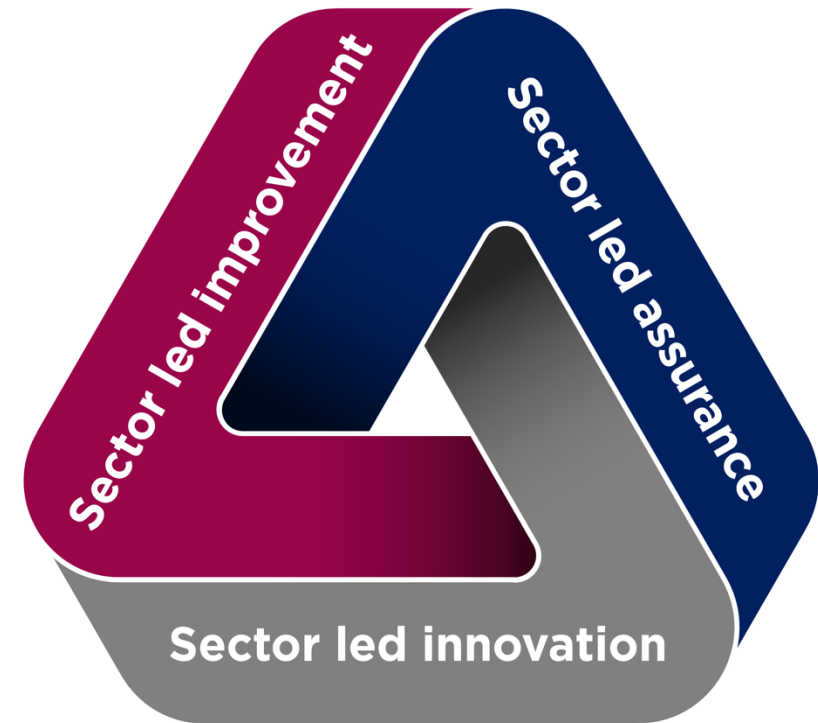




WM ADASS Regional Account 2024/25

*A review of our 24/25 improvement programme and
proposed plans for 25/26*

directors of
adass
adult social services
West Midlands



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Foreword



Welcome to our West Midlands ADASS 2024/25 programme review, which we have developed in recognition of our achievements and to help us plan activity for 2025/26.

From the introduction of government's new assurance framework to the announcement of the Casey review of adult social care, we will remember 2024/25 as a year of change.

Within this context, we remain proud of our collective response to adapting and making improvements in adult social through sector-led improvement.

We continue to use our tried and tested approach to peer-to-peer learning which is underpinned by our regional thematic Networks.

In 2024/25, this has been further supported by our regional data infrastructure, Regional Co-production Advisory Network and capacity for social care research & innovation.

This gives us confidence in our ability to respond to what faces the sector in 2025/26.

In this report we take the opportunity to celebrate our progress and thank all of you involved in our regional work.

As always, we invite you to get in touch for feedback on this document and ideas that contribute to our vision and proposed activities for 25/26.

***Jenny Wood, Chair – West Midlands ADASS
Director of Adult Social Care and Deputy Chief Executive, Solihull
Metropolitan Borough Council***



As the Co-Chair of West Midlands ADASS' Regional Co-production Advisory Network, I am delighted to contribute to this document and provide reflections on opportunities for improvement in 2025/26.

This year the region has continued to make big leaps forward in championing and pushing forward co-production in adult social care.

From further development of our Regional Co-production Advisory Network to running a lived experience coaching programme for senior leaders, we are seeing the positive impact of working hand in hand with people who draw on care and support in shaping care and health improvement.

We have also been informing and shaping the region's preparations for CQC assurance, through refreshing our Practice Review work and undertaking deep dive exercises on co-production, equity and people's experience of receiving care in the West Midlands.

We are also proud to have published our [WM ADASS Recipe for Co-production](#). This has been developed to provide a useful set of prompts to help councils take further their commitment to co-production.

We look forward to working with councils in the West Midlands and providing the right support and challenge to ensure that they take their lead from the voices of people with lived experience.

