Press release  
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**Mother knows best – NHS makes big push to hear mums views**

New mums are asked to log on and share their experiences of maternity care, with the launch of an innovative new improvement programme.

A programme of work has been launched today, with national backing, to test a range of new ways of working to help transform maternity services in North West London.  
  
The NHS wants to hear from new mothers and mums-to-be about what is important in receiving good maternity care, to shape how this national funding will improve future care.

To support the programme a new website has been launched ([https://maternitynwlondon.commonplace.is](https://maternitynwlondon.commonplace.is/)) so women can join the conversation and share their experiences of maternity care.

Pippa Nightingale clinical lead for the programme said: “We want to be able to provide all women with personalised care throughout their pregnancy and postnatal care, coordinated by a midwife who will be with them throughout their care. In order to do this effectively we need to know what women think about our maternity services and hear your views about how we could improve the care we deliver. We know mums are busy, so this site can be accessed through your phone and will take just a few minutes to have your say.”

The NHS in North West London was awarded national funding following work that has already taken place to improve maternity services across its eight boroughs.

In 2015 improvements were made providing all women with better access to senior doctors, a better environment to give birth in and more time with midwives, whose numbers have increased.

These improvements have made sure that North West London is already delivering many of the standards set out in the new National Maternity Review ‘Better Births’,  and with the help of national funding we can make sure we have better continuity of care during all stages of pregnancy, birth and support for mother and baby.

**ENDS**

Notes to editors:

1.    Maternity care in NW London is provided through: Chelsea and Westminster, Hillingdon, Northwick Park, Queen Charlotte’s and Chelsea, St Mary or West Middlesex hospitals.

2.    Pippa Nightingale is Director of Nursing and Midwifery at Chelsea and Westminster NHS Foundation Trust