13 Maternity Collaborative

Moray Maternity Services

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A Message from Jane Gill

Welcome to the latest edition of the Moray Maternity Collaborative newsletter.

This issue shares a snapshot of the steady progress happening across our maternity services and the work still ahead of us. We know there is a long way to go this year, but we remain firmly committed to delivering a complete consultant-led maternity service for the families of Moray.

Inside, you'll find a recruitment update as we move into the next phase of the Wish You Worked Here campaign, with a renewed focus on anaesthetists and other key roles. We've now filled more than 80% of the posts needed for the new service model, and it's encouraging to see growing interest from people considering Moray as a place to live and work.

We're also sharing news about improvements to our scanning rooms at Dr Gray's. These changes are simple but meaningful, creating brighter, more accessible spaces for families coming in for appointments and for those needing emergency gynaecology care.

You'll also read about our ongoing engagement work across Moray. Over recent months we've been visiting local pregnancy and baby groups and working with partners to make sure community voices continue to shape the future of maternity services.

As always, thank you for your continued support, encouragement and interest in this work. It truly makes a difference.

Critical Next Steps For Moray's Maternity Service

Our work to rebuild and expand maternity services in Moray has always depended on one thing above all else: people.

Over the past two years, we have made major progress in recruiting the multidisciplinary workforce needed to deliver the most comprehensive maternity service ever available at Dr Gray's Hospital. Dozens of new staff are in place and more than 80% of the posts required for the new service model have now been filled.

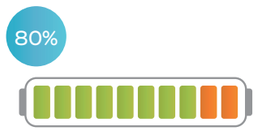
This has already supported the return of planned caesarean sections, the expansion of specialist antenatal care and the strengthening of teams across maternity and neonatal services.

But a small number of remaining posts are among the hardest to recruit nationally, particularly in anaesthetics and obstetrics/gynaecology. These roles are critical to the next phase of service expansion.

The next phase of our dedicated recruitment campaign, Wish You Worked Here, will launch in February with a renewed focus on anaesthetists and other key medical roles.

Jane Gill, Programme Director "We've made real progress with 50 additional staff in place and we're determined to keep going. We are also realistic and know the remaining roles are some of the most difficult to recruit to anywhere in the country.

"Ideally, we need around a dozen more staff across paediatrics and maternity services at least this year and probably 30 in total across the hospital site. That's because it's crucial we make sure other connected services which help us deliver safe, effective care are in good shape too - especially in anaesthetics and theatres at Dr Gray's. We are unwavering in our commitment to delivering that by the end of the year, but this next phase will take sustained effort and innovative work to be a success."



80% of posts filled

3.2 million views in six weeks

More than **50** people recruited

Up to **30** more staff being sought this year

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Successes So Far

In the most recent phase of the campaign alone, recruitment advertising reached 3.2 million views in just six weeks, with strong engagement across digital and professional channels.

Earlier phases have already helped attract large numbers of midwives, nurses and doctors into Moray's maternity service, many of whom are now in post and helping shape how the service develops.

Since the last newsletter, we've successfully appointed a new consultant paediatrician – one of the most difficult roles to recruit to at Dr Gray's. The post attracted an unprecedented six highly qualified candidates at interview, underlining growing interest in working in Moray. Appointments have also been secured to specialty doctor posts, including in anaesthetics, strengthening the medical workforce further.

Many of those joining the service highlight the opportunity to work in a close-knit hospital, alongside the attraction of living and working in Moray's coastal and rural communities.

Alongside advertising, recruitment teams have supported visits to Dr Gray's Hospital for interested candidates and shared first-hand experiences from staff who have already chosen to build their careers in Moray.

Why Anaesthetists Matter

Anaesthetists are so vital because they provide:

- Essential for pain relief in labour.
- Key to delivering caesarean sections.
- Vital in emergency situations for both mum and baby.
- Are vital in almost every other service across Dr Gray's.

A New Phase in February

- A new dedicated national and international recruitment effort focused on attracting anaesthetists, obstetricians/gynaecologists and other critical roles here.
- Harnessing innovative new approaches to reach specialist staff who may not previously have considered working in Moray.
- New photography and creative content.
- Dedicated recruitment videos.
- Testimonials from current anaesthetists.
- Refined national and international targeting assisted by innovative Artificial Intelligence use.

The aim is to reach clinicians who may not previously have considered working in Moray and show what the roles, the teams and the place have to offer. This includes the distinctive scale of Dr Gray's Hospital, the ability to influence how services develop, and the appeal of Moray as a place to live and work.

Louise Pearson, Unit Operational Manager for Women and Children's at Dr Gray's, said: "We know these are competitive posts to recruit to, but we also know what makes Dr Gray's and Moray such a special place to work – strong clinical teams, the chance to shape a service, and a quality of life hard to match elsewhere.

"Our focus is now squarely on turning interest into appointments and continuing to build the team to meet Moray's need for years to come."

Improving Spaces, Supporting Families

There's something quietly reassuring about walking into a space that feels calm, bright and made with care, especially when you're coming in for a scan it matters so much.

Over the past few months, work has been underway to extend and improve our scanning rooms. The changes are simple but meaningful: more space, better accessibility for disabled parents and families, and brighter rooms designed to feel welcoming from the moment you arrive. These multi-purpose rooms will also support clinic appointments and emergency gynaecology patients who need assessment and treatment, helping care happen in a setting which feels safe and appropriate.

Senior Charge Midwife Tracy Stronach shared what the new space means for staff and families alike. "These rooms are where many parents see their baby for the first time. Having a brighter, more accessible environment helps everyone feel a little more at ease."

The extra space is already helping appointments, giving families time to take in those important moments.

This is one step in a longer journey, but it's one we're proud of, creating spaces that reflect the care and commitment behind our local maternity and gynaecology services.

Thank you for the feedback on the newsletters so far. We have reviewed all of the comments and hope to build some of the requests into this and future publications. Please keep that feedback coming.

email: **gram.maternityengagement@nhs.scot**

Engagement Update

Community Voices at the Heart of Our Work

Community voices sit at the heart of good maternity care. When we take time to listen properly in familiar rooms, over cups of tea, with babies playing nearby we learn what really matters to families across Moray.

Over the past few months, members of the Collaborative have been visiting pregnancy and baby groups across the area, spending time in Elgin and Lhanbryde in November. These weren't formal consultations, just real conversations about lived experience, what's working well, what feels hard and what could be better. In February, we've already visited groups in Kinloss barracks and will visit Findhorn, making sure voices from every corner of Moray are heard.

Alongside this, we've been working closely with Public Health, Aberdeen Ethnic Minority Women's Group and GREC (Grampian Regional Equality Council), to support focus groups and a survey for NHS Grampian's Maternity Health Needs Assessment. These partnerships help us reach people who don't always feel included, and the learning from this work is already shaping thinking and priorities.

In November, the Grampian Maternity Voices Partnership also came together for its annual network meeting, bringing Moray, Aberdeen City and Shire MVPs into the same room to reflect and plan ahead.

There's more to come. We'll keep listening, learning and moving forward together, one conversation at a time.