



TRAFFORD COUNCIL



Adults, Health & Wellbeing newsletter - October

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Hello from Maggie



[Follow this link to see Maggie's video message.](#) Maggie's video message in full:

Hello everyone and welcome to my October VLOG.

I am really pleased to be able to talk to you today but it's been a great pleasure to see so many of you at the Let's Talk About Adult Social Care Autumn Series. I really feel we've had some great opportunities to listen together, learn together and have some really good

conversations. So thank you to all of you who have been able to attend and I look forward to seeing more of you at the events we've got planned in the coming weeks.

One of the highlights of those sessions for me was the session on carers. So we had colleagues from the Carers Centre come to talk to us about the fabulous services they offer to our residents who are unpaid family and informal carers and I think one of the things we want to do over the coming months is really build on that connection and consolidate our connection with the Carers Centre and I know from those of you who were at those sessions you found those really, really helpful and you had lots of questions, so we'll be creating lots of opportunity to have more with Michelle and colleagues over the coming months.

Of course, CQC was a hot topic at those Let's Talk events as well. And we've got just five weeks left of our CQC presentation. So I hope the information that you've all had so far has been helpful and helpful to you in your preparation and I have got to say we will be doing a lot more preparation and conversation over the coming weeks. To make sure that you're all really clear about the things we have been saying to CQC over the course of this assurance process but that you're really, really prepared and you feel confident about the conversations you might have with CQC when they come to visit in the week beginning the first of December. So it really is a great opportunity to showcase all the good work that you all do every day to show what we do in a really positive light.

So I hope you're looking forward to welcoming CQC as much as I am. In terms of those preparations and just really getting ourselves ready we will make sure there is now regular communication and regular meetings over the coming weeks to really focus on your contributions to that as well.

And as part of that what I am hoping to do is set up a weekly DASS drop-in each Wednesday on Teams, so that those of you who are available can join me we can have a conversation about where we are up to with CQC and I can give you the latest

information and you can ask me all the questions that you have got, so look out for those invitations because it will be really lovely to see you.

And then, just to add a note I know that some of you have been concerned about staffing and resources and recruitment

I can confirm that our plans around recruitment, particularly for front line workers are well under way now and we will be seeing some of those posts that have been filled temporarily by agency workers look to permanent recruitment over the coming weeks

so hopefully you'll all feel the benefit of that but I would just like to say a big thank you again for all your support and all your hard work, it really means a lot and it makes a big difference.

Thank you.

Maggie Kufeldt

Corporate Director for Adults and Wellbeing

Forum focuses on practice, innovation and inclusion

At the latest Practitioner Forum, Principal Social Worker Rob Smart led an engaging session exploring the new Practice Framework and what it means for day-to-day social work in Trafford. The forum also looked at the introduction of AI tools to support our work, and how technology can support the great work being done in Trafford.

Colleagues discussed the importance of equality, diversity and inclusion, sharing ideas on how to continue building a workplace where everyone feels valued and supported.

Rob thanked everyone who took part and encouraged practitioners to keep the conversation going as Trafford continues to develop its new approach to social work practice.



1 - Practice makes perfect: A scene from the recent Practitioner Forum

Welcome to Trafford: Jon Tomlinson joins as Interim Director of Commissioning for Adult Social Care

We're pleased to welcome Jon Tomlinson to Trafford Council as our new interim Director of Commissioning for Adult Social Care.

Jon brings more than 30 years of senior leadership experience across health and social care, having held director-level roles in local authorities including Birmingham, Dudley, Doncaster, Gateshead, Islington, Haringey, Rotherham and Nottingham.

Described as a “dynamic and outcomes-focused leader,” Jon has built a strong reputation for driving improvement, leading transformational change and strengthening partnerships across the NHS, the voluntary sector and local government.

He has extensive experience in both adults’ and children’s social care, commissioning, quality assurance, and strategic policy. Throughout his career, he has played a leading role in building collaborative approaches that deliver better outcomes for people and communities.

Jon said: “I’m delighted to be joining Trafford at such an exciting time for Adult Social Care. I’m really looking forward to working with the team to build on the excellent work already happening here and to help shape the next phase of Trafford’s journey.”

