

Adopt Coast to Coast Annual Report

April 2022 – March 2023

Paula Gibbons
Head of Service



Adopt Coast to Coast Performance 2022-23

	Adopt Coast to Coast
Enquiries	
2022/23	456
(2021/22)	(558)
Approvals	
2022/23	86
(2021/22)	(78)
Matches	
2022/23	125
(2021/22)	(122)
In year conversion from number of enquiries to approval	
2022/23	19%
(2021/22)	14%

Durham County Council's Adoption Performance

	2020/21	2021/22	2022/23	Analysis
Enquiries	141	216	178	Durham's adoption team continue to demonstrate strong and consistent performance. They work diligently to meet statutory timescales which both secures adoptive families for children with plans of adoption and supports recruitment messages.
Stage 1	*13	*17/**11	*14/**2	
Stage 2	*9	*8	*6	
Approvals	41	40	41	

	2020/21	2021/22	2022/23	Analysis
Waiting with PO	14	10	11	This year has seen a reduction in the number of children who have waited over 6 months for a match and this is a very positive development. The adoption team are proactive in considering possible links utilising Link Maker.
Waited over 6 months	1	4	0	
Matched	60	65	58	
Interagency use	18 (30%)	34 (52%)	*17 (29%)	

Marketing activity priorities for 2023/24

- The change in partnership model could appear that we have access to less children and therefore prospective adopters will wait longer to be matched. We need to tackle this potential threat by counteracting it with positive stories, releasing figures on timescales for matching and using figures about the number of children waiting (to show there are always children available).
- Stories about increasing costs continues to dominate the media and impacting families of all incomes. Whilst this may ease towards the latter part of the year, we need to reiterate messages surrounding the support available to adopters and remove any other perceived barriers which may add to uncertainty about applying. Some marketing activity could also be targeted towards higher earners.
- There will always be groups of children who wait longer to be matched in their forever homes, targeted marketing activity needs to be run alongside general recruitment focused on recruiting prospective adopters for these children. To do this we need to continue to create video, profiles, press releases and website articles which show the reality of life for these children and take away some of the fear.