



# STATEMENT OF PURPOSE

April 2026

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## Introduction

This Statement of Purpose sets out:

- our aims and objectives.
- the services we provide.
- how we provide services and to whom.
- how our services are monitored and evaluated and who is accountable.

This document is reviewed and updated annually.

This Statement of Purpose of Adoption UK as required by and written in accordance with:

- Regulation 5 of the Adoption Support Agencies (England) & Adoption Agencies (Miscellaneous Amendments) Regulations 2005
- Standard 18 of the National Minimum Standards for Adoption in England (as published by the Dept for Education, March 2011);
- Regulation and Inspection of Social Care (Wales) Act 2016

### Accessibility

If you require a copy of this document in an alternative format please contact [info@adoptionuk.org.uk](mailto:info@adoptionuk.org.uk) or telephone 01295 752240.

Our Children's Guide to Adoption Support can be found at

[03a Children's Guidance to Adoption Support](#)

[03b Young Persons Guidance to Adoption Support](#)

### Status and constitution

Adoption UK Charity – known as Adoption UK - is a Registered Company Limited by Guarantee No 9454981, a Registered Charity in England and Wales (1160647) and Scotland (SC037892) and is registered with the Care Inspectorate Wales (CIW) as an Adoption Support Agency in Wales. The Charity's Objects are specifically restricted to the following:-

3.1 To promote the best support and well-being of the entire adoption and permanence community, in particular, to promote the care, welfare and support of:

3.1.1 adopted people as children and in adulthood, as well as those growing up in other permanence arrangements; and

3.1.2 potential and existing adopters and permanence carers; and

3.1.3 those impacted by prenatal and early childhood trauma

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3.2 to provide services and create communities of support for children and families in adoption and other permanence arrangements and adults who have grown up in such families; and

3.3 to advance the education of the public and professionals about all aspects of adoption and other permanence arrangements and the impact of prenatal and early childhood trauma.

The charity's purposes in Scotland, under the Charity and Trustee Investment (Scotland) Act 2005, are:

- The advancement of education (s7 (2) (b)).
- The relief of those in need by reason of age, ill-health, disability, financial hardship or other disadvantage (s7 (2) (n)).

Adoption UK is registered as a regulated provider of adoption support services, and may provide adoption support services to children and adults in line with the provisions of The Adoption and Children Act 2002, Section 8(1) in England

Adoption UK is registered with the Care Inspectorate Wales. The Statement of Purpose for Wales is available at Appendices 6 (English) & 6a (Cymraeg).

### **Adoption UK's strategy, aims, objectives, vision, purpose and values.**

#### **About Us**

Adoption UK's strategy is publicly available on our website. Adoption UK is the leading charity for adopted and care experienced people, adoptive families, and others parenting children unable to live with their birth parents. Set up in 1971, we'll be here for adopted and care experienced children, adults and their families for as long as they need us.

Many of today's adopted and care experienced children have suffered violence, neglect and abuse in their earliest years, with lasting impacts on their relationships, learning and health. Growing up away from birth parents also creates lifelong challenges. Adoption and other forms of permanence have transformed the lives of millions of the most vulnerable children in the UK. With the right support at the right time, adopted and care experienced people can lead full and happy lives.

The way in which the state views children who are unable to live with their birth parents is changing. The voices of those with care experience are beginning to be heard. There is increasing recognition of the lifelong trauma and loss of not growing up with your birth family. Supporting children to stay within their first families and increasing openness in adoption are rightly high priorities for policy makers and practitioners.

Adoption UK will continue to campaign for recognition of the lifelong impacts of adoption and early childhood trauma and for adopted people to get the support they need throughout their lives. For younger children, this often means supporting the families who raise and care for them so that they are well equipped to meet their children's needs. As children move into adulthood and beyond, we will continue to support them and ensure that their voices can be heard.

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There is now a greater understanding of the different ways of providing permanence for children who cannot grow up with their birth parents. We have developed services supporting those growing up in kinship care arrangements and their families. Our FASD Hub UK provides information and advice about Fetal Alcohol Spectrum Disorder to any family affected, not just adoptive families. Our work with kinship carers and long-term foster carers shows that many of the experiences and needs of people unable to grow up with their birth parents are similar, while acknowledging the different needs and experiences of these families. Adoption UK is determined to build on the support we currently provide to ensure that every child who is unable to live with their birth parents has an equal chance of a bright future, in childhood and into adulthood.

## Aims and objectives

- We connect people through an active community of adoptees, adopters and others touched by adoption.
- We provide direct support through therapeutic services, advice and training and direct work with children and young people.
- We campaign to influence government adoption policies and adoption practice.