Corporate Director for Adults and Wellbeing, Maggie Kufeldt, added: “Jon brings a wealth of experience and a track record of leading real change in complex systems. His depth of knowledge and strategic approach will be a huge asset to Trafford as we continue to strengthen our commissioning arrangements and deliver the best possible outcomes for residents.”

Please join us in welcoming Jon to the team.



More time to talk about participation

We are giving you more time to take part in our Let's Talk Participation survey.

To make it easier for everyone to have their say, we have extended the closing date by a further two weeks.

The survey is open to everyone involved in Adult Social Care – staff, partners, service-users, carers, and families. It will give us a baseline picture of how well we involve people in decisions and where improvements are needed.

Your input is vital. By telling us about your experiences and ideas, you'll help us improve the way we work and ensure services reflect the needs of the people we support. Participating is quick, confidential, and open to all staff.

This work is especially important as we prepare for our upcoming Care Quality Commission (CQC) assessment in December, which will look closely at how we deliver person-centred support and involve people in shaping services.

This is the first step in building Adult Social Care in Trafford with the community at its heart. Later phases of the campaign will share how feedback is being used and the improvements that come from it.

[Take part in the survey today.](#)



[Congratulations to our newly qualified social workers](#)

Congratulations go to Saima Hyder (Front Door/Triage Team) and Kingsly Amah (Central Neighbourhood Team), who have successfully completed their Assessed and Supported Year in Employment (ASYE) on 16 October 2025.

Saima was supported by assessor Anne Hollis, and Kingsly by assessor Joe Hilton.

The ASYE is a twelve-month, employer-led programme of support and assessment for newly qualified social workers (NQSWS). It plays a vital role in helping new practitioners build the confidence, competence and resilience needed for professional practice.

The programme aims to:

- Ease the transition from social work education into practice
- Support NQSWs to develop critical skills and confidence in their role
- Ensure consistent, high-quality social work practice across the country
- Improve outcomes for people with lived experience
- Strengthen the credibility of the social work profession
- Enhance support for new social workers, helping to maintain quality and retain skilled staff

Well done to Saima and Kingsly on their achievements, and thank you to Anne and Joe for their ongoing support and guidance.



2 - **Qualified Success:** Saima and Kingsly with Principal Social Work Rob Smart, Anne Hollis and Joe Hilton.

Colleagues level up their careers

Three Trafford social workers have successfully completed their Level 3 Career Progression Programme, marking an important step forward in their professional development.

Amaka Ani (South Neighbourhood Team), Amy Gayle (Urgent Care) and Kelsey Cox (Urgent Care) achieved their progression on 16 October 2025.

Progression in social work typically involves moving from Level 2 (Social Worker) to Level 3 (Experienced Social Worker), as defined in the Professional Capabilities Framework (PCF). This step reflects an ability to manage more complex cases with greater autonomy and to support the learning and development of others through supervision and mentoring.

Reaching Level 3 demonstrates that a practitioner is consistently working at the *Experienced Social Worker* level within the PCF, having consolidated their knowledge and evidenced their professional practice through the career progression process.

This achievement highlights the commitment and professionalism of Trafford's social work teams and the strength of the support available to help staff develop and progress in their careers.



3 - Three's company: Amaka, Amy and Kelsey with Principal Social Worker Rob Smart

Meet the Integrated Neighbourhood Team (INT)

Trafford's Integrated Neighbourhood Team (INT) brings together community physical and mental health professionals, adult social care colleagues, and partners from the voluntary, community, faith and social enterprise (VCFSE) sector.

By working as one team, they're able to collaborate more effectively to meet the needs of adults with complex needs in the neighbourhoods they serve.

The Central INT became operational in June 2025 as a 'test site' to trial new ways of working and refine Trafford's INT model before it is rolled out across all four neighbourhoods in the borough.

Early results have been very positive — with closer collaboration between professionals leading to better outcomes for residents, fewer hospital admissions and improved wellbeing.

A recent case supported by the Central INT saw a resident who had frequent hospital visits due to alcohol dependency and self-neglect achieve full sobriety, reduce emergency admissions, and begin taking steps towards volunteering and reconnecting with the community.

The team is made up of colleagues from health, social care and the voluntary sector, including therapy, nursing, care navigation and adult social care. Together, they're helping to demonstrate the difference that truly integrated working can make for Trafford residents.

