



TRAFFORD
COUNCIL



Adults, Health & Wellbeing newsletter -
December



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Hello from Maggie



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

Hello and welcome to my last vlog of the year.

I can't believe it's already the end of December, and that I've been with you in Trafford for nearly a whole year. The good news—well, maybe for some of you—is that I've got another whole year to go next year, and I'm really looking forward to all the things we can achieve together in that time.

It wouldn't be one of my vlogs if I didn't talk about CQC, but you'll all be glad to hear I won't be talking about preparing for CQC anymore, because we've already had it. I wanted to say a massive thank you to everybody in Adult Social Care for the really positive contributions and the way you approached the site visit a couple of weeks ago. The energy, the vibrancy, and—most importantly—the great work you do on a daily basis were there in abundance.

One of my favourite parts of the whole week was getting to spend time with people from lots of different teams and getting to know you all a little bit better. It was a great opportunity, not just a CQC inspection.

I want to manage your expectations a little in terms of when we'll be able to share the outcome of the inspection. I expect to get the draft report at some point in January, but it's likely to be later in the spring before I can talk to you all about the outcome. Rest assured, as soon as I'm able, I will share the contents of the report and make sure you're part of whatever celebration we have at that point as well.

I've said that I'm excited about next year, and I really am. This year we've made a lot of progress, and next year will see us continuing on that journey. With CQC out of the way, we've got lots of things to deliver—not least our new structure. You'll see more about that in this newsletter. We're going to organise ourselves differently and add more leadership capacity around specific areas, to make sure we've got the leadership and management we need for the next period.

If you've got any questions about the management structure, please let me know—I'm happy to talk you through it. We'll be continuing with our priorities around safeguarding, mental health, intermediate care, and improving the quality of our practice. Likely next year we'll also be adding a few more things into the programme, because it wouldn't be Trafford if we weren't ambitious.

We'll be reviewing all hospital social work services and thinking about how we get our social work teams back into hospitals to meet people earlier in their discharge journey. We'll also be putting more focus on carers and the work we do with them, alongside a range of other initiatives.

So I can safely say I'm really excited to move into next year and get on with delivering all of this. But I've got to say—probably like all of you—first I need a really, really big rest. I'm looking forward to some downtime over Christmas, recharging my batteries, and having a bit of fun with my family.

If you celebrate Christmas, I wish you a wonderful Christmas and a Happy New Year. Whatever you're doing over the holiday period, rest, relax, and spend time with the people who are important to you.

Take care, and I'll see you next year.

Maggie Kufeldt

Corporate Director for Adults and Wellbeing

How we rose to the CQC challenge

A mere two weeks ago, we welcomed the Care Quality Commission's inspection team to Trafford for the final phase of our assurance assessment.

It was a process that began in earnest in July this year, when we submitted the information return and our self-assessment narrative to the CQC. Since then, everyone has been working hard to ensure that we were ready for the inspection.

And you didn't disappoint.

In a tremendous effort by everyone involved, the inspection team were made to feel extremely welcome during their three-day visit, leading them to express how pleased they were with the level of enthusiasm and passion displayed by everyone they met.

Here's the lowdown on what happened during inspection week:

- 120 staff interviewed
- 17 dedicated interview sessions
- Six staff drop-in sessions
- Interviews with partner organisations

As part of the process, we set up our CQC HQ in Committee Room 4 at Trafford Town Hall. This gave colleagues a chance to meet up before their CQC interview to run through what might be expected of them. It also provided a safe space for teams to be debriefed following their interviews.

Maggie Kufeldt said:

"This was a wonderful team effort that really saw us rise to the CQC challenge.

"My favourite part of the experience was meeting so many colleagues and hearing about the great work they are all doing in Trafford. I know the inspectors were impressed with the energy here at Trafford, which is a testament to all your hard work."

The leadership team is expected to receive initial feedback early next year, before the final results of the assessment are made public in the spring.



1 - Team effort: ASC leaders with the Learning Disability Team



2 - Inspection reflection: The CQC Inspection Team.

