

Project Plan: Centralised Maternity Booking Hub (North West London)

1. Introduction

This project aims to establish a centralised maternity booking hub for all six maternity sites in North West London. The objective is to streamline the booking process by consolidating back-office functions, thereby improving timeliness, reducing duplication, and generating cost savings.

2. Objectives

- Reduce the number of late bookings (after 10 weeks of pregnancy).
- Minimise duplicate bookings across multiple trusts.
- Achieve cost savings through greater efficiency.

3. Scope

This project includes all six maternity sites across North West London. While there are no exclusions, referrals will be assessed against defined acceptance criteria (e.g., out-of-area self-referrals).

4. Governance

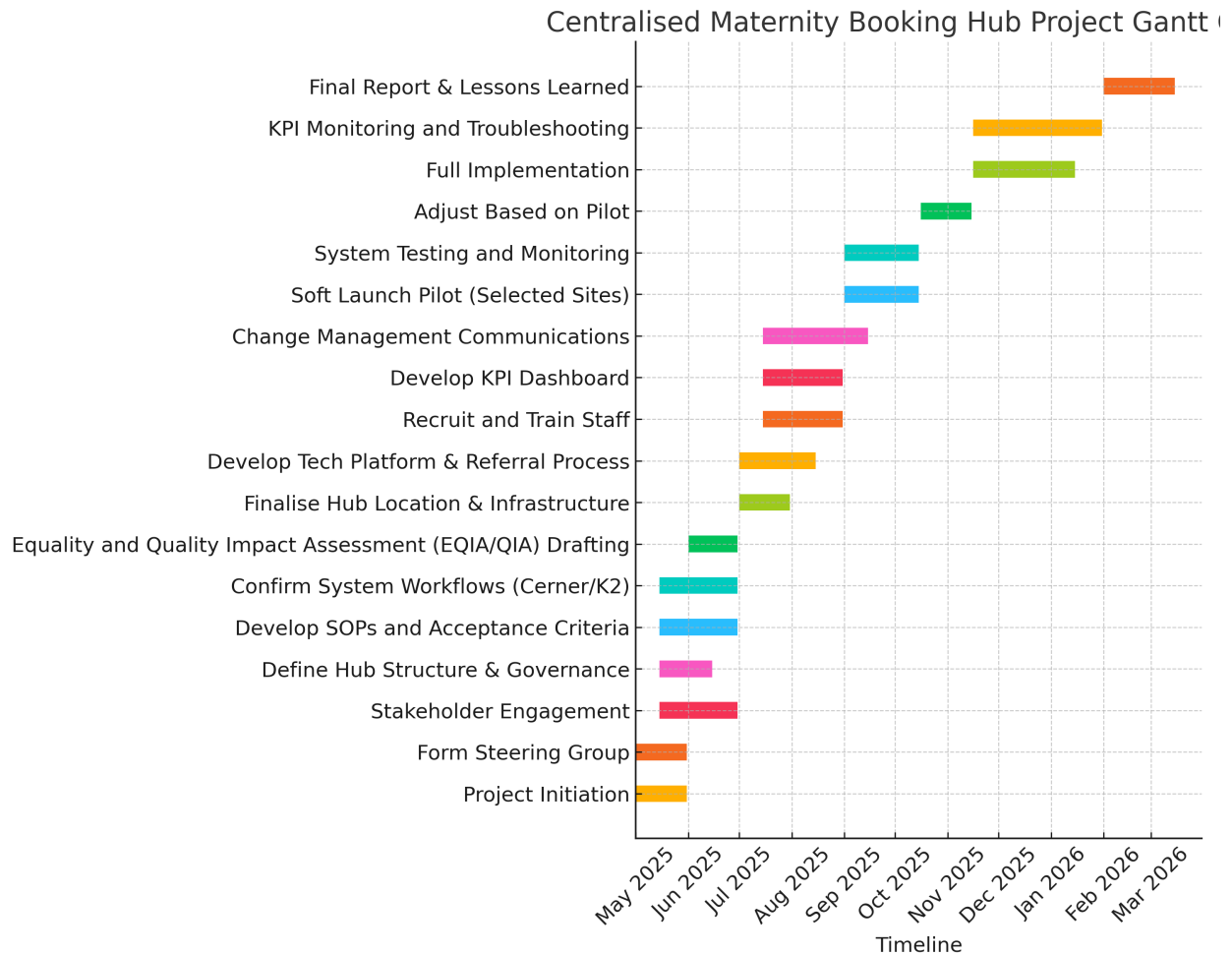
The project is sponsored by the North West London Integrated Care Board (ICB) and the Acute Provider Collaborative (APC). A steering group and project board will be established during the mobilisation phase.

5. Deliverables

- Centralised booking hub infrastructure.
- Standard Operating Procedures and acceptance criteria.
- Integrated referral process with Cerner and K2.
- Recruitment and training of hub staff.
- Quality and Equality Impact Assessment (EQIA/QIA).
- Live KPI dashboard to track performance.

6. Timeline and Milestones

The project is expected to run for 15 months, with the following key milestones:



7. Risk Management

Key risks include delays in data availability, resistance to change from staff, and operational disruption during transition. Mitigation strategies include stakeholder engagement, clear communication, and a phased rollout plan.

8. Next Steps

- Finalise project board membership.
- Confirm and prepare physical location for the hub.
- Begin recruitment and workforce planning.
- Complete EQIA/QIA to assess service impact.