The learning from the Central INT will help shape the future rollout of integrated neighbourhood working across the borough, ensuring residents receive the right support, at the right time, from the right team.



4 - INT it great? Central Trafford INT crew at Sale Waterside Offices, left to right – Helen Otter (Therapy), Victoria Lynch (Nursing Case Management), Luke Addams (Adult Social Care) and Michelle Yarwood (Care Navigation).

Encourage carers to have their say – National Carers Survey

Please help spread the word about the Survey of Adult Carers in England, which is now underway.

A random selection of adult carers in Trafford will soon receive the national survey by post. It's part of the Government's ongoing National Carers Strategy and provides vital insight into the experiences of unpaid carers – people who look after a family member, partner, friend or neighbour due to illness, disability, mental health needs or substance misuse.

The survey is being distributed by Trafford Carers Centre on behalf of Trafford Council, and responses must be returned by the date shown on the covering letter.

We're asking all staff who work with or support carers to encourage anyone who receives the survey to take part. The results are used to inform local and national planning, helping Trafford Council and our partners understand what's working well and where support for carers can be improved.

Taking part is voluntary and anonymous – but every response counts.



Fab feedback at the forum

The Older Adults Commissioning Team was delighted to welcome residential and nursing home providers from across Trafford to their Quarterly Provider Engagement Forum at Trafford Town Hall.

These forums are an important opportunity for providers and Council teams to come together — to share ideas, discuss key issues, and celebrate the great work happening across Trafford's care sector. Each session is shaped jointly by providers and commissioners, with a focus on open communication, good practice and continuous improvement.

The September event had a real buzz in the room, with guest speakers, information stalls, and plenty of opportunities to connect and collaborate.

Feedback was overwhelmingly positive:

"The event was really informative and a great opportunity to catch up with familiar faces and make new connections."

– Residential provider

"Lots of informative speakers and exhibitors and a really positive feeling in the room. Just a brilliant event — and we can do even better next year!"

– Bowfell House

"It was marvellous!"

– Stacey Niven, Haylands

A big thank you to everyone who came along and to the Older Adults Commissioning Team — Caroline, Laini and Jess — for hosting such a positive and engaging event.

The next Residential & Nursing Provider Forum will take place later this year, and we look forward to building on this momentum and continuing the great partnership work across Trafford.



5 - *The Fantastic Forum*: Forum organisers Caroline, Laini and Jess at the event.

Celebrating Living Well at any age

Trafford residents came together at Stretford Public Hall to mark the International Day of Older People with a celebration of living well at any age.

The event was filled with music, movement, and laughter, with people of all ages taking part in a day that recognised the huge contribution our older residents make to Trafford's communities.

Highlights included performances, social activities, and plenty of opportunities to connect — but the star of the show was undoubtedly Cyril, the 98-year-old drummer from the Union Chapel Jazz Band, who received a standing ovation for his incredible performance.

You can watch an interview and performance clip with Cyril here:

<https://www.youtube.com/shorts/IzFWdwQAwio>

The day was organised by Trafford Carers Centre and Stretford Public Hall as part of Trafford's commitment to being an Age-Friendly Borough, supporting residents to live healthy, active and connected lives, whatever their age.

Thank you to everyone who helped make the event such a success — from the teams at the Carers Centre, Stretford Public Hall and Public Health Trafford to all the volunteers, partners and performers who helped bring the celebration to life.



6 - All That Jazz: The Union Chapel Jazz Band light up the International Day of Older People at Stretford Public Hall.

Work Well Trafford supports residents to take positive steps towards work and wellbeing

More than 130 Trafford residents have found support from a free local programme designed to help people manage their health and take positive steps towards work, training or volunteering.

Since launching six months ago, WorkWell Trafford has provided personalised, one-to-one support to 135 people who were at risk of unemployment or struggling to stay in work due to physical or mental health issues.

The programme helps people build confidence, manage their wellbeing, and explore options that suit their circumstances — whether that's preparing to return to work, starting self-employment, or getting involved in training or volunteering.

Delivered locally and accessible both online and in person, WorkWell Trafford offers practical and emotional support to help residents move forward at their own pace. WorkWell Trafford is open to anyone living or working in the borough who has a physical or mental health condition affecting their ability to work.