Update on the Adults & Well-Being leadership restructure

Thank you to everyone who took part in the recent consultation on proposals to restructure the Adult Social Care Directorate.

The review was carried out to help us respond to the current and future challenges we face. Its aims are to make services clearer and more joined up, strengthen leadership and accountability, and support key priorities such as mental health, safeguarding, commissioning and improving access to services.

Put simply, the changes are about delivering better outcomes for Trafford residents and supporting a unified workforce.

During the consultation, colleagues had the opportunity to take part in one-to-one meetings to ask questions, share feedback and seek clarification.

Key change at a glance

The proposed new structure will retain the Corporate Director of Adults and Wellbeing, providing clear strategic direction and leadership for the directorate.

The Corporate Director will be supported by three director-level roles:

- Director of Social Work and Social Care
- Director of Quality and Safeguarding
- Director of Commissioning and Provider Services

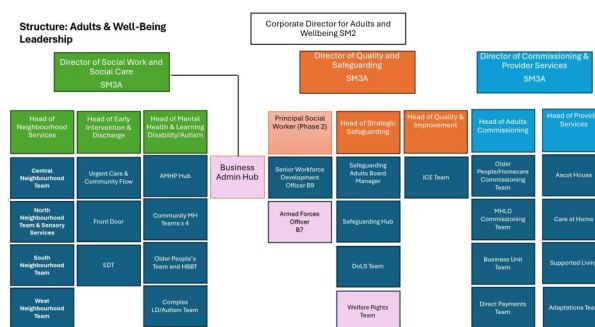
The final structure (click on the diagram to expand it), implementation plan and job profiles are now agreed.

Next steps

- A formal recruitment process will take place for posts that do not currently have a permanent postholder.
- Some roles will be ring-fenced, with staff invited to express interest by 24 December 2025.
- Interviews are planned for the week commencing 12 January 2026.

The new service model will take effect from 1 February 2026. Staff who are assimilated into roles in the new structure will receive written confirmation in due course. Any remaining vacancies will be recruited to in line with Council policy.

We will keep you posted about developments throughout the process. Thank you once again to everyone for their input so far.



That was the year that was - a look at our ILED progress in 2025

We have had a strong year of progress in 2025 for our Improving Lives Every Day (ILED) programme.

Our ILED end of year report highlights real progress across prevention, service delivery, commissioning, specialist support and leadership and culture.

One major achievement has been the changes in how we use information. More than 70 PowerBI dashboards are now live, giving teams real-time insight into waiting times, safeguarding, finance and outcomes. Greater alignment with NHS methodology means we can act earlier, manage risk better and make confident, evidence-led decisions.

We've also focused on people and culture. "Let's Talk Adults" sessions and Voice of Our Workforce workshops have strengthened engagement and given a picture of where we are headed. Our progress on equality, diversity and inclusion included joining SC-WRES. Staff feedback shows improved morale and a clearer sense of where Adult Social Care is heading.

Listening to residents and carers has been central. Complaints are down by 26 compared to last year, supported by modernised, live reporting linked to Liquid Logic.

A draft Participation Strategy, Making it Real workshops and a co-produced new Adult Social Care Front Door model are helping to embed co-production, provide clearer information and create more opportunities for people to become more independent.

Initial assessment waiting times have reduced significantly, Integrated Neighbourhood Team pilots are improving joined-up working, and the Preparing for Adulthood strategy has been approved. Safeguarding and DoLS performance remains strong, with high-quality data supporting timely, rights-based decisions.

On the commissioning side, work this year has laid the foundations for CareCubed and a Fair Pricing Framework, strengthening sustainability and market stability through transparent, evidence-based approaches.

Looking ahead to 2026

In 2026, the focus will be on turning this strong foundation into further delivery and impact. Key priorities include launching CareCubed and implementing the Fair Pricing Framework, expanding Integrated Neighbourhood Teams, finalising the Preparing for Adulthood dashboard, and progressing the Intermediate Care pathway.

We will also deliver carer awareness training, roll out Making it Real workshops to support co-production, strengthen safeguarding practice, and continue developing our workforce strategy to improve staff engagement and wellbeing.

