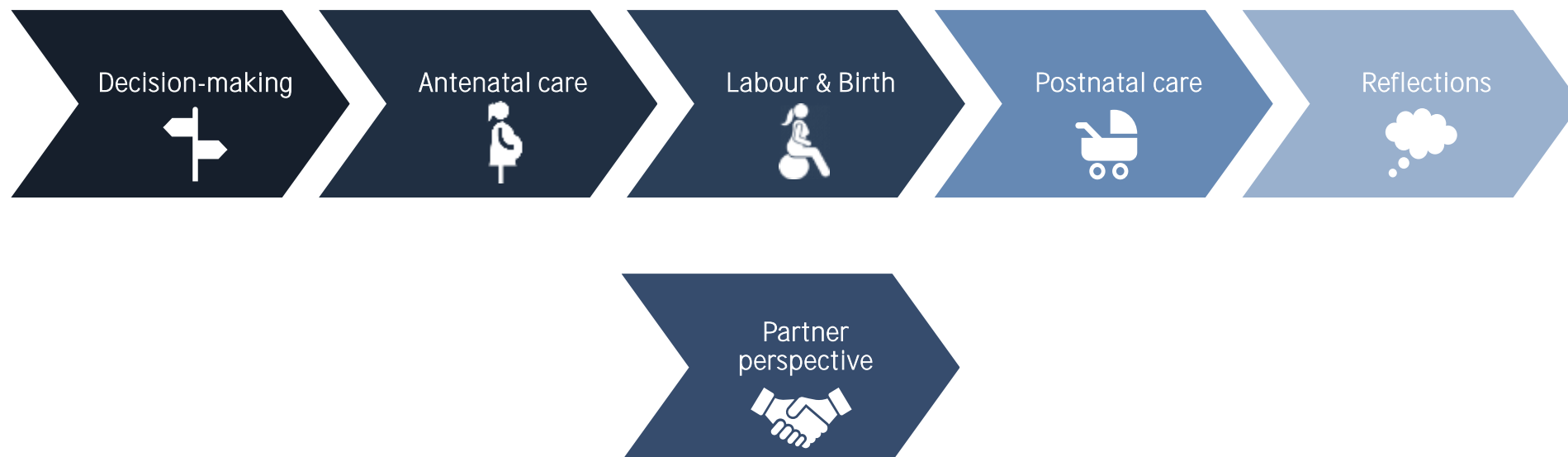
This provides confidence that a broad range of representative views are included

## PROFILE OF SURVEY SERVICE USERS



The survey and focus groups / in-depth interviews asked women about their experiences of using maternity services at each stage of the journey through pregnancy and birth. Partners were also asked about their experiences

## RESEARCH STRUCTURE



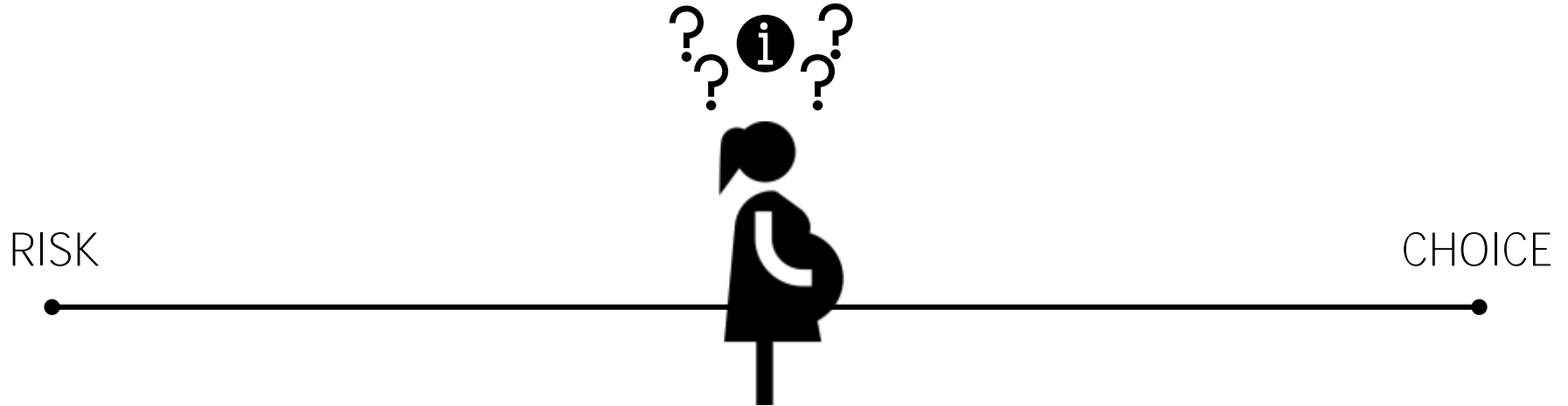
*Throughout this report we include direct verbatim and quotations to illustrate specific points of view. These are sourced from free response boxes on the survey, focus groups and in-depth interviews. Many comments focus on opportunities to improve, therefore gravitate towards negative aspects of experience. Please consider these in balance with the quantitative data from the survey*

Parents feel a high level of responsibility in the decision making process, anxious to select the best option and to balance risk and choice

Decision-making



## DECISION MAKING | CONTEXT



*“There was no choice unless I chose to disregard medical opinion.”*

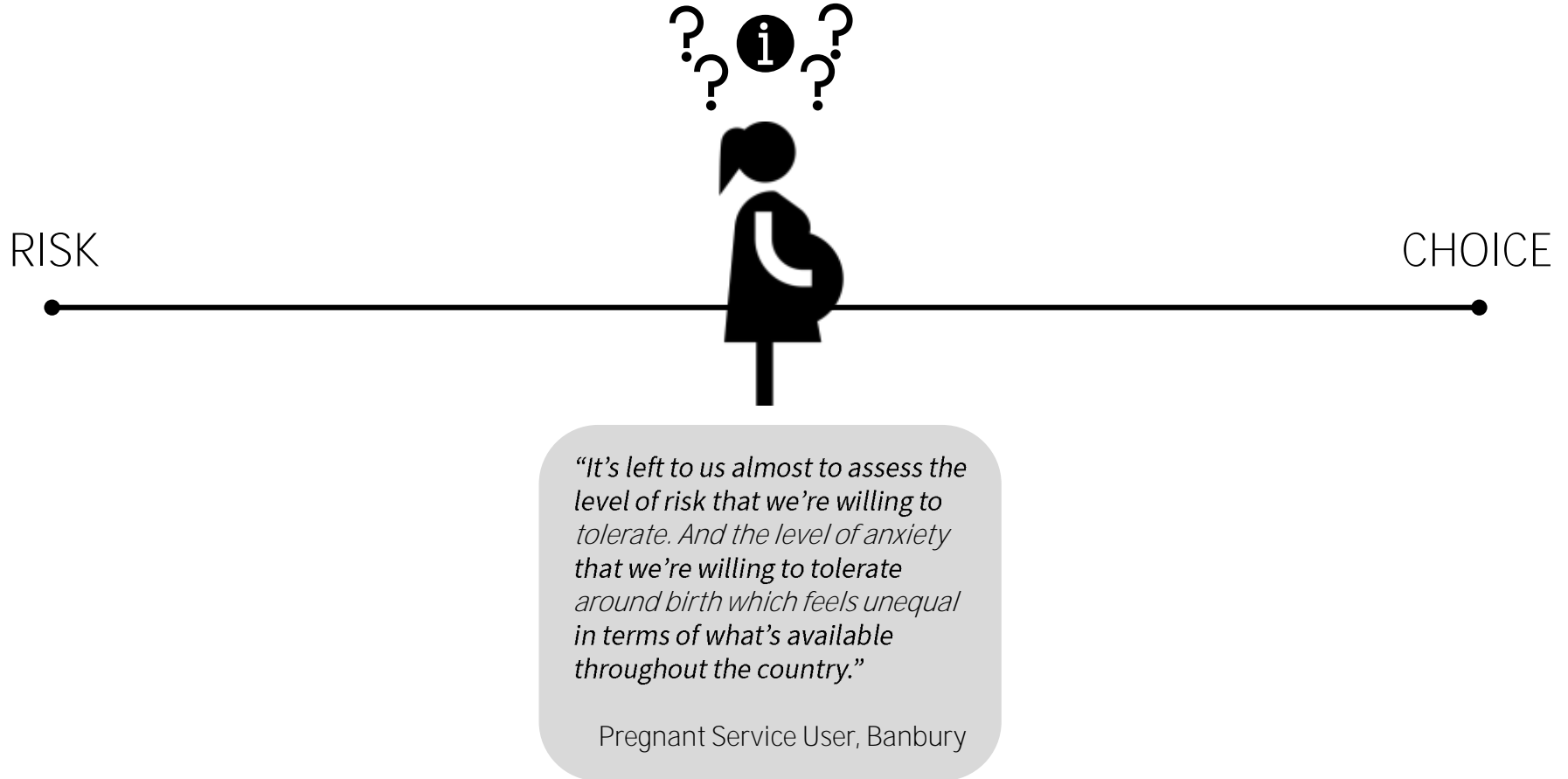
Service User, South  
Northamptonshire

Parents feel a high level of responsibility in the decision making process, anxious to select the best option and to balance risk and choice

Decision-making



## DECISION MAKING | CONTEXT

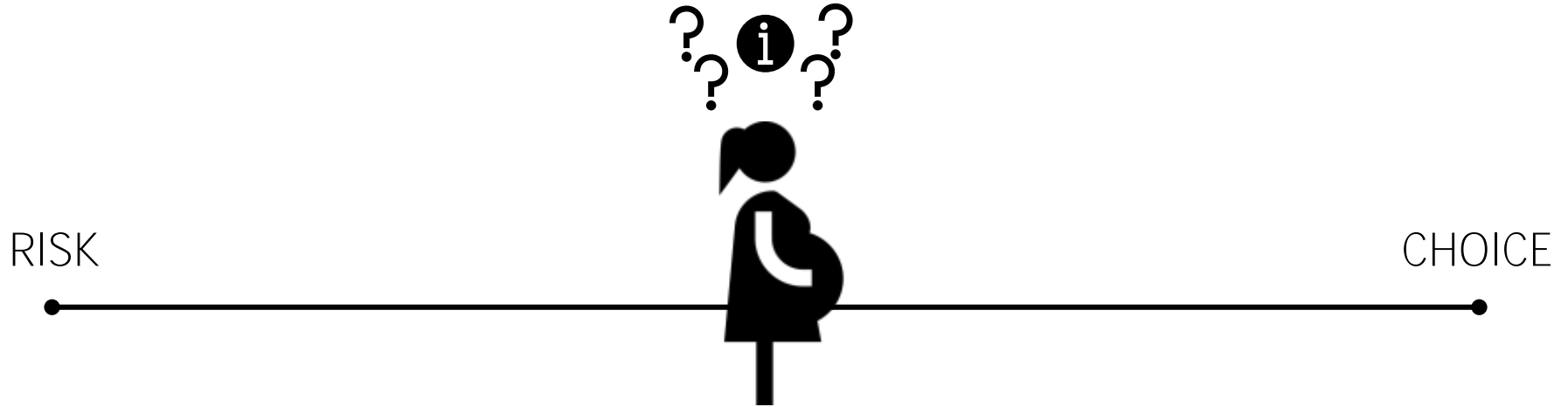




Parents feel a high level of responsibility in the decision making process, anxious to select the best option and to balance risk and choice

Decision-making

## DECISION MAKING | CONTEXT

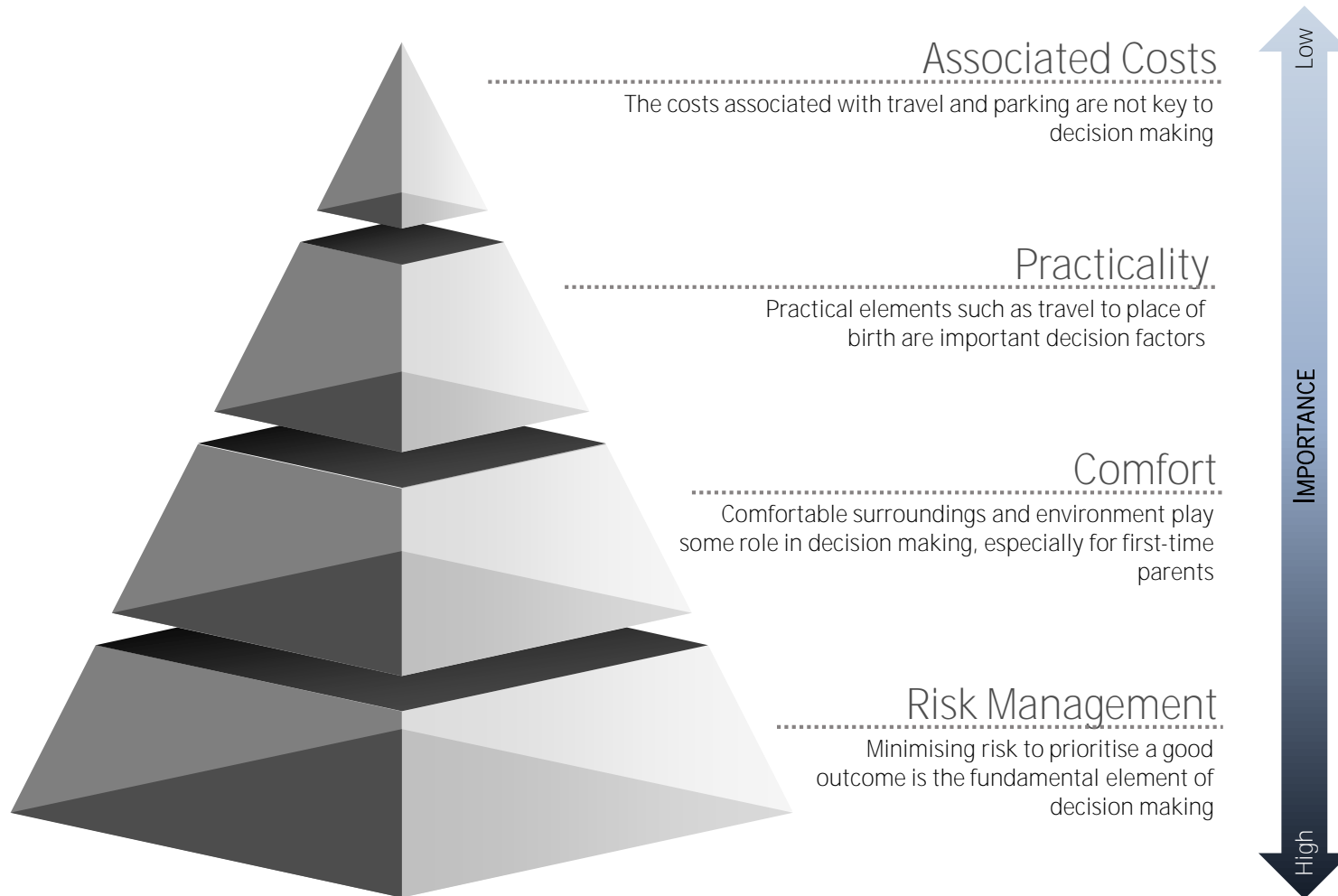


*“I had really fixed on going to the JR but I work almost opposite the JR and I knew what the traffic was like. It was keeping me awake at night. I decided that I would go to the Horton as it would be more comfortable and then that was keeping me awake at night. I just did not know what to do; I was **absolutely terrified.**”*