To find out more, visit www.traffordhubs.org/workwell



7 - Working Well Together: The WorkWell Trafford team.

Welcome Brian on board

We're delighted to welcome Brian Dutton to Trafford Council. Brian has joined the Integrated Commissioning Team as a Business Support Officer, based on the first floor of Trafford Town Hall.

Brian recently returned from Norway, where he spent a year helping to set up, promote and establish a café – a change of pace from his previous roles in the NHS. His background includes administrative management and support across a range of teams, including Safeguarding, Learning Disabilities, Community Mental Health and Cancer Services. He also served as the Mental Health Act/Mental Capacity Act Officer at Manchester University NHS Foundation Trust.

Brian said:

"I'm very excited to start working here and it's a pleasure to collaborate with you all. I'm looking forward to using my experience to make a meaningful contribution to Trafford Council."

Please join us in giving Brian a warm welcome to the team.



8 - Life of Brian: Brian Dutton's joined the team.

Health and Wellbeing Board reports success

Trafford's Health and Wellbeing Board has welcomed some major progress in improving the health of local residents – with new figures showing reductions in alcohol-related hospital

admissions for young people, smoking rates among pregnant women, and permanent admissions to care homes.

The figures come from the Board's 2024/25 Annual Report, which reviews successes and challenges over the past year.

Some of the headline improvements include:

- **Alcohol harm reduction:** Hospital admissions for alcohol-specific conditions in under-18s are almost half the England average (12 per 100,000 compared to 22.6 nationally). Ninety-five young people received structured alcohol treatment – 39 more than the previous year – alongside wider outreach, education and holistic support.
- **Smoking cessation:** 709 residents were supported to quit smoking, with 19 per cent reporting success. Just 3.8 per cent of pregnant women smoked at the time of delivery, well within the national target of six per cent or below.
- **Better Care Fund (BCF) performance:** The BCF brings health and social care together to help people live independently for longer.

Latest figures show good progress.

hospital went home, above target.

from 2,147 to 1,936 per 100,000.

to 526 per 100,000, beating the target of 591.

age children and 66.3 per cent of Year 6 children are a healthy weight – both better than the national averages.

• **Infection prevention:** Local rates of C. difficile infections fell by 19 per cent while national rates rose 33–40%. Trafford's ranking for broad-spectrum antibiotic prescribing improved from 106th to 63rd place nationally.

• Almost 93 per cent of people discharged from

• Falls-related hospital admissions for over-65s fell

• Permanent admissions to residential care dropped

The Board will build on this progress in 2025/26 by focusing on prevention, tackling health inequalities through the Fairer Trafford programme, and giving communities more say in improving health and wellbeing.

You can read the full report [here](#)



Don't be left out on Carers Rights Day

Trafford Carers Centre is hosting a free Information and Wellbeing Day at Stretford Public Hall on Thursday 20 November 2025, to mark *Carers Rights Day 2025*.

The event will offer practical advice, support and wellbeing activities to help carers understand their rights and access the services available to them.

Highlights include workshops on Wills and Lasting Power of Attorney (LPA), navigating care homes and care at home, energy advice, and Direct Payments – plus a wellbeing *Laughter Yoga* session.

Visitors can also browse information stalls from the Trafford Community Learning Disability Team, DWP, Alzheimer's Society, Home Instead, and others, as well as access practical support including benefit advice, health checks and therapies.

The day also features a Quiet Time (11:15am–12pm) for carers and people with additional needs, and an Annual General Meeting (10:30–11:30am, booking required).

This is a great opportunity for carers to connect, learn, and find out more about the help and support available across Trafford.

For more information, contact Trafford Carers Centre on 0161 848 2400 or email info@traffordcarerscentre.org.uk



9 - Hall Right for Carers: Stretford Public Hall is the venue for Carers Rights Day.

Safeguarding Adults Week 2025 – Prevention Conference

Friday 21 November 2025 - 9.30am–3.30pm - Stretford Public Hall

As part of Safeguarding Adults Week 2025, Trafford Safeguarding Adults Board (TSAB) is hosting a Prevention Conference exploring how we can strengthen multi-agency prevention work across Trafford.