Thank you to everyone involved — this year's progress reflects the commitment, expertise and collaboration of colleagues across Adult Social Care.



A year at Hawthorn Avenue

One of our flagship Supported Living projects has enjoyed a great 2025.

Hawthorn Avenue in Urmston opened in December 2024, as a replacement for the existing supported living properties at Croft Bank Road.

The bungalow was identified by Progress Housing and it was converted to fit the current and future needs of the residents.

Following an extensive renovation the residents moved into Hawthorn this time last year and have been delighted with their new home ever since.

You can take a look at how they have adapted to there new home by watching our special video here: [Hawthorn Avenue.mp4](#)



It's the taking part that counts

Our Let's Talk Participation workshops are proving to be a big hit!

The latest two took place on Dec 9 and 10 at Urmston and Old Trafford, respectively.

Colleagues from Adult Social Care joined partners and people with lived experience to share insights into their interactions with the directorate.

The sessions have given us a clearer picture of our performance from a number of different perspectives.

This information will help develop the emerging Adult Social Care Participation Strategy.

And based on the success of these two events, we have lined up another one. It will take place at Sale West Community Centre on Wednesday 14 January from 1pm.

Book your place through the link below. Please come and join us, we would love to see you there:

<https://www.eventbrite.co.uk/e/lets-talk-participation-trafford-central-tickets-1968105940849?aff=oddtcreator>



3 - Participation station: A scene from the Let's Talk Participation event in Old Trafford.

Meeting the teams

Our Executive Member, Cllr Jane Slater joined members of the Adult Social Care senior leadership team, including Maggie Kufeldt and Luke Addams for a whistlestop tour of lots of different teams this week.

The crew went on the road to Sale Waterside, Crossgate House, Altrincham, Partington and Trafford Town Hall to meet as many colleagues as possible and hear about all the great work taking place.

Cllr Slater took the time to thank everyone for their contributions to the recent CQC inspection visits, handing out chocolates as a token of gratitude.

We caught up with Cllr Slater, Luke and Principal Social Work Rob Smart as they dropping in on the Integrated Customer Engagement Team (ICE) to hear how the team has worked with other departments to handle complaints, resolve problems and celebrate success through compliments this year.

Cllr Slater said: "It's been wonderful to see so many of the people who work hard every day to improve the lives of the people we work with. We are all really proud of the progress we have made this year."



4 - N-ice to see you: Our roving team gets a warm welcome from ICE.

Don't forget the name game

There's still time to have your say on what we call our new Front Door Team.

We have been working with Peopletoo to develop a new model of the Adult Social Care front door that works for everyone.

We have held workshops and engagement events and have been asking for suggestions as to what the new front door team should be called.

The shortlisted names are:

- Trafford Early Support Team (TEST)
- Trafford Early Connection Team (TECT)
- Adults Early Connection Team (AECT)
- Adults Early Support Team (AEST)

To make sure we choose the right name, we have extended the consultation time.

So, over to you... Click the link below to vote for your preferred option and help bring our new Adult Social Care Front Door to life.

Vote here: [Adult Social Care Front Door - Naming the Team! – Fill in form](#)

Take 5 to Connect

Our free mental health training, delivered in partnership with Mind in Salford, has been a big success, with many course dates now fully booked. Due to high demand, only a few places remain on upcoming sessions, and additional dates have been added in March.

Connect 5 is designed for anyone who wants to build confidence and practical skills to support conversations with adults about mental wellbeing. Whether you are a key worker, volunteer, health or social care professional, or part of the emergency services, this programme can help you make a real and lasting difference.

Feedback from recent sessions has been overwhelmingly positive. Here's what people said:

“Really informative content... knowledgeable trainers who created a supportive environment.”

“Great group discussions and open forum.”

“Really welcoming and engaging trainers.”

“The session was an enjoyable way to learn.”

The Connect 5 programme consists of three modules, each building on the skills developed in the previous session. Each module lasts approximately 3–3.5 hours and is delivered in person at Trafford Town Hall or Sale Waterside, creating a friendly and interactive learning environment.