Service User, Banbury

There is a broad hierarchy of needs for service users that is built on minimising risk

## DECISION MAKING | KEY SELECTION CRITERIA

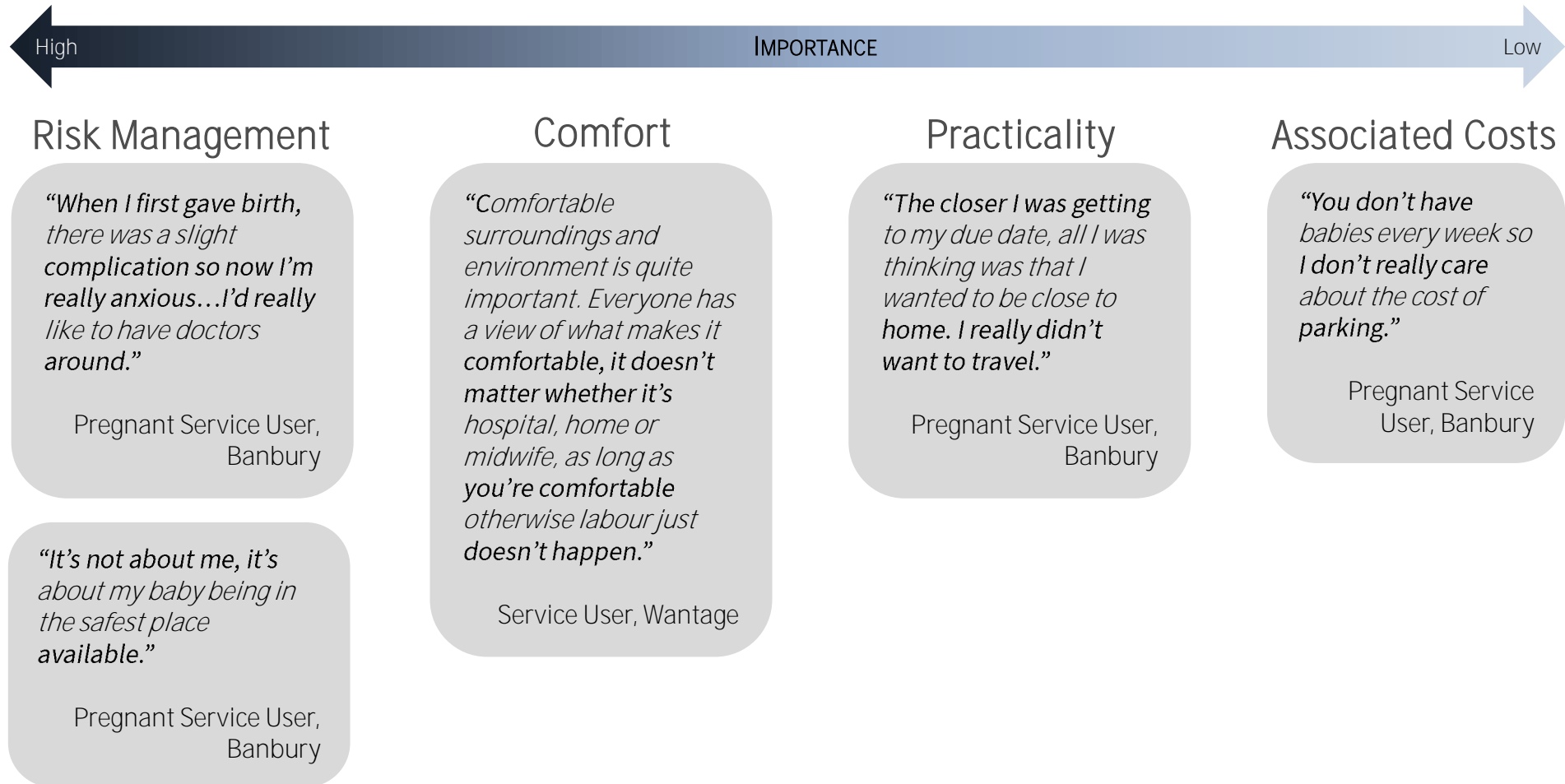


While some expecting mothers favour a more natural experience and minimal intervention, the reassurance of knowing there is medical support on hand is an important consideration

Decision-making



## DECISION MAKING | KEY SELECTION CRITERIA



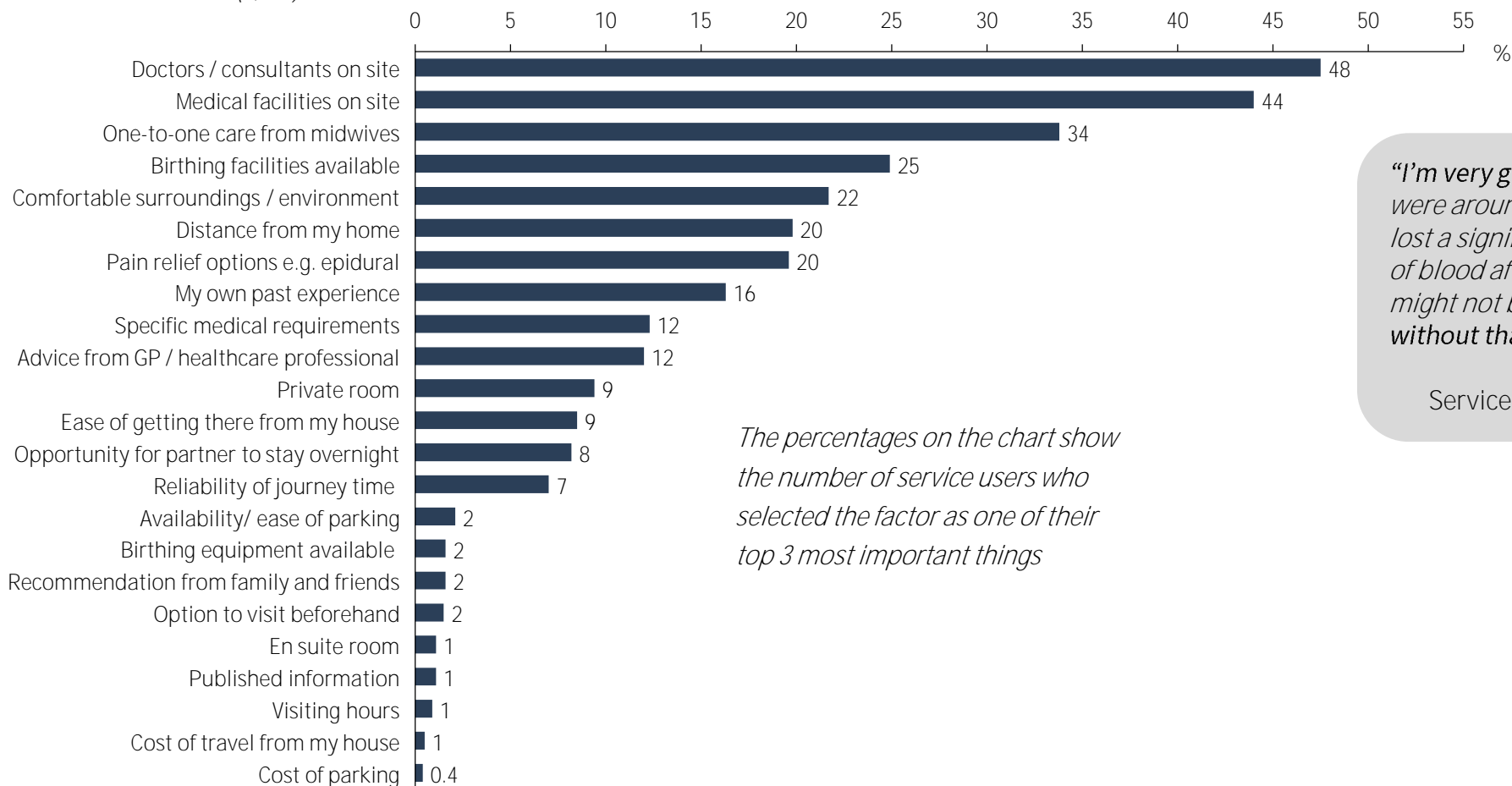
Overall, having doctors and medical facilities on site if they are needed are the most important factors to service users

Decision-making

## DECISION MAKING | KEY DECISION FACTORS

Q. And from this list, what were the top three most important things to you in making your decision?

Base: All service users (1,013)



*"I'm very glad doctors were around because I lost a significant amount of blood afterwards so I might not be here without that."*

Service User, Wantage

*The percentages on the chart show the number of service users who selected the factor as one of their top 3 most important things*

At a general level, those living further from obstetric services have lower levels of satisfaction with the choice available to them. By area, dissatisfaction is most profound for Cherwell and South Northamptonshire, indicating impact of the Horton downgrade on service perceptions

Decision-making

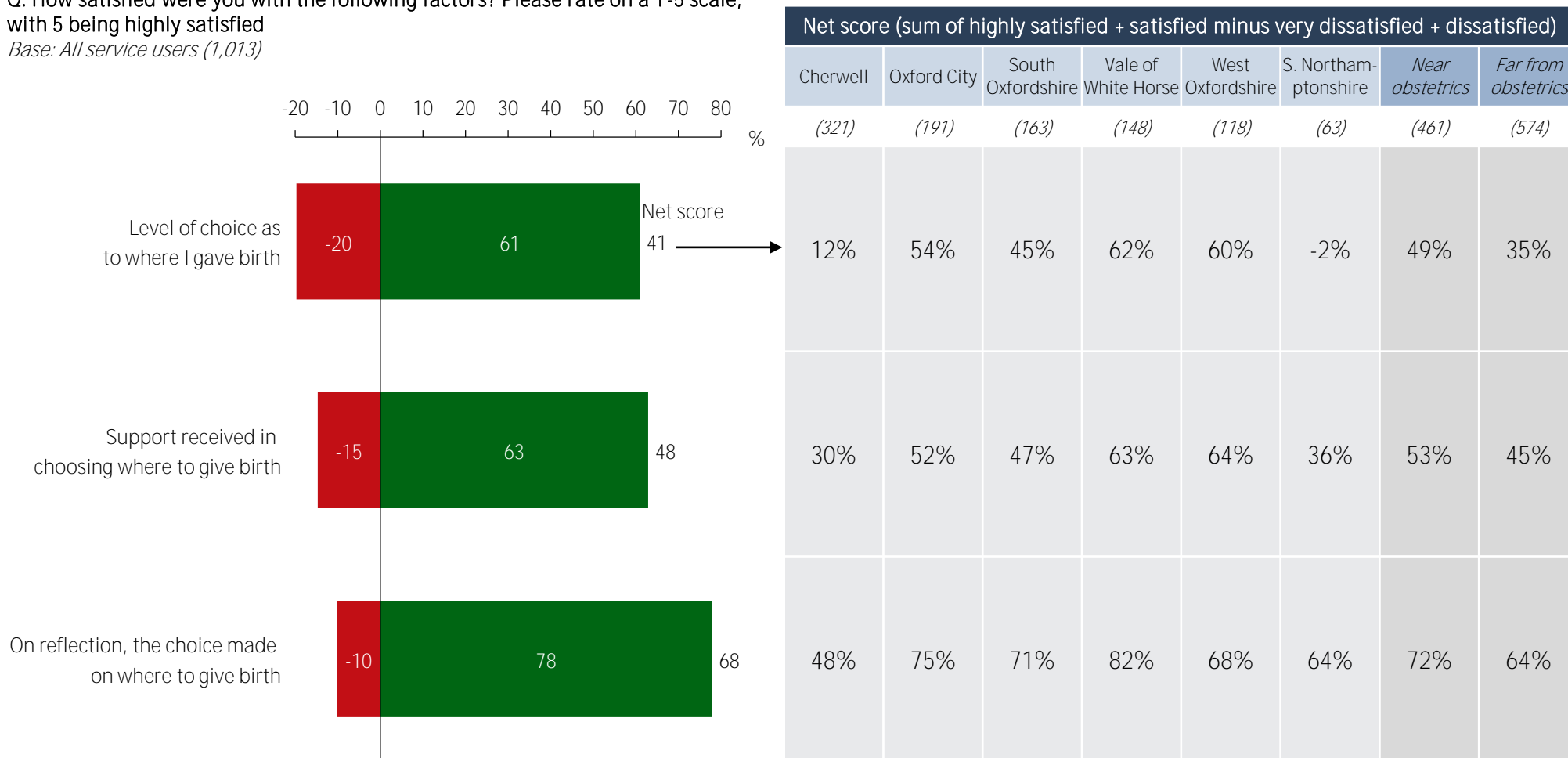


## DECISION MAKING | SATISFACTION

■ Not satisfied ■ Satisfied

Q. How satisfied were you with the following factors? Please rate on a 1-5 scale, with 5 being highly satisfied

Base: All service users (1,013)



Source: Pragma Maternity Services Online Survey March 2019

Notes: There were just 9 service user responses from Stratford-upon-Avon so throughout the report, these responses are counted in the totals but not shown separately. Bases will therefore not always add to the total

While recognising that pregnancy and childbirth is inherently unpredictable...

