

Birthing services at midwife-led units in County Hospital, Stafford, and Samuel Johnson Community Hospital, Lichfield – launch of public consultation

Communications Toolkit

You will find the following information in this toolkit:

- [Newsletter copy](#)
- [Social media posts](#)
- [Poster](#)
- [Leaflet](#)
- [Consultation document \(including an easy read version\)](#)
- [MP4 for waiting room TVs](#)

If you have any questions about this toolkit, please contact ssotics.comms@staffsstoke.icb.nhs.uk.

Newsletter copy

Consultation about birthing services to launch on 12 May 2025

NHS Staffordshire and Stoke-on-Trent Integrated Care Board (ICB), the body responsible for the running of health services locally, has been preparing to launch a public consultation on 12 May 2025 and want to hear from as many people as possible. There will be a range of options for sharing views, including an online survey, online and face-to-face meetings, and drop-in events with community groups.

The consultation will be around a proposal about birthing services at **freestanding midwife-led birthing units** (FMBUs). FMBUs are designed to be more relaxing place to give birth with midwife-led care, and are recommended only for low-risk pregnancies. The local FMBUs are at **County Hospital in Stafford** and **Samuel Johnson Community Hospital in Lichfield**.

When COVID-19 struck in March 2020, the FMBUs were temporarily closed for birthing services to make sure there were enough midwives to safely run the bigger departments at Royal Stoke University Hospital and Queen's Hospital, Burton. The FMBUs stayed open for antenatal and postnatal care, but due to a shortage of midwives – which has affected the whole of England – it has not been possible to safely re-open them for births.

In 2023, clinicians and managers reviewed proposals for the future of the FMBU birthing services, concluding that only one proposal would be viable – **to permanently close the birthing services at both FMBUs**. It's important to understand that the proposal would **not** mean closing the units in Stafford or Lichfield – they would continue to provide antenatal and postnatal care – or remove the choice of midwife-led births for women in the area.

Midwife-led care would still be available at Royal Stoke University Hospital and Queen's Hospital, Burton – where women have quick access to specialist help if there are any complications.

Although the home birth service was temporarily suspended at the start of the pandemic, it has now been fully restored, so women would continue to have this choice available.

Providing safe and attentive care for women and babies is our highest priority. The consultation materials will set out clearly how the proposal would support this. However, no final decisions have been taken at this stage.

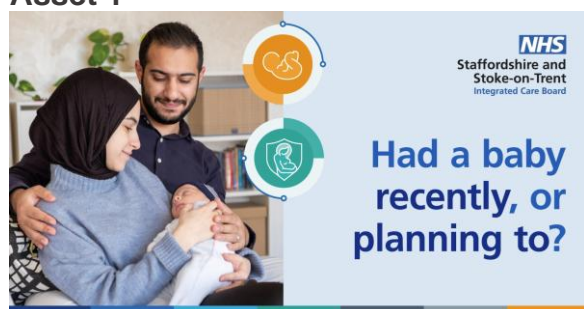
Get involved and find out more

For the online survey, details of meetings and information to download, go to this ICB webpage: <https://staffsstoke.icb.nhs.uk/midwife-led-birthing-units/>

For more about the proposal, please see the [Maternity pages](#) on the ICB website.

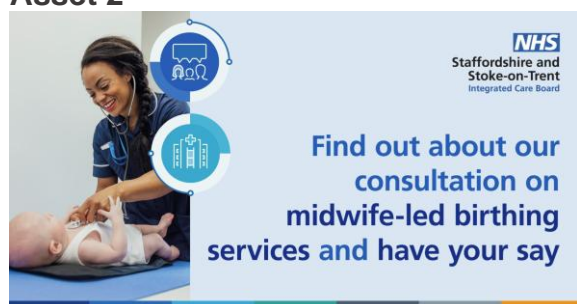
Social media posts

Asset 1



[Download link.](#)

Asset 2



[Download link.](#)