***Keymn Whervin
Co-chair – WM ADASS Regional Co-production Advisory Network and
WM ADASS Associate***

About us

West Midlands ADASS represents the 14 directors running adult social care services for local authorities across the region. Our core purpose is to provide an improvement programme to our Directors that:

Recognises the following principles underpinning sector-led improvement:

- Councils are responsible for their own performance;
- Stronger accountability to local people drives further improvement;
- Councils have a collective responsibility for performance in the sector

Provides professional leadership to our improvement work ensuring:

- Each council is self-aware of performance;
- Collective responsibility by sharing good practice & peer review
- Strong regional ADASS leadership;
- An evidence-based approach involving people with lived experience and carers

Is characterised by:

- A strong focus on co-production, safeguarding, equality, diversity & inclusion;
- Effective, flexible and efficient use of resources;
- Learning, continuous improvement and striving for excellence;
- A commitment to self-assure & being open/honest in the regional family;

About this report

This draft document has been developed as an opportunity to **review progress** we have made this year against the objectives we set ourselves, and to help **us plan our priorities and resources** for the forthcoming year.

The document also gives an overview of **West Midlands ADASS Branch infrastructure**, including DASS lead roles, Network Chairs and our wider team of support.

It has been developed for all those who participate in our regional improvement programme, including our **citizens, colleagues and partners**, and includes input and feedback from:

- Directors of Adult Services
- Network Chairs
- WM ADASS Associates

People who draw on care and support

Partner organisations

We take improvement seriously and want a regional programme that has an impact and makes improvements to the way care and support is commissioned, delivered and experienced.

We know this is an ambitious charter, but one that social care in the West Midlands is well equipped to deliver.

Looking back: our achievements in 24/25



Contributed significantly to national sector-led improvement activity, especially on key areas like working with the NHS & finances with PCH and ADASS



Delivery of universal and bespoke support to Directors and their teams to support preparations for CQC (see more on slide 11)



Delivery of thematic Networks contributing over 1800 hours of focused time for peer-to-peer learning, improvement and innovation



Successfully developed and appointed a new Embedded Research Fellow and two research champions focused on occupational therapy to support wider programme of work on research



Completion of Practice Review Programme with Principal Social Workers to support preparations for CQC with external evaluation published



Continued DoLS support to the region including to Best Interest Assessors and development of MCA competency framework



Continued development of our Video Innovation Library, with on-demand video case studies and good practice content. Raised our profile and reach locally, regionally, nationally



Played a key role in shaping and delivering DHSC-funded Ignite Programme supporting training and development of the commissioning workforce



Themed webinars on key issues – with audiences of 300+ including: Direct Payments, Artificial Intelligence, Legal Literacy & developing new resources e.g. 'Unlocking Occupational Therapy as a High Impact Resource'



Further development of co-production programme via our Regional Co-production Advisory Network and local authority Co-production Leads Network, including publishing our Recipe for Co-production



Joint programme with NHS Midlands on learning disability and autism including publishing phase 1 of a research project on Autism and Parental Blame



Successfully managed the regional programme of international recruitment and worked with new partners to adopt innovative solutions to workforce challenges



Further development of the Data Hub as a one-stop shop for published data and development of our peer-led ASC Analysts Community of Practice with a focus on client level data

Looking forward: our draft objectives for 2025/26

Regional Programme Priorities*:

**Developed in plain English following helpful feedback from our Regional Co-production Advisory Network*

- 1. Statutory duties, reform and CQC assurance:** supporting councils before and after inspection and helping to shape important policy areas – *like the National Care Service, devolution, NHS 10-year plan*
- 2. Safe support:** helping councils have high quality, safe and personalised care and support – *through our work with the NHS, the care market, the workforce and on finance*
- 3. Working with people:** promoting diversity, equal rights, opportunities and experiences of adult social care - *through our work on co-production, EDI and supporting unpaid carers*
- 4. Leadership, improvement and innovation:** looking at new ways of doing things and sharing what we do well – *through our work on technology, data and research*

Looking forward: key policy areas for 25/26

1. **National Care Service:** *how can we shape and influence the development of a National Care Service to ensure that it reflects local needs and priorities?*
2. **Market risk and sustainability:** *what steps are we taking / can we take to address market risk and ensure the sustainability of social care providers?*
3. **NHS partnerships and jointly funded care** – including the government’s main health and care priorities (sickness to prevention, hospital to home/community, digital switchover): *How do we strengthen partnerships with the NHS as well as joint funding arrangements to support neighbourhood health and care?*
4. **Assurance and ASC resilience** – including financial risk/management/sustainability in context of wider local government position: *what actions are needed to build assurance and resilience in social care, particularly in managing financial risks within the wider local government landscape?*
5. **Devolution/local government organisation** – not to be seen as a position in favour or against but acknowledging that this is a policy area in need of further discussion and exploration: *how might we engage with the evolving devolution agenda to understand its implications and contribute to shaping the future of social care governance?*

