

CORPORATE PARENTING BOARD

AGENDA

Meeting to be held on Monday 17 January 2022 at 5.30pm in the Main Hall, Bunny Hill Centre, Hylton Lane, Sunderland, SR5 4BW

Part I

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5.	Health of Cared for Children	11
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	Report of CNTW (copy attached).	
7.	Virtual School – Headteacher's Annual Report	21
	Report of the Headteacher of the Virtual School (copy attached).	

8. **Together for Children Adoption Service – 6 Monthly Report April – September 2021**

Report of the Adoption Team Manager (copy attached).

9. **Corporate Parenting Strategy**

Verbal update.

ELAINE WAUGH Assistant Director of Law and Governance

Civic Centre SUNDERLAND

7 January 2022

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CORPORATE PARENTING BOARD

Minutes of the Meeting held on Monday 22 November 2021 at 5.30pm in the Council Chamber, Sunderland Civic Centre

Present:

Members of the Board

Councillor L Farthing (in the Chair) Councillor J Blackburn Councillor C Burnicle Councillor M Crosby Councillor P Tye Catherine Hearne Washington South Ward Hetton Ward St Chad's Ward Sandhill Ward Silksworth Ward Non-Exec Director, Together for Children

All Supporting Officers

Jill Colbert Linda Mason Tracy Jelfs Kathryn McCabe Nikki Donaldson Chantelle Caitlin Jo Morgan Gillian Kelly Chief Executive, TfC Headteacher, Virtual School Head of Service for Cared for Children, TfC Service Manager, Cared for Children, TfC Participation and Engagement Officer Change Council Change Council Designated Nurse Looked After Children Governance Services

Apologies for Absence

Apologies for absence were received from Councillor Smith

Declarations of Interest

There were no declarations of interest.

Minutes

12. RESOLVED that the minutes of the meeting held on 27 September 2021 be agreed as a correct record subject to an amendment to the fifth bullet point of paragraph five on page 3 to read 'Corporate Parenting *induction* training'.

Change Council Update

The Change Council report had been submitted to the Board and was presented to Members by Chantelle and Caitlin.

The Change Council had continued to meet face to face in a secure venue and both the 10-15 and 16+ group were meeting fortnightly.

Together for Children staff were starting to change language in line with the campaign being led by the Change Council and re-launched on 27 October 2021. Young people had received a lot of positive feedback and felt empowered and listened to. A second working group meeting had been held and a Key application was to be made for funding to support the delivery of workshops in TfC, the delivery of presentations to the National Network of Designated Health Care Professionals and work with the TfC Communications team.

The Change Council were working on an introductory workshop to be delivered to the Corporate Parenting Board in the New Year and would continue to develop a training offer for all elected Members and Corporate Parents.

Young people had also been creating an anti-bullying workshop to be delivered in schools around being cared for and with the aim of challenging stereotypes. The workshop was to be delivered during Anti-Bullying Conference Week. The Christmas event for cared for and care experienced young people would take place on Friday 17 December and would be a celebration of all young people rather than having an awards element.

The planned work for November to December was as follows: -

- Plan and hold the Cared for and Care experienced Christmas Event
- Engage young people in enriching holiday activities to celebrate their hard work and increase engagement.
- Corporate Parenting induction training
- Support the development of the corporate parenting strategy
- Give feedback on Health Assessments

Councillor Tye noted the plans for the Christmas event and asked if there was anything elected Members could do to support this. Nikki Donaldson advised that Hopespring were supporting the team in providing presents for those attending the event. She commented that there was a Christmas appeal through Together for Children for care experienced and children in need and suggested that this could be circulated more widely. Nikki added that the event would be a large party with lots of activities and would include a visit from Santa.

Catherine Hearne congratulated the Change Council on the images and videos which they had created around changing the language and she expressed a wish to see the number of social media followers growing.

The Chair reported that she had received a letter from the Change Council asking if the Board would consider meeting at the Sandhill Centre in the future. Young people felt that the Sandhill Centre was a more comfortable setting, rather than the Civic Centre which was a formal and adult focused environment. Members were agreeable to this request.

The Chair thanked Chantelle and Caitlin for presenting the report and accordingly it was: -

- 13. RESOLVED that: -
 - (i) the Change Council update be noted; and
 - (ii) future meetings of the Corporate Parenting Board be held in the Sandhill Centre.

Health of Cared for Children

The Designated Nurse for Looked After Children submitted a report providing an update on health activity for looked after children.

The purpose of the report was to: -

- Demonstrate the duty to safeguard and promote the welfare of children looked after
- Assure the Corporate Parenting Board that support and health services to children looked after were provided without undue delay or geographical prejudice
- Demonstrate the aim of the Looked After Health team for sustained improvement in the health and wellbeing of children looked after and care leavers
- Assure that the child's voice around health was included wherever possible
- Report on compliance with statutory targets from the Looked After Health Team for South Tyneside and Sunderland NHS Foundation Trust

The data being presented was for Quarter 2 of 2021/2022, July, August and September 2021 and the Board were advised that the health team had continued to offer face to face health assessments but the local rates of Covid-19 had continued to impact on appointments due to isolating carers and young people.

The Covid-19 vaccine programme was currently being delivered within local schools but at present there was no data regarding the uptake within the cared for population. Public Health England had produced a leaflet specially for young people about the vaccination and this had been shared with Together for Children.

Board Members had previously asked about dental appointments for cared for young people and the Designated Nurse advised that she met on a monthly basis with the Named Nurse and issues were raised with individual dental practices. Figures suggested that two thirds of children attending their Review Health Assessment had been seen by a dentist for a dental review. The Looked After Health Team had added dental appointments as an issue to the health care plan and would ask carers to contact their dentist.

There had been an average of 578 children cared for in quarter 2 which was a slight decrease from the previous quarter. 56 Initial Health Assessments (IHAs) had been carried out and there had been 96% compliance in the quarter. Two young people had refused to attend their appointment; the refusal pathway had been followed and a health care plan produced.

140 Review Health Assessments had been carried out in the quarter, however compliance had dropped to 85%. The issues were around non-attendance over this period and during September 47% of children and young people were not brought to their first appointment. This had been flagged to TfC and efforts were being made to raise awareness of this with social workers and carers.

There had been four out of area health assessments required during the period, with two being completed outside of timescale due to requests being sent out late. This had been due to administrative capacity which had now been resolved.

Eight Health Passports had been issued during the quarter however all had been just outside of timescale. All eight young people had engaged in the final health assessment and were seen by the Looked After Health team face to face.

