



## HEALTH & SOCIAL CARE



New models of  
meeting priority  
needs

### Social AdVentures working with Greater Manchester Combined Authority

## Staying local: reshaping our children's home marketplace.

Across Greater Manchester nearly 2000 children are brought into care each year. The region is dominated by expensive, profit-led private care companies (with a market share of approximately 75%). Many of these organisations are private-equity owned, making extortionate profits (averaging 22.6% from 2016-2020, CMA, 2022), often failing to meet the quality standards these children deserve and regularly placing them far beyond the communities they were born into.

At Social AdVentures we've a strong track record of delivering high quality services for young people, including early years' childcare, alternative models of education and family-focused public health services. We could see a future where local children, live in local homes run by local not-for-profit providers like, for us moving into children's social care felt a natural and valuable fit. In 2023 we were involved in a significant piece of research in Greater Manchester. Working with the Combined Authority to dig deeper. Working with other third sector organisations including Big Life Group, Together Trust and Action for Children we setup the Fair Care Alliance. Together, we set out to improve the number of local, quality residential placements focused on staff ownership, team engagement and specialist partnerships across the local VCSE sector.

Using these findings, we built our plan for our home area of Salford. We knew the team at the Council were managing the daily challenge of finding the right placements, and they were enthusiastic to see this aspiration come to life.

Our vision focused on four core principles:

- Keeping sibling groups together

- Stepping children down into foster care
- Keeping children in their local communities
- Preventing placement breakdown

We accessed investment from Social and Sustainable Capital, adding into the mix some match funding of our own. By designing and setting up our own Children's home model, we've been able to develop a stable approach that offers discounts as more children are placed with us, creating long-term commitment to joint working and sustainability of the model.

Of course, it's still early days but already we've seen a huge impact on those we're supporting - with one young person going from 0% to 97% school attendance. As a mutual, we've used our creative thinking, entrepreneurial know-how and specialist expertise to make this vision a reality. The support of Salford Council has been critical in getting us there, and together we're already making change in local young lives. We're excited to build on this momentum, adding more homes, and offering more local young people a home that sets them up for a positive future.

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