Adoption UK offers adoption support services to families in England, Northern Ireland, Scotland and Wales, focusing on empowering parents to have greater knowledge and skill with regards to parenting, adoption and kinship and care issues, child development, early childhood trauma and many other related subjects.

Adoption UK offers adoption support services to children and young people in England, Northern Ireland, Scotland and Wales.

Adoption UK offers support to adopted adults in Scotland, England and Wales.

## Our Charitable Objects

The organisation's charitable objectives are:

- to advocate for the best support, and well-being of the entire adoption and permanence community
- to promote improvements to the care, welfare, and support of adopted people as children and in adulthood, as well as those growing up in other permanence arrangements.
- to promote improvements to the care, welfare, and support of potential and existing adopters and permanence carers
- to provide services and create communities of support for children and families in adoption and other permanence arrangements and adults who have grown up in such families.
- to advance the education of the public and professionals about all aspects of adoption and other permanence arrangements and the impact of prenatal and early childhood trauma

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## Vision, purpose and values

Our work is underpinned by our vision, purpose and values.

**Vision:** Our vision is a society in which every child or young person who is unable to grow up with their birth parents can thrive in childhood and has an equal chance of a bright future as an adult.

**Purpose:** To secure the right support at the right time for children and young people who are unable to grow up with their birth parents, from childhood into adulthood.

### Values:

#### We are open.

- We champion everyone unable to grow up with their birth parents, and the families who raise and care for them.
- We value diversity, equity and inclusion.
- We're honest about the realities of adoption and permanence and about what needs to change. We stand up for great ideas and good decisions.

#### We are stronger together.

- We pioneer peer support in adoption and permanence. We bring together peer support and professional expertise.
- We work constructively with others.
- We enable people to build and strengthen their networks.
- We work hand in hand with people with lived experience to build an expert case for better support together.

#### We are determined.

- We won't stop until everyone who is unable to grow up with their birth parents has an equal chance to thrive.
- We will empower every adopted and care experienced person, and every adoptive and kinship care family to ask for, and get, what they need.

Together our community is a powerful force for change.

## Services provided

Adoption UK provides services through four routes:

- Universal services that are freely available to members and non-members.
- Membership services that are either included in the membership fee or purchasable through membership.
- Commissioned services that are provided to a specific cohort under commission.
- Self referral

Adoption UK delivers its services in several locations:

- Our offices in Banbury, Belfast, Caerphilly and Edinburgh,

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- Community events across the UK,
- Virtually.

## Universal Services

Adoption UK's universal services include:

### Information and Support Line

Adoption UK operates an Information and Support Line which operates in the four nations offering up-to-date information on all aspects of adoption and the adoption process.

### Information

Our website and our digital channels provide free access to information, news and campaigns. Free-to-access factsheets and webinars on our website offers information and expertise for anyone touched by adoption.

### Support

Adoption UK offers support to Adopters, Adoptees, Special Guardians, Long Term Foster Carers and Kinship Carers.

## Membership services

Adoption UK's membership offer is available to anyone living in the UK and the benefits are the same in all nations. We offer the following membership packages:

### **Adopted Person Membership**

- **Webinars** hosted by professionals, experts and those connected to adoption.
- **Bi-Monthly Newsletter** sharing thought provoking articles, helpful resources and support
- **Monthly Virtual Community Group Meet Ups** which bring together adopted people across the nations for peer support and discussion.
- **Adoption UK lending library** which contains recommended books
- **Adoption UK events** - discounted entry to events including the annual conference.
- **Adoption UK's Advantage Scheme** which offers big brand discounts across retail, holidays, entertainment, insurance and utilities.
- **Regional support** from our teams

### **Family Membership**

**Our family membership is for:**

- Adoptive parents
- Prospective adopters
- Long-term foster carers
- Special guardians

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## Support and advice

- **Webinars** hosted by professionals, experts and those connected to adoption.
- **Regional support** from our teams
- **Local community groups** which bring together adoptive families in the same area for peer support and events.
- **Nationwide meet ups for prospective adopters** events to get a taster for the many events that membership offers.