The development of the Health Passport app was ongoing and the Designated Nurse was awaiting an invitation to receive views from the Change Council. The views of young people were also being sought on the Review Health Assessment paperwork with the aim of streamlining this and making it more young person friendly.

The Designated Nurse also reported that South Tyneside and Sunderland Foundation Trust had recently appointed four care experienced young people to roles in the Trust. It was hoped to broaden this out into the new Integrated Care Partnership. Jill Colbert added that the Prince's Trust had invited TfC to be part of the national roll out for targeting young people to be employed in the health and social care environment.

Councillor Tye referred to the uptake of the Covid-19 vaccination and felt that someone should have the data for cared for children as it was important to know that they were making informed choices on the vaccine.

Jo Morgan said that she understood that the information was not yet available because the programme was only just being rolled out but expected that Public Health England would be bringing forward figures. Jill commented that there was a blended model of access to the vaccination and it was taking some time to roll out, however the Sunderland Public Health team had reported that currently 42% of all 12-15 year olds had received their first dose of the vaccine.

The Chair queried the one third of young people who had not received a dental review and how many of these had been unable to get an appointment and how many had refused to attend. Jo said that she would look into getting that detail.

Councillor Crosby asked if there had been any cared for young people suffering long Covid effects or who had been shielding for a lengthy period. Jo said that this was part of the main population data and there was nothing specific for cared for children. Kathryn McCabe highlighted that TfC had worked very closely with young people and carers in the early part of the pandemic so that any child who needed a home, had an appropriate placement. A number of carers were in the shielding category but ultimately the service had been able to provide a continuity of care for all young people.

Having considered the report, it was: -

14. RESOLVED that the content of the report be noted.

CNTW Cared For Children Report

This item was deferred until the next meeting.

Virtual School – Headteacher's Report

Linda Mason, Headteacher of the Virtual School submitted a report providing information about cared for children since the last report to the Board in September 2021.

At the current time there were 564 cared for children in the city, a reduction since September. There were 16 children in the early Years and Foundations stage, 147 in primary school and 211 in secondary school. 260 children attended school in Sunderland and 112 were outside of the local authority area.

School attendance since the return from the holiday was 93.43% and this continued to be scrutinised internally. All groups apart from Key Stage 4 children had average attendance of over 90% and this was something which would be worked on. The report set out a comparison between school stage and location.

There had been no expulsions of cared for children from school in the last three years and there had been 12 suspensions since the return to school in September, totalling 16 days and involving 9 children.

Quality assurance continued to be a key area of focus for EPEPs and it was the aim that more than 90% of these would be judged as Good. At the current time there were 240 EPEPs with a Green rating and 22 which were Amber and Linda advised that the reasons for the Amber ratings were usually related to a section of the EPEP not being completed or fully filled in.

Catherine Hearne asked how the Virtual School attendance compared with general attendance across the local authority and Linda undertook to provide that information.

The Chair asked if there were any patterns in relation to suspensions and Linda said that there was a story behind each one but they were not always able to be attributed to something happening in a young person's life. The Chair commented that Members wanted schools to be well informed and queried if they had a general understanding of how to support cared for young people. Linda said that this could be variable, depending on how informed they were about mental health issues. There had been due to be a conference on 9 November focusing on trauma and aligning this to mental health support in schools, unfortunately this had been postponed until Spring on public health advice. Linda stated that these issues would be picked up with Designated Teachers and Headteachers this term along with the idea of Mental Health Champions.

Councillor Crosby asked about the 94 cared for young people who were post-16 and Linda said that 85% were in education, employment and training and a small number were classed as 'NEETs'. These young people were monitored on a regular basis and had a robust programme around them to support them on to the next step.

Upon consideration of the report, it was: -

15. RESOLVED that the Virtual School – Headteacher's Report be noted.

(Signed) L FARTHING Chair

Item No. 4

REPORT AUTHOR:	Nikki Donaldson, Participation and Engagement Officer
SUBJECT:	Together for Children's Change Council Report for Corporate Parenting Board 17 th January 2022
PURPOSE:	To report on the activity of both Change Council 10-15 group and Change Council 16+ group (Dec 2021 - Jan 2022)



Change Council have continued to meet regularly face to face throughout Dec 2021 – Jan 2022. Change Council are meeting in a Covid secure venue, both Change Council's 10-15 and 16+ group are meeting fortnightly.

Activity	What's Working Well?	What's Not Working So Well?	What needs to happen?
Christmas Cared for and Care Experienced Event	The Christmas Cared for and Care Experienced Event was cancelled however children and young people were still able to go and collect a present, goody bag and food.	We had to cancel again due to Covid.	We are sending Thank You cards from Change Council to organisations that supported our Christmas this year.
Christmas Quiz	Both groups had a Christmas Quiz session before Christmas with Senior Leaders from Children's Social Care, Early Help and Corporate and Commercial services.		Professionals need to learn the names of all the reindeers.

Panto	Both groups went for a Christmas meal at Luciano's and then the Panto to see Snow White supported by the Holiday Activity and Food Programme.	Not everyone from Change Council could make it.	Change Council members who did attend to feedback what difference it made having the opportunity to attend.
First meeting of 2022	We have moved into our own dedicated Change Council space in Sandhill. We had our first meeting of the new year on 5 th Jan 2022. We have a plan of work for the next 6 months to focus on. (see below)		Keep focused on our workplan and be supported by relevant professionals.

Planned work for Jan – Jun 2022:

- Drive forward the Change the Language campaign, including working groups and workshops.
- Corporate Parenting Introduction training and support the development of the corporate parenting strategy.
- Care Day 18th Feb 2022 Plan to celebrate Care Day
- Foster Care Fortnight Key project, plans to celebrate
- Children's Home's Fortnight Key project, plans to celebrate
- Recruitment and Selection training for young people.
- Engage young people in enriching activities to celebrate their hard work and increase engagement.
- Aim to involve more cared for and care experienced children and young people.



Item No. 5

CCG Sunderland update **Report to Corporate Parenting Board** 17th January 2022

1.0 Purpose of the report

- 1.1 The purpose of this report is to:
 - Demonstrate our duty to safeguard and promote the welfare of children in care
 - To assure the corporate parenting board that health services to children in care are provided without undue delay or geographical prejudice
 - To demonstrate the aim of the Looked After Health team is for sustained improvement in the health and wellbeing of children in care and those leaving care
 - To assure the child's voice around health issues are included wherever possible
 - Report on compliance to statutory targets from the Looked After Health Team for South Tyneside and Sunderland NHS Foundation Trust

Please note that data reported within this report is Q2 data (July, August, and September).