Reminder: Our six capabilities for 'resilience'

During January – May 2023, West Midlands ADASS [worked with the Strategy Unit](#) at NHS Midlands and Lancashire CSU on a scenario planning exercise to help identify the building blocks for a resilient social care system in 2035.

We identified the following six resilience capabilities to underpin our improvement activity and think about the future.

Collaborative
working

Community
asset building

Data and
evidence

Shifting the
narrative

Social care
careers

Technology for
people

Our plans for 2025/26



Continued support (universal and bespoke) to councils before and after their CQC inspection – key focuses on carers and transitions. More on slide 11.



Regional partnerships and initiatives to support adult social care workforce including on international recruitment and implementing an MoU to manage use of agency arrangements



Continued development of our Regional Co-production Advisory Network and its impact in influencing co-production practice – including our Lived Experience Coaching Programme



Shaping and influencing important policy areas including around joint funding, finances, adult social care reform



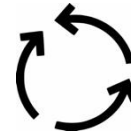
Research Champions to plan and undertake social care research activities supported by University of Birmingham and NIHR



Continued leadership and joint oversight of market sustainability and related issues with NHS/provider partners through key Networks like commissioning and finance



Delivery of our thematic Networks contributing over 1800 hours of focused time for peer-to-peer learning, improvement and innovation



Working together to support care market sustainability and stability to ensure that the needs of people and carers continue to be met – through our Networks



Continued leadership to regional learning disability and autism programme with NHS Midlands with a focus on SEND and the next phase of our autism and parental blame research



Continue to develop our Data Hub, deliver Power BI training sessions to adult social care analysts and focus on our new client level data benchmarking capabilities



Being on the front foot in supporting adult social care digital and exploring new opportunities for transformation enabled by technology / AI



Branch Plan April 2025

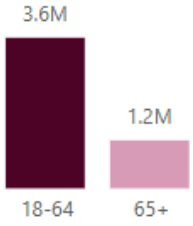
Objectives

- Statutory duties, reform and CQC assurance:** supporting councils before and after inspection and helping to shape important policy areas – like the National Care Service, devolution, NHS 10-year plan
- Safe support:** helping councils have high quality, safe and personalised care and support – through our work with the NHS, the care market, the workforce and on finance
- Working with people:** promoting diversity, equal rights, opportunities and experiences of adult social care - through our work on co-production, EDI and supporting carers
- Leadership, improvement & innovation:** looking at new ways of doing things and sharing what we do well – through our work on technology, data and research

