

Adopt Coast to Coast Annual Report

April 2023 – March 2024

Paula Gibbons

Head of Service, Adopt Coast to Coast



Adopt Coast to Coast Performance 2023-24

Adopt Coast to Coast	
Enquiries	
2023/24	227
2022/23	293
2021/22	372
Approvals	
2023/24	37
2022/23	68
2021/22	67
Matches	
2023/24	70
2022/23	91
2021/22	94
In year conversion from number of enquiries to approval	
2023/24	16%
2022/23	19%
2021/22	14%

Durham County Council's Adoption Performance

	2020/21	2021/22	2022/23	2023/24	Analysis
Enquiries	141	216	178	115	<p>The period where recruitment was not as active, coincided with a continued lack of confidence due to the cost-of-living crisis, which is believed to have negatively impacted on the number of enquiries.</p> <p>The conversion rate from enquiry to approval in 2023/24 was 13% a reduction of 10% on the previous year.</p> <p>The practice around this has been monitored in the latter part of the year and processes have been introduced that are designed to offer greater consistency and improvement engagement.</p>
Stage 1	*13	*17/**11	*14/**2	12*	
Stage 2	*9	*8	*6	5*	
Approvals	41	40	41	15	
<p>* In process at 31/03</p> <p>** completed stage 1 and taking a break before entering stage 1</p>					

Durham County Council's Adoption Performance – Child's Journey

	2020/21	2021/22	2022/23	2023/24	Analysis
Waiting with a Placement Order	14	10	11	30	<p>Durham has agreed plans of adoption for more children than in recent years. This has partly contributed to more children with a Placement Order still waiting to be matched and more children waiting over 6 months. However, the reduction in the number of enquiries and conversion to approval as prospective adopters has also impacted. The regional challenges in recruitment has also reduced the number of available prospective adopters.</p>
Waited over 6 months with a Placement Order	1	4	0	6	
Matched	60	65	58	40	
Interagency use (outside of the RAA)	18 (30%)	34 (52%)	17 (29%)	12 (30%)	

Marketing activity priorities for 2024/25

- To return enquiry numbers across the RAA in line with 2022/23 enquiries (requires an increase of 66)
- To recruit a pool of suitable prospective adopters from within and beyond our geographical footprint who can adopt our children. Prospective adopters who have a range of skills and experiences to provide the loving homes needed amongst the children cared for across both spokes, for whom securing permanency via adoption is the preferred outcome.
- Recruitment will balance the continued need for prospective adopters seeking to adopt a younger single child against child specific recruitment and key campaigns for children with characteristics which are more likely to result in them waiting longer to be matched and subsequently adopted, for example single children aged five years and over, larger brother and sister groups, children who have developmental uncertainty or identified health/medical needs and/or developmental delay, and children who are at a higher risk of having complex needs relating to their experiences in utero and in the birth family.
- Children with a plan for Early Permanence.
- Continue to build brand recognition and awareness through activities in areas both inside and outside of our geographical footprint via suitable regional and local media outlets.