Asset	Platform	Post
1	Facebook	<p>Have your say on the future of birthing services in Stafford and Lichfield!</p> <p>We're running a public consultation about our freestanding midwife-led birthing units (FMBUs) at County Hospital, Stafford, and Samuel Johnson Community Hospital, Lichfield. Get involved through our survey and events: staffsstoke.icb.nhs.uk/midwife-led-birthing-units</p>
1	Facebook	<p>Your voice is important to us. Find out about our proposal for birthing services at County Hospital, Stafford, and Samuel Johnson Community Hospital, Lichfield, and have your say: staffsstoke.icb.nhs.uk/midwife-led-birthing-units</p>
2	Facebook	<p>Have you given birth or used maternity services in Stafford or Lichfield?</p> <p>Your experiences and views matter. Join the conversation about birthing services at County Hospital and Samuel Johnson Community Hospital – complete the survey and find out about our events: staffsstoke.icb.nhs.uk/midwife-led-birthing-units</p>
1	Facebook, X	<p>Find out about our proposal for birthing services at County Hospital, Stafford, and Samuel Johnson Community Hospital, Lichfield. Learn more and get involved in our survey and events: staffsstoke.icb.nhs.uk/midwife-led-birthing-units</p>

NHS Staffordshire and Stoke-on-Trent Integrated Care Board

1	X, Instagram	We need your input! Make your voice heard on maternity care in Stafford and Lichfield. Take part in our public consultation on birthing services, running until 3 August 2025: staffsstoke.icb.nhs.uk/midwife-led-birthing-units
2	X, Instagram	Have you given birth in Stafford or Lichfield, or are you likely to use maternity services there in future? We want to hear from you! staffsstoke.icb.nhs.uk/midwife-led-birthing-units
2	X, Instagram	Ever used maternity services in Stafford or Lichfield? We need your views. Fill in our consultation survey by 3 August 2025. staffsstoke.icb.nhs.uk/midwife-led-birthing-units
2	X, Instagram	Join an event to discuss the future of birthing services in Stafford and Lichfield. staffsstoke.icb.nhs.uk/midwife-led-birthing-units

Poster

[Download link](#)

NHS
Staffordshire and
Stoke-on-Trent
Integrated Care Board

Midwife-led birthing services consultation

We're running a public consultation about our midwife-led birthing services at County Hospital, Stafford, and Samuel Johnson Community Hospital, Lichfield.

These services have been temporarily closed since March 2020. We're consulting on a proposal to make this closure permanent – although antenatal and postnatal care would still be provided.

We'd love to hear from as many people as possible – here's how to get involved:

- Complete our online survey by midnight on **Sunday 3 August 2025**.
- Come to an online or in-person event – various dates during June and July.

For the survey, details of meetings and more information, scan the QR code or go to staffsstoke.icb.nhs.uk/midwife-led-birthing-units

Leaflet

[Download link](#)



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staffsstoke.icb.nhs.uk/midwife-led-birthing-units

The leaflet features a central graphic with a circular flow of icons representing various aspects of birthing services: a woman holding a baby, a midwife, a baby, a woman in a hospital bed, a woman holding a baby, a woman in a hospital bed, a woman holding a baby, a woman in a hospital bed, a woman holding a baby, a woman in a hospital bed, a woman holding a baby, and a woman in a hospital bed. A QR code is located at the bottom right.

Consultation document

[Download link](#)



NHS
Staffordshire and
Stoke-on-Trent
Integrated Care Board

Birthing services at midwife-led units in County Hospital, Stafford, and Samuel Johnson Community Hospital, Lichfield

Consultation document — May 2025

The document cover features a central graphic with a circular flow of icons representing various aspects of birthing services: a woman holding a baby, a midwife, a baby, a woman in a hospital bed, a woman holding a baby, a woman in a hospital bed, a woman holding a baby, a woman in a hospital bed, a woman holding a baby, a woman in a hospital bed, a woman holding a baby, and a woman in a hospital bed.

An easy read version of the consultation document can be found [here](#).

Video for TV (MP4 format)

MP4 for TV screens in receptions, waiting rooms and public areas. [Download link.](#)