1.2 COVID-19

1.2.1 No change to the service provision from the health team and face to face clinic appointments continue to be offered.

2.0 Compliance data for health assessments

2.1 Initial Health Assessments (IHA)

2..1 Local Authorities are responsible for ensuring a health assessment of physical, emotional, and mental health needs is completed for every child within 20 working days of becoming looked after.

Quarter	Q1	Q2	Q3	Q4	Total
Number	41	56	39		
Compliance	93%	96%	90%		

 Table 1 - Initial Health Assessments

- The Health Team have been able to demonstrate that they continue to offer appointments within timescales.
- 3 appointments were cancelled by carers and rearranged, 1 cancelled as no consent; this accounted for the 10% seen outside of the 20 working day timeframe.



2.2 Review Health Assessments (RHA)

2.2.1 The RHA must happen at least every six months before a child's 5th birthday and at least once every 12 months after the child's 5th birthday within the month they became looked after.

Quarter	Q1	Q2	Q3	Q4	Total
Number	144	140	86		
Compliance	98%	85%	91%		

 Table 2 - Review Health Assessments

- Of the 86 appointments 78 complied with timescales.
- The team are now monitoring appointments as it was highlighted that numerous appointments were being rearranged, which was impacting on compliance
- We are working with Together For Children to help understand the reasons for cancelled appointments; we are raising awareness through training and attending Carers drop-ins and also amending wording to appointment letters.

2.3 Out of Area Health Assessments

Table 3 – Health assessments performed on behalf of Sunderland for children and young people placed outside of area

Assessment	Q1	Q2	Q3	Q4	Total
IHA	0	4	2		
RHA	14 (93%)	50%	100%		

3.0 Health Passports

- No information received regarding health passports.
- The health passport APP is now in development and will be shared with our young people for agreement when completed.

4.0 Dental Appointments

4.1 Dental appointments: 62% of young people had been seen at the time of their health assessment. 18% were not due and 20% were due and had not been seen.

5.0 Service improvements

5.1 The development of the regional Health Passport App is ongoing.



- 5.2 Health Assessment feedback project: the health team have attended both Change Councils to seek young people's views. Telephone feedback is to be gathered from Young People following their health assessments to get feedback from Young People not part of the Change Council.
- 5.3 Dental: regional scoping is currently being carried out to look at dental pathways.

6.0 Recommendations and Actions

The Corporate Parenting Board is asked to note the content of the report.

Jo Morgan Designated Nurse Cared for Children Sunderland CCG



Helping my young person to develop healthy eating habits

Why is it important?

Research carried out has revealed that obesity is a common problem for Cared for Children. Obesity can cause many problems in the future, such as: **joint pains, diabetes, high blood pressure and some cancers.** It is important, therefore, to try and help prevent early excess weight gain.

In Cared for Children early excess weight gain may be due to abnormal patterns and/or behaviours around eating. This leaflet aims to let you know what to look out for and how you can help.

What behaviours should I look out for?

- Hoarding food saving and storing food items
- Taking food without permission could be at home or elsewhere, for example, school
- **Picky eating** preferring to eat unhealthy food with high fat and sugar content and refusing to eat vegetables or drink water.
- **Hyperphagia** having an excessive appetite and not being able to detect when they are full. This can cause tummy pain, bloating and vomiting.
- **Binge eating** frequently eating large amounts of food quickly.

Why may these behaviours occur?

- Attachment A young person may have been brought up in an environment where their needs were not met by their parents or previous carers. This can change a young person's development and lead to the eating behaviours listed above.
- Abuse if a young person has previously experienced abuse, in particular neglect, this can cause problems with their eating. A young person may not have had a regular supply of healthy food and this may, in turn, cause them to feel the need to secure their own food by stealing it, hoarding it, or binge eating food when it is available. They may also have only been provided with unhealthy processed food which can lead to picky eating and the refusal of healthy food later on.
- **Emotions** attachment and abuse can cause problems with emotional regulation and development. This can lead to a young person overeating or restricting their food intake as a way to control their emotions. They may also confuse emotions with hunger and therefore eat when they do not need to.

What can be done to help?

- **Having food available** Having a well-balanced supply of food readily available for a young person. Doing this will show the young person that you are able to meet their needs and this can help build a secure bond between you and the young person.
- **Routine** providing 3 regular meals a day and involving the young person in this routine (e.g. by allowing them to help you prepare a meal or simply setting the table) gives a young person predictability in their life. This can help them to learn what a normal eating experience should be and can also help them to build a trusting relationship with you.
- Encouraging healthy food choices for example having healthy snacks freely available such as a fruit bowl, vegetable sticks or low calorie snacks like rice cakes that a young person can help themselves to without having to ask.

Try to avoid:

Locking up food – locking or securing the cupboards or fridge can reinforce past experiences that a young person has had, such as there not being enough food or that they do not have to access food. This can make the eating behaviours listed above worse. Let the young person know which healthy snacks for example the fruit bowl they are allowed to help themselves to without permission.

How to seek help:

If the child or young person in your care is demonstrating these behaviours and you need further advice and support please contact the Looked after Health team on (0191) 5699012 or through referral from the GP to Lifecycle in South Tyneside or the CYPS service in Sunderland.

For Trust information visit:



- @STSFTrust
- www.facebook.com/STSFTrust
- @STSFTrust

This information was correct at the time of publication. While the Trust makes every reasonable effort to keep its information leaflets up to date, very recent changes may not yet be reflected in the information and you should discuss this with the clinical staff at the time of your appointment.

Publication date: Review date: Ref: October 2021 October 2024 STSFT/(To be alloated)



Northumberland, Tyne and Wear MHS Foundation Trust

Sunderland City Council

Item No. 6

Cumbria, Northumberland Tyne & Wear NHS Trust Sunderland Children Cared for Report

November 2021 (July 2021 – September 2021)



Sunderland Children Cared for Report. July 2021 – September 2021

1. Activity

	Jul	Aug	Sep
Referrals	5	6	4
Referrals discharged unseen	1	2	1

Referrals discharged unseen

The following provides narrative in relation to reasons why the young people were not seen by the service.

July

Carer unaware when contacted to arrange appointment that their foster child had been referred by GP, foster carer did not feel child required Mental Health Services.

<u>August</u>

Referral received, reviewed, signposted and accepted by CCAMHS as did not require specialist Mental Health Assessment and Treatment and Mental Health needs could be met by CCAMHS.