## Information and resources

- **Member-only resources** including a library of webinars and a host of useful factsheets on topics such as adoption leave, attachment and parenting teens.
- **Adoption Today quarterly virtual magazine** full of adoption news, resources and insight.
- **Adoption UK lending library** of a range of books.
- **Offers and discounts**
- **Adoption UK events** - discounted entry
- **Adoption UK's Advantage Scheme** which offers big brand discounts across retail, holidays, entertainment, insurance and utilities.
- **Other discounts**

## Offers and discounts

- **Adoption UK's Advantage Scheme** which offers big brand discounts across retail, holidays, entertainment, insurance and utilities.
- **Adoption UK events** - discounted entry to events.
- **Other discounts**

## Commissioned services

Adoption UK provides adoption support services on a commissioned or funded basis:

- Psychology and Therapy Hub – providing a Multi-Disciplinary Team made up of clinical expertise and lived experience
- Peer support services – provided by people with lived experience of adoption
- Learning and Development – provided by professional trainers with in-depth experience of adoption matters
- Community services – supporting the community and providing participation and consultation, education services and youth provision in all nations of the UK.
- Services for kinship carers in Scotland
- FASD Hub Our FASD Hub in Scotland provides information and support for those impacted by Fetal Alcohol Spectrum Disorder. Training, peer support, online events and resources on the hub website are universally available across the four nations of the UK and FASD hub Employees are able to provide advice to colleagues on our Information and Support line regarding queries on FASD.

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## Services for children and young people

Adoption UK offers adoption support services to children and young people in England, Northern Ireland, Scotland and Wales. These services include Connected, a national youth programme for adopted young people in Wales, the Banter project in Northern Ireland, The E Project in Scotland, The Bridge Youth project in England, therapeutic support through our PATH service and a range of other advisory, consultation and activity services across the nations, including more recently the Adoption England Youth Forum.

Adoption UK offers children's and young people's services that fulfil the following adoption support roles:

- Connecting adopted young people with peers to provide a community of support
- Connecting adopted young people to safe, supportive adults and establishing supportive relationships
- Empowering adopted young people with a platform to advocate for themselves and have political influence on matters relevant to their lives
- Providing fun and enriching opportunities that promote their confidence, opportunities and are accessible for all adopted young people.
- Providing direct therapeutic support and intervention with children, young people and their families through Psychology and Therapy Hub (PATH)

## Influence and campaigning

We seek to influence adoption policy and practice, in order to improve the lives of adopted children, young people and adult adoptees. We do this by gathering evidence, engaging with decision makers and raising the profile of priority issues.

### Evidence

We carry out an extensive annual survey called the Adoption Barometer. It gathers and measures the experiences of families throughout the adoption journey, from prospective adopters to those whose children are now young adults and includes the experiences of adopted people.

Our Adult Adoptee Advisory Group, Adopter Voice project and our other projects involving adopted young people and adults gather a range of experiences and views and help inform all of Adoption UK's work.

### Engagement

We engage with politicians, civil servants, policy makers and with adoption, health and education sector leaders. We support adopted people and adoptive families to engage with decision makers and have influence on matters relevant to their lives, such as by accompanying AUK to meetings and giving evidence to governmental consultations.

### Profile

We work with print, broadcast and online journalists to raise the profile of issues relating to adoption.

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We advise producers and writers of television dramas, authors and advertisers on the accuracy and sensitivity of storylines and other representations of adopted people, adoptive families, and adoption more generally.

### Accessibility to our services

Our services are designed to maximise accessibility. Our community groups and digital services are tailored, and our events are accessible in real time and ‘on demand’ and are captioned.

We ensure all our written policies; training materials and resources are translated into Welsh where necessary and we can provide a Welsh speaking Information and Support line advisor on request. In Wales all service users are given the opportunity to communicate in their preferred language. Where required we will access other translation services.

In all four nations, we make every effort to choose venues for training and events that are accessible. All resources and materials are prepared with consideration of the diverse families we aim to serve, including consideration of cultural need and learning styles.

When requested, we will provide translated materials in other languages and communicate in methods which will assist those who do not speak English as their first language or who have communication difficulties.

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## Organisational structure

Adoption UK has four offices operating in the UK:

### Head office

Adoption UK,

Bloxham Mill,

Barford Road

Bloxham

Banbury

Oxfordshire

OX15 4FF

Tel: 0300 666 0060

Email: [info@adoptionuk.org.uk](mailto:info@adoptionuk.org.uk)

This is the registered address in respect of:

- the organisation's work as a charity, regulated by the Charity Commission in England and Wales, and by the Office of the Scottish Charity Regulator in Scotland.
- the registered provider in relation to Adoption UK's operation as an adoption support agency registered with Ofsted for which the appointees are as follows:

Chief Executive Officer: Emily Frith

Responsible Individual: Emily Frith

Tel: 01295 752240

Email: [info@adoptionuk.org.uk](mailto:info@adoptionuk.org.uk)