Module 1 – upcoming dates

- 21 January 2026
- 12 February 2026
- 26 March 2026
- 31 March 2026

Spaces are limited. Book now to avoid disappointment.

Register via Eventbrite:

<https://www.mindinsalford.org.uk/connect-5-training/>



Festive support for colleagues with caring responsibilities

Employers for Carers and Carers UK have produced new festive guidance to help workplaces better support colleagues who have unpaid caring responsibilities during what can be a particularly challenging time of year.

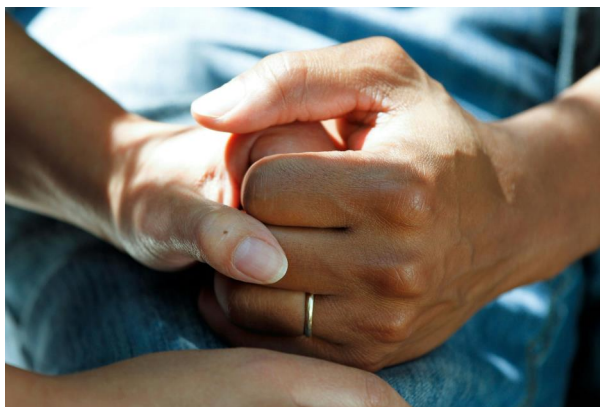
For many carers, the festive period is not a break. Reduced services, increased caring demands and emotional pressures can make balancing work and caring more difficult. The guidance highlights how small, thoughtful actions — such as flexibility, open conversations and clear signposting to support — can make a meaningful difference.

Adult Social Care colleagues are encouraged to take a look at the guidance, whether you are a carer yourself or manage staff who may be juggling work and caring responsibilities. It includes practical tips for managers, ideas for creating inclusive workplace cultures, and advice on supporting carers as teams return in January.

The guidance also signposts a range of support available to carers, both nationally and locally.

[Read the full festive guidance from Employers for Carers and Carers UK](#)

Sharing and using this guidance helps ensure that carers across Adult Social Care feel seen, supported and valued — not just over the festive period, but all year round.



Spreading Christmas Joy at Ascot House

Christmas has come early for staff and residents at Ascot House Intermediate Care Home in Sale.

And it's all thanks to the actions of big-hearted support worker Michelle Mathers and the local community.

Michelle rallied around residents on the estate to gather a selection of gifts and treats to keep staff and patients at the home in the festive spirit throughout the holidays.

It means that every patient at Ascot House will have a present to open on Christmas Day.

Trafford Council's Corporate Director of Adults and Wellbeing, Maggie Kufeldt said: "This is a wonderful gesture that will bring a little bit of Christmas magic to those patients who are staying at Ascot House over the festive period.

"A big thank you to Michelle and those community members who have made this possible. You have really shown the true meaning of Christmas."



5 - The gift of Christmas at Ascot House



6 - Boxes of delights for patients at Ascot House

"You are amazing!": Compliments for staff

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

Janis Duhaney, Urgent Care

"Janis has been very informative, gone out of her way to help me on numerous occasions. Got me carers too. She really is an amazing woman. Has really helped me out a lot. You definitely have a star there. She knows what she is talking about, she always has the answers and is very knowledgeable."

Laura Titterington, CSWT - North

"I just wanted to thank you for advocating for my gran. I'm so happy she's moving closer to me and my family, it will be lovely to see her regularly. It will also be a relief to know the worry of her care has been lifted from my mum. Thank you again."

Paul Miller, Emergency Duty Team

"I have known Paul for almost 12 months, he is an exceptionally talented young man who always demonstrates enthusiasm, compassion and tenacity to get the job done. He has a can do attitude and work ethic in supporting all and views his role not just as a job but a vocation. It has been a personal privilege and honour to know Paul and his is an ambassador for the services he delivers for Trafford."

Sunil Bhabuta, Welfare Rights

"Sunil was absolutely wonderful with the help he gave me. A very stressful time ended with a great conclusion thanks to Sunil's help and knowledge. I would have given up on the PIP Appeal process if it wasn't for his help."

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