Young person referred but declined to engage with services, advice and support given via triage appointment to carer, advised should young person wish to engage in near future then to a re-referral can be made.

<u>September</u>

Referral received for out of area young person in temporary placement, due to placement only being temporary liaised with ICTS to offer crisis services if required. Discharged from CYPS as Mental Health treatment not required at this time.

2. Referral Urgency

All cases referred to CYPs either by phone, fax, and email or in written format are reviewed on a daily basis by members of the clinical team. The purpose of this initial review is in order to signpost any cases that have been inappropriately referred and to ensure any cases that require an emergency or urgent response are highlighted and actioned immediately. CYPS Intensive Community Treatment Service (ICTS) offer a 24/7 service 365 days per year. ICTS will respond to the young person via telephone to offer a telephone triage within 1 hour. Any young person requiring an emergency appointment will be offered an appointment within 4 hours of referral being received and for urgent referrals the young person will be offered an appointment within 24 hours.

	Jul	Aug	Sep
Emergency	0	0	0
Urgent	0	0	2
Total	0	0	2

3. Waiting Times (All Referrals)

Current Waiting Times to Treatment are detailed below. (Treatment is defined as second attended contact)

	Jul (Weeks)	Aug (Weeks)	Sep (Weeks)
Wait to Treatment	6	5	5

Referrals

During the COVID pandemic the service has continued to accept all referrals and offer assessment, treatment and interventions to young people and their care team. New Ways of Working have been fully embraced by the Team to facilitate contact with young people and their families / carers such as online consultation and phone contact. Face to face contact continues to be offered within a secure COVID environment. Home visits and school appointments are offered to young people to support engagement and attendance at appointments.

Children who are Cared for Pathway

This Pathway specifically focusses on 2 areas, direct therapeutic work with young people and non direct work with Foster Carers, which includes Psychoeducational Group Interventions, Consultation and Training to Foster Familes in conjunction with Together for Children and continued dedicated scaffolding support to Residential Homes in Sunderland.

Young People are offerered priority appointments within CYPS and following assessment will access treatment in a timely manner. The Pathway is a mulit disciplinary team consisting of nursing, psychology, child psychotherapy and psychiatry. The team have all completed specific formal training to deliver psychological therapies to meet the needs of the young

people and their carers and deliver treatment and intervention within a trauma focused pathway.

4.Current Caseload

	Jul	Aug	Sep
Total Children Looked After	102	103	101
Total CYPS Caseload	1724	1702	1715
Total % Children Looked After	5.9%	6.1%	5.9%

TOGETHER FOR CHILDREN

CORPORATE PARENTING BOARD

DATE:	17 th January 2022
REPORT AUTHOR:	Linda Mason HEAD TEACHER Virtual School
SUBJECT:	Head Teacher's ANNUAL Report 2020 -2021
PURPOSE:	FOR INFORMATION

1. SUMMARY

The purpose of this agenda item is to provide the Corporate Parenting Board with the Annual report about the education of cared for children.

The report provides an overview of the outcomes for cared for children utilising national, statistical neighbours and north east LA comparable data that is available (LAIT Dec 2021). Due to the pandemic, assessment and exams have been completed utilising school-based teacher assessment therefore the last reportable data set available is 2019. However, where more recent data is available this has been included.

The data sets include a ranking (compared to 155 local authorities) and a Quartile ranking (there are 4 A, B, C, D). I have included trend arrows RAG rated to show the performance for Sunderland cared for children.

2. RECOMMENDATION(S)

The Board is requested to receive the report for information

3 COHORT

Number of Cared for Children as at 31 March each year

Local Autho	ority, Region and England											
	<i>y</i> , o	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Change from previous year
394	Sunderland	385.00	435.00	488.00	570.00	547.00	540.00	581.00	594.00	583.00	615.00	32.00
980	North East	4110.00	4220.00	4240.00	4270.00	4400.00	4830.00	5040.00	5340.00	5720.00	5790.00	70.00
	Statistical Neighbours	324.50	337.00	341.50	342.90	355.00	394.10	420.30	438.80	464.80	470.60	5.80
970	England	67070.00	68070.00	68810.00	69470.00	70410.00	72610.00	75370.00	78140.00	80000.00	80850.00	850.00

CURRENT COHORT as of 6th January 2022



Total 526

4 ACHIEVEMENT (Key Performance Indicator KPI)

4.1 KEY STAGE 2

% of Cared for Children reaching the expected standard in Reading

Local Autho	rity, Region and England											
	<i>y</i> , 3 3	-	-	-	-	2016	2017	2018	2019	-	-	Change from previous year
394	Sunderland	-	-	-	-	46.00	55.00	60.00	58.00	-	-	-2.00
980	North East	-	-	-	-	47.00	48.00	52.00	58.00	-	-	6.00
	Statistical Neighbours	-	-	-	-	58.00	47.86	46.40	54.71	-	-	8.31
970	England	-	-	-	-	41.00	45.00	51.00	49.00	-	-	-2.00

% of Cared for Children reaching the expected standard in Writing

Local Author	rity, Region and England											
	nty, region and England	-	-	-	-	2016	2017	2018	2019	-	-	Change from previous year
394	Sunderland	-	-	-	-	-	55.00	56.00	69.00	-	-	13.00
980	North East	-	-	-	-	49.00	52.00	56.00	60.00	-	-	4.00
	Statistical Neighbours	-	-	-	-	54.60	54.57	48.40	58.86	-	-	10.46
970	England	-	-	-	-	46.00	47.00	49.00	50.00	-	-	1.00

% of Cared for Children reaching the expected standard in Maths

Local Author	rity, Region and England											
Local Addio	ng, nogion and England	-	-	-	-	2016	2017	2018	2019	-	-	Change from previous year
394	Sunderland	-	-	-	-	46.00	55.00	60.00	58.00	-	-	-2.00
980	North East	-	-	-	-	45.00	43.00	52.00	60.00	-	-	8.00
	Statistical Neighbours	-	-	-	-	53.00	45.43	54.75	56.00	-	-	1.25
970	England	-	-	-	-	41.00	46.00	47.00	51.00	-	-	4.00

% of Cared for Children reaching the expected standard in Grammar, Punctuation and Spelling

Local Author	rity, Region and England											
Loournumo	nij, nogion una zingiana	-	-	-	-	2016	2017	2018	2019	-	-	Change from previous year
394	Sunderland	-	-	-	-	46.00	59.00	52.00	65.00	-	-	13.00
980	North East	-	-	-	-	47.00	56.00	55.00	62.00	-	-	7.00
	Statistical Neighbours	-	-	-	-	52.00	51.50	50.40	58.00	-	-	7.60
970	England	-	-	-	-	44.00	50.00	50.00	53.00	-	-	3.00