Inputs	Activities	Outputs	Impacts	Outcomes
<p>14 Directors of Adult Social services and their teams</p> <p>WM-ADASS Thematic Networks</p> <p>WM-ADASS Improvement Director, Assistant Improvement Director & Programme Manager</p> <p>WM-ADASS Associates Pool & commissioned resources</p> <p>Care and Health Improvement Advisor (CHIA)</p> <p>NHS / DHSC infrastructure</p> <p>Key partners – locally, regionally and nationally</p> <p>People with lived experience via our Co-production Network</p> <p>Programme budget</p> <p>3rd party funding and/or support</p>	<p>Statutory duties, reform & assurance</p> <ul style="list-style-type: none"> Continue Social Work Practice Reviews and case audit support for CQC Shape and inform key national policy discussions / areas Provide universal and bespoke support to councils before and after CQC inspection <p>Safe support</p> <ul style="list-style-type: none"> Continue oversight of key issues in commissioning and finance through Networks and to help manage risk Workforce support including international recruitment programme and MoU to manage use of agency workers Learn from key areas for improvement identified through CQC assurance <p>Working with people</p> <ul style="list-style-type: none"> Continued support to WM Co-production Advisory Group and Co-production Leads Improve carer support offers through joint Network activity Lead regional LDA programme with NHS Midlands <p>Leadership, improvement & innovation</p> <ul style="list-style-type: none"> Continue to develop strong WM research culture and practice with partners Continue to advance regional data capabilities through Data Hub and key networks Explore opportunities for innovation through using new technologies 	<ul style="list-style-type: none"> Completed Practice Reviews and recommendations from evaluation of programme implemented Universal and bespoke support on assurance Briefings/tools to support wider legislative / reform agenda Service continuity & market resilience arrangements in place Regional model of IR support in place and introduction of MoU Themed / targeted learning on CQC feedback through Network activity New tools to support councils with co-production Better sharing of good practice to inform strong local carer support models New research, quality standards and support for LD&A providers Strengthened research capacity and governance in place for activity Development of Data Hub as our one-stop-shop for published data New learning / projects to support collaboration on innovation Online repository of good practice 	<ul style="list-style-type: none"> Preparedness for CQC Assurance More effective interface between health & social care Preparedness for wider reform/new legislative change Key market finance issues escalated & responded to Effective market shaping / oversight Greater recruitment & retention in adult social care regionally Enhanced co-production with lived experience experts Improved care quality & outcomes for individuals & families Greater understanding of equalities impact of regional work Best practice scaled & replicated More capacity and resourcing to trial & embed innovation Research-based practice improvement 	<p>I have care and support that is coordinated, and everyone works well together and with me</p> <p>I have care and support that enables me to live as I want, as a unique person with skills, strengths and personal goals</p> <p>I feel safe and I am supported to understand and manage any risks</p> <p>I can get information and advice about my health, care and support and how I can be as well as possible – physically, mentally and emotionally</p> <p>I can live the life I want and do the things that are important to me as independently as possible</p> <p>I can get information and advice that is accurate, up to date and provided in a way I understand</p> <p>I live in a home which is accessible and designed so that I can be as independent as possible</p> <p>When I move between services or settings, there is a plan for what happens next, who does what, and practical arrangements are in place</p>

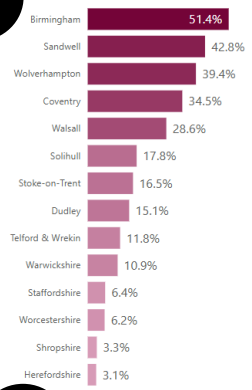
Total Population

4,760,488

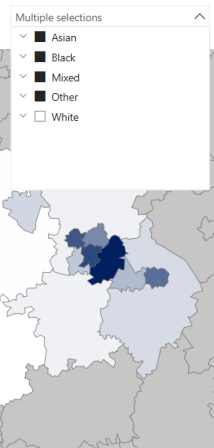


Ethnicity by Local Authority (2021 Census)

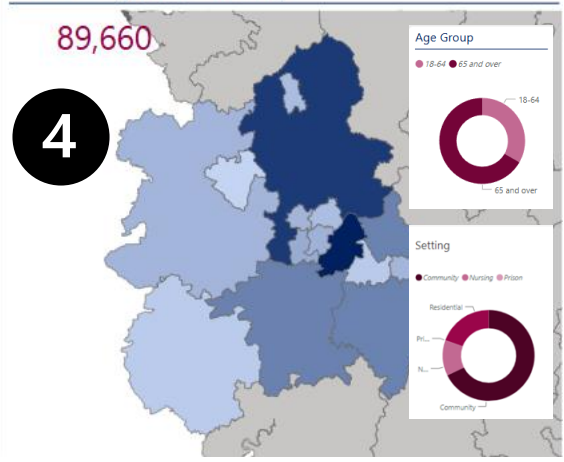
% of local population in this ethnic group
% of national ethnic population in this LA area