JOURNEY | IDEAL JOURNEY

*“A birth flow plan would actually be a much better way to describe it. A decision tree. Preference is a much better word than plan because a plan can leave you quite disheartened if things change.”*

Service User, Banbury

...there are many common themes around an *ideal* maternity services journey

## JOURNEY | IDEAL JOURNEY

Continuity of care:  
healthcare  
professionals and notes

*"It was amazing continuity of care . The midwife knew exactly what was going on with me and she remembered random facts that weren't important at all . She was really lovely."*

Service User, Banbury

Feeling safe

*"My midwife made me feel safe and cared for. Without her, it would have been a very different experience. The process of labour and birth was long and scary but she made it better."*

Service User, Oxford City

Access to support  
network (partner,  
family)

*"I guess we're having to think very much about what support we have around us, family and friends wise, in terms of having that time away."*

Service User, Wantage

Informed choices – in  
control

*"You should be able to have a conversation about your care and you have a right to say yes or no to things."*

Service User, Banbury

No unnecessary stress /  
anxiety

*"You just don't need that added stress because it can be stressful already and you don't want stress on the baby and yourself."*

Service User, Banbury

...there are many common themes around an *ideal* maternity services journey

## JOURNEY | IDEAL JOURNEY

A package of care that follows the patient

*"I was living in Warwickshire when I fell pregnant, but was about to move to Northamptonshire. I thought this was handled really well and I didn't have to have duplicate tests or scans."*

Service User, South Northamptonshire

Doctors / intervention on hand, IF required

*"I didn't want the cascade of intervention. As soon as we turned up at the JR that was it...monitoring and probes on her head and drips."*

Service User, Wantage

Control of the controllable

*"The care I received during labour was great. The breech team made me feel very special and in control"*

Service User, Cherwell

Communication / information as things develop

*"The staff at the JR for my induction and while I was giving birth were fabulous....they made me feel at ease, explained everything fully and let me make my own choices."*

Service User, Vale of White Horse

Understanding of needs

*"Midwives and the health visitors need to do their own handover and talk to each other. When the health visitor comes they say 'I've already spoken to your midwife and I understand you had a vaginal delivery and know what you need.'"*

Service User, Wantage



Decision-making   Antenatal care   Labour & Birth   Postnatal care   Reflections

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P

Antenatal services are provided across a range of locations and the Horton tends to be used for routine care by Cherwell residents

Antenatal care

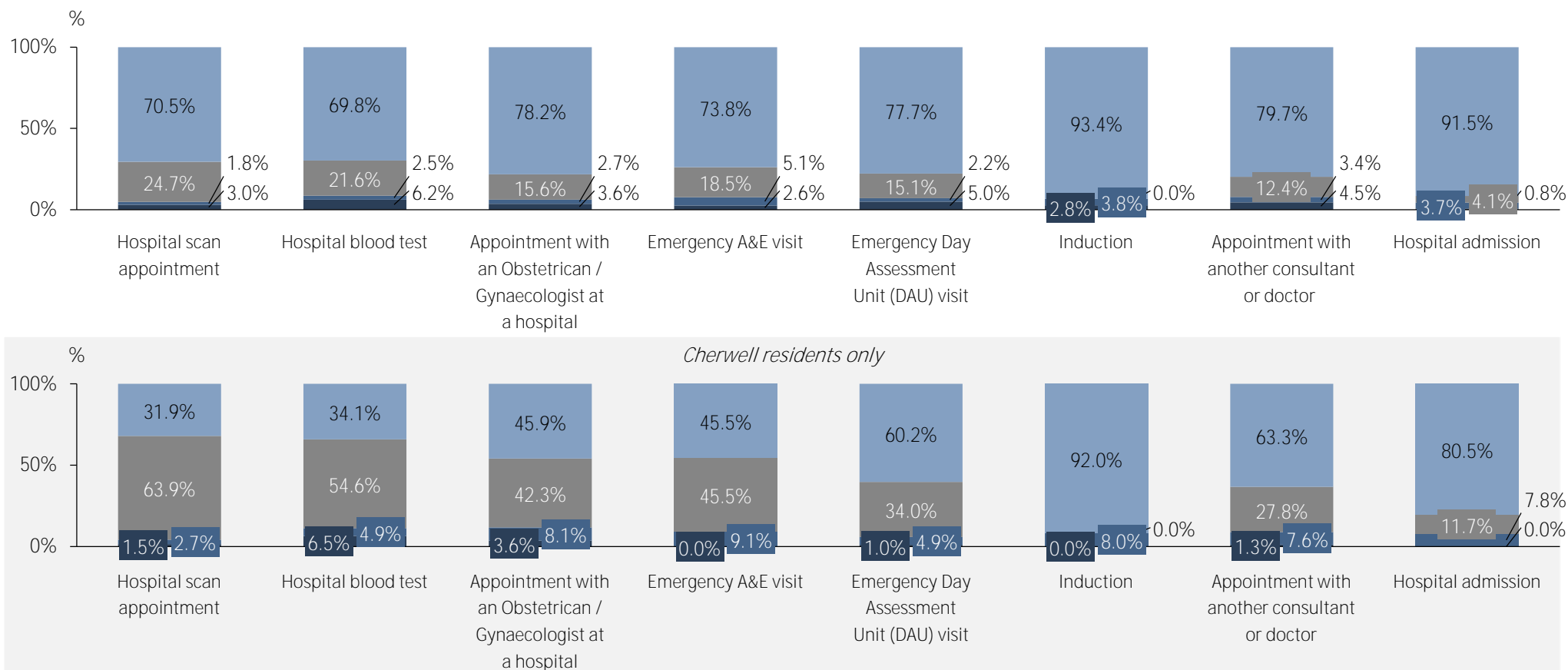


## JOURNEY | ANTENATAL CARE | FACILITIES USED | LOCATION

Q. For each of the services you selected in the previous question, please select where you went for these appointments from the drop down lists

Base: All service users who used service / facility

John Radcliffe Hospital, Oxford  
Horton General Hospital, Banbury  
Warwick Hospital, Warwick  
Somewhere else



Source: Pragma Maternity Services Online Survey March 2019

Notes: There were just 9 service user responses from Stratford-upon-Avon so throughout the report, these responses are counted in the totals but not shown separately. Bases will therefore not always add to the total

The quality of antenatal care is highly rated by service users. Cherwell is particularly well-regarded for continuity of antenatal care

Antenatal care

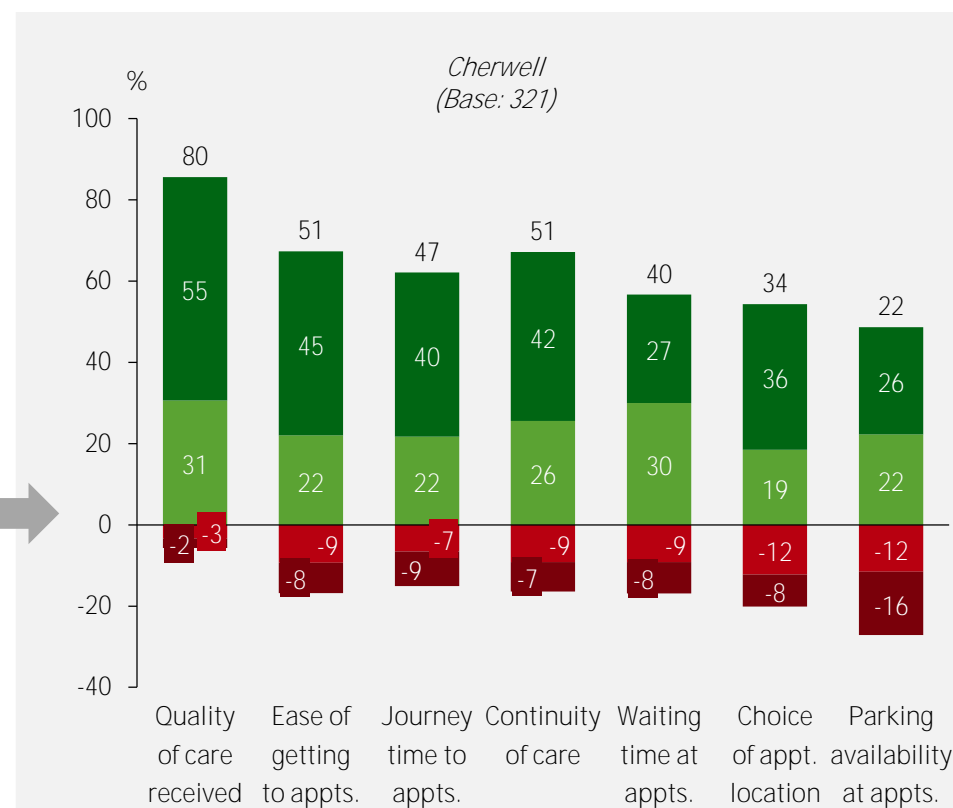
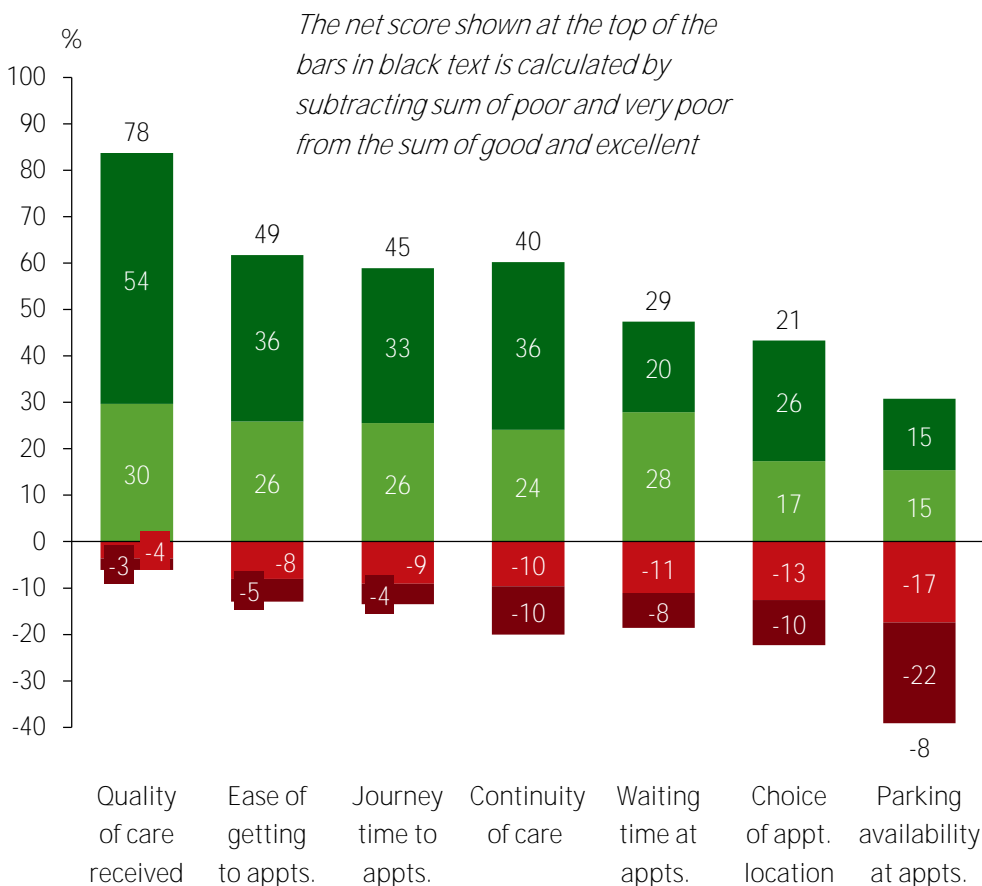


## JOURNEY | ANTENATAL CARE | RATINGS

Very Poor Poor Good Excellent

Q. Thinking about your experience of antenatal care during your most recent pregnancy, please rate each of the following

Base: All service users (1,013)



Source: Pragma Maternity Services Online Survey March 2019

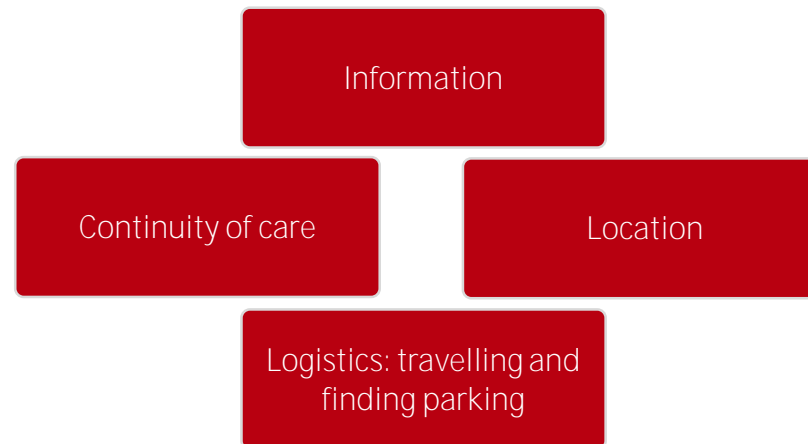
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Feedback from service users across the catchment area regarding antenatal care can be grouped into themes around continuity of care, choice of location, information and logistics

Antenatal care



JOURNEY | ANTENATAL CARE | FEEDBACK



Feedback from service users across the catchment area regarding antenatal care can be grouped into themes around continuity of care, choice of location, information and logistics

Antenatal care



JOURNEY | ANTENATAL CARE | FEEDBACK

*“For antenatal appointments, one clinic I was visiting on a weekly basis had wait times of 1-2 hours. It would have helped if my different appointments could have been better scheduled so I didn't have to go back several times a week. With two medical issues during pregnancy, I felt that communication between different teams was non-existent which led to stress and confusion.”*

Service User, West Oxfordshire



Feedback from service users across the catchment area regarding antenatal care can be grouped into themes around continuity of care, choice of location, information and logistics

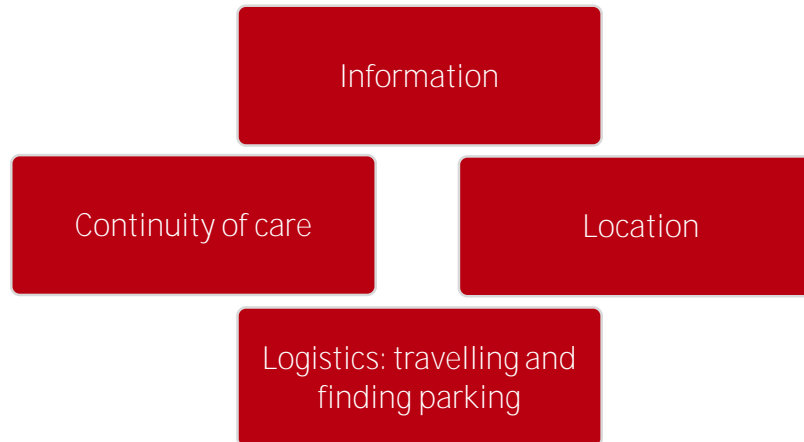
Antenatal care



JOURNEY | ANTENATAL CARE | FEEDBACK

*“In all the times I went to hospital, I didn’t see the same doctor twice. They didn’t have time to read my notes, each time they’d come in and ask what happened and for my history. Then you think ‘Did I forget to tell them something? Will this have affected my care?’”*