% of Cared for Children reaching the expected standard in Reading, Writing and Maths

Local Authority, Region and England

												Change from
		-	-	-	-	2016	2017	2018	2019	-	-	previous year
394	Sunderland	-	-	-	-	-	36.00	40.00	46.00	-	-	6.00
980	North East	-	-	-	-	27.00	33.00	39.00	47.00	-	-	8.00
	Statistical Neighbours	-	-	-	-	42.00	37.83	47.50	49.60	-	-	2.10
970	England	-	-	-	-	25.00	32.00	35.00	37.00	-	-	2.00

KS2	TREND	National Rank (155)	Quartile
Reading	4	23	В
Writing	1	7	А
Maths	4	29	В
GPS		14	А
RWM	1	19	В

4.2 KEY STAGE 4

Cared For Children – KS4 Average Attainment 8 Score

Local Authority, Region and Englan	Local	Authority.	Region	and	Englan	d
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												Change from
		-	-	-	-	-	2017	2018	2019	2020	-	previous year
394	Sunderland	-	-	-	-	-	22.00	19.50	20.50	29.50	-	9.00
980	North East	-	-	-	-	-	20.10	20.90	20.70	21.70	-	1.00
	Statistical Neighbours	-	-	-	-	-	19.70	19.94	19.37	19.65	-	0.28
970	England	-	-	-	-	-	19.20	18.60	19.00	21.40	-	2.40

Cared For Children – KS4 Average Progress 8 Score

Local Autho	ority, Region and England											
		-	-	-	-	2016	2017	2018	2019	-	-	Change from previous year
394	Sunderland	-	-	-	-	-1.49	-1.32	-1.50	-1.45	-	-	0.05
980	North East	-	-	-	-	-1.22	-1.31	-1.23	-1.37	-	-	-0.14
	Statistical Neighbours	-	-	-	-	-1.16	-1.24	-1.27	-1.28	-	-	-0.01
970	England	-	-	-	-	-1.14	-1.18	-1.20	-1.23	-	-	-0.03

Percentage of Cared For Children achieving 9 – 4 pass in English and Maths

Local Autho	ority, Region and England											
		-	-	-	-	-	2017	2018	2019	2020	-	Change from previous year
394	Sunderland	-	-	-	-	-	-	20.00	17.60	41.70	-	24.10
980	North East	-	-	-	-	-	15.50	20.80	16.90	24.90	-	8.00
	Statistical Neighbours	-	-	-	-	-	17.37	27.50	24.23	25.75	-	1.53
970	England	-	-	-	-	-	17.40	17.30	17.80	24.40	-	6.60

KS4	TREND	National Rank (155)	Quartile
KS4 Attainment 8		6	А
KS4 Progress 8		102	С
9 – 4 Eng and Maths		7	А

5 EXCLUSION/SUSPENSIONS (KPI)

% of children who have been cared for continuously for at least 12 months with at least one fixed term suspension

Local Authority, Region and England												
	nty, negion and England	-	-	-	-	-	2017	2018	2019	-	-	Change from previous year
394	Sunderland	-	-	-	-	-	10.19	10.25	13.39	-	-	3.14
980	North East	-	-	-	-	-	9.79	10.79	11.07	-	-	0.28
	Statistical Neighbours	-	-	-	-	-	11.38	10.25	9.62	-	-	-0.63
970	England	-	-	-	-	-	11.46	11.28	11.38	-	-	0.10

Local Data

2019- 2020	11.40%	Ŷ
2020 - 2021	8.70%	4

PERMANENT EXCLUSIONS

2018 - 2019	0
2019 - 2020	0
2020 - 2021	0

6 ATTENDANCE/ASBSENCE (KPI)

% absence from school of children who have been cared for continuously for at least 12 months

Local Author	rity, Region and England											
Local Autio	nty, region and England	-	-	-	-	-	2017	2018	2019	-	-	Change from previous year
394	Sunderland	-	-	-	-	-	4.50	4.50	6.20	-	-	1.70
980	North East	-	-	-	-	-	4.20	4.30	4.80	-	-	0.50
	Statistical Neighbours	-	-	-	-	-	4.31	4.56	4.93	-	-	0.37
970	England	-	-	-	-	-	4.70	5.00	5.10	-	-	0.10

2019	Autumn	95.5%	6.50%
2020	Spring 1	93.2%	7.80%
2020	Spring 2 *	91.5% (inc remote)	8.50%
2020	Summer *	97.51% (inc remote)	2.49

2020	Autumn	94.9%	6.10%
2021	Spring *	99.3% (inc remote)	0.60%
2021	Summer	94.5%	5.50%

*Recording of absence and attendance during the pandemic and lockdown periods included remote learning (authorised absence) and blended (in school part time remote learning part time)

7 SEND (KPI)

% of cared for children who have SEN but no Statement/EHCP

Local Authority, Region and England												
	···· j , ···· j ·····	-	-	-	-	-	2017	2018	2019	2020	-	Change from previous year
394	Sunderland	-	-	-	-	-	35.30	35.50	34.70	33.00	-	-1.70
980	North East	-	-	-	-	-	29.20	28.70	28.00	27.00	-	-1.00
	Statistical Neighbours	-	-	-	-	-	30.49	27.98	28.92	27.47	-	-1.45
970	England	-	-	-	-	-	29.40	28.90	28.50	28.10	-	-0.40

% of cared for children who have a statement of SEN/EHCP

Local Autho	prity, Region and England											
	<i>y,</i> 5 5	-	-	-	-	-	2017	2018	2019	2020	-	Change from previous year
394	Sunderland	-	-	-	-	-	21.30	17.90	18.60	20.70	-	2.10
980	North East	-	-	-	-	-	25.70	24.30	24.70	25.50	-	0.80
	Statistical Neighbours	-	-	-	-	-	24.31	24.01	24.30	26.36	-	2.06
970	England	-	-	-	-	-	26.40	26.10	26.80	27.70	-	0.90