Dr Adi Cooper OBE will open the event and lead a discussion on how learning from Safeguarding Adult Reviews (SARs) can help us improve our local response to risk and safeguarding.

Dr Cooper is an Independent Chair and Improvement Adviser for Safeguarding Adults Boards nationally, as well as Visiting Professor at the University of Bedfordshire. She brings extensive experience in adult social care leadership, having worked across the sector for more than 35 years.

Guest speakers include:

- Liz Murphy, Independent Chair, Trafford Safeguarding Adults Board
- Maggie Kufeldt, Corporate Director of Adults and Wellbeing

Additional sessions will cover:

- Learning from local Safeguarding Adult Reviews (SARs)
- Q&A with Dr Adi Cooper
- A multi-agency risk management case study

There will also be opportunities during the day for local organisations to promote or share their work.

To book your place, visit the [TSCP/TSAB Learning Application](#)



SAFEGUARDING ADULTS WEEK 2025 PREVENTION CONFERENCE

Friday 21st November 2025
9:30 - 15:30 at Stretford Public Hall, Trafford, M32 0LG

This year, **Prevention** and **Adult Safeguarding** are priorities both for National Safeguarding Adults Week and for the work of Trafford Safeguarding Adults Board.

We are delighted to have **Dr Adi Cooper OBE** with us who will set the scene for our multi-agency prevention work in Trafford.

Drawing from examples of Local Safeguarding Adult Reviews, Adi will guide us through discussions to help improve our understanding and response to risk and adult safeguarding and think about some of the practical solutions that could help us locally.

Guest speakers include:



Liz Murphy
Trafford Safeguarding Adults Board (SAB)
Independent Chair



Maggie Kufeldt
Corporate Director of Adults and Wellbeing



Dr Adi Cooper OBE
Camden SAB
Independent Chair
Care and Health Improvement Adviser for Safeguarding Adults for Partners in Care & Health



Adi is Visiting Professor at the University of Bedfordshire and a Non-Executive Director/Deputy Chair of Social Work England. She also works as an independent consultant, for example, supporting improvement in adult social care services, especially concerning their safeguarding work.

Adi has edited and published books and articles on safeguarding adults, including on Transitional Safeguarding, Homelessness, leadership. She has (co-)authored Safeguarding Adult Reviews. She is a qualified social worker and worked in Adult Social Care services for over 35 years, including as Director of Adult Social Services, Housing and Health for nine years.

Lunch will be provided

Additional planned sessions are:

- Learning from Local Safeguarding Adult Review (SAR)
- A Q&A with Adi Cooper
- Multi-agency Risk Management Case Study discussion

During the day there will be opportunities for organisations to promote/advertise their work. If this is something you would be interested in please email: clare.bardsley@trafford.gov.uk

Please come along and join the conversation and help us shape our local safeguarding practice.

Book your place now by following the QR code or link: [TSCP/TSAB Learning Application](#)
www.traffordsafeguardingpartnership.org.uk



"You are amazing!": Compliments for staff

Here is a selection of the past month's roll call of excellence and gratitude.

The Urgent Care Team

"The care providers have always been helpful in suggesting the equipment mum needs to aid her living at home along with sharing their concerns to be raised with the nurses. Although some things have been slow to get into place, the people providing the care have always helped us."

CSWT (West)

"I would like to make a compliment of how caring, compassionate, and empathic Adrienne has been towards me. These qualities are rare in my opinion. These qualities are what's needed working with the disabled. So very much appreciated for making me feel like I matter. Thank you."

CLDT

"The OS has asked me to pass on her appreciation for the sensitive and holistic social work that was carried out, and the way in which the application was approached. She felt that it could not have been an easy situation to deal with, and she felt it was reassuring to see that the needs of P's father were also being borne in mind." **Care At Home** "All the carers went above and beyond. I was grateful for the service because at the time I didn't realise I needed it."

Have you got news for us?

We're always on the lookout for great stories, good news, and standout practice to feature in future editions. Whether it's a team success, a colleague going the extra mile, a project update, or just something you think others would enjoy, we'd love to hear from you.

Email your ideas or stories to Adult Social Care Communications Lead Phil Green at:

philip.green@trafford.gov.uk