Service User, Banbury



Feedback from service users across the catchment area regarding antenatal care can be grouped into themes around continuity of care, choice of location, information and logistics

Antenatal care



JOURNEY | ANTENATAL CARE | FEEDBACK



*"I had a lot of tests as I was higher risk, I was often sent to the JR for these and then they would say "you could have had this done at the Horton." That was frustrating as I was taking a whole day off work for appointments. Why can't more routine appointments be pushed to the Horton?"*

Service User, Banbury

Feedback from service users across the catchment area regarding antenatal care can be grouped into themes around continuity of care, choice of location, information and logistics

Antenatal care



JOURNEY | ANTENATAL CARE | FEEDBACK





During Labour & Birth, service users rate cleanliness and healthcare staff competence very highly but give lower overall scores to parking, continuity of care and staff availability

Labour &amp; Birth

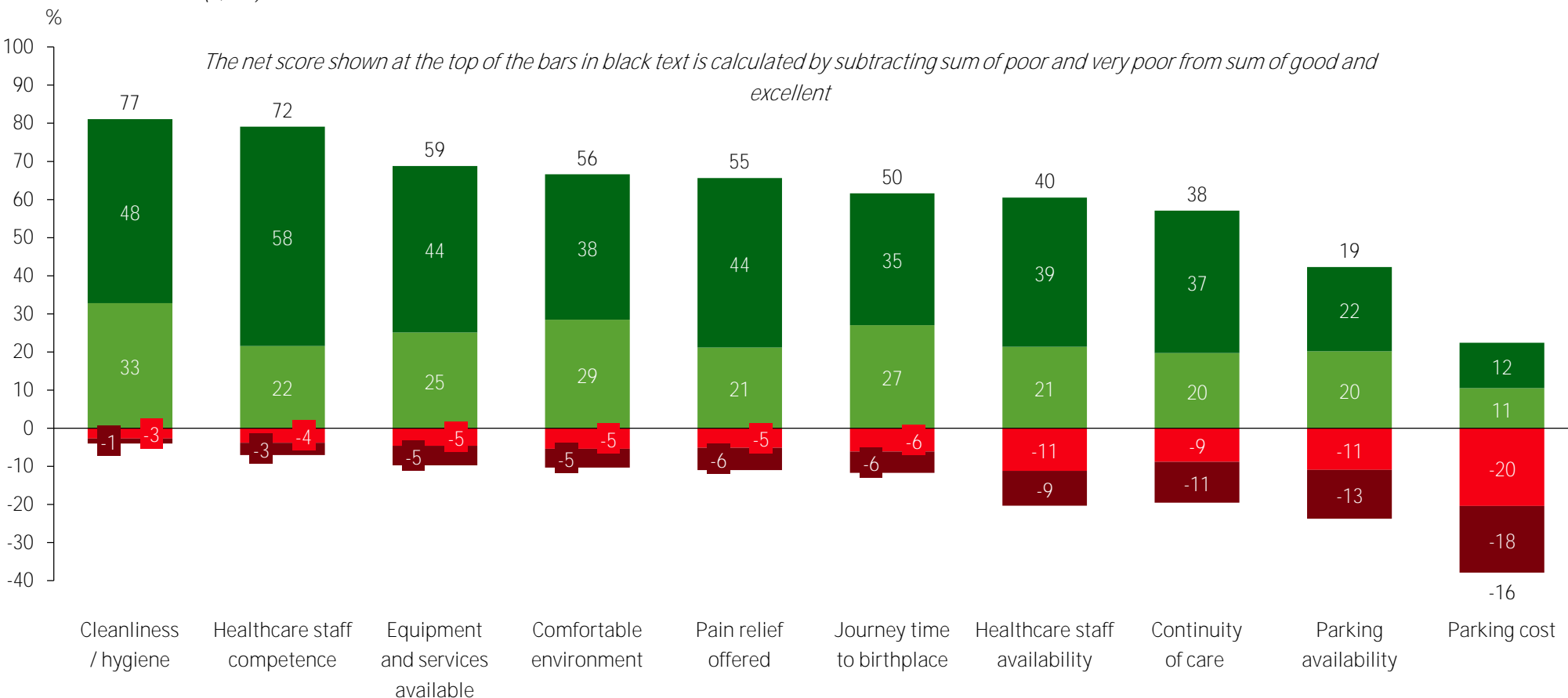


## JOURNEY | LABOUR &amp; BIRTH | RATINGS

Very Poor Poor Good Excellent

Q. Thinking about your experience of labour and birth, please rate each of the following

Base: All service users (1,013)



Source: Pragma Maternity Services Online Survey March 2019

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# Half of service users identified at least one negative aspect of their labour, with a shortage of staff and parking difficulties most cited

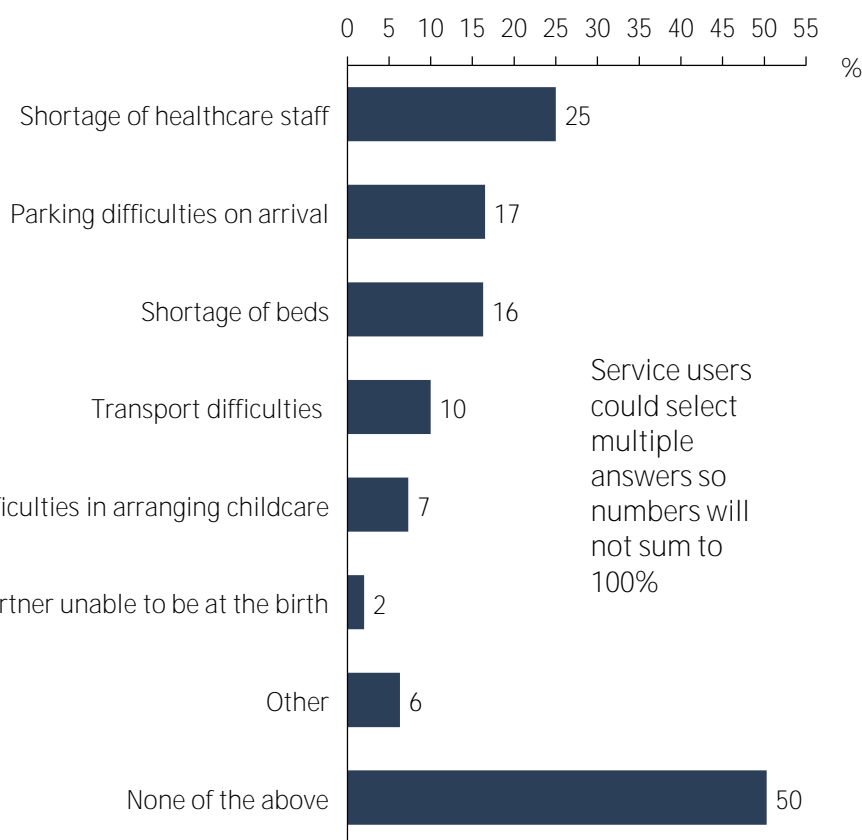
Labour &amp; Birth



## JOURNEY | LABOUR & BIRTH | SPECIFIC INCIDENTS

Q. Did any of the following apply to you and your most recent experience of giving birth? Multiple choice

Base: All service users (1,013)



% of service users by area					
Cherwell	Oxford City	South Oxfordshire	Vale of White Horse	West Oxfordshire	S. Northamptonshire
(321)	(191)	(163)	(148)	(118)	(63)
27%	25%	20%	26%	27%	29%
24%	14%	18%	7%	14%	22%
18%	18%	13%	16%	14%	22%
20%	4%	6%	4%	11%	19%
12%	3%	11%	5%	7%	5%
4%	1%	2%	0%	1%	6%
7%	4%	5%	7%	7%	11%
42%	52%	53%	58%	51%	43%

Source: Pragma Maternity Services Online Survey March 2019

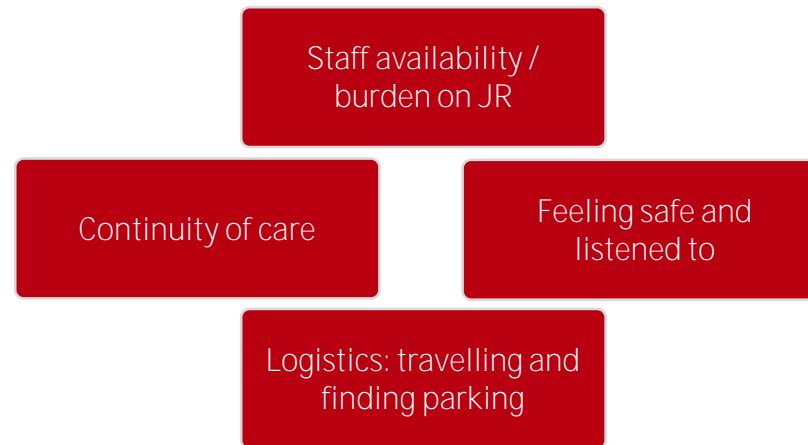
Notes: There were just 9 service user responses from Stratford-upon-Avon so throughout the report, these responses are counted in the totals but not shown separately. Bases will therefore not always add to the total

Feedback from service users across the catchment area regarding labour and birth can be grouped into themes around staff availability, continuity of care, feeling safe and logistics

Labour & Birth



## JOURNEY | LABOUR & BIRTH



Feedback from service users across the catchment area regarding labour and birth can be grouped into themes around staff availability, continuity of care, feeling safe and logistics

Labour &amp; Birth



## JOURNEY | LABOUR &amp; BIRTH

*"I had to wait for free space at Spires. I just made it in the wheelchair before giving birth on the chair itself."*

Service User, Oxford City

Staff availability /  
burden on JR

Continuity of care

Feeling safe and  
listened to

Logistics: travelling and  
finding parking

Feedback from service users across the catchment area regarding labour and birth can be grouped into themes around staff availability, continuity of care, feeling safe and logistics

Labour &amp; Birth



## JOURNEY | LABOUR &amp; BIRTH

*“There was heavier traffic than usual as I went into labour during rush hour. I was worried we wouldn't get to hospital. Then, the midwife didn't seem to have anyone to hand over to at end of her shift to continue my care so she stayed.”*

Service User, West Oxfordshire

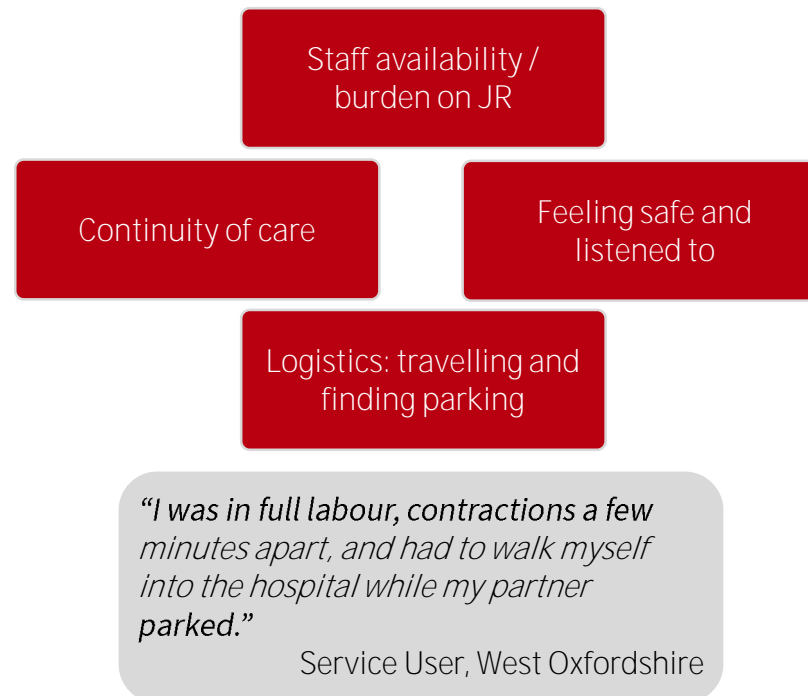


Feedback from service users across the catchment area regarding labour and birth can be grouped into themes around staff availability, continuity of care, feeling safe and logistics

Labour &amp; Birth



## JOURNEY | LABOUR &amp; BIRTH

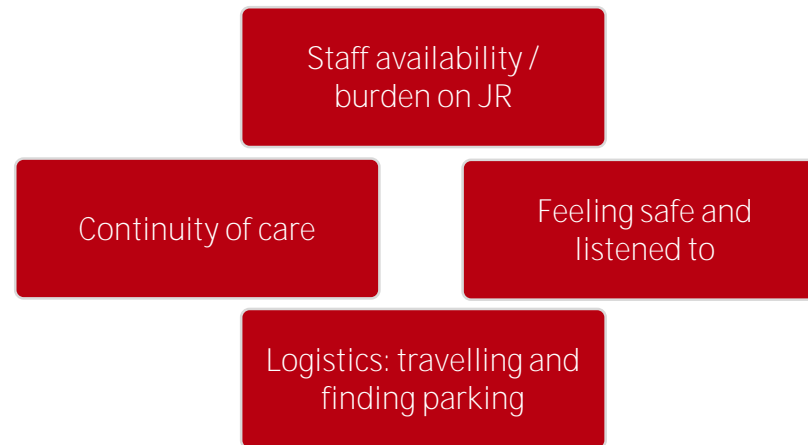


Feedback from service users across the catchment area regarding labour and birth can be grouped into themes around staff availability, continuity of care, feeling safe and logistics

Labour & Birth



JOURNEY | LABOUR & BIRTH



*“I had difficulties in getting pain relief and difficulties convincing staff that I was in labour and about to push the baby out!”*

Service User, Vale of White Horse

# Postnatally, cleanliness and hygiene was highly rated, but service users were least satisfied with the continuity of care and emotional support received