Local Data

2021	SEN no EHCP	29.00%
2021	EHCP	18.00%

8 EET and NEET Performance (KPI)

		EET CFC	NEET CFC	
2017	ENGLAND	50	40	
	SUNDERLAND	55	40	
2018	ENGLAND	51	39	
	SUNDERLAND	54	46	
2019	ENGLAND	52	39	
	SUNDERLAND	44	50	LAIT 2019
				-
	year 12	83.70%	16.20%	Local data
Sep-20	year 13	53%	47%	
	TOTAL	69%	31%	SIGNIFICANT IMPROVEMENT against 2019
	year 12	72.50%	27.50%	
Jun-21	Year 13	52%	48%	
	TOTAL	65%	35%	SIGNIFICANT IMPROVEMENT against 2019
				1
	year 12	81.40%	18.60%	
Dec-21	Year 13	70%	29.7%	
	TOTAL	75%	25%	SIGNIFICANT IMPROVEMENT against 2019
				1
ENGLAND All CYP 2020		93.45%	6.55%	

9 HIGHER EDUCATION (KPI)

Care Experienced – Number of former relevant young people who were in higher education (19 – 21 years)

Local Authority, Region and England												
		-	-	-	2015	2016	2017	2018	2019	2020	2021	Change from previous year
394	Sunderland	-	-	-	-	-	5.00	8.00	13.00	12.00	13.00	1.00
980	North East	-	-	-	70.00	90.00	100.00	90.00	100.00	110.00	110.00	0.00
	Statistical Neighbours	-	-	-	10.00	7.50	15.00	9.25	10.00	10.00	9.25	-0.75
970	England	-	-	-	1700.00	1760.00	1640.00	1750.00	1860.00	1920.00	2040.00	120.00

10 PERSONAL EDUCATION PLANS (Local Performance Indicator LPI)

	Total PEPs completed	Total CfC with at least one PEP	No. of different provisions e.g. schools, colleges	Local Authority Areas	Statutory Compliance (within 6 months of previous PEP)	Average days to complete PEP process	Quality Assurance overall rating GREEN	Quality Assurance overall Rating AMBER
2020-2021	2087	693	272	45	Monthly average 97%July 21 - 99% completion	17.6 days	1824 (87%)	263 (13%)

11 OFSTED CATEGORIES (LPI)

	Outstanding	Good	Requires Improvement	Inadequate
2019 – 2020 *	14%	50%	14%	10%
2020 - 2021	14%	65%	14%	7%
2021 (current)	15.5%	64.8%	13%	6.7%

*11% of schools no OFSTED judgement as not applicable (new school or new academy)

12 GOVERNANCE

CURRENT STRUCTURE OF GOVERNING BOARD

6 Meetings per year: 3 Full Governors 3 Support and Challenge

Co-opted	Special Schools	Rachael Hargreaves Head Teacher	4 Years
	Representative	Barbara Priestman	
Co-opted	Nursery Schools	Catherine Barnett	4 years
	Representative		
Co-opted	Primary Schools	Anna Young Head Teacher	4 Years
	Representative	Wessington Primary School	
0		Vice Chair	
Co-opted	Secondary Schools	Sue Hamilton Head Teacher	4 Years
	Representative	Thornhill Academy	
Staff	Head Teacher	Mrs L Mason	N/A
Staff	Senior Lead	Anita Swales	N/A
Co-opted	Sunderland University/HE	Wendy Price	4 Years
	Representative	Head of Widening Access and Participation	
		CHAIR - Feb 2022	
Co-opted	LA Councillor	Cllr Claire Rowntree	4 Years
Co-opted	Sunderland College/FE	Mike Hall	4 Years
	Representative		
Co-opted	Social Care	Tracy Jelfs	4 Years
	Head of Service Cared For		
	Children and Provider		
	Services		
-			
Carer	Carer	TBC	4 Years
Young Person	Young Person	ТВС	
Associate Member – with	Strategic Service Lead	Kimberley Richardson	4 Years
voting rights	Education		



Together for Children Adoption Service 6 Monthly Report 1 April – 30 September 2021

Together for Children's Adoption Service

This report covers the first 6 months of the Regional Adoption Agency, Adopt Coast to Coast which is a partnership 'hub and spoke' model between Together for Children, Cumbria and Durham County Councils. Adopt Coast to Coast launched on 1st April 2021 and the communications and marketing activity is centrally managed within the hub.

Staffing Updates

- Michelle Ash has remained the Adoption Team Manager and Adoption Agency Advisor during the period of this report.
- The Adoption Team's staffing complement has changed following the resignations of a part time social worker and a part time child and family worker. 2 full time social worker posts have been created; 1 social worker is in post and the other post is still going through the recruitment process and it is expected the new staff member will join the Team by January 2022.

Adopters Journey

Recruitment

- In this period, there have been 68 initial enquiries and 26 initial visits, the majority face to face. Teams remains available where necessary, however the Adoption Team have returned to face-to-face working recognising the importance of this to practice.
- Please refer to appendix 1 for Adopt Coast to Coast's marketing activity.

Stage 1

- Information, counselling and preparation courses (ICP) continued to be provided via Teams during this reporting period.
- Fostering for Adoption course 8 families attended the training.

Stage 2

- In this reporting period, 16 adopters were approved, which is 5 more than the same period in 2020/21.
- At the end of this reporting period, there were 6 prospective adopters in Stage 1 and 7 prospective adopters in Stage 2.

Panel

• Panel continues to operate within the regulatory framework.
- Panel Member's annual appraisals are scheduled throughout the year.
- Panel's annual training is booked for the next period.

Child's Journey

- In this reporting period 14 children had an ADM decision for a plan of adoption; this is a reduction on the 26 in 2020/21.
- 18 children have been granted a Placement Order which is a small increase on the 15 in 2020/21.
- 21 children have been matched at Panel, which is a tremendous achievement in this period and slightly more than half of the 2020/21 total of 39. Of the 21 children, 9 were placed with external providers.
- 23 Adoption Orders have been achieved, which is more than half the 2020/21 figure of 8.
- 24 children are living in their forever homes but not yet adopted so if these Adoption Orders are achieved before the 31st March 2022 then last year's figure will be improved upon.
- 4 children's plans changed away from adoption after the Placement Order was granted all were as a result of family finding not being successful due to their age or complex needs.
- In this period 1 children experienced a disruption 3 weeks after moving to their new home, 0 whilst in introductions, and 0 after moving to their new home.

Family Finding

- Profiling events moved to a virtual format and they have been positively received. However, the return to face-to-face activity days and profiling events are being planned for early in 2022.
- Early permanence via Fostering for Adoption continues to be utilised and 1 child is currently in a foster for Adoption home. One child has returned home to a family member in this period.

Post Adoption Support

- Post-box arrangements there are 555 active post box files from a total of 823 and 34 new post box arrangements from April to September. The responsibility for post box is held within the Adoption Team alongside a post box administrator.
- The Adoption Team have had 49 contacts for post adoption support in this reporting period. Of this number, 37 had an assessment of support needs and 32 have had applications to ASF completed.