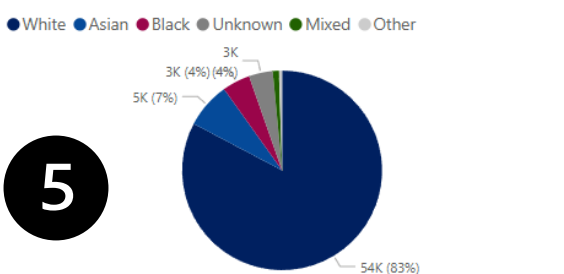
Ethnicity



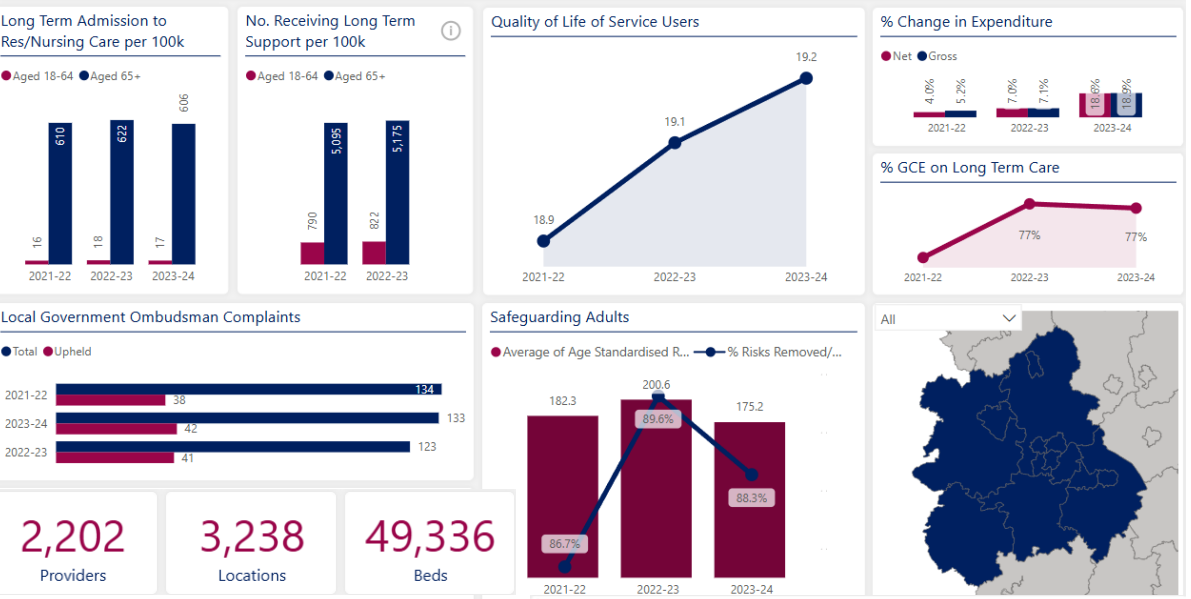
Latest LTS by Local Authority



Adults in Long Term Support by Ethnicity (2024)



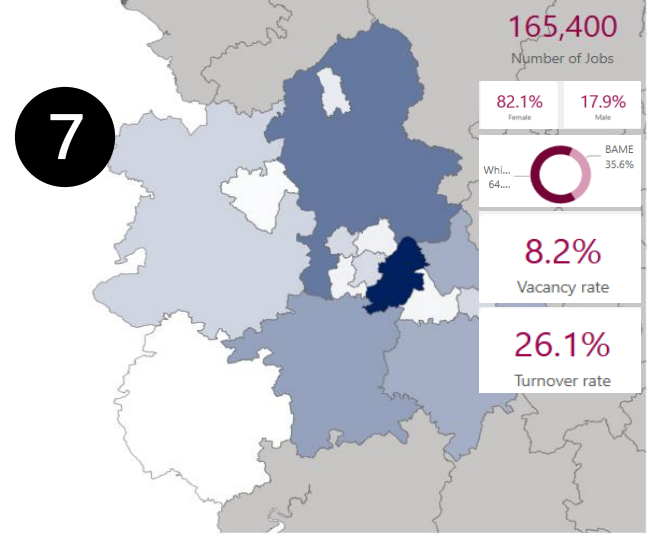
6 Performance Scorecard



3 report PROPORTION OF LSOAs WITHIN THE 10% MOST DEPRIVED NATIONALLY

Local Authority	IMD	IDAOP	Health
Birmingham	41%	36%	22%
Stoke-on-Trent	32%	11%	43%
Walsall	26%	24%	14%
Wolverhampton	21%	26%	9%
Sandwell	20%	23%	13%
Telford & Wrekin	17%	7%	17%
Coventry	14%	19%	13%
Solihull	12%	3%	6%
Dudley	11%	10%	6%
Worcestershire	5%	2%	3%
Staffordshire	2%	1%	3%
Warwickshire	2%	1%	1%
Shropshire	1%	1%	0%
Herefordshire	1%	0%	0%

CQC Rating by Region, LA, Brand, Provider (Drilldown)



Appendix 1: WM-ADASS Key Data