



Adopt Coast to Coast

Virtually launched 1st April 2021

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Spokes

- The 3 spokes, Cumbria, Durham and Together for Children will continue to provide their current adoption services from first contact.

Hub

- HoS – oversight of performance and practice to improve outcomes.
- Communications and Marketing Officer – lead for centralised recruitment activity. Year 1 budget is £40K. Supported by new website, Facebook and Instagram.
- Enquiries and outcome system records interests in adoption and automatically allocates to relevant spoke.
- Telephone number hosted by Durham.

Performance in 2020/21

- 77 Prospective adopters approved
- 24 Prospective adopters in stage 1
- 23 Prospective adopters in stage 2
- 18 Prospective adopters approved and not linked

- 57 Children with ADM/SHOPA
- 36 Children with Placement Order and no link/match
- 11 Children with Placement Order for 6 months or longer
- 20 Children who were placed via FfA/Concurrency
- 130 Children matched
- 60 Children placed via interagency agreement

Key priority areas for 2021/22:

- To establish Adopt Coast to Coast as the 'go to' agency for those interested in adopting
- To develop the branding so it is recognisable alongside and separately to the LA partners
- To continually review the outcome of marketing activity to ensure best value and best return on investment
- To ensure the prospective adopters journey is reviewed and streamlined through review and sharing of best practice
- To establish early linking and matching
- To embed models of early permanence for example Fostering for Adoption in Durham
- To work across the partnership to develop the post adoption support offer