Post Adoption Support Services

Birth Family Support

The contract for the provision of Birth Family Support with ARC Adoption North East has seen a decrease in referrals. In this period 46 birth family members were engaged with the service; this is an increase on the 41 families in 2020/21.

Of this 46, 38 were ongoing referrals from the previous periods.

Between 1st April and 30th June 2021, ARC have worked with 40 birth family members in total, 37 ongoing birth family members carried over from the last quarter and 3 new birth family members. The large majority of this work took place with birth parents, with the exception of 3 birth grandparents and 1 birth sibling. 36 of these families engaged with ARC, there was no engagement from 1 family, and they are still trying to engage with another family.

Between 1st July and 30th September 2021 ARC have worked with 41 birth family members in total, 36 ongoing birth family members carried over from the last quarter and 5 new birth family members. The large majority of this work took place with birth parents, with the exception of 4 grandparents. 35 of these families engaged with ARC, there was no engagement from 2 families, and they are still trying to engage with another family.

The quarterly performance and monitoring meetings to embed practice were held on 23.07.21 and 01.11.21.

Non-Agency Adoption

Together for Children Adoption Sunderland continues to receive a steady flow of interest from stepparents in respect of in-family adoptions.

In this reporting period there have been:

- 27 enquiries, this is an increase as this is 4 more than the 23 of the previous year.
- 12 initial visits were completed
- 12 reports were completed, this is a decrease as it is 1 less than the 13 of the previous year.

Complaints

In this reporting period the Service received no complaints.

Update on Key priority areas for 2021/22:

- To continue to support the development and integration of practice in Adopt Coast to Coast that will work towards our shared vision.
- To work collaboratively with our partners in Coast to Coast to recruit, assess and approve adopters in a timely manner.
- To continue to improve the excellent record of the service regarding timeliness.
- To continue to enhance the therapeutic support that is provided by the team.
- To work with the hub in developing consistent feedback opportunities from prospective adopters, adopters and children to help shape Adopt Coast to Coast and the 3 spokes.

• To embed the monitoring of the birth family support contract with ARC and review the process for referrals to increase knowledge of this independent support.

Michelle Ash Adoption Team Manager 25th October 2021



Regional Adoption Agency marketing and communications





April - September







Website - overview

Observations

- Website hits are growing month on month •
- Invested in Google ads, social media ads and display ads to get people ۲ 6000 to the site
- Activity happening to help with authenticity and SEO ranking (articles, \bullet link building etc)
- Tweaks made throughout e.g. homepage logos ullet
- Website is second biggest recruitment tool •

5000

4000

3000

2000

1000

Spokes combined website hits (average) April - Sept 2020 Adopt Coast to Coast website hits April - Sept 2021

Adopt Coast to Coast website hits April - Sept 2021



Adopt Coast to Coast website hits



Spokes combined website hits (average) April - Sept 2020

Website - content

Observations

- Real stories do particularly well
- Video case studies are very well viewed
- Adopters are hugely supportive happy to share real life stories
- Also popular on social media

"Pleasure to spend some time with you. Hope it's the first of many. Thank you so much. You made the day go smoothly." We love it (the vide). It made us both cry. Huge hit :-)"

"We loved meeting you both, you really did put us at ease and made the afternoon a pleasure. We are both more than happy with the video. I'm more than happy to keep the bit where I have been crying as to me this is reality and if it helps someone and encourages them to adopt it's well worth the red eyes."

"OMG I really cried at that, it's lovely to see them together. It's nice to see from someone else's point of view too. I've watched it 5 times and just love it. I think the kids were captured perfectly "" ""



Andy, Cumbria

Helen, Cumbria

Melanie, Sunderland

Social media – overview

Observations

- Facebook and Instagram likes are growing month on month
- Real-life stories have the biggest impact •
- Paid-for adverts are helping raise awareness
- Facebook and Instagram adverts have been displayed over 480,000 between April-September 2021.
- 4,236 of those who've seen an advert have gone through to the website
- Organic posts are also shared on partner websites \bullet
- Largest coverage in our core geographical areas

17 24 10 ΔPR

Durham County Council Fostering 19 July · O

brothers - hear their story here.







PR activity – highlights

Launch

- Times and Star
- Sunderland Echo
- Luxe Magazine
- The Newton News
- North West Evening Mail
- Sunderland Magazine
- Whitehaven News
- Westmoreland Gazette
- Hexham Courant
- ITV Borders TV: Paula did an interview as did some adopters \bullet
- BBC Cumbria radio: Paula did an interview as did some adopters
- CFM radio: Paula did an interview
- BBC Newcastle radio: Paula did an interview for as did some adopters
- Tyne Tees TV: news piece
- Look North TV: news piece









NEWSANDSTAR COLUR





a	opt coast to co	ast

Expanding adoption services

14 Apr 2021

Those looking to adopt in Sunderland, Durham and Cumbria from this month will benefit from a nuicker process thanks to the creation of a new organisation.

Cumbria County Council, Durham ounty Council and Together for

have joined forces to launch gional Adoption Agency kno Adopt Coast to Coast. The new partnership means

Children, which delivers see

behalf of Sunderland City C

three local authorities can i



TIMESANDSTAR CO UK

Cumbria And Durham County Councils Join Forces With Sunderland City Council To Expand Adoption Services

looking to adopt in Cumbria will benefit from a quicker process involving a new Regional Adoption Agency (RAA), which will span across the three regions of Cumbria, Durham and Sunderland

st to coast . Cumbria . Sunderland . County Count

mbria And Durham County Councils Join Forces With Sunderland City Council To Expand Adoption Services

in Cumbria will benefit from a quicker process involving a new Regional Adoption Agency (RAA), which will span across the three regions of Cumbria, Durham and Sunderland

t to coast . Cumbria . Sunderland . County Coun

Cumbria And Durham County Councils Join Forces With Sunderland City Council To Expand Adoption Services

pt in Cumbria will benefit from a quicker process involving a new Regional Adoption Agency (RAA), which will span across the three regions of Cumbria. Durham and Sunderlar

THEWESTMORLANDGAZETTE.CO.UK

New Cross-County Adoption Service Launched In Cumbria, Durham, And Sunderland

ng to adopt in Cumbria will benefit from a quicker process thanks to the launch of a new Regional Adoption Agency (RAA

