

Corporate Parenting Panel

20 May 2022

Adopt Coast to Coast



Report of Paula Gibbons, Head of Service, Adopt Coast to Coast

Electoral division(s) affected:

Countywide

Purpose of the Report

- 1 To provide an update on the 1st year of the Regional Adoption Agency, in respect of the activity for the Durham spoke.

Executive summary

- 2 Adopt Coast to Coast launched on 1 April 2021. It is a partnership Regional Adoption Agency for Durham and Cumbria County Councils and Together for Children who delivers Children's Services on behalf of Sunderland City Council. It was established as the 'go to' agency for those interested in adopting.

Recommendation

- 3 Members of the Corporate Parenting Panel are asked to receive the presentation and marketing activity update, for the first year of operation from 1 April 2021 to 31 March 2022.

Background

- 4 Adopt Coast to Coast was established as the Regional Adoption Agency.
- 5 Due to the Coronavirus Pandemic restrictions, Adopt Coast to Coast service launched virtually on 1 April 2021; it was the 31st Regional Adoption Agency to go live.
- 6 Adopt Coast to Coast works across the following three spokes, whilst the spokes continue to provide their own adoption services:
 - (a) Durham County Council
 - (b) Cumbria County Council
 - (c) Together for Children (for Sunderland City Council).
- 7 Adopt Coast to Coast is branded separate to the three spokes but works alongside them to ensure the prospective adopters journey is streamlined, and that early matching is supported.

Conclusion

- 8 Members of the Corporate Parenting Panel will have an overview of marketing activity during the first year of operation and will be aware of the next steps for Adopt Coast to Coast.
- 9 Members of the Corporate Parenting Panel will understand how they are able to support the service and be advocates for adoption.

Author

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Appendix 1: Implications

Legal Implications

Relevant legislation is adhered to within the spokes, in relation to adoption.

Finance

None.

Consultation

None.

Equality and Diversity / Public Sector Equality Duty

None.

Climate Change

None.

Human Rights

Text.

Crime and Disorder

None.

Staffing

None.

Accommodation

None.

Risk

None.

Procurement

None.

Appendix 2: Marketing Activity

Attached as a separate report