Registered Manager: Jane White, Director for Quality & Impact

Tel: 01295 237972

Email: [info@adoptionuk.org.uk](mailto:info@adoptionuk.org.uk)

### Scotland

Adoption UK, Gf2, Rooms 8 & 11, Great Michael House, 14 Links Place, Edinburgh, EH6 7EZ

Tel: 0131 202 3670

Email: [scotland@adoptionuk.org.uk](mailto:scotland@adoptionuk.org.uk)

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## Wales

Office C12  
Britannia Lodge  
Caerphilly Business Park,  
Caerphilly  
CF83 3GG  
Tel : 0300 666 0006  
Email: [wales@adoptionuk.org.uk](mailto:wales@adoptionuk.org.uk)

This is the registered address in relation to Adoption UKs operation as an adoption support agency registered with Care Inspectorate Wales, CIW for which the appointees are as follows:

Responsible Individual: Chief Executive Emily Frith  
Adoption UK, Bloxham Mill,  
Barford Road  
Bloxham  
Banbury  
Oxfordshire  
OX15 4FF  
Tel: 01295 752240  
Email: [info@adoptionuk.org.uk](mailto:info@adoptionuk.org.uk)

Service Manager: Jane White  
Tel : 01295237972  
Email: [Jane.white@adoptionuk.org.uk](mailto:Jane.white@adoptionuk.org.uk)

## Northern Ireland

Adoption UK,  
63-75 Duncairn Gardens,  
Belfast, BT15 2GB  
Tel: 028 9077 5211  
Email: [northernireland@adoptionuk.org](mailto:northernireland@adoptionuk.org).

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## Governance

As an incorporated charity, Adoption UK is governed by a Board of Trustees who fulfil the responsibilities required by the Charity Commission and charity law. The Chair of Trustees is Mike Rebeiro and he is supported by vice chairs and a group of trustees with a range of professional and personal expertise, with the majority having experience of adoption. A full list of Trustees is contained in [QA001 Appendix04 Trustees 2026 Jan.pdf](#)

The Board of Trustees meets four times a year to review Adoption UK's work and services, and to agree the strategic goals for the charity. The Board reviews its own operation, effectiveness and governance on an annual basis. A governance document, reviewed annually, sets out how the governance of the charity operates.

The Board operates three sub-committees, which meet on a regular basis with senior AUK Employees and report into the Board meeting. These are: quarterly Finance and Scrutiny Committee, People and Culture, 6 monthly Practice and Safeguarding.

## Employees and leadership

The Chief Executive has overall responsibility for all operational matters and reports directly to the Trustees. The Chief Executive is supported by a Chief Operating Officer, who is responsible for managing business operations, including Human Resources, business administration and oversees all contractual relationships with suppliers.

The Chief Executive is assisted in the management of the organisation by a senior leadership team:

- Chief Operating Officer
- Director for Quality and Impact
- Director for Wales
- Director Scotland
- Director Northern Ireland
- Clinical Director
- Director for England and Membership
- Director for Fundraising, Marketing and Communications

The Employees team is divided into the following departments:

- Central Services - providing support to the whole organisation, including finance, governance, human resources, health and safety, information technology, contract management and business administration services.
- England delivery team covering oversight of membership & communities team, and the development and delivery of the organisation's services in England and agency liaison.
- Northern Ireland – covering the development and delivery of services to benefit the adoptive community in Northern Ireland, including lobbying and policy work.

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- Scotland – covering the development and delivery of the organisation’s services in Scotland, including lobbying and policy work and oversight of Information and Support Line and FASD Hub activities.
- Wales – covering the development and delivery of the organisation’s services in Wales, including lobbying and policy work.
- Fundraising, Marketing and Communications Team – covering fundraising and business development, our work to influence adoption policy and practice, and our external communications including digital platforms, and reports.
- PATH – led by Clinical Director, responsible for the oversight, management and delivery of all clinical support services, including our Multi-Disciplinary Team Service and therapeutic intervention across the whole of the UK; Clinicians also provide clinical support and advice to Employees and volunteers delivering services.