Cumbria , Durham , Sunderland

ervices on readily work together to speed up		: recruitment of prospective	planning and coordination over the last four years to bring Adopt Coast to Coast to launch and I am de- lighted to be able to work alongside all three local authority partners to place children and babies with lov- ing and caring families across Cum- bria, County Durham and Sunder-	have a solid foundation to build upon." For more information about adopt- ing with Adopt Coast to Coast, go www. adoptcoasttocoast.org. uk or call 03000 268 268.	
Council, ch a Re- nown as	the adoption process for prospective adopters and find the best match for the babies and children in their care.	adopters, who will be considered for babies and children across the three geographical areas rather than just by a single local authority area. Head of service Paula Gibbons said: "There has been a lot of careful	land. "As the final Regional Adoption Agency to launch in England, we are benefiting from the learning of oth- ers and as our partners all have good Ofsted ratings, we already	Write a comment ↓ □ ~ ⊂ Ξ ⋮	
ns that the more	Adopt Coast to Coast will be respon- sible for supporting the services provided by each partner and for the			Listen Page View Share Save More	

PR activity – highlights

Sibling campaign

- The Mail
- Sunderland Magazine
- ITV Borders TV: Paula did an interview
- BBC Cumbria radio: interview with an adopter of siblings
- Metro radio: did a news piece on our sibling campaign

Home for three brothers

- Northern Echo
- BBC Newcastle: Paula did an interview
- CFM radio: Paula did an interview

Adoption Strategy

- The Chronicle interviews with adopters
- The Newton News
- Sunderland Magazine
- ITV Borders TV: Paula did an interview for the Adoption Strategy press release
- BBC Cumbria radio: Paula did an interview for the Adoption Strategy press release
- CFM radio: Paula did an interview for the Adoption Strategy press release
- BBC Newcastle radio: Paula did an interview for the Adoption Strategy press release

"Congratulations on Coast to Coast on this great local news story below, very positive on adoption and approval process which would encourage other same sex couples and single parents to come forward. Lovely ending on our Strategy!

"We have sent it to advisers and Ministers as it's a good way of showing how RAAs are encouraging people from all walks of life to come forward to adopt."

Kevin Woods Assistant Director **Department for Education**



Adoption and Permanence, Children's Social Care Group



Call center - overview

Observations

- Call centre team based in Durham
- 8 staff members trained
- Call centre has taken 199 calls between April September
- 146 of the calls have been signposted 73%
- Call centre team regularly pass on enquiries to the Adopt Coast to Coast email account
- 25 emails from the call centre to the Adopt Coast to Coast email account between April September





Call centre calls recieved - total calls vs. signposted calls



Call center calls -by area

Signposted phonecalls by area April - September

25



46 of 56





Enquiry numbers

Observations

- Between April and September 2021 we have received 273 RAA enquiry forms
- For the same time period last year the spokes collectively received 155 enquires •
- 5 of the forms are listed twice as they have started two applications for various reasons e.g. timing •
- NB some of Cumbria's enquiries have since gone to other spokes •





Together for Children 66

Mapping enquiries – Cumbria





Mapping enquiries – North East





Enquirer – marital status and age



[■] M/F couple ■ F/F couple ■ M/M couple ■ Single F ■ Single M

Marital status (number)



Enquiry – where did you hear about us?

Observations

- Investment in Google adverts worthwhile 40% of enquiries from Google
- Website is our second biggest recruitment tool 30% of enquiries from website
- Adopters and reputation are key to recruitment





Staff engagement

Observations

- Survey carried out after launch
- The survey was sent to 48 employees 29 response so a response rate of 60%
- All bar one respondent (96%) said they liked welcome pack
- 48% of respondents agreed they felt like they were part of Adopt Coast to Coast, 22% disagreed with the statement while 30% neither agreed nor disagree
- 91% agreed they understood the purpose of Adopt Coast to Coast
- 83% agreed they understood the objectives of Adopt Coast to Coast





I understand the purpose of Adopt Coast to Coast

Adopter event

Observations

- First Adopt Coast to Coast adopter event
- Held at Walby Farm ideal during Covid
- United all three spokes
- 38 families signed up for the event
- Over 130 attendees
- 24 households from Cumbria
- 10 households from Durham
- 4 households from Sunderland
- Team members from all three spokes attended

"Really good venue with plenty of activities regardless of age (our son is under 2 but there was still a lot for him to do). The team from coast to coast made us very welcome and did keep checking in with us throughout the day! Think the time slots for us to attend activities was a very good idea as it made us feel more comfortable with speaking to people around us. PLEASE DO THEM ANNUALLY!!"

"It was a great opportunity to make new connections. I think that the idea for the event was absolutely perfect. The children all got a lot out of it and that's the main thing."

"Same again! Or something very similar. The less structure the better. Space to run around and play with new friends was a joy to watch. Set timed workshops and craft activities don't allow children to chat and play together easily. And if it's too rigid with timings it gets stressful getting them to the right place at the right time. Outdoor space is perfect."



Amy, Durham

Louise, Cumbria

Morna, Cumbria

Next steps

Governance Board – priorities first

- Hub training for Cumbria County Council and Together for Children call centre teams to ensure universal response is given to enquiries
- Create examples of social media posts which highlight financial support for Board to consider \bullet
- Marketing budget estimate for 2021-2022 \bullet
- Produce a wish list for Corporate Social Responsibility support •
- Thematic audits by Head of Service two per quarter starting with early permanence and inspection readiness
- Audit specific cases that did not achieve agreed contact timescale of next working days and initial visit within 10 working days
- Continue to audit Stage 1, Stage 2 and approval to match timescales where national return highlights performance outside of statuary requirements
- Congratulations cards sent to adopters at point of approval and point of match from Governance Board •
- Concerns raised by perspective adopters/enquirers that do not reach the formal complaints process and formal complains are to be sent to Head of Service for a quarterly audit
- Develop practice list and as a matter of urgency agree consistency and acceptable differences for adopter journey •



Next steps (continued)

Website

- Adding more videos (using remaining budget)
- Improving the event booking system
- Greater analysis of customer journey where are the drop-off points, what improvements can we make etc
- Improvements to digital advert landing page boost conversion
- More articles on a variety of topics help SEO
- Improve understanding of conversion
- Improvement to 'the adoption process' page

Social media

- Continue with paid social activity
- Build relationships with people who will share content
- Add more real-life stories
- Greater appeals e.g. three young boys
- Grow followers
- Encourage adopters to share their stories •
- Greater range of posts e.g. more child angle

Staff engagement

- Employee engagement plan developed
- Regular in-person meetings
- Sub-groups developed for practice issues
- Regular emails from hub