Postnatal care

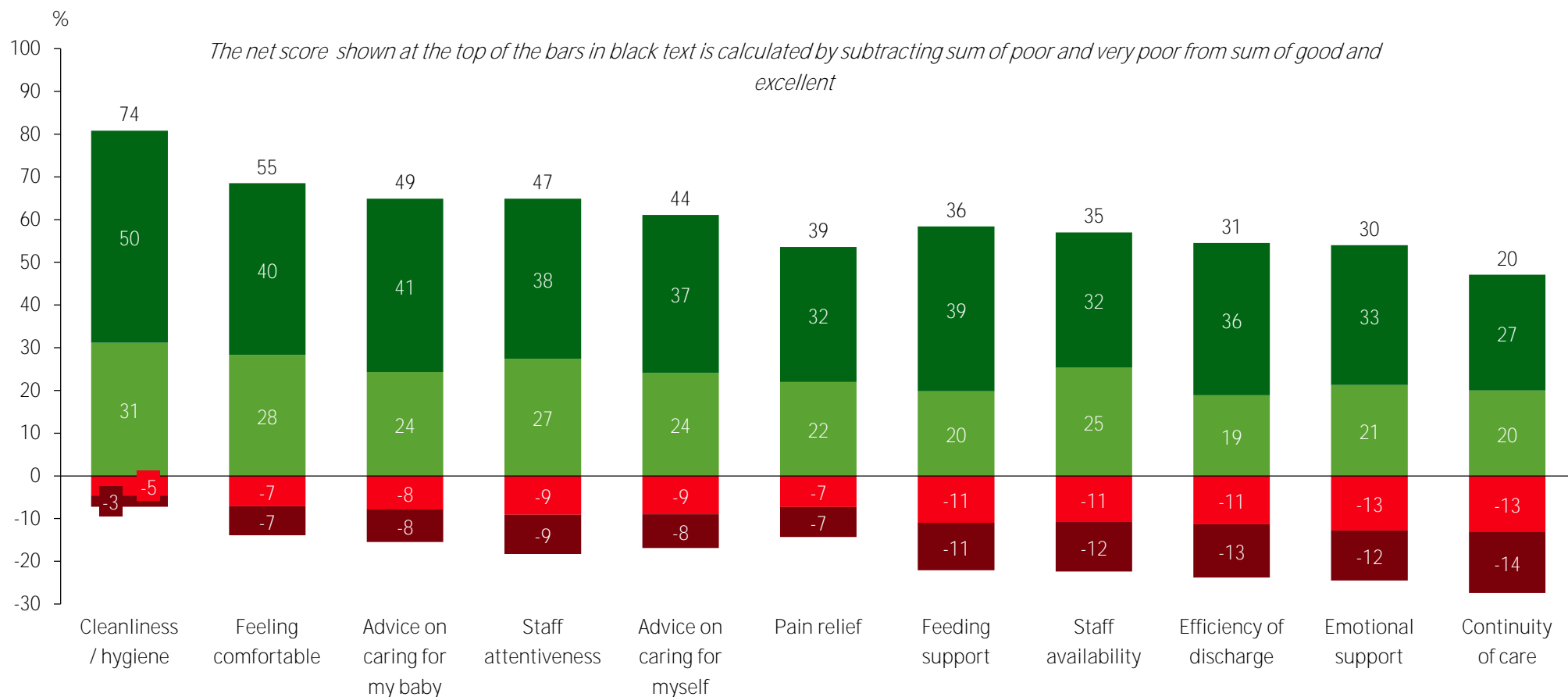


## JOURNEY | POSTNATAL CARE | RATINGS

Very Poor Poor Good Excellent

### Q. Thinking about your experience and the care you received after giving birth, please rate each of the following

Base: All service users (1,013)





When asked about their postnatal experiences, residents of all council areas disagreed that it was easy for visitors to park and for other children to visit. Cherwell and South Northamptonshire residents reported significantly less satisfaction with ease of visitor travel

Postnatal care



## JOURNEY | POSTNATAL CARE | RATINGS

Q. Thinking about your experience and the care you received after giving birth, please indicate the extent to which you agree with each of these statements on a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree. % strongly agree + agree

Base: All service users (1,013)



% of service users selecting strongly agree + agree by area					
Cherwell	Oxford City	South Oxfordshire	Vale of White Horse	West Oxfordshire	S. Northamptonshire
(321)	(191)	(163)	(148)	(118)	(63)
76%	74%	73%	79%	74%	77%
69%	70%	73%	77%	75%	75%
63%	66%	62%	77%	66%	55%
59%	58%	62%	65%	58%	63%
57%	64%	59%	63%	52%	57%
59%	59%	55%	60%	64%	67%
57%	57%	58%	62%	57%	61%
32%	58%	48%	54%	41%	27%
26%	34%	31%	25%	24%	23%
21%	19%	26%	18%	20%	18%

Source: Pragma Maternity Services Online Survey March 2019

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Feedback from service users across the catchment area regarding postnatal care can be grouped into themes around staff availability, continuity of care, partners staying overnight and logistics

Postnatal care



## JOURNEY | POSTNATAL CARE



Feedback from service users across the catchment area regarding postnatal care can be grouped into themes around staff availability, continuity of care, partners staying overnight and logistics

Postnatal care



## JOURNEY | POSTNATAL CARE

*“With the medical knowledge and expertise in the theatre at the JR, I wouldn’t want to be anywhere else, but they’re just so overstretched on the wards after, that’s where it goes downhill.”*

Service User, Banbury

Staff availability /  
burden on JR

Continuity of care

Partner staying  
overnight

Logistics: travelling and  
finding parking

Feedback from service users across the catchment area regarding postnatal care can be grouped into themes around staff availability, continuity of care, partners staying overnight and logistics

Postnatal care



## JOURNEY | POSTNATAL CARE

*"I saw so many people afterwards and they are asking the same questions over and over again and I just hated it."*

Service User, Banbury

Staff availability /  
burden on JR

Continuity of care

Partner staying  
overnight

Logistics: travelling and  
finding parking

Feedback from service users across the catchment area regarding postnatal care can be grouped into themes around staff availability, continuity of care, partners staying overnight and logistics

Postnatal care



## JOURNEY | POSTNATAL CARE

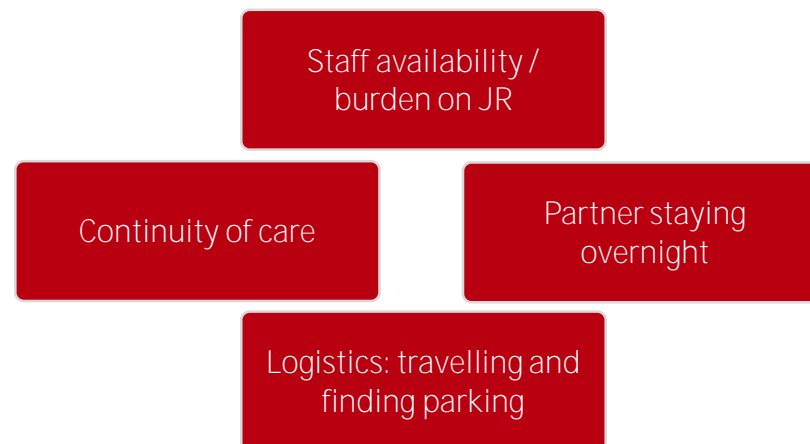


Feedback from service users across the catchment area regarding postnatal care can be grouped into themes around staff availability, continuity of care, partners staying overnight and logistics

Postnatal care



## JOURNEY | POSTNATAL CARE



*"It was hard for me having to leave my partner and poorly baby just a few hours after she was born. I couldn't return until 9am the next day."*

Partner of Service User, Cherwell

Stress and anxiety impact birth experience, can stall labour and change outcomes, and can cause lasting emotional damage. Anxiety levels increase significantly during the labour and birth periods

Reflections

## JOURNEY | ANXIETY LEVELS

Q. Please indicate on the scale how you felt at each stage of your pregnancy and birth where 1 is anxious and 5 is confident / relaxed.

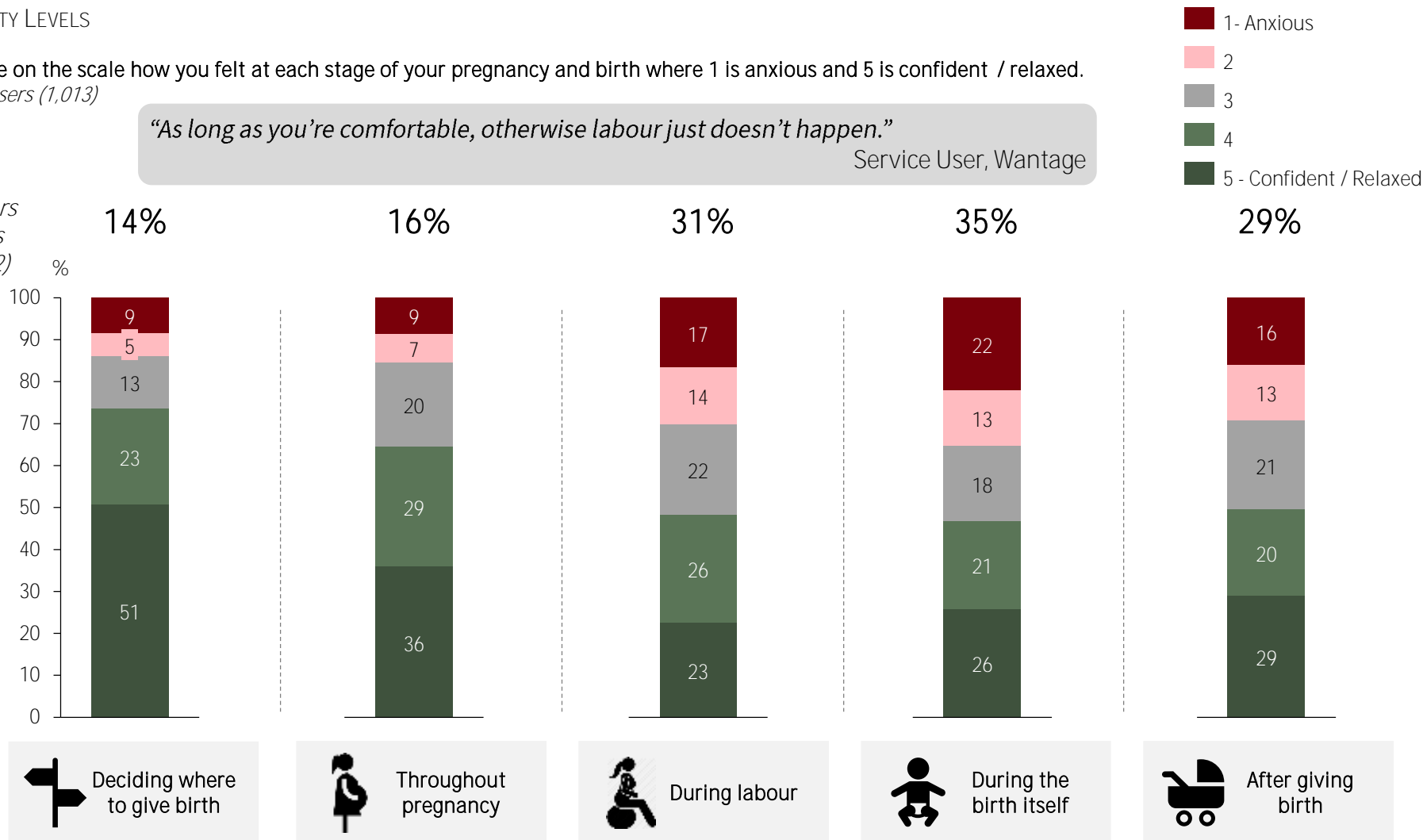
Base: All service users (1,013)

*"As long as you're comfortable, otherwise labour just doesn't happen."*

Service User, Wantage

**Anxiety**  
% of service users  
feeling anxious  
(selecting 1 or 2)

Feeling more anxious



Deciding where to give birth



Throughout pregnancy



During labour



During the birth itself



After giving birth

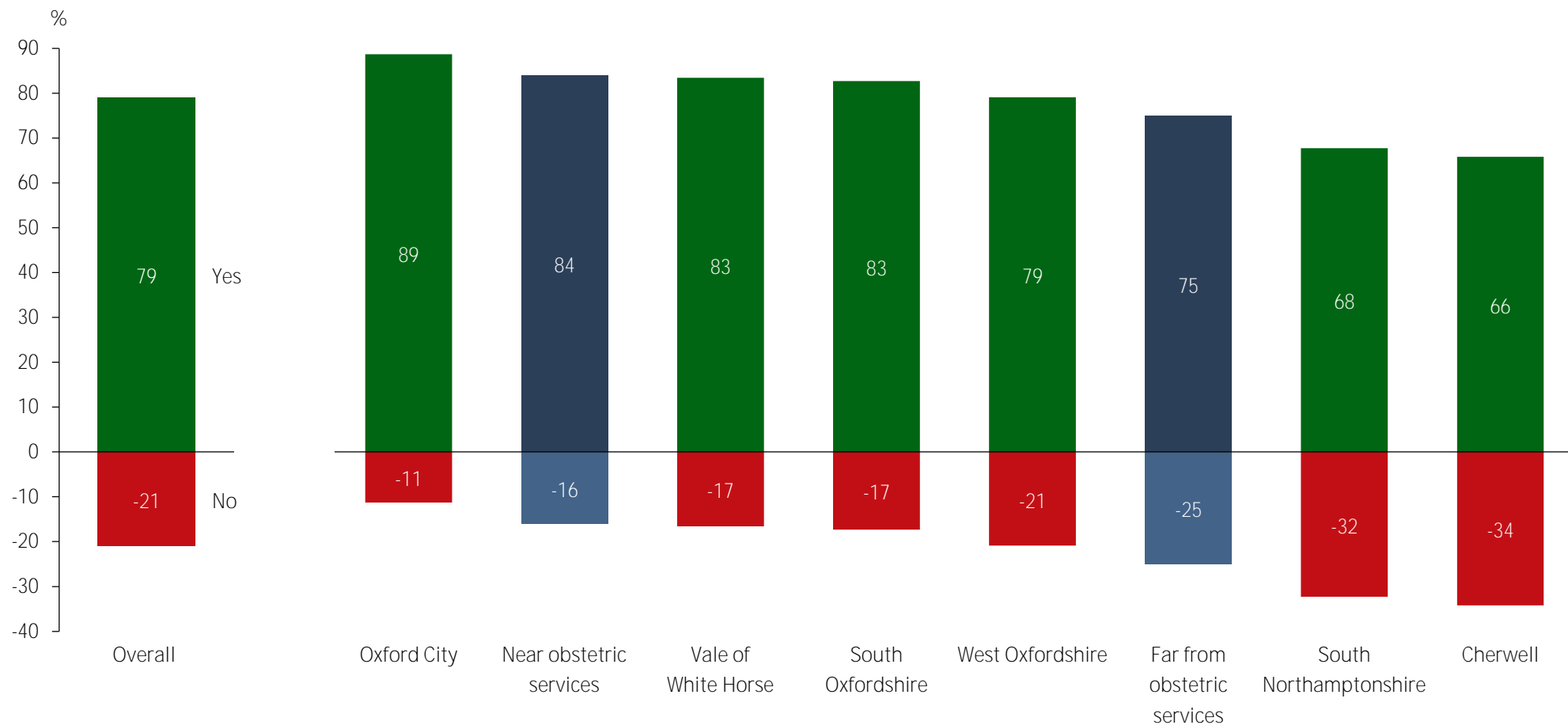
On reflection, 79% of service users would have chosen the same place to give birth. Cherwell residents are least likely choose the same place to give birth

Reflections

## JOURNEY | REFLECTIONS ON PLACE OF BIRTH

Q. Reflecting on your experience, would you have chosen the same place to give birth?

Base: All service users (1,013)





In 2016, Better Births, a National Maternity Review was published and outlined priorities for maternity services in the UK

## IMPACT & IMPROVEMENTS | BETTER BIRTHS CONTEXT

- 1. Personalised care**, centred on the woman, her baby and her family, based around their needs and their decisions, where they have genuine choice, informed by unbiased information.

