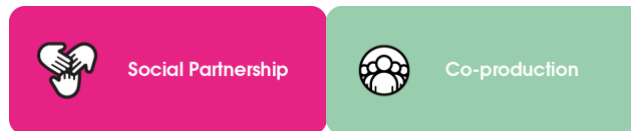


SOCIAL HEALTH



Peopletoo working with Trafford Council

Co-Designing a New Adult Social Care Practice Framework with Trafford Council

Following a detailed review of demand management within Adult Social Care (ASC), Trafford Council commissioned Peopletoo to design a new ASC practice framework that would bring clarity, consistency and purpose to frontline practice.

The review highlighted variations in approach, a limited preventive focus, and the absence of a shared model of practice. With rising complexity and demand across ASC, the Council recognised the need for a coherent, practitioner-owned framework to drive independence, strengthen preventive work, and enhance outcomes for residents.

From the outset, the project was conceived as a social partnership based on co-production, ensuring Trafford's practitioners played an active and equal role in shaping the future of their service. Peopletoo worked collaboratively with staff, leaders, and practice experts to ensure the framework reflected the realities of day-to-day work, the needs of Trafford residents, and the ambitions of the Council's *Improving Lives Every Day* vision.

Working through a practitioner-led model, Peopletoo facilitated a series of task-and-finish focus groups, bringing together ASC practitioners, the Principal Social Worker, and the Head of Learning and Development. These sessions created safe, energised spaces where staff could share what works, identify gaps, and co-design solutions that felt meaningful and achievable. This collaborative approach ensured the new practice framework clearly articulated what practitioners do and why, and aligned directly with Trafford Council's wider values and strategic priorities. To embed the framework effectively, Peopletoo undertook a full review of the supervision policy, recommending changes to strengthen reflective practice, reinforce accountability and ensure supervisors are equipped to support the desired practice improvements. A comprehensive

Learning and Development Plan was also developed, informed by a skills-gap analysis and designed to build the capability needed for sustainable change.

Recognising the importance of cultural adoption, Peopletoo co-designed a communications and engagement plan, working with staff champions to build momentum, encourage buy-in and create ownership across the workforce. A mobilisation and launch plan, along with detailed guidance and induction materials, provided the structure needed for confident rollout and long-term consistency.

The new practice framework is designed to deliver tangible outcomes for residents and staff, including:

- Increased preventative approaches
- More creative and strengths-based practice
- Greater consistency in decision-making
- Improved staff satisfaction
- Stronger performance and expectations management

Alongside improved outcomes for residents, the framework provides Trafford Council with the practice infrastructure required to deliver its financial savings—ensuring high-quality, sustainable ASC services for the future.

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