The Organisational structure charts sets out the structure in full [QA001 Appendix 01 AUK Org Chart Feb 2026.pdf](#)

The Senior Leadership Team profiles set out the experience and qualification of the senior leadership team. [QA001 Appendix 2 SLT profiles 2026 Jan.pdf](#)

### Employees Experience and Skills

Across our teams we have 100 Employees employed to provide specialist adoption, kinship and permanence support. As at 16 February 2026, AUK currently employs 5 Clinical psychologists, 4 Psychotherapists, and 3 social workers who are fully qualified and registered with their appropriate registration body; 5 DDP Practitioners, and 4 NVR practitioners. AUK also has qualified youth workers, education professionals, counsellors, peer support workers, community engagement employees, trainers, helpline advisors and specialist advisors, as well as employees with professional qualifications in marketing, consultancy, HR, project management and communications. AUK service delivery is supported by our Senior Leadership Team (as listed above) and our central teams such as Fundraising, Marketing and Communications, Policy & Influence, Quality Assurance, Membership and Communities, People & Business Services, along with an organisation-wide team of Coordinators, Administrators and Volunteers.

### Finances

Adoption UK is a Charitable Company limited by guarantee.

We generate income from the services we provide including community services, peer mentoring services, therapeutic support, training and membership services for adoptive and kinship families.

Adoption UK also raises income through government grants to fund core adoption support services in Scotland, Northern Ireland and Wales and through funding from grant-giving trusts to assist in the development and delivery of services.

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## Monitoring and evaluation

Adoption UK uses a variety of arrangements to monitor and evaluate the quality of its services:

- Recording and reporting on individual support provided and outcomes achieved through our Evide monitoring system
- Reviewing and reporting mechanisms operating within the meetings of the Board of Trustees, the Finance & Scrutiny Committee and the Senior and Wider Management Teams.
- Recording, monitoring and reviewing enquiries to the Information and Support Line.
- Formally requesting feedback from users of services, including participant and purchaser evaluation forms for all our services directly from service beneficiaries.
- Regular supervision of Employees, trainers and volunteers in relation to their work.
- Case file audits by management Employees.
- The completion of quarterly reviews and support for community group coordinators, covering the level of use of the groups, the issues discussed and any matters arising.
- Regular meetings to review services with the funders and commissioners to demonstrate the activities, impacts and evaluations of all services.
- Regular engagement with the statutory adoption services, this varies from nation to nation but includes National Adoption Service in Wales, Advisory Boards, Regional Area Manager meetings and subgroups.
- Quality assurance is maintained by senior leadership teams through the quarterly quality assurance meetings, which review safeguarding, complaints and practice excellence across all services.

### Employees performance and skills

Adoption UK has a Recruitment and Selection policy, which sets out the safe recruitment practices we operate and the key person specification criteria which define each grade of employment within the organisation.

The Performance Management Framework sets out the basis for our supervision and appraisal processes, ensuring Employees and volunteers receive the right levels of supervision and support from managers according to roles and needs. It also sets out the expectations of Adoption UK for managers, supervisors, Employees with respect to supervision and appraisal. Employees are offered one to one supervision on a frequent basis and annual and mid-year appraisal, and this is recorded and filed in Employees files. Additional Employees support is offered via reflective groups and group supervision sessions. Volunteers are offered supervision according to role and needs and PATH offer a regular reflective group.

Employees have access to our e-learning platform which has wide coverage, with mandatory components for the whole organisation and specific additional learning for different roles

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and positions. A programme of training with relation to safeguarding is in place, ensuring that there is a continuous renewal of skills on safeguarding topics.

### Complaints procedure

We want to hear members' and users' views on our services, so that steps can be taken to review, improve and develop our services. We provide support in making a complaint, where this is necessary.

We will respond fairly, positively and promptly to complaints from the membership and service users when they feel we have not met their expectations or needs.

Where we offer services directly to children and young people we are committed to hearing from children directly and in their own words. We strive to make our complaints process available to children themselves, or their designated person if they chose to complain via a proxy.

It includes an informal and formal procedure and differentiates between complaints made in relation to Employees and volunteers and complaints made about the provision of services.

Our complaints policy is available on our website as a key document and is included in this document at Appendix 6 - Complaints Policy and Procedures.

Ofsted and CIW do not play a formal role in our complaints procedure, but if your concern is in relation to an aspect of our regulated activities, you can raise this directly with them as a concern at any stage of the process.

### Registration authorities

#### Wales

Care Inspectorate Wales,  
Welsh Government Office,  
Rhydycar Business Park,  
Merthyr Tydfil, CF48 1UZ  
Tel: 0300 7900 126  
Email: <https://careinspectorate.wales>

#### England

Ofsted  
Piccadilly Gate,  
Store Street,  
Manchester, M1 2WD  
Tel: 0300 123 1231  
Email : [enquiries@ofsted.gov.uk](mailto:enquiries@ofsted.gov.uk)

Ofsted registration no. 2590738

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(will be updated to Welsh version for 2026, once approved by Board)

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