### PERSONALISED CARE



- 2. Continuity of carer**, to ensure safe care based on a relationship of mutual trust and respect in line with the woman's decisions.



### CONTINUITY OF CARER

- 3. Safer care**, with professionals working together across boundaries to ensure rapid referral, and access to the right care in the right place; leadership for a safety culture within and across organisations; and investigation, honesty and learning when things go wrong.



### SAFER CARE

- 4. Better postnatal and perinatal mental health care**, to address the historic underfunding and provision in these two vital areas, which can have a significant impact on the life chances and wellbeing of the woman, baby and family.

### BETTER POSTNATAL AND PERINATAL MENTAL HEALTHCARE



- 5. Multi-professional working**, breaking down barriers between midwives, obstetricians and other professionals to deliver safe and personalised care for women and their babies.

### MULTI-PROFESSIONAL WORKING



- 6. Working across boundaries** to provide and commission maternity services to support personalisation, safety and choice, with access to specialist care whenever needed.



### WORKING ACROSS BOUNDARIES

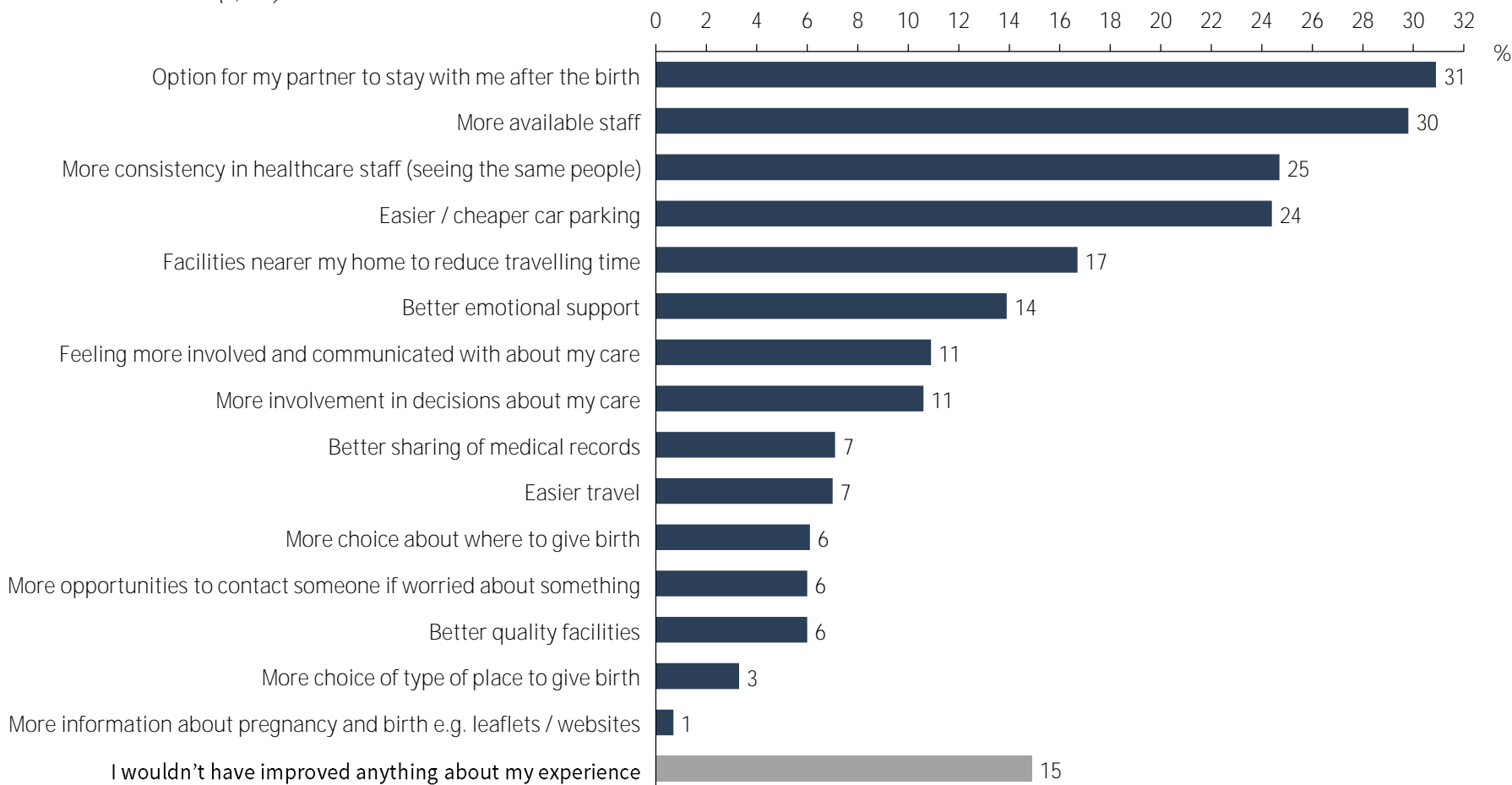
# The improvements suggested by service users also feature many of the priorities outlined in Better Births

Reflections

## IMPACT & IMPROVEMENTS | IMPROVEMENTS

**Q. How could your overall experience have been improved? Please select up to 3 reasons**

*Base: All service users (1,013)*



Source: Pragma Maternity Services Online Survey March 2019

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These priorities also match the improvements suggested in the focus groups and interviews

## IMPACT & IMPROVEMENTS | QUALITATIVE IMPROVEMENTS

Partner allowed to stay after the birth

*"The main thing I would change is partners staying. He was told at 9pm that he had to go. It certainly affected how I felt about our family unit in the early days."*

Service User, Wantage

Feeling safer, more supported and with more available staff

*"Feeling safe, feeling like you have a nest."*

Service User, Banbury

*"Better communication between the community midwife and the hospital team about the pathway I was on and being kept aware of what's going on. I was in hospital for 3 days before I saw a consultant. That makes a difference as a patient, you want the information and to know the plan."*

Service User, Banbury

*"It was so busy in the JR, it felt a bit like being on a conveyor belt."*

Service User, Cherwell

*"I think the midwives should work in a small team and then the mums should get to know those midwives and at least have then a friendly face."*

Service User, Wantage

Better continuity of care

*"When you were actually able to get someone into the room to help you, you had to explain everything. Having the same midwife would have helped massively. My wife was kept in hospital initially because her heart rate was so erratic, I think it was the stress'."*

Partner of Service User, Banbury

These priorities also match the improvements suggested in the focus groups and interviews

## IMPACT & IMPROVEMENTS | QUALITATIVE IMPROVEMENTS

### Logistics

*"It was extremely difficult for me to see my partner and toddler which affected his bond with my baby. Travel was over an hour and parking the same."*

Service User, Cherwell

*"Visiting hours should be in the morning and then the evening rather than just afternoon and evening. With traffic, it was impossible for my husband and other child to visit me."*

Service User, South Northamptonshire

*"The best things about the blue folder is all the information about the appointments and what to expect. Those won't necessarily be available in such an easy access format if they move to electronic records."*

Service User, Wantage

### More joined up communication and access to records

*"When you're going through pregnancy and birth, particularly the first time, it's quite scary and daunting. Videos or virtual tours of places you can give birth would be really helpful to let people visualise the kind of place you might go."*

Service User, Wantage

*"I had to sign a release form for my partner during a difficult birth. I still do not fully understand what I was signing for. A clearer explanation pre birth of some possible outcomes or contingencies to make the fathers aware would be beneficial."*

Partner of Service User, Vale of White Horse

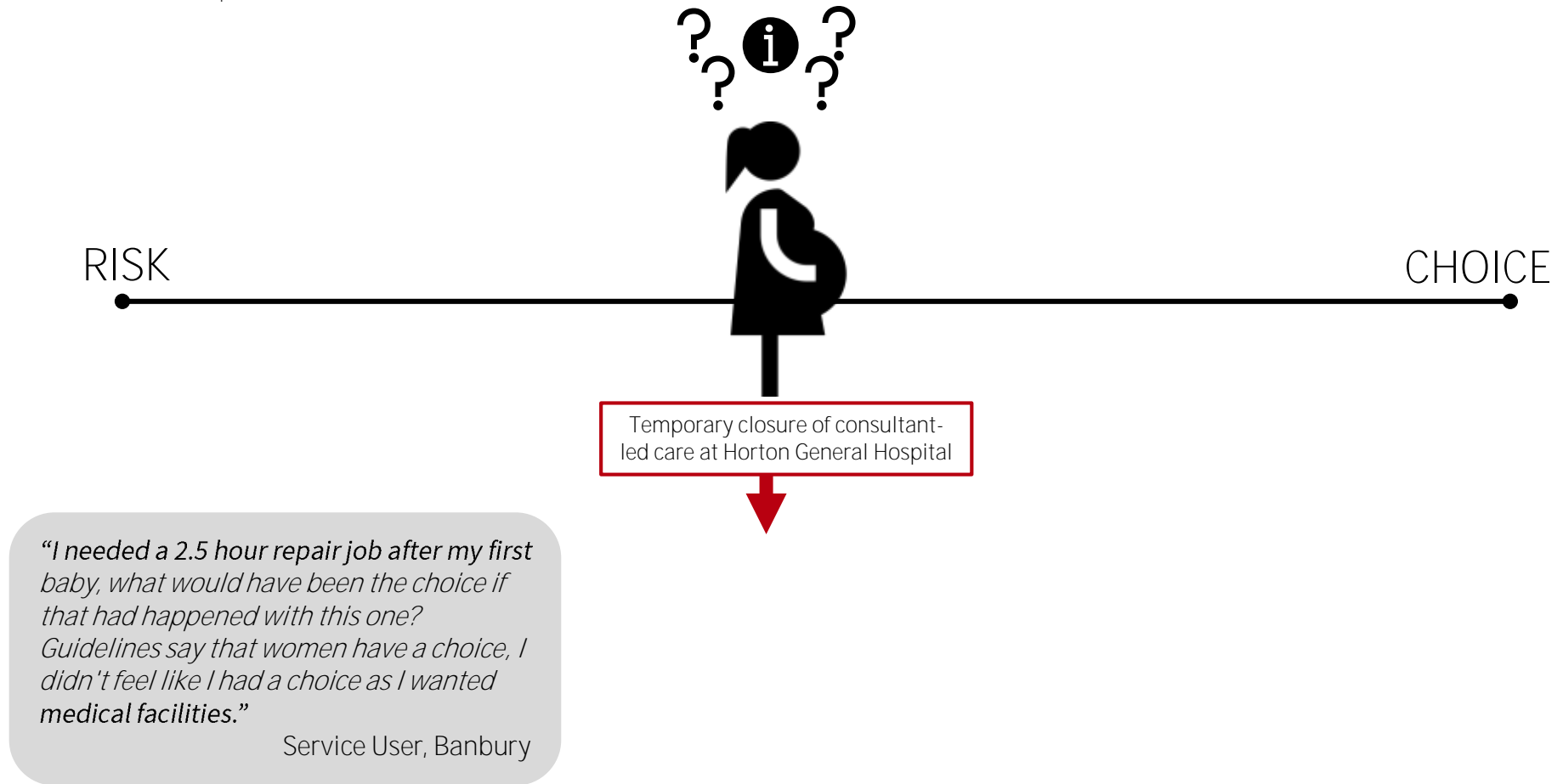
### More information to support decision making and care

*"I had great support with breastfeeding but I don't think I knew anything about where to get support beforehand. You need it all written down and pinned to the fridge – it's Monday at 7am, who can I talk to?"*

Service User, Wantage

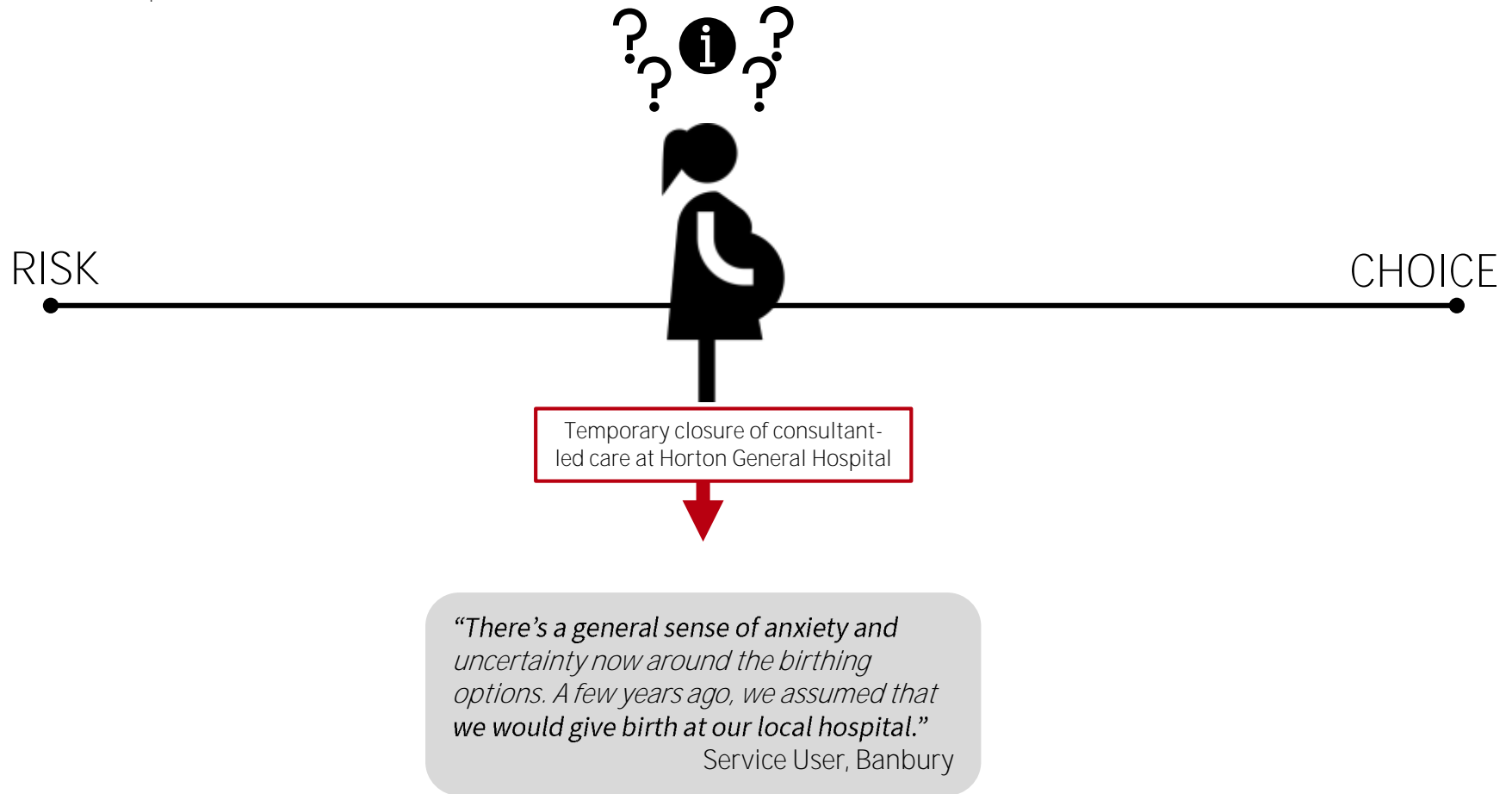
The Horton was previously the default choice for many women living nearby, yet the closure of consultant-led care has made it as a more difficult decision with greater perceived risk

## IMPACT & IMPROVEMENTS | THE HORTON



The Horton was previously the default choice for many women living nearby, yet the closure of consultant-led care has made it as a more difficult decision with greater perceived risk

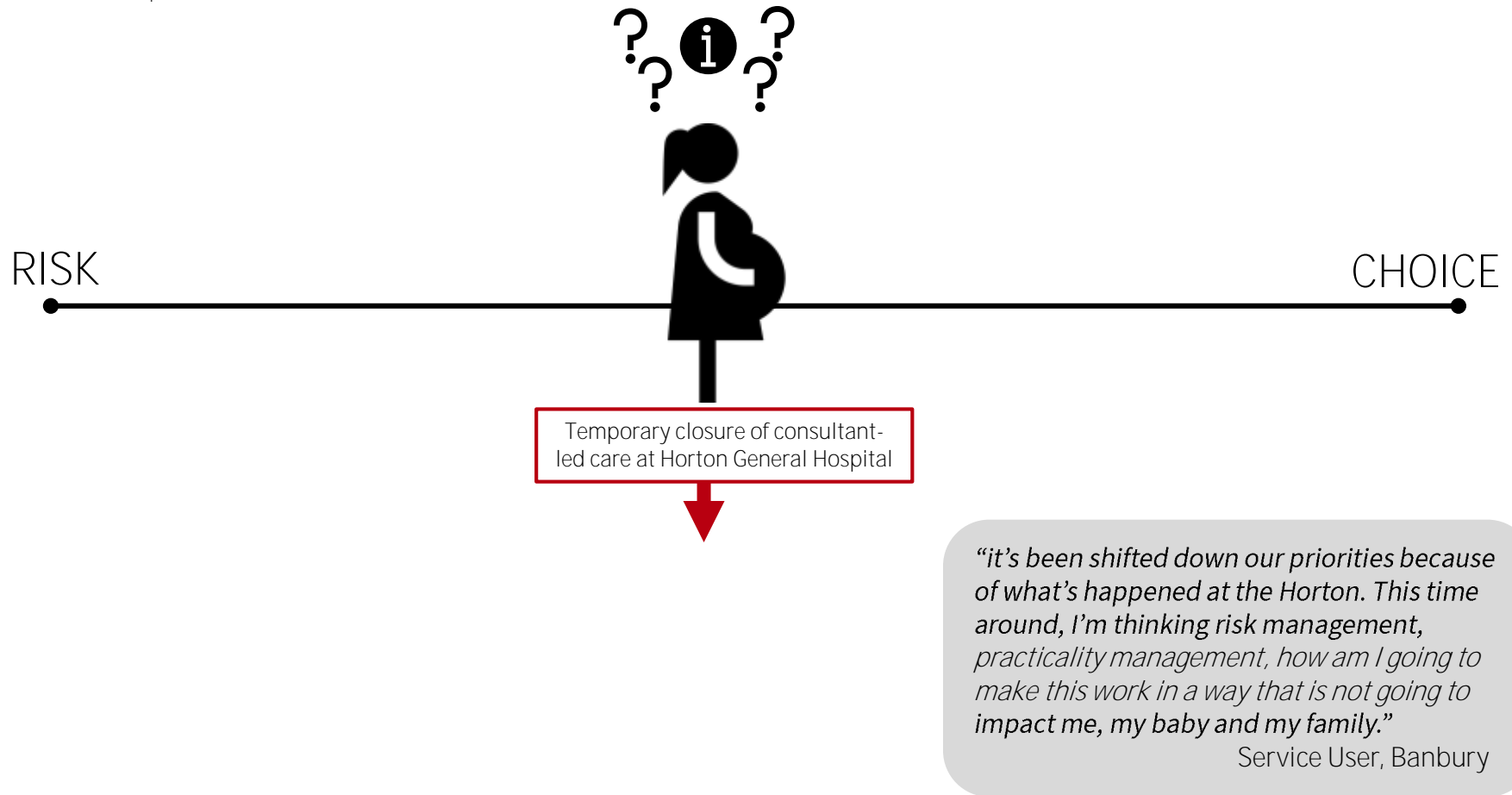
## IMPACT & IMPROVEMENTS | THE HORTON



The Horton was previously the default choice for many women living nearby, yet the closure of consultant-led care has made it as a more difficult decision with greater perceived risk

Reflections

## IMPACT &amp; IMPROVEMENTS | THE HORTON



Individual service user journeys highlighted incidences where the closure of the Horton obstetrics had a direct negative impact upon either the service user experience and / or resulted in increased risk  
(1/3)

## IMPACT & IMPROVEMENTS | SERVICE USER JOURNEY 1



### Overview of service user journey and issues encountered

- Errors with care pathway in community services and communication
- High blood pressure discovered during appointment at the Horton after reduced movements - Ambulance transfer to JR
  - 2 week stay in hospital followed by emergency caesarean section at 2 months premature
  - 6 week stay in SCBU – presented challenges for visiting and sibling childcare increasing journey anxiety
    - Baby now healthy



Individual service user journeys highlighted incidences where the closure of the Horton obstetrics had a direct negative impact upon either the service user experience and / or resulted in increased risk  
(1/3)

## IMPACT & IMPROVEMENTS | SERVICE USER JOURNEY 1

### Anxiety

*"I had absolutely no choice whatsoever, it was 'this is a medical emergency,' and 'our way or no way,' and there was very little information."*

### Risk associated with transfer

*"The care was very good at the JR but I was traumatised by the transfer and it all – it was such a shock and so sudden."*

### Emotional support / visiting

*"My husband missed the birth as it was an emergency. I had a two week inpatient stay with a two year old, a 40 minute drive and very limited visiting hours. Not having access to that support was distressing. I felt like a prisoner and cried with relief when I finally left."*

Individual service user journeys highlighted incidences where the closure of the Horton obstetrics had a direct negative impact upon either the service user experience and / or resulted in increased risk  
(2/3)

## IMPACT & IMPROVEMENTS | SERVICE USER JOURNEY 2



### Overview of service user journey and issues encountered

- Stillbirth at JR at 23 weeks following history of miscarriages
  - High levels of anxiety around travel and parking at JR for appointments and visiting
  - Financial impact associated with distance from loss of earnings, parking and fuel costs
- Distance from home reduced access to support network limiting visits from partner and parents and intensified patient anxiety and sense of isolation

# Individual service user journeys highlighted incidences where the closure of the Horton obstetrics had a direct negative impact upon either the service user experience and / or resulted in increased risk (2/3)

## IMPACT & IMPROVEMENTS | SERVICE USER JOURNEY 2

### Parking / travel time

*"I was driving around for ages and you just end up getting more and more stressed, fighting over spaces...it's whoever can get there first."*

*"I rang my husband [after they told me I had lost the baby], who had to drive over which took him ages because it was 9 in the morning. He rang me really upset from the car park, because he was queuing and couldn't find anywhere to park."*

### Logistics / financial burden

*"The financial effect this has had on us has been an added extra to the anxiety. Last year I lost hundreds if not over a thousand pounds in loss of earnings for both of us, fuel, parking and transport costs."*

### Anxiety

*"The Horton [where she had been treated for a previous miscarriage] had a homely feel, it's a much smaller place with fewer patients. It was not a nice thing to happen, but it was still a good experience. At the JR, they are overworked and you feel guilty asking for anything."*

Individual service user journeys highlighted incidences where the closure of the Horton obstetrics had a direct negative impact upon either the service user experience and / or resulted in increased risk  
(3/3)

## IMPACT & IMPROVEMENTS | SERVICE USER JOURNEY 3



### Overview of service user journey and issues encountered

- Transfer from Horton to JR during labour due to baby's slowing heartbeat
- Hour wait as on call midwife went straight to JR, resulting in Horton midwife having to travel in ambulance
  - Epidural at the JR, followed by overnight stay
  - During follow up, confused for another patient
    - Baby now healthy

# Individual service user journeys highlighted incidences where the closure of the Horton obstetrics had a direct negative impact upon either the service user experience and / or resulted in increased risk (3/3)

## IMPACT & IMPROVEMENTS | SERVICE USER JOURNEY 3

### Facilities

*"After 2 hours at the Horton, the baby's heartbeat kept going dangerously low. Then it turned serious and that's when you realise there is nothing here. It's alright having a birthing pool and a radio and lights but we didn't think about what happens when things get serious because it was our first one.."*

### Travel time

*"We chose the Horton as I was keen to get to the hospital as quickly as possible, we live one minute away. The closer it was getting to my due date, the more I was thinking 'I just want to be close to home.'"*

### Risk

*"All she had [the midwife] was a mirror and a stethoscope. It was fine when it was all going well, but when we realised we needed actual serious help... there is no help."*

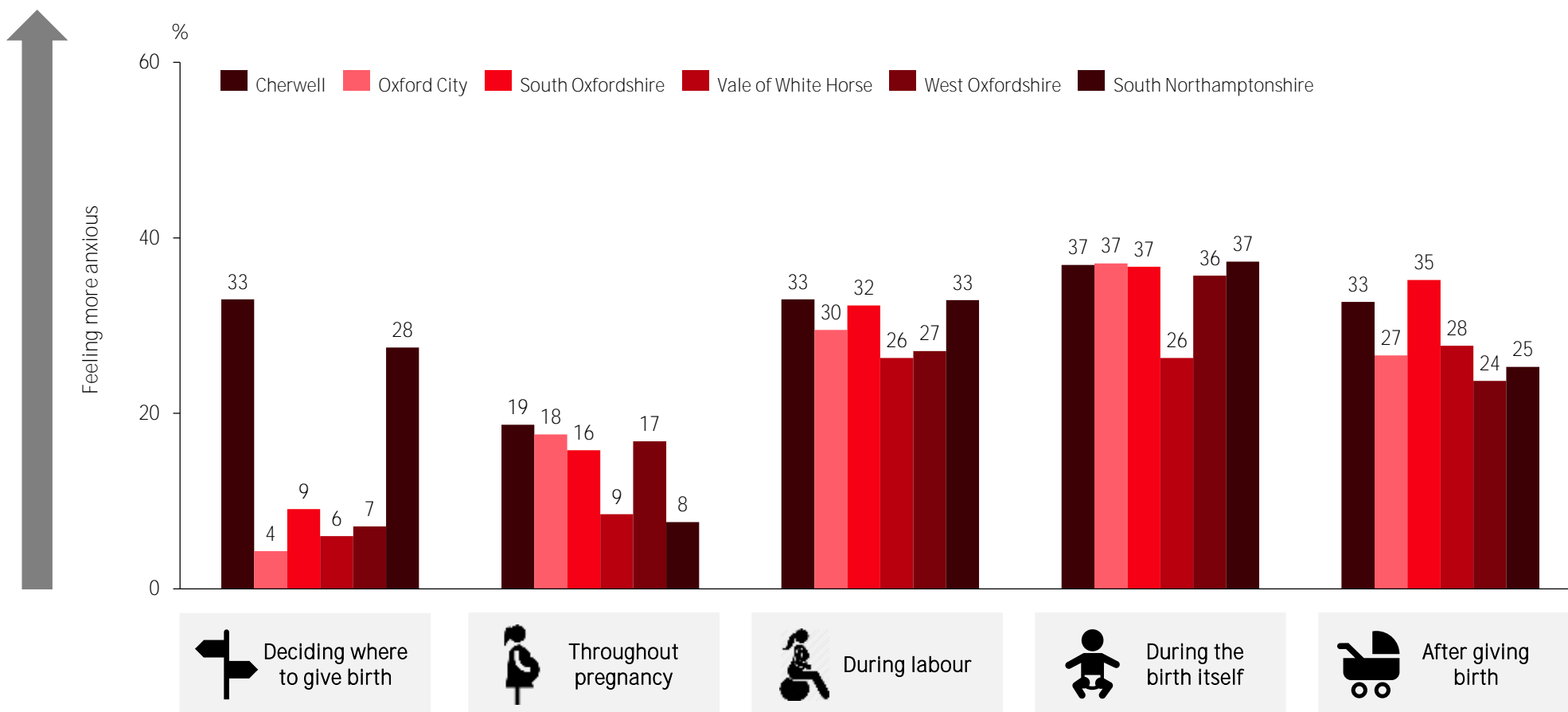
On reflection, those in Cherwell and South Northamptonshire report higher levels of anxiety when deciding where to give birth

Reflections

## IMPACT & IMPROVEMENTS | ANXIETY LEVELS

Q. How did you feel at each stage of your pregnancy where 1 is anxious and 5 is confident? % of service users feeling anxious (selecting 1 or 2)

Base: Cherwell (321), Oxford City (191), South Oxfordshire (163), Vale of White Horse (148), West Oxfordshire (118), South Northamptonshire (63)



Source: Pragma Maternity Services Online Survey March 2019

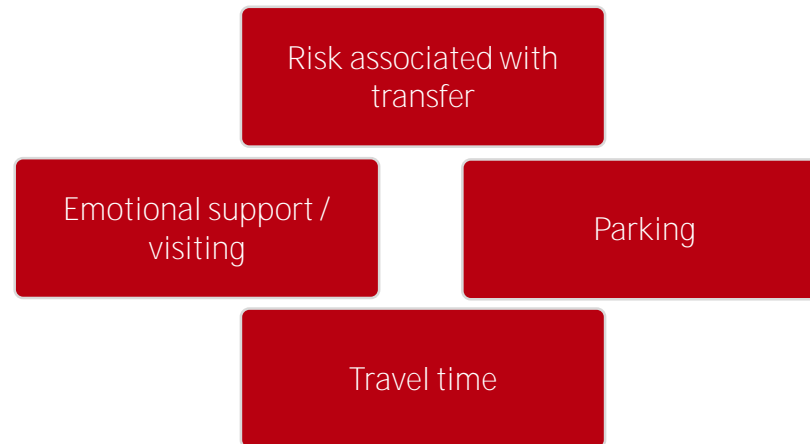
Notes: There were just 9 service user responses from Stratford-upon-Avon so throughout the report, these responses are counted in the totals but not shown separately. Bases will therefore not always add to the total

Feedback from service users in the Banbury area can be grouped into themes around emotional support, travel time, parking and risk of transfer

Reflections



IMPACT & IMPROVEMENTS | THE HORTON



Feedback from service users in the Banbury area can be grouped into themes around emotional support, travel time, parking and risk of transfer

Reflections



IMPACT & IMPROVEMENTS | THE HORTON

*"There was the fear of being transferred and something going wrong."*

Service User, Banbury

*"I had to follow an ambulance to Oxford at 6am after 8 hours of labour. I can't imagine how my wife felt doing that without me."*

Partner of Service User, Cherwell

Risk associated with transfer

Emotional support / visiting

Parking

Travel time



Feedback from service users in the Banbury area can be grouped into themes around emotional support, travel time, parking and risk of transfer

IMPACT & IMPROVEMENTS | THE HORTON

*“My daughter was in special care. My in-laws had to travel from Cornwall and watch my older child. We couldn't visit her as much as we would've liked and she didn't have a great a deal of contact in the early weeks of her life. Having her closer to hand in Banbury would've made it easier.”*

Service User, Banbury

Risk associated with transfer

Emotional support / visiting

Parking

Travel time

Feedback from service users in the Banbury area can be grouped into themes around emotional support, travel time, parking and risk of transfer

Reflections

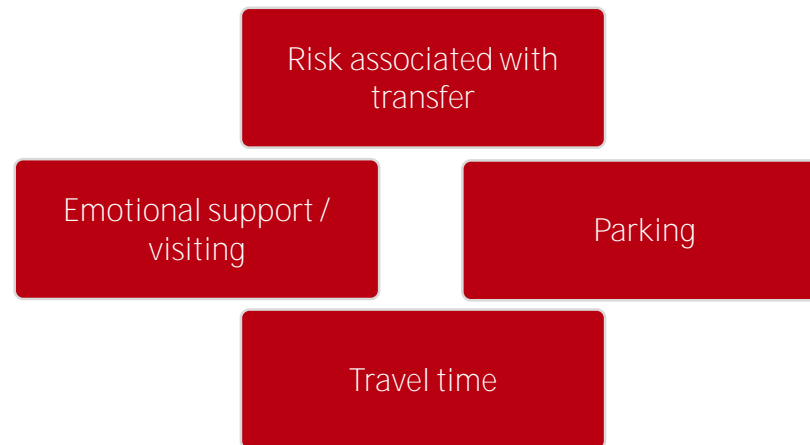
IMPACT & IMPROVEMENTS | THE HORTON



Feedback from service users in the Banbury area can be grouped into themes around emotional support, travel time, parking and risk of transfer

Reflections

IMPACT & IMPROVEMENTS | THE HORTON



*"I almost missed my child's birth because of parking at the JR."*  
Partner of Service User, Cherwell

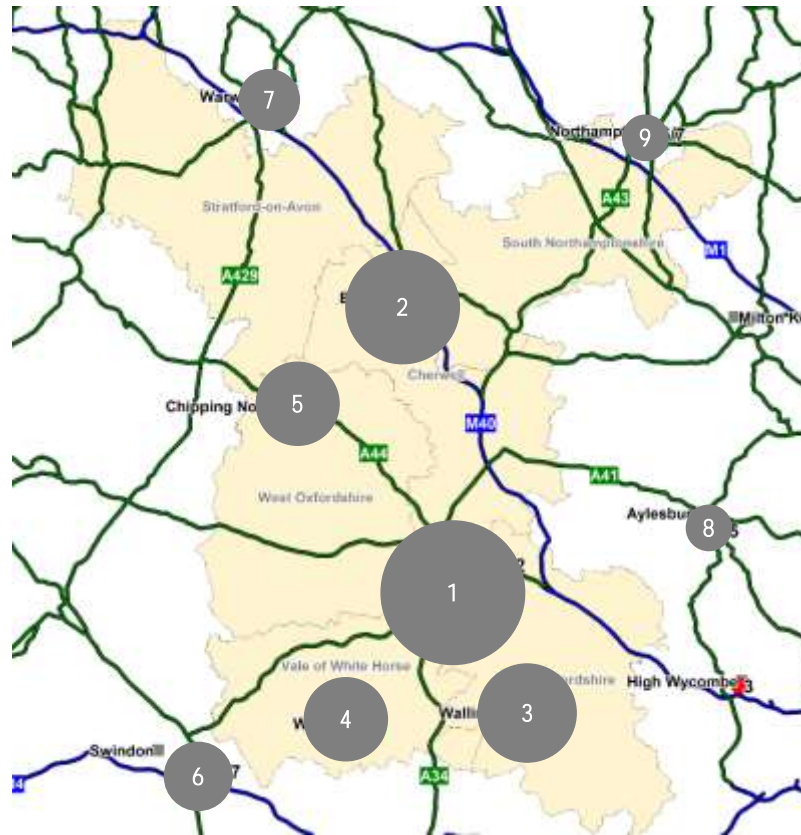
*"You don't want to have to travel a long distance or think about how you are going to get there. Having to decide if you are going to get there in time and can you park...you just don't need that added stress on the baby or yourself."*  
Service User, Banbury

When asked to select their ideal geographical location to give birth, 24% of all service users selected Banbury...

Reflections

## IMPACT & IMPROVEMENTS | IDEAL LOCATION

Q. Imagine your ideal place to give birth could be located anywhere on this map below, where would you select? *Base: All service users (1,013)*



"I would choose to give birth at my home": 4.3%

Source: Pragma Maternity Services Online Survey March 2019

Notes: There were just 9 service user responses from Stratford-upon-Avon so throughout the report, these responses are counted in the totals but not shown separately. Bases will therefore not always add to the total

...which increases to 74% of Cherwell residents

## IMPACT & IMPROVEMENTS | IDEAL LOCATION

Q. Imagine your ideal place to give birth could be located anywhere on this map below, where would you select? *Base: All service users (1,013)*

Ideal birth location ↓	% of service users by area					
	Cherwell (321)	Oxford City (191)	South Oxfordshire (163)	Vale of White Horse (148)	West Oxfordshire (118)	S. Northamptonshire (63)
Oxford	21.2%	94.7%	33.4%	59.1%	54.8%	1.3%
Banbury	73.8%				1.7%	97.0%
Wallingford			56.0%	4.8%		
Chipping Norton	2.6%	0.5%			33.7%	
Wantage			4.7%	28.4%		
Swindon				3.3%	2.0%	
Warwick	0.2%					
Aylesbury			0.4%			
Northampton						0.8%
Choose home birth	2.1%	4.8%	5.5%	4.4%	7.9%	0.8%

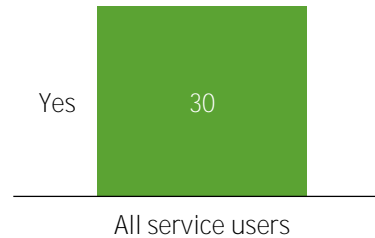
*Of all survey service users who live in Cherwell, 74% selected Banbury as their ideal geographical location to give birth*

75% of service users in Cherwell and 93% in South Northamptonshire would have preferred to give birth at the Horton if obstetric services had been available

Reflections

## IMPACT & IMPROVEMENTS | THE HORTON

Q. Had the Horton obstetric service been available as an option to you, would you have preferred to give birth there? *Base: All service users (1,013)*



Council area (base)	% Yes
Cherwell (321)	75%
Oxford City (191)	3%
South Oxfordshire (163)	3%
Vale of White Horse (148)	1%
West Oxfordshire (118)	21%
South Northamptonshire (63)	93%



# The uptake of service users that give birth at each location within the catchment varies by council area

Decision-making



## LOCATION OF DELIVERY

### Q. ...and which of these places did you actually give birth at?

Base: All service users (1,013)

Actual birth  
location



	Resident in which council area					
Total	Cherwell	Oxford City	South Oxfordshire	Vale of White Horse	West Oxfordshire	S. Northamptonshire
(1,013)	(321)	(191)	(163)	(148)	(118)	(63)
66.1%	62.3%	73.4%	60.0%	68.7%	72.4%	56.8%
17.0%	13.4%	23.3%	12.8%	18.0%	19.3%	14.3%
5.5%	16.4%	-	-	-	-	26.7%
3.7%	-	-	19.3%	1.0%	-	-
3.2%	2.8%	3.4%	3.0%	4.7%	3.7%	0.8%
1.5%	4.0%	-	-	-	-	-
0.6%	-	-	-	4.3%	-	-
0.5%	-	-	2.7%	-	-	-
0.5%	-	-	-	-	3.9%	-
0.4%	-	-	2.2%	-	-	-
0.4%	-	-	-	2.7%	-	-
0.1%	-	-	-	0.6%	-	-
0.1%	-	-	-	-	-	1.3%
0.1%	0.2%	-	-	-	-	-
-	-	-	-	-	-	-
-	-	-	-	-	-	-
-	-	-	-	-	-	-
-	-	-	-	-	-	-
0.1%	0.2%	-	-	-	-	-
0.2%	0.6%	-	-	-	0.8%	-

Source: Pragma Maternity Services Online Survey March 2019

Notes: There were just 9 service user responses from Stratford-upon-Avon so throughout the report, these responses are counted in the totals but not shown separately. Bases will therefore not always add to the total



The survey data has been statistically weighted to reflect the demographics of the actual audience profile, in order to provide an accurate and representative view of the population

## DATA WEIGHTING

- The survey on maternity services was open for all eligible participants to complete. Inevitably, the response rates achieved varied across different subgroups of the data e.g. more older mothers completed the survey
- If we used the actual data, without weighting, the groups where more mothers responded would be over represented
- Weighting involves:
  - Comparing the profile of the survey sample with that of the actual population, using information provided by OCCG, the census and government estimates
  - Discrepancies which would impact the accurate reflection of the population, are corrected by applying a weighting so that underrepresented groups get a larger weight and those in over represented groups get a smaller weight
  - The weighted data used in this report will accurately represent the population, allowing accurate conclusions to be drawn and comparisons to be made

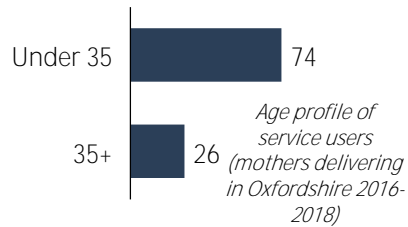
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## DATA WEIGHTING

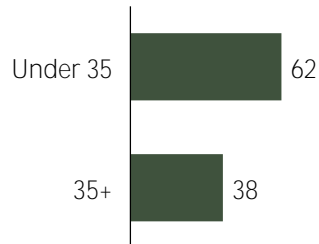


Age

### Make up of wider population (%)



### Response rates of survey (%)



*More older mothers responded to the survey, data was weighted to ensure voice of all ages accurately represented*

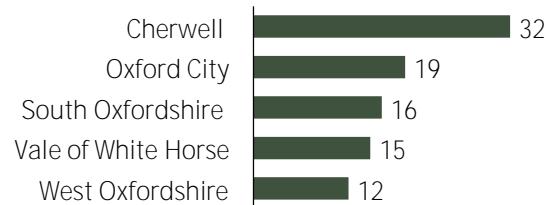


Location<sup>1</sup>

### Make up of wider population (%)



### Response rates of survey (%)

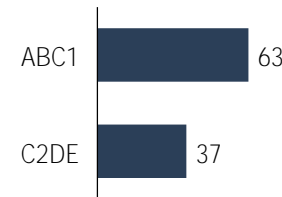


*More mothers in Cherwell responded to the survey, data was weighted to ensure that the voice of residents from all regions accurately represented*

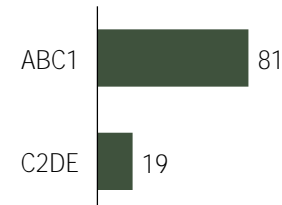


Social grade

### Make up of wider population (%)



### Response rates of survey (%)



*More mothers from higher social grades responded to the survey, data was weighted to ensure that the voice of those from all social grades accurately represented*



Ethnicity

### Make up of wider population (%)



### Response rates of survey (%)



*Response rates were broadly in line with the wider population and important Central / Eastern European group not separated in census so weighting was not applied*

75% of service users in Cherwell and 93% in South Northamptonshire would have preferred to give birth at the Horton if obstetric services had been available

## IMPACT & IMPROVEMENTS | THE HORTON

Q. Had the Horton obstetric service been available as an option to you, would you have preferred to give birth there? *Base: All service users (1,013)*

### Response rates by key postcode areas

Please note that this level of granularity reduces the base of service users for each group and so results with low bases must be viewed as indicative only



Postcode area (base)	% Yes	Postcode area (base)	% Yes
NN13 (45)	91%	OX15 (28)	97%
NN11 (9)	100%	OX16 (109)	92%
CV (8)	50%	OX17 (30)	91%
OX1 (20)	12%	OX18 (28)	13%
OX2 (59)	3%	OX20 (4)	16%
OX3 (83)	4%	OX25 (13)	58%
OX4 (93)	3%	OX26 (39)	34%
OX7 (21)	42%	OX27 (5)	60%
OX10 (46)	5%	OX28 (44)	17%
OX11 (82)	1%	OX29 (30)	23%
OX12 (38)	3%	OX44 (10)	7%
OX14 (64)	1%	HP / MK (5)	40%

Postcodes with 0% Yes: OX5, OX9, OX13, OX33, OX